

WEATHER

Moisture High Low
Thursday 66 30
Friday 66 32
Saturday 42 72 32
Moisture this month: .43
Moisture this year: 1.94
Moisture last year: 2.56

The Sunday Brand

74 Pages

Our Slogan, "More People — More Farms"

Published Every Sunday

Including 22 Colored Comics

VOL. 14 — NO. 39

Hereford, Texas, Sunday, March 25, 1962

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Discuss Aspects Of Potato Marketing Order

Wheat Program Discussed At Special Meeting Here

Deaf Smith County wheat growers met at the Hereford Community Center on Friday to hear Kenneth Kendrick of Stratford, a member of President Kennedy's National Advisory Committee, explain the proposed wheat program now

before Congress. The special meeting held here was called by Clinton Jackson and Leo Witkowski. Similar meetings have been held throughout the area in preparation for the meeting to be held in Amarillo.

needed is determined, between 150 and 200 million bushels would be subtracted and drawn from present surplus stock.

To further reduce surplus, an acreage cut of 20 per cent is anticipated with payment for the diversion of the acreage to (Continued on page 2)

Around Town

We were almost ready to blossom out in a short-sleeve shirt when... Bang! Winter returned with a vengeance Saturday morning with dust, rain, snow and high winds. It was the first moisture of any importance since Feb. 14, when we got .41 of an inch. We got a couple of traces the last week in February, but none since then.

A meeting of all county democrats and candidates in the democratic primary has been called for 8 p.m. Monday March 26, in the Hereford Community Center by county chairman Louis Woodford. Candidates will draw names (Continued on page 5)

"This is the only nation in the world," he commented, "facing overproduction and abundance. Most nations live with too little food and fiber. I would rather live with our problem."

In speaking of a program, he remarked that the ideal solution to the wheat and feed grain problem would be to find enough new markets so all the grains produced could be used.

However, he pointed out, the only sensible solution to the problem "is one that works at both ends." He advocated finding all the new markets possible and on the "other end grow five to six per cent less than the market demand."

"We must have," he remarked, "an orderly reduction of surplus and a more economical farm program."

As he explained the proposed program, Kendrick pointed out that the Secretary of Agriculture will be given the authority to determine in acres and bushels the marketing quotas. After the amount of wheat

High Ratings To Hereford Choirs

Hereford High School and Stanton Junior High choirs received among the highest awards given at University Interscholastic League Choral sight reading and concert contests at West Texas State College in Canyon Wednesday.

Hereford High School girls choir received the "Sweepstakes" award by rating "Superior" in both events, the only choir in its class to do so.

Both the Hereford High School mixed choir and the high school boys choir rated "I", or superior, in concert performance. (Continued on page 2)

Another Step For Sugar Bill Heard At Denver

Another step was taken Wednesday in what has now become the long road to a proposed amendment to the Sugar Act as sugar beet growers and representatives met Wednesday in Denver to discuss new legislation.

Legislative chairman of the Texas Sugar Beet Growers Association James Witherspoon and Association president Lee Benefield attended the one-day session, which was called by the newly-formed sugar beet growers association of Indiana.

Sugar Beet representatives from the Western Beet Growers Association, Washington, Arizona, North Dakota, Iowa, South Dakota, Minnesota, Kansas, and Nebraska were also present.

"Great enthusiasm was expressed over the possibility of getting the Sugar Act amended at this session of Congress," Witherspoon reported. Both Witherspoon and Benefield were (Continued on page 2)



FOR YOUR READING PLEASURE, Deaf Smith County Chamber of Commerce receptionist Kay Lemons suggests the special "Frontiers Unlimited" edition to be found in this issue of The Sunday Brand. The special 48-page edition describes the history, current events, and the bright future that exist for Hereford and Deaf Smith County residents. But the edition will have its readers seeing the coming broad frontiers of the community, as well as the glorious past. Because of its value to area residents, extra copies of the edition may be obtained at the Brand office. (Staff Photo)

More than 125 persons from the Rio Grande Valley northward met in a hurriedly-called meeting at the Hereford Community Center Wednesday night to discuss a proposed national potato marketing agreement and order.

Hereford grower and shipper Jack Renfro opened the meeting with a statement of the purpose. "We called you here tonight to acquaint all of you with the good and bad parts of a proposed potato marketing order."

He explained that a regional hearing will be held in Amarillo at the municipal auditorium on April 12. The hearing will be conducted with sworn testimony and the right to cross-examine. Renfro said it was decided to call a meeting of explanation after the first of a series of such hearings bogged down in New York without even getting past the definitions of the order.

Renfro told the group that he hoped Wednesday's meeting would provide them information and answer most of their questions so that the Amarillo hearing would be shorter and more efficient. Regional hearings have been or will be held in New York City, Toledo, Minneapolis, Pocatello, Bakersfield, Amarillo and Atlanta.

Explaining the proposal was Frank McGee of Monte Vista, Colo., a member of the National Potato Advisory Committee. The committee was set up by the National Potato Council, which requested hearings on the advisability of instituting a marketing order and/or agreement.

"The National Potato Council voted to ask the committee to study national orders. The committee met Jan. 3 and later to review the program drafted," McGee said. "This was followed by another meeting on Feb. 10 to draft the final program." He explained that the committee recommended two courses of action. The first, an acreage control program, is before the U. S. Congress now. The second is a marketing order program, on which hearings are being held.

"The Council wants an industry controlled program rather than a government-controlled program and has taken that stand for many years," he emphasized. Included in the order would be the 48 contiguous states and the District of Columbia. Affected would be all persons who produced two acres or more of Irish potatoes per year. McGee said that the aim of the program was to reduce total production to near the total need, which would mean a better general price for the industry.

In 1961, the industry produced more than 290 million hundredweight, which was about 40 million hundredweight more than required. Only mandatory part of the program, he said, would be the marketing of culls, which would be regulated to a No. 2 grade, with 1 1/2" minimum diameter. All other parts of the program would be used or not at the discretion of local committees.

He explained that the order would be handled by a 46-member committee, which would make recommendations to the U. S. Secretary of Agriculture. This group would include 43 producers, one processor, one (Continued on page 2)

Frontiers Are Unlimited In 48-Page Issue

A glorious past, a progressive present, and a future of unlimited frontiers are part of the heritage of Deaf Smith County. These facts are described in the special 48-page "Frontiers Unlimited" edition in this issue of The Sunday Brand.

As readers will discover upon reading the fact-filled sections, businessmen, agriculturists, and the others that make up this community realize the unlimited possibilities of Hereford and Deaf Smith County... and urge all residents to continue to take advantage of the limitless frontiers.

Along with the aid of the Deaf Smith County Chamber of Commerce, the Brand staff has compiled 48 pages of information of interest and importance to all county residents — past, present, and future.

Advertisers in the "Frontiers Unlimited" edition take this opportunity to express their views regarding the bright future promised for the area.

Extra copies of the edition will be available at the Brand office. The Hereford Brand will mail copies of the edition to out-of-town persons who are interested in the area. Anyone desiring extra copies may fill out the form to be found inside the paper.

Meeting Set Here On Animal Health

A meeting on animal health is slated for the Hereford Community Center on Monday at 8 p.m. and is designed to acquaint Deaf Smith County farmers and ranchers with the proposed screw worm eradication program.

Speaking at the meeting will be T. J. Richards, a rancher in the Paducah area. Richards is a member of the board of directors of the Southwestern Animal Health Research Foundation.

The foundation was set up by the Texas Animal Health Foundation and its first major project is the screw worm eradication program.

Also to speak on the program is John Thomas, area extension entomologist. He will also show a film dealing with the eradication project.

The program will give stockmen in the area an opportunity to donate funds for the eradication project. No further donations will be required by the foundation as it continues its studies of animal diseases and pests.

The meeting is being sponsored by the recently organized Deaf Smith County Animal Health Committee. (Continued on page 2)

Schall Points Out Tourist Problem Facing Community

The Panhandle of Texas and Hereford have a problem, Herbert Schall said, speaking to a group of representatives of the Deaf Smith County Highway Development Association, because tourists do not come to towns like this to spend vacations.

Schall of Oklahoma City, Okla., and executive director of the Oklahoma State Chamber of Commerce, was the main speaker at a meeting of the highway

development association held in the Jim Hill Hotel here Thursday.

As he pointed out the problem facing communities like Hereford concerning tourist business, Schall noted that tourists can drive across this section of Texas without stopping if no one pays attention to them.

"You have a lot of places of interest here in the Panhandle," said Schall. He pointed out the route followed by Coronado across the Panhandle and the famous cattle trails passing through the area.

He suggested telling tourists of the places of interest and placing historical markers at various sites along the highway. He also pointed out that signs pointing out places of interest will slow the tourist.

If these things are done and these people stopped, he remarked, it could mean a great deal to the community. With a small percentage of the cars — for instance 10 — stopped for the day, tourists would spend \$330 a day in the community. "Tourist money," Schall said, "is new money, you haven't seen it before. All in the community profit from it directly or indirectly."

"The tourist like you and I," he continued, "is a good American citizen. He is out for a good time and wants to show his family a good time. He is willing to spend money for something of value." Schall compared the tourist to a baby saying that both are in a strange country. The man on vacation wants to (Continued on page 5)

Grand Jury Indicts Six, No-Bills Three

Six persons were indicted by the Deaf Smith County Grand Jury and three were no billed as jurors met here Thursday for the regular March session.

Indictments were returned against Frank White Jr., 34, Route 1. White was indicted for assault with intent to murder following a shooting incident here.

Also indicted were Billy Hightower, 35, of Vega on charges of theft of a steer; Ronnie Frank Glascock, 21, of Route 4, on a charge of felony theft. Glascock pleaded guilty to the charge in 69th district court, Judge Harry Schultz presiding, and received two years probation;

Robert Vernon Davis, 53, 806 S. Texas, on charges of driving while intoxicated, second offense;

Severo Eloy Gortzales, 19, of Route 2, and Jose Maria Guerrero, 17, 207 Ave. H, on charges of burglary;

Linda Jean Fry, 35, of Amarillo, on a charge of forgery. A bond of \$1000 was set by Justice of the Peace C. B. Miles as charges were filed.

In the action taken by the grand jury, three persons were no billed. Those no billed were D. L. Christianson, Nicodemus Lamas and Wilfo Casas.

A revitalized Plainview ballclub, which made not a single error, jumped on Hereford misdeeds Friday afternoon in Plainview to win 8-3.

The Whitefaces were held to three hits during the game as Billy Carthel hurled for the Bulldogs. Plainview had lost three in a row, including its opener with Hereford, before winning the first one in a dust-shrouded game.

Hereford now has a 4-4 record, managing to get in eight games before a doubleheader against Tascosa in Amarillo was cancelled Saturday.

The Whitefaces have three games on tap during the coming week. On Tuesday, at 4 p.m., they are scheduled to go up against the Borger Bulldogs. Borger is the best team the Herd has faced this year and won over Hereford 16-5 earlier.

County Farmers Invited To Meet Set For Lockney

Deaf Smith County farmers have been invited to Lockney to hear Emory "Red" Jacobs, deputy administrator for production adjustment, U. S. Dept. of Agriculture, speak on the proposed long-range farm program. The meeting is scheduled to be held at the American Legion Home in East Lockney and will begin with a fish fry at 5:30 p.m.

Emory is slated to begin speaking on the new farm program at 7:30 p.m.

He is expected to reveal "new and vital information of the program" during his speech. A question and answer session will also be held.

All interested farmers in the area are invited to attend the meet sponsored by Floyd County farmers. (Continued on page 2)

Sandies, Borger Next Herd Foes; Plainview Wins, 8-3

On Saturday, March 31, the Herd is to be host to the Amarillo Sandies for two games with the first one to start at 1 p.m.

In Plainview, Hereford's four errors were costly as the Bulldogs took advantage of every break. In the last of the first, Plainview picked up one run as Eddie Clark doubled and came in on two errors.

In the second, Plainview added on four more. Manuel Nagar singled but was forced out as Roger Grant got on by error. Tommy Thomas singled and Andy Taylor got on by choice as the play failed to get a runner. Duane Ritter walked to push in one run and Gary Hudgins singled to drive in two more. Ritter then came in on an error.

Hereford finally scored two runs in the third. John Buck singled before Mickey Stevens and Drew Kershen doubled. Ronnie

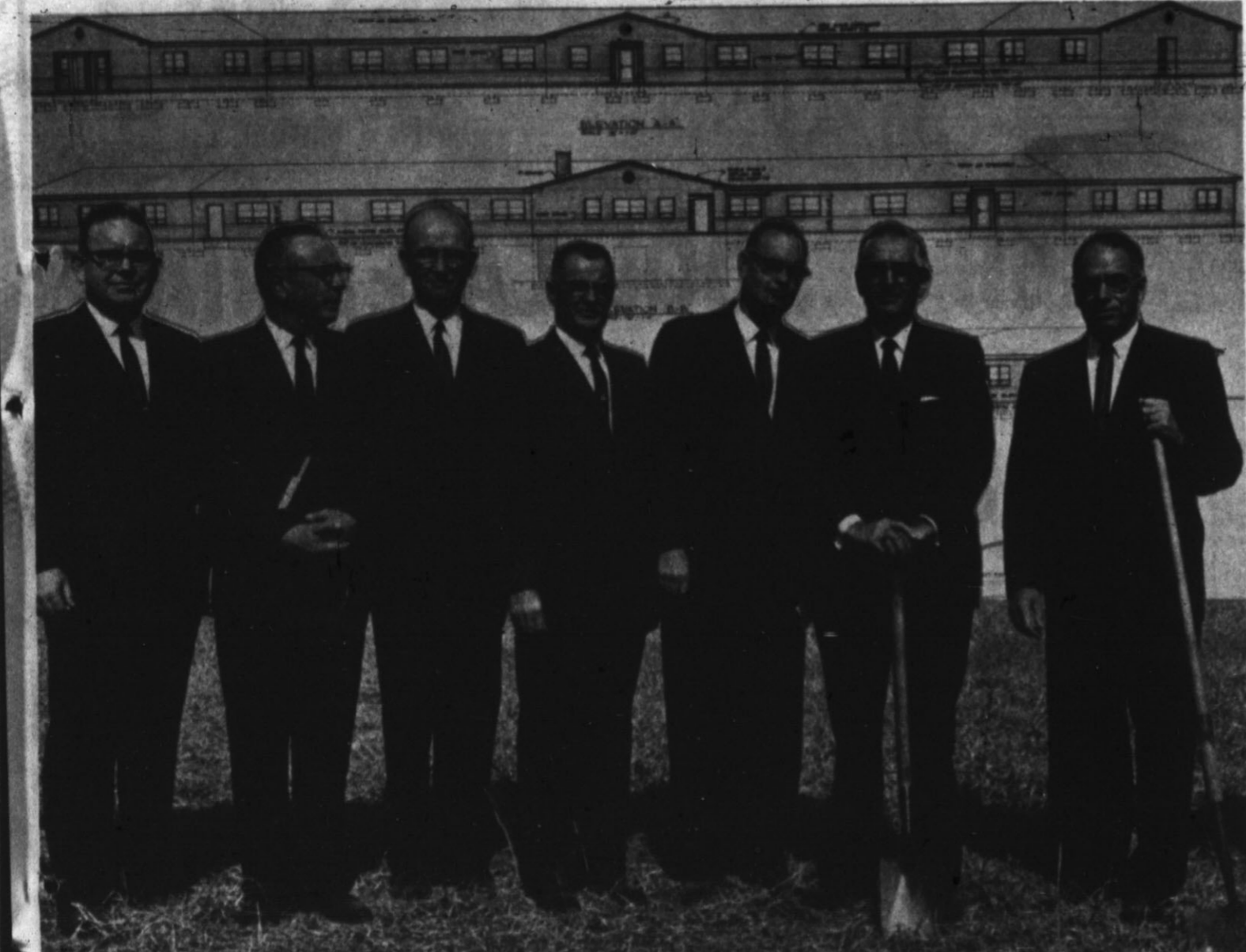
Duncan got on by choice as the play failed to cut off the run. An overthrow at the plate left home unguarded and Stevens came in from third.

In the bottom of the third, Plainview picked up another run as Ronnie Ragland doubled and scored on Grant's triple.

Hereford got its final run in the fourth as Dan McDowell tripled and scored on Buck's single.

Leading 6-3, the Bulldogs loaded the sacks in the fourth but couldn't score. However, they picked up one run in the fifth and another in the sixth. Taylor scored in the fifth on a walk, a passed ball, and a fielder's choice. Final run came as Carthel singled and scored on a sacrifice and a single by Nagar.

Carthel, throwing a side arm assortment, had little (Continued on page 2)



MORE THAN 150 persons gathered Friday morning for the groundbreaking ceremony at the site of King's Manor, Methodist-operated retirement home here. Among those taking part in the program were, from left: Earnest Langley, trustee, Hereford; C. Palmer Norton, trustee, Hereford; William C. Young, corporation president, Andrews; Dr. V. N. Henderson, district superintendent, Amarillo; Rev. Don Davidson, Abilene, executive director; Bishop Paul V. Galloway, Bishop of the Northwest Texas Conference, San Antonio; and the Rev. Herschel Thurston, pastor, First Methodist Church, Hereford. (Staff Photo)



FRANK MCGEE of Monte Vista, Colo., explained a proposed national potato marketing order which would voluntarily restrict potato production during a special meeting of growers and packers from across the state. Some 150 persons connected with the industry from the Rio Grande Valley northward attended the meeting in the Hereford Community Center Wednesday night. Also leading in the discussion were (left to right): Howard Gault and Jack Renfro, Hereford growers and packers; McGee; Dr. John Larsen, College Station extension service; and Louis David, executive director of the Texas ASCS. (Staff Photo)

Discuss...

(Continued from page 1) shipper and one from the chip industry.

Seasonal committees will determine which of the regulations should prevail during the particular season. Local growing area committees will make their recommendations to the seasonal committees.

The marketing order would go into effect if approved by more than two-thirds of the producers voting across the nation. The order would remain in effect for three years, after which there would be a yearly referendum.

At the referendum, two-thirds of those voting would have to vote in favor of the order for it to continue.

Volume would be controlled in two ways. First would be by overall industry regulations. For example, producers might be allocated 97 per cent of previous crops, McGee said that they felt some production cuts would not be necessary but that they probably would not be more than two or three per cent and certainly not more than five per cent.

Probably used, McGee said, would be a production history by hundred pound sacks rather than acres. Producers would be allowed to take an average of their two highest years from the previous three-year period for their base, with any reductions figured from that point.

It provides that a handler would be able to purchase any amount of potatoes from growers, provided he did not handle more than the total allocated to all the growers. That is, if

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one farmer produced less than his allocation, the handler could purchase that difference from another grower.

The other method of establishing volume control, previously mentioned, would be on the total supply... cutting each grower by the amount of overproduction above market needs.

Movement of potatoes could be regulated by the week or month to keep from glutting the market, McGee pointed out.

Certain portions of the regulations would be exempt from the regulations, in that movements to starch plants, charity institutions, seed dealers and cattle feed—that not going into the fresh potato market—would not be affected.

The national committee has suggested an assessment of one-half cent per hundred pounds to provide funds to regulate and enforce the order with a maximum assessment of one cent per hundred.

Enforcement would be handled in three methods. One would require package labels, with packages subject to inspection at any point. This, McGee said, would be similar to the Perishable Agriculture Commodities inspection now in force. Another would be an inspection of records at any time to determine compliance with limits in force. A third method would be by penalties to shippers who move more potatoes than allotted from the producers from which they buy.

McGee said that the referendum on the proposal is expected to be held about June 1, with "yes" or "no" votes on the marketing order. If the acreage allotment legislation passes quickly enough, that would also be included in the ballot.

He explained that the volume control portion of the order would have the same effect as acreage controls. If the acreage control measure passes, it would include a small percentage of allocation for new growers.

If acreage controls are passed, they can be eliminated on yearly votes, which would require that two-thirds would have to be in favor to keep them.

Renfro said that 95 per cent of the potato growing areas of the state were present at the meeting. Also attending were Howard Gault of Hereford, a member of the National Committee; Louis David, executive director of the state ASCS office, College Station; Frank Moore of Plainview, state ASC director; Richard Alexander, district A-

Your Red Cross In Action

By Romona Noel

Good news!!!! At last some progress has been made toward starting several Red Cross Water Safety adult swimming classes at the indoor swimming pool in Friona. If you are not familiar with the Friona pool a pleasant surprise awaits you. Through the facilities furnished at Friona the Red Cross Water Safety Program will enable you to start your summer three months early by offering this course.

The first classes will begin Friday, March 30, in the Friona Dive Inn Pool at 7:30 p.m. Our own local Red Cross Chapter instructors will teach the classes for adult beginners, intermediates, swimmers and Sen-

ior Life Saving. Since the classes are scheduled for just once a week they will be two hours long lasting for eight classes.

Oliver Streu, Water Safety Chairman, announced that those interested in registering please call the chapter office at EM4-3761. The classes are free, but a pool charge for the course will be \$5.00 per person. You will be expected to furnish your own transportation for the first night, but car pools can be formed later when classes are enrolled.

Decide now to take advantage of this wonderful opportunity and be the first one to enroll for our "early summer swimming classes." See you at the pool.

Another...

(Continued from page 1) instrumental in organizing the drive for increased sugar production in the United States.

"The most heartening news we heard at this meeting is the fact that the state of Illinois and Indiana are now actively working, and with the Congressmen and Senators from these states, there will be new hope for favorable legislative action in Congress," he pointed out.

Witherspoon also stated that groups in the state of New York have been organized in an effort to enact new legislation favoring more domestic sugar production. "This will certainly add strength to the legislative effort and is very encouraging."

"The various areas of the Southwest have not let up on their efforts," he continued, "but are at this time working harder than ever with the Congress for the passage of legislation."

"This points up the fact that we are much stronger than we were two years ago when only West Texas was asking for the legislation," Witherspoon stated.

The dream of larger sugar production, and a possible resulting sugar refinery, have existed for over 50 years in the area, but the Texas Sugar Geet Growers Association started only two years ago to spearhead a sustained drive for raising the domestic sugar production quota established by the federal government. At present, the United States imports almost one-half of all the sugar it consumes.

Some 1200 acres of sugar beets are planted within the county each year, but if the domestic sugar production allotment were raised, as much as 20,000 acres of sugar beet production within the county has been forecast.

Still enthusiastic about the proposed legislation which would grant increased domestic production of sugar, Witherspoon states, "It is hard to see how this united effort throughout the country can fail."

SCS supervisor from Amarillo; Dr. Larson, Texas Extension Service, College Station; Bill Crimmons, U. S. Department of Agriculture, McAllen; Jim Dowdle, Texas Citrus and Vegetable Growers Association, Raymondville; and several representatives of the potato chip industry.

Sandies...

(Continued from page 1) trouble in the game as he allowed three runs on three hits, struck out seven and walked four.

Drew Kershen started for Hereford and was charged with the loss. He pitched four innings, giving up six runs on six hits, walking three and striking out none. He also hit one batter.

He was relieved by Jim Haney who pitched the final two innings. Haney was touched for two runs on two hits, struck out one and walked two.

BOX SCORE

Hereford (3)	AB	R	H
Duncan 3b	3	0	0

High...

(Continued from page 1) mance, and "II", or excellent, in concert sight reading contests.

Stanton Junior High Mixed Choir, under the direction of Wesley Hopp, competing with class CC junior high schools, earned two "Excellent" ratings. The junior high girls choir claimed a "Superior" in concert and "II" in sight reading.

Other schools in the class CC girls choir division included Perryton, II-II; Canyon, II-II; Austin of Borger, I-II; Perryton, I-I; and Pampa, II-II. Competing in class CC mixed choir were Austin of Borger, IV-III; and Perryton, I-I.

Hereford High School girls choir, under the direction of Don Moore, earned the only "Sweetstakes" award presented in class AAA. Dumas high school girls choir was rated IV in concert and IV in sight reading.

The 62-member mixed choir also rated highest in its class at the contests while earning "I" at concert and "II" in sight reading. Dumas was awarded "II" in concert and "I" in sight reading and Phillips received the same ratings. Amarillo High School was marked II and III, while Tascosa of Amarillo received I and IV.

Hereford High School male choir rated "Superior" in concert and "Excellent" in sight reading, while Dumas High School rated III and II.

Wheat...

(Continued from page 1) conservation practices.

An additional 20 per cent may also be set aside with no loss to the farmer on the acreage and production history of his land.

Under the program, as outlined by Kendrick, farmers would receive a certificate entitling them to a high price supports on three-fourths of normal production. The remainder is to be sold on the market for not less than \$1.40 per bushel.

As he pointed out the features of the proposed farm legislation, Kendrick explained, "The purpose of the program is to

Casas 3b	1	0	0
Hale 1b	3	0	0
Green ph	1	0	0
Powell of	3	0	0
Cabrera cf	0	0	0
Steele rf	2	0	0
Nelson rf	0	0	0
McDowell lf	3	1	1
Loerwald ss	3	0	0
Buck 2b	3	1	2
Stevens c	2	1	0
Kershen p	0	0	0
Haney	0	0	0
Willoughby ph	1	0	0
Total	25	3	3
Plainview (8)	AB	R	H
Ritter 2b	3	1	0
Hudgins rf	2	0	1
Clark cf	4	1	1
Carthel p	3	1	1
Ragland 3b	2	1	1
Nagar ss	3	0	2
Stevens ph	1	0	0
Grant lf	4	1	1
Thomas 1b	3	1	1
Taylor c	2	2	0
Total	27	8	8

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 - Dwarf Fruit
 - Shade
 - Ornamental
- EVERGREENS
 - Broadleaf
 - Narrow Leaf
- BLUE SPRUCE - PINES
- FLOWERING SHRUBS
- VINES
- ROSES

- PAX
- PEAT MOSS
- PERLITE
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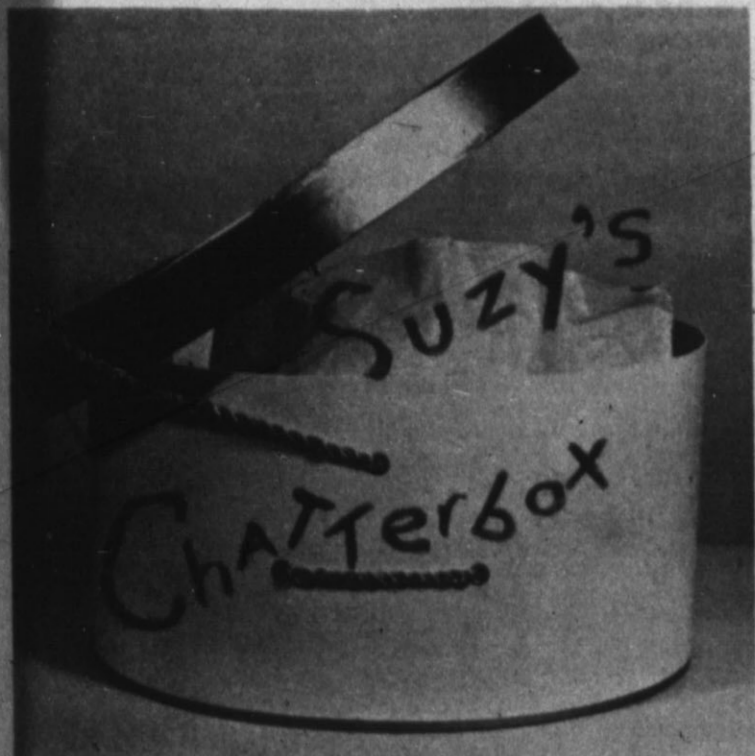
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Since cheerleader try-outs are coming up real soon, April 4, several groups of junior and sophomore girls have gotten together to practice and try-out.

The girls pick out a yell to do as a group and then each girl has to do an individual yell. The later requirement eliminates quite a few would-be cheerleaders.

This year, for the first year, there are going to be four senior cheerleaders and one junior cheerleader, instead of five seniors.

Some of the students at H. H. S. are really in favor of the sophomores, but others are not as enthusiastic. Nonetheless, good luck to all!

There is another new car around the parking lot of Hereford High. David Highers has a new '60 red Volkswagen convertible. David is very proud of it, and with due reason. It is adorable!

There was only one person on crutches last week due to the skiing trip the Methodist and Presbyterian youth went on.

Dick Combs sprained his ankle badly enough to warrant his being on crutches.

It was quite a sight to see Dick and Janis Hagans, also on crutches, standing in the hall talking.

Charles Kelly, who is a very close friend of Dick's, couldn't be out-done by Dick, so he twisted his knee and limped around the halls nearly all week.

Maribeth Gilliland came home with her knee all bandaged up. When she was in the seventh grade she pulled a ligament which caused permit damage.

Maribeth said that she didn't know it had permanently been damaged so badly when she was skiing up and down the hills of Red River, but now she is quite aware of it.

Also spraining her ankle, Dede Thomas was unable to wear a shoe and had to hobble up and down the halls. But she was aided by John Bob Drake, which made it easier for her.

Ben Gollehon, high school band director, went as a sponsor. It seems while he was skiing down a hill ninety-to-nothing when a little old lady got in front of him. Since he couldn't stop he yelled at her to move but she wasn't fast enough so he plowed her under. Ben said, "I asked her if she was hurt, and she weakly told me she wasn't so I don't know if she was or not."

I understand it was just beautiful in Red River, where the group went. At one time it was snowing so hard, all roads were closed into or out of Red River.

All the kids got very excited and just knew they would get to stay for at least a week, but no such luck. They arrived home tired, happy and sore right on time.

The fence that the students of Hereford partly financed, at the Community Center, is now in place and looks very nice.

Grass is soon going to be planted around the patio and will be ideal for picnics and outdoor dances.

As most of you know Eula Lee Cave is in charge of the youth activities at the community center and does a real bang-up job of it.

She is certainly to be congratulated and thanked for the splendid job she does in this capacity.

Last week she was "sking in her den," so she says, but I think she really fell down the steps into her den, and she sprained both her ankles.

She told me she was having to crawl all over the house, and that she should have gone sking and enjoyed spraining her ankles.



The Elder Charles Page



The Elder Howard Beck

Mormon Church Missionaries Assigned Here

Two college students serving as volunteer missionaries of the Church of Jesus Christ of Latter Day Saints have been assigned to Hereford and will be working in the community for the next six to eight months.

Serving as Mormon missionaries are the Elder Howard Beck and the Elder Charles Page. The two will spend two years in the missionary field before returning to college.

Elder Page, 20, of Dalles, Ore., has been in Texas for the past five months. He was attending Ricks College in Idaho taking pre-engineering before entering the missionary field.

Elder Beck, 21, of Aberdeen, Idaho, has been working as a missionary for 15 months. Before coming to Texas he was taking general courses at Ricks College.

In explaining their purpose in Hereford, Elder Beck pointed out that they are here to discuss with the people the beliefs of the Mormon Church.

He also said there are 11,000 young men participating in the missionary program of the Church throughout the world. This program is voluntary.

ing and enjoyed spraining her ankles.

That must have been quite a show! I am glad to report she is feeling fine, but is through "sking in the den."

BEAUTIFUL WORDS

PITTSBURGH (AP) — Dr. Mario Pei, a linguist with "a knowledge of 100 languages," was asked on a recent visit to Pittsburgh to name the most beautiful words in certain languages. He chose these:

English — murmuring.

Latin — susurrus, which means whispering or rustling sounds.

French — lac, meaning lake, and fleur, meaning flower.

German — Lorelei, the name of a Rhine maiden.

Serbo-Croatian — rajan, meaning king.

Japanese — yuki, meaning snow.

Italian — sterno, meaning eternal.

Spanish — iglesia, meaning church.

Have you read the classifieds?

NOTES FROM

Hello: You just must come by in the next few days and see the plow discs that two of the Rural Home Variety Club members brought in! Just shows you can make nice things out of almost nothing. Mrs. J. D. Kelly is redoing some chairs with Old Masters. Have my shelves bulging with new castings. Sure agree with Jimmie Gillentine on a Little Theatre group. I'm a "ham" at heart! Bye now.

bunny

Young Homemakers Club Studying Hair Styling

"Hair Styling" was the topic of the program presented to members and guests of the Young Homemakers Home Demonstration Club at the regular meeting held Tuesday, Mar. 20, in the Community Room of the First National Bank with Mrs. J. W. Stengle giving the informative program.

Mrs. Richard Clark, president, called the meeting to order. Mrs. Jerry Brown, recreation leader, led the group in an amusing game in which the members drew pictures of their husbands, while holding pencil and paper on the tops of their heads.

Ten members and two visitors answered the roll call by relating "My Biggest Hair Problem" or "A Useful Hair Aid."

A letter was read at the business meeting from the Prayer Program Committee asking the club's participation in the "Pray For Peace" program. A report was given by Mrs. Jerry Brown,

recreation leader, on the recreation committee meeting held recently. Committees were appointed to make future arrangements for the forty-two party to be held soon. A discussion was held concerning the District meeting to be held in Pampa on April 12. Refreshments were served by the hostess, Mrs. Kenneth DeHart, to Mesdames Richard Clark, Dean Paul, Janet Lowrie, Jerry Brown, Don Jackson, Bruce Terry, Roy Evans, Lee Roy Burges, Melvin Shaw, club members, and guests, Mrs. Bobby Finley and Mrs. Archie Wayne Scott.



PFC. JOHNNY R. WELTY, son of Mr. and Mrs. D. L. Welty, is scheduled to complete four weeks of individual combat training soon with the Second Infantry Training Regiment at Camp Pendleton, Calif. Instruction includes combat formations, fire and maneuver techniques, use of supporting weapons, and individual protection and safe movement. The training is required of each Marine in recruit training.

Blossom out in fashion in our new COBBLERS



Right As Rain

Rainbow

Sugar Kid Leather Only \$10.95

... and sure as there's spring, you'll find "Rainbow," a little flat to treasure a lot! California cobblers starts at the bevel toe with rich stripes of contrasting colors and races for a fashion payoff at the throat of this new flat. Yours in a combination of Platinum — Maple — Oats.

GLENN'S

FOOTWEAR

Beautiful Shoes Can Be Comfortable

KORET OF CALIFORNIA FASHIONS TO BE FEATURED AT THE SEATTLE WORLD'S FAIR

WEIGHTLESS!

THE NEW COTTON KNITS

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Vogue

Orbit into new fashion heights with Koret of California's Sunlit Filigree Knits. Wonderful weightless coordinates of Permathal Everglaze* 100% cotton knit by ALAMAC*. Wrinkle resistant, hand washable.

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SOFA -- made by Selig Leader in Danish Modern Furniture



See this piece on our floor as well as club chairs and occasional pieces. \$248.00 100% Nylon Cover 94" Long

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EM 4-0055



DISCUSSING HIGHWAY 60 are, from the left, Herbert C. Schall, executive director of the Oklahoma State Chamber of Commerce; Jimmie Allred, chairman of the Deaf Smith County Highway Development Association, and Sam Bell, Amarillo, vice president, Highway 60 Association. Schall spoke to a group of county residents on the tourist problem and how to point out places of interest in the Panhandle. (Staff Photo)

Around...

(Continued from page 1) for places on the primary ballot. Farm legislation will be discussed and progress reports given by campaign managers.

The Deaf Smith County Republican Club will host a covered dish supper at the Hereford Community Center on Wednesday, March 28, starting at 7:30 p.m. All school board candidates are to be present for brief talks. The public is invited to attend, remembering to bring enough food for each family.

Ben Glusing, a democratic candidate for Speaker of the House, was in Hereford Friday. He is from Kingsville and is described as more liberal than one other candidate and more conservative than another. Anyhow, he is a moderate.

The public is invited this week to drop by and share in the 20th anniversary of Piggly Wiggly in Hereford. Gaylord Newell and his crew are quite pleased with the big birthday cake, but want everyone else to see it, too if there is any left.

Annual Lions Club pancake supper will be held from 5-8 p.m. Tuesday, March 27, in the Hereford High School cafeteria with plenty of pancakes, sausage, coffee or milk for everyone. Charlie Bell's combo will provide dinner music at no extra charge. No matter how you look at it,

they have a bargain.

All county farmers and grain dealers are invited to attend a meeting in Amarillo Monday to analyze current farm legislation. The meeting starts at 9 a.m. at the Herring Hotel and will last three hours. The meet is sponsored by the Texas Association of Wheat Growers and the Grain Sorghum Producers Association. Speakers will include Dr. John A. Schmittner, economic analyst on the USDA staff; Dr. Wayland Bennett, head of the Texas Tech agricultural economics department; and another speaker, not yet announced.

It took a long time, but the Hereford baseball team finally had a game cancelled. Since baseball was resumed here, the team has never been able to play eight games without having one or more washed out. The boys were to have played a doubleheader in Amarillo Saturday. On tap for next week are a trip to Borger for a 4-p.m. game and a doubleheader starting at 1 p.m. Saturday with the Amarillo Sandies.

In this issue is a story of a meeting in connection with work being done to eradicate the screw worm loss in cattle in Texas. All county cattlemen should make plans to attend the meeting Monday night.

Deaf Smith County Commission will meet at 10 a.m. Monday for a regular session. And the Hereford Rural High School District board is slated

Schall...

(Continued from page 1) know and learn about the area. He urged those present to continue being proud of their community and state.

"Tell them about Hereford and Texas," he urged. "Tell them what you have here. It won't take long, but you can tell them a lot in a few minutes."

Schall was introduced by Sam Bell, a former resident of Hereford and vice president of the National Highway 60 Association.

Jimmie Allred, president of the local development association, presided at the meeting.

for a meeting on Tuesday night.

Despite all the hard work, the Brand staff has really enjoyed putting out the "Frontiers Unlimited" tabloid which is included in this edition. All of us learned a lot about the county and enjoyed re-reading old editions of the paper while doing research. Once again, we are amazed by the progress of this county and its pioneering spirit through the years. Even more interesting was the optimistic outlook of those who first settled here and confidently predicted what would come to pass. We hope our readers will enjoy it as much as we have.

Early settlers in these frontiers saw visions ahead, despite some tears. If we can only get it through our heads That our opportunities are still unlimited.

AMARILLO VISITORS Mr. and Mrs. Stanton Thatcher and grandson, Mike Thatcher, all of Amarillo, were Friday visitors to Hereford.

Classifieds...

(Continued from Page 4) ATTRACTIVE furnished duplex for Anglos. Good neighborhood. Utilities paid. Net pets. 711 East Third. B-5-15-10-TFC

APARTMENT FOR RENT: White middle aged couple. Call EM 4-0028. B-5-10-7-TFC

TWO APARTMENTS for rent, 503 25 Mile Avenue. Newly furnished, tile baths, carpets, Central heat. Call EM 4-3859. B-5-17-27-TFC

NICE furnished apartment for rent. 232 West Third Street. B-5-9-20-TFC

FOR RENT Three room furnished duplex. Bills paid. 448 E. Mable Street. B-5-12-37-TFC

FOR RENT, Whites only, three room furnished apartment at 126 North 25 Mile Avenue. B-5-14-23-TFC

FOR RENT Furnished apartments. 608 East Third. Inquire house in rear. B-5-11-4-TFC

FOR RENT 3 bedroom house. Call EM4-3287. B-5-10-12-3c

THREE large rooms, furnished. Newly decorated. No children. 603 Jackson. Phone EM 4-0298 or EM 4-1670 after 4:00 p.m. B-5-17-38-4C

6. WANTED WANT TO RENT, Clean, modern house in country. 5 to 10 miles, north or northwest. Will be permanent. Whites. Family of four. EM 4-3161. B-6-23-39-TFC

WILL TAKE CARE of children in my home. Mrs. Mark Lindeman. EM 4-2517. B-6-12-39-1C

COWAN JEWELRY is looking for their 25,000th watch repair job. Yours may be it. If so, you will receive FREE, a new \$50.00 Gents or Ladies wrist watch, your choice, as well as free repair on that 25,000th watch. B-6-39-39-TFC

WANT TO RENT Hog pens. Call EM 4-0772. B-6-10-12-2C

WANT TO BUY: Old Colt, Smith and Wesson, and Remington pistols. Lugers and other war souvenirs. Winchester rifles. Charles Skelton, EM 4-3615. S-6-21-33-TFC

CARPENTER REPAIR. Painting, floor leveling, sanding. Odds jobs. Call EM 4-3325. S-6-10-37-3P

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

WANT TO RENT 1/4 section or section irrigated land. Can give good references. Garland Smith, EM 4-0821, 603 Ave. K. B-6-16-16-TFC

WANTED Feeder Cattle. Walter Paetzold. Phone EM 4-3609. B-6-10-35-TFC

WANTED pasture for cat. le. Would prefer over allotted wheat pasture and need some grass for the summer. Bud Minor EM4-1227. B-6-20-12-TFC

7. Dressmaking-Ironing WANT TO do ironing, my home. 213 Higgins. Phone EM4-1452 B-7-10-12-2p

8. HELP WANTED PERMANENT position for A-1 Mechanic. Preferably with Ford experience. Must have references. Good working conditions. EM 4-2727. B-8-16-38-TFC

9. Situations Wanted CARPENTER work wanted. Large or small. Ralph Packard. Call EM4-2110 S-9-10-34-TFC

10. NOTICE CLINTON Sales & Service Complete Service and Repairs on all air cooled Engines & Lawn Mowers. HICKS OIL AND GAS INC. Phone EM 4-0220 B-10-23-TFC

Revised copies of "The Constitution and by Laws" of the Deaf Smith County Electric Cooperative, Inc. are ready for distribution. Please come by the office and get a copy. Copies will also be available at the Annual Meeting, April 26th. B-10-11-13C

WE BUY Used Furniture And Appliances. L. & P. Auction Co. West Hwy. 60 EM 4-0548 B-10-10-TFC

There's Nothing Like **SOFT WATER** For Laundry For Bath For Kitchen **USE LESS SOAP** The Savings are Greater than the Cost. No Equipment to Buy. No Work to Do. See Your **SOFT WATER SERVICE** Dealer TODAY at 216 N Hiway 385 Hereford, Texas B-10-34-TFC

\$10.00 REWARD for information leading to recovery of Lakes Pipes taken from Nick Milburn's car Saturday night. B-10-17-12-2c

I WILL NOT BE RESPONSIBLE for any debts other than my own. Douglas (Doug) Wayne Bryan. B-10-16-39-3C

11. Business Services **DIRT WORK** Yard Plowing . . . Ditching Air Hammer . . . Back Hoe Trash Hauling **LEON J. BELL** Ph. EM 4-0685 336 Ave. I B-11-3-TFC

FOR GARDEN and yard plowing call EM 4-1432 or 616 Avenue K. S-11-11-38-TFC

SEWING MACHINES REPAIRED Used Machines; Bought and sold. **JEFF ROBERSON** 137 Avenue D. Phone EM 4-0262 S-11-30-TFC

WELL WORK Drilling Deepening Pressure Pumps Windmills **J. E. TURNER** Phone EM 4-2194 S-11-30-TFC

KIRKLAND & DILLARD EARTH MOVING COMPANY Slush pits dug and filled. All kinds Dozer Work. Day Phone EM 4-2020 Night Phone EM 4-2721 S-11-40-TFC

INCOME TAX SERVICE. B. Lee Cocanougher, 108 West 8th Street. S-11-10-30-12P

PORTABLE DISC ROLLING Scolloped or plain. Jacobsen Brothers. Phone EM 4-1543. B-11-10-23-tfc

Ladies and mens watches, complete overhauling, cleaning, and a New Crystal in Waterproof watches for only \$4.95. Automatic's slightly higher. **LAMM JEWELRY** B-11-37-9C

Magneto - Starter motors rewind generator & electric Sales & Service

OWENS & HOLLINSWORTH EM 4-3545 EM 4-3572 Commercial - Industrial Residential Wiring 307 East Third B-11-13-1FC

FOR GENERAL BUILDING AND REPAIRS SEE US We do all types of work Building & Remodeling Storm Cellars

Roofing Electrical Stucco Dashing Interior Decorating Outside Painting Ph. EM 4-3685 213 W. Park Perforating Textoning **DURWARD HAMBY** B-11-33-TFC

WASHER & DRYER REPAIR Guaranteed Service On All Major Brand Washers And Dryers.

HEREFORD WASHER AND DRYER SERVICE **ROY DALE MANNING** 303 W. 9th EM 4-0931 B-11-35-TFC

COWAN JEWELRY is looking for their 25,000th watch repair job. Yours may be it. If so, you will receive FREE, a new \$50.00 Gents or Ladies wrist watch, your choice, as well as free repair on that 25,000th watch. B-11-39-39-TFC

PAINTING AND PAPER HANGING Quality work. Free estimates. **JERRY CARTER** Phone EM 4-2761 S-11-34-6C

TRY CHIROPRACTIC DR. GALE J. PAGE 1011 PARK AVE. EM 4-2643

1962 LICENSE PLATES
Included In These Prices

1954 DODGE, 4 door sedan with Overdrive. Real Clean	\$395
1955 BUICK, Super 2 Door Hardtop, Extra Nice	\$450
1956 PLYMOUTH, 4 Door, V-8, Standard Shift, Overdrive	\$495
1958 FORD Ranch Wagon, Factory Air, Overdrive Radio & Heater	\$845
1959 FORD Galaxie, 4 door sedan, Black & White, Fully Equipped One owner, 21,000 miles	\$1595
1956 CADILLAC, 4 door, Fully Equipped, Clean	\$1075
1959 PONTIAC, 4 Door Sedan, Factory Air & Power	\$1675
1961 RAMBLER Station Wagon, 6 Cylinder, Automatic Transmission. Radio and Heater. Like New	\$1990
1959 FORD Country Sedan 6 Passenger Wagon. Excellent Condition	\$1495
1960 FAIRLANE 500, 4 Door, Air Conditioned	\$1495

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142 N. Miles EM 4-0990

before you buy... see all new **ZENITH COLOR TV** that introduces a new era of dependability in color TV performance!

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The **GOTHAM Model 5030**

ROBERTS APPLIANCE

JUST THE THING FOR **Spring**

Weyenberg shoes for men

Pin-Tuk Slip-On In Brown, Black or Dark Olive. 15.95

Spring calls for something extra-special in the way of shoes. The right answer is WEYENBERG — for fresh style and lazy-day comfort. See them, today.

Gaston's popular store
SHOE SOLON

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"Dew drops" spark our exclusive Swiss floral print. 35.00 to 49.95

This Young Elite® go-to-dinner, stay-for-dancing costume is in an imported Swiss cotton amassd with brightly colored flowers—a sheath with a little sleeveless button-back jacket dashed with a light sprinkling of brilliants. Natural floral colors

Natural Kilua Cloth
With Strands of Gold & Black

So Unmistakenly **johansen**

Exclusively From **GASTON'S Popular Store shoe salon**

MATCHING HANDBAG 18.95 EACH

HERE And THERE

With Mrs. Merita Kaul

E. S. Ireland, who lives on Avenue D, was honored on his 79th birthday last Saturday with a dinner held at his home with relatives and close friends as guests. The dinner was held at noon and in the afternoon games of bridge and "42" and visiting provided entertainment. One of his most treasured gifts was a poem written and dedicated to him by his grandchildren, who were present. They included Mickey Bonesio, Don, Martha, and David Henslee of Lubbock, and John Ireland of Moriarity, N. M. Also present were his daughters, Mrs. Rachel Henslee with her husband Donald of Lubbock, Eliza-

beth Carner of Hereford, son Richard Ireland of Moriarity, N. M. A son Edgar who lives at Sweetwater was unable to be present. Also attending were Mrs. Meredith Ireland, Mrs. Bob Birchfield of Amarillo, Mr. and Mrs. Bryan McDonald of Canyon, Myrtle Wright, Willie Gilliland, Ida Bennett, Frankie Ridgeway, Mrs. Ireland.

Ed Skypala, who has been appointed chairman of the Invitation Committee of the Westway Reunion which will be held the last Sunday in July, is asking anyone who has addresses of Westway residents now living in other states to please turn them in to him so that letters can be sent soon to inform them of the date. Some former Westway residents are planning vacations to coincide with the Reunion date.

The regular meeting of Here-

ford Classroom Teachers was held at Stanton Junior High Library last Thursday night. Paul Stevens, superintendent of schools, gave the program. New officers for 1962-63 were elected and include: Phillip Shook, president, First vice president, Flo Dickinson, Second vice president, Mrs. Don Moore, Third vice president, Mozelle Neill, Fourth vice president, Mary Duval, Secretary, Veradelle Andrews, Treasurer Lucille Park, Historian, Mabel Wilson, and Parliamentarian, Fred Mercer.

These officers will be installed at the May meeting at which time the state president Elizabeth Little, teacher in the Corpus Christi schools, will conduct the installation.

Dr. Crannell Tolliver, professor of Speech at West Texas State College was a visitor in the home of his daughter, Mrs. Neil Cooper, this week.

Mrs. D. C. Martin, accompanied by her granddaughter Jennifer Martin, went by train to Denton last weekend where she visited in the home of her son, Carroll and wife. She returned Jennifer to her home there. She had come to Hereford two weeks ago with her grandmother, Mrs. Marcus Latham, and was a welcome visitor in her grandparents' homes here.

Mrs. Bob Birchfield of Amarillo spent several days last week here with her sister, Mrs. Clay Ridgeway. She also attended the Gertrude Keehn meetings at the Presbyterian Church.

Mrs. E. W. Solomon spent last week in Plainview in the home of the Bill Stanfords. She helped them move into their new home there. Bill, formerly principal of the high school here, is now principal of the high school at Plain-

view. The Rev. and Mrs. Harold Keehn were guests in the home of Mrs. Jane Dameron while they were here last week. Mrs. Keehn, who spoke at the Presbyterian Church Thursday, Friday, and Saturday, was an inspirational speaker. The meetings were well attended. The Keehns are British, lived and worked as missionaries a number of years in South Africa, and now reside in Seguin, Texas. They are active in the work of Camps Farthest Out.

