

WEATHER

| | Moisture | High | Low |
|----------------------|----------|------|-----|
| Thursday | 63 | 84 | 64 |
| Friday | 64 | 84 | 64 |
| Saturday | 64 | 81 | 61 |
| Moisture this Month: | 60 | | |
| Moisture this Year: | 21.99 | | |
| Moisture last Year: | 18.04 | | |

The Sunday Brand

54 pages

Including 22 Colored Comics

Our Slogan, "More People -- More Farms"

Published Every Sunday

HEREFORD, TEXAS, SUNDAY, DECEMBER 8, 1963

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ROW AFTER ROW of cotton trailers lined up in area gin yards as the 1963 harvest reached the mid-way point last week. A late frost and ideal conditions have combined to produce one of the county's best crops in history. Cotton, however, got off

to a shaky start as area producers were plagued with heavy, washing rains, hail, wind damage and seedling diseases. But, as the weather calmed, growing conditions have been almost perfect for the exceptional crop. (Staff Photo)

Hospital Construction Bids Opening Scheduled Monday

Cotton Harvest Half Over; Yield, Quality Called Good

A lazy Jack Frost who started his autumn trek south later than usual this year, has resulted in what ginmen say is "one of the best cotton harvests in the county's history." This was revealed in a check of the three gins in Deaf Smith county Saturday.

Gin lots are loaded and the gins themselves are running night and day, cranking out a high quality, white cotton.

The gin managers figure the crop is half harvested, bright clear days of the past few weeks

materially aiding the harvest. One ginman said he believes the crop will run to 11,000 bales which is a higher-than-average yield.

"Considering the late start we got, cotton had done exceptionally well. Quality is good, the yield is high and the price is high also—around 29 cents to 29½ cents per pound."

He added: "We are extremely lucky that frost came so late; otherwise our yield would have been poor, and

much of our cotton would never have matured."

Most farmers are getting "better than a bale an acre," say the gin managers. "In fact, most of the cotton is yielding at least an average of 1½ bales to the acre. Considering the high quality of the fiber, this means the crop is one of the best in years."

Altogether the three gins reported Saturday they had turned out 5050 bales but lots were crowded with unginning cotton. One place reported 600 bales yet to be processed. Another said it had only 300 waiting and the other gin estimated its waiting total at 400 bales.

Construction bids for addition of a new wing to Deaf Smith County Hospital and extensive remodeling of present facilities are to be opened and tabulated at 2 p.m. Monday during the regular meeting of County Commissioner's Court.

The new addition will provide space for 20 additional beds at the hospital, commented T. E. Seigler, administrator. Major remodeling will be done on the original two-story structure plus other minor renovation.

He added that a system to pipe oxygen to all rooms in the hospital is to be added during

remodeling and construction work.

For the project, Deaf Smith County residents approved a \$350,000 hospital bond issue in June. The bonds were sold recently and construction bids were asked.

Seigler, commenting on estimated costs of construction, said that approximately \$70,000 will be used for remodeling and repair of the present facility.

It is estimated, he noted, that approximately \$30,000 of the funds will be used to buy the additional equipment required with the remainder—some \$250,000—to be used to construct the new wing.

"If bids are within our budget for the project," the hospital administrator commented, "it is hoped that construction will begin by the first of the year. We figure that it will take almost a year to complete."

The new building is part of an overall master plan adopted by the hospital board two years ago when an addition to house administrative offices, emergency rooms, and a medical library was built.

In the plan, the new 20-bed wing will be added to the east side of the hospital between the city park and the nurses' home.

In noting the need for construction of the new wing to Deaf Smith County Hospital, Seigler said that November was the biggest month in the history of the hospital as far as the number of persons cared for.

He added that facilities are at present overcrowded with some patients being placed in the halls.

Merchants Start Giving Tickets For Sleigh Rides

Hereford merchants have started giving free tickets to children for next Saturday's downtown sleigh ride, Chamber of Commerce officials announced Saturday.

Santa's Texas-size sleigh, drawn by Shetland ponies, will be in Hereford from 9:30 a.m. until 5:30 Saturday afternoon, to take area children on free rides in downtown Hereford. The sleigh will accommodate 60 children per trip, and from all indications, every round-trip will see every seat filled. A motor aids the ponies in drawing the sleigh.

The sleigh ride is part of Hereford's Christmas program. Christmas lighted decorations, the most elaborate in Hereford's history, were strung last week. Children can obtain tickets free from merchants who are participating. They include May Department Store, Rogers' Drug, Safeway Food Stores, Helen's Youth Shop, Plains Insurance, Western Auto Store, C. R. Anthony, E. B. Black Furniture, City Drug Store, Cowan Jewelry, First National Bank, Harman's, Little's, Montgomery Ward & Co., Star Theater, Lawrence Cleaners, J. C. Penney Co., Taylor & Sons grocery, Hilton's Army Supply, Sears-Robinson & Co., Hereford Hardware, Tannahill Variety, Rutherford & Co., Cooper's, Perry Bros., and Ben Franklin Store.

On the big day when the sleigh comes to town, children's tickets will be numbered at the starting point, and then will be called out in sequence. This way all children will have an opportunity to ride in the big sleigh.

Producers Vote On 1964 Cotton Quotas Tuesday

Polis will open at 8 a.m. Tuesday as Deaf Smith County cotton producers vote in a nationwide referendum on quotas for the 1964 upland cotton crop.

Polis places for the December 10 vote are Community A, Dawn School; Communities B, and C, drivers' license examiners' office, County Courthouse; Communities D, and E, Ford Community house. Polls closed at 6 p.m.

To be decided in the election is whether or not quotas will be set on the 1964 crop and to determine the level of price supports.

In the referendum called by the Secretary of Agriculture, two-thirds of the producers voting must give their approval for the program to be in effect. If, however, it is turned down by more than one-third of producers voting, there will be no quotas, even though allotments will remain in effect.

However, price support at 50 per cent of parity will be available only to growers planting within allotments.

As the election was announced by the local Agricultural Stabilization and Conservation office, it was noted that the county's 1964 cotton allotment had been boosted by 448 acres.

The Deaf Smith County allotment for the coming year has been set at 10,769.

AMONG AREA GROUPS

Need Is Stressed For Coordination

Church, civic, and service organizations are being asked to coordinate delivery of Christmas baskets and toys to needy area families through Deaf Smith County Welfare office.

The plea for coordination of effort is not to curtail in any way the giving of toys and food baskets but to eliminate duplication, commented Mrs. Jewel Smith, county welfare officer.

In the past, she noted, some families have been given two to three baskets of food while other families as deserving of assistance have received no help at all during the Christmas season.

"We are not trying to tell groups that want to help the needy what to do or who to help," the county welfare officer emphasized. "Instead, we are trying to coordinate the efforts of such groups to eliminate any duplication."

In asking for more coordination, she also stated that families

needing assistance during the Christmas season should apply to the County Welfare office by Friday, Dec. 13.

"We realize, of course, that there will be emergency cases after this date," she commented. "If that is the case we want to work with them because we don't want to see anyone do without on Christmas."

She pointed out that the office is asking "those who are not really in need of assistance to meet their needs."

However, Mrs. Smith noted, (Continued on Page 2)

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District Court Sets Grand Jury Term, Calls Jury

Final session of the July term of Deaf Smith County Grand Jury is slated to be held Tuesday as 6th District Court, Judge Harry Schultz, presiding, opens for a session here.

While the grand jury is in session, a jury commission is also to draw a list of prospective grand jurors and petit jurors for the first 1964 term of the court.

Pleas of guilty will be heard by the court Tuesday with jury trials to be heard Wednesday. A list of 60 prospective jurors has been called.

Petitions to report for petit jury duty are Walter Paetzold, Henry M. Batenhorst, A. H. Cook, Carl W. Ray, Dallas Phillips, Mrs. Earl Plank, Beulah Garrouette, Bobby Owens, W. H. Hair, Steve McKee;

Edward H. Paetzold, William Z. Penn, Charles Packard, Edgar Lemons, Bill J. Paetzold, Mrs. Clint Laundry, John A. Beasley, Jau Don McCatnarn, T. L. (Continued on Page 2)

Herd Defeats Friona 66-59

Hereford Whitefaces earned a spot in the finals against Canyon at the West Texas Invitational Basketball Tournament as they downed Friona 69-55 in the opening game.

As the Herd brought its season record to four wins against one loss, Danny Cates paced the team with 16 points. Billy Hill followed with 14 points, Earl Jackson was third with 13, and Mike Ferguson was fourth with 11.

In the finals, Hereford was matched with Canyon Eagles, a team they edged by a one-point margin earlier in the season. The finals were played at 9 p.m. Saturday. No score was available at press time.

Merchants To Take Over; 'Dub Reeves Day' Planned

Hereford business men are putting the modern slant to an old-time western custom of tending crops for a sick neighbor.

Only this time it's tending the store for a sick merchant.

Soft goods merchants have been keeping store for Dub Reeves, merchant, fire chief, civic leader, churchman, Soriner, and all-round good fellow.

And Monday will be "Dub Reeves Day" in Hereford. His fellow-merchants have a full page advertisement in this issue of The Brand urging people to shop at Dub's store.

The store will be run Monday by Harman's, Penney's, Ruther-

ford's, Gaston's, C. R. Anthony and the May store because they are proud of the fine work which Reeves has done for Hereford through the years.

Reeves suffered a heart attack recently while quail hunting near Portales, N. M. He's making satisfactory progress, but Christmas is a busy time



Dub Reeves

for a merchant. As one merchant put it, "Dub's a great guy, and we want to see his business succeed, too."

Actually the store-keeping has been under way for a week; fellow merchants and other friends began donating their time in Dub's Man's Store last Monday. They dropped in for an hour or so to do anything that needed doing. "And that meant everything from selling to sweeping out," one helper noted. They have a schedule set up, and various persons have been taking turns on the schedule. They will continue to do so until after the Christmas rush.

Reeves has been one of the most active men in all Hereford. He has done a fine job as fire chief here, a voluntary job, but the fire record here is so good under Reeves' leadership that rates here are lower than in some towns of comparable size.

A few years ago he was named "Man of the Year" in a city. (Continued on Page 2)

Around Town

Toys for children whom Santa might miss, are being gathered in Hereford by VFW, and Mrs. Wayne Lawrence told this poignant story Saturday: A young miss came in Lawrence's place and asked Mrs. Lawrence "Is this where you leave toys?" Told that it was, the little lady kissed her doll a tearful goodbye and left, weeping loudly. Incidentally, VFW needs more toys.

Mid-Plains Pioneer association is making long-range plans. At an executive board meeting of the organization this week, they voted to hold an "Old Settlers Day" Saturday, May 26, Memorial Day.

Deaf Smith County Home Demonstration Council will hold its annual Christmas party Monday at the Community Center at 2:30 p.m., according to Mrs. A. L. Hodges, Council chairman. All club members are urged to attend. The program will include songs by the Council Chorus, and games directed by the recreation committee.

Annual staff of Hereford (Continued on Page 2)

Christmas In Red Prison Camp? Joe Rojek Remembers Those Days

By Ray Martin

In Hereford there's a family who are going about the business of making ready for Christmas just like thousands of other families are doing at this time of the year. There are the usual Christmas decorations, there will be a tree and all the other symbols of a belief in the birth of Christianity with the birth of a baby nearly 2,000 years ago.

But there was a time for the father, a time that was recorded all too vividly in his mind as a child, when Christmas was just another day, and when even the amount of food he could eat depended on how well he progressed in the godless philosophy of communism.

The family is the Joe Rojek family who live at 210 Ave. C. Joe is a likable young barber; Mrs. Rojek is a teacher in Hereford schools. There's a boy, Tracy, 6 and a girl, Lindy, 8.

Joe was born in Poland in 1932, youngest of five children. His father John Rojek, was a professional politician. "That's all he ever knew; that was his whole life," Joe says of this father. "He was a member of parliament which operated in much the same manner as the British system of government."

Then Came War

Then came the war in 1939, and Poland was caught in the middle between the mighty army of Germany on the one hand and the equally mighty army of Russia on the other. The very playgrounds where Joe went to school became battlegrounds, literally. The world, as the Rojek family had known it, crumbled almost instantly, and Joe's father was hustled off to the Red headquarters. The Russians took over.

Next day they let him come home after subjecting him to a

long round of questions," Joe recalls. "Of course I was only 7, at the time, but I remember his return home. We were pleased. But they came and got him again the next day, and that was the last time I ever saw my father."

Joe had three older brothers and a sister. Soon the mother and children were hustled onto a train and taken to a Russian prison camp in Siberia. Somewhere along the long route, Joe's oldest brother, Vince, 27, escaped. He managed to reach England and joined the Air Force. Joe never saw him again, but he heard that he was shot down on one of his flying missions.

Endless Days

There began for Joe and his mother a long series of unchanging days at the Siberian labor camp. For two and a half years his mother worked hard on the

communal farm; Joe went to school.

"Of course we were constantly bombarded with Russian propaganda," Joe remembers, all too well. "They permitted a priest (my family was Catholic) to wander through the camp and he tried to do what he could for us. But if you were on good terms with the priest, you were penalized by the Reds. They measured out your food—your very existence—by the speed with which you absorbed communism. In school if I could rattle off the communist teachings, I was rewarded. And all the pupils were graded on their progress. It was very simple: The better communist you became, the more favors you had."

He said no day was different from another, Christmas included. Everybody worked seven days a week. "We almost lost (Continued on Page 2)



A FREE FAMILY In a free country enjoys the Christmas story together, but for the father, Joe Rojek, 8, preparing for a typical American Christmas once was just another day; he recalls his years in a communist camp. Here are the Joe Rojeks with Tracy, 6, and Lindy, 8, preparing for a typical American Christmas at their Hereford home. (Staff Photo)

Cotton...

(Continued from Page 1)
While some of the cotton ginned in this county is from Castro county and other cotton areas, all ginmen said the balance would remain about constant, one ginman explaining, "we gin some cotton from other counties, but by the same token, some of our cotton goes to gins in other counties; thus it just about balances out, year after year."

Cotton men said dry weather for the next few days may see the balance of the crop roll to the gins before Christmas, but wet weather may prolong the ginning season into 1964.

One ginman said he would "like to see 2,000 more bales at our gin, and if the weather permits, I'm sure we will have that much more to gin." He estimated his ginnings to-date represent only about one-third of his expected turnout.

Meantime, in other areas, cotton also was turning out exceptionally well. Deaf Smith county is a "fringe" cotton territory. But in counties to the south which have much higher allotments, the yield is good.

A gin in southern Lamb County reported 2,000 bales clogging the lot, and a Hockley county ginman said he had "better than 3,000 trailers on the lot right now."

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TRADITIONAL MATERIALS WERE USED IN the door decoration made by Mrs. Will Kerr, 130 Aspen. Greenery, pine cones, and gold bells are attached to a circle of red cellophane with a graceful red bow. (Staff Photo)

Reeves...

(Continued from Page 1)
wide contest, sponsored by the Hereford Lions Club. When Reeves made trips to Washington to help get the airport. He is a past president of the Lions Club, is a Shriner, has been active in the Deaf Smith County Chamber of Commerce, and is an active worker in the First Baptist church.

One of the men who has been sponsoring the Dub Reeves day summed it up this way: "Name anything good that has come to Hereford, and Dub has always been one of the fellows right in there pulling for it. In fact, I don't recall a single worthwhile project in Hereford or Deaf Smith County that Dub hasn't been squarely in the middle of it, donating his time, money and energy to see that the project succeeded."

Around...

(Continued from Page 1)
High School will stage its annual stunt night in the senior high auditorium Saturday at 8 p. m.

Area I of the Texas Farm Bureau will meet Thursday at Holiday Inn West in Amarillo, starting at 10 a. m. A Presidents' Seminar and service agents' session are planned. This county will be represented.

A free puppet show will be a part of next Saturday's St. Thomas Episcopal Church Bazaar, the show slated for 2 p. m. A Mexican dinner is planned for 5 to 7:30 p. m. at \$1.50 per plate. Christmas gift items and homemade food will feature the bazaar proper.

Muleshoe school board will hold its December meeting Tuesday "before and after" the football banquet which also is slated for that evening.

succeeded.
"The least we can do is tend store for him."

Need...

"If a family is in need, we want to know about it."
It was pointed out that civic and church groups are sometimes aware of a needy family that is not on record at the office.

"These organizations should feel free to call the office and report them," Mrs. Smith said. "The family will be added to the list and checked to determine its need."
She added that groups wishing to help a specific family by giving Christmas baskets should inform the welfare office. The name will then be taken off the list.

In setting the date for application by families needing assistance, Mrs. Smith commented that during the past several years from 40-50 families have reported need for assistance during the week before Christmas.

"Since there is little time to determine if these people need help or not," she said, "toys and baskets are sometimes delivered to those who do not actually need assistance."

Story telling is a highly developed skill in Moslem countries where religion forbids the portrayal of human and animal likenesses in art.

"I CAN HELP YOU"
R. T. "Bob" WOODWARD
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Look Your **LOVLIEST** For the Holidays!
This is the season when you'll want to look your best... and beauty begins here, with a flattering hairstyle

Mona Husband

We welcome Mona Husband to our staff. She will take Friday and Saturday appointments. AND

3 FULL-TIME OPERATORS
Edith Hudson - Addie Stallings - Coy Tice

SATURDAY APPOINTMENTS WELCOME!

WIG SER. ICE AVAILABLE
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Christmas Dinner Held By Phebian Class Thursday

The Phebian class, First Baptist Church, had a Christmas dinner Thursday night at the First National Bank. The program of skits and songs was presented by Duane Barrett. Mrs. J. B. Harlin, class teacher, was unable to attend because of illness. She and Mr. Barret were presented gifts.

District...

(Continued from Page 1)
Sparkman Jr., Dennis Lomas; Mrs. Harry McCauley, C. D. Carnahan, Kenny Gearn, Mrs. Tom C. Hargrave, Mrs. J. B. Pool, Mrs. George Jowell, Albert L. Smith, Glyn Bilbrey, Weldon Sims, Dale Tinnin; Marvin R. Gordon, Robert Veigel, B. E. Kendall, Mike Betzen, Mrs. H. L. Hershey, Bob Hicks, Carl J. Berend, J. D. Gilbert Jr., F. A. Tucker, Perry C. Ray; Mrs. O. L. Bybee, Lawrence Carlson, Don R. Johnson, James Hund, Mrs. N. Hopson, Eva Nunley, Donald E. Jackson, Mrs. Harry Bennett, Gerald Hamby, Frank Prowell; Mrs. Gladys Braly, C. E. Beauford, Merl Bridges, Homer Brumley, Charles Brown, Mrs. J. M. Hamby, Charles Hill, Virgil Justice, Peggy Higgins, and D. C. Kinsey.

Hospital Notes:

Patients in Hospital
Mrs. Carolina Ortiz, General Delivery; Mrs. Lucio Padilla, 208 Jowell; Mrs. Burke W. Inman Jr., 313 Grand; John D. Kelly Jr., Route 3; Pannandie; Gary Adrian, Route 1, Hale Center; Mrs. J. W. Estep, Route 3; Troy B. Newman, 414 Avenue J; Larry Hubbard, Route 2; Mrs. Lorraine Fowlkes, Box 781; E. F. Sevier, Route 3; Clea Kay Rutter, 401 West Third; Dub Reeves, 123 Star; Mrs. Clara Shore, 304 Jowell; Mrs. Oleta Armstrong, 335 George; C. P. Owen, Route 1; Mary Elizabeth Foshee, Route 3; Z. R. Osborn, 111B Avenue F; E. Jack Grady, Box 414; Fred H. Oberthier, 511 North Miles; Tom E. Bugbee, Goodnight; Mrs. J. Nolan Grady, 116 Avenue J; Mrs. Virgil Merrill, 511 West



ARMY PVT. GARRY L. EASTON, son of Mr. and Mrs. Henry Easton, Hereford, is scheduled to complete eight weeks of advanced infantry training with light weapons at Fort Polk, La., Dec. 13. The 17-year-old soldier entered the Army last August and received basic training at Fort Polk. He attended Hobbs (N.M.) High School. (U.S. Army Photo)

COWAN'S 12th BIRTHDAY SALE
SILVERPLATE
\$19.95

Third; Hettie R. Jones, 1825 Plateau Lane, Amarillo; Lulu Botsford, Route 1; N. G. Kelley, 913 South Walnut, Idalou; Ronald Lee Bowman, General Delivery; Franklin J. Jackson, Route 1, Dimmitt; Mark Allen Lee, 803 Sheldon, Clovis, N. M.; Joe Rodriguez, General Delivery; Mrs. Ruth Coleman, Route 2, Friona; A. H. Swigart, Box 341; Mrs. Ida Madden, 420 Avenue J; Raymond P. Conaway, Route 3; Mrs. Amanda Strong, Route 1; Karl H. Hare, 121 Emma. Dismissals: Mrs. Lawrence R. Hill, 12-2; Mrs. Gilbert H. Yosten, Joivie, Mrs. Mollie Greeson, Mrs. George Treadway, Mrs. Jessie R. Bollinger, 12-4. James McMahan, Rolan Jordan, Mrs. J. W. Robinson, Mrs. Frederick Beversdorf, 12-5.

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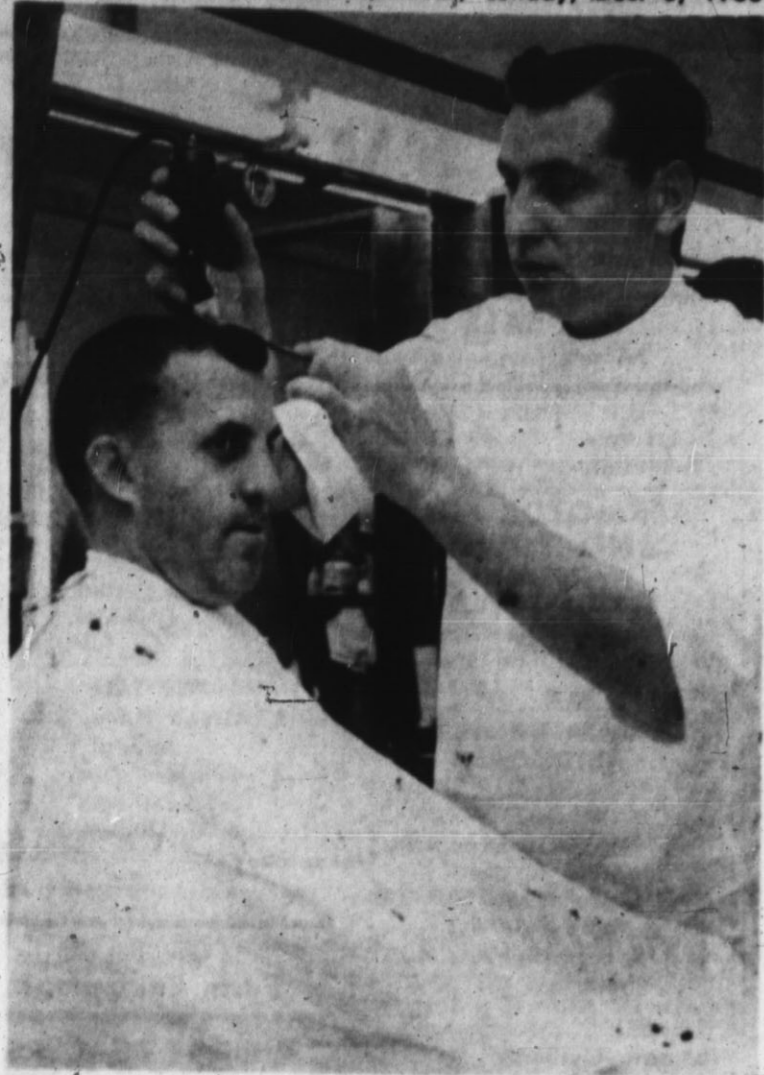
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First Anniversary All Day
Saturday, Dec. 14
Free Coffee & Cookies Served All Day

CONOCO
"Hottest Brand Going"
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JOE ROJEK, born in Poland and confined for 2 1/2 years in a communist prison camp, is free in America to ply his trade. He is a partner in a barber shop here. (Brand Photo)

Rojek...

(Continued from Page 1)
 track of the days," he says. "In fact I didn't know when Christmas came or went. About all we were able to keep up with was the passing of the years; mere days didn't matter anyway."

Politics First
 In school it was always the same thing — the Russian language, politics and communism. His mother continued to work at the farm, but Joe didn't see her. When the Russians signed a treaty upon Japan's surrender, the Polish prisoners were taken to Persia and released. The 1000 mile trip was itself an ordeal, made in wagons across the rough terrain. But during the trip, Joe was reunited with his mother. The reunion was brief however; she died a few months later on a ship as the group was being transferred to India. The heartbreak, the long days of hard work, the end to her world had proved too much, Joe says.

Then came an orphanage in India for 9-year-old Joe and 3000 other displaced orphans of the war. Still later the Polish government in exile — of which his father had been a part in the pre-war days — signed a treaty with Mexico. Under the terms, Mexico was to receive Poland's displaced persons and keep them until 1946.

Again Joe went to school, but it was an entirely different school. Mexico was good to the battered children of another world, Joe says, "and then, for the first time since that day when Russia and Germany had used our country for a battle arena, we felt free."

Prisoners' Choice
 In 1945 they were given a choice of countries where they could live. They could go to Australia, England, New Zealand or the United States. "And, of course," he muses, "we could go back to Poland, but we would be under communist rule. So far as I know, nobody chose the old home country because it was no longer the old country as we had known it, a free country."

A Dr. Mollek, himself a former Polish citizen who had moved to Pittsburgh before the war, offered to take six of the boys into his home in Pittsburgh. Joe was lucky enough to become one of those six boys. Altogether, 17 of the misplaced Polish boys wound up in Pittsburgh. They were all sponsored by YMCA and YWCA.

"For a year, they studied English. It was an intensive course," Joe says, "and we learned English — really learned it during that year."

Then in 1951, the 19-year-old Polish refugee joined the American Air Force and served a 4-year hitch. Following basic training at Sampson, he attended carpentry school at Fort Belvoir, Va., and then was transferred to Korea with the 5th Air Force. On return to the States, he went to Pinecastle AFB, Florida, and from there was sent to Amarillo AFB.

It was during this time that he became an American citizen. And it was while he was in Amarillo, too, that he met Doris Caldwell, through the YWCA. She was from Channing and became Joe's wife in ceremonies at Channing, Nov. 25, 1953. They moved here in 1958 and Joe became a barber after graduating from a barber college in Amarillo. They belong to The First Methodist Church.

So, today, the Rojeks, thoroughly American, are preparing for Christmas in a land that is free, and Joe's life pattern is one of peace and contentment. There's a poignant note though, even at the happy Christmas time: "I only hope," he says, "that everyone in Poland will try to keep faith that someday they, too, may become a free nation like the United States."

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Funeral Services Are Saturday For Emma Merritt

Funeral services for Mrs. Emma Merritt, 75, were conducted Saturday at 2 p.m. in the Rose Chapel of Gilliland Funeral Home. The Rev. B. L. Davis, pastor of the First Baptist Church, officiated.

She was a member of the First Baptist Church. Mrs. Merritt is survived by two sons, Jim of Santa Ana, Calif., and Gus Hillard of Hurst; one daughter, Mrs. Ruby Neal of Austin, one brother and one sister, 6 grandchildren, and 2 great grandchildren.

Interment was in West Park Cemetery under the direction of Gilliland Funeral Home.

Toastmasters Set Christmas Party

Hereford Toastmasters club has set its Christmas party for Thursday, Dec. 19 at 7:30 p.m. President Raymond Flores announced Saturday.

The party will be at Raney's Restaurant, and entertainment will be given by the members and members' families, he explained.

At their meeting this week, Dr. Milton C. Adams presided as parliamentarian, and led the club in a parliamentary drill on the subject, "To Amend."

Each member gave his favorite Christmas story. Stan Knox acted as toastmaster, and Kenneth Coker was named best speaker.

Look Who's New!

Mr. and Mrs. Burke Wagner Inman Jr. are the parents of a daughter, Dawna D'Lynn, born Dec. 5 at 5:25 a.m. She weighed 7 pounds and 7 1/2 ounces.

Mr. and Mrs. Lucio Padilla are the parents of a daughter born Dec. 5 at 10:55 a.m. She weighed 7 pounds and 1 ounce.

Members present were Bill Penn, Raymond Flores, Don Chaney, Stan Knox, Virgil Dodson, Hardy Benson, Bob Rott, Ken Coker, Bill Thompson, Rex Lee, Dr. Adams and Melvin Jayroe.

Final Rites For Mrs. Sam Faith Slated Monday

Funeral services for Mrs. Sam Faith, mother of Mrs. Robert Veigel, Hereford, will be conducted Monday at 10 a.m. at Wood-Dunning Funeral Home, Plainview.

Mrs. Faith, 82, died Friday, Dec. 6, in the Dallas home of her daughter, Mrs. Ruth Sorley. Her four daughters, Mrs. Veigel, Mrs. Sorley, Mrs. Jewell Smith, San Antonio, and Mrs. Lorena Owens, Downey, Calif., and her son, Paul Faith, South Gate, Calif., were with her in Dallas and will remain until after funeral services.

Born Oct. 14, 1881, in Alabama, she moved with her family to the Indian Territory in 1886 and had lived in Plainview and Hale County since 1919. She and the late Sam Faith were married in 1911 at Boyd. She was a member of the First Church of Christ, Scientist, Plainview.

Survivors include the four daughters and one son; two brothers, Bob Avary, Wayne, Okla., and Newton Avary, Sulphur, Okla.; one sister, Mrs. Tillie Gaddberry, Dallas, nine grandchildren, and five great-grandchildren.

The San Francisco earthquake and the ensuing fire in 1906 destroyed over \$3,000,000 worth of property.

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AMERICAN SCHOOLS TRAIN YOUR PHARMACIST TO USE THE WORLD'S MEDICINES
 to safeguard your health. His American skills and knowledge use the treasures of all the world when he fills your prescriptions.
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| Asphalt Shingles | 235 lb. — Colored | sq. \$6.00 |
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| Finished Trim | Birch & Mahogany | 12 1/2c |

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WE BOTH LOSE MONEY IF WE DON'T BID ON YOUR MATERIAL NEEDS.
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as Wm. J. (Bill) Kester, son of Mr. and Mrs. Lynn Kester, returns from service in Germany to be come associated with Kester's Jewelry; the 4th generation in Texas, the 3rd generation in Hereford.

From the covered wagon... to the space age...

Bill attended Hardin Simmons University in Abilene and West Texas State, Canyon, before enlisting in the U. S. Army. He served three years in 2nd Armored Div. Arty., the past 2 years and 3 months in West Germany. Bill married Regina Franz in Germany on Nov. 22 and has brought his bride to Hereford where they will make their home.

F. M. Kester, Sr. came to Texas in a covered wagon in 1876 and established the first jewelry store in Coleman in 1877.

F. M. Kester, Jr. established his jewelry and optical store in Hereford in 1927. Frank came to Texas from Illinois with his parents in the covered wagon.

Lynn Kester became associated with his father, F. M. Kester, Jr. in 1935.

NOW... We are going to have a storewide "SELLABRATION" to begin the new era. There will be items in every department with the prices chopped off to fit your pocketbook and a valuable door prize will be given to someone registering in our guest book.

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|---|--|-----------------------------------|--|--|---------------------------|
| Golden finish novelty ring watch with simulated pearl bezel. In individual gift box. Attractive styling. \$19.95 | Pearl set bezel open back with turquoise bezel. \$79.50 | Covered Dial Watch \$19.95 | 1/4 Carat 8 DIAMOND LOCKED SET 14K White or Yellow Gold \$79.50 | EXTRA HEAVY 10K white gold setting with 1/2 ct. of Florence, 7mm cultured pearl, 6 spinels. \$24.50 | Wristwatch \$10.95 |
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|-----------|---------|
| 1949-1951 | \$40.00 |
| 1952-1954 | \$45.00 |
| 1955-1956 | \$50.00 |
| 1957 | \$60.00 |
| 1958-1961 | \$65.00 |

FORD STANDARD

| | |
|-----------|---------|
| 1940-1951 | \$35.00 |
| 1952-1954 | \$40.00 |
| 1955-1956 | \$45.00 |
| 1957 | \$50.00 |
| 1958-1961 | \$55.00 |

FORD PICKUPS

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| 1953-1961 De-Lux | \$75.00 |

FORD TRUCKS 4-SPEED

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| 1951-1952 SYN. | \$60.00 |
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CHEVROLET OVERDRIVE

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| | |
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| 1940-1951 | \$32.00 |
| 1952-1954 | \$35.00 |
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| 1958-1961 | \$50.00 |

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| 1947-1952 | \$38.00 |
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CHEVROLET TRUCKS 4 SPEED

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MERCURY STANDARD

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|-----------|---------|
| 1955-1956 | \$65.00 |
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MERCURY OVERDRIVE

| | |
|-----------|---------|
| 1949-1951 | \$40.00 |
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| 1957 | \$90.00 |
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Thursday Night EA 7:30 P.M.
Hereford A. F. & A. M. No. 849
Troy Stambaugh, Sec. Bill Hulson W. M.

Lions Club

meets each Wednesday, 12 Noon
Hotel Jim Hill

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Extra large 3 bedrooms, 2 baths, brick, 2800 sq. ft., one year old. Refrigerated air, fully carpeted, drapes, basement, fence, sprinkling system, double garage. \$30,000. Shown by appointment. Immediate possession.

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Large 3 bedroom brick, ultra modern, near school. \$630 down. Call for an appointment.

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FOR SALE 4.6 Acres with following improvements. House, 7 rooms and bath. 4 inch irrigation well, 250 ton capacity hay shed, 80 foot cow shed. Fenced and cross fenced, hog proof. Three miles N-E. of Hereford. \$15,000, or would trade for cattle. Alvin Williams, Route 1, Ph. EM 4-0958 B-4-23-4c

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Excellent 2 bedroom completely redecorated. 829 Brevard. If you can pay rent you can own this home. Call for details. H26

New split-level elegance. 105 Fir. Four bedrooms, 2 baths, large den, colored bath fixtures. Will trade for your old house. H319

Three bedroom brick, 1 1/2 baths, carpets, central heat. 1700 sq. ft. \$17,500. Large utility room and double garage. H33

FARMS

330 acres near Muleshoe. 95 acres cotton, 189 milo, 25 alfalfa. Two 10 inch wells, good improvements. \$50 an acre. F311

We have many farms listed in Colorado and Kansas with water potential, priced from \$137.50 an acre. F39-310-38-43.

1950 acres in Artesia, N.M. water district. This is a closed district which means excellent water from now on. 1000 acres in cultivation, 250 acres cotton allotment. Well improved. Call for details. F55

One half section row land near Dumas. \$250 an acre. Yes, it is good land; good water. F37

Five and three quarter section ranch. Plenty of water. 150 to 175 cows. 29" down, \$32.50 an acre. R17

Half section, North Plains. \$250.00 an acre, \$39,000 down, easy terms on balance. Three bedroom home, barn, one 8 inch well, 40 acres permanent grass for cattle. F32

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FARMS

One half section, 120 acres cotton, 10 inch water. \$210,000, 29% down.

One half section, fair house, 1/2 mile from pavement, two 8 inch wells. \$450 per acre, 29% down. Will consider trade for first lien notes.

Section northwest of Hereford. \$200 per acre, 29% down. 200 acres maize and 200 acres wheat.

Quarter section, 20 acres cotton, 20 wheat, 20 grass, 90 maize. \$450 per acre, 29% down. Two wells, one 8 inch and one 6 inch.

300 acres \$300 per acre. Bovina. Good allotments, good deep soil.

HOMES

\$12,250, \$400 down, \$250 closing costs. Three bedrooms, 1 1/2 baths, built-in range and oven, carpet. Let us build you one. See our many plans now.

We are building two new spacious homes on Westhaven Drive. Contractors, Parker & Douglas, builder, Jim Pruitt. We will try to trade for your home. If these plans do not fit your needs we will be glad to draw plans especially for you.

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Two bedroom stucco, very clean home. \$1,000 down. Owner will carry all papers and note on house. Payments to suit you.

Lucious 3 bedroom, 3 bath home on Dimmitt highway. \$25,000. See this one today.

Two bedroom home on Avenue K, extra clean. \$11,000. Low down payment.

See us today about buying or building a new home—or we have several lived in homes that are in nice condition—from \$300 down to any amount down.

Buy With Confidence

JUSTICE FARMS

320 acres with good allotments, good water. At Hub, on pavement. Only \$400 an acre, 29% down.

440 acres with two good wells on natural gas. Good allotments. \$325 and acre, 29% down.

Half section, perfect. One well, good allotments, 13 miles from Hereford. \$425 per acre.

See us for that motel, farm, ranch or house.

