

TODAY'S WEATHER

BIG SPRING AND VICINITY: Clear to partly cloudy, with little change in temperature today, tonight and Thursday...

BIG SPRING DAILY HERALD

INSIDE THE HERALD

Table with 3 columns: Page, Section, Page. Includes Comics (6-8), Sports (9-10), Dear Abby (10-A), TV Log (8-9), Editorials (4-5), Want Ads (7, 8, 9-8), Oil News (4-A), Women's News (10-9).

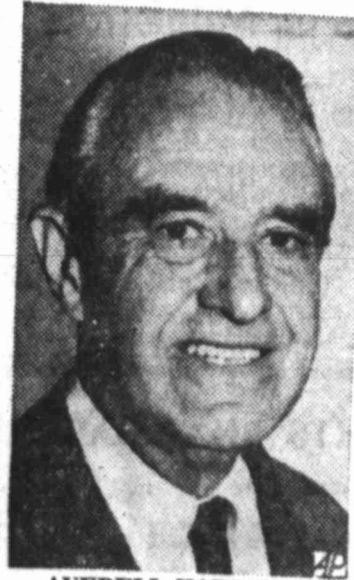
38th Year . . . No. 52

Member Associated Press Member Audit Bureau of Circulations

Big Spring, Texas, (79721) Wednesday, August 4, 1965

36 Pages 3 Sections

5¢ Daily . . . 15¢ Sunday



AVERELL HARRIMAN

Kremlin Talks Not To Affect Viet Situation

WASHINGTON (AP) — Roving Ambassador W. Averell Harriman reports to President Johnson today on his talks with Soviet Premier Alexei N. Kosygin...

Demonstrator Ranks Dwindle In S. Carolina

ALLENDALE, S.C. (AP) — Civil rights demonstrators, snubbing proposals by county officials to speed up the registration of Negro voters, marched again in Allendale today but their number had dwindled...

Induction Of 19-Year-Old Youths Looms

AUSTIN (AP)—Continued high draft calls will mean induction of 19-year-olds by October, the state selective service director said Tuesday.

Navy Readies For Draftees; 1st In Decade

WASHINGTON (AP) — The Navy set out today to muster the first draftees it has used in a decade. It also is considering involuntary extensions of duty for skilled men whose enlistments are expiring...

U. S. Armed Forces Due 340,000 Beefup

\$1.7 Billion Asked For Emergency

WASHINGTON (AP) — The Johnson administration disclosed plans today to increase the nation's fighting forces by 340,000 and asked for \$1.7 billion in additional emergency defense funds.

Civil Rights Pickets Again At Supermarkets

AMERICUS, Ga. (AP)—Civil rights pickets turned out at supermarkets in Americus again today as County Atty. Warren Fortson called for a biracial committee to smooth out racial troubles.

Raid Near China Border

SAIGON, Viet Nam (AP) — U.S. jet fighter-bombers flew within 30 miles of Red China today on a bombing mission over North Viet Nam.

Vote Rights OK Nears

WASHINGTON (AP) — The voting-rights bill, providing the strongest means yet for assuring Negroes access to the ballot box, was only a step today from final congressional approval.



Children Leave Chan Son

A Vietnamese boy carries another on his back as they leave the village of Chan Son near Da Nang Monday. Despite warnings many civilians stayed in the area during an assault by U.S. Marines and Vietnamese troops and a number were killed.

Combat Rages Behind Front In Poverty War

NEW YORK (AP) — The war on poverty is unleashing some combat in the ranks. To varying degrees, tension also has arisen in Detroit, Baltimore, New Jersey, Alabama, the San Francisco Bay area and elsewhere.

Ward's Officials Due Here For Opening Of New Store

The doors swing open Thursday morning on a key unit in what is developing as the largest commercial venture in Big Spring's history. Montgomery Ward, moving from a downtown location it has occupied for more than 25 years, moves tomorrow into its new facility in Highland Center...

Thirty Envoys To U.S. Visit Desalination Plant

FREEPORT, Tex. (AP) — Thirty ambassadors to the United States, all expressing a keen interest in converting sea water to fresh, usable water, toured the federal government's salt water conversion demonstration plant today.

UDALL LEADING

Secretary of Interior Stewart L. Udall and presidential assistant Jack Valenti escorted the group, which was expected to be in Texas about five hours.

Completed in 1961, the plant was the first desalination facility in the nation. It has since provided drinking water for this coastal city and water for industrial use at Dow Chemical Co., which has a large complex near here.

FROM GULF Several other conversion plants, using various techniques, have since been constructed.

LBJ Signs Health Bill

WASHINGTON (AP) — President Johnson signed today another health bill, to help staff community mental health centers and train teachers for handicapped children, and called these programs "vital building blocks in the structure of our society."

GET YOUR VACATION PAK

Vacation coming up? Don't lose all track of the local news. Before you leave call Herald Circulation at AM 3-7331 and ask for VACATION PAK.

BRIEF PROGRAM

There will be a brief program to mark the opening of the store, and a number of Ward officials will be here to participate. These, with local public officials and civic leaders, will appear on a platform for short presentation talks.

Herald's New Phone Number AM 3-7331



**Bevy Of Beauties**

Twelve entrants in the International Beauty Pageant to be held at Long Beach, Calif., are shown on arrival at Kennedy Airport. Back row, from left: Bibi Navi, Greece; And Jansen, Norway; Agneta Holst, Sweden; Christine De Souza, Ceylon; Marie-France Perron, France; Hannelore Hogn,

Austria; Rosa Zinninbotter, Iceland; and Elizabeth Black, Ireland. Front, from left: Rafaela Sanchez, Spain; Ingrid Finger, Germany; Carol Crompton, England; and Iris Bar-Or, Israel. (AP WIREPHOTO)

# Yarborough, Connally Signal Feud's Renewal

EL PASO, Tex. (AP)— Sen. Ralph W. Yarborough, D-Tex., leveled sharp criticism at Gov. John B. Connally and the governor replied in kind Tuesday.

Their blunt exchange signaled renewal of a Texas political feud that could put President Johnson in the middle, particularly if the two run for the same office in the next election as some expect.

Addressing the Texas AFL-CIO convention here, Yarborough said Connally vetoed a Farmers Union plan for an anti-poverty project in southwest Texas which promised to be one of the finest in the nation.

The senator also said the Labor Department holds such projects should pay a \$1.25 hourly wage "unless the community could present persuasive evidence that a lower wage was justified." He added:

"Many Texas communities want to pay this \$1.25 minimum wage. The governor has done everything he can get away

with to frustrate their wishes." Yarborough is sponsoring a measure before Congress to cancel the veto power of state governors over poverty programs.

Connally, who has said repeatedly the \$1.25 wage is too high for anti-poverty projects in Texas, told a news conference in Austin he vetoed the Farmers Union project because the organization has a political purpose. "I would have done the same thing if it had been the Farm Bureau," he said.

It is Yarborough's prerogative, Connally said, to try to strip away the governors' veto power, "but you cannot properly administer a program of this magnitude without going through some level of constituted authority."

The governor also told newsmen he had not reached a decision on his political future. He said many letter writers asked him to run for a third term as governor while others wanted

him to seek the Senate seat now held by John Tower, Texas Republican.

**LEADS FACTION**  
Yarborough leads the liberal faction among Texas Democrats and Connally the conservative. Forces of the senator failed last year in an attempt to wrest control of the state Democratic convention from Connally.

Spokesmen for liberals have been quoted as urging Yarborough to make a race for gov-

## It's Paddy Wagon For Magistrate

TRENTON, N.J. (AP) — There was no police cruiser available when Magistrate Albert Cooper asked headquarters for transportation to Municipal Court chambers in the 2nd Precinct this week.

Officers dispatched the only transportation available — a transport paddy wagon.

**EDWARDS HEIGHTS PHARMACY**  
1909 S. Gregg St.  
Telephone AM 4-7122  
is pleased to announce the appointment of  
**Mr. Carl R. Hebinck, Registered Pharmacist.**  
Edward Heights Pharmacy  
August 2—1965 P. H. Reagan (owner)

# Governor Defends Poverty War Role

AUSTIN (AP)— Ripping into what he called anonymous "leaks to newsmen" by U.S. Labor Department officials, Gov. John Connally defended his own role in the war on poverty Tuesday.

"I have nothing but contempt for unnamed spokesmen," Connally said as he thumbed through a stack of newspaper clippings during an hour-long news conference.

He said "much has been written" recently as a result of Labor Department "leaks to various columnists and writers" criticizing use of his power to approve or veto some poverty programs in Texas.

**YARBOROUGH CLIPPING**  
Sen. Ralph Yarborough, D-Tex., a political foe of the governor, was quoted in a recent story from Washington as saying he is looking into complaints that some Texas programs have been delayed by Connally.

Connally said the Johnson administration's Economic Opportunity Act could not have passed Congress without a provision giving governors veto power over about half the anti-poverty programs.

"I take that responsibility very seriously," Connally said. "I would venture to say no governor of any state of the Union has spent as much time as I

have on the anti-poverty program.

"As long as I have responsibility, we are going to try to investigate, study and analyze each of these projects to see they are conceived, designed and executed to provide benefits for those intended to benefit from the program."

**VETOED PROJECT**  
Connally has vetoed one project, a Neighborhood Youth Corps grant to be administered by the Texas Farmers Union.

He spent Thursday night at the White House and heard no criticism there of his actions in the poverty war, Connally said.

His aides distributed a status report on Economic Opportunity Act programs showing the state had received federal grants and contracts totalling \$29,234,563.

Speaking rapidly, Connally said any federal official who is unhappy with his actions "should have the courage to stand up and be identified—I couldn't care less whether the Department of Labor likes my actions."

The governor said Labor Department spokesmen have called local officials in Texas "alibiing for their own lack of action and saying they could have gotten faster action (on specific projects) but got delayed in the governor's office."

**SEND SYNOPSIS**  
Connally said he would send a synopsis of Texas poverty war projects to the state's congressmen "because they, too, have been confused by the Labor Department."

His printed summary showed that Texas community action

programs were held in Washington an average of 65 days before approval, while the governor's office took an average of 14 days to act.

Neighborhood Youth Corps projects waited an average of 53.2 days for action in Washington and three days for approval in Austin, the governor said.

## Fire Sweeps Two Blocks

ST. LOUIS, Mo. (AP) — Fire raced across two city blocks in downtown St. Louis today, damaging the city's new sports stadium and injuring at least three firemen, none seriously.

The flames were brought under control after a four-hour battle in which firemen narrowly kept them from spreading toward the main business district, three blocks away.

Mayor A. J. Cervantes estimated damage in the millions of dollars.

Flames leaped 300 feet when five-story walls collapsed, rolling fireballs across a street to the stadium. The St. Louis Cardinals are expected to use the stadium next baseball season, and the 1966 All-Star game is set there next July.

A spokesman for the stadium construction company said damage to the \$24-million structure was not extensive.

## Big Loan Made To German Plant

WASHINGTON (AP) — The U.S. government's Export-Import Bank has announced a loan of \$2.5 million to Rasselstein A. G., West Germany's largest tin plate producer, for purchase of U.S. equipment, services and technology for an expansion program.

## Registration Drive

NEW YORK (AP) — The city signed 4,951 new voters during the first two weeks of its summer registration drive, a spokesman says.



LINDA SHAW

## Linda Shaw In Contest

Linda Shaw, 16, daughter of Mr. and Mrs. Larry Shaw, Knott, is a candidate for Howard County Farm Bureau queen.

Linda is a junior in the Sands High School and active in all school affairs. She is a member and officer of the Future Homemakers of America and was queen of the FFA chapter in 1964. She is also a member of the Knott First Baptist Church. She sings in the choir and appears as a soloist.

She is the present Ackerly Lions Club Queen and took part in the District 212 Queen Contest in Plainview. She won second place recently in a Dawson County Farm Bureau Talent Show.

Linda is an active member of the Howard County 4-H Club and was the county winner in the Share-the-Fun competition in 1964. This won her a trip to the 4-H Club roundup at Texas A&M. She was the county civil defense winner in 1965 and took third place in the district in this competition. Linda also took part recently in the Big Spring Little Theater production of "George Washington Slept Here." She has had special training in voice, piano and twirling.

## How Texas Solons Voted

WASHINGTON (AP) — The Texas delegation split 11-9 on the voting rights bill which the House passed 328-74 Tuesday.

Favoring the bill were Reps. Brooks, Cabell, de la Garza, Gonzalez, Mahon, Patman, Pickle, Thompson, White and Young. Those opposing were Reps. Beckworth, Burleson, Casey, Dowdy, Poage, Pool, Roberts, Rogers and Teague.

**ZALE'S BRIDES ARE PERFECTLY GROOMED**

Eight fine diamonds are set in luxurious 14K gold creating an irresistible bridal pair.

**\$325**  
convenient terms  
Illustrations enlarged to show detail

**ZALE'S JEWELERS**  
3rd at Main AM 4-6371  
CREDIT TO ALL MILITARY PERSONNEL

**Grants**  
KNOWN FOR VALUES

**GIGANTIC 1/2 PRICE SALE!!**  
BEGINNING NOW UNTIL MERCHANDISE IS ALL GONE.  
DON'T FORGET—WE ARE OPEN SUNDAY 1 P.M. — 6 P.M.  
JUST SAY "CHARGE IT" AT GRANTS

<p><b>FAMOUS</b></p> <p><b>FLYING FLUGLE</b> In his whip flying plane Reg. 98c NOW 1/2 PRICE ..... <b>49c</b></p> <hr/> <p><b>120 CAMERA</b> Takes 16 Color or Black &amp; White REG. 1.00 NOW 1/2 PRICE ..... <b>50c</b></p> <hr/> <p><b>MEN'S SEERSUCKER</b></p> <p><b>SHIRT JACS</b> REG. 2.99 NOW 1/2 PRICE ..... <b>1.97</b></p> <hr/> <p><b>MEN'S</b></p> <p><b>WALK SHORTS</b> REG. 2.99 NOW 1/2 <b>1.47</b>      REG. 3.99 NOW 1/2 <b>1.97</b></p> <hr/> <p><b>BOY'S</b></p> <p><b>WALK SHORTS</b> REG. 1.99 NOW 1/2 <b>97c</b>      REG. 2.99 NOW 1/2 <b>1.47</b></p> <hr/> <p><b>SPECIAL GROUP</b> BOY'S SIZES 8-14</p> <p><b>SPORT SHIRTS</b> VALUES TO 2.99, NOW <b>99c AND 1.67</b></p>	<p><b>SEERSUCKER</b></p> <p><b>PLAYWEAR</b> NOW 1/2 PRICE Roll Sleeve, Reg. 2.99 <b>1.47</b> Sleeveless, Reg. 1.99 <b>97c</b> Reg. 2.99 <b>1.47</b> Reg. 3.99 <b>1.97</b></p> <hr/> <p><b>SKIRT</b> CLEARANCE: Reg. 3.99 NOW 1/2 PRICE ..... <b>1.97</b> Reg. 4.99 NOW 1/2 PRICE ..... <b>2.47</b> Reg. 5.99 NOW 1/2 PRICE ..... <b>2.97</b></p> <hr/> <p><b>LADIES'</b></p> <p><b>SPORT CAPS</b> REG. 79c 1.00 — 1.29 YOUR CHOICE ..... <b>57c</b></p> <hr/> <p><b>ITALIAN STYLE</b></p> <p><b>WOMEN'S SANDALS</b> REG. 1.00 AND 1.19 NOW ..... <b>50c</b></p>	<p><b>ALL LADIES'</b></p> <p><b>SWIMWEAR</b> REDUCED TO CLEAR AT ..... 1/2 PRICE</p> <hr/> <p><b>JAMAICA SHORTS</b> REG. 2.99 NOW 1/2 PRICE ..... <b>1.47</b></p> <hr/> <p><b>JAMAICA SHORT &amp; SHIRT SET</b> REG. 3.99 NOW 1/2 PRICE ..... <b>1.97</b></p> <hr/> <p><b>JOYCE LANE EXCLUSIVE</b></p> <p><b>2-Pc DRESSES</b> SIZES 10-18 REG. 7.99 NOW 1/2 PRICE ..... <b>3.97</b></p> <hr/> <p><b>CHILDREN'S ROMPER</b></p> <p><b>PLAY SUITS</b> REG. 1.00 NOW 1/2 PRICE ..... <b>50c</b></p> <hr/> <p><b>LITTLE GIRL'S</b></p> <p><b>SUN DRESSES</b> SIZES 4-6x REG. 1.19 AND 1.29 ..... <b>57c</b></p> <hr/> <p><b>LITTLE GIRL'S, 4-6x</b></p> <p><b>2-Pc PANTY &amp; SHIRT SET</b> Red, White &amp; Blue Sailor Design REG. 1.99 NOW 1/2 PRICE ..... <b>97c</b></p>
--	---	--

**REMnant PIECE GOODS** REG. 49c yd. **4 Yards 1.00**

**W. T. GRANT CO.**  
Your Friendly Family Store  
COLLEGE PARK SHOPPING CENTER, EAST HWY. 80 AT BIRDWELL LANE  
'Charge-It'... No money down... up to 2 years to pay

M  
G  
By SA  
Waterme  
in this are  
broke the  
ago there  
marketing  
the Hiway  
since then  
been for fi  
This se  
County far  
making a  
into wheth  
a commerc  
Doris Bli  
missioner  
and who  
rence, has  
his irrigat  
termelons  
san, is i  
father in t  
Three s  
flourishing  
—a pale g  
Charleston  
dark blue  
called Bla  
variety of  
melons.

GO  
One field  
Lawrence  
front of th  
planted em  
ton Greys.  
In the field  
each acre  
melons of  
This mean  
yield 9,000  
tonnage alr

On another  
the farm,  
19 acres  
He has a  
the vines  
are ripe. I  
kept busy  
unsuitable  
which have  
thousands  
promise of  
"I don't l  
pay out,"  
picked the  
just six r  
field and  
I can't tell  
any r  
rows."

PLANT  
Bennie B  
his startin  
in the plant  
the melons

Mayo  
Figur

CHICAGO  
ban mayor  
syndicate h  
indicted by  
that has cri  
ganized cr  
Indicted fr  
ranging fro

Confer  
On Bu

WASHING  
House con  
agreed tod  
appropriat  
a new fede  
Dallas.  
Sen. Gorb  
member of  
mittee, sa  
agreed to a  
vision in th  
appropriat  
appropriate  
controversi  
ter.  
Total est  
structure, b  
engineering,  
\$26 million

PVT. CHA  
Return  
From

Pvt. Ch  
man, Uni  
Corps, has  
Viet Nam  
veloped m  
with his c  
He arriv  
and will  
his parent  
Gordon Hi  
When hi  
piped he w  
duty.



### CROSSWORD PUZZLE

**ACROSS**

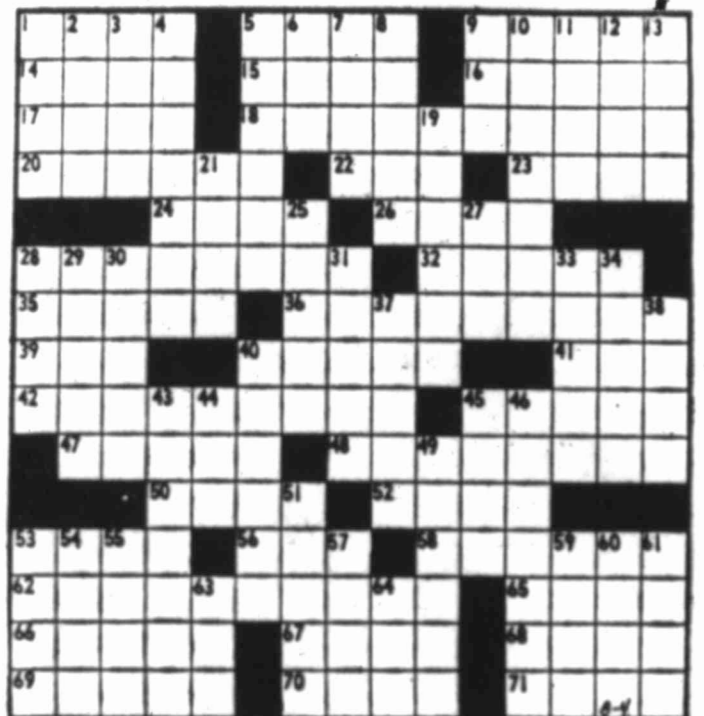
1 Mild oath  
5 Anklet  
9 H. B. Stowe character  
14 Choir voice  
15 Source of poi  
16 Napery  
17 Singe  
18 Good mark for trying: 3 words  
20 Chum around  
22 State of hostility  
23 Man's name  
24 Residue  
26 When the whistle blows  
28 Anniversary celebrations  
32 Attire  
35 Valuable wood  
36 Menaces  
39 — Alamos  
40 Indian tribe  
41 Small  
42 Custer's —  
45 Perspire  
47 Linger  
48 Indicative signs  
50 Draw a bead  
52 Out-of-the-way spot  
53 Algerian seaport  
56 Scull  
58 Advertising —  
62 Couriers  
65 Auction  
66 Phraseology  
67 Redcut  
68 Preposition  
69 Cooperating groups

**DOWN**

1 Cut  
2 Spread  
3 Knife  
4 Intrudes: 2 words  
5 Well-balanced  
6 Dolt  
7 Jubilate  
8 Moslem writ  
9 Sprite  
10 Firefighting  
11 Taking part: 2 words  
12 Naught.  
13 Emmets  
19 Eats away  
21 Unctuous  
25 Tropical fish  
27 Old English money  
28 Set  
29 War vessel: 2 words

30 — Nove  
31 Glisten  
33 Drain  
34 Sly one  
37 Fortification  
38 Locates  
40 Original form of word  
43 Window over door  
44 Hindu title of respect  
45 Atmospheric blight  
46 Arises: 2 words  
49 Barbecues  
51 Wise men  
53 Leave out  
54 Counsel  
55 Continent  
57 Furnish anew  
59 Scruff  
60 Thicken  
61 Honkerings  
63 German waiting place  
64 Tease: slang

Puzzle of Tuesday, Aug. 3, Solved



## 'New Phase' Of Viet War Now Year Old

By The Associated Press

The "new phase" of the Viet Nam war is a year old today.

Just a year ago, on Aug. 4, the United States for the first time bombed targets in North Viet Nam and began what the Pentagon would call an escalation process.

What has been the result thus far? Big dangers seem nearer, the frustrations even greater. The path to solution appears as agonizingly elusive as it was before Red North Viet Nam tested the U.S. "paper tiger" and found it had sharp teeth.

A year ago, the United States had 16,300 troops in South Viet Nam, technically advisers. Now there are 80,000 there, many in active combat. The conflict, in President Johnson's words, has become a real war.

This, actually, is the anniversary of U.S. retaliation against North Vietnamese mainland bases after Communist torpedo boats attacked U.S. warships in the Tonkin Gulf. That began the gradual process by which the United States became deeply committed to war on the Asian mainland.

The United States began regular air attacks on North Vietnamese targets Feb. 7 in an avowed effort to convince the Communists they could not win and to persuade them to go to a conference table.

The year of the "new phase" has frayed world nerves. Red China exploded its way into the atomic weapons club. The Soviet Union lost its rambunctious leader, Nikita S. Khrushchev. South Viet Nam's generals turned on their strongman, Lt. Gen. Nguyen Khanh, and evicted him. The elusive Viet Cong changed tactics and tempo.

Informed opinion has speculated that Peking masterminded the events which led to the turn in the Viet Nam crisis, that Red China prodded Hanoi into the torpedo boat attacks.

## JUMBLE — that scrambled word game

Unscramble these four Jumbles, one letter to each square, to form four ordinary words.

**YOGGS**      **GEDEW**

**PROOCE**

**NAITEX**

**IT HAD**



Now arrange the circled letters to form the surprise answer, as suggested by the above cartoon.

Yesterday's Jumbles: AWOKE HAREM FEWEST GRASSY  
Answers: This provides the sole support of many people — SHOES

## Military Officials Want Ground Force Buildup

HONOLULU, Hawaii (AP) — High American military officials believe the introduction of more U.S. ground forces coupled with continuous air strikes on North Viet Nam may prevent a Communist takeover of South Viet Nam.

While total victory may never be achieved, they suspect a milestone will have passed once the monsoon season, which favors guerrilla operations, ends about the middle of next month.

An expected Viet Cong offensive more or less fizzled out. And more American GI's will be in South Viet Nam and ready to take the offensive about the time the rainy season ends.

The officials believe Viet Cong momentum has been lost because of high casualty rates in recent months.

A big factor, they say, is the continuous air offensive against supply targets and staging areas in North Viet Nam.

This veiled U.S. optimism follows a high-level Viet Nam conference in Honolulu, where top military men tackled details of the logistic problems involved in beefing up U.S. ground forces in Viet Nam.

President Johnson has authorized a troop increase to 125,000 men with the possibility that more will be made available if necessary. About 75,000 U.S. troops are in South Viet Nam now.

Two From Edna Killed In Crash

VICTORIA, Tex. (AP) — Billy Gandy, 20, and Laura Walters, 18, both of Edna, were killed when their car and a truck collided 7 miles east of here on U.S. 59.

Five occupants of the truck were injured. Officers said the Gandy car skidded on wet paving. It caught fire after the crash.

## Indiana Seeks Action Against Ku Klux Klan

INDIANAPOLIS, Ind. (AP) — Indiana Secretary of State John D. Bottorff says the state should seek penalties including a \$10,000 fine against the Ku Klux Klan for failing to register with his office as an out-of-state corporation.

Bottorff said the Klan has a post office box in nearby Greenfield and a resident of the area is acting as an agent for the organization. His remarks Tuesday followed a visit to the state by the head of the United Klans of America, Inc., Robert M. Shelton Jr. of Tuscaloosa, Ala., who boasted the Klan will have enough Indiana strength in a year to take over the governor's chair. The gubernatorial election will be in 1968.

Bottorff asked State Atty. Gen. John J. Dillon to institute action against the Klan for the function at a state headquarters in Greenfield without filing with his corporation division.

Dillon said he did not want to prejudice the rights of the five men facing criminal charges in Hancock County and added the Klan "is entitled to the same constitutional rights as you and I are."

He also said he feels the Klan "probably has done business in Indiana within the meaning of the statute."

Bottorff said the law provides a \$10,000 fine for an out-of-state corporation operating without filing with his office.

State Police Lt. Robert Gray said state police are on a general lookout for Klan activity and have found no signs of recruiting other than in Hancock County.

Indiana Secretary of State John D. Bottorff says the state should seek penalties including a \$10,000 fine against the Ku Klux Klan for failing to register with his office as an out-of-state corporation.

Bottorff said the Klan has a post office box in nearby Greenfield and a resident of the area is acting as an agent for the organization. His remarks Tuesday followed a visit to the state by the head of the United Klans of America, Inc., Robert M. Shelton Jr. of Tuscaloosa, Ala., who boasted the Klan will have enough Indiana strength in a year to take over the governor's chair. The gubernatorial election will be in 1968.

Bottorff asked State Atty. Gen. John J. Dillon to institute action against the Klan for the function at a state headquarters in Greenfield without filing with his corporation division.

Dillon said he did not want to prejudice the rights of the five men facing criminal charges in Hancock County and added the Klan "is entitled to the same constitutional rights as you and I are."

He also said he feels the Klan "probably has done business in Indiana within the meaning of the statute."

Bottorff said the law provides a \$10,000 fine for an out-of-state corporation operating without filing with his office.

State Police Lt. Robert Gray said state police are on a general lookout for Klan activity and have found no signs of recruiting other than in Hancock County.

**Leonard's Prescription Pharmacy**

**Professional Pharmacy**

308 Scurry Street  
10th And Main

Where pharmacy is a profession and not a sideline.

Dwain Leonard — Ed Corson

"All I said was:  
Show me a filter that really delivers taste and I'll eat my hat."

**LUCKY STRIKE**

filters

**TRY NEW LUCKY STRIKE FILTERS**

Product of The American Tobacco Company

## B52s Raid Do Xa Area

SAIGON, South Viet Nam (AP) — U.S. B52 bombers today made their second raid in three days on the mountainous Do Xa area 350 miles northeast of Saigon, a U.S. spokesman announced.

The spokesman said "a number" of the Strategic Air Command jets from Guam made the strike on a suspected Viet Cong base in Quang Tin Province. It was the eighth B52 raid of the Viet Nam conflict to be announced.

The Viet Cong has long controlled the Do Xa, a mist-shrouded area of jungled mountains in the central highlands. Thirty B52s from Guam hit the area on Monday.

101st AIRBORNE

On the ground, troops of the 101st Airborne Division came under Viet Cong fire for the first time early today, only six days after about 3,700 of the paratroopers landed at Cam Ranh Bay 180 miles northeast of Saigon.

A U.S. spokesman said guerrillas harassed men of the division with small arms fire but American casualties were "very light."

The paratroopers set up defensive positions around the harbor to provide security for Army engineers constructing a base there.

The Viet Cong inflicted "moderate" to "heavy" casualties on government forces in three other scattered actions, a military spokesman said. He gave this report:

**AMBUSH FORCE**

An estimated battalion of guerrillas ambushed a regional force on a road-clearing mission near Tay Ninh, 40 miles northwest of Saigon. A relief force dispatched to the scene did not make contact with the Viet Cong.

Another Viet Cong group hit the district town of Thoi Binh, in An Xuyen Province 145 miles southwest of the capital. Six Viet Cong were killed and left behind as the defenders fought off the attack with the help of artillery.

Twelve civilians were killed and regional force losses were "heavy" in another communist attack against Tam Binh outpost, 100 miles southwest of the capital. Communications were lost with the outpost but later re-established after the Viet Cong broke contact. Ten Viet Cong were reported killed.

**CASUALTIES LIGHT**

Communist mortar and small arms attacks on several posts around Saigon were reported during the night, but casualties were described as light.

Military authorities announced that the U.S. manpower buildup in Viet Nam had reached approximately 80,000 as of July 29. This included 39,000 Army, 25,300 Marines, 11,200 Air Force, 4,400 Navy and 100 Coast Guard.

Vietnamese government casualties during the week ending July 31 totaled 815 compared with 857 Viet Cong losses for the same period, a military spokesman announced.

In the same week, 15 Americans were killed and four others were missing, or captured, the official said. During the previous week, 12 Americans were reported killed and three missing or captured.

**TOLL MOUNTS**

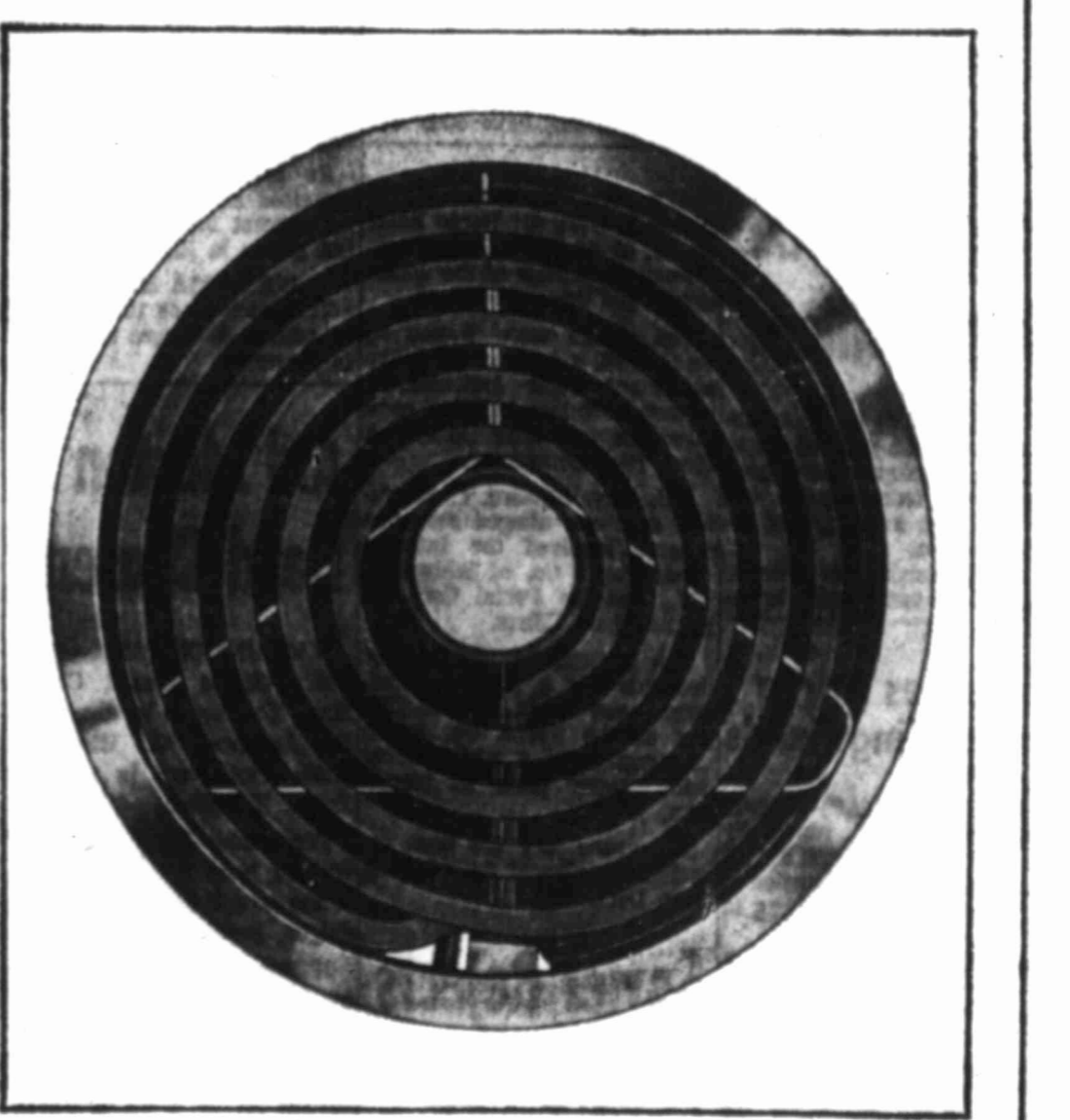
Of the government casualties, which rose from 725 the previous week, 235 were killed, 480 wounded and 100 missing or captured.

On the Viet Cong side, 760 were claimed killed and 97 others were taken prisoner. The figures on Viet Cong dead were usually the result of estimates from the air.

The spokesman said military activity increased slightly during the week but main force Viet Cong units continued to avoid contact.



### Summer cooking make your kitchen "like an oven"?



### Change to cool flameless electric cooking!

Women who cook electrically will tell you that electric cooking makes a big difference in kitchen comfort during hot weather. That's because flameless electric surface cooking units transfer heat by direct metal-to-metal contact with utensil bottoms. They send their heat through the utensils and into the food, not into the kitchen air. Electric oven cooking is cooler, too. There's no flame, so no intake and exhaust of air is needed to support combustion. The oven is insulated all around, including the bottom, to keep heat inside where it belongs. See your electric range dealer soon and start cooking the cool, flameless electric way!

**TEXAS ELECTRIC SERVICE COMPANY**

R. L. BEALE, Manager

AM 4-6383

Big Spring  
Po  
U.S.  
NEW Y  
struggle  
sterling—  
ing status  
proud Bri  
closely tie  
American  
think.  
For the  
are still h  
cial affair  
Threadne  
Site A  
For M  
Ed Fish  
Howard C  
ty, has an  
Spring Hu  
has given  
ment on a  
the City P  
as a site  
tion histo  
marker, of  
state, will  
anche Wa  
that point  
er said the  
pared but  
considerab  
Recogn  
Youth  
Planning  
youth vol  
ans. Adm  
here will h  
the VA vol  
ory comm  
day.  
The com  
recruitment  
training of  
begin for  
quarterly  
the second  
room of th  
You  
To S  
The nat  
naut has s  
at Goodfel  
San Ange  
Air For  
bers in the  
Force Bas  
attend, on  
James  
In Fa  
A Big  
Looney, so  
M. Looney  
day with  
Council S  
York Worl  
The Scot  
a special  
from April  
five troop  
each week  
skills and  
The Buf  
Midland  
Aboard w  
from Ode  
hans, Mid  
additional  
Hawaii, w  
The Scot  
20. On th  
they are  
Louis, To  
with the  
Washington  
and Memp  
ers are ac  
Looney y  
216, spons  
Temple C  
BSHS  
At Co  
Four stu  
are amon  
persons a  
annual Te  
dent Coun  
ity Univer  
this week.  
Special  
school is  
son, direc  
cation of  
dependent  
Attending  
High Sch  
1749 Purd  
Hillside J  
701 W. 17  
802 Dalls  
Trolie  
Set F  
Services  
Thursday  
Funeral  
Mrs. Lela  
former B  
died in a  
morning.  
Burial  
Trolinder  
dent for  
before m

# Pound Sterling's Struggle, U.S. Dollar Future Linked

NEW YORK (AP) — Britain's struggle to bolster the pound sterling—one of the few remaining status symbols of the once proud British Empire—is more closely tied to the future of the American dollar than you might think.

Wall Street—and Main Street. The pound no longer has the importance it boasted back in the flourishing 1920s. Its collapse at the start of the 1930s set up a chain reaction of business woes throughout the world that contributed in large measure to the depths to which the American economy sank in the Great Depression.

have turned to imports to get what they want and have the money to buy.

WASHINGTON (AP) — A Senate showdown is expected today on Sen. Everett M. Dirksen's move to bypass the Supreme Court's one-man, one-vote reapportionment decision.

## Site Acquired For Marker

Ed Fisher, chairman of the Howard County Historical Society, has announced that the Big Spring Hunting and Fishing Club has given the society an easement on a tract of land between the City Park and Cosden Lake as a site for a Moody Foundation historical marker.

**BUSINESS CONCERNED**  
If the pound isn't that important today, the state of the British economy and the health of the European Common Market are still matters of concern to U.S. business as well as to U.S. monetary authorities.

**IMPORTS EXCESS**  
And that's where the pound sterling is in trouble. The excess of imports over exports has put a strain on the pound. To pay for these imports, Britain finds other currencies are in demand, and the pound isn't.

Dirksen, the Senate Republican leader, says the outcome is "very iffy."

## Recognition Of Youths Planned

Planning for recognition of youth volunteers at the Veterans Administration Hospital here will highlight a meeting of the VA volunteer service advisory committee at 3 p.m. Thursday.

