

WEATHER

High	Low
Thursday 46	23
Friday 64	28
Saturday 63	23
Molsture this month: .01	
Molsture this year: 1.66	
Molsture last year: 1.34	

# The Sunday Brand

38 pages

Including 22 Colored Comics

Published Every Sunday

Our Slogan: "More People — More Farms"

VOL. 16 — NO. 36

HEREFORD, TEXAS 79045, SUNDAY, MARCH 8, 1964

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## Around Town

Like to help with the cancer drive in Deaf Smith county? Veleda Study Club, which will sponsor the drive here, is asking interested persons to attend a meeting at 8 p.m. Tuesday in the First National Bank's community room. Tom Williams, a representative of the American Cancer Society, and Dr. Clyde Rush will speak and show films. Mrs. Arnon Landerback is director of the drive for the club.

Lubbock Christian College Associates' Hereford chapter will have a dinner meeting tomorrow night at 7 o'clock in the Community Center. Program will be presented by LCC students.

Walcott is putting the big pot in the little one this afternoon at an open house for the school's new auditorium-gymnasium. Public is invited to attend.

Cadet Randy Carver, Hereford, has been named to the disciplinary honor roll at Missouri Military Academy, Mexico, Mo., for perfect deportment during January and February.

Deaf Smith County citizens bought \$768 worth of U. S. Savings bonds during January, says Robert L. Thompson, county chairman. Goal for 1964 is \$200,000.

Marine Sergeant Bobby W. Frost, 221 Ave. A, Hereford, is participating with the first Marine Aircraft Wing in "Operation Backpack" being conducted off the coast of Taiwan.

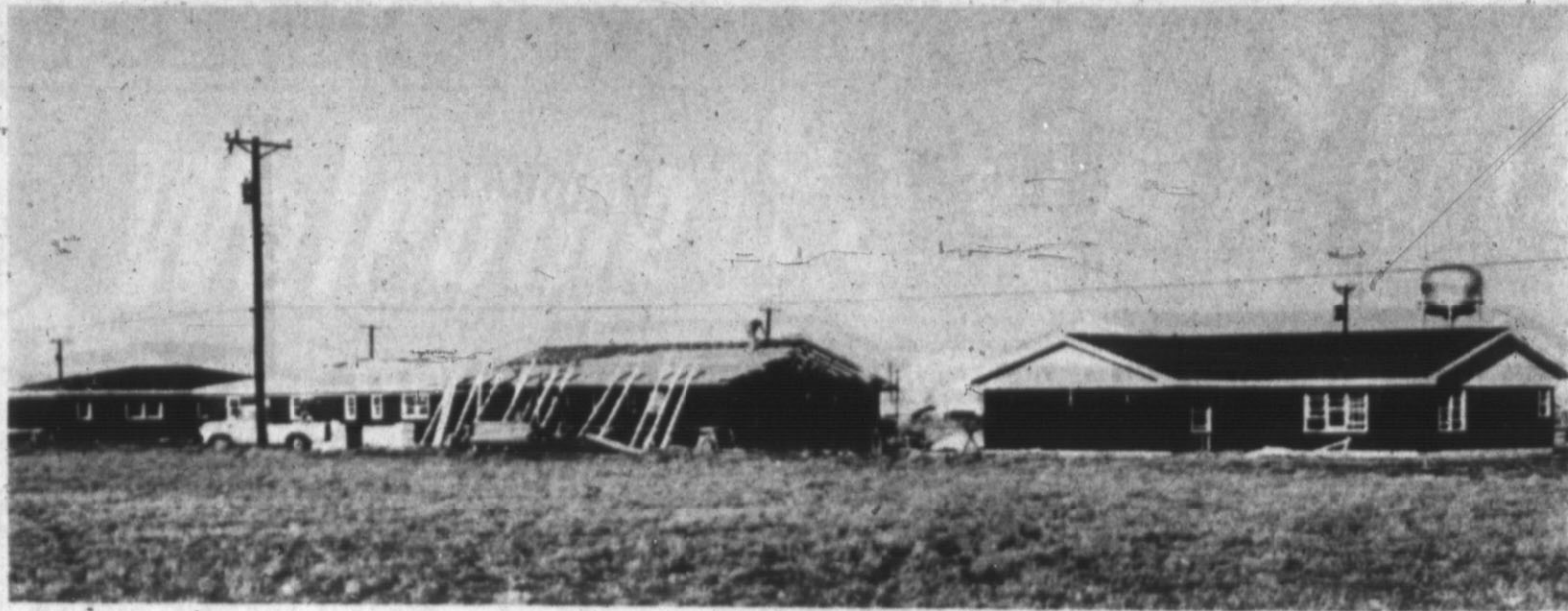
Charles Duvall, president of the Little League here, has called a meeting of all persons interested in Little League for this afternoon at 3:30 in Northwest Elementary school. All coaches, umpires, Jaycees, ABC members and fathers especially are asked to be on hand when officers for '64 will be elected.

Thomas Dale Coffman, Hereford, has pledged Kappa Sigma fraternity for the spring semester. Tech's department of public information announced Saturday. Altogether, 248 men pledged various fraternities.

Area residents who finished high school at Lakeview are being invited to attend the schools' homecoming March 28, starting at 11 a.m.

Hereford Rotary club has elected these new officers: Don Baugous, president; Gwynne Owen, vice-president; Roy Faubion, secretary; Joe Kerr, treasurer; and James Jamerson, Myron Morgan and Gaston Baer, directors.

Texas State Council Knights of Columbus warned Saturday that deadline is March 31 for (Continued on page 2)



BUILDING, BUILDING, BUILDING — Hereford continues to build, as new additions spring up almost everywhere. This is a typical scene in northwest Hereford where entire areas are being developed simultaneously. (Brand Staff Photo)

## Building Boom Pushes Permits To \$700,000

Hereford's building boom, which has been under way for several months, continued during February, pushing the two-month total to \$700,250, a check of City Hall records revealed Friday.

The shortest month in the year saw permits for \$365,500 issued, and the previous month's total had been \$434,750 to push the total for 1964's first two months well up toward the three-quarters' million level.

This compares with \$53,250 for permits issued in January of 1963, and \$119,300 in February of last year for a total of \$172,550 during the first two months of 1963. Thus the construction permits for the first two months are more than a half-million higher than during the same time last year.

The February permits were mostly for new residences, ranging in cost up to \$30,000. January's biggest single item was for a \$130,000 construction program at King's Manor. Three building permits were issued in February for remodeling business buildings.

February permits issued were as follows: Parker & Douglas, brick veneer residence on Lot 27, Hare addition, \$14,750.

Allie Pauline Black, for repair and remodeling hotel on west part of lot 30, block 22, \$9,000.

J. E. Jackson, a brick veneer residence on lot 7 and part of lot 10 on block 8, Crestlaw addition, \$20,000.

Buddy L. Ledford, brick veneer residence on lot 76, Northridge addition, \$11,500.

Ernest Witherspoon, repair store building on lot 16, block 18, \$7,000.

David Erdman, move-in house trailer on block 42, Evants addition, \$4,200.

W. A. Marshall, metal store building on lot 1, block 61, \$22,000.

Bradley Investment Co. brick veneer residence on lot 19, \$1,000.

Eugene Love for Justice Realty, move in business building on part of block 3 and 6, DeAtley Addition, \$12,000.

Dennis Williams, brick veneer residence, lot 13, Hare Addition, \$14,000.

Tom Hughes, brick veneer residence, lot 12, Hare addition, \$10,000.

## Donations For Edwards Fund Being Accepted

An account has been opened at each of the Hereford banks for the benefit of accepting donations to the Edwards' Foundation. The money will be used to help Dr. Lena Edwards secure the additional medical facilities needed for the labor camp hospital, and will be supervised by the Foundation Board, according to County Attorney Ed Line, Chairman of the Board. When making a deposit to the Foundation, the contributor is asked to place name and mailing address on the deposit slip in order that Dr. Edwards can acknowledge the gift, as well as having a permanent record of the giver.

The Edwards' Foundation is a non-profit group organized to help Dr. Edwards in her work.

## Shoppers to Get Break; 'Unlucky' 13th Goes Lucky

Friday the 13th may be unlucky for some folks, but for people who will shop in Hereford next Friday (the 13th again) it will be lucky.

The reason: Merchants here are planning a whole series of "lucky" items for the shoppers. Ladders, black cats, 13-cent items—the works ordinarily considered flax symbols, will be found everywhere. Even the ladders will have special meaning, moneywise, for customers, just to mention one of the tricky ideas planned for Hereford.



Paul K. Mullins to speak

## Paul Mullins To Speak at Credit Union Meeting

Paul Mullins, assistant manager of the Texas Credit Union League in Dallas will speak to the members at the 27th Annual Meeting of the Hereford Texas Federal Credit Union scheduled for 7:30 p.m. Tuesday in the high school auditorium, according to Mrs. Dyalitha Benson, treasurer-manager of the local credit union.

A slide program, "How to Get More Money for Your Money," will be presented by Wayne Hilton, field representative for the Texas Credit Union League.

Robert L. Thompson, president of the local group will be in (Continued on page 2)

## Clothing Aflame, Boy Rolls In Dirt

Because he was able to think clearly in an emergency, a 13-year-old Hereford youth is alive today, recovering from burns which, although painful, are not believed to be serious.

The lad is James Lee, son of Mr. and Mrs. Al Lee, 112 Ranger.

Young Lee and some neighboring children were playing around a small clubhouse at the rear of his home one day last week. The little clubhouse has a fireplace. The day was chilly. So Lee made ready to light a fire.

Just to get the fire place off to a quick start, he poured gasoline on the wood and tossed in a lighted match.

The flame burst forth, sending streaks of fire into James' face and setting his clothing afire. He dashed out of the club-

house and rolled on the ground to extinguish the fire in his burning clothing, officers said. Then he and a friend put out the fire in the small building.

Fortunately no other children were playing in the building at the time Lee set off the blaze. Lee, a sixth-grader at Northwest Elementary, was rushed to Deaf Smith County hospital in the family car.

His burns were described as first and second degree burns about the face and one leg. Saturday he was reported in good condition.

## Vehicles Receive Damage In Four City Accidents

Four accidents since Wednesday resulted in damage to vehicles involved.

The first accident occurred in the 200 block of Beach St. at 2:25 p. m. Wednesday. A vehicle driven by W. C. Preutt, Mule-shoe, was in collision with a vehicle driven by Ken Earl McDuffie, Amarillo. Damage to the Preutt vehicle was estimated at \$50, with no damage to the McDuffie vehicle. Neither driver was ticketed by John Hysmith, investigating officer.

In another accident Wednesday, a vehicle owned by Leroy Berend, 109 Union, was struck by a vehicle driven by Neal Walter Lueb, 807 S. 25 Mile Ave. The accident resulted in \$200 damage to the Berend vehicle and \$25 to the Lueb vehicle. It took place about 3 p. m. in the 100 block of Union. John Hysmith, investigating officer, ticketed Lueb for negligent collision by hitting a parked vehicle.

A hit-and-run accident Friday afternoon resulted in \$65 damage to a '58 Chevy station wagon owned by Jerry Albracht, 321 Ave. B. The vehicle was parked in the 300 block, Ave. J, about 4:10 p. m. when another vehicle struck the left front door of the (Continued on page 2)

## Two Burglaries Cleared by Arrest Of Amarillo Trio

At least two Deaf Smith County burglaries were cleared up Wednesday with the arrest of four persons by the Potter county Sheriff's department.

Charged with burglary and held on \$2,000 bond each are Morris Vern Ross, 27; his wife Alice, 21; Anthony A. Schoenberger, 23 and Tommy J. Hinkle, 17.

All four are residents of Amarillo.

Sheriff Lowell Sharp said that three of the arrested persons have admitted burglarizing the Hereford Grain Co-op Elevator, which is North of Dawn.

Sharp said the total amount taken in Deaf Smith County by the three of the men, amounted to about \$150.

"Chances are," Sharp said, "if these persons are convicted in Potter county and we are satisfied with the sentences, we will just dismiss the charges locally and avoid the prolongment of a trial."

## Democrats Plan 'Kick-Off' Rally

First of the political rallies for 1964 is scheduled for Monday evening, March 23, when candidates for all offices will be invited to make speeches.

The meeting was called by Charles Hoover, chairman of the Democratic Party Program Committee, and the meeting will be held in the Community Center, starting at 7:30 p.m.

Hoover said every candidate—city, school, county and state, "who cares to make a speech, is invited to attend."

The program chairman for his party said the meeting will be the first of several such rallies planned by the Democrats during the summer months. "We expect to put on much bigger rallies during the summer—say August and September," Hoover said, "when we will invite state and congressional candidates as well."

## Band Seeking Funds for Enid Festival Trip

Hereford High School band—110 strong—will journey to Enid, Okla., to the southwest's biggest band festival this spring, but to make the trip it will be necessary to scrape up \$1000 of additional money.

Accordingly, the bands—junior and senior high school—will present a fund-raising concert Thursday, March 19, in the Senior high auditorium, starting at 7:30 p. m., Ben Gollehon, director, announced Saturday.

Tickets will cost \$1 for adults and 50 cents for students, and tickets will go on sale tomorrow. Public is urged to buy tickets to help the band, even if it will not be possible for the buyer to attend the concert. "They can call it a donation to the band fund if they like," the director pointed out.

A cake sale earlier in the school year brought in \$1400, which is practically enough for transportation costs, Gollehon explained, but at least an additional \$1000 will be needed to house the group. The group will be housed in Stillwater, Okla., 60 miles east of Enid, since all (Continued on page 2)

## East Meets West In This Hereford Household And Everybody's Happy

By Ray Martin  
Used to be a time when the Rev. and Mrs. James Martin, 333 Ave. J, Hereford, wondered whether two tiny Korean children whom they were going to adopt, were warm enough or whether they received enough food to keep their little bodies and souls together.

That was before they got the children. The Martins had pictures of the two children and frankly they didn't look too well-fed, especially Tammy Deane. Only Tammy's name then was Baik Chang Yoon. Her picture showed her to be mostly forehead, with a pinched little face and straggly black hair.

But all that's behind now and the two tots from Korea are well integrated into the Martin family along with Judith May, Randy and Alice Martin who have accepted the Oriental brother and sister, in stride.

Actually the account of Greg and Tammy can't be told in one story since they represent two different adoptions over a period of three years or so. Take Greg first (he's the old-

er). His Korean parents were killed while fleeing from Communists. He was found on the steps of City Hall in Seoul, Korea. At one month, the baby weighed 7 pounds, 6 ounces, which showed he had been pretty well cared for, but at six months he weighed only 10 pounds.

His arrival in The States and the months of preparation for his coming is a story full of love, prayers and anxiety.

It was in 1955 that Mrs. Martin first picked up a copy of a Southern Baptist paper with a picture of a missionary holding two Korean orphans. The Martins were living in Brownwood at the time. They talked it over and decided that they couldn't afford to make any money contribution to the Korean cause, what with five mouths to feed.

But they could give an orphan a home. Maybe two orphans.

So they called Harry Holt. He lives in Oregon and ever since the Korean war days he has been bringing orphans back to American and plac-

ing them in American homes. Altogether, 2000 such parentless children have found foster homes in the United States. That's why the Martins got in touch with Harry Holt.

"Prospects were good that Holt could supply them with a baby," Mrs. Martin says there was "considerable excitement" in the Martin household when they received word several months later that they were to have a Korean orphan.

That was in 1958. A picture of the tot they were to receive accompanied the official announcement that the boy would join their family. The boy's name was Bok-Keel, a half-white Korean.

Then came tragic news: Bok Keel had died of malnutrition and pneumonia.

Almost the Martins gave up the idea of adopting a Korean child. But when Holt sent a picture of another child and asked the Martins whether they would accept him, "we just couldn't say no," says Mrs. Martin. That was Gregory—only his

Korean name was Kim-Gary. Greg was to arrive in Portland, Ore., Christmas Eve, 1958. So the whole Martin family packed into their station wagon and headed off in the general direction of Portland—which was a long-way off.

They stopped in Albuquerque and decided to phone the airport at Portland just to see if everything was going on schedule. It wasn't. Greg had the chicken pox and would not be on the plane coming from Korea.

So, the disappointed Martins turned their station wagon around and headed back to Texas, wondering if ever they were to have a child from Korea.

But on March 16, 1959 Greg made it to Portland, along with 121 other Korean orphans, and Mrs. Martin recalls that foster parents from all over the country were scurrying around the airport inquiring, "is this my baby?"

She made the trip alone that time, bringing Greg home on the train, to be greeted by the entire tribe at Brownwood.

Almost instantly he was a member of the family and the fact that he was an Oriental didn't figure in the picture at all. Mrs. Martin, commenting about Greg six months after his arrival put it this way, "After you love and pray for something for four whole months, there aren't any barriers left."

Tammy's story is less dramatic. Congress allows each American family to adopt two foreign children, so in 1962 they applied for a second child, and Tammy Deane, formerly Baik Chang Yoon, showed up at the Seattle Airport April 6, 1962. Only she was not accompanied by a bevy of other Korean orphans; there were only four in her party because its becoming more and more difficult for Korean children to get visas into the United States.

Now both of the children are well, sturdy and happy, maybe a bit shy, but the western world is their world now, and East has met West completely in the Martin household.

And the meeting has been good.



KOREA'S BEHIND THEM — For these two Korean-born children, Korea is a long way behind them, and for good. They are Tammy Deane Martin and Gary Martin, children of the Rev. and Mrs. James Martin, 333 Ave. J, Hereford. (Brand Staff Photo)



### Mullins...

(Continued from Page 1)

charge of the program. The main point of business at the annual meeting will be the report of the nominating committee and the election of officers. Mrs. Benson urged all members of the credit union to be present for the election.

The Hereford Federal Credit Union has more than 4,000 members, each of which have a vote in the election.

Officers whose terms expire this year are: A. J. Schroeter, vice-president; O. L. Bybee, director; Charlie Wynn, 1st alter-

nate director and Warren Owen, 2nd alternate director. Gaylord Newell's term as director on the supervisory committee also expires this year.

At the end of the charter year, Entertainment will be provided by three high school girls, Mandy Moore, Sharon Tinner and Barbara Langley.

The local Hereford, Texas Federal Credit Union was organized July 11, 1963 by two persons, Mrs. Dyrhalla Benson and Mrs. Lillie Hostetter, with seven charter members.

\$138.44 were the total assets of the credit union and there were 22 members.

The first loan made was \$5, which was used to purchase a Boy Scout uniform. Gradually the union was able to make a \$25 loan to purchase cow feed.

By the time World War II broke out there were more than \$8,000 in assets.

"In 1953," Mrs. Benson said, "it became evident that the Credit Union needed full-time attention. During the War years I accepted additional responsibility as executive secretary for the American Red Cross for our area. Fortunately my assistant, Mrs. Pauline Howard, a young lady who had been in my office since 1946, had also become a Credit Union enthusiast and shared my joy in promoting its services. With less than a quarter of a million dollars in assets, we decided to give up all other duties and devote full time to our Credit Union. We moved to rented offices across the street from the courthouse where people seemed to really discover the Credit Union for the first time and we grew rapidly. By 1956, we had 1900 members with \$657,000 in savings and we had outgrown our three rooms and two-member staff."

"By 1957," Mrs. Benson continued, "we had built and paid for our present modern building on the courthouse square."

"We try to always give them a good return on their investment. We educate for thrift. We have about 800 children and youth members using our Credit Union because we have educated them to be thrifty and because we have made them feel that their small deposits are needed and welcomed," Mrs. Benson concluded.

Another accident Friday afternoon at 5:30 p. m. caused \$65 damage to a '59 Chevy sedan owned by Abraham Hill, 200 Irving. The accident occurred at the railroad crossing on Dairy Road when S. C. Brewton, driving a '61 Chevy two-ton truck, backed into the Hill vehicle. An unknown semi-truck, stopped at the stop sign, backed up causing Brewton to back into the Hill vehicle. The Brewton vehicle received no damage, according to A. A. Bagwell, investigating officer.

This is the first time since 1959 that the Hereford band has entered the famous Enid events.

At the concert, the junior and senior high school bands, the high school stage band, and the high school concert band will play. Contest numbers will be featured. Clyde Wilson will direct the junior band and will be presented in trombone solos.

The Enid event is slated for April 30, May 1, 2 and 3. Hereford will enter the Class A division in sight reading, marching, street parade, stage band, solos, ensembles and twirling, and will take part in the famous "Million Dollar Parade" in Enid.

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**HEREFORD MAN ON TRACK TEAM** — Gary Guajardo, Whiteface; Virgil Judy, Jayton; McKee, Hereford, is a member of the South Plains College track team at Levelland. He's third from the left, front row. Other members are; (back row) C. H. Underwood, O'Brien; Melvin Hall, Levelland; Ernie Anderson, Seminole; Larry Witt, Ropesville; Robert

### Band...

(Continued from page 1)

available rooms in Enid are taken.

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### Courthouse Records

Vehicle Registrations

Wences Munoz Jr., 1956 Oldsmobile; W. B. Stark, 1961 Chevrolet pickup; Ben R. Gollehon, 1964 Dodge pickup; Ruben Robles, 1956 Dodge; Tuloma Gas Products & Co., 1960 Lubbock tank; Tuloma Gas Products, 19-61 Mack truck tractor; Tuloma Gas Products, 1956 Dallas tank; Earl Huckabee, 1963 Cadillac; Clifton Johnson, 1964 International scout; A. T. Mins, M. D., 1963 Buick; H. D. Lively, 1964 Buick; Gloria Schroeter, 1959 Chevrolet; James Lee Sutterfield, 1962 Ford truck; Leslie O. Sharp, 1964 American Eagle house trailer; Jim Williams, 1961 Ford; Jack Weaver, 1947 Studebaker truck, 3-3.

A. C. Stengel, 1962 International flat bed; Charles Stayton, 1957 International pickup; Hilberto Lucero, 1958 Plymouth; Orenzi Orta, 1958 Chevrolet; W. A. Waters, 1958 Chevrolet pickup; Felemon L. Valdez, 1950 Plymouth; Edith Landers, 1959 Chevrolet; Kenneth Cole, 1963 Pontiac; Sona Schulz, 1961 Chevrolet; Jackie Copeland, 1959 Victoria house trailer; Stanley Slatte, 1959 Chevrolet pickup; Davis Implement Co., 1964 Chevrolet; LeRoy Price, 1961 Chevrolet; Ewald Berend, 1964 Ford grain bed; O. B. Stephens, 1961 Ford pickup; Hilario Guerrero, 1963 Chevrolet; Jesus Albiar, 19-55 Ford; Roland W. Hairgrove, 1964 Ford pickup, 3-4.

Deeds of Trust  
Leo W. Bloomer, et ux, to Security Federal Savings and Loan Association; The North 25 feet of Lot 33 and the South 32 feet of Lot 34, Block 3, Westhaven Addition.

Ken W. Kendrick, et al, to Prudential Life Insurance Co.; The Northwest 1/4 of the West 40 acres of the Northeast 1/4 of Section 17, Block 1, TTRR Survey; a right of way in Block 4.

WAC Seed Inc. to Ola Mae Green; A part of the East 1/2

of Block 1, DeAtley Addition. Wayne R. Stark Jr., et ux, to A. J. Acuff; A tract of land out of the Southeast 1/4 of Section 63, Block K-3.

Arthur M. Stoy to Charles C. Ferguson Jr.; The North 143.71 feet of the East 110 feet of Block 8, Evans Addition.

B. E. Roberson, et ux, to First National Bank of Amarillo; All of Lots 24, 25, and 26 of J. A. Fox Subdivision.

Floyd McGee to Mary Viola Jenkins, et al; The West 1/2 of Section 52, Block K-3, and all of

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B. E. Roberson, et ux, to First National Bank of Amarillo; All of Lots 24, 25, and 26 of J. A. Fox Subdivision.

Floyd McGee to Mary Viola Jenkins, et al; The West 1/2 of Section 52, Block K-3, and all of

of Block 1, DeAtley Addition. Wayne R. Stark Jr., et ux, to A. J. Acuff; A tract of land out of the Southeast 1/4 of Section 63, Block K-3.

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Section 53, Block K-3. B. Roberts: The East 105 feet of the East 110 feet of Block 8, Evans Addition. (Continued on page 8)

**Hereford State Bank**  
FOR YOUR  
**Auto Financing**

Podner,  
don't forget  
Tuesday  
MARCH 10th  
27th  
Annual Meeting  
of  
**Hereford Texas Federal Credit Union**  
7:30 — 9:00  
High School Auditorium  
Mr. Paul Mullins,  
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Speaker  
**VALUABLE PRIZES**  
1964 Packard, Bell TV  
and stand... and many others  
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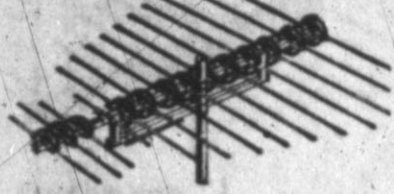
**SAMMY LANE**  
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receive all distant  
TV channels in

sharp and clear  
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MOST POWERFUL  
TV ANTENNA



**FINEST FOR**  
COLOR, BLACK & WHITE

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**ROBERTS APPLIANCE**

**ELECT CHARLES SKINNER SHERIFF**  
Deaf Smith County  
Your Support & Votes Appreciated  
Subject To The Democratic Primary May 2

**Warren Bros. Motor Co.**  
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WARREN BROS. MOTOR CO.  
**New and Used Cars**  
"USED CAR SPECIALS"  
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1961 Chev 1/2 ton pickup, 6 cyl. 3 speed Radio, heater, Fleetside Bed. '64 license. Guaranteed Pickup. **\$995**  
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1960 Ford Pickup economy 6 cyl. 3 speed wide bed—Clean original unit. You'll be proud of this one.  
1958 CHEVROLET Stationwagon V-8 with radio, heater and automatic. This will make a nice family car.  
**15 Years Of Customer Satisfaction**

**Boom...**  
(Continued from Page 1)  
idence to part of lot 1, Bradley addition, \$8000.  
Mrs. John Birkenfield, brick veneer residence, lot 45, block 44, Evans addition, \$7000.  
Northwest Texas Methodist Conference, brick veneer residence on part of lots 20 and 21, block 1, Sunset Terrace addition, \$16,500.  
Charles Nowell, frame with brick siding, lot 26, Brownlow addition, \$12,500.  
Donald Harris, brick veneer residence, lot 27, Brownlow addition, \$11,900.  
Ed Humphreys, brick veneer residence, part of lots 27 and 28, block 1, Crestlawn addition, \$19,000.  
Panorama Homes, brick veneer residence, part of lot 50, Russell addition, \$15,000.  
Panorama Homes, brick veneer residence, part of lot 22, block 5, Sunset Terrace Addition, \$13,500.

Institutes on wills and probate, patent law and petroleum economics will be conducted by the Southwestern Legal Foundation on the campus of SMU, Dallas, March 12-13, John D. Alkin, Hereford attorney, announced.

**Personal Service...**  
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and  
**Hereford Insurance AGENCY**  
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Benny Cooper  
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List Price \$245.00 Our Price **\$190**

**Lower Left**  
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**E. B. Black Co.** Since 1901

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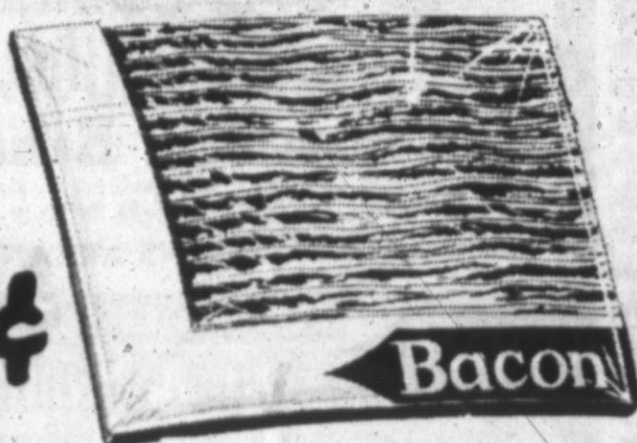
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Bacon

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No Bone—No Waste  
Chopped Sirloin

Lb. 69¢

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Lb. **15¢**

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4 lb. Bag 49¢

It's HELLO and GOOD BUYS when you shop at COOPER'S. We greet you with a storeful of VALUES in the very foods you like best. We welcome you with friendly service, attractive displays, a full selection of quality foods, and low, low prices that make your budget feel "right at home." So why roam? Be a steady guest of COOPER'S and let us introduce you to the thriftiest SAVINGS your shopping list has ever known.



Sealtest  
**ICE  
CREAM**

1/2 Gal.

**59¢**

Scott Towels	Big Roll	29¢
Roxey—Tall Can		
Dog Food	4 For	29¢
Libby—CS of WK		
Golden Corn	7 For	\$1
300 Can		
Ranch Style Beans	3 For	39¢
24 Oz. Can		
Austex Beef Stew		49¢
24 Oz.		
French's Mustard		29¢
1/2 Gal.		
Purex Bleach		39¢
Easy on		
Spray On Starch	22 Oz.	59¢
Aerosol Can		
Dow Oven Cleaner		59¢
Family Size—Reg. 1.39		
Prell Liquid Shampoo		89¢
Reg. 59¢ Tube		
MacLeans Toothpaste		39¢

Kraft Miracle	Corn Oil Margarine	2 For	59¢
Sealtest	Buttermilk	1/2 Gal.	39¢
Duncan Hines	Layer Cake Mix	Box	29¢
Sealtest—Ctn.	Spring Garden Salad		25¢
Kraft Deluxe	Macaroni & Cheese Dinner		39¢
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Maryland  
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3 Lb. Can

**\$2.09**



WELCHADE  
GRAPE  
DRINK

Qt. Can

**29¢**



Miracle Whip  
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DRESSING**

Qt. Jar

**49¢**

**CRISCO**  
SHORTENING

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\$100 BIG-DO WINNERS

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Mrs. Grace Hicks

Mrs. B. D. Hulson

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**WHEAT** ..... 1.90  
Compliments of  
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Such Thorough Service  
**STOP IN SOON**  
Phillip "66" Products  
**EAST SIDE "66"**  
Rocky Stewart  
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• Wholesale Auto Parts • Exchange Engines  
• Crankshaft Grinding • Crankshaft Journal Welding  
Complete Machine work on Automobile and Industrial Engines

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FOR SALE: Two, 8' overhead garage doors. Chrysler Industrial Well Motor. 12 gauge pump shotgun and 32 rifle. Phone EM4-3454. B-1-20-10-2c

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We have them, come take them away. Rent your Comet Travel Trailer now for your summer vacation or weekend at the lake.  
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—OPEN DAILY—  
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**Custom Built Homes**  
on your lot or ours...  
**MAXIMUM LOANS ARRANGED UNDER CONSTRUCTION — 213 ASPEN**  
**Commercial Buildings**  
will build to suit tenant on long term lease  
Call Day or Night  
**GENE BARTON** EM 4-2327 Hereford




**FOR SALE**  
FOR SALE: 220' setting, 6" used pump. Excellent condition.  
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**BIG-T-PUMP COMPANY**  
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**WASHERS... DRYERS**  
Remanufactured by factory trained mechanics. Automatics. Guaranteed A-1 condition.  
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Until you compare the quality and outstanding feature available to you in an Award Home. Prices begin at \$12,500. FHA, GI or Conventional.  
**TRADE**  
Your present house for a new AWARD HOME  
**HOMES**  
As a result of people trading for new Award Homes, we have several nice houses for sale that are priced right and in excellent condition. Call us for details on how easy it is to own one of these homes.  
Large 2 bedroom brick. 829 Brevard. Low, low, down payment and terms to fit your budget. Call for details. H-26.  
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More space for less money. Three bedrooms, 1 1/2 baths, carpets, central heat, double closets in every bedroom. Will trade. H-321.  
**FARMS**  
Quarter section, new brick house, 46 acres wheat, 96 acres milo, good 8" well. \$500 an acre, easy terms. F-27  
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320 acres north of Black in Deaf Smith County. Two wells, good allotments. Call for details. F-35.  
We have several small tracts close to town for suburban living. \$600 to \$1,000 an acre.  
**COMMERCIAL**  
There are several types of good businesses for sale. Now is the time to buy that business you have always wanted. Call us today.  
There are good commercial lots and development tracts available for investment purposes. If you are interested in capital gains, contact us.  
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**We Trade for Equities**  
**LINDSEY HOMES**  
Are MORE For The Money  
Builders of 24 homes this past year!  
**5 NEW HOMES**  
ON ELM ST.  
Move in in March for 10% down  
207 - 213 - 217 Elm  
**FREE CARPET**  
In FHA homes — 501' Nylon with 10 Year Warranty.  
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We have several small homes we received on trade-ins. Low payments and no closing costs.  
**LINDSEY CONST. CO.**  
124 Gough St. 1 Block South of Hospital  
Phones EM4-3841 or EM4-0912

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**SHOP IN YOUR HOME**  
You'll get pure luxury from the finest, the most elegant and costly looking fabrics we have ever sold.  
**YOU CAN COUNT ON US FOR—**  
Practical prices — Good Quality — Reliable Service  
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1959, 5 Star Moline tractor with 4 row planter and cultivator, in good condition.  
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Several other pieces of farm machinery.  
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One of Hereford's finest homes. 3 Bed—3 Bath—Built by one of Hereford's Finest Builders. This home has all of the regular features and many extras. Call for an appointment.  
Beach Street — Pay \$1400 and assume a \$13,750 loan on a real nice 3 Bed—2 Bath home. Double Garage—Range & oven.  
1600 Sq. Ft. \$17,500—Large den — dishwasher — disposal — 10% down. All carpeted.  
Buy equity in this home for \$1800 on Beach Street. Assume loan: See it now!  
Real nice Home on Country Club Road for \$15,750. 3 Bed—2 Bath —Large Den—2 heating units.  
FOR OUR FARM LISTINGS Look under Real Estate For Sale on this Classified Page.  
JIM CRAMER — EM 4-1226  
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**THE SUNDAY BRAND**  
Established 1948  
Published every Sunday at 130 West Fourth St. Hereford, Texas  
James M. Gillentine, Editor and Publisher  
Melvin Young, Managing Editor  
Bill Penn, Adv. Mgr.  
Ray Martin, News Editor  
Lee Brown, Mech. Supt.  
Subscription Rates: Zone 1, \$4.00 per year; Zone 2 and above, \$5.00 per year. With the Hereford Brand, both papers, Zone 1, \$4.95 per year, Zone 2, \$6.15 per year. Carrier delivery, 60 cents per month. Single copies 15 cents each.  
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Small tract of land located south of Hereford suitable for sub-dividing or just a large building site out of the city limits. \$750 down, balance monthly.  
Very nice two bedroom brick with covered patio, built-in range, garage, carpet and fenced yard. Located in northwest Hereford. \$1500 down, \$79 per month.  
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Earl Holt  
J. F. Martin  
Commissioner, Precinct 3  
J. T. Gunn  
Jim Monroe  
Bruce Coleman  
Sheriff  
Lowell R. Sharp  
Charles Skinner  
Tax Assessor-Collector  
Nell Miller  
District Attorney  
William (Bill) Hunter

**RENT A CAR**  
BY DAY, WEEK or MONTH  
Campbell Pontiac  
815 E. 1st EM 4-2283

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

**K** Kiwanis Club Thurs. Noon  
**I** IOOF Hall 207 E. Sixth  
**G** STATED MEETINGS Second Monday  
**G** Thursday Night Floor Practice 7:30 P.M.  
Hereford A. F. & A. M. No. 849  
Troy Stambaugh, Sec. Bill Hulson W. M.