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Phone EM 4-2030

FARMS
Will Trade 1/2 section for nice home in the city. Lays perfect, clean, good soil, near city on highway.
Tabletop long section, 6-6" wells tied together, over 2 miles tile, very nice and clean. No finer soil. \$365 per acre, will take a small trade or second lien.
Perfect 1/2, 8" well, good allots. \$400 per acre.
Good 1/2 with 8" well in Castro County. Will trade for good 1/2 sec. in this area with 8" water.

HOUSES
New house in good location, 2 bdr. with small down, \$67 per mo., for whites or LATIN AMERICANS.
Will Trade nice home with everything at appraised value for a house that will appraise up to \$12,000.
Large 3 bedroom house with basement, double garage with large apartment-storage room. On Ave. B. \$9,500.
3 bedroom with large paneled den, fenced patio, brick with some fine carpet. Ext. loan payments \$61.00 per mo., including taxes and ins. Owner must sell. \$9,500.
Nice duplex, two three room. apts, good condition. \$10,500.

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955 Acres. Nice 3 bedroom brick home, 2 bedroom helper house. Grain elevator, other out buildings. 5-6" irrigation wells. 2 1/2 miles tile. Wheat and Milo allotments. All class land, on pavement. Will sell or take 1/2 section as trade in, in Hereford School District. For further information contact:
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Published every Sunday at 386 Main St. Hereford, Texas

James M. Gilentine, Editor and Publisher
Melvin Young, Managing Editor
Bill Penn, Adv. Mgr.
Subscription Rates: Zone 1 \$4.00 per year; Zone 2 and above, \$5.00 per year. With the Hereford Brand both papers. Zone 1, \$4.95 per year. Zone 2 \$6.35 per year. Carrier delivery, 60 cents per month. Single copies 15 cents each.
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Near Hereford; lays good, good wheat base; two wells. \$180 per acre. \$16,400 down, balance on loan.
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821 ACRES 7 miles SW Dalhart. Approximately 725 acres of wheat and milo allotments. Still in soil bank 3 more years. Phone 267-4661, Vega, Texas. B-4-28-24P

180 ACRES
Near 10 inch water, 20 miles of Hereford \$210.00 per acre. Phone,
VELMA HARVEL
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AS3-155 Acres, good 6 inch well, \$375.00 per acre, \$10,000.00 down, 20 years balance.
AS2-160 acres good water, good allotments, trade for 1/2 section.
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BP1-318 acres, 8 inch well, 50 cotton, good wheat & Milo allotments, improved, 29% down.
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ED1-1120 acres, 1100 cultivation, 6 good wells, good wheat & milo allotments, \$350 per acre.
GZ1-2550 grass, North Plains, \$105.00 per acre, 15% down, balance 10 years, guaranteed water.
OS1-Two sections, guaranteed water, \$150 per acre, 15% down, balance 30 years.
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Suburban home: Large beautiful home, beautiful location right near Hereford for sale. Price terms and other information on request.
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Hereford, Texas
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B-4-18-1FC
B-4-47-1fc

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TWO BEDROOM unfurnished house for rent. Whites only. 623 Irving. Call CL8-4135. B-5-12-49-2C

FURNISHED ONE bedroom duplex to white couple. Central heat. Utilities paid. 711 East Third. B-5-14-49-1fc

BUY HER a Kirby Cleaner for Christmas. 434 West First. Hereford. B-5-10-49-6C

APARTMENTS FOR rent. Palo Duro Apartments. 608 East Third. B-5-10-48-1fc

FOR RENT to White Adults, apartment at 613 South. 25 Mile Ave. Floor furnace heat. B-5-20-48-1fc

NICE furnished apartment. Whites only. Fullwood Electric. 232 West Third. B-5-10-21-1fc

MODERN FURNISHED garage apartment. With antenna. 805 North Lee Avenue. Phone EM-4-0738. B-5-12-21-1fc

BEDROOM for rent close in. 509 Ross Avenue. Call EM4-1628. B-5-10-23-1fc

BEDROOM FOR rent, close in. Call EM4-2188 B-5-10-23-1C

TWO BEDROOM furnished house. Newly decorated. Furnace, Carpets, Adults only. No pets. Call, nights and week ends. EM4-1226 Week days EM4-2733. B-5-21-23-1fc

THREE BEDROOM house for rent. 480 Block McKinley. Call Mark IV Realtors. B-5-12-23-1C

and Street Hereford. Phone EM 4-0560. B-5-10-25-4-1fc

6. WANTED

YOUNG, EXPERIENCED Beet grower from North Platte Valley of Western Nebraska wants job on crop rent basis in Hereford area. Inquire to Box 10 Gering, Nebraska. B-6-26-5P

WANTED: Your repair work on all small electric appliances. Vern Witherspoon 201 Jackson Hereford, Texas. B-6-31-1FC

PAINTING, CARPENTER repair. Special-Fall and Winter rates. For appointment Call EM4-0557 B-6-12-19-1fc

NEEDED LISTINGS on farms, homes, businesses and commercial property. Justice Realtors. B-6-11-4-1FC

7. Dressmaking-Ironing

WANTED IRONING to do. Contact Mrs. J. M. Garthel, 336 Avenue C or phone EM4-0187. B-7-15-49-6C

8. HELP WANTED
Want To Buy

WAITRESSES Wanted: Apply in person at Raney's Restaurant. B-8-10-1-1fc

WANTED: Welder and blacksmith for shop work. Permanent position for right person. No drinkers. Phone 238-2332 or 238-4441, Kerby Welding Service, Bovina, Texas. B-8-23-3c

STORE MANAGER. I need a man 30 to 40 years old with business and merchandising experience to train for store manager position in growing chain of Farm and Ranch Supply stores. Good pay. Hospitalization, Life insurance. Paid vacation and other benefits. Write giving complete details of your age and business background in first letter. H. M. Gebro, Box 232, Plainview, Texas. B-8-23-3c

9. Situations Wanted

FOR CUSTOM farm work, Call Dan Jones. EM4-3225. B-9-10-46-8C

10. NOTICE

BUY HER a Kirby Cleaner for Christmas. 434 West First. B-10-10-49-6C

NOTICE
The person who borrowed the Refrigerator Trucks from Jerry's Appliance, would you please return at once.
JERRY'S APPLIANCE
513 Park Ave. Hereford
B-10-23-1fc

REDI-PAY HOSPITAL PLAN
PAYS LIKE A HOSPITAL POLICY SHOULD - ALL THE BILLS - UP TO \$5,000.00
A. M. YOCUM
201 N. Miles EM 4-1594
B-10-23-3c

MR. FARMER
We have hundreds of 14 inch Trailer Tires. New and used tires.
James A. Brown Tire Service
Highway 60, West
B-10-23-1fc

ATTENTION FARMERS!
Experienced Mexican farm laborers with permanent visas now available. Call DR3-5111, or write Box 1988, Amarillo, Texas. 5-10-21-2c

NOTICE
The Wesleyan Service Guild of the First Methodist Church announces it is again selling the Corsicana Fruit Cakes for the coming Holiday Season. These are now on hand. Call or see any member of the Guild.
Days - Call EM 4-2060
Nights - EM 4-3769
5-10-15-1FC

WELL WORK
AERMOTOR windmills, submersible pumps.
J. E. TURNER
Phone EM 4-2194
5-10-24-1FC

DITCHING SERVICE AND SPRINKLER SYSTEMS
EM 4-0343 EM 4-1567
B-10-19-1FC

11. Business Service

FOWLER AND KELLEY
Electrical Contractors
Residential and Commercial
All bids and wiring competitive.
Phone EM 4-2012
Nights phones EM 4-2012 or EM 4-1828 B-11-21-1fc

SEWING MACHINES
Vacuum Cleaners, Parts and Repairs. Disposable bags.
JEFF ROBERSON
137 Ave. D. Ph. EM4-0262
5-11-28-1FC

QUALITY CONCRETE WORKMANSHIP FLOORS-PATIOS DRIVEWAYS
FREE ESTIMATES
H. E. WESTER
111 BRADLEY ST.
PHONE EM 4-0408
BEFORE 8 A. M. or AFTER 5 P. M.
5-11-16-1FC

LUCKY U ANSWERING SERVICE
24 hour answering service with low monthly rates. For further information call EM 4-2181. 5-11-11-1fc

Religious Plaques Styrofoam Forms Wicker Christmas Decorations Race Car Accessories
HOBBY HOUSE
127 West Third
B-11-22-1fc

RUBBER STAMPS
Any Size up to 3x5 inches. One Day Service
WATTS RUBBER STAMP CO.
Box 593 EM 4-3259
B-11-21-1fc

DILLARD EARTH MOVING SERVICE
Bulldozer Work
TROY NEWMAN
Phone EM 4-2072
B-11-22-1FC

PORTABLE DISC ROLLING
Scalloped or plain. Jacobson Brothers. Phone EM 4-1543. B-11-10-23-1fc

(Continued on Page 6)

POWELL TV & RADIO SERVICE
Years of Experience On All Makes
EMMETT POWELL
105 Grand Ave.
EM 4-1659

SERVICE ON
Black & White & Color TELEVISION
Any Make or Model
SUNSET APPLIANCE
906 Lee EM4-3472

Reliance HOMES
FOXWORTH GALBRAITH
NO DOWN PAYMENT
NO CLOSING COSTS

HILL'S TEXACO
FIRST & MILES
EM 4-1823
CONVENIENT TO DOWNTOWN

ALL TYPES ELECTRICAL WIRING
PHONE EM4-0910
BILL DRUMMOND
BILL'S ELECTRIC

CUSTOM FEEDING
Growing - Finishing Rations
CHARLIE STONE
EM 4-2224

CHARLIE BELL SELLS
Southwestern Life

SERVICE ON ALL Washers & Dryers
SUNSET APPLIANCE
906 Lee EM4-3472

HOUSES FOR SALE
IN ANY PRICE BRACKET
CALL EM 4-0555
Lone Star Agency

COWAN'S 12th BIRTHDAY SALE
SINGLE TO 3 STRANDS CULTURED PEARLS
\$21.95 AND UP
Simulated Pearls \$2.50 AND UP

COWAN'S 12th BIRTHDAY SALE
NORELCO ELECTRIC
SHAVERS
Reg. 24.95 \$12.95
FLOATING HEAD
Reg. 29.95 \$17.95

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

MEAT
Processed For Freezer - Also RETAIL SALES

HACKER & JESKO
1315B Park Ave. EM4-3224

HEREFORD BAKERY
519 Park Ave. EM4-0177
HOME OF Deaf Smith County Bread and Pastries

FOR Gas Wash Grease Wheel Balancing Minor Repairs
BOYD'S HUMBLE SERVICE
EM 4-1110
Hiway 60 & 385

When You Think Of
CLOTHING
Think Of
MARTIN'S
Ready To Wear
509 Park Ave. EM4-1180

TV - Radio - Phonograph
All makes & Models
REPAIRS & SERVICE
HUCKERT TELEVISION
143 N. Main EM 4-3702

GO GO GO

Classified ads get Results

Home Made CHRISTMAS CAKES
Make wonderful gifts. but call us very soon. No orders can be taken after December 16.
ANNI BRASHEAR
EM 4-1809

Colorado Rod-Weeders PTO or hydraulic drive. Cisco Rod - Weeders with hydraulic drive. Dempster Planters, Cultivators and Rotary Moes. Lilliston 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

RENT A CAR
LOW RATES

Campbell Pontiac
815 E. 1st EM 4-2283

AUCTION SERVICE
Sales of All Kinds
BILL FLIPPIN
Frona
Phone 5362
or
George Zetzsche
Clerk
Phone AV9-4404

30 new 1964
Total Performance
FORDS
The car that was chosen over All Others on the race track of the U.S.
Also 60 Used Vehicles To Choose From

STEPHENS-HUDSON MOTOR COMPANY
First & Miles EM 4-2727
HereFORD, Texas

WE PAY TOPS
WE PAY AMARILLO MARKET PRICES
EM 4-3514 7:30 - 12 Noon
Hereford Sale Barn
Livestock Weighed Free

B & B
Recreation Club
128 Lawton
Pool - Snooker

MATTRESSES
New Renovated Remanufactured
FREE PICKUP & DELIVERY
Prices are the same in Hereford as Amarillo
Call or Write
ANDERSON
Mattress & Upholstering Co.
Box 802 - 205 N. Tyler
Amarillo DR3 -8313

GOLDEN SPREAD HOMES
"The Best Buy on homes in Hereford"
Total Move In Cost. . . \$665.00
Call DON BROWN - Tulia WY 5-2580 or WY 5-3307 or Local Agent MICHAEL WILSON Roy Smith Real Estate
921 E. First EM 4-1800 Hereford, Texas

SEE **HI-PLAINS SAVINGS and LOAN ASSOCIATION** FOR **HOME LOANS** TO BUY OR BUILD REMODEL REFINANCE
128 E. 3rd

Letters To Santa Claus

Dear Santa:
Please bring me a big burier and a Concentration game, a walkie-talkie, a machine gun and stand and a King of the Hill game.
Please bring Donny a tractor with a seat. Merry Christmas!
Lynn and Don

Dear Santa Claus:
I want a football and suit. I want a truck. I want a little tractor to play with.
Greg

Dear Santa Claus:
How are you? I hope you are around this year. Please get me a baby on a bare-skin rug. And toddler an baby doll and Bugs Bunny, the talking doll.
Beth Gibson

Dear Santa Claus: Please bring me a big wagon and a Frankenstein puzzle.
Thank you, Love,
Darryl Johnson

Dear Santa Claus:
Football suit No. 1, a bicycle, speedometer, a Frankenstein game, a football. Thank you, Love,
Tommy

Dear Santa Claus:
I want a toy pistol and an evening set and a snow-cone machine and a model airplane.
Gary McGuire

Dear Santa Claus:
I would like to have a doll. I would like to have some dishes. I would like to have a little doll. Look on the list of things. My Mother's name is Mrs. James W. Holman. I don't want to get things my mother didn't want me to get.
Love,
Marta Holman

Dear Santa Claus:
Mary wants a iron and a iron board, dishes, piano and a telephone. Also paper dolls.
Thank you,
Mary Helen

Dear Santa Claus:
I would like to have a Tammy doll with brown hair and all her clothes and accessories. And a 141-piece food mix set and an Enlarge-A-Graph. I want a 187 piece Custer's men and Sitting Bull's braves set and a blue Sussex tea set. I am 9 years old.
Sandra Kay Medley

Dear Santa:
Please bring me some shoes and some clothes for my Babete. My sister wants a transistor radio and some sneakers, too.
I can't wait until Christmas. Thank you for the things you brought me last year. I live in

the country. My address is Route No. 3.
Love, Nancy Newsom.

Dear Santa:
I want a Tressy doll, a pen doll, or a little Miss Echo. Please (please!) bring me and my sister a dolly hair dryer set. We will share it. Please! Bring me a wooden high chair for my little Miss Echo (if I get one.) Please bring me a buggy.
And please bring my little brother a tricycle and some trucks and cars. And my sister and me a Give a Show set and a nurse set. Thank you. Get me and my sister and brother as much as you can. I love you very much. We will leave some candy or fruit out for you, and some coffee too.
Becky Flowers

Dear Santa:
I want a wooden train and a Ranny-O-Ray ventriloquist dummy.
How are you and your raindeer? Write how you and your raindeer are on a Christmas card. I'm fat too. Ha! Ha! Ha!
Love,
Wesley Newell

Dear Santa Claus:
I would like for you to bring me a speedometer for my bike. And I would like a tractor to ride. And I would like a transistor radio.
I am 8 years old. I am a boy. I am your friend.
Love,
Phillip Carnahan

Dear Santa: Please bring me a fire truck that I can ride in with two ladders and a hose. Please bring me some candy, too.
Also a Dick Tracy car. I am 5 years old.
Your Friend
David Carnahan

Dear Santa Claus:
My name is Beverly Sue Phillips. I would like to have a Tammy doll, a nurse set, clay dough and a puppet set for Christmas.
My little sister, Lisa Carol, wants a Kissy doll, cash register and clay dough. We will try to be real nice.
Thank you,
Lisa and Beverly Sue Phillips

Dear Santa:
Please bring me a Barbie Fashion House, Barbie clothes and a bike.
Please remember all the other little children in the world.
Your Friend,
Jeanne Carnahan

Dear Santa:
I am 3 years old. I would like to have some guns and a train; also some trucks and horses.
Thank you,
Jimmy D. Bryant

Dear Santa Claus:
Please bring me a Little Miss Echo or a Big Tressy doll. Please bring me a stroller and bring me a dish set and a little red spinning wheel and a king of the hill game and Barbie Clothes and high chair.
I love you very much and we will leave you some goodies for you.
Daria Flowers

Dear Santa:
I am a little girl 6 years old. I would like a tiny Chatty baby, a stove and a baking set. My little sister, Cay, would like a Cuddly doll and any other toys you would like to bring her. Kay is 3 years old.
Please remember my little cousins and friends.
Love,
Ann Zetsche

Dear Santa:
I thank you for the things I got last Christmas.
Please may I have a cowgirl suit but not boots.
Love,
Diane Steele

Dear Santa Claus:
My mother wants a house coat. My daddy wants a robe. My sister wants Miss Pony Tail doll. My sister wants a buggy. I want two story book dolls. I want a coke machine. Good-bye Santa Claus.
Love,
Sharon Freeman

Dear Santa:
I am 7. I go to Central School. I want a Tammy with some clothes; also a bed and a suitcase for her. I want some dishes.
Thank You,
Pamela Bryant

Dear Santa:
I am 4 years old and have been a good girl. I would like to have a doll and bottle and some doll clothes and bed. Also I like candy and nuts.
Thank you,
Donna Bryant

Dear Santa:
I am a little girl 5 years old. I would like to have a doll with some clothes, a nurse kit and some dishes. I have been real good.
Thank you,
Deborah Bryant

Our Two Mrs. Johnsons; They're Much Different

By JOY MILLER
History has a habit of repeating itself, but rarely with such attention to detail.

When the President elected in 1860 was felled by an assassin's bullet, the oath of office was hastily administered to a vice president named Johnson — a Southerner with national sympathies, an independent man in his mid-50s with a wife who had devoted herself to promoting his political career.

When the President elected in 1960 was felled by an assassin's bullet, the oath of office... the rest is just the same. But having gone so far, history seems to have lost interest in repetition.

At the point in time when they descended upon the national scene as the country's First Ladies, no two women were ever more unlike than the first and second Mrs. Johnsons.

Eliza McCordle Johnson in 1865 was an invalid, unable to assume the duties of hostess in the White House. Lady Bird Johnson in 1963 was one of the capital's busiest and most popular hostesses as wife of Vice President Lyndon Baines Johnson. The White House will only give wider range to her talents.

The particulars are different too. The second Mrs. Johnson, Dear Santa: I have been a good boy. I want this year a pair of boots.
Rex Lee

Dear Santa Claus:
I am a little boy 6 years old. I am in the first grade in school. I have been pretty good this year and I would like for you to bring me a Give-A-Show Projector, a Superman suit, a Train, guns and a steam engine. I hope this isn't too much to ask for. Please be good to all my friends and all the other boys and girls. I would like a set of tinkertoys too.
Love,
Kevin Fox

Dear Santa Claus:
I am a little girl 4 years old. I am a pretty good little girl most of the time. I am learning to help mother with the dishes at night. I would like for you to bring me a doll with some clothes, a doll buggy and a majorette suit and baton. I would also like some guns to play cowboys with Kevin and some tinkertoys too. Be sure and bring Angela and Becky what they want.
Love,
Karen Sue Fox

Dear Santa:
I am 3 years old. I would like to have some guns and a train; also some trucks and horses.
Thank you,
Jimmy D. Bryant

Dear Santa Claus:
Please bring me a Little Miss Echo or a Big Tressy doll. Please bring me a stroller and bring me a dish set and a little red spinning wheel and a king of the hill game and Barbie Clothes and high chair.
I love you very much and we will leave you some goodies for you.
Daria Flowers

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Please remember my little cousins and friends.
Love,
Ann Zetsche

Dear Santa:
I thank you for the things I got last Christmas.
Please may I have a cowgirl suit but not boots.
Love,
Diane Steele

Dear Santa Claus:
My mother wants a house coat. My daddy wants a robe. My sister wants Miss Pony Tail doll. My sister wants a buggy. I want two story book dolls. I want a coke machine. Good-bye Santa Claus.
Love,
Sharon Freeman

Dear Santa:
I am 7. I go to Central School. I want a Tammy with some clothes; also a bed and a suitcase for her. I want some dishes.
Thank You,
Pamela Bryant

Thanks to the efforts of her predecessor, Mrs. John F. Kennedy and her fine arts committee, has at her disposal a White House that is a national showplace. Andrew Johnson's family, on

Women Will Love Those Soft House Slippers

Give Christmas the soft touch this year with comfortable leather slippers. A thoughtful gift of soft, elegant suede or glove leather slippers will pamper and please every man, woman, and child on your holiday list.

Your choice this winter ranges from soft ankle-tugging leather boots that are suitable for both indoor and outdoor wear to slippers designed chiefly for the path between the refrigerator and the easy chair.

Gift footwear for people who prefer to view the wintry scene from behind a window pane boast high fashion and a high degree of comfort.

For the girls there are leather slippers or mules in colorful, lavish fashions. Some are beautifully embossed in gold or silver. Others are embroidered in floral designs.

A harlequin slipper is made up of bright leathers in diamond shapes. Its corners turn back and are fastened down with tiny silver bells or gay, gold pins.

The court jester's slipper—boot of soft-leather reaches to the ankle where it is gathered in with a band of jewels, fur or a leather thong.

Classifieds...
(Continued from Page 5)
Plumbing & Heating Service & Repair
Call
P&C Mechanical Contractors
Phone EM 4-1042
8-11-18-TFC

LET US handle all your real estate problems including free rental advice. Justice Realtors.
9-11-14-4-TFC

OWENS & HULLINGSWORTH
EM 4-3572
Commercial - Industrial Residential Wiring
809 EAST SECOND
Vugneto - Storier
Generator & Electric
Motors Rewind
Sales & Service
8-11-13-TFC

12. LIVESTOCK
Strayed - Found
STRAYED FROM 8 miles north of Hereford, two whiteface yearlings weighing about 500 pounds. Mashed O on left jaw. Don Jackson, EM4-1941 at night.
B-12-24-49-4P

13. LOST AND FOUND
LOST BOXER Pup, clipped ears. Small reward offered. Call EM4-1851.
B-13-10-48-tfc

Legal Notice
All interested persons are advised that the construction or improvement of FM Highway 2836 between US Hwy. 60 and FM Hwy. 1058 is being planned by the Texas Highway Commission. The contemplated location will pass through, enter or bypass the city town or village of Hereford. Preliminary drawings, plans or sketches showing the proposed location are on file at the Resident Engineer's office at Canyon, Texas. Any interested citizen may request that a public hearing be held respecting such proposed location and the economic effect of such location be delivering a written request to the Resident Engineer William V. York on or before the 12th day of December, 1963. In the event such request is received, a public hearing will be scheduled and adequate notice will be given as to its time and place.
S-22-2C

Legal Notice
Notice is hereby given that the Commissioners Court of Deaf Smith County has intent to adjust salaries of some of the elected and appointed officials of said County. Salary adjustments will be made effective January 1, 1964, in the manner prescribed by law.
H. C. Williams
County Judge
Deaf Smith County
C-22-2C

represent him better at home." About her big Texas husband she said:
"I find him very interested and very respectful of taking advice from anyone he admires and sets store by, and I find him impossible to manage by giving him directions. (Because of his heart attack in 1955, she was still trying to get him to watch his diet.)
He tries to learn something from anyone he comes across—from me, or from a general ex-

plaining ballistic missiles. To that extent I can manage him a little bit, but I can't lay down set rules." From a feminine point of view at least, the introduction she gave her husband at a Democratic Women's dinner in 1960 seems one of the most complimentary a wife can make. She described him as "... an exciting man to live with; an exhausting man to keep up with; a man who has worn well in the 25 years we've been together."

The first Johnson menage consisted of the President and his wife, two young sons (an older boy had been killed in the war just ended), two married daughters and their families. Grand children romped through the stately mansion.

"We are plain people, sir, from the mountains of Tennessee, called here for a short time by a national calamity. I trust too much will not be expected of us," Martha Johnson Patterson told a Washington reporter.

The second Johnson family is a foursome, with two teenage daughters, Lynda Bird, 19, a student at the University of Texas, and Lucy Baines, 16, who attends school in Washington.

Most of all, perhaps is a difference in background. Eliza was a pretty, 16-year-old school teacher in Greenville, Tenn., when Andrew Johnson came to town with his widowed mother from North Carolina and opened a tailor shop.

He had never been to school and was just learning to read. Eliza was delighted to help. The next year when Eliza was 17 and Andrew 19 they were married.

They lived in a room behind the shop, and Eliza, convinced her man would amount to something, spent all her spare time teaching her young husband. As he stitched she read to him: what was going on in the world, politics, science.

He was thrifty and in time was able to buy a comfortable house and other property. He joined a debating society; he got elected as alderman at 20.

Eliza, ambitious only for her husband, was content to rear their children and look after the real estate business as he climbed upward; state representative, congressman, governor, senator, military governor of Tennessee, vice president and finally president.

But the grief of losing her son, hard work and the bitterness of the war had broken the health of the once-sturdy mountain woman. She was physically able to be present at only one White House party — for her grandchildren. Still, though, Eliza was ever a soothing comfort to her husband, particularly in the harrowing days of threatened impeachment.

Andrew Johnson obviously was inspired by his wife when he said: "God's best gift to man — a noble woman."
Claudia Alta Taylor Johnson — that is, Lady Bird — was born nearly 51 years ago in Karnak, Tex., the daughter of a well-to-do landholder. Her mother died when she was 5, and after that she lived the life of a lonely country child — with a devoted spinster aunt. By 12 she was poring over tomes on finance and the stock market an uncle gave her.

Her early training in money matters has served her well. By herself she ran an \$80,000 inheritance into a fortune in companies, lands, radio-TV stations and investments worth more than a million dollars.

She met Lyndon Johnson in 1934 in a friend's office in Austin. Not wasting a moment, he asked her to breakfast. Within two months they were married, and the shy Texas girl who had refused to be valedictorian of her high school graduating class because she hated to make speeches, was catapulted into a life of politics.

During the 1960 campaign, after she had finished a course in public speaking and had taken to the hustings, the attractive, dimpled brunette told a reporter:
"I accidentally stumbled into something I absolutely love. I clearly preferred getting married, having four children and settling down to domesticity. But I was prepared to do other things."
"I got a bachelor of journalism degree (at the University of Texas) because it threw me in with people who were doing the yeasty things of the day. I knew shorthand and typing. I always said, and still do, that if you start as a secretary you can become indispensable and either marry the boss or become a vice-president of the firm."
"I never really went to work, but I knew I could make my own living if I had to. When Lyndon was in service in World War II, I worked in his office for eight months. I could get in to see people better and could

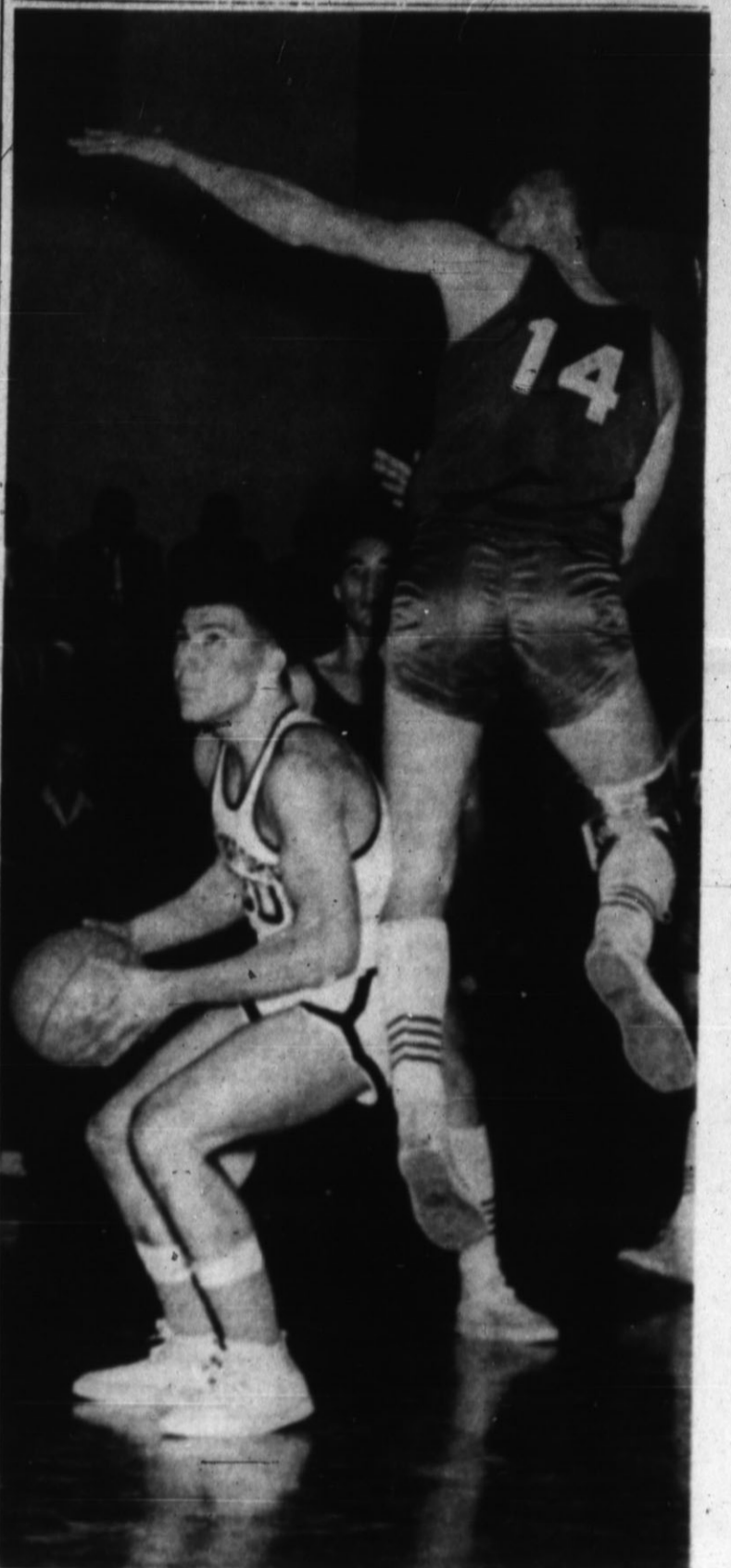


Oh, boy! Let's trim the tree and have a party. All our Christmas shopping is done. The worry and the rush of the season was done by Bill over at Bradley's Photography Studio, 340 Schley. Just call EM 4-2610 for a Merry Christmas for all.

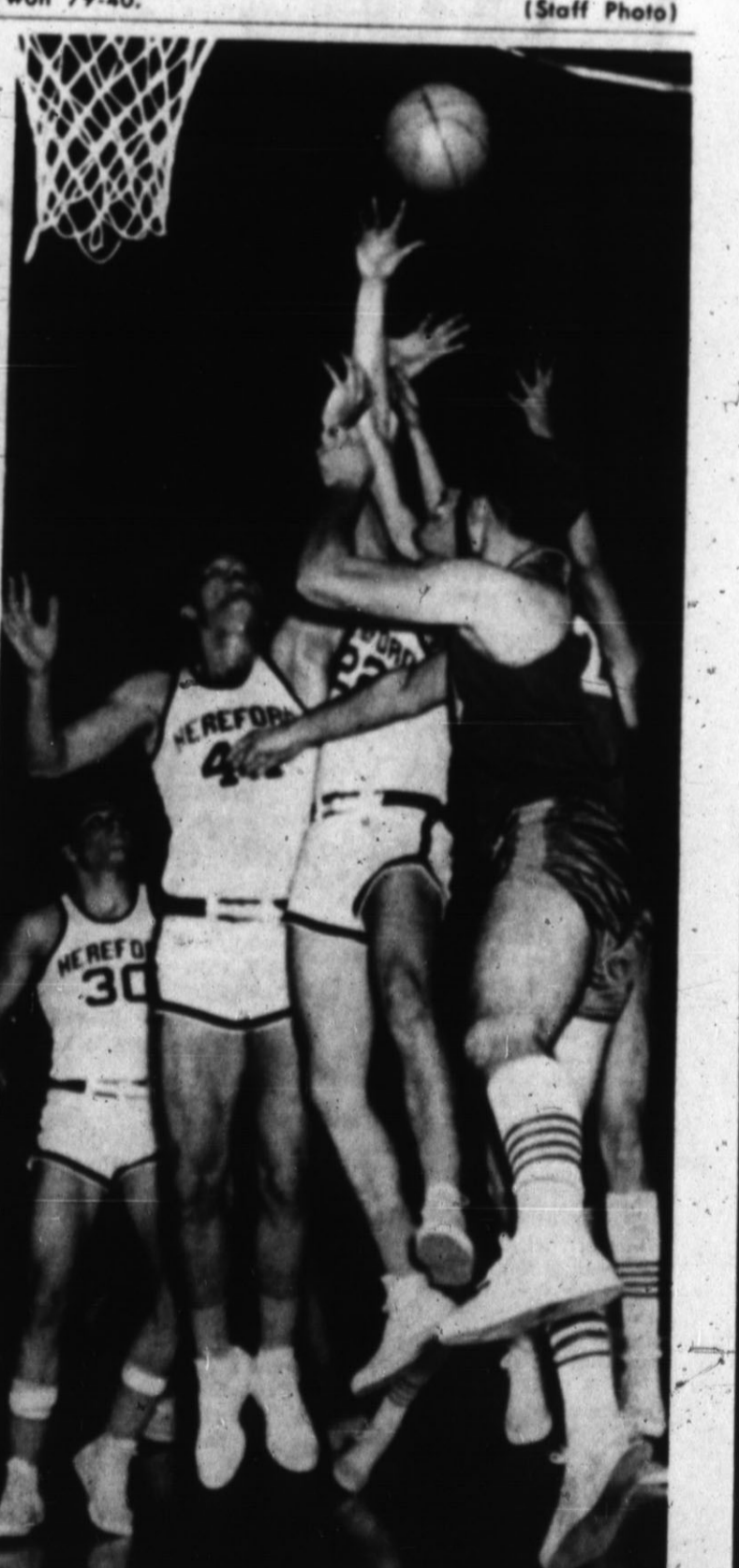


"IT'S MINE!" DECLARES Danny Cates, as he holds the ball away from defending Dimmitt Bobcat Lando Frazier (left) during the Whiteface-Bobcat game played Thursday in Hereford High gym. The Herd,

intaking its third win of the season, surged past the hapless Dimmitt team by a 39 point margin to a 79-40 victory. (Staff Photo)



COMING DOWN ON TOP of Hereford's Mike Ferguson is Dimmitt's Lando Frazier (14) giving the Herd's high point man for the game another free shot at the bucket. Ferguson dropped eight field goals and four free shots through the hoop during the Thursday night game for a total of 20 points. Tied for second place honors were Billy Hill, Danny Cates, and Robert Strange with 12 points each. Hereford won 79-40. (Staff Photo)



UP AND THROUGH THE hoop goes a two-pointer for Hereford as two Dimmitt players and Jim Haney (44) and Earl Jackson (22) vie for a rebound. The Herd handed the Bobcats a crushing 39-point defeat as they took their third win of the season 79-40. (Staff Photo)



By Melvin Young

Worried about the state of the nation? Don't be. As long as friends and neighbors get together to harvest a man's crop, or operate his store when illness strikes, then things can't be as bad as they might seem.

Monday, December 8th is "Dub Reeves Day" in Hereford. Business competitors of Reeves have banded together to keep his business operating while Dub is confined to the hospital. This of course, has been going on for over a week, but Monday will be a very special day in the program. Elsewhere in this paper will be found a full page advertisement, bought and paid for by the merchants up and down Main Street... the same old boys who plan to operate the

store Monday.

Regular employees R. C. McGilvery and Helen Nelson will also be on the job to help.

We think it's a wonderful gesture on the part of these men. We hope that Monday will be the biggest day in the history of Dub's Man's Shop. We're sure this will be so.

On the other hand, when you get people like Paul Harvey, Clete Corlis, Rick Harman, Monk Johnson, Gaston Baer, Irving Alexander and George Masso together anything could happen. We're wondering who is going to keep the boys from arguing all day long.

