

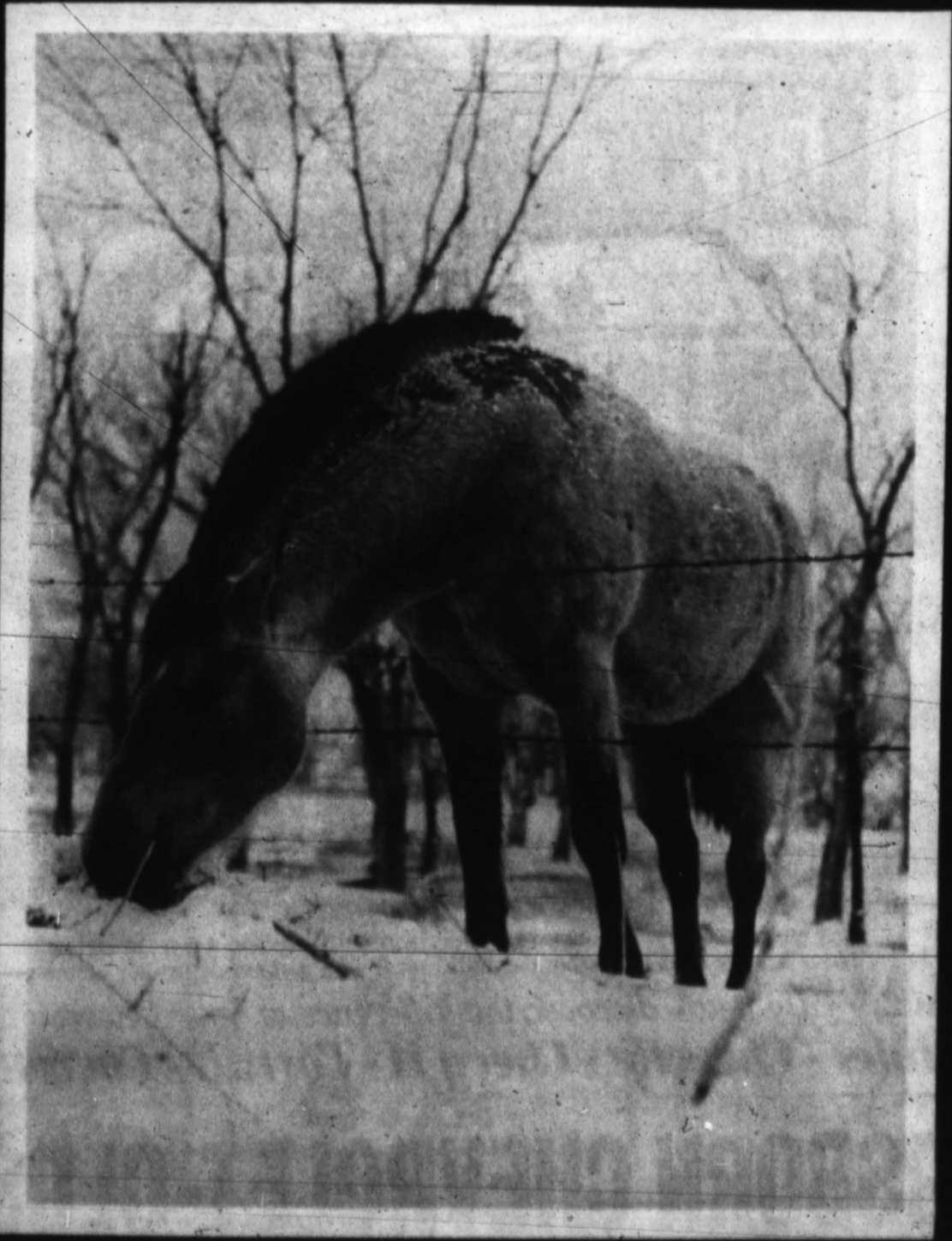
## Setting For A Snowy Portrait



Here is one fellow who didn't frantically kick up his heels at Friday's snowfall. Fodder was hard enough to come by without being topped with nature's tasteless meringue. He sniffed and snorted, whinnied and tramped — protesting most vociferously as his quivering nose pushed through the snow. Some of those sighings may have been pinings for spring.



Staff Photos  
By Dudley Lynch



Down a few pastures was this creature. He apparently proffered no opinion on the weather, but you could get some idea of his feelings by the look on his face.

Armed With Amazing Endurance, Young Ecuadorian Dodges Snakes, Bullets, Eagles In 8,000-Mile Trek. He Arrives Here In Snow — New York Is Goal

## Hoofin' From Quito To Hereford

By PHIL DUNCAN  
Staff Writer

A youth from Quito, Ecuador — possessed with a rock-hard determination and a strong back — walked into Hereford Friday and, in broken English, said he has traveled on foot 8,000 miles since February of 1964.

Mario Lara, 23, arrived in Hereford shortly after noon Friday, after a 30-mile trek in the snow from Bovina. He was fed by the Hereford Police Department, housed at St. Joseph's Church in the Labor Camp, and left here Saturday morning for Amarillo.

Lara decided to leave his place of birth and come to the United States to seek a college education.

THE QUIET, well-mannered youth was cold from the hike from Bovina Friday morning, which took a little more than four hours, but he still spiritedly told about his lengthy trip.

It began when Lara approached four of his friends in Quito with the idea of going to New York to seek an education.

Five of the boys planned to make the trip but only two started out: Lara and a friend, Jaime Andrade, 18, who dropped out in El Salvador after he developed foot trouble.

MARIO DECIDED to continue his trek to the United States, where he hopes to major in advertising at a Latin-American college in New York City.

He touched American soil for the first time on March 9, crossing at El Paso where he was

## The Sunday Brand

Published Every Sunday PRICE — 15¢ PER COPY  
VOL. 17 — NO. 38 HEREFORD, TEXAS 79045, SUNDAY, MARCH 21, 1965



DESTINATION: NEW YORK — Mario Lara, 23-year-old Ecuadorian, poses at Hereford city limits Friday after his arrival here. He says he has walked 8,000 miles since February of 1964, en route to New York and a hopeful advertising education. (Staff Photo by Phil Duncan)

### Inside

... today, a 16-page Easter Fashion Supplement appears with tips on warm weather trends for milady, dad and junior. The tabloid-sized insert will be delivered to front doors in area towns from Friona to Dimmitt to Vega.

CARTOONIST Dale Young takes a "pen-in-check" view of the latest Russian space exploits, on page 6 of section two with Brand editorials.

DOES IT SOUND like the whole lions den is emerging from hibernation? It's not that, but the usual rumblings prior to the Lions Club annual variety show. See picture page, front of section two.

OTHER ITEMS: Girls and Boys State delegates; conference here for cattle breeders.

## Two Crops Affected

# Weather Stalls Farm Schedule

## Fifty Per Cent Of Beets, Few Potatoes In Ground

Farmers, stymied by the Pandora's Box weather last week, made little progress after Monday. Up until then, full-scale planting was under way in two major crops in the Hereford region — sugar beets and potatoes.

A Holly Sugar Corp. spokesman said Friday that planting of the 1965 beet crop was 50 per cent, or about 15,000 acres, complete.

THE ESTIMATE on potatoes, furnished by Howard Gault, produce shipper here, was that 500 to 600 acres were in the ground when the elements shut things down.

Meanwhile, the moisture improved the early season's outlook. And damage from Tuesday's

MOISTURE: .11 OF INCH  
The unofficial moisture total from Friday's snows was .11 of an inch here. Saturday morning's low of 7 degrees was the bottom reading for the three days of icy weather. Estimates put the snowfall at about two inches.

winds was only surface deep. These, at least, were the studied opinions of government and extension agriculturists.

Wes Fisher, assistant manager for Holly Sugar's Hereford District — the Texas-New Mexico — See WIND Page 2

## 'EARLY YET' TEC Manager Watches Labor Supply Closely

By DUDLEY LYNCH  
News Editor

The head of the Texas Employment Commission here — feeling his way along like everyone else in the wake of cancellation of the bracero program — said Thursday the farm labor situation in this area has been one of "so far, so good."

Joe Bradley, TEC office manager, gave a capsule summation: "We still have an adequate supply of farm hands."

The peak period, which comes with the arrival of sugar beet thinning season, still is about 45 days away. The employment of official sketched. Several factors will be working for the Hereford area then, he suggests. Collectively they may avoid any severe labor crisis.

BRACEROS were not legally approved for use last year for beet tillage anyway, although — he concedes — some probably were used for this purpose.

Bradley maintains that the crux of any labor problems here will revolve around a shortage of housing acceptable to domestic workers. He has said this all along.

He says workers from South Texas, whose presence quickly dwindled with the enactment of the bracero program, will again wind their way northward to fill the farm laborer gap left by the exodus of the Mexican national.

BUT WHETHER they will congregate sufficiently in the Hereford area, which he contends is short of suitable housing, is the "X" factor.

Are any farmers taking measures to provide housing for laborers on their own initiative? "Some but not enough," answers Bradley. "The ones that are far-sighted are; that is the reason that we were so interested in the labor camp. That's why the sugar beet growers were so interested in housing."

BRADLEY SUGGESTS that the attractiveness of farm housing in other parts of the nation is one reason why out-of- See HOUSING Page 2

## Clayton Augurs Plans' Merger

(Special To The Brand)

Springlake — Rep. Bill Clayton says he anticipates a compromise between the two main proposals for giving Texas teachers a pay raise.

In a telephone interview with The Brand Saturday morning, the 91st District representative said both Gov. John Connally's approach and the teachers' association route have some admirable qualities.

"I hope that the legislature can get together and come up with a better bill than either one of them," said Clayton. Clayton is a co-sponsor of the governor's proposal.

"Personally, I think he has some good and bad points (in his bill)," Clayton commented.

GOV. CONNALLY has proposed a measure which would give beginning teachers a \$90 a year raise and those with experience a larger increase. He has asked that the local districts assume more of the financing burden.

The TSTA wants a \$405 "across the board" increase for teachers and seeks to have the state maintain the percentage arrangement for meeting education costs.

Presently, proponents of each plan appear to be at a forensic standoff. (Gov. Connally was in Amarillo Friday night where he spoke strongly in favor of local districts taking on more responsibility for financing education.)

CLAYTON says the TSTA bill would give the beginning teachers a better shake. But, he added, the governor's proposal finds his favor in that: (1) it increases the increment pay from a 26-year schedule to a 30-year schedule for experienced teachers, (2) it offers free summer tuition for teachers and (3) it outlines a \$50 See SPRINGLAKE Page 2

### Weather

	M	H	L
Wednesday	59	38	
Thursday	51	34	
Friday	41	23	14
Saturday			7

Moisture this month: .75  
Moisture this year: 1.15  
(Courtesy of KPAN)

## Youth Critically Wounded In Fight At Labor Camp, Suspect Is Hunted

An 18-year-old youth remained in critical condition Saturday with multiple gunshot wounds sustained in a Thursday night melee at the labor camp.

Nicolar Garcia was one of two youths wounded in an outbreak that sheriff officers believed resulted from a family feud. A warrant for aggravated assault with a deadly weapon was issued for a 25-year-old man who was still not in custody Saturday.

The shooting occurred about 8 p.m. Thursday.

Garcia and Domingo Diaz, 20, both occupants of the labor camp, were taken to Deaf Smith County Hospital with gunshot wounds. Diaz was not seriously injured. He was hit in the right arm.

Bullets punctured Garcia's stomach and chest, lodging in the cavities. Surgery was performed. Witnesses said the man sought did the shooting.

Officers said the trouble apparently stemmed from a family feud, brewing for several weeks.

# Wind Erosion Still Isn't Critical Here Says, SCS

(Continued from Page 1) co region taking in four Lone Star counties and one over the border — said beet planting started as early as the 21st of February.

THE HOLLY official said no particular area was getting its beets in early; planting, begun by many farmers earlier this year as strategy against weed encroachment, is "pretty general," he said, ranging from Clovis to Dawn.

Beet growers, who are planting about 30,000 under contracts with the Hereford sugar refinery, should be finished by April 1 if the weather allows them back in the fields shortly.

"THERE WILL be a lot of potatoes planted as soon as this cold spell lets up," said Gault, owner of a packing shed at 108 S. Sampson.

Explaining that it is too early to accurately predict the potato acreage, Gault said about 3500 acres would be a calculated guess. Last season was a bumper year for spuds, and good years usually bring increased acreage the following season.

"That is human nature," agreed Gault. But he said a potato "boom" has not been "indicated to us at this time anyway."

POTATO FARMERS got in two "good days" of planting before last weekend's rainfall, Gault said, and he anticipates two more weeks of heavy planting after the weather lets up. Harvesting generally starts about July 1 and continues at full speed for about two months. Potatoes shipped from Hereford are

grown in southern Deaf Smith and along the northern edges of Castro and Parmer counties.

Discussing the consequences of Tuesday's dust, Ed Parton, range conservationist with the Soil Conservation Service here, said most of the sediment in the air "was traveling dirt."

WHAT LITTLE the atmospheric turbulence picked up in this area came from lake beds (where little damage is done), road beds and fields that were unfortunately caught in unprotected stages of planting preparation.

Reports and observations by the conservation service sustained the indication that the rains of last weekend were general and ranged from one-half inch and upward over the county.

But Parton added this cautious appraisal: "It's of marginal value, really. If it could have been followed by more it would have helped." (The Friday snows undoubtedly did help.)

PARTON DISAGREED with the increasing spate of national reports which are tacking a "dust bowl" label on a five- or six-state area of the Southwest, centered in the Texas-New Mexico border area.

There is some severe wind erosion in this area, Parton con-

firms, "but it is a localized factor."

Southeastern Colorado and northeastern New Mexico — where it is "dry as a powder house" — have a more widespread, virulent problem, Parton added. It is from these regions that much of the dirt which passes over Deaf Smith County during duststorms originates.

"IF IT REMAINS dry for another year or so, it is going to be a lot different (here)," conceded Parton. "It is going to get worse."

County Agent Justin T. McBride said other agricultural activities under way as spring approaches have wheat growers pulling cattle that have grazed through the winter off the crop, and grain sorghum growers beginning seed-bed preparation.

"That's the big thing," said the former Vega agent who moved here last fall. "There probably won't be any planting for awhile." (He says April 1 at the earliest.)

McBride said the dry winter has left native pastures in "poor to possibly severe condition" in some cases. Pastures have been grazed too short usually. "Good spring rains are almost a must if these ranges are to recover as they should," he said.

# Housing Pegged As Troublesome Item By TEC

(Continued from Page 1) state recruiters are meeting with such success.

