

WEATHER

Table with weather forecast: High Low, Sunday 17 7, Monday 68 18, Tuesday 68 21, Wednesday 78 1, Moisture this month .30, Moisture this year .30, Moisture last year .51

The Hereford Brand

14 pages

Sixty-one Years Of Service

SINCE 1901

Published Every Thursday

Our Slogan: "More People — More Farms"

62ND YEAR — NO. 4

HEREFORD, TEXAS, THURSDAY, JANUARY 24, 1963

PRICE 10c PER COPY

Hereford Gets Sugar Beet Refinery

\$18 Million Shoup Plant Set By Holly

By H. A. TUCK, Brand News Editor. A quiet feeling of deep accomplishment spread quickly in Hereford this week with the announcement that a long-awaited sugar refinery would be built here.

Holly Has Ten Refineries And Long History

Holly Sugar Company, which will build the most modern plant in the nation in Hereford, is one of the top sugar companies in the world.

Hereford Cattle Keep Winning

Hereford cattle from the "Hereford Capital of the World" continued to claim honors in livestock shows this week.

Proposed Paving Project Explained

Grand Avenue property owners were told that the condition of the street from 25 Mile Ave. to Avenue I is getting to the point where something will have to be done.

6857 Persons Take Type II Sabin Vaccine

The second in the series of three Sabin Oral Polio Vaccine Clinics held in Hereford was termed a success even though only 6,857 persons received Type II of the vaccine.

County Certified As Modified Area

Deaf Smith County has been certified as a modified certified Brucellosis area, according to an announcement made this week by R. G. Garret, executive director, Texas Animal Health Commission.

Police, Sheriff's Deputies Arrest Theft Suspects

Two suspects in a series of building materials thefts were nailed Monday as Hereford Police Department officers and Sheriff's deputies arrested a Hereford Negro and began questioning of a Latin American reportedly implicated.

Two Sentenced On DWI Charges; One Posts Bond

Two men pleaded guilty Tuesday to charges of driving while intoxicated, first offense, in Deaf Smith County Court Judge H. C. Williams presiding.

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Low Pipe, Fitting Bid Is Accepted

Bids on pipe and fittings for a sprinkler system proposed for North Park were accepted with the low bid approved as the City Commission met in regular session here Monday.



ONLY EIGHT GRAND AVENUE residents appeared at the special informational session of the City Commission held at Hereford Community Center on Monday. Purpose of the meeting was to explain the widening and paving program for the street. Courtesy of the City Commission.

Herd Drops Lobos 57-52; Big Demons Here Friday

Hereford's bustling Whitefaces took over undisputed first place in District 1 AAA basketball Tuesday night with a 57-52 victory over the winless Levelland Lobos.

Around Town

It's hard to write a column this week. Most everything already has been said on my two favorite topics: sugar beets and the weather.

Demons Loped

Until the last week of December, the Demons limped along with Mike Wendele, 6-3 forward, and reserves.

Demons Loped

They lashed out at Littlefield, taking them 76-46, then dumped Levelland 53-36 before dropping Phillips Tuesday night 69-45.

Demons Loped

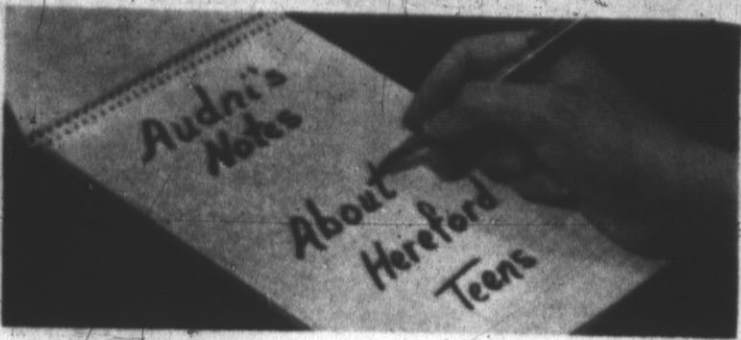
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Three Students Take All-State Music Honors

Three Hereford High School students earned positions in all-state musical and vocal groups day.



By Audal Miller
Sigh — Mid-term examinations are over...

Rumbles from the Junior High Set: The proceeds from the Junior High's dance last Friday night...

And for you in high school: This Friday night the Countdowns, a combo from Portales, will be at the Center to play for the special March of Dimes Dance...

Now let's change topics — from dances to the newly organized "Pink Angels". On Tuesday night Jan. 15, F.N.A. members who wished to participate in this program met in the lobby of Deaf Smith County Hospital...

In the "Honors To Be Conferred Department": Heartiest congratulations to Kathy Knox who is now a member of the 1963 edition of the All-State Band!

Cynthia Seed is now "Aunt Cynthia" to her new little niece, Leigh Anne, daughter of Mr. and Mrs. Charles R. Seed of Denton. Leigh Anne arrived on Saturday, Jan. 19...

Among the teenagers witnessing the Whitefaces' conference victory over the Littlefield Wildcats last Friday night were Janice Haggans, Linda Higgins, Dick Lookingbill, Nanetta Clearman, Barbara Langley, Beth Ballard, Sharon Timmin, Judy Wiman, Kathy Boston, Wallace Shelton, Kay Nell Reeves, Donna Williams, Clifton Corley, Anna Evans, Judy McCarver, Jay Boynton, Cynthia Seed, Myrna Botkin, Bill Jack Gilliland, Gloria Covington, Frank Hergert, Jimmy Bell, Gayland Ward, Loni Rush, Donald Payne, Shari Jo Carmichael, Jerry Bybee and Carl Stapp.

Something new! "Handshakin' Day" at Hereford High School will be this Friday, Jan. 25! For you who are wondering just exactly what this Day means in the lives of all HHS students, here is the best explanation I can muster: Everyone will shake hands, saying "Beat Dumas!" — several students will be told (in advance) a certain number, say, for instance, 25 — then, the 25th person to shake hands with that specified person will be given a silver dollar!

Dismissals: Rita Collier, Mrs. Paul Harvey, Mrs. J. T. Richardson, 1-18. Mrs. Delmar Sigle, Mrs. Leonard Bartels, Mrs. Lonnie Rule, Mrs. Gwynne Owen, Mrs. Jimmie Hrabal, Mrs. Claude McClure, Mrs. Hallie Kpeter, 1-19. Mrs. Daniel Wisdom, Mrs. Loyd Brooks, Mrs. Gilbert Schueler, 1-20. Mrs. Erwin Bartels, Leonard F. Stayton, Jesus Salcedo, Amy Robinson, Mrs. H. D. Robbins, Marvin E. Morrison, Mrs. Davle Grimes, Henry C. Williams, Gloria Arnois, Mrs. Stanley Smith, Mrs. Don R. Davidson, 1-21. Frank Tackitt, Mrs. James E. Black, Mrs. Fluke Thurman, Troy Benefield, 1-22.

Look Who's Around... New!

Mr. and Mrs. Daniel Clark Wisdom are the parents of a daughter, Shawnee Elizabeth, born Jan. 18 at 11:14 a. m. She weighed 8 pounds.

Mr. and Mrs. Erwin John Bartels are the parents of a son, Ricky Lee, born Jan. 19 at 5:49 p. m. He weighed 7 pounds and 8 ounces.

Mr. and Mrs. Jamie Carley Clearman are the parents of a son, born Jan. 20 at 5:03 p. m. He weighed 7 pounds and 1 ounce.

Mr. and Mrs. Tommie Gene Lewis are the parents of a son, born Jan. 22 at 2:58 a. m. He weighed 5 pounds and 8 ounces.

Mr. and Mrs. Terrell Scott Hodges are the parents of a daughter, born Jan. 22 at 3:58 a. m. She weighed 7 pounds and 8 1/2 ounces.

Courthouse Records

Roscoe Metcalf, 1959 Ford; William A. Ware, 1961 Chevrolet; Mary Jo Peters, 1962 Ford; Jay Kerr, 1958 International pickup; John Kerr, 1958 International pickup; Irvin Reeves, 1962 Chevrolet; Bill Bourn, 1959 Ford; Hereford Tile and Brick Incorporated, 1963 Ford; J. N. Sanford, 1963 Ford 1/4 ton pickup, 1-18.

Lewis Etheredge, 1963 Chevrolet pickup; T. B. Williams, 19-56 Pontiac; Fred J. Dunn, 1962 Chevrolet; Laile G. Rankin, 19-63 Rambler station wagon; H & W Implement Company, 1963 Chevrolet; Billy J. Roney, 1957 Chevrolet pickup; Kirby Sales, 1956 Chevrolet; J. E. Brooks, 1963 Chevrolet pickup; L. V. Cole, 1947 Ford 1 1/2 ton pickup; Stephens - Hudson Motor Company, 1963 Mercury; J. G. Evans, 1963 Rambler; E. G. Cardwell, 1963 Rambler; N. E. Stowers, 1951 Chevrolet grain bed; Preston L. Ryan, 1954 Cadillac, 1-21.

Roberto Garcia, 1956 Chevrolet truck; Jack France, 1957 Oldsmobile; Kinsey - Osborn Motors, 1960 Chevrolet, 1-22.

Warranty Deals: Mazie Clay, et vir, Eliza Williams: All of Lots Nos. 15, 16 and 17, of the Miller and Mosley Subdivision of Block No. 26, Events Addition.

Eliza Williams to J. T. Boynton: All of Lots Nos. 15, 16 and 17, Miller and Mosley Subdivision of Block No. 26, Events Addition.

Maudie Linville, et vir, to Eugene Campbell: All of Lot No. 35, Hough's Subdivision of Block No. 33, Events Addition.

Deeds of Trust: Harold Head, et ux, to Amarillo Production Credit Association: South 1/2 of Section 3, Township 2, Range 2, in Deaf Smith County, Texas.

Thurman E. Banks to Royce K. Banks: The Northwest quarter of Section No. 19, Block No. 7, B.S. & F. Survey.

Paul W. Metcalf and wife to Jennie Metcalf: Being all of the Northwest 1/4 and all of the Southeast 1/4 of Section No. 14, in Block K-6, Certificate No. 27, G.B. & C.N.G. Ry.

Finally, I offer this thought of Peter Ibbotson's for your consideration: "Happiness is like time and space — we make and measure it ourselves; it is a fancy — as big, as little, as you please; just a thing of contrasts and comparisons."

Holly...

(Continued from page 1) barrel of Alvarado — made sugar to President Grant and Dyer won for himself the honor of being "The Father of the American Beet Sugar Industry."

Although the plant has since been completely rebuilt by its present owners, the Holly Sugar Corporation, sugar is still being made on the site of Dyer's historic plant.

... GET AUTO INSURANCE TODAY! Plains Insurance Agency Since 1926 Jno. H. Patton W. H. Patton Robert Lemons

Herd...

(Continued from page 1) for 8 p. m. in Whiteface Gym. In Tuesday night's game at Levelland, a sparse crowd saw Hereford off to a slow start. But the Hereford bled the third quarter and then coasted in for the victory.

In less than three minutes, Robert Stange hit five points for Hereford, but missed three other free throws before Levelland could hit a basket. Earl Jackson netted three more points before the Lobos could tally a goal. Dwight McGee hit one of two free throws for a 4-4 lead but Vic Hines came back with two baskets to narrow the lead to one point.

Hereford really turned cold in the last four minutes of the period as Ronnie Welty and Austin Hodges missed free throws. Lobos also missed their first two

better world understanding and make a small investment in world peace? Then attend the Future Homemakers of America chili supper Saturday, Jan. 26, from 5:30 - 8 p. m. in the high school cafeteria. You'll get a good meal of chili and homemade pie. And all the proceeds will be used to help finance the F.H.A. sponsored foreign exchange student here next year. Through the years, this group has more than done its part in making Hereford conscious of the world in which it lives by sponsoring an American Field Service exchange student each year.

This week's front page has a story about the fine showing of Hereford cattle in various shows. But young Johnny Mars of the Deaf Smith county 4-H also keeps on doing well in the porker field. He showed the second place Hampshire in the Amarillo Fat Stock Show this week.

The Hereford Rotary Club was well pleased with the results of the junior livestock show auction last Saturday, although they lost a couple of hundred dollars as the result of some calves that sold for less than the 40 cent a pound that was guaranteed the youngsters. All in all, it was an excellent show with some top-notch stock. Generally prices were above average for the show. They and the Hereford Young Farmers really did a fine job.

Board members of the Deaf Smith County Federation of Women's Clubs will meet Saturday at 3 p. m. at the Community Center to complete plans for the Federation's regular luncheon, which is slated for Thursday, Jan. 31.

Now that we've discussed everything else, we'll comment briefly on the third in a very rapid series of frigid blasts: BRRRRRR!

Which brings us to the last topic: sugar beets and a plant for them. We are delighted to have Holly come to Hereford. The company is a dynamic one with top leadership, foresight and the courage to wage a long battle that cost a lot of time and money. We think Holly will be a big asset for the community and are looking forward to the long, pleasant association. For the length of time most of their plants have been in operation, it is readily apparent that they should be with us as long as we have soil and water to grow beets. Our thanks also go to the many people who worked so long, and so very, very hard, in what often seemed like a losing battle. They had the perseverance that was so necessary.

Holly and Hereford make quite a team. Now that the beet plant isn't a dream. To reality was a long, hard climb. Now we hope to be teamed for a long time.

It was explained during the meeting that the present strip of paving would be torn up because moisture had seeped under the paving and softened the base. A new base would be constructed and new paving put down. The special session closed with a question and answer period.

VISITING FROM DALLAS: Mrs. Jon Fraser and boys from Dallas are here visiting for several weeks in the home of Mr. and Mrs. Alton Fraser.

Police...

(Continued from page 1) Padgett. So far, materials reported recovered include 11 window frames, six or seven bundles of shingles, a roll of felt, and siding.