**L** Lions Club meets each Wednesday, 12 Noon Hotel Jim Hill  
**R** Hereford Rotary Club meets every Monday at 12:05 RANEY'S RESTAURANT  
**E** ELKS Meet Each Tuesday Night, 8 P. M. At 131 East 2nd Street  
**A** ALCOHOLICS ANONYMOUS EM 4-1094 Regular meetings every Thursday night 8:00. Spanish speaking group Tues., 8 p.m. Open meeting last Thursday of month. Public invited. AA Fellowship Sunday 2:30 'til 7

**Artisan ORNAMENTAL IRON & ALUMINUM CO.**  
ORIGINAL DESIGNS FURNITURE - AWNINGS - WELDING  
COLUMNS - RAILS - GATES - STAIRS  
2927 HAYS AVE. AMARILLO, TEXAS TX 6-3901

**Western Alignment & Brake Service**  
EM 4-0319 138 Sampson  
20 years in the business - 15 years in Hereford  
SPECIALIZING IN  
• Front End Alignment • Brakes • Exhaust System

**DO YOU NEED HOUSING NOW?**  
If so, contact PALO DURO MOBILE HOMES, 5125 Amargillo Blvd., East Amarillo, Texas, or call DR 2-5951. Open from 8-8, 6 days a week. New and used, low down payment and bank rate financing. Open Sundays by appointment.

**Poor Boy's Garage**  
1/2 Mile West of Northwest Elementary  
Bus. Phone EM 4-3509 Home Phone EM 4-2130  
Service Hours: 8,760 Per Year

**EAGLE NEST HOMES**  
Builders & Developers  
**Eagle Nest Construction**  
HEREFORD EM 4-3722  
230 N. 25 Mile Ave.  
• Homes Custom Built on Your Lot or Ours - Maximum Conventional Loans Arranged  
• Commercial Buildings • Turn Key Remodeling - Also will build to suit tenant on long term lease.

**TRAVELING OR LOOKING FOR A HOME?**  
Mobile Homes are the best and most economical way to live. Both mobility and beauty at the least prices. Vacationers, rent or buy your travel trailers. from...  
**D & M Trailer Sales & RENTALS**  
500 Amarillo Blvd., E. DR 4-1211  
Open Sundays by Appointment

**GO GO GO**  
For What ????

**South Park INDUSTRIAL SUBDIVISION**  
Color-Steel Buildings Built To Your Specifications.  
2 Acre Lots  
**SALE OR LEASE**  
"Ask B & B Oliver or Patterson Chemical"  
**SAM NUNNALLY**  
**Lone Star Agency**  
EM 4-0555-Day Nite-EM 4-2814

**NOW ANYONE Can Afford A New Home!**  
SEE THE NEW **CHARM HOMES!**  
\$270 Total Move-In 3 Bedrooms \$65 Monthly (inc. taxes & Ins.)  
• Central Heating • Ceramic Baths  
• Quality Construction  
Your Exclusive Agency for **CHARM HOMES**  
**Campbell Real Estate**  
1 1/2 Miles West on Hwy. 60 EM 4-0972  
Gwen Leatherman - EM 4-1650  
Gene Campbell - Bruce Plummer - Mutt Wheeler

Something New Has Been Added!  
Heavy Duty Front End & Frame Machine. Experienced and Factory Trained Personnel  
**Hereford Radiator**  
120 SCHLEY EM 4-3353

**HAROLD MORTON**  
Real Estate - Loans  
Moved to New Location  
218 West 3rd  
in  
**Robinson Insurance Agency**  
NEW OFFICES  
Office Phone EM 4-2232  
Home Phone EM 4-1462

**PARK AVENUE REALTORS**  
1503 PARK AVE. HOMES EM 4-0090  
Equity for sale. Beautiful 3 bedroom, 2 bath home with built-ins, carpet, double garage, all brick and other extras. \$1000 moves you in immediately. No loan application to make.  
Let us custom build your new home. We handle everything from the plans to the completion. Exactly as you want it. Inspect the homes we are building now in every location in town.  
Two bedroom with large den and bar, carpet. Nice. Only \$11,000. **FARMS**  
1013 acres in Castro County. Has 5 wells, 75 a. wheat, 50 a. cotton, 120 milo; and others. 200 acres grass. Only \$175 an acre.  
Quarter section 100% allotted. \$20,000 down. 8" well. Only \$375 an acre.  
**COMMERCIAL**  
Come by and go through our growing list of commercial and income property. See how easy it is to go into business for yourself.  
Let us sell your property. We have plenty of buyers.  
**WE TAKE TRADES AND BUY EQUITIES**  
Elmer Combs Pat Newell Kenneth Maxwell  
EM 4-1310 EM 4-1608 EM 4-2379

**YOURS FOR GRACIOUS LIVING**  
246 elm em 4-2667  
(Corner of Elm and Moreman)  
3 Blocks West of N.W. Elementary School

**OPEN HOUSE TODAY**  
1 p.m. Till?

**Model**

**GRACIOUS LIVING**  
Designed and engineered by experts to give you pride, freedom, and gracious living.

**SECURE LIVING**  
Now you will enjoy the pride you share with your family in owning your quality home by Home Planning Development Co.

**home planning development co.**  
\*homes with the ACCENT on individuality

Professionally Decorated

Exciting Living

- Built-Ins
- Brick
- Color Selections
- Carpet
- You Choose Location
- Planned Living Space
- Decorator Consultation

One Bedroom Furnished By E. B. Black Co.

Open Daily 2 p.m. - 6 p.m.



**Classifieds...**

3 sections good grass land, well fenced in several pastures. Plenty of water. 90% of this place is flat. Could be farmed, with possibility of irrigation. Priced in line with the price of cattle.

**CARTHEL REAL ESTATE**  
206 N. 25 Mile Avenue  
Phone EM 4-0944  
Hereford, Texas  
B-4-36-4c

**LEVEL PLAINS IRRIGATED FARMS**  
Marketing Sugar Beets, Maize, Hybrids, Broccoli, Wheat, Corn & Vegetables.

**IRRIGATED FARMS:**  
200 A. Irrigated with 1-8" well, nice home & improvements, close to town, includes pump & motor, some wheat. 960 A. Irrigated with 2-6" wells & 1-8" well  
640 A. Irrigated with 2 good 10" wells.  
320 A. Irrigated with 10" well, complete. Price: \$225.00 per acre with terms.  
320 A. Irrigated - good 10" well & 1-6" well, with wheat & immediate possession.  
1440 A. Irrigated with 2-8" wells & 5-6" wells, possession on all not in wheat. TERMS 15% down & 20 and 30 yearly pymts.  
1520 A. Irrigated with 3-8" wells, 3-6" & 1-5" wells, 705 acres of irrig. wht. underground pipe. Home & immediate possession.

**UNDEVELOPED IRRIGATION LAND**  
480 A. near perfect level, rich soil—Test holes show possible three 6" wells @ 250'. Water table is 87' Price \$125 A. with terms.

**WARMAN REALTY**  
945 Main St.  
Springfield, Colo.  
Ph. 523-6378  
Clinton Warman, Broker  
Real Estate, is our Business—  
Not a Sideline  
Don't Pass us BY  
S-4-36-2c

**CAMPBELL REAL ESTATE OFFERS—FARMS**  
320 acres on the north plains. lays good, 1-8" and 1-10" well, good allotments, shallow water, cheap gas. Very rich soil, waters well. Comparable land bringing \$300. Price—\$250 per acre.  
2500-acre farm near Vega. 8 strong wells, good allot., large existing loan. Some underground pipe. Low price, 29% down.  
PERFECT 1/2, best of water and allot., near Hereford. \$425 per acre.  
Perfect short section, 4 wells, adjoins city, fully allotted including 70 A. cotton, rich soil. Only \$375.00 per acre.

**HOUSES**  
LARGE 3 bedroom home. Fireplace, carpeting. Ideal kitchen. Corner lot. Priced at appraisal value.  
NEW 3 bdr. CHARM homes, ceramic baths, fully insulated, central heating, laminated siding. Within walking distance of new shopping center. \$270 TOTAL move-in, \$65 per month; Save 2 or 3 months of your rent money and buy a NEW home.  
BEAUTIFUL, large, luxurious home with all the extras and fine in every detail. Large rolling lot w/ watering system, adjoins park in exclusive location. \$34,500.  
NICE older, 2 STORY HOME with double garage, beautiful neighborhood. Will carry large loan. \$16,500.  
INCOME PROPERTY TWO HOUSES on one lot, appraised for more than selling price of \$8,000.00.  
12 UNIT APT. BUILDING, large income, perfect location. Only \$40,000.00

**CAMPBELL REAL ESTATE**  
1 1/2 mi. West on U.S. 60  
Phone EM 4-0972  
Mrs. Gwen Leatherman  
EM 4-1650  
Mutt Wheeler—EM 4-3789  
Bruce Plummer—EM 4-0798  
Gene Campbell  
S-4-35-2c

**FOR SALE**  
1/2 section of near perfect farm land in D. S. Co., 3 miles SW of Westway. 3 good irrigation wells connected with underground tile. Improved, with good house and barn. Allotments are excellent for wheat, milo and cotton. Sale price \$500 per acre. TERMS.  
A. L. CROSSLAND  
REAL ESTATE  
1605 4th Ave. Canyon, Texas  
Ph. OL 5-3941 or OL 5-2754  
B-4-36-2c

**FOR SALE**  
Three bedroom, double garage. Carpet, drapes, fireplace, dishwasher, garage disposal, fenced yard.  
EM 4-1342  
B-4-15-35-3p

Irrigated Farm Land and Ranches. Real Estate loans made promptly. Liberal Valuations. For safety deal with a Realtor.  
**J. C. RICKETTS, REALTOR**  
Ph. EM4-3771 123 W. 3rd St.  
S-4-25-TFC

**DEAN BINGHAM LAND COMPANY**  
Farms - Ranches  
Loan Service  
116 S. 25 Mile Ave.  
Phone EM 4-0410  
B-4-15-TFC

**FOR SALE**  
1520 acres. 3 farms, 8 wells. Good terms.  
B-4-13-34-4p

**FOR SALE OR TRADE**  
14 unit Motel, Highways 287, 385 and 160. New 4 bedroom, 2 bath living quarters. Doing excellent business. Owner retiring.  
**R. F. WRIGHT**  
Springfield, Colo., Baca Co.  
Phone 523-6991  
B-4-34-4p

**FARMS**  
162 A., 150 cul., 1-8" well, good allot., irr. 1/2 sec. lease to go with sale.  
**ONE GOOD SECTION. 3-8" wells, well located. Good allotments. \$415.00 per acre. Good terms.**  
785 acres Sherman County. 725 cultivated. 632A allotments. 290 wheat, balance milo. In irrigation district. Test well privileges. Price \$160.00 acre. 29% down, balance 20 years 5%.  
Extra nice 640. 3-8" wells. Allotments. Deaf Smith Co. \$415.00, acre; 29% down.  
Have some 5, 10, 20 and 80 acre tracts near Hereford, some imp.

**HOUSES**  
2-bedroom, frame, single garage, fenced yard and storage building, \$375.00 down.  
3-bedroom frame, double garage, \$9,000.00 only \$500.00 down, buyer get loan.  
3-bedroom brick with den, double garage, stove and oven, fenced yard, \$17,900.00, loan \$15,000.00  
3-bedroom brick, double garage, fenced yard, built in dishwasher, disposal unit, stove & oven, air condition. Price \$23,625.00, loan \$17,500.00.  
**J. M. Hamby Real Estate**  
1/2 Mile South of Underpass on Highway 385 EM 4-3566  
**J. M. Hamby EM 4-2553**  
Durward Hamby EM 4-3466  
Gerold Hamby EM 4-1534  
Harold Hamby EM 4-3454  
B-4-8-tfc

**Nice 1/2 close in. 21C, 97M, 28W, 1 well. Rented for \$4. 29% down.**  
Table top 1/4 west of Friona. 2-6" wells on nat. gas, 1 mile underground tile. 80 wheat, 50 milo, 12 cotton. \$425.00, 29% down.  
Almost choice 1/2 sec., 1/2 mile from pavement. Excellent water. 2-8" wells on nat. gas. 226A milo, 68A wheat, 35A cotton. All plowed and ready to go with full possession if sold soon. 29% down.  
Well imp. sec. stock farm with new 3 bedroom brick home, 1-6" well, nat. gas. 295 A cult. 136A, milo, 94A wheat. Full pass. \$265 A. 29% dn.  
**Carthel Real Estate**  
206 N. 25 Mile Ave.  
Ph. EM 4-0944  
Hereford, Texas  
B-4-35-3c

**NICE 3 bedroom home located at 115 Ave. C. Completely redecorated. Large double garage, finished storm cellar, room for rental property in back. Full FHA financing. Contact Mike Justice, EM4-2266.**  
B-4-30-35-3c

**FOR SALE: To be moved.** Small, ultra modern house. Beautifully designed, well built. Ideal for efficiency living or as rental property. Call EM4-0090.  
B-4-8-tfx

**LONE STAR AGENCY**  
601 Main Street  
Three bedrooms, 3 full baths with ceramic tile, refrigerated air conditioning, wood burning fireplace, large and plentiful built-ins. 2380 sq. ft. on living area plus 380 sq. ft. back porch. Two car garage. This is a dream house.  
Two story brick veneer. Three bedrooms, 2 baths, two car garage. 1700 sq. ft. in living area. Refrigerated air conditioning.  
We have many other listings on good buys in dwellings. Call for a showing of these houses.  
**LLOYD SHARP**  
Lone Star Agency  
EM 4-0555  
B-4-46-2c

**MODERN 4 room house to be moved.** Ted Irlbeck, Umbarger. GY9-2646.  
B-4-11-10-2p

**JOHN HANCOCK FARM & RANCH LOANS**  
For one of the best farm & ranch loans available, see Wesson real estate for a John Hancock loan.  
JOHN HANCOCK is one of the oldest and largest farm & ranch lending agencies in America. They have lots of money, and want to loan it. JOHN HANCOCK makes farm & ranch loans, anywhere, for any purpose. For buying land, for making improvements, and for financing a burden-loan condition to a more liberal basis.  
JOHN HANCOCK makes free, prompt and liberal appraisals. No stocks to buy, no commission to pay. You get all your money. Terms to meet your requirements. Low int. rates.  
For the best farm and ranch loan available, see or call **WESSON REAL ESTATE**  
So. on 385 Hwy.  
Hereford, Texas  
Phone EM 4-2528  
B-4-9-tfc

**HOUSES TO BE MOVED**  
HOUSES, sheds, barns, storage houses, rent houses, can be built by us and moved to your location. See us for prices.  
**LINDSEY CONSTRUCTION CO.**  
124 Gough Street  
Tele EM 4-3841, Hereford.  
B-4-34-35-tfc

**NEW MEXICO RANCH**  
2190 deeded acres, 120 acres private lease. All grass land. 3 windmills, 5 earth ponds. 7 room modern home, basement. Barns and sheds, with large hayloft and stalls. Bus route to door, REA and butane heating. Located 24 miles SW of Clayton. 12 miles South on Highway 18, 12 miles west. New Farm to Market road now being constructed to within 4 miles of improvements. \$75.00 per deeded acre, \$1.00 per acre on private lease. Contact owner, Tommy W. Bates, Buyer's Route, Clayton, New Mexico.  
B-4-10-2p

**FOR SALE OR TRADE BY OWNER**  
3 bedroom brick, single garage, cellar, fenced yard, close to town. Will trade on large late model trailer house, or 2 bedroom house. Phone EM 4-3454.  
B-4-10-tfc

**FOR SALE BY OWNER**  
Beautiful 3 bedroom house on Texas Street, 2700 square ft., 3 baths, fireplace. Carpeting throughout. Extraordinary closet space. Built-in dishwasher, blender, etc. Sprinkler system, large fenced back yard, central heat and refrigerated cooling. \$39,000.00  
Phone EM 4-1655 or  
EM 4-2788  
B-4-10-tfc

**FOR SALE: 960 Acres.** Irrigation 640 acres, irrigation. Good improvements. Phone 362-3611, Texline.  
B-4-13-10-4p

**FOR SALE**  
Large home in NW Hereford. Large lot with yard in. Almost 2100 square feet, plus two car garage. Built by owner. Not a development house. If you are interested in a fine home, call EM 4-2849.  
B-4-4-TFC

**FOR SALE ONE bedroom trailer and lot on Texas Street, between Norton and Higgins. See owner 9 miles east on highway 60 or write R. E. Curtisinger Route 1.**  
B-4-28-35-3c

**LOANS FARM & RANCH FAST SERVICE DUWARD HAMBY**  
EM 4-3566  
NIGHT - EM 4-3466  
B-4-35-TFC

**FOR RENT**  
FOR RENT In Canyon: Nice large three room furnished apartments, water paid. \$45.00 to \$65.00 per month. Children and pets allowed. Call OL-5-3364 or inquire 2507 9th Ave. Canyon, Texas.  
B-5-28-9-6c

**FOR RENT: House in Summerfield.** Call BR 6-4188 or AV 9-4123.  
B-5-10-9-TFC

**FOR RENT: One bedroom furnished apartment.** Bills paid. Call EM4-2177.  
B-5-10-36-1c

**FOR RENT: Modern room to man.** Equipped for cooking. Linens furnished. 238 Avenue E.  
B-5-14-36-1c

**NEW 3 bedroom house.** Furnished. Furnace, air, shower and tub. Adults, no pets. Inquire 122 Catalpa. Days call EM4-2733. Nights, weekends, call EM4-1226.  
B-5-23-36-tfc

**APARTMENT: 510-C Roosevelt.** Two bedrooms, furnished, refrigerated air, New. Sam Nunnally, EM4-0555, EM4-2814 or EM4-2580.  
B-5-14-10-tfc

**TWO BEDROOM living room,** kitchen combination. Carpeted drapes, refrigerator, electric stove. Water bill paid. Call EM4-3719 after 4:00 p.m.  
B-5-19-10-2p

**THREE BEDROOM furnished house.** 126 Emma Phone EM-4-3311.  
B-5-10-10-2c

**FURNISHED Apartment for rent.** Palo Duro Apartments. 608 East Third.  
B-5-10-34-tfc

**FOR RENT: Two bedroom furnished apartment for Latin Americans.** Bills paid. Call EM4-0972 or EM4-0789.  
B-5-15-34-tfc

**FOR RENT: Building at 621 East First Formerly Allis-Chalmers Dealer location.** Phone EM 4-1111.  
B-5-13-6-tfc

**CAR LOT for rent.** Phone EM 4-3566.  
B-5-10-31-tfc

**FOR LEASE: my home.** White, Adults. Phone EM4-0028.  
B-5-10-6-tfc

**FOR LEASE New two bedroom split level duplex apartment, unfurnished.** Central heating, refrigerated air, tile bath, carpet, 13th and B. Shown by appointment. EM-4-1111.  
B-5-24-30-tfc

**WANTED: Your repair work on all small electric appliances.** Vern Witherspoon, 201 Jackson Hereford, 7-18.  
B-4-31-TFC

**DITCHING SERVICE AND SPRINKLER SYSTEMS.**  
EM 4-0343 EM 4-1567  
B-10-19-TFC

**SPRING CLASSES**  
In Oil Painting for adults, beginning now, for men and women. Thursday night and Saturday morning. Small classes with personal attention.  
**EUNICE PETERSEN STUDIO**  
EM 4-3198 EM 4-1697  
S-10-36-3c

**1. Business Service**  
LET US handle all your real estate problems including free rental service. Justice Realtors.  
B-11-14-4-TFC

**FOR BETTER HEALTH**  
AND better living, use soft water. Conditioning is our business and has been for the past twenty years. We sell home owned softeners and have on display several models at all times and carry a stock of home owner softeners at all times. We also install service softeners on rental basis. Bring us your water troubles. With twenty years experience behind us, we have all the answers.  
**SOFT WATER SERVICE**  
216 N. 25 Mile Avenue  
Phone EM 4-3280  
S-11-31-tfc

**ALL TYPES ELECTRICAL WIRING**  
PHONE EM 4-0910  
**BILL DRUMMOND**  
**BILL'S ELECTRIC**

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

**SAMMY LANE CUSTOM HOMES**

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

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

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

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

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

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

**IRRIGATED FARMS**  
Have several well located farms for sale near Hereford, G. W.  
**G. W. NEWSOM,**  
Agency  
415 North Main  
Ph. EM 4-1733  
Res. EM 4-3338

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

**"Floor Coverings Are Our Specialty"**  
**CUSTOM FLOOR COVERING CO.**  
Just West of Caves

**MEAT**  
Processed For Freezer - Also RETAIL SALES  
**HACKER & JESKO**  
1315B Park Ave. EM4-3224

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

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

**MARKET REPORT**  
HEREFORD LIVESTOCK MARKET  
Thurs., March 5  
Top butcher hogs 14.25  
Sows 10.50 to 11.50  
Good 750 lb. Steers 20.20  
Good 375 lb. Hfrs. 21.50 to 22.90  
Good 300 lb. Steers 24.80  
Choice 450 lb. Steers 26.80  
Choice 500 lb. steers 23.80  
Cutter Cows 12.90 to 13.40  
Canners 11.10 to 12.40  
100 head yearling steers and heifers consigned for March 12.

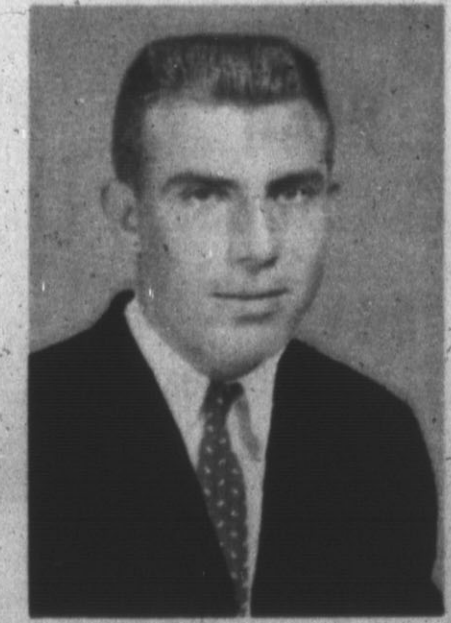
**Reliance HOMES**  
BY FORTWORTH CALBRAITH  
NO DOWN PAYMENT  
NO CLOSING COSTS

**MATTRESSES**  
New • Renovated • Remanufactured  
FREE PICKUP & DELIVERY  
Your Mattress Remade \$14.90  
New Springs \$24.90  
Call or Write  
**ANDERSON**  
Mattress & Upholstering Co.  
Box 802 — 205 N. Tyler  
Amarillo DR3 -8313

**Three Bedroom 1 1/2 Bath House**  
under construction at  
423 Ave. C  
**Excel Homes**  
of Hereford  
EM 4-0090  
or  
Canyon  
OL 5-4209

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

You Are Invited To The  
**GRAND OPENING**  
of  
**AMERICAN PARTS**  
Located  
Across the Street South of the Courthouse  
Owned and Operated by  
**James Teeas**  
... a local boy who came up with a broken neck playing football for Hereford High in 1957



**DELCO AC AUTOLITE and METRO Rebuilt Lines**

James extends a hearty welcome to everyone to visit his new establishment...

**AMERICAN PARTS**  
242 East Third Hereford EM 4-0739









**PRESENTS CHECK** — John Green, left, quartermaster of VPW Post 5818, is presenting a check to Dick Bernard, of E. B. Black and Co. as payment for the two wheelchairs the local post ordered and paid for from the sale of maga-



**By Melvin Young**  
 Everywhere we turn this week, we see the evidence of Hereford's continued growth. The old First National Bank building is being remodeled, although we have no information as to the prospective tenant; and on down the street, the store to be occupied by the expanded May Department Store is in final stages of remodeling. Up on Park Avenue and Miles, directly behind Hale's Gulf and across south of Taylor & Sons, a new business building is being erected. We understand it will house a discount store.

Back across the street, Taylor & Sons Food Store is in the process of expanding the parking lot, with future plans for actual expansion of the store.

But the growth pattern continues elsewhere also. Superintendent of Schools P. L. Stevens, speaking before a meeting of past board members Thursday night, indicated that the number of youngsters graduating from jr. high to high school was twice the number of graduating seniors. And drop down a little further and the picture gets worse. Over 400 first graders are now enrolled in our school system; 256 8th graders will be moving up to high school; and the sr. high graduating class will not exceed 130.

**Rev. Starnes Talks at Kiwanis Meet Thursday**

The Rev. Newton Starnes of the First Methodist Church in Canyon was the guest speaker at the regular noon meeting of the Hereford Kiwanis Thursday. Mr. Starnes talked to the Kiwanians on the history and development of Texas up to the present date and related many humorous and informative facts about the growth of Texas.

Other business at the meeting, Jim Arney and Frank Wiginton, co-chairmen of the annual Kiwanis Mop and Broom sale, passed out city maps divided into 13 sections and appointed members to cover these commercial areas.

The Key Club members will cover the residential area and will be working on a profit-making basis with the Kiwanis.

**Three Fined \$50 For DWI Charge**

Three Driving-While-Intoxicated cases were disposed in County Court this week with County Judge H. C. Williams presiding. Two women, Edwina G. Theisman and Flora F. Shackelford, were fined \$50 and sentenced to three days in the county jail by Judge Williams after they entered pleas of guilty to the charge. Kenneth Raymond Duncan was fined \$50 and sentenced to 10 days in the county jail by Judge Williams after he entered a plea of guilty.

Duncan and Edwina Theisman were sentenced Monday and Flora Shackelford was sentenced Wednesday.

All three of the alleged DWI offenders were arrested by city patrolmen.

And this, of course, does not include the children of the employees that Holly Sugar will import, nor are we including any that might become residents of Hereford due to the James Allan meat packing plant soon to be constructed.

So, anyway you look at it, the situation gets worse. Of course, the Citizens Planning Committee has been called into action; meeting for the first time Thursday night, March 12, to discuss the classroom situation, and we'll probably be hearing more on this shortly.

Two schools, Aikman and Northwest, can be added on, according to Stevens, which will be a tremendous help. However, it won't necessarily solve the problems. But then, we're sure these things will be considered by the citizens group and acted on accordingly.

And while attending the dinner given in honor of the board-exes, we heard another of those "typically Clint Forrby" anecdotes.

It seems that a group of well meaning friends dropped by the Forrby's residence recently, picking them up and carrying them over to their new home (now under construction) with the idea of having a "housewarming". Someone was kind enough to bring a pot of coffee for the event, and when the festivities were over, the excess coffee was poured in the sink; a normal, natural thing to do. The only problem in the deal was this: The plumbing has not been connected.

Says Clint: "Coffee was running out of drawers; down the cabinets; on the floor; all over the place; everywhere except down the drain."

And Louis Woodford, genial County Democratic Chairman, is complaining again. Louis, it seems, is not happy with the salary increase on his job as county chairman. "The people just haven't gotten the word about inflation," says Woodford, who was elected to the non-paying job almost 19 years ago, and the darn thing still pays the same . . . nothing.

Which reminds us of the story told recently by Rev. Newton Starnes, minister of the First Methodist Church of Canyon. Starnes is somewhat of a historian, and enjoys talking about Texas whenever he has the opportunity. Thursday noon he spoke to the local Kiwanis Club and was giving the fellows the low-down on the population make-up of our grand state. "Texas," he says, "has among it illustrious citizens, the richest men, the most renowned scholars and the biggest liars. It also includes one million Latin-Americans, one million Negroes, two million Oakes and two million Yankees."

And then of course, there's the minority group of folks who hail

**Courthouse**

(Continued from page 2)  
 of the West 239 1/2 feet of Blocks 6 and 11 lying North of the highway, Durants Subdivision; Part of Block 26, Mabry Addition.  
 Pitman Grain Co.: All of Block 23, including the closed alley in said block, all of closed Miles Avenue between Block 23 and 24, all of the East 1/2 of Block 34 and the East 1/2 of the North 125 feet of the closed alley in Block 34, Original Town of Hereford.  
 Shur-Gro Corp. to First National Bank: 10 acres out of the Northwest part of Section 111, Block M-7.  
 Leon J. Bell to Bobbie Nell Metcalf: 20.25 acres of land out of the East 1/2 of Section 78, Block K-3.  
 Charles A. Denton, et ux, to Security Federal Savings and Loan Association: Lot 21, Bradley Addition.  
 J. L. Marcum and R. L. Pool to Hi-Plains Savings and Loan

Association: A part of Lot 6, Block 2, Womble Addition.  
 Lorraine Fowlkes to First National Bank of Hereford: A tract of land out of the Northwest part of Section 60, Block K-3.  
**Warrasty Deeds**  
 Bobbie Nell Metcalf to Leon J. Bell: 20.25 acres out of the East 1/2 of Section 78, Block K-3.  
 R. E. Green, et al, to J. L. Marcum and R. L. Pool: A part of Lot 6, Block 2, Womble Addition.  
 Hereford Area Foundation Inc. to Northwest Texas Methodist Home for Older Adults: The North 100 feet of the West 566 feet of the South 1/2 of Block 7, Welsh Addition.  
 W. A. Epperson to Ray Cowser: All of Lot 29, Ralph Smith Subdivision.  
 Ola Mae Green to WAC Seed Inc.: A part of the East 1/2 of Block 1, DeAtley Addition.  
 Wayne B. Stark Jr., et ux, to A. J. Acuff: A part of Block 5, Evans Addition.  
 L. D. Costley to Darwin D. Davidson: An undivided interest in and to 160 acres of Cap-

itol League 409 1/2; 180 acres out of Capitol League 409 1/2.  
 A. J. Acuff, et ux, to Wayne B. Stark Jr., et ux: A tract of land out of the Southeast 1/4 of Section 63, Block K-3.  
 Charles C. Ferguson Jr. to Arthur M. Stoy: The North 143.71 feet of the East 110 feet of Block 8, Evans Addition.  
 Quinton Conn, et ux, to Jimmy L. Carthel: The South 15 acres of the South 21 acres of the East 42 acres of the West 80 acres of the Northwest 1/4 of Section 66, Block M-7.  
 L. B. Russell, et ux, to J. T. Gilbreath Jr.: The North 30 feet of Lot 9 and the South 75 feet of Lot 10, Russell Addition.  
 Sam H. Reid Jr. to Charles C. Ferguson Jr.: A part of Block 8, Evans Addition.  
 Chris M. Jacobsen, et ux, to Lindsey Construction Co.: The South 65 feet of the North 20 feet of Lot 16, Block 1, Crestlawn Addition.  
 Robert Alton McLaughlin, et ux, to Frances O. Hennen: A part of Block 53, Town of Hereford and Addition.  
 G. L. Bogle, et ux, to H. L. Ward: All of the North 130 feet of Lot 7, South Acres Subdivision.  
 T. B. Davis and Ken W. Kendrick, et al: The Northwest 1/4 of the West .40 acres of the

Northeast 1/4 of Section 17, Block 1, TTRR Survey.  
 Mary Viola Jenkins, et al, to Ernest L. McGee: All of Section 66 and the Southeast 1/4 of Section 67, Block K-3.  
 Floyd McGee, et ux, to Leo W. Bloomer, et ux: The North 25 feet of lot 33 and the South 32 feet of Lot 34, Block 3, Westhaven Addition.  
 Sam H. Smith, et ux, to E. D. Harper: The South 1/2 of Section 29, Block K-3.  
**Marriage Licenses**  
 J. D. Sears and Glenna Fay Jameson, March 4.  
 Granville Lee Haney and Justina Drennen, March 5.  
**ATTEND YWA MEETING**  
 The YWA group from Avenue Baptist Church attended a YWA house party at Hardin-Simmons University in Abilene Feb. 28-March 1. The state-wide meeting was attended by about 2000 Texas girls. Those from Hereford were Alice Martin, Lynn Poarch, Marilyn Tice, Belinda Vines, Lawana Vines, Phyllis Williams, Mrs. Dale Barkley, Mrs. V. H. Poarch, and Nanetta Clearman, who is a member of the Summerfield Baptist Church.