C. C. Bowman, whose home is on South Main, suffered a stroke at his home last Monday afternoon. He was taken to Deaf Smith County Hospital where he remains in serious condition. A daughter, Mrs. Jim (Flossie) Platt of Frederick, Okla., was here Tuesday to be with him. She is a music teacher in Fred-

erick and had to return for a recital. She will return Sunday to make an extended stay with her parents. A son, Bill Bowman, lives here.

Mr. and Mrs. G. C. Merritt Sr. went to Midland last week to visit G. D. Collins, brother-in-law of Merritt. Collins, who lives in Carlsbad, N. M., fell 25 feet into a concrete ditch last week. His back and feet were badly injured. He is at the Midland Hospital, while in Midland the Merritts visited his sister, Mrs. Nora Woody, and his brother, Pat Merritt and family. On Monday they visited her parents, Mr. and Mrs. S. A. Pence, and her sister, Mr. and Mrs. J. E. Springer and Jan.

Mrs. John Jacobsen and Mrs. A. L. Manjeot went to Lubbock Monday where they attended a meeting for National Flower Judges. They also attended a

tea for the state Garden Club president, Mrs. Kilpatrick. Mrs. Jacobsen is District Secretary for Garden Clubs and Mrs. Manjeot is a national judge.

On Tuesday a short course and convention for Garden Club members was held. Attending from the Hereford Garden Club were Mrs. R. L. Wilson, president of the club, Mrs. S. S. Williams, Mrs. R. W. Mitchell, Mrs. W. H. Hromas, Mrs. Jacobsen and Mrs. Manjeot. Attending from Bud to Blossom Club were Mrs. Pat Robinson, Mrs. Lloyd Sharp, Mrs. Clinton West and Mrs. Ernest Kendall, who is litterbug chairman. The ladies from Bud to Blossom Club also attended the tea on Monday afternoon.

The ladies were impressed with the demonstration of Leon Bullard from Dallas who showed arrangements made with exotic flowers. He was assisted by Mrs. Koegler.

Mr. and Mrs. Clee Meharg, accompanied by Mr. and Mrs. R. L. Adams of Childress, have been vacationing and fishing at Corpus Christi the past week. Mrs. Adams is a sister of Mrs. Meharg.

Mr. and Mrs. Bill Hromas went to Lubbock last weekend where they met her sister, Verna Harris of Midland, and all had a visit together. Miss Harris is head of the drama department in Midland High School.

Mrs. Jack Roberson and Mrs. A. L. Manjeot, accompanied by Mrs. Pink Gilliland of Amarillo, are spending the weekend in Wichita Falls with Mrs. O. R. Tipp. This will be a reunion of Owens sisters which includes Mrs. Roberson, Mrs. J. B. Harlin, Mrs. George Hunter of Shawnee, Okla., and Mrs. Tipp. Mrs. Gilliland and Mrs. (Continued on page 7)

APRIL

IS OUR DEADLINE. ALL MERCHANDISE MUST BE SOLD OR WE WILL BE FORCED TO RENT OR BUILD ADDITIONAL SPACE.

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ONLY
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36 MONTHS TO PAY

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DURING THIS GREAT LIQUIDATION SALE! NATIONAL BUYING SERVICE MERCHANDISE WILL BE ARRIVING SOON. WE MUST CLEAR THE STORE IN A HURRY!

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<p style="font-size: 2em; font-weight: bold;">HOME OF THREE ROOM GROUPS</p>			
<p style="font-weight: bold;">HERITAGE</p> <p style="font-size: 2em; font-weight: bold;">3 ROOM GROUP</p> <ul style="list-style-type: none"> • MAPLE BEDROOM • MAPLE DINING • EARLY AMERICAN LIVING ROOM <p style="font-size: 1.5em; font-weight: bold;">\$1.00 Delivers \$599 Pay Only \$30.00 Monthly</p>	<p style="font-weight: bold;">HOMESTEAD</p> <p style="font-size: 2em; font-weight: bold;">3 ROOM GROUP</p> <ul style="list-style-type: none"> • MAPLE BEDROOM • MAPLE DINING • EARLY AMERICAN LIVING ROOM <p style="font-size: 1.5em; font-weight: bold;">\$1.00 Delivers \$699 Pay Only \$35.00 Monthly</p>	<p style="font-weight: bold;">ROYAL</p> <p style="font-size: 2em; font-weight: bold;">3 ROOM GROUP</p> <ul style="list-style-type: none"> • BEDROOM • LIVING ROOM • DINING <p style="font-size: 1.5em; font-weight: bold;">\$1.00 Delivers \$799 Pay Only \$40.00 Monthly</p>	<p style="font-weight: bold;">REGENCY</p> <p style="font-size: 2em; font-weight: bold;">3 ROOM GROUP</p> <ul style="list-style-type: none"> • BEDROOM • LIVING ROOM • DINING <p style="font-size: 1.5em; font-weight: bold;">\$1.00 Delivers \$899 Pay Only \$45.00 Monthly</p>

H & H DISCOUNT FURNITURE

WEST HIWAY 60 HEREFORD, TEXAS

OPEN EVERY NITE 'TIL 8 P.M.

BIG RED BARN

WEST HIWAY 60 HEREFORD, TEXAS



THE CHAMPIONSHIP TROPHY in the Kiwanis-sponsored ping pong tournament was presented Thursday to the winner, Lynton Allred, right. Winner of the second place trophy was Dwight McGee with David Sellers (left) took third place. Awards were presented by Dr. Charles Hicks, director of the tournament for the Kiwanis Club. The elimination tournament was held recently in the Hereford Community Center. McGee was not present when the picture was taken. (Staff Photo)

TIMES CHANGE—NOT YOUNGSTERS

Four-H Program Provides For Individual Progress

By Lefty Thomas
County Agent

I recently looked at a picture of a boy and his 4-H club steer of some 20 years ago. There was a look of pride on the shining face of the 4-H'er as he stood there in his overalls and blue denim shirt. The type, confirmation and even the amount of fat on this steer has drastically changed — everything except that bright, shining face and look of pride in the eyes of the 4-H'er.

We are living in a fast moving world with rapid technical and social changes. But 4-H is keeping pace, guided by leaders in tune with the times, carrying on programs patterned and reshaped to meet the needs of today. 4-H has never been static, but its basic principles, its ideals, and its services to young people, have not changed. What 4-H was intended to be — it still is — a foundation for the development of young people and a beacon to guide each succeeding generation toward personal success and a happy, constructive life of service to the community and to the nation. 4-H has within its organizational framework the necessary programs, procedures and personal guidance to develop the aptitudes and the abilities you possess.

To the 4-H'ers in Deaf Smith County who will be in the 4-H contest March 31: You are ex-

amples of the capacity of 4-H to help produce outstanding young citizens. You will win because of your achievements, because you worked, followed the guidance of your 4-H leaders, and profited by the experience they so willingly shared with you. But your presence at these contests can be attributed mainly to your own initiative and your personal desire to excel. There is no substitute for individual initiative and I know of no organization that provides more opportunities for the application of talents and the exercising of desire for personal advancement over so vast an area.

It is true that some of the personal advantages that accrue from 4-H club work are not easily measured. But they may be even more important in your lives than your material achievements. I am referring to 4-H specifically as a builder of others. Because you work to win, 4-H is competitive, but at the same time, you learn to be cooperative. You share your interests and your activities with your fellow members. 4-H was born in America, and because it has developed in accord with true American traditions it helps implant in its members the responsibilities of good citizenship.

Now I'm sure all of you 4-H'ers are deeply grateful to those who have helped you in



JIM USELTON, son of Mr. and Mrs. W. E. Uselton, was pledged to Ko Sari, men's social club at McCurry College during spring rush week activities of the Abilene school. Uselton is a freshman student, majoring in history.

Here...

(Continued from page 6)
Manjeot are nicees.

Mr. and Mrs. Art Manjeot announce the arrival of a grandson on Monday, March 19, to Capt. and Mrs. Lloyd Manjeot of West Point, N. Y. The Manjeots have a five year-old daughter, Beverly. Lloyd is an instructor at West Point.

Your 4-H careers and made it possible for you to compete in your county district, state and salute your 4-H Club Leaders and parents... and good luck in the contests.

Piggly Wiggly's BEEF SALE

USDA - GOOD - CHOICE
ROUND STEAK lb 85¢

USDA — GOOD — CHOICE SIRLOIN STEAK lb. 79¢	USDA — GOOD — CHOICE T-BONE STEAK lb. 89¢	USDA — GOOD — CHOICE PIKES PEAK ROAST lb. 69¢
--	---	---

CHECK PIGGLY WIGGLY'S PRICE FOR BEST FREEZER BUYS!

ARMOUR STAR BACON Thin Sliced lb 49¢	GLOVER'S — ALL MEAT FRANKS lb 49¢
---	--

ALL POPULAR BRANDS CIGARETTES Reg. Size Ctn. \$2.55	King Size And Filter Ctn. \$2.65
--	---

CENTRAL AMERICAN BANANAS lb 10¢	
FANCY - GREEN SLICERS CUCUMBERS lb 19¢	
CHUCK WAGON NEW POTATOES 2 Lb. Poly Bag 25¢	

Nice SUPPLY OF ONION PLANTS AND SETS & GARDEN SEED

Dr. PEPPER And All Other Reg. 6 Btl. Ctns. Beverages 29¢	Apple — Peach — Cherry — Coconut — Custard Morton's Pies 22 Oz. Family Size 4 FOR \$1
	Kraft Jelly RED PLUM PRESERVES APPLE AND GRAPE JELLY - 18 Oz. Tumblers 3 FOR \$1

DUNCAN HINES CAKE MIXES All Flavors DeLuxe 19 Oz. Boxes 3 FOR \$1	Shurfresh — Easy Open BISCUITS 13 FOR \$1
--	--

WRIGLEY'S GUM All Flavors 20 Pack Ctn. 69¢	BRACHS Circus Peanuts And Royal Mix 33c Pkg. 4 FOR \$1
---	---

Maxwell House COFFEE MAKER With Purchase Of 10 Oz. Instant Coffee 30¢	America's Favorite Shortening CRISCO 3 Lb. Can 79¢
--	---

GLEEM TOOTHPASTE 53c Size 39¢

DOUBLE S & H GREEN STAMPS
WEDNESDAY WITH \$2.50 PURCHASE Or More At Piggly Wiggly

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

Buy a QUALITY MUFFLER Buy EMSCO

They LAST LONGER because they are MADE BETTER

FREE INSPECTION!

LIFETIME WRITTEN GUARANTEE*

You get these EXTRAS with EMSCO:

- EXTRA HEAVY DUTY 18 GAUGE STEEL SHELL
- CONTINUOUS ARC WELDED SEAMS
- ALL BAFFLES WELDED IN PLACE
- EVEN-FLOW DESIGN
- EXCLUSIVE ASBESTOS FIBER INNER LINER

Installed On Your Car In Fifteen Minutes By Experts!

*Life of the car as long as you own it.

HEAVY DUTY TAIL PIPES PRECISION MADE TO FIT YOUR CAR

IN STOCK NOW AT ROCK STEWART'S EAST SIDE "66"

PHILLIPS "66" TIRES

SD-7 Nylon Tubeless, Blackwalls	
7:50 x 14	\$15.31*
6:70 x 15	\$15.31*
8:00 x 14	\$16.80*
7:10 x 15	\$16.80*
8:50 x 14	\$18.42*
7:60 x 15	\$18.42*

* All Prices Plus Tax

ROCK STEWART'S
EAST SIDE "66"
Corner Park Ave. & Hwy. 60 EM 4-2644

Rites Held Thursday For Mrs. W. S. Clark

Funeral services for Mrs. W. S. Clark, 70, of Muleshoe were held at 3 p.m. Thursday afternoon, Mar. 22, at the Muleshoe Church of Christ.

Burial was in the Bailey County Memorial Park Cemetery under the direction of Singleton Funeral Home.

Mrs. Clark died at 12:20 a.m., Mar. 21, at West Plains Hospital. She had lived in Muleshoe for 28 years, moving there from Shamrock.

She was born on May 23, 1891 in Franklin County, Ark. She was a member of the Muleshoe Church of Christ.

Survivors include her husband W. S., of the home; three daughters, Mrs. Anson Dearing of Hereford, and Mrs. Clifton Finley and Mrs. Eldon Page, both of Muleshoe; a son, Sim Clark of Muleshoe; a sister, Mrs. Lela Lewis of Shawnee, Okla.; two brothers, Andrew Stewart of Oklahoma City, Okla. and Tom Stewart of Raymondville; and nine grandchildren.

Have you read the classifieds?



BY JIMMIE GILLENLINE

Many people, especially business men, are interested in attracting industry into the community but, like most worthwhile things, it is not an easy chore. So many towns and cities have the same idea in mind, that seeking industry has become a highly competitive business. With Manager Bill Thompson at a meeting in Austin and the highway meeting here Thursday night, J. D. Kirkland, a C-C director, and I represented the Deaf Smith Chamber Thursday at the ninth annual West Texas Industrial Conference in San Angelo. The meeting was much larger than the

West Texas boys expected, and over-flowed all over the place. Around 400 people were registered.

San Angelo has around 52 industries there days, mostly small types of manufacture, but running up to Alco Ranch Washable Footwear plant which employs around 400 people with sales scattered from New York to California, mostly in super markets, drug stores and variety stores.

The backbone of the San Angelo program centered around an Industrial Development board which helps locate, promote and helps finance small industry. San Angelo seems to definitely prefer the smaller plants and has recently employed a full time manager for the board. Three of the industry owners told the experience in establishing "home grown" manufacturing plants. One produces ceramic tile, another specialty ceramics for women and the third, washable shoes, which incidentally were the first to be marketed in the nation. All three of the plants have expanded from time to time, and all three are again reaching the stage where they need more room. All three seem to have faced pretty well the same basic problems, namely sales promotion, labor, and need of sufficient money.

Naturally, statistics flowed thick and fast. One old boy was telling about a lumber camp in Oregon, where a company sent 100 men, including a livestock cost ac-

VISITS PARENTS

Bill Carmichael of Houston was a recent visitor in the home of his parents, Mr. and Mrs. P. L. Carmichael of Hereford.

RECEIVES PROMOTION

Bill A. Montgomery, a graduate of Hereford High School, stationed now as a pilot in the Air Corps in Warwick, R. I., has been promoted to Lt. Colonel. Bill is the grandson of Mrs. J. W. Alexander of Hereford.

VISITS DAUGHTER

Mrs. Josie Busby of Friona was a recent visitor in the home of her daughter and family, Mr. and Mrs. Bruce Coleman.

countant, and two women as cooks. After a month or two both of the women got married and the account turned in his report with the statistical conclusion that "two per cent of the men had married 100 per cent of the women."

Harry W. Clark, executive Director of the new Texas Industrial Commission was one of the speakers, and he told a story of a Presbyterian preacher who got in an accident and had to borrow a suit from a Catholic priest. As the pastor and his wife were driving across town, they were stopped by an Irish policeman who came to the window, looked in and said, "Father, I wish you would drive a little bit slower." The preacher left well enough alone, and started on his way, but his wife was giving him considerable trouble for not clarifying his identity.

"Do you know what he thought you were?" she asked. "Yes, I know what he thought I was," declared the pastor, "but I can't imagine who he thought you were."

The clinic emphasized the fact that industry does not come easy, and Steve Matthews, Director of Texas Municipal League, indicated that most of the big industries are likely to settle in the larger cities, which are in a position to serve it well.

Matthews also gave some interesting figures on the shift of people from the farm to cities, and I was interested in his prediction that in another decade "eight out of every 10 people in Texas will live in one of the state's 50 largest cities," which means a still further shift away from the land. Clark, the Industrial director, says that we can expect an even greater influx of industry into Texas, which is unusually well adapted from numerous standpoints. Some new form of taxation was also recommended by one speaker, who emphasized the need of shifting a large part of taxation away from real estate — just as the people have shifted away from the land.

Many people felt that aggressive competition may lead to too many concessions on the part of communities, resulting in difficulties for both the manufacturer and for the community.

I had always figured that an industry should be closely allied to the background and economy of the community, either in raw materials or in point of sales. But this is not necessarily true in the Angelo territory, where the washable shoes and the tile plant could operate as easily any other place. The shoe factory solved the problem by operating their own trucks into the east, when they deliver shoes, they bring raw materials to the factory on their back haul. The reason they got this factory was because one of their local citizens had a good idea, and put it to work. He said it all started when the leather shop in which he worked had to buy a 100 yard bolt of simulated leather cloth to get enough to line a ladies' handbag, so E. H. Danner, Alco president, cut and made 25 pair of washable shoes from the overage. Mr. Danner developed into a whiz of a market and business executive.

The San Angelo development group emphasized the fact that every community has people like the three who "grew their own industries" in that community. Many times a little shove, or a few words of encouragement, they said, will get a "home grown" industry off the ground and on its way.

Getting a portion of the new industry which is expected to come into Texas in the next decade requires extensive research, much hard work, outstanding salesmanship and area wide cooperation. The first step would probably be the establishment of an Industrial Foundation for this purpose, including some type of finance program by the board. It would further entail considerable expense in the form of travel and fact research, probably highly similar in this respect to our previous efforts to secure a beet sugar plant in the area.

To a man, the speakers representing industry stressed the highly competitive situation with Japan and other foreign countries.

"We pay our people \$1.57 an hour," said Robert Crabb, the tile man, "whereas, the Japanese worker gets 17 cents an hour for the same work. The only way we can compete is through the use of automation." The community on one hand, wants industry because of the people it attracts while industry, one the other, is forced to cut down manpower as much as possible in order to succeed. The shoe company, for instance, has a research department which has developed a special

machine with which one man can turn out 75 pair of washable shoes each time he pushes five buttons.

Furthermore, all industry does not succeed. Distribution, sales organizations and advertising, appear to be much greater problems than the actual manufacture of merchandise. Just because you can turn out a good product does not necessarily mean that you will set the woods on fire, although a quality product is absolutely essential and is the first step on the long road to fame and fortune. Because the products are novel, home grown industries frequently have to manufacture their own equipment. Angelo got a plastics plant and an equipment plant, because the washable shoe people found it impossible to get the exact type of materials they needed — and finally started making their own; in turn, they sell these items to other manufacturers over the Southwest.

Keep in mind too that numerous people are against bringing industry into the community, and this seems to be pretty well universal. At least, all of the people with whom I talked said they found the same thing existing in their towns and communities. Mostly, though, people generally seem to want industry — and this will be more especially true if the man's prediction that "8 out of 10 Texans will work in a factory of some sort in 1975." If you count the brick plant, the tortilla factory, Arrowhead Mills, Southwest Offset, the processing sheds, Pearch Brothers and several other plants in the area, we already have a pretty fair little industrial basis in Hereford.

True, none of these things is extremely large, but this alone has many advantages in that owners and employees are generally good citizens and definitely a part of the community. Nor do we have extensive union controls and many other headaches which generally come with larger operations.

Personally, I like Ray Cowser's Golden Triangle idea. I

The Sunday Brand, Hereford, Texas, Sunday, March 25, 1962

where the industry locates — ideas from other people? Do we have any potential "home grown" industries which need to get rolling. Neil Cooper is chairman of the C-C industrial committee and, when he gets back from fishing at Falcon, we need to put the boy to work.

Meanwhile, how about some

FARMERS AND BUSINESS MEN

The bills before Congress now to establish a new farm program beginning in 1963 will have a bearing on your operations.

You are invited to hear how this pending legislation might affect you.

Bill Wedemeyer, Director of Research, Texas Farm Bureau at Waco, will be here to explain and discuss the major bills being discussed.

COMMUNITY CENTER

Boy Scout Room
THURSDAY, MARCH 29
8:00 P. M.

THE Dress...

that
T
R
A
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L
S

through the season
NON-STOP!

You'll want more than one because you will live in it all year.

Silky Soft... 100% Dacron Makes This the No-Worry dress. Drip dies in minutes!

\$11⁹⁸

LITTLE'S

OF
HEREFORD

EM 4-1423 1219 E. 1st
Warren Bros. Motor Co.
14 Years Of Customer Satisfaction

Plymouth - Valiant
"Used Car Specials"

THIS WEEK'S SPECIAL

1957 PONTIAC 4 door hardtop, with radio, heater and hydramatic. Two tone. Local owned-good transportation. **\$695**

1961 FORD GALAXIE 4-door sedan. Power steering and brakes, radio, heater, Fordomatic, white tires. \$1,000 off the original price. Just like new. See this fine car. Extended warranty.

1958 CHEV. IMPALA COUPE, radio, heater and power-glide. Black and white original finish, double sharp. Try this classy sport model. Priced right - Guaranteed.

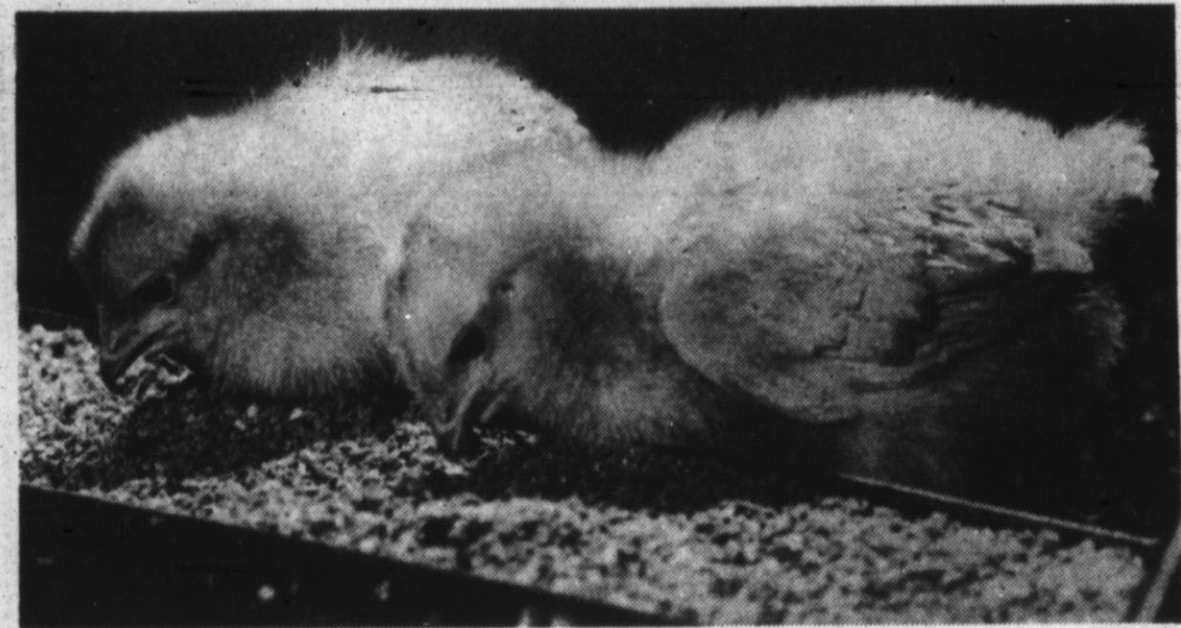
1957 CHEV BEL-AIR 4 door, V-8, Radio, heater, power-glide. Sharp yellow, black finish, there are not many 57's like this. Good terms.

1959 FORD V-8 RANCHERO 1/2 ton. Radio, heater, and overdrive. Original 2 tone. Saddle tan and white. Very sharp. Try this unit, it will serve a double purpose for you. Guaranteed.

1960 CHEVROLET 1/2 ton pickup. 4 speed transmission, side mount and wrap around hitch. Nice unit. Priced right. Extra sharp 2 tone paint.

AN AUTOMODEAL FOR EVERY FAMILY

CHECKERBOARD service bulletin



Want to start your chicks right?

Either you have already started your baby chicks or you're about to get them. Here are some important facts to keep in mind:

You can help get your chicks off to a strong and vigorous start when you feed them Purina Chick Startena, because Startena has ten tiny but mighty health and growth boosters.

To make sure that all ten boosters are evenly distributed so that all your chicks get what they need every day, Startena is Micro-Mixed by Purina's exclusive process.

Prove to yourself you can grow big, vigorous, healthy chicks with the help of Purina Chick Startena and Purina Health Aids. Visit our store today and get a supply of Purina Chick Startena. Also, ask us about NEW Purina Tylan — the brand new drinking-water medication which helps knock CRD in day-old chicks.

PACKARD MILLING COMPANY

Mrs. Kendall Celebrates 85th Birthday March 18

The Kendalls honored "Grand-mommie" Kendall, as she is known to her family and friends, on Sunday, Mar. 18, with a dinner celebrating her 85th birthday. The dinner was held at the Odd Fellows Hall. The dinner has been an annual affair for the family for many years. Sixty nine members of the family were present. The afternoon was spent sing-



Mrs. Lee Kendall (Bradly Photo)

ing old favorites of Mrs. Kendall.

Mrs. Lee Kendall, the honoree was born Mar. 20, 1877, in Tennessee. She left Tennessee at the age of six, moving to Collins County, near McKinney, Texas. She married Lee Kendall in 1894. The couple came to Summerfield in the fall of 1918. She is a pioneer member of the Summerfield Baptist Church. Mrs. Kendall has made the death of her husband 17 her home in Hereford since years ago.

Mrs. Kendall is the mother of three children; Henry Kendall and Joe Kendall, both of Hereford, and Mrs. Gy Lawrence of Summerfield. She has 7 grandchildren, 16 great grandchildren, and 1 great-great grandchild.

She is known for her angel food cakes that she has been baking for over 25 years, giving away as many as 25 per year to her friends.

Her Christian faith has always applied to her every-day living, which has been an inspiration to the young as well as the old. This applies not only to her family but to everyone who meets her.

Former Resident Honored As 'Teen Of The Week'

La Sierra High School of Sacramento, Calif., recently featured Miss Jo Blevins of that city as "Teen of the Week." She is the daughter of Mr. and Mrs. L. R. Blevins of Sacramento, who are former residents of Hereford, the granddaughter of Mr. and Mrs. W. H. Blevins of Hereford, and a niece of Mrs. Elmer Patterson of Hereford.

Jo, who has had all A's except for four B's during high school, is tied for second place in the scholastic standing of her senior class. In addition she

was head junior varsity cheerleader last year and is head varsity cheerleader this year.

Jo was chosen by the Daughters of the American Revolution for their Good Citizen Award, and she also earned a Bank of America Certificate for outstanding achievement in social studies. Last October she was selected by the senior boys of La Sierra to be one of the homecoming princesses. Now she is working as chairman of the baccalaureate committee.

Seventeen-year-old Jo belongs to many school organizations. She is active in the La Sierra Girls' Athletic Association, being senior representative of that group; is a member of the Health Careers Club and Lingua Honoraria, a foreign language honor society. Jo attended the San Juan District Student Council meetings and has been helping to start a district cheerleaders association.

Born in Hereford, she plans to return to Texas to attend Abilene Christian College. She is interested in biological sciences and might become a lab technician.

Other things that interest Jo besides science are water skiing, music, fishing, gardening, and sewing.

She enjoys going fishing every Christmas when she and her family journey to Mexico for a winter vacation. In the summer she attends her church's summer camp.



Dr. Claude Kendrick

Dr. Kendrick Is Speaker Sunday

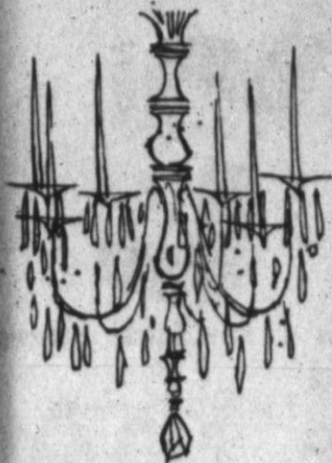
Dr. Claude Kendrick, president of Southwestern Assemblies of God College in Waxahachie, Tex., will be guest speaker at the 11 a.m. service on Sunday, March 25, in the Assembly of God Church in Hereford, according to the minister, the Rev. V. W. Marcontell.

Doctor Kendrick has been connected with Christian education for more than 20 years. Prior to 1955, he was first instructor and later the business manager and vice president of Southwestern Bible Institute. From 1955 until June, 1960, Dr. Kendrick served as dean and president of Evangel College in Springfield, Mo. He assumed his present position in 1960.

The public is invited to attend the service. The Assembly of God Church is located at Avenue G and Union.

HOSPITAL PATIENT
Roy Calvert of Hereford is a patient in St. Anthony's Hospital in Amarillo.

Have you read the classifieds?



suit surprise

In nub-frosted "Crystal" you can wash! Betty Rose flatters the jacket (and you!) with banding and a bow at the waist, and a cardigan collarline. White, Toast, Natural, Pink, Blue, Navy, Black. Sizes 10-16

\$24⁹⁵



Betty Rose

Harman's

We give S & H Green Stamps

CONNIE says...it's



"Low-down stacks"

\$8⁹⁵

Look what fashion's done to walkers! Now, Connie has the shapeliest low stacks you've ever taken on spring travels! Softened-point toe in oats, white, scarlet, eggshell, caramel or black unlined doekin. Square toe in oats/eggshell, eggshell/caramel unlined smooth leather. As seen in Glamour

Love those multicolors!



\$5⁹⁹

Pick this spring-fling flat for a happy little price!

Going-out shoe to choose for your wardrobe! Goes dressy or sport, soft all the while with an elastic gore hidden 'neath the vamp. Choose yours in three-tones of eggshell, oats or cucumber smooth leathers. Exactly as seen in Ingenue, and budget-priced, too!

Paris Fashion

DEAF SMITH RESEARCH FOUNDATION Annual Grain Report

As A Service to our farmers

And livestock feeders your research foundation has conducted an extensive study on the 1961 milo

crop. This study was made to determine feed values and yields with various

farming methods and fertilizer practices.

This study was based on results obtained from

over 300 samples collected at random by local

elevators.

The Following Three Groups Were Studied:

1. DRY LAND

PROTEIN CONTENT % OF WT.

Moisture Free Basis	Feed Basis	Fats	Average Yield
13.25	12.50	4.0%	3000 lbs. acre

Typical Dry Land Soil Sample

P.H.	Aver. Nitrogen	Aver. Phosphates	Sulphate
6.8-7.2	80-100	40-70	100-200

2. IRRIGATED MILO

With any type of balanced fertilizer — Nitrogen with addition of Phosphates and sulphur:

PROTEIN CONTENT % OF WT.

MOISTURE FREE BASIS	Feed Basis	Fats	Aver. Yield
10.41	9.41	3.2%	7,149 lbs. acre

Typical Soil Sample From This Study

P.H.	Nitrogen	Phosphates	Sulphates
7.0-7.5	150-200	70-100	150-200

3. IRRIGATED MILO

With Nitrogen Only:

PROTEIN CONTENT % OF WT.

MOISTURE FREE BASIS	Feed Basis	Fats	Average Yield
9.6	8.32	2.2%	5,952 lbs. acre

Typical Soil Sample From This Study

P.H.	Nitrogen	Phosphates	Sulphates
7.3-8.0	150-200	8-12	40-80

CONCLUSION:

Quality and yield of milo are closely related to the condition of the soil and the amounts of basic plant foods available.

Heavy irrigation practices and high yields with the common practice of a single fertilizer have greatly depleted the phosphate and sulphate content of our soils . . .

If we are to maintain a good quality of milo suitable for feed and export use we must add additional nutrients in the form of phosphate and sulphate.

The low protein and fat levels must have immediate attention if we are to maintain our milo markets.

(A more detailed report of this work is available at the Deaf Smith Research Foundation.)



This data was secured by the use of an automatic nitrogen analyzer supplied by the Scientific Products Co. and in part by grants from Shamrock Oil & Gas and Stauffer Chemical Co.

BOARD OF DIRECTORS
DEAF SMITH
RESEARCH FOUNDATION



Copr. G. Doppel 1961

LOW PRICES

ALL the WAY DOWN



Low Prices up and down every aisle mean low prices all the way down your check-out tape—and more low prices just naturally add up to more cash savings for you. Come see! Come shop! Compare! The tape total proves—a big cartful of your favorite foods cost less—much less—at COOPER'S . . . the market with MORE OF EVERYTHING, including LOW PRICES.

MORTON'S POT PIES

BEEF - CHICKEN
TURKEY
MAC. & CHEESE
SPAG. & MEAT

5 FOR \$1

LEAN SHORT RIBS

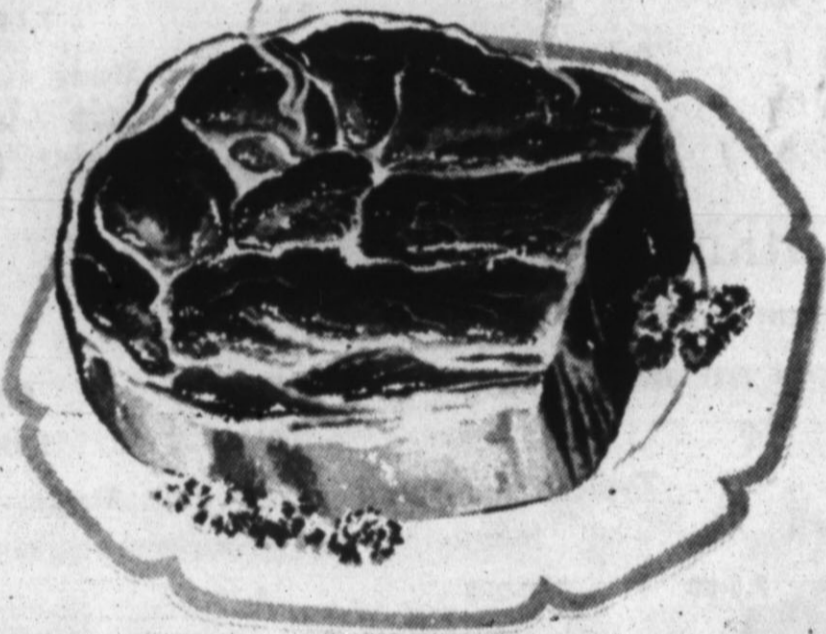
LB. 29¢

USDA GRADED GOOD OR CHOICE CLUB STEAK

LB. 75¢

USDA GOOD OR CHOICE CHUCK ROAST

lb 49¢



COMPLETE HOUSEHOLD PLANT SOIL

LIVING EARTH

Ideally Adopted for Growing Healthier, More Luxuriant House Plants.

1 1/2 QUART BAG 20¢ OFF

49¢

JOHNSTON MELLO-RICH CHOCOLATE PUFF

COOKIES

3 FOR \$1.00

SHURFINE Shortening

3 LB. CAN

69¢

12 BOTTLE CARTON

COCA COLA

59¢

SHURFINE

FLOUR

10 LB. BAG

69¢

LUZIANNE — USE ONLY HALF AS MUCH AS REG. COFFEE

COFFEE

LB. CAN

59¢

DOWNY FLAKE WAFFLES

PKG.

LIBBYS SAUERKRAUT

CAN

2 FOR 29¢

KRAFT DINNER

Box

SHURFINE HOMINY

303 CAN

9¢

Prairie Rose Pattern

Wm. Rogers Manufacturing Co.
Made only by the International Silver Co.

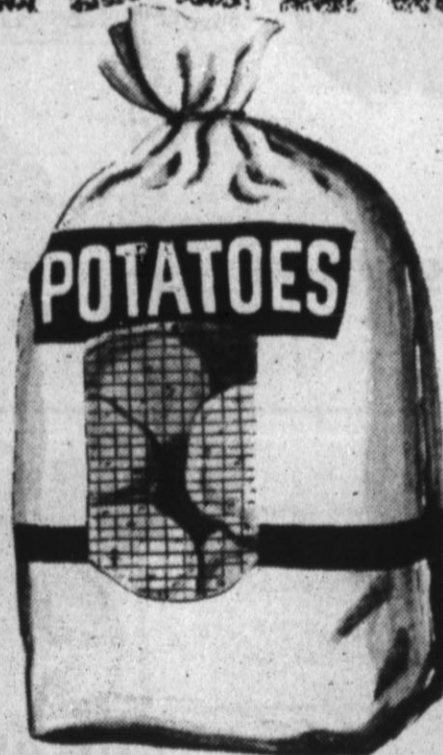


Original Rogers Silverplate
Get the Complete Details in Our Store

- Bama Red Plum 18 Oz. JAM 29¢
- Kraft 5 Oz. Glass CHEESE SPREAD 4 for \$1
- Alcoa 25' ALUM FOIL 29¢
- Shurfine 46 Oz. Orange Juice 39¢
- Roxey DOG FOOD 4 For 29¢

- Van Camp 300 Can PORK & BEANS 2 for 25¢
- Shurfine Cut ASPARAGUS 2 for 49¢
- White King Giant Box DETERGENT 49¢

- Modart Creme Reg. 69¢ SHAMPOO 49¢
- Woodbury Lilac Reg. \$2.00 COLOGNE LOTION \$1.10



COLORADO RED 10 LB. BAG

SPUDS 49¢

VIRGINIA RED YORK

APPLES lb 10¢

DELSEY 4 ROLL PACK PINK OR WHITE TOILET TISSUE 49¢

IMPERIAL POWDERED OR BROWN

SUGAR

LB. BOX

2 FOR 25¢

RECIPE PINK SALMON

TALL CAN

65¢

OCEAN BEAUTY FROZEN

HALIBUT STEAKS

12 OZ. PKG.

59¢

SEE THIS SILVERWARE, LEARN HOW TO GET EXTRA PIECES - CHEST ETC. DON'T DELAY - ACT NOW, DURING OUR SPECIAL OFFER!

COOPER'S

SUNDAY, MARCH 25, 1962

Pages 10-18; Section 2
Pages 3-6; Section 2
Pages 2-3; Section 2
Pages 7-16; Section 1

Building
Utilities
Cattle
Industry

BLONDIE

DAGWOOD--YOU'LL HAVE TO STAY HERE TONIGHT UNTIL YOU GET ALL THOSE REPORTS FINISHED

YES, SIR

BLONDIE, I WON'T BE HOME FOR DINNER-- I HAVE TO WORK LATE

BLONDIE, WHAT ARE YOU DOING WITH THAT CASSEROLE OF CHICKEN AND NOODLES?

MY DARLING DAGWOOD HAS TO WORK LATE-- I'M GOING TO TAKE IT TO HIM AT HIS OFFICE

WE HAVEN'T EATEN YET-- WE'LL BRING OUR DINNER ALONG, TOO

HOW SWEET

WE'LL SHOW DAGWOOD WE'RE THINKING OF HIM

NOW, IF I DON'T HAVE ANY INTERRUPTIONS, I SHOULD BE FINISHED BY MIDNIGHT

SURPRISE!

WE'LL SET THE TABLE HERE ON HIS DESK

I'LL FIND SOME MORE CHAIRS

ISN'T EVERYTHING DELICIOUS?

EAT UP, DAGWOOD

I BROUGHT SOME CARDS ALONG-- WE CAN PLAY BRIDGE

I'LL BID THREE HEARTS

I PASS

FOUR HEARTS

GREAT SCOTT-- IT'S MIDNIGHT! I'VE GOT TO GET HOME TO BED

OH, DEAR-- ME TOO! I'VE GOT A CLEANING WOMAN COMING IN THE MORNING

WASN'T THAT FUN? LET'S DO IT MORE OFTEN

AND WE SHOWED DAGWOOD WE WERE THINKING OF HIM

SOMETIMES I WISH PEOPLE WEREN'T SO THOUGHTFUL

MANDRAKE THE MAGICIAN



BY LEE FALK & PHIL DAVIS

IT CAN TALK!

IT SAYS IT'S FROM ANOTHER PLANET!

THE THIEF SAYS IT'S AN ART DEALER--

PLEASE DO NOT USE THE WORD THIEF, CHIRP. I AM NOT A THIEF.

I DID NOT STEAL YOUR PRIMITIVE ART, I TRADED BEADS FOR THEM, CHIRP.

THE BEADS! WHENEVER A PICTURE WAS GONE-- WE FOUND BEADS--

YES, FOR EVERY PRIMITIVE WORK, I LEFT A STRING OF BEADS, THEY'RE QUITE VALUABLE-- SEE-- CHIRP

PUT THEM ABOUT YOUR NECK-- IF YOU HAVE ONE-- YES-- YOU DO--

--AND BY USING THE PROPER THOUGHT SEQUENCE-- YOU CAN LEVITATE-- LIKE THIS.

ANTI-GRAVITY BEADS-- WORKED BY MENTAL TELEPATHY!

I PREFER TO BE INVISIBLE ON PRIMITIVE PLANETS, MY APPEARANCE SOMETIMES DISTURBS SAVAGES--

YOU CAN SAY THAT AGAIN!

AGAIN? CHIRP-- I PREFER TO BE INVISIBLE--

NEVER MIND! WHAT DO YOU MEAN-- PRIMITIVE ART-- FROM SAVAGES?

YOU WERE CAREFUL TO TAKE REMBRANDTS, GOYAS, DA VINCI-- ALL MASTERPIECES WORTH MILLIONS--

NATURALLY-- CHIRP-- YOU WOULD THINK SO--

ALL PRIMITIVE PEOPLE VALUE THEIR ART, BUT MY BUYERS PAY WELL. THEY FIND SUCH NATIVE WORK AMUSING.

AMUSING?

EM 4-1120

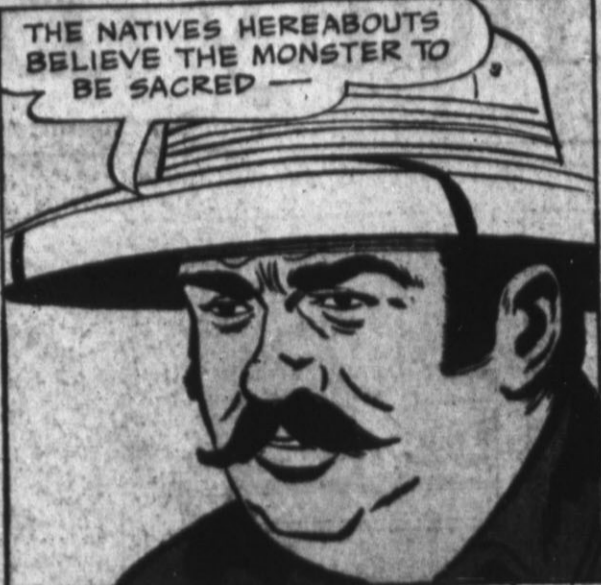
HEREFORD, TEXAS

621 E. FIRST

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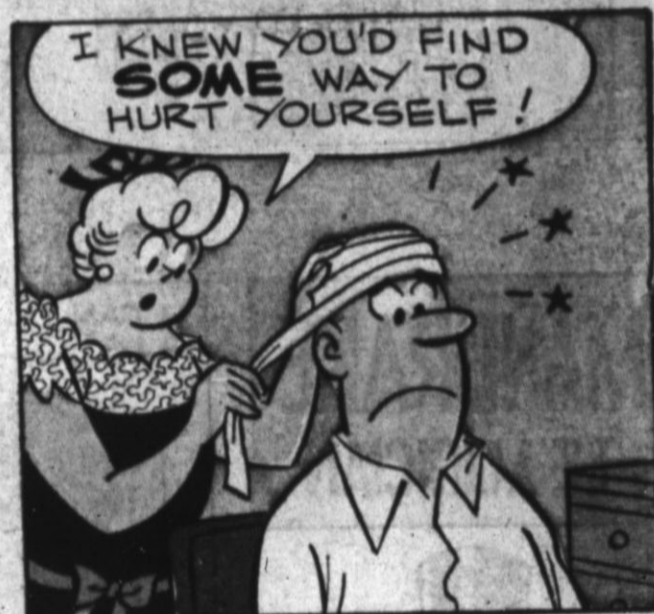
TIM TYLER'S LUCK

by Lyman Young and Tom Massey



The Little Woman

by DON TOBIN



BRINGING UP FATHER

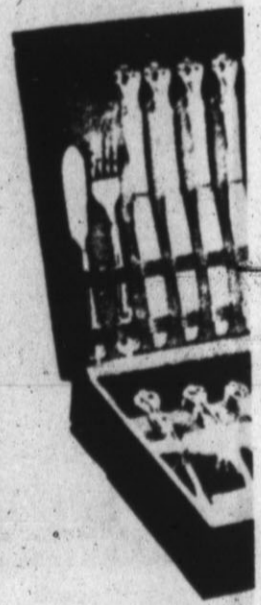
by BILL KAVANAGH & FRANK FLETCHER



Copr. G. Dopp

MORTON POPPIE LEAN SHOES
 USDA G CLUE
 USDA G CH RO

DOWNY FLAKE WAFFLES
 KRAFT DINNER
 Prairie Wm. K Made only b



SEE THIS SILVERWARE PIECES - CHEST E DURING OUR SPEC

C

The PHANTOM

By Lee Falk



I MUST... SOMEHOW... MAKE HER FORGET THE IDEA OF FIGHTING THE PYGMIES... BUT WHY SHOULD SHE WANT TO DO THAT?



WE MEET AGAIN! MEN BOW WHEN THEY APPROACH ME!

YOU WILL PARDON ME IF I DON'T, SAMARIS. I'M HERE AT YOUR REQUEST...



...TO DISCUSS YOUR THREAT OF JUNGLE WAR...

SUCH A MAN... SUCH POWER...

MY STATESMEN WILL DISCUSS THAT WITH YOU LATER...



DO YOU USUALLY BRING YOUR DOG TO MEET ROYALTY?

HE'S A WOLF. BUT I THOUGHT YOU WANTED TO TALK ABOUT...

NO. ANOTHER MATTER.



AS YOU KNOW, I AM A QUEEN... ABSOLUTE RULER... A QUEEN DIFFERS FROM ORDINARY WOMEN... IN CERTAIN MATTERS... WHERE A WOMAN MUST WAIT TO BE ASKED...



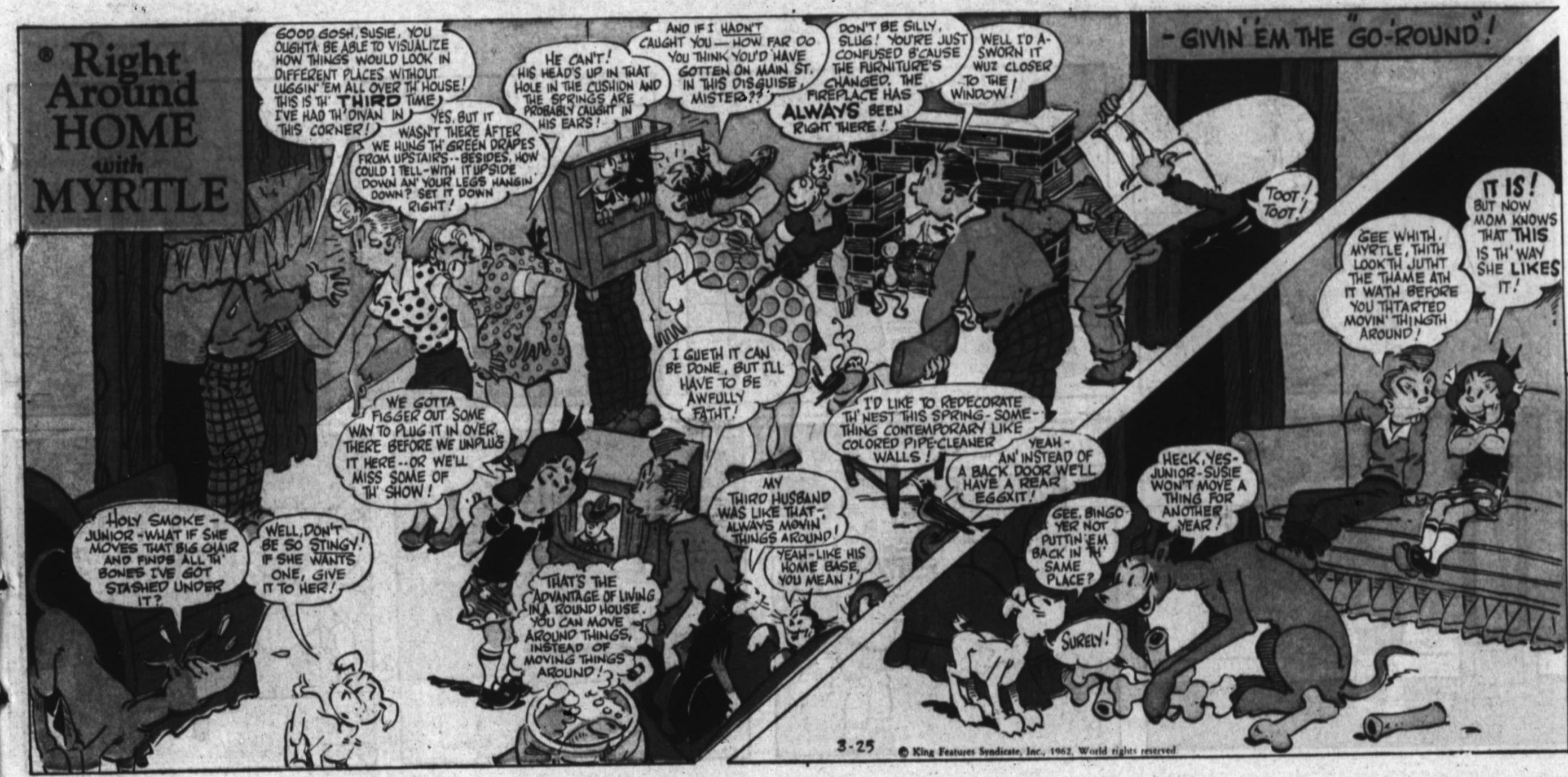
...A QUEEN CANNOT WAIT... SHE MUST DECIDE... AND SHE MUST ASK.