"This is one reason why laborers will go to Wyoming to pick cucumbers when they won't pick them here," he added. Wages and other factors are comparable to this area. "It's housing, housing, housing and that's it."

Out-of-state labor recruiters, besides working in the Rio Grande Valley, have set up operations as far north as Lubbock. "They go to Littlefield every week and to Plainview every week and recruit," he revealed. "They haven't come here yet, but they might."

BRADLEY believes the Hereford area has two or three factors working in its favor that may alleviate a critical shortage of workers at beet thinning time.

Chief among the intervening circumstances is the lack of activity in other crops at the peak thinning period, starting about May 1. "Crews will come in from other areas in Lubbock, Lamb and Bailey counties because little is going on with cotton and other crops about then," he said.

The higher wage scale set by government decree for sugar beet labor also should act as a magnet. Too, explained Bradley, workers who are on their way north to work sugar beets will stop here to some extent because this season comes earlier than the others.

BUT TO BE safe, Bradley asks that applications for sugar beet workers be made now "even though the season is 45 days off."

Otherwise, area labor may move out of reach seeking work. One appealing area is California where wages in most instances are higher. "We don't want to find them all in California when we need them," said Bradley laughing.

# Mario Has Drivers License —But He Is Still Walking

(Continued from Page 1) he carried in the Honduras, where a doctor said his leg would give him some trouble if he did not take some of the non-essentials out of the bag.

Most of his route has been via the Pan American Highway, but a lot of it was over rugged terrain.

IN HIS BROKEN English Mario explained how he was attacked by a hungry eagle in Costa Rica, shot at by motorists in Nicaragua, attacked by snakes in Central America.

Mario explained that he hoped to buy a used automobile when he reached New York and make some money, so he stopped in Tularosa, N. M., last Thursday to take the driving exam.

He passed the Spanish written test and borrowed a car to take the driving exam. The boy who had been in the United States only one day passed both exams

and currently holds a valid New Mexico driver's license.

HE TAUGHT elementary education in Quito, being a graduate of Manuel Maria Sanchez College.

His formal education amounted to 12 years and he served in the Ecuador army for a period of two years.

Mario said that advertising was one of the more respected fields in Ecuador.

He comes from a family of modest means and is one of three children.

From here he was to travel to Amarillo, where he will leave Monday for Oklahoma City. Other major stops on his route include Indianapolis, Washington, Baltimore and finally New York City.

MARIO REFUSES a ride from motorists, unless he is far from

his destination and the hour is drawing late. He stops at the police station in every town he goes, explaining his purpose and has found that the police have helped him find lodging and food in most towns. He is well versed in American History and geography and carries an American flag on his heavy knapsack. "I want an American education in advertising," Mario related. The odds are good that he'll get it.

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THE SUNDAY BRAND  
Established 1948  
Published every Sunday at  
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Second-class postage paid at Hereford, Deaf Smith County, Texas.

# BY LEGISLATURE Springlake Representative Says 'Better Bill' Can Be Produced

(Continued from Page 1) "matching deal" with local districts that would be a further incentive.

Asked if he thought the teachers association had misrepresented the governor's plan, he answered: "I think in some respects they have and in some they haven't. I know they are plugging for their position, and I don't blame them for that."

AT THE MOMENT, the controversy has "died down" in Austin, Clayton noted, explaining that legislators know it will be 30 days before they can get to the heart of the issue because of limitations put on revenue bills.

Would Clayton favor transferring more of the financial burden to the local district?

"That depends on where the tax increase is located," he replied. If a strong push emerges to levy sales taxes on farm machinery, he says he would just as soon the local districts pick up more of the tab.

BUT SHOULD the additional funds be raised by upping the taxes on cigarettes and beer, he probably would favor leaving it with the state, he said.

A bill co-authored by Cayton was signed into law Wednesday by Gov. Connally. It increases

the limitation on cotton trailer weights from a maximum of 10,000 pounds to 15,000 pounds.

Clayton's bill revamping well drilling regulations has cleared one house after opposition from East Texas representatives was appeased. They claimed the bill, which Clayton says makes registration and regulation of drillers "more workable" than the old bill, would put small East Texas drillers out of work.

They were fearful of competition from Louisiana drillers who are not under similar requirements, explained Clayton. The insertion of a 90-day residency clause routed their objections, he said.

Clayton was to leave today for Atlanta, Ga., to represent Texas with three other legislators at a Southern Regional Conference on Water Resources.

He is chairman of the House Interim Water Study Committee. The conference, sponsored by the Council of State Governments, is on the Relation of Water Resources to Economic Development in the South.

# Look Who's New

Mr. and Mrs. Martin Reid Moore are the parents of a daughter, Cozette Adele, born March 17 at 2:17 p.m. She weighed 6 lbs. 14 1/2 ozs.

Mr. and Mrs. Richard Lon Cardinal are the parents of a daughter, Kerri Monette, born March 18 at 9:46 p.m. She weighed 5 lbs. 12 ozs.

Mr. and Mrs. Morris Eugene Hacker are the parents of a daughter, Sandra Joan, born March 19 at 4:12 p.m. She weighed 6 lbs.

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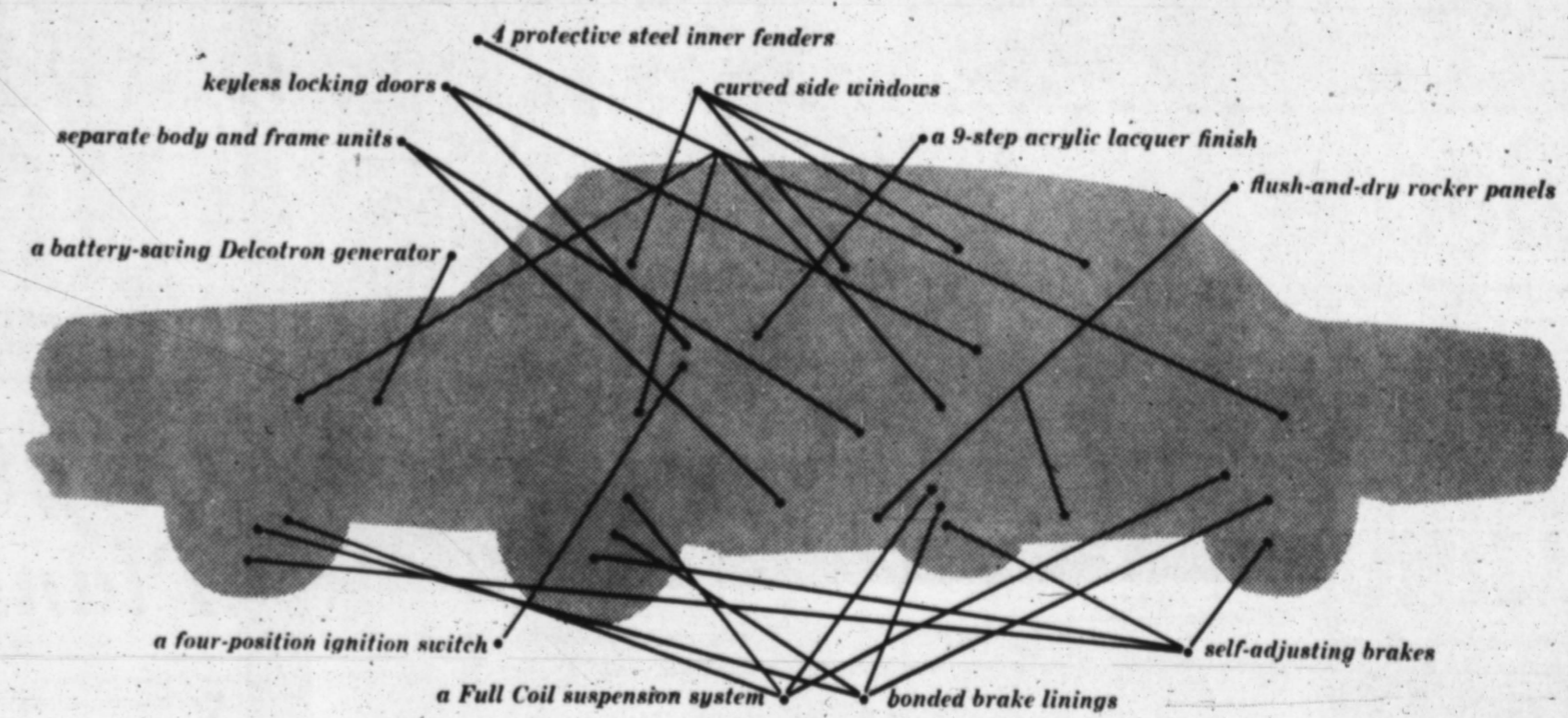
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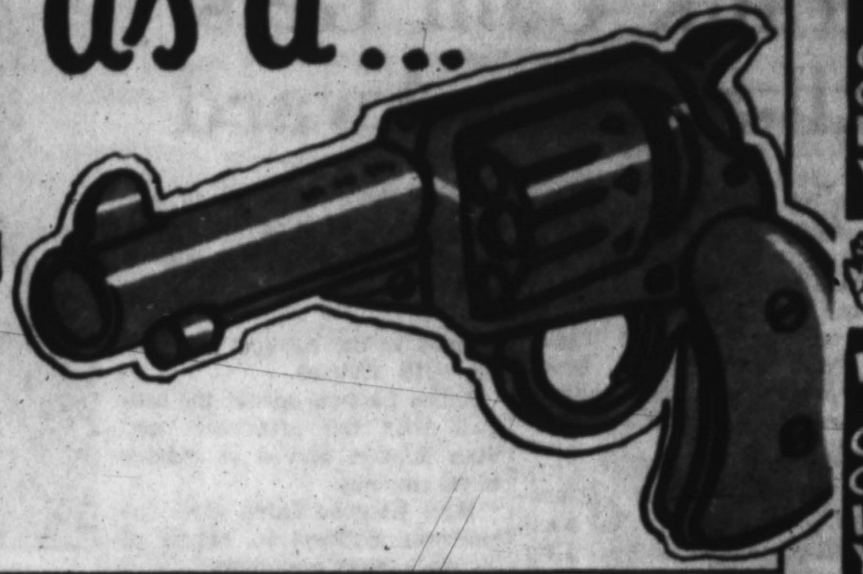
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Morton's  
Quart Jar

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**COCA COLA**

Sprite - Orange - Grape  
Tab  
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**39¢**

**MEXICAN DINNER**

Patio  
Frozen

**39¢**

**CHEESE ENCHILADAS**

Patio  
Frozen

**39¢**

## HAMS

Wright's  
Ready To Eat  
lb.

**39¢**



**Bacon**

Wright's  
Country  
Style

**2:89¢**

**Velveeta**

Kraft's  
Cheese  
Spread

**2:79¢**

**Lunch Meat**

ARMOUR STAR ASSORTED  
PKG.

**4:\$1**

**Kraft's Dressings**

All Varieties  
Mix or Match  
8 oz. Bottle

**3:\$1**

**Beet Sugar**

HOLLY  
10 lb. bag

**98¢**

**Jergen's Lotion**

New Family Size  
\$1.49 Value  
Plus Tax

**\$1.09**

**COFFEE**

Maxwell House  
All Grinds  
3 lb. Can

**\$2.09**

CALIFORNIA  
**CELERY**

Stalk

**15¢**



**Zucchini Squash**

lb. **29¢**

**PEARS**

Washington  
lb.

**19¢**

**ICE CREAM**

LANE'S MARDIGRAS  
ALL FLAVORS  
1/2 Gallon

**3:\$1**

Grade "A" Medium

**EGGS**

3 Doz. Ctn. **\$1**

Gladiola - All Purpose

**FLOUR**

5 lb. bag **49¢**

Tender Crust

**BUNS**

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8 Pack **2 for 49¢**

Tender Crust

**ROLLS**

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All Varieties **2 for 49¢**

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Free S&H Green Stamps

This coupon good for 100 free S&H Green Stamps with purchase of \$2.50 or more (excluding cigarettes).

(Coupon expires Wed., March 24)

75 (\$7.50 Worth) 75  
Free S&H Green Stamps

with purchase of  
2 bags Shurfresh  
**CANDY**

(Coupon expires Wed., March 24)

100 (\$10.00 Worth) 100  
Free S&H Green Stamps

with purchase of  
Gallon Ctn.  
**SHURFRESH MILK**

(Coupon expires Wed., March 24)

100 (\$10.00 Worth) 100  
Free S&H Green Stamps

with purchase of  
(Your Choice)  
**LILT HOME PERMANENT**

(Coupon expires Wed., March 24)

75 (\$7.50 Worth) 75  
Free S&H Green Stamps

with purchase of  
2 1-lb boxes Shurfresh  
**CRACKERS**

(Coupon expires Wed., March 24)

50 (\$5.00 Worth) 50  
Free S&H Green Stamps

with purchase of  
20 Pack Ctn.  
**WRIGLEY'S GUM**

(Coupon expires Wed., March 24)

50 (\$5.00 Worth) 50  
Free S&H Green Stamps

with purchase of  
3 lb. Can  
**CRISCO**

(Coupon expires Wed., March 24)

75 (\$7.50 Worth) 75  
Free S&H Green Stamps

with purchase of  
Soothing Beauty  
**BUBBLE BATH OIL**

(Coupon expires Wed., March 24)

WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY

# Five HHS Athletes Are Honored At All-Sports Banquet Saturday

## Frank Cain Gets All-Sports Award

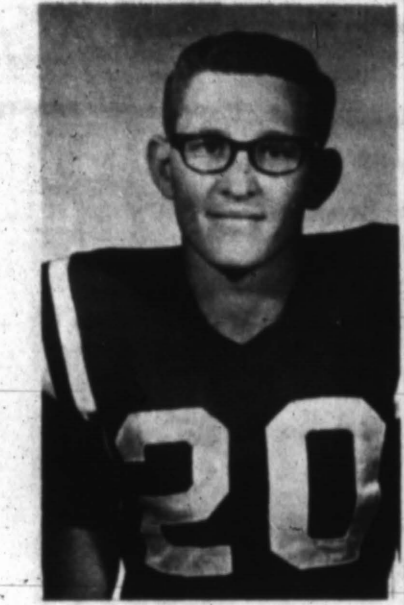
Five Hereford Whiteface athletes were honored at the 1st Annual All-Sports Banquet Saturday evening, as Jerry Tubbs, former All-American football player at Oklahoma University, delivered the main address.