**Subject: We Have**  
**AT**  
**Walker Refrigeration Service**

- 1st. We Have—Convenient location
- 2nd. We Have—Been at this same location since World War II
- 3rd. We have—The best equipped shop in this part of Texas
- 4th. We Have—Electronic testers to check your refrigeration equipment
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- 6th. We Have—Grown up with the refrigeration industry
- 7th. We Have—Thirty years experience in servicing refrigeration
- 8th. We Have—A complete educational program for our employees
- 9th. We Have—Certificate Members of Refrigeration Service Engineers' Society
- 10th. We Have—Personnel to service and repair home refrigeration
- 11th. We Have—Personnel to service and repair store equipment
- 12th. We Have—Personnel to service and repair office equipment
- 13th. We Have—Personnel that is licensed and bonded
- 14th. We Have—Carrier Heating and Cooling equipment
- 15th. We Have—Complete Sheet Metal Shop
- 16th. We Have—Amana and Deepfreeze refrigerators freezers
- 17th. We Have—Scotsman Ice Machines
- 18th. We Have—The Gibson line
- 19th. We Have—Radio equipped trucks for faster service
- 20th. We Have—The desire and the willingness to go with the above advantages, to serve you

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from the hills of Kentucky. That we understand, is how we got Louis Woodford.

However, we will say that Louis is making progress. His job as Democratic Chairman may not pay anything, but at least he doesn't have any opposition for the spot in this year's primary.

That, we would say, is progress.

There will be an open house this Sunday at 246 Elm St. The home is a Bronze Medallion home, fully furnished, built by Ed Humphreys and the Home Planning and Development Co. Humphreys is with a Roswell firm now building homes in the Hereford area.

And speaking of new homes, we understand that Mr. and Mrs. Virgil Justice are now building Hereford's first Gold Medallion home, which is, according to the Public Service Company, totally electric.

When Herbert Hoover was president, he gave his salary back to the government. It set a bad example—now they want all of us to do it!

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**CARPET DEPARTMENT**  
 12 Ft. & 15 Ft. Rolls in Stock  
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**OGILVIE**  
 Home Permanent  
 with Free Trial Size of  
 New Conditioning Shampoo  
 a \$3.25 value \$2.50

FROM exclusive Pre-Perm Conditioner to final rinse, Ogilvie Home Permanent gives gentle, natural-looking body. Formulated for all hair types, it lets you choose rods, rollers or pin curls for the wave you want. New Conditioning Shampoo with Protein (regular 6 oz. size is \$1.50) gives hair body, reduces brittleness, helps protect it from split ends and breakage. Take advantage of this special offer now.

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**DAWN NEWS**

# Richardson Heads Community Club

By Mrs. Robert R. Strain  
Dawn Community club has named Ted Richardson as president, Hershel Miller Jr., vice-president; and Mrs. Edgar Sowell as secretary.

The officers were elected at the club's meeting Feb. 28 when the Dawn Home Demonstration club provided refreshments and directed entertainment.

Those enjoying the games of "42", bridge, Chinese Friends and "Snakes and Ladders" were Mr. and Mrs. H. S. Fuller and family; Mr. and Mrs. Ray Polan and family; Mr. and Mrs. J. E. McCabe and family, Mr. and Mrs. Ray Stewart and family, Mr. and Mrs. H. D. Fowler and family, Mr. and Mrs. Melvin May and Ricky, Mr. and Mrs. Edward Sowell and family, Mr. and Mrs. Carl Cathey and family, Mr. and Mrs. Carl Wimberly, Mr. and Mrs. Roy Clay, Ted Richardson and family, Steve Bavousett, Mr. and Mrs. Robert Strain and family, and Mr. and Mrs. J. F. Martin. The last two were guests from Hereford.

Mr. and Mrs. Jim Clements and family, Dumas, had dinner in the Clarence Betzen home Sunday. Mrs. Clements and Mrs. Betzen are sisters.

Tina Graham, Amarillo, spent Wednesday through Saturday in the home of her grandparents, Mr. and Mrs. Alfred Smith.

Mrs. Steve Bavousett is on crutches, following a fall. A bone in her foot was broken.

At the recent "Share the Fun" festival held in Hereford, Jon David Miller was crowned 4-H King of Deaf Smith County.

Mr. and Mrs. Jeff Collins, Amarillo, were Sunday supper

guests of Mr. and Mrs. Edgar Sowell. The affair honored Edgar Sowell's birthday.

The Dawn Circle of WMU met at the Dawn Baptist Church Monday for a service in honor of week of prayer. Those attending were Mrs. Carl Wimberly, Mrs. Charles Davenport, Mrs. Leroy Johnson, Mrs. Walt Beavers, Mrs. R. T. Stewart and Mrs. Ray Polan.

Mr. and Mrs. O. R. Galley had Sunday dinner with the A. L. Greenways in Hereford.

Mr. and Mrs. Blackie Russell, Olton, were Sunday guests in the home of the Rea Cox family.

Visitors in the Ted Richardson home Sunday, were Mr. and Mrs. Elmer Womble, Gunnison, Colo.

The H. S. Fuller family and Cecelia McSpadden from West Texas State University visited Mr. and Mrs. Cecil McSpadden in Stratford Sunday.

Miss Linda Lemons recently won a II rating on a solo in a contest held at West Texas State University. She was a member of the Madrigal Singers from Hereford High School who received a I rating.

Charles Kelley, Hereford, spent the weekend with Glen Polan.

Public School Week open house at Northwest Elementary School in Hereford Monday night was attended by Mr. and Mrs. Ray Stewart, Mr. and Mrs. Leroy Johnson, Mr. and Mrs. Ray Polan, Mr. and Mrs. H. D. Fowler, Mr. and Mrs. Steve Bavousett, and Mrs. Hershel Miller, Jr.

Mr. and Mrs. Ted Richardson accompanied her niece and family, Mrs. Jimmy Ray Pugh, from Marysville, Calif. to Oklahoma where they visited Mrs. Richardson's brothers, Mr. and Mrs. Gordon Sullivan and family at Lindsay and Mr. and Mrs. Clay Sullivan in Grove, and Mrs. Addie Henshaw and Mrs. Homer Royal and family in Ardmore.

Others making the trip were Mrs. David Thompson and Davida, Mrs. C. W. Pitman, and Richard Henshaw, all from Littlefield.

The L. W. Tooley family visited at Kress Sunday with her parents, Mr. and Mrs. A. D. Moore, and his parents, Mr. and

Mrs. A. W. Tooley. His parents have recently moved into a new home.

Mr. and Mrs. H. S. Fuller and family and Doris Wilson visited in Amarillo Tuesday night with Mr. Fuller's sister, Mr. and Mrs. Charles Helton from Sunnyvale, Calif. Also visiting with them were Mr. and Mrs. Lammie Helton and baby who are enroute from Tennessee to France where he will be stationed.

Sunday dinner guests in the home of Mr. and Mrs. R. T. Stewart and family were Mr. and Mrs. J. R. Oglesby, Canyon and Mr. and Mrs. H. R. Stewart, Alice Ann and Bob Caraway.

Mrs. H. H. Miller visited Miss Vera Crawford in Canyon Friday.

Friday night the Rev. Charles Davenport delivered an address for a Young Married Couples banquet at the Trinity Baptist Church in Amarillo. Mrs. Davenport, accompanied her husband to the banquet.

Maura and Kevin McAndrews and Jon David Miller have parts in the all-school play to be presented by Hereford High School March 16 and 17. The play is entitled "June Mad."

Mrs. O. R. Galley has been elected THIDA chairman for next year.

The Northwest Dawn Circle of the WMU met Tuesday morning in the home of Mrs. Walter Lemons. Those present were: Mrs. William Wimberly, Mrs. Lester English, Mrs. Alfred Smith, Mrs. Edgar Lemons, Mrs. Leo Criddle, and the hostess.

Audri Miller, who attends Texas Lutheran College, has been chosen as a member of Kappa Pi Gamma which is a social and service sorority. In addition to this, she has been chosen chairman of the pledges.

Mrs. Jimmy Ray Pugh, Marysville, Calif., spent Friday night in the Ted Richardson home.

Mr. and Mrs. Alfred Smith visited Mrs. Jeff Gilbreath in Hereford Tuesday.

Bill Fogle, Marshallfield, Mo., was a guest in the J. B. Caraway home Thursday and Thursday night.

Mr. and Mrs. Keith Duderstadt and girls journeyed to Friona to visit with her parents, Mr. and Mrs. K. E. Deaton, and her sister, Mrs. Charles Buck and son from Artesia, N. M.

Mrs. Jimmy Howell, Hereford, and Mr. and Mrs. J. B. Caraway were sponsors for a group of students from Hereford High School on a trip to Austin to attend a Future Teachers Association convention. Those making the trip over the weekend were Bob Caraway, Billy John-



**DE SPOTLIGHT** — Hereford Credit Bureau is the place of employment for Judy Crume, daughter of Mr. and Mrs. Vance Crume, in cooperation with the distributive education program at Hereford High School. Judy plans to attend college following graduation. (Brand Staff Photo)

son, Linda and Laura Higgins, Cindy Loerwald, Patsy Hucker, Joyce Warren, Dorothy Frerich.

Mrs. Ray Polan, Mrs. JaDon McCathern, and Mrs. Richard Golden were among those from Dawn who attended a shower in the home of Mrs. H. D. Fowler in honor of the new son of Mr. and Mrs. Wade Crist Friday.

Several children in the community are suffering cases of the measles. There are also a few cases of the mumps.

The Top of the Village Restaurant in Amarillo provided the setting for a luncheon Tuesday for Mrs. Melvin May and Mrs. Ray Polan who were joined for the occasion by Mrs. Mickey MacDonald and Mrs. Coon from Amarillo.

**PHI BETA KAPPA**  
Kathleen Margan Huck, daughter of the John Morgans, 128 Emma, was named to Phi Beta Kappa national honorary fraternity at the time of her graduation in January from the University of California at Berkeley. Mrs. Huck majored in zoology.

**CARD OF THANKS**

We would like to express our appreciation for all the gifts and expressions of sympathy extended to us during the time of the fire. We are especially grateful to Margaret Cook, manager at Sears, George Byrd, and Buck Barnett. A fire is a terrible experience, one we hope you never have to endure.  
Mr. and Mrs. R. J. Collier and boys

Enough to set young hearts a-flutter... these darling little shoes! So far different from scaled-down women's shoes. Even the plainest of patterns have dainty lines and detailing that make them irresistible. Latest materials, combinations and colors on display in our windows. See them!

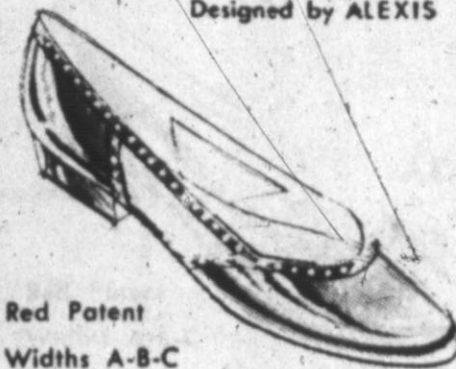


White Patent  
Widths A-B-C  
4 1/2 to 8  
7.95



White Patent  
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8 1/2 to 4  
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**Sparkle Toes**  
Designed by ALEXIS



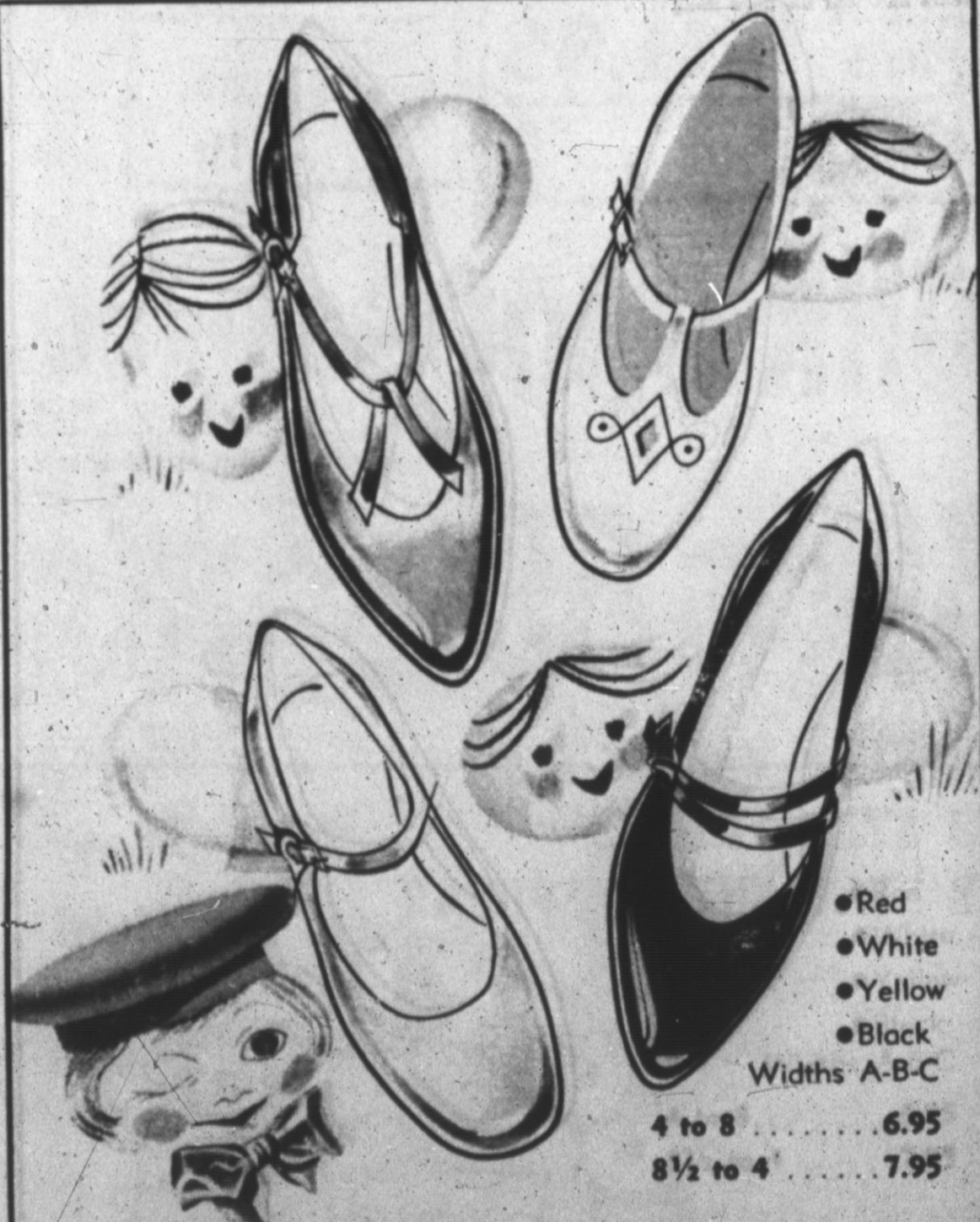
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Now...color patents to brighten little faces

Patents\* as colorful as party candy. Lemon drops, cherry pops, marshmallows, and licorice bits, too. Spanking new from Buster Brown and as much a part of Easter as a basket of eggs. To keep them sparkly bright, just swish smudges away with a damp cloth. Drop in to see us soon. We'll fit your wide-eyed little girl perfectly.

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Shoes. New Spring Fashions  
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Long Sleeve ..... 3.00

Assortment of Ties, Socks, Everything in dress and Sport Wear for the Boys

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Taylor Smith & Taylor Co.

"If Matches Your Dinnerware"

5 Oz.  
Juice Glass  
THIS WEEK  
Each Piece  
Only

9¢

with each \$5.00  
Purchase



**DE SPOTLIGHT** — Norris DeVoll is employed at Boyd Machine Shop as a distributive education student. Norris said that DE has helped him in making a decision for a career. He is a senior, and plans to be a salesman. He is the son of Ocie DeVoll of 411A W. 4th St. (Brand Staff Photo)

**Mrs. Wertenberger,**

**Mrs. Russell on Program**

Mrs. O. Wertenberger, guest speaker, and Mrs. Clyde Russell presented the program for the meeting March 3 of Xi Epsilon Alpha chapter of Beta Sigma Phi at the Community Center.

In discussing her topic, "Enjoyment of Art," Mrs. Wertenberger noted the importance of teaching children appreciation of art. She remarked that some of the students in junior high school

could excel in art although they might be average students in other classes.

"Art," she continued, "is a means of self-expression." To Route 1, died Saturday morning expression through art, she displayed carved figures made from wooden spoons, a crocheted sweater, an apron and towels painted with textile paints, and some of her own china paintings.

"The Various Man" was Mrs. Russell's topic. She said there are men who can do only one thing well, others who can excel in many things, and some who are "jacks of all trades and masters of none." As examples of multiple geniuses, she gave brief sketches of the lives of Plato, Benjamin Franklin, Simon Bolivar, and William Penn. In conclusion she quoted E. H. Griggs, "There is one supreme art to which all are called the art of living."

Mrs. Charles Laing presided at the business meeting. Members voted to make donations to Beta Sigma Phi Loan Fund, the Endowment Fund, and the Exemplar Fund. Some of the members planned to attend the citizens committee meeting Thursday night.

Mrs. Eddie Johnson and Ann Woodward were hostesses. Others present were Mrs. Don Baugous, Mrs. Jack Bailey, Mrs. Harold Beauchamp, Mrs. Charles Bell, Mrs. Bob Brotherton, Mrs. Bill Kendall, Mrs. Laing, Mrs. Hicks Roberson, Mrs. Russell, Mrs. John Schneider, Mrs. Max Stipe, Mrs. Larry Summers, Mrs. Delbert Bainum, Mrs. Howard Gore, and Mrs. Floyd Walton Jr.

**T-Bone Club Meets Thursday**

The Area T-Bone Club met Thursday evening in the Western Wheel Inn for the regular meeting of the club which covers a five-county area.

Thirty-five cattlemen from this area were present at the meeting.

Ron Polsen, sales representative for Upjohn in the West Texas and New Mexico region, presented a movie on the use of hydra-cortisone. Hydra-cortisone is a "pain killer" used for livestock.

The T-Bone Club is a newly organized club in Hereford, which was formed at the same time as the Dumas and Plainview organizations. All three clubs cover a five-county area, according to Paul Engler, president of the local club.

**Legal Notice**

**NOTICE OF DISSOLUTION**

Notice is hereby given that the partnership lately subsisting between C. T. GOHEEN and W. D. NAFZGER, each of the County of Deaf Smith, State of Texas, by the firm name of GOHEEN PIPE AND SUPPLY, was dissolved by mutual consent on the 4th day of March, 1964. All debts due to the said partnership are to be paid and those due from the same discharged, at the business location on the South side of U.S. Highway 80, approximately one mile West of The City of Hereford, in Deaf Smith County, Texas, where the business will be continued as a sole proprietorship owned by C. T. GOHEEN, under the said firm name of GOHEEN PIPE AND SUPPLY. EXECUTED this 4th day of March, 1964.

C. T. Goheen  
W. D. Nafzger  
S-38-4c

**Mrs. Holloway Dies Saturday; Services Pending**

Mrs. Erna Emma Holloway, Route 1, died Saturday morning at 9:10 a.m. after an illness of about one week. Services are pending with Gilliland Funeral Home.

Born Aug. 1, 1895, in LaVaca County, she and Omar Holloway were married, Nov. 29, 1916, in Haskell. They moved to Deaf Smith County in 1955. She was a member of the Baptist Church. Survivors are her husband, three sons, Crawford and Delbert, both of Borger, and Roy, Amarillo; two sisters, Mrs. Clara Meil, Brownfield, and Mrs. Hattie Holloway, Haskell, and three grandchildren.

Under the early Mexican colonization of Texas, farmers entering the Stephen F. Austin colony received a "labor" of land — a Spanish landunit measuring 177 acres.

**SAMMY LANE CUSTOM HOMES**

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Jumbo Roll—50% More  
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33¢

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**Northern Napkins**  
2 For 29¢

Waxtex—75 Ct.  
**Sandwich Bags**  
Ex. Lg. 25¢  
Ex. Long

Waxtex—100 Sq. Ft.  
**Wax Paper**  
27¢

**KLEENEX** White or Colored 400 Count **23¢**

**Folgers Coffee** Pound Can All Grinds **75¢**

**COCA COLA** Reg. or King 6 Btl. Ctn. **39¢**

Patio—Frozen—16 Oz.  
**Mexican Dinners** **39¢**

Mrs. Tucker's **Shortening** 3 lbs. **59¢** Jumbo—20c Off **Dash** **\$1.89**

Gold Medal **Flour** 10 lb. Bag **99¢** Shurline—Fr.—6 Oz. **Orange Juice** 4 for **\$1**

Frozen Flaky Crust  
**Johnston's Pies**  
Apple - Cherry - Peach  
34 Oz. **59¢**

Colonial Cozy Kitchen  
German Choc.  
Choc. Fudge  
**CAKES** **79¢**

**BLACK PEPPER**  
4 Oz. Can **39¢**

Green Label—Flat Can  
**STARKIST TUNA**  
**25¢**

Roxey  
**DOG FOOD**  
7 Tall Cans **49¢**

Giant Size **CHEER** **79¢**

Giant Size **IVORY LIQUID** **69¢**

Reg. Size **IVORY SNOW** **35¢**

Bath Size—13c off Pack  
**CAMAY** 4 Bars **53¢**

**PORK CHOPS** FRESH

First Cut **39¢** Lb. Center Cut **69¢** Lb.

**ARMOUR STAR BACON** 2 Lbs. **89¢**

**ARMOUR STAR FRANKS** Lb. **49¢**

**ARMOUR STAR CHEESE SPREAD** 2 Lb. Box **59¢**

**LETTUCE** Arizona Large Heads Each **19¢**

**Mexico Cucumbers** lb. **29¢** **Sunkist Lemons** lb. **19¢**



**DOUBLE S & H GREEN STAMPS WED.** with 2.50 Purchase or More



# Lubbock Church Is Scene Of Wilson-Osborn Wedding

## The Sunday Brand Women's Section

Dale Stevens, Society Editor

The Sunday Brand, Hereford, Texas, Sunday, March 8, 1964



Mrs. John Robert Simpson

the former Miss Celia Fay Patton (Angel Studio)

Miss Ann Elizabeth Wilson and Roger Beil Osborn were married Friday evening in Broadway Church of Christ, Lubbock. She is the daughter of Col. and Mrs. Charles E. Wilson Sr., Lubbock, and his parents are Mr. and Mrs. E. H. Glen Osborn, 100 Westhaven.

The double ring ceremony was read by Horace Coffman, pastor, in a setting of baskets of white gladioli, palms, and candelabra containing 28 white wedding tapers. Bob Hancock, Lubbock, sang "Because" and "Whither Thou Goest."

Matron of honor was Mrs. Ray Glenn Dale, Corpus Christi, and other attendants were Miss Phyllis Elliott and Mrs. Lee Towns, both of Lubbock. They wore street-length dresses of powder blue chiffon over taffeta. Shadow bands accented the bodices, which featured batteau necklines. Clusters of frosted leaves adorned their matching headpieces of butterfly illusion. They wore matching shoes, white gloves, and strings of pearls and carried nosegays of white feathered carnations.

Carol Ann Wilson was junior bridesmaid, and Linda Wilson was flower girl. Both are nieces of the bride. Their dresses were blue chiffon over taffeta with rounded necklines, puff sleeves, and sashes, and they wore white patent shoes and white gloves. Carol Ann carried a nosegay of flowers, and Linda

carried a white basket of rose petals.

Hugh Osborn was best man, and groomsmen were Myles Sadler, Dimmitt, and Jay Vars, Tulla, Dudley Bayne, Paul Din-smore, Lubbock, and Charles Wilson, Lubbock, seated the guests. Candlelighters were Nickey Osborn and Wayland Van Cleeve, Lubbock, and Charles Roger Wilson was ring-bearer.

Col. Wilson gave his daughter in marriage. Her formal gown of peau de soie featured a portrait neckline and bracelet-length sleeves. Soft folds of fabric accented the natural waistline and controlled bell skirt. A sweeping Watteau train attached at the back neckline completed the gown.

A caplet accented with pearls and crystals held the tiered veil of imported silk illusion. She wore white pearls and white gloves and carried a bouquet of white gardenias in a shower of white roses atop a white Bible.

For her daughter's wedding Mrs. Wilson chose a blue silk dress, a matching flowered hat, and white accessories. The mother of the bridegroom, Mrs. Osborn, wore a Paris gold silk sheath dress with beige accessories.

A reception in the church Fellowship Hall followed the ceremony. Guests were registered by the bride's sister-in-law, Mrs. Charles E. Wilson Jr. Those serving were Mrs. Lattimore Ewing, Mrs. George Gilkerson, Mrs. Albert Muler, and Mrs. Amos Greer.

The bride's table was centered with colonial nosegays of white feathered carnations. Topped with a miniature bride and groom, the white wedding cake was in three tiers.

For traveling the bride chose a beige suit with collar and hat of brown mink and brown patent accessories. Her corsage was fashioned of white gardenias.

(Continued on page 2)



Mrs. Roger Beil Osborn

the former Miss Ann Elizabeth Wilson (Koen's, Lubbock)

### Current National Trends Listed By Mrs. Leuper

Mrs. John Leuper was guest speaker for the meeting Feb. 27 of Calliopean Club. Introduced by Mrs. Cameron Gault, program chairman, Mrs. Leuper discussed "National Trends."

After defining "trend" as "a tendency toward," the speaker listed as current trends installment buying, working wives, the return to home sewing, automation and religion.

Mrs. Leuper noted that 13.6 per cent of every dollar taken home after taxes goes for installment payments. One wife in three, she continued, either works or seeks employment, while machines are taking many jobs from people in offices as well as other areas.

"The sewing bee has bitten more than 40 million women. It is done mainly for the satisfaction of creating something from start to finish," said Mrs. Leuper.

In her discussion of trends in religion, the speaker said, "There seems to be a back-to-church movement, but there are more members than workers. People belong to so many other things, and they fail to put first things first."

Mrs. Ansel McDowell was presiding officer, and Mrs. Irving Alexander was the hostess. Others present were Mrs. C. J. Crump, Mrs. Emil Dettman, Mrs. J. T. Gilbreath Jr., Mrs. N. E. Milburn, Mrs. B. F. Cain, Mrs. Sue James, Mrs. Wes Owen, Mrs. Bill Messick, and Mrs. Gault.

### 4-H Girls Give Club Program

Patty Paetzold gave a short skit, and Lou Ann Witkowski modeled a dress which she had won honors and told of her 4-H experiences during the meeting March 3 of Young Homemakers Home Demonstration Club. Both girls are members of Merry Maids 4-H Club, and Mrs. Leo Witkowski narrated the program.

Mrs. Roy Evans, president, conducted the business meeting. Various money-making projects were discussed, and members voted to make a contribution toward the purchase of crystal.

(Continued on page 2)

## Patton-Simpson Vows Exchanged In Seminole

Miss Celia Fay Patton became the bride of John Robert Simpson in an afternoon ceremony Sunday, March 1. The double ring vows were read by the Rev. N. S. Daniel, pastor of First Methodist Church, Seminole.

The bride is the daughter of Mr. and Mrs. R. C. Patton, who live west of Seminole. Mr. and Mrs. M. L. Simpson Sr., 113 Star, are the parents of the bridegroom.

The home of the bride's parents was the scene of the ceremony. Traditional wedding selections were played by the organist, Miss Mona Dell Hunter, cousin of the groom from Dimmitt. Mrs. Joe Nelson, sister of the groom, sang "Because" and "The Lord's Prayer," accompanied by Miss Hunter.

Given in marriage by her father, the bride wore a street-length dress of white brocade. The bodice featured a sweetheart neckline and long petal point sleeves fastened with tiny buttons. A row of buttons also closed the bodice in the back. The skirt fell in soft pleats from the waistline, which dropped to a point in the center front.

A tiered veil of silk illusion fell to the bride's shoulders from a pearl crown. She wore a sapphire in her shoe and the blue garter worn by her great-aunt, Mrs. H. H. Carlisle, Dimmitt, at her wedding. She carried a bouquet of red roses.

Mrs. Curtis Allphen Jr., Seminole, was her sister's matron of honor. She wore a street-length dress of red brocade with a matching jacket and carried a long stemmed white carnation.

Joe Nelson, Dimmitt, was his brother-in-law's best man.

A reception in the home followed the ceremony. A sister of the bride, Mrs. Bob Bergeron, Clovis, N.M., registered the guests at a table centered with a fifty-year-old doll with a china head and kid body and dressed as a bride.

Miss Norma Moore, Abernathy, served the white tiered wedding cake, and an aunt of the bride, Miss Fay Davis, Aus-

tin, served the red punch. The table was covered with white lace over red carnations surrounding white candles.

Assisting with the reception were Miss Patty Simpson, Miss Carolyn Simpson, Miss Betsy Simpson, Mrs. Pete Adams, Mrs. Jiggs Harman, and Mrs. Johnny Davis.

For the wedding trip through the western states, the bride traveled in a red silk suit with matching patent accessories. Her corsage was white carnations.

Mr. and Mrs. Simpson will live in Dimmitt. She is Castro County Home Demonstration Agent with headquarters there. She is a graduate of Seminole High School and the University of Texas, with a bachelor of

### Life In Austria Is Described By Christa Ho'zl

Miss Christa Ho'zl, American Field Service student, described her native Austria during the meeting Thursday of Bay View Study Club. She also answered questions and showed slides of her country.

Austria, explained Miss Ho'zl, is mostly agrarian and is densely populated. There are a great number of Communists, especially among the poor people. The religion is predominately Roman Catholic, and their language is German.

Hiking and skiing, continued Miss Ho'zl, are the favorite sports. Most of the furniture for the homes is handmade, but that which is bought is very modern in design.

"I have always loved the United States, especially Texas, and hoped that someday I might come here. Life here is just as I expected it to be," she concluded.

Mrs. W. J. Gilliland, president, was elected to attend the district convention March 25-26

science degree in home economics. A graduate of Dimmitt High School and Texas Technological College, with a degree in agriculture, he is a dairy farmer near Dimmitt.

Guests attended the wedding at Austin, Dimmitt, Hereford, Jayton, Clairmont, Clovis, N.M., and Albuquerque, N.M.

## Legion Auxiliary Topic Is Community Service

"Volunteer Service in Community" was discussed by the Rev. Don Davidson during the American Legion Auxiliary meeting March 3 at the Rock Clubhouse. He was introduced by Mrs. Grant Hanna, and Mrs. Tom Draper was program chairman.