Proposed... (Continued from page 1) wide street. Normally the street width required would be 36 feet, but the Commission feels that the additional eight feet is needed due to heavy traffic along the street.

In the proposal, the city would pay for the additional eight feet of paving. When the project is completed, there will be two parking lanes on each side of Grand Avenue plus the two wide traffic lanes.

The mayor pointed out that this would make Grand a "much safer street."

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Hereford...

(Continued from page 1) on an experimental basis. The Texas Sugar Beet Growers Association was organized in Hereford to carry the fight. President of the group, Lee Benefield, with his legislative aides, James W. Witherspoon and Henry Sears, started to work.

They found that the Sugar Act was automatically approved for five-year periods with no provisions for new areas getting any increase. After a long, and difficult fight in Washington, they succeeded in blocking a long extension of the Sugar Act. This was done twice while the Association gathered support from other interested areas.

When it became apparent Fidel Castro had turned Cuba over to the Reds, the group tried to get part of Cuba's huge sugar allocation moved to the United States. This failed, but legislation was pushed through to allow the United States Department of Agriculture to grant 65,000 tons a year for four years to new growing areas to handle the growing demand for sugar. This provision was called the "growth factor" and did not include any portion of the Cuban quota, which was handed to a number of foreign countries.

Following hearings in September, with applications from all over the country, Specht's Sugar Company was given the 1963 allocation for its then-partially completed mill in California. Application of the Texas Sugar Beet Growers Association and Holly Sugar together was given part of the 1964 quota.

Holly and TSBGA officials worked desperately to get the entire quota allocated, but

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Low...

(Continued from page 1) had been proposed Fire Chief Dub Reeves at a previous meeting. An offer of \$2750 had been made by the City Commission of Roaring Springs.

In turning down the sale, the Commission expressed the belief that the piece of equipment would be adequate to serve the need for a standby vehicle.

City Manager Bayne explained to commissioners that the well at Hereford Municipal Airport was not producing enough water to supply needs at the facility.

He was granted permission to rework the well and install a submersible pump.

The Commission granted the city manager permission to advertise for bids on a new street sweeper for the city and installation of the North Park sprinkler system.

Dr. Roy J. Grubbs was also reappointed as city health officer during the session.

Now Under NEW MANAGEMENT WINNIE'S NEWS STAND AND RECORD SHOP (formerly Glean's News Stand) 108 East Third

Table with 5 columns: Name, FG, FT, FF, TP. Rows include Ferguson, Strange, Jackson, Hodges, Hill, Dowell, Cates, Edwards, Welty, Total, Levelland, Harrell, Crump, Hines, Simpson, Burton, Waters, Fisher, Cook, Total, District, Conference Standings.

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Advertisement for the Annual Meeting of the Texas Federal Credit Union. Includes text: 'Let's GO TO THE Annual Meeting OF Texas Federal Credit Union', 'Guest Speakers Will Be Heather Gordon and Frank Hergert exchange students', 'Election of Officers and Panel Discussion', 'VISITORS ARE WELCOME', 'PRIZES 1963 19-inch Packard Bell Portable TV with stand TRANSISTOR RADIOS AND MANY OTHER PRIZES', 'You may accumulate extra tickets on any of the following services transacted in January: Depositing to savings account; making a new loan; payment on present loan; or new membership. A ticket will be given to each member at the door - to be deposited with others you accumulate.', '330 Schley Hereford, Texas EM4-1888'.

Advertisement for THE McCANN'S. Includes text: 'ONLY 3 MORE NIGHTS TO HEAR THE McCANN'S', 'PREACHING • SINGING • PLAYING • ASSEMBLY OF GOD CHURCH', 'HEREFORD, TEXAS'. Includes photos of two men.



TOP HEAVY STEER was shown by Jim Higgins at the Rotary Club Junior Livestock Show. "Red", a 1009-pound Hereford, earned first place in the heavy steer division of the show. Higgins, a junior leader in the Eager Beavers 4-H Club, is the son of Mr. and Mrs. Karroll Higgins of Hereford. (Staff Photo)

REP. ROGERS WRITES

Move Predicted To Reduce Oil Depletion Allowance

TO THE PEOPLE OF THE 18TH DISTRICT:

Percentage depletion allowance for oil and gas is going to be under fire again as the newly convened 88th Congress plunges into a variety of tax revision proposals. You should expect another determined effort this year to reduce the 36-year-old formula which established the depletion allowance for oil and gas at 27 1/2 per cent.

Once again I will be among those Members of Congress working to keep the 27 1/2 per cent allowance. I'm convinced this figure is vital to the continued vigor of an industry so important to our Panhandle economy and national security.

I expect bills to be introduced calling for a reduction in the oil and gas depletion allowance to 22 1/2 per cent. Proposals in past sessions asking a cut to 15 per cent were overwhelmingly defeated; in recognition of the fate of these past measures, opponents of the 27 1/2 per cent allowance apparently again will aim at a more modest cut. A three-point cut to 24 per cent was beaten two-to-one in the Senate early last fall. A new round may be expected.

The oil and gas depletion allowance is not a tax loophole. It does not permit a royalty owner or oil company to deduct 27 1/2 per cent from its income tax. It is a deduction from taxable income in figuring tax liability. It is not applicable to all operations of the oil industry; it applies only to the field value of the crude oil and raw gas and only to the extent that it can be produced at a profit.

The purpose of the 1926 act establishing the oil and gas depletion allowance at 27 1/2 per cent was to avoid crippling an industry by taking away through income taxes the capital needed to stay in business. The act recognized that every barrel of oil found is one less barrel to be found; that every barrel removed from an owner's land depletes the asset value of his land by one barrel.

Later this same depletion principle was applied by tax laws, in varying percentages, to approximately 100 minerals and other natural resources taken from the earth.

A five-volume report, "Resources for Freedom," issued in 1952 by President Truman's Commission, is the most comprehensive study made of our nation's natural resources. The committee formulated a natural resources policy for the United States, including a tax policy for mineral deposits.

Its report has been, and no doubt will continue to be, an important factor in Congressional debates on the depletion allowance matter. In its recommendations to the President the commission gave full endorsement to the 27 1/2 per cent depletion allowance for oil.

Despite this recommendation and the strong fact-based case for continuing the 27 1/2 per cent allowance, you may expect new pressures this year as Congress jakes up proposals for tax cuts and tax law revision and searches the body of law for tax inequities.

The oil and gas depletion allowance is threatened because in the minds of many citizens the oil industry is regarded as an extremely lucrative and unusually profitable business.

They overlook the high-risk position of the industry, its highly competitive nature, the dulling effect on domestic production caused by imports from abroad, the fact that earning rates are in line with other industries.

The First National City Bank of New York reported that oil company earnings, in the 30-year period from 1926 (the year the 27 1/2 per cent formula took effect), averaged 9.5 per cent of invested capital, compared with 10.6 per cent for other manufacturing companies.

Oil is getting harder to find. Drilling costs are up. Wells are going deeper. In view of the industry's profit

record, the 27 1/2 per cent figure now more than ever does not appear too high in its purpose of encouraging new drilling. If the depletion allowance were done away with entirely, oil producers would have to find some other way to attract capital for exploration. In the end, the consumer might have to bear the load by paying higher prices for

petroleum products. I expect that again in this session, despite the press for sweeping tax law revision, Congress will be extremely cautious about making any tax structure change that would intimidate the quest for new oil and gas reserves.

WALTER ROGERS
MEMBER OF CONGRESS
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STATE FARM

Herd Evens District Mark With Win Over Littlefield

Whitefaces and Wildcats proved to be near foes Friday night in Littlefield, but the Whitefaces pulled ahead in the final minutes to claim a 46-42 win.

The win evens the Herd's district record as the Whitefaces previously had a defeat by Perryton in the books. A large junior by the name of David Stevens turned in his

best performance of the year while claiming honors for Hereford with 11 points.

Also pacing the Whitefaces were Gary Roberson and Charley Moreno, who netted nine each. Neal Lueb tallied six and Kenny Justice and Frank Cain both got four. Gary Stagner added three.

Both teams reflected the outside temperature with their coolness during the first quarter. Littlefield managed a 10-9 edge after eight full minutes of play. Roberson, Cain, Lueb, and Stevens all tallied to total the Herd's nine points.

Action stepped up considerably during the second period, but the Wildcats scored in the final seconds of the half to take a 27-25 lead to the dressing rooms.

Stevens ripped in six points including two at the free throw line, to spark the Whitefaces to a 16-point quarter. Justice and Roberson both hit for four and Gary Stagner contributed a pair of free throws.

In the third quarter, the squads matched points once more but the Wildcats, again managed the last tally to have a 37-36 edge over Hereford going into the final round. Moreno kept the Herd in the running with seven points,

while Roberson and Stevens got two each. Hereford held the hosts to pull ahead for the win. Lueb put through four points and Cain got a two-pointer. Then Stagner hit a free one and Roberson tallied another. Moreno scored one from outside to put the game on ice with Hereford winning, 46-42.

Hereford was slated to play in Levelland Tuesday night, and then plays host to Dumas here Friday in Whiteface Gym, beginning at 8:15 p.m.

BOX SCORE		
Hereford (46)	FG FT FF TP	
Roberson	3 3 3 4	
Moreno	4 1 3 9	
Justice	2 0 0 4	
Cain	2 0 1 4	
Stevens	4 3 2 11	
Lueb	3 0 2 6	
Stagner	0 3 3 3	
McCaslin	0 0 2 0	
Total	18 10 18 48	
Littlefield (42)		FG FT FF TP
Sitton	1 3 4 5	
Coffman	5 2 5 12	
Chambers	5 1 1 11	
Ross	1 0 0 2	
Pierce	0 4 1 4	
Cox	3 2 4 8	
Total	15 12 15 42	

FRIO NEWS

Abilene Preacher Aids Frio Church

By Mrs. Owen Andrews
The Rev. and Mrs. Claude Harris, Claudia Kay and Sam of Abilene were guests at the Frio Baptist Church Sunday, as he brought the message at both services. The Harrises spent Saturday night in the home of Mr. and Mrs. T. L. Sparkman Jr. On Sunday, they ate dinner with the Charles Sells.

Other guests at the Sells for dinner were the Frank Robbins family and the Buck Stringers. The Rev. and Mrs. Bob Ramsey of Hereford were guests of the church the previous Sunday as he preached for both services.

Mrs. B. H. Baldwin is visiting a few weeks in Dallas with the Ben Deani and in Fort Worth with the Darrold Baldwins. The Godfrey Baldwins of Austin are expected there to visit his mother and relatives this weekend.

Mrs. Spicer Gripp has been ill with a throat infection for several days. Mr. and Mrs. Bill Williams went to Fort Worth last week to attend the Baptist-Evangelistic Conference. They remained through Wednesday, when the

Rev. Billy Graham conducted the services.

Mr. and Mrs. Joe Ed Andrews and Elizabeth visited her grandparents, the Zerrell Filgrees, Mrs. Hattie Haeff and other relatives in Vernon last weekend.

Mr. and Mrs. Olin Parris have bought a home at 603 Star in Hereford. They expect to move their furnishings from the farm to town. They have been renting an apartment for several months.

Mr. and Mrs. Joe Autry and children will live in the Parris farm house.

Mrs. G. W. Parker entered Deaf Smith County Hospital Friday morning. The Rev. Kenneth Lowery of Westway is teaching an adult study course this week at the Frio Baptist Church. The course is on the Book of Matthew and is held at 7:30 p. m. each evening.

Mrs. Buck Stringer took her father, W. P. Betts of Hereford, to Lubbock on Thursday for medical treatment. His son, Arthur, went for him Saturday.

Mr. and Mrs. Robert Dobbins went to Oklahoma City this week for their daughter to see an allergy specialist.

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89¢

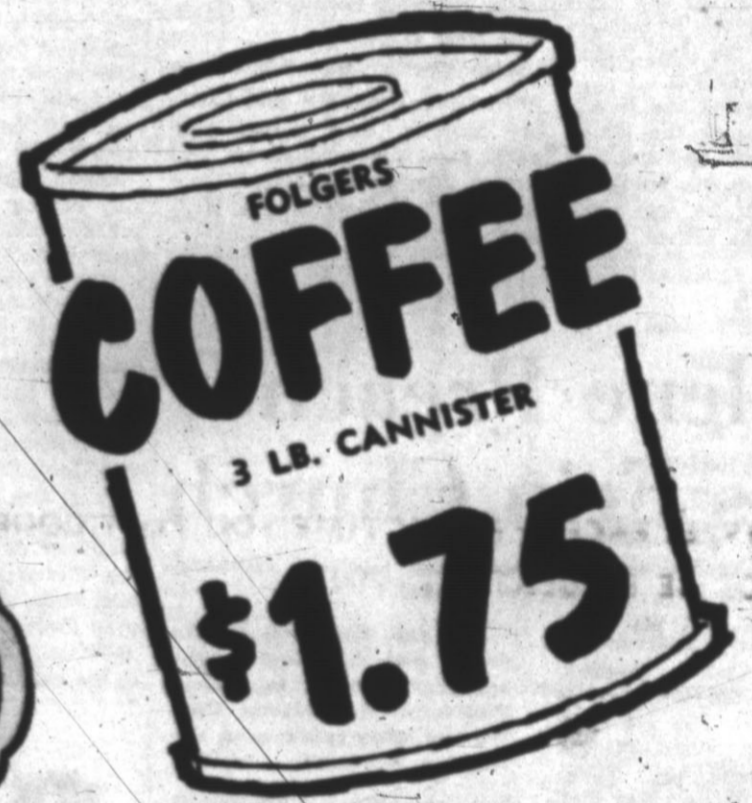


FRESH GROUND STEAK LB. 59¢

THRIFT - T - STEAKS 20 OZ. PKG. 79¢

BEEF - CHICKEN - TURKEY BANQUET COOKING BAGS 4 FOR \$1

SAMPLED IN OUR STORE SATURDAY ROAST BEEF Blue Marrow, With Sauce 11oz 79¢



CALIFORNIA ORANGES LB. 19¢

FLORIDA RUBY RED GRAPEFRUIT EACH 10¢

PANCAKE SYRUP

SMUCKERS LITTLE BROWN JUG 24 OZ. 49¢



OPEN EVENINGS TILL 9 P. M. MON. - THRU - SAT. CLOSED SUNDAY

RECIPE - PINK SALMON TALL CAN 59¢

HUNTS TOMATO JUICE 32 OZ. CAN 2 FOR 45¢

ROSDALE - GARDEN SWEET PEAS 303 CAN 2 FOR 29¢

CANNED LUNCHEON MEAT ARMOURS TREET 12 OZ. 39¢



Fabric Softener - 32 oz. DOWNY 69¢
Girls - Sizes 6 1/2 - 8 1/2 Reg. 79¢
MORPUL SACKS 59¢
Mortons - Reg. 49¢
CHIP - O'S 39¢
Hunts - 8 oz. Can TOMATO SAUCE 3 for 25¢

