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The Hereford Brand

66TH YEAR — NO. 36

HEREFORD, TEXAS, 79045, THURS., SEPT. 7, 1967

PUBLISHED EVERY THURSDAY

Enrollment Climbs After Labor Day

Post-Labor Day enrollment figures for the Hereford schools indicate that almost 5,300 youngsters are being educated here this fall in ten buildings, including St. Anthony's and St. Joseph's Roman Catholic parochial schools.

The enrollment figures are an increase of 140 over the already record figure set on the first day of classes Aug. 28. The exact number at the end of the day Sept. 5 was 5,297, on Aug. 29 it was 5,157.

The city's eight public schools had 4,676 at the end of classes Tuesday, at this same time one year ago, the enrollment was 4,415, a difference of 261.

331, juniors, 222, and seniors, 256, a total of 809 in the three standard high school grades. Special education students are included in the total figures; they are in classes in all the schools throughout the public system.

Throughout the State of Texas, public school enrollment is estimated to be well above last year's 2.5 million. Educators have estimated 2,598,000 students over last year's enrollment of 2,550,073 students. The new enrollment will include approximately 1,418,000 elementary students and approximately 1,179,000 secondary students.

About 3,000 more professional people will be needed in the schools this year, there are 1,275 school districts in Texas. Texas Education Agency estimates ENROLLMENT, Page 2

Training Plan Backed By MDTA Sought By TEC

Officials of the Texas Employment Commission here and in Dimmitt hope to meet this week with Frank Youngblood, representative of the Bureau of Apprenticeship and Training of the Department of Labor out of Amarillo.

The Administrators will discuss prospects of implementing institutional courses of study in nursing, training, mechanical training and farm equipment operation under the Manpower Development and Training Act, a federal program.

The federal program is already being utilized in the Hereford area, but it is restricted strictly to on-the-job training. Officials will discuss the feasibility of establishing school courses in this area, and also discuss possible locations where facilities will be adequate.

United Fund Has Meeting Tonight

A coffee meeting of the board of directors of the United Fund here will be tonight at Ward's Hickory Log Restaurant in Sugarland Mall at which time representatives of participating agencies are invited to submit budgets for the coming year.

The meeting will be at 8:30 p. m. according to Elmore Rains, president of the board and Genevieve Miller, executive secretary.

Burglars Enter School Building

A thermofax copier and electric typewriter were taken in a burglary at Northwest Elementary School between Monday afternoon and Tuesday morning.

Gary Billingsley, assistant principal at Northwest, told police Tuesday that he had been at the school about 4 p. m. Monday and had found nothing missing. When he came in Tuesday morning, he discovered that the typewriter and copier had been taken from the school office. Police could find no forced entry into the building.

Value of the copier was estimated at \$395 and the typewriter at \$150.



SAMPLE OF SUNDAY CLOSING — There are 41 items on the restricted list which can be sold either on Saturday or Sunday — but not both. The amended Sunday Closing Law went into effect August 28.

Revisit Center Opens With Director Here

Don Zeman, an off-and-on resident of Hereford since March of this year, is making this city his permanent home as he comes here to open the Hereford Revisit Center of the Institute for the Achievement of Human Potential of Texas Inc. on a full-time basis.

The Institute has home offices in San Antonio. Zeman, along with other members of the San Antonio faculty, has made frequent trips to Hereford during these past months in order to meet clientele. The Texas Institute, although its only office has been in San Antonio, has made its services available to persons as far away as Colorado, Nebraska, California, Mexico City and Panama.

The institute is often noted for a therapy known as "patterning" in helping brain-injured children and adults. Zeman who will be director of the center, has an official title as a cybernetic developmentalist, granted him after he completed training courses in Philadelphia.

Coming with Zeman will be his wife, Marcela, who also may do some work in the Hereford center, and their children, Donella, 16, and Ruckey, 3.

Prior to his association with the Texas Institute, Zeman was field representative and assistant to the state director of United Cerebral Palsy in Kansas for six years; his observations of results achieved through the patterning process interested him in the Institute for the Achievement of Human Potential and he began training about a year ago.

Work of the institute is not medical, but rather is in the realm of rehabilitation. Zeman points out Centers staff a physician as a medical director, however. Hereford does not have a medical director, at least for the time being, but all records will be examined by the medical director in the home office in San Antonio, until a medical director is obtained for the Hereford center. Clients must receive their initial evaluation in San Antonio.

"The Hereford center is an extension of the San Antonio office simply for the convenience of the client," Zeman points out, explaining the tremendous loss of time experienced by clients in traveling the typical 500 plus miles.

The revisit center was established in Hereford, he says, because some local families "took the bull by the horns" and worked to make the routine revisit more economically feasible — both in terms of traveling time and money. There were 8-10

DON ZEMAN



DON ZEMAN

local families interested in establishing the center here, as well as many in surrounding communities, according to Zeman.

The Hereford Revisit Center, being watched closely, for it is unique in that it is situated in a small town, creating some problems not heretofore encountered. The facility here is the first revisit center in the United States.

First of all, there is the psychological factor; people are used to thinking of something "big and wonderful" as always existing in a large city — this type therapy center in a small town may seem, to some minds at least, quite out of place.

Secondly, problems with transportation may develop due to a lack of commercial airline facilities. There are patients coming from reaches of Colorado who can make the summer trips to Hereford by automobile fine, but when snows come to their part of the country, it may be

See CENTER Page 2

No Restrictions For Beet Crop

Deaf Smith County and area farmers can plant more sugar beets in 1968 if they so desire, according to an announcement made Wednesday by the U. S. Department of Agriculture. Local acreages however must be contracted with Holly Sugar to assure a market for the crop.

According to a spokesman for the company, Holly contracted acres outside the general area in 1967 due to a lack of grower interest locally.

The Secretary of Agriculture is required, according to the U. S. D. A. announcement, to establish proportionate shares in a domestic sugar producing area if he determines that, in the absence of such shares, the production of sugar from a crop would be greater than the quantity needed to enable such area to meet its quota and provide a normal carryover inventory of sugar for the calendar year during which the larger part of the sugar from such crop normally would be marketed. Most of the sugar from the 1968 crop of sugar beets will be marketed in 1969.

Proportionate shares were established for both the 1965 and 1966 sugar beet crops. The 1966 national acreage allocation was established at 1,435,000 acres — 60,000 greater than for 1965 — with the view of increasing production.

State Extends Salute

The announcement of Wilson & Co.'s locating a packing plant in Hereford brought with it welcomes from not only Hereford but from the State of Texas as well.

This telegram has been received in the Wilson head office in Chicago:

"Mr. Roy V. Edwards, President, Wilson Co. — As Lieutenant Governor of Texas, and Acting Governor, it is a pleasure and a privilege to take this means of officially extending to you my gratitude on behalf of the people of this State upon your having located in Hereford and also to offer to you the facilities of this office whenever they can be of assistance. Preston Smith, Lieutenant Governor and Acting Governor of Texas."

Roy V. Edwards, president of Wilson & Co., sent this telegram from the company's main offices in Chicago, Ill.

"The Honorable Preston Smith Lt. Governor and Acting Governor of the Great State of Texas — I am pleased that Wilson & Co. has found justification for expanding its operation in your good state. Thank you for the warm welcome and the offer of assistance when needed. We will conduct ourselves as a good industrial citizen so as to be of asset worth to the community and to the state. Sincerely, Roy V. Edwards, President Wilson & Co."

Parents Will Be Required To Appear In Court

Parents of juvenile traffic offenders must now appear in open court with the law breaker.

Effective August 28, the new law also states that juveniles can plead guilty only in open court before the judge and parents or guardians must be present before the offender is convicted or fined.

Previously, it was possible for juveniles to be arrested and fined without the parents ever knowing. The new law will help the parents keep up with their children, who often are the reason the family's insurance rates are raised.

Stockholders Elect Directors Saturday Night

Stockholders in Hereford Grain Corp. are reminded that their ballots need to be in that company's office today, in the ballot are Austin Rose Jr., Don Shipley, Robert Hickman and Carl Straffuss, nominated for directors' positions.

The annual meeting will be Saturday night in the Little Bull Barn, with a barbecue supper to be served by the Hereford Rotary Club beginning at 7:30 p. m.

Despite the increase, 1968 crop plantings totaled only 1,230,000 acres, about 70,000 acres less than those in 1965. Indications are that the effective inventory (sugar in existence plus 1968 crop beet sugar made after that date), on January 1, 1967, was about 2,378,000 tons. This would represent a reduction of more than 100,000 tons from the inventory a year earlier.

To afford the area the opportunity of increasing production, proportionate shares were not established for the 1967 crop. Recent information received from beet sugar companies indicates 1967 crop plantings of about 1,210,000 acres. Such an acreage coupled with a sugar yield equivalent to that (2.326 tons per acre) for 1966 would mean a sugar production of about 2,815,000 tons — a quantity well below this year's marketing quota.

Department spokesmen said that increased plantings are needed in 1968 in order to build beet sugar stocks up to an appropriate level. The Congress, in 1965, indicated that inventories in the range of 82 to 90 percent of the following year's quota are appropriate.

Wednesday's action was recorded in BEET CROP, Page 2

Mall Store To Hold Opening

Grand opening celebration of their new mall store will be held Friday and Saturday by Gaston's of Hereford, according to an announcement made this week by Gaston E. Baer and Irving J. Alexander, owners of the store. Many door prizes will be given away during the two day event which starts at 9:30 a. m. and lasts until 6:00 p. m. each day.

The new store, the latest to open in Sugarland Mall Shopping Center, is unique in its arrangement of "Shops Within A Shop," according to the owners. Everyone is invited to attend the grand opening.

Whitefaces Open Season Here Friday

A relatively green herd of Hereford Whitefaces — sporting a new head coach and three new assistant coaches, a new system of playing football and a determination to win football games — will take on the Floydada Whirlwinds in the season opener here at 8:30 p. m. Friday.

A portion of the Whitefaces preparing to meet the Floydada onslaught have only two scrimmages as their high school experience. There are seven returning lettermen, but only six of those got in several game hours.

At 10 a. m. Saturday, the Whiteface Junior Varsity will meet headon with the Dimmitt "B" team at Whiteface Stadium. Most of the sophomores will be playing, coaches said.

Floydada possibly will have the largest team to face the Whitefaces this season, averaging about 192 pounds in the line. The team had a 5-5 record last season, but was strong in the latter part of the season and tied Memphis for the District 3-AA title.

The Whirlwinds, which lost eight offensive starters and nine defensive regulars last season, have been picked to finish third in their conference by "Texas Football" magazine. Leading the Whirlwinds will be Quarterback Larry Barbee, 145-pound senior letterman; Hulen Carthel, 195-pound senior tackle, and Joe Christian, 190-pound senior back.

Expected to see plenty of action for the Whitefaces are Tony Malouf, Karl French and Johnny Cornelius — the team captains — and lettermen Jim Childers, Gary Goodin, Donnie Fangman and Lenny Petree. Also, Bill Russell, Sid Shaw, Steve McAndrews, Elgin Wil-

Offers Lease To City

Approval of the Hereford City Commission awaits a lease offered by the Santa Fe Railway on a strip of land extending from the railroad station building to Main Street to be maintained as a city park and the location of a windmill of the type once common in this area.

Announcement of the lease offer was made at a Tuesday luncheon of the Deaf Smith Chamber of Commerce Beautification Committee, sponsor of the plan to erect one of the old-fashioned windmills which were familiar to pioneer residents of Hereford.

Location on the railroad right-of-way was suggested so the early day water pump could be seen by railway passengers and highway travelers as well as local residents. Terms of the lease call for the city to be responsible for taxes on the plot, and the Santa Fe Co. to pay water bills.

Mrs. Milton C. Adams, committee chairman, presided for the lunch in Hickory Log Restaurant where all members were asked to suggest new projects for general discussion.

Resulting from this discussion three committees were named Mrs. Tom Carter, Mrs. M. A. Bybee, Ray Seal, Mrs. Chard. E. Noland are to investigate a plan for planters along Highway 60 through the city. Mrs. W. C. Hromas, Mrs. Bruce Brown and Mrs. Ira Ott the possible beautification of small triangular plots along Highway 385 and Park Ave. by various organizations.

Mrs. Ray Johnson, Mrs. Debs Knox and Mrs. Jack Renfro form the third committee, to seek a slogan which will challenge the beautification group and other citizens of the city to work for a more beautiful community.

Vote of the committee decided that awards for residential and commercial beauty spots of each month may not be made to the same place before a lapse of three years, also that either award may be withheld in any month when no spot is deemed worthy.

Llano Estacado & Scout Council Begins Fall Membership Roundup

The annual Fall Roundup of the Llano Estacado Council for the Boy Scouts of America will begin Monday and run through Dec. 15. Roundup Chairman Bill Phillips announced this week.

During the membership campaign, said Phillips, boys, 8-9 and 10 years old will be invited to join Cub Scout packs, and boys 11 and older will be eligible for membership in Boy Scout troops. High school boys will have special opportunities to become Explorer Scouts, added Phillips.

Leaders of 28 Cub Scout packs, Boy Scout troops and Explorer posts in this area already have started to make plans for scout unit participation in the membership program, explained Phillips. The units will be trying for awards, which include a special "Honor Unit — 1967 Roundup" streamer, a special "Certificate of Recognition," and a special "Recruiter Strip."

"We expect that over 200 new boys will be enrolled during the Fall Roundup," said Phillips, "and these boys will have an opportunity to get in on the fun and adventure of scouting as soon as they become scouts."

Information about the location of scout units in the Llano Estacado Council may be obtained from Bob Jones, District Scout Executive, 364-4361, or from the Llano Estacado Council in Amarillo, DR4-548. Parents whose sons want to be scouts may ask for the names of institutions that use the scout program in their areas, said Phillips.



—Hereford Brand Photo

AT MILO CENTER — Over 700 persons were on hand sometime after 6 p. m. Monday at Milo Center, where Pitman Grain Co. and Pioneer Fertilizer were host to a community barbecue supper. This is the fourth year that two businesses have staged the event, and the ample crowd which scattered over the green grass at the corner about 11 miles north of Hereford demonstrated its popularity.



PROBABLE OFFENSIVE STARTERS — With the exception of three juniors, Hereford Whitefaces are expected to start all seniors offensively against Floydada Friday night. Probable starters are left to right in the line: Mike Higgins, Johnny Cornelius, Gary Crane,

Jim Loerwald, Randy Kriegshauser, Larry Gunn and Lenny Petree. In the backfield, left to right, are Tony Malouf, Karl French, Jim Childers and Gary Goodin. Loerwald, Gunn and Crane are juniors.

Season ...

Continued From Page One

Warren brought two coaches — Keith Munterlyn and Larry Dippel — with him when he moved from Stanford High School and has hired a third — Bill Delee — since arriving. Returning coaches are Bill Nurrell and Jack Waggoner. Cuby Kitchens has resumed coaching football after a three-year lapse from that sport.

"Texas Football" has packed Hereford to finish fifth in the District 1-AAA race with Duane expected to take all the marbles and enter the state playoffs. The magazine says "Hereford is due for a major overhaul under the aegis of newly arrived coach Larry Warren and 200-pound senior fullback L.E. Tony Malouf, a well-rounded but who figures to star in several of the power plays in last year's 8-2 record. Malouf is pictured and listed on the magazine's Class AAA Honor Roll."

The Olson Mustangs chosen to win the District 1-AAA championship will be the second for the Whitefaces as the two will meet at 8:30 p. m. Oct. 15 in Olton.

Last season Hereford opened the season with a 14-7 win over Floydada and followed with a 47-4 victory over Olton. Olton was 5-5 last year.

The season's schedule for the Hereford Junior Varsity includes: Dumas, here Saturday, Portales, N. M. Sept. 16 in Fortales, N. M. MST, Sept. 21; open date, Sept. 28; Monterey of Lubbock, here, 8 p. m., Oct. 5; Hart at Hart, 7:30 p. m., Oct. 12; Dumas at Dumas, 7 a. m., Oct. 19; Tulla at Hereford, 7:30 p. m., Oct. 26; Plainview at Plainview, 7:30 p. m., Nov. 2; Littlefield at Littlefield, 7 p. m., and Nov. 9, Tulla at Tulla, 7:30 p. m.

SUNDAY
Dawn Music Club, 26th anniversary tea in home of Mrs. Carl Wimberley, 2:45 p. m.

MONDAY
Music Study Club, annual Past Presidents' luncheon in home of Mrs. W. J. Stanford, 12 noon.

Valedictorian Study Club, welcome back supper in Mrs. Don Baugus' home, 8 p. m.

TOPS Club at Bluebonnet School, 7:30 p. m.

Rotary Club lunch at Jones Restaurant, 12:05 p. m.

Masonic Lodge, stated meeting at Masonic Temple, 7:30 p. m.

Odd Fellows Lodge at IOOF Hall, 8 p. m.

Citizens Band Radio Club, R.F.C. Building, 8 p. m.

Paisano Lions Club at Hotel Jim Hill, 7:35 p. m.

Easter Lions Club at Easter Club Building, 8 p. m.

TUESDAY
Pioneer Study Club luncheon at Hickory Log Restaurant, 12:30 p. m.

Order of Eastern Star at Masonic Hall, 8 p. m.

Rebekah Lodge at IOOF Hall, 8 p. m.

WEDNESDAY
Mon Amis Study Club luncheon in home of president, Mrs. Billy Bell, noon.

Hereford Lions Club lunch at Hotel Jim Hill, 12 noon.

Jaycees at Jones Restaurant, 8 p. m.

Day WMS of First Baptist Church, 12 noon.

Avenue Baptist W.M.U. at church, 7 p. m.

Weather	
Saturday	88
Sunday	90 66
Monday	70 62 Trace
Tuesday	71 58 Trace
Wednesday	58 10
Moisture for Month: .15	
Moisture for Year: 14.88	

Church, 12 noon.
Avenue Baptist W.M.U. at church, 7 p. m.

Powder Puff Derby Is Set For Sunday

James Bradley won his first trophy of the year Sunday when he took first place in the "B" Trophy Dash at the Hereford Speedway.

Another Powder Puff Derby is scheduled for this coming Sunday, as several out of town drivers are expected to participate. "Competition in the women's race is getting very stiff," said one raceway official.

Races for Sept. 17th have been canceled and will be run on Sept. 24th. At that time, the Championship Races will be held — along with a Demolition Derby. Trophies also will be awarded on the 24th for both divisions.

Trophy girl Sunday was Linda Worley. Winners of Optimist Club prizes were Wes Owen and Bonnie Day, free passes, and Joe Lankford, Arnold Powell, Vicky Slaton, Mrs. George Bloodgood and Earlene Easton, free tickets to the "Sing Out '67" program at the high school Tuesday night. Hazel Stansbury won a gallon of housepaint presented by Foxworth-Galbraith Lumber Co.

Stacy Starrett was winner of the Trophy Dash Sunday for the second week in a row. Other results included:

TROPHY — James Bradley, first; Gary Easton, second; Willie Lyons, third. **A TROPHY** — Starrett, first; David Watson, second; and Jim Calpepper, third. **FIRST HEAT** — Sam Morgan, first; Bill Byers, second; and Travis West, third. **SECOND HEAT** — Watson, first; Don Ludman, second; and Calpepper, third. **FIRST SEMI-MAIN** — C. E. Lankford, first; Billy Bates, second; and Max Bridges, third. **SECOND SEMI-MAIN** — Starrett, first; Byers, second; and Calpepper, third. **E MAIN EVENT** — Bridges, first; Bates, second; Morgan, third; and George Beard, fourth. **A MAIN EVENT** — Calpepper, first; Ludman, second; Starrett, third; and Jim Johnson, fourth.