Community service, explained Davidson, is done through the churches, various fund-raising agencies, and voluntary work in nursing home and hospitals. He said voluntary work is done because people love to help others. "Your visits show these people they are wanted, and they appreciate it," he continued, and urged visits to those who are alone, especially heart patients and diabetics.

Davidson concluded with a short discussion of the progress at King's Manor and the need for volunteer service there. "There are times when there is a party or open house and the necessities overtax their endurance. If you can help at a time like this, please call Mrs. Lee Benefield and offer your services," he asked.

Mrs. Ira Ott, presiding officer, announced that the Auxiliary would sponsor the Camp Fire girls, give a scholarship award, and assist other units in the state with a nurse's scholarship this year. Poppies were ordered for the sale in May, and the chairman of the Americanism, hospital, legislation, child

welfare, and membership committees gave their reports. Mrs. Ott, Mrs. Hazel Sparks, Mrs. Mabel Wagner, Mrs. Mary Williamson, Mrs. W. J. Frost, and Mrs. Carlos Vaughn were

(Continued on page 2)

### Mrs. Beauford Is Hostess For La Afflatus Club

Mrs. C. E. Beauford was hostess for the March 3 meeting of La Afflatus Estudio Club at First National Bank. The club collect was led by Mrs. C. E. Johnson, and Mrs. Emmett Hale was presiding officer.

Mrs. B. A. Reddell discussed the values and enjoyment to be gained from reading good books. She then gave brief reviews of several books, including *New Country*, *Great Mansions*, *Women into Space*, *Let My Heart Be Broken*, and *A Man Called Peter*.

The next meeting will be in the Pioneer Natural Gas Flame Room, with Mrs. A. B. Higgins as hostess.

Those present were Mrs. Higgins, Mrs. A. H. Cook, Mrs. Johnson, Mrs. Reddell, Mrs. B. F. Markham, Mrs. A. N. Hopson, Mrs. T. W. Roberson, Mrs. Gordon Elliott, Mrs. Hale, and Mrs. Beauford.

## Mrs. Wiman Discusses The Pre-School Child

Mrs. Jim Wiman, first grade teacher at Shirley Elementary School, discussed "The Pre-School Child" for members of La Madre Mia Study Club Feb. 27. Most of her remarks concerned the things a parent can do to help prepare her child for school.

"The most important thing," began Mrs. Wiman, "is to teach the child discipline and self-control. He will be a better student." She then advised helping the child learn anything about which he shows curiosity and warned against forcing a child to learn anything.

In conclusion she said, "Too many parents are hesitant to teach their children anything for fear they will use the wrong methods or teach the wrong things, but as long as the child is willing to ask questions, he won't be misled if you teach him everything you know."

Hostess for the meeting, held at Hereford State Bank, was Mrs. W. C. Russell, and Mrs. Bill Lankford was presiding officer. Others present were Mrs. Joe Brooks, Mrs. John Smith,

Mrs. Pat Coleman, Mrs. Dean Herring, Mrs. Eugene Sparks, Mrs. James Brownlow, Mrs. Jerry Landers, Mrs. Bobby Owen, Mrs. Jerry Detwiler, Mrs. Gene King, Mrs. John Beasley, Mrs. Gerald Martin, Mrs. G. C. Merritt Jr., Mrs. Joe Hacker, Mrs. Ben Gollehon, and Mrs. Dale Wynn.

### Landscaping Is Program Topic For HD Club

Progressive Home Demonstration Club met Tuesday in the home of Mrs. Dale Hallows for a program on landscaping, presented by Argen Draper, county home demonstration agent.

Mrs. Draper said the first step in good landscaping should be walks and driveways. She showed slides of homes in and around Hereford to demonstrate good landscaping.

Club members voted to contribute to the cancer drive and to the Community Center. The next meeting, a salad luncheon, will be in the home of Mrs. Earl Plank.

Those present were Mrs. Draper, Jean Beene, assistant agent, three visitors, Mrs. Ruth Hayes, Mrs. William Hand, and Mrs. Daniel Larson, and members.

(Continued on page 2)

### Miss Phillips, Benny Dement To Wed In July

Mr. and Mrs. Eddie O. Phillips, Amarillo, have announced the engagement and approaching marriage of their daughter, Wanda, and Benny C. Dement, son of Mr. and Mrs. B. C. Dement, Hereford.

Miss Phillips is a graduate of Amarillo High School and attended Amarillo College. She received her bachelor of arts degree in English from West Texas State University, where she was a member of Alpha Chi and Kappa Delta Pi. She is presently with the Jefferson County School System in Denver, Colo.

Her fiancé, a graduate of Hereford High School, is majoring in business administration at West Texas. He is a member of Alpha Kappa Psi, honorary business society.

A July wedding is planned.

### Social Calendar

**Monday, March 9**  
Music Study Club will meet in the home of Mrs. J. C. McCracken, with Mrs. T. W. Roberson as co-hostess. The program will honor William J. Marsh, dean of Texas composers. His latest collection, "Holiday in Texas," will be presented.

**Tuesday, March 10**  
Pioneer Study Club will have a luncheon meeting at 1 p.m., with Mrs. Hill, Mrs. Phillips, and Miss Campbell as hostesses. The program will be "New Vision to Perpetuate Our Texas Heritage," led by Mrs. Panciera.

West Hereford Home Demonstration Club will have a salad luncheon at 12 o'clock in the home of Mrs. Swigart. Mrs. Koelzer will present a program on 4-H work.

Lone Star Study Club will have a program on psychology, presented by Mrs. J. J. Durham. Hostesses will be Mrs. Major and Mrs. Womble.

Young Mothers Study Club will meet with Mrs. Springer. Co-hostess will be Mrs. Smelcer, and the program, "Child Study," will be presented by Mrs. Patterson.

Veleda Study Club will meet with Mrs. Barkley. Sergio Bravo, exchange student, will discuss Chile.

**Thursday, March 12**  
Westway Home Demonstration Club will meet at 8 p.m. in the Westway Community House for a program presented by the Westway 4-H Club.

Saint Anthony's Parish Council will see slides on South America, presented by Pete Plank. Hostesses will be Mrs. Frank Wilhelm, Mrs. Louis Dupnik, Mrs. Werner Koelzer, and Mrs. Ed Dzuik Jr.

La Madre Mia Study Club will meet for a program on "Childhood Accidents," presented by Mrs. Whitley. Mrs. Winn will be hostess for the meeting at Hereford State Bank.

Hereford Duplicate Bridge Club will have its regular weekly meeting at 7:30 p.m. at the Community Center.

**Friday, March 13**  
Hereford Garden Club will continue the study of *Cyphers' book, Design and Depth in Flower Arrangement*, led by Mrs. Colby Conwright. The

(Continued on page 2)



Miss Wanda Phillips (Personal Photo)



League Frowns on Gifts

# Sweater Costs Limited To \$15

By Harold V. Ratliff  
Associated Press Sports Writer  
The Texas Interscholastic League is the largest organization of its kind in the world. It also might well claim to be the most amateur.

For more than 40 years there has been an amateur rule that prohibits the acceptance of anything of value for athletic achievement.

There also is an awards rule that sets a limit on the amount a school can pay for a sweater, jacket or any symbolic reward for playing football, baseball, basketball, golf or tennis or running on the track. This is comparatively recent.

It is the time of the year when a boy can very easily run into rules and get himself ineligible for athletic competition.

The general public, which has a more proattitude than the schools, says it's ridiculous to limit the amount to be spent on an award or prohibit a boy from accepting a half-dozen golf balls for winning a tournament. However, this runs into amateurism as defined by the League—a boy must not accept anything of value (something of resale value) if he is to meet the rules.

The limit that a school can spend for an award is \$15 per year. A symbolic award for each additional interschool activity, not to exceed \$2 in value, may be given. One school recently got into trouble when it paid \$3 for a miniature basketball and \$2.60 for a miniature track shoe.

Those who oppose this limit declare a decent sweater can't be purchased for \$15 and that the schools are evading the rule by having the manufacturer bill them for \$15 and then bill them for the remaining amount as repair or renovation or something that cannot be taken as the cost of the sweater. Rest assured the League has investigated the report and would dearly love to find somebody doing it. Rules are undoubtedly evaded by all organizations but usually by a small percentage and those most often are caught.

Besides, most schools take the attitude that the sweater or jacket is symbolic only and is not to be construed as a financial reward, so it can be cheap.

Civic organizations usually get the athlete in trouble under the awards rule. They are well-

meaning but just don't know the rule. They try to give the boys tie clasps, fountain pens, watches, clothing or other such articles with merchantable value. They could wait until the boy graduates and no rule would be violated.

The League suggests that when outside organizations want to give trophies or plaques before the boys graduate, they should be given to the school with the boys' names on them to be placed permanently in the school's trophy case.

It is against the rules if the school holds a trophy until a boy graduates and then presents it to him.

A boy can accept a medal or cup for participating in a meet or tournament but he can't do it in football. The League holds that football is not a tournament activity like basketball, track or golf.

District executive committees, made up of school people, can not give awards to all-district teams or players.

The Texas Sports Writers Association has been in a stew because it couldn't give certificates to all-state players. The League said it could be done if the \$15 limit wasn't exceeded. In other words, if the boy has received a sweater worth \$14.50, he could take a certificate naming him all-state if it was not more than 50 cents in value.

There are 14 sports that come under the amateur rule—baseball, basketball, bowling, volleyball, boxing, football, golf, rodeo, swimming, tennis, track, weight lifting and wrestling. Any other sport does not apply. For instance, a boy could compete in a six-day bike race and take money for it without violating the amateur rule.

With baseball and golf coming on, the boy should know that he can't play on the same team with paid players, can't be paid expense money, can't share in gate receipts and can't even accept donation from the crowd for hitting a home run.

He can't play professional in a pro-amateur gold tournament and help the pro win money. Even if he made no contribution to the score that won the pro money, he still would be found ineligible because his score was used and he played on the team with a paid player.

There are many pitfalls and



DE SPOTLIGHT — Linda Loerwald, daughter of Mr. and Mrs. S. T. Loerwald of 212 Centre, is employed in the advertising department of the Hereford Brand through the DE program at Hereford High School. Linda is a junior and plans to be a teacher. (Brand Staff Photo)

## Legion...

(Continued from page 1-Sec. 2) elected delegates to the convention in Childress April 11-12. Alternates chosen were Mrs. Ted Higgins, Mrs. Edna Marnell, Mrs. Willie Vinton, Mrs. Lurline Smith, Mrs. Cecil Wilkins, and Mrs. F. S. Smith.

Mrs. Ott urged each member to choose the TV shows she liked best and to vote on the ballot in the National News for the 1964 Golden Mike Award. This ballot, she explained, provides broadcasters with a guide for selection of programs for the next year.

Mrs. Hanna reported that the junior members had made favors for the Veterans Hospital in Amarillo and have other projects in mind.

Hostesses were Mrs. Forst and

the boy should consult school officials every time somebody tries to pay him something or give him something or get him to play with a pro.

The fans may think the League rules are ridiculous but they will stay in the books just the same and there'll be no loosening up. The best way to do away with a rule is to make exceptions.

## Lubbock... Life...

(Continued from Page 1) las and white roses.

The bride has a degree in elementary education from Texas Technological College, where she was a member of Gamma Phi Beta, the freshman class council, Home Economics Club, and the Student NEA. She is a secretary with Louthan-Dowell Motors, Lubbock.

A candidate for a degree in industrial engineering in June, the bridegroom is a member of Pi Kappa Alpha, Gamma Delta, and the American Institute of Industrial Engineers at Tech.

They are at home at 2108 Tenth Street, Lubbock.

Guests attending the wedding from Hereford were Mr. and Mrs. Glen Osborn, Mrs. Mattie Achgill, Hugh Osborn, Nickey Osborn, and Mr. and Mrs. Earl Springer.

Pre-nuptial courtesies included a coffee in the Hereford home of the Earl Springers, a coke party, a seated tea, a gift coffee, two luncheons, and a tea and dinner party at Hemphill-Wells. The rehearsal dinner was given by Mr. and Mrs. Glen Osborn March 5 at the Chicken Shack, Lubbock.

(Continued from page 1-Sec. 2)

in Borger, and Mrs. Carl Perrin was named alternate during the business meeting.

Mrs. Richard Barnard was hostess for the meeting. Others present were Mrs. D. H. Alexander, Mrs. Leroy Aven, Mrs. Philip Barkley, Mrs. H. L. Benefield, Mrs. Colby Conkwright, Mrs. Gilliland, Mrs. Francis Hardwick, Mrs. John Harper, Mrs. A. M. Jones, Mrs. J. W. King, Mrs. Bill Reid, ND Mrs. Perrin.

## 4-H Girls...

(Continued from Page 1)

plates for the Community Center. Mrs. LeRoy Burges gave the council report.

Mrs. David Brumley, hostess, served refreshments to Mrs. Charles Brown, Mrs. Huey Lowrie, Mrs. Burges, Mrs. Rayburn Strange, Mrs. Bill Paige, Mrs. Lloyd Smith, Mrs. Evens, and the guests.

You'll find green going big this season in all collections in dresses, coats, suits, sportswear, jewelry and other accessories. You'll find mixing greens to be a newsy part of the story.

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## HD Club...

(Continued from page 1-Sec. 2)

bers Mrs. J. D. Gilbert Jr., Mrs. E. C. Hammett, Mrs. T. J. Parsons, Mrs. Taft McGee, Mrs. Lloyd McGee, Mrs. Tom DeShazo, Mrs. Earl Plank, Mrs. Alvis Jolly, and the hostess.

## Calendar...

(Continued from page 1-Sec. 2) meeting will be in the home of Mrs. Ben Childers, with Mrs. R. W. Mitchell as co-hostess.

Messenger Home Demonstration Club will meet in the home of Mrs. S. N. Thweatt for a program on landscaping.

Cultural Home Demonstration Club will meet with Mrs. Inman. Mrs. Gandy will lead the program on 4-H work.

Calliopean Club will meet with Mrs. B. F. Cain. "The World Is Full of Riches and Beauty" is the program title.

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The General Tire & Rubber Company guarantees in the original purchase the "All Grip Traction-Resistant Special" and "All Grip Traction-Resistant-Jumbo Lug" against failure resulting from bruise and severe cracking, tearing, or cutting for a period of 30 months from date of purchase when used in normal term service.

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And if Chevrolet can go over a whole mountain so you hardly feel it, you can imagine how it goes over plain old bumps. Jet-smooth, of course. We put a big coil spring at all four wheels (not to mention 700 or so sound and shock absorbers throughout the body and chassis) to soak them up as fast as they come.

As you'd expect, Chevrolet turns in its usual fine performance with everything inside that big beautiful Body

by Fisher, too. All kinds of stretch-out room and wide thick-cushioned seats that let you get in a full day's driving without fatigue. Yards-of deep-twist carpeting and elegant fabric and vinyl upholstery that make you feel good just being there.

With all its looks and luxury, you can see how anyone might get the idea that this great highway performer is a high-priced car. Unless, of course, they happened to look first at its reasonable Chevrolet price.

And your Chevrolet dealer will be happy to show you that, wherever you drive, the price is probably what you'll feel least of all.

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### Mon Amis Club Elects Officers During Meeting

Mrs. David Hutchins was elected 1964-65 president of Mon Amis Study Club during their meeting March 4 in the home of Mrs. Lawrence Jackson.

Other officers elected were Mrs. Jamie Clearman, vice-president; Mrs. Lawrence Jackson, secretary-treasurer; Mrs. Kenneth Christie, parliamentarian; Mrs. Raymond Wiley, reporter; Mrs. Jack White, historian; Mrs. Billy Gene Cotten, social leader, and Mrs. J. D. Greeson, telephone committee chairman. They will be installed during the last club meeting in May.

Also during the business meeting, conducted by Mrs. Kenneth Christie, a letter from Buckner's Orphanage was read by Mrs. Jim Lookingbill. The letter thanked the club members for their Christmas donation.

The program for the day was the annual "White Elephant" sale, conducted by Mrs. Jackson. Proceeds from the sale were \$45, which will be used to carry out the various projects.

Members responded to roll call with "What I'm going to

### Mrs. R. Calvert Gives Devotional

Mrs. Roy Calvert presented the devotional during the meeting Monday afternoon of the Golden Circle Class of First Baptist Church. She took her text from *Wings of Prayer*, by Amy Bolding.

"Some have linings of silver, some are lined with gold; some linings are for sheer beauty, and others are bright and bold," quoted Mrs. Calvert as she began the program.

The opening prayer was led by Mrs. R. L. Criswell. Get-well cards were sent to Mrs. C. B. Miles, Mrs. W. K. Ball, and Mrs. Hardy Benson. After the business meeting and program, Bible games were played.

"Buy today." The co-hostess, Mrs. Cotten, served refreshments to Mrs. Fred Lookingbill, Mrs. Bill Lookingbill, Mrs. Jim Lookingbill, Mrs. Jamie Clearman, Mrs. Jack White, Mrs. J. D. Greeson, Mrs. Kenneth Christie, Mrs. Raymond Wiley, Mrs. Cliff Allmon, Mrs. David Hutchins, Mrs. Billy Bell, and Mrs. Jackson.

The next meeting will be April 1 in the Community Room of First National Bank.



DE SPOTLIGHT — Bradley Photography Studio is the training station for Peggy Neff, a junior at Hereford High School. She is the daughter of Mr. and Mrs. Ernest Neff of 225 Beach. For her career, she plans to be either a housewife or a secretary and bookkeeper. (Brand Staff Photo)

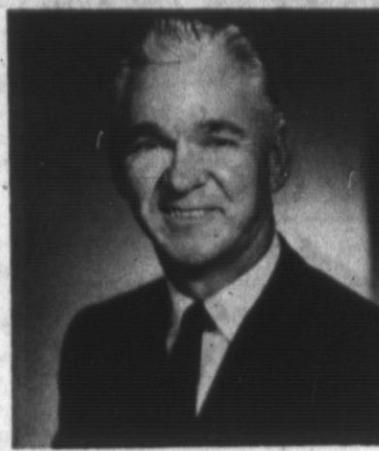
### Dr. William Wright Will Deliver Evening Sermon Today

First Christian Church will begin a series of special pre-Easter services Sunday evening. Dr. William Wright, minister of First Christian Church in Wichita Falls, will speak at 7:30 p.m. and again tomorrow at the same time. "What Think Ye of Christ" will be his topic today.

His sermon on Monday evening will be "Life under the Cross."

Dr. Wright will be the first of three guest speakers at the church. Sunday and Monday, March 15-16, Robert Gartman, minister of Memorial Christian Church in Midland, will speak. Dr. James H. Jauncey, minister of First Christian Church in El Paso, widely known speaker and author, will hold two services here on March 22-23.

Guests are cordially invited to all of these services. The nursery will be provided for pre-school children each night, and a study hall held for younger school children each Monday evening.



Dr. William Wright

#### VISIT IN ODESSA

Mr. and Mrs. J. C. McCracken returned recently from a visit with their daughter and her family, Mr. and Mrs. Pat McCullough, Clay, and Don in Odessa.

Read The Classifieds

### Auxiliary Meets At St. Thomas Church Feb. 27

The Women's Auxiliary of St. Thomas Episcopal Church met Thursday, Feb. 27, at the church. Miss Marcia McGregor conducted the meeting.

Mrs. Robert Willmot, program chairman, and the Rev. Joel Treadwell, pastor, distributed boxes for the United Thanks Offering to the women. Mr. Treadwell explained that the offering is contributed by all women of the Episcopal churches. He then listed the ways the money is used.

The next meeting will be in the home of Mrs. Joe Smith at 7:30 p.m. March 19. Mrs. Emil Dettman will review the book, *Growth in Prayer*, by Garrett.

Mrs. Marcus Bell was hostess. Others present were the Rev. and Mrs. Treadwell, Mrs. Joe Smith, Mrs. Gene Parsley, Mrs. Willmot, Miss McGregor, and Mrs. L. C. Hewitt.

**VISITOR FROM IOWA**  
Mrs. J. Don McCorkindale, Odebolt, Iowa, is a guest in the home of her brother and his wife, Mr. and Mrs. J. C. McCracken.

There are two portraits of Gov. Miriam A. Ferguson in the Texas Capitol, representing her two separate terms of office.

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## School Menu

**Elementary Cafeteria**

**MONDAY** - Roast pork with gravy, mashed potatoes, green salad with spinach and green peppers, German chocolate cake, rolls, butter and milk.

**TUESDAY** - Dixie Dogs, sweet peas, carrot sticks, apple cobbler, rolls, butter and milk.

**WEDNESDAY** - Beef stew, hominy, cinnamon rolls, cornbread, butter and milk.

**THURSDAY** - Hamburgers, lettuce, tomatoes, pickles, onions, blackeyed peas, gingerbread and milk.

**FRIDAY** - No school

**Junior-Senior Cafeteria**

**MONDAY** - Roast pork with gravy, oven-fried sausage, mashed potatoes, green beans, green salad with spinach and green peppers, German chocolate cake, rolls, butter and milk.

**TUESDAY** - Dixie dogs with catsup, Vienna sausage, sweet peas, broccoll, carrot sticks, apple cobbler, rolls, butter and milk.

**WEDNESDAY** - Chicken chow mein, beef stew, hominy, cole slaw, cinnamon rolls, cornbread, butter and milk.

**THURSDAY** - Hamburgers, barbecue on bun, lettuce, tomato, pickles, onions, black-eyed peas, potato chips, gingerbread and milk.

**FRIDAY** - No school

**St. Anthony's School**

**MONDAY** - Meat loaf, creamed potatoes, cabbage, apple and carrot salad, chocolate cake, rolls, butter and milk.

**TUESDAY** - Hot dogs, potato salad, carrot sticks, banana pudding and milk.

**WEDNESDAY** - Turkey pie, candied sweet potatoes, cranberry sauce, lemon pie, biscuits, butter and milk.

**THURSDAY** - Pork and gravy, steamed rice, seasoned greens, peach cobbler, rolls, butter and milk.

**FRIDAY** - Tuna noodle casserole, seasoned lima beans, tossed salad, jello with fruit, rolls butter and milk.

### CONFIDENTIAL SURVEY

Without obligation on my part I am interested in being considered for this type of work if the company decides to locate in Hereford.

Please print or write legibly:

**NAME** \_\_\_\_\_ **CITY** \_\_\_\_\_

**ADDRESS** \_\_\_\_\_

Experience in operating sewing machines (If you have no experience, but are willing to learn, write "None") \_\_\_\_\_

Return by March 14th, 1964 to  
Deaf Smith County Chamber of Commerce  
Box 192  
Hereford, Texas

(Pay Schedule \$1.25 per hour)

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**Plan your farming program around these PROFIT PROVEN PRODUCTS:**

- ★ RED BARN Liquid 10-34-0 Nitrogen Phosphate
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- ★ RED BARN Chelated Iron & Zinc Solutions
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**LARRY KAUL, Mgr.**

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Come in today and let us help with any of your plans for that new room or addition and let us help you secure the cash for the job through an FHA Title 1 loan.

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- ADD A ROOM
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- GARAGE

- SIDEWALKS
- NEW BATH
- PLAYROOM

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## Carl McGaslin Lumber Co.

A COMPLETE BUILDING SERVICE  
1 Block East of the Courthouse Phone The Lumber Number EM4-343



# THE SUNDAY BRAND Editorials

Page Four The Sunday Brand, Hereford, Texas, Sunday, March 8, 1964

## Unheard-Of Growth Boom Continues In Hereford

What to do when your "growing pains" develop "growing pains" of their own?

This is the question which has been puzzling city and school officials for the past year, and which is beginning to dawn upon the public in full force as people realize the extent of Hereford's present growth "boom."

Hereford has grown steadily and systematically since World War II, but nothing to compare with present day trends. From 1952 through 1962, for instance, the city offices have recorded annexation of 512 acres to the City of Hereford. In 1963 a total of 183 acres were annexed and already in the first two months of 1964 we have annexed 336 acres; Thursday brought another petition seeking to annex 43 additional acres. Tabulated for easy study, the figures follow:

- 1952—8 acres
- 1953—30 acres
- 1954—8 acres
- 1955—301 acres (Including 207 in Veterans Park)
- 1956—16 acres
- 1957—13 acres
- 1958—none
- 1959—48 acres (Including 36 in the golf course)
- 1960—none
- 1961—15 acres
- 1962—53 acres
- Total—512 acres (Including 243 non-housing acres)
- 1963—183 acres
- 1964—379 acres (Including 43 acres not yet acted upon)

These figures, though startling, do not begin to tell the entire story, chiefly because the territory which joins Hereford south of Tierra Blanca Creek is not calculated — and this area stands a good chance for annexation in coming months. Already we have heard rumblings of possible school expansion in this direction, once water, sewer and fire protection are available. In South Hereford, currently on a growth binge itself, lies from 200 to 250 acres which most easily could seek annexation in 1964 or 1965.

Already we have 562 acres of residential annexation in the past 14 months as compared with 269 residential acres annexed between 1952 and 1962, inclusive. Add the possible other 200 acres in South Hereford to the recent figure and you get an overwhelming 762 compared to 269 for the 11-year period — and we were considered a bright spot in small town growth even during that 11-year period. Consequently, let's face the facts: We have a sizeable "boom" on our hands.

Needless to say, the condition presents a multitude of headaches and problems for governmental heads, especially city and school officials who are always first to encounter a squeeze on services and facilities. And the squeeze is becoming more and more acute as days and weeks pass.

How far will the growth pattern extend? No one knows. The situation is absolutely contrary to national figures which have recorded steady decline in most small towns of this nation during the past decade as residents flocked into and swelled our larger cities in a general movement of centralization. The entire High Plains, in fact, has been an exception in national population trends.

Industrial expansion, centering around

the new sugar refinery, undoubtedly accounts for a major portion of our present boom. Already, this is supported by a meat packing plant location and other smaller industries. Growth of "on the ground" feed lots has also contributed extensively to the pattern, and this phase will no doubt expand to even greater facilities in the years to come.

Today, Hereford is estimated between 10,000 and 12,000 population, and with current city annexation it is not unreasonable to anticipate 18,000 to 20,000 population within the next three to five years. Where the boom will stop is naturally the \$64 question.

Rentals, a consistent headache in Hereford for the past 10 years, are now classified as "impossible." This week The Brand, for instance, was listing apartment-for-rent ads as far away as Canyon and Summerfield — and general reports indicate that many newcomers have found shelter in adjacent farming areas and neighboring towns. This condition, of course, contributes basically to the general growth pattern at the present time.

Business expansion has, to date, failed to keep pace with the population explosion, but in all likelihood will surge during the next two or three years if it follows patterns of the past.

Meanwhile, all of those folks who smiled smugly in 1963 when the less timid predicted a town of 20,000 by 1970, are beginning to take a second look, wipe off their smiles, shake their heads and roll up their sleeves.

All in all, it really is amazing.

## Integration -- In Reverse

Hereford is having integration problems these days — only they are in reverse.

This report comes from Virgil Dodson, chairman of the C-C Human Relations Committee, who complains that the area recreational programs for youth — Scouting and summer baseball — are open to all races and colors, but are failing to get participation from minority groups.

Strangely enough, this "reverse" circumstance occurred several years back when Hereford schools first attempted to integrate, due chiefly to excessive cost in operating the small, separate Negro school. At this time, a delegation of Negro leaders appeared before the school board and pleaded for continuation of their separate school on lower grade levels. The board agreed and only in recent years has the entire system been merged.

Mr. Dodson further stated that his group will make an effort to interest all youth in the summer program this year, regardless of race or color. He indicated that reluctance to integrate in the program was probably due to misunderstanding and misconceptions on part of the minority groups.

The circumstance would, no doubt, draw a jaundiced look from the eyes of Martin Luther King and some of the other NAACP leaders, but in these days of racial strife it does provide a refreshing pause in a world of bickering and occasional violence. Furthermore, it is one of the few integration efforts where both sides appear willing and interested in meeting the other more than halfway.

If the groups respond to the committee efforts, it seems to us that the problem will no longer exist. If they continue to hold back, we will be reminded of that old West Texas adage which says:

"You can lead a horse to water, but you can't make him drink."

## Boxing

Our eminent sports columnist, Bud Shrake, who was on the scene, comments that the Clay-Liston fight in Miami Beach "stunk." Rep. Michael Feighan of Ohio, calling for a congressional investigation, says professional boxing needs "public fumigation."

It is doubtful whether the federal government should get in on the act, but there is no doubt that the sport is sick and in time will die or be recognized for what it is.

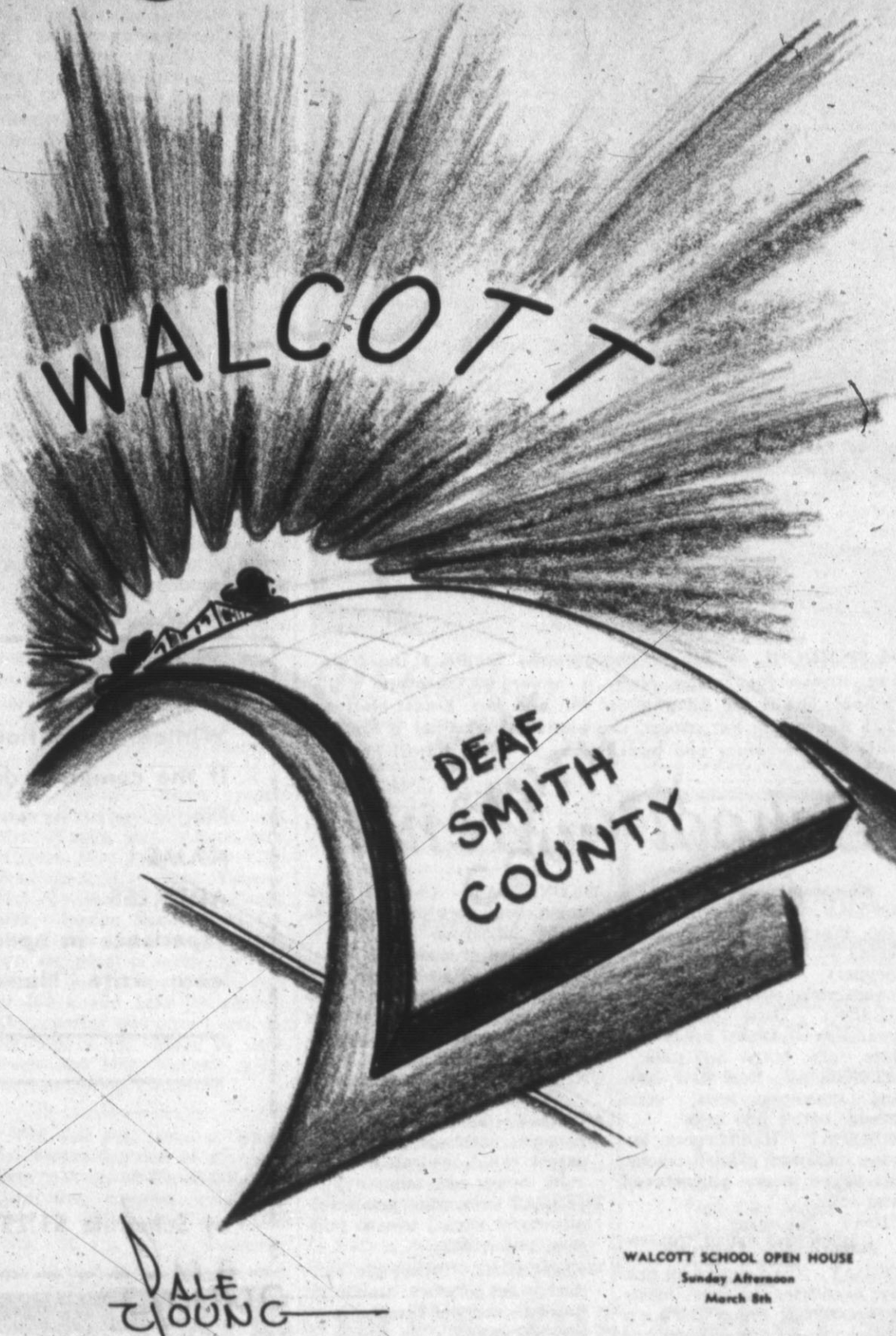
Professional boxing, in brief, needs a Keesaw Mountain Lands to restore an image of legitimacy. There are too many shady characters as promoters, too many fighters who will do anything in the book for personal profit—including shaming their own souls.

Landis, the czar of baseball, restored respect to a beloved national pastime. Thoroughbred racing cleaned its own house and today is one of the cleanest sports of all.

Involved in this deterioration of boxing are millions of youngsters who want to look up to the "greatest" in any sport. If the heroes of their sports world are not clean, a lot of them won't be. They deserve better. They are the country's future.

