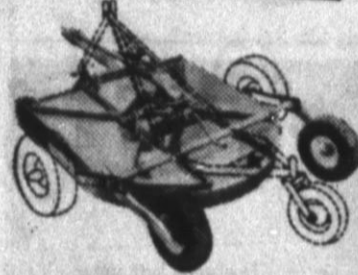


Herd...

(Continued from page 1)
ford to meet the Herd in another conference till.
The Herd will meet the Muleshoe Mules the following week at Muleshoe.
The Tulla Hornets will travel to Hereford the following week to meet the Herd on Nov. 13.
The final game of the season will come Nov. 20 when the Herd travels to Dumas to meet the Demons.
Coach Meredith said, "We are expecting an improved team this year. We lost several fine boys last year, but we have some fine boys coming up and I expect to see a lot of improvement."

CUT HAY...

ANYTIME



with the original
BUSH-HOG
all purpose—heavy duty
ROTARY CUTTER

FORGET DEW PROBLEMS...
MOW HAY EARLY OR LATE!
EASY-TO-REMOVE SIDE PANEL
CONVERTS BUSH-HOG TO A
FAST, EFFICIENT HAY-MOWER.

Rugged all-weather, all-terrain
BUSH-HOG mows hay fast. In one
money-saving operation it cuts,
crushes, aerates and leaves hay in
neat windrows. Mow hay ready for
economical same-day baling.
BUSH-HOG's Free-Swinging Cutting
Blades are held in cutting position by
centrifugal force. They can't clog, can't
jam... BUSH-HOG keeps going when
the others choke up and quit.
Get the money-saving facts... TODAY!

KIRBY SALES CO.

Washington. Grass...

(Continued from page 1)
or cold, rain, snow or shine, I
want it on the menu." And so it
has been Bean Soup on the menu
every single day since.
**RECIPE FOR BEAN SOUP
SERVED IN U.S. HOUSE OF
REPRESENTATIVES RESTAURANT**
2 lb. No. 1 white Michigan
beans. Cover with cold water
and soak overnight. Drain and
re-cover with water. Add a
smoked ham hock and simmer
slowly for about four hours until
beans are cooked tender. Then
add salt and pepper to taste.
Just before serving, bruise
beans with large spoon or ladle,
enough to cloud.
(Serves about six persons)
**NEXT WEEK: MORE WASH-
INGTON.**

Dartmouth freshman Joe
Knight of Cleveland finished second
in the 1964 Eastern White-
water Kayak championship at
Jamaica, Vt.

**TOUPEE!
STYLE!!
TINT!!**

Golden Spread

She was high in her praise
of the Johnson family whom
she said she had known per-
sonally for many years.

Hereford Redi-Mix Concrete

Complete Pouring & Finish Work
Free Estimates
No job too large or too small
Phone EM 4-0228

(Continued from page 1)
"there is no such thing as big
business in the Panhandle,
thus, the little man's interest
comes first."
She said that "people in Wall
Street have confidence in the
present Administration in Wash-
ington, and if they view the eco-
nomic situation without alarm,
why shouldn't we?"
Mrs. Walker, who was named
Plainview's "Citizen of the
Year" in 1961, pointed to these
"nine reasons why I am a Dem-
ocrat":

1. Social Security.
2. Freight rate reduction.
3. Supports for farm commodities.
4. Education improvement.
5. Higher standards of living.
6. Lower taxes.
7. Civil Rights Legislation.
8. Settlement of strikes.
9. Foreign aid.

The speaker called the pro-
gram advocated by some of to-
day's GOP leaders "as danger-
ous," adding: "Under a Dem-
ocratic administration we
have learned to live with
world conditions as they are
without going to war or con-
ceding to the other coun-
tries."

"They, (other countries) too,
have their ambitions and their
hopes for world trade. They,
to want to be successful and pros-
perous. We can not go in with a
big stick and tell them, 'you
must do as we say or we'll wipe
you out.' That could be a two-
way thing. The present adminis-
tration has successfully avoided



ATTEND CONFERENCE — Mr. and Mrs. Lloyd Reddoch, presiding minister of the Hereford congregation of Jehovah's Witnesses, were among 16 from here who attended a southwestern states' district convention in El Paso last week. Here they are shown in Hereford with their children. A total of 3270 persons attended.

war, and that reason alone is
sufficient to convince me that
the Democratic approach is the
proper approach. "We don't
want war."

Scotland Yard was a plot of
land and a palace where Scottish
kings stayed when they went to
London each year to pay re-
quired homage to the English
king. The last Scottish sover-
eign to use the palace was Mar-
garet, widow of James IV of
Scotland and sister of Henry
VIII of England.

CC...

(Continued from page 1)
rented resulting in a list which
could not be depended upon to
be accurate.

Chamber Manager Bill Thom-
pson said, "We regret that we
will no longer be able to per-
form this public service but feel
it is in the best interests of all
concerned that it be discon-
tinued."

64TH SUMMER SEASON
SKOWHEGAN, Maine (AP) —
One of the country's oldest sum-
mer playhouses, the Lakewood
Theater, is celebrating its 64th
season with an 11-production
schedule.
During its career, 800 plays
have been presented and over
3,000 actors appeared on the
stage of the 1,100-seat theater.

The Hereford Brand



Our Slogan: "More People—More Farms"
Member National Editorial Assn.
Member Associated Press
Hereford, Deaf Smith County, Texas—Phone EM 4-2030
Published Every Thursday at 130 W. Fourth

Entered as second-class matter at the Post Office in
Hereford, Texas under the act of March 30, 1879
Second - Class postage paid at Hereford, Texas. Any
erroneous reflection upon the character, standing or
reputation of any person, firm or corporation, which
may appear in the columns of this paper, will be gladly
corrected upon due notice of same being given to the
editor personally at the office. Subscription Rates: Zone
1, \$2.50 per year; Zone 2 and above, \$3.50 per year.
With the Sunday Brand, both papers, Zone 1, \$4.95
per year; Zone 2, \$6.15 per year. Carrier delivery, 60c
per month. Single copies, 10c each.
Classified advertising rates: 6c per word first insertion (60c
minimum); 4c per word additional insertion.

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RAY MARTIN News Editor
BILL PENN Advertising Manager
LEE BROWN Mech. Supt.

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We Give Frontier Stamps
Double Frontier Stamps On
THURSDAY with \$2.50 Purchase

WATCH FOR
FROZEN FOOD SALE TRUCK
LOADS

Eggs	Med.	Doz.	39c
Cookies		3 Pkgs.	\$1
Flour	Gold Medal	5 Lbs.	55c

FARM FRESH PRODUCE

Tomatoes	2 Lbs.	39c
Cabbage	Lb.	5c
Peaches	Lb.	15c
Avocados	3 FOR	31c
Bananas	2 Lbs.	25c

HAM SALAD

Round Steak	U.S. Good	Lb.	79c
Picnic Hams	Hickory Smoked	Country Style	Lb. 29c
Pork Chops	Center Cut		59c
Bacon	Quality Brand	2 Lbs.	79c
Ground Beef		3 Lbs.	\$1

**BEEF GOING UP
A FEW LEFT AT THIS PRICE**

1/2 Beef	47c
Hindquarters	57c
Forequarters	37c

FREEZER PACK
7 Lbs. STEAK - 7 Lbs. ROAST
7 Lbs. HAMBURGER
4 Lbs. SHORT RIBS
\$12.95



"THE BEST COLOR
AND UNIFORMITY
I'VE SEEN IN 30
YEARS OF RAISING
WHEAT!"
says HILMAR REILEY,
at left, Cibola, Texas.

ECONOMASTER PLAN

Hilmar Reiley is a typical Texas
wheat farmer. He raised his
spring wheat profits six ways
by using the Economaster Plan.
So can you. Here's how Econo-
master used in the fall paid off
for Mr. Reiley:

1. Higher yields. Mr. Reiley's 125 acres of wheat produced a substantial yield increase using the Economaster Program. But that's not what made the dollar and cents difference.
2. More grazing... in addition to an outstanding wheat yield, Mr. Reiley was able to graze 90 head of cattle for 110 days without supplemental feed. The Economaster Plan made this possible.
3. Premium prices — tests prove that wheat fertilized with Anhydrous Ammonia has a higher protein and sedimentation value. The Economaster Plan allows you to market your wheat for premium prices.

4. Fast start for winter wheat. The Economaster Plan helps young wheat cover the ground early in the fall. This fast start saves soil losses due to sandstorms.
5. Strong plants from the start! Healthy plants resist winter kill. The quickly available phosphate of the Economaster Plan promotes strong root development early in the season.
6. Lowest cost fertility program... the Economaster program is the lowest cost of plant food materials... pound for pound... of any other program you can buy... anywhere! Add it all up. You'll come to the same conclusion Mr. Reiley did. Economaster is the fertility plan for your wheat! Here's why:
● Economaster uses anhydrous ammonia... made right here in Texas... for the most

concentrated source of nitro-
gen money can buy.
● Economaster uses a high
analysis ammonium phos-
phate. It is even spreading and
water soluble. Ready to go to
work immediately.
● Economaster paid divi-
dends to Hilmar Reiley six
ways. It can help you too.
We are the exclusive Econo-
master dealer in this area. Our
personnel are trained in soil
testing and interpretation. They
are ready to explain the advan-
tages of the Economaster Plan.
They can determine the most
profitable application of Econo-
master for your wheat
operation.
And remember, we're ready to
serve you with custom applica-
tion or top-top rental equipment
delivered to your farm. Inquire
about wheat profits today...
inquire about Economaster!





PHARMACISTS WIVES — Establishing an auxiliary for registered pharmacists of this Panhandle area are shown left to right, Mrs. Sam Dameron, Muleshoe; Mrs. Don Spring, Friona; and Mrs. Philip Johns, Muleshoe. Their July organizational tea was held in Friona.

Pharmacists' Wives Organize Area Club

Initial organizational meeting of the Club for Wives of Registered Pharmacists was held at a tea July 8 in the home of Mrs. Don Spring, Friona.

This newest effort to establish a professional auxiliary, Mrs. Spring announces, will appeal to many women of this Panhandle area. In such an organization the wives of pharmacists would find opportunities for consideration of mutual problems and participation in projects allied to the professional purposes of pharmacists for the well-being of their communities, their state, their nation.

The social fellowship of such

this area interested in forming the club should contact one of the following:
Mrs. Don Spring, Box 774, Friona.
Mrs. Sam Dameron, 113 West 8th St., Muleshoe.
Mrs. Philip Johns, 1810 West Ave. B, Muleshoe.
Time and place of the next meeting will be announced soon, says Mrs. Spring.

COMEDIENNE DIRECTS COMEDY
NEW YORK (AP) — Comedienne Nancy Walker makes her Broadway directorial debut with "Not in Her Stars," a comedy on next season's agenda. Star of the show is to be Jane Wyman. "Not in Her Stars," which concerns a group of middle-aged widows and divorcees, was written by George Baxt, previously

a specialist at TV and movie scripts.
Classifieds Get Results
QUALITY NURSERY STOCK
Armstrong
505 W. Park EM 4-1868



ADRIAN NEWS

Peters - Rogers Wedding Solomized In Adrian

By Ann Beavers

Miss Linda Rogers became the bride of Calvin Peters in a double-ring ceremony solomized July 11 in the home of the groom's parents.

Parents of the bride are Mr. and Mrs. Pat Maupin, Adrian, and the bridegroom is the son of Mr. and Mrs. M. A. Ferguson, Route 4, Hereford.

Bridesmaid was Ina Sue Ferguson, and ring carrier was Regene Gene Ferguson. Best man was Marion Ferguson.

The Rev. B. J. Foster, pastor of the Adrian Methodist Church, officiated.

For her wedding, the bride chose a blue and white eyelet, a two-piece dress with matching accessories. She carried a bouquet of white roses on a white Bible.

Guests attending the wedding were Sam Brown, Kenny Pasley, Hereford; Gary Barnett, Tullia; Mr. and Mrs. Jimmy Dawson, Mr. and Mrs. Earl Brown and sons, Pat Maupin Jr. and Joyce; the Pat Maupin Sr. family, the J. E. Blankenship family, Hereford; and Mrs. Aela Menasee, Hereford.

Following the wedding a reception was held in the Marion Ferguson home. After a short honeymoon trip to New Mexico, the couple will be at home at Adrian.

Dale Whitten, Davy Grubkey and Billy Mames, three Boy Scouts from Adrian, left Sunday for Filimount Boy Scout camp at Cimarron, N. M., and will return July 31. Elbert Whitten took the three Scouts to Hartley where they took a school bus driven by Sgt. Robertson, Amarillo.

A coffee honoring a recent bride, Mrs. Davis Lee Brown, was held Saturday morning in the home of Mrs. Ed Jacobson.

Mr. and Mrs. Squire Jackson and sons from Wellington and Mr. and Mrs. Nolan Maupin and children from Santa Rosa, N.M., visited the Pat Maupin family over the weekend.

The Wes Kelleys and Richard were here from Claude. They had just returned from a vacation in Yellowstone National Park.

A rip-roaring game between two good teams took place in the Adrian ball park Tuesday night. The Adrian Little League Blues beat the Vega Cardinals 5-4. For the Blues, victory meant hamburgers and cokes, furnished by Alford Jobe and Fred Harwood.

Mr. and Mrs. John Hendricks Mangum, Okla., and Mr. and Mrs. Ralph Hendricks and children, Amarillo, visited the Tiny Hendricks family recently.

Mr. and Mrs. Bud Chapman and children, Arlington, visited in Adrian last week with friends. Steve Barns, Amarillo, visited last week with Mrs. Frances Speed and children.

Mrs. Tiny Hendricks was hostess to a swimming party Wednesday. She took the group to Vega where they enjoyed a pic-

nic. Going were Frances Walker, Seherrie Beavers, Betty Whitten and Barbara Hendricks.