Center ...

Continued From Page One
just as convenient for them to fly to a center in Kansas City, Mo., as it is to fly to Amarillo and then somehow get down to Hereford. Coordination of public transportation schedules is high into impossible, and arrangements involving car rental agencies and other public transportation centers tend to defeat the initial purpose of the Hereford Revisit Center in demanding extra time and money.

The need for a revisit center has been felt, Zeman points out; he was here for two weeks in August, along with one other therapist. Their schedule was full, and an appointment book indicated more of the same in months ahead. A maximum load is three clients a day.

Although Zeman has completed the training required for his position, he will attend refresher courses and seminars often in Philadelphia and San Antonio. The relatively new therapy known as "patterning" has some 15 centers throughout the United States, Mexico and Brazil.

Sheriff Speaks To Lions Club Wednesday Noon

Outside influence in civil rights protests, student demonstrations and farm strikes, leading to riots and violence, indicate that these are a part of the same movement and this movement can be traced to communism. Sheriff Ed Robertson told the Hereford Lions Club in a luncheon talk Wednesday.

"It is hard to realize that communism is a threat to us and it is only lately that I've been forced to believe it is coming close to home," the sheriff said as he mentioned the recent visit to this area of a labor organizer who has been connected with "phony strikes and imported pickets" in other farm regions of the nation.

He related facts about a strike staged chiefly by outsiders among California farm workers, saying that this area is not exempt from the possibility of something similar. Residents need to be on guard to detect outside influence by "revolutionaries" who are often communist-trained, if we are to preserve the peace.

Robertson was introduced by Bill Bradley, club program chairman for this month. Rex Lee, president, announced that Ladies Night will be on Dec. 7, and that a zone meeting is set for Sept. 17 at Dawn, with all Lions invited.

Guests included this year's American Field Service students in Hereford High School, Katie Laine and Huseyn Shevki.

AT BOOSTER MEETING
Friday night's opening football game will be reviewed during the regular meeting of the Whiteface Booster Club at 8 p. m. Monday in the Community Center.

Discussing the game with club members will be the Whiteface coaches. During the meeting this week, a film showing the highlights of the 1966 football season at West Texas State University was exhibited.



LIGHT DAMAGE — A house fire at mattress lies in the background. The 726 E. Texas just before 6:30 p.m. Saturday resulted in minor damage to a bedroom. Firemen are shown checking a bed for any flames as the burned home owner, who is shown inspecting the damage said he believed the fire began at the electric outlet.

Nursing Seminar Set At Northwest Texas Hospital

A nursing seminar on team nursing is scheduled Sept. 21 and 22 in the Psychiatric Pavilion of Northwest Texas Hospital at 7200 Evans Street in Amarillo.

The same program will be presented each day so that more nurses will be able to attend.

Directing the seminar will be Mrs. Thora Eron of Floodwood, Minn., a nationally recognized authority. Topics to be included will be history, philosophy and objectives of team nursing; changing patterns of staffing and assignment of personnel; changing role of the professional nurse; ward manager as a member of the nursing team; the associate degree nurse as a member of the nursing team; mechanics of team nursing — how members of the nursing staff combine their efforts as a team in providing patient care.

The program is planned to bring area nurses up to date on changing patterns in staffing and the most effective methods of planning for patient care. Registration will begin each day at 8 a. m., with the program from 9 to 4. Registration fee is \$5.

Nurses interested in attending should mail applications to the Director of Nursing, Northwest Texas Hospital, Amarillo. Registered nurses, professional student nurses, and licensed vocational nurses may attend.

Enrollment ...

Continued From Page One
mated spending \$1,350,000,000 this school year, an increase of about four per cent over expenditures last year. The cost is estimated at \$565 per pupil in the coming year, compared to an average of \$479 last year.

Beet Crop ...

Continued From Page One
ommended to the Department at a public hearing held in San Francisco on July 18, 1967. Spokesmen for about 87 percent of the country's beet growers and for all of the sugar beet processors recommended that proportionate shares not be established.

New Scouting Encyclopedia On Sale Here

A 567-page "encyclopedia of outdoor information" compiled by hiking and camping experiences of millions of scouts and leaders in the past 57 years has gone on sale here.

Bob Jones, District Scout Executive of the Llano Estacado Council; Boy Scouts of America, said the "Fieldbook" has been developed to carry the scout into advanced skills not covered in the basic manuals.

"It is a guide for preparedness for boys and men, and will help considerably to build confidence and self-reliance," explained Jones. The "Fieldbook" contains 2,551 illustrations and drawings, including 271 pictures of species of plants and wildlife, 52 aerial photographs, maps and landscape scenes, 2,147 "How-To" sequences, charts, diagrams, and 61 campsite scenes.

The book sells for \$1.95 in a composition cover, and is available at the Llano Estacado Council at 2808 Canyon Drive, Amarillo, and the official Boy Scout Distributor for Hereford, Rutherford and Co., 322 N. Main. The McGraw-Hill Book Company has published a hard-cover edition of the "Fieldbook" expected to be released soon.

For many years English walkers carried umbrellas to indicate they were gentlemen, not tramps.

Dog Owners Cautioned By Police Dept.

City police have cautioned all city residents owning dogs to keep the animals tied or penned up now that school has started.

Several incidents have been reported to police of dogs chasing small children as they walk to and from school. If bitten and the dog not found, the child is forced to undergo a series of painful rabies shots.

THE MAIL MUST GO
EL PASO, Tex. — No one can say postal employees did not go out of their way to deliver a letter written by an El Paso man to a friend who was spending his vacation at the home of his parents in Iowa. Not knowing the name or address of the friend's parents he addressed the letter: "H. Fred Whitt of El Paso, who is visiting his parents out by the highway kind of close to the old wooden bridge out in Melbourne, Iowa."

Believe it or not, Whitt received the letter.

OVERLY HELPFUL
SPRINGFIELD, Mo. — A waitress who tried to be helpful cost Mr. and Mrs. Robert Stevens some \$320. Mrs. Stevens absentmindedly walked off and left a purse with \$320 and some other items in the restaurant. After she left, a waitress, seeing the purse, rushed with it to the front of the cafe and saw a woman getting into her car to drive away. She asked her if the purse was hers and she said yes and expressed thanks to the waitress for bringing the purse and drove off.

About that time Mrs. Stevens realized that she had left the purse at the restaurant and returned, only to find that the purse had been given to another woman.

Read The Classified Ads Today.



WHITEFACE BOOST — An added feature at Whiteface Stadium this season is the spotters' roost which has been built by the Booster Club. The 25-foot structure will be used by coaches to get a bird's-eye view of the game.

Calendar Of Events

THURSDAY
Hereford Study Club salad supper in home of Mrs. W. H. Conroy, 406 Sunbelt, 7:30 p. m.
L'Allegro Study Club, afternoon meeting in Mrs. W. C. Russell's home.
Duplicate Bridge Group at Community Center, open to all interested bridge players, 8 p. m.
Optimist Club lunch at Jones Restaurant, noon.
Kawata Club at IOOF Hall, 12 noon.
VFW at VFW clubhouse in

Veterans Park, 8:30 p. m.

FRIDAY
Bud to Blossom Garden Club, guest day in home of Mrs. E. N. Yarbrough, 121 Katagwood, 9:30 a. m.
Hereford Garden Club salad luncheon at Community Center, 11 a. m., followed by program open to public, 1:30 p. m.
Cultural H. D. Club in home of Mrs. Louisa Olson, 2:30 p. m.
Garden Beautiful Club coffee in home of Mrs. Don Robinson, 101 Lavesak, 9:30 a. m.

SATURDAY
Rebekah and Odd Fellows Lodges, 62 party at IOOF Hall, 7:30 p. m.
Delta Xi Chapter, Delta Kappa Gamma, lunch at Community Center, 11 a. m.

SUNDAY
Dawn Music Club, 26th anniversary tea in home of Mrs. Carl Wimberley, 2:45 p. m.

The Hereford Brand

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Melvin Young, General Manager
Mrs. Floyd Coleman, Women's Editor
Vic Bryan Jr., Adv. Manager
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Hereford Lions Club lunch at Hotel Jim Hill, 12 noon.

Jaycees at Jones Restaurant, 8 p. m.

Day WMS of First Baptist

TCTA To Hold Get Acquainted Dinner Monday

The annual "Get Acquainted Dinner" sponsored by the Texas Classroom Teachers Association of Hereford will be held at 8 p. m. Monday in La Plata Junior High School cafeteria.

Paul Abalos, TCTA president, said teachers in Hereford school districts, school board members and school administrators will be invited to the dinner.

In other action during their first meeting of the year Tuesday night, the association elected Building Representatives They include Mrs. Martha Carr, Bluebonnet, Dottie Darden, Aikman, Mrs. Eula Lee Cave, Central, Sylvia Geron, Northwest, Augusta McCauley, Shirley, Joan Fuston, La Plata; Ray Barber, Stanton, and Mike Hill, Hereford High School.

David Henderson was named program chairman of the organization, replacing Tom Milligan. The association will meet on the first Monday of every other month.

WRESTLING

Friday Night - 9:00 P.M.

HEREFORD BULL BARN

North American Championship

DORY SR.

THE MEDIC

-VS-

ART NELSON

BIG NICK

-VS-

RICKY ROMERO

KINJI SHIBUYA

WRESTLING

Friday Night - 9:00 P.M.

HEREFORD BULL BARN

North American Championship

DORY SR.

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-VS-

ART NELSON

BIG NICK

-VS-

RICKY ROMERO

KINJI SHIBUYA

BEN FRANKLIN

303-305 Main St. Hereford, Texas Phone 364-0290

Men's White HANDKERCHIEFS

8 to pkg. Reg. \$1.00 now **73c** pkg.

Men's SWEAT SHIRTS

\$1.77 Long sleeves asst. colors

START YOUR LAY-A-WAYS for CHRISTMAS Now Mattel's 'Baby's Hungry' Doll

only **\$14.77**

Boy's SWEAT SHIRTS

\$1.27

Assorted Colors Sizes 6 to 16

Ladies BLOUSES

99c

5th Ave. Brand Man Tailored Roll-Up Sleeves Asst. Solid Colors 100% Cotton Sizes 32 to 38

Beacon Receiving Blankets

Cotton Flannel 26" x 34" Reg. 59c now **2 for 88c**

"Little Majesty" Birdseye DIAPERS

27" x 27" 12 to pkg. **1.99** pkg.

A. O. THOMPSON ABSTRACT CO.

Mr. & Mrs. A. J. Schroeter
Paul B. Schroeter, Mgr.
P.O. Box 73
Courthouse
Free City Maps
Showing Stocks
Phone 364-1504

8th ANNUAL SPECIAL STOCK COW SALE!

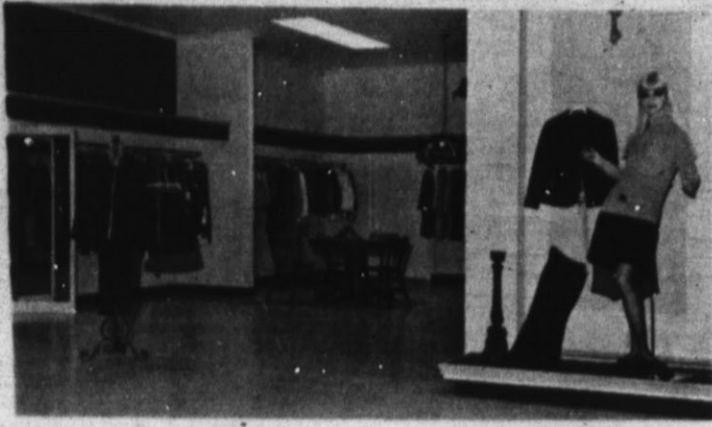
Good and Choice Stocker Cows and Bred Heifers. Cow and Calf pairs, Springer Cows Pregnancy tested or showing Calf. Herefords, Angus, Brangus, Charolais. This is the finest of offering we've ever had!

Saturday - September 9 - 1:00 P.M.

LLANO LIVESTOCK AUCTION CO.

Llano, Texas

PHILIP SMITH
247-5294 Llano
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642-8619 Brownwood



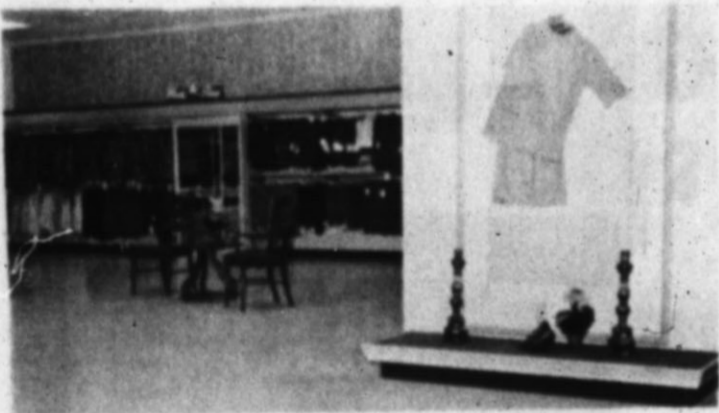
Close in Girl-Child! This is Gaston's for Juniors . . . the "in" place with Your Look! Fashions especially designed for today's generation in motion.



Gaston's latest stride in shoes paces the shape in fashion for in-town . . . out-of town wear. Featuring a complete selection of shoes for Women, Children and Men.



With the everything and anything that belongs! We have "on tap" the most savvy around. When it comes to Children's clothes, we're ready for you now! So, bring the Children in.



Oh . . . it's going to be a lovely year for the Women of Hereford when they shop our Sportswear Department! Featuring labels such as Wite Stag, Jane Colby, Eva Picone and Sebastian.



The now forward fashions in out-front styles featured at Gaston's Men & Boys-department proves you never had it so good!



Make the most of being a Women! We can help you discover the clothing and accessories that make you exciting with the wardrobe from Gaston's Misses department!

THE MOST EXCITING STORE IN THE SOUTHWEST IS HAVING A GRAND OPENING

Friday & Saturday - Sept. 8 & 9

9:30 a.m. until 6:00 p.m.

Gaston's

SUGARLAND MALL



WE INVITE YOU TO VISIT THE NEWEST -- MOST UNIQUE DEPARTMENT STORE IN SUGARLAND MALL!

Totally new in concept and geared to the tempo of the times.
Designed to make shopping a truly exhilarating experience!

A STORE COMPOSED OF INDIVIDUAL SHOPS

Each shop intended to showcase an individual category of fine merchandise!

BE SURE TO REGISTER FOR OUR HUNDREDS OF DOOR PRIZES.

Need Not Be Present To Win!

Gaston's

"Shops Within A Shop"

SUGARLAND MALL

HEREFORD, TEXAS

Hospital Notes

Patients in Hospital
 Mrs. Fernando R. Moreno, 501 Irving; Kenneth Harrison, Dimmitt; Mrs. Marvin C. Littlejohn, Dallas, Texas; Mrs. Chesie Welch, Westgate; Mrs. H. L. Jenkins, Wellington Texas; Mr. Seferino DeLosSantos, Box 661; Mrs. Fritz Schmer, 503 25 Mile Ave. Apt 1; Mrs. Melvin F. Smith, Rt. 5; Mr. Wesley High, Rt. 1.
 Mr. Albert Hammer, Vega; F. D. Pierce, Rt. 4; Mr. Albert Hilt, 430 Ave. C; Mrs. Minnie E. Dent, Rt. 2; Mrs. Ruth Bell, Box 111; Mrs. U. G. Hammett, Dalhart; Mr. Giles Williams, 520 Star; Mrs. Allie Muse, 510 E. 5th St; Mrs. Cawthon Bryant, 312 Star.
 Mrs. Mollie Grant 200 Lawton, Mr. Amado M. Guzman, 207 Harrell; Mrs. Dora Suggs, 501 Miles, Steven McAndrews, Rt. 1; Mrs. Stanley Smith, 334 Ave. G; Mrs. Charles L. Craig, 116 B. Centre St.; Mrs. L. H. Hoffman, 235 Ave. B; Mrs. Frederick Haug, 417 Ave. J; Mr. Artemis R. Foster, 212 Douglas

St. Mrs. Maggie Morris, 129 Ave. A; Mrs. Ron Harpster, 148 N. W. Drive; Mr. Frank Creaspin, 342, Ave. E; Mr. Johnnie Malouf, 1500 Brevard St.; Mrs. Adalberto A. Rodriguez, 439 Ave. E.

Patients Dismissed
 Pat Brinkman, Mrs. Francisco Trevino, Mrs. Mearl Findley, Mrs. Ismael Villafranca, Mike Lee, Mr. Fred Hiltbrunner, Mr. W. W. Rhodes, Mrs. Jim Hill, Sept. 2.

Mrs. Joe Frank Clark, Mr. Darrell Rose, Mrs. Donald Fitzgerald, Jason Smith, Mrs. Jay Rowland, Mrs. Roberto Bastardo, Mrs. Kenneth Hill, Sept. 3.
 Mr. Ellis Coombes, Mr. Roy Goodloe, Mr. Lee Meek, Sept. 4.

Mr. Arvel L. Baker, Mrs. Jimmie Billington, Sept. 5.

Look Who's New

Mr. and Mrs. Roberto Bastardo are the parents of a 7 lb. 7 oz. daughter, born Sept. 1.

Local VFW Post Wins Attendance Trophy At Meet

Attendance trophy at the quarterly district meeting of Veterans of Foreign Wars was brought from Childress last weekend by the Hereford Post. The award was based on the number of members present and distance traveled.

Going from Hereford Post and Ladies Auxiliary were Mr. and Mrs. Wayne Driskill, presidents of the respective groups; Mr. and Mrs. Norman Gilmore, John Green, C. L. Walker, Mrs. Henry Murrell and Mrs. Ada Holabaugh. Canyon was chosen for the site of the next meeting.

In another trip by officers this week, the Driskills and Gilmore met with the Castro County Post at Dimmitt Tuesday evening to explain details of the monthly parties which Hereford members give for patients in the Veterans Hospital at Amarillo.

RUMMAGE SALE SET

El Llano Study Club will conduct a rummage sale to benefit its philanthropic projects, beginning at 8 a. m. Saturday on the Dunavant-Rhodes parking lot at 202 S. 25 Mile Ave.

Members from Dimmitt plan to accompany the local group for the next party, and plan to act as hosts at future entertainments.

Letter To The Editor

In the past there has been some misunderstanding about just who is represented by the Hereford Goodwill Center, and I would like to mention again who really is.

This organization is backed by the Southern Baptist Churches in this area as follows: Temple Baptist Church, Avenue Baptist Church, First Baptist Church, Frip Baptist Church, Summerfield Baptist Church, Westway Baptist Church, Thompson Memorial Mission and Dawn Baptist Church. Only these churches finance the program that is carried on at the Center.

Sometimes it has been listed as an area church enterprise and just so no one is missed, I felt that this should be cleared up and the only churches involved listed publicly.

Thank you, Mrs. W. C. Davis

More than 20 thousand bridges are on the 68 thousand miles of Texas highways.

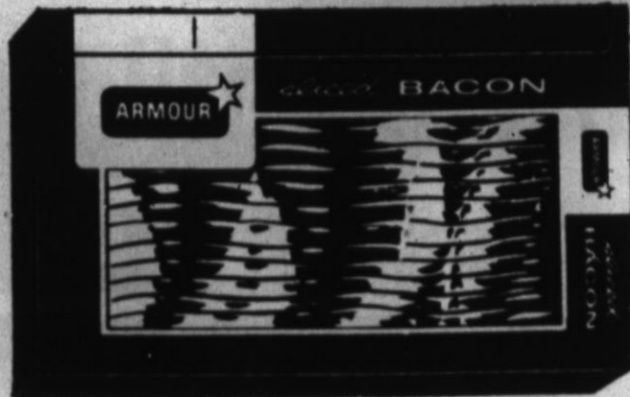
PIGGY WIGGLY PIGGY WIGGLY PIGGY WIGGLY PIGGY WIGGLY

For Lower Prices...

