

To The Sweetest Town In All Of Texas ... Welcome Holly Visitors The Hereford Brand

40 pages
SINCE 1901
Sixty-two Years Of Service
Our Slogan: "More People — More Farms"
HEREFORD, TEXAS, 79045, THURSDAY, SEPTEMBER 17, 1964
PRICE 10c PER COPY

Governor Will Arrive Saturday

Be
aker

attended by Gov.
lly.
on of the plant,
uled for the end
will be the cul-
more than three
by local citizens
representatives to se-
n sugar mill for
y is scheduled to
Hereford Municip-
mediately before
ceremonies Satur-
and national dig-
on hand for the
monies, at which
will be the prin-

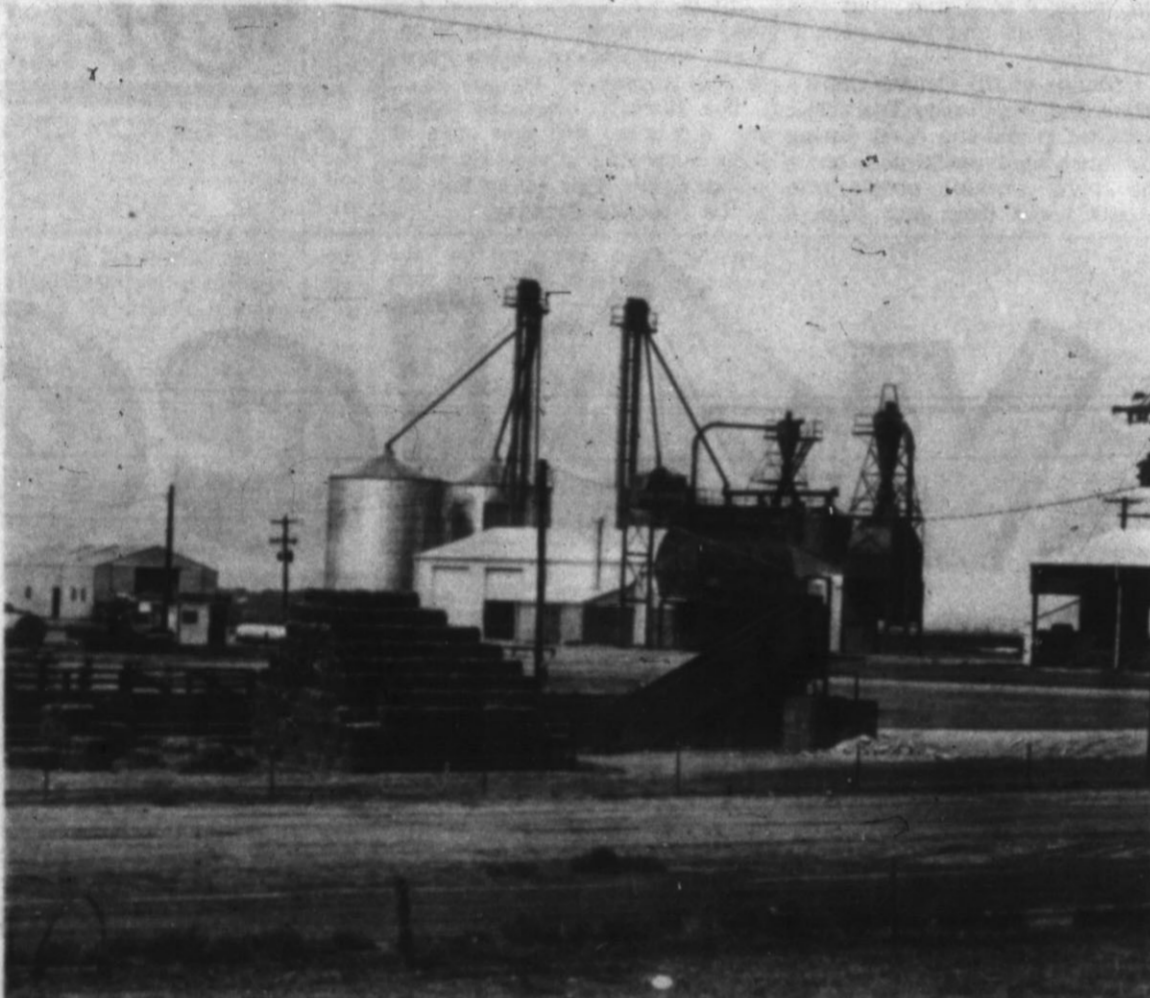
Walter Rogers,
on hand. Rogers
en in landing the
ent for Hereford
in congress for
creage allotment
area.
on will begin at
the plant site and
structure will be
diately following
the tours will be
gh Saturday af-
ain on Sunday,
till 4 p.m. Ladies
ir the Holly in-
rged to be pre-
heel or flat-sole
trip through the

some open grat-
stairways on the
ant officials an-
adies will be
fortable in walk-
in high-heels.
ill be named in
late merrill E.
resident of the
on Page 5)

Fund
rs Plan
mpaign

meeting prepa-
off of the United
a, held Tuesday
Jim Hill Hotel,
Melvin Jayroe
& Captains that
the part of the
the drive will
the \$29,222 goal
1965 budget will
e American Red
the Camp Fire
a, \$2,500 for the
500 for the Pony
the Deaf Smith
on Alcoholism and
Scouts of America
expenses of the
a grand total of
ised in the 1964

ight Majors ap-
who in turn ap-
tainants. The cap-
workers who will
e, getting their
United Fund.
re J. W. Robin-
et London, Helen
Wilson, Lowell
tt, Neil Cooper
ting planned by
d will be a dir-
followed by the
on Thursday,
ording to Fund
House.
xecutive secre-
vation Army in
in Hereford for
se said the pub-
to hear Eddy,
spect over 300
Thursday morn-



FEEDLOT STRUCTURE — Holly Sugar Corporation will operate a feedlot on the north-west portion of the 1800 acre tract. The feedlot is operated by Earl Clark and will be capable of feeding out 15,000 head of cattle yearly. (See story on page 2) (Brand Staff Photo)

HKF Completes Holly Plant Near Schedule

H. K. Ferguson Co. of Cleveland, will finish up the \$21.4-million project of the Merrill E. Shoup Plant of Holly Sugar Corporation within the next two weeks according to Bob Harris, project manager for the construction firm.

"Actual construction on the project began in February of 1963," Harris said, "with W. H. Reid as the project manager."

Due to ill health, Reid was relieved of the duties of the project and replaced with Harris July 13 of this year.

The two project managers for the firm have seen the mammoth project through from the groundbreaking stage to the present point, where finishing touches are being applied to the sugar refinery.

"Construction will be virtually completed by the end of the month," Harris continued, "with only final clean-up and painting remaining to be done."

Ferguson has maintained a labor force required to complete the project as near the Sept. 1 deadline as possible.

At one time, more than 1200 construction workers were employed by the firm, which is maintaining a force of more than 500 during the final weeks of the construction.

H. K. F. has been plagued with labor disputes since the beginning of the project, with three major walkouts occurring the last six months of the project.

At least six working days were lost by the construction firm due to walkouts by labor forces on the construction site.

Major projects on the site included a three-story process building, three pellet and bulk warehouses, six concrete silos, each 40 feet in diameter and 185 feet high; five 102 foot diameter ellipsoidal tanks that have a combined capacity of nearly 10,000,000 gallons for storage of thick juice.

Other buildings include a powerhouse, machine shop, slicer building and press house, bag and supply warehouse, packing building and sugar warehouse, a beet laboratory and a two-story office building which will include a process-control laboratory.

The many support units required from the plant are a large water cooling tower and a 1,500,000-gallon reservoir, coke storage and handling facilities, lime-rock storage facilities and kilns, pump house, molasses storage tanks and a 50-ton truck scale.

More than 50 miles of piping will go into the big plant, along with 2,000 tons of structural steel and 3,000,000 pounds of reinforcing steel. Total excavation at the site amounted to nearly 1,000,000 cubic yards.

Delma Brock was chief field engineer on the project, with R. D. Ellison as general boiler-maker foreman, Don Hurst as piping superintendent, D. E. Wiley as master mechanic, Charles Eades as carpenter superintendent, Roy Kunenlius as cement superintendent, John Rogers as electrical construction inspector and Bill Lightfoot served as ironworker general foreman on the project.

"The Hereford project has been a real good association with Hereford people and speaking for the entire Ferguson crew," Harris said, "I am sure everyone enjoyed their stay here."

H. K. Ferguson President, R. W. Olmstead and his wife of Shaker Heights, Ohio will be present for the dedication of the Holly plant as will J. B. Kirkpatrick, vice-president and district manager of Burlingame, Calif.

H. K. Ferguson has its home office at Cleveland, Ohio, with offices in New York and San Francisco. All of the plans for the Holly plant were engineered in San Francisco according to Harris.

Court Approves Tax Roll For This Year

The Deaf Smith County Commissioners put their official stamp of approval on a score of items Monday, during a jam-packed court session. The group disposed of the monthly bills quickly before rolling into the remainder of the day-long session.

reviewing and approving for payment all outstanding bills for the month of August.

The first commission meeting of the month is normally bill paying time.

Also early on the agenda was the approval and signing of the

School Board Has Tuesday Evening Meet

The Hereford School Board approved the tax statement presented by School Tax Assessor Collector Orpha Click at a meeting Tuesday evening.

The total valuation for the year is \$32,412,470. Click reported to the board.

Collections on the valuation figure will be \$94,091.46, on which the Hereford Independent School District will operate in the coming year.

The board approved the report of the tax assessor unanimously.

The minutes were approved unanimously by the board, after a motion was made by Larry Ballard and seconded by Raymond White. The minutes were approved without a formal reading as has been the policy of the board in the past three meetings.

The board approved the hiring of Mrs. Donna Brooks and Mrs. Barbara Brown as elementary teachers for Northwest School. Duane Barrett was approved by the board to teach public school music at Shirley and Central schools.

The board set a pay scale for cafeteria employees at \$185 for high school and \$155 per month for elementary employees.

Head cooks will receive \$200 per month at high school and \$190 at the elementary schools due to the official action of the board.

The board discussed and approved a book of school policies that will effect the operation of the Hereford Independent School District. The policies will be passed on to the students and faculty in the school system.

Approval was granted by the



Rep. Walter Rogers
Walter Rogers On Hand For Holly Opening

State, National Dignitaries To Be In Hereford

The list of dignitaries from throughout the nation to be on hand for the dedication of the \$21.4-million Merrill E. Shoup Plant of Holly Sugar Corp. Saturday, appears to be growing rapidly.

Congressman Walter Rogers, who has assisted in landing the plant in this district, has indicated that he and Mrs. Rogers will attend the dedication ceremonies and will arrive in Hereford Saturday morning.

Texas Attorney General Waggoner Carr will arrive in Hereford Saturday morning to attend the day-long ceremony.

Congressman W. R. Poage, vice-chairman of the House Committee on Agriculture will be in Hereford for the long-awaited opening, according to Holly officials.

Poage has worked hard to establish the beet sugar industry in Texas and has used his influence in promoting favorable sugar legislation.

Secretary of Agriculture Orville Freeman was invited to the dedication, but as of late Wednesday, no reply had been received by Holly officials as to the secretary's intentions.

Senators Ralph Yarborough and John Tower have both indicated that they would be in Texas during the dedication, but it was not known whether they would appear for the dedication as of late Wednesday.

Harold D. Cooley, a congressman from North Carolina, chairman of the House Committee on Agriculture was invited to the dedication, but his appearance would depend on business in the House.

Graham Purrell, congressman

Don Steele Dies After Air Crash

Donald William Steele, 43, 503 Plains, died shortly after 9 a.m. Monday in Deaf Smith County Hospital from burns he received when his crop dusting plane crashed Saturday afternoon on the J. C. Clearman farm three miles south of Summerfield.

Steele was rushed to Deaf Smith County Hospital in a Gilliland Ambulance, where he was listed extremely critical condition.

According to doctors, Steele was burned over 75 percent of his body.

J. D. Anderson, who lives on the Weight Farm, one mile south of the crash scene, saw the crash and was the first person to the scene of the accident.

Anderson, father of seven children, slammed his car to a stop, racing to the point where the plane hit the ground. Upon arriving at the spot, some 100 yard from the road, Anderson yelled at Steele, who yelled back from the burning aircraft.

Anderson immediately pulled Steele from the vehicle, which was engulfed with flames.

Officials theorize that the prop of the plane struck the lower high-line with the tail section striking the top line, causing the fuel to ignite before the plane struck the ground.

According to doctors, Steele suffered no electrical burns from the contact with the electric wires.

He was bruised, but suffered no apparent injury from the impact of the crash.

yearly tax roll, which has recently been completed. The rolls totaled \$36,236,500 taxable valuation for 1964; an increase of \$3,250,030 over the previous year.

Deaf Smith County Tax Consultant H. A. Tuck Jr. told the court that over 1200 new renditions have been made this year, reflecting the tremendous growth of the county. Tuck told the group that city real estate represented approximately \$1 million of the increase, while additional personal property taxes totaled more than \$2.4 million. Personal property includes automobiles, boats, trailers, livestock, machinery, irrigation wells, etc.

Actual dollars revenue increase for the county would be approximately \$30,000 with an additional \$1,955.52 for the Road and Bridge Fund; \$1,357.73 for the County Special Fund.

The above figures are based on 100 percent collection however, and the actual revenue would be something less. Collection for the past several years has ranged around 96 percent, Tuck told the court.

Commissioners felt that the 1964 tax roll was a reflection of the growth of the area, and that the additional revenue might ease the financial pinch felt for the past three years.

The court also reviewed salaries for the coming year, lowering one and raising another. They lowered the salary of County Tax Consultant H. A. Tuck to \$500 per month to bring the job in line with other county offices. The tax man was hired approximately one year ago at \$600 per month, or \$7200 per year which was \$700 more than the highest salary paid an elected official of the county. They lowered the salary for the post effective January 1, 1965. Also effective January 1 is a raise in the salary of deputy custodian J. C. Simpson who will be drawing \$350 rather than the \$325 that he now receives.

There were no other salary changes made during the Monday meeting, although Commissioners

Entries continue to pour in for the 13th Annual Men's at the John D. Pittman Municipal Golf Course, which will begin tomorrow, in what promises to be one of the largest ever, according to Host Pro Bob Lindsey.

Bob Lindsey, Dimmitt, is the defending champion for the annual tourney, after walking away with top honors in last year's event.

"The event will be staged with 50 players to each flight and each flight and each day's events will start with a shotgun blast," according to John McCleskey tournament chairman.

No qualifying round is required and players will be placed in flights according to their handicaps. The committee, McCleskey said, reserved the right to adjust any handicap.

Entry deadline will be at 5 p.m. today.

Entries continue to pour in for the 13th Annual Men's at the John D. Pittman Municipal Golf Course, which will begin tomorrow, in what promises to be one of the largest ever, according to Host Pro Bob Lindsey.

Bob Lindsey, Dimmitt, is the defending champion for the annual tourney, after walking away with top honors in last year's event.

"The event will be staged with 50 players to each flight and each flight and each day's events will start with a shotgun blast," according to John McCleskey tournament chairman.

No qualifying round is required and players will be placed in flights according to their handicaps. The committee, McCleskey said, reserved the right to adjust any handicap.

Entry deadline will be at 5 p.m. today.

Entries Continue To Pour In For Golf Tourney

Entries continue to pour in for the 13th Annual Men's at the John D. Pittman Municipal Golf Course, which will begin tomorrow, in what promises to be one of the largest ever, according to Host Pro Bob Lindsey.

Bob Lindsey, Dimmitt, is the defending champion for the annual tourney, after walking away with top honors in last year's event.

"The event will be staged with 50 players to each flight and each flight and each day's events will start with a shotgun blast," according to John McCleskey tournament chairman.

No qualifying round is required and players will be placed in flights according to their handicaps. The committee, McCleskey said, reserved the right to adjust any handicap.

Entry deadline will be at 5 p.m. today.

Holly Feedlots Have 7500 Head Capacity

Other than operating the \$21.4-million sugar refinery here, Holly Sugar Corporation will maintain a feedlot on the northwest portion of their 1800 acre tract for feeding out some 15,000 head of cattle per year.

The plant will be operated by Earl Clark and approximately ten employees are working at the plant at the present time. Employment is expected to increase as the number of cattle increases at the lots.

Holly officials could not determine the actual construction cost of the feedlot structure, as it was figured into the \$21.4-million figure, which covered the cost of the entire refinery. It was estimated, however, that the feedlots construction cost ranged in the neighborhood of \$200,000. The lots are capable of feeding out more than 7500 head of cattle every six months.

At present nearly 2,000 cattle are in the lots being fed hay until the first beet pulp is available.

The cattle fed by Holly will consume only a small portion of the pulp processed at the Shoup Plant.

Pulp will be available to other local feedlots as well as farmers and ranchers in the area.

The pulp will be stored, processed, bagged and shipped entirely from the local plant.

The plant is equipped with pulp driers and presses for extracting all moisture from the beet pulp.

The pulp will then be stored, until it is sold either in bulk loads or 100 pound bags.

The beet pulp will be available in pellet form, but according to Holly officials, due to the cost of the pelletization, most of the pulp will be stored in bulk form.

The beet pulp is mixed with molasses, which is extracted in the refining process and provides a very good food, according to cattle feeders.

The beet pulp facility provides

a new economical cattle feed to area stockmen.

Around...

(Continued from page 1)

autumn semester, with more than 550 persons expected to enroll, according to Dr. F. W. Mattox, LCC president.

All former residents of Happy are urged to be in attendance at the annual Happy homecoming scheduled for Oct. 2. Some 950 invitations have been sent out to ex-students and teachers at HHS. All of the baseball team members of 1924 will be honored at the event.

Officers and members of five Masonic Lodges in this area have been invited to attend a workshop at 9 p.m. Friday in the Masonic Hall at Dimmitt. Hereford, Vega, Bovina, Friona, and Dimmitt lodges are all invited. The workshop will be conducted by J. B. Noland, Sumnerfield.

Leo Witkowski, Clinton Jackson and Andrew Kershen have just returned from Dallas where they were delegates to the State Democratic Convention.

Witkowski reported Wednesday that Glenn Batson of Littlefield and Mrs. Wille Bullock of Muleshoe were reelected as committeeman and committeewoman, representing the 30th district.

The flagpole in Mother's Park, Main St. and Park Ave., will be dedicated by Pioneer Study Club at special services Tuesday at 2:30 p.m. Mrs. Ralph McCullough will be in charge of the ceremony when a special United States Flag will be presented to the city. In case of bad weather the services will be held in Community Center.

One unit of the Hereford Volunteer Fire Department answered a call to the crash scene, but arrived after the plane had completely burned.

Officers of the Texas Highway Patrol were the first of official capacity at the scene, with officer of the Deaf Smith County Sheriff's Department arriving later to assist in the operation.

The plane did not skid after striking the ground, but apparently nosed into the ground, coming to a very abrupt halt. Steele was strapped into the cockpit of the plane.

County Offices, Library Will Have New Hours

Deaf Smith County Commissioners took action this week that will give working adults and school children a better opportunity to use the Deaf Smith County Library. The County facility will remain open one hour longer in the afternoon, closing at 6 p.m. rather than at the 5 p.m. time as has been the custom in the past.

Also observing new hours will be the offices of the County Clerk and the tax office, who will remain open during the noon hour, effective Monday, September 21.

Commissioners took the action following requests from numerous citizens who felt that they could not effectively use the fine county library due to the early closing hour. Many of these were teachers in our local school system, who felt that the one hour between the end of the school day and the closing hour of the library was not enough.

Mrs. J. J. Boydston, meeting with the Commissioners' Court, told the group that the problem had been pressing for some time and that she had considered taking the action earlier. She said that she had even considered opening 2 hours in the evening, from 7 to 9 p.m., but this would require additional help in the library.

Officials of the County Clerk's office and the County Tax office felt that remaining open during the lunch hour would help serve the many working people who cannot leave their jobs from 8

School...

(Continued from page 1) board for the purchase of two 72-passenger buses for the school system. Previously, 60-passenger buses were planned.

Bill Michael, W. O. Caraway, Wylie Quattlebaum and Jerry Don George will attend a secondary school administrative course according to the board's action.

Proceeds from the Plainview game were \$2839 as announced to the board. The gate for the game was well above previous years.

Cafeteria equipment for Northwest Elementary arrived Wednesday and is being installed today.

It was reported to the board that chairs for the Stanton Auditorium were shipped Wednesday and will arrive within the week.

The board tabled for farther discussion concerning the paving of the road bounding the east side of the Knob Hill school property.

to 12, or from 1 to 5 p.m. These people will now be able to take care of their county business during the noon hour.

Officials of both offices pointed out however, that they would be operated by skeleton crews only, during the lunch hour, and requested that those who can, handle their county business during the regular morning or afternoon hours.

"If the people will cooperate", they said, "we will be able to remain open without undue hardship to anyone."

The library, originally opening at 9 a.m., will now open at 9:30, according to the Commissioners Court. This action will also be effective Monday.



We
Welcome
Holly Sugar
Corp.
To Hereford



plant
Bil-Mar



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.

JAMES M. GILLENTE Publisher
MELVIN YOUNG Managing Editor
RAY MARTIN News Editor
BILL PENN Advertising Manager
LEE BROWN Mech. Supt.

WELCOME

Holly Sugar Corporation

We are proud to have you
join our growing community



And... We extend a warm invitation
to you to visit Credit Union. We offer
many services for your convenience.

Hereford Texas Federal Credit Union

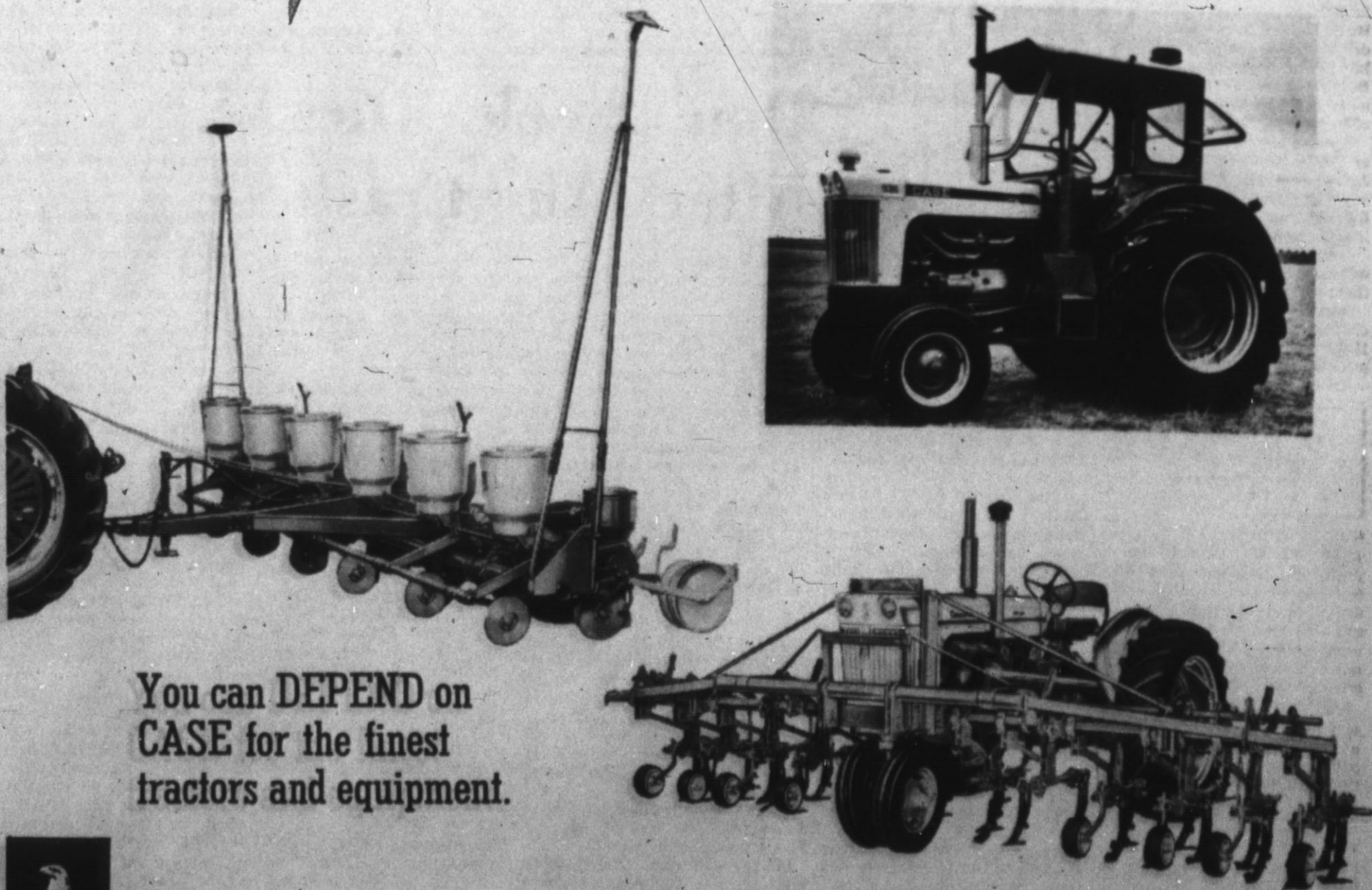
Across the Street East of Courthouse

WELCOME Holly Sugar Corporation

and...

Congratulations

to the farmers of this area for making this plant possible. Let us show you our Case tractors, planters and cultivators which will greatly aid your beet production.



You can **DEPEND** on
CASE for the finest
tractors and equipment.



Case Power & Equipment

It Can Rain In County!

Much Needed Rain Falls On Deaf Smith County

Heavy rain clouds dumped varying amounts of moisture on a thirsty Deaf Smith County Monday and Tuesday evening, and was threatening a repeat performance Wednesday morning.

Hereford officially recorded 1 inch Monday evening, while moisture reports around the county and adjoining counties varied from 2.36 inches 14 miles south-

east of Hereford to one-half inch north and west of this city. C.C. (Bill) Ellis, farming 12 miles northeast of Hereford reported a total of 1 1/2 inches, with .55 coming Monday night, about .05 Tuesday morning and .9 Tuesday night.

Official records at the City of Hereford indicated 1 inch Monday night and 4 Tuesday evening, according to Fire Marshall Clay Angelo.

received some moisture. Tuesday night. Louis Woodford, farming four miles west and 1 mile north of Hereford reported one and one-half inches, Monday night, but could not be reached by telephone Wednesday morning. Mrs. Russell Hunter at the Westway store told the Brand

Wednesday morning that they had received a total of 2 inches moisture in the two nights. Only .40 Tuesday night, but the Monday evening rains left 1.6 inches in the gauge. Bobby Owen, spokesman from the new community of Milo Center indicated that the area re-

ceived about one inch Monday night, but said that they only received about 1/2 inch 8 miles west of Milo Center. Owen could not be reached Wednesday morning but unofficial reports from the area indicated approximately 1/2 inch recorded Tuesday night.

The rain was general throughout the County, and the moisture received was desperately needed, particularly in areas where dry land farmers were depending on mother nature to supply moisture for planting winter wheat.

Governor...

(Continued from page 1) Holly Corporation and chairman of the board of directors, according to Dennis O'Rourke, present chairman of the board and executive director of the sugar company.

The Shoup plant will be the 11th plant in operation by Holly Sugar Corporation, which is rated as the second largest beet-sugar producing company in the world.

"The Hereford plant will have several new innovations to the beet sugar industry," O'Rourke said, "and will be the largest sugar processing plant in the world."

Construction of the Holly installation has been under way since the Spring of 1963, and actual operation is scheduled to be around Oct. 1, according to O'Rourke.

The general contractor for the mammoth project was the H. K. Ferguson Co. of Chicago, who handled the project from the blueprint stage to the finishing touches, which are being applied this week.

Project manager for the operation is Bob Hazris, who replaced W. H. Reid, when he suffered from a heart ailment during the final months of the project.

At one point during the construction peak, more than 1500 workers were employed on the construction site, nearly exhausting the labor supply in the surrounding area.

Construction was plagued by three labor walkouts, the final one coming only last week, when 85 painters of local 544 in Amarillo picketed the plant, throwing the remaining 600 employees off the construction site.

A temporary restraining order was served the men Friday morning and work continued, allowing the plant to be completed nearer the schedule.

The hour long dedicatory ceremonies will be presided over by O'Rourke. Austin Rose Jr., president of the Texas Sugar Beet Growers' Association, and President of the Deaf Smith County Chamber of Commerce in Hereford, will speak in behalf of all the sugar beet farmers who will supply beets for the Hereford processing plant and for the business people of Hereford.

Mayor Ray Cowser, Hereford, will welcome the visitors at the dedicatory ceremony.

Music for the program will be furnished by the Whiteface Band, Hereford High School, under the direction of Ben Colleton. Invocation will be by the Rev. Herschel L. Thurston, pastor of the First Methodist Church of Hereford.

Benediction will be by Father Cletus McGorry, pastor of St. Anthony's Church, Hereford. A color guard will be furnished by the Hereford Post of the American Legion.

Mrs. Dick Godwin, Hereford, will lead the singing for the entire program.

Souvenirs of the dedication, including special gift packages of Holly Sugar, will be given those attending.

"This process plant is some-

thing that will reflect a great amount of pride on Hereford and the surrounding area," O'Rourke said, "as well as the Holly personnel located in Hereford."

The local beet sugar refinery will be able to produce, under the best conditions, up to as much as 20-million pounds of sugar annually. Some of the beets to be processed in the Shoup plant will be grown in New Mexico and neighboring counties.

Sugar beets processed at the local plant will be supplied by farmers in the high plains agricultural area surrounding the industrial complex. The plant will have the capacity to process in excess of 6,000 tons of beets daily and will operate 24 hours a day, seven days a week, each fall and winter until the entire beet crop has been converted into sugar, or thick juice for storage.

O'Rourke said dignitaries and special guests from many parts of the nation have been invited to participate in the dedicatory program.

Press representatives from almost all of the metropolitan areas, as well as television newsmen, are expected to be on hand for the dedication.

The plant is expected to have a tremendous impact on the entire area adding many millions of dollars in new wealth and dollar circulation to the annual economy.

Already the new facility has brought an economic surge in this area. Many new businesses and housing has been at a premium in both Hereford and Dimmitt for many months.

O'Rourke said Holly has moved to the area more than 60 plant technicians, agricultural specialists and others who will guide the operation of the plant and help growers in production of the beet crop. They have also opened an employment office at 336 N. Main for the purpose of hiring new personnel for the plant.

Employment at the plant year around is expected to be more than 100 persons, while total employment during the sugar-making operations will increase to about 350 in all departments of the complex operation.

The plant — to be one of the most modern in operation, will include closed circuit television to be used in monitoring some of the operations.

Another special feature at the plant is the mammoth R. T. Diffuser, which is the only one of this kind in the United States and the largest diffuser in the world. The diffuser will be viewed in the tour of the plant.

This huge cylindrical machine is used in extracting the sugar juices from the sugar beets.

The plant also includes main process building in which is housed sugar-making equipment of the latest design; bulk sugar silos with a capacity of 60 million pounds of sugar; three huge dried beet pulp warehouses, each covering an area as large as a football field, and numerous other manufacturing installations.

Latest techniques of instrumentation and automation have been incorporated in the new plant which is expected to draw

technicians and other visitors from many parts of the world, where beet sugar is also produced.

Tour of the mammoth installation will begin immediately after the dedicatory services, according to Dexter Lilly local Agricultural Manager for this District.

"The dedication will be open to the public," Lilly said. Parking space will be provided but visitors were encouraged to double-up in automobiles. Officials hoped to prevent parking problems in this manner.

George Cossairt is superintendent of the Shoup plant and Lilly is Manager of the Hereford District.

The main office for Holly Sugar Corporation is at Colorado Springs, Colo. The sales for the Hereford plant will be handled through the Colorado office and the local plant will be equipped with a teletype for prompt handling of all orders, according to Holly officials.

Holly also operates plants in Hamilton City, Calif.; Hardin, Montana; Worland, Wyoming; Sidney, Montana; Delta, Colorado; Alvarado, Calif.; Santa Ana, Calif.; Carlton, Calif.; Torrington, Wyoming and Tracy, Calif. An experiment station is in operation by Holly Sugar Corporation in Sheridan, Wyoming.

Holly is the second largest beet sugar producer in the world.

State...

(Continued from Page 1)

from the 13th Congressional District, will also appear at the opening if business in the House does not interfere, Holly officials said.

Congressman J. Edgar Chenoweth of the third congressional district in Colorado has informed Holly officials that he would attend the opening.

The list is growing rapidly, according to Public Relations representative for Holly, Don Martin, and it can not be known for sure who will attend until late Friday or early Saturday.

Fred Barrett Services Held Here Monday

Services for Fred Spencer Barrett, 80, pioneer irrigation developer and vegetable grower, were held Monday afternoon in the First Presbyterian Church, of which he was a member. The Rev. Russell Wingert officiated.

Barrett, who lived at 410 W. 3, died Saturday morning in Deaf Smith County Hospital after a short illness.

He was born March 5, 1884, in Warrego, Kans. In May, 1912, he married the former Miss May Roberts in Wendell, Idaho.

As an irrigation engineer, he went to Idaho in 1908 and helped develop the irrigation system there. In 1940 the Barretts came to Deaf Smith County, and Barrett pioneered in development of this area in vegetable growing.

This marked his 53rd year in this industry, and at the time of his death he was actively engaged in the vegetable-growing industry in Hereford, Muleshoe, and Seminole areas.

His survivors include his wife May of the home; four sons, Richard E., 203 Park Ave., Fred S., Seminole, Stanford M., Muleshoe, Frank E., 117 Ave. G; three daughters, Miss Bea Barrett of the home, Mrs. Charles H. Owen, Seminole, Mrs. Paul Lyons, 500 Union; two brothers Harry, Seattle, Wash., and George, Caldwell, Idaho; and one sister, Mrs. N. H. Leland, Wendell, Idaho; and 23 grandchildren.

Colorado contains 70 per cent of all the area in the United States over 10,000 feet.

Craigrass is indifferent to poor soil and leaps to life in warm weather.

In 1963, 11,017 ships traveled through the Panama Canal.

You're In The Right Spot...

Yes... we think you have chosen the right spot for your new plant. Hereford and the surrounding country is growing fast and will continue to grow.

Congratulations on your

GRAND OPENING, SEPT. 19 & 20 HOLLY SUGAR CORPORATION

And We're In The Right Spot...

To give you the best service for your cars. We appreciate the business that has come our way during the building of your new plant. We hope you will continue to "STOP AT JONES" on the way to and from work.



CONGRATULATIONS HOLLY

On Your GRAND OPENING

Saturday & Sunday, Sept. 19 & 20

It was our privilege to have furnished large quantities of lumber, plywood, nails and other building materials to H. K. Ferguson Company, Inc. We wish to congratulate the Ferguson Company on their fine building job and on their trained personnel, who were wonderful to work with.

Now that the job is done, we wish to congratulate Holly Sugar Corp. for giving the fine farmers of this area the opportunity to diversify their agriculture; and for giving this community an economic boost. We are proud to have Holly with us and especially proud to have all the employees who will make Hereford their home.

FOXWORTH-GALBRAITH LUMBER COMPANY

AL YEAGER
MANAGER

OF HEREFORD
LUMBER AND BUILDING MATERIAL

234 E. 2nd
EM 4-1224



Your Red Cross In Action

By Cortino J. Neely

HURRICANE DORA IS ONE OF THE FEW DISASTERS that your local chapter got no welfare report request. The evacuation from the threatened areas was so well done that few were injured or hospitalized but much damage was done to property.

Red Cross chapters in Jacksonville and St. Augustine still have people in shelters and at one time housed 7,100 persons. Damages to homes is comparatively light.

The chapter recently had a very nice surprise in that representatives from the newly formed "Hereford Citizens Band Radio Club" came to the office and offered to help instead of asking help. Tommy Crawford and Leroy Bodkin offered their services in case of disasters locally within a 25 mile radius. They are short wave operators.

In return they are taking a First Aid course under First Aid instructor John Gilliland. This came about as a result of their

being in the office — as they felt it would fit well into the emergencies they might face in their program.

Dale Barkley is the chapter Disaster Chairman. The main core of the disaster plan in the way of committees is made up of the Jaycees. In all there are some fifty persons who form all the committees both in town and rural.

At present the Amarillo chapter is forming with the surrounding chapters a Panhandle Chapter Disaster plan in which we would give mutual aid if needed. You will hear more about this later — possibly next spring in advance of the considered disaster season for this area.

Your Red Cross Chapter is a member of the United Fund, so when you support it you support your chapter. In return you have assurance that in case of disaster your chapter and the National Organization should be of assistance to you in many ways.



Hereford Women Show Paintings In Amarillo

Showing their paintings in Amarillo Art and Fashion Festival today are Jeanne McGee, Oleta Weemes, and Mary Helen Askew. In this invitational show the artists are displaying their paintings in an area on Polk Street between 6th and 8th that has been roped off and closed to traffic for this all-day festival.

With approximately 100 area artists displaying their paintings and works of different kinds of art, this is first such effort of like proportions undertaken in Amarillo.

In this street showing some of the artists will be exhibiting their work while others will actually be painting.

The public is cordially invited to attend this unusual showing and remain for the art auction and special drawing at 9 p.m. with Auctioneer Hawbaker in charge.

The arts and fashion festival is under the sponsorship of Amarillo's Downtown Unlimited.

H. Chase Stone, Member Of Board

H. Chase Stone, President of The First National Bank of Colorado Springs, Colo., was elected to the Holly Sugar Corporation-Board of Directors on Aug. 4, 1964.

Stone is one of the region's most widely-known leaders in banking and business circles. He has been with the bank and he now heads since 1935, and was first elected President in 1951.

Stone, who served in both World War I and World War II, is a graduate of Phillips-Exeter Academy and Cornell University.

In addition to his Holly Directorship, other business and civic affiliations of Mr. Stone include: Chairman, El Pomar Foundation, Colorado Springs; Director, El Pomar Investment Company; Director, Shepard's Citations; Trustee, The Colorado College; Chairman, Board of Trustees, Fountain Valley School of Colorado; Director, The Garden City Compy, Garden City, Kans.

Stone, who makes his home in Colorado Springs, is a member of the Broadmoor Golf Club, Club, Garden of the Gods Club and El Paso Club.

ART FOR FESTIVAL — Preparing to move their paintings to Amarillo for the showing in today's Art Festival (on Polk between 6th and 8th) are, left to right, Oleta Weemes, Mary Helen Askew, and Jeanne McGee. The Hereford artists are shown in the studio of Mrs. McGee. (Brand Staff Photo)

Services Today For Mrs. Mary Elizabeth King

Services will be held today at 10 a.m. in First Presbyterian Church for Mrs. Mary Elizabeth King, 73, 119 Ave. E. The Rev. Russell Wingert will officiate.

After a week's illness Mrs. King died early Tuesday in Deaf Smith County Hospital.

Mrs. King was born July 28, 1892 in Lockhart; she came to Deaf Smith County with her parents in 1900. She graduated from Hereford High School, attended college in Denton, and taught music in Panhandle.

In 1916 she married Marshall Christian King in Hereford, and

they moved to King Community north of Panhandle, where she lived 38 years. She was a charter member of Carson County Free Library and served on its board 20 years. King preceded his wife in death in 1954; she then returned to Hereford to make her home.

Mrs. King was a housewife, a member of the First Presbyterian Church, a 54-year member of the Hereford Chapter of the Order of Eastern Star, past-president of Deaf Smith County Federation of Women's Clubs; and she was a member of both the Pioneer Club and West Hereford Home Demonstration Club.

She is survived by four sisters: Mrs. Irene Sweet, Fort Worth; Mrs. Ethel Huxley, Homer, Alaska; Mrs. Leila Wilmet, Fort Sumner, N. M.; and Mrs. Edna Lee Collier, Redlands, Calif.

Also by five brothers: J. H. Williams, El Paso; Ray, Austin, Nevada; Bill, Calgary, Alberta,

Canada; Jake, Littleton, Colo.; and Finis, Fairbanks, Alaska.

And also by several nephews and nieces, including Mrs. V. G. (Ione) Kyle, Fort Sumner, N. M. Memorials have been established in Carson Co. Library for the purchase of books in memory of Mrs. King and at the Deaf Smith County Hospital for purchase of wheel chairs to be used in the hospital.

GAATHERING OF THE CLAN LOUISVILLE, Ky. — It was difficult for outsiders to get reservations at Jenney Wiley State Park: the John L. Boland clan was vacationing there.

Their party consisted of the Bolands, their six children, 26 grandchildren, and two great-grandchildren, plus numerous in-laws.

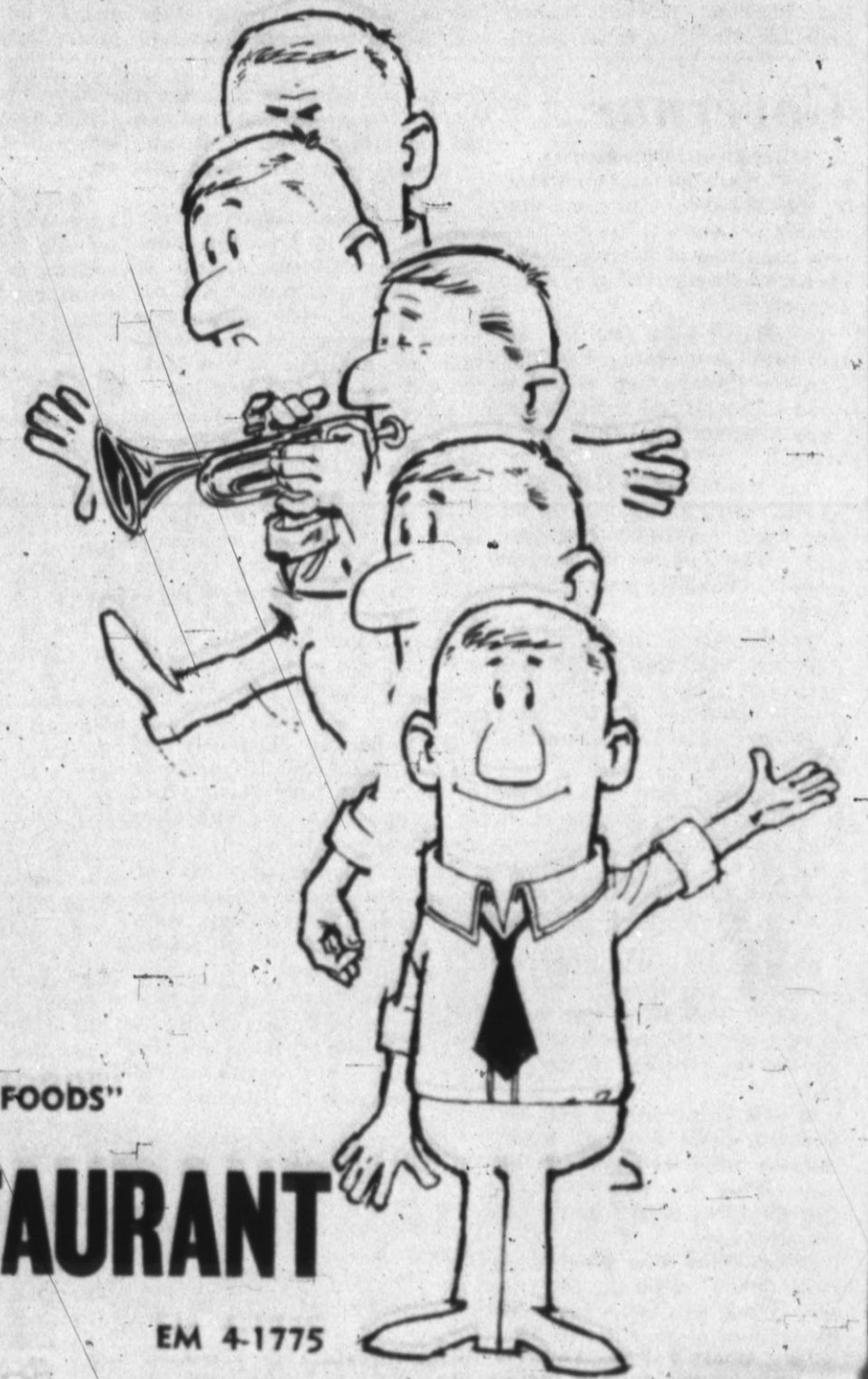
It required a year of planning to round up everybody at the same time since some came from as far away as Oklahoma City and Washington.

We're All Behind You... HOLLY SUGAR CORP.

ON YOUR GRAND OPENING

SEPT. 19

Welcome from Us To You, Holly. We are sure that everyone feels the same as we do on extending you our best on your grand opening. We remain open 24 hours to serve the finest people on the golden spread. We have two large dining rooms for luncheon or business meetings.



WELCOME FROM

"HOME OF FINE FOODS"

RANEY'S RESTAURANT

WEST ON 60

EM 4-1775

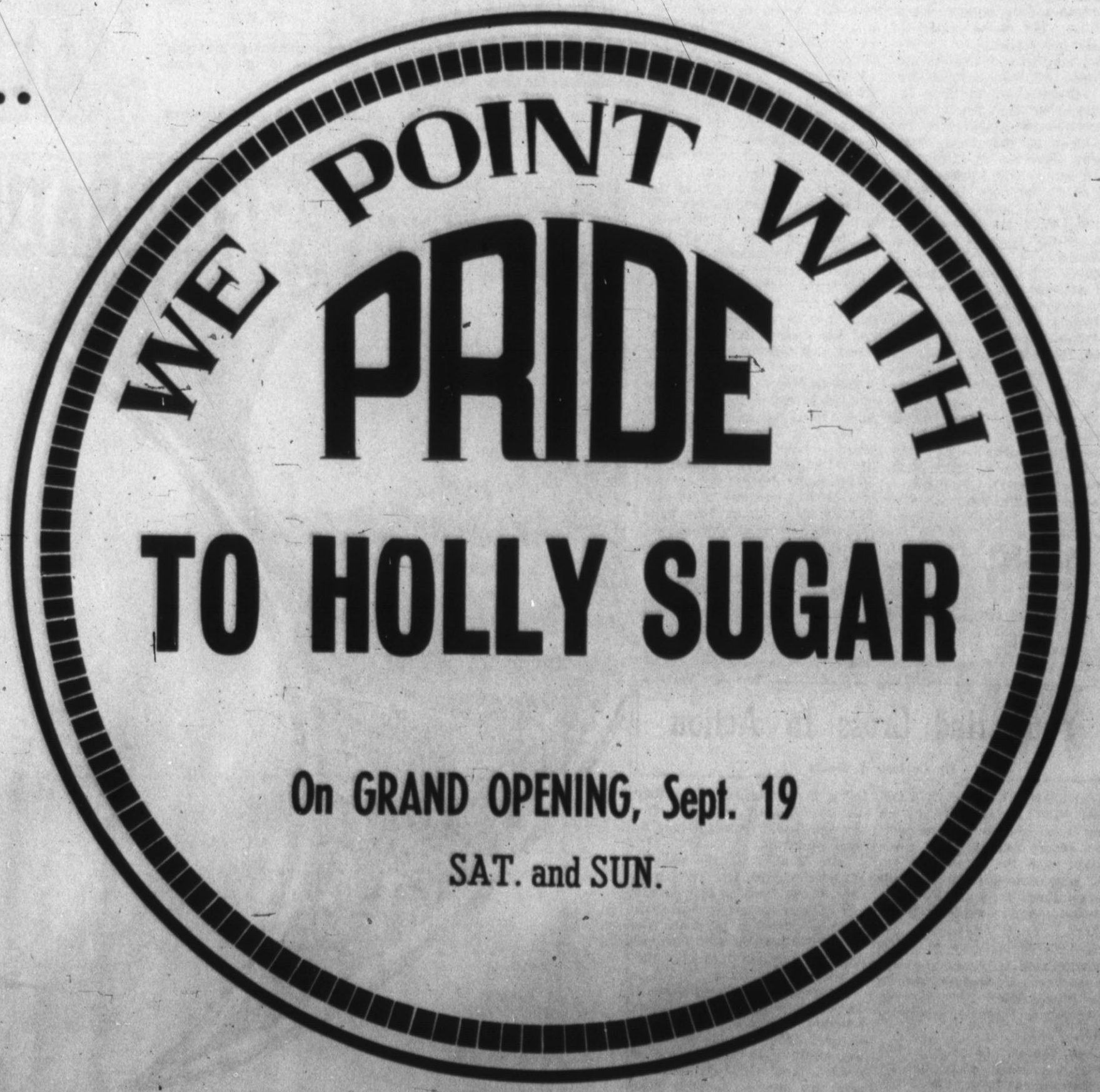
We Also Point With Pride To....

- ★Our Three Locations
- ★Our Fine Fertilizers
- ★Our Well Trained Men

SUMMERFIELD FERTILIZER 276-5266

PIONEER FERTILIZER 11 Miles N. on 385 258-7277

WESTWAY FERTILIZER
Phone 289-5580.



SHOP WITH THE FOLKS THAT DISPLAYS THE



Court...

(Continued from Page 1)

Commissioners did review the "extra help" situation in the courthouse, admonishing the department heads to hold the line wherever possible. Offices most often effected by the need for extra help were the tax office and the county clerk's office during certain rush seasons of the year. One department head pointed out however, that if the present trend continues, the work load will force hiring full-time help where they now use "extras". County Clerk B. F. Cain told the court that his department has handled an increase of over 1,000 instruments over a like period last year.

In other action the court approved the opening of 1 mile of county road, located 7 miles north of Hereford, just south of and bordering the farm owned by Mrs. Jay Fortenberry. The road would connect U. S. 385 with the county road located one mile east of the seven mile corner.

Also approved during the meeting was the crossing of a county road with a gas line by W. H. "Bill" Gentry. The gas line is located beginning at the northeast corner of Section 41, Blk. 4, thence east across county road, ending northeast corner of Section 40, Blk. 4.

The court reiterated its policy on leasing of the Bull Barn. All non-profit organizations such as churches, clubs, family gatherings, etc. will be allowed to use the barn without charge. Business planning special shows, however, will be charged for the use of the barn. Shows will be handled individually, and must be cleared with the approval of the Commissioners Court, therefore any request concerning holding a dance in the barn should be made at least two weeks prior to the event so that it can be cleared during a regular meeting of the court.

All requests should be made through the office of the County Judge.

Commissioners also approved the hiring of Mrs. Zephy Bingham as full time day dispatcher and Clay Angelo as relief dispatcher. Mrs. Bingham will receive \$250 per month, while Angelo will be paid by the shifts.

The court also approved the hiring of a secretary for Peace Justice C. B. "Berry" Miles on a half-day basis, 5 days per week.

The court voted to move the county's microfilm storage from an Amarillo bank vault to an underground storage facility in Wichita, Kansas.

Reason given for the move was that the Amarillo bank had asked that they vacate the vault space. Not enough room available, they said. New storage facilities will cost \$46 per year as compared to \$40 now being paid.

At the same time, the group approved purchase of two deed record cabinets for the county clerk's office which should put that department in good shape for two to three more years.

Mrs. John Hickman, Miss Della Stagner and Mrs. Ora Cockrell met with the court, offering the assistance of their club, the Business and Professional Women's Club, towards the establishment of a museum and library outside the courthouse facility. The ladies said their organization was willing to take the lead in furthering the museum-library idea.

They were assured by the court, that a study was now being made and that the B&PW Club would be called on to help at a later date.

The court has been studying the possibility of a museum-library combination for several months.

Russell T. Tutt, Board Chairman

Russell T. Tutt, Chairman of the Board of Directors of Holly Sugar Corporation, was born July 27, 1913, at Coronado, California. He attended elementary schools in Colorado Springs and graduated from the Thacher School at Ojai, California, in 1931, and Princeton University in 1935 with a B. S. in Engineering.

From 1935 until 1940, Mr. Tutt was associated with the banking firm of Halsey, Stuart & Co. in New York City. He entered the Army in 1940 as Private and was discharged in 1945 with the rank of Major after service in the European theater.

From 1946 until 1956, the Holly Chairman lived in Garden City, Kansas, where he was Vice President and General Manager of The Garden City Company and President of Southwest Kansas Power, Inc.

In 1956, Mr. Tutt returned to Colorado Springs where he now resides and is President and Director of the El Pinar Investment Company. His other business connections include Directorships in these companies: Colorado Interstate Gas Company; First National Bank of Denver; The First National Bank of Colorado Springs; Western Power & Gas Co.; Central Telephone Company. He also is President of The Garden City Company.

Other responsibilities include Trustee of El Pinar Foundation, Trustee of The Colorado College, Trustee of Fountain Valley School of Colorado, and President and Trustee of Cheyenne Mountain Museum and Zoological Society.

Mr. Tutt is a member of the Broadmoor Golf Club, Cheyenne Mountain Country Club and The Cooking Club.

Ben Slothower, Member Of Board

Member of the Board of Directors of Holly Sugar Corporation is Ben H. Slothower, Planning Engineer, Western Mining Division Engineering Department, Kennecott Copper Corporation, Salt Lake City, Utah.

Slothower was born on January 3, 1925, in Long Beach, California, and attended public schools in his native state and Colorado.

In 1943, he entered the United States Army as a Private and was discharged in 1945 with the rank of First Lieutenant after service in the Mediterranean theater.

Slothower graduated from the Colorado School of Mines with the degree Engineer of Mines in 1950. Following graduation, he joined the staff of the Goden Cycle Corporation, a gold mining and milling firm with principal Colorado. In 1953, Mr. Slothower became Mine Superintendent of Golden Cycle's first uranium mine in Western Colorado, and later he became Exploration

In 1956, Mr. Slothower entered the Graduate School of Business at Stanford University and received the degree Master of Business Administration two years later. In 1958 he joined Kennecott Copper.

The Holly Director is a member of the University and Cottonwood Clubs of Salt Lake City, and the El Paso and Cheyenne Mountain Country clubs of Colorado Springs.

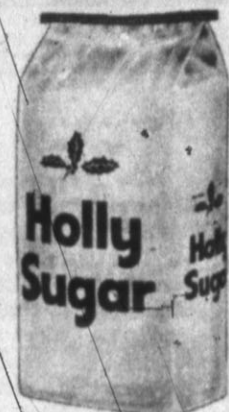
Larry Jones, who played three years of football under Coach Paul Dietzel at LSU, coaches Dietzel's defensive line and tackles at West Point.



PIGGY WIGGLY WELCOMES YOU



HOLLY SUGAR



10 Lb. Bag **98¢**

5 Lb. Bag 49¢

Geisha — Canned Formosan Whole Button — 4 Oz. Can

MUSHROOM

3 FOR \$1

Blue Morrow Breaded — Minced & Portioned

BEEF STEAK FINGERS

15 Oz. Pkg. — 12 Count

69¢

ZEE FACIAL TISSUE

Asst. Colors 400 Ct.

2 For 49¢

PEACHES

Shurfine Cling No. 2 1/2 Can

4 For \$1

RANCH STYLE BEANS

No. 300 Can

2 For 25¢

Shurfine — No. 2 Can **CRUSHED PINEAPPLE**
Shurfine — 46 Oz. Can **PINEAPPLE JUICE**

4 For \$1

3 For \$1

FRYERS

Fresh - Grade 'A'

29¢



White **POTATOES**

10 Lb. Bag Russets

59¢



BACON

Cudahy Chuck Wagon

lb. 59¢

PORK SAUSAGE

Armour Star

lb. 29¢

MELROSE

HAND LOTION

3 FOR \$1

PEACHES

Rio-oso-Gems

4 lbs. \$1

LETTUCE

Romaine

Each Head 19¢

ROXEY DOG FOOD

12 inch x 25 Foot Roll

3 Cans 27¢

VIKING ALUMINUM FOIL

3 For \$1

TUNA

Shurfine Flat Can

4 For \$1

FREE!

Elegant 22-K Gold

Lunch Plate

This Week

With Purchase Of \$7.00 or More

PYRO ANTI-FREEZE

PERMANENT TYPE

5.94 CASE

99¢ Gal.

BOYS 8 THROUGH 13...

YOU CAN BE A WINNER IN OUR FREE

PUNT, PASS & KICK COMPETITION!

WIN! Warm-up jackets, place-kicker outfits, and NFL-star autographed footballs are prizes for boys 8, 9 or 10. Boys 11, 12 and 13 can win trophies. All boys can win a trip to an NFL game with mom and dad, plus a "Tour of Champions" to Washington, D.C., and to the NFL Runner-Up Championship game in Miami, Fla. Compete with boys your own age. No body contact.

GET FREE! A book of punting, passing, kicking tips written by top NFL stars, a reflector for your bike, a patch for your jacket (when you compete) and a PPK cap.

You must be accompanied by a parent or legal guardian to register. Registration closes October 9.

Bring your dad and get full details at:

STEPHENS-HUDSON MOTOR CO.
FIRST & MILES Hereford, Texas



WIGGLY PIGGY WIGGLY PIGGY WIGGLY PIGGY WIGGLY

Evans Member Of Holly Board Since 1939

John Evans, Honorary Chairman of the Board of The First National Bank of Denver, Colo., has been a Member of the Board of Directors of Holly Sugar Corporation since 1939.

Evans is a native of Denver, Colo. He was born in the Mile High City in 1884 and attended private and public schools there as a youth. After attending the preparatory school of the University of Denver, Mr. Evans completed his college work at The Massachusetts Institute of Technology in Boston, where he received a B. S. degree in Electrical Engineering in 1907. Mr. Evans also holds the following honorary degrees: Doctor of Laws, Northwestern University, The Colorado College, University of Colorado and University of Denver.

Upon completion of his university training, Mr. Evans was employed by the Denver Tramway Company in the engineering department, and became engineer in 1910. He resigned this position to become Chairman of the Board of Directors of the Denver Union Water Co. in 1912 and served in this capacity until 1917 when the properties of the company were sold to the City of Denver.

In 1911, Evans was elected to the Board of Directors of The International Trust Co. in Denver and five years later he became President. He also was elected a Director of the First National Bank in Denver in 1916 and became President in 1928, in which position he served for 31 years until 1959 when, upon resignation, he was elected to his present position.

Upon the organization of the Denver Branch of the Federal Reserve Bank of Kansas City in 1918, was elected Director and later Chairman of the Board of

Directors, serving until elected Class A Director of the Federal Reserve Bank of Kansas City. Resigned in January of 1939 to accept appointment to the Advisory Council of the Federal Reserve System representing the 10th District and meeting in Washington with the Board of Governors. Resigned in 1940. Elected President of the Board of Trustees of the University of Denver in 1925. Resigning after 18 years of service in 1943, but continuing as a member of its Board. Elected a life member in 1951.