Liquid Detergent - 32 oz. JOY 69¢
Pyrex - 6 Cup - Reg. 3.98 PERCULATOR \$2.99
Hersheys - LB. Ctn. COCOA 59¢
Libby Cut - 303 Can GREEN BEANS 5 for \$1

New Blue - King Size CHEER \$1.15
Welchs - Frozen - 12 oz. Can GRAPE JUICE 3 for \$1
Burlison - 3 Lb. Jar - Ext. HONEY 89¢
Van Camp - 300 Can PORK & BEANS 8 for \$1

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STYLES & MODELS UP TO \$795
WALNUT MAPLE RIFT OAK
DANISH MODERN CONTEMPORARY

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ON ALL PARTS AND LABOR FROM
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- NEED NOT BE PRESENT TO WIN
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CASHO WINNERS
WINNER OF GAME NO. 10 NOT DETERMINED
AT TIME OF PUBLICATION

 WINNER \$100.00 — GAME NO. 1 MRS. J. D. KIRKLAND	 WINNER \$100.00 — GAME NO. 2 MRS. D. R. GRIMES	 WINNER \$100.00 — GAME NO. 3 MRS. LOLA MENASCO
 WINNER \$100.00 — GAME NO. 4 MRS. CLARENCE BETZEN	 WINNER \$100.00 — GAME NO. 5 MRS. ALICIA SANCHEZ	 WINNER \$100.00 — GAME NO. 6 MRS. M. P. VAUGHT
 WINNER \$100.00 — GAME NO. 7 MRS. KENNETH KELLY	 WINNER \$100.00 — GAME NO. 8 MR. W. H. LONDON, SR.	 WINNER \$100.00 — GAME NO. 9 MR. LESTER ENGLISH

GAME NO. 10 - FINAL GAME

COOPER'S



SERVING SOME OF her delicious potato salad to her two daughters, Jamie, left, and Betty, right, Mrs. Erika Durham finds that it does not last very long. Erika enjoys preparing some of the dishes that are popular in Germany and which she uses here in America. (Staff Photo)

LET'S COOK SOMETHING!

Now A U.S. Citizen, Erika Durham Cooks 'In German'

By Ramona Noel
Brand Society Editor
With a raised right hand and repeating the solemn oath of allegiance, Anna Erika Betty Durham, was one of 41 persons to become a citizen of the United States last Friday afternoon, Jan. 18.

Erika proves to be a modest person, but within her is a dignified proudness, that bursts forth when she speaks of Hereford and her many friends here. After living here for almost ten years, coming to Hereford in October, 1953, Erika feels that this is her home. In expressing her aims, she said, "I could have gone back to Germany after the death of my husband, Betty, 8, and Jamie, 3, and I were happy here, so this is where we stayed."

Erika was born and raised in Wiesbaden, Germany. She feels very fortunate that she had private lessons in English when she was 12 years old and is capable of reading anything in English. The county library tends to be one of Erika's favorite places, because of her love of books.

During the summer, Erika is kept busy with her babysitting job, having as many as 20 in her home to share her love and kindness with. She still does babysitting, but during the winter the number is somewhat less.

Erika and her girls attend the First Baptist Church, where she is a teacher in the nursery. She loves her church work and enjoys the association that comes from being an active member.

Even though she does not do the cooking that she used to do, Erika still hasn't lost the touch. Some of her favorite recipes, both German and American, are being shared this week.

A different flavor in potato salad is enhanced with the variety of ingredients that are combined in this recipe.

- Potato Salad**
- 5 large potatoes (boiled in jackets)
 - 1 apple
 - 2 dill or sweet pickles (chopped)
 - 1 medium onion (chopped)
 - 1 slice of canned pimento (chopped)
 - 1 can of Deep-Blue Anchovies
- Peel potatoes and cut into cubes, peel apple and chop into small squares. Combine potatoes, apple, pickles, onion, pimento, chopped anchovies, use liquid from canned anchovies, too. Use two tablespoons of corn oil and vinegar and mix all ingredients together with enough salt and pepper to taste. Garnish with tomatoes and eggs. Serves 6 to 8 people.
- Appetrels**
(Apples and Rice)
- 1 quart water
 - 1 teaspoon salt

- 2 heaping tablespoons sugar
 - Oleo or butter
 - 2 to 3 drops lemon extract
 - 1 1/2 cups rice
 - 1 pound apples
- Bring water, salt, sugar and rice. Drop rice and sliced apples over medium heat until done, about 40 minutes. Apples and rice can be cooked separately and put into casserole in layers, if so desired. Use a topping of 2 tablespoons of sugar and 1/2 teaspoon cinnamon mixed together and sprinkle over mixture.

Erika recalls a dish that had been a favorite in Germany as long as she can remember for a breakfast meal. Even now she will cook it for her family. It can also be used as a winter supper dish, eaten with a pea salad or a tossed tomato and lettuce salad.

- "Farmer's Breakfast"**
- 2 potatoes (boiled in jackets)
 - 1/2 can anchovies (chopped)
 - 4 strips bacon (chopped)
 - Small onion (chopped)
- Slice cooked potatoes and arrange in baking dish. Sprinkle with anchovies, bacon and onion. Alternate this mixture in layers. Beat 2 eggs and 1/2 cup of milk together. Pour over potato mixture and bake in oven at 350 degrees until brown.

A favorite dessert that the whole family enjoys is Erika's Apple-Strudel.

- "Apple Strudel"**
- 2 1/2 cups sifted flour
 - 6 tablespoons sugar
 - 1/4 teaspoon salt
 - 2 eggs
 - 2 tablespoons butter or oleo (for dough)
 - 1/2 cup hot water
 - 2 tablespoons flour
 - 1/2 cup (1 stick) oleo or butter, melted (for brushing dough)
 - Confectionary sugar

Make dough: Sift flour, sugar, and salt onto waxed paper. Place eggs in large mixing bowl; beat slightly. Stir in 1/2 cup of the sifted ingredients to make a paste. Stir in melted butter or oleo a little at a time into the egg mixture. Alternate with dry ingredients, beating well after each addition. Dough will be sticky and elastic.

Scrape dough from bowl onto a pastry board and work with hands for about ten minutes or until dough no longer sticks to the board or hands. Roll dough out on a large tablecloth and then stretch out with hands very carefully until paper thin. Brush lightly with some of the 1/2 cup of melted butter or oleo. Spread crumbs, from filling recipe, over dough, then spread the apple in-

H. D. CHATTER

Argen Has No Words After 16 Years Here

By Argen Draper
Many times in my career I have been without words. This is one of those times. I am so very grateful for the nice recognition you folks gave the extension program in Deaf Smith County.

Thanks for coming to the tea and for your kind remarks. It seems impossible that 16 years have passed since my work began in the county. Many changes in population, progress and methods of work have come about. The work is so different and interesting — interesting, I think, because extension is expanding the work and reaching more people through organized groups.

Every day we receive requests from persons not connected with home demonstration or 4-H clubs for materials.

About half of the nation's home economists receive their education from land-grant colleges. Spokesmen for the land-grant schools report a growing interest in home economics.

A recent survey of 57 institutions shows an overall increase of \$15 home economics students in 1962. This is about 4.5 per cent more than 1961. This is very encouraging, as in the Panhandle alone we need about six home demonstration agents. Woody McDermitt has been

asked to help with a clothing consumer day program in Vega in March.

Need to stretch the family food budget? Here are some marketing tips that may help get more mileage out of your food dollar, says Mrs. Gwendolyn Clyatt, Extension Service consumer marketing specialist.

At your favorite meat counter, look for best beef values on short ribs, stew meat, ground beef, beef and calf liver and arm and blade pot roasts and steaks.

Pork values include smoked hams, picnics, fresh backbone, end-cut pork chops, and shoulder roasts and steaks.

Fryers are in plentiful supply and are selling at reasonable prices. Frozen turkeys are available in most stores at economical price levels. Grade A large eggs are the economy quality eggs—value at present.

With the recent freezes, the scarcity of citrus fruits could be serious. Remember that cabbage and potatoes are good sources of Vitamin C.

CELEBRATES 80TH BIRTHDAY

Mrs. M. L. Hardy of 330 Avenue B celebrated her 80th birthday when her children gave her a surprise supper on Friday evening, Jan. 18 in her home. Her children from Dimmitt and Muleshoe were hostesses for the party, they were: Mr. and Mrs. Joe Butler and children, Mr. and Mrs. Truitt Boothe and children, Mr. and Mrs. Pat Hardy and children all from Dimmitt and Mr. and Mrs. Buck Wood of Muleshoe.



MRS. ALBERT MAXWELL
Assistant Cashier

Officials Elected By Stockholders At Annual Meet

Officers and directors of Hereford State Bank were re-elected, as stockholders of the bank met here Thursday, Jan. 17, for the annual meeting.

Following the meeting, the board of directors of the bank named Mrs. Albert Maxwell to the post of assistant cashier. Mrs. Maxwell has been employed in the bookkeeping department of the bank since 1954.

She was the head bookkeeper and cashier at the bank's drive-in window.

Officers of the bank re-elected include H. S. Wilbur Sr., chairman of the board; Russell E. Carver, president; Joel A. Hodges Jr., executive vice president; Dean Howe, vice president; and Wayne Williams, cashier.

Directors are J. R. Allison, O. L. Bybee, Russell E. Carver, Howard Gault, J. T. Gilbreath Jr., Joel A. Hodges Jr., W. N. Hodges, J. R. Lipscomb, R. G. Peeler, Earl Wilbur, and H. S. Wilbur Sr.

Russell Carver, president, reported to stockholders on the bank's earnings and financial condition.

He pointed out that the bank had had a good year and explained that growth was due to excellent crop conditions and price stability.

FUN TO DRIVE...



EASY TO OWN!

Exciting new blend of beauty and action...in the low-price field! What a simple, saving way to move into an Oldsmobile! The stylish, longer-looking F-85 sports a spirited aluminum V-8...maneuvers around tight turns and into snug parking places with equal ease! Yet it's priced right down in the low-price field! Fun-drive an F-85...today!

There's "Something Extra" about owning an OLDSMOBILE!

OLDSMOBILE F-85

SEE YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER —
OSBORN - NORWOOD CHEVROLET
Hereford, Texas

EM 4-2030

WANT ADS

OFF THE Shelf

9. Situations Wanted

WANT TO Do Home Nursing or stay in home and care for elderly person. PO Box 1828, Plainview Texas. B-9-19-27-7p

WANT TO RENT Irrigated land on cash or crop basis. Any amount. Call EM 4-3322 or EM 4-0253. B-9-10-28-25P

WANTED All kinds custom Farm Work. Call Jake Moore EM 4-1542. B-9-10-28-25P

10. NOTICE

FOR SALE BUSINESS OPPORTUNITY
This business for sale because of other interests. It is a good going concern, and will be easy to follow previous business and expand. Call EM-0862, or after hours, EM-2825. B-10-3-2C

WELL WORK WELDING AND PIPE THREADING
J. E. TURNER
PHONE EM 4-2194
T-10-15-TFC

11. Business Services

FOR SOFT WATER SERVICE CALL EM 4-3280
Free water analysis. For better health, drink distilled water.

For information on sand, or stain, or bad tasting water, Call EM 4-3280. We have the answer to all your bad water problems.
216 N. 25 MILE AVE.
T-11-41-TFC

AUCTION SERVICE
Sales of all kinds.
BILL FLIPPIN
Friona, Texas. Phone 5362
B-11-46-TFC

Magneto - Starter Generator & Electric Motors, Rewind, Sales & Service
OWENS & HOLLINGSWORTH
EM 4-3545
EM 4-3572
Commercial - Industrial Residential Wiring
809 EAST SECOND
B-11-13-TFC

SAW FILING Work guaranteed
George Parker, 309 Ave. J,
EM 4-0864.
B-11-10-29-6p

CONCRETE & STUCCO
Residential & Commercial Sidewalks - Drives - Floors, Patios
Radius of 100 Miles of Hereford
WESTER & JONES
H. E. WESTER
EM 4-0408
LYNN JONES
EM 4-1217
B-11-27-TFC

HAVE TWO CLOSE CALLS

Stanton Freshman Claim First In Clovis Tourney

Stanton Junior High School Freshmen Dogies topped first place in the Clovis Invitational Junior High School Tournament Saturday.

Dogies sneaked by two teams with a total of three points difference in the score to highlight their journey to first place in the meet. Earlier in the tourney, the Dogies took large-margin wins to earn tickets to the finals.

Dogies defeated Portales, N. M., by 49 - 47 Saturday night in the finals to clinch first place. Earlier Saturday in the semi-finals, Stanton edged out Muleshoe by 37-35.

