

This n That

By Lucy Burfield

The retailer may waste advertising and promotion funds unless he realizes that each product should be treated differently.

A few words, constantly repeated, may help to implant the name of a soap in the consumer's mind. Such advertising could cause the consumer to make an unconscious decision in favor of a particular product.

When a more important purchase is made, impulse is not enough to effect a sale. The consumer uses his conscious mind before he spends a significant amount of money. He looks for details on what, why and how much.

Printed media becomes more important to the advertiser as the product value increases.

Albert Lasker, famed advertising genius, put it this way: "Nobody will read a thousand words about a box of matches, but an automobile could require more than a thousand words."

There are only a few ways in which a thousand words, or even 500 words, may be presented to the whole public in a manner in which it may be digested and studied.

Not even the salesman in a store can do the job completely. The salesman is likely to pass over important points. The prospect is even less likely to hear or remember all the salesman has to say.

Thus, for competitive selling, as well as pre-selling, of any product which requires a consumer decision, the local newspaper is the most complete medium.

BASEBALL CHANGE

Baird Senior Teenage baseball team will play Ranger here, Saturday, June 3, beginning at 8:00 p. m.

Memorial Service Held Sunday Honoring Pioneer Physician

A memorial service, in honor of the late Dr. J. D. Windham, was held Sunday, May 28, at the Tecumseh Cemetery, southwest of Baird.

Dr. Windham, a pioneer physician in this County, established an outpost in 1874 and named it, "The Tecumseh." He built a two-story building which housed a general store, post office and Masonic Lodge. Other buildings in the outpost included a drug store, blacksmith shop, and a school building which served also as a community center and church.

A marker left at the early-day outpost is now in the Tecumseh Cemetery leaving only memories of a pioneer doctor whose services extended as far as people could ride on horseback. Dr. Windham died at the age of 82, in 1898.

A large crowd attended the memorial services Sunday. B. C. Chrisman of Baird, president of the Callahan County Historical Survey Committee, was narrator. Rev. James Boswell Abilene Methodist minister, gave the dedication message.

Among the old timers historians and descendants attending the services were 11 of Dr. Windham's grandchildren. They are: Mrs. Will Thompson of Coleman, Mrs. Earnest McIntyre of Tuscola, H. Windham of Lawn, Mrs. James Phillips of Byrd's, Mrs. John Jordan, Mrs. Charley Straley and Tommie Windham, all of Oplin; Frank Windham, Mrs. Larner Henry, Mrs. Robert L. Estes and Eliska Gilliland, all of Baird.

One granddaughter Mrs. Tom Presslar of Eastland was unable to attend.

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Savings Bonds Sales For County Reported

April sales of Series E and H United States Savings Bonds amounting to \$2,455 in Callahan county were reported by Howard Farmer, Chairman of the Callahan County Savings Bonds Committee. This is 22 per cent of the county's goal of \$150,000.

Total purchases of E and H Savings Bonds in Texas for the month of April amounted to \$13,817,202. The January-April sales for the state totaled \$56,389,486, which is an increase of 8 per cent over the same period of 1966.

Nationally, cash sales of E and H Bonds for the first four months of 1967 amounted to \$1,770 million, 4 per cent above sales during 1966. Sales of E Bonds alone for the first four months were \$1,640 million, an increase of 6.3 per cent over 1966's \$1,543 million.

Baptist Church VBS Begins Monday

The First Baptist Church of Baird will conduct a Vacation Bible School, beginning Monday, June 5, through Friday, June 9, for ages 3 through 16. Sessions will be held each morning from 8:30 to 11:30.

Preparation Day will be Saturday, June 3, from 10 a. m. to 1 p. m., and will include a picnic lunch, which will be provided by the church.

Baird Birthdays . . .

- June 2: Concha Cerda
- June 5: Sybil Dickey, Barry Williams
- June 7: Mrs. L. R. Hughes, Julie Goble
- June 8: Jim Hatchett, Jr., Mrs. J. E. Bibb, Byron Snyder

ATTENDS HOMECOMING

E. P. (Pop) Whitaker attended homecoming activities Saturday at Rising Star for ex-students of Union School.

Hospital Notes . . .

The following were listed as patients in Callahan County Hospital Wednesday:

- Mrs. A. J. Sharp, Clyde
- Mrs. Pauline Smith, Clyde
- Mrs. Alvin Klepper, Clyde
- Alvin Klepper, Clyde
- Claud Paynter, Clyde
- Mrs. Roy LaFoy, Clyde
- Rev. W. C. Schwartz, Clyde
- Mrs. Joe Reed, Clyde
- Charles Lawm, Clyde
- Alex Barton, Clyde
- Mrs. F. C. Bingham, Clyde
- B. T. Northcutt, Clyde
- Ted Ivey, Abilene
- Mrs. Isletta Ross, Clyde
- Mrs. Faye Parker, Clyde
- Robin Parker, Clyde
- H. W. Earl, Clyde
- Mrs. Sybil Dickey, Breckenridge
- C. W. Lawrence, Baird
- Jack Sammons, Clyde
- Mrs. Jack Sammons, Clyde
- Mrs. Henry Brown, Clyde

Dismissals Recently dismissed from hospital care are:

- Barb Collins
- Wylie Smedley
- Homier Price
- Pearl Higgins
- Mrs. A. C. Baker
- Mrs. Robert Fuqua
- Jimmy Wilson
- Kyle Meadows
- Mrs. L. S. Conley
- Mrs. Irene Hansen
- Mrs. Jimmy Keller
- Mrs. Mable Warren
- Mrs. Nettie Busby

Sgt. Smith Killed In Vietnam

The family of Sgt. Lonnie L. Smith was notified Wednesday of his death in Vietnam on Saturday, May 20. Sgt. Smith, a member of the U. S. Army for 12 years, was killed in action.

Funeral arrangements are pending with the Anderson-Clayton Funeral Home in Terrell. Interment will be in Oakland Memorial Park with full military honors.