Joe Childers and Danny Loerwald were presented the "Fighting Whiteface" awards, which are presented to outstanding players in basketball and football each year.

GENE DRUMMOND was presented The Hereford Brand "Hustling Whiteface" award for his performance during the season past in football and Robert Strange received the award for basketball.

Frank Cain was named "Sportsman of the Year" as he was presented the award at the banquet, for his participation in baseball and football.

This was the first time The Brand has presented any sports



**FRANK CAIN**  
Sportsman of Year

awards at the banquet held for the HHS athletes.

Robby Lemons opened the banquet with the invocation and Stan Sigman served as master of ceremonies.

Mrs. Gwynne Owen gave the welcome address on behalf of all the athlete's mothers.

STEVE HODGES delivered the response to the welcome of Mrs. Owen and was followed by the honored speaker of the evening, Tubbs.

Frank Cain introduced all of the coaches to the parents at the banquet and then each coach delivered their personal remarks concerning the past season of respective teams.

The "Hustling Whiteface" awards were then presented to the recipients by Brand Sports Editor Phil Duncan, followed by the Hereford Whiteface Cheerleaders, who presented the "Fighting Whiteface" awards.

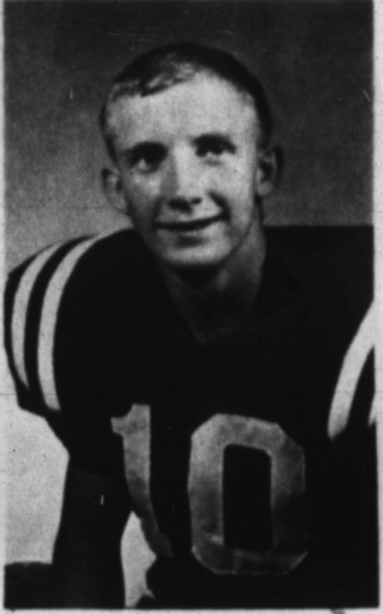
The banquet was prepared by the mothers of the athletes at Hereford High School, and will be an annual affair.

THE POLICY in the past had been to have separate banquets for each event, but officials decided the expense would be somewhat curtailed if the banquets were combined.

The Hereford Booster Club paid Tubbs' expenses and the cost of the speaking engagement, in another donation to the athletic department at Hereford High School.



**ROBERT STRANGE**  
Hustling Whiteface



**GENE DRUMMOND**  
Hustling Whiteface



**DANNY LOERWALD**  
Fighting Whiteface



**JOE CHILDERS**  
Fighting Whiteface

## Football Team Elects Captains

The results of an election held Thursday afternoon among the 1965 football team were announced at the All-Sports banquet, by Head Football Coach Jack Meredith.

Gene Drummond and Steve Hodges will head the team as captain with another boy to be selected after football practice begins next fall.

Meredith introduced the boys to the near 300 persons attending the All-Sports Banquet, which was highlighted by the appearance of former Oklahoma University All-American, Jerry Tubbs.

Meredith explained that the captains were selected by secret ballot and several boys ran close to these two for the top position.

In introducing Hodges, Meredith said Steve was a two-year letterman and played quarterback and end offensively and was a defensive safety.

He also did nearly all the punting for the Herd last season, turning in an excellent performance.

"Steve is one of our finest boys with great potential as a leader," Meredith told the crowd at the banquet. "I have no doubt at all that we can depend on Steve 100 per cent, both as a fierce competitor and team captain."

In talking about Drummond,

Meredith said, "The little 140 pound 'scatback' has come a long way through hard work and determination. He is one of the toughest and quickest boys in our area."

"Gene will contribute a great deal as a team captain. Our squad made a good choice as these two boys are hard workers, good hitters and both are dependable," Meredith concluded.

Both Drummond and Hodges were standouts for the Herd during the past season.

Drummond was a unanimous selection for the District 1-AAA all-district team and was named to the second team High-Plains All-Star team.

Hodges was named to an honorable-mention post on the all-district team.

### MATSON IS GREATEST

## Texas Produces Olympic Champs

By HAROLD V. RATLIF  
Associated Press Sports Writer

There have been 18 Olympic Games for men and 10 for women. In those great spectacles Texas has produced eight champions of whom three have won more than one event.

TEXAS' FIRST Olympic champion was Babe Didrikson, the famed woman athlete who took the javelin and 80-meter hurdles in the 1932 games. She also won the high jump but was disqualified for diving over the crossbar.

The first men's champion was Earl Meadows, who won the pole vault in 1936.

Walter Davis was the next. He won the high jump in 1952. Then in 1956 Bobby Morrow became the only Texan ever to capture three gold medals. He won the 100 and 200 meters and ran on the victorious 400-meter relay team.

Mal Whitefield, a former Texan, won two gold medals — one in the 800 meters, one on the 1600-meter relay team — in 1948. He won the 800 meters again in 1952.

Stone Jackson ran on the winning 400-meter relay in 1960 but the team was disqualified for passing the baton out of the zone. That year Earl Young, a Californian who went to Abilene Christian College, ran on the winning 1600-meter relay team.

RAFER JOHNSON, another former Texan, won the decathlon in 1960.

Fred Hansen was pole vault champion in 1964 with the most spectacular showing of them all — he set a record of 16 feet 8 inches.

Twice Texas athletes almost made it — Darrow Hooper lost the shot put by 3/4 of an inch in 1952; Eddie Southern was second in the 400-meter hurdles in 1956, just 5 of a second off the winning time.

This is a good showing for the state, but indications are that you haven't seen anything yet unless you wait for Randy

Matson This is a most remarkable athlete and most remarkable young man. He may win only one event, although he might take two if he stays with plans to also work in the discus, but what a record he could set!

RANDY THREW THE shot an astonishing 66 feet 3/4 inches in the Olympics last year. He was only a college freshman, 19 years old. But he pitched the shot out like thousands of men have dreamed about over the years.

Yet Dallas Long, an aging veteran, bettered his throw and won the Olympics.

However, Matson got more publicity out of finishing second than Long did in winning. Long was supposed to; he was supposed to throw the shot over 67 feet. Matson wasn't supposed to get more than 65 feet and that, actually, would have been considered a great performance for so callow a person.

But Matson's showing brought comment from every quarter that here, indeed, was the fellow who some day would throw the 16-pound ball 70 feet. Even his opponents said it. Long expressed pleasure that he was winding up his competition. He couldn't imagine himself beating Matson any time in the future.

Matson is dedicated to becoming the greatest weightman the world ever has known. But he also is dedicated to the proposition that you should make friends along the way and not subscribe to the theory that nice guys always finish last.

HE IS MOST practical, too. He realizes that he can do no more in developing his form — he already has that down to perfection. The only way, then, that he can hope to continue to increase his distance in the shot is to become bigger and stronger. The way he is going, by the time of the 1968 Olympics in Mexico City, he will weigh about 280 pounds and be

There are about 18 million hunters in America.

the strongest man in the world.

Randy is going to pay a heavy price — he's going to work harder than five ditch-diggers. There'll be four years of it but it's going to pay off at Mexico City when Matson sets the greatest record in the history of sport.

### Viramontes Terms 1965 Basketball Season Successful For West Texas

CANYON — Despite losing the last game of the year, the 1964-65 basketball had a successful season by coach Jimmy Viramontes' standards. "Whenever we win all the games were 'supposed to' and a couple we shouldn't then we can call the season as success," said Viramontes.

The Buffaloes were never upset during the year and nipped NIT-entrant Texas Western and highly rated Hardin-Simmons on the Canyon maples.

THE SEASON'S record of 16-9 is the school's best since 1954-55. Viramontes' combined record for his two seasons here is 29-18. The 16 wins this past year is the most recorded since 1951-52 and the two-year total of 29 has not been equaled since Gus Miller tutored the Buffs to 33 wins in 54 games in the 1950-51 and 1951-52 seasons.

Only Sam Burton, Miller and Al Baggett have won more games than has Viramontes here. And Burton and Baggett are the only two who've coached more than one season to exceed Jimmy's .617 winning percentage.

and scoring (16.9). His 883 free throw percentage (109 of 122) was topped only by Marvin Mitchell's .827 (67 of 81). Mitchell has a two-year mark of .810 at the foul line.

Pugh's achievement of leading the team in three departments matches similar performances by Scottie Pierce (twice) and Troy Burrus. Pugh had the season's individual high game of 34 points against Sul Ross State at Canyon, December 5.

The Giants and Dodgers drew 428,509 paid admission for their nine games in Los Angeles last season, an average of 47,611 per contest. When the Dodgers played in Brooklyn a crowd of 31,000 was capacity.

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### Speaking of Sports...

by PHIL DUNCAN  
BRAND SPORTS EDITOR

Probably one of the best athletes in the State of Texas, pound for pound, is a junior in Hereford High School and is busy at the present time, getting in shape for the coming season.

He played football last season and made Hereford one of the better backs in the district, being one of two unanimous selections to the District 1-AAA All-District Team.

Gene Drummond, of course, is the player being talked about at this time. He packs 140 solid pounds on a 5'4" frame, and runs with the authority of a steam locomotive.

He was selected by his teammates recently as one of the tri-captains for this year's grid team.

He was presented the "Hustling Whiteface" award for the outstanding player of the past season.

Gene weighed 138 pounds during the last season, but has "boosted" his weight to where he tips the scales at 140 now. Admittedly he is much stronger, runs faster and is capable of a lot more on a football field at this time than he was in the season past.

Everyone is expecting a lot of great things from him during the coming season, as has been indicated by his teammates electing him captain, and Gene is the type of person, with enough will power to fulfill everyone's aspirations and then some.

Steve Hodges was the other selection for captain of the Herd this coming season.

Steve will be one of the quarter backs for the Herd this season and will play some defense with Drummond.

He excels in every sport, including baseball, basketball and football.

Hodges was fourth in rushing this season past, averaging 6.7 yards per carry. He was first in pass interceptions with three and first in longest plays as he made a 65 yard run against Lovington.

He was second in punt returns, fifth in scoring, first in punting and fourth in passing for the Herd during the season.

Steve is a standout and is one of the best sportsmen to be found.

This column was already set in type before I attended the banquet Saturday night.

Everyone is certainly looking forward to hearing the former Oklahoma University All-American Jerry Tubbs speak.

He is an outstanding athlete, playing now for the Dallas Cowboys of the National Football League.

The Booster Club does many, many things for the athletes of Hereford High School that go unpraised. They spend all of the money of their fund raising activities on the athletic program and do not try to influence the coaches in their decisions.

This is a perfect Booster Club and Hereford certainly has one to be proud of.

Coach Jesse Geron has moved up to the position of assistant principal to replace W. O. Caraway, who has resigned that position effective the end of the school year.

Jesse was track coach and had the prospects of one of the better seasons, but had a chance to break into the administrative field and chose to do so.

Everyone associated with Jesse in the athletic department liked him and wish him the best of luck in his new job.

I understand the coaches got together and bought Coach James Williams a new pair of warmup pants. He was still wearing the ones he came here with, which was several years back, and they had a few holes in them, to say the least.

Everyone said they had more tape on them than cloth, but he continued wearing them.

Finally, Coach Meredith decided it was time for a new pair and gave them to Williams.

### Houston Astros Accepting Mail Ticket Orders

The Houston Astros are now accepting mail orders for general admission tickets to the Saturday night game, April 10 and Sunday afternoon game, April 11, with the New York Yankees in addition to the acceptance of orders for box and reserved seats to the Baltimore Oriole games on the same dates and the official National League opening game with the Philadelphia Phillies on Monday night, April 12.

General admission seats are \$2.00 and \$1.50 and may be ordered by sending check or money order to: Tickets, Houston Astro, Box 1691, Houston, Texas 77001. Box Seats are \$3.50 and reserved seats are \$2.50 for the Baltimore and Phillie game and may be ordered in the same manner. A general admission ticket assures fans they will have a seat when they come to the Astrodome.

ALL BOX AND reserve seats for the Yankee games on April 10 and 11 have been sold, and all tickets, including general admission seats, have been sold for the April 9 game with the Yankees. However, standing room tickets will go on sale the day of the game.

"We particularly want our out of town fans to realize that they can still get good tickets for four games in two days or five games in three days," said Astro ticket manager Dick McDowell. "Fans who are able to purchase only the general admission tickets will be amazed at what a fine seat they will have. These are not bleacher or wooden benches. A general admission seat in the Astrodome is an individual seat, cushioned, upholstered and with individual arm rests, and is the same distance from second base as box seats in the same row."

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**FOUR WILL GRADUATE**

**Six Girls Help Athletes At HHS**

Perhaps the greatest fans of Hereford High School Athletics are the Whiteface Cheerleaders.

These six girls attend every game that the Whitefaces play, encouraging the other spectators to support the team.

They wear the maroon and white colors of the Whitefaces, standing on the sidelines in the coldest weather, to support the teams in their endeavors.

The cheerleaders are present at every basketball game, pulling for the team even though they may be hopelessly behind.

They stay after school for endless hours, painting signs, decorating the hallways, gym, fieldhouse and doing many other jobs to encourage the spirit of the student body and the athletes.

The cheerleaders for the past year were Gayle Newell, Cynthia Leasure, Peggy Neff, Nancy Tyler, Sharon Tinnin and Barbara Langley.

Two of these girls will return next year to HHS and serve as cheerleaders, but Peggy Neff, Nancy Tyler, Barbara Langley and Sharon Tinnin will graduate this spring.

Cheerleaders are selected by the student body in the elections held at HHS each year.

The cheerleaders presented the "Fighting Whiteface" Awards at the All-Sports banquet held Saturday night in the HHS cafeteria.



Nancy Tyler



Peggy Neff



Barbara Langley



Sharon Tinnin

**JUSTICE WINS 100**

**Herd Thinclads Get 22 Points**

Hereford High School's track team continued storming along last week as they racked up 22 more points at the Denver City Relays March 13.

Kenny Justice won first in the 100 yard dash as he ran a 10:2 hundred and into a wind to top the field.

JUSTICE WON first in that event the week before at the Brownfield Relays, not having such a good time, but facing a much brisker wind.

Track Coach Joe Brooks said the boys would travel to Leveland and Canyon Saturday, splitting up the team to have entries in both meets.

The sprint relay team composed of Wynn Buck, Keith Henderson, Greg Richards and Kenny Justice ran a 4:4 to take fourth place in that event.

Henderson then ran a 23:6 220 yard dash to win fourth in the meet.

GARY GOODIN placed fifth in the low hurdles with a 21:8.

Brooks said probably 13 boys would go to Leveland and the rest would go to the Canyon meet.