The American economy at the moment looks strong enough to take care of the many domestic problems and even the stepped-up Viet Nam War. But Britain, and parts of Western Europe, have been breeding some trouble spots that could cause business setbacks there—and in time here.

**AGAIN THE BRITISH GOVERNMENT** is seeking to curb imports, boost exports, and ward off speculators as the pound weakens. If Britain's efforts don't succeed, the United States may have to help again.

The proposed is aimed at overriding the Supreme Court's 1964 ruling that both houses of state legislatures must be apportioned on the basis of population.

## Youngest Astronaut Due To Speak At San Angelo

The nation's youngest astronaut has speaking engagements at Goodfellow Air Force Base in San Angelo on Aug. 13-14.

In this country there is debate over whether the economy is slowing down, or is about to. In most of Europe the rate of growth is definitely smaller this year than last, and well below the rate in the United States.

**SAND SPRINGS VBS** Set Next Week

**WAY OPEN**  
With a two-thirds majority required for approval opponents thought they had enough votes to defeat Dirksen's measure. But they left the way open to filibuster against it if necessary.

## James Looney In Fair Troop

A Big Spring Scout, James Looney, son of Mr. and Mrs. J. M. Looney, 611 Colgate, left today with 22 other Buffalo Trail Council Scouts for the New York World's Fair.

The First Baptist Church of Sand Springs will have preparation day for its vacation Bible school at 8:30 a.m. Friday, the Rev. Dan Burrow, pastor, has announced.

The VBS itself will be held next Monday through Friday from 8:30 a.m. to 11:30 a.m. with Mrs. Burrow as the director.

Vice President Hubert H. Humphrey figured in an exchange over the question whether President Johnson's administration was taking a hand in the reapportionment struggle.

## Attend Funeral Of Relative

Palmer Smith and Mrs. Lela Greer, Big Spring, were to attend funeral services in Houston this afternoon for Mrs. Alford Smith, who died Monday in Houston.

Association members may make reservations for the Aug. 14 affair by writing the AFA Liaison Officer, Box 8261, Goodfellow AFB, Texas.

**BSHS Students At Conference**

Dirksen said he didn't know if the call had been made but that lately Humphrey hadn't been around the Senate much "and he wasn't in the cloakrooms, either."

## Burglars Hit Vending Machine

Police investigated another service station soft drink machine burglary Tuesday. The operator of the Texaco service station at 1608 Marcy Drive told police the coin box on his outside soft drink machine had been rifled Monday night.

Police said the box had been prized off, then replaced. Between \$8 and \$12 in dimes was taken, they said.

**Group Attends History Session**

Plans were outlined for the state meeting set for October in Odessa.

## Trolinder Rites Set For Thursday

Services will be at 4 p.m. Thursday at Newnie W. Ellis Funeral Home in Midland for Mrs. Lela Mae Trolinder, 52, a former Big Spring resident. She died in a hospital here Tuesday morning.

Attending from Big Spring High School are Marilee Carr, 1749 Purdue; Randy French, 714 Hillside Dr.; Patty Haralson, 701 W. 17th; and Janet Jones, 802 Dallas.

**RIVER-WELCH Funeral Home**

Member THE ORDER OF THE GOLDEN RULE

610 SCURRY

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

Member THE ORDER OF THE GOLDEN RULE

## Showdown On Reapportionment Plan Looms

"WHERE YOU ALWAYS BUY THE BEST FOR LESS"

# GIBSON'S DISCOUNT CENTER

AMPLE FREE PARKING 2303 GREGG BIG SPRING, TEXAS 9 A.M. to 9 P.M. Daily 1 P.M. to 6 P.M. Sunday



## LAST BOXCAR

### OF LAWN CHAIRS AND LAWN MOWERS THIS SEASON

#### CLINTON 3 1/2 H.P. 4-CYCLE

22-INCH CUT 1-YEAR FACTORY WARRANTY ON MOTOR PLUS-FREE ENGINE REPLACEMENT FROM FACTORY IF CRANKSHAFT IS BROKEN OR BENT IN ONE YEAR REG. 39.95

GIBSON'S LAST BOXCAR PRICE

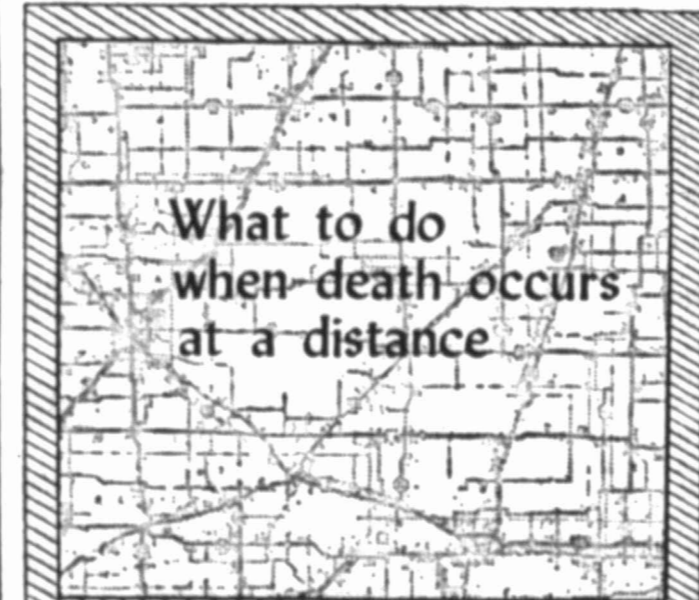
# 24.88

USE OUR INSTANT CREDIT ON THIS ITEM.

## LAWN CHAIR WITH PAD

REG. 5.88 GIBSON'S LAST BOXCAR PRICE

# 2 FOR \$7.



### What to do when death occurs at a distance

## Call Us First!

In so doing, you guarantee yourself the immediate assistance of home-town funeral directors . . . of people you know and trust.

We have wide experience in helping Big Spring-area families when bereavement occurs far away from home, and we know all the ways to minimize the added problems which distance usually presents. We will make all the arrangements smoothly, quickly, and quite often at a cost far less than you would be charged by calling a funeral director in the locality where bereavement occurs.

## RIVER-WELCH Funeral Home

610 SCURRY Member THE ORDER OF THE GOLDEN RULE



### GOREN ON BRIDGE

BY CHARLES H. GOREN  
(Formerly of The Chicago Tribune)  
North-South vulnerable, South deals.

**NORTH**  
 ♠ QJ10  
 ♥ 854  
 ♦ A10643  
 ♣ 74

**WEST**  
 ♠ A910  
 ♥ KJ62  
 ♦ K987  
 ♣ J2

**EAST**  
 ♠ A910  
 ♥ KJ62  
 ♦ K987  
 ♣ J2

**SOUTH**  
 ♠ AK532  
 ♥ 973  
 ♦ Q5  
 ♣ AK

The bidding:  
 South West North East  
 1 ♠ Pass 2 ♣ Pass  
 4 ♠ Pass Pass Pass

Opening lead: Queen of ♠  
 When the defense failed to lead hearts immediately against South's four-spade contract, they gave the declarer an opportunity to make his bid.

West opened the queen of clubs which was taken in the closed hand with the king. Declarer observed the duplication in values that were present in hearts and clubs. If the dummy had three clubs and two hearts, for example, South could expect to restrict his losses to three tricks on the deal.

chance apparently was to induce the opposition to lead that suit for him.

Trumps were drawn in two rounds and South cashed the ace of clubs. He now surrendered the lead by exiting with a small heart. West held the trick with the ace and then the queen which East overtook with the king.

East switched to the deuce of diamonds and South went into a prolonged huddle. He finally decided to play East for the king of diamonds, and he accordingly put up the queen from his hand. West, however, covered with the king to force out the ace, and East took the setting trick with the jack of diamonds.

If declarer had played a small diamond from his hand when East led that suit, West would have been obliged to put up the king to prevent North from winning the trick cheaply, and the diamond loser would have been eliminated.

If East had the king of diamonds, it would have been fairly simple for the defense to cash their heart tricks so that West is in on the third round to lead a diamond thru dummy. When East overtakes the queen of hearts with the king to make the diamond play himself, there is a clear-cut inference that his partner has the king.

### Borden's Junior Rodeo All Set

GAIL — More than 120 contestants are expected to compete in 14 events of the annual Borden County Junior Rodeo Friday and Saturday.

The Borden County Junior Livestock Association is sponsoring the rodeo, which is open to youngsters up to 19 years in age.

the rodeo and Vernon Miller arena director. Frank Jones Jr. will flag the calves. Sonny Anderson will be rodeo clown.

Starting time for the rodeo each night is 8 p.m. in the Borden County arena.

### Step To Repeal Old Law Taken

HARRISBURG, Pa. (AP) — The Pennsylvania House of Representatives repealed Monday a 1751 law requiring Pennsylvanians to obtain the permission of the governor to fire a shotgun.

The law was to curb the practice of firing a shotgun up a chimney to clean it out.



Gasoline Hoss

Mike Snyder, 17, charges a lanky Hereford bull down alley at Fort Worth Stockyards. Motorcycles such as the one Snyder is astride have replaced horses at the Stockyards in order to speed up movement of cattle (AP WIREPHOTO)

### MEDICARE AND SOCIAL SECURITY: 3

# Passport To Benefits: A Wallet-Sized Card

By JOHN TROAN  
NEA Special Writer

Your passport to Medicare will be a wallet-sized card resembling the kind Blue Cross subscribers carry.



It will signify you are eligible for basic Medicare benefits provided under Social Security. It also will show whether you have bought supplemental health insurance entitling you to additional benefits.

**ORDER BOOK**

All the valuable information contained in this series, PLUS additional details and charts are offered to you in a new 80-page book for permanent reference. To order a copy, send name, address and \$1 to "Medicare" c/o Big Spring Herald, P.O. Box 489, Dept. 79721, Radio City Station, New York, N.Y. 10019.

**BEFORE JULY 1**

The cards will be mailed by the Social Security Administration before July 1, 1966—when such benefits become available.

**FILE APPLICATION**

If you're past 65 and have worked long enough under Social Security to rate monthly retirement checks but you haven't applied for them (because, for example, you're still working), go now to your Social Security district office and file an application to establish your eligibility for Medicare.

**Rusk Shuns JFK Comment**

WASHINGTON (AP) — Secretary of State Dean Rusk won't discuss reports that the late President John F. Kennedy had planned to oust him from the job.

**Mayor Home Again Picketed**

CHICAGO (AP) — Some 100 integrationists for the third consecutive night picketed Mayor Richard J. Daley's home Tuesday night and a leader of the group said picketing would continue daily for an indefinite period.

**BIT HIGHER**

The premium will be a bit higher for persons who fall to buy the insurance during their first enrollment period. The same goes for dropouts who re-enroll.

**GRACE PERIOD**

You may drop your supplemental insurance at the end of any calendar year. Or the government can drop you after a 90-day grace period if you fail to pay premiums.

**WHAT ABOUT OTHER FOLKS WHO MAY BE ENTITLED TO MEDICARE BENEFITS?**

Other persons past 65 may register for Medicare when Social Security offices start "enrolling" people for supplemental insurance.

**MAY ENROLL**

Others may enroll during a seven-month period starting with the third month before the 65th birthday. For example, take a person who will be 65 on May 10, 1966. He could enroll for the supplemental insurance from Feb. 1, 1966, through Aug. 31, 1966.

**Special Offer to Readers Of The Herald**

You cannot now obtain anything like this family financial security kit from any other source. It is available only to newspaper readers as a public service of the Big Spring Daily Herald.

**Order your book now!**

a public service of The Herald

**What You've Got Coming From MEDICARE and SOCIAL SECURITY**

A Complete Guide to Your Legal Rights

If you drop out, you may sign up again for supplemental insurance during any general enrollment period which begins within three years after you quit. If you drop out a second time, you're out forever.

The monthly premium will be \$6 a person. Of this, the federal government will pay half. Premiums start July 1, 1966, or the third month after you enroll—whichever is later.

**Vehicle Is Left Without Sticker**

MECHANICSBURG, Pa. (AP) — Roy Neldig must get a new windshield and have his station wagon safety-inspected all over again.

**ARTILLERY POINTED**

Associated Press photographer Horst Faas drove down 40 miles of highway with the artillery pieces last Wednesday, 24 hours before the troops came in.

**Strategy Fails To Turn Up Elusive Cong**

SAIGON, South Viet Nam (AP) — In a war where the only real index of success is the number of enemy killed or captured, the results were miserably miserable.

**TOLD IN ADVANCE**

Because of the elaborate command structure in South Viet Nam, operational plans had to be disclosed to a wide circle of people nearly a week before it began.

**Vehicle Is Left Without Sticker**

MECHANICSBURG, Pa. (AP) — Roy Neldig must get a new windshield and have his station wagon safety-inspected all over again.

**What You've Got Coming From MEDICARE and SOCIAL SECURITY**

A Complete Guide to Your Legal Rights

of these were killed and three captured along with two rifles.

**LITTLE RESULT**

Not even a series of similar operations launched in the past by South Vietnamese military planners, and roundly criticized by U.S. advisers, had so little result.

SAIGON, South Viet Nam (AP) — In a war where the only real index of success is the number of enemy killed or captured, the results were miserably miserable.

Nearly 2,000 highly trained U.S. paratroopers beat the scrubby jungles around a hill overlooking southeast of Saigon for five days.

**Vehicle Is Left Without Sticker**

MECHANICSBURG, Pa. (AP) — Roy Neldig must get a new windshield and have his station wagon safety-inspected all over again.

**ARTILLERY POINTED**

Associated Press photographer Horst Faas drove down 40 miles of highway with the artillery pieces last Wednesday, 24 hours before the troops came in.

**Strategy Fails To Turn Up Elusive Cong**

SAIGON, South Viet Nam (AP) — In a war where the only real index of success is the number of enemy killed or captured, the results were miserably miserable.

**TOLD IN ADVANCE**

Because of the elaborate command structure in South Viet Nam, operational plans had to be disclosed to a wide circle of people nearly a week before it began.

**Vehicle Is Left Without Sticker**

MECHANICSBURG, Pa. (AP) — Roy Neldig must get a new windshield and have his station wagon safety-inspected all over again.

**What You've Got Coming From MEDICARE and SOCIAL SECURITY**

A Complete Guide to Your Legal Rights

Many U.S. observers feel that the U.S. high command may be embarked on a strategy that brought failure to Vietnamese forces before and could bring failure to U.S. forces now.

There appeared to be a chain reaction of mistakes that made success virtually impossible even before the operation got under way fully.

**TOLD IN ADVANCE**

Because of the elaborate command structure in South Viet Nam, operational plans had to be disclosed to a wide circle of people nearly a week before it began.

**Vehicle Is Left Without Sticker**

MECHANICSBURG, Pa. (AP) — Roy Neldig must get a new windshield and have his station wagon safety-inspected all over again.

**ARTILLERY POINTED**

Associated Press photographer Horst Faas drove down 40 miles of highway with the artillery pieces last Wednesday, 24 hours before the troops came in.

**Strategy Fails To Turn Up Elusive Cong**

SAIGON, South Viet Nam (AP) — In a war where the only real index of success is the number of enemy killed or captured, the results were miserably miserable.

**TOLD IN ADVANCE**

Because of the elaborate command structure in South Viet Nam, operational plans had to be disclosed to a wide circle of people nearly a week before it began.

**Vehicle Is Left Without Sticker**

MECHANICSBURG, Pa. (AP) — Roy Neldig must get a new windshield and have his station wagon safety-inspected all over again.

**What You've Got Coming From MEDICARE and SOCIAL SECURITY**

A Complete Guide to Your Legal Rights







Wind Up Successful Season

Pictured above are the National Little League All-Stars of Big Spring, who reached the end of the trail in the Regional tournament at Dumas Tuesday...

Merrick, Steve Tidwell, Dave Duncan, and Tommy Fletcher. Back row, Joe Merrick (coach), Andrew Merrick, George Anderson, Scott McLaughlin, Tony Burkhardt, Tony Stewart, Skippy Eggleston and Ray Busby (manager).

Zimmer Scraps Back After Costly Error

By DICK COUCH Associated Press Sports Writer Washington's Don Zimmer, who has had plenty of ups and downs in his 12 years as a major leaguer...

the fifth inning of the nightcap and left-hander Mike McCormick made the margin stand up with a six-bitter. TRIMS LEAD The doubleheader split, coupled by Baltimore's 5-2 victory over the Los Angeles Angels...

that included four triples and a three-run homer by pitcher Earl Wilson. Zimmer, 34-year-old trouble-shooter for Gil Hodges' Senators, is no stranger to adversity. While at St. Paul in 1953, he was bearded by a fastball and nearly lost the sight of his left eye but bounced back to win a job with the Brooklyn Dodgers...

Paige, Figalan Selected All-Star Team Pitchers

Two pitchers, two catchers, six infielders and six outfielders were among players named to 1965 American Softball league all-star spots...

Skateland, and Gerold Cox, Seaboard Finance, catchers; Allen Simpson, Pepsi-Cola; Gil Dunn, 3560th; Roy New, Pioneer Natural Gas; James Tidwell, Seaboard; Larry Shane, 3560th; and Tito Arenchiba, Seaboard, infielders; Herb Sorley, Pepsi-Cola; Rick Wisener, Skateland; Jack Blizzard, Forsan; Jim Distasio, 3560th; Don Boyce, 3560th; and Delnor Poss, Seaboard, outfielders.

Hofheinz May Be In Money Bind

HOUSTON, Tex. (AP) — Roy Hofheinz, now undisputed master of all he surveys in the Astrodome, may be like the man who finally got a date with the town beauty and discovers he can't afford to take her out. And his former partner, who has lots of money, wouldn't lend him a dime to buy her a cup of coffee.

New Officers Are Named In Assn.

Bowling and bowlers are back in the news. All league secretaries are being contacted, and it is planned that the most comprehensive coverage of bowling will now appear regularly on the sports pages. The Big Spring Men's Bowling association held its annual installation of officers at the Patio Room of the Holiday Inn...

2229; Gen Riggs, Seagraves, 2292; Joe L. Bradford, Fort Worth, 2289; Jim Tatum, Snyder, 2261; Richard Clark, Big Spring, 2229. Among the out of towners are Steve Gray, Odessa, 2221; Douglas Wood, Odessa, 2205; Troy Cummings, Lovington, N.M., 2203; Jimmie Berry, Bridgeport, La. 2190; and Joe Wilson, Hobbs, N.M., 2189. The third annual ABC-WIBC mixed doubles Handicap tournament will hold its finals in Busby's Lanes in Odessa August 8 and 15. Big Spring will have 19 entries in this tournament. Among the leaders are Marie Neece - Bill Tallanich, 1556; Sugar Brown-Chester Coffman, 1316; Bobbie Reynolds-Donald Washburn, 1294; Pat Thompson-Jon Thompson, 1277; and Bonnie Wood-O. D. O'Daniel, 1261. There will be a bowling Seminar in Abilene, Saturday, August 7, for those wishing to attend. The seminar is open to all ABC and WIBC bowlers and all that have attended in the past have been impressed. Helen Bates will represent WIBC and A. L. McDonald will represent ABC. If interested, contact Jean Nickolson. Each year ABC awards to two bowlers the Merit award, one for high scratch game and one for high scratch series. Winners for the past year are Billy Ray Carter, with a 707 series, and Bill Littlejohn, with a 278 game. Winter Leagues are now beginning to form, so if you want to get the league and the night you want to bowl, contact the desk at the Bowl-A-Rama. —By HARVEY HOOSER

Rainey May Not Get To Compete

DALLAS (AP)—All-star football squads of the Texas Coaching School went through light workouts today as they tuned up for their big battle Thursday night in the Cotton Bowl. Injuries were at a minimum with only three players on the doubtful list. Roland Rainey, Bonham back, was limping in practice Tuesday and North Coach Theo Niles of Dallas Woodrow Wilson said the boy might not get into the game. Rainey injured his knee Sunday, then hurt it again Tuesday. The South had Larry Holder, Kyle end, and Tommy Jackson, Lexington back, on the ailing list. Both were nursing sore throats. They were slated to work out only once today, and unless they are free of their ailments will get into the game only for one play. Otherwise everyone was in good shape for the game with both coaches announcing their starting lineups. South Coach Bob Barfield of Pasadena will go with Charley Riggs, the Galena Park passing ace, at quarterback. Miles will start Bill Bradley, the passing and running star of Palestine. A crowd of better than 20,000 is expected for the game.

Waning Love Affair Now Before Court

MILWAUKEE (AP) — Milwaukee, spurned by its one-time sweetheart, has gone to court with a suicide squeeze against baseball — an antitrust suit challenging the Braves' 1966 move to Atlanta. The suit amounts to a do-or-die bid to keep major league baseball in the city that once embraced the Braves with record crowds in a love affair which faded after only 12 years. Baseball Commissioner Ford Frick as much as said the separation would be final if the suit failed. "EMBARRASSING" Frick and National League President Warren Giles both offered unruffled reactions to the suit. But an executive of one club said, "it embarrasses all of baseball."

Sell-Out Crowd Due For All-Star Game

DALLAS (AP)—All-star teams clash tonight in the basketball game of the Texas Coaching School with the South favored to make it three in a row over the North in the 21st battle of the series. A sell-out 10,000 is expected in Memorial Auditorium. An advantage in height was the prime reason for making the South the favorite. But Coach Bobby Roberts of San Antonio Lee, the South coach, eyed the fast breaking and great speed of the North as an equalizing factor. For that matter, the South doesn't possess an overwhelming edge in height. The starting lineup averages 6 feet 3.6 inches compared to 6-3 for the North. But one man—Ronnie Peret of Plainview—made it as close as it is. Peret is 6 feet 9—the tallest man on either squad. Without Peret in the North lineup, the South would boast a decided edge. Scoring power is about equal. The South's starters average 22.4 points, the North's 22.2. Both Roberts and Jack Crawley of Odessa Permian, coach of the North, predicted a high score. In the series the North has won 12 games and the South eight. Last year at Fort Worth the South won 82-76. If 10,000 turn out tonight it will mean a new record for the series. The previous high has been 7,224 set at Fort Worth. The game is scheduled for 7:45 p.m. with these lineups: South—Ken Spain, Houston Austin; Lynn Phillips, Houston Jones; Copie Perry, Rockdale; Rex Goodwind, San Marcos; Sonny Benefield, Sweeny. North—Ronnie Peret, Plainview; Larry Smith, Dallas Jefferson; Bill Voight, Highland; Gary Sibley, Hurst Bell; Loyd Tamplen, Whitesboro.

doesn't possess an overwhelming edge in height. The starting lineup averages 6 feet 3.6 inches compared to 6-3 for the North. But one man—Ronnie Peret of Plainview—made it as close as it is. Peret is 6 feet 9—the tallest man on either squad. Without Peret in the North lineup, the South would boast a decided edge. Scoring power is about equal. The South's starters average 22.4 points, the North's 22.2. Both Roberts and Jack Crawley of Odessa Permian, coach of the North, predicted a high score. In the series the North has won 12 games and the South eight. Last year at Fort Worth the South won 82-76. If 10,000 turn out tonight it will mean a new record for the series. The previous high has been 7,224 set at Fort Worth. The game is scheduled for

Spirits Low TRY Vernon's Drive In Windows BOTH STORES 602 Gregg 1000 E. 4th

See KEN for CASH! NO. LOANS \$100. JET FINANCE CO. Home Owned Home Operated

THE STATE NATIONAL BANK Home Owned Home Operated

Play Day Slated By Riding Club

The Glasscock County Riding Club will stage its second Play Day Saturday at the roping arena in Garden City. Judging on halter classes, including mares, geldings, stallions and shetland ponies, will be undertaken. Performance classes will include boat scramble, pole bending, barrel racing, flag racing and key racing. All entries must be certified by 5 p.m. A parade will start from the arena grounds at that hour. Judging will get under way at 6 p.m. Riding clubs in Stanton, Ranger and Howard County are among those which have received special invitations to attend.

Model Airplane Show Scheduled

The Big Spring Dope-Daubers Model Airplane club will hold a demonstration at 7 o'clock this evening on the softball diamond at the City Park. No admission charge will be exacted from viewers. The public is being urged to attend.

All This Week At Firestone Drive-in Today Brake & Front End CAR SERVICE Includes all this work: Front End Alignment, Front Wheel Balance, Brake Adjustment. All for ONLY \$9.95 Most American Cars. Parts extra if needed. Famous Make Batteries as low as \$8.44. SECOND TIRE \$5.99 PLUS TAX when you buy the first Firestone NYLONAIR at price listed below. FIRESTONE STORES Jack Perryman—Mgr. 507 E. 3rd AM 4-5544

Table with columns for SIZE, TYPE, 1st Tire, 2nd Tire, listing prices for various Firestone tire models like T-100, T-120, T-140, T-150, T-160, T-170, T-180, T-190, T-200.

### Trio To Hunt Gold In Bay

LEWES, Del. (AP) — Three men are preparing to probe the murky depths of Delaware Bay for a trove of Spanish gold and silver.

**ENJOY THE BEST ENCHILADAS IN TOWN THE TEA ROOMS**  
210 MAIN AM 4-7641 1301 SCURRY

**SKATE MON. - FRI. 2-4 P.M. 50¢**  
Thursday Night: Ladies 50¢  
Open Daily 7:30-10 P.M.  
SKATLAND ROLLER RINK  
Behind Desert Sands Motel

Carl & Katie Invite You to **The Sands Lounge**  
(At Desert Sands Motel)  
Open To The Public  
West Hwy 80 Dial AM 7-3125

**Thos. J. McAdams Builder**  
4-Beautiful BRICK HOMES!

Located at 4043 Vickey in Colonial Hills. All brick, 3 bedrooms, 2 baths, den, double garage, fenced yard, wood-burning fireplace, complete electric built-ins, including dishwasher.  
3-Bedroom Brick now under construction in beautiful Silver Hills... Choose your own colors!  
Prices Start at \$16,000  
Phone Dev: AM 4-2946, AM 4-2877  
Night AM 3-6778, AM 4-6496, AM 4-2872

STARTING TODAY **Ritz** OPEN 12:45 ADULTS 90c Students 75c All Children 25c

**JOHN WAYNE · DEAN MARTIN**

From the four winds they came, the four brothers, their eyes smoking and their fingers itching...

**THE SONS OF KATIE ELDER**  
TECHNICOLOR PANAVISION

MARTHA HYER · MICHAEL ANDERSON, JR. · EARL HOLLIMAN · JEREMY SLATT

TONIGHT AND THURSDAY **SAHARA** OPEN 7:00 Adults 70c Children Free

SPECIAL SPANISH DOUBLE FEATURE

"EL TERROR DE LA FRONTERA" AND "EL CARCEL DE CANANCA"

STARTING TONIGHT **JET** OPEN 7:00 Adults 70c Children Free

GREAT DOUBLE FEATURE

The amazing story of America's greatest country singer, the immortal Hank Williams!

**your Cheatin' heart**

GEORGE SUTAN · SUSAN HAMILTON · OLIVER BUTTONS · ARTHUR O'CONNELL

PLUS ALL TIME MOTION PICTURE IN BLAZING COLOR

**SPARKLING ENTERTAINMENT!**  
GARY COOPER · DOROTHY McGUIRE · ANTHONY PERKINS · MARJORIE MAIN  
IN WILLIAM WYLER'S PRODUCTION  
**FRIENDLY PERSUASION**

### Stroke-Victim Actress Has New Daughter

OXFORD, England (AP) — Actress Patricia Neal, still recovering from the effects of a triple stroke six months ago, gave birth today to a 6-pound 8-ounce girl.

The baby is the 39-year-old film star's fifth child. She was born in the Nuffield maternity wing of Oxford's Radcliffe Hospital.

**BOTH WELL**  
"Pat and the little girl are both well. Everything is normal," said Miss Neal's husband, British writer Roald Dahl.

"She's fooled everyone. Nobody thought she could go through with it—but she did."

Miss Neal entered the hospital Monday night. The baby was due in about two weeks but her husband said the doctors hoped to induce the birth to reduce her time of waiting.

She spent hours in the hospital Tuesday pacing a corridor to advance the birth. As a result of her strokes, she still wears a steel and leather brace on one leg.

**"PROUD OF HER"**  
Dahl, 47, was at the hospital when the baby was born but was not in the room. Asked how he felt, he replied:

"Just wonderful and prouder than ever of Pat."

Miss Neal, winner of an Academy Award for her performance in "Hud," was stricken in February while making a film in California. She and her husband returned to their home in Britain last May. Their other children are three girls and a boy.

### DEAR ABBY

#### Old Man's Darling?



DEAR ABBY: I am 22 and never finished high school. I went to work to help out as there were nine kids in our family, all younger than myself, and Dad wasn't much of a provider.

I met a man about six months ago who is 30 years older than I am. I went out with him at first with a lot of other people, never thinking he could be serious about me. Now he calls me every day inviting me to dinner, movies, dancing, or anywhere I want to go. He is just wonderful to me, but he is terribly jealous. I know he will ask me to marry him and since living conditions aren't very pleasant at home, what should I do? I know he would take very good care of me, but is that enough? My mother says it's better to be an old man's darling than a young man's

slave. Can you help me?

**TEMPTED**  
DEAR TEMPTED: Your mother is right—if you MUST be either an old man's darling or a young man's slave. But

#### June Allyson Gets Allowance

LOS ANGELES (AP) — Actress June Allyson has been granted a \$3,000 monthly allowance for one year from the estate of her late husband, actor-producer Dick Powell.

The allowance will be for support of her and the couple's two children, Pamela, 17, and Richard, 14.

Powell, 58, died of cancer 2½ years ago. His estate, which still is being settled, was valued at \$2.8 million.

#### Drilling Company Properties Bought

DENVER (AP) — Western Oil Fields, Inc., acquired today a half interest in producing properties of Servicing Drilling Co. in Oklahoma and Texas.

V. W. McKnab, president, said Western paid \$900,000 cash and gave 100,000 shares of stock to E. A. Smith, president of service for the half interest in 82 producing wells and three compressor stations.



### Chicken Pox Used In Effort To Save Child

VENTURA, Calif. (AP) — Fighting fire with fire — aiming a dose of chicken pox at a lethal case of leukemia — is the only hope Sharon Evans says she has left in the battle for her small daughter's life.

Mrs. Evans already has deliberately exposed 4-year-old Joy Lynne to chicken pox.

**"LAST CHANCE"**  
"This is the last chance we have," the mother said.

"When I read somewhere about 10 days ago that a few terminal leukemia cases seem to have been arrested by chicken pox, I decided it was worth a calculated risk."

The tot's physician warned the procedure was very dangerous.

"However," he added, "the mother feels there is nothing to lose because it is definite the child is in the last month of life, and she is taking the risk on her own."

**BODY DEFENSES**  
Some medical authorities re-

ported that infectious diseases, such as chicken pox and measles, may mobilize body defenses enough to overcome or arrest leukemia.

Mrs. Evans appealed through a local newspaper for an active case of chicken pox. She received 35 replies.

Joy Lynne was exposed to chicken pox Sunday, when another Ventura couple volunteered their 3½-year-old son's case. The children played together and drank from the same cup.

**DESPERATE HOPE**  
"We won't know for at least two weeks whether Joy caught chicken pox, but I desperately hope so," Mrs. Evans said. "We have tried everything, all the pills and injections the doctor prescribed, since I found out about Joy's condition last January. Nothing seemed to help."

Joy has acute lymphocytic leukemia, a condition in which the bone marrow produces an excess of white blood cells. The victim develops severe anemia because the surplus white cells crowd the oxygen-carrying red blood cells out of the circulatory system.

### Rail Revenue Plunge Cited

DALLAS (AP) — Missouri-Kansas-Texas railroad officials said Tuesday that the line's passenger revenue last year amounted to only 10 per cent of the 1947 gross.

They testified before Interstate Commerce Commission Examiner Paul Albus after protests over the line's discontinuance of passenger service.

V. K. Moyer of Dallas, passenger traffic manager, said the Katy's average passenger load this year for the Texas Special was 14.7 persons and for the Katy Flyer 6.5 persons.

Ralph Douglas of Denison, Katy cost auditor, said the railroad lost \$1,076,541 in 1964 in operating its passenger trains. John Barriger of Dallas, the railroad's president, said earlier the passenger trains jeopardized the railroad's financial position.

Eight railroad unions and the public service commissions of Kansas and Missouri officially protested but did not present testimony at Dallas, one of three hearing sites.

The ICC is expected to rule by Oct. 1 on whether the company must reinstate its passenger trains from Dallas to Kansas City.

### Negro Teachers To Be Recruited

NEW YORK (AP) — New York City plans to recruit, retrain and hire 500 experienced Negro teachers who have lost their jobs in the South because of desegregation of many schools there.

The plan would provide training periods of six months to a year in colleges here. This would prepare the teachers to cope with the city's special educational problems and programs, help them meet licensing requirements and prepare them for the examinations for licenses for regular jobs in the public schools.

jealousy can ensnare you. And if you're going to be a "slave" — it's better to be a YOUNG man's slave.

DEAR ABBY: I have been married to a very fine widower for over a year and we are expecting a child soon. He says if it is a girl he would like to name it after his first wife. Abby, he has talked constantly about his first wife since we have been married. He also carries pictures of her around with him and shows them to people. He even compares me with her. I have never said anything to him about how hurt I am because I shouldn't be "jealous" of a poor woman who is dead, but I can't help resenting it. He says he loves me, and I'm sure he does, but he is slowly breaking my heart. What do you suggest? **HEARTBROKEN**

DEAR HEARTBROKEN: How insensitive can a man be? Of course, for you to suffer in silence is foolish. Tell him how you feel about his constant references to his first wife. And if you're wise, under no circumstances will you name your baby (if it's a girl) after her.

DEAR ABBY: We have been married almost 40 years and I have had all sorts of problems, but they seemed to work out all right. Now I have a new

one I've never had before. Lately my husband has been talking in such a loud voice he embarrasses me to death. When we go shopping, everyone in the store turns around to look at him because he talks so loud. I just dread going out with him. Don't tell me to tell him to keep his voice down because I have, and he says, "I'M NOT TALKING ANY LOUDER THAN USUAL."

**EMBARRASSED**  
DEAR EMBARRASSED: Suggest that your husband have

his hearing checked. But don't whisper or he'll probably not hear you. I think he's become hard-of-hearing.

Problems? Write to ABBY, Box 69700, Los Angeles, Calif. For a personal reply, enclose a stamped, self-addressed envelope.

Hate to write letters? Send one dollar to Abby, Box 69700, Los Angeles, Calif., for Abby's booklet, "How to Write Letters for All Occasions."

**PLAY MINIATURE GOLF**  
FOR SUMMER FUN

- Kiddie Park Rides For The Kids
- Driving Range

OPEN DAILY 2 P.M.

**STAR LITE ACRES**  
South On Hwy. 87

Announcing . . . a

**BACK-TO-SCHOOL TEEN PARTY**

Saturday, August 14th

8 to 11 p.m. at the Big Spring Country Club

Featuring the "Screaming Skulls"

Get your tickets now . . . absolutely free

at Hemphill-Wells . . . for an evening of fun and dancing . . . and you'll see all the exciting new clothes for school days and after school activities.

*Hemphill-Wells*



EARLY FALL ARRIVALS  
From Nelly Don

Shown are only two of the new fall collection of Nelly Don's

far left . . . pretty cardigan dress of Dacron® polyester and cotton check in bright navy, red or brown. 14½ to 24½ . . . 25.98

left . . . sophisticated bonded wool jersey sheath in aqua, red or cream.

Sizes 14½ to 22½ . . . 25.98

*Hemphill-Wells*

B SECTION

Wa Lin

Only in linen depa Spring shop towel collec made by maker of styled excit

The "Con combines the est towel ring and es Italian and styling, in from wild stripes, flor

The bed 1 toes, and co sizes from and king-si and varia

Special i bedspread younger ch lege man o special rac modern set spreads car the tailored types.

Unique to the collecti acrylan or is a mat of or and styl circular, of square, fun candy wool green, brow white.

CARR

Blevins Hardw

A new n gomery W Spring is though he with simil first job w to Big Sp where he l with ano

He went Corpus Ch been with

Blevins hardware e ments.

A nati where he high schoo an of Worl with the South Paci a member glon, VFW

Mr. and three chil Tommy L Ann, 10, 7 the Bapti moved to

Blevins by it is time.



**MAGIC CARPET**  
Display in the carpeting department

## Ward's Offers Complete Line Of Bedding, Linens

Only in Ward's bedding and linen department can the Big Spring shopper find Style House towel collection. The towels are made by the world's largest maker of toweling, and are styled exclusively for the chain.

The "Continentale" collection combines the softness of the finest towel material with a pleasing and exclusive melange of Italian and modern American styling, in colors that range from wild to mild, in colors, stripes, florals and solids.

The bed linen is Style House, too, and comes in all standard sizes from single to extra-large and king-size, in purest white and variegated colors.

Special is the back-to-school bedspread section, perfect for younger children. For the college man or woman there is a special rack of spreads in a modern set of patterns. All the spreads can be found in either the tailored or throw - spread types.

Unique to the department is the collection of bath mats of acrylan or viscose cotton. There is a mat of every shape and color and style to suit any decor—circular, oblong, square, half-square, fuzzy, smooth, cotton-candy wooly, woven, in purple, green, brown, red, blue or plain white.

The same giant manufacturer which supplies the bathroom towels makes Ward's huge line of kitchen towels, and in patterns to please all housewives—even bachelors.

At the pillow and blanket bar, the shopper will discover pillows filled with dacron, white duck down, and foam latex, and the famous "Aire-Cell" woven cotton blanket, which is made warm in winter when covered with a sheet, and cool in summer when uncovered. There is a full selection of deep tone solid colors, plaids and prints in the other blankets, and of course, Ward's fine Style House electric blankets in price ranges to suit even the most limited budget.

### PROGRAM SET FOR 9:30; THEN STORE OPEN TO CUSTOMERS

Ceremonies start at 9:30 a.m. and the doors open promptly at 10 a.m.

From that moment on, the huge new Montgomery Ward store in Big Spring will belong to the customers.

A stage, developing a Western theme, will be mounted on a truck in front of the north entrance just off FM 700, and there will be a string band. George F. True, manager, will extend a welcome and introduce platform guests, including Mayor Pro Tem John Stanley, State Sen. David Raliff and Rep. Roger Brown, and several civic leaders.