Sgt. Smith was born in Putnam on Sept. 10, 1939. He was a resident of Terrell for a number of years prior to his entry into the service.

Survivors are his wife, Mrs. Hildagard Smith, 112 Cherokee St., Terrell; two daughters, Susie Ann Smith and Sandra Smith, both of Terrell; his parents, Mr. and Mrs. (Doc) George Smith of Terrell; one brother, Don E. Smith, Terrell; and one sister, Mrs. Jo Ann Jackson of San Antonio.

Attends Funeral Of Brother-In-Law

E. P. (Pop) Whitaker attended funeral services of a brother-in-law, Earl Marsh, 69, at Rising Star Baptist Church Saturday.

Mr. Marsh, who died Thursday, was buried in Longbranch Cemetery.

Fourth Annual FFA Rodeo Successful

Jury Summons Cancelled

Forty-nine persons in Callahan County were to appear on a Petit Jury panel for 42nd District Court at the Courthouse in Baird Monday, June 5 at 9 a. m.

This call for jurors has been cancelled, according to Homer Price, Callahan County Sheriff, and cards will not be mailed out as previously planned.

Finds Snake In Breaker Box

Wendell Smith, Admiral farmer, found a 4 1/2 ft. chicken snake in an electric breaker box, located about 7 feet above his porch.

The snake was apparently trying to get to some small birds which were nesting in the box. The reptiles head became lodged inside the box and the rest of its body was left hanging. This was the position in which Mr. Smith found it.

COURTHOUSE RECORD

The following marriage license was issued in the County Clerk's office May 27:

J. R. Mackey and Mrs. Lucille Loven, both of Abilene.

New Vehicles

The following new vehicles were registered in the courthouse last week:

- Jeff B. Clevenger, Ford
- J. E. McCatry, Ford
- Robert L. Latson, Ford
- James H. Taylor, two Wilson Trailers
- Ira Akers, Ford
- Luther Hawk, Ford pickup

The thrills and spills, as known in the rodeo game, were certainly carried through this past weekend when the boys and girls of Callahan County participated in the 4th Annual FFA Rodeo, held in Baird at the Sheriff's Posse Arena.

Harold Heath of Burkett, produced the show into three nights of excitement and fun for all contestants and rodeo fans.

Announcing the three night show was Dick Vestal, Baird High School VA teacher, and again this year, as in the past, a job well done.

If you happen to be a rodeo fan and could not attend any of the three night show, for one reason or another, to watch our County boys and girls perform, won't you please remember the date come next year when the Baird FFA Rodeo makes another appearance on the schedule calendar and attend all three nights of good entertainment. They are doing their job well, so won't you remember to do yours just as well?

Donna Collins, daughter of Mr. and Mrs. Jake Collins of Baird, won the honor of reigning as 1967 FFA Rodeo Queen. She was presented the blue Queen's Banner Thursday night immediately following the grand entry. She was also presented a certificate for a pair of boots.

Other contestants in the County contest were Linda Kelly of Clyde, and Terry Edington of Cross Plains.

Roy McAdams of Baird was named All Around Cowboy with a total of 19 points. Billy Collins, Baird, was second with 18 points. Terry Johnson of Putnam was third with 15, and Foy Kelly of Clyde, fourth, with 13 points.

KENDRICK CEMETERY FUND

A recent donation was sent in to the Kendrick Cemetery Fund by Mrs. Ode Berry, \$5.00.

Donation to the Fund may be sent to Mrs. Annie Mae Crawford, Clyde.

nam was third with 15, and Foy Kelly of Clyde, fourth, with 13 points.

All Around Cowgirl went to Elaine Isenhower of Putnam, with a total of nine points. Katie Goldsmith and Linda Kelly, both of Clyde, tied for second with five points each. Suzie Koenig and Terry Edington, both of Cross Plains, tied for third, with four points each.

Baird took first place with a team score of 30 points; Putnam was second with 18; Clyde, third, with 17 points.

Following are results of the 1968 Baird FFA Rodeo:

SENIOR DIVISION

- Bareback Bronc - Two Rides**
Billy Collins, Baird, 81 points
Roy McAdams, Baird, 45.
Terry Johnson, Putnam, 39.
- Senior Boys Barrel - Two Rides**
Scott Goldsmith, Clyde, 33.9
Richard Scott, Clyde, 35.3
Roy McAdams, Baird, 37.0
Mac Goldsmith, Clyde, 39.7.
- Senior Girls Barrels - Two Rides**
Linda Kelly, Clyde, 39.0
Elaine Isenhower, Putnam, 40.6.

Senior Goat Sacking
Roy McAdams, and Billy Collins, Baird
Ricky Jaggars and Tom Windham, Baird

Red Wagon Race - Two Rides
Johnny Isenhower and Terry Johnson, Putnam, 23.3
Roy McAdams and Billy Collins, Baird, 23.4
Ricky Jaggars and Tom Windham, Baird, 23.8
Eddie Curtis and Roger Free-land, Baird, 26.2

Bull Riding - Two Rides
Donny Rowe, Baird, 92 points
Billy Collins, Baird, 80
Roy McAdams, Baird, 61
Scott Goldsmith, Clyde, 58

OPEN DIVISION

Rescue Race - Two Rides
Johnny Isenhower and Terry Johnson, Putnam, 18.8
Ricky Jaggars and Bill Windham, Baird, 19.2
Foy Kelly and Richard Pope, Clyde, 20.5
Suzie Koenig and Dick Dickson, Cross Plains, 21.0

Flag Race - Two Rides
Elaine Isenhower, Putnam, 21.9
Richard Scott, Clyde, 27.2
Larry Newton, Baird, 27.6
Terry Johnson, Putnam, 29.1

Calf Roping
Donny Rowe, Baird, 60.2 seconds, two calves
Richard Scott, Clyde, 33.2, one calf
Doug Horner, Clyde, 35.1, one calf
Steve Goldsmith, Clyde, 43.8, one calf.