ER... ASK... WHAT?



ASK YOU... TO BE MY HUSBAND.

CONT'D



Right Around HOME with MYRTLE

GOOD GOSH, SUSIE, YOU OUGHTA BE ABLE TO VISUALIZE HOW THINGS WOULD LOOK IN DIFFERENT PLACES WITHOUT LUGGIN' 'EM ALL OVER TH' HOUSE! THIS IS TH' THIRD TIME I'VE HAD TH' OVAL IN THIS CORNER!

YES, BUT IT WASN'T THERE AFTER WE HUNG TH' GREEN DRAPES FROM UPSTAIRS - BESIDES, HOW COULD I TELL - WITH IT UPSIDE DOWN AN' YOUR LEGS HANGIN' DOWN? SET IT DOWN RIGHT!

HE CAN'T! HIS HEAD'S UP IN THAT HOLE IN THE CUSHION AND THE SPRINGS ARE PROBABLY CAUGHT IN HIS EARS!

AND IF I HADN'T CAUGHT YOU - HOW FAR DO YOU THINK YOU'D HAVE GOTTEN ON MAIN ST. IN THIS DISGUISE, MISTER??

DON'T BE SILLY, SLUG! YOU'RE JUST CONFUSED 'CAUSE THE FURNITURE'S CHANGED. THE FIREPLACE HAS ALWAYS BEEN RIGHT THERE!

WELL TO A SWORN IT WUZ CLOSER TO THE WINDOW!

TOOT TOOT!

IT IS! BUT NOW MOM KNOWS THAT THIS IS TH' WAY SHE LIKES IT!

GEE WHITH MYRTLE, THITH LOOK TH' JUHTH THE THAME ATH IT WATH BEFORE YOU TITARTED MOVIN' THINGH AROUND!

I'GUESS IT CAN BE DONE, BUT I'LL HAVE TO BE AWFULLY FAT!

I'D LIKE TO REDECORATE TH' NEST THIS SPRING - SOMETHING CONTEMPORARY LIKE COLORED PIPE-CLEANER WALLS!

YEAH - AN' INSTEAD OF A BACK DOOR WE'LL HAVE A REAR EGEXIT!

HECK, YES - JUNIOR - SUSIE WON'T MOVE A THING FOR ANOTHER YEAR!

GEE, BINGO - YES NOT PUTTIN' 'EM BACK IN TH' SAME PLACE?

SURELY!

HOLY SMOKE - JUNIOR - WHAT IF SHE MOVES THAT BIG CHAIR AND FINDS ALL TH' BONES I'VE GOT STASHED UNDER IT?

WELL, DON'T BE SO STINGY! IF SHE WANTS ONE, GIVE IT TO HER!

WE GOTTA FIGGER OUT SOME WAY TO PLUG IT IN OVER THERE BEFORE WE UNPLUG IT HERE - OR WE'LL MISS SOME OF TH' SHOW!

MY THIRD HUSBAND WAS LIKE THAT - ALWAYS MOVIN' THINGS AROUND!

YEAH - LIKE HIS HOME BASE, YOU MEAN?

THAT'S THE ADVANTAGE OF LIVING IN A ROUND HOUSE. YOU CAN MOVE AROUND THINGS, INSTEAD OF MOVING THINGS AROUND.

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GRANDMA

By Chas. Kuhn



GRANDMA, WILL YOU DO US KIDS A FAVOR?



WE'D LIKE T' HAVE YOU PLANT THESE SEEDS IN YOUR GARDEN THIS SPRING!



THEY'LL GROW REAL SMALL DWARF WATERMELONS!



US KIDS CALL 'EM 'GRAB AN' RUN' MELONS!



EVEN A LITTLE FELLER CAN PICK ONE UPAN' RUN LIKE SIXTY!



GOLLY, YOU HAD SOME MELONS IN YOUR PATCH LAST FALL...



...THAT TOOK THREE OF US FELLERS AN' A TOY WAGON T' CARRY AWAY!

3-25 CHAS. KUHN

Building Pages 10-18; Section 2
 Utilities Pages 3-6; Section 2
 Cattle Pages 2-3; Section 2
 Industry Pages 7-16; Section 1



EM 4-1120
 HEREFORD, TEXAS
 621 E. FIRST

BUZ SAWYER Featuring His Pal **Rosco Sweeney** by *Roy Crane*

LAKE OKEECHOBEE
Fish Camp
CATFISH & HUSHPUPPIES
BAIT - WORMS - MUSIC
ALL YOU CAN EAT FOR \$1.00

AH, HERE'S THE PLACE, BOO-HOO.

CHEERS! **H'RAY!** **WHOOPEE!** **HAW, HAW, HAW!** **C'MON, BOO-HOO. THEIR PIANO PLAYER'S QUIT.**

LADIES AND GENTLEMEN, FOR YOUR ENTERTAINMENT WE PRESENT THE ONE AND ONLY **BOO-HOO HOOTEN!** **MUSIC!** **H'RAY!**

Copr. G. Dopp

STRANGE! WITHIN TWO MINUTES THE WHOOPING REVELERS BECOME SILENT. THEY STOP EATING.

LISTEN!

SHHH!

ANOTHER TWO MINUTES:

JOHN, THAT BABY SITTER WE HIRED IS TOO YOUNG! WHAT IF THERE'S A FIRE...OR...

S'CUSE ME. I GOTTA CALL MY WIFE.

BOO HOO HOO!

I'M NOT HUNGRY.

WITHIN FIVE MINUTES:

WE'RE GOING HOME!

CANCEL OUR RESERVATIONS!

MINE TOO!

YOU... CONFOUNDED FIDDLER! YOU'RE **RUNNING MY BUSINESS!**

IT HAPPENS EVERY TIME!

THERE **MUST** BE A PLACE WHERE YOUR MUSIC WILL BE APPRECIATED. COME!

WE'LL FIND YOU **ANOTHER JOB.**

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HENRY

by **CARL ANDERSON**

HUH

H-MMM

G-R-R-R

TICK TOCK TICK TOCK

MAMA

A-W-W-K

PEEP PEEP PEEP

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WALT DISNEY PRESENTS UNCLE REMUS AND HIS TALES OF BRER RABBIT Adapted from the stories by **JOEL CHANDLER HARRIS**

BRER BAR RUNS INTO SOM'R I'MEMBERIN'!

I IS HAD ENUF O' YOUR FLITTER-FLAPPIN' AN' SKEERIN' MY FISH AWAY!

SWISH!

WHEN I KETCHES YOU... YOU IS THRU BUTTERIN' FER TH' REST O' YOUR LIFE!

WHUT'S BRER BUTTERFLY FLAPPIN' THIS WAY SO FAST ABOUT?

SAVE ME, BRER RABBIT! BRER BAR IS AFTER ME!

SO?

WELL, YOU JEST STAY PUT... AN' LEAVE BRER BAR TO ME!

HE RUJNT MY FISHIN'... WHICHAWAY DID HE WENT?

HE WENT THATAWAY!

WHEN I KETCHES THAT FLITTERFLY... I'LL...

WHOA! SINCE WHEN DID BRER RABBIT START WEARIN' A BOW TIE?

IT'S BETTER TO WAKE UP LATE... THAN NOT AT ALL!

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MORTO
POPI
LEAN SHO
USDA CLU
USDA C
CHRO

DOWNY FLAKE
WAFFLE
KRAFT
DINNER
Prairie
Wm.
Made only



SEE THIS SILVERWARE
PIECES - CHEST
DURING OUR SPE



BARNEY GOOGLE and SNUFFY SMITH
by FRED LASSWELL



The KATZENJAMMER KIDS

by JOE MUSIAL



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Pages 7-16; Section 1



EM 4-1120
HEREFORD, TEXAS
621 E. FIRST

MISTER BREGER

by Dave Breger

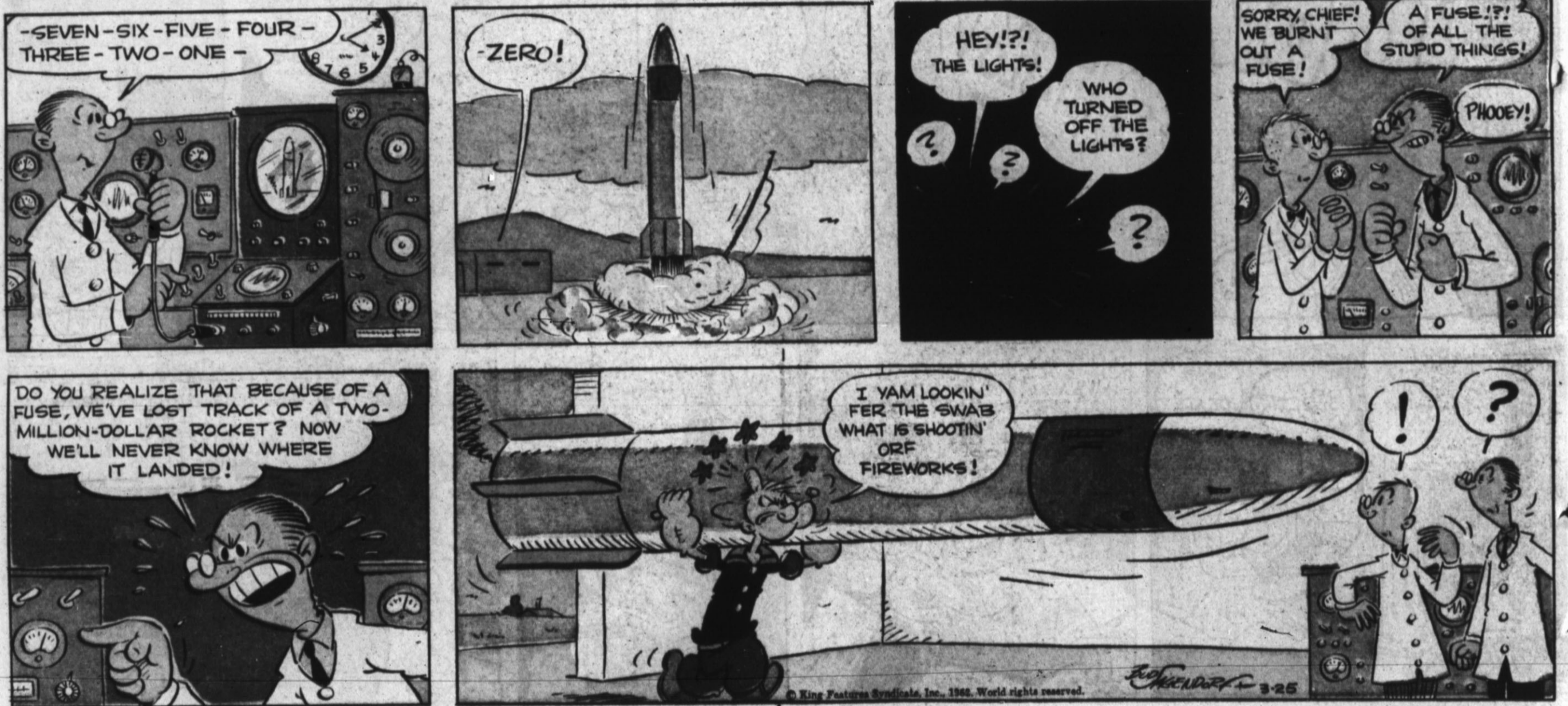


Copr. G. Dopf

MORTO
PO
PI
LEAN
SHO
USDA
CLU
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CH
RO

THIMBLE THEATRE starring POPIEYIE

by BUD SAGENDORF



DOWNY FLAKE
WAFFLE
KRAFT
DINNER
Prairie
Wm.
Made only

LITTLE ANNIE ROONEY

By DARRELL McCLURE



SEE THIS SILVER
PIECES - CHEST
DURING OUR SPE

C

The LONE RANGER

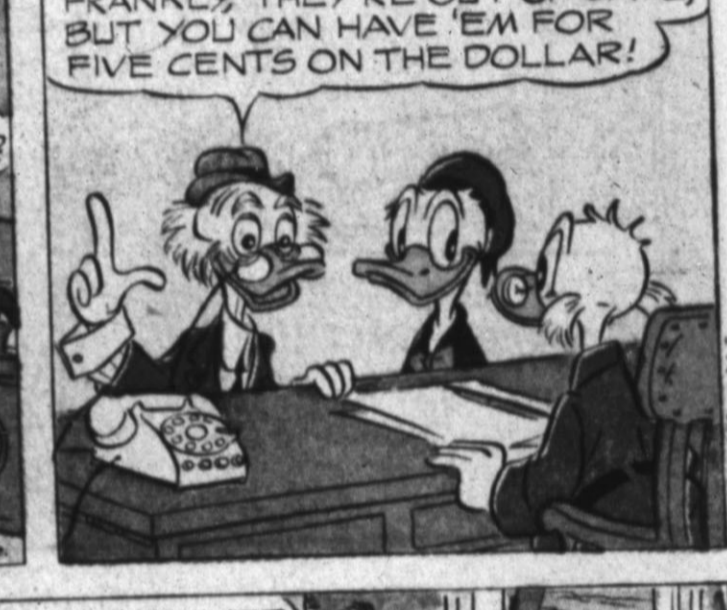
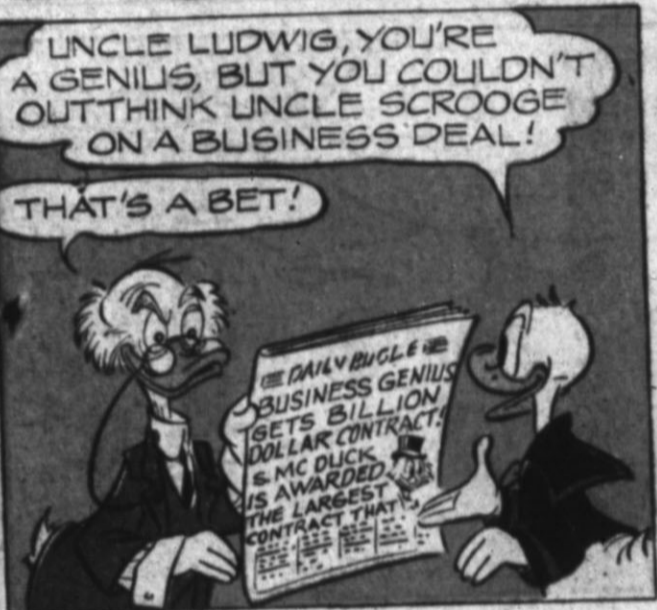
by FRAN STRIKER



CONTINUED

DONALD DUCK

by WALT DISNEY



MICKEY MOUSE

by WALT DISNEY

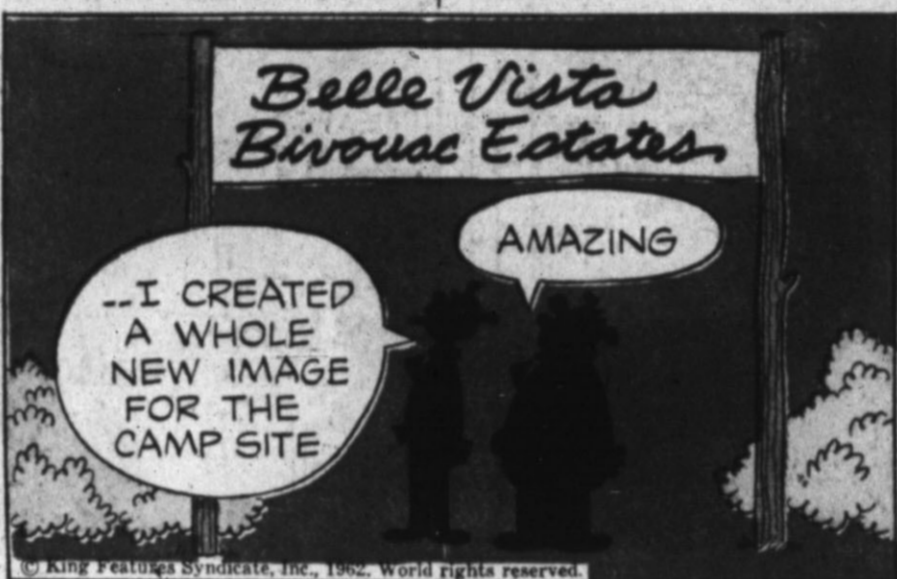


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HEREFORD, TEXAS
621 E. FIRST

beetle bailey by mort walker



FLASH GORDON by MAC RABOY



NEXT WEEK - COMBAT!

Copr. G. Dorr

MORT WALKER

PP

LEAN SH

USDA CL

USDA CR

DOWNY FLA WAFFL

KRAFT DINNE

Prairie

Made

SEE THIS SI

PIECES - C

DURING OU

We've Come A
 LONG WAY
 IN FARMING METHODS
 Since the 'Early Days.
 And . . . WE'VE COME A
LONG WAY



IN FARM EQUIPMENT, TOO!

Since the farmer is looking for faster and easier ways to farm, ALLIS-CHALMERS is FINDING faster & easier ways for him. JUST FOR INSTANCE -- TAKE THE

BIG NEW D-19 TRACTOR

It has Big Size and more Earning Power. UP to 70 PTO hp.
 UP to 8700 lbs.
 12' - 10" end to end.
 5 Plow Bottoms.

OUR
 FRONTIERS
 ARE
 UNLIMITED



HEREFORD FARM SUPPLY

621 E. FIRST

HEREFORD, TEXAS

EM 4-1120

Frontiers Unlimited Edition

The Sunday Brand

Section One

Hereford, Texas, Sunday, March 25, 1962

PRICE 15 CENTS



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Frontiers Are Unlimited!

As Community Sees Needs, It Works To Conquer Same

Visitors often ask, "What makes Hereford such a progressive place?"

Seemingly, the answer is as simple as why fish swim. Neither can help it. Hereford and Deaf Smith County took the lead in progress, such as irrigation and community development, from their inception. Now, they have trained, aggressive leaders that envision the future in glowing terms, tempered by hard work and cooperation.

The community believes in doing things first, doing them quickly, and doing them better. It is filled with a spirit of cooperation and a willingness to devote extra hours to community activities.

The story is told of the stranger who descended from a train late at night and, in seeking a hotel, wandered into the old Bull Barn. He stumbled through the mammoth structure, came outside and finally found his way into town. He questioned a native about the big building he had been in and was told that it was the Bull Barn.

"My gosh," the stranger exclaimed, "You people sure do treat your cows good."

The old Bull Barn was big as a hotel, although slightly less comfortable. But after many years of service, it burned to the ground. Other communities might have decried the loss and then turned to other matters.

Not Hereford. Citizens turned to the County Commission, which swung into action. It purchased another site, considerably larger. In August, 1956, just a few months after the original burned down, a new Bull Barn was under construction in the southeast part of the county.

It was a huge thing, but still not large enough for the junior livestock show. So the county built another barn, called the Little Bull Barn. Now both are in use frequently, not just for livestock shows, but for all types of activities.

Or, if you choose, look to the Deaf Smith County Hospital. It was originally constructed in 1927. When Hereford began to grow, so did the need for more medical facilities. The Jim Hill Estate offered \$50,000 for a children's wing, if the community would match that donation.

But, as often happens, the bids were higher than the money available. The Hill Estate again made an offer, an additional \$7,500 to be matched by local residents. This was done and the children's wing was built.

Currently, the hospital is seeing another small expansion, as a wing is added on at a cost of \$61,639. Funds for this came equally from the hospital and from the county. With the last warrant paid off in Mrs. Sch. 1962, for the \$21,000 nurses' home, only \$30,000 for the new wing will be outstanding. Currently, the hospital board is making a study about the possibility of adding another 20-25 beds as crowding again is making itself felt.

During the past two years, many visitors have commented about the lovely county courthouse. Actually, it isn't new, it

is a pioneer building.

Started in 1910 and completed the following year, the courthouse was built at a cost of about \$176,000 and is said to be the only granite courthouse in the state. For the next 50 years, it was surrounded by a protective row of huge trees — first black locusts and later Chinese elm.

Only when the trees were removed as renovation started in 1959 did many residents realize what a pretty building it was. Although a half-century old, it is still more than adequate in size and convenience.

It houses all county offices, some state offices, library, plus county and district courtrooms with room left over. New lighting, windows, elevator and flooring made it completely modern in appearance again.

As an adjunct to the renovation, a new county jail was built, complying with all state requirements. Total cost for the jail and courthouse renovation was above \$354,000.

Another example of community enterprise was shown in 1947, when citizens banded together to finance a new hotel. It was a tough struggle, but the modern Jim Hotel was the result of a sustained drive that netted enough funds to build downtown tourist facility, complete with office spaces and a large ballroom, plus the coffee shop.

The hotel now is owned by a group of Deaf Smith County citizens.

Construction of the Hereford Community Center is still another story, found elsewhere in this edition. It stands as a symbol of continued citizen cooperation to get a job done.

An outstanding project that also involved the entire community started construction March 23, 1962, when ground was broken for King's Manor, a Methodist-operated non-denominational home for older adults.

First unit will be completed in less than a year, at a cost of about \$166,000. Before it is completed, a nursing care unit is to be built, with still another wing to be added later.

This project started with the dreams of the Hereford Business and Professional Women's Club, which called together representatives of other civic groups.

During the time they were working on plans, they were approached by a member of the Northwest Texas Conference of The Methodist Church, which was interested in building the first of several retirement homes in its area.

The two groups got together and Hereford was given first option on the home. It was contingent upon the community raising \$100,000 as evidence of goodwill. Both were done and Hereford was named as the site of the first home in the Conference.

A notable effort in the community comes annually in May or June when the Oasis Shrine Club sponsors its annual Children's Clinic. During the past six years, the group has arranged for thousands of children to be examined by specialists from all over the Southwest.

If special care is needed, but cannot be afforded, the Shriners take care of all the arrangements . . . and expenses. During the sixth annual clinic in 1961, almost 300 children were examined. The group this year is already making plans to examine from 400 to 600 children in a single day.

This county has always been partial to its children. It has carried a lead role in supporting 4-H Club and Future Farmers of America activities, investing leadership and assistance for the future growth of agriculture and citizenship.

For the same reason, the community has backed an exchange student program for a number of years. During the past three years, it has helped finance two students from other countries each year, rather than one, as in the past. This is handled by the Future Homemakers of America chapters, with the backing and aid of every civic group in the community.

In addition, the community has sponsored two of its own youngsters for summers of study in other countries and has been active in hosting groups of students touring the nation before ending a year studying through the American Field Service program.

During the past two years it has organized, planned and built a country club, with a large, comfortable building adjacent to the municipal golf course.

Citizens provide financing and leadership for eight or nine local organizations each year through contributions to the Deaf Smith County United Fund. The local UF group is one of the few which operates successfully each year without the aid of a professional campaign director.

The community backs its youth in Little League, Pony League and American League baseball, in amateur swimming events, Golden Gloves boxing and many other sports. It continually supports its junior high and senior high athletic programs.

It manages to find enough time to provide leadership and direction for the hundreds of Scouts and Campfire Girls who learn new skill and a new appreciation for the outdoors through year-around programs.

Someone once commented that anytime two people from Hereford got together, they formed a new club or committee and elected officers. Hereford and Deaf Smith County are highly organized, with perhaps more organizations per capita than anywhere else. But they all manage to get jobs done . . . they have Frontiers Unlimited where their community is concerned.

A brief survey shows there are Home Demonstration Clubs, study clubs, clubs for mothers and grandmothers, music clubs for adults and youths, all types of civic clubs, regular committees, and special committees. If a job needs to be done, one of these groups takes it on.

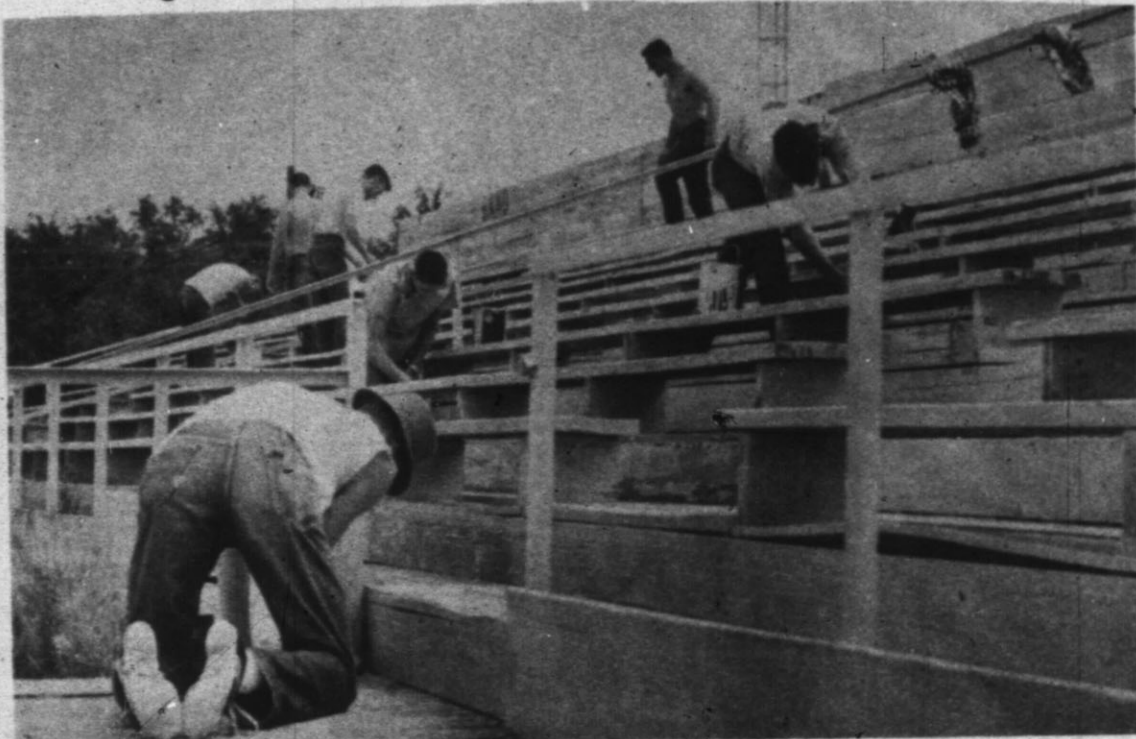
If it seems to need a special organization, then a meeting is called and a new group is formed.

At present, there is a small drive organized to help complete a small maternity clinic being built at the Hereford Labor Camp. Dr. Lena Edwards whose story recently appeared in Ebony magazine, is in charge of the program as part of her work to improve conditions at the camp.

Hereford and Deaf Smith County never run out of projects. If they can't find something to work on, they look around — find a need — and go to work.

Since the residents of the county's first town boldly picked up their houses and moved to meet the railroad, they have never hesitated to work for the community.

That is the reason that today the county's residents share in common the progressive outlook that characterizes its spirit — they believe completely that this area has FRONTIERS UNLIMITED — has FRONTIERS UNLIMITED.



While there are many youth organizations, the youngsters in Deaf Smith County know how to work themselves . . . and do. For their contributions to the school last summer, members of the newly-organized Key Club painted bleachers at the football stadium.

First Wheat Shipped Out Started An Unending Dream

Although it now ranks second in acres planted in the county, wheat remains a magic name in Deaf Smith County. And the staple grain has a long history in the area.

Its lineage stretches back to 1903, when J. N. Askren shipped a carload of wheat produced in the county. He had planted nearly 100 acres the previous winter and harvested 16 bushels per acre. When he had stored what grain he needed for his livestock feeding, he had a surplus of 700 bushels.

The wheat was sold to Higgins and Rice, Hereford grain merchants, who loaded it for shipment to the Central Milling flour.

Even in that year, Hereford was not adverse to making itself known. The car was decorated with a large banner proclaiming to the world that it was filled with wheat grown in Deaf Smith County.

J. Ray, then editor and publisher of The Hereford Brand, was delighted. He said, "... we wish to draw our imagination a little as to what this county will be when it is inhabited by men who will grow more wheat and less kaffir and kindred crops ... Suppose, for instance, that next year half of the inhabitants of this and neighboring counties should put not less than 100 acres of their ranch land into wheat and assume that each would raise in excess to his own needs enough wheat to fill a car ... what would be the result?"

"We believe that instead of about 700,000 bushels being shipped from Hereford that amount and possibly more would be ground at a flouring mill located in Hereford, which amount would be increased from year to year until not only Hereford, but every railroad town in this section would have a similar institution and the value of lands would be increased from \$3 to \$10 an acre to \$100 an acre according to location."

Editor Ray's dream was a little long in places ... and short in others. There wasn't near 700,000 bushels grown in the county above cattle needs the next year. But even that speculation was short in the long run.

And it turned out that Hereford did have a flour mill for a time, producing "Sonny Boy" flour and others. But that faded away with the competition from larger concerns.

And instead of measuring wheat shipped out by the thousand bushels, it is now measured in millions.

Wheat grew well on the prairie and Deaf Smith County joined the Panhandle, in becoming the southern edge of the nation's wheat-producing area.

Yields on dryland still are measured in relatively small amounts ... 15 to 30 bushels per acre. But wheat, like other grains, produces bumper crops when irrigated. And Hereford was the pioneer in irrigation. Yields climbed higher and higher, above 30, then 40 or 50 bushels.

Despite drouths, grasshoppers and hail, wheat was a major crop in the county for many years. Huge elevators, the skyscrapers of the plains, pushed their towers upward and then outward to provide storage for the millions of tons of grain.

Even during the Dust Bowl

days of the 30's, wheat was a major factor in the county's economy. It was grown on nearly 300,000 acres at one time.

But other crops combined with acreage controls to cut this. The 1962 acreage allotment in the county is 172,333 acres, a cut of ten per cent from last year. But the poorer land is being removed from production and yields continue to climb. In 1961, more than four million bushels of wheat were produced in Deaf Smith County alone, enough to provide

daily bread for entire cities.

And the end isn't in sight. From hand-cutting and crude horse-drawn headers, harvest has become a marvel of mechanization. The mammoth self-propelled combines gobble up huge bites as they make their precise rectangles around golden fields.

Other crops have relegated wheat to a secondary position. But it still is of major importance.

And the most bountiful wheat production may lay

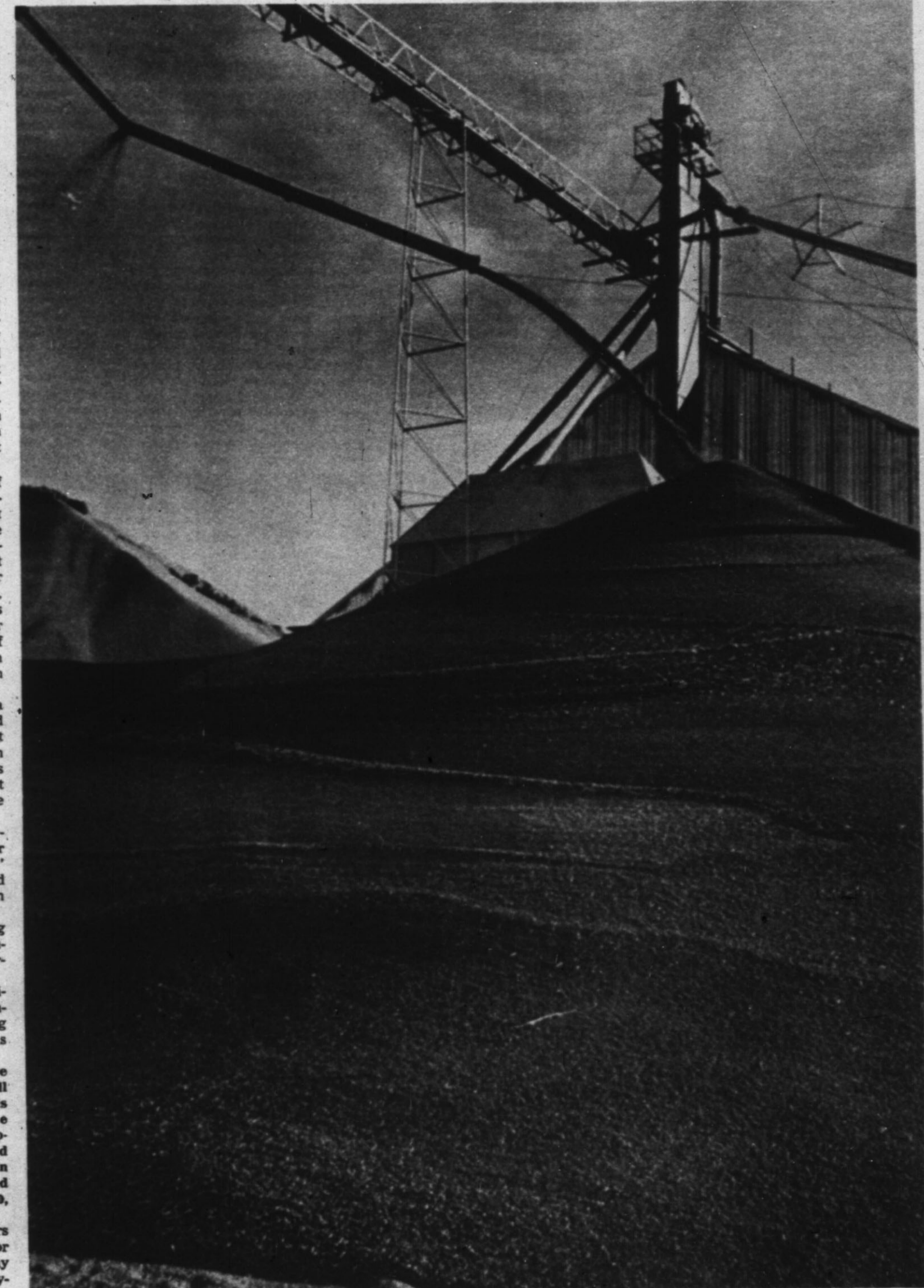
just over the horizon. Many agricultural leaders are predicting a break-through in hybrid wheat varieties that would lead to vastly increased yields.

Such advantage would place wheat production into the class now held by grain sorghums, which gained major importance through the development of improved strains.

Yes, editor Ray missed a little bit, even on the price of land. It did climb to the then-fantastic price of \$100 per acre.

But it failed to stop there. Wheat was one of the reasons that the price of land in Deaf Smith County went to \$100 an acre, then \$150, and now more than \$200.

And Arrowhead Mills of Hereford is turning out wheat, stone-ground into flour, for customers each month. They have built a thriving business, as editor Ray predicted someone might, on the wheat grown in Deaf Smith County not needed for livestock food.



Despite the more than 21 million bushels of grain storage in and immediately around the county, bumper harvests occasionally mean that wheat and/or maize have to be dumped on the ground temporarily until it can be shipped out to supply demands in the United States and world markets.



HAS

CHANGED



SINCE CYRUS McCORMICK INVENTED THE REAPER

IN 1831--But...

The Unlimited Frontiers Haven't

Since 1831 INTERNATIONAL HARVESTER Has
become the World Leader in Farm Equipment and
We are still Leading the way to the FRONTIERS
OF BETTER FARMING



IN THE SHORT TIME WE HAVE BEEN
IN BUSINESS IN HEREFORD WE HAVE
MADE MANY FRIENDS. WE THANK
YOU FOR YOUR PATRONAGE.
COME SEE US!



HAYS IMPLEMENT CO.

Hereford — Dimmitt, Texas

Financial Groups Back Community

American families and business rely heavily upon financial institutions to provide them with loans or operating finances. And any community must have strong financial backing if it is to succeed.

Deaf Smith County is fortunate in having four and one-half such institutions, all locat-

ed in Hereford.

Almost from the time the county was organized, a bank has served the needs of its customers. First established were the Western National Bank and the Hereford National Bank which at one time even issued their own bank notes.

The Hereford National Bank became the First National Bank

in 1906, increasing its capital stock from \$25,000 to \$50,000. At that time, it proudly listed its deposits at \$184,737.12. Its deposits are now listed in the millions.

During the depression days of the 1930's, a small group of citizens felt the need for another type of loan outlet and organized the Hereford Texas Federal Credit Union. This is recognized as one of the leaders in the field. Within the past few months it has completed a detailed survey of the needs of the Hereford Labor Camp and has established a branch office at the Camp, which accounts

for the extra one-half.

In the post-war years, two more financial institutions opened. One was the Hereford State Bank, which was chartered in May, 1947, and opened for business in June, 1947. The other was the Hi-Plains Savings and Loans.

At the end of 1961, the deposits at the four had climbed to a record high of \$21,699,732.64. This was an increase of \$3,772,274.93 over the total at the end of 1960.

Combined, the two banks had deposits of \$16,470,794.57, which was an increase over the \$13,781,112.27 reported at the end

of the 1960 calendar year.

Deposits at the two savings offices reached a new high with a total of \$5,228,938.07, which was an increase of \$1,083,191.73.

Deaf Smith County is prosperous, but it is also frugal as these figures indicate. Refuting the traditional picture of bars and stern looks, these four important businesses are housed in attractive, modern buildings and are more than willing to provide financial assistance and service. They take strong leads in community activities and leadership, helping the community grow.



One of the few known pictures of Erastus "Deaf" Smith, for whom the county was named, is on the now-rare Republic of Texas \$5 bill.



We've Grown BIG

In our few years of service in Deaf Smith, Castro and Parmer Counties. In fact, our growth has greatly exceeded our expectations -- thanks to your faith in us.

Low Cost LOANS

- For Buying Your Home
- For Building Your Home
- For Home Improvements

Currently paying 4 1/2 % on savings



HI-PLAINS

Savings & Loan Association
128 E. Third Hereford, Texas

Community Moral Strength Rests With Many Churches

Growth of a religious nation such as the United States claims to be might well be measured in the strength of its churches. In Deaf Smith County growth and carrying on of religious activities has a history that is even older than that of Hereford itself, according to The Hereford Brand of May 5, 1938:

"Older than Hereford is the history of church organization in Deaf Smith County, for it was only a few brief months after the organization

of the county in 1890, that the first church was started June 14, 1891, by a small band of Presbyterians at Old La Plata, the former county seat.

"The progress of religious activity, however, reached a height in 1899, after the founding of Hereford, for it was in that year that three churches were organized here, representing the Christian, Baptist, and Methodist faiths. In 1902, the Church of Christ was organized; the Catholic faith gained sufficient following here to establish a parish in 1910, and the Assembly of God church organized in 1927."

That was the city's religious status in its early years . . . by 1938 Hereford could boast "Most of the leading denominations are now represented in Hereford, and the post-war days have seen building programs instituted by most of the leading congregations." Hereford in 1951 boasts some of the strongest churches with the most modern buildings in the West Texas Area."

And now, in 1962, Hereford can continue to boast a strong religious community. With some 29 churches now existing in the county, new churches are still being formed and older churches rejoice in the need for expansion.

Work with Latin-Americans has increased tremendously within the past few years, as

there are five active Latin-American missions.

Negro churches have also prospered within the past decade and are currently in an expansion program.

Represented within the county at the present time are Methodists, Baptists, Catholics, Seventh Day Adventist, Church of Christ, Church of the Nazarene, Presbyterian, Episcopalian, Jehovah's Witnesses, the Church of God in Christ, Grace Assembly, Lutheran, Assembly of God, Christian, Church of God Church of Jesus Christ of Latter Day Saints, and Grace Gospel.

Churches in the county include the following: Seventh Day Adventist, Temple Baptist, Avenue Baptist Church, Thompson Memorial Baptist Mission, Westway Baptist Church, Frio Baptist Church:

First Methodist Church, Wesley Methodist, San Pablo Iglesia Metodisa, Park Ave. Church of Christ, Central Church of Christ, Church of the Nazarene, First Presbytedian, Templo el Calvari Asemblea de Dios, Assembly of God, St. Anothony's Catholic, A La Inglesia San Antonia, A La Mision De San Jose, St. Thomas Episcopal, Bippus Community, Jehovah's Witnesses, The Church of God In Christ, Grace Assembly, Immanuel Lutheran, First Christian, Church of God, Church of Jesus Christ of Latter Day Saints, and the Grace Gospel Church.



A strongly religious community, Hereford has many lovely churches, some in the traditional style, while others tend toward the more modernistic design. There are also several active rural churches in the county.

Transportation Provides Links

Transportation is vital to a community. Deaf Smith County relies on its varied and excellent transportation links to ship out its many agricultural products . . . and to receive the goods it needs from other areas of the nation, and the world.

Bus connections are provided several times each day by New Mexico Transportation Co., which maintains an office in Hereford.

And two major highways link Hereford with any point. A major East-West route is U. S. Highway 60, which runs from one coast to the other. From Hereford east to Amarillo, this highway is a four-lane divided road. To the west, its two lanes are extra-wide and easy to drive.

North-South traffic is handled by U. S. Highway 385, which goes from Canada to Mexico. The northwest portion of the county is crossed by the famous U. S. Highway 66, which is being rebuilt and redesignated as Interstate Highway 20.

In addition, the county is excellent paved Farm-to-Market roads, linking remote areas together. The county also provides continuous maintenance of its many roads.

For those who want to go by air, transportation centers around the Hereford Municipal Airport. It includes a 4,400-foot paved runway, paved ramp, lighted pattern for night flying, unicom radio communication, hangers, tie-down service, a licensed "A & E" mechanic and charter service to any point in North America.

There are three motor freight carriers operating in and out of Hereford.

Hereford is a major station for the Panhandle and Santa Fe main line system.



We've Been Growing 'n Gonna Grow More 'n More!

- SERVING RESIDENTS of Deaf Smith County and others within a 25 mile radius of Hereford.
- \$2,000 LIFE SAVINGS INSURANCE per eligible member. No extra cost.
- 4% DIVIDENDS are paid twice a year on savings up to \$5,000 per member.
- CREDIT UNION IS OWNED and operated by its members. "Not for profit, not for charity — but for service."
- OVER TWO AND A HALF MILLION in assets compared to \$125.44 on December 31, 1936.
- LOANS FOR ANY good purpose — personal, auto-mobile, medical, appliances, farm and livestock.
- EDUCATIONAL LOANS at 5% per annum to encourage college education or special training courses.
- REAL ESTATE LOANS are made at reduced rate of interest to encourage home ownership.
- LOAN PROTECTION INSURANCE is provided Credit union eligible members on all loans up to \$10,000. Members are protected against temporary or permanent disability or death.

● YOU ARE INVITED to become a member.

Hereford Texas Federal Credit Union

ACROSS STREET EAST OF COURTHOUSE — EM 4-1888



**You're On Top Of
The WORLD.....**

**When you're riding a MINNEAPOLIS-
MOLINE TRACTOR. Besides tractors,
Davis Implement carries all types of farm
machinery along with irrigation engines**

DAVIS IMPLEMENT

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EM 4-2811

Looks even better on the books than it does in the field

Match the operating cost of a Case 930 tractor against the work it can do in a day, and you'll know why so many farmer-business men rate it the best equipment investment they ever made.

Because that's where the Case 930 shows hands-down superiority. Watch the efficient speed at which it handles 6-plow loads—covering more ground in less time—and you'll know one reason why tilling costs will show up lower on your records.

Check the amount of fuel it uses in a day's hard work (the 930 is the world's economy champion of all current model 6-plow diesels). Some owners plow for as little as 10¢ per acre.

Study the 930's massive construction from headlights to hitch, and you'll get a picture of ruggedness that makes down-time a rarity and repair expense minimum—year after year.

Here's over 3¾ tons of hard-hustling brute power—built to make as great a showing on *your* books as it's doing on thousands of tough-to-farm acres all over the country. Let your Case dealer demonstrate what the 930 can do—for your farm *and* for your income!

Take a **NEW LOOK** at

CASE

J. I. CASE CO. • RACINE, WIS.



CASH TIGHT? Use the Case Crop-Way Purchase Plan



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FARM AND HOME SUPPLY INC.

1301 PARK AVE.

PHONE EM 4-2015

County Households Have Good Incomes

When final totals on the 1960 census were released, Hereford and Deaf Smith County joined most other areas in feeling just a little disappointed.

But the figures are probably close, even today. The official count for Hereford was 7,652 residents, with a total of 13,187 in the county. By this time, Hereford likely is above 8,000 and the county probably is near 14,000.

But, based on the census figures and surveys from May, 1961, this is a rich area. There are an estimated 2,100 households in Hereford and about 3,800 households in the county.

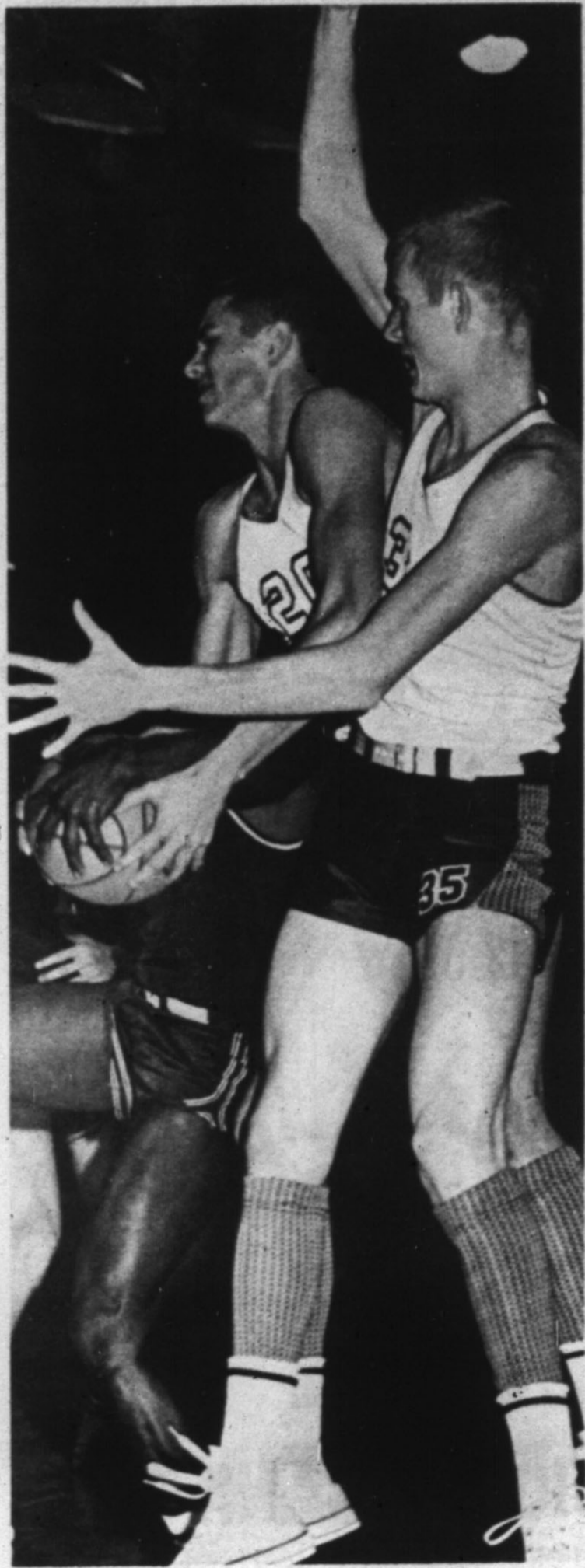
But it's the effective buying income that is most impressive. Hereford's net dollars were estimated at \$15,856,000, while the county was \$26,588,000. The per capita buying income is \$2,033 in Hereford and \$1,984 in the county.

Per family, the buying income is \$7,550 in Hereford and \$6,997 in the county. The "per customer unit" income is \$5,873 in the city and \$6,043 in the county.

And the cash income per family in the city is \$6,507, while it is \$6,289 in the county.

Following is a breakdown of income per households, by percentage, with Hereford listed first and the county second: \$0 to \$2,499, 12.5 per cent and 16.7 per cent; \$2,500 to \$3,999, 19.7 per cent and 23.2 per cent; \$4,000 to \$6,999, 39.6 per cent and 35.6 per cent; \$7,000 to \$9,999, 12.6 per cent and 10.7 per cent; \$10,000 and over, 15.6 per cent and 13.8 per cent.

No matter how you look at the figures, Hereford and Deaf Smith County are prosperous. The average family income in the county is far higher than the national average.



Athletics gets strong support in the county; it doesn't matter whether it is Little League baseball or high school basketball or football, the residents support the teams.



A favorite spot in summer is the Hereford Municipal Swimming Pool, the Hereford Country Club pool or one of the many private pools located throughout the county. With such amounts of water in formerly dry areas, a swimming team is almost ready for its third season.

Know Your...



Appreciation

We sincerely appreciate our customers who have faithfully been a part of our bank growth.



Benefit

You will be helping to establish your credit by doing all of your banking under the same roof — you benefit by the convenience of our adequate facilities.



Confidence

By your confidence we have shown substantial growth — we strive to always serve you better — give us the opportunity to serve YOU.

Of Banking!

Hereford State Bank

Member F. D. I. C.

County's 735 Farms Have Big Investments, Incomes

Even the most casual visitor to Deaf Smith County can see that farming is big business. Agriculture is the backbone of the area's economy, since the county has the dubious distinction of being one of the few in the State of Texas which doesn't have a single producing gas or oil well.

But the 735 farms in the county more than make up for this lack. They are situated in

★ ★ ★ County Part Of 'Cotton Belt'

Although Deaf Smith County sits on the far northern edge of the "Cotton Belt" and is known more for other crops, it has produced cotton since 1904.

In January, 1904, a group of farmers met to discuss cotton farming and pledged themselves to plant 500 acres. By July the cotton was up and The Brand reported that a \$2,500 gin was under construction in September.

T. J. McGill brought in the first bale for 1904 . . . and probably the county's first bale to be produced. The first carload of cotton went out in January, 1905, as producers looked on yields of one-third to one-half bale per acre on dryland.

But the cotton business slacked off after that until 1922, when a group pledged to raise 600 acres of cotton and one interested party commented, "It's coming like a prairie fire!" J. L. Hoffman brought in the first bale that year.