As the season progressed the coaches expressed some optimism concerning the outcome of several events in the district meet scheduled for April 10.

The meet will be in Dick Bivins Stadium on that date, according to Brooks.

**Pete Pedro, Charley Daves Signed By Toronto Argonauts**

Toronto — The Toronto Argonauts of the Canadian Football League today announced the signing of two former West Texas State football players, Charley Daves and Pete Pedro. Both players received modest bonuses.

It was the second bonus for Pedro who electrified West Texas State fans for three seasons before inking with the Boston Patriots of the American League last season. Pedro gained 2,157 yards in three seasons at WTSU and scored 35 touchdowns. Nicknames such as

"Pistol Pete" and the "Flying Fragment" were hung off the diminutive speedster during his collegiate career which was often interrupted by injuries.

Many observers feel Pete will be more effective in North-of-the-Border football. The field is wider and the game more wide open, all of which should give him more maneuverability.

Daves was a magnificent center and linebacker and, like Pedro, won three varsity letters. Charley appeared to be off to his best season ever when he received a knee injury in the third game of the season and did not play again until the next to last contest.

**Bowling**

**LATIN AMERICAN LEAGUE**

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May Varsity Shop	34	22
Sportsman Club	30	26
El Centro Barber Shop	28 1/2	27 1/2

Caviness Packing	27 1/2	28 1/2
Individual High Game — Pete Gonzalez	— 194	Severo Gonzalez — 188

Individual High Series — Pete Gonzalez	— 522	Omar Villarreal — 473
Team High Game — El Centro Barber Shop	— 792	Hereford Brand — 780

Team High Series — El Centro Barber Shop	— 2289	Hereford Brand — 2268
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Cardigan Bay and Great Credit won a combined \$214,000 in purse money on American harness tracks in 1964. They are from New Zealand.

Horses bred at Ocala Stud Farm in Florida won 25 stakes races in 1964.

**Miller To Get Letter**

Carl Miller, former standout for Hereford High School in the basketball department, will receive his third letter from North Texas State University.

Miller has one semester of eligibility remaining for NTSU, where he was a standout at a forward position during the three years.

EIGHT BOYS will receive the varsity letters for the 1964-65 season.

Only three of the lettermen have completed their collegiate eligibility. They are guard and forward Dave Burns, Washington, Mo.; guard Chuck Fath, Belton; and guard Pete Welch, Abilene.

Burns earned his third letter, Fath and Welch their second.

Junior award winners are forward Albert Jones of Killeen and guard Doug Reedy of Vernon. Lettermen as sophomores are center Willie Davis of Fairfield and guard Ron Miller of Goshen, Ind.

EIGHT PLAYERS will also receive numerals for the freshmen season. They are Charles Pruett, Shidell; Will Lawrence, Winnsboro; S a m m y Jackson, Dallas; Lew Thornbrough, Fowler, Ind.; Skip Friz, St. Louis; Charles Beatty, Waxahachie; Roby Garman, Big Spring, and Charles Baldwin of Anna.

**Model For Sam Rayburn Mural Taken By Texas Photographer**

WICHITA FALLS (AP) — A photograph of the late Speaker of the House Sam Rayburn taken by Jim Cochran of Wichita Falls has been selected as the model for a mural for the new Sam Rayburn Office Building in Washington.

Cochran is photo chief of the Wichita Falls Times and Record-News.

He took the picture in 1959, three years before the speaker died.

RAYBURN DID NOT like to be photographed and would rarely pose. It was taken at the Lyndon Johnson ranch when Johnson, then senator, was entertaining the president of Mexico.

After Rayburn's death, Cochran sent a print to Johnson, who wrote, "that is a marvelous portrait of the speaker you sent me. It captures, so well, I think, the qualities of mind and character that were the speaker's."

The photograph shows Rayburn wearing the modified Western hat he usually wore. He is smiling, whereas he usually was grave.

THE MURAL WILL be on a wall facing the east entrance

to the \$66 million building. Tom Lee of El Paso, noted as both an artist and author, will do the mural.

Cochran is a native of Tulsa, Okla., and has lived in Wichita Falls 18 years. He worked for the Times while attending Midwestern University and became a full-time Record-News photographer upon graduation in 1956. He has been photo chief since May 1964.

The former British protectorate of Northern Rhodesia became a nation Oct. 23, 1964, with the romantic new name of Zambia.

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**West Texas Signs 4 Breckenridge Boys This Week**

CANYON — Four players, two tackles and two ends, from Breckenridge High School have been signed by West Texas State. It was announced today by Joe Kerbel, head coach at WTSU.

THE ENDS are John Hagler and Tommy Fambrough, both of whom stand 6-2 and weigh 185. Lydell Dauster and David Maxwell are the tackles. Dauster is six feet tall and tips the scales at 230 pounds while Maxwell is 6-4 and weighs 200.

The four brought to 20 the number of high school players signed by the University this spring.

**GETS BOATING AWARD**

NEW YORK (AP) — Everett B. Morris, boating editor of the New York Herald-Tribune, became the first newspaperman to receive the Ole Evinrude Award for "significant lifetime contributions to recreational boating." The award included a \$1,000 grant. The award was the 11th in the memory of Ole Evinrude. A native of New Bedford, Mass., Morris has devoted 35 years to boating.

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# Frio News

By MRS. OWEN ANDREWS  
Brand Correspondent

Mrs. Tommy Sparkman and Mrs. Eugene Baldwin were hostesses at the Baldwin home Tuesday evening for a St. Patrick's Day party. Appropriate table and refreshment decorations carried out the holiday theme. Games conducted by the hostesses followed by games of "43" furnished the evening's entertainment. Attending were Mr. and Mrs. Walker Parris, Mr. and Mrs. Joe Andrews, Mr. and Mrs. Lloyd Payne, Mr. and Mrs. Don Scarborough, Mr. and Mrs. Kenneth Frye and the two host couples.

Frio Homemakers Club met Tuesday in the Community Building at Hereford. Michio Wakai, Japanese exchange student of Hereford High School, spoke to the group and showed films of her homeland and her family. She told of many customs of the Japanese and of her impressions of this country. Hostesses were Mrs. Laura Littrell and Mrs. T. L. Sparkman Jr. Others attending the meeting were Mrs. Harlan Barber, Mrs. Eugene Baldwin, Mrs. Earnest Harder, Mrs. Chestley Johnston, Mrs. Tommy Sparkman, Mrs. Annie Springer, Mrs. Edgar Vinson, Mrs. David Yandell, Mrs. Olin Parris, Mrs. Lloyd Shultz, Miss Alma Andrews and Mrs. Owen Andrews.

The next meeting will be a trip to Plainview April 6 to tour the Atomat House, an underground home. Those making the

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**OFFICERS ELECTED** — Student Council and class officers for 1965-66 were elected Friday at the high school, with campaign posters literally covering the walls of the auditorium until the election and campaigning was over. Announcement of the winners in the week-long campaign will be made to the student body of the high school Monday. (Staff Photo)

trip will meet at Frio Baptist Church at 10 a.m. and go in a group. Reservations will be made for lunch at a Plainview cafe by the hostess, Mrs. Carlton Dobbins.

Mr. and Mrs. Herbert Bruns and Harlan, Mrs. Owen Andrews and Kirk Andrews visited the Glenn Andrews family near Etter Saturday. The special occasion was to celebrate the sixth birthday of Hal, oldest son of the Glenn Andrews. Mrs. Laura Littrell, Miss Alma Andrews, Mrs. Laura Littrell, Miss Alma Andrews; Mr. and Mrs. Charles King, David and Darlene of Amarillo and B. A. Burrus, Canyon visited the Andrews on Sunday.

Rev. David Crowe of Melrose spent Monday night in the Owen

Andrews home. Rev. Crowe, pastor of Forrest, N. M. Baptist Church, also is a monument salesman, and was in this area on business.

Mrs. H. F. Benson visited her sister, Mrs. Mammie Johnson in Amarillo on Tuesday.

Mr. and Mrs. Julian Johnson, Melissa and Patty, spent Sunday on an outing over as far as Conchas Lake.

Among those attending the Young Homemakers Club meeting in Hereford, Tuesday night were Mrs. Clark Andrews, Mrs. James Dobbs, Mrs. Larry Dobbs, Mrs. Tommy Sparkman, Mrs. Floyd Cole, Jana Cole and Nancy Gripp. Selected to be the "Little Sister" of the club was Jane Cole.

Several high and junior high students from this area were participating in Area Choir contests in Canyon Tuesday and

Wednesday. Mr. and Mrs. Pat Robbins and daughter moved recently into their new house which is located on the corner directly across the road south from where the old Frio school house used to stand. The house is autumn blend brick and has three bedrooms, two baths, basement, central heating and air conditioning. Between den and living rooms is a double fireplace and one den wall is covered in an orange imported grass cloth. The den has a cathedral ceiling. On the west of the house is a covered patio.

Mr. and Mrs. Bruce Odom have moved into the former home of the Glenn Andrews family. Mr. and Mrs. Dub Maddox and family have moved where the Odoms lived on the Warrick place. Maddox farms with J. E. Warrick and Odom helps Bill

## American Legion Post 192 Plans 46th Anniversary Tuesday Night

Hereford's American Legion will celebrate the 46th anniversary of its national organization Tuesday night with a smorgasborg in the legion home in Veterans Park.

Pete Plank will bring the program. A former exchange student to Uruguay, he will tell of his association with communism.

Mr. and Mrs. Grant Hanna of Hereford, first man and wife team to serve as 18th district officers, will be special guests. Hanna is district commander and Mrs. Hanna is district president. Also to be honored are charter members and past commanders of the local post. Dr. D. K. Robinson was the

first commander of local post 192 in Hereford, which was organized in 1920. Charter members who are still living are C. O. Wilkins, Frank A. Gyles Sr., Cliff Estes, and C. C. Acker.

The American Legion was first organized in Paris, France, in March of 1919. From this developed the first caucus, which was held in St. Louis the following May. The Legion is now a world-wide organization, and is the largest veterans organization in the world.

The Tuesday night dinner will be served by members of the legion's auxiliary. Each member has been requested to bring a salad or dessert.

Benny Womble is commander of the post and Mrs. Ira Ott serves as unit president of the local auxiliary.

Warrick farm.

Mr. and Mrs. Richard Price spent last weekend visiting his father O. E. Price and Mrs. Price at Andrews. They all went to Amarillo to visit other relatives Sunday and then the O. E. Prices visited the Richard Prices here Monday.

Lee Roy Williams, son of Mr. and Mrs. Bill Williams, arrived home Saturday night for a weeks visit. Lee Roy is in the Coast Guard, this being his first leave. He is to leave for 6 months sea duty when he reports back to quarters at San Francisco next week.

Thursday, Mrs. Bill Williams, Lee Roy Williams, Mrs. Travis Stafford and Kim went to Lubbock to visit Mrs. Williams' mother, Mrs. Laura Franklin.

## FAMILY OF MINISTERS

ROCHESTER, N. Y. — When Paul Rest enters the ministry he will be following in the footsteps of his father, both grandfathers and five uncles.

His father, Rev. Friedrich O. Rest, pastor of the Salem United Church of Christ, is the son of a minister and three of his brothers are ministers. Paul's mother is the daughter of a minister and two of her brothers are ministers.

The family tradition will apparently stop with the oldest son, now in his second year of college at Indiana State University. Paul brother, John, 18, wants to be a carpenter and his sister, Elizabeth, 15, plans to be a secretary.

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Immediate opening for man with at least five years experience in irrigated farming to take responsibility for operation and maintenance of diesel tractors, natural gas well motors, and all types equipment, plus ability to plant, cultivate, water, etc., with minimum supervision.  
Two bedroom modern house with utilities paid, Walcott school bus to front door. Minimum Sunday work. Paid vacation. A permanent job.  
Must be married, steady, and of good character and reputation. References absolutely required. No drinkers need apply.  
**For Appointment for Interview:**  
Mornings and afternoons: Call EM4-2099.  
Night: Call EM4-2752.

**SPRING IS HERE!!**  
TIME TO REMODEL AND PAINT YOUR HOME - PUT NEW ROOFING ON IT'S DOME!!



WE WILL HELP YOU WITH YOUR PLANS! ANSWER YOUR QUESTIONS ON ANY IMPROVEMENTS! FURNISH YOU WITH A FREE ESTIMATE! CALL OR COME IN TODAY!!