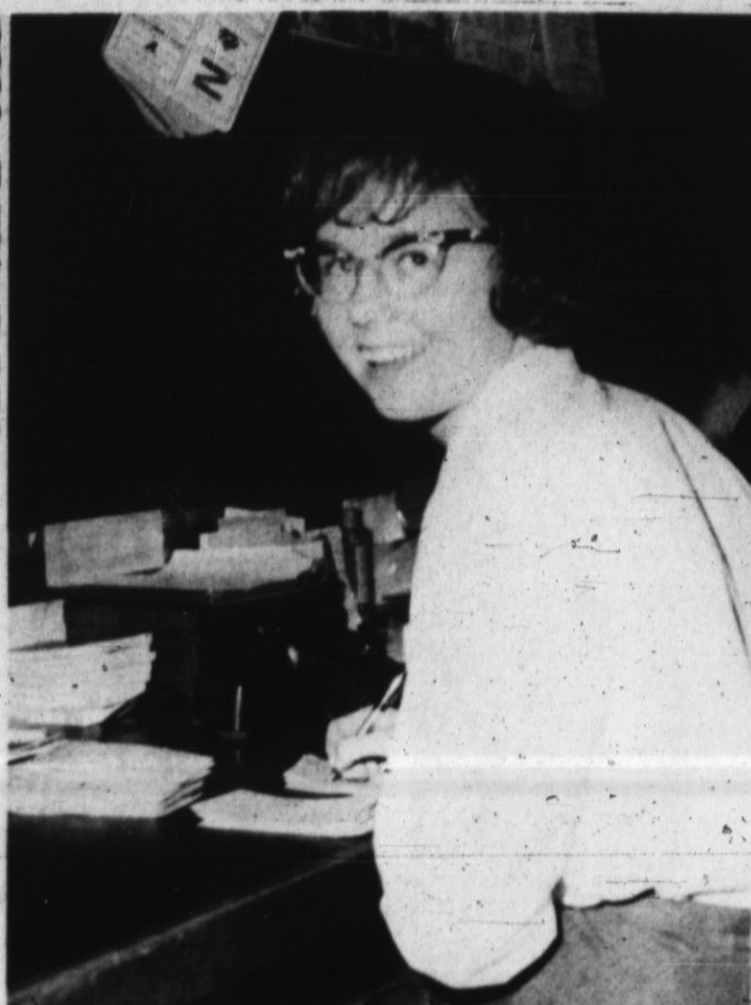
However, we understand that Gaston has been put in charge of the cash register, which should keep him busy. All sales will be cash so Gaston will have his work cut out for him.

As we said before, we're sure that business will be good at Dub's Monday.

REP. ROGERS WRITES

President's Assassination Requires Full Investigation

This heinous crime, this assassination of a President and, attempted assassination of a free country and its institutions, must not be laid to rest in history until every last splinter of truth is revealed. We must know, know beyond the last shadow of a doubt the identity of each person in any way connected with this national tragedy; his — or their — motives; and know, too, the reason why security precautions failed so shockingly.



DE SPOTLIGHT — KAY JAMES, daughter of Mr. and Mrs. C. W. James of 118 Bradley St., is a junior in high school and is employed in the office at C. R. Anthony Co. in cooperation with the distributive education program. She hopes to have a career in teaching. (Staff Photo)

Americans cannot rest until these facts are developed fully and completely. Every step must be taken to conduct an investigation of unparalleled scope. President Johnson gave his personal order to the Justice Department and Federal Bureau of Investigation to move with all dispatch to find the answers. Texas Attorney General Waggoner Carr ordered a Court of Inquiry.

Here on Capitol Hill, a full-scale investigation by the Congress now seems assured. If these probes do not produce the truth, and all of it, the search must go on — and on.

There are so many, so very many unanswered questions. They are being asked by private citizens as well as by trained investigators and legal authorities. Surely we-Texas have a vital stake in seeing that the truth is made apparent to all, whatever that truth may be. Our State pride has been damaged. There is a dark stain on the repute of one of our principal cities. But the larger cloud is over America, and only the sunshine of truth can remove it.

The assassination of President John F. Kennedy was a crime of such unbridled vengeance that the Nation is still numb in unbelieving shock. That this could happen here! That an American President out among the people could be shot down, here, in the United States, in the mid-Twentieth Century! Why? Why?

John Fitzgerald Kennedy carried the burdens of his office with courage, intelligence, dignity, grace, and good humor. He was loved by the people, despite rancorous calumny directed at him from the left and right fringes of politics, from persons whose political positions are deep in the end zones instead of out on the field. Beyond considerations of his position as the nation's chief executive, the tragic death of this young husband and father, whose family was such an inspiring example of decency, was a source of deep grief for his countrymen.

Let us not forget that the target of the assassination was all for which this country stands, that the bullets were aimed also at the institutions of freedom, of democratic government, of justice under law. We are living in a day when destructive assaults from extrem-

ists of every kind are made on our government.

The unspeakable horror of the President's murder is bringing home to many Americans how poorly our country is served by the fury of hate and invective that has been heaped not only upon the President and his office but also upon our system of courts, the legislative process, and provisions of the Constitution itself.

Let Americans now study their heritage. The development of this country has been shaped by moderation — not by extremism. The Constitution itself was the product of moderation; in its formulation it represented the coming together of ideas as to an establishment of government under which free men could live out their lives in liberty and justice.

On the one bleak occasion in American history when the coming-together processes of moderation failed us, and differences remained unreconciled, a bitter and bloody civil war resulted.

In the century since then, our institutions of government were strengthened along with other phases of our national life, and it seemed to most citizens — until that black hour of Nov. 22, 1963 — that We the People of the United States had formed a more perfect Union, had established Justice, had insured domestic Tranquility, had provided for the common defense, had promoted the general Welfare, had secured the blessings of Liberty to ourselves and our Posterity.

The assassination of the President should demonstrate to all that the ideals expressed in the preamble to the Constitution remain unfulfilled.

Unless and until it is proved beyond all reasonable doubt, I cannot accept the theory that one single man, one solitary twisted extremist, one lone monster with a mail-order rifle could contrive by himself to bring death to President Kennedy and rattle the foundations of the government. We must learn with certainty all that lay behind this dreadful act.

As President Johnson said in his sorrowing Thanksgiving Day message to America, "Let us today renew our dedication to the ideals that are American."

WALTER ROGERS
MEMBER OF CONGRESS
18TH DISTRICT OF TEXAS

An hour of farm labor today produces more than five times as much food and other crops as it did in the period of 1919-1921.

Women's Boots Shown In Bright Colors, Styles

This Christmas, give her fashion and warmth in one package — with a gift of smart new leather boots designed to add a glow to her holiday costume.

There's a wide choice of flattering boot styles to satisfy any taste, reports Shoe Fashion Service of Leather Industries of America. She may prefer side or front fastenings, or perhaps she likes zippers or large decorative buckles. They are all available on the prettiest leather boots she's ever seen.

For town or more dressy occasions, she'll adore new smooth or grained leather suit boots with flattering shaped heels, and square, crescent or tapered toes to match. Another feminine favorite is fur-trimmed suede leather boots. She'll step high through snow and slush without getting cold or wet feet in your gift of water-resistant leather boots that cover the ankles.

Australia has an average of only 3.6 persons per square mile. India has 349.

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THIS WEEK'S SPECIAL
1961 CHEVROLET Impala 4 door sedan, V-8, factory air and power steering and brakes. Local owned. New white wall tires. Snowshoe-white finish. Protective guarantee. **\$1795**

1962 CHEVROLET 4 door sedan. 6-Cylinder, radio and heater. Good white wall tires. Extra clean. Fully guaranteed.

1961 PLYMOUTH Belvedere 4 door, V-8, radio, heater, automatic, and air conditioned. This is a beautiful solid white.

1961 FORD Fairlane 500. 4-door, radio, heater, Cruiseomatic and factory air. This is a double sharp car.

1961 CHEVROLET Impala 4-door with radio, heater, automatic, power steering and brakes. Beautiful solid blue. Double sharp car.

1960 PONTIAC Bonneville 4 door hardtop, with radio, heater, automatic, power steering and brakes and air. This makes a very nice family car at a low price.

1961 Chevrolet 6 cyl. Pickup. Long, wide bed. 4 speed, radio, heater, hitch, 2 tone red and white. Lots of pickup for a reasonable price.

1959 CHEVROLET El Camino V-8 with automatic, radio and heater. Red and white finish. Local owned. Good condition, good terms.

15 Years Of Customer Satisfaction.

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FOR YOUR
Auto Financing

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Plains Insurance Agency
Since 1926
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You are invited to attend a display being held in the Bull Barn on Tuesday December 10th. All Beet Equipment will be shown plus a film. Factory personnel will be present to help with the meeting. Come at your convenience

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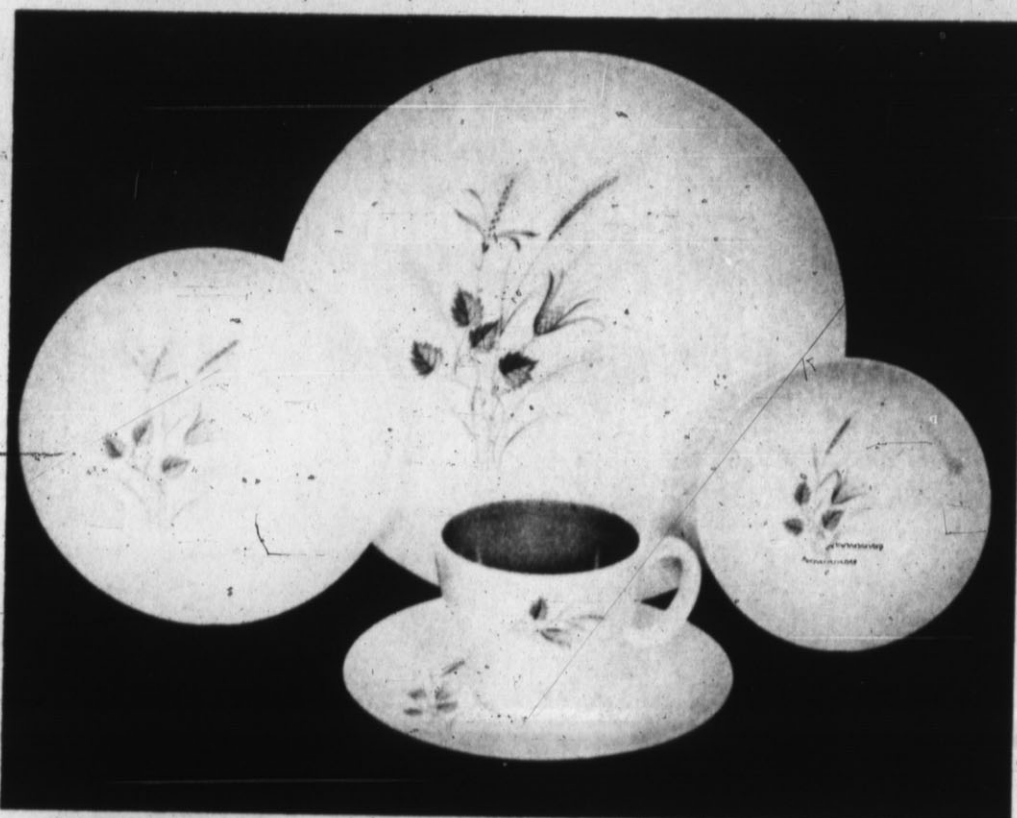
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Praters
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FRUIT CAKES Extra Fancy 2 lb. Can **\$2.69**

Pumpkin Pies Banquet Frozen 3 for **\$1**

Shelled Pecans Ellis New Crop 10 oz. Pkg. **79¢**

COOKIES Dutch Maid Asst. Made with Pure Veg. Shortening - 14 oz. **39¢**

SHRIMP Gulf Princess Jumbo-Breaded 2 1/2 lb. Boxes **\$2.79**

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FIRST QUALITY 1/2 GAL.

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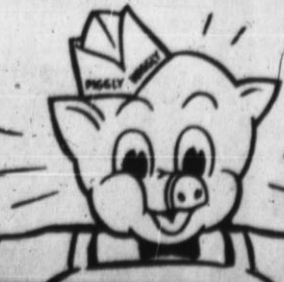
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Social Calendar

Monday, Dec. 9
 Music Study Club will have a Christmas party at 7:30 p.m. Hostesses are Mrs. Sharp and Mrs. Alston.

Tuesday, Dec. 10
 West Hereford Home Demonstration Club will have its Christmas party at the Pioneer Flame Room at 2:30 p.m.
 Lone Star Study Club will have a Christmas party, with Mrs. C. D. Kelton and the social committee as hostesses. The program will be presented by the exchange students.
 Veleda Study Club will meet in the home of Mrs. Owen for a Christmas party. Mrs. Johnson will present the program.
 Pioneer Study Club will have a luncheon meeting at 1 p.m. at Hereford Country Club. Mrs. William Wimberley will lead a fine arts program.

Thursday, Dec. 12
 Antonian Circle will meet with Mrs. Alvin Schumcker, Mrs. Ed Jesko, Mrs. Duane Albracht, and Mrs. Walter Paetzold as hostesses.
 Summerfield Study Club will have a Christmas tea and a fine arts program. Hostesses are Mrs. J. B. Noland, Mrs. L. B. Lookingbill, and Mrs. J. C. Clearman.
 Progressive Home Demonstration Club will meet in the Pioneer Flame Room for a Christmas party.

La Madre Mia Study Club will have a Christmas party at the Hereford State Bank. Co-hostesses are Mrs. Hacker and Mrs. Locke.

Calliopean Study Club will have a luncheon meeting and Christmas party in the home of Mrs. Messick.

Young Mothers Study Club will have a Christmas party at 7:30 p.m. in the home of Mrs. Charles Springer.

Friday, Dec. 13
 Messenger Home Demonstration Club will meet with Mrs. J. E. Sorrells.

Cultural Home Demonstration Club will meet with Mrs. Royal. Mrs. Olson is in charge of the program.

Bud to Blossom Garden Club will meet with Mrs. Bill Gentry. The program, "Our Country and Yours," will be presented by Miss Christa Holz.

Hereford Garden Club will meet at 3 p.m. for a program titled "Bells, the Opera of the Steeples." Hostesses are Mrs. Colby Conkright, Mrs. S. S. Williams, and Mrs. John Jacobson Jr.



Mrs. William McCracken Noland
 ...the former Miss Linda Kay Allen (John W. Gay Studio)

Patriotism Discussed For Legion Auxiliary

Father Angelus Delahunt, S. A., was guest speaker at the meeting of the American Legion Auxiliary Dec. 3. His topic was "Patriotism." Program chairman was Mrs. Tom Draper.

The Preamble to the Constitution was quoted by Father Angelus as he began his discussion. He then expressed his respect for the group's "100 per cent

Americanism" and service. After citing dangers of communism, he concluded his speech by repeating the words of "My Country, 'Tis of Thee."

Mrs. Ira Ott, president, opened the meeting with the formal ceremony. Reports given by committee chairmen were: legislation, Mrs. Tom Draper; hospital, Mrs. Cecil Wilkins; membership, Mrs. Mabel Wagner; Americanism, Mrs. Frank Wilhelm, and finance, Mrs. LeRoy Williamson.

Plans for the annual project, dinners served to three firms during December in order to raise money for a basket of toys, food, and clothing for a needy family, were completed. These dinners will be served at Cooper's, The Ink Spot, and Anthony's this year.

The meeting was adjourned with the retiring of the colors and a benediction by Father Angelus.

Those present were Mrs. Tom Draper, Mrs. Cecil Wilkins, Mrs. Mabel Wagner, Mrs. Frank Wilhelm, Mrs. LeRoy Williamson, Mrs. Tom Draper, Mrs. Cecil Wilkins, Mrs. Mabel Wagner, Mrs. Frank Wilhelm, Mrs. LeRoy Williamson, Mrs. Tom Draper, Mrs. Cecil Wilkins, Mrs. Mabel Wagner, Mrs. Frank Wilhelm, Mrs. LeRoy Williamson.

Wedding Will Be In South Carolina

Mr. and Mrs. John Lee Byrd, Kershaw, South Carolina, announce the engagement of their daughter, Mary Ann, to Sp/5 Gerald LaMar Townsend, son of Mr. and Mrs. Gerald Townsend, Hereford.

Miss Byrd, a graduate of Elat

Creek High School, is with Spring Cotton Mill, Kershaw. Her fiancé, a 1961 graduate of Hereford High School is in the United States Army and is stationed at Fort Bragg, North Carolina. A double ring ceremony is planned for Dec. 14.



Engaged
 Miss Mary Ann Byrd. (Personal Photo)

Miss Guthrie Is Bride Of Ronald L. Rayburn

A candlelight ceremony in First Methodist Church, Canyon, united in marriage Miss Anne Carolyn Guthrie and Ronald Lloyd Rayburn on Nov. 28. The double ring ceremony was read by the bridegroom's uncle, the Rev. Boyd Rayburn, pastor of First Baptist Church, Lexington, Okla.

For the ceremony the altar was draped in white satin. Flowers were white gladioli and chrysanthemums. Traditional wedding selections were played by Miss Phyllis Gerdson, organist. Miss Kay Jarnagin and Ronny Harris sang "Walk Hand in Hand."

Parents of the bride are Mr. and Mrs. John Guthrie, Canyon. A graduate of Canyon High School, she attended North Texas State University and is now a sophomore major in business education at West Texas State University.

Mr. and Mrs. Clyde Rayburn, 217 Avenue B, are the parents of the bridegroom. He is a 1961 graduate of Hereford High School and attended North Texas State University also. He is now with Southwestern Public Service, Hereford.

Miss Helen Guthrie, Houston, was her sister's maid of honor. Matron of honor was Mrs. Wayne Schickedanz, Canyon. Miss

Karen Brewster, Canyon, was bridesmaid. They wore identical street-length sheath dresses and accessories were cranberry color. Each carried a nosegay of cranberry and white roses.

Best man was the bridegroom's uncle, Mel Klepper, Nowata, Okla. Groomsmen were Roger Hagar and Bob Jackson, both of Hereford. Guests were seated by Pat Bagley, Canyon. Wayne Schickedanz, Canyon, Gary Smith, Hereford, and Carl Covington, Denton.

Mr. Guthrie gave his daughter in marriage. She wore a formal wedding gown of white peau de soie. Elbow-length sleeves were accented with small bows. The waistline was marked with a band of seed pearls and crystal drops, and the full skirt terminated in a chapel train.

Her veil of illusion was caught with a tiara of seed pearls and pearl drops. She carried a bouquet of white orchids and carnations atop her grandmother's Bible.

For her daughter's wedding Mrs. Guthrie chose a blue and white suit of double knit wool and white accessories. She wore a corsage of white carnations. Mrs. Rayburn wore a navy and ecru suit of double knit wool

and navy accessories. Her corsage was made of light blue carnations.

A reception in the church fellowship hall followed the ceremony. The bride's table was covered with white satin and net and centered with white chrysanthemums and gladioli. The three-tiered wedding cake was decorated with cranberry flowers and topped with a wedding bell. Miss Jan Jennings and Miss Sidney Oldham, cousins of the bride, served.

For the wedding trip to points of interest in New Mexico, the bride chose a cranberry and white wool suit with matching accessories. Her corsage was the orchid lifted from her bridal bouquet.

Mr. and Mrs. Rayburn are at home at 1207 Grand, Hereford.

Out of town guests for the wedding were Mr. and Mrs. J. W. Guthrie Albuquerque, N. M.; Mrs. Ollie Klepper and Miss Wanda Klepper, Chickasha, Okla.; Mr. and Mrs. G. W. Curry, Panhandle; Mr. and Mrs. Carl Covington, Denton; Mr. and Mrs. Dale Rayburn and family, Oklahoma City, Okla.; the Rev. and Mrs. Boyd Rayburn and family, Lexington, Okla.; and Mel Klepper, Nowata, Okla.



Mrs. Ronald Lloyd Rayburn
 ...the former Miss Anne Carolyn Guthrie (Blackburn Studio)

Mr. And Mrs. Noland Will Live In Hereford

After a wedding trip to New

World Affairs Program Is Led By Mrs. Snare

Mrs. Kent Snare led a program on world affairs at the Dec. 2 meeting of Business and Professional Women's Club. The business session was conducted by the president, Miss Lucille Park.

Those participating in the program were Mrs. Sue James, Mrs. Guyrene Carter, Miss Lucille Park, Mrs. John N. Jacobson Jr., Miss Della Stagner, Mrs. John F. Hickman, Mrs. J. K. Baker, Mrs. A. Peterson, Mrs. Ralph Sears, and Miss Gladys Setliff.

Topics discussed were "Our National Finances Since the Change in Presidents," "Status of Women," "The Seventy Fleet and the Correlation of Other Nations," "Civil Rights," "The Effect of the Different Religions are Having on Our World Today," "How Various Kinds of Folk Music Began," "What is on the Best Seller List Today," "Peter Herd and Other Contemporary Artists," "The Need for Women to Keep Studying," and "Two Recent Birthdays of Famous Men—John Garner and Winston Churchill."

Mrs. Joe White accepted membership in the club. Hostesses for the meeting, which was held at Hereford State Bank, were Mrs. A. Peterson and Mrs. Lucille Spencer. Others present were Mrs. Snare, Mrs. Baker, Mrs. Carter, Mrs. J. J. Durham, Mrs. Sears, Mrs. Jacobsen, Mrs. Hickman, Miss Stagner, Mrs. James, Miss Setliff, Miss Park, and Miss Mark Bourn.

Recent Bride Is Honored With Shower Dec. 3

Mrs. Harold Gene Bass, recent bride, was honored with a shower Dec. 3 from 2-4 p.m. in the home of Mrs. N. E. Tyler.

The refreshment table was centered with an arrangement of white daisies and blue chrysanthemums and four blue candles and laid with a white cloth. Little cakes decorated with blue wedding bells were served by Mrs. Shirley Smith. Crystal and silver appointments were used.

Hostesses were Mrs. Bill White, Mrs. Smith, Mrs. J. E. Sorrells, Mrs. Glenn Burrus, Mrs. Dixie Fortenberry, Mrs. Tyler, Mrs. Tom Hall, and Mrs. Joe Merrill. The hostess gift was a coffee pot.

Mrs. Bass also was given a wedding shower Nov. 25 in the home of Mrs. W. L. Crist, Dallas.

Orleans, Mr. and Mrs. William McCracken Noland will be at home in Hereford. They were married Nov. 30 in the Dallas home of the bride's mother by the Rev. Glenn Hayden, minister of the First Baptist Church, Farmer's Branch.

The bride is the former Miss Linda Kay Allen, daughter of Mrs. Howard M. Allen and the late Mr. Allen. Parents of the bridegroom are Mr. and Mrs. Mack Noland, Hereford.

Hurricane lamps lined the walk to the entrance of the home. The wedding scene featured an archway and a kneeling bench flanked by greenery and candelabra. Aisle markers decorated with greenery were used along a white aisle cloth. Music included the "Bridal Chorus" from Lohengrin.

Maid of honor was Miss Donna Lasatex, Dallas, and best man was Ken Walser, Hereford. Gary Williams was usher.

The bride, given in marriage by her uncle, Ray Mitchell, wore a floor-length gown of pure silk faced satin fashioned in traditional lines. The molded bodice featured a rounded neckline tapered to a V in center back. Fitted sleeves extended to the elbows. The bell-shaped skirt fell in two deep pleats from each side and extended across the back bodice to give added fullness. Hand-made satin roses gave a pick-up effect and were scattered over the entire back.

Her bouffant veil of imported pure silk English illusion fell in tiers from a petal leaf caplet touched with orange blossoms. Silk illusion petals gave a forehead spray effect. She wore a string of pearls, a gift from the bridegroom, and carried a cascade of candlelight roses and stephanotis.

A reception followed the ceremony. Miss Cheryl Allen, sister of the bride, registered guests at a table decorated with china figurines and a bouquet of yellow rosebuds. Miss Janey Noland, sister of the bridegroom, served the three-tiered wedding cake, which was decorated with rosebuds and the traditional wedding bell.

Miss Patricia Griffin and Mrs. Udo Specht also served at the bride's table, which was covered with a white lace cloth over green taffeta and centered with a candelabra and a bouquet of yellow roses. Appointments included a silver coffee service and a silver punch bowl.

For the wedding trip the bride chose a white wool suit piped in black leather and black accessories. (Continued on Page 3)

Committees Report To Council Dec. 4

At the Dec. 4 called meeting of the Deaf Smith County Home Demonstration Council, nine clubs were represented and seven were perfect in attendance. Mrs. A. L. Hodges was presiding officer. Committee reports were given.

The chorus committee reported that they have accepted an invitation to sing at the Christmas party to be held at the Community Center Dec. 9. The "Meet Your Neighbor" coffee was a success, announced the education committee, and they hope to have another in the fall.

The finance committee announced that paper subscriptions would close Dec. 31. Those assisting with the cotton referendum will be Mrs. Charles Packard, Mrs. E. C. Hammett, and Mrs. T. J. Parsons, Dawn Community House, Community A; Mrs. George Turrentine, Mrs. Jimmie Jesko, and Mrs. Clinton Jackson, the Drivers Licenses Room at the courthouse, Community B and C, and Mrs. Raymond-Smith, Mrs. Luther Norvell, and Mrs. F. L. Eicke, Ford Community House, Community D. Plans were made for the R.E.C. Irrigation School to be held at the Community Center Feb. 6.

The 4-H Achievement Banquet was attended by 325 people, and the 4-H Bake Show will be Jan. 4, reported the 4-H committee. The recreation workshop was attended by 44 women, announced the recreation committee. They also announced plans for a Christmas party for all clubwomen in the county to be held at the Community Center Dec. 9 at 2:30 p.m. and urged all women to attend.

Other business included revision of standing rules and announcement of a district meeting in Perryton April 9 and the state meeting in Houston Sept. 17-18.

Those attending the meeting were Mrs. Jimmie Bradley and Mrs. C. F. Hornfield, Eppus Club; Mrs. Grady Parsons, and Mrs. J. G. Gandy, Cultural Club; Mrs. O. C. Williams, Mrs. A. L. Hodges, Mrs. O. L. Williams, Mrs. A. L. Hodges, Mrs. Tony Hoffman, North Hereford Club; Mrs. Carl Schroeder, West Hereford Club; Mrs. George Turrentine, Mrs. Joe Wag-

oner, and Mrs. Joe Landers, Westway Club; Mrs. Raymond Smith and Mrs. L. J. Strauss, Ford Club; Mrs. Taft McGee, Mrs. H. L. Hershey, Mrs. J. D. Gilbert Jr., and Mrs. E. C. Hammett, Progressive Club; Mrs. Charles Packard and Mrs. Norman Hodges, Wyche Club; Mrs. Roy Evans and Mrs. Lee Roy Burges, Young Homemakers Club, and Mrs. Tom Draper, county agent.

Art Appreciation Is Discussed By Mrs. Baugous

"To appreciate the music of famous composers such as Bach, Beethoven, Brahms, and Mozart, one must have some knowledge of their lives and know something of the types of music they composed," said Mrs. Don Baugous as she began her program, "Understanding Art," during the Dec. 3 meeting of Xi Epsilon Alpha Chapter of Beta Sigma Phi.

Mrs. Baugous then presented highlights of the lives of these composers and discussed great painters, illustrating with samples of their art. She also sketched the life of the sculptor, Michelangelo. A background of musical selections was used by Mrs. Baugous in comparing different types of art and matching types of music. She also displayed oil paintings done by Mrs. Robert Hickman.

In conclusion Mrs. Baugous remarked, "All art is expression, but not all expression is art. To be art, the expression must be adequate and harmonious."

Mrs. Charles Laing presided at the meeting. The group voted to join Kappa Iota Chapter for a Christmas party in the form of a progressive dinner Dec. 17.

Mrs. Ernest Wade and Mrs. Max Stipe were hostesses for the meeting, which was held at the Community Center. Others present were Mrs. Baugous, Mrs. Harold Beauchamp, Mrs. Bob Brotherton, Mrs. R. J. Cramer, Mrs. Eddie Johnson, Mrs. Laing, Mrs. Hicks Robertson, Mrs. John Schneider, and Mrs. Delbert Bainum.



HONOR MRS CULPEPPER — Hereford chapter of the Order of Eastern Star gave a tea Sunday, Dec. 1, at the Community Center in honor of Mrs. O. H. Culpepper, Deputy Grand Matron, District 2, Section 3, Grand Chapter of Texas Order of Eastern Star. Standing are Mrs. Culpepper's

brother, Lynn Kester, Mrs. Culpepper, and Mrs. Charlie Noland, Worthy Matron of the Hereford chapter. Seated are, left, Mrs. A. O. Thompson and, right, Mrs. Lynn Kester.

(Bradly Studio)

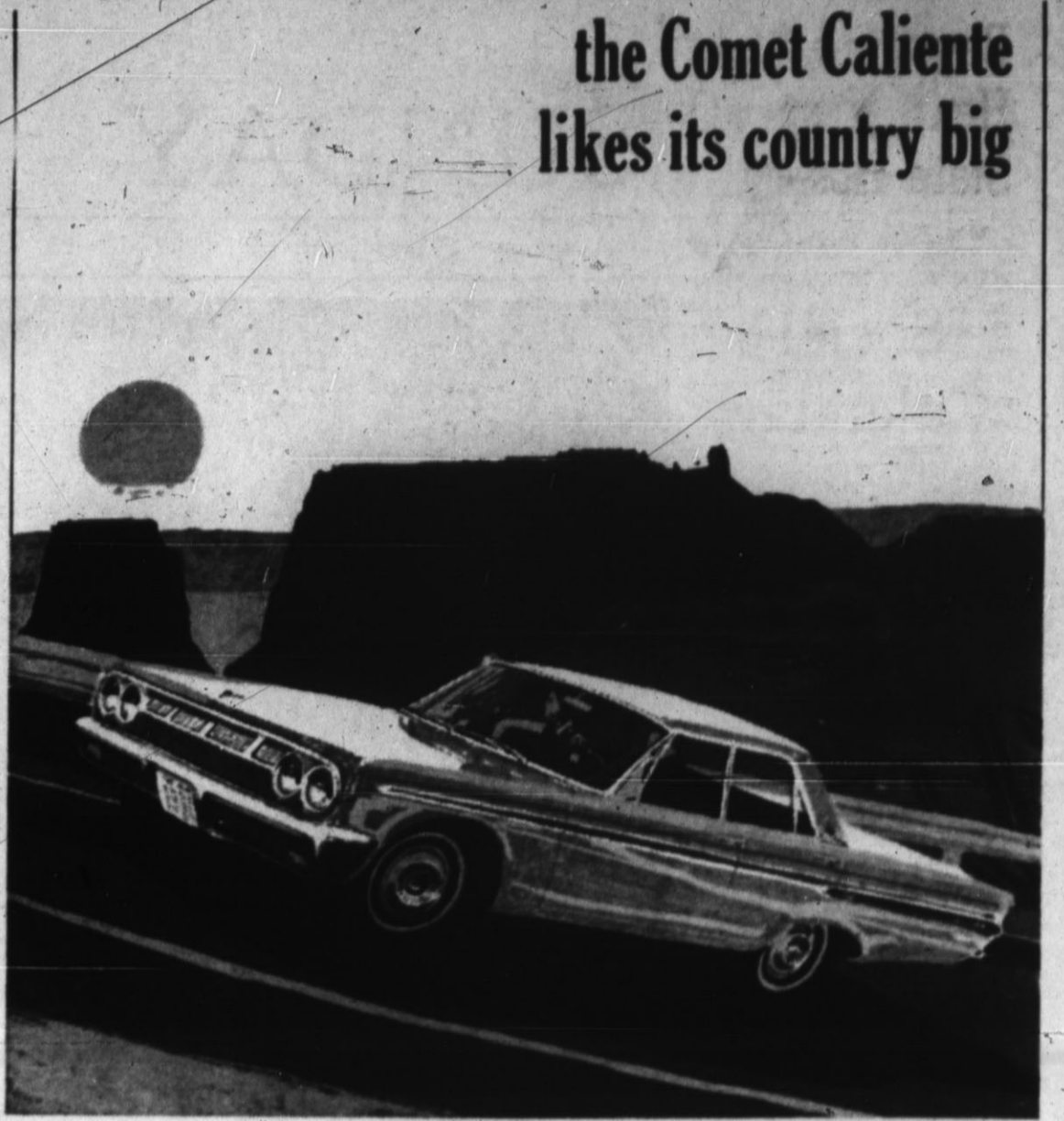
West Hereford HD Club Hears Mrs. Draper

"Length, width, material and purpose are things which must be considered in choosing draperies for a room," said Mrs. Draper as she discussed window treatment for members of West Hereford Home Demonstration Club Nov. 26.

Mrs. Draper recommended the use of material 2 1/2-3 times the width of the window for best results. The finished lengths should reach the windowsill, the window casing, or the baseboard, she said.

Plans were completed for the Christmas party, which will be Dec. 10 in the Pioneer Flame Room. Secret pals will be revealed and gifts exchanged. Hostesses will be Mrs. W. H. Awtry and members of the recreation committee.

Hostess for the meeting was Mrs. John N. Jacobsen Sr. Others present were Mrs. Wes Bradley, Miss Evelyn Bell, Mrs. Draper, Mrs. Herbert Duncan, Mrs. E. B. Moseley, Mrs. Carl Schroeder, Mrs. Carlos Vaughn, Mrs. Wood Vaughn, Mrs. W. A. Waters, and Mrs. Vern Witherpoon.



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FIRST & MILES Hereford, Texas
Where you find cars just made for Texas.

Eastern Star Tea Honors Mrs. Culpepper

The Order of Eastern Star, Hereford chapter honored Mrs. O. H. Culpepper with a tea Sunday, Dec. 1, at the Community Center. Mrs. Culpepper is Deputy District Grand Matron, District 2, Section 3, Grand Chapter of Texas Order of Eastern Star. The tea table was covered

with a white lace cloth and centered with an arrangement of red carnations. Tea and coffee were poured by Mrs. Lynn Kester, Mrs. Tom Draper, Mrs. Bernard Roberson, and Mrs. A. O. Thompson.

Mrs. W. C. Hromas greeted guests. In the receiving line were Mrs. Charlie Noland, worthy matron, Mrs. Culpepper, and W. C. Hromas, worthy patron.

Approximately 60 guests were registered by Mrs. Tom Majors.

Dortha Prowell 4-H Makes Plans For Christmas

Dortha Prowell 4-H club met in the home of Mrs. C. A. Smith Dec. 3 and made plans for the Christmas season.

Plans were made for the Christmas party, which will be held Dec. 14 at the home of Cynthia and Joett Hanna. The club also voted to provide dinner on

Christmas day for a needy family. Refreshments were served to Terry Townsend, Clyde Wyly, Wileta Wyly, Paul Wyly, Cynthia Hanna, Joett Hanna, Sue Dromond, Margaret Adams, Carol Smith, Mrs. Smith, and Mrs. Wyly.

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Out of town guests from Canyon were Mrs. Iverson Leake, J. W. Spencer, Mrs. Faye Cannedy, Mrs. L. E. Gum, Mrs. Sidney Colclazer, and Mrs. Glenn Dowlen. Those from Hale Center were Mr. and Mrs. C. F. Mason, Mrs. Ruth Dammron, Mrs. Verda Roberson, and Mrs. Johnnie Rhodes. Guests from Silverton were Mrs. Dorothy Bomar, Mrs. Lola Mae Stephens, Mrs. Carolyn Self, and Mrs. LaVerne Long. Those from Dimmitt were Mr. and Mrs. E. B. Wright and Mrs. Hazel Taylor. Others were Mr. and Mrs. J. B. Austin, Plainview, and Mrs. Faye Foster, Olton.

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COWAN'S
12th BIRTHDAY SALE

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WATCH BANDS

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on its way up!

Nearing completion is the all new Western Ammonia manufacturing plant. The plant, located at Dimmitt, Texas will give agriculture a virtual shot in the arm when it begins its production now scheduled around January 15, 1964. This modern 3 1/2 million dollar plant will locally produce and make available to our area, a product second to none in quality or convenience of distribution.

It will be backed by capable personnel with years of experience and the finest of research. Western Brand Fertilizer can be relied upon and trusted.

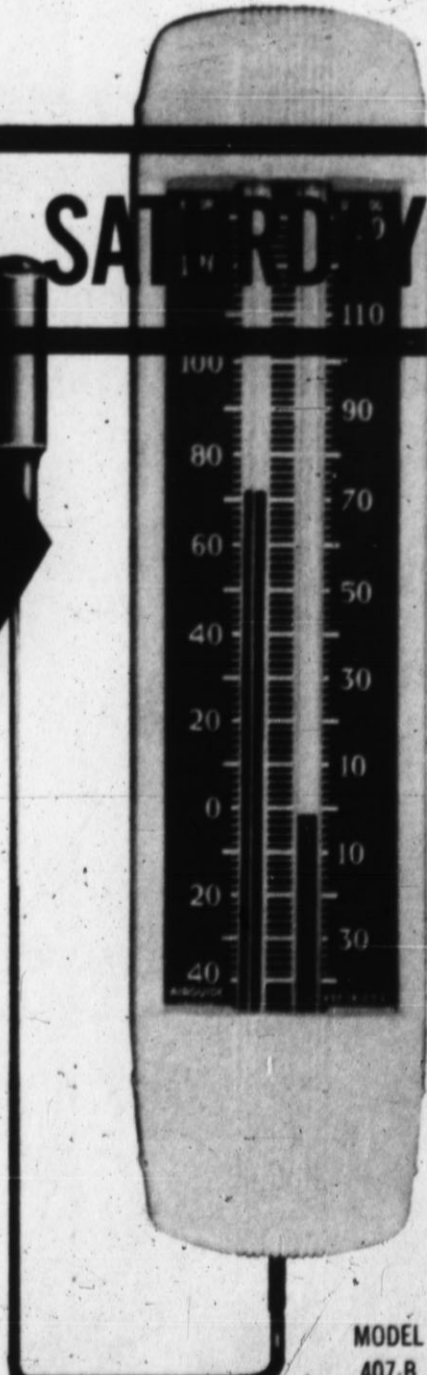
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TELLS INSIDE-OUTSIDE TEMPERATURE!