The Joe Sparks and the M. H. Zarings spent two days last week at Ute Dam fishing and boating.

Patty Zaring remained in Sherman to visit the Jimmy Zarings for a few days longer, returning by train.

A weiner roast was held at the M. A. Ferguson home Sunday night. Guests included the J. C. Blankenship family, Friona; the J. E. Blankenship family, Hereford; and Clayton Thompson.

Mrs. C. F. Archer, Mercedes, and Mr. and Mrs. F. M. King and daughter, Hereford, visited the Farris Kromer family a few days last week.

Mr. and Mrs. Keith Kromer and son were in Morton last week on business.

Mr. and Mrs. Keith Kromer and son, Mr. and Mrs. Earl Kromer and Mr. and Mrs. Farris Kromer and son all attended the Kromer family reunion at Lake Altus, Okla. Wednesday and Thursday. They also visited with Kathy Kromer who works in Oklahoma City.

The Chock Garrison family and Rita and Dude Speed are vacationing in Las Vegas, N.M., for a few days.

Mrs. Deloris Collins and Lawrence and Maurice, and Mr. and Mrs. Clinton Collins, Haileyville, Okla., visited the Manuel Lovelless family and Glenda and Duane Collins a few days last week. They enjoyed a picnic in Pala Dura Canyon Saturday. Betty Whitten also attended. Maurice and Lawrence Collins remained in Adrian for a longer visit. Betty, Maurice, Lawrence, Tommy and Jackie spent a few days in Amarillo with Mrs. Lovelless and Larry.

Mr. and Mrs. Danny Wagner vacationed in Denver with the Chek Kidder family and in Colorado Springs. They are now staying in Red River, N. M., while Danny helps remodel some of the cabins there.

A pizza party was held at Charlene Pulliam's home Thursday night. Those attending were Dr. Deriss Morton, Tammy Slocum, Ted Braten and Jackie Kidder. They enjoyed pizza, lemonade, chocolate cake and cokes and later listened to records.

Mrs. Opal Paul and Lynn Canyon, and Mrs. Robert McCleendon and Kay, Amarillo, spent Wednesday and Thursday with Mrs. Emma Bales, Kermit Pond and Robert McCleendon came Thursday to help Mrs. Bales celebrate her birthday.

Mr. and Mrs. Obin Pridmore and son, Sateny, Calif., and Mr. and Mrs. Ray Pridmore and daughter and grandson, all from Oklahoma City, visited the Grady Pridmore family last week.

Mr. and Mrs. Oscar Breninman and Harvey and Wayne; Mr. and Mrs. Hubert Branninman and Mr. and Mrs. Oscar Breninman Jr., spent the week in Lake City, Colo., trout fishing. Mrs. C. B. Harrison and chil-

dren, Houston, visited her parents, the Earl Kramer family last week.

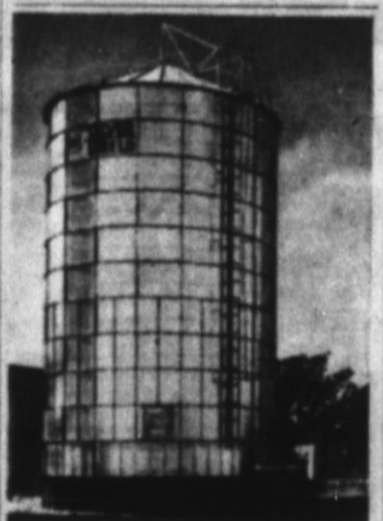
Mrs. Billy Brown and sons and Mrs. L. L. Bridle and Phyllis, Vega, visited in Dustin and Tullia, Okla., and while there, attended a shower and wedding of a long-time friend.

Mrs. Billy Brown and Mrs. Mrs. Briggs are taking their children to the YMCA for swimming lessons Wednesday and Thursday.

Mr. and Mrs. John Amason and children and Lee Amason, Amarillo; Mr. and Mrs. Jack Fisher and children, Vega; Mrs. Lou Every and daughters, San Antonio, and Mrs. Frances Speed and children all attended an ice cream party in the Jack Fincher home.

Mr. and Mrs. C. R. Vance, Clovis, visited Sunday with Mrs. Frances Speed.

(Continued on page 5)



SEALED STORAGE HIGH MOISTURE GRAIN BINS

Low maintenance, heavy galvanized steel for the finest in sealed storage. Pushbutton feeding, smooth-flow walls, exclusive performance features. Lifetime construction, backed by fifty years' silo experience. C&L sealed storage bins cost little more than ordinary grain bins... far less than competitive units! Optional automatic grain tender.



"Grows as your herd grows" — just add steel rings.

PLAINS Steel Building Co. Inc.

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You Are Invited To Attend Our OPEN HOUSE SUNDAY

July 26

2:00 to 6:00 p.m.



323 N. Sampson

We are proud of our new offices where we are equipped to serve you more efficiently



We want you to see our new home and cordially invite you to visit us Sunday... or any other time that is convenient for you.

Hereford Insurance Agency

AND DEAF SMITH COUNTY ABSTRACT

323 N. Sampson

EM 4-0850

ENGINEERS AGREE...

ONLY GAS COOLS SO MUCH BETTER FOR SO MUCH LESS!



that the "no moving parts" feature of GAS air conditioning guarantees year in and year out service without costly repairs and replacements. Only GAS gives you summer cooling and winter heating with this low maintenance feature. For sales, service or information, call PIONEER NATURAL GAS COMPANY

FOR GOD SO LOVED THE WORLD

Seventh Day Adventist Church

West Park Addition
ELDER JAMES MEADE, PASTOR
 "The Privilege of Parenthood," is the subject for daily lesson study and class discussion for Sabbath July 18.
 Memory Verse: Psalms 127:3
 Study Heaps: "The Adventist Home," pages 159-161; 172-174.
 Lesson Aim: To help us become better acquainted with God's counsel to parents.
 Lesson Outline:
 1. Parenthood is Divinely ordained. Gen. 1:28; 3:20; 33:5
 2. Parents mold the Character. Judges 13:2-14; Luke 1:15.
 3. Parenthood Brings Spiritual Rewards. Gen. 5:21-2; Gen. 22:6-9.
 Parenthood carries Responsibilities. 1 Tim. 5:8; Ps. 127:3; Ex. 20:12.
 Services:
 Meditation -- 9:30 a.m. Sat.
 Sabbath School -- 9:45 a.m. Sat.
 Worship Service -- 11: a.m. Sat.

Church Of Jesus Christ of Latter Day Saints

(Mormon)
 EM 4-1905
 The Mormon Church meets in Gilliland Funeral Home, Sunday School, 10 a. m. Sunday, Sacrament Meeting, 11 a. m. Sunday.

Avenue Baptist Church

Rev. Clarence F. Powell, Pastor
 Sunday School is held at 9:45 a.m.; Worship Service at 11 a. m.; Training Union, 7 p.m.; Evening Worship Service, 8 p.m. Wednesday Evening Prayer Service, 7:30 p. m.

St. Anthony's Church

Harrison Highway at 25 Mile Ave.
 Father Angelus, Pastor
 Sunday Masses -- 6:30 a.m. 8 a.m., 10 a.m., & 12 noon.
 Daily Masses -- 6:30 a.m. & 8 a.m. during summer months & other school holidays, 6:30 a.m. & 11 a.m. during school days.
 Evening Masses are -- Every Tuesday at 8 p.m. & first Fridays 8 p.m.
 Holidays of Obligation Masses-- 6:30 a.m. 8 a.m. & 8 p.m.
 First Saturday Masses are -- 6:30 a.m. & 8 a.m.
 Confessions are Tuesday during school year 12 -- 1 p.m. & Thursday 12 -- 1 p.m.
 Confessions every Tuesday evening at 8 p.m.
 Confessions the eve before First Fridays and Holy days of obligation 8 p.m.
 Confessions Saturdays 4 -- 5 p.m. and 8 -- 9 p.m.
 Confessions Sunday a.m. 7:30 -- 8 a.m.
 Confessions Sunday a.m. 7:30 -- 8 a.m.
 Any other time by calling the Rectory.
 Baptisms Sunday 4 p.m. or any time by arrangement.

Westway Baptist Church

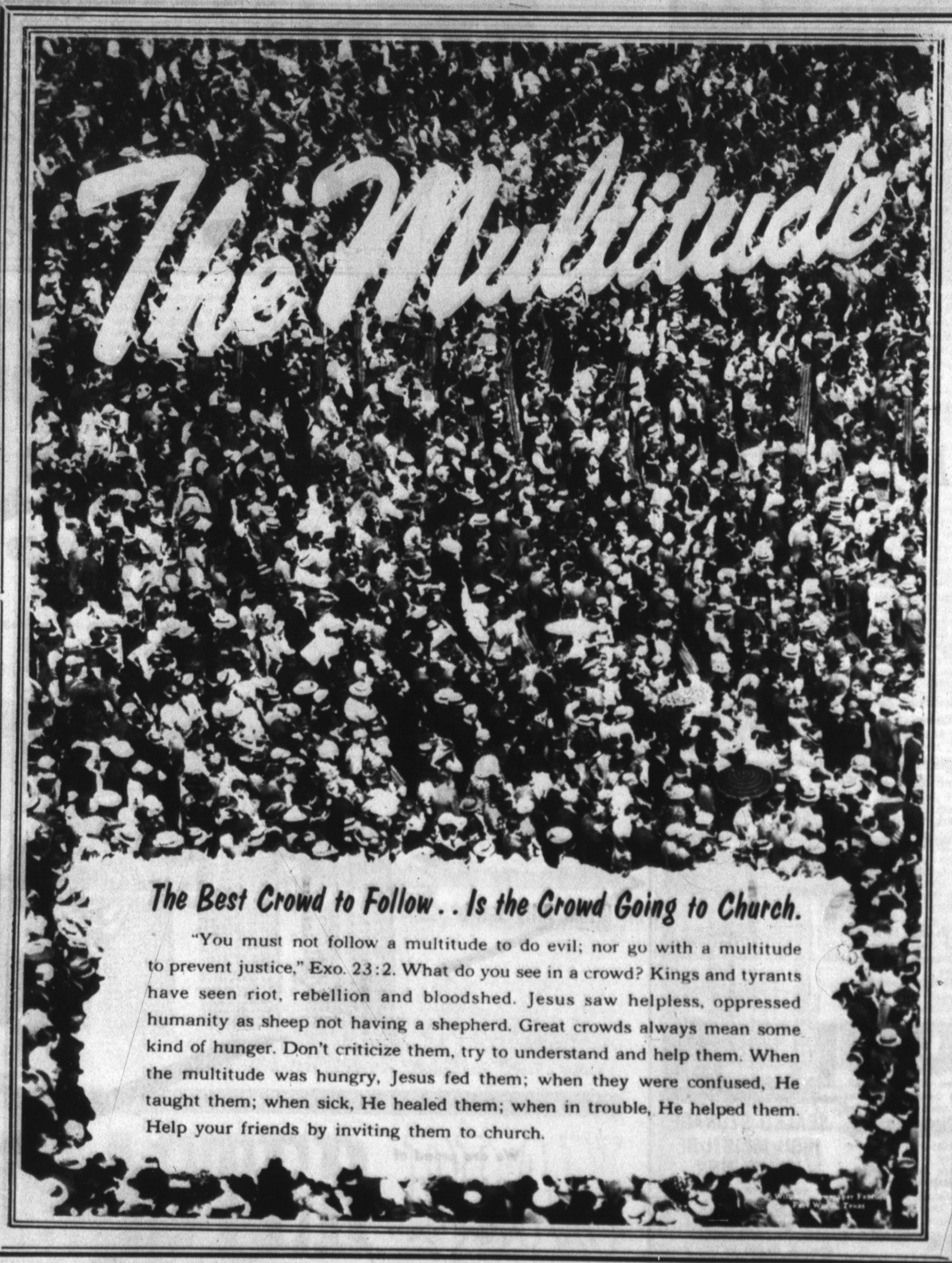
Rev. Kenneth Lowry, Pastor
 Sunday School 10 a.m.
 Morning Worship 11 a.m.
 Training Union 7 p.m.
 Evening Worship 8 p.m.
 Midweek Prayer Services Wednesday, 8 p.m.
 WMU Circle Meetings Each 2nd and 4th Tuesdays at 3 p.m.

First Presbyterian Church

616 Lee Street
 Rev. Russell Wingert, Pastor
 Sunday School is held each Sunday at 9:45 a. m. followed by worship service at 11 a. m. Morning Devotional at 9 a.m. Tuesday.
 Choir Rehearsal, 5 p.m. Wednesday. Prayer meeting Friday at 7:30 p.m.

Summerfield Baptist Church

Rev. James Arnold, Pastor
 Sunday: Sunday School, 10 a.m. Morning Worship, 11 a.m. Training Union, 6:30 p.m. Evening Worship, 7:30 p.m. Wednesday: Beginner and Primary Sunbeam; Junior G.A.'s and Pioneer R. A.'s; W.M.U. and Brotherhood -- 7:30 p.m. Prayer Meeting, 8:30 - 9 p.m. 1st. Monday of each month, Brotherhood Breakfast, 6:30 a. m.



The Best Crowd to Follow... Is the Crowd Going to Church.

"You must not follow a multitude to do evil; nor go with a multitude to prevent justice," Exo. 23:2. What do you see in a crowd? Kings and tyrants have seen riot, rebellion and bloodshed. Jesus saw helpless, oppressed humanity as sheep not having a shepherd. Great crowds always mean some kind of hunger. Don't criticize them, try to understand and help them. When the multitude was hungry, Jesus fed them; when they were confused, He taught them; when sick, He healed them; when in trouble, He helped them. Help your friends by inviting them to church.

These Hereford Business Firms Make This Page Possible in the Interest of a Christian Community. Go to Church Sunday.

ELIZABETH WITHERSPOON INSURANCE
 ● 148 N. Main St.

E. B. BLACK CO.
 ● Dick Barnard - Jesse Stanford

McRIGHT GARAGE & SUPPLY
 ● Mr. and Mrs. A. N. McRight

FIRST NATIONAL BANK
 ● Virgil Hennen

ROCKWELL BROS. & CO.
 ● D. R. Vandever

BUY-RITE FURNITURE
 ● J. H. Fish

BIG T PUMP CO., INC.
 ● Hilrey and Leroy Aven

The PRUDENTIAL INSURANCE COMPANY of AMERICA
 ● DAVE HECK

HEREFORD LAUNDRY & DRY CLEANERS
 ● Ernest Kendall

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HEREFORD FERTILIZER & INSECTICIDE CO.
 ● Norman Moore

PIGGLY WIGGLY
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DAVIS IMPLEMENT CO.
 ● W. L. Davis, Jr.

HEREFORD OFFICE SUPPLY
 ● Bob Huddleston

CITY DRUG STORE
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JONES TEXACO SERVICE
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HEREFORD GRAIN CORP.
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ED SKYPALA
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ROGERS DRUG
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GWYNNE OWEN

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 ● Ed, George, Gene & Harold Loerwald

FARMER'S DRIVE IN
 ● Troy Moore

PLAINS FERTILIZER CO.

ORSBORN - CHEVROLET OLDSMOBILE
 ● Your Chevrolet-Oldsmobile Dealer

CONSUMER'S FUEL ASS'N

Jehovah's Witnesses Church

317 Ave. I
 Sunday: Public Bible Lecture, Study, 4:15 p. m.
 Tuesday: Congregation Bible Study, 8 p. m.
 Friday: Service Meeting, 7:30 p. m.; Theocratic Ministry.

Bippus Community Church

Eugene L. Nangle each first and third Sunday and R. D. Evans each second and fourth Sunday.
 Sunday School is at 10 a. m. every Sunday and Preaching is at 11 a. m. and 7 p.m. All Day Singing each Fifth Sunday.

Iglesia De Cristo

BIENVENIDOS a los Servicios de la IGLESIA DE CRISTO, en ESPANOL. Ubicado en SUNSET & PLAINS Hora de servicios en Espanol: Domingo, Estudio de la Biblia, 9:30 a.m.; Adoracion, 10:30 a.m. y 6 p.m. Miercoles, 8 p.m., Clases de Biblia para todos. Viernes, 8 p.m. La entrada es por el lado sureste del edificio.

Assembly Of God Church

Union and Ave. G
 Rev. V. W. Marcontell, Pastor
 Sunday School is held at 9:45 a.m. Morning worship service convenes at 11 a.m.
 C. A. service begins at 7 p.m. Junior C. A.'s meet at 6 p. m. and worship service begins at 8 p.m. each Sunday evening.
 Prayer meeting and Bible Study will be held Wednesday at 8 p. m.

Immanuel Lutheran Church

Park Ave. & B Street
 Hereford, Texas
 Fred Beversdorf, Pastor
 July 12
 8:30 a.m. Friona Worship Services
 9:15 a.m. "Call to Worship" KPAN
 9:45 a.m. Sunday School & Bible Classes
 11 a.m. Divine Worship Service
 6:30 p.m. Lutherans Womens Missionary and Lutheran Laymens League
 9:15 a.m. Daily "Moments With Jesus"
 7 p.m. Daily Prayer meeting at Church. Public is invited.

St. Thomas Episcopal Church

Rev. Joel C. Treadwell, Vicar
 Harrison Highway
 SUNDAY: Morning Prayer and Sermon, 10 a.m.; Holy Communion first and third Sundays, 10 a.m.
 The Bishop's committee meets the first Sunday of each month immediately following morning worship.
 This is the summer schedule.

First Baptist Church

Rev. B. L. Davis, Pastor
 Fifth and Main Streets
 Sunday: Sunday School, 9:45 a. m.; Morning Worship, 10:55 a. m.; Training Union, 6:30 p. m.; Evening Worship, 6:55 p.m.
 Wednesday: Sunday School teachers and officers meeting, 7 p. m.; Mid - Week Prayer Service, 7:45 p. m.; Church Choir rehearsal, 8:30 p. m. Junior GA's, Intermediate GA's, Young Women's Auxiliary Crusader RA's and Pioneer RA's meet at 7 p. m. WMS visitation, first Wednesday, 9:30 a. m.; WMS luncheon and business meeting, second Wednesday, 12 noon; WMU circle meetings, fourth Wednesday, 9:30 a. m. or 3 p.m. WMU night circle meeting, second Thursday, 4 p. m.
 Nursery is provided for all church - wide activities.
 Sunday morning worship services broadcast over KPAN. Listen to the "Baptist Hour" at 8 a. m. Sunday over KPAN.

Central Church Of Christ

L. E. Fooks, Minister
 Marvin Crowson
 Minister
 Sunday Services: Bible Study, 9:30 a. m.; Morning Worship, 10:25 a. m.; Evening Worship, 6 p. m.
 Mid - Week Services: Ladies Bible Study, 10 a. m. Wednesday; Mid-Week Classes for all.

Park Ave. Church Of Christ

On Harrison Highway
 Worship Services 10:30 a. m. Sunday, Prayer meeting 7 p.m. Wednesday.

(Continued on page 5)

CHURCH...

(Continued from Page 4)

First Methodist Church
301 North Main
Rev. Herschel L. Thurston, Pastor
Sunday, Sunday School, 9:45 a.m.; Morning Worship, 10:55 a.m.; Junior High and Senior High MYF, 6 p.m.; Worship Service, 7 p.m.
Tuesday, Woman's Society of Christian Service Prayer Group, 9:30 a.m.; Homebuilder's Prayer Group, 8 p.m.
Wednesday, Choir Rehearsal, 8 p.m.

Fellowship Baptist Church
Independent - Fundamental
Odd Fellow Hall
205 E. 6th
Rev. Kenneth Irwin, Pastor
Sunday School is held at 9:45 a.m. each Sunday, followed by Worship Services at 11:00 a.m. Evening Service at 7:45 p.m. Mid-week prayer Service, Wed. 7:30 p.m.
For transportation, call EM4-3101.

Golden Spread
TOUPEE?
STYLE!
TINT!!

Thompson Memorial Mexican Baptist Mission
TEMPLO BAUTISTA MEMORIAL
Alex. O. Thompson Memorial Mission
215 Norton Street
Guillermo Enrique Benitez, Ministro
LA SEMANA QUE PASA
Jueves 23:
Meditaciones Vespertinas KPAN 860 k.c. 7:15 p.m.
Viernes 24:
Meditaciones Vespertinas KPAN 860 k.c. 7:15 p.m.
Invite a sus amigos a sintonizar su radio.
Sabado 25:
Noche de la Juventud en el Centro de Buena Voluntad a las 7:15 p.m.
Domingo 26:
Escuela Biblica Dominical 9:45 a.m.
Leccion: El Caudillo de Dios Necesita Ayuda
Texto: Teniendo dones que difieren segun la gracia que nos es dada, usemoslos. Romanos 12:16.
Culto de Adoracion 11 a.m.
Llame a EM 4 1217 si necesita transportacion.
Union de Preparacion 5 p.m.
Topico: Hay Una Tarea Para Cada Miembro de la Iglesia Culto Evangelistico 6 p.m.
Practica del Coro 7 p.m.
Lunes 27:
El Mensaje del Evangelio KPAN 860 k.c. 7:10 p.m.
Escuche este programa cada lunes. Ore por que siga siendo bendiccion a nuestro pueblo latino americano.
Uniones: Femenily Varonil 8 p.m.
Miercoles 29:
Culto de Oracion y Estudio Biblico.
No se quede en casa. Venga con su familia a la Casa de Dios Todos son Bienvenidos.

San Antonio A La Iglesia
North 25 Mile Avenue and Highway
Vd. Ex Catolic? Pues, Tienen La Obligacion De Asistir A La Santa Misa Todos Los Domingos!
Horas De Misas En Los Domingos: 6:30 a.m.; 8 a.m.; 10 a.m. y 8 p.m.
Durante La Semana: 6:30 a.m. y devotional services at 7:30 p.m. Wednesday.

Frio Baptist Church
Rev. G. W. Fine, Pastor
Sunday School is held at 10 a.m. each Sunday followed by Worship Services at 11 a.m. Training Union is held at 6:30 p.m. Sunday and Evening Worship Services begin at 7:30 p.m. On Wednesday, a Prayer Service is held at 8 p.m.

Templo el Calvario Asamblea de Dios
Pastor, Martin Masquez
Bien venidos.
Calle Ave. H & 13th.
Las servicios durante la semana y el Domingo.
Como siguen: 7:30 de la noche Martes, Jueves.
Domingo, 10 de la mañana, escuela dominical, a las 11:30 predicacion.

Mission De San Jose LABOR CAMP
El Domingo es el dia del Señor. Tenemos que adorar. No hay mejor modo que la Santa Misa: El sacrificio de Calvario.
Horas de Misas los Domingos: 8 a. m.; 10 a. m.; 8 p. m.
Bautismos despues de la misa de las 10 a. m.

Temple Baptist Church
Rev. Bill Ware, Pastor
Forrest Ave. and Ave. K
Sunday: Sunday School, 9:45 a.m.; Morning Worship, 11 a.m.; Training Union, 6:30 p.m.; Evening Worship, 7:30 p.m.
Tuesday: Beginner - Sunbeams, 9:30 a.m.; Primary Sunbeams, Junior Girls Auxiliary, and Intermediate Girls Auxiliary, 4 p.m.
Wednesday: Prayer Meeting, 7:30 a.m.; Choir Rehearsal, 8:15 p.m.

Iglesia Metodista San Pablo
223 Kibbe Street
Rev. Gilbert Diaz, Pastor
Los Servicios de nuestra nueva Iglesia. Seran de la Siguen- te manera los Domingos y los dias de la semana, Escuela Dominical, a las 10 a. m.; Servicio de Adoracion, a las 11 a. m.; Domingo en la noche Predicacion 7 p. m.; Los jueves servicia de oracion 7 p. m.

Wesley Methodist Church
410 Irving
Rev. Noah Arnpriester, Pastor
Sunday School, 9:45 a.m.; Sunday morning worship, 10:55 a.m.; Sunday evening worship, 7:30 p.m.; MFY 6:45 p.m.; Primary Fellowship, 6:45 p.m.
Bible Study: Wednesday, 7:30 p.m.
Choir Practice: Wednesday, 8:30 p.m.
WSCS: 2nd and 4th Mondays, 3 p.m.
Methodist Men: 1st Saturday, 6:30 a.m.
Commission on Membership and Evangelism: 2nd Friday, 8 p.m.
Commission on Education: 4th Thursday, 8 p.m.
Official Board: 1st Monday, 7:30 p.m.
Commission on Missions: 2nd Friday, 3:30 p.m.
Commission on Worship: 3rd Wednesday, 8:30 p.m.
Commission on Social Concerns: 4th Monday, 7:30 p.m.
Commission on Stewardship and Finance: 4th Monday, 8:30 p.m.
Music night every 4th Sunday night.

Church Of The Nazarene
Fourth and Jackson
Rev. Burl M. DeBord, Pastor
EM 4-1375
Sunday School is held at 10 a.m.; Worship Service at 11 a.m.; Junior and Youth Services at 6:15 p.m. Evening Service at 7 p.m.
Prayer meeting Wednesday will begin at 7 p.m.
The first Wednesday of each month a Missionary meeting is held at 7 p.m.

Grace Gospel Church
Rev. H. V. Fields, Pastor
Thirteenth and Avenue K
Sunday School is at 9:45 a.m. and worship services convene at 11 a.m.
Bible Study is held each Sunday at 7 p.m. and preaching service at 8 p.m.
Wednesday prayer meeting held at 8 p.m.

Mt. Sinai Baptist Church
302 Knight St.
Sunday Services are Sunday School, 10 a.m.; Morning Worship Services, 11 a.m.; Evening Worship Services, 7:30 p.m.
Mid-week Prayer Service is held at 7:45 p.m. Wednesday, Choir Rehearsal is held at 8 p.m. on Thursday. A teachers Meeting is held at 7 p.m. on Friday.

The Church Of God In Christ
Rev. Calvin Hodge, Pastor
115 West Norton
Sunday School 9:45 a.m.; Morning Worship 11 a.m.; Evening Worship 8 p.m.
Monday, Bible Band meets 7 p.m.
Wednesday, Prayer Meeting 8 p.m.

Two From Hereford Visit Dallas Kin
Recently Miss Lucille Hughes, 212 Avenue I, and Miss Lucille Park, 412 Avenue J, spent a week in Dallas. They were house guests of Mrs. Alleen Montgomery, sister of Miss Hughes.
Most enjoyable among events of the week, Miss Park said, her attending a production of "The Sound of Music."

Adrian...
(Continued from page 3)
The Oldham county American Legion baseball team lost to Stinnitt, 8-3 in a Sunday baseball game.
Mrs. Joe Speed visited the Ed Hammock family at Salt Flat, and the J. B. McAdoo family at Serri Blanche; also the Gordon McAdoo family at Van Horn, and the J. B. Beans, McNarry, last week.
Lightening struck Frances Speed's house Wednesday and melted the air conditioner.
Mrs. Dulcie Tyler and Jean visited in Phoenix last week with Mrs. Beaford Barrier and other relatives.
Angela, Treasa and Marnie Heisleman and Freda Gruhkey left Sunday for Cheyenne, Wyo. They will return Thursday.

Three From Here Attend Luncheon
Attending the Gala \$100 Luncheon at Coronado Inn, Amarillo, July 18, were Wilma J. Brayton, 101 Aspen, Mrs. J. A. Crofford, Ricky and Ronnie Hatter.
Mrs. Bryan, Unit Sales Leader of Stanley Home Products, accompanied these winners of \$100 July sales quota to the luncheon given by the Amarillo Stanley branch office.
After luncheon at poolside and singing by the "Simple Tones" - Diane Sutter, Katrina Prapl, James Hensley, and Billy Stull - the luncheon guests were entertained at games of bingo.

We Welcome...
Penny Seigler
A graduate of McBride's School of Hair Design, Plainview, to the staff of operators at Beute Bazaar at new location...
1501 Park Ave.
Call EM 4-0791 for late appointments.

Beute Bazaar
Dorothy Collier, Owner
EM 4-0791 Park Ave.

LADIES ON TOUR
BROOKFIELD, N. Y. (AP) - The men professionals are skipping Long Island but the Ladies' PGA, featuring Mickey Wright, Betsy Rawls, Patty Berg and Kathy Whitworth, will visit this section for the third straight year.
The ladies will compete in the 54-hole Waldemar Open for \$9,000 in prize money on June 26-28 at the Tam O'Shanter Golf Club. On Monday June 29 the girls will play in a pro-amateur with amateurs paying \$200. The proceeds will be donated to the Waldemar Medical Research Foundation.
In spite of political unrest, increasing numbers of tourists are visiting Kashmir, especially the green valley known as the Vale of Kashmir.

Dr. Milton C. Adams OPTOMETRIST
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Saturday 8:30 - 1:00

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and the way is Western Ammonia. Successful farmers throughout the High Plains have found that their crop success depends on more than fertilizer. Yes, services like complete agronomic assistance; new, dependable equipment and radio-dispatched delivery. These and many other services backed by a full line of fertilizers give you that profit edge. Stop in today and let your local Western man help you plan for profit.

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Dimmitt, Texas

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put the water where you need it

with gifford-hill-western aluminum pipe

Mr. Irrigation Farmer! Lake water is the most economical water you can pump! Use your lake water... make it produce for you! You can put water where you want it with a Gifford-Hill-Western centrifugal pump and Aluminum pipe. Gifford-Hill-Western has a complete stock of Aluminum pipe and pumps ready for immediate delivery to your farm. Call today and get it on the way! You can count on the quality of the product... the integrity of the company when you count on Gifford-Hill-Western.

Scout Writes Home

Kerry Finally Reaches Valley Forge Jamboree

Editor's Note: Below are additional letters from Kerry Thompson, Hereford, who is attending the National Boy Scout Jamboree in Valley Forge, Pa. They follow, in sequence in which they were written, the first from Syracuse, N.Y., and the second two from Valley Forge.

We had an early start from Tilbury, Canada, this morning. We traveled until we reached Niagara Falls which was about 2 that afternoon. We were turned loose till 5 and given \$1 each to eat on.

Most of us never saw the falls; many never saw the best parts. Quite a few went on "The Maid of Mist," but I don't think any crossed over onto the United States Side.

Money flew fast here at the falls, sometimes in large bunches. One boy paid \$20 for a pearl-handled knife; another \$15 for a pair of leather shorts. Mostly, though, the spending was held down to between \$5 and \$10.

A note in passing: Most of the "genuine Canadian souvenirs" were marked with a tag saying "Made in Hong Kong."

We went into Syracuse tonight and are staying at the Hotel Syracuse. However, on the way our bus broke down. This held us up for about a half-hour, then

we went on. After arriving in Syracuse we were given money for our dinner and told to be back in our room in two hours.

We are leaving for New York City and the World's Fair tomorrow. We plan to arrive there about 1 tomorrow afternoon; then after a tour of the city, we will stay at the fair till midnight. Until tomorrow I guess that's all that's happened. P.S. I mailed you a letter from Canada yesterday, explaining our change in plans. However, all I had was U.S. Postage and now I find out it was supposed to be Canadian. If you didn't receive this please notify my parents. (Editor's note: The letter came through, marked "10 cents postage due.")

First of all, let me apologize for not writing last night. I didn't go to bed until about 1:30 anyway which is latest of all the late nights I have had.

We left Syracuse, N.Y. yesterday morning about 7. We bought sandwiches and ate on the road and arrived in New York City about 1. After taking a tour of New York about 3 we took a ferry out to the Statue of Liberty. We came back and arrived at the World's Fair about 7:30. We were told to be back at 11:25, then were released.

I saw the Johnson's Wax Pavilion, the GM exhibit, the African and Japanese Pavilions and I ate at an exotic restaurant featuring food from around the world. In the Mediterranean Pavilion there was a colored boy who had wanted to join the Scouts but couldn't because his mother didn't want him to; instead he joined the army — when he was 9 years old.

We arrived back at the subway station right at 11:25 but there was nobody around. We took another subway to Times Square, then a cab back to the motel.

We left New York this morning about 11, and after touring Philadelphia, we arrived at Valley Forge at about 5. We have our tents set up and our table built and we are holding bed check right now.

As planned, we went to Hershey, Pa. today. The first thing we did, of course, was tour the chocolate factory. One interesting fact is that it takes milk from 50,000 cows to run the plant for one day.

After we ate lunch, we toured the orphanage; then went swimming in the largest swimming pool I have ever seen. We swam as long as we wanted, then went to the amusement park. We met back at the buses at 5 and came back to the Jamboree. Of course I have traded several patches already and I am not through by any means.

I could talk all day about our visit to Hershey, but instead I'll tell a short history.

Milton Hershey was born in this part of the country and started in the candy business. He went broke several times till an Englishman helped put him on his feet.

Eventually, he became fabulously wealthy, and set up the Hershey factory in Pennsylvania. He then set out to build a model community.

This model community was made of all different houses, no two the same, but all of brick. He built a community house like nothing ever seen before. The hotel he built during the depression to give some men work.

All this he built with his own money and donated to the people. There has been only one strike in the Hershey factory.

The orphanage I mentioned earlier was donated by Hershey. Some 1700 boys are supported in very nice rooms with the finest accommodations. When Mr. Hershey died, he left 50,000 shares of Hershey stock to take care of the boys.

We are doing fine here at Jamboree which starts tomorrow. I hope to write again tomorrow to tell you what has happened.

This morning the Jamboree started with a bang — literally. (Continued on Page 7)



CAPITOL BUILDING — This picture of the D.C. A story concerning the tour can be taken during a recent tour of Washington found on page 1 of the Hereford Brand. (Brand Staff Photo by Sara Gillentine)

The Hereford Brand, Hereford, Texas, Thursday, July 23, 1964

Traffic accidents in 1963 left an estimated 1,600,000 persons disabled, cost the nation more than \$7 billion in property damage, medical expenses, wage losses and cost of insurance.

Dr. E. H. HENDON
OPTOMETRIST
136 E. Third ACROSS FROM JIM HILL HOTEL
EM 4-0987

WRESTLING
SATURDAY, JULY 25, 8:45 P.M.
BULL BARN
Main Events - 2 out of 3 falls or 60 minutes
Sampson vs. Ricky Romero

GIRLS!!
Two Out of 3 Falls or 45 Minutes
Betty Nickoli
vs.
Ann Reagen

One Fall to a Finish
Black Bart vs. Bill Graham
Sponsored By Hereford Lions Club

SEARS
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Thurs. — Fri. — Sat.
SPECIALS

Store Hours: 9 a.m.—5:30 p.m.

Decorator	Were	Now
PILLOWS	\$2.83	\$1.50
Ladies DUSTERS	\$4.98	\$1.66
Ladies PANTIES 6 Pcs.	\$3.79	\$1.66
Little Girls DRESSES 3-6x	\$3.59	\$1.44
Automatic 3 Cycle WASHER		\$179.00
Matching DRYER Electric		\$117.00

WE SERVICE WHAT WE SELL
Above Prices do not include Sales Tax and Shipping Charges

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YIPPEE! IT'S - RODEO TIME!

And As Usual Harman's Is Headquarters for Rodeo Togs

Large Selection Men's Famous **H BAR C RANCHWEAR**

WESTERN SHIRTS
Short Sleeves 4.99
Long Sleeves 5.95 to 7.99
Boy's Sizes .2.98 to 4.98

TEXAS STOCKMAN COWBOY BOOTS

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We are Showing one of the largest Stocks of Men's & Boys Western Boots in this area.

Boy's **WESTERN BOOTS**
Sizes 8 to 3 7.95 To 10.95
Sizes 3 1/2 to 6 9.95 To 14.95

MEN'S WESTERN BOOTS
\$18.95 To \$45.00

See The Many Styles We Have To Offer

Men's **Bolo Ties** \$1.50

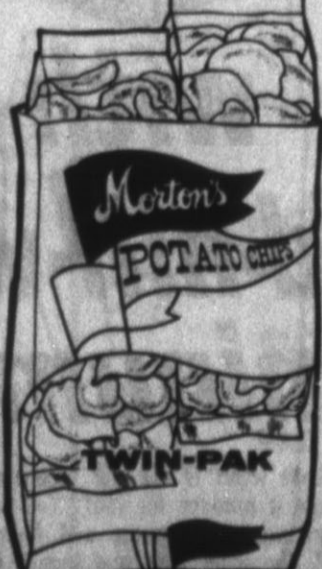
THE PLAINS
OUR MOST POPULAR WESTERN STYLE
3" brim \$12.50
3 1/4" brim \$15.00

AGAIN... BY POPULAR DEMAND!

FREE!

Disposable Plastic Picnic Cloth Currently In Every MORTON'S "TWIN PAK" POTATO CHIPS

Let's have a Picnic! YOU buy the Potato Chips (Morton's "Twin-Pak") and WE will furnish the Picnic Cloth! Yes, for the next several weeks all regular Morton's "Twin-Pak" Potato Chip packages will contain a FREE lightweight, disposable plastic Picnic Cloth as a fun bonus. We've always said that a bag of Morton's Potato Chips was an "Instant Picnic" by itself and this FREE Offer makes it even more true. Look for the specially-marked "Twin-Paks" on the Morton Fun Foods snack rack in your store!



HEY KIDS!

LOCKS ON NOTEBOOK RING!

Mailed Anywhere in U.S.A.

SENSATIONAL BACK-TO-SCHOOL OFFER!

Autograph **"RING-O" the looseleaf pen** 3 for 50¢

The pen you can't lose with the exclusive NEVA-LOSE CAR. For your exciting set of 3 pens (1 each in red, blue and black) send 50¢ for each set desired in cash, check or money order (no stamps please) to MORTON FUN FOODS, P. O. BOX 10072, Dallas 7, Texas.

THE NEW HIGH CROWN CHAMP OF 'EM ALL!

Big Boss only \$6.00
Other Styles 2.98 to 10.00

ANOTHER FINE NEW **U-Rollit Bailey** WESTERN STRAW

You'll ride proud and tall in this U-Rollit with extra high hand-cressed crown. Wide brim. Light in weight yet rugged; ventilated crown for cool comfort. For the biggest buy in Western Straws, ask for Big Boss today.

We Carry a Complete Line of Men's & Boy's Western Pants

By **Lee Wrangler and Levi's**

Men's H Bar C Western **Slacks** 7.95 To 10.95

Ladies Guild **Moccasin** 3.99 & 5.99

Harman's
WE GIVE S&H GREEN STAMPS

Elections Set For Community ASC Officials

Farmers are being reminded that slates of nominees for membership on the five ASC community committees now are being established at the ASCS county office here. And a special effort is being made to secure the greatest possible participation of eligible voters in the election.

Faust Collier, Office Manager for the Deaf Smith County ASCS Office, said Wed. that farmers who are eligible to vote in the committee elections also have the right to nominate as candidates for committee membership any farmer who is eligible and willing to serve. Such petitions, signed by six or more eligible voters, may be filed at the County Office any time August 20, 1964.

Additional nominations may be made by the incumbent and county committees, if these are required or determined desirable.

A farmer eligible to vote in the committee elections, according to Collier, is generally a farmer who is taking part or is eligible to take part in one or more of the national farm programs which the ASC committee helps to administer. A person eligible to hold office as a committeeman — among other qualifications — is a local resident who is eligible to vote in the election. Further information on these and other qualifications may be obtained from the ASCS county office.

The election of ASC community committees throughout Deaf Smith County will be held by mail. Ballots will be mailed to producers by August 28 and are to be returned to the ASCS office no later than September 9, 1964, at which time, the ballots will be tabulated by the County Committee. This meeting is open to the public. ASCS community boundaries are the same as last year.

Each community election will choose three community committeemen and two alternates. The chairman, vice-chairman, and regular member of the elected ASC community committee will also serve respectively as delegate, alternate delegate, and second alternate delegate to the county convention to be held soon thereafter, where the ASC county committee will be chosen.

Kerry...

(continued from page 6)

Every morning at 9 o'clock, a rocket is shot up. This is to signify time for flag-raising and duty rotation.

Speaking of duty rotation, being a patrol leader has certain advantages. There are seven duties and the patrol leader sees that all of them are taken care of without doing any of the actual duties himself.

Anyway, back at the ranch, it seemed we had barely finished breakfast than we started dinner. So far, we haven't gone hungry, and we are being fed well. There is usually something left over after each meal.

After dinner, I went off to trade with other sections. I was gone for about four hours, and I went to two trading posts and various sections.

Our first all-jamboree meeting was last night. Lady Baden-Powell was there, and she gave a speech. After the speeches there was a spectacular, although short, fireworks display.

I am certainly looking forward to the rest of the week, besides the trip home. But now it's adios.

— Kerry Thompson

Card Of Thanks

I wish to express my appreciation to my many friends for their cards, visits, and prayers while I was in the hospital. May God bless each of you.

W. B. Phillips

Mrs. Bell and Son Visit Sacramento

Mrs. Wilber Bell and her son, Robert Bell, 232 Avenue J, have returned from a trip to Sacramento, Calif., where they visited relatives and made some sight-seeing trips.

They were house guests of Mrs. Bell's brother, Britain Robinson, and Mrs. Robinson.

Since their return, Robert Bell has entered the U.S. Air Force.



Round-up Time

FREE SHETLAND PONY

NOTHING TO BUY — NO OBLIGATIONS Register Each Time You Visit Your Safeway Store. You need not be present to win. Winners will be notified.



FREE BALLOONS

For Each Child That Rides On The Stagecoach

These Prices Good Thru Sat., July 25th In Hereford

WILD WEST SHOW COMING TO SAFEWAY FREE STAGECOACH RIDES



Wilson's Certified Stagecoach will be at your Safeway Store in Hereford from 2:30 to 4:30 p.m. Thurs., July 30th. Bring The Whole Family

Tenderized Steak



This Is Tender Juicy Steak Cut From U.S.D.A. Choice Aged Mature Beef

98¢
Lb.

TOP ROUND GROUND BEEF LUNCH MEAT

U. S. Choice Beef-Boneless Waste Free Lb. **98¢**

Lean Fresh Safeway Quality Lb. **39¢**

Safeway Assorted Varieties 6 Oz. Pkg. Ea. **29¢**

SAVE 10¢

Blue Star Frozen **FRUIT PIES**
Assorted Flavors 20 Oz. Pie **29¢**

Snow Star Creamy **ICE CREAM**
Your Choice of Flavors Half Gal. Ctn. **59¢**

Sliced Bacon Wilson's Thick or Thin 2 Lb. **\$1.19**
Fish Cakes Captain's Choice Heat & Eat Pkg. **39¢**
Pork Sausage Pinkney's Pure Pork 4 Lb. Bag **\$1.00**

Lucerne **MILK**
8 Tall Cans **\$1**

Orange Juice

Scotch Treat Frozen Reg. 2 55c 6 Oz. Cans **25¢**

PINTO BEANS

Big Chief Quality SAVE 10c 4 Lb. Bag **39¢**

Fresh Eggs

Breakfast Gem Grade 'A' Large Eggs 3 Doz. **\$1**

PURE LARD

Wright's 3 3 Lb. Ctn. **39¢**

Tomato Sauce

Mountain Pass 13 8 Oz. Cans **\$1**

WHITE FLOUR

Kitchen Craft Enriched SAVE 30c 25 Lb. Bag **\$1.59**

HI-C DRINKS

Assorted Fruit Flavors 3 46 Oz. Cans **\$1**

FACIAL TISSUE

Truly Fine 5 400 Count Boxes **\$1**

COFFEE

Edwards Rich Flavor 2 Lb. Can **\$1.37**

TOMATOES

Vine Ripe — Packed Fresh Daily

2 Tubes 29¢

SUNKIST LEMONS

California 2 Lbs. **29¢**

Peaches California Lb. **29¢**
Cabbage California Lb. **10¢**
Cucumbers Home Grown Lb. **25¢**

Chunk Tuna Chicken of the Sea Light Chunk No. 3 Cans **53¢**
Comet Longrain Rice 12 Oz. Pkg. **22¢**
Comet Prepuffed Rice 28 Oz. Pkg. **53¢**

Sunshine Cheez-Its 10 Oz. Pkg. **29¢**
Barbecue Crackers Nabisco 8 1/2 Oz. Chir Chat Pkg. **43¢**
Oreo Cookies Nabisco 1 Lb. Pkg. **49¢**

TIDE DETERGENT

10c OFF LABEL **63¢**

JOY LIQUID 8c Off Label 22 Oz. Btl. **61¢**

MIX'EM or MATCH'EM SAVE 16¢

Hunt's Pork & Beans No. 300 Cans **8 \$1**
Gardenside C/S Corn No. 303 Cans
Gardenside Tomatoes No. 303 Cans

Zest Soap 2 Bath Bars **43¢**
Cascade For Dishwashers 20 Oz. Pkg. **45¢**
Dash 10c Off Label 3 Lb. 1/2 Oz. Box **69¢**
Downy Fabric Softener 33 Oz. Pkg. **89¢**
Crest Toothpaste 1/2 Tube **53¢**
Home Permanent 1 Lb. Push Button Area **\$2.50** Plus 25c Tax



TOUPEE!
STYLE!
TINT!
Golden Spread

All Hereford Looks Forward To Lion's Carnival Time!



ALMOST READY — These Future Homemakers of America, in the upper left photograph, are getting ready to pull out some of the pies they are baking for the Lion's Carnival being held at the Bull Barn this week. The girls are, left to right, Retha Kelley, Linda Loerwald and Jane Wilhelm.

WOW!! WHAT A CARNIVAL — Marcy Lynn Duncan, daughter of Mr. and Mrs. Bob Duncan, 828 Texas, expresses approval of the Lion's Carnival, in the upper right photograph, as she gazes about the fair grounds and looks at all the rides.

FINISHING TOUCHES — David Cooper is cleaning the windshields on one of the trucks, in the lower right photograph, as he helps prepare for another busy night at the Lion's Carnival. The carnival will close Saturday night.

TRY FOR A PRIZE — These members of the Hereford Lion's Club, in the lower left photograph, are shown practicing at the dart gun booth of the Lion's Carnival, being held at the Bull Barn this week. They are left to right, Ed Skypala, Labry Ballard, Raymond White and Chairman J. F. Martin.

BRAND STAFF PHOTOS BY PHIL DUNCAN



LET'S COOK SOMETHING

Entertaining The Kids? Here's An Easy Menu

Children's parties lend themselves most easily to extraordinary looking snacks and desserts.

When all the games are finished and the small fries begin to look forward to the "eats," why not surprise them with a treat made especially for them?

Nutty Donut Stack-Ups are made with Sweet Sixteen Donuts and designed entirely for young tastes. To a combination of peanuts, peanut butter, icing and donuts, add a small candy stick for decoration.

Donuts are the most important part of the recipe. Light and perfectly shaped, they are yummy enough for a child's particular taste.

Serve the Stack-Ups in gaily-colored baking cups with a glass of milk and they will be devoured in no time.

- NUTTY DONUT STACK-UPS**
- 1/4 cup soft butter or margarine
 - 1/4 cup peanut butter
 - 1 cup sifted confectioners' sugar
 - 1 egg yolk
 - 2 teaspoons milk or light cream
 - 1/2 teaspoon vanilla extract
 - 15 Sweet Sixteen Donuts
 - 5 small candy sticks
 - Unblanched peanuts.
- Blend butter and peanut butter; cream with sugar. Stir in egg yolk, cream and vanilla.
 - Spread frosting over 10 of the Donuts. Put together in stacks of three.
 - Insert candy stick in center of each stack. Decorate top Donuts with frosting and peanuts. Serve in multicolored paper baking cups, if desired. Makes 5 servings.

Melvin...

(Continued from page 1)

with eight other new members to bring the present group to a twenty-member board. He is also a member of the United Fund board of directors.

Reports on the past year's activities were made by the chairmen of each service. These included, treasurer and budget report, home service, safety programs, water safety, first aid and gun safety.

The local board meets on a two month average schedule unless there is an emergency and all members become a committee chairman, which they will be later assigned.

Four of the members represent rural areas for closer relations with the rural people.

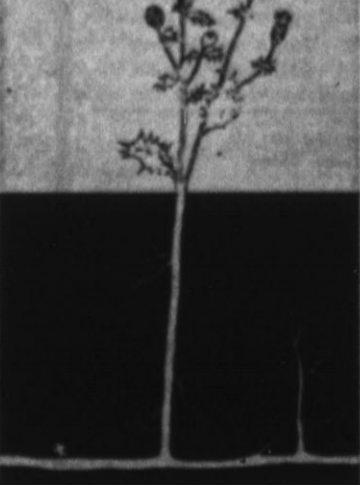
The nine new members are, Mrs. H. H. Miller, Dawn, Mrs. John E. Smith, Frio, Mrs. Jack Higgins, Wildorado, Mrs. N. E. Tyler, Walcott and Mrs. Jack Nunney and Mrs. Ray Martin. Jayroe and Mrs. House were also named.

NEW POWERFUL

TRITAC™

WEED KILLER

for economical control of deep-rooted perennial weeds



Four to eight gallons will treat an acre for a season or more. In areas where ASC payments are obtainable, consult your local agricultural agent for recommended application rates.

Use it along highways, fence rows, on industrial sites and other noncrop land. Tritac is nontoxic and noncorrosive.

Two formulations—Tritac for normal conditions and Tritac-D for quick foliage top kill. Available in one, five and 50 gallon containers.

Order your supply today.

Ask Your Local Agricultural Agent About Tritac or Contact SOUTHWEST FERTILIZER AND CHEMICAL Lubbock, Texas

Picnic Staged For Veterans By Area Groups

At their second summer picnic for Amarillo Veterans Hospital, members of Hereford American Legion Auxiliary and County Home Demonstration Clubs were hostesses to 70 patients July 16.

Wheel chair patients were among those enjoying this outing on the hospital grounds. The visiting hostesses served picnic foods prepared in the hospital kitchen and added their home-baked pies for dessert.

Furnishing 16 pies for the occasion, North Herford Club won special mention among the cooperating clubs.

Representing their respective clubs were Mrs. Charles Packard, Mrs. Norman Hodges, Mrs. Ira Ott, Wyche; Mrs. C. A. Saulcy, Westway; Mrs. James Bradley and Mrs. James Higgins, Bippus; Mrs. Viola Williams and Mrs. J. D. Love, Cultural; Mrs. Bell Williams and Mrs. Clyde Smithers, North Herford; and Mrs. W. C. Frost, West Herford.

Present also were Hereford Legionnaires Ira Ott, C. A. Saulcy, and W. J. Frost.

Visitors were Mrs. Carl Smith, Frio, and her mother-in-law, Mrs. Addie Smith, visiting here from Canada.

County home demonstration clubs will repeat this cooperation.

Don Moore Heads Opera Workshop For 'Brigadoon'

Don Moore, assistant professor in music at Eastern New Mexico University, is directing the opera workshop presentation of "Brigadoon". The musical comedy will be presented in the University Theatre July 23, 24, and 25, with curtain time at 8 p.m.

Moore was choir director at Hereford High School until this year, when he accepted the position at ENMU.

"Brigadoon" is a city which appears one day every 100 years in the forests of Scotland. A young American hunter, Tommy Albright, played by Don Thorpe of Littlefield, and Fiona MacLaren, played by Mona Summerville of Hobbs, N.M., rest for a while in a meadow and gaze fondly at the city of "Brigadoon". Tommy falls in love with Fiona, who is a citizen of "Brigadoon".

Moore's effort with the American Legion Auxiliary at the last of the summer picnics for the hospital on August 20. It is hoped that with that event all the county home demonstration clubs will have been participants in this special summer project, announces Mrs. A. E. Hodges, chairman of the county THDA council.

STAR Continuous Sat. & Sun. from 2 Matinee Mon.-Fri. at 2 p.m. Evenings Open at 6:45 p.m. NOW! THRU SATURDAY

GREAT BOOKS MAKE GREAT MOTION PICTURES!

"FROM HERE TO ETERNITY" WAS JAMES JONES' GREATEST... UNTIL THIS ONE!

THE THIN RED LINE

THE ASTOUNDING STORY OF AN ASTOUNDING MILITARY PLOT TO TAKE OVER THESE UNITED STATES!

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SEVEN DAYS IN MAY

EDMOND O'BRIEN - MARTIN BALSAM
EDWARD LEWIS JOHN FRAMMINGER BOB SHELTON

Sunday for 3 Big Days!

TOWER DRIVE-IN THEATRE
Show Starts Nightly at Dusk

HURRY: ENDS FRIDAY \$1.00 Per Carload

BYE BYE BIRDIE CHUBBY CHECKER
RING-A-DING RHYTHM HELEN SHAPIRO
MANY MORE STARS!

SATURDAY — ONE DAY ONLY!

BEWARE THE BUCCANEERS!
The Pirates of Blood River COLOR
KEVIN MATHEWS - GLENN CORBETT - MARLA LIND

Gunsight Ridge
JOEL McCREA
MARK STEVENS
JOAN WELDON

TOWER DRIVE-IN THEATRE
Show Starts Nightly at Dusk

THE PIRATES OF BLOOD RIVER COLOR
KEVIN MATHEWS - GLENN CORBETT - MARLA LIND

Gunsight Ridge
JOEL McCREA
MARK STEVENS
JOAN WELDON

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KIRK DOUGLAS ANTHONY QUINN
LAST TRAIN FROM GUN HILL TECHNICOLOUR

Burt Lancaster - Kirk Douglas
GUNFIGHT at the OK CORRAL

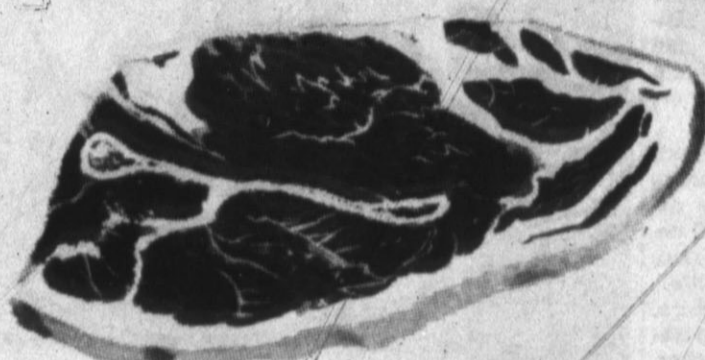
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1 slice Cheese
All on a Bun

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EACH **10¢**



Lb. **39¢**

Pork Steak

Flavorright BACON 2 Lbs. 89¢
PORK ROAST Lb. 29¢

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Blue Plate — Breaded
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SHRIMP
49¢

Banquet
Frozen Dinners
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Melrose — \$1.00 Size — Plus Tax
Hand Lotion
59¢

Tendercrust — 15 Oz.
Vanilla Wafers
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GRAPE JELLY Kraft — 18 Oz. 3 For \$1

BARBEQUE SAUCE Kraft — 28 Oz. 49¢

TOILET TISSUE Lylia Grey 10 Roll Pack 79¢

ICE CREAM Glacier Club 1/2 Gal. 59¢

GRAPE JUICE Shurfine 24 Oz. 33¢

SWEET POTATOES Shurfine Squat 29¢

Lustre Creme
Reg. \$1.09 — Plus Tax

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FLOUR Shurfine 10 Lbs. 69¢
OLEO Meadowlake Lb. 4 For 89¢
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SHORTENING Food King 3 Lbs. 49¢
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Tomatoes FRESH Lb. 19¢

PLUMS Santa Rosa 19¢

POTATOES Hereford 10 Lbs. 49¢

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FOODS

LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

YOUR HOME TOWN BOYS CASH AND SAVE

Mrs. Hodges To Take Post On THDA Directors' Board

Mrs. A. E. Hodges will be installed as Director of THDA District I during the 38th annual meeting of the Texas Home Demonstration at the Rice Hotel in Houston Sept. 16 and 17. District I includes a 19-county area of the Panhandle.

This honor for the County Council of THDA, now headed by Mrs. Hodges, was pointed out by Jean Beene, assistant county

home demonstration agent, in her overview of the THDA autumn meeting. Representing Deaf Smith County Council of THDA in Houston will be three official delegates: Mrs. Orval Galley, Dawn Home Demonstration Club; Mrs. C. F. Homfeld, Bipus; Mrs. Alvis Jolly, Progressive. Alternate delegates will be Mrs. A. L. Hollingsworth, Ford;

Mrs. Clyde Smithers, North Hereford; and Mrs. Ira Scott, Wyeche.

With emphasis on The American Woman — Her Changing Image, convention theme, more than 800 home demonstration leaders of the state will register for the meeting.

John E. Hutchison, Director of the Agricultural Extension Service at Texas A&M University, will be principal speaker. His announced subject will be Leadership of Women in Citizenship Areas.

On the business agenda will be election and installation of officers for two-year terms and the discussion and adoption of a new program of work for the organization.

Workshop sessions will claim the attention of all standing committees of THDA in the areas of health and safety, civil defense, citizenship, recreation, 4-H Club work and family life. THDA officers include Mrs. C. R. Berkeley, Odessa, vice-president; Mrs. L. M. Parker, Liberty Hill, secretary; Mrs. Maynard Gaines, Coleman, treasurer; and Mrs. Melton McGeehee, Wayside, parliamentarian.

Others from Deaf Smith County Home Demonstration Clubs planning to attend the Houston meeting are Mrs. Louie Olson, Cultural Club; Mrs. Joe H. Landers, Westway Club; and Mrs. M. C. King and Miss Mary Bradley, both of West Hereford Club.



LINCOLN MONUMENT — This picture was taken at the Lincoln Monument in Washington D.C. The monument is visited by thousands of tourists daily. (Story on page 1) (Brand Staff Photo by Sara Gillentine)

Look Who's New!

Mr. and Mrs. Jesus Mendoza are the parents of a daughter, Nancy, born July 18 at 10 p.m., weighing 5 lbs. 5 ozs.

Mr. and Mrs. Manuel Valdez are the parents of a son, Antonio Hellsavet, born July 19 at 9:12 p.m. Hweighed 8 lbs. 12 ozs.

ALTERNATES IN 'FALL'

NEW YORK — Barbara Loden, who won a Broadway "Tony" for her performance in "After the Fall," is sharing the arduous role for the summer with Jennifer West, who won

critical plaudits in the off-Broadway hit, "Dutchman."

The two players are alternating in the Arthur Miller drama because of an increase in the number of performances scheduled.

The time arrangement worked out enables Miss West to continue in "Dutchman," with her understudy taking over there for a single performance each week.

Black profile portraits, popular in the 18th century because they were inexpensive, were nicknamed "silhouettes" after Etienne de Silhouette whose drastic economies as public finance controller under Louis XV caused wits to use his name for anything cheap.

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Coach Mickey Vernon of the Pittsburgh Pirates won the American League batting title in 1946 and 1953.

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- More Rubber—where it counts to cushion shock.
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PLUS 36 Months Field Hazard Guarantee protects your investment.

36 MONTH GUARANTEE
The General Tire & Rubber Company guarantees to the original purchaser the "All Grip Traction-Nylon Special" and "All Grip Traction-Hygen-Jumbo Lug" against failure resulting from breaks and furrows, cracking, or cutting for a period of 36 months from date of purchase when used in normal farm service.



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Visit Our

Horseman's Bar

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Rodeo Supplies

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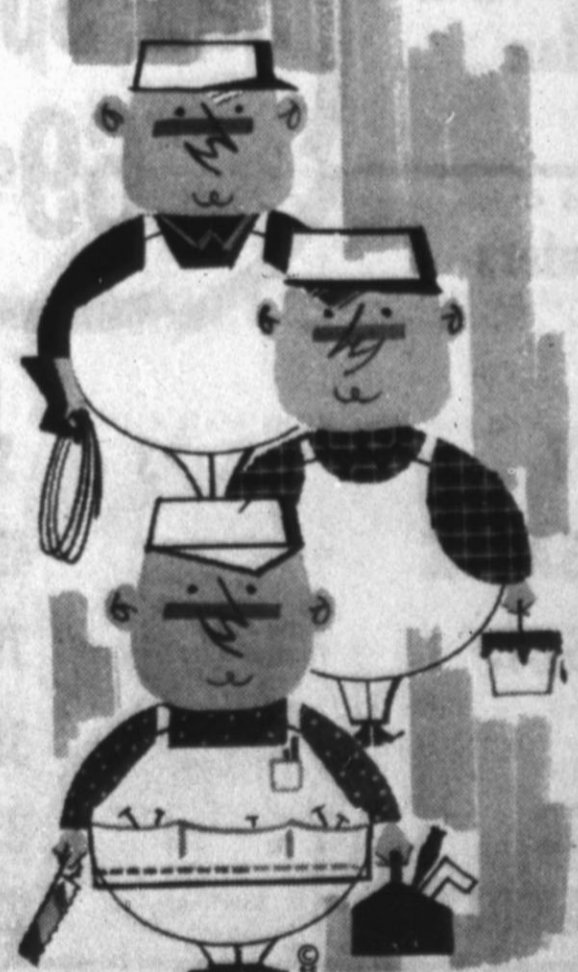
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Now... you needn't wait until cash is available to fix up your home the way you've always wanted it. It's so easy and convenient to see us about your plans.

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



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SENIOR CITIZENS

NEW MEDICAL-CARE PLAN

NOW AVAILABLE TO DEAF SMITH COUNTY RESIDENTS

COUNTY - WIDE ENROLLMENT WILL END AUGUST 5, 1964

Compare These Benefits With Those You Now Have!

Texans Modern Miracle Offer

1. Hospital Room	Up to \$16.00 per day
2. Surgery	Up to \$1200.00
3. Misc. Expenses	No Limit*
4. Doctor Calls	Up to \$6.00 per visit
5. Medicine	Up to \$200.00
6. Death Benefit	\$1,000.00
7. Nurse Benefit	Up to \$300.00

*\$305.00 on some items. No limit on other items. Ask for plans HA33-66 for above benefits.

Compare These Low Rates With What You Now Pay!

POLICY FORM	RATE
C 55 (No Age Limit)	\$1.46 per month*
HA 22 (Age Limit 95)	\$3.67 per month*
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*1/12 of annual Premium—Paid by the Year.

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INTERNATIONAL AMERICAN LIFE INS. CO.
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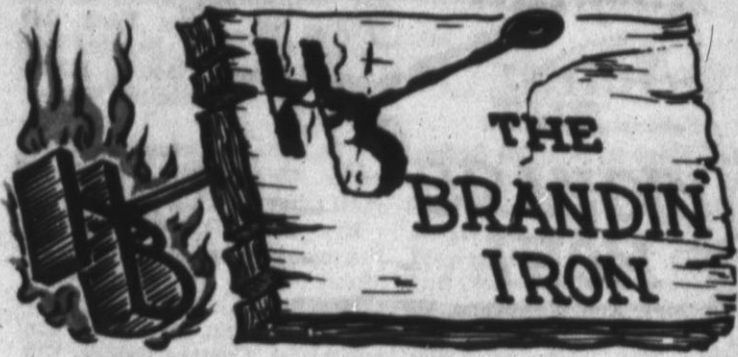
Your Present Age _____ Number in Family _____

Please see that I receive complete free information about the Medical Care Plan I read about in The Hereford Brand.

NAME _____

ADDRESS _____

CITY _____ STATE _____



By Melvin Young
The Lion's Club Carnival is getting off to a big start in 1964, and if present attendance trends hold for the remainder of the week, it could be the biggest year on record.

We understand however, that Lion Ed Skypala has refused to ride the scrambler this year, and really, doesn't even like to talk about it.

On hand to count the money was B. F. Cain and O. Z. Golden. We haven't figured just how these boys get the good jobs every year, but they seem to be there time and again. Probably have political influence.

The Golden, by the way, along with Mr. and Mrs. Earl Holt and Mr. and Mrs. Raymond White, plus their families, have just returned from Toronto, Canada and the big Lions International Convention. Both the Lions and Rotary held their international conflag in the Canadian city this year.

We're in trouble again. Gwynne Owen, chairman of the Rotary Club barbecue committee has informed us (in no uncertain terms), that the Brand mentioned every phase of the weeks festivities... except the Rotary barbecue. Just to get out of the dog house, we accepted twice as many tickets to sell. We'll not make that mistake again.

In the meantime, if you're looking for a barbecue ticket, just call us. We're loaded, and we'll deliver.

By the way, the time is 6 p. m., Saturday at the Little Bull Barn. Don't miss it. We'll guarantee the fare. Those Rotarians haven't missed yet when it comes to cooking good barbecue.

Not having been endowed with a green thumb, plus just naturally being lazy, we have always delegated the gardening to our more industrious wife. And 1964 is no exception. We are however, proud of the four tomato plants that she set out earlier in the year. We now have some very fine tomatoes which will be ripe soon. In fact, we've already pulled a couple.

Of course, we don't expect just four vines to last long, but we don't live far from the E. G. Blues, and chances are, they'll have a fine garden again this year.

We're betting on a bumper fruit crop in 1964. Our lone peach tree is loaded down, and we've noticed all the neighbors have a nice crop of peaches. Understand that there are some apricot trees around town that are loaded with fruit. We were under the impression that much of the apricot crop was lost during that last freeze this spring, but apparently some of it has made the grade.

We also have an apple tree in our back yard that is literally loaded-down with fruit, but, just as we were told earlier in the year, most of the apples are wormy. Next year we plan to do something about that situation. We understand that if you start spraying early enough, you'll get the worms. Like the early bird, we suppose.

Kerry Thompson, son of Mr. and Mrs. W. T. Thompson, has been corresponding for this newspaper while attending the National Jamboree at Valley Forge, Penn. Young Thompson has been an active correspondent, we might add, sending reams of copy for publication. He hasn't, however, been so diligent in writing his parents. They received their first letter Tuesday morning, almost two weeks after Kerry departed for the Jamboree.

Turning the page on our appointment calendar Tuesday morning, we were surprised to note that only one message appeared. Written clear across the page was this message: "Holy's birthday".

Our daughter, visiting the office some thirty days ago, had made sure that pops wouldn't forget the big day. This, you see, was her 10th birthday, which naturally makes her half grown.

Nobody likes Barry, it seems. The American Nazi party doesn't like Barry. The American Communist Party doesn't like Barry. Walter R. Castro doesn't like Barry, and now, Nikkie has delivered a tirade against Barry. Poor Barry.

Most mother-in-law jokes, though perennially popular, are terribly unfunny; the only amusing one I can recollect is about the son-in-law who was given two ties for his birthday by his mother-in-law; when he appeared at her house wearing one of them, she greeted him with: "What's the matter? — didn't you like the other one?"

Bessie Patterson, author of "A History of Deaf Smith County", was honored Tuesday by members of Panhandle Pen Women at a luncheon held at the Amarillo Country Club.

Also honored during the meeting was Laura V. Hamner, pioneer columnist for the Amarillo Daily News.

Extension...

(Continued from page 1) city construct a sidewalk on three sides of the Moreman St. Park, to keep the school children off the street. The park is located adjacent to Northwest Elementary School.

The four-foot sidewalk would cost approximately \$1200-\$1300, according to Bayne. Bids were opened for new office furniture for the second floor of City hall, which is now being remodeled. The bids were for desks, chairs, and other furnishings for the new city manager's office and the commissioners' room.

Ink Spot submitted a bid of \$1729.12, Hereford Office Supply submitted a bid of \$1776.80, and First Printing Co.'s bid was for \$2141. Commissioners tabled the bids until a later date. Bayne, Mayor Ray Cowser and commissioners Sharp decided to go to Amarillo to investigate the matter further.

The commissioners also considered carpet and paneling to be used on the second floor of the building. No action was taken.

Audit for the fiscal year ending April 30, 1964, was presented to the commissioners. It was prepared by Crofford and McWhirter of Amarillo.

Audit listed departmental expenses for fiscal years ending April 30, 1964, and April 30, 1963. These were (1963 total listed first): general governmental expense, \$39,080.08, \$36,982.77; fire department, \$12,227.75, \$13,283.31; health department, \$52,690.48, \$60,774.17; park department, \$40,352.89, \$44,896.62; police department, \$73,920.10, \$77,655.63; street department, \$68,607.29, \$63,487.91; water and sewer department, \$59,600.91, \$71,144.64; airport, \$11,782.25, \$1,996.27.

Total departmental expense: \$356,267.75, \$370,221.52. Dudley Bayne told the commissioners that considerable damage was being done to park and playground equipment. It was pointed out that such damage was obviously not "accidental".

Commissioners Albert Maxwell, Lloyd Sharp, Gid Brown, Mayor Ray Cowser and City Attorney Ernest Langley attended the meeting.



CLEARANCE SALE

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LT. WEIGHT SPORT COATS**
Seersucker
Denim
Lt. Wt. Plaids
\$15.00

**MEN'S LONG SLEEVE & SHORT SLEEVE
SPORT SHIRTS** Your Choice **2 For \$5**

**GROUP MEN'S & BOY'S
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SHIRTS**
77¢ each

**GROUP LADIES
GOWNS - SLIPS
PAJAMAS**
\$3.00 each

**SUMMER
COSTUME JEWELRY** 2 FOR \$1

**LITTLE CHILDREN'S
PAJAMAS &
PLAY CLOTHES**
2 FOR \$3

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COTTON
WORK PANTS**
\$2.66

**SUMMER SLEEPWEAR
SHORTY GOWNS or PAJAMAS**
Size 32 to 38
\$1.66

**2 GROUPS
LADIES
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DRESSES**
\$7 & \$10

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DRESS
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Anthony's
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PAY CASH AND SAVE!

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BLUE JEANS AND GIRLS DRESSES

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BOYS 13 3/4 OZ
Save 1.17 on 3 Pair

\$2.39
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SIZES
3 to 6X — 7 to 14

\$2.77
2 for
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MEN'S & BOYS		LEVI'S - LEVI'S - LEVI'S - LEVI'S -	
BLUE		CALIFORNIA SLIM CUTS	
0 to 12	3.59	All Colors	
27 to 29	3.85	4 to 12	3.98
30 to 42	4.15	27 to 38	4.98
CORDUROY		STA-PREST	
4 to 12	4.98	2 to 7	3.98
27 to 38	5.98	6 to 12	4.98
		25 to 30	5.98
		28 to 38	6.98

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For The Practice Of
General Dentistry
907 PARK AVE.
Office Hours 8-5
Office — EM 4-2701
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Hereford Archery Club Host To Invitational Tournament

Archers from Amarillo, Clovis, Friona, Dimmitt, Canyon, Borger, Delta, Colo., and Hereford were entered in a local invitational tournament Sunday at Veterans Park. There were 45 participants in the event, sponsored by Hereford Archery Club. John Prestridge, Texas junior champion, and Ed Foster, New Mexico state champion in men's 400 instinctive, attended the meet.

In the novelty shoot, turkeys were awarded to G. A. Burton of Palo Duro Hunters, and to Ricky Hubbell, Ricky was registered in the junior division, and in the novelty shoot he was competing with archers in all different classes.

Prestridge and G. A. Fore received "20 Pin" pins for their scores on one target.

Winners in the all-day affair were (name, town, class, score): Ed Foster, Clovis, men's 400, 415; Harry Lane, Amarillo, men's 325, 259; C. E. Foster, Clovis, men's 250, 290, 290; Walt Barlow, Amarillo, men's 175, 269; David Roberts, Clovis, men's 100, 152; Joe Landrum, Friona, open, 188; Ernest Lloyd, Borger, boys' intermediate, 232; John Prestridge, Amarillo, boys' junior, 304; Debbie Hubbell, Clovis, cub, 157; Jean Prestridge, Amarillo, women's 275, 253; Aldeen Surface, Borger, women's 175, 157; La Nell Ford, Amarillo, women's 125, 156; Lin-

MORE ROBIN HOODS? — This was a scene at Veterans Park Sunday as the Hereford Archery club was host to an invitational tournament. There were 45 participants in the all-day affair. (Brand Staff Photo)

Third base Coach Eddie Yost of the Washington Senators finished his playing career in 1962 with the Los Angeles Angels. He broke in with the old Senators in 1944, direct from New York University.

More than half the world's 3 billion people live in perpetual hunger.

Navy won its fifth straight NCAA lacrosse championship last spring.

Tom Krzemienki, Michigan State football end from Beaver Falls, Pa., is one of 17 children in the same family.

Some eucalyptus wood is as strong as steel.

Head Is Named To Committee

Harold L. Head of Route 5, Hereford, has been appointed as a member of the three-man Deaf Smith County Farmers Home Administration Committee. The appointment is for three years and began July 1.

Head succeeds Gerald W. McCathern, Hereford, whose three-year term expired June 30. The other two members are Frank J. Bezner and Robert R. Strain, both of Hereford.

The local Farmers Home Administration County Committee reviews applications by farmers and other rural families for several different types of agriculture, housing, and water loans made in Deaf Smith County.

In addition, the Committee advises with the County Supervisor regarding the adopting of National loan policies to local conditions.

Jaycees To Hold Work Forum

The Region 1-C of the Texas Junior Chamber of Commerce will hold a work forum with more than 100 Jaycees and their wives in attendance Saturday, beginning with a supper in the Jim Hill Hotel Ballroom at 7 p.m.

The forum will be held from 7 to 10 p.m., and the Regional State Director Bud Miller, Tulsa, will preside over the meeting.

Jerry Fowler, Bill Dufur and Wayne Fuller will deliver speeches at the forum as part of the program.

Other clubs in the region will participate in the program.

Several special speakers will be present from other clubs.

A dance will follow the forum at 10 p.m.

Hospital Notes:

Patients in Hospital
 Mrs. Mary R. Fox, 204 Gough; Mrs. Walter S. Good, 333 Ave. K; Mrs. Floyd M. Campbell, 401 Ave. K; Holy Sullivan, 901 E. 3rd; Mrs. Eugene H. Loerwald, 715 Blevins; J. E. Warrick, Star Route; Mrs. Ann Woodward, 410 Star St.; John R. Bran, 500 Blevins; Mrs. Mary M. Click, 129 N. Texas; Dale Tackett, 14-01-13th St.

Also Mario E. Benetz, Box 651 Mrs. Dora Vick, Route 1; John G. Robinson, 123 Ave. I; Mrs. L. E. Green, Box 664, Dimmitt; Mrs. Lillian D. Sockwell, Route 3; Miss Maggie Cocanougher, 410 N. Jowell; Mrs. Melvin May, 415 Star; Harry W. Kribbs, 508 Buchanan, Amarillo; Mrs. O.L. Garrett, 808 S. Texas.

William A. May, 415 Sar; Mrs. A. L. Howe, Route 5; George A. Jeccoat, Shady Acres Trailer Park; Mrs. Francis Smith, 120 Ave. H.; Mrs. Jack Streun, Summerfield; Donald F. Maxwell, 307 N. Jackson; Mrs.

Patients Dismissed
 Mrs. Stanley R. Smith, Bruce Scott Oliver, 7-17.
 Mrs. Jerry D. Johnson, Mrs. Francis Edward Barret, Oliver Streu, Sherrie D. Pruitt, 7-18.
 Mrs. A. G. Grisham, Mrs. Gordon L. Thurman, Mrs. Mary Emma Payne, Cynthia Valdez, 7-19.
 H. R. Crabb, Don R. Metcalf, Rogerio Perez, Mrs. Bell N. Crossland, Mrs. Julio F. Gonzales, Mrs. Lazaro G. Lopez, Mrs. Jesus Mendoza, Esther Qusada, General Delivery, 7-20.
 Mrs. Lena Gudgell, Mrs. Virgil P. Walker, Abel Castillo Rosales Jr., Mrs. Robert E. Collier, Marc A. Smithers, 7-21.

The father gave away the bride in ancient Egypt. He handed one of her sandals to the groom, signifying she was now in the groom's care. Today, friends tie old shoes to the car in which the newly married pair leaves for the honeymoon.

HEREFORD STATE BANK

FOR YOUR

AUTO FINANCING

LIONS CLUB ANNUAL CARNIVAL

8 O'CLOCK EACH EVENING
 MONDAY thru SATURDAY
 July 20 thru July 25
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BIG 18-FOOT, TWO-TON VALUE AT A SMALL CAR PRICE

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 SAVE HUNDREDS OF DOLLARS

See your Chrysler dealer—the best of the big car men

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REP. ROGERS WRITES

Rogers Points To Science's Effect

Science and technology have completely transformed life in the United States in the past 100 years. They have helped us achieve the highest living standard in the world. As we all recognize, the pace of development in science and technology continues to be breathtakingly swift. In the past 100 years, the farm population required to feed the Nation has decreased from 8 out of 10 to less than one out of 10, due largely to mechanization and improved production technique. In that period, the average life span of Americans has increased from 40 years to 70 years because of medical advances in the prevention and cure of disease and gains in nutrition and sanitation.

Of all the food products available to the housewife today, 66 percent did not exist 10 years ago.

Of all the drugs now on the market, 45 percent were unknown five years ago.

More than 5,000 companies today are engaged in missile-aerospace research or production — a program that has led to the development of more than 3,000 new products or techniques in private enterprise.

Scientific progress today not only is an essential factor in determining the character of tomorrow's civilization, it is vital in insuring the safety and security of the United States and Free World. For that reason the United States Government is deeply involved in research and development programs. In 1940, American taxpayers spent \$74 million for scientific activities directed by the Federal government. In the current fiscal year, research and development expenditures will exceed \$15 billion. Most of this money is being spent by three agencies heavily engaged in matters directly related to national security. In Fiscal Year 1963, the research and development obligations of these three agencies were as follows: Department of Defense \$7.7 billion, National Aeronautics and Space Administration \$3.7 billion, Atomic Energy Commission \$1.5 billion. Of all Federal funds spent in research and development, 75 percent is spent in industry, 8 percent in colleges and universities, 15 percent within the Government itself.

According to the National Science Foundation, about 2.7 million Americans are working in science and technology — 3.6 percent of the civilian labor force.

A fundamental constitutional responsibility of the Congress is appropriating funds wisely. If Congress is to appropriate wisely in scientific fields, it must have a sound understanding of what is to be accomplished and what the Nation's research can make these decisions. It is a job that cannot be delegated to experts not directly responsible to the electorate, although Congress must depend on the sage counsel of scientists, men in industry and in the Government's executive branch, and other citizens who are well qualified to offer advice.

Because Federal budget projections indicate that our defense responsibilities will require increasing, not decreasing, expenditures in science and technology, I have been pleased that several important steps have been taken in the 88th Congress to enable members of

the House and Senate to serve more effectively in this regard. Congress must be prepared to make sound decisions; mindful of the need to effect all possible economies.

I very much enjoy my association with men and women of the scientific community. They are indeed dedicated citizens. I was greatly privileged to be invited to address, on July 18, the Amarillo Chapter of the American Association for the Advancement of Science, meeting in Amarillo.

We must never overlook the past accomplishments of lone scientists in their laboratories pursuing objectives in basic research — seeking entirely new processes and data without known applications. Michael Faraday in the last century developed the magnetic induction coil during this kind of inquiry, and I'm sure you can recall a number of other similar milestones in science. The magnetic induction coil led to the foundation of our whole electrical industry. Someone asked Faraday what possible use the little device was. "Well, what use is a newborn baby?" asked Faraday.

WALTER ROGERS
MEMBER OF CONGRESS
18TH DISTRICT OF TEXAS

Book 'Explains' Dallas' Public, Private Life

By Raymond Holbrook
Associated Press Writer
DALLAS, PUBLIC AND PRIVATE. By Warren Leslie
Grossman Publishers, \$4.50

Because it is the site of the assassination of President Kennedy, Dallas has become the most discussed, criticized and analyzed American city of the decade.

Much of what has been written has been superficial, fragmentary and emotion-charged and often based on impressions rather than on knowledge.

Hence, Warren Leslie's "Dallas, Public and Private" takes on importance because its scope, depth and careful analysis brings the city into clearer focus and puts into perspective the setting of the tragic events of Nov. 22-24, 1963.

Leslie, a newspaper reporter and advertising executive during his 17 years in Dallas, is neither an apologist nor a muchraiker. He is, rather, a thoughtful and concerned citizen who, with sensitivity but not emotion, seeks the answer to the oft-asked question "Why did it happen in Dallas?"

Not content with the who and what, Leslie seeks the "why" of Dallas. "Without important natural advantages, it is an improbable city, man-made as the lakes around it: it is the creation of the citizens. It has not been pushed in any given direction by circumstances it could not avoid," he says. "Instead, it has been shaped as few cities have ever been by men, and much of the psychology of Dallas traces back to this. And men taking credit for what the city is, must also take the responsibility for what it is not."

It is the people who have made Dallas what it is — and not — that is the chief concern of the book. There is the Citizen's Council, the select group of Dallas leaders with the power to say "yes or no." Those are the men credited by Leslie for much of the city's physical growth, but whom he says are incapable of providing it with moral and spiritual leadership.

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Completer Units
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GLADIOLA

FLOUR

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KRAFT — 18 OZ. TUMBLER

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All Flavors
3 Oz. Boxes

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FRUIT JARS

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SURE JELL

2 For 29¢

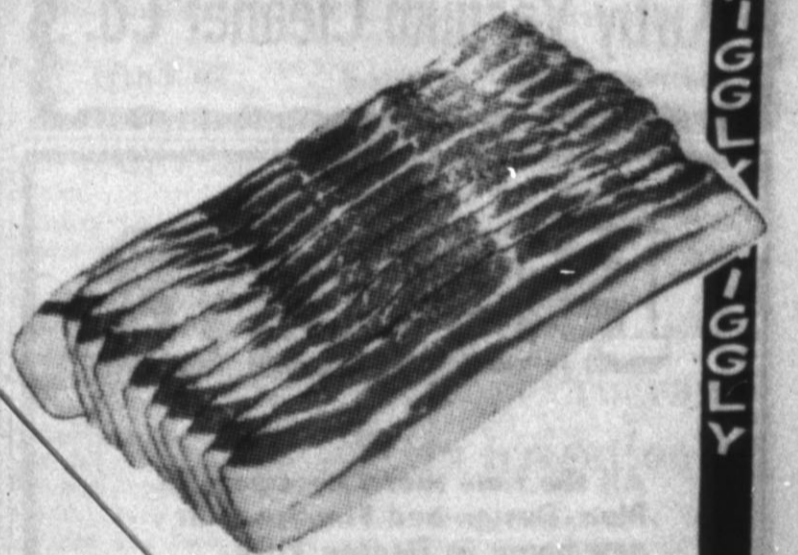
Kerr Caps & Lids

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BACON

Wright's Country Style

2 LBS 89¢



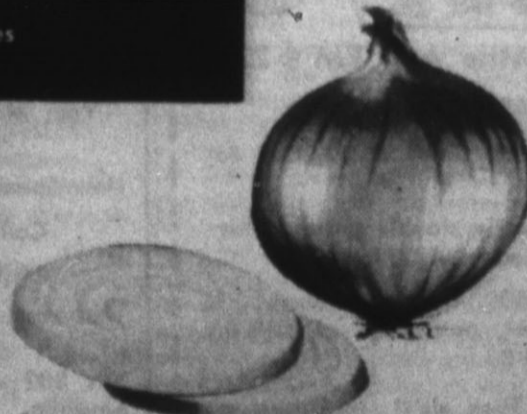
FRANKS SLICED HAM COOKIES

Wright's All Meat Lb. 49¢
Lean No Waste Lb. 89¢
Pillsbury Assorted 2 For 85¢

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Hereford Yellow or Whites

3 LBS 10¢



CELERY

Green Crisp Pascal

Stalk 19¢

CUCUMBERS

A Salad Delight Texas

Lb. 19¢

Energy Briquettes
Charcoal 10 Lb. Bag 49¢

Hills Bros.
Coffee Lb. Con 79¢

Reg. Size
Lava 13¢

Reg. Size
Spic & Span 31¢

Shurfine — All Flavors
Cake Mix 3 For \$1

Shurfresh
Oleo 2 Lbs. 39¢

Giant Size
Dash 79¢

Reg. Size
Comel 2 For 33¢

PIGGLY WIGGLY

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Why PINCH Pennies STRETCH

When You Can DOLLARS

Copr. G. Doppel 1964



Why be content with a few pennies saved here and there? Come to COOPER'S and SAVE EVERYWHERE—in every department of our wonderful world of food values. Our STOREWIDE LOW PRICES and SUPER SPECIALS end that tug-of-war with your budget . . . really S-T-R-E-T-C-H your dollars to cover a BIG cartload of your favorite foods at truly lower cost. Come see—you'll SAVE for sure in a really BIG WAY!

Schillings Black
PEPPER
4 Oz. Can
35¢

ICE CREAM
KLEENEX
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Borden's 1/2 Gal. **59¢**
Facial Tissues 400 Count **4:89¢**
Shortening 3 Lb. Can **69¢**
Miracle Whip Qt. Jar **49¢**
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SALAD DRESSING

COFFEE

Longhorn — Sugar Cured
Hickory Smoked
PICNICS Lb. **29¢**

FRITOS
Reg. 49c Bag
39¢

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MAGIC NUMBER

1. Bring card with you each time you visit our store.
2. Every card is a winner — Yours may be worth \$500.00
3. Bring your card to our office when completed — void if bleach process applied by unauthorized person.
4. Employees of Cooper's Market and their families not eligible.

START NOW — PICK UP YOUR CARD TODAY
ASK FOR A CARD IF YOU DO NOT HAVE ONE.

Blue Morrow Steak Fingers 15 Oz. Pkg. **75¢**
Kraft Barbeque Sauce 18 Oz. **39¢**
Kraft Philadelphia Creamed Cheese 8 Oz. **33¢**
Park Choppies No Bone—No Waste Lb. **69¢**

Shurfine
OLEO
Lb.
6 For \$1

California
NECTARINES Lb. **39¢**
CABBAGE Firm Heads Lb. **5¢**
APPLES Winesap Lb. **19¢**

Van Camp — No. 2 Can Pork & Beans 3 For 49¢	10 Lb. Bag Energy Charcoal 49¢
Del Monte — 14 Oz. Btl. Catsup 6 For \$1	Right Guard — Reg. \$1.10 Deodorant 79¢
Shurfine — No. 2 Can Crushed Pineapple 4 For \$1	Black Flag — 12 Oz. Insect Bomb 89¢
Wolf Brand — No. 300 Can Chili 45¢	14 Oz. Can Ajax Cleanser 2 For 29¢
Shurfine — 12 Oz. Luncheon Meat 2 For 79¢	Florient Household Deodorant 59¢
Del Monte — 303 Can Spinach 7 For \$1	Cape Ann — 8 Oz. Frozen Fish Sticks 4 For \$1
Kraft Pizza With Cheese 39¢	Shurfine — 12 Oz. Can Frozen Orange Juice 49¢

Ironing Board Cover With Pad
Reg. \$1.49
79¢

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IT WILL EVER BE — IT IS A MUST-IN THIS FOOD STORE YOU CAN PLACE YOUR TRUST

AND THIS APPLYS TO ALL OF US — IT DEFINITELY IS UNANIMOUS —

IT'S WISE THEY SAY ON EVERYDAY TO SHOP AT —

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2nd PRIZE **\$35.00**

3rd PRIZE **\$20.00**

4th THRU 10th

\$10 each



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1. Fill in the blanks with the first and last name of the business person and the firm he or she represents.
2. The most nearly correct entry to reach The Hereford Brand first will be awarded first prize, etc.
3. Entries will be accepted at The Brand office, 130 East Fourth Street, beginning at 1 p.m. Thursday, July 23. Deadline for entries will be 5:30 p.m. Monday, July 27.
4. The participating firms are listed on the back page. Contact each business represented here if you don't know whose picture is used. They will be glad to get acquainted with you.
5. No age limit on entrants. No limit of entries per family. Only one winner per family.
6. Only The Hereford Brand, Southwest Offset Inc. and The Ink Spot employees and their families are not eligible to enter.
7. Names of winners will be announced next week. The prizes will be awarded by The Brand. The decision of the judges will be final.



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NEIGHBOR"**

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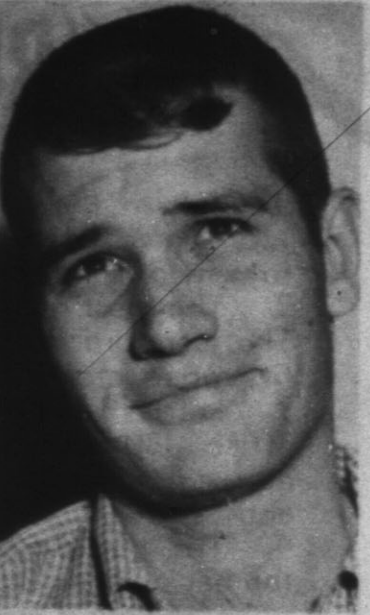
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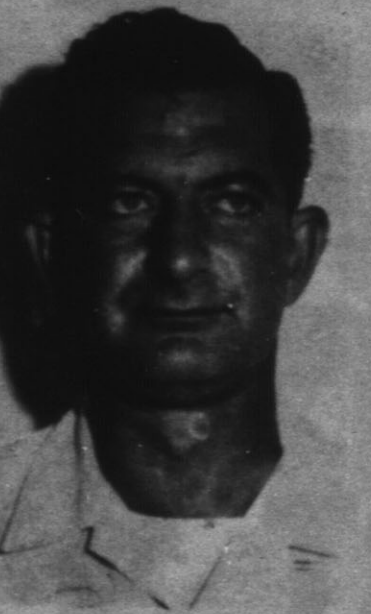
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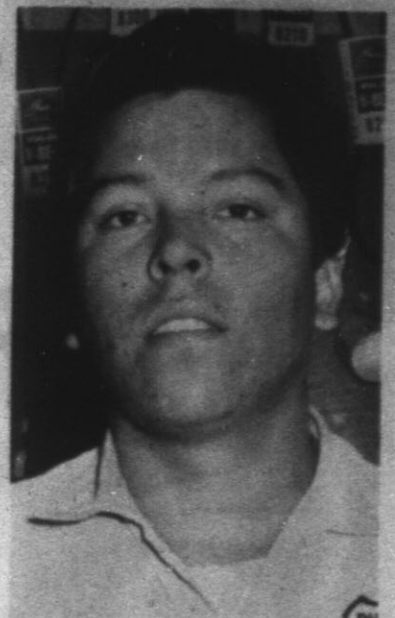
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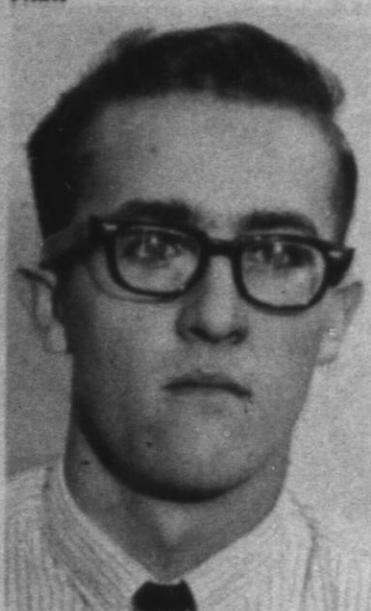
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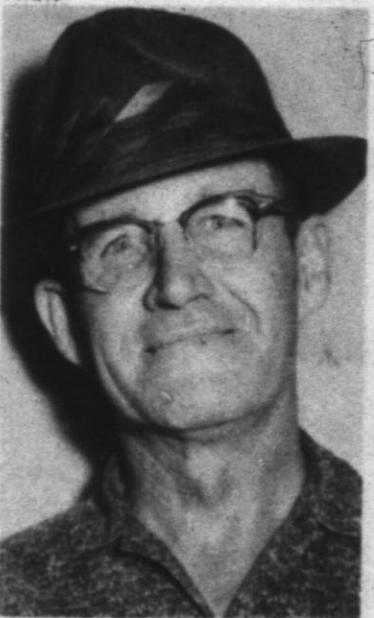
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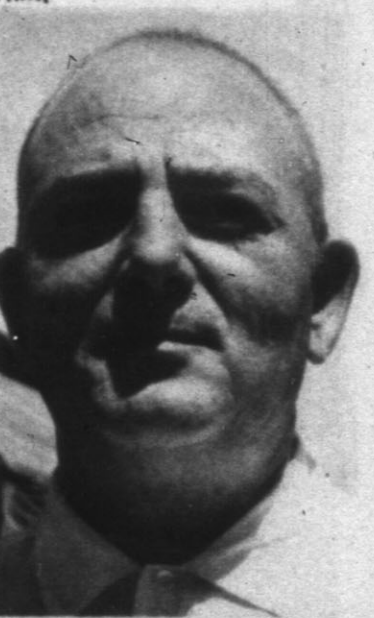
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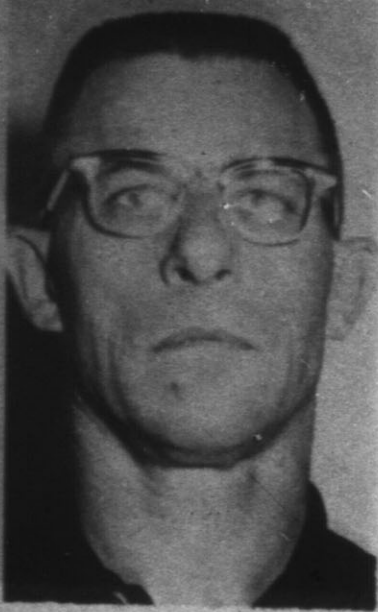
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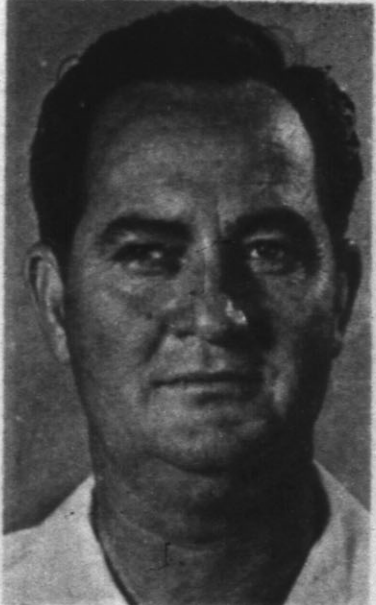
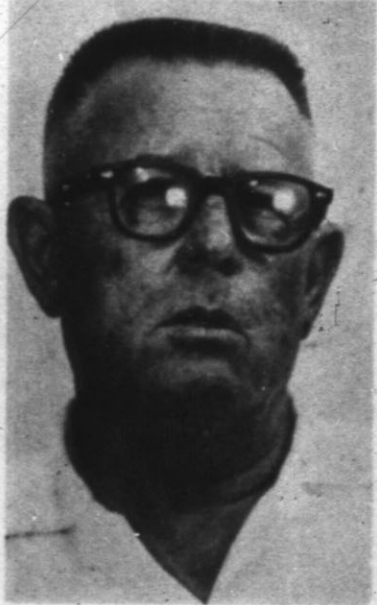
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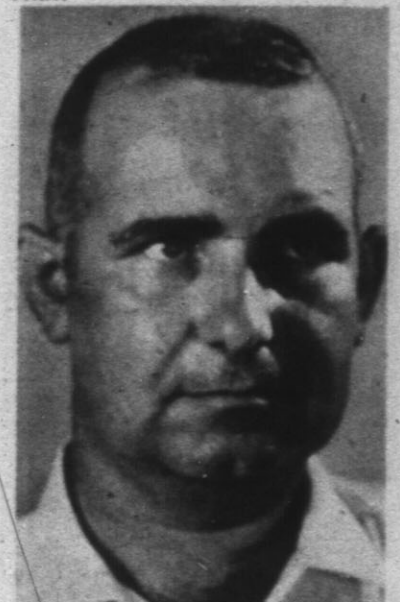
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