

WEATHER

	Moisture	High	Low
Thursday	40	7	
Friday	52	30	
Saturday	65	33	
Moisture this Month: .00			
Moisture this year: .00			
Moisture last year: .20			

The Sunday Brand

26 pages

Including 22 Colored Comics

Published Every Sunday

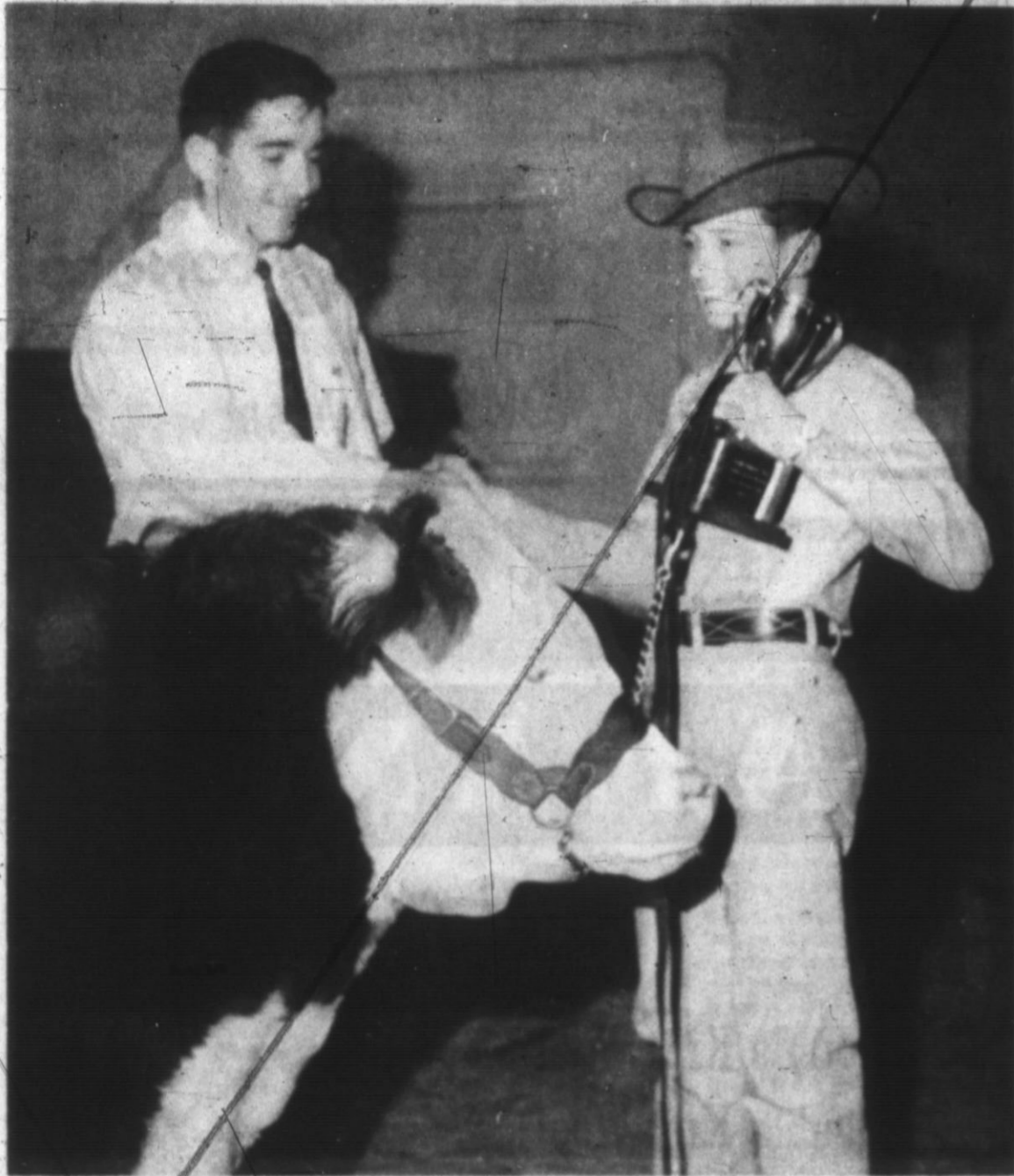
Our Slogan, "More People — More Farms"

VOL. 16 — NO. 29

HEREFORD, TEXAS, 79045 SUNDAY, JANUARY 19, 1964

PRICE — 15c PER COPY

Calf Sale Sets Record At \$3.55 lb.



HIGH STEAKS—First National Bank paid a record price for the grand champion steer of the Golden Spread Western show here Saturday shown by Junior Whaley, Oldham 4-H clubber. Buying the steer for the bank was Wheeler Sears (left) who paid \$3.55 a pound or a total of \$3078.80. (Staff Photo)

Lazbuddie, Hart FFA Boys Win Top Lamb Show Prizes

Three Lazbuddie youths and a lad from Hart walked off with the five top places in the lamb division of the Golden Spread Western Junior Livestock show here this past week. All were members of the FFA.

Terry Parham, Lazbuddie, showed the champion fine wool lamb which brought \$1.10 per pound in Saturday's sale. The lamb was bought by Foster McGee Fertilizer Co.

James Koehler, also of Lazbuddie, showed the champion fine wool crossbred. The lamb was bought by Jack Renfro for 80 cents a pound. Timmy Foster, Lazbuddie, exhibited the champion medium wool lamb, which was bought by Hereford

Grain Co. for 60 cents a pound. Jerry Smith, Hart, showed both the champion Southdown and the champion in other breeds, each of which brought 75 cents a pound at Saturday's sale. The first was bought by Hart Grain Co. and the second by Hart Gin.

Here are the winners by classes and breeds, in the sheep division.

Fine Wool Cross
James L. Koehler, Lazbuddie, first; Steve Roark, Oldham 4-H, second; Lester Kirkland, Vega, third; Auddie Sharp, Oldham 4-H, fourth; Kenny Donathan, Oldham 4-H, sixth; Ricki Roark,

Oldham 4-H, seventh; Jack Wolf, Vega, eighth.

Fine Wool
Terry Parham, Lazbuddie, FFA, first; Joe Linger, Vega, second; Larry McKay, Hart FFA, third; Terry Parham, Lazbuddie FFA, fourth; Richard Connell, Dimmitt FFA, fifth; Steve Roark, Oldham 4-H, sixth; Tommy Gross, Dimmitt FFA, seventh; Sammy Harlan, Lazbuddie FFA, eighth; Richard Connell, Dimmitt FFA, ninth; Larry McKay, Hart FFA, 10th; Lester Kirkland, Vega, 11th; Ricky Garber, Nazareth, 12th; Auddie Sharp, Oldham 4-H, 13th, and Kim Sharp, Oldham 4-H, 14th.

Medium Wool
Timmy Foster, Lazbuddie FFA, first; Steven Foster, Lazbuddie, second; Mac Brown, Lazbuddie FFA, third; Royce Barnes, Lazbuddie FFA, fourth; Howard Rhodes, Friona FFA, fifth; Marianna Gammon, Lazbuddie FFA, sixth; Glenn Fleming, Vega FFA, seventh; Steven Foster, Lazbuddie, eighth; Steven Jesko, Hereford, ninth;

Grand champion steer of the Golden Spread Western Junior Livestock show sold for a record high, \$3.55 per pound, at Saturday's sale, with First National Bank of Hereford as the top bidder.

The steer, weighing 856 pounds, was shown by Junior Whaley, Oldham 4-H club member, Star Route, Adrian. Total price was \$3078.80.

Bill Cole, Hereford, Route 2, showed the reserve champion, also a Hereford. Community Grain Co., Easter, bought the calf for \$1.60 per pound.

Other winners in the calf division were:

Lightweight
Kathy Garrison, Oldham 4-H, first; Tex Phipps, Friona FFA, second; Donnie Allred, Oldham 4-H third; Lynn Phipps, Friona FFA, fourth; Donna Olson, Hereford 4-H fifth; James Short, Hereford FFA, sixth; Cheryl Cole, Dimmitt 4-H, seventh; Ronnie Andrews, Hereford FFA, eighth; Mike Riethmayer, Friona FFA, ninth; Jackie Andrews, Hereford FFA, eighth;

Medium Weight
Larry Minks, Hereford, first; Bobby Ayres, Oldham 4-H, second; Becky Higgins, Hereford, third; Jim Higgins, Hereford, fourth; Nancy Minks, Hereford, fifth; Kathy Garrison, Oldham 4-H, sixth; Gerald Witkowski, Hereford, seventh; Tex Phipps, Friona, eighth; Jackie Andrews, Hereford, ninth; Margaret Minks, Hereford, 10th; Kim Gripp, Hereford, 11th; Donnie Allred, Oldham 4-H, 12th; Kirk Garrison, Oldham 4-H, 13th, and Bill Cole, Hereford, 14th.

Junior Whaley, Oldham 4-H, first and grand champion of show; Bill Cole, Hereford 4-H, second and reserve grand champion of show; Rex Wells, Friona, fourth; Becky Higgins, Hereford, fourth; Perry Kirkland, Oldham 4-H, fifth; Greg Richards, Hereford, sixth; Rex Hand, Farmer County 4-H, seventh; Dusty Thomas, Hereford 4-H, eighth; Jim Higgins, Hereford 4-H, ninth; Deborah Thomas, Hereford 4-H, 10th; Ronald Paetzold, Hereford, 11th; Gary Hand, Friona, 12th; Margaret Minks, Hereford, 13th; James Gable, Friona, 14th; Mark Martin, Hart, 15th; Dale Minor, Hereford, 16th; Danny Parker, Friona, 17th; Ronnie Andrews, Hereford, 18th, and Loyd Brandes, Vega, 19th.

Lazbuddie Boy's Pig Takes Show

An FFA member from Lazbuddie walked off with the top prize in the hog show at the Golden Spread Western show here Saturday. Jimmy Seaton's Hampshire won the grand championship out of a field of more than 100 barrows displayed.

A Poland China shown by Steve Myrick of the Hart FFA club won the reserve grand champion prize.

Breed champions were as follows:

Berkshires: Jimmy Campbell, Hereford FFA, first; Larry Brown, Hereford FFA, second; Kerry Stueve, Dimmitt FFA, third; Jerry Todd, Hart, fourth; Bob Crick, Hart, fifth; Larry Parker, Hart, sixth; Ronnie Nuneley, Hereford, seventh; Tommy Mars, Hereford, eighth; Jimmy Mars, Hereford, ninth, and Larry Odom, Dimmitt, 10th.

Heavy: Roger Lancaster, Hart FFA, first; Gary Heller, Hart FFA, second; Billy Bob Bell, Hart FFA, third; Mike Riethmayer, Friona, fourth; Roger Lancaster, Hart FFA, fifth; Lloyd Bradshaw, Lazbuddie, sixth; Billy Inscore, Hart, seventh; Lester Schulte, Nazareth, eighth; Bobby Lancaster, Hart, ninth, and Gary Coker, Lazbuddie, 10th.

Chester Whites
Light: Roger Davis, Hart, first; Stanley Brooks, Hart, second; Buddy Emby, Lazbuddie, third; David Block, Hereford, (Continued on Page 3)

Lazbuddie 4-H, grand champion, Theresa Seaton, Lazbuddie 4-H, reserve grand champion.

Individual winners, by breeds, were as follows:

Berkshires
Light: Jimmy Campbell, Hereford FFA, first; Larry Brown, Hereford FFA, second; Kerry Stueve, Dimmitt FFA, third; Jerry Todd, Hart, fourth; Bob Crick, Hart, fifth; Larry Parker, Hart, sixth; Ronnie Nuneley, Hereford, seventh; Tommy Mars, Hereford, eighth; Jimmy Mars, Hereford, ninth, and Larry Odom, Dimmitt, 10th.

Heavy: Roger Lancaster, Hart FFA, first; Gary Heller, Hart FFA, second; Billy Bob Bell, Hart FFA, third; Mike Riethmayer, Friona, fourth; Roger Lancaster, Hart FFA, fifth; Lloyd Bradshaw, Lazbuddie, sixth; Billy Inscore, Hart, seventh; Lester Schulte, Nazareth, eighth; Bobby Lancaster, Hart, ninth, and Gary Coker, Lazbuddie, 10th.

Chester Whites
Light: Roger Davis, Hart, first; Stanley Brooks, Hart, second; Buddy Emby, Lazbuddie, third; David Block, Hereford, (Continued on Page 3)

1963 ACCIDENT REPORT County Is Ranked Sixth In Summary

Ten traffic accidents in December on Deaf Smith County's rural highways pushed the total number of highway crashes to 109 for the year, according to Sergeant W. E. Wells, patrol supervisor for the area.

With four motorists injured during the month, the report shows that 44 received injuries in collisions during the year, and one person was killed in rural accidents, he continued.

According to statistics provided by Texas Department of Public Safety, Deaf Smith County was ranked sixth in the total amount of estimated property damages in the Panhandle area.

Total losses for the year reported to be \$98,266. Counties leading in the number of accidents, persons killed and injured, and property damage were Hutchinson and Gray counties in the northern Panhandle. The report shows Hutchinsons

County with 107 accidents, eight fatalities, 52 injuries, and property damages totaling an estimated \$146,572 for the year. In Gray County, 11 persons died in traffic accidents and 115 were injured during 1963. Total property damage was \$125,340 in the 192 accidents reported.

Other counties topping the traffic record of Deaf Smith County were Rotter, Randall and Carson.

As far as the number of fatal accidents are concerned, according to the report, this area tied with three other Panhandle counties for the second lowest number of highway traffic fatalities.

Roberts and Sherman counties reported no traffic deaths for the year while Deaf Smith, Motley, Dallam, and Hemphill counties reported only one.

"When the final reports are tabulated, we will find that more people were killed in Texas traffic accidents during 1963 than in any previous year," the Highway Patrol Sergeant stated. "The final count is expected to be about 10 per cent more than the 2421 traffic deaths in 1962."

The patrol supervisor reminded all motorists to think about the more than 6000 people that have been killed in Texas traffic accidents in the last two years and to join the drive to reverse this alarming trend of death by strictly observing traffic laws and the rules of safe driving.

Hereford Still Puffing Away, But Worriedly

"This whole business about cigarettes and cancer has made me so nervous I'm smoking more than ever before."

"It's just a gimmick to get the price up, so I'm buying my cigarettes six cartons at a time until this price scare blows over."

Those are statements which Hereford folk made to their grocers and druggists this week after the Jan. 18 announcement by government physicians that cigarettes and cancer seem to be linked together.

But, all in all, Hereford is still taking its little white tubes at about the same rate as before the scary announcement was made, a Brand survey Friday revealed.

Only one druggist admitted that cigarette sales were off considerably. "As I see it," he summed up, "many people now are scared, so they are cutting down on the number of cigarettes they smoke per day. But eventually they'll forget all about the report and go right

back to their two-three packs a day."

Most stores, did report, however, that cigars and pipe tobacco sales had increased. One grocer, who said his pipe and cigar sales "normally were just fair," admitted that sales of this form of tobacco had increased, but he added: "We think it's a temporary thing; they'll be right back on cigarettes in a few weeks."

The woman who said she was buying her cigarettes in bulk quantities told her grocer that the "whole deal is just something to make people smoke more cigarettes and thereby force the price up. I'm laying in my cigar."

large quantities told her grocer that the "whole deal is just something to make people smoke more cigarettes and thereby force the price up. I'm laying in my cigar."

Around Town

Leo Witkowski will speak at the Deaf Smith County Democratic club meeting Monday at the Community Center, starting at 7:30. Public is invited. Witkowski will tell of the recent National Wheat Growers' convention in Amarillo.

The Bippus Home demonstration club is staging a demonstration of month-to-month resuscitation Wednesday night at 7 o'clock at the Bippus Community House. The demonstration will be given by Ray Simpson.

Panhandle Sports Hall of Fame awards are to be presented at the YMCA, 9th and Van Buren, in Amarillo Feb. 2 at 2 p.m. Several from Hereford are expected to attend. The meeting was originally scheduled for Jan. 26. (Continued on Page 3)

Coleman Enters County Race

Bruce Coleman authorized The Brand Saturday to announce his candidacy for Commissioner, Precinct 3, subject to the Democratic Primary May 2.

Coleman, who is 35, has lived one mile south of the County Barn for practically all his life, is a farmer and raises Angus cattle.

He attended school at Friona, Texas A&M University and Texas Tech. Two of his children attended Walcott school. He and Mrs. Coleman also have a pre-school boy. He is an elder in the First Christian Church, and both Mr. and Mrs. Coleman teach Sunday School classes. Coleman is a member of the Child Welfare Board here.

If nominated and elected, he says he will honestly and efficiently represent the people in his precinct.



B TEAM WINS

Whitefaces Dump Littlefield 88 - 60

Hereford Whitefaces playing their hottest game of the season broke through Littlefield Wildcats' efforts at defense for an 88-60 win in their second district outing. The Herd so far has a 2-0 record for the season in district competition after a winning eight and losing seven in pre-district games.

In the B team game, the Whitefaces also scored an impressive win by downing Littlefield B team 81-38. Leading the team in scoring for the Herd was Steve Hodges who hit the net for 24 points. Robbie Lerhons and Joe Childers both hit the bucket for 13 points while Oscar Holmes netted 10.

Facing the Herd to the 28-point victory over the Wildcats was Jim Haney who hit the bucket for 24 points. Only two points behind Haney in total points for the Hereford quintet

was Earl Jackson, with Neal Lueb hitting for 18.

The Whitefaces and Wildcats traded point for point during the first minutes to the game, but the Herd broke loose on a scoring spree to hit 29 points to the Wildcats' nine as the buzzer sounded ending the first quarter.

Finding the range of the bucket to give the Herd the 18 point spread were Haney with six; Jackson with eight and Leub for 9. Danny Cates and Billy Hill each hit for two-pointers.

With three players hot, the Whitefaces increased their lead to 21 points at the half. Haney, Jackson, and Leub added seven each to the totals—with Cates hitting a bucket and Charlie Moreno two free shots. The Whitefaces now led by a 50-29 score.

Enjoying the ability to use the last break for the first time (Continued on Page 3)

Jim Monroe Asks For County Post

Jim Monroe, who lives three miles west of Walcott school, Saturday authorized The Brand to announce his candidacy for County Commissioner, Precinct 3.

Monroe operates a ranch in the west part of the county, and this is his first venture into politics. He has been a resident of Deaf Smith County since 1947.

"He has a wife and three sons, all of the ranch. He is president of the Walcott School board."

"I would appreciate the support of all the voters in Precinct 3 in the May 2 Democratic primary," he said.



JIMMIE DALE SEATON of the Lazbuddie Western show here. The pig sold to Foster FFA club, exhibited the grand champion Gin Co., of Lazbuddie for \$1.10 per pound. (Staff Photo)

Sale Of '64 Tags To Start Feb. 3

Deaf Smith County Tax Collector Nell Miller said Saturday her office would begin Monday, Feb. 3, issuing 1964 automobile registration plates.

She said her office also had on hand a supply of pamphlets issued by the Texas Department of Public Safety that explain in brief recent changes in the Safety Responsibility Law that went into effect the first of the year.

Each motorist will be given one of the pamphlets when he purchases his car plates, she said.

Numerous changes have been made in the law, and to help the motoring public become familiar with the new provisions, the tax office is making the pamphlet available to the drivers of the county.

Pigs...

(Continued from Page 1)
fourth; Billy Wall, Hereford, fifth.

Heavy: David Garcia, Hart, first; David Block, Hereford, second; Johnny Mars, Friona FFA, third; Joe Bob Sanders, Hart, fourth, and Jimmy Campbell, Hereford, fifth.

Folands
Light: Steve Myrick, Hart, first; Jerry Parker, Hart, second; Lester Schulte, Nazareth, third; Jim Aldridge, Dimmitt, fourth; Danny Rodriguez, Hart, fifth; Gary Royal, Hereford, sixth; Larry Johnson, Friona, seventh; Edwin Taylor, Friona, eighth; Harvey Sullivan, Hart, ninth; and Larry Davis, Hart, 10th.

Heavy: Jerry Smith, Hart, first; Edwin Taylor, Friona, second; Charlotte Seaton, Lazbuddie, third; Max Eubanks, Lazbuddie, fourth; Max Eubanks, Lazbuddie, fifth; Danny Schillings, Nazareth, sixth; Jerry Smith, Hart, seventh; and Larry Johnson, Friona, eighth.

Duroes
Light: Jerry Todd, Hart, first; David Smith, Hart, second; Larry Davis, Hart, third; Jimmy Seaton, Lazbuddie, fourth; Darrell McClain, Hart, fifth; Bobby Gleason, Lazbuddie, sixth; Rusty Wiseman, Vega, seventh; Lloyd Brandes, Vega, eighth; Larry Lance, Hart, ninth, and Danny Godfrey, Hart, 10th.

Heavy: Theresa Seaton, Lazbuddie, first; Jacky Dunn, Dimmitt, second and third; Barnard

Braddock, Nazareth, fourth; Danny Smith, Hart, fifth; Glenn Flemming, Vega, sixth; Ronnie Nunnally, Hereford, seventh; Don Braddock, Nazareth, eighth; Danny Godfrey, Hart, ninth; and Phil Krahn, Vega, 10th.

Hampshires
Light: Charlotte Seaton, Lazbuddie, first; Bobby Embry, Lazbuddie FFA, second; Ronald Mayfield, Lazbuddie 4-H, third; David Nafeger, Hereford, fourth; Ronnie Houston, Hereford, fifth; Oscar Brooks, Hart, sixth; Richard Connell, Dimmitt, seventh; Ronnie Houston, Hereford, eighth; Carl Myers, Hereford, ninth, and Larry Eubanks, Lazbuddie, 10th.

Heavy: Jimmy Seaton, Lazbuddie FFA, first and grand champion of show; Jerry Parker, Hart FFA, second; and reserve grand champion of show; Daryl McLain, Hart FFA, third; Cecil Wright, Hart, fourth; David Smith, Hart, fifth; Max Eubanks, Lazbuddie, sixth; Bobby Sims, Friona, seventh; Gary Eubanks, Lazbuddie, eighth; Kenneth Shulte, Nazareth, ninth, and Gary Helley, Hart, 10th.

Cross Breeds
Light: Theresa Seaton, Lazbuddie 4-H, first and reserve grand champion; Jim Aldridge, Dimmitt FFA, second; Dennis Krohn, Vega FFA, third; Jerry O'Connor, Vega, fourth; Ronald Ashford, Lazbuddie, fifth; Ellen McGowan, Hereford, sixth, and Ronald Ashford, Lazbuddie, seventh.

Heavy: Bobby Gleason, Lazbuddie, 4-H, first; Alice Myers, Hereford 4-H, second; Carl My-



WINNER IN the class A doubles event of the men's city bowling tournament held in December was Charlie Owen (above) and Jim Fox, who was not present. Trophy presentation to winners in the tournament was held Monday. (Staff Photo)

Hereford...

(Continued from Page 1)
ettes now before they force the price up."

So far as is known, she's the only customer who saw the report as a propaganda move to force a price-boost for cigarettes.

One Hereford druggist said he could see "little or no" difference in cigarette sales. "My sales mostly are by the pack," he explained, "and we are selling just as many packs now as we did before the Washington announcement. My cigarette man called at mid-week and we bought just as many cigarettes as we did last week."

One druggist declared he could see a vast increase in pipe sales. "We've dug out pipes that had been gathering dust for months and have unloaded most of them." However, he too, believed it is "just a fad they'll go back to cigarettes as soon as they get tired of their pipes. Many have smoked cigarettes too long to accept a substitute."

One grocer, who runs a large credit trade, said he had noticed a decline in filtered cigarettes as compared with the non-filtered. He attributed this to the fact that the report said filters did nothing to lessen cancer tendencies of smokers. He said one of his customers,

who had smoked a filtered variety for several years, told the grocer that he "never had liked filters anyway, so now I got a good excuse to dump them and go back to smoking my cigarettes straight."