Shop PIGGY WIGGLY



PLUS VALUABLE GREEN STAMPS with every 10c purchase



BACON
 ARMOUR STAR
 one pound **69¢**

COCA COLA
 King Size or Regular
 6 Bottle Ctn. **39¢**

BOLOGNA
 Armour Star sliced **49¢** lb.

HAM
 Lean Sliced No Waste **89¢** lb.

CHEESE
 Armour Longhorn **69¢** lb.

Kingsford CHARCOAL
 Briquettes 10 pound bag **59¢**

COUPON
 100 FREE S&H GREEN STAMPS with purchase of 2 1/2 lb. Jar ZESTEE PEANUT BUTTER with this coupon - expires Sat., Sept. 9th

COUPON
 100 FREE S&H GREEN STAMPS with purchase of 25 Pound Bag RUSSET POTATOES with this coupon - expires Sat., Sept. 9th

Wizard CHARCOAL LIGHTER
 Quart Can **39¢**

TENDER CRUST BREAD

 shurfresh MILK

CRISCO COFFEE ORANGE JUICE DOG FOOD

Shortening 3 pound can **75¢**
 Maxwell House New Perculator Grind lb. can **59¢**
 Shurfine Frozen 6 oz. cans 8 for **\$1**
 with Gravy 25 pound bag **2¹⁹**

Northern NAPKINS
 Asst. Colors 60 Ct. Package **11¢**

Carnation MILK
 Tall Can Size **13¢**

HOT DOGS SOLD ALL DAY SATURDAY NO LIMIT Buy 'em by the sackfull **10¢**

Firm Crisp Heads **LETTUCE**



YOU GET 1 HEAD OF LETTUCE AND 1 LB. PKG. TOMATOES FOR ONLY

39¢

Fresh Juicy 1 lb. pkg. **TOMATOES**



TURNIPS Purple Top lb. 10¢ **AVOCADOS** California ea. 10¢

Gladiola FLOUR
 25 Pound Print Bag **2²⁹**

Roxey DOG FOOD
 9 Tall Cans **69¢**

PRICES IN THIS AD EFFECTIVE THURS., FRI. & SAT.

COUPON
 100-FREE S&H Green Stamps with this coupon and a purchase of \$5.00 or more. Coupon expires Sat., Sept. 9th

PHASE III
 Deodorant Soap Bar 5 bath bars \$1 6 reg. bars \$1

Nestle's Quik 2-lb. can **66¢**
JAM Bama Grape or Plum 3 18 oz. **\$1**
BINDER Nifty Plastic \$1.49 value **\$1**
CUT CORN Shurfine Frozen 6 10 oz. **\$1**



SPECIAL VALUES FALL FABRICS IN LEADING FASHION COLORS AND TEXTURES

VENTURA

100% Cotton Ottoman - Little or no ironing needed - Pre-Shrunk-Washable-In Prints & Solids. 45" wide **\$249** yd.

DAMASK

100% Rayon-Silk Screened - Little or no ironing needed - Crease Resistant-Hand Washable-in wild Prints. 45" wide. **\$298** yd.

KNACK

100% Cotton Canvas - Little or no ironing needed - Crease Resistant-Hand Washable-In gorgeous Prints. 45" wide. **\$159** yd.



PIGGY WIGGLY PIGGY WIGGLY PIGGY WIGGLY PIGGY WIGGLY

Lemons-Tisdale Vows Are Spoken In Church



Mrs. Jerry M. Tisdale
...nee Miss Beverly Lemons

Miss Beverly Kay Lemons and Jerry Marvin Tisdale repeated wedding vows by candlelight in an evening ceremony at Avenue Baptist Church Monday. The Rev. Charles Davenport of Claude and the Rev. Paul McClung of Salida, Colo., both family friends, officiated.

Edgar Lemons gave his daughter in marriage in the double ring service, conducted before a sunburst of green foliage and gold mums with white tapers lighting the scene.

The bride's parents reside on Route 1 and the bridegroom's parents, Mr. and Mrs. Grady Marvin Tisdale, on Route 2.

Mrs. Carl Wimberly played an organ medley of love songs as a prelude to the ceremony, and accompanied Miss Judy Martin as she sang "O Promise Me, Whither Thou Goest and as a benediction, Wedding Prayer. The organist also played traditional marches.

Matron of honor was Mrs. John Sooter, the maid of honor Miss Alicia Galloway, bridesmaids Misses Cheryl Soloman and Nancy Tisdale, the bridegroom's sister.

Phil Fitzgerald acted as best man, Dorman Duggan, Carlton Richardson and Gary Lemons, brother of the bride as groomsmen. Ushering guests were Kenneth McClung, Ronnie Roberts, Richard Clamberless and Paul English.

Leah and Donnie Galloway of Earth lighted candles before the processional. Juanine Smith of Seminole was flower girl, Karol Shook and Jerry Smith carried the rings.

A portrait gown of Chantilly lace in Victorian style was worn by the bride over white satin. Tiers of ruffles enhanced skirt fullness and spread into a chapel train. Sequins and seed pearls embroidered the lace pattern around the Sabrina neckline. Fitted sleeves tapered to points at the wrist.

Layers of illusion floated over her shoulders from a rhinestone and seed pearl tiara. Her bouquet was of stuffed mums surrounding an orchid all in white.

The diamond necklace she wore was the bridegroom's gift, and she carried the wedding band of her grandmother, Mrs. J. J. Barlow of Earth.

Bridesmaids' dresses were street length, in empire style, with crepe skirt and lace bodice in matching avocado shade, the high waistline traced by velvet ribbon which tied and hung in streamers to the hemline over a central box pleat in the skirt back.

Matching lace and ribbon circlets held blush veils, and they carried gold mums. The small flower girl and girl ring bearer wore miniature replicas of these costumes, the feminine candlelighter was dressed similarly but in gold color.

A reception in the church fellowship hall followed the wedding. The table was laid in white, with scalloped net over satin. Mums and carnations with green leaves were arranged with lighted candles for a centerpiece in the wedding colors of gold and green.

With heart-shaped layers as

the base, the wedding cake rose to four-tier height on colonnades and was ornamented with sugar roses and cupids.

Mmes. Lynn Kester, Otis Lee, William Wimberly, Lester English, Philip Shook, Walt Beavers and Douglas Morris were in the houseparty.

The bride's mother wore for the wedding and reception a mint green silk dress with accessories in that color and beige. Mrs. G. M. Tisdale chose an off-white suit with avocado accents. Both had green orchid corsages.

As the couple left on a trip to eastern Oklahoma, Mrs. Tisdale was wearing a suit in pale gold shade with brown lizard accessories and the orchid from her bouquet. After Sept. 8 they will be at home at 209 Union.

Both are employed at White's store here. The bride is a 1967 graduate of Hereford High School and the bridegroom completed high school studies two years earlier.

Coffee Will Launch Year

A coffee in the home of Mrs. Don Robinson at 9:30 a. m. Friday will begin a season for Garden Beautiful Club, Mrs. Charlie Noland, president, announces.

Plans for the annual tour of homes sponsored by the club, which is set for Oct. 13, will be discussed at the chiefly-social opening meeting.

Ways and means committee and flower show committee members will be in charge of plans for the tour. Mmes. Leo Witkowski, J. Howard Walker and Deward Roberson are members of the former group; Mmes Ray Cowser, Homer Newton, Carl Swanson and E. W. Young comprise the latter.

Last year all three garden clubs of the city cooperated in the homes tour, but this year the plan will revert to its original status, with only Garden Beautiful Club in charge. Homes to be visited have not yet been selected.

The Texas Highway Department will celebrate 50 years of public service during National Highway Week, Sept. 24-30.

TAX MAN SAM SEX:

Since 1964 Dads have been able to claim a dependent child as a tax exemption even though the student worked during the summer and earned more than \$600 and was required to file a tax return. Last year, IRS made a check of the most common telephone calls and the fourth most common question—accounting for 6 percent of all telephone calls—was the question "My son made more than \$600. Can I claim him as a dependent?" The answer is Yes— if he is a bonafide student and a bonafide dependent. The son can also claim his own exemption on his return.

Matt Snell has gained 1,003 yards catching passes and 2,355 yards on rushes during his three seasons with the New York Jets.

Dr. Milton C. Adams
OPTOMETRIST

OFFICE HOURS
Mon. - Fri. 8:30-5:00
Saturday 8:30 - 12:00

335 Miles 364-2255

DUCKWALL'S

PRICES ON THIS AD GOOD SEPTEMBER 7-8-9

ALL PRICES SUBJECT TO STOCK ON HAND

DOWN GO PRICES!

SUGARLAND MALL

HEREFORD, TEXAS

Store Hours: 9:30 am - 6:00 pm Mon., Tues., Wed., Fri., 9:30 am - 8:30 pm Thurs. & Sat.

AJAX
NEW
AJAX
STRONGER WHITES
STRONGER COLORS
16-lb. box \$4.79 Value
\$2.99

Armour
TREET
12-oz. can
47¢

DELSEY BATHROOM TISSUE 4 rolls
41¢

NYLON HOSE
2 pair
53¢

FRED THE HEART
KNITTING WORSTED
4 Ounce
KNITTING WORSTED 83¢
Biggest color selection in town.

HAVOLINE
MOTOR OIL
HAVOLINE
MOTOR OIL
34¢ qt.
\$7.99 case

AQUA NET
HAIR SPRAY
3 FOR \$1.00

Armstrong
505 W. Park
364-1868

Fall Meetings Of Circle Set

After the summer vacation, monthly programs will be resumed in the Antonion Circle of St. Anthony's Church Sept 21, the third Thursday of the month. Meeting time is 8 p. m.

A late summer party was given for members last month, with Mmes. Kenneth Walterscheid, Leonard Walterscheid, Duane Albract and William Kahlich as hostesses. The group enjoyed bowling, and refreshments were served to 25 members.

(Angel photo)

IT'S KICK-OFF TIME!

Hear Exciting Play-by-Play Football on

KPAN-FM

Throughout the Football Season!

FLOYDADA vs. HEREFORD

TOMORROW NIGHT

Broadcast Time 8:30 P.M.



The "Herd" opens their season against the "Whirlwinds" Friday night and the KPAN mike will be on hand!

Hear the Whiteface Booster Club program immediately preceding each Whiteface football game this Fall. This special 30-minute program will feature interviews with the coaches, players, reports from the Booster Club and news about the entire athletic program. This special 30-minute report precedes each football game this season.

ALL FOOTBALL, BASKETBALL & BASEBALL GAMES OF THE WHITEFACE'S WILL BE BROADCAST ON KPAN & SPONSORED BY THE FOLLOWING WHITEFACE BOOSTERS:

Ed Skypala, Borden's Distributor
Burke Inman Trucking Company
Big-Burger Drive-In

The Lone Star Agency
Panciera Tire and Supply
Ward's Hickory Log Restaurant

Hays Implement Company
Hereford Bakery
Hereford Butane, Inc.
Hereford Tile & Brick Co., Inc.

KPAN-AM

860 KC.

KPAN-FM

106.3 MC.

"FULL & COMPLETE SPORTS COVERAGE FOR THE TEXAS PANHANDLE!"



GOOD FOOD ON LABOR DAY — The food was on wind blew a little cool Monday, but the house — paid for by Pitman Grain still about 700 people came to the bar- and Pioneer Fertilizer.

Lunch Will Begin Year For Chapter

Introducing a new study course to be followed through the season, program chairman of Delta Xi Chapter, Delta Kappa Gamma, will be speakers at a covered dish luncheon of the teachers' society at Community Center Saturday.

Mrs. A. G. Ratcliff of Dimmitt, chairman, and Mrs. Claude Coffey of Farwell, co-chairman, will present the new program theme, Study Personal Values.

Five members who attended the state convention in Fort Worth last June will give their reports. They are Mrs. Merlin Kaul, chapter president, Miss Della Stagner, Miss Erma Walker and Mrs. Charles Bell of Hereford and Mrs. Ratcliff.

Hostesses for the luncheon which opens another season, are Mmes. H. V. Crawford, Fritz Christman and V. P. Walker and Miss Stagner. Miss Lucille

PERSONALS

by Penny

Benny Cooper and Sam Smith have traveled to Chihuahua, Mexico on a business trip, and plan to return this week.

Mr. and Mrs. Andrew Spurgeon visited in the home of Mrs. Spurgeon's brother, Mr. and Mrs. McArthur Poe and children who have recently made their home in Amarillo after residing in Dayton, Ohio for the past three years.

Among informal entertaining for Mr. and Mrs. L. C. Thomas before they left Tuesday for a new home in Corsicana, was a Sunday dinner in the Merlin Kaul home at Westway. Other guests were the Rev. Eugene

Park will lead songs, and a workshop period will be held for committees to outline their programs for the year.

Members of the chapter are women educators from Deaf Smith, Farmer and Castro Counties.

Naugle, O. Wilder, Mr. and Mrs. J. C. Morrison. Thomas recently retired as business manager at Kings Manor.

Merlin Kaul has spent two weeks in Sabetha, Kan., visiting his mother, Mrs. Essie Kaul who will soon celebrate her 96th birthday, and his brother, Vernon Kaul.

Farm Tour To Be Held Tuesday

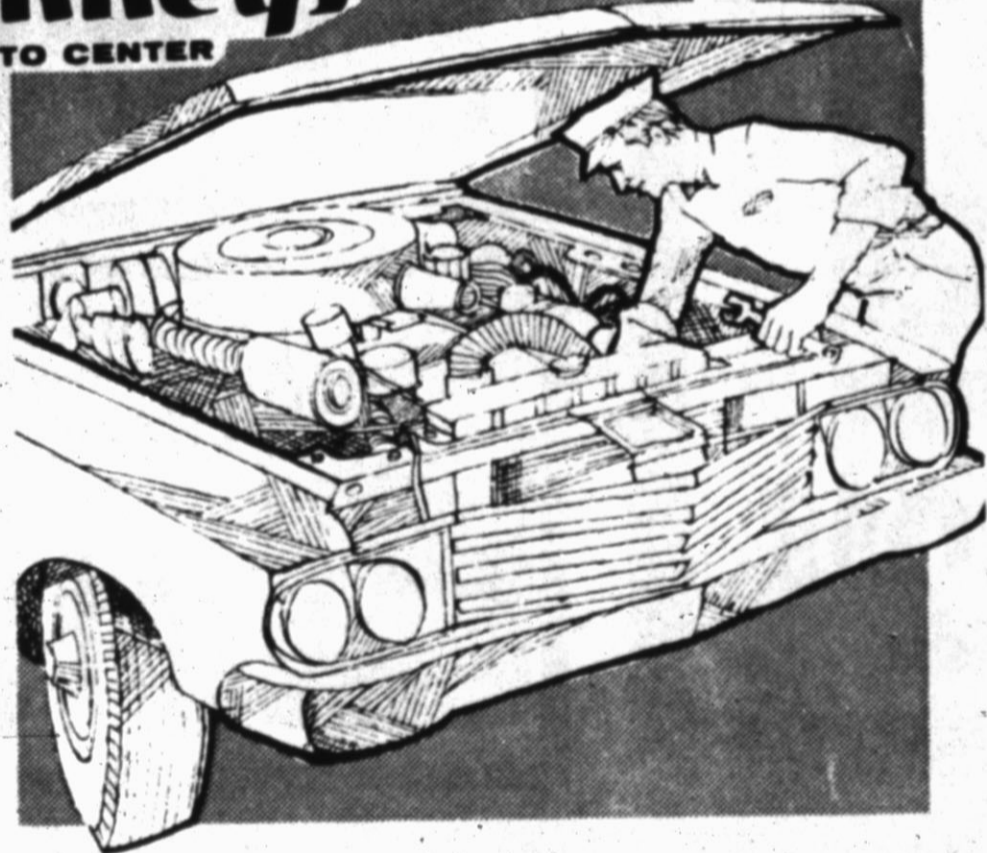
FRIONA— In conjunction with Friona's annual Maize Days celebration, the Friona Young Farmers Association will sponsor a farm tour of Farmer County on Tuesday.

Eugene Bandy, president of the organization, said the Hi-Plains Feed Yards and Missouri Beef Packers plant now being constructed will be among the places visited.

Read The Classified Ads Today.

AUTO CENTER HOURS
Weekdays 7:30 a.m. to 6 p.m.
Saturdays 7:30 a.m. to 8:30 p.m.

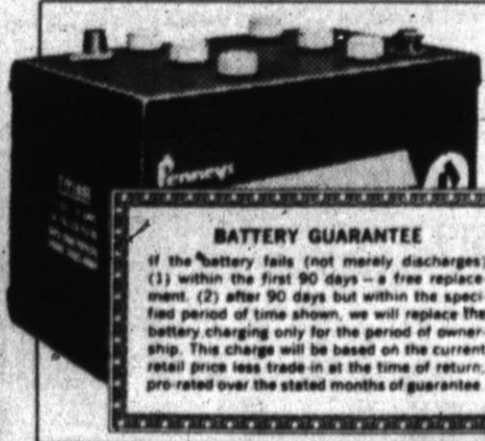
Hereford, Texas Penneys AUTO CENTER



Professional motor tune-up at Penney's costs almost as little as when you do it yourself... includes parts and labor!

9.88 13.88 17.88
4 cyl. 6 cyl. 8 cyl.

You get new points, plugs, rotor, condenser and distributor cap; expert adjustment of cam-dwell, timing and carburetor. Result... more 'pep', better mileage, more enjoyable driving!

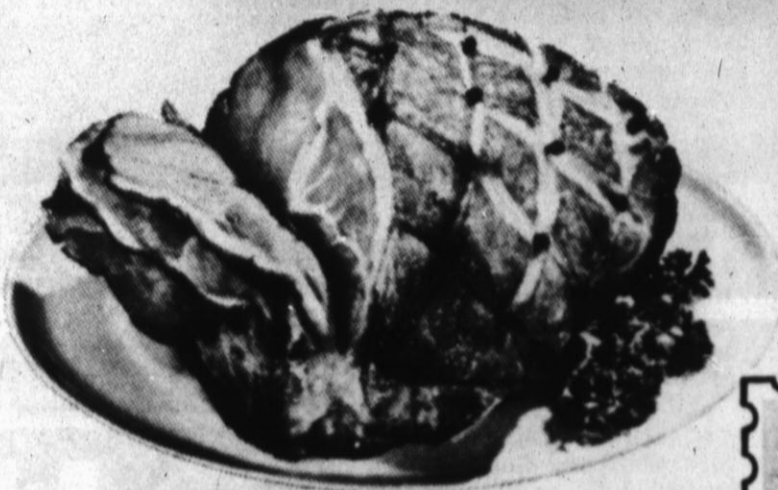


FOREMOST® RELIANT 6 AND 12-VOLT POWER!
Guaranteed 24 Months

Type 1 with trade **8.88**
Type 24 with trade **10.88**
INSTALLED

DRIVE IN! CHARGE IT!

KICKOFF THE SEASON WITH SAVINGS!