Opening the action at the meet, Stanton downed host team Gattis Junior High of Clovis by 54-21 and then outran Tucumcari by 58-38.

Steve Hodges, Greg Richards, Mike Moore, Roger Owen, Randy Tooley, and Gary Payne sparked the Dogies in their drive to the tournament championship.

Wins in the tourney gives Stanton a season total of 12 win and two losses, to Dimmitt and Canyon.

Opening the action in Clovis, Stanton defeated Gattis by 34-21. Jumping to a 13 - 4 first quarter lead, Stanton had little trouble in quelling their hosts.

Mike Moore sparked the Dogies with 11 points, while Steve Hodges put through nine. Greg Richards netted six and Bobbie Lemons capped three. Garnering two-pointers were Randy Tooley, Roger Owen, and Walter Williams, while Jimmie Young converted a free one.

In the second game of the meet, Stanton trampled Tucumcari to the tune of 58 - 38. Once again the Dogies jumped to an early lead which was never challenged.

Greg Richards took over the scoring honors with 13 points, while Hodges contributed 11. Owens sank eight, and Moore got five. Hitting for four each were Payne, Tooley, and Young, while Williams added three. Lemons tallied one for two to close out the scoring for Stanton. Competition became much meaner in the semi-final ma-

ch as only one point put Stanton in the finals with Hereford winning over Muleshoe by 37-35.

Teams matched points throughout the game, and the score stood even at 17 at the half. Dogies pulled ahead to a 31-26 advantage entering the final round, but the Mules gave a final kick which almost knocked the game into overtime.

Steve Hodges piled in 16 points to keep the Dogies in competition during the game. Owen and Richards each netted eight. Tooley got four, and Lemons contributed one.

Another pleased, but anxious Hereford delegation saw Stanton edge out Portales to take top honors at the tourney. In a grueling duel which saw Stanton sneak from behind to tie things at the end of the third quarter, the Dogies managed to pull out a 49-47 win for the title.

Hodges again sparked the Herd, this time burning the cords for 17. Also netting double figures were Greg Richards, with 12, and Mike Moore, with 11. Owen tossed in four, as did Payne, and Young converted a free throw.

Portales rampaged to an 18-13 lead during the first quarter, and tacked on another point to

the margin before the half, when the score stood 27 - 21.

But the Dogies fought back hard in the second half, opening with a 14-point third quarter which tied the game up at 35.

Hodges and Richards led the Dogie attack during the third quarter with five each while Moore and Owen both put through two - pointers.

Starting a new ballgame in the final quarter, Hodges ripped in eight points to lead Stanton past Portales. Moore tallied a pair of charity tosses, Owen hit for two, and Richards made a field goal.

BOX SCORE				
Hereford (49)	FG	FT	PF	TP
Hodges	7	3	0	17
Moore	4	3	4	13
Owen	2	0	1	4
Richards	5	8	4	12
Tooley	2	3	4	4
Payne	0	2	2	1
Lemons	0	0	5	0
Total	20	21	20	49
Portales (47)	FG	FT	PF	TP
Vanzant	2	1	3	5
Chander	8	5	3	21
Owen	1	1	1	3
Victor	1	0	4	2
Bodson	1	1	1	3
Coffman	3	1	3	7
Shearer	1	0	0	2
Van Winkle	0	4	5	4
Total	17	13	20	47

Sales Consultant Has Course Here

A man who makes the blanket statement "Everyone is a salesman" comes to Hereford to prove his theory Monday, Feb. 4.

In a program entitled "One Great Day of Selling", Fred Palmer, nationally known sales consultant from Columbus, Ohio, will conduct a course in salesmanship.

"Everybody is a salesman," says Palmer. "Everyone must sell either a thing, an idea, or himself. Whenever two people meet, some kind of a sale is being made or lost. We have enormous production facilities in this country, but unless salesmen sell this production, the machines stop.

With modern transportation and good highways, most people have a choice of several good places to buy. Prices are about

the same . . . merchandise is about the same. The main difference between one place and another is salesmanship.

"Selling is not a job," Palmer states in an introduction to his course. "It is a profession, and the most difficult of the professions. There is more opportunity for advancement in the profession than in any other."

Palmer's appearance in Hereford is being sponsored by radio station KPAN. Proceeds from the enrollment fees in the course will go to cover the program expense, with any profit slated to go to the Hereford Community Center.

Monday afternoon Palmer will discuss big - ticket items such as autos, real estate, banks, and farm machinery. The program will include such topics as fundamentals of selling, product knowledge, a 10 point sales plan, how to close a sale, and how to organize the sales day.

An evening sales clinic will deal with retail items of smaller - priced variety. Included will be such points as how to sell items across the counter, personality development, creating a value, suggestion selling, and other topics.

Palmer will also speak before the student body at Hereford High School at 9 a. m. and to the Rotary Club at noon. His topic at these two appearances is billed as, "For Sale - Your City."

Anyone wishing to attend either the afternoon or evening sales clinic, or both, should contact radio station KPAN.

RECEIVES PROMOTION

Marine Lance Corporal Robert L. Welty, son of Mr. and Mrs. Donald L. Welty, was promoted to the present rank recently while serving with the Second Battalion of the Ninth Marine Regiment at Camp Hansen, Okinawa. Promotion is made on the bases of leadership abilities, proficiency, and military behavior.

Too Late To Classify

NEEDED LISTINGS on farms, homes, businesses and commercial property. Justice Realtors.
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LET US handle all your real estate problems including free rental service. Justice Realtors.
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BY H. A. TUCK

A real off - beat book, and one that took tremendous research, is *Black Cargoes* by Daniel P. Mannix in collaboration with Malcolm Cowley. The non - fiction work is a history of the Atlantic Slave Trade from 1518 until 1865.

This is the story of how the Negro colonists were brought to the two Americas, as the result of a gigantic commercial operation that changed the history of the world. By a conservative estimate the operation cost between 20 and 40 million lives.

It produced enormous fortunes which helped to finance the industrial revolution in England and France, but in Africa it produced nothing but misery and social disintegration. In America it gave rise to the plantation system, the maritime trade of New England and the Civil War.

Black Cargoes tells how the operation started in the newly settled Spanish Island of Hispaniola. (The book briefly touches on the many attempts - all unsuccessful - to enslave the Indians or island natives in the new world), how it rapidly expanded after 1650 with the growth of large - scale sugar planting, how it reached a climax in the 18th century, how the trade was legally abolished by Great Britain in 1807, how it persisted in spite of Her Majesty's Navy, and how it ended after 1865.

The book also tells where the Negroes came from, how they were enslaved, how they were purchased by sea captains, how they were packed into the hold like other merchandise (but with much greater losses in transit), and how the survivors were sold in the West Indian and American markets.

Through the years, there have been many valuable contributions to the scholarly record of slavery, but this is the first general history of the Atlantic trade to be written in 60 years.

It is a story of greed, violence, daring and incredible callousness, involving as actors or victims white men and black men alike. The reader will meet Sir John Hawkins and the King of Dahomey, American merchant princes, Queen Elizabeth I, Thomas Clarkson, the great reformer, and the diabolical Captain Canot.

The reader also will explore the horrors of the Middle Passage, the dividends of Lancashire cotton mills and the heroism of the British Navy.

Black Cargoes tells how the slaves were captured, mostly in wars staged for just such purposes by other tribes in Africa, how the captives were turned over to factors and held in "factories" until sailing ships called for them.

The slave trade has left us a rich heritage in music, art, science, literature and American citizens. However, it has also left some wounds which are still unhealed and a dark spot upon our history.

Black Cargoes is available on the non - fiction shelf of the Deaf Smith County library.



RESERVE CHAMPION STEER was exhibited by Larry Minks at the 17th Annual Hereford Rotary Club Junior Livestock Show. The 721-pound calf "Troubles" earned the top spot in the lightweight division of the show, and then copped the Reserve Champion title. It was the second Reserve Champion steer for the Walcott 4-H'er in two years. Minks is the son of Mr. and Mrs. Norman Minks of Walcott. (Staff Photo)



SECOND PLACE STEER in the middle weight division of the 17th Annual Hereford Rotary Club Junior Livestock Show was exhibited by Bill Cole of Frío. The steer is a 786-pound Hereford by the name of "Jim". A member of the Happy Hustlers 4-H Club, Bill is the son of Mr. and Mrs. Floyd Cole. (Staff Photo)



MOTHERS' MARCH volunteer workers count donations for the March of Dimes as campaign workers begin turning in contributions. Tabulating donations are, clockwise, Pat Ferguson, campaign director, Mrs. Wendell Maloney, Mrs. Bobby Shelton, and Mrs. David Patterson. Sponsoring the annual drive this year was the Young Mothers Study Club. (Staff Photo)

Kirby Vacuum Cleaner Co.
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ALL NEW SANITRONIC
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SEE **HI-PLAINS** SAVINGS and LOAN ASSOCIATION 128 E. 3rd FOR **HOME LOANS** TO **BUY OR BUILD REMODEL REFINANCE**



By Melvin Young
We have been thoroughly disillusioned! We've watched the Congo pot boil for more than two years, expecting daily that Tarzan would swoop down out of the jungle; toss the bad guys to the crocks and assist the good guys in their efforts to establish a Congolese government free of corruption and blessed with wisdom, tranquility and prosperity! But we have waited in vain.

Perhaps the explanation for this apparent neglect by Tarzan lies in the fact that not even the "King of the Apes" can determine for sure just which are the good guys and which are the bad guys.

However, now that the all-powerful United Nations forces, (self-appointed guardians of world peace) have succeeded in uniting the central government of the Congo and the government of Katanga's Moise Tshombe, we may eventually get to the core of the whole mess and discover that our hero has turned out to be just another white mercenary. On the other hand, it's altogether possible that the gentleman in question has tired of the noise and turmoil of the one time peaceful jungle; climbed aboard his trusty elephant and headed for a more secluded spot... if that's possible. Whichever the case, we're sorely disappointed... and we might add, slightly confused over the whole situation.

But every day has its bright spots. While we have apparently lost our champion of the jungles, we have gained a sugar beet mill for Hereford. After many weeks of anxiety, we were informed Monday by officials of the Holly Sugar Corporation that they will start construction of the proposed sugar mill immediately. They are still hoping however, for an eventual allotment increase of 15,000 tons to bring the allocated total up to 65,000. Holly has said that the larger tonnage is necessary for a profitable operation. The original request of 65,000 tons was trimmed to 50,000 by the U. S. Department of Agriculture when the allotments were announced in December of 1962.

The mill itself will add many thousands of dollars to the Hereford economy in annual payroll, plus the fact that many relative industries may be attracted. To be specific, we were thinking of additional cattle feeding facilities, packing houses and possibly a cannery. And of course, the sugar beet acreage gained will certainly be welcomed by farmers throughout the four county area.

The Hereford JayCees were killing two birds with one stone last Sunday when they set up a poll tax station at the High School Cafeteria during the Type II-Sabin-Oral-Vaccine project. And it appeared to us that they were doing a booming business in both departments.

Tom Draper and I have buried the hatchet (temporarily). We promised Tom we'd be a little nicer to him in this column, and he promised to quit trying to peddle his dogs to my kids.

J. W. Robinson and young son Jay, at home alone during the recent cold snap, discovered that sleeping bags can come in mighty handy right in your own home. When faced with a power failure at their residence on Harrison Highway, (and power failures mean no heat and no electric blankets), J. W. and Jay crawled into their sleeping bags and slept just as snug as bugs in a rug. And pretty doggone comfortable too, allows

Did You Know... Aspirin is Deductible!

Aspirin, and hundreds of other drug products, may be deductible in computing federal income tax. But you must be able to offer proof of purchase. The DrugTax record-keeping service, available free to you at our pharmacy, does just that. Come in and ask about DrugTax. Start saving tax money!

ROGERS DRUG

Thomas Named To Fill Vacant Extension Post

John G. Thomas, area entomologist with headquarters in Lubbock, will be transferred to the headquarters staff of the Texas Agricultural Extension Service on Feb. 1.

Thomas, the son of Mr. and Mrs. Luffy Thomas, has been named by Director John E. Hutchinson, as associate entomologist. He replaces C. F. Garner who resigned several weeks ago.

Thomas holds both bachelor of science and master of science degrees in entomology from Texas A&M College. He has also completed approximately two-thirds of his academic work toward a doctorate degree in the same field from Kansas State University.

ATTEND BANQUET
A large delegation from Hereford, Friona, Adrian and Vega represented the Tierra Blanca District at the 39th annual Llano Estacado Boy Scout Council banquet at the WTSC cafeteria in Canyon. The group placed third in attendance. Among those attending were: Mr. and Mrs. Daniel Larsen, Dr. and Mrs. M. C. Adams, Mr. and Mrs. O. L. Ciek, Mr. and Mrs. John Douglas Pittman, Mr. and Mrs. Jim Halliburton, Albert Maxwell, Nolan Grady, Howard Walker, H. A. Tuck, Woody McDermitt, Loren Creitz, John Lewis, J. T. Singleton, Larry Stutts, Dan Ethridge, Bruce Miller, Bruce Miller Jr., and Louis Malchuca.

ATTEND MEETINGS
Austin Rose Jr., Bob Doughman and Bill Thompson represented the Deaf Smith County Chamber of Commerce at two committee meetings in Abilene Tuesday. They attended the West Texas Chamber of Commerce sessions on agriculture and livestock and on livestock feeding.

several days before returning home.

Mrs. Herman Faetsold was a little shook-up Saturday afternoon when she returned home to discover a lamb in her back yard. Thinking that the animal must have wandered away from the Junior Livestock Show, Mrs. Faetsold called the Bull Data to report the stray. Two Rotarians were immediately dispatched to the Faetsold residence to retrieve the little fellow, and to sooth Mrs. Faetsold's nerves. However, all was resolved when husband Herman returned home. He had purchased the lamb at the Junior Livestock sale Saturday p. m. and had taken him home while his wife was gone. The lamb stayed, the Rotarians returned to the sale, and we presume tranquility was restored at the Faetsolds.