So, all in all, the Brand's survey reveals that the Washington announcement may have slowed cigarette sales slightly, but most dealers believe the slump, if one exists, is only temporary.

Just the same, there are a number of persons who are attempting to give up cigarettes entirely. Six women in one neighborhood, for example, "quit" cigarettes his past week, even though the Washington re-

port showed that the fair sex is less susceptible to lung cancer than the lowly male.

Perhaps this statement by a Hereford druggist best sums up the cigarette situation here: "I think people are smoking as much as ever, but they aren't enjoying it as much. They're worried."

Off Florida the Gulf Stream seems to have a pulse which makes the water flow in repeated thrusts like blood in an artery.

The bald eagle now numbers less than 5,000.

The Spaniards took over the Philippine Islands in the 16th Century, named them for Philip II and converted most of the coastal and valley people to the Catholic Church.

Until a century ago, most paper was made from cloth.

FIRST WINGS

AIR FORCE ACADEMY, Colo. 68 - Approximately 250 cadets at the U. S. Air Force Academy, 10 per cent of the cadet wing, earned Eagle Rank during their Boy Scout days.

REMINDER .. from the man with the Hottest Brand Going!

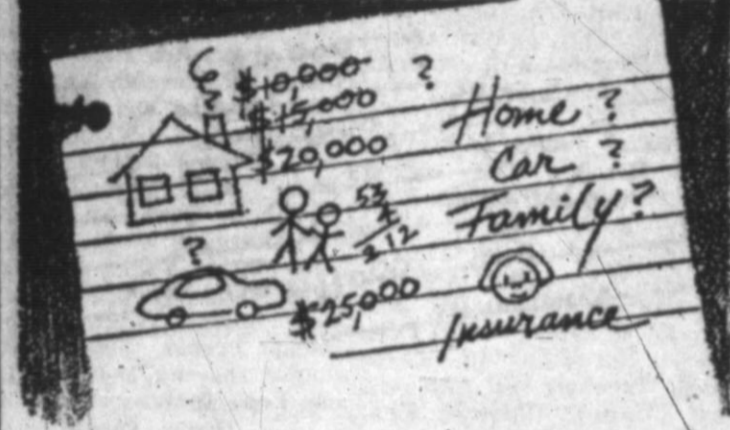
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BENNY WOMBLE - Agent

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ers, Hereford FFA, third; Tom Groves, Dimmitt, fourth; Ron De-wees, Vega, fifth; Ralph Melx-ner, Vega, sixth, and Danny Shillings, Nazareth, seventh.

Around...

(Continued from Page 1)
Officers and members of Boy Weiderbrook Post 4815 VFW extended thanks to citizens of Hereford for their part in the annual toy collection for less fortunate children for Christmas. Said Quartermaster John H. Green: "Through your help we were able to deliver toys to approximately 400 children."

Carl Worth Covington of Hereford is one of 396 seniors due to receive a bachelor's degree at North Texas State University Jan. 28. He is the son of Mr. and Mrs. C. W. Covington, 202 Western, in Hereford.

Two Deaf Smith County hog breeders have entered barrows in the Southwestern stock show in Fort Worth Jan. 24-Feb. 2. They are H. H. Rowland and David Nafzger.

The moon's gravity is only one-sixth that of the earth.

Tannahill's

JANUARY CLEARANCE

Botany's

Wool Flannel 60" - Reg. 3.98 **2.98**

Terra Tones 1 pc. Only - 62" - Reg. 4.98 **3.98**

Wamsutta

Better Cotton Prints and Plaids
Pima and Combed Cotton - 36", 39" & 45"
Reg. 1.29
1.39 & 1.49 **NOW 98c**

Dacron Prints

Looks and Feels Like Silk
45" - Reg. 1.69, 1.98 & 2.29
NOW 1.49

ONE GROUP
Cotton Prints
36" Reg. 98c & 1.19 **79c**

UNBLEACHED
MUSLIN
5 Yards **1.00**

Heller

Double Knit Wool 62" Strips, Reg. 9.95 **6.95**

Double Knit Wool 1 pc. Onl - 62" Beige - Reg. 7.98 **4.98**

Also Heller Wool Jersey 54" - Reg. 2.98 **1.69**

BRISTOL WOOL

54" Plaids & Stripes
Reg. 5.98
3.98

LARGE SELECTION
Lace Trims
1/2 PRICE

LARGE SELECTION
FINE COTTONS

Galey & Lord Tarpon Cloth Blends **\$1.59**
Galey & Lord Lazy Bones 1.98 - 2.29

THOMAS COTTONS
Wm. ANDERSON'S Cotton and Dacron
WAMSUTTA'S Heather Loom (85% Cotton - 15% Acetate)
COHAMA'S Dacron and Cotton
WAMSUTTA'S Redouble (Rayon and Silk Blend)
ALL 45" WIDE
REG. 1.98 to 2.69 **1.49**

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LIMITED NUMBER CHILDREN'S

ORLON SWEATERS Reg. 1.98 **1.29**

TODDLY WINKS

CARDIGAN SWEATERS Reg. 1.98 **1.29**

IMPORTANT NOTICE

THE

ANNUAL MEETING

OF THE

Hereford Texas Federal Credit Union

WILL BE

MARCH 10, 1964

7:30 P.M.

Hereford High School Auditorium

CHANGE OF DATE NECESSARY AFTER
AMENDMENT TO THE FEDERAL CREDIT UNION ACT

We almost promise good weather and
We DO promise an interesting program,
and many, many valuable
door prizes including
1964 PACKARD BELL TV

GROWTH OF RESOURCES AND RETURNS
SINCE ORGANIZATION JULY 1936

Resources	Returns To Members
\$125.44	1936 .. 0-
\$3,720.64	1940 .. \$94.12
\$21,117.52	1945 .. \$507.53
\$87,900.57	1950 .. \$2,158.18
\$733,566.39	1955 .. \$31,706.86
\$2,347,955.57	1960 .. \$107,034.20
\$2,894,166.39	1963 .. \$137,422.10

YOU ARE INVITED TO PARTICIPATE IN SERVICES AND RETURNS

Hereford Texas Federal Credit Union

Across the Street East of Courthouse

Lazbuddie...

(Continued from Page 1)
 Johnny Mitchell, Lazbuddie FFA, 10th; Johnny Mitchell, Lazbuddie FFA, 11th; Gary Beauchamp, Bovina FFA, 12th; and Eddie Corn, Bovina FFA, 13th. **Southdown and Southdown Cross** Jerry Smith, Hart FFA, first; Jerry Roach, Bovina FFA, second; Jim Aldridge, Dimmitt FFA, third; Glenn Goggans, Friona FFA, fourth; Don Ready, Friona FFA, fifth; Jerry Don Carlton, Friona, sixth; Mike Wayne Wooley, Friona FFA, seventh; Dan Petty, Dimmitt FFA, eighth; Tommy Lance, Nazareth ninth; Darrell R. Mason, Lazbuddie FFA, 10th; Richard B. Gordon, Lazbuddie FFA, 11th; Darrell R. Mason, Lazbuddie FFA, 12th; Mike Wayne Wooley, Friona FFA, 13th; Steve Sharp, Hart FFA, 14th; Mike Hand,

Friona FFA, 15th; Tommy Gross, Dimmitt FFA, 16th; Larry Odum, Dimmitt FFA, 17th; Steve Robbins, Hereford, 18th and 19th.
Other Breeds and Crosses Jerry Smith, Hart FFA, first; Larry Jones, Nazareth, second; Timmy Foster, Lazbuddie FFA, third; Jimmy Hoelting, Nazareth, fourth; August Ray Brockman, Nazareth, fifth; Mike Hand, Friona FFA, sixth, and Jimmy Hoelting, Nazareth, seventh.

Whitefaces..

(Continued from Page-1)
 this season, the Herd put up an effective defense against Wildcat efforts forcing Littlefield to shoot from the outside. While the Wildcats employed a full court press for the last



THESE LADS were the best showmen at the Golden Spread Western show held here Thursday, Friday and Saturday. Left to right: James Short, Hereford FFA, best showman of calves; Steve Foster, also of Lazbuddie 4-H club, best sheep showman, and Bobby Gleason, Lazbuddie 4-H, best show-

man of barrows; Steve Foster, also of Lazbuddie 4-H club, best sheep showman, and Bobby Gleason, Lazbuddie 4-H, best show-

First State Bank, Dimmitt, 30 cents pound.
 Mike Riethmayer, Friona FFA, sold to Friona State Bank, 27 1/2 cents pound.
 Danny Smith, Hart FFA, sold to Don Jackson, 27 1/2 cents a pound.
 Ronny Houston, Hereford FFA, sold to WAC Seed Co., 40 cents pound.
 David Smith, Hart FFA, sold to Community Grain Co., 26 cents pound.
 Glenn Fleming, Vega FFA, sold to Russell & Simmons Grain Co., 41 cents pound.
 Oscar Brooks, Hart FFA, sold to Hereford Texas Federal Credit Union, 26 cents pound.
 Max Eubanks, Lazbuddie FFA, sold to Smith Gin Co., 40 cents pound.
 Richard Connell, Dimmitt FFA, sold to First State Bank, Dimmitt.
 Bobby Sims, Friona FFA, sold to Sims Texaco, Friona, 37 cents pound.
 Ronny Houston, Hereford FFA, sold to Deaf Smith County Gin, 30 cents pound.
 Gary Eubanks, Lazbuddie FFA, sold to First National Bank, Friona, 42 1/2 cents pound.
 Kenneth Schulte, Nazareth FFA, sold to First State Bank, Dimmitt, 40 cents pound.
LAMBS
 Terry Parham, Lazbuddie FFA, sold to Foster McGee Fertilizer Co., \$1.10 pound.
 James Koehler, Lazbuddie FFA, sold to Jack Renfro, 80 cents pound.
 Timmy Foster, Lazbuddie FFA, sold to Hereford Grain Co., 60 cents pound.
 Jerry Smith, Hart FFA, sold to Hart Grain Co., 75 cents pound.

A BAD WRECK!

Would You Have Sufficient Insurance?

Plains Insurance Agency
 Since 1926
 Jno. H. Patton W. H. Patton
 Robert Lemons

J. F. MARTIN

Candidate For
Commissioners Precinct 1

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(Paid Pol. Adv.)

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409 Ave. C

SUNDAY, JAN. 19

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3 bedrooms, attached garage, tile bath.

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 SW5-1250 or SW9-5686

of the second half and during the final two periods, Hereford effectively broke under the bucket for lay-ups and controlled the boards at both ends of the court. In the third period, the Herd's effort seemed to slow with only Haney hitting. Jackson added only four to his total as Lueb dropped one in the bucket for two. Cates added a free throw. Score at the end of the third stanza was 67-47. In the fourth and final period, Haney slacked off and hit only one free shot with Jackson hitting three and Lueb two for starters. Coming in with less than two minutes on the clock, Gary Stagner hit for four, David Stevens for three, and Charlie Moreno, Kenney Justice, and Gary Stagner for two each. Moreno had been in the game previously at the end of the second quarter. With the Wildcats trying desperately for the ball, the Herd was able to increase its margin 28 points by the game's end. At one point on the court, tempers flared enough for one Wildcat player to draw a technical foul when he questioned a foul-

ed called by the referee.
 The game ended in confusion as Justice sank a lay-up and Stevens hit for one, the Wildcat team walked off the floor thinking apparently the game was over. However, two seconds remained officially on the clock as fans began leaving.
 Five members of the Wildcats were called back on the floor by the coach, then the game ended with the Whitefaces scoring the biggest margin of victory.
 The loss leaves the Wildcats with a zero and three record in District I-AAA.

EM 4-3810 EM 4-3810

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Sale...

(Continued from Page 1)
 46 cents pound.
 Jackie Andrews, Route 2, Hereford, sold to Hayes Implement Co., 41 cents pound.
 Steve Olson, Route 3, Hereford, sold to Plains Fertilizer Co., 42 cents pound.
 Ronald Paetzold, Hereford, sold to Hereford Feed Yards, 36 cents pound.
 Margaret Minks, Hereford, sold to Dameron Hereford Ranch, 39 cents pound.
 Gary Hand, Friona, sold to Paetzold Fertilizer Co., Easter, 31 cents pound.
 Kim Gripp, Hereford, sold to Deaf Smith Co., Gin, 41 cents pound.
 Margaret Minks, Route 4, Hereford, sold to Her-Tex Milling Co., 40 cents pound.
 Lynn Phipps, Friona, sold to Owen Seamounts, 31 cents pound.
 Johnny Gilbert, Route 1, Hereford, sold to C. D. Carnahan & Son, 35 cents pound.
 Kim Gripp, sold to Easter Gin, 37 cents pound.
BARROWS
 Jimmie Dale Seaton, Lazbuddie, bought by Foster Gin, Lazbuddie, for \$1.10.
 Jimmy Campbell, Hereford FFA, sold to Buck Trotter, 50 cents pound.
 Roger Lancaster, Hart FFA, sold to Community Grain Co., 25 cents.
 Roger Davis, Hart FFA, sold to McLean & Mobile Insurance Agency, 32 1/2 cents pound.
 Jerry Todd, Hart FFA, sold to Co-Op Gin at Hart, 32 1/2 cents pound.
 Theresa Seaton, Lazbuddie, sold to Foster & McGee Fertilizer Co., Lazbuddie, 41 cents.
 Buddy Embry, Lazbuddie FFA, sold to First National Bank, Bovina, 40 cents pound.
 Jerry Parker, Hart FFA, sold to Easter Grain Co., 27 cents pound.
 Jerry Parker, Hart FFA, sold to Kinsey-Osborn Motor Co., 26 cents pound.
 Theresa Seaton, Lazbuddie, sold to Foster-McGee Fertilizer, Lazbuddie, 49 cents pound.
 Bobby Gleason, Lazbuddie, sold to Shirley Grain Co., 40 cents pound.
 Larry Brown, Hereford FFA, sold to Hereford Gin, 51 cents pound.
 Gary Heller, Hart FFA, sold to H&W Implement Co., 26 cents pound.
 Stanley Brooks, Hart FFA, sold to E. B. Black Co., 28 cents pound.
 David Block, Hereford FFA, sold to Easter Fertilizer Co., 70 cents a pound.
 David Smith, Hart FFA, sold to Hereford Grain Co., 30 cents.
 Jacky F. Dunn, Dimmitt FFA, sold to Community Grain Co., 42 cents pound.
 Steve Myrick, Hart FFA, sold to Doc Coffey Pontiac Co., Amarillo, \$1 pound.
 Ronald Mayfield, Lazbuddie, sold to Foster McGee, 45 cents pound.
 Darryl McLain, Hart FFA, sold to First State Bank, Dimmitt, 29 cents pound.
 Danny Rodriguez, Hart FFA, sold to Deaf Smith Co. Gin, 30 cents pound.
 Edwin Taylor, Friona FFA, sold to H & W Implement Co., 27 1/2 cents pound.
 Alice Moore, Hereford, Hereford Gin., 32 1/2 cents pound.
 Kerry Struve, Hereford FFA, sold to Community Grain Co., 52 1/2 cents pounds.
 Billy Bob Bell, Hart FFA, sold to Hereford Grain Co., 25 cents pound.
 Larry Davis, Hart FFA, sold to Hereford Texas Federal Credit Union, 31 cents pound.
 Jacky F. Dunn, Dimmitt FFA, sold to Kenly Gear Machine Works, 57 1/2 cents pound.
 David Nafzger, Hereford, sold to Easter Fertilizer Co., 50 cents pound.
 Cecil Wright, Hart FFA, sold to Hereford Grain Co., 25 cents pound.
 Gary Royal, Hereford, sold to Walco Drilling Co., 60 cents pound.
 Charlotte Seaton, Lazbuddie FFA, sold to Northside Gin, Lazbuddie, 42 1/2 cents pound.
 Jerry Todd, Hart FFA, sold to

of the second half and during the final two periods, Hereford effectively broke under the bucket for lay-ups and controlled the boards at both ends of the court. In the third period, the Herd's effort seemed to slow with only Haney hitting. Jackson added only four to his total as Lueb dropped one in the bucket for two. Cates added a free throw. Score at the end of the third stanza was 67-47. In the fourth and final period, Haney slacked off and hit only one free shot with Jackson hitting three and Lueb two for starters. Coming in with less than two minutes on the clock, Gary Stagner hit for four, David Stevens for three, and Charlie Moreno, Kenney Justice, and Gary Stagner for two each. Moreno had been in the game previously at the end of the second quarter. With the Wildcats trying desperately for the ball, the Herd was able to increase its margin 28 points by the game's end. At one point on the court, tempers flared enough for one Wildcat player to draw a technical foul when he questioned a foul-

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292 A., 2-8 inch wells, nat. gas, 1 mile of tile, 133 milo, 5 1/2 wheat, 83 grass, nice 2 bedroom house, \$450.00 per acre, terms. (AD-19)
216 A., 1-8 inch well, nat. gas, tile, 10 cotton, 119 milo, 40 wheat, 2 bedroom house and barn, \$425.00 per acre, 29% down, bal. 15 years. (AP-1)
Near Plainview, 160 A., all cult., perfect, 1-8 inch and 1-6 inch well, good water, nat. gas, 1/2 mile of tile, 93 milo, 25 wheat, 37 1/2 cotton, small barn, \$650.00 per acre, will trade for 1/2 section in Deaf Smith, Parmer, or Castro Co. (AS-2)
326 A., on paving, 2-8 inch and 1-5 inch well, nat. gas, 174 milo, 55 wheat, \$500.00 per acre 29% down. This land is perfect! (BD-13)
490 A., all cult., 3-8 inch wells, nat. gas, approx. 310 milo, 140 wheat, 13 cotton, 3 bedroom house, \$400.00 per acre, 29% down. (BD-14)
633 A., 40 of grass and lake, bal. in cult. 4-6 inch wells, nat. gas, lake pump, tile, 210 milo, 210 wheat, nice 3 bedroom house, \$400.00 per acre, terms. (CD-1)
Moore Co. 650 A., all cult., on paving, 1-8 inch well, 285 wheat, 267 milo, \$275.00 per acre, cash or terms. (2CM-1)
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Good 1/2 sec. in Castro County with 8" well, near pavement, good allots. old improvements. \$425 per acre.
Choice 1/2 sec. NW of city with 8" well. A good buy at \$400 per acre.
Perfect 1/4, nice improvements, new well, 6 mi. from town. \$425 A.
Choice 8D acre tract, 95 A. allots., improved, good well, pipe, on pavement. 20 A. cotton.
Section in Castro County, good water, fully allotted, near perfect.
Overallotted 1/2 sec., 2 strong 8" wells, near city. Well worth \$450 per acre.
Perfect 1/2 in Parmer County, 6" well, good house and barn, on pavement, good allots. and good yield. \$200 per acre.
QUALIFIED BUYER for 1/2 section between Dimmitt and Springlake.
INCOME PROPERTY
12 Unit, low rental tile brick apartment building. Ideally located. Gross income \$780.00 per month. Low taxes. Price \$40,000.

HOUSES
Nice 3 bedroom frame house, large rooms, fenced yard, good location. Large existing loan, low down payment. Owner must sell.
Large 3 bedroom brick, nice location. Make an offer-owner must sell.
Nice 2 bedroom house, easily convertible into 4 bedroom. Huge game room with snooker table etc. Approximately 3,030 square feet. \$19,500.00
BRING US YOUR LISTINGS!
CAMPBELL REAL ESTATE
1 1/2 Miles West on Hwy 60
Phone EM 4-0972
Mrs. Gwen Leatherman
Jack Campbell
"Mutt" Wheeler
Bruce Plummer
Gene Campbell
B-4-27-2c

FARMS, RANCHES, CITY PROPERTY, INDUSTRIAL PROPERTY BOOZER REAL ESTATE
439 N. Main
Phone EM 4-1755
B-4-2-7c

FOR RENT
APARTMENTS FOR RENT
Looking for 2 large bedrooms with double bath, complete with all the trimmings? Before you move you owe it to yourself to see these outstanding features:
Luxurious Carpets
Private Patio
Paneled Living Room
Drapes
Refrigerator - Stove
Dishwasher
Plumbed for Washer & Dryer
Ample Storage
THUNDERBIRD APARTMENTS
So. Centre & Park Ave.
Open from 2 to 6
Or call for an appointment
MARK IV REALTORS
EM 4-2220
B-5-28-tfc

FOR SALE (\$13,000) OR LEASE (\$125.00 Mo.)
807 Blevins - New 3 bdrm. house, central heat, single garage, fenced yard. Key at 806 Ave. "K". Write Box 146, Hardesty, Okla.
B-5-29-4p

APARTMENT FOR rent. 505 Roosevelt. Single, White man, woman, or couple. Three rooms furnished. Bills paid. \$65.00 month. EM4-2023.
B-5-19-3-2c

FOR LEASE: Office or store building, 25 x 50 brick. Will redecorate. 116 West 2nd. Clyde Cave.
B-5-15-3-4P

ATTRACTIVE ONE BEDROOM furnished duplex to white adults. Central heat. Utilities paid. Available 19th. 711 East Third.
B-5-17-3-TFC

FURNISHED APARTMENT and bedroom duplex. Single or couple. EM4-3388.
B-5-10-3-3p

200 ACRES in cultivation for lease. Good allotment. 2-8 inch wells. Between Hereford and Dimmitt. Hap Cavness. Call EM4-3128 after 5:00 p.m.
B-5-21-3-2C

FOR RENT: Two bedroom unfurnished apartment. Call EM 4-2581.
B-5-10-29-2C

FOR RENT: Three bedroom house. Phone EM4-2517.
B-5-10-29-1C

THREE ROOM furnished house to white couple or single. Water, gas paid. \$50.00 per month EM4-3796.
B-5-16-29-TFC

FOR RENT unfurnished four room and garage duplex apartment. Carpeted. White Adults only. Call EM4-1617.
B-5-15-27-TFC

FOUR BEDROOM house for rent. Near schools. Call EM4-1100.
B-5-10-27-TFC

FOR RENT Office on Hwy 60. Call EM4-3566.
B-5-10-45-tfc

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

WANT TO BUY: 15' John Deere One-way. State price and condition. Box 15, Plainview.
S-6-14-29-2P

WANTED TO BUY: Baby bed in good condition. Call EM4-2205.
B-6-10-29-2C

WANTED: Pasture for 30 head of cows. Phone EM4-1724.
B-6-14-29-2P

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

WILL PAY cash lease for 80 acres or more of irrigated land. Call EM 4-1728.
B-6-12-28-2C

WANTED: WHITE woman to care for 3 children in my home; 1:00 to 6:00 p.m. five days week. Call EM4-1132 after 5:00 p.m.
B-6-23-3-2C

WOULD LIKE to rent from 160 to 640 acres irrigated land. P. O. Box 26. Plainview.
B-6-14-1-9p

RELIANCE HOMES
BY EDWORTH GALBRAITH
NO DOWN PAYMENT
NO CLOSING COSTS

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

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

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

For Real Hickory Smoked **BEEF & HAM SANDWICHES** Black Coffee, Red Beans, Hamburgers, too try the **HICKORY HUT** Just west of intersection Highways 60 & 385 **Ted Young**

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

CHARLIE BELL SELLS Southwestern Life

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

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

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

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

GO GO GO

MEAT
Processed For Freezer - Also **RETAIL SALES**

HACKER & JESKO
13158 Park Ave. EM4-3224

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

HOUSES FOR SALE IN ANY PRICE BRACKET
CALL EM 4-0535
Lone Star Agency

OPTIMIST CLUB
Meets Monday Eve 6:30 p.m.
Raney's Restaurant

Hereford Rotary Club
meets every Monday at 12:05
RANEY'S RESTAURANT

Kwanis Club
Thurs. Noon
IOOF Hall
207 E. Sixth

STATED MEETINGS Second Monday
Thursday Night FC 7:30 P.M.
Hereford A. F. & A. M. No. 849
Troy Stambaugh, Sec.
Bill Hutson W. M.

ELKS
Meet Each Tuesday Night, 8 P. M., At 131 East 2nd Street

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 till?