JUNIOR DIVISION

Steer Riding - Two Rides
Ricky Vestal, Baird, 97 points
David Jaggars, Baird, 95
Foy Kelly, Clyde, 92
Steve Goldsmith, Clyde, 89

Junior Goat Sacking
Richard Pope and Foy Kelly, Clyde
Steve Goldsmith and Doug Horner, Clyde
Billy Allen and Jimmy Roberts, Clyde
Danny Vestal and Bill Hatchett, Baird

Junior Girls Barrels - Two Rides
Katie Goldsmith, Clyde, 34.8
Terry Edington, Cross Plains, 37.9
Paula Wright, Cross Plains, 39.1
Suzie Koenig, Cross Plains, 40.1

Junior Boys Barrels - Two Rides
Endgate Hawk, Clyde, 35.1
Doug Horner, Clyde, 35.2
Lynn Koenig, Cross Plains, 37.1
Foy Kelly, Clyde, 37.5

The Abilene Saddle Club is to be commended for their colorful performance and setting the pattern for the Grand Entry.

A special thank you to all the people who helped in any way in making this year's show a success.



SITE 10 — Flood water being detained above flood water retarding structure, located on Virginia Mullins ranch, 15 miles South of Baird. Flood water 8 feet above principal spillway.



SITE 6 — Flood water being detained above flood-water retarding structure, located on Bill Cutbirth ranch, 15 miles Southwest of Baird. Water being drawn down through principal spillway to permanent water level.

Harnessing Floodwater On Upper Pecan Bayou Becomes Reality

Harnessing of flood water on Upper Pecan Bayou became a reality during recent high intensity rain storms. Each of the 11 completed flood-water retarding structures, sponsored by the Central Colorado Soil and Water Conservation District, Callahan and Taylor County Commissioners Court, caught run-off water on their 62,471 acre drainage areas, James Herring, Work Unit Conservator for the Soil Conservation Service reports.

Flood water retarding structures known as Site 6, on Bill Cutbirth and Site 10, on the Virginia Mullins' ranch, about 15 miles South of Baird and North of Hwy. 36, both ran water through "drawn down" pipes through their dams. The flood water was released orderly,

through 24" and 36" spun concrete reinforced pipes, installed at the base of the dams, to a level of permanent water line in front of the structure. Site 10 retains 14 surface acres of water and Site 6, 17 acres, after flood water runs down to principal spillway elevation.

In addition to the 11 completed structures on the Upper Pecan Bayou, there are two more sites cleared by the sponsors ready for construction. These are known as Site 9, located on Bonnie Farber, Miss E. M. Seale and Betty Wilson ranches, and Site 21, located on Walton Baum, J. D. Baum and Hudson Smart ranch. Site 9 is located approximately 5 miles Southwest of Baird, and Site 21 is located approximately 3 miles West of Cross Plains, Herring said.



SITE 6 — Flood water being released orderly into Pecan Bayou through 30-inch pipe on rock-blanketed plunge basin.



SITE 10 — Floodwater being released orderly into Pecan Bayou through 24-inch spun concrete reinforced pipe. Clayton Anglin, Soil Conservation Service Construction Inspector, of Baird, examining "draw down" pipe, just after 5-inch rainstorm on drainage area.

C. S. Boyles Rites Thursday

Funeral services for C. S. Boyles, 94, of Sweetwater, former Baird resident, were held at 10:30 a. m. Thursday, May 25 in a Sweetwater funeral home chapel. The Rev. William F. Henning, pastor of First Presbyterian Church, officiated.

Burial was in Belle Plain Cemetery at 3 p. m. Thursday with Masonic graveside rites.

Mr. Boyles died Wednesday at 2:30 a. m. at Simmons Memorial Hospital in Sweetwater. He had been a Sweetwater resident since 1923.

Born Feb. 15, 1873, Mr. Boyles was a car dealer in Sweetwater from 1923 to 1940. He also was in the insurance and real estate business. Before moving to Sweetwater he was in the hardware and harness business in Baird.

He married the late Prudence Cutbirth May 25, 1897 in Belle Plain. He later married the late Kate Elliott of Sweetwater.

Survivors include three daughters, Mrs. Laura Freeman of Irving, Mrs. Clara Roach of Sweetwater and Mrs. Patsy Daley of Scottsdale, Ariz.; two sons, C. S. Jr., of Cardiff Calif., and W. J. of Austin; 11 grandchildren; 30 great-grandchildren and one great-great-grandchild.

ROWDEN ROUNDUP

MRS. N. V. GIBBS

Our community had rain measuring from one to two inches, which was very welcome, early Monday morning.

While your reporter was out visiting neighbors Monday morning, she saw a big rattlesnake, measuring nearly 5 feet with 11 rattles, that Raymond Gibbs killed Sunday night near his house. His dog began barking when she found the snake and Raymond rushed out with his gun, only to discover that he had to return to the house for shells to kill it with.

Our phones were out of order Monday, so part of the people were not contacted for news.

Those visiting in the Gene Mauldin home during the week and Sunday were Roy Denney of Baird, Jess Bower, L. F. Mauldin, Mr. and Mrs. Ray Boen, Mr. and Mrs. Roland Mauldin and Douglas, Mr. and Mrs. Don Mauldin and baby, all of Abilene. Gene was not feeling good over the weekend.

Mr. and Mrs. Herbert Glaze of Tarzan visited in the home of Mrs. Leila Gibbs and Mr. and Mrs. N. V. Gibbs last week.

Mrs. Leila Gibbs, Mr. and Mrs. N. V. Gibbs and Judy visited in the Walter Rose home at Cross Plains, Sunday.

Mr. and Mrs. Sterling Odom spent Sunday in Snyder with their daughter and husband, Mr. and Mrs. Ralph Trevey.

Mr. and Mrs. Curtis Springfield of Azle spent the weekend with Mr. and Mrs. Walter Rose in Cross Plains. They all visited Mrs. Leila Gibbs and the N. V. Gibbs family Saturday night.