HAMS

Farm Pac or Longhorn Hickory Smoked

Shank Portion **49¢ LB.**

- Pork Steak Lean Fresh Shoulder lb. 59c
- Pork Culets Boneless No Waste lb. 79c
- Boneless Pork Roast lb. 79c
- Spare Ribs Country Style lb. 69c
- Sausage Fresh Market Made 2 lb. pkg. 79c
- Bologna Farm Pac lb. 59c
- Cheese Kraft Longhorn Chunk Style or Sliced 10-oz. pk. 69c

FARM PAC SLICED BACON 2 lbs. \$1³⁷

Shortening **BAKE-RITE 3-lb. can 48c**

Delicatessen

- Whole Bar-B-Qued Fryer each 98c
- Vegetables Asst. pt. 49c
- Banana Pudding pt. 49c
- Cole Slaw pt. 39c
- Ham Salad lb. 89c
- Chicken Salad lb. 89c
- Pimento Cheese Spread lb. 69c

CLIP THIS COUPON



12-section RAND McNALLY ILLUSTRATED ATLAS OF TODAY'S WORLD
HUGE 12-IN-1 VOLUME ASSEMBLE-IT-YOURSELF A SECTION A WEEK FOR 12 WEEKS **79¢**
EACH SECTION
2-PART BINDER ONLY 99¢ EACH PART



Shop Furr's **KRAFT** Products

MIRACLE WHIP Kraft qt. jar **48¢**
GRAPE JELLY Jam or Preserves Kraft 18-oz. **28¢**
PARKAY Margarine Kraft, Lb. **28¢**

MACARONI DINNER Kraft 7-oz. pkg. **18¢**

BARBECUE SAUCE Kraft Plain or Smoked 18-oz. bottle **28¢**

FRUIT DRINKS Stokely Assorted No. 1/4 can **22¢**
LEMONADE Top Frost Fresh Frozen 6-oz. can **3 for 28¢**
VIENNA SAUSAGE Libby's 1/4 can **18¢**
PANCAKE MIX Aunt Jemima, 2-lb. Size, with free syrup **38¢**
DRESSING Kraft Golden Goddess 8-oz. btl. **28¢**

Fresh Fruits & Vegetables
BANANAS Large Bands Golden Ripe Fruit Lb. **12¹/₂¢**
Onions Calif. Red Italian Sweet 1b. 16c
Oranges Calif. Sunkist Valencias 1b. 19c
Celery Calif. Green Pascal 1b. 19c
Nectarines Calif. large size 1b. 25c

Health & Beauty Aids
HAIRSPRAY Sudden Beauty 16-oz. can **69¢**
MOUTHWASH Listerine Lge. Size **69¢**
NYLONS 4 PAIR FOR **\$1⁰⁰**
Furr's SUPER MARKETS
6 3/4 inch Envelopes 100 Count Box 29c
Pepsodent Giant Toothpaste Size 5c Off Label 36c





STANTON PREPARES — Coaches and players at Stanton have been busy for more than a week preparing for the coming football season. They are shown practicing field goal kicking in one picture, while the ninth grade team is in the other. Coaches for Stanton are Jeff Smart, kneeling at left, Walter Bryan, coming from left, and Ray Don King, directly behind Smart with whistle.

Dogies To Kick off '67 Season On September 14

The Stanton Junior High Dogies-124 strong- will kick off their 1967 football season in Canyon next Thursday, Sept. 14.

Included on the roster are 47 seventh graders, 46 eighth graders and 33 freshmen. Coaches for the Dogies are Walter Bryan, Jeff Smart, and Ray Don King.

Beginning with the Canyon game, the freshman schedule includes Sept. 21, Dimmitt, there; Sept. 28, open date; Oct. 5, Plainview Red Pups, here; Oct. 12, Littlefield, there; Oct. 19, Tulia, here; Oct. 26, Plainview Blue Pups, there; Nov. 2, Friona, here; Nov. 9, Muleshoe, there; and Nov. 16, LaPlata, here. All freshmen games begin at 6 p. m.

The seventh and eighth grade schedule includes Oct. 3, Littlefield, here; Oct. 10, Friona, here; Oct. 17, Canyon, there; Oct. 24, Tulia, there; Oct. 31, Dimmitt, here; and Nov. 7, LaPlata, here. All seventh and eighth grade games begin at 5 p. m. except the Oct. 3 game with Littlefield, that one starting at 6 p. m.

Bryan came to Hereford last year as assistant principal at Stanton and junior high coach. He was born in Olney, played all the sports there while in high school, and graduated in 1951.

Bryan received a bachelor's degree in education upon his graduation in 1955 from Texas Tech, and took a job at Plainview as first assistant coach in high school. He was there 4 1/2 years and then moved to Olton as head coach, a position he held five years.

Bryan was head coach at Grapevine for one year and then came to Hereford last year as assistant principal and athletic director. His wife, Shirley, teaches at Central Elementary School, and the couple has two children—Steve, 10, and Leigh Ann, 9. They live at 226 Greenwood.

Smart was born in Houston and attended school in Spur. He graduated there in 1940 and attended Texas Tech in Lubbock for two years before transferring to Highlands University in Las Vegas, N. M., where he received his degree in physical education.

Smart began his coaching career in 1953 at Olton, where he was assistant mentor in all sports. He remained there eight years and then accepted a job as head football coach at Springer, N. M. Following two years at Springer, Smart was named head coach at Clayton, N.M.

He was at Clayton one year, moved to Hart as head coach for two years and then came to Hereford in August, 1966. At Stanton he also teaches social studies and physical education. Smart and his wife, Pat, have two daughters, Jennifer, a

seventh grader at La Plata Junior High, and Cynthia, a fifth grader at Northwest Elementary School. The family lives at 103 Fir.

King was born in Paducah and graduated from Colorado Springs High School in Colorado in 1959, having been on the wrestling team. He attended Hardin-Simmons University in Abilene, receiving a bachelor's degree in education there in 1963.

Following graduation, King took a job at Childress as junior high school head basketball coach and assistant in other sports. He was there two years and moved to Hereford in 1965 to teach science and physical education at Stanton. This semester he also has one class of typing. King and his wife, Shirley, have three children — Kelly, 5; Kirk, 4, and Kristie, 2. The family lives at 704 Irving.

La Plata Club Meets At Supper

Friends from Charles Schulz's popular comic strip, Peanuts, appeared in lifelike cutouts to greet La Plata Study Club members at their initial meeting of a new season, a Mexican supper in the home of Mrs. M. H. Richie Tuesday evening.

Homely philosophy, expressed by characters in the comic strip will be the basis for club programs of the year. "Happiness Is Learning Together" is the theme.

Mrs. Clint Formby, vice-president and program chairman, presented yearbooks attractively printed in red and outlined in striking black, which contain a year's study on subjects varying from Jet Age Teaching to Square Tomatoes.

Mrs. Ken Rogers, president, welcomed members including several new to the club. Hostesses with Mrs. Richie were Mrs. Formby, Tom Harkey, Raymond White and J. D. Neill. They put a stuffed dog representing the comic strip's Snoopy in characteristic pose atop his doghouse in the reception room, and hung large cutouts of other characters around the den where quartet tables were set in red and white.

Invitational Tournament Is Scheduled

The annual Hereford Invitational Golf Tournament will be held Friday and Saturday at the John Pitman Municipal Golf Course.

Bob Baker, host professional, said medal play will include 18 holes each day, with an entry fee of \$12.50. Three places will be paid each flight.

Defending champion of the tournament is Don Prigmore of Lubbock. Local entries will include Jim Young, Bill Howard, who is the current "Golf Begins At 40" champion, Dale Tinnin, a former champion of the "Golf Begins At 40," and Keith Jorde.

Further information may be obtained by calling Baker at 364-2782.



By MELVIN YOUNG
Gaston Baer is, to say the least, a colorful character and one who has come to be an "elder statesman" among the retail merchants of Hereford. We find him also, a man who is easy to write about, so when the decision was made to do a feature this week for the ABI (Agriculture, Business and Industry) page, Gaston seemed a natural. The story was an easy one to write since Gaston likes to talk (he can do it in seven languages) and best of all, this man who has been on Main Street for 46 years has seen the town grow from a little wheat and cattle town to a thriving industrial and diversified agricultural city. He's been a part of it all the way. And to add the topping to the cake, this week the long time Hereford merchant and his son-in-law Irving Alexander, are holding the Grand Opening celebration on a new clothing store in Sugarland Mall. Besides that, he has lived an interesting life. Occasionally however, one must go to the family for some of the little tales that add the spice to a story. And this one, which Mrs. Baer related to me Tuesday afternoon is one that Gaston failed to tell.

We mentioned in the feature that Gaston spent some time up north to learn English, since he was picking up Spanish only while working in Santa Rosa, New Mexico. But in the north, Gaston was having other problems too. He was having some difficulty getting acclimated to the customs of his new homeland, and found it hard to forget those of his native France. It seems that Gaston and a friend was boating one day, and Gaston, always the gentleman, stepped aside to let the other fellow out first when the boat pulled up to the dock. He stepped too far and took an unscheduled dip in the lake. This would certainly not have been too serious had Gaston been able to swim, but unfortunately he could not. However luck was with him and a man standing nearby ran up to the dock, grabbed the struggling

Baer and pulled him out of the boat. So happy was Gaston to be saved from the water that he grabbed the gentleman and, as was the custom in his native France, kissed him on each cheek.

Well sir, to a red blooded American boy, that just wouldn't do, and he began yelling for someone to take that crazy guy away.

Apparently, a simple "thank you sir" would have been sufficient.

That's one incident that Gaston will never forget. He was grateful for the assistance, but decided that the next time he would just simply shake the man's hand.

By the way, with the opening of Gaston's in Sugarland, the Mall is about full. There are a couple of empty spaces up on the far end, but Gaston's and Anthony's have filled the big hole on the south side and have helped to make a fine shopping complex out of the tremendous structure.

With the fine stores in the Mall, plus those in Downtown Variety Park and a few in the outlying areas, Hereford probably has more retail footage, and more merchandise to sell than any town its size in the country. As a matter of fact, we probably have too many for the number of residents in our city, but with the Wilson & Co. plant coming into Hereford, plus prospects for a bumper crop this fall, business should be pulling out of the slump it has been in. We hope so — and soon. We have some of the finest merchants in this little city that you can find anywhere — and we like to see them all prosper.

The cattle feeding industry in our area is not yet a decade old, and already it has become a major factor in our economy and has helped to bring industry not only to Hereford but to our neighboring cities as well. It may prove in years to come to be the factor that will ultimately make this area one of the richest in the nation. More

than 70 percent of the cattle fed in Texas by the way, are now being fattened within a 100-mile radius of Hereford. This represents approximately 350,000 head of cattle on feed at any given time. But let's look at the situation a little closer. According to the information that we get, 200,000 of these cattle are within a 20-mile radius of Hereford, although some of them are not in Deaf Smith County.

That's a lot of cattle. Multiply that by 2 1/2 (the yearly rate of turn over) and you come up with half-million cattle fed annually within 20 miles of Hereford. And there are more cattle feeding operations on the drawing boards now that will push the total even higher.

Roughly speaking, half a million cattle can consume about 20,000,000 million bushels of milo annually. If our information is correct, we grew about 41,000,000 bushels in Deaf Smith, Parmer and Castro Counties last year. We're closing the gap fast between production and consumption.

With the trend as it is, we may be looking to our idle acres before long to fill the need.

Ever seen an electric car? Arizona Public Service Company has purchased one and is making plans now to drive the auto

cross country. It will make a stop in Vega, September 21 at 1:30 p. m. at the Public Service Company office in case you're interested in seeing it.

The auto is a standard four-door Renault 10 converted to electric drive. It was selected for this pioneering venture because it is the first vehicle on the market using lead-acid batteries designed for fast charging. A novel feature of the auto is the regenerative braking system which provides recharging current while decelerating or braking. On the completion of its cross-country run, the Mars II as the car is known, will become the focal point of continuing research in the developments of new refinements in performance and travel comfort.

The car has capability of 0 to 40 miles per hour in 10 seconds from a standing start and has a top speed of about 60 miles per hour. The car has a range of 70 to 120 miles depending on speeds at which it is driven. Mars II has its own built in unit for overnight charging from either single phase 120 volt outlet or 240 volt service.

Who knows, perhaps this is the answer to the air pollution problem?

A bachelor has been compared to modern detergent. He works fast and leaves no ring.

Vets Want Toys For Christmas Distribution

Toys to be repaired for distribution to needy children at Christmas time are wanted by the Hereford Veterans of Foreign Wars Post, announces Wayne Driskill, commander.

Work on the toys, carried on through several months before the holiday, is an annual project of VFW members, assisted by the Ladies Auxiliary members who repair and dress dolls.

Toys of any sort which can be repaired or which will supply parts for work on other toys, are needed. So is material for repair such as paint, bolts, screws and trim for doll clothes. Odds and ends of the hardware, and part-cans of paint will be welcomed, VFW members say.

A COOK SHOULD REST ON HER LAURELS

The laurel of classical literature is an evergreen tree, laurels nobilis, native to Mediterranean region. Also known as bay and sweet bay, its leaves are sold as bay leaves for flavoring of pickles, soups and meats.

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- THURSDAY, Sept. 21..... 8 P.M.
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We reserve the right to substitute Show personnel

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<p>CLUB STEAK Swift Proten Beef</p> <p>lb. 89^c</p>	<p>GROUND BEEF</p> <p>3 lbs. \$1</p>	<p>Cottage Cheese</p> <p>2 lb. ctn. 39^c</p> <p>With \$5 Purchase</p>	<p>CORN Colorado Whole Ears</p> <p>5 for 29^c</p>
<p>FRYERS Whole</p> <p>lb. 29^c</p>	<p>PORK STEAK</p> <p>lb. 59^c</p>	<p>ONIONS Italian Red</p> <p>lb. 9^c</p>	<p>CAULIFLOWER East Texas</p> <p>lb. 15^c</p>
<p>HAM Shank End</p> <p>lb. 49^c</p>	<p>SIRLOIN STEAK Swift Proten Beef</p> <p>lb. 89^c</p>	<p>SWEET POTATOES Cello Wrapped</p> <p>ea. 35^c</p>	<p>CAULIFLOWER Cello Wrapped</p> <p>ea. 35^c</p>

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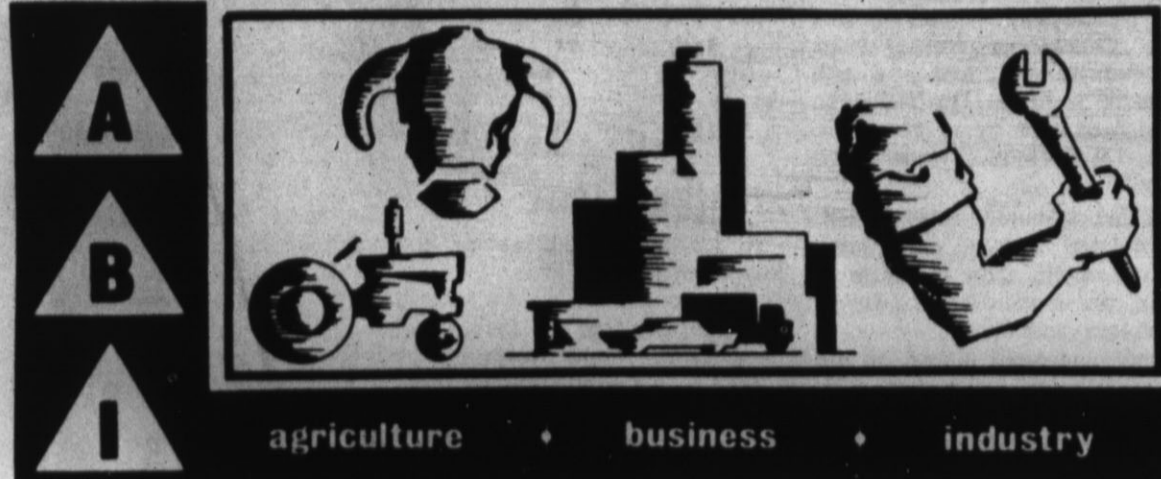


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Firm Continues To Grow—Opens New Mall Store



agriculture • business • industry

HEREFORD, TEXAS, 79045, THURS., SEPT. 7, 1967 66TH YEAR — NO. 36

Old Firm With New Ideas

The wisdom which comes with age and experience, and the energies which come with youthfulness. Both are featured in one of Hereford's new-old business-Rogers-Miller Walgreen Drug Store.

Now located in Sugarland Mall, the store is co-owned by Grady Rogers and Robert Miller.

Rogers has been in the drug store business for 41 years, moving to Hereford in February, 1947, to open his own store. He had graduated from Dan Firth School of Pharmacy in Fort Worth and took a job in White Deer as a druggist.

Rogers soon after moved over to Pampa and had been employed there until he moved to Hereford and purchased the Haile Drug Store. The business remained at 241 Main Street until it was moved to Sugarland Mall in February, 1966.

Born and raised in Hereford, Miller graduated from the College of Pharmacy at the University of New Mexico in Albuquerque in 1962, and joined his father-in-law soon after.

In February, 1963, Miller became a full partner in the drug store.

At present, there are 11 persons employed at the business,

a part of them being parttime. "We have anything that goes with a drug store," said Rogers, "cosmetics, cameras, a gift department and complete drug service."

There also is a regular drug fountain at which drinks and sandwiches are served to Mall shoppers.

Rogers and his wife, Claudine, live at 328 Star. They have one daughter, Barbara, who is married to Miller. The Millers, who live at 117 Douglas, have two daughters, Vickie and Debbie.

For Mr. and Mrs. Irving Alexander, the opening of the Sugarland Mall store may be the realization of a dream, but for Gaston Baer, Mrs. Alexander's father, it's just another in a series of successes since started his little mercantile store in Hereford in 1921.

Born in Paris, France, Gaston made his first nickel selling notions on the road. But Gaston had a few notions of his own, and since that time he has built one of the finest, most successful department store businesses to be found anywhere.

Baer came to America in 1914, at the age of 16. His father, a German national, was concerned over the animosity being shown by the French to those who had been born in Germany and who had not been naturalized as French citizens. He secretly made plans to come to America when the opportunity afforded.

"I was working at a Paris department store," Gaston said, "and normally would have eaten lunch in town. But my mother called sometime during the morning and told me to come home for lunch."

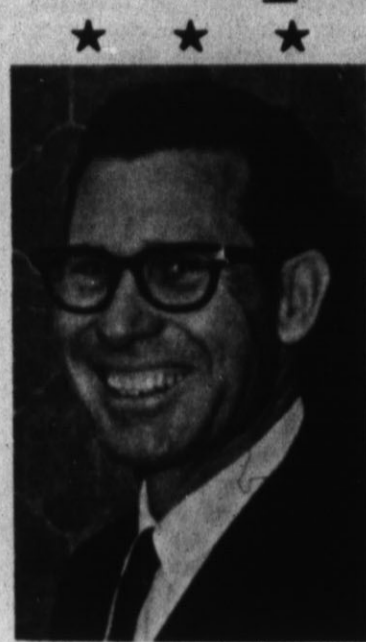
The Baers lived quite a distance from the center of Paris where Gaston worked, but feeling that something was amiss, Gaston caught a trolley and took that long ride home during the lunch hour. He never returned to the store.

The Baers were packed, had their tickets and were ready to leave for America. "That store still owes me a week's wages," Gaston said when interviewed, "but I don't think I'll bother to go back for it."

Soon after Gaston arrived in America, he migrated to Santa Rosa, N. Mex. where he worked for an uncle. But problems developed.

With his French language background, Gaston was taking to Spanish like a native, but alas, the English was almost nonexistent. The problem was solved however, by sending Gaston to Michigan where he worked—and learned to speak the language of his adopted country. He then returned to N. Mex. and landed in Vaughn, a thriving railroad town approximately 150 miles west of Hereford, where he worked for a brother.

In 1921, he met and married Pauline Berg in Wichita Falls, Tex. They spent a short time in Tucumcari, N. Mex., before



Ivan Tipps manages new store

coming to Hereford that same year, starting a department store which is still in the original location downtown, although remodeled and expanded several times.