THE SUNDAY BRAND
Established 1948
Published every Sunday at 536 Main St. Hereford, Texas

James M. Gillettine, Editor and Publisher
Melvin Young, Managing Editor
Bill Penn, Adv. Mgr.
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Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 3, 1879.

Second-class postage paid at Hereford, Deaf Smith County, Texas.

GOLDEN SPREAD HOMES
The Best Buy on homes in Hereford
Total Move In Cost \$665.00
Call DON BROWN, Title Agent
WY 4-2480 or WY 4-4327
Lone Star Agency
MICHAEL WILSON, Real Estate Broker

ARE YOURS WORKING?
If not, let us help you out
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

LIENS CLUB meets each **Wednesday, 12 Noon Hotel Jim Hill**

Hereford Radiator
DEPENDABLE SERVICE
120 Schley EM4 - 3355

GLASS IS OUR BUSINESS
Call Us For All Your Glass Needs
HEREFORD GLASS CO.
1302 Park Ave. INC. EM 4-2652

EAGLE NEST HOMES
Builders & Developers
Eagle Nest Construction
HEREFORD
230 N. 25 Mile Ave. EM 4-3722
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.

PARK AVENUE Mobile Homes
1507 Park Ave. EM 4-0090
EXCLUSIVE AGENTS FOR CHICKASHA AND MEDALLION MOBILE HOMES.
Come by now and trade your used Mobile Home for a new one or purchase one with a low down payment and up to seven years to pay.
office at PARK AVENUE REALTORS
1503 Park Ave.
Pat Newell Res. EM 4-1608
Wendel Maloney Res. EM 4-3527
Kenneth Maxwell Res. EM 4-2379
Elmer Combs Res. EM 4-1310

Large Company Seeking Salaried Representative
in Hereford area. No travel required. Starting salary open. Married man, age 25 to 45. No experience necessary. Complete training provided. For appointment write complete resume to
P. O. Box 1720, Amarillo

FARMS FOR SALE
575 A. near Hereford on pavement improved. Land lays good and has good deep soil.
480 A. North West of Hereford 1 mile from pavement. In extra good water area.
1 1/2 section stock farm, some irrigation, well located and priced to sell at \$170.00 per A.
Also other good buys in this area.
See
G. W. NEWSOM, Agency
415 N. Main St.
Phone EM 4-1733 Res. EM 4-3338

POOR BOY says:
"Little Things Mean a Lot!"

STOP LIGHTS
Tail Lights - Horn
Windshield Wipers - Turn Signals
Courtesy Lights - Mufflers - Tail Pipes

ARE YOURS WORKING?
If not, let us help you out
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

LIENS CLUB meets each **Wednesday, 12 Noon Hotel Jim Hill**

Classifieds... Sale...

7. Dressmaking-Ironing

WANTED: Ironing in my home. 336 Avenue C. Call EM4-0187. B-7-10-29-4C

8. HELP WANTED

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

WE WILL SOON need a responsible individual who would be capable of taking control and managing our Motel at night. Prefer male. Age nor experience not important. Call EM 4-2182 for appointment. LUCKY-U-MOTEL B-8-3-ffc

Are you looking for a good part-time or full-time income in Deaf Smith Co., or Hereford. Many Rawleigh Dealers earn \$2.50 and up per hour. See Clifford Leake, PO box 438, Bovina or write Rawleigh TXA 160-26, Memphis, Tenn. S-8-28-2p

WANTED: Man and wife for custodian and cook in cafeteria at Walcott School. Contact Tom Collins, principal, AV9-4174. B-8-18-3-2C

10. NOTICE

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

Art Classes in oils for adults, to begin third week in January: Tuesday, Thursday evenings and Saturday morning classes. Enroll early, small classes with personal attention.

EUNICE PETERSEN'S STUDIO 409 Irving EM 4-3198 or EM 4-1697 S-10-27-ffc

WELL WORK AERMOTOR windmills, submersible pumps. J. E. TURNER Phone EM 4-2194 S-10-24-TFC

11. Business Service

FURNITURE Repaired and refinished. Pianos to footstools. 25 years experience. Custom mfg. and cabinetmaking. A. H. DAVIS FURN. 509 S. 25 Mi. Ave. EM 4-2769 S-11-27-4p

SEWING MACHINES Vacuum Cleaners, Parts and Repairs. Disposable bags. JEFF ROBERSON 137 Ave. D. Pho. EM4-0262 S-11-28-TFC

INCOME TAX SERVICE-B. Lee Cocauougher. 108 West 8th. S-11-10-29-13P

DILLARD EARTH MOVING SERVICE Bulldozer Work TROY NEWMAN Phone EM 4-2072 B-11-42-TFC

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

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

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

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

12. LIVESTOCK Strayed - Found

STRAYED FOUR MIXED yearling calves Branded running M left thigh. Phone CL3-4600. B-12-12-9-5P

The United States' catch of lobsters in 1962 was 3,500,000 pounds.

Syria's area of more than 72,000 square miles makes it slightly larger than North Dakota.

(Continued from Page 3)

Glen Goggans, Friona FFA, sold to Black Grain Co., \$1.05 pound.

Mike Hand, Friona FFA, sold to Easter Fertilizer Co., 75 cents pound.

Terry Parham, Lazbuddie FFA, sold to McBride Gin, Lazbuddie, 45 cents pound.

Royce Bams, Lazbuddie FFA, sold to Foster McGee, 50 cents pound.

Don Ready, Friona FFA, sold to Deaf Smith County Electric Co-Op, 60 cents pound.

Howard Rhodes, Friona FFA, sold to Hi-Plains Savings & Loan.

Jerry Carlton, Friona FFA, sold to Black Grain Co., 50 cents pound.

Marianna Gammon, Lazbuddie FFA, sold to Foster McGee, 50 cents pound.

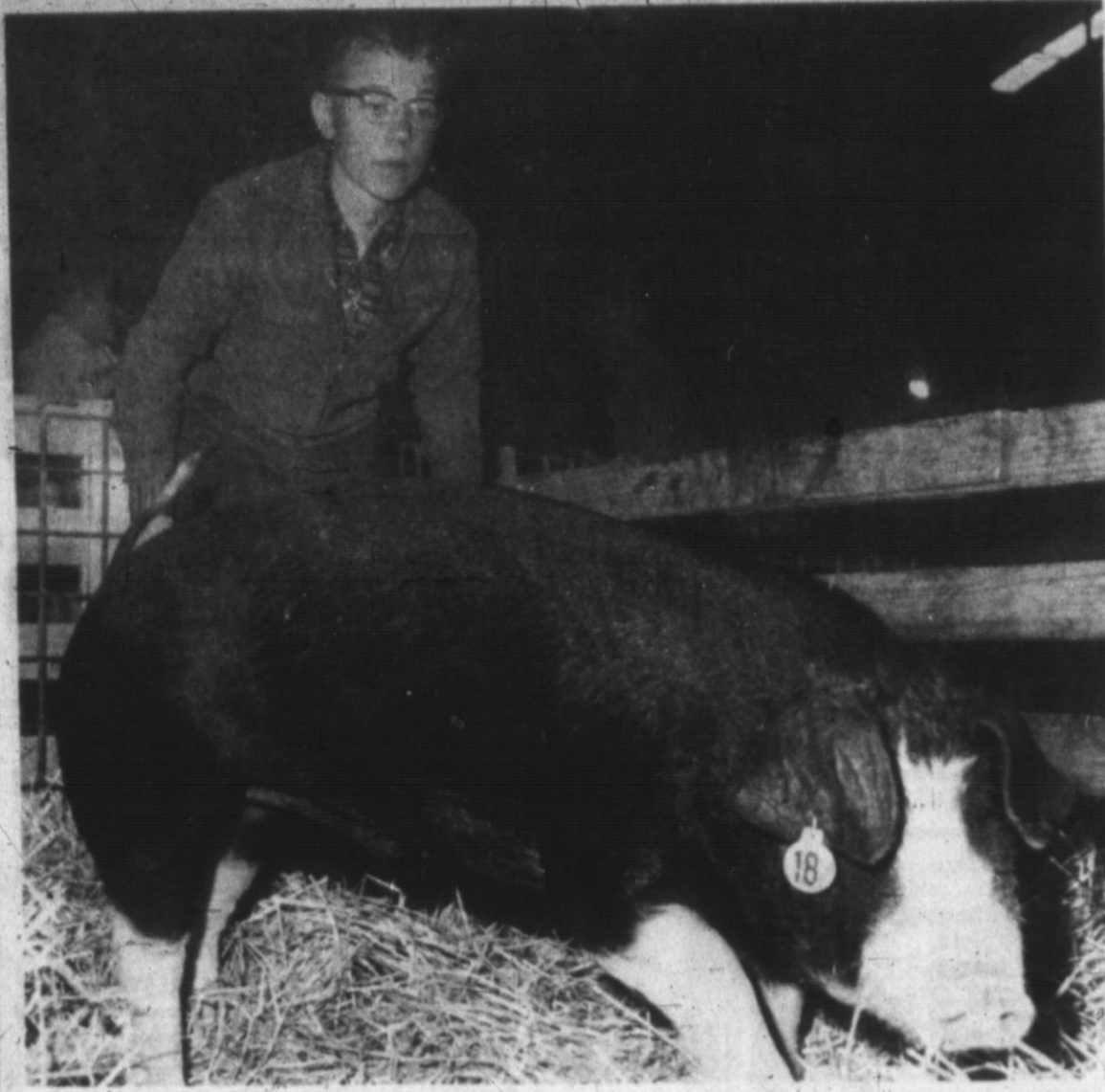
Mike Wooley, Friona FFA, sold to Hub Fertilizer Co., 60 cents pound.

Glenn Flemming, Vega FFA, sold to Robert Wagoner, 50 cents pound.

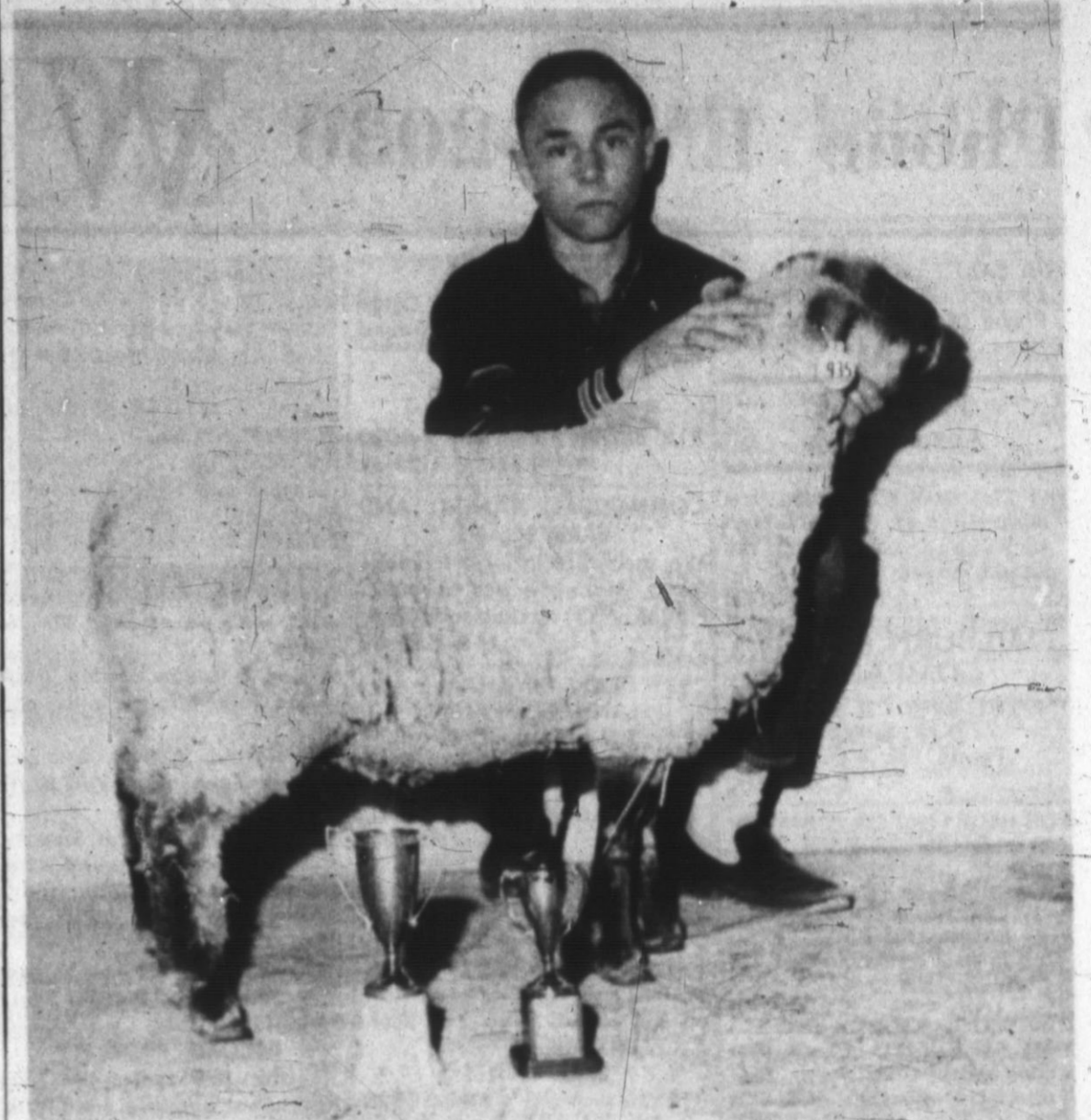
Dan Petty, Dimmitt FFA, sold to Scoggin Real Estate, Dimmitt, \$1.05 pound.

Darrell Mason, Lazbuddie FFA, sold to Cavness Packing Co., 60 cents pound.

Richard Gordon, Lazbuddie FFA, sold to Hereford Growers & Shippers, 75 cents pound.



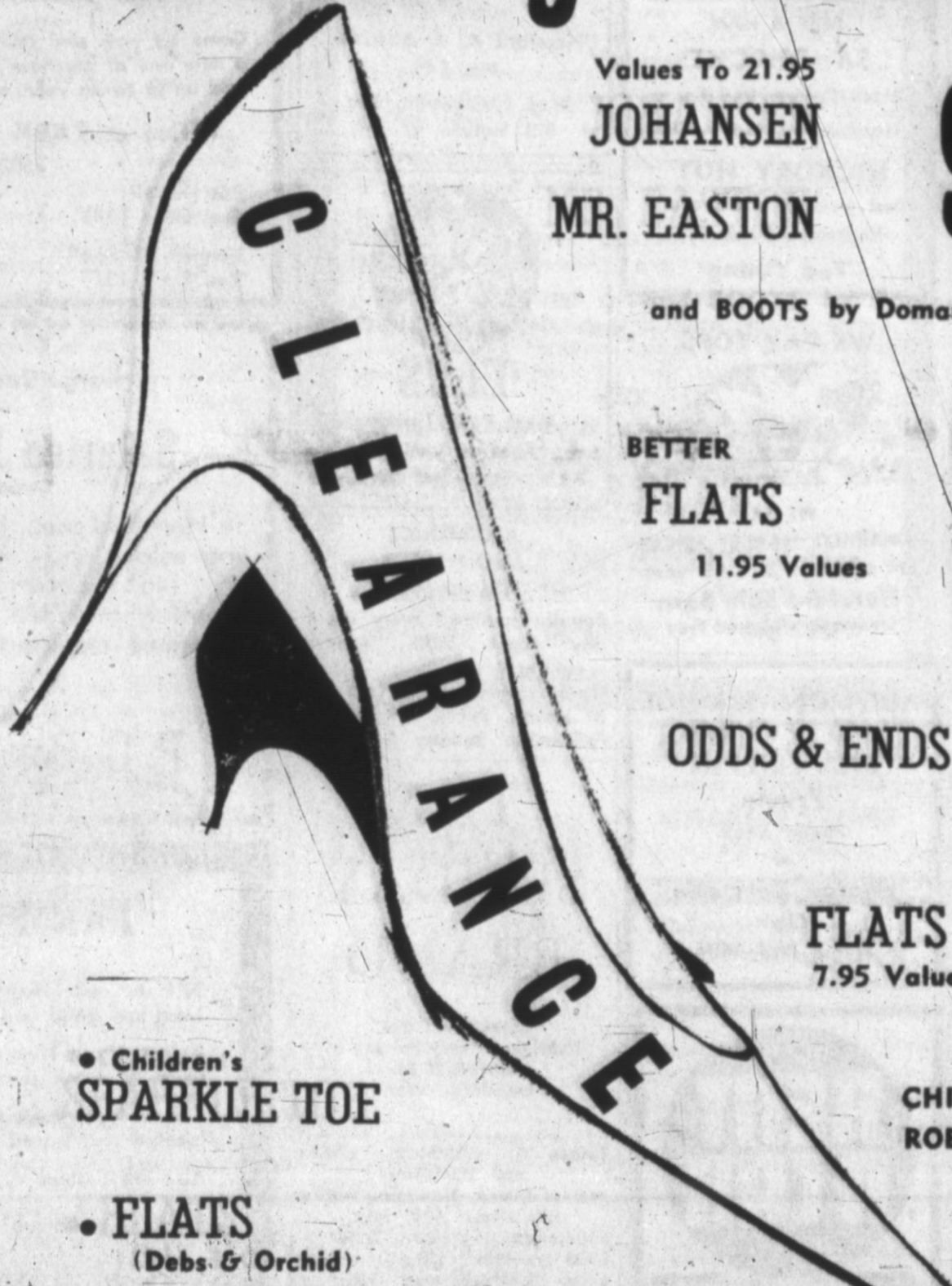
SHOWS RESERVE CHAMPION—Steve Myrick of the Hart FFA shows his barrow in the Golden Spread Western Junior Livestock Show. His entry weighed 190 pounds, and was second only to the entry by Jimmie Dale Seaton. There were approximately 100 animals sold Saturday afternoon in the auction. (Staff Photo)



SHOWS CHAMPION CROSSBREED—James Koeher of the Lazbuddie FFA shows his champion fine wool cross lamb. His entry weighed 85 pounds. Donations of the animals to Boys' Ranch was made by many buyers following the sale in Deaf Smith County Bull Barn. Approximately 100 cattle, barrows, and lambs were sold at the auction. (Staff Photo)

Ladies and Children's

January Shoe



Values To 21.95

JOHANSEN 9⁹⁹

MR. EASTON and BOOTS by Domani

BETTER FLATS 7⁹⁹

11.95 Values

ODDS & ENDS 1⁹⁹

FLATS 3⁹⁹

7.95 Values

• Children's SPARKLE TOE

CHILDREN'S ROBINHOOF.

• FLATS (Debs. & Orchid)

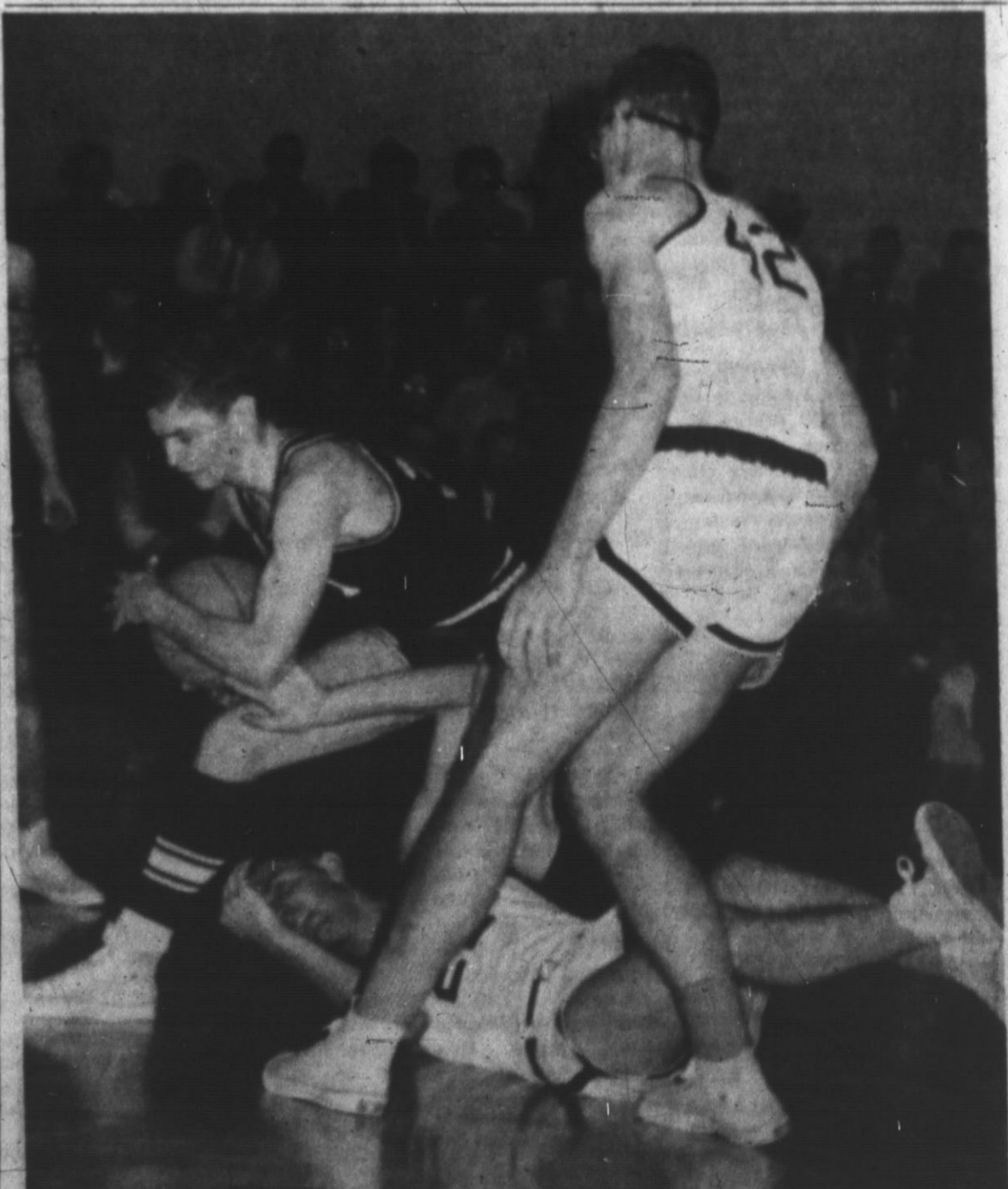
Hi & Mid Heels - Displayed on Racks Super Values

4⁹⁹

Gastor's
POPULAR STORE



TIMMY FOSTER OF THE Lazbuddie FFA won the champion medium wool award in the Golden Spread Western Junior Livestock Show. He sold his lamb to Hereford Grain Corp. for \$57. Approximately 100 animals were sold at the auction Saturday. (Staff Photo)



TYING UP THE BALL the hard way from a reclining position on the court is Earl Jackson for the Whitefaces. In the scramble for a rebound Jackson was dumped on the court with Roger Sitton (31) for Littlefield Wildcats taking the ball. The forward for the Whitefaces reached up for a tie ball. The Hereford High quintet playing their "hottest" game of the season, dumped the hapless Wildcats 88-60 for their third loss in district competition. (Staff Photo)

Classifieds Get Results

Pioneer Club Members Hear Foreign Students

Guest speakers for the Pioneer Study Club luncheon meeting at the Country Club Jan. 14 were Miss Tuula Lehti, Finland, and American Field Service exchange students, Sergio Bravo, Chile, and Christa Holz, Austria.

"Education Stimulates New Vision," a continuation of the general study theme, New Vision-New Purpose, was the program theme. Mrs. H. E. Miller presented the guest speakers.

Sergio Bravo explained the origin, purpose, and growth of the AFS program, pointing out that the interchange of students began after World War I with four students and has increased steadily until there are now over 2000 students from 61 countries.

He then discussed the physical, political, and social aspects of his country. The son of a doctor, Sergio stated that he is preparing for a medical career. He noted that the schools of Chile are inadequate and that only a small percentage of applicants are accepted by the schools.