MODEL 407-B

■ Saturday is your last chance to get this free \$5.00 value. If you are a customer of Southwestern Public Service Company, own your own home and want to know the advantages of heating your home electrically, just call your Public Service manager. He'll arrange to have an electric heating representative call on you and check your home for modern comfort heating. No obligation to buy but you'll still get your free thermometer.



70-4

Bay View Club Hears History Of State Hospital

Mrs. Bruce Burney presented a history of Wichita Falls State Hospital during the meeting of Bay View Study Club Thursday. "Established in 1917, the hospital now has 2440 patients ranging in age from eight to 99. There are 676 employees, and it costs \$3.50 per day for each patient," she said.

A box for the hospital was packed by club members. Mrs. Carl Perrin, welfare chairman, directed the project.

Mrs. A. M. Jones prefaced the reading of a Christmas story with the remark "Christmas is remembrances." She then read "The String of Beads," by Fulton Oursler.

A social hour followed the meeting. Mrs. Ansel McDowell, hostess, was assisted by members of the social committee, Mrs. W. F. Vandiver, Mrs. Burney, Mrs. Richard Barnard, and Mrs. Jimmie Gillentine.

Others present were Mrs. D. H. Alexander, Mrs. Leroy A. ven, Mrs. Phillip Barkley, Mrs. H. L. Benefield, Mrs. Colby Conkwright, Mrs. W. J. Gilliland, Mrs. Francis Hardwick, Mrs. John Harper, Mrs. Jones, Mrs. W. S. Kerr, Mrs. J. W. Kirby, Mrs. Dexter Lillie, Mrs. R. B. Miller, Mrs. W. H. Reid, Mrs. Perrin, and the honorary member, Mrs. J. P. Slaton.

Noland...

(Continued from Page 1) series. She wore a corsage of yellow rosebuds.

Mrs. Noland attended school in Hereford and graduated from R. F. Turner High School, Carrollton, in June, 1963. She attended West Texas State University. Her husband is a 1961 graduate of Hereford High School and also attended West Texas State University. He is now engaged in farming with his father.

Guests from Hereford included the family of the bridegroom, Mr. and Mrs. Mack Noland, Jo Don, Jay, and Janey; Mr. and Mrs. Pat Robinson, Mr. and Mrs. Mike Justice, and Gary Tannahill. Others were Mr. and Mrs. Udo Spicht, Austin; Mr. and Mrs. Russell Wilson, McKinney, and Mrs. Wayne Eitel, Brownwood.

Swine production has been geared to produce the largest amount of red meat possible with the least amount of fat and still retain its juiciness, flavor and tenderness, says D. J. Osborn, assistant Extension animal husbandman.

Read the Classified Ads in This Issue of The Sunday Brand

COWAN'S
12th BIRTHDAY
SALE
PEARL, JADE
HEMATITE, DIAMOND
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\$1.25 \$12.95
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A CARRIAGE LANTERN FILLED WITH holiday greenery and lighted at night greets guests during the Christmas season at the W. H. Patton home, 212 Star. Mr. Patton sawed a plaster lantern in half, sprayed the halves gold, and wired each for door decorations for the Pattons and the Bill Kennalls, 101 East Austin Road. (Staff Photo).

Mrs. Ira Ott Directs Work At Hospital Shop

Each Veterans' Hospital in the United States this year will have a gift shop supplied and operated by members of American Legion Auxiliaries in each area. The project was originated by a Texas woman.

A shop is set up in each hospital, and patients are invited to come in and make selections to send to their families. Volunteers then wrap the gifts chosen and mail them to the families at no charge to the patient.

Mrs. Ira Ott, Hereford, directs the work of the shop in Amarillo. Both American Legion and Auxiliary members participate in the work. Gifts are contributed by members of the 18th District Auxiliary and other interested friends of the veterans. Each year more than 500 packages are mailed by the workers.

On Monday, Dec. 9, volunteers will begin decoration of the shop. Patients are to begin making selections at 2 p.m. Tuesday. The shop will close Thursday at noon after all patients have been served.

Contributions from interested persons will be received by Mrs. Cecil Wilkins, Mrs. Ott, or Mrs. Hazel Sparks until Sunday night, Dec. 8.

Hereford members of American Legion and Auxiliary will go to Amarillo to work each day while the shop is open.

"An invitation is extended to any interested person to visit our shop and see the activity," said Mrs. Ott.

Hereford Man Completes Basic Navy Training

Gary M. Shelton, son of Mrs. Winnie E. Watson of Hereford, completed recruit training Nov. 15 at the Naval Training Center, San Diego, Calif.

The nine-week training includes naval orientation, history and organization, seamanship, ordnance and gunnery, military drill, first aid and survival.

During the training recruits receive tests and interviews which determine their future assignment in the Navy. Upon completing the program they are assigned to service schools for technical training or to ships and stations for on-the-job training in a Navy rating specialty.

Naval training produces the power in seapower by supplying qualified personnel to man the ships, planes, and shore stations of today's Navy.

Patriotism...

(Continued from Page 1)
Draper, Mrs. Leroy Williamson, Mrs. Hazel Sparks, Mrs. Mabel Wagner, Mrs. Willie Vinton, Mrs. Artie Frost, Mrs. Frank Wilhelm, Mrs. Elsie Boardman, Mrs. Florence Wilkins, Mrs. Edna Smith, Mrs. Ira Ott, Mrs. Charles Hood, and the junior member, Betty Black. Guests were Father Angelus and Mrs. Ed Dziuk.



Fast Relief for a **HOLIDAZED BUDGET!**

Here are some real "Pepper-Uppers" for budgets battered and bruised by Christmas gift buying! A wide variety of top food values and a large dose of low prices make COOPER'S a "sure cure" for all holi-dazed pocketbooks. Our quality will give vitality to your meals and the low cost of a big cartful of your favorite foods will put new life in your budget. So turn to COOPER'S - the perfect prescription for helping budgets take a turn for the better.

Prices Good Dec. 9-10-11
Double Gunn Bros.
STAMPS WEDNESDAY
With \$2.50 purchase or more

SHURFINE **COFFEE** 59¢
lb. Can

SHURFINE - Sliced or Halves **PEACHES** 4: \$1
NO. 2 1/2 Yellow Cling

CLOVERLAKE **CHOCOLATE MILK** 2:45¢
Quart Carton

| | |
|------------------------|----------------------------|
| SHURFRESH - 24 oz. Bl. | LIPTON'S - 48 Count. |
| Salad Oil 29c | Tea Bags 59c |
| POST - 12 oz. Box | SHURFINE - 10 lb. Bag |
| Toasties 2 for 49c | Flour 69c |
| ORANGE DRINK - 46 OZ. | SHURFINE - WK or CS Golden |
| Hi-C CAN 29c | Corn 303 Can 6 for \$1 |

CAMPBELL'S Can **TOMATO SOUP** 10¢
STAR KIST - Chunk Style

TUNA Flat Can 4: \$1

BANANAS 2 lbs. 25¢
POTATOES 10 lbs. 45¢
U.S. No. 1 - Russet

BAKERS Angel Flake **COCONUT** 14 oz. Pkg. 59c
BAKERS **Chocolate Chips** 12 oz. Bag 39c

BIG-DO (DOUGH) **FREE! FREE!**
HUNDREDS OF DOLLARS WILL BE GIVEN AWAY
★ Game Number Three Gold Card
★ Each Game Lasts Approximately One Week
★ Winner of each game receives \$100 CASH
GET YOUR FREE "BIG-DO" CARD Today
NO OBLIGATION-NO PURCHASE REQUIRED
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GAINES DOG FOOD TALL CAN 2: 25¢

T-BONE STEAK USDA Graded LB. 89¢

GROUND STEAK FRESH LEAN LB. 59¢
PORK CHOPPIES NO BONE NO WASTE LB. 69¢
TENDERIZED STEAK NO BONE NO WASTE LB. 89¢

ANOTHER **BIG-DO** (DOUGH) **WINNER**
Mrs. Don Heddins 818 Knight
\$100. WINNER!

JOHNSON **Shoe Polish** Reg. 49c 39c
WOODBURY - \$1 Value **Lotion** Reg. 55c 45c

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THE SUNDAY BRAND

Editorials

Page Four Hereford, Texas, Sunday, Dec. 8, 1963

Lower Parking Fines Are Step Forward In Hereford

Members of the Hereford City Commission this week took a real forward step when they passed an order to reduce over-parking fines from \$1 to 25 cents.

The movement was instigated by retail merchants and, we hope, will provide the first step toward meeting the most serious challenge faced by the group. Effective December 20, the new parking meter fines will fall in line with Clovis and Plainview.

No one likes to get a ticket, even 25 cents, but it seems to us that the new figure is far more realistic than the old \$1 fine, which undoubtedly created much ill will among shoppers. The lower rate, when compared with Amarillo and Lubbock, does have a tendency to ease the situation sharply, and over a period of time will no doubt prove of tremendous value to the community. In view of the fact that practically none of the establishments afford their own parking, it appears that the recent move was indeed timely and practical.

Commissioners put their finger on the one disadvantage of the lowered parking fine rates when they pointed out that some people might have a tendency to park on the local meters for several hours — perhaps all day. They also took steps to eliminate this possibility through issuing of additional tickets for each hour the offense occurs. Once generally understood, this process should also prove practical.

Christmas Means Much to America

Christmas means a lot to America probably more than any of us realize.

We make this statement in full cognizance of criticism often hurled by religious interests at over-commercialization. We make it fully aware that the season has altered tremendously since the founding days of our forefathers, and equally aware that it holds many different meanings to different people.

During World War II, the fact that families were separated meant far more than gifts and giving. Even today, it is one of the few times that millions of Americans honestly feel and share the true spirit of Christianity.

Therefore, in spite of the criticisms, some justified, we cannot wholeheartedly join the din and clamor of critics. Christmas, as we know it in 1963, is a happy, wholesome occasion — and we know of no other nation in the world where it is so thoroughly observed.

This year it seems that Hereford residents have started early in their observance of the occasion with countless parties scheduled, the greatest offering of merchandise in history of the community, and exceptional decorations. The addition of several new firms have increased competition and improved offerings in many lines.

These things can be attributed in part to growth, but mostly to the ever-changing trend in the way people live. Christmas here, we presume, will be much like other places: yuletide visitors and visiting, merriment, rejoicing and, certainly, that welcome once-a-year feeling of "Goodwill Toward Men."

THE Sunday Brand

Established 1948
Published every Sunday at 336 Main St.
Hereford Texas



NATIONAL EDITORIAL ASSOCIATION 1963

James M. Gillentine, Editor and Publisher
Melvin Young, Managing Editor
Ray Martin, News Editor
Bill Penn, Adv. Mgr.
Lee Brown, Mechanical Superintendent

Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 3, 1879. Second-class postage paid at Hereford, Deaf Smith County, Texas. Subscription Rates: Zone 1, \$4.00 per year; Zone 2 and above, \$5.00 per year. With the Hereford Brand, both papers, Zone 1, \$4.95 per year; Zone 2, \$6.15 per year. Carrier, delivery, 60c per month. Single copies 15c each. Classified advertising rates: 6c per word per word first insertion (60c minimum); 4c per word each additional insertion.

Right now parking is strictly at a premium in Hereford, and the manner in which it is handled is more important than ever before. To us, the Commission action indicated a willingness to serve the best interests of all concerned, including shoppers as well as merchants. Without doubt, revenue from meter fines will drop sharply under the new system, but it should still be sufficient to maintain policing costs and issuance of tickets.

To say the least, all of us — merchants and shoppers alike — can go about our business with the idea that the meters are working for us, instead of our working for the meters.

Don Moore Is Already Winner

For the first time, to our knowledge at least, Hereford has nominated a "Teacher of the Year" on a national scale. The teacher is Don Moore, choral director, and his nomination is sponsored by the classroom teachers of this community.

How Mr. Moore will fare in this national competition is always questionable and, to us, even insignificant. The real honor rests primarily in the esteem and opinion of his fellow workers, namely those who know him best. Let us also point out that the nomination gets a tremendous second on the home front from parents, students, former students and interested citizens — and these things, we feel sure, mean far more to Don Moore than national recognition or material reward.

Down through the years, his efforts have always been directed toward improvement of his students. He has created untold interest in choral work and in music achievements, but still finds time to take a personal interest in our boys and girls. Because Mr. Moore insists on perfection in performance, many of these youngsters have also learned that outstanding achievement can be arrived at only through long hours of practice, hard work and application; this alone will remain with many of them throughout life.

Teaching school is anything but easy these days, but we feel, along with his fellow workers, that Don Moore always places character building and reasonable conduct ahead of school awards and medals. Inherent with good teaching practice, this particular phase is too often lost in the rush of competition and 20th century hustle-bustle.

Naturally, we all wish Mr. Moore and the classroom teachers well in the national selections. Mostly, though, we appreciate him as a friend, a devoted teacher and a tireless worker. His greatest achievements we see every day around town in former students who are establishing themselves as solid citizens, in colleges where many of them are going ahead to establish new goals, and in regional activities where many of them are making excellent records.

Don Moore and the entire Moore family are respected as citizens, loved as neighbors, and esteemed as friends. These things, after all, represent the highest honor any man can receive, regardless of their chosen profession or his walk in life.

Good Riddance

Washington foreign-aid officials are all upset over Cambodia's decision to stop accepting American aid, and have appealed to Prince Norodom Sihanouk, Cambodia's chief of state who renounced U.S. aid, to change his mind. Sihanouk also ordered French and American troops to leave his Southeast Asian kingdom.

Aid officials believe that if we stop sending dollars to Cambodia the communists will step into the vacuum. But they're a little late on that score. The Soviet Union, Communist China and other Red nations have already made deep inroads in Cambodia. Sihanouk has announced that he is calling in five Red Chinese experts to help him organize "state control" — following the nationalization of import and export businesses and a declaration of Sihanouk's intention to seize Cambodia's banks under what he calls a program of "advanced socialism."

The 365 million dollars in U.S. aid received by Cambodia since it became independent in 1955 hasn't blocked Red influence. It has merely gone down the drain. We ought to be glad that Sihanouk has decided he can't take our money any longer. Other so-called "neutralists" have kicked us in the teeth just as hard, but made no move to get off the gravy train.

—The Dallas News

"A Tribute Justified....."



TEXAN IN WASHINGTON

LBJ Ranch, Home Geared For Fast Communication

WASHINGTON, (UPI) — A few hours after President Kennedy's death, telephone employees were at President Lyndon Johnson's home in the Spring Valley section of Northwest Washington putting in direct lines to key government offices.

Simultaneously, other workers installed flood lights over the big iron gates and driveway leading up to the Elms, as the home is called.

These preparations were taken hurriedly and appear temporary, presumably because the Johnsons may dispose of the Elms after settling in the White House. Several telephones also were installed hurriedly near the base of the trees along the

curb across the street from the Elms. This permits newspaper and radio men to keep in touch with their office.

Inasmuch as Johnson will be President for more than a year, regardless of the 1964 elections, communication facilities are expected to be set up at the LBJ ranch in Texas on a much more permanent basis than at the Elms.

The "hot line" telephone to Moscow and the line to that ominous red telephone deep below Offutt Air Force Base in Omaha, from where orders for a nuclear retaliation would be sent, have to be in reach of the President constantly.

Persons long familiar with

White House operations say those are some of the preparations that will take place at the LBJ ranch, if Johnson visits there as frequently as the late President Kennedy visited Florida and Massachusetts, and former President Dwight D. Eisenhower his farm in Gettysburg.

They note that the latest and most powerful jet planes are always assigned to transport the President. Thus, Johnson could fly to central Texas in a little over two hours. He likely would fly into Bergstrom Air Force in Austin, then go by helicopter to the ranch.

One or more Secret Service men also can be expected to be stationed at the ranch all the time, regardless of whether Johnson is there.

President Johnson's first week in office saw these Texans, long closely associated with him, moving into positions of trust at the White House:

Walter Jenkins, formerly of Wichita Falls; George Reedy, former Washington newsmen who now calls Austin his home; William Moyers, a former member of Johnson's vice presidential staff who is now deputy director of the Peace Corps; Mrs. Elizabeth Carpenter, former Texas newspaper woman and whose husband, Leslie, still represents a number of Texas newspapers in Washington.

Arthur Perry, for many years with the late Sen. Tom Connally of Texas and an aide to Johnson for 12 years, was en route to Europe when Kennedy was killed. He arranged for an early return.

O. B. (Bill) Lloyd Jr., former Austin newsmen who served on Johnson's staff before becoming director of public relations for the National Aeronautics and Space Administration, may rejoin Johnson at the White House. Similarly, Charles K. Boatner, former city editor of the Fort Worth Star Telegram who left Johnson's staff a few months ago to become chief public relations officer of the National Park Service, may rejoin the Chief Executive.

Lard, one of the oldest shortening agents, is also one of the best, says Frank Orts, Extension meats specialist.

Panhandle Paragraphs

GROWERS HOPE FOR ACREAGE INCREASE

Olton Sugar Beet Growers Association met Monday in the PCA community room to exchange ideas and information, mostly concerning future beet acreage increases for this area. Even though ideas were on a speculative basis, Olton growers believe it reasonable to assume acreage will be increased considerably in 1964. Present acreage is experimental. A recent meeting with Great Western Sugar Beet officials gave some insight into making Olton and vicinity a top sugar beet producing area.

—THE OLTON ENTERPRISE

SAFE CRACKING CLUE SUM

A soft drink bottle found near an abandoned safe is the only possible clue thus far in a pair of safe burglaries in Levelland Saturday night. Sheriff Weir Clem said at noon Monday Lubbock police are using a new process to possibly determine if there are fingerprints on the bottle picked up near the safe from The Spot restaurant which was found Sunday morning in a caliche pit north of Slaton. Also taken in a Saturday night job was the safe from Ellis Pharmacy No. 1. It was found Sunday morning also, about one mile west of Reese Air Force Base. Clem said officials apparently have "hit a stump" in their probe of the two burglaries.

—LEVELLAND DAILY SUN NEWS

WEEKLY BALE COUNT UP

The cotton harvest erupted this week as Lamb County gins turned out 14,000 bales of cotton, doubling the number of bales produced since the first bale was ginned. The bale count Friday was 27,161, according to a tabulation by the Texas Employment Commission office. The TEC makes a weekly check of gins to determine ginning activity. One ginner said most of plants would probably be running 24 hours a day from now until the harvest is about complete. With relatively little hand pulling this season, gingers had been waiting for machines to get into fields. The lateness of the crop is reflected in a comparison of the bale counts this year and last. Total at this time last year was 58,729 bales — more than double the count Friday.

—COUNTY WIDE NEWS

FROST GETS COTTON

The long-awaited "killing frost" came Monday morning and farmers are rejoicing over that but are not very happy about the rain which followed on Tuesday. Due to wet weather, the cotton harvest will be delayed a week or more. This area had two light frosts previous to Monday which nipped cotton, but the one Monday killed the bolls and leaves and with favorable weather the crop should be ready for strippers in about 10 days to two weeks. Then gins may expect to be buried under an avalanche of cotton.

—THE LOCKNEY BEACON

WHITE DEER TO GET PLANT

Plans are being completed to move a coffee dispensing machine plant from Los Angeles, Calif., to White Deer, announced Marvin Urbanczyk, part owner of the firm. A group of White Deer men, Marvin Urbanczyk, Buiz Urbanczyk and Arnold Urbanczyk, and Delmer Urbanczyk, St. Louis, Mo., recently formed a corporation and purchased the firm in Los Angeles. Plans were made to move it to the Panhandle community.

—PANHANDLE HERALD

HOSPITAL DISTRICT APPROVED

Ochiltree County voters approved by a 40-vote margin the establishment of a hospital district within the county in the special election conducted Saturday, Nov. 23. The total vote showed 422 for the measure and 382 against it. Precinct 8, the school voting box in Perryton, was the margin of difference in the election, voting 352 for and 192 against. The only other box carrying for creation of the hospital district was Huntoon which voted 11 to 8 for it.

—OCHILTREE COUNTY HERALD (Perryton)

THE BOOTLEG

—Philosopher

Editor's note: The Bootleg Philosopher on his bindweed farm is in a strictly serious vein this week.

Dear editor:
There's time enough for joking later on, but I was just thinking, I wouldn't swap this country for all the rest of the world put together, and you could throw in all the planets to boot.

I wouldn't say we don't have a lot of short-comings, and I ought to know as I'm an expert on the subject out of long years of falling short, but if there's another country on earth where more people — I'm not saying all people — can come closer to doing about what they please, I haven't heard of it.

I was just thinking this past Thanksgiving that the fun of being a citizen of the United States is the fun of being un-checked-on from day to day. Oh I'll admit we get checked on at income tax paying time, when we run a red light and there's a cop nearby, and in other such situations, but a man in this country can go and come pretty much as he pleases, if he can buy the gas to do it on, or on foot, if that's the way he's traveling.

The point is, nobody stops you. Nor do they make you move, if you want to stop. This latter is especially appealing to me, because I've been at a stop right here on this bindweed farm for years, and intend to stay that way.

This isn't to say we're so well off we can be sorry for other countries, it's only to say that of all the different sections of the world trying to organize things so the individual can enjoy living, we've hit on the system that allows the widest margin, although there are pockets we can't brag about and there are conditions that ought to be ironed out, so long as I'm not flattened in the process.

At any rate, I'll get back to my regular vein next week, but this week I felt serious, for a reason anybody knows.

Yours faithfully,
J. A.

Courthouse Records

Vehicle Registrations
 Plains Farmers Grain, 1957 Chevrolet pickup; Arthur Fuston, 1951 Ford truck; Mike Marney, 1952 Ford; L. W. Walter, 1954 Chevrolet pickup; H. E. Wester, 1960 Rambler; Raymond A. Sumner, 1950 Crosby, 11-27.

Floyd Stevens, 1952 Studebaker; Placido Torres Ausa, 1955 Dodge pickup; Jerry Detwiler, 1963 Oldsmobile; F. Soliz Jr., 1957 Mercury; A. A. Odom, 1962 Ford; Garland Solomon, 1961 Buick; Jerry Homfeld, 1964 Ford pickup; John Neely, 1959 Studebaker; Arturo Gonzalez, 1962 Ford; A. R. Dillard, 1960 Ford pickup; C. L. Bogle, 1963 Ford; Marshall Whitely, 1957 Ford; Felix Bautista, 1961 Ford; Jesus Medina, 1955 Pontiac, 11-29.

Orsborn Chevrolet-Oldsmobile, 1964 Chevrolet; Ruby Skelton, 1963 Chevrolet; Manuel Guardado, 1955 Ford; Hicks Roberson, 1950 Chevrolet pickup; Mrs. O. B. Roberson, 1964 Oldsmobile; Delmar Sigle, 1964 Chevrolet pickup; Juan Manuel Murrillo, 1960 Ford; Billy Ott, 1957 Chevrolet; Myrtle Wright, 1964 Pontiac; James Balch, 1962 Pontiac; Pete Galvan, 1958 Chevrolet; Dave Hopper, 1964 Pontiac; J. F. Weatherly, 1964 Ford; Walter Hodges Jr., 1964 Ford; Donald Shipley, 1953 Reo grain bed; Frank Webb, 1964 Dodge; Larry/LaVerne Christian, 1964 Dodge; Jean B. McQueen, 1964 Dodge; T. E. Price, 1964 Chevrolet pickup; T. R. Richardson, 1962 Chevrolet; Sidney Blackburn, 1958 Ford; Vorrice Whitton, 1957 Oldsmobile; O. J. Barker, 1960 Plymouth; L. R. Freeman, 1957 Chevrolet, 12-2.

Deeds of Trust
 Ted R. Royal to First National Bank: The West 27.3 feet of Lot 10 and the East 44.7 feet of Lot 11; The West 5.3 feet of Lot 11 and all of Lot 12, and the East 16.7 feet of Lot 13; The West 33.3 feet of Lot 13 and the East 38.7 feet of Lot 14, all in Colonia De Buena Vista, a subdivision of a part of Blocks 3 and 4, Womble Addition.

Marvin C. Coffey, et al, to Prudential Life Insurance Company: The North 80 acres of the West 37.5 acres of Section 65, Block M-7.

Melvin G. Jayroe, et ux to Security Federal Savings and Loan Association: All of Lot 3 and the North 32 feet of Lot 4, Block 4, Whitehead Addition.

Alfredo Barrera, et ux, to Oda P. Day: The East 50 feet of the West 98 feet of Lot 17, Block 4, Womble Addition.

S. A. McCathern, et ux, to Prudential Life Insurance Company of America: All of the Northeast 1/4 of Section 7, Block K-3.

Matias Paz to Elmer Morrison: A portion of Block 4, Ricketts Addition.

Warranty Deeds
 Cranbrook Corporation to James R. Johnson, et ux: All of Lot 42, Block 5, Westhaven Addition.

Margaret Fay Holmes Ellis, et vir, to Dorothy D. Holmes: All of the rights to the South 1/2 of Section 48, Block K-8.

Billy Pat Newman, et ux, to Jimmie L. Manning: A part of Block 15, Evans Addition.

Gene Bruce to W. H. Awtrey, et ux: The South 150 acres of the West 300 acres of the East 1/2 of Section 69, Block M-7.

Extempore Talks Given By Public Speaking Group

4-H Junior Public Speaking Group met at the Community Center Dec. 3. Chairman of the program was Darrell Rose. Toastmistress was Linda Brooks, who introduced Teresa McAndrews as the Topic-mistress.

Each of the members gave a short unprepared speech. They were: Lisa Williamson, "What I Would Do If I Inherited a Million Dollars"; Edward Hammett, "What I Did Thanksgiving"; Linda Brooks, "If I could Choose a Pet Kangaroo, MongOOSE, or Cola Bear, Which Would I Choose?"; and Elise Beene, "My Worst Dream".

Prepared speeches were given by Teresa McAndrews and Elise Beene. Teresa gave two poems, "Mad Poll" and "Christmas Parables", and Elise's speech was titled "Christmas Customs".

Icebreaker speeches were given by Tommy Beizer, Edward Hammett, and Linda Brooks.

Members present for the meeting were Teresa McAndrews, Lisa Williamson, Tommy Beizer, Edward Hammett, Elise Beene, and Linda Brooks.

Leaders present were Darrell Rose and Mrs. Alvin Smith.

C. Ora Cockrell, et al, to the estate of Miles T. Roberson: The East 7 feet of the West 27 feet of Lot 16 of Higgins Subdivision of Block 9, Womble Addition.

James H. Bradley, et ux, to Bradley Investment Corp.: All of Lot 1, the North 15 feet of Lot 2, the South 30 feet of Lot 3, the North 20 feet of Lot 4, the South 50 feet of Lot 5, all of a subdivision of Block 43, Evans Addition.

Thomas W. Inman, et ux, to Bradley Investment Corp.: The East 120 feet of Lot 3 of a subdivision of Block 43, Evans Addition.

Neal Young, et ux, to Bradley Investment Corp.: The South 45 feet of Lot 2 and the North 30 feet of Lot 3 of a subdivision of Block 43, Evans Addition.

Jim H. Bradley, et ux, to Bradley Investment Corp.: All of Lots 27, 28, and 29, the West 50 feet of the North 30 feet of Lot 30, and all of Lot 31 except the East 120 feet, all of a subdivision of Block 43, Evans Addition.

Herman A. Herzog, et ux, to Bradley Investment Corp.: The South 40 feet of Lot 4 and the North 10 feet of Lot 5 of a subdivision of Block 43, Evans Addition.

Renford D. Hubble, et ux, to Bradley Investment Corp.: All of Lot 30 except the West 50 feet of the North 30 feet in a subdivision of Block 43, Evans Addition.

C. L. Bogle to G. A. Bogle: and interest in Lot 11 in South 1/2 interest in and to all of Lot 1 Park Industrial Subdivision.

C. L. Bogle to G. A. Bogle: All of the Southwest 1/4 of Section 11, Township 5 North, Range 3 East.

Ernesto Tijerina, et ux, to

Johnny Joe Velasquez, et ux: The East 75 feet of Lot 13, Block 7, Womble Addition.

Flora E. Bryant to Ernesto Tijerina: All of Lot 13, Block 7, Womble Addition.

Diamond Valley Grain Inc. to Parker and Douglas: All of the West 15 feet of Lot 97 and all of Lot 98, and the East 75 feet of Lot 99, Westhaven Addition.

Oda P. Day, et vir, to Alfredo Barrera, et ux: The East 50 feet of the West 98 feet of Lot 17, Block 4, Womble Addition.

S. K. Kuykendall, et ux, to S. A. McCathern: All of the Northeast 1/4 of Section 7, Block K-3.

Elmer Morrison to Matias Paz: A portion of Block 4, Ricketts Addition.

G. H. LaPlant, et ux, to H. D. Robbins: Lot 17, West Acres Addition, a subdivision of the East part of Block 4 and part of Block 5, Welsh Addition.

O. L. Click, et ux, to Melvin G. Jayroe, et ux: All of Lot 3 and the North 32 feet of Lot 4, Block 4, Whitehead Addition.

Carl G. McCallin, et ux, to Douglas and Parker: All of Lot 15, Block 2, W. L. Braly First Subdivision of Blocks 5 and 12 and the South 10.65 feet of

Blocks 8 and 11, Mabry Addition.

Brink Is Named President Of Ministers Group

Hereford Ministerial Association has named the Rev. Eugene Brink, minister of First Christian Church, as its president for 1967. He succeeds the Rev. William Ware, pastor of Temple Baptist Church.

Other officers named this past week at the December meeting in the board room of Hereford State Bank were:

The Rev. Burle Debord, pastor of the Church of the Nazarene, vice-president, and the Rev. Clesby Patterson, pastor of Wesley Methodist Church, secretary-treasurer.

Among projects carried on by the ministerial group is a radio devotional presented each weekday morning at 11:15 over Radio Station KPAN.

A community memorial service for John F. Kennedy was sponsored by the association. In

addition an annual community worship service is held on Good Friday and on Thanksgiving. During the autumn, a religious census was taken under the leadership of the Rev. B. L. Davis, pastor of First Baptist Church.

Seventeen pastors of churches in Hereford were present for the December meeting.

VISIT MRS. COOMBS
 Visiting with Mrs. Eljja Coombes over the Thanksgiving holidays were Mr. and Mrs. John S. Coombes, Waco, and Mr. and Mrs. Virgil Hall, Seymour.



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KEEP YOUR CAR GREASED...

To avoid rattles and danger of worn parts, come to us for regular lubing.

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 YELLOW OR WHITE GOLD RING SETS
 \$27.50 UP

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DRESS UP YOUR


home for the holidays

WITH HANDSOME FURNITURE

These prices Good From Now till Christmas

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|--|--|---|---|
|  <p>FOOT STOOLS Early American Foam 12 inch Round \$5 16 inch Round \$9</p> | <p>BED PILLOWS DACRON REG. 3.95 EACH PAIR \$5.50</p> | <p>DESK LIGHTS EARLY AMERICAN BRASS 1/4 OFF</p> | <p>ALL ARTIFICIAL FRUIT & FLOWERS 1/4 OFF</p> |
| <p>WALL DECORATIONS PICTURES MIRRORS 20% OFF</p> | <p>DESKS Early American by Ethan Allen Corner-Pedestal-Kneehole-Secretary</p>  | <p>LAMPS TABLE BOUDOIR POLE SWAG 15% OFF</p> | <p>EARLY AMERICAN FRENCH PROVINCIAL TRADITIONAL DECORATOR PILLOWS VELVET - SATIN - SILK CORDUROY 1/3 OFF</p> |
| <p>CORDUROY CHAIR PADS Asst. Colors \$1.95</p> | <p>LANE CEDAR CHESTS For Your Sweetheart \$44.95 and up</p> | <p>ROCKING CHAIRS EARLY AMERICAN IN MANY STYLES ETHAN ALLEN ROCKER 43.00</p> | <p>TABLE DECORATIONS CIGARETTE SETS \$1.50 FIGURINES - SMALL GIFTS VANITY BOWLS AND UP</p> |
| <p>ALL BRAIDED RUGS 1/3 OFF Discontinued Stock</p> | <p>DURHAM CARD TABLES FEDERAL EAGLE DESIGN REG. 7.95 \$5.99</p> | <p>ETHAN ALLEN CIGARETTE TABLES REG. 11.90 \$8.50</p> | <p>RECLINERS A Perfect Family Gift \$119.95 and up</p>  |

SUEDE KODIAK



reg. 29.98 **24.57**

The SUEDE KODIAK... A tailored zipper front surcoat in Genuine Hague Suede... fully SHERPA lined... top collar of SHERPA... two lower slash pockets with SHERPA lined wells... coat sleeve... two continental side vents with tabs... heavy duty TWO WAY zipper for ADDED comfort... leather button trim...

SIZES:
 REGULARS: 34 to 46
 Even sizes only
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LONGS:
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 Even sizes only
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PLUS THESE GENUINE HAGUE SUEDE FEATURES:

- Imported from Holland
- Durable water repellency
- Spot and stain resistance
- Unusual suppleness
- Always uniformly in color
- Luxurious "peach fuzz" finish
- Can be dry cleaned repeatedly without stiffening or losing its "peach fuzz" finish
- 100% long staple virgin cotton
- Does not crack, shed or flake off with continuous wear
- Long wearing - will not split at points of strain
- Drapes beautifully

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SHOP QUALITY Furniture with confidence at

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AMONG NEW TEACHERS this year at Stanton are these three, all of whom picked a teaching career early in their own school days. Left to right are Robert Godfrey, Virginia Balch and Buddy King.

The Dogie

Published monthly by the students of Stanton Junior High School
The Sunday Brand, Hereford, Texas, Sunday, Dec. 8, 1963
Page Six

Teachers Picked Careers Early In Own School Years, Check Shows

By Kay Golden
The Hereford School system welcomes many new teachers. Three of the new teachers at Stanton Junior High school are Mr. Robert Godfrey, Mrs. Virginia Balch and Mr. Buddy King.

Mr. Godfrey, who teaches a seventh grade girls' choir, an eighth grade girls choir and a boys choir, is married but has no children. He has no real hometown, since his father was a minister and his family moved often.

Mr. Godfrey got his college education at Lubbock Christian College and West Texas State University. Besides music he enjoys hiking and outdoor activities. He likes the mountains. When he was a sophomore or junior in high school he decided to teach. At first he did not know whether to be a mathematics teacher or a music teacher, but decided to be a music

teacher because he thought it would be "more exciting".

Mrs. Virginia Balch, teaches eighth grade English. She is married and has two sons whose ages are 4 and 1½ years. Her

hometown is Waco.

Mrs. Balch was graduated from North Texas State University in Denton. Her hobbies are sewing and reading. She prefers to teach junior high stu-

dents. When she was a freshman in college she decided to teach because she enjoyed the subject and had a good English teacher.

Mr. Buddy King teaches boy's physical education and eighth grade social studies. He was married in September of this school term. His hometown is Spearman. He graduated from West Texas State University, and his hobby is sports. He prefers to teach seventh and eighth grades.

In the seventh grade Mr. King had a coach whom he greatly admired and this man inspired him to become a teacher.

Languorous? Pupils Puzzled

Do you know what the word "languorous" means. Here are some opinions expressed by students of Stanton.

Becky Bell — What does what mean? Is it Spanish?

Julia London — I suppose its a word that some hot shot wants to use.

Kay Golden — Milk from an angora goat.
Joette Hanna — It's some foreign language isn't it.

40 Boys Reporting For Stanton Teams

By Russell Phillips
Johnny Leigh, Lenny Petree, Dean Riddle, Tom Schmidt, Sid Shaw, Glen Thomas, Earnie Williams, and Robert Williams.

Rossie Simpson, the seventh and eighth grade basketball coach, picked the 1963 seventh and eighth grade basketball teams. All the athletic boys who wanted to had the opportunity to try out. Coach Simpson took the boys for one week and then chose 20 boys from the seventh and 20 boys from the eighth to represent Stanton Junior High.

You're all invited to attend the seventh and eighth grade games. The 1963 seventh grade roster will include: Danny Boyer, Jerry Brady, Denny Brown, George Bullard, Alan Clark, Alan Coker, Bill Cole, Alan Costa, Dusty Duncan, Robert Grady, Randy Martin, Bill McMinn, Kerry Owens, Russell Phillips, Bill Russell, Jim Scott, John Stagner, David Vines, Elgin Williams and Wayne Winget.