Several top company officials, including S. A. McKnight, vice president and manager of the south-central region; R. P. Lawrence, real estate manager of the region; J. C. Boula, regional engineering manager; M. E. Butler, regional engineering department; M. H. Cheely, regional methods analyst, all of Kansas City, Mo.; and A. G. (Jerry) Carmack, Fort Worth, zone manager.

At the conclusion of the brief ceremony, Police Chief Jay Banks will ride up on "the old gray mare" and will cut the fence, thus opening the doors to the hundreds of Big Spring and area people expected to be on hand.

## Store Features Garden Center

A full stock of supplies for the garden enthusiast and a special, all-new outdoor garden center are being opened in the new Ward store.

The outdoor center is surrounded by a chain link fence and, when fully stocked, include a full range of nursery and garden plants.

The center is located southwest of the main building, just outside the snack bar area and the indoor garden sales area.

A special area features complete supplies for the backyard barbecue, including a series of charcoal grills, both rectangular and round types. The Tonka Fire Bowl with heat indicator is a major charcoal grill item. The grills include rubber wheels for easy movement, adjustable working heights and heat indicators. Color tones are orange, black or tan.

Kingsford charcoal briquets are featured.

A stock of lawn items includes Garden Mark lawnmowers, both gas powered and manual, with Briggs and Stratton engines. Sprinklers are in stock, including the turret sprinkler which covers a rectangular area and

includes an automatic dial control which allows the gardener to set the sprinkler and then forget it.

Garden hose is in stock in various sizes and in rubber, plastic or vinyl types.

Products manufactured by Ortho are displayed. These include lawn sprayer, plant bombs, leaf polish bombs, spray, weed bars and fortified potting soil.

An ample supply of trimmers, grass shears, trowels and an electrical hedge trimmer are included.



LEOLA CARRELL

### Mrs. Carrell Has Decade With Store

Eager for the opening of the Montgomery Ward store here is Leola Carrell, who is in charge of the draperies department.

The spacious, modern layout will give her more room and ideal surroundings for displaying new lines of merchandise.

Mrs. Carrell has been with the store for the past four years, but in all she has had a decade of association with Ward's. In addition she also had experience in display with another department store here.

Mrs. Carrell was reared in Lovington, N. M., and attended school there. She came to Big Spring in 1945 and makes her home at 408 Gregg Street. She attends the Assembly of God at Fourth and Lancaster, and is interested in outside sports. Mrs. Carrell is widowed, her husband, J. Q. Carrell having died June 18, 1964. Her chief interest is in her department and in helping customers with decoration problems.

## Full Service To Autos And Trucks

A complete new auto service department has opened for the public at the new Montgomery Ward store.

The department is located at the west portion of the new store and will be able to fully service autos and trucks.

The customer will have the added convenience of a lounge area just inside the doors to the auto service area, with soft drink machines, a water fountain and restroom facilities available.

The service department includes all-new equipment, with 10 stalls for car-truck service.

Servicemen will be able to provide complete front-end service, lubrication, tune-ups, complete brake jobs all the way to the turning of brake drums and other necessary car service needs.

The area has been designed for convenience and rapid service of auto and truck needs, with ample lighting facilities and equipment on hand to carry out work.

Both the auto parts sales area and the tire sales department are located within immediate reach of the auto service department for added customer convenience.

The store has expanded its facilities to include all types of auto or truck service.

### Value Prices For Opening

From the shoppers' viewpoint, the big attraction of Montgomery Ward's grand opening sale in Highland Shopping Center will be the hundreds of items at special prices. George True, store manager, reports that every department will have many such specials. He says that Ward's regular low prices are low because of the company's large scale buying and economical distribution, and the additional opening reductions insure every shopper surprising values.

Another item is a complete line of suspended ceiling materials for the lowering of any high ceiling, such as found in older homes, to the normal ceiling height of seven to eight feet.

Miscellaneous items for the home improvement project are also in stock, such as tools and other building needs.

True says it was impossible to list all the sale specials in the Wards advertising carried in today's issues of The Herald. He added, "These are only representative of hundreds of others. Come and see for yourself."

## Native Howard Countian Heads Store Department

Heading the boys clothing and men's work clothing department at Montgomery Ward is Louis Loveless, who knows the people of this area as well as he does his merchandise.

Loveless is a native of Howard County, having been reared in Coahoma where he still resides with his parents. Mr. and Mrs. Frank Loveless. He graduated from high school there, attended Howard County Junior College, Austin College and the University of Texas.

He had experience in the insurance field, with Hemphill-Wells and has been associated with Ward's for the past three years. He previously worked in the men's dress clothing department.

Loveless is a member of the First Presbyterian Church in Coahoma where he teaches at Sunday school class, but he directs music for St. Paul Presbyterian Church in Big Spring. He has been serving as clubmaster for the Cub pack in Coahoma. Aside from music, dramatics is his other main interest, and he is a board member of the Little Theatre of Big Spring, Inc.



LOUIS LOVELESS



WILLIAM BOLIN JR.

### Bolin Training For Management

William L. Bolin Jr. is a management trainee in the Montgomery Ward store here, and currently is manager of the lawn, garden and toy departments.

Bolin is a native of Knox City and is a graduate of Texas Tech, where he majored in education. He joined the staff of the Lubbock Wards store 18 months ago, as a trainee for the firm's management positions. He was transferred to Big Spring in June, 1964.

He has worked in many of the departments here, primarily in the auto accessories department. His post in the new store will include the outdoor section, which includes merchandise for outdoor living.

He and his wife have one son, Brad 3, and they make their home at 1022 Ridgeroad. They are members of the First Baptist Church.

**Congratulations to Montgomery Ward and Employees on Your GRAND OPENING**

**Western Glass and Mirror**

909 Johnson

AM 4-6961

## Congratulations

**MONTGOMERY WARD**

On Your

**GRAND OPENING**

Thursday, August 5th, 10:00 A.M.

SIGN WORK BY THE

**Faulkner Neon & Sign Co.**

113 N. 1st—Coahoma, Tex.—Phone 394-2871

## Store Has Wide Line For Homes

A home improvement section designed to offer the home owner complete service for remodeling, adding to or improving his home or garage is part of the new Montgomery Ward store.

Wards will be able to furnish complete service for the homeowner, whether he wishes to remodel a garage into a room or an attic into living quarters, or carry out other home projects.

From central heating and air conditioning supplies to materials for a re-roofing job, Wards is prepared to assist the homeowner.

A 24-hour installation service is offered on water heaters. The building materials in

stock will include items for wood and metal kitchen cabinets, in addition to materials for built-in ovens, ranges and range hoods.

A full line of plastic and ceramic tile for the bathroom and kitchen walls is stocked, with a selection of color shades available.

Another item is a complete line of suspended ceiling materials for the lowering of any high ceiling, such as found in older homes, to the normal ceiling height of seven to eight feet.

Miscellaneous items for the home improvement project are also in stock, such as tools and other building needs.



CARROLL BLEVINS

### Blevins Manages Hardware Division

A new member of the Montgomery Ward family in Big Spring is Carroll Blevins. Although he has had experience with similar firms, this is his first job with Ward's. He came to Big Spring from Plainview where he had been for a year with another company.

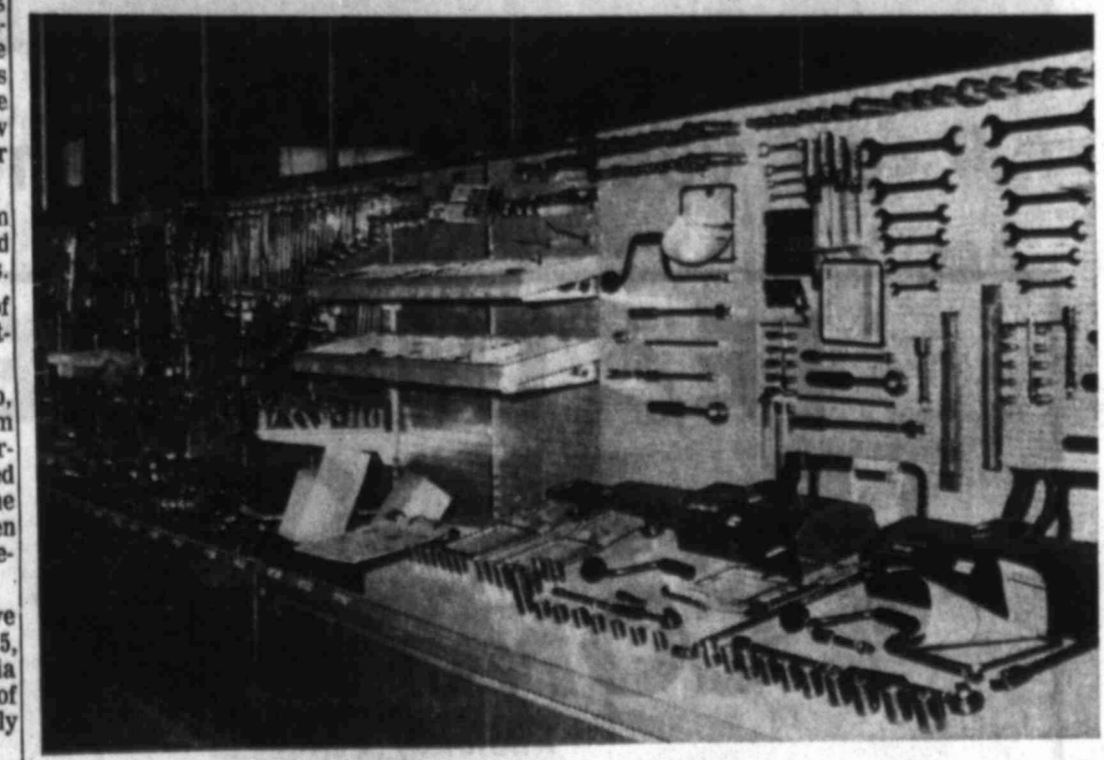
He went to Plainview from Corpus Christi where he had been with a firm for 10 years.

Blevins is the manager of hardware and electrical departments.

A native of San Antonio, where he was graduated from high school, Blevins is a veteran of World War II, and served with the U. S. Army in the South Pacific area. He has been a member of the American Legion, VFW, and Eagles.

Mr. and Mrs. Blevins have three children, Jo Lynn, 15, Tommy Lee, 14, and Patricia Ann, 10. They are members of the Baptist faith. The family moved to Big Spring Aug. 1.

Blevins said if he had a hobby it is flying—when he had time.



**HANDTOOLS OF EVERY KIND**  
Famous brand features quality

**Ready to Serve Foods**

**WATCH**

**FOR THE OPENING OF BIG SPRING'S NEWEST CARRY HOME CHEF**



**Piggly Wiggly**



**NURSERY FURNISHINGS**  
... to make a youngster happier

## Comfort, Beauty And Color Mark Electronics Area

A carpeted television, radio and stereo center is part of the new Wards store, with a full line of both console and portable units.

The Ward's Airline television, radio and stereo sets are included.

Television sets include decorator-styled cabinetry with a choice of styles and wood types. The color television sets provide 25,000 volts of picture power and the black and white units 20,000 volts, for outstanding picture quality.

The color television sets include built-in "color magic" with an automatic degausser for the color tube, extra bright rare-earth phosphorous tube and non-glare etched glass.

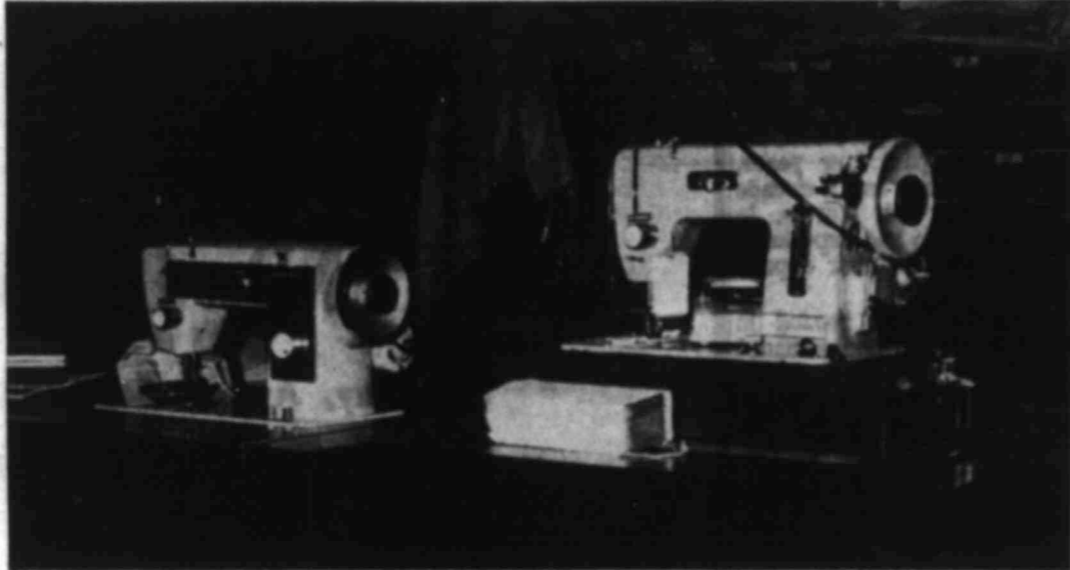
All-channel receivers are on display, with the console television sets featuring strong fringe area reception, the photo-matic brightness control and four speakers for balanced sound.

The customer may choose from four types of cabinet styles.

Among the items in the stock is the console stereo set with AM-FM radio combination with four speakers, the Imperial record changer and the "No-

Scratch" feature on the tone arm.

The AM-FM solid state, all-transistor radio-phono combination features an automatic shut-off after the last record and the 11-inch deluxe drop-down turntable.



**FOR WOMAN'S WORLD**  
Fancy sewing equipment

## Choices Of Items, Styles Abound In Lingerie Unit

Women like to be stylish, not only in their dresses and hair-styles, but next to the skin as well, and the Ward's lingerie department has undergarments for every woman, from age 14 up.

Dressing gowns, robes, dusters, slips, all bedroom wear, are fashionable Carol Brent quality—a full line exclusive to Ward's. There is a full line of bedroom slippers, naturally.

Robes and dusters are available in solids, prints, white, and quilted or plain styles.

Gowns range from the shortie to the floor-length, and styles run the gamut from plain to frilly and lacy. All kinds of materials are available, nylon, orlon, cotton and blends, in pretty colors to compliment fashionable ladies.

The latest in hosiery—the knit nylon with patterning—is featured in the lingerie department at reasonable prices. Also on hand, of course, are the regular hose, as well as the re-enforced, and all come in various shades to please the discriminating woman.

The department also has an outstanding line of foundation garments in all sizes and styles.

### Largest Permit

The largest single building permit in the history of Chicago, up to that time, was issued in 1906 for the construction of Montgomery Ward's Chicago mail order house. The eight-story building was completed in 1908.

—Carol Brent quality garments, of course, to assure satisfaction.

Location is just to the left of the west entrance to the store.

### Plumbing Dept. Has Ample Supply

A plumbing, heating and air conditioning department in the Montgomery Ward new store will offer an ample supply of items for the homeowner. Both wall and floor furnaces will be stocked in sizes to accommodate any home.

A complete line of bathroom fixtures and bath-shower needs is included, with a choice for the customer of four different color decors. Bath accessories are also displayed.

Another item to be included in the department is water well equipment for home needs.

The department includes a stock of glass-lined water heaters, which carry Wards' 10 and 15-year guarantees. A 24-hour installation service is provided for the water heater purchaser.

A full stock of plumbing items, including pipes and accessory items, is featured.

### Low, Low Prices

The 1882 Montgomery Ward catalog offered a two-pound canned ham for only 50 cents.

Salt, in 1882, sold for \$1.25 a barrel and pepper was 19 cents a pound in 115-pound sacks in the Ward catalog.



MRS. CHARLES MCCARLEY

### Mrs. McCarley Heads Department

Mrs. Charles L. McCarley, Rt. 1, is another new face in the Montgomery Ward family. Her association with the firm began in May of this year, but she has already been named manager of the lingerie department. This, despite the fact that she had virtually no retail experience before going to work here.

Born and reared in Cameron, she finished high school in Waco and married McCarley in San Angelo in 1949 while he was serving with the Air Force. Since retiring in 1961, he has been a civil service employe at Webb Air Force Base.

Mrs. McCarley is associate conductress of the Order of the Eastern Star Chapter No. 67 and serves on the executive

board of the Order of the Rainbow for Girls. She has been an OES member for over five years.

On the domestic side, she enjoys her time in the kitchen when it involves baking, and sews many of her clothes. She joins her husband for fishing, hunting, bowling and weekend trips.

Mr. and Mrs. McCarley are members of the First Christian Church.

### Colleges Still Taking Freshmen

WINCHESTER, Mass. (AP) — The New England Board of Higher Education says colleges in the six-state region still have 3,000 openings for freshmen in September.

The board said classes are at 97 per cent capacity, but listed 58 institutions still willing to consider qualified candidates.

## CONGRATULATIONS!

Montgomery Ward on Your Formal Opening In Highland Shopping Center Floor Covering And Ceramic Tile Furnished And Installed By Us.

**Johnny Glenn Tile Co.**

1206 E. 15th

AM 3-1852

## WELCOME TO SOUTH GREGG ST.,

## MONTGOMERY WARD

CONGRATULATIONS ON THE OPENING OF YOUR NEW STORE



**best wishes... Montgomery Ward On Your Grand Opening**

Thursday, August 5th

Watch For Piggly Wiggly's Grand Opening Soon!



We are very happy to have been chosen as the steel erectors for this beautiful new building.

# Scott Welding Co.

3507 Avenue A, Lubbock, Tex.

## Congratulations....



on your grand opening

# FEATHERLITE BLOCK COMPANY

Midland, Texas

still  
shmen

Mass. (AP)  
nd Board of  
says colleges  
ion still have  
freshmen in

lasses are at  
y, but listed  
y willing to  
andidates.

SI  
in  
In  
iter  
amic  
alled

1852

E

Big Spring (Texas) Herald, Wed., Aug. 4, 1965

**West Texas Builders**  
(General Contractor)  
**Congratulates Wards**  
**On Their**  
**Grand Opening**

**SET YOUR  
SIGHTS ON THE**

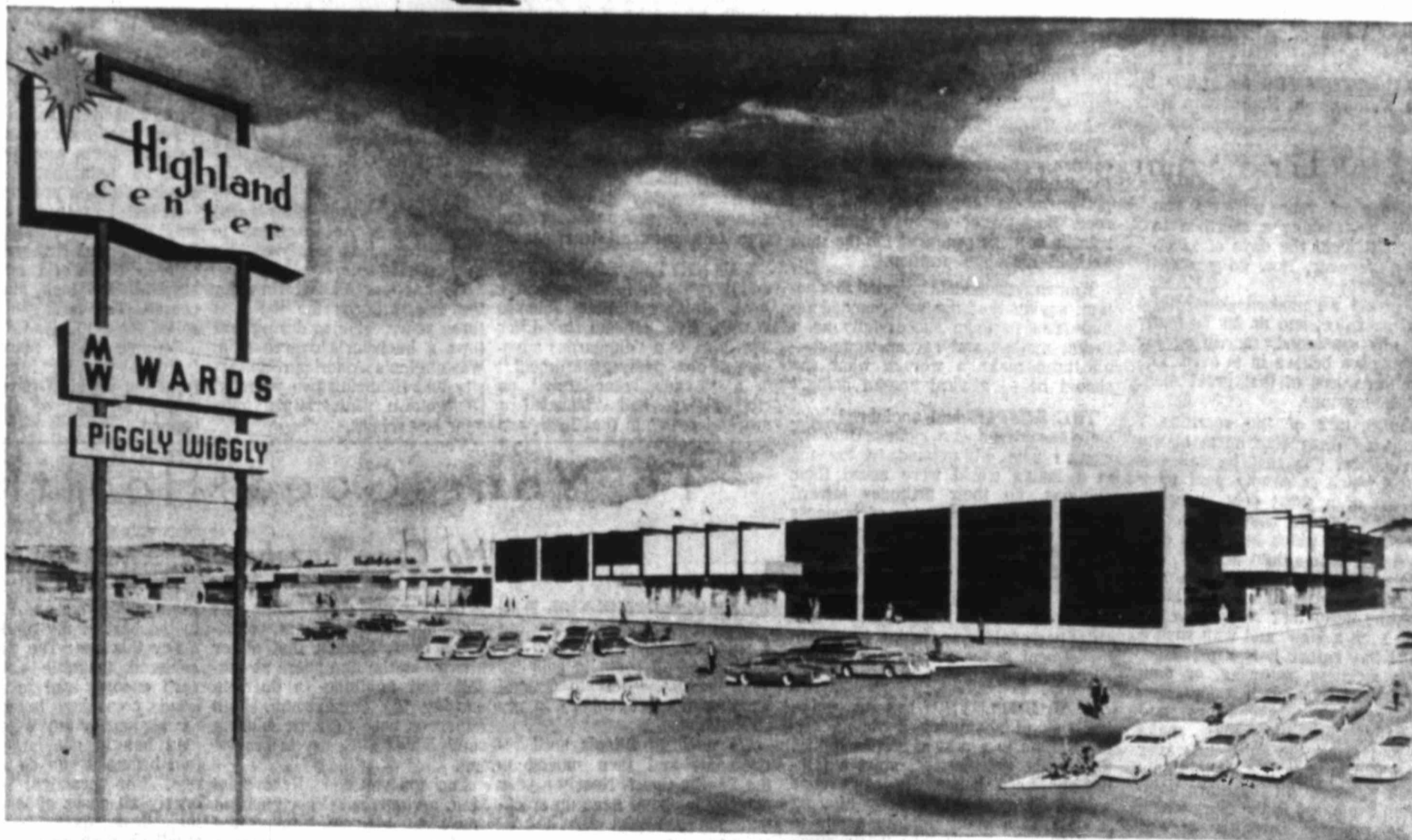
*Formal Opening*

of  
**Montgomery Ward**  
IN BEAUTIFUL  
**HIGHLAND CENTER**

**Thursday, August 5th—10 A.M.**  
**2505 S. Highway 87**

Completion of Mall  
and Formal Opening  
November 1st, 1965  
for . . .

- **Rexall Drugs**
- **Char-Steak House**
- **Austin Shoes**
- **Mode-O-Day**
- **T G & Y Variety Store**
- **Caudill's Dress Shop**
- **Hohertz Dress Shop**
- **Buy Right Self-Service Shoes**
- **The Stereo Shop**
- **Highland Barber Shop**



- **Pizza Hut**
- **Don's Discount Cleaners**
- **Highland Coiffures**

A Few Spaces Still Available . . . Call AM 3-1062

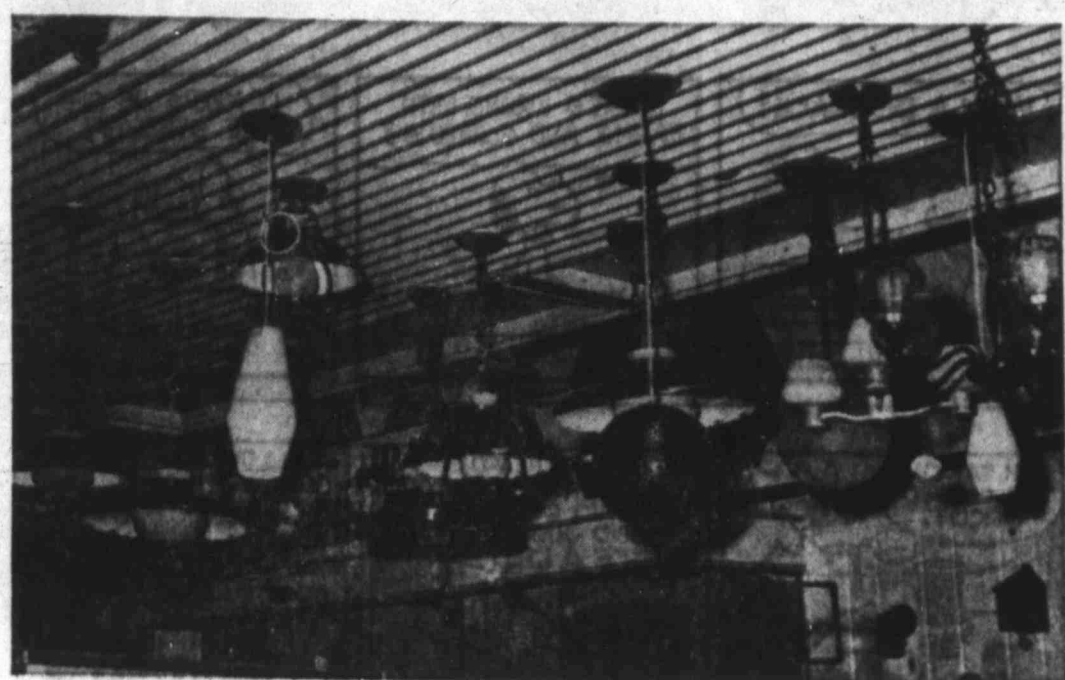
**South Mountain, Inc.**

Kent Morgan, President  
609 Permian Bldg.

Be Sure To Attend The  
GRAND OPENING  
of  
**PIGGLY WIGGLY**  
August 15th!

**J. C. PENNEY**  
Will Open A Beautiful  
New Store In Highland  
Center In The  
Spring Of 1966





**LIGHTING FIXTURES**  
Every style, color and design

## Ward's Paints Available In Over 1,400 Different Colors

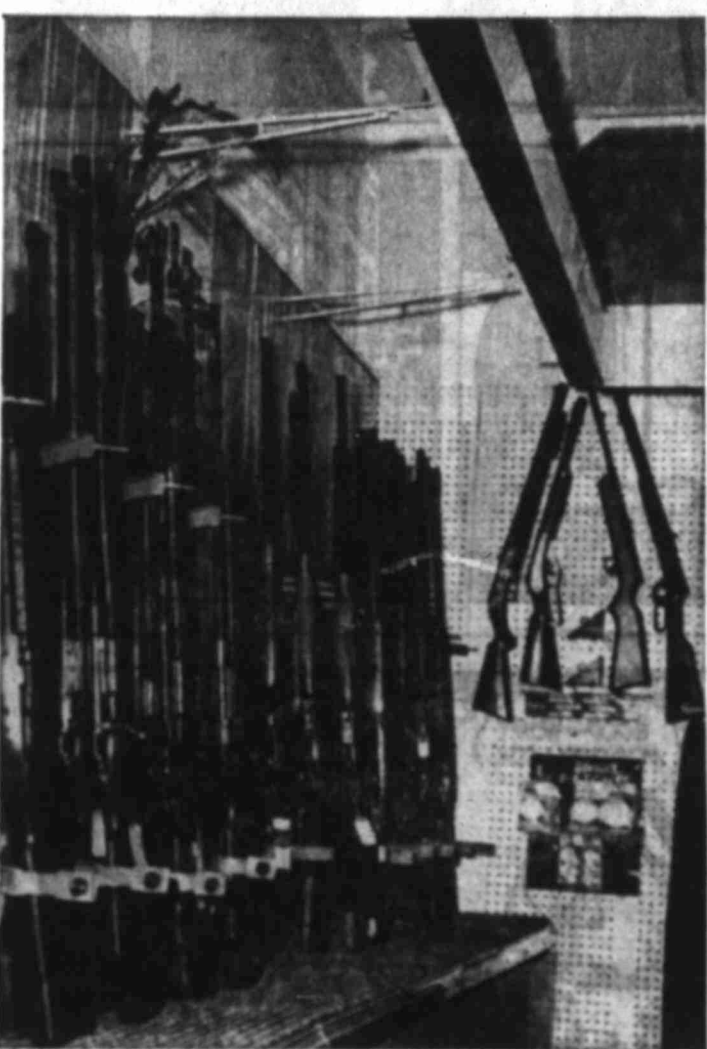
Whether the home owner needs to put a new paint job on his house, or begin a building project of his own, the new Ward store carries a full stock of paints, power tools, hardware items and lighting fixtures.

Both inside and outside paint needs can be provided, in addition to a full line of accessory items such as brushes, rollers, sandpaper, trays, caulking and masking tape.

A new custom tinting department is included in the paint section, to provide special service on paint mixtures.

The Power Craft hand power tools are in stock in the electrical department, in addition to mechanical tools, electrical wiring needs and accompanying items.

Light fixtures are included in a special section, with a mock ceiling area provided for the display of a host of types of lights, from modern, glass fixtures to rustic copper varieties for the Early American decor. The Style House brand is featured in the light fixtures at Ward's, with fixtures for baths, halls, porches, kitchens, bedrooms and outdoors.



**ARSENAL FOR SPORTSMAN**  
Eve Guns for most hunting chores

**We Invite You To See**  
The New  
**Montgomery Ward**  
IN HIGHLAND SHOPPING CENTER

We Would Especially Call Your Attention To The Concrete Work In This New Store. After Your Inspection Of This Fine Work, We Are Sure You Will Think Of Us When You Think Of Concrete Work & Finishing.

Watch For Piggly Wiggly Opening  
**AUGUST 15, 1965**

**M. E. FERGUSON**

Box 1281

AM 4-7800

## Drapes Are Fitted For Customers

The Ward's draperies department has not only ready-mades but custom-fitted drapes which will fit any window, however odd the shape.

A Ward's special is the Style House ready-made curtain, which will fit most windows, and is available in weaves, fiberglass and other fabrics, at low price.

There is, of course, a complete selection of drapery accessories and hardware, and a custom window shade department. Any size or shape of window can be fitted with shades made in the custom shop. Tailored panels are also available in white, and many colors.

Cafe and tier curtains, in silk, cotton, polished cotton, and other fabrics are also on hand.

The Topsy-Turvy Style House Curtain line is the newest thing, and the department has a full house of them. The Topsy-Turvy works three ways — tier on tier, valance over tier, and open tier over tier — and only one size fits most windows. The three-way curtain comes in assorted colors, patterns and fabrics, trimmed and untrimmed.



**FOOTWEAR FOR ALL**

Styles, sizes for whole family

## Quality, Range Feature Shoes

Shoes and plenty of them is the motto of the Montgomery Ward shoe department in the new store in Highland Shopping Center.

Russel Williamson, department manager, said a complete line of accessories is offered and displayed with Ward's Guildmark shoes for women.

"We're especially proud of Guildmark," he said, "and of our nationally advertised Pinehurst shoes for men and boys. We guarantee proper fittings, the latest styling and the finest quality."

## New York State Bonds On Market

ALBANY, N.Y. (AP) — New York State is selling \$70 million in highway bonds — the first offering of state bonds for highway construction in 6½ years.

## One-Time National GOP Chief Dead

PORTLAND, Ore. (AP) — Harrison E. Spangler, 86, one-time national chairman of the Republican party, died last week. Spangler, a native of Iowa, became a member of the National Committee in 1932.

## Draft Defiance Held 'Treason'

WASHINGTON (AP) — Rep. Thomas G. Abernethy says a reported appeal to Negroes not to honor draft calls is treasonable and insulting to the President and people.

The Mississippi Democrat referred to a report that the Mississippi Freedom Democratic Party, a predominantly Negro organization which is trying to unseat him and four other Mississippi representatives, had circulated such an appeal. Jackson, Miss., reports said the leaflet urged Negro mothers to keep their sons from honoring the draft and called on Negroes in the armed services to stage hunger strikes. Lawrence Guyot, executive secretary of the Freedom Democrats, said the statement was not an official policy statement of the group.

Abernethy protested in telegrams to Johnson and Selective Service Director Lewis B. Hershey and also spoke in the House.

## Connor Sounds Cautious Note

WASHINGTON (AP) — Secretary of Commerce John T. Connor has cautioned that the recent improvement in the nation's balance of payments deficit may be only temporary.

He told a Senate banking subcommittee Tuesday that several factors could offset the improvement.

These include, he said, an increase in imports without a corresponding rise in exports; an increase in the number of Americans going abroad; an expected increase in military expenditures overseas; and "a high requirement for capital funds abroad."

## Showdown Vote On Plan Put Off

WASHINGTON (AP) — Opponents have refused to agree to a showdown vote on Sen. Everett M. Dirksen's constitutional amendment on legislative reapportionment until they see its final form.

## Breezes Fan Texas Areas

By The Associated Press

Showers peppered the lower Texas coast again today and south breezes fanned most of the state.

Skies were clear in most other sections except for partly cloudy conditions in the Panhandle.

Brownsville added .35 inch of rain between 1 and 2 a.m. to the 1.32 it measured the day before. There also was rain at Corpus Christi.

Shower activity was expected to spread inland in scattered patches over the southern half of the state by evening. Forecasts also called for showers to dot the Panhandle tonight and Thursday.

Continued warm weather was promised all areas. Top marks Wednesday ranged up to 101 degrees at Wichita Falls.

## 3 In Odessa Family Killed

CISCO, Tex. (AP) — A collision 7 miles west of here on US-89 killed three members of an Odessa family and injured three other persons shortly before midnight Tuesday.

Donald Coleman, his wife and their son, about 8, died in the crash. The family home is at 6501 N. Boulder St. in Odessa.

Terry Scarborough, 27, of Abilene, operator of a landscaping service, suffered critical injuries. Two small daughters of the Colemans, about 3 and 5, apparently escaped serious hurt.

Officers said the cars collided as Scarborough was passing a truck.

**Congratulations** MONTGOMERY WARD

On The Formal Opening Of Your New Store  
In Beautiful Highland Shopping Center  
We Are Proud To Have Been Selected To  
Install All The Heating And Air Conditioning  
In Your New Building.

**Wayne's Heating & Air Conditioning**  
508 Ave. N Lubbock, Texas

## Congratulations . . . HIGHLAND CENTER on your GRAND OPENING

We were proud to have the opportunity to serve all your Electrical needs.



**BOSS-LINAM  
ELECTRIC INC.**

3318 East Highway

Dial AM 3-7554

## Congratulations Montgomery Ward On Your Grand Opening

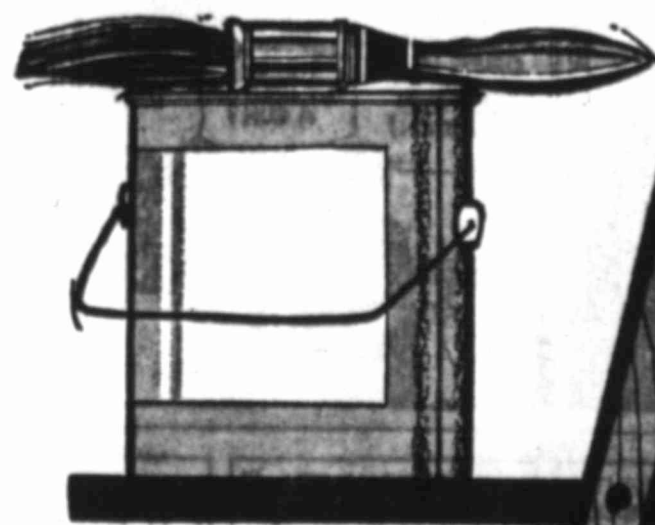
We are indeed happy to have been selected to do the roofing for this beautiful new Ward building.

Watch for Piggly Wiggly's Grand Opening  
August 15th

**BRANCH  
ROOFING  
COMPANY**

Midland, Texas

## Congratulations



## Montgomery Ward

On Your Grand Opening In

## Highland Center

We are very proud that we were chosen to do the Painting and Decorating on this new building.

**P & P PAINTING CO.**

4701 Pasadena Drive

Midland, Texas

**BUZ SAWYER**

GREAT SCOTT, HOW YOU'VE GROWN, SON!

I'M 5'-3" AND WEIGH 110 POUNDS, DAD! I'M GOING OUT FOR FOOTBALL THIS FALL.

YOU'RE NOT QUITE THAT BIG, ARE YOU?

SURE, I CAN OUTFRIN ALL THE KIDS. I'M GONNA BE A HALF-BACK LIKE YOU WERE, DAD.

WELL, IT'S GOOD TO SEE YOU, POONER. WE'LL HAVE A FINE TIME TOGETHER... JUST THE TWO OF US.

PEPPER ARRIVES IN PANAZUELA.

**GASOLINE ALLEY**

Gideon, we could look for months and never find a house I like as much as this one!

\$14,800! Seems pretty high, Judy!

You should see some of the shacks they ask \$16,000 for!

Keep looking! There are plenty of places for sale!

If you don't find something later, we'll come back and offer the guy \$13,500!

Then we may as well forget it! He's already turned down \$14,600!

**NANCY**

I'M SORRY, NANCY... I CAN'T PAY BACK THAT DOLLAR I OWE YOU

HMM... WELL, MAYBE YOU CAN WORK IT OUT SOME WAY

WHO ARE YOU?

I'M NANCY'S MAID

**LI'L ABNER**

PSST! I'LL TAKE THE PICNIC THINGS BACK TO THE CAR-- THEN YOU THROW THIS STICK--

HENNESSY WILL CHASE IT-- AND YOU'LL BE ALONE WITH FOSDICK!!

**BLONDIE**

I'M STARVED

THE REFRIGERATOR'S LOADED WITH GOODIES

MOVE OVER, ALEXANDER

I'M HUNGRY TOO-- I MIGHT AS WELL JOIN THE CROWD

IT'S FEEDING TIME AT THE ZOO

**ORPHAN ANNIE**

HI, CHEP! SO YOU'DNT MAKE THAT LONG DRIVE THEY THOUGHT THEY SENT YOU ON AFTER ALL, EH?

NOPE, JUST DROVE AROUND THE BLOCK A FEW TIMES!

DONT GUESS I'LL NEED THIS NOW!

FELLERS THERE BRUNG LOTS MORE GUNS FOR YOUR COLLECTION!

WHAT KIND OF A COP ARE YOU, LETTIN' A KILLER GET HOLD OF A GUN?

WELL SURE LET TH' TOWN HEAR ABOUT THIS!

YOU STUPID JERKS! HE HAD A LEGAL RIGHT TO SHOOT YOU ALL IN SELF-DEFENSE! MAYBE NOT A BAD IDEA AT THAT! IF YOU HAD UNCHED HIM TO HAVE SEEN YOU GLOB EXECUTED FOR MURDER!

**SNUFFY SMITH**

HAVE YE GOT TIME TO PUT MY HAIR UP IN CURL PAPERS, LOWEEZY?

I'M RIGHT IN TH' MIDDLE OF MY CHURNIN', PRUNELLY--

HOWSOMEVER-- COME ON IN--

**KERRY DRAKE**

PUT AWAY THE GUN, TABOO! I WOULDN'T TRY TO SLIP AND PROPS IN THE DRINK OF A SMART DAME LIKE YOU!... HERE! YOU WANT MY GLASS? TAKE IT!