Appointed in 1945 by Judge Symes of the Federal District Court to represent the public interest as a member of the Reorganization Committee of the Denver and Rio Grande Railroad then emerging from receivership. Elected Chairman of the Reorganization Committee, and served as such until the receivership was terminated and the railroad properties were transferred on April 11, 1947, to the newly organized company, at which time he was elected Chairman of its Board of Directors, which position he has held for the past 16 years.

Appointed in 1917 by Governor Gunter of Colorado a member of his War Council and named Provost Marshal of Colorado to administer the Selective Service Act in Colorado. Commissioned as Captain of Infantry United States Army on 12/4/17. Honorably discharged on Dec. 5, 1918. In August of 1918 Captain Evans was summoned to Washington by Provost Marshal General Crowder to head the Administration Division of his office until the termination of the war. Prior to his transfer to Washington was appointed by the United States Treasury Department to direct in Colorado War Savings and and to supervise capital issues of industry during the war.

Evans was appointed by the Reconstruction Finance Corporation to serve upon its Colorado Loan Committee of which he became Chairman until its dissolution.

Named a Trustee of the Denver Museum of Natural History (then the Colorado Museum of

Natural History) in 1908, serving continuously for over half a century. As Chairman of Committee of which he became Chairman until its dissolution.

Named a Trustee of the State Historical Society of Colorado and elected President in 1941. Sponsored its policy to extend its service throughout the State of Colorado. Resigned as President in December of 1949, continuing as a member of its Board of Trustees to date.

Elected a director of the Holly Sugar Corporation, a director of The Colorado Milling and Elevator Company and a director of the Colorado Interstate Gas Company.

Evans is a member of the University Clubs of New York and Denver, the Denver Club, the Denver Country Club, the Denver Athletic Club, the Mile High Club, the 26 Club. He resigned from the metropolitan club of Washington, D. C. and from the Chicago Club of Chicago, Illinois.

Barrett Griffith, Member Of Board

Holly Director B. Barrett Griffith was born in Colorado Springs on March 4, 1911. He graduated from Culver Military Academy in 1928, attended Stanford University in 1930 and graduated from The Colorado College in 1932.

From 1934 until 1941, Mr. Griffith was Vice President and Director of the Exchange National Bank, Colorado Springs.

At present, the Holly Director is President and Director of the Elsinore Cattle Company, President and Director of the Elsinore Royalty Company, and a partner of Wood, Walker & company, members of the New York Stock Exchange since 1869. He also served on the Executive Committee of Holly Sugar Corporation.

During World War II, Mr. Griffith served as Lieutenant Commander, U. S. Naval Reserve, and was Assistant Director, U. S. Maritime Commis-

Memorial Plaque Honoring Shoup Placed By Holly

One of the highlights of the dedication Saturday of the first beet sugar refinery in Texas, the Holly Sugar Corporation plant here, will be the unveiling of a plaque honoring the man for whom the sprawling manufacturing complex has been named.

Placed on the office building at the plant entrance, the bronze plaque will bear these words: **First Beet Sugar Plant In Texas**

Constructed By
Holly Sugar Corporation
Dedicated September 19, 1964
Names in Memory Of
Merrill E. Shoup 1899-1964
President of
Holly Sugar Corporation
1949-1963
Chairman Of The Board
1963-1964

Shoup, who was president of the sugar company at the time construction of the Hereford refinery was undertaken, died on July 15, 1964. Several months earlier, the Holly Board of Directors had voted unanimously to name the Hereford facility the Merrill E. Shoup Plant.

Tad Schroeder, a Cincinnati native who helped coach Army's Plebes in football the last two years, is handling the quarterbacks for the Cadet varsity this season.

in charge of V-Loan Program for the Ship Construction Program.

He is the author of a book, "Investing Is Adventure", published in 1949 by Barron's, and he has also written numerous articles in business and finance publications.

Griffith is a member of the Cheyenne Mountain Country Club and the Cooking Club, both of Colorado Springs, where he makes his home and office headquarters.

Congratulations HOLLY SUGAR CORP.

ON YOUR

GRAND OPENING

SATURDAY, SEPT. 19

and

Congratulations

On Choosing

FORD PICKUPS

To Service Your Needs



from

STEPHENS-HUDSON

MOTOR COMPANY

200 W. First

HereFORD, Texas

EM 4-2727

Congratulations Holly Sugar Corp.

on your

Grand Opening

We are proud to welcome you to our fast growing community.

CONSUMERS

FUEL CO-OP. ASSN., INC.

"OWNED AND OPERATED BY THE PEOPLE IT SERVES"



YOUNG FARMERS — Wilbur Adams of Lockney, area president of Young Farmers, and James Stair of Plainview, state officer, presided at the banquet Saturday night of Area 1 Young Farmers and Homemakers. (Brand Staff Photo)

U. S. Beef, Farm Products Appeal At German Fair

Hot roast beef sandwiches made a big hit with German fair-goers who recently sampled a variety of American foods at the U. S. exhibit of the international food fair in Hamburg. Demand for the sandwiches—made with U. S. beef—was so great the cooks and waitresses couldn't keep up with it.

This was the first time U. S. carcass beef had been promoted at an international trade fair, reports the U. S. Department of Agriculture. The purpose, of course, was to interest German trade representatives in buying U. S. beef which is in especially good supply this year.

Besides beef, six other U. S. agricultural products were on display at the Hamburg fair—soybean products, fruits, poultry, milk products, rice and honey.

Barbecued turkey, little known among German consumers, was a "terrific seller."

"Pomme frites," French fried potatoes prepared in U.S. soya oil, were also immensely popular. More than 1,000 samples an hour were given out on opening day.

Grapefruit juice, fruit salad, raisins, honey, nonfat milk and chocolate milk were among the other attention getters.

Clay Stapleton is in his seventh year as Iowa State football coach.

WRESTLING SATURDAY
SEPT. 19, 8:45 p.m.
BULL BARN
 TAG TEAM MATCH
 Ricky **ROMERO**
 Black **BART**
 vs. Art **NELSON**
 Red **RAIDER**
 2 out of 3 falls or 60 min.
RICKY ROMERO
 vs. **RED RAIDER**
 One fall or 15 minutes
ART NELSON
 vs. **BLACK BART**
 One fall or 15 minutes
 Promoted By **HEREFORD LIONS CLUB**

CANNED FOOD SALE



PEAS CORN PEARS

Town House Garden Fresh Sweet Peas

SAVE 14c

6 No. 303 Cans **\$1**

Kounty Kist Golden Sweet Whole Kernel

SAVE 16c

8 12 Oz. Cans **\$1**

Town House Quality Halves

SAVE 16c

4 No. 303 Cans **\$1**

Grape Juice

Bel-air Frozen **3** 12 Oz. Cans **\$1**
 SAVE 17c

Chunk Tuna

Sea Trader **4** 6 1/2 Oz. Cans **\$1**
 SAVE 24c

Vienna Sausage

Libby's **5** 4 Oz. Cans **\$1**
 SAVE 15c

Soft Drinks

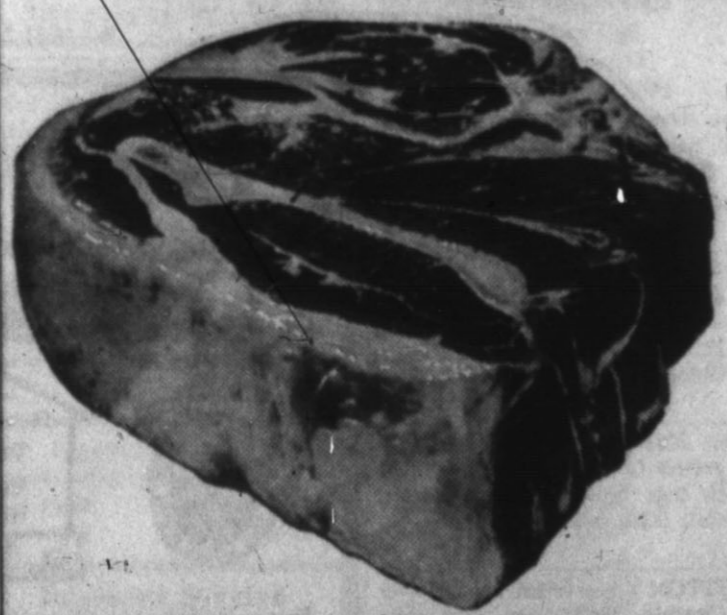
Cragmont Reg. or Low Calorie **12** 12 Oz. Cans **\$1**

Cottage Cheese Lucerne **2** Lb. Ctn. **49c**
 Chocolate Milk Lucerne **1** Qt. **30c**

Lucerne Buttermilk **1/2** Gal. Ctn. **39c**
 Lucerne Yogurt **8** Oz. Ctn. **25c**

Safeway's (the) place to buy

Chuck Roast



U. S. Choice Aged Mature Beef **Lb. 49c**

CHUCK STEAK U. S. Choice Beef **lb. 59c**
PORK STEAK Lean and Tender **lb. 45c**

Fish Cakes Cont. Choice 12 Oz. Pkg. Ea. **39c** **Slab Bacon** Wright's 10-12 Lb. Avg. Lb. **49c** **Longhorn Cheese** Safeway Halfmoon **lb. 59c**
Franks Sterling Brand 1 Lb. Cello **lb. 49c** **Steak Fingers** Blue Marrow 15 Oz. Pkg. Ea. **89c**

Rose Vel Liquid 4c Off Label 12 Oz. Btl. **35c**
Lux Soap 2 Bath Bars **31c**
Lifebouy Soap 2 Bath Bars **37c**
Lux Liquid 32 Oz. Btl. **98c**
Pepto-Bismol 8 Oz. Btl. **98c**
Saccharin 1/2 Grain Norwich 500 Ct. Btl. **69c**
Imperial Margarine 1 Lb. Pkg. **39c**

Zee Facial Tissue 400 Ct. Box **29c**
Zee Paper Towels 180's 4 Pkg. **\$1**
Floor & Wall Cleaner Ajax 16 Oz. Btl. **33c**
Liquid Cleaner Ajax with Ammonia 15 Oz. Btl. **37c**
Ajax Cleanser 21 Oz. Btl. **49c**
Ajax Detergent 2 Cans **79c**
Mazola Oil Qt. Btl. **59c**
Orange Juice Minute Maid 6 Oz. 2 Cans **65c**
Kraft Deluxe Cheese 12 Oz. Pkg. **53c**
Cookbook Bread 24 Oz. Pkg. **31c**

SAFEGWAY
 We Reserve the Right to Limit Quantities



These Prices Good Thru Sat., Sept. 19th in Hereford

Stock-Up at These Specials Low Prices!

Apricot

Sundown Halves **4** No. 2 1/2 Cans **\$1**
 SAVE 16c

Spinach

Hunt's Quality **7** No. 300 Cans **\$1**
 SAVE 9c

Catsup

Hunts Tomato **6** 14 Oz. Btl. **\$1**
 SAVE 26c

Hydrox Cookies

Lb. Pkg. **49c**

Rosarita Frozen **Mexican Dinners** **59c**
 16 Oz. Ctn.

SAFEGWAY SALUTES THE NEW HOLLY BEET SUGAR PLANT

5 Lb. Bag 49c
10 Lb. Bag 98c

FREE DINNER FORK
 Citation
 With The Purchase of \$5.00 or More and Coupon 3-A From Your Coupon Booklet at Safeway

MARGARINE SHORTENING WHITE FLOUR CANNED MILK DOG FOOD

Coldbrood Solids 8 1 Lb. Pkgs. **\$1**
Velkay Vegetable 3 Lb. Can **59c**
Harvest Blossom 25 Lb. Bag **\$1.79**
Lucerne Quality 8 Tall Cans **\$1**
Pooch Reg. or Liver Flavored 12 Tall Cans **\$1**

MIX or MATCH Bel-air Frozen Foods
 10 Oz. Peas w/Butter Sauce
 10 Oz. Corn w/Butter Sauce
 9 Oz. Beans w/Butter Sauce **3 Pkgs. 89c**

Safeway Fruits & Vegetables... Always Fresh

DELICIOUS APPLES

Washington State Extra Fancy New Crop

5 \$1.00

TOMATOES

Calif. Tokay **GRAPES** **lb. 25c**

Calif. Bartlett **PEARS** **lb. 25c**

Calif. Bell **PEPPER** **lb. 25c**

Phone EM 4-2030 WANT ADS Phone EM 4-2030

We Need Listings or Dwellings, Farm Property, And Business Property Call EM 4-0555
Lone Star Agency

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

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

GENE BARTON
Builder EM 4-2327
CUSTOM BUILT HOMES
Under Construction at 110 and 112 Juniper
MAXIMUM LOANS ARRANGED.

42 MODERN HOUSES FOR SALE TO BE MOVED
Panhandle Eastern Pipeline Co. at Sneed Camp 20 Miles East, 2 1/2 South of Dumas or 10 miles West, 2 1/2 South of Stinnett.
PRICED FROM \$1250 up to \$2950
5 Floor Plans to Choose From
BROOKSHIRE & ROWE — Contractors
Phone TR 8-3091 Stinnett
Open 9 a.m. to 6 p.m. Sunday 1 p.m. to 6 p.m.

Hallmark of Service
MARK IX REALTORS
230 N. 25 Mile Ave. EM 4-2220

FARMS
One section for only \$80,000. Three wells ready for pumps with better than 1000 feet of water sand. This is development property. Call for details. F-417-D
Half section table top land, Springfield, Colo. \$100 an acre. Stop by and look at well logs. \$20,000 down. F-38
640 acres, irrigated, 263 acres wheat, 101 milo, 3 wells. \$350 an acre, 29% down, 20 years, 5 1/2%. F-420

HOMES
Three bedrooms, 1 1/2 baths, den, built-ins, fence, patio, drapes. Located on Star in Aikman school district. Immediate possession. Only \$17,500. H-330
Two bedroom brick with den that makes the third bedroom. Carpets, fence, birch paneling, outside storage, plumbed for washer and dryer. Shirley school. Excellent condition. Only \$11,000. Terms can be arranged to fit your pocketbook. H-223
Hardwood floors, extra large garage, 1/2 block from Aikman school. Two large bedrooms, country kitchen, carpet. You can move right in and handle the financing later. Call us for details. H-224
Two bedroom brick with attached garage, carpets. Will trade for trailer house. H-27

COMMERCIAL
WILL TRADE FOR FARM LAND
New 40 unit motel complete in every detail. C-43
Also 16 unit apartment house in Amarillo, ideally located and in good condition. C-46

EVENINGS & SUNDAYS
Don Metcalf EM 4-1740 — Oliver Sirau EM 4-2857
Mrs. Shelby Rogers EM 4-3266 — Francis Hardwick EM 4-2241
Harold Rudd 289-5639

FHA — GI — Conventional
LOANS
Can Be Arranged
Prompt, Fast Action
For Sale: Some of the finest homes in Hereford.
See Us for Commercial Properties
LLOYD POOL
Pool-Sigman Agency
801 S. 25 Mile Ave.
EM 4-0758

OUR SERVICE DEPARTMENT
is equipped and staffed to give you the service you are entitled to.
We appreciate your business.

●BUICK ●RAMBLER
●Johnson Boat Motors
Kinsey-Osborn
MOTORS
142 N. Miles EM 4-0990

Khwanis Club Thurs. Noon
IOOF Hall 207 E. Sixth

Lions Club meets each Wednesday, 12 Noon
Hotel Jim Hill

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

STATED MEETINGS
Second Monday:
Thursday 8:00 p.m.
Practice
Troy Stambaugh, Sec.
Wm. S. Powell W. M.

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

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

MEAT
Specializing in CUSTOM SLAUGHTERING WHOLESALE — RETAIL
HACKER — JESKO
Rt. 3 — Hereford EM 4-3390

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

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

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

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

1. FOR SALE Miscellaneous
KENMORE Automatic washer and dryer. Good condition. Call EM 4-3850. B-1-10-37-4p
FOR SALE: 425 gallon ball type propane tank. See at Hereford Butane. B-1-12-48-1fx
FOR SALE: King 3-B trombone, box case. Like new. (It almost is.) \$200. EM 4-0799 at night. B-1-16-41-1fx

Chrysler - Plymouth AUTOMOBILES CHRYSLER IRRIGATION ENGINES
New & Used
McCULLOUGH MOTOR CO.
Sales & Service
345 East Highway 60
Phone EM 4-3150
B-1-43-TFC

WE HAVE Tascosa, Kaw, Concho, Triumph, Bison and Wichita Wheat seed for sale. Also Rogers and Cordova barley, Elbon and Tetra-petkus rye. 146 East 2nd. Call EM4-0560. B-1-27-10-4p

FOR SALE hay gelding. Good using horse. Been used to rope steers. Call Pat Smith, 258-7539. B-1-16-10-4p

FOR SALE: One LeBlanc Clarinet \$50.00. Call EM 4-3252 or EM 4-1347. B-1-10-36-1fx

We have Distilled water and Ozark water. For more information see soft water service. J. O. Miller, Owner
B-1-29-1fx

THREE TRAILER HOUSES
One 8'x20', one 8'x30', one 8'x38'. All in good shape. One like new. \$200.00 down will handle. Balance financed. Call Gene Campbell. EM 4-0972 or EM 4-0879. B-1-10-10-1fx

Johnson Outboard Motor or Arkansas Traveler Boat, or for a used boat or motor, see
KINSEY - OSBORN MOTORS
142 MILES AVENUE B-1-26-TFC

WHEAT, RYE and Barley seed. 146 East 2nd, EM4-0560. B-1-10-10-4p

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

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

Call EM 4-0555
If You Are In The Market For A Home
Lone Star Agency

Reliance HOMES
FOXWORTH GALBRAITH
NO DOWN PAYMENT
NO CLOSING COSTS

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

BIG RED BARN
We Buy - Sell - Trade for anything of value. Used Furniture, Appliances and Junk.
EM 4-3552
West Edge Of Hereford Highway 60
B-1-1-TFC

FOR SALE Elban Rye Seed \$4.00 CWT. 10 Miles North of Hereford. 258-7393. Bob Vengel. B-1-15-38-4c

GENERATORS and starters for cars and trucks. Hereford Wrecking Co. Phone EM 4-0580. T-1-12-18-1fx

FOR SALE: Seed Wheat Improved Triumph. See Joe Schutte 3 Mi. E. on Dairy Road, or call 276-5374. B-1-16-38-4P

SPINET PIANO (new) located in your vicinity. Will sacrifice to party able to assume \$27.50 monthly. Write Channers, Holyoke, Colorado. B-1-20-38-1P

FOR ELECTRICAL supplies or electrical service, come by Witherspoon Electric, 129 West Third. B-1-13-37-6p

FOR SALE: Used Kenmore dishwasher, good condition. Phone 258-7398. B-1-10-11-2p

FOR SALE
One 1959 John Deere 95 combine. Two 1953 Chevrolet trucks with grain beds. One with hoist and rebuilt motor. One old 4 room house to be moved. One 20x30 all steel shop building to be moved. Registered Hereford Bulls and heifers, or cow and calf. One Janissen Pump jack. 170' setting. New motor. Good condition.
Phone 276-5320
B-1-11-1fx

FOR SALE
Used Westinghouse Refrigerator. Two good used hair dryers, with stands.
Phone Days 247-3130
Night Phone 247-3248
Frisco, Texas
B-1-36-1fx

2. FOR SALE Farm Equipment
TOP QUALITY
Irrigation Dams at low as \$3.25
DAVIS IMPLEMENT
144 W 2nd EM 4-2811
B-2-18-1fx

PRACTICALLY NEW John Deere Hay Conditioner for sale or trade. C. F. Homfield Box 246 Adrian, Texas. B-2-17-38-3c

AGENTS FOR KMP LAKE PUMP
Self priming. Easy to move. 600 to 1900 GPM
See demonstrator 6 miles west, 12 north of Hereford.
GARY or C. R. McQUIGG
Phone 289-5330 or EM 4-3485
T-2-20-1fx

1964 GLEANER Baldwin C 11 Factory Butane, 18' header with trailer. Maize equipment. \$7250.00. JE 4-7841, Norman, Oklahoma. B-2-18-11-2c

1961 JOHN Deere Hi-Lo self propelled Combine with cab and 16 foot header. Extra clean. Call EM 4-0250. B-2-17-11-2c

COTTON Trailers for sale. Cobey Chassis. Good condition. Set at Plains Farmers Gin Co., two miles West of Summerfield. B-2-19-37-4c

IHC two row binder. 305 Star St. EM4-0640. B-2-10-9-1fx

CUSTOM SEED Cleaning and treating with modern equipment. Call EM4-0560. B-2-10-10-4p

WE ARE DEALERS
for Peerless Grain Rollers and Feeding Equipment
DAVIS IMPLEMENT
144 W 2nd EM 4-2811
B-2-18-1fx

3. FOR SALE Automobiles
1961 SIX Cylinder Chevrolet truck with grain bed. Cattle racks, and hydraulic dump. Very clean. Call EM 4-0250. B-3-17-11-2c

WOULD YOU be interested in a New Buick Electra, fully equipped? Price \$3500.00 Phone EM 4-3315. B-3-15-11-2c

FOR SALE: 1957 Ford 2-door custom sedan, standard transmission. B-3-10-38-1fx

FOR SALE 1955 Chevy 2 ton truck, new 12 ton hoist. A good truck and ready to go. Phone 276-5324 B-3-20-38-3P

MILBURN MOTOR COMPANY
We Pay Cash For Used Cars
225 N. Sampson
Phone EM 4-0077
B-3-33-TFC

4. REAL ESTATE For Sale Or Trade
FOR SALE
FOUR BEDROOM house, 2 full baths, carpeted throughout. Reasonably priced. Call EM 4-1343 for appointment. B-4-36-6c

FOR SALE BY OWNER RENTAL PROPERTY
2 bedroom brick with attached garage, nice yard in good shape. Priced \$1,000.00 or more under the market. Call EM 4-0789. B-4-8-1fx

FOR SALE or rent, 3 rooms, garage, 604 Miles. Alvin C. Thompson. B-4-12-38-2P

FOR SALE or rent, 3 room Modern house, unfurnished Umberger, Texas. Clem Frielmel. B-4-13-38-4P

320 ACRES ON NORTH PLAINS
220 A. cultivated. Crops good with good soil. 137 wheat, 40A milo, natural gas is available. Adjoining land has 8" well pumping 1200 gal. Priced at \$150.00 cash.
640 ACRES, 3 bedroom home, 1 help house, 5-6" pumps, 6,000' tile. 160 wheat, 400 milo, 25 cotton. 29%, 15 years on balance. \$425 per acre.
Large old house for sale to be moved. In good livable condition.
CARTHEL REAL ESTATE
206 N. 25 Mile Avenue
EM 4-0944
B-4-38-4c

RENTERS WANTED!
Color steel buildings built to your specifications, 2 acre lots, located north of B & B Oliver, Patterson Chemical and Merchants Fast Freight.
SOUTH PARK INDUSTRIAL SUBDIVISION
Sam Nunnally
EM 4-0555 — Days
Home — EM 4-2814
B-4-1-1fx

FOR SALE: Four section improved irrigation farm, ranch. Plenty of irrigation water. Lester Knotts, Texline, Texas. Box 343. B-4-18-11-3c

FOR SALE BY OWNER
480 ACRES GOOD FARM LAND, in SE Farmer County, 3 wells. Good cotton allotment. Contact EM 4-0429, Hereford, Texas. B-4-10-2c

WESSON REAL ESTATE
So. 385 Hwy EM 4-2328
B-4-11-2c

Buy With Confidence
DEMAND... JUSTICE
Move Up To A Better Home
M/GA

Three bedrooms, large kitchen and dining room, lots of cabinet and storage space, fully carpeted. Northwest Hereford. Only \$11,000. Would trade for smaller house.
Two bedroom brick, one year old. Carpets, drapes, and nice landscaping. May take up present payments or may be refinanced. Located in northwest Hereford.
Three bedrooms, den, 2 baths, double garage, 2100 sq. ft. of living area. Located on Star Street. \$21,500. FHA financing available.

FARMS
655 acres of good grass land located at McLean, Texas. Approximately 80 acres cultivatable. Good irrigation water available. Possession immediately. \$70 per acre, 29% down.
480 acres on North Plains. Three 8 inch irrigation wells on natural gas, good allotments, improvements. \$300 per acre.
Two and one quarter sections located north of Hereford. Nine irrigation wells, on natural gas, all tied together with underground tile. \$200 per acre loan commitment. \$400 per acre.

Justice Realtors
Corner Main & Highway 60
GENE SNEAD EM 4-1420
VIRGIL JUSTICE EM 4-0544

City comfort... Country charm!
In Beautiful
Denton Park
Featuring Holiday Living in Hereford's First Complete Planned Community
—Personalized Service in Planning—Designing—Financing
—Quality Construction—All Brick—Highly Restricted
SEE OUR SHOW HOME — 1607 BLEVINS
New Split - Levels under Construction Now
TONY RAVIZZA
CUSTOM BUILDER
Office At 16th & Blevins
EM 4-1350

ATTENTION
Applications For Employment
During The Processing Campaign At The
HEREFORD HOLLY SUGAR FACTORY
Will Be Taken For MEN Only At
315 N. Simpson St., Hereford, Until
September 25th
The Office Will Be Open Daily
Monday Thru Friday from
8 a.m. 'til 12 Noon and from
1 'Till 5 p.m.
Applicants may be given a mechanical comprehension test, and all those Employed will be required to pass a Physical Examination. Shift changes weekly.

Classifieds...

FOR SALE: Two story, three bedroom house on Corner lot. Call 247-2482, Friona, B-4-13-11-4c

HOUSE FOR SALE OR TRADE 3 bedroom brick, single garage, fenced yard. Carpeted, central heat. Would trade for 2 bedroom house: rental property, car or pickup. Ph. EM 4-3566 or EM 4-3454 B-4-11-11c

HOUSE FOR SALE 3 bedroom, with carport. Fenced back yard. Carpeted throughout. GI Loan. Would like to sell my equity. Near Aikman school. 807 Irving. Call EM 4-1129 B-4-11-11c

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

FARMS 80 A. Deaf Smith Co., would trade for rental property. Castro Co. 140 A. 200 cul., 2-6" & 1-8" wells, 72 cotton, 103 milo, 21 wheat, on paving, 3 bdr. house & other imp., \$30,000.00 down & good terms on bal. Deaf Smith Co. 309 A. 1-8" well, 169 milo, 44 wheat, in good water, \$275.00 per acre. 320 A. on North Plains, lays extra nice, \$210.00 per acre. 29% down. North Plains 640 A. all cul. 3-8" wells, 5100 ft. tile, \$357.50 per acre. B-4-11-11c

HOUSES 2 bdr. brick, single garage, central heat & air cond., carpeted fenced yard, \$11,500 & buyer get loan or would trade on larger home in NW Hereford. 3 bdr. brick, fenced yard, built in oven & burner, utility, \$11,600.00 has FHA commitment of \$10,650.00 to qualified buyer with 81.00 payment monthly. 3 bdr. brick, single garage, close to schools, many extras, \$13,200.00 & buyer assume loan. We have many new houses, some will trade, some small down payments. Your listings needed and appreciated. We have lots on Country Club Drive that would make nice home sites. B-4-11-11c

HAMBLY REAL ESTATE Route 2 EM 4-3566 Hereford, Texas J. M. Hamby EM 4-2553 Durward Hamby EM 4-3466 Gerald Hamby EM 4-1534 Harold Hamby EM 4-3454 B-4-11-11c

5. FOR RENT THREE room furnished apartment. Whites only. Near schools. Bills paid. No pets. EM 4-2256. B-5-13-37-tfc

ONE BEDROOM furnished duplex to whites. Small child accepted. Utilities paid. 711 East Third. B-5-14-11-tfc

FOR RENT: Two bedroom efficiency apartment with TV, Washer, Air Conditioner. 205 Jowell, Apt. B. B-5-15-37-tfc

ONE FURNISHED Apartment for whites. One unfurnished apartment for Latins. Available immediately. Phone EM 4-3566 or EM 4-1534 or EM 4-3466. B-5-18-38-2c

ONE BEDROOM furnished duplex. Close in. No children. phone EM 4-0715. B-5-10-38-1c

FOR RENT Furnished Sleeping Room, private entrance. White only. 829 Knight Street. B-5-12-38-2p

FOR RENT: 1101 East First. 40' x 90' building. Ample parking. Call EM 4-2103 after 6 p.m. B-5-14-32-tfc

TWO bedroom unfurnished house. Available 15th. Close to town. EM4-2213. B-5-10-30-tfc

TRAILER HOUSE space at the Grand-E Trailer Park. EM4-1577. B-5-10-10-4c

OPEN NORTHWEST MOBILE LODGE Twenty-eight Mobile Home spaces. 42'x70'. One block north of King's Manor. Call EM 4-1108 Jesse Scott. B-5-11-11c

FOR RENT 600 Sq. ft. 603 N. Main... Refrigerated and Central Heat Carpeted, Plenty of Parking. Sam Nunnally 601 Main EM 4-0555 Day EM 4-2814 Nite B-5-9-11c

NOW LEASING: Trailer spaces in West Mobile Lodge. Central TV. Antenna. Private Telephone. All Underground Utilities. Phone Geneva West, EM 4-0416. B-5-35-tfc

FOR RENT: Furnished apartment. Palo Duro Apartments. Inquire Apartment B. B-5-10-37-tfc

TWO ROOM furnished house, for Couple. 343 West Second Street. B-5-10-38-TFC

FOUR room furnished apartment to White only. Call EM4-0108 or EM4-1543. B-5-11-9-tfc

6. WANTED

WANTED TO buy: Baled alfalfa hay. Hereford Feed Yards, Inc. Call EM4-0172. B-6-12-22-tfc

NEED YOUR wheat seed cleaned and treated? See us - 145 East 2nd St. EM4-0560. B-6-14-10-4p

WORK WANTED: Painting perforating, textoning, sheet-rocking, any carpenter repairs. Ted Oldfield, EM 4-0235 or EM 4-2212. B-6-14-42-tfc

7. Dressmaking-Ironing GENERAL SEWING in my home. Call 289-5590. Mrs. John Owen. B-7-10-38-7P

8. HELP WANTED

MALE OFFICE Employee with office experience. Permanent job, salary open, depending on experience. Hereford Feed Yard. B-8-16-37-tfc

GIBSON DISCOUNT CENTER Now taking applications for sales people, checkers, department heads, shipping and receiving clerks. Please contact Bob Neely, 810 Avenue K. Phone EM 4-0223. B-8-11-4c

AGRICULTURAL CHEMICAL MANAGER

National Company desires manager for this area to handle sale of agricultural chemicals. Experience selling fertilizers and contacting farmers necessary. An excellent opportunity. Write for an interview giving complete background and experience. All inquires kept confidential. Write Box 673 Dept. A Hereford, Texas B-8-38-4c

YEAR-AROUND employment. House and utilities furnished for productive irrigated farmer, experienced with livestock. EM 4-0484, Hereford, Texas. B-8-17-37-4c

WAITRESSES Wanted: Apply in person at Raney's Restaurant. B-8-10-6-tfc

9. Situations Wanted

FEED CUTTING Wanted. Have one long, one short row binder. Will cut 36" to 42" rows. Call before 7:30 A.M. or after 5:30 P.M.: EM 4-2110. B-9-24-37-tfc

CUTTING WANTED: Two new combines and trucks. Call EM 4-1724 after 8:00 P. M. B-9-12-37-tfc

10. NOTICE

NOT RESPONSIBLE for any debts other than my own. Don C. Scott. T-10-12-38-3P

11. Business Service

CUSTOM HAULING and moving. Pick up and delivery. Call EM 4-1033 or EM4-3362. Butch Freeman and Lee Loffin. B-11-17-5-tfc

ATTENTION FARMERS! I will level 45 ft. \$1.50, Mouldboard \$2.50 or Bed \$1.00 per acre for you, if you will let me know ahead of time when work is to be done. Satisfaction guaranteed. Go anywhere. WRITE OZRO HUFF 2408 23rd Lubbock, Texas Ph. SH 4-8069 B-11-36-6p

BEEF GROWERS We will furnish trucks and beds to growers. Will dig with Farm Hand Machines if needed. Contact JOHN H. DAY Ph. Area code 314-293-5818 BERNIE MISSOURI B-11-10-8p

SERVICE ON ALL MAJOR APPLIANCES AND REFRIGERATORS S & R APPLIANCES 209 Miles EM 4-1302 B-11-42-tfc

WATER Water softening and conditioning has been our business for the past twenty years, and will be our business for the next twenty years. We have paid taxes in Hereford and Deaf Smith County for the past twenty years. We have all types and sizes of softeners in stock and can make immediate delivery at any time. We sell home softeners and have a softener that will serve you need whether it be for home or industry at a price you can afford to pay. Terms to suit purchaser, we also will install a permanent type fully automatic softener in your home on a service basis. We have the exchange softener on the service basis. We are as near as your telephone for soft water service. 216 North 25 Mile Ave. Home Owned and Operated B-11-29-tfc

Melvin, Doug and Virgil **FOWLER AND KELLEY** Electrical Contractors Residential and Commercial All bids and wiring competitive. Phone EM 4-1345 Nights phones EM 4-2012 or EM 4-1828; EM 4-1345 B-11-21-tfc

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

T & H DRILLING COMPANY 4" to 12" casing. Gravel pack or screen. Nathan Hopson EM 4-2332 D. E. Turner EM 4-0811 B-11-2-tfc

Walter Ziegler Five Year Holly Board Member

Walter H. Ziegler, Member of the Holly Board of Directors since 1959, had his first experience with sugar beets as a farm youth at Longmont, Colo., in 1905. Ziegler was born on a farm near Carmi, Ill., in 1891, and received his early education in Illinois. The family moved to Colorado in 1905, and Mr. Ziegler attended elementary and high schools in Longmont. He entered the University of Colorado in 1912 and graduated in 1916 with a B. A. degree after having majored in Science, principally Chemistry. Immediately following graduation from University, Ziegler was employed by Rare Metals Ore Company and Iron Mountain Alloy Company as a Chemist. In 1919, he was employed by the Great Western Sugar Company as a student of factory

operations at Fort Collins, Colo. After four years with Great Western, Ziegler accepted employment with Holly Sugar Corporation as Assistant Factory Superintendent at Grand Junction Superintendent, along with his other duties, for the reconstruction of Alvarado, and the remodeling of Holly's Hamilton City, Calif. plant. In 1936, Ziegler was promoted to the position of District Superintendent, California District of Holly, and in 1941 he became Pacific Coast Manager, in which post he served for eight years. In 1949, Ziegler was elected Vice President of Holly and was transferred to the Main Office at Colorado Springs. In 1957, he retired from active duty with Holly and has since devoted full time to management of personal affairs, including a farm near Woodland, Calif. where he now makes his residence.

Blair Serves As Legal Counsel For Holly Sugar Partner of Hughes, Hubbard, Blair & Reed, Edwin F. Blair New York City, has been a Director of Holly Sugar Corporation since 1948 and the Corporation's outside legal counsel since 1940. The Holly official was born at Weatherford, Texas, on Dec. 15, 1901, the son of Wiley Blair, who was for a number of years, President of Blair & Hughes, merchants, and later served as President of Southwest National Bank of Dallas. Blair's brother, Wiley Blair Jr., was President of Holly Sugar Corporation from 1931 through 1949 and Chairman of the Holly Board from 1949-53. Edwin Blair attended school in Texas at Austin, Dallas and

HOWARD'S SERVICE: For all major appliance service call EM4-1524. B-11-10-36-8p

NEED NEW EQUIPMENT or vehicles? Why not lease it? Call Mark IV EM 4-2220. B-11-13-47-tfc

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

13. LOST AND FOUND

LOST MONDAY Night, Sable and White Collie dog. Silver chain collar around neck. If found, please Call EM 4-0633 or EM 4-2864. B-13-20-38-2c



HONOR TEACHERS - Hereford business and professional people honored new teachers guests attended the affair, Tuesday night with a dinner at the Hereford Country Club. About 200 hosts and guests attended the affair. (Brand Staff Photo)

Wichita Falls and The Hotchkiss School at Lakeville, Conn. He received a B. A. degree from Yale University in 1924, and L.L.B. degree from the Yale School of Law in 1928, and was an instructor in the Yale Law School in 1928 and 1929. In 1946, Blair received an Honorary M. A. Degree from Yale and in 1960 was honored by being made Honorary LL.D. at St. Lawrence University. He has been a Trustee or Fellow of Yale since 1946, was a Trustee of Hotchkiss School from 1939 to 1962, and Trustee of The Fairfield Country Day School since 1947. In 1929, Blair began practice of law in New York. He has been a partner of Hughes, Hubbard, Blair & Reed since 1952. His present Corporate Board Memberships, in addition to Holly, include: Director of Canada Dry Corporation; Director of Mohasco Industries, Inc.; Director and Executive Committee Member of Union Bag-Camp Paper Corporation; Member Lower chemical Bank New York Trust Company. His other responsibilities include: Trustee of American Shakespeare festival theatre and Academy; Director of World Veterans Fund; Trustee of Museum of Art, Science & Industry of Bridgeport; Director of Boys' Club of New Haven; Director of Boys' Club of Bridgeport; Biological Studies. Blair, who makes his home in Fairfield, Conn., is a member of the Bohemian Club of San Francisco; Century Association of New York City; Cotton Bay Club of Bahamas; Downtown Association of New York; The Linds Club of New York City; Mory's Association of New Haven; New York Yacht Club; Pinnacle Club of New York City; and others. John Ray, Notre Dame center in 1944, coaches the Irish linebackers and defensive line.

BEST WISHES HOLLY SUGAR CORP.

On Your

GRAND OPENING

SAT., & SUN., SEPT. 19 & 20

We think you're the greatest and we know you'll prove us right as our economy rises along with our agriculture.

YOUR DEALER FOR

- *LAYNE & BOWLER Verti-Line Pumps
- *JOHNSON Vertical Pumps
- *WESTERN PUMPS

BIG T PUMP CO.

HEREFORD — FRIONA — DIMMITT

IF YOU THOUGHT RAMBLER AMERICANS WERE THRIFTY BEFORE... SEE WHAT MR. CLEAN-UP HAS DONE TO OUR '64 DEALS AT KINSEY-OSBORN

Clearance Reduction on all '64 Ramblers

LOOK AT THIS!

RAMBLER AMERICAN 220 2-DOOR SEDAN... NOW, **\$1795**

When Mr. Clean-Up Says Move 'em Out HE MEANS IT

Classic 4 Door Sedan	V-8 Engine	\$1995
Classic Station Wagon	6 Cyl. Overdrive	\$2395
American 4 Door Sedan		\$1775
Classic 4 Door Sedan	660 Series - Air Conditioned	\$2450
Classic 4 Door Sedan	770 Series Auto. Trans.	\$2550

MANY OTHER MODELS AND COLORS

Don't Buy 'til You Get A Mr. Clean-Up Deal!

KINSEY-OSBORN MOTORS

142 N. Miles EM 4-0990

Hear **RONNIE THORNBERRY**, folk singer, broadcast from our showroom floor Thurs, Sept. 24

ADRIAN NEWS

Services Held For Mrs. Grady Skaggs Saturday

By Ann Beavers

Mrs. Grady B. Skaggs, resident of Adrian since 1923, died at 2:30 p.m. Saturday at Northwest Texas Hospital in Amarillo.

She was born Sept. 4, 1895, in Decatur and was a member of the Methodist Church of Adrian. Mrs. Skaggs was 69.

Funeral was held in the Adrian Methodist Church Monday afternoon with the Rev. Johnny Williams and the Rev. B. J. Foster officiating. Burial was in Memorial Park Cemetery under the direction of N. S. Griggs and Sons Funeral Home.

Pallbearers were E. N. Jacobsen, W. V. Tolbert, Joe Speed, Ray Brown, J.T. Singleton and Loren Creitz. Survivors include her husband of the home; one son, Grady Skaggs of Adrian; her mother, Mrs. Emma Bastian of Decatur; two brothers, W. E. Bastian of Decatur and George Bastian of Decatur; a sister, Mrs. E. H. Taylor of Dallas and three grandchildren.

Mrs. Robert Lloyd held a coffee for Miss Marilyn Young in her home Friday morning. Miss Young left for college Monday. Those attending were Mrs. J. V. Perrin, Mrs. Noel Berry, Mrs. Leland Burns, Mrs. Jim Perrin, Mrs. Lewis West, Mrs. J. M. Boothe and Mrs. Young.

Mr. and Mrs. Freddie Harris and children and Jim Harris of Amarillo visited in the Hardy Harris home Sunday.

Mr. and Mrs. J. A. Evans and children from New York and moving to Sactay, Calif., visited this week with the Grady Pridmore family.

Mrs. Lewis Jobe and Darrell from Ende visited Saturday with the Alford Jobe family.

Mr. and Mrs. Johnny Townsend and Terrie from Hereford visited Sunday with the E. E. Allen family.

Mrs. Carroll Grulhkey and Mrs. Manuel Loveless were in Ration over the weekend attending the races.

Mr. and Mrs. Herman Sifford were Sunday dinner guests of the Calvin Peters family at Romero.

Bridge party and a luncheon were held Wednesday afternoon in the home of Mrs. Billy Brown.

Guests attending were Helen Cavins, Nell Manley, Nancy Skaggs, Martha Letspeich, Elaine Pinnell, Clara Hale, Nancy Perrin, Annie Briggs, June Ershman, Doris Sellars, Cat Brown; there were also two guests from Vega attending, Mary Carter and Shirley Scott.

Mr. and Mrs. Fred Brownlee, Glenrio, had a grand opening of their new lounge Saturday night. It is decorated in Spanish decor.

Mr. and Mrs. Bill Gudgell were Sunday dinner guests of the Joe Brownlee family. Sue Brown-



YOUNG FARMERS' OFFICERS — These men will head the slate of officers for the local Young Farmers Chapter this year. They are, from left to right, George Zetzsche, president; Layton Sawyer, vice-president; David Brumley, secretary; Edwin Axe, treasurer; and Kenneth DeHart, reporter. (Brand Staff Photo)

AUSTIN HIGHLIGHTS

McLean To Head LBJ-HHH Campaign

By Vern Sanford
Texas Press Association

Lee was home from Amarillo for the weekend.

The Adrian School was turned out Monday at 12:30 for Mrs. Skaggs' funeral.

Mr. and Mrs. Zane Kerr were honored with a going away party in the home of the Jake Fortenberrys Sunday night. Mr. Kerr has been the Church of Christ preacher here for almost three years and they are moving to Albuquerque, N. M. The party was given by church members.

Mr. and Mrs. Lenard Erwin and boys and Dwight Hayes attended the funeral of Pressa Williams in Modesto, Calif. last week and on the way home they visited the Grand Canyon.

Dwight Hayes and Terry Williams attended a barbecue for the freshman class at Lubbock Christian College Saturday.

Mr. and Mrs. Junior Pulliam from Amarillo and Mr. and Mrs. Bill Goodenough from Pecos, Fla., and the J. E. Jones family were weekend guests in the Charlie Pulliam home. The Goodenoughs are home on leave from the U. S. Navy until Sept. 16, then he will be stationed in New York.

WMU is having a one day prayer meeting with a salad luncheon at the Rex Manley home in honor of the week of prayer for state missions.

Kids are off to Colleges: Coarlie Fortenberry, Harvey Bronniman, Sidney Blankenship, Hubert Bronniman are all off for Lubbock Christian College. Kathy Kromer, Dwight Hayes and Terry Williams are off to Lubbock Christian College and Gary James to WTSU. Perry Grulhkey to Clarendon College, Sam Brown to WTSU.

Mr. and Mrs. P. N. Johnson attended the North Plains coon hunt at Lubbock this past week-

also a longtime supporter of the president.

Connally acknowledged he contacted McLean about the campaign director's job after talking the matter over with Johnson.

"The choice was completely satisfactory to the President and to me," Connally told reporters.

"The President was delighted," McLean, former Fort Worth insurance executive, is taking a leave of absence from the board of insurance and will open a campaign office here, Connally said.

Goldwater-for-president headquarters under direction of Tad Smith of El Paso, working with State Republican Chairman Peter O'Donnell of Dallas, already is operating full blast a few blocks from the state capitol.

SPENDING REQUESTS UP — State financial outlook is rosier than ever, but state agency spending plans are breaking all records too.

Gov. Connally gave reporters a briefing on fiscal matters in a photo-slide illustrated press conference.

State agencies, he reported, are asking a whopping \$689,472, 181 increase in spending for the 1966-67 fiscal period. He emphasized however, they aren't likely to get it.

Connally pointed to possibility of a \$82,500,000 surplus at close of the 1964-65 period next Aug-

ust 31. He also estimated there will be \$623,800,000 available for appropriation by the Legislature next year. This is some \$153,400,000 more than the present level.

State agencies, however, have proposed spending of more than \$813,000,000 from the general fund, \$3,800,000,000 from all funds.

Connally said he wanted to make "abundantly clear" that review of the requests did not represent his approval.

"The money is going to be a little harder going out than it was coming in. My own recommendations (to the Legislature) will probably differ to a marked degree (from these figures)."

This is the way the requests break down:

Judiciary — asking an increase of \$962,808; hospitals and special schools, up \$51,600,000; departments and agencies, up \$29,100,000; public and higher education, up \$331,700,000 (not including a \$76,000,000 figure for pay raises being sought by school teachers).

STATE BAR COMMITTEE MEETS

A State Bar Committee, representing grievance groups from over the State, met here to discuss proposed changes in procedures for disciplining lawyers.

Proposed revisions will be submitted to attorneys in a statewide referendum next year. Supreme Court Chief Justice Robert W. Calvert addressed a luncheon meeting of the group.

PAROLE SUPERVISION HELPS

Fewer boys are being sent back to the State Training School due to better parole supervision, Youth Council Director James Turman reports.

Rate of return has dropped to 6 per cent, lowest in history, Turman told the Council. He calculated the dollar saving for the last year at \$217,000.

BUSES ARGUE FOR RATE BOOST

National Bus Traffic Association, representing some 31 Texas bus lines, told a State Railroad Commission examiner that operating costs justify a 10 per cent rate increase for most types of in-state service.

Rates requested would apply to passenger, charter and express service.

POLLUTION BOARD CHALLENGED

State attorneys' claim district court has no jurisdiction over the Texas Water Pollution Control Board in an oil company's suit challenging the agency's authority to regulate disposal of oil field brines and waste.

Superior Oil Company sued the board in 53rd district court here, claiming the Railroad Commission is the proper agency to regulate oil field brines and waste disposal. District Judge Herman Jones agreed to consider the suit questioning board jurisdiction.

The state moved for dismissal, claiming such an action could be brought only with legislative permission.

TRAFFIC FATALITIES INCREASING

A steadily-increasing highway death rate is bringing demands for corrective action.

The death rate is up 14 per cent from last year. Total number of fatal accidents is up 13 per cent.

There have been 1,860 fatalities this year, compared with 1,631 in 1963.

PARKS PROGRAM

J. Weldon Watson, executive director of the Parks and Wildlife Department, says improvements at Lake Whitney, Falcon and Dam B. State Parks have reached the point where he foresees completion of the \$1,200,000

parke improvement program before next summer.

Parks people said the first day of the dove season proved a definite success as hunters "generally" obeyed the law, and most hunters apparently got their limits since birds were plentiful.

EMPLOYMENT

The advent of cotton-picking time in Texas offset the decline in the number of workers employed in vegetable, fruit and nut activities, from mid-June, and the Texas Employment Commission reported that farm employment ran 346,300 workers by mid-July, and total employment in the state rose for the seventh successive month to a total of 3,622,600 — an increase of 2,100 from June and up 60,800 from July, 1963.

The Commission also stated that only 4.2 percent of the total labor force was unemployed in mid-July, compared to 4.8 percent in July, 1963, and 4.4 percent in June, 1964.

WATER PROPOSALS

Another bid to capture floodwaters of the Colorado River above the Highland Lakes has been submitted to the Texas Water Commission by the Menard County Water Control and Improvement District No. 1.

Menard County WC&ID No. 1 wants to study the possibility of a dam site on the San Saba River four miles above Menard. This is the same dam site on which the U. S. Army Corps of Engineers is expected to propose a \$27,000,000 dam and reservoir when it completes its comprehensive report on the Colorado basin.

MENTAL HEALTH PLANNING

A year from the date when Gov. Connally asked interested citizens to develop a moderate, comprehensive program of men-

Airman Walcott Arrived For Germany Duty

Central theme of the 198-page document is that of treating mentally ill persons in or near their home communities, rather than sending them off to a mental hospital far from home and isolating them from society.

State psychopathic hospitals still would be needed for many thousands of patients each year, but the community plan is designed to provide an emergency care formula for some patients who would not need to be institutionalized with early treatment, and for those discharged from mental hospitals who need a "half-way" house to help them back to normal living.

Committee's completed set of recommendations will go to Connally and to the 1965 Legislature for implementation and legislative action.

INDEPENDENT OILMEN SEEK RELIEF

Texas Independent Producers and Royalty Owners Association (TIPRO), says independent producers are in "deep trouble" and the organization's executive vice-president has recommended a program of state and federal government action to help them.

W. Earl Turner says the oil industry is suffering from "a grave monopoly trend." He believes the trend is partially due to imports, sharp competition in marketing, and failure of protecting states (including Texas) to get their share of U. S. production.

HAHN, Germany — Airman Second Class Phillip A. Wolcott, grandson of Mrs. Bill Craig of 229 Ave. E, Hereford, has arrived for duty with a unit of the United States Air Forces in Europe (USAFE) at Hahn, AB, Germany.

Airman Wolcott, a nuclear weapons specialist, previously served in Okinawa. His new unit supports the USAFE mission of providing the major air contribution for defense of the NATO countries.

The airman, a graduate of General H. H. Arnold American High School in Wiesbaden, Germany, entered the Air Force in 1961.

SHORT SNORTS

Personal incomes of Texans gained 5.2 percent to a total of \$11 billion during the first half of 1964. . . . A total of 326 new lawyers will be sworn in September 21 here. . . . Allan Shivers will be master of ceremonies at a banquet October 16, where Mrs. Lyndon B. Johnson will be honored as a distinguished graduate of the University of Texas. . . . A defendant can be assessed one jury fee, though his case is retried, Atty. Gen. Waggoner Carr told Navarro County Atty. Jimmy Morris in an opinion. . . . Texas Water Commission is engaged in budget discussions aimed at stretching available funds to cover work on a state water plan.

Ya'll come...

To The GRAND OPEING OF HOLLY SUGAR CORP. SATURDAY, SEPT. 19

We Take This Opportunity to Congratulate You on Your New Plant and We Wish You Every Success.

Ya'll Come...

and spend the night, too!

We have ALL the modern conveniences AND... TWO LOCATIONS

K-BAR MOTEL East Hiway 60

PLAINS MOTEL West Hiway 60

THE KENDALL FAMILIES

CLOSE OUT on '64

The '65 are on their way!

We must make room

1964 full size sedan Only \$183.00 Down and \$66.39 per month

Stephens-Hudson Motor Co.

You'll Love the **BIG CHANGE** in **SAVINGS**

The world's richest taste in instant coffee.



10 Oz. Jar

\$1.19

You'll be DELIGHTED by the way everything "Comes Up SAVINGS" at COOPER'S. It's because we always have plenty of LOW prices plus many SUPER SPECIAL BUYS on foods your family likes best. If you're not already one of our satisfied customers, then drop by and give us a try. My, how you'll LOVE the change you keep for yourself—CASH SAVINGS you never dreamed possible on so many top-quality foods!



Libby — 303 Can

Sauer Kraut

6 For \$1

Libby — 303 Can

Spinach

6 For \$1

Lipton — 48 Ct.

Tea Bags

59c

Welchde — 32 Oz.

Grape Drink

29c

Qt. Jar

Miracle Whip

49c

Birdseye — Frozen — 9 Oz.

Awake Drink 3 For \$1

Micrin — Reg. 98c

Antiseptic

79c

Geisha — Whole Slices — No. 2 Can

Pineapple

4 For \$1

3 Lb. Can

Crisco

69c

Log Cabin — 24 Oz. Bottle

Syrup

49c

Cape Ann — Frozen — 8 Oz.

Fish Sticks 4 For \$1

Mennen — Reg. \$1.10

Baby Magic

69c



TOMATO JUICE

46 Oz.

2:57¢



GOLDEN CORN

WK or CS 303 Can

6:\$1



SWEET PEAS

Garden 303 Can

2:47¢



FRUIT COCKTAIL

303 Can

4:\$1



VIENNA SAUSAGE

Can

5:\$1



HOLLY BEET SUGAR

10 Lb. 98¢

WE AT COOPER'S EXTEND CONGRATULATIONS TO HOLLY SUGAR ON THE OPENING OF YOUR PLANT

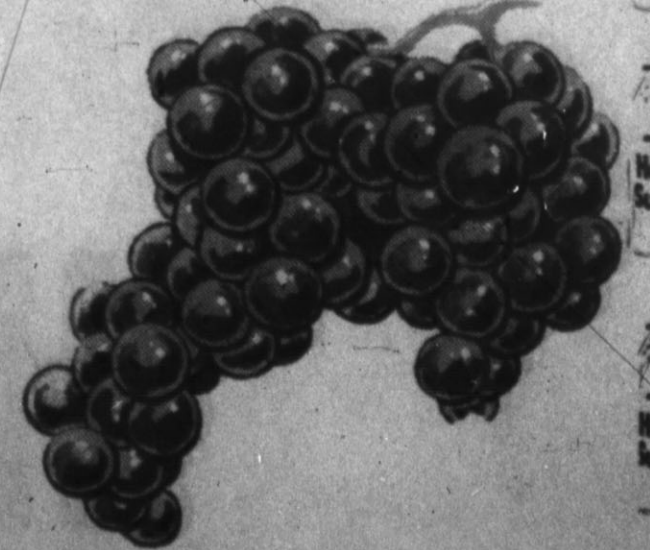
Libby — 14 Oz. Bottle

CATSUP

6 For \$1

Tokay **GRAPES**

2:35¢



STEAK

Round or Loin
USDA

89¢

Lb.



Ground Beef
Sliced Bacon

Fresh

Lean

Lb. 39¢

Corn

King

Lb. 49¢

Lemons

Sunkist

lb. 15¢

Peppers

Bell

lb. 15¢

Ajax — 14 Oz. Can

CLEANSER

2 For 29¢

Ajax — 28 Oz.

LIQUID CLEANSER

59¢

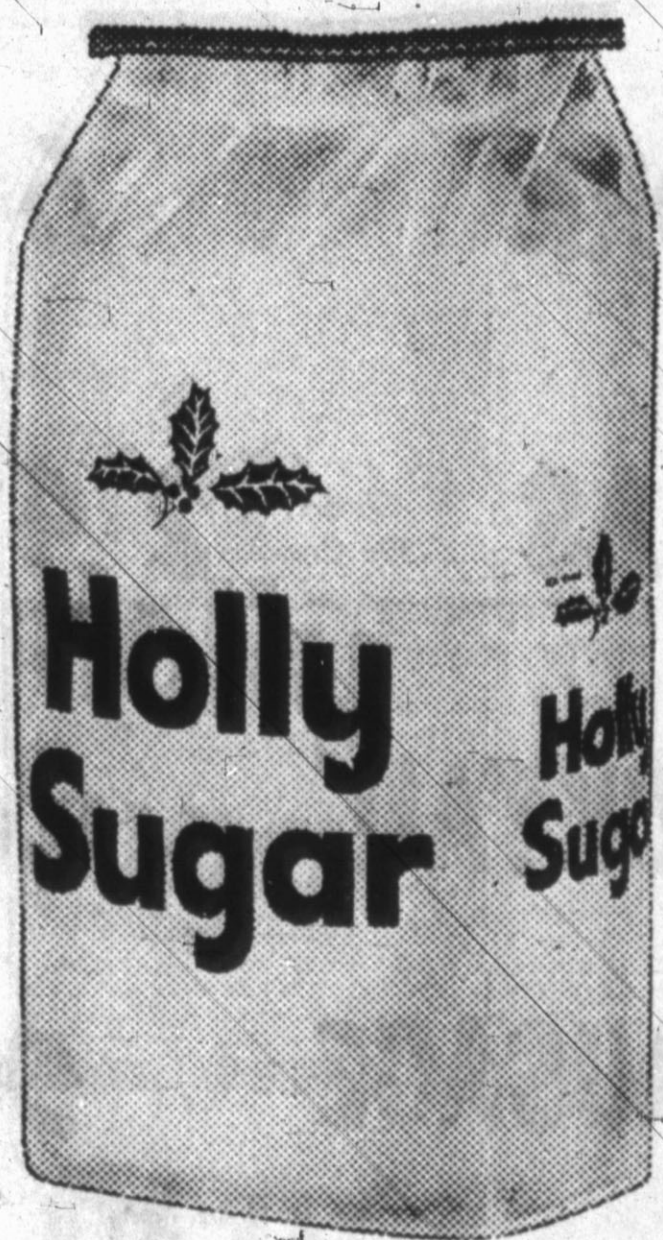
Ajax — Giant Box

LAUNDRY DETERGENT

75¢

COOPERS

WELCOME TO OUR DEDICATION



DEDICATION PROGRAM

10:30 a.m. SATURDAY, SEPT. 19

PUBLIC INVITED

Honorable JOHN CONNALLY

Governor of Texas: SPEAKER

PLANT TOURS

SATURDAY, SEPT. 19

Immediately Following Dedicatory Program

Until 5:00 p.m.

SUNDAY, SEPT. 20

10:00 a.m. to 4:00 p.m.