It was lunchtime. The elderly worker opened his lunchbox, looked in, and growled: "Cheese sandwiches! Cheese sandwiches! Always cheese sandwiches!"

"Why don't you ask your wife to make some other kind?" asked a fellow worker.

"Wife? Who's married? I make these myself!"

Just a few more days left in which to pay your poll tax! Be sure that you have a voice in your government by having your poll tax paid before January 31st.

MOTHER VISITS

Mrs. S. K. Parsons of Wellington is visiting here with her daughter and family, the Ansel McDowells. She plans to spend

STARR Continuous Daily
Open Sat. & Sun. 1:45
Open Week Days 3:15
Thru Sat. Wonderful Family Entertainment



It's the new entertainment miracle, with all those wonderful songs that are sweeping the country!
Gay Purree
UPA ALL ANIMATED PRODUCTION

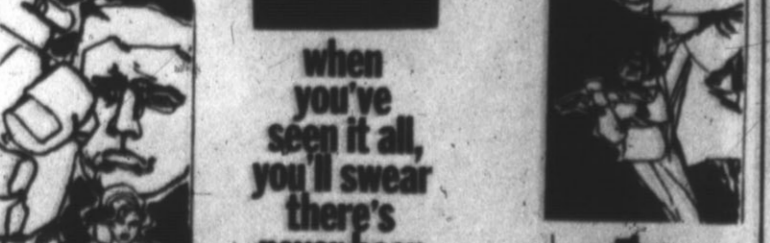
and the Voices of
Go On
ROBERT GOULET - RED BUTTONS - HERMIONE GINGOLD - PAUL FREES
Executive Producer: Henry S. Saperstein
Written by: ROBERTY and CHUCK JONES
Directed by: ABE LEVITON
Music by: HAROLD ARLEN
Lyrics by: LY HARRING



6 BIG COLOR CARTOONS AND THE ROAD RUNNER
55 MIN. OF ROAD RUNNER FUN!
TECHNICOLOR

STARTS SUNDAY FOR 3 DAYS!!

If you come in five minutes after this picture begins, you won't know what it's all about!



Frank Sinatra Laurence Harvey Janet Leigh
The Manchurian Candidate
FEATURE TIMES
Sun - 2:00 - 4:20 6:40 - 9:00
Mon - Tues 3:40 - 6:05 AND 8:35

Food is your BIGGEST BARGAIN!

Piggly Wiggly logo, FULL ASSORTMENT OF VALENTINES CANDY, MORTON'S BEEF - CHICKEN - Ham Salisbury Steak DINNERS 39c Each, PACKARD BELL 1963 CONSOLE TV COLONIAL MAPLE FINISH \$725 VALUE PLUS ONE YEAR FREE WARRANTY AND SERVICE COURTESY STAN KNOX TV - MUSIC, Watch Our Ad FOR TIME AND DATE OF DRAWING REGISTER TODAY AND EVERY DAY YOU'RE IN PIGGLY WIGGLY NO PURCHASE NECESSARY YOU MUST BE 16 YRS. OR OLDER YOU NEED NOT BE PRESENT TO WIN CHECK PIGGLY WIGGLY FOR FURTHER DETAILS

Burrito Sto-Cold Insulated Each 29c TUMBLERS Set of 1.59 Mrs. Tucker's 3 Lb. Can SHORT'NING 59c Wolf Brand - No. 2 Can "Beef Cuts Only" CHILI 59c Allen's Fancy Whole No. 3 Tall Can CHICKEN 79c

TENDERCRUST ASSORTED COOKIES 2 LB. PKG. 49c, THIS COUPON IS WORTH 30c TO YOU!! SAVE 30c WHEN YOU BUY A 10 OUNCE JAR OF INSTANT FOLGER'S COFFEE Clip this coupon, and present with your purchase of a 10 ounce jar of INSTANT FOLGER'S COFFEE! SPECIAL PRICE 99c with coupon, KING SIZE 6 BOTTLE CTN. COKES 3:99c

Wright's Fully Cooked HAMS 49c 1/2 or Whole POUND, ARMOUR STAR BACON LB. PKG. 55c Wisconsin Longhorn LB. Fresh Ground LB. CHEESE 49c BEEF 39c

Kraft Grape - Apple - Blackberry JELLY 18 OZ. TUMBLER 3:51, Apples 19c

KRAFT DINNER 2:29c SALVO Reg. Size 41c Fabric Softner DOWNY Reg. Size 47c Reg. Size COMET 2:33c, Texas 1 lb. pkg. PECANS 2:19c Texas 1 lb. pkg. CARROTS 2:19c

See for yourself what bargains you get in finest foods... Piggly Wiggly PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

Business Department Teaches Needed Skills



by Bill Woolbright
Whiteface Reporter

The Business Department of Hereford High School is as modern and up-to-date as any in this area. The main objective of the department is to train students in various fields of clerical work.

For many students the Business Department offers training for a career. Some students do not wish or cannot afford to go to college, but the training that these students receive in the business courses at Hereford High School helps them to obtain positions in business firms and offices.

For others the Business Department opens the door for good summer jobs. It also helps prepare them for any college courses in the business field that they may wish to take.

The department consists of four major subjects. These courses of study are typing, shorthand, bookkeeping, and office practice.

Business teachers at Hereford High School include Miss Janice Boren, typing; Joe Smith, bookkeeping; and Mrs. Sue Howell, shorthand and office practice.

First business course that is usually studied at Hereford High School is typing. Some 80 percent of all typing students are sophomores.

Mastery of the keyboard is the first thing they learn. The touch typing system is used,

and in class there are no printed letters on the keys. The students learn to type without having to watch the keyboard.

Speed is very important to the typing student, but accuracy is stressed above all. The typing classes learn to type letters, envelopes, telegrams, wills, contracts, etc.

Shorthand is offered to juniors and seniors. The only other requirement for this course is that the student either has had typing, or is to be taking it at the same time.

Basic Gregg Shorthand is taught with emphasis placed on the writing and transcribing of the shorthand forms. Much time is spent on studying the brief forms. The students take letters as would be dictated by various types of businessmen. Some of these include law, medicine, real estate, credit and friendly letters.

After taking the letters from dictation, the students "transcribe" the letters, or write them in longhand from their shorthand. Accuracy is very important in transcribing.

Later in the course, the students begin to transcribe their dictation on typewriters. They usually take dictation at either 60, 70 or 80 words a minute.

Bookkeeping, like shorthand, is restricted to junior and senior students. The course covers the basic fundamentals of accounting.

The students start with balance sheet, and advance to corporations and 12-column ledgers. During January several weeks, are devoted to income tax forms and reports.

The students also do a practice set. In this set the students become the accountant of small business firms and keep imaginary books for a month.

Office practice offers student the opportunity to practice doing actual office work. In this course they study and work with calculators, adding machines, ditto machines, and liquid duplicators.

On electric and IBM typewriters, the students do advanced work on such things as business letters. The students also do any typing that teachers might need done.



A PREVIEW OF NURSING will be afforded as members of the "Pink Angels" assume their duties above are, from the left: Rita Albracht, Barbara Barrett, and Sylvia Fangman. Members of the Future Nurses of America, the Pink Angels will aid nurses of the hospital. Getting a preview of some of their duties above are, from the left: Rita Albracht, Barbara Barrett, and Sylvia Fangman. (Brand Staff Photo)

Tri-Hi-Y, Hi-Y Name Delegates For Area Meet

Charles Mims, Larry Hill, Heather Gordon, Janis Higgins, and Janie McBroom, members of Hi-Y and Tri-Hi-Y, respectively, will be attending the West Texas Hi-Y Council Meeting in Abilene on Jan. 26 and 27. These delegates were elected by the members of their respective clubs. Sponsors for the trip will be Miss Jane Boren and Mr. Bill Gibbs.

Plans are also being made (Continued on page 2)

Future Nurses Begin 'Pink Angels' Work At Hospital

By Donita Allred
Whiteface Reporter

Hereford chapter of the Future Nurses will begin a new program of study Jan. 22, after a full dress dry-run on Jan. 21.

The program will be known as "The Pink Angels" and will be designed to give members of the Future Nurses a first hand opportunity to see what nursing entails by actually performing some of the duties of nurses at Deaf Smith County Hospital.

Some of the "Pink Angels" duties will be: answering the telephone, carrying the supper trays, helping to feed patients, babysitting with children in pediatric, running errands for patients, giving back rubs, preparing patients for bed, making beds, and in general, seeing that the patient is as comfortable as possible at all times.

Each girl will work approximately two hours a week. The service will be under the supervision of Mrs. Joyce Wesson, head of the nursing staff at the Deaf Smith County Hospital, Mrs. A. T. Mims, and T. E. Selgier, hospital manager. Also helping in the organization of the "Pink Angels" have been Mrs. Ester Springer, club sponsor, and Mrs. Jean Beene, club moderator.

The participants will wear pink and white checked pinafores and white blouses. Those participating in the program will be Judy Stone, Rita Albracht, Martha Wiltshire, Caroline Brumley, Becky Jackson, Kathleen Kuper, Mary Betzen, Barbara Barrett, Barbara Langley, Beth Ballard, Martha Hudson, Nancy Tyler, Nancy Martin, Sylvia Fangman, Elizabeth Burrus, and Doris Parsons.

Long Is Nominated For State Office

"Busy" is the word to describe members of the Hereford High School Distributive Education Club these days.

With regional and state D. E. contests just around the corner, and the local contest just completed, students are hard at work preparing for these events.

Local club president Ronald Long is running as a candidate for the post of Honorary President of the Texas Association of Distributive Education Clubs of America. Long will appear at the state convention in Fort Worth on Feb. 29-30 to make his bid for the office.

If elected, Long will serve in the honorary position for one year, and will be a delegate to the national D. E. convention in Atlantic City, N. J. The office is for graduating seniors only and honors outstanding D. E. students for their work while in school.

Also competing for state office is Ronda Neff, the local DECA chapter's candidate for the title of D. E. Sweetheart

for the state of Texas. On the basis of photographs and other information, eight regional finalists from throughout the state will be selected to appear in final judging at the Fort Worth meeting.

Local D. E. students will go to San Angelo Feb. 8 to compete. (Continued on page 2)

'Give Me Skin' Is Word Of Day As Hands Shake

"Be a Dumas" interpreted into teenage lingo means "give me some skin," the official password at HHS Friday, Jan. 25.

Five lucky people will receive a prize for being the 77 number person to shake hands with one of the five mystery people in the student body. The five mystery people. (Continued on page 2)

ONE OF MANY machines which office practice students learn of use during their course of study at Hereford High School is the liquid duplicator. Operating the duplicator above are Doris Berend, left, and

Gerry Lynn Wheeler. Office practice is one of several courses available to high school students for practical training in the business arts.

(Brand Staff Photo)

Hoof Prints

By David Stevens

The Littlefield Wildcats are stronger this year than they have been in several years. The Wildcats threw quite a scare into the Whitefaces last Friday before falling apart in the fourth quarter. The Herd marked their second district victory by whipping Littlefield 69-58.

Hereford was cold as the game opened and Littlefield took a 13-10 first quarter lead.

In the second period the Whitefaces erupted for 24 points with Dwight McGee scoring 16 of them. Holding the Wildcats to 11 points, the Herd took a 24-25 lead at halftime.

The Whitefaces held on to this lead all through the second half and at times increased it to as much as 18 points. Dwight McGee led the Whitefaces with 21 points.

The Hereford B. team slipped past the Wildcats by the score of 46-42. Littlefield led throughout the first half taking margins of 16-9 and 29-27 at the ends of the first two quarters.

After playing at Levelland (Continued on page 2)



The WHITEFACE

Official Publication
Of
Hereford High School
Hereford, Texas

The Hereford Brand, Hereford, Texas, Thurs., Jan. 24, 1963 Section Two

Future Farmers, 4-H Members Win At Show

Thursday, Friday and Saturday, Jan. 18-19, were the dates that held for members of the Hereford chapter of the Future Farmers of America and local 4-H clubs, days of hard work and anticipation.

These were the dates which designated the 17th Annual Hereford Rotary Club Junior Livestock Show.

These days were a real trial for all, as there was the constant shuffle of livestock, with boys and girls darting back and

forth in the last-minute preparation of show animals.

The Bull Bark was, at one time or another, the meeting place for almost everyone interested in the activities of the various chapters of Future Farmers of America and 4-H Clubs. Stock from Deaf Smith, Castro, Farmer, and Oldham counties was exhibited at the show.

Wyatt Harman, assistant vocational agriculture instructor at Hereford High School, summed

up the 17th annual show by saying, "All the stock was in good shape, and it seems to get better each year. We haven't had any real trouble with any of the stock."

The show ran very smoothly, and we had good participation from all of the clubs," Harman stated. He added that members of the Hereford Future Farmers lived up to his expectations at the show, but pointed out that next year for F.F.A. emphasis placed on feeding the show.

Judge of livestock for this year's show was Charles Smallwood, head of the agriculture department at West Texas State College.

Members of the Hereford F.F.A. entered 30 pigs, two lambs,

Ex-Champion Tennis Player Shows Variety

"Is there anything this man can't do?" was the general remark made by the students of Hereford High after one hour of entertainment by Joss Wind.

His program consisted of music both of serious and comical variety which varied from jazz to classical. He presented a number of his own renditions of classical compositions.

Mr. Wind did several sound impersonations through the use of the microphone. He demonstrated the way his mother drove. After a time of changing gears and making turns, he announced she was out of the garage.