BUT FRANKLY, I WOULDN'T EAT THE CHERRIES!... THEY TASTED SORTA MUSTY!

YEAH? MAYBE I SHOULD FIND OUT FOR MYSELF!

GRUNNCH

**BETLE BAILEY**

SEEF SARGE HAS A KIND HEART-- PUTTING OUT BIRD FEED

THAT ISN'T BIRD FEED, SIR

HE FELL ASLEEP AND ROLLED OVER ON HIS BAG OF POTATO CHIPS

**PEANUTS**

YOU NEVER DO ANYTHING EXCEPT EAT AND SLEEP!

YOU'RE A DISGRACE!

WHAT'S WRONG WITH EATING AND SLEEPING?

IT KEEPS ME OFF THE STREETS!

**DICK TRACY**

TELL MR. BRIBERY I MUST TALK TO HIM, MOST URGENT.

NAH TAY ON THE CLOSED CIRCUIT.

SHE SAID SHE HEARD OF MY PLACE FROM GROCERY LAD WHO DELIVERS FOOD HERE. THAT'S A LIE!

I ALLOW NO GROCERY BOY TO COME HERE! I GET FOOD MYSELF. SHE LIED!

DESCRIBE HER, NAH TAY.

**MARY WORTH**

UNLOCK THE DOOR, RON! I WANT TO CHANGE AND GET OUT-- BEFORE ANY MORE ADORING FANS DESCEND UPON ME!

THERE'S ONE YOU CANT ESCAPE, ERIN! HE'S TAKING YOU TO DINNER! --REMEMBER?

HELL NOT TELL YOU THAT YOU SANG WELL! YOU KNOW THAT! BUT IN SPITE OF ALL PAST PROMISES-- AND EVEN IF YOU LAUGH AT HIM-- HE'S GOING TO SAY "I LOVE YOU-- I WILL ALWAYS LOVE YOU!"

NOW!... IF YOU WANT TO CANCEL OUR DATE...

**REX MORGAN**

THANKS FOR THE COFFEE, JUNE!

I HOPE THAT AFTER THAT TRACK YOU'VE LOST ANY FEELING YOU'VE EVER HAD FOR HIM, JESSICA?

**POGO**

I'M GONNA GIT OUTTA THE TUB... DON'T NEITHER OF YOU LADIES PECK.

SNOOK ON OUT-- HERES A TOWEL, BUT US WILL HIDE OUR EYES.

VRAIMENT? WE WILL CLOSE ALL EYES-- ALL THE TWO PAIRS.

GOOD... WONT NOBODY LOOK.

RIGHT!

OH!

**GRANDMA**

DID LITTLE LEROY GIVE YOU ANY TROUBLE CRAWLING ALL OVER YOUR HOUSE, GRANDMA?

NO... HE WAS AS EASY TO KEEP TRACK OF AS A GOW IN PASTURE!

I JUST PINNED A SMALL BELL ON HIS SHIRT!

**TERRY**

AT THE BASE OFFICERS' CLUB, TERRY MEETS A SPANISH AIR FORCE OFFICER.

COLONEL GOMEZ, AT YOUR SERVICE, MAJOR. CARE FOR A DRINK?

AH, THANK YOU, SIR-- OH! AREN'T YOU THE BASE COMMANDER?

A PLEASANT POST AND A JUST REWARD FOR MY MISSENT YOUTH... BUT YOU'RE NEW HERE, NO?

YES, SIR, JUST ARRIVED.

I TRUST YOU FIND SPAIN INTERESTING, MAJOR. HAVE YOU SEEN A BULLFIGHT?

NO, SIR-- BUT YOU MIGHT CALL ME A FRUSTRATED FAN!

**SMITTY**

HERBY DOESNT KNOW HIS FRIEND GOLDIE IS A FAMOUS MOVIE STARLET.

SHE'S A DOLL.

... AND A MOVIE MAGAZINE SAYS SHE MAKES A FABULOUS SALARY.

SHE SURE IS IN DEMAND.

YEAH, I HEARD THERE GONNA SHOOT TWO PICTURES IN EUROPE.

YEAH, SHE'S TOPS.

SAY, GOLDIE, IS YOUR LAST NAME GOLDMINE?

**MOON MULLINS**

GOOD GOSH! THERE'S A DEVICE ON THE MARKET NOW THAT LETS A PERSON EAVESDROP ON CONVERSATIONS UP TO A BLOCK AWAY.

LET'S HOPE THAT NOSY LADY PLUSHBOTTOM DOESN'T READ ABOUT IT.

WELL!

H...  
white...  
Clark...  
she to...  
tomen...  
This...  
two 1...  
se n...  
book...  
she c...  
the gl...  
histor...  
movie...  
tion...  
Pres...  
been...  
ing-y...  
clamo...  
fes sta...  
that d...  
Film...  
a cod...  
nothing...  
until...  
Cathol...  
possib...  
by rati...  
rate m...  
The g...  
con...  
where...  
placed...  
Irish...  
M...  
Bo...  
Jesse...  
ment...  
for wh...  
ed rob...  
- is b...  
iff's o...  
Lind...  
said...  
LB...  
Su...  
WAS...  
dent J...  
ing his...  
gress...  
liam P...  
ing "a...  
bill."...  
"He...  
goes...  
to ex...  
plains...  
tors a...  
them...  
"He...  
twistin...  
"we'l...  
vote...  
w...  
people...  
done...  
Other...  
the Pr...  
gress...  
election...  
in the...  
and h...  
Democ...  
House...  
If the...  
tion...  
he ant...  
and tr...  
tion...  
ideas...  
senator...  
Proxi...  
"the b...  
proach...  
Be...  
Ne...  
BRU...  
The...  
cessed...  
er giv...  
progr...  
Harme...  
ment...  
The...  
day ni...  
progr...  
lower...  
week...  
Co...  
An...  
WAS...  
ating...  
leges...  
28 p...  
lion, b...  
1963-64...  
of Edu...  
Curre...  
about...  
reach...  
billion...  
The...  
sampli...  
nation...  
tions...  
Facu...  
penses...  
student...  
cost \$...  
cent m...  
Orga...  
\$1,971...  
cent. T...  
as lar...







EMPLOYMENT

POSITION WANTED, M. F-5
HALFWAY HOUSE Service Enterprises, men ready to do most any job on 5 minute's notice. Will work on hour or 2 month. AM 3-2623.
POSITION WANTED, F. F-8
WANT TO go typing in my home. Apply 1112 Mulberry.
FINANCIAL H
PERSONAL LOANS H-2
MILITARY PERSONNEL—Loans \$10.00 up. Quick Loan Service, 308 Runnels, AM 3-3555.
WOMAN'S COLUMN J
COSMETICS J-2
BEAUTY COUNSELOR Cosmetics, Mrs. Lana Jensen, AM 3-4027, 1404 Wood.
LUZIER'S FINE Cosmetics, AM 4-7314, 105 East 17th, Odessa Morris.
CHILD CARE J-3
BABY SIT your home. Anytime. AM 4-7145, 407 West 5th.
LICENSED, EXPERIENCED child care, 1104 Wood, AM 4-2877-Dorothy Jones.
EXPERIENCED Child Care, my home, 1519 Stadium, AM 3-4207.
EXPERIENCED BABYSITTER — any time, day or night. Don Boyd, AM 4-4640.
LOVING CHILD care, specializing in night service. 1604 Scurry, Mrs. Lewallen, AM 3-4498.
DEPENDABLE CHILD care — my home. Will keep small babies. 2603 Carlton Drive, AM 3-2060.
BABYSITTING — ANYTIME. Christian Home, AM 3-4424.
EXPERIENCED CHILD care, Mrs. Scott, 1102 East 14th, AM 3-2265.
LAUNDRY SERVICE J-5
IRONING WANTED — \$1.30 dozen, 213-S S. Hunter, AM 3-4226.
IRONING WANTED—\$1.50 dozen near Webb Base, 3-2623.
WILL DO ironing and mending, 309 East 5th, AM 3-3484.
SEWING J-4
EXPERIENCED ALTERATIONS, ladies' and men's. Ora Martin, 600 11th Place, AM 4-1377.
DRESSMAKING AND Alterations, Roxie Haston, 1210 Frazier, AM 3-4635.
ALL KINDS of sewing and alterations. Satisfaction guaranteed. AM 4-2017.
SEWING, ALTERATIONS Mrs. Olen Lewis, 1006 Birdwell, AM 4-8784.
ALTERATIONS, MEN'S and women's. Alice Riggs, AM 3-2215, 807 Runnels.
DRESSMAKING—Mrs. Willie Specker, 2415 Main, AM 4-7118.
FARMER'S COLUMN K
LIVESTOCK K-3
REGISTERED APALLOOSA Stallion for sale or trade for 1955 Ford or Mercury 2-door wagon. 394-3404.
SHEPHERD POXY, 1 year old, gentle children. See Clifford Smith, Sand Springs. Call 391-5270.
STANDING
Randy Leotag, by the fine horse Leotag AAA, by the immortal Leo. On bottom out of Miss Frisky Allred by Sky Chief L, by My Texas Dandy. This fine breed runs, performs and shows. Top blood lines of the nation. Book for 1966. Call AM 3-6379.
HORSE SALE — Every Tuesday, 7:30 p.m., Auditor's Arena on the Tubok Highway, Lubbock, Texas. SH 4-7117.
FARM SERVICE K-5
SALES AND Service on Red-Aermotor pumps and Aermotor windmills. Used windmills, Cargill Choke Wind Service, Sand Springs, Texas. 391-5231.
MERCHANDISE L
BUILDING MATERIALS L-1
SPECIALS
Interior & Exterior Paint \$2.50 Per Gal.
90 Lb. Roofing-Roll ..... \$3.50
4x8x1/4 AD Plywood ..... \$2.95
4x8x3/4 CD Plywood ..... \$2.95
3 Ft. Picket Fence, Roll ..... \$10.95
2.8x6.8 Mhgy door ..... \$6.98
3.0x6.8 Mhgy. door ..... \$6.50
2.8x6.8 Screen door ..... \$7.00
3.0x3.0 Alum. Window ..... \$10.95
2.0x3.0 Alum. Window ..... \$9.36
4 Bds. Used 2x4's ..... CHEAP
Plastic Cement, gal. .... \$1.30
We Have A Complete Line Of Cactus Paints
CALCO LUMBER CO.
408 W. 3rd AM 3-2773
CASH & CARRY
90 Lb. Rolled Roofing 3.50
Compo Shingles 6.50
Flintkote (23swt) 1.00
Plastic Cement 1.00
(2.8x6.8 & 3.0x6.8) Storm Screen Doors 29.95
Rubber Base Paint 2.95
Gal. from Felt 1.90
LUMBER BIN
211 N. Gregg AM 4-5711
PAY CASH, SAVE
• 90-LB. ROOFING \$3.75 Per Roll .....
• COMPOSITION SHINGLES 235-lb. .... \$6.75
• COMPOSITION SHINGLES 245-lb. .... \$7.45
• SHEETROCK 4x8x1/2, Per sheet ..... \$1.29
• AD PLYWOOD 4x8x1/4, Per sheet ..... \$2.95
• WEST COAST 2x4 & 2x6 Fir .... \$7.45
• FELT 15-Lb. .... Per Roll \$1.95
• DOORS (KC) 2-8 (1/2 glass) . Ea. \$8.95
VEAZEY Cash Lumber
SNYDER, TEXAS
Lamesa Hwy. HI 3-6612
DOGS, PETS, ETC. L-3
ADORABLE! RED Dachshund puppies. AKC Registered, two females, one male, \$25.00 each. AM 4-7796.
PUPS — BEAGLES, Chihuahuas, Dobermans, Weimaraners, terriers, AKC. Mack H. Tate, AM 3-2791.
STOP!
Your dog from chasing cars, with Whittier's DOG STOPPER (Guaranteed)
THE PET CORNER AT WRIGHT'S Downtown AM 4-8277
FOR SALE — AKC Registered white male puppy. AM 3-3115 offer \$5 p.m.
HOUSEHOLD GOODS L-4
PHILCO UPRIGHT freezer for sale. Call AM 3-4797 after 5:30 p.m.
FOR BEST RESULTS... USE HERALD WANT ADS

YEAR-END LOW PRICES
THE '66 MODELS WILL SOON BE ROLLING IN... WE MUST CLEAR OUT OUR '65's NOW!
COMPLETE SELECTION TO CHOOSE FROM
15 CHRYSLERS
25 PLYMOUTHS
10 VALIANTS
5 BARRACUDAS
WE APPRECIATE YOUR BUSINESS
YOU CAN NAME YOUR OWN DEAL... COME IN TODAY FOR A FREE DEMONSTRATION RIDE... MAKE US AN OFFER... LET'S TRADE!
LOW DOWN PAYMENT—LOW RATE FINANCING
BIG SPRING
CHRYSLER-PLYMOUTH
600 E. 3rd AM 4-8214

Must Sell
'65 Buick Riviera, loaded, \$1000 Discount
'65 FORD LTD \$1000 Discount
Howard Johnson Auto Sales
1411 W. 4th AM 4-2501

14.2 COLDSPOT
All-Frostless Combination W/4.6 cu. Ft. Bottom Freezer
CUT \$40.00
\$274.88 Installed
White or Coppertone
SEARS ROEBUCK & CO.
403 Runnels AM 4-5522

BIG SPRING HARDWARE
115 Main AM 4-5286
New and used air conditioners at bargain prices.
Used Dinettes \$125.00
Bunk Beds \$109.95
New French full or twin size beds, white and gold \$29.95
Used 4x8-in.-bed \$29.95
Apartment Ranges \$29.95
Used bedroom suites low as \$29.95
7 ft. Admiral Deep Freezer \$89.95
Used Mahogany large dresser and mirror bed \$109.95
Refrigerators as low as \$24.95
12 1/2 Lincoln \$45.95
9 and 12 ft. Armstrong Linoleum \$4.95

TESTED APPROVED & GUARANTEED
FRIGIDAIRE 30" range, like new, '61 model with pullout clean oven. Bargain... \$149.95
Good Choice of used dryers with warranty.
Refrigerators ..... \$25 And Up
Washers, refrigerators and ranges for rent.
COOK APPLIANCE CO.
400 East 3rd AM 4-7476
FIRESTONE TIRES—6 months to pay, no interest, nothing down, Jimmie Jones, 1501 Gregg.
BIG SPRING FURNITURE
110 Main AM 4-2631
1—Reposessed 3 pc Walnut bedroom suite with box spring and mattress. .... \$129.95
1—Reposessed G.E. Automatic washer, like new. .... \$99.50
New 1x12 Armstrong Linoleum rugs, as sorted colors. .... \$11.95
New Oak Boston rockers. Reg. \$29.95, now ..... \$19.95
Reposessed 5 pc dinette like new \$29.50
Visit Our Bargain Basement For Used And Reposessed Furniture.

RECORD SMASHING
'65 FORD
ALL DISCOUNTED CARS ARE MARKED WITH BIG RED "D"
PRICE SLASHING... New Cars At Used Car Prices
SALE at SHASTA FORD
THESE ARE NOT JUST ADVERTISED PRICES — THESE CARS ARE IN STOCK — READY FOR IMMEDIATE DELIVERY — BRAND NEW '65 FORDS — NO HAIL DAMAGE
COUNTRY SEDAN STATION WAGON, '352" engine, Cruise-O-Matic, white sidewall tires, power steering, Select-Air conditioner, radio, heater, tinted glass, padded dash, visibility group. (Two to choose from.)
Retail price \$3967.59
SALE PRICE \$3295
COUNTRY SQUIRE 4-DOOR STATION WAGON, '352" engine, Cruise-O-Matic, white sidewall tires, chrome luggage rack, power steering, Select-Air conditioners, radio, heater, tinted glass, padded dash, visibility group, wheel covers.
Retail price \$4255.86
SALE PRICE \$3495
CUSTOM 4-door. Heater, 6-cylinder engine.
Retail price \$2484.19
SALE PRICE \$2095
FAIRLANE 4-door. Heater, radio, '289" V-8, white sidewall tires, tinted windshield, air conditioned.
Retail price \$2828.79
SALE PRICE \$2495
CUSTOM 4-door. Radio, heater, tinted windshield, Select-Air conditioner, '289" V-8, white sidewall tires.
Retail price \$3058.91
SALE PRICE \$2495
FAIRLANE '500" 2-door hardtop, V-8, all vinyl trim, white sidewall tires, radio, tinted windshield, wheel covers.
Retail price \$2731.10
SALE PRICE \$2395
WE GIVE SERVICE AFTER THE SALE... BE SURE TO COME BY TODAY
SHASTA FORD SALES INC
500 W. 4th AM 4-7424

NO DOWN PAYMENT
'60 CHEVROLET Impala Coupe
Three to choose from \$48.00 Monthly
The Man with the Plan
GENE ALLEN
AM 4-7421 Office

Good Housekeeping Furniture Shop AND APPLIANCES
907 Johnson AM 4-2832
FOR SALE: Kenmore automatic washer, good condition; Crosley Television; Boyby crib, 4114 Parkway, AM 3-4872.

HOME FURNITURE
Good Used Furniture — Appliances
504 West 3rd AM 3-4731
SPECIALS THIS WEEK
On 3 Small Pianos. Also...
2 Small Used Organs
DOC YOUNG MUSIC CO.
910 East 4th
SALE or RENT
HAMMOND ORGAN & PIANOS
EVERETT PIANOS
Gilliam Music Co.
607 Gregg AM 3-3863

McDONALD'S RAMBLER RANCH
the TRADIN' IRISHMAN
Used Volkswagen Sale
'59 \$695 '61 \$895 '64 \$1395
'63 JEEP Wagoneer, 12,000 actual miles. Local one owner ..... \$2395
'62 CORVAIR convertible. Automatic transmission ..... \$1095
'62 CORVAIR '65' pickup ..... \$995
'53 CHEVROLET Pickup 1/2-ton ..... \$295
McDONALD RAMBLER
1607 E. 3rd AND JEEP AM 3-7658

WOOD TOOLS, shopsmith, complete with accessories. Like new—half price. See 407 North 9th Street, Coahoma, 4-5191.
NEW 3-TON air conditioner with call duty, blender for \$85. 611 Runnels, AM 3-3134.
5340 SLENDERETTE VIBRATOR—reduces scuffing for \$85. 611 Runnels, AM 3-3134.
FOR SALE—Trumper, Silverfox, like new, \$125. Call AM 3-295, 4215 Galvin.
MISCELLANEOUS L-11
WOOD TOOLS, shopsmith, complete with accessories. Like new—half price. See 407 North 9th Street, Coahoma, 4-5191.

TRAILERS M-8
\$\$\$\$\$\$\$\$\$\$\$\$ SAVINGS
FOR THE BEST MOBILE HOME INVESTMENT CHOOSE FROM THE LARGEST STOCK OF MOBILE HOMES IN WEST TEXAS
AT D & C SALES
BURNETT TRAILER SALES
1603 E. 3rd Big Spring AM 4-8209

TRAILERS M-8
TRUCKS FOR SALE M-9
Johnston Truck & Supply
New & Used Trucks & Trailers
CROSS PLAINS, TEXAS
Phone 725-2181
PICKUP AND Trailer campers from \$195 up. Eddie's Texaco, Birdwell and FM 700.
AUTOS FOR SALE M-10
Your Choice \$295
KAR CITY
OPEN TIL 9:30
705 E. 3rd AM 4-6011
1957 JOSTIN HEALY, New paint, new interior, \$1100. Five one-wheel hogger trailer. AM 3-4441.
1961 FALCON 4-DOOR, air conditioned, standard transmission, low mileage and extra clean. AM 3-1024.

TRUMAN JONES MOTOR CO.
Your Lincoln and Mercury Dealer
511 S. Gregg Open 7:30 P.M. AM 4-5254
Everybody Drives A Used Car
'65 THUNDERBIRD power steering and brakes, power windows, Ford-a-matic, factory refrigeration, reclining seat, new premium white wall tires, 13,000 miles, local one owner, sticker price \$5406. .... ??
'64 CADILLAC Fleetwood, loaded all the way including factory refrigeration ..... \$5195
'64 BUICK LeSabre hardtop, power steering and brakes, factory refrigeration, 14,000 miles ..... \$3295
'63 PONTIAC Bonneville, 2-door hardtop, power steering and brakes, automatic transmission, factory refrigeration, real nice. .... \$2495
'62 BUICK Electra 4-door sedan, power steering and brakes, 6-way power seat, factory refrigeration. .... \$2195
McEWEN MOTOR CO.
403 S. Scurry AM 3-7354
BUICK-CADILLAC DEALER

1-YEAR, 12,000 MILE WARRANTY
NATIONWIDE WARRANTY SERVICE
19-Ft. BOAT. Inboard V-8 powered Cabin Cruiser. Custom built, head, lounge, nicely rigged for any water. High speed custom trailer, for easy launching. Slick rig. Bargain price ..... \$3450
'61 VOLKSWAGEN station wagon. Three-seater, low mileage, locally owned, nice. 12,000-mile nationwide warranty ..... \$1185
'59 PLYMOUTH 4 door sedan. V-8 engine, It's tops ..... \$585
'59 MERCURY sport sedan, V-8 engine, factory air conditioned, power steering, brakes. It's truly a sharp car \$585
'59 BUICK Sedan, factory air conditioned, power steering and brakes. A one owner local car that's exceptionally nice ..... \$585
'59 EDSEL Station Wagon, V-8 engine, factory air conditioner, power brakes & steering. In excellent condition. One owner local car ..... \$685
'60 FORD sedan. V-8 engine. Spotless inside and out. Nice all the way. \$685
'59 FORD sedan. V-8 engine. Solid. Runs good .... \$385
'57 BUICK Special 4-door sedan. Air conditioned .. \$185
'57 FORD station wagon. Standard shift with overdrive. We haven't seen one this nice in a long time ..... \$485
'56 DeSOTO Sedan. It's solid and worth the money \$385
'58 MERCURY 4-door sedan. Blomish-free jet black finish. Like new inside. Factory air conditioned. Looks like twice the price ..... \$585
'57 UNIVERSAL Jeep 4-wheel drive with extended bed. It's a good one ..... \$985
'63 CHEVROLET Impala hardtop sport coupe, wire wheels with upholstered bucket seats & console, V-8 engine, standard shift. Beautiful Carnival red finish, air conditioned. Dual pipes ..... \$2185
'62 COMET 4 door sedan. Not a blemish inside or out \$1085

GRIN AND BEAR IT
"Throughout our history, gentlemen, we have been a peace-loving nation and we have the largest number of war veterans to prove it!"
AUTOMOBILES M-AUTOMOBILES M-10
TRUCKS FOR SALE M-9
AUTOS FOR SALE M-10
Your Choice \$195.00
No Down Payment
'59 FORD V-8, standard, radio
'58 FORD V-8, automatic
'57 MERCURY 4-dr, automatic
'57 FORD 3-dr, hardtop, standard
Your Choice \$295
MERCURY '58 DODGE PU
KAR CITY
OPEN TIL 9:30
705 E. 3rd AM 4-6011
1957 JOSTIN HEALY, New paint, new interior, \$1100. Five one-wheel hogger trailer. AM 3-4441.
1961 FALCON 4-DOOR, air conditioned, standard transmission, low mileage and extra clean. AM 3-1024.

# Shower Fetes Miss Peters

Miss Suzanne Peters, bride-elect of Clayton Richard Carlton, was honored Monday evening with a miscellaneous shower in the home of Mrs. R. W. Andrews, 1715 Yale.

Receiving guests with Mrs. Andrews were the bride-elect and her mother, Mrs. Eugene Peters, the prospective bridegroom's mother, Mrs. Travis Carlton, and her mother, Mrs. Ruby Rowe.

## TOPS Award July Title For Loss

Miss Joy Bell was crowned July queen during the Tuesday evening meeting of the TOPS Round Rebels. The group met at the conference room of the chamber of commerce with Mrs. Walter Goodwin presiding.

# OES Hears Program On Ritual

Mrs. Ray York, member of the Interchurch Goodwill Committee of Grand Chapter of Texas, Order of the Eastern Star, was a special guest when members of Big Spring Chapter No. 67 met at the Masonic Hall, Tuesday evening.

Mrs. Carlton Chapman, worthy matron, conducted a short business meeting preceding the program. J. B. Langston gave an informative talk on Rob Morris, the man who wrote the ritualistic work for the order.

Mrs. George Hall, Mrs. J. A. Magee, Mrs. Harry Lees, Mrs. A. W. Moody, Mrs. G. C. Graves and Mrs. R. J. Michael served refreshments to the 28 members and guests. They were Mrs. Nannie Gambill of Stamford, Mrs. Barry Burdick of Erie, Pa., and Mrs. Nellie Feeler and Mr. and Mrs. Ray York, all of Midland.



Plans Told

Mr. and Mrs. D. N. Sisson, 1703 S. Monticello, are announcing the approaching marriage of their daughter, Jeannette, to Charles L. Bogart, son of Mr. and Mrs. Charles Palmentier, Penn Yan, N. Y. The couple plans an Aug. 15 wedding at the home of the prospective bridegroom's parents in New York.

# Home Crafts Exhibit Seen By Jaycee-Ettes

A program on crafts in the home was presented during the Tuesday evening meeting of the Jaycee-Ettes. The group met at the Community Room of the First Federal Savings and Loan Association building. Cohostesses were Mrs. Bill House and Mrs. Max Moore.

# Rebekahs Give Funds

Donations to the Odd Fellow's homes for the elderly and for children, at Ennis and Corsicana, were voted during the Tuesday evening meeting of the Big Spring Rebekah Lodge No. 284. The 31 members met at the IOOF Hall with Mrs. A. J. McCall, noble grand, presiding. The group reported 38 visits to the sick.

# Marriage Announced

COAHOMA (SC) — Mr. and Mrs. Clay R. Bedell, 409 College, are announcing the marriage of their daughter, Marylyn, to Ronnie Burgess, son of Mr. and Mrs. Jim Burgess, Rt. 1.

The couple was married Saturday afternoon at the First Baptist Church in Carlsbad, N. M. The Rev. V. C. Meadows officiated for the single ring ceremony.

# Don Hendersons Go To Canada

WESTBROOK (SC) — Mr. and Mrs. Don Henderson and daughters, Kathy, of Westbrook, and Mrs. Laverall Sullivan, Odessa, left Sunday for an extended vacation in Canada.

Mrs. C. E. Taylor and Mrs. Frank Oglesby visited with Mrs. Taylor's mother, Mrs. Jewell Smith, in Knott last week. Charley Oliver made a business trip to Ballinger Tuesday. Mr. and Mrs. Oliver visited their son, Jack, in Big Spring Sunday afternoon.

# Ice Cream Supper Thursday Evening

The Friendship Seven Sunday school class of Trinity Baptist Church will have an ice cream supper Thursday at 7:30 p.m. in Birdwell Park. Class members and their families are invited to attend.

**Softening Skin**  
Do your knees and elbows embarrass you? Treat them to an overnight refresher. Smooth on a mixture of lemon juice and baby oil after scrubbing the areas with a brush first. This combination helps rid knees and elbows of discolorations while softening the skin.



Basic skirt magic... yours in this perfect-fitting slimmer with its own buckled belt. Easy-care 65% Dacron polyester—35% cotton in cool basic colors. Regular sizes 5-15. Skirts ..... 6.95 Blouses ..... 5.00

Swartz jr shop  
Spacious Free Parking

# Miss Greenlees Feted With Wednesday Coffee

Mrs. Lester Morton and Mrs. Clyde Angel were hostesses Wednesday morning for a coffee honoring Miss Winifred Greenlees, bride-elect of Lt. Robert Kneller Wagner. The complimentary affair was held in the Gold Room of Big Spring Country Club from 10 to 11:30 a.m. with approximately 125 included on the guest list.

# Salad Supper Set By Stanton Club

STANTON (SC) — Plans for a salad supper and a "tacky" party were made during the Monday evening meeting of the Rebekah Lodge No. 287.

The party is set for Aug. 16 at 8 p.m. in the IOOF Hall during the joint meeting of the Rebekahs and the Odd Fellows and their families.

# Cottons Are Used In Patio Schemes

Cottons with a shiny vinyl-coated finish, currently popular in sportswear lines, are turning up in the home decorating field.

The National Cotton Council reports that a number of new decorator cottons come with a slick and pliable vinyl coating that's waterproof and highly lustrous.

Ideal for use on the patio, in the kitchen or bath, the new vinyl-coated cottons are available in florals and polka dots. You can get one flower print with or without the vinyl coating. Both could be effectively paired in one decorating scheme.

# Flower Arranging

In making a floral arrangement set the longest blooms first and let them serve as a support to the smaller ones added later.

# Easy Way to Kill Roaches and Ants



Brush Once—Lasts Months  
Control roaches and ants the safe way—brush on Johnson's No-Roach. This colorless coating is effective for months, easy to use. No need to move dishes or food. Harmless to pets.

NEWSOM'S FOOD STORE

# HINTS FROM HELOISE

## Store Cut Hams In Original Containers

Dear Folks:  
If you buy cans of ham -- or ham in cans...  
Whichever way it is makes no matter, eh? As long as we can find a way to save our budget, and keep the hams from drying out.  
I found a way to do this.  
After opening the can, throw away the cut-off top, but SAVE the bottom.  
Do NOT rinse or scald it.  
Cut off as much of the ham as you HELOISE need, and put the remaining portion on a plate and turn the empty can UPSIDE DOWN over it.  
No matter what shape the ham is, it will fit inside the can and will remain fresh and moist when put back into the refrigerator.  
How simple can life be? I have tried this idea for six months, and it works like a charm.  
This can also be used for other things that come in cans such as lunch meats, tomato aspic, cranberry sauce, potted sandwich spreads, Vienna sausages, corned beef, dog foods, etc., and will keep them from drying out.  
Isn't that great? ... Heloise

Dear Heloise:  
We live in a tri-level house, and the ceilings are to high, in places, to vacuum the cobwebs...  
So I took several Heloise Pom-poms, which I had made out of net, and tied them to a lightweight extension curtain rod!  
No more stretching from tabletops to get those hanging webs... Mrs. G. C. Kirk Jr.



# Play Togs

The girls love to play in pants. No. 3299 comes in sizes 2, 4, 6, in size 4 the top and shorts take 1 1/4 yards of 35-inch fabric; top and pants 1 1/2 yards of 35-inch. Sash and lining for top take 3/4 yard of 35-inch.  
Send 35 cents plus 5 cents postage for this pattern to IRIS LANE (Big Spring Herald), Box 1490, New York 1, N. Y. Add 15 cents for first class mail and special handling.  
Free pattern is waiting for you. Send 50 cents for our Spring - Summer Pattern Book which contains coupon for pat-

# Children Learn Pre-School Items

Prepare your pre-school age children for some of the things he will have to do for himself after he starts school. Teach him how to button his clothing, tie his shoes and work with handcraft material such as crayons, scissors and finger paints.

# Coahomans Continue To Welcome Guests

COAHOMA (SC) — Mr. and Mrs. Otis Wolf of Carlsbad, N.M., have been visiting here with his sisters, Mrs. Mary Grace Holden, Mrs. Ruth Shive and Mrs. Charter Hale.

Harvey Newsom, accompanied by his brother and sister-in-law, Mr. and Mrs. James Newsom, and son and his mother, Mrs. Sonny Newsom, all of Monroe, La., have gone to eastern Colorado for a two week camping trip.

Mr. and Mrs. Marvin Latimer and family have returned from Leonard where they visited with his mother, Mrs. Alma Lee Latimer, and her parents, Mr. and Mrs. R. L. Berry.

Mr. and Mrs. Johnny Justus are in Dallas for a week's vacation.  
Mrs. Roy Copeland is a patient at the Medical Arts Clinic and Hospital.

Jeanine Hodnett, daughter of Mr. and Mrs. Jim Hodnett of Vincent, is employed at Yellowstone National Park, Colo., for the summer. The Hodnetts' son Tom, is attending summer classes at Texas Western College in El Paso.

Mrs. Ed Martin is visiting with her brothers, Joe Edens, Eldorado, and Frank Edens, Buchanan.  
Mrs. Wes Warren has gone back to Houston for more tests.  
Estil Petty is a patient at the Howard County Hospital Foundation.

Recent visitors in the W. M. Spears home have been their son-in-law and daughter, Mr. and Mrs. Carl Eggleston, Odessa, another son-in-law and daughter, Mr. and Mrs. Jim Spears, Fort Stockton, and a nephew, Jessie Rice, and family of California.  
Joan Dickson, daughter of Mr. and Mrs. Andrew Dickson, is visiting in California with her brother and sister-in-law, Mr. and Mrs. Billy Dickson.  
Robert Honeycutt underwent brain surgery Thursday at the VA Hospital in Dallas.  
Mr. and Mrs. Truman Pherigo and family spent Sunday at Slaton with his brother-in-law and sister, the Barney Greenfields. The Pherigos daughter, Linda, stayed for a longer visit.  
Dewayne Allen is spending the remainder of the summer at Kansas City, Kan., with his brother and family, the Ronnie Allens.  
Mr. and Mrs. Dwayne Fraser, Lubbock, spent the weekend here with their parents, Mr. and Mrs. H. A. Porter and Mr. and Mrs. Harold Frasier.  
Mrs. B. N. Mosler, accompanied by her brother-in-law and sister, Mr. and Mrs. Earl Rogers of Lamesa, left Saturday for Ruidoso, N. M.  
Mr. and Mrs. Grady Tindol and boys spent the weekend here.  
Mr. and Mrs. Tommy Willis and daughter, Hobbs, N. M., spent the weekend here with her parents, Mr. and Mrs. Travis Greenfield.

Prescription By  
PHONE AM 4-5232  
900 MAIN  
BIG SPRING, TEXAS  
DELIVERY AT NO EXTRA CHARGE  
**GOUND'S**

Shop Tonight 'til 9  
AT  
**WHEAT FURNITURE**  
JULY CLEARANCE  
ENDS SATURDAY, JULY 31

**VERNON'S**  
Drive In Food Store  
OPEN SUNDAYS 1000 East 4th.  
Super Market Prices At Drive In  
Food Store Convenience!  
FAST FRIENDLY SERVICE  
IMPORTED WINES  
SPECIALS EVERY DAY ON YOUR FAVORITE BEVERAGES

FULL COLOR  
**Portrait**  
77c  
3 1/2" x 5"  
Of Your Child or Children  
SINGLE or GROUP  
2 Months to 12 Years, Children over 12 will be Acceptable  
if Group Portrait is Desired  
NO APPOINTMENT NECESSARY  
—A Wide Selection of Prints to Choose by the Parents—  
BY SPECIAL ARRANGEMENTS PERRY-PIX HAS BEEN ENGAGED BY  
**LEWIS**  
1712 GREGG  
8:00—7:00  
August 9-10-11, 1965  
College Park Store  
8:30—9:30  
August 5-6-7, 1965  
LAMESA HWY.  
8:00—7:00  
August 12-13-14, 1965

on juice and  
scrubbing the  
sh first. This  
rid knees and  
rations while

skirt  
... yours in  
ct-fitting slim-  
own buckled  
asy-care 65%  
lyester-35%  
basic colors.  
ar sizes 5-15.  
... 6.95  
... 5.00



2505 South  
Highway 87

# Your WARDS store has moved and is

# TWICE AS BIG!



**FREE**  
BALLOONS  
KITES  
YARDSTICKS  
LINT PADS  
MEASURING SPOONS  
**HURRY IN...  
QUANTITIES LIMITED!**

## WARDS GRAND OPENING AT HIGHLAND SHOPPING CENTER

### Thursday, AUGUST 5<sup>th</sup>-10:00 A.M.

*Easy* **TO GET TO!**  
*Easy* **TO PARK**  
*Easy* **TO SHOP**

At your command: 42 departments with thousands of quality items—roomy storeside parking for over 1800 cars—a big fast-service 8 stall Auto Service Center now at your NEW Wards in Big Spring. You'll find shopping here pure pleasure! Wide aisles with all departments larger and roomier plus a new Jr. Shop and Snack Bar!

WARDS is the very last word in shopping convenience and of course, it's comfortably air-conditioned the year 'round. In addition to all the items on WARDS well stocked shelves, over 130,000 are available from our expanded Catalog Sales Department. Shop in person or by phone from your home—real "armchair" ordering is here for you to enjoy.



# FREE!

# \$850

**IN PAID-UP  
CHARGE ACCOUNTS**

**HERE IS ALL YOU HAVE TO DO!**

Just fill out the entry blank and deposit it in the boxes conveniently located throughout the store. No purchase necessary and you do not have to be present to win. Drawing will be held Saturday, August 12 at 8:00 P.M.

CLIP AND DEPOSIT AT WARDS  
DRAWING WILL BE HELD AUGUST 12, 8:00 P.M.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
PHONE NO. \_\_\_\_\_

You may win a paid-up charge account. 1st Prize \$500 account; 2nd Prize \$200 account; 3rd, 4th and 5th Prizes each \$50 account.

Grand Opening Hours... Thurs. 10:00 A.M. to 9:00 P.M. — Friday and Saturday 9 'til 9

## Customer Convenience Featured In New Store

Customer convenience is the watchword for the new Montgomery Ward shopping center opening Thursday as the first unit in the Highland Center complex at Gregg and Marcy.

The layout is predicated upon the assumption that most people have some definite ideas in mind when they go shopping — they are looking for clothing, or for appliances, garden tools, automobile accessories or what have you. So departments are grouped in broad general fields. For instance: sporting goods merges into sportswear, and this into men's wear, and adjacent are the departments for women's and teenage wear. Across an aisle are departments for children's wear and shoes.

Similarly the entire north side, east of the north entrance, is given to an expanded and upgraded furniture department, which terminates with a home accessory department. Across the aisle on the south side of the main display room are allied departments for draperies, domestics, floor coverings, carpets, etc.

The home improvement department not only includes all items for repair and improvement—such as paints, fixtures, plumbing, etc., but it opens into an outdoor center which will house fertilizers, plants in season, etc. The home improvement center naturally merges into one with appliances ranging from smaller, miscellaneous ones to refrigerators, washers, driers, radios, regular and color television and stereophonic equipment.

A vastly expanded department—the automotive center—is on the west end and contains eight stalls, four of them for brake and front wheel alignment, oil change, motor tuneup, and motor installations. Four drive-through stalls are for tire and other service. Immediately inside the main building and easily accessible to the automotive center is the tire and auto accessories department.