Miss Holz, wearing her national costume, expressed her appreciation for the opportunities offered by the AFS program and the people of Hereford. She traced the history of Austria from the Celtic colonization through the present Independent Federation of States, established in 1955, and stated that the government of Austria is similar to that of the United States. She then described the educational system in her country and the rich heritage of art centers.

The daughter of a farmer and plastics manufacturer, Miss Lehti described her life on a farm in Finland. She explained that the average size of a farm in her country is 75 acres and that crops such as sugar beets, wheat, and rye are produced. She then described some of the customs of her country and displayed a doll dressed in Lap costume.

A question and answer session followed the talks. The opening prayer and meditation were given by Mrs. Myrtle Wright and Mrs. Henry Hastings led the salute to the flag.

Mrs. L. H. Lookingbill, president, conducted the business meeting. The federated report was given by Mrs. W. C. Thomas, who also reminded members of the County Federation

meeting Jan. 31 at 12:30 p.m. at the Community Center. Mrs. Ray Johnson read an invitation from the Texas State Teachers Association to attend a lecture by Miss Lyla Grace Erdman, West Texas State University, at the Hereford High School Cafeteria Jan. 20 at 7:30 p.m.

Hostesses for the luncheon were Mrs. Henry Hastings, Mrs. E. S. Ireland, and Mrs. John Patton. Also present were Mrs. A. L. Moore, who is a new member; Mrs. Allen Bell; Miss Roberta Campbell; Mrs. Burl France; Mrs. J. M. Gilliland; Mrs. O. G. Hill Sr.; Mrs. W. C. Thomas; Mrs. Ray L. Johnson; Mrs. L. H. Lookingbill; Mrs. A. L. Manjeot; Mrs. C. N. McClure; Mrs. Ralph McCullough; Mrs. H. E. Miller; Mrs. Ted Panciera; Mrs. Wirt Phillips; Mrs. Paul Rudd; Mrs. Mary Sei-

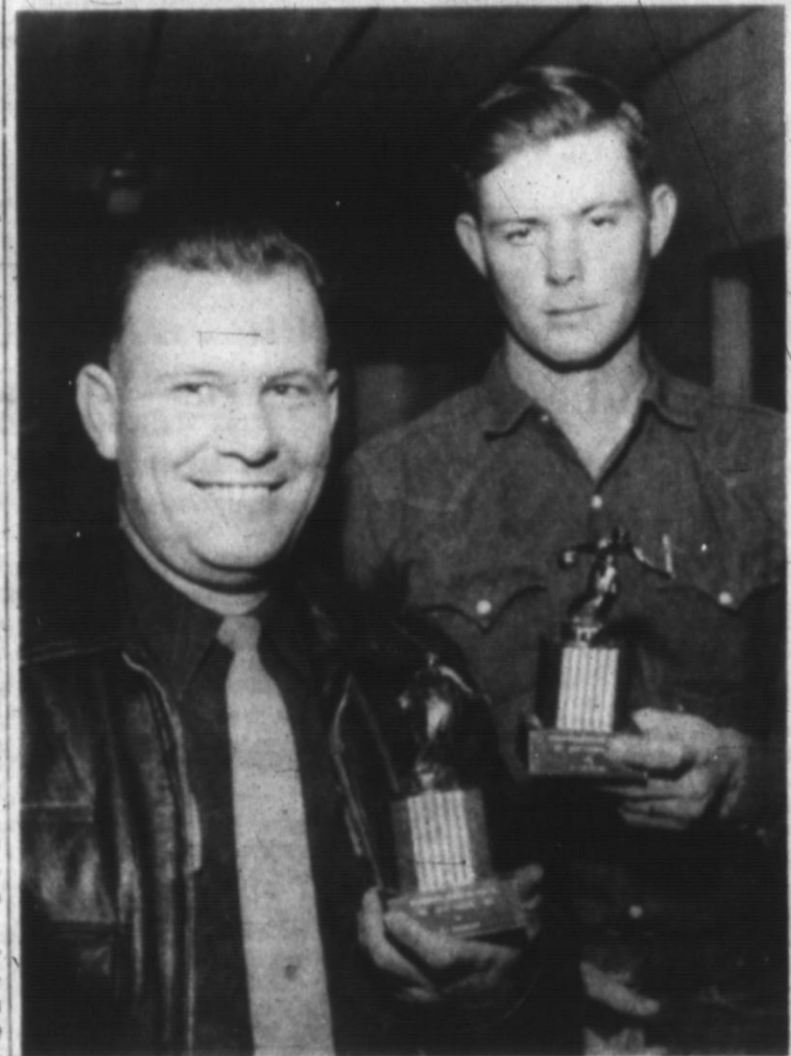
gler, Mrs. M. L. Simpson, Mrs. C. R. Walser, Mrs. Bess Werner, Mrs. Myrtle Wright, and the guest speakers.

Look Who's New!

Mr. and Mrs. Shedrick Jones are the parents of a daughter, Patricia Melrea, born Jan. 16 at 7:12 a.m. She weighed 5 pounds and 3 ounces.

Mr. and Mrs. Tommy Dwaine Sparkman are the parents of a son, Kevin Dwaine, born Jan. 16 at 12:01 p.m. He weighed 6 pounds and 7 1/2 ounces.

Mr. and Mrs. Andrew Glen Mauldin are the parents of a daughter, Teresa JoAnn, born Jan. 16 at 6:14 p.m. She weighed 6 pounds and 10 1/2 ounces.



WINNING CLASS B doubles event in the men's annual bowling tournament held here in December was a team composed of Al Bagwell (left) and Roy Bolinger. The pair received trophies for their first place win in the events as the bowling association presented team and event awards Monday. (Staff Photo)

OUCH! these would have **COST MUCH LESS** at **COOPER'S**

HILLS BROS. COFFEE LB. CAN 69¢	KRAFT MAYONNAISE PINT JAR 35¢
---	--

Pity the poor shopper who discovers too late HOW MUCH LESS it would have cost to fill her entire food list at COOPER'S. Don't let it happen to you! Get the good habit - of checking our ad every week for the BIG SPECIAL BUYS... and our displays for everyday LOW PRICES. No matter how you figure it - item by item or low price by low price - the total proves you get MUCH MORE for MUCH LESS at COOPER'S

OLEO	SHURFRESH LB. CARTON	6 FOR \$1
CRISCO OIL	38 oz. BOTTLE	55¢
FLOUR	GOLD MEDAL 10 lb. BAG	89¢

FISHERS
MIXED NUTS
14 OZ. CAN
69¢

DUNCAN HINES
CAKE MIX
White, Yellow, Lemon and Devils Food
3 for \$1.00

LIPTON'S
TEA BAGS
48 COUNT
59¢

SHURFINE
APPLESAUCE
303 CAN
2 for 29¢

GERBER'S
BABY FOOD
Strained Fruit & Vegetables
6 for 59¢

RANCH OVEN FROZEN
RASIN BREAD
TWIN LOAF
39¢

SHORTENING
FLUFFO
3 LB. CAN
65¢

FIRST CUTS
PORK CHOPS
LB **45¢**

CENTER CUTS
PORK CHOPS LB. **65¢**
A. F. PURE PORK SAUSAGE 2 lb. bag **\$1.09**
Longhorn All Meat Franks lb. **49¢**

PRELL SHAMPOO FAMILY SIZE LIQUID REG. \$1.39 **\$1.09**
BAYER ASPIRIN 100's REG. 69¢ **59¢**
TREND LIQUID DETERGENT 22 OZS. **39¢**

Another **BIG-DO** (DOUGH) **WINNER**

Mrs. G. T. Moody
\$100 WINNER!

TEXAS
CARROTS PKG.
2: 19¢

EXTRA FANCY
RED DELICIOUS APPLES lb. **15¢**

Discount Prices.....
... are now in effect on all health and beauty aids at **WHITE'S**. Listed below are just a few of the many, many great savings at your friendly **WHITE** Store in Hereford.

AQUA NET \$2.00 Val. 88¢	CREST Toothpaste Reg. 69¢ 44¢
---	--

Colgate Florient Room Deodorant \$1.04 Value 77¢	Breck Shampoo \$1.75 Value 99¢	Kleenex Tissue Reg. 29¢ 23¢
--	--	---------------------------------------

LISTERINE 59¢ Value **44¢**

WHITE'S
HOME OWNED & OPERATED BY **BUDDY BLOOMER**
330 N. Main EM4-0574

CLOSED SUNDAY
Open Til 9 P.M.
Mon. thru Sat.

COOPER'S

National Trends Are Discussed By Mrs. Harper

Mrs. John Harper discussed national trends as the program for Bayview Study Club members at their meeting Thursday. She used as sources for her material U. S. News and World Report, Wall Street Journal, and Congressman Walter Rogers' Newsletter.

Among the trends mentioned by Mrs. Harper were installment buying, home sewing, working wives, automation, mergers, the move of businesses to the suburbs, and new trends in medicine. For her conclusion she said of Congressman Rogers, "His predicted trends are very encouraging. He says that nearly two thirds of the people will own their own homes; there will be more vacations, new schools, new roads, and new hospitals, and more than 1.3 million young Americans will enter college for the first time. President Johnson will meet the challenge with courage, intelligence, and imagination."

Mrs. W. S. Kerr was hostess

for the meeting. Others present were Mrs. D. H. Alexander, Mrs. H. L. Benefield, Mrs. Bruce Burney, Mrs. Colby Conkright, Mrs. Howard Gault, Mrs. W. J. Gilliland, Mrs. John Harper, Mrs. J. W. Kirby, Mrs. Dexter Lillie, Mrs. Ansel McDowell, Mrs. R. B. Miller, Mrs. Carl Ferrin, and Mrs. J. W. Spradley.

Legal Notice

NOTICE TO BIDDERS
Sealed proposals for furnishing and installing approximately 14,000 LF of 8 inch and 15 inch sewer lines together with miscellaneous items will be received by the City of Hereford, Texas, at the office of the City Manager, City Hall, Hereford, until 2:00 P. M., February 3, 1964.

Bidders must submit a bond of five (5%) percent of the total amount of the bid as a guarantee that the bidder will enter into the contract under the conditions set forth within ten days after notice of award of contract. The attention of bidders is called to the special provisions concerning minimum wage rates and hours of employment included in House Bill No. 115 of the Forty-fourth Legislature of the State of Texas. Compliance with the above Wage and Hour Bill is required.

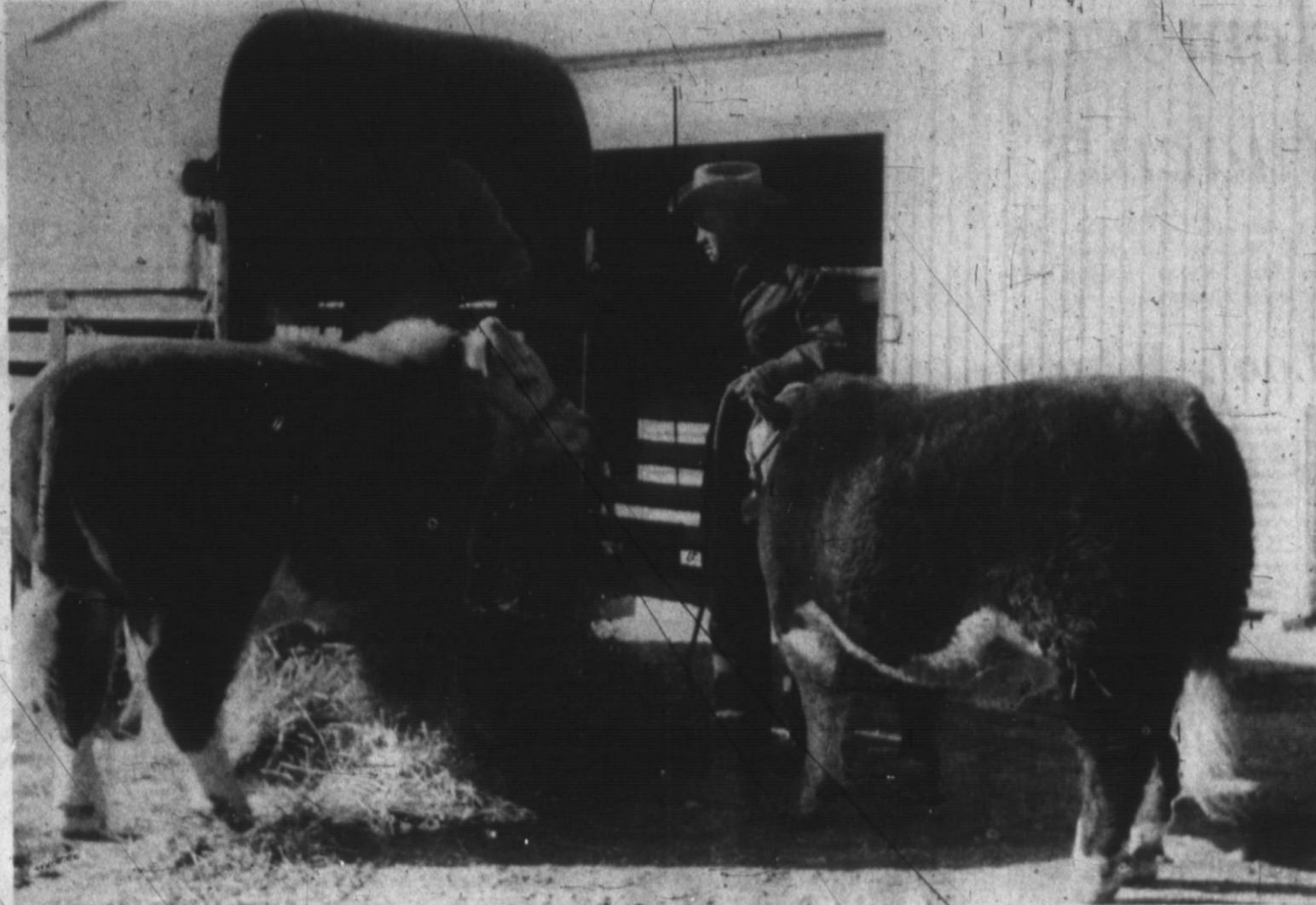
The City reserves the right to reject any or all bids, to waive informalities and to accept the bid deemed to be the most advantageous to the City. All bids received after the above closing hour will be returned unopened.

Plans, specifications and contract documents may be inspected or obtained at the office of the City Manager, City Hall, Hereford, or at the office of McMorris & Associates, Route 1, Box 826, Amarillo, Texas, 79106, upon a deposit of Twenty (\$20.00) Dollars. This deposit will be refunded to each actual bona-fide bidder upon return of the documents.

CITY OF HEREFORD, TEXAS
By: Ray Cowsert, Mayor S-29-1C

LEAN ON A LOAN

MIAMI — Sign in the window of a finance company: "For the man who has everything but hasn't paid for it."



LIVESTOCK FOR THE Golden Spread Western show here started arriving early Thursday, but to Larry Minks went the honor of bringing in the first steers for the show. Here

are the steers being unloaded at the Bull Barn, (Staff Photo)



By Melvin Young

As this issue of the Brand goes to press, another Junior Livestock Show will have been completed, going down in the annals of Deaf Smith County history as another whopping success. Interest has been high and the stock generally superior. The show itself ran smoothly and the folks steering the 1st Annual Golden Spread Junior Livestock Show should be congratulated for a job well done. In fact, all who helped to make the show a success deserve a voice of thanks.

Probably nowhere else in the nation is there so many people interested in this phase of the agricultural industry. This area has consistently turned out fine cattle, proved by the fine records our youngsters make when entering the bigger shows, at Amarillo, Fort Worth and Houston. But of course, it's not just the Junior ranchers who chalk up the blue ribbons.

The Dameron Hereford Ranch and the Jack Renfro spread have again taken top honors in the Western National Livestock Show at Denver, Colo., competing with cattle from across the west and coming out on top. But then, that's not really unusual. There has been a winner from Deaf Smith County in at least four of the past six shows, with a few second and third place awards sprinkled in between.

We believe the stiff competition offered by our Junior Livestock Show has not only helped the youngsters, but has helped

to place emphasis on "quality" throughout the area ranches.

A status seeker? Then don't call your job a job. Call it a profession.

Received a note this week from Mrs. James (Shirley) Alston, formerly of Hereford and now residing at Tulla, Texas. The Alstons report that they have missed the Hereford Brand and want to get back on the mailing list. That we can do. We'll have the paper back in their home beginning with this issue of the Brand.

James is the son of Mr. and Mrs. T. D. Alston of the West-way community, and Shirley is the daughter of Mr. and Mrs. Lowell Sharp.

J. W. Robinson Jr., Hereford, was among the top 15 leaders in the entire agency organization of Southland Life Insurance Company in volume of new paid business during the year 1963, according to an announcement made by Kenneth B. Skinner, CLU, vice president and agency director.

Robinson has consistently lead the field since he joined Southland Life in 1949 and has been elected to the million dollar round table three times during that period as well as numerous other honors with the organization.

We were indeed happy to see W. L. "Dub" Reeves back in circulation after his recent

illness. Reeves reports that he is "feeling mighty good, but not ready to go hunting again, just yet".

And another has entered the race for Commissioner of Precinct 3. Bruce Coleman has thrown his hat in the ring along with Jim Monroe and incumbent J. T. Guinn.

Precinct 1 also has 3 aspirants. Charlie Sowell, incumbent is opposed by Earl Holt and J. F. Martin, while Sheriff Lowell Sharp will be running against former Texas Highway Patrolman Charles Skinner.

Neil Miller, Tax Assessor-Collector and District Attorney Bill Hunter are not opposed at this time.

And speaking of politics, we understand that Earl Holt conned J. F. Martin into passing out his (Holt's) candidate cards last week at the Lion's Club meeting. We didn't get the full story, but understand that J. F.'s was a little red when he realized what he had done.

The current controversy concerning cigarette smoking reminds us of one of the skits recently put-on by the high school kids during the stunt night program.

"Anyone can quit smoking," said the youngster "but it takes a real man" to face cancer."

Don't forget... pay your poll tax. You may not need it in the national election but you will if

you're going to have a voice in state and local government. Deadline for paying the tax is January 31st.

Mrs. Williams Buried Saturday In Floydada

Funeral services for Mrs. Blanch Rebecca Williams, 91, were conducted Saturday at 10 a.m. in Rose Chapel, Gilliland Funeral Home, by the Rev. B. L. Davis, pastor of First Baptist Church.

Mrs. Williams died Jan. 16 at 4 a.m. in her home, 829 South Texas. Born May 7, 1872, in Como, Tenn., she moved to Texas in 1881. She and the late M. C. Williams were married in Floydada in 1890. He died in 1939. Mrs. Williams moved to Hereford from Morton in 1961. She was a member of the Baptist Church.

She is survived by her mother, Mrs. Maggie Bowers, Livingston, Mont.; two sons, Cid Williams and Cook Williams, both of Morton; one daughter, Mrs. Bonnie Hulsey, Hereford; one sister, Mrs. Lunita Gould, ten grandchildren, 20 great-grandchildren, and nine great-great-grandchildren.

Burial was in Floydada Cemetery.

Hong Kong contains 398 square miles.

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THIS WEEK'S SPECIAL

1962 Ford Pickup long styleside bed. Four-speed trans., mileage maker 6 cyl. New tires, rear hitch, fully guaranteed, good terms. **\$1195**

1963 CHEVROLET Impala coupe. Standard with overdrive. 283 V-8 engine. Local car... 14,000 miles. Check the reputation on this maroon beauty. Lots of factory warranty left. Good terms.

1962 CHEVROLET 1/2 ton Pickup V-8, 4-speed. Radio, Heater, Side Mount Spare, Rear Hitch. This is a real nice Pickup, fully equipped & priced to sell. Good terms. Guaranteed.

1959 CHRYSLER Saratoga. 4-door hardtop Sedan. Radio, heater, automatic transmission, power brakes and air. A real good car.

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

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

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

1928 Model-A Ford Coupe. "Mother-in-Law" Rumble Seat. Good tires and good condition throughout. No Automatic Transmission troubles here. See and drive this collectors item.

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- 1961 A.C. D-14 fci LP - pwr str-wide ft end
- 1961 A.C. D-15 diesel-pwr str -wide ft end-3 pt hch
- 55 GB combine-62 Oliver & 66NH bailers
- '59 1/2 ton - '55 3/4 ton - '50 2 ton Ford truck
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A lean, easy dress—cunningly simple, with one mitered motif center front. Impeccably tailored of imported Moygashel Irish linen in taupe, grey or navy and sizes 8 to 20. **\$26.98**

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THIS COUPON IS A GIFT TO YOU! **\$50.00**

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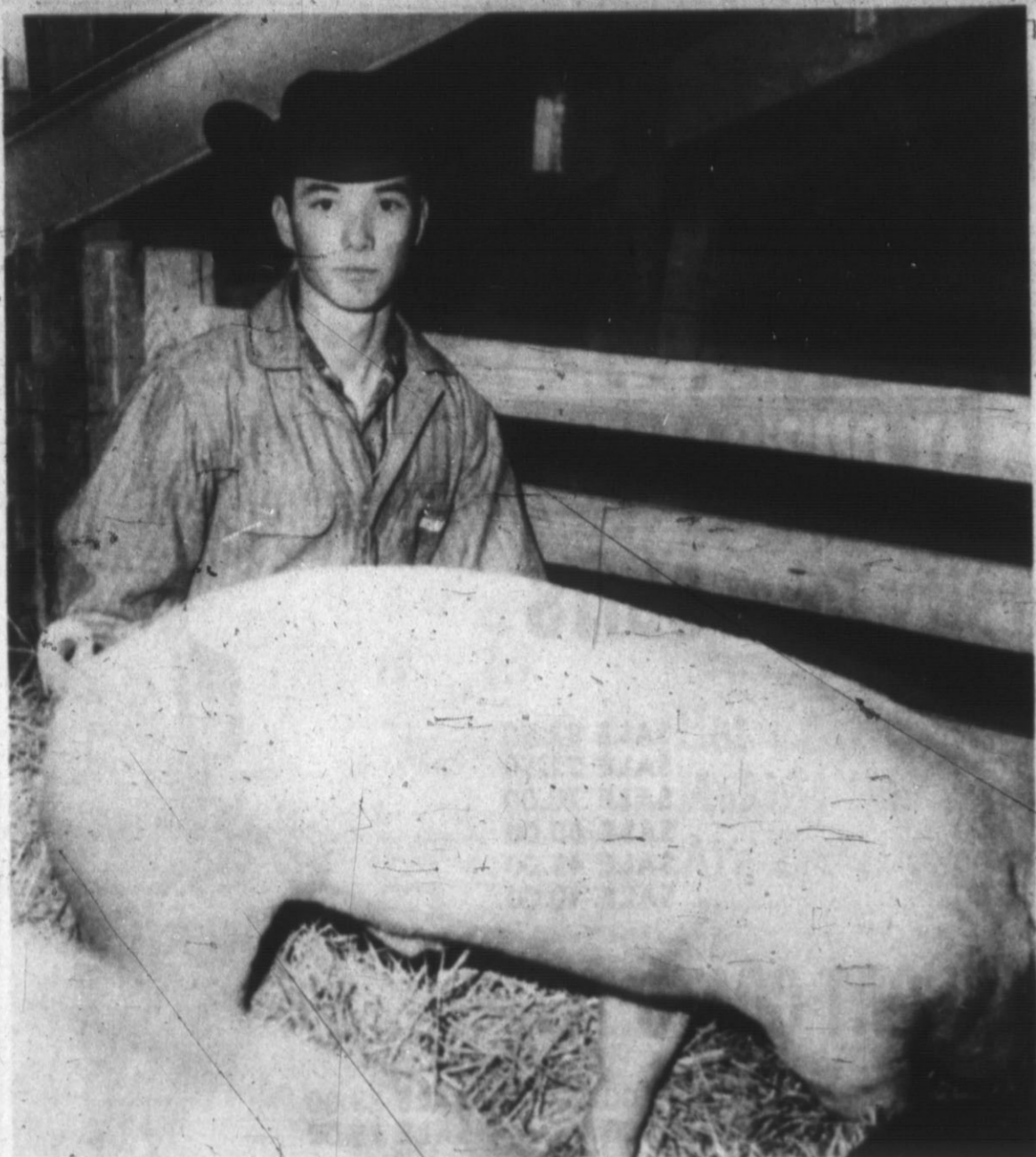
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IT'S A PROFESSION

Owner and Educational Director—Gladys M. Davies, London, England



LARRY DAVIS of the Hart FFA club brought Western show here. This is Larry with his first barrows to the Golden Spread. Chester White barrow. (Staff Photo)

Hospital Notes:

Patients in Hospital

Mrs. W. W. Wells, 5131 Bowie, Amarillo; Jack Harris, 3707 East Nineteenth, Amarillo; Mrs. George R. Wilhelm, Route 3; Bert M. Boomer, 138 Star; E. F. Sevier, Route 3; Mrs. Glen D. Neill, 139 Ranger; Mrs. Scott L. Gardner, Box 134, Vega; Mrs. Tommy D. Sparkman, Route 2; Mrs. Dorven King, 708 Knight; Mrs. Don Sanders, 303 West Ninth; Mrs. Andrew G. Mauldin, Route 1; Bartley B. Coffey, Box 101, Vega; Mrs. Alvin L. Hewitt, 148 North Emma; Tony Moreno, General Delivery; Mrs. C. Ellis, Route 1; Mrs. Robert Clay, Box 6, Dimmitt; Hugh Brooks, 511 Schley; Mrs. Birdie Fuller, 881 South 25 Mile Avenue; C. L. Uecker, Box 324; Mrs. Grace Winters, 1032 West Stinson, Dimmitt; Mrs. Shed-

rick Jones, Box 854, Friona; Mrs. Pat Farmer Jr., 507 Park; Mrs. B. B. Kumenund, 306 Avenue J; Mrs. Corinne Moore, 115 Beach; Mrs. William H. Johnston, Box 845, Friona; Hubert V. Harp, 2324 Wood, Vernon; Mrs. Chance L. Mercer, Box 786; Tony Bartos, 507 East Third; Mrs. Alex Catano, General Delivery; Lynda Levy, 18-25 Plateau Lane, Amarillo; Kenneth C. Brightman, 125 North Main; Bobby P. Pierce, 210 Catalpa; H. V. Cameron, 326 West First; Jeff T. Gilbreath, 441 Lee; Elmer Kimball, 521 Star; Mrs. Clara Shore, 304 Jowell; A. C. Mays, King's Manor; Jack Grady, Box 414; Elbert Seymour, Route 5; John T. Sims, Sr., 302 Western; Mrs. Robert W. Thuet, Route 1, Vega; Robert N. Shields, Box 139; Mrs. Susan Rose, Route 5; Mrs. Chesley Johnston, 119 Bradley.