By the following year, some 2,000 acres were planted to cotton and the Chamber of Commerce went to work trying to get a cotton gin.

Sure enough, they got a gin that year and another in 1924. By 1928, it was estimated that there were 5,000 acres of cotton. The drought took care of cotton in the following years, however, killing the county's second cotton boom.

The third flurry on cotton came in 1947 when Taft McGee built an \$80,000 gin on the east edge of Hereford. That year there were 2,000 bales ginned. The following year, the total shot to 4,611 bales, with yields climbing toward two bales per acre.

From 5,000 acres in 1948, acreage allotments chopped cotton land to about 1,500 acres. By 1951 this was back around 10,000 acres.

That third cotton boom hasn't stopped yet. Cotton isn't the most important crop in the county, but it adds considerably to total farm production. Current total is 11,341 acres allotted to cotton in the county.

With irrigation and better seed, yields now average more than one and one-half bales per acre.

And farmers need not worry any longer about where they will get the cotton ginned when it is produced. Now there are five gins in the county: Deaf Smith County Gin, Easter Gin, Hereford Gin, Tri-County Gin and Ward Gin.

Mechanical strippers have, for the most part, eliminated hand labor in the cotton fields.

While it may be on the northern edge, Deaf Smith County certainly is one of the strong threads in the "Cotton Belt."

the heart of the nation's finest farmland, with a growing season long enough to produce almost any crop and water is under most of it.

The latest survey indicates that there are 850,848 acres in the county devoted to farming, with the average farm being about 1,157.6 acres. And the investments run high in buildings and equipment — about \$146,000 on the average farm.

Of this vast area, about 313,547 acres are harvested each year, with another 22,484 acres of cropland used only for pasture. Still another 132,442 acres of cropland is presently not being harvested or planted.

About 362,606 acres in the county are devoted solely to pasture use. Within the county, there are 249,359 acres estimated under irrigation, although this figure may be below the actual count, since more wells are drilled each month.

What types of farms are these? What do they raise?

There are 445 listed as field-crop farms; 395 raising cash cotton; 29 for other field crops; 16 raising only vegetables; two chicken farms; ten dairy farms; 111 livestock farms or ranches; 104 general farms, raising a variety of crops; and 40 farms which are miscellaneous and unclassified.

By economic class, it is easy to understand why the investments are high . . . they must be in order to produce high returns. Of all the farms in the county, 687 are commercial farms by economic definition. There are 187 with sales annually of more than \$40,000; 207 selling \$20,000 to \$39,999 yearly; 207 marketing from \$10,000 to \$19,999 annually; 97 which sell from \$5,000 to \$9,999 yearly; and only 46 which sell from \$2,500 to \$4,999 each year.

And it isn't just the field crops which are marketed by Deaf Smith County farmers. They also sell a great deal of livestock, poultry and eggs.

For example, there are about 21,588 cattle, not counting calves sold alive each year. Add to this the 11,688 calves sold alive annually, along with an estimated 10,000 hogs and pigs sold alive and some 4,206 sheep and lambs sold alive . . . that's a lot of livestock.

And there is a considerable poultry business, with 13,242 chickens sold alive, about 2,268 turkeys. . . something else for the county to crow about.

Milk and cream sold from county farms and dairies amount to some \$134,918 added to the economy, plus the proceeds from 13,921 pounds of wool, although this isn't known as sheep country.

Cage-laid eggs have become another good source of income,

with sales amounting to 324,740 dozen. Other miscellaneous poultry and eggs sold contribute an additional \$10,575 each year.

When all these agricultural facts are added up, you find that crop sales account for an income of \$16,400,000, plus livestock sales totaling \$7,729,000, for a total income from farm producers of about \$24,129,000 each year.

It is no wonder, then, that Deaf Smith County is 265th among all counties in the United States in the total value of its farm products sold and either fourth or fifth each year in Texas.

Leftover pie dough? Make small turnovers of the rolled out pastry with a filling of applesauce flavored with grated orange rind. Use a couple of teaspoons of the applesauce for a 4-inch pastry square, then fold over, press edges together and bake.

WE'RE IN A POSITION TO KNOW...

about the PROGRESS

and the UNLIMITED FRONTIERS of HEREFORD & DEAF SMITH COUNTY

Because . . . We Have Faithfully SERVED the FINANCIAL NEEDS

of our people for



62 YEARS

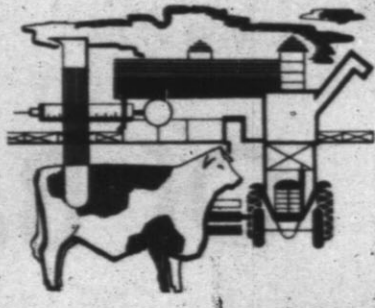
Assets Now Exceed 12 Million Dollars

THE FIRST NATIONAL BANK

OF HEREFORD

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



Dream Of A Sugar Refinery Can Be Traced Fifty Years

More than 51 years ago, residents of this county started speculating about bringing a sugar beet refinery to Hereford. That dream has been revived in recent years and is a bright hope on the horizon.

In The Hereford Brand for Feb. 10, 1911, an article said, "There is not the least doubt that the Hereford soil, water and sunshine are adapted to the successful culture of sugar beets."

Pointing out how beets were being grown in Colorado, California, Idaho, Michigan, Utah and Wisconsin, the article continued, "That a factory could be induced to come to Hereford is not a dream or air castle."

Sugar beets did come to Deaf Smith County, but the refinery isn't here ... yet.

Irrigation pioneer D. L. McDonald, who had dug the county's first irrigation well the year before, shipped out a carload of sugar beets in November, 1911. They went to Garden City, Kan., for processing. Altogether, 16 cars were shipped that year.

McDonald planted 35 acres, with a yield of 15-20 tons per acre. The first year's crop had 15 per cent sugar content, but this was boosted to 17.8 the following year.

In 1921, McDonald harvested 30 tons per acre from a small plot, which was irrigated three times.

During World War II, the county again started raising sugar beets, when imports of cane sugar were drastically reduced and sugar was rationed.

But it was 1947 before the county really went into commercial production. Local farmers contracted 1,410 acres of beets to be processed by American Crystal Sugar Company of Rocky Ford, Colo. Yields went as high as 31 tons per acre on some of the 21,227 tons which

were harvested. High point came in 1948, as farmers contracted for 4,200 acres. This dropped to 2,000 acres in 1949, back up to 3,256 acres in 1950 and down again to about 1,600 acres in 1951.

Since that time, production has been limited to about 1,200

acres in the county, largest sugar beet producing county in the state. And the processor still is Americal Crystal.

But farmers have signed up to produce more than 30,000 acres of beets in the county if they can secure a refinery in this area.

Slightly more than two years ago, the Texas Sugar Beet Growers Association was formed in an effort to gain more favorable legislation for area beet growers, and those who would like to produce beets.

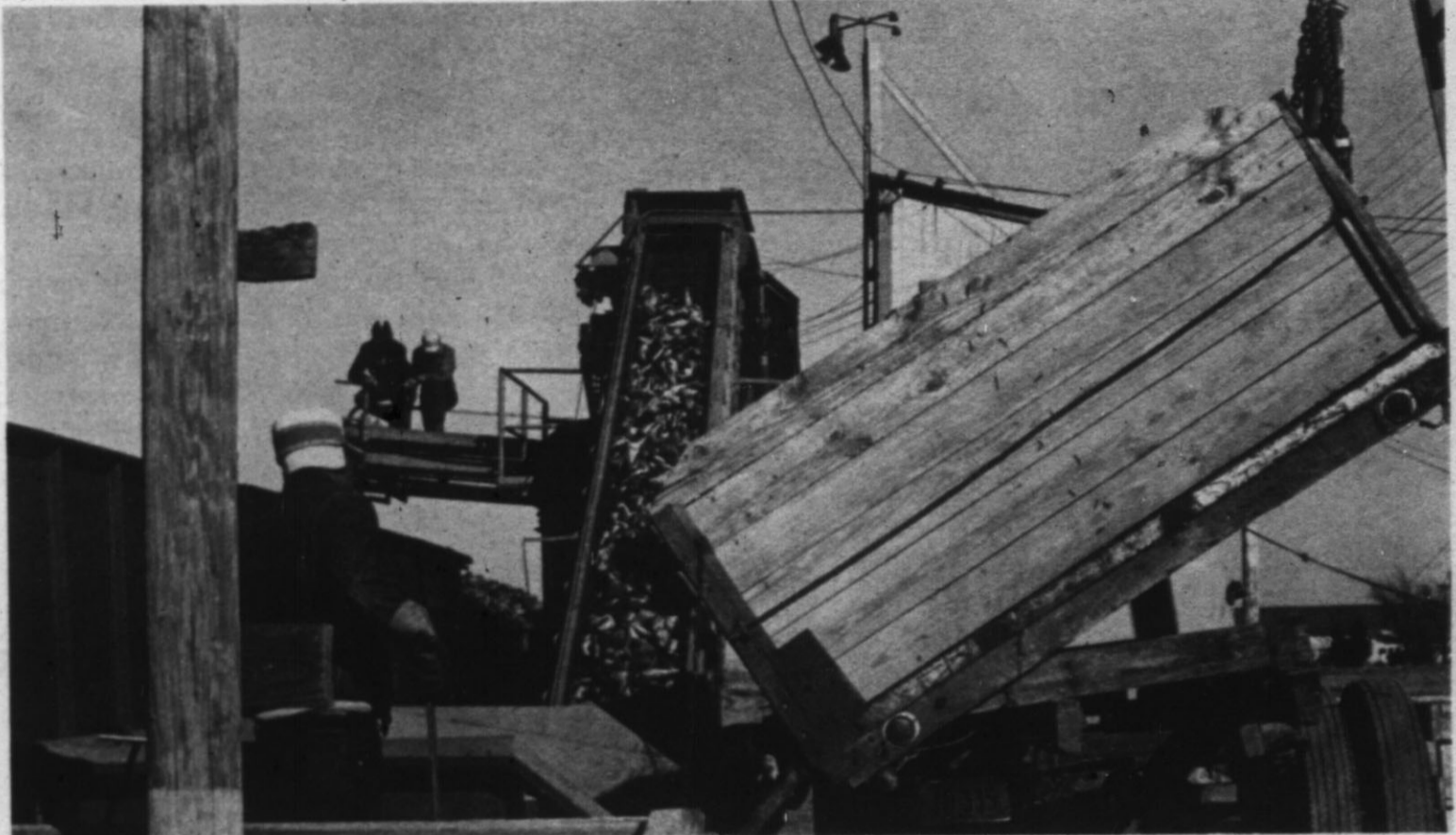
Although not completely successful so far, they have aroused interest in increasing domestic sugar production, now just 55 per cent of the total consumed in the nation. They succeeded in having the Sugar Act extended for a short period, rather than the usual five years in order that the problem might be studied further.

Since that time, they have

sent delegates to meetings across the country on behalf of more production, not just in this county or area, but many parts of the country. They have secured backing from many persons.

For almost 50 years, the dream of a sugar refinery lay dormant. But action during the past two years has revitalized that hope, pushing it nearer reality.

Its establishment in the area would reduce freight costs and would also make available the beet pulp, which can be used as an important part in cattle feeding operations.

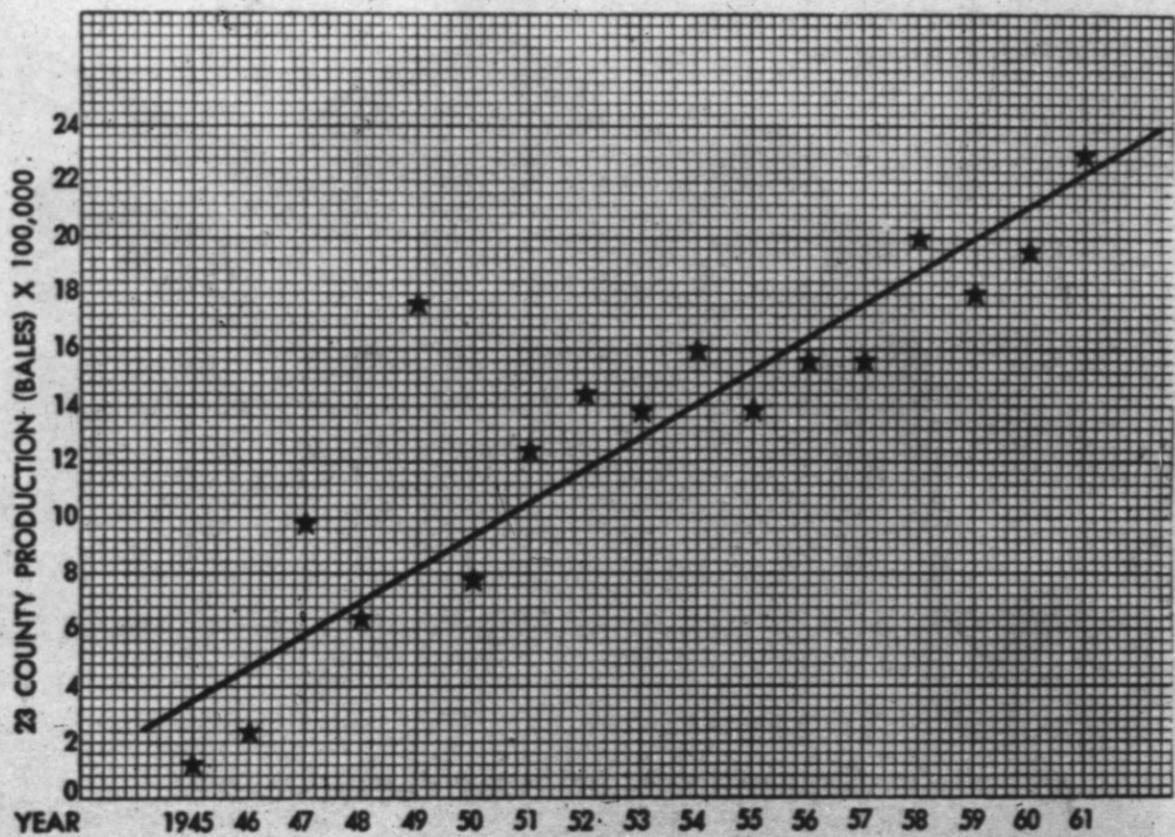


Sugar beets have been a major crop in the county since 1903.

'TENT' REVIVALS

BAD SACHSA, West Germany — Baptist evangelists in Germany still use tent meetings to reach people who don't come to church. Evangelist Herbert Weinert said five full-time evangelists and many pastors, on a part-time basis, use this type of ministry, with up to 50 per cent of those coming to the tent meetings having never been in a church.

Progress on the Plains...



The progressive methods of the High Plains Farmer are best illustrated by the production chart above.

Congratulations, and we wish you higher production next year.

THIS WAS NOT AN ACCIDENT

WAC 750 was bred for heavy yields. Proof — WAC 750 was the top yielder at the High Plains Research Foundation with 8,852 lbs. per acre.

WAC 700 was bred for heavy yields and good standability. Proof — WAC 700 yielded 8,262 lbs. and had unsurpassed standability with 5% lodging at the Bushland Experiment Station.

Demand these two outstanding hybrids developed by WAC Seed, Inc.

We are also Growers and Processors of other leading Texas and RS Numbers.

WAC SEED INC.

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Hereford, Texas

Plains COTTON GROWERS, INC.

TELEPHONE PO 2-0553

1720 AVE. M

LUBBOCK, TEXAS

GROWING

- IN SIZE
- IN SERVICE

As We
**Help You
GROW**

- IN PRODUCTION
- IN PROFITS

Year after year we have conducted our business on the principal that what helps the farmer, the producer, helps us as a firm, helps the community and helps the county . . . providing a better living and a better home for every one of us.

We help the grower by providing the facilities and the service that will materially assist him in speedy marketing or storage of his crop . . . giving him the benefit of world wide market opinion and prices and a complete grain service right here at home.

1,800,000 Bu. Grain Capacity

CONTINENTAL GRAIN CO.

Growth Aided By Municipal Services

As the population of the City of Hereford has continued to grow over the past years, the services offered to citizens of the community have continued to expand keeping in-step with the upward swing of population.

Among the added improvements in services and facilities, the city can boast of better paving, the Hereford Community Center, the extension of water and sewer facilities to new additions, the swimming pool, airport and the John Pitman golf course.

The growing need for improvement in parks, water and sewer extensions, streets and the building of airport facilities is reflected in the amount and number of bond issues passed in the last 17 years.

The need was seen in 1945 for water and sewer extensions when a \$40,000 bond issue was passed by citizens. The issue was the first passed since 1926 and was followed by three other bond issues — two in 1949 totaling \$182,000 and a 1956 issue totaling \$180,000.

The issue in 1945 was for newer and larger mains plus a new well and pumping equipment in the northern part of the city. The reason for the improvement was because of low water pressure during the irrigation season.

Two years later, Hereford citizens approved the second largest bond issue ever proposed for the city. Four issues calling for \$391,000 in bonds were passed for street, park, and water and sewer improvement.

After a study before the election was called, an engineering firm predicted that the city would grow in population to 8000 by 1960. The water and sewer facilities of the city at that time were adequate for the city's population of 4500.

Of the amount tabbed for water and sewer improvements, \$112,000 was earmarked for water main extensions and the construction of a new water storage tank. Construction cost of a modern sewage disposal plant and system was set at \$96,000.

Also included in the issue was \$113,000 for street improvements and \$50,000 in park improvement bonds. The street bonds were included for the paving of approximately 100 blocks of the city with the park bonds slated for the construction of a modern swimming pool and bath house.

Again in 1949, the necessity for another bond issue faced city voters. The issue was approved by both the City Commission and the voters for \$183,000. Part of the issue, some \$52,000, was approved to finance construction and improvements in the water and sewage system already underway.

The remaining \$131,000 of the issue was held back for further expansion when needed.

However the need arose shortly afterwards as the Commission approved four annexation petitions increasing the city area by an estimated 25 per cent. With the annexation, the city's population increased 1200 or almost 24 per cent.

In 1956, a bond issue involving the expansion and extension of water and sewer facilities again faced the city as voters approved the largest bond issue passed. The election consisted of three issues — funds to retire indebtedness, expansion of storage and pumping facilities and a reserve for future expansion.

All three were approved by Hereford voters with the amount called for in the election totaling \$600,000.

With the expansion of the city and the growth of business also came the need for airport facilities. In an election in 1957 voters approved by a close vote funds totaling \$100,000 for the building of the Hereford Municipal Airport. These bonds were matched by the government.

The last two bond issues passed in 1958 and again in 1961 have been for the improvement of city streets. The 1958 issue was for \$100,000 and the 1961 issue for \$180,000.

Projects outlined in the two issues included improvements to existing streets, seal coating, paving of the Community Center parking area, traffic control signals, storm drains and additional paving.



Hereford Municipal Airport provides excellent flight facilities

EARL PHILLIPS



503 E. 1st.

PHILLIPS & LAWRENCE

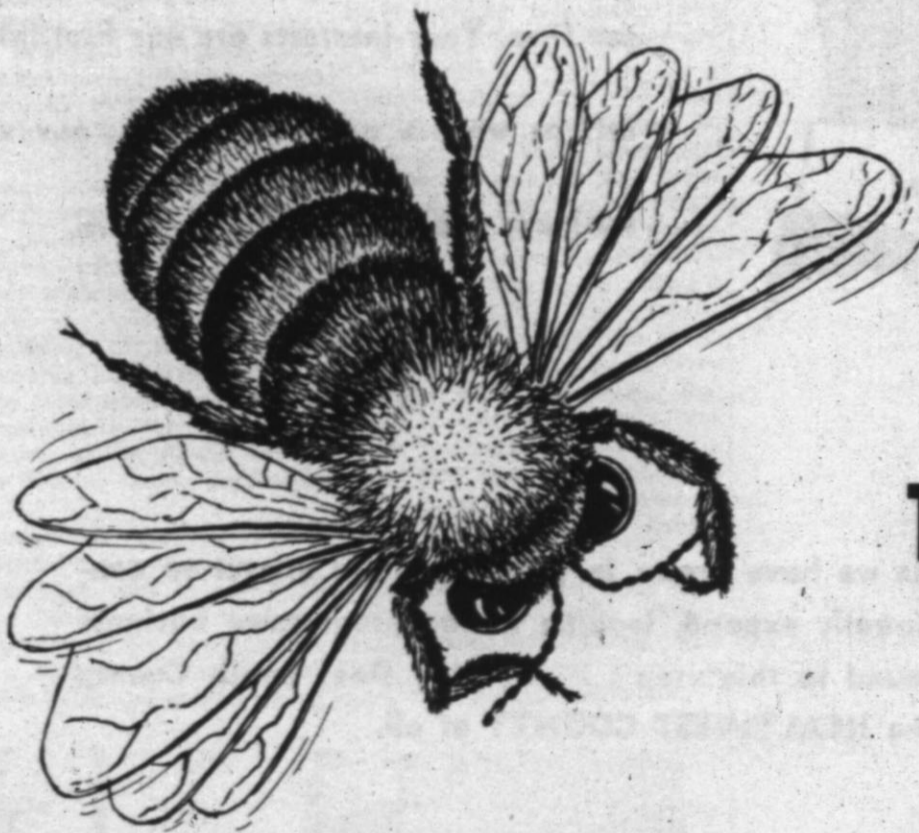
COMPLETE AUTOMOTIVE REPAIR

We have been in business 16 years

GUY LAWRENCE



EM 4-0097



Beehive of activity!

That's McRight Garage!

In Our Many Years of Mechanical Work, Our Progress Has Been Made Possible by Our Expert Service and the Confidence of Our Customers.

Our Goal For The Future Is To Keep Growing With This Great Community.

McRIGHT GARAGE & SUPPLY

642 E. 2nd

HEREFORD

EM 4-1137



Each young competitor tries to remember all he has been told about getting his animal ready for the judge's critical inspection

Rotary Calf Show Covers 16 Years

Little did the Hereford Rotary Club know in 1947 when it sponsored the first 4-H Club Fat Stock Show that it would grow into one of the larger livestock shows in the Panhandle.

"Twelve 4-H clubbers will exhibit eighteen head of fat calves at the show," stated an issue of the Hereford Brand in 1947.

"A total of 372 entries have been received," says the January 18 edition of the Hereford Brand just prior to the 16th annual show this year. "This is slightly less than the record of 399 entries in the 1961 edition of the Hereford Rotary Club's Junior Livestock Show."

Evidence of a growing livestock industry and interest in livestock are thus reared in Deaf Smith County and the surrounding area. As this interest has steadily grown, so has the annual livestock show, which completed its 16th edition this year.

Drawn by top competition and a well-supported sale, 4-H'ers and Future Farmers of America members enter the show from many surrounding counties.

The fat stock show now includes barrows and lambs, as well as steers. In the 16th annual show, there were a total of 96 steers, 190 barrows, and 86 lambs entered from the surrounding area. Entries were re-

ceived from Deaf Smith, Parmer, Castro, and Oldham counties.

In the first Rotary-sponsored show in 1947, only twelve calves were entered, with all entries coming from local 4-H Club members.

Sidelights to the first stock show here included a parade, barbecue, auction, and a calf scramble.

By 1952, the livestock show had grown to include some 40 calf entries, as well as divisions for lambs, barrows, and poultry. Entries were attracted from throughout the area, and some 2000 people were fed at the livestock show barbecue. Future Farmers of America had become prominent in the winner's circle along with the 4-H Club livestock owners.

In the auction, \$17,600 worth of beef, pork, and mutton were sold, in the sixth annual show.

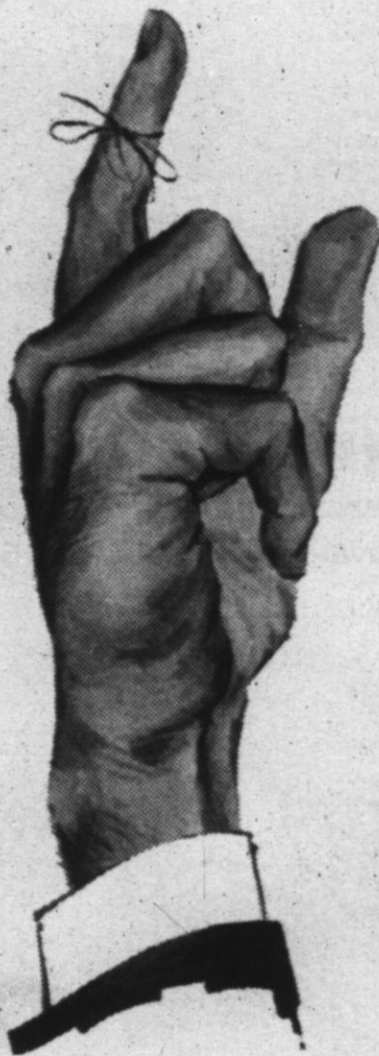
Hereford Rotary Club has thus established one of the larger livestock shows in the Panhandle. The Hereford Rotary Club Junior Livestock Show attracts some of the top stock in the area, as evidenced by prize winners going on to win in other shows.

After its 16th annual edition this year, the Rotary Club Show remained as one of the larger and more progressive in the Golden Spread.



4-H and FFA members compete seriously each year at the annual Junior Livestock Show and their experience pays off in trophies, ribbons and cash.

REMEMBER CREAM O'PLAINS



Your **HEREFORD CREAMERY** is a home institution dedicating its every resource to better service for the dairyman of this territory. The large dairy farmer, or the man who keeps three cows in his diversified farming operation is served alike by our firm. Your interests are our first interest, as we are one of you . . . our very business depends on your welfare.

As we have grown in past years, we expect to continually expand, leading in the progressive business found in this area . . . keeping Deaf Smith County the **HEALTHIEST COUNTY** of all.

CREAM O'PLAINS

DAIRY PRODUCTS

Grain Elevators Symbolize County's Farming Progress

Approaching Hereford from any direction, one symbol dominates the skyline — the grain elevator, evidence of farming progress in Deaf Smith County.

Grain elevators stand as towers of strength in the county and the Golden Spread, and have stood within the county since 1919, always growing bigger and more numerous.

Hereford exported its first wheat in 1903, and by 1919 wheat production had increased enough to support the county's first commercial elevator. At the present time there are well over 20 million bushels of grain storage facilities within or just adjacent to Deaf Smith County lines.

With 12 separate elevators operating in the immediate area, the tremendous quantities harvested each season still see grain storage facilities bursting at their metal and cement seams.

Piling grain on the ground is still a common practice for some, while many area farmers have their own storage facilities.

Grain storage facilities in Deaf Smith County, Summerfield, and Easter communities total some 21,172,000 bushels. This is distributed among 12 elevators, ranging in size from 9,735,000 bushels to 60,000 bushels capacity.

New elevators are still being built at a steady pace, with

Hereford's largest opening only this fall. Elevators are scattered throughout the area, with the larger ones centered in Hereford.

Grain storage operations are carried on in the Ford, Sims, Dawn, and Westway communities within the county, and Easter and Summerfield, which lie just south of the county lines.

E. W. Harrison established Hereford's first commercial elevator in 1919. After 12 years of operation the elevator was sold to J. A. Pitman and Pitman Grain Co. was born in 1931.

At the present time, Pitman Grain has grown to a storage capacity of over three million bushels. Pitman Grain established an elevator in Summerfield in 1947, which has grown to a capacity of 485,000 bushels.

Uhlman Elevator Co. was established at Dawn in 1940, and currently has room for some 60,000 bushels of grain.

The year 1953 saw the founding of Hereford Grain Cooperative. Hereford Grain now has a storage capacity of 1,373,000 bushels. Hereford Grain bought the older Sears Grain Co. in Hereford in 1958.

Dawn Grain Co-op Elevator was built in 1952, with storage facilities for 1,600,000 bushels.

Continental Grain Co. of Hereford was established in 1956, with a total capacity of some 1,800,000 bushels.

Ford Grain Co. saw its birth in 1957 in the northwest portion of the county. A total of 592,000 bushels of storage is available.

The year 1958 saw the completion of two more rural elevators, one in the Sims community north of Hereford and another in the Easter Community south of Hereford.

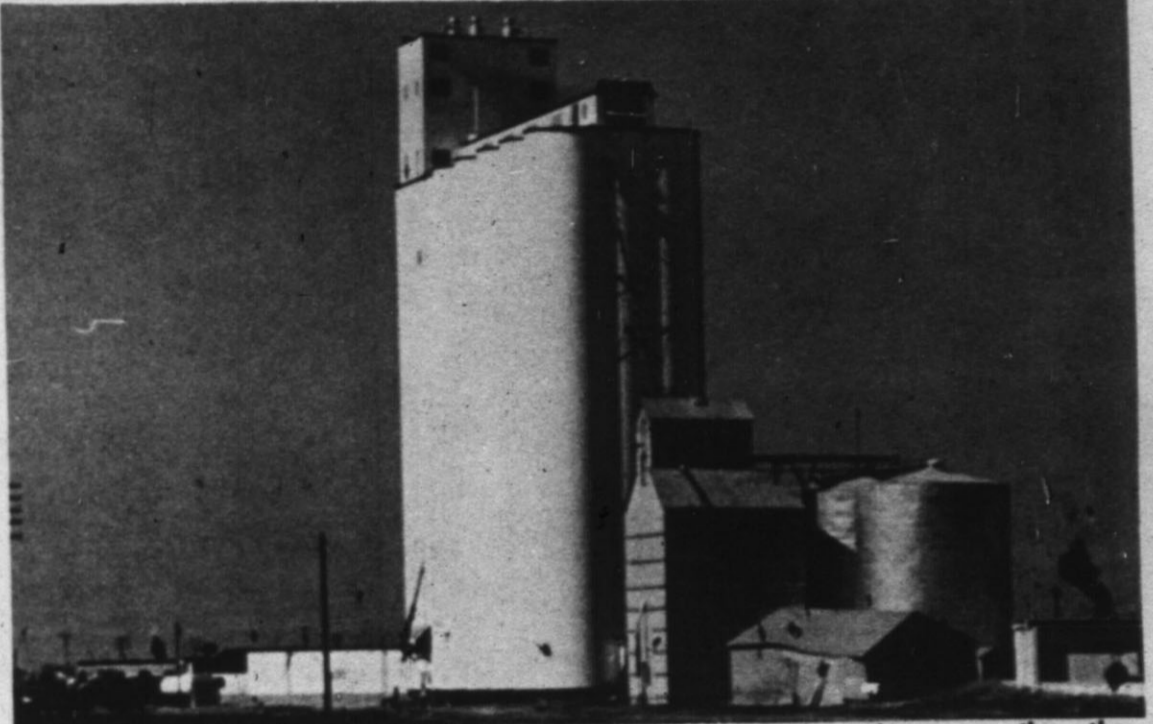
Community Grain Inc. of Easter was completed in August, 1958, with a total capacity at the present time of 1,750,000 bushels.

Sims Grain Co., with a capacity of 632,000 bushels, was also completed in 1958, located 30 miles northwest of Hereford in Deaf Smith County.

Westway Community saw the founding of its first elevator by Associated Growers in 1959. The elevator can now store some 148,000 bushels of grain.

However, the largest of the county's grain storage facilities was opened for business in August in Hereford. With a storage capacity of some 9,735,000 bushels, the huge Allied Elevator, a terminal facility, accounts for almost half of the county's total storage capacity.

But preparing for storage of the county's bountiful harvest is not yet completed, as the Farmer's Corner Elevator north of Hereford was established only recently. Open for business at the present time, the builders plan an initial storage capacity of some 60,000 bushels.



Closely allied in the growth of this county products, each dependant upon the other, have been the railroads and agricultural

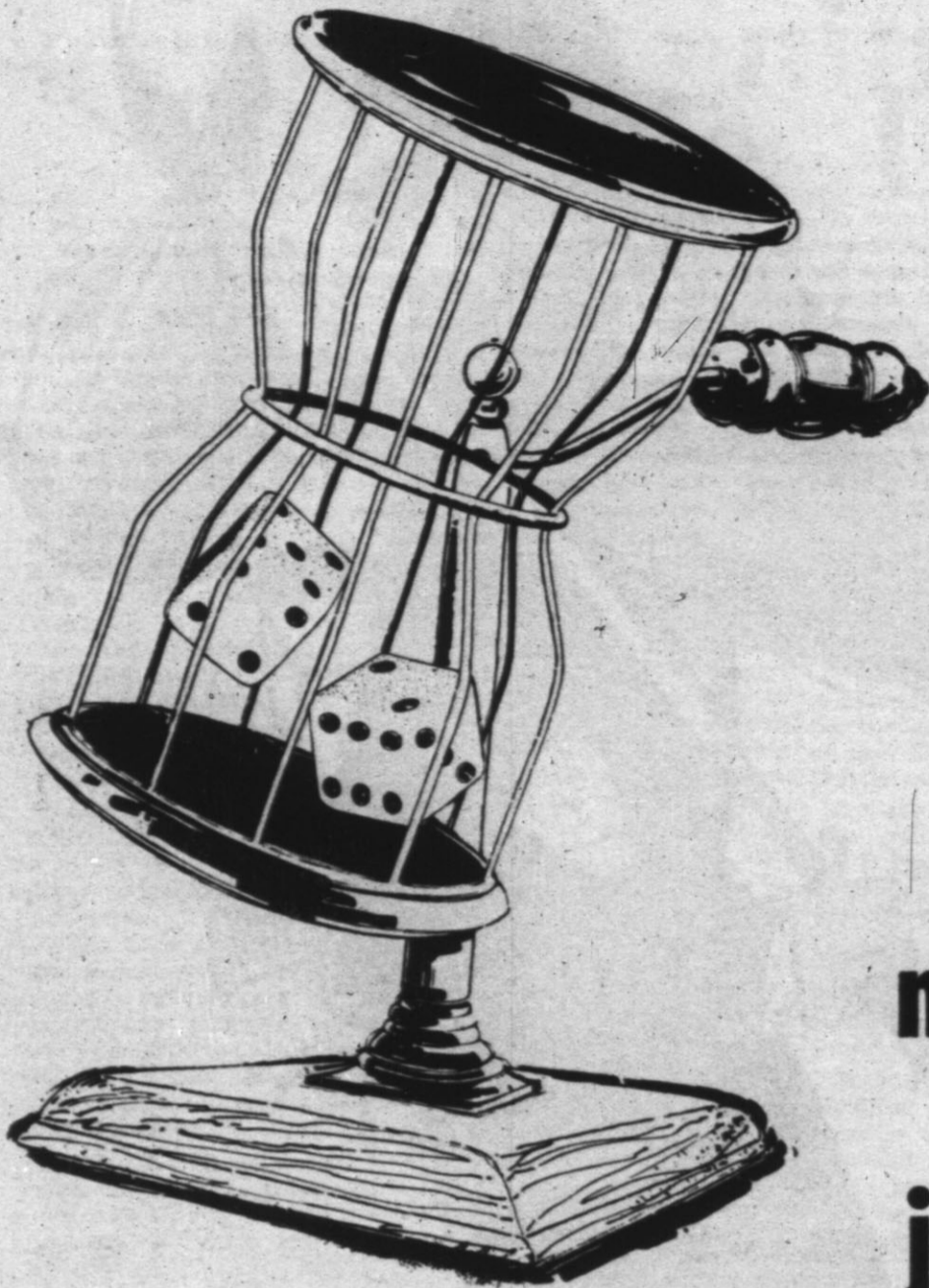
THERE ARE
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44 YEARS

PITMAN GRAIN

SINCE 1919



**20 years ago
we thought it was
a big gamble...**

**now we know it was
just a part of
Hereford's great
development**

GROWERS-SHIPPERS-VEGETABLES

Vegetables can be a gamble, but we have enjoyed growing and being a part of DEAF SMITH COUNTY and HEREFORD. It has been a pleasure serving the people of this community.

HOWARD GAULT

Business, Service Outlets Are Vital

Agriculture provides the income in this county, but the business and service establishments furnish the other items needed to make a well-rounded community.

In the absence of industry in its strictest sense, Hereford has compensated with an aggressive business community to provide goods and services for the area in a wide variety and competitive prices.

The 1958 census of business showed Hereford had sales of \$19,996,000, with a total of \$21,650,000 for the county. But a survey of buying power in May, 1961, showed that sales in Hereford had climbed to \$23,036,000 and to \$24,589,000 in the county.

The 1958 report listed 136 establishments in Hereford, with a total of 152 in the county. In that year, the business payroll was \$1,715,000 in the city and \$1,873,000 in the county.

The report issued in 1961 showed the number of businesses by type, along with total

sales. That report is summarized, as follows: 19 food stores, \$4,029,000 total sales; 15 eating and drinking places, \$548,000; 5 general merchandise stores, \$1,332,000; 10 apparel and accessory stores, \$1,227,000; 9 furniture and household appliance dealers, \$665,000; 20 automotive sales, parts and repair businesses, \$6,351,000; 21 gas stations, \$2,352,000; 18 lumber building materials and hardware stores, \$3,866,000; 6 drug and proprietary stores \$563,000; 23 other retail stores with total sales of \$3,132,000; and 6 non-store retailers, with sales not listed.

In addition, there were 73 selected service establishments, 43 of which had a payroll. Total receipts for these were \$1,716,000, plus \$386,000 in payrolls for 139 employees.

Nor is the business aspect of the community devoted solely to retail activities. The same survey lists 21 wholesale firms in the county, with sales totaling \$8,919,000 and payrolls running to \$528,000 a year.

Recreation Is Available For Leisure Hours

Without the aid of labor unions, Deaf Smith County has somehow managed to join with the rest of the nation in gaining shorter working hours and more time for leisure.

When residents are not engrossed in television viewing or reading a good book, or going to church, or attending one of the many civic club activities that exist in "the town without a toothache," there is ample opportunity to find recreational activities within the immediate area.

Tennis, golf, bowling, fishing, boating, hunting, and swimming have become major pastimes of area residents since the shorter working hours have set in.

Modernizing of the municipal golf course, installation of lights at the local tennis courts, and enlargement of the local bowling alley are evidences of the trend toward more recreation here.

Hundreds of golfers flock to the John Pitman Municipal Golf Course each year to enjoy the game. The nine-hole course recently moved its headquarters into a modern building in conjunction with the establishment

of the Hereford Country Club. Many improvements have also been added in the course and the greens.

Each summer the Hereford municipal swimming pool becomes the hangout for hundreds of youngsters during the long, hot days, as well as many members of the older generation. It too has seen recent improvements, and there are plans in an early stage of perhaps converting it into in-door, year-round operation.

For the tennis fans, Hereford provides two cement courts. Night lighting was added two years ago to add even more use to them.

Sunset Lanes, the only local bowling alley, found that so many people had "taken up" the sport that eight new lanes were added last summer. Leagues for both adults and youngsters have grown continuously.

Boating enthusiasts need drive no further than near-by Buffalo Lake to enjoy the sport. Conchas Dam also affords boating and skiing pleasure, and the Canadian River Dam, now under construction, will offer a water-sportsman's paradise. All these, as well as other lakes in the area, provide fishing waters.

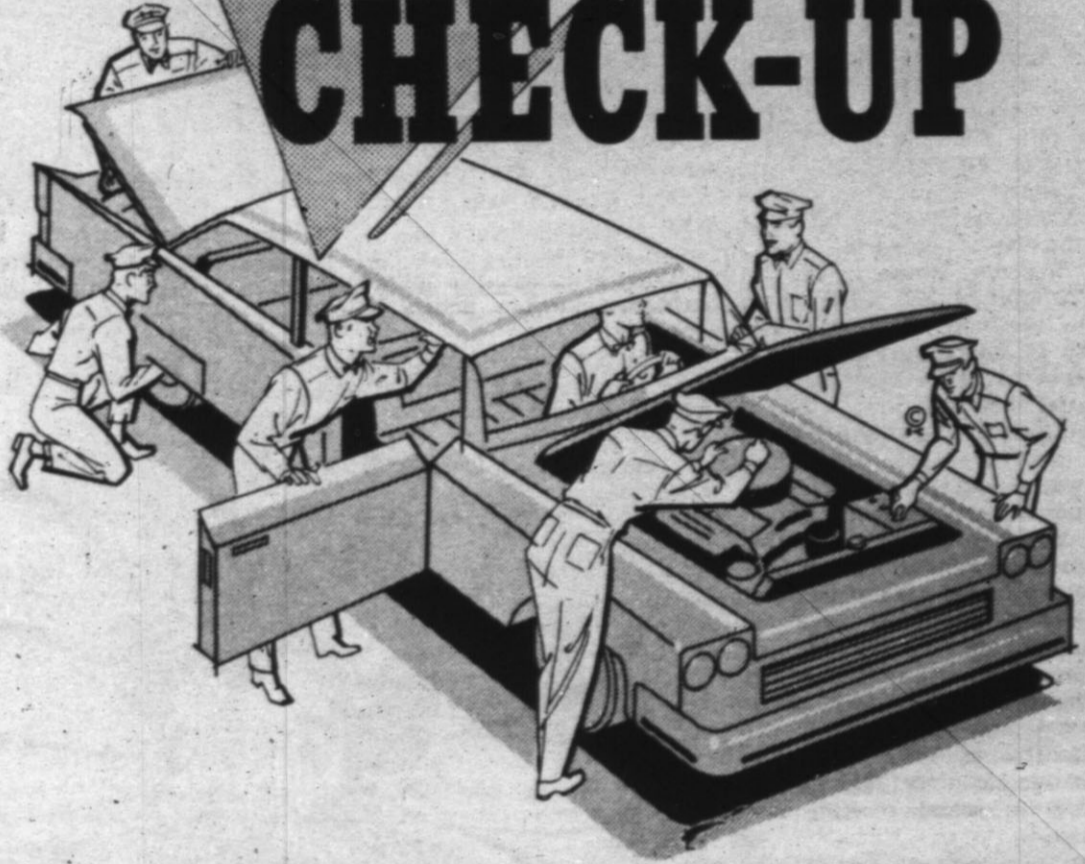
Hunters can match their skill against ducks, geese, doves, quail, pheasant, antelope, wild turkey, coyotes, red foxes or even the elusive jackrabbit.



John Pitman Municipal Golf Course, adjacent to the new Hereford Country Club, offers a new pro-shop and nine challenging holes for duffers and par-busters alike.

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EM 4-0380

RECALL PAST EVENTS

Pioneers Gather Yearly Since 1915

Since 1915, pioneer residents of Hereford and Deaf Smith County have met annually in their annual Mid-Plains Pioneer Day observance. Old settlers and residents convene in Hereford each year to visit and recall "the good ol' days."

Many residents feared that as the older members died, the celebration would die also. Quite to the contrary, however, the largest turnout in the history of the Mid-Plains Pioneer Day was recorded last year as more than 250 old settlers attended the annual event.

Mid-Plains Pioneer Day was founded in 1915, with 47 residents attending the organizational meeting. Of these, only three are still living: Vern Witherspoon, Mrs. Ida Vaughn, and B. A. Witherspoon of San Angelo.

Pioneers met each year from

1915 until the beginning of World War II, when the yearly event had to be dropped. Mid-Plains Pioneer Day was reorganized in 1951 and has continued to grow since then.

Officers are elected for one-year terms at each celebration. Heading the organization for the coming 1962 Pioneer Day are Ezra Norton, president; Mrs. Alice Swigart, secretary; and Mrs. Roy Jowell, vice president.

Norton stated that plans are being made for the biggest Pioneer celebration in history, with an all-out effort to bring more old settlers than ever. Plans for the 1962 Mid-Plains Pioneer Day will be announced soon.

J. C. Womble was named acting president during the organizational meeting for the first old-settlers reunion in 1915.

W. A. Higgins was later named president of the organization. Other officers founding the celebration were L. Gough, first vice president; J. E. Ferguson, second vice president; and Albert Muchinson, treasurer. Activities for the annual reunion are limited to visiting and reuniting of old friends. Old timers admit that this is all

they want, since a program would detract time from the visiting.

Business meetings are held each year, and new officers are named. Many class reunions are held in conjunction with the celebration. A basket dinner or luncheon usually shares the spotlight for the festivities. Undying friendship is witnessed

in the large attendance during the yearly event, with former residents coming thousands of miles to renew old acquaintances. Attendance at the Pioneer Day continues to grow each year, as evidence to a growing county which rates a soft spot in the heart of former residents and present citizens alike.



When members of the Mid-Plains Pioneer Association gather in Hereford each year, they talk about the "good old days" and recall with fondness such long-departed memories as the old livery stable.

Postal Receipts Reflect Growth

Telephones, telegraphs, and television may have cut down on the time spent by local citizens in writing letters, but looking through records of the Hereford Post Office does not show it.

The volume of mail handled by the local post office has apparently increased some one hundred times since 1899, and about tenfold since 1932 as indicated in postal receipts records.

The mail business was rather slow back during the first three months of 1899, when only \$54.82 was shelled out by local letterwriters to buy postage stamps. This was about the only source of income at the federal post office at that time.

Business had picked up to a total of \$797.16 worth of postage stamps sold during the single month of February, 1932. The post office was also selling a total of \$7.76 worth of second class mail permits to publishers at that time. Mailing permits accounted for \$50.86 worth of the month's total income of some \$885.

Postmaster Nolan Grady reports that postage receipts have climbed to over \$7,675 during the month of February this year. Hereford Post Office sold some \$6,681.85 worth of postage stamps during the second month of 1962. Postage meter readings (which hadn't been put in use during the above years) show \$782.50 in commercial postage, while the post office receives over \$73 worth of second class mail each month. Mailing permits grossed \$160.79.

Thus, postage receipts during the single month of February this year is more than 100 times that received in the first quarter of 1899. At that time, the post office had been in operation on the first block of Main Street for slightly over one year.

Post office records indicate that the Hereford Post Office went into operation Dec. 23, 1896.

Postmaster Grady pointed out that the Hereford Post Office now takes in well over one hundred thousand dollars annually. Receipts of the post office in 1961 topped those of the previous year by over five thousand dollars — further evidence of a growing community and a progressive area.

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Borden's Cottage Cheese

Borden's Whipping Cream

Borden's Milk

Lady Borden

Borden's Biscuits

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The "Salad Bowl of the Plains" --
that's our area -- Where some of
the most wonderful vegetables in
the world are grown.

**WE ARE PROUD
THAT WE HAVE HAD
A MAJOR PART IN
THE PRODUCTION
AND DISTRIBUTION
OF THESE PRODUCTS
WHICH HAVE MADE
OUR AREA FAMOUS!**



HEREFORD GROWERS & SHIPPERS

121 S. WITHERSPOON

EM 4-3322

SALAD BOWL OF THE PANHANDLE

County's Vegetables Add To Wide Diversification

Deaf Smith County, often called "The Salad Bowl of the Panhandle," is the center of a vast vegetable industry which rose up seemingly overnight in the years immediately after World War II.

Actually, its origins were much earlier. From the beginning, farmers knew that the fertile soil and water of Deaf Smith County, along with a good growing season, would enable production of almost any vegetable.

In 1901, The Hereford Brand was encouraging farmers to try truck farming. They did, and liked what they saw, despite the hazards.

By 1904, there was a truck farmers association in the county. In 1910, the Brand happily reported there were about 20 small irrigated truck farms in the county.

They tried all sorts of crops and found some of them ideally suited to the area. But one crop, celery, was a difficult one and early reports indicate that W. H. Rayzor was about the only one to grow the crop with continued success.

Deaf Smith County, from its organization, has grown good vegetables. But it was the booming postwar years that really established it as a top vegetable area. Much of the county's growth stems from the efforts

of the latter-day pioneers who gambled everything they had—and all they could borrow—in an effort to make Hereford a major vegetable market.

John Paetzold started growing lettuce here in 1947 on a small scale. He knew what he was doing. The following year, there were 500 acres of lettuce, 1,000 in 1949 and about 2,000 in 1950. Since that time, the expansion has been slower, of course.

Potatoes and carrots had about the same history, although potatoes were grown here commercially before World War II.

In 1961, there were about 4,000 acres of carrots planted, with a gross income of about \$1.5 million. But the famous Deaf Smith County potatoes were on top with about 6,000 acres harvested in 1961, for a gross income of about \$2 million.

Pioneers recall that there was only one Latin-American family in Hereford before 1940 ... he worked for the railroad. Now there are thousands, most of whom came to work in the vegetable harvest, either in the fields or the sheds.

During the summers, Hereford finds itself with about 3,000 extra residents. Of these, about 3,000 work directly in the vegetable business, either in the fields or in the packing sheds.

Another 2,000 are in the families and come along.

Nearly all of these are permanent residents of Texas, most of them living in the Rio Grande Valley or the San Antonio area. Each year more of them decided that Hereford is a good place to settle and remain here the entire year.

During the summer, starting in early May and lasting through September or October, their pay for vegetable work totals something like \$200,000 a week.

Sheds and their owners tend to come and go. Some lose in the business, which is as risky as any, while others made their fortunes and retire.

But the major names have been around for quite a while: Howard Gault, Jack Renfro, Associated Growers, Hereford Growers and Shippers, F. H. Vahlsing, Hereford Produce, plus the established new ones. These include Jorde Potato Company and Salt River Valley Produce.

These, and others, either plant or contract with county farmers to produce a certain vegetable. Harvesting is done with huge crews, although machines gradually are taking over some of the field operations.

Trucks roll toward the sheds throughout the day and packers

often leave their plants in operation almost around the clock.

Without a guarantee or subsidy, the vegetable business is based on supply and demand with fast action characteristic of the market season.

Vegetables from Hereford roll out by train and truck for distant markets: Chicago, Birmingham, Dallas, Chicago, Little Rock, Houston, even to Idaho and California, when their potatoes are finished.

Vegetables are an exciting,

risky business. But the potatoes, carrots, onions and lettuce from Deaf Smith County have gained a reputation for their quality and now have a place in the major vegetable markets.