—Dallas Morning News

## 'Bright Spot Out West'



WALCOTT SCHOOL OPEN HOUSE  
Sunday Afternoon  
March 8th

## Panhandle Paragraphs

If one word could describe Thursday's City Council meeting that word would probably be "fruitful," for it was on that day that the city fathers (1) accepted the low bid for the purchase of a new power plant engine, (2) gave the green light which will allow for the furnishing of a television cable to serve Brownfield, and (3) put their stamp of approval on a private line teletype service for use by the city police in execution of law enforcement activities. —Brownfield News

In a meeting in the Moore County courthouse Thursday afternoon, the North Plains Sugar Beet Growers were assured of an opportunity to grow sugar beets in 1964 on a larger scale than last year when Dexter Lillie, representative of the Holly Sugar Corp., appeared and offered 500 acres to the new industry. —North Plains Press (Dumas)

Some conservatives feel the conservation movement was unjustly dealt with by KFDD-TV editorial writer, Tom Marlin, in his series on "Anatomy of Hate" published in The Citizen. One of these is Hank Brown, a former newspaperman and now an insurance agency secretary, who says Tom's articles "gave me an impression of being a blanket indictment of the conservative movement." "I don't agree; I think 'Tiger Tom' did a first-rate job of analyzing some of the screw-ball 'great debates' of this decade and others. —Bill Cox in The Amarillo Citizen

In most towns the basketball season is over, but not here. Most of us hope it is just beginning for the Gruver girls. It needs to last about eight more games. Gruver's girls came home with a 26-2 season record. The losses were to Spearman and Sunray. Gruver's girls won the bi-district last year before falling to Idalou in regional last season. This year's team has played a slower brand of basketball, mostly because the opposition has concentrated on two guards. —The Gruver Independent

Utilizing results of the recently-conducted religious census of Perryton, the Perryton Ministerial Alliance today kicks off a month-long campaign entitled "March to Church in March." The campaign is designed to encourage just what the name implies—that is attendance at the church of choice especially during this month. A march to church drive is especially appropriate this month, ministers believe, because of the fact that there are five Sundays and the final Sunday—March 29—is Easter. —The Sunday Herald (Perryton)

A Shetland pony of his very own. This is a dream come true for little Bradley Walden, 5-year-old son of Mr. and Mrs. Douglas Walden of Littlefield. Bradley, who was born with dislocated hip, was in leg braces and walking was difficult. "If you're out of those braces by next year's show," Smith said, "I'll give you a pony." Sure enough, Bradley walked alone through the stock shows this year. "Looks like this is where I lose a pony," Smith said, and presented young Bradley with a colt that had placed third in the show. —Olton Enterprise

Pancakes by the thousands will come hot off griddles Friday night. And the cakes—complete with syrup, bacon, milk and coffee—will feed hundreds. But the best benefit won't be from pleased appetites and full stomachs. The main good will come from the proceeds. For the money paid for the meals will go into the special Kiwanis fund for underprivileged children within Colorado City community. —Colorado City Record

Hoakum County today revived its program to establish a local junior college, and was moving with renewed vigor to complete the State Education Agency's preliminary requirements for establishment of such a school. —Denver City Press

## THE BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher on his Bindweed farm raises an unhappy thought about the tax cut in his letter this week.

Dear editor: I have never been caught standing in the way of progress—sitting, maybe, or lying down, but never standing—and therefore I don't want to be misunderstood when I say I have a question or two to ask about the big income tax cut Congress has just voted.

It's not that I'm not in favor of it, far from it. In fact, I'm not only in favor of this tax cut, I'm in favor of another one every year from now on. It should be a spring custom. But I have been thinking about the cut, which will mean an eleven and a half billion-dollar saving to us tax payers, and I'm afraid Congress has forgotten something.

What I mean is, how many state governments, how many town and city governments, are looking the situation over right now and rubbing their hands and saying, "Let's see now, if Federal taxes are cut by eleven and a half billion, that means so many hundred millions the people of Texas will have to spend, and in view of the fact the state always needs more revenue, how's the quickest way to get hold of some of it?"

That's the flaw in the tax cut bill. What Congress needs to do immediately is call the bill back and put an amendment on it making it against the law for anybody to spend his Federal tax savings on increased state or local taxes. As the President himself said on television, the purpose of the tax cut is to increase the people's spending power, and that's what I aim to do with mine. On a matter like that, I can cooperate 100 per cent.

As I understand it, it was the clear intention of Congress that if your tax cut amounts to say \$213.98, you're supposed to buy a washing machine with it, or make the downpayment on color T.V., or buy some new tires, or whatever, just so it stimulates the economy. But where would the economy be if Washington gives us eleven and a half billion to spend and the states jump in and sponge it up?

I'm in favor of giving this new nation a fair trial, and I hope the states will too. In fact, why don't states reduce their taxes too. Don't they want their economy stimulated?

Yours faithfully,  
J. A.

## TEXAN IN WASHINGTON

### West Texans Play Leading Role In Aviation History

SAN ANGELO, Tex.—Ever since Ira C. Eaker flew "The Question Mark" to a new endurance record for airplanes in 1929, the San Angelo area has had its full share of native sons to achieve military fame.

Eaker went on to become commander of the Mediterranean Allied Air Force during World War

II. Before retiring in 1947 he served as Chief of Air Staff.

Others from this West Texas area to achieve military fame include Lt. Gen. H. T. Wheelus, now director of programs and requirements for the Air Force; Maj. Gen. Alvin Lueddecke of the Air Force; and Rear Adm.

Charles C. Kirkpatrick, until recently superintendent of the U. S. Naval Academy.

Eaker, the son of Mr. and Mrs. Y. Y. Eaker, was born in 1896 at Field Creek in northwest Llano County and was reared at Eden.

He became an Army lieutenant during World War I and qualified as a pilot in the Air Corps. He was the first pilot to make a transcontinental flight refueling in the air and the first to make a transcontinental blind flight with instruments. After retiring he became president of Hughes Aircraft Co., and now heads the Washington office of Howard Hughes.

Kirkpatrick was born in San Angelo in 1907 and was graduated from San Angelo High School. His father, C. A. Kirkpatrick, was a San Angelo banker. He joined the Navy and won an appointment to Annapolis where he was graduated in 1931.

Kirkpatrick, a lean six-footer whose weather-beaten features reflect his years at sea on almost every type of fighting vessel from submarines to battleships, was back in Texas Jan. 1 for the Navy-Texas football game in the Cotton Bowl. He is now recovering from a heart attack suffered last month.

Wheelus, a bomber pilot, gained national prominence during World War II when the late President Roosevelt in a radio address told of the Texan's successful bombing missions despite an attack by 18 Japanese fighting planes.

The son of Mr. and Mrs. Wheelus of Menard, he was graduated from Gulpport Military Academy and attended the University of Texas before entering military service. After World War II he was stationed for several years at Carswell Air Force Base at Fort Worth.

Lueddecke was born in 1910 at Eldorado and graduated from Eldorado High School in 1928. He worked on a farm owned by his father, John Lueddecke, and adjoining ranches and wanted to become a cowboy.

But after graduating from Texas A&M he went, instead, to Randolph Field for training as an Air Force pilot. During the 1930s he saw service with the Air Force as a military attaché in several Latin-American countries. During World War II, he was chief of staff for the Air Force in the China-Burma-India Theater.

### S. B. Edwards, W. E. Neal Buy 400-Ton Silos

D. W. Jones of Lubbock, Texas was here Friday and sold S. B. Edwards and W. E. Neal four large Ames Portable Silos of 400 tons capacity each. Mr. Edwards will erect two of these silos on his fine irrigated farm southeast of town which will make him four silos.

After a week of strenuous work on the part of managers and clerks, arranging the stock, the Fox Mercantile Company, as incorporated concern, opens its doors for business today. The new firm is located in the opera house block next door to the First State Bank.

Last Sunday at the Methodist church, 3 p.m., a large number of men, young men and elder men, gathered to perfect the Brotherhood organization.

To the voters of the 69th Judicial District. For business reasons together with a desire to enter the private law practice, I will not remain in the race as a candidate for District Attorney, W. E. Dameron.

#### 50 YEARS AGO

John Sherman took a day off yesterday and was at work.

R. H. Rowan passed thru Hereford yesterday on his return from Colorado, where he had been for several months.

Bake sale Saturday, Mar. 7, at Johnson's Grocery Store, by the ladies of the Rebekah Lodge. Let us sell you your Sunday dinner.

#### 10 YEARS AGO

Sgt. Alvin O. Young, son of Maydell Young, 313 W. Second St., recently arrived in Fort Hood from Fort Bliss for assignment to the 1st Armored D. Division. Sgt. Young entered the Army in 1950 and has spent 24 months in Korea and Japan.

Stitch-A-Mite Club met with Mrs. Foy Huff Thursday afternoon with members working on embroidery patterns for the hostess as the afternoons project.

#### 10 YEARS AGO

Sgt. and Mrs. J. B. Sowell Jr., are visiting in the home of his parents, Mr. and Mrs. J. B. Sowell Sr., 603 E. 13th St. and in the home of her parents, Mr. and Mrs. J. W. Sexton, of Hart.

South Hereford Home Demonstration Club met with Mrs. Franklin Miller Tuesday afternoon with four members presenting a discussion program of timely topics of interests.

Mary Virginia Luck was honored on her seventh birthday at a party given Thursday afternoon by her mother Mrs. Jason Luck.

## THE Sunday Brand

Established 1948

Published every Sunday at 336 Main St.  
Hereford, Texas



NATIONAL EDITORIAL ASSOCIATION  
MEMBER

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

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### Courthouse Records

#### Vehicle Registrations

William J. Kester, 1948 Mercury; Chickasha Flying Service, 1964 Chevrolet pickup; L. J. Dirks, 1958 Ford truck; Bess B. Moore, 1964 Oldsmobile; Derrill Carroll, 1955 Ford; Bill Roper, 1962 Chevrolet truck and 1962 Chevrolet pickup; Joe Frank Clark, 1962 Chevrolet truck, Bill Roper, 1962 Chevrolet truck, 1962 Chevrolet, 1962 Chevrolet truck, 1957 Imperial 1957 Chevrolet truck; Joe Frank Clark, 1962 Chevrolet pickup; W. M. Petres, 1959 Edsel; Victor Estrada, 1955 Dodge pickup; Ramon Estrada, 1959 GMC pickup; Tony Bartos, 1964 Oldsmobile; Mrs. W. L. Davis, 1964 Buick; Edwin Humphreys Jr., 1956 Chevrolet station wagon; Gateway Auto Co., 1962 Ford; Robert Davis, 1953 Ford station wagon; Jim Lookingbill, 1959 GMC truck; Shur-Gro Liquid Feed, 1960 Ford pickup; Jerry Askew, 1959 Chevrolet pickup and 1959 Pontiac; O. A. Mills, 1962 Oldsmobile; David Brumley, 1955 Ford pickup; O. A. Mills, 1950 Ford; Virginia Gollehon, 1960 Oldsmobile; Robert Baum, 1964 Ford; Antonio Moreno, 1949 Chevrolet pickup; Gregario Donas, 1956 Chevrolet; Donald Cox, 1960 Mercury; Ramiro Munoz, 1955 Chrysler; James G. Martin, 1962 Mercury; Hemesio Valancio, 1961 Chevrolet, 3-2.

A. F. Ravizza, 1959 Chevrolet pickup, 3-3.

#### Deeds of Trust

Donald French, et ux, to James O. Hall: Lot 8, R. G. Blue Subdivision.

James A. Whitson, et ux, to New Mexico Savings and Loan Association: All of Lot 15, Block 2, Braly's First Subdivision.

Billy Mood Powell, et ux, to T. J. Bettes: The East 1/2 of Lots 10, 11, and 12, Block 30, Original Town of Hereford.

Walter L. Kuper to Bert Nelson: The South 1/2 of the East 3/4 of Section 66, Block K-8.

James W. Robinson Jr., et ux, to Hereford Cemetery Association: The East 20 feet of the West 80 feet of Lots 1 and 2, and the East 20 feet of the West 80 feet of the North 15 feet of Lot 3, Block 18, Original Town of Hereford.

Jack N. Johnson to Kenneth M. Davis, et ux: The South 1/2 of Section 62, Block K-5.

Joe E. Webb, et al, to United Fidelity Life Insurance Co.: All of the South 1/2 of Section 37, Block K-3.

Alvin W. Brown, et ux, to Hi-Plains Savings and Loan Association: The North 60 feet of Lot 37 and the South 10 feet of Lot 36, Block 5, Westhaven Addition.

Ray Cowser to W. A. Epperson: All of Lot 29, Ralph Smith Subdivision.

W. F. Ponder to First National Bank of Hereford: All of the W. P. Rambo tract; all of the S. C. Estes tract; the North 623 acres of the J. M. Ligon tract; the East 534 acres of the Tom Fox tract, and all of the A. B. Best tract.

C. A. Denton to Bradley Investment Co.: Approximately 23 acres out of the Southwest part and a strip of land out of the Southwest part of Section 58, Block K-3; 15 acres out of the central part of the West 1/2 of the Southwest 1/4 of Section 58, Block K-3; and a part of the West 1/4 of the Southwest 1/4 of Section 58, Block K-2.

Manuel Arvizu Jr. to H. L. Benefield, et ux: Ten acres out of the Northwest part of Section 42, Block K-3.

Lindsey Construction Co. to Strong Trailer and Supply Co. Inc.: The South 65 feet of Lot 13 and the North 20 feet of Lot 14, Block 2, Crestlawn Addition.

J. T. Parker and Clyde Douglas to T. J. Bettes Co.: All of Lot 27, Hare Addition.

#### Warranty Deeds

James O. Hall, et ux, to Donald French: Lot 8, R. G. Blue Subdivision.

Lindsey Construction Co. to Alvin W. Brown, et ux: The North 60 feet of Lot 37 and the South 10 feet of Lot 36, Block 5, Westhaven Addition.

Kenneth M. Davis, et ux, to (Continued on page 8)

**SAMMY LANE**  
CUSTOM HOMES

**QUALITY PRINTING**

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5 day - 4 night expense-paid vacation, including round trip via jet, accommodations at Disneyland hotel, meals, and paid admission to Disneyland.

One FREE Card Per Store Visit. No Purchase Required. Purchasers Not Favored. No need to pass Through Checkstand. Secure Your Free Card at either end of the Checkstand, or from any store employee other than in the Meat Department.

After Removing Sword from Your "FREE" "Sword in the Stone" Card — Deposit The Yellow Portion of the Card in the Box You'll Find in The Lobby of Your Safeway. A Drawing will be held at the End of the Contest To Determine Winners.

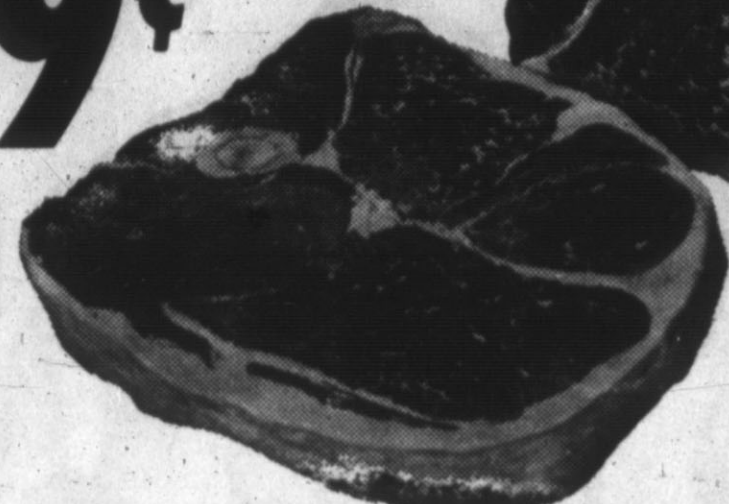
**NO OBLIGATIONS,  
NOTHING TO BUY.**

# Steak Sale

## Round Steak

U.S.D.A.  
Choice  
Aged  
Mature  
Beef

Lb. **79¢**



BONELESS ROUND Lb. **98¢**

Ground Beef  
100% Pure Meat  
Ground Fresh Daily Lb. **39¢**

Lunch Meat  
Safeway 6 Oz. **29¢**  
Asst'd Varieties Pkg.

Sliced Bacon  
Safeway  
1-Lb. Tray Pack Lb. **55¢**

**DOUBLE GUNN BROS. STAMPS WEDNESDAY**  
(with purchase of \$2.50 or more)

#### GUARANTEE

If ever a purchase of Safeway Meat fails to please for any reason whatsoever, just tell us. We will refund your money promptly, courteously. There's no need to return the meat.

## T-Bone Steak Sirloin Steak

USDA Choice Aged Mature Beef Lb. **98¢**

USDA Choice Aged Mature Beef Lb. **89¢**

Fish Sticks Captains Choice 8 Oz. Pkg. ea. **35¢**

Franks Sterling Brand 1-Lb. Cello. Bag Lb. **49¢**

Longhorn Cheese Safeway Halfmoon Lb. **59¢**

## Flour Sugar Coffee

Kitchen Craft Enriched Save 8c **10 Lb. Bag 89¢**

C & H Pure Cane Save 14c **10 Lb. Bag \$1.23**

Folger's Rich Flavored Save 8c **1-Lb. Can 69¢**

### MIX or MATCH

Tea Garden Preserves  
Blackberry, Boysenberry,  
Red Cherry, Tomato, &  
Red Raspberry, Grape  
Apricot-Pineapple



**3 10 Oz. Jars 89¢**

## Miracle Whip

Kraft Dressing Qt. **49¢**  
Save 10c Jar

## Margarine

Coldbrook Colored Oleo 2 1-Lb. Pkgs. **25¢**

## Mellorine Beverage

Joyette Assorted Flavors 1/2 Gal. Ctn. **49¢**

Cragmont Asstd. Flavors Qt. Btl. **10¢**

These Prices Good Thru Wed. Mar. 11, 1964 in Hereford

## LARD EGGS PIES

GLOVER'S Pure Lard Save 10c **3 Lb. Ctn. 39¢**

BREAKFAST GEM Grade "A" Medium Size **Doz. 45¢**

BLUE STAR Frozen Apple, Peach or Cherry **22 Oz. Pie 29¢**

## Delsey Kleenex

Bathroom Tissue **4 Roll Pkg. 49¢**

Facial Tissue **4 400 Ct. Box \$1**

## Green Peas

Town House Garden Fresh **2 No. 303 Can 29¢**

Waldorf Dates Pitted 16 Oz. Pkg. **29¢**

Peanut Butter Nu Made Creamy 3 12 Oz. Jars **\$1**

Duz Detergent 1 Lb. 7 Oz. Pkg. **59¢**

Fluffo Vegetable Shortening 3 Lb. Can **83¢**

Crisco Oil 24 Oz. Btl. **45¢**

Liquid Trend 32 Oz. Btl. **69¢**

Sweetheart Soap 2 Bars **39¢**

Uncle Ben Rice 28 Oz. Pkg. **57¢**

### Evaporated

## MILK

Pet or Carnation 3 Tall Cans **39¢**

### Safeway's Fresh Produce

FRESH TOMATOES  
Red Ripe Slicers **2 Lb. 39¢**

California Fuertes **3 Lbs. 29¢**

Large Size **5:49¢**

Yellow Danver **3 Lbs. 29¢**

California Clip-Top **2 Lb. 29¢**

U.S. No. 1 Russet **10 Lb. 59¢**



We Reserve The Right To Limit Quantities

Cocktail Ocean Spray Pt. **33¢** Olive Oil Pompeian 4-Oz. Btl. **37¢**



# The Dogie

Published monthly by the students of  
Stanton Junior High School  
Hereford, Texas, Sunday, March 8, 1964



**JUNIOR HIGH ACROBATS** — Eleven of the Stanton Junior High Physical education students are building a human pyramid at the Texas Public Schools Week program presented at Stanton Junior High Thursday. (Brand Staff Photo)

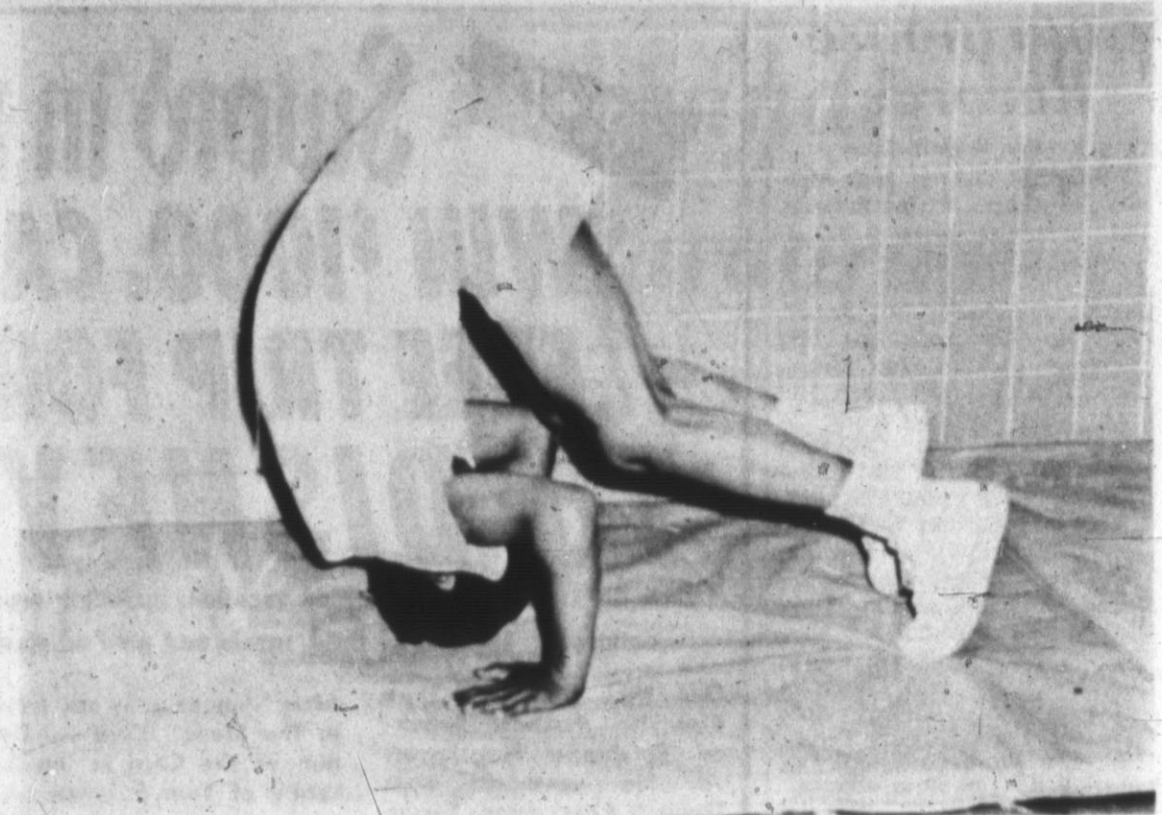
## Stanton Junior High Presents Special Program

By Lynda Jacobsen  
The Stanton Junior High Physical Education class presented a program March 5, in recognition of Texas Public School Week.

The girls will be first to give their 30-minute presentation. The program will include exercise, tumbling, rope jumping and trampolining.

The boys' program was climaxed by each class building a pyramid. Approximately 120 girls took part in the program. The boys' activities included five minutes of various exercises, which included knee bends, and sit-ups. The boys' tumbling presentation was high lighted by forward roll, backward roll, forward chain roll, knee-shoulder spring and hand-springs.

The building of pyramids followed and the diving forward roll climaxed the program. The public was invited to the program which was held in the Stanton Junior High Gym at 7 p.m. Thursday, March 5.



**OVER EASY** — Tommy Cisco is probably hoping he will do just that as he does a diving forward roll in the Texas Public Schools Week program presented at Stanton Junior High Thursday. (Brand Staff Photo)

## Stanton Junior High Choir Prepares For Choral Contests

By Joyce Cursinger

The Stanton Junior High Choirs under the direction of Robert Godfrey, have been practicing for various contests. On Saturday, February 29, Mrs. Godfrey and 21 members of the choir entered Solo Contest in Canyon.

Eight of those entered won a rating of 4. They were Lynda Jacobsen, Susan White, Deborah Thomas, Jan Keeth, Shelly Rush, Cathy Fooks, Candice Neil and Larry Kuper.

Those receiving a II rating were Marsha Hardwick, Carroll Todd, Regina Hampton, Diana Springer, Judy Martin, Cathy Miller, Judy Hollingsworth, Mafy Rogers and Betty Barrett. Receiving a rating of III were Mary Stoy, Becky Elliott, Linda Glenn and Phyllis Richardson.

Accompanists for the soloists were Mrs. John Jacobsen, Mrs. Carolyn Barrett, Lynn Hale, Linda Stewart, Cathy Young, Claudia Loerwald, Cathy Fooks and Beth Ballard.

The Stanton Choirs gave a concert for the student body, faculty and parents during an assembly program Wednesday.

The boys choir sang "Oh, Splendor of God's Glory Bright" and "Climbing Up The Mountain Children". The seventh grade girls sang "The Easter Hallelujah" and "Young Lullaby".

The eighth grade girls sang "Life Thine Eyes", and "Soon A Will Be Done".

## Several Students Enroll at Stanton

By Judy Hollingsworth

The six-weeks period which began Jan. 21 and ended March 6, saw many new students enrolling in Stanton Junior High.

The students enrolling were Billy Rife, Kenney White, Emma Pacheco, Dellina Rosé, Vickie Payne, Beatrice Scroggins, Christine Hand, Cindy McCall and Melissa Johnson all enrolled in the seventh grade.

The new eighth grade students are Robert Trevino, Joe Cueller, Charles Kelly, Tommy Sisset, Roseanna Fredrick, Donna Burrows, Fresa Hand and Marla Estes.



Bryan Knox

Cheryl likes to save pennies and read. In the future she would like to travel and possibly choose a career where she could travel.

Bryan Knox is the son of Mr. and Mrs. Stan Knox. He is fourteen years old and lives at 1107 13th St. He is first chair cornet in the Stanton Junior High Band and stage band. He is playing a class III solo this year at Solo and Ensemble Contest. He enjoys band because he thinks it is a lot of fun.

Bryan likes to collect stamps and coins. He plans to sell his collection in the future to help him go to college. He doesn't plan to continue with his music after college.

Bryan enjoys reading good animal stories and has a pet parakeet, gopher and a dog. In addition to his reading and pets he enjoys sports and is in athletics.

He attended the Cotton Bowl game in 1963. In summer he enjoys playing golf. Mr. Wilson is his favorite teacher and science is one of his favorite subjects.

He likes to work on the many science projects. Included in Bryan's busy schedule is his morning paper route.

## Two Stanton Students Are Best In Band

By Wanda Fuhrman

The band students for March are Bryan Knox and Cheryl Solomon both students in the eighth grade at Stanton Junior High.

Cheryl Solomon is the daughter of Mr. and Mrs. H. L. Solomon and lives at 840 W. Park Avenue. She is fourteen years old and plays the flute in the Stanton Junior High Band. She is also the pianist for the Junior High stage band. She is playing a class III solo this year at Solo and Ensemble Contest which will be held in Canyon March 21. She will accompany five other people.

Cheryl likes band very much and math is another favorite. Her band and school work keeps her busy but she also finds time for work in MYF at the Wesley Methodist Church. She also plays the piano there every third month on Sunday evenings.



Cheryl Solomon

## Two New Teachers Begin Classes At Stanton At First of Year

By Kay Golden

Stanton Junior High School has two new teachers who began teaching at Stanton last September. They are Dalton Keeth, and Ruth Ann Richardson.

Dalton Keeth, who teaches special education at Stanton Junior High School, attended Hardin-Simmons University for four years and Seminary for five years. He is now going to school at West Texas State University one night a week. He decided to teach this past summer. Keeth is married and has three children, two girls and one boy. He especially enjoys the mountains and hiking.

Mrs. Ruth Ann Richardson is also a teacher in the special education department. She received her degree from Hardin-Simmons University and is completing her first year of teaching. This summer she plans to attend Stephen F. Austin College at Nacogdoches, Tex. where she will study courses in elementary education. Her hobbies are sewing and sponsoring youth activities. Mrs. Richardson's husband is a teacher in Hereford High School.

## Miss McAndrews Wins Senior Group Speaking

The Deaf Smith County 4-H Public Speaking contest was held Sunday at the Community Center as Maura McAndrews walked off with the blue ribbon for the Senior Group Public Speaking.

Winners of blue ribbons in the Junior Group were Linda Brooks, Elise Beene, Teresa McAndrews and Tommy Beemer.

Winners of red ribbons in the Junior Group were Lisa Williamson and in the Senior Group were Joyce Beemer, Joann Marneil, Lou Ann Witkowski and Kevin McAndrews.

Judges for the Junior Group were Mrs. Le Roy Aven and Jerry Franz.

The Senior Group judges were Mrs. Eugene Campbell and Kenneth Rudd.

Superintendent for the Junior Group was Mrs. Leo Witkowski and for the Senior Group, Virgil Dodson was superintendent.

## New Officers At Stanton Junior High Are Elected

Homeroom officers for the second semester have been elected by the students in Stanton Junior High. Mrs. Eleanor Hudspeth's room elected Shelly Rush, president; Walter Baker, vice-president; Tilford Norvell, secretary-treasurer; Terry Townsend, homeroom representative; Lynda Jacobsen, reporter and Diana Springer, Red Cross representative. Lynn Hale was elected presi-

dent of Miss Flo Dickenson's homeroom. Vice president is Charles Atchley, Weslie Carter, reporter. Homeroom representative is Cathy Young.

In Mrs. Phillip Shook's homeroom the following officers were elected. President, Ernest Williams, vice president, Rosie Rogers, Secretary, Lanny Buck, Homeroom representative, Alan Coker and Reporter, Trent Taylor.

The students in Mrs. Charles Dayall's homeroom elected Margaret Salinas as president, Jerry Kendrick as vice-president, Mark Golden as homeroom representative and Joyce Cursinger as reporter.

Officers for Mr. Buddy King's

## Science Club Visits in Home

Saturday, February 15, a group of students from Mercer's science classes met at his home to observe stars and star constellations. They observed the following: Ursa Major, Ursa Minor, Orion, Venus, Mars and the Moon.

homeroom are David Vines, president; Elgin Williams, vice-president; Clifton Kelley, secretary; Kerry Owens, reporter; Sue Drummond, homeroom representative and Lana Anderson, Red Cross representative.

## Stanton Group Makes Favors

The Junior Red Cross has completed the favors, wall decorations and place mats for the Veteran's Hospital which will be used for St. Patrick's Day.

The are still collecting cross word puzzles, paper buck books and small magazines for Veteran and Air base hospitals.

Art class 3 and 4 have made valentines to send to Italy and plan to send a number of other articles.

Mrs. Ramey's Social Studies group have collected articles to let our Italian friends know about Texas — particularly the Panhandle.

The junior and senior Red Cross each year sends money to the American Red Cross children's fund for use in America or abroad where disaster affects children.

The homerooms continue to send a card each week to Charline who is in the hospital.

It's "go" for green this spring, but not just any green — it must be a green that looks good enough to eat — lime-y, sunny, softened, touched with yellow, paled with whites!

## IDEAL GIRL

The ideal girl would have: Hair like Carroll Todd; Smart as Martha Morgan; Personality like Margaret Phipps, nice as Deborah Thomas; Athletic as Patsy Smith and cute as Suzanne Hart. Best all around girl would be Patricia Hill.

## Ford 4-H Group Meets Feb. 28 In Courthouse

Jody Beemer, adult leader of the Ford 4-H Club's field crops subject matter group, showed a film, "How Water Moves in the Soil" at the meeting Feb. 28 in the Deaf Smith County Courthouse.

Following the film, Beemer introduced Lynn Pittard of the American Humane Company, who spoke to the group.

A short business meeting followed with Joel Williamson presiding.

Members present at the meeting were Tommy Beemer, Joel and Kim Williamson, Gary, and John Heck, Marty and Joe Childress, Ronald and Donald Vasek and one visitor, Gary Lemons.

Refreshments were served to the group by Mrs. A. J. Beemer.

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**NEW TEACHERS** — Shown are Stanton Junior High's two newest teachers. They are Dalton Keeth and Ruth Ann Richardson. Both are teachers in Stanton's special education department. (Brand Staff Photo)



REP. ROGERS WRITES

# Rogers Praises Tax Cut Program

Enactment of the tax bill last week means that the cuts will be reflected beginning this week in the take-home pay of salary and wage earners. Persons in doubt about what the tax bill means to them personally will begin to see the effects for the first time.

I agree with President Johnson that enactment of the tax cut is "the single most important step" taken to strengthen the economy since World War II and that the cut "will strengthen our economy and bring a better way of life to our citizens."