Mrs. Warren Price attended a quilting in the home of Mrs. Melba Walls in Baird Thursday. Mrs. Molly Taylor, Mrs. Mary Lou Dunlap, mother and sister of Mrs. Eric Bainbridge, Tommy Dunlap, U. S. Marine stationed in Memphis, Tenn., spent Friday night and Saturday with Mr. and Mrs. Bainbridge. Sunday visitors were Mr. and Mrs. Monroe Kingsley and daughter Carl of Carlsbad, N. M. Carol and her friends, Sandy Brunley of Kentucky, are Baylor University students and plan to work in the Carlsbad Caverns this summer.

Mrs. Sterling Odom visited Mrs. Ivon Odom in Cross Plains Thursday. The occasion was Mrs. Odom's birthday. Guests of Mr. and Mrs. Warren Price Monday were Virgil Smedley of Big Spring, Lonnie Smedley of Davenport, Okla., Mrs. T. N. Patterson, Gainesville, Mr. and Mrs. Maurice Smedley, McLeansboro, Ill., Mr. and Mrs. Barney Gibbs, Baird, and Judy Gibbs. Also Mr. and Mrs. Jimmy West and Cindy visited Saturday.

Visitors with Mr. and Mrs. George Blakley the past week were Mr. and Mrs. Joe Parsons and Larry Joe Mrs. C. O. Smedley and Owen, all of Abilene, Mr. and Mrs. Tommy Gorman of Baird, and Raymond Gibbs.

Visitors with Mrs. Mattie Gibbs and Raymond were Dale Gibbs of Abilene, Mr. and Mrs. R. L. McClain and Mrs. Ray Boen of this community.

Atwell News

By Mrs. Roy Tatom

Mr. and Mrs. Clarence Carter and boys of Dallas visited Mr. and Mrs. Jake Carter over the weekend.

Mr. and Mrs. Roy Neil Tatom, Beverly and Kim, attended the Proctor and Hamilton reunion at Lake Brownwood Saturday night and Sunday.

Mr. and Mrs. Louis Richardson, Dana Kay and Jill, and Mr. and Mrs. Roy Tatom visited Mr. and Mrs. Roy Neil Tatom and girls Wednesday night. Mrs. Tatom served home made ice cream and cake.

Mr. and Mrs. D. A. Abernathy and Ruby of Baird, Mr. and Mrs. Dayton Sessions attended the funeral Thursday for Mrs. Moss Howell in Lubbock.

Mr. and Mrs. Ernest Jones' grandsons, David and Dickie Mims are visiting them for a few days.

Mr. and Mrs. Willie Duke, Mr. and Mrs. Malcolm Webb of Crane, Mr. and Mrs. M. P. Wilcox and Joe of Pioneer visited Mr. and Mrs. Dwight Black Sunday. Monroe Black of Cross Plains and R. Q. Black of Denison visited Sunday afternoon.

Mr. and Mrs. Scott of Scranton visited Mr. and Mrs. Ernest Jones Tuesday.

Roy Tatom entered Cox Memorial Hospital in Abilene Sunday night for medical tests.

Mr. and Mrs. Edgar Sessions and children visited Mr. and Mrs. Dayton Sessions Sunday.

Mr. and Mrs. Alton Tatom and grandsons, Larry and Lynn, spent Wednesday night and Thursday at Lake Leon.

Our community received an inch of rain early Monday morning.

Miss Fox Honored At Bridal Shower

Miss Carol Fox, bride-elect of Charles Cole of Dyess AFB, was honored with a bridal shower Friday evening in the home of Mrs. Jack Lanham.

Receiving guests were Mrs. Lanham, Miss Fox and her mother, Mrs. Vivian Fox.

Sandra Cummings, Ilean McIntosh and Mary Corn served cake and punch, and guests were registered by Dana Corn.

The bride's chosen colors of blue and white were used in decorations. Appointments were of crystal.

Other hostesses were Mrs. Albert Trowbridge, Raymond Corn, Lynn Ault, John Towler and Truman Meyer.

MAC'S GOLF CHATTER

By Mac McQuinn

Golfers over the weekend had some pretty fair days:

Playing at Eastland:

Joe Harris - 88, hitting them good

Floyd Smauley - 91, down the middle on his drives

McQuinn - 100, too many trees

Marshall Newcomb - 103, getting better

Perry Jennings - 91, making come-back

Jimmy Roy Higgins - 102.

At Abilene:

Charles Reeves - 78, darn good

Tish Reeves - 83, fair

Vernon Townsend - 77, low score for week

At Eastland:

Curtis Sutphen - 95

Bobby Black - 81

Fuzz Varner - 83

Randall Ivy - 88

At Albany:

Floyd Smauley - 96, too many puts

Fabian Bell - 97, ole water hole got him

Clyde Billingsley - 91, lucky again

Mac McQuinn - 92, just got beat

Little League baseball got off to a good start Tuesday evening, with the Yankees defeating the Tigers, 15-7, and the Giants winning over the Braves

Debbie Bell, granddaughter of Mrs. R. L. Griggs, has been elected Class Favorite of the 8th grade at Jefferson Jr. High in Abilene.

Debbie was also elected one of five "Banner Squad" girls, to the National Honor Society, and as a member of the Science Club.

She lettered in volleyball, basketball and baseball and was elected captain of the basketball team.

A straight A student, Debbie has attended Jefferson one year, transferring there from Baird Schools. Jefferson has an enrollment of approximately 1,000 students.

4-3. We should be getting approval of loan on our golf course here in the next few days.

Mrs McNelly, 73, Dies Tuesday

Funeral services for Mrs. Nettie Robinson McNelly, 73, were held at 4 p. m. Wednesday at the Cross Plains Church of Christ.

Mrs. McNelly died early Tuesday morning after an extended illness at Colonial Oaks Nursing Home in Cross Plains where she had resided for the past four years. She had been in declining health for many years, and seriously ill for the last three months.

Jim Hance, minister of Cross Plains Church of Christ, officiated at the final rites. Burial was in Cross Plains Cemetery.