While no one is now growing celery on a commercial basis, there are still pioneers. Some of them grow cabbage, while others even try garlic. And they still find, as did the county's pioneers, that they can grow almost anything they choose.



Seasonal harvest crews, such as these working carrots, add \$200,000 per week to the county payroll as some 3,000 migrants are needed from May through October.

Every Big Business Was Small, Once!

SO WAS EVERY COMMUNITY —

Time Was When This Area Was Limited — Not So Anymore. This "Land of Opportunity" Keeps Growing Steadily With Great Potential Ahead.

We Are Glad To Have Had A Part In The Expansion Of This Area And Plan To Help Future Growth In Any Way Possible.

Fertilizer—Insecticides—Seeds

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HEREFORD, TEXAS

EM 4-0404



Schools Show County Growth

For more than 60 years, Hereford schools have been a good barometer of community progress and growth. Their continued expansion has been typical of the area . . . steady, dependable, yet always looking ahead.

Asa Martin is credited with having taught Hereford's first public school in a one-room building that had been moved from Dawn to a location on North Main Street. Prof. J. R. Overstreet was the second school principal. He and his wife started their school here in November, 1899, enrolling 55 students. When he resigned in April, 1901, to enter the dry good business, two more teachers had been added and enrollment was 208.

In 1900 a two-story frame building was erected on the site of the present Central School. When a smaller building was added in 1908, the primary grades moved to it. Local citizens contributed \$2,000 to the cost.

Professor Page succeeded Professor Overstreet. He was followed by D. W. Hawkins,

Key Club Lends Help As Needed

Hereford High School Key Club, a junior service club sponsored by the Kiwanis Club, was organized in Hereford High School in 1960. Since that time, the name "Key Club" has popped up in many activities beneficial to Hereford and the surrounding area.

Key Club, with 55 high school boys in membership, has played an active role in such charity campaigns as the March of Dimes and the United Fund, and has sponsored activities to help the needy at the Hereford Labor Camp.

Advised, but not influenced by the Kiwanis Club, Key Club has aided Kiwanians in their annual mop and broom sale for the

(Continued on page 12)

who was school head when the first class graduated in 1906.

In June, 1909, citizens formed the Hereford Independent School District and voted \$25,000 in bonds for a high school building. The vote was 111-33.

Built in 1910, it was referred to as "Hereford's magnificent new high school building." It later became Central Elementary School.

Following Hawkins were E. H. Wray, Ben Short, H. J. Bright and B. M. Harrison.

Free textbooks were distributed for the first time locally in 1919, when 547 students enrolled. There were eight districts in the county with total average attendance of 202.

L. M. Fertsch was succeeded in 1921 by Miss Millicent Griffith. G. H. Dillehay became superintendent in 1923, when 571 students were enrolled.

Knox Kinard succeeded Dillehay in 1938. There were 859 students in school. Chester Strickland became superintendent in 1945, followed by George Graham, now acting president of Hardin-Simmons University.

Fred Cunningham became head of the system in 1957. Present superintendent Paul L. Stevens came in 1960.

In April, 1925, a bond issue of \$128,000 was approved for the construction of a new high school. Because of a technicality, voters had to approve the question twice. That building is now the older portion of Stanton Junior High.

Central School was remodeled in 1936 under the PWA program at a cost of \$49,500. Renovation included the removal of the third floor for a temporary junior high.

Shirley Elementary School was completed in 1949, with 12 classrooms. In 1950, an additional six rooms were added.

By 1951, there were 80 teachers, including those at Dawn, in the Hereford system. Total enrollment was 1,754.

Only independent district in the county by that time was Walcott, which still remains independent. That district built a new building in 1950.

The present high school building was constructed in 1954 at a cost of \$850,000. The older high school building then was set aside solely as a junior high.

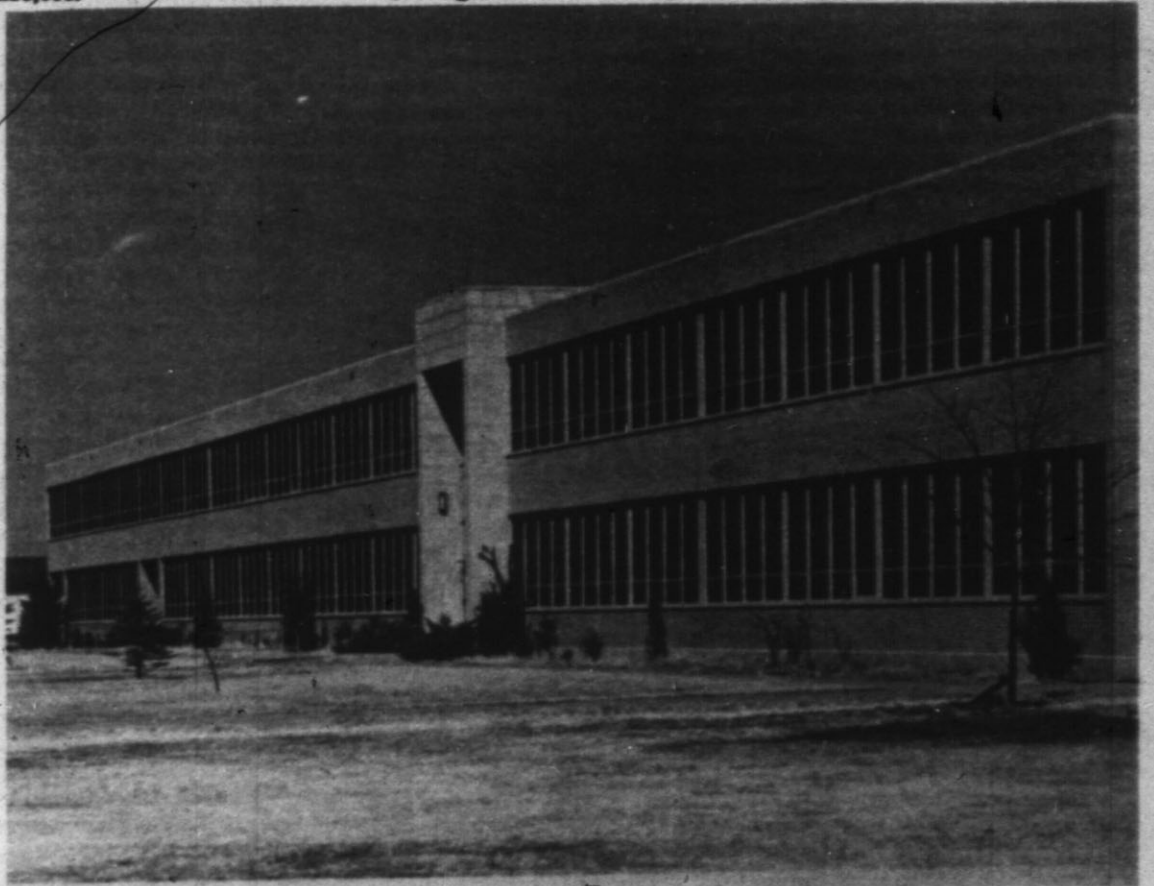
In 1956, Aikman Elementary School was built in the northeast part of town, at a cost of \$280,000.

Latest expansion of the Hereford school plant came in 1958, with a three-part program. An addition of classrooms, laboratories and gymnasium was built for Stanton Junior High. A combination building for junior-senior high cafeteria, business office, tax office and administration was a second part.

Third part of the \$488,000 program was construction of eight classrooms, first part of Northwest Elementary School, which is designed for future expansion.

As the result of a citizen's study committee during the latter part of 1961 and early part of 1962, school trustees currently have engaged an architect to prepare plans for possible additions to the high school and one or more elementary schools.

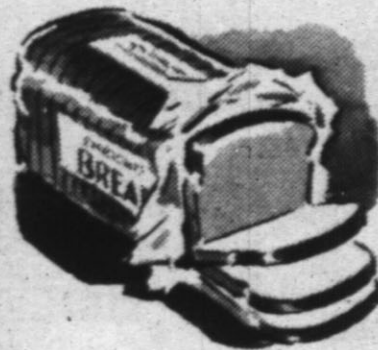
Current enrollment is about 2,900 after a high in September, 1961, of more than 3,025. There are about 125 teachers, not including service or transportation personnel.



Hereford High School, one of many modern educational buildings

BAKERY DELIGHTS

BETTER THAN GRANDMA MADE!



BREAD-BUNS-CAKES-PIES-GOODIES
BAKED fresh DAILY



Try our Deaf Smith County Whole Wheat and White Bread made from products grown and milled in this county.

HEREFORD BAKERY

519 Park Ave.

EM 4-0177



Each of the more than 3,000 children in Hereford public schools is important to the community as its major investment in the future growth and development of the area and the nation.

Full Grown At Age Three

Harvest Festival Big Affair

Pasadena has its Rose Festival, New Orleans has its Mardi Gras, and each year Hereford and Deaf Smith County sponsors its annual Harvest Festival.

Attracting thousands from throughout the area, the Harvest Festival was originally planned in 1959 as a community wide celebration. The festival combines many of the events that were strung throughout the summer and concentrates them in one week of activity.

Started in 1959, the festival has expanded from a three-day period into a full week of events in the three short years of its life. In its brief life-time, the Harvest Festival has grown into a celebration that is looked forward to by local residents and merchants.

Regular features for the annual event include the Festival Queen Contest, the Hereford Riders Club Rodeo and dances, the Festival Parade, the Farm and Home Show, the Lions Club Carnival, and a huge barbecue.

Also in conjunction with the Harvest Festival, a leading group in local economy is honored each year at a gala banquet.

Planning for the 1962 affair have started, and local merchants will plan an even bigger Harvest Festival for the coming year.

Hereford's first Harvest Festival was organized in 1959 by the Deaf Smith County Chamber of Commerce. Set up as a three-day event, there were other activities stretched throughout

the week, however.

Hereford Lions Club sponsored their annual week-long carnival. The Chamber of Commerce feted the local vegetable growers with an appreciation dinner.

Jaycees found 23 beautiful contestants vying for the title of Harvest Festival Queen during a two-night contest. Miss Jo Ann Fowlkes was finally picked as the Queen.

Hereford Riders Club Rodeo held a three-night run, with amateur entries from throughout the area.

Over 1,000 people turned out for the huge barbecue, co-sponsored by the Hereford Kiwanis and Rotary clubs. Optimists sponsored the first Harvest Festival Parade, featuring 17 entries, including some nine riders clubs from across the Panhandle.

City Merchants and businessmen arranged 34 booths for the first Farm and Home Show in the Bull Barn, which featured displays from various businesses and organizations.

Unique to the first Harvest Festival, Hereford's annual Pioneer Day Celebration was held along with the festival. Pioneer residents from Hereford and the surrounding area attended the festivities, and held a basket dinner on the courthouse lawn.

Another highlight of the 1961 celebration was the dedication of the newly-completed Hereford Municipal Airport, which saw thousands throng to the runways for the ribbon-cutting

and air show.

The entire city sported a carnival atmosphere during the Festival, with the B&PW Club in charge of decorations. Hereford's second annual Har-



Judy Bradley, 1961 Harvest Festival Queen, later was selected as 1961 Miss Wheat-ear of the Nation and was a guest at the Canadian National Exposition.

vest Festival drew even larger crowds during the three-day period of July 28-30, 1960. Most of the same events were featured in this festival, with the exception of the Pioneer Day and the airport dedication.

Over 300 cattlemen and their guests were honored in a livestock appreciation dinner which was sponsored by the Chamber of Commerce. A luncheon which featured locally-grown vegetables was added to the festivities.

Cherry Holt was crowned Harvest Festival Queen over a field of 15 candidates in the Junior Chamber of Commerce contest. Over 20 units were entered in the Festival Parade sponsored by the local merchants. All booths were sold for the Farm and Home Show exhibits in the Bull Barn.

Spurred by a growing interest in the festival, the Chamber of Commerce lengthened the official Harvest Festival period from three days into a full week's activities in 1961.

County grain producers were guests of honor at a dinner arranged by the Chamber of Commerce. Over 3,000 persons went through the lines at the Kiwanis and Rotary clubs' barbecue.

Jaycees picked Judy Bradley as Harvest Festival Queen for 1961 over a list of 21 contestants. All 43 booths were sold in the growing Farm and Home Show. The Queen was honored at a ball in the Jim Hill Hotel.

Hereford Riders Club's three-day rodeo drew some of the largest crowds ever for the

rough-riding event.

In one of the largest parades in recent years, 28 units marched down Main Street before a crowd of thousands.

Also added for the 1961 Harvest Festival was an "old-fashioned" air show, featuring stunt flying and parachuting artists.

Although the Harvest Festival is only a youngster, in comparison with other area celebrations, it has already become one of the biggest.

It is an event which is welcomed as a time of fun and celebration, and will certainly grow to play an even more important part in the lives of local residents.

Key...

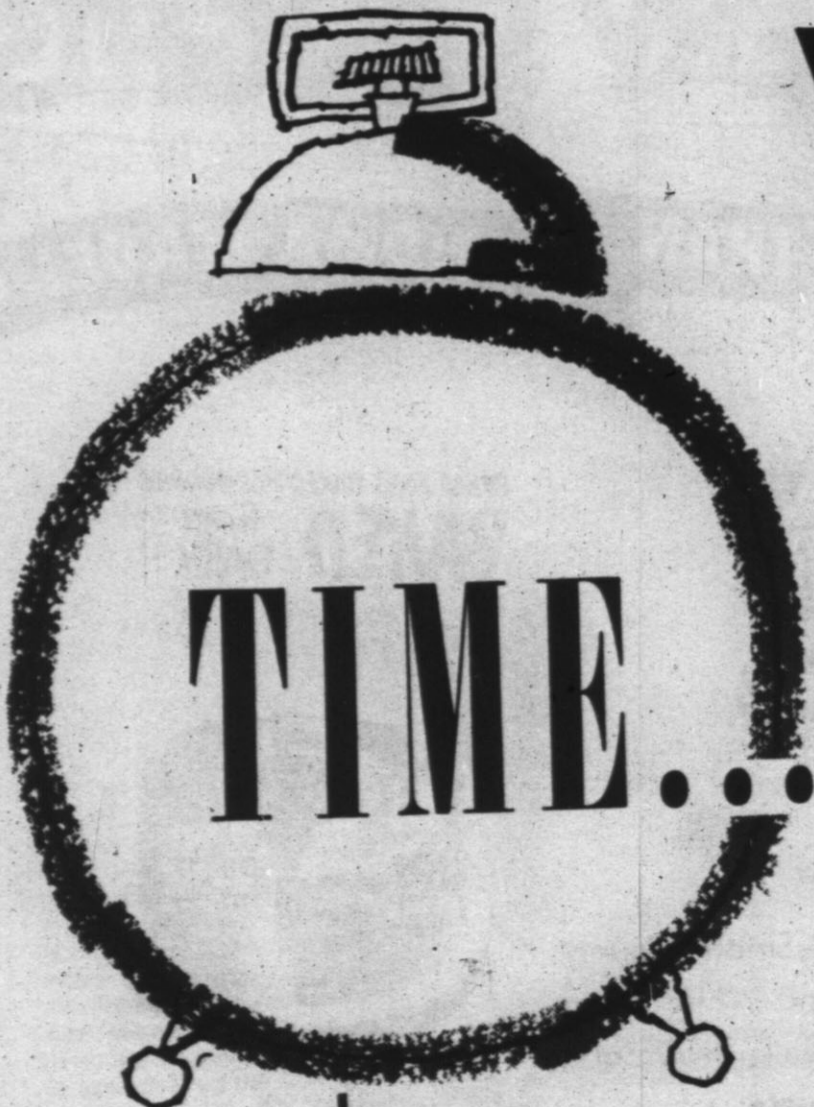
(Continued from page 11)

blind. Key Club has played an active part in activities at Hereford High School since its formation in February of 1961.

A fast growing organization at Hereford High School, Key Club was formed here only slightly over one year ago. The Hereford Key Club became the first Key Club organization in this area at that time, forming the new District VII for the organization.

Since that time, Hereford members were instrumental in forming the Levelland Key Club, and helped the club gain its on charter only recently.

This year some 27 members will attend the National Convention in Oklahoma City. Key Clubbers also attend district meetings regularly.



YES—TIME

MARCHES ON...

Some Areas Progress, but none that we know have had sturdy, continual growth like Hereford and Deaf Smith County.

The production of fine potatoes has helped this area expand and we are glad to have a part in this growth of our community.

JORDE POTATO CO.

HEREFORD, TEXAS

EM 4-1655

Latins Celebrate At Fiesta

Latin-American labor in Deaf Smith County is largely responsible for the continued success of the vegetable industry, as well as other farming. Each year Latin-Americans spend thousands of dollars in Hereford stores.

To show their appreciation to the Latin-Americans, the Merchants Committee of the Deaf Smith County Chamber of Commerce has joined with the Latin-American Club in sponsoring the annual Latin-American Fiesta.

Held as a celebration of Mexican Independence Day, local Latin-Americans stage one of the biggest and bright-

est celebrations in the area here each year.

A parade, queen coronation, and dance highlight the annual event, which draws hundreds from the surrounding area, as well as Hereford and Deaf Smith County.

Fred Gonzales, president of the Latin American Club, joined with the Chamber of Commerce in 1958 to re-enstate the Mexican Independence Day celebration. Latin-Americans had celebrated the holiday until 1956, when the observance was discontinued.

Some 4000 Latin Americans participated in the first Fiesta

here in September of 1958. A Spanish orchestra from Monterey, Mexico, added the finishing touch to the first festival.

Participants launch a Fiesta Queen race each year, the proceeds of which are designated to aid the needy at the Labor Camp.

An afternoon parade draws large crowds on Main Street each September. Floats for the queen and her attendants, bands, and riders clubs highlight the event.

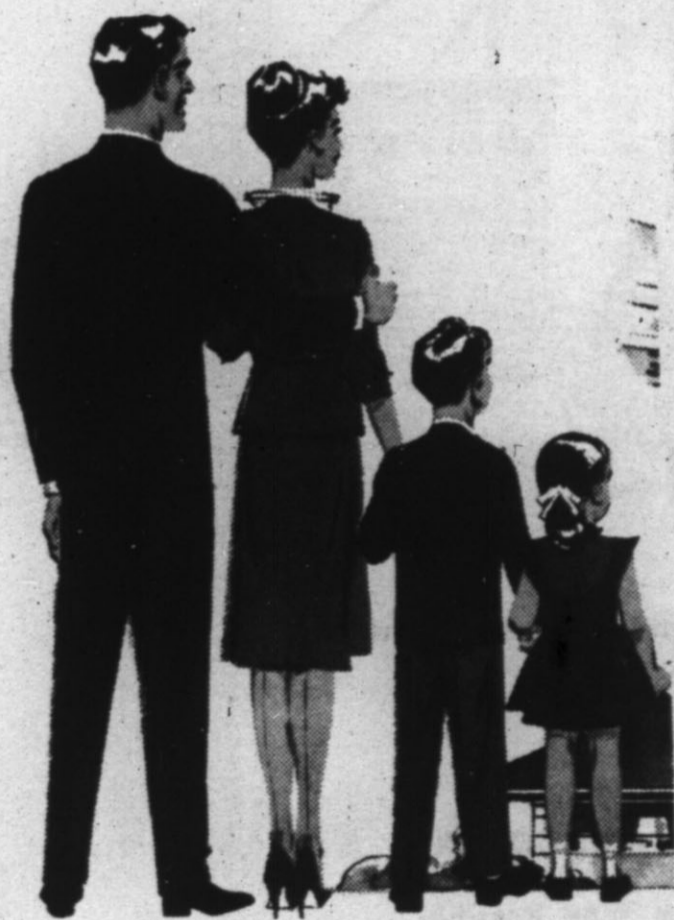
The fiesta is climaxed each year with a gala Coronation Ball in the Bull Barn.



Fiesta queen on her float



Excitement runs high as the Fiesta Queen is selected.



Like a family we have grown with the community and we hope to keep on growing. We are looking forward to many more prosperous years.

Grower & Shipper; Potatoes & Onions

JACK RENFRO

311 N. SAMPSON

EM 4-3131



DEMAND
JUSTICE

We're Proud - To Have A Part In The Tremendous Growth Of Hereford And Deaf Smith County



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Our fertile soil and abundance of irrigation water makes this area one of the most productive in the nation.

Wheat, Cotton, Grain Sorghums, Alfalfa, Sugar Beets, Carrots, Lettuce, Onions and Potatoes all grow very well in this climate. —is it a wonder that we are called the "Salad Bowl" of the Plains?

Native grass and natural lakes makes cattle raising a sure thing.



WE HAVE MANY LISTINGS INCLUDING FARMS, RANCHES, MOTELS, HOMES AND COMMERCIAL PROPERTY. WRITE, WIRE OR CALL US FOR FURTHER INFORMATION. OUR AIM IS TO PLEASE YOU.

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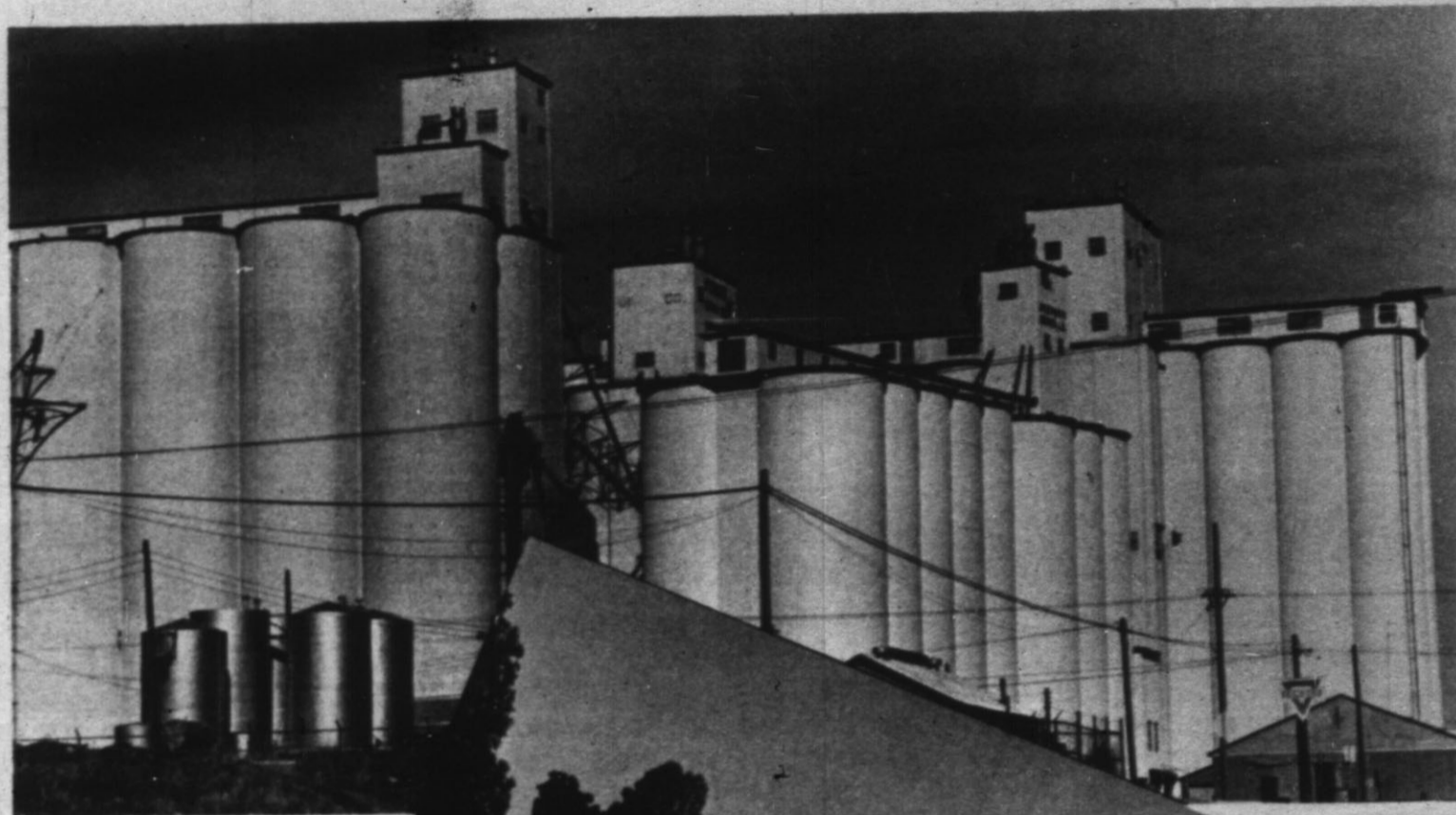


Frontiers Unlimited Edition

The Sunday Brand

Section Two

Hereford, Texas, Sunday, March 25, 1962



Industry

Land

Cattle





Deaf Smith County Hospital was originally constructed in 1927, with a major addition of the Children's Wing in 1956 through the donations of the Jim Hill Estate and public subscription. Currently a small wing is being added to the structure to provide more room for administrative and surgical needs. Adjacent to the hospital is the nurses' home.

DIPLOMAT AT THE SHUTTER

ELMIRA, N. Y. (AP) — A woman complained to Elmira Star-Gazette photographer Fred Perozzi that a picture he had taken of her was not good as

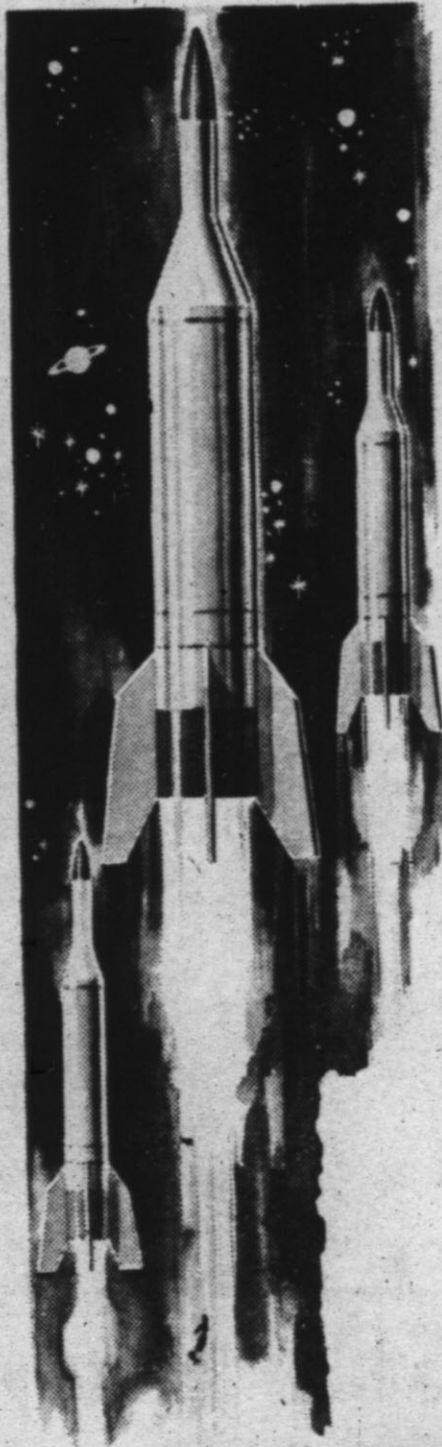
one he had taken previously. "Ma'am, you must remember," he said diplomatically, "that I was 15 years younger at the time."

Thinking Of Nursing As A Career?

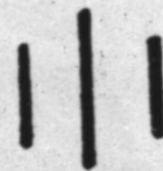


The Deaf Smith County Hospital now has a school for Vocational Nurses. Classes start on January 1, each year and run for twelve months after which students are eligible for the State Boards for Licensed Vocational Nurses. A new class will start on January 1, 1963. Enrollment will be completed for this class by December 1. If interested in this interesting, worthwhile career contact Mrs. Jo Solomon, R. N. at the Hospital.

DEAF SMITH COUNTY HOSPITAL



MODERN as TOMORROW



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- CENTRAL HEAT
- ROOM PHONES — RADIO — FREE TV
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PLAINS MOTEL

520 West First St.

Hereford, Texas

EM 4-0800

Grain Sorghum Is Kingpin Of Deaf Smith Production

Higera used to be a sideline crop in the Panhandle. But that isn't true now. For it improved its ancestry and become a giant in Deaf Smith County agriculture.

Four other grain crops, corn, oats, rye and barley, have remained relatively small.

But grain sorghum, often called "milo", has become the largest single crop in the county. From a modest beginning not too many years ago, it now overshadows wheat, cotton and corn.

For many years, higera was grown mostly as a feeding supplement to range grass.

But scientists developed new hybrid strains, and then crossed these to perfect even better seed.

The result was a new family of grain sorghums, a far cry from those which traced their beginning back to the Egyptians 2,000 years ago.

New types of grain sorghum were adaptable to a wider range of growing conditions. Some were especially developed for dry land, while others were best for irrigated farms.

Either way, the yields skyrocketed to astounding proportions. Measured in pounds, rather than bushels, the totals went up, up and up.

Where farmers once strived for 5,000 pounds, they began getting 6,000 or more. Now, many are looking for yields within the next year or so that will approach or surpass five tons . . . 10,000 pounds.

With increased use of water and fertilizer, the practical ceiling on grain sorghum production keeps getting higher and higher.

This year, the feed grain program slashed ten per cent off the acreage of the previous year. But the 183,057 acres allotted for milo still makes it the dominant crop in the county. Translated into bushels, the county produces between 8,000,000 and 10,000,000 bushels of grain sorghum each year.

In common with the rest of the nation, county farmers find themselves faced with more grain sorghum than the market can absorb. So they have joined enthusiastically with others in a national association devoted to increasing the consumption of milo — either in foods or industrial uses.

During past years, a number of influential foreign businessmen have been guests on tours through the Southwest to learn more about how they can use grain sorghums in their own countries. The Grain Sorghum Producers Association has sent delegates and county agents to trade fairs and manufacturers in other countries to provide still more information about how grain sorghum can become a factor in their livestock, poultry or industrial operations.

Government allotments provide for production of barley on 30,025 acres. Last available figures show that there were 665,590 bushels of barley grown in the county.

In addition, there are about 22,200 bushels of oats and 13,557 bushels of rye produced each year.

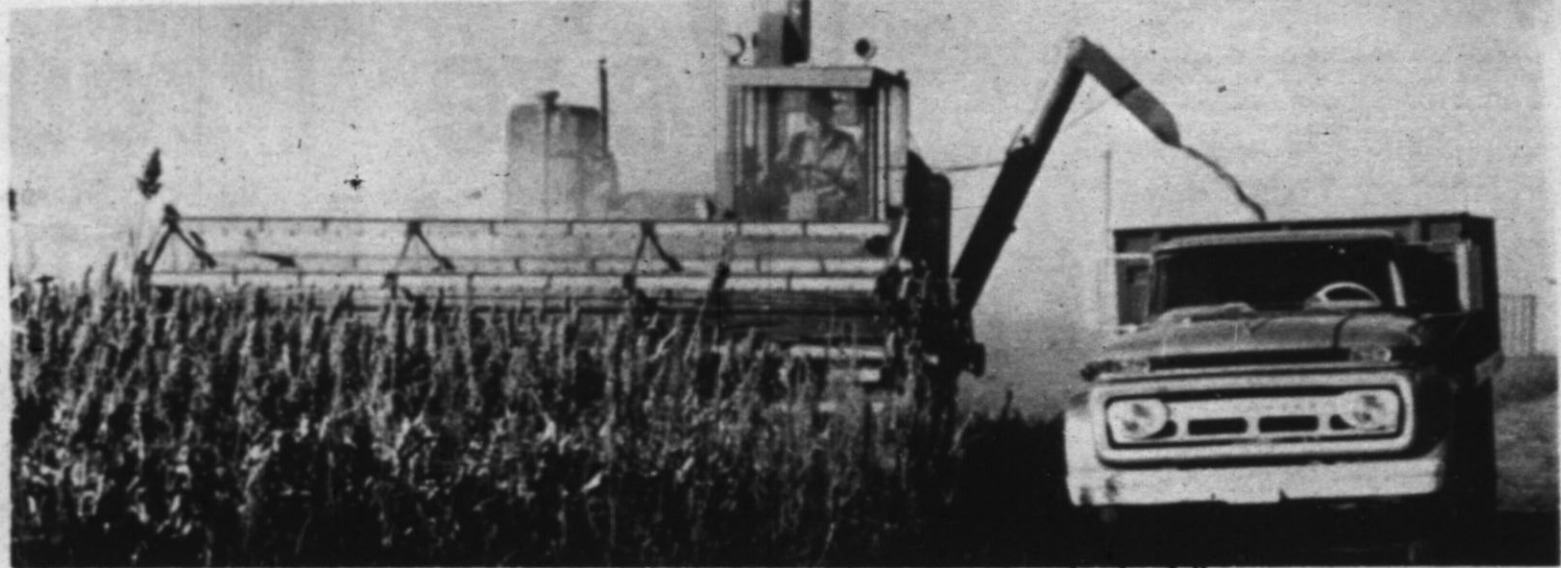
Soybeans account for about

6,927 bushels of production on Deaf Smith County farms, along

with 202,900 pounds of peanuts. There are also some 9,939

tons of alfalfa grown each year.

plus another 900 pounds of alfalfa seed and about 7,000 pounds of vetch seed.



Speed is important as farmers harvest grain sorghum in the fall.



BEHIND THE TIMES?

Not Hereford and Deaf Smith County!

The area, with an abundance of irrigation water and its rich soil adapted to the growing of most products including vegetables, has mushroomed in population and industrial growth beyond all expectations!

WE ARE PLEASED TO HAVE HAD A PART IN THE EXPANSION OF THIS WONDERFUL PART OF THE PLAINS AREA.

Faith in our honesty and integrity has made our business grow, too. Our utmost aim is to please our customers.

HUGH BOOKOUT

Real Estate and Insurance

511 N. Schley

Hereford, Texas

EM 4-3161

Hereford, County Had False Starts

Deaf Smith County, all 1,507 square miles of it, was created from Bexar Territory on Aug. 21, 1887, and was attached to Oldham County for law and court purposes with the notorious town of Tascosa the county seat.

At this time, there was no law protection except for a small Texas Ranger force at Amarillo. The ranchers soon grew tired of the long trip to Tascosa to take care of their legal business. In the summer of 1890 the people of Deaf Smith County signed a petition to become an independent county.

The petition was granted and on Oct. 3, 1890, an election was held and the county became or-

ganized. It was decided that the county seat should be located in the exact geographical center of the sprawling county. It was named La Plata.

But La Plata was doomed by the railroad. In 1898, the Pecos and Northern Texas Railroad was started southwest from Amarillo to Roswell, cutting across the southeast corner of the county.

As a result, the residents of La Plata decided they would rather live near the railroad. An election was held in November, 1898, and the voters elected to move the town to the present location of Hereford.

At that time, Tierra Blanca Creek was flowing continuously along the south part of the little town. In places the creek

was a deep, blue color, so the new town was called Blue Water.

Nine structures, including the courthouse and jail, were moved across the prairie on wagons to the new county-seat.

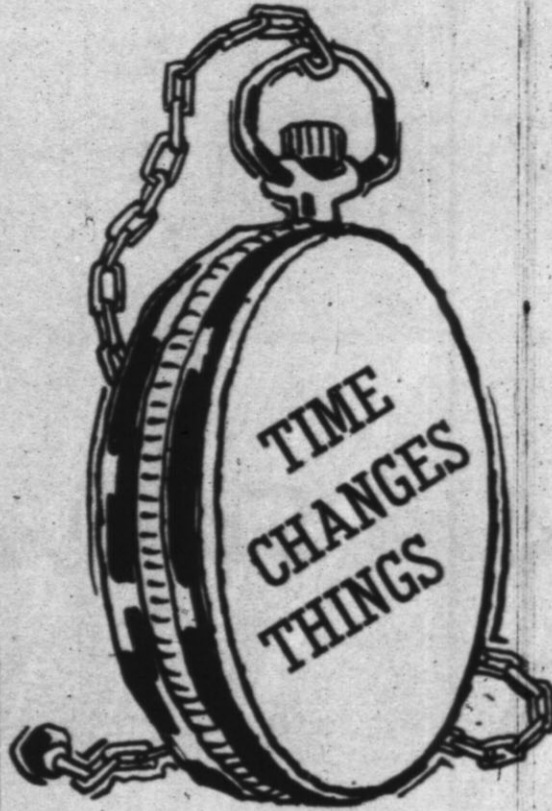
Late that same year, J. R. "Rat" Jowell bought a beautiful herd of Hereford cattle and moved them into the county. Someone suggested that the town be called Hereford, after these cattle. It was generally agreed to be a good thought

and the name was changed.

That was how Hereford, after two other names and one other location, came to be the county seat of the county that is named after a Texas hero in the battle for independence and the capitol of Hereford cattle.



A picture of the first county courthouse is located in the present county building as a reminder of the past.



As The Years Go By

A town and its surrounding territory either grows or regresses — As one of the Pioneer Realtors in this county, we've watched and helped this community expand to great proportions. With our fertile soil, irrigation and favorable growing seasons for grain and vegetables our growth is still unlimited!

OUR MANY LISTINGS INCLUDE

Ranches — Farms — Small Tracts — Town Property

J. C. RICKETTS, Realtor

The Oldest Real Estate Business in Hereford

133 West Third St.

Hereford, Texas

EM 4-3771

A LAND OF FINE SOIL Cattle — Farms

Irrigation
Electrified Farm Homes

Balanced farming is made possible by a balanced country. Ever famous for its fine, thorough-bred cattle, the Hereford area is well adapted for feeding of cattle, dairy herds, hogs and poultry. Some dry land farms make astonishing yields, and the factor of irrigation insures a crop. Wells flowing at the rate of 1,000 to 1,500 gallons a minute are a beautiful sight in the heart of this vast, fertile district.



ROY V. SMITH, Real Estate

921 East First Street

Hereford, Texas

EM 4-1800

Early Users Of Electricity Bought Their Own Meters

Electric service in Hereford in 1908 was a far cry from that enjoyed by Hereford citizens now. The average residential customer today, for example, pays about 82 per cent less for his electricity. In 1908, this customer's electric bill would have been \$43.75, based on the average usage of 250 kilowatt hours a month. Today, this same customer of Southwestern Public Service Company would pay only \$7.88.

Not only did this 1908 electric user pay more, but he either had to buy or rent his own meter to boot. Today, Southwestern Public Service Company furnishes the meter without charge.

What caused this drastic change in the short span of 54 years? For the answer we talked with Cleo Meharg, Public Service district manager here since 1953. Said Cleo, "There's only one answer that makes real sense — efficient operation. And, the proof of that is that we are able to maintain low electric rates despite a tremendous inflationary increase in the cost of materials, equipment and operation. Constantly our engineers are seeking ways to reduce the costs of operation."

"For example, we recently installed in our dispatching center an automatic loading system that takes into account the

Utilities Are Accurate Index

A community cannot be measured solely by the number of its residents; rather, it is what they do that is important.

But a community's physical size can be accurately determined by its utilities. No one is going to purchase another water meter or gas line just to boost the town.

The water for the city is furnished by the City of Hereford, which now has far more than an adequate amount of underground and overhead storage for all its municipal, private and business needs. Last fall, the city listed 2,645 water meters.

Hereford was one of the last towns in the area to convert its telephone system to dial operation. But when it was converted the local office was equipped with the latest in equipment, including the DDD, Direct Distance Dialing. You can call New York City or Los Angeles as easily as another number in the city merely by using a three-number code prefix.

Currently, Southwestern Bell Telephone has more than 3,900 stations, including 2,573 residential listings, 970 businesses, 177 PBX stations, 110 pay stations, 66 rural customers and one teletype machine.

The West Texas Rural Telephone Cooperative, formed in 1947, just recently was separated from the Deaf Smith County Rural Electric Cooperative for administrative purposes. The rural telephone system includes 465 residential listings and 24 businesses.

The rural electric office here has 2,063 subscribers. These include 1,326 residences, 618 irrigation lines, 85 commercial customers, 25 large power users and nine public buildings.

Another vital utility in the community is the Pioneer Natural Gas Company, which has 2,662 urban customers, both residential and business, in addition to more than 970 irrigation accounts.

costs of operating various generators, plus other economic factors and then, faster than men can make such calculations, automatically selects the lowest cost units to provide the electric service needed at the

time. It is estimated that this device will effect, in itself, a savings of \$20,000 a year."

Today Southwestern Public Service operates 12 giant power plants capable of producing over a million and a quarter horsepower with another 150,000 horsepower ready in June, and with construction already started on another 270,000 horsepower unit to be ready in 1964. Truly, Hereford people have available to them all the elec-

tric power they can use.

What amazing progress, when we compare this to the two small engines that eked out about 200 horsepower (less than today's average automobile engine) back in 1908.

Five big transmission lines feed through Hereford; a 115,000 volt line (that is built to be easily converted to 230,000 volts when the need arises) comes into Hereford from Plant X — the company's largest generat-

ing station. Another line of the same capacity and same type enters Hereford from the second largest power plant — Nichols Station. Then there are two more 155,000 volt lines — one coming from Clovis and the other from East Plant, the fourth largest power plant. In addition, a fifth line of 69,000 volts serves Hereford from the company's Tuco Plant.

Back in 1924, a predecessor (Continued on page 4)

STRIKING CONTRAST

To the modern electric home of today and tomorrow, is this kitchen of yesterday — without electricity and the myriad benefits it brings. Nostalgic reveries about the "good ol' days" fail to recall drudgery and monotony that were the lot of women before electricity was available.



KITCHENS SUCH AS THIS ONE are no longer things of the future, but exist now and remain only to be mass-produced and marketed to American public. Curved-corridor type kitchen features

an electric turntable which, at touch of a button, moves dirty dishes to the sink and dishwasher, puts dessert in front of diners. This is only a tiny first step toward the home of the future.



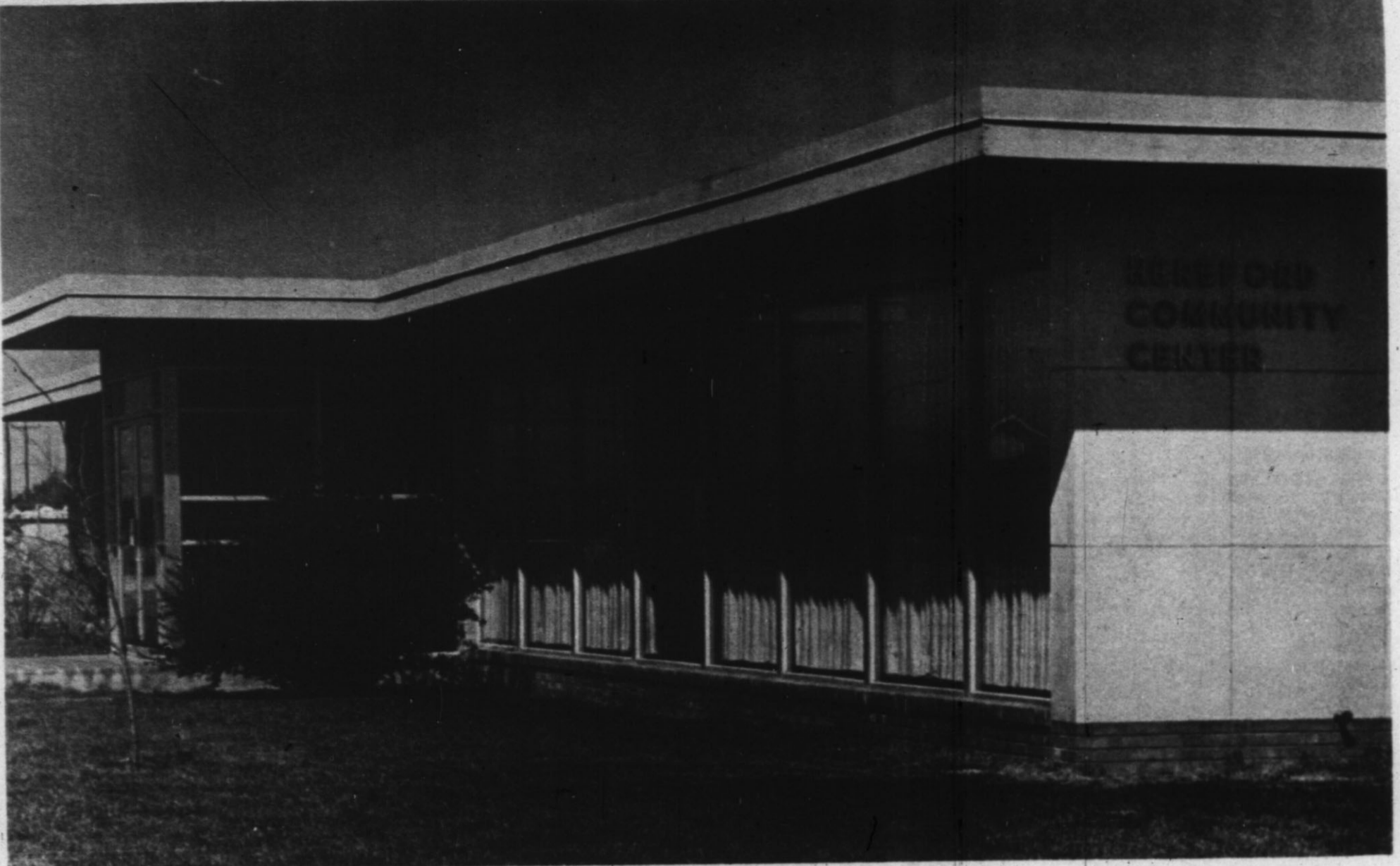
Deaf Smith County Electric

Cooperative

Leads the Way to Happy - Profitable
FARM HOMESTEADS



Center Built For Community Needs



Hereford's Community Center has gained rapid acceptance as a meeting place of the community.

If any one building in the City of Hereford was selected to illustrate the pride, spirit and progressive ideas of the community, that building would be the Hereford Community Center.

The Center was built as a community project to provide a needed meeting place in the city for clubs and for use as a place for teenage activities.

From March, 1961 to March, 1962, a total of 747 youth activities had been held in the building. These included everything from Campfire, Bluebird and Boy Scout meetings to junior high and senior high dances.

Since the Center is not only for youth activities, but for adult meetings, clubs, organizations and committees used the building 375 times during the past year.

Among the activities scheduled for the center during the year were the Parent-Teachers Association district meeting, Shrine Clinic, Senior Party, Pioneer Day, Top of Texas Work Shop and the District Home Demonstration Meeting.

The history of the Community Center can perhaps be traced from the community's realization that a youth center was needed. In 1945, efforts were begun and a Teen Town was organized.

The group adopted a constitution and elected officers, and the first activity of the group was planned for the City Hall.

However, the building of the youth center never became a reality.

In 1958, the community was again urging the construction of a youth center. But, at a special called meeting of the City Commission in 1959, a donation of \$60,000 from the Jim Hill Estate for the construction of a youth and civic center was announced.

With the gift, the estate trustees specified that the city supervise construction, locate the building in the central part of town and issue no bonds or warrants toward construction

costs.

The building was also to be for the use of the whole community.

Since the building costs would exceed the donation, a drive was started to raise the additional money. The drive received a serious setback, however, when bids on the building exceeded the \$110,000 estimated.

Following negotiations with the lowest bidder, costs were cut by \$23,000 and the contract was let to a Dimmitt firm for \$107,000.

With \$93,000 pledged or given, construction began in May, 1959. A second drive for funds was launched in the spring to raise the remaining \$17,000.

Since the building was a community project, committees were organized for the planning and construction of the Community Center. Co-chairmen for Planning and Finance were Don Zimmerman and John Douglas Pitman.

Serving as chairman of the Finance Committee was Ear-

nest Langley. Committee members were Mrs. Joe Reinauer, the Rev. Gilbert Davis, Ed Skypala, D. C. Martin, and Mrs. Ira Ott.

The Finance Committee with Ben Childers as chairman was composed of Mrs. Argen Draper, Mrs. Tom Robinson, Mrs. Art Manjoet and Mark Woodall.

The building was constructed with one wing planned for youth activities and included a banquet room that would seat 240 persons. The facilities also included a lounge, an office, a kitchen and kitchenette, meeting rooms and storage facilities.

Even though the Community Center was completed in February, 1960, and opened for use, formal dedication ceremonies were not held until March.

At the dedication, the Jim Hill Estate announced an additional gift — funds for air conditioning that had been left out to cut costs.

Since the Center opened, Mrs. Eula Lee Cave has been serv-

ing as the director of activities. Her appointment was announced shortly before the opening of the building.

We have watched the HEREFORD AREA grow into one of the leading vegetable sections of the southwest.

We were growing the first potatoes . . . growing the first lettuce in the Hereford territory. Since then we have come into chemicals and fertilizers for greater and better quality produce.

ASSOCIATED GROWERS

OF HEREFORD

Early...

(Continued from page 3)

company serving Hereford, had only 447 "services". Interpreted, this meant that there were 447 homes and businesses being served, but 175 of these customers still had to own their meters on a rental agreement.

The growth of Hereford is reflected in the fact that Southwestern Public Service Company today serves 3,146 residential, commercial and industrial customers, none of which have to pay for their meters.

The post-war growth of the city is indicated by comparing 1944 and 1961. On Dec. 31, 1944, there were 812 residential customers who used only 841,000 kilowatt hours for the year. As of Dec. 31, 1961, three times as many customers (2,504) used almost ten times as many kilowatt hours of electricity (8,349,027 kwh).

The commercial customers, too, reflect the remarkable growth of Hereford. As of Dec. 31, 1944, there were 243 commercial customers who used 830,123 kilowatt hours that year. In 1961, however, the number of commercial firms had almost doubled (542) and used just under 8 million kilowatt hours for the year.