The Baers built a home at 135 Ave B which they have remodeled several times where they reside today.

In 1949, the Baer's daughter Teddy, and her husband, Irving J. Alexander, joined them in the business. Hereford was on the move, and so it seems, was Gaston's Popular Store.

With the additional help from Mr. Alexander, Gaston's began to enlarge and expand the stock, up-grading in many departments to accommodate the demand for better ladies ready-to-wear. Hereford was growing—populationwise and economically as well.

People who had been starved for quality merchandise throughout World War II, and who were beginning to benefit

economically from the expanding American markets were looking for places to buy "the merchandise they wanted." Gaston's would make an effort to supply that demand.

In 1953, the store, known then as the Popular Store, took in the 12½ feet by 80 ft. building adjoining the store on the north. The middle wall was knocked out towards the front, giving an open front of approximately 33 feet. Five years later, an additional 12½ ft. was incorporated into the store and the business now had a 50 ft. front. Shelves and racks were stocked with quality merchandise throughout the store.

In 1963, under the guidance of Irving Alexander, the north 25 ft. of the store was completely remodeled, a lower level children's shop was included and the mezzanine floor was the center of the more exclusive ladies ready-to-wear.

Ladies sportswear, moderate priced merchandise, skirts and sweaters, jewelry, hats and accessories remained in the street level portion of the north side of the store.

Changes were being made in the men's department too. A complete remodeling job was being done in the shoe department, carpet was being placed over the old wooden floor, and new fixtures and lighting were being added. Gaston's Popular Store was destined to become one of the most modern stores in Hereford.

But the store itself wasn't the only thing that was changing. Shopping habits were also changing.

There was a time, back in the thirties and forties that every rain or snow brought out the rubber footwear. By out, we mean out in front of the store. Gaston's Popular Store, down through the years, had become



GASTON BAER, owner of Gaston's Popular Store, teaches his grandson, Sheldon Alexander, the dry goods business. Photo was made some four years ago and Sheldon, now a high school junior, is a valuable asset to the sales crew.

known as the place where you could find rubber boots at any time of the year. Work clothes with labels familiar to the era adorned the shelves — Dickies, Big Job—other brands of overalls and denims that were built to withstand the rigors of a farm hand putting in a long day on the plains of Texas. Life was rugged on the farms — the clothing had to be just as tough. Money was tight during these years, and folks just didn't buy like they do now.

You can still find work clothes at Gaston's. And good ones, but you don't see the merchandise piled out in front of the store nowadays. It is tucked away neatly in the shelves, in the proper department.

Shopping trends are still changing, and the wise merchant is one who will change with the habits of the people they serve.

Gaston's Sugarland is an example of the every changing trends in department stores. It is an accumulation of many stores within a store. A man's store, a junior store, a ladies ready-to-wear store, a shoe store—all under one roof with every department.

One might think we're talking in double-talk—a store within a store—a mall within a mall, but when the shopper enters Sugarland Mall headed for Gaston's, the sight that meets

See MALL STORE Page 2



BUSINESS PARTNERSHIP — Grady Rogers, left, has been in the drug business for 41 years, the past 20 in Hereford. Robert Miller became a partner in the drug store in 1963 and the business was moved to Sugarland Mall last year.



AUCTION!

LIQUIDATION SALE OF NEW MERCHANDISE

SATURDAY, SEPTEMBER 9, 1967 - 7:00 P.M.

B&B AUTO SALES

2-Miles West of HEREFORD, TEXAS On Highway 60

NOTICE WE WILL OFFER FOR SALE AT PUBLIC AUCTION TO THE HIGHEST BIDDER THOUSANDS OF DOLLARS WORTH OF NEW NATIONALLY ADVERTISED ITEMS. WE ARE SURE IT WILL PAY YOU TO DRIVE MANY MILES TO ATTEND THIS AUCTION.

POWER TOOLS FARM SUPPLIES	ELECTRIC APPLIANCES HOUSEWARES	FURNITURE GIFT ITEMS
MOTOR GRINDERS :: TARPULINS HEAVY DUTY 5" AND 6" VISES ¼ AND ½ INCH DRILLS DRILL BITS :: TOW CHAINS JIG SAWS :: SANDERS OPEN END & BOX END WRENCHES AUTO JACKS SOCKET SETS—ALL SIZES HEAVY DUTY NEOPRENE CABLE 1-TON CHAIN HOISTS TAP & DIE SETS :: TOOL BOXES EXTENSION CORDS BATTERY BOOSTER CABLES BATTERY CHARGERS AIR HOSE :: BOLT CUTTERS SOLDERING IRONS CATTLE OILERS :: HAND TOOLS LAWN MOWERS CHAIN SAWS :: WHEEL PULLERS GARDEN SUPPLIES HOUSE PAINT :: PAINT BRUSHES	SETS OF WATERLESS COOKWARE FOOD MIXERS ELECTRIC HEATERS TOASTERS PERCOLATORS STAINLESS STEEL TABLEWARE ELECTRIC FANS SETS OF MELMAC DISHES STEAM IRONS ELECTRIC CAN OPENERS ELECTRIC FRY PANS KITCHEN UTENSILS CUTLERY SETS ELECTRIC DEEP FRYERS VACUUM CLEANERS ZIG-ZAG SEWING MACHINES WAFFLE IRONS	DINETTE SETS BICYCLES AND TOYS ELECTRIC KNIVES RADIOS AND TRANSISTORS LUGGAGE :: CAMERAS MEN'S AND LADIES' WATCHES FISHING SUPPLIES END TABLES ELECTRIC SHAVERS BINOCULARS DECORATOR CLOCKS POLE LAMPS HAIR CLIPPER SETS TABLE LAMPS LADIES' HAIR DRYERS PLUS MANY MORE ITEMS TOO NUMEROUS TO MENTION


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ALWAYS FIRST QUALITY



Store Hours
 9:30 a.m. to 6 p.m.
 Thurs. & Sat. 9:30 a.m. to 8:30 p.m.

'Young Gentry' is Penney's name for clothes that set the style... for the 'now' look... for quality plus wear-tested value.


Register For Sugarland Malls Back-To-School Car. Sat. is the Drawing.



FOR BACK-TO-SCHOOL... OR A BUDDING CAREER

Our Four Piece "Quad"

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Budget minded Penney's has that college bound young man's 2 pant, vest, and jacket in stock to help that back-to-school college budget. It's our textured-on "College Model" created especially for the young man on the move!

Corduroy 2 Piece SPORT SUITS \$29.95

CHARGE IT!



POPULAR STORE — Photo taken in Teddy (Baer) Alexander and Gaston the late '30s shows from left to right Baer. Gaston's Popular Store opened Mrs. Gene Albracht, Carl Oldham, Mrs. for business in it's main street location Gaston Baer (in back), Mr. Miller, in 1921.

Mall Store...

Continued From Page One

the eye is probably no different than that of any other store within the gigantic shopping complex. But step into Gaston's Sugarland and you appear to be walking into another Mall with

shops on either side a wonderland of shops all connected for easy traffic flow.

"That's the effect we're trying to achieve," said Ivan Tipps manager of the ultra-modern store. "And we've got the merchandise here to prove it. Just like walking into a series of stores in any other town."

Tipps, a native of Levelland, came to Hereford from that city to direct the gigantic Sugarland operation which covers some 12,000 feet of floor space. A man of many years experience in the dry goods field, Tipps didn't waste any time in putting his past experience to work as he started directing the operations.

"We're proud of Mr. Tipps," Alexander said. "He's everything we have wanted in a manager. He likes the town and the people already, and we believe the people here will take to him just as fast." Mr. Baer agrees.

Tipps is married and lives with his wife, two daughters and a son, on Park Avenue. They are members of the First Methodist church.

It's a long way from Paris, France to Hereford, Texas. But Gaston Baer, the merchant's merchant, has made friends all along the way. He's been as successful in human relations as he has been in business, and he's still active and going strong at the young age of 69. "I enjoy working and meeting people," Gaston says. "And I hope to continue from my location on main street for many more years to come. The new store is great and Pauline and I think it's wonderful to have, but we'll

Uncle Sam's Selective Service

Editor's note: Below are questions now being asked at draft boards. The answers are by Col. Morris S. Schwartz, State Selective Service Director, 782 Colorado Street, Austin Texas 78701. He will welcome your questions.

Q — We have only one son. We've heard if a family has only one son he won't be drafted, but he'll be put in Class IV-A. Is that right?

A — That depends. The law provides that he must be the sole surviving son of a family of which the father or one or more sons or daughters were killed in action or died in line of duty while serving in the Armed Forces of the U. S., or subsequently died as a result of injuries received or disease incurred during this service.

Q — Must a man return to his own local board for his Armed Forces physical examination, or for his induction?

A — No. He may transfer for either physical examination or

induction by requesting this action at the draft board nearest him.

Q — Recently my wife and I were divorced. She has custody of our two children and has them with her. Can I still get a Class III-A deferment?

A — Not as a father. To qualify for III-A, you must maintain a bona fide family relationship with the children in your home. It may be possible for you to be deferred in III-A because of extreme hardship to these dependents, but you will have to prove hardship to your draft board's satisfaction.

Q — How long did Congress extend the draft law?

A — Until July 1, 1971.

Damages Light In Accident

A total of \$270 was the result of a two-car collision at the intersection of Miles Avenue and Third Street about 3 p. m. Sunday.

Officers said a 1962 Oldsmobile driven by Jim Auten of 700 N. Miles and a 1965 Chevrolet driven by John Lewis of 407 Westhaven both were going south on Miles in different lanes and both had stopped for a red traffic light.

When they started up, said police, both cars attempted to turn left and the collision occurred. There was estimated \$225 damage to Auten's vehicle and \$45 damage to the other car. A citation was issued for

'Texas' Production Seen By 65,000 In '67 Season

The second season of "Texas," the outdoor musical drama staged in the Pioneer Amphitheatre in Palo Duro Canyon, had been seen by 64,733 persons when it drew to a close on Labor Day.

This second season was completed without cancellation of a single show because of rain, an unusual record for an outdoor production.

The executive board of the Texas Panhandle Heritage which produces the play, has voted to present the production again in the summer of 1968. Conferences between the directors, William and Margaret Moore, and Paul Green, author of the play, have already been arranged.

In its opening season "Texas" was seen by 61,338 people, making the 1967 total some 3,395 higher. Attendance Labor Day was just at 1,000 persons, with a packed audience of 1300 preceding that on Saturday evening.

Actors in "Texas" have terrific physical stamina, worked on during the month's rehearsal period during June. Actors practiced eight hours a day for six days a week (plus four hours on Sundays) and spent an hour of that daily time in calisthenics and ballet exercises, regardless of responsibilities in the

causing a negligent collision due to making a left turn from the right of roadway.

show. They keep in shape during the production because of

Two-Car Wreck Injures One

A two-car collision at the intersection of 25 Mile Avenue and Park Avenue early Saturday morning sent one person to Deaf Smith County Hospital.

Treated for minor injuries and released was Dora Fuentes of 914 Union, who was a passenger in a 1960 Pontiac driven by Marfa Fuentes Rangel of 424 Avenue D.

Mrs. Rangel, police said, was stopped at a red light at the intersection of 25 Mile Avenue and Park and a 1963 Chevrolet driven by Ramon Castillo Jr. of 825 Knight also was going north on 25 Mile Avenue when the accident occurred.

There was an estimated \$100 damage to each vehicle. A citation was issued for speeding. The accident happened about 1:10 a. m.

AN ALARMING LETTER

FALL RIVER, Mass. — A 6-year-old newcomer from the Azores got a free lecture on the difference between mail boxes and fire alarm boxes. The unidentified lad was found trying to stuff a letter into the fire alarm box. The youngster got a lesson in working a mailbox and a ride home in the fire chief's car.

its intense physical demands. Sometimes an entrance requires a run of a quarter of a mile from a dressing room, down through the cross-over tunnel behind the stage, and onto the stage from the far side. When they reach their places, they often have to sing and dance at the same time, and look gay, happy and calm besides.

African Violet Hobbyists Asked To Hear Expert

Open to residents who grow African violets and are interested in hearing an expert speak of their culture, a program of Hereford Garden Club will begin at 1:30 p. m. Friday in Community Center.

Mrs. V. N. Osborn of Pampa will be the guest speaker, telling of her experience in growing the popular house plants. Club members who grow African violets are asked to bring specimens for the meeting.

The program will follow a salad luncheon for the club women, which will begin at 11 a. m.

Good combination of fruit to add to strawberry or raspberry-flavor gelatin dessert: canned pineapple tidbits, diced drained fresh orange and drained canned sweet cherries.



A FAMILIAR SITE — Gaston Baer is a familiar figure along Main Street as he sits behind the cash register at his store greeting everyone who enters. Gaston, who speaks seven languages, enjoys conversing in any of the seven.

Students To View AEC Film

Hereford High School students will view a film entitled "This Atomic World" on Sept. 25 as part of program sponsored by the U. S. Atomic Energy Commission.

The showing here of the film, which is designed to inform secondary school students of scientific and technical information relating to atomic energy, will be one of 15 over the Panhandle.

The program, which consists of a 40-minute assembly presentation followed by classroom sessions with science students, is sponsored by the AEC and presented by the Oak Ridge, Tenn., Associated Universities.

stay down here most of the time. That business belongs mostly to Teddy and Irving and they can operate it fine."

The Alexanders, not satisfied with the completion of Gaston's Sugarland, have also signed a lease for a store in the sprawling Western Plaza Shopping Center now opening in Amarillo. Opening of this store, however, is probably 6 months away.



POPULAR BUSINESS — Rogers-Miller Drug in Sugarland Mall is one of the city's most popular businesses. Grady Rogers has operated here since 1947 and Robert Miller became a partner in 1963. The store moved into the Mall in February, 1966. Outstanding features of the store are the drug service and the gift department.

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\$55.00 value	\$30.00	\$79.95 value	\$55.00
\$59.00 value	\$35.00	\$85.00 value	\$60.00
\$65.00 value	\$40.00	\$95.00 value	\$65.00
\$69.95 value	\$45.00	\$100.00 value	\$70.00
\$75.00 value	\$50.00	\$195.00 value	\$125.00
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\$45.00 value	\$25.00	\$75.00 value	\$50.00
\$55.00 value	\$30.00	\$115.00 value	\$70.00
\$125.00 value	\$75.00		

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\$12.95 value	\$6.50	\$25.00 & \$27.50 values	\$15.00
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regular \$8.95	now \$6.00
regular \$12.00 & \$12.95	now \$8.89
regular \$14.95 & \$16.95	now \$10.89
regular \$18.95	now \$12.00
regular \$25.00	now \$15.00

LET'S COOK SOMETHING!

Doubly-Approved Recipe

By SUE COLEMAN

Since ministers' wives are traditionally good cooks — they are supposed to entertain more visitors and take part in more church suppers than the ordinary run of housewives — a recipe which has the approval of two of them should be a bit extra.

SUCH IS THE jelled salad recipe which Mrs. Robert Williams wife of the new pastor of Wesley Methodist Church, calls one of her favorites. It was passed on to her by the wife of the Methodist pastor at Hartley, where Mrs. Williams lived most of her life until recent years.

It will serve equally well for family meals or those church suppers, as it lends itself to multiplying for large quantities, and it keeps well in the refrigerator.

PINEAPPLE CHEESE SALAD

- 1 pkg. unflavored gelatin
- 1/4 cup cold water
- 3/4 cup sugar
- 1/2 cup syrup from canned pineapple
- 1 cup drained crushed pineapple
- 1 cup grated cheese
- 1 pkg. Dream Whip

Dissolve gelatin in cold water. Dissolve sugar in pineapple juice over low heat. Mix together and let set until thickened but not completely jelled. Add cheese and pineapple. Stir in whipped Dream Whip and allow to congeal.

The Williams family moved here last month from Childress, where the Rev. Williams was pastor of King Memorial Church. The change came after the start of a church year when the Rev. Joe Lukovic, originally assigned to Wesley Church, was given a new position in another city.

The family includes Robert, in the Naval Reserve stationed at Amarillo; Kay, a high school junior; Charlene, 10, and Mark, 3.

Hartley is Mrs. Williams' birthplace; she grew up, attended school and lived there most of the time after her marriage. Her husband entered the ministry only four years ago, and held pastorates at Ceevee and Childress while he studied in Perkins School of Theology at SMU, Dallas.

The Williams' activity in church did not begin with his entry in the ministry; Mrs. Wil-

liams learned to take part in church services when she was a child, and since music was a major interest with her, she was church pianist for many years. Piano lessons were always a part of her education, she says, and she likes to be called upon to assist with church music, sometimes singing in the choir when she is not needed as a pianist.

At Childress she began learning to play the organ, and hopes to continue work on that instrument. She helps where she is needed in a church, and is active in the Women's Society as well as in Sunday School.

Between church work and homemaking, she finds time for handwork which she enjoys. She sews for herself and her daughters, and does such needlework as crochet. She claims no hobbies, but has an interesting collection of whatnots displayed in her living room, a legacy from a grandmother.

Cooking for her family is another task that she classes as pleasure. She likes to try new recipes and new ways of preparing food her family likes.



History of Famous Old Hotels

The unique title of *No More Than Five in a Bed*, by Sandra Dallas is listed as one of the rules posted in the early day hotels of Colorado. Gene Fowler, well known writer of Colorado said if the history of Greece is in its monuments that of the United States is in its hotels.

Perhaps no other state has as many old hotels as Colorado. Since Colorado was a rich state in early days because of the gold mines first and spas later, these were the most elegant ones. Most of them have been kept up to date, yet have the old Victorian charm.

The author has done a great deal of research and has written well and entertainingly of these hotels. Included are pic-

tures or sketches of most of them. Her book is divided into three eras, Early Hotels, Victorian Hotels, and Spas and Watering Places.

Of all hotels the most famous is probably the Brown Palace in Denver. The original building (flat iron shape) is now supplemented by a modern annex larger than the original, but the old part is still the most popular and most often requested accommodation.

The most elite and snobbish hotel was considered the Windsor. Many famous people stayed there in the early days, and still do. At one time not even the maids or any kind of servant could remain in the hotel, but had quarters in a nearby smaller hotel.

The Broadmoor in Colorado Springs came into being at the

end of the gold period and the beginning of the spa era. It was called the Monument to a Fool because the builder and owner spent so much money on it. The hotel is very popular today, with its high prices and many kinds of entertainment.

Corinne J. Neely

IT'S A KENTUCKY RACE

LOUISVILLE, Ky. — Thoroughbreds foaled in Kentucky apparently have the best chance of winning a Kentucky Derby. Seventy-one of the past 92 winners came from the Blue Grass state.

Sweeten diced fresh pineapple with sugar to taste; add freshly squeezed orange juice and serve as a delicious first course for brunch.



Mrs. Robert Williams finds snack for son, Mark

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- DETERGENT Ivory Liquid 22-ounce 45c
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DEBORAH THOMAS on DUNDEE

Deborah and Dan Take Awards

Deborah Thomas, 17-year-old daughter of Mr. and Mrs. T. B. Thomas of Route 4, Hereford, was named barrel racing champion for the year in the American Junior Rodeo Association finals held recently in Odessa.

Also in the finals was her brother, Dan, 20, who took top spot in the bull riding contest with 68 points. Dan was second for his ride in bareback riding competition with a score of 49, one point behind the winner.

Deborah and her 10-year-old sorrel gelding, Dundee, have had four years of successful rodeoing; Deborah was named champion barrel racer in the final events, as well as being champion overall throughout the year. Her awards were a trophy saddle, a championship buckle and two jackets.