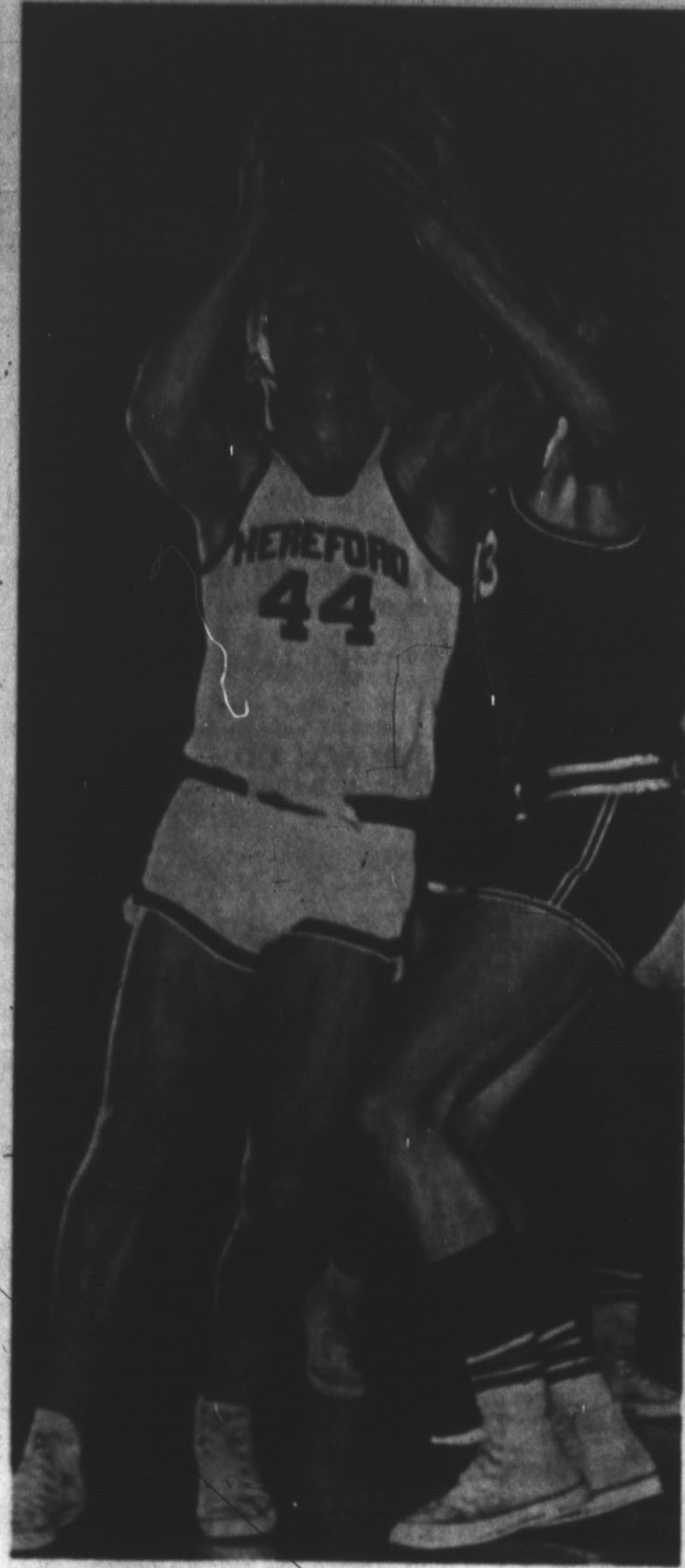
He impersonated the different sounds that can be heard on the battlefield. The sound of a (Continued on page 2)



COMPETING FOR APPROVAL of the judges, these two boys work hard to get their calves in the proper position for judging during the 17th Annual Hereford Rotary Junior Livestock Show concluded here last week. Jackie Andrews, left, and Larry Minks were among several high school students exhibiting stock at the show. Andrews' Angus steer placed third in the heavyweight division while Minks showed the top light calf and reserve champion at the show. Minks is a member of the Walcott 4-H, while Andrews is a high school Future Farmer. (Brand Staff Photo)



GOOOOO, HEREFOOORD! was the cry as members of the Hereford High School student body joined with the cheerleaders to yell for the Whiteface basketball players. Members of the cage squad were honored during the first basketball pep rally of the year Friday at high school. Cheerleaders presented team members with "keys to victory" for the game against Littlefield Friday night. The Whitefaces later claimed a 69-58 win over the Wildcats. (Brand Staff Photo)



FOULED IN THE ACT of shooting during the Whiteface-Ranger game is Jim Haney (44) of Hereford. Committing the error is Perryton's Don Boyer (43). Hereford won its opening district game by a 49-37 score. (Staff Photo)

Pantaloons And Stetsons Square Dancers Meet

The Pantaloons and Stetsons Square Dance Club met Wednesday, Jan. 16, for its regular dance at the Hereford Community Center.

A number of local and out-of-town visitors were present. Included were Mr. and Mrs. Vance Freeman, Mr. and Mrs. Truman Price and Mr. and Mrs. Lewis Tucheck, all from the Canyon Capers Square Dance Club; Mr. and Mrs. Ted Tucker from the Reddy - Squares of Amarillo; Mr. and Mrs. Joe Wolf and Sonny from Amarillo; Mr. and Mrs. Marvin Kendrick and Mr. and Mrs. Joe Huckert from Hereford.

Four couples were visiting to begin lessons. A new session of lessons will begin on Wednesday, Jan. 23, at 7:30 p. m. in the Community Center. Instructor will be Dusty Randall of Amarillo. Persons interested in taking lessons may call Floyd Messenger at EM 4-3899.

Members attending were: Messrs and Mesdames Buddy Batenhorst, Wes Brown, Dale Carmichael, Onias Carroll, Kenneth Gooch, Bob Huckabee, Floyd Messenger, Robert Miller, Howard Sammons, Ray Williams, George Frye, Houston Frye, Leonard Haney, Ray Smith, Chesley Johnston and Tracy Cowell.

Merry Maidens Urged To Help Prevent Mishaps

A program on accident prevention and artificial respiration was given to members of the Merry Maidens 4-H Club recently by club leader Mrs. Gaylon Bryan.

She gave members a check list on ways to prevent accidents, including these: keep matches in metal boxes, remove keys from cars when not in use; help smaller children and always follow school rules. A meeting has been called at Mrs. Bryan's house on Wednesday, Jan. 23, to practice the club stunt for Share-The Fun Night. Next regular meeting will be at Sara Bell's, 1101 Union, on Feb. 2.

Subject matter secretaries gave a report on their activities and the club decided on its stunt.

Those present were Kathie Warren, Connie Walker, Mary Kay Wagner, Kay James, Dorothy Marnell, Sarah Bell, Elizabeth Short, Shirley Turner, Patsy Paetzold, Patsy Herr, Thelma Warren, Roxanna Schweriner, who served as hostess, Mrs. C. W. James, Mrs. Oskar Schweriner and Mrs. Gaylon Bryan.

CANDIDATE FOR DEGREE

John Stanley Fuhmann, son of Mr. and Mrs. R. L. Fuhmann, 505 Union, is a candidate for an Arts and Sciences degree at University of Texas graduation exercises to be held on Saturday, Jan. 26.

PLAY SPELL C-A-S-H!

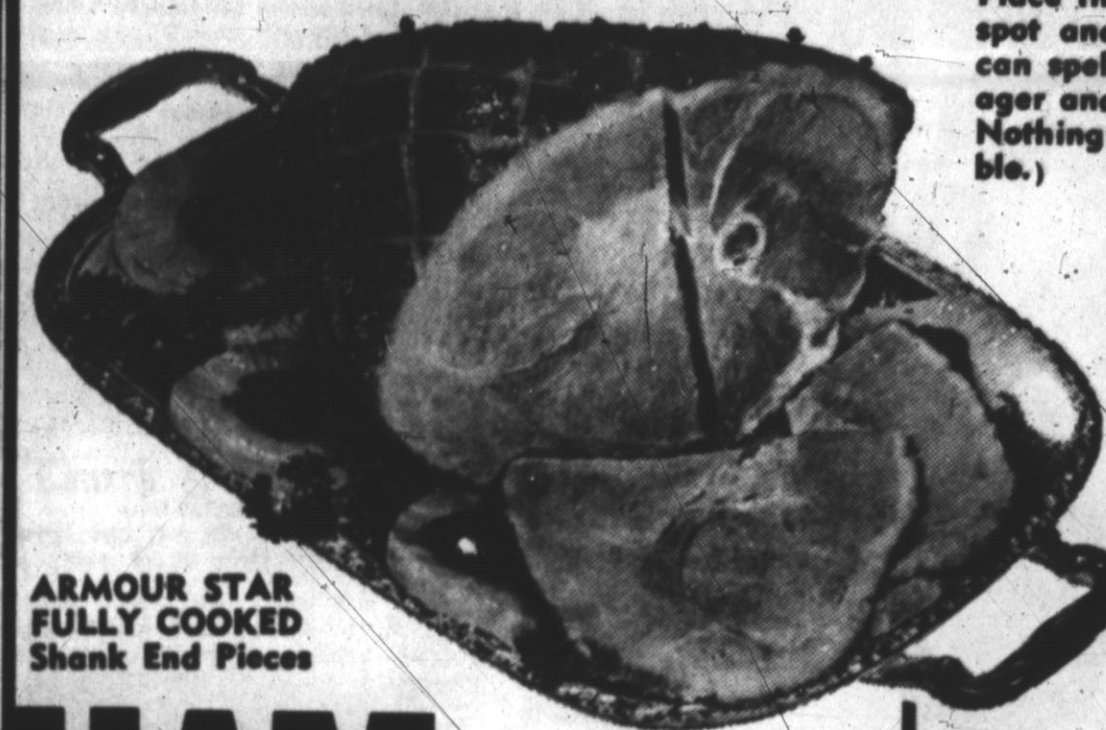
LOOK AT THESE MANY \$100.00 WINNERS!

<p>SNOW STAR ASSORTED FLAVORS ICE CREAM 1/2 GAL. CTN. 49c</p>	<p>FREE! 12 OZ. CARTON LUCERNE Cottage Cheese WITH EACH PURCHASE OF 1/2 GAL. LUCERNE MILK</p>	<p>6 BOTTLE CARTON COKE PLUS DEPOSIT 29c</p>	<p>\$100 SPELL C-A-S-H WINNERS</p> <div style="display: flex; justify-content: space-around;"> <div> JOY MORTON 601 IRVING </div> <div> MRS. NORMA CARLSON 711 BLEVINS </div> <div> O. L. DOOLEY 121 AVE. K </div> </div>
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HERE'S HOW TO PLAY "SPELL-CASH"

Get a "Spell Cash" Card each time you visit Safeway! Place the Card under running tap water to remove the ink spot and find the Mystery Letter. Collect cards until you can spell C-A-S-H. Bring cards to your Safeway store manager and you will be issued \$100.00! It's as simple as that. Nothing to buy or write. (Children under sixteen not eligible.)

PRICES IN THIS AD ARE EFFECTIVE THRU SAT. JAN. 26th IN HEREFORD



ARMOUR STAR FULLY COOKED Shank End Pieces

HAM 39c
lb.

- Cudahy Hickory Smoked Slab Bacon 1 lb. 39c
- Armour Star Smoked Butt End COOKED HAMS 1 lb. 45c
- Bird's Eye Frozen 8-oz. pkg. FISH BITES 35c
- Captains Choice Cod or Perch Lb. FISH FILLETS 49c
- U. S. Good Aged Mature Beef Lb. 59c

CHUCK ROAST 59c

- Heat and Serve No. 300 Can WOLF BRAND CHILI 55c
- Canned Meats For Sandwiches 12 oz. Can WILSON'S MOR 49c
- Rich Flavor Choice of Grinds Lb. Can EDWARDS COFFEE 59c
- Extra Large Lb. Pkg. TOWN HOUSE PRUNES 39c
- White Flour HARVEST BLOSSOM 25 LB. PKG. \$1.69
- Asst. Flavors CRAGMONT BEVERAGES 2 1-qt. Btl. 29c
- Special Price IDEAL DOG FOOD 2 16-oz. cans 33c

- DRESSING** Piedmont Salad Dressing Qt. 29c
- SUGAR** Imperial 10 LB. BAG 98c
- COCKTAIL** Hunt's Fancy Fruits No. 300 Can 21c
- TOMATOES** Gardenside Fancy No. 1 Can 10c
- CRACKERS** Melrose Fresh Crispy Crackers LB. BOX 19c

- Lucerne Delicious Frozen Dessert 1/2 Gal. Cn. ICE MILK 59c
- Bel-Air frozen 10 oz. pkg., Sliced Berries STRAWBERRIES 29c
- Beef, Chicken or Turkey, 11 oz. pkg. BLUE STAR DINNER 49c
- Lucerne Quality, Lb. Ctn. COTTAGE CHEESE 49c
- 24 Oz. Can WILSONS CHILI 59c
- Hunt's Fancy Quality, 46 oz. Can TOMATO JUICE 31c
- Highway No. 303 Can APPLE SAUCE 17c
- Gardenside Sweet Peas GREEN PEAS 2 303 cans 33c
- Tomato Catsup 14-oz. Botl. HEINZ KETCHUP 27c

Vancamp Famous
Pork & BEANS
2 NO. 300 CANS 25c

Velkay All Purpose
Shortening
3 LB. CAN 59c

Safeway Fruits and Vegetables. Always Sparkling Fresh!