Industry shows growth in the Hereford area. 1944 had seven industrial customers using 357,996 kilowatt hours, but in 1961, the number of industries had risen to an even 100 who used almost 6¼ million kilowatt hours.

The Southwestern Public Service Company payroll in Hereford last year edged the \$80,600 figure. The company paid over \$30,000 in ad valorem taxes.

Electricity is in demand more each day, on the farm, in the home, at business and industrial sites. New uses are being found for power — such as the newest gadget on the market: an electric toothbrush.

AUTO
COMPENSATION
LIFE
LOANS



FIRE
HAIL
BONDS
CASUALTY

Lone Star Agency

601 MAIN

PH. EMERSON 4-0555

HEREFORD, TEXAS



SAM NUNNALLY
Realtor
Real Estate — Insurance



LLOYD SHARP
Insurance
Automobile Loans



NAN ROGERS
Bookkeeper



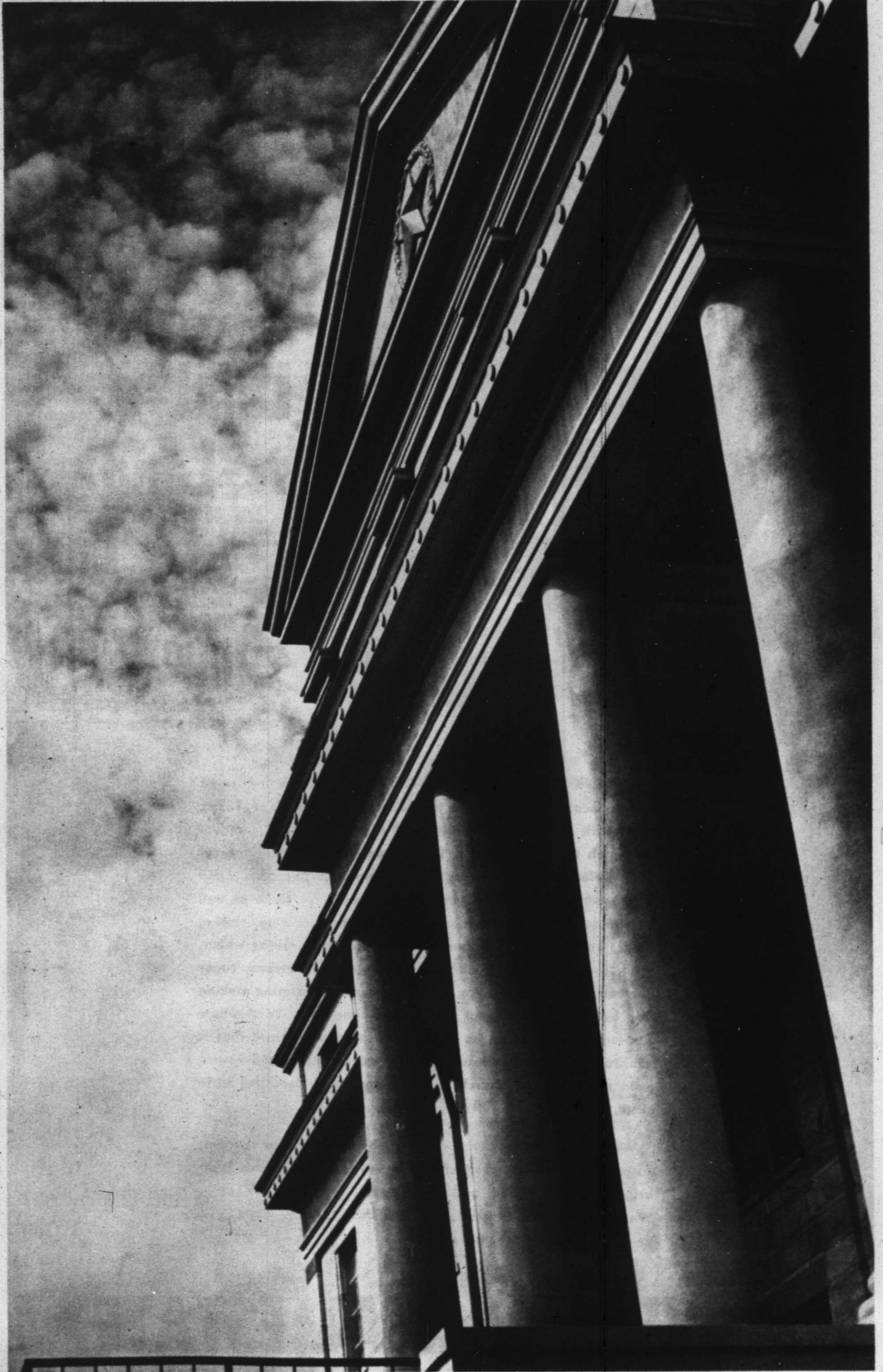
HAROLD MORTON
Real Estate
Real Estate Loans



RALPH STARR
Life Insurance



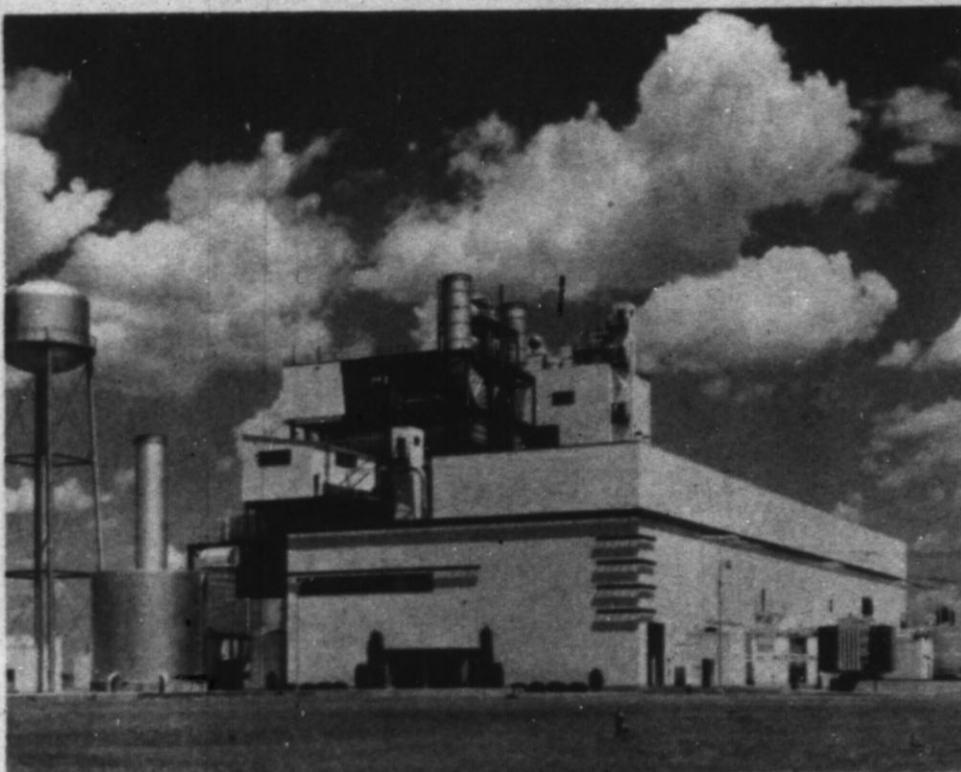
LOVILLA COCHRAN
Receptionist



Built in 1910, Deaf Smith County Courthouse is still ample

ELECTRICAL FRONTIERS UNLIMITED . . .

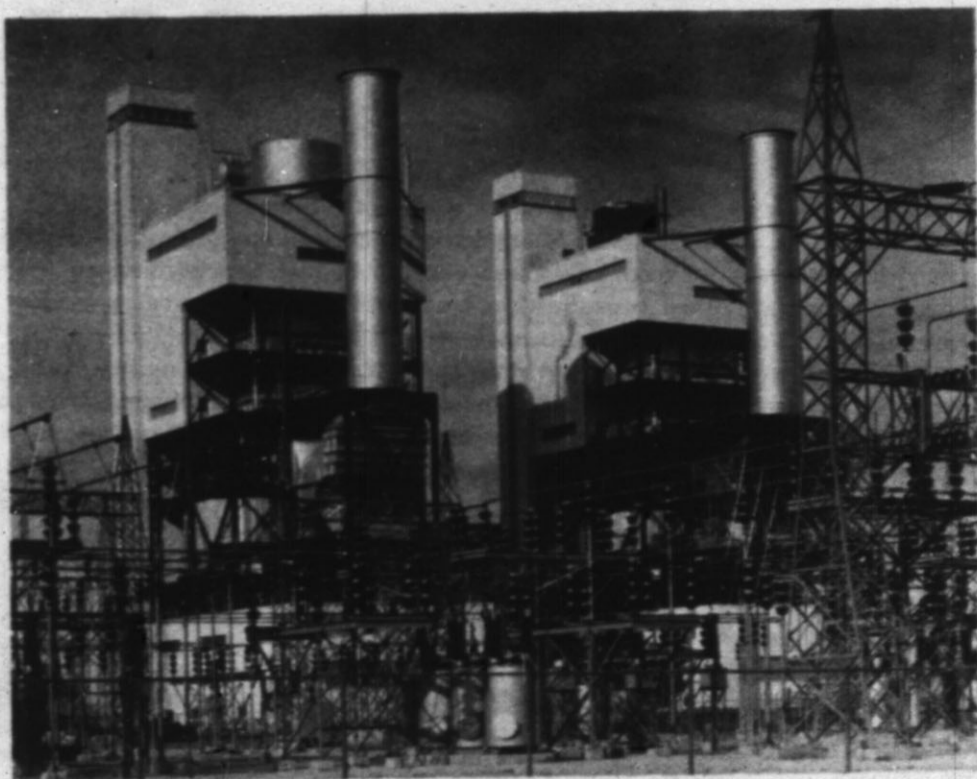
Reddy to serve you!



PLANT "X" — Soon To Be More Than 600,000 Horsepower

You can always depend on Reddy Kilowatt, your electric servant, to give you the wonderful conveniences of modern electric living. Throughout your day, he's ready to serve all your electrical needs! From his work-saving time-saving appliances to the modern luxuries of clean electric heating and air conditioning, Reddy's working for you. And the more you use his services, the less you pay per kilowatt hour.

Yes, electricity is your best household bargain and it's your investment in a brighter, more modern tomorrow for your home and family.



NICHOLS STATION — OVER 300,000 HORSEPOWER BY JUNE

Plant "X" and Nichols Station are two of the twelve power plants on Southwestern's interconnected system that provide Hereford and its area with electric power . . . power for now and for the future. Southwestern Public Service Company is proud of its part in helping Hereford to grow and pledges to always stay ahead of the demand for dependable electric power.



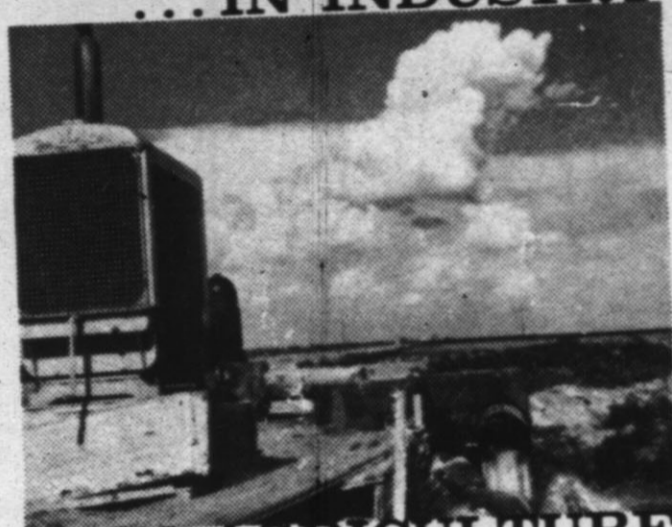
Serving America's Most Promising 45,000 Square Mile Area



IN THE HOME



... IN INDUSTRY



... IN AGRICULTURE

NATURAL GAS IS SETTING THE PACE FOR PROGRESS

On the plains of West Texas there's a mighty work horse harnessed to the whirring wheels of progress. It is Natural Gas, nature's fabulous energy . . . plentiful, economical and versatile. As a familiar fuel, Gas cooks and preserves our food, heats and cools our homes. Quickly and efficiently, it likewise heats water, dries our clothes, consumes our trash and garbage . . . even provides illumination for our sidewalks and patios. Agriculturally, Gas is much in demand for irrigation purposes, providing low-cost energy for a majority of the deep-well turbine pumps in our area. Industrially, few manufacturing firms could exist today without the intense heat which natural gas produces for the processing of metals, chemicals, dyes and hundreds of other raw materials. These are the facets of Gas which are common knowledge. But versatile Gas has another side to its personality . . . a side overlooked by many folks. For literally thousands of the items used in our daily lives are Natural Gas in origin. Vinyl plastics, synthetic rubber, cosmetics, ink, cleaning fluids, explosives, anesthetics, anti-freeze . . . these are but a few of a long list of products made from the hydrocarbons of Natural Gas. Is it any wonder, then, why such natural riches, in the hands of forward-looking Texans, shouldn't make our area one of the fastest growing in the nation? Progress is energy in action . . . and in West Texas that energy is Natural Gas!



fuel for a growing empire  **Pioneer Natural Gas Company**



FARM LIFE
 IS A
GOOD LIFE
 AND DOUBLY SO IN
DEAF SMITH
COUNTY
Land -
Land -
Land
 OF
Opportunity!

WHY SEEK AFAR OFF, LAND TO BUY? The finest land to be had is located right here in the heart of the Plains of Texas. Land with a greater possibility and a greater future. Land of deep rich fertile soil that is underlaid with an abundance of pure water for both domestic and irrigation purposes. Land of a most ideal healthful year round climate for stock as well as people. Land that is most ideal for dairy farming, raising cattle, hogs and poultry. Land that is ideal for growing wheat, grain sorghum, cotton, alfalfa, corn, potatoes, lettuce, sugar beets and many other crops. Land of diversified farming making it possible to spread your income over the year. Land where farmers are prosperous as well as the merchants. Land that is profitable as an investment. Land of good roads, good homes, good schools, good churches, fine people and beautiful little cities.

We have a large assortment of listings of farms and ranches, large and small, improved and unimproved, irrigated and non-irrigated, high priced and low priced, for terms or cash. We should be able to help you in selecting a farm. Write, wire or come to see us for particulars.

WESSON REAL ESTATE

201 So. 25 Mile Ave.

Hereford, Texas

Office EM 4-2528 - Res. EM 4-2860

Town without a toothache Slogan was started in 1943

While other cities battle about "floridation," Hereford continues to be known as "The Town Without A Toothache". It isn't completely true, of course, but intensive study has revealed beyond a doubt that something in the water around Hereford is beneficial to both teeth and bones.

The slogan was first applied to Hereford as the title of a story filmed by Universal News Reel in 1943. In print, the story first appeared under the by-line of J. D. Ratcliff in Collier's magazine, then was reprinted in magazines and newspapers around the world.

Much of the information about the strange lack of cavities for natives of the area came from research done by George W. Heard, D. D. S., after 28 years of practice in Hereford. He could call on 17 years previously as a dentist in Alabama for comparison.

In an article for the April, 1944, issue of Oral Hygiene magazine, Dr. Heard said, "In the schools of this town there are a thousand pupils. About half of them do not have a single tooth showing caries (cavities). Yet they have given their mouths no better attention than school children in other parts of the country. The young people who have grown up here have attracted attention in all parts of the world during this war because of their fine teeth.

"My observations have convinced me that the food grown in this area of Texas is rich in the minerals and vitamins which maintain teeth virtually free of dental caries."

Many others agreed with Dr. Heard, now retired and living in a Golden Age home in Dal-

hart. A large number of people throughout the country each year buy bottled Hereford water and/or eat bread made only with stone-ground Deaf Smith County wheat.

Newcomers to the community ask, "If this is the town without a toothache, why do you have dentists at all?" Usually they are jokingly told that the dentists are here only to take care of those who move here from other parts of the country.

Actually, natives do have cavities . . . they just don't seem to have as many. And dentists have found that families who have moved into the community seem to gain some of the same resistance to cavities.

And the properties which keep natives' teeth relatively free from cavities also seem to strengthen bones. There are many instances of elderly Hereford citizens breaking bones which would have made invalids of persons in other area. But the Hereford citizens seem to have a resiliency that helps their bones knit more quickly and with more strength.

Research along this line presently is being carried on by the Deaf Smith County Research Foundation, comparing teeth and bones of natives with similar samples from more than 50 other countries. All indications are that there are some properties found in this area which are not naturally present in other regions.

The slogan isn't completely true, but it does have enough scientific backing to at least help support the claim that Hereford is "The Town Without A Toothache."



Vegetables, such as this load of cabbage, for the lack of cavities among natives of are believed to be partially responsible the county.



Carrots are one of several major vegetable crops grown and shipped from Hereford each year.

POMONA PUMPS

WORKING

Hand in Hand for MORE PROFITS

through

BETTER FARMING



Hereford Cow Capitol Sees New Interest In Livestock



Ranchers from all over the world, such as these from Argentina, come to Hereford to see and buy the famous Whitefaces from whom the city got its name. Hereford is known as "The Hereford Cattle Capitol of the World"

When the Panhandle of Texas was settled, it was because many felt this would be good cattle country. A syndicate formed to build the state capitol in Austin took its payments in land, including what is now Deaf Smith County, and formed the mighty (although unprofitable) XIT Ranch.

Hereford even got its name from cattle, following the suggestion of a forgotten visitor.

When La Plata was the county seat, cattle was the largest single industry. The economics have changed somewhat, and everyone has benefited, since wide agricultural diversification has meant a more stable economy.

But cattle remain the solid backbone of the county.

Rat Jowell and L. R. Bradley brought the first registered Hereford herd into the county in 1898 from Kansas City and formed the dependable base upon which the cattle business could grow and prosper.

Not all of the cattle in Deaf Smith County are registered. In fact, most of them aren't. But the registered cattle gave Hereford its reputation as "The Hereford Capitol of the World" ... and they have helped maintain that same claim by winning honors across the nation.

In addition to these, the commercial herds have been the largest contributors of the cattle income in the county. While their bloodlines might not go back to Prince Domino or the other famous sires, they have produced good, tasty beef each year.

The impact of the cow upon the county economy still is readily apparent. Last year, more than 21,500 cattle and another 11,700 calves were marketed alive from the county. Livestock sales, not including hogs, lambs, chickens and such, reach more than \$7,000,000 each year.

For several years, the young vegetable business took the spotlight in the county. But recently it has had to share part of it with cattle.

In 1959, the Registered Cattle committee of the Chamber of (Continued on Page 10)



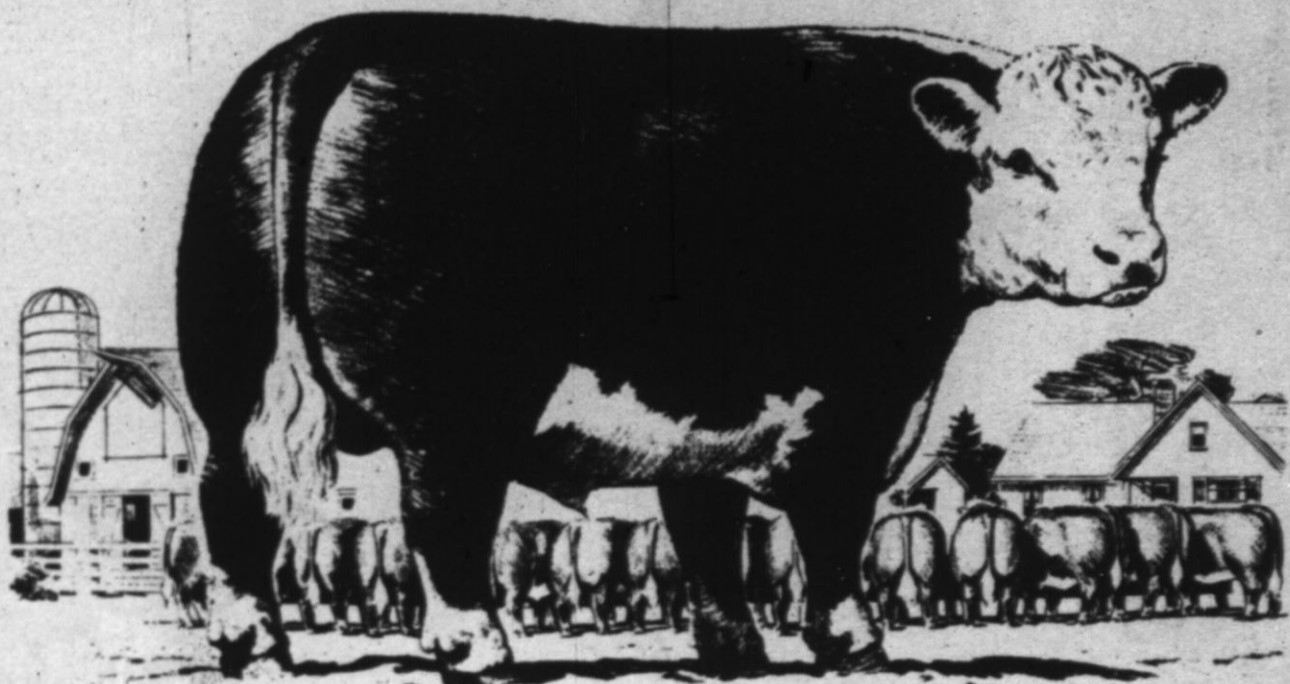
WESTERN FEED LOTS

JIM McANDREWS

East Hwy. 60 — Hereford — CL 8-4600

WANT MORE PROFIT?

Research proves* **HEREFORDS MAKE MORE MONEY..



HERE ARE THE FACTS...

<p>Texas A & M College data submitted for publication shows Herefords yield more pounds of loin, rib and round with less kidney and fat. Lewter Feed Lots, Lubbock, Texas, was the site of the tests. Data recorded by the feed lot shows Herefords gain more pounds on less feed. The tests compared two leading breeds.</p>	<table border="0" style="width: 100%;"> <tr> <td style="width: 50%; vertical-align: top;"> <p>Herefords in the Feed Lot...</p> <ul style="list-style-type: none"> • .12 lbs. more gain per day • 83 lbs. less feed per 100 lbs. of gain • \$7.66 per head more net profit ... based on Lewter Feed Lot figures </td> <td style="width: 50%; vertical-align: top;"> <p>Herefords in the Carcass...</p> <ul style="list-style-type: none"> • 9.6 lbs. less offal • 3.2 lbs. less kidney and fat • 9.2 lbs. more hindquarter • 12.4 lbs. more loin, rib and round • 4.2 lbs. more trimmed full loin </td> </tr> </table>	<p>Herefords in the Feed Lot...</p> <ul style="list-style-type: none"> • .12 lbs. more gain per day • 83 lbs. less feed per 100 lbs. of gain • \$7.66 per head more net profit ... based on Lewter Feed Lot figures 	<p>Herefords in the Carcass...</p> <ul style="list-style-type: none"> • 9.6 lbs. less offal • 3.2 lbs. less kidney and fat • 9.2 lbs. more hindquarter • 12.4 lbs. more loin, rib and round • 4.2 lbs. more trimmed full loin
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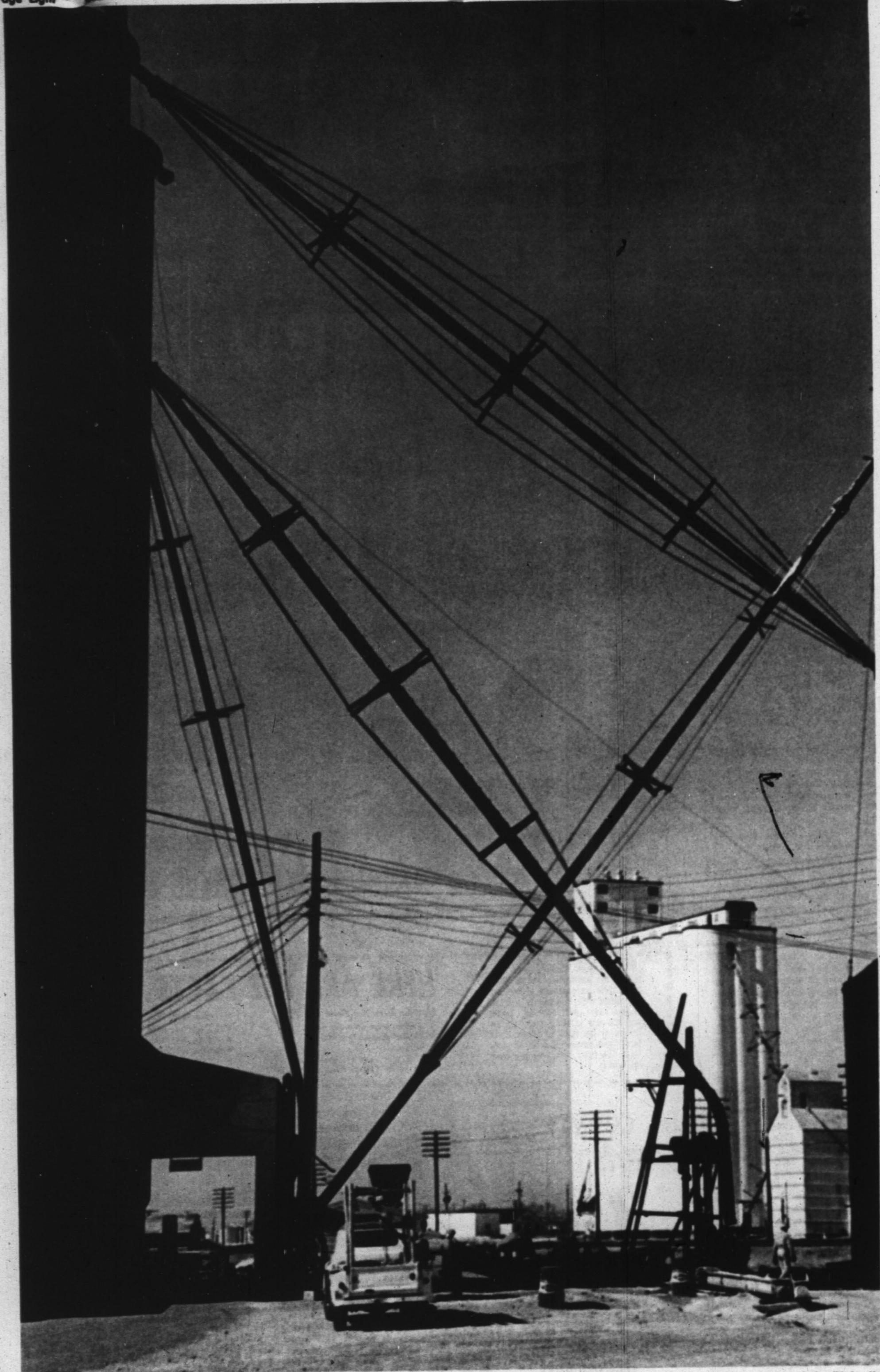


Quoting from the summary of the report, "The boneless, closely trimmed roast and steak meat is considered to be a fundamental measure of the cutout value of beef carcasses. Herefords showed a statistically significant advantage in the weight of boneless round and sirloin."

The facts shown above, and others which show Herefords to be the most profitable beef cattle, were revealed in the carcass and cutout studies conducted under the supervision of Dr. O. D. Butler, of Texas A & M. He was assisted in grading and cutting by Professor L. E. Kunkle of Ohio State. For your copy of a summary of the data, write for the booklet, "Hereford Feedlot and Carcass Facts."

Durward Lewter, owner and manager of a feed lot that handles almost 89,000 cattle a year says, "On the basis of this experiment, we figure if we feed only Herefords our profit on 89,000 head would be \$681,740 more per year, and our packers would increase their return by \$287,790 by killing only Herefords."

THE AMERICAN HEREFORD ASSOCIATION
HEREFORD DRIVE KANSAS CITY 5, MISSOURI



Uncrowded for space, Deaf Smith County tends to sprawl across the countryside, both in its home and business construction. An exception always noted are the numerous grain elevators, "Skyscrapers of the Plains."

FIRST WELL IN 1910

Irrigation Water Lifeline Of Area Wealth, Progress

"With a big 40-horsepower engine and a rotary pump that will discharge an eight-inch stream, D. L. McDonald, who is making a test of the underground water supply on his farm three miles south, began last Monday at 12:30 to make a long run.

Deaf Smith, Randall, and Potter counties, south to Lubbock.

Figures released by the Water District reveal some 365,000 acres of irrigated land within the county, spread over some 700 farms. There was an esti-

ated 230 miles of underground irrigation pipe in use in 1960, on 320 different farms in the county.

But Hereford area farmers continue to mine the wealth of water, sinking wells at a

rate of nearly 100 per year at the present time. In 1956, 185 irrigation wells were completed, 165 in 1957, 106 in 1957, 128 in 1959, 97 in 1960, and some 90 wells in 1961.

Irrigation, without a doubt,

has played not only a key role, but an instrumental part in the progress of Deaf Smith County. Irrigation, the area's lifeline with progress, continues to pump new hope into the area's prosperity.

"After a three-day test, during which time many townspeople and farmers witnessed the pump, Mr. McDonald feels safe in his conclusion that the underground water supply is inexhaustible and plenty for irrigation purposes."

Thus, the Hereford Brand of Feb. 25, 1910, heralded the dawn of a new era in Deaf Smith County.

"All who saw the test are highly pleased and are convinced that Hereford has a mint in her water supply," continued the story.

And what a mint it turned out to be! Irrigation, the watery lifetime of Deaf Smith County, has transformed the area from what was termed "The Great Desert" on many maps at the turn of the century, into what is now recognized as the "Salad Bowl of the Golden Spread."

Hereford, once called "The Windmill City" because of its 400 windmills, has taken advantage of the lifeline that was cast out by McDonald's well and the thousands that have followed it.

Historians will point out that the Pacific coast was settled long before the High Plains, and the sole reason for the delayed settlement of the area was simple — lack of water.

A glance at the tall prairie grasses that dominated the region proved that the soil was fertile and suited for farming, but the lack of surface water pushed would-be settlers farther westward.

But when the windmill came to pass, ranchers invaded the grassy area. Water was plentiful for the settlers and the cattle, but cultivation often proved fruitless because of the cloudless skies.

Since the first permanent irrigation well began pumping in 1910, approximately 2500 wells have gone into operation. Land prices boomed from as low as \$20-50 per acre in the early 1900's (before irrigation) to an estimated average of \$200-\$400 per acre on unimproved irrigated land at the present time, according to one local real estate broker.

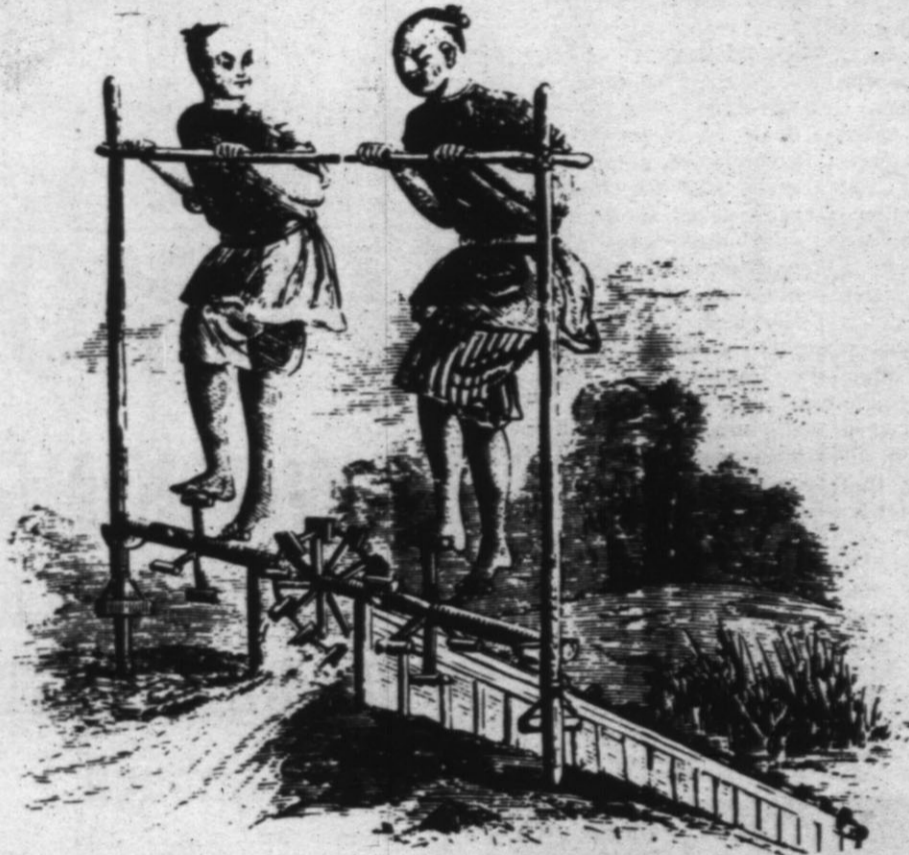
Although varying in the many areas in the county, ground water tables are estimated as being some 200-300 feet thick within a ten-mile radius of Hereford, according to the High Plains Water Conservation District.

Irrigation well drilling reached a peak in the late 1940's and early 1950's in the Hereford area.

Because of the realization of the importance that underground water supply was playing and would continue to play in the development and progress of the area, the High Plains Underground Water Conservation District was organized in February, 1953.

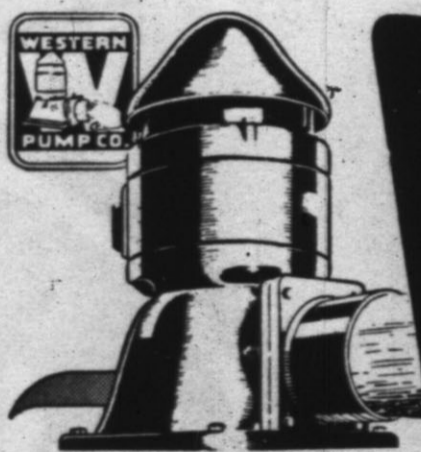
The district was set up and directed by area farmers. District I includes all or parts of 13 Panhandle counties, from

YESTERDAY —



This Chinese Treadmill May Still Be In Use

TODAY —



*Eliminate
Costly
Bearing
Replacement
with*

WESTERN Deep Well TURBINE PUMPS

When you install a Western Pump with Western exclusive vibration dampened tubeline you save hundreds of dollars in maintenance costs.

BIG T PUMP CO., INC.

New York Ave.

Hereford, Texas

EM 4-0353



Herd of Hereford Whiteface cattle grazing in tall grass are familiar sights in Deaf Smith County. The cattle industry is one of the most important aspects of the area's economy, with sales of more than 31,000 head each year.

Texas Legends Of 'Deaf' Smith Live In County

Deaf Smith County was named in honor of one of Texas' most honored heroes and a giant in the battle of San Jacinto, Erasmus "Deaf" Smith.

He was born in New York State on April 19, 1787, but moved with his family to the Mississippi territory in 1798.

In 1821 he came to Texas and made his home near San Antonio. Never one to care much for gatherings and social life, he spent a lot of time wandering by himself in the lonesome reaches of the prairie. Although he was still a young man, he was partially deaf, which led his friends to call him "Deaf Smith."

At the beginning of the Texas fight for independence, Deaf Smith was one of the first to join the meager Texas forces. Since he knew the country so well and reputedly could smell either Indians or Mexicans, he was assigned to scout duty. In March, 1836, he was put in charge of the army's scouts, under the command of General Sam Houston.

On the morning of April 21, 1836, he was sent by General Houston to destroy Vince's baggage, which was the only avenue out of Buffalo Bayou. Sneaking around the Mexican soldiers of Santa Anna, he accomplished his mission.

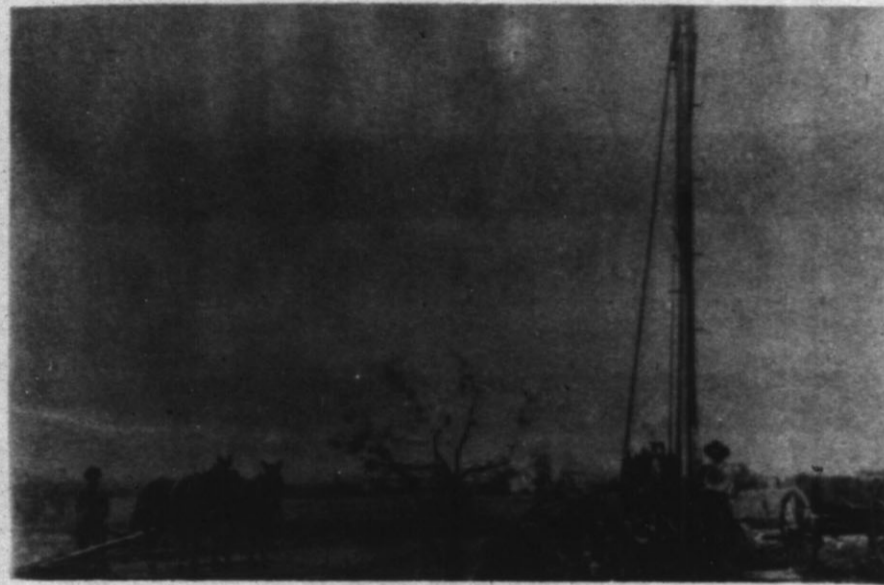
That afternoon, the Texans swooped down on the surprised Mexican army. Yelling their battle cry, "Remember the Alamo", they quickly routed their enemy and gained Texas independence. Deaf Smith fought with such courage and daring that he won the praise of the entire Texas army.

Later, Deaf Smith was made a Captain of the famed Texas Rangers, but soon retired and located in Richmond, Tex., where he died November 30, 1837.

Asked one day if he didn't find his hearing defect a handicap, he answered, "No, I sometimes think it an advantage — I have learned to keep a sharp lookout and I am never disturbed by the whistling of a ball (bullet) — I don't hear the bark until I feel the bite."

A monument in Richmond was raised to the famous Texas scout and hero. On its base it says, "So valiant and trustworthy was he, that all titles sink into insignificance before the simple name of 'Deaf Smith.'"

IN 1904 This Was...



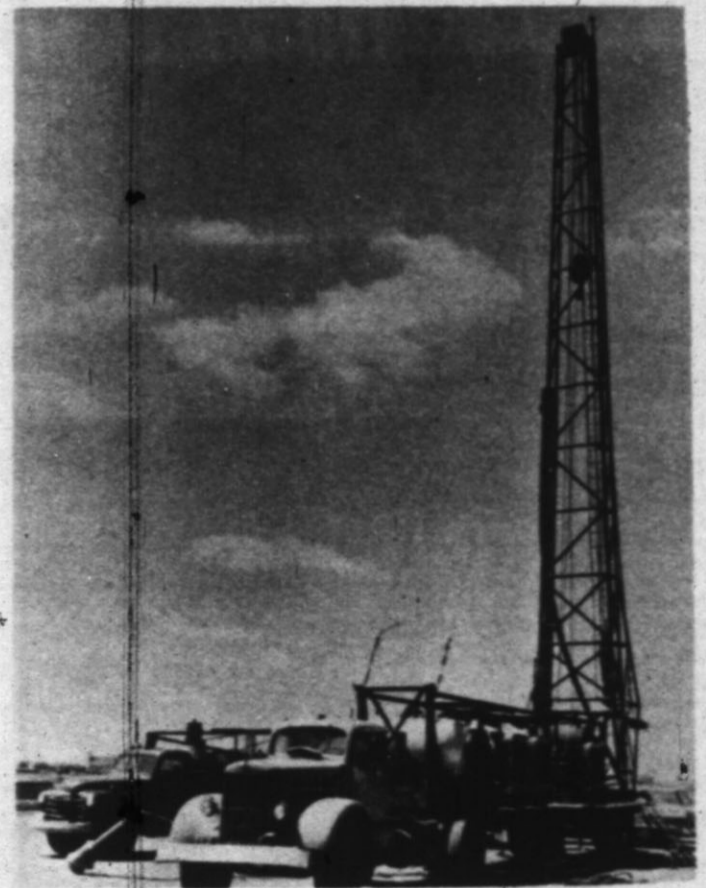
The Equipment Used To Drill A Well.

WELL DRILLING HAS IMPROVED CONSIDERABLY SINCE THAT TIME . . .

IN 1962 THIS IS...

The New Modern Equipment We Are Using For Easier, Faster and Better Drilling.

We've Come A Long Way Since 1904 And Our Frontiers Are Still UNLIMITED . . .



Thanks To You — Our Friends And Customers

West Texas Drilling, Inc.

West Hiway 60

"10 YEARS IN HEREFORD"

J. D. Kirkland, Mgr.

Since 1901...

PROGRESS

**HAS BEEN THE KEYNOTE IN OPERATION
OF THE BRAND!**

During the Past 61 years we have seen many changes take place
in this country . . . but NEVER have we observed such

OUTSTANDING OPPORTUNITIES

**AS DEAF SMITH COUNTY AND THE HERE-
FORD TERRITORY AFFORD TODAY!**

IRRIGATION FARMING! FINE CATTLE! A VEGETABLE INDUSTRY! CHEAP LAND

are four factors which today establish this area as an important U. S. FRONTIER — and because the surface has barely been scratched in any of these phases, continued PROGRESS is INEVITABLE.

DEAF SMITH COUNTY

Was One of the few in the United States to record MORE FARMS in the 1960 Census!

HEREFORD . . . Is One Of AMERICA'S Top "Per Capita Income Areas . . . today!"

THE HEREFORD BRAND

Established 1901

THE SUNDAY BRAND

Established 1948

Hereford...

(Continued from Page 7)
Commerce decided to hold a Cattle Tour. It was a huge success, with thousands flocking to see the cattle that roamed the huge ranches of Deaf Smith County.

Seven area ranches financed and staged the tour during one busy day. The trip included visits to seven registered Hereford ranches, with time out for refreshments, a barbecue and icy-cold watermelons. Sponsoring the tour were Cocanaugher Ranch, Dameron Hereford Ranch, Colby Conkwright and Son, Howard Gault, H. G. Robbins and Son, Jack Renfro Ranch and Walter Graham's Happy Hereford Ranch.

The tour was so effective that it was staged again the following year. The registered Hereford breeders kept their organization intact and plan to stage their tour every other year in the future.

But the past few years have seen another change in the cattle business in Deaf Smith County. A few residents decided that if Deaf Smith County cattle and grain could be combined in feeding operations in other states, it could be profitable here, also.

One of the first feeding lots of any importance was Western Feed Lots. Manager J. A. McAndrews drew upon his experience in the large mid-west feeding markets to establish the business. Oscar Easley established a feed operation about the same time.

Dr. L. B. Barnett went to work on a scientific basis and interested others in the possibilities. Within the past year the mammoth Hereford Feed Yards have been established,

while Charles Skelton operates another just outside the county.

Many feel that these are just the beginnings of what may become a major economic factor. Meetings here have encouraged farmers to start their own small feeding operations. A major packing company has just started construction of a

new plant in Clovis, N. M., just 56 miles away.

This will provide another major market for grain-fed beef. Others feel that a packing operation will build in or near Hereford within a few years to take advantage of the new interest in feeder cattle.

But even in the county that is most famous for is white-faced cattle, there are other breeds. A number of Angus breeders are located here, along with those who are experimenting with still other types.

And even the milk cow plays an important role in the county.

There are about 10 commercial dairy herds in the county, providing about \$135,000 each year in sales of milk and cream. Cream O'Plains and Freeman Dairies both operate from within the county, while other producers sell to other companies.

Taxes Provide Necessary Funds For Operation

Tax facts are important to everyone. Not only do they furnish a continued topic of conversation, but they provide the funds to operate many facets of a community.

Last year, all three taxes agencies in the county completed property valuation studies in order to see that their taxes were in line.

The City of Hereford had a total valuation of \$37,370,000. Its tax rate is \$1.40 per \$100 valuation, based on 45 per cent of actual valuation. Total receipts for 1960 were \$183,000.

Taxes collected by the county also included state and water district levies. It had a total valuation in 1962 of \$146,690,023.87, with a total tax rates of \$1.62 and was collecting on 45 per cent of actual value. Total receipts were \$367,775.60 last year.

Hereford Rural High School District, which includes only 700 square miles of the county, had a total valuation of \$109,724,856, with a tax rate of \$1.55 and a collections based on 40 per cent of actual value. Its total receipts during 1960 were \$521,800.



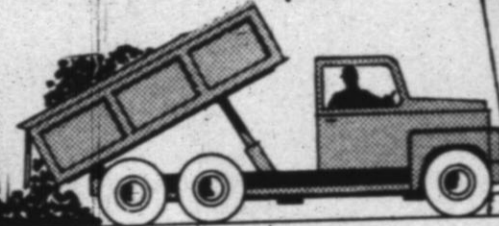
During 1961, more than \$1,000,000 in building permits were issued for construction of new homes, the price was an average of more than \$13,300 of Hereford alone, despite the absence of any large permits. Off all the permits



GROWING WITH HEREFORD

AND Deaf Smith County

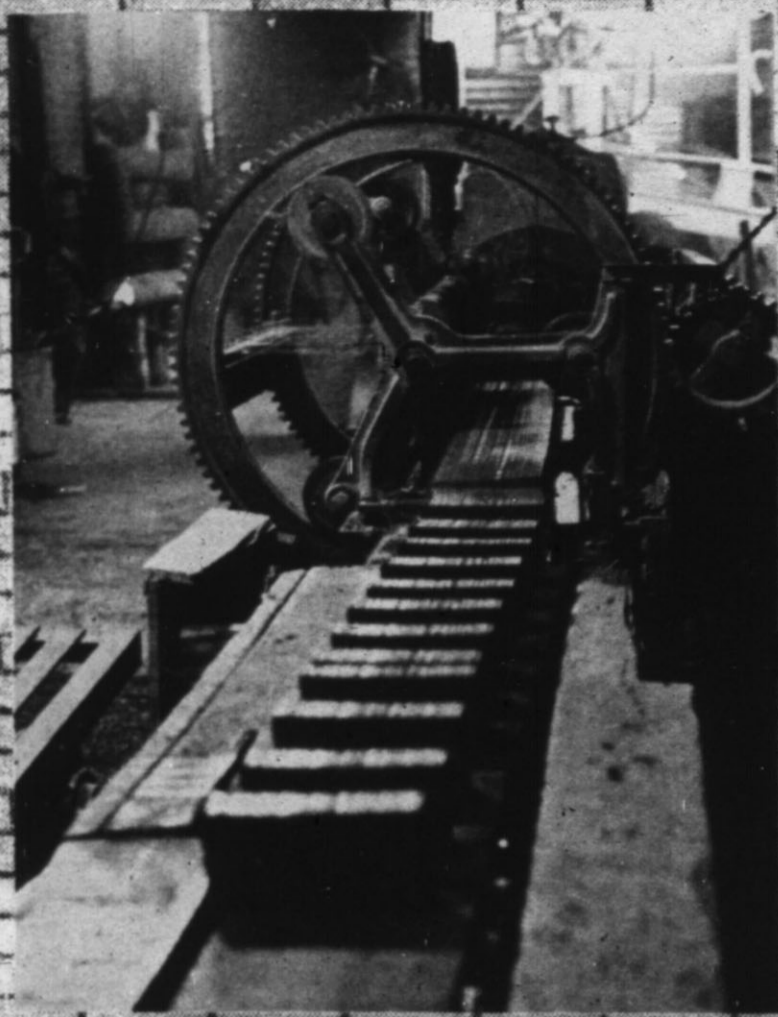
Surfacing
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Serving
Commercial Buildings
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BRICK

Manufacturing Is Our Business.

Hereford Tile & Brick

EAST HIGHWAY 60 — HEREFORD



Construction is a continuous thing in the county, including both private and municipal projects. Installation of storm drainage on one major street was carried out as a cooperative effort of the City of Hereford and the Texas Highway Department during the recent widening of U.S. Highway 60 and the resurfacing of Park Avenue, which is designated as a State Highway Loop.

Book Shower In 1910 Started A County Library

Some 52 years ago the Woman's Monday afternoon Club had a book shower to start a library, and some 300 volumes were donated. This was the nucleus for the present Deaf Smith County Library.

Presently growing at the rate of some 1000 books per year, the Deaf Smith County Library maintains over 24,000 volumes for the use of its readers and researchers.

The library also maintains a wide selection of periodical magazines and newspapers.

After moving into its spacious quarters in the ground floor of the courthouse, Deaf Smith County Library is a far cry from the library managed by the women's clubs here in 1910.

For a number of years the library was housed in rooms of the courthouse and managed by the women's clubs. Six years after its beginning, it was taken over by the City of Hereford and operated as a municipal library until 1930, when it became a county free library. By that time the library had some 2000 books in circulation. Miss Lillie Hostetler was librarian at that time.

She was succeeded by Mrs. Clara McLean who worked with the library until 1946. Mr. J. J. Boydston, present librarian, took over management in October of 1946.

By 1951 the Deaf Smith County Library had some 15,000 books on the shelf, and the number has steadily grown until there are now some 24,000 volumes available for use by county residents.