The eighth grade roster includes: Jimmy Childers, Johnny Cornelius, Cliff Crowell, Paul Easley, John Eiland, Jerry Fowles, Robin Gibson, Roger Gibson, Ricky Grubbs, Mike Higgins, Charles Inman, Ren Lee,

Girls 'Compose' Ideal Boy From Stanton Students

By Joyce Curstinger and Marsha Hardwick

Our "ideal" boy would have: The hair of Russell Phillips. The bright eyes of Cliff Crowell.

The cute nose of Charles Stone. The cunning smile of Jerry Fowles.

His lips would be like those of Jimmy Childers. He would have hands like Carl Hollingsworth.

Feet like Rick Grubbs. Ears like Don Bill Hair. Physique of Bill Russell.

He would be provided with a voice like Brian Knox. A laugh like Robin Gibson. Walk like Gary Goodin.

Personality like that of Paul Easley. He would have to be as cute as Dean Riddle.

As handsome as Sid Shaw. He would need to be witty like Steve Sigman.

Intelligence of Lynn Childers. He would be as friendly as Craig Bannum.

Likeable as Marty Means. As much fun as Mike Higgins. Best all-round is Jimmy Bayne, our "ideal" boy.



Lynn Hale

show, "Here Comes Mr. Jordan Again"; book, Tom Sawyer; teachers, Mrs. Balch and Mrs. King. His pet peeve is "My mom always putting things where I can't find them". His ideal teacher would be one who would teach you things without tests or homework. His hobbies are coins and stamps. Steve's most embarrassing moment was "When I walked down half dressed for our skit."

Thanksgiving Theme Used

Wednesday, Nov. 27, Mrs. Hudspeeth's homeroom presented the weekly assembly. They expressed a patriotic Thanksgiving. Terri Townsend was the announcer. Reading the poems were Shelly Rush, Barbara Brownlow, Lynda Jacobsen and Sharon Lewis. These were Thanksgiving poems.

The Roving Reporter These Students Favor Italian, Mexican Food

By Wanda Fuhrmann
Lynn Hale is 13, the daughter of Mr. and Mrs. Gerald Hale 326 Star. Lynn is an eighth grade student at Stanton Junior High. Her favorites are: food, pizza; color, pink; subject, math; show, "That Touch of Mink"; book, Candle in the Sun; teacher, Mr. Martin; pet peeve, "I don't like people who are snotty and think they know everything."

Her life's desire is to be a beautician. Her image of an ideal teacher is one with a sense of humor.

Her most embarrassing moment was the time she wore a tight skirt to school. She jumped off the stands in choir and fell into a group of chairs causing a lot of noise. Her hobbies are stamps and playing the piano. Steve Sigman is 14, the son of Mr. and Mrs. Stantley Sigman, 127 Avenue F. He is also an eighth grade student at Stanton. His favorite food is Mexican; subject, band; color, bright red;



Steve Sigman

School Menu

Elementary Cafeterias

Monday — Tamale pie, buttered potatoes, celery sticks, apricot cobbler, rolls, butter, and milk.

Tuesday — Hamburgers, green beans, lettuce, tomato, onion, pickles, German chocolate cake and milk.

Wednesday — Pinto beans with slaw, apple crisp, cornbread, butter and milk.

Thursday — Pizza pie, English peas, tossed salad, applesauce cake, bread, butter and milk.

Friday — Fish sticks, scalloped potatoes with cheese, carrot sticks, fruited jello, rolls, butter and milk.

Junior-Senior Cafeterias

Monday — Tamale pie, stuffed weiners, buttered potatoes, peas and carrots, celery sticks, apricot cobbler, rolls, butter and milk.

Tuesday — Hamburgers, barbecue on bun, French fries, green beans, lettuce, tomatoes, pickles, onions, German chocolate cake and milk.

Wednesday — Pinto beans with ham, sauer kraut and weiners, buttered spinach, hominy, cole slaw, apple crisp, cornbread, butter and milk.

Thursday — Pizza pie, baked ham, English peas, sweet potatoes, tossed salad, applesauce cake, bread, butter and milk.

Friday — Fish sticks, spaghetti with meat sauce, scalloped potatoes with cheese, mixed vegetables, carrot sticks, cookies, rolls, butter and milk.

Lowell Wiggins Picked As Band Personality

By Patsy McCutchen

Lowell Wiggins, son of Mr. and Mrs. Chester Wiggins, Summerfield, was chosen band personality of the month by Clyde Wilson, Stanton Junior High band director.

Lowell, an eighth grade student at Stanton, is first chair in the alto saxophone section. He is also taking oboe lessons from Sandra Gettis in Amarillo.

During the summer, Lowell likes to water ski and snow ski during the winter months. One of the most exciting events in Lowell's life was being chosen student of the month by his fellow classmates when he was in the sixth grade at Central Elementary school.

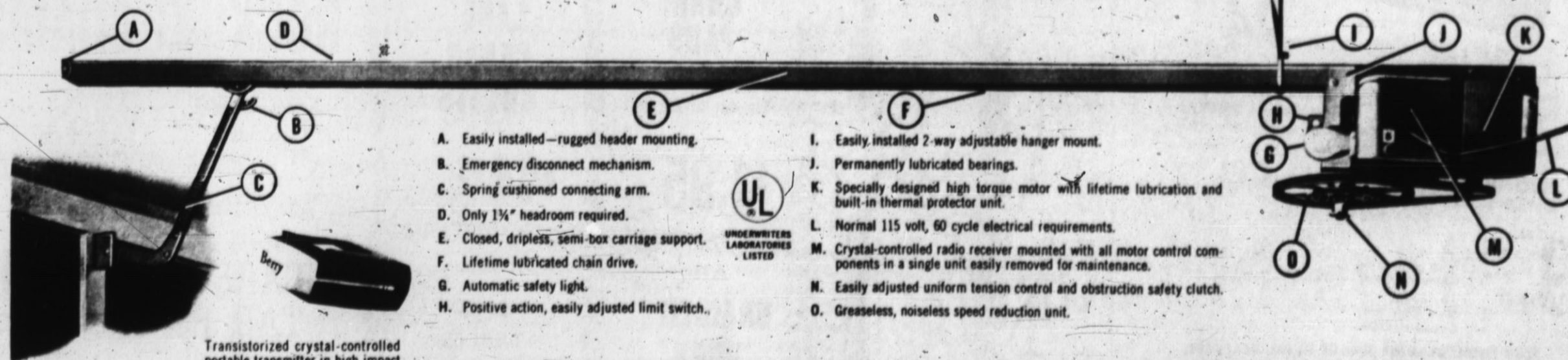


Lowell Wiggins

OPEN GARAGE DOORS "AUTOMATICALLY"

AT THE TOUCH OF A BUTTON

WITH THE BERRY Automatic Garage Door Operator



- A. Easily installed—rugged header mounting.
- B. Emergency disconnect mechanism.
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- D. Only 1 1/4" headroom required.
- E. Closed, dripless, semi-box carriage support.
- F. Lifetime lubricated chain drive.
- G. Automatic safety light.
- H. Positive action, easily adjusted limit switch.
- I. Easily installed 2-way adjustable hanger mount.
- J. Permanently lubricated bearings.
- K. Specially designed high torque motor with lifetime lubrication and built-in thermal protector unit.
- L. Normal 115 volt, 60 cycle electrical requirements.
- M. Crystal-controlled radio receiver mounted with all motor control components in a single unit easily removed for maintenance.
- N. Easily adjusted uniform tension control and obstruction safety clutch.
- O. Greaseless, noiseless speed reduction unit.

Transistorized crystal-controlled portable transmitter in high impact plastic case. Wall push button control for inside home or garage also included.

Radio control range, 40-60 feet. Normal operating cost less than 30c per month. Door can be reversed from any control station during travel. F.C.C. authorized frequencies. Triple coated steel construction. Operates most any overhead or sliding garage door... with or without track. Can be used with doors up to 18' wide and 8' high.

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Minister To Speak

Rotary Club Plans Christmas Dinner

Hereford Rotary Club will hold its annual Christmas ladies' night at the Hereford Country Club Tuesday at 7:30, president J. R. Johnson has announced. He urges all members and their wives to be present. Highlighting the program will be an address by the Rev. James L. Christensen, one of the nation's outstanding speakers. He is noted for his quick humor.

Gerald Martin will sing Christmas songs.

Mr. Christensen, a native of Cheyenne, Wyo., is pastor of the Central Christian Church, Enid, Okla. He is a graduate of seminary at Phillips University in Enid with a BD degree.

He has received many honors, both for his speaking and writing abilities, and has served in

His ministries have been characterized by strong youth programs with an active interest in civic affairs of the community. He has been an active participant in university Religious Emphasis weeks, service club conventions, and spiritual life conferences.

At present, he is serving as a member of the Board of Directors of the Oklahoma Association of Christian Churches, of the Graduate Seminary Council of Phillips University, the Enid YMCA Board of Directors, the Enid Library committee, the Enid Council of Churches Board of Directors, the Enid Civic Improvement committee and the Community Chest. He is a member of the Rotary club.

Recognized as one of the outstanding young ministers in the Christian Church, Mr. Christensen has also written six books which have been termed excellent in their field. The books, printed by Fleming Revell Co. in Westwood, N. J., have had ready success.

He is married and has two daughters, Lynda and Rebecca.

4-H Girls Make Berry Muffins

Merry Maidens subject matter group, unit 2, met recently in the home of their leader, Mrs. John Warren.

The group made blue berry muffins, a project that will be listed in their 4-H record books.

Those present for the session were Judy Bezner, Thelma Jean Warren, Connie Walker, and Mary Kay Wagner.

RETURN FROM VACATION

Mr. and Mrs. Fernando Olguin have returned home from a two week vacation. They visited a few days in Roswell, N. M., with their daughter and her family, Mr. and Mrs. Jerry Garcia, who accompanied the Olguins to Mexico. They then visited another daughter, Mrs. Tony Ramirez, in Perryton, and with Trudy Olguin in Amarillo and returned to Hereford Wednesday. Miss Trudy Olguin spent Thanksgiving Day with her roommate, Miss Thelma Ford, in Follet.



The Rev. James L. Christensen

COWAN'S 12th BIRTHDAY SALE

over 200 Ladies and Gents WATCHES from which to select

GET A HEAD START ON CHRISTMAS GIFTS WITH OUR CASH SAVINGS AND

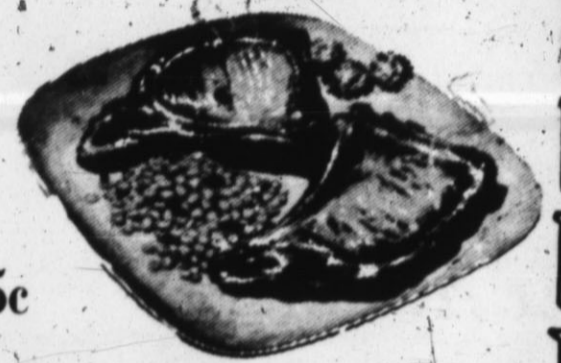


We have a Complete Stock of Nuts, Candy, and Fruit For Christmas Parties!

SPECIALS GOOD MON., TUES., WED., DEC. 9, 10, 11



PORK CHOPS



End Cuts lb. 45c
Rib Center Cuts lb. 55c

Wrights **Bacon 2:98c** **Rib Steaks lb. 79c**

COFFEE

MARYLAND CLUB **LB. 59c**

Reg. or King **COCA COLA** plus dep. **39c**

Crisco **SHORTENING** 3 lbs. **69c**

Nest Fresh **EGGS** Grade "A" Large Doz. **49c**

Park Lane **ICE CREAM** 1/2 Gal. **59c**

Velveeta **CHEESE SPREAD** 2 lbs. **89c**

Wolf Brand **CHILI** 300 Can **49c**

Tendercrust **COOKIES** Lg. Cello **49c**

FRUIT CAKES

MAMMY 2 1/2 lbs. **89c**

Lydia Grey **TOILET TISSUE** 10 Rolls **89c**

Shurfine **COFFEE** lb. **59c**

Shurfine Frozen 6 oz. **ORANGE JUICE** 4:51

Shurfine **FLOUR** 5 lbs. **39c**

Prestone or Zerex **ANTI-FREEZE** Gal. **\$1.59**

Duncan Hines **CAKE MIX** **39c**

FRUIT PIES

BANQUET Apple, Peach, or Cherry **29c**

Christmas TREES **\$2.00** Plus Tax



Red **Potatoes** 25 lbs. **59c**

Winesap **Apples** 1/2 Bu. **\$1.40**

PECANS 10 lbs. **\$3.25**

Santa Claus is Coming to Hereford

Pulled by 6 Beautiful Shetland Ponies

IN HIS 30 FOOT SLEIGH

SAT. DEC. 14

FREE RIDES FOR CHILDREN

9:30 a.m. til 5:30 p.m.

You may get the necessary coupons for the rides from the participating merchants listed below. One ticket will be given for each purchase of one dollar.

- Western Auto Store
- Harman's
- Taylor & Sons
- May Department Store
- E. B. Black
- First National Bank
- Montgomery Ward
- Lawrence Cleaners
- Plains Insurance
- Cooper's Market
- Tannahill Variety
- Rogers Drug
- Hereford Hardware
- Rutherford & Co.
- City Drug Store
- J. C. Penney Co.
- M & N Humble
- Star Theater
- Helton's Army Surplus
- Piggly Wiggly
- Helen's Youth Shop
- Safeway Little's
- Sears & Roebuck
- C. R. Anthony & Co.
- Cowan Jewelry

TAYLOR & SONS FOODS

LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

YOUR HOME TOWN BOYS

CASH AND SAVE

Courthouse Records

Vehicle Registrations

Patsy Boswell, 1954 Chevrolet; G. A. Brown, 1950 Chevrolet; R. L. Cocanougher, 1964 Chrysler; Eugene Harrell, 1964 Plymouth station wagon; Noe Salinas, 1955 Ford; Emmett W. Solomon, 1960 Chevrolet; Taft McGee, 1964 Dodge Pickup; Hale Center Funeral Home, 1961 Chrysler; Shelton R. Doerksen, 1964 Chevrolet; Pittman-Taylor Farms, 1964 Chevrolet Pickup; Harry Bennett, 1957 International truck; Cnester Clark, 1958 Darby Craft house trailer; Chester Clark, 1954 Chevrolet pickup; Walter Lemons, 1964 Buick, 12-3.

E. M. Taylor, 1950 Buick; Wilhelm Vinton, 1962 Buick; Ralph Rice, 1964 Rambler station wagon; Louis E. Buck, 1953 Chevrolet truck; Roberto Rodriguez, 1959 Ford; J. H. Porter, 1952 Chevrolet; Jose Nubez Mendoza, 1954 Mercury; Wendell Roe, 1954 Chevrolet; Roy V. Smith, 1963 Chevrolet; Jimmy Brady Jr., 1955 Ford; McCullough Motor Co., 1964 Chrysler; A. R. Hughes, 1964 Plymouth; McCullough Motor Co., 1964 Chrysler; Beau Latham, 1964 Chevrolet pickup; City of Hereford, 1964 Dodge truck; Gerald Mobley, 1957 Ford; Don Hamilton, 1958 Chevrolet, 12-4.

H. B. Whitten, 1959 Chevrolet and 1958 Dodge; Antonio Garza, 1951 Plymouth; W. C. Brewer, 1964 Chevrolet pickup; Jose Carlos Martinez, 1959 Ford; Claris High, 1955 Pontiac; Wesley High, 1956 Ford pickup; Jack Meredith Jr., 1955 Chevrolet; F. W. Hill, 1964 Oldsmobile; Charles Edward Laffel, 1955 Chevrolet pickup; Harold D. Fuitts, 1956 Chevrolet; George Anderson, 1955 Chevrolet; R. E. Barrett, 1964 Oldsmobile, 12-5.

J. F. Marin, 1964 Dodge pickup, 12-6.

Deeds of Trust

First Methodist Church of Hereford to the First Wichita National Bank of Wichita Falls: The South 1/2 of Lot 2 and all of Lots 3-6, Block 28; The South 1/2 of Lot 2 and the North 47 feet of Lot 3, Block 30; The East 50 feet of Lots 7 and 8, Block 28; The West 90 feet of Lots 7 and 8, except the North 15 feet of the West 90 feet of Lot 8, Block 28; Lot 10 in Block 28; The West 80 feet of Lots 11 and 12, Block 28; The East 80 feet of Lots 11 and 12, Block 28, all in Hereford and Addition.

COWAN'S

12th BIRTHDAY SALE

PEARL - JADE

HEMATITE - DIAMOND

PENDANTS

\$1.25 and up \$12.95 and up

OPTOMETRISTS

Dr. Milton C. Adams
Dr. Dale H. Wynn
335 Miles EM 4-2255

Office Hours

Mon. - Fri. 8:30-5:00
Saturdays 8:30 - 1:00

DRS. ADAMS & WYNN



MEMBERS OF RED CROSS Motor Corps unit for Dawn Community recently received their certificates at a joint luncheon of the group and Hereford Unit 1. Receiving certificates were, front row, from the left, Mrs. Melvin May and Mrs. Edgar Sowell; second row, Mrs. Ted Richardson and Mrs. Jack Higgins. They will be on call for emergency duty and regular needs of the chapter in the Hereford and Dawn areas. (Bradly Photo)

Lee Alvin Myers, et ux, to J. C. Hennington, et ux: The West 1/2 of the Northeast 1/4 of Section 39, Block K-3.

Isaias Gamez to Deaf Smith County Storage Inc.: The West 28.71 feet of Lot 13, all of Lot 12, and the East 12.58 feet of Lot 11, Block 6, Womble Addition.

H. C. Williams, et ux, to Amarillo Production Credit Association: All of the North 1/2 of Section 44, Block K-4.

Bruce G. Beene, et ux, to Hi-Plains Savings and Loan Association: All of Lot 7 and the South 35-feet of Lot 8, and a part of Lot 6, all in Russell Addition.

Jerry Huckabay, et ux, to Annie Margaret Schloss: A part of the West 1/2 of Block 8, Evants Addition.

Pablo Martinez to Betty B. Rice: All of Lot 10 and the South 1/2 of the closed street adjoining said lot, Severn's Subdivision of the West 1/2 of Block 24, Evants Addition.

Lindsey Construction Co. to Strong Trailer and Supply Co. Inc.: All of Lot 48 and the South 10 feet of Lot 49, Block 5, Westhaven Addition.

Lindsey Construction Co. Inc. to Strong Trailer and Supply Co. Inc.: The South 60 feet of Lot 35 and the North 5 feet of Lot 36, Block 5, Westhaven Addition.

Lindsey Construction Co. Inc. to Strong Trailer and Supply Co. Inc.: The South 65 feet of the North 70 feet of Lot 36, Block 5, Westhaven Addition.

Lindsey Construction Co. Inc.

Henry Murrell, et ux, to Gordon Elliott: 1/2 interest in and to a part of the West 1/2 of Block 42, Evants Addition.

Deaf Smith County Storage Inc. to Isaias Gamez: The West 28.71 feet of Lot 13, all of Lot 12, and the East 12.58 feet of Lot 11, Block 6, Womble Addition.

Jim N. Perrin to The First National Bank: The South 1/2 of Section 31, Township 5 North, Range 3 East.

P. M. Housser, et al, to Lindsey Construction Co. Inc.: All of Lot 48 and the South 10 feet of Lot 49, Block 5, Westhaven Addition.

Gladys Emmett LeGrand to Carl McCaslin Lumber Co.: A part of Block 9, Whitehead Addition.

Ofis Snadden, et ux, to Jim N. Perrin: The South 1/2 of Section 31, Township 5 North, Range 3 East.

F. H. Lindsey, et ux, to Lindsey Construction Co. Inc.: The South 40 feet of Lot 35, all of Lot 36, and the North 60 feet of Lot 37, Block 5, Westhaven Addition.

COWAN'S
12th BIRTHDAY SALE
RING SETS
Yellow or White Gold
\$27.50 up

Faithful Service Class Has Party

Faithful Service Class, First Baptist Church, met Thursday evening for a Christmas party in the home of Mrs. F. A. Tucker, class president.

Members disclosed their holiday plans in response to roll call. Mrs. L. H. Lookingbill led the opening prayer. A family was adopted by the class for Christmas. The devotional, "What to do first and what important decisions to make," was presented by Miss Della Stagner.

The group then sang Christmas carols and exchanged gifts. The closing prayer was led by

joining said lot, Severn's Subdivision of the West 1/2 of Block 24, Evants Addition.

Annie Margaret Schloss to Jerry Huckabay, et ux: All of Lot 4 of Parkview Subdivision of the West 1/2 of Block 8, Evants Addition.

Claude Ricketts to E. H. Lindsey: The South 40 feet of Lot 35, all of Lot 36, and the North 60 feet of Lot 37, Block 5, Westhaven Addition.

C. E. Coleman, et ux, to James M. Gillentine: All of the North 15 feet of the East 40 feet of Lot 8, Block 27, Original Town of Hereford.

J. C. Hennington, et ux, to Lee Alvin Myers, et ux: The West 1/2 of the Northeast 1/4 section 39, Block K-3.

Deaf Smith County Storage Inc. to Isaias Gamez: The West 28.71 feet of Lot 13, all of Lot 12, and the East 12.58 feet of Lot 11, Block 6, Womble Addition.

Bruce G. Beene, et ux, to Gladys Emmett LeGrand: All of Lot 40 and the North 1/2 of Lot 41, Barber Subdivision of Block 22, Evants Addition.

Carl McCaslin Lumber Co. to Bruce G. Beene, et ux: All of Lot 7, the South 15 feet of Lot 8, and a part of Lot 6, all in Russell Addition, and a part of Lot 7, Block 1, Sunset Terrace Addition.

Marriage Licenses
Donald Ball McDonald and Viola Isabel Morrison, Dec. 6.

Mrs. H. E. Miller. Those present were Miss Stagner, Mrs. Lookingbill, Mrs. R. L. Wilson, Mrs. W. J. Hacker, Mrs. Grady Parsons, Mrs. J. F. Parker, Mrs. Joe Curtisinger, Mrs. Viola Williams, Mrs. Roy Thompson, Mrs. Abe Martin, Mrs. Sank Ramey, Mrs. Louie Olson, Mrs.

Miller, and the hostess.

Entomologists of the U. S. Department of Agriculture's Agricultural Research Service have isolated a natural substance from male boll weevils which attracts the female of the species.

QUALITY NURSERY STOCK

205 W. Park EM 4-1848

Foxy G says:
"Flexibility" is the word

for Reliance Homes

Flexibility of models: You may choose from more than 30 different models of Reliance Homes, ranging from the 1,357 square foot PELICAN, to the compact MEADOW LARK.

Flexibility of planning: Extend the porch, move a wall, add a whole new room — any Reliance Home plan can be changed to your specifications, and any variation in cost can be quickly determined.

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Hereford, Texas

Reliance HOMES · FOXWORTH-GALBRAITH

NEW CHEVELLE!

BY CHEVROLET

The kind of go—6 or V8—you'd expect from one of Chevy's great highway performers. Come on down and drive it.

The kind of comfort you'd expect in a large interior. Come on down and sit in it.

The kind of fresh styling—inside and out—that makes it the year's smartest surprise. Come down and stare at it.

New Chevelle Malibu Sport Coupe



Feel this close to the folks back home... dial your own Long Distance calls

Direct Distance Dialing eases that homesick feeling, for it puts you in touch with out-of-town loved ones in 30 seconds or less.

It's so economical... about one-third less than person-to-person calls. Easy, too. Just see the front pages of your phone book for information on how to call.

Call those away this fast new way — Direct Distance Dialing

Now—Chevy spirit in a new kind of car!

We built this one to do a lot more than just stand around looking beautiful. Held its weight down in the 3,000-pound range. Then built four lusty engines for it—two sixes and two V8's—with output all the way up to 220 horses*!

And if that combination of modest weight and potent power makes you think this is one frisky car, you've got the right idea.

You've also got a car with lots of room for legs, hips, shoulders, hats and luggage. Yet its 115-inch wheelbase keeps it highly maneuverable in traffic and very easy to park.

With its Full Coil suspension and snug insulation, it's got a ride that reminds you of the Jet-smooth kind the

way it muffles noise and cushions you from bumps.

And the fine hand of Body by Fisher craftsmen shows up beneath this one's suave good looks, too. Just listen to the solid thunk of a door closing or look at the smooth metalwork. You'll see what we mean.

Sound good so far? There's more. Like the fact that Chevelle comes in three series with eleven models—convertibles, sport coupes, sedans, wagons, even Super Sport models with front bucket seats. Like the fact that (and see if this isn't one of the nicest surprises of all) the new Chevelle comes at an easy-to-take price!

Like to hear more? The listening's wonderful at your Chevrolet dealer's—and so's the driving.



See five entirely different kinds of cars at your Chevrolet Showroom—CHEVROLET, CHEVELLE, CHEVY II, CORVAIR & CORVETTE

ORSBORN CHEVROLET-OLDS

HEREFORD, TEXAS

Hereford Man Is 'Soldier Of Month'

Specialist Four David W. Rettman of Hereford has been named "Outstanding Soldier of the Month" at the U. S. Army Transportation School, Fort Eustis, Va., for the month of November. He is the son of C. A. Rettman and brother of Mrs. Blue Turpen of Hereford.

In a letter to his wife, Karroll J. Rettman, Ernest M. Monroe Jr., Commanding Officer at Fort Eustis, said: "The rigid criteria for selection of the 'Outstanding Soldier of the Month' includes such factors as character, judgement, military bearing, appearance and knowledge of military subjects. The decision reached by the board of officers resulted from analysis of personal interviews with a selective group of competitors."

The officer added: "You can be justly proud of your husband's attainment of this recognition."

Colonel Monroe said that Rettman, in the near future, "will represent the U. S. Army Transportation School before the 'Outstanding Soldier of the Month' Board of officers convened by the commanding general, U. S. Army Transportation Center. I know that you will join me in wishing him success before the board, and continuation of achievement in the United States Army."

Urbanization is having its effect upon the pattern of land use in Texas. The acreage in cities and densely populated suburbs increased more than threefold from 1945 to 1959, says Gerald F. Vaughn, Extension rural-urban affairs specialist.



SP4 David W. Rettman

COWAN'S 12th BIRTHDAY SALE
SINGLE TO 3 STRANDS CULTURED PEARLS
\$21.95 AND UP
Simulated Pearls \$2.50 AND UP

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Sometimes A Woman Can Live A Lifetime Of Love In A Few Brief... Burning... Magnificent Stolen Hours!

THE MIRISCH COMPANY AND BARRICAN FILMS
SUSAN HAYWARD 'STOLEN HOURS'
COLOR OF DELUXE

Starts Wednesday

It's what happens when FOUR BOYS in a borrowed bus (with built-in tanks and bath)... meet FOUR GIRLS with a single mission...

It's the greatest four-way love affair that ever shook up the film back home!

GUPP RICHARD
LENNI PETERS

SUMMER HOLIDAY

TOWER DRIVE-IN THEATRE
Now Open Every Fri. - Sat. - Sun.
Hurry! Ends Tonight!

"MISTER ROBERTS" Henry Fonda - James Cagney
"NO TIME FOR LOVE" Andy Griffith

Bogles To Attend Dallas Meeting

Guy Bogle, owner of B&B Olivet Co., and his wife, Louise, who is bookkeeper for the local farm equipment dealership will attend Oliver Corporation's "More from the Growing O" meeting at Market Hall in Dallas, Monday and Tuesday, Dec. 16-17.

by Samuel W. White, Jr., president of Oliver, and his top management team from the Chicago headquarters of the farm and industrial equipment subsidiary of the White Motor Company. The two-day event will highlight methods by which the outstanding features of the new products can be presented most effectively to farmers and contractors.

First Methodist Church Keeps JC League Lead

First Methodist Church basketball team held on to their top spot by defeating Temple Baptist Church 39-36 in Jaycee Churn Basketball League play Monday.

With the win, the League's leading team maintains its undefeated record for season play. Pacing the league leading team victory was Dennis Hodges who netted 16 points. David Seal scored a total of 25 points for the losers.

Army Calls For 667 Texans In December Drafts

The state draft quota for December calls for 667 men, compared to 868 for November, Colonel Morris S. Schwartz, state Selective Service director, said Wednesday.

State draft calls, on the rise since August, when 552 men were requested, were much lower earlier in the year. The state quotas in July and June were 349 and 187, respectively.

The state quota of 667 for December is the Texas share of a national call for 13,000 men, all for the Army.

More than 3,000 men over the state will be called up for pre-induction physical and mental examinations in December, also, the state director of Selective Service said.

Local board quotas for the December call already have been figured and sent to the state's 137 local boards.

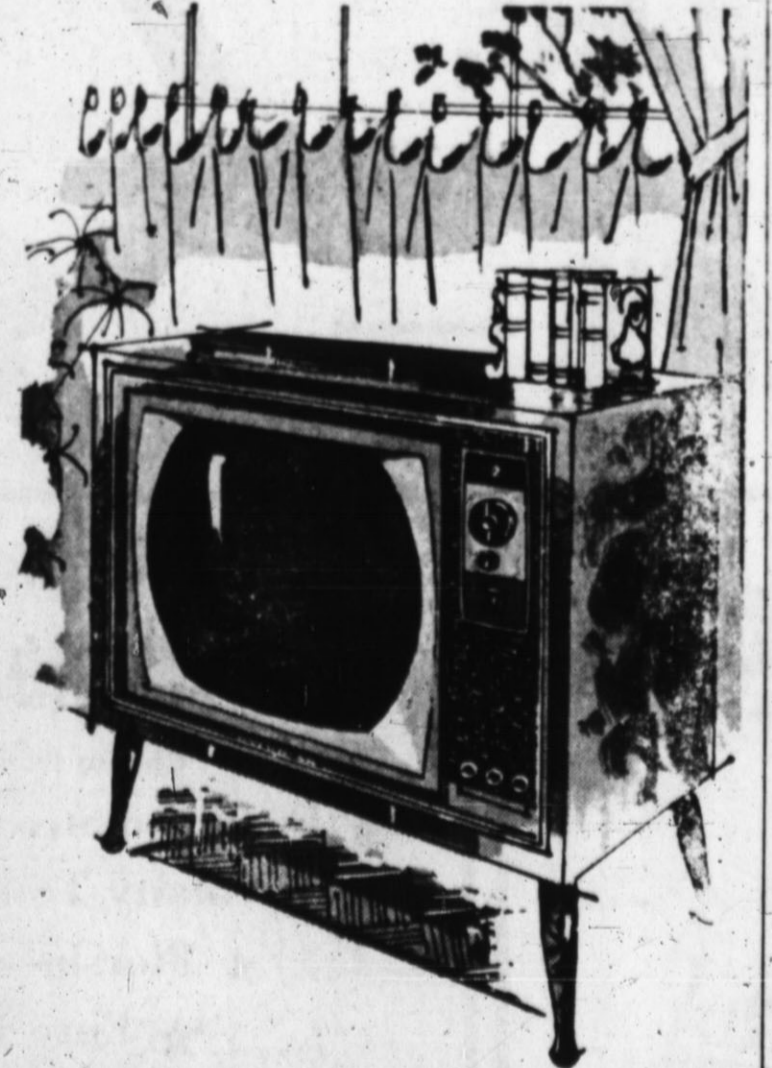
The December quota will be filled mostly with men who are volunteers under 26 years old and nonvolunteers ages 19 through 25. Most of them will be 22 years old.

No man whose draft board file reflects that he is maintaining a bona fide family relationship with a wife or a child or children will be selected in response to this call.

In other league action Monday, Joe Kerr found the bucket for 20 points for First Presbyterian Church as they downed Immanuel Lutheran Church 47-19. Leon Vogler netted eight points for the Lutherans.

In the final game of the evening, First Baptist Church won over St. John's Baptist Church by a commanding 19-point margin. Final score was 49-30.

Harold Kids led the winners with a 15-point total for the game while Alvin Block scored seven points for the losers.



Enjoy the natural look in Color TV by Sylvania. The industry's most advanced circuitry plus out front sound, high-gain Tuner, 21" (meas. diag.) Bonded Picture Tube, Pre-set Fine Tuning, Contemporary design, grain finished to match walnut or mahogany furniture.

*260 square inches of viewing area

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Fresh Dressed 1 1/2 to 2 1/2-lb. Average
29c
Only **lb.**
Chuck Roast U. S. Good Aged Mature Beef Chuck Roast **49c**
Sausage Armour's Star 1-lb. Roll Pork Sausage **29c**
Ground Beef Ground Fresh Daily **3 lbs. \$1.00**

FRYER PARTS
Breast Cut Fresh Daily **69c**
Thighs Cut Fresh Daily **59c**
Legs Cut Fresh Daily **49c**
Wings and Backs
Economy Parts **19c**

Cut Up Fryers
Fresh Dressed Pan Ready **35c**
Fish Sticks
Captain's Choice 14-oz. Pkg. **49c**

LIFE CHRISTMAS BOOKS Vol. No. 3 **\$1.49**

DELUXE TOYS Buy Your Christmas Toys Now From Safeway's Fine Selection of Toys

MANDARIN ORANGES Town House 4 11-oz. Can **\$1.00**

Snow Star ICE CREAM
Ass'd. Flavors Save 20c 1/2-Gal. Ctn. **49c**

Crugmont BEVERAGES
Party Mixes Qt. Btl. **10c**

EGGS Breakfast Gem Grade "A" Medium Size Safeway Price Doz. **39c**

PIES Blue Star Frozen Apple, Cherry & Peach Save 10c 22-oz. Pie **29c**

DATES Waldorf Pitted Dates Save 6c 16-oz. Pkg. **39c**

FLOUR Kitchen Craft White Flour 5-lb. Bag **45c**

MILK Lucerne Canned Milk 2 Tall Cans **25c**

EGG NOG LUCERNE EXTRA RICH QT. CTN. **49c**

SALAD DRESSING 29c
Piedmont Save 10c Qt. Jar

VELKAY SHORTENING 3 lb. Can **59c**
Save 10c

MARSHMALLOW CREME Kraft Save 6c 7-oz. Jar **19c**

PAPER TOWELS Zee Save 16c 4 Rolls for **\$1.00**

BLEACH Glorox Save 4c 1/2-Gal. Btl. **39c**

BUTTERMILK LUCERNE BONUS QUALITY 1/2 GAL. CTN. **39c**

WHIPPING CREAM LUCERNE WHIPPING CREAM 1/2 PT. CTN. **29c**

COFFEE Hills Bros. Coffee 1-lb. Can **69c**

PECANS Ellis Fancy Pecans Save 10c 10-oz. Pkg. **69c**

BANANAS GOLDEN RIPE 2 LBS. **29c**

COOK BOOK BREAD 1-lb. Loaf **31c**

ONIONS FRESH GREEN 3 Bunches **19c**

TUNA CAT FOOD Kal-Kan 2 6-oz. Cans **29c**

ASSORTED NUTS New Crop **LB. 49c**

TUNA & CHICKEN Kal-Kan 6-oz. Can **15c**

Delicious APPLES Washington Extra Fancy 4 LB. BAG **59c**

KIDNEYS Kal-Kan Cat Food 6-oz. Can **17c**

AVOCADOS New Crop Large Size 2 FOR **29c**

BEef LIVER Kal-Kan Cat Food 15-oz. Can **29c**

Marshmallows Fluffiest 10 1/2-oz. Pkg. **25c**

HORSE MEAT and Gravy Kal-Kan 13-oz. Can **27c**

Instant Coffee Safeway 30c Off 10-oz. Jar **99c**

BEADS O' BLEACH Large Pkg. **49c**

Smoked Oysters Sea Trader 3 3 2/3-oz. Cans **\$1.00**

BLU-WHITE Safeway Price 24-Ct. Pkg. **10c**

Waxed Paper Zee 100' Roll **19c**

DREFT DETERGENT Qt. Box **81c**

Dainties Hershey's 5c Off Label 12-oz. Pkg. **39c**

OXYDOL DETERGENT Qt. Box **81c**

SAFEGWAY Prices Good Thru Wed., Dec. 11, in Hereford
We Reserve the Right to Limit Quantities

GLEEM TOOTHPASTE Ex. Large Tube **69c**

PEPTO BISMOL 8-oz. Btl. **98c**

DUB REEVES DAY



honoring our
fire chief
and
fellow merchant

SPECIAL...

Dub's work has been the pride of Hereford and Deaf Smith County in past years. Due to his recent illness, the downtown merchants take pride in honoring Dub on Monday, Dec. 9, and throughout the month.

Christmas **GIFT** Sale

at **DUB'S MAN'S SHOP**

Monday, Dec. 9

— **ALL DAY LONG** —



All Day Monday the store will be operated by the following stores

Rutherford's - Gaston's - Anthony's
Penney's - Harman's - May Department Store

Due to the high-priced help

ALL SALES CASH

other merchants and friends will help operate the store throughout the month.