The new law marks a most important milestone in our economic development because it constitutes a strong endorsement of a free enterprise system. Behind it is the principle that capital freed for spending by the private sector of the economy, by consumers and by business can bring greater economic stimulus than could a higher level of spending by the public sector — by the government.

Texas Governor John Connally, his arm still in a sling as a result of the grievous wound he suffered when President Kennedy was slain in Dallas, honored the Texas Delegation in Congress with a visit this week. The Governor was returning to Texas from New York, where he dedicated the Texas Pavilion at the World's Fair site.

Governor Connally said he hopes it will not be necessary to call the Texas Legislature into Special Session this year on the question of redrawing the boundaries of the State's Congressional Districts. In his view, he said, redistricting is necessary and should be a priority matter for the Session of the Legislature beginning next Jan-

uary. But he said he hoped the matter could be better handled in a regular Session of the Legislature. The Texas Delegation expressed its unanimous conviction that the Texas Legislature is perfectly able to handle the matter in whatever situation arises.

When will Congress adjourn? Possibly in late June or early July, in time for the Republican National Convention scheduled to begin July 13 in San Francisco. At the moment there is a rush in the Senate and the House to try to clear from committee consideration bills affecting local areas in the country.

Many members feel pressed about this because the Senate is preparing to begin its debate on the civil rights bill, and this debate — accompanied by a filibuster of history-making proportions — is certain to consume weeks if not months of time on the Senate floor. The current Session, the Second Session of the 88th Congress, is the last of the two-year Congress. All bills introduced in this Session will die if not enacted by the time the Session concludes. Many bills have passed by the House and are awaiting consideration in the Senate — and obviously many of them cannot be considered before the civil rights debate begins.

After that debate is over, the Senate will be hard put to act upon appropriations bills acted on by the House in the meantime. It's going to be a very difficult matter for the business of the Congress, particularly that on the Senate side, to be concluded in time for adjournment in early summer. It is possible that the Congress will be recessed for the Republican and Democratic National Conventions and then return to Washington in late summer or early fall. If the Congress follows this course, I predict that it will be difficult to keep the Members' minds on Congressional business; after all, this is a Presidential election year and the focus of the country's attention will be on that.

Why, I was asked this week, are \$1 silver certificates being withdrawn from circulation? They are being withdrawn over a period of years so that the silver back of them



**ON HONOR ROLL** — Lorraine Thompson, daughter of Mr. and Mrs. W. H. Thompson, Hereford, made the Dean's Distinguished Honor roll with a grade point average of 3.8 for the autumn semester at Baylor University, Waco. She is a sophomore nursing major. This summer she will go to Baylor University Medical Center in Dallas to begin her hospital clinical training.

## Art Club Hostess Is Mrs. Morgan

Hereford Ceramics Art Club met Feb. 27 in the home of Mrs. Robert Morgan. Mrs. Leonard Click presented the program on gold and silver and showed several pieces of fired glass.

During the next meeting, which will be March 26, in the home of Mrs. W. C. Hromas, members will drape porcelain dolls.

Those present were Mrs. Morgan, Mrs. Click, Mrs. O. H. Culpepper, Mrs. John Robinson, Mrs. Hromas, and Mrs. Roy Calvert.

can be used to coin half dollars, quarters, and dimes.

There is a shortage of silver that would create a prohibitive price rise if we attempted to buy it on the market. To insure against the possibility of eliminating all \$1 notes from circulation, legislation was passed last year permitting Federal Reserve Banks to issue notes below \$5. Federal Reserve Banks did not previously have that authority.

Some \$2 billion in silver certificates remain in circulation, however, and they are being replaced as they wear out. That's the reason some of your money is looking different lately.

To persons writing for them, I will be glad to send copies of two publications prepared by the Congress. One is Senate Document No. 46 containing eulogies to the late President John F. Kennedy delivered in the Rotunda of the United States Capitol on November 24, 1963. The other is House Document No. 225, a most attractive reproduction of the Pledge of Allegiance to the Flag — and the musical accompaniment for it — as well as a history of the famous pledge. School teachers and their pupils might be particularly interested in having copies of this.

WALTER ROGERS  
MEMBER OF CONGRESS  
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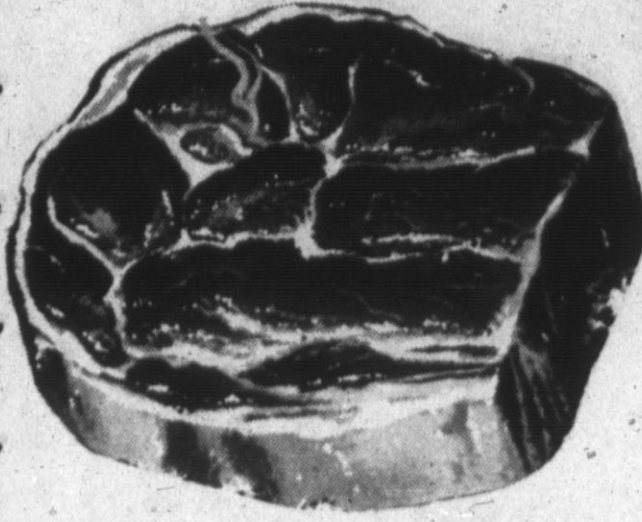
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75¢

Cloverlake—12 Oz.  
**Cottage Cheese**  
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89¢

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**Yes Yes Cookies**  
39¢

Folger's—10 Oz.  
**Instant Coffee**  
\$1.29

Pillsbury—8 Ct. Pkg.

**Apple Turnovers**  
45¢

Kraft—8 Oz. American or Pimento  
**Cheese Slices**  
33¢

Hunt's—20 Oz. Btl.  
**Catsup**  
2 For 43¢

Tall Can

**Pet Milk**  
2 For 29¢

Shurfine—303 Can  
**Apple Sauce**  
2 For 33¢

Starkist—Chunk Style—Green Label  
**Tuna**  
29¢

## COFFEE

Maryland  
Club  
1 Lb.

69¢

## TOMATOES

Cello  
Ctn.

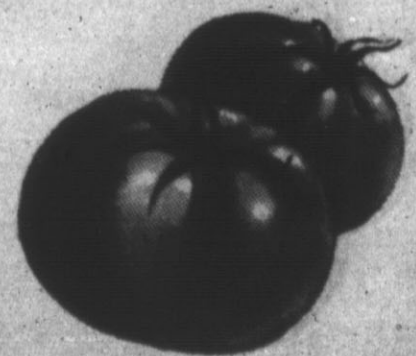
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# Plainview Man Leads Revival

By Mrs. Owen Andrews and Mrs. Charles Self

Revival services at Frio Baptist Church began Friday, with the Rev. Jerry Dawson, Plainview, evangelist, and Leon Hockett, Hughes Springs, as guest choir director.

Hockett has acted in this capacity in two other revivals here. The meeting is planned to continue through Sunday, March 15, and the public is invited to attend services at 10:30 a.m. and services at 8 p.m. Prayer services are set for 7:30 p.m.

Frio Homemakers Club meeting scheduled for Tuesday has been postponed until Tuesday, March 17, and will be in the home of Mrs. Charles Self as had been planned.

Mrs. Harlan Barber accompanied her cousin, Mrs. Gail Alexander, of Idalou, to an area Y.W.A. Houseparty, during the weekend. Mrs. Alexander is sponsor of the group from Idalou Baptist Church.

Harlan and Virgil Barber attended the basketball tournament, areawide, at Lubbock during last week end.

Mr. and Mrs. Glenn Andrews and sons were visiting her brother, Austell Burrus, and family at Stinnett, Sunday and Sunday night.

Mr. and Mrs. J. D. Stringer, Debbie and Mike Stringer, visited the parents of J. D. Stringer, Mr. and Mrs. E. L. Stringer, near Dalhart, Sunday.

Mrs. Houston Frye was honored at a birthday celebration in her home Feb. 26. Guests were Mr. and Mrs. Charles Frye and Traci and Mr. and Mrs. Joe Ed Andrews and Elizabeth.

Mr. and Mrs. Jim Brooks have moved a new house onto their place, located a few yards south of their home. The house is a two bedroom structure and is to be the home of their grandson and his wife, Mr. and Mrs. Dee Taylor of Friona. Dee will farm the Brooks place this year.

The Brooks and Taylors are busy decorating the interior of the house, which was built in Lubbock.

Mrs. Eldon Minchew and Mrs. Roy Battles of Dimmitt were in Amarillo Tuesday to take Mrs. Minchew's son, Don, to a skin specialist. The Battles are former residents of this community. Their daughter, Mrs. Gayle Earls, lives in Midland and another daughter, Norma, is a senior at Tech. Both sons, Riekie and Danny, are in school at Dimmitt.

Visiting the Edgar Vinsons, during the week end, were his brothers, Floyd Vinson, Las Vegas, Nev., and George Vinson, Milwaukee, Wis. They had been here to attend funeral services last week for their father, D.D. Vinson, at Big Spring, on Mon-

day, the Vinsons took the brothers to Amarillo to catch planes for their homes. All the Vinsons and Mr. and Mrs. Carlton Dobbins ate Sunday dinner in the home of Mr. and Mrs. Robert Dobbins.

Mr. and Mrs. Joe Ed Andrews and Elizabeth visited Mr. and Mrs. Barney Stewart and family, in Canyon, Sunday.

Mr. and Mrs. Carlton Dobbins attended basketball games in Lubbock, Friday night and Saturday. They visited with relatives of the area who were also there attending the games.

Visitors in the home of the Carlton Dobbins this week, were Mr. and Mrs. Iris Touchstone of Dimmitt and Mr. and Mrs. Joe Scott, Thursday. Mrs. Scott and Mrs. Dobbins went to Amarillo to get fitted for new glasses.

Mr. and Mrs. Carlton Dobbins recently visited his cousin, Walter Gaither, at the Phillips hospital. Gaither was injured recently, suffering a broken hip and broken ribs.

## Letter To The Editor

Editor: Your fine editorial "School Growth Presents Numerous Area Problems," in the SUNDAY BRAND, March 1, presented to the public the problems facing our school system in a clear and challenging manner. This is sincerely appreciated by the administrative staff and the School Board.

However, we would like to correct two statements you made in the editorial. You state, "the number of graduates who finish high school here and go on to college are dwindling tremendously in percentage." The percentage entering college by year is:

1959	55%
1960	60%
1961	61%
1962	67%
1963	68%

It is obvious that instead of dwindling tremendously, we are increasing gradually in our efforts to get our students to continue their education. This percentage is well above the national average of approximately 38%.

Your editorial continues regarding our program for students who do not attend college. "Currently, we have a D. E. program, and that's about it." A new shop, included in our last building program, was completed before the beginning of the current school year. Over \$20,000 was allocated by the board for equipment for these shop



TEACHER EXPLAINS — A teacher at Shirley Elementary is shown talking to a group of parents at the parent's visitation night held at Shirley Monday evening. The teachers are constantly striving to improve the school program and thus better prepare our students for the problems they will face in the future.

facilities. We are currently offering in addition to D. E.:

- Woodwork
- Metal work
- General Shop
- Power Mechanics
- Drafting
- Electricity
- Vocational Agriculture
- Vocational Homemaking
- Typing, Shorthand, Bookkeeping, and Office Machines.

This is our effort toward training in basic mechanics, industry, and other fields where shortages are acute. The first steps have been taken to include Diversified Occupations in the high school curriculum. The program will place students in jobs as plumbers, mechanics, electricians, carpenters, painters, secretaries, and other areas in the same manner as the D. E. students now do sales work.

Fully realizing that one of our biggest problems is "drop-outs" at the junior high level, the board of Education approved the administration's plans to more than double the industrial arts program in junior high in an effort to encourage the potential "drop-outs" to stay in school by getting them interested in courses available in high school. This is our first step and the board has directed the administration to study vocational programs in other areas to get ideas that might be used to improve our vocational program into the junior high school.

Neither the board nor the administration is satisfied with our overall program and fully realize that we have many areas that need to be strengthened. We

## Courthouse

(Continued from Page 5)

Jack N. Johnson: The South 1/2 of Section 62, Block K-5.

Paul B. Schroeter, et ux, to A. J. Schroeter: The North 53.81 feet of the South 194.71 feet of the East 95.6 feet of the West 120.6 feet of Lot 10, Block 3, Womble Addition; all of Lot 44, Block 5, Westhaven Addition, all of Lot 38, Hare Addition; the West 160 feet of the South 82 feet of the North 1/2 of Block 13, Ricketts Addition.

Ethel Ida Baker to Billy Mood Powell, et ux: The East 1/2 of Lots 10, 11, and 12, Block 30, Original Town of Hereford.

Clyde Douglas, et al, to James A. Whitson, et ux: All of Lot 15, Block 2, Braly First Subdivision.

Jimmy L. Carthel, et ux, to Quinton Conn: All of Lot 4, Block

1, Harwell Subdivision. Block 3, Welsh Addition. Marriage Licenses. Willie Willis Stansbury and Willie Bell Hassell, Feb. 28.

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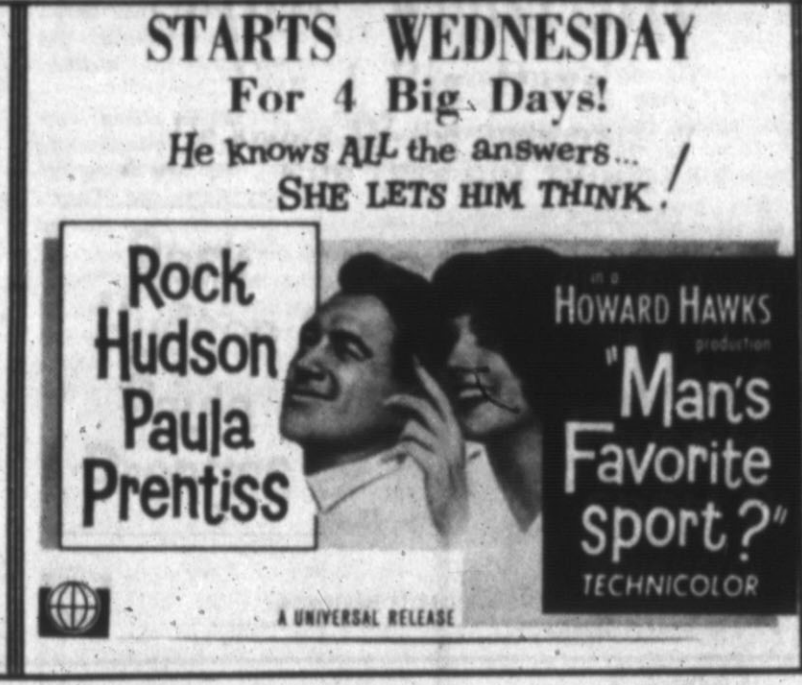


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SHOWDOWN




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Keeps belts neat.

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Choice of 4 Practical Colors!

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. . . widely  
necked . . . slightly covered  
sleeves . . . a dress  
for many seasons by

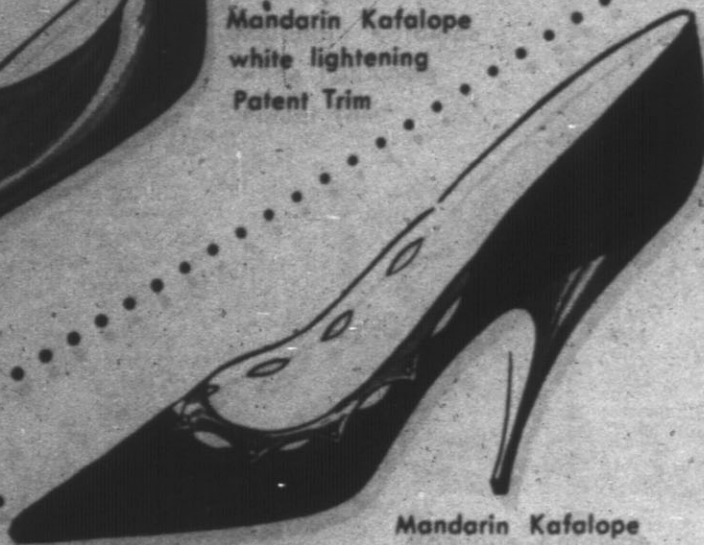
Shannon Rodgers



Blk  
Patent

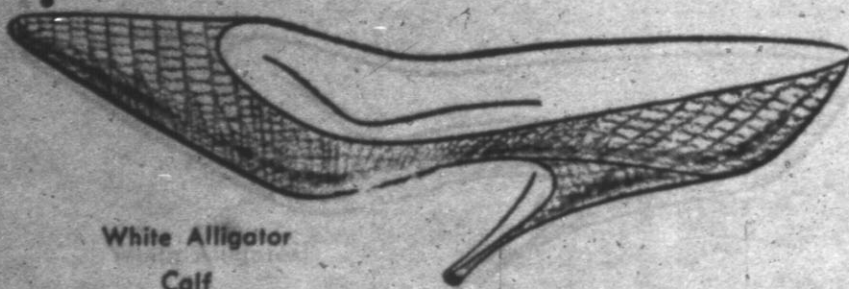


Mandarin Kafalope  
white lightening  
Patent Trim



Mandarin Kafalope  
white lightening  
Patent Trim

for a  
fashion fling  
this spring



White Alligator  
Calf

18.95 to 19.95

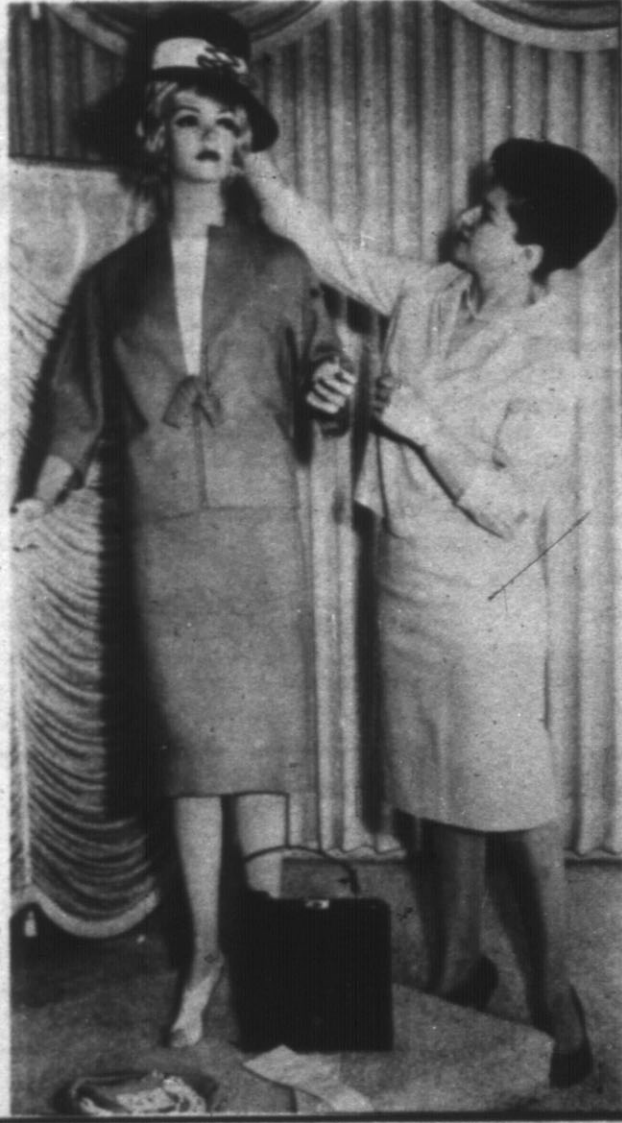
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The Sunday Brand, Hereford, Texas, Sunday, March 8, 1964

# *Easter Fashion Edition*

Heralding a new season . . . these light and bright - as - spring fashions designed to greet Easter Sunday in a lovely and joyful manner.

For your approval, we present our exciting collection of the latest suits, dresses, coats, millinery and accessories of the light-hearted

season, all certain to please The Passing Parade. See the new look Spring will be wearing for Easter . . . now, in our Fashion Edition.





# Knits Continue *It's 'Start-Over' Time* To Gain Favor *In Fashions For Spring*

Gals never seem to get enough of knits, and no wonder — each season sees these products of the clacking needles shaping up better and better.

This spring, for example, knits are newer and nicer than ever. They blouse so beautifully, right in line with the important blouse-on silhouette. They take so well to navy blue complemented with brass buttons, that's all a part of the military look for spring.

Knits look marvelous in stripes (a favorite pattern in the coming season). They show up wonderfully well in the flowing shift styles.

Double knits will be vying for popularity with boucles that present a terrific textured appearance. Ribbed type knits, especially in the sportier lines, promise to please too.

Orlon, acetate, blends, cotton and lightweight wools are all used in these stunning new knits — and each is planned with an eye on spring temperatures.

Styles are simply unlimited

## Everything Going Soft This Spring

Look for SOFTNESS in every fashion you choose for spring and you'll be on the right track in dressing for the coming season.

Softness means ease in shaping, in necklines, in waistlines, in skirts, in hemlines, and in fabrics.

Right are the soft cowl necklines or those with soft bows.

Right are sleeves bloused "a la Tom Jones" or softened with shirring, pleats, etc.

Right are waistlines with blouse detail and these may soften at any point between the waist and hip.

Right are skirts with wide pleats that swish and flow. Right, too, are godets and other softening effects.

Right are hemlines that are softly mobile.

Wrong is froufrou!

In fabrics the right choices are whisper-weight crepes, are soft airy wools, chiffon, cottons and blends with the cotton candy approach. Sheers, of course.

The shape of the spring season is flowing movement from the neckline of softened details, down the body in a barely clinging, lightly shaped silhouette, winding up at the hemline where pleats, ruffles and flounces look newly important.

Colors are softened, too, with pink the standout, followed by sherbert and flower hues. Almost all colors will be on the softened side, although crisp contrasts of navy and white, and black and white are often used to point up the anything-but-crisp silhouettes and details.

You'll find this softness look carrying many names: Romantic, Feminine, Subtle, Gentle Shapings—but they are all one and the same.

Soft is the way to look this spring.

Most exciting combination: One of these new greens paired with navy blue. Smart with pale blue, too. Or set off by stark white.

in these groups. You'll find everything from dressier dresses to the sportiest fashions going — and lots of two-piece outfits and smart suits are to be seen.

Unchanged is that grand quality offered by knits — the neat look that goes through several wearings. Wrinkle, never!

It may be a pun, but there's no doubt about it — knits are a pearl in the fashion world, especially this spring!



FOR ON-THE-GO, this easy-wear design was fashioned in "Route 6," a new double knit fabric of Enka nylon which has a sumptuous hand, excellent draping qualities, and sheds wrinkles in a breeze. Designed by Joe Frank

Spring is the time of beginning. Flowers awaken to life once again. Birds start building new nests. People shake off the winter doldrums and undertake new projects.

Spring is a good time, then, to start afresh in the way you dress, or at least to give your present wardrobe a good look with an eye to its beauty and suitability.

Take a few minutes, too, to think about your philosophy of fashion. How do you feel about clothing? Is it merely a necessity to you—do you feel that any

garment will do so long as it fits into your budget?

Or, perhaps you feel that the important characteristic of your wardrobe should be newness—that every item should be a pace setter of the season. This is, of course, an expensive point of view as it will mean replacing everything in your wardrobe at the start of each season.

Your philosophy may be, rather, that held by those women who most often make the "best dressed" lists.

And what is their idea of what fashion is and should do? How

do they go about achieving such a pleasing personal appearance year after year?

First of all, these ladies begin beneath the skin. They do everything possible to maintain glowing good health because the state of their physical fitness shows up in their carriage and skin.

Next, they follow a program of diet and exercise that keeps their figure as firm and trim as possible. Such a plan also shows up in their skin.

Cosmetics play an important

(Continued on page 11)



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GLENN'S  
FOOTWEAR

Fashion at your feet



# New Sleepwear! It's Real Dreamy

Sleepwear for spring is really dreamy! Designers are following the loveliest ideas around on the fashion scene in creating the new gowns.

Long gowns will regain a greater place in ladies' hearts this season. For several years now the shorter gown has been the darling of the collections—but this spring it will really have competition.

The newest of the long gowns are fluid rather than voluminous and will be topped with flounces or ruffles. Necklines have plunged to very low.

Gowns with the cape or jacketed look will be seen as will be more gown and peignoir sets for more mature women.

In the past, gowns with matching cover-ups were usually strict for the bride, or much too functional without any of the "fuss" that ladies love. This spring the inbetween is here and beautiful.

Short gowns are not pushed out of the picture, naturally, and in fact are lovelier than ever. Pajamas, too, have a more feminine look, except where they are made in the sporty mood just for lounging.

Good news for men: The nat-

ural, feminine shape is back! Even foundation firms are promoting a rounding of curves rather than the flattened look. The girdle that was for wear only with sports clothes has been given the nod for street-wear.

But a note of caution, gals: When shopping for your new spring wardrobe, be sure to wear the kind of girdle you plan to wear later on because not all designers are fitting to the rounded look as yet.

Possibly the most talked about shoe for wear with sun-time styles will be this seasons soft, colorful sandal that features an instep strap laced through a T-strap that starts from a cut-out at the top of the vamp. The closed in heel is cut low; the toe is most often slightly pointed.

The white collar girl returns. Many new dresses will feature white collars, and many jumpers and suits will be played up with white blouses sporting exciting collars. Two of the favorites will be the softly tailored collar in a generous size, and the big round puritan of pete-pan style collar.

## Start-Over...

(Continued from page 2)

part in the final appearance they present. These ladies rely on expert opinion in the colors of cosmetics they select and in their application. You can do the same by studying the many beauty articles that regularly appear in the press.

The hair is a frame for the face and the condition and styling of hair can play a tremendous role in making a woman look lovelier.

Although you can style and care for your own hair, if the budget will allow, it is wise to seek professional care at least once a month. This is important, if for no other reason, because hair should be cut and shaped by an expert.

After these details are taken care of, a lady is ready to plan her wardrobe. And here is where so many gals can go astray.

Your wardrobe plan must be much more than a list of what you want to buy. Every sound plan is made with a goal in mind.

Actually, the plan, then, must begin with a philosophy, or at least an understanding of what "look" you want to achieve for yourself.

If you are the outgoing, flamboyant type, admit it and then decide if you want to play up that part of your personality or if you want to contrast it by dressing more conservatively.

The decision must rest with you and how you will feel most comfortable.

Remember that whether you decide to follow the look of the extrovert, or the look of the introvert, or the look of the little girl, or the mature woman—it is not necessary to be extreme.

Extra-short skirts, low cut daytime dresses, and froufrou look flamboyant, but not pleasing. Simple styles in gay colors or dressed up with exciting accessories can bring off the same feeling, and do it in a much more acceptable and charming way.

There are several things you can do to increase your fashion sense. Studying fashion articles is one; shopping in the better store is another (whether you can afford to buy or not); and keeping an eye on what other women are wearing is another.

The next part of your plan must be coordination, unless you can afford more clothes than the average woman. Even here, the world's wealthiest women coordinate their wardrobes.

How to coordinate: Plan what you need. For example, if you need a coat for town wear, don't pin it down to a "navy blue wool" until you have planned the rest of your wardrobe.

Perhaps you need a dress that is suitable for a daytime party or a casual party after five. Do you have a coat suitable for that occasion. Then maybe you can select a coat that will be as suitable for this type of occasion

that fits the needs you had in mind for that town wear coat.

Work out your entire list of fashions needs based on the needs and then when you go shopping you will be guided but not tied down too much.

To get more mileage from your wardrobe, plan so that each garment can be worn with more than one set of accessories. Another way to boost your budget is to keep the more expensive items simple and invest in more accessories. This way one dress will look "new" more often.

Possibly the most important thing you should keep in mind as you shop this spring is "will I be comfortable in this garment." You may enjoy having one of the new, very-lowcut after five gowns, but are you sure that you will feel comfortable wearing it. Don't choose it just because it is new and noticeable and you want to look different.

Once you have started your new wardrobe and begun your program of personal care, be sure to continue it regularly, and also add a program of better clothing care.

Keep your clothes in tip top shape at all times. The loveliest dress is no longer so lovely if it is unpressed or missing a button or if the hemline sags.

You can look like a different woman and feel like one, too with very little expenditure of time, energy or money if you plan your personal appearance carefully. Why not resolve to begin this spring!



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# Spring Shoes Going 'Pretty'

The "pretty look" arrives with the pretty flowers this spring, as soft clothes with a romantic air dominate the fashion scene. Light, airy and understated, the new leather shoes take naturally to this focus on femininity, reports Shoe Fashion Service of Leather Industries of America.

Popular in city or suburbs, the "pretty look" means pumps, flats, walkers, slingbacks in easy fluid lines. It calls for sun-drenched colors—in single and multi-color effects. It is interpreted in leathers that walk naturally, hold their shape gracefully and look fresh after hours of wearing. It is seen in smooth and suede leathers, grained and brushed leathers, waxy and patent leathers—all made into feminine, foot-flattering shoes.

The opened-up effect of closed-toe open-back or open-side shoes are part of the new spring look at ground level. Large porches on vamp or sides, slim sling-back straps or large vents at the sides are among the popular variations on the open effect.

Woven leathers, perforations, embroidered designs on the vamp and toe are other ways of lightening the shoe without cutting away large pieces. Smooth leather linings cut down on friction and stocking runs.

Big girls take to little girls' styles this year in a huge variety of strap shoes. The changes rung on the simple strap shoe include asymmetric straps, T-straps that connect at all points of the shoe and wide sabot straps. Set on mid heels for the most part, the feminine strap shoe is a far cry from the old-fashioned mary jane. Slim, ultra-pliable leather soles round out the picture of a deceptively simple, easy-walking leather shoe.

## CASUAL FOOTWEAR

In casual footwear, led by moccasin flats and moccasin-front walking shoes, you will see every type of leather. From multi-colored genuine patent leather flat to handsomely grained leather walking shoe or waxed leather "penny" moccasins, casual leather shoes spell comfort and grace.

Brushed leather—in flats and occasionally in boot-shoes—is a casual favorite. Keeping with the trend to lighter shoes for all seasons, the new casual shoes are made up in brushed split leather. The leather has literally been split—thinned down—to lighten the shoe. It also adds greater flexibility while retaining durability and sturdiness. Because of "split leather's" strength and flexibility, it is frequently used

## Mixed Outfits Right in Style

It's fun to be a Mixer, and if you don't agree, you will after you see the big mix that's taken place among many of spring's newest fashions.

Remember when it was strictly taboo to mix dots with stripes—or worse yet to mix a flower print with stripes and dots? Well, this season it's the way to do things smartly, if you are artistic enough to know when to stop.

But for those who know when to stop, but not how to begin, there are dresses rightly blended with these patterns just waiting for you to add a new headband or scarf that plays up this mixed up idea.

as a leather sole in casual women's shoes.

Toes and heels hold few surprises this season. The rounded toe is seen chiefly on casual and walking shoes, the crescent toe on daytime and evening leather shoes, and the "snipped square" toe on cocktail and suit shoes. But, there's no hard and fast rule because the three toe shapes do appear at all hours of the day and night. Heels tend to be lower this year, except for the more formal occasions and costumes.

## COLOR AFOOT

In addition to the lovely warm blues, raspberries and greens, smooth and grained leather shoes will be seen in a wide variety of neutrals. Joining bone and white among the dressy neutrals in cane, followed by oatmeal and sage green. These colors are seen in soft suedes, lovely lustre leathers and new translucent aniline patent leathers.

Of course, black patent leather pumps will walk in splendor on every avenue. It will be seen in simple pumps, perforated spectators or highlighted with other colored leathers—smooth, suede, or patent.

## New Spring Furs Suit Everybody And Every Taste

Spring furs set a dramatic fashion pace with intriguing styles to please every taste from avant garde to conservative! And, furs' range of prices makes a fur coat possible for even the budget-conscious college girl or careerist.

All the opulence traditionally associated with fur is presented in a dramatic series of coats, jackets, capes and stoles that beautifully interpret every one of the new-season silhouettes.

Full-length cape coats and lines that vary from close to loose fit set the pace for the high-style devotees.

Mink, seal, beaver, broadtail and the 'cat' furs including ocelot and leopard shine in these categories.