Perhaps the pivotal point of the store is the customer accommodation center. This opens off the main display on the north wing and is easily accessible to all patrons.

"When customers desire service, they usually have something definitely in mind," explained George True, manager. "They want to arrange for credit; they want to cash a check, leave or pick up something from layaway, get a package gift wrapped, or perhaps get some item serviced or repaired."

"All of these services can be handled promptly in the customer accommodation center. We don't have to send them all over the building or all around town."

Two other areas for special customer convenience are the snack bar, with 15 tables, and the catalog center which assures customers that what they can't find in the store they can (if ordered by 2 p.m.) have here the next morning.

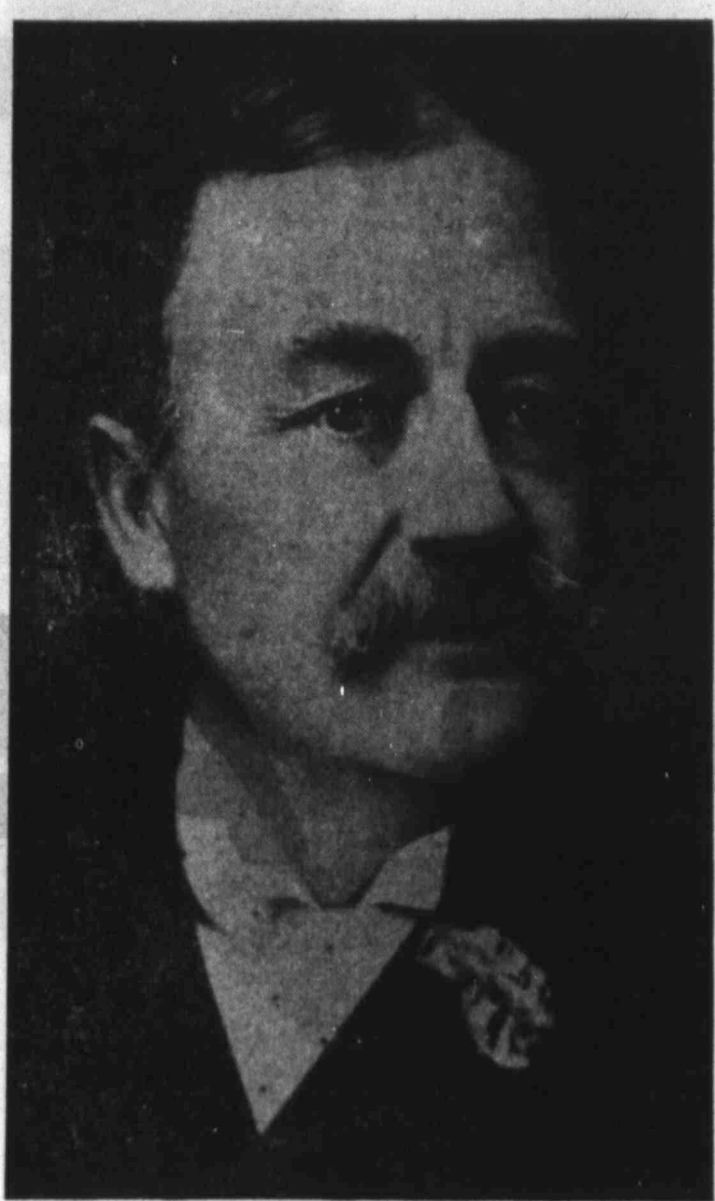
The east end of the building will in time open onto the indoor mall which will divide other stores now under construction in the center. Sliding glass panels may be pushed back to open on the mall.

Near the east end of the building are the lounge centers—for women and men customers, then for the men and women employees.

Out of sight but neatly arranged for accessibility and convenience are the offices, including the switchboard, manager and assistant manager offices, advertising, training-conference room, personnel and credit. Mechanical and other operating equipment are situated in part of this area, as are the repair centers for all appliances handled by Ward's. There is a compartment for steaming of old equipment, a tank for testing outboard motors, etc., so that any item repaired also is given a field test in the shop.

Almost half of the area also likely never seen by most customers, is given over to warehousing. All incoming material is stored in shelves and racks according to code numbers which makes it instantly accessible to the merchandising display departments. One dock at the rear is given wholly to receiving of merchandise and supplies. Adjacent to it is another given exclusively to customer loading and deliveries.

All employees will park on the south side of the building in order to keep all the parking areas on the west and north sides of the building open for customers. Customers, incidentally, should never have a parking problem, for there are spaces for as many as 1,800 automobiles in the center.



AARON MONTGOMERY WARD  
Founder of mammoth company

### Used Typewriters

Montgomery Ward & Co. was among the first American firms to begin using typewriters and

its almost lost the company a steady customer who answered one of the first typed letters indignantly: "Misters, you don't need print letters for me. I an't got no college education but I ken read riting as good as any."

## Montgomery Ward Blazed New Trails

This is a success story that would have dazzled Horatio Alger, and it's true. It's the story of a man who created one of the country's leading businesses and blazed new trails in retail selling.

Aaron Montgomery Ward was born in New Jersey in February, 1843. To help his poverty-stricken family, he had to leave school at the age of 14 and go to work in a barrel factory for 25 cents a day. When he was 20, his family moved to St. Joseph, Mich., where he got a job as a shoe clerk for \$5 a month and board. After three years, he was made manager of the store at a salary of \$100 a month and board.

### TO CHICAGO

Several years later he decided there was greater opportunity for him in a larger city, and obtained employment in Chicago as a traveling salesman with a wholesale concern. This experience, plus the fact that the first transcontinental railroad had been completed, made Montgomery Ward believe the time was right for a greater merchandising service than had ever before been attempted.

In 1871, as he was about to start his new retailing plan, the Chicago fire wiped out his capital, and his job. But Ward was not discouraged, and a year later, in August of 1872, Montgomery Ward issued his first mail order catalog — the first published anywhere. He and his friend and partner George R. Thorne, operated this early business from a single room only 12x14 feet, on Chicago's near-north side.

This was the beginning of the mail order business, destined to have a revolutionary effect upon the merchandising methods of the time.

### SATISFACTION

The attitude of the new firm toward the customer had much to do with its success. No sales were to be considered complete with the mere delivery of the merchandise. The customer had to be satisfied or he would return the goods and get his money back. The partners considered this a fundamental of fair merchandising. This was a new concept in business practice in the day when sugar was sanded and molasses watered.

Wards continued solely as a mail order business for 54 years before the first retail store came into being by chance rather than plan. In 1926 three "merchandise exhibits" — forerunners of today's catalog stores — were opened as an experiment to stimulate mail order buying. These exhibits were located in Marysville, Kans., Little Falls, Minn., and Plymouth, Ind.

### THEY BOUGHT

In Plymouth, the people were not content merely to look, but

insisted on buying the samples. Thus, Wards' first retail store was born. In 1930 Wards held its first Ward Week Sale. It has since become a traditional, twice-a-year, event, nationwide in scope.

Today, the firm has grown into a nationwide business with 516 retail stores, 712 catalog stores, nine mail order houses and five major distribution centers serving customers all over the world.

Not only did Montgomery Ward lay the foundation for one of the world's greatest merchandising successes, but he revolutionized retail trade throughout the country.

With Woolworth, who created the "five and ten," and Wanamaker, who originated the department store, Montgomery Ward stands out as one of the Big Three who changed the buying habits of the nation.

Mr. Ward died in 1913, but the company still follows the policies he laid down in 1872.

### Interesting Items

One of Montgomery Ward's first catalogs, one page, issued in 1872, listed these interesting items and prices: one hoop skirt, one bustle and one hair braid, all for \$2; 10 boxes of paper collars with cloth-lined button holes, \$1; and five linen shirt fronts, \$1.



### Cooke Manages Paint Dept.

Bill Cooke, head of Ward's paint department, is a six-year veteran of the company — and Big Spring. He has lived here 22 years. The Big Spring High School graduate was born in Stanford, but moved here at an early age.

An avid hunter and marksman, he is a member of the Mesquite Gun Club here, and of course loves to hunt and fish whenever he can get the time.

For four years he was a mechanic with the Big Spring Motor Co., then spent two years with a guided missile unit at Ft. Bliss before coming home and joining Ward's.

### Current Fashions Are Offered At New Wards

One of the most dramatic examples of retailing's fast tempo is found in the bright colorful world of women's fashions.

Thanks to this speedy tempo, said Mrs. Margie Baker, fashion department manager at Montgomery Ward's new Highland store, current fashions are available to all women at the very time they first appear in New York.

To accomplish this seeming miracle of merchandising, the Ward organization, for example, maintains a complete buying staff in New York City.

These buyers are at work daily, watching trends in the fashion industry, selecting the new creations that are soon sure to become national favorites, seeing and guarding standards for quality.

Active in the center of the nation's fashion capital, these buyers work closely with the manufacturers to be sure that Ward fashions meet the exacting requirements of American women. The buyers know fabric and style and they know, too, the

magic of the word "new." That is why the new Ward store, for example, will receive not monthly, but daily shipments from New York. These shipments will be supplemented by on-the-spot special purchases which will be rushed to the store from New York.

Mrs. Baker expressed her enthusiasm about Ward's new fashions.

"They're some of the most exciting designs I've ever seen," she said. "The lines are smart and modern. And there is such a wonderful range from the really elegant to casual models for comfortable every day wear."

"They're some of the most exciting designs I've ever seen," she said. "The lines are smart and modern. And there is such a wonderful range from the really elegant to casual models for comfortable every day wear."



### McDougal Fixes Store Displays

### Many Fabrics In Piece Goods Dept.

Cottons, prints, solids, corduroys, wools, synthetics, boucles — name it, and the Ward's piece goods department has it.

The outstanding line of woolen and blended fabrics is unmatched in Big Spring. There are special fabrics for sports wear, and Ward's easy-on-the-pocket prices are just right for the mother who wants to outfit her brood with home-made wear. She has a big choice, too, with tartans, checks and stripes, solids and various "whites."

The department's notion counter will fill most needs. A complete line of denims is featured. Also in the notion counter are zippers, hundreds of fine buttons, threads, needles, and pins, many of them the fine Ward's Talon brand, such as the threads and zippers, tapes and rick rack.

The department is located centrally on the north side of the store east of the entrance way.

The man responsible for window and interior displays in the new Montgomery Ward store is Lewis McDougal, who joined the firm a month ago. The post of display manager is a new one with the store here.

McDougal, in addition to preparing the window and sales floor displays, also is in charge of making the various signs used throughout the building.

A native of Weatherford, he attended Abilene Christian College 2½ years. He is a past member of the Optimist Club.

McDougal and his wife live at 1004 Rosemont, and have made Big Spring their home 1½ years.



# HIGHLAND SHOPPING CENTER

FREE PARKING FOR OVER 1800 CARS

# GRAND OPENING

Store Hours: Thursday, August 5th 10 A.M.—9 P.M. — Fri., Sat., 9 A.M.—9 P.M.

NO MONEY DOWN AT WARDS — ONLY \$5 A MONTH BUYS \$100 WORTH OF MERCHANDISE!



SAVE \$10.00!  
2-PLY WORSTED AND SILK SHARKSKIN  
Superbly Tailored In New FALL IRIDESCENT TONES

**\$55.**

Regular \$65

### WARRANTED BY WARDS

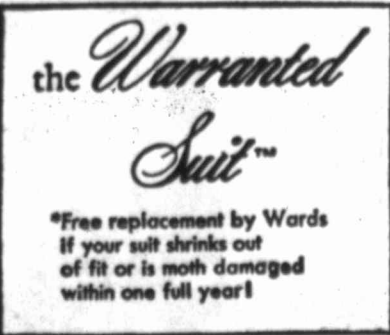
- Sizes 36 To 46 In Regulars And Longs
- Brown, Gray, Blue And Olive Colors

FREE REPLACEMENT if your suit shrinks or is moth-damaged within one year. Silicone® finish repels rain, stains!

All in Sharkskin — famous for rich, lustrous looks... exceptional long wear. Expertly tailored for comfort and perfect fit. Get it now at Ward's low price. SHOP TOMORROW!

3 Days Only!

Just Say "Charge-It" On Wards Charge-All Account.



Men's long wing Brent oxfords  
**\$8.88**

Reg. 10.99

Full grain leather uppers are brown with shadow antiquing. Plastic storm welting. Composition soles. Rubber heels. 7½ to 11, 12 D.



### Sale! Pima cotton Brent dress shirts

Short sleeves... spread, tab or button-down collars. Get these wash 'n wear wonders while Wards offer lasts! White, stripes. 14½ to 17. **3 for \$10**



### MEN'S BRENT ALL SILK TIES

**\$2**

Italian and domestic silks in stripes, under-knots, novelties! Big color assortment. Shop early for best choice!

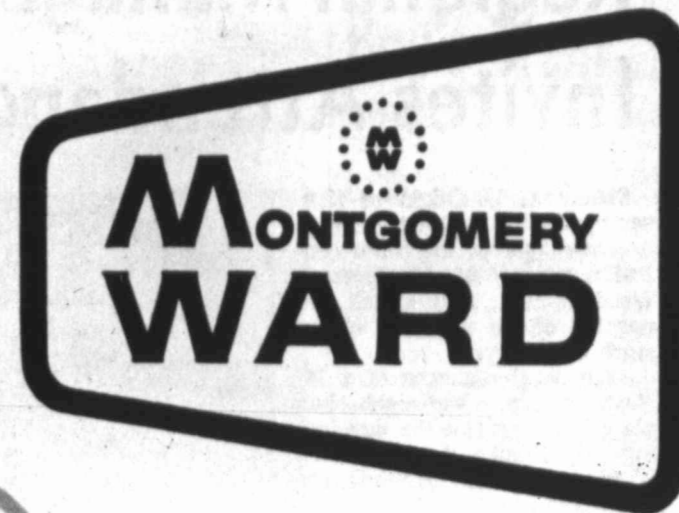


### BACK-TO-CAMPUS SPECIAL— MEN'S SOCKS OF ORLON®-NYLON

**66¢**

REG. 79c

Luxury Orlon® acrylic and stretch nylon... in ribs, links, cables... light or dark shades. Two sizes for correct fit!



JOIN THE THOUSANDS SWITCHING TO WARDS

# Ding-dong red

SCHOOL'S NEWEST "CHEER-LEADER,"  
WONDERFUL VIBRANT RED  
ENLIVENING BACK-TO-SCHOOL  
FASHIONS AT WARDS



Adding new zing to the school scene, this brilliant DING-DONG RED with its high L.Q. fashion rating. See this glowing color sparking coordinates, dresses and accessories at Wards, where smartest "electives" of the year are bell-ringer values at Wards low prices. (Teacher's pets, too.)

- A SHIRT: in cotton oxford; double-yoke back, inner-outer style, banded cuffs. Red, white, blue, green. 30-38... 3.99
- B SKIRT: of bias cut plaid spiked with red. Acetate lined wool "A"-line style. Belt. Misses' sizes 8-16... 6.99
- C SHIRT: in Madras-type Dacron-cotton blend. Button-down or Bermuda collar. In-outer style. 32-38... 3.99
- D SKIRT: slim-line Brentshire of wool flannel; acetate taffeta lined. Red, blue, black, brown. Misses' 8-18... 7.99
- E COAT: polished red wool melton; demi-seamed single breasted. Warmly interlined. Petite petites 4-12... 29.99
- F DRESS: Orlon acrylic-wool jersey top, cotton-mohair-nylon loopy skirt, both bonded to acetate. Jr. 7-15... 10.99
- G 2-PIECE DRESS: Orlon acrylic knit bonded to acetate. Sweater-knit top; textured sleeves, skirt. Jr. 7-15... 8.99
- SHOULDERBAG: grained expanded vinyl. Brown... 4.99
- SCARF: hand rolled edges; rayon solids or floral print 1.00

"CHARGE IT" ON WARDS CONVENIENT CHARG-ALL CREDIT PLAN

2505 S. Highway 87

Store Hours: Thursday, August 5th 10 A.M.-9 P.M.-Friday & Saturday 9 A.M. 'Til 9 P.M.

AM 4-5571

## Ward Provides Support To 4-H Program

Montgomery Ward has supported the 4-H Club program continuously since 1922, longer than any other national company. Wards sponsors the National 4-H Home Economics Program, originally called the Girls' Record Contest, the first 4-H project to be sponsored by a business organization.

Every year Wards pays the expense of each Home Economics Program state winner from her home to the National 4-H Club Congress in Chicago.

In 1933, Wards began offering college scholarships to the national winners of the program. In the past 29 years the company has helped finance college educations of 159 girls from 40 states, through 4-H scholarships.

Wards also annually presents 7,300 gold-filled medals of honor for outstanding work in home economics to girls who win top county awards.

During National 4-H Week, many Ward retail and catalog stores pay tribute to state and national winners as special 4-H window displays feature the projects of state or national winners and their experiences at the Club Congress.

## Regional Manager Invites Attendance

Sidney A. McKnight of Kansas City, vice president and general manager of the south central region of Montgomery Wards & Co., will attend the opening of the new Big Spring store Thursday.

As general manager of a 16-state region, McKnight has played a key role in developing 29 retail stores under Ward's program launched six years ago.

"There is nothing more exciting than a new store opening," the regional manager said in announcing that he would attend the Big Spring event.

"It's a chance to meet many new friends, and more important, a chance to introduce the new store and exciting new merchandise to many customers who have been with us through the years. We issue a special invitation for our many catalog store customers to visit Ward's new retail store."

McKnight's first experience with the company was as manager of the hardware department in Joplin, in 1937. It was his belief then, as now, that the way to a man's heart is a well-stocked department of tools and hardware. He believes that a strong fashion department is a key attraction for women shoppers.

McKnight is a fashion merchant, home furnishing mer-



SIDNEY A. MCKNIGHT

chant, and children's wear merchant all in one.

"While Wards is a national merchandising company," he said, "our real strength lies in the individual stores that form the links of the chain."

Under his merchandizing policy, store managers and merchandisers are given freedom to stock the items and lines required in their respective communities.

As new needs become apparent, the stores advise Ward's buying organization and the lines are made available on short notice.

## Everything For Modern Floor Covering

Everything for the modern floor is awaiting shoppers in Ward's floor coverings department, from throw-rugs to tiles.

Featured is an exclusive line of scatter-rugs in ultra-modern, colonial, and contemporary designs. There are braided rugs of all sizes—room size, hall-runners (Ward's is among the few stores that still sell them), and throw-rugs.

There is an economical selection of 100 per cent Vinyl yard goods for the floors of kitchens, bedrooms, living rooms—any room of the home.

Tiles for flooring are big fashion news this year, and the floor coverings department has them in Vinyl and Vinyl asbestos, for any decor. Ward buys them in carload lots direct from the factory, bypassing the middleman and passing the savings on to the customer in economical prices. All can be charged on Ward's Home Improvement Plan of low payments.

There is an accessory department which carries adhesives and flooring installation kits for the do-it-yourselfer. Or, Ward's factory-trained flooring specialists will put in tiling or flooring for the customer.

The largest selection of broadloom carpeting in town is in another section of the department—over 154 designs and colors to choose from in acrylan, wool, and nylon. Specially-trained decorators are available to aid in selections.

## Zone Manager Helps Opening

A. G. (Jerry) Carmack has a personal interest in the new Montgomery Ward store opening here Thursday.

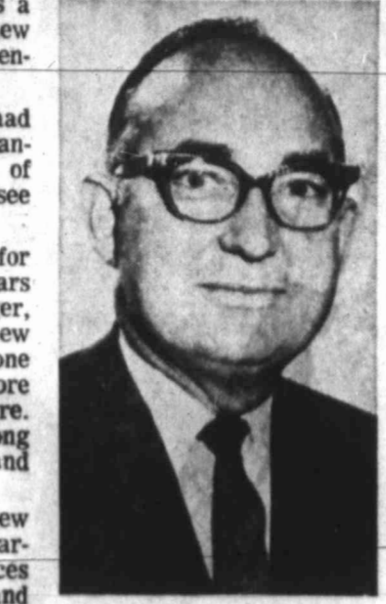
As zone manager, he has had a hand in the conception, planning, building and shaping of the store. He is on hand to see it opened.

It's not a new experience for him, because in the 10 years he has served as zone manager, he has directed numerous new store operations. But each one is a new challenge and more exciting than the one before. In addition, Carmack has a long familiarity with Big Spring and has many friends here.

Big Spring is the ninth new store to be constructed in Carmack's zone, which embraces Texas, Arkansas, Oklahoma and Louisiana. In addition, another store is under construction in Lafayette, La., and two more have been announced for Ardmore, Okla., and Duncan, Okla. Besides the new stores opened, a new satellite store has been opened in eastern Waco.

Carmack supervises the merchandising and operation of 29 stores, all in the four states except those which are classified under metropolitan districts. He has a staff of eight specialists in merchandising fields, in customer relations, personnel, etc. Even so, covering a district that is 1,500 miles across is no small matter.

Carmack is a native of Rochester in Knox County, but was reared in the Panhandle. Although his family had moved



A. G. CARMACK

to Colorado, he was sent to Texas by the Air Force and twice was stationed there. It also was at Amarillo that he began his career with Ward's 20 years ago. His first management was at Parsons, Kans. in 1950. Later he moved to Salina, Kans., then managed the Waco store before being tapped out to serve as zone manager at Fort Worth 10 years ago.

### Began In 1886

Montgomery Ward & Co. began selling catalog merchandise abroad in 1886. Its first overseas customers were American missionaries, mining and industrial men and their families.

## Special Device For Proper Fit In Shoe Dept.

A pleasant, beige-carpeted, airy place is the new Ward's shoe department. About 30 persons can sit comfortably in the modern, brown and gold chairs and sofas in the fitting area.

Many of the men's, women's, and children's styles are displayed on attractive shelves at the back of the department, while countless hundreds of shoes are conveniently stored close by for quick service by the trained salesmen.

The latest shoe - fitting device (the Brannock Device) is used to assure perfect fit. There is a special device for men, one for women, and one for children. Ward's is one of the few stores using them.

Every member of the family can find footwear to please in the department — there is a Miss Brent, Carol Brent, Brent, or Brent Jr. shoe, boot or slipper for each. Famous Ward's Skips tennis and other canvas sports shoes are also carried.

For the working man, the rough-and-tough Powerhouse line of work shoes and boots will please even mountaineers.

Stylishly, the Ward's shoe department is more than ample, with every fashion in footwear available — from the Beatle heel shoe to the most formal evening shoe, from a full line of cowboy boots to reversed-leather casuals.



ROBERT E. BROOKER

## Friendliness Emphasized

"Montgomery Ward is rekindling a 93-year-old nationwide policy of being the friendliest store in town," says Robert E. Brooker, president of Ward's giant chain of retail stores.

"People, both our customers and our employees, are our most important assets," said Brooker. "Survey after survey proves that people like to shop where they are well treated and feel at home."

To make sure that every Ward store radiates friendliness, Brooker personally asked all Ward employees to plan a continuing program on customer service and courtesy. Brooker said that the basic foundation of Montgomery Ward's success in the retail business can be attributed to these factors: friendliness, courtesy and satisfaction guaranteed or your money back.

## Lot Of Work To Open Store

There's more to opening a store than just turning a key or cutting lots of ribbon. To some it's a big headache. To more, it's one of the most exciting events to take place in their business careers.

From the original idea of establishing a Montgomery Ward store in the Highland Shopping Center, to the official opening ceremony, as many as 4,000 people have been involved in placing that pair of slacks, that outdoor motor or that early American china cabinet on display.

Not only Montgomery Ward personnel, but shippers, mailmen, truck drivers, shipping clerks and even air line pilots have had a hand and sometimes a foot, in bringing the idea to reality.

The women's fashions for the coming season are displayed near the front entrance of the store. Three months ago, the dress designs were still on the drawing boards, and the display ideas for the department were merely blueprints.

While a Ward buyer was in Europe viewing the newest fashion trends destined to be seen in the new Highland store, the company's construction engi-

neer here was directing the actual building and location of the display racks and fitting rooms for the fashion department.

At the same time, hundreds of Big Spring area residents were being hired to handle the daily shipments of merchandise from all over the United States to stock all the departments in the store.

As each piece of merchandise arrived, it was sorted, priced and sent to the sales floor for display.

Salespeople became thoroughly familiar with each item. Specialists from Ward's home and regional offices came to introduce the merchandise to the salespeople.

Training specialists conducted classes for new salespeople to familiarize them with Ward's services for customers and in the company's procedures and benefits.

Hundreds of skilled tradesmen from the area put bricks in place, nailed boards together, painted walls, laid tile, installed glass windows and lighting fixtures, erected large signs on the outside of the store and decorated the interior with wall decor designating the various departments in the store. Printers developed stationary. The postman delivered literature about the store. Newspapers and other media prepared advertising and news stories about the event.

The new store is more than brick, mortar and merchandise. From the time Wards decided to establish a store in this growing area, a new and powerful economic force has been added to the local economy. One hundred new jobs have been created. Local business firms have received orders for goods and services. Homes have been established.

It has taken huge amounts of planning, effort, work and money... but tomorrow, a store is born.

### Special Toy Section Built

Montgomery Ward will feature a special toy section as a part of the new store. The toy area will be located adjacent to the snack bar in the southwest portion of the new store.

Plans have been made to allow the section to be enlarged during the winter and Christmas seasons for accommodation of customers.

The toy section will feature a complete line of toy items for the youngsters, with both old favorite items and new additions to the field.



WORK CLOTHES From gloves to socks

JOIN THE THOUSANDS SWITCHING TO WARDS

**YOUR NEW WARDS HAS MOVED AND IS TWICE AS LARGE!**

Phone AM 4-5571

**Acrilan® knit Shirts**

**2 For 3<sup>00</sup>**  
Reg. 1.99

• This shirt will be replaced, or your money refunded by Wards, if it fails to give normal wear for one year

A buy you won't want to miss! Just machine-wash, dry and wear these luxury-soft Acrilan® acrylic knits—they won't shrink or stretch out of shape. Embroidered emblem. Selected from a wide array of rich colors. 6 to 18. Save!

**Boys' cushion-foot white crew socks**

**3 Pcs. 99¢**  
REG. 3 PRS. 1.49

Soft, absorbent comb-foot cotton. Terry-lined foot, elasticized stay-up tops. Sizes 8 to 11.

**Boys' SuPima cotton Pak-Nit® underwear**

**3 for 1<sup>99</sup>**  
REG. 3 FOR 2.59

• Keeps its fit always—tested and proven\*

• Long-staple cotton yarn—world's finest

• Tailored with exclusive Wards features

Thanks to a scientific process Pak-Nit® underwear keeps its fit, even after machine washing! Exclusive features: patented taper-setsleeves on t-shirts; pre-shrunk elastic waist on briefs. 6-16.

\*Less than 1% length shrinkage by Gov't Standard Test 7750.

**Never needs ironing**

**BOYS' SPORT SHIRTS OF DACRON®-COTTON BLEND**

**2<sup>77</sup>**

One of the handsomest shirts we've seen—and you'll be amazed how they stay that way (washing after washing)—without ironing! Lustrous Dacron® polyester-cotton broadcloth in burgundy, maize, blue, red, navy. Sizes 8 to 20.

**BOYS' BRENT BELTLESS CONTINENTAL SLACKS**

**4<sup>44</sup>**

Slims, regulars, huskys—at one low price! Specially processed Dacron® polyester-cotton blend never needs ironing—not even touch-up at seams, pockets or waistband. Black, sand, loden. Slims, regulars 6-18; huskys 10-22.

**Save! boys' shoes in Living Leather® \$5.**

Sizes 8½ - 3 — B - D Widths

Little boys' shoes have black Living Leather® uppers. Goodyear Neolite® composition soles.

SLIM REGULAR HUSKY





## Fashion Manager Longtime Resident

Mrs. Steve Baker, fashion manager and coordinator for Montgomery Ward, was first exposed to the retail business during childhood when she lived with her grandfather, Dr. J. S. Pearce, operator of a general store in Portales, N. M. She was educated in Portales schools, later attending Eastern New Mexico University and Howard County Junior College.



MRS. STEVE BAKER

She and Baker were married in New Mexico in 1940, coming to Big Spring the same year. He is employed by Texas Electric Service Company.

For 13 years, Mrs. Baker was associated with her mother, Mrs. Thelma Lewis, in the operation of Margie's Dress Shop, now known as "Thelma's." Later, she worked briefly for the Swartz store, and joined Wards almost a year ago.

The Bakers have one daughter, Mrs. Bobby McAdams, who resides here. They are members of St. Mary's Episcopal Church, where Mrs. Baker is chairman of St. Anne's Guild and a member of the executive council for the church women. Mrs. Baker is associate matron of Big Spring Chapter No. 67, Order of the Eastern Star. Her husband has completed the York Rite and is a member of Masonic Lodge No. 598. Mrs. Baker is no longer active in the 1946 Hyperion Club, of which she was a charter member, or the Woman's Forum.

Her current hobby is music, and she began playing the organ a year ago. Other time is used to refinish furniture. During the football season, she joins her husband to root for the Big Spring Steers.



MRS. BENNIE DAUGHERTY

## Guides Work In Housewares

The manager of the new housewares department at Montgomery Ward is Mrs. Bennie Daugherty, who has been with the firm for about a year and a half. She has lived in Big Spring for 30 years and was formerly cashier for another store here.

She and her husband (Ben F. Daugherty) are the parents of seven children. The oldest son is married. Those still at home are Terry, 18, Jerry, 16, John, 13, Kay, 9, Vickie, 6, and Tamie, 4. The family lives at 613 Holbert.

The family attends Phillips Memorial Baptist Church. She is a member of the Parent-Teacher Association.

"I don't know whether or not you can call it a hobby but my husband and I belong to two square dance clubs, and enjoy attending the dances," she said.

## Any Of These For Two Cents

Montgomery Ward & Co. offered a wide selection of 2 cent items in a special section of its 1910 fall and winter catalog. Back then 2 cents would buy any of these items: a corn pipe, 12 pieces of school chalk in assorted colors, 1,500 double pointed wood tooth picks, 400 straight pins, 12 collar buttons, six sheets of fly paper, and a fishline furnished with bob, sinker, hook and winder.



HELEN ALFORD

## Webb Airman Stays Here, Takes Auto Dept. Post

An airman stationed at Webb AFB received his discharge from the service in February 1966. He had just wound up four years in the service here and in the course of that four years he had met and married a Big Spring girl.



BLAINE LARSON

His name is Blaine Larson and today he is head of Ward's big automotive department. Within weeks after he had left the Air Force, Larson signed on with Montgomery Ward—so he is now in his ninth year with the organization.

Larson is a long way from his old home. He hails from Hendricks, Minn. where he spent his youth and attended school.

Larson fell in love, not only with the girl he married here, but with West Texas. Therefore it was entirely logical that he established his permanent residence here when he no longer was with the Air Force.

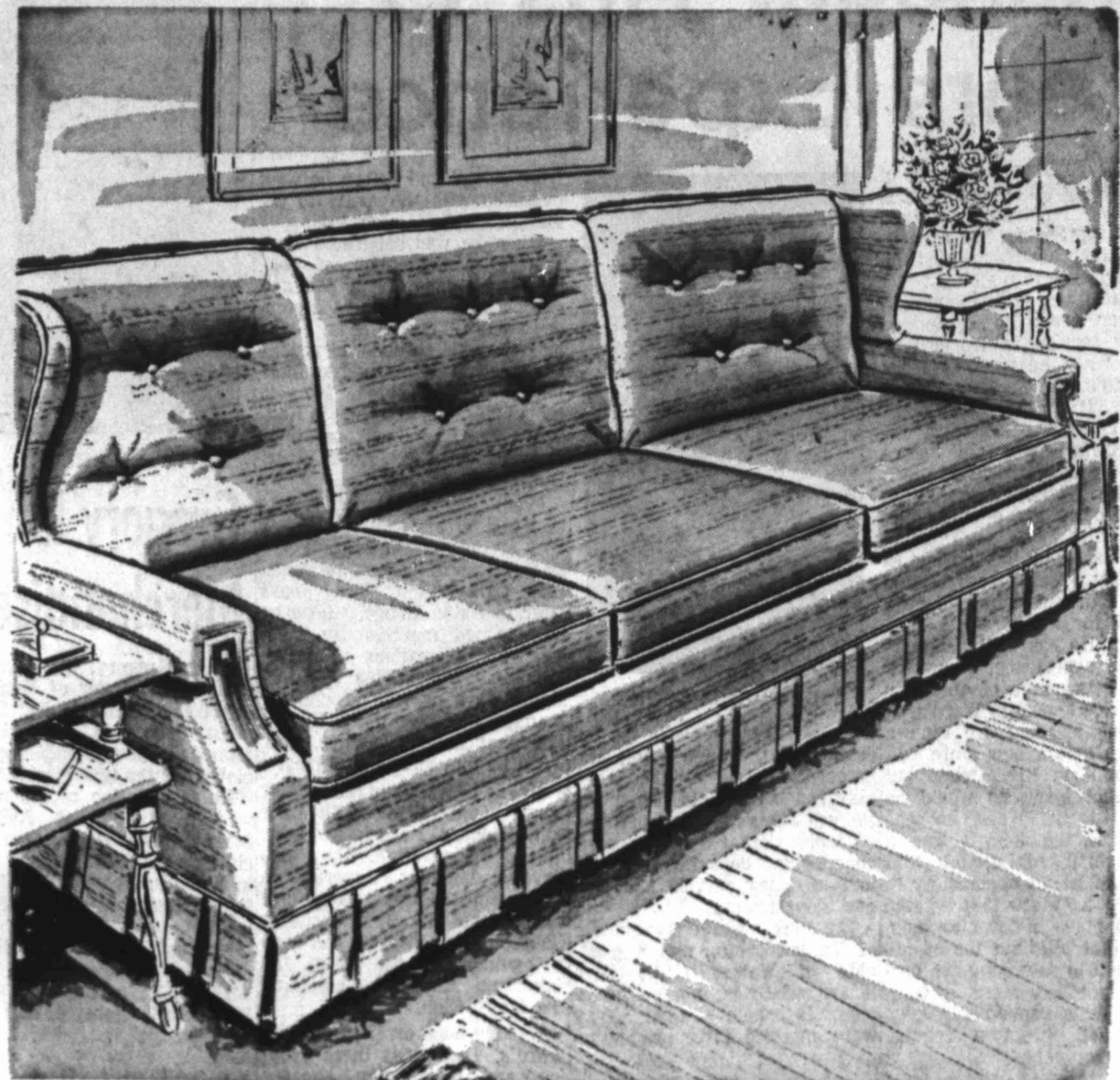
The Larsons live at 1403 Rob-in. The family comprises the father, the mother and three youngsters—Brenda, 11, Janet, 8, and David, 5.

Larson is too busy now with his new job for activity as a member of any outside organization. However, he formerly was in the Big Spring Junior Chamber of Commerce.

Part of Larson's life was spent in Odgen, Ill., where he obtained a part of his education.

# grand opening

Whatever your home needs, whether you are furnishing an entire house or one room; looking for a spectacular accent or a creative decorating idea, Wards is happy to serve you. Our easy, practical payment plans can be quickly tailored to fit your budget.



## Wards Style House 3-cushion sofa at a big \$20 saving

FEATURING AUTHENTIC EARLY AMERICAN STYLING!

**\$159<sup>00</sup>**

REG. 179.95

You sit on cushions deeply padded with Ward-Foam<sup>®</sup>, rest against semi-attached pillow back of Kapok and cotton. More comfort with spring edge and coil spring under construction. Fashion extras include zippered reversible-cushions and maple wood trim.

\*Wards name for polyurethane foam cushioning

INSTALLED By Factory-Trained Experts

SHOP AT HOME  
Call AM 4-5571 for free sample showing in your home.

## One low sale price for Style House carpeting

CHOOSE CONTINUOUS FILAMENT NYLON OR WOOL!

You can't make a wrong choice! Select from DuPont 501<sup>®</sup> nylon pile in multi-level surface, or wool pile carpet with textured pebble pattern. Decorator colors. All are mothproofed!

Reg. 12.48 Deluxe Acrilan  
Heavyweight Acrylic Pile in bold scroll design. Choice of 10 attractive colors. Wards quality carpet serves you throughout the years.

**10<sup>99</sup>** Sq. Yd.

Completely  
Installed

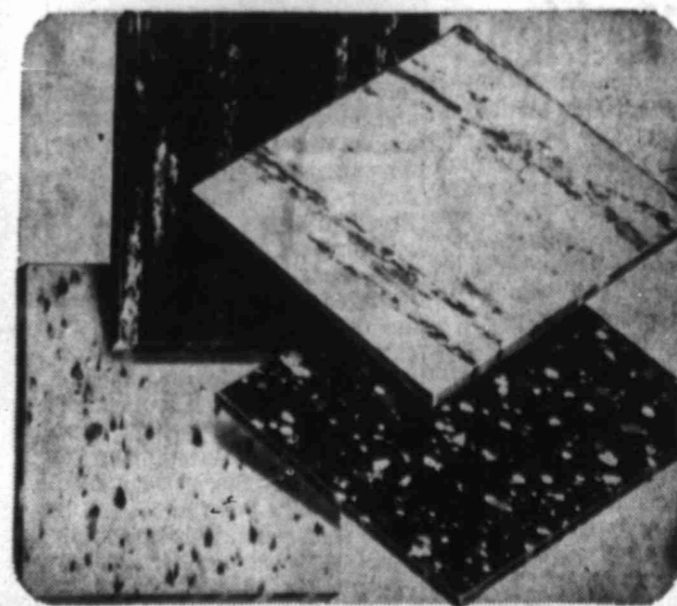
**6<sup>99</sup>** Sq. Yd.

SINCE 1872—SATISFACTION GUARANTEED OR YOUR MONEY BACK!

## PRICES SLASHED ROOM SIZE CARPETS PICK COLOR, STYLE TRUCKLOAD SALE!

12'x14'8"	501 Nylon, Reg. 134.80	69.88
15'x11'10"	501 Nylon, Reg. 139.80	99.88
15'x12'6"	501 Nylon, Reg. 146.79	99.88
12'x17'4"	501 Nylon, Reg. 160.77	109.88
15'x13'2"	501 Nylon, Reg. 152.00	109.88
15'x12'6"	DuPont Nylon, Reg. 126.00	79.88
12'x15'	Plush Wool, Reg. 166.00	109.88
15'x12'2"	501 Nylon, Reg. 265.00	169.88
12'x16'8"	501 Nylon, Reg. 174.00	109.88

Many Unadvertised Values . . .  
Too Numerous To Mention!