Give a...



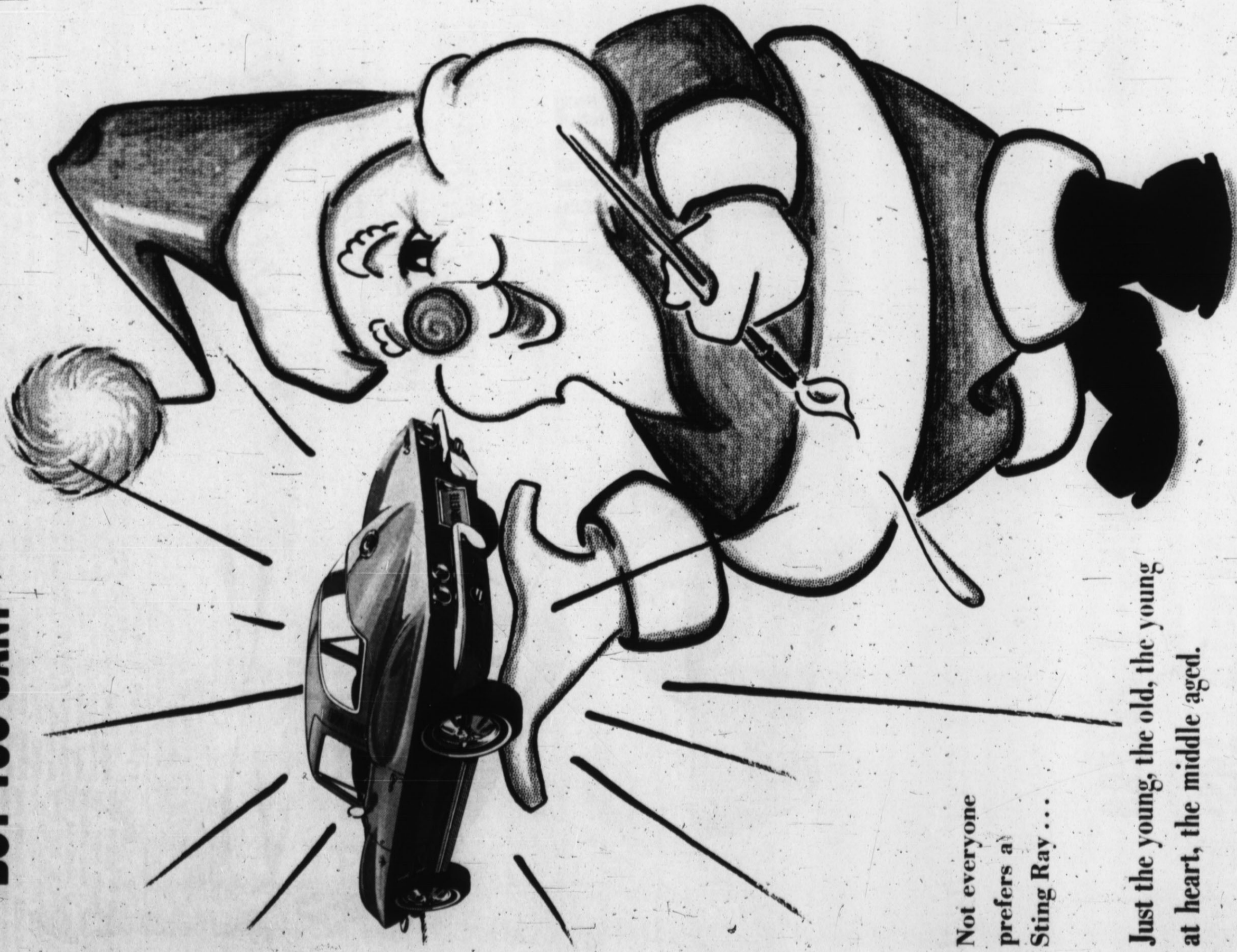
Do your Christmas Shopping MONDAY at DUB'S

Choose from such famous brands as

- ★ Field and Stream Shirts
- ★ Varsity Town Suits
- ★ Florsheim Shoes
- ★ Enro Robes
- ★ Catalina Sweaters
- ★ After 6 Tux and Accessories
- Cashmere Socks
- Mark II Cologne & After Shave
- Brushes
- Travel Kits
- Travel Bags
- Shoe Trees
- Jewel Boxes
- Belts

Not everyone can afford a Sting Ray . . .

BUT YOU CAN!



Not everyone prefers a Sting Ray . . .

Just the young, the old, the young at heart, the middle aged.

Just a look at the new Sting Ray on display at Osborn Chevrolet-Olds will brighten your holiday season. Come in and let us show you the complete line of quality Chevrolets and Oldsmobiles.

ORSBORN CHEVROLET-OLDS

The Sunday Brand

THE SUNDAY BRAND, HEREFORD, TEXAS, SUNDAY, DECEMBER 8, 1963 CHRISTMAS GIFT EDITION

Proceeds From Christmas Gift Sale Will Go To King's Manor Infirmary



By Dale Stevens
 they could not even keep up with advance orders.
 Many hours are spent each day by the women making the various items they sell. Most of them work in the recreation area of the lobby. Others work in their rooms, and some in their beds. Their materials are mostly scraps sent to the home from families and friends of the residents. Boxes arrive from far places, containing particularly scraps for the adorable clowns they make from countless ruffled circles of bright prints.
 Crocheted items are also in great demand. Sachet balls made of strips of net ruffled on coat hangers make attractive gifts. Hairpins are decorated with loops of art foam are made. Many of these items are decorated with little clusters of flowers for added beauty.
 Then there are the decorative gifts with Santa themes — a gay boot in red and green and white felt, complete with lace and tongue, designed to hold a flower pot or glass jar; of Christmas trees, a glass lamp chimney with a felt cut-out face, hat, and collar, and Santa hats with hanging strings or attached to a paper cup for standing.
 Most popular of these are the lid covers. Made of bright red felt with back snaps, they have large Santa faces on each side. On top the Santa waves a cheerful "Hi". On back he hides his face with black mittens.
 Felt and net material and styrofoam balls are bought by the residents for their projects. Their profit from these items must take cost into consideration, but profit is not always money. Most of those who work on the items for sale, and those who watch them, profit as they see the pleasure with which the approach their work. They will use warm water. The more delicate Christmas plants react poorly to the shock of cold water. Over-heating is a hazard. Keep infirmary, and then choose another worthwhile project.

A visit to King's Manor is always exciting and inspirational. No matter how casual the visit, staying longer than intended and leaving with a feeling of awe and enthusiasm for the enthusiasm of the home's residents is quite contagious.
 The current work project for women at King's Manor and some men, too, became interested and help in their project to raise money for an infirmary wing through the sale of their handwork. They originally planned a Christmas bazaar for this purpose, but they found

Christmas Gift Plants Require Special Care

The millions of house plants that will be sent and received this Christmas will live longer, healthier lives if a few simple tips on house plant care are observed.

Make sure gift plants are professionally grown and kept in most top growers provide your local florists with holiday plants in clay containers to insure quality plants. Clay pots dissipate excess water and leach out harmful salts in the soil.
 Don't over-water. Horticultural experts say that over-watering is a leading reason for premature fading of holiday gift plants. One simple rule of green thumb gardening is to give your Christmas plant the "thumb test". Simply touch the top soil of the plant and if it's dry, water it.
 Use warm water. The more delicate Christmas plants react poorly to the shock of cold water. Over-heating is a hazard. Keep infirmary, and then choose another worthwhile project.

as a project to raise money for the infirmary, which will be started soon, but advance orders have been so numerous that it is necessary to work full time to fill these orders.
 Originally a Christmas bazaar was planned.

(Staff Photo)

'Talented' Dolls Talk, Sing In Seven Tongues

The world of dolls abounds with astonishing new talents, all keyed to making it more difficult than ever to differentiate dolls from real children.

Star performers this Yuletide are the new contingent of baby dolls whose behavior almost exactly reproduces the muscular virtuosity of infants and toddlers and most of the human repertoire of sound effects as well.

The muscular activity of baby dolls is reproduced with fascinating realism by a new infant doll prototype. When this sophisticated cherub sucks on her bottle she squirms and wriggles in a manner modeled exactly after real baby movements.

There's a doll that laughs when tickled and another that spanked. A real surprise for even experienced connoisseurs of the modern playroom phenomenon — the doll conversationalist — is a new pram, wired so that when the doll's mother pulls a cord the doll in the pram starts chattering without being touched at all.

Another addition to new doll accomplishments in the vocal area is the inclusion of foreign languages in the doll conversational repertoire. One newcomer doll's accessories include records in six languages besides English and a wartime suited

Anything from a set of silver coasters to a handsome tea or coffee service will win undying gratitude from any homemaker. And the silver may be sterling or plated, precious or budget-priced.

The art of the finest designers is available in silver pieces in all price ranges, with some of the most beautiful of modern designs seen in inexpensive silver plate.

A subscription to the Hereford Brand Makers an Ideal Christmas Gift

A variety of character dolls add a touch of fantasy in intriguing-contrast to the detailed realism of the dolls modeled after members of the average family.

The teen dolls have highly realistic accessories including telephones, radios, and sports outfits. The sportive look currently favored in adult fashion is echoed in the fashion doll world, too.

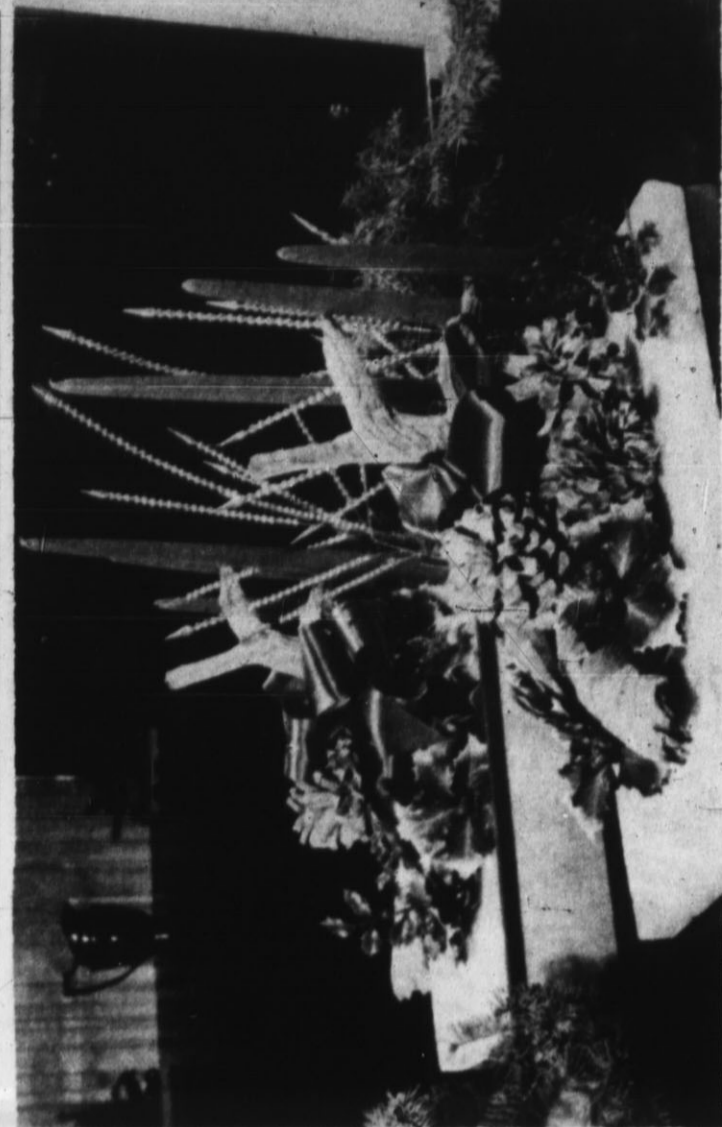
Bulky knit sweaters and slouchy pants, for example, are worn by dolls. So are boots. The dressed doll will have at-home costumes, long formal evening dresses and even a collection of dresses and another crew when spanked.

And the silver may be sterling or plated, precious or budget-priced.

The art of the finest designers is available in silver pieces in all price ranges, with some of the most beautiful of modern designs seen in inexpensive silver plate.

A subscription to the Hereford Brand Makers an Ideal Christmas Gift

The materials were assembled



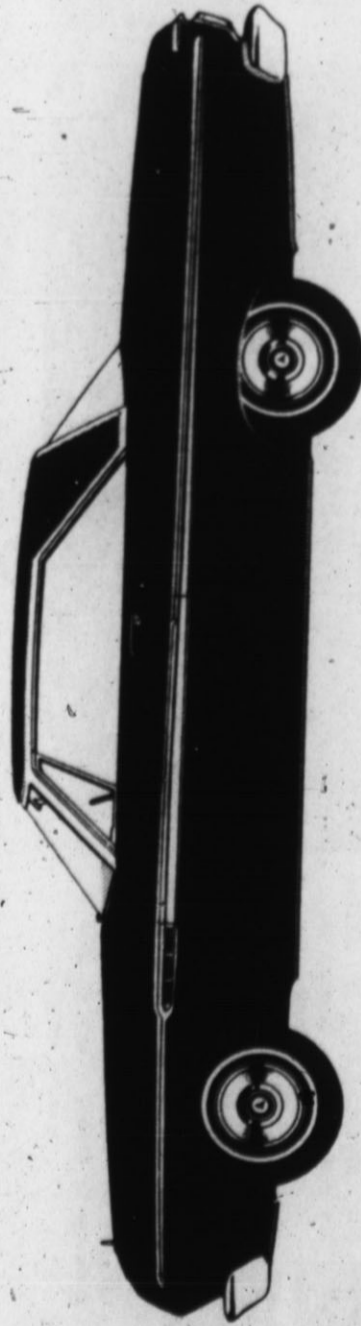
AN ARRANGEMENT OF DRIFTWOOD, pine cones, holly, candles, and red satin bow ties, and other Christmas decorations, centers the buffet in the S. O. Wilson home, 1110 Kibbe. The materials were assembled

(Staff Photo)

For The Merriest Holiday Season Ever....

this year

GIVE PLYMOUTH



*And remember folks,
wherever you travel,
whatever you do,
be sure you*

go Plymouth!

*and you'll enjoy
your going better.*

See the full line of Plymouths - Chryslers

now on display at



MCCULLOUGH MOTOR COMPANY

Your Friendly Chrysler-Plymouth Dealer

Colored Sheets Make Attractive Presents

Now a woman can decorate the bedroom with sheets and a stack of matching ones makes a great gift to the mistress. Sheets in set in different colors to carry out any decorative scheme. Many come in matching solids, ruffles, stripes and smart polka dots. With these, enchanting effects for headboards, curtains, dust ruffles, draperies, etc. are easily created.

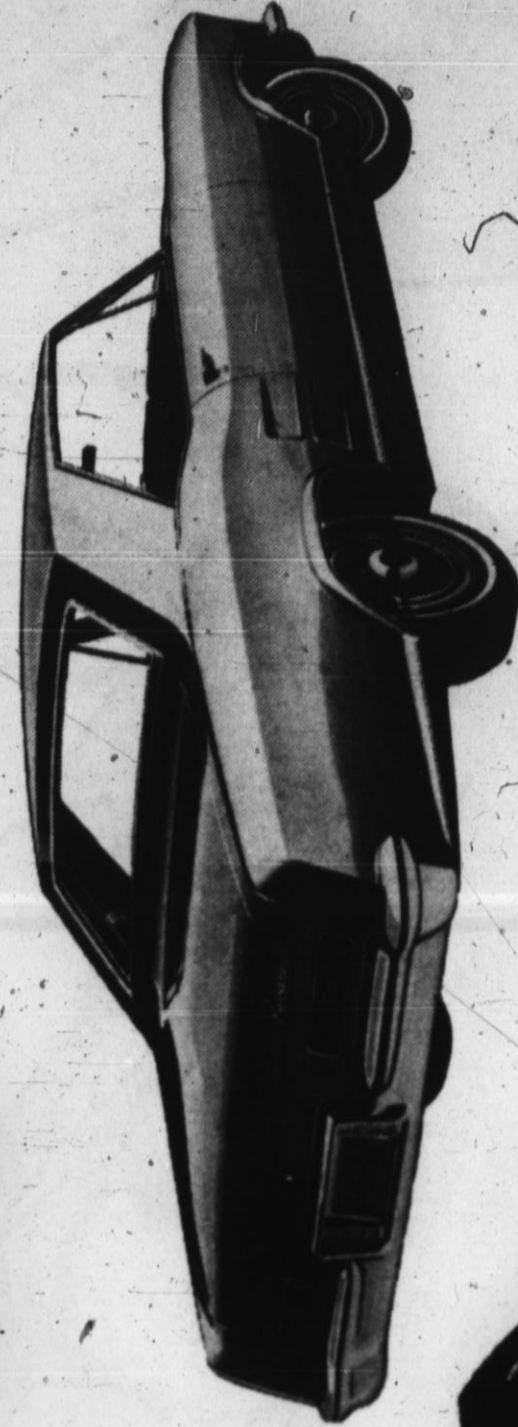
Gifts Of Silver Delight To Give, Delight To Get

Nothing adds more to the charm and festivity of holiday tables than the luster of fine silver. For Christmas and for use throughout the year, beautiful silver bowls, platters, candlesticks, ash trays, comports, end tables are gifts of timeless value. A fine silver service grows handsome trays to hold a complete coffee service or small trays to hold an individual cup or glass.

Next Year....

*Old Saint Nick
Will Arrive in A
Beautiful.....*

BUICK



*for the best Christmas ever, check
our complete line of.....*

BUICKS - RAMBLERS and CLEAN USED CARS!

KINSEY - OSBORN MOTORS

142 N. Miles

Phone EM 4-0990

loware gift lineup are silver bowls of all sizes and designs, with the classic Revere bowl a perennial favorite, available in sizes from tiny individual ash trays to huge centerpiece bowls for flowers or fruit.

The thoughtful giver will order the gifts well in advance to allow time for the personal touch of finishing or monogramming — an added sentiment guaranteed sure to be appreciated.

Shoes Make Ideal Gift For The Men In Family

He'll jump for joy if you give him a pair of shoes that are slimmer than the last pair he wore. Most Christmas shoes are made of leather. That's because leather is so durable. It's also a good material for winter shoes. Leather shoes are comfortable, and they last a long time. They are also a good gift for the men in your family.

For a holiday romp with the children, he'll appreciate the slippers and slippers. The slippers are soft and comfortable. They are also a good gift for the men in your family.

For a holiday romp with the children, he'll appreciate the slippers and slippers. The slippers are soft and comfortable. They are also a good gift for the men in your family.

Newest Hats For Men Styled For Individualist

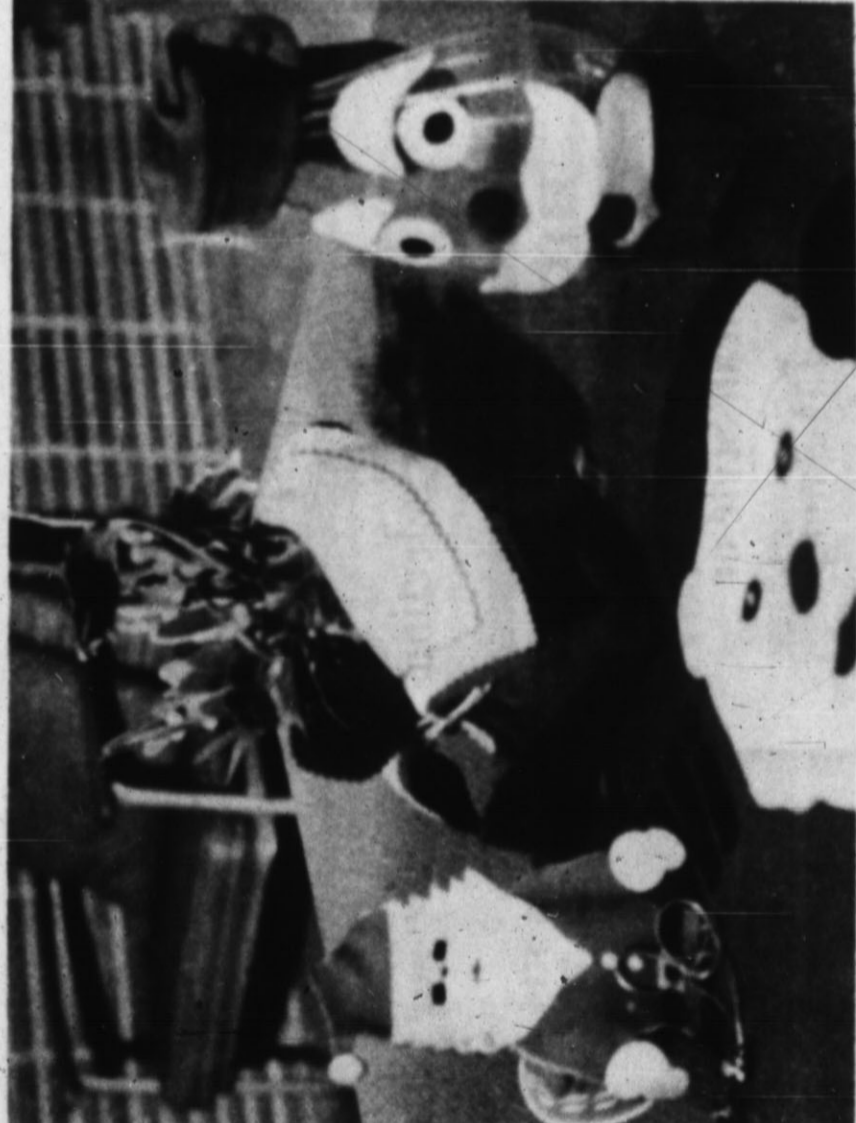
Planning to give him a hat? Here are some news items to note:

From Madison Avenue to Main Street, the theme for men's fashions this winter is a constant story—an easy, casual look in clothing. Always this accent on the casual is accompanied by a greater interest in lighter tones than ever before.

Casual clothing means casual hats; lighter clothing means lighter hats in headwear. All of which adds up to a prospect of a younger looking, better groomed and more comfortable turned American male.

Making hats headlines this fall are sweedes, in conventional hat styles as well as sport hats and caps. Dobbies, famous for its soft, feathery, downy hats that are worn equally well center creased or pinch front.

Knox, which has been putting its hats on famous heads for over 125 years, offers the Alpineer, a



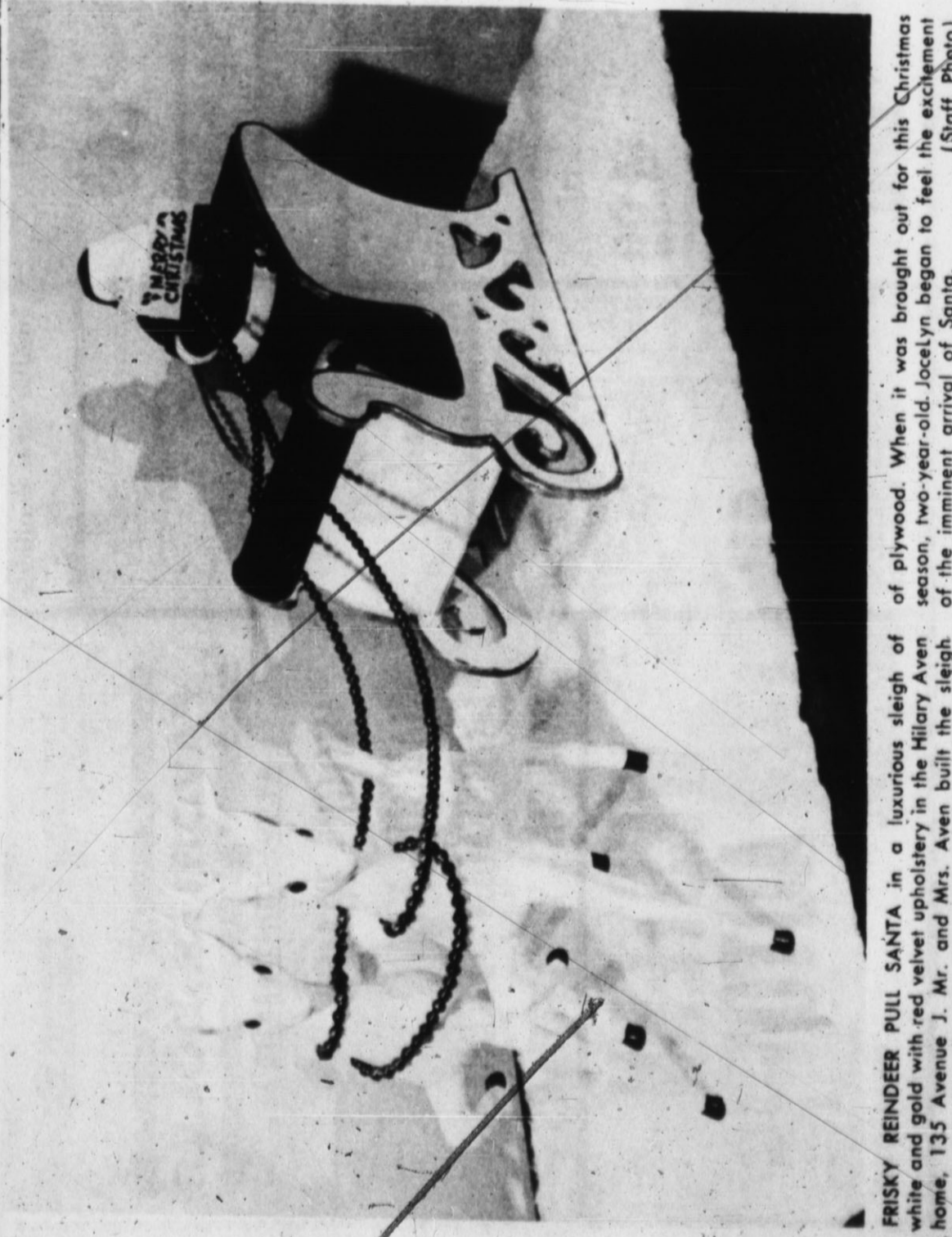
AMONG THE GIFT ITEMS MADE BY King's Manors residents are several with Santa Claus themes made of bright red, green, and white felt. At left is a Santa attached to a paper cup so that he may be used in any setting. At center back is a boot complete of this line. (Staff Photo)

Tyrolean styled suede with cord-rod band. You'll be able to get a conventional cap in suede this fall, but be sure to look for a quality one. The Robin Hood, a fakish cap with corduroy trim.

Not far behind the sweedes in this season's hat interest are the Cloth Hat casuals, in a new line including Pebles of Scotland woolens and luxurious Vyella.

Plush Tyrolean velours will be decorative, the brush leathers line gayer and top pins more image-bringing than in former years.

What the "little black dress" of the well dressed woman's wardrobe is to the fashion story for this fall, the best known of all hatters, the Downturn is just about the indispensable hat. Cavanaugh of Hat Corporation of America, a



FRISKY REINDEER PULL SANTA in a luxurious sleigh of white and gold with red velvet upholstery in the Hilary Avenue home, 135 Avenue J. Mr. and Mrs. Aven built the sleigh of plywood. When it was brought out for this Christmas season, two-year-old Jocelyn began to feel the excitement of the imminent arrival of Santa. (Staff Photo)

Parakeet May Solve Children's Gift Problem

Want to give relatives and friends an extra surprise this Christmas? Then think of giving a parakeet, the third most popular pet, right behind puppies and kittens.

This suggestion comes from Friskies Pet Bird Laboratories in Rochester, N. Y., which reports that for the last several years these clever little birds have become increasingly popular as gift items.

They suggest, too, that the bird be taught a Christmas greeting for an added touch. "Parakeets learn from constant repetition of words and phrases, merely a matter of time and patience. You may not get your parakeet to learn 'Silent Night' between now and Christmas, but chances are he'll reward you with a cheery yuletide greeting if you spend just a few minutes a day on his education. Mom can probably do the best job, say the experts at Friskies because its easier for birds to mimic the high tones of a woman's voice. In any case, only one person should be elocution coach to the bird.

Christmas Puppy Would Delight Whole Family

If you're Christmas shopping for a new puppy as a gift, it's as simple to find the breed of dog you need to fit into your scheme of living as it is to say "Santa Claus." There are now 115 recognized breeds to choose from, and some of the most popular, breeds even come in a choice of size and color.

Bob Bartos, manager of the Friskies Research Kennels, advises that you shop carefully for your Christmas pup and have in mind what breed and size of dog is best suited to your environment.

For instance, Bob Bartos tells us that the Beagle, a perennial favorite, is available in a small thirteen-inch-or-under size and a larger edition ranging from thirteen to fifteen inches.

The poodle is available in three different sizes and a vast choice of color. The toy size is under ten inches in height, the miniature variety runs ten to fifteen inches and the larger standard size is over fifteen inches.

The Schnauzer, one of the very popular breeds, is also available in miniature, standard and giant size.

The Dishbund, a beguiling little fellow, not only comes in two sizes, but is available in either the smooth-coated version or the long-haired type.

For those who favor the ever popular Collie and his lovable disposition but have a space problem, there's the Shetland Sheepdog, a miniature version of the Collie.

While the Shetland Sheepdog is a breed unto himself, he is definitely a miniature version of a Collie. There are many other breeds that have similar reputations such as the Miniature Pinscher which, closely resembles the Doberman in everything but size.

So, when you pup shop, keep the size of the house or apartment in mind and try to choose the dog that will best fit his new surroundings. Bob Bartos advises that it's best to see the parents of the puppy if you want to double-check the size your new puppy will be when grown.

A Dishwasher Solves Family Christmas Gift

For new parakeet owners, treat bell from time to time for extra enjoyment. French's Parakeet Seed, are some tips:

1. Don't expect too much of your pet right away. It takes a few days for him to adjust to new surroundings and he may act dull and drowsy. At first, it's wise to keep his cage covered for several hours during the day. Before long, your pet will feel settled and will be his usual playful, friendly self.
2. Try not to frighten or excite him. Move quietly when near the cage and talk to him in a soft calm voice.
3. Keep the cage out of direct sunlight and drafts and in a spot where the bird will not be subject to sudden, extreme changes in temperature.
4. Feed your bird daily. And don't mistake a dish of empty seed hulls for a full cup of seed. His diet should consist of seed, treat, conditioning food, cuttle bone, and gravel, plus fresh water. Add spray millet or a Christmas Gift.

A Subscription to the Hereford Brand Makes an Ideal Christmas Gift.

Gifts

and the new powerful washing action that gets dishes really clean, and the hot-air drying that leaves them sparkling.

2. Tell him that an automatic dishwasher will save your hands from that rough, redness coming from that dish washing gloves. Explain that your hands have to do anything except brush food off the plates and place tableware and kitchen utensils in the machine.

3. Don't forget to say that an electric dishwasher uses water much hotter than your hands could stand.

4. Explain how much time an automatic dishwasher will save you. You can spend helping the children with their homework, or doing something else that's important to the family.

5. If your children help with the dishes, get them to help you. Tell them about the choice of sunde Daddy that an automatic dishwasher would be a wonderful Christmas gift.

Christmas

Perfect Presents for Men of Good Taste

All Types Of

- * Sweaters
- * White Shirts
- * Gloves
- * Handkerchiefs
- * Candles & Preserves
- * Ties

SPORT SHIRTS
Wool-Imported Silk - Cotton
\$3.98 TO \$15.95
Free Gift Wrapping

STETSON-CHAMP DRESS & WESTERN
\$9.95 TO \$25.00

STYLE - MART SUITS
American Tourister Luggage
For Ladies and Gentlemen
several colors and combinations

TOP COATS
ALL TYPES
WOOL & OTHERS
NICE SELECTION

SLACKS
Largest Selection
IN TOWN.
WOOLS & BLENDED
FABRICS
Size 28-50 Waist
\$5 And Up

CUFF LINK PAJAMAS
SETS
IN SETS
ALSO:
\$1.50 TO \$5.00 MATCHING ROBES

HOUSE SHOES
LADIES
MENS
CHILDRENS

Many more Items all through the store!

Gaston

POPULAR STORE

YOUR Gift Certificate HIS Choice!

Senior Citizen's Own Chair Good Christmas Idea

A really comfortable lounge chair is one of the most prized possessions of the senior citizen. And when chosen with forethought and care it makes a Christmas gift a Grandmother or Grandfather will appreciate every day of the year.

Here are a few pointers experts give on selecting a lounge chair for a person past the prime of life:

1. Tell the salesperson the height and weight of the person for whom the chair is intended. Older persons lose the ability to adapt to furniture that is not scaled for their dimensions. The proportions of the chair should permit the user to have adequate support for feet, back and neck without strain.
2. The chair should be styled to be gotten in and out of easily. Low sling loungers or molded plywood shells should be avoided as being too difficult to negotiate. It should be high enough off the ground to be slipped into without a sudden drop. And the reclining mechanism should be a retractable foot rest does not become a ferocious ottoman that sticks out into a room.

How About New Christmas Look For Your Hair?

A new hairstyle for the festive holidays ahead will add excitement and fun to your party-going. It's always an adventure to try a different hairstyle, and the new ones with their smooth and comfortable feel are as smart as they are becoming.

But don't let the simplicity of the new coils fool you—they do need a permanent for look and control. They need a different kind of permanent, one that gives only body and curls, no wave.

Now, at last, there is an uncurling permanent in a home wave. It's the new Smooth n' Sleek Toni, given with jumbo size curlers and a waving lotion formulated to go with them. The big curlers add body and bend and curve to the hair but no curl; and the compatible cream waving lotion keeps the permanent from relaxing.

A retractable foot rest is needed for maximum relaxation. A retractable foot rest does not become a ferocious ottoman that sticks out into a room.

Take a Tip From Santa

Silver occupies a place of honor on top of Santa's pack this year—a gift for holiday entertaining and use every day of the year.



Get Your "HOT ROD" from the king of the Hot-Rod Traders

N. E. MILBURN

All Models And Price Ranges

MILBURN Motor Co.
Phone EM 4-0077

A WORLD OF TOYS

Make your selections now while our Christmas Stock is Complete!

BICYCLES

BOY'S or GIRL'S American Style or English Lightweight

YOUR CHOICE **\$29.88**

WESTERN FLYER 14" SIDEWALK BIKE
Converts from Boy's to Girl's

Removable Training Wheels Removable Cross Bar

Also Good Selection of Schwinn Bikes

EDUCATIONAL TOYS

MICROSCOPE \$7.49
600 POWER in LEATHER CASE

Gilbert Chemistry Set \$9.88

Romco Science Set Erector Sets

CUDDLE TOYS

GIANT - 34" TALL Teddy Bear **\$4.99**

French Poodle 22" **\$4.99**

YOUR CHOICE PUP - HORSE ELEPHANT - FOX TIGER - or BEAR **\$1.88**

AS SEEN ON TV!

FOLDING POOL TABLES

7 Feet Long Complete With Balls & Cue **\$89.88**

Smaller sizes available

TONKA PICKUP TRUCK \$2.22

TONKA MICROSCOPE \$7.49
600 POWER in LEATHER CASE

Gilbert Chemistry Set \$9.88

Romco Science Set Erector Sets

CUDDLE TOYS

GIANT - 34" TALL Teddy Bear **\$4.99**

French Poodle 22" **\$4.99**

YOUR CHOICE PUP - HORSE ELEPHANT - FOX TIGER - or BEAR **\$1.88**

INDOOR GAMES

- Miss Popularity
- Scribble
- Tripoley
- Sorry
- Stadium Chicken
- Beverly Hill Billies
- Concentration
- Square Mile
- Candy Land
- Broadside
- Scribble Bags
- Bingo
- Chicken
- Career
- Scoop
- Monopoly
- Game of States
- Race Car Game

477

Like Men's! Makes a Bed for Baby too!

Deluxe Folding Stepper-Stroller for Little Men!

Small Stroller, E1428... \$38

Chrom. tube steel E1429

Show off your fat in your new Merry with the Merry!