This season ends her reign as Miss American Junior Rodeo Association. She has made television appearances and participated in parades as representative of the AJRA.

She also received a gift certificate for being third in the "All Around Cowgirl" competition.

The reserve champion barrel racer is Jewell Campbell of El Paso; the new Miss AJRA for 1967 is Linda Blackburn of St. Vrain, N. M.

Vocational Class Opens; Sept. 15 Latest To Enroll

A class in agricultural machine mechanics will begin today at the James Connally Technical Institute in Waco, according to officials in that school. Latest registration date to enter the class will be Sep. 15. The institute is a part of Texas A & M University and conducts a large number of classes in various professional skills.

Officials of the institute indicate a need for high school graduates who are interested in agricultural machinery mechanics; persons interested in entering the course should write the registrar of the school in Waco.

NOVELIST'S HOUSE
BRUNSWICK, Maine — Private concern is restoring to its original appearance the house where Harriet Beecher Stowe wrote "Uncle Tom's Cabin." The novel was credited with crystalizing opinion just before the Civil War. A \$400,000 motel is being erected behind the Stowe house, a far cry from Uncle Tom's place.

Add diced salami to the eggs you are scrambling for brunch.

Local Residents Will Participate In Tournament

Several Hereford residents are expected to participate in the 14th annual Amarillo Sectional Duplicate Bridge Tournament, to be held Sept. 21-24 at the Holiday Inn West in Amarillo.

Mr. and Mrs. E. M. Schroeter of Hereford are among the defending champions in the tournament, which is sponsored by the Top of Texas Unit 210 and sanctioned by the American Contract Bridge League.

Listed among the Life Masters, which are the highest ranking players, is Mrs. R. E. Carver of Hereford. Master points and trophies will be awarded in the tournament, which drew 840 entrants, last year.

Entry fees will be \$2 and \$3, according to the event entered. The cost of dinner on Sept. 24 is included in entry fees.

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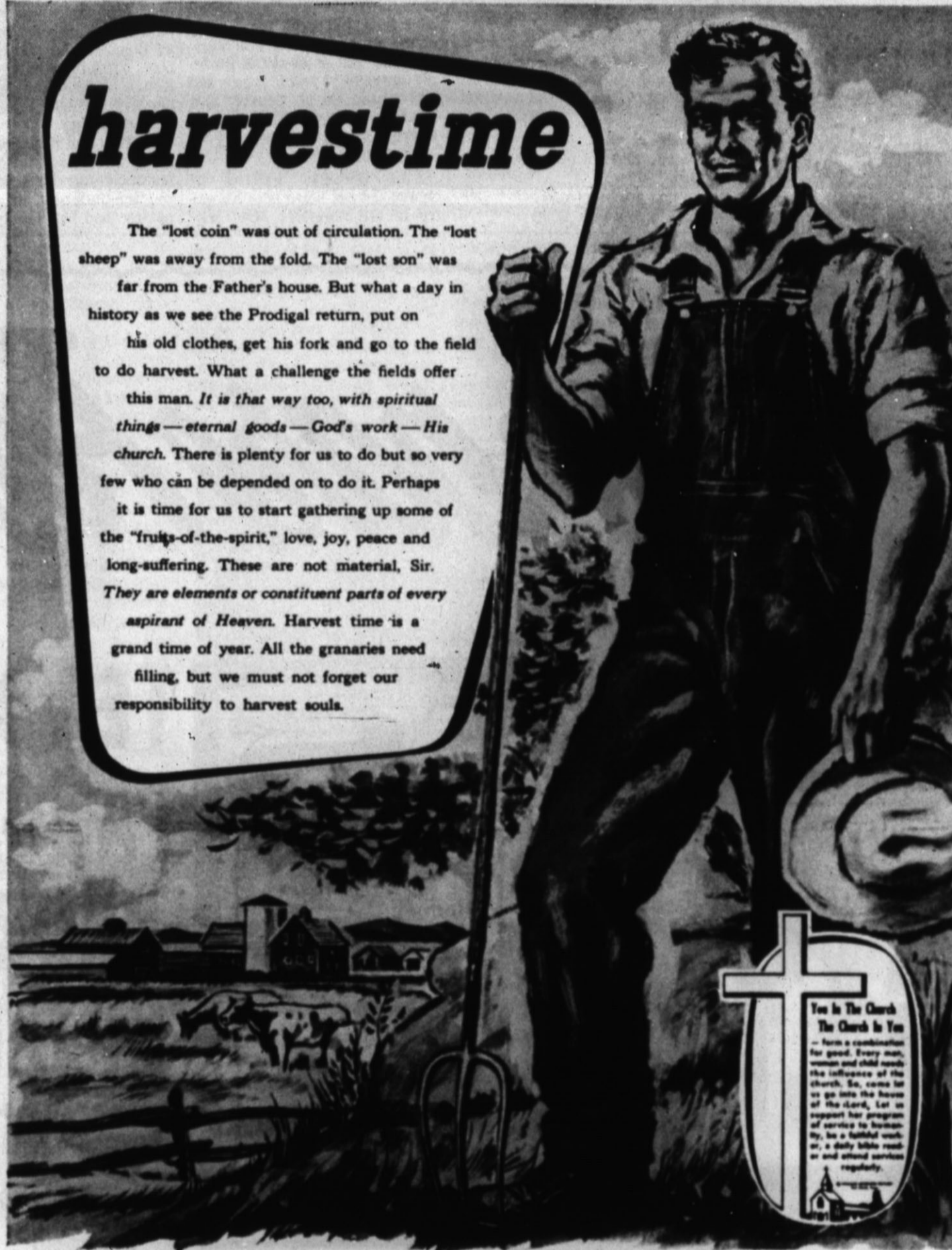
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FOR GOD SO LOVED THE WORLD

harvesttime

The "lost coin" was out of circulation. The "lost sheep" was away from the fold. The "lost son" was far from the Father's house. But what a day in history as we see the Prodigal return, put on his old clothes, get his fork and go to the field to do harvest. What a challenge the fields offer this man. It is that way too, with spiritual things—eternal goods—God's work—His church. There is plenty for us to do but so very few who can be depended on to do it. Perhaps it is time for us to start gathering up some of the "fruits-of-the-spirit," love, joy, peace and long-suffering. These are not material, Sir. They are elements or constituent parts of every aspirant of Heaven. Harvest time is a grand time of year. All the granaries need filling, but we must not forget our responsibility to harvest souls.



Yes In The Church The Church Is Yes
—Have a contribution for good. Every man, woman and child needs the influence of the church. So, come let us go into the house of the church. Let us support her program of service to humanity, be a faithful worker, a daily laborer and a joyful worker.

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ST. THOMAS' EPISCOPAL CHURCH
Rev. S. P. Mackley, Vicar
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ST. ANTHONY'S ROMAN CATHOLIC CHURCH
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Glad's Garden

At the recent Flower Show held in Amarillo, I noticed that one of the most popular exhibits in the Horticultural Division was found in the classes of Celosia. They were lovely to look at. The colors were rich and vivid, the forms graceful and tall, the foliage full and colorful. I spent some time looking at the various entries, and studying their formation, my conclusion was that this was a plant that each of our gardens would benefit from. The Celosia also appealed to me as an arranger, it is especially adaptable for spike material, which we have need of in our area.

Have spent some time in research on this plant, the Celosia. Learned that it is a member of the Amaranth family. Is commonly called cockscomb or Chinese Woolflower. It is also related to The Joseph's Coat, whose name is derived from the fancy mixed colors. The carmine leaves being spotted with yellow, red or dark green. This plant is grown both tall erect, and dwarf. Is a popular plant for both indoor house plants and for outdoors.

The Celosia and its kindred are all annuals. They do well in a rather light rich soil. Are easily grown, and their many varieties, their variance in heights and foliage make them a very colorful planting. Another quality in their favor is that they seldom are bothered with insects. They are also disease resistant. Occasionally they may become infected with stem rot, this can be controlled by good sanitation practices and insecticides. They are drought resistant. This summer I have grown three varieties, and have found the above statements true. An interesting feature about the Celosia is its different forms, which are Crested, Plumed, feathered, spiked, and

heights. Cockscomb, (A argentea pyramidal, and they have many Cristata) is one of the best known varieties, and is classified as the Crested type. Thrives on heat, tolerates drought. Bears long lasting flowers all season and are excellent for colorful dried winter bouquets. Celosia Toreador, is a real favorite. Bright red with scarlet highlights. Textured like rich velvet. Gladiator Imp, is an excellent one, is bright golden yellow. Does not bear as large crests as the Gladiator Imp. Festival, brilliant red and yellow bicolor, is a compact plant in growth. One of the newest, which I admired so much in Amarillo, was the Celosia Fireglow, it was a 1964 all American selection. Color range new orange carmine, which really gleams like fire glow. The flower head texture is lovely, and they are not as large as some of the other crested types. This is an advantage for the arranger.

Chinese Woolflower (argentea childsi) is a very colorful type. It grows from 2 to 3 feet. They are the feathered type. Each of the many plant branches are terminated with a head of flowers which resembles a silky feathered material. Are easy grown and are extremely interesting border plants.

Tassel flower, (Caudatus) grows to a height of 3 to 6 feet. Is a coarse growing freely branching plant. The stalk, foliage and feathered flowers, all a rich red wine color. Has good branching, and the spacing of the flower heads is regular and very pretty. We have had some very lovely plants this season. Have planted small ball type zinnias in a rose color blend near the Celosia, and this has made a lovely picture, from the bedroom window, against the dark gray of the fence. The

Celosia and the zinnias complement each other, and the color harmony is very pretty.

Celosia Plumosa (Plume Type) This is the variety which is so good for spike materials in flower arranging. It has showy branches, each of these being clothed for half its length with long, silky feathery plumes. Are free blooming and comes in many choice colors. This type is also recommended for dried or treated materials. The color range is from deep dark red to light brilliant fire red. They also come in a blend of yellow and orange. Forest Fire Improved is a choice selection. Grows 2 foot tall, early flowering, dwarf in nature, and has large plumes, these being much larger than some of the other named varieties. Its colors is brilliant orange-scarlet. Another favorite in this type is the Pampas Plume, which comes in bronze, gold, henna, scarlet, copper and crimson colors.

In planning your garden for next year, be sure and include some of the Celosia. They are very versatile, and will add that certain something to the garden, in textural qualities, and suitability, which is often needed.

REMINDER. Do not be too discouraged about the growth of the geraniums this year. It has been a very hard season for them. Geraniums do not like too much water and the rains have hindered their development. However the past few weeks have seen many lovely ones growing in yards and window boxes. Mrs. Clark, on the corner of Centre and Westhaven, has a striking planting of red geraniums, they are enhanced by the background of lovely green shrubbery. Mrs. Sank Ramey, on the corner of Avenue B and Union has some nice geraniums in her planter boxes. Remember one of the ways to keep them blooming and attractive is to keep the flower heads cut.

Plan NOW your plantings of bulbs for spring flowers. Our town was made very attractive last spring by the spring flowering bulbs. The Pioneer Study Club members will be glad to take your orders, and will assist you in planning your plantings for continuous bloom.

I made the ALLEY drive and it was very rewarding. Especially pleased to note the cleanliness and attractiveness of some of the back yards and the alleys. The Louis Woodfords would score HIGH on the neatness and cleanliness of their alley. Two beautiful apple trees in the backyard of the Bernard Robersons, caused us to stop and LOOK. They were loaded with nice red apples. Also saw a number of pear trees, crab-apples, and grapes, all full with fruit. The Ben Plummer yard was very inviting, had peaches, and pears in abundance. Yes it has been a good year. May our gratefulness be as Bounteous.

GLAD

NON COMPASS MENTIS

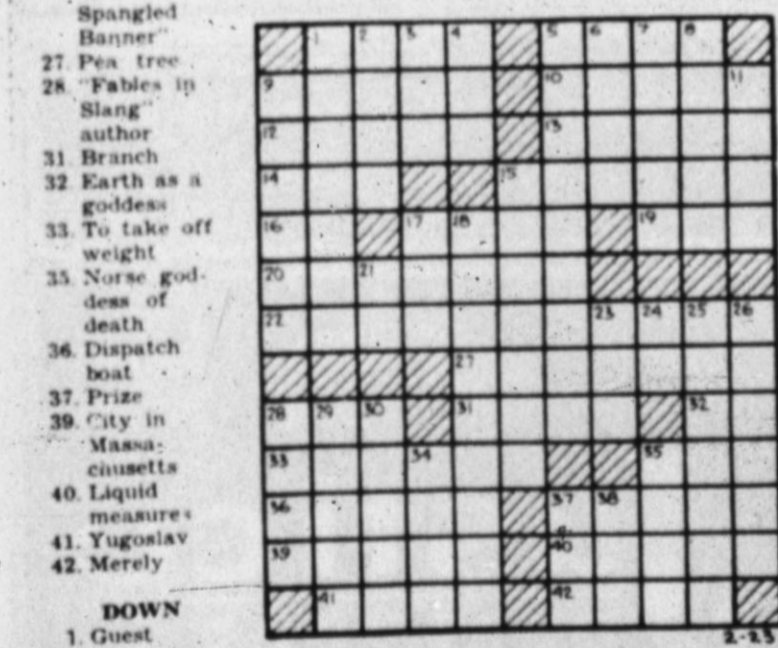
BOSTON. Directions in city names can be misleading. The Automobile Legal Association cites these examples in Massachusetts: South Chatham is west of Chatham and west of West Chatham; West Dennis is south of Dennis; West Yarmouth is south of Yarmouth, which is east of West Yarmouth; South Wareham is west of Wareham and West Wareham is to the north, North West Duxbury is east of West Duxbury and East Bridgewater is north of Bridgewater, West Falmouth is north of Falmouth - if it were west it would be in the Atlantic Ocean.

WEEKLY CROSSWORD

- ACROSS**
- Quickly
 - John Russ
 - Greek letter
 - Oyerhead
 - Toss
 - Competitor
 - Rowed
 - Belonging to Jacob's brother
 - Lariat
 - Storage spot
 - Parried
 - Guido's lowest note
 - Gael
 - Epoch
 - Small pit
 - Author of "The Star-Spangled Banner"
 - Pea tree
 - Fables in Slang
 - author
 - Branch
 - Earth as a goddess
 - To take off weight
 - Norse goddess of death
 - Dispatch boat
 - Prize
 - City in Massachusetts
 - Liquid measure
 - Yugoslav
 - Merely
- DOWN**
- Guest
 - Cav-
 - State
 - abbr.
 - Total amount
 - Silver coin of Denmark
 - abbr.
 - Keenly
 - Produce
 - Macaws
 - Gods of Hindu myth
 - Roman magistrate
 - Gas company customer
 - Corridor
 - Past
 - Gain



Answer



TAYLOR & SONS FOODS
 WE GIVE WE GIVE WE GIVE WE GIVE WE GIVE
 YOUR HOME BOYS CASH AND SAVE
 LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

5 Winners of \$10.00 - 5 Winners of \$5.00
 The drawing will be held Saturday, Sept. 9, 1967, at 10:00 a.m. in the main store. The grand prize will be given by Mrs. Clark.

T-BONE STEAK USDA Choice lb. 98c
LOIN STEAK lb. 98c
FRANKS Jumbo 3 lbs. \$1.09
BOLOGNA Sliced All Meat lb. 69c
GROUND BEEF PATTIES lb. 59c
SHURFINE FLOUR with \$5.00 purchase or more except cigarettes. 5 lb. bag 29c

COFFEE Folger's 1-lb. can 65c
COTTAGE CHEESE Shurfresh 2-lb. carton 49c
EGGS Taylor & Son's Grade "A" Large 2 dozen 79c
BISCUITS Shurfresh canned 6 cans 39c
MARGARINE Southern Roll 1/2-pound 9c
SHORTENING Food King 3 lb. can 55c
BROWN & SERVE ROLLS Tendercrust pkg. 29c

SPAM LUNCHEON MEAT with \$5.00 purchase or more except cigarettes. 12-oz. can 39c

FAC'S CORN CHIPS regular 49c bag 39c
FROZEN FISH STICKS Sea Star 5 8-oz. pkgs. \$1
MEXICAN DINNERS Patio Frozen each 49c
PANCAKE MIX Aunt Jemima with free jar syrup 2-lb. box 43c
CREME COOKIES Tendercrust regular 59c cello bag 49c
BUNS Tendercrust Hot Dog or Hamburger 2 8-ct. pkgs. 49c

LADY FAIR TOILET TISSUE with \$5.00 purchase or more except cigarettes. 10 roll pack 49c

DELICIOUS APPLES
 8 pound bag 98c
PLUMS fresh & juicy lb. 19c
POTATOES white 10 lb. bag 49c
LEMONS fresh & juicy lb. 17c
TAYLOR & SONS FOODS
 WE GIVE WE GIVE WE GIVE WE GIVE WE GIVE
 YOUR HOME BOYS CASH AND SAVE
 LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS
 Specials Good Thursday-Friday-Saturday September 7, 8, 9, 1967

This announcement is neither an offer to sell nor a solicitation of an offer to buy of these securities. The offer is made only by the Prospectus.

NEW ISSUE

\$250,000.00

PLAINS FINANCE CORPORATION

6 7/8% Convertible Subordinated Debentures due October 1, 1982.

The Debentures will be convertible, unless previously redeemed, into Common Stock at \$10.00 per share, subject to adjustments in certain events as set forth in the Prospectus.

PRICE 100%

Copies of the Prospectus may be obtained by Texas residents from:

PLAINS FINANCE CORPORATION
 822 Austin Street Plainview, Texas (806) CA 4-2785

Phone 364-2030 WANT ADS Phone 364-2030

CLASSIFIED ADVERTISING RATES
 Reader Ads (Minimum 10 words) . . . 1st. insertion, per word 4c
 Additional insertions, when paid in advance: per word . . . 4c
 Classified Display (10 pt. type under a specific heading, 1 column width only — no art or signature cuts) per col. inch \$1.50
 Repeat insertions without copy change per col. inch \$1.20
 Display Advertising Not Classified under a heading, but placed on the classified page . . . per col. inch . . . \$.98
 Deadline for Classified Advertising in the SUNDAY BRAND 5 p.m. Friday
 Deadline for Classified Advertising in the HEREFORD BRAND 5 p.m. Tuesday

STATED MEETINGS
 Second Monday
 Thursday
 9:00 a.m.
 MM*
 Steve Powell, Secretary
 Roy Boyer, W.M.

Lions Club
 meets each
 Wednesday, 12 Noon
 Hotel Jim Hill

Hereford Rotary Club
 meets every
 Monday at 12:05
 JONES RESTAURANT

Kwanis Club
 Thurs. Noon
 IOOF Hall
 207 E. 5th

HEREFORD BAKERY
 519 Park Ave. 364-0177
 HOME OF
 Deaf Smith County
 Bread and Pastries

GLASS IS OUR BUSINESS —
 Call Us For All Your Glass Needs
HEREFORD GLASS CO.
 1302 Park Ave. INC. EM 4-2632

We Want the Listings On Your Home - Ranch - Farm or Business. WE BUY HOUSE EQUITY'S
VERNON DENSON REALTOR
 202 25-Mile Avenue
 Business Phone 364-4023 Home Phone 364-4639

HOMES FOR SALE
 We have many good listings for you to choose from. Call us today for an appointment. All we ask is a little of your time. If we can't find your dream home, then all you have lost is a little time. Try us once and then your trouble are over.
 Casual living: 2968 sq. ft. - features 3 bedroom - 2 1/2 bath - living room with fireplace - kitchen & dining room - den - with many extras throughout the house - enclosed patio with 16' x 32' heated swimming pool - separate bath house - sprinkler system in yard - landscaped and fenced - double garage - 103 Beach - appointment only. Priced right.
 For Sale: 3 bedrooms - 1 1/2 bath - living room - den - modern kitchen - fenced yard - refrigerated air. Very nice - appointment only. 131 Ave. K. 1500 sq. ft.
 Trade or sell: 3 bedroom - 1 1/2 bath - large living room - fireplace - den - modern kitchen - many extras - beautiful landscaping - double garage - fenced yard - Would trade for small house - Approximately 2000 sq. ft.
 Nice older home - 2000 sq. ft. - 3 bedroom - 2 bath - large living room and den with fireplace - beautiful grounds - very nice older home. Good income from furnished apt. - appointment only.
 For sale: 807 Blevins - 3 bedroom - living room - single garage - Nice home - immediate possession - \$11,000.00 - Low down payment.