Bessie Boatman, Mrs. Ola Davis, James D. Blackwell, J. W. Hyde, Robert Earl Strange, 1-15; Mrs. Hubert Cahill, Mrs. Martha Kluesner, Melissa Dee Glassmoyer, Larry W. Irlbeck, Kim Young, Linda Ellis, James R. Reinauer, Harry Schulz, Mrs. Burice Bean, Mrs. Clara Frye, 1-16; Mrs. Joe Wagoner, Mrs. Harry Schulz, Mitchell J. Landers, Mrs. Dale Barkley, 1-17; Tommy Lee Tuck, 1-18.

Does BLADDER IRRITATION MAKE YOU NERVOUS?
After 21, common kidney or bladder irritations affect twice as many women as men and may make you tense and nervous from too frequent, burning or itching urination both day and night. Secondly, you may lose sleep and suffer from headache, backache and feel old, tired, depressed. In such irritation, OYTEX usually brings fast, relaxing comfort by curbing irritating germs in strong, acid urine and by analgesic pain relief. Get OYTEX at drugstore. Feel better fast.

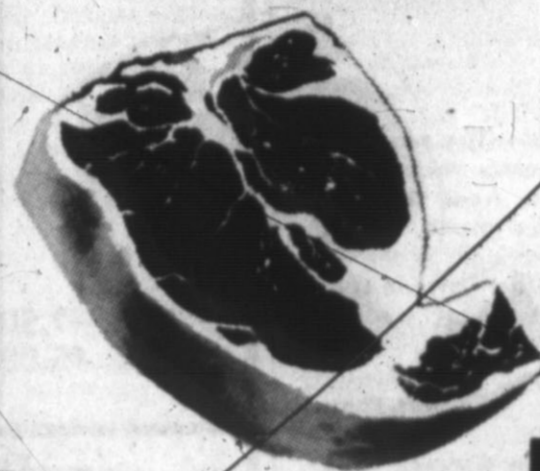


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USDA GOOD CHOICE

SIRLOIN OR CLUB STEAK LB. 79¢



ROUND OR T-BONE STEAK LB. 89¢
USDA GOOD CHOICE

Double S & H Green Stamps Wed. with \$2.50 Purchase or More

SAUSAGE Hormel, Pure Pork **lb. 29¢** **BISCUITS** Shurfresh Easy Open **2:15¢**

TOYS BICYCLES - TRICYCLES DOLLS - GUNS - BALLS WAGONS - DISH SETS DISH WASHER SETS STUFFED ANIMALS **40% OFF**

SCOTTIES - 400 CT. BOX FACIAL TISSUE 25¢	MORTON'S - 49¢ SIZE CHIP-O's 39¢	REG. or KING SIZE COCA COLA 6 Btl. Ctn. 39¢	REG. SIZE - 4¢ OFF LABEL FAB 4 for \$1
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WASTEBASKETS BIG 44 QT. CAPACITY 2.98 VAL. - 1/2 PRICE **\$1.49**

VAN CAMP'S - 300 CAN PORK & BEANS 8 for \$1	VAN CAMP'S - 2 1/2 CAN PORK & BEANS 4 for \$1	LOG CABIN SYRUP 12 oz. BTL. 29¢	STARKIST TUNA FLAT CAN 25¢
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COFFEE FOLGER'S 2 LB. CAN \$1.37 **Cigarettes** KING AND FILTER \$2.59 CTN.

WOLF - No. 2 CAN CHILI 2: \$1
CINCH - ALL FLAVORS CAKE MIX 4: \$1
JOHNSON'S - 60¢ VAL. BABY LOTION 39¢

NYLON HOSE
WITH SEAMS 39¢ SEAMLESS 59¢
GUARANTEED FINEST FIRST QUALITY

LEMONS AND ORANGES
SUNKIST **2 LBS 29¢** NAVEL
TEXAS JUICY **GRAPEFRUIT** 5 lb. bag 59¢
CALIF. ZIPPER SKIN **TANGERINES** lb. 19¢

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Rebekahs Install Officers For 1964

Members of the Dimmitt Rebekah Lodge conducted the installation ceremonies for the 1964 officers of the Hereford Rebekah Lodge Jan. 14 at the I.O.O.F. Temple. Those on the installation team were Gail Nelson, Mayme Birdwell, Lucille Dollar, Nell Copeland, Sarah Blackwell, Polly Bell, and Connie Ivie.

La Madre Mia Guest Speaker Is Christa Holzl

During the Jan. 9 meeting of La Madre Mia Study Club, Miss Christa Holzl, exchange student from Austria, showed colored slides of the people and land of her native country and made comparisons between Austria and the United States in the fields of government, politics, and educational systems. She then gave her impressions of the United States.

Mrs. Bill Lankford was presiding officer for the meeting, which was held at the Hereford State Bank. Miss Holzl was presented a gift from the club.

Mrs. Gene King was hostess. Other members present were Mrs. John Beasley, Mrs. James Brownlow, Mrs. Charles Frye, Mrs. Ben Gollebon, Mrs. Dean Herring, Mrs. Jerry Landers, Mrs. Lankford, Mrs. G. C. Meritt, Mrs. Harold Morton, Mrs. Bobby Owen, Mrs. Vance Robinson, Mrs. W. C. Russell, Mrs. John Smith, Mrs. Eugene Sparks, Mrs. Dale Wynn, and Mrs. Jerry Detwiler.

Nellie Beauford, recording secretary; Alyene Lomenick, financial secretary, and Ada Hollabaugh, treasurer.

The appointed officers are Nan Rogers, warden; Cynthia Vines, conductor; Lois Duggan, chaplain; Ursalee Jacobsen, musician; Gail Hamby, color bearer; Jackie Bishop, right supporter to noble grand; Addie Stallings, left supporter to noble grand; Alta Davis, right supporter to vice grand; Lydia Hopson, left supporter to vice grand; Orpha Nickerson, inside guardian, and Golda Stewart, outer guardian.

The installation followed a salad supper. A thank you card from Dollie Godwin was read. The charter was draped in memory of the late Grace Witherspoon, a longtime member of the Rebekahs. Annabelle Gregory was welcomed as a new member.

Helen Brown and Ocie Bolton were visitors from Dimmitt. Others attending the meeting were Mr. and Mrs. Author Rogers, Mr. and Mrs. Quail Duggan, Mr. and Mrs. Sam Smith, Mr. and Mrs. Edd Clark, Gene Bishop, Mr. and Mrs. Ben Conklin, and Phyllis Hamilton.

Pros And Cons Of Federal Aid Are Discussed

Summerfield Study Club met Jan. 9 in the home of Mrs. Earl Lance. Mrs. L. B. Lookingbill and Mrs. J. B. Noland were also hostesses.

Mrs. Mack Noland presented a discussion of medicine in two parts, "Something to Think About" and "The Case Against



NEW OFFICERS OF REBEKAHS INSTALLED—The past noble grand, Mae Smith, center front row, passes the gavel to the noble grand for 1964, Avis Brown, front row right. Other new officers pictured are the vice grand, Georgia Holliman, front row left, and, from left to right in the center row, Nellie Beauford, recording secretary, Alyene Lomenick, financial secretary, and Ada Hollabaugh, treasurer. In the background are members of the Dimmitt Rebekah Lodge who conducted the installation ceremonies Tuesday evening at the I.O.O.F. Temple. (Staff Photo)

Federalized Medicine." Mrs. J. R. Euler then presented the pros and cons of federal aid to education.

Members present were Mrs. R. B. Baker, Mrs. Lee Curry, Mrs. J. C. Clearman, Mrs. L. H. Lookingbill Sr., Mrs. W. W. Neill, Mrs. J. Lawrence, Mrs. R. E. Lance Jr., Mrs. Mack Noland, Mrs. Guy Walser, Mrs. J. R. Euler, and the hostesses.

VISIT FROM KANSAS CITY

Mr. and Mrs. C. B. Angelo, Kansas City, Mo., visited this week with his mother, Mrs. Marie Angelo, and his brother and his family, the Clay Angelos.

The schooner Bluenose was honored on a Canadian postage stamp in 1929. Her image also appears on the Canadian dime.

ANNUAL CLEARANCE APPRECIATION SALE

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Varsity Town SUITS

REG. 97.50	SALE 82.50
REG. 87.50	SALE 72.50
REG. 85.00	SALE 70.00
REG. 75.00	SALE 60.00
REG. 60.00	SALE 45.00
REG. 55.00	SALE 40.00

SPORT COATS

REG. 47.50	SALE 35.50	REG. 35.00	SALE 23.00
REG. 45.00	SALE 33.00	REG. 25.00	SALE 13.00



DRESS HATS

Stevens - One Table
Reg. 11.95 **1/2 PRICE**

ALL WOOL SHIRTS

Field & Stream
S-M-L-Ex. Lg.
Reg. 15.95 **10.95**

SPORT SHIRTS

Long Sleeve - One Table
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All Wool & Dacron

PANTS



Reg. 22.50	Sale 18.50
Reg. 19.95	Sale 15.95
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Reg. 12.95	Sale 9.95
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Light - Medium - Heavy Weight

SHORT JACKETS

REG. 27.50	SALE 22.50
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REG. 22.50	SALE 17.50
REG. 15.95	SALE 10.00
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REG. 49.50	SALE 37.50
REG. 45.00	SALE 33.00
REG. 39.95	SALE 28.00
REG. 34.95	SALE 23.00
REG. 32.50	SALE 20.50
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INSULATED COVERALLS

Big Smith - 100% Dacron
Lt. Wt. - Washable - Reg. 19.95 **SALE 15.95**

INSULATED WORK BOOTS

Red Wing - All Tan
Reg. 24.95 **SALE 20.00**

HOODED SWEAT SHIRT

Reg. 2.25 **SALE 1.50**

Long Sleeve Corduroy

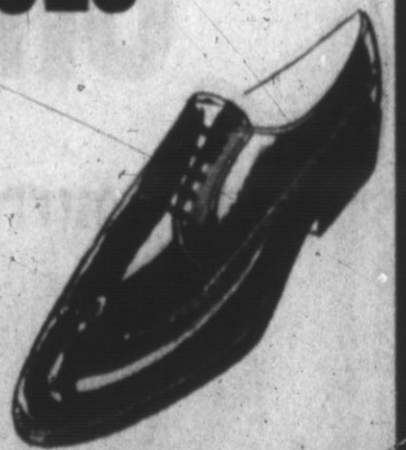
JUMP SUIT

For Casual Wear
COLORS IN TAN and BLUE

Reg. Length	SALE 13.95
Reg. 17.95	SALE 13.95
Extra Long	SALE 15.95
Reg. 19.95	SALE 15.95

FLORSHEIM SHOES

Reg. 23.95
SALE 14.90



Field & Stream

3/4 Length CAR COATS

REG. 55.00	SALE 37.50
REG. 45.00	SALE 33.00
REG. 39.50	SALE 28.00
REG. 35.00	SALE 23.00
REG. 32.50	SALE 20.50
REG. 25.00	SALE 16.00

ALL SALES
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FINAL
THANK YOU



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Sears Lowest price ever on Coldspot Freezers...

and we believe it's the lowest priced anywhere for 17 cu. ft. Freezers of this fine quality.

YOUR CHOICE **\$187** **Shaded Coppertone** Chest or Upright priced as low as white

NO MONEY DOWN
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- Chest Freezer will be \$244.95 after this sale.
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Has Automatic Ice Maker

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NO MONEY DOWN - Up to 3 years to pay.

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OUTSTANDING AIR CONDITIONER VALUE!

The lowest-priced, big capacity unit we've ever offered! Cools up to 800 sq. ft.!

\$187.88 CASH **NO MONEY DOWN**

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Store Hours 9:00 - 5:30

SEARS

421 N. Main EM 4-3854

Miss Loula Grace Erdman Will Discuss 'Teacher Is Public'

Conservation Is Program Theme

"The earth's soil is entrusted to man. If we are to survive, our natural resources must be

North Hereford Club Program Is On Civil Defense

After responding to roll call by listing the civil defense preparations they have made, members of North Hereford Home Demonstration Club heard Mrs. O. L. Williams discuss civil defense Jan. 9. The speaker advised each person to consider the needs of her family in making preparations.

conserved. As we take from the soil, we should make a return. Our civilization depends on this," Mr. Delmo Williams told members of Hereford Garden Club during their meeting at the Community Center Jan. 10. Continuing with his discussion of "Conservation is Beautification," Mr. Williams then spoke of cover crops, proper cultivation, and fertilization as methods of conservation. He also urged the use of proper insecticides to fight the enemies of soil and plants.

Hat Etiquette, Making Of Hats Are Discussed

Members of Mon Amis Study Club, meeting recently in the home of Mrs. J. D. Greeson, responded to roll call with their comments on the question, "Why I do (or do not) wear a hat," and chose from a display of hats to wear during the program. Mrs. Cliff Allmon, after conducting a short business meeting, gave a brief summary of "The Etiquette of Wearing a Hat." She then introduced Mrs. C. E. Allmon, who gave a demonstration on making hats.

Mrs. Wiman Is Guest Speaker For Study Club

Education of toddlers and preschool children was discussed by Mrs. Jim Wiman for members of Young Mothers Study Club during their meeting Tuesday evening at the First National Bank. Mrs. Wiman told the group that mothers can prepare their children for school from the toddler stage by helping them to recognize different shapes, colors, sizes, and sounds. Members voted to assist with the Mothers' March for Dimes during the business meeting. Mrs. Bob Veigel was presiding officer.



RECEIVES LIFE MASTER PIN—Mrs. F. S. Hill, Hereford Duplicate Bridge Club, presented right, received her Life Master pin Sunday afternoon during a bridge session and buffet dinner in her honor at the Community Center. Mrs. Lisle Woodford, president of the

Mrs. Hill Attains Life Master Rank In Bridge

Mrs. F. W. Hill, Route 4, received her Life Master pin Sunday afternoon, Jan. 12, during a bridge session and buffet dinner in her honor at the Community Center. Mrs. Lisle Woodford, president of Duplicate Bridge Club, presented the pin to Mrs. Hill, who is the sixth person in the Top of Texas unit of American Contract Bridge League to receive the pin and the first in Hereford. Duplicate bridge players from Hereford, Shafter, Amarillo, Dimmitt, Plainview, Tulla, Farwell, and Clovis, N.M., honored Mrs. Hill Sunday. There were 22 tables of bridge, with trophies awarded to the high couple. The president of the Top of Texas Unit, Sonny Bell, Amarillo, was director. He was assisted by Russell Carver.

gram chairman. A skit acted by Mrs. Hill's husband and friends, Donna Lane, Pat, Vick, Jack Self, Lester Dewey, and Betty Kyle, all of Amarillo, pictured many of the amusing events occurring during the years Mrs. Hill has worked toward the pin. The pin is awarded to bridge players who have accumulated a total of 300 master points. Fifty of these must be red points, which are acquired only in regional or national competition. Mrs. Hill received most of her points in this area, but she has played in tournaments in Phoenix, Ariz.; Los Angeles, Calif.; Miami, Fla.; Wichita, Kan.; and Albuquerque, N.M. She began accumulating the points five years ago, but she made 150 of the 300 points during 1963. During that year her partners were Mrs. Vick, who received her Life Master pin last spring, and Mr. Dewey. Mrs. Hill and Mr. Dewey had played as partners only once before they played in Los Angeles, where they won eight firsts, with a total of 27 red points. Mrs. Hill grew up in Clarendon. She and Mr. Hill met while they were students at West Texas State and were married in 1947. She taught at Stanton Junior High School the year before their marriage. He is a farmer, and they have two children, Wallace, 9, and Cameron, 7, who are "delighted when Mother brings home another trophy and very disappointed when I don't," smiles Mrs. Hill.

Miss Christa Holz, exchange student from Austria, and her American sister, Miss Merle Carmichael, presented a program of Austrian songs during the meeting Monday of Music Study Club. They also showed slides of Austria. Mrs. A. O. Thompson, as program chairman, introduced Mrs. Troys Carmichael, Miss Holz's American mother. Mrs. Carmichael then presented the program. Mrs. B. Y. Crosthwait was presiding officer. Hostess for the meeting was Mrs. Carmichael. She served refreshments of hot tea, fruit cake, banana bread, and candies to Mrs. J. R. Allison, Mrs. J. E. Beyer, Mrs. Bill Bradley, Mrs. Ellis Coombes, Mrs. Crosthwait, Mrs. Bill Dameron, Mrs. W. E. Dameron, Mrs. H. K. Fox, Mrs. Bill Lankford, Mrs. Paul Lyons, Mrs. J. C. McCracken, Mrs. C. J. Mountz, Mrs. Bill Penn, Mrs. T. W. Roberson, Mrs. A. T. Schroeter, Mrs. Jesse Stanford, Mrs. Thompson, Mrs. S. O. Wilson, Mrs. Joe Frank Clark, and the guests, Miss Holz, Miss Carmichael, and Mrs. R. Wagner, sister of Mrs. Fox.

Delta Kappa Gamma Initiates New Members

Six new members were initiated during the luncheon meeting Jan. 11 of Delta Xi Chapter of Delta Kappa Gamma. The new members are Mrs. Charles Bell, Hereford; Mrs. Floyd Cain and Mrs. C. C. Clark, Farwell; Mrs. Barbara Eves and Mrs. Mary Fryor, Friona; Mrs. Olive Staley, Bovina; Mrs. Claude McDougal, initiation chairman, was in charge of the arrangements. Mrs. Glen Render, Dimmitt, was in charge of the program. Excerpts from the biographies of Miss Della Stagner, Hereford; Mrs. Melton Richardson, Dimmitt; Mrs. Miss Grace Paul, Hereford; were read to illustrate the theme of the program, "Changing Educational Patterns in American Culture."

Combust and it was reported that Mrs. Pearl Adamson was in a Kansas City hospital with a broken leg. The next regular meeting will be in Friona. Members were reminded to bring items for the "White Elephant" sale to raise money for the scholarship fund. Hostesses for the meeting, which was held at Raney's Restaurant, were Hereford members of the chapter. Those present were Miss Madeline Bell, Mrs. Charles Bell, Miss Lucille Park, Miss Della Stagner, Mrs. Jim Bookout, Mrs. Fritz Christman, Mrs. H. V. Crawford, Mrs. J. J. Durham, Mrs. Byron Durham, Mrs. Eleanor Hudspeth, Mrs. Merlin Kaul, Mrs. W. T. Legg, Mrs. Claude McDougal, Mrs. J. D. Neill, Mrs. Sam Ratcliff, Mrs. Frank Prowell, Mrs. Kent Snare, Mrs. V. P. Walker, Mrs. Fred Welch, and Mrs. L. C. Thomas.

Miss Stagner, president, conducted the business meeting. Thank you letters were read from Miss Hazel Merritt, Miss Lucille Park, and Mrs. Wallace

Social Calendar

Tuesday, Jan. 21 Progressive Home Demonstration Club will tour the underground home in Plainview. La Plata Study Club will meet with Mrs. Seigler for a program on Central America, presented by Mrs. Streu. Young Homemakers of Texas will meet at the high school for a program on "Saving Steps in Housecleaning." Mrs. Dobbbs will be hostess. Young Homemakers Home Demonstration Club will meet with Mrs. Scott for a program on filing papers. Xi Epsilon Alpha chapter of Beta Sigma Phi will meet at 8 p.m. for the program, "Natural Espionage" and "Enjoyment of Nature," presented by Mrs. Russell and Mrs. Hollingsworth. Hostesses will be Mrs. Beauchamp and Mrs. Kendall. La Afflatus Estudio Club will meet with Mrs. Johnson for a program on the Constitution, presented by Mrs. Etheridge and Mrs. Suggs. Thursday, Jan. 23 La Madre Mia Study Club will meet at the Hereford State Bank. The program, "Why Make Out a Will?" will be presented by Mrs. Morton. Mrs. Brownlow will be hostess. Westway Home Demonstration Club will meet with Mrs. George Turrentine. Mrs. Albert Lamb will lead the program on filing papers. Calliopean Club will meet in the home of Mrs. Dettman. Mrs. Cain will discuss "Segregation Issues." Hereford Duplicate Bridge Club will have its regular weekly meeting at 7:30 p.m. at the Community Center. All proceeds go to the Community Center, and all bridge players are invited to attend. Friday, Jan. 24 Messenger Home Demonstration Club will meet with Mrs. Jacks for the civil defense program. Cultural Home Demonstration Club will meet with Mrs. Parkes for a program on filing papers. Saturday, Jan. 25 The board meeting of Deaf Smith County Federated Clubs will be held at the Community Center at 3 p.m.

Book On Plastics Is Reviewed By Mrs. Jacobsen

Mrs. John N. Jacobsen Jr. reviewed the book, The New World of Plastics, by Alfred Lewis, as the program for Lone Star Study Club Tuesday. She included in her discussion the scarcity of raw materials which resulted in the growth of use of plastics, different types, and the fact that over six million pounds of plastics are produced each year. She also described a plastics research center built entirely from plastic materials. The business meeting was conducted by Mrs. Baker Womble, club president. Members voted to give a donation to the March of Dimes and to assist with the program if they were needed. The meeting place for the meeting Jan. 23 was changed to the home of Mrs. G. W. Newsom. The club met in the home of Mrs. S. S. Williams, with Mrs. Jim Bookout as co-hostess. Other members present were Mrs. R. G. Blue, Mrs. E. W. Dettman, Miss Mildred Elliott, Mrs. H. E. Henslee, Mrs. Jim Higgins, Mrs. Jacobsen, Mrs. Vivian Major, Mrs. G. W. Newsom, Mrs. Coy Phillips, Mrs. Ray Suit, Mrs. Ed Warren, and Mrs. Womble.