**FOXWORTH-GALBRAITH LUMBER COMPANY**  
SPECIALIZING IN ALL KINDS OF BUILDING MATERIALS  
RETAIL YARDS SERVING TEXAS, NEW MEXICO AND ARIZONA  
234 E. 2nd Hereford EM 4-1224

**MARK IV REALTORS** Hallmark of Service **MLS**  
230 N. 25 Mile Ave. EM 4-2220  
FARMS  
Help! We need to sell this farm. They're drilling another well and the price will go up. This is a very good 332 acre farm, priced right. Has excellent allotments. About 12 miles from Hereford. Call us now. F-324  
164 acres, lays good, one good 8" well, 13 acres wheat, 110 grain base, 8 acres cotton. \$410 per acre, wheat and oats go. Less than 29% down, balance 6%, 15 years. F-214  
A level half section with no waste land. 60 acres wheat, 211 milo, 13 cotton, 20 grass. Modern house in fair condition. On pavement and in good 6" water area. \$150 per acre. Neighboring land with wells selling for \$325 per acre. F-323  
COMMERCIAL  
This is a good investment. 50 ft. brick building with 10 apartments on second floor. Rent averages \$400 a month clear. \$25,000. \$5,000 down, balance 15 years at 6% or \$168.00 per month. C-55  
HOMES  
Three bedroom house, 1 1/2 baths, good location, immediate possession. Will trade for smaller house. H-359, H-326  
Nice clean 3 bedrooms, 1 1/2 baths, carpet, built-in fence, single garage. Northwest Hereford. \$13,500. \$92 per month. H-371  
Large older home in good condition. Up to 6 bedrooms. 2800 sq. ft. on 150X200 lot, located near schools. \$12,000. This is a good buy. H-401  
EVENING & SUNDAYS  
Oliver Strou EM 4-2857 Francis Hardwick EM 4-2241  
Mrs. Shelby Rogers EM 4-3266 Harold Rudd 289-5639

**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

**Lions Club** meets each  
**Wednesday, 12 Noon**  
Hotel Jim Hill

**STATED MEETINGS**  
Second Monday  
Thursday 7:30 p.m. EA\*  
Troy Stambaugh, Sec. Wm. S. Powell W. M.

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

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

**HEREFORD RADIATOR FRAME & AXLE SERVICE**  
120 Schley St.  
**DEPENDABLE SERVICE**

FOR THE BEST PRICES on **Electric Motors** See **WES-TEX. EQUIP.**  
East Highway 60 EM4-0250

**HERD KING**  
SEALED STORAGE for haylage, corn silage and high moisture grain. Automatic filling and unloading. 200 to 1800 tons.  
Please send literature on  Herd King  Silage and Haylage  High Moisture Grain  Hay Dealer call Name \_\_\_\_\_ Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_  
**Farm Storage Structures**  
Box 2061 Amarillo, Texas

**JUSTICE** in Real Estate  
HOMES  
3 bedroom, 1 bath, extra large. \$500 down. H-303  
2 bedroom, 2 bath, double garage, extra large den. Northwest Hereford. H-211  
3 bedroom, 3 bath, brick, double garage. Dimmitt Highway. \$30,000. H-313  
Two houses, each 3 bedrooms, 1 bath. Nice income property. \$2,500 below appraisal. \$15,000. H-331  
3 bedroom, 1 bath, brick, carpeted, draped. Payments \$98 monthly. H-332  
2 bedroom, located on Avenue J. \$75 per month payments. \$11,500. H-205  
Very nice 2 bedroom home, carpeted. Monthly payments \$76. H-206  
Three bedroom, 1 1/2 baths, double garage. \$600 down. Assume equity. H-304

**Reliance HOMES**  
FOXWORTH GALBRAITH  
NO DOWN PAYMENT  
NO CLOSING COSTS


**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

**OUR SERVICE DEPARTMENT**  
is equipped and staffed to give you the service you are entitled to.  
We Appreciate Your Business  
• Buick • Rambler  
• Johnson Boat Mtrs.  
**KINSEY - OSBORN Motors**  
142 N. Miles EM 4-0990

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

Announcing the association of  
**HAROLD RUDD** in a full capacity with  
**MARK IV REALTORS**  
230 N. 25 Mile Ave. EM 4-2220



**FOR SALE Miscellaneous**  
FOR SALE 19' Cabin boat and trailer. Two 35 HP motors. 605 McKinley. Phone EM 4-2712. B-1-14-11-2c

ALFALFA HAY. See Charlie Holt, 4 1/2 miles west on Clovis Highway. EM 4-0402 or 289-5599. B-1-14-8-119p

WE ARE STILL OPEN. Furniture, radios, clothes, washing machines, stoves, refrigerators. Ashers Trading Post. 110 West First. B-1-17-36-8p

Lake Pump 2 Grass Planters '56 Chevrolet 2-ton Truck Welding Machine Cutting Torch & Gauges **DON METCALF** 833 Blevins S-1-37-4c

INSULATION For new and old homes **SHEET METAL NEEDS WALKER SHEET METAL** 305 E. 5th EM 4-0788 B-1-12-1f-c

ALL TYPES ELECTRICAL WIRING PHONE EM 1-0910 **BILL DRUMMOND BILL'S ELECTRIC**

**STORAGE**  
Space is now available for anything from a trunk to a truck. Call **EM 4-1818**

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

EXPERT CLOCK REPAIR on All Clocks 8 Day Alarm - Coo Coo and Automobile **COWAN JEWELRY**

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

"Floor Coverings Are Our Specialty" **CUSTOM FLOOR COVERING CO.** 116 W. 2nd EM 4-3265

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

TUNE-UP and GENERAL REPAIR **WORLEY'S GARAGE** 1221 E. 1st. EM4-1493

**BOYD'S HUMBLE SERVICE** EM 4-1110 741 W. 1st EM 4-9056 COMPLETE CAR CARE

**THE MEN WHO KNOW**  
Mike Justice Res. EM 4-0544  
Gene Snead Res. EM 4-1420  
Ralph Owens Res. EM 4-2560  
Frank Wiginton Res. EM 4-2028









**PRESENTS BOOKS** — Deward Roberson, seated, and Bill Michael, right, principal of county chairman for the Texas Mid-Continent Oil and Gas Association is shown presenting two sets of research books on the oil industry to Superintendent Don Martin, Hereford High School. The books were placed in the library at Hereford High School. (Steff Photo)

## Breeders' Meet Set For Friday

A South African animal husbandry professor, in the state for a year working to improve the Texas calf crop, will make his first appearance in the Panhandle here Friday at an all-day conference on cattle breeding.

Dr. J. C. Bonsma, of Pretoria (South Africa) University, will be the featured speaker at the Bull Barn event, which begins at 9:15 a.m. with registration. The final activity should end at 3 p.m.

**SPONSORING** the program, to which invitations have been sent to dozens of area cattle breeders, is the livestock committee Program Building Committee.

Specifically the conference will deal with the topic of "Functional Efficiency by Visual Inspection." This is a technique developed to a proficient level by Dr. Bonsma, who is working at Texas A&M on a Worthman Foundation grant.

Also appearing on the program will be L. A. Maddox Jr., animal husbandman with the Texas Agricultural Extension Service.

**MADDOX WILL** speak at 10 a.m. on Improving Present Breeding Programs by Selecting for Functional Efficiency. Bonsma will follow at 10:30 a.m. Lunch will be served at the barn from noon to 1:30 p.m.

A demonstration on selecting cattle for functional efficiency will follow, ending about 3 p.m. A demonstration on selecting cattle for functional efficiency will follow, ending about 3 p.m. The method developed by Bon-

sma, an internationally famed animal scientist who received his undergraduate training in South Africa and took post graduate work at Iowa University, determines the fertility potential of cattle by judging their physical characteristics visually.

## Owen Parsons' Rites Monday

A resident of Hereford since 1938, Mr. Owen Parsons, 60, died unexpectedly Saturday morning at his home, following a lengthy illness.

Services are tentatively scheduled for 3 p.m. Monday in the Gilliland Funeral Home Rose Chapel.

Mr. Parsons had been an electrician at Owens and Hollingsworth here for several years. He resided with his mother, Mrs. E. O. Parsons, at 227 Ave. I.

Other survivors include two brothers, Grady Parsons of Hereford and T. J. Parsons of Dawn; and two sisters, Mrs. Aubrey Tally of Halfway and Mrs. Pauline Johnson of Lubbock.

At Oribidos, Brazil, the Amazon is 7,500 feet wide and nearly 200 feet deep at the deepest point. Here on July 16, 1963, was registered a flow of 7,640,000 cubic feet a second.

## Hospital Notes

### Patients in Hospital

Ruri Mendes, Route 3, Box 37; Mrs. Morris E. Hacker, 286 Western; M. L. Jackson, 383 Irving; Majin B. Garza, 100 Hereford St.; Janna D. Reeve, Box 522, Friona; Alva Crissy, 801 N. Miles.

Mrs. Mary E. Bodkin, 407 W. 4; Roy Botkin, Route 2, Friona; Mrs. Richard L. Cardinal, 115 Beach; Mrs. Helen Weaver, Route 2; Mrs. Isaac L. Whitfield, 2409 W. 11, Plainview; Mrs. Martin R. Moore, 231 Elm.

Peggy Ann Cahill, 317 Star; Romon Escabal, Route 5, Box 31; Dewey R. Nunn, Box 907, Friona; Mrs. Ben D. McDonald, Box 1066, Friona; John H. Erdman, 808-25 Mile Ave.; Mrs. James L. Ponder, Route 5.

Douglas Kelley, 704 Blevins; Mrs. Jack Casey, Box 60; Mrs. Jimmy Doyle Brown, 504 Plains; Mrs. Viola B. Chisholm, 301 Western; Floyd Wiginton, 1505 Park; Mrs. James O. LaComb, 139 N. 25 Mile Ave.

Mrs. Ovidio H. Martinez, General Delivery; Mrs. Alvin W. Anstey, 418 Ave. G.; Nicolas M. Garcia, Route 3, Box 41; Antonio Diaz Jr., Box 4.

**Patients Dismissed**  
Richard Joe Sartian, John O. Keeler, 3-14.

Mrs. Mildred Chandler, Armando Perez, 3-15.  
Edd Cardinal, James W. Mandrell, 3-17.

Don G. Robinson, Mrs. Wayne Bean, Mrs. Bruce G. Beene, Mrs. Elio Morales, 3-18.

Mrs. Lomie F. Carter, Mrs. Bobby Joe Shelton, John B. Angelo, Mrs. Harold M. Simons, Mrs. Lynn Bittard, J. W. Green, Clarence E. Watts, 3-19.

**261 BUSHELS EARNED PRIZE**  
MIDDLETOWN, Ill. 66 — Producing 261 bushels of corn on an acre of farmland won Roger Ottmann, Logan County farmer, a \$1,000 bonus.

He won a tree-state production contest sponsored by a farm supply firm. Ottmann farms 412 acres.

**DIVERSIFIED TASTES AND A HUNGRY FUP**  
NEWPORT, Ky. 66 — The thief who entered R. W. Walker's home had diversified tastes.

He took a radio, an English-type revolver, an antique long rifle with brass fittings — and three cans of dog food.

On Aug. 15, 1964, was the 150th birthday of Joshua C. Stoddard, who invented the steam calliopo.

**IT MAY BE HAWAII, BUT COURT IS COURT**  
HILO, Hawaii 66 — A recent edict by Hawaii District Court Judge Richard I. Miyamoto set out tips for proper attire by defendants appearing before him.

He won't try a case, for instance, if a man appears in court without shoes.

**RED HOT SPECIAL**  
One only 2-cushion sleeper Sofa with innerspring mattress and brown nylon fringe upholstery. Reg. \$299.50 now \$259.50

McNeil Furniture  
209 Park N. End Main  
Hereford, Texas

**TO WHOM IT MAY CONCERN**

There is A

## Deaf Smith County Milk

available

\*The milk that builds strong bones and sound teeth

It's

# Kriegshausers

FOR HOME DELIVERY Phone 276-5279

Available in most local Grocers.

P.S. Strengthens Your Budget, Too!

## School Menus

### ST. ANTHONY'S SCHOOL

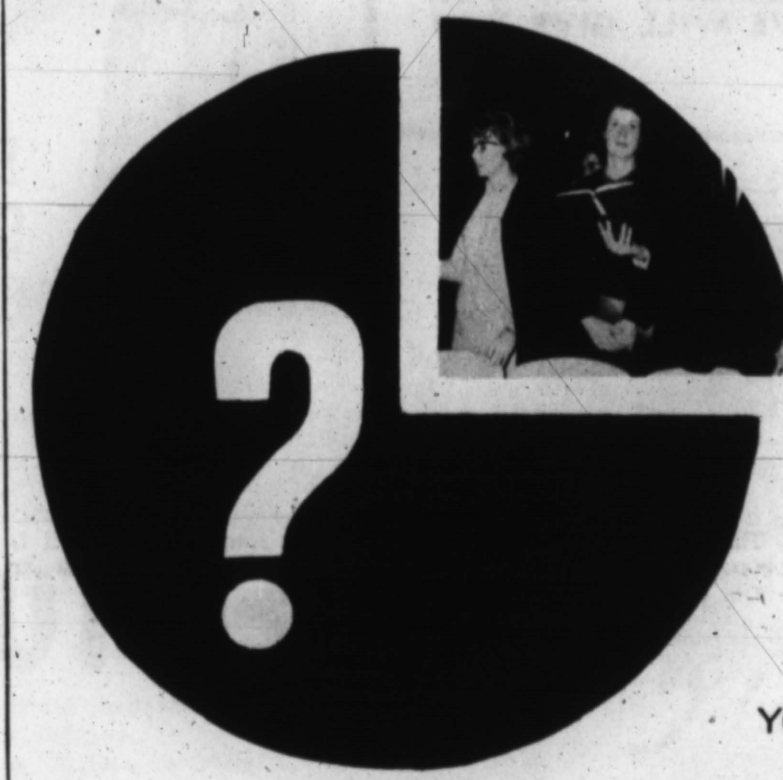
- Monday**  
Ground beef over seasoned rice  
Buttered broccoli  
Carrot sticks  
Oatmeal cookies  
Rolls, butter, milk
- Tuesday**  
Turkey pie  
Candied sweet potatoes  
Waldorf salad  
Pineapple up-side-down cake  
Biscuits, butter, milk
- Wednesday**  
Barbecued beef  
Pinto beans  
Cabbage, green pepper salad  
Prune crunch  
W/wheat rolls, butter, milk
- Thursday**  
Hot dogs  
Potato salad  
Cherry cobbler

### Milk Friday

#### PUBLIC SCHOOLS

- Monday**  
Spaghetti w/meat sauce  
Green beans  
Buttered corn  
Stuffed celery  
Prune cake  
Rolls, butter, milk
- Tuesday**  
Hamburgers  
Tomatoes, lettuce  
pickle & onions  
Potato chips  
Apple cobbler  
Milk
- Wednesday**  
Pork & beans w/tamale  
Mixed greens  
Garden salad  
Waldorf cake  
Cornbread, butter, milk
- Thursday**  
Barbecued roast  
Candied sweet potatoes  
Combination salad  
Jello w/fruit  
Rolls, butter, milk
- Friday**  
Deep sea doodle  
Tiny potatoes & peas  
Carrot sticks  
Cherry cobbler  
Rolls, butter, milk

The Abbey of Montecassino, Italy, was blasted to rubble by U. S. bombers in World War II in the belief that Nazi soldiers were using it as a bastion to pin down the Allies in their drive from Anzio to Rome.



## WHERE ARE THE 75%?

Somewhere around 1/4 of the 15,000 citizens in Deaf Smith County attend all the churches combined on any given Sunday.

This in spite of the fact that approximately 96% of the families report that they believe in God and his son Jesus Christ.

We want to think of ours as a Christian Community: But where are the other 75%?

We think of ourselves as Disciples of Christ, and soldiers of the cross. Some soldiers! When we don't even show up for training and inspiration, and to give praise and thanksgiving in worship to the captain of our salvation.

How can we expect to win the battle over immorality, divorce, prejudice, envy, hate and all other kinds of sin and wickedness when we are so neglectful and unfaithful!

What makes us think we will inherit eternal life by our slothful attitude? We aren't fooling anybody!

What is the answer to the decline in American morals? J. Edgar Hoover, head of the FBI advised recently, "We must return to the teachings of God if we are to cure this sickness." A better world begins with me!

We are doing ourselves and our families a gross injustice by neglecting to worship God and study His word "Which is able to build us up, and give us an inheritance among all of them that are sanctified." Acts 20:32.