POTATOES

COLORADO RED McCLURES 25 LB. BAG 69c

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COLDBROOK COLORED
OLEO
1-LB. PKG. 12 1/2c

1/2 Gal. Botl. WHITE MAGIC BLEACH 33c
Colored Margarine Lb. BLUE BONNET 27c
WALDORF TISSUE 4 roll pkg. 39c

- 8 - oz. Cans Betty Crocker Biscuits 2 for 19c
- 10-Pack 8-oz Cans PUFFIN'S BISCUITS 2 for 19c
- Betty Crocker 193/4 - oz. pkg. FUDGE BROWNIES 49c
- Betty Crocker 9 1/2 - oz. pkg. CINNAMON ROLLS 33c
- Betty Crocker 53/4 - oz. pkg. CHOC. CHIP COOKIES 43c
- Betty Crocker 15 - oz. pkg. MOLASSES COOKIES 39c
- 143/4 - oz. pkg. BETTY CROCKER PIZZA 43c
- 2 Lb. Can MARYLAND COFFEE \$1.37

- Powdered Gt. Pkg. TIDE DETERGENT 79c
- Powdered 42 1/2 - oz. Pkg. DUZ DETERGENT 99c
- Blue Cheer Gt. Pkg. CHEER DETERGENT 79c
- Contains Bleach Gt. Pkg. OXYDOL DETERGENT 81c
- Mild and Gentle For Delicate Fabrics Lg. Pkg. IVORY SNOW 35c
- 10 - OZ. BOTL. SOAKY BUBBLE BATH 69c

SAFEWAY

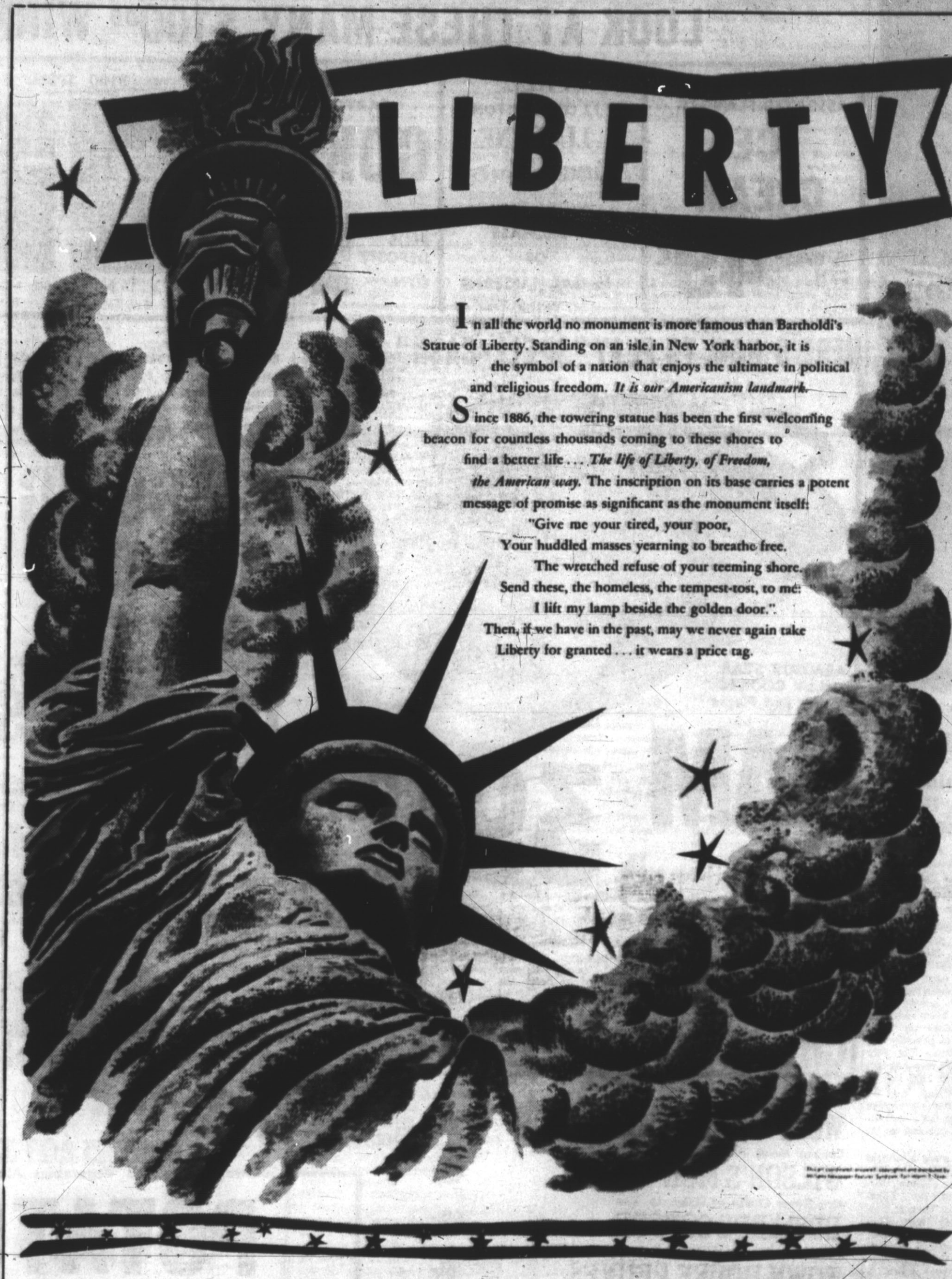
JELLO Pudding 11c

VEL-O-MATIC For Dishwashers 20 - oz. pkg. 47c

CHOICE SOAP Both Bars 2 FOR 49c

AJAX LIQUID Cleanser 28 BTL. 69c

ETERNAL LIFE THROUGH JESUS CHRIST



In all the world no monument is more famous than Bartholdi's Statue of Liberty. Standing on an isle in New York harbor, it is the symbol of a nation that enjoys the ultimate in political and religious freedom. It is our Americanism landmark.

Since 1886, the towering statue has been the first welcoming beacon for countless thousands coming to these shores to find a better life... *The life of Liberty, of Freedom, the American way.* The inscription on its base carries a potent message of promise as significant as the monument itself:

"Give me your tired, your poor,
Your huddled masses yearning to breathe free,
The wretched refuse of your teeming shore.
Send these, the homeless, the tempest-tost, to me:
I lift my lamp beside the golden door."
Then, if we have in the past, may we never again take Liberty for granted... it wears a price tag.

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FIRST NATIONAL BANK
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MASTERS CLEANERS
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● Mrs. Dymphna Benson

Visit Church Sunday and Take a Friend Along. This Is the Best Way To Prepare for Next Week.

Grace Gospel Church
Thirteenth and Avenue K
Rev. H. V. Fields, Pastor
Sunday School is at 9:45 a.m. and worship services convene at 11 a.m.
Bible Study is held each Sunday at 7 p.m. and preaching service at 8 p.m.
Wednesday prayer meeting held at 8 p.m.

Church Of Jesus Christ of Latter Day Saints
(Mormon)
EM 4-1885
The Mormon Church meets in Gilliland Funeral Home. Sunday School, 10 a.m. Sunday, Sacrament Meeting, 11 a.m. Sunday.

Templo el Calvari Asamblea de Dios
Pastor, Fidel Alcala
Bien venidos. Cuidados en la Calle 128 E. 5th.
Las servicios durante la semana y el Domingo.
Como siguen: 8 de la noche Martes, Jueves, Sabado y Domingo.
Domingo, 10 de la manana, escuela dominical, a las 11:30 predicacion.

Thompson Memorial Mexican Baptist Mission
North and Texas
Rev. James E. Timmons
Orden De Cantos
Domingo Por La Manana, 10 a.m.; Escuela Dominical, 11 a.m.; Culto De Adoracion, Domingo Por La Noche, 7 p.m.; Union De Preparacion, 8 p.m.; Culto Evangelistico, Miercoles Por La Noche. Culto De Oracion Y Estudio Biblico.

San Pablo Iglesia Metodista
228 Ribbe Street
Rev. Euhaido Ponce
Pastor
Los Servicios de nuestra nueva Iglesia. Seran de la Siguien te manera los Domingos y los dias de la semana. Escuela Dominical, a las 10 a.m.; Servicio de Adoracion, a las 11 a.m.; Domingo en la noche. Predicacion 7 p.m.; Los fueves servicion de oracion 7 p.m.

Park Ave. Church Of Christ
On Harrison Highway
Worship Services 10:30 a.m. Sunday, mid-week services 8 p.m. Wednesday.

Avenue Baptist Church
Pastor
Rev. Clarence F. Powell
Sunday School is held at 9:45 a.m.; Worship Service at 11 a.m.; Training Union, 6 p.m.; Evening Worship Service, 7 p.m. Wednesday Evening Prayer Service, 7 p.m.

St. Anthony's
Harrison Highway at 25 Mile Ave.
Father Angelo, Pastor
Sunday Masses at 8:30, 9 and 10 a.m.
Sunday evening mass at 8 p.m. Daily mass at 8:30 a.m. and 11 a.m.
Confessions are Saturday at 4 p.m. to 5 p.m. and Saturday evening from 8 p.m. to 9 p.m.
Mass Wednesday evening at 7 p.m.

Bippus Community
Eugene L. Naugle each first and third Sunday and R. D. Evans each second and fourth Sunday.
Sunday School is at 10 a.m. every Sunday and Preaching is at 11 a.m. and 7 p.m. All Day Singing each Fifth Sunday.

First Baptist Church
Rev. B. L. Davis, Pastor
Fifth and Main Streets
Sunday School 9:45 a.m.; Morning Worship, 10:55 a.m.; Evening Worship, 7 p.m.; Training Union, 6:30 p.m.
Superintendent's Cabinet Wednesday, 7 p.m.; Teachers and officers' meeting, Wednesday, 7:15 p.m.; Mid-Week Prayer Service, Wednesday, 8 p.m.; Sanctuary Choir rehearsal, Wednesday, 9 p.m. (Wednesday evening services 30 minutes earlier October through March).
Graded Choir Rehearsals, 4 p.m. Tuesday; WMS visitation, first Wednesday, 9:30 a.m.; Women's Missionary Society Monthly Luncheon and business meeting, second Wednesday, 12 noon; W. M. U. Circle meetings fourth Wednesday, 9:30 a.m. or 3 p.m. W. M. U. Night Circle meeting, every second Thursday 7 p.m.

Junior G.A.'s meet Tuesday at 5 p.m.; Intermediate G. A.'s Wednesday, 7:15 p.m.; Sunbeams, Wednesday, 7:15 p.m.; Junior Royal Ambassadors, Saturday, 9:30 a.m.; Truett Brotherhood, Monday, 6:30 a.m.
Sunday morning worship Services broadcast over KPAN. Listen to the "Baptist Hour" at 8 a.m. over KPAN.

Jehovah's Witnesses
217 Ave. J
Sunday: Public Bible Lecture, Study, 4:15 p.m.
Tuesday: Congregation Bible Study, 8 p.m.
Friday: Service Meeting, 7:30 p.m.; Theocratic Ministry

Seventh Day Adventist
West Park Addition
Elder James Mead, Pastor
"The Revelation of God's Love" is the subject for daily lesson study and class discussion on Sabbath, Jan. 26.
Memory Gem: I John 4:10-11.
Lesson Aim: To show that the Gospel is the revelation of God's love to men and that the most powerful argument in favor of its acceptance is the life of a loving and lovable Christian.
Lesson Outline:
1. Appeal of God's Love, Jer. 31:3; John 3:16.
2. How Christ Revealed God's Love, Matt. 7:29; Acts 10:38.
3. Qualities For Christian Witnessing, I John 4:7; John 13:35; II Tim. 2:24-26.
4. Fruitage and Reward, Acts 2:41-47; 4:4; Matt. 25:31-40.
Saturday Services: Song Service, 9:30 a.m.; Sabbath School, 9:45 a.m.; Worship Service, 11 a.m.; Dorcas Meeting, All Day Each Tuesday.

Community Mission Of A La Mission De San Jose
LABOR CAMP
Horas De Misas Los Domingos: 9 a.m. y 10 a.m.
El Domingo Es El Dia Del Senor. Tiene Que Adorable. No Misa: El Sacrificio De Calvario Hay Mejor Modo Que La Santa Continuar.

First Christian
West Park Avenue
Sunday School is held at 9:30 a.m. Worship services will begin at 10:50 a.m.
Chi-Rho and CYF meets at 6 p.m. Sundays and vesper services are at 7 p.m.
Functional Departments first Wednesday at 8 p.m., General Church Board, second Wednesday at 8 p.m.

The Church Of God In Christ
115 West Horton
Rev. Calvin Hodges, Pastor
Sunday School 9:45 a.m.; Morning Worship 11 a.m.; Evening Worship 8 p.m.
Monday, Bible Band meets 7 p.m.
Wednesday, Prayer Meeting 8 p.m.

CHURCH...

(Continued from page 4)

Wesley Methodist
410 Irving
Rev. John Ferguson, Pastor
Sunday: Sunday School, 9:45
7 p. m. Evening Worship 7:30
Methodist Men's Breakfast is
held at 6:30 a. m. on the first
Saturday of each month.
W.S.C.S. meets second and
fourth Tuesday nights of each
month.

St. Thomas Episcopal
Harrison Highway
Rev. Joel O. Treadwell, Vicar
Vicarage, 118 Elm Street
Sunday: Sunday School, 10
a. m.; Morning Prayer and
Sermon, 11 a. m.; First and
Third Sunday, Holy Communion;
Youth fellowship, 7 p. m.
Wednesday: Holy Communion,
10 a. m.
Women's Division is held the
third Tuesday of each month at
2:30 p. m. in homes.
The Bishop's Committee
meets the first Sunday of each
month immediately following
morning worship.

First Presbyterian
610 Leo Street
Rev. Russell Wingert, Pastor
Sunday School is held each
Sunday at 9:45 a. m. followed
by worship service at 11 a. m.
Morning Devotional at 9 a. m.
Tuesday.
Choir rehearsal, 8 p. m. Wed-
nesday. Prayer meeting Friday
at 7:30 p. m.

Immanuel Lutheran
Park and Avenue B.
Rev. Fred Beverdorf
Pastor
Sunday, "Call To Worship",
K.P.A.N., 9:15 a. m.; Sunday
School and Bible Class, 9:45 a.
m.; Worship Service, 11 a. m.