Class Members Plan Sweetheart Banquet Feb. 7

Victory Sunday School Class of Avenue Baptist Church met Jan. 9 in the home of Mrs. Luther Baxter. The devotional, "The Art of Friendship," was given by Mrs. Clois Kemp, and opening and closing prayers were led by Mrs. G. W. Duncan and Mrs. Johnnie Townsend. During the business meeting, conducted by the president, Mrs.

1964 Officers For BPO Does Are Installed

The Benevolent and Patriotic Order of Does, Hereford Drove 178, met for dinner at Raney's Restaurant Monday night to honor Mrs. Clay Barger, deputy supreme president of the grand lodge, and Mrs. Mac McLean, deputy supreme conductor, both from Lubbock. Following the dinner the group went to the Elks Hall, where Mrs. Barger and Mrs. McLean conducted the traditional installation service for new officers of the Hereford group. Those installed were Mrs. Carl Hollingsworth, president; Mrs. Richard Clark, first counselor; Mrs. Ray Smith, senior counselor; Mrs. Kenneth Gooch, secretary; Mrs. Wallace Shelton, treasurer; Mrs. Earl Evans, inner guard; Mrs. Gordon Massey, outer guard; Mrs. Benny Cooper, conductor; Mrs. Ralph McCullough, three year trustee; Mrs. C. D. Fitzgerald, two year trustee, and Mrs. Jack Messer, one year trustee. A social hour followed the installation ceremony. Members present were Mrs. Richard Clark, Mrs. Benny Cooper, Mrs.



NEW MEMBERS OF DELTA KAPPA GAMMA—Initiation chairman, Mrs. Claude McDougal, right, was in charge of ceremonies welcoming, from left to right, Mrs. Barbara Eves, Bovina, Mrs. Frances Clark, Farwell, Mrs. Floyd Cain, Farwell, and Mrs. Charles Bell, Hereford, as new members of

Austrian Songs Are Featured On Club Program

Mrs. M. T. Rutler was guest speaker for the Jan. 7 meeting of Vega Garden Club. During her discussion of "Dried Arrangements for the Home," she made several arrangements and presented methods of processing and caring for dried materials. Mrs. A. L. Manjeet accompanied Mrs. Rutler to Vega.

West Hereford Club Program Is On Resuscitation

Albert Farris, Deaf Smith County Electric Co-op, presented a program on mouth-to-mouth resuscitation for members of West Hereford Home Demonstration Club during their meeting Jan. 14 in Pioneer Natural Gas Flame Room. After showing a film on the procedure, Mr. Farris explained correct procedures for drowning, car wreck, and electrocution victims. He then helped club members practice the procedure. Mrs. E. B. Mosley was presiding officer. Roll call was on

Veleda Members Hear Miss Holz Discuss Austria

"In Austria there is not as much social life as there is in the United States, but there is much more family life," Miss Christa Holz, exchange student from Austria, told members of Veleda Study Club Tuesday. Miss Holz showed colored slides of her homeland and discussed efforts to modernize farm methods, the educational system, and the lack of extracurricular activities in schools and churches, clubs for men and women, and instant and prepared foods. "Austrian women," she noted, "spend the greater part of their days cooking." Members responded to roll call with their answers to the question, "What interests you most about Austria?" Miss Holz was presented a charm inscribed with the name of the club and the date of her appearance there. It was explained that various clubs and organizations have agreed to participate in the accumulation of such charms for her bracelet. During the business meeting, conducted by Mrs. Dale Barclay, members voted to assist with the Mothers' March of Dimes. Mrs. Glenn Watts was elected to membership in the club. Mrs. Don Baugous was hostess for the meeting. Members present were Mrs. Dale Barclay, Mrs. Joe Frank Clark, Mrs. L. J. Clark, Mrs. Hugh Cleaman, Mrs. Charles Hoover, Mrs. Armon Leubertack, Mrs. J. R. Oglesby, Mrs. George O'Leary, Mrs. George Ritter, Mrs. Robert Willmot, Mrs. Glad Brown, and the hostess. Guests were Mrs. Melvin Jayson, Mrs. Cleveland Hobley, and Mrs. Buddy Poole.

DAWN NEWS

Dawn Baptists Plan Revival

By Mrs. Ray Polan
Public is invited to attend revival services at the Dawn Baptist Church Jan. 26 through Feb. 2 when the Rev. Chester O'Brien, pastor of Paramount Baptist Church of Amarillo, will do the preaching.

Singing will be under the leadership of Irving Cook, minister of music of the Trinity Baptist Church, Amarillo. The Rev. Charles Davenport and family and Mr. O'Brien will have lunch with different members of the church and their families.

Mr. Davenport attended a pastors' and laymen's conference in Plainview Monday through Tuesday night.

Adult I class will have dinner together in the educational building Sunday, Jan. 26, immediately after church services when the Rev. Chester O'Brien will bring an inspirational message.

Mrs. William Wimberley recently attended the quarterly associational meeting of the WMU in Canyon at the First Baptist Church. Mrs. Solomon, the president from Amarillo, attended and Mrs. Charles Davenport from Dawn also attended.

Sunbeams, RA's and GA's will meet Tuesday at 4:30 p.m. in the Dawn Baptist Church educational building.

Dawn WMU met last Thursday at the church. Attending were Mrs. Charles Davenport, Mrs. Edgar Lemons, Mrs. Walter Lemons, Mrs. Lester English, Mrs. Rea Cop, Mrs. Lee Roy Johnson, Mrs. H. S. Fuller, Mrs. Carl Wimberley and Mrs. William Wimberley.

Mrs. William Wimberley received a letter from Mrs. John Abbott reporting she is ill. Mr. and Mrs. Abbott are missionaries to the Mexicans and Indians at Espanola and the surrounding area.

In 1964 state evangelism conference will be Jan. 23-24 in Lubbock's First Baptist Church. On Thursday evening, Dr. R. G. Lee will speak. Those planning to attend from Dawn include Mrs. William Wimberley, Mr. and Mrs. Edgar Lemons, Mr. and Mrs. Lester English, and the Rev. and Mrs. Charles Davenport.

ited with Mrs. Edgar Lemons while she was a patient at Neblett Hospital in Canyon Monday.

The Rev. and Mrs. Charles Davenport and sons, Keith and Kiven, recently went to Seymour to attend Mrs. Davenport's grandparents', Mr. and Mrs. C. H. Peek's, golden wedding anniversary. Approximately 75 friends and relatives attended.

Mrs. J. B. Caraway, Mrs. Ray Stewart and Bette, and Mr. and Mrs. J. R. Oglesby from Canyon had lunch in Amarillo recently.

Mr. and Mrs. J. B. Caraway and Mrs. W. P. Caraway visited in Plainview with Mrs. Minnie White, an aunt of Mr. Caraway's.

H. H. Caraway from Stratford spent last Friday night with Mr. and Mrs. J. B. Caraway and family.

Mr. and Mrs. G. B. Hagar are grandparents of a new granddaughter. Mr. and Mrs. Percy Willson are the parents of Glynda Chareece, born Monday, Jan. 6. She weighed 8 pounds, 14 1/2 ounces.

Miss Rhonda Hagar, daughter of Mr. and Mrs. Richard Hagar, was given a birthday dinner Tuesday, Jan. 14, in the home of her grandparents, Mr. and Mrs. G. B. Hagar. She was 5 years old.

Mr. and Mrs. Steve Bavousett were hosts Friday night for a bridge party attended by Mr. and Mrs. Clarence Betzen, Mr. and Mrs. Pat Miller and Melissa; Mr. and Mrs. Ray Polan and the host couple and Carroll Ann and Mark.

Carroll Ann Bavousett celebrated her 7th birthday Monday. Present were Debra Ann Polan, Mrs. Polan, Mack and Mrs. Bavousett.

Mrs. Walter Lemons and daughters, Peggy Jean, Linda and Sandra, attended a bridal shower at Morton in honor of her niece, Mrs. Tom Coffman.

Recent guests of Mr. and Mrs. Clifford Galley and Karl Sue in Amarillo were Mr. and Mrs. Orval Galley and family; Mr. and Mrs. Cucus Galley, Moline, Ill.; Mr. and Mrs. Walter Galley, Center, Colo.; Mr. and

Mrs. Lester Galley, Hereford, and the Charles Galleys.

Mr. and Mrs. Orval Galley made a business trip to Amarillo Saturday.

Mr. and Mrs. Ted Richardson and family visited with Mr. and Mrs. Mickey Jolly and Michael and Celinda Sunday afternoon in Amarillo.

Mrs. R. A. Frye visited over the weekend at Winters with Mr. and Mrs. T. B. Toe who

had recently been released from a hospital. Also visiting was her

cousin, Mrs. J. R. Kennedy, whom Mrs. Frye had not seen in 25 years. She lives in Phoenix, Ariz. An aunt from Fort Worth, Miss Pauline Jones, also

was present. Mrs. Frye returned to Dawn Tuesday.

Mrs. Edgar Lemons was admitted to Neblett Hospital in Canyon last Sunday for minor surgery. She returned home

Tuesday.

Mr. and Mrs. Edgar Lemons and children and Mr. and Mrs. Walter Galley from Center, Colo., visited recently with the Rev. Paul McClung and family at New Home south of Lubbock.

Mrs. C. C. Stewart, formerly of Dawn, is in a Perryton Hospital, suffering from pneumonia. Her mother, Mrs. L. M. Harris, is suffering from a broken right

(Continued on Page 3)



HEREFORD'S "Christmas Card" project resulted in a \$1229 check for Deaf Smith County Hospital to be used for new equipment. Shown presenting the check to T.E. Seigler, hospital manager, are Mrs. A. T. Mims and Mrs. C. E. Rush. Under the unique plan, sponsored by the Medical Auxiliary, persons are asked to give money which they would spend for "local" Christmas cards to the organization for its very worthwhile program. (Staff Photo)

SPECIAL! ...from the man with the Hottest Brand Going!

This Week Wax and Polish **\$12.50**
By Appointment!
Open 1:00 to 8:00 P.M. Sunday
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FARM SALE

WEDNESDAY, JANUARY 22, 1964 --- TIME: 11:00 A.M.

LOCATED:— 6 miles North of Hereford, Texas, on Highway 385, then 1 mile East and 1 mile North — or go to East Side of Hereford, Texas, to Ave. K, then 7 miles due North, known as the Jenkins Farm.

THE PROGRESSIVE CLUB LADIES WILL SELL LUNCH.
We will sell the following at Public Auction:—

<p>TRACTORS—</p> <ul style="list-style-type: none"> 1—1955 J. D. 70, butane, wide front, good rubber, good shape. 1—1955 J. D. 70, butane, roll-o-matic, power steering, good shape. 1—1952 - Ford. <p>FARM MACHINERY—</p> <ul style="list-style-type: none"> 2—4-row J. D. Planters, 3 point. 1—4-row J. D. Wide Front Cultivator. 1—4-row J. D. Quick Tach Cultivator. 2—16-10 J. D. Low Wheel Grain Drills, rubber press wheel. They are excellent. 1—Cisco Rod Weeder, hydraulic driven. 1—12-ft. Ez-flow Dry Fertilizer Spreader, like new. 1—5-ft. Krause One Way, 3 point. 1—John Deere 2-row H. D. Gyrnor Shredder, 3 point, 1 yr. old. 1—Blade Ditcher, 3 point. 1—4-row R&J Castbuster, 3 point. 1—4-row Crustmaster, 3 point. 1—John Deere 10-ft. Broadcast Binder. 1—Eversman Camel Back Land Leveler. 1—4-sec. J. D. Gang Rotary Hoe. 2—4-row Stalk Cutters. 1—8-row Broymill Sprayer, on rubber. 1—I.H.C. 4-sec. Harrow. 1—J. D. 7-ft. P.T.O. Mower 1—2-16" M&M Moldboard, old. 1—8-hole Dempster Drill, old. 2—Eversman V Ditchers. 1—11-ft. Hoeme. 1—4-row Caldwell Seed Packer. 1—Ditch-rite Drag Type Ditcher. 1—Tool Bar and 8 Chisels and John Blue Pump for Anhydrous Applicator, trailer pull behind. 1—14-ft. Krause Tandem Carrier Wheels, good. 1—14-ft. Krause Tandem Carrier Wheels, scalloped disk in front, good. 	<p>1—Dearborn Front End Loader for Ford tractor.</p> <ul style="list-style-type: none"> 2—34-ft. Mayrath Grain Augers, on rubber, with motors, used very little 1—4-row Bed Knifer, 3 point. 1—13-ft. Hoems. <p>LIVESTOCK EQUIPMENT & FEED—</p> <ul style="list-style-type: none"> 1—30-ft. Steel Tower & Aeromotor Mill, in excellent shape. 140—Feet of 2" Pipe, Cyl. & Sucker Rod. 1—Overhead Steel Tank, 1200 gal. 1—Gould Line Booster Pump. 3—20-ft. Steel Hay Feeders on skids. 1—Creep Feeder and Pen for Calves. 1—12 ft. Steel Hay Feeder. 2—Old Scratch Cattle Oilers, good. — Several Feed Troughs 1—3000-gal Steel Tank. — Several Steel Stock Tank Rims. 500—Bales of Soybean Hay, not threshed, 1962 crop. 1800—bales of Haymaker, baled this year, good. 8000—Bundles Cane and Hegari mixed, good. <p>MISCELLANEOUS—</p> <ul style="list-style-type: none"> 1—Lot of J. D. Rear-Wheel Wts. for tractor 1—Land Measuring Wheel. 100—Gallons of Outside White Paint, still in cases. 1—Land Transit. 1—Set of Good Dual Tires and Rims for J. D. or I.H.C. 1—Large Lot of Used Sheet Iron. 3—24" Tool Bar Spacers. 2—4-row Set of Crustbuster Disk. 	<ul style="list-style-type: none"> 1—4-row Hudson Automatic Row Marker. 1—4-row Set of J. D. Row Markers. 5—J. D. Tool Bar Shanks and 22" mulching sweeps. 2—Planter Guides. 2—J. D. Hydraulic Cylinders. 1—6-volt Battery Charger 1—4-row Set of Rubber Press Wheels. 2—3 point Hitches for John Deere. 3—Hydraulic Jacks. 1—Large Lot of Irrigation Tubes, several hundred. 1—Large Lot of Sweeps, Knives, Forks, Booms. <p>SHOP & BUTANE EQUIP.—</p> <ul style="list-style-type: none"> 1—250 amp. Allen Electric Welder. 1—Portable Air Compressor, electric, good 1—Electric Saw — 1 Pipe Vise. 1—500 gal. Butane Tank on tandem trailer 1—250 gal. Butane Tank. — Several Butane Hose. <p>TRUCK — PICKUP — & TRAILERS—</p> <ul style="list-style-type: none"> 1—1946 - 1 1/2-ton Chevrolet Truck, almost new grain bed. This truck is the best for its age. 1—1952 - I.H.C. Pickup, good rubber. 3—4-wheel Trailers. <p>FURNITURE—</p> <ul style="list-style-type: none"> 1—Firestone 12-ft. Deep Freeze, good. 1—Westinghouse 9-ft. Refrigerator, good. 1—Hardwick 4-burner Gas Stove, good. 1—Dining Room Suite. — Other miscellaneous furniture.
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Terms of Sale: CASH. — All accounts to be settled day of the sale.

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<p>New Looks in POPULAR FABRICS 38¢ yd.</p> <p>Cotton denim or rough weave print fabric colored for fashion 'n home decorating!</p>	<p>Unbleached COTTON MUSLIN 5 yds. \$1</p> <p>Unbleached muslin; washable, long wearing, woven to Penney's quality specifications!</p>	<p>Print 'n Solid QUALITY COTTONS 38¢ yd.</p> <p>Cottons with lots of class... many are crease resistant, wash and wear... finely combed!</p>
<p>Big Sewing Buy! COTTON THREAD 3 spools 10¢</p> <p>Regular strength mercerized thread for all your sewing needs! Lots of colors to choose from!</p>		

REDUCED! ALL PENNEY SHEETS... EVERY ONE FIRST QUALITY!

Nation-wide... PENNEY'S SMOOTH, LONG-WEARING COTTON MUSLINS!

1.46
Twin 72" x 108" Flat or ELASTA-FIT bottom.
Full 81" x 108" Flat or ELASTA-FIT bottom... 1.64
Cases 42" x 36" 2 for 76c

COLORED PASTELS
Twin 72" x 108" Flat Full 81" x 108" Full or Elasta-Fit Bottom. or Elasta-Fit Bottom
1.99 2.32
Cases 42" x 36" 2 for 99c

Pencale... PENNEY'S FINE COMBED COTTON PERCALES!

1.76
Twin 72" x 108" Flat or ELASTA-FIT bottom.
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YEs, these are the Penney percales woven of selected long-staple cotton, combed to extra silky smoothness that home-makers prize for their fine quality and value! All perfect! So-tested! A buy not to be missed. Compare!

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Cases 42" x 36" 2 for 1.17

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Dual Control Electric Blankets \$12.77-\$16	Men's Nylon Ski Jackets 9.88 - 12.88
Foam Rubber Pillows 2 for \$6	Boy's Nylon Ski Jackets \$5 - \$8
Plastic Housewares 89c	Men's 4 or 5 Buckle Overshoes \$4
Women's Better Dresses \$4 - \$6 - \$8	Men's Sport Shirts 2 for \$5
10 Only House Dresses \$1	Women's Cotton and Knit Blouses \$1
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Bargains Throughout The Store to Numerous to Mention Broken Sizes, Limited Quantities

CHARGE IT! Penney's is open 9 to 6 weekdays - 9 to 9 Sat.

Dawn...

(Continued from Page 2)
 arm, sustained in a fall before Christmas. Mrs. Harris is staying with Mr. and Mrs. Henry Hamblen at Wayside.
 Ray Polan and Wayne Higgins made a business trip to Borger and Pampa recently, and to Vernon the next day.
 Mrs. Hershel Miller Jr. and her daughter, Jean Leair, had lunch with Mrs. Ray Polan and Debra Thursday and spent the afternoon.
 E. McPolan from Sunray visited the Ray Polan family Thursday through Friday afternoon.

Mr. and Mrs. Otis Story, Juana, Janice and Everett Wayne visited relatives over the weekend in Lubbock.
 Mrs. Viola Denton, Ruth Onstott and son, Leon, were recent visitors in the Carl Cathy home, and the Melvin Mays returned with them to Wade, Okla.
 Mrs. Carl Cathy honored her daughter, Sharie, with a party Saturday on her 3rd birthday. Diarnee and Temora Duderstadt have been ill with ear and throat infections. Both are improved.
 Mrs. Bob Strain and Sharie have had the mumps. Guests

in their home have been the Bill Sheets from Spearman; also Mr. and Mrs. David Hutchins and children from Summerfield.
 Bob Strain and Alfred Smith attended the National Wheat Grower's banquet in Amarillo recently.
 Mr. and Mrs. Jeff Collins from Amarillo were visitors Sunday at the home of Mr. and Mrs. Ed Sowell. Mrs. Sowell's nephew, Don Brillhart, who had worked for Ed, is now working in Liberal, Kan.
 The A. D. Moores visited Thursday with Mr. and Mrs. L. W. Tooley. Over the Christmas holidays, the Tooleys were hosts for the A. D. Moores from Kress, the A. W. Tooleys, also of Kress, and the W. M. Tooleys from Floydada.
 Mr. and Mrs. L. W. Tooley and family attended services in the Fairview Community Church to hear their former pastor, the Rev. John Ferguson, in revival services.
 Mr. and Mrs. Lester English were hosts for Sunday dinner for Mr. and Mrs. Lefty Thomas.
 Mr. and Mrs. English gave a "42" party Friday night. Attending were Mr. and Mrs. D. C. Kinsey, Mr. and Mrs. Owen Stagner, Mr. and Mrs. Jack Kirksey, Mr. and Mrs. Otis Lee, Mr. and Mrs. E. W. Young, Mr. and Mrs. Jimmie Alford, Mr.

and Mrs. B. E. Roberson and Mr. and Mrs. A. H. Cook.
 Mrs. English and Peggy Billingsley were in Amarillo recently.
 Ivy Thompson and Mike from Tulia were guests recently of the Englishes.
 Dawn will have community night Friday at 7 o'clock in the Dawn school building.
 Dawn music club met at the home of Mrs. H. H. Miller Tuesday with Mrs. Alfred Smith as co-hostess. New officers for 1964-65 will be: Mrs. Steve Bavousett, president; Mrs. Clarence Betzen, vice-president; Mrs. William Wimberley, recording secretary; Mrs. Carl Wimberley, treasurer; Mrs. Lester English, choral director; Miss Bertha Frye, historian, and Mrs. H. H. Miller, reporter.
 Mrs. W. H. Gentry, Mrs. Lester English and Mrs. Ray Stewart are on the planning committee for the February party. Those attending were Mrs. Ray Stewart and Bette; Mrs. Lester English, Mrs. Ed Sowell, Mrs. Jim McCabe, Mrs. H. V. McCabe, Mrs. Steve Bavousett, Mrs. Carl Wimberley, Mrs. William Wimberley, Mrs. Clarence Betzen, Mrs. L. W. Tooley, Mrs. H. A. Miller Jr., and Jean Leair, and Mrs. W. H. Gentry. Guests were Mrs. Paul Engler, Mrs. Pat Miller and Melissa, and Mrs. Raymond Curtisinger.
 Mr. and Mrs. Melvin May's father, Alfred May of Hereford, was admitted to St. Anthony's hospital Thursday for tests.
 Mrs. Melvin May and Mrs. Ray Polan are attending a two-hour class in Amarillo each week, commuting.
 The R.A.'s had a special service Sunday night at the Dawn Baptist Church. Those receiving "Trial Badges" were Gary Richardson, Douglas May, and Doyle Joe Fuller. Receiving "Lad Steps" were Gary Lemons, George Ray Fuller, Jerry Stewart, Roy Johnson, Ricky May, Ricky Ward, Sam and Robert Richardson, and Paul English.
 The 1888 look in fashion was heavy pleating, multiple tight banding and corsets providing the utmost constriction.

Conservation West...

(Continued from Page 1)
 ring that meeting, Mrs. Ben Childers and Mrs. Arthur M. Stoy were elected to membership in the club. The program, "Bells-Opera of the Steeples," was presented by Mrs. O. G. Hill Sr. Mrs. W. C. Hromas made an illustrative arrangement of golden bells for the dining table. Hostesses for the meeting were Mrs. John N. Jacobsen Jr. and Mrs. S. S. Williams.
 Hostesses for the Jan. 10 meeting were Mrs. Dennis Williams, Mrs. J. V. Pickens, and Mrs. Charles Dones. Other members present were Mrs. Roy Calvert, Mrs. O. G. Hill Sr., Mrs. W. C. Hromas, Mrs. John N. Jacobsen Jr., Mrs. Ray Johnson, Mrs. A. L. Manjeot, Mrs. A. L. Moore, Mrs. Sam Morgan, Mrs. G. W. Newsom, Mrs. M. T. Rutter, Mrs. Arthur Stoy, Mrs. S. S. Williams, Mrs. R. L. Wilson, and Mrs. Glenn Boardman.

health and safety. Mrs. Carl Schroeder gave the council report. The recreation chairman, Miss Evelyn Bell, read a spiritual poem.
 Mrs. Herbert Duncan was hostess for the meeting. Others present were Mrs. Schroeder, Mrs. W. J. Frost, Mrs. Vida Jacobsen, Miss Bell, Mrs. W. A.