"Take heed, Brethren, lest haply there shall be in any one of you an evil heart of unbelief, in falling away from the living God: For we are become partakers of Christ, if we hold fast . . . Heb. 12-14.

Sunday Bible Classes 9:30 a.m. Worship 10 25 a.m. & 6 p.m.

YOU AND THE FAMILY ARE ENCOURAGED TO STUDY THE BIBLE AND WORSHIP WITH THE CENTRAL CHURCH OF CHRIST — SUNSET & PLAINS, HEREFORD, TEXAS

**1. ONCE UPON A TIME, THERE WAS A BUSINESSMAN WHO WANTED TO BUILD HIS SALES...**

**2. AN ADVERTISING-MINDED BUSINESSMAN...**

**3. ONE DAY, THREE ADVERTISING REPRESENTATIVES CALLED ON THIS BUSINESSMAN.**

**4. "PICK A CIRCULATION AND AN OSCULATION, I'VE GOT ONE FOR YOU!"**

**5. "YOU WANT TO BUNCH THAT AREA? WE'LL COVER IT, BUDDY!"**

**6. BUT THE THIRD MERELY READDED INTO HIS BRIEFCASE!**

**7. AND HANDED THE BUSINESSMAN AN ABC REPORT OF HIS NEWSPAPER...**

**8. AS A MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, THE DESTINATION OF EVERY COPY OF HIS PAPER WAS VERIFIED BY INDEPENDENT AUDIT...**

**9. THE ACCURATE CIRCULATION FIGURES IN THE ABC REPORT GAVE THE BUSINESSMAN AN UNPRECEDENTED PICTURE OF WHERE HIS ADS WOULD BE RECEIVED...**

**10. THE ABC REPORT EVEN TOLD HIM HOW MUCH BUSINESSMEN BUY FOR THE NEWSPAPER, AND UNDER WHAT TERMS THEY SUBSCRIBE.**

**11. THIS ABC SEAL IS GUARANTEE ENOUGH FOR ME," SAID THE DISCRIMINATING BUSINESSMAN.**

**12. DISCRIMINATING, SALES-MINDED BUSINESSMEN KNOW THAT Hereford Brand... IS A MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS.**

## Points, picas, agate lines, and ABC

Along about 1886, publishers joined with representatives of allied trades in voluntarily adopting common standards of printer's measurements. This is called the "point system." Today, point, pica, and agate line are rigidly defined units of measure universally understood and used in our industry.

In 1914, publishers joined with representatives of advertisers and advertising agencies, and once again voluntarily adopted a common set of standards — this time, to measure circulation values. Further, publishers cooperated in setting up an organization to maintain these standards, and to use them in measuring and reporting the circulations of publications.

In helping to set up this organization, publishers willingly gave advertisers and advertising agencies majority voice in its operation, its standards, and its application of these standards in measuring circulations.

This year the Audit Bureau of Circulations marks its fiftieth year of providing the basic measures of circulation values. Along with more than 4,000 other members, we pause with pride to salute the accomplishments of this outstanding example of self-regulation in industry.

Through the reports issued by the Audit Bureau of Circulations, we, along with other ABC publisher members, voluntarily and regularly give you, the buyers of advertising, more verified factual information about ourselves than is available for any other media at any time.

The distribution of your sales messages in this newspaper is a measured fact, verified by independent audit. Measured facts also provide the basis for our advertising rates.

Whether you use inches or points, ABC is your yardstick for measuring circulation values.

# The Hereford Brand

### Courthouse Records

Vehicle Registrations

Alfred Oil Co., 1965 Chevrolet; Tommy Dunlap, 1960 Pontiac; Euel L. Perry, 1959 Ford; Pedro Gallardo, 1956 Chevrolet; Fred Morris, 1954 Chevrolet; Bill Haley, 1955 Ford; Marie Hernandez, 1957 Ford; Juan M. Garcia, 1958 Chevrolet; Alfredo Garcia Jr., 1957 Chevrolet Davis Implement Co., 1954 Totem-All trailer; Jimmy F. Collier, 1955 Ford; Daniel Lopez, 1959 Chevrolet; Sheryl Maddox, 1959 Rambler; C. K. Black, 1953 Chevrolet pickup; Charles E. Brown, 1959 Ford; Raynold Herr, 1961 Chevrolet pickup; Rev. George H. Salloway, 1963 Rambler; Tommy Dunlap, 1955 Ford; Glen A. Hendrickson/Mary Lea Hendrickson, 1958 Ford; Hicks Oil & Gas, 1965 Chevrolet truck; Mark E. Schaffner/B a r b a r a Schaffner, 1954 Chevrolet truck, 3-18.

R. C. Godwin, 1954 Spartan house trailer; Mrs. James W. Vines, 1951 Cushman motorcycle; Ramon T. Garcia, 1959 Oldsmobile; Primitivo M. Garcia, 1957 Chevrolet; E. M. Gray, 1965 Ford pickup; Jim R. L. Cramer, 1964 Lincoln; Higinio B. Guerra, 1965 Dodge truck; L. Gary Mason, 1960 Chrysler; Reece Lawson, 1961 Chevrolet truck; Richard Ward, 1955 Chevrolet truck; Wheeler S. Sears, 1964 Plymouth; Bryon Tomlinson, 1954 Ford; L. S. Kirkpatrick, 1961 Tempest; Dane C. Justice, 1961 Ford; Askew & Askew, 1954 Chevrolet pickup; Crowe-Guide Cement Co., 1965 Ford; Eunice E. Vasquez, 1964 Dodge; Don Robb, 1965 Dodge pickup; John F. Baber, 1965 Ford; Denizil Pulliam, 1959 Ford pickup, 3-17.

Victor S. Ellison, 1960 Chevrolet pickup; Noel E. Worley, 1953 Plymouth; Holly S u g a r Corp., 1965 International truck; Pitman Grain Co., 1965 International truck; D. C. Kinsey, 1940 Ford; J. H. Finley, 1948 Dodge pickup; E. H. Prieto, 1961 Ford; L. E. Bud Minor, 1963 Chevrolet Billy Ott, 1962 Chevrolet; J. H. Sears, 1960 International truck; Bruce Burney, 1963 Chevrolet truck; Sylvester T. Loerwald, 1963 Pontiac; Robert T. Seyfert, 1956 Mercury; Mrs. Albert Ricketta, 1952 Ford pickup; Marvin



**FOR SERVICES RENDERED** — Mrs. Larry Dobbs, left, member of Young Homemakers, presented Carolyn Boynton, member of the high school Future Homemakers of America, an electric can opener in appreciation for work that the Future Homemakers have done for the Young Homemakers Club this past year. The FHA girls did babysitting for the Young Homemakers this year. (Staff Photo)

Holmes, 1957 Buick, 3-18.

**Warranty Deeds**

William L. Davis, et ux, to Wayne Carthel: All of Lot 21 of Brownlow Addition, a Subdivision of a part of Block 13, Welsh Addition.

J. L. Marcum, et ux, to Robert R. Brown: All of Lot 78 and the South 10 feet of Lot 79, Block 6, Westhaven Addition.

Alice Ward to First Methodist Church: The South 45 feet of Lot 1, all of Lot 2, and the North 12 1/2 feet of Lot 3, all in Block 27, Hereford and Addition.

Salt River Valley Produce Co. of Texas, Inc., to Norman C. Moore, a/b/a Hereford Produce Co.: A part of Section 59, Block K-3.

A. L. Smith, et al, to Clowe & Cowan, Inc. All of Block 8, Frances Dameron to Wheeler M. Sears: All of Block 55, except the West 5 feet, Hereford and additions.

Mary Louise Brame, et vir, to Jack Nolan Grady: The South 140 feet of the West 1/2 of Lot 18, Block 6, Wombie Addition; the North 68.71 feet of the West 140 feet of Lot 18, Block 6, Wombie Addition; A part of Lot 18, Block 6, Wombie Addition.

Billy Ott, et ux, to Virgil Justice: All of Lot 6 of the

Subdivision of Block 44 of Evans Addition.

Lewis West and wife, Eunie V. West, to Samie West and Wife, Wanda West: The East 1/2 of the North 1/2 of Survey 42, Block K-7.

Lewis West and wife, Eunie V. West, to Odie Claborn, et vir: The SE 1/4 of Section 42, Block K-7.

Lewis West and wife, Eunie V. West, to Elsie Lloyd and husband, Robert L. Lloyd: The SW 1/4 of Section 42, Block K-7. William Eugene Campbell, et ux, to Raymond Garrett: All of Lot 5, Block 4, Engler Addition.

**Deeds of Trust**

Earl Poarch, et ux, to Hi-Plains Savings & Loan Association: The East 64.335 feet of the South 112.3 feet of Lot 16, Block 4, Wombie Addition.

Richard Drager and wife, Ella Drager, to Estalene Gleaton Chandler: All of the SE 1/4 of Section 43, Block M-7.

Robert R. Brown to Hereford Texas Federal Credit Union: All of Lot 78 and the South 10 feet of Lot 79, Block 6, Westhaven Addition.

**Marriage License**

Benigno Garcia Ramirez and Aurora Pena DeLa Cerda, 3-20.

Almost inevitably tribal wedding custom requires what African natives call lobola, or bridepayment. Before consenting to the engagement, the father-of the prospective bride squeezes every possible cent out of the would-be bridegroom.

# STAMPS STAMPS STAMPS

**FREE 5000 BONUS GUNN BROS. STAMPS WHEN**

YOU REDEEM COUPONS FROM OUR BOOK. SECOND WEEK COUPONS GOOD WEEK OF MARCH 22nd. IF YOU DO NOT HAVE A COUPON BOOK PLEASE STOP BY OUR OFFICE AND WE WILL GIVE YOU ONE.



Fresh **ASPARAGUS** Bunch **25¢**

Rome Beauty Apples lb. 10¢  
Carrots Cello-Pack Pkg. 10¢  
Cherrie Tomatoes Pint 29¢



Scott

**PAPER TOWELS** Big Roll **29¢**

Nestle **CHOC. DRINK MIX**

2 lb. box **69¢**

Vermont **MAID SYRUP**

24 oz. **59¢**



Homemade Pure Pork **SAUSAGE**

lb. **49¢**

Round Steak  
Longhorn Cheese  
Tenderized Steak

USDA lb. 89¢  
lb. 49¢  
No Bone, No Waste lb. 98¢

Treet Canned **LUNCHEON MEAT**

12 oz. can **39¢**

WE GIVE GUNN BROS STAMPS



LIPTON <b>TEA</b> 1/4 lb. Box <b>39¢</b>	HERSHEY'S <b>CHOC. SYRUP</b> 16 oz. <b>19¢</b>	MORTON'S FROZEN <b>Mince or Pumpkin Pies</b> <b>29¢</b>
SHURFINE <b>COFFEE</b> 2 lb. Can <b>\$1.39</b>	WAGNER — Orange — Pineapple-Grapefruit <b>BREAKFAST DRINK</b> 32 oz. <b>29¢</b>	KLEAR <b>FLOOR WAX</b> 27 Oz. <b>89¢</b>
DEL MONTE <b>TUNA</b> Flat Can <b>29¢</b>	MACLEAN'S <b>TOOTHPASTE</b> Reg. 75¢ <b>49¢</b>	NEW BLUE <b>CHEER</b> <b>65¢</b>
DUNCAN HINES <b>PANCAKE MIX</b> 2 lb. <b>35¢</b>	BUBBLE <b>BATH OIL</b> Reg. 78¢ <b>59¢</b>	GIANT SIZE



# COOPER'S

**SPECIAL INVITATION**

We have just received 28 brand spankin' new rocking reclining chairs. Please come see if we have one you want.

**McNeil Furniture**  
209 Park N. End Main  
Hereford, Texas

7:15 a.m.  
**NEWS**  
KPAN

## ATTENTION

**SAFE - INSURANCE FOR TEXANS 65 AND OVER**

NOW UNTIL APRIL 15th, 1965

**NO MEDICAL**

- Hospital Room up to \$35 per day
- Surgery up to \$650
- Some Misc. Expenses No Limit
- Doctor Calls up to \$6.00 per visit
- Special Services in Doctors Office
- Nurse Benefit up to \$2500.00  
As For Plans HS 470-M5 350-HR 120

**IMPORTANT FEATURES**

- No Medical Exam
- No Waiting Period (with \$2 supplement)
- Life Time Protection
- No Limit on Number of Times You Can Collect on Policy
- World-Wide Coverage
- Pays in Addition to Other Insurance

BE FULLY COVERED  
HOSPITAL BILLS HAVE GONE UP!

THIS IS ANOTHER PLAN  
COVERS EXISTING  
CONDITIONS

ONLY! **\$86<sup>00</sup>**  
**ANNUALLY**

No Obligation — Cut Out Coupon  
and Mail Today to:

American Union  
Life Insurance Co.  
Post Office Box 13294  
Fort Worth, Texas

Your Present Age ..... Number in Family ..... Please see that I receive complete free information about the Medical Care Plan I read about in The Hereford Brand.

Name .....  
Address .....  
City ..... Occupation .....

# 'Sugartime Review'



The Hereford Lions Club began practicing last week for their Fifth Annual Variety Show — "Sugartime Review". Charles Bell is director for the event, which will be held Thursday and Friday at 8 p.m. in the Hereford High School Auditorium. The show will feature a chorus, several dance routines, a Dixieland band, folk groups and many other musical groups, according to Bell.

The top left photograph shows the Dixieland band which is composed of Charles Bell, left, C. R. Brandon, center and Glen Nelson. Accompanist for the band is Evelyn Hacker.

The picture on the bottom left shows the chorus of sixty Lions Club members which will do several numbers in the review.

One of the featured soloists for the program will be Mary K. Everitt, who is accompanied by Evelyn Hacker. They are shown in the picture at top right.