Born Nettie Robinson at Cottonwood on April 25, 1894, Mrs. McNelly had lived in the Cross Plains area almost all of her life. She was a member of the Church of Christ.

She married L. D. Long in Cross Plains in 1919. He died in 1941, and a son also preceded her in death.

Survivors include one son, Cal Long of Cross Plains, and two step-children, Mrs. Eula Bennett of Sweetwater and Bill Long of Brownwood.

Pallbearers were Frank Breaux of Merkel, Weldon Bennett of Sweetwater, Alvin Long of Big Spring, Ted Souder, Oscar Koenig and Col. Raymond Lee of Cross Plains.

Mrs. McNelly was a cousin of Mrs. Lillie Swafford of Baird.

Mrs. Bobbie Price of Baird, Mr. and Mrs. Dorris Lee Donaway and little son Jeffrey of Abilene, spent the weekend in Pecos, visiting the Eldon Vines family. The group drove on to Van Horn to visit Bobbie and Jean Willingham and family.

OPLIN OBSERVATIONS

DAPHNE FLOYD

The Oplin community received approximately 1½ inches of rain in the early morning hours Monday morning. We were beginning to be in need of more moisture for most of the farmers have little feed just coming up and too, the pastures were showing need of rain.

Freida Straley was hostess for a Stanley party at her home last Friday afternoon. The proceeds were favorable and refreshments of Krispie squares, filled crackers with a dip spread and tall cold glasses of punch were served to Mmes. Tom Windham Jr., Andrew Johnson, Pat Johnson, Lucien Pierce, B. G. Poindexter, Ray Floyd and C. N. Haskew.

Mrs. Roy Armor and Mrs. Lucien Pierce have had their mother, Mrs. Holloway of Brady, visiting with them for the past month.

Dedication services for the monument, which had recently been erected by the Callahan County Historical Survey Committee at the graveside of the late Dr. J. D. Windham, was well attended Sunday afternoon at Tecumseh Cemetery. B. C. Chrisman, president of the Callahan County Historical Survey Committee, was narrator on the life of the late Dr. Windham.

Rev. James P. Boswell, Methodist minister of Abilene, brought the dedication message. Some 130 descendants, along with friends, registered for the dedication services of this still beloved pioneer doctor.

Mrs. Ernestine Windham of Lometa arrived in order to attend the dedication service and was the weekend guest of her niece, Freida Straley. Mrs. Windham's daughter and family Mr. and Mrs. R. T. Wright and Cindy, of Carlsbad, N. M., met their mother at Oplin in order to attend the service.

Mr. and Mrs. Clarence Breeding were present for the graduation of their son-in-law, Richard Fox, at A&M last Saturday. They stayed over a few

days to help their daughter and husband move to Post, where Richard has a job waiting for him.

Rev. and Mrs. Doug Halverson, Mr. and Mrs. Ray Floyd, Mrs. Tom Windham Jr., and Freida Straley attended Workers Conference at the Cherry Heights Baptist Church in Clyde Monday night.

Mrs. Roy Lee Lambert was honored with a pink and blue shower at the Community Center in Oplin last Thursday afternoon.

Mrs. Mattie Allen was hostess for the Cottage Prayer meeting in her home Friday night. Present were Rev. and Mrs. Doug Halverson, Mr. and Mrs. Clarence Breeding, Mrs. Tom Windham Jr., Mrs. Ira Crawford, Mrs. Ray Floyd and Freida Straley.

Accepted Into Charolais Assn.

Clyde H. Latimer of Baird has been accepted for membership in the American International Charolais Association, the nation's fastest growing breed registration organization. J. Scott Henderson, executive secretary, has announced.

Originating in France more than 200 years ago, Charolais has become well established in this country because of the breed's greater weight for age, greater feeding efficiency and improved carcass values that produce a greater ratio of quality lean meat to fat than other breeds.

Registrations and recordations of Charolais increased 38 percent during 1966 above year earlier figures and now include 43,000 purebreds and approximately 200,000 Charolais-cross cattle being used in breeding-up programs to purebred status.

Mrs. A. A. Manion of Abilene visited relatives in Baird this past weekend.

Use Classified Ads

Ford Galaxie 500 HT Cpe Extra Clean	\$1395
55 Pontiac, 2-door Hard Top	\$195
62 Corvair Monza, 2-door Coupe,, 4-speed	\$395
52 Studebaker Pickup,	\$125
65 Chevy Pickup Clean	\$1250
53 GMC 1½ Ton Truck, 2 Speed Axle	\$395
60 Pontiac, 4-Dr. Sedan Loaded	\$595

Check Chevrolet, Inc.

Phone UL 1-1133 - Baird
893-5397 - Clyde



The Shoe with the Soft Touch

Williams SHOE

Like walking in a field of foam cushioning. You can see the pillowy softness before you slip your foot into the shoe. An all day favorite.

ONLY \$3.98

McELROY'S - Baird

NEW FREEDOM SHARES

What are they? Who may buy them?

Americans have put their savings to work for freedom through U.S. Savings Bonds for many years. New Freedom Shares do the same job . . . plus. Read how.

Freedom Shares are U.S. Savings Notes. They pay a higher return than Savings Bonds, 4.74% when held to maturity. And they mature in just four-and-a-half years.

For regular Bond buyers only

These new Freedom Shares—which are not redeemable for the first year—are offered on a one-for-one basis with E Bonds, but only to people who belong to the Payroll Savings Plan where they work or the Bond-a-Month Plan where they bank.

There are four denominations of Freedom Shares, each of which may be paired with a Series E Bond

of the same or larger denominations as a "package." For instance, for \$39 total, you can purchase a Savings Bond that matures at \$25 and a Freedom Share that matures at \$25.

America needs your help

When you buy Savings Bonds and Freedom Shares you do an important job for freedom, backing our men in Vietnam and helping to keep the country economically strong. The need is urgent. What you do counts.