FROM 1926 to 1962

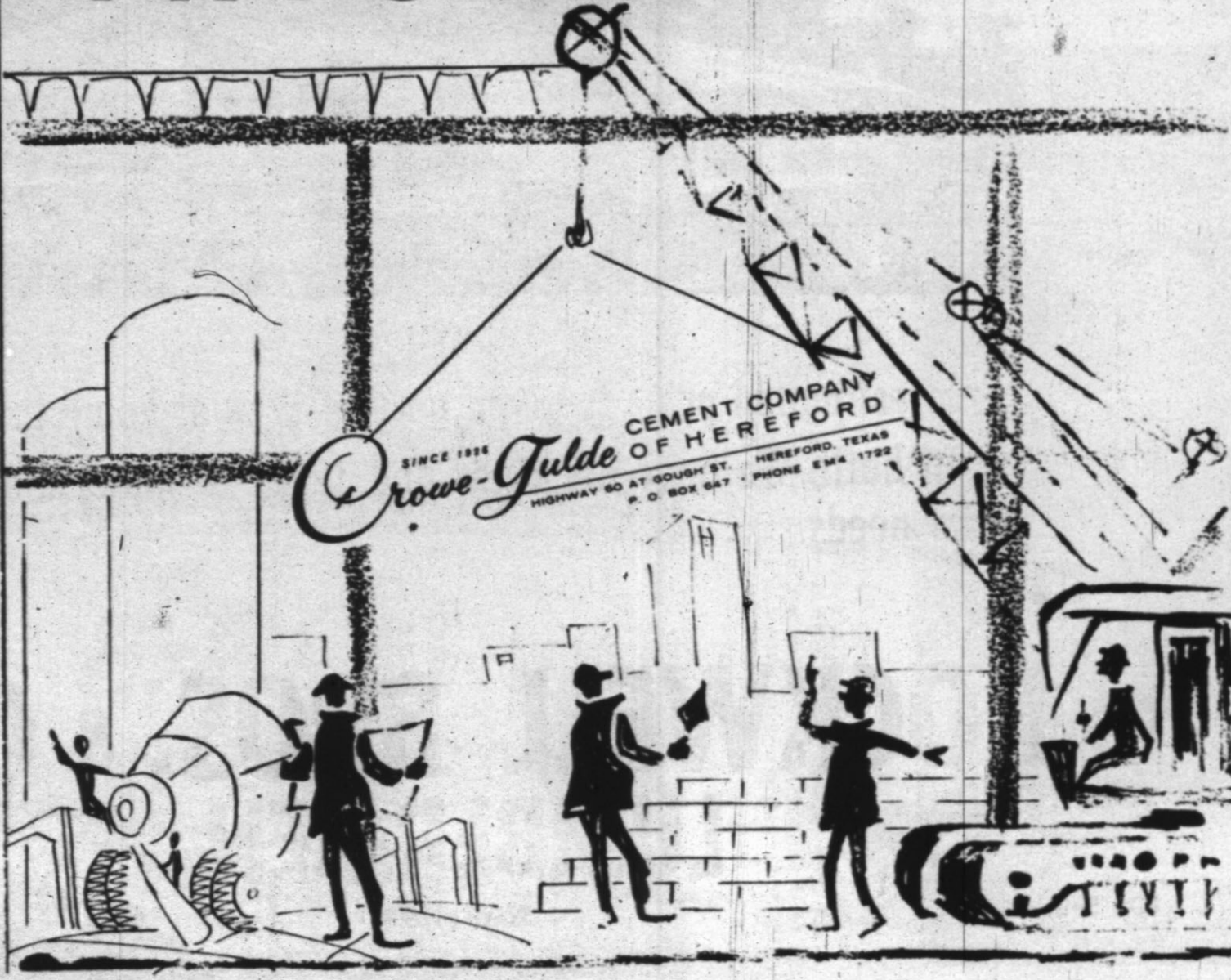
CROWE-GULDE

SALUTES OUR FINE CITY OF

HEREFORD

AND MANY MORE YEARS OF

PROGRESS



SINCE 1926
Crowe-Gulde CEMENT COMPANY
 OF HEREFORD
 HIGHWAY 60 AT SOUGH ST. HEREFORD, TEXAS
 P. O. BOX 947 - PHONE EM4 1722



**A LAND OF
BUILDERS...**

FRONTIERS UNLIMITED

The Deaf Smith County people are builders in their thinking, their way of living, as well as in their construction of homes, business places, and future welfare.

Make us your headquarters in Hereford for all your future needs in planning a new home. We are ready to assist you in any way possible.

Carl McCaslin Lumber Co.

344 East Third

Phone EM 4-3434

Hereford Birth Fixed At 8 a.m., September 1, 1898

Back in 1898, residents of La Plata, county seat of Deaf Smith County, decided they were going to have to move. The railroad was going to miss the center of the county. They

prepared to pick up their buildings and move to a new location in the southeast part of the county, where the railroad was going to be.

Hereford's first mayor settled some discussion as to the exact time in an interview later.

Mayor L. Gough told about the event this way, "I had been trying to decide whether I would move to Amarillo, Canyon, or Hereford, or the place where Hereford was to be built. I had already been to Amarillo and Canyon and had looked at the prospects of these two places. On the last day of August, 1898, at my home near Dimmitt, I decided to come to

this point and view the situation.

"I took dinner with some old friends and acquaintances at Dimmitt on that day and we talked, during the course of conversation, about it being the last day of the month. I also told them I was coming up to Hereford.

"That afternoon, I came on to the place and found that old Bill Stuetzell, a German well driller, had just finished the well for the railroad. About the

same time that I arrived, W. T. Bratton, a brother of Mrs. J. T. Inman, and a man by the name of Browning drove up with a load of lumber and material to erect a house for W. H. Carey, the lumber having been hauled from Amarillo. We all camped near the well that night, August 31, 1898.

"The next morning carpenters laid the foundation of what was for a long time called the Annex, the building now occupied by the Hereford Realty

Company. We talked about the event, and some remarked that we could tell our children that we laid the foundation of a city. The railroad had not been completed through the place, but the contractors were working on the road both east and west."

Gough added, "I think that the first train ran into Hereford on October 18, 1898. In this I might be mistaken, but as to the other dates, I am very sure."

Building Permits Reflect Growth

As proof of a growing community, building permits are a good index.

During 1961, the City of Hereford issued 142 permits for a total of \$1,166,630. This did not include any large permits, but did include permits for 60 homes, at an average cost of more than \$13,300.

During 1960, permits totaled \$1,068,415.

Both of these are below the all-time high of \$2,028,295, which was set in 1955.

But 1962 is off to a fast start and has a good chance to break that mark. Already under construction are a \$61,000 wing for the county hospital and a \$161,000 unit of King's Manor, a home for older adults.

Also likely to be included in the 1962 totals, along with a strong flurry of home building, is the construction of a major church addition. It also seems likely that additional school construction will be required within the next year or two.

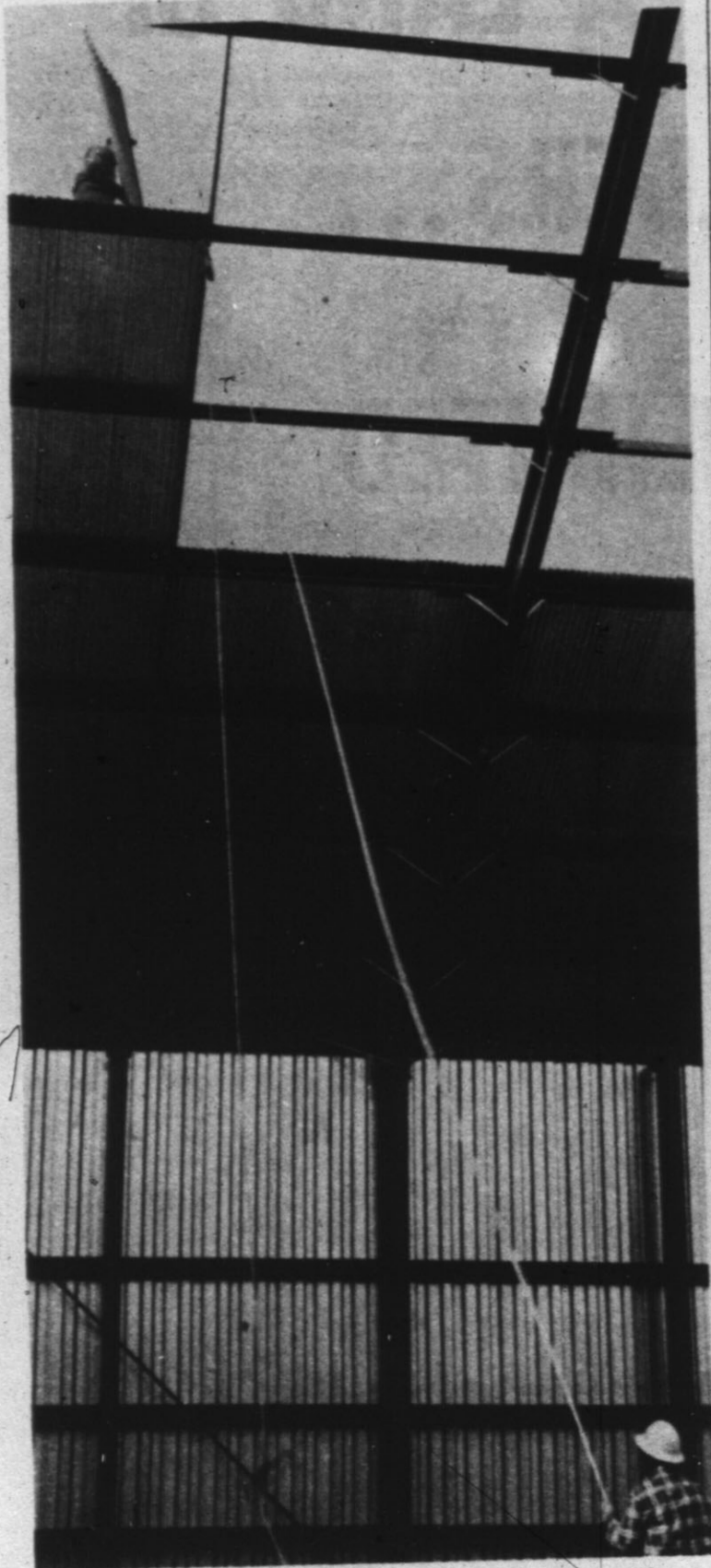
BLIND TEACHES BLIND

LONG BRANCH, N. J. (AP) — A blind X-ray technician has set out to prove that sightless men can do more than just learn a skill — they also can teach it.

Bill Smith, a staff member at Monmouth Medical Center, has designed a four-week training program in X-ray processing to help blind men and women learn a useful occupation. Several have already enrolled.

Smith, blind since he was 7, says:

"I don't want to have a job because someone feels sorry for the poor little blind boy. We want to feel we have a job we can do."



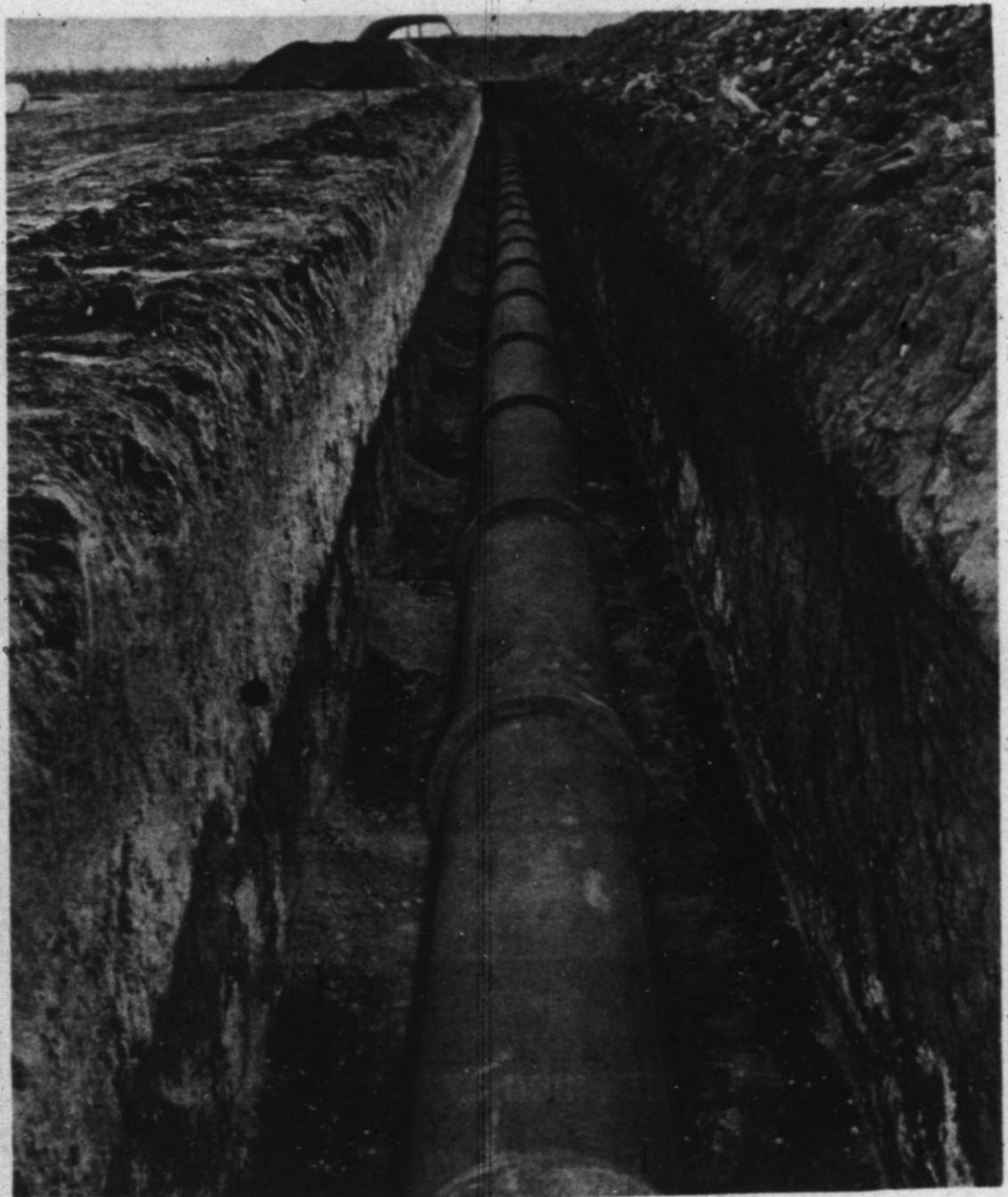
Storage and more storage is always needed to house Deaf Smith County agriculture productions as improved seeds, methods and fertilizer increase yields almost yearly.

Pipelines Unlimited

FOR THE

Frontiers

Of The PLAINS

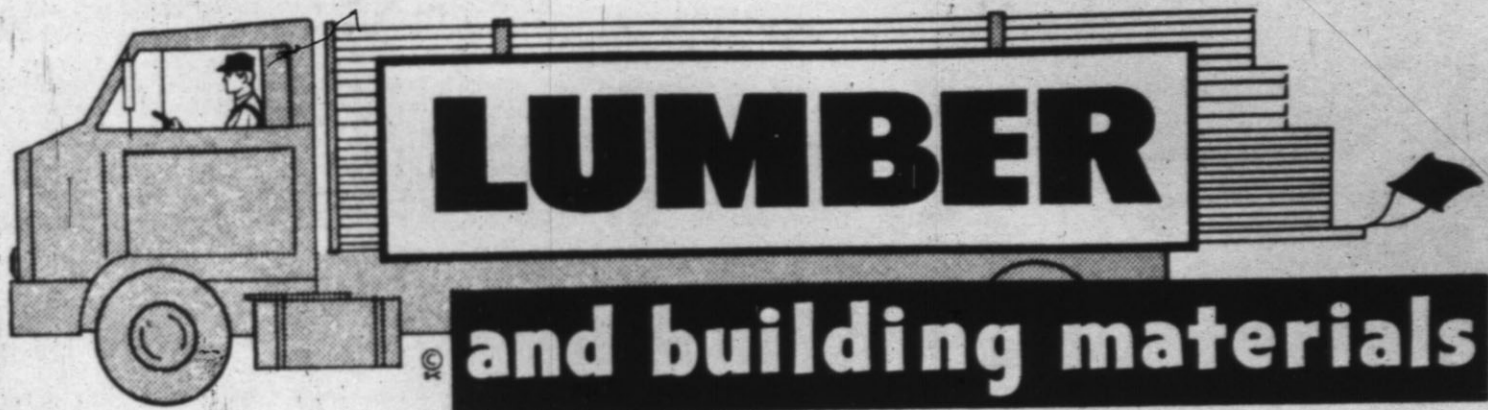


Gifford-Hill-Western

E. Hiway 60

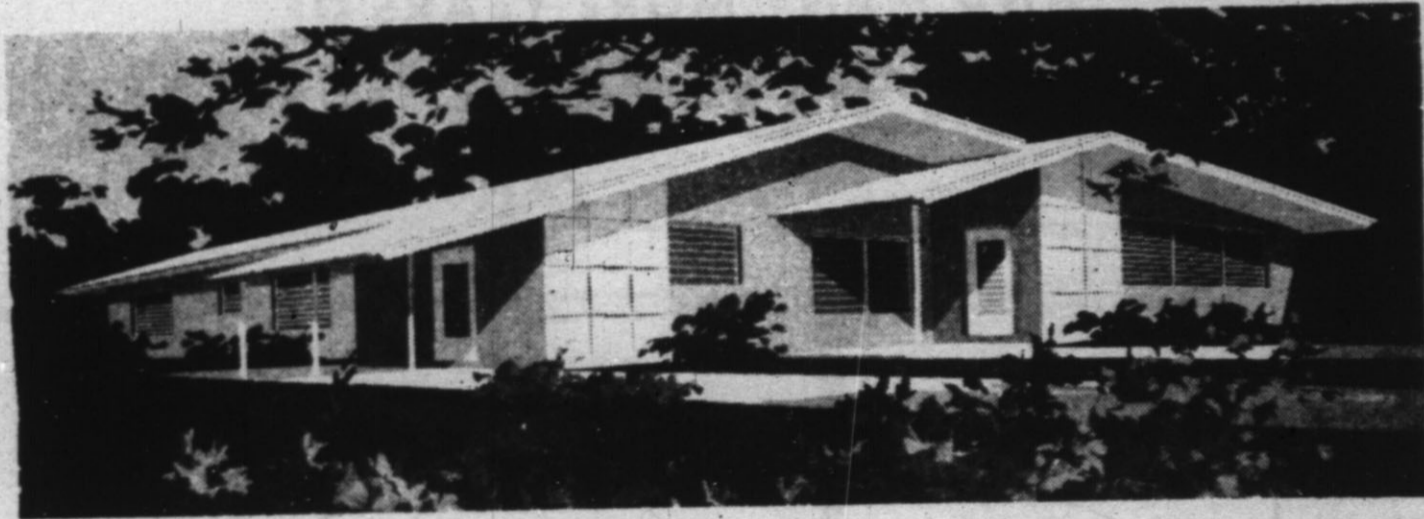
Hereford, Texas

EM 4-1266



Going Forward—With A PROGRESSIVE COMMUNITY

Our 64 years in Hereford have given us the understanding and experience needed to provide the community with the building materials it needs. There is no loan delay, so come by and let us help you with your building problems. We can save you **TIME, WORRY, and MONEY.**



Free estimated price is given on any type of home that you want built. We have all kinds and types of materials to fit your needs.

ROCKWELL BROS. & CO. LUMBERMEN

104 South Main

Since 1898

Phone EM 4-0033

Hereford B & PW Program Features 'Our Community'

The regularly scheduled meeting of the Hereford Business and Professional Women's Club was held in the Community Room of the First National Bank on Monday evening, Mar. 19 at 7:30 p.m., with Mrs. Sue James, president, presiding over the session.

During the business meeting a letter was read from the American Legion Auxiliary asking all B & PW members to join with them in united prayer for peace each morning at 9 a.m. Announcement was made of an emblem breakfast to be held in the Crystal Ballroom of the Herring Hotel in Amarillo at 7:30 a.m. Sunday, April 15, sponsored by the Amarillo chapters of B & PW, to which all members of the Hereford club are invited.

Miss Bea Barrett gave the treasurer's report. Mrs. Marshall Spencer and Mrs. Rose Bullard were accepted into the club as new members. Mrs. Eunice Petersen was chosen to represent the club at the ground breaking ceremonies for King's Manor on Friday morning, Mar. 23. Mrs. James urged club members to encourage attendance at the regular meetings.

The chairman of the Public Relations Committee, Mrs. Eunice Petersen, introduced W. T. (Bill) Thompson, Deaf Smith County Chamber of Commerce manager, who presented the program for the evening on "Our Community," pointing out what has been done in the community the past year and what is planned for the coming year. He stated that, "In the past weeks I have heard that Hereford has reached its peak, the residents are not planning as much and not working as much as they have in the past. That is not true. We need to face our facts and put them in the constant growth in physical assets: schools, hotel, community center, country club, King's Manor, and many others. Accompanying this physical growth is civic growth; with an organ-

ization designed to fit nearly every human need such as garden clubs, luncheon clubs, study clubs, etc."

Continuing he said, "I defy you to find any community that is more aggressive in an economic way, attractive and civic-minded." He stressed the understanding of the problems at hand as the most important



MISS MARY SUE SUGGS, whose engagement and approaching marriage to Ira Havens, son of Mrs. Ira Havens of Van-Cleave, Miss., and the late Ira Havens Sr., is being announced by her parents, Mr. and Mrs. George Suggs of 113 Avenue G, Hereford. The wedding will be solemnized on May 10 in the sanctuary of the First Baptist Church of Hereford. Mary Sue is a graduate of Hereford High School, class of 1956. She is also a graduate of the School of Nursing, Hendrick Memorial Hospital in Abilene, class of 1959. She has been employed as nurse in the Nightingale Hospital at El Campo, Tex., for the past two years.

(Personal Photo)

thing that needs to be done in the community. Thompson defined industry as anything that brings money to the community, pointing out that Hereford is blessed with many of these such as new vegetable sheds that have been built recently, old sheds that are being operated by aggressive new management, the brick kilns, new feeding lots, among other things. He said that Hereford has growing industries, but not in the sense

of factories and smoke stacks as in the mind's most common conception of the word industry.

Thompson gave six vital problems that he feels need solving in the immediate future. They are the general recognition of the migrant labor problem; transportation, pointing out that our highways bring trade to the community as well as being roads through Here-

(Continued on page 2)

Music Students Present Program At Music Club

The Harmony Music Club met Monday evening at 7:30 p.m., Mar. 19, in the sanctuary of the Temple Baptist Church for a special program presided over by the president, Mrs. Henry Turner. Music students presented the program for the evening.

Douglas Green opened the program by playing "Polonaise" by Chopin on the piano. "Rushin' Dance" and "Witch Hazel Stick" by McDowell were presented by Richard Brown, as piano solos. The program continued with Ricky Long, at the piano, playing "The Farmyard Cat" and "Gretel and Hans" by Scher. "Piano Concerto," Greig; "Spinning Song," Emiliech; "Sonatina in F No. 2," Beethoven; and a march, "Kings Review"; were played as piano presentations by Laura Pierce.

Weybright's "The Cub Is A Younglin'" and "Two Little Woodpeckers" by Scher were played by Carl Brown on the piano. Barbara Brown played two solos, "Prairie Sunset" by Stevens and "Kangaroo Hops" by Frost. "Sonatina in A Minor" and "The North Wind" were piano presentations by Becky Long. Earl Brown played "Prairie Sunset" by Stevens and "Rain Dance" by Watson, on

the piano. Robert Bell played "God So Loved The World" from "The Crucifixion" by Stainer as an organ solo.

In conclusion, Mrs. Sam Long

(Continued on page 2)



Miss Glenda Allison (Angel Photo)

Glenda Allison To Marry Bill Dyess Of Stratford

The engagement and approaching marriage of Miss Glenda Agnes Allison is being announced by her parents, Mr. and Mrs. Carl R. Allison of 101 Douglas, Hereford.

Miss Allison will marry Bill Dyess of Stratford on Saturday, May 12, at four o'clock in the afternoon. The Rev. Herschel L. Thurston, pastor of the First Methodist Church of Hereford, will perform the ceremony in the sanctuary of the First Methodist Church.

Mr. and Mrs. Roscoe Dyess

of Stratford are the parents of the prospective groom.

The bride-elect is a graduate of Hereford High School, class of 1960. She is a sophomore student at West Texas State College. Dyess is a 1958 graduate of Stratford High School. He will graduate from West Texas State College in May, receiving a Bachelor of Science degree in agriculture. After his graduation the couple will live in Waco, where the groom will be attending Baylor University Law School.

Program Presented On Texas Heritage

Members of the Summerfield Study Club met Thursday, Mar. 15, in the home of Mrs. Guy Walser with Mrs. Kay Lawrence as co-hostess.

Mrs. L. H. Lookingbill, program chairman, introduced the guest speaker, Mrs. Ralph McCullough of Hereford, who

spoke on "Our Texas Heritage." Mrs. McCullough said, "We should be proud of our heritage. Some of the things we should take pride in are the Canyon Museum, Palo Duro Canyon and the outdoor theater to be built in the canyon in the near future." (Continued on page 2)

'Let's All Keep America Beautiful' Is Topic For Hereford Garden Club

Hereford Garden Club members met recently for their regular meeting in the home of Mrs. M. T. Rutter with Mrs. R. W. Mitchell assisting as hostess. The general program topic was called "Let's All Keep America Beautiful."

Mrs. Ray Johnson opened the meeting by reading the poem, "God's Garden." Mrs. Norman E. Moore introduced the guest speaker, Mrs. Ansel McDowell, who is chairman of Hereford's Beautification Committee.

Mrs. McDowell said, "The beautification committee hopes to make Hereford and Deaf Smith County the most beautiful place on the high plains. The first objective is to have a safer and healthier community. We know that the fire hazards have been decreased and breeding places for flies and mosquitos have been eliminated. One of our objectives is to create more beauty with parks and recrea-

tion areas. Working together creates more civic cooperation among all people, young and old, tending to make them better citizens. This must be a long range program, one year will help very little. 'Eye Sores' along the highways can continue to be eliminated. Every homemaker will be urged to keep shrubs trimmed and their home an attractive asset to the town." She commented the merchants on Main Street and others for their response to the city beautification program.

Mrs. J. V. Pickens, giving the second portion of the program titled "Every Little Bit of Litter Hurts," said "You have just paid a bill of \$50,000,000 for cleaning up litter in the United States. Forests are going up in flames caused by cigarettes and litter. Wild flowers are being covered up with beer cans and rubbish. America, in the beginning, was beautiful but

with the idea that freedom gives a person freedom to do as he pleases, our highways are lined with paper, bottles and cans. Freedom is not the right to do as you choose but should be considered a responsibility. If you cast out a chewing gum

wrapper, a paper cup, or empty the car ash tray on the street, you are a litter bug. You are tossing away your own money."

Present for the meeting were Mesdames O. G. Hill Sr., W. C. Hromas, John N. Jacobsen Jr., Ray L. Johnson, R. W. Mitchell,

Norman E. Moore, G. W. New-som, J. V. Pickens, M. T. Rutter, S. S. Williams, R. L. Wilson, Jeff Gilbreath, A. O. Thompson, Glenn Boardman, Jeff Roberson, Colby Conkwright, Roy Calvert and the guest speaker, Mrs. Ansel McDowell.



MISS SHEILA WILLIAMS, daughter of Mr. and Mrs. H. C. Williams of Hereford, a sophomore in pre-pharmacy at Southwestern State College in Weatherford, Okla., is one of the Southwestern State co-eds taking advantage of the skill of Carl Goza, an ex-baseball player and the leading authority on the latest in hair styles. Goza is a freshman student at the college from Albert, Okla. He returned to his college studies after a successful career in Dallas and Oklahoma City.

Recent Bride Is Honored With Bridal Shower-Tea

Mrs. Paul Jones, the former Miss Martha Carol Duncan, was honored with a miscellaneous bridal shower in the home of Mrs. Cawthorn Bryant, 312 Star, on Saturday, Mar. 17, from 4:30 to 6:30 p.m.

The guests were greeted by Mrs. Bryant, the honoree, her mother, Mrs. Herbert Duncan, the groom's mother, Mrs. Dan Jones, and her honor attendant, Mrs. Chesley Johnston, all wearing white carnation corsages.

The gifts were displayed in the bedroom. The refreshment table was laid with a white linen cutwork cloth over yellow and centered with an arrangement of yellow and white mums, carrying out the bride's chosen

colors of yellow and white. The flower arrangement was flanked with tall yellow tapers in crystal holders. The table appointments were in crystal and silver. Yellow punch and white cake squares, trimmed with yellow rosebuds, were served to approximately forty guests who called during the afternoon. The hostesses alternated at the refreshment table and gift room.

Hostesses were Mesdames Kenneth Gooch, Howard Godwin, Jack Grady, Niles Culp, (Continued on page 2)

Victory Class Honors Teacher

Members of the Victory Sunday School Class of the Avenue Baptist Church met Thursday evening, Mar. 15, in the home of Mrs. Margie Kemp for their regular monthly meeting and a surprise birthday party for the class teacher, Mrs. Fannie Townsend.

The president, Mrs. Rosie Hall, presided over the short business meeting. The opening prayer was given by Mrs. Kemp. Roll call was answered with "My Pet Peeve."

A gift was presented to Mrs. Townsend from the class as the members sang "Happy Birthday."

Secret pals were revealed and gifts exchanged. New names were drawn for secret pals.

Mrs. Townsend gave the devotional on "how to bring up our children." She gave twelve rules for not raising a delinquent child. Mrs. Nancy Duncan led in prayer following the devotional.

The white birthday cake with white doves on the top, and ice cream were served to Mesdames Fannie Townsend, Dorothy Worthan, Nancy Duncan, Marine Coleman, Erma Rickman, Rosie Wall, Edra Baxter and the hostess, Mrs. Margie Kemp.

Portrait Demonstration Is Program At Art Guild

The Hereford Art Guild sponsored a portrait demonstration at 2:30 p.m. on Saturday, Mar. 17, in the Art Room of the Hereford High School. Professor Bill Brand, teacher of art in Amarillo College, was the demonstrator using his son, Bill Jr., as his model.

In addition to being teacher at Amarillo College, he is supervisor of Graphic Arts at the

Amarillo Air Base. Brand recently gave a lecture to the Hereford art class, showing reproductions of famous paintings and explaining various techniques used by each artist.

The Art Guild is planning another class in the near future.

Those attending the portrait demonstration were Mesdames Jim Higgins, Vivian Major, S. O. Wilson, Eunice Petersen,

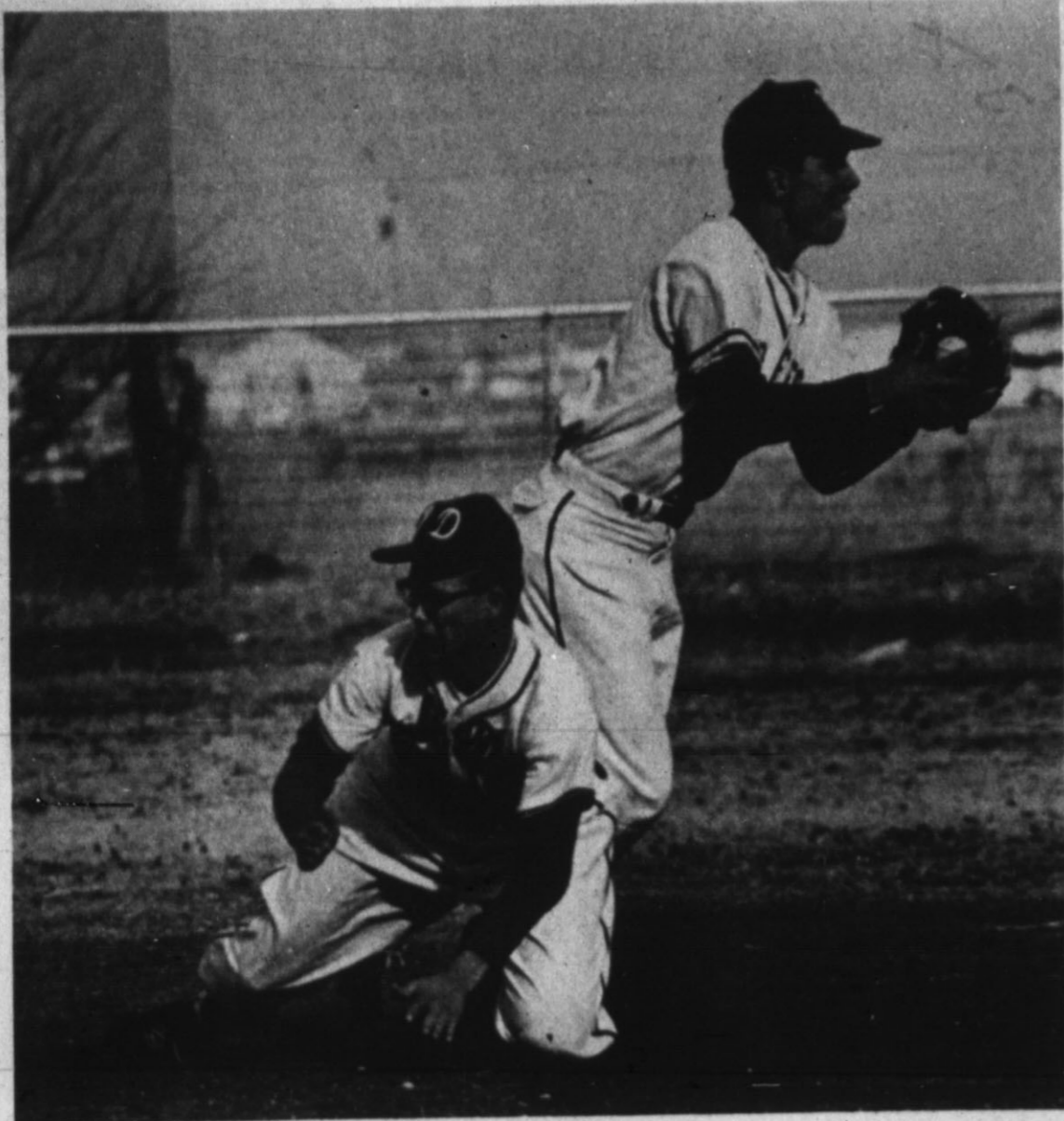
Teresa Lamm, Jim Lipscomb, Clifton Corley, Verna Lyons, Bess Werner, Earl Poarch, Charlotte Calvert, Ray Cowser, Eunice Woodford, Nell Culpepper, Jean McGee, Ray Coneway, Oleta Weemes, Mary Helen Askew, Carrie Mae Doak, Alwyn Savage, Eugene Naugle, G. A. T. Smith, Miss Gladys Setliff and Messrs. Virgil Young and Maurice Means.



BILL BRAND, art teacher at Amarillo College, is shown painting a portrait of his son, Bill Jr., at a recent meeting of the Hereford Art Guild. Brand has been conducting a class in portrait painting in Hereford. He is also supervisor of Graphic Arts at Amarillo Air Base. (Staff Photo)



FARMERETTE CLUB MEMBERS, who are wives of the members of the companion club, Young Farmers, take part in special courses in order to further their personal and home improvement. Such a course is the hat-making course, conducted by Mrs. Dorothea Prowell, on Monday, Mar. 12, and Wednesday, Mar. 14. Mesdames John Hammett, Howard Hunter, Waylan Hukill, Leonard Schmidt and George Zetzsche (from left to right), and the club members participating. (Staff Photo)



A FORCE PLAY at second base nipped Palo Duro catcher Wayne Story, after he had gotten on by error in the fourth inning. Making the put-out for Hereford is short-stop Ken Loerwald, who got the throw from second baseman John Buck. Hereford romped over the winless Dons for a 19-8 victory Tuesday in the midst of a hard-blowing duststorm. (Staff Photo)



SUNLIT FIELDS, with just a sprinkle of clouds overhead, made almost perfect conditions Wednesday and Thursday as potato planting really got underway in the county. Among those planting were J. D. Whitaker, whose father took a turn on the tractor to help out on the operations southwest of Hereford.

Hereford...

(Continued from page 1)
ford; the building and zoning codes of the city government; the growing importance of aviation and the current needs at the local airport; long-range planning for main-arteries through the city and the widening and obtaining of right-of-way

for this project before property becomes more expensive; and the attitude of the residents of the community urging them to put the growth of the community in its proper perspective. Miss Gladys Setliff and Mrs. Caudie Ola Brown, the hostesses, served refreshments to the guest speaker, W. T. Thompson, Mesdames C. Ora Cockrell, Iva Cocanougher, Byrdie Dee Fel-

ers, Eunice Petersen, Mary Helen Askew, Sophie Snare, Atha McIver, Sue James and Helen Nelson; and Misses Bea Barrett, Mary Bourn, Lucille Park, Erma Walker and Della Stagner.

Program...

(Continued from page 1)
There is also the Alamo and many other historical places that each Texan should be proud of.

Mrs. Kenneth W. Neill gave a history of the state song, "Texas, Our Texas." Mrs. Mack Noland was elected as delegate from the club to the convention of the Top of Texas District of the Federated Women's Clubs to be held in Shamrock on April 12 and 13. Refreshments were served to two visitors, Mrs. Smith and Mrs. Ralph McCullough, both of Hereford, and club members: Mesdames Lee Curry, L. H. Lookingbill, Mack Noland, J. B. Noland, Earl Lance Sr., Ray Johnson, J. R. Euler, Kenneth W. Neill, Earl Lance Jr., and Mrs. Kay Lawrence and Mrs. Guy Walsler, the hostesses.

Five Recruits Mustered Into Patriarch No. 36

Hereford Patriarch's Militant Canton and Auxiliary No. 36 met Friday evening, Mar. 16, at the I. O. O. F. Temple for a supper hour and meetings. Captain Reuben Mayfield presided at the Canton meeting.

Lone Star Members Entertain Husbands

Members of the social committee, Mesdames Jack Grady, S. S. Williams and Joe Dendall, were hostesses to the Lone Star Study Club on Tuesday, Mar. 13, in the Community Room of the First National Bank. Husbands of the members were special guests.

After a dinner of baked ham and all the trimmings, games of forty-two were played to complete the entertainment for the evening.

Attending were Messrs. and Mesdames R. G. Blue, V. E. Dodson, Jack Grady, John N. Jacobsen Jr., Joe Kendall, Guy Newsom, Coy Phillips, V. D. Powell, Earl Springer, Baker Womble, Robert Thompson, Dr. and Mrs. C. D. Kelton, Mesdames Opal Bookout, J. J. Durham, L. L. Chisum and S. S. Williams.

Recruits Sam Smith, Archie Love and Delbert Ensminger, were mustered in.

President, Lady Bessie Lawrence presided at the Auxiliary meeting. Mrs. Mae Smith and Mrs. Leona Love were mustered into the Auxiliary. The mustering team was composed of President, Lady Cora Lee Loving; Vice president, Lady Ann Conklin; Past President, Lady Glessie Shelton; Chaplain, Lady Ursalee Jacobsen; Officer of the Day, Brigadier General Retired Ben Conklin; Presidents Aides, Lady Ursalee Jacobsen and Lady Ruth Rogers; Past Presidents Aides, Chevalier Guy Lawrence and Captain Retired J. B. Williams; Vice President Aides, Lady Bessie Lawrence and Chevalier Dwain Pittenger; Chaplain Aides, Captain Retired A. R. Rogers and Captain Reuben Mayfield; and Musician, Lady Ruth Rogers.

Attending the meeting and supper were Mesdames Cora Lee Loving, Glessie Shelton and Ursalee Jacobsen; Messrs. Reuben Mayfield, J. B. Williams, Dwain Pittenger and Delbert Ensminger; and Messrs. Ben Conklin, Guy Lawrence, A. R. Rogers and Archie Love.

WOULDN'T GET TOUGH

ELMIRA, N. Y. — Peace Justice Elwin Brown recalled the time a man was arrested for driving through a barricade of a road under repair.

"Let's just change places," Brown said. "How do you think — in justice — that I should handle this situation?" "Well," said the man, "I think a good talking would do me more good than anything else."

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Music...

(Continued from page 1)
at the piano and Mrs. Albert Ricketts at the Hammond organ, presented as duets, "My God and I," "Blessed Redeemer" and "The Lord Is My Shepherd." Present were Gid Brown and sons, Carl and Richard, Mr. and Mrs. Earnest Brown, and children, Barbara and Earl of Walcott; Douglas Greeson, Laura Pierce, Becky and Ricky Long, Sam Long, Ulys Pierce, Albert Ricketts and Henry Turner.

Recent...

(Continued from page 1)
Chesley Johnston, J. E. Young, Charles Bell, Cawthorn Bryant, Walter Vogler, and Miss Sunny Hudson.

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CAR REGISTRATION DEADLINE IS SATURDAY, MARCH 31st
BRING YOUR TITLE & LAST YEAR'S RECEIPT

NELL MILLER
TAX ASSESSOR-COLLECTOR, DEAF SMITH COUNTY

VOTE BILL CLAYTON---YOUR VOICE IN STATE GOVERNMENT
FOR STATE REPRESENTATIVE, 91st DISTRICT



INITIAL WORK STARTED last week on a small addition to the Deaf Smith County Hospital. First order of business was removal of the present gas line and installation of a new line, to avoid having much of the gas under the new building. Construction contractor is Randall Building Company of Amarillo. (Staff Photo)

Hair Styling Study Of Opti-Mrs. Club

Members of the Opti-Mrs. Club met in the home of Mrs. Roy Boyer on Tuesday evening, Mar. 20, at 7:30 p.m. for a round-table discussion on "Hair Styling" as the program for the evening.

Plans were made for a bake sale to be held at the local Safeway Store on Saturday, Mar. 31, with the proceeds to be given to the current Boys Ranch building program.

Present for the meeting were Mesdames Vance Crume, Gene M. King, Don Sanders, Ted Higgins, Charles Scheetz, Bob Hardin, Kenneth Malone and the hostess, Mrs. Roy Boyer.

CARD OF THANKS

I wish to extend my thanks and appreciation to Dr. Barnett and the hospital staff for their wonderful care and attention during my recent stay in the hospital. Also to the many cards and gifts. May God bless each one of you.

Clara Acker

VISITORS FROM HART

Mr. and Mrs. Willis Hawkins and family of Hart were recent visitors in the home of Mr. and Mrs. Cuby Kitchens and family of Hereford.

RETURN HOME

Mr. and Mrs. W. H. Awtrey Sr. of Hereford returned home Tuesday, Mar. 20, from Truth or Consequences, N. M., where they had spent a week taking the baths and treatments. They report cold weather and snow on this trip.

THE ALCOHOL IN HAND

TEMPE, Ariz. — Dr. Herbert Stanke, Arizona State University biology professor, recently received two preserved scorpions that gave off a peculiar odor.

An attached note from donor Stanford Stevens explained: "If the specimens smell queer, it is because I didn't have any alcohol and killed them in tequila."

ber of the club, for the regular meeting.

During the business session the president, Mrs. Tommy Braddy, appointed a nominating committee composed of Mrs. Ed Wilson Jr., Mrs. Art Stoy and Mrs. Maurice Tannahill.

The program for the evening was on "American Poetry." Mrs. Tommy Braddy gave the poem, "Being A Teenager," and played a recording of "Sleeping Beauty" by Jimmy Dean. Miss Gladys Setliff played recordings of poems from "The Life of Robert Frost," including "The Death of The Hired Man." Another poem recording given by Miss Setliff was "The Creation" by James Weldon Johnson.

Attending the meeting were Miss Gladys Setliff, Mesdames Tommy Braddy, Merlin Kaul, Bud Taylor, V. P. Walker, Art Stoy, Marvin Knox, Maurice Tannahill, S. L. Garrison, one guest, Mrs. Paul Conaway, and the hostess, Mrs. R. P. Conaway.

Have you read the classifieds?



MISS CONNIE RENFRO, daughter of Mrs. Garland Brown of Corpus Christi, and Lee Renfro of Hereford, represented the Corpus Christi Unit of the National Hairdressers and Cosmetologists Association at the state convention at Dallas. Miss Renfro was also selected as the Sophomore Favorite of Carol High School, Corpus Christi, on the following Saturday evening. She is a former resident of Hereford.

Mothers Needle Club Has All-Day Meeting

The Mothers Needle Club met Thursday, Mar. 22, for an all-day meeting in the home of Mrs. Wayne Carthel. A quilt was made for the hostess.

An informal luncheon was served at noon to those attending, including Mesdames Haskell Benson, Earl Cole, A. T. Jones, H. E. Lindley, Ralph Paul, A.H. Cook, H. D. Robbins, W. H. Awtrey Sr., Luther Ellis, Charles Sowell, W. T. Gunstenson and Norris Wesson.

The next meeting will be held on April 19 as an all-day meet-

CAPTIVE AUDIENCE TUCSON, Ariz. — Artist Davis Sorokin has found an ideal place to display his paintings. The Red Cross hangs them on the ceiling above the tables on which blood donors lie.

ing in the home of Mrs. A. I. Cook.

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American Poetry Given At Study Club Meeting

The Hereford Study Club met of Mrs. R. P. Conaway, who is Thursday, Mar. 15, in the home a charter and honorary mem-

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THE SUNDAY BRAND Editorials

PAGE FOUR

The Sunday Brand, Hereford, Texas, Sunday, March 25, 1962

"FRONTIERS UNLIMITED"

Special Section Records Progress, Growth And Future Of Community

Included in this issue of The Brand is a special section entitled, "Frontiers Unlimited". Object of the section is to present some of the accomplishments of our community, along with its record of growth and progress, especially during the past 10 years.

"Frontiers Unlimited", we feel, will help to carry the Hereford and Deaf Smith County story all over the nation, even into foreign countries. Already banks, chamber of commerce, real estate firms and similar institutions have asked about extra copies, which they propose to mail to similar firms around the country. The result, we hope, will be extensive publicity concerning the advantages which this area has to offer.

Like our children, most of us also take the place we live for granted. When you carefully compare and study this community, there are few places in the world which have so much to offer. Continued population increase — while other small towns were going down — indicate that more and more people are beginning to recognize this fact. Equally important is the pre-capita income of the territory, which ranks at the very top of the national list. While national farm population figures have fallen dras-

Farm Vote Is On Downgrade

These days you hear and read much about farms, farm subsidies; soil bank and over-production, but the latest infringement on the farmer is a propaganda series centered around the dwindling farm vote — and we are afraid it contains a lot of truth.

Once the most powerful vote bloc in the United States, farm population has consistently dropped to the point that the politicians no longer woo the farm vote with the vigor they once displayed. Growing urban centers and stronger labor unions are claiming political attention more and more, even in agricultural Texas.

Like industry, the farmer is fast finding himself in the minority — although his income is fortunately much improved over former years. Like industry, again, the farmer is turning more and more to lobby methods and personal appearances in Austin and in Washington. So far these methods have been quite effective, especially when coupled with the still sizeable farm vote in Texas.

Greater centralization of government creates a tendency for recognition of powerful voting blocs in Washington, the results of which can best be cited in this area's efforts to secure additional sugar beet acreage — and the continued denial of this acreage, despite practical and justified reasoning presented by area delegations. Farmers, we fear, are doomed to run into this sort of thing more and more. Democrats and Republicans, alike flat told the farm belt that they would no longer tolerate racial segregation, and they made the ultimatum stick.

In the past people have always held that farmers could not and would not organize but, as we pointed out previously, farms and farming have undergone tremendous changes in recent years. The farmer, it seems to us, along with all of the people directly connected with his prosperity, is about to see the time when some sort of organization is inevitable if he is to survive, and continue to be prosperous.

The Sunday Brand

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NATIONAL EDITORIAL
ASSOCIATION
SUSTAINING MEMBER

James-M. Gillentine, Editor and Publisher
H. A. Tuck, News Editor

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The POWER of FAITH by Howard Brodie



Christ's spiritual strength in the wilderness is related to Lent with its victory over temptation.

In the wilderness, though hungry, He said, "Man shall not live by bread alone, but by every word of God."

On the awesome cliffs where He was tempted with worldly power and glory if He would worship evil, He said, "Thou shalt worship the Lord thy God, and him only shalt thou serve."

With victory, "Jesus returned in the power of the spirit into Galilee."

Mysterious Healing Of Plant Being Utilized

BY MRS. R. L. CRISWELL

After hundreds of years, the Aloe-Vera plant which is native to Florida is coming into its own. Even in ancient writings the use of the clear green gel was used not only for external healing, but for internal healing as well.

The plant is succulent with tall spearlike leaves of grey green with spines something like a cactus but not so stiff and piercing. Some have likened it to the century plant in appearance. Aloe-Vera is of the lily family.

When the leaves are fully mature, the outer covering may be peeled away much like a banana peel, but instead of leaving an edible fruit there is

a perfectly clear gel that drips its juice as a melting piece of ice would drip. This juice, so said the ancients, was a very good tonic for the liver or for the general well-being of any unwell person. But for years it defied blending with other medicines and cosmetics.

Hospitals and government agencies have already given it many tests and New York City Bellevue General Hospital has tested the gel in the treatment of X-ray burns and radiaion. A tribe of Indians in Florida — noted for their beautiful women — on being questioned as to the secret that kept women of a century appearing as women as only half that age, told that only one woman of the

tribe held the secret formula which was handed down by word of mouth to descendants only. The formula was not for sale at any price. But now a chemist has learned the secret of stabilizing the gel so that it may be incorporated in medicines and cosmetics.

This man is Todney Stockton of Grayville, Ill. On a Florida vacation he sustained a severe sunburn. Nothing seemed to help him; the doctors could only aim at relief and protecting the burn but it did not heal. His final healing came from the Aloe-Vera plant gel. Being a chemical engineer he went to work to learn ways of stabilization of the gel so it might be incorporated in medicine and cosmetics. He now has a flourishing business in medicine and cosmetic creams in Fort Lauderdale, Fla.

Dr. Roger Poborsky, burn specialist at the Clearing Industrial Emergency Hospital in Chicago, gave the material extensive tests and the ointment proved to be 50 per cent more effective than other best known medications used extensively for burns.