Waters, Mrs. Carlos Vaughn, Mrs. W. H. Awtrey Sr., Mrs. Moseley, Mrs. Mary King, Mrs. Wes Bradley, Mrs. Wood Vaughn, Mrs. Vern Witherspoon, and Mrs. Martha Jones.
 The next meeting will be in the home of Miss Bell Jan. 28, at 2:30 p.m. Mrs. Draper will discuss family economics.

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DEAF SMITH COUNTY ABSTRACT

148 N. Main

EM 4-0850

Elizabeth Witherspoon
 Don Bougous
 Benny Cooper

Class...

(Continued from Page 1)
 Billy Wall, Mrs. Clois Kemp was elected recording secretary. The social chairman, Mrs. Jay Daniels, revealed plans for the Sweetheart Banquet Feb. 7 in the Flame Room, Pioneer Natural Gas Company. A gift for Mrs. Preston West, class member who is moving to New Mexico, was shown to the group. Mrs. West was unable to be present.
 Members responding to roll call with their favorite winter recipes were Mrs. James Martin, Mrs. Clois Kemp, Mrs. Billy Wall, Mrs. Johnnie Townsend, Mrs. Lee Roy Rickman, Mrs. Marvis Southward, Mrs. C. E. Coleman, Mrs. G. W. Duncan, Mrs. Jay Daniels, and the hostess, Mrs. Baxter.

(Continued from Page 1)
 Mrs. H. H. Gentry, Mrs. Lester English and Mrs. Ray Stewart are on the planning committee for the February party. Those attending were Mrs. Ray Stewart and Bette; Mrs. Lester English, Mrs. Ed Sowell, Mrs. Jim McCabe, Mrs. H. V. McCabe, Mrs. Steve Bavousett, Mrs. Carl Wimberley, Mrs. William Wimberley, Mrs. Clarence Betzen, Mrs. L. W. Tooley, Mrs. H. A. Miller Jr., and Jean Leair, and Mrs. W. H. Gentry. Guests were Mrs. Paul Engler, Mrs. Pat Miller and Melissa, and Mrs. Raymond Curtisinger.
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 The 1888 look in fashion was heavy pleating, multiple tight banding and corsets providing the utmost constriction.

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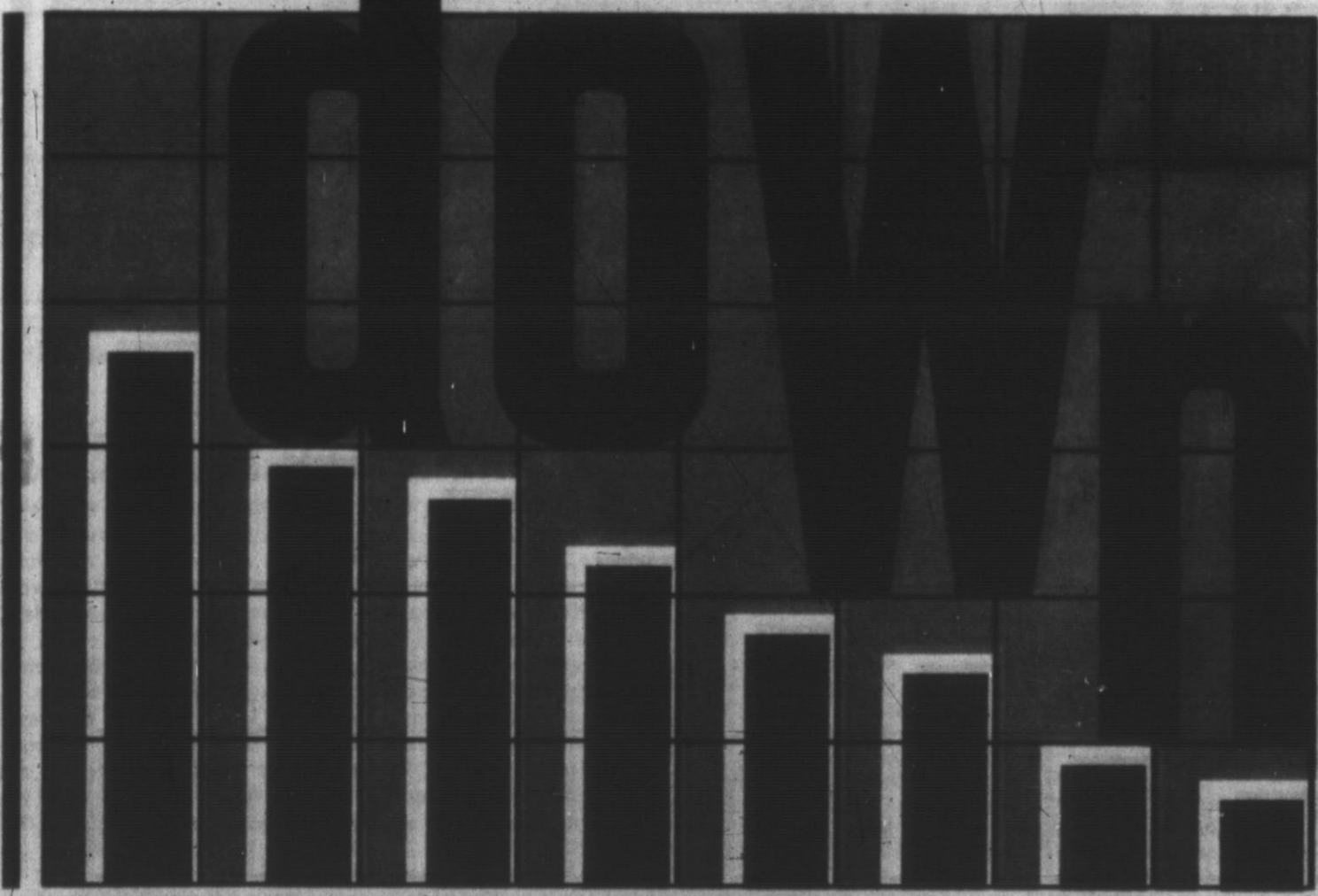
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Your splendid response to this new, modern way of comfort heating has enabled Reddy to twice reduce his rate for electric heating. Now, you can heat your home or business for a new, low heating rate of only a penny per kilowatt hour. What this means in dollar costs will be gladly explained by Reddy's heating representative or any qualified Reddy Recommended heating dealer. Just call your Public Service manager.



JANUARY FABRIC

Beautiful New Spring Patterns and Colors. Fine Quality and at Big Savings

New Spring Cottons

36"-42"-45" wide. A Big Selection. 59¢ to 79¢ Values

- Royalty Antibe Prints
- Stained Glass Prints
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- Woven Oxford Stripes
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44¢ YD.

This is the most outstanding group of piece goods values we have ever offered. Fine quality combed cotton prints and solids. Most have drip-dry finish. You'll find patterns and colors for every sewing need.

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44"-45" width. A Fabulous Group. 98¢ up to 1.49 Values

- Jacquards, Tapestry Weaves, Clip Spots, Dobby Weaves, Satin Plaids, Combed Chino Sportswear, Woven Seersuckers, Woven Cords, Gay Era Sportswear Prints.

77¢ YD.

This exciting group of fabrics include many different types of sportswear and dress fabrics: in prints, woven, and novelty effects, or solid colors; also famous Gay Era sportswear prints in stripes, multi-stripes, geometrics, moderns, florals, picturesque, juveniles.

★ Anthony's Your Complete Fabric Store ★

THE SUNDAY BRAND Editorials

Page Four Hereford, Texas, Sunday, Jan. 19, 1964

Despite Federal Report, 'Coffin Nails' Hang On

Do you remember the "Cranberry Scare" of a few years back? And did you eat any cranberries during the recent holiday season? If you answer these two questions in the affirmative, you pretty well have an idea of how the currently unfavorable federal reports on cigarette smoking will, in the long run, affect the people of this nation.

The reports provide an excellent conversation piece and, perhaps, may even discourage a limited number of addicts for a few days or weeks. In the long run, however, the whole thing will probably be lost in a huge cloud of smoke. Yes, cigarette smoke!

In fact, this is an old, old story in the U. S. A. Fifty years ago, folks laughingly called cigarettes "coffin nails". Since that time our schools, magazines and other communication media have highly publicized the ill effects which result from smoking—and we have more smokers today, per capita, than ever before in the history of our nation.

A parallel is listed in our mounting toll of highway accident victims. Everyone knows it is foolish to speed, but folks keep on stomping the foot-pegs, and we pile up more accidents than ever before. The same is true of cigarettes, except in a lesser degree.

We Americans are funny people. We know what is good for us and what is bad, but we are not likely to do anything about it until the situation becomes personal and drastic. If the doctor convinces us that our own health is in danger, then we will take a second look—and if he is dramatic enough we might even give up the habit.

Eastland, Texas, jumped on the bandwagon and got a lot of publicity by passing

ing a city regulation against smoking. Without doubt, the whole affair was a well-timed publicity gag—or Eastland has some mighty simple minded commissioners who do not realize the first principals of law and law enforcement. Besides, those of us who remember the "Prohibition Era" aimed at distilled spirits would be the first to say that such a system would not work, even if it had been handled in a statutory and legal manner. Definitely, this is not the answer.

Frankly, we are led to wonder just how serious the government is in regard to the purported efforts to stamp out cigarette smoking. If they are honestly disturbed over this item, why do they keep on paying subsidies to the tobacco growers?

If we are to ever curb cigarette smoking, we must first find out why so many people smoke in this country. Is it due to the hustle and bustle in which we conduct our lives? Can it be attributed to psychological reaction in that we enjoy doing something "wrong" occasionally? Do people smoke to "keep up with the Joneses"? General prosperity, movies and television may be other factors which lead us to indulge in cigarettes. Until motives are isolated and curbed, we doubt if any measure to eliminate cigarettes will succeed—even then, it will have to start with a new generation and grow of age.

The surest way to discourage the use of tobacco is through ridicule and humor. Not many generations back people of two continents were addicted to the use of snuff, including the leaders and crowned heads of many nations, in the Continental days of our own nation, snuff played much the same popular role as that of the cigarette today. In the present age, you seldom run across a "snuff dipper", and the "snuff sniffer" is even more rare. Why? Find the answer to this one, and you have the table of operations for eliminating cigarettes.

Meanwhile, the current reports may well be labeled as a "flap in the pan"; a conversation piece destined to run a few weeks and disappear. To paraphrase Mark Twain's remarks concerning the weather, smoking is something everyone talks about, but no one ever seems to do anything about it.



DALE YOUNG
TEXAN IN WASHINGTON

Another Allred, This Allred Is A Musician

By Tex-Easley

An illustrious Texas name has shown up in the entertainment field in the nation's capital—Sam Houston Allred.

The tall and handsome 26-year-old pianist and singer is a son of the late Gov. and U. S. District Judge James V. Allred, who died of a heart attack in 1959.

The young Texan, who entertains at a new night club and restaurant in the fashionable Georgetown section of Wash-

ington, the Velvet Inn, comes by his talent naturally. His mother now teaches music in the City View School in Wichita Falls.

Along with his musical talent he has all the personality and charm that made his father so popular with Texas voters.

A bachelor, Allred came by his historic given name appropriately.

He was born in the famed Sam Houston bed in the governor's mansion in 1937. He has a picture of himself and his

mother taken when he was a few days old with Mrs. Franklin Roosevelt standing by the bedside.

In addition to his job as an entertainer, Allred has a day job of playing classical music at a ballet school here. But all this, he says, is merely preparatory to what he hopes will be his real career.

He wants to be a Broadway actor. His primary reason for being in Washington now, rather than seeking engagements in New York, is so he can continue voice lessons under Todd Duncan, a teacher of many who have gone on to fame.

50 YEARS AGO

Hereford's Financial Condition Is Reported

City Clerk P. W. Price has prepared from the records a general statement of the financial condition of the treasury of the city. This was done by instructions from the Mayor and Commission in order that the public might know "where we are at." One reason for making this statement public comes from the clamor from all parts of the city for repairs and improvements on the streets and for the installation of street lights et cetera. With a heavy debt still on the tax payers with a limit on the taxing power, the Commission is powerless to undertake new work and it has refrained from doing anything except such as seemed absolutely necessary. The first part of the report shows the present indebtedness; the second part, the income from various sources during the year 1913. The income is likely to be less this year on account of a slight reduction in assessments.

The other day a good woman called at this office and inquired for some extra copies of the Brand, remarking that she had phoned to the neighbors for their copies, but had been told that they had used the Brand to start the kitchen fire. This, we suppose, is on account of the natural gas in the paper, or perhaps is from the fact that the Brand is a "hot number" and does not require much coal to cook breakfast after thus using a copy of the paper. At any rate, it shows that the housewives of Hereford have been studying the high cost of living and they are making even a weekly paper strong in its efforts to cut down the cost of kindling wood.

10 YEARS AGO

Some 500 members of the Hereford Texas Federal Credit Union met Thursday night in the High School auditorium to elect directors and committee members, and to hear Buford B. Lanford of Dallas speak on "How Credit Unions are Different." In the elections, those already holding the various positions were re-elected for another term. These include Mrs. Dyalithia Bradley, Robert Thompson and J. Wallace Robinson as directors; Homer Henslee and Dorothy H. Ross as credit committee members, and Bessie Smith and Velma Hodges as supervisory committee members.

of the farmer, cattleman, and vegetable grower who enjoys the all-important factors of experience and know-how.

As someone has said, this country has "barely scratched the surface". It affords

more potential and a greater future than perhaps any other section of the nation. We are sitting in the midst of a land of plenty—and it bids to become even more plentiful as the territory grows and expands.

Panhandle Paragraphs

GAS LINE BREAK HALTS SERVICE

Most North Plains communities have been inconvenienced by the latest cold snap, but none quite like the residents of Gruver and a crew of hardy pipeline repairmen. Saturday morning Charlie Beck Jr., across whose property the line runs, discovered the leak. A company representative was dispatched to the scene and hurried consultation resulted in a decision to "operate immediately." Braving winds of 30 to 35 mph in chilling cold weather, where the temperature dropped to an official five below zero Monday, the crew set out to repair the break without disrupting service to the community completely. Their efforts went bad about 9 p.m. and Western Gas Service Co., the utility firm serving Gruver, notified subscribers. Working steadily through ever colder temperatures, repairmen restored partial service to the community by 3 a.m. Sunday. By 10 a.m., service was back to normal. —BORGER NEWS-HERALD

DEPOSITS SHOW OLTON ON MOVE

Another sign that Olton is on the move showed up emphatically this week in a comparison of bank deposits now and a year ago. Deposits at Olton State Bank reached \$7,714,112.67 at the year's end, and an all-time record for and end-of-the-year report. Olton State and Security State of Littlefield were the only two banks in the county to chalk up gains from last year. Security State was up a million dollars to \$10.8 million and Olton State rose three-quarters of a million from the record \$6.9 million at the end of the year. —THE OLTON ENTERPRISE

EXPLOSION ROCKS ZINC PLANT

An explosion, which racked the personnel building when it blasted away the shower room at American Zinc Company plant northwest of the city Friday at 2:35 p.m., severely burned two of the employees who had been working on a drain in the basement of the building. The cause of the explosion was attributed to an accumulation of sewer gas. The two workmen were removing an old drain in the basement of the building and were about to replace it when the blast destroyed the building. A cutting torch was not being used in the repair work. —THE NORTH PLAINS PRESS (Dumas)

BEEF ACREAGE SIGN-UP COMPLETED

With over 50,000 acres already signed up and the complete totals not yet run, the last week end effort to get area farmers' opinions on whether or not they would grow sugar beets turned out to be an overwhelming success, said Don Anthony, Dumas, president of the North Plains Sugar Beet Growers Association, Wednesday. Requests for sugar beet acreage were still being turned in late Wednesday, when The Star contacted the Dumas Chamber of Commerce concerning the sugar beet sign-up effort. "We probably won't have complete county-by-county returns on the sign up until a couple of more days," said Anthony. —THE STRATFORD STAR

FIREMEN RECEIVE BREATHING PACKS

The Farwell Volunteer Department received a worthwhile gift after they answered a call Christmas Eve at the Worley Grain Co. elevator. The firemen were rewarded with two Scott Air Packs, an apparatus designed to help firefighters breathe while performing their duties in smoke or dust. —THE STATE LINE TRIBUNE (Farwell)

POSTAL RECEIPTS UP

Dalhart postal receipts for 1963 reached \$92,740, an increase of approximately \$100 over the 1962 total, it was learned from post office officials. However, they said the increase is at least partially due to the rise in the price of stamps from four to five cents. —THE DALHART TEXAN

THE BOOTLEG Philosopher

(Editor's note: The Bootleg Philosopher on his Bindweed farm tangles with computer machines this week, his letter indicates.

Dear editor:

According to some articles I've been reading in the newspapers lately, we're now entering the Computer Age.

As I understand it, electronic brain machines are being used more and more in business and government and science, and they seem to work. For example, one computer machine in a big insurance company office can do the work of 1,000 clerks, and do it faster and more accurately, without coffee breaks, summer vacations, or head colds.

Furthermore, man is using the machines to solve complicated problems, to analyze figures, to detect trends, to balance bank accounts, to advise what business course to take. All you do is feed the facts and figures to the computer and it grinds its gears and flashes its lights and types out the answer in two or three seconds, and you can rent one of the smaller, compact models for \$100,000 a year.

I am not in the market for one. I guess it would be fascinating to collect all the facts and figures on this Bindweed farm, all the things that need to be done to increase its efficiency, tell the machine what the weather has been like for every week for the past 25 years, what the production has been, what the market has been, etc., and feed them to it and sit back and let it type out what my jobs are for 1964, but I would be uncomfortable with a machine that can tell me in three seconds what I ought to be doing for the next twelve months. One day at a time suits me fine, and hour by hour is even better.

I don't want any machine coming on this place and telling me the gate in the front yard is sagging, the kitchen roof has a leak, a board on the back step is loose, the pasture fence on the west line needs re-building, my tractor's valves need grinding, I ought to use more fertilizer, or I ought to modernize my bookkeeping system.

I've known this for years, and if the machine wants to do something about it, let it go ahead; I don't intend to.

Yours faithfully,
J. A.

Few Seek Area, State Offices

Voters of this area are faced with very few state and district choices this year which, it seems to us, makes it a good time to point out the fact that no one from Hereford has, in a long time, sought election to district, state and federal posts on the Democratic ticket.

In past years we have boasted nominees to these offices, including several who were successful. And while we have no complaint on any front, it is curious that very few people have sought election from Hereford in recent years. The town, widely and generally favorable known, would make an ideal point from which to campaign.

Mostly, the situation is due directly to a lack of interest on the part of local residents and this, in all probability, may well be attributed to local prosperity and opportunities. Currently, we know of no one interested in area or state office, even looking ahead a couple of years. In fact it would be hard to jar loose any of the potential candidates we know even with a strong draft appeal.

Whether this is good or bad, we don't know. We do feel, however, that so long as average to excellent representation continues the circumstance creates no major problem.

THE Sunday Brand

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

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Classified advertising rates: 6c per word per week first insertion (60c minimum); 4c per word each additional insertion.



HART FFA members were first to get their lambs and pigs to the Golden Spread Western show here this past week. This is Jerry Smith with a couple of sheep which he entered in the show, a Southdown and a Dorset. (Staff Photo)

Water District Names 28 Officers

Residents of the High Plains Underground Water Conservation District have elected two new District Directors and 26 new County Committeemen.

Also in the January 14 voting, residents of the water district and residents of Swisher County voted on the issue of accepting a major part of Swisher County into the District. Residents of the district voted 652 for annexation of the Swisher territory to 79 against the annexation. However, in Swisher County, the unofficial tallies

show the annexation to have failed by a vote of 191 for to 264 against.

In Director's Precinct No. 5, the voters elected Chester Mitchell of Lockney to represent Foyd County on the District Board. Mitchell ran unopposed.

Weldon Newsom of Morton was elected to represent director's Precinct No. 2, which consists of Cochran, Hockley and Lamb Counties. He won over three other residents of the Director's Precinct, V. E. Diersing of Pep, Henry J. (Chick) Schmidly of Levelland and H. G. Waker of Olton.

Two committeemen in each of the 13 counties comprising the water conservation district were elected in Tuesday's vote.

The directors were elected for two-year terms of office, while the committeemen were elected for three-year terms.

The board of directors is a policymaking body which, with the counsel of the county committeemen, set the administrative policies of the district. The county committeemen recommended all water-well drilling permits and serve in an advisory capacity on district matters in their respective counties.

County Committeemen elected by counties, were as follows: Armstrong county, Foster Parker and Jack McGhee; Bailey County, James P. Wedel and W. L. Welch; Castro County, Ray Riley (at large) and Frank Wise; Cochran County, D. A. Ramsey and H. B. Barker; Deaf Smith County, J. E. McEachen Jr. (at large) and G. W. Duncan (precinct 1); Floyd County, Bill Sherman and Tate Jones; Hockley Coun-

ty, Bryan Daniel and Leon Lawson; Lamb County, Willie Green for precinct 1, and Leroy Fisher and Raymond Harper tied for precinct 4;

Lubbock County: Bill Dorman and Weldon M. Boyd; Lynn County, Hubert C. Teinert and Oscar H. Lowery; Parmer County, Walter Kaltwasser and Henry Ivy; Potter County, incomplete; Randall County, Ed Wieck and Lewis Tueck.

OPEN HOUSE

Mr. and Mrs. J. M. Wright and Joe are having an open house Sunday, Jan. 26, from 2-6 p.m. at their new home six miles north of Dimmitt.

CARD OF THANKS

We would like to express our thanks to those who helped us in the loss of our loved one; especially to Dr. Hicks, the nurses at the hospital, those who sent food, flowers, cards and calls. May God bless each of you.

Mrs. Fern Berry and family
L. O. Gore
Howard Gore and family
Mrs. Jack Flowers and family
Mrs. Clay Angelo and family

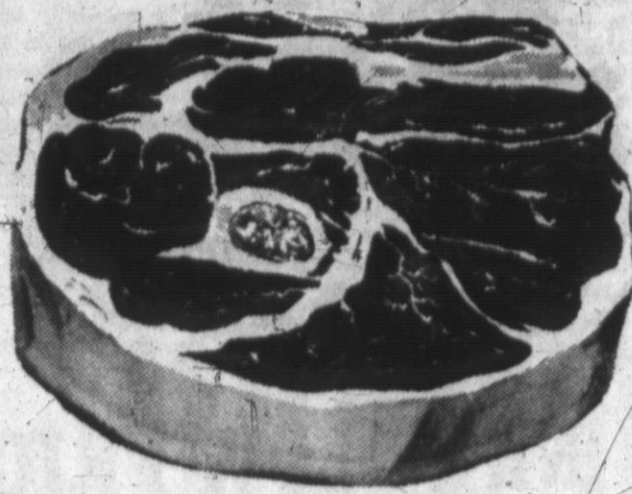
FIRST WINGS

AIR FORCE ACADEMY, Colo. (A) - Approximately 250 cadets at the U. S. Air Force Academy, 10 per cent of the cadet wing, earned Eagle Rank during their Boy Scout days.



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ARM ROAST

lb. **59¢**

- Chuck Roast lb. 49c
- Rib Steak lb. 79c
- Pork Chops Rib Centers 69c
- Bologna Chunk Style 39c

DR. PEPPER

PLUS DEP.

39¢

Shurfine - 2 1/2 Can

PEACHES

3 for 79¢

Shurfine

SWEET POTATOES

29¢

Shurfine - 46 oz.

PINEAPPLE JUICE

29¢

Campbell

MEAT SOUP

6 for \$1

Del Monte - Chunk Style

TUNA

29¢

Aqua Net - Plus Tax

HAIR SPRAY

89¢

Shurfresh

BISCUITS

10 for 79¢

Maryland Club

COFFEE

69¢

Shurfine - 5 lbs.

FLOUR

39¢

POT PIES

BANQUET

5 FOR 79¢

FOOD KING

Shortening

3 lbs. **55¢**

SHURFRESH

Oleo

3 FOR **49¢**

KLEENEX

Facial Tissue

4 FOR **89¢**

Trend

22 oz. **47¢**

INSTANT - 3 oz.