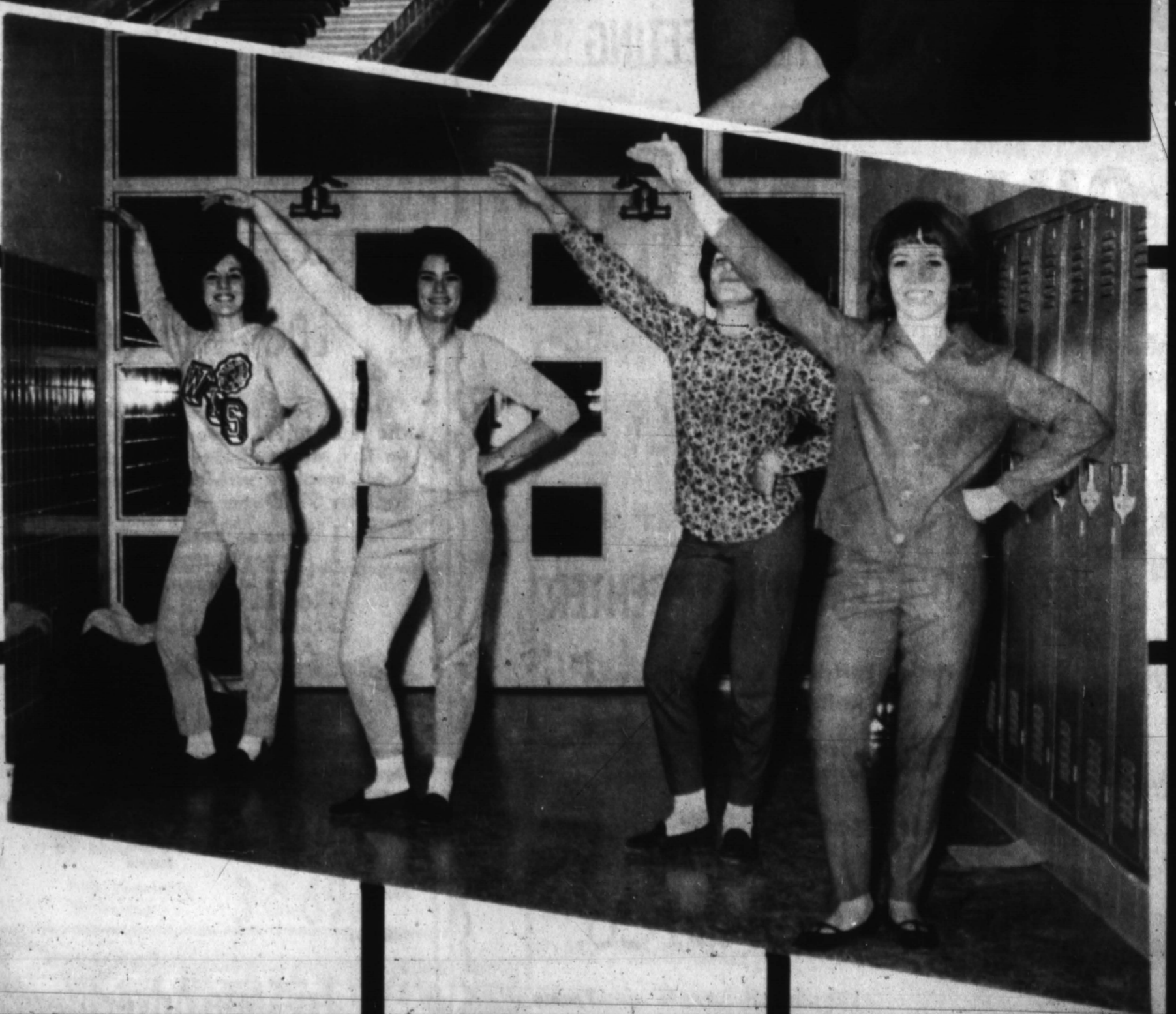
The girls in the picture on the bottom right will do several dance routines in the show. They are, left to right, Ann Braddy, Vickie Gordon, Joann Ferguson and Gayle Newell.

Admission will be \$1 for adults and 50 cents for students.

## The Sunday Brand

SECTION TWO

HEREFORD, TEXAS 79045, SUNDAY, MARCH 21, 1965



Photos and Text By Phil Duncan

## Christianity Reviewed At Bayview Study Meet

Bayview Study Club met in the home of Mrs. Dexter Lillie Thursday for a program on Christianity; It's Answer to the Needs of Today brought by Mrs. Colby Conkright.

As a basis for her discussion, Mrs. Conkright used The Ten Commandments by Robert Kahn and Our Christian Hope by Georgia Harkness.

She said The Ten Commandments are more than a set of laws. They are a series of guideposts for a living as relevant to life in the world as they were three thousand years ago. The principal portion of the book is a chapter by chapter discussion of each commandment and how it relates to the conduct of man's life in our era.

Quoting from Our Christian Hope she said that this book has been written to show that our faith is for every day; an abounding well-spring of hope. Anxiety rather than happiness is the prevailing mood of our times. Anxiety can not all be charged to social conditions. Mrs. Conkright went on to say that anxiety stems primarily from a loss of inner meaning. It is what the modern age has done to the human spirit that prompted the writing of the book on Christian Hope.

A discussion of the church and its World's Mission concluded the program with a social hour following.

Freshments were served to members Mrs. D. H. Alexander, Mrs. Juston McBride, Mrs. Richard Barnard, Mrs. H. L. Benefield, Mrs. Bruce Burney, Mrs. Howard Gault, Mrs. W. J. Gilliland, Mrs. Francis Hardwick, Mrs. John Harper, Mrs. W. S. Kerr, Mrs. J. W. Kirby.

Mrs. Ansel McDowell, Mrs. R. B. Miller, Mrs. Carl Perrin, Mrs. Colby Conkright and Mrs. Lillie.

Metropolitan Concentration is the program slated for the April 1st annual business meeting. Mrs. Francis Hardwick will bring the program and Mrs. Bruce Burney will be hostess when members meet in her home at 282 N. Texas.

## Blossoms And Branches For Arrangements Said Michiyo For Bud To Blossom Program

Michiyo Wakai, foreign exchange student from Japan, gave a program of "Flower arranging in my country" for the Bud to Blossom Garden Club when they met Friday in the home of Mrs. B. E. Cooper.

Michiyo said the main difference between Japanese and American flower arranging is that the Japanese use feyer flowers. Arrangements are generally made with blossoms and branches.

Yards, she related are too small to raise many flowers so they are artistically made into gardens with rocks, ponds and flowering trees. Cut flowers may

be purchased from the florists. She said they deal closely with nature and always strive for simplicity.

Mrs. Delmo Williams was program chairman and presiding officer was Mrs. Sam Long; it was announced that the District Convention would be in Amarillo April 8 and 9 and the Flower Show School No. 2 is slated for April 21 through 23 also in Amarillo.

Final plans were made for the hat sale which is to be March 26th in the W. H. Gentry home from 10 a.m. to 4 p.m. The public is invited to attend.

Attending this meeting were Mrs. Fran Battenfield, Mrs. Bruce Brown, Mrs. R. A. Daniels, Mrs. Calvin Edwards, Mrs. W. H. Gentry, Mrs. T. J. Kelly, Mrs. Ernest Kendall, Mrs. Al Brown, Mrs. Baxter London, Mrs. Sam Long, Mrs. Lloyd Sharp, Mrs. Delmo Williams, Mrs. R. N. Yarbrow, Mrs. A. L. Manjeot, honorary member; and the hostess, Mrs. B. E. Cooper.

## Martha Ann McBride Is Guest Speaker For Club

Martha Ann McBride presented a speech on "What it means to be an American" for the recent Cultural Home Demonstration club when they met in the Community Center.

Martha is a member of the Happy Workers 4-H Club and this was her winning speech in the recent junior division competition.

She will be representing Deaf Smith County in the district contest which is slated for April 3rd at WTSU in Canyon.



**ENGAGEMENT REVEALED** — Mr. and Mrs. Robert Artis Daniel, 126 Avenue C, announce the forthcoming marriage of their daughter, Karen Sue, to Francis Karl Kitto, son of Mr. and Mrs. Clinton Francis Kitto of Pampa. Miss Daniel is a senior student at W.T.S.U. where she is a member of Alpha Delta Pi Social Sorority. Kitto attended W.T.S.U. where he was a member of Alpha Tau Omega Social Fraternity. Wedding vows will be exchanged April 17th in the First Baptist Church. (Personal Photo)

## Dumas Tour And Luncheon Heads Westway H. D. Meeting

Luncheon and a tour to Dumas highlighted the events of the Westway Home Demonstration Club meeting Tuesday with Mrs. Joe Wagoner, former club member, as hostess. Luncheon was in the Raney's Restaurant and Mrs. Wagoner used the St. Patrick's Day theme for the table decoration.

The Dumas tour included visits to Dumas High School, grade schools, county library, the hospital and a visit to the Joe Wagoner farm.

Neighbors and friends of Mrs. Wagoner joined the club members following the luncheon for a social in the Wagoner home.

Mrs. Paul L. Rudd was the presiding officer and it was announced that the next meeting is slated for March 25th in the home of Mrs. Albert Lamb.

Dumas visitors included Mrs. A. Garrett and Jackie, Mrs. C. M. Beck and Kenny, Mrs. Flake Thurman, Mrs. E. E. Bussell and Mrs. Marlin Pierce, former club member.

In addition to the hostess Mrs. Wagoner, members present were Mrs. Bess Werner, Mrs. C. A. Saulcy, Mrs. Paul Rudd, Mrs. Kenneth Rudd, Jeanne and James, Mrs. Joe Landers and Mrs. Bill Drake.

## Boone McClure Is Speaker For Calliopian Club

Boone McClure, executive secretary of the Panhandle Plains Historical Society and Curator of the museum in Canyon, was guest speaker for the Calliopian Club when they met recently in the home of Mrs. Emil Dettman, 111 Beach, for a program on "Panhandle Heritage".

McClure, according to the club reporter, Mrs. Sue James, is an eminent historian having devoted his entire adult life to the history of this area.

Presiding officer was Mrs. C. J. Crump and visitors for this meeting included Mrs. J. C. McCracken, Mrs. Richard Barnard, Miss Clara Beth Holt, Mrs. Will Kerr and Mrs. George Warner.

Members attending were Mrs. Irving Alexander, Mrs. C. J. Crump, Mrs. Alton Fraser, Mrs. Ansel McDowell, Mrs. D. C. McWhorter, Mrs. Wesley Owen, Mrs. Carl Perrin, Mrs. Sue James and the hostess, Mrs. Emil Dettman.

Guest night with a program of a book review is slated for March 25th with Mrs. McDowell as hostess.

## Xi Epsilon Sorority Elects Officers, Mary Jean Gore To Serve As Pres.

Election of officers highlighted the activities for the Xi Epsilon Alpha Chapter X-1729 of the Beta Sigma Phi Sorority when they met Tuesday evening.

Dinner in the Gas Lite was followed with the showing of a film, "Advance of 1964" in the Hereford State Bank with Nadine Wade in charge of the film. It showed Florida hurricanes, tornadoes, earthquakes in Alaska and racial problems in the U. S. as well as pictures of the war in Viet Nam.

Frieda Beauchamp, president, was the presiding officer for the business meeting and social hour in the home of Margaret Bell and the group voted to have a "Back to school style show" in August.

It was also decided to send a money contribution to the Mexia State School for retarded children in Mexia, Tex.

secret ballot and Mary Jean Gore was elected president. The other following officers were elected: Carol Corlis, vice-president; Jo Carter, recording secretary; Jerry Bainum, corresponding secretary; Earline Schneider, treasurer; Nita Roberson, civilian defense and extension officer; and city council representatives, Teddy Alexander, Margaret Bell, Mary Anna Laling and Katie Kendall with alternate, Catherine Russell.

Attending this meeting were Anna Bailey, Jerry Bainum, Wilma Baugous, Frieda Beauchamp, Margaret Bell, Wynemia Brotherton, Jo Carter, Eleanor Cramer, Mary Jean Gore, Margaret Johnson, Katie Kendall, Jo Miller, Nita Roberson, Earline Schneider, Francis Stipe, Geneva Summers, Nadine Wade, Allene Williams, Ann Woodward, Carol Corlis and one guest, Velda Oberst.

## Mrs. Brorman Named General Chairman Of Annual Spring Meet

Mrs. Frank Brorman, Route 4, of the Immaculate Conception Parish, Vega, has been named General Chairman of the annual spring meeting of the Amarillo Diocese Council of Catholic Women to be held March 30th at the Parish Hall.

Assisting Mrs. Brorman as co-chairman is Mrs. Roman Friemel also of Route 4, who is president of the Christian Mothers — Altar Society. Rev. Kevin Hand, pastor, and the women of the parish will be hosts.

Theme of the meeting will be "Women's New Role in The Church" and mass will be celebrated at 11 a.m. Luncheon will be prepared and served by the women of the Methodist Church.

Featured during the luncheon will be a Style Show under the direction of Mrs. George Paschel, Route 4, and fashions will be provided by The Popuar Store.



THIS REMINDS ME . . .  
MARCH 21-27 IS NATIONAL  
GAS AIR CONDITIONING WEEK

# FARMERS

WE INVITE YOU TO ATTEND  
AN INFORMATIVE MEETING

ON

# GUAR BEANS

TO BE HELD

MARCH 23, 8:00 P.M.

AT THE

## HEREFORD COMMUNITY CENTER

Speakers: Herber Partridge, Field Agronomist,  
General Mill, Inc.

Faust Collier, Local ASCS  
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## TFWC Convention Is Scheduled In Dumas

Top Of Texas District of the Texas Federation of Women's Clubs will have the Fifth Annual Convention and Spring Board Meeting March 25 and 26th at Dumas.

On the board of directors from this area are Mrs. Guy Walsler, Summerfield, Texas Heritage; Mrs. J. R. Euler, Summerfield, Conservation Department; Mrs. Ray Johnson, Hereford, International Relations; Mrs. L. G. Lookingbill, Hereford, Community Improvement; and Mrs. O. G. Hill, Hereford, Illiteracy.

The convention is scheduled to get under way at 9 a.m. and the theme is "Women in Action". Activities to be included will be an art show with a division for sculpture, presentation of federation awards as well as a style show for Friday afternoon.