A patient in Amarillo, having undergone X-ray treatments for cancer of the throat, had rather severe X-ray burns. Some weeks after ceasing the X-ray treatments; she was told by her doctor to use a good cream on the burned area. She used an aloe cream and after ten days reported back to the doctor. He was amazed at the healing that had taken place and was very anxious to know just what she had used on her throat to cause such remarkable improvement. Where the skin had been red, rough and scaling, it now was smooth and soft but still red.

Is the cancer completely healed? Only time will tell, but the fact that the aloe-vera cream was so effective and quick in its healing qualities will undoubtedly cause many more tests to be made, both by the government as well as hospitals.

One might ask the question: Has God let man discover the answer to the healing of atomic burns. Let us hope and pray that he has done so. The lower Rio Grande Valley is already producing the plant and since the deep freeze in the valley of the past winter, many growers are looking for something that will stand a fairly severe freeze.

Mrs. S. O. Ewald, who lives east of Lynford in Hidalgo County, has plants that survived a 24-degree freeze.

The plant is propagated by cuttings from older plants and

(Continued on page 5)

Panhandle Paragraphs

LOCAL CONTROL OF HOUSING NEEDED

Unless Olton can have local control of its proposed government financed low-rent housing project, the town's housing board probably ought to "forget the whole thing." That was the consensus of opinion among city councilmen Tuesday night at a regular meeting. Their remarks came after they heard a report on latest developments in the controversial project, the latest of which was a petition filed late Tuesday in opposition to a proposed site for eight Latin American units.

—THE OLTON ENTERPRISE

—pp—

ACTION TO IMPROVE WATER SUPPLY STARTED

The city of Floydada's growing pains are making themselves evident in many problems which present themselves to the city council among these a water supply. Viewing this water problem as the Number One demand in order for solution, the council Tuesday night took Councilman Willis' report and came up with the expressed belief that something like \$100,000 is going to be needed to finance the wells and the added water line to put an ample water supply in the mains for the immediate future. Willis submitted figures from an engineering firm indicating the probable cost. A representative of the firm was present at the meeting and discussed the problems in obtaining the new supply of water.

—THE FLOYD COUNTY HESPERIAN (Floydada)

—pp—

COUNTY DECLARES BINDWEED WAR

War is being declared on Ochiltree county bindweed, with the fight given a boost by a \$3000 appropriation by the county commissioners in their meeting Tuesday. The Farm Bureau's bindweed control committee met with the court asking the budget appropriation, to be used in spraying bindweed along county road right-of-ways.

—OCHILTREE COUNTY HERALD (Perryton)

—pp—

SCHOOL BOARD LETS CONTRACT

The Dimmitt School Board Wednesday evening let the contract for a new high school building on Circle Drive for \$884,750 to West Texas Builders of Lubbock, low bidders on the project. Letting of the contract came after it was established by the architect and concurring construction men that the \$1,200,000 bond election passed last year would cover all the expenses of building the new school and remodeling the present high school building. Remodeling of the old building includes new doors and windows, new wiring and lighting, new floors, plaster patching, repainting, a new heating system and other needed repairs. The school board would not release any figures on the proposed remodeling, but Superintendent Paul Hillburn said "there would be plenty with a little contingency fund left over."

—THE CASTRO COUNTY NEWS (Dimmitt)

—pp—

FUNDS SOUGHT FOR SALT HOLE

Congress has been asked for some \$214,300 to build a dike around the Estelline salt spring, known as the Salt Hole to most area residents. At present some 300 tons of salt per day is added to Red River as a result of the flow of the salt spring near Estelline, engineers have estimated. Col. Howard Penney, head of the U.S. Army Corps of Engineers, Tulsa District, has advocated a 280-foot diameter dike around the Estelline spring to seal it off on the assumption the added head of water on the spring lake will produce enough pressure to seal the seepage. The dike surrounding the spring will be 10 feet wide and from 14 to 22 feet into the ground.

—THE MEMPHIS DEMOCRAT

—pp—

GROWTH OF CITY, COUNTY TOLD

Canyon and Randall County continued to expand at a significant clip last year. A growth survey issued by Manager Roland Black of the Chamber of Commerce today shows that Canyon's population jumped from 5864 to 6134 from Jan. 1, 1961, through Dec. 31, that's an increase of 270 — an average of slightly more than five persons a week. During the same period, the county grew from 33,913 to 35,183 — and additional 1270 residents. Randall County's population increase was number one in the state on a percentage basis — a big seven per cent — according to a survey prepared at the University of Texas.

—THE CANYON NEWS

THE BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher on his bindweed farm takes a backward look at the tourist business, his letter this week reveals.

Dear editor:

I read the other day that a state official said Texas isn't getting all the tourist dollars it ought to and more effort ought to be spent getting more people to visit us, that not only is the state worth seeing but tourists leave a lot of money around when they come through.

This made sense, but then the next day I read where another state was making the same plea, then the article went on to list the amount of revenue several other states report they get from tourist dollars.

Now I'm no mathematician, but if Texas pulls a hundred thousand visitors from New Mexico, and then that state pulls a hundred thousand from Texas, it looks to me like the net gain will stay about what it was before the tourists left home, although filling station people in both states won't agree.

If all 50 states are going to increase their wealth by increasing their tourist business, each one pulling visitors from all the others, it looks to me like it'll wind up with about the same total revenue every state had to start with.

For example, if Oregon pulls a million tourists from Texas, and Texas pulls a million from Oregon, or New York gets a million from California and vice versa, or any other combination you want to name, won't this be about like everybody in Hereford trying to make money by taking in each other's laundry?

Understand, I don't blame the states for trying to pick up some tourist money, every state I ever heard of needs more revenue, and the tourist business is here to stay, come summer and the people will strike out, but I hope no state is looking to me to help them out. Frankly, I ain't going. I intend to stay right here on this bindweed farm and see it on television.

Yours faithfully,
J. A.

tically, those of Deaf Smith County in 1960 were showing a sharp increase.

Important, too, are the facts that our climate is conducive to progress, and that so many native sons and daughters finish school, then choose to return to this community to make their homes.

Some 50 years ago a foresighted publisher, long since forgotten, placed a slogan "More Farms — More People" on the front page of The Brand. Today, the slogan still appears each week, and those words tell a story around which our entire economy has been constructed. Truly, we have come a long way in the past half century but, to use a common phrase, the surface has barely been scratched. Hereford and Deaf Smith County now have the facilities to handle double their present population and, as that story spreads, there seems little doubt but that many of us will see the day when this dream becomes a reality.

Auto Here To Stay, And How!

When the first "gasoline buggies" appeared on the American scene, they were generally greeted with sneers and scoffing. Not even the most far-sighted of individuals realized the full impact that the automobile was to have on our nation. Even today, few of us recognize the extreme differences it has made on the way we live.

True enough, we know that it gets us places conveniently and in a hurry; we realize that transportation underwent a complete overhaul. But do we stop to recall that it also completely revamped American politics? With the automobile came a demand for roads and, as this demand grew, our country went on its first big spending binge, which has since spread into many fields of government. And what about economics? Before the automobile, the finance payment plan, as we know it today did not exist. In our effort to buy automobiles, we developed a complete new consumer credit system; this, too, has spread into other fields of merchandising.

Once popular street cars have long since been replaced by buses and private cars. Giant cities have seen downtown areas deteriorate, due to lack of parking space, and shopping centers spring up all over the place. Gasoline, once a by-product of kerosene, is in such demand that the oil industry is now one of the nation's strongest developments.

Health is also entering the picture, according to many observers. Lack of exercise, due chiefly to widespread use of the automobile, is becoming an American problem. Over-weight is the rule, rather than the exception, and some alarmists predict that people will lose their feet and legs during the next billion years or so.

Families which once yearned to own an automobile, now boast two, three, or four — and parking space around our schools is equally as important as class rooms. And all of this has come about during a mere half century.

During the same interim, we have seen other developments. The airplane has moved from gasoline to jet, and we have harnessed the atom to produce electric power, run submarines and do other mental chores; television and radio are accepted household items, along with Scotch tape and frozen foods. But none of these things begin to create the impact which the automobile has made on the American way of life.

In answer to the early days arguments, we would say, "Yes, the automobile is here to stay — and how!"

Beware Of Benevolence

A French philosopher, probably the most discerning political theorist in history, toured the infant American republic in the 1830s.

Alexis de Tocqueville studied our Constitution and its relation to the temperament of the country and its peoples. He gave us this warning, which is extremely appropriate today. The "benevolent" welfare state, he said:

"Provides for their security, forseees and supplies their necessities, manages their principal concerns, directs their industry, regulates the descent of property and subdivides their inheritances — what remains but to spare them all the care of thinking and all the trouble of living . . . ?

"The will of men is not shattered, but softened, bent and guided. Men are seldom forced by its act, but they are constantly restrained from acting.

"Such a power does not destroy, but it prevents existence. It does not tyrannize, but it compresses, enervates, extinguishes and stupefies a people, until each nation is reduced to a nothing better than a flock of timid and industrious animals, of which the government is the shepherd."

— ANDREWS CO. NEWS.

Noted Minister Speaks At Family Night Supper

A family covered dish supper will be held for all families in the area Wednesday at 7 p.m. in the Fellowship Hall of the First Methodist Church, featuring Dr. Gaston Foote, pastor of the First Methodist Church of Fort Worth.



Dr. Gaston Foote

Although sponsored by the First Methodist Church, all families in Hereford are invited to attend the supper and hear the speaker.

Dr. Foote has served as pastor of the First Methodist Church in Fort Worth since 1925, and has held former pastorates in Amarillo, Little Rock, Ark., Montgomery, Ala., and Dayton, Ohio.

Dr. Foote received his A. B., M. A., and B. D. degrees from Southern Methodist University. He has a Doctorate of Theology from Denver University and an Honorary Doctor of Divinity from Miami University.

The speaker has served as a delegate to many world religious conferences. In 1957 Dr. Foote circled the globe as a member of the Christian Century Seminar, and toured the U. S. S. R. in 1961.

The program has been arranged by the First Methodist Church here, with Bill Davis serving as program chairman. Also serving on the committee are Mrs. John Jacobsen, the Rev. H. L. Thurston, Bert Boomer, Dudley Bayne, Garland Solomon, Dr. A. T. Mims, Earnest Langley, Mrs. Rosalee Coplin, and Gene Mathews.

The supper will begin at 7 p.m. in the Fellowship Hall of the First Methodist Church. A Walt Disney film will be shown for youngsters attending.

Mysterious...

(Continued from page 4)
Planting must be done in early spring when there is some moisture, but the ground must be beginning to be warm. Planting has already begun and will be limited only by the supply of cuttings available. The plant requires a chalky dry soil and also a bit of shade. This fact may cause some difficulty in its growth for commercial uses.

It can be found in most fruit and vegetable markets in Florida, where it is used in both the fresh and manufactured form and, one might add for use both internally and externally.

Rumor has it that there are only two companies manufacturing the creams and ointment at this time, but when it has been proven for radiation burns, it is needless to say that it may become a source of income to many in Texas as well as Florida or other tropical and sub-tropical climates.

HOME FOR VACATION

Mr. and Mrs. Joe Smith of 216 Avenue B, Hereford, have as house guests during spring vacation their son, Van, Mark Boyden of Fairbury, Neb., and John Ylitalo of Manila, Philippine Islands, the son of the consul general there. They are all students at Shattuck School in Faribault, Minn.

Have you read the classifieds?

Program On Youth Given At HD Club

Mrs. E. C. Hewitt was hostess to members of the Wyche Home Demonstration Club on Thursday, Mar. 15, in her home.

Mrs. Charles Packard was the presiding officer for the meeting at which time members of the Eager Beavers Boys 4-H Club gave some informative demonstrations. Mrs. Higgins and Mrs. George L. Olson are adult leaders for the boys club.

"The Youth Who Spoke" was the topic of the program given by Mrs. J. V. Pickens. She said, "two ways to help teenagers are with instruction in morals and religion and to sponsor activities for teenagers."

Those present were the guests, members of the Eager Beavers 4-H Club, their leader, Mrs. Higgins; and Mesdames Ira Ott, Harley Ward, Charles Packard, J. V. Pickens, C. R. Dameron, H. R. Short, George L. Olson, and the hostess, Mrs. E. C. Hewitt.

Hereford Student Wins Talent Show

Miss Mary Kaye Panciera, daughter of Mr. and Mrs. Ted Panciera of Hereford, was the first place winner of the annual West Texas State College talent show held Friday, Mar. 16, in the campus Student Union Building. The show is sponsored by the Student Council.

Miss Panciera sang two popular type songs, her own original compositions. She served as her own piano accompanist. She had originated a pantomime which she also presented. A trophy was awarded to Miss Panciera for being the winner of the annual talent show at the college.

Mr. and Mrs. Ted Panciera of Hereford, parents of Mary Kaye, attended the show.

A 16-station network has been set up around the world to follow and America's astronauts in orbit. The Mercury-tracking outposts can locate a spacecraft flying five miles a second, talk to the man it carries, measure the performance of the astronaut and his vehicle, and by radio signals bring him back to earth.

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CHICKEN OF THE SEA OR Sea Trader 6 1/2-oz. Can For Only **29c**

Breakfast Gems Grade "A" Medium Size Fresh Eggs—Special Low Price! Doz. **35c**

12-PACK BOTTLED PLUS DEPOSIT **59c**

Hunt's Fancy Quality
TOMATO JUICE
4 46-oz. Cans For Only **\$1.00**
You Get Gunn Bros. Stamps Too!

Allen's Canned Foods!
IRISH POTATOES, MUSTARD or TURNIP GREENS, PINTO BEANS, PORK & BEANS and MEXICAN STYLE BEANS
14 No. 300 Cans For **\$1.00**
You Get Gunn Bros. Stamps, Too!

Empress Grape, Peach, Apricot-Pineapple, Plum, Apricot Preserves or Orange Marmalade
PRESERVES
YOUR CHOICE
20-oz. Jar for **39c**
You Get Gunn Bros. Stamps, Too!

Special Prices On Hunt's Canned Foods!

Tomatoes	Hunt's Fancy Stewed Tomatoes	5 No. 300 Cans	\$1.00
Hunt's Catsup	Fancy Catsup	5 14-oz. Botts.	\$1.00
Tomato Juice	Hunt's	10 No. 300 Cans	\$1.00
Fruit Cocktail	Hunt's	5 No. 300 Cans	\$1.00

Low Prices And Gunn Bros. Stamps Too!

Peaches	Hunt's Sliced or Halves in Syrup	5 No. 300 Cans	95c
Peaches	Hunt's Fancy Spiced Peaches	4 No. 2 1/2 Cans	\$1.00
Hunt's Pears	Fancy Halves	4 No. 300 Cans	\$1.00
Shortening	Velvay All Purpose	3 lb. Can	59c

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Safeway Sterling Brand, Ideal for Good Eating Hot Dogs!
lb. Pkg. **39c**

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Backs and Necks! 5 lb. Box **89c**

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Perf. Size	Large Size	Giant Size
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25c	43c	73c	39c

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Winesap Apples Washington State Extra Fancy 4 lb. Bag **49c**

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WITH THE OFFICIAL ARRIVAL of spring and the noticeable change to warmer weather, vegetable farmers got busy last week with spring planting. Among the crops now going in are onions, which are grown from sets placed in the ground individually. This field is located southwest of Hereford. (Staff Photo)

FRIO NEWS

Residents Make Trips Have Several Visitors

By Mrs. Owen Andrews Mrs. Darold Baldwin of Fort Worth was visiting her husband's parents, the Rev. and Mrs. B. H. Baldwin, Sunday. She planned to spend a few days visiting relatives including her parents, the Seaglers, at Petersburg. Darold is busy with his church and school work and could not come with her at this time.

Sparkman and Dianne Clearman. Carol Robbins and Edlana Vinson visited Darlene Sparkman Sunday.

J. L. Miller of Abernathy spoke to the Brotherhood of Frio Baptist Church Wednesday evening. He was accompanied by his wife and a son, who remained at the Bill Williams with Mrs. Williams and family, while he and Williams came to Brotherhood Meeting.

On Monday evening, Mrs. Olin Parris, Mrs. David Yandell, Mrs.

Lloyd Shultz, Mrs. Bill Williams and Mrs. Harlan Barber went to Amarillo to hear the Oak-Ridge Quartet, of Nashville, Tenn., and the Weatherford Quartet, which originated in California, sing at the Amarillo High School Auditorium. The music was of inspirational gospel type, and the ladies report that they thoroughly enjoyed it.

Mr. and Mrs. Floyd Cole, Bill and Beverly had dinner Sunday with their parents, the Earl Coles, at Spearman. The Earl Coles have been at the farm attending to business for several days. The John Coles, who also live in the Spearman area, came to have dinner with the relatives.

Several high school and junior high students in this community have been participating in the area choir and band concert in Amarillo this week.

Mrs. H. M. Mobley and Mrs. Lillian Fischer were in Clovis Tuesday.

Mr. and Mrs. Weldon Stephan and daughters attended revival services at Calvary Baptist Church in Frio Sunday night. The Rev. Bob Harris, former pastor of Avenue Baptist Church of Hereford and now from Lawton, Okla., was conducting the revival services.

RIFLE STILL SHOOT SHEPHERDSVILLE, Ky. — Daniel Boone's famous long rifle is still in working order. It was fired Feb. 2, 1962, at the opening of a travel information center on an interstate highway.

Boone died in 1820. His rifle is part of the Kentucky Historical Society exhibits.

HD Club Meets For Luncheon Mar. 15

The North Hereford Home Demonstration Club met for a covered dish luncheon in the home of Miss Roberta Campbell at 1 p.m. Thursday, Mar. 15, for the regular meeting.

After lunch the club was called to order for a business meeting and roll call was answered with ways to stretch our food dollars. Mrs. Clinton Ward then introduced Mrs. Tom Draper who presented the program on the same topic.

Mrs. Draper reminded the club members that getting most from the food dollar was a matter of good management but to remember that nutrition should not be sacrificed for economy. Some ways mentioned for extending our food buying power were: less waste-use all leftovers and have smaller meals ahead to utilize all possibilities; make a list of what to buy when grocery shopping and stick to it; and make as few trips to the store as possible. In closing, Mrs. Draper discussed what each person needs to eat to keep fit as listed in four categories, and encouraged checking to see if each type

of food was represented in our grocery bills in good proportion.

The club received an invitation from the Westway Home Demonstration Club to a coffee-brunch in the home of Mrs. John Wagoner on April 5 at 9:30 a.m. Members are to meet at the home of Mrs. C. L. Whitehead at 9 a.m. and go together.

Mrs. Gaylon Bryan reported that each member was to bring a piece of handwork to the next regular meeting which will be on April 19. A forty-two party is being planned by the finance committee; details to be reported at a later date.

Members attending were Mesdames R. A. Fullwood, A. A. Haze, Allen Klein, Otto Olson, C. L. Whitehead, Otto Massie, O. C. Williams, Mary Bodkin, Martin Wagner, Harold Finch, Gaylon Bryan, W. C. Davis, Clinton Ward, Clyde Smithers, John Gooch, Fred S. Barrett, R. E. Barrett and Miss Roberta Campbell. Guests present were Mrs. Tom Draper, County HD Agent, Mrs. Ida Bennett, and Mrs. Campbell, mother of Miss Roberta Campbell.

Farmerette Club Studies Make-up

"Make-up and How To Use It" was the topic for the Farmerette Club's regular meeting held Tuesday, Mar. 20.

The meeting was called to order at 8 p.m. by the vice president, Mrs. Bob Hicks. Mrs. Howard Hunter introduced the guest speaker, Mrs. Gail McNeese, a local beauty operator, who demonstrated methods of choosing the right shade of make-up and how to apply it properly. She said, "Eyes are supposed to have a wide look with the make-up giving the face a slightly pale look."

Mrs. Bob Hicks conducted the business session. A report from the yearbook committee was heard. She announced that the

next meeting would be held on April 17 with Mrs. Richard Hagar serving as hostess. The program for that meeting will be "Flower Arranging."

Mrs. John Hammett served refreshments to Mesdames Leonard Schmidt, James Dobbs, Clark Dobbs, Bob Hicks, Wyatt Harman, Jess Robinson, Earl Harkins, Kenneth DeHart, Clark Andrews, Waylan Hukill, Layton Sawyer, Howard Hunter and Mrs. J. J. Durham, the advisor.

Biscuits Judged At 4-H Meeting

The Walcott Girls 4-H Club members met Tuesday, Mar. 20, at Walcott School for the regular meeting with the president, Marsha Burns, presiding at the session.

Miss Loretta Fowler, the guest speaker, was introduced by Adair Melton, the program chairman. A biscuit making demonstration was given by Miss Fowler, showing the club members the correct methods of mixing and baking biscuits. She told the members that "Biscuits and fruit pies will be the products for competition in the 4-H Bake Show scheduled for summer." Each member scored Miss Fowler's biscuits as the biscuits would be scored in the summer show.

An announcement was made that the club light bulb sale was complete. Mrs. Betram Jack will give a program on "Nutrition" at the next meeting to be held on April 3. All mothers of the club members are invited.

The 19 members attending answered roll call with "What I Like To Eat With Hot Biscuits." Marsha Burns and Adair Melton presented the safety demonstration that they plan to present in the county competition on Mar. 31. The demonstration completed the afternoon meeting.

VISITING FAMILY

The Rev. Noel Bryant, pastor of the First Methodist Church of Denton, the son of Mrs. D. H. Bryant and brother of Cawthon Bryant, both of Hereford, held a revival meeting in the First Methodist Church of Frio on this past week. The Bryants along with friends attended the services. The Rev. Bryant spent Friday night with Mrs. D. H. Bryant and returned to Denton on Saturday.

FIELDER COMMENTS

UTICA, N. Y. — Arthur Fielder, conductor of the Boston Pops Orchestra, says he sees nothing wrong with the dance craze, the Twist. "It's just a phase like the shimmy/rock 'n' roll, the black bottom and the jitterbug," he said while here for a concert. "I don't think it's making juvenile delinquency."

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WESTWAY NEWS

Residents Are Honored With Parties This Week

By Mrs. Harold Budd
Mr. and Mrs. J. B. Odum were hosts for a "forty-two" party in their home Friday evening. Among those enjoying the games and refreshments were Mr. and Mrs. Lincoln Bollen, Mr. and Mrs. Jimmie Jesko, Mr. and Mrs. Roland Hairgrove, Mr. and Mrs. G. C. Merritt of Hereford and the hosts.

Mrs. George Pitter and children. Mrs. Harold Head and Mrs. Mozell Dance were in Dumas on Monday.

Mrs. Frank Zinser Jr. visited with Mrs. Paul Zinser and new baby boy in the hospital in Friona Saturday.

Scott and Pat Johnson of Amarillo spent Friday through Tuesday with their grandparents, Mr. and Mrs. W. F. Ponder, while there parents, Mr. and Mrs. Jerry Johnson of Amarillo, were in Nebraska. Mr. and Mrs. Johnson came after the boys on Tuesday.

Mr. and Mrs. Ed. D. Sawyer and Mrs. Lella Sawyer of Friona spent the weekend in Floydada with Mr. and Mrs. L. L. Sawyer. Mrs. Lella Sawyer remained there for a longer visit with her son and wife.

Mrs. Argen Draper visited with Mrs. George Turrentine Friday.

Mr. and Mrs. Ernest Flood and children spent Saturday in Amarillo for some shopping and business.

Mr. and Mrs. Everett McIntosh spent Sunday with their daughters, Mr. and Mrs. James Harris and children and Mr.

Allred Is Tops In Table Tennis Tournery Tuesday

In the first of what is planned to become an annual affair, Hereford High School senior Lynton Allred won a ping-pong tournament sponsored by the local Kiwanis Club.

Winning second honors was Dwight McGee, while David Sellers placed third. Held Monday and Tuesday night, the singles table tennis tournery had a field of 16 high school boys entered. Ronnie Gray and Joe Cabrera earned their way to the semi-finals before being eliminated by the winners.

Kiwanians honored the winners at their Thursday meeting, and presented trophies to the top three.

Plans are being made to stage a tournery each year, and enlarge it to include both doubles and singles, in divisions for both boys and girls.

Entered in the tournament were Larry Hill, Roger Owen, Ronnie Gray, Alton Johnson, Waldon Scott, Joe Cabrera, Joe Schultz, Bill Miller, David Sellers, John Willoughby, Kim Kassahn, Ronnie Welty, Dwight McGee, Charles Mins and Austin Hodges.

and Mrs. Freddy Harris, in Amarillo.

Mr. and Mrs. W. W. Thomas and Mr. and Mrs. Lincoln Bollen spent Tuesday in Amarillo.

Mrs. Jim Thomas and Mrs. Martha Sullivan of Hereford were in Friona Saturday morning to attend the freshmen track meet.

On Tuesday morning Mrs. Thomas attended an executive meeting at the First Methodist Church in Hereford.

Mr. and Mrs. Bob Betzen and children visited with Mr. and Mrs. Ken Rudd and family Sunday afternoon.

Mrs. Bill Stengel and Babs spent Thursday with her mother, Mrs. Felix Urbanczyk. The ladies also visited with Mrs. Sam Mazurek Jr. and children.

Walter Kaul went to Lubbock on Wednesday to contest in the rodeo being held there in conjunction with the stock show.

Mrs. Merlin Kaul attended the church services held at the Presbyterian Church this week-end. Mrs. Gertrude Keehal was the speaker.

Mrs. Bill Stengel presented a program on hair styling to the Young Homemakers H. D. Club in Hereford Tuesday afternoon.

J. C. Morrison and Merlin Kaul attended the men's fellowship at the First Methodist Church in Hereford Wednesday evening.

Mr. and Mrs. Cliff Combs and Dewaine spent Sunday and Monday nights with Mr. and Mrs. Sammie Cates in Happy.

Mr. and Mrs. Homer Rudd were in Lockney and Lubbock on business on Tuesday.

Mr. and Mrs. Elmer Maples of Amarillo spent Sunday with her sister, Mr. and Mrs. Emmitt Johnson.

Mr. and Mrs. George Turrentine and girls were dinner guests in the home of Mr. and Mrs. Herman Paetzold on Sunday. That afternoon the group went to the Turrentine home for a continued visit.

Mr. and Mrs. Rob Groves and children spent Sunday in Canyon with his grandparents, Mr. and Mrs. T. M. Wilson.

Mr. and Mrs. J. B. Odum and Jerry were in Cotton Center on Saturday to attend the funeral of her great-aunt, Mrs. W. White. That night they stayed with her parents, Mr. and Mrs. Rosa White at Hale Center.

On Sunday they visited with his brothers and families, Mr. and Mrs. Jimmy Odum, Mr. and Mrs. Donald Odum, and Mr. and Mrs. Tommy Odum, near Half Way.

Mrs. Paul Rudd and Mrs. Joe Wagoner attended the Farm and

Ranch Club luncheon in the home of Mrs. Cliff Johnson at Walcott on Thursday.

Mr. and Mrs. Johnny Dupnik and Rosemary of Hereford visited with Mr. and Mrs. Bill Stengel and family Sunday afternoon.

Mrs. Cliff Combs and Mrs. R. L. Dodson visited with their parents, Mr. and Mrs. Grady Cates, in Hereford Sunday.

Mr. and Mrs. Homer Rudd and girls visited with Mr. and Mrs. Robert Strain at Dawn Sunday afternoon. Mr. and Mrs. James Arney and children of Hereford were also there. The group enjoyed the evening meal together.

Mrs. Elvin Wilson of Friona visited with Mrs. George Turrentine Tuesday morning.

School Menu

Elementary Schools

MONDAY — Hot dogs with chili on buttered bun, pinto beans, cabbage-carrot-raisin slaw, spiced applesauce and milk.

TUESDAY — Hamburgers on buttered bun, lettuce, tomatoes, pickles, buttered potatoes, cranberry-apple pie and milk.

WEDNESDAY — Pizza pie, oven browned potatoes, tossed green salad, cherry cobbler, bread, butter and milk.

THURSDAY — Barbecued pork, apple sauce, steamed rice, buttered spinach, grapefruit sections, hot rolls, butter and milk.

FRIDAY — Fish sticks, creamed English peas, cabbage and apple salad, apple betty, hot rolls, butter and milk.

Junior-Senior High
MONDAY — Hot dogs with chili, ham loaf, cabbage-carrot-raisin slaw, whipped potatoes, buttered mixed greens, whole kernel corn, lemon chiffon pie, hot rolls, butter and milk.

TUESDAY — Barbecued pork on buttered bun, hamburgers, navy beans with ham, hash brown potatoes, lettuce, tomatoes, pickles, cranberry sauce, deep dish apple pie, butter and milk.

WEDNESDAY — Pizza pie, braised beef with vegetables, potatoes au gratin, tossed green salad, buttered green beans, cherry cobbler, bread, butter and milk.

THURSDAY — Luncheon steaks and gravy, barbecued pork, creamed potatoes, congealed salad with pineapple and cranberries, buttered fresh broccoli, chocolate cake with fudge icing, grapefruit sections, hot rolls, butter and milk.

FRIDAY — Fish sticks with tartar sauce, meat balls and spaghetti, creamed English peas, pineapple-cabbage salad glazed sweet potatoes, apple crisp, hot rolls, butter and milk.

Fred W. Welch Participates In Army Exercises

Army Specialist Four Fred W. Welch, son of Mr. and Mrs. Fred B. Welch, 201 Centre St., recently participated in a combined arms phase of the five-week 4th Armored Division field training exercises in the Grafenwohr-Hohenfels of Germany.

The exercises stressed the ability of infantry, artillery, armor and logistical support units to work together under combat conditions. Training of this nature is designed to maintain a constant state of combat readiness essential to a modern Army deployed to maintain the defense of the free world.

Specialist Welch, a helicopter crew chief in the division's 304th Aviation Company in Furth, entered the Army in February 1957 and arrived overseas on this tour of duty in February 1961.

The 23-year-old soldier is a 1956 graduate of Hereford High School and attended Texas Technological College in Lubbock.

Before entering the Army, he was employed by Moore Business Forms, Inc., in Oakland, Calif.

His wife, Geraldine, is with him in Germany.

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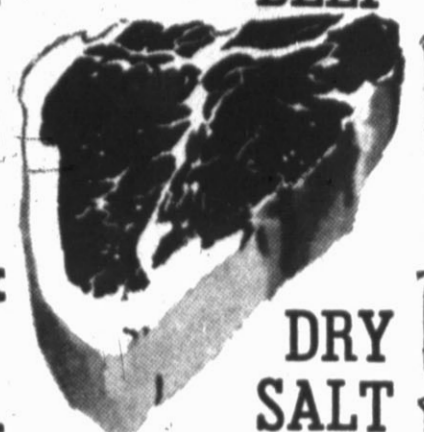
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MELLORINE
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Local School District Slates Board Elections

BY SUE BROWNLEE
Notice to all qualified voters of the Adrian Independent School District: There will be an election held at the school house to fill three vacancies on the Board of Trustees, April 7. The names that have been petitioned to be placed on the ballot are as follows: W. B. Betts, Lorin Creitz, M. A. Ferguson, Mrs. L. W. Garrison, Dean Whaley, and Elbert Whitten.

The positions to be filled are presently held by Elmo Pinnell, Bill Leslie, and Lorin Creitz. Of these three, Creitz is the only one seeking re-election.

The Adrian School faculty, custodian, and cafeteria staff were honored with a steak dinner at a local cafe last Wednesday. The dinner was given by Mrs. Billy Johnson and Mrs. Carrol Grubik. The table was set with red decorations.

Adrian High School boys have many wins in track. Adrian's one-act play took first at Hartley Friday night, and Saturday at Vega the boys got second in volleyball, and the girls got first place. All this gives Adrian High School much acclaim.

The Jim Proctors visited in Amarillo Saturday with their son Jim and family.

Webb Blankenship was dismissed from the hospital Sunday and is now home, doing fine.

Mr. and Mrs. Ted Boydston visited Saturday in Amarillo with her brother, Mr. and Mrs. Moran Pounds and son.

Sunday dinner guests of the Oscar Bronniman family were Mr. and Mrs. Wilbur Harris and sons, and Mrs. and Mrs. Zane Kerr.

Company of the Earl Brown family Saturday was her sister, Mr. and Mrs. Square Jackson, of Wellington.

Mr. and Mrs. D. P. Doherty and Mrs. Earl Croft went to Amarillo Sunday, and were dinner guests of Mrs. J. M. Donnell. They then spent the afternoon visiting Mrs. Doherty's parents, Mr. and Mrs. J. T. Woodard and her other sister, Mrs. Emma Lou Manley, and brother, Mr. and Mrs. Woody Woodard.

Sunday visitors of the Rex Manley family were Rita Scott, Alice Knox, Sue Kell and Faye Hall of Vega.

The Ted Boydstons visited Saturday with his grandfather, Mr. Roy Harle, of Amarillo.

Saturday morning Moran Pounds came out to visit his parents, the E. B. Pounds. He returned to Amarillo that afternoon.

Sunday guests of the E. B. Pounds were their daughter, Mr. and Mrs. Ted Boydston.

Sunday evening visitors of the Joe Brownlee family were Mr. and Mrs. Zane Kerr.

Mr. and Mrs. Preston Johnson attended the Golden Parade

Coon Hunters Club Sunday in Amarillo. There is to be a hunt April 7-8, south of Amarillo on Washington, at the Stockton Lake. The Johnsons plan on going at that time.

J. J. Pridmore is here visiting his son, Mr. and Mrs. Grady Pridmore and family. The elder Pridmore has been living in National City, Calif., and is now enroute to Easter, Okla., to make his home with a daughter, Lois Morris.

The Lester Gillians visited the R. D. Sisk family Sunday.

Sunday guests of Jim Voyles and Edd Klein were Mrs. Jim Haliburton, Mrs. John Haliburton, and Ruth from Vega, and Mr. and Mrs. Cal Jackson.

Mr. and Mrs. Chubby Sasser from Hardesty, Okla., visited her parents, Mr. and Mrs. Manuel Loveless and family Saturday.

Loveless Wholesale Employees gave a surprise "going-away party" Saturday evening to Midge Stroup, who is moving to Amarillo. She received gifts from her friends. Those present were Mrs. L. A. Worsham, and Lisa, Mr. and Mrs. Wilbur Harris and sons, Mr. and Mrs. Alford Jobe and family, Mr. and Mrs. Manuel Loveless and family, Mr. and Mrs. Bill Hamilton and Paul Jones.

Mrs. R. L. Pinnell's mother, Mrs. M. E. Wells of Pampa, underwent eye surgery Friday in Saint Anthony's Hospital in Amarillo. Mrs. Pinnell was with her and the time she is reportedly "doing fine." A cousin of Pinnell's, Rex Martin of Glenrio, N. M., also had eye surgery last week and is in the same hospital, so Mrs. Pinnell also visited with him. He is to be dismissed in a few days.

Mr. and Mrs. R. L. Pinnell and Linda went to Dumas Sunday to visit his sister, Mr. and Mrs. J. O. Johnson and Janan.

Mrs. Pat Maupin has been to see her sister, Mrs. Lula Huddleston, who is ill at Childress.

Mr. and Mrs. W. C. Briggs and grandson Jimmy Bob of Amarillo went Saturday to Lazbuddie to visit his father, Mr. and Mrs. Jimmy Briggs and Joe Dan. Jim Bob spent the weekend with his grandparents.

Mr. and Mrs. Paul Hall and Patti of Amarillo visited the Earl Brown family Sunday.

Monday night, Mar. 26, the Adrian one-act play will be given for the community to see this first place Interscholastic winner of this district. Next stop for it will be April 3 at the Area meeting to be held at Amarillo College. Title of the play is "No' Count Boy."

A birthday surprise dinner for Joe Speed was held Saturday, St. Patrick's Day, in the John Horton home. His son, Bert Speed from Bridgeport, Ala. flew in Friday night. He was kept hidden by friends until the party. About 21 guests were present.

Mr. and Mrs. J. L. Spinks received word Tuesday, Mar. 20 by long distance telephone from Madrid, Spain, that they have a grandson. His parents are Airman First Class and Mrs. Ferrell G. Hill. The baby and mother are reportedly doing fine, but no other details were found out. They will receive more details by mail and grandparent is Mrs. Bertha Hill of Amarillo.

Have you read the classifieds?



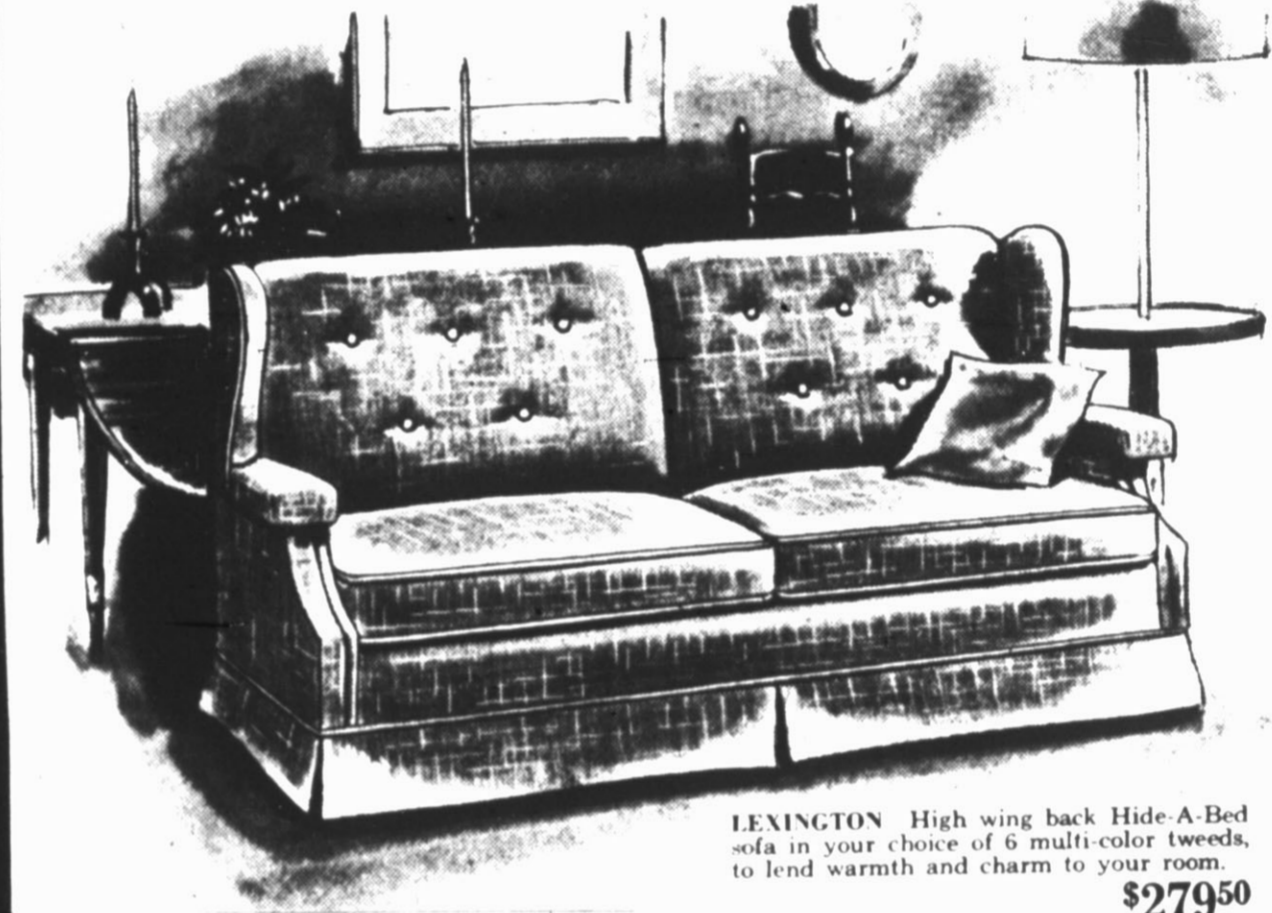
Colonial-Early American SLEEPERS

from **SIMMONS**



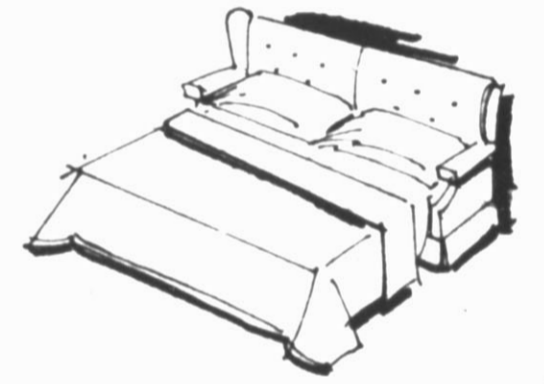
STUDIO DIVANS... SOFA BEDS... HIDE-A-BED SOFAS

\$89⁹⁵ to \$279⁵⁰



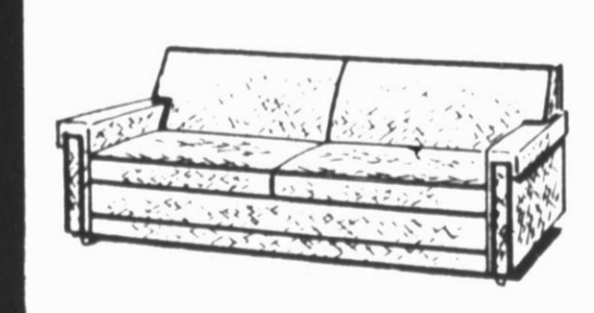
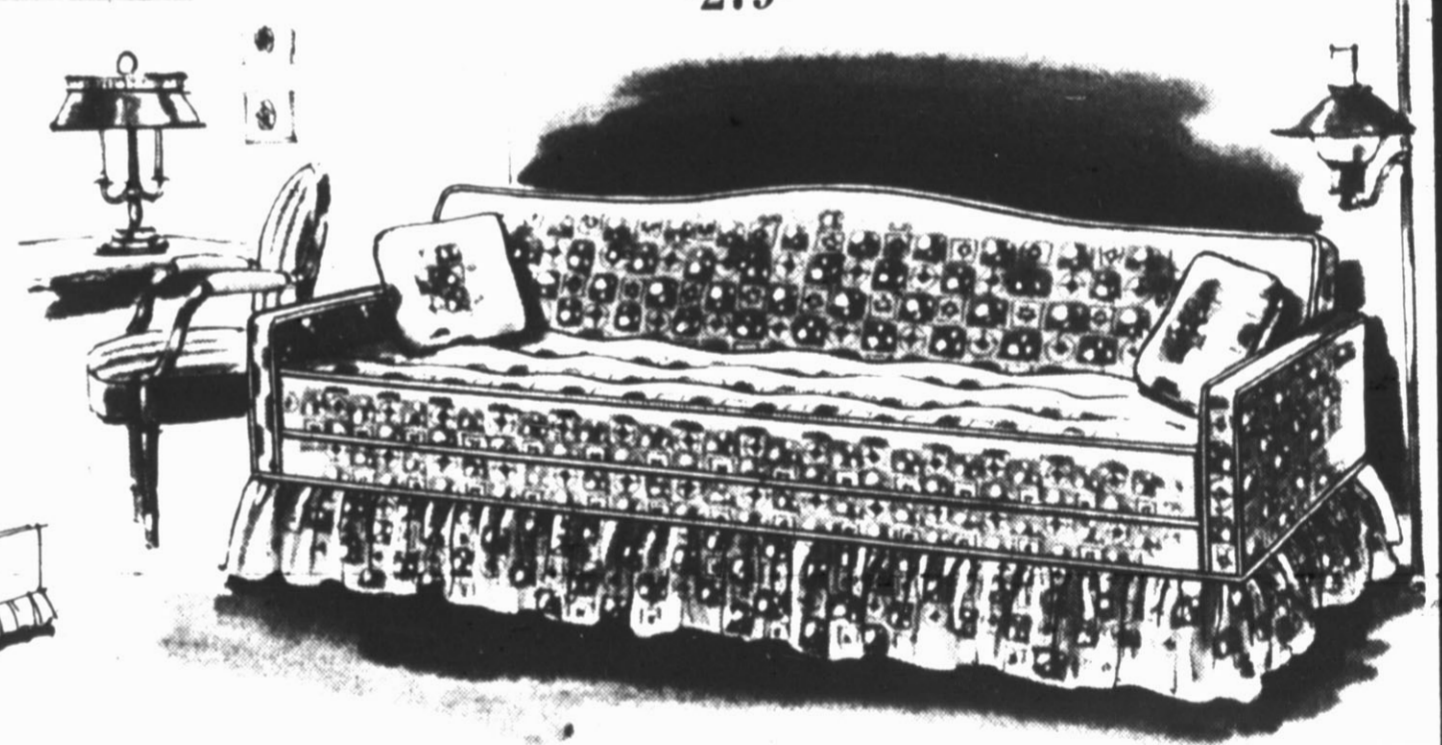
AN EXTRA BEDROOM FOR PRICE OF A SOFA

Whichever of these lovely dual-purpose pieces you choose for your home, you'll be buying the finest money can buy. Outstanding, durable construction, wide assortment of decorator selected fabrics in even larger assortment of colors make each of these truly a Golden Value. All Hide-A-Bed sofas feature life-time all steel frame, most with Simmons exclusive Beautyrest cushions. Come in, see them today.

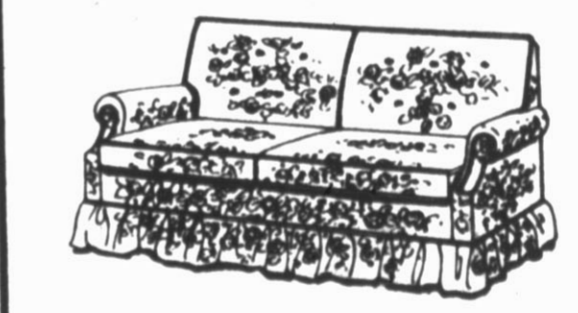


LEXINGTON High wing back Hide-A-Bed sofa in your choice of 6 multi-color tweeds, to lend warmth and charm to your room. \$279⁵⁰

PROVINCIAL SOFA BED with matching end pillows all in gay print fabric available in 4 colors. Features Deep-sleep construction and handy concealed storage area. \$119⁹⁵



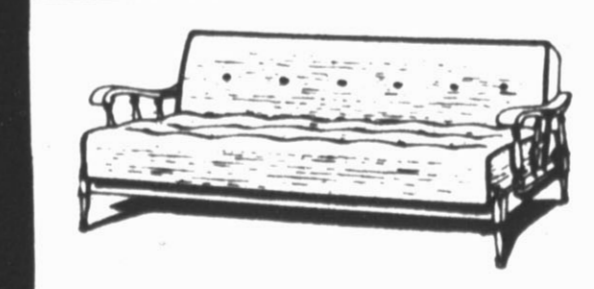
KINGSTON Popular classic with modern Lawson arms. Durable, textured fabric in 3 colors enhanced by custom detail. \$259⁵⁰



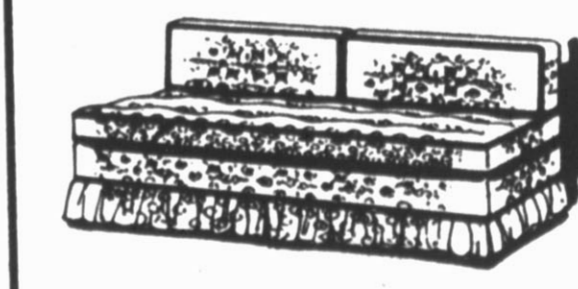
GEORGETOWN Early American Hide-A-Bed sofa with simulated pillow back. Sophisticated rose print, 3 muted tones. \$259⁵⁰



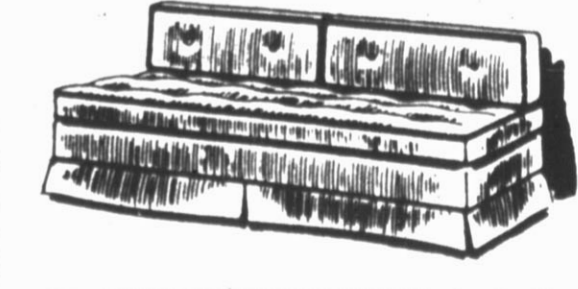
QUINCY Roll arm Lawson Hide-A-Bed sofa in a captivating print available in 3 colors. Polyfoam cushions for top comfort. \$199⁹⁵



BEAUTYREST SOFA BED Maple finish arms and legs. Recessed base with bedding storage. Textured cover in 4 colors. \$149⁹⁵



DEEPSLEEP STUDIO DIVAN covered with mixed fabric in your choice of 4 sprightly colors. Sleeps one. Low priced. \$89⁹⁵



BEAUTYREST STUDIO DIVAN in an attractive print fabric in 3 colors. Metal back for bolster support. Sleeps two. \$139⁹⁵

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ADULTS 50c CHILDREN 20c

DO YOU REMEMBER?



"On this 23rd day of March, 1891, the Commissioners Court was formally called in session, present were Judge J. R. Dean, Commissioners Powers, Jones and Skeins, and Clerk C. G. Witherspoon in attendance. On the intelligence of Surveyor Berry that Leagues Nos. 176, 178, 179 and 177 of lands set apart for the Public Schools of unorganized Counties being the first on the list subject to location it was ordered that application be at once made to have said four leagues set apart for Deaf Smith County.

The matter of letting the contract to build a Court House in La Plata on coming on to be heard was discussed in all its bearings but the County Judge and Commissioners could not come to an agreement, and the matter was left unsettled. On motion the Clerk was instructed to ask Mr. C. J. Miner, Com'r from Prec. 4 to report at once or send his resignation." FORMBY FOR GOVERNOR A. J. (Major) Schroeter, Chairman, invites you to come by his office or KPAN office and get campaign material for mailing to friends. Contributions in helping elect this qualified and capable man as Governor will be appreciated. (Paid Pol. Adv.)