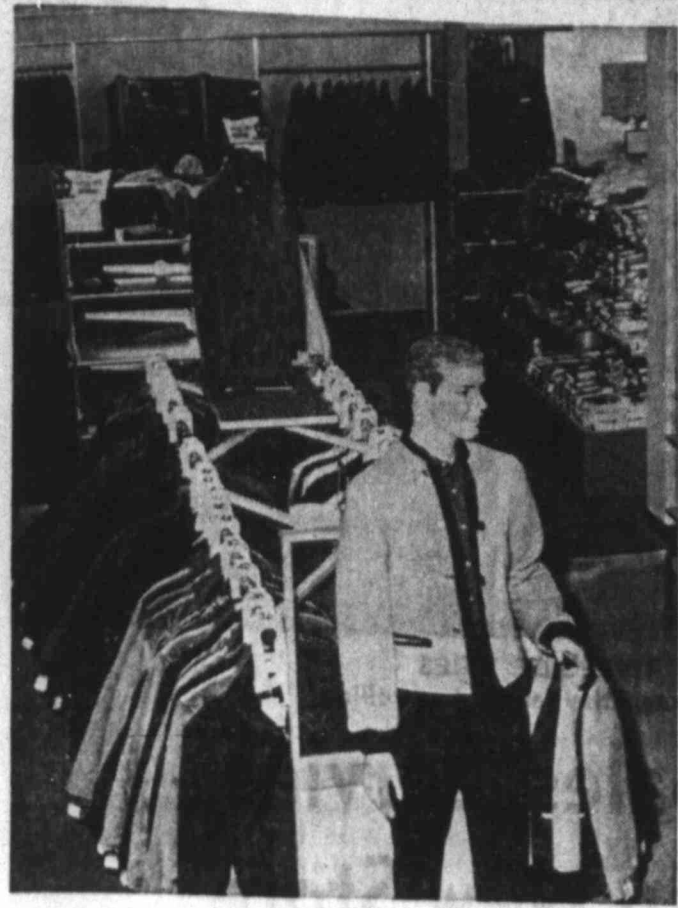


## Vinyl asbestos tile, 30% off dark colors

Dark colors are slow to show dirt. Use in utility areas: workshop, play room.  
11¢ medium colors ea. 8 1/2¢  
12¢ decorator . . . ea. 9 1/2¢

**7c** EACH  
REG. 10¢

Big Sp  
Months  
many th  
have pre  
Montgom  
land Sho  
When I  
gineer fr  
gional of  
Spring se  
building  
modern  
merely a  
with a r  
urns.  
Meyers  
hundreds  
craftsmen  
borers fr  
and proc  
of electri  
fluoresce  
glass an  
of square  
and divid  
that galle  
were app  
face area  
At the  
disers ar  
pany's (I  
New Yor  
facturing  
throughou  
and over  
chasing  
for the  
arranging  
items.  
Soon, h  
rive seve  
store's lo  
items ran  
and whit  
and glass  
Bare s  
and hunc  
MRS. I  
Wat  
Lon  
The sil  
Timmie  
presented  
as a mer  
ice with  
has adde  
that rec  
work in t  
ger of bo  
drens de  
Mrs. I  
sides at  
ried to t  
mick, an  
1964.  
Born in  
mick's f  
Spring w  
old and  
schools.  
B. Hill,  
does het  
Cordes.  
Mrs. I  
career w  
departm  
signed t  
ment an  
She, at  
their sp  
ing and  
taken - u  
sketchin  
expert i  
cooking.  
Mrs. I  
ber of t  
Church  
taught



**BOYS WEAR**  
For every season of year

## Staff Includes Many Locals

Shoppers will be greeted by their friends and neighbors when they enter Montgomery Ward's new Highland Shopping Center store opening tomorrow morning.

More than 120 employees, 90 per cent of them from the local area, staff the new store. Hundreds of hours of classroom instruction have been given to the new employees as part of the training program preparing them for their assignments.

Region and home office merchandise managers have held training sessions with the new employees to familiarize them with the products and services they will handle and with the policies of the company, its procedures and employe benefit programs.

In addition, factory representatives have been at the store from Ward's manufacturing sources explaining in great detail the features of such items as radios, television sets and home appliances.



**MRS. LULA COOPER**  
Has 22 Years In Store Here

Mrs. Lula Cooper, manager of the piece goods and linens department at the new Montgomery Ward store, has been with the firm 22 years—all in Big Spring. Her only retail experience has been at Ward's.

Mrs. Cooper was born and reared in Hill County, but has lived here most of her life. She and Mr. Cooper (W. Marvin) have two married sons and four grandchildren. One son lives in Midland and the other in Odessa, and both are graduates of Big Spring High School.

The family lives at 1418 Stadium, and attends Westside Baptist Church. She said she did not belong to any clubs or lodges, but that she is an enthusiastic football and baseball fan.

## Three Large Plants Print Ward Catalogs

Montgomery Ward mail order catalogs are printed in Chicago and require the combined facilities of three of the world's largest printing plants. The general catalog is issued twice a year. In addition the company issues two semi-annual sale catalogs, a Christmas book, a travel catalog and many special catalogs devoted to such merchandise as cameras, garden supplies and equipment, wall paper, woodworking machinery and radios.

If all the paper used in one year for Ward's catalogs were manufactured in a single strip 10 inches wide, it would reach 1,308,712 miles, enough to encircle the earth 52 times at the equator.

If all the large general catalogs produced by the company in one year were piled flat on top of one another, it would make a column 256 miles high. More than 222 carloads or 5,500,000 pounds of ink are used annually in printing Ward's catalogs.

## Traveling Exhibits

Montgomery Ward & Company's first association with automobiles came in 1892 when two electric autos were purchased as part of a traveling exhibit. The autos, which cost \$3,000 each, were used to give rides to prominent citizens of cities visited by the exhibit.

## Ward-Sold Bible Becomes Famous After Recovery

Wards offers more than 130,000 items in its catalog and in retail stores—but there is one item not listed in the catalog nor carried in stores that is in great demand from all parts of the country.

It is the famous "Falaba Bible." Its history has become legendary.

In 1915, the company's export department shipped some merchandise to a missionary in Africa. In the shipment was a large Bible weighing approximately 11 pounds. The merchandise was first shipped to England, where it was placed aboard the S.S. Falaba, a freighter bound for

Africa. The second day at sea, the ship was sunk by a German U-boat. More than 100 lives were lost and the cargo disappeared in the depths of the ocean.

Several months after the Falaba's sinking, the Bible, still encased in canvas, floated ashore off the Irish coast. Although it showed signs of having been in the water a long time, the address and the Bible text were readable. The finder of the Bible shipped it back to the company where it still remains in the export department. The news of the Bible's survival spread to various parts of

the country and requests began pouring into the export department to borrow it for book store displays, Sunday school exhibits and church exhibitions.

Clergymen everywhere began spreading the story of the Bible and its unusual adventure. The store became the basis for many sermons and soon acquired a legendary reputation.

Recently, the famous Moody Bible Institute of Chicago borrowed the Falaba Bible for a display in its book store, calling it the "Miracle Bible," and Wards once carried a full page in a catalog telling the story of the "Bible That Came Back from the Sea."

## Handles Sales From Catalog

"Filling an order for live bees has been my most unusual request," explained Mrs. C. E. Gressett, manager of Ward's catalogue department.

The catalogue area is really a store in itself, Mrs. Gressett said.

## First Sale Made

The first sale made by Montgomery Ward in 1872 was a \$14 order from the postmaster at Effingham, Ill. A. Montgomery Ward was 28 years old at the time.

store doesn't have in stock, we can order almost overnight," she explained.

Another example of the precision and accuracy of her department can be found in the care taken with landscaping and gardening items.

"Anything from trees to tomatoes will be delivered to the customer on the day that the proper planting season begins," she said.

Mrs. Gressett is a lifetime resident of Big Spring, and the daughter of Mr. and Mrs. A. W. Page, 1214 E. 16th. She and her husband, "Chuck" Gressett and their three high school age children, have their home at 1217 E. 17th.

Mrs. Gressett attended Howard County Junior College and Hardin-Simmons University in Abilene. She has been with Montgomery Ward a year in August and thinks that her department is the most "fascinating" in the whole store.



**MRS. C. E. GRESSETT**

## Much Preparation To Open New Store

Months of preparation and many thousands of man-hours have preceded the opening of Montgomery Ward's new Highland Shopping Center store.

When H. E. Meyers, field engineer from the company's regional offices, arrived in Big Spring several months ago, the building that was to become a modern department store was merely a brick and mortar shell with a roof and supporting columns.

Meyers enlisted the aid of hundreds of skilled technicians, craftsmen, tradesmen and laborers from the Big Spring area and proceeded to install miles of electric wiring, conduits and fluorescent lighting; acres of glass and carpeting, hundreds of square feet of wall partitions and dividers and then saw to it that gallons and gallons of paint were applied to most of the surface areas.

At the same time, merchandisers and buyers in the company's Chicago home office, New York office and in manufacturing sources and plants throughout the United States and overseas were busily purchasing merchandise destined for the new Wards store and arranging for shipment of these items.

Soon, huge trucks began to arrive several times daily at the store's loading docks filled with items ranging from spark plugs and white shirts to power tools and glassware.

Bare showcases began to fill and hundreds of employees sort-

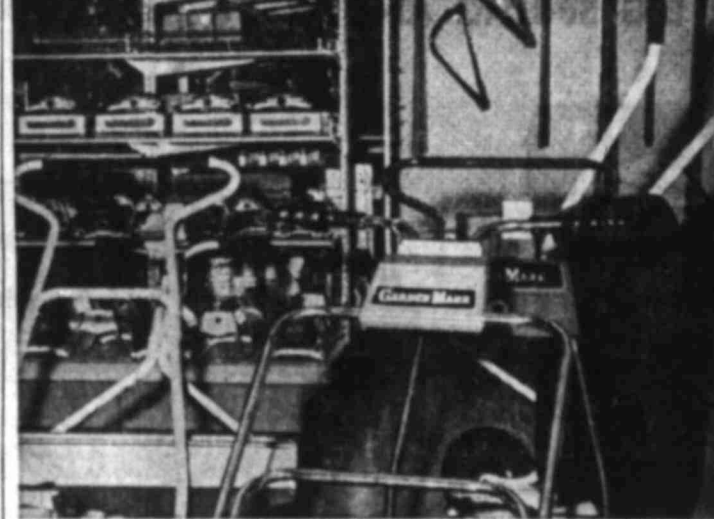
ed, arranged and marked the goods.

Training experts held classes to familiarize each employe with the merchandise he or she would handle.

Then the floors of the store were cleared of rubble, polished

and waxed to a high gloss.

Everyone in the store waited expectantly, and finally, the doors were ready to open and a new Montgomery Ward store was set to welcome its customers with a smile, plenty of merchandise and trained personnel.



**LAWN CARE NEEDS**  
To fit every budget

## New Techniques To Be Featured

New merchandising techniques and functional display settings will be featured at the grand opening tomorrow of Montgomery Ward's new Highland Shopping Center store.

George True, store manager, said the new store has 88,000 square feet of floor space including an eight-car automobile service center outdoor and seasonal sales areas.

"We've taken a new approach to merchandising in the new store," he said. "The most modern developments in merchandise display and lighting have been used. We believe the Highland store will be the most beautiful and functional yet opened by the company."

"Our merchandise lines have been tailored to fit the Big Spring market and to offer to our customers a wide selection of goods from the latest American fashions in our fashion department to ceremonial Gurkha knives from India in our catalog," he said.

Among the new merchandising innovations installed in the new store is a new, narrower system of gondola display fixtures. This provides more aisle space and has the added advantage of stack-on shelves to permit rapid display building of seasonal or fast-moving merchandise and to assure a continuous supply of goods for the customer.

Many functional displays are included in the new store—bathrooms, kitchens, patios, room settings. "This gives our cus-

tomers an idea of exactly how the merchandise will appear in their homes," True said.



**JUNE CARTER**  
Most Familiar With Employees

The person who probably is most familiar with the Montgomery Ward family here is Mrs. June Carter, head of the personnel department.

She is in charge of receiving and processing all job applications. In addition, preparation of the payroll also shapes up in her department.

She had five years of experience in personnel and payroll in Orangeburg, S. C., her native city.

She is a Baptist and a member of the Order of Eastern Star. With her husband, M. N. Carter, she makes her home at 1806 Winston. They have four children, Beverley, Mickey and the twins, Cathy and Curtis, who is the only boy among the children. Taking care of the home gives Mrs. Carter another career, so she doesn't have time for avocations.



**MRS. TIMMIE MCCORMICK**  
Watch Marks Long Service

The silver watch which Mrs. Timmie McCormick wears was presented to her on Oct. 5, 1960, as a memento of 25 years service with Montgomery Ward. She has added another five years to that record and continues her work in the new store as manager of both the infants and children departments.

Mrs. McCormick, who resides at 1518 E. 17th, was married to the late Edward McCormick, and was widowed in June, 1964.

Born in Moody, Mrs. McCormick's family moved to Big Spring when she was 12 years old and was educated in local schools. Her mother, Mrs. Joe B. Hill, still resides here, as does her sister, Mrs. Ed H. Cordes.

Mrs. McCormick began her career with Ward's in the show department, later being assigned to the receiving department and men's department.

She and her husband spent their spare time fishing, hunting and skating. She has now taken up boating, and pencil sketching. At home, she is an expert seamstress and enjoys cooking.

Mrs. McCormick is a member of the East Fourth Baptist Church where, in the past, she taught Sunday school classes.

## Models Went On To Fame

Several models who have appeared in Montgomery Ward catalogs have gone on to stardom in Hollywood. Among them are Susan Hayward, Mona Freeman, Lauren Bacall, Joan Caulfield, Sandra Dee, Tuesday Weld, Millie Perkins and Linda Christian.

**SATISFACTION GUARANTEED** or your money back! Wards policy since 1872

# it's easy to SHOP WARDS CATALOGS, TOO!

*in person, in our store...*

One quick visit to our Catalog Department can save hundreds of steps, hours of shopping, for those special needs or hard-to-find items! Our trained sales people will show you all Wards Catalogs, help you find what you want, and write your order. So, stop in soon!

*or at home, by telephone...*

Can't get out to do your shopping? Then relax at home, and let Wards do it! Just phone our Catalog Department and tell our Telephone Shoppers what you want. They will take your call, and take care of the rest. Easy? You bet! Try it and see.

**MONTGOMERY WARD**

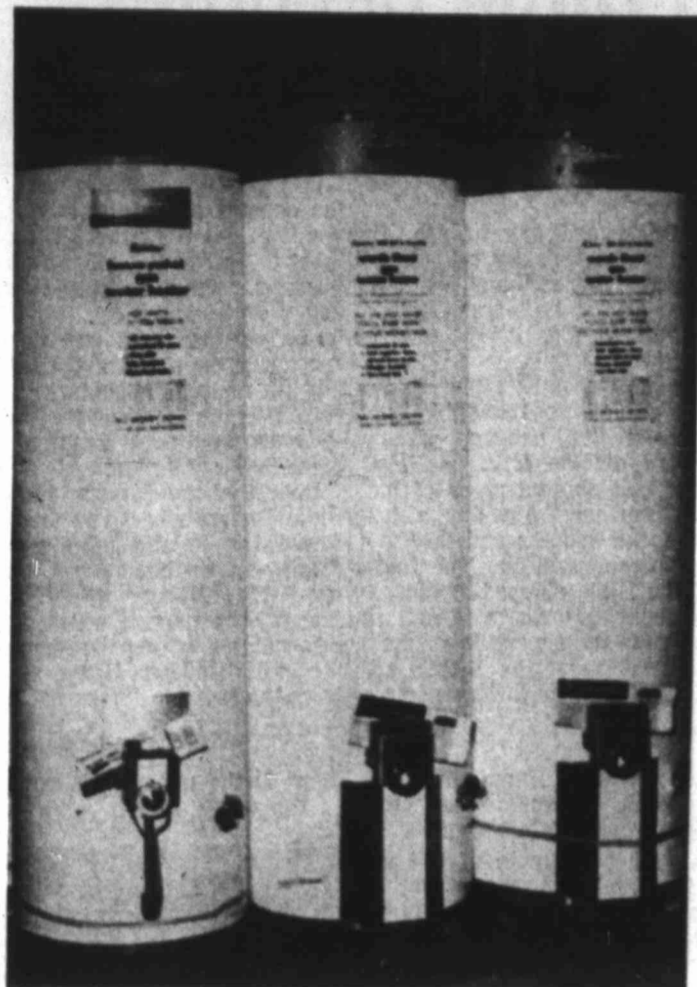
CATALOG ORDER

**prompt delivery**

**SAY "CHARGE IT"** on any item in Wards Catalogs, and make shopping still more convenient! Open a Wards CHARGE-ALL Account today.

**JUST 24 HOURS** after you place an order you can come and get it, for special "Will Call" savings. Or, we can ship it directly to your home!

**To shop at home, call (AM 4-5571)**



**WATER HEATERS**  
Insure an adequate supply

## Big Selection Of TV Sets

The greatest selection and variety of Airline television sets in history will be offered customers at Montgomery Ward's new Highland store, Bill McCarty, manager of the appliance



**BILL B. McCARTY**

### McCarty Sells Appliances

Bill B. McCarty, manager of the appliance department at the new Ward's store, has been with the company three years. He began with Montgomery Ward in Roswell, N. M., was then transferred to Lubbock, and now to Big Spring.

A native of O'Donnell, he is acquainted with many people in this area. He was formerly employed for 10 years in other retail stores in Dallas and Roswell.

McCarty, his wife, Polly, and three daughters, Shirley, 18, Nancy, 17, and Deann, 14, are living at the Ponderosa Apartments. They attend Fourteenth and Main Streets Church of Christ.

"I guess, if I have a hobby, it is coin collecting, and I wish I had more time to fish," he said. "I also like meeting people and hope to see more of them. The family hopes to become a part of, and filter into, the life of Big Spring."

## Dick Checks In All Merchandise

Every piece of merchandise at the new Montgomery Ward store here passes through the hands of A. M. Dick.

He is in charge of receiving, and this not only entails verifying incoming materials but also marking all items. During the press of getting ready for the opening he has had a force of a dozen busy. In regular operations, he will also be in charge of all deliveries of the store.

Dick was reared in Reeves and Ward counties and graduated from Barstow High School. During the war he took a course in industrial management, and subsequently he has done extensive correspondence study. He worked several years with the Chrysler Corporation in Louisiana and put in six years as a civilian worker with Webb AFB before he resigned in 1962. Once before he worked as a tire salesman for Ward's before his selection for his present position in June.

He and Mrs. Dick reside at their home on the Snyder highway with two of their children, Jerry and Kathy. The other two



**A. M. DICK**

are Steve, who is completing his work in Air Force radar school, and Mrs. Madeline Pettit. His family are members of the Anderson Street Church of Christ, and he is a Mason and Scottish Rite.

## All Home Appliances On Sales Floor

The new Montgomery Ward store will display a line of home appliances which includes washers, dryers, refrigerators and freezers, in both white and copper color shades.

The Signature brand of products, manufactured for Ward's customers, is featured.

Both cycle-cold and frostless refrigerators are included in the stock, and electric and gas ranges are featured. The ranges have the Menu Magic timing center, with lift up elements and chrome drip bowls.

Washers and dryers in the home laundry demonstration center include the automatic washer with adjustable drop feed. For rust prevention the units are epoxy flow-coated and feature acrylic life-coated enamel on chemically treated steel.

Chrome accessories are included on the units.

The Signature Imperial 15-pound automatic dryer includes four drying methods, automatic dry control with no underdrying and no overdrying, easy loading and an ozone lamp which provides sunshine freshness. In the freezer display, the 15-cubic foot deluxe chest freezer has 526-pound capacity with thin foam insulation and adjustable cold control.



**JIM ARRINGTON**

## Experienced With Tires

Jim Arrington is manager of the passenger car and truck tire department. He has two years service with Ward's, one year with the Lubbock store, and one with the Big Spring unit. But he has been in the tire business for 18 years, 12 in San Angelo.

He was district manager for the Gates Tire Company, and store manager for B. F. Goodrich in San Angelo for two years.

Born in Willsboro, Tex., where he went to high school, Arrington and his wife, Frances, have three children, Gay, 9, Gail, 15, and Gary, 21. Gary, who is attending Arlington State University, and his wife have a three-month-old daughter, making Arrington a young grandfather. The Arringtons live at 2806 Navajo Drive.

## Auto Parts Is Expanded Department

An auto parts and accessory department which has been expanded some 10 times over the supply available at the former location has been opened in the new Ward store in Big Spring. A complete line of accessories and parts is included.

The department is located adjacent to the tire service department and the auto service center. Complete installation service for all parts and accessories is provided.

Riverside rebuilt engines providing 90 days or 1,000-mile new-car guarantees are stocked, with the parts line to include batteries for autos, trucks or tractors, shock absorbers, motor oils, brake fluid, oil additives, carburetor cleaner, spark plugs and other parts.

Car accessories include two lines of air conditioners, seat covers either of terry cloth or woven plastic covers, radios, speakers, mirrors, floor mats, car polish, tools, gauges, distress signals, wash brushes and other items.

Wards Riverside motorcycles are in stock, from 50 cubic centimeters to 250 cc. The cycles are of silver, red or copper colors and are made in Italy.

The auto parts supply area is accessible to the lounge area just off the auto service center. Special filing shelves are provided in a recessed area for auto parts.



**RIVERSIDE TIRES**  
To keep the family bus rolling

## Full Tire Sales, Service Available In New Store

From servicing farm needs for tires to equipping cars with new tire needs, the new Ward store is prepared to give full tire sales and service.

Wards now offers on-the-farm service, to provide rapid replacement of tires on farm tractors, trucks and other vehicles.

Emphasis is being placed on one-stop service of all tire needs in the new tire department, located in the west portion of the new store adjacent to the auto service department.

are on display. Tires manufactured for Ward customers by Riverside include the Power Grip snow tire, with super strength nylon cord body, the Nylon ST-107, with swirl sipe tread design which resists skidding, the Nylon HST, high speed tire, with the continental rolled tread edge, and the Premium LDT, long distance tire, with dual whitewall styling and soft riding cord.

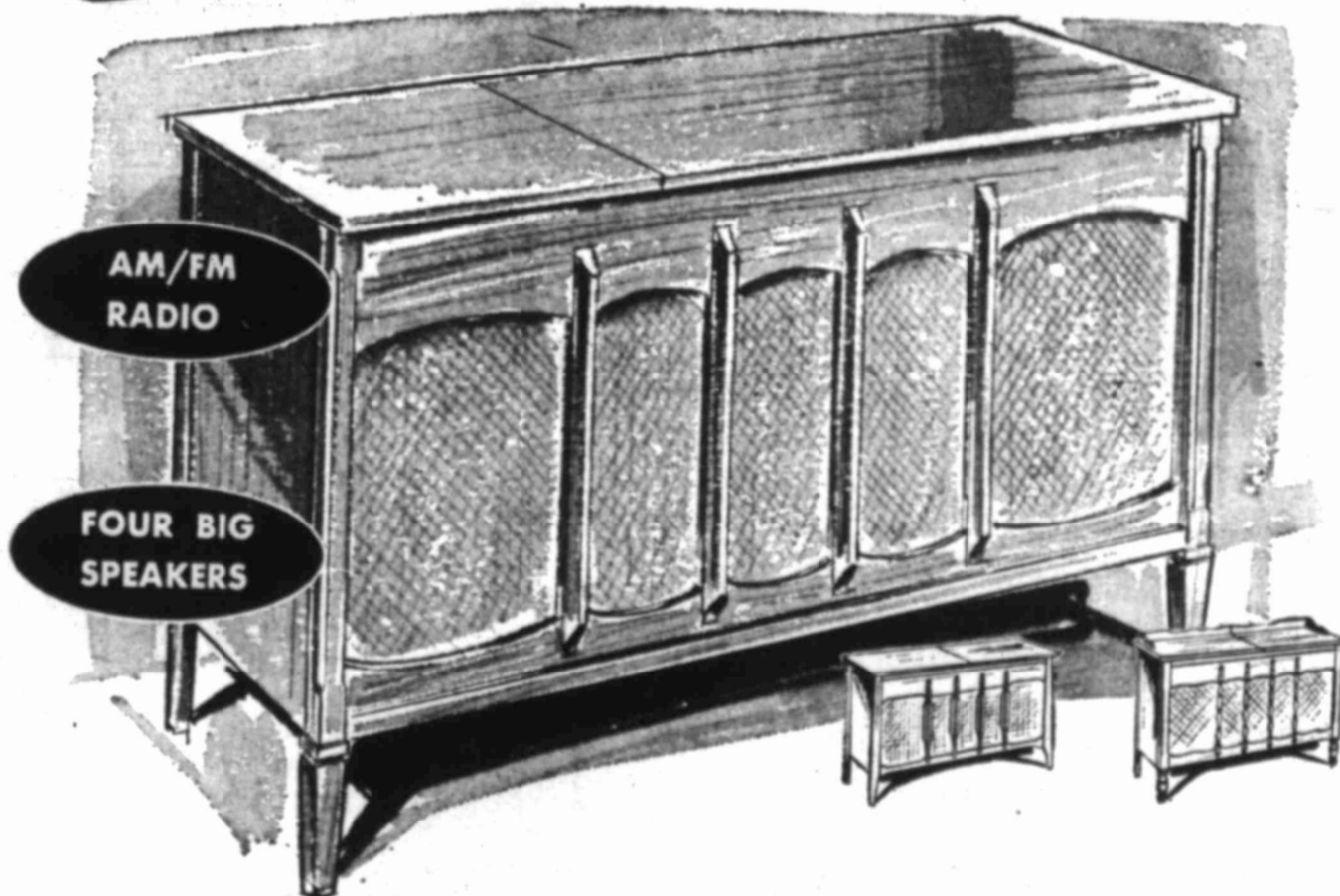
Riverside tires, now in the 53rd year of service to Ward customers, are the brand name. They carry a guarantee against any road hazard for periods of 15 months to three years.

Both white sidewall and black-wall tires are stocked, for autos, trucks and farm vehicles. Both regular and compact sizes

Free Parking For Over 1800 Cars In Highland Shopping Center  
MAKE YOUR NEW WARDS YOUR

# Stereo Headquarters

FOR BIG SPRING AND WEST TEXAS AREA



AM/FM RADIO

FOUR BIG SPEAKERS

## Save \$31.95 now! Airline FM/AM stereo console

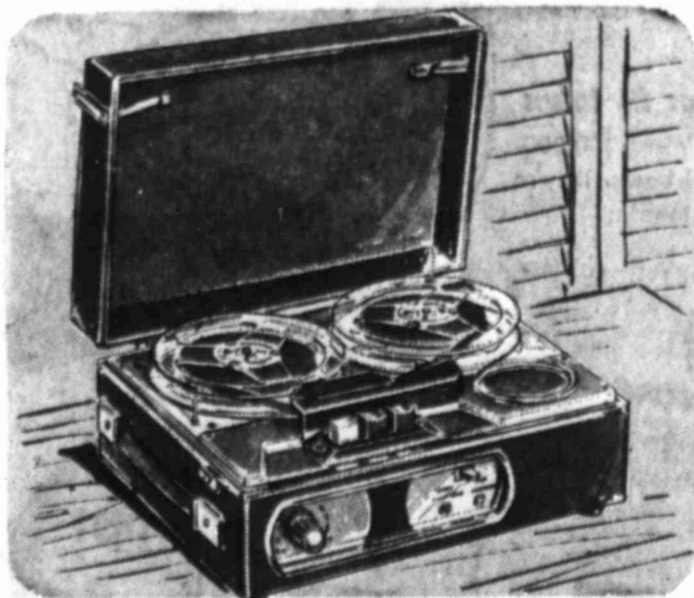
CONTEMPORARY STYLE IN GENUINE WALNUT VENEER

- Elegant hardwood cabinet in genuine walnut veneer
- FM radio receives stereo broadcasts in full stereo
- 4 front-mounted speakers provide wide sound range

**\$168<sup>00</sup>**

REG. 199.95

We Service What We Sell!

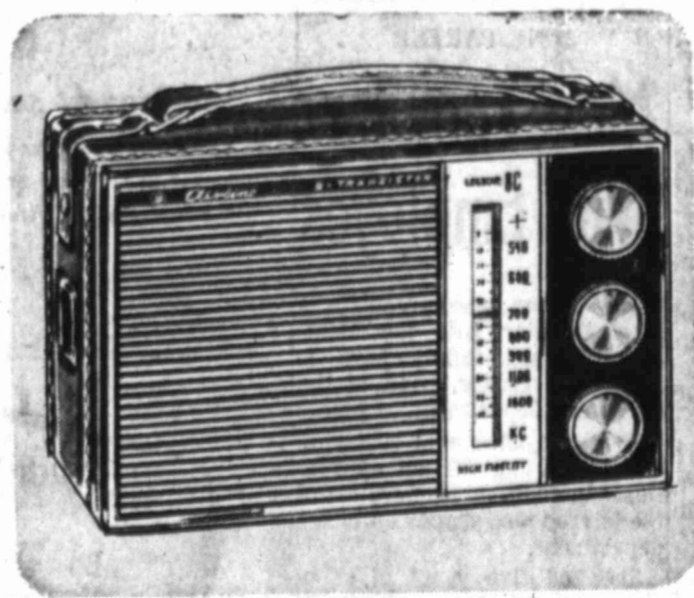


## Save \$10 now! Wards tape recorder

- 2-speed Capstan drive
- Great for letter "writing"
- Transistorized portable
- Easy pushbutton controls
- Tape, batteries included

**\$39<sup>88</sup>**

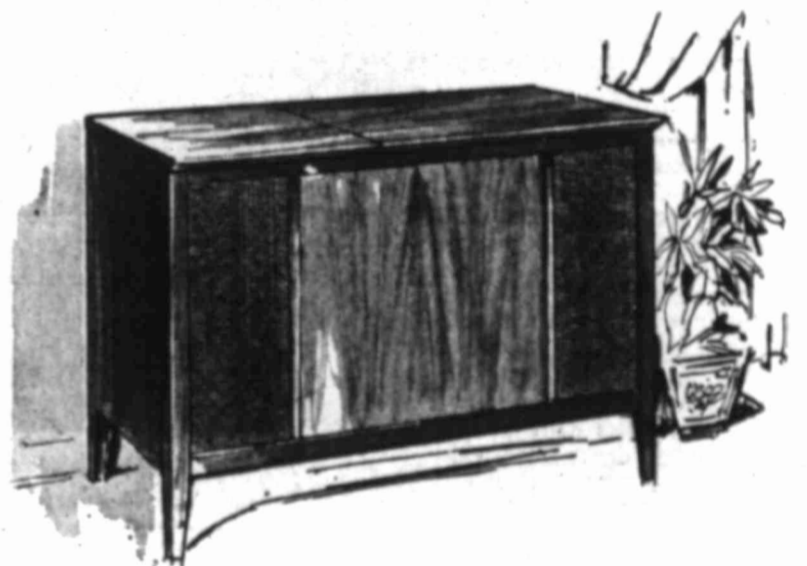
REG. 49.95



## Save \$5 now! Airline 9-transistor radio,

- Full-size, AM reception
- Powerful 5-in. speaker
- Slide-rule dial tuning
- Separate tone controls
- Handsome carrying case

**\$24<sup>88</sup>**



WARDS AIRLINE STEREO PHONOGRAPH

- Popular-styled; phono only
- Front-mounted stereo speakers
- 3 controls; automatic changer
- Satin-smooth walnut finish

**\$88<sup>00</sup>**

Special Purchase For New Store Opening

Mono and Stereo LP Records

**66<sup>c</sup>**



## Airline portable solid-state stereo ALL-TRANSISTOR PHONOGRAPH

**\$59<sup>88</sup>**

- Transistors make it lighter, trouble-free
- 2 speakers separate for true stereo sound
- 2 separate volume controls; tone control
- Deluxe 4-speed automatic record changer
- Attractive, luggage-styled carrying case

Numerous facilities repair and able at Mc retail services, elsewhere, Wards a convenient place to George. The repair provides pair and types of complete assure fast become ne. In this indicates its tomer, not chase is n time after. Complet able for Among the Ward stor stall are c boilers, a water pur electric w. Carp Out. Near th Montgom the carpe ing over Jim Mad man. "It's mi tic," he partment the people and expla of our ne ucts. We exhibit s terials. A is going t ence to explained. Maddin and he College i came to Midland. He adr was skee living. "The t you," he are almo. The M pre-schoo at 613 F bers of Main Ch Madison for just his spaw family of Thomas; gear and



**POWER TOOLS**  
For Home Craftsmen

## Speedy Repair, Installation

Numerous customer service facilities including merchandise repair and installation are available at Montgomery Ward's new retail store. These complete services, often not obtainable elsewhere, do their part to make Wards a more neighborly, convenient place to shop, according to George True, manager.

The repair service department provides speedy, efficient repair and testing facilities for all types of major appliances. A complete stock of spare parts assure fast repair jobs should it become necessary.

In this way, the company indicates its interest in the customer, not only when the purchase is made, but also at any time afterward.

Complete facilities are available for installation work. Among the many items the Ward store is preparing to install are cabinets, bath fixtures, boilers, air conditioning units, water pump systems, gas and electric water heaters, stokers,

attic fans, tile house siding, insulation, roofing and floor coverings.

Expert treatment is given to all installation work, providing that important "professional" touch so necessary to a finished job. For customer convenience, department managers handle estimate and design work.

An important segment of the new service organization is Ward's telephone unit of the catalog order department. This unit is set up to make it convenient for Ward shopping to be done by phone.

People who haven't previously shopped by telephone invariably are pleasantly surprised at its effortless ease. Selections may leisurely be made from over 130,000 items featured in the big general catalogs.

Once Ward customers discover that their shopping center is no further away than their telephone, they take advantage of this convenience again and again.

Often overlooked is the general hustle and bustle of the large retail store is the very important section known as "will call." Ward's will call department provides the customer with another easy and convenient way of shopping.

He can buy anything he wants at his convenience, place the merchandise on "will call," and pick it up when he needs it.

Another customer service, free of any charge, is the interesting and informative literature available in many departments throughout Ward's new store.

Through multi-colored, illustrated pamphlets, patrons "get the complete story" on such varied merchandise lines as hi-fi's and TV sets, draperies, major electrical appliances, auto accessories, and farm equipment. These concisely-written folders and booklets are available for the asking.

Ward's new auto service station at Highland Center can house eight cars at one time, and offers free installation of Ward tires, batteries, mufflers, brake shoes and seat covers.



**JIM MADDIN**

## Carpets Are Out Of Attic

Near the east side of the new Montgomery Ward building is the carpet department. Presiding over the displays will be Jim Maddin—and he's a happy man.

"It's nice to be out of the attic," he says. "Now, my department will be down among the people. We can talk to them and explain some of the details of our new custom made products. We'll even have room to exhibit some of our best materials. A street-level location is going to make a lot of difference to this department," he explained.

Maddin is a native of Vernon, and he attended Midwestern College at Wichita Falls. He came to Big Spring by way of Midland.

He admits that, at first, he was skeptical of Big Spring living.

"The town kinda grows on you," he said, "and the people are almost too good to be true."

The Maddins, and their two pre-school age children, reside at 613 Elgin. They are members of the Fourteenth and Main Church of Christ.

Maddin has been with Wards for just under three years. In his spare moments, he and his family spend their time at Lake Thomas; complete with fishing gear and 35 mph motor boat.

## Fashions Are In Spotlight

The women's fashions department is absolutely complete—it contains everything from formal gowns to sportswear, uniforms to Capri pants.

Ward's fashions will fit any woman from Miss to Junior and Lady's sizes.

There is a full uniform shop for the working woman—nurses' uniforms, waitresses' uniforms—featuring all the standard colors, sizes, and styles.

A back-to-school special is a complete line of Junior sizes in coordinator sets, stretch pants, Capri pants, sweaters and everything else the school-age and college-age miss or Mrs. will need this fall to stay in fashion.

The department has sportswear for every occasion—wool coordinators, sweaters, tailored blouses in solids, whites, and prints. The special Ward's coordinator sets include pants, skirts, and blouses in woolen blends as well as other materials, and in the latest fashionable colors and prints and tweeds.

Sports hosiery cannot be forgotten by the lady of action, and the department has all kinds—cotton athletic style socks, over-the-knee and knee-length wool and cotton hose for the up-to-date school girl or young woman.

And, of course, there are a variety of slacks, tights, and colorful printed-synthetic and cotton blouses, and dresses for every occasion, as well as a multitude of hats for the young and the mature woman.



**RAMONA MOLINA**

## Head Cashier For New Store

Ramona Molina began her association with Montgomery Ward 10 years ago as an assistant cashier and PBX operator. She has been head cashier for the past four years.

Miss Molina, daughter of Mr. and Mrs. Jesus Molina, 100 NW 4th, is one of 12 children and was born and reared in Big Spring. A graduate of Big Spring High School, she was later a business student at Howard County Junior College, and had already gained some knowledge of retail procedures while working part time at a local variety store.

Miss Molina is treasurer of the Altar Society of St. Thomas Catholic Church and does secretarial work for the Rev. Robert F. McDermott.