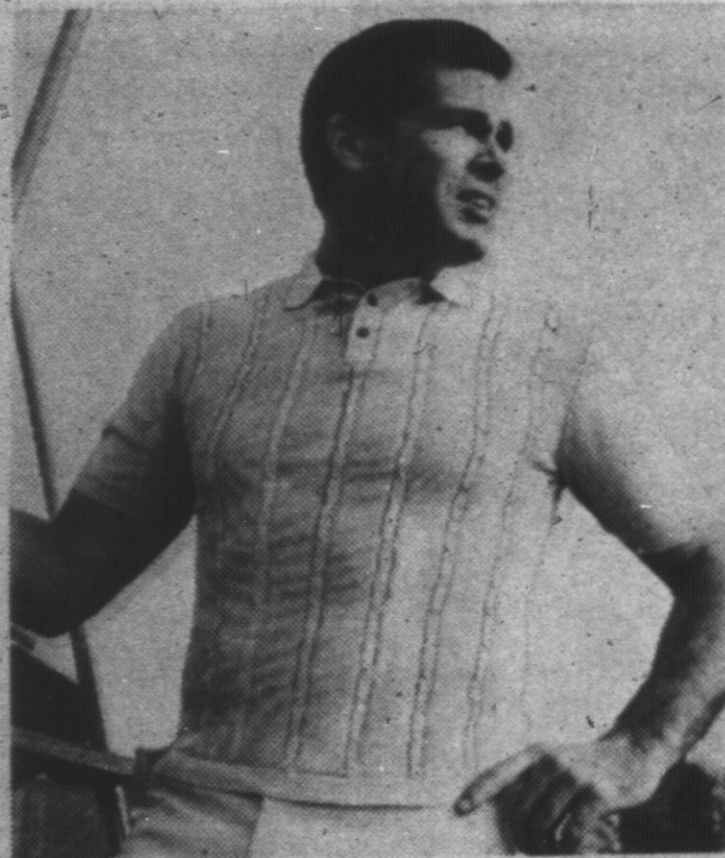
Furs cover both the long and short of it with equal fashion aplomb. Jackets come in wrist, knuckle and fingertip length, and are a favored style to cover lowered waistlines.

Shorter coats ranging from three-quarters to the nine-tenths length are gaining new followers, with the shorter ones preferred for active living; the longer coats for any-time dress-up.

Mink, sable and chinchilla are as always luxury furs, with persian, broadtail, seal, beaver and stone martin in the near-luxury class. These are seen alone or in combinations that reflect the free, trend-setting designs of 1964.

New treatments, dyes and handling have lifted formerly inexpensive furs onto the luxury class... in everything but price!

Leopard trimmed with beaver; sleek pony; fox in all shades from Norwegian blue to newly-revived silver; mink in artfully draped small stoles and capes; rabbit in every color of the rainbow; and newest of all, white, long-haired Italian lamb in jackets—are but a few in this price range!



**BE FASHIONABLY AHEAD** — This handsome Ban-Lon knit shirt is fashioned of Enka nylon. It's styled with a three-button set-in pocket, full cable links front and short sleeves. The shirt will stay fresh looking despite hard wear, water and sun. (Dover Pullover by Van Heusen)

## That 'Light Look' Here This Spring

What's right in men's suits, slacks and sports coats for spring? Light! Colors will be lighter than ever, brighter than ever, and patterns will be bolder.

Texture, too, will play an important role as will the newer stretch fabrics that show up in sports jackets and suits as well as slacks.

Don't look for the dark greys and tans. What was once called medium is now the darkest shade. Navy blue is about the only dark tone to be seen.

Grey will be the color leader, especially in the blue-greys. Tans look newer in taupe, putty and clay.

Iridescence, a most notable word and look for spring, means new drama for fabrics without pattern. Cross-dyes, compound colorings and multicolor weaves are used to add interest to suitings. Glen plaid is the only pattern that will be seen widely in dressier fashions.

Texture shows up in mohair, slubbed weaves, and in the sportier styles it comes through in linen, coarse sailcloth, denim and seersucker.

Slacks, too, turn towards the lighter hues in greys, brown, olives and blues. There are even some in light tones of red and yellow.

Rainwear moves away from black to oyster, bone and the taupe and clay shades. Olive, blue and grey mix in cross-dye compounds.

In sports coats and blazers, color is light and it is also very bright. Pattern also makes a big splash in these styles. Stripes, in all widths, are used alone or in combinations everywhere. Madras is most important.

Seersuckers have never looked newer. Linen sailcloth, denim, pebble weaves and homespun fabrics come on strong.

Giant houndstooth checks, notably in black and white, are bound to be favored this spring.

Red, from burgundy to pink, shares top honors with green, from willow to bottle green. Navy continues followed by royal and demim blues. Off-white to tans follow the lighter trend.

No single style in suits and

sports coats appears to be favored this spring. The standbys are all good; it is the fabric and color that makes it right for this spring.

## Hair Styles Go 'Light and Airy' This Season

Wave goodbye to hair that's tangled with teasing and stiff-as-cardboard with lacquering! In their place, get ready to welcome back hair soft as a spring breeze, with feminine waves and curls to flatter the features.

This is the word from the Lilt Reference Service in its forecast for Spring 1964.

These light and airy coils will make their appearance to go hand-in-hand with the free flowing lines of the spring fashion picture. A-line silhouettes empire waists and straight up and down shifts all call for pretty, natural looking hairstyles.

With this in mind, Julius Caruso, style consultant for Lilt home permanents, suggests a body permanent that controls the hair while giving it bounce.

For those who home wave, there is a selection of home permanents for every type of hair. Soft waves and curls spring up from the new milk wave, while the push-button foamy type lets you control the degree of curl by timing.

Follow the directions carefully and the results will be a feminine crown of curls and waves that welcome the spring breezes.

The page boy with banks will be seen often where hair-dos are shown this spring. Watch, too, for longer bobs with a straight, shaped look. Most styles will feature a rounded fullness of height that begins at the crown and curves softly down to the nape of the neck. It's all a part of fashion's theme of easy elegance and a softer, more feminine look.

Ascots are becoming popular with the young man, and the bright colorations get a big play here in classic paisleys, geometric prints and novelties.

## New Fashions Need Jewelry For Effects

"Soft" suits and easy shifts in modern classic design for spring '64 rely on jewelry accents.

American and French designers agree that Chanel's interlocked initial pins are conversation jewels for understated cardigan jackets. Lapels on cut-away suits and coat dresses demand a favorite pin; scarfed necklines and sashed waistlines call for an "anchor" pin. Long-sleeved blouses focus attention on the textured gold dome ring strewn with tiny diamonds and rich-colored gems.

One important jeweled piece sparks elegance and adds the feminine touch to tailored, uncluttered dress lines.

Pocketed suits will show off chains a la Chanel; pins will accent diagonally-cut fabric when placed on pocket edges. The stark mandarin necklines provide backgrounds for pins in pairs, one placed slightly higher than the other.

## VERSATILE PINS

Banker's gray flannel suits need the fancied-up look of a classic gold pin dew-dropped with a diamond and creamy pearl as it perches at shoulder level. The same pin is versatile; it can be placed on a little hair band of fabric to match a suit or dress, an idea born of a famous American dress designer.

Nifty navy reefers with side collars have ample space for a fresh flower clipped into place by an impressive pin.

The "in" trends of soft rippled collars and "V" necklines are an open invitation to new-look necklaces. Fancy necklace clasps do an about-face when worn center front of the throat for added design interest.

Matinee-length necklaces and diamond-drop pendants enjoy a revival as fill-in focal points for "V" neck overblouses and open-neck jacket seaters. Elongated necklines call for long-line jewelry.

Spring's bold patterns—florals, paisleys and abstract prints—call for careful selection of jewelry. The size of a jeweled piece should be of large enough scale to be noticed as part of the costume accent.

## CHOOSE BIG JEWELRY

"Busy" fabrics tend to overshadow small, delicate jewelry. Good-sized pins with textured surfaces don't become "lost" causes on active printed fabrics. Checks and dots also require jewelry of recognizable size.

Long-sleeved blouses teamed with jumpers and sleeveless tunics direct attention to jeweled fingers. "Occasional" rings are bold in proportion, yet of simple design frosted with tiny diamonds accented with polished coral or turquoise.

Jewel-tone gems build the colorful drama so necessary for the avalanche of black-white print dresses. Chanel approves of wearing a single piece of jewelry with a print; her choice is a gemmed ring for a pinky finger.

Lay your plans now for a fashionable, organized spring!

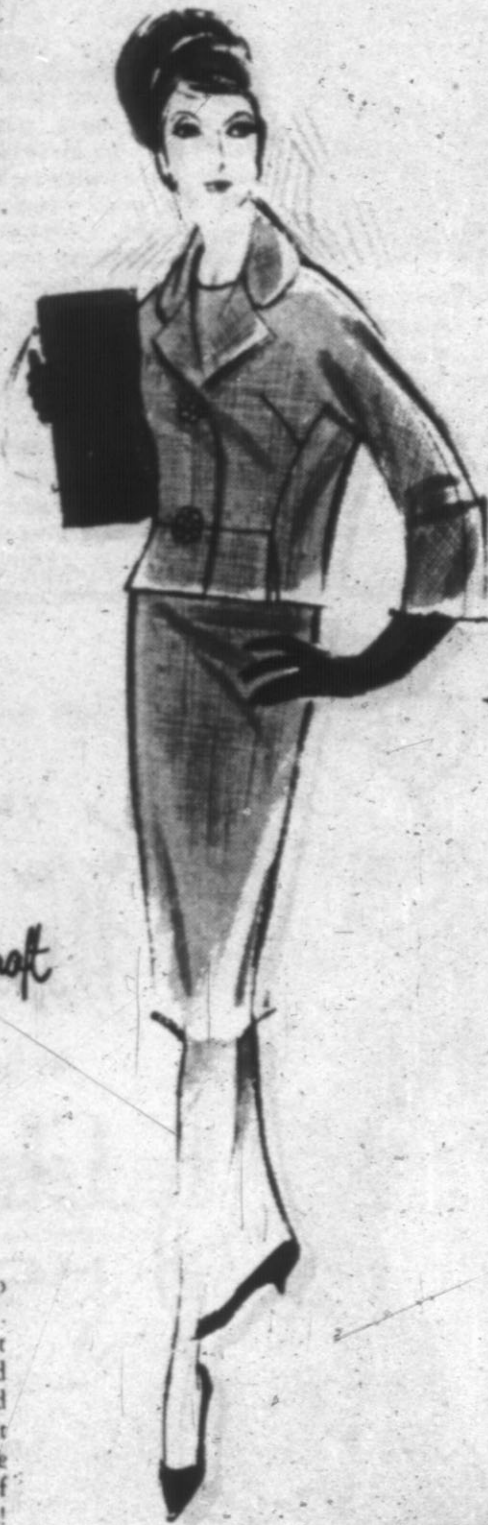
Hemlines are on the move with flounces, pleats and ruffles swinging in the spring breezes. It's a soft note that's a major key in the overall fashion theme for spring.



# JOURNEY

# FASHION

# INTO



A beautifully assured coat to go anywhere with a knowing air... slender in the sure, pure line that fashion loves for spring. Bold braid outlines the lovely open collar and traces the new "fold over" coat body. Such an easy way to increase your fashion rating... with one of the season's prettiest new coats! 100% wool Cross Plaid. Sizes 6-18.

The spring sophisticate... suited to a variety of fashionable duties, from presiding at the board meeting to dinner and theatre dates. Important for it's really a costume—three helpings of flattery that fuse into a picture of loveliness. The cropped jacket is shaped with an easy sureness, outlining the figure, curving to flower-like buttons at the waist. Remove the jacket to play it cool in a breezy pure silk overblouse, icing the sculptured-slim skirt! Zephyr light imported Linoseta. Sizes 5-15.

The Newest Shirtsuit—in exuberant Chantilly checks of cotton and rayon. Understudying it, the effortless little V-necked overblouse in imported Cloth Genève rayon. In black and white or brown and white, with a white chiffon scarf to wear when you will. Sizes 6-18, 7-17.

Ever-so-embroidered—and the most feminine shirtdress of the season! Its poetic fabric, imported Moygashel linen. More poetry, its Byronic collar. In Spanish moss, oatmeal or desert sand. Sizes 6-18, 7-17.



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Compliment your Easter fashions with fashionable hats and gloves.



# How Experts Predict Fashions

Months before designers and manufacturers present their fashions for the season ahead to store buyers, there are predictions of what will be the popular styles, fabrics and colors.

These forecasts would be of little interest if it weren't for the fact that most of them turn out to be accurate.

Where does this information come from? The designers and manufacturers guard their plans as securely as if they were Fort Knox. Competition is too keen in the clothing industry to "give away" ideas.

There is no simple explanation to this mystery; in fact, "my intuition" is a popular phrase among those whose business it is to know fashions. But, there is more to it than "guesswork" or "intuition."

## WHAT YOU WANT

First of all, the clothing industry, is interested in making a profit. That means that they are going to offer the fashions that they feel will sell. Their first consideration is to discover what you want (even before you know what you want it).

Of course, there is something which is done in every major industry. For example—millions of people didn't band together begging for an electric toothbrush. When they were first introduced, few people thought they wanted them. But now witness the sales of these brushes!

Look at Muu Muus which took the country by storm. Did you or your friends flood the mails with requests to manufacturers

## Light Leather Features New Shoes for Tots

Shoes will be seen more but heard less in the new lightweight leathers that set youthful footwear fashions this spring. In dress, school and play shoes leathers are light, colors are gay and styling airy, reports Shoe Fashion Service of Leather Industries of America.

Stepping out at the head of the fashion parade are strap pumps for girls. The simple T-strap and the broad sabot strap are fashion's favorites. Gimmicky swivel straps and removable straps play a lesser role. Youngsters can be ankle-deep in strap fashions in grained and smooth leather school shoes, in brushed, waxy and glove leather casuals and in polished and patent leather dress shoes.

The trend to lightness has increased the popularity of brushed leather flats, ties and bootshoes. Brushed leather is a suede finish on split leather, a type of leather that has been thinned down for extra lightness. Because of modern tanning improvements this lighter leather is as durable as the heavier leathers in which children's shoes were traditionally made.

An all-purpose shoe, the pert moccasin is seen in many new colors and leathers this year. In addition to smooth, grained and patent leather, the classic moccasin is found in a new waxy leather. In brassy brown or golden green, the waxy leather moccasin is sweeping the study hall.

Among the spring's favorite colors in all leathers are wild-fire red, tulip yellow, deep blue, and a varied assortment of beiges and browns.

for such a style. Of course not. But these smart makers of fashion knew you wanted them.

So the first thing to look for when making predictions of what's ahead in fashions is the desire of the woman who is going to buy and wear the new styles.

## WHERE TO LOOK

Sometimes, but not always, a well-known lady or group of ladies will establish a fashion ahead of the industry. Jackie Kennedy's influence on style is a good example. In the distant past, it was often Queens who set the pace.

At other times, a popular, well publicized movie, book, play or event may be responsible. Wars, naturally, effect changes on fashions, as do times when the economy is particularly good.

Fashions, too, are closely related in change to trends in home decors and cars, and the influence of arts and sports.

So the second thing to look for in making a forecast of fashions is to see what is currently popular (in all fields) with the feminine public.

## CHANGE IS SLOW

Step number three would be a look at the trends fashion has followed for the past few years. If necklines have been slowly rising, chances are that they won't go dipping low until they have established at a high point for at least a couple of seasons. Change is gradual, although it may not seem so at first glance.

Radical changes, such as the hemline furor set off by the house of Dior several years ago, are almost always made by the very exclusive designers. These changes will not show up in the mass produced fashion lines until at least a season later.

Forecasters watch the high fashion lines, and are guided in their predictions of what will be important in the popular field by the news they find in these expensive collections—but they do not use these lines as an assurance of what's ahead.

## RIGHT "GUESSES"

As far back as last September, and in a few cases even longer ago than that, the fashion experts were beginning to say what they saw coming up for this spring. Here's a run-

## Coats Are Soft Like Suits, But They Have Shape

Shape without fit is the key to the new look in coats.

The silhouette is softly touching the body; it is curving with a minimum of seams. Some coats feature the illusion of front with backs that truly swing.

There will be more set-in and raglan sleeves. Pockets appear everywhere, high and low, and in all shapes—patch, square, curved, diagonal. Collars are generally small and notched or they are a rolled ring. Many coats have lowered collars just made for scarf fill-in.

The double-breasted detailing continues strong, and the semi-fitted sleeve retains its favored place, too.

Coat fabrics are exquisite—especially the softer, lighter, textured wools in the yummy confectioner's colors.

There's a military look to many of the coats seen in the new collections and they are indeed handsome. These styles, although crisp, still offer the soft-mood that's cutting across all of fashion for spring.

down of a few trends they saw, which have indeed blossomed



CRICKETEER SUIT is an appropriate look to go along with the trend towards fashions in the sporting vein. The reversible vest jacket matches the suit on one side; the other is in a contrast shade. Trousers have a permanent crease, according to the wool Bureau, Inc.

forth for spring.

In the color spectrum, they saw a lightened look with white most important, followed by a paling of fall's reds to pinks and lilac. They saw all colors on the softer side except for blue where navy was expected to ride in on a wave of renewed interest.

The experts saw a move towards the romantic fashions which took second place to the Sportive in the fall lines. Along with this general trend, they saw ruffles, capes (also imported in the sportive mood), softness, flares, raised waistlines, trims of flowers and bows.

From one of the romance lands, they saw another trend on the way—the Spanish or South of the Border look. This direction may have taken shape from the world of furniture where the Mediterranean influence has been strongly felt.

And these "crystal gazers" saw that necklines would be dipping—they had been at a stationary high for quite sometime. The lower neckline also fits in much better with the move to the more feminine, soft, romantic look.

## WAIT AND SEE?

Now perhaps you're wondering why anyone would go to all the trouble of trying to decide what will be important in fash-

ion for the season ahead—why not just wait and see.

There are a number of reasons why—but the big reason is the one of the cash register. If an item is going to be "hot" the designers and manufacturers want to have it in their line.

Forecasting the trends in fashion is perhaps the most valuable job in the clothing industry. Without those people whose backgrounds are steeped in knowledge of the business and the market and who devote so much in study to the subject, a manufacturer might well end up way out on a limb with his collection. Today, few do.

## FASHION'S PERSONAL

Fashion is an exciting, mysterious business and has come a long way from the time when a dress was merely a covering for the body.

The way a woman dresses today is often a clue to her personality. (In fact, some psychologists say that they can generally learn quite a bit from a lady's wardrobe).

But, whatever fashion is, or isn't, it can be fun, and there's no better way to prove it than to go on a shopping spree this spring among all the beautiful clothes that have been whipped up for us by smart designers and manufacturers.



you'll be

# Easter Elegant

when you choose

## Claussner

NO-SEAM and FULL-FASHIONED NYLON

### HOSIERY

Lend the "touch of elegance" to your Easter outfit... choose the exquisite flattery of Claussner nylons. Styled in the season's newest, enchanting shades and colors, Claussner nylons offer Personalized Proportions for a perfect fit.

\$1 - \$1.35 - \$1.50

# Rutherford & Co.

322 N. Main Hereford, Texas



# Hats Go Feminine

The millinery picture is "brim-full" in news for spring.

Look for different ways with the brim—wide in front and smaller at the back, or vice versa. You'll see it casting a shadow all around as well.

Brimms will be on a medium scale, but in importance, they are truly big.

The crown also shapes up in proportions with the high derby shape vying for a top spot.

There will be many prints in the fabric movement as well as sheers, silky textures and both straws and felts that are both rough and smooth.

Trimmings will be in line with the softer look of other fashions this season. There are many drappings, shirrings, fabric-on-fabric trims.

Colors of course come right out of the same vats as the prettiest dresses, coats and suits. Rightest will be a costume and hat in the same color, one just a shade or two darker than the other, but both on the lightened side.

Fashion's more feminine look really calls for a hat and millinery is ready with the loveliest collection ever.



**SPRING HATS** — During the Bud to Blossom Garden Club hat sale Friday, many spring bonnets were sold, and each one was tried on many times. "There's nothing that will lift the winter blues like a spring straw" seemed to be the reaction of most of the club members and their customers, including Mrs. Clinton West. The sale was held in the Community Room at Frist National Bank. (Brand Staff Photo)

## Spring's Fashion Trends Deserve Special Mention

A color that is really not a color is probably the most important "color" in fashions this spring. White is it! White used alone from tip to toe, or to accent a color.

Pink and lilac shades follow closely behind, and navy blue is bound to regain fans. Reds and oranges sing out too. White, again, with black will be big.

A South of the Border look appears noteworthy for spring and particularly for summer, in dresses with a fiesta air. They're practical and pretty for patio entertaining, or for wear to any gala, yet casual affair.

Jumpers, an all encompassing term for sleeveless fashions that can be worn over a blouse or sweater, were red hot favorites this past season and it's a strong bet that they'll continue in a top spot for spring.

Ruffles, an important trend in dresses and blouses for spring, are a natural for gloves — so, of course, there they are. But, that's not all. Gloves are feminine in many other dainty ways as well— with buttons, bows, lace, smocking, flowers, embroidery. In fact, gloves are prettier than ever this season.

Capes cover the young sportswear scene for spring as a popular sportive carry over from the fall-winter season. They may, in fact, prove to be even more popular when temperatures are brisk rather than cold as they are just right as a little topper.

Unbleached muslin appears to have an affinity for styles in the Mexican manner which are going to be so "viva" for spring!

You'll see unbleached muslin all dressed up with ruffles, embroidery and lace. It's absolutely smashing!

Muslin is so simple, it can take to the fussiest details and still come out in a style that appeals to the most tailored of gals. And it will!

Muslin is also being shown

## Sports Clothes Allow Freedom Of Movement

The marvelous middle-ground of sportswear that so many men have waited so long for is now here. No longer must a man choose from either a sports-only outfit or from styles that would never let him be anything but a spectator.

Now sportswear looks like it's made for sitting back and relaxing, but it's made for activity. Shirts, for example, are often worn untucked (the bottoms are finished off jacket-style). They look smart, yet offer freedom for action.

Stretch fabrics show up in slacks, and shirts and jackets, too, giving a man comfort, not tight fit.

In knit shirts, action is the keynote. The important styles are Rugbys, Henleys, tennis and football jerseys. Sweaters are in for spring up to the warmest days. They are knit of lighter yarns, and many have short (above the elbow) sleeves that makes swinging a golf club easier.

Walking shorts become an extension of surfer trunks, and what could be more active than skimming on a board over the rolling sea! Madras plaid is the pattern here.

The man who wants to look like an athlete, but would rather do nothing more strenuous than move a chessman, can be happy this year in the new sportswear.

Capping the millinery picture for spring are the jockey cap (so right with the Chelsea look), the off the face Breton (so right so often), and the beret (that's just meant for the military look).

in all the wonderful, gay colors that are synonymous with Mexico — sewn into styles that just hint of fashions from south of our borders.

# ...in the Easter parade

**ACCESSORIES**

- Hats
- Bags
- Gloves
- Jewelry
- Scarves
- Hosiery
- Lingerie
- Foundations
- Estee Lauder

Coats, Suits and Dresses for Misses and Juniors

## Lenart

Beautiful detailing distinguishes this three-piece costume of imported diagonal weave silk. Slim skirt on camisole with silk screened printed shell overblouse complemented with hip length button front jacket. White, Black, Navy, Beige.

**Little's**  
237 MAIN ST.



# New Handbags Go 'Soft' This Spring

This Spring women have fashion all wrapped up — in a leather handbag.

With "softness" the keyword in fashion this season, Leather Industries of America reports that handbags come in a variety of soft, pliant leathers and uncontrived shapes — large and small.

Sleek envelopes, rounded satchels and shirred pouches look handsome under arm, in the hand or swinging from the shoulder. There are also a number of geometric shapes including semi-circles with leather or chain handles, squares and box shapes.

Leathers range from smooth, polished surfaces to napped brushed and suede leathers, from highly gleaming natural patent leather to smartly antiqued leather and, for evening, soft lustre leathers. When shopping, look for the black-and-gold "Genuine Leather" tag that helps you identify real leather in your handbag.

### COLOR RAMPANT

Color runs riot in the new leather bags. In smooth, grained and patent leathers you find pastel pink and yellow, scarlet, navy blue, acid green raspberry and orange. You also find such understated neutrals as

oatmeal, otter taupe, alongside whites, bone and the natural leather colors.

Leather textures in envelopes and vertical bags play a fresh and unique fashion role — matching or contrasting — with fabric surfaces on new spring suits, coats and dresses. Smooth and grained leathers in neutral bone, oatmeal or sand point up texture interest in slubbed silk shantung dresses or tweed suits and bulky coats.

Brushed and suede leathers in box bags interpret a textured look that is strongest in the sand and taupe range. White bags in grained and smooth leather will accent checked and black spring suits.

### CHIC DETAILS

Color, shape and texture are only part of the new handbag story. New box bags show smart style detailing, such as self-leather handles that may be flexible, or firm like luggage handles. Many of the larger versions have luggage buttons on the bottom.

The always popular grained leather tote bag in navy blue and the full range of tan shades will brighten new Spring costumes, along with pouch-shaped glove-soft grained leather bags, smart women's companions on shopping trips, are larger than ever this year and sport handy outside pockets.

Fashion-right and eye appealing, light-colored bags are easily cleaned. Smooth and grained leathers wipe clean with a damp sudsy cloth, while brushed and sueded leathers can be spot-cleaned by gently rubbing them with a piece of fine sandpaper. Genuine patent leather maintains its bright finish with an occasional damp "dusting off" to remove film or soil.

# Bridal Gowns Go Elegant

There's no such thing today as a traditional bridal gown.

The era of look-alike brides who had no choice but to wear a gown skirted with billowing yards of satin, becoming or not, is over.

Fashion trends have swept triumphantly into the bridal market, and the salon talk is of modified A-lines, built-in sheaths, controlled silhouettes, and all the other terms that lard the conversations of those in the fashion business.

Priscilla Kidder, whose major salon is in Boston, emphasizes "chic-looking wedding clothes," and says she introduced the A silhouette into the bridal fashion industry. Her 1964 bridal silhouette will offer a combined look, a fitted look, but with a skirt eased by the agile use of darts.

Designer Christos of Galina says there's no end to the fabrics he can work with in the bridal field. Busy in his workroom finishing a wedding gown of Italian silk linen, simple decorated with rows of beaded fringe, he says he uses French and Japanese linen, organza and batiste as well.

One of his designs is an unfitted dress with deep pleat to the left of the skirt; another a sheath, made entirely of lace.

Court trains, swinging regally from the neck of the bridal gown interest Wallace Sloves, designer for Belle Brides, who feels they are increasingly important. He likes the softened, lifted A-look, and has created gowns with a built-in sheath that can't shift on the wearer.

The empire look that has run rampant through the fashion industry, is just as popular with brides shopping for their gowns, says Antoinette of Embassy. Becoming to all figures, the lifted above-the-waistline emphasis is flattering, and with just a gentle sweep of the skirt, creates an elongated look for the wedding ceremony.

# Night and Day Trends in Hair Styles to Vary

The woman who wants everything will get everything this season. She'll wear her hair short and frothy by day. After dark she'll comb it narrow and add a delightful burden of curls or loops of coronets of hair — often thrusting backward to form a new "Turn of the Century" silhouette.

Once the novelty of the "international set," the postiche has risen to popularity at all fashion levels. These tote-able add-ons have become the beauty "necessity" of jet-setter, careerist, homemaker alike. The postiche can emerge from a handbag ready to dine dazzlingly after a dayful of shopping or a dayful of hectic office routine.

### WIGS STILL TOPS

A sudden rash of poorly-made, inexpensive wigs has sent the quality wig business back to the beauty salon — where the experts know how to match hair, custom-fit a wig properly, and continue to service it with expert cleaning and styling.

### HAIR ORNAMENTS

Look brighter than ever this season. There are so many new "Sites" to select for added coil brilliants or bows — adornments to be elegantly enscenced at temples, forehead, nape of neck or topmost crown.



MISS AMERICA '64 — Donna Axum wears a whimsical gown suitable for at-home entertaining, created in "Everglaze," floral cotton print. It's styled in the season's mood of complete femininity.

# Sportswear Is Exciting This Season

"What's showing in the local art gallery" is becoming about as common a topic as "what's showing at the local motion picture house" used to be. Everyone is developing a taste for the fine arts.

Maybe that's why prints worthy of an art gallery are appearing in the spring fashion picture.

While Pop Art is busily turning heads away from the Abstracts in the galleries, the Abstract designs are popping up on fabrics in fashions from for after five to those for the beach. They are bright and beautiful and right in the mood of the colorful spring season.

Some of these modern art prints are bold splashes of color against color, while others are softly diffused hues that melt into one exquisite blend. All are lovely.

# Hose and Socks Offer New Tones

There are several new items worth noting about hosiery for this season.

First is the all-in-one pantie stocking or girdle with detachable stocking. With the swing towards soft, easy skirt lines in dresses and suits, girdles are not always a must. The pantie stocking will fill the bill and very comfortably.

In this "natural" hosiery style there are now many shades from which to choose, and the textured stocking is showing up here, too.

Textures, in all kinds of hosiery, carry over lightly to spring from the fall-winter sportive mood stockings. The sheer textures include diamonds, ribs, tweeds and opaques.

# Bright Yellows, Sincere Blues Mark New Season

Fashion has a happy forecast. Bright yellows and sincere blues shades of lively greens, and the entire spectrum of pinks are the popular colors for spring. They have been chosen to resemble a country scene on a perfectly clear spring day.

Textures will be varied with fine linens and nubby cottons the favorites. Prints fusing many shades will again make their presence and the perennial favorite, stripes, will be seen in a wild combination of all the new shades.

City outfits will be toned down a bit but will still be gay heralds of the coming summer. Country clothes will have startling color combinations, with cotton tweeds blending the many shades of a single color.

And, colors for the "at home" outfits, now charmingly called clothes for "Private Lives", will come in dainty volles and synthetics, printed and plain—but bright.

This information comes from the Clorox Bureau of Bleaching Information with equally happy news about the proper washing of these lovelies.

Today, with rare exceptions, cottons are vat dyed, which means that colored cottons can be safely laundered in the washing machine. With the advantage offered by colorful fabrics come the extra benefits of bleachability, since such articles still need the helping washwork of liquid chlorine bleach to keep them bright and pretty. The liquid chlorine bleach gets out unseemly oily body dirt that mars the beauty of washables.

# 'Low-Down' Style Is Just Right For 'Teen Lass

Teens in the know are talking about the low-down in fashions that are popping up for spring. For, the waist has moved low, down to mid-hip in the prettiest, peppiest outfits for the fun-and-sun days ahead.

The blouson is biggest, although it's not bunch-y, but rather it's softly gathered at the hips from a fitting shoulder line.

The dropped belt is important too in the shades of the '30s look and the overall look is slim with a hint of shaping.

Straight hanging overblouses play starring roles too in the teens' picture of fashions. Many time these have a straight sweater feeling, and are often sleeveless to meet the needs of warmer days.

The high up waistline (Empire) that was so popular last summer and fall has dropped only slightly in favor as it still offers the almost-no-waistline effect of the low-down silhouette.

Following this same influence, the shift remains tops with fashion-minded teens. It has arrived in a host of smart new guises, too.

The shirtwaist shift that buttons all the way down the front or at least to far below the waist has also been given big play by designers this season.

The jumper-shift, too, adds up to style that will go to a gal's heart, especially for these days when temperatures vary and the addition or subtraction of an underblouse is so simple.

No doubt about it, teens really have the low-down on fashions for spring 1964!

To get the best from liquid chlorine bleach, follow the bottle instructions carefully. Never pour it directly into the wash, but be sure to dilute it properly.

For top-loading washing machines simply add one cup (9 ounces) of liquid chlorine bleach to a quart of warm water and gradually add it to the wash as it swishes about.

In front-loaders, cut amount of liquid chlorine bleach in half — one half cup to one quart of water — and add it to the wash with your soap or detergent.

Of course, many new garments are available in wash-and-wear styles. You would be wise to look for items that carry tags with the assurance that bleach-compatible resin finishes have been used. For drip-dries need liquid chlorine bleach as surely as do articles made of other fabrics.

If you're not sure, the Clorox Bureau recommends the Bleachability Test: just snip off an inch of seam allowance and soak it in a solution of one teaspoon of liquid chlorine bleach and a quart of hot water. If the sample neither bleeds nor fades, it is both colorfast and bleachable.

Except for white nylon, whose fibers are highly sensitive to stray color, most white goods can be laundered together with a bleachable colored cotton. Be a little more cautious with blue, however; it has a tendency to get what the Clorox Bureau calls the "wander-rust," and wants to share its hues. Better sort them out and give them separate laundering.

So, for a spring and summer of smart, fashion-wise clothes that never lose their brightness, follow the advice of the experts to keep them clean and bright.

# Bridesmaids' Gowns Offer Wide Variety

Artful gowns for the bride's attendants are so much a part of the fashion trend in 1964 that they'll brighten many a part at future festivities.

Some long gowns imitate the bride's high empire waistline, and fall in a gentle A-line very similar to the cut of the wedding dress.

Elegance marks a more classic long bridal gown, often to be found in satin or crepe, with a gentle, batteau neck for grace.

Other bridesmaids' dresses are quite frankly ball gowns, with a tiered back, sweeping skirt, and gently defined midriff.