WE NEED YOUR LISTINGS—YOU NEED OUR SERVICES
Lone Star Agency
 REAL ESTATE — INSURANCE — LOANS
 364-0555 — After Hours: 364-0336
 601 N. Main Hereford, Texas

All Types LIGHT FIXTURES Decorative, Functional, etc.
 See the Selection at **CARL McCASLIN LUMBER CO.**
 A Complete Building Service 1 Block East of the Courthouse Phone the Lumber Number 364-3434
 B-1-24-tfc

1. FOR SALE Miscellaneous
 EQUITY FOR sale or trade. Inquire 613 Avenue K. 364-0235. B-1-10-18-tfc

1 23 IN. television combination combination with AM FM radio and record player. Inquire Installation Loan Department, First National Bank. B-1-19-8-tfc

SPOTS BEFORE your eyes — on your new carpet — remove them with Blue Lustre. Rent electric shampooer \$1. Hereford Hardware. B-1-20-10-2c

SINGER MACHINES 66 MODELS
 Have a few repossessed and some slightly scratched in shipment. Will buttonhole and zig-zag. Pay off low balance of \$35 or \$5 a month. Call 364-2392 Hereford B-1-30-4-tfc

GARAGE SALE
 Furniture, Clothing, Appliances. Many miscellaneous items. Door prize to be given away.
 240 Avenue J
 Friday and Saturday B-1-36-1c

Lee Carter
Jack Kirksey
 GENERAL CONTRACTING
 Phone EM 4-1732
 EM 0-5728

1964 AIRSTREAM trailer 24' Spanish style. New carpet and drapes. Many extras, first class. 709 Oak, Dimmitt, 647-2426; 647-3420. B-1-19-34-tfc

ANDREWS AND Andrews Angus bulls. Please checkum carefully. B-1-10-8-5p

FOR SALE Tascosa wheat seed. Frank Bezner. Phone 276-5648 or 276-5656. B-1-10-34-11p

HEREFORD COUNTRY club membership for sale. Terms. Call EM 4-4414. B-1-10-17-tfc

USED MOTOROLA portable stereo for sale. \$30. Call 258-7327. B-1-10-10-2c

FOR SALE: one used 1967 Kawasaki 85, also 2 new Kawasaki 85's. Close out. Swede's Cycle Shop, 510 Myrtle, 364-0325. B-1-20-10-4p

FOR SALE 2 Mopeds. Swede's Cycle Shop, 510 Myrtle, 364-0325. B-1-10-10-4p

Repossessed 1966 Singer sewing machine in walnut console. Zig-zags, blind hems, fancy patterns. Take over 4 payments at \$7.46. Must have good credit. Write Credit Manager, 1114 19th Street, Lubbock, Texas. B-1-34-tfc

WANT TO give away male German Shepherd puppy. 364-0269. B-1-10-36-1c

FOUR REGISTERED AKC beautiful black poodle puppies 3 males, 2 females. See Roy Messer. East Highway 60. 364-0331 after 4 p. m. B-1-21-36-tfc

2. FOR SALE Farm Equipment
 See Us For PARTS - SWEEPS - CHISELS for Graham (Hoeme) Plows
DAVIS IMPLEMENT
 144 West Second Phone 364-2811 B-2-29-tfc

TOP QUALITY
 Irrigation Dams as low as \$3.25
DAVIS IMPLEMENT
 144 W 2nd EM 4-2811 B-2-18-tfc

R-200 International tandem, 20 ft. grain bed, twin hoist, 10:00 tires. Good condition. Hertz Milling Co. B-2-18-36-4c

1965 LANDAU — One owner, low mileage. Loaded. 364-2669. 206 Ranger. B-3-11-47-tfc

FOR SALE Willys jeep. Excellent condition. New doors and top. \$650. Call 364-0508. B-3-13-36-tfc

MILBURN MOTOR COMPANY
 We Pay Cash For Used Cars
 225 N. Sampson
 Phone EM 4-0077
 2-3-33-TFC

FOR SALE extra nice 1961 Chrysler, power, air, new tires, bargain. Terms available. 364-2420 after 5. B-3-tfx

1960 Olds Super 88, power steering, brakes, automatic transmission and air conditioning. Good condition. Call 364-1776 after 6 and weekends. B-3-6-tfx

63 VOLKSWAGEN PANEL truck 64 International Metro delivery truck. Kreighsauer Dairy. B-3-11-9-4c

1964 CHEVROLET PU long box, V-8, 4 speed, 1960 Chevrolet Station wagon, 6 cyl. std. trans 1960 T Bird, 511 Miles, 364-4591 after 6 p. m. B-3-25-10-2p

4. REAL ESTATE For Sale Or Trade

FOR SALE or trade for acreage, 3 bedroom, 2 bath house. Large kitchen, family room, ranch brick. Corner on Sunset Drive. Immediate occupancy. \$32,000 firm. Terms to right party. 364-4004. Shown by appointment only. Owner sale. B-4-34-8-tfc

300 COW ranch near Paris, Texas. Choice grasses, improvements, on pavement. Sell-trade for unencumbered irrigated farm. Owner. 364-0484. Hereford. B-4-20-9-4c

FOR SALE by owner, 927 acres 16 miles northeast Texline on pavement. 700 in cultivation, 5 8 in. wells, set 230. Natural gas, 3 under tile. 2 sets improvements, one is 3 bedroom brick, 29 % down. W. M. Turner Route 3, Dalhart, Texas, Phone 362-2516, Texline. T-4-46-33-6p

FOR SALE one used 1967 Kawasaki 85, also 2 new Kawasaki 85's. Close out. Swede's Cycle Shop, 510 Myrtle, 364-0325. B-1-20-10-4p

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PRUDENTIAL
 America's Largest Farm Lender!
SAM NUNNALLY
 804 South 25 Mile Avenue
 364-4299 day nite 364-2814
 B-4-11-10-4p

HOUSES AND FARMS
 Farm Loans Available
 Equitable Life Assurance Co.
W. T. CARMICHAEL
REAL ESTATE
 801 S. 25 Mile Avenue
 364-1251
 Home — 364-1082 B-4-16-tfc

THREE BEDROOM, living room, den, fenced, air-conditioned, new FHA loan. 106 Beach. 364-0205, Hereford or DR3-2922, Amarillo. B-4-18-2-tfc

Colorado Red-Wooders PTO or hydraulic drive Close Red-Wooders with hydraulic drive Dempster Planters, Cultivators and Rotary Hoers. Lillian Shredders & Blades. See the new M-F Diesel tractors. We have several GOOD used Combines.
 SEE **LESLEY MOTOR CO.**
 For the finest in farm machinery
 West Hi-way 60
 Phone EM 4-1600

FOR SALE BY OWNER
 Buy equity and assume loan. 3 bedroom brick, attached garage, carpeted, drapes, 1 1/2 baths, good lawn and extra clean home. Will consider selling furniture with or without house sale. See after 5 p.m. on weekdays, anytime Saturday and Sunday. 422 Avenue G. B-4-10-1c

FOR SALE by owner, 969 acres irrigated, improved, 23 miles northwest Hereford. James A. Bullard, Route 4, Hereford. 806-289-5359. B-4-19-10-26c

FOR SALE because of illness — well equipped Drive-Inn Cafe. Call 364-4370. B-4-12-10-9p

FOR LEASE: 651 acres, three good 8 inch wells. 489 milo, 107 wheat. Call 364-0344. B-4-14-10-tfc

FOR SALE BY OWNER
 3 developed automatic sprinkler quarters, sandy loam, ideal for potatoes, corn, beans. Unlimited water. \$65,000 each.
 Robert Good
 Route 1,
 Fort Morgan, Colo.
 B-4-35-4p

THE WITCHES Hair Beauty salon, 419 A Main. Inquire 364-0366 daily except Sunday and Monday. Nites 364-1732. B-4-17-33-tfc

LIST WITH BUCK AND LOAD THE TRUCK
 * Sale or trade three bedroom, good home, good location. \$7875.00.
 * Business netting \$35,000 per year, sale or trade for ranch or farm. SP \$85,000 with 5 apts. and bldg.
 * Trade irrigated section for East Texas ranch.
 * Trades throughout Southwest. We can put it over if you won't put it off.
 W. W. Buck
 630 W. Hwy. 60
 Res. 364-2450
 Office 364-2140
 B-4-10-3p

4 QUARTERS OF LAND WITH TWO HOMES
 Principal crops — Coors Malting barley and potatoes.
 9-legal pump wells with 8 pumps — 6 eight in and 2 ten inch pumps.
 1-\$30,000 custom built home, 2 years old.
 1-eight room two story farm house.
 1-shop and implement shed — 25,000 gallon fuel storage tank — six 3500 bushel grain storage bins. Approximately 8000 sack potato storage.
 In San Luis Valley of Colorado — Sargent District. Total price \$220,000. 25% down — balance long term. Phone 852-3043 or write Bill Green Rt. 1, Monte Vista, Colo. 81144 B-4-10-3p

FOR RENT storage space for car, boats, etc. Hereford Wrecking Co. B-5-11-49-tfc

TWO BEDROOM duplex, carpeted, central heat and air conditioned. Fenced back yard. Water and gas paid. 364-9028; 364-0492. B-5-18-36-tfc

TRAILER SPACE to rent Inquire at Rainbow Drive In. 364-2306. B-5-10-10-tfc

FOR RENT efficiency apartment. Bedroom, kitchen, dinette and bath. Also, apartment with bedroom, living room, kitchen, dinette and bath. Furnished, utility, bills paid. Forest Ave. Apts. Phone 364-2702 after 5 p. m. 364-3524. B-5-31-10-3c

MODERN FURNISHED apartments also bachelor apartments. Carpeted. Private bath private entrance. 821 South 25 Mile Avenue. B-5-16-10-tfc

FURNISHED APARTMENT. Inquire at Installation Loan Department, First National Bank. B-5-10-10-tfc

FOR RENT three bedroom, new carpet, fenced back yard, nice and clean. 807 Irving. See Marshall Wilson or call 364-1129. B-5-20-10-2c

FOR SALE by owner well-established laundry business. One of the best. 364-2100; 364-9023. B-4-14-10-8c

WILL SACRIFICE tire shop with front-end equipment. Selling because of health. Call 938-2498 Hart, Texas. C. W. Seago. B-4-19-35-4c

Bob Pugh BUILDER
 - Custom Building -
 Residential and Commercial Repair and Remodeling
 Office — 364-2221
 Home — 276-5359
 108 Greenwood F.H.A., G.I. & Conventional Financing

BOWLING SCHOOL
 Ladies now is the time to stop envying your friends. Slim up while learning to bowl.
 FREE - Coffee & Bowling Lessons at Sunset Lanes Bowling School.
 STARTS 9:00 a.m. Wed., Sept. 13th
 Housewives invited, and bring a friend.
 For information call 364-9004 or 364-4604

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FOR LEASE: 651 acres, three good 8 inch wells. 489 milo, 107 wheat. Call 364-0344. B-4-14-10-tfc

5. FOR RENT
 For Lease
 3 or 4 booths at the Witches Hut or entire shop. Immediate possession! Also some used beauty shop equipment for sale.
 Inquire 419 A North Main
 Phone 364-0366
 Nites, Sundays and Monday 364-1732
 B-5-51-tfc

TWO and three bedroom brick duplexes with fenced yards, 500 block Ave. G and H.
D & R BUILDERS
 364-3780
 I. D. Rhodes 289-5217
 B-5-18-tfc

FOR RENT storage space for car, boats, etc. Hereford Wrecking Co. B-5-11-49-tfc

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You've Never Seen Such Thorough Service STOP IN SOON
 Phillip "66" Products EAST SIDE "66"
 Rocky Stewart
 1303 E. 1st. EM 4-2644

Bob Pugh BUILDER
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 Housewives invited, and bring a friend.
 For information call 364-9004 or 364-4604

TWO BEDROOM apartment, unfurnished. 364-1103. B-5-10-8-tfc

FOR RENT 2 bedroom house, 139 Avenue F. Call 364-2403 after 4 p. m. B-5-13-36-tfc

TWO BEDROOM furnished house for rent at 507 Irving. Apply at 509 Irving or Worley's Garage. B-5-16-36-tfc

FOUR LARGE rooms furnished. Private bath. Basement with full windows. Whites only, no pets. 300 West 6th. B-5-13-36-2c

SINGLE WOMAN to share my home. 364-3394. B-5-10-36-2c

6. WANTED
 WANTED BEET digging. Have two row Farm-Hand Harvesters. Can dig double row or 30 inch. Richard (Buddy) Pickens 364-1900. B-4-20-9-tfc

WANTED PASTURE for light calves.- Jim McAndrews. 258-7211. B-4-10-10-3c

7. HELP WANTED
 SPARE TIME INCOME (man or woman)
 Dependable person from this area to service and collect from new high quality type vending machines. No experiences needed. We establish accounts for you. Car, references, and \$900.00 to \$1,900.00 cash capital necessary. 6 to 12 hours weekly. Nets excellent monthly income. Full time more. For local interview write:
 Big State Distributing Company, P.O. Box 18297, Dallas, Texas 75218. Including telephone number. B-8-35-3p

WANTED BEAUTY operator. Beauty House. 319 McKinley. 364-1533. After 4 364-1498, 364-2341. B-8-12-10-2c

WANTED GIRLS 21 to 29 for topless waitresses at Prince Lounge at 200 Prince Street, Clovis, N. M. \$2.00 per hour. Interview from 4 p. m. to 8 p. m. B-8-27-36-4p

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9. Situations Wanted
 BABYSITTING in my home by week, day or night. Fenced yard. 364-3342. B-9-12-10-tfc

10. NOTICE
 ALCOHOLISM INFORMATION:
 For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, call EM 4-4540 from 8 a.m. till 12, 1 p.m. until 5 p.m. Monday through Friday.
 A UNITED FUND AGENCY
 B-10-30-tfc

Wanted immediately man or woman to supply consumers with Rawleigh Products in Deaf Smith Co. or Hereford. Can earn \$50 weekly part time. \$100 and up full time. See Clifford Leake, PO Box 310, Bovina or write Rawleigh TXG-160-336 Memphis, Tenn. B-8-36-1p

NEED CARHOP and girl to work fountain, evening shift. Apply in person, Rainbow Drive In. B-8-15-10-tfc

Am interested in making loans and buying first and second lien notes secured with farm and ranch lands.
 J. J. STEELE
 Citizens Bank Building
 Clovis, N.M.
 Dial: 763-4471 or 763-6455
 B-10-36-4c

BRAND CLASSIFIEDS GET RESULTS!

FOR RENT
 Shasta Camper Trailers and Pickup Campers
 Sleep from 4 to 6
 Rent by day, week or month.
 Call Bob Coons or Elmer Combs
 364-2727 364-1310
 364-4865

LIST YOUR FARMS & RANCHES NOW
 CALL US TODAY
LONE STAR AGENCY
 364-0555

Justice REALTORS
 Ken Jeter 364-4125 Ralph Owens 364-2560
 Terry Hodges 364-3758 Jeane McQuary 364-3145
 Gwen Leatherman 364-1650 Betty Cope 364-0255
 Jo Carter 364-3882

NORTHWEST—Complete privacy offered by this attractive brick home. 3 spacious bedrooms, 2 full baths, Living/den combination, Intercom, built-in oven, burners & dishwasher plus 2 storage buildings. Priced to sell H-3037 Call Ken Jeter

EAST FRONT—Spacious through out and well arranged 3 bedrooms, living, family and dining rooms, central heat & refrigerated air, carpeting and double garage. H-3156 Call Terry Hodges

FORMAL DINING ROOM — Choose your own colors for this new brick home with attractive entry, formal living & dining room, center kitchen, breakfast area, 3 lovely bedrooms, W/B fireplace and double garage. H-3111 Call Gwen Leatherman

NEAR CATHOLIC SCHOOL—Boasting 2800 sq. ft. of living area this 3 bedroom home can easily convert to 4 bedroom, 2 full baths, walkin closets, built in book cases & desk, attractive kitchen with range island. H-3163 Call Betty Cope

LOW DOWN PAYMENT—Helps to enhance this charming home on Star St. 3 comfortable bedrooms, very attractive kitchen with all built in, double garage, lovely landscaped yard. H-3168 Call Jeane McQuary

Hereford Insurance Agency
 To Be Sure! Don Baugous — Manager 364-0850

HIGHLIGHTS AND SIDELIGHTS

State School Enrollment At An All-Time High

By VERN SANFORD
Texas Press Association
AUSTIN, Tex. — With the tolling of school bells some 2,598,000 students are back in Texas classrooms. Enrollment is 42,000 more than last year.

An estimated 122,000 professional people (teachers, principals, and superintendents) are required in the 1,275 school districts in Texas.

Texas State Teachers Association reported a month ago that there were only 450 applications for 1,951 vacancies.

Texas Education Agency estimates \$1,350,300,000 will be spent on public school education in 1967-68. This is a four per cent, or \$55,700,000, increase over last year.

During the coming year, Texas will be spending \$505 for each pupil. Average cost per child for 1966-67 was \$479.

With an anticipated continuing shortage, TEA expects an increase in the number of teaching aides employed to do clerical and other non-teaching tasks. Nearly 5,000 of these aides are expected to be employed over the state, compared with 4,317 in 1966-67.

While enrollment continues to grow, some observers have noted that the two per cent increase this year is not nearly as dramatic as the increases in prior years.

Grades one to six will enroll approximately 1,418,000 pupils and grades seven to 12 about 1,179,000.

Essary to call elections — either by order of city governing bodies or in response to petition by citizens.

First cities to vote on the sales tax will be Elgin and El Paso. Their elections will be held on September 27.

Aranas Pass, Corpus Christi, Electra, Henrietta, Nacogdoches, Orange Grove, Texarkana and Wichita Falls will vote September 28.

Voters in Austin and Taylor will go to the polls on September 30.

CONNALLY UNDECIDED
Gov. John Connally returned from his African hunting expedition undecided whether he wants to travel Texas campaign again.

He told reporters that he may take several weeks or even months to make up his mind whether to seek a fourth term.

Lieut. Gov. Preston Smith says he will run for governor whether Connally does or not.

Other candidates said to be considering 1968 races are:

- *Don Yarborough of Houston, a liberal who has opposed Connally twice. He may run for the gubernatorial post again next year.
- *Former Sen. Franklin Spears of San Antonio, who may run for lieutenant governor.
- *House Speaker Ben Barnes who is ready to announce for lieutenant governor if Connally runs again and for governor if Connally retires.

COTTON PLOW-UP
John C. White, State Agriculture Commissioner, has extended the cotton stalk plow-up deadline to September 10 in Cameron Willacy and southern portions of Hidalgo and Starr counties.

White said 100 per cent mop-up is necessary to destroy winter hibernation quarters of the destructive pink bollworm. Bollworm used to destroy every third bale of cotton in Rio Grande Valley. Now it does only nominal damage, usually late in the season, says the Commissioner.