Sign up

Tell your supervisor or the Payroll Department where you work (or any officer where you bank) that you'd like to join a Bond purchase plan. Decide how much you'll save . . . whether you want Freedom Shares as well as Bonds . . . and just sign the authorization card.

You'll be helping your country as you help yourself. And the country needs your help.



News Items From The Putnam Community

Putnam girls and boys won second in team points in the 'CURLSPUN'



JUNE HAIR STYLE OF THE MONTH
CALL 854-1303
FOR APPOINTMENT

THELMA'S Beauty Shop

Baird FFA Rodeo last weekend. Elaine Isenhower won first as All Around Cowgirl and Terry Johnson was third as All Around Cowboy. In the Red Wagon Race, Johnny Isenhower and Terry Johnson won first. In the Flag Race, Elaine Isenhower won first, and Terry Johnson, fourth.

In Rescue Race, Terry Johnson won first. In Bronc Riding, Terry won third.

Elaine Isenhower won second in the Girls Barrel Race.

Mr. and Mrs. Roland Nichols, Mrs. Fred Cook, and the Baptist pastor and wife, Mr. and Mrs. Larry Jordan had Sunday dinner with Mr. and Mrs. Burette Ramsey.

Jack Hinds, who has been visiting Mr. and Mrs. E. E. Sunderman the past several weeks, left Tuesday to spend some time with his son in Pass Christian, Mississippi.

David and Donald Isenhower spent the weekend in Abilene visiting Buford and Darrell Green.

Mrs. John D. Isenhower returned the first of the week from Hendrick Memorial Hospital, where she underwent surgery.

Mr. and Mrs. Randy Hess and family of Arlington were Sunday visitors with his grandparents, Mr. and Mrs. J. R. Gunn.

Mr. and Mrs. Harold Lee Holder and family of San Antonio were Friday night guests of his grandmother, Mrs. Druce Sprawls.

George Damon returned home Wednesday after having surgery in St. Ann Hospital in Abilene the week before.

Mr. and Mrs. Wilburn Carrico and daughter, Carlie, of Baird,

were Sunday dinner guests of Betty and Mabel Mobley.

Clifford Smith of Dallas spent two days last week with his parents, Mr. and Mrs. H. O. Smith.

Ruth Mobley is spending two weeks with her sisters, Betty and Mabel Mobley. They went at Lake Leon Friday to visit with Mr. and Mrs. Zulus Me-haffey.

R. W. Reynolds and son, Roger, went to Estancia, N. M.,

Tuesday. They will spend a week there.

Danny Taylor of Eastland was a Thursday guest of her aunt, Mrs. G. S. Pruet.

Mr. and Mrs. Dock Isenhower, Mary Jo Jackson and son of Cisco were Sunday visitors with Mrs. Mary Ramsey.

Mary Christal and daughter, Kay of San Antonio, came Saturday to see and take her mother, Mrs. George Brown home with her for a short visit.

Mr. and Mrs. W. R. Francisco had Sunday dinner in Cisco and visited Mr. and Mrs. Dock Isenhower in the afternoon.

Mr. and Mrs. B. B. Sutton and son of Corpus Christi were Tuesday guests of Mrs. W. A. Everett. Thursday visitors were Mrs. W. D. Everett of Comanche and Mrs. C. N. Everett of Sudan. Sunday guests were Mrs. Clarence McCormack and daughters, Mrs. Jack Everett and daughter Dianne, and Evelyn Houston of Midland.

Mrs. Ross Finley and daughters, Debby and Denise of Farmington, N. M., are visiting her parents, Mr. and Mrs. R. B. Taylor.

Mr. and Mrs. R. B. Taylor, Mrs. Ross Finley and daughters, and Mr. and Mrs. Homer Taylor and family of Sweetwater attended the baccalaureate services of the R. B. Taylor's grand-son, Gary Taylor in Weatherford Sunday afternoon. He is the son of Mr. and Mrs. Bill

Taylor. Warren Donaway spent the weekend in Midland with his brother, Hubert and family. Mr. and Mrs. Henry Mundt of Abilene were Sunday visitors with her parents, Mr. and Mrs. J. E. Pruet. Mr. and Mrs. L. C. Donaway are spending their vacation in Houston with Mr. and Mrs. Laddie Pierce. Mr. and Mrs. I. G. Mobley are spending a few days in Lubbock. Jeri Pruet of Clyde spent the weekend with her grandparents, Mr. and Mrs. H. A. Pruet.

UNION USUALS AND UNUSUALS

BY VEDA YARBROUGH

Hi neighbor! No rain yet. This is Sunday night and I have just got home from church.

Roma McIntyre and I went to Vernon last Wednesday morning to visit Mildred and Gerald Carter. We came home Saturday afternoon. The combines are really humming up there and lots of grain to combine. The grain looked pretty good. Saw some cotton just peeping out of the ground.

Guess a bit of combining is going on around here. The weather is good for combining.

Having dinner Sunday with Burette and Johnny May Ramsey were Mr. and Mrs. Ronald Nichols and Mrs. Fred Cook of Putnam, Bro. Larry Jordan and wife and me. We had a real nice dinner and a real good time. was real good to be with all of them. Burette and Johnny May have their house done and it is real pretty. Am proud for them. Johnny May is still working five days a week for Maurine McCollum, taking care of Mr. McCollum. Sorry Mr. McCollum is still not getting any better. We hope he does soon.

I visited a while last Tuesday afternoon in Moran with Mrs. Green.

Sorry Mrs. John D. Isenhower is sick and in Hendrick Hospital in Abilene, but glad she is getting along nicely. We hope you get to come home soon, Ro-

Mrs. Stella Burfield of Abilene spent the weekend with her son and family, Mr. and Mrs. Clifton Burfield and girls. Other visitors in the Burfield home were Mr. and Mrs. Charles McCarrrell, also of Abilene.

Mrs. Bobby Don Palmer of Lubbock is spending a few days this week with her mother, Mrs. Madge Bearden and other relatives, before returning to summer school studies at Texas Tech.