## Only One Stop Necessary To Outfit A Man

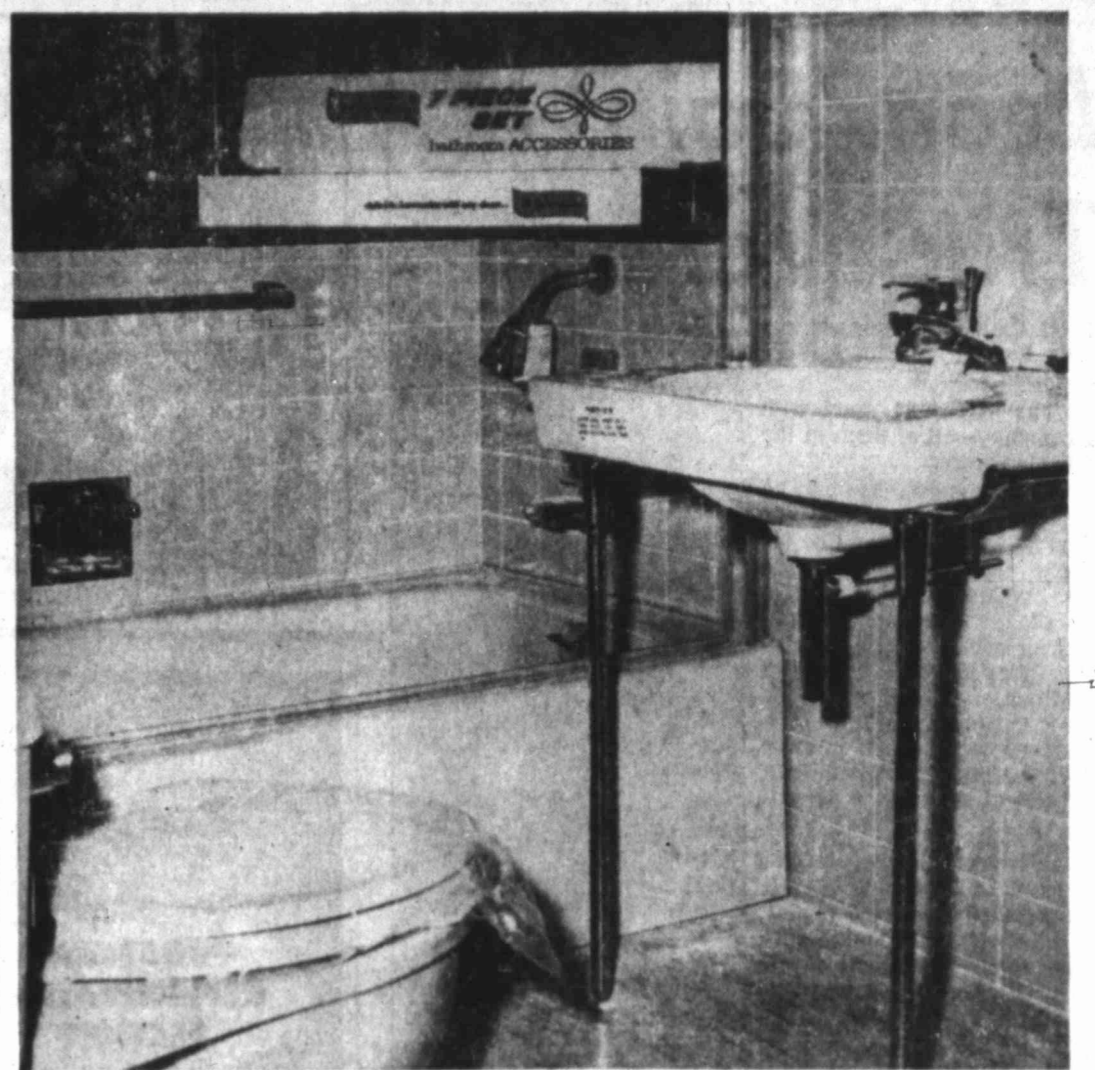
When shopping the Ward's men's furnishings department, only one stop need be made to outfit the most particular fellow, because the department has everything for the stylish, or even the old-fashioned man.

The latest styles in sport coats are stocked in the big department, and the salesmen are Ward's — trained to know what they're doing — know what they have, and what it is made of. Any style of sport coat that the particular man wants is available — Continental, three-button, any style — and in just about any material or color he wants, domestic or imported fabrics of the most fashionable kinds, and in most sizes, right off the rack.

The department has only the famous Brent dress shirts, an assurance of quality. They are of every style, color, shape, and material available — button-down collars to roll-overs, pure pima or Suprapima cotton, or wash - and - wear synthetics, whites and colors, as well as stylish stripes, tapered or standard.

An outstanding line of sports shirts is, of course, ready at hand, in all solid colors, as well as stripes, checks, tartans — woolsens, cottons, and wash-and-wear, naturally. There is a full selection of Western-style shirts too, in all the brilliant colors of the Old West, in the traditional materials and dacroneblend wash-and-wear for the modern Westerner.

Western and regular hats, are in stock — everything from the latest James Bond-type toppers to the "LBJ" sombrero.



**BATHROOM FIXTURES**  
Variety of colors, styles

available, from the old standard cardigan to the vee-neck and the short-sleeved sweater lately made popular by golfers.

Only the finest materials go into Ward's suits — the best of imported and domestic fabrics. And the suits will suit anyone, because they come in every

style from three-button to Continental cut and the finest imported fabric costs only about \$80, and many of the fine suits are priced much lower).

There is a full line of stylish Brent accessories — cufflinks, tie pins and bars, wallets, and even suspenders.

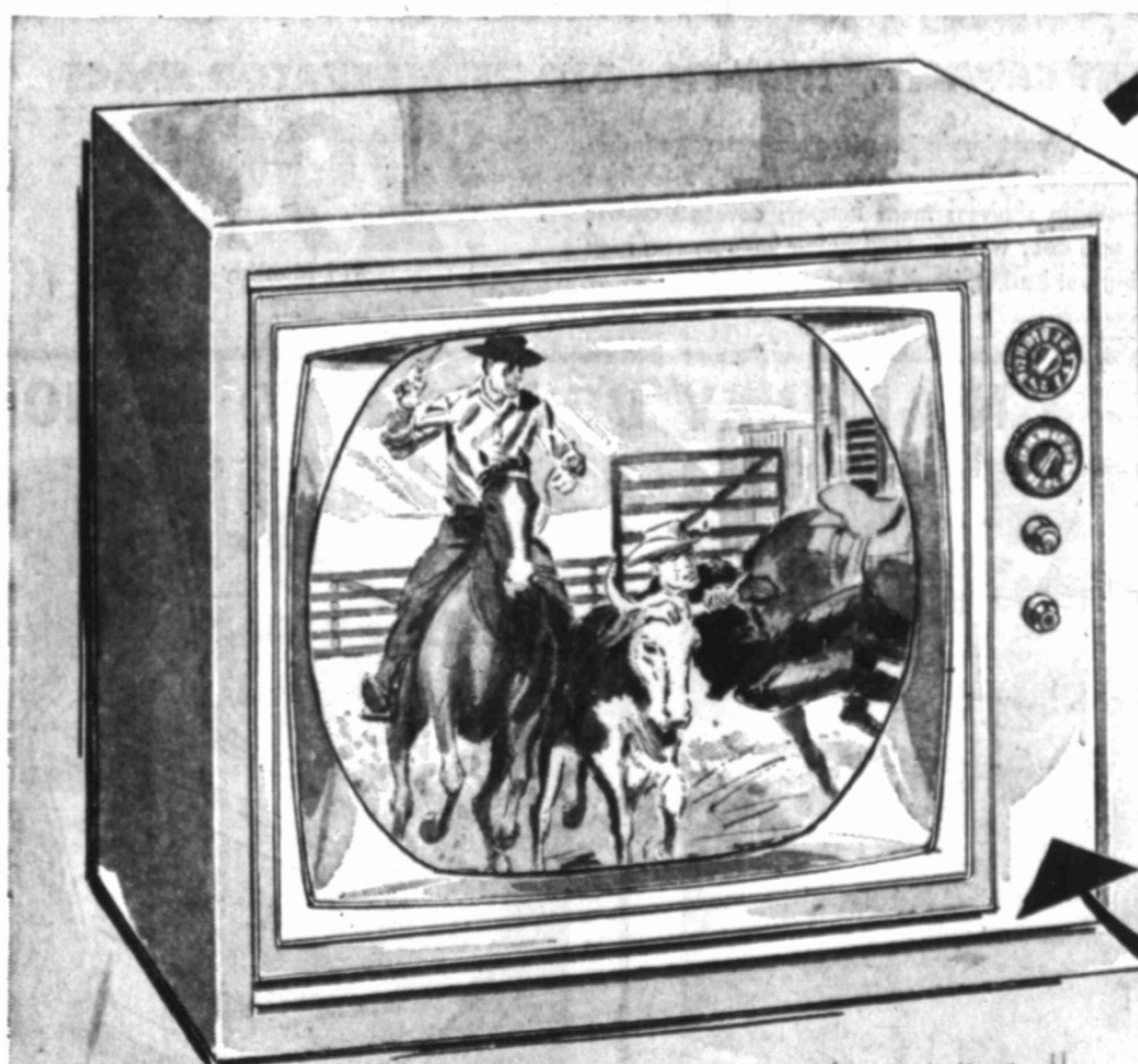
JOIN THE THOUSANDS SWITCHING TO WARDS

ASK ABOUT WARDS SPECIAL 3-YEAR HOME-APPLIANCE CREDIT PLAN

# SALE!

WARDS *Airline*

# COLOR TV



big, bright  
21-inch\* screen...  
all 82 channels

**\$298**

NO MONEY DOWN

- 25,000-volt picture power! full, rich color...sharp black and white, too
- VHF/UHF all-channel viewing...dependable long-range reception

FREE HOME DEMONSTRATION

\*Overall diagonal measurement; 265-sq. in. viewable area

**no money down**  
AS LITTLE AS \$14 PER MONTH

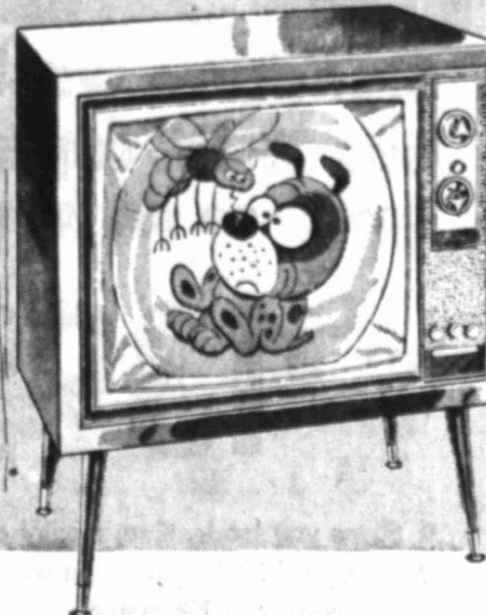
(Above payment based on a first purchase with Wards CHARG-all plan.)

FREE HOME DEMONSTRATION

Give Wards Airline color TV a try-out in your own home. No obligation to buy. Come in, or call...ask your Ward TV salesman for details.

**SERVICE NEAR AS YOUR TELEPHONE**  
Dependable work by Ward-trained technicians!

COMPARE *WARDS Airline*  
...for price and performance! You'll find that Airline is your best TV buy.



**AIRLINE 21-INCH\* COLOR TV... MODERN CONSOLETTA STYLING**

- All-channel reception; built-in antennas
- Vivid color, sharp black, white; in mahogany, walnut or maple finish

**\$338**



**ROOMY CONSOLE CABINET — AIRLINE 21-INCH\* COLOR TV**

- Gorgeous color, crisp black and white!
- All-channels; built-in antennas; in mahogany, walnut or maple finish

**\$398**

## Girls Can Be Suited

Ward's girls department includes an infant's wear section. The decor is appropriately pink-and-gold dominated, and the many racks and shelves are arranged for comfortable shopping, with wide aisles, and category-arranged areas.

The girls' department has things for girls of 14 to toddlers and infants. All clothes are Ward's exclusive brands — Tiny World for the little boys; Little Miss Brent for the younger girls; and Miss Brent for the older girls.

There are two size ranges in the department—sizes 3 to 6X for infants and young children; and sizes 7 to 14X for the older girls.

Everything the proud mother could possibly want for her infant or girl is available—undies, slips, half-slips, diapers, blue jeans, stretch pants, coats, shirts, and sweaters, all in sizes from 3-14X.

There are boxed sets of infant's sleep and play wear in sizes 3-6X, baby blankets, and gauze diapers, pre-folded or unfolded. There is even a special infant's gift section — booties, sweaters and rattles. For the size 3-6X baby boy the department features no-iron blue jeans.

## Leon Cain Is True Veteran

Leon Cain is a true veteran of the Big Spring Montgomery Ward organization.

He has served 28 years with the company—all of them in the Big Spring store.

In the new store, Cain will be chief of maintenance. This means he will be responsible for keeping the mammoth store plant machinery operating. In view of the tremendous number of air conditioning and heating facilities needed for so large an edifice, it would seem his work is cut out for him.

Until recently, when he was named maintenance man, Cain was head of the service department.

A native of Denton, Texas, Cain came to Big Spring in 1934. His specialty with the company has been air conditioning and refrigeration — training which will serve him well in his new job.

Cain joined the Ward staff



LEON CAIN

Aug. 15, 1937. He and his family live at 1311 Tucson Road. His family consists of his wife and two children, both of whom are now married and have their own homes. The Cains are members of the East Fourth Street Baptist Church.

An active member of the Independent Order of Odd Fellows Lodge 372 and of the Woodman of the World Camp, Cain serves as secretary to both groups.

Prior to establishing his residence here, Cain made his home in Breckenridge.

## Keller Moves Here To Head Men's Clothing

Three weeks ago, Edward Keller was busy in the shoe department of the Montgomery Ward Store in Sioux Falls, S. D. Two weeks ago, he arrived in Big Spring, to become chief of the men's clothing department for the new Montgomery Ward store here.

Keller is a native of Sioux Falls, but he did spend a part of his youth in North Dakota where he attended school. Most of his life however, has been in Sioux Falls, with the exception of the time he served with both the Army and the Air Force.

He has been with the Ward organization 13 years.

He and his wife and their eight children have established their home at 2713 Lynn. The Kellers like the high dry climate here. For some of their youngsters the heavy humidity of South Dakota posed a problem.

The younger Kellers are Nancy, 18, Loretta, 12, Julie, 10, Michael, 9, Pat, 8, Tammy, 7, Christi, 6, Jill, 5 and Joe, 4.

The Kellers plan to attend religious services at the Immaculate Heart of Mary Catholic Church when they have had time to get their feet on the ground.

Keller likes to fish and may be able to get some of that done this summer.

He is a member of the American Legion.



EDWARD KELLER

## Mrs. Houchin Is Unit Stock Control Manager

Ten years ago a former Atoka, Okla., housewife, who had moved to Big Spring, became connected with Montgomery Ward as a unit stock control manager. Today, that same housewife is still in that job—only now, with the vastly augmented store the company is soon to open, her duties are many times multiplied.

She is Mrs. I. L. (Maudie) Houchin. Mrs. Houchin was born in Atoka and graduated from school there. Her husband, I. L. Houchin, is an employe of Cabot Carbon Corp. They live at 1600 Wren Street.

They have four children, and two are married. They are Mrs. Billy Bob Smith, who lives on a farm outside of town and Mrs. Loy Ditto, whose home is in the city. The two children at home are Troyce, 16, and Sharon, 15. They are students in the city schools.

The Houchins are members of the Baptist church and take an active part in their church activities.

The entire family is fond of fishing and hunting and spend



MRS. MAUDIE HOUCHIN

as much time as possible pursuing their hobby. The family makes it a regular custom to spend time in Colorado each October. They are busy now planning for their annual trip to that state.

JOIN THE THOUSANDS SWITCHING TO WARDS

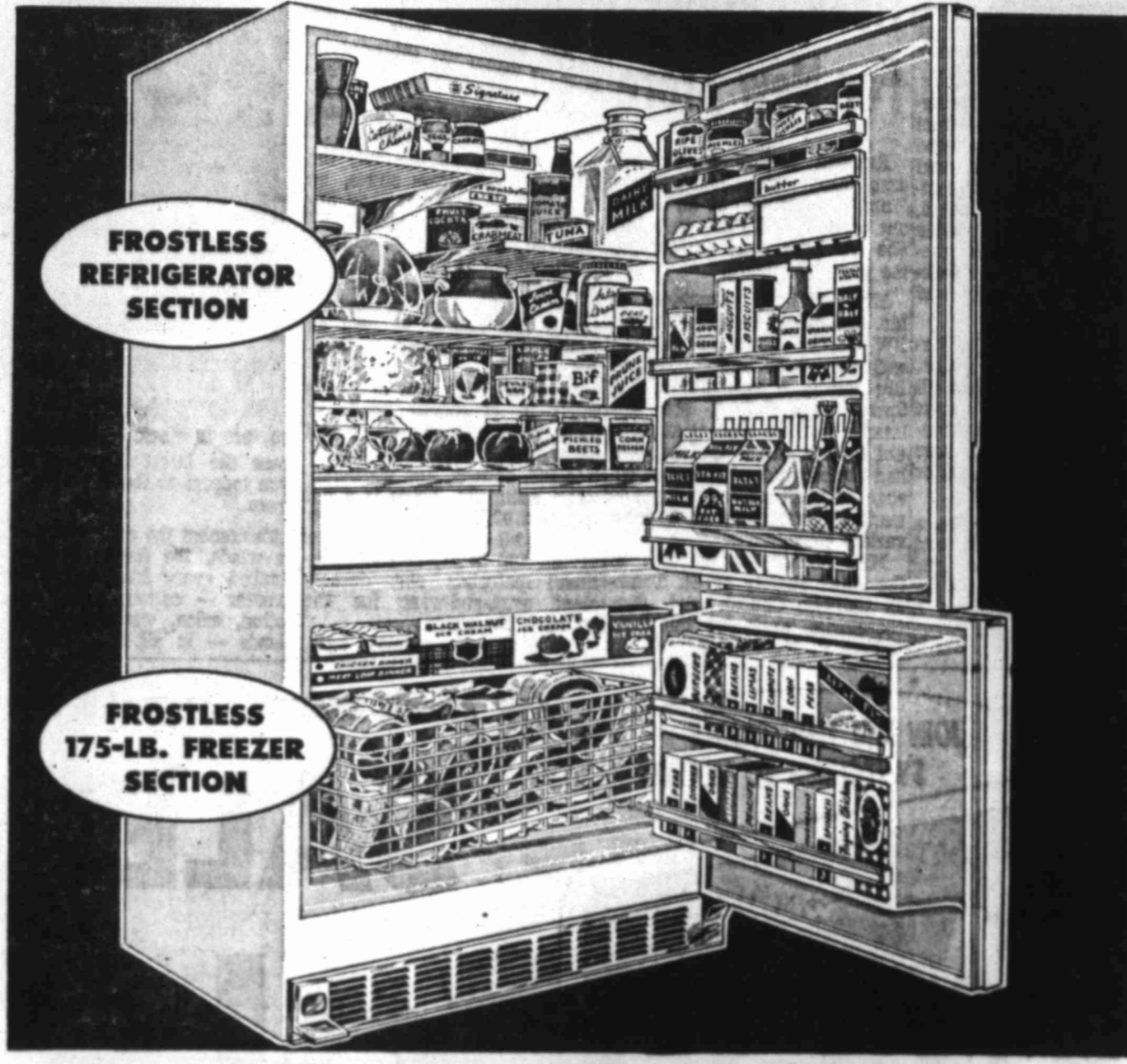
**MONTGOMERY WARD**

Free Parking For Over 1800 Cars At Your New Wards

Big Spring's

# APPLIANCE HEADQUARTERS

FREE HOME DEMONSTRATION ON ALL APPLIANCES!



FROSTLESS REFRIGERATOR SECTION

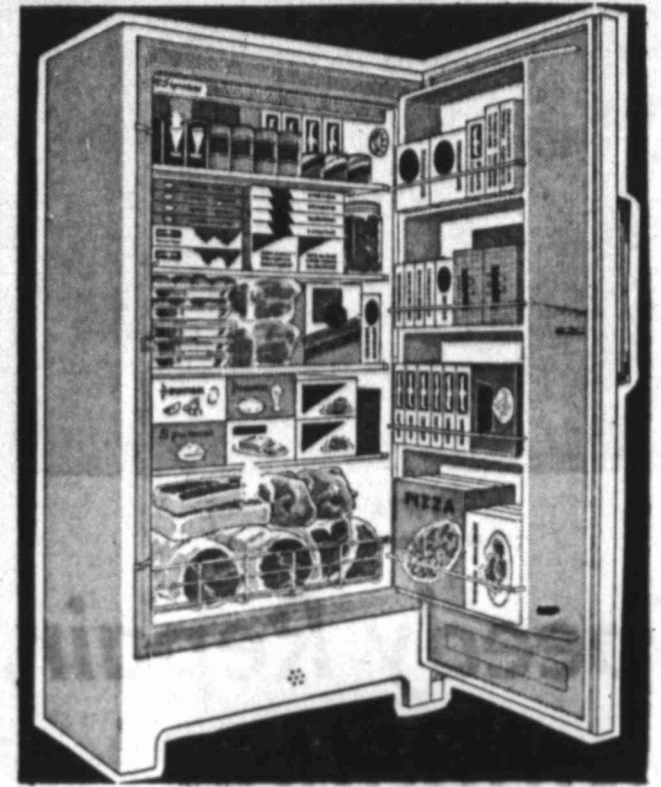
FROSTLESS 175-LB. FREEZER SECTION

## 18 cubic ft. all-frostless refrigerator-freezer

GIANT CAPACITY THAT FITS OLD REFRIGERATOR SPACE

- Thin-wall foam insulation gives more storage inside
- Frostless top to bottom—you never have to defrost
- Adjustable shelves; meat keeper; covered crisper
- Storage door with covered butter keeper; egg rack
- Swing-out basket, bookshelf door in 175-lb. freezer

**\$299<sup>00</sup>**  
\$14 Monthly



## Signature 440-lb. upright freezer

NOW AT SPECIAL LOW PRICE

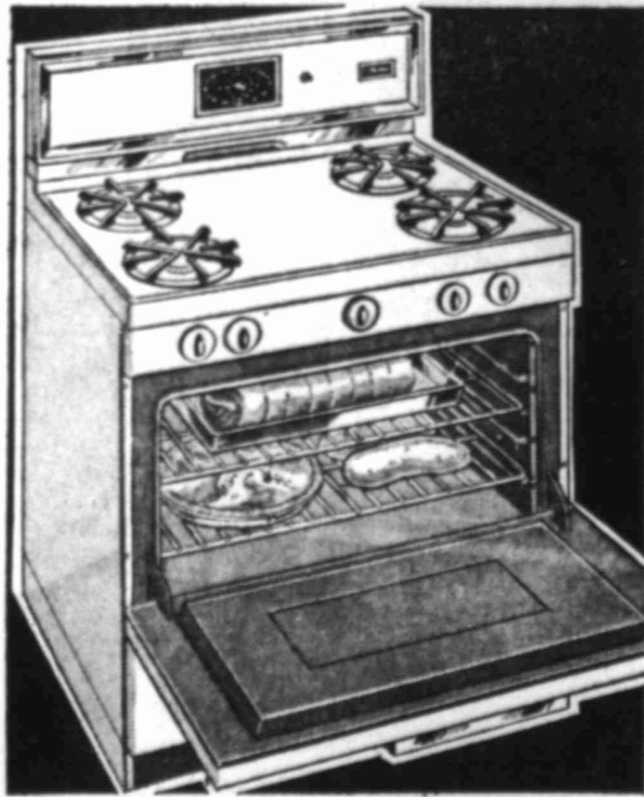
**\$169<sup>00</sup>**  
8.50 Monthly

- Roomy yet made to fit limited floor space
- 4 wide shelves plus space for bulky meats
- Bonus shelf space on handy storage door
- Fast-freeze shelves seal-in food flavors
- White porcelain interior is easy to clean

**FREE**

SPECIAL GIFTS To The First 100 Ladies Who Visit Our Appliance Dept.

NO MONEY DOWN UP TO 36 MONTHS TO PAY!



## Signature 30-inch gas range value

WITH WIDE FEAST-SIZE OVEN

**\$119<sup>00</sup>**  
6.00 Per Month

- Top burners and oven light automatically
- Dripless top holds spillovers; 2-piece smokeless broiler with removable oven door
- Appliance outlet; 4-hour clock timer



## Signature washer has 15-lb. capacity

2 LOADS DO THE JOB OF 3!

Save \$41 **\$139<sup>00</sup>**  
\$7.00 Per Month

- Saves you loads, time, money and soap!
- Safety spin lid stops action when raised
- Heavy-duty 1/2 HP motor
- Epon-primed, acrylic lifetime finish

Companion electric dryer ..... 99.00



## Signature deluxe wringer washer

HAS BIG 10-LB. CAPACITY

REDUCED TO

**\$99<sup>00</sup>**  
Only 5.00 Monthly

- 2 1/4-in. wringer rolls—automatic drain
- Deep-surge rinse pump—3-vane agitator
- Heavy-duty 1/2 HP motor, transmission
- Continuously recirculating lint filter
- Bell-type timer—5 casters (1 locking)

**No Money Down**

Up to three years to pay with Wards special Home Appliance Credit Plan. Ask about it.

**We Service What We Sell**

Prompt low-cost service by experts as near as your phone.

**Free Extras**

- Free Delivery
- Free Normal Installation
- Free Home Demonstration

**Satisfaction Guaranteed or Your Money Back**  
Wards Policy Since 1872



STOP FOR A SNACK  
Refreshments near rear door

## Snack Bar Is Provided

The new Montgomery Wards store in Highland Shopping Center will feature an all-new snack bar area.

The snack bar will be in operation all hours that the store itself is open, including the two evenings each week the store will be remaining open for business.

Seating capacity of the snack bar is for 60 persons, including 15 tables.

A counter area is included at which customers purchase food and drinks.

Mrs. W. C. Ward will manage the snack bar, which will have two persons on duty

throughout business hours. All new equipment has been installed throughout the snack bar.

A tan and cream color scheme is included in the area, which is located in the southwest portion of the main store.

Sandwiches of all types, hamburgers, cheeseburgers, hot dogs, breakfast rolls, coffee and fountain drinks will be featured. Specials will be offered for different days during each week.

The snack bar will specialize in items prepared in a new roaster being installed.

Name brands of food supplies will be purchased, in addition

## Mrs. Georgia Ward In Charge Of New Snack Bar

Chief custodian of Montgomery Ward's new snack bar is Mrs. W. C. Ward. She brings to her new work managerial experience acquired from the cafeterias of Big Spring Senior High School and Howard County Junior College.

Operating from a stainless steel kitchen, Mrs. Ward and her assistant, Mrs. Eugene Whitman, will cater to the fountain drinks and sandwiches preferences of customers and employees alike.

Just as "first week" starters, Mrs. Ward has braced her food lockers with something like 25 pounds of ham, 35 pounds of cheese, 24 packages of coffee and 18 gallons of milk.

Mrs. Ward and her family live at 1211 E. 17th. She has been in Big Spring "about 30 years." She is an active member of the Westside Baptist Church and John A. Kee Rebekah Lodge No. 153.



MRS. GEORGIA WARD

With a fisherman's twinkle, she also said that the next day, on the same hook, at Lake Thomas fishing. Mrs. Ward says that the biggest catfish she ever caught was a 30-

## Contractor Joins Staff At Wards

Robert Bryant is a former independent building contractor of Amarillo, who has just affiliated himself with Montgomery Ward. He took over his duties with the firm July 1 as head of the plumbing and building materials department—an important division of the mammoth retail establishment.



ROBERT BRYANT

Born in Denton, Bryant moved to the high plains as a youth and his education was in the Amarillo schools. He feels that his experience as an independent contractor in the building field will be of much value to him in his work with the department he now supervises.

The Bryants have established their home here and while they are not currently affiliated with any local church, they are Methodists.

The family, in addition to sport when things level off a bit at the new store.

At present, Bryant is not a member of any organization. He formerly belonged to the Amarillo Kiwanis Club and hopes to affiliate with the Big Spring club soon.

## Sewing Center Has More Than Ever Displayed

A complete sewing center has been installed in the new Wards store. The sewing center will expand the items previously provided Wards' customers in the old location.

A new item offered for the first time in the new sewing center is the Talon thread line, which the Talon firm began manufacturing for the first time last year.

Customers may match colors in the new Talon thread with the selection of Talon zippers, a long-recognized item in the Wards sewing supplies.

A full supply of Talon quality zippers is provided in the new Wards center.

The center includes a supply of sewing needs ranging from scissors guides, tracing paper, safety pins, buckle kits and similar items to patterns and materials.

The sewing center includes more than 4,000 separate patterns for the home dressmaker, for all types of dresses. The patterns are catalogued for easy reference and quick location of needed types.

Dressmaking materials are stocked in a full variety of colors and designs, with cotton, wool and synthetic types included. Wool material is available in 54-inch widths, with cotton and synthetics in both 36-inch and 45-inch widths.

A large measuring table area has been provided for customer convenience.

to good quality meats and vegetables for sandwich preparation.

The all-stainless steel kitchen area includes an automatic ice making machine and a freezer-refrigerator combination.



RUSSELL WILLIAMSON

## Williamson Is Shoe Manager

Russell Williamson is the manager of the Ward's shoe department, large enough to require six men to run it. He is new with the company, having been employed at Wellington's for the past two years.

Born near Duncan, Okla., he attended Velma - Alma High School, a consolidated school in Velma, Okla.

"That was the biggest school for such a small town — there were only about 300 residents, but that was during the oil boom, and oil field worker's kids came from all over to the school," he said. "There was even an oil well on the school grounds."

He and his wife, Lunetta, live at 304 E. 20th. They moved here from Wichita Falls. Members of the Stadium Baptist Church, the Williamsons enjoy fishing and bowling on weekends.

## Sportsman In Mind At New Store

For the sportsman or woman, the Montgomery Ward store will display a variety of items from hunting rifles to badminton sets, with a special new service of customized bowling balls. The sporting goods section has been enlarged from the previous selection available at the former location.

The new bowling service, soon to be installed, will provide both drilling and fitting of balls for the customer's individual specifications.

All caliber of guns will be on display, including rifles, shotguns and handguns. The name brands featured at Wards include Browning, Winchester, Remington, Savage, Ithaca and others.

A full line of hunting accessories is included, such as cleaning equipment from bore rods to patches, gun covers, racks, ammunition, cabinets and hunting clothes. The Western Field brand is included in the hunting line.

A supply of camping accessories to equip the family for outdoor living is displayed, such as folding cots, sleeping bags, lanterns, cook stoves, flashlights and other items.

Tents are manufactured for Wards by the J. W. Johnson Co., tent-makers for more than 90 years. These include the safe guard pup tents.

Sleeping bags are warm but lightweight, quick drying, and mildew, moth and vermin resistant.

The sporting goods section in-

cludes a supply of archery sets, bows and arrows and targets. The Ben Pearson archery sets are featured.

Fishing equipment is in stock, with rods, reels, flies, tackle boxes and other items.

Table tennis sets, weight-lifting equipment, basketball and football supplies and golfing items are stocked in a wide range of selections.

**NEW!**  
IN YOUR PAINT DEPARTMENT

**DON'T SQUINT! TINT!**

Glass Tinting in handy do-it-yourself Aerosol Cans

**EASY NEW FLOW METHOD!**

**REDUCES GLARE HEAT FADE**

**6 color Choices**  
Med. Blue, Med. Green, Blue, Green, Aqua or Solar Grey  
**100% TRANSPARENT**

**USE YOUR CREDIT AT WARDS**

2505 S. Hwy. 87 AM 4-5571

JOIN THE THOUSANDS SWITCHING TO WARDS

## HARDWOOD PANELING SALE

PHILIPPINE MAHOGANY VENEER—PRE-FINISHED!  
Reg. 5.19

3<sup>99</sup>

4x8-FT., FULL 1/4-IN. THICK

Panel a room or a wall... and see the difference! There's nothing like Wards paneling to bring rooms out of the ordinary! And it's practical, too! The panels will not split, splinter or crack... the double-coat vinyl finish will never need to be waxed!

INSTALLATION AVAILABLE

SAVE 3<sup>99</sup>

4x8-FT., FULL 1/4-IN. THICK

Panel a room or a wall... and see the difference! There's nothing like Wards paneling to bring rooms out of the ordinary! And it's practical, too! The panels will not split, splinter or crack... the double-coat vinyl finish will never need to be waxed!

**18-YEAR GUARANTEE**

If roof leak should develop because of any defect in roofing shingles or workmanship within 7 years of application, we will, at our option, repair or replace, free of charge. Pay regular current price of such repair or replacement during next 11 years, subtracting 1/216 of price for each month remaining of the guaranteed period.

5<sup>00</sup>

AS LOW AS PER MONTH

**Enjoy lasting beauty, protection, with quality 3-tab asphalt-coated shingles! Meet strict UL requirements; choice of popular colors.**

### Installed! Popular heavy-duty roofing

Enjoy lasting beauty, protection, with quality 3-tab asphalt-coated shingles! Meet strict UL requirements; choice of popular colors.

5<sup>00</sup>

AS LOW AS PER MONTH

### Wards aluminum, steel patio cover

Features embossed aluminum top, decorative scroll posts, steel mounting rails and understructure, painted fascia and built-in gutter.

\$99

10x20-FT.

**Wards jam-proof Food Disposer**

Reg. 39.99 **34<sup>88</sup>**

Wards best! Pulverizes most known food waste. Continuous feed action, sound, vibration proofed. UL Listed.

---

**Wards Signature washdown toilet**

Reg. 25.95 **21<sup>88</sup>**

Signature Toilet sold only at Wards. Glazed trapway for thorough disposal. In attractive white vitreous china.

---

**White budget china lavatory**

Reg. 13.99 **11<sup>88</sup>**

Ideal for powder room or limited bath space. Attractive styling. Stain resistant. 19x17-in. Less fittings.

---

**Wards enameled wood toilet seat**

Reg. 2.99 **1<sup>88</sup>**

Good looking—yet low price! Pressure molded for strength, seamless. Glossy white and three colors, resist chipping.

---

**Signature double-basin steel sink**

Reg. 14.99 **12<sup>88</sup>**

Customize with built-in sink! Bright white porcelain finish is acid, stain resistant. Less fittings. 32x21-inches.

# FACTORY TO YOU

YES! YOUR NEW WARDS IS OPENING WITH TRUCK DIRECT FROM THE FACTORY TO YOU! IT'S YOUR CHANCE TO BUY WITH **NO MONEY DOWN.... UP**



This Merchandise Will Be Sold Directly from TRUCKS On Our Parking Lot

ASK FOR A FREE HOME Demonstration

## BEST WASHER BUY IN WARDS HISTORY!



**SIGNATURE 15-LB. WASHER**

WHILE THEY LAST  
**YOU SAVE \$60**  
Wash from 2 to 15 lbs.

**\$199** reg. 259.95

- CHECK THE FEATURES:**
- ✓ Save work—2 washloads do the job of 3
  - ✓ Biggest home washer tub and agitator
  - ✓ New flush-away extract cycle
  - ✓ Choice of 4 speed combinations
  - ✓ Recirculating filter works full time
  - ✓ 12 wash cycles for best all-fabric care
  - ✓ Timed automatic bleach dispenser
  - ✓ Automatic fabric-conditioner dispenser
  - ✓ Full-time water and detergent saver
  - ✓ Super-wash cycle for extra-grimy loads
  - ✓ Easy-to-use pushbutton controls
  - ✓ Modern fluorescent-lighted backguard
  - ✓ Complete servicing from cabinet front
- Signature 15-Lb. Electric Dryer 139.95  
Signature 15-Lb. Gas Dryer 189.95  
Buy The Pair And Save \$10

No Money Down

## Glamorize and economize



WARDS DECORATIVE LATEX FLAT FINISH  
**26** RI G  
• High-hiding—  
• Dries odor-free  
• Leaves a smooth finish  
Only at Wards... fine quality products... price! Rolls and... Dries odor-free... an attractive... tools come clear... stain-resistant c...

Guaranteed **ONE COAT** ACRYLIC HOUSE PAINT  
Reg. 7.99  
4" Nylon Brush Reg. 5.29 **3.66** **5.99** GAL.



**GET WARDS 24-HOUR INSTALLATION**

**DELIVERS 25% MORE HOT WATER**

**ECONOMY-PRICED 30-GALLON GAS WATER HEATER**

Reg. 54.95 **39.88**

**NO MONEY DOWN**

**SIGNATURE 30-GALLON GAS WATER HEATER**

Reg. 64.95 **44.88**

**NO MONEY DOWN**

It's big enough for the average home...and costs you less! Spiral flue baffle for increased efficiency, safety pilot shuts off all gas if flame fails.

Top performance! Heats 34.9 gallons per hour at 100° temperature rise—up to 25% more than many heaters of the same size! 40-gallon size.

**24-Hour Installation**

**10-YEAR GUARANTEE**

You get a new heater free if tank fails due to defective materials or workmanship during first 5 years. You get a new heater at 50% of current price plus 10% for each succeeding year if tank fails during the last 5 years. You pay installation charges only after first year.

**NO MONEY DOWN ON ANY PURCHASE YOU MAKE AT WARDS**

Make Your New Wards Saddle Headquarters

**Save GUARANTEED 5 YEARS!**

**\$20**

**WARDS "TEXAS CUTTING HORSE" SADDLE**

**99.00**

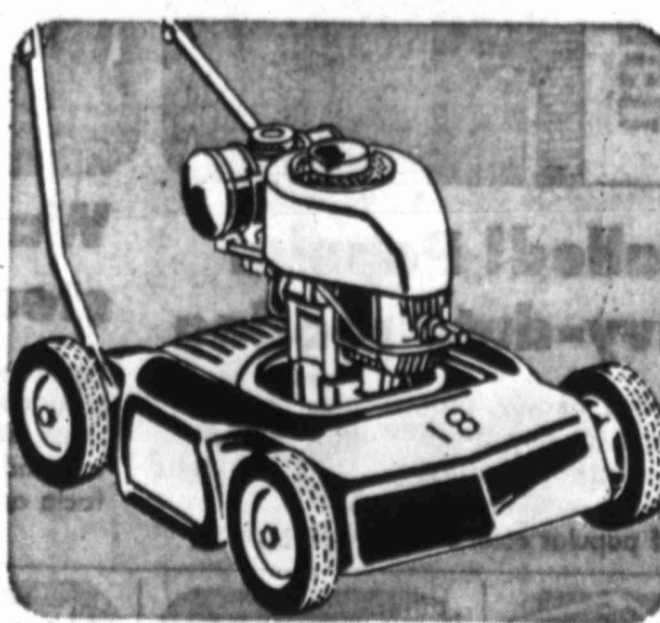
**NO MONEY DOWN**

One of our most popular models—fork styled for greatest maneuverability and comfort! Woolskin-lined skirts; full double rigging; quick-change buckles; full grain rawhide trees; 3" cantle; 3" Cheyenne roll. Features 15" avocado green quilted seat and leather-covered stirrups.