NEW LAWS EFFECTIVE
Among the most significant: act to provide free medical benefits to 350,000 Texans on welfare rolls;

- *Minimum age for drivers increased to 16;
- *Changes in the 1965 Texas Code of Criminal Procedure designed to strengthen law enforcement officers;
- *New hours for Texas liquor stores — 10 a. m. to 9 p. m. except Sunday;
- *Eligibility of 10,000 non-citizens for old age assistance payments — if they have lived in the U. S. 25 years or more.

PROJECTS FOR AGED
Governor's Committee on Aging has approved for continuation special projects to benefit senior citizens in Austin, Dallas, Galveston and Houston. An outlay of \$57,958 for second-year financing was cleared.

Committee also approved new projects in El Paso for \$23,816 and Wichita Falls for \$22,934.

El Paso will establish an information and referral center for senior citizen activities.

Wichita Falls project calls for establishment of a day center for leisure time activities.

LOTS OF ROADS
Besides hearing a request for a single designation of the huge-coast highway from Orange to Brownville, the Texas Highway Commission authorized a number of road projects.

Included were a 4.2 mile FM road in San Jacinto county (from Camilla northwest to FM 1514); a loop around Huntsville; a route for US 271 from Paris to the Red River; a 12-mile FM road in Atascosa County from the McMullen County line where FM 2925 ends northwest to US 281 at Campbellton; two miles of FM 1397 in Bowie County; a one-way street pattern in Garland; six farm to market roads to serve Sam Rayburn and Toledo Bend reservoirs in San Augustine, Nacogdoches, An



"Yes, \$175 may be a lot of money, but you ARE getting a lot of suit for that money . . ."

gelina and Newton Counties; sections of US 281 and SH 79 in Wichita County; four miles of FM road in Polk County from US 190 southeast to FM 350; planning of US 82 through Nacogdoches; widening of SH 327 in Silsbee; and two interchanges on US 87 in Hale County.

AIR CONTROL
State Air Control Board, armed with new powers and money, has called on major cities and counties to set up local air control programs, promising help and cooperation.

San Antonio, Dallas and Houston all have city-county programs underway. First evidence of the success of such co-operative efforts came in Harris County when operators of 11 private garbage dumps were persuaded, without court action, to abandon the burning of trash and to install sanitary land-fill methods of garbage disposal.

City and state air pollution control engineers provided technical advice to the operators, and the threat of an injunction and civil penalties ranging up to \$1,000 a day under the new law was enough to convince the operators they should make the change.

Courthouse Records
WARRANTY DEEDS
Merlin S. Weber to Pugh Builders, Inc.: The North 17 ft. of Lot 29 and the South 55 ft. of Lot 28, Blk. 6, Westhaven Addition.

J. William Witherspoon et ux, Myrtle A. Witherspoon, Raymond A. Witherspoon et ux, and C. N. Penman et ux to Mobile Oil Corporation: 4, 521 sq. ft. out of Sec. 111, Blk. M-7.

Jorde Farms, Inc. to Keith E. Jorde et ux: A 5.93 acre tract out of the North Half of Section 100, Blk. K-3, Deaf Smith Co.

E. R. Frye et ux to Neill Ray Seale et ux: All of the South 40 ft. of Lot No. 9 and all of Lot No. 10, Blk. 2, Westhaven Add.

Roland Barton et ux to Jon G. Cranford et ux: The South 3 ft. of Lot No. 8 and the North 59 ft. of Lot No. 9, Brownlow Add.

Harold Kids to Robert Mack Kemp et ux: The West 61.67 ft. of Lot No. 8 and the East 10 ft. of Lot No. 9, Blk. 3, Bluebonnet Addition.

Charles R. Baldeen et ux to Luther Ray Todd et ux: All of Lot 53 and the South 10 ft. of Lot 54, Hare Addition.

Bessie M. Doche and Ken W. Kendrick to Don Maddoux et ux: NW 4 and the W. 40 acres of the NE 4 of Sec. 17, Blk. No. 1, TTRR Survey, Deaf Smith Co., and a right of way in and along Survey No. 4, Blk. No. 7.

VEHICLE REGISTRATIONS
Bill Kuykendall, 1955 Chev.; Martin W. Campbell, 1955 GMC PU; Ivan Jones, 1964 Ford PU; Ivan Jones, 1965 Chev.; J. E. McCathern, 1967 Nomad HT; A. J. Ramsey, 1955 Chev. PU; John M. Fielder, 1956 Buick; Harry Brorman, 1967 Pontiac; Mildred C. Ramey, 1964 Chev.; Ray Reynolds, 1957 Morris; J. F. Martin, 1967 GMC PU; A. L. Weaver, 1957 Cadillac.

Juan DeLos Santos, 1963 Ford 1/2 T; David Aguirre, 1959 Ford; Robert V. White, 1959 Ford; Johnny Gallagher, 1965 Ply.; Alvin Locker, 1959 Ford; Pablo C. Guitan, 1952 Rambler; Victor Elizondo, 1960 Chev.; Alvin Locker, 1961 Ford PU; Cleofes Rey-Juan DeLos Santos, 1963 Ford; Guadalupe L. Pena, 1958 Ford PU.

Rafael Monreal, 1960 Olds.; Jose Angel Alaniz, 1949 Chev.; Valentine Torres, 1959 Chev.; Atalano Rosales, 1959 Ford; John E. Smith, 1959 Maverick HT; R. B. Booher, 1959 Pontiac; Lee D. Meeks, 1957 Ford; Jimmy Gonzales, 1957 Cushman Scooter; Pablo H. Rodriguez, 1959 Ford; Cora J. Layman, 1964 Merc.; D. C. Ailmon, 1964 Pont. Tony Salas, 1951 GMC PU; Richard Whitson, 1959 Olds.; James H. Gentry, 1967 Chev.

—Small Talk—

By SUE COLEMAN
Women's Editor
More "first" meetings are being announced daily and by the end of September club members will just about all be back to work — or to study or play or whatever their respective organizations do.

EVEN THOSE WHOSE main purpose is play (or hobby pursuit which amounts to the same thing) call for some effort from members so it is alright to refer to "club work" in any of them.

It saddens some people and tickles others to the point of hysteria when they consider the lost motion and futile causes in the too many organizations which afflict our nation. They say that nowhere does so much talk and so many committee sessions result in so little done.

THAT IS TRUE to a point. It used to bother me that the more I saw of women's clubs the more I was convinced that they could make a bigger stew about getting a shorter distance, than anybody.

Then it became part of my job to attend men's clubs and take a first hand look at their methods.

Now it's hard to say whether I respect men's clubs less or women's clubs more.

A lot of time's a-wastin' in both, but you always get back to the hard fact that with all the inefficiency, these same groups get a lot of needed work done in a community which would never be done without them.

ANYWAY, AFTER wandering around my subject, it's time to announce meetings of Hereford Study Club at a salad supper in Mrs. Bill Gentry's home at 7:30 this evening and L'Allegria Study Club at Mrs. W. C. Russell's this afternoon at 2:30.

Tomorrow brings Bud to Blossom Garden Club's guest day meeting at 9:30 a. m. in R. N. Yarbro's home and Cultural Home Demonstration Club's initial program of the season at 2:30 p. m. with Mrs. Louie Olson as hostess.

Dawn Music Club has moved its Tuesday meeting to Sunday for a twentieth anniversary tea in Mrs. Carl Wimberly's home at Dawn from 3 to 5 p. m. Pioneer Study Club will keep its Tuesday date for lunch at the Hickory Log Restaurant. But that's getting into another week.

WHEN HEREFORD representatives of the Young Homemakers of Texas go to Tulsa Saturday for their area convention, an important member of the group will be their "little sister", Susan Bradley, who will compete for the Area I "little sister" title with girls from most of the 40 other chapters.

Not only a title, but a scholarship, 1957 Cadillac.

SENECAIT GOVERNOR
Alan Dean Clark and Robert Anita Fondren, Aug. 30.

George William Ho-Gland and Linda Ann Scarborough, Sept. 1.

Miguel Bayen Castillo and Juanita Ruby Pacheco, Sept. 1.

Jerry Marvin Tisdale and Beverly Kay Lemons, Sept. 1.

Citations Given After Accident
Two citations were issued as a result of an accident at 13th Street Sunday night.

Police said a 1960 Chevrolet driven by Robert Leland Baum of 233 Beach was going west on 13th Street when he lost control of his car, struck the curb and hit a parked car owned by Orvido Pena of 1013 13th Street.

There was an estimated \$10 damage to the car driven by Baum, while Pena's vehicle had \$40 damage. The accident occurred about 9:50 p. m. Citations were issued for failure to control vehicle and for having no inspection sticker.

LONGEST HIGHWAY in Texas is US 83 — 593 miles from the northern Panhandle to Brownsville.

larship is a part of the award. Susan is a member of Future Homemakers of America in Hereford High School and other contestants are also FHA students.

Boy Injured In Accident
The 200 block of South Avenue K was the scene of an accident about 7:24 p. m. Friday in which a seven-year-old boy was hurt.

Treated and released at Deaf Smith County Hospital was William Michael Lee of 107 Avenue K.

Officers said a 1962 GMC pickup driven by David Gene Farmer of 1012 E. Third had been backing east out of an alley in the 200 block of South Avenue K and was about to go north on K when the small boy walking north on the east side of the street jumped on the running board of the pickup.

The boy then jumped or fell from the pickup, striking the back of his head on the pavement. No citations were given.

Sharp To Attend Insurance School
Lloyd Sharp, co-owner of Lone Star Insurance Agency, will leave Saturday for New York City where he will attend a six-weeks course studying all forms of fire and casualty insurance. He was selected along with 29 other agents from throughout the United States for the annual school conducted by Continental Insurance Co. of New York, one of the top 10 in size in the nation.

The school is designed to give agents a broad knowledge of all lines of insurance.

Sharp has been in the insurance business 8 years, and is currently serving on the Hereford City Commission. He is now in partnership with Ken Rogers in the business.

GOVERNOR'S WHIRLYBIRD
NEWPORT, R. I. — Promoters of the Newport Casino professional tennis tournament got an unexpected helping hand from Gov. John H. Chafee. A hard rain inundated the courts threatening cancellation of the tournament until Chafee dispatched his personal helicopter to the casino. Wind created by the helicopter blades dried off the playing area.

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CUSTOM SWATHING and Baling. Call after 6, 364-5996. B-11-10-46-11c

PROFESSIONAL POODLE grooming. Call Perry Ray. 364-1966. B-11-10-18-11c

PORTABLE DISC ROLLING
Soiled or plain. Jacobson Brothers. Phone EM 4-1888. B-11-10-36-11c

13. LOST AND FOUND
LOST WHITEFACE Hereford heifer, 7 months old, 150 pounds. Reward. 364-2250 or 364-4767. B-11-13-35-3c

dents. Young Homemakers each year choose a girl from FHA classes to sponsor in the contest. Outstanding YHT and Young Farmer chapters are to receive awards at the banquet that evening. Ruth Dobbs and Clark Andrews are the respective presidents of Hereford Chapters, which will send large delegations.

TOWER
DRIVE IN
W. Hwy. 60
THURS. FRI. SAT.
THE MAN WITH NO NAME IS BACK...
THE MAN IN BLACK IS WAITING!

FOR A FEW DOLLARS MORE
FEATURE NO. 2
The Greatest Western Classic

STAGECOACH
DRIVE IN
W. Hwy. 60
SUN. MON. TUES.
FEATURE NO. 1

TWO WILD ONES!
Their battle-cry is MAKE LOVE - NOT WAR!
TEENAGE REBELLION

Feature No. 2
THE BIKINI-BUNNIES ARE WASTING OUT!
IT'S A Bikini World
WALLEY - KIRK

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THURS. FRI. SAT.
Slowly they stripped Sam Laker down until there was nothing but animal left...

SINATRA: THE NAKED RUNNER

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SUN. MON. TUES.
A DOUBLE DOSE OF FULL-COLOR THRILLS!

FRANKENSTEIN SPURS (L.)
CURSE OF FRANKENSTEIN

DRACULA DRINKS (L.)
HORROR OF DRACULA

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Washington Report
 From Congressman
BOB PRICE 18TH DISTRICT, TEXAS
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I was a recent White House guest of President Johnson, along with other new Republican Members of Congress.

During a briefing session on the progress of the war in Vietnam and the state of the coun-

try generally, the President had some kind words for the Republican support of his conduct of the war. And he believes we are winning in our efforts to guarantee the people of South Vietnam the right of freedom

The President's main concern is the hope he believes the dissenters of his own party have given North Vietnamese leaders that the American people will tire of the war and insist on pulling out before we have accomplished our goal.

That goal is not only to save the people of South Vietnam from a Communist takeover through open aggression, but to convince the leaders of World Communism that the United States will stand by its commitments against such aggression in other countries, particularly Latin America.

agree with the President and especially with his secretary of Defense in the conduct of the war, I can certainly sympathize with him for the burdens of his office and don't envy him the tremendous responsibilities of what is probably the most demanding job in the world. The very existence or continuation of freedom in the world may hinge on decisions the President makes.

General Wallace M. Greene, Commandant of the Marine Corps, has been very outspoken recently in expressing his dissatisfaction with the limited bombing of North Vietnam.

"I ask that my Marines and all the other men fighting this war for us, not be denied their principal means of striking the enemy sanctuary," General Greene told American Legionnaires at their annual convention in Boston.

"Is the war in Vietnam any less important than our domestic problems?" Greene asked. "I say it is not. I say it is our most pressing problem. And it has got to be won."

Greene warned that if the United States did not stop "this Communist theory of world revolution, then our domestic problems and our pocketbooks are

going to become mighty unimportant in the future." Greene said, and I agree with him entirely, that the United States should give the war effort top priority, resist domestic pressure to halt bombing the North, stay in Vietnam "until the aggression from North Vietnam ceases", and, "reject the cry that the war is 'stale-mated'."

When food is fried in deep fat without using a wire basket, remove the food with a slotted spoon. Drain on brown paper or several thicknesses of paper toweling.

BABY TALK
 LEBANON, Ky. One of George Trotter's friends telephoned the hospital and announced "I'm bringing my wife in. She's going to have a baby. Is this her first baby?" asked the nurse. "Of course not," the distraught father shouted. "This is her husband."



GREAT EATING AT GREAT SAVINGS!



PORK CHOPS

- Center Cut RIB Fresh Pork Chops lb. **79c**
- Center Cut LOIN Lean and Tender lb. **89c**
- 1st Cut RIB or LOIN Family Flavors lb. **69c**



FRYERS

Cut-Up Frozen Trophy Brand Fryers **lb. 33c**

PORK LOINS
 Quarter Pork Loins 1st cut and center cut **CHOPS lb. 69c**

Prices Are Good Through Wed., Sept. 9th. in Hereford

BACK BONE
 lb. **69c**

- Save On These Meat Buys!
- Steaks Blue Morrow 20-oz. pkg. **\$1.00**
 - Tortillas Lucerne 15-oz. pkg. **19c**
 - Fish Sticks Sea Star 4 8-oz. pkgs. **\$1.00**
 - Peanut Butter Lucerne 16-oz. jar **39c**

SKINLESS ALL MEAT FRANKS
 Wilson Certified or Safeway 1-lb. pkg. **59c**

LUCERNE SALADS
 Cole Slaw, Fruit Salad, Vegetable or Macaroni Salads ctn. **39c**

30 BONUS STAMPS
 With purchase of American Sliced Wrapped 12-oz. singles **CHEESE**
 Offer expires Sept. 9th.

50 BONUS STAMPS
 With purchase of any pkg. 2 lbs. or more **GROUND BEEF**
 Offer expires Sept. 9th.

WIN up to \$500 CASH!
 This Weeks JACKPOT **\$100.00**
 MRS. MARVIN HARRIS, \$100.00 WINNER



- FRENCH BREAD**
 Skylark 1-lb. **25c**
 Save 4c loaf
- BEL AIR WAFFLES**
 Save 5-oz. box **10c**
 3c
- BLUE STAR DINNERS**
 Chicken, 11-oz. pkg. **39c**
 Beef, Salisbury, Turkey
- Grape Jelly Garden Club 18-oz. jar **39c**

- Get A Load Of These Values!
- Cheese** Lucerne Sliced Cheese 3 8-oz. pkgs. **\$1.00**
 SAVE 17c
 - Viennas** Wilson Vienna Sausages SAVE 25c 5 4-oz. cans **\$1.00**
 - Tuna** Chicken of the Sea Chunk Tuna Save 8c 3 1/4 can **\$1.00**
 49c
 - Shortening** Bakerite Shortening SAVE 10c 3-lb. can **59c**

- SAVE, SAVE, SAVE AT SAFEWAY!**
- Coffee Maryland Club 1-lb. can **59c** Coffee Edwards 1-lb. can **57c**
 - Coffee Maryland Club 2-lb. can **\$1.17** Coffee Nob Hill 1-lb. bag **52c**
 - Coffee Maxwell House Instant Save 10c 10-oz. jar **\$1.49** Coffee Airway 1-lb. bag **50c**
 - Cookies Supreme Chocolate Drops and Pecan Sandies 2 pkgs. **97c** Crackers Busy Baker Graham's Save 6c 1-lb. box **29c**

- The More You Buy The More You Save!
- Tissue Truly Fine Bathroom Tissue 4-roll pkg. **35c**
 - Breakfast Lucerne Instant Breakfast Save 10c 6-ct. pkg. **49c**
 - Towels Scott Paper Towels 3 200-ct. Decorated Save 11c rolls **\$1**
 - Spaghetti Skinners 24-oz. pkg. **48c**
 - Macaroni Skinners 24-oz. pkg. **48c**
 - Vitamins Safeway Multi Chewable Save 40c 100-ct. btl. **99c**
 - Vitamins Safeway Vitamins C 100 Mg. Chewable Save 20c 100-ct. btl. **59c**
 - Vitamins Safeway Vitamin C 250 Mg. Chewable Save 40c 100-ct. btl. **99c**
 - Toothpaste Safeway Florida or 6 3/4-oz. tube **49c**
 Hexachlorephine
 - Cinnamon Rolls Pillsbury 4 1/2-oz. can **33c**

- Safeway Special Low Prices!**
- PEAS** Libby Garden Sweet Peas SAVE 25c 5 No. 303 cans **\$1.00**
 - JUICE** Bel Air Real Florida Orange Juice SAVE 10c 3 6-oz. cans **45c**
 - DRINKS** Hi C Fruit Drinks SAVE 8c 3 46-oz. cans **89c**
 - JELLY** Empress Grape Jelly SAVE 29c 3 20-oz. jar **\$1.00**

JOYETT MELLORINE
 3 1/2 GAL. CTN. **\$1**

NuMade SALAD DRESSING
 SAVE 10c
 32-oz. jar **39c**

Safeway Garden Fresh Produce!



LETTUCE
 Western Iceberg Firm Heads **2 29c**

CABBAGE
 Fresh Firm Green Heads lb. **8c**

YAMS East Texas lb. **2/29c**

RED ONIONS Red Italian Sweets lb. **2/15c**

- You Can Bank On The Savings!**
- Homo Milk Lucerne 1/2 gal. ctn. **45c**
 - Chocolate Milk Lucerne 1/2 gal. ctn. **49c**
 - Dry Milk Lucerne 8-oz. box **69c**
 - Biscuits Ballard 2 8-oz. ctn. **19c**
 - Hominy Van Camp No. 300 can **10c**
 - Potatoes American Beauty 10-oz. Instant Save 8c pkg. **59c**
 - Salmon Tempest Save 8c No. 1 can **59c**
 - Biscuits Pillsbury 2 8-oz. cans **19c**