FAVORITE DOLLS

AT DISCOUNT PRICES

MIDGE - TAMMY

BARBIE - KEN

HORSEMAN - PEBBLES

BONNIE - TINY TEARS

WESTERN AUTO

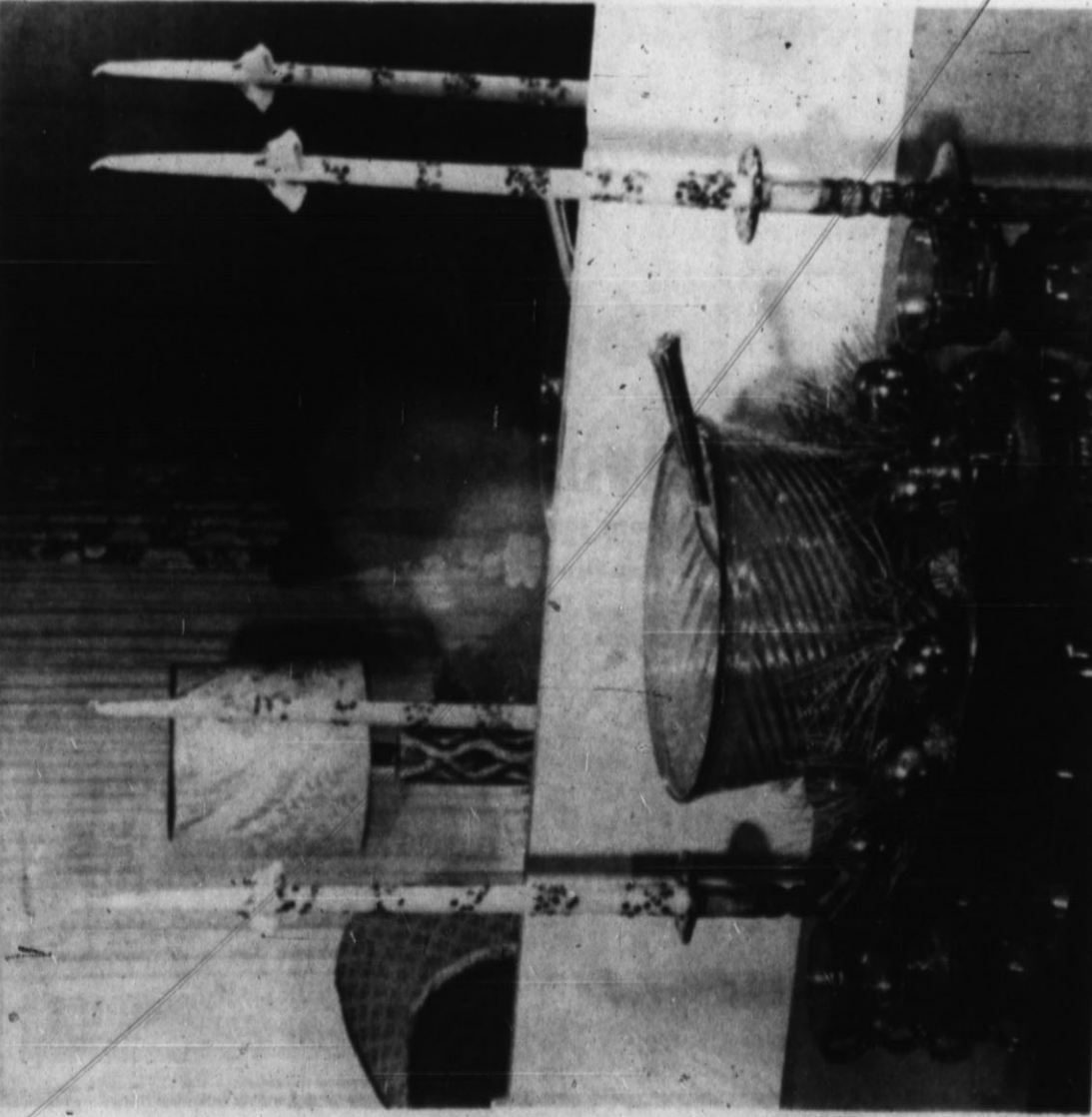
330 N. MAIN HEREFORD

WESTERN AUTO

330 N. MAIN HEREFORD

WESTERN AUTO

330 N. MAIN HEREFORD



A FESTIVE HOLIDAY ACCESSORY is the buffet arrangement created by Mrs. Ray Carille, 207 Star. Part of an extensive collection of blue glass, mostly from New Mexico, the punch bowl set and candleholders

The Little Snowflake

The little snowflakes were the elf was taking him to Santa's mail room. In this room were thousands of letters from boys and girls all over the world piled in stacks marked "HAVE READ" and "Havent Read." An old elf with huge spectacles was reading one of the letters when Clarence and Jingles entered.

"Hello, there," the old elf said. "What can I do for you?"

Jingles told him about Clarence's problem and asked if he could show Clarence some of the pictures of the children to the others when he returned. The old elf agreed. He took them over to an old toybox, told them to help themselves, and went back to his work.

In that toybox were thousands of pictures of boys and girls just as prettily as the rest of them. But Clarence simply would not listen.

Now the members of Dept. 52 were arguing among themselves on what course of action to follow. "After all," said one snowflake, "we can't force him to come with us. Neither can we call off the snowfall. We should just leave him behind."

"Yes," blew a wind, "let's leave him behind."

"No, we can't do that," an icicle said sharply. "Everyone must go. It wouldn't be right to have one missing. What would Santa say?" So the argument went.

In the midst of the discussion, an elf named Jingles poked his head into the room. "What's going on here?" he asked, eyes darting about gaily and the bells on his cap jingling merrily. They told him about Clarence, who was sitting in the middle of the room and not saying a word!

"Oooh," said the elf. He thought a moment, then beckoned to Clarence to follow him.

The snowflakes and icicles and winds were amazed and wondered where Clarence and the elf were going. Actually, although Clarence didn't know it,

SEARS ROEBUCK AND CO.
Hereford
421 N. Main

Bicycles
Toys
Tools
Home Gifts

Luggage Offers Many Answers To His Problem

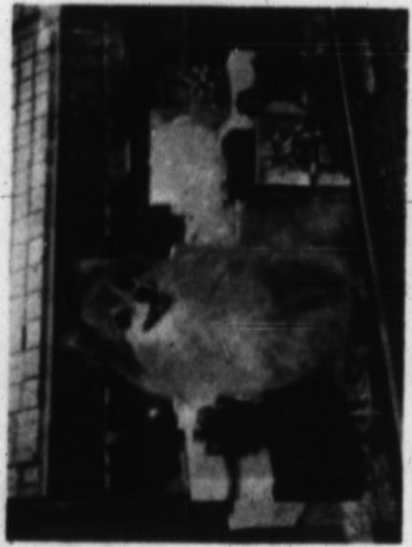
If the man at the top of your gift list is a problem, pack up your troubles in a new leather bag and he'll smile, smile, smile on Christmas morning.

Practical and elegant leather luggage is a sure-fire man to please gift this Yuletide season. The odds are he'll take a business trip, a long weekend or a full vacation this winter and need spacious, durable and light weight leather bags.

With a great variety in size and style available, masculine leather luggage can be found to fit most any purse. In the luxury class, there are matched sets of soft and scratch resistant smooth leather bags which include an overnighter, a two-suitcase and a 26-inch case. You can add other matched pieces like a club bag — which packs at the top — as the need or occasion arises.

If his job calls for short trips to distant points, you'd be wise to select a leather "carry-on," a compact bag designed to fit under the seat of a plane or a truck into the trunk of a compact car.

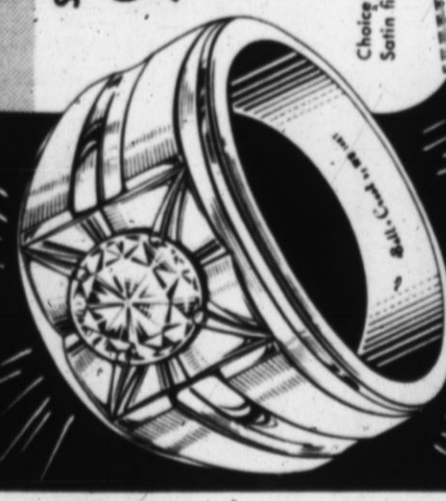
Wendy says...



"I've just started my Christmas shopping... and just look at all the different and cute things I have gotten at Cowan's."

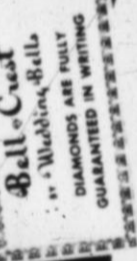
MAN'S 'COMMANDER' DIAMOND RING

Symbol of His Success... and Your Devotion



Specially Priced
\$59.50
As low as \$1 Weekly

Choice of yellow or white two-tone. Soft finish 14K gold.



Bell & Co. Ball & Crest diamond ring fully guaranteed in writing.

Christmas Shop During Cowan's 12th Anniversary Sale

- Ladies and Gents WATCHES As Low As **\$14.95**
- NORELCO-ELECTRIC SHAVERS Reg. 24.95 **\$12.95**
- FLOATING HEAD Reg. 29.95 **\$17.95**

COWAN JEWELRY

217 N. MAIN HEREFORD

THE BIGGEST XMAS SALE EVER PUT ON IN HEREFORD

MAY DEPT. STORE

IS IN FULL SWING RIGHT NOW AT
208 N. MAIN

"Here are only a few of the many specials"

NEW SHIPMENT MEN'S REG. 19.98
Corduroy SPORT COATS \$16.87

DUVE FURNISH GREEN ANTELOPE

MEN'S SUEDE REG. 29.95
SPORT COATS \$24.57

Tailored in Germany
Haque Suede By Marshall Ray

MEN'S LENGTH REG. \$35
SUEDE COATS \$28.37

ENHANCE YOUR APPEARANCE WITH THIS DISTINGUISHED COAT

MEN'S INSULATED REG. 18.98
BOOTS \$13.87

UNCONDITIONALLY GUARANTEED

MEN'S WESTERN REG. 24.98
BOOTS \$17.87

Wide Selection — 6 mos. Written Guarantee

MAY DEPARTMENT STORE FEATURES A COMPLETE LINE OF
Levis and Lee Riders
In Blue Denim - Black - White - Green
Brown, Blanket Lined Jockeys also available

HARMONY GUITARS REG. 42.00
\$28.87

Hohner - 2 Row ACCORDIAN REG. 75.00
\$58.87

3 Row Available

MAY DEPT. STORE features the General Electric Channel Master and other Japanese made Transistor Radios. Savings up to 30% and a 2 yr. written Guar.

DOUBLE BED ELECTRIC BLANKETS REG. 15.98
\$10.75

2 yr. Written Guarantee

ONE GROUP LADIES
LAMINATED SUITS \$18.87

WITH FUR TRIM In Black - Red Beige
REG. 23.98

SIZES 8 1/2 to 3 NOW REG. 3.98
GIRLS SHOES \$2.54

YES—YOU READ RIGHT — 2 Pk. \$4.00

SIZES 1-14 VAL To 6-98
GIRLS DRESSES \$3.57 & \$4.17

ONE GROUP
LADIES DRESSES 1/3 off

ONE GROUP LADIES—ONE SIZE FITS ALL
COATS \$15.00

REG. 23.98

ONE GROUP LADIES
COATS with Fur Collar \$17.00

REG. 28.98

ONE GROUP LADIES
CAR COATS \$10

BROKEN SIZES - REG. 16.98

ONE GROUP LADIES
Reversible COATS \$10

REG. 16.98

MEN'S SANFORIZED — Reg. 3.98
Wrangler Jeans \$3.25

Blue Denim

ONE GROUP
DRESS SHOES 2 \$12.50

Pair
MEN'S — REG. 11.95

MEN'S — REG. 4.98
Striped OVERALLS 2 \$6.50

Pair

ONE GROUP MEN'S REG. 7.98
DRESS SLACKS 2 \$10

Pair

TIMEWATCHES 21 JEWEL 2 year Guarantee
\$21

REG. 24.95

WE GUARANTEE THE LOWEST PRICES IN TOWN AND COMPLETE SATISFACTION WITH THE MERCHANDISE OR YOUR MONEY BACK!

Choose Your Christmas Gifts In Hereford



WONDERFUL CHRISTMAS GIFTS FOR EVERYONE



Men's & Youngmen's Wool & Wool Blends SPORT COATS

19⁹⁵

Masterfully tailored in every detail three-button coats for men. Aristocrat and Collegiate models. Fancy patterns. Black, Charcoal, Brown, Blue-Olive. Sizes 34 to 46, in short, regular, long. Remember... a sport coat is the gift "He" wants most for Christmas.

Ladies Beautiful, 3-Pc. Travel Set

Exquisitely tailored three piece nylon travel set. Pajamas have a trim notch collar and button-front top. Bottoms have elastic belt. Matching robe is styled with three-quarter length sleeves and roomy pockets. Select in Cardinal Red, Navy, Blue Bell, Rosebud Pink. Sizes 32 to 40.

10⁹⁵



Boys' Long Sleeve SPORT SHIRTS

2⁹⁸

Sizes: 10 to 20

Long sleeve sport shirts tailored to perfection. Fashioned in new Holiday polished cotton sateen Cordotti prints in medium dark tones. Button-down collars, nicely detailed. See our grand selection... you'll want several for the young man in your life.



Ladies, Seamless Nylons

3 pair- 2⁶⁵

Christmas Boxed

Always right for gift-giving — seamless nylon hose in pretty tan beige. First quality, beautifully Christmas wrapped. Sizes 8 1/2 to 11. Buy several boxes for the ladies in your life!



A man's idea of a gift... Sport Shirts

- solids • prints
- embroideries

5⁰⁰

Sizes: S, M, L, XL

Men's long sleeve sport shirts with 2 novelty trimmed pockets, regular collar. Fashioned in all the newest types of fabrics: in solids, prints, embroideries. One of the finest shirt selections you have ever seen! Sizes: S, M, L, XL.



Ladies' Nylon Tricot Gown & Robe Ensemble

2 pc. Set 5⁹⁵

40 denier nylon tricot sleeveless gown with nylon satin and embroidery trim neck. Matching robe is styled with quarter length puff sleeves and fashioned in 15 denier nylon. Colors: White, Pink, Blue. Sizes 32 to 40.



Fashion In Gift-y Sleepwear

5⁹⁵ each

A. "Spring Buds" — a lovely version of Pandora's famous Doll coat set, fashioned in nylon. Doll coat has a beruffled flounce collar sprinkled with dainty rosettes. Matching sleep gown complete with panties. Red, Black, Pink, Blue, Mint. Sizes: Small, Medium, Large.

B. "Bikini Fluff" — a bikini for the bedroom, frilled with stunning nylon ruching. Complete set with dainty matching Doll coat also trimmed with nylon ruching. Self bow tie. Red, Black, Pink, Blue. Sizes S, M, L.



Robe and Pajamas With a Flair To Flatter...

5⁹⁵ each

- Small
- Medium
- Large

A. Ladies' robe made of soft Acetate quilt. Collar trimmed with dainty lace and piping. Smart piping on cuffs, attractive rose applique trim down the front. Sizes: Small, Medium, Large. Colors: White, Blue, Sand.

B. Lounging pajamas fashioned in quilted Acetate, soft, cuddly and smart looking. Pretty lace and piping on collar, piping on cuffs. Beautiful rose applique down the front. Sizes: Small, Medium, Large. Colors: White, Blue, Sand.



Ladies Beautiful Mantilla

1⁹⁸ and 2⁹⁸

See our beautiful collection of ladies Mantilla... just wonderful as a cover for holidays, everywhere, anytime, will look smart in black, white or beige. Triangle-shaped, fashioned in pretty lace, some imported.



Ideal for Fun-Time Jeweled Flats

5⁹⁵

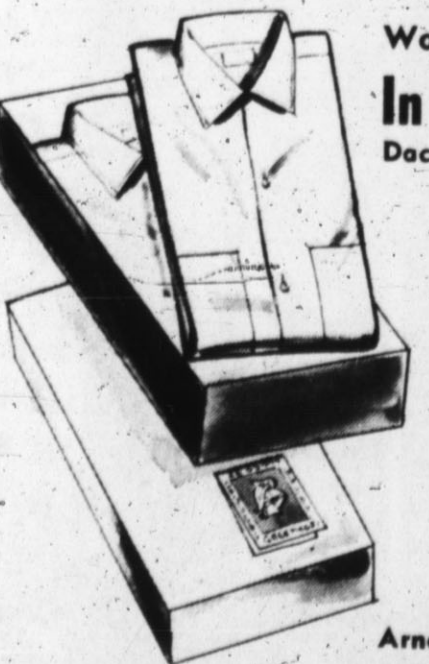
4 1/2-10M 6-10N

Perfect complement for her sportswear or casually elegant at home wear... jeweled flats styled with high riding peaked vamp, cowboy shaped heel, Velva flex sole for comfort. Select from Black, Gold, Red, Pastel, Pearlescent Blue.

She'll love Gown and Robe Ensemble

2⁹⁸ 2 pc. Set

Ladies gown and robe set fashioned in acetate knit tricot. Gown has fitted midriff with galoon lace and permanently pleated 15 denier nylon trim. Matching robe has galoon lace trimmed top, 15 denier nylon neckline and satin ribbon bow tie. Pink, Blue, Jade, White. Sizes 32 to 40.



Wonderful Gifts For Men In White Dress Shirts

2 FOR 7⁵⁰

Shirt luxury in 65% Dacron polyester and 35% fine cotton blend. Styled with 2 pockets, tapered body, barrel cuff, regular collar with stays. White, sizes 14 1/2 to 16, sleeve lengths 32 to 34.

In Jet Age Styled Slacks...

Arnel & Rayon Blends

5⁹⁵

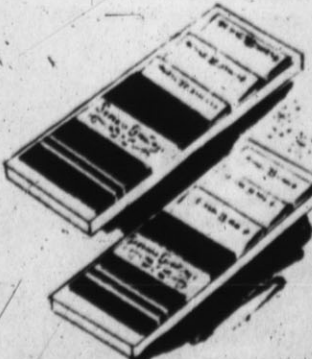
young men's sizes: 28 to 36

Young men's Arnel and rayon blend slacks. They're tops for quality, painstaking tailoring, Continental models, slim cut, Hemmed bottoms. Great selection of colors.



Shop ANTHONY'S And Save!

Men's Hankies



See our wonderful selection of men's hankies! Already Christmas boxed. White cotton card handkerchiefs with colored TV motifs... white all-cotton hankies with handrolled hems, handloomed with embroidered initials.

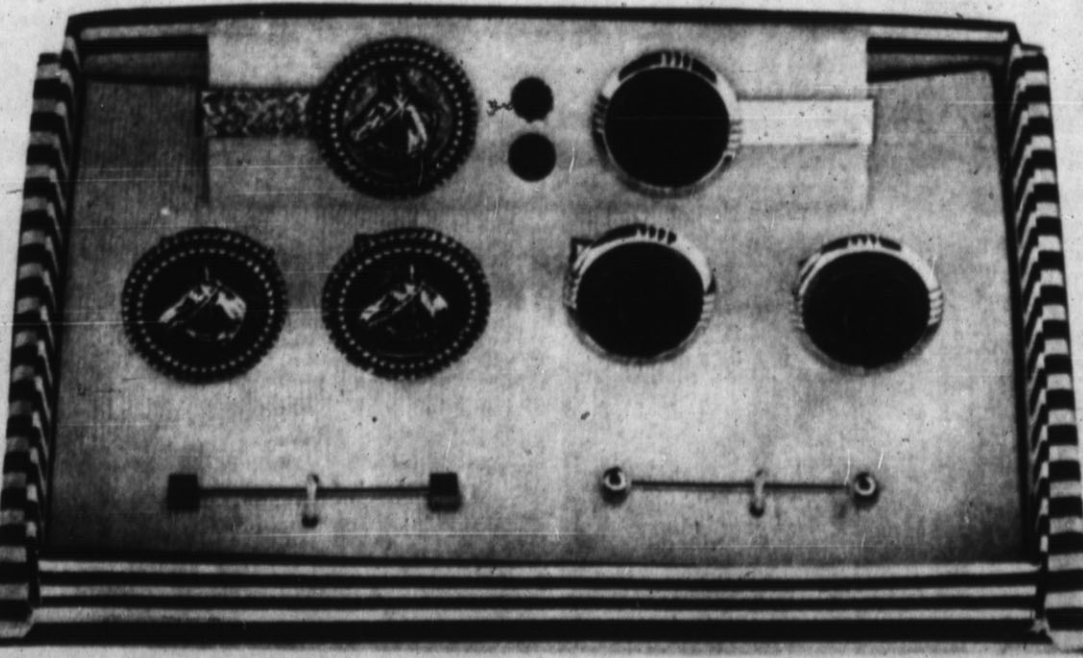
\$1 box and 1⁵⁰ box

Ladies' Gift-y HANKIES



Dainty, useful and so pretty. Boxed ladies hankies in white and white with colored trims. Always an appropriate gift!

BOX — 1⁰⁰



Men's 10 Piece Boxed JEWELRY SET

\$1.00

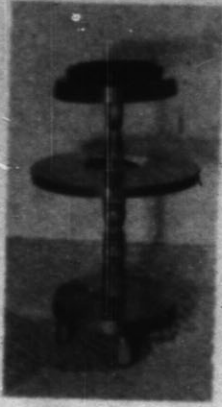
Give A GIFT CERTIFICATE "Always A Pleasing Gift"



Princess Maple
SMOKER

an
ideal
gift

\$11.95

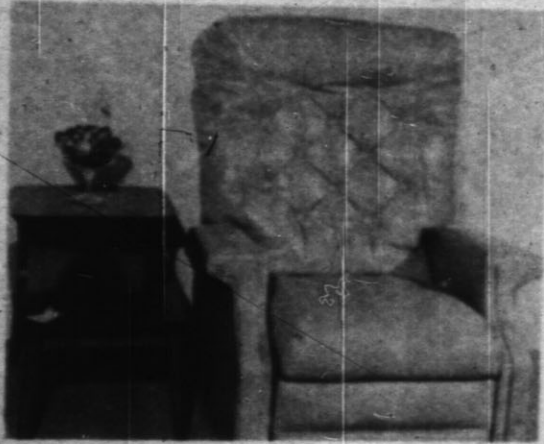


French Provincial
Swivil Rocker

H. 35 1/2" D. 33"
Matelasse cover. Choice
of Citron or Bronze

Poly-Dacron
Zippered
Cushions

81⁰⁰



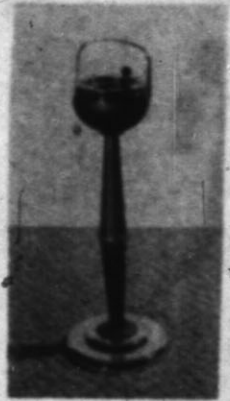
Luxury
RECLINER

Covered in Super soft
Vinyl Plastic. Adjusts
for TV viewing or re-
clining. Pillow back.
43" high.

Heavy Gauge Steel
SMOKER

With lustrous
chrome plated base
and top, bronze
finish.

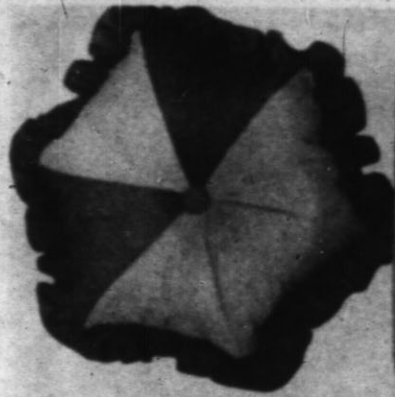
\$6⁷⁵



**TOSS
PILLOWS**

Large Selection
priced from

98^c To \$7⁶⁰



Tell City

Boston Rocker

23 3/4 inch Width — 29 1/4 inch Depth
and 41 1/2 inches High

Andover Maple Finish

\$25⁹⁵

Child Size
ROCKERS

Not a toy. Genuine.
scale model of
grown-up originals

\$15⁹⁵



There's more to
see at our
store

E. B. Black Co.

Hereford, Texas



Old Saint Nick is a peekin' around the door to see where to deliver the Christmas finery from

E. B. Black Co.

Hereford, Texas

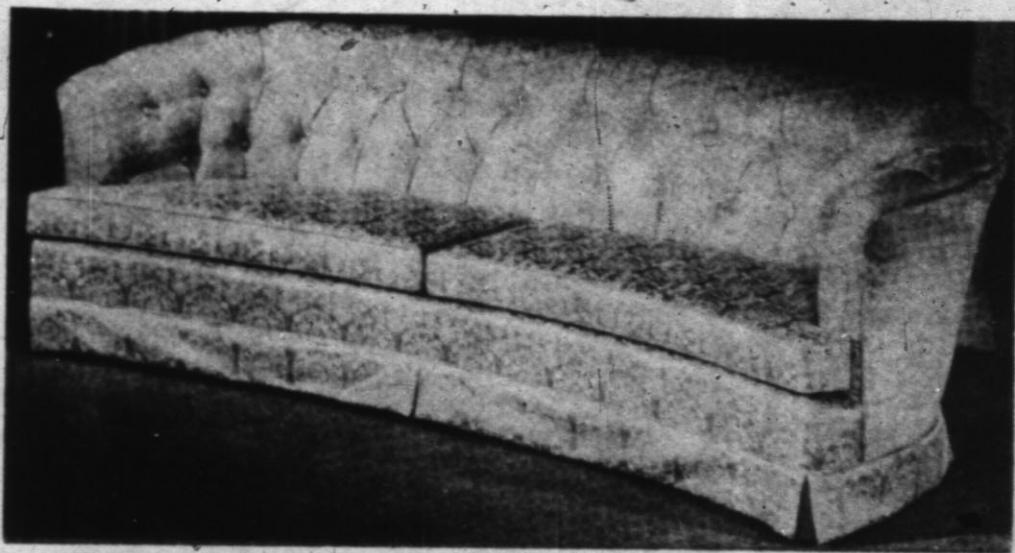
A gift is a gift, and certainly it's the thought behind the selection that means so much. . . . but why not make the most of your gift giving. Select fine furniture at competitive prices from E. B. Black Company and you'll add a twinkle to the eye and warm the heart of your loved ones. Select gifts of distinction. . . . select gifts from the fine furnishings of E. B. BLACK CO.

And leading the Parade is this elegant

TRADITIONAL SOFA

Toast Color with
Matelasse Cover
Poly Dacron Cushions

\$245⁰⁰



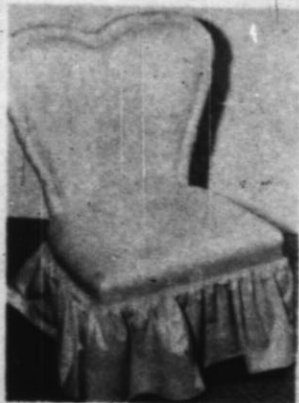
Boudoir Chair

Large selection of styles and colors. Plastic Covers. Closely resembles chintz

As shown at right

\$31⁹⁵

A masterpiece of design and construction. A lovely addition to any bedroom.



Boudoir Chair

Enhance your bedroom with this beautifully styled Boudoir Chair.

Plastic Cover.

\$22⁵⁰



SAVE

Santa's Convenient Shopping List

You'll want to refer to it for all your Gift Selections!

This is only the beginning! There are many more gift buys on these pages

plus hundreds more on display in our store.

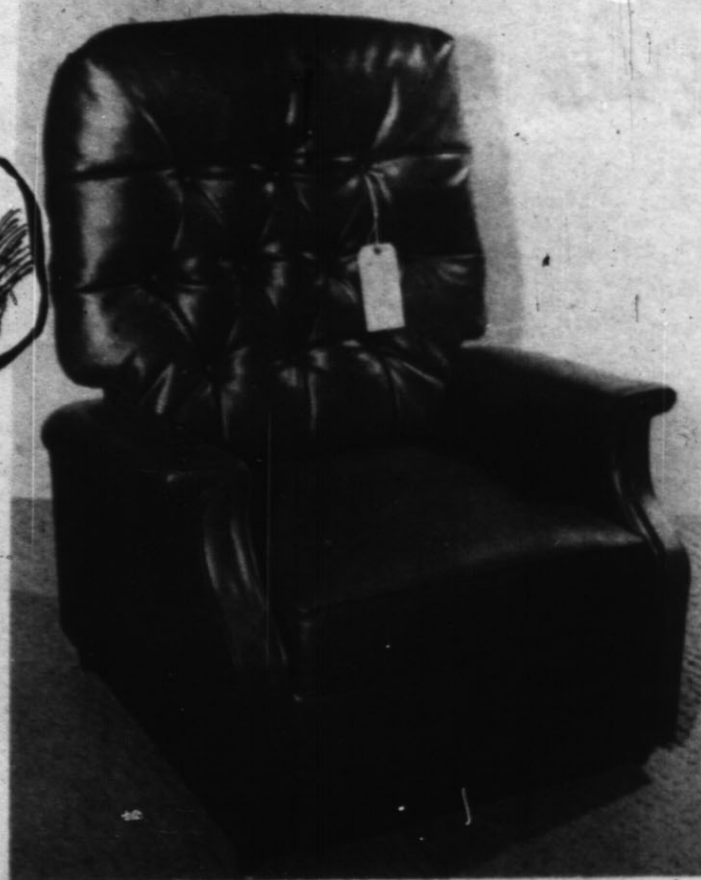
Visit E. B. Black Company

for the finest home furnishings!

TURN THIS PAGE FOR MORE CHRISTMAS GIFT SUGGESTIONS!

At E.B. Black Co.

You'll
at L



RECLINERS

Modern Pillow Back Style
Big Comfort at Low Prices
TV Position or full Reclining
Soft Plastic Cover
Try this one to fully appreciate it

\$59⁵⁰



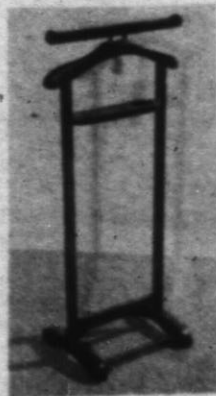
Rock Maple
Record Cabinet
L. 34"
D. 16 1/2"
H. 29 1/2"
\$99⁵⁰



Deacons
Bench
Rock Maple
W. 48"
D. 23"
\$69⁵⁰



Maple Finish
COSTUMER
42" H - 18" W
\$11⁹⁵



Child Size
ROCKER
These rockers are genuine scaled models of grown-up originals.
NOT A TOY **\$15⁹⁵**



Velvet Co
Brass
VANTI
CHA
Adjustable
\$18



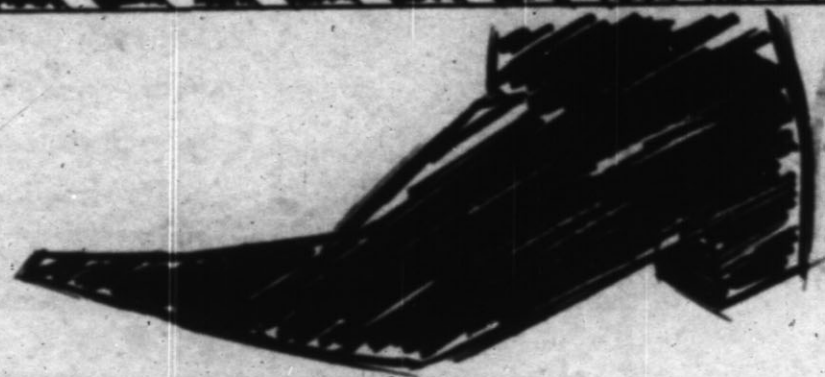
Colonial
Foot Stool
In Princess Maple
Supported Naugahyle
Cover
\$14⁵⁰
Selection of other colors and styles.



Child's
**PLATFORM
ROCKER**
Hardwood Frame
Plastic Cover
\$14⁹⁵
Also Recliners and Reg. Rockers.



These and Many More Gift Selections
available at our store. Shop and
Save at E. B. Black Co.



Find a WIDE Selection of Quality Furniture
at LOW Competitive Prices!

Modern TV
ROCKERS
Cushion - Nylon Frieze
Cover

Many Colors to choose
from

\$79⁹⁰



Rock Maple
**MAGAZINE
RACK**

\$17⁹⁵

Early American
SMOKER

Solid Rock Maple
Heavy Brass
Tray
Formica Top

\$24⁵⁰



Covered
**TY
IR**
Height
00



Colonial

Foot Stool

In Princess Maple
Cushions filled with
molded Polyfoam.

\$14⁵⁰

Also Selection
of other colors
and sizes.



Brass
**VANITY
STOOL**

\$14⁹⁵

See our Large
Selection of Magazine
Racks, What-Not-Shelves
etc. Largest Selection in
town.

Shop E. B. Black Co. first!

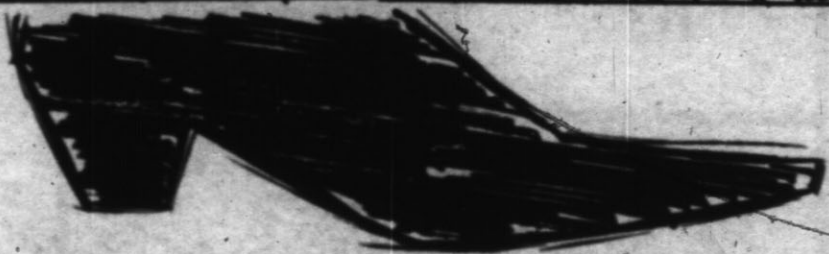


Make this the
Merriest
Christmas
ever with
gifts from

*E. B. Black
Co.*

Quality Furniture
Since 1901

In Hereford, it's



E. B. Black Co.

Hereford, Texas

The fruit of fashion is found at

- A. Select a 14 Karat gold Xmas tree charm to grace your darling's arm . . . or a 14 Karat gold pin to nestle on her lapel. . . Or for a big gift with a small price tag. . . The master craftsman MONET has a unique selection of charms to suit your lovely's every whim.
- B. Here's our Campus Choice . . . A long narrowed cardigan of smooth sumptuous Janessa flat knit in Jantzen's lighthearted collection.



...where Santa hangs his hat!



A.

Just wear a smile and a Jantzen



B.



C.

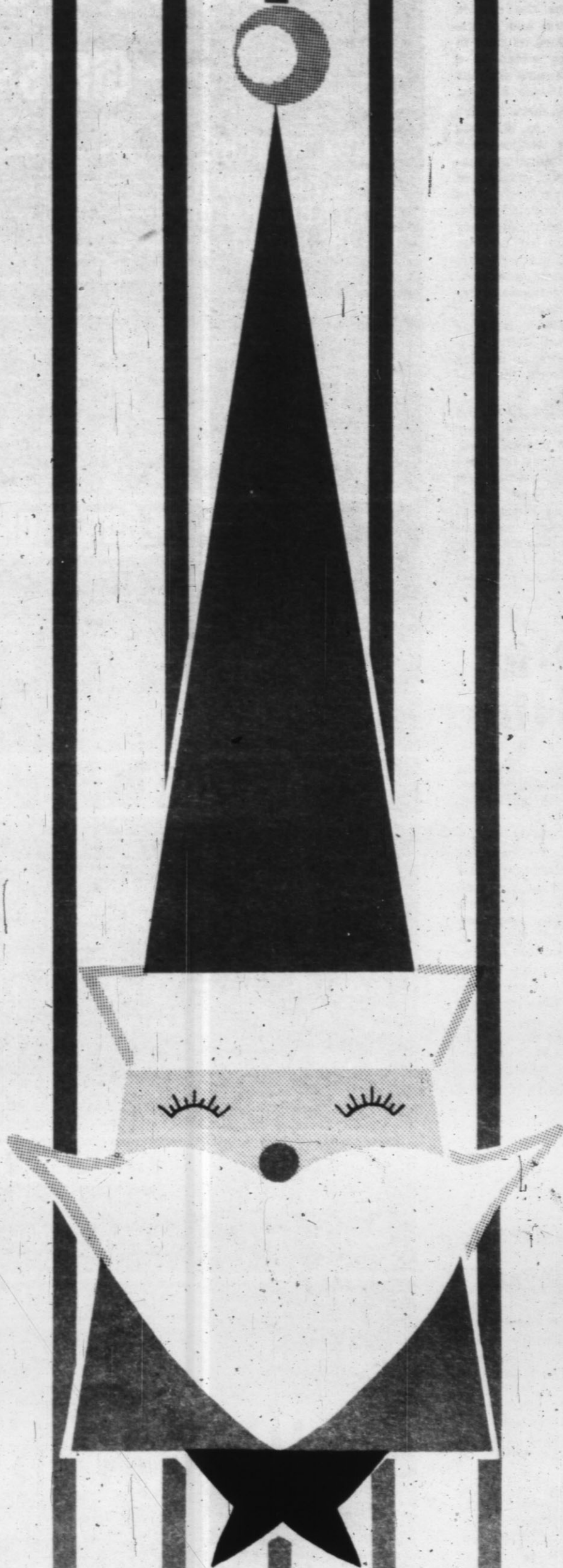


D.

- C. Our shawl collared mink stoles. . . natural autumn, haze or cerulean mink. . . her Christmas gift supreme.
- D. Smitten with the loveliness of lace. . . a dreamy waltz gown in a double layer of nylon tricot trimmed with rose applique from the Artemis collection.

The Sunday Brand

HEREFORD, TEXAS, SUNDAY, DECEMBER 8, 1963



Washer, Dryer Gives Housewife Leisure

Leisure time is a most-prized possession and it's the lucky mother who receives this very precious Christmas gift in the shape of a 1964 washer and dryer, which are most efficient time-and-labor savers.

It has been estimated that an automatic dryer can save the homemaker forty miles of walking — to and from the clothes line — each year. She can also save the energy required to lift the clothes basket and stretch to the clothes line to put the clothes up and take them down.

Automatic dryers not only dry clothes, leaving them soft, fluffed, and sweet-smelling but can be used in other ways that save mother time and effort.

"Freshening up" is a very useful function for this dryer with a "no-heat" setting. According to the Hotpoint Home Laundry Institute, draperies, curtains, spreads, blankets, pillows, light rugs and stored clothes being brought from storage can all be treated to the lively air currents that circulate so effectively in a dryer.