## LOOK!! LOOK!!

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1. Sews on Buttons and Snaps
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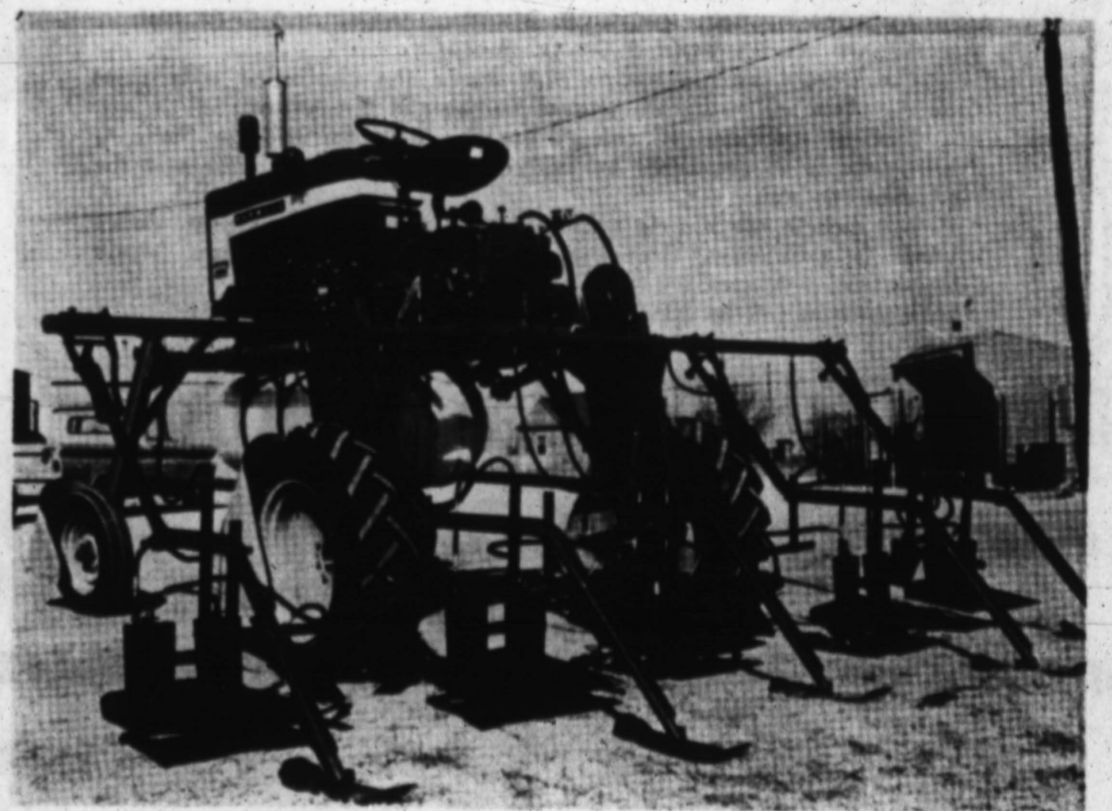
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**B. T. LUSK** and

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of Plainview

Also Representatives From Halfway

This meeting has been set up to help those farmers interested in ALL ASPECTS of WEED CONTROL. There will be films and slides presented as well as a frank discussion on weed control . . . chemicals, flame cultivation, etc. Come on out. You'll profit by attending.

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East Highway 60

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### Bippus H.D. Club Has Program, Furniture Care And Problems

"Treatment of damaged furniture" was the program presented by Mrs. Charlie Burk for the Bippus Home Demonstration Club when they met recently in the home of Mrs. J. G. Fortenberry.

Mrs. Burk used a spray on a pillow to demonstrate how this would protect the fabric. This method would work for upholstery fabrics also she said.

Helpful hints pertaining to the care of furniture and suggestion for furniture problems were also offered by Mrs. Burk. She said that pecan or walnut meats can be used to cover scratches.

Mrs. G. V. Hall joined Mrs. Burk with a discussion about antiques furniture.

Mrs. Jim Bradley was presiding officer and it was announced that the 4-H club members would be present for the next meeting to be in the home of Mrs. Charlie Burk.

Hostess for this meeting was Mrs. J. G. Fortenberry and members attending were Mrs. J. V. Perrin, Mrs. Burk, Mrs. C. F. Homfeld, Mrs. Jim Bradley, Mrs. John Hill, Mrs. G. V. Hall and Mrs. J. G. Fortenberry. Mrs. Crawford was a visitor.

### Mrs. John Jones Is Speaker For Home Demonstration Meet

Mrs. John Jones was program chairman and brought a program of the treatment of damaged furniture for members and guests of the Messenger Home Demonstration Club when they met recently in the home of Mrs. H. D. Buse.

For her program Mrs. Jones gave methods of preventing damage to upholstered furniture and removing white spots from furniture. She also spoke on the care and treatment of different kinds of wood.

Mrs. N. A. Brown was the presiding officer and the finance report was given by Mrs. S. N. Thewatt.

The floating prize was won by Mrs. Brown and for entertainment, bingo, was played with Debbie Sorrells winning the prize.

Walcott 4-H girls will be in charge of the next program slated for March 26th in the home of Mrs. Elmer Northcutt.

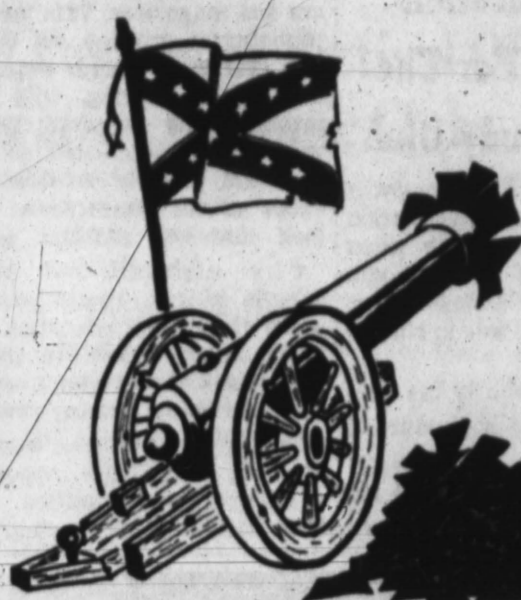
Hostess for this meeting was Mrs. Buse and members attending were Mrs. John Jones, Mrs. S. N. Thewatt, Mrs. Brown and Mrs. J. E. Sorrells. Visitors were Barbara Brown, Linda Sorrells and Debbie Sorrells.



and 14 other ugly lawn weeds with PAX.

You can stop digging crabgrass and 14 other ugly lawn weeds. One application of Pax does the job for you! Pax can be used when you reseed. It beautifies your lawn with 3 major fertilizer elements. It gets rid of nightcrawlers and other lawn insects. Pax is guaranteed to control crabgrass for 3 years and it gets rid of many other weeds the easy way.

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CRABGRASS AND SOIL PEST CONTROL  
PACKARD MILLING  
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# WIN \$12<sup>00</sup> TO \$1,201<sup>00</sup> SAFEWAY

WATCH FOR THE  
**\$100,000.00**  
JACKPOT BILL  
TO BE EXCHANGED  
FOR A SPECIAL PRIZE  
ALSO!  
CONFEDERATE BONDS  
worth \$1.00 to \$1201.00

SAVE AND WIN  
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Save Your Confederate Money  
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CONFEDERATE MONEY	NORTHERN CASH
\$ 12.00	receives \$ 12.00
\$ 24.00	receives \$ 24.00
\$ 36.00	receives \$ 36.00
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\$ 267.00	receives \$ 267.00
\$ 519.00	receives \$ 519.00
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Any combination of Confederate Bills that add up to the above amounts can be exchanged for cash.

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IN CONFEDERATE MONEY

To Be Traded For Thousands Of Dollars In Genuine Northern Cash . . .

• NOTHING TO BUY • NO OBLIGATION  
• MUST BE 16 YRS. OLD TO PLAY.

### CONFEDERATE MONEY WINNERS

VICKIE INMAN  
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ERNEST GILMORE  
MRS. JAMES CASH  
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GASTON BAER  
DALE LINDSEY  
ERIZONERA VALOIS

These Prices Good Thru. Wed. Mar. 24 at Your Safeway Store in Hereford.

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## STEAK SALE!

Choose Your Favorite Steak

**ROUND**  
**SIRLOIN**  
**T-BONE**

	U. S. Choice Heavy Beef	Tender Baby Beef
lb.	89¢	79¢
lb.	89¢	79¢
lb.	98¢	89¢



### SAFEWAY MEAT BUYS!

Beef Roast	U.S. Choice Heavy Beef lb.	79¢	Tender Baby Beef lb.	69¢
Pork Necks			lb.	19¢
Pork Sausage	Pinkney Sunray	4 lb.	Bag	\$1
Cheddar Cheese	Safeway Mild Bar	lb.		75¢
Cream Cheese	Lucerne	2 3/4 Pkg.		25¢

Thrift Sliced <b>BACON</b> 1-lb. Pkg.	<b>39¢</b>	TENDERIZED <b>STEAK</b> U. S. Choice Heavy Beef or Tender Baby Beef lb.	<b>98¢</b>
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Breaded Shrimp	Trophy Brand	10 oz. Pkg.	69¢
Whiting Fish	Captain's Choice	1 1/2 lb. Box	43¢
Fish Fillets	Capt. Choice Perch or Cod	1-lb. Pkg.	53¢

**MIX or MATCH**  
Bel-air Premium Frozen Foods

- 10 oz. Broccoli Spears
- 10 oz. Baby Limas
- 9 oz. Cut Beans
- 10 oz. Cut Corn
- 10 oz. Cauliflower
- 12 oz. Peaches

**4 Pkgs. Only \$1**

**MIX or MATCH**  
Green Giant Frozen Foods

- 10 oz. Cut Leaf Spinach
- 10 oz. Carrots Nuggets
- 10 oz. Niblets Corn

**3 Pkgs. For \$1**

Nestle's Quick	Chocolate	1-lb. Box	47¢
Nestle's Quick	Strawberry	1-lb. Box	47¢
Halo Shampoo		P.S. Size	29¢
Colgate	Dental Cream	Gt. Tube	53¢
Skinner's Spaghetti		10 oz. Pkg.	19¢
Trend Liquid		22 oz. Btl.	49¢
Trend Powder		Gt. Pkg.	49¢

### SAFEWAY VALUES!

Preserves	Shasta Strawberry Jar	2-lb.	59¢
Preserves	Shasta All Flavors Jar	2-lb.	49¢
Cream Corn	Green Giant	No. 303 Cans	49¢
Margarine	Coldbrook Solids	1-lb. Ctn.	35¢
Waffle Syrup	Sleepy Hollos	6 1/2 Off 36 oz. Btl.	83¢
Soft Drinks	Cragmont Assorted	12 12 oz. Btl.	\$1
Dog Food	Pooch Reg. or Liver	12 12 oz. Btl.	\$1

Black Pepper	Trader Horn	4 oz. Can	37¢	Canterbury Tea Blend	1-lb. Pkg.	35¢	
Margarine	Miracle Corn Oil	1-lb. Pkg.	41¢	Cloverleaf Rolls	Meads 24 ct.	29¢	
Comet Rice	Longrain	lb. pkg.	27¢	Parkerhouse Rolls	Meads 24 ct.	29¢	
Chunk Tuna	Chicken of the Sea	No. 1/2 Can	37¢	Tomato Sauce	Mountain Pass 3-lb. Buf. Size	25¢	
Mazola Margarine		1-lb. Ctn.	43¢	Pancake Mix	Kitchen Craft Buttermilk	3-lb. Pkg.	49¢

### SPECIALS AT SAFEWAY!

COFFEE	Edwards Fine, Reg. or Drip	3-lb. Can	\$2.25
CHERRIES	Town House	No. 303 Cans	21¢
FLOUR	Kitchen Craft Enriched	10 lb. Bag	89¢

**BEET SUGAR**  
HOLLY BEET, C&H, or IMPERIAL CANE  
**5 lb. Bag 49¢**

**WILSON'S BAKERITE**  
Pure Vegetable Shortening  
**3 lb. Can 69¢**



### Lower Your Total Food Bill: Shop Safeway!

**EGGS** Breakfast Gem Grade 'A' Medium Size **2 75¢** Doz.  
Breakfast Gem Grade 'A' Large **2 79¢** Doz. Only

**JUICE** LALANI QUALITY PINEAPPLE JUICE SAFEWAY LOW PRICE **3 46 oz. Cans \$1**

**COTTAGE CHEESE** LUCERNE BONUS QUALITY **2 lb. Ctn 39¢**

**Mix 'Em or Match 'Em**  
Gardenside Canned Vegetables  
Tomatoes  
Cut Green Beans  
Cream Style Corn  
SAFEWAY LOW PRICE **8 NO. 303 CANS \$1**

### Shop Safeway and Save on Fresh Produce!

**NAVEL ORANGES**  
California Sunkist Sweet And Juicy **8 98¢**

RED POTATOES	Colorado	8-lb. Bag	69¢
Large Zipper Skin Tangerines		lb.	29¢
Red Ripe Strawberries	California	Basket	49¢
Large Size Avocados	California	Each	29¢
Crisp Red Cabbage	Arm Heads	lb.	19¢
Crispy Fresh Endive	A Must For Salads	Bunch	19¢
Green Pascal Celery	California	lb.	19¢
Wisconsin Waxed Rutabagas		2 lbs.	29¢
Pure Orange Juice	Breakfast Gold	Quart Bottle	59¢

### 'Little Sister' Named At Homemakers' Little Sister Tea

Hereford Chapter of Young Homemakers of Texas met for the annual "Little Sister Tea" in the Home Ec. Lab in the Hereford High School.

Jana Cole, daughter of Mr. and Mrs. Floyd Cole, was named as this year's "Little Sister". She was presented a charm by Mrs. Howard Hunter, president of Young Homemakers.

Mrs. Layton Sawyer was program chairman and Mrs. Hunter presided for the business meeting when there was a discussion for the up-coming fashion show April 1st in the High School auditorium. Music for the show will be furnished by Mrs. Clark Andrews.

Visitors were Mrs. Floyd Cole, Jana Cole, F. H. A. members, and Martha Elliott. Members attending were Mrs. Hunter, Mrs. Tommy Sparkman, Mrs. Truman Price, Mrs. Larry Dobbs, Mrs. James Dobbs, Mrs. Layton Sawyer, hostess; Mrs. Clark Andrews, Mrs. Jess Robinson, Mrs. Kenneth Deffert, Mrs. Edwin Aze, Mrs. Raymond Girk, Mrs. David Brumley, Mrs. Bub Thomas and advisors Mrs. J. J. Durham and Mrs. Joe Bradley. Refreshments of punch and cake were served.



NAMED "LITTLE SISTER" — Jana Cole, member of the Future Homemakers of America of Hereford High School, was named "Little Sister" of the Young Homemakers Chapter here Tuesday night. Here Mrs. Howard Hunter, president of Young Homemakers, is presenting Jana with a charm, symbol of the honor. She will serve in this capacity for one year. (Staff Photo)

### Merry Maidens 4-H Club Present Talks For Wyche Home Demonstration Meeting

Wyche Home Demonstration club had a program presented by girls of the Merry Maidens 4-H Club for their meeting Thursday in the Friendship Room of the First National Bank.

Mrs. Leo Witkowski, assistant leader in charge of the Merry Maidens, was in charge of the program.

Jane Witkowski gave a speech entitled "Mr. Fiber, Which