MERRILL E. SHOUP PLANT

HOLLY SUGAR CORPORATION

One Mile West of Hereford

The Whiteface

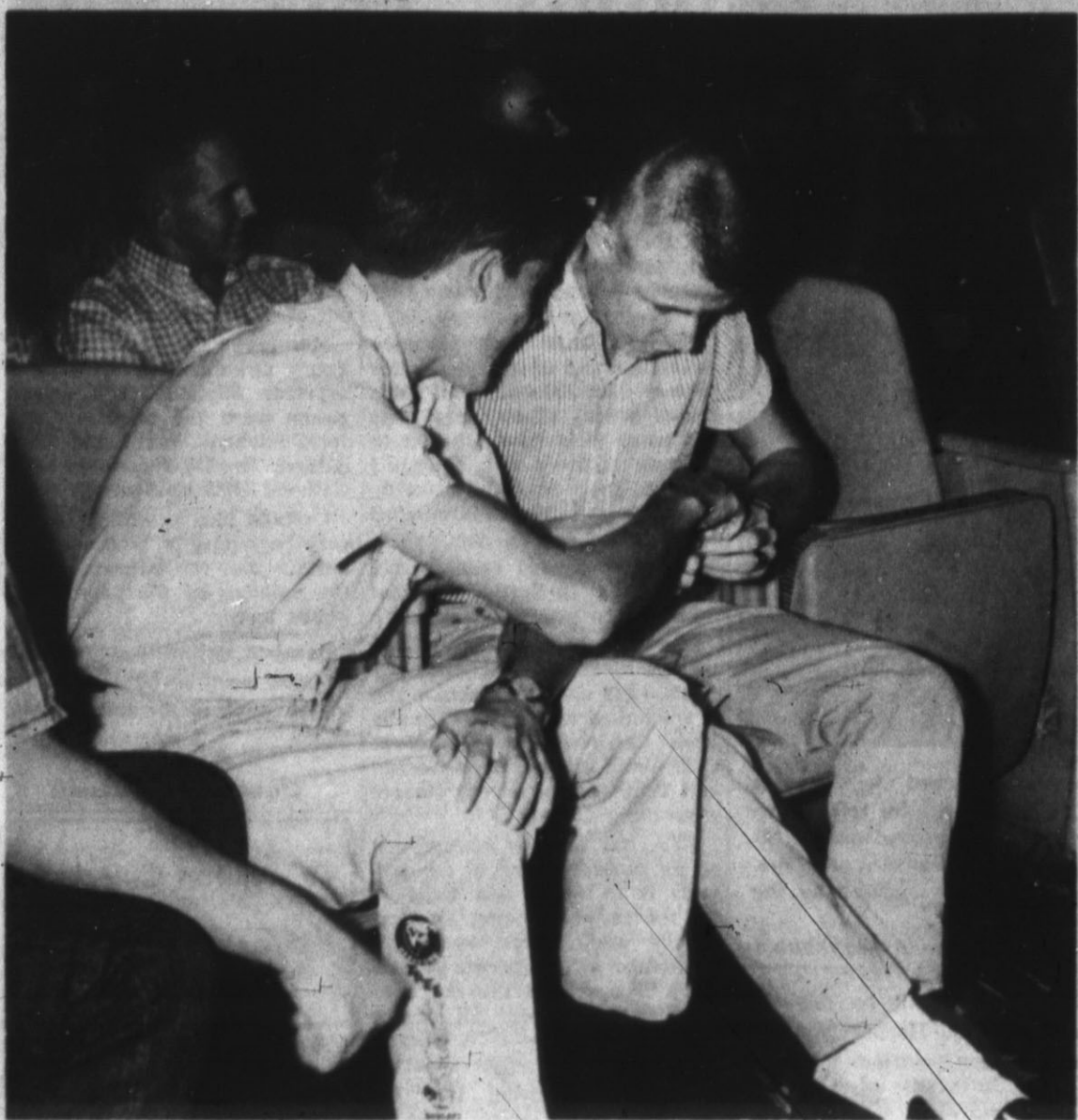
(OFFICIAL PUBLICATION OF HEREFORD HIGH SCHOOL, HEREFORD, TEXAS)

NO. 2

Section Two

The Hereford Brand, Hereford, Texas, Thurs., Sept. 17, 1964

Lebanon Family Moves Here; Two Boys In Hereford School



SENIOR RINGS ARRIVE — Jimmy Bell and Conrad Urbanczyh are shown here, admiring their rings at the end of the last school year. (Whiteface Photo)

By Sandi Thomas
From Lebanon to Gibraltar and then to New York to Lubbock, Lebanon, senior, and his family traveled when they left their home in Tyre, Lebanon five years ago. No one in this family of ten could speak English.

When the Maloufs arrived in America, the New York people hinted that there were cowboys and Indians in Texas. "We were rather surprised when we didn't see any whooping cowboys and fighting Indians," commented Mary, one of George's older sisters.

The Maloufs left Lebanon for several reasons. The Moslems and Catholics were disagreeing and causing much unrest. Many of the Maloufs' relatives were already over here and Malouf had been planning for a long time to come to America.

Most of the customs of the Lebanese people are like those in America. The women's dresses are a little longer, but in Beirut, the capital, the women follow the latest fashions from Paris.

In Lebanon, not many boys or girls date until they become engaged. To become engaged, a boy watches a girl and inquires about her; his father

speaks to her father about the couple becoming engaged. When the girl's father consents to the engagement, the boy and girl may start dating. If they do not get along, the engagement is broken.

Lebanon, situated on the eastern end of the Mediterranean Sea, southwest of Syria, and

north of Israel, has an area of 4,015 square miles, about four-fifths the size of Connecticut. There are about three million people living there.

The chief occupations are farming and fishing. Everyone has a job and no one walks the streets or goes from door to door begging. "The jobless go fishing; everyone can make money selling fish," George stated. "Father owned a dry goods store."

The language of the people is a mixture of French and Lebanese, the latter derived from the Arabic language.

The terrain is composed of mountains, plains, and coastal regions. "The climate is wonderful year round. A range in temperature from 50 degrees to 90 degrees permits year-round fishing. There is no snow except in the mountains," stated Renee, George's oldest sister.

Lebanese money differs little from American money. There are paper nickles, dimes, quarters, and 50-cent pieces in Lebanon.

The people of Lebanon play American games but soccer is the main sport. It is similar to American football, except that

(Continued on page 2)



NEW HHS STUDENT — George Malouf, senior, is shown in Hereford High School as he begins his new school year. George is from Lebanon and moved to Hereford recently from there. (Whiteface Staff Photo)

Teachers Association Honors New Teachers At High School

By Marilyn Tice
"Little Nell" and Mary of "Mary Had a Little Lamb" made their way into the intellectual set as 175 members of classroom Teachers Association honored new teachers at a supper Monday, Sept. 14.

Stanton Junior High presented the skit entitled "Little Nell." Playing the part of Little Nell was Mrs. Phillip Shook. Playing the part of Nell's mother was Mrs. Donnie Richardson. Robert Godfrey played the part of the villain and the sheriff was portrayed by John Murdock.

Aikman teachers wanted to give everyone an idea of what their students are taught, so they decided to let everyone join in a choral reading. Mrs. Mary

Shipley lead the group in reciting "Mary Had a Little Lamb." A group of teachers from Aikman gave the sound effects during different intervals of the rhyme.

Mrs. Tob Painter was in charge of the program from Hereford High School. She gave each person a slip of paper. On one side of the room wrote a question, "What would I do if..." The other side wrote an answer, "I'd..."

Donnie Blankenship, from Shirley, seemed to have forgotten to tell his teachers they were to have a program. When he asked Bette Watson to play the piano she had to refuse because she did not have any music. To go along with the joke, he asked Joyce Bryant and Lavada Shannon to sing a song, but they too declined on the grounds that they did not know the same song. They concluded their program by leading the entire group in a hootenanny. Lois Christian then read a titleless poem which she called "An Apology to Tennessee Ernie Ford."

Central's program entitled "Clever Quips" was presented by Paul Abalos.

Presiding as mistress of ceremonies was Mrs. Albert Ricketts. In charge of the arrangements was the membership chairman, Mrs. Phillip Shook.

Student Forum Is At Brownfield

That high school students think significantly and deeply about moral, personal and world problems and foster understanding through that awareness was the purpose of Brownfield High's first student forum held September 14. The idea was conceived by several concerned leaders, parents and teachers at Brownfield.

Mrs. Helen Coffman made the invitations for the special guests. Others assisting were Reece Whittington, Mrs. Virgil Dodson, Mrs. Dennie Richardson, and Mrs. Charles Bell.

Degrees Of Achievement Mark Growth Of Future Homemakers

By Janice Head
The growth of individual members of FHA are recognized through Degrees of Achievement. The degrees of achievement are the junior, chapter and state. In homemaking the requirement for each degree is concerned with setting goals of various types, such as goals for school, church, home life and community.

Some of the church goals one should attend church regularly and take an active part in the church. Also one should support the church and be a faithful attendee.

The home goals are to take responsibility of laundering ones own clothes. Also one should make improvements inside the home as well as the outside home.

The goals in school are to be a good citizen in all the class and take part of the responsibility. Also one should take part in the class discussion.

In the community one can help keep the community clean. One can also help the community home for the aged. If a person has nothing else to do, he can help take care of the younger children of the community.

After the degree is finished, one is awarded the symbol is given out. The key for the Junior, the scroll for the Chapter and the torch for the State. Also for the State one gets to go to state.

Before you can start another degree one has to finish the one before that one to start the next. The qualifications to get one of these degrees, one has to be in high school and taking a course in homemaking before one can get a degree.

It takes a year for each degree. On the State degree it sometimes takes two years. If a homemaker really puts out the effort, he can finish the State degree by the end of his junior year. The homemaking teacher urges every homemaking girl to take all three of the degrees and completely finish them.

EDITORIAL Leisure Time Contributes To Many Faults Of Teens

By Dannie Kemp
Every year an alarming amount of the American youth march into the offices of the nation's psychiatrists. The reason for this mass movement is that the youth of America are being confronted by vast personal problems that are beyond the scope and understanding of the teenager and his parents.

American youth are living in an age of leisure time and the modern labor-saving devices are adding to this problem every moment. Every year the "unemployment problem" will leave more than two million teenaged job seekers with nothing but time on their hands. "An old proverb states that 'idle hands are the devil's workshop.'" The youth of America have more idle time than any group of young adults in the history of mankind. The teenagers use this leisure time being bored and seeking to abolish this boredom. To obtain this goal, some teenagers commit acts that are morally wrong without thinking of anything more than an evening being passed most enjoyably. The number of unwed mothers climbs at an amazing rate. Teenage marriages are becoming common place and are being accepted as normal.

Four ingredients are needed to make what is commonly known as a "juvenile delinquent." The first is mobility. The family car is used as much by the teenager of the family as it is by the parents. Most American teenagers have access to an automobile, his own, that of his parents, or that of a friend.

The second is a knowledge of what is happening around town. This is solved by the numerous drive-in restaurants in town. Information is passed from car to car and from person to person.

The third ingredient is the use of alcohol. Any enterprising youth can have a fifth in a matter of hours. This is illegal; but the youth of today avoid the liquor laws the same way his father and grandfather avoided the Volstead act.

The fourth necessity is the neglect of parents. Many parents are considered very conscientious with their off-spring. In the modern days "it is not possible to know every moment the whereabouts of the teenager who announces that he is going to visit a friend and watch television. Late in the evening he may ride around 20 to 30 miles along back roads with some girls he met at a drive-in restaurant."

What can be done to keep our nation's youth in the "straight and narrow" path? It is the parent's duty to install into the teenager a sense of right and wrong. The teenagers of today are the adults of tomorrow. The parents and adults of today must train and teach the adults of tomorrow the way an adult should behave. Parents need to teach America's youth the meaning of the word "maturity."

Editors' Notes:

By Vickie Isman
Senior rings! Who would think that a piece of jewelry could signify so much: twelve years of studying, working, worrying, and finally learning.

I am sure that the underclassmen who are wearing red bumps on their heads could tell me what senior rings mean to them. It would probably be a pain in the neck, or is it the head?

To use an old cliché, the world is getting smaller every day. To anyone who witnessed the dedication of Holly Sugar last Saturday, it was quite apparent.

About the only time I can remember seeing anyone of great political importance in Hereford was the time last summer when General Dwight Eisenhower came through on his special train. Even then, the train was going so fast that only a moving blur could be seen.

Last Saturday, the governor of Texas, several congressmen, the attorney general of Texas and of Maine were all in Hereford. Either that old saying about the world getting smaller is true or Hereford is getting bigger.

Any high school student is aware that Hereford is bigger. For proof, all anyone needs to do is try to walk down the middle hall of high school during

(Continued on Page 2)

Thompson Talks At Senior Meet

By Romantis Lucero
Robert Thompson was the speaker at the senior class meeting on Thursday.

Thompson's purpose was to present some information concerning the higher education of the graduating seniors. He talked about applications for students who plan to enter college after graduation. Thompson briefly discussed the college entrance tests and scholarship applications. "I'm not going to try to sell anyone on the idea of going to college," he stated.

Thompson added, "I do want to stress the importance of a college education, however."

Any senior wishing to discuss his college plan with Mr. Thompson may do so by registering in the counselor's office at his earliest convenience.



FRESHMAN HOME EC — Mrs. Dean Bradley is the new freshman home economics teacher at Hereford High School this year. Other teachers in the department are Mrs. J. J. Durham and Mrs. Frank Prowell. (Whiteface Photo)

Deadline Near For 'Roundup' Photographs

By Jane Messick
Deadlines for annual pictures are fast approaching. Brady Photography Studio set Sept. 26 as the latest date for underclassmen. Seniors that have not had their pictures made should make an appointment with Angel as soon as possible.

Mr. Angel commented, "The pictures are going real good this year, better than usual." So far there have been about 160 students out of the expected 200 to come in. The proofs will be ready in about one week after they are taken and two weeks more for final outcome.

Nearly all underclassmen have been into Brady's. He is expecting about 750 when finished. Since there are many to be taken, it will be about a month for final development of each picture.

The price this year will be two black and white poses for \$1 and each additional pose 50 cents at Brady's Studio. The basic charge at Angel's is \$2.04.

Whiteface Band Plays At The Holly Sugar Plant Dedication

By Patricia Lindeman
Gov. John Connally was the main speaker at Holly Sugar Corporation Saturday. The Hereford High School band played for the dedication and were luncheon guests of the Holly Sugar Corporation.

Merle Carmichael, feature twirler, and Patty Roach, line twirler did solo routines together.

The band played several marches, national anthem, and state song. They then played "The Eyes of Texas" for Gov. John

Connally. Following the program tours of the plant conducted for visitors, they were given special gift packages of Holly sugar and other mementos of the occasion.

Holly president Dennis O'Rourke said the sugar beet refinery will be able to produce up to 200-million pounds of sugar annually. It has the capacity to operate 24 hours a day, seven days a week, each fall and winter until the entire annual beet crop of the surrounding area and some parts of New Mexico is converted into sugar.



NEW PE TEACHERS — Mrs. Schumacher and addition to her duties as PE instructor, Mrs. Mrs. Collingsworth are two new girls' PE teachers here at Hereford High School. In (Whiteface Photo)

Hereford FFA Chapter Wins Tri-State Prize

The FFA Chapter at Hereford High School topped 17 entries in the Future Farmers of America educational exhibits at the Tri-State Fair Monday.

The chapter's winning project dealt with conserving irrigation water, and how farmers can save by using four irrigation systems.

Instructors are Jess Robinson and David Nicholson.

Judging the exhibits were L. M. Hargrave, head of the agricultural education department at Texas Tech, and Sam Thomas, agricultural representative for Southwestern Public Service Co.

Placings and the amounts won by the chapters follows:

First Division, \$60 each: Hereford FFA, "Conserving Irrigation Water," Perryton FFA, "Safety in Handling Farm Chemicals," Memphis FFA, "Mr. Farmers You Can Compete In the Cattle Business."

Second Division, \$55 each: Amarillo FFA, "Don't Kick Your Money Around," Spearman FFA, "Minimum Tillage," Panhandle FFA, "Vitamin A Deficiency Reduces Efficiency," Shamrock FFA, "Fertilize Your Fish Pond," Claude FFA, "Performance Testing," Palo Duro FFA, "Feed Lot Lighting."

Third Division, \$45 each: Clarendon FFA, "Water Distribution," Wellington FFA, "Pasture for Swine," Dumas FFA, "Soil

Structure - A Key to Yields," Mobeetie FFA, "This Is Your Crop, Mr. Farmer - Don't Lose It," Gruver FFA, "All Concentrate Feeding of Beef Cattle

Initiative Is Goal Of Key Clubbers

"Encourage individual initiative is the goal of all Key Clubbers this year," stated Bob Reinauer, president.

Drew Kershen was the guest speaker at the first meeting held on Tuesday, September 15. He spoke on the importance of Key Club and his last summers trip to Mexico. "I went with a group of students that were trying to promote good relations. We built many of the people new homes, which were divided into rooms, a great change over their old homes. In their old homes there was one room which was the bedroom, kitchen, living room, and bathroom.

"By building the new houses it gave the people a sense of responsibility," said Drew. "We didn't work all the time, we would work maybe from Monday to Friday and take off Friday and travel and come back on

Saves Labor, Cost and Equipment."

Fourth Division, \$40 each: Estelline FFA, "Safe Grounding of Electrical Equipment," and Vega FFA, "Mr. Rancher - How Are You Riding."

Monday morning. On these trips we saw bull fights and rooster fights and we went to many cities in Mexico. In my opinion Mexico is a wonderful up-and-coming nation of the future," stated Drew.

At the meeting were four sophomores who wanted to join. This is not enough sophomores in this club. In the future the sophomores of this year will help make up the Key Club. So if any sophomore boy would like to join Key Club please be present at the next meeting.

"The Key Club is going to have to elect a sweetheart for this year," stated Bob Reinauer, "because it's kind of drab without one." The new officers of the Key Club this year are Bob Reinauer, president; Jerry Don McCaslin, vice-president; Gordon Golden, secretary; and Dick Lookingbill, treasurer. All these officers were elected last term before school was out.

Lebanon...

(Continued from page 1)

the ball is kicked instead of carried.

The government of Lebanon is democratic, the president being elected for six years.

The average Lebanese child starts to school when he is four years old and is able to graduate when he is 12 years old. "The subjects were chosen for us," states George. "French was required since it was used a lot." Boys and girls go to separate schools.

Beirut, the capital, has three universities—French, American, and Lebanese. About 35,000 American families are permanently settled here.

"Starting life anew in a foreign country is not easy when you do not know the language of that country," stated George. "My sister Mary tried to talk French to the teachers but they could not understand that language either." The family soon picked up the English language and can now speak it quite fluently.

George's favorite musician is Henry Mancini because he creates a foreign sound. He likes nearly all American food, but at home, his mother still cooks Lebanese food, which is rich and flavorful.

Mrs. Malouf orders some of the ingredients of her food from Dallas since she cannot obtain it in Hereford. Among the things she orders are grape-vine leaves and thyme seeds.

Hanna Malouf, George's father, is the owner of Malouf's Dry Goods in Hereford. He maintains a small chain of these stores throughout the Panhandle.

The family will receive their citizenship papers soon. They have met the basic requirements living in America for five years, and learning to read and write the English language. The family as a whole receives citizenship papers when Malouf applies for his. Renee, the oldest girl, will have to apply for her own since she is of age.

George's family consists of his mother and father, John and Linda Malouf, and two brothers and eight sisters. The brothers are Tony, 16, a freshman at HHS and Joey, three years old. His sisters are Renee, 21; Mary, 19; Carmen, 13; Sue, 11; Georgette, nine; Amal, seven; Sylvia, five; and Giselle, one. George is 13 years old.

George plans to major in chemical engineering at West Texas State University. After he graduates from college, he plans to visit friends in Lebanon.

The University of Texas Ex-Students' Association will bestow "Distinguished Alumnus Awards" on four Texas-Exes at a Homecoming banquet Oct. 16. Selected for 1964 honors are Mrs. Lyndon B. Johnson, who in May received one of the University's rare honorary degrees; Fernando Belaunde-Terry, president of Peru; Walter Cronkite, CBS-TV news commentator, and Charles I. Francis, prominent Houston attorney. Former Governor Allan Shivers, who was cited as a distinguished alumnus in 1962, will be master of ceremonies at the 7 p.m. banquet in Austin's Municipal Auditorium. Banquet reservations, at \$5.50 each, may be made with the Ex-Students' Association, Box 7278, University Station, Austin, Texas 78712.



FIESTA QUEEN — Lilia C. Trevino, 16, a Hereford High School Junior, was named queen of this year's Spanish Fiesta here last week, and here she's shown being crowned by Sheriff Lowell Sharp. She is the daughter of Mr. and Mrs. Carlos Trevino, 314 Ave. I. Watching the crowning ceremony are

her escort, Raymond Escabal Jr., Frankie Torres and last year's queen (far left) Anabel Garcia. Leaders of the grand march for the ball which followed were Mr. and Mrs. Trinidad Gomez. Music was supplied by the Amarocki, Amarillo.

(Bradly Photo)

The University of Texas' Mark Twain collection is serving as a principal research resource for a definitive edition on Twain, now being prepared by more than 20 American scholars. UT's collection, consisting of about 5,000 items, is considered one of

the two most extensive holdings of Twainiana in existence. Dr. William B. Todd, UT English professor and Humanities Research Center director of bibliographical studies, is official bibliographer for the project. The first of 37 volumes in the

new edition will be published next spring. Harper and Row will be the principal publisher. The University of California Press will issue about a dozen volumes.

Read The Classified

Editors'...

(Continued from Page 1)
a class break. It's next to impossible.

The Whiteface Band, sweepstakes now for two years, played at the Holly dedication. Listening to them, one could well imagine why they were sweepstakes. Much hard work and long hours goes into producing the wonderful performance they gave.

The Tri-State Fair is once more here and is responsible for a slicing last Monday off this school week. Many area boys and some girls have entries in contests at the fair. I wish I could be more specific, but I do not know exactly who is entered or what the entries are.

One fact always escapes me, if this is a Tri-State Fair what three states are represented?

Speaking of smaller worlds, besides having the exchange students, HHS also has a senior and a freshman who are originally from Lebanon. The Whiteface staff would like to extend George and Tony Malouf a very sincere welcome.

FTA has already started one of its projects. One of its projects is to select two teachers for the honor of being teachers of the week. Each week, the Whiteface will cooperate by having a "Know Your Teacher" column in the paper. All of the credit goes to the FTA chapter for getting their projects started and for suggesting that the Whiteface have stories on these particular teachers. I am glad that FTA will be taking full ad-

vantage of having a school newspaper.

Could anyone tell me why everyone was honking last Friday night while driving around? Could it have any possible connection with the football game? Congratulations team! Winning was great, but the score of 34 to 7 was even better.

Don't miss the game tomorrow night at Littlefield. Every HHS student should be there to see the Whitefaces beat the stuffin' out of the Wildcats.

Members of the Catholic Youth Organization went on a hayride Sept. 16. The special guests were the exchange students Michio Wakai and Rene Batard. The CYO consists of 75 Catholic HHS students.

I should like to explain at the very beginning of Whiteface editorials that the editorials are the opinions of the person who writes them.

Remember locker 14 when news or facts need to be brought to the attention of the school newspaper.

Classifieds Get Results

Dr. Milton C. Adams

OPTOMETRIST

OFFICE HOURS

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

Saturday 8:30 - 1:00

335 Miles EM 4-2255

STAR Continuous Sat. & Sun. 1:45 p.m.
Week Days From 6:45 p.m.

Now... Thru Saturday

LEADVILLE'S JUMPIN' TONIGHT

- 'Cause MOLLY'S Struck it RICH!

IT'S A GIANT SCREENFUL OF LAUGH-PACKED HAPPINESS!

the **Unsinkable MOLLY BROWN**

with **DEBBIE HARVE REYNOLDS · PRESNELL**

ACADEMY AWARD WINNER **ED BEGLEY**

WITH THE ROLLICKING MUSIC OF **MEREDITH WILLSON**

STARTS SUNDAY

RICHARD BURTON · AVA GARDNER
DEBORAH KERR · SUE LYON

one man... three women... one night...

Metro-Goldwyn-Mayer and Seven Arts Productions present
the John Huston-Ray Stark Production of
Tennessee Williams

THE NIGHT OF THE IGUANA

ADULT ENTERTAINMENT

TOWER DR. IN THEATRE
Boxoffice Opens 7 p.m. — Show at Dusk!

Now... thru Fridays \$1.00 Per Carload

The Unusual World Of "Mondo Cane"

"Frantic" Full of Suspense

Saturday Only

A FIGHTING MARINE IN THE TIME-BOMB OF THE WORLD

a YANK IN VIETNAM

MARSHALL THOMPSON

John Wayne in "RIO GRANDE"

SUNDAY — MONDAY — TUESDAY

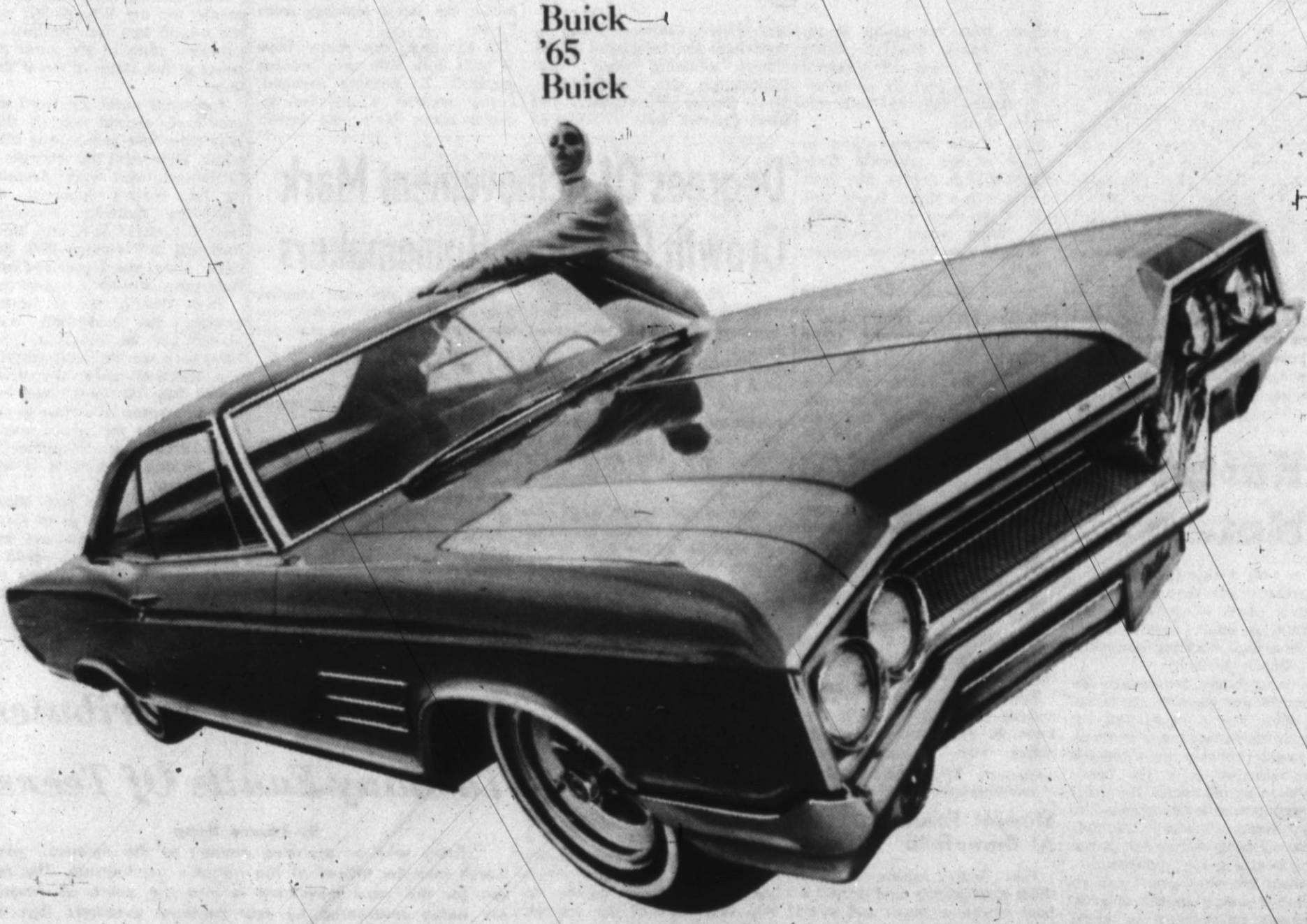
The **BRAVE ONE**

Dean MARTIN and Jerry LEWIS **AT WAR WITH THE ARMY**

QUALITY NURSERY STOCK

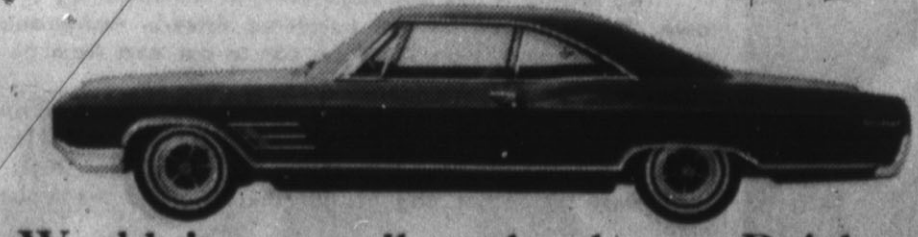
Armstrong

505 W. Park EM 4-1868



We changed the Buick a lot this year. And you may never be the same again yourself.

We doubt you'll want to be the same. Not once you set eyes on our new Buicks. On the Buick Special and the Skylark. The LeSabre, Electra 225, Riviera. And on the sleek, modified fastback of the wild, wilder, Wildcat in the picture. True, there's a new high-style touch. But that's hardly all. Engineering still has the emphasis. It's a Buick tradition. So are the extras Buick spends a little extra on. Like finned brake drums that do a little better. And smoother drivelines. A tuned suspension to smooth ribcage roads. Now add Buick's Super Turbine transmissions—and you have an idea of what Buick owners have always liked about Buick. We think you'll feel the same.



Wouldn't you really rather have a Buick

SEE YOUR LOCAL AUTHORIZED BUICK DEALER. AUTHORIZED BUICK DEALER IN THIS AREA:

KINSEY-OSBORN MOTORS, INC., 142 N. MILES

Soil Test Important, Says Area Agronomist

W. G. "Bill" Bennett, Agronomist

Understanding soil test results is important in fertilizer use. I plan to start a series soon on soil test results and what they mean. They oftentimes will tell you more than just fertility needs.

The first result to be discussed is the soil reaction or soil pH. This value tells whether the soil is alkaline, neutral or acid. Almost 100% of our High Plains soils are in the neutral to alkaline range.

Soil pH is usually related to calcium content and texture. Up to pH 7.8, calcium that is present is usually a part of the exchange complex on the clay. At pH 7.9 and above, calcium is usually excessive and is present as free calcium carbonate. The quantity of free calcium carbonate will usually increase up to pH 8.3. Soils at pH 8.2 to 8.3 contain high levels of calcium carbonate and are usually called "caliche" soils.

Availability of phosphorus is related to soil pH. There is a mistaken idea that phosphorus availability is seriously decreased in any alkaline soil with pH 7.0 or above. This is not necessarily true. Phosphorus reversion and fixation is not a serious problem at pH 7.5 and below, however, at pH 7.9 and above, when free calcium carbonate starts to accumulate, this can become a serious problem.

Minor element availability is

related to pH in a manner similar to phosphorus. Up to pH 7.8, minor element availability is usually good. At pH 7.9 and above, minor element availability is decreased and could be limiting production at pH 8.2 or 8.3. Minor elements most apt to be needed in the High Plains are iron and zinc. Availability of manganese and copper are usually decreased at this high pH, however, little or no response has been noted in this area.

Soil pH can be used as a guide as to whether to band or broadcast phosphorus. Banding will usually give more efficient phosphorus use than will broadcasting on almost any soil, but at pH 7.9 or above it is much more desirable to band the phosphorus fertilizer. Presence of free calcium carbonate will usually determine the importance of banding. Rate, source, time of application and land ownership will also influence whether to band or broadcast phosphorus.

Soil pH and calcium can be used as a guide for determining sulphur need. Many High Plains soils at a pH of 7.8 or below will respond to sulphur. Soils with pH 7.9 or above that contain free calcium carbonate should generally respond to sulphur. Rate, source and method of application will depend on whether you want to reduce soil pH over the entire soil mass or within a small band, for example, with sulphur in your fertilizer solutions. Both dry drilled sulphur and liquid

fertilizer sulphur are generally available.

Soil pH will usually increase with time because our irrigation water contains both calcium and magnesium. The quantity is not great but it is sufficient to increase pH very slightly each year.

Parish Council Hears Kershen Mexico Lecture

Drew Kershen presented an illustrated lecture on Old Mexico for Saint Anthony's Parish Council when they met Thursday, Sept. 10, in Saint Anthony's Cafeteria.

A junior at the University of Notre Dame, Kershen explained the summer work in Mexico done by the Catholic International

Lady Apostolate. Of the venture to promote good will, Kershen reported on the group's undertaking of building new homes, cement houses with separate rooms and modern facilities, to replace the poorly constructed ones of plywood-type material.

He cited efforts of Mexico to build better schools and improve their educational facilities and opportunities; to build better roads for the marketing of foodstuffs and their products. He noted that the question most often asked by the U. S. visitors was about the racial problems in this country.

Present were Mrs. Ed Loerwald, Mrs. Alfred Reinart, Mrs. Elbert BVance, Mrs. Gene Loerwald, Mrs. W. J. Albracht, Mrs. Ray Wilhelm, Mrs. Frank Wilhelm, Mrs. Andrew Kershen, Mrs. A. H. Husmann, Mrs. Leon Vinton, Mrs. Vincent Walterscheid, and Mrs. Leander Reinart.

Also Mrs. William Kahlich, Mrs. Agnes Hellman, Mrs. Leo Ohlig, Mrs. Lester Wagner, Mrs. Alvin Schmucker, Mrs. Edward Schilling, Mrs. G. W. Hund, Mrs. Mabel Wagner, Mrs. Johnny Jesko, Mrs. Oscar Schwertner, Mrs. Kenneth Walterscheid, Mrs.

Kenneth Artho, Mrs. John Gallagher, Mrs. Mary Green, Mrs. A. H. Reinart, Mrs. George Turentine, Mrs. Jimmy Jesko, Mrs. J. E. Pavlicek, Mrs. Walt Warren, Mrs. John Warren, and Mrs. Edward Paetzold, who presided.

Mrs. Fuller Recovers From Back Injury

Mrs. H. S. Fuller, Dawn, returned to her home Saturday after an eight-day stay in a Canyon hospital, where she was in traction after a back injury.

Read The Classifieds

Complete Educational Plan For All Ages
THE WORLD BOOK ENCYCLOPEDIA
 Call EM 4-1410 for Local Representative
D. C. MARTIN 130 Ave. J
 Easy Terms

Attorney General Addresses Law Enforcement Conference

In a speech to the annual Attorney General's Law Enforcement Conference at the Driskill Hotel, Austin, Friday, Attorney General Waggoner Carr told the group that "It is time we became as concerned over the rights of our law-abiding citizens as we are about the rights of the convicted. It is time we 'cracked down' on the lawless and give real meaning to the term 'crime doesn't pay.'"

Carr outlined an 8-point program to accomplish this and asked the officials to take the ideas home for study and local usage.

Those attending the Conference included County Attorneys, District Attorneys, County Judges, Sheriffs, Judges of the County Court at Law, and Judges of the County Criminal Court, and others interested in law enforcement activity from a majority of the 254 counties of Texas.

Carr's 8-point program is: (1) expand training and education of law enforcement officials; (2) more and better paid law enforcement officers; (3) teach personal knowledge of confinement to juvenile offenders; (4) teach and gain increased parental responsibility; (5) make parents completely financially responsible for damage done by juveniles; (6) place part of the responsibility for the "cure" on the juveniles themselves through such programs as the Texas Youth Conference; (7) continue and improve the annual Attorney General's Law Enforcement Conference; and (8) use of intensified local community "crime drives."

Carr emphasized the need to keep such programs at the home-town level with local officials running them, but pointed out that the Attorney General's office had a public duty to bring such suggestions to the public and to offer programs to solve the crime problems of the state. In addition, he offered to work with any group to draft proposed legislation where needed.

Carr pointed out, in discussing the eight points, that Texas Institutes of higher learning offered no college level degree in police science, that the would-be student must go out of state for such training, and suggested expanding law enforcement training programs conducted at the state and local levels of government.

He recommended that each county and city make a study of the pay scale and number of local law officers to make sure they have what is needed to meet "the growing lawlessness."

In recommending that juveniles actually understand punishment by confinement, Carr pointed to Jefferson County's policy of taking juvenile offenders on a tour of Texas Department of Correction facilities and recommended this to other counties and cities.

Regarding increased parental responsibility, Carr recommended that no juvenile be allowed to pay his own fine, or a hearing conducted without parents being present. In urging that whenever a juvenile is arrested for an offense the parents must personally appear at the police station before his release, Carr cited a Dallas city ordinance which directs to detain juvenile drivers, who do not have valid licenses, until their parents come to the police station for them.

Along the same lines, Carr stated that the 1957 state law providing for damage recovery from parents of another was too low (\$300). He pointed out if the parents were totally liable, they might keep a closer eye on their children.

Additionally, the Attorney General wants a continued expansion of voluntary efforts by juveniles to solve their own problems but pointed out that they need the support of local civic and service groups to do their job well. The FBI has recommended the Attorney General's Youth Conference approach in over 20 other states.

The Law Enforcement Conference was the seventh point discussed. Carr recommended its continuance, and asked for ways to improve the program for the benefit of those attending.

The Dallas "crime slowdown drive" was highlighted as an example of Carr's final point—a succession of intensive local crime drives to keep the spotlight focused so that the habitual criminal will "keep on the run."

The new program will be a continuous one with Carr and his staff working with local leadership in each community to develop a strong statewide anti-crime effort.

New Officers Elected For Fruit Growers

Recently elected directors and a new slate of officers will be installed at the annual convention of Texas Citrus & Vegetable Growers & Shippers in Houston September 27-30.

The newly elected directors include Andrew S. Chauvin, McAllen; N. H. Clark, Laredo; John L. Couch, Weslaco; Horace Etchison, McAllen; E. A. Koelle, Donna; T. J. Power, Carrizo Springs; Chas. A. Rogers, Jr., Donna; R. E. Shackelford, Mercedes; and Herb Wade, Rio Grande City. Having another year to serve are Bob Allen, Muleshoe; John B. Hardwicke, McAllen; Robert L. Hartness, Pharr; Albert A. Ivy, Carrizo Springs; G. F. McGee, Raymondville; Wallace Mahoney, La Feria; Fred Petch, Alamo; Roé Schapira, McAllen; Randolph Slaughter, Laredo; Henry Van De Walle, San Antonio; and R. C. Walker, Plainview. Retiring from the board this year are Joe Byrd, Crystal City; Robert V. Dublin, Jr., Laredo; John H. Ginsback, Alamo; M. W. Held, Mission; Vale Mayes, Edinburg; Orval Stites, Donna; and John F. Wiesehan, McAllen.

The statewide membership is now balloting for selection of the officers and results will be announced at the convention on September 30. Completing their term as officers for the association during the past year are C. T. Peters, Donna, President; Duke Larson, Pharr, Vice President; and Carl H. Carper, San Benito, Secretary-treasurer.

now! the beautiful shapes for '65

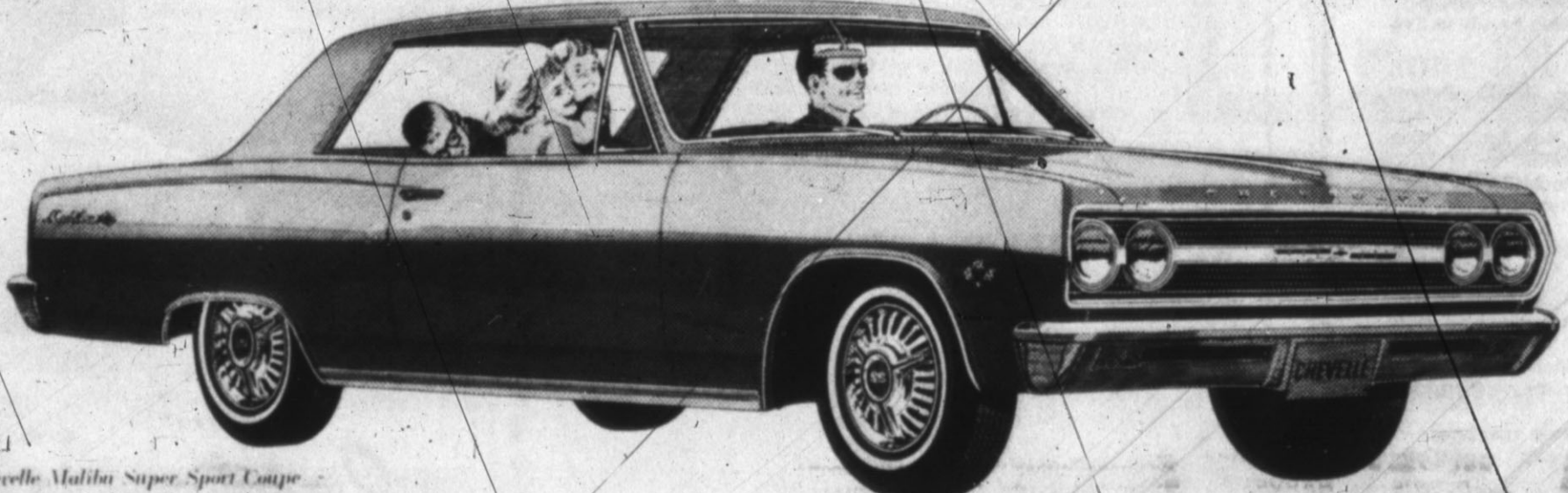


65 Chevrolet Impala Sport Sedan

Chevrolet Impala '65

It's longer, lower, wider—with interior comforts that'll have many an expensive car wondering why it didn't think of them first. More shoulder room, more leg room up front. Curved side windows, rich new fabrics and an instrument

panel that's a conversation piece all by itself (in the Impala, it has the look of hand-rubbed walnut). In fact, just about everything's new right down to the road. And even that'll seem newer because the Jet-smooth ride is smoother than ever.



65 Chevrolet Malibu Super Sport Coupe

Chevelle Malibu '65

New style, new ride—and plenty of V8 stuff. Here's all that made Chevelle America's most popular new-sized car—plus some surprises that promise to make it come on even stronger. Like those cleaner, bolder lines. Like the silky

way its new ride skims over the choppiest roads. Like V8 power that'll make you think we stole some of Corvette's stuff—which we did. All told, five engines are available from a quieter six to a V8 that comes on 300 horses strong.

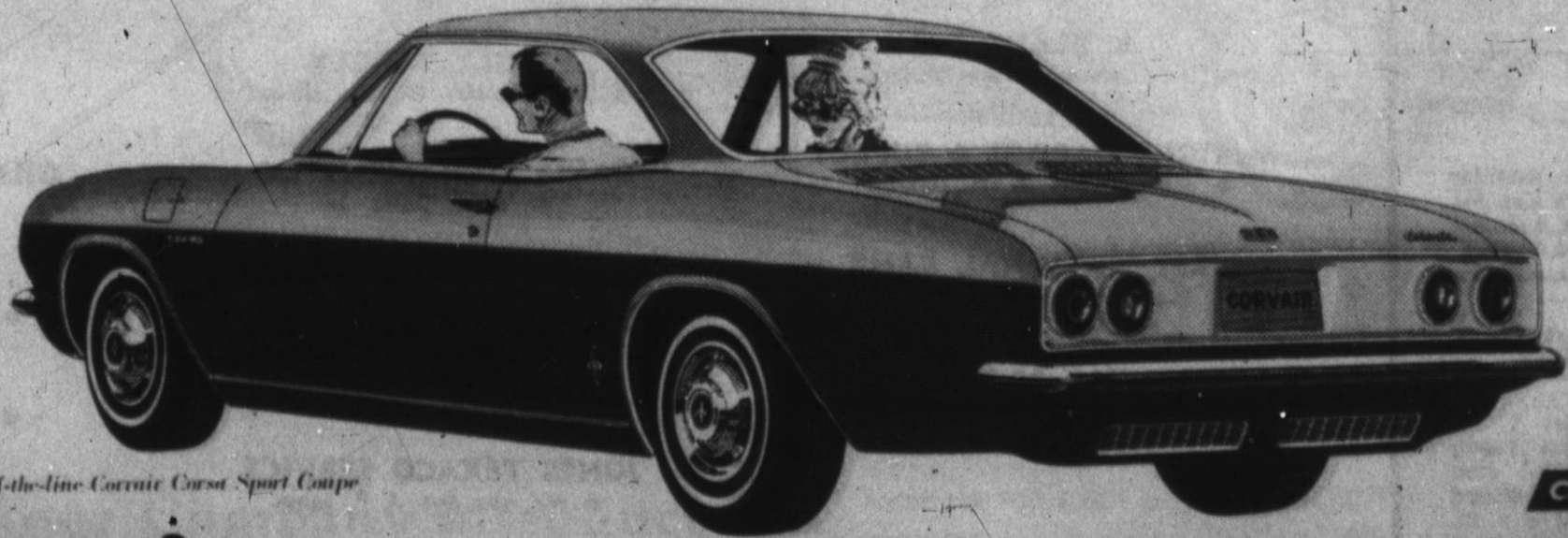


65 Chevy II Nova 4-Door Sedan

Chevy II Nova '65

It may very well be the expensive-est looking thrift car you've laid eyes on. But thrift it is. The big difference being that Chevy II's marvelous mechanical efficiency now wears a debonair new look. And offers a new range of engines,

including a new 300-hp V8. If you go by—all the fine new features, you could get the idea that saving you money was about the last thing we had in mind. And in a way it was. Right up until we pasted on the price sticker.



New top-of-the-line Corvair Corsa Sport Coupe

Corvair Corsa '65

How's this for sport with an international flair? The longer, wider design gives all closed models a hardtop roof, accented by frameless curved side windows. It also allows more shoulder and entrance room. And to go with the racier

look, there's up to 180 hp available in the new Corsa series, up to 140 hp in the Monza, and 500 series. Also a flatter riding independent suspension system, bigger self-adjusting brakes, more responsive steering and a wider road stance.

See 5 beautiful shapes for '65—Chevrolet, Chevelle, Chevy II, Corvair & Corvair—at your dealer's

ORSBORN CHEVROLET - OLDS

HEREFORD, TEXAS

43-3743

FOR GOD SO LOVED THE WORLD

Immanuel Lutheran Church

Park Ave. & B Street
Hereford, Texas
Fred Beversdorf, Pastor

Sept. 20
8:30 a.m. — Divine worship Services, Redeemer, Friona
9:15 a.m. — "Call to Worship, KPAN
9:45 a.m. — Sunday school and Bible class for adults
11 a.m. — Divine Worship services, Special mission services, guest speaker, Pastor E. F. Heinicke.
2 p.m. — Mission movies
3 p.m. — Anniversary services guest speaker, Pastor E. F. Heinicke.
Heinicke, Amarillo
7 p.m. — Walther League

Sept. 22
4 p.m. — Junior confirmation

Sept. 26
9:30 a.m. — Jr. Confirmation
9:15 a.m. — Daily radio program, "Moments with Jesus," KPAN
7 p.m. — Daily prayer meeting. Public is invited.

First Methodist Church

501 North Main
Rev. Herschel L. Thurston, Pastor

Sunday
9:45 a.m. — Sunday school
10:50 a.m. — Morning Worship
7 p.m. — Evening worship
6:30 p.m. — Prayer time in Prayer Room and Parlor
5:45 p.m. — MYF fellowship dinner in Fellowship Hall
6:15 p.m. — MYF meetings
4th Monday — Cub Scouts in Fellowship Hall

Tuesday
9:30 a.m. — WSCS Prayer group in parlor
7:30 p.m. — Boy Scout Troop in Fellowship Hall
8 p.m. — Homebuilder's Prayer Group in Homes

Wednesday
8 p.m. — Chancel Choir Rehearsal

1st Wed. — 12:15 p.m. — WSCS luncheon in Fellowship Hall
1st Wed. 7:30 p.m. commission chairmen and staff
1st Wed. 8 p.m. — Commissions

2nd Wed. Circle meetings
2nd Wed. 8 p.m. — Official board

Wed., Sept. 23, 6:45-9 p.m. Jr. and Sr. High Youth Round-Up in Fellowship Hall

Thursday
6:30 a.m. on Sept. 17 and Oct. 22 Methodist Men at Western Wheel Inn
7-9 p.m. in October. Adult Study Group. "Understanding the Bible."

Seventh Day Adventist Church

West Park Addition
ELDER JAMES MEADE, PASTOR

"The Power of Habit" is the subject for the daily lesson study and class discussion Sabbath September 12.
Memory Verse: Gl. 6:7
Study Help: "Counsel on Health", pages 36-70
Lesson Aim: To foster a recognition that habits are amendable to control by the intellect.
Lesson Outline:
1. Habits have eternal consequences
Gl. 6:7
Prov. 5:22
Ezek. 9:3
2. Examples of Desirable Habits
Dan. 1:8
Ps. 39:1
Acts 10:1-2
3. Treacherous Habits
Prov. 16:2, 21:2
Prov. 6:9-16
4. Victory Over bad habits
Lam. 3:40
Gl. 1:15-17
Prpv. 3:16

Services:
Meditation, 9:30 a.m. Saturday
Sabbath School, 9:45 a.m. Sat.
Worship Service 11 a.m. Sat.
Pastor: Elder J. H. Turner
Location: West Park Addition

First Presbyterian Church

618 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, 8 p.m. Wednesday, Prayer meeting Friday at 7:30 p.m.

Jehovah's Witnesses Church

517 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.

One out of ten

ONE lone potato out of ten... THAT'S ALL GOD ASKS. From ancient times men have realized their obligation to God and His church by giving a tenth of their increase. TITHING IS GOD'S INVITATION TO FORM A PARTNERSHIP WITH THE ONLY CORPORATION THAT CAN'T GO BROKE. Salvation cost God His only Son... what has it cost you? "The tenth is Holy unto the Lord," Lev. 27:32. "Those who withhold more than is right will come to poverty," Prov. 11:24

Williams Newspaper Features
Pan World, Texas

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

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

HEREFORD GRAIN CORP.
● Curtis O. Roach, Mgr.

HEREFORD LAUNDRY & DRY CLEANERS
● Ernest Kendall

SUIT'S AUTO SUPPLY

HEREFORD FERTILIZER & INSECTICIDE CO.
● Norman Moore

PIGGLY WIGGLY
● Mr. and Mrs. Gaylord Newell

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

HEREFORD OFFICE SUPPLY
● Bob Huddleston

CITY DRUG STORE
● Mr. and Mrs. Kenneth Coker

JONES TEXACO SERVICE
● Mr. and Mrs. J. P. Jones

WESTERN WHEEL INN
● Mr. and Mrs. G. D. Caison

PITMAN GRAIN CO.

HEREFORD STATE BANK
● Russell E. Carver, Pres.

Western Wrecking
● Anson A. and June Dearing

HEREFORD TEXAS FEDERAL CREDIT UNION
● Mrs. Dyalhia Benson

ED SKYPALA
● Your Borden's Distributor

GILLILLAND FUNERAL HOME
● Marlin Gilliland

MASTER CLEANERS
● Mr. and Mrs. C. D. Fitzgerald

ROGERS DRUG
● Mr. and Mrs. Grady Rogers

GWYNNE OWEN

LOERWALD BROS.
● 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

Templo el Calvario Asamblea de Dios

Pastor, Martin Musquis
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.

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 Dias, Pastor

Los Servicios de nuestra nueva Iglesia. Seran de la Sigiente 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 servicion de oracion 7 p. m.

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.

Wesley Methodist Church

416 Irving
Rev. Noah Arrprietor, Pastor
Sunday School, 9:45 a.m.; Sunday morning worship, 10:55 a.m.; Sunday evening worship, 7:30 p.m.; MYF 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.

Westway Baptist Church

Rev. James G. Martin
Sunday School 10 a.m.
Morning Worship 11 a.m.
Training Union, 6 p.m.
Evening Worship, 7 p.m.
Midweek Prayer Services
Wednesday, 7 p.m.
WMU Circle Meetings Each 2nd and 4th Tuesdays at 3 p.m.

Frio Baptist Church

Rev. G. W. Finc, 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.

Church of The Nazarene

Fourth and Jackson
Rev. Burt M. DeBord, Pastor
EM 4-1975

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.

(Continued on page 5)

CHURCH...

(Continued from page 4)

Thompson Memorial Mexican Baptist Mission

215 Norton Street
Guillermo Enrique Benitez, Ministro
La Semana Que Pasa
Cada dia a las 7:00 A. M. se tiene Culto de oracion por la Cruzada Bautista Nueva Vida El pastor esta para servirle. Llame a EM 4-1217.

Sabado 12:
Grabacion de Biblias para obsequiar 7 P.M.

Domingo 13:
Escuela Biblica Dominical 9:45 A. M.

Leccion: Samuel, Gran Vocero de Dios.

Para Memorizar: Plante de la hoya de todo tu egozon, y no te apoyes en tu propia prudencia. Reconoce en todos tus caminos, y el enderezara tus veredas. Prov. 3:5,6

Culto de Adoracion 11 A.M. Union de Preparacion 6 P. M. Topico: La Conferencia Mundial de Jovenes Bautistas. Servicio Evangelistico 7 P. M. La Semana de Oracion en Pro de Misiones del Estado empezara a observarse en la Union de Preparacion.

Lunes 14:
El Mensaje del Evangelio, KPAN, 860 kc. 6:42 P. M. Reunion de Oracion Pro-Misiones Estatales 7 P. M.

Martes 15:
Continua la Semana de Oracion con el Topico: El Sostentamiento de los Estudiantes Latinoamericanos 7 P. M.

Miercoles 15:
Union Femenil, Estudio Biblico y Oracion 7 P. M. Si Ud. desea cooperar en algo durante la Cruzada Bautista Nueva Vida o si necesita transportacion para asistir a los cultos llame EM 4-1217.

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.

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.

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.

Avenue Baptist Church

Sunday
Sunday School, 9:45 a.m.
Morning Worship, 10:55 a.m.
Training Union, 6 p.m.
Evening worship, 7 p.m.
Wednesday organization meetings - WMU, YWA, GA, RA, Sunbeams, Brotherhood, meet at 7 p.m. Midweek Prayer Service, 8 p.m.

St. Thomas Episcopal Church

SUNDAY: Morning Prayer and Sermon.

SUNDAY: Holy Communion, 8 a.m.; Church School, 10 a.m.; Holy Communion on first and third Sundays, 11 a.m.; Morning Prayer and sermon, second and fourth Sundays at 11 a.m.

WEDNESDAY: Holy Communion, 10 a.m.

Bishop's committee meets the first Sunday of each month; immediately following the 11 a.m. service.

The Women of St. Thomas meet 7:30 p.m. on the third Thursday of each month, at the church.

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.

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.

Iglesia De Cristo
BIENVENIDOS a los Servicios de la IGLESIA DE CRISTO, en ESPANOL. Ubicada 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.

Mission De San Jose
LABOR CAMP
El Domingo es el dia del Senor. Tenemos que adorarlo. 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.

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.

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.

Assembly Of God Church

Union and Ave. G
Rev. V. W. Maroonell, 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.

Calvary Baptist Church

Rev. Clarence F. Powell, Pastor

Services held in Rock House at Veteran's Park.

Sunday School 9:45 a.m.
Worship Service 10:55 a.m.
Training Union 7:00 p.m.
Worship Service 8:00 p.m.
Wednesday evening Prayer Meeting 8:00 p.m.

First Christian Church

Rev. Eugene Brink, Pastor
West Park Avenue

Sunday School is held at 9:30 a.m. Worship service will begin at 10:50 a.m.

Chi - Rho and CYF meets at 6 p.m. Sundays and vesper services are at 7 p.m.

Functional Departments first Wednesday at 8 p.m.

General Church Board, second Wednesday at 8 p.m.

San Antonio A La Iglesia

North 25 Mile Avenue and Highway

Vd. Es Catolic? Pues, Tiene 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. ages and devotional services at 7:30 p.m. Wednesday.

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.

Courthouse Records

Vehicle Registrations

Will Walker, 1963 Buick; Mike Justice, 1961 Ford; H. J. Kuper, 1962 Ford truck; Dora Guerrero, 1953 Chevrolet; Clyde B. Jones, 1960 Oldsmobile; C. W. Owens, 1961 Ford; Walter L. Kupfer, 1949 GMC truck; Forrest Ricketts, 1959 DeSoto; Anthony N. Benson, 1960 Oldsmobile; Oyd Loretta Eller, 1958 Melody home; Joe A. Soto, 1958 Chevrolet; Clifford F. Kerr, 1959 Mercury; Charles D. Stuyton, 1959 Ford; Maurelio Iruegas, 1956 Chevrolet; Ricardo Marrujo, 1959 Ford; J. B. Griffiths, 1939 DeSoto, 9-15.

R. L. Wilson, 1965 Chevrolet pickup; Guadalupe R. Aguilar, 1955 Ford; E. B. Gonzales, 1948 Chevrolet; Bethel Drager, 1954 Chevrolet; C. L. Stovall, 1955 Chevrolet pickup; W. J. Messick, 1964 Ford; Samory J. Caperton, 1962 Chevrolet; Kenneth Bryant, 1962 Pontiac; Wesley High, 198 Chevrolet; Simon B. Zepeda, 1954 Buick; Pauline G. Martinez, 1955 Chrysler; Carroll C. Lisenbe, 1952 Hyde trailer; Triple B Produce Co., 1955 Chevrolet bus; Spencer Chemical Division, 1965 Chevrolet pickup;

Buddy D. Ledford, 1957 Ford pickup; L. J. Dirks, 1960 Buick; Dewey J. Taylor, 1961 Ford; Gene Combs, 1958 Pontiac, 9-16.

Angel O. Meza, 1962 GMC pickup; Alejandro Lopez, 1954 Chevrolet; Ramon Garcia, 1961 Comet; Pedro Rodriguez, 1959 Chevrolet; Bill Dufur, 1964 Dodge; Campbell Pontiac, 1964 Pontiac; Richard E. Minick, 1961 Plymouth; Yvonne Buckman, 1957 Ford; Walter Vogler, 1964 Matchless motorcycle; Leon Vogler, 1964 Matchless motorcycle; Nelson Rieger, 1962 Allstate motorcycle; Danny Deaver, 1964 Ford pickup; Charles Cosgrove, 1960 Buick; Melvin Lee, 1961 Dodge, 9-17.

Bill Feagley, 1962 Chevrolet pickup, 9-18.

Warranty Deeds

Plains Fertilizer Co. to Tahoma Gas Products Co.: Three acres of land out of the SW part of Section 63, Block K-3; Two acres of land out of the NE part of Section 3, Block 3.

Bradley Investment Co., Inc., to Joe C. Easley, et ux: The North 45 feet of Lot 11 and the South 15 feet of Lot 10, Block 2, Southlake Addition.

John D. Aikin and James W. Witherspoon to Clarence F. Powell: All of the South 60 feet of the North 200 feet of the West 200 feet of Block 7, Evans Addition.