This is an age in which the whole family wears clothes containing synthetic fibers. In addition to doing a thoroughly efficient job on cottons, linens, and such staples, the new washers and dryers are geared to do a fine job for all those wash-and-wear clothes that play such an important role in our modern wardrobes.

The new Hotpoint washer has six settings, including one for "sturdy wash-and-wear" and

one for "delicate wash-and-wear". The machine also features a "tempering" action which adds cool water towards the end of the wash cycle to help prevent wrinkles in clothes.

The dryer also has a special setting for "wash-and-wear" — one of four drying selections, and provides a cooling-off period which tumbles the clothes without heat at the end of the cycle. This also does its part in reducing wrinkling which is a very important feature for our modern wash-and-wear clothes.

To provide even more leisure time for mother — as she will have to do fewer washes each week — the new Hotpoint machines wash twelve pounds of regular loads, and fourteen pounds of certain selected loads.

Automatic washers are very versatile. They can be used to wash feather pillows, electric blankets plastic boots, sneakers, with complete directions provided by the manufacturer. A nylon mesh bag is useful to have as you can place small items such as gloves and belts in it, and make recovery from the machine easier.

The new machines allow the homemaker to vary the water level to suit her special load, and she can also vary the temperature of the wash water and of the rinse water. There's even a dispenser in this machine to introduce the bleach, and the fabric conditioner into the water at precisely the right time to achieve the very cleanest sparkling wash.

Outboard Motor May Delight Him

To ardent fishermen, the next angling outing is always just around the corner — even in the midst of winter. If Dad likes fishing, an outboard motor represents an ideal Christmas present. Just watch him begin planning his first early spring fishing trip.

When shopping for an outboard motor, several factors should be considered. McCulloch Corporation, the outboard motor manufacturer, offers tips to Mom and the children on how to make the proper choice.

If you don't already know, a bit of sleuthing will turn up Dad's favorite lake and the type of fishing he prefers — trolling, exploring the weedy areas, drift and still fishing or surface plugging.

The outboard motors most frequently used for fishing include those with horsepower ratings of 3½, 7½, 9½, and 14. The particular one for Dad depends on several factors.

If he likes to troll, select a motor that will idle for long period of time and perform well at slow speeds.

If he fishes in a large lake, a 14 horsepower outboard motor would be a good choice. With it, he can cover long distances in a short time and have more fishing hours.

Many fishermen seek out weedy areas for the bigger fish. Weeds used to play havoc with standard outboard motors, but now special weedless versions are available, specially designed to shear smoothly through such patches.

An important point to consider is weight. Dad will appreciate an outboard motor which he can

carry easily to and from his car and one which can be stowed compactly in the trunk with the rest of his gear.

Some special features will also be appreciated. For example almost all McCulloch outboard motors incorporate an automatic sailing system at no extra cost. This keeps the boat comfortable and dry all day long.

Many outboard motors feature a full gear shift, allowing Dad to shift into forward, neutral or reverse for maneuvering in small coves and close areas.

Outboard motors, much like automobiles, are constantly being improved. A new feature may be just the thing that will appeal to Dad.

For specific advice, McCulloch Corporation suggests you talk with your nearest marine products dealer about the right outboard motor for Dad.

How Christmas Charity Began

The tradition of alms-giving at Christmas began with a legend, as did so many other holiday customs. It was believed at one time that the Christ Child went from door to door during the holiday season, disguised as a beggar, and asking alms, in search of kind and deserving souls.

Since no one knew when or where He might appear, Christians feared to turn beggars from their door lest they unknowingly turn away the Christ Child.

BEN FRANKLIN'S Christmas SHOPPING LIST

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Artificial Snow - Styrofoam - Cotton
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TOYS - TOYS - TOYS - TOYS - TOYS

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| PASSWORD | \$1.98 | ETCH-A-SKETCH \$2.98 |
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| CHARMIN CHATTY | \$12.77 | CHATTY BABY \$7.77 |
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Buying Diamonds? Know Your Jeweler

Are you planning to give any diamonds this Christmas? If so, you'll want the best possible "buy".

Unless you're an expert on precious stones, your best place for the best buy in diamonds is your family jeweler's, or any reputable jeweler's. A jeweler's knowledge of gems and his sound advice will assure that you get the best diamonds for your dollars.

Diamonds are highly individual, and so are their prices. Carat weight (size), color, clarity and cut go together to determine the price of a diamond, and each stone has a different combination of these Four-Cs.

Look at as many diamonds as possible, and ask your jeweler to point out the Four-Cs of each. Tell how much money you want to spend, and he'll show you the different Four-C combinations—in diamonds—that you can buy or that amount.

Carat weight is the standard measure of size in diamonds. A carat is so light that it takes 142 carats to make an ounce. It is divided into 100 points, like cents in a dollar. When you see .47 on a tag that means the diamond is three points under half a carat.

But remember that carats measure weight and not area. Diamonds of different shapes may have the same carat weight but appear to be of different sizes because of their different areas.

Color, the second "C", affects price, too. The finest color in diamonds is no color—crystal clear. Any tinge of yellow or brown lowers the price even though it may not affect the beauty of the stone.

Christmas Cards Are Relatively Recent Custom

Today we take the sending and receiving of Christmas cards as a matter of course. Actually, they didn't come into existence until the 19th century. Prior to that, no one thought of greeting friends and family at Yuletide through cards.

It remained for a sixteen-year-old English engraving apprentice, William Maw Egle, to design a card in 1842 illustrating scenes of a formal banquet, a party dance and skaters. Below the illustrations was the legend "A Merry Christmas and a Happy New Year to You."

Later another Englishman, Henry Cole, commissioned the artist John Calcott Horsely, a member of the Royal Academy, to paint an illustration which ultimately depicted a Victorian family gathered around the holiday table, in addition to depicting customs of giving to the poor. Cole had lithographed copies of Horsely's work struck off and mailed the cards out in December of 1846.

In 1874, Louis Prang printed the first American greeting cards in his lithograph shop in Boston. These cards were noted for their artistic quality and were sold all over the United States. Thus was begun a holiday tradition which is now an accepted part of the season... receiving warm greetings of love and good will through the mail at Christmas time.

Diamonds of strong color such as red, green, brown, pink and even lavender are higher priced than "white" diamonds because of their rarity.

A diamond is labeled "blue-white" only if it shows no traces of color other than blue. It is incorrect to use the term "blue-white" to describe a diamond which is actually white or tinged with other color.

Clarity refers to freedom from flaws or imperfections; tiny "bubbles" or carbon spots which lower the price of the diamond, but they may not detract from the gem's beauty if they are too small to be seen by the naked eye.

Which is a flawless diamond? One which shows no flaws when studied under a glass that magnifies ten times.



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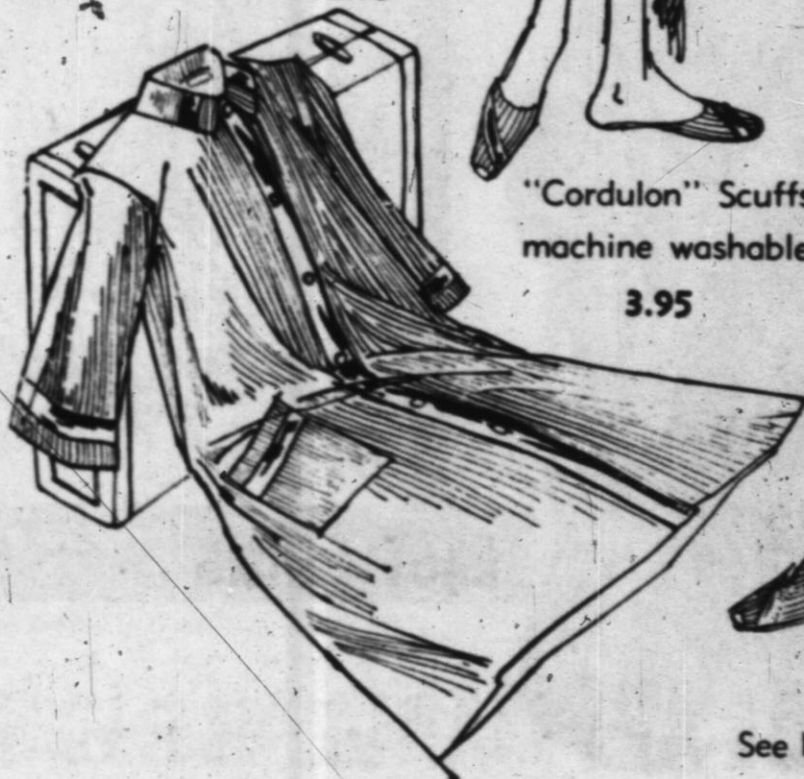
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Christmas Carol Singing Staging Strong Comeback

The old custom of Christmas carol sings, so popular in European countries in the Middle Ages, is being revived by music-loving Americans.

And what nicer way to mark the holiday than by gathering a few friends for group singing of the beloved old carols, with egg-nog and fruit cake to follow? In olden times people sang to the accompaniment of flutes and fiddles, but today the LP record has become a favored accompaniment.

Recognizing this trend, RCA Victor has introduced a "Victrola" with a "Sing Along" microphone for just such occasions. This is a deluxe portable model for stereo as well as mono, and could be used for carol singing in the schools, and for other large groups as well as for home use.

'Gift Wrap' Your Door

You can make your door into a huge Christmas package by pinning wide strips of red satiny material to all four sides, and drawing them together into a great bow, adding ornaments and holly for color contrast.

Whatever the materials you decide upon for your decorations, make sure they are sturdy and can be fastened securely. If your entrance is unprotected, weatherproof your designs with a coating of clear shellac or use water resistant materials such as oilcloth.

Did you know, the Christmas carol grew out of old dance tunes? Centuries ago a round dance known as the "chorea," the Latin word for "round," or "charalues," the French word for "flutist," was the most popular form of entertainment with the light-hearted people of France, especially on holidays and feast days. Later the "chorea" became popular in England as well, and the music was always an important part of the dance.

Other forms of dancing and entertainment replaced the round dance but the music gained rather than lost in popularity. Even today French music is still rich in refrains of these old songs, which gradually became a special part of the Christmas observance.

Meanwhile, the French word "charalues" had become the good English word, "carol" and the English had adopted the round dance and the music with it. In England as in France, the round dance was replaced by other forms of dancing but the old tunes remained popular and were adapted to new verses and sung at Christmas time.

Christmas hymns had been sung in the churches of England since the Fourth Century and later the religious play became a featured part of the Yuletide observance. Religious folk songs were interpolated in the plays and songs of wassailing and feasting vied with those about shepherds, angels and the Magi at Christmas.

Translations of Latin songs

that had come down from pagan times were put into the vernacular and little by little the Christmas carol as we know it today evolved from these songs.

Gloves For Her Always 'Right' For Christmas

Here's a tip for Santa: Put fashion at her finger tips this Christmas with a gift of lovely

leather gloves.

Fashions in gloves go to every length this winter, so you can't go wrong no matter which length you select. And, you'll find hundreds of styles and colors in smooth or finely grained kid leather, soft suede and do-skin leathers and textured pigskins.

Since most coats end between the wrist and the elbow this year, your gift will be welcome whether it's a six-button kid gauntlet, an eight-button do-skin musketaire or a 12-button elbow-length glove.

Though most leather gloves will depend on their soft, supple elegance for fashion effect, some styles feature a thin strip of fur at the wrists, contrasting leather lacing around the cuffs, or contrasting color stitching on the fingers.

If, after all these years, you

still don't know her glove size get her a pair of the new leather stretch gloves that fit most women.

The leather glove color range covers all the shades in winter's fashion spotlight such as cranberry, winter blue, bright gold, pine needle, and all tones of brown and beige from bitter chocolate to bone.

In the evening, when the full length glove lends formal grace to an evening ensemble, leather gloves—smooth or sueded—are smart in either white or black. Frequently, a white glove has black beading or other detailing and vice versa.

For the suburbanite and sportswoman, pigskin gloves complete a casual ensemble. For sure, frost-free control of her car wheel, select gloves of smooth or textured leather lined in wool.

Enchanting Gifts in fashions for Children and Juniors



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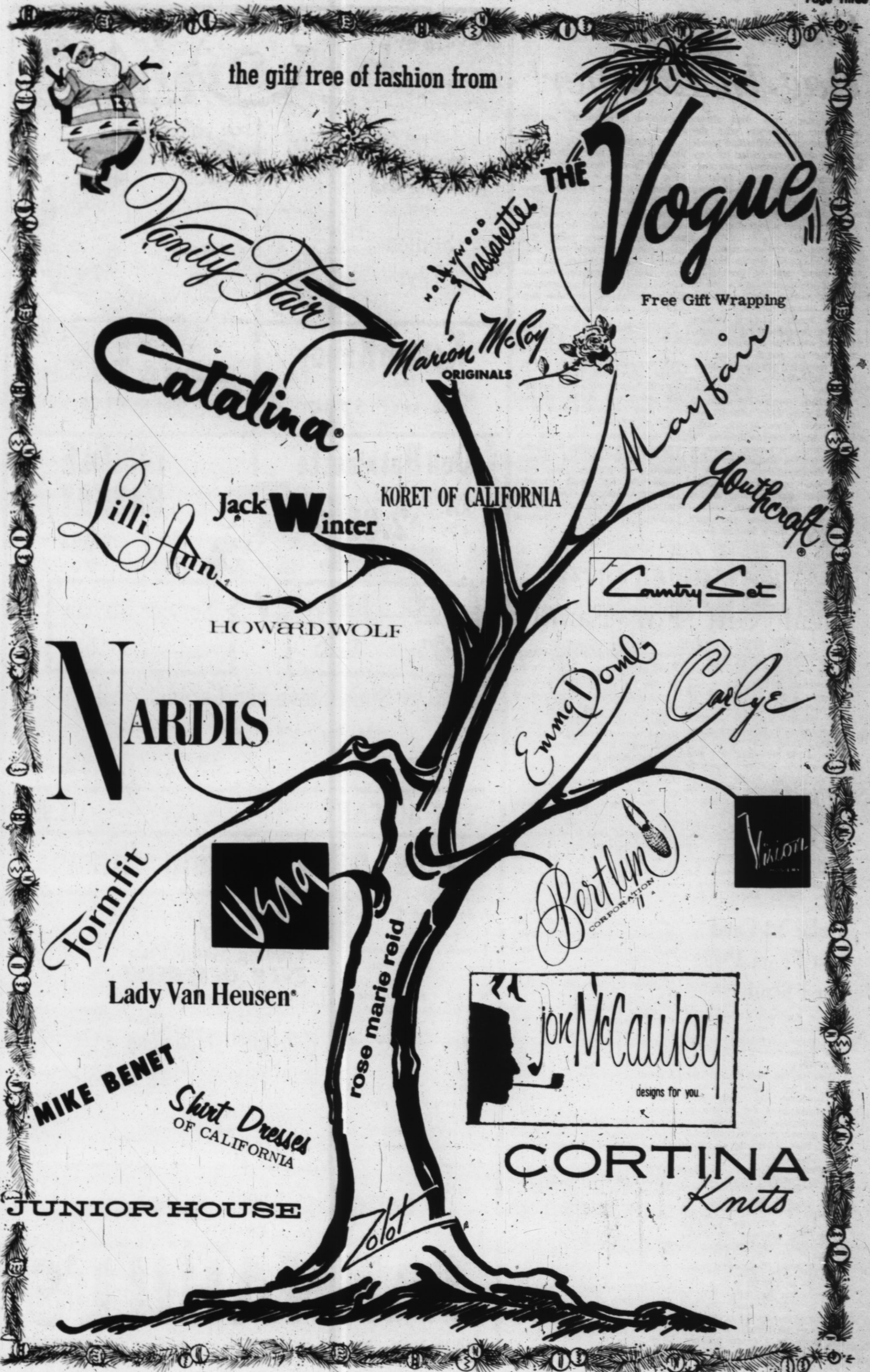
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OF CALIFORNIA

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She'd Love A Bag In Leather!

This year Santa digs down bags with a slimmer, smaller deep and comes up with the silhouette.

Highlighted with brushed gold closings, flat little bows - or chain handles, these dressy day-time bags are a cinch to be put to immediate use for some special holiday event.

You'll find a full palette of colors from which to choose, with many brown tones and deep greens and reds most prominent. Neutral shades such as taupe and fog grey, and the natural look of waxy and antiqued leather tannages, are also popular and sure to please.

For cocktail and evening wear, she'll cherish a pretty clutch or small envelope with a soft, wrinkle-free leather lining. These after-dark handbags of smooth, lustre and suede leather are sometimes starkly simple, and may be sparkled with a touch of jewelry.

If she thinks you've been extravagant, you can magnanimously point out the lasting qualities of leather, and how easily she can clean smooth, grained, antiqued and waxy leathers with a damp cloth - making your gift a "practical luxury."

Grained, brushed antiqued and the new waxy leathers are seen most often in this style, with fashion touches leaning toward brass hardware, single or double leather straps, and multi-color combinations.

If you would rather your Christmas gift had a dressy touch, in keeping with the festive season, there are trim smooth and suede leather hand-

Refrigerator, Freezer Ideal Gift For Family

Any wife lucky enough to be getting a new electric refrigerator-freezer for Christmas will be extra lucky if it arrives a few weeks early. It'll save her time, trouble and the frustration of trying to find extra space for the holiday food.

One of the blessings of a new unit is the larger zero-zone freezer section which can be stocked well before Christmas with home-made or commercially prepared foods such as pie, soups, sauces and vegetables, and even the Christmas turkey.

Fresh food sections of the new electric refrigerator-freezers not only hold more food, but keep it at top quality longer. This

means that for fruit, vegetables, meat and other fresh foods, shopping can be done a week or more ahead of time, instead of during the last-minute rush.

There'll be no problem about fitting the new unit into the kitchen, since today's models provide far more storage space, in side without taking up extra floor space. They also fit flush against walls, in corners, or between cabinets, giving a neat, built-in look.

Best of all, many of the new electric refrigerator-freezers never need to be defrosted, since frost never forms in either the refrigerator or the freezer section.

space to jot down information about the person and his family as it is received during the year.

For those with shorter lists, the personal telephone directory is a handy reference. A tiny check mark beside a name may be used to indicate that you two exchanged cards the previous Christmas. A second mark could be used for those to whom you send gifts.

Hallmark cards this year created a special combination card and booklet for Christmas addresses. It is 5 x 6 with eight spiral-bound pages. A humorous verse appears at the top of each page and the last sheet extends a Merry Christmas to the recipient.

Hallmark, as well as other greeting card firms prepare date books each year which are ideally suited for compiling Christmas address lists. The date book is part calendar and part address pad, and here again there's a place on which to note birthdays, anniversaries and other special occasions, of the coming year. These are available without cost at stationery counters in stores.

Make '64 Card List From 1963 Card Senders

Those gay Christmas cards that decorated mantel and mirror and tree can serve a practical purpose when you take them down.

That is the best time -- and they are the simplest means -- for making up your 1964 Christmas card list. If the list is revised now, while new names and addresses are readily at hand, the addressing of cards next Christmas will be almost effortless.

For those to whom maintaining a list is a problem in itself, the card maker offers a number of easy solutions, some of which are available in stores and others hand-fashioned at home.

If your list runs to several hundred people and you must of necessity be meticulous about it, then probably the best system is to post the names and addresses on file cards and index them in a small file box. An advantage of this system is that the cards offer a multiple

Give A Brand Subscription - this Christmas!



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Leather Coats, Suits Suggested For Yule Gifts

Shop Carefully For Dad's Gift

Help her into a leather coat this Christmas morning and you'll get the kiss you deserve.

Mist-light and fashion-right, this winter's leather coats, jackets and suits make luxurious gifts no matter how modest the price tag. Modern leather finishes stay brighter, softer, and new-looking longer keeping the memory of your gift fresh.

This year, leather apparel is an integral part of the fashion picture, reflecting the relaxed look of suburban living. In smooth and suede leather coats, straight silhouettes follow but do not cling to body lines. A-lines flare out gracefully.

Individual fashion touches include unusual buttons or closings, and varied necklines treatments. Deep countryside shades, vivid hues and muted tones cover the color scene.

For added warmth and fashion accent, select a coat with a shearing (wool on leather) lining dyed in a contrasting color.

Among the smartest leather jackets and separates — skirts, blouses, cardigans. Supple and sensitive on the feminine figure, suede leather is equally at home in town or country, ideal for suburban afternoons.

Combinations of suede and knit or suede and wool suits lend casual elegance to the stylish wearer.

Grained leather car coats and pea jackets with zip-out pile linings will give her ease while driving, and fashion when she reaches her destination. Roomy pockets hold keys, a scarf, small change, etc.

There's a festive look to an all-white soft cabretta great coat featuring an allover design of gold embroidery and seed pearls. Just right for any dressy occasion, she'll adore wearing it New Year's Eve to welcome in a high fashion year ahead.

Because they are light in weight, yet water-repellant and windproof, these handsome leather beauties will go from winter right into spring to bring her many months of joy.

She will get more wear out of her new leather coat because it cleans easily—smooth leather can be sponged, suede leather is dry cleanable.

The favorite man in your life deserves special attention at Christmas time. Too many women leave Dad's gift until the last minute and then rush out and buy the first thing they and the tired clerk think is cute.

The gift you select for the man you love should tell him so, and the best place to find the perfect, personal gift is your jewelry store.

Consider the man's taste, take a look at what he usually wears and then select something different, but not too different. If he's wearing a silver tie clasp, collar pin and cuff links, get him a similar set in gold, but respect the general style he likes best. Most important is to make

your gift personal — and this means shopping in time to have it engraved with his initials, monogrammed or a private personal message. Two weeks usually is required for such engraving, but during the Christmas rush you'll be safer if you order the gift a month ahead of time.

You may choose from a varied array of watches, lighters, cigarette cases, pocket knives, good luck tokens, key chains, watch chains and, of course, the always welcome cuff links and tie tacks or clasps.

If he's the convivial type, he will appreciate handsome bar accessories — a monogrammed silver drink mixer, bottle open-

er or coasters. Cocktail shakers choices for almost all teens, boy and glasses are always in demand, and these, too, may be initiated if you shop early. The important thing is to keep in mind the type of teen you're gifting.

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- Sport Coats

- ★ Hanes & Claussner Hose
 - ★ Blouses - Sweaters
 - ★ Costume Jewelry
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Would you like to give something different this Christmas? Why not give a

Bird feeder to that family with a lovely backyard.

Weather-watching science toy set to a bright young boy.

Charm bracelet that recalls important occasions to your mother or mother-in-law.

Glamorous lens case to a contact lens wearer.

Fancy lorgnette to a fashion-conscious near-sighted friend.

Bible dictionary to a Sunday school student or teacher.

Personalized mail marker to your favorite young family.

Outdoor statue to the family that takes pride in their landscaping.

Donation to a friend's favorite charity in your friend's name.

Sweatshirt bearing a crazy slogan to a teenage boy.

Early American design mailbox to a colonial decor enthusiast.

Pocket alarm watch to a tardy friend.

Herbs and spices to a gourmet cook.



MRS. M. R. BLAKE, King's Manor, glues pieces of a Santa face on a felt lid cover as Mrs. C. W. Fisher, left, and Mrs. W. A. Dobbins, right, gather strips of net onto hairpins for sachet balls. They and others of King's Manor family spend many hours preparing items to be sold. Each feels a keen desire to help in the project to raise \$1000 for their contribution to an infirmary scheduled for construction soon. (Staff Photo)

One Woman Out Of Every 1,666 Will Get Mink For Christmas

There are probably fewer gifts in the world more cherished by women than mink—a fact borne out by surveys.

Whether it be a coat, stole, jacket or wrap, furriers this coming Yuletide season have made gifts of a mink even more tempting, and, according to the Emba Mink Breeders Association, the organization of American ranchers who produce the high quality mink in twelve natural colors, one lucky woman in 1,666 will own a mink fashion this year.

There is a wide variety of styles from which to choose gifts, and the twelve Emba shades give every woman the added gift of choice of color—to suit her complexion, hair color or personal taste.

High on the list of fur fashions this year are those with casual styling. For example, a trench coat of Morning Light, Emba natural blue-beige mink, is considered "in," whether over a skirt and sweater or over

Make Own Cards? Patience Needed

All you need to make your own distinctive Christmas cards, is a little artistic talent, lots of

a long crepe dinner gown.

Jasmine, Emba pure white mink, long considered to be an evening fur has gone casual. One designer has styled the elegant fur into a notch-collared, double-breasted coat with patch pockets and labeled it a day-time fashion.

Yet another designer has fashioned the luscious white fur into a triangular shape, and as an added fillup, has been edged with white ostrich feathers.

But whatever the gift of Emba, may be, from a circling boa to a floor-length evening coat, the woman who receives it will cherish it like few gifts in the world!

spare time, plenty of patience and some scraps of cloth!

If you have these things, then this article is for you.

The first step is to select the envelope. It's much easier to cut your cards to fit the envelopes than to have to make or try to find envelopes to fit your cards.

Start with a nice piece of card-weight paper, folded in half so your message can be written inside.

Next, sketch or trace the design you like (keep it very simple) onto a piece of tracing paper. Then transfer the sketch to your card by means of carbon paper. Try to keep the pencil lines light.

Now you're ready to cut the pieces of fabric that you will paste into position on the card. To do this, use the original design and trace the section you want on the back side of the fabric. Cut out and paste into place.



We have a good selection of
RAMCO POTTERY
to fit all color schemes

- Jewelry
- Hosiery
- Bags
- Matching Sets of Lingerie in Red, Black and Pastels
- Whipped Cream Blouses and Party Dresses

1-3 off Sale Continues on Ladies Dresses, Coats, Suits, Etc.

MARTIN'S READY-TO-WEAR

509 Park Ave.

EM 4-1180

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roberts' appliance,

hereford's oldest

appliance dealer

when you begin to select

your gift for the

family.

roberts' appliance

handles RCA Whirlpool,

washers, dryers, re-

frigerators, freezers,

vaccuum cleaners, stereo,

record players, recorders,

radios, television, color

television, ranges and

just gobs of fine appliances

for the home.

also Zenith radios and

television and

Tappan ranges.

for the merriest

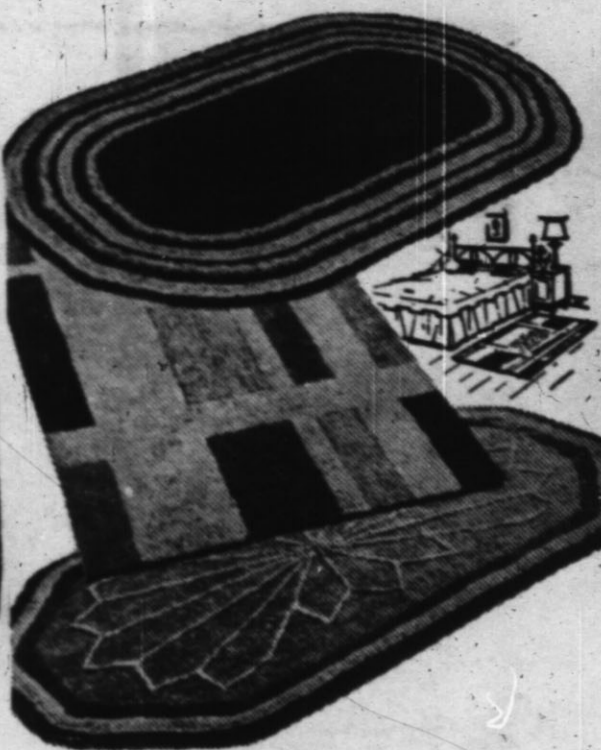
Christmas ever visit

Robert's Appliance

244 n. main,

phone EM 4-1588.

Penneys
ALWAYS FIRST QUALITY



**DRAMATIC BOSSA NOVA
AREA RUGS! SPECIAL!**

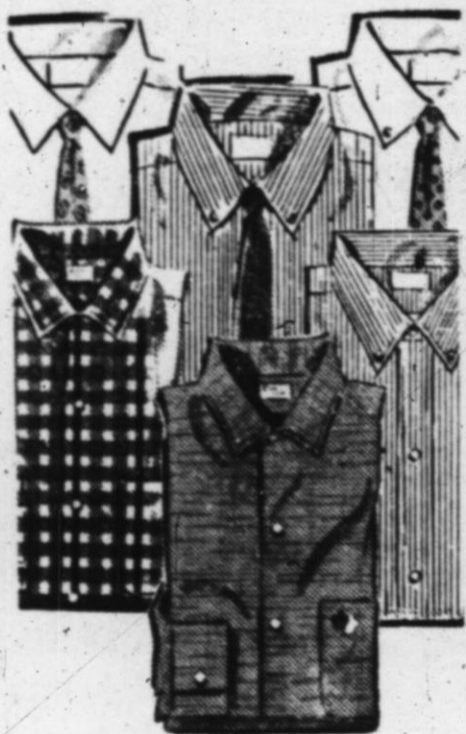
SPECTACULAR BUY
girls' better party dresses

2-YEAR REPLACEMENT GUARANTEE! The blanket used by over a million happy sleepers, now fluffier, more beautifully machine washable with Supernap. 9 warmth settings. Nylon binding. Snap-fit corners. peacock • rosebeige • pink • cherry red
Single Control \$15 Dual \$20
Luxurious 5-year Guarantee \$22 \$25

2 \$7
24" x 45" for
3' x 5' \$7 4' x 6' \$12
We've added new sizes to these rugs whose color rhythms have swept the country... gayest, liveliest accent rugs of the year! Best-sellers coast-to-coast, now in 3 sizes!

3⁹⁹
3 to 14

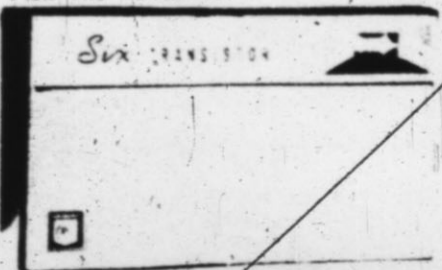
Choose crisp Dacron® polyester batistes and organzas... Fortrel® 'n cotton styles that wash 'n wear so well, need little ironing... dreamy cotton pima mists! All have deep hems, underskirts, pretty trims too!



**MEN'S
Dress or Sport
SHIRTS and
PAJAMAS**

just **2 for \$5**

Richly Woven Cotton Dress or Sport Shirts. Lighter, Brighter Plaids, Patterns, Embroideries! For Christmas Pick His Favorites!



SPECIAL!

6 Transistor Radio Complete with Batteries

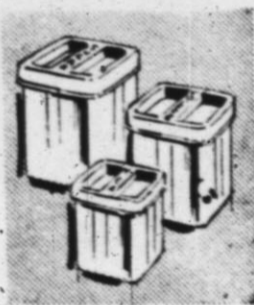
7⁸⁸

CHARGE IT! PENNEY'S

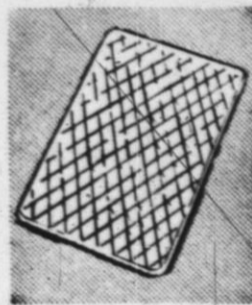
**LOOK! ONLY
88¢ EACH**



26-quart plastic wash tub... 88c



3-piece plastic canister set... 88c



Heavy-duty plastic door mat... 88c



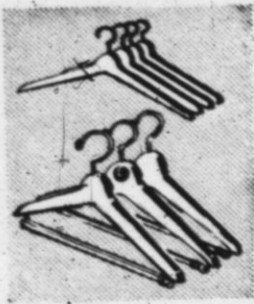
Handy folding metal TV table... 88c



Seven-piece glass juice set... 88c



Set of 2 aluminum saucepans, 1 qt., 2 qt. ... 88c



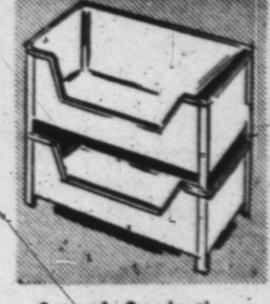
3 men's or 4 women's suit hangers... 88c



Lightweight, 2 1/2 quart plastic pitcher... 88c



One dozen 11 ounce glass tumblers... 88c



Set of 2 plastic vegetable stack bins... 88c

Hundreds of other items to numerous to be shown. Just in time for Xmas!

XMAS CANDIES

\$1 a box

IRIDESCENT SUITINGS

1⁸⁸ a yard

FLANNEL PRINTS

38^c a yard

PINWALE CORDUROY

99^c a yard

BETTER WOOLENS

2⁴⁴ a yard

2 lb. Butter Brickle Nut Clusters, Asst. Choc.

SAVE NOW!

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Weekdays, 9 a.m. to 6 p.m. - Saturdays, 9 a.m. to 9 p.m.

FOR CHRISTMAS GIFTS



HARMAN'S

TRAVEL KNITS OF ORLON

Left: collarless jacket with raglan sleeves, Red and white with navy. Sizes small, medium or large. \$14.98
 Straight skirt, navy. Sizes 8 to 16. \$8.98
 Center: sailor top with double flap pockets. Navy with red and white tie. \$14.98
 Sizes small, medium or large. \$10.98
 Right: V-necked top with white blouse. In white with red; or in navy with red. \$10.98
 Sizes small, medium or large. \$14.98
 Pleated skirt, in red, winter white or navy. Sizes 8 to 16. \$14.98

Just 4.98

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Intimate Enchantment
FOR YOUR CHRISTMAS EVE

Lovely Lingerie Styled By **GILBREATH!**

Nylon Pajamas
Handsome tailored style featuring Quarter length sleeve - Color: Red, Light Blue
Size 38 to 40 **5.95**

Matching Robe
or may be worn with other styles. Excellent for school or travel. Openings at waist and ankle trim. Offered in Red, Lt. Blue **5.95**

Luxurious Nylon "SATINETTE" SLIPS
Fashionably Styled with Nylon Banlon Lace Trim - Colors: White, Pink or Black **5.95**

The HALF-SLIP
Lovely Opaque Nylon Tricot Satinette with Lace Cut Out **5.95**

NYLON TRICOT PANTIES
Trimmed with Fancy Nylon Lace
Colors: white, red, black, pink, & blue **1.98**

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S & H GREEN STAMPS

These are sport coats and slacks for the adventurous at heart... colorful and exciting in cut and pattern. Tailored with the famed Daroff "Personal Touch", this "Botany" 500 Forward-Fashion Casual Wear will satisfy your demand for unusual but authentically correct fashion for those occasions when sportswear is the right wear. Come in and enjoy a try-on of the most interesting clothing it has been our privilege to present.

Sport coats from \$42.95 Slacks from \$18.95
"BOTANY" 500* Tailored by Daroff

THE CLASSIC LOOK

Classic Defined

For suits that convey the self assurance and flattery of the Classic Look we recommend "Botany" 500 Tailored by Daroff. The dedicated Daroff Personal Touch... that passion for perfection in fabric, styling, tailoring, and craftsmanship, assures you of clothing with a tailored-in-sense of responsibility for your outstanding appearance. We invite your early visit to see and try on these "Botany" 500 suits. They reflect an air of classic dignity and successful achievement... at a quality-value price... available in a full range of sizes in the newest colors, patterns, and fabrics. Please come in soon.

"Botany" 500 tailored by Daroff Suits \$90.00



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A GIFT CERTIFICATE WILL ANNOUNCE YOUR WISE CHOICE

RESISTOL "Self-Conforming"

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The exclusive "Self-Conforming" leather in every Resistol Hat is suspended in such a way to permit the leather, not the hat, to conform to the shape of your head - instantly, comfortably.

NO OTHER HAT HAS IT! 9.95 to 40.00

FOR THE BEST HAT SELECTION IN SMART STYLING, FINEST QUALITY AND GREATEST COMFORT, CHOOSE RESISTOL.

MEN'S CRICKETEER SPORT COATS

FINEST TAILORING & FABRICS - 24.95 to 34.95
Excellent Xmas Gift

Large Selection of Men's Famous Higgins **SLACKS**
Hard Worned All Wool Select - Patterns 12.95 to 16.95

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'BOTANY' 500 Large Selection MEN'S CAMPUS SWEATERS

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Special Buy! Men's Banlon S-T-R-E-T-C-H SOCKS 79c

NUNN & BUSH
ANKLE-FASHIONED SHOES
19.95
ALSO NARROW WIDTH

GENUINE ALLIGATOR 65.00

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MEN'S Henley House Imported Worsted Sharkskin
A business suit that's going places

We could talk ourselves hoarse but we could never do justice to this imported worsted sharkskin. This is a suit that can put in a full day's work at the office and still be ready for a night on the town. Here is a suit with the impressive feel of luxury and a special aptitude for wear. A wide-variety of classic patterns, and a great selection of colors. See this suit, try it on... we think you'll agree all we have said is more than words. Oh, a word about the price... only **\$59.95**

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THE PLAINS OUR MOST POPULAR WESTERN STYLE
3" brim **\$12.50**
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