Mr. and Mrs. Ken Preston Jr. and son, Bill, of Abilene, visited Mr. and Mrs. F. L. Bursleson and other relatives Saturday, and attended the FFA Rodeo.

Bobby Curtis left Sunday for two weeks training with the U.S. Army Reserves at Fort Chaffee, Ark.

Mr. and Mrs. Johnny J. Walker and family of Midkiff, are visiting a few days here this week with Mr. and Mrs. J. M. McWilliams and other relatives.

Mrs. Opal Crow is spending the week in Spur with her son and family, Mr. and Mrs. Dalton Lehow.

The Churches of Baird Welcome You

THE SHADOWS WON'T GO AWAY



BAIRD CHURCH OF CHRIST
Jack Lanham, Minister

Sunday:
Bible Study 10:00 a.m.
Morning Worship 10:45 a.m.
Training Classes 5:15 p.m.
Evening Worship 6:00 p.m.

Tuesday:
Ladies Class 9:30 a.m.

Wednesday:
Mid-Week Service 7:00 p.m.

FIRST BAPTIST CHURCH
Carrol Green, Pastor

Sunday:
Sunday School 9:45 a.m.
Morning Worship 10:55 a.m.
Training Union 6:00 p.m.
Evening Worship 7:00 p.m.

Wednesday:
Prayer Meeting 7:30 p.m.

FIRST METHODIST CHURCH
Albert Cooper, Pastor

Sunday:
Sunday School 10:00 a.m.
Morning Worship 11:00 a.m.
MYF 5:00 p.m.
Evening Worship 6:00 p.m.
Choir Practice Wed. 7:30 p.m.

CHURCH OF GOD
Leo Turner, Pastor

Sunday:
Bible School 10:00 a.m.
Morning Worship 11:00 a.m.
Evening Worship 6:00 p.m.
Wednesday:
Y.P.E. 7:00 p.m.

PRESBYTERIAN CHURCH

Sunday:
Sunday School 10:00 a.m.
Morning Worship 11:00 a.m.

SPANISH BAPTIST MISSION
Joe L. Galan

Sunday:
Sunday School 10:00 a.m.

Morning Worship 11:00 a.m.
Training Union 7:00 p.m.
Evening Worship 8:00 p.m.
Wednesday:
Prayer Meeting 7:00 p.m.

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City Drug Store
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Baird, Texas

The Prescription Shop
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Boydston Hardware
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T-K-T Beauty Bar
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Curtis Shell Station
Highway 80 West Baird Ph. 4-1485

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- CATALOGS
- FOLDERS
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- CIRCULARS
- PLACARDS
- STATIONERY
- PAMPHLETS
- BROCHURES

MODERNIZED TO MEET PRESENT DAY DEMANDS

The Baird Star

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Let Us Help You With The Financing SENSIBLE RATES

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Member Federal Deposit Insurance Corporation

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ALL CLASSIFIED ADS PAYABLE IN ADVANCE

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FOR SALE — G.I. and FHA homes, nothing down. Baird and Clyde. Estes Real Estate, call 893-1771 or 893-4550, Clyde. 26-tf-c

FOR SALE — ONE ELECTRIC adding machine, \$89.50. ONE HAND \$65.00. See at BAIRD STAR. TPU

GOOD USED TYPEWRITERS— FOR SALE OR RENT. ALSO, YOU CAN GET YOUR TYPEWRITERS AND ADDING MACHINES CLEANED OR REPAIRED AT THE BAIRD STAR, Call UL 4-1008. tfe

FOR SALE — Barnyard manure for lawns, flower beds and gardens. Higgins Dairy, Phone 4-1680 or 4-1493. 10-tf-c

Test your T.V. and Radio Tubes Free, at Loper's Farm & Home Supply Store, Baird. 3-tf-c

FOR SALE — Coperton refrigerator, large freezer compartment. Excellent condition. Mrs. Gilmer Hughes, Baird, Ph. 854-1717. 21-2-c

FOR SALE — 3 bedroom, 1 1/2 bath, 1 1/2 story house at 540 Arch St. 190 by 150 ft. lot. Call Mrs. N. M. George, 854-1585 or write P. O. Box 841, Baird. 19-4-p

FOR SALE — 1965 Country Sedan, 6-pass. Station Wagon with low mileage, factory air, V-8, power steering and brakes, chrome luggage rack on top, electric rear window. Average retail price \$2130. Our price \$1985. Johnston Truck & Supply 725-2181, Cross Plains. 22-2-c

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FOR SALE — 3 bedroom, 2 bath, home, near downtown area and Baptist Church. Inquire at 228 Callowhill. 19-4-p

FOR SALE OR TRADE — TR3 Sports Roadster, fair condition. R. W. Reynolds, Putnam, Phone MO 2-3491. 22-1-p

FOR SALE — 1965 Chrysler New Yorker, 4-dr. Hardtop, with 20,000 miles, air cond., power steering and brakes, power seat and windows, etc. \$2475. Johnston Truck & Supply 725-2181, Cross Plains. 22-2-c

FOR SALE — 1965 Chevrolet Caprice V8, 4-door Hardtop. Air cond., power steering and brakes. Power Glide trans., average retail price, \$2375. Our price \$1885. Johnston Truck & Supply 725-2181, Cross Plains. 22-2-c

FOR SALE — 1964 Ford V8 Galaxie 500, Cruise-A-Matic, power steering, 4-door Sedan, red and white. Average retail price \$1345. Our price \$1125. Johnston Truck & Supply 725-2181, Cross Plains. 22-2-c

FOR SALE — Good used 4,000 CFM air conditioner, cheap. Contact Randall Ivy, Baird. 22-1-c

WANTED
WANTED: To buy or repair old pendulum clocks, any condition. Lloyd D. Huff, Rt. 1, Clyde. 50-tf-c

WANT TO TRADE — 2-pc. living room suite, gray upholstery, for plastic or vinyl sofa for den. Call Pop Whitaker, 854-1709. 22-2-p