**Other Saddles Low As ... \$89**

**20-Gallon Galvanized Hot-Dipped For Extra Long Wear!**

**NOW ONLY \$133** each  
Only 500 to sell



**18-INCH EASY-PUSH ROTARY POWER MOWER**

2 1/2 hp engine—Steel wheels, 6 - inch Semi-pneumatic tires

**24.88** in carton

**PRICES CUT \$5.00 TO \$10.00**

**TWISTPROOF EXTENSION LADDER**

98

Safety-constructed aluminum...over 40 times than usual ladder... spin-proof rungs... even under heavies

16' size, reg. 19.95  
20' size, reg. 24.95  
24' size, reg. 29.95  
28' size, reg. 34.95

**WARDS FENCE FABRIC**

**31¢ Per Foot!**

**QUALITY CHAIN-LINK FENCING**

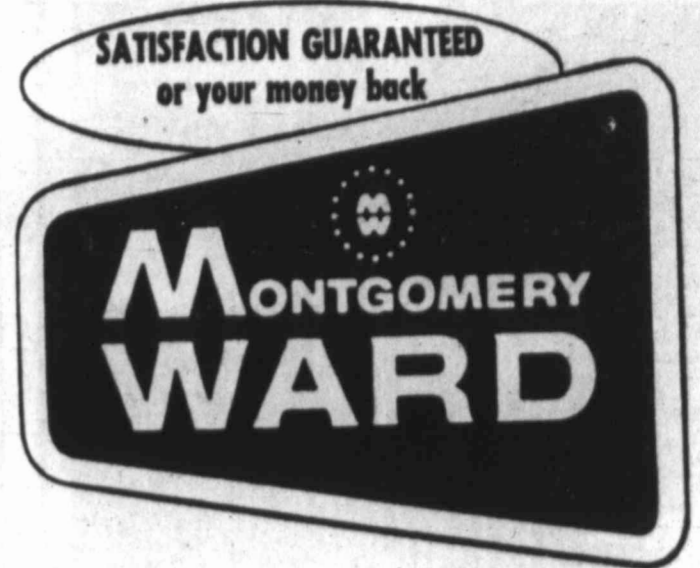
Wards fence fabric is strong because it's interwoven, durable because it's hot-dip galvanized to resist rust and corrosion. Full accessories also available at low Ward prices; and Wards can arrange the installation, too!

**Take Up To 7 Years To Pay!**



# YOU SAVINGS!

WITH TRUCK LOADS OF REAL WANTED MERCHANDISE  
 YOUR CHANCE OF A LIFETIME TO SAVE! DON'T MISS IT!  
 ... UP 36 MONTHS TO PAY!



This Merchandise  
 Will Be Sold  
 Directly from  
**TRUCKS**  
 On Our Parking  
 Lot

### and economize

WARDS DECORATIVE  
 LATEX FLAT CUT 1.33

**266**  
 REG. 3.99  
 GALLON

- High-hiding—1 coat often covers
- Dries odor-free in only 30 min.
- Leaves a smooth, washable finish

Only at Wards can you get such fine quality paint at such a low price! Rolls and brushes on easily. Dries odor-free in 30 min. Leaves an attractive, even finish. Hands, tools come clean in water. Fade, stain-resistant colors and white.

### SUPER LATEX WALL PAINT

Reg. 4.98  
**NOW 3.44** GAL.

7" Roller And Tray  
 Reg. 99¢ ..... **66¢**

### Truck Load Pillow Sale

Choose From 3 Styles  
 Feather-Kapok-Foam  
 21"x27"

REG. 2.49 REG. 3.99  
**1.77 2.47**

### 5 Piece Ranch Group

SOFA-BED, ROCKER AND  
 3 TABLES . . . \$40 OFF!

**129<sup>88</sup>**  
 Buy it off the TRUCKS  
 And Save!

5-Piece Colonial Ranch Group, Reg. 199.95 . . . . . 169.88

### Paint now—save 1.80

NEW 1-COAT FORMULA  
 SUPER HOUSE PAINT

**3.99**  
 REG. 5.79  
 GALLON

- Improved formula covers in 1 coat
- Resists mildew discoloration
- Self-cleaning—stays bright white

New-Formula Super White house paint is easy to apply, cuts painting time in half! Extremely durable, stays bright for years under the hardest conditions. Self-cleaning white resists mildew, fumes—washes clean with every rain!

### WARDS OWN "SUBURBIA II" SAVE \$70 ON

Top Quality Solid Walnut Furniture...

Set with 5-drawer Chest ..... \$175

**120<sup>00</sup>**

Bed Triple Dresser with Single Mirror

### SAVE ON THESE INDIVIDUAL MATCHING SUBURBIA PIECES DURING OUR TRUCK LOAD SALE!

Solid Walnut 5-Pc. Round DINING ROOM SUITE Reg. 160.00 ..... <b>\$120</b>	5 Piece Drop Leaf DINING ROOM SUITE Reg. 164.95 ..... <b>\$132</b>
Solid Walnut CHINA CABINET Reg. 199.95 ..... <b>\$135</b>	Solid Walnut LARGE BUFFET Reg. 109.95 ..... <b>59<sup>88</sup></b>
Solid Walnut NIGHT STAND Reg. 42.95 ..... <b>\$20</b>	Solid Walnut 4-DRAWER DESK Reg. 89.95 ..... <b>\$50</b>
Solid Walnut Full Size or Twin Bed Reg. 49.95 ..... <b>\$25</b>	MATTRESS AND BOX SPRING SET Reg. 119.00 ..... <b>\$79</b>

### T \$5.00 TO \$10.00

SAFETY-CONSTRUCTED OF RUSTPROOF ALUMINUM...over 40% more rugged than usual ladder alloys. Patented, spin-proof rungs prevent twisting even under heaviest strain.

**988**  
 14-FT. REG. 14.95

16" size, reg. 19.99 ..... 14.88  
 20" size, reg. 24.99 ..... 17.88  
 24" size, reg. 29.99 ..... 21.88  
 28" size, reg. 34.99 ..... 24.88

### Sturdy Wood STEP LADDERS

4' Reg. 4.39 ..... now 3.79  
 5' Reg. 4.99 ..... now 4.29  
 6' Reg. 6.59 ..... now 5.79  
 8' Reg. 9.49 ..... now 8.49

### Sturdy Aluminum STEPLADDERS

5' Reg. 10.99 ..... now 8.88  
 6' Reg. 12.99 ..... now 10.88

### See Our Complete Line Of PAINT SPRAYING EQUIPMENT

Portable Home Sprayer Outfit ..... \$29.99  
 1/3 HP Sprayer Outfit ..... \$59.99  
 1/2 HP Sprayer Outfit Sprays, Inflates, Delivers 3.2 CPM at 40 PSI ..... \$129.99

### REMNANT SALE!

WOOLS—NYLONS—ACRILANS—RAYONS  
 One Low Price in Each Group

Group 1  
 SIZES FROM 12x12 TO 12x19 1/2 **49<sup>88</sup>**

Group 2  
 SIZES FROM 12x12, TO 12x19 1/2 **59<sup>88</sup>**

### SAVE \$40

**129<sup>00</sup>**

- Console styling, wide screen — at low portable price
- Bright screen; aluminized tube for sharper picture
- Tinted safety glass reduces glare, improves contrast
- Automatic gain control locks in picture — no fading
- All-channel reception — built-in UHF/VHF antennas

\*Overall 282 sq. in. viewable area

### 19" Portable TV

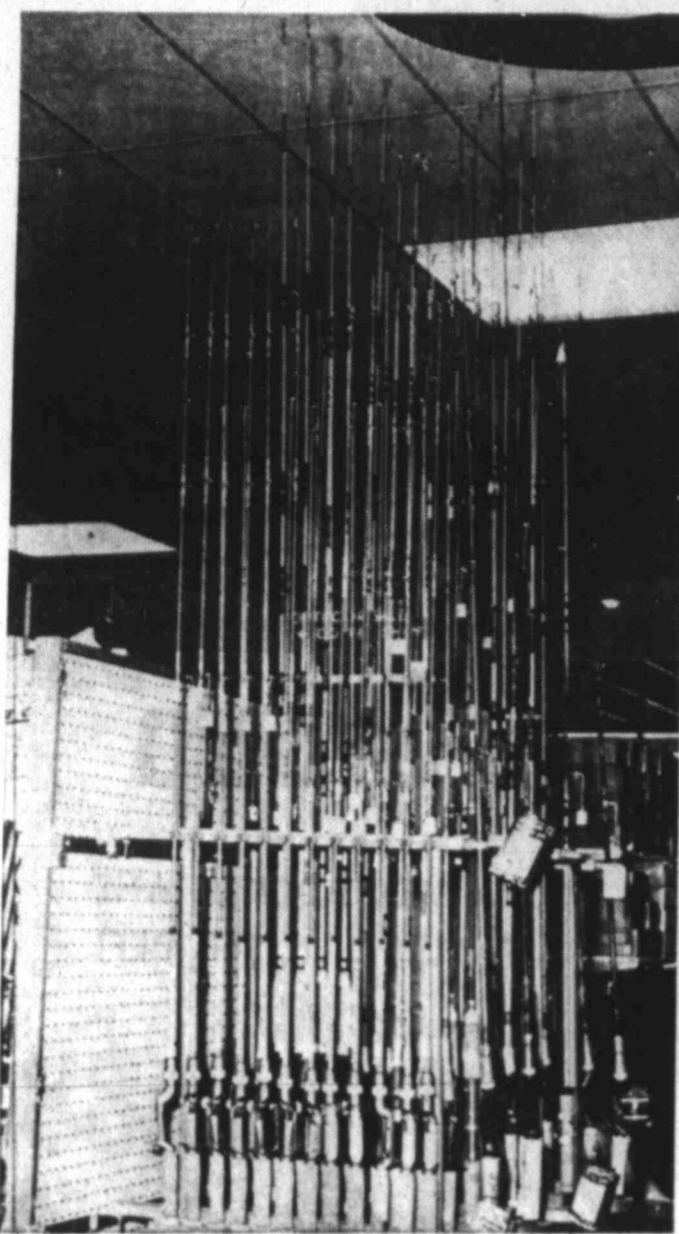
All 82 Channels  
**87<sup>00</sup>**  
 No Money Down

We Service What We Sell !!!  
 No Money Down  
 Up To 36 Mos. To Pay

### FABRIC

Use it's interwoven, designed to resist rust and available at low Ward price. Installation, too!

Pay!



FISHING EQUIPMENT  
Selection of rods

## Easier Shopping Due To Layout

A major breakthrough in "inner space," achieved by technicians in Montgomery Ward's store layout department, will make shopping trips to Ward's new Highland store much more enjoyable and rewarding.

George True, store manager, reported. "Thanks to a completely new group of store fixtures and their layout, customers will find 30 per cent more merchandise on display and that the width of our aisles has been increased," he said.

Making this remarkable combination possible is the development of an integrated system of two by four foot display fixtures and modular wall panels. All the new fixtures are Ward's exclusive design.

The new metal display fixtures have a vinyl-clad Danish toast finish, and are designed to give each department a distinctive touch while harmonizing with other sections.

Fixtures which store as well as display merchandise have stack-on drawer units, each 11 inches high. They are mounted on a low, six-inch platform.



RONALD HERRETH

## Herreth Is Spts. Manager

Ronald Herreth, head of Montgomery Ward's sporting goods department, is another airman who was sent to Big Spring for training at Webb AFB and who, once his hitch in the service had ended, elected to stay here and make Big Spring his home. A native of Corsicana, Ronald attended school in Houston.

He lettered in football, baseball, basketball and golf—activities which will be of much help to him in his work in the sporting goods section of the new store.

He is just beginning his service with the Montgomery Ward organization. He completed his time in the Air Force in November, 1964. A hospital technician, Herreth moved to Dallas and took a job with a hospital there. However, he was eager to get back here and when the opening showed up at Wards, back he came.

He married a Big Spring girl, the former Jessie Paddick. They have a daughter, Karan, one year old. The Herreths live on Hilltop Road north and east of town.

As would be expected Herreth's hobbies are hunting and fishing.

"Thanks to the new pull-out drawers, we are able to utilize all the storage space in a display unit while giving our staff easy access to the merchandise," True pointed out.

Displays of merchandise are arranged in a wide variety of ways and utilize many different, although interchangeable, fixtures.

Special illuminated displays have been designed for the shoe and giftware departments. The giftware department display is lighted from both above and below, and the merchandise is tastefully arranged on transparent shelves.

New wire basket displays allows items to be mass merchandised while items remain neat and orderly. Distinctive wire shelves have been developed for soft goods and a new lamp department display allows each lamp to be illuminated.

"In addition to providing our new store with all the refinements in fixtures and displays, including new bathroom and kitchen planning centers, Ward's store layout department has provided an innovation which offers our customers more rapid service with their purchases," True said.

Special cashier units have been installed at strategic locations in the new store. For fast service customers may bring their purchases directly to the elevated units, equipped with cash registers and wrapping facilities.

Other functions of the store layout department includes locating the new store's departments so that they bear the closest relationship to one another.

And the Highland store has been provided with the most up-to-date lighting facilities. Every area is brightly illuminated, thus adding to the satisfaction of shopping in a truly modern store.

"In order for merchandise to sell it must be seen and be easily accessible to our customers," the manager declared. "And these facts have guided Wards in designing and installing all the selling aids in the new Highland store."

## Catalog Offers Lots Of Articles

It would take a store about the size of Grand Central Station in New York, according to George True, manager of Montgomery Ward's new store, to stock the thousands of different items that shoppers can purchase at Wards.

Making this number of items available to Big Spring area shoppers is the province of the modern catalog order department.

"Should a customer fail to find what she wants on our counters," True says, "she merely has to go to our catalog order department and make her selections with the help of our trained clerk, from the company's general and special catalogs."

The catalog expert will write out her order for her and mail it postage-free to the nearest Wards mall order house. The customers' merchandise will be delivered to the store within one or two days.

JOIN THE THOUSANDS  
SWITCHING TO WARDS

**MONTGOMERY  
WARD**

FREE PARKING FOR OVER 1800 CARS AT YOUR NEW WARDS

# BIG SPRING'S HARDWARE & ELECTRICAL HEADQUARTERS

# FREE

THREE DAYS  
Aug. 5th, 6th, 7th

# SOIL and BUG CLINIC

AS A PUBLIC SERVICE, WARDS WILL HAVE TESTED, TWO SOIL SAMPLES (BRING THEM IN AN UNBREAKABLE CONTAINER) FOR YOU, BY EXPERTS TO DETERMINE WHAT YOUR SOIL NEEDS TO GROW HEALTHY GRASS, SHRUBBERY AND TREES. TAKE SAMPLES FROM YOUR LAWN AND ONE FROM YOUR FLOWER BEDS OR GARDEN, TAKE SEVERAL FROM EACH AREA AND MIX THEM. THEY WILL BE TESTED AND A DETAILED WRITTEN REPORT WILL BE GIVEN YOU TO DETERMINE YOUR PLANTS' FOOD NEED.

ORTHO FACTORY EXPERTS WILL BE ON HAND TO HELP WITH YOUR INSECT AND PLANT DISEASE PROBLEMS.



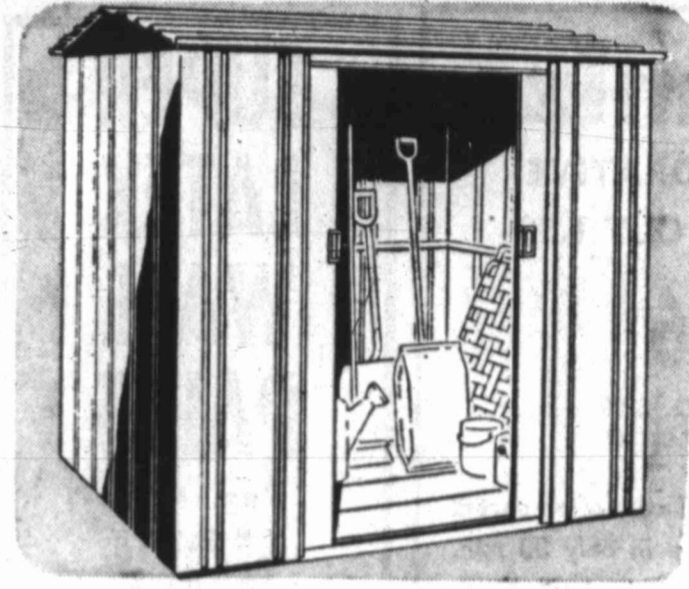
## SOIL CONDITIONERS By WACCO QUICK GREENING POWER



ALL PRODUCTS  
STOP YELLOWING  
AND SUPPLY  
TRACE ELEMENTS  
NEEDED FOR RICH  
DARK GREEN  
PLANT GROWTH.



AN EXPERT WILL  
HELP YOU  
CHOOSE THE  
PRODUCT THAT  
WILL SATISFY  
YOUR NEEDS  
INDICATED BY  
YOUR SOIL  
REPORT.



Save \$11! 6x5-foot  
steel storage shed

Watertight, windproof, fire-proof building is ideal for low-cost tool storage! Complete with pegboard; plywood floor; lock and keys.

**79<sup>00</sup>**

REG. 89.99

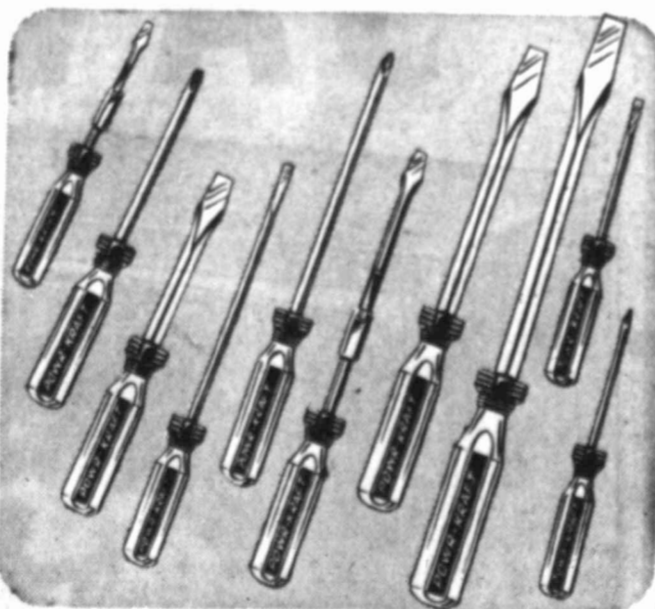


## GIANT RUBBER PLANTS

FISCUS DECORAS

Beautiful rubber plants require minimum of care! Shiny, leathery, oblong leaves grow 6" to 18" long, 3" to 6" wide. Ideal as a tubbed or potted specimen.

**99<sup>c</sup>** UP TO  
24" HIGH



Save 13¢ to 63¢ on  
Wards screwdrivers

Assorted screwdrivers—Wards finest—offered at tremendous savings! Choice of round and square shank, Phillips' and screwholding.

EACH  
**66<sup>c</sup>**

Reg. 79¢ To 1.29

## INDOOR-TYPE ROMEX CABLE

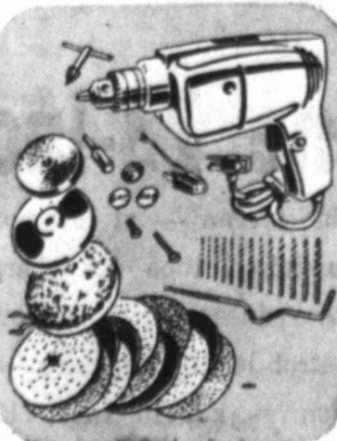
DEPENDABLE WIRING IN  
BIG 250-FOOT COILS

**4<sup>c</sup>** FT.

#14/2 NM

Perfect for any indoor wiring job, major appliance installation! Has moisture, fire-resistant fiber jacket; solid copper conductors. Color coded for easy tracing.

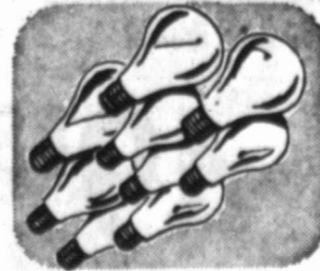
250-ft. coil 12/2 NM ..... Ft. 05¢  
250-ft. coil 12/2 WG ..... Ft. 06¢  
250-ft. coil 14/2 WG ..... Ft. 04¢



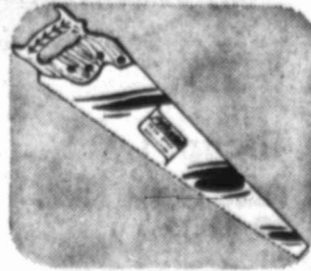
35-Pc. Drill Kit  
Reduced 3.11

**988**

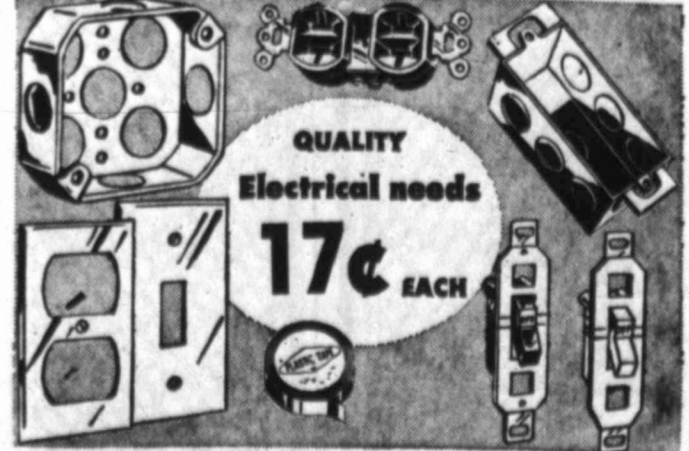
Reg. 12.99. 1/4" drill w/adaptor, 12 sanding discs, 13 bits, bonnet, backing pad, mixer, adaptor kit.



Frosted Light Bulbs, Regularly 45¢ Each  
60 and 100W. 8 FOR  
White standard base bulbs. **100**



Our lowest price for a stainless steel saw  
Stays sharper, longer — and it's rustproof! **299**



QUALITY  
Electrical needs  
**17<sup>c</sup>** EACH

FREE ESTIMATES ON WARDS QUALITY CHAIN LINK FENCING!

## Servicemen Can Repair Anything

"If the day arrives when a space capsule is brought in for an overhaul, we'll be able and willing to handle the job," says James Ovarick, service department manager at Montgomery Ward's new Highland store.

All new with 100 per cent modern equipment, the service department is one of the highlights of the new look at Wards.

Ward officials say the local service facilities "incorporate the newest techniques in repair equipment and in analysis of appliance trouble, and will provide maximum service for customers in accord with the company's policy of 'satisfaction

guaranteed or your money back."

Service capabilities in the new department range from the sharpening of rotary and reel-type lawn mowers to repairing complicated pumps on farms. A modern testing tank designed especially to test outboard motors under simulated lake and stream conditions has been installed.

**TESTING EQUIPMENT**

Modern electronic testing equipment for television sets is now in operation and an automatic tube analyzer will enable customers to test their own TV and radio tubes if they so desire.

Four new service trucks are fully equipped for fast dispatching to service calls are included in the list of new equipment. They provide the department with mobile repair shops for work in the field.

Spare parts have been increased until the service department now has more than 4,000 different parts. A complete assortment of TV and radio tubes, and hi-fi phonograph needles is also available.

New equipment makes it possible for Ward's servicemen to repair all types of gasoline engines. The new store's service department is an authorized Briggs & Stratton engine repair service center.

**EXPERT CREW**

Modern facilities are on hand for repairs to heating and pump systems, and an expert crew is available to perform installation services.

The department also handles TV antenna installations as a special customer service.

Complete gun repair service is available from a crew of gun experts who provide maximum craftsmanship. Factory service is also available on specialized items.

And Ward customers are offered extended protection against unexpected repair bills through the purchase of Ward Service Contracts which include both parts and labor for repair jobs. Appliances which can be covered include refrigerators, freezers, clothes dryers, automatic washers, air conditioners, TV sets, hi-fi's and stereos.

Ward's Highland service department facilities have been set up under the supervision of James Parker, the company's zone customer service manager with headquarters in Fort Worth.



JAMES OVARIK

### Ovarick Heads Service Dept.

Ward's appliance service manager, James Ovarick, is not known by that name by store employees. They call him "James O." because they can't yet remember how to pronounce his name. He pronounces it O-Far-ik, with the accent on the middle syllable.

Head of a six-man department, Ovarick's job is a double one - supervisor of servicemen and clerks, and customer relations.

He and his wife Betty live at 2206 Morrison. They moved here from Austin, where Ovarick was assistant service manager with Ward's for four years.

Born in Giddings, he went to high school in Dime Box before going to Austin and the Ward's store there.

## Variety Of Furniture Styles On Ward's Floor

"Salem Square, Montgomery Ward's Style House program of Early American styled furnishings, has been created for today's Americans from America's rich and colorful past," Max Alexander, manager of the furniture department at Ward's new Highland store, said.

"Among the many Early American items of furniture styles offered in Ward's Salem Square collection," Alexander said, "Are the captain's chair, Boston rocker, step table, cabinet's bench, and hutch cabinet."

Also included in the collection

are the dry sink, gossip bench, kneehole desk, mate's chair, deacon's bench, apothecary chest, spindle and canopy beds, Hitchcock arm and side chairs, arrow back chair, child's Boston rocker, harvest bench, swivel rocker, dough box table, bachelor chest, and lady's sewing rocker.

Ward's coordinated collection of Early American furniture is made of carefully selected solid maple, for strength and durability, and has been finished in a warm, antique Mapletone.

All pieces included in the Salem Square collection blend with one another since details of authentic styling are repeated throughout the group. Also, the finish of the various pieces will always blend.

Additional evidence of Salem Square's fine workmanship can be found in its drawer construction. All drawers are dovetailed front and back for rigidity, center guided for smooth operation, and each drawer is set apart by dust-proof panels within the case.

The Salem Square workmanship is carried out in the entire collection, including the upholstered pieces whose frames are all made with kiln-dried hardwood main joints are doweled, glued and reinforced with corner blocks.

Coil - spring construction is utilized to provide deep springs made of Premier grade wire coils. The coils are interlocked by steel rods anchored to the frame to create yielding yet supporting foundations for seat and back cushioning.

The cushions themselves offer sink-in comfort with resilience you can see, thanks to the use of Wardfoam, which entraps thousands of tiny buoyant air pockets.

And the upholstered pieces are covered in Early American patterns of modern American materials. The fabrics offer maximum wear and lasting beauty, thanks to soil-resistant surfaces.

"America's warmest welcome can be yours to extend through Salem Square's cheerful detail and honest comfort," Alexander stated. "And being a part of Ward's Style House program guarantees that color, design and quality have been developed by experts to assure good taste, color harmony, and outstanding value."



MAX ALEXANDER

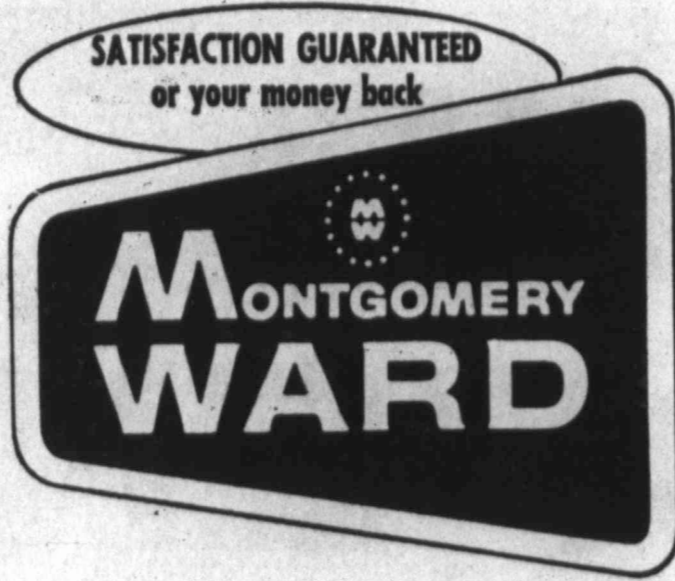
### Max Alexander In Furniture

The manager of Montgomery Ward's furniture department has been with the company for three years in Big Spring. He started in the appliance department, went to manager of that department, and then to furniture. He has been a resident here 11 years, and was an employee of another firm before going to Ward's.

Mr. and Mrs. Alexander (Shirley), have five children, Danny, 15, Barbara, 14, Susan, 12, Bobby, 8, and Patricia, 2. They live at 2400 Alabama.

The family attends the Fourteenth and Main Streets Church of Christ.

Since coming to Big Spring, Alexander has attended Howard County Junior College.



Free Parking For Over 1800 Cars

# Grand Opening

Thursday 10 A.M.

## GOOD POWER...GREAT BUY!



RIVERSIDE TORNADO FOR THRIFTY START POWER

\$6.49

6-volt trade OUTRIGHT 10.45

6-volt tornado guaranteed 12-months. Our lowest priced battery. Made for basic start-power needs and light service. Fits: Chev., Dodge, Plym. 40-54.

12-volt Tornado. 18-month guarantee. Fits: Chev. 55-64, Dodge, Plym. 56-64. Outright 12.95, w/trade 8.95

INSTALLED FREE

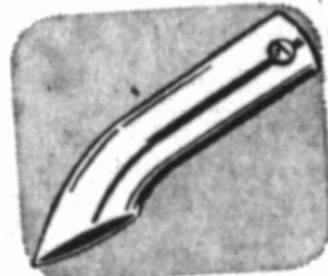


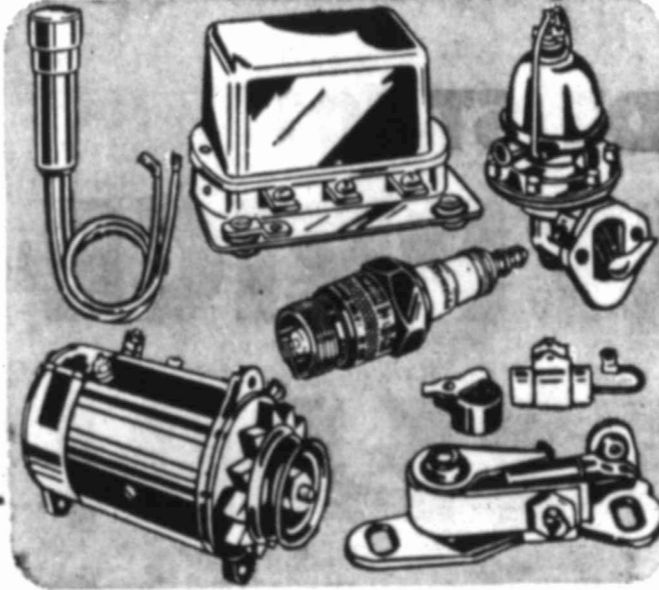
Illustration Suggestive Exhaust Extension

Hides unsightly tail pipe, ends bumper stains. 29¢



COMMANDER OIL

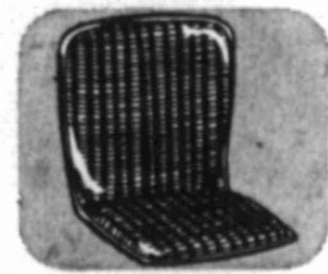
Wards lowest price non detergent motor oil. SAE 10W, 20-20W, 30 or 40. 10 qt. can. now 10¢



## Wards is your best stop for auto parts

Famous Riverside parts! Finest quality available, priced as low as possible. Just look...

Spark Plugs ... ea. 39¢ Fuel Pump low as 7.29  
Voltage Regulator 3.99 Generator low as 9.99  
Ignition Kit ..... 1.29 Timing Light .... 2.00



Save on best air-cooled wire cushion Large, single seat type. Assorted colors. 69¢



WARDS BRAKE FLUID Heavy-duty brake fluid. Exceeds SAE specs. Pours at -60°; won't rust, corrode metal parts. 49¢

## Western Field Shotgun



THE EVER-POPULAR PUMP ACTION 12 GAUGE

\$69.99

NO MONEY DOWN

- Fast, 6-shot pump action for speed
- Lightweight balance for handling
- Adjustable choke for all game

All this plus deluxe styling! You'll be proud to show this one off! Exclusive top-mount safety.

20-gauge, bolt action shotgun with adjustable choke ..... 42.99  
Single shot, 12-gauge shotgun with automatic safety ..... 29.99



## Low-base shotshells for med. range use

High quality Reliance shells with non-corrosive primers. 2 3/4-in. 12-ga.; size 6 and 8-shot; 3-drams powder. 170 gr. 30-30 ..... 3.75 box

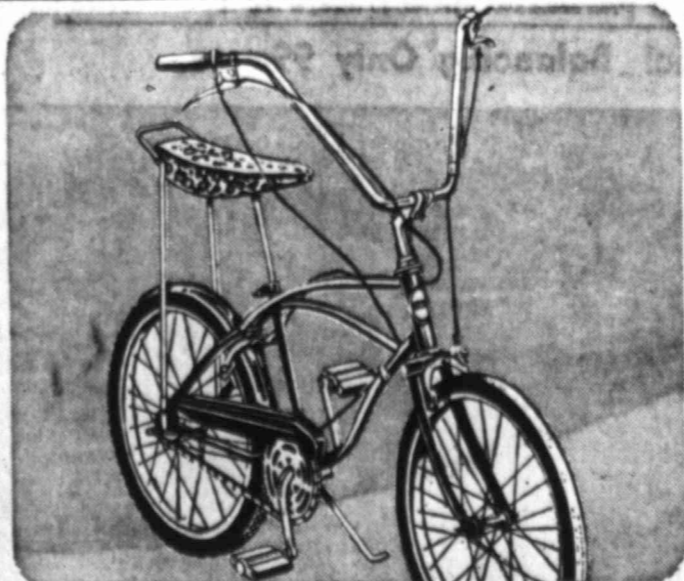
\$1.99 per box



2/31c "D" BATTERY Fits standard size flashlights; use for battery-run toys. Dependable and long-lasting. 2-22c



2-CELL MAGNET GRIP Keeps itself in place on any metal surface. 2-position switch ..... 49c

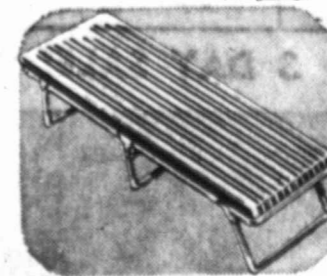


3-Speed, High-Rise MUSTANG BIKE

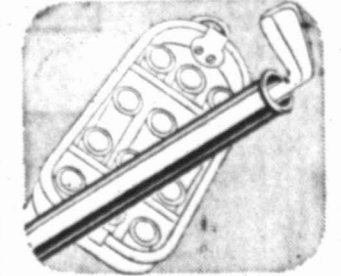
\$40.00

## MAKE YOUR NEW WARDS

Headquarters For Sporting Goods



FOLDING COT Folds for easy storage. Camp, porch, patio or extra bed. 1 1/2" foam mattress. Ticking covered ..... 8.99



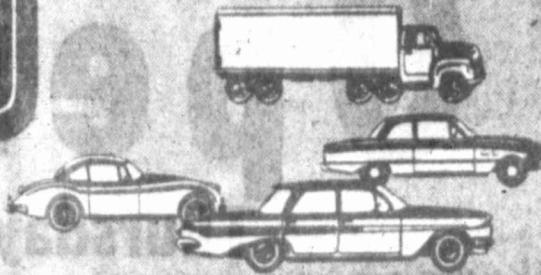
Plastic tube golf club protector Keep your grips damage-free! Get a set. 12¢

2505 South Hi-way 87  
Store Hours 9:00 A.M. to 9 P.M.  
THURS., FRI., SAT.



# GRAND OPENING

STORE HOURS  
THURS., 10 A.M.—9 P.M.  
FRI. & SAT. 9-9



## auto service center

Your "One-stop" for complete car service and parts!



- Batteries installed\*
- Tires mounted\*
- Seat covers installed\* (\*included in Wards low price)



- Wheel balancing
- 24-hr. Road Service (All type trucks)
- Complete truck "Flat Repair" service



- Installation for mufflers, tailpipes, rebuilt engines.
- Expert Lubrication and Oil Change

**FREE  
POWER  
CHECK**

- Batteries tested; tires checked
- Muffler, tailpipe and lights checked
- Wheel alignment and brakes tested

### RIVERSIDE ST-107 LOWEST PRICE OF THE YEAR!

**2<sup>nd</sup> TIRE \$2**  
Any Size!

WHEN YOU BUY  
FIRST  
TUBELESS BLACKWALL  
AT WARDS PRICE  
LISTED BELOW!

#### Lifetime Quality Guarantee

- ST-107 is a rugged tire built with 4-ply nylon cord for maximum safety
- ST-107 has RIV-SYN fortified tread rubber for longer tire mileage
- ST-107 has a full 24-month guarantee against tread wear, road hazards

Tubeless Sizes	No Trade-In Price, 1st Tire	2nd Tire Only	Tubeless Sizes	No Trade-In Price, 1st Tire	2nd Tire Only
6.00-13	16.95*	<b>\$2</b>	8.00-14	24.45*	<b>\$2</b>
6.50-13	19.45*		7.10-15	24.45*	
6.50-14	18.20*		8.50-14	26.95*	
7.00-13	20.75*		7.60-15	26.95*	
7.00-14	20.75*		9.00-14	30.75*	
6.40/6.50-15	20.70*		8.00/8.20-15	30.75*	
7.50-14	21.95*				
6.70-15	21.95*				

3 DAY SALE! Wheel Balancing Only 99c ea.

**WARDS  
Riverside  
4-SQUARE GUARANTEE**  
Wards Riverside passenger tires are guaranteed.  
For the quality of material and workmanship for the life of the original tread. Adjustments will be printed on the tread wear based on mile price when returned.  
Against road hazards (except repairable punctures) for the period specified. Adjustments will be printed on months used and based on mile price when returned.  
For tread wear for the period specified. Adjustments will be based on mile price and type, charging the correct exchange price less a specific dollar allowance. (Tread wear allowance not applicable to snow tires or tires used commercially.)  
\*Exchange price is regular retail price plus Federal Excise Tax less trade-in at time of return.  
Nationwide service and satisfaction guaranteed at all Ward branches.



Only the Champions  
test Riverside tires!

ST-107 WAS TESTED AT OVER 120 MPH

Rodger Ward, two-time Indianapolis 500 winner, tested Wards Riverside ST-107. Ward hit speeds that would ruin many tires—not ST-107! It performed like a champ. ST-107 is the rugged, dependable tire for all your driving needs.

**NO MONEY DOWN—FREE MOUNTING!**