**Put NEW Life
IN YOUR
OLD WATCH!**



**EXPERT
WATCH REPAIRS**
Bring your watch in and
see how our specialists can
put it back on its feet
again. We give reliable
service. We have reason-
able prices. And to give
your watch new beauty re-
style it with a smart new-

COWAN JEWELRY
217 N. Main EM 4-3821

**Temple Baptist
Church**
Forrest St. and Ave. E.
Rev. Bill Ware, Pastor
Sunday School begins at 9:45
a. m. and Training Union is in
the evening at 6:30 p. m. Wor-
ship services are at 10:30 a. m.
and 7:30 p. m.
Wednesday prayer service
will be held at 7:30 p. m.
The teachers and officers
meeting will be held at 7 p. m.
Wednesday.
Choir practice is at 8 p. m.
Wednesday.

Grace Assembly
(Undenominational)
Pastor Ray Jennings
211 Eleventh
Sunday: Sunday School, 10 a.
m.; Morning Worship, 11 a. m.;
Evening Service, 7 p. m.
Tuesday: Teaching Service,
7:30 p. m.
Friday: Teaching Service, 7:
30 p. m.
"The Voice of Faith" broad-
cast over K.P.A.N. each Sunday
5:5-15 p. m. Everyone Welcome.

Assembly Of God
Union and Ave. G.
Rev. V. W. Maroncelli, Pastor
Sunday School is held at 9:45
a. m. Morning worship service
convenes at 11 a. m.
C. A. service begins at 7 p. m.
Junior C. A.'s meet at 8 p. m.
and worship service begins at
8 p. m. each Sunday evening.
Prayer meeting and Bible
Study will be held Wednesday
at 8 p. m.

**A La Iglesia
San Antonio**
North 25 Mile Avenue and
Highway
Vd. Es Catolico! Pasa, Tien-
e La Obligacion De Asistir A
La Santa Misa Todos Los Dom-
ingos!
Horas De Misa: En Los Dom-
ingos: 6:30 a. m.; 8 a. m.; 10 a.
m. y 8 p. m.
Durante La Semana: 6:30 a.
m.

**Central Church Of
Christ**
Ernest Highers, Minister
Gather Vandever, Personal
Evangelist
Sunday Services: Bible Study,
9:30 a. m.; Morning Worship,
10:25 a. m.; Evening Worship,
8 p. m.
Mid-Week Services: Ladies
Bible Study, 10 a. m. Wednes-
day; Mid-Week Classes for all
ages and devotional services at
7:30 p. m. Wednesday.
Radio Program, Monday
through Friday from 9:05 -
9:20 a. m.

**Westway Baptist
Church**
Rev. Kenneth Lowry, Pastor
Sunday School is held at 10
a. m. with Church Services fol-
lowing at 11 a. m. Training
Union is held at 6:30 p. m. and
Evening Services on Sunday
begin at 7 p. m.
The Wednesday night Prayer
Meeting in the Church is held
at 7 p. m.

Miss Roberson Is With Choir On Singing Tour

Sandra Roberson, a member
of the 60-voice Baylor Univer-
sity A Capella Choir, is with
the group on an eight day sing-
ing tour which will be high-
lighted by a performance at the
Institute of North American Cul-
tural Relations in Monterrey,
Mexico.
Miss Roberson, daughter of
Mr. and Mrs. Edward Roberson,
402 Union, is an English and
education major. She is also
a member of Mu Phi Epsilon, na-
tional music sorority.
The group, under the direc-
tion of Dr. Euell Porter, will
give nine concerts on the tour
in addition to the Institute con-
cert and a television concert in
Monterrey.

First Methodist
501 North Main
Rev. Hershel Thurston
Pastor
Friday, Jan. 25: Cub Scout
Chill Supper, Fellowship Hall,
5:30 p. m. to 8 p. m.
Sunday, Jan. 27: Sunday
School, 9:45 a. m.; Morning
Worship, 10:30 a. m.; Junior
and Senior High MYF, 6 p. m.;
Primary and Junior Depart-
ment Mission Study, 6 p. m.;
Adult Bible Study on the Book
of Romans, 6 p. m.; Worship
Service, 7 p. m.
Monday, Jan. 28: Church
Staff Meeting, 6:30 p. m.
Tuesday, Jan. 29: Boy Scouts,
Fellowship Hall, 7 p. m.; Home-
builder's Prayer Group, 8 p. m.
Wednesday, Jan. 30: Church
Wide Fellowship Dinner, the
Rev. Howard Crawford, Plain-
view, speaker, 7:30 p. m.; Choir
Rehearsal, 7:45 p. m.

Church of God
E and 15th Street
Rev. W. A. Gray
Sunday School will begin at
10 a. m. Worship service is at
11 a. m. Sunday evening worship
begins at 7:30 p. m.
Wednesday - Prayer Service,
7:30 p. m.
Friday - Young People's En-
deavor, 7:30 p. m.
"Bring your burden and carry
away a smile."
"The Church that is large
enough to serve you and small
enough to know you."
For transportation call EM 4-
1808.

**Church of The
Nazarene**
Fourth and Jackson
Rev. Darle M. DeBord, Pastor
EM 4-1875
Sunday School is held at 10
a. m.; Worship Service at 11 a.
m.; Evening Worship Service
at 7:00 p. m.
Prayer meeting Wednesday
will begin at 7:00 p. m.
Church board meeting the
first Friday of each month at
7:00 p. m.

SPECIALS GOOD - THURS - FRI - SAT - JAN 24 - 25 - 26

10¢ HAM SANDWICHES 10¢

FRIDAY - SATURDAY, JANUARY 25 - 26

MADE WITH TENDERCRUST BREAD AND MIRACLE WHIP SALAD DRESSING

HAM WHOLE or HALF **LB. 49¢**

SUNRAY - ALL MEAT - SLICED **BOLOGNA** lb. **49¢** RIB CENTER CUT **PORK CHOPS** lb. **69¢**

COUNTRY STYLE **SPARE RIBS** lb. **39¢** COUNTRY STYLE **BACK BONE** lb. **39¢**


SHARP AGED - 1b. **CHEDDAR CHEESE** **69¢** ARMOUR'S **BACON** LB. CELLO **49¢**

SHORTENING FLOUR

SHURFINE - NO. 2 1/2 CAN

PEACHES 4 FOR \$1
REG. SIZE - PLUS DEP. **COCA COLA** 29¢
SNIDERS - 20 OZ. **CATSUP** 4 FOR \$1
MEADOWLAKE **OLEO** 4 lbs. 89¢

THIS COUPON IS WORTH 30¢ TO YOU!!
SAVE 30¢ WHEN YOU BUY A 10 OUNCE JAR OF INSTANT FOLGER'S COFFEE
Clip this coupon, and present with your purchase of a 10 ounce jar of INSTANT FOLGER'S COFFEE!



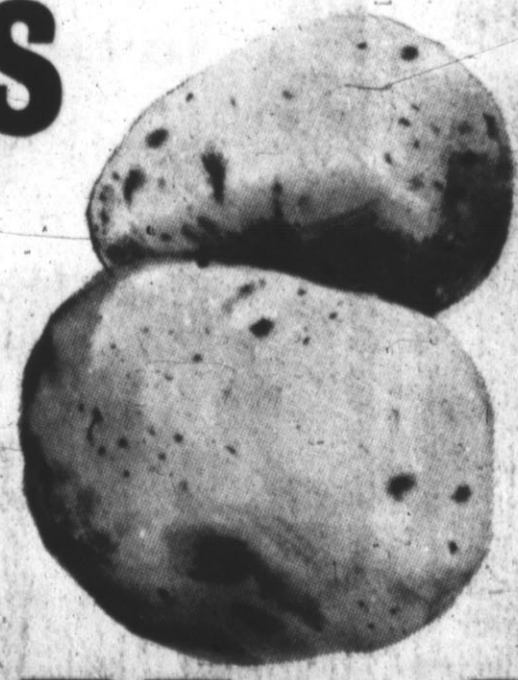
SPECIAL PRICE 89¢ with coupon

HUNTS Fruit Cocktail 300 CAN 5 FOR \$1	BANQUET - FROZEN Meat Pot Pies 5 FOR 89¢	SHURFINE Canned Milk TALL CAN 8 FOR \$1	SHURFINE CORN 303 CAN 2 FOR 29¢
SHURFINE FRENCH SLICED Green Beans 19¢	LIPTON TEA 1/4 LB. 39¢	HUNTS - SOLID PACK TOMATOES 300 CAN 6 FOR \$1	HUNTS Tomato Juice 46 OZ. 4 FOR 89¢
SHURFINE - CRUSHED PINEAPPLE NO. 2 CAN 25¢	FOOD KING Fruit Mix NO. 2 1/2 CAN 4 FOR \$1	FOLGERS COFFEE 3 LBS. \$1.77	PARK LANE Ice Cream 1/2 GAL 59¢
SOFLIN Facial Tissue 400 CT. 5 FOR \$1	WESTERN MAID PRESERVES 44 OZ. 89¢	2.00 SIZE AQUA NET 79¢ PLUS TAX	TOOTHPASTE GLEEM 69¢ SIZE 49¢

POTATOES

RUSSETT - 10 LBS.

39¢



LB. CELLO PKG. **CARROTS** 10¢
WASHINGTON **PEARS** LB. 19¢
GREEN **ONIONS** BUNCH 5¢

DON MOORE - RT. 3 IS THE WINNER OF THE FOLGERS 5 PIECE SILVER SERVICE

TAYLOR & SONS FOODS

LOW LOW EVERYDAY SHELF PRICES
FRESH & GREEN STAMPS

Economical GAS can help you CUT HOUSEKEEPING COSTS




With costs continuing to climb, it's wise to examine every area of your budget for possible economies. You may find some expenditures unnecessary... others which could be trimmed by more careful planning. Two good ways to make substantial savings (and actually achieve superior results) are by cooking and drying with Gas!

A GOLD STAR RANGE...
costs less to buy, install, operate & eliminates food and fuel waste; thermostatically-controlled burners prevent boil-overs and burning, measure the precise amount of heat for best results & broils and roasts meat with less shrinkage & keeps entire meals savory and serving-ready for hours in the OVEN-WITH-A-BRAIN.



A GAS CLOTHES DRYER...
starts working instantly, shuts off instantly to save you time and fuel & pampers all fabrics... helps clothes last longer & operates nine times more economically than the coil-type kind & saves you as much as \$24.72 a year in utility costs!



See Your Appliance Dealer, Now, and Start to LIVE MODERN FOR LESS... WITH **GAS!** Pioneer Natural Gas Company

SCREWORM PROGRAM

Funds Needed Appeal Issued

The southwest screwworm eradication program will be discontinued on March 31 unless livestock producers and sportsmen have raised the remaining one million dollars of their three million dollar goal...

appropriated, will not be available until after that date. An emergency appeal has been issued by trustees asking livestock producers and sportsmen from all five southwestern states to raise the required one million dollars.

Della Stagner Heads Hereford Benefit Group

Miss Della Stagner was elected president of the 1963 board of directors during the annual membership meeting of the Hereford Benefit Association.

New directors on the board are Miss Lucille Park and Homer Brumley. Homer E. Henslee was re-elected as vice president and Bruce Miller was re-appointed to the board.

Re-elected to serve another year were Mrs. Bruce Rose as secretary and C. C. Acker as treasurer.

The Hereford Benefit Association is one of the oldest groups in Hereford, having been organized in 1908. It is a local mutual aid association which operates on a pay-as-needed basis.

Assessments have averaged \$18.50 per year for the last six years, with payments on 111 claims, amounting to a total outlay of more than \$8,000.

Legal Notice

Notice is hereby given that the Commissioner's Court of Deaf Smith County, Texas, will receive bids from any banking corporation, association, or individual banker in Deaf Smith County for the depositing of public funds of Deaf Smith County in such bank or banks for the ensuing two years; all bids or applications of any banking corporation, association, or individual banker desiring to be designated as County Depository shall comply with the requirements of Article 2545 of the Revised Civil Statutes of Texas...

s/H. C. Williams County Judge, Deaf Smith County, Texas T-4-3c

Have you read the Classifieds?

NOW! 36 MONTH Field Hazard Guarantee

GENERAL NYLON SPECIAL TRACTOR TIRE



Now your farm tire investment is protected by an exclusive 3-year guarantee against all normal field hazards. And talk about performance... General's new Nylon Special out-pulls, out-works, out-plows any other tractor tire you can buy.

36 MONTH GUARANTEE The General Tire & Rubber Company guarantees in the original packaging the 36 Month Guarantee Nylon Special and all 36 Tractor Nylon Special tires against failure resulting from normal and normal wear, including, or cutting off a period of 36 months from date of purchase when used in normal farm service.

HEREFORD BUTANE INCORPORATED Veterans Park Road EM4-3367

WE'RE MOVING

We're Moving our WAREHOUSE. We must vacate by February 1. The property has sold for another progress in Hereford's future. Help us move by buying these unheard of values.

THURSDAY - FRIDAY - SATURDAY

Advertisement for furniture items: 2 Pc. Livingroom Suite Studio Suite \$88.87, 3 Pc. Sectional \$198.97, Gas Ranges \$59.50 up.

WE HAVE NO CHOICE, BUT YOU CAN HAVE

YOUR CHOICE

Advertisement for furniture items: Base Rockers Recliner Chairs \$38.97, Chairs or Rockers \$19.97, Twin or Full Size Mattress or Box Springs \$18.88 each.

HELP US MOVE!

Advertisement for furniture items: 3 Pc. Danish Livingroom Suite \$98.97, Hiway Sofas \$188.97, 3 Pc. Bedroom Suite \$119.88.

DEALERS WELCOME - NO LIMIT - Subject To Stock In Warehouse

H & H FURNITURE

BIG RED BARN

WEST HWY 60

HEREFORD TEXAS