FOR RENT
FOR RENT — 2 bedroom house, White Auto Store, Baird, Texas. 33-tf-c

FOR RENT — Newly decorated 2 bedroom house at 512 Rex. Contact Bill Cason, 504 Rex, Phone 4-1733, Baird. 9-tf-c

FOR RENT — 3 bedroom house at 627 Poplar Street. Contact L. C. Gillit, 240 E. 5th, Baird. 19-tf-p

LOST and FOUND
LOST — Charlais-Hereford cross steer. Light red, white face, weighs approximately 550 pounds. Belongs to Franklyn Alexander. If found call 854-1452 or 854-1055. 21-tf-c

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One application of T-4-L stops itch and burning in MINUTES or your 48c back. I 3 to 5 days, infected skin sloughs off to expose more germs for the kill. Then watch HEALTHY skin appear. Today at
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See Eddie Koneczak, ph. 4-1293, Baird, Texas. 13-tf-p
CORLEY PLUMBING CO. All kinds of plumbing, heating and air conditioning. Ph. 893-5874, Clyde. 36-tf-c

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Refilling and collecting money from NEW TYPE high quality coin operated dispensers in this area. No selling. To qualify you must have car, references, \$600 to \$2,900. Seven to twelve hours weekly can net excellent monthly income. More full time. For personal interview write P. O. Box 10573, Dallas, Texas 75207. Include phone number. 22-1-p

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\$3.00 Per Year in Callahan County
\$4.00 Per Year Outside Of Callahan County

PUBLIC NOTICE
NOTICE OF BOARD OF EQUALIZATION MEETING
In obedience to the order of the Board of Equalization, regularly convened and sitting, notice is hereby given that said Board of Equalization will be in Session at its regular meeting place in the Court House in the town of Baird, Callahan County, Texas, at 10 o'clock A. M., on Monday the 12th day of June, 1967, for the purpose of determining, fixing and equalizing the value of any and all taxable property situated in Callahan County, Texas, for taxable purpose for the year 1967, and any and all persons interested or having business with said Board are hereby notified to be present.
Mrs. Beatrice Deal,
County Clerk, Callahan,
County, Texas. 22-1-c

IN APPRECIATION
We would like to take this opportunity to express our sincere appreciation to all those who helped make the dedication service for Roger Q. Evans so successful.
A special thanks to Mr. Jimmy Godfrey and the City boys who set up the tent for the services.
Mrs. Jean Evans
and Children

New 1967 GMC

\$1925. With Heater
JONES-FRANKE
PONTIAC
Baird

"WEEKLY MEDITATIONS"

MAKING A LIFE IS MORE THAN MAKING A LIVING

Bible Thought: "For what is a man advantaged, if he gain the whole world, and lose himself or be cast away." (Luke 9:25)

Earning a living is a command and a necessity; "... if any will not work, neither let him eat." (1 Thessalonians 3:10). Work is worry's best antidote.

The story was once told of a salesman who tried for the top award and sold insurance totaling three million dollars but lost to a man with four. Five million was his goal for the following year. By working twelve hours every day of the year he sold six, but lost to the same man who sold seven. His funeral was held early in the following year. He worked himself to death. He was a good worker, industrious and ambitious, but missed the art of living. What was his profit?

Jesus said, "Take heed, and beware of covetousness: for a man's life consisteth not in the abundance of the things which he possesseth." (Luke 12:15). The full life consisteth not in the abundance of the things we possess, but in being rich toward God.

Following the above passage Jesus "spake a parable unto them, saying, The ground of a certain rich man brought forth plentifully: And he thought within himself, saying, What

shall I do, because I have no room where to bestow my fruits? And he said, This will I do: I will pull down my barns, and build greater and there will I bestow all my fruits and my goods. And I will say to my soul, Soul, thou hast much goods laid up for many years take thine ease, eat, drink, and be merry. But God said unto him, Thou fool, this night thy soul shall be required of thee: then whose shall those things be, which thou hast provided? So is he that layeth up treasure for himself, and is not rich toward God" (Luke 12: 16-21).

There is no indication that this man did not believe in God as Creator. There is no indication that he verbally denied God. There is no indication that he was not a good moral man. BUT there are several things he did and did not do. (1) He left God out of his plans. "He thought within himself." (2) He was planning on tomorrow as if he had an option on life. "I will pull down by barns and build greater." (3) He was self-centered and selfish. "I" was the one about whom he was thinking. (4) He spoke as if he owned was from his own power. "And I will say to my soul." (5) He thought it time to retire and had no more responsibility. "Soul, thou hast much good laid up for many years." (6) He had in mind only the satisfaction of his own flesh-

ly desires. "Take thine ease, eat, drink, and be merry." (7) He did not realize that life had slipped away and his time of departure had come. "Thou fool, this night thy soul shall be required of thee." (8) He did not realize the day of opportunity had passed. "So is he that layeth up treasure for himself."

The Colossian Christians were warned, "Mortify therefore your members which are upon the earth! fornication, uncleanness,

inordinate affection, evil concupiscence, and covetousness, which is idolatry." (Colossians 3:5). Covetousness is described as idolatry. Therefore, the rich man was an idol worshiper and did not realize it. This serves as a warning to all Christians.

Jack T. Lanham
Church of Christ

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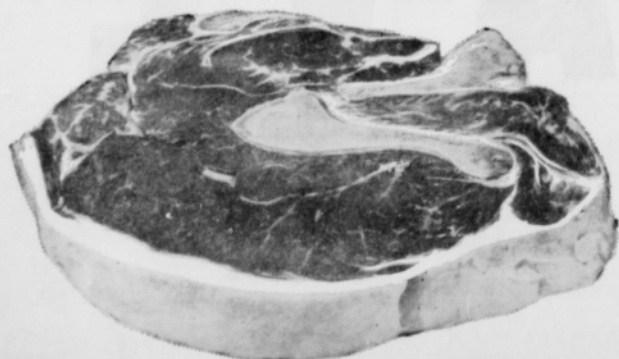
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