For less formal weddings, where a short gown is called for, designers have created shaped silhouettes, often with interesting back features.

Floataway panels, suggesting the grace of the bride's train, have been added at shoulder height, streamers swing from the waistband, and often a loop of soft chiffon eases the severity of the back neck line.

Bows abound, accenting detail at the empire line of a short gown, tipped with fringe on a more tailored belt, or back bowed for a change of pace.

Fabrics are imaginative, too. In addition to the ever-popular peau de soie, there are rayon chiffons for summertime weddings, cotton failles, silk-faced satins, and various synthetic fibers of interesting weaves.



# How To Pick That Suit Wisely

Select your new spring suit wisely and you'll have a garment to wear with pride for many seasons. For, there is nothing like a fine suit when it comes to long wear and styling that lasts.

To help you in making the right selection, here are some tips from the National Board of the Coast and Suit Industry.

First, of course, you want a suit that is becoming. There is no need to be restricted to ultra-conservative lines if you want a high fashion style as there are always many variations of one design.

Secondly, be sure you select a suit that fits into your way of life. Consider where you will wear your suit most often, and make your choice accordingly.

Third, even if you are able to afford a suit to meet all occasions, you want each of those suits to give you your money's worth in fashionable wear.

Check the seams of the suit—if the garment is unlined, see that the seams are smoothly finished and the edges either turned back and stitched or bound with a bias of linen fabric.

If the material contains a pattern such as plaid, make sure the pattern matches at seams, along the collar and pockets.

If the suit is lined, check to see that the inner shell fits the outer garment smoothly with a slight ease of fullness to allow for give and shrinkage.

If the suit bears the ILGWU and National Board of the Coast and Suit Industry label, this means that the workmanship and construction are the result of more than 60 years of a tradition of skilled and trained Union workers... and manufacturers who constantly improve their techniques and are proud of their products.

## FINEST FABRICS

Wool is always a good choice for a suit, and there are many different types and uses of wool primarily in the weave.

Woolen fabrics can ordinarily be classified in three groupings: the heavier, hubby cloth; the smooth, sturdy yarns such as worsteds; and the soft, sometimes velvety surfaces.

Worsted yarns are smooth, firm and compact. Their characteristics are crisp, firm, and with a smooth surface. Many of the new lightweight wools with a cracker-crisp feel are worsteds.

This group of smooth, sturdy fabrics such as worsteds include covert, serge, gabardine, broadcloth, rep and whipcord.

The heavy, nubby cloth includes boucle, chinchilla, flannel, homespun, melton, shetland, tweed, and cheviot.

The soft, sometimes velvety surfaces include duvetyn, fleece, and velour.

In addition to wool, suits can be found in man-made fibers, stretch fabrics, leather and vinyl, and in blends. There are also the "specialty" fabrics of vicuna; cashmere, guanaco, camel and llama. And, of course, there are suits of cotton, linen, silk, etc.

## OTHER CONSIDERATIONS

The fourth thing to look for in buying a suit is the comfort. Check sleeves and armholes to make sure they are not too tight. Move about in the garment and make sure it gives with your body. Also, if you will be wearing a heavy blouse or sweater under the jacket, try the jacket on with such a garment.

Next, ask about the care of the suit. Most garments do not need excessive care, but normal

care does mean longer and more satisfactory wear.

It's a good guess that there is at least one carefully chosen suit in the wardrobe of every well dressed woman in the country, and the reason is simple to understand. A suit is smart and neat, and it is practically limitless in offering possibilities for changes of accessories.

Put "suit" at the top of your fashion shopping list this spring.

## For Spring It's V-Backlines

Down, down, down go necklines after dark—way down!

They plunge. Make a deep V. They're slashed. They curve. They meet the waistline high up in the Empire cut, or dip lower to a slightly raised waist. But they are never the old scooped-out cut with sleeves.

These no-holds-barred dresses are in cocktail and full-lengths. They're in chiffon, crepe, silk, faille, and very very often in lace.

The nice thing about these low-down necklines is that they are



SPRING IS MATING TIME with sweater-look jackets designed for him and her. Acrylic knit is laminated to Scott foam in these smart cover-ups, and they are washable and water repellent. Detailed with woven cotton braid binding and appliqued two-tone insignia.

(By Energy Manufacturing Company of St. Paul)

still basically modest while be-bands will approve them, even ing marvelously feminine. Hus-on their wives!

# Spring Lilacs Popping Out

While spring may turn a man's fancy, nothing turns his head so quickly in your direction as the right fragrance—that conspicuously invisible feature of good grooming—puts spring into your step as well as your appearance.

Just as your wardrobe will brighten and flare with new lightness and color, so too, your special scent should declare the presence of spring, says the house of Lenthéric.

Since we've grown more practical-minded today, we can no longer express the exuberance of spring, as the Ancients did, by draping our form with gay flowers. But we can enjoy the old custom by matching our mood with lilted flower fragrances.

Another nod to the season is, of course, a flower-decked bonnet, gayer than ever when a real blossom is slipped in with the artificial blooms. A spring of lilac on your lapel, a bud twined into a necklace or several flowers attached to a glove or your wrist will add the flower-touch of spring, too.

But however you fancy wearing flowers, there's no better way to put spring in the air with a fragrance that carries the scent of the season.

For the man who gives his clothes a beating

## 'Botany' 500' Sharkskin Suit

'BOTANY' 500  
TAILORED BY DAROFF



Actually, 'Botany' 500 Sharkskins are so tough, a little beating doesn't even hurt them. They spring back like nothing happened. Keep their press, their looks, their freshness longer. So, if you come out of your corner fighting in the morning and run strong day and night, chances are you'll wear out before your 'Botany' 500 Sharkskin does. Come in... Try one on and see what we mean.

Suit \$65.00



How will you look at High Noon in July? Great in a J&F Mohara suit with "Crease Control"

"Crease Control": is an exclusive J&F process. Unlike other methods that do nothing but force a rigid trouser crease into a suit after tailoring, "Crease Control" is a process in which the natural fibers of Mohara suits are chemically treated to resist wrinkles and to hold a permanent crease in the trousers. Your J&F Mohara suit keeps its just-pressed shape longer. Sound like a lot of extra work. It is... but you'll see it's worth it.

J & F Mohara Suits \$59.95

# HARMAN'S

"We Give S & H Green Stamps"





# WHY WAIT? Get Ready NOW Easter

**Artfully Shaped  
Straw Hats  
For Spring...**

**\$4<sup>00</sup>** and up

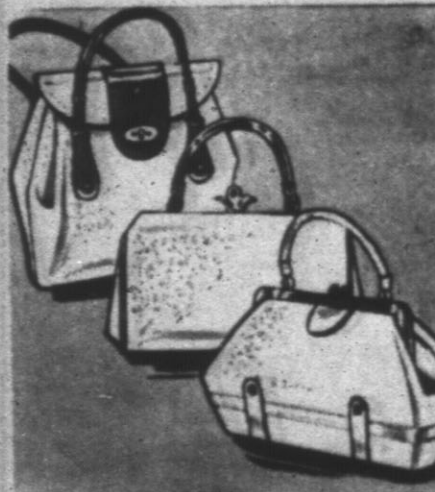
The new direction of flattery when Spring wings in. Straw... rough straw deep pillbox above and below striking rough straw sailor. Perfect companions for your Easter finery. Where else but at Anthony's could you buy so much fashion at such tiny prices?



**HAT & BAG SETS**

Bonnet, Clip, Pillbox, Roller, Half and Poke style hats with draw string, frame style, pouch and umbrella matching bags in smart colors and combinations for Easter. Special dollar day price. Save now.

Hat and Matching Bag - Both For **\$1<sup>49</sup>**



**NEW SPRING BAGS**

Choose from rough textured vinylite or shiny patent-le. Assorted shapes and sizes, covered frames, inside pockets, self lined. In spring and summer colors of black, bone, off white, red, pink and blue.

**\$4<sup>98</sup>**

**Smart New Colors**

FLATTENED FASHION HEELS FOR \$7

Sleek and comfortable beautiful colors, which flatter, patinas, live from his lifetime our out patterns 10 in m

**Girls' 2-Piece DRESSES**

A. Dainty and feminine for the Easter parade—in a Wamsutta woven cotton dress. Beautifully tailored and detailed. The crop-top is embroidery trimmed. Colors: Maize, Blue, Green. Sizes: 7 to 14.

**3.98**

B. For the "young fashionable"—neatly tailored "A" line jumper with pleated skirt and pretty under-blouse with 3/4 sleeves and round collar. Colors: Maize, Blue. Sizes: 7 to 14.

**3.98**

Boys' Wash-N-Wear  
**CONTINENTAL SUITS**

Cleanly tailored suit of hardy Dacron and Rayon blend. Crease resistant finish, continental 3-button front, two flap pockets, inside pocket and breast pocket; fully lined, handsome and wash-wearable.

**17<sup>95</sup>**  
SIZE 13-16

Smart Continental Styling

**BOYS' SUITS**  
SIZES 4-12 **10<sup>95</sup>**

Fine tailored continental suit fashioned in 80% Rayon and 20% Acetate. The style is a 3-button classic with slanted flap-pockets. Crease resistant finish, inside pocket and breast pocket, fully lined. This suit will make him look like a younger edition of Dad. Black, Teal, Brown, Navy.

**COAT DRESS**

Attractive textured rayon less full-length with a front closure and pockets, covered Dacron-Avr shift. Wear self-belt or you wish. Blue, Gold. 18.

Beautiful dress: embroidery rayon coat with pockets solid neck sh fashion spun rayon to 18. B





# Easter



DuPont's

"Pattina"

Hi Brilliant Olefinic  
• Red • White • Black

8.95 to 10.95

*Trim Tred*  
Shoes For Women



*inspired these Footwear Fashions for your FAMILY!*



FOR MEN  
The  
**RAND**  
Shoe



12.99 to 17.99

With Easter as an inspiration and perfection as a goal the Rand Family shoemakers have produced these smart stylings. Each is so fashion right for the family promenade, and of course the family picture. Quality leathers, meticulous crafting, and our careful fitting make all the Easter styles in the Rand family of smart footwear favorites. Your family will like them.

The illustration of, or the term leather, in this ad, describes the uppers only.



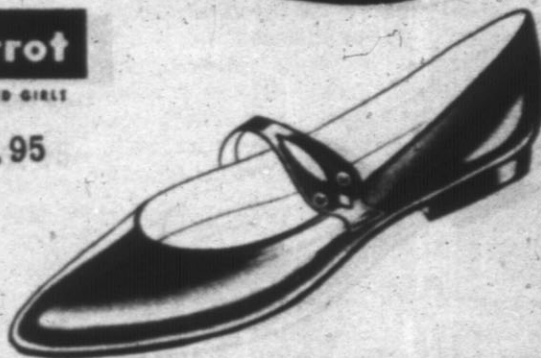
*Smart Set*  
YOUNG SHOE FASHIONS

4.99 to 6.95



**Poll Parrot**  
SHOES FOR BOYS AND GIRLS

4.98 to 6.95



*Anthony's*  
C. R. ANTHONY, CO.

*Anthony's*  
C. R. ANTHONY, CO.

FLATTERING  
FASHIONS IN  
**HEELS**  
FOR SPRING

**\$7.95**

Sleek elegance with a comfort secret... beautiful novelty colors, whites... pattinas, new colored pattinas, new attractive textures. Select from high or medium lifetime heels. See our outstanding new patterns! Sizes 4 to 10 in medium widths.

*Anthony's*  
C. R. ANTHONY, CO.

**COAT  
DRESSES**

Attractive, sling-shot textured rayon, sleeveless full-length coat with a front button closure and slash pockets, covering pretty Dacron-Avril step-in shift. Wear it with a self-belt or without, as you wish. Colors: Blue, Gold. Sizes 10 to 18.

**16.95**

Beautiful costume dress: lined shiffl embroidered spun rayon 3/4 sleeveless coat with two large pockets goes over a solid color jewel neck sheath dress, fashioned also in spun rayon. Sizes 10 to 18. Beige only.

**SHOP AND SAVE FOR EVERYTHING FOR EASTER AT**

# ANTHONY'S

**HEREFORD, TEXAS**



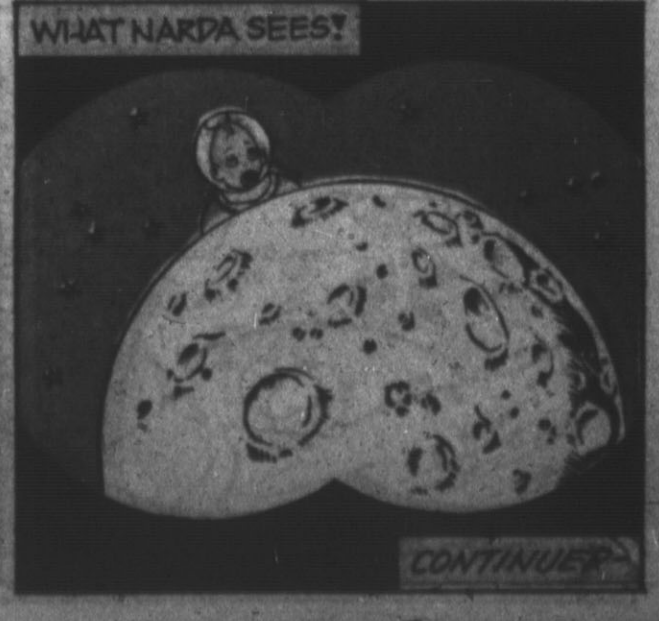
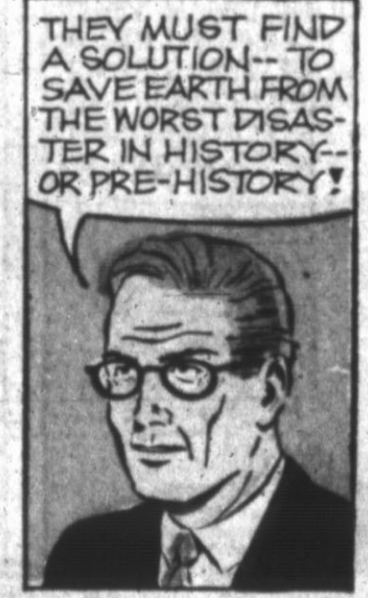
SUNDAY, MARCH 8, 1964

## BLONDIE

CHIC YOUNG  
by YOUNG



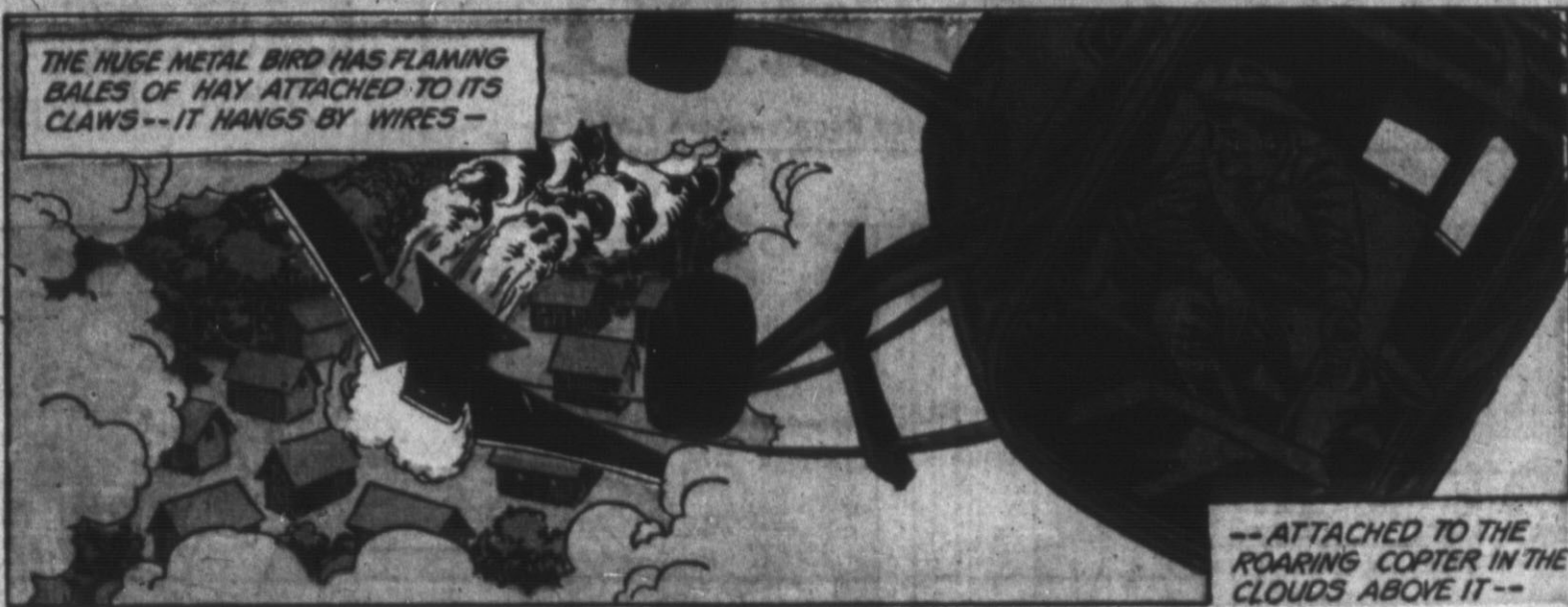
## MANDRAKE THE MAGICIAN





# The PHANTOM

By Lee Falk



# BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



# The Little Woman

by DON TORBIN





# TIM TYLER'S LUCK

by Lyman Young and Tom Massey



# GRANDMA

by Chas. Kuhn





# BUZ SAWYER

Featuring His Pal Roscoe Sweeney by Roy Crane

COUSIN SUNSHINE ISN'T UP YET. I GUESS HE'S NOT USED TO RISING EARLY IN THE MORNING.

THANK GOODNESS FOR THAT. MAYBE I CAN GET OUT ON MY TRACTOR BEFORE HE STARTS SPOUTING HIS CORNY JOKES AGAIN.

NOW, DON'T BE RUDE TO HIM TODAY, BROTHER. HE MEANS WELL. HE'S TRYING TO BRIGHTEN OUR LIVES. ALL THE BRIGHTNESS I NEED IS FOR HIM TO LEAVE.

RAH! RAH! ROSE AND SHINE! UP AND AT 'EM! THIS COUNTRY AIR SURE MAKES A PERSON PEPPY! YOU FOLKS CERTAINLY GET UP EARLY... WHICH REMINDS ME, WHY IS GETTING UP AT 5:00 A.M. LIKE A PIG'S TAIL?

HERE WE GO AGAIN.

'CAUSE IT'S TWIRLY! GET IT? OH, HA, HA, HA!

HAVE SOME NICE FRESH MILK, COUSIN SUNSHINE.

YOU SURE HAVE A GREAT SENSE OF HUMOR, ROSCO. SAY... HERE'S ONE THAT'LL PUT YOU AWAY: WHAT IS THE OPPOSITE OF WOE?

WHAT IS THE OPPOSITE OF WOE, COUSIN SUNSHINE?

WHATEVER IT IS, I DON'T HAVE IT.

GODDYP! OH, HAW, HAW! THE OPPOSITE OF 'WHOA', GET IT? OH, HA, HA!

THANK GOODNESS IT'S TIME FOR ME TO GO TO WORK.

HEY, COUSIN ROSCO, WHAT DOES A FARMER DO TO HIS GIRL?

A TRACTOR! OH, HAW, HAW!

HEY... I'VE GOT ANOTHER! D'YA KNOW THE BEST WAY TO DRIVE A BABY BUGGY? TICKLE HIS FEET!

HAW, HAW, HAW!

WHOO! WHOO!

IF I SKIP DINNER AND SUPPER AND WORK UNTIL BEDTIME, MAYBE I CAN AVOID LISTENING TO HIS CORNY JOKES.

CONTINUED.

# HENRY

by CARL ANDERSON

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3-8

# The KATZENJAMMER KIDS

by JOE MUSIAL

HAW! DID YOU SEE ME OUTSHOOT DER MARSHAL?

SLAP LEATHER, GENTS!

POP!

SEE? IT'S SIMPLY A MATTER OF FIREPOWER!!!

SQUISH!

HELP! CAPTAIN! THE BRATS ARE AFTER ME!!

COOL OFF!

TEE WEE!

HAR! HAR! HO HO! HA HAR!

SEE, BRATS? IT'S ALL IN THE FIREPOWER!!

GIFS IDEAR!

IN CASE OF FIRE!

FIRE POWER YOU WANT?

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# beetle bailey by mort walker

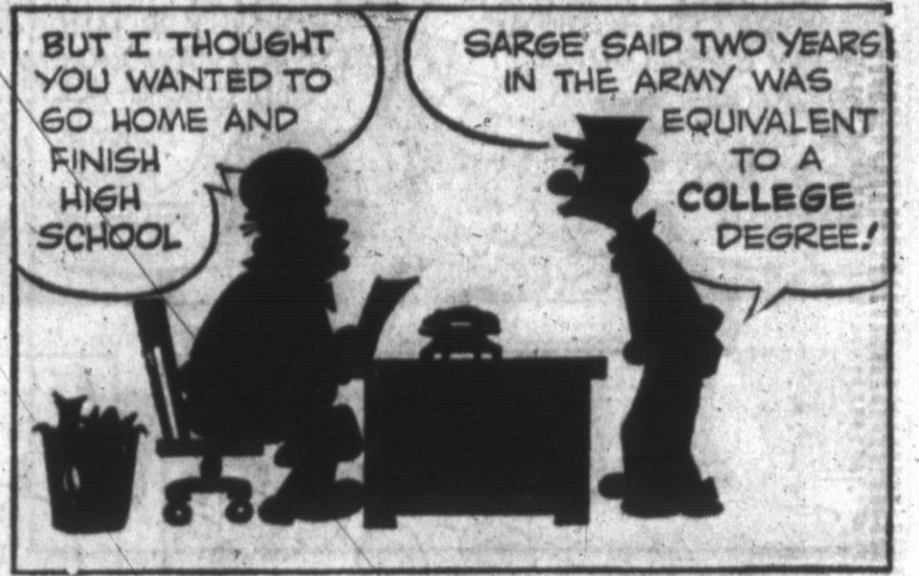


COME ON IN, ZERO



WHAT'S THIS? YOU'RE RE-ENLISTING?

YES, SIR



BUT I THOUGHT YOU WANTED TO GO HOME AND FINISH HIGH SCHOOL

SARGE SAID TWO YEARS IN THE ARMY WAS EQUIVALENT TO A COLLEGE DEGREE!



I'D LIKE TO HAVE THAT KHRUSHCHEV IN MY OUTFIT FOR A WHILE! I'D STRAIGHTEN HIM OUT!

SARGE'S CURE-ALL FOR EVERYTHING IS 'JOIN THE ARMY'



HIS SOLUTION FOR JUVENILE DELINQUENCY IS TO PUT ALL THE HOODS IN UNIFORM



HIS PRESCRIPTION FOR POOR HEALTH IS THE RUGGED MILITARY LIFE



HIS FORMULA FOR UNEMPLOYMENT IS... YOU GUESSED IT.



HE THINKS THE ARMY IS THE ANSWER TO EVERYTHING FROM PREJUDICE TO THE POPULATION EXPLOSION.



IT'S DRIVING ME OUT OF MY DOGGONED MIND!

YOU OUGHTA SIGN UP FOR ANOTHER HITCH, BEETLE. NOTHING CURES THE BUGS LIKE A GOOD, REGULAR LIFE

3-8 Mort Walker

## FLASH GORDON by MAC RABOY

FLASH'S INSTRUMENTS HAVE BEEN KNOCKED OUT BY RADIATION CAUSED BY THE ALIEN PET'S HOWLING! AND UNLESS HE TAKES OFF...



TWO MINUTES, GORDON! GET US OFF THE SATELLITE --OR I PULL THE TRIGGER!

OKAY, BREEN...



...BUT I'VE GOT TO WARM THE ENGINES! IT MAY TAKE LONGER!

STALLING FOR TIME, FLASH DASHES TOWARD THE SHIP'S ENGINE ROOM, WHERE DALE AND MIKI HAVE BEEN TAKEN AT GUN POINT...



THOSE KILLERS WON'T BELIEVE THE CONTROLS ARE DEAD ... AND I CAN'T TAKE OFF! YOUR HOWLS MADE THIS MESS ... NOW GET US OUT OF IT!

SORRY IF THIS HURTS, PAL...



AN ELECTRONIC LOCK... AND YOU'VE BLOWN IT OUT NICELY, ZHLUBB!



WH...?! GORDON! DOUBLE-CROSSING CREEP! LET 'IM HAVE IT!



HEY!! MY GUN'S GONE NUTS! ... IT'S BURNING H-HOT..!

OW!!



THE JOINT'S FULL O' LIGHTNING! I'M GETTIN' OUT OF HERE.. OWWWW!

I'LL PAY 'EM FOR THIS! NONE OF 'EM GETS OUT ALIVE!

NEXT WEEK-SHOWDOWN!

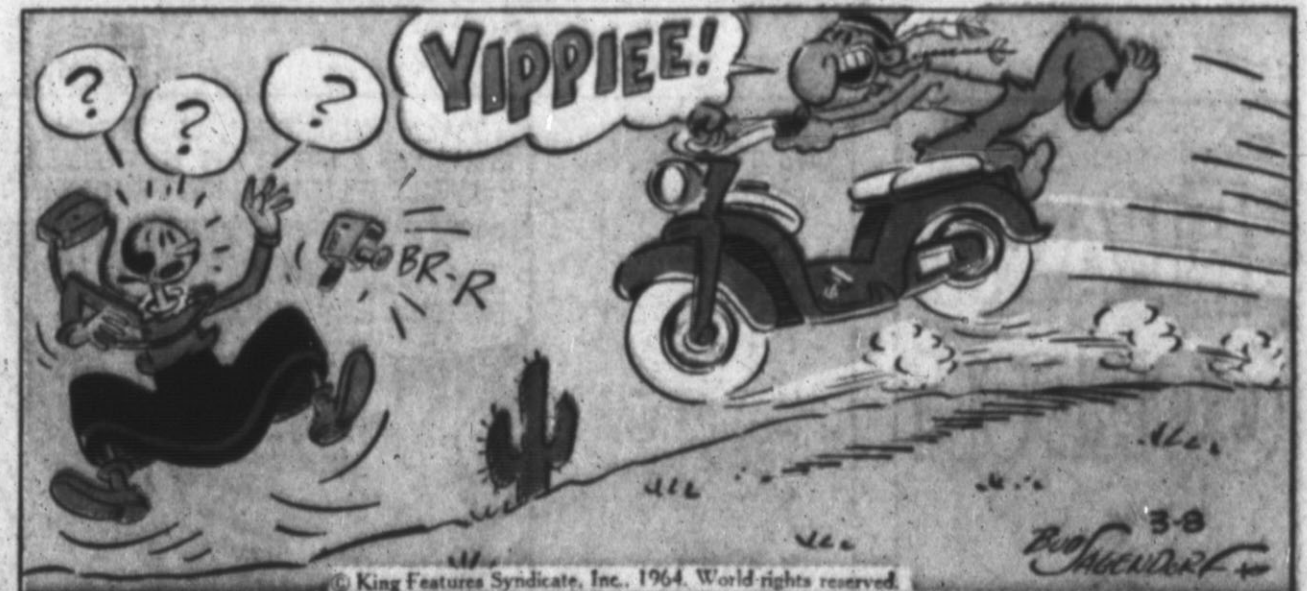


# LITTLE LODINE by JIMMY HATLO



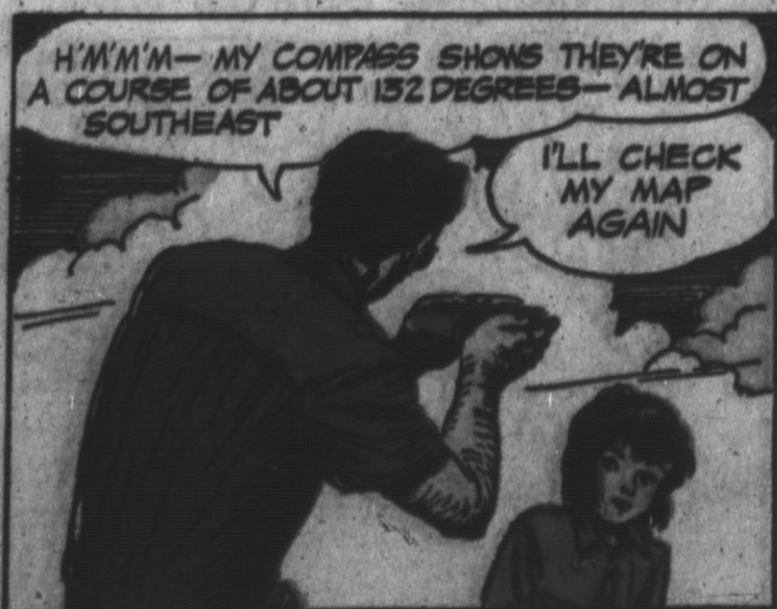
# THIMBLE THEATRE starring POPIEYIE

by BUD SAGENDORF



# LITTLE ANNIE ROONEY

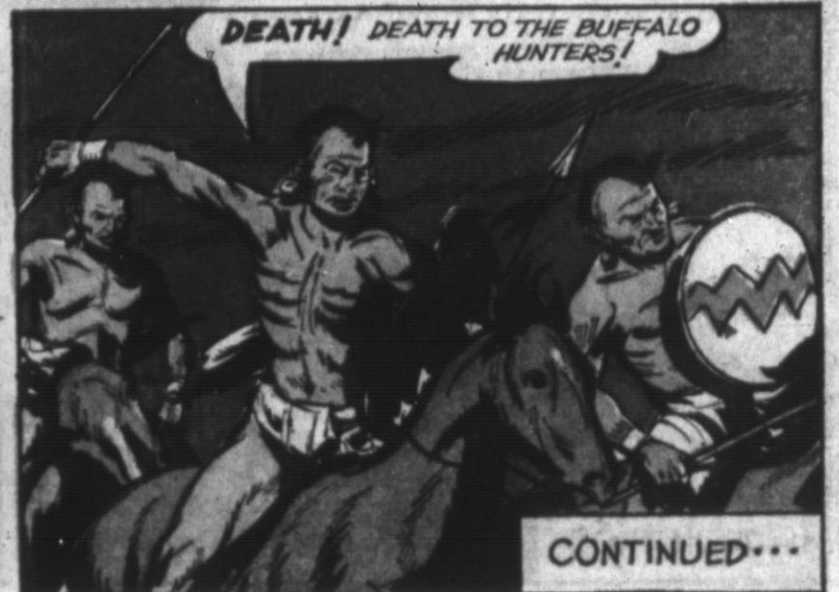
By DARRELL McCLURE





# The LONE RANGER

by Charles Flanders and Paul S. Newman



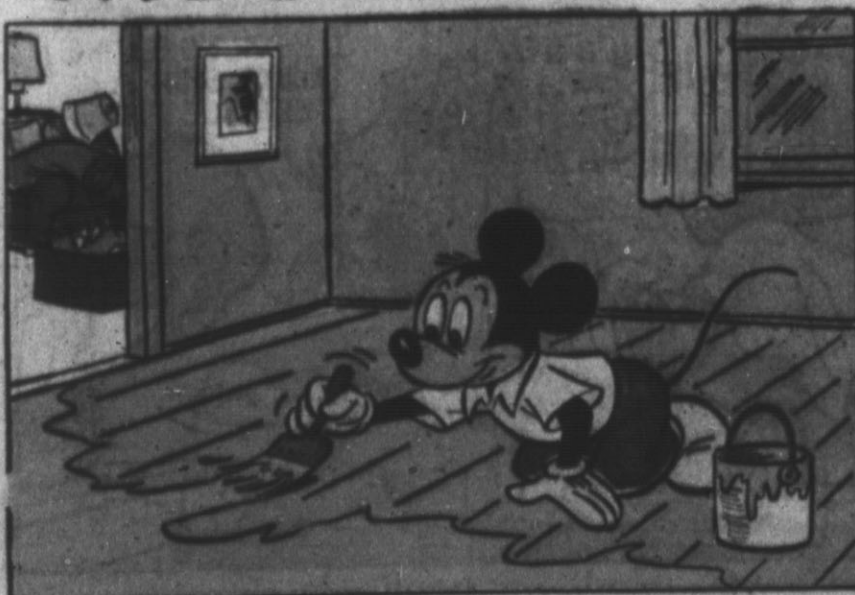
# DONALD DUCK

by WALT DISNEY



# MICKEY MOUSE

by WALT DISNEY







**MISTER BREGER**

by Dave Breger



BARNEY GOOGLE and **SNUFFY SMITH**

by FRED LASSWELL