Lipton Tea

79¢

DUNCAN HINES

Cake Mix

35¢

TENDERCRUST

Cookies

LG. CELLO **49¢**

TENDERCRUST 12 CT.

Brown & Serve Rolls

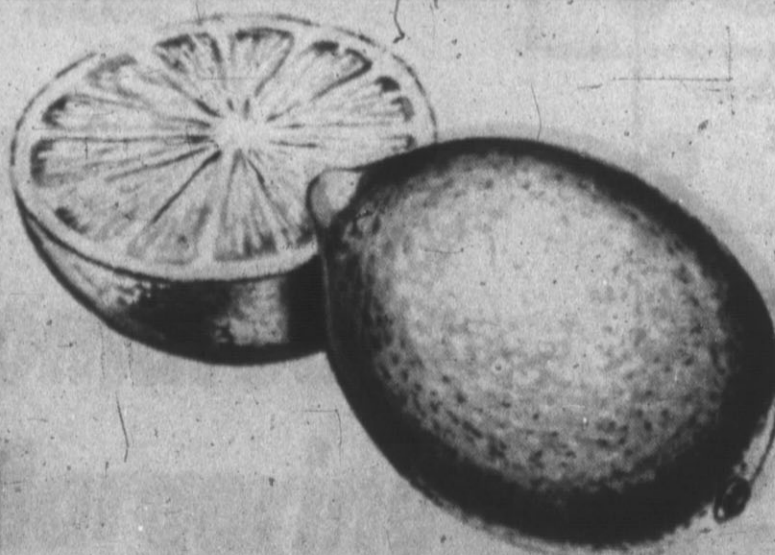
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49¢

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- Celery Stalk 15c
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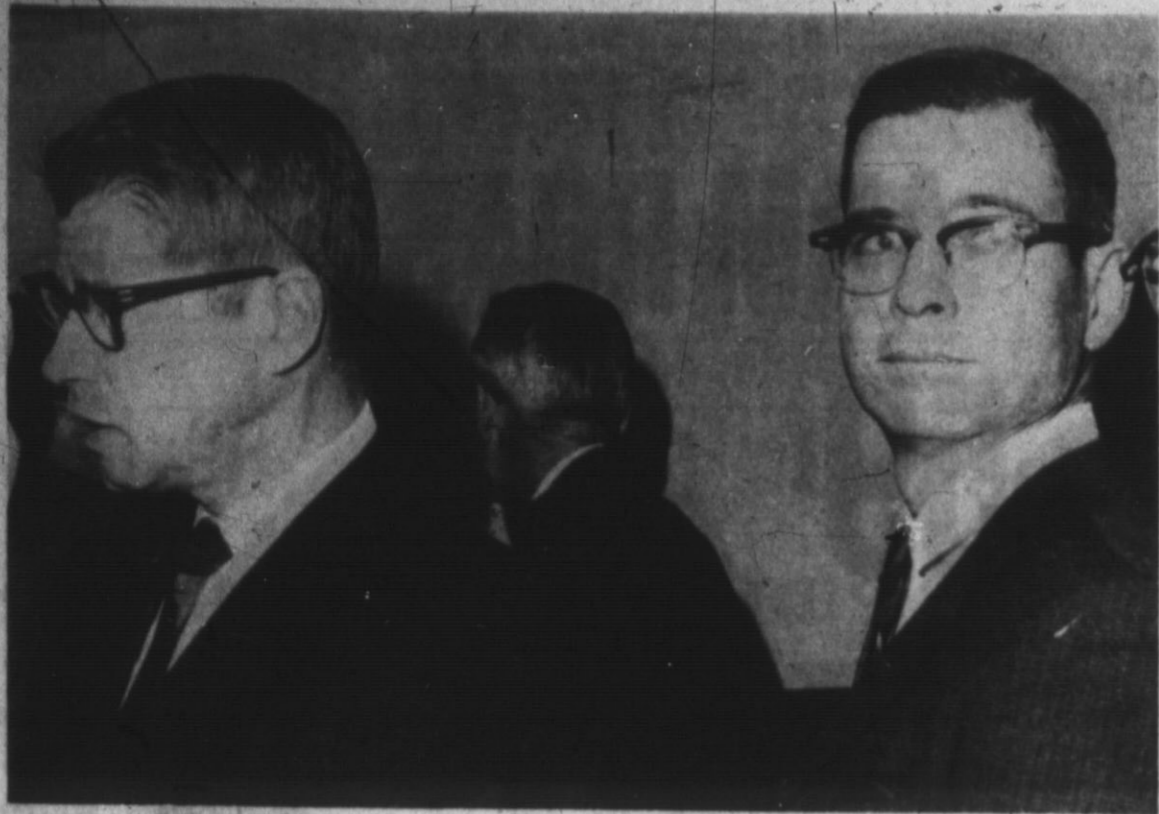
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FORMER HEREFORD Newsman, Roy Clark (right) was in Amarillo recently when Secretary of Agriculture Orville Freeman (left) spoke at the National Wheat Growers convention. Clark was news editor of The Brand in the late '50's. (Photo The Plains Farmer)

FRIO NEWS

Farewell Party Given Shaddens

By Mrs. Owen Andrews and Mrs. Charles Self
Mr. and Mrs. Mark Shaddens and children, Kenny, Mark and Phyllis were honorees at a farewell party given at Frio, Sunday evening.

The family plans to move within the next few days to Dell City, east of El Paso. They have bought a place there and will irrigate farm. They were presented a gift from the church membership and refreshments were served.

The Frio Homemakers Club met in the home of Miss Alma Andrews in Hereford Tuesday. Foreign Exchange Student, Sergio Bravo, of Chile, spoke to the club, explaining customs, geography, political life and other details of his native country.

The new club yearbooks were

distributed at the meeting. Present were president, Mrs. T. L. Sparkman Jr., Mrs. W. A. Springer, Mrs. Tommy Sparkman, Mrs. Earnest Harder, Mrs. Richard Price, Mrs. Charles Self, Mrs. Homer West, Mrs. Floyd Cole, Mrs. James Dobbs, Mrs. Larry Dobbs, Mrs. Edgar Vinson, Mrs. Carlton Dobbs, Mrs. Henry Dobbs, Mrs. Glenn Andrews, Mrs. J. D. Stringer, Mrs. Herbert Bruns, Mrs. Owen Andrews, Mrs. Henry Andrews, Mrs. B. H. Baldwin and the hostesses.

Mr. and Mrs. Arthur Blackburn attended funeral services at La Grone Funeral Chapel in Canyon Wednesday for Harold Heizer. He was the son of Mrs. Carl Heizer, Canyon, and nephew of Mrs. N. E. Gass, of Hereford. Heizer died suddenly in Canoga Park, Calif. He was 41 years of age.

Funeral services were held in Albuquerque Thursday for Tom Mobley, former resident of this community. Mobley died Saturday in Albuquerque. He is survived by three children, one son Arliss, having died several years ago while serving with the Armed Services overseas.

The Mobleys lived at the place now owned by the Julian Johnsons and also where the Robert Dobbins lived in this community about 30 years ago.

The older Adult Sunday School Classes of Frio Baptist Church had a social at the First National Bank Friday evening. Twenty eight adults and several children attended. Pie, sandwiches and coffee were brought and games of '42' furnished entertainment.

Mr. and Mrs. D. C. Miller were in Denton, during the weekend to visit Carl and watch a basketball game, in which he participated with the N.T.S. team.

Mr. and Mrs. E. B. Berryman visited in Wellington and Amarillo from Sunday until Wednesday.

Mr. and Mrs. Glenn Andrews went to Carlsbad Friday to visit her grandmother, Mrs. Meyer, two aunts and an uncle, who is seriously ill.

J. L. Brooks had surgery in an Amarillo hospital last week. He came home Wednesday of this week. Mr. and Mrs. Dee Taylor, of Frio, have stayed with Mrs. Brooks while Jim was in Amarillo.

Recent visitors in the Edgar Vinson home were his brother, Mr. and Mrs. Herb Vinson, their daughter, Mrs. Jerry Gosage and her son, Clay, all of Monahans.

Mr. and Mrs. Jimmy Barber of Lubbock, spent last weekend with his parents, Mr. and Mrs. Harlan Barber.

Visitors Saturday evening in the Carlton Dobbins home were Mr. and Mrs. Jack Gregory, Mr. and Mrs. Olin Rice, all of Dimmitt, and Mr. and Mrs. Joe Scott.

Mr. and Mrs. Tommy Sparkman are parents of a son born Thursday, Jan. 16. He has been named Kevin Swaine. A cousin

of Tommy's, Mrs. Chesley Johnston and Mr. Johnston, also are parents of a son, born Jan. 13. Their baby has been named Chesley Sheldon. Both mothers were in Deaf Smith County Hospital. Mr. and Mrs. T. L. Sparkman Sr. are great grandparents of the Sparkman baby and her sister, Mr. and Mrs. A. T. Jones, are great-grandparents of the Johnston baby.

Grandparents to the Sparkman baby are Mr. and Mrs. T. L. Sparkman Jr. and Mrs. Anne Livesay. Grandparents of the Johnston baby are Mr. and Mrs. Elmer Jones and Mrs. W.

C. Johnston, of Dimmitt.

Mrs. Houston Frye and baby son are home after spending several days visiting Mrs. Frye's parents, Mr. and Mrs. Wesley Brown in Dimmitt, following their release from Deaf Smith County hospital. Mrs. Frye also is a cousin to Mrs. Johnston and Tommy Sparkman. The Frye baby was born Dec. 26.

Recent guests in the home of Mr. and Mrs. T. L. Sparkman Jr. were Mr. and Mrs. George A. Springer.

Mr. and Mrs. "Bugs" Nail of

Albuquerque were recent overnight guests in the T. L. Sparkman Jr. home. Mrs. Nail was a school friend of Bonnie Sparkman, at H. S. U., last year.

Clark Andrews and W. H. Andrews went to Hammond, Okla., Tuesday, to get three Angus bulls which they had recently purchased. Mrs. Clark Andrews

and Lynette accompanied them as far as Amarillo, where they visited her sister, Mrs. Wallace White, and family, while the men went on to Oklahoma.

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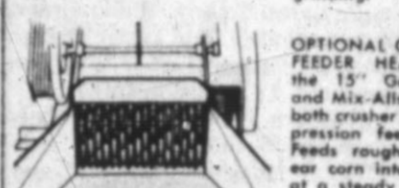
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- DELIVERS



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For the 15" Gehl Mills and Mix-Alls. Acts as both crusher and compression feed roller. Feeds roughage and ear corn into grinder of a steady flow.

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Control the quality of your mixture with your own grain, antibiotics and other additives. You can own a PTO Feedmaker that mixes the exact amount of feed you need, when you need it... then hauls it where you want it and unloads it into bunks, bins or bags.

The four-speed auger lets you select the speed to keep the mill full... provides positive delivery of feed to the crusher. The optional crusher-feeder with sure-grip action speeds grinding of ear corn, bale slices or small grains. And continuous circulation gives you a uniform formula and top quality mixture every time. It's the perfect way to lower feed costs and increase profits on every type of livestock feeding.

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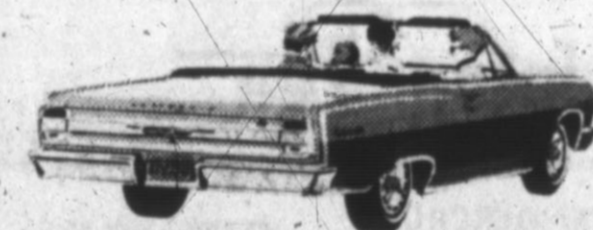
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2-DOOR SEDAN



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Hereford, Texas

'Wrap It To Sell' Is Presented To Happy Hustlers

Happy Hustlers 4-H club met Jan. 9 in the Community Center. The program, "Wrapping It Up to Sell," was a talk on the various ways of wrapping different products for selling. Refreshments were served to the group by Mrs. George Olson. Members present were Gary Cotton, Charles Atchley, Kim Gripp, Tom McGowan, Steve Robbins, Steve Olson, Rodney Douglas, Oscar Williams, and Rodney Gary, and Dennis Goheen. Leaders present were Mrs. Floyd Cole and Mrs. Frank Robbins.

Almost a million persons in the nation suffer from epilepsy. The average age of Nobel prize winners in science is 40 years.

School Menu

Elementary Cafeteria
MONDAY - No school.
TUESDAY - Spaghetti with meat sauce, green beans, carrot sticks, peach cobbler, rolls, butter and milk.
WEDNESDAY - Chili with beans, spinach, cole slaw, apple sauce, cornbread, butter and milk.
THURSDAY - Chicken and noodles, English peas, cranberry sauce, stuffed celery, rolls, butter and milk.
FRIDAY - Fish sticks, corn, Jello salad, gingerbread, rolls, butter and milk.
Junior-Senior Cafeteria
MONDAY - No school.
TUESDAY - Oven-fried sausage, spaghetti with meat sauce, green beans, candied yams carrot sticks, peach cobbler, rolls, butter and milk.
WEDNESDAY - Dixie dogs, chili with beans, spinach, hominy, cole slaw, half a peach, bread, crackers, butter and milk.
THURSDAY - Turkey and dressing with gravy, sliced pork, English peas, cranberry sauce, yam patties, cookies, stuffed celery, rolls, butter and milk.
FRIDAY - Fish sticks, stuffed weiners, buttered corn, turnips with greens, tossed salad, gingerbread, rolls, butter and milk.

Legal Notice

MONITION
 IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF TEXAS UNITED STATES OF AMERICA CIVIL 1-63-124.
 An article of hazardous substance consisting of 13 one-gallon cans, more or less, of an article labeled in part: (can) X-33 Water Repellent Clear Formulated from Dupont Tyzor Organic Titanate Danger.
 In obedience to a Warrant of seizure to me directed, in the above-entitled cause, I have seized and taken into my possession the following-described merchandise to wit: 11 one-gallon cans and 21 one-half pint cans of an article labeled in part (can) X-33 Water Repellent clear formulated from Dupont Tyzor Organic Titanate Danger. For the causes set forth in the libel now pending in the U. S. District Court for the Northern District of Texas, at Amarillo I hereby give notice to all persons claiming the said described merchandise, or knowing or having anything to say why the same should not be condemned and forfeited, and the proceeds thereof distributed according to the prayer of the libel, that they be and appear before the said Court, to be held in and for the Northern District of Texas, at the United States Court Room, in the City of Amarillo on the 24th day of February 1964, at 10:00 o'clock on the forenoon of that day, if the same shall be a day of jurisdiction, otherwise on the next day of jurisdiction thereafter, then and there to interpose a claim for the same, and to make their allegations in that behalf.
 ROBERT I. NASH
 U. S. Marshal Northern Dist. of Texas.
 By Glenn R. Beavers, Deputy 8-27-6C

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Mrs. Allen Klein	J. D. Tyler
Mrs. Dean Butler	Danny Rodriguez
Annie Brown	Clint Harris
Aleane Booker	Antonio Garcia

RULES FOR PLAYING "Sword In The Stone"

1. Only "Sword In The Stone" Cards Distributed by Safeway may be used.
2. Four Cards are Required to spell "Sword In The Stone".
3. Cards showing evidence of alteration cannot be accepted.
4. Safeway Reserves the Right to Determine and Verify Winners.
5. Only Adults (over 16 yrs.) are eligible to play.

Beef Ribs	LEAN & MEATY	LB.	29¢
Swiss Steak	U.S. GOOD MATURE BEEF	LB.	69¢
Chuck Steak	U.S. GOOD MATURE BEEF	LB.	59¢
Ground Beef	GROUND FRESH DAILY	LB.	49¢
Baby Beef Liver		LB.	39¢

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Safeway Superb Beef... CHUCK ROAST
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49¢ LB.

Sausage	Roth Black Hawk Pure Pork, Hot or Mild	2 lb. Bag	69c
Frozen Steaks	Blue Morrow Thrifty 20 oz. Pkg.	ea.	79c

EGGS	Breakfast Gem Grade "A" Medium Size	Doz.	49¢
CORN	Del Monte Cream Style Golden Corn	2 No. 303 Cans	35¢
BEANS	Big Chief Pinto Beans Save 10c	4 lb. Bag	39¢
FLOUR	Kitchen Craft Enriched Flour Save 4c	5 lb. Bag	45¢

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These Prices Are Effective Thru Wed., Jan. 22, 1964 At Your Safeway Store In Hereford, Texas

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AVOCADOS	CALIFORNIA FUERTES	LARGE SIZE EACH	10¢
POTATOES	U.S. No. 1 Colorado Reds	10 lb. Bag	39¢
CARROTS	CALIFORNIA CLIP-TOP	3 1 LB. PKGS.	39¢
GREENS	ARIZONA FRESH MUSTARD	2 BUNCHES	25¢
APPLES	WASHINGTON GOLDEN DELICIOUS	1 LB.	19¢

La Choy Noodles	No. 303 Can	19¢
La Choy Beef Chop Suey	No. 303 Can	63¢
La Choy Chicken Chop Suey	No. 303 Can	73¢
Glade	7 oz. Can	59¢
Glo Coat Hard Glass	4 1/2 oz. Can	\$1.59

Peaches	Highway Sliced or Halves	3 No. 2 1/2 Cans	87¢
Tomatoes	GARDENSIDE TOMATOES	2 No. 303 Cans	25¢
Margarine	COLDBROOK SOLID OLEO	2 1 lb. Pkgs.	25¢
Shortening	VELKAY SHORTENING	3 1 lb. Cans	59¢

DOUBLE GUNNERS WEDNESDAY
 (with purchase of \$2.50 or more)

HANDY ANDY	CLEANER - 28 oz. WITH AMMONIA BH.	69¢
PALMOLIVE SOAP	2 Bath Bars	31¢
VEL BEAUTY BAR	2 Reg. Bars	39¢

Breeze Detergent	GT BOX 81¢	Lux Soap	2 BATH BARS 31¢	Lifeboy Soap	2 BATH BARS 35¢	Folger's Coffee	3 lb. Can \$2.27	Praise Soap	2 BATH BARS 43¢	Vel Powder	REG. SIZE 35¢	Vel Liquid	22 oz. BTL. 69¢
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School's 'Take-In' Food System Seems Successful



CATERING SERVICE for Northwest Elementary School is being carried on this year on an experimental basis. All the food is prepared at the senior-junior cafeteria and then is transported to the elementary school each noon in thermal units. This shows three of the steps in the preparation for the school. At left is Mrs. Ruby Bettis, preparing some of the food for the trip to Northwest. Here she's putting hot rolls into pans. Above is shown one of the thermal units used for transferring the food. A senior-junior high cafeteria employee is loading the food into the unit, while at right Budz Abalos and Clifford Smith load thermal units onto a truck for the trip to Northwest.

(Staff Photos)

Until the beginning of the present school year, came noon and Northwest Elementary's pupils were bundled into their coats and galoshes (if the weather was bad) for a trip to Central Elementary School. It was lunchtime, and the tedious feeding routine had to be gone through each day.

But this year, the school board launched a new "take-in" system such as is being used in scores of schools these days. It's simple: The food is all prepared in the central kitchen at senior-junior cafeteria, and then is

transported in thermal units to Northwest. No more of that coat and galoshes routine.

Superintendent Paul Stevens says apparently the system is working out well; the cost is less than maintaining separate cooking crews at Northwest, no busses are needed, and the children are fed well—hot food, too.

"With the same crew," he explains, "we can serve more children, utilizing our equipment and personnel on a full-time basis. This would be impossible if each unit were separate."

Stevens said the catering service for Northwest "is on an experimental basis. As yet," he added, "we do not have all the figures available, but we are certain that the program pays. At the same time, the children are fed just as well as are those in the separate unit cafeterias."

The school system didn't go all out on the Northwest trial project. For instance, one of the school's covered pick-up trucks was pressed into service to provide the transportation for the food. If the program continues to show favor as it has so far,

a professional truck will be bought with hydraulic lifts for the thermal units. Meantime, the old pickup is working admirably.

The State Health Department likes the program, too, as indicated by the department's reports issued last week. The other day, inspectors from the Health Department dropped into Hereford unannounced to inspect the cafeteria here.

And that's another thing for which Hereford can be proud: The inspectors could find almost nothing wrong with the food-

handling systems of the schools. Just minor recommendations, for the most part, were made. Like the water temperature at Northwest needed stepping up a bit, and a new straw dispenser should be used. The inspectors were especially pleased about the temperature of the thermal cabinets—142 to 150 degrees. "This is very good," they wrote on the report.

All the schools got excellent billing in their reports. Shirley, for example, needs hoods cleaned over the stove and a straw dispenser. The water temper-

ture in the dishwashers needed stepping up a couple of degrees (the thermometer built into the equipment was off slightly.)

And they recommended placing a "sneeze guard" in front of the salads and rolls at senior high. At Aikman the only recommendation was that a closer be put on the toilet door, too, and a booster next to the dishwasher.

Few schools, it was pointed out, can come up with such a fine report after the inspectors have completed their work.

The catering service for Northwest is similar to that used

in many systems, schoolmen point out. Alvin, just outside Houston, is about the same size as Hereford's school system. All food is prepared in a central kitchen and conveyed to the various schools in thermal units.

Hobbs, N. M., has used the central kitchen system for several years, preparing all the food in one kitchen for use in all the schools. Brownwood uses such a system, and Lubbock is partially on this basis. Corpus Christi has the same system.

Summing it up, Stevens says, "the experiment at Northwest

will be of invaluable aid in determining our food program in future years. We are very carefully evaluating the program in every respect, and should have some definite recommendations to make by the end of this school year."

Meantime, pupils at Northwest are eating hot food in their own cafeteria. No more of that bus, coat and galoshes business.

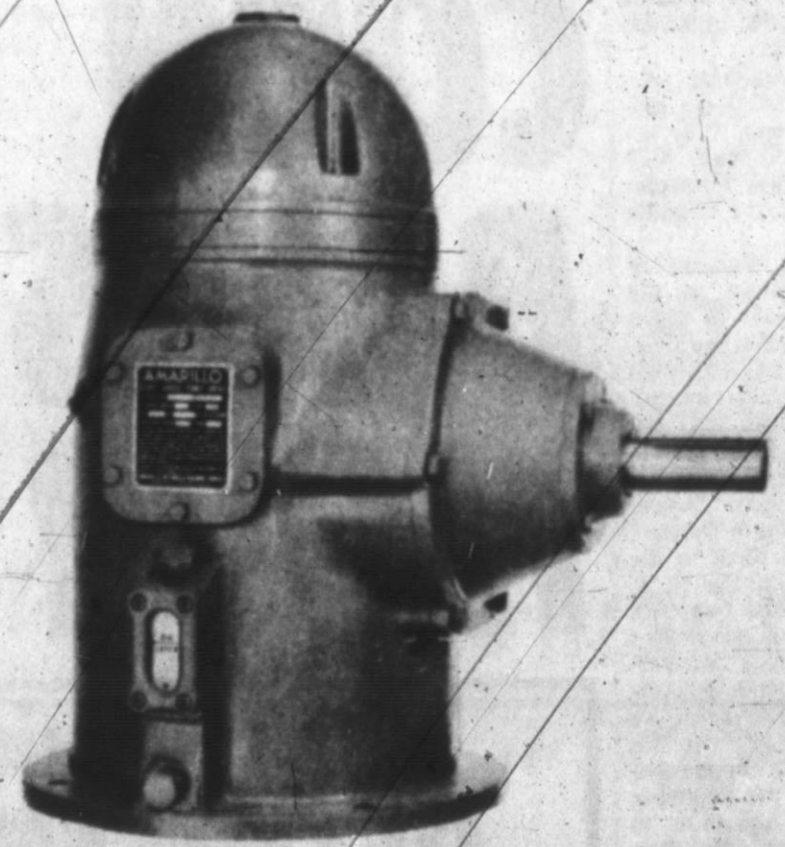
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