Melvin H. May, et al, to Alfred W. May: All of Lot 19, Block 44, Evans Addition.

Hereford Meat Co. to Edward E. Caviness: A portion of Section 132, Block M-7.

Diamond Valley Grain to Homer West, et ux: The North 66 feet of Lot 61 and all of the South 14 feet of Lot 62, Block 6, Westhaven Addition.

Hereford Development Co. to Lloyd R. Littlefield: The North 70 feet of Lot 6 and the South 25 feet of Lot 5, Green Acres Estate.

Morris Roy Warshaw, et ux, to A. W. Self, et ux: All of Lot 6 of Block 1, Engler Addition.

Gene Barton, et al, to Donald Rex Dawes: All of the North 15

feet of Lot 11, and all of the South 55 feet of Lot 12, Block 11, Engler Addition.

Robert L. Owen and wife, Retye Katherine Owen, to C. B. Sherill: A part of Block 13, Ricketts Addition.

J. T. Parker and Clyde Douglas, individually and as all the partners of Parker & Douglas Construction, a general partnership, to Virgil Slentz, et ux: All of Lot 5, Hare Addition, a Subdivision of Block 14, Welsh Addition.

T. R. Royal, et ux, to Melvin H. May: The West 120 feet of Lot 13, Block 5, Westhaven Addition.

D. W. Finlan to Alfredo Gonzalez, et ux: All of Lots 24 and 25, Block 10, Finlan subdivision.

Dale Scott, et ux, to Gary D. Billingsley, et ux: Lot 9, Hardwick Subdivision of a part of Block 1, Evans Addition.

Claude Ricketts to Maryin A. Knox, et ux: All of Lot 45 in Block 5, Westhaven Addition.

Deeds of Trust
Jerry Wayne Briggs to E. N. Jacobsen: The West 1/2 and the South 96 acres of the SE 1/4 of Section 25, Township 6 North, Range 2 East.

Well Service, Inc., of Hereford, to William B. Roberts: The East 105 feet of the West 239 1/2 feet of Blocks 6 and 11 of Durand Subdivision of Block 26 of Mabry Addition; Part of Block 25, Mabry Addition.

Joe C. Easley, et ux, to Hi-Plains Savings and Loan Association: The North 45 feet of Lot 1 and the South 15 feet of Lot 10, Block 2, Southlake Addition.

Edward E. Caviness to Hereford Meat Co.: A portion of Section 132, Block M-7.

Homer West, et ux, to Amarillo Savings Association: North 66 feet of Lot 61, and all of the South 14 feet of Lot 62, Block 6, Westhaven Addition.

Lloyd R. Littlefield to Panhandle Savings & Loan: The North 70 feet of Lot 6 and the South 25 feet of Lot 62, Block 6, Westhaven Addition.

Donald Rex Dawes, et ux, to

feet of Lot 11, and all of the South 55 feet of Lot 12, Block 11, Engler Addition.

Robert L. Owen and wife, Retye Katherine Owen, to C. B. Sherill: A part of Block 13, Ricketts Addition.

J. T. Parker and Clyde Douglas, individually and as all the partners of Parker & Douglas Construction, a general partnership, to Virgil Slentz, et ux: All of Lot 5, Hare Addition, a Subdivision of Block 14, Welsh Addition.

T. R. Royal, et ux, to Melvin H. May: The West 120 feet of Lot 13, Block 5, Westhaven Addition.

D. W. Finlan to Alfredo Gonzalez, et ux: All of Lots 24 and 25, Block 10, Finlan subdivision.

Dale Scott, et ux, to Gary D. Billingsley, et ux: Lot 9, Hardwick Subdivision of a part of Block 1, Evans Addition.

Claude Ricketts to Maryin A. Knox, et ux: All of Lot 45 in Block 5, Westhaven Addition.

Deeds of Trust
Jerry Wayne Briggs to E. N. Jacobsen: The West 1/2 and the South 96 acres of the SE 1/4 of Section 25, Township 6 North, Range 2 East.

Well Service, Inc., of Hereford, to William B. Roberts: The East 105 feet of the West 239 1/2 feet of Blocks 6 and 11 of Durand Subdivision of Block 26 of Mabry Addition; Part of Block 25, Mabry Addition.

Joe C. Easley, et ux, to Hi-Plains Savings and Loan Association: The North 45 feet of Lot 1 and the South 15 feet of Lot 10, Block 2, Southlake Addition.

Edward E. Caviness to Hereford Meat Co.: A portion of Section 132, Block M-7.

Homer West, et ux, to Amarillo Savings Association: North 66 feet of Lot 61, and all of the South 14 feet of Lot 62, Block 6, Westhaven Addition.

Lloyd R. Littlefield to Panhandle Savings & Loan: The North 70 feet of Lot 6 and the South 25 feet of Lot 62, Block 6, Westhaven Addition.

Donald Rex Dawes, et ux, to

feet of Lot 11, and all of the South 55 feet of Lot 12, Block 11, Engler Addition.

Robert L. Owen and wife, Retye Katherine Owen, to C. B. Sherill: A part of Block 13, Ricketts Addition.

J. T. Parker and Clyde Douglas, individually and as all the partners of Parker & Douglas Construction, a general partnership, to Virgil Slentz, et ux: All of Lot 5, Hare Addition, a Subdivision of Block 14, Welsh Addition.

T. R. Royal, et ux, to Melvin H. May: The West 120 feet of Lot 13, Block 5, Westhaven Addition.

D. W. Finlan to Alfredo Gonzalez, et ux: All of Lots 24 and 25, Block 10, Finlan subdivision.

Dale Scott, et ux, to Gary D. Billingsley, et ux: Lot 9, Hardwick Subdivision of a part of Block 1, Evans Addition.

Claude Ricketts to Maryin A. Knox, et ux: All of Lot 45 in Block 5, Westhaven Addition.

Deeds of Trust
Jerry Wayne Briggs to E. N. Jacobsen: The West 1/2 and the South 96 acres of the SE 1/4 of Section 25, Township 6 North, Range 2 East.

Well Service, Inc., of Hereford, to William B. Roberts: The East 105 feet of the West 239 1/2 feet of Blocks 6 and 11 of Durand Subdivision of Block 26 of Mabry Addition; Part of Block 25, Mabry Addition.

Joe C. Easley, et ux, to Hi-Plains Savings and Loan Association: The North 45 feet of Lot 1 and the South 15 feet of Lot 10, Block 2, Southlake Addition.

Edward E. Caviness to Hereford Meat Co.: A portion of Section 132, Block M-7.

Homer West, et ux, to Amarillo Savings Association: North 66 feet of Lot 61, and all of the South 14 feet of Lot 62, Block 6, Westhaven Addition.

Lloyd R. Littlefield to Panhandle Savings & Loan: The North 70 feet of Lot 6 and the South 25 feet of Lot 62, Block 6, Westhaven Addition.

Donald Rex Dawes, et ux, to

feet of Lot 11, and all of the South 55 feet of Lot 12, Block 11, Engler Addition.

Robert L. Owen and wife, Retye Katherine Owen, to C. B. Sherill: A part of Block 13, Ricketts Addition.

J. T. Parker and Clyde Douglas, individually and as all the partners of Parker & Douglas Construction, a general partnership, to Virgil Slentz, et ux: All of Lot 5, Hare Addition, a Subdivision of Block 14, Welsh Addition.

T. R. Royal, et ux, to Melvin H. May: The West 120 feet of Lot 13, Block 5, Westhaven Addition.

D. W. Finlan to Alfredo Gonzalez, et ux: All of Lots 24 and 25, Block 10, Finlan subdivision.

Dale Scott, et ux, to Gary D. Billingsley, et ux: Lot 9, Hardwick Subdivision of a part of Block 1, Evans Addition.

Claude Ricketts to Maryin A. Knox, et ux: All of Lot 45 in Block 5, Westhaven Addition.

Deeds of Trust
Jerry Wayne Briggs to E. N. Jacobsen: The West 1/2 and the South 96 acres of the SE 1/4 of Section 25, Township 6 North, Range 2 East.

Well Service, Inc., of Hereford, to William B. Roberts: The East 105 feet of the West 239 1/2 feet of Blocks 6 and 11 of Durand Subdivision of Block 26 of Mabry Addition; Part of Block 25, Mabry Addition.

Joe C. Easley, et ux, to Hi-Plains Savings and Loan Association: The North 45 feet of Lot 1 and the South 15 feet of Lot 10, Block 2, Southlake Addition.

Edward E. Caviness to Hereford Meat Co.: A portion of Section 132, Block M-7.

Homer West, et ux, to Amarillo Savings Association: North 66 feet of Lot 61, and all of the South 14 feet of Lot 62, Block 6, Westhaven Addition.

Lloyd R. Littlefield to Panhandle Savings & Loan: The North 70 feet of Lot 6 and the South 25 feet of Lot 62, Block 6, Westhaven Addition.

Donald Rex Dawes, et ux, to

feet of Lot 11, and all of the South 55 feet of Lot 12, Block 11, Engler Addition.

Robert L. Owen and wife, Retye Katherine Owen, to C. B. Sherill: A part of Block 13, Ricketts Addition.

J. T. Parker and Clyde Douglas, individually and as all the partners of Parker & Douglas Construction, a general partnership, to Virgil Slentz, et ux: All of Lot 5, Hare Addition, a Subdivision of Block 14, Welsh Addition.

T. R. Royal, et ux, to Melvin H. May: The West 120 feet of Lot 13, Block 5, Westhaven Addition.

D. W. Finlan to Alfredo Gonzalez, et ux: All of Lots 24 and 25, Block 10, Finlan subdivision.

Dale Scott, et ux, to Gary D. Billingsley, et ux: Lot 9, Hardwick Subdivision of a part of Block 1, Evans Addition.

Claude Ricketts to Maryin A. Knox, et ux: All of Lot 45 in Block 5, Westhaven Addition.

Deeds of Trust
Jerry Wayne Briggs to E. N. Jacobsen: The West 1/2 and the South 96 acres of the SE 1/4 of Section 25, Township 6 North, Range 2 East.

Well Service, Inc., of Hereford, to William B. Roberts: The East 105 feet of the West 239 1/2 feet of Blocks 6 and 11 of Durand Subdivision of Block 26 of Mabry Addition; Part of Block 25, Mabry Addition.

Joe C. Easley, et ux, to Hi-Plains Savings and Loan Association: The North 45 feet of Lot 1 and the South 15 feet of Lot 10, Block 2, Southlake Addition.

Edward E. Caviness to Hereford Meat Co.: A portion of Section 132, Block M-7.

Homer West, et ux, to Amarillo Savings Association: North 66 feet of Lot 61, and all of the South 14 feet of Lot 62, Block 6, Westhaven Addition.

Lloyd R. Littlefield to Panhandle Savings & Loan: The North 70 feet of Lot 6 and the South 25 feet of Lot 62, Block 6, Westhaven Addition.

Donald Rex Dawes, et ux, to

feet of Lot 11, and all of the South 55 feet of Lot 12, Block 11, Engler Addition.

Robert L. Owen and wife, Retye Katherine Owen, to C. B. Sherill: A part of Block 13, Ricketts Addition.

J. T. Parker and Clyde Douglas, individually and as all the partners of Parker & Douglas Construction, a general partnership, to Virgil Slentz, et ux: All of Lot 5, Hare Addition, a Subdivision of Block 14, Welsh Addition.

T. R. Royal, et ux, to Melvin H. May: The West 120 feet of Lot 13, Block 5, Westhaven Addition.

feet of Lot 11, and all of the South 55 feet of Lot 12, Block 11, Engler Addition.

Robert L. Owen and wife, Retye Katherine Owen, to C. B. Sherill: A part of Block 13, Ricketts Addition.

J. T. Parker and Clyde Douglas, individually and as all the partners of Parker & Douglas Construction, a general partnership, to Virgil Slentz, et ux: All of Lot 5, Hare Addition, a Subdivision of Block 14, Welsh Addition.

T. R. Royal, et ux, to Melvin H. May: The West 120 feet of Lot 13, Block 5, Westhaven Addition.

D. W. Finlan to Alfredo Gonzalez, et ux: All of Lots 24 and 25, Block 10, Finlan subdivision.

Dale Scott, et ux, to Gary D. Billingsley, et ux: Lot 9, Hardwick Subdivision of a part of Block 1, Evans Addition.

Claude Ricketts to Maryin A. Knox, et ux: All of Lot 45 in Block 5, Westhaven Addition.

Deeds of Trust
Jerry Wayne Briggs to E. N. Jacobsen: The West 1/2 and the South 96 acres of the SE 1/4 of Section 25, Township 6 North, Range 2 East.

Well Service, Inc., of Hereford, to William B. Roberts: The East 105 feet of the West 239 1/2 feet of Blocks 6 and 11 of Durand Subdivision of Block 26 of Mabry Addition; Part of Block

Board Announces Classifications

The following is the list of reclassifications recently released by the local selective service board. This list is published regularly by The Brand as a public service.

V-A: Nicolas S. Gamez, Odie E. Pruitt, Billy M. Phillips, William L. Brady, Howard L. Ellison, William H. Nelson, David L. Lindsey, Jesse H. Hutcheson, Lazondes L. Kearns, Paul A. Kleman, Richard G. Esquevel, Raymond V. Rogers, Walter W. Shivers Jr., Jose E. G. Gonzales, Pablo M. Martinez, Ulmer L. Jackson, Gene D. Streun, Thomas F. Acker, James K. Holloway, Lewis C. Willoughby, John C. Beckman, Ladie J. Evan, Edward L. Vaught, Martin R. Mills, Martin L. Smithers, Ray D. Fleming, Dec'd: Kenneth W. Bainum, LC Enl: R. C. Boyd, Andrew J. Hanson.

II-A: Raymon C. Childers Jr., Phillip R. Crume, Lon E. Fanning Jr., William G. Woodford, John L. Herington, Ezekiel B. Vargas, Elmer G. Snodgrass, Morris L. Blankenship, Lowell L. Gibson.

I-A: Keith D. Battey, Wallace S. Woolsey, Lynn T. Boomer, Roy F. Harris, Manuel R. Ramos, Donald B. Crume, Harold L. Wall, Rudolf T. Tiggeman, Orville G. Bradley, Robert C. Peters, Archie G. Freeman, Charles N. Callaway, Monte L. Lesly, John Soliz Jr., James T. Wehington.

Ignacio S. Marroquin Jr., Lee A. Carr, Henry D. Tijerina, Larry F. Rust, Aurelio Delgado, Joe S. Parker, Robert K. Mimms, Walter L. Burrow, Earl A. Drerup.

IV-A: Ken E. Kuykendall, Dan R. Hammonds, Wilford Taylor III, David W. Rettman, Edward G. Hardage, Darrell L. Dunham,

Phillip L. Maxwell, Adolph E. Vasek, Edward M. Stoll, John N. Armstrong, Thomas B. Halsted.

Carroll L. Elliott, Joe D. Woolbright, Leldon B. Womble, Debs H. Louder, Jackie C. Buster, Aubrey R. White, David A. Green.

III-A: Charles E. Minchew, Jesus C. Gallegos, Troy G. Waller, James T. Price, John M. Gilliland, Kenneth J. Gallman, Ronnie M. Farris, Thelmer W. Abbott, Baldemar M. Reyes, Jimmy C. Campbell, Donald E. Finley, Wayne Schickedanz, Johnny Soto, David L. Routon, Felix N. Cruz Jr., William D. Gaines.

I-Y: Juan J. L. Rodriguez, Jessie E. Cash, Eustebio T. Alejandro, Forrest J. Collins, Jerry D. McKay, Thomas K. Stringer, Glen W. Fuller, Homer N. Flores, David B. Blair, Julio O. Sanchez, Guadalupe Pena, Larry C. Oglesby.

LD: George J. LaFavers, Norman R. Smyrl.

LO: William R. Ponder.

IC-Inc: Santiago M. Hinojos.

II-C: Gary L. Miner.

IV-F: Federico A. Zavala.

IS(H): James K. Sunderman, Charles L. Bruton, Ruben Flores, Lupe M. Ramirez, Richard W. Triplett, Robert E. Caraway.

II-S: Terry W. Caviness.

Six Teachers Attend Confab

Six members of the Hereford chapter, Texas State Teachers

Association, attended a District 9 workshop in Amarillo Monday. All are either officers or committee chairman of various units in this county.

Going were Roy Hartman, Gerald Springer, Mrs. Virgil

Dodson, Jimmie Howell, Mrs. C. C. Brown and Della Stagner. Plans were made for county units' program for the school year and for the spring conference to be held in Amarillo next March.

Mrs. Elizabeth Little was the keynote speaker at the meeting Monday, held in Tascosa High School, attended by more than 200 teachers from the Panhandle district.

Mrs. Little is president of

TSTA and former president of the Texas classroom Teachers Association. She is from Corpus Christi.

Classifieds Get Results

Young Farmers, Homemakers' Week Is Being Observed

In both organizations is restricted to ages 18-35; a person over 35 may belong in capacity of associate member, however.

Governor Connally points out in his proclamation that Young Farmers carry out educational activities designed to continuously upgrade themselves in their farming and ranching or agriculture related occupations and that while they are organized.

This is Young Farmer Week in Texas by official proclamation of Governor John Connally. The proclamation signed during the eleventh year of operation of the State Association of Young Farmers

of Texas asks all citizens to give recognition and encouragement to the young men who make up membership of the young farm group. The Governor has issued a similar proclamation designating the same period as Young Homemaker Week in Texas. Young Homemakers is a companion organization to Young Farmers; membership in the majority of homemaker chapters is composed primarily of wives of Young Farmers.

The Young Farmer chapters are sponsored by vo-ag teachers in the public schools while

Young Homemakers are sponsored by homemaking teachers. Weldon Mason of Brownfield is Young Farmer President, Mrs. Doris Weil of Hale Center is President of the Young Homemakers. Active membership increased primarily for educational purposes, they incorporate in their planned programs civic and community service activities, rural leadership development, and recreation.

Currently, there are over 200 Young Farmer chapters in Texas organized on a school district or county-wide basis. Some 33 new chapters have affiliated with the State Association in recent months.

There are 125 Young Homemaker chapters in operation. The organization is relatively young but is growing rapidly in chapters and in membership. Educational programs of Young Homemakers are designed to develop skills and to gain information on new and improved methods of homemaking. Other phases of the Young Homemaker work are built around leadership development, church work, family and community living, and preservation of the American home. September is a month of intense activity for both Young Farmers and Young Homemaker organizations. Each group selects annual area award winners and gets together for area awards banquets during the month of September. Over 220 Young Farmers attended banquets in their respective areas last year. With new record membership in both organizations, total participation in the various area awards banquets during September, 1964 is expected to be well over 3000.



OFFICIAL GESTURE — Governor Connally is shown signing proclamations designating Sept. 20-26 as Young Farmer and Young Homemaker Week in Texas. On the left is Weldon Mason of Brownfield, Young Farmer President and on right is Mrs. Doris Weil of Hale Center, President of the Young Homemakers.

Official Memorandum
By
JOHN CONNALLY
Governor of Texas

AUSTIN, TEXAS

GREETINGS:

The Young Homemakers of Texas, a State organization of young women interested in homemaking, is making a distinct contribution to the development of effective family and community living, and to the preservation of the American home—the basis for a strong State and Nation.

As an integral part of the home economics education program, the organization provides opportunity for the development of a deeper understanding of the home and its influence upon the community, maintaining spiritual values, and encouraging democracy in home and community life.

Through the program of work and projects of Young Homemakers of Texas, young women under 36 years of age not enrolled in school develop skills and gain information on new and improved methods of homemaking. Member's strive to keep informed on matters affecting homemakers and to become better acquainted with products and information on current consumer trends.

It is appropriate that a time be designated for recognizing the worthwhile goals of this organization and encouraging the continuation of their program.

THEREFORE, I, as Governor of Texas, do hereby designate the week of September 20-26, 1964, as

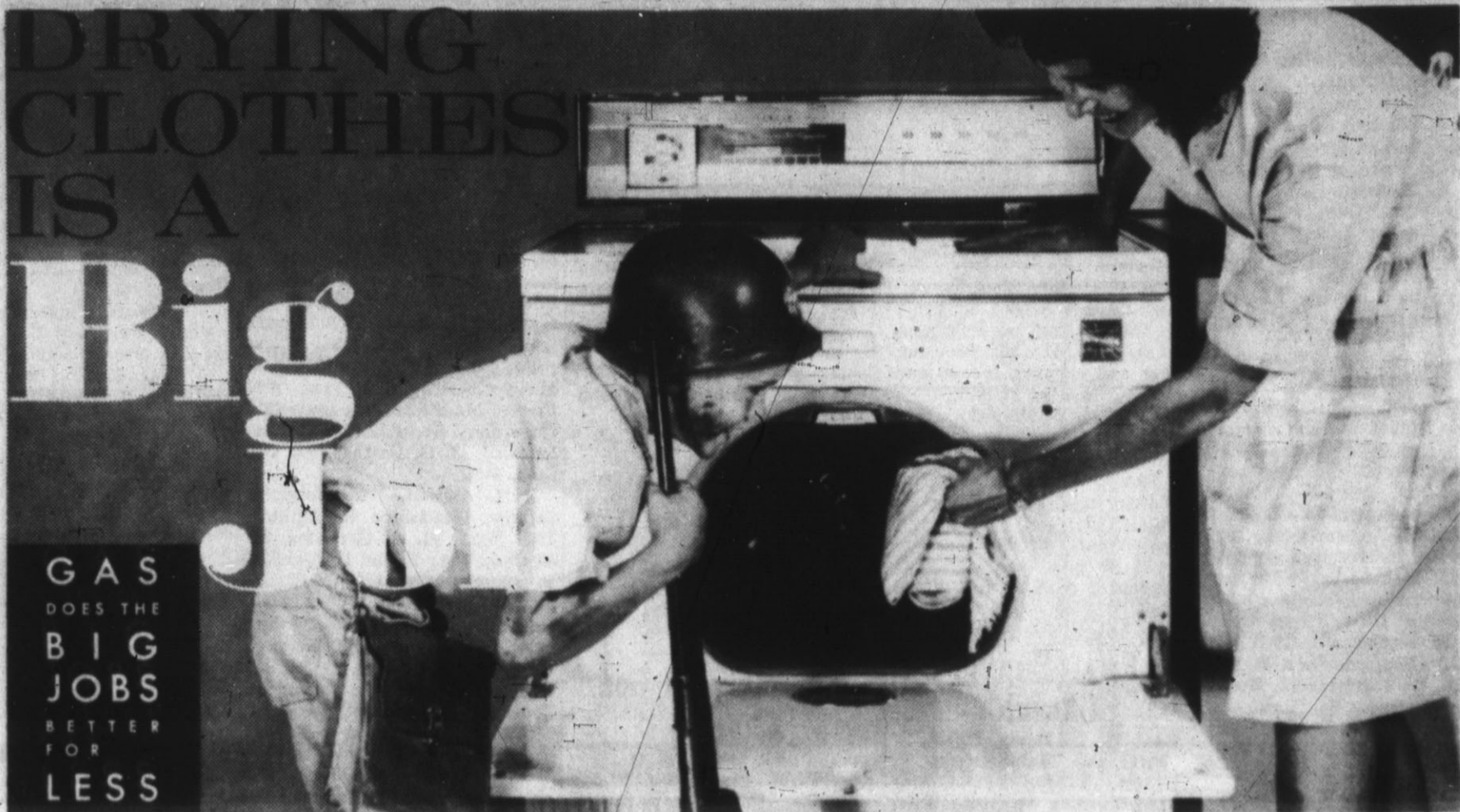
YOUNG HOMEMAKERS OF TEXAS WEEK

and urge all citizens to join in appropriate observance.

In official recognition whereof, I hereby affix my signature this 20th day of July, 1964.

John Connally
Governor of Texas

OFFICIAL PROCLAMATIONS — Governor John Connally officially designated Sept. 20-26 as Young Farmers and Young Homemakers week in Texas. State Presidents of the organizations, Mrs. Doris Weil, Hale Center, and Weldon Mason, Brownfield were present when the memorandums were signed by the governor. These are copies of the document.



fuel for a growing empire Pioneer Natural Gas Company

Today... enter the Super Rocket Age... at your Olds Dealer's... where the action is!

Introducing the Rocket Action Cars! OLDSMOBILE FOR 1965



DYNAMIC 88 HOLIDAY COUPE

Notice its longer, lower, wider proportions and impressive new lines. Inside, new luxuries and comforts everywhere you look. Even rides new, thanks to smoother-than-ever, four-coil-spring suspension. And just wait till you action-test its 425-cubic-inch, 310-h.p. Super Rocket V-8! Pick from all the Dynamic 88s, including three new top-of-the-series deluxe Delta 88 models.

All-new from every view... Great new Olds Dynamic 88!



JETSTAR 88 HOLIDAY SEDAN



NIGHT CUSTOM VISTA-CRUISER



F-85 OUTLASS HOLIDAY COUPE

Plus a whole new Olds Rocket Action lineup!

There's plenty to get excited about in Olds for '65! The Ninety-Eight series is more elegant than ever. The Starfire and Jetstar I boast a fiery new 370-h.p. Starfire V-8 that makes going Olds an even sportier proposition! Jetstar 88, Vista-Cruiser, F-85—whatever you liked about them before you'll like even better now. See your Oldsmobile Dealer—where the action is!

SEE YOUR LOCAL AUTHORIZED OLDSMOBILE QUALITY DEALER... WHERE THE ACTION IS! HEADQUARTERS FOR NINETY-EIGHT, STARFIRE, DYNAMIC 88, JETSTAR I, JETSTAR 88, VISTA-CRUISER, F-85

ORSBORN CHEVROLET-OLDS
Hereford, Texas

42-3765

OLDS BRINGS YOU TV AT ITS BEST! "MALE'S NAVY" AND "WENDY AND ME"—ABC-TV • CHECK LOCAL LISTING FOR TIME AND STATION



OPERATION SECURITY — Postmaster Nolan Grady was presented a citation this week for local participation of post office employees in "Operation Security." Leonard Cowden (left), area manager for the savings bond division of the treasury department, presented the award. Grady has 46.1 percent participation, with his post office staff.

Vegetable, Crop Winners Named

Deaf Smith County Vegetable and Field Crop Show judging was completed at the Little Bull Barn Saturday by Buford Hancock of Texas A & M Extension Service and J. H. Priddy of Miller Seed Co., Hereford.

Directing the show were County Agent J. W. Thomas and members of Dawn Boys' 4-H Club.

Superintendents of the field crops division were Gary Richardson and Tommy Betzen. Glen Polan, Stephen Hoffman, Wayne Polan, Mike Engler, Steven McAndrews, Tommy Bezner and Ronald Vasek helped in this part of the show.

Kevin McAndrews and Jon David Miller supervised in the vegetable division. Assisting were Gerald Witkowski, Dion Miller, Wayne Betzen, Glen Polan, Neil McAndrews and Dianna Hickman.

Held in conjunction with the crops contest was the 4-H poster contest. Joyce Bezner, assisted by Dion Miller, directed the contest. Lynn Pittard, former extension specialist, now of Hereford, judged the contest.

List follows of winners in field crops division:

A. O. THOMPSON ABSTRACT CO.
Mr. & Mrs. A. J. Schroeter, Mgrs.
Courthouse
P. O. Box 73
Phone EM 4-1504
Free City Maps
Showing Blocks

Tommy Betzen—first, German millet, Pearl no. 7 millet, begari; second, milo heads.

Wayne Betzen—first, soybeans, milo heads; second, German millet, African millet.

Gerald Witkowski—third, milo heads.

Pete Plank—first, sugar beets. Ray Gerk—second, sugar beets.

Vegetable and fruit division Winter squash—first, Jane Hoffman; second, Mary Hoffman; third, Stephen Hoffman.

Butternut squash—first, Wayne Betzen; second, Steven Hoffman; third, Jane Hoffman. Egg plant—second, Mary Ann Hoffman.

Onions—first, Mark Betzen. Carrots—first, Mary Hoffman; second, Wayne Betzen; third, Steven Hoffman.

Turnips—first, Stephen Hoffman; second, Mary Hoffman; third, Jane Hoffman.

Tomatoes (small)—first, Mary Hoffman. Tomatoes (large)—first, Carol Turentine; second, Beth Bezner; third, Joyce Bezner.

Sweet peppers—first, Kay Atchley; second, Patty Turentine. Okra—first, Joyce Bezner; second, Mary Hoffman; third, Tommy Betzen.

Peaches—second, Beth Bezner. Cusshaw squash—first, Charles Atchley; second, Kay Atchley. String beans—first, Charles Atchley.

Hot peppers—first, Gerald Witkowski; second, Stephen Hoffman; third, Kevin McAndrews.

Summer squash—first, Jack Thomas. Cucumbers—first, Jack Thomas.

Cantaloupe—second, Jack Thomas. Watermelon—first, Ricky Hudson; second, Jack Thomas.

4-H Poster Contest:

Senior division—first, Joyce Bezner; second, Jon David Miller.

Junior division—first, Teresa Engler; second, Mary Hoffman; third, Tommy Bezner.

Merry Maidens 4-H Club heard Jean Beene, assistant, county home demonstration agent, explain the 4-H Club and its subject matter groups to members and guests at the club meeting

Wed., Sept. 16. Mrs. Beene illustrated her talk on 4-H through the year with slides of 4-H projects.

With prospective members and their mothers and members' mothers as guests, the club met at the Community Center. Dorothy Marnell, president, presided.

Mary Ann Vance led the ritual and Mary Kay Wagner directed group singing of "God Bless America."

Guests included Mrs. Walter Paetzold, Mrs. C. P. Urbanczyk, Mrs. Paul Engler, Mrs. Nolan Grady, Mrs. John Warren, and Mrs. Beene.

Also Margie Paetzold, Joan Grady, Mary George, Julia Urbanczyk, Teresa Engler, Wanda Paetzold, Dora Pesim, Carla George, LaNita Herr, Cathy Ann Fuller, Christine Marnell, and Karen Scott.

Mrs. F. A. Marnell and Mrs. Leo Witkowski were the leaders present. Members attending this guest meeting were Mary Ann Vance, Connie Walker, Sandra Youcum, Mary Kay Wagner, Thelma Warren, Patsy Paetzold, Dorothy Marnell, and the hostesses Patricia Herr and Sandra Fry.

HAM SANDWICHES



SOLD SATURDAY ONLY

each **10¢**

ROUND & LOIN STEAK

Lb. **89¢**

RIB STEAK

Lb. 79¢

HAMBURGER

3 Lbs. \$1

HENS

Fresh Frozen 3-5 lb. Avg.

Lb. 39¢

PORK BACK BONE

Lb. 59¢

TUNA

Del Monte Flat Can Chunk Style

29¢

Toilet Tissue

Lydia Grey 10 Roll Pack

69¢

Frozen Dinners

Banquet

39¢

Orange Juice

Shurfine Frozen — 6 Oz. 4 For

89¢

Cheese Spread

Shurfresh 2 Lbs.

69¢

Prune Juice

Del Monte Qt.

39¢

Corn

Shurfine Vac Pack — 12 Oz. 2 For

29¢

Tomatoes

Del Monte 303 Can

23¢

Pecan Sandies

Supreme

Lb. 45¢

Peanut Butter

Shurfine 18 Oz.

43¢

Oreo Cookies

Crepe Sandwich

Lb. 45¢

PEAS

Del Monte 303 Can

5 FOR \$1

PICKLES

Del Monte 22 Oz. Sweet

43¢

Fruit Cocktail

Del Monte 303 Can

5 For \$1

Fig Bars

Sunshine

Lb. 35¢

Green Beans

Del Monte 303 — Cut

4 For \$1

Tomato Sauce

Del Monte 8 Oz.

11 For \$1

Coca Cola

Reg. or King Plus Dep.

39¢

Biscuits

Shurfresh Can

13 For \$1

Alka Seltzer

25¢ 39¢

Hand Lotion

Jergen's \$1.00 Size

69¢

Ice Cream

Cloverlake Pts.

5 For \$1

Oleo

Shurfresh Lb.

6 For \$1

PEACHES

Del Monte 2 1/2 Can

4 FOR \$1

TOMATOES

Lb. **10¢**



Peaches

Lb. 10¢

Carrots

Lb. 10¢

Apples

Delicious

2 Lbs. 25¢

TAYLOR & SONS FOODS

LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS



NEED PLUMBING REPAIR ? ?

- Complete Plumbing Repair Service
- Electric Sewer Machine Cuts Roots out of Sewer Lines

Winterize Your Home Now

- CHECK PILOTS
- CHANGE FROM COOLING TO HEATING

Call EM 4-3163 and let Jim handle the rest

— DEALERS FOR —

PAYNE

- Heating
- Air Conditioning Equipment

Jim Clark



• Fast • Dependable
JIM'S PLUMBING & HEATING CO.
610 Jackson
EM 4-3163

Hereford, Texas

ELJER
PLUMBING
FIXTURES



PORTION OF CROWD OF 6000 — This photograph shows just a portion of the crowd of some 6000 persons who attended the grand opening and dedication ceremonies of the Merrill E. Shoup Plant of Holly Sugar Corporation, Gov. John Connally headed the list of a host of national dignitaries to attend the convention. (Brand Staff Photo)

reflecting the weakened voice for agriculture is that involving allocations of the U. S. sugar supply. A substantial allocation to American farmers of the right to produce additional sugar for American tables would provide a helpful stimulus to the U. S. farm economy. However, interests aligned against permitting domestic expansion possess great strength in Congress.

Congress is concerned, in the main, with two prime, national responsibilities: national defense and national economic vitality. The states have sought many forms of assistance from the Federal government, including help in the form of grants-in-aid for specific programs. The states desire to administer these programs themselves. Handling grants-in-aid has become one of the functions of State legislatures and State administrative agencies. Should State legislative power be concentrated through "boss rule" in a few areas, it is easy to conceive of situations in which decisions on grant-in-aid programs could become tools for solidifying political monopoly and no effective counter voice could be raised from areas where representation is scattered.

Recent visitors to the Nation's Capital: Miss Jean Chapman and Miss Rosalind Kramer from London, England. Miss Chapman was Hereford's first Exchange Student and spent the school year of 1954-1955 in Hereford.

WALTER ROGERS
MEMBER OF CONGRESS
18TH DISTRICT OF TEXAS

Industry Makes Much Progress In Fertilizer

By W. F. "Bill" Bennett

The fertilizer industry has made a lot of progress in improving fertilizers. Dusty, caked fertilizer materials are no longer common. Different types and kinds of fertilizer are becoming available. Further development will be made in all 3 types of solids.

One relatively new type of phosphorus fertilizer material, has been developed called superphosphoric acid. This material, which contains 76 to 80% P₂O₅, is being used to make higher analysis liquid and dry fertilizers.

With the advent of this material, two phosphorus terms will become common. They are orthophosphate and polyphosphate. Orthophosphate has only one phosphorus atom per molecule. Polyphosphates are compounds in which the molecules contain two or more phosphorus atoms in a chain.

The orthophosphate is the type of phosphorus present in the phosphorus materials commonly available such as 0-20-0, 0-46-0, 11-48-0, 7-21-0 and 8-24-0. Polyphosphates are present in materials in which superphosphoric acid is used such as 21-53-0 and 11-37-0.

The polyphosphates are usually higher in analysis, general-

Nelson To Seek Third Straight 'Rasslin' Win

Art Nelson, big, tough and rough, will be trying for his third straight victory in the Lions Club wrestling series here this Saturday night when he meets Dory Funk Jr. in one of the two mainliners on this week's card, Slim Wester, manager of the series, announced Wednesday.

This week's program will feature two mainliners; besides the Funk-Nelson scrap, Red Ralder will be meeting Jerry London in another two-out-of-three falls with a 60-minute time limit. The Funk-Nelson scrap also will have a 60-minute limit.

In the opener, Tony Posa will battle Ricky Romero in a one-

ly more soluble and better micronutrient carriers than orthophosphates. The polyphosphates may result in lower cost micronutrients and keep them in a more readily available form.

fall or 20-minute battle. Nelson will be attempting to maintain his perfect record in the Bull Barn ring here. Two weeks ago he downed Ricky Romero, and then he came back last week to team with Red Ralder in a tag match with the two won.

The series start at 8:45 p.m.

Card Of Thanks

We would like to thank everyone for their prayers, kindness, and sympathy during the recent illness and surgery of our small son, grandson, and nephew, who is now on his way to full recovery.

We would like to show our appreciation and thanks, too, to Dr. Grubbs and the hospital staff for their concern and help.

Our special thanks also are due to Mr. and Mrs. Curtis Tra-week for their time in flying Todd to Houston.

May God bless each of you.
Mrs. and Mrs. Gary Kriegshauser
Mr. and Mrs. Ira Scott
Mr. and Mrs. Edwin Morrison Jr.

HEREFORD STATE BANK

FOR YOUR

AUTO FINANCING

REP. ROGERS WRITES

Approval Likely For Bill To Alter State Houses

Prospects seem improved, at this writing, for approval by Congress this year of a Constitutional amendment to permit one of the two houses of a State legislature to be based on representation factors other than population. A two-thirds vote of each House of Congress would be necessary to send a Constitutional amendment to the States where ratification by three-fourths of the States' legislatures would be necessary before it could become part of the Constitution.

As I have stated before, no Federal action in recent years poses a greater threat

to sound State government than does the June 15 decision of the U. S. Supreme Court requiring that both houses of State legislatures be structured on population grounds, in accordance with the Court's "one man, one vote" dictum.

It is estimated that in our State of Texas, carrying out the intent of the court decision would concentrate 17 of the State's 31 State Senators in only five of the 254 Texas counties. Similar concentrations would occur in State after State. It is easy to envision under such circumstances an absence of responsiveness in State legislative

halls to all problems save those in which big cities have a direct stake.

I have commented before on trends that have occurred in the national legislature, the U.S. Congress, sapping the strength of what was once known as the "farm bloc." The "farm bloc" was a cohesive force of representatives from rural and semi-rural constituencies who banded together in the 1930's to advance programs returning America's agricultural economy from the grip of severe depression. They were the men who best understood the problems of America's farmers, small towns, and small cities and were able to bring an end to years of punishment America's farmers had suffered at the hands of other segments of the U. S. economy.

There is no longer a "farm bloc" in Congress because America's population has shifted to urban and suburban areas and representation in Congress has generally followed this shift.

It is now estimated that seven out of ten members of the U. S. House of Representatives come from primarily urban areas. In order to obtain the support of these so-called city members for farm legislation, they have required steady salesmanship to know that a sound agricultural economy is essential to a sound national and non-agricultural economy. But it is becoming increasingly difficult to obtain support from city members on needed farm legislation.

I cite two examples in this 88th Congress: One is the so-called "bracero" program by which seasonal farm labor is brought to the United States from Mexico to assist in harvesting highly perishable crops. Last year the program was extended by narrow margin. Obtaining another extension is being made extremely difficult because of city opposition. Another problem

Today's Watchword

Don't let an outfielder
Bat
your watch
around!

BRING YOUR
WATCH
TO A SPECIALIST FOR
repairs

FREE
inspection!
Get our
estimate!

You'll find it usually costs less for precision service than for ordinary service... if not in the watch, certainly in the long run. We guarantee our work unconditionally!

Your Watch Hospital
Cowan Jewelry
217 Main



MOVING? THINK OF
personal
extension phones

Moving time is ideal for putting in those convenient time-savers... Personal Extension Phones. Put 'em in the kitchen, bedroom, workshop — everywhere you need them. Choice of wall, table and Princess® models, available in an array of popular colors perfect for your home.

SOUTHWESTERN BELL

Plymouth presents The Roaring '65s

4 new kinds of Plymouths, 60 new performers in all!



Sport Fury
3-door Hardtop



Belvedere Satellite
3-door Hardtop

'65 Fury

It's the flame on the torch.
The top of the top.
The biggest, plushest Plymouth ever.
There's Fury I, Fury II, Fury III, and Sport Fury. 22 models. Overall length: 209.4" for sedans, 216.1" for wagons. Engines go from a 225-cu.-in. "6" to a 426-cu.-in. Commando V-8.

'65 Belvedere

The new way to swing without going out on a limb.
Belvedere is another complete line of 1965 Plymouths. There's Belvedere I, Belvedere II, and Satellite. 18 models. Overall length: 203.4" for sedans, 208.5" for wagons. Engines go from a 225-cu.-in. "6" to a 426-cu.-in. Commando V-8.



Barracuda 3-door Sports Hardtop

'65 Barracuda

The fast-moving new fastback that seats 5 and is priced under \$2500.*
Barracuda comes in the 2-door Sports Hardtop model. Engines go from a 225-cu.-in. "6" to a 273-cu.-in. Commando V-8. Front bucket seats, fold-down rear seat for 7 feet of cargo space, and tinted glass in rear window are standard.



Valiant Signet
3-door Hardtop

'65 Valiant

The compact that hasn't forgotten why you buy a compact.
There's Valiant 100, Valiant 200, and Signet. 18 models. Overall length: 188.2" for sedans, 188.8" for wagons. Engines go from a 170-cu.-in. "6" to a 273-cu.-in. Commando V-8.

THE ROARING '65s
FURY
BELVEDERE
VALIANT
BARRACUDA
Plymouth

Something for everyone...see them tomorrow!



McCULLOUGH MOTOR COMPANY • 345 EAST FIRST

EASTER NEWS

Easter Couple Have Visitors

By Ruby Stone

Mr. and Mrs. George Barker from near Bakersfield, Calif., visited Mr. and Mrs. H. O. Markley recently.

They are visiting other relatives here, Mrs. Ida Barker and Mrs. Barker's son, E. A. Barker, and family, Dimmitt.

Other guests of the Markleys Sunday and Monday were Mr. and Mrs. Bud Hughes, Fluvanna; Mr. and Mrs. Horace Carmichael, also of Fluvanna, and Mr. and Mrs. Hubert McMullin, Erick, Okla. Mrs. McMullin and Mrs. Markley are sisters.

Mrs. W. A. Epperson visited in the H. H. Smith Home Thursday and visited Mrs. Ray Smith and new baby daughter.

Mrs. W. A. Epperson visited Mrs. Eldon Howell and daughter, Kellie.

Mr. and Mrs. Dick Mayfield, Silverton, visited Mr. and Mrs. W. A. Epperson Thursday.

Mr. and Mrs. J. W. Key and Mr. and Mrs. Richard Price were in Dalhart Thursday on business.

Those visiting in the Leo Hall home Friday were Mr. and Mrs. O. A. Oldham, Darcicell and Kay, Dimmitt, and Mr. and Mrs. Bill Struve.

Lonnie Strickland, Dimmitt, spent Wednesday night with Ronnie Hall.

Mrs. Bill Struve and Mrs. Charles Ray and Traci were in Plainview Thursday on business.

Darcicell Oldham, Dimmitt, spent Wednesday night with Reva Hall.

Mr. and Mrs. J. H. Flood spent Sunday with Mr. and Mrs. Baxter Pierce at Hart.

Mr. and Mrs. Ernest Flood, Westway, visited with Mr. and Mrs. J. H. Flood Wednesday.

Cotton Growers Plan Meeting

The annual meeting of Plains Cotton Growers, Inc., 25,000 member cotton producer organization, has been set for 10 a.m., September 30 at the Koko Palace in Lubbock. Featured speaker will be F. Sadler Love, secretary-treasurer of the American Textile Manufacturers Institute, who will be introduced by M. C. Burkes, general manager of Postex Mills, Post division of Burlington Industries.

The meeting will include the installation of officers, a financial report, and a report to the membership on the past year's activities. The financial report will be given by outgoing Secretary Treasurer J. D. Smith, Littlefield, who is also the organization's new vice-president. The review of Plains Cotton Growers work for the past year will be given by incoming President Roy Forkner, Lubbock. Forkner was last year's vice-president and replaces retiring president Wilmer Smith, New Home. The incoming secretary-treasurer is L. D. Anderson, Crosbyton.

Organic Tests Aid To Farmers

W.F. "Bill" Bennett, Agronomist. This is the second of the series on soil test results. Last week, Soil Reaction was discussed. This week, let's discuss Organic Matter.

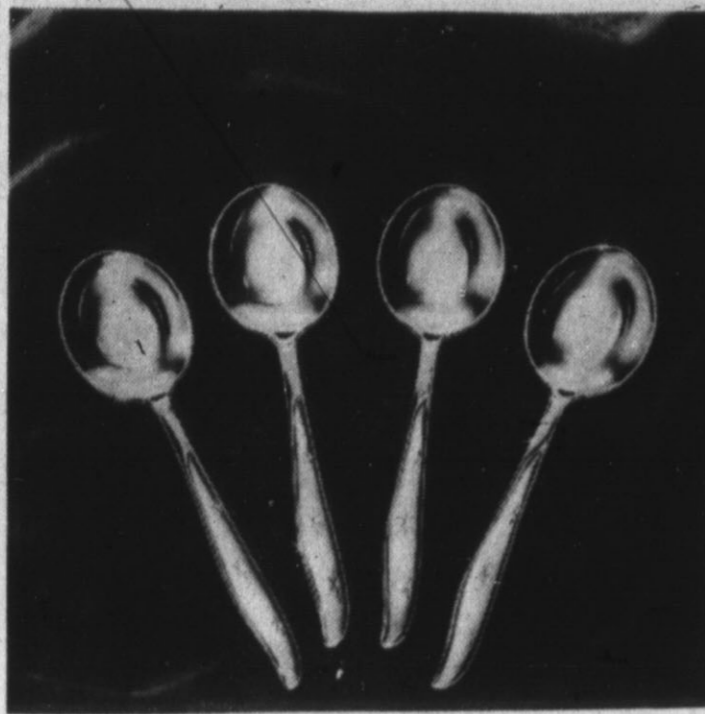
Most soil testing laboratories routinely determine organic matter on soil samples. The value is usually reported on a percentage basis. Our High Plains soils will usually range from 0.2 percent to over 3 percent. Most of them will range from 0.5 to 2 percent.

Organic matter percentages reported are usually not the total present. It is usually that portion which is easily oxidizable or readily decomposable. It is that portion of the soil organic matter that is the best guide to determining nitrogen release.

The organic matter value is used by soil chemists primarily to determine nitrogen need. It can also be used, however, as a guide to physical condition of the soil, organic phosphorus and sulphur release and microbiological activity.

The use of organic matter content as a basis for determining nitrogen needs has been the object of criticism by some. Soil chemists realize the limitations of using organic matter content for this purpose but there has been no better method developed to date. Researchers at the Texas A & M University Experiment Station at Lubbock have found that organic matter content does give a reasonably good prediction of nitrogen needs.

Next week in this column, I will further discuss this organic matter test and attempt to give you the basis on which nitrogen recommendations are made by using the organic matter level together with other information about the field.



FREE

ONE CITATION STAINLESS SOUP SPOON

With The Purchase of \$5.00 or More and Coupon 4-A From Your Coupon Booklet. Redeem Coupons 4B, 4C & 4D Today

Lower Your Total Food Bill -- Shop Safeway



FLOUR BEANS CATSUP

Kitchen Craft Enriched White Flour

25 Lb. Bag **\$1.69**

Big Chief Famous Pinto Beans

4 Lb. Bag **39¢**

Hunt's Fancy Quality Tomato

20 Oz. Btl. 25¢

GRAPE JELLY or PRESERVES **Empress 49¢**

WHITE MAGIC **Giant Box 59¢**

PEACHES **Highway Sliced or Halves No. 2 1/2 Can 27¢**

CRACKERS **Busy Baker 1 Lb. Box 27¢**

PORK ROAST

Fresh Pork Picnic — Whole or Shank Half

29¢



Pork Roast **Fresh Shoulder Center Cut lb. 39¢**

Pork Steak 49¢

Sliced Bacon 2 Lb. \$1.19

Breaded Shrimp 2 Lb. \$1.29

Supreme Sugar Giant 15 1/2 Oz. Pkg. 39¢
Miracle Margarine 1 Lb. Pkg. 33¢
Saltines Nobisco Premium 1 Lb. Pkg. 31¢
Smoked Meats Buddig 2 1/2 Oz. Pkg. 39¢
Longhorn Cheese Halfmoon lb. 59¢
Pork Sausage Armour Star 1 Lb. Cello Roll lb. 29¢

MIX'EM or MATCH'EM Gardenside
CUT GREEN BEANS 8 No. 303 Cans \$1
GOLDEN CORN Cream Style 8 Cans \$1

Biscuits 4 8 Oz. Cans 29¢

Margarine 2 1 Lb. Pkgs. 25¢

Pure Lard 3 Lb. Ctn. 39¢

Soft Drinks 12 12 Oz. Cans \$1

Cake Mixes 3 19 Oz. Pkg. \$1

Sugar 10 Lb. Bag 98¢

Canned Milk 2 Tall Cans 25¢

Safeway Produce ... Always Fresh

DELICIOUS APPLES 5 LBS \$1
 Washington State Extra Fancy New Crop

Red Potatoes 10 Lb. Bag 49¢
 U. S. No. 1

California Tokay	Fancy Bartlett	Snowball
GRAPES	PEARS	Cauliflower
lb. 19¢	lb. 19¢	lb. 19¢

EGGS 39¢
 Breakfast Gem Medium Dozen

WAFFLE SYRUP 29¢
 Blackburn's Quart Jar

COFFEE CAKE 79¢
 Sara Lee Frozen 13 Oz. Cake

MIX'EM or MATCH'EM
 Bel-air Premium Frozen Foods

- 10 Oz. Peas • 10 Oz. Chopped Broccoli
- 10 Oz. Squash • 9 Oz. Fr. Fries
- 12 Oz. Chopped or Leaf Spinach

5 Pkgs. Only \$1

Aurora Tissue Bathroom 2 Roll Pkg. 29¢
Pard Dog Food 2 1 Lb. Can 33¢
Vienna Sausage Libby's 5 Oz. Can 27¢
Head & Shoulders Mad. Jar 89¢
Deodorant Secret Cream 69¢ Plus 7¢ Tax





By Melvin Young

Things have really been moving around the Hereford area for the past two weeks, and frankly, we're about ready for it to slow down a little.

The dedication of the new Merrill E. Shoup plant of Holly Sugar Corp. was a big success, with over 12,000 people touring the plant, and at least 5,000 on hand for the dedication services.

We were overrun with dignitaries, from all parts of the nation.

And in spite of the fact that the crowd was of such prominence, Mayor Ray Cowser and Chamber President Austin Ross Jr. did a bang-up job of welcoming the folks to Hereford. These country boys will fool you.

Up on Avenue I there's at least one little girl who's walking on cloud "9". That's our daughter Holly, who was honored Saturday by having her picture made with the Governor.

When returning to town after the dedication, all she could say was "Wow. Just wait until the word spreads."

And we suppose that's quite an honor. This writer was over 30 years old before he had ever seen a governor in person, much less be close enough to touch the bird.

We do remember W. Lee "Pappy" O'Daniel coming through Petersburg campaigning with the Light Crust Doughboys back in the late '30's, but "Pappy" hadn't been elected to anything then. All he was doing was "passing the biscuits".

Republican presidential nominee Barry Goldwater carried his campaign to the High Plains Tuesday, speaking to some 6,000 enthusiastic well-wishers in Potter County Stadium, in what may well have been the fastest campaign trip on record.

Goldwater flew into Amarillo Airport at 11:53 Tuesday morning in a Boeing 727 Astrojet, and approximately 2 hours and 5 minutes later he was winging his way to Albuquerque, N. M., and eventually back to the Texas cities of Midland-Odessa before the sun set for the day.

The speed of the tour however, didn't mellow Goldwater's attack on his Democratic opponent.

The Goldwaters were celebrat-

ing their 30th wedding anniversary Tuesday.

The Goldwaters received a tremendous reception Tuesday during their whirlwind campaign tour. Approximately 6,000 people filled Potter County Stadium to capacity for the Senator's speech, and another 12,000 to 13,000 turned out to wave at the gentleman from Arizona as his motorcade moved down Polk Street.

We were told by one party, that approximately 100 people from Hereford were on hand for the occasion. We did run into Frank Ford, as well as Richard Brown, the Eagle Scout from Troop 52 who led the Pledge of Allegiance to the Flag, plus Mr. and Mrs. Jess Carter, all of this city.

If that's the kind of turnout Barry is getting all over the state, then he's apt to give Lyndon a run for his money.

Other Republican candidates were readily available, including Jack Crichton, candidate for the office of governor; Bill Hayes, Republican aspirant for Joe Poo's job as Congressman at large; and Bob Price of Pampa, who is trying to unseat incumbent Congressman Walter Rogers, also of Pampa.

Only one incident observed along the route, and that was three "Beagle" type characters standing along the roadway waving LBJ signs.

Undoubtedly, there have been more big-wigs (of both parties) here this past 10 days than have graced these plains in many a moon.

This is a big week with the new car dealers' too, with many of the new models showings Thursday, Friday and Saturday.

Pontiac will be on display at Campbell Pontiac, Chevrolet at Orsborn Chevrolet-Olds, Ford at Stephens-Hudson Motor Company Rambler and Buick at Kinsey-Orsborn Motors, Oldsmobile at Orsborn Chevrolet-Olds, Dodge at Hiway Auto Sales, Plymouth and Chrysler at McCullough Motor Company.

It'll be pretty hard to resist that line-up, but if you do, don't give up, there'll be more coming soon.

At the end of an examination, the teacher in a mountain school told her pupils to write a pledge that they hadn't received or given any help. One gangling youth who had suffered throughout the test, wrote:

"I ain't received no help. And God knows I can't give none."

Marriage License

Clarence Lester Layman Jr. and June Mae Armstrong, 9-17.

Argen Draper Talks On Autumn Fabrics, Designs For Ford HD

Speaking on "Fall Fabrics and Designs," Argen Draper presented the program for Ford Home Demonstration Club at their meeting Wed., Sept. 16, in the home of Mrs. J. Raymond Flores.

Big news in fabrics this fall, Mrs. Draper said, is design—checks, plaids, stripes, and figures of all kinds. She cautioned, however, against buying many expensive garments made of figured or textured fabrics since they may be outdated next year.

DE Club Votes To Join State Organization

Distributive Education classes of Hereford High School voted to join other schools in Texas in the statewide organization. Students have the option each year of participating on only the local level, or they can go on to the state and national level.

In their recent organizational meeting, students nominated Linda Loerwald, Debbie Lee and Peggy Neff for sweetheart. Election of officers, other than president, will be held at a later date.

Dorman Duggan is the club's president and was elected at the end of the spring semester. Don Paris is the distributive education teacher and club coordinator.

Students wishing to participate in state contests will be in local eliminations early next year, with the annual state convention to be held in February.

Chief seasonal trends Mrs. Draper noted included "stained glass window" colors as best; designs of subtle fit, with waistlines anywhere but at the natural waistline—preferably six inches below the waistline or above; skirts free and easy for walking, no straight skirts except for suits with long coats; pockets on blouses or coats but not on skirts; coats neither boxy nor tight, usually with stand-up collars; jumpers good and shifts are "the" design.

Mrs. Draper urged members to keep a file of washing instructions for all garments and fabrics bought. "You may think you can remember how they should be handled," she pointed out, "but it's easy to forget and ruin a good garment." She concluded the program by passing around samples of various types of fabrics for members to inspect.

Mrs. Raymond Smith presided at the meeting and introduced Mrs. Reece Lawson as a new member.

Mrs. John A. Smith's home will be the scene of the next club meeting Oct. 21.

They Get Social Security, Too

"Maids and babysitters—protect your rights." This advice comes from Hal Geldon, social security district manager in Amarillo and the Hereford Social Security office.

Geldon says that many housewives and homeowners are unaware that household employees are covered by social security. This and the subsequent failure of employers to make earnings reports have caused many maids and other household employees to lose valuable retirement and disability benefits which were rightfully theirs.

"Household employees" include maids, babysitters, cooks, gardeners, and others who work in or around a private home. Geldon said that each of these persons has a definite responsibility to see that his or her employer makes proper earnings reports. A report is due at the end of any quarter in which the worker is paid as much as \$50 in cash by one employer. The social security tax is shared equally by the worker and the employer. The present tax rate is 3 5/8 percent from each.

To protect your rights to social security benefits, Geldon urges you to get in touch with his office to make sure your employer is making correct reports. The social security office for this area is located at 1006 Adams Street, Amarillo, Texas.

Read The Classifieds Classifieds Get Results

Fall Planted Seed

WHEAT

- Tascosa
- Kaw
- Comanche
- Improved Triumph
- Early Triumph
- Caddo
- Concho

BARLEY

- Rogers
- Cordova
- N. Mex. Winter
- Hudson
- Will

RYE

- Elbon

OATS

- Cimarron

LEGUMES

- Alfalfa
- Common Cody
- Buffalo
- Sweetclover
- Hairy Vetch
- A. W. Peas

COOL SEASON GRASSES

- Smooth Brome
- Orchard Grass
- Rye Grass
- Wheatgrass
- Tall Fescue
- Wild Rye
- Rescue Grass

Widest Variety - Highest Quality
Miller Seed Company

120 S. Lawton St.

Card Of Thanks

The family of Mary E. King wish to express our deepest appreciation to the neighbors, friends, nurses, Dr. Hicks, and

Dr. Mims for each deed of love, the food and floral offerings given to us upon the death of our sister and aunt. May God's richest blessing be with each of you.

Mr. and Mrs. Ross Wilmett
Mr. and Mrs. Floyd Sweet
Mr. and Mrs. S. A. Huxley
Mrs. Edna Collier
Mr. and Mrs. J. H. Williams

Mr. and Mrs. Bill Williams
Mr. and Mrs. Jake Williams
Mr. and Mrs. Ray Williams
Mrs. and Mrs. Finas Williams
Mr. and Mrs. V. G. Kyle

OFFICIAL ENTRY BLANK

- Hereford at Littlefield
- Texas at Texas Tech
- Arizona State at WTSU
- Southern California at OU
- Iowa State at Oklahoma St.
- Michigan State at North Carolina
- Notre Dame at Wisconsin
- SMU at Ohio State
- Edinboro St. at Slippery Rock
- Citadel at West Virginia

TIE BREAKER

Littlefield
Hereford
Texas Tech
Texas
Arizona St.
WTSU

- Yale at Connecticut
- Kansas at Syracuse
- Texas A&M at Houston
- William & Mary at Navy
- Boston College at Army
- Norwich at Bates
- Georgia at Vanderbilt
- Mass. at Harvard
- Brigham Young at Arizona
- Arkansas at Tulsa

Name _____

Address _____



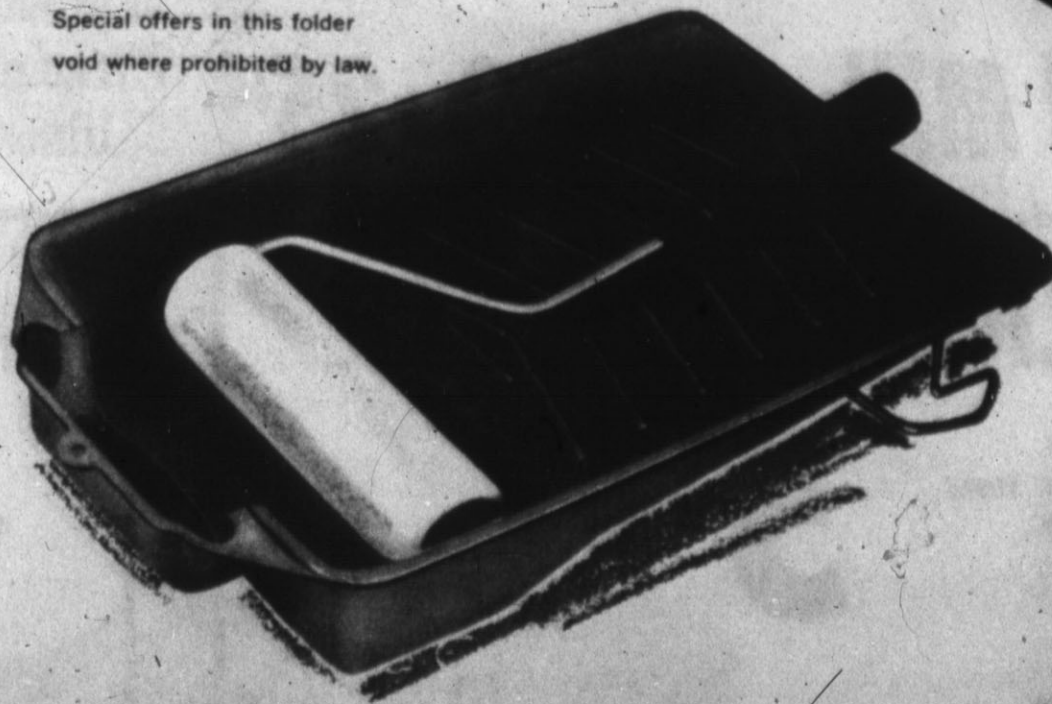
SAVE MONEY

WALLHIDER ROLLER & TRAY
Regular \$1.98 Value

FREE
ONLY 98¢

WITH PURCHASE OF 2 GALLONS OF WALLHIDE LATEX WALL PAINT

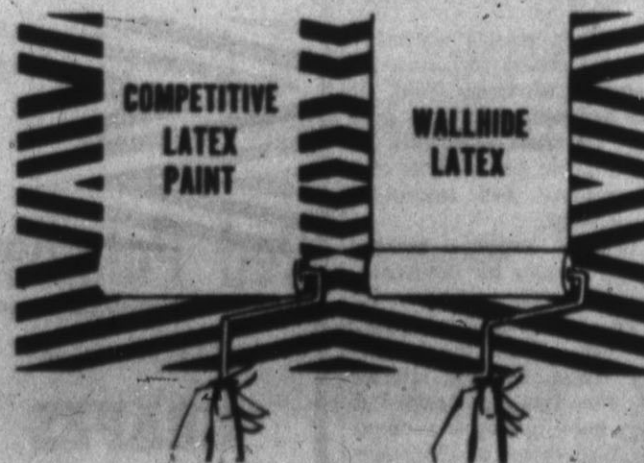
LIMIT ONE TO A CUSTOMER WITH ONE GALLON PURCHASE!
Special offers in this folder void where prohibited by law.



Perfect paint-mate specially designed for Wallhide Latex—rolls just the right amount on extra easily, smoothly and uniformly. Cleans quickly in soap and water.



"ZEBRA TEST" proves Wallhide Latex with GHP—Greater Hiding Power—covers far better than other wall paints. Dries to a handsome flat finish. More than a thousand colors.



Carl McCaslin Lumber Co.

A Complete Building Service

Phone The Lumber Number EM 4-3434

You get these benefits without cost from Woodmen of the World:

- Up to \$3,000 for treatment of pulmonary tuberculosis
- Up to \$1,000 for treatment of primary lung cancer
- Financial assistance in time of common disaster

These benefits are not part of your insurance certificate. They're extras, fraternal benefits for which you become eligible after one year of membership. Woodmen insurance is the finest money can buy. Call your Woodmen of the World representative for the full story on an outstanding program of protection, fraternity and service.



Joel Low
Field Representative
Box 44, W. T. Station
Canyon, Texas
Phone: OL 5-4307





WELCOME PARTY — These girls enjoyed the welcoming coke party given by eighth grade Camp Fire Girls for the seventh grade Camp Fire Girls. From left to right, front row: Camille Langley, Dianne London, Mary Sue Ward, Prissy Crume, Debbie Boardman, Gayle McCutchen, Cathy Phillips, and Bonnie Walker. Second row: Marilyn Smith, Peggy Summers, Debra Gholson, Keran Bain, Sharon Liven-

good. Third row: Karrie Dameron, Janice Edwards, Pamela Miller, Sue Easley, Lanny Buck, Mary Sue Gooch, Jeanne Gore, Becky Bell, Cynthia Lea. Back row: Julia London, Karen Gilbert, Mary Sue Neff, Virginia Gholson, Kathy Jabe, Gene Ann Guynes, Mary Robinson, and Luanne Kendall.

Camp Fire Girls Welcome Newcomers, Have Fiesta

Eighth Grade Camp Fire Girls—Wa Cun Ya and We-Co-Can-Te-Waste—gave a welcoming coke party for the new seventh grade girls in Camp Fire Groups Ya-Tan-Ki-Yo, Wa, Han Ka, Cuzinta, and Tah-Sha-Wa. The event was at the Camp Fire Hut Friday, Sept. 4.

Mrs. John Gooch, Camp Fire leader, gave the welcome to Stanton and Junior High Camp Fire with the reading of the poem, "Junior High Miss."

The girls played games of Forward, Mix-Up, and Frog.

Cokes and cup cakes were served to 31 girls and the leaders—Mrs. Baxter London, Mrs. Wm. Dameron, Mrs. Louis Lea, Mrs. Walter London, and Mrs. Gooch.

Wa Cun Ya, Camp Fire Group were hostesses to Cuzinta Camp Fire Group at a Mexican fiesta party Tuesday, Sept. 15, at the Hut.

In the games that were played Kay Golden was the bull-fighting torador; Debbie Gholson, the calf-roving champion; with relay obstacle stick-horse race having Debbie Boardman as the trick rider.

The menu included cabbage

slow, baked onions, potato chips, taco, sizzlers, homemade ice cream, and orange drink.

Legal Notice

The Board of Education of Vega Independent School District will receive bids at the business office of the new school until 8:00 P.M., Tuesday, October 13, 1964 for the following work:

1. Removal of all buildings from the site upon which the old Vega High School building is located.
2. Clear the site completely including the filling of existing basements with compactable material.
3. Site must be leveled and cleaned.
4. All cement foundations and sidewalks must be removed. (Materials may be used to fill basements if utilized properly).

The Board of Education reserves the right to accept or reject any or all bids and to waive informalities.

Alvin R. Cannady, Superintendent

B-12-3c

Several Bring Home Tri-State Fair Honors

Deaf Smith County booth at the Tri-State Fair in Amarillo was set up Saturday and Sunday by County Agent J. W. Thomas, with the help of Mr. and Mrs. Doc Betzer, Mr. and Mrs. Earl Plank, Mrs. J. W. Thomas and Glen Polan, member of Dawn Boys' 4-H Club.

Individual entries won sev-

eral awards. Winning entries were:

Sugar beets—Pete Plank, first; Ray Gerk, fourth.

Summer squash—Jack Thomas first.

Hot peppers—Gerald Witkowski, second.

Green beans—Charles Atchley, fourth.

Okra—Joyce Bezner, second.

Bell peppers—Kay Atchley, third.

Turnips—Mary Hoffman, first; Stephen Hoffman, third.

Carrots—Stephen Hoffman, first; Mary Hoffman, third.

Wayne Betzen, fourth.

Hegaria—Tommy Betzen, second.

Soy beans—Wayne Betzen, first.

Tomatoes—Mary Hoffman, first place (small).

Millet—Tommy Betzen, first; Wayne Betzen, third.

Tomatoes—Carol Turrentine, second (large).

Potatoes—Jack Thomas, second.

Sweet sorghum—Wayne Betzen, fourth.

Onions—Mark Betzen, fourth.

Butternut squash—Steven Hoffman, fourth; Wayne Betzen, third.

Winter squash—Mary Hoffman, second; Jane Hoffman, third.

Cushaw squash—Charles Atchley, third.

L. A. E. Club Hears Talk On Women Of Bible Times

"Women of the Bible" was the subject of Mrs. B. F. Markham's program for La Affiliatus Estudio Club at their meeting Tuesday, Sept. 22, in the home of Mrs. T. W. Roberson.

Emphasizing the influence of Jesus in the life of each woman, Mrs. Markham centered attention upon Mary, the mother of Jesus; Elizabeth, mother of John the Baptist; Mary and Martha, sisters who, with their brother Lazarus, were close friends of Jesus; Mary Magdalen and the Samaritan Woman. Mrs. Markham recommended A. T. Lundholm's book, "Women of the Bible," for further individual reading and study.

Mrs. Markham presided at the meeting. During the social hour the club surprised Mrs. Roberson with a handkerchief shower for her birthday.

Last year, hydrologists from the U.S. Geological Survey, cooperating with the Brazilian government, surveyed the Amazon's waters at various points and at different seasons. They discovered that the Amazon is about 12 times larger than the Mississippi. Previous estimates had placed the Amazon's volume of flow at about seven times that of the Mississippi.

Club members present were Mrs. B. A. Reddell, Mrs. George Suggs, Mrs. C. E. Beauford, Mrs. Aubrey Cook, Mrs. Sam Morgan, Mrs. E. T. Hale, Mrs. Markham, and the hostess, Mrs. Roberson. Club guest for the day was Mrs. Roberson's guest, Mrs. W. I. Grant, mother of Mrs. Beauford.

Mrs. Ira Ott presented an illustrated travel lecture at Westway Community Meeting Sat., Sept. 12. She showed scenic slides of states she and Mr. Ott visited in their recent trip, including Michigan, Wisconsin, Montana, Oregon, Washington, Colorado, the Dakotas, Idaho, and Iowa.

Ott Travel Talk Given Westway Community Club

Presiding was Mrs. Homer Rudd, who succeeded Mrs. Joe Wagoner at her resignation to move to Dumas.

Those attending the meeting were Mr. and Mrs. Ira Ott, Mr. and Mrs. W. W. Thomas and Jeanne; Mr. and Mrs. Paul R. Udd, Mr. and Mrs. Roland Hairgrove and children, Mr. and Mrs. G. C. Merritt, Mr. and Mrs. Homer Rudd and children, Mr. and Mrs. J. C. Morrison and Judith, Merlin Kaul, Mr. and Mrs. Harold Rudd and children and Mrs. John D. Owen.

Refreshments of coffee and cookies were served.



september special

3.66



Save 33c per pair on these smart new flats. Choose from smooth leathers or Alligator grain design. Popular heel styles. New fall colors. Plan now to see this grand assortment. Sizes 4 1/2-10.

The New Iridescent Look Men's & Young Men's

FALL & WINTER

SUITS \$65

75% Wool
25% Silk

All Wool

2 Button Style
Brown Tones
Blue Tones
Gray Tones
Sizes 35 to 44

Other Suits 29.95 to 45.00



Introducing Comet 1965:



livelier, more beautiful sequel to the World's Durability Champion

We couldn't make Comet much tougher, so we made it more beautiful. Made the outside sleeker, sportier—from every angle. Made the interiors more luxurious. Made every engine bigger, from the 200 cu.-in. "6" through the hefty new 289 cu.-in. Cyclone Super V-8 (225 hp). Made the ride even smoother, more solid and silent. The one thing not new in this racy '65 sequel is the stamina that made Comet the World's Durability Champion. You wouldn't want that to change, would you? It didn't.

Mercury Comet
the world's 100,000-mile durability champion.

Stephens-Hudson Motor Co.
Hereford, Texas

RIDE WALT DISNEY'S MAGIC SKYWAY AT THE FORD MOTOR COMPANY WONDER ROTUNDA, NEW YORK WORLD'S FAIR

Save 96c on 2 Pair

CHILDS 2-PIECE SLEEPERS

With Grow Feature

Regular 1.98 Value

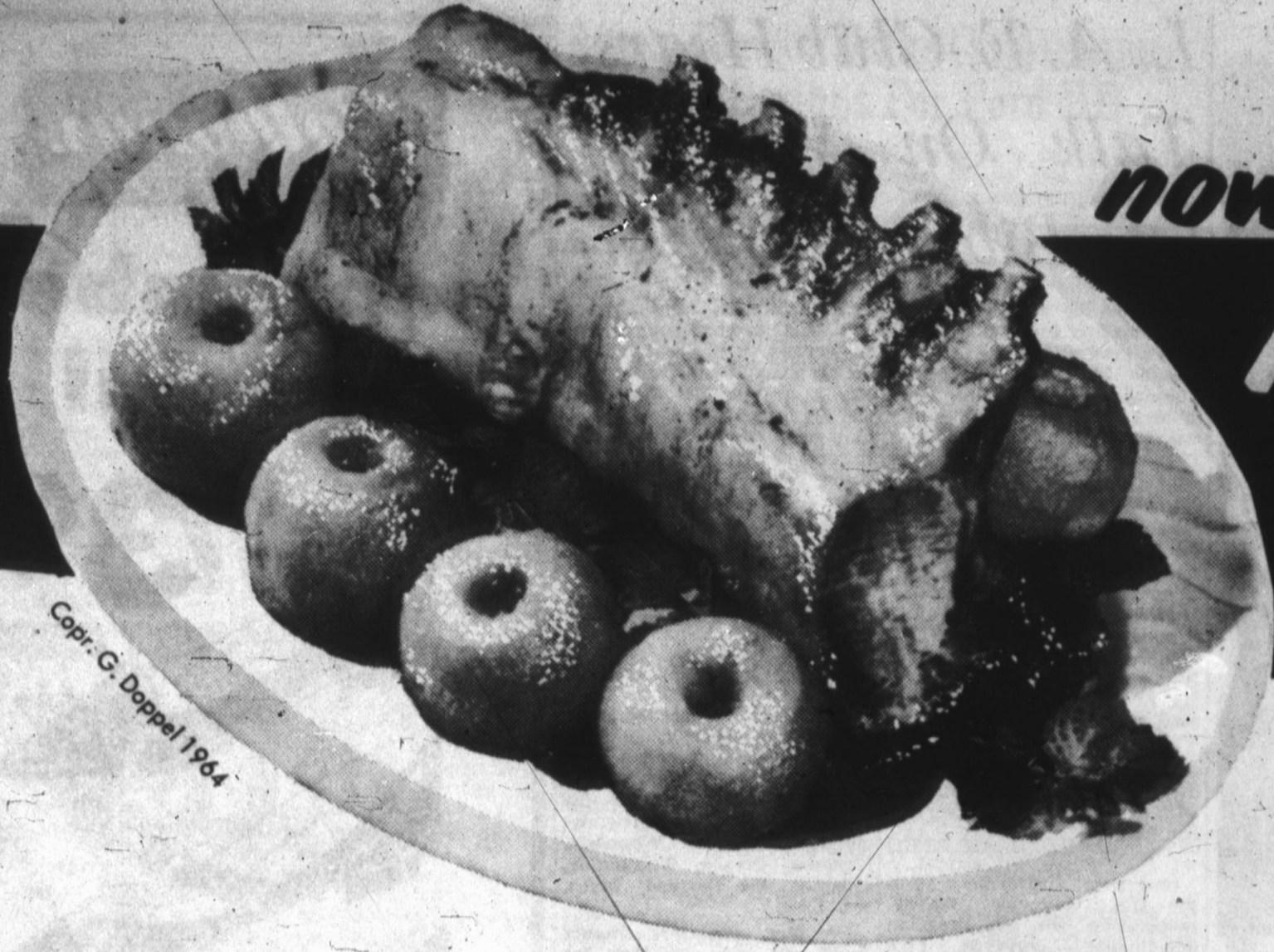
2 Pair \$3



Soft, warm, fine gauge cotton knit in printed nursery designs. Big, big buy for little money.

Comfortable 2 piece style with double row of gripper fasteners on shirt for famous grow feature. Elastic in ankles, plastic dot on bottom of feet, washable, fast color. Long sleeves, choose from pink or blue with printed designs. Sizes 0 to 3. Stock up now at this special sale price and save.





now is the time to
PERK UP MENUS
with **PORK**

When it comes to delicious eating and satisfying savings, there's nothing that tops COOPER'S pork! It's corn-fed pork... tender, young porkers... cut and close-trimmed to give you the most lean meat for the money! There's no better meat for this time of year eating... and COOPER'S has a prime selection of perfect pork cuts from which to choose your favorites. Come in today and pick up some pork to perk up your menus.



Semi-Boneless PORK STEAK	Lb.	39¢	PORK ROAST		Picnic Cut Lean Lb.	29¢
No Bone — No Waste PORK CHOPPIES	Lb.	59¢				
CORN KING BACON	Lb.	49¢				
Armour Star LUNCH MEAT	6 Oz. Pkg.	4 For \$1				

FOLGERS COFFEE

3 Lb. Can **\$2.29**

CAMPBELL'S TOMATO SOUP

Can **10¢**

PENN CHAMP MOTOR OIL

Pure Pennsylvania Motor Oil Case of 6 Qts. **\$1.98**
20w - 30w - 40w
Single Qts. 39¢ each



SALE!

CANNON
QUALITY STOCKINGS

79¢

REGULARLY 99¢

When you buy Cannon—the name you trust and the quality you know—you're certain you're getting flawless fit, beautiful wear in every pair. Stock up now, while prices are 20% lower, on a fall wardrobe of glamorous Cannon stockings. You'll find them convenient to buy

at **COOPER'S MARKET**

By the makers of Cannon towels, sheets, and bedspreads

BUY THE NAME YOU TRUST



ZEREX or PRESTONE ANTI-FREEZE	Gal.	1.59
NORTHERN BATHROOM TISSUE	4-Roll	29¢
GEISHA MUSHROOMS	Whole Button 4 Oz.	3 For \$1
BRYLCREAM HAIR DRESSING	4 Oz.	67¢
PEPSODENT TOOTHPASTE	Reg. 53¢	43¢
FLORIENT	House Dead. Aerosol Can	49¢

TREND LIQUID 22 Oz. Detergent **3 For \$1**

Shurfine — White, Yellow Devils, Spiced Layer Cake Mix 4 For \$1	Shurfine — 303 Can Bartlett Pears 3 For 69¢	Ranch Style — 300 Can Beans 8 For \$1
Libby's Cut — 303 Can Green Beans 5 For \$1	Libby — Garden — 303 Can Sweet Peas 5 For 89¢	Fishers — 14 Oz. Can Mixed Nuts 69¢
Supreme — Saltine Crackers Lb.-Box 29¢	Shurfine — All Green Cut Asparagus Spears 2 300 Cans 49¢	Shortening Fluffo 3 Lb. Can 69¢
Libby — Frozen — 10 Oz Broccoli Spears 2 For 49¢	Patlo — Frozen Beef Tacos 6 Ct. Pkg. 49¢	Seven Seas — Frozen Speckled Trout 1 1/2 Lb. Pkg. 98¢



Gallon Ctn.

79¢

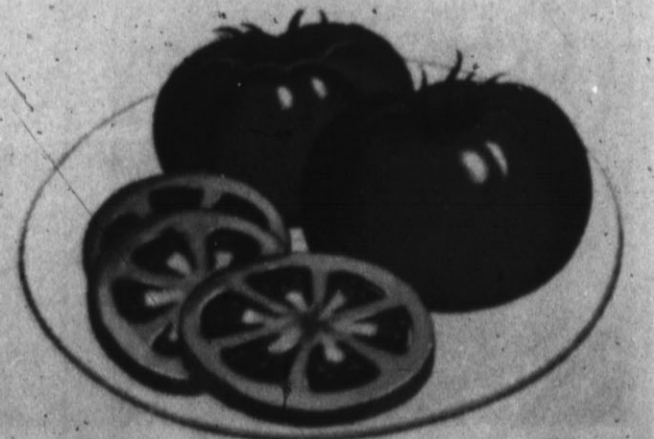
1/2 Gal. 49¢

Cloverlake

TOMATOES

Pick-O-Morn

2 PKGS 29¢



HEREFORD CARROTS
RADISHES

2 Lb. **15¢**
2 Bunches **15¢**

"Limited Number of

A HISTORY OF D.S. COUNTY 4.95"

COOPER'S

The Whiteface

(OFFICIAL PUBLICATION OF HEREFORD HIGH SCHOOL, HEREFORD, TEXAS)

NO. 2

Section Two

The Hereford Brand, Hereford, Texas, Thurs., Sept. 17, 1964

Hedy Bailey Is Named Model For Amarillo Fashion Board

By Sandi Thomas

Hedy Bailey, junior, was recently named a special model on the Fashion Board at Daisy's in Amarillo. "I went there to

look at clothes and they asked me to fill out an application, so I tried out and won!" Hedy commented. She was chosen for this honor along with one girl from each of the high schools in A-

marillo, one from West Texas State University in Canyon, and one from Amarillo College. Over 50 girls were competing for the honor.

Along with the other girls that were chosen, Hedy will model whenever needed. They model on a platform inside the store and in the window of Daisy's in Sunset Center.

"I was given my first modeling job when I was eight years old," says 16 year old Hedy. She first started modeling in Boise, Idaho, and has modeled for the Popular Store in Hereford.

Hedy stated that if she ever chose a career after college, it would be modeling. About four years ago, she attended a small modeling class in Boise, sponsored by the YWCA.

"I enjoy modeling dressy clothes, especially expensive ones," Hedy commented. "At Daisy's, we model clothes for teenage girls, many of which are found in Seventeen magazine."

In her sparetime, Hedy likes to sew and makes many of her own clothes. She had a part in designing the outfits that the servers wore last year at the Junior-Senior banquet. "It's fun for me; I like working with clothes," she said.

Sugar Can Be Extracted From Various Plants

The sugar of commerce — the sugar with which you are most familiar — is technically, sucrose. Just as pure gold can be extracted from various ores so pure sugar can be extracted from various plants. In either case, the fully refined produce — be it gold or sugar — is the same, no matter what the source.

Pure sugar can be taken from sugar beets, sugar cane, palm trees, maple trees, watermelons, and many other plants. After exhaustive tests, the United States Department of Agriculture reported that "by no chemical test can the pure crystallized sugar from these different sources be distinguished."

One reason for sugar's popularity is that it is so easy to use. (Continued on page 3)



CHEERLEADER DETAIL — Cheerleader Cynthia Leasure is painting signs to be put up in Hereford High School to help boost school spirit, prior to the first pep rally of the year Friday, before the football game that evening. So cheerleading isn't all glory — there's a little work involved. (Brand Staff Photo)

Editors' Notes:

By Vickie Inman

Do you know where locker 14 is located. Fish that micrifying glass out of the detective kit and get to work if you don't. When you have found it, contact one of the Whiteface staff, and they will give you a pat on the back.

Locker 14 is a special locker; it belongs to the Whiteface staff. We wanted it so "hot news tips," gossip, and club news could be brought to our attention without embarrassing any shy, retiring reporter.

If you have any news that you would like to see in the paper, write it on a piece of paper. Slip down to our locker, and, if you are lucky, you can cram it through one of the vents or slots. Actually, a piece of paper can be slipped through the slots quite easily. I've already tried it.

Out of necessity, news must be handed in a week before the paper is out. For example, suppose a club is having a party on Sept. 26. In order to announce the party before it takes place, the news must be handed in to us by at least Sept. 17. Then, the announcement and details of the party would come out in the Sept. 24, issue.

It is not too complicated. The Whiteface just needs seven days advance notice in order to keep the news current.

This is a wonderful opportunity for reporters in the various clubs to keep their clubs in the spotlight. The reporters would have to hustle to make sure that they know the details of happenings before they are announced to the rest of the club. But, then the job or reporter would be an active one.

Locker 14 can also be used as accumulating items of interest for the Reject whenever it is published.

I would like to stress that this is a student newspaper for student news. The only way that everything of importance can be included in the newspaper is for students to help, including seniors, freshmen, sophomores, and juniors.

Please, don't try to show off or act big by abusing this locker. It is for the individual that is responsible and acts responsibly. I hope that others will see it that way and will act accordingly.

Senior Class Holds Meeting Wednesday

By Romanita Lucero

A talk by Bill Caraway and election of two officers were the important features of a meeting of the senior class held in the auditorium Wednesday.

"Seniors are a privileged group of students," Caraway said, "only when they set examples in attitudes and behavior for underclassmen."

In the election for vice-president, Stan Sigman and Douglas Watson were nominees. Penny Johnson, Vickie Inman, Patricia Maxwell and Larry Minks were candidates for secretary.

Seniors chose Stan Sigman and Larry Minks to lead their class along with their president, Ernest Flood.

Plans for operating the concession stand were approved as presented by Mrs. Billye Buck, class sponsor. Money raised will be used to purchase a senior gift at the end of the year.

HHS Students Are Offered Various Meals In Cafeteria

The reason that ala carte line was put in the cafeteria was because some of the big boys of HHS didn't get enough to eat in the type A lunch," stated Mrs. Clifford Smith, cafeteria supervisor.

The ala carte line is on the north side of the cafeteria. The type A lunches are on the south side. Each dish in the ala carte line costs separately and makes the ala carte lunch cost more. The regular or type A lunches cost thirty-five cents with three cents extra for a second carton of milk.

"The first day we had the ala carte line open about three-fourths of the students went through it. The second day about half the students went through it," Mrs. Smith said.

"Before, the ala carte line was mixed in with the type A line. The cashiers had a hard time keeping up with the two different

meals. Now that it is separate, we can run the students through much faster."

In the ala carte line, all the meat dishes will be twenty cents; all vegetable and dessert dishes will be ten cents; and bread will be two cents a slice; and a pat of butter will cost one cent.

"All this is some trouble, but it will be easier when Northwest Elementary gets their own cafeteria," Mrs. Smith said. Lunches for Northwest are cooked at the cafeteria and then carried over to Northwest.

In all, the women working in the kitchen, total 14. There are two bakers, two vegetable cooks, two meat cooks, one salad maker, and one manager. The others help serve and help keep the cafeteria clean.

Pep Assembly Held At HHS Last Friday

The first pep assembly for the Whitefaces was held last Friday in the gymnasium. The gymnasium was filled to the limit as the student body, the faculty and former school students crowded in to voice their feelings for the football team.

Brant Knox, junior, entertained the student body in a skit where he helpfully tried to get the cafeteria burning better by throwing a bucket of gasoline on the alleged fire.

In another skit, John Lesley, junior, tried to show his prowess in cutting grass. Linda Rickman, junior, objected because the grass John wanted to mow was on her skirt.

The Whiteface band played during yells while the new twirlers demonstrated their skills. Della Caraway, senior; Patti Roach, Penni Jones, Ann Mercer, juniors are the line twirlers this year.

After leading the student body in yells the six cheerleaders, Sharon Tinnin, Peggy Neff, Nancy Tyler, Barbara Langley, seniors; and Gayle Newell, Cynthia Leasure, juniors, presented the football boys with good luck charms.

Tri-Hi-Y Plans New HHS Club

Less confusion, more activities and fewer members confront Tri-Hi-Y officers as they organize a new club.

"With 120 members last year, the club had its problems in organizing and staying a united group. Although we had two clubs, I was the only sponsor," said Miss Janice Boren. "We didn't accomplish our goals, so this year there will be one club."

Tonight is the organizational meeting. All old members must attend in order that they may retain their membership.

Tri-Hi-Y officers have been giving morning devotionals each day during announcements. Fanelda Williams, chaplain, arranges the subject matter.

Becky Duncan, president, is preparing to present the point system before members tonight and give a close review of the constitution and by-laws of the organization.

FFA, Tri-Hi-Y, Juniors, Seniors Have Concessions

Sandwiches, cold drinks, candy, and popcorn are again being sold this year at football games. Concession stands will be operated by the juniors and seniors, FFA, and Tri-Hi-Y.

The Tri-Hi-Y concession stand, sponsored by Miss Janice Boren, will be selling candy and gum.

The senior concession stand, sponsored by Mrs. Billye Buck, will be selling sandwiches and cold drinks. Proceeds will go toward a money gift for some senior student at the end of the year.

Jess Robinson and David Nicholson are the sponsors for

the FFA Chapter which will be selling popcorn, coffee, and programs. Proceeds go into the Hereford FFA Chapter for anything in the way of chapter activities and equipment.

Mrs. Kendall Williams will be sponsoring the junior concession stand on the east side of the football field. This stand will sell sandwiches, candy, and cold drinks. Proceeds will go into the junior class for the junior-senior banquet.

Workers at the concession stands are volunteers. FFA volunteers earn points in leadership activities for their advance degrees.

Jean Schumacher Teaches Drivers Education At HHS This Year

By Jane Messick

"I have had a few disbelieving stares," said Mrs. Jean Schumacher, "and some people ask me if I am really the teacher."

Mrs. Schumacher is teaching three classes of driver's education.

Mrs. Schumacher has her own feelings concerning women drivers. "Just look at statistics and see the accident rate for men and women," she said.

She never had any particular idea of becoming a D. E. teacher, but it was part of the requirements for a physical education

teacher, which she also is, and she became interested in D. E. Mrs. Schumacher attended West Texas State University where she majored in physical education and minored in biology and English. After she graduated, she taught at Travis Junior High School in Amarillo. This is her second year of teaching, and her first at HHS.

Her classes are now in the process of reading the driver's education textbook. "When the students finish they will take the test for their restricted license and then the driving phase will begin. That should be the interesting part."

FHA Girl Of Month Based On Many Quality Factors

By Marilyn Tice

"FHA girl of the month is based on scholarship and personality," said Mrs. Margaret Durham, sponsor of Royal Rose Chapter at an officers meeting Sept. 8. "She will be chosen from members who are making highest scholastic averages, not only in homemaking but in all their work. She must show qualities of leadership and seem genuinely in search of a home background that will give her a real appreciation of life."

The sugar beet plant is a miniature factory and warehouse in itself.

Through a process called photosynthesis, it combines elements of the air water and sunshine into what is known as sucrose. Chemists have a symbol for this — C₁₂H₂₂O₁₁. The natural manufacturing process takes place in the leaf of the sugar beet, power for the process coming from the energy of the sun.

The sugar is stored in the big root of the beet.

Sugar beet seeds are planted in carefully prepared fields, and, and the young plants are thinned and cultivated soon after they emerge from the ground.

Irrigation water and fertilizer spur the growth of the plant, which forms lush green leaves and sends its tap-root six feet or more down into the soil.

Several months after the seed is planted, the sugar beet is ready for harvesting. This is accomplished entirely by ingenious man-driven machines which dig the roots, cut off the green tops and lift the roots into a waiting truck for delivery to the nearest factory for beet receiving station. Efficiency and use

of tires are keys to modern sugar beet production. Holly agriculturalists work closely with beet farmers all through the year to help them achieve optimum results with their crops.

Through many years of work in research and related fields, the scientist have changed the very nature of the sugar beet, increasing its yields, in gross tonnage per acre and sugar per acre, and even changing it so that instead of its seed producing a cluster of plants, it now produces a single plant.

This makes the thinning process easier and far more adaptable to modern machine work in the fields.

97 Students Are Enrolled In HHS Bookkeeping; Joe Smith Instructor

By Patsy Huckert

Bookkeeping classes have been rearranged to fit over crowded conditions. Several students from each class went to an extra class held at sixth period.

They are learning to set up a bookkeeping system. They begin with the balance sheet and establish assets, liabilities and proprietorship. Recording the opening entry in a journal follows: establish debit and credit

standings.

The need for accounts comes in posting the opening entry, and the ledger is filled with ac-

count forms. The class is now recording changes in asset and liability accounts.

Students are now working on regular theme paper, but the workbooks will arrive later on this six weeks.

In the spring students will work with income tax returns and learn to fill out checks. They will also learn to operate adding machines and do some work with them.

There have been 97 students to enroll in bookkeeping this year. "Up to this point all the classes are doing fine," replied Joe Smith, the instructor.

Hoof Prints

By Mike Paschel

In the season opener, the Herd suffered defeat at the hands of the Plainview Bulldogs by a score of 20-0. It was a hard-fought game, with fine play from both teams. Hereford hosts Dimmitt tomorrow night at 8 p.m. The Herd will be seeking their first win of the season.

Thursday night the Hereford Frosh and B teams played Dimmitt. The Bees won by a score of 25-0. Gary Victor, quarterback, scored 3 touchdowns and passed for another. The Hereford line turned in an excellent performance. The Frosh won, also, by a score of 20-6.

Last Friday, the first pep rally was held in the gym. The cheerleaders did a fine job decorating the gym and the fieldhouse, and led yells well at the game. School spirit was good, but there is nothing wrong with yelling a little louder! Let's everyone come out and support the 'Faces tomorrow night! BEAT DIMMITT!



EVERYBODY YELL — Cheerleader Gayle Newell is shown as she leads the HHS student body in a yell at the pep assembly held Friday afternoon in the HHS gym. (Brand Staff Photo)



WHITEFACE BOOSTER — This car, undoubtedly must belong to a Whiteface Booster as it appeared all painted and bannered at Hereford High School Friday evening. The pep assembly was held Friday evening. The car belonged to Charles Brownlow. (Brand Staff Photo)

1964-65 Whiteface Staff	
Editor	Vickie Inman
Assistant Editor	Sandra Green
Sports Editor	Mike Paschel
Assistant Sports Editor	Lynn Bagle
Photographer	Paul Christman
Activities Editor	Patricia Lindeman
Feature Editor	Patsy Huckert
Editorial Editor	Dannie Kemp
Exchange Editor	Marilyn Tice
Class Editors	
Senior	Romanita Lucero
Junior	Sandi Thomas
Sophomore	Jane Messick
Reporters	Janice Head, Mary Evelyn Vasek
Sponsor	Mrs. Jimmy Howell



By Melvin Young

Number one topic of conversation around Hereford this week is the opening of the new multi-million dollar Holly Sugar Mill, located approximately 3 miles west of Hereford on Holly road.

To be present for the dedication and to make the principal address will be Governor John Connally, who will arrive in Hereford Saturday morning for the affair. Connally will depart soon after the talk for further engagements in Lubbock and elsewhere.

Congressman Walter Rogers will also be on hand for the dedication, and we understand that there will probably be other distinguished visitors from out of Washington, D. C.

The Holly complex is truly an asset to the Hereford area, and we're real happy that it could be located here.

But the plant didn't just come here by chance. It took a lot of dedicated work from folks like Henry Sears, President of the First National Bank of Hereford; Jim Witherspoon, who now serves as the executive secretary for the Texas Sugar Beet Growers Association; Austin Rose Jr., president of the Texas group, and the late H. Lee Benefield, who perhaps worked hardest of all to secure the plant for Hereford.

Benefield was one of the staunchest supporters of the project from the beginning, and although he was stricken with a heart attack last August, he lived to see construction work beginning on "his dream".

To each of these men, Hereford owes a sincere vote of gratitude. Without their devotion

and hard work, it hardly seems conceivable that the Merrill E. Shoup plant would be opening this week.

Also on the horizon, although not in Hereford, is the big Southwestern Public Service Co.'s Plant X near Earth. This mammoth plant, costing somewhere in the neighborhood of \$43 million, is one of the biggest in northern Texas. The company is planning an Open House this weekend also, for those in the area who would care to tour the facility.

Hereford residents who are planning to commute in order to attend West Texas State University this fall during the day session, and who wish to be a part of a car pool, should contact Donna Ivy at EM4-0198 or Billie McDowell at EM4-0850.

Marcus Latham thinks that he will have his new eating establishment in operation in a couple of weeks. Latham said they were just waiting on some of the equipment to arrive before getting started.

The Lathams purchased the house at 239 Ave. D, formerly owned by Louis LeGrand, converting the lower floor into a restaurant, and using the upper floor as their living quarters.

They plan to serve two meals daily, lunch and dinner. It will be family style, we understand.

Judge H. C. (Hank) Williams has been slightly upset ever since the City of Hereford remodeled the City Hall and put carpet in City Manager Dudley Bayne's office. To make it worse he can't even get the County Commissioners to talk to him

about carpet on the floor of the judge's office.

Then, to rub salt in the wounds, City Manager Dudley Bayne dispatched a message to the Judge at Monday's Commission Meeting. I read simply: Dear Sir, You can buy good carpeting for \$11.95 per sq. yard. /s/ Dudley Bayne. Well, the judge is still fuming over that one.

But he who laughs last, laughs loudest, so the saying goes. Commissioner Donald Hicks got stuck for the dinners Monday. Well, that wasn't too bad, but upon leaving Western Wheel Inn, Donald stopped to visit with Tom Robinson, D. C. Kinsey and Robert Veigel. Thinking he might get off without paying the check, he offered to contest Tom Robinson for both tickets. Tom obliged. And won.

The trio changed their orders from hamburgers to T-bone steaks, and cheerfully told the waitress to give the ticket to the hapless Donald. Some days you just can't win.

At the day's end, however, the Judge was still trying to get a motion on the carpet, and Donald was trying to figure a way to get even with Tom Robinson.

Received in the mail this Tuesday morning from Wilmette, Illinois: Sirs: Enclosed is a buck, please send as many of your recent papers as that will buy and cover postage, to Bob Fauteck, Box 824, Taos, N. M. (He doesn't believe me when I tell him there are SOME beautiful offset papers.) Thanks, Wally Olds.

Well sir, we're not acquainted with Wally Olds, but thanks for the compliment anyway.

We too, think the Brand is one of the finest looking offset papers printed today.

The Hereford Whitefaces will be going for their first win Friday night as they meet the Dimmitt Bobcats at Whiteface Field. Let's all turn out to support the boys.

Byrle Elliston was in Monday, giving us the real low-down on what he was doing out on the creek the other day. He denies

the charge that he was picking up "cow chips". He says he was looking for buffalo skeletons. Byrle says he has found a baby calf buffalo head. "The first one I've found in about a thousand years," he said.

All of which reminds me of the story about the skeletons in the museum — one large skeleton labeled "George Washington"; the smaller one labbed "George Washington as a boy."

If an athlete gets athlete's foot, what does an astronaut get? — Missile toe!

KEEP IT UNDER YOUR BREATH

JOHANNESBURG, South Africa (AP) — The chairman of a large Johannesburg company sent this memo to his senior executives: "All executives who have been drinking vodka at lunchtime are requested hereafter to drink whisky. We would prefer our clients to regard our staff as inebriated, rather than stupid."

The memo stemmed from a change in Johannesburg business executives' midday drinking habits. Many have switched from whisky to vodka because they say the latter's telltale odor is less pronounced.

Sugar...

(Continued from page 1-Sec. 2) larity as a food is obviously its delightful flavor. Not only does the sweetness have appeal when sugar is eaten alone, but the flavor also makes other foods more delicious. Sugar performs other important functions in cookery. It helps to bring out the natural flavors of foods with which it is combined, such as fruits. It is a preservative. It improves the texture and appearance of other foods.

Nutritionally, sugar is important to the diet because it is an abundant, readily available, and inexpensive source of energy. Sugar is the physical basis of all life. It is the first substance manufactured by all-green-leaved plants, which in turn support all human and animal life. Through sugar, energy of the sun is made available to man.



CONGRATULATIONS

to the folks of

HOLLY SUGAR CORP.

upon the completion of your
Modern New Plant
In Hereford

We are indeed happy to have been able to supply you with a portion of the machinery used in the

Merrill E. Shoup

PLANT

Again we offer our Congratulations and welcome to the West Texas area.

We Always Welcome You To Call

Plains Machinery Co.

Thanks Folks

for your wonderful response
to our gigantic "Grand
Opening" Saturday!

We appreciate your coming
out . . . we appreciate your
words of encouragement.

'Don't just fertilize . . . Spencerize'



Spencer Chemical Division, Gulf Oil Corporation

Formerly Easter-Paetzold Fertilizer Company

Hereford, Texas

When it Doesn't Rain....the Next Best Thing is **POMONA PUMPS**

It has been a mighty dry year in Hereford, but folks who rely on dependable POMONA PUMPS have had a sufficient water supply for all needs. Crops depending on POMONA will be well watered, regardless of the rainfall.



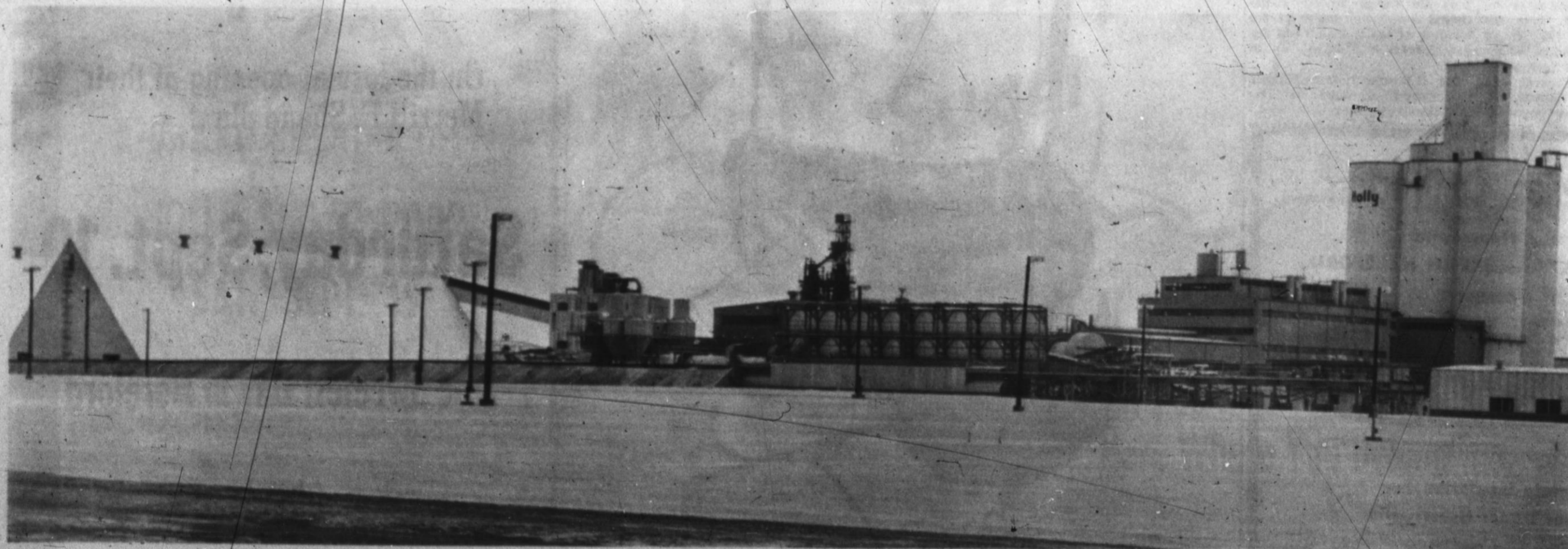
Welcome

to all the folks of

HOLLY

SUGAR

CORP.



May we extend our sincere welcome to the folks of Holly Sugar Corporation. The Merrill E. Shoup plant is the culmination of many months of hard work and cooperation between the folks of Hereford and the officers and directors of Holly Sugar. WE're proud that you have chosen Hereford as your home . . . and we're mighty proud to have you as citizens.

Holly Sugar realized the importance of **DEPENDABILITY**. . . . Therefore, they turned to **POMONA PUMPS** for their water supply. We're happy that we could have had a part by supplying and installing the fine **POMONA PUMPS** at the Holly plant. Your choice of pumps is indeed wise, for Pomona's many years of engineering experience guarantees **QUALITY!**

CLOWE and COWAN, INC.

Wholesalers, Distributors of Industrial and Mill Supplies

O'Rourke, 49, President And Chief Officer

Dennis O'Rourke, 49, is President and Chief Executive Officer of Holly Sugar Corporation, second largest sugar beet processing company in the United States.

A native of Nebraska, Mr. O'Rourke attended the University of Montana and was graduated in 1935 with honors from Nebraska State Teachers College. In 1939, he was awarded the degree of Juris Doctor with distinction from the George Washington University Law School, Washington, D.C.

Mr. O'Rourke began his professional career in Washington, D.C., in 1939 as an attorney in the office of the General Counsel, United States Department of Agriculture, where he last served as Chief, Basic Commodity Division.

In 1945 he joined Holly Sugar Corporation as General Counsel, was elected Vice President in 1953—and to the Board of Directors in 1956. In January, 1963, he was elected President and Chief Executive Officer. He is also a Director of the First National Bank of Colorado Springs and of Social Oil & Refining Company of Huntington Beach, California.

Mr. O'Rourke was President in 1961 and 1962 of the Colorado



Dennis O'Rourke
President

Springs Fine Arts Center, one of the leading art museums and cultural centers in the western United States, and has continued as a member of the Board of Trustees of this institution. He is a Trustee of the United States Beet Sugar Association, a Director of the Sugar Association, Inc., a Trustee of the Colorado Springs School (for girls), a member of the National Council of the U.S.O., and a member of the Mexico-U. S. Committee of the United States Chamber of Commerce. His service and civic club memberships include the Rotary Club of Colorado Springs, the Commonwealth Club of California, and the Colorado Springs Chamber of Commerce. He is a member of the Bars of the United States Supreme Court, the District of Columbia and Colorado, of the American Judicature Society and of the American, Federal, and Colorado Bar Associations, Order of Coif (honorary legal so-



PLANTING BEETS — Planting of sugar beets is a precision operation, as weeds are being incorporated in the soil as the beet seeds are planted.

Holly's History Reflects Growth In Past Years

Holly Sugar Corporation is one of the largest processors and suppliers of sugar in the United States, operating 11 factories located in California, Colorado, Montana, Wyoming and Hereford.

The corporation serves several thousand sugar beet producing farms, processes almost four million tons of sugar beets annually and each year puts well over 900,000,000 pounds of sugar into the nation's sugar bowl.

Holly also produces approximately 425,000 tons of beet pulp and molasses annually, used principally as livestock feed. The company has livestock feeding operations at some of its plants where sugar beet by-products are used as important parts of the feed ration.

Holly sugar supplies many of the nation's great food industries, including canners and packers, soft drink bottlers, bakers, confectioners, processors of

dairy products and scores of others whose products you buy. Holly Sugar also goes directly into homes over a vast portion of the nation in attractive packages ranging in size from individual servings to cartons and bags of assorted sizes.

About 1,200 men and women are employed at Holly plants and offices on a year-around basis and in addition approximately 3,800 seasonal workers are employed during sugar making campaigns at the Holly plants. Personnel includes engineers, chemists, agriculturists, mechanics, specialists in the various steps in sugar-making, office workers and many more.

Holly's annual contribution to the economic life-stream of American mounts up to the range of \$90,000,000 including payrolls, payments to farmers for their sugar beets, taxes on local, state and national levels, purchases of a multitude of supplies, services, equipment, machinery, fuel, packages, transportation and countless other items.

The corporation is owned by about three thousand stockholders who live in all parts of the country. Holly has been in the sugar business since 1905, and has achieved a significant record of growth and progress since its beginnings as a one-factory company located in the little town of Holly, Colo.

Read The Classifieds Classifieds Get Results

Widest Variety - Highest Quality
Miller Seed Company
120 S. Lawton St.

WHEAT
● Tascosa
● Kaw
● Comanche
● Improved Triumph
● Early Triumph
● Caddo
● Concho

WHEAT

- Tascosa
- Kaw
- Comanche
- Improved Triumph
- Early Triumph
- Caddo
- Concho

BARLEY

- Rogers
- Cordova
- N. Mex. Winter
- Hudson
- Will

RYE

- Elbon

OATS

- Cimarron

LEGUMES

- Alfalfa
- Common
- Cody
- Buffalo
- Sweetclover
- Hairy Vetch
- A. W. Peas

COOL SEASON GRASSES

- Smooth Bromo
- Orchard Grass
- Rye Grass
- Wheatgrass
- Tall Fescue
- Wild Rye
- Rescue Grass

We Welcome



Holly Sugar Corporation

On the formal opening of their Merrill E. Shoup plant

Saturday, Sept. 19

"The Sweetest Day in Hereford"

And...

We extend a cordial invitation to you and your guests to dine with us.

WESTERN WHEEL INN

Jeannie and G. D. Cason

Attention, Contractors

and Homeowners

NOW AVAILABLE IN HEREFORD

COMPLETE



SERVICE

Complete Insulation For Homes Under Construction...

Attic Blown Insulation For Homes Already Built



MAKE YOUR HOME WARMER IN WINTER... COOLER IN SUMMER

Call for Information and Free Estimates

Walker Sheet Metal Shop

Complete Heating & Air Conditioning

COMPETITIVE PRICES

Phone EM 4-0788

Stan Fry Home Phone EM 4-1196

REP. ROGERS WRITES

Three Issues Remain Before Adjournment

Three major issues remain to be decided before this history-making 88th Congress can adjourn. No one can predict accurately at this stage when the House and Senate will wind up the business of this Session. Intense controversy surround provisions of the three major legislative proposals not yet settled. The three measures are:

Plant Named In Honor Of M. E. Shoup

Merrill E. Shoup, in honor of whom Holly Sugar Corporation's new sugar beet processing plant at Hereford, Texas, has been named, served for 25 years as a member of the Holly Board of Directors, for 14 years as President of the Corporation, and had been Chairman of the Board for approximately a year and a half at the time of his death on July 15, 1964.

A tremendously energetic man with diversified interests, Mr. Shoup began his professional career as an attorney in Colorado Springs, Colo., in 1927. He had received an A. B. degree in Economics, cum laude, at Dartmouth College, and later as a Rufus Choate Scholar at Dartmouth earned the degree Master of Commercial Science.

Briefly, Mr. Shoup taught Economics at Dartmouth and at Brown University, then undertook the study of law at Harvard University and ultimately entered the practice of law in his native Colorado Springs.

Mr. Shoup was the son of a former Governor of Colorado, Oliver Henry Shoup.

In 1933, Mr. Shoup became attorney for Mr. L. G. Carlton, industrialist and financier, and brother of Mr. A. E. Carlton, who had organized Holly Sugar Corporation in 1916, when he and his associates acquired Holly

light when the Senate amended the bill by adding a provision calling for health insurance for older citizens under the social security program. When the House receives the bill from the Senate, which it will next week, the parliamentary wrangle will begin on whether to accept or reject or modify the Senate "medicare" amendment. In the end, House members will be recorded for or against adding this long-controversial amendment to the social security program.

State legislative reapportionment. The House has passed the so-called "Tuck Bill" to limit



Merrill E. Shoup

Sugar Company and its various properties.

In 1939, Mr. Shoup became a member of the Board of Directors of Holly Sugar Corporation and five years later he was elected Vice President of the Corporation. He was elevated to the Presidency on April 1, 1949, in which position he served until elected Chairman of the Board on January 21, 1963.

The indefatigable sugar executive also was active in mining, banking, oil, politics and a variety of other business enterprises. During his busy life, he headed numerous companies and corporations and served as a director of several more.

Merrill Shoup and Dorothy Chambers, daughter of a prominent Colorado attorney were married in 1930 and were the parents of two daughters, Mary, now Mrs. Gibson Gardner, of Denver, Colo., and Nancy, a student at the Colorado College in Colorado Springs.

the jurisdiction of federal courts in legislative reapportionment cases. Meanwhile, the Senate was locked in a filibuster over the so-called "Dirksen-Mansfield" amendment tacked on to the Foreign Aid Authorization bill. On Thursday, the filibuster was given new life when the Senate voted 63 to 30 against imposing an end to the debate through the "cloture" process. The "Dirksen-Mansfield" proposal, not as far-reaching as the House-passed Tuck Bill, would authorize temporary stays of execution of court orders for immediate population-based reapportionment of state legislatures. The basic issue in this controversy is whether States, without interference from the Federal judiciary, are to be permitted to structure representation in State Legislatures as they deem best, recognizing factors other than population; or whether the "one-man-one-vote" theory advanced in the recent Supreme Court decision is to prevail, thus requiring that each House of the State legislature be established strictly on a population basis.

3. The so-called "Appalachia Bill." Debate on this measure, to provide public works and economic development programs in the 10-state area of the Appalachia Region, has begun in the Senate. The House has yet to begin its floor deliberation on the matter. Like the "anti-poverty" program with which it is allied, the "Appalachia" proposal has stirred heated argument in the halls of Congress and throughout the country, and a final decision will be some days in coming.

Knocked out of the Appalachia Bill early in the Senate debate was a section providing what amounted to a subsidy for further pastureland in the Appalachia region. This section, if permitted to remain in the bill would have boosted the number of cattle in the Appalachian region and would have served to compound the difficulties facing out domestic livestock industry. It would have given a subsidy, in effect, for farmers in Appalachia to compete with Americans now producing beef. On the one hand, Congress had enacted legislation to provide quota restrictions on imported beef to help take care of the severe slump in beef prices, had encouraged development of foreign markets, increased the purchase

of beef for the school lunch program — had responded affirmatively to the request for assistance from the domestic cattle industry. On the other hand, in the Appalachia bill, it was proposed that Congress further stimulate beef production. I am encouraged by the Senate action in eliminating this provision and I will be among House members doing our best to see that the House follows suit.

When Congress will adjourn still remains a question. I do not favor hasty action merely to bring the Session to a close; Congress should remain in Washington, disposing of its business in a regular and orderly way, until work is done.

WALTER ROGERS
MEMBER OF CONGRESS
18TH DISTRICT OF TEXAS

The Citadel, Davidson, East Carolina, Furman, George Washington, Richmond, Virginia Military Institute, Virginia Polytechnic Institute, West Virginia and William & Mary are members of the Southern Conference.

In his first 46 pitching appearances for the San Francisco Giants, Bob Shaw made only one start.

D. W. Lillie Heads Holly's Hereford Plant



D. W. Lillie
District Manager

Holly Manager at Hereford, Texas, is D. W. (Dex) Lillie, 49, a veteran of 22 years service with the nation's second largest sugar company, who was selected for his important Texas post because of his wide experience and executive ability.

Lillie was born at Atwood, Kans., where he attended elementary school. Part of his early education was received at Portland, Ore., and he graduated from high school at Atwood. In 1939, Lillie received a bachelor of science degree in Animal Husbandry from Colorado State University at Fort Collins, Colo.

Prior to joining Holly in 1942, Lillie was in Sales with the John Deere Company at Greeley and Fort Collins, Colo.; taught school at Wiley, Colo.; and was County Agent in Eagle County, Colo. At the time of his appointment to his present position, Lillie

was Assistant Eastern Agricultural Manager for Holly with headquarters at Sidney, Mont. He is a member of the American Society of Sugar Beet Technologists and lists his hobbies as fishing, golf and bridge.

Lillie and his wife, Anna McKelvie Lillie, make their home at 412 Sunset Drive in Hereford.

CONGRATULATIONS...
HOLLY SUGAR CORP.

From Grand-E Trailer Park

- ★31 Beautiful Spaces
- ★Cabled TV & Telephone
- ★All Wiring Underground
- ★Beautiful Landscaping
- Grand at E

CALL NOW FOR SPACE
EM 4-1577

We're making it a point...
To Attend The GRAND OPENING OF HOLLY SUGAR CORP.
SAT., SEPT. 19

Congratulations on your new plant. It is a point of interest to all people in the Panhandle and we know it will meet with success.

you should make it a point...
to see us for all your Beet Harvest Equipment

Best wishes from your Massey-Ferguson and New Holland Dealer

LESLEY MOTOR CO.
WEST HIWAY 60 EM 4-1600

Well...
HELLO HOLLY

"It's So Nice To Have You Here Where You Belong"

CONGRATULATIONS & BEST WISHES FROM
The Friendly Bank

HEREFORD STATE BANK
Member F. D. I. C.

LET'S COOK SOMETHING!

After School Snacks Appeal To All

For good nutrition and quick energy renewal, few after school pick-ups are better than special frosteds, macaroons, shortcake or stacked doughnuts.

These easily prepared sweets could be served as well at tea, any party, brunch, lunch, or supper. Each basic recipe offers possibilities for great variation with use of different fruits and flavorings. Try them!

FABULOUS FROSTEDS
4 small ripe bananas
1/2 cup quick chocolate-flavored mix
3 cups milk
1 pint vanilla ice cream
Mash bananas thoroughly with a fork. Stir in chocolate-flavored mix; gradually beat in milk; continue to beat if necessary until blended. Pour into 4 tall glasses; add ice cream.

GOLDEN COCONUT MACAROONS
2 eggs
2/3 cup sugar
1/2 teaspoon almond extract
1 package (8 ounces) chredded coconut (about 2 cups)

Beat eggs slightly in a mixing bowl. Add sugar, almond extract and coconut; stir to mix thoroughly. Drop mixture by heaping teaspoons onto a well-greased baking sheet. Bake in a moderate oven (350 degrees) for 12 minutes or until cookies are lightly browned. Remove to a wire rack to cool. Makes about 3 dozen. (This recipe is from "Cooking Scandinavian" by Shirley Sarvis and Barbara Scott O'Neil, published by Doubleday.)

LUNCHEON FOR FOUR
Hamburgers varied this way are good enough for company.

Hamburgers Moscowite
Brown Rice
Green Peas
Salad
Beverage

HAMBURGERS MOSCOVITE
1 pound ground beef
Salt and pepper to taste
Butter or margarine
1/2 cup finely chopped onion
2 small tomatoes (skinned, seeded and chopped)
1 can (3 ounces) chopped mushrooms, drained
1/2 teaspoon sugar
1/4 teaspoon crushed thyme
1/4 teaspoon paprika
1/2 cup commercial sour cream
Season meat with salt and pepper before or after cooking; shape into 4 patties. Pan-fry in a little hot butter in a skillet; remove and keep warm. Drain off any fat in skillet, but leave drippings. Add remaining ingredients, except sour cream, to skillet; stir over low heat to get up drippings; cook until onion is wilted. Stir in sour cream; add salt and pepper to taste; heat but do not boil. Spoon sauce over hamburgers. Makes 4 servings.

FAMILY SUPPER
A cross between cake and biscuit, this shortcake should be served fresh and warm.

FRESH PEACH SHORTCAKE
1 cup sifted flour
1/2 cup corn starch
1 1/2 teaspoons baking powder
1/2 teaspoon salt
1/2 cup butter or margarine
1 cup sugar
1 teaspoon vanilla
2 eggs

Veal Chops
Potatoes
Snap Beans

FRESH PEACH SHORTCAKE
1 cup sifted flour
1/2 cup corn starch
1 1/2 teaspoons baking powder
1/2 teaspoon salt
1/2 cup butter or margarine
1 cup sugar
1 teaspoon vanilla
2 eggs

1/4 cup milk
Sliced fresh peached and whipped cream
Sift together the flour, corn starch, baking powder and salt. Cream butter, sugar and vanilla; beat in eggs thoroughly, one at a time. Stir in sifted ingredients, alternately with milk, until smooth. Turn into a greased, lightly floured round 9-inch cake pan. Bake in a moderate (350 degrees) oven for 45 minutes. Cool about 10 minutes. Cut in wedges and top with peaches and cream.

SUNDAY DINNER
Pimiento adds interest to a stuffing for chicken.

Roast Chicken Francaise
Oven Potatoes
Creamed Spinach
Fruit Sherbet
Angel Cake

ROAST CHICKEN FRANCAISE
1/2 cup butter or margarine
1/4 cup diced onion
1/2 cup very hot water
1 package (8 ounces) herb seasoned bread stuffing
3 canned pimientos, cubed
1/4 teaspoon salt
1/8 teaspoon pepper
1 large roasting chicken

In a saucepan or large skillet melt the butter; add onion and cook gently until golden; remove from heat. Stir in the hot water, stuffing, pimientos, salt and pepper. Stuff body and neck cavities of chicken with mixture; roast.

The kiwi birds of New Zealand are the only known living birds that have a well-developed sense of smell. Their nostrils are placed at the end of their long bills instead of at the base, the usual place.

EASTER NEWS

Markleys Host Family Reunion

By Ruby Stone
Mr. and Mrs. H. O. Markley were hosts to a family reunion Sept. 6 at their home. Markley's four sisters, their husbands and families were represented that day. Relatives attending the buffet-style luncheon were Mr. and Mrs. Raymond Thompson, Mr. and Mrs. LeRoy Dunlap, all of Stillwater, Okla.; Mr. and Mrs. Cullen Pyle, Borger; Mr. and Mrs. E. C. Hagood, Randy, Ricky and Suzie, Amarillo; Mr. and Mrs. W. N. Youngblood, Grimes, Okla.; Mr. and Mrs. James Long, Morse; Mr. and Mrs. Don Chattin and Perelta, Dallas; Mr. and Mrs. John Jo Strickland and James, Prairie

Village, Kans.; Mr. and Mrs. Leon Businger, Lubbock; Mr. and Mrs. D. O. Markley and son Jerry, Knob Nistu, Mo.; Mr. and Mrs. Clinton Johnson and son Dennis, Amarillo; Mr. and Mrs. Robert Jeffell, Amarillo; Mr. and Mrs. W. O. Markley, Kathie, Lonnie, LaVita and Sonia; and Mr. and Mrs. Murray Hall and Lisa and Gregg, Dimmitt. Visiting the H. O. Markley home Sunday were Mrs. Ida Barker, and Mr. and Mrs. June Coop, all of Erick, Okla.; Mr. and Mrs. E. A. Barker and Sharon and Pam, Dimmitt.

Mr. and Mrs. J. H. Flood went to Oklahoma City Wednesday to attend funeral services for Mrs. Flood's nephew, Leston Summers. Going with them were their sons Ernest of Westway and Edwin of Amarillo.

Reba Hall spent Friday night with Carolyn Scarborough and they attended the football game at Dimmitt.

Mr. and Mrs. Bill Struve and Rita were in Friona Thursday night to attend the Maize Queen Contest.

Carolyn Scarborough and Reba Hall went bowling in Hereford with a group from Frío Monday night.

Mr. and Mrs. Bill Struve were

in Amarillo Tuesday to be with Mrs. Struve's brother, Almon Whitford, who underwent surgery in St. Anthony's Hospital. Carolyn Scarborough spent Saturday night and Sunday with Reba Hall.

Ronnie Hall spent Sunday with Raymond and Eugene Warrick. Mr. and Mrs. W. A. Epperson visited Thursday with Mrs. Ray Smith and her baby daughter in Deaf Smith County Hospital.

Charles Frye attended the High Plains Research Foundation annual field day Thursday. Mr. and Mrs. Trent Downing also attended.

Mrs. R. B. Medley, Hereford, I. H. Smith, Jumbo Community, and Mr. and Mrs. W. A. Epperson attended the funeral of their nephew, Mable Parker, in Cement, Okla. Monday.

Mr. and Mrs. Moss and Ben, Memphis, visited William Moss in Deaf Smith County Hospital Friday.

Mr. and Mrs. W. O. Markley and family visited the Marlin Reid family in Dimmitt Monday night.

Mrs. W. O. Markley, Sonia and LaVita, visited Mrs. Bob Simpson Thursday afternoon. Making the tour at Halfway Thursday were Buster Thomas,

Autumn Coffee Opens Simms Events Calendar

Simms Study Craft Club began their season's activities with a coffee in the home of Mrs. Allen Ehresman Thursday, Sept. 3.

Hereford guests for the occasion were Kaye Morrison, Marilyn Young, and Mrs. Pinnell.

Club members attending the coffee were Mrs. James Bulard, Mrs. J. M. Boothe, Mrs. Leland Burns, Mrs. Jim Cavin, Mrs. H. G. Hetzler, Mrs. Terrell Hodges, Mrs. Robert Lloyd, Mrs. Dean Shaw, Mrs. Bud Hea-

son, W. O. Markley and Melvin Barton.

Easter Club will meet Sept. 24 in the Easter Community House at 2:30 p.m. All members are urged to attend.

Complete Educational Plan For All Ages
THE WORLD BOOK ENCYCLOPEDIA
Call EM 4-1410 for Local Representative
D. C. MARTIN 130 Ave. J Easy Terms

ton, Mrs. Emmett Young, Mrs. Roscoe Pinnell, Mrs. Robert Lloyd, and Mrs. Ehresman, the hostess.

Mrs. Lloyd, president, presided at a short business meeting. At the next meeting of the club the group will conduct regular business meeting and distribute yearbooks. Mrs. Lewis West will be hostess.

When the Pirates made their final trip of the season to Philadelphia and beat Dennis Bennett in late August it marked the 17th straight incomplete game for the young southpaw pitcher.

Classifieds Get Results
NEW! AT YOUR FOOD STORES
Ellis BEANS 'N MEAT BALLS CONVENIENCE FOODS



STACK YOUR OWN — Make your own snack or quick dessert. Alternate layers of favorite doughnuts (three of any kind — applesauce, chocolate, cake, plain, glazed, any other), with cake filling, hard sauce, or ice cream topping stiffened with powdered sugar. Center with candy stick to hold stack. Serve with milk or favorite fruit drink. (Krum's Photo)

It's Big News In Hereford!
SURE... We're Talking About
the big
Holly Sugar Plant
Opening

and
FLAME CULTIVATION

Sure, that's a sneaky way of getting into the meat of our message, but it's pretty obvious that **FLAME CULTIVATION** goes hand in hand with Beet Sugar production. And while we're at it, may we add our voice to the many who are saying **WELCOME** to the folks of the Merrill E. Shoup Plant, Holly Sugar Corporation.

We Are Dealers For
GOTCHER & MANCHESTER FLAME CULTIVATORS
HICKS OIL & GAS, INC.
Phone EM 4-0220

When You Think Of Savings, Think Of—
PERRY BROS.
5-10-25c STORE
PRICES GOOD THURS., FRI., SAT., SEPT. 17, 18, 19

Clothes PINS Reg. 15c Doz. 8c	BOOTEE and SLIP-ONS Reg. \$1.19 88c
Knitting WORSTED Reg. \$1.29 88c Skein	All Cotton WASH CLOTHES Reg. \$1.00 Pkg. of 10 For 77c
Ladies — Elastic Leg PANTIES Ass't Colors S-M-L Reg. 29c 17c Each	BED PILLOWS Reg. \$1.29 77c

Beet Industry No. 1 Guy Rorabaugh Supplier Of Sugar Heads Holly Operations

The beet sugar industry of the United States, of which Holly Sugar Corporation is an important part, when viewed as a unit is the largest single supplier of sugar to the United States market.

Sugar beets are grown from Michigan and Ohio westward through the Rocky Mountain States to the Pacific Coast. Plans are under way to extend the industry all the way to the Atlantic Coast region. In recent years, some 60 beet sugar factories have been in operation in 15 states, processing the annual crops grown on nearly 1,500,000 acres of land. As the nation's population and demand for sugar increase, the beet sugar industry is expanding to assure adequate supplies of this necessary food at all times and at reasonable prices to consumers.

The new Holly plant at Hereford is a prime example of this industry growth to serve a growing nation. Holly's operations extend from a point along the Mexican border to the edge of Canada and from east of the Rocky Mountains to the Pacific Coast.

That the sugar beet stored pure sucrose in its root, and that this sugar could be extracted in crystalline form, was proven in 1747 by a German chemist, Andreas Marggraf. A number of years later, this discovery was first given practical application in France, and the beet sugar industry had its beginnings in Europe. In 1870, the first successful beet sugar factory in the United States began production at Alvarado, Calif. on a site now occupied by a modern plant owned and operated by Holly.

The success at Alvarado led to construction of many more such plants around the turn of the century in a number of the states. The hardy sugar beet soon became established as an important part of agriculture and industry, providing a needed cash crop and an important food, and it also stimulated livestock feeding because of the availability of beet pulp, molasses and the beet tops. Sugar beet processing plants provide major payrolls in numerous non-industrialized rural areas.

The United States has placed increasing reliance on its beet sugar industry to help assure consumers adequate supplies of this important commodity at all times, regardless of international trade disturbances. The industry has responded by expanding in scope and productivity and now

ranks as the most efficient in the world, in terms of man-hours required to produce a ton of beet sugar.

In the United States as in most of the rest of the world, the production and marketing of sugar are regulated by the law. Approximately 90 percent of all the sugar produced and marketed in the world is under government control such as the British Commonwealth Agreement, the French program and others.

In the United States, the production and marketing of sugar are regulated by a Federal law known as the Sugar Act. Principles of the United States sugar program were established in 1934 after full reliance on a tariff system had proven to be unsuccessful. The current system has been acclaimed as one of the most successful agricultural programs ever enacted.

It has more than paid its own way, has assured consumers adequate supplies of sugar at reasonable prices, has encouraged a vigorous and dependable domestic sugar industry, and has served as an instrument for the encouragement of foreign trade. Under this program sugar prices in the United States have been the lowest in the world, in terms of purchasing power. A world survey has revealed that, in the United States, an average worker had to be on the job only a few minutes in order to earn enough to buy a pound of sugar, less time than anywhere else in the world.

The United States beet sugar industry has grown and continues to grow because it has proven to be a stabilizing factor in agriculture and has been a full contributing partner in the economy of which it is a part.

Returns From Hospital

Mrs. Anna Witkowski, mother of Leo Witkowski of Hereford, has returned home from St. Anthony's hospital where she has been since Monday.

Mrs. Witkowski returned home Wednesday morning.

A bright yellow sea sled designed by Capt. Jacques-Yves Cousteau, the underwater explorer, has carried cameras to depths far below man's reach.

Before silver was mined in the United States, owners took silver articles to a mint, and had them melted down and coined.

Chief of factory operations and research for Holly Sugar Corporation is Guy O. Rorabaugh, 53, Vice President. Operations, who has been with the sugar company for 29 years.

Rorabaugh was born in Sallida, Colo., and received his education there and at Cripple Creek, Colo., graduating from high school in the latter community. In 1935 he received a degree in chemical engineering from the University of Colorado and shortly thereafter went to work for Holly as special chemist at Sidney, Mont.

As is true of many in the sugar industry who call themselves



Guy O. Rorabaugh Vice President — Operations

"sugar tramps", Rorabaugh has served in many communities on Holly assignments in the several states in which Holly operates processing plants. He worked on

construction of Holly plants at Hamilton City, Calif., and Hardin, Mont.; became chief chemist at the Worland, Wyo., plant in 1944; took charge of the company's research laboratory at Colorado Springs, Colo., in 1949; became general chemist in 1963, and was elected Vice President in 1964.

Rorabaugh has been and continues to be active in a number of sugar industry and related organizations. He is a member of the American Chemical Society, Institute of Food Technologists, American Society of Sugar Beet Technologists, which he headed for two years ending in 1963; he is on the industry advisory committee of Sugar Research Foundation, Research Advisory Committee of the U.S.D.A., and is a director of the Beet Sugar Development Foundation.

Mr. and Mrs. Rorabaugh have two daughters and one son.

Use Seasonings To Vary Flavor Of Vegetables

Don't serve your family the same cooked green vegetables day after day.

Food specialists in the U. S. Department of Agriculture suggest you serve an occasional, not-so-familiar green. And try these seasonings to transform your family's regular favorites into something special.

With snap beans or summer squash, cook a tablespoon or two of minced onion, green pepper, or parsley.

Cook a few mint leaves with peas.

Put a small pinch of herb or spice in the water when you cook lima beans.

A little vinegar and sugar heated together make a good

dressing for snap beans or cabbage, with or without a few tablespoons of cream.

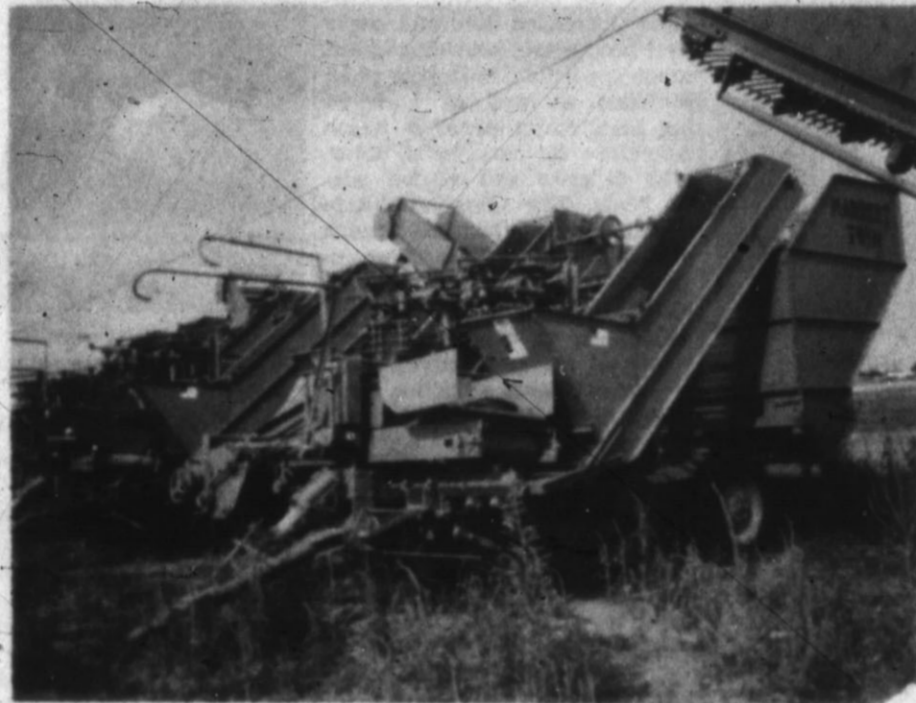
Point up the flavor of any green vegetable with meat drippings, butter, margarine, or salad oil with lemon juice, horseradish, or garlic. Or add bits of crisply fried bacon, especially to spinach or other greens.

Pitt's football team has 16 lettermen back from last season.

East Carolina College bowed to Richmond in football, 10-7, last fall, then beat Wake Forest, 20-10, and The Citadel, 20-6 in the only games it played against Southern Conference teams.

Arabian oryxes have adapted well to life in Arizona, under a project sponsored by the World Wildlife Fund to safeguard species of animals and birds that face extermination.

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



from the fields...

The Marbeet Twin is ready to roll to your fields of beets. The ultimate in beet diggers, the Marbeet is proven worthy to gobble up most anybody's beets with the greatest of ease and efficiency. Ask them at Hays for a demonstration... they'll be glad to show you how it works.



to the trucks....

This line-up of International Trucks was recently purchased by Holly Sugar Corp. They are the latest in trucks and are ready and waiting your beet loads at the Holly Plant. Holly thinks that you can't "beet" an International for ease of operation, endurance and maintenance.

to the finished products

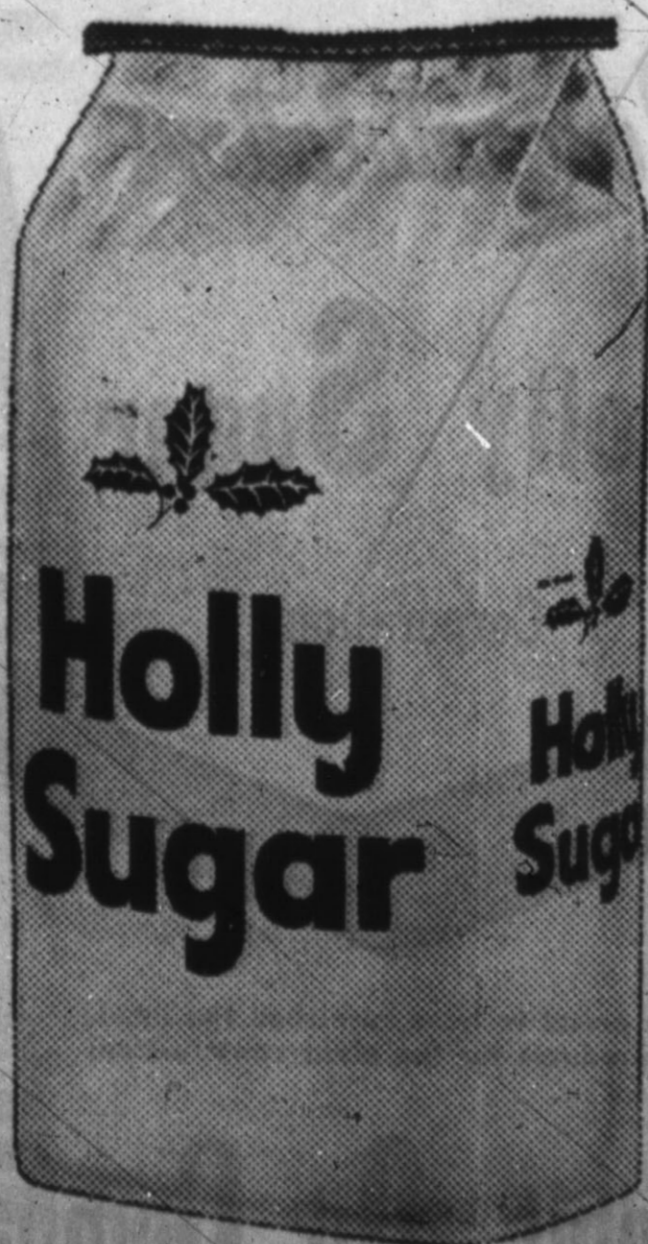
The finished product of the long hours of work will be the beautiful bags of sugar which will be sent all over the world. Hereford and the surrounding area can be well proud of the achievements of Holly Sugar Corp. and local farmers.

Congratulations to HOLLY SUGAR CORP.

GRAND OPENING - SAT., SEPT. 19

Hays Implement

HEREFORD, TEXAS



Congratulations

Holly Sugar Corp.

On The Opening Of Their

Merrill E. Shoup Plant

Saturday, Sept. 19

Hereford Grain CORPORATION

Joseph A. Ash Is Financial Officer; V-P

Principal financial officer of Holly Sugar Corporation is Joseph A. Ash, 58, Vice-President and Treasurer.

Ash joined Holly in 1939 after having served as Supervising Examiner with Internal Revenue Service for a year and 12 years as a staff member of Haskins & Sells, national Certified Public Accountants firm.

From 1939 to 1953, Ash served as Assistant Treasurer and Assistant Secretary of Holly. He was elected Controller in 1953, and Treasurer in 1955. On March 16, 1962, he was elected Vice President and Treasurer. A native of Philadelphia, Pa.,



J. A. Ash
Holly VP and Treasurer

Ash studied accounting, auditing, commercial law, finance and related subjects at Temple University over a period of 5 years. He took special instruction in property taxation at the

Milestone In Development Says Congressman Rogers

Congressman Walter Rogers of Pampa today hailed as a "milestone in the agricultural and industrial development of the Texas Panhandle" the new Holly Sugar Corporation beet sugar refinery to be dedicated Saturday in Hereford.

"The entire area is benefitting from the economic stimulus provided by the construction of the \$21.5 million plant," Congressman Rogers said.

"Our farmers are now able to produce an important new crop," he said. "Many new jobs have been created — not only in the sugar plant itself but in other new enterprises which are coming to the Hereford area under the direct stimulus of the sugar plant's location."

Congressman Rogers will participate in the Saturday ceremonies during which Governor John Connally will be principal speaker in dedicating the "Merrill E. Shoup Plant." The plant is named in honor of the late

chairman of the board of the Holly Corporation, Mr. Merrill E. Shoup, who died July 15 at his home in Colorado Springs.

Earlier this year, Congressman Rogers addressed the House of Representatives on the important economic gains to be made in local communities by encouraging expansion of domestic sugar beet production. He cited the Hereford sugar beet story as a "stellar example" of the gains that could thus be made elsewhere in the United States.



C. M. Nicholson
Agricultural Vice President

Nicholson Is Agricultural Vice President

Charles M. Nicholson, 62, is Holly Vice President-Agriculture in charge of the sugar company's farm-planning production and research activities related to sugar beets, and by-products sales (molasses and beet pulp).

A native of Minnesota, Minn., where he attended public schools, Nicholson received a B. S. degree in business administration from the University of Minnesota in 1925. He continued his education at the University of Idaho, where he obtained an M. S. degree in business administration, and then in 1933 won a Ph. D. degree at Cornell University.

Nicholson was a teaching fellow at the University of Idaho and an instructor in economics at Cornell University prior to joining the United States Department of Agriculture in 1934 as a member of the staff of the Sugar Division. Nicholson rose to the post of Deputy Director of the Sugar Division, the position he held at the time he accepted duties with Holly Sugar Corporation in 1946.

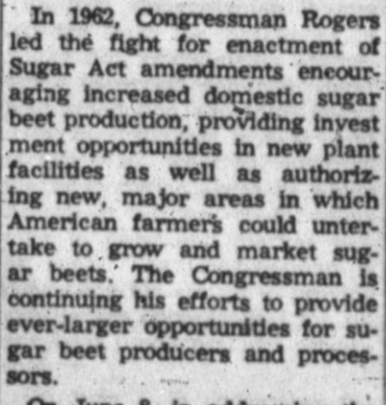
Mr. and Mrs. Nicholson have three children, a daughter, Mrs. T. F. Cheney, of Boulder, Colo.; and two sons, William, 19, and Robert, 15.

G. W. Cossairt, Hereford Plant Superintendent

Superintendent of Holly Sugar's big new sugar refinery at Hereford, Texas, is George W. Cossairt, 46, who has had an important role in the plant's construction and is in charge of operations, maintenance and improvement programs at the sprawling complex.

Despite his comparatively young age, Cossairt has been with Holly 29 years. In 1935 he started with the sugar company in the laboratory at Santa Ana, Calif. His professional career was interrupted by military service beginning in 1942 when he served in the chemical warfare service of the United States Army.

Following his war service, Cossairt returned to Holly at Santa Ana and was given increasingly responsible assignments leading to his becoming superintendent of what was then Holly's newest and biggest plant, located at Brawley, Calif., in 1957, the position he occupied when transferred to the Hereford project early in its construction phases.



George Cossairt
Plant Superintendent

SMART BUSINESS STRATEGY

DES MOINES, Iowa (U.S.) — One of the first businessmen to arrive at the 1964 Iowa State Fair was a 12-year-old lad, who began his fourth year as a shoe-shine boy at the exposition.

He approaches fair visitors and offers to shine their shoes for a nickel. And when they ask him why he charges so little, he explains:

"If I tell a man I'll shine his shoes for a nickel he says 'go ahead,' and he usually gives me a quarter or at least a dime. But if I tell him a shine is 15 cents or a quarter he won't even let me get started."

ea economies, but it is also important from a national standpoint," Congressman Rogers said. "This policy of sugar beet expansion assures adequate and reasonably priced sugar supplies to U. S. consumers; it materially increases U. S. employment opportunities; it relieves the surplus farm commodity problems as acreage is diverted to sugar beets from crops now in surplus; it helps to solve the balance of payments problem by keeping more dollars at home."

Congressman Rogers added, "An observer has only to study the facts in the Hereford story to know of the great advances possible by expanding domestic sugar beet production. We will observe the dedication of the new Holly Plant Saturday as a 'milestone in the agricultural and industrial development of the Texas Panhandle.'"

interrupted by military service beginning in 1942 when he served in the chemical warfare service of the United States Army.

Following his war service, Cossairt returned to Holly at Santa Ana and was given increasingly responsible assignments leading to his becoming superintendent of what was then Holly's newest and biggest plant, located at Brawley, Calif., in 1957, the position he occupied when transferred to the Hereford project early in its construction phases.

Cossairt is a native of Olive, Calif. He attended elementary and high schools at Orange, Calif following which he graduated from Santa Ana Junior College and then completed his work for

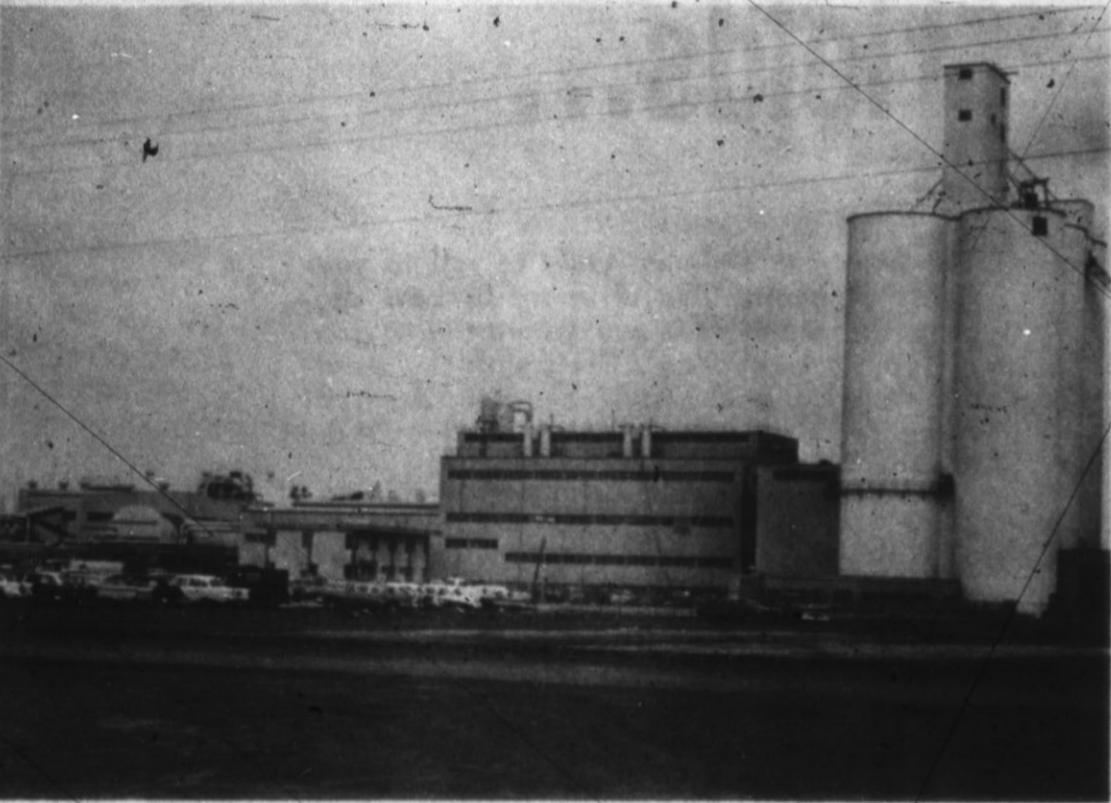
a degree in Chemical Engineering at the University of Southern California.

Cossairt is considered to be one of the nation's outstanding young experts in latest method of sugar beet processing, including the application of instrumentation and automation to the complicated sugar-making process.

His wife, Eleanor Buckles Cossairt, and George are the parents of a son, George Wayne, 21, and a daughter, Elaine Louise, 14.

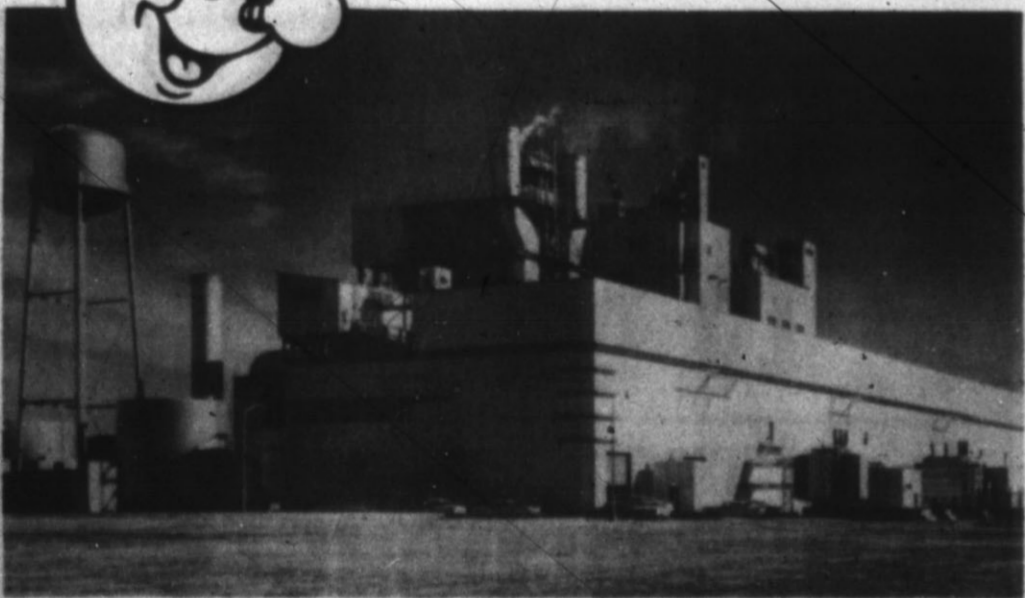
The Holly superintendent is a member of the American Chemical Society and the American Society of Sugar Beet Technologists.

A Great Weekend For Visiting! TWO INDUSTRIES TO SEE... HOLLY SUGAR CORP.



Hereford's Giant New Industry Open House Sunday 10 a.m. to 4 p.m.

AND



PLANT X OPEN HOUSE 1 TO 5 P.M.

Saturday & Sunday, September 19-20

Make it a family outing — see how Holly Sugar Company's huge, new plant will help Hereford grow and see how Southwestern Public Service Company's Plant X will make sure that Hereford has all the needed electric power to attract more new industry. Plant X boasts electronic computers, the largest generator between Denver and Fort Worth, a total capacity to supply a city of 2 million people, and it's within easy driving distance — just 4 miles south of Earth.



The **ELECTRIC** Company

Plant X is located 4 miles south of Earth and 12 miles north of Amherst on Farm to Market Road 1055.



We are proud to have furnished the lubrication products for the plant construction.



Mobil Oil Company

Cliff Kerr, Consignee

STAA Continuous Sat. & Sun, 1:45 p.m. Week Days Open 6:45 p.m.

Hurry! Ends Tonight!

A SHOT IN THE DARK

Starring Peter Sellers Adult Entertainment

Friday & Saturday

CHARLES K. FELDMAN PRESENTS A HOLDEN PRODUCTION

WILLIAM HOLDEN SUSANNAH YORK

CAPUCINE

as Diana

A man and two women... stripped to the soul... in the perilous hours before...

THE 7th DAWN

TETSURO TAMBA TECHNICOLOUR

Starts Sunday for 2 Days

This Picture is Adult Entertainment!

ALFRED HITCHCOCK'S

Suspenseful Sex Mystery!

"MARNIE"

starring **TIPPI HEDREN · SEAN CONNERY**

with **DIANE BAKER · MARTIN GABEL** Screenplay by JAY PRESSON ALLEN

From the Novel by WINSTON GRAMAM Directed by ALFRED HITCHCOCK

A Universal Release **TECHNICOLOR**

To preserve Hitchcock's most surprising ending No seating please during the last 10 minutes!

Tower Drive-In Theatre

Box Office Opens 7:15 — Sho At Dusk!

Now... Thru Friday

\$1.00 Per Carload \$1.00

NINE HOURS IN HAMA No One Admitted Under Age "UNDER AGE"

SATURDAY ONLY!

ASTRO-NUTS meet MARTIANS!

THE THREE STOOGES IN ORBIT

GUN BLAZING ADVENTURE!

WELL CANYON OUTLAWS

DALE ROBERTSON LURE WITH HILARA VOLT

SUNDAY - MONDAY - TUESDAY

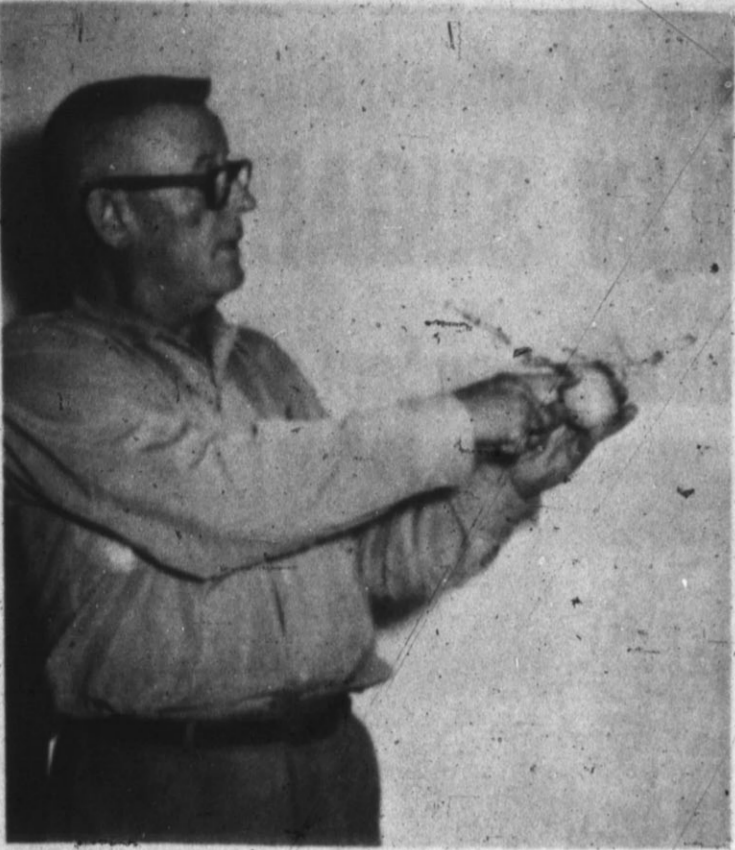
ALL NEW... NEVER SEEN!

GODZILLA vs. THE MONSTERS

Plus: Big Co-Hill

"VOYAGE TO END OF UNIVERSE"

Starring **Dennis Stephens**



NOT TOO COMMON — Elmer Combs shows a real oddity — Johnson grass that grew right through a potato. This is the first time he has even come upon such a thing — and he's raised quite a few potatoes, he says. (Brand Staff Photo)



John B. Evans
General Counsel

John B. Evans Is Secretary

John B. Evans, 32, is Secretary and General Counsel of Holly Sugar Corporation.

A native of Chicago, Ill., Evans received an A. B. Degree from the University of Virginia in 1958, LL. B. and LL. M. degrees from George Washington University in 1959, and was admitted to the bar in the District of Columbia in 1959, and the Colorado bar in 1961.

At the time he joined Holly, Evans was employed as law clerk to Chief Justice Marvin Jones of the United States Court of Claims. Evans came to Holly in 1961 as Assistant Secretary. Six months later he also assumed the duties of Assistant General Counsel.

Evans was elected Secretary of Holly in June, 1961, and Secretary and General Counsel in February, 1963.

The Holly official is a member of the Order of the Coff, Phi Delta Phi, Colorado Bar Association and El Paso County (Colorado) Bar Association.

Evans and his wife, Marta, have three children, Rex, 5, Mark, 3 and Scott, 1½.

Marvin (Whitey) Helling is in his eighth season as football coach at the University of North Dakota.



E. E. Corbin
Holly Sales Vice President

Directs Holly Corporation's Sales Program

Edward E. Corbin, 54, Vice President-Sales, directs Holly Sugar Corporation's widespread sales activities and also supervises advertising and merchandising programs.

A native of Sioux City, Iowa, Corbin received an AB degree from Drake University where he was a student one and one-half years following two and one-half years study at the University of Iowa.

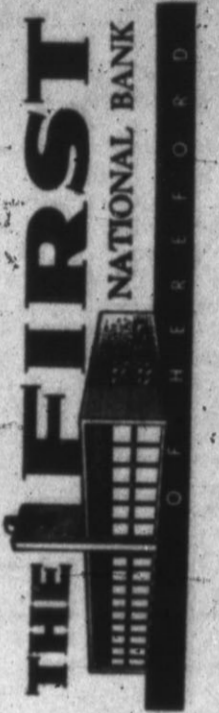
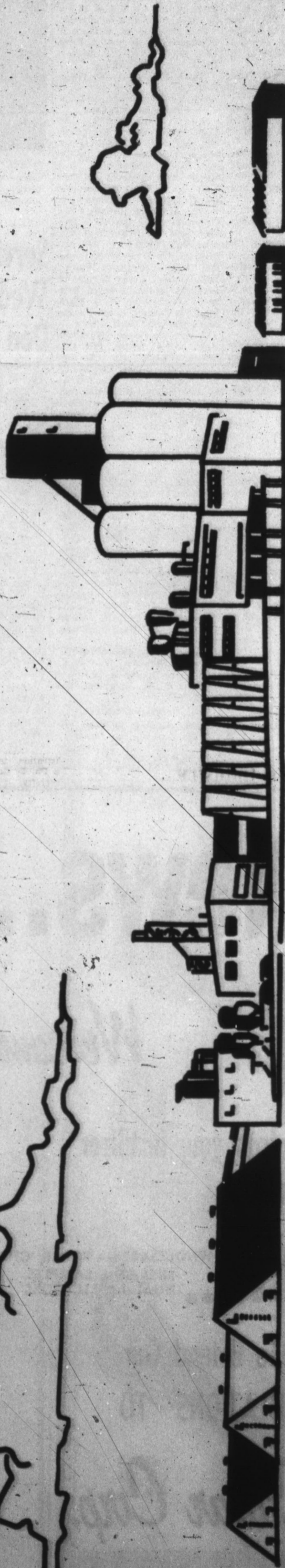
Prior to joining Holly, Corbin was with the Weyerhaeuser Forest Products Company for a year and the Chicago Motor Express Terminal for 3 years. He joined Holly's sales staff in 1935 and was elected to his present position in May, 1961.

Corbin is a member of the New York Sugar Club, Denver Advertising Club, Colorado Springs Advertising Club and is a devotee of tennis and fishing.

Mr. and Mrs. Corbin are parents of a daughter, Linda, 25, and a son, Stephen, 22.

Willie Mays of the Giants and Tommy Davis of the Dodgers compiled 20-game hitting streaks this season.

HEREFORD of BANK NATIONAL Welcomes FIRST



*The Holly Sugar Corp. Merrill E. Skoup Plant to our ever growing
Skyline...and all its people to our community!*

NEW, LOW PRICES PREMIUM FEATURES

GENERAL NYLON SPECIAL TRACTOR TIRE



- Nylon Cord—for strength and moisture proofing.
- More Rubber—where it counts to cushion shock.
- Double Cured Cleat—keep clean—dig deeper—pull better.

PLUS
36 Months Field Hazard Guarantee protects your investment.

66 MONTH GUARANTEE

The General Tire & Rubber Company guarantees in the original purchase the All Grip Tractor Nylon Special and All Grip Tractor High-Step-Jumbo Line against failure resulting from breaks and tread breaks, snagging, or cutting for a period of 66 months from date of purchase when used in normal farm service.



Hereford Butane INCORPORATED

Veterans Park Road EM 4-3367

Courthouse Records

Deeds of Trust
 Braley Investment Corp. to Hi-Plains Savings & Loan Association: Lots 1 to 14, inclusive, the North 20 feet of Lot 15, the South 20 feet of Lot 16, all in Lots 17 and 18, Lots 21 to 27, inclusive, the South 45 feet of Lot 28, and all of Lots 4 to 10, inclusive, Block 1, Southlake Addition; Lots 1 to 9, inclusive, the North 35 feet of Lot 10, the South 35 feet of Lot 14, Lots 15 to 47 inclusive, Lots 51 to 54, inclusive, and Lot 20-A, Block 2, South Lake Addition.
 Gary D. Billingsley, et ux, to Panhandle-Savings and Loan Association of Amarillo: Lot 9, Hardwick Subdivision of a part of Block 1, Evans Addition.
 J. Robert Bradley, et ux, to First Federal Savings and Loan Association of Amarillo: All of Lots 5 and 6 and the West 4 feet of Lot 7, and the South 1/2 of an alley lying adjacent to and adjoining on the North side of the above described property, a 11 of said lots being in Block 1, Dodson Subdivision of the East 1/2 of Block 4, Evans Addition.
 J. D. Poarch, et ux, to Hi-Plains Savings & Loan Association: All of Lot 6 and the South 23.3 feet of Lot 5, Block 3, Sunset Terrace Addition.
 James H. Jamerson, et ux, to T. J. Bettes Co.: All of Lot 20, Hare Addition.
 Glenn A. Hunter Jr., et ux, to New Mexico Savings and Loan Association: The South 96.8 feet of Lot 8 of the John D. Philipp Subdivision of the South 521.8 feet of the East 1/2 of Block 24, Evans Addition.
Warranty Deeds
 Diamond Valley Grain, Inc., to James H. Jamerson, et ux, Mary Helen Jamerson: All of Lot 20 of Hare Addition.
 Bradley Investment Corp. to Lindsey Construction Co.: All of Lot 31, Sowell Addition.
 First Federal Savings & Loan of Clovis, N. M. to Glenn B. Allred, et ux: North 30 feet of Lot 8 and the South 27 1/2 feet of Lot 9, all in Block 12, Engler Addition.
 Walter G. Owen, et al, to Robert L. Owen: A part of Block 13, Ricketts Addition.
 Fred J. Mulkey, et ux, to Edgar Vinson, et ux: All of Lot 28 and the South 1/2 of Lot 29, Barber's Subdivision of Block 22, Evans Addition.
 Panorama Homes, Inc., to Gene A. Brothers, et ux: The North 73 feet of Lot 3 in Block 5, Sunset Terrace Addition.
 Lawrence Carlson to Jessie R. Barrett: All of Lots 6, 7, 8, 9 and 10 in Block 2, Burkes Subdivision of Block 17, Mabry Addition.
 Lawrence Carlson to Jessie R. Barrett: All of Lot 41, Block 2, Burkes Subdivision of Block 17 of Mabry's Addition.
 H. A. Roberts to Jessie R. Barrett: All of Lots 42 and 43, Block 2, Burkes Subdivision of Block 17, Mabry's Addition.
 Tascosa Cattle Co., Inc., to F. R. Gentry, Ronald Davis and Gordon Creamer: All of Lots 24, 25, and 26 of the J. A. Fox Subdivision of part of Block 12, Evans Addition.
 Robbie Smith to Gale J. Page: All of Lot 39, Hare Addition of Block 14, Welsh Addition.
 Wayne Wilcox, et ux, to LeRoy Price, et ux: West 21 acres of two tracts out of the SE 1/4 of Section 63, Block K-3.
 Martin Leroy Smithers, et ux, to E. H. Glen Osborn: The south 4 feet of Lot 16 and the North 56 feet of Lot 15, Block 3, Engler Addition.
 Calvin William Croy, et ux, to J. O. Miller: All of Lot 41, Block 2, Westhaven Addition.
 A. C. Hays to Immanuel Evangelistic Lutheran Church: A part of Block 10, Evans Addition.
 Paul E. Stevens, et ux, to J. D. Poarch, et ux: All of Lot 6 and the South 23.3 feet of Lot 5, Block 3, Sunset Terrace Addition.
 C. B. Sherrill, et ux, to Robert L. Owen: A part of Block 13, Ricketts Addition.
 Virgil Slentz, et ux, to T. J. Bettes Co.: All of Lot 5, Hare Addition, a Subdivision of Block 14, Welsh Addition.
 Jesse C. Scott, et ux, to Owen L. Bybee: A portion of Block 8, Welsh Addition.
 Harvey Brock and wife, Helen G. Brock, to Thrif-T-Build, Inc.: Lot 23 and the South 30 feet of Lot 24, Block 1, Westhaven Addition.
 Mark A. Koenig, et ux, to Amarillo Production Credit Association: A tract of land out of Blocks 2 and 3, DeAtley Addition and DeAtley's Subdivision of Blocks 10 and 11, Womble Addition, and a triangular tract out of Section 11, Block M-7; A tract of land out of Blocks 1, 2, 3, and 4 of DeAtley Addition and DeAtley's Subdivision of Blocks 10 and 11, Womble Addition.
 Marvin A. Knox, et ux, to Panhandle Savings and Loan Association of Amarillo: All of Lot 45 in Block 5 of Westhaven Addition.
Warranty Deeds
 Robert L. Owen and wife, Betty Katherine Owen, to C. B. Sherrill: A part of Block 13, Ricketts Addition.
 J. T. Parker and Clyde Douglas, individually and as all the partners of Parker & Douglas Construction, a general partnership, to Virgil Slentz, et ux: All of Lot 5, Hare Addition, a subdivision of Block 14, Welsh Addition.
 T. R. Royal, et ux, to Melvin H. May: The West 120 feet of Lot 13, Block 5, Westhaven Addition.
 D. W. Finlan to Alfredo Gonzalez, et ux: All of Lots 24 and 25 Block 10, Finlan Subdivision.
 Dale Scott, et ux, to Gary D. Billingsley, et ux: Lot 9, Hardwick Subdivision of a part of Block 1, Evans Addition.
 Claude Ricketts to Marvin A. Knox, et ux: All of Lot 45 in Block 5 of Westhaven Addition.
Vehicle Registrations
 Harold Kriegshauser, 1949 Ford truck; Harold Kriegshauser, 1957 Ford; Harold Kriegshauser, 1962 Chevrolet; Jose Griego, 1954 Chevrolet truck; Jose Griego, 1958 Chevrolet; George Zetzsch, 1964 International truck; Rafael V. Gomez, 1954 Ford; Abraham Drager, 1965 Chevrolet truck; George A. Paschel, 1964 Ford; Federico Sanchez, 1957 Chevrolet; Bill McDowell, 1958 Ford; Fred H. Arnold, 1959 Ford; E. R. Powell, 1960 Pontiac; Pablo Noyola, 1964 Dodge truck; Soledad Salazar, 1955 Chrysler; H. O. Markley, 1964 Dodge; Leroy/Pauline McDonald, 1961 Ford, 9-11.
 George W. Petree, 1955 Chevrolet; O. A. Smith, 1955 Plymouth; Charles H. Hill, 1963 Oldsmobile; Robert Ponder, 1957 Chevrolet; Maurilio Gonzales, 1953 DeSoto; Antonio O. Velasquez, 1951 Ford pickup; Floyd M. Kelley, 1957 Chevrolet; Francisco Martinez, 1962 Chevrolet pickup; A. F. Marnell, 1964 Chevrolet; Ronald N. Gray, 1962 Corvair; Budget Finance of Hereford, Inc., 1963 Ford; Carl G. Scumbato, 1954 Ford; Walterscheid Bros., 1954 International truck; Walterscheid Bros., 1955 International truck; Beacher Elmore, 1957 Ford; Nieves Bedartes, 1952 Ford pickup; G. W. Edwards, 1955 Pontiac; Alejandro Lopez, 1958 Plymouth; Anna Bell Lindsey, 1964 Dodge; G. W. Lynch, 1961 Chevrolet; Bob Hudleston, 1964 Ford; Roberto Hernandez, 1965 Ford; Eusebio Torres, 1955 Chrysler; Harvey Floyd, 1963 Ford Econoline, 9-14.
 Elroy Olguin, 1953 Chevrolet; Joe Don Beavers, 1954 Cadillac; T. E. Rohrbach, 1965 Ford pickup; T. E. Rohrbach, 1964 Ford, 9-15.
Marriage Licenses
 Jaes Sarabia Gamboa and Cirillia Garcia Blea, James Ernest Durham and Eddythe Estelle Durham, 9-10.
 Helario Alvarado and Olga Martinez, 9-11.



SHAKE 'EM UP — Herman Paetzold, manager of Spencer Chemical Co. of Hereford shakes up the tickets prior to a drawing at the company's open house held Saturday. Approximately 400 people attended the open house. (Brand Staff Photo)

Services Held Wednesday For Don W. Steele

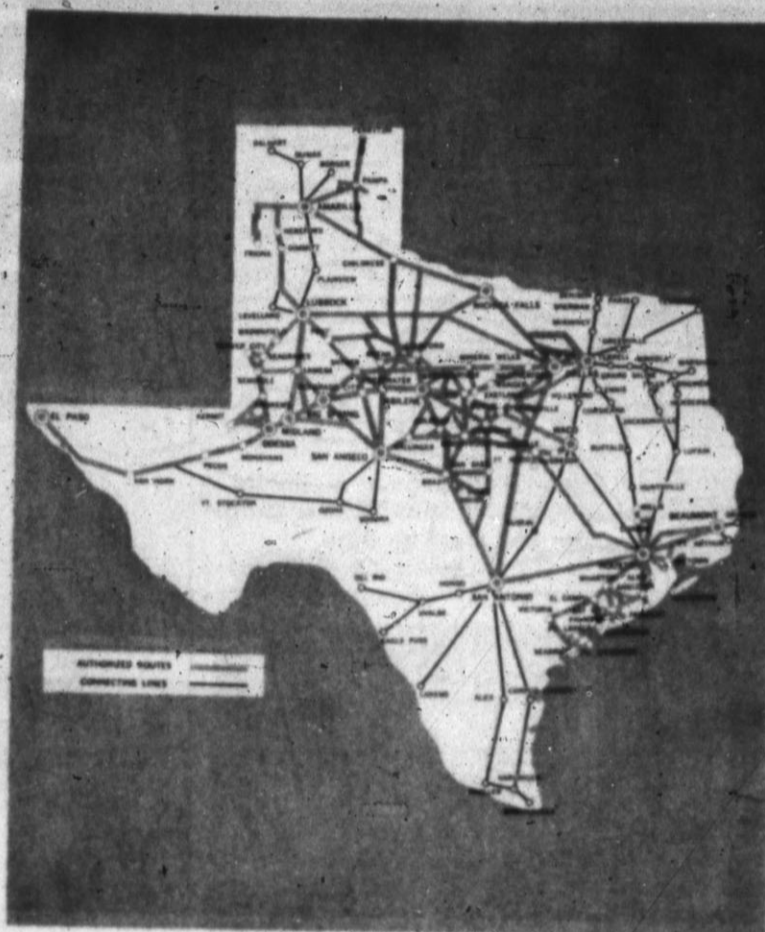
Funeral services for Donald William Steele, 43, were held at 10 a.m. Wednesday in the First Baptist Church of Hereford with the Rev. B. L. Davis, pastor, officiating.
 Steele died Monday morning from burns received when his crop-dusting plane crashed Saturday afternoon on the J. C. Clearman farm west of Hereford. Graveside services were conducted at 2 p.m. Wednesday at Resthaven Memorial Park Cemetery in Lubbock with Dr. J. R. Grant officiating, assisted by the Rev. J. T. Bolding. Service were under the direction of Gilliland Funeral Home of Hereford.
 Born in Detroit, Michigan Jan. 28, 1921, Steele graduated from high school in that city. A veteran of World War II, he entered the Army Air Force in March, 1942, serving his country until October, 1946. He was once stationed at South Plains Army Air Field at Lubbock.
 Steele was married to the former Jo McGee, Sept. 10, 1943 at Lubbock. He moved with his family to Hereford in 1957 becoming associated with what is now the Hereford Flying Service.

He is co-owner of that organization.
 He was a member of the First Baptist Church, the Soaring Society of America and the Crop Dusting Association, and a director of the American Bowling Congress.
 Survivors include his wife; a son, Bill, 19, a student at Texas Tech; a daughter, Diane, 7, of the home; two brothers, Howard of Detroit and Clarence of Spring Valley, Minn.; and his father E. C. Steele of Bradenton, Fla.

Guide Available For Newlyweds' Budgeting Needs

To help young newlyweds who sometimes are more romantic than realistic about what it costs to run a household, the U. S. Department of Agriculture has prepared a new publication, "A Guide to Budgeting for the Young Couple" (HG-98).
 In this guide, family economists of USDA's Agricultural Research Service tell how to set up and use a simple, workable budget. The budget is designed so any couple can tailor it to their income and situation, and gear it to their individual goals.
 Single copies of HG-98 may be obtained by mailing a postcard request to the Office of Information, U. S. Department of Agriculture, Washington, D. C. 20250.

Welcome & Congratulations HOLLY SUGAR On Grand Opening Sept. 19



We appreciate your business!

Specify



GENERAL OFFICES • AMARILLO, TEXAS

Direct Service From . . .
 Dallas — Ft. Worth
 Houston — San Antonio
 Lubbock — Amarillo
 Intermediate Points

Big News... HOLLY IS HERE

Welcome From Us....

Also BIG NEWS from your fertilizer and Chemical EXPERTS:

RED BARN.... WHOLESALE — RETAIL CHEM. FREE SOIL SAMPLES DUAL APPLICATORS

We Wish To Extend Our CONGRATULATIONS TO

Holly Sugar Corp.

Grand Opening Sept. 19



EM 4-3896

RED BARN 
 FERTILIZERS • CHEMICALS

Holly Sugar Corporation Shows Expansion In 1964

In the fiscal year ended March 31, 1964, Holly Sugar Corporation achieved new highs in production, sales and net income.

Net income was \$3,571,140 or \$5.26 per share of Common Stock compared with \$2,608,482 and \$3.75 for the preceding year.

During the year the Corporation sold its interest in the Worland oil and gas field, and also sold about 56 net acres of land in Huntington Beach, Calif., not required in its business. The gain from such sales, after provision for income taxes, amounting to \$1,667,635 is not included in net income and is reported as a special item in the accompanying financial statements.

The quarterly dividend paid on Aug. 1, 1963, was at the rate of 35 cents per share of common stock. The three subsequent quarterly dividends were at the increased rate of 40 cents per share.

Stockholders have previously been informed regarding issuance of the 3/8 percent Convertible Subordinated Debentures due May 1, 1963, in the face amount of \$10,000,000 and regarding the agreement to borrow up to \$10,000,000 from an institutional lender on five percent notes due May 1, 1962, both in connection with the new Merrill E. Shoup factory under construction near Hereford.

During the year Debentures in the face amount of \$14,000,000 were exchanged for 339 share of Common Stock and \$126 in cash pursuant to the conversion privilege.

At March 31, 1964, the corporation had issued its five percent notes in the amount of \$4,000,000 and will probably have borrowed the additional \$6,000,000 by the time the local plant is completed.

Working capital at March 31, 1964, amounted to \$16,738,771 compared with \$10,969,594 at the close of the preceding fiscal year. The improvement is largely due to earnings before depreciation and proceeds from the sales of Worland oil and gas property and the Huntington Beach property.

Under the "last-in-first-out" method of inventory valuation adopted by the corporation as of April 1, 1942, with respect to sugar, the inventory at March 31, 1964, is valued at approximately \$7,500,000 less than the value would have been had the "first-in-first-out" method been used. Because of such inventory valuation, Federal income taxes are estimated to have been \$3,400,000 less than they otherwise would have been during the past 23 years.

For the second consecutive year, production of sugar and dried beet pulp reached the highest levels in the corporation's history. Sugar production was equivalent to 8,109,954 units of

100 pounds, and dried beet pulp production was 3,499,417 hundred weights. Production in the previous year aggregated 6,988,907 hundred weights of sugar and 3,175,103 hundred weights of dried beet pulp.

Most of the factories operated at maximum slicing capacity during the past year. All-time records for total tons of beets sliced were achieved at five of the plants, and seven of the plants set new high records for average slice per campaign day. However, only the Carlton plant achieved a new high record of daily sugar production.

Beet qualities at other locations were somewhat below normal. Production costs are dependent on the bags of sugar produced per day rather than the quantity of beets sliced and are materially influenced by beet quality.

Due to the warm temperatures which prevailed in the northern Rocky Mountain areas during the harvest and beet storage periods, the lower quality beets suffered storage losses, and deterioration much higher than normal. Processing these beets presented many operating problems and resulted in lower sugar extraction and high production costs. In Northern California early fall rains either stopped or slowed down harvest several times, which resulted in a limited slice at the plants during the fall. The quality of Northern California beets early in 1964 was satisfactory. The sugar making campaigns with these beets produced relatively favorable results. Last year's Imperial Valley beets were of good processing quality and better than average results were obtained from operations at both the Carlton and Santa Ana factories.

Although tonnages of sugar beets in many of the districts served by the corporation were at a record or near-record level, the quality of the crop, except in the Imperial Valley of California, was subnormal. Instead of the normal cool fall weather throughout the Rocky Mountain districts, the weather sugar build-up of the crop but resulting in a high tonnage of low sugar content beets.

Exclusive of the acreage planted in Texas, it is expected that plantings in the Corporation's areas may exceed 1963 levels by about 12 percent. Although planting was delayed by adverse spring weather in much of the region served by the corporation, it is too early to judge the effect, if any, on the crop.

Livestock-feeding operations, plagued by the lowest price levels in years, were disappointing. The Corporation's unit volume of sugar sales during the past fiscal year was about nine percent greater than for the previous year. Production for the fiscal year increased by 16 percent, resulting in a larger inventory at March 31, 1964. Due to the unusual supply and market conditions adverted to below, sugar prices received by the corporation during the fiscal year were somewhat higher than those of the preceding year.

The past year was a most unusual one, characterized by widely fluctuating prices in the world and domestic raw sugar market. In May, 1963, cane raw prices reached the highest levels since 1920. In June, prices began to decline sharply and by September were only slightly above the modest level existing during the comparable period of the preceding year. The above conditions resulted mainly from an imbalance in the world supply-demand relationship brought about by years of declining world production and an increase in world consumption of sugar. An increase in world production is forecast, but world sugar stocks still remain abnormally low.

Feed markets, which largely determine realizations from dried pulp and which began the fiscal year due to the large supplies of alternative by-product feeds and feed grains. The economic difficulties of livestock feeders have made them much more cost conscious than usual.

Some of the units in the complex are nearing completion. The H. K. Ferguson Company has been maintaining an adequate work force on the site to meet construction schedules. Approximately 27,000 acres of sugar beets have been planted in the area to be served by the new factory. Barring unforeseeable delays, the plant should be ready for the processing of beets next month.

Expenditures for property additions, replacements, and equipment purchases aggregated \$13,960,726 in the past fiscal year. The major portion of such amount was incurred for the new Merrill E. Shoup plant.

Capital additions other than the new Hereford factory were financed from earnings before depreciation.

Depreciation and depletion provided during the year and computed in accordance with past practice amounted to \$1,505,321, compared with \$1,476,723 in the preceding year.

Effective April 1, 1962, the corporation adopted, for Federal income tax purposes only, the depreciation guideline lives under the Revenue Act of 1962. As a result, the amount of depreciation currently deductible for Federal income tax purposes only exceeds the amount reported for financial accounting purposes. It is anticipated that in future years depreciation deductible for Federal income tax purposes may be less than depreciation for financial accounting purposes. For the year ended March 31, 1964, provision has been made by a charge against income of \$390,000 as deferred Federal income taxes, for income taxes which may become payable in future years.

Federal income taxes for the year have been reduced by \$41,870, the full amount of the current investment tax credit.

The United States beet sugar industry, encouraged by the Congress to build new plants and urged by the Executive Branch of the Government to expand production to the utmost in 1963, 1964 and 1965 to help meet the sugar supply and price crisis, has responded, and continues to respond, magnificently to the nation's need. As a consequence, production levels and plant capacity are a point substantially in excess of the beet sugar marketing quota now provided by the national Sugar Act. Severe cutbacks in industry production and sales levels would be required if the marketing quota is not increased substantially.

The industry needs and is asking for an increase in its basic annual quota of at least 750,000 short tons, raw value, of sugar which would represent only about one-half of the still unassigned part of the former Cuban quota. President Johnson in his farm message of January 31, 1964, recommended to the Congress that domestic producers be permitted to market to the full extent of their ability in 1964 in order to make additional sugar available to consumers and said that he would recommend early in the current Congressional session remedial legislation with respect to the nation's sugar supply arrangements. An impressive number of senators and congressmen have recognized the needs of the nation for more domestic sugar and are giving wholehearted support to legislative measures aimed at increasing the beet sugar marketing quota. Meanwhile, however, the cane sugar refiners, unable to give the nation assurance of either adequate supply or reasonable price, have cooperated in the removal of market restriction as recommended by the President as well as enactment of legislation to increase the beet sugar marketing quota. The beet sugar industry, however, is most hopeful that the national interest will prevail over the opposition of the refiners. Stockholders can contribute to the national interest, as well as to that of the Corporation of which they are owners, by

supporting in all appropriate ways the proposed increase in the beet sugar marketing quota.

Read The Classifieds Classifieds Get Results

GEORGE BUSH U. S. SENATE



TONIGHT • 8:30 P. M. KGNC-TV Channel 4

30 vital minutes with George Bush, your opportunity to give Texas a senator who will serve with dignity, honor and integrity.

ELECT GEORGE BUSH

THE MAN FOR THE JOB IN THE U. S. SENATE

Paid political ad — George Bush for Senate Committee Martin Allday, chairman.

HEREFORD
Wed., Sept. 23
Veterans Park—
Now Back Under
Big-Top
America's Second
Largest.

BARNES & BAILEY
BIG 3 RING CIRCUS

and Wild Animal Menagerie
Trained Horses, Elephants
Monkeys, Seals, Lions
Ponies, Dogs, Bears
Trampoline, Jugglers,
Tight Wire Artists and
Clowns

2 Daily Performances
See the Only Male Hippo
Exhibited with any circus
ALIVE
Largest Circus Coming
This Year
A SHOW THE WHOLE
FAMILY WILL ENJOY

Under Canvas 1 Day Only
Adm. 75c & \$1.50
Available Brandstand Chairs
60c Additional if Desired
Free Parking
Afternoon and Night
6 & 8 p.m.

SUNSET FOOD CENTER

We Give Frontier Stamps

Double Frontier Stamps On
THURSDAY with \$2.50 Purchase

Lovely New
"Miss Rose"
DINNERWARE
BY "UNIVERSAL"

FREE WITH YOUR PURCHASES

Head Of LETTUCE	Both For	39¢
Pkg. Of TOMATOES		
Italian Prunes Idaho 1/2 Bu.		\$2.69
Apples Washington Extra Fancy Red Delicious	Lb.	19¢
Grapes Tokay 2 Lbs.		35¢

With Every \$5.00 Purchase
BORDEN'S or SEALTEST
MILK 79¢
Gallon

Everyday Low PRICE

Gallon Of MILK For 19¢

MEAT - MEAT - MEAT

ROUND STEAK	USDA Good	Lb. 79¢
SIRLOIN STEAK	USDA Good	Lb. 79¢
CLUB STEAK	USDA Good	Lb. 69¢
PORK STEAK		Lb. 39¢
SLICED BOLOGNA	All Meat	Lb. 39¢
SAUSAGE	Pure Pork Homestyle	Lb. 39¢

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

USDA GOOD BEEF
1/2 Beef 47¢
Hindquarters 57¢
Forequarters 37¢

BEST WISHES

to the folks at

HOLLY SUGAR CORP.

We're proud to count you as another of our fine citizens!

SPENCER

"Don't Just Fertilize... Spencerize"
Spencer Chemical Division, Gulf Oil Corp.
Formerly Easter-Patzold Fertilizer Company

HEREFORD, TEXAS

THE SWEETEST BUY IN TOWN

Anthony's
C. R. ANTHONY CO.

Ever hear of a Calfigator?

Well, naturally there is no such thing but since these new loafers have all leather uppers in baby alligator patterns—we guess you could call them Calfigators.

Wonderful to wear and oh so comfortable. Genuine Hand Sewn loafers with snip toe. Extra flexible. Baby alligator pattern leather uppers, other parts man made. Choose from colors in wet sand, black, sparkling tan or alabaster.

4.99

Genuine hand sewn loafer with new side buckle trim. Snip toe, extra flexible. Baby alligator pattern leather uppers, other parts man made. Choose from colors in wet sand, sparkling tan or alabaster.

The popular new Turkish toe loafer that makes every step an added pleasure. Baby alligator pattern leather uppers, other parts man made. Choose from black, wet sand, sparkling tan or alabaster.

SIZES 4 1/2-10 AA & B

CONGRATULATIONS TO Holly Sugar Corp.

OPEN HOUSE SATURDAY, SEPTEMBER 19



FILES OF BEETS.— Scenes like this will appear at the Mettrill E. Shoup Plant of Holly Sugar Corporation in a few weeks as the sugar beets begin to arrive at the newly constructed factory. The beets are stored in huge outdoor piles during the harvest season and then moved into the factory for processing as needed. This view shows the beets that are stacked 20 feet high. From the piles, beets are flumed into plant in water which starts the cleaning process even as it transports the roots to the refinery. (Holly Corporation Photo)

processing as needed. This view shows the beets that are stacked 20 feet high. From the piles, beets are flumed into plant in water which starts the cleaning process even as it transports the roots to the refinery. (Holly Corporation Photo)

Hereford Women Golfers Have Luncheon For Tournament Guests

Women's Golf Association of Hereford will be hostesses at luncheon today in Hereford Country Club for all women golfers playing in the High-Plains Tournament today, according to Mrs. Fred G. Sims, president of the local association.

Entered in the two-day tournament are women golfers from Morton, Olton, Muleshoe, and Hereford. About 42 attended the luncheon yesterday at the home of the H. H. Kings. Ola Mae Trimble, Dimmitt, is president of the High-Plains Women's Golf Association.

The local association resumed its autumn activities with its luncheon-meeting and play day at the Country Club last Thursday. In play that day Mrs. Joe Butler—

Mrs. H. B. Thomas, Dimmitt, was guest for the luncheon. Members present were Mrs. J. Howard Walker, Mrs. Paul Ham-

rick, Mrs. Meredith Ireland, Mrs. Butler, Mrs. Robert Neely, Mrs. Ben Hill, Mrs. Ed. Skypala, Mrs. Dodson, Mrs. Jim Easley, and Mrs. O. B. Trimble.

Also Mrs. Godwin, Mrs. A. C. Hudson, Mrs. G. T. Guetschoff, Mrs. B. G. Massey, Mrs. J. M. Posey, Mrs. Sims, Mrs. Joe Easley, and the hostesses, Mrs. Frank Cogdell and Mrs. W. W. Gilbreath.

Election of officers will be held at the next regular meeting in October.

The Bureau of Indian Affairs is training 60 Chippewas in Turtle Mountain, S.D., to turn out factory-made reproductions of Indian crafts. Other tribes are receiving similar help.

East Carolina is ineligible for the Southern Conference football crown this year, its first in the circuit. The Purple and Gold play three SC rivals.

QUALITY NURSERY STOCK
Armstrong
NURSERY AND GARDEN CENTER
505 W. Park EM 4-1860

New Teachers Honored At Club Banquet

Approximately 200 teachers and their host, the business and professional people of Hereford, heard four speakers expound on the virtues of Hereford and Deaf Smith County, Tuesday night at the Hereford Country Club.

The meeting was the first of its kind ever to be held in Hereford. Billed as a Teacher Appreciation night, the affair honored the new teachers in the Hereford Independent School District system.

The program was presented in four parts. Mrs. Elmer Patterson, author of A HISTORY OF DEAF SMITH COUNTY, gave the new teachers something of the background of the area be-

ginning with the early Pioneers. Following Mrs. Patterson, Gene Fooks, pastor of the Central Church of Christ, representing the Ministerial Alliance, extended a welcome from the area churches and discussed the religious and cultural opportunities of the area.

Third spot on the program was filled by City Manager Dudley Bayne. Bayne told the group something of the growth aspect of the city from the public facilities standpoint.

Last of the four speakers was Austin Rose Jr., President of the Deaf Smith County Chamber of Commerce, who concluded the program by extending a welcome from the farmers, business and professional people who make up the Chamber membership.

Clint Formby, owner-manager of Radio Station KEAN was Master of Ceremonies. Dinner music was furnished by Mrs. John Sims.

Daguerra hated to be photographed.

Wrestling Will Be Saturday At Bull Barn

Wrestling at the Bull Barn Saturday evening will feature a tag team match between Ricky Romero and Black Bart, pitted against Art Nelson and Red Raider in a two out of three falls or sixty minute performance.

The match will begin at 8:45 p.m. and are promoted by the Hereford Lions' Club.

Rickey Romero will take on the Red Raider in a one fall or 15 minute event.

A large crowd is expected at the Bull Barn Saturday for the event.

Sky Low won the first fall of the midgets in last Saturday's events.

Billy the Kid won his match in the second fall with the

Fred Albracht Wins Brand's Football Contest

Fred Albracht won \$7.50 as he took first prize in the Brand's Football contest this week, getting 16 out of 20 games correct.

Two other entries, Joan Hopper and James McDowell has 16 out of 20 correct, but Albracht won the contest on the tie breaker.

Mrs. Hopper won \$3.50 and McDowell won \$1.50.

There were 89 contestants entered in the contest according

to Advertising Manager Bill Penn.

A new slate of teams appeared in the Sunday Brand and entry blanks are due at the Brand office at 5 p.m. Friday.

Giraffe flesh is highly prized as food in parts of Africa.

Classifieds Get Results

to Advertising Manager Bill Penn.

A new slate of teams appeared in the Sunday Brand and entry blanks are due at the Brand office at 5 p.m. Friday.

Giraffe flesh is highly prized as food in parts of Africa.

Classifieds Get Results

SUPPORT YOUR UNITED FUND

Now there is a group that could drum up some support for our United Fund

CONGRRRRRRATULATIONS

HOLLY

ON

GRRRRAND

OPENING Sept. 19

Everyone Agrees That You Are

The GRRREATEST

Everyone Agrees... Put a TIGER

IN YOUR TANK AT THE SIGN

OF HAPPY MOTORING...



help... THAT'S WHAT YOU GET PLENTY OF WITH YOUR TELEPHONE

Your phone makes it so easy to get things done. Calls to order things, to find out things, to tell the news, to organize activities—or you name it.

The busier you are, the more helpful the telephone is. Day in and day out, your phone is an important part of your busy life.

When you stop to think about it, is there really anything else that helps you so much for so little? Or that is of so much personal value?

SOUTHWESTERN BELL

Making telephone service better to serve you better



385 & 60

Boyd Humble

James M. Boyd

HUMBLE DISTRIBUTOR



615 Park

Nunley Humble

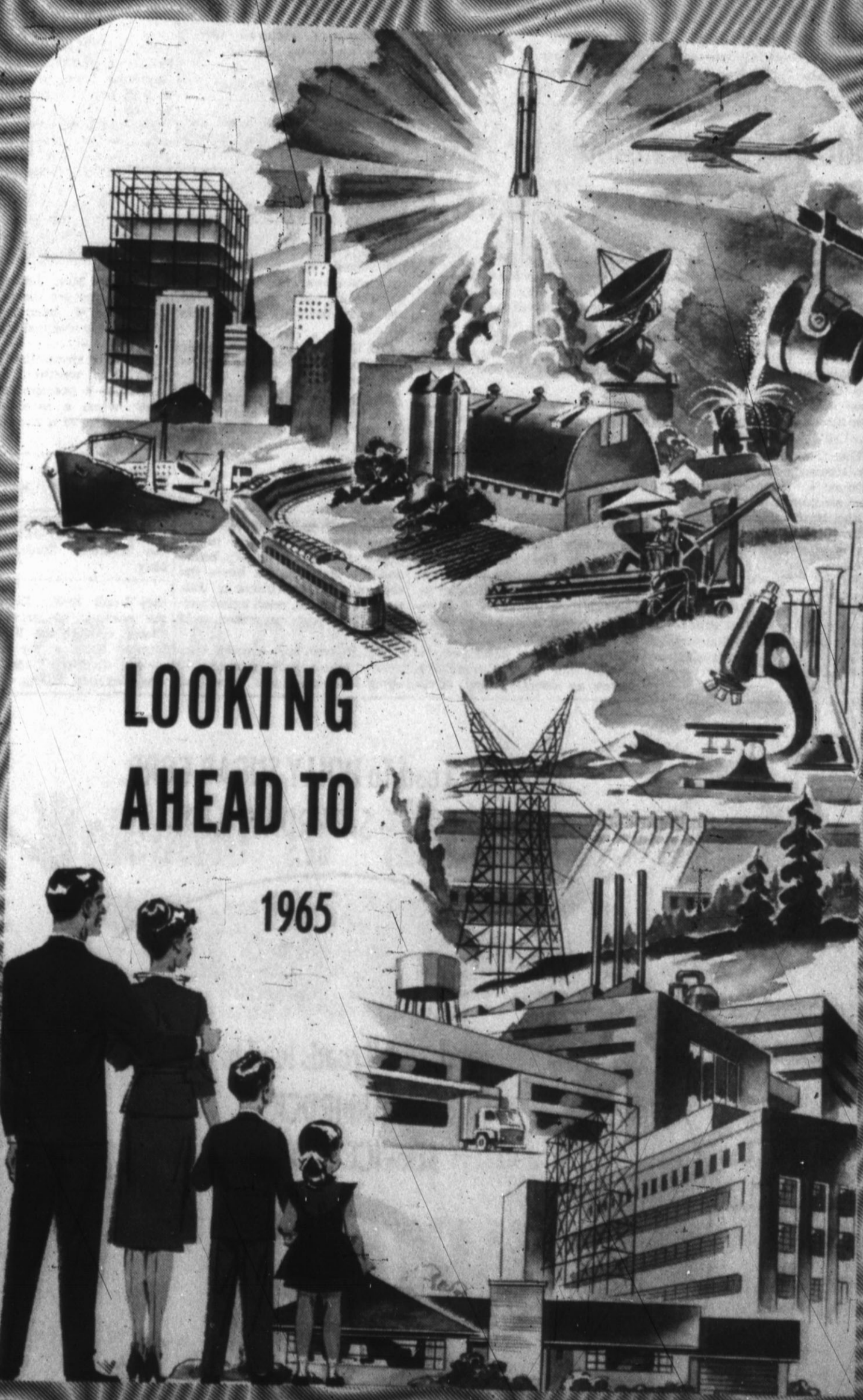
FOR HEREFORD'S PROGRESS

we CONGRATULATE

HOLLY SUGAR



And For Our Progress
We Wish To Congratulate
The Fine People Of
Deaf Smith County



LOOKING
AHEAD TO
1965



Shown above are 7 of the 9 dirt moving boxes sold by Wes-Tex Equipment & Supply, that will be used in Holly's operation.

WES - TEX EQUIPMENT & SUPPLY

1 Mile East On Hwy. 60

EM 4-0250



SCENE OF VANDALISM — This was the that morning. The burglar escaped with scene Wednesday morning at Panciera Tire & Supply Co. following a burglary earlier \$42 in cash, leaving his footprints on the & Supply Co. following a burglary earlier file office floor.

Burglar Takes \$42 at Panciera Tire & Supply

Burglar gained entrance to Panciera Tire & Supply sometime between midnight and 7 a.m. Wednesday, escaping with \$42 in cash. The burglary was discovered when the firm opened Wednesday morning.

Entrance was gained by prying a protective screen from a side door of the building, and then by breaking the glass and opening the door from the inside.

Wet foot prints were left on the white tile floor, according to investigating officers. At the present time, this is the major clue. No suspects have been found, said Chief of Police Marshall Padgett.

Two years' worth of bank statements were scattered about the office floor, and the entrant evidently cut his hand sometime during the burglary for there were blood and fingerprints on statements and envelopes. The party left by the same door entered.

Look Who's New!

Mr. and Mrs. Adolph Albert Knabe are the parents of a son, Raymond Leon, born Sept. 12 at 9:23 p.m. He weighed 6 lbs. 7 1/2 ozs.

Mr. and Mrs. George Eli Anders are the parents of a son, John Wesley, born Sept. 14 at 8:40 p.m. He weighed 7 lbs. 5 ozs.

Mr. and Mrs. Adolfo Garola DelToro are the parents of a daughter, Yvette E., born Sept. 14 at 9:14 p.m. She weighed 7 lbs. 11 ozs.

Mr. and Mrs. Antonio Zamarrin Reyes are the parents of a son, Noe M., born Sept. 15 at 7:58 p.m. He weighed 5 lbs. 11 oz.

Letter To The Editor

17 Sept. 1964

Dear Editor,
Now that the campaign for President of the United States has officially started. What are the real issues in this campaign? Is 'qualification for office an issue? I believe not. All of these men including both presidential and vice-presidential nominees have enough experience and ability to carry out the administrative duties of President of the United States. Their families are of such quality as to give the proper image of the first family of the United States.

Is it likely that on of these men is more apt to plunge the world into an Atomic war than another? This idea is nonsense. All of these men are of high character and self discipline. The last thing anyone of them would do would be to plunge the world into an Atomic war through impetuosity or carelessness.

What are the real issues? Johnson is a Liberal; Goldwater is a Conservative. Johnson believes in bigger government spending; Goldwater believes in smaller government spending. Johnson wants more federal control in local affairs; Goldwater wants less control in local affairs. Johnson's ideas means ever expanding Government; Goldwater's means some cutback in Government. Johnson advocates a softer approach to Russia; Goldwater advocates a firmer approach to Russia.

Don't be side tracked by all the shouting that is part of a political campaign. Just remember

Hospital Notes:

Patients in Hospital

Mr. Robert Lohr, 401 Knight; Mrs. Cecil C. Rockwell, 111 Centre; Mrs. Floyd M. Campbell, 401 Ave. K; Mrs. James M. Edler, 206 Fuller; William Moss, Star Route; Mrs. R. Minta Pennington, 133 Ave. B; Mrs. Francis Smith, 120 Ave. H.

Mrs. Mary M. Click, 129 N. Texas; Bill J. Howard, 302 Westhaven; Mrs. R. F. Day, Route 3; Mrs. Seledoras Trinidad, 137 Miles; Mrs. Tommy W. Green, 115 Ave. E; Mrs. Robert Booker, 206 Norton; Mrs. Antonio Z. Reyes, General Delivery, Friona.

Mrs. Donald E. Jackson, Route 4; Hermengildo Castillo, Box 1029; Indelfonso Zamora, General Delivery, Black; Antonio H. Esquivel, Box 653; Mrs. Adolfo DelToro, 120 Hereford St.; Mrs. C. E. Carney, 122 Fir St.; Charles E. Parker, 804B Miles; J. J. Marcum, 1947 S. Seminole; Amarillo.

John W. Melver, Box 49; Mrs. Mary Luella Rice, 501 W. 4; Mrs. Clara B. Fry, King's Manor; J. S. Stocks, Route 4; Mrs. Doyel J. Lee, 107 Ave. K; Mrs. Eli Anders, 320 Ave. A; Mrs. Sam H. Barger, General Delivery; Dawn; Mrs. Hallie Kester, 204 W. 7; Jack H. Miller, Route 5.

Patients Dismissed
Mrs. K. L. Harvey, 9-9.
Mrs. Arnold L. Cross Jr., 9-10.
Mrs. James A. Watkins, Mrs.

Alex Torres, Mrs. Oscar L. Williams, Wesley Hood, 9-12; Ruth Loerwald, Mrs. Yairo Vasquez, 9-13.
Mrs. Lee D. Meek, Mrs. Stanley R. Smith, Dellus McCutchen, 9-14.
Mrs. Jearld D. Brooks, Mrs. A. A. Knabe, Mrs. N. B. Hood, Mrs. Elster R. Frye, 9-15.
Mrs. James R. Robinson, Mrs. Horace L. Turns Jr., Tommy Clower, 9-16.
The Southern Interscholastic Conference was formed at Atlanta in 1921.
Bill Elias is in his fourth season as football coach at Virginia.
Bill Murray is in his 14th campaign as Duke football coach.

GOLDEN SPREAD BARBER SALON CORNER 3rd & JACKSON

So the Golden Spread Salon isn't open yet - You just couldn't wait another week.

Elderly Widows Bilked By Fake FBI Agents, Chamber Reports

J. Edgar Hoover, Director of the Federal Bureau of Investigation, has denounced a con game in which men posing as FBI agents have bilked elderly widows of their life savings by enlisting their aid in a plan to "trap bank embezzlers."

This was disclosed today by Bill Thompson, manager of the Deaf Smith County Chamber of Commerce, in cooperation with local savings institution officials. The Chamber executive said Mr. Hoover's denunciation of the ruse as a "despicable scheme" was contained in his statement to the National Better Business Bureau, with which the Chamber is affiliated through membership. NBBB first exposed this scheme in March, noting in a public warning that 65 to 80 year old widows in several states had been bilked of many thousands of dollars by con men posing as Federal agents or bank security officers.

As her he is an FBI agent and asks her to help trap a suspected embezzler at the bank where she has a savings account. If she agrees she is told to withdraw her savings, wearing gloves so that the teller's fingerprints are the only ones on the bills, and is further advised that the money will be picked up by a man wearing a police badge. Having done as instructed she soon discovers that it was all a hoax.

Con men employ several other variations of this scheme but the end result is the same. Mr. Hoover said persons approached by anyone claiming to be an FBI agent should demand his credentials. Each special agent carries an identification card which bears his name, photograph, signature and other information and is countersigned by the Bureau Director.

The letters "FBI" are superimposed over the agent's name and the identification bears the seal of the Department of Justice. In addition, each agent carries a uniquely inscribed gold badge. Mr. Hoover said anyone telephoned by a self-proclaimed FBI agent, should advise him that

All Roads Lead To HOLLY SUGAR CORP. OPEN HOUSE - SATURDAY, SEPT. 19

Congratulations Holly Sugar Corp. We are happy to have you as a part of our Community. Best Wishes From All Of Us

and... all roads lead to the SHAMROCK SERVICE STATIONS

TROY MOORE'S FARMERS DRIVE IN

MOORE BROS. SERVICE STATION

● Motor Oils
● Gasoline
● Lubrication
● Tires
● All Car Services

FILL'ER UP AT TROY MOORE'S FARMERS DRIVE IN 405 E. First EM 4-0161

FILL'ER UP AT MOORE BROS. SERVICE STATION 803 W. First EM 4-0003

CONGRATULATIONS.....

Pour In From Every Direction To ...

HOLLY SUGAR

ON GRAND OPENING SEPT. 19

Every Direction You Look

PATTERSON

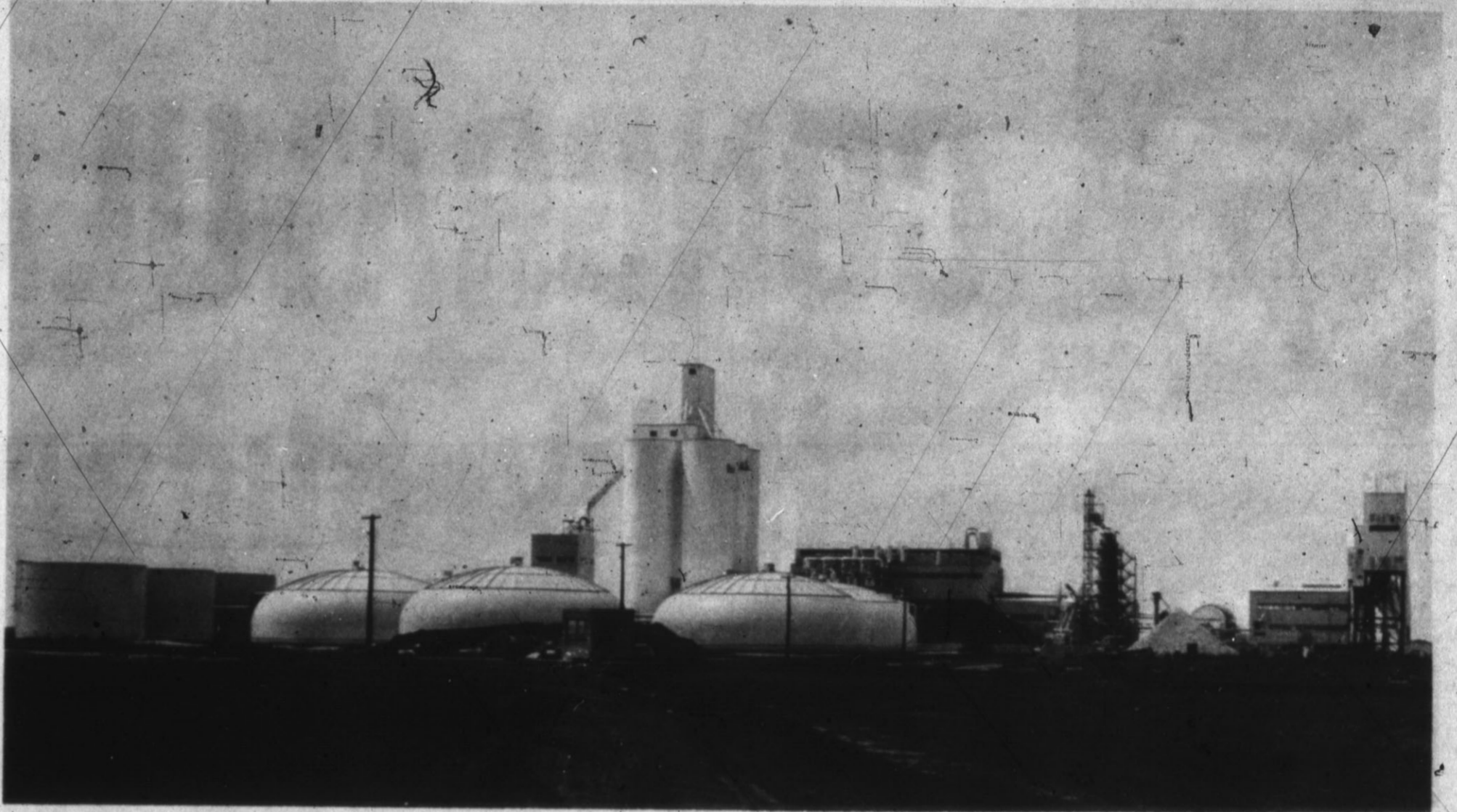
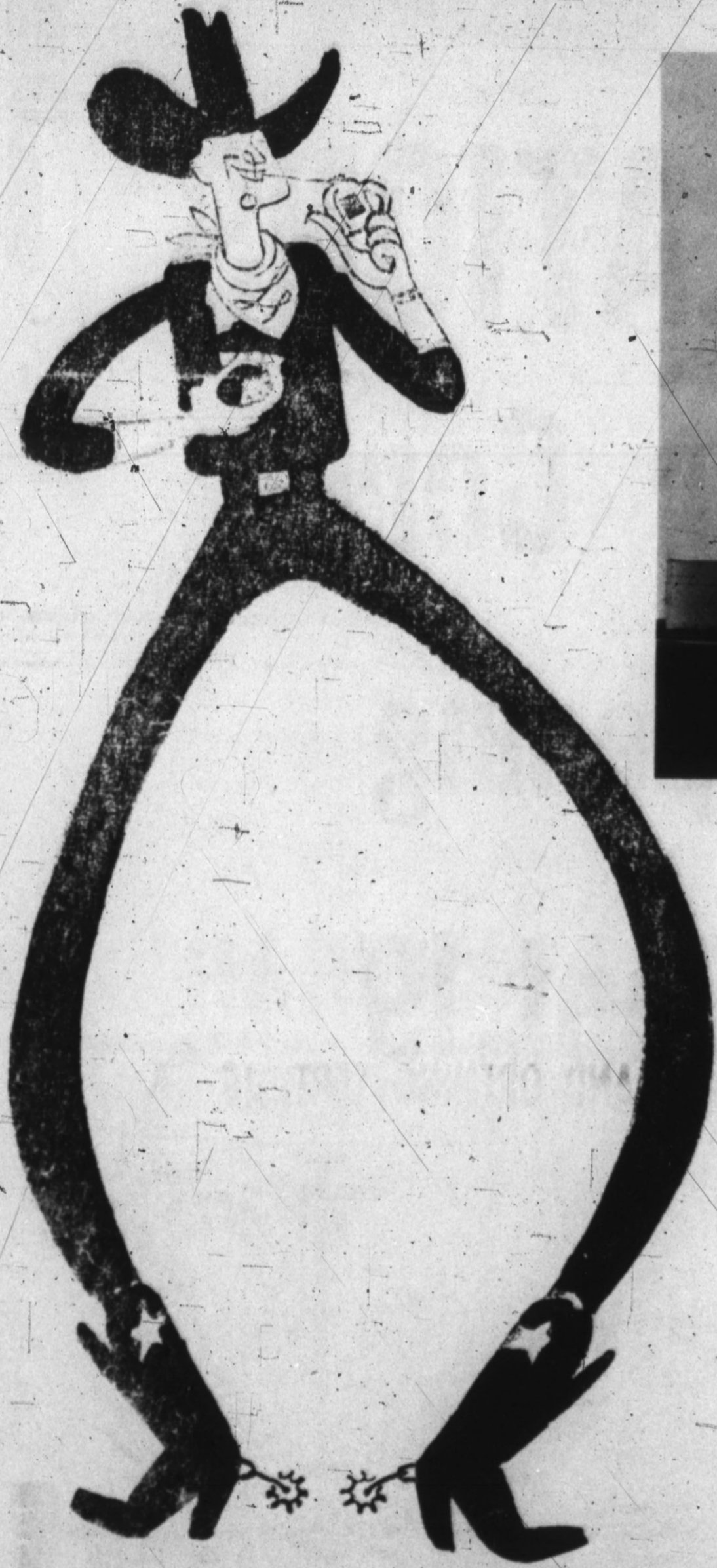
Is On The Job

- ★ To Serve The Farmer BETTER
- ★ Expert Equipment
- ★ Expertly Trained PERSONNEL
- ★ Knowledge of How To Do The BEST JOB

PATTERSON CHEMICAL CO.

South 385 EM 4-0566

HOWDY PODNER!



**Congratulations on your
GRAND OPENING
and Welcome to Hereford**

Yes . . . welcome to Hereford and this great farming, ranching feeding area. As a related industry we are glad to see you settle here. We know you will be a success . . . you have already bolstered the economy and diversification of our agriculture.



Best Wishes From
**CAVINESS
PACKING
CO.**

West Hiway 60
Hereford

CONGRATULATIONS Holly Sugar Corp. On Grand Opening Saturday Sept. 19

As Engineers and general contractors we take special pride in the completion of Holly Sugar Corp. Merrill E. Shoup Plant. We saw it through from the drawing board to the final touches.

We build many plants, large and small, all over the United States and we are always especially happy to work with the fine people of the Holly Sugar Corp. They are people that Hereford and Deaf Smith County will be proud to "take in" as new citizens of the community. They are here to stay and will mean a lot to the economy and the agriculture of this great country.

We wish them the best and we know that they will do their best to help the farmers and the community.



Best Wishes From All The Employees At ...

H. K. FERGUSON

COMPANY ——— ENGINEERS & BUILDERS

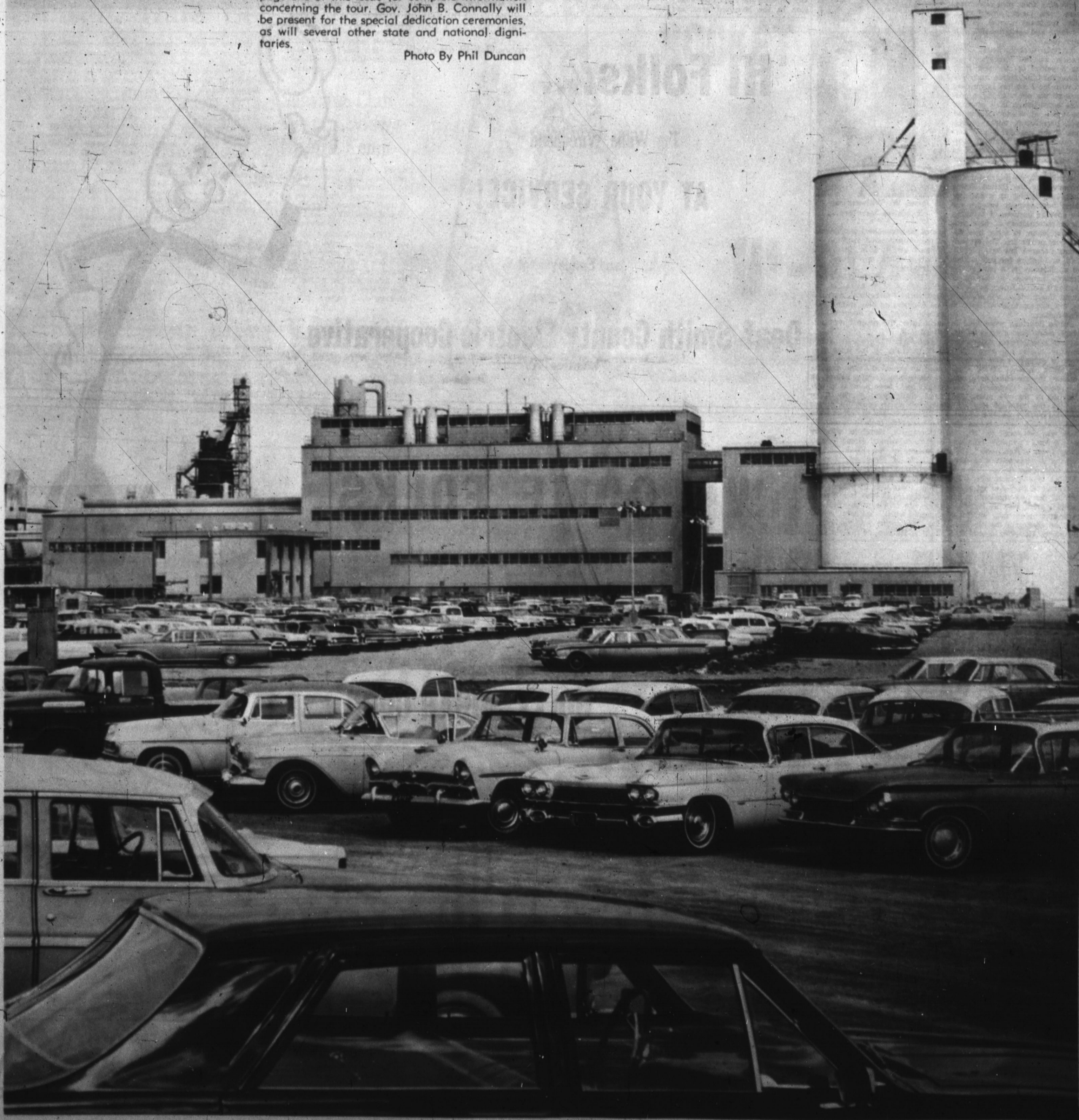
THE HEREFORD BRAND

HEREFORD, TEXAS, 79045, THURSDAY, SEPTEMBER 17, 1964

SECTION THREE

Holly Sugar Corporation's new \$21-Million Merrill E. Shoup Plant, located three miles west of Hereford on Holly Road, will be dedicated in special ceremonies at the plant Saturday. See page one of this issue for complete information concerning the tour. Gov. John B. Connally will be present for the special dedication ceremonies, as will several other state and national dignitaries.

Photo By Phil Duncan



Hereford Plant Symbol Of Team Effort

A story behind the story of the completion of Holly Sugar Corporation's big new beet sugar refinery at Hereford, Texas, is a saga of the determination of a number of men who devoted several years to an uphill battle towards the goal they have now won.

Some of these men were Holly men. Some were Texans who live where they can now look upon the results of their efforts every day.

If all began several years ago when a group of far-sighted farm and business leaders in the High Plains region of the Texas Panhandle and a portion of adjoining New Mexico launched a campaign to bring to their region a sugar beet processing plant. They realized the general economic benefits, including making possible the production of the non-surplus cash sugar beet crop.

Investing their own resources, these men pushed their campaign for many months, gathering facts and using them to sell their idea.

Officials of Holly Sugar Corporation became interested in the potential of the vast High Plains farming region and joined with local leaders in pushing forward the effort to make possible construction of a plant in the region, all of which depended upon permission, under provisions of the national Sugar Act, to produce sugar beets in commercial volume in the region to be served by the proposed new plant.

In mid-1962, the Sugar Act was amended by the United States Congress, setting up a national sugar beet acreage reserve for the specific purpose of bringing about construction of new processing plants to serve new sugar beet producers. The amendments became law on July 13, 1962, and before the day ended, an application for a part of the reserve acreage, in behalf of Hereford area farmers and Holly Sugar Corporation, was en route to the appropriate officials in Washington.

Public hearings were held at which more than a score of applicants competed for six reserve acreage allotments each sufficient to support a new processing plant. Against strong competition, the Hereford area won its requested allotment. Construction of the new plant, just east of the town of Hereford, followed quickly, as soon as necessary design and engineering work was advanced far enough to permit actual building. Ground was broken April 1, 1963, and the site has been a beehive of activity ever since.

Three of the men who were instrumental in the effort in behalf of the new agricultural-industrial enterprise at Hereford passed on before they could witness completion of the job. H. L. Benefield, Hereford farmer and



Austin Rose Jr.
Heads State Organization



James W. Witherspoon
Executive Secretary

one of the staunchest proponents of the project, died suddenly of a heart attack soon after construction of the new plant was undertaken.

V. I. Morris, Holly Vice President in charge of Operations, under whose direction planning and engineering was started, also was felled by a heart attack soon after the project was initiated.

And Merrill E. Shoup, president of Holly at the time construction was undertaken, died after an extended illness and only some two months before he might have been present to witness dedication of the huge complex which bears his name.

Others who led the effort from the beginning include James W. Witherspoon, Hereford attorney and businessman; Henry Sears, President of the First National Bank of Hereford; Dennis O'Rourke, President of Holly, who kept the project moving when illness took Mr. Shoup out of action, and who has always been one of its prime movers, without whom success might not have been achieved; William S. Hallam, of Holly's Agr-



H. Lee Benefield
... saw construction begin



J. Henry Sears
... staunch supporter

culture Department; Austin Rose, Hereford farm leader and now president of the district's sugar beet growers association; and many more.

As the huge undertaking developed, there were scores of others who threw their talents and energies behind the job, many of them in key positions with Holly and the H. K. Ferguson Company, general contractors.

Holly President Dennis O'Rourke has said that his company selected the High Plains region in the Hereford area as

the location for a new plant because great potential for success was there, including a burgeoning population through the Southwest demanding increasing quantities of nature's energy food, sugar. But most of all, Mr. O'Rourke has said, the final decision was swayed by people of the Panhandle region and all of Texas who demonstrated a great spirit of practical imagination and the energy and determination to complete whatever they undertook with outstanding results.

OFFICIAL ENTRY BLANK

Dimmitt at Hereford
East Texas State at Abilene Christian
Air Force at Washington
Georgia at Alabama
Mississippi State at Texas Tech
Tulane at Texas
Ohio Univ. at West Texas State Univ
O. U. at Maryland
Oklahoma State at Arkansas
Kansas State at Wisconsin

TIE BREAKER
Dimmitt
Hereford
Tulane
Texas
Slippery Rock
Ball State
Ohio State
WTSU

Miami at Xavier
Vanderbilt at Georgia Tech
Citadel at Army
Navy at Penn State
Slippery Rock at Ball State
SMU at Florida
Colorado State Univ. at Wyoming
Montana State at Wichita
Kentucky at Detroit
Missouri at California

Name _____
Address _____

Hi Folks....

I'm Willie Wirehand

AT YOUR SERVICE!

and Employees of

Deaf Smith County Electric Cooperative

INCORPORATED

I'd Like To Say

WELCOME FOLKS

it's a pleasure to serve you!

We're Proud of the Merrill E. Shoup Plant

of

HOLLY SUGAR CORP.



EVERYONE LIKES DENVER DRUMSTICK

FRIED CHICKEN

We serve chicken as you like it—

- ALL WHITE MEAT
- ALL DARK MEAT
- MIXED LIGHT AND DARK
- ALL LIVER ORDER
- ALL GIZZARD ORDER
- ALL THIGH ORDER
- ALL DRUMSTICKS (kiddies)

We feature Family Dining at Family Prices—the average dinner check for a family of four (determined by a survey of 500,000 customers) is less than

98c each.

Our convenient take out department featuring complete dinners "to go."

MYERS DRUMSTICK
restaurants
2700 GEORGIA
For TAKE OUT ORDERS call FL 5-5636





Shearen Elebosh

Banquet Speaker Chosen, Date Set

Shearen Elebosh, a public and civic leader who has received national recognition as a speaker and humorist, is the unanimous choice of the Directors of the Deaf Smith County Chamber of Commerce to headline the Chamber annual banquet. Elebosh was born in Selma, Alabama. At an early age he went to the Choate School in Wallingford, Connecticut. From Choate he went to Yale University where he became an ardent student of international relations. During World War II Shearen Elebosh served in Europe, India, Burma, China, and on Okinawa as a flying officer. He was awarded the Air Medal and the Distinguished Flying Cross. After World War II he returned to Yale for additional studies in international relations and in 1948 toured Europe to study problems, conducting discussions with leading statesmen of Western Europe. Elebosh has been active in business as a chain store executive and later in management in the insurance industry. A student, writer, voracious reader, his interest in international relations and keen awareness of the day give his speeches a solid foundation upon which to build the sort of humor that has universal appeal. In 1962 he appeared as the fea-

ture entertainer of the West Texas Chamber of Commerce annual meeting in Lubbock and was most enthusiastically received. Several local Hereford people enjoyed his presentation at that time. He has appeared at colleges, professional association meetings, Chamber of Commerce meetings, and on radio and television as a featured entertainer.

The Deaf Smith Chamber of Commerce annual banquet will be held in the Hereford High School gymnasium on Thursday, January 21st. Jetton Caterers of Fort Worth will serve the banquet as usual. Ticket price will again be \$4.50.

Fangmans, Guests Go To Boys Ranch Rodeo

Visitors in the Teddy Fangman home, Black, Sunday, Aug. 30, were Mr. and Mrs. George W. Schulte, Mr. and Mrs. Victor Elliston, and Mr. and Mrs. William Kahlich. Phyllis and Chris. Joining them as guests also were Mr. and Mrs. Leroy Kitton, Farwell, and Mrs. Fangman and Charles, Black. Mr. and Mrs. Schulte, Mrs. Teddy Fangman and Scott, and the Ellistons attended the Cal Farley's Boys Ranch Rodeo on the Monday following.

Volunteers Answer 15 Fire Calls

Hereford's Volunteer Fire Department answered 15 calls for the month of August, with only one major fire in the bunch. Nine of the fires were within the City of Hereford while six were outside the city limits.

According to a long standing agreement with the Commissioners Court, the City Fire Department answers all county calls, with the county paying a pro-rata share of the cost, according to the number of county calls answered.

The volunteers answered the following call during the month of August: August 3, 410 Star St.; August 4, Holly Sugar Corp.; August 5, Progressive Road; August 7, 405 Star Street; August 8, 3 miles south of Hereford; August 11, 104 Ave. J; August 11, Hereford Grain Corp.; August 17, 307 Jackson; August 21, Hays Implement Co.; August 21, Barrett Potato Shed; August 27, Sale Barn; August 27, Schley St.; August 28, Mona Lisa Trailer Park.

Largest, and only major fire call answered during the month was at the Sale Barn, located on south Progressive Road between Dairy Road and Austin Road. The barn was completely destroyed.

Sunshine Club Hears Review By Mrs. Kemp

For Sunshine Club Margie Kemp reviewed Alice Lake's current article, "A Beautiful Gamble for Johnnie," when the club met Tuesday evening, Sept. 8, in the home of Willodyne Brooks, 404 Avenue J.

At this social meeting gift exchanges were made: Elsie Jones received a birthday gift from her Secret Pal; and June Koelzer was given an anniversary gift by her Secret Pal. Elsie Jones won the hostess' gift, and June Koelzer drew the Penny Anna gift.

Mrs. Brooks, the hostess, served a dainty refreshment plate to Elsie Miner, Edith Sheppard, Dorothy Lundry, Elsie Jones, Margie Kemp, June Koelzer, and visitors, Linda and Allen Brooks.

Mrs. Coy Fryar, 309 Avenue J, will be hostess at the next meeting, Sept. 28, 7:30 p.m.



CONGRATULATIONS & WELCOME

HOLLY SUGAR CORP.

on the completion of the

Merrill E. Shoup Plant in Hereford

we have a feeling that you'll

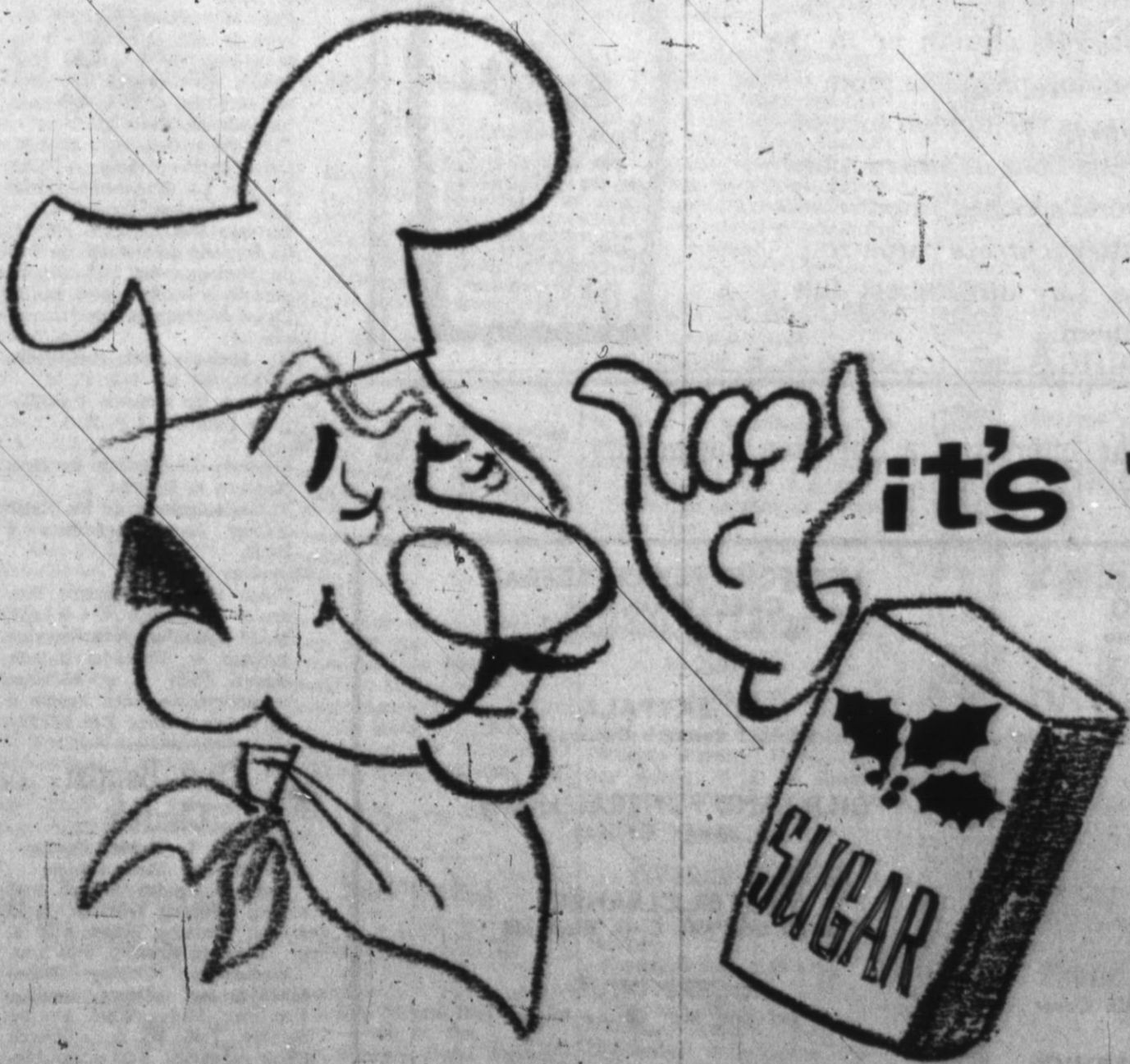
ROCKET TO SUCCESS



HI-PLAINS

Savings and Loan Association

Fourth and Sampson
Hereford, Texas



baking a CAKE...
or building a PLANT

it's THE INGREDIENTS
THAT COUNT

CONGRATULATIONS

HOLLY SUGAR for using THE BEST

CROWE-GULDE CEMENT COMPANY

OF HEREFORD CALL 364-1722 HIGHWAY 60 AT GLOUGH ST. HEREFORD, TEXAS

FOR GOD SO LOVED THE WORLD

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 — A.M.
 Any other time by calling the Rectory.
 Baptisms Sunday 4 p.m. or any time by arrangement.

Assembly Of God Church

Union and Ave. G
 Rev. V. W. Maroncelli, 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.

Iglesia Metodista San Pablo

223 Kibbe Street
 Rev. Gilbert Diaz
 Pastor
 Los Servicios de nuestra nueva Iglesia. Seran de la siguiente 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 servicios de oracion 7 p. m.

Calvary Baptist Church

Rev. Clarence F. Powell,
 Pastor
 Services held in Rock House at Veteran's Park.
 Sunday School 9:45 a.m.
 Worship Service 10:55 a.m.
 Training Union 7:00 p.m.
 Worship Service 8:00 p.m.
 Wednesday evening Prayer Meeting 8:00 p.m.

First Christian Church

Rev. Eugene Drink
 Pastor
 West Park Avenue
 Sunday School is held at 9:30 a.m. Worship service will begin at 10:50 a.m.
 Chi - Rho and CYF meets at 6 p. m. Sundays and vesper services are at 7 p. m.
 Functional Departments first Wednesday at 8 p. m.
 General Church Board, second Wednesday at 8 p. m.

San Antonio A La Iglesia

North 25th Mile Avenue and Highway
 Vd. Es Catolico? Pues, Tiene La Obligacion De Asistir A La Santa Misa Todos Los Domingos!
 Horas De Misa 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 devocional services at 7:30 p. m. Wednesday.

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.

Park Ave. Church Of Christ

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



TREASURE

What are your treasures? Where are they hidden? Which do you love most, God, or gold? Are you more interested in the work of His church or in the production of your mine? Do you get more pleasure from helping people or from hoarding wealth? *What is the power of yellow metal?* What is the hidden lure of riches that makes a man rise to the bait and be caught on the hook of destruction? *Don't let this deadly paralysis seize you.* Twenty of the world's richest men met in Chicago. All of them died poor men and most of their careers came to a tragic end. *The real treasures are Heavenly treasures.* Lay up a chest full where rust and thieves cannot break through to them.



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.

HEREFORD FERTILIZER & INSECTICIDE CO.
 • Norman Moore

HEREFORD TEXAS FEDERAL CREDIT UNION
 • Mrs. Dyalithia Benson

E. B. BLACK CO.
 • Dick Barnard - Jesse Stafford

PIGGLY WIGGLY
 • Mr. and Mrs. Gaylord Newell

ED SKYPALA
 • Your Borden's Distributor

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

DAVIS IMPLEMENT CO.
 • W. L. Davis, Jr.

GILLILLAND FUNERAL HOME
 • Marlin Gilliland

FIRST NATIONAL BANK
 • Virgil Hennen

HEREFORD OFFICE SUPPLY
 • Bob Huddleston

MASTER CLEANERS
 • Mr. and Mrs. C. D. Fitzgerald

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

CITY DRUG STORE
 • Mr. and Mrs. Kenneth Coker

ROGERS DRUG
 • Mr. and Mrs. Grady Rogers

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

WESTERN WHEEL INN
 • Mr. and Mrs. G. D. Caison

LOERWALD BROS.
 • Ed, George, Gene & Harold Loerwald

HEREFORD GRAIN CORP.
 • Curtis O. Roach, Mgr.

PITMAN GRAIN CO.

FARMER'S DRIVE IN
 • Troy Moore

HEREFORD LAUNDRY & DRY CLEANERS
 • Ernest Kendall

HEREFORD STATE BANK
 • Russell E. Carver, Pres.

PLAINS FERTILIZER CO.

SUIT'S AUTO SUPPLY

Western Wrecking
 • Anson A. and June Dearing

ORSBORN - CHEVROLET OLDSMOBILE
 • Your Chevrolet-Oldsmobile Dealer

CONSUMER'S FUEL ASS'N

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.

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.

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.

Thompson Memorial Mexican Baptist Mission

TEMPLO BAUTISTA MEMORIAL
 Alex O. Thompson Memorial Mission
 215 Norton Street
 Guillermo Enrique Benitez, Ministro
 La Semana Que Pasa Cada dia a Pas 7:00 A. M. se tiene Culto de oracion por la Cruzada Bautista Nueva Vida El pastor esta para servirle. Llame a EM 4-1217.
 Sabado 12: Grabacion de Biblias para obsequiar 7 P.M.
 Domingo 13: Escuela Biblica Dominical 9:45 A. M.
 Leccion: Samuel, Gran Vocero de Dios.
 Para Memorizar: Fiate de deho de todo tu corazon y no te apoyes en tu propia prudencia. Reconocele en todos tus caminos, y el enderezara tus veredas. Prov. 3:5,6
 Culto de Adoracion 11 A.M.
 Union de Preparacion 6 P. M.
 Topico: La Conferencia Mundial de Jovenes Bautistas.
 Servicio Evangelistico 7 P.M.
 La Semana de Oracion en Pro de Misiones del Estado empezara a observarse en la Union de Preparacion.

Lunes 14:
 El Mensaje del Evangelio, KPAN, 860 kc. 6:42 P. M.
 Reunion de Oracion Pro-Misiones Estatales 7 P. M.
 Martes 15:
 Continua la Semana de Oracion con el Topico:
 El Sostentamiento de los Estudiantes Latinoamericanos 7 P. M.
 Miercoles 16:
 Union Femenil, Estudio Biblico y Oracion 7 P.M.
 Si Ud. desea cooperar en algo durante la Cruzada Batista Nueva Vida o si necesita transportacion para asistir a los cultos llames EM 4-1217.

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.

CHURCH...

(Continued from page 4)

Immanuel Lutheran Church

Park Ave. & B Street
Hereford, Texas
Fred Beversdorf, Pastor

Sept. 20
8:30 a.m. — Divine worship
Services, Redeemer, Friona
9:15 a.m. — "Call to Worship,"
KSPAN
9:45 a.m. — Sunday school and
Bible class for adults
11 a.m. — Divine Worship ser-
vices, Special mission services,
guest speaker, Pastor E. F. Hein-
cke.
2 p.m. — Mission movies
3 p.m. — Anniversary services
guest speaker, Pastor E. F. Hein-
cke.
Heinicke, Amarillo
7 p.m. — Walthers League
Sept. 22
4 p.m. — Junior confirmation
Sept. 26
9:30 a.m. — Jr. Confirmation
9:45 a.m. — Daily radio pro-
gram, "Moments with Jesus,"
KSPAN
7 p.m. — Daily prayer meet-
ing, Public is invited.

First Methodist Church

501 North Main
Rev. Herschel L. Thurston,
Pastor

Sunday
9:45 a.m. — Sunday school
10:50 a.m. — Morning Worship
7 p.m. — Evening worship
6:30 p.m. — Prayer time in
Prayer Room and Parlor
5:45 p.m. — MYF fellowship
dinner in Fellowship Hall
6:15 p.m. — MYF meetings
4th Monday — Cub Scouts in Fel-
lowship Hall
Tuesday
9:30 a.m. — WSCS Prayer
group in parlor
7:30 p.m. — Boy Scout Troop
in Fellowship Hall
8 p.m. — Homebuilder's Pray-
er Group in Homes
Wednesday
8 p.m. — Chancel Choir Re-
hearsal
1st Wed. — 12:15 p.m. — WS-
CS luncheon in Fellowship Hall
1st Wed. 7:30 p.m. commission
chairmen and staff
1st Wed. 8 p.m. — Commis-
sions
2nd Wed. Circle meetings
2nd Wed. 8 p.m. — Official
board
Wed., Sept. 23, 6:45-9 p.m. Jr.
and Sr. High Youth Round-Up
in Fellowship Hall
Thursday
6:30 a.m. on Sept. 17 and Oct.
22 Methodist Men at Western
Wheel Inn
7:45 p.m. in October. Adult
Study Group, "Understanding
the Bible."

Seventh Day Adventist Church

West Park Addition
ELDER JAMES MEADE,
PASTOR

"The Power of Habit" is the
subject for the daily lesson study
and class discussion Sabbath
September 12.
Memory Verse: Gal. 6:7
Study Help: "Counsel on
Health," pages 36-70
Lesson Aim: To foster a recog-
nition that habits are amend-
able to control by the intellect.
Lesson Outline:
1. Habits have eternal conse-
quences
Gal. 6:7
Prov. 5:22
Ezek. 9:3
2. Examples of Desirable Hab-
its
Dan. 1:8
Ps. 39:1
Acts 10:1-2
3. Treacherous Habits
Prov. 16:2:21:2
Prov. 6:9-16:1
4. Victory Over bad habits
Lam. 3:40
Gal. 1:15-17
Prov. 3:16

Services:
Meditation, 9:30 a.m. Saturday
Sabbath School, 9:45 a.m. Sat.
Worship Service 11 a.m. Sat.
Pastor: Elder J. H. Turner
Location: West Park Addition

First Presbyterian Church

618 Leo 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 Devotions at 9 a.m.
Tuesday
Choir Rehearsal, 5 p.m. Wed-
nesday, Prayer meeting Friday
at 7:30 p.m.

Templo el Calvario Asamblea de Dios

Pastor, Martin Mosquitos
Bien venidos.
Calle Ave. H & 13th.
Las servicios durante la ser-
mana y el Domingo.
Como siguen: 7:30 de la noche
Martes, Jueves.
Domingo, 10 de la mañana,
escuela dominical, a las 11:30
predicacion.

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.

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 Sun-
beams, 9:30 a. m.; Primary
Sunbeams, Junior Girls Auxil-
iary, and Intermediate Girls
Auxiliary, 4 p. m.
Wednesday: Prayer Meeting,
7:30 a. m.; Choir Rehearsal,
8:15 p. m.

St. Thomas Episcopal Church

Rev. Joel C. Treadwell, Vicar
Harrison Highway
SUNDAY: Morning Prayer
and Sermon, 10 a. m.; Holy Com-
munion 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.

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. Wednes-
day; Mid-Week Classes for all.

Westway Baptist Church

Rev. James G. Martin
Sunday School 10 a.m.
Morning Worship 11 a.m.
Training Union, 6 p.m.
Evening Worship, 7 p.m.
Midweek Prayer Services
Wednesday, 7 p.m.
W.M.U. Circle Meetings Each
2nd and 4th Tuesdays at 3
p.m.

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 Wor-
ship Services begin at 7:30 p.m.
On Wednesday, a Prayer Ser-
vice is held at 8 p.m.

Wesley Methodist Church

410 Irving
Rev. Noah Arprieater, Pastor

Sunday School, 9:45 a.m.; Sun-
day morning worship, 10:55 a.
m.; Sunday evening worship,
7:30 p.m.; MFY 6:45 pm.; Pri-
mary 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 Con-
cerns: 4th Monday, 7:30 p.m.
Commission on Stewardship
and Finance: 4th Monday, 8:30
p.m.
Music night every 4th Sunday
night.

Fellowship Baptist Church

Independent Fundamental
Odd Fellow Hall
305 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.

Iglesia De Cristo

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

Gov. Connally Has Brilliant Texas Career

Gov. John B. Connally will ar-
rive in Hereford shortly after 10
a.m. Saturday to be the prin-
cipal speaker at the dedication
ceremonies of the \$21-Million
Merrill E. Shoup Plant of Holly
Sugar Corp.

Connally, who is presently
campaigning for his second term
as governor of Texas, will be
the principal speaker for the oc-
casion and will lead a host of
state and nation dignitaries in
the dedication of the plant.

Connally's achievements both
in private business and in high
positions of trust in state and
national government is a unique
success story.

He was born near Floresville,
was one of seven children of
John B. and Lele Wright Con-
nally, typical pioneer farmers.

He attended public schools in
Floresville and San Antonio.
Following high school gradua-
tion, he entered the University
of Texas, where he worked at
odd jobs to help finance his
education.

It was on the campus of the
University that Connally's lead-
ership and interest in govern-
ment began to materialize. He
was elected president of the
student body in 1938, and held
other positions of honor.

At the University he met Ida
Neil Brill of Austin, a campus
beauty and UT sweetheart. They
were married on Dec. 21, 1940.
The Connallys have three chil-
dren: John B. III, Sharon, and
Mark. They are members of the
Methodist Church.

In 1941, Connally received his
law degree from the University
of Texas. Following graduation,
he took a position as secretary
for the Congressman Lyndon
B. Johnson.

Later in the year, while on
Congressman Johnson's staff,
Connally joined the Naval Re-
serve. Months before Pearl Har-
bor, he volunteered for active
duty.

Following military service,
during which he received cita-
tions for action in the Pacific,
including the Legion of Merit
and the Bronze Star, Connally
returned to Austin.

After several years as a busi-
ness executive and practicing
lawyer, Connally returned to
Washington to serve for a period
as administrative assistant to
the then Senator Johnson. Later
he returned to Austin to prac-
tice law.

On Dec. 27, 1960, Connally was
appointed Secretary of the Navy
by President-elect John F. Ken-
edy. After a year in the Ken-
edy administration Connally re-
signed to run for the govern-
ment of Texas—a race he won.
Today he is a candidate for
election to a second term, sub-
ject to the general election Nov.
3.

Gov. Connally was accompa-
nying President Kennedy on his
tour of Texas, when the Chief
Executive was assassinated in
Dallas on Nov. 22, 1963. Connally
was critically wounded by one
of the three shots fired, and re-
quired extended hospitalization
and convalescence in recovering
from the wounds.

Mission De San Jose

LABOR CAMP
El Domingo es el dia del
Senor. Tenemos que adorarlo.
No hay mejor modo que la San-
ta Misa: El sacrificio de Cal-
vario.
Horas de Misas los Domingos:
8 a. m.; 10 a. m.; 8 p. m.
Bautismos despues de la misa
de las 10 a. m.

Church Of Jesus Christ of Latter Day Saints

(Mormon)
EM 4-1985

The Mormon Church meets in
Gilliland Funeral Home, Sun-
day School, 10 a. m. Sunday,
Sacrament Meeting, 11 a. m.
Sunday.

Avenue Baptist Church

Sunday
Sunday School, 9:45 a.m.
Morning Worship, 10:55 a.m.
Training Union, 6 p.m.
Evening worship, 7 p.m.
Wednesday organization meet-
ings. — WMU, YWA, GA, RA,
Sunbeams, Brotherhood, meet
at 7 p.m. Midweek Prayer Ser-
vice, 8 p.m.

Church Of The Nazarene

Fourth and Jackson
Rev. Burl M. DeBord, Pastor
EM 4-1215

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.



CONEY ISLAND

With Wiener
Mustard
& Bun
SOLD ALL DAY SATURDAY Each **10¢**

Pork Roast 2 Lbs. 29¢
Pork Steak 2 Lbs. 39¢
Flavorite 2 Lbs. 98¢
Short Ribs 2 Lbs. 29¢

Ground Beef 3 Lbs. \$1

Flour Shurfine 10 Lbs. 69¢
Mexican Dinner Patio Frozen 49¢
Crisco 3 Lbs. 69¢
Coffee Folger's 1 Lb. 79¢

HOLLY
SUGAR
5 Lb. Bag 48¢

Shrimp 400's 49¢
KLEENEX
4 89¢

Blue Plate — Frozen Breaded.
2 — 8 Count Pkgs.
Hamburger Buns 49¢
Welchde — 32 Oz.
Grape Drink 29¢
Tendercrust — 1 1/2 Lb. Cello Loaf
Bread 27¢
Bama — 18 Oz.
Peanut Butter 39¢
Tendercrust — Lg. Cello Pkg.
Cookies 49¢
Miracle Whip 49¢

Swift's — Honeycup
Mellorine 1/2 Gal. 39¢
Shurfine — 300 Can
Blackeye Peas 4 For 49¢
Meat Varieties
Campbell's Soup 6 For \$1
Reg. or King — Plus Dep.
Coca Cola 39¢
Lucky Leaf — Qt. 29¢
Apple Juice Shurfine — 12 Oz. 39¢
Luncheon Meat Kraft 39¢
Party Dips Glean Family Size 59¢
Toothpaste

Hunt's — 2 1/2 Can
PEACHES
4 \$1



Tokay Grapes 2:35¢
Carrots 1 Lb. Pkg. 10¢
Pears Bartlett 1 Lb. 17¢
Peaches Colorado, Elberta 1 Lb. 10¢

TAYLOR & SONS FOODS

★ YOUR HOME TOWN BOYS ★

LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

CASH AND SAVE



H & H FURNITURE and BIG RED BARR

SWEET SWEET SA

HEREFORD, TEXAS

SHOP THE RED TAGS!
Sweet Savings!

16 Wonderful YEARS

HELP US CELEBRATE

OUR LOSS BUT SWEET SAVINGS TO YOU

BUY NOW - LAY AWAY

THE FLAGS ARE OUT

WELCOME TO THE PARTY





3 ROOM GROUP

LIVING ROOM
BEDROOM
DINING ROOM

\$289¹⁶

Y - O - U Pick the prices you want and we'll make you a Group Price and Guarantee you Savings!

DINETTES

5 pieces	\$23.16 Up.
7 pieces	\$58.16 Up.
9 pieces	\$88.16 Up.
11 pieces	\$139.16

40 SUITES TO CHOOSE FROM

5 PIECE

Early American
Sofa Bed - Hi Back
Rocker - 2 Step Tables
Wood Arm Sofa 3 Colors
Brown - Green - Teak

A Complete LIVING ROOM GROUP **\$159¹⁶**

DINING ROOM SUITE

BEAUTIFUL
AMERICAN WALNUT
DROP LEAF TABLE
6 SIDES CHAIRS
GLASS DOOR HUTCH
Regularly Priced \$389.50

We Have Sweetened The Pot! **\$248¹⁶**

White Provincial
8 PIECE SUITE
Reg. 459.50
NOW ONLY **\$319.16**

—HIDAWAY—
SLEEPER SOFA
93" — 3 Cushion
PILLOW ARMS — EXTRA SIZE MATTRESS


SWEET AS SUGAR ONLY **\$278¹⁶**

PRICES START AT \$128.16

2 PIECE LIVING ROOM SUITE
NOT SO SWEET BUT A GOOD BUY PRICED AT ONLY REG. 399.50 **\$139¹⁶**

NOTHING TO BUY **FREE CHRYSLER**

REGISTER TODAY



WIN A CAR

MUST BE 16 YRS. OR OLDER TO PARTICIPATE
FREE OF ALL COST EXCEPT TRANSFER OF TITLE & SALES TAX

ENGLANDER

Queen Size -- \$88.16
KING SIZE -- \$139.16

25 Sets — All For Your Selection

Brass Head Board
Frame w/ Rollers
Foam or Innerspring
Mattress
Matching Box Springs
Twin Size
By ENGLANDER **\$69¹⁶**

Comfort For Less

Continental Regal
Dell Peoples Serta
Nopcofoam
Mattress and
Box Spring **\$48.16**

Bunk Beds **\$39.16**
Baby Bed with Mattress **\$16**

RECLINERS - ROCKERS - RECLINERS

No. 16 NEW Recliner
Asst. Colors **\$16**

LAY-AWAY NOW FOR CHRISTMAS



3 PIECE CURVED SECTIONAL
Foam with Nylon Cover
A Sweet Buy ONLY **\$99¹⁶**

SALEM MAPLE FINISH
BOSTON ROCKER **\$16**

Swag — Hang Down
LAMPS Your Choice **\$16**

Living Room TABLES
3 For **\$16**

EASY TERMS
BUY NOW - PAY NEXT YEAR
Up To **36 Months** TO PAY





BARN

CELEBRATING
OUR
\$16TH
ANNIVERSARY



"I Sell Living Room Suites"

"I Sell Bed Room Suites"

"I Sell Odds And Ends"

"I Sell Used Furniture"

"I Sell Bedding"

STARTS
THURS.
SEPT. 17

September 17th, Thursday at 9 a.m., we will start our "16th Year in Business Sale." We have carefully bought and planned a store full of fine quality home furnishings for this occasion. Never before have we offered so much quality at such savings to you. We urge you to compare-shop-you'll be buying during this "Big" 16th Event. All merchandise will be delivered at our earliest convenience. You will be delivered what you see and buy. Sold as is, where is, no approvals.

FOOTSTOOLS
\$16
Turq., Persimmon
Black

No. 16 Lot
TABLE LAMPS
Values to 39.50
\$16 Ea.

BRASS
Early Amer.
FLOOR LAMPS
Reg. 49.50
\$16



PANEL BED and
DOUBLE DRESSER
with MIRROR

(Exact Photo)

MATCHING CHEST

\$158

\$16

With Purchase
Of This Suite

Marble
Top
Occasional
TABLE
\$16

STARTS
THURS.
SEPT.
17th

STACK
SPOT CHAIRS
\$16

Metal
WALL
CABINET
\$16

Metal
Base
CABINET
\$16

Early Amer.
HUTCH
\$16
Base \$16

Reg. 37.50
POLE
LAMP
\$16

24"
Swivel
BAR STOOL
\$16

Hi-Back
Cane
ROCKER
\$16

3
LAWN CHAIRS
For
\$16

Maple
Deacon
BENCH
\$16

Flash Lites.
59¢ Ea.
Without Batteries
FREE
DELIVERY

6 x 6
Braided
RUG
\$16

Marble Top
Step-Coffee
TABLES
Reg. 49.50
\$16 Ea.

2 Piece
STUDIO
SUITE
\$16

5 Ft.
Redwood
PICNIC TABLE
\$16

Reg. 37.50
POLE
LAMP
\$16

Danish
SPOT
CHAIR
\$16

Twin
Size
BOX SPRING
\$16

Twin Size
INNERSPRINGS
\$16

Pillow
ARM SOFA
Used
\$16

Solid
Cherry
Pedestal
LAMP TABLE
\$16

Deluxe
Lined Oak
Step-Coffee
TABLES
\$16

Early Amer.
POLE LAMPS
\$16

Walnut
NITE STAND
Plastic Top
\$16

SWEET
SIXTEEN
BUYS

8 Pc.
Mahogany
DINING ROOM
SUITE
China-Table
6 Chairs
\$278.16

DRASTICALLY
REDUCED!

VICTORIAN
FURNITURE

BEST DEALS ARE
HERE -- BUY NOW!!

NO GIMMICKS — NO MISREPRESENTING
1/2 OFFS etc. — ALL DISCOUNTS
ARE FROM OUR EVERY DAY
PRICES — WE SELL TO
SELL AGAIN — COMPARE
OUR PRICES WITH SO-CALLED SALES

GROUP No. 116
SOFAS
YOUR CHOICE
Regular Values to 389.50
16 SOFAS — Asst. Styles & Colors
First Come
First Choice
Subject To Prior Sale
\$198¹⁶

Quilted
SOFAS
5 Colors — 3 Cushions
SOFAS
Priced
From \$88.16
Regularly Priced \$349.50
OUR 16TH
BIRTHDAY
PRICE ONLY
\$219

Reg. 37.50
POLE
LAMP
\$16

Reg. 32.50
BASE
ROCKER
\$16

Reg. 39.95
BAR
STOOL
\$16

Reg. 29.50
BOX
SPRING
\$16

Reg. 39.50
LAMP
Lined Oak
TABLES
\$16

Reg. 149.50
MODERN
HUTCH
BASE \$16
\$16

H & H FURNITURE BIG RED BARN WEST HWY 6 HEREFORD



Carmichaels Host Austrian Scientists

Recent guests in the W. T. Carmichael home, 148 Texas St., were Dr. Klaus Holz and his friend, Dr. Roland Kaitna, both of Graz, Austria.

Dr. Holz is a brother of Miss Christa Holz, 1963-64 American Field Service Exchange Student who stayed in the Carmichael home during her year in Hereford High School.

Lifelong neighbors, friends, and classmates, Holz and Kaitna had just finished the summer session of University of Colorado, Boulder, where they studied special courses in theoretical physics. Both were studying on fellowships from the National Science Foundation foreign exchange program, under which 15 foreign students continued their studies this past summer.

Holz will go into further biophysical research. Kaitna will continue research in nuclear physics and applied mathematics in rocket propulsion. Each holds

a Ph.D. Degree from a European University.

As their homeland of Austria is a relatively small country offering limited opportunities for continuing their specialized research, both young men are "looking around" before accepting offers in this country and/or related programs in Western Europe.

While Holz and Kaitna were here, the Carmichaels helped them become better acquainted with the Texas Panhandle and with Deaf Smith County in particular. They visited Boys Ranch Rodeo and Palo Duro Canyon and, in the Hereford area, hybrid seed plots, irrigation projects, and elevators.

Having bought an automobile, the visitors are driving across country to New York. Before coming here, they toured some of our national parks and monuments, including Mesa Verde Cave Dwellings; and they plan-

ned to stop at Indian City and Museum, Anadarko, Okla., on their journey eastward.

"They will be leaving the States for their homelands by Islandic Air Flight in mid-September."

Mrs. Keeton, Hollis, Visits Mrs. Boardman

Houseguest in the home of Mrs. Glean Boardman, 407 North Lee, is her mother, Mrs. W. B. Keeton, Hollis, Okla.

They arrived Labor Day, Mrs. Boardman having spent the preceding week with her mother in Hollis. Mrs. Keeton will be here an indefinite time and will visit with another daughter, Mrs. R. C. McCollum, in Amarillo before returning to Hollis.

Read The Classifieds. Classifieds Get Results

Clovis, Amarillo Guests Visit Mrs. Sheppard

Mrs. Edith Sheppard, 402 Roosevelt, was hostess over Labor Day Weekend to Mrs. Dave Wagaman and Mrs. W. W. Wells, both of Amarillo; and to Mrs. Gene Burk and Mrs. Asa Wells, Clovis, N. M.

This house party enjoyed eating out and visiting—to catch up on news of family and acquaintances.

NONDRIVER SOLDS

UPPER ARLINGTON, Ohio (AP) — Philip Compton, who says he's had his "eye on flying since I was 5," soloed for the first time recently on his 16th

birthday. But Phillip, a high school junior, hasn't yet learned to drive, explaining: "I haven't thought about it."

Dr. Milton C. Adams

OPTOMETRIST

OFFICE HOURS

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

Saturday 8:30 - 1:00

335 Miles EM 4-2255

VACATIONING AUSTRIANS — Leisurely touring the States after intensive summer research in University of Colorado, Boulder, Dr. Klaus Holz, at left, and Dr. Roland Kaitna, talk over the itinerary with the W. T. Carmichaels, their Hereford hosts, Holz is the brother of Christa Holz, for whom the Carmichaels were the American foster parents during her residence here last year as American Field Service Exchange Student. The Austrian scientists leave the States soon by plane. (Brand Staff Photo)

Mrs. Joe Wagoner Resigns Westway Club; Goes To Dumas

The resignation of Mrs. Joe Wagoner as president of Westway Home Demonstration Club was accepted, with much regret by the membership at the club meeting last Thursday in the home of Mrs. W. W. Thomas.

Moving to Dumas, where the Wagoners will make their home, Mrs. Wagoner will be greatly missed in the Westway club and community, according to Mrs. Paul Rudd, co-worker with Mrs. Wagoner in the club and her successor as club president.

The club elected Mrs. C. A. Sauley as vice-president.

At the round-table discussion of Time Management and Dishwashing, Mrs. Albert Lamb was the leader.

Members present were Mrs. Kenneth Rudd, Mrs. Benton Boll, Mrs. J. B. Odum, Mrs. Don-

ald Douglas, Mrs. Bess Werner, Mrs. Bill Drake, Mrs. Jimmy Jesko, Mrs. Arnold Fangman, Mrs. Sammy Boll, Mrs. Gale Borland, Mrs. George Turrentine, Mrs. Roland Hairgrove, Mrs. Wagoner, Mrs. Joe Landers, Mrs. Presch Merritt, Mrs. Paul Rudd, Mrs. Lamb, Mrs. Sauley and the hostess, Mrs. W. W. Thomas.

The club will meet again Sept. 24 in the home of Mrs. Albert Lamb.

Johnsons, Mrs. Smith Guests Of Huckabees

Weekend guests in the Earl Huckabee home, 115 Aspen St., were Mrs. Huckabee's sister, Mrs. D. B. Johnson, Mr. Johnson and children, Whitwright;

Cargos Entertain Ex-Navy Man Talbert, Wife

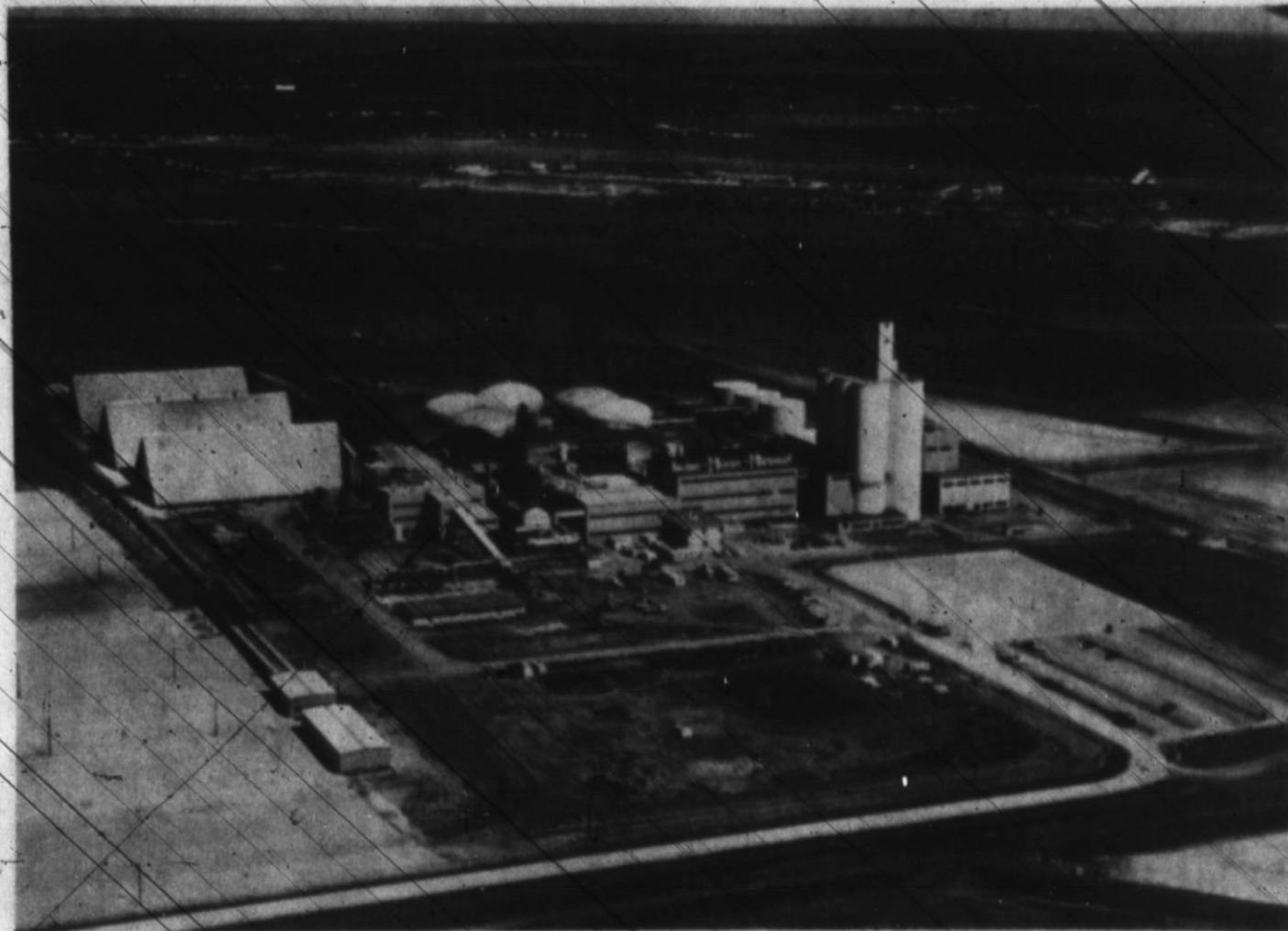
Mr. and Mrs. Bill Cargo, 301 Blevins, had as their houseguests last weekend their nephew, Talbert Lee Allen, and Mrs. Allen.

A former resident of Hereford, Talbert had just been released from service in the U. S. Navy, having been stationed on the USS Clamagore submarine off Connecticut.

Before arriving here, the Al lens had visited with his parents, Mr. and Mrs. J. A. Taylor, La Garita, Colo. The young couple left Sunday to make their home in Weatherford.

and Mrs. F. T. Smith, Yoakum. Mrs. Smith, aunt of Mrs. Huckabee, will be making an extended visit with the Huckabees.

fuel for a new industry in a growing empire



GAS provides the original source of power at the Holly Sugar Corporation's Merrill E. Shoup Plant, one of the largest in the sugar beet industry in the United States. GAS fires five boilers which supply steam to plant generators and processing machinery. Besides providing the primary fuel for a plant with a daily slicing capacity of 6,000 tons of sugar beets, the blue flame is also used in the dehydration of beet pulp after the juices and sugar have been removed. We are proud to play a part in this, as well as other major industries, that contribute so much to the continued prosperity of the High Plains area.

for industry, agriculture or in the home...

GAS

does the big jobs better..

..FOR LESS!

Pioneer Natural Gas Company

Starting September 15th

Big travel bargain for cities along Santa Fe



It's Chico Bargain Fare time again on the Santa Fe,—from September 15, 1964 to April 30, 1965.

For example, a regular round-trip ticket costing \$100 will be sold at the off-season bargain fare of \$80. Round-trips costing \$75 now will be only \$60, and similar reductions will apply for round-trip tickets from all stations except for local trips within the State of California.

No matter where you travel on Santa Fe trains round-trip bargain fares will save you approximately 20%. Tickets on sale every day with a return limit of 30 days. Yes, bargain fares apply for both round-trip coach and first class tickets.

Now you can leave the car at home and save money traveling by Santa Fe.

See the Santa Fe Agent in your home town for complete information

Sandi Says...

By Sandi Thomas

Hi!! All-boy officers seem to be the going thing this year. At least that's what the senior class must think. They met Wednesday, Sept. 9, to elect Stan Sigman as vice-president, and Larry Minks as secretary. Ernest Flood was elected president last spring. What about it, girls??

Most people get rabbits when they go rabbit hunting, but Richard Brock got nothing but bumps and bruises. It seems he was riding on the front of the pickup and fell off. Fair warning to all you rabbit hunters!!

Well, I guess we'll be minus one more junior girl starting Sept. 23. Karen DeBord will be leaving us to move to Quanah. Joellen Hamilton, Sue and Ann Atchley, and Cindy Sanders gave Karen a surprise party "celebrating" her departure. Those who enjoyed the punch, cake and homemade ice cream were Linda Boardman, Britta Krumstick, Donna Harper, Zena Bolin, Pat Price, Carolyn Farmer, Sherian Seiver, Linda Carter, Juliana Gamiez, Jo Ann Ferguson, and Yours Truly. All the girls presented Karen with a clock radio as a farewell gift.

Rita Harper seems to be the victim of a few missing teeth. This happened when she had a collision going home from school Friday, Aug. 28. Rita was in the hospital about three days and home from school about a week. It's sure nice to have you back Rita!!!

Over the Labor Day weekend, kids scattered everywhere to enjoy their vacation. Those who went to the horse races at La Mesa Park in Raton, N.M., were Judy Summers, Gary Gore, Patty Roach, Nancy Boyer, Sharon Hagans, Carole Coffey, Carl Hollingsworth, Bill Brock, Edward Allison, and Yours Truly. At the Boys' Ranch rodeo on Labor Day, about four girls did a little flirting. They were Jane Messick, Becky Duncan, Linda Fulham, and Debbie Lee. Steve Seigler was also there.

The riders' club was at Boys' Ranch "whippin' and spurrin'" in the grand entry Labor Day. Among the riders there were Rodney Brooks, John Newton, Linda Rickman, Gary Reed, Ronald Ott, and Kim Blackwell. The Westway Baptist Church just completed their youth revival. They met Aug. 27 to 29 for a revival and refreshments after-

wards. On Saturday night the group enjoyed games, Mart and Zena Bolin, Adair and Denise Melton, James and Janice Head, Alice and Judy Martin (Randy too), Tommy and Dale Schmidt, Sue Northcutt, Mike McCathern, Ross and Olinda Baird, and David Owen were there.

Not many people knew that Hereford had its own folk singers, complete with accompaniment (at least I didn't). This hidden talent was discovered when Karen DeBord had a party last summer. The group had a barbecue and later sang folk songs while Rennie Warner played his guitar. Those composing the hootenany group were Joellen Hamilton, Jimmy Martin, David Grubbs, Gay King, Jack Waiser, Carolyn Farmer, Alfred Davis, John Sooter, and Sue Atchley.

The first high school pep rally of the year was held last Friday, and the cheerleaders and band did a great job!!! Some of the HHS graduates there were Gerry Lynn Wheeler, Janice Hagans, Linda Hart, Cynthia Seed, Ruth Ann Allison, Mamie Silvertooth, Gloria Covington, Steve Conaway, Terry Caviness, Ronnie Gray, Charles Mims, Judy Kreighshauer, and Ronda Neff.

Last week, the junior high cheerleaders were elected. Those girls yelling on behalf of the seventh grade are Peggy Sum-

Dr. Edwards Receives The Freedom Medal

President Johnson Monday awarded the nation's top civilian honor—the Medal of Freedom—to 30 persons "who have made freedom stronger for all of us." Included among the 30 recipients was Dr. Lena Edwards, of Hereford who was named a Medal of Freedom winner due to her efforts in behalf of the Latin-American people at the Labor Camp.

Reading each citation aloud, Johnson personally congratulated all the men and women attending the ceremony in the East Room of the White House.

The medal was authorized by the late President John F. Kennedy in February, 1963, to recognize achievements of persons who "contribute significantly to the quality of American life."

J. Frank Dobie, Texas historian, also a recipient of the award, was ill and could not be present.



NEARS COMPLETION — The new terminal building for Merchant's Fast Motor Lines nears completion this week and the trucking company plans to move in soon. The new building will include 3200 feet of floor space. The company acquired the Hub Motor Lines in the summer of 1962 and more recently, the Pampa Motor Freight Line.

(Brand Staff Photo)

Social Security Schedule Posted For 3 Months

Harold S. Geldon, district manager for the U. S. Department of Health, Education and Welfare, announced that Mrs. Maurine Travis, field representative of the Amarillo Social Security District Office will be at the Deaf Smith County Courthouse Tuesdays from 9:15 until 10:30 a.m.

"Mrs. Travis will be in Hereford on this day every week and will be available to conduct any business relating to social security," Geldon said. "Because of the crowds that often are waiting to meet Mrs. Travis," Geldon continued, "we suggest that you may want to visit between the hours of 8:15 a.m. and 4 p.m. Monday through Friday."

"The Amarillo Social Security District Office serves the 26 counties of the Texas Panhandle. If you wish to know when our other field representatives will be in other locations, please contact our office."

"Our objective is to provide you with the best social security service possible. We will be happy to hear from anyone concerning any social security matter that should be discussed."

Mrs. Travis will be in Hereford, Oct. 6, 13, 20 and 27. Also on Nov. 3, 10, 17 and 24 and on Dec. 1, 8, 15 and 22.

Attend Texas Industrial Conference

Three members of the Deaf Smith County Chamber of Commerce Industrial Development committee and the Manager left Wednesday morning for College Station. They will attend the 14th annual Texas Industrial Development Conference on Thursday and Friday. Participating in the conference will be Wheeler Sears, Mike Justice and Bill Thompson.

On Wednesday, preceding the conference, the group will visit in a south central Texas town to discuss possible expansion of an industry located in that town into the Hereford area. They will also visit in a community which has had a very successful experience with its industrial foundation. They will discuss with leaders of that foundation the organization and operation of the foundation.

The quartet will return Friday afternoon in order to be on hand for the dedication of the Holly Sugar plant on Saturday.

Reeves-Willmon Wedding Listed Panhandle Guests

Out-of-city guests attending the Reeves-Willmon wedding at Central Church of Christ, Canyon, recently were Mr. and Mrs. P. A. Willmon, parents of the bride, Afton; Mr. and Mrs. W. J. Willmon, and children, Berger, Dr. and Mrs. J. C. Willmon and Kenny, Levelland; P. A. (Pinky) Willmon Jr., San Antonio; and Mr. and Mrs. J. B. Gambrell and Lisa, Plainview.

Also from Hereford Mr. and Mrs. Irvin A. Reeves, parents of the groom; Mr. and Mrs. T.S. Robbs, maternal grandparents of the groom; Mr. and Mrs. Dean Robbs; Mrs. Leona Burleson and Mrs. Leo Forrest.

Also wedding guests were Mrs. B. F. Reeves, paternal grandmother of the groom, Nona; Ted McKlassick, Skellytown; Miss Kayleen Lane, Pampa; and Miss Kaylene Payne, Plainview.

In the Saturday morning, September 5, wedding the former Miss Marilyn Frances Willmon

became the bride of Glenn Ray Reeves.

A. O. THOMPSON ABSTRACT CO.

Mr. & Mrs. A. J. Schroeter, Mgrs.

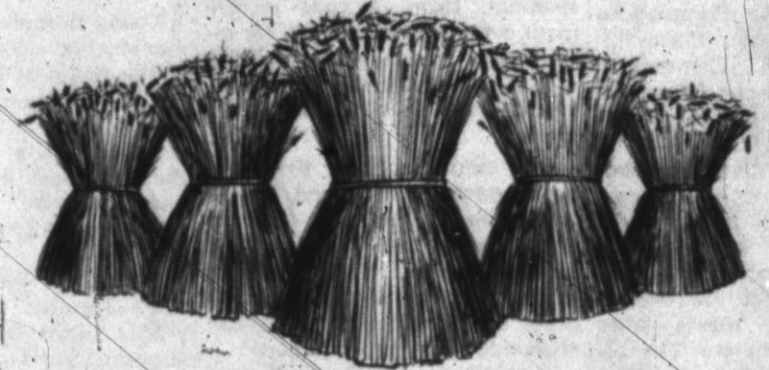
Courthouse P. O. Box 73

Phone EM 4-1504 Free City Maps Showing Blocks

Every dollar you invest in this



can yield \$3 worth of this



LSP FERTILIZER

In one application LSP Fertilizer supplies the Phosphorus for sturdy roots, Potash for strong stalks and increased resistance to disease, plus Nitrogen to increase protein content and yield. (This 3-to-1 return is an average of official tests on fertilized and unfertilized fields.) Ask your dealer for LSP in moisture-proof bags or bulk.

LONE STAR PRODUCING COMPANY
Chemical Division — Dallas, Texas

Today's Watchword

Don't let a Golfer Putter with your watch!

BRING YOUR WATCH TO A SPECIALIST FOR repairs

FREE INSPECTION!

Get Our Estimates

Your Watch Hospital

Cowan Jewelry
217 Main

CONGRATULATIONS HOLLY... ON GRAND OPENING SEPT. 19



"We supplied all the irrigation pipe lines for Holly's farm operations. The famous "Lock Seal" will supply water for the plant's farm for many trouble free years.

GIFFORD-HILL-WESTERN

1 MILE EAST ON HWY. 60

EM 4-1266

Southwestern Public Service Plans Open House At Plant X

Southwestern Public Service Company's Plant X, largest of the electric company's 11 generating stations, will be the scene of an Open House on Saturday and Sunday, September 19th and 20th, according to Melvin Jay-

roe, Hereford Dist. Mgr. Plant X is located in Lamb County, four miles south of Earth on Farm Road 1055.

Visiting hours at the \$43,000,000 plant will be from 1:00 p.m. to 5:00 p.m. each day, and area residents are invited to tour the ultra-modern facility those hours. Refreshments will be served to visitors.

The largest single generating unit in service on Southwestern Public Service Company's system, a 210,000 kilowatt machine, has just been put in service at Plant X. The fourth unit at the plant increases the capability of the station to 487,500 kilowatts.

The turbine room at Plant X which houses the four generating units, is more than 522 feet long. Plant operators on the early morning shifts insist that the plant is now so large that the sun rises on the east side of the building five minutes earlier than it does on the west.

Plant X features a number of installations of electronic equipment which are used to make possible the most efficient and economical generation of electric power.

The plant has a central information system which provides the control room with 400 different readings from various equipment every two minutes. This information is constantly studied in order that the most efficient results can be obtained at all times.

And automatic load dispatching system is also used, which takes into account both the cost of producing the electric power and the cost of transporting it to the point of ultimate use, in order that, one again, maximum economies can be obtained.

Three times the distinction of housing what was then, the largest single generating unit on Southwestern Public Service Company's system has gone to Plant X.

The original unit at the station, which went into service in 1952, was the first 50,000 watt generator that the electric company installed. However, while it was still in the construction stage itself, work began on a 100,000 kilowatt machine, which went into service in 1953. The 210,000 kilowatt unit which has just gone into service makes the third "largest unit" distinction for Plant X.

Perhaps no statistic more significantly records the growth and progress of an area than the increase in the generating capa-

bility of the electric company serving a region. Certainly, only as the area it serves grows can an electric company grow.

Plant X, and Southwestern Public Service Company's 10 other major generating stations, provide dramatic evidence of the growth of the 45,000 square mile area that the electric company serves. Plant X, itself, has a generating capability that is more than four times greater than the entire company had when it took its present form in 1942, while the system capability has increased more than 11 times.

Plant X was designed and engineered and its construction supervised by Southwestern Public Service Company engineering personnel, under the direction of E. W. Robinson of Amarillo, the company's chief engineer, generating station design. All of the construction at the plant has been done by Missouri Valley Constructors of Amarillo.



Gene Parsley
Cashier

Parsley Heads Accounting At Hereford Plant

Cashier at Holly Sugar's new plant at Hereford, Texas, is Gene Parsley, 33, (248 Beach Street, Hereford) a native of West Virginia, who joined Holly as a Voucher Clerk at Santa Ana, Calif., in 1956.

Parsley was assigned to Hereford as Construction Accountant in 1963, moving to this post from an accounting assignment previously held with Holly at San Mateo, Calif.

The tall young executive, whose position at Hereford places him in charge of the Accounting Department personnel and functions in the Hereford district, received his early education in his native West Virginia, completing high school at Lenore. He later studied accounting and industrial management at Santa Ana and San Mateo Colleges in California prior to taking his first assignment with Holly Sugar Corporation.

From 1950 until 1956, Parsley served with the United States Navy.

Parsley and his wife, Sylvia, are the parents of a daughter, Jane, 8, and a son, Steven, 2. During his free hours, Gene enjoys hunting, fishing and golf.

Parsley's headquarters will be in the office building at the new plant.

Mrs. L. N. Smith Gives Program For H.D. Club

Young Homemakers Home Demonstration Club recently met in the home of Mrs. Huey Lowrie, 137 Ranger Drive.

Mrs. Roy Evans, president, presided at a short business meeting and directed opening exercise with each member's telling about family vacation activities.

Roll Call was answered by "My Greatest Time-Saver."

Mrs. Lloyd Smith gave a short program on modern dish-washing methods and presentation of new features in manufactured dishwashing machines and marketing practices to make such dishwashers available to every family.

Members present were Mrs. LeRoy Burges, Mrs. Charles Brown, Mrs. Evans, Mrs. Smith, and the hostess, Mrs. Lowrie.

Next meeting of the club is listed for next Tuesday.

TRAVELING SCHOLARS
COLUMBUS, Ohio (AP) — A "traveling scholar plan" has gained good acceptance during its first year, says the new chairman of the Committee on Institutional Cooperation.

The chairman, Ohio State University vice-president and dean

of faculties, Dr. John C. Weaver, said 41 graduate students took part. Eleven major Midwest universities are participating in the program, which allows a graduate student to go to another campus for a quarter or two to take advantage of a particularly good course or facility.

Delegates To Elect County Committee

The Deaf Smith County Agricultural Stabilization and Conservation (ASC) Committee for next year will be elected by farmer-chosen delegates to a county convention today, according to Faust G. Collier, local ASC head. The meeting will be in the ASCS office at 9:00 a.m., Collier said.

The convention will be open to the public, and any person interested in observing the voting procedure may attend. However, only farmer-delegates to the convention may participate in the election process. Election is by secret ballot and plurality vote.

The delegates to the county convention and the Committees they represent are: Community A-Melvin May; Community B-Gerald McCathern; Community C-Frank Zinser, Jr.; Community D-Leland Burns and Community E-Wayne Richardson.

A qualified candidate for service on the ASC county committee is one who is a resident, eligible to vote in the county election, and who meets other eligibility requirements. The office manager pointed out that it is desirable that a member of the county committee be representative of the type and kind of farming in the county. Other details as to qualifications of candidates are available in the ASCS County Office.

Any questions on eligibility to hold office as an ASC county committeeman will be decided by the incumbent to appeal to the State committee; the convention would proceed, however, on the basis of the county committee decision.

Collier urged all ASC farmer-delegates to be sure to attend the county convention. These farmers were chosen as convention delegates at recent ASC community committee elections in this county.



We
Welcome

And wish to congratulate them on their opening Saturday, Sept. 12

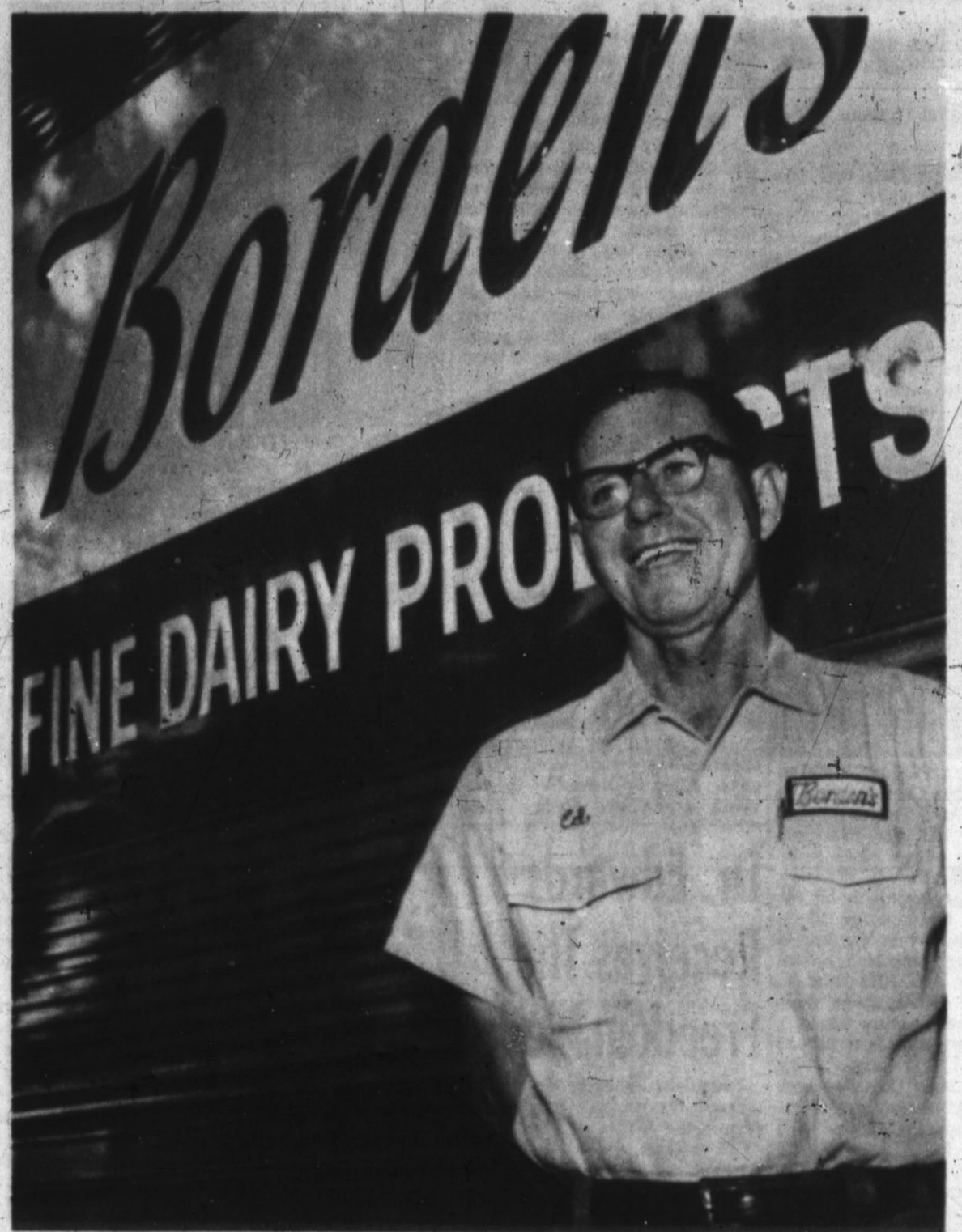
Welcome to our friends and customers . . . new and old . . . to visit with us when you're planning to build or remodel

Rockwell Bros.
LUMBERMEN



HOLLY SUGAR

CORPORATION



HI FOLKS....

I'm Ed Skypala

YOUR BORDEN'S DIST.
and I want to add my sincere

WELCOME

to all the folks who are associated with the new

Merrill E. Shoup

PLANT

HOLLY SUGAR CORP.

It is a pleasure for us to welcome our newcomers, and especially those fine folks joining us who will be associated with the new \$21 Million Holly Sugar Mill. May we invite each and every one of you to let BORDEN'S keep you supplied with fine dairy products. Call Ed Skypala at EM 4-2155 today and we'll deliver to your door. Or, if you prefer, fine quality BORDEN PRODUCTS are available at your favorite grocery store.

ED SKYPALA

Phone EM 4-2155

Chain Referral Sales Scheme Designed To Swindle Consumers

The Deaf Smith County Chamber of Commerce today warned against fraudulent and deceptive chain referral sales schemes that employ high-pressure tactics to saddle consumers with debts on over-priced merchandise.

Bill Thompson, Manager of the Chamber, said this vicious scheme is extracting millions of dollars annually from gullible consumers who believe the glowing promises of high commissions made by salesmen using the classic "something-for-nothing" appeal.

Noting that these schemes violate the postal fraud and lottery laws and probably conflict with many state lottery statutes, he said consumers discover after signing contracts that the promised commissions never materialize and they are obligated to pay for something they wouldn't otherwise buy and usually cannot afford.

According to the National Bet-

ter Business Bureau, with which the Chamber is affiliated through membership, the scheme works this way:

Prospects are told they are being given an opportunity to earn extra money by taking part in a "word-of-mouth" advertising campaign. All they have to do is supply a dozen or so names of friends or neighbors. For each one who buys the product they get a commission of \$50 or more. In this way, they get the product "free."

Beguiled by this "something-for-nothing" gimmick and by the salesman's assurances that people have earned \$3,500 in commissions in six months or \$1,200 or more in eight weeks, victims sign contracts obligating them to pay inflated prices for water softeners, garbage disposals, vacuum cleaners, carpets and other products.

They are led to believe that the income is a "sure thing" and that the contract they signed will be more than offset by the "flood" of commissions.

The commissions are an illusion and monthly payments for the product involved must be met out of the consumer's own resources. If the payments are not made, a law suit is filed and the victim's financial problems are compounded.

75 Aircraft To Stop Here October 5

At 2:55 p.m. on October 5 the first of some 75 aircraft will begin arriving at the Hereford Municipal Airport for a 20 minute "Howdy" stop according to information received by the Aviation Committee of the Deaf Smith County Chamber of Commerce.

For the 15th consecutive year, a mass flight of Air Tourists from all over the U. S. and Canada, will marshal at Temple, Texas, October 3, for the official start of a week long 3,000 mile flight to 31 Texas cities and towns.

The participants of these flights are highly successful businessmen, executives, industrialists, doctors, lawyers, and just plain ol' American citizens who love to fly. In some cases they have deferred their vacations to this late date in order to fly down to Texas to see for themselves the source of those fabulous Texas yarns. For many a visitor, these flights have become an annual tradition.

This year the Air Tourists will again start at Temple, Texas shortly after noon on Saturday, October 3, and make friendship stops at Brownwood and San Angelo before winging their way to a big welcome and the first overnight stop at Big Spring.

Sunday the tour will take-off for El Paso in time to make the opening of the horse racing season.

The following day will be an ambitious undertaking as stops are planned at the friendly Kermit-Wink County Airport, Lubbock, Hereford, Amarillo, Borger, and finally an overnight visit to Plainview.

Early on the 8th, the aircraft will take off again, this time to visit Snyder, Quanah, Wichita Falls, Graham, Cleburn, and Arlington. During the stay at Arlington, the Air Tourists will be accorded the opportunity of visiting the famous Buick, Oldsmobile, Plymouth assembly plant (also known as the BOP Plant).

Next on the route are Sulphur Springs, Tyler, and the beautiful National Forests around Lufkin. A guided tour has already been arranged.

Departing Lufkin after lunch on the 8th, the Air Tour will head for Austin, Castroville, and spend the night at Brackettville's famed Fort Clark.

The next day it will be Laredo, Kingsville, and a RON (remain over night) at Port Isabel with the fascinating Padre Island and the Border Patrol Academy as places to explore.

The final day of the tour will see this swarm of aircraft flying up the coastal waterways to Sinton and then to Palacios for some of its renowned sea food. A stop at Victoria will prelude the end of the Air Tour as it finally wings in to San Antonio to terminate the 3,000 miles aerial holiday. The night of Saturday, October 10, will be another gala affair with the customary awards, gags, and amazing recounts of first hand experiences. Without a doubt right there in San Antonio that night will be born a new batch of those fabulous Texas tales.



Wes Fisher
Assistant Manager

Fisher Serves As Assistant Manager Here

Wesley S. Fisher, 35, Assistant Manager at Hereford for Holly Sugar Corporation, will concentrate his main efforts on the many aspects of helping growers to produce the best possible sugar beet crops in the area, bringing them to maturity on schedule each year and directing the agricultural work of Holly's Fieldmen.

Six Fieldmen, assigned to portions of the Hereford district, report directly to Fisher, who also assists D. W. Lillie, Manager, in administrative duties.

Born in San Jose, Calif., Fisher completed his primary and high school educations in his native state, graduating from high school at Sacramento. He continued his education at the University of California at Davis, majoring in agronomy and playing football as part of his extracurricular activities.

Prior to joining Holly, Fisher served as agricultural research foreman at the Campbell Soup company's experiment station at Davis, Calif., following which he farmed for two years at Courtland, Calif.

He joined Holly as a Fieldman at San Jose, Calif., in 1953, and rose to the position of Chief Agriculturist in Holly's Sacramento, Calif. district in 1959. It was from this assignment that he was promoted to his present position at Hereford.

Fisher's background in both agricultural research and practical application of his knowledge of agronomy will stand him in good stead in his work at Hereford. He and his wife, Patricia, have two daughters, Nancy Ellen, 10, and Patricia Lynn, 12.

Fisher is a member of the American Society of Sugar Beet Technologists and the Rotary Club of Hereford.

National Football League teams will play only six night games this season.

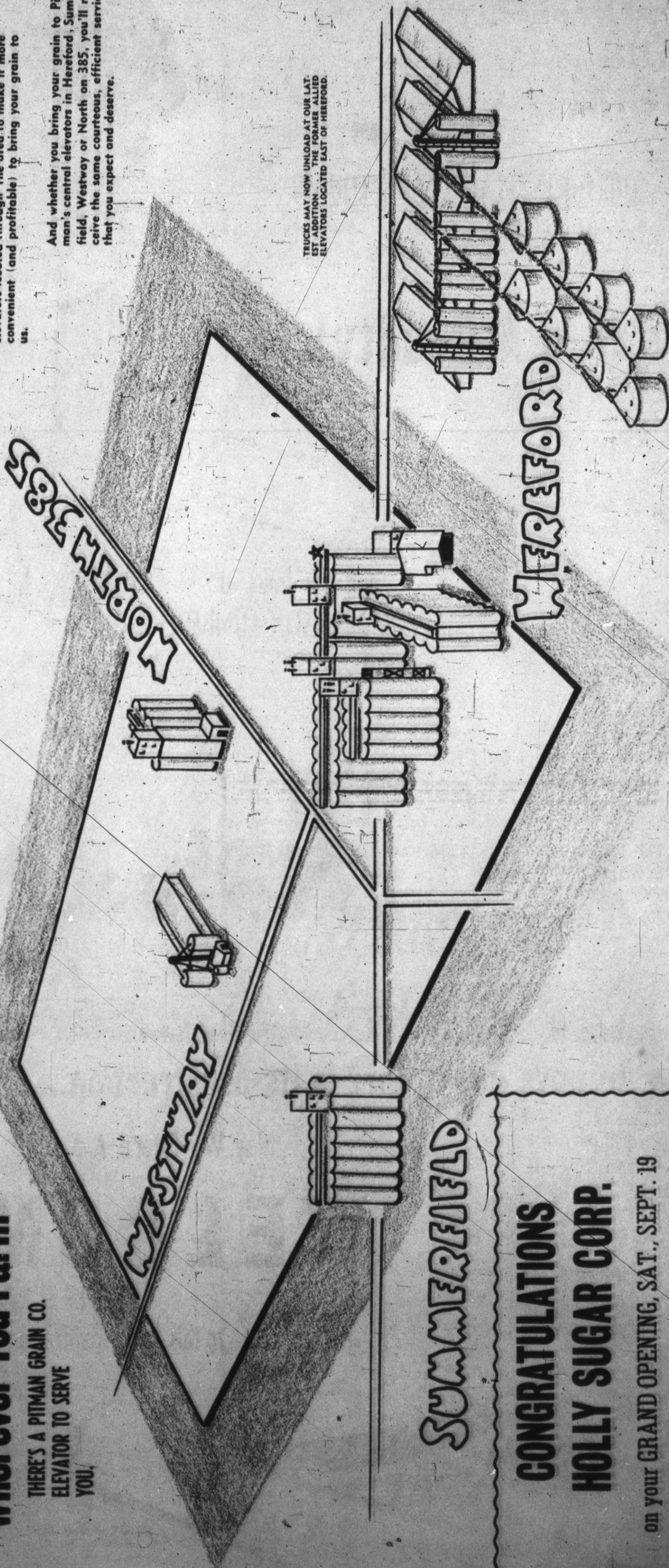
In keeping with our policy of the BEST SERVICE POSSIBLE Pitman Grain Company now has five elevators located through the area to make it more convenient (and profitable) to bring your grain to us.

And whether you bring your grain to Pitman's central elevators in Hereford, Summerfield, Westway or North on 385, you'll receive the same courteous, efficient service that you expect and deserve.

Wherever You Farm

THERE'S A PITMAN GRAIN CO. ELEVATOR TO SERVE YOU!

TRUCKS MAY NOW UNLOAD AT OUR LATEST ADDITION... THE FORMER ALLIED ELEVATORS LOCATED EAST OF HEREFORD.



CONGRATULATIONS
HOLLY SUGAR CORP.

on your GRAND OPENING, SAT., SEPT. 19

Best Wishes From All of Us at...

And remember, at Pitman Grain Company... "we really appreciate your business."

PITMAN GRAIN COMPANY

Hereford Redi-Mix Concrete

Ask any cement finisher in town about the quality of our product and our "know-how."

HOME OWNED and HOME OPERATED!

Phone EM 4-0228

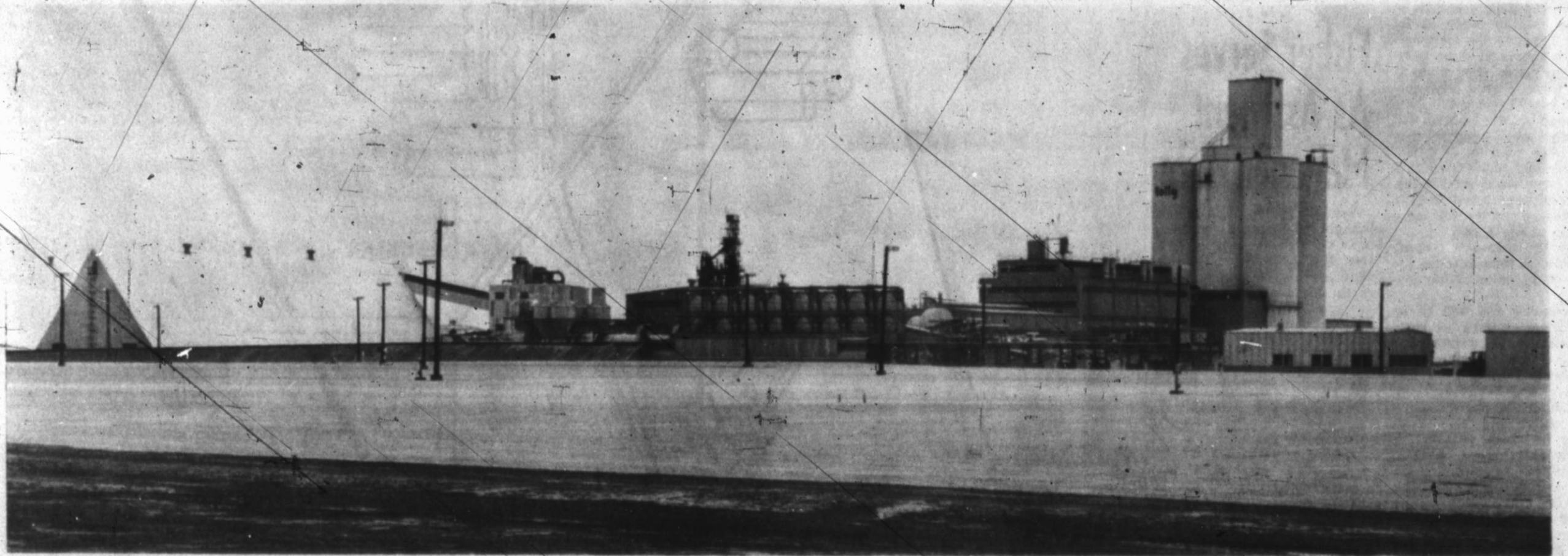
Sure.....

**THE HOLLY PLANT IS NO LONGER
A DREAM....**

It's Now A Reality!



and the folks at
**CARL McCASLIN LUMBER
COMPANY**



are happy to have had a part in its construction.....

May We Extend A Sincere

WELCOME

to this fine organization!

**CARL McCASLIN
LUMBER CO.**

A Complete
Building Service

1 BLOCK EAST OF THE COURTHOUSE

PHONE EM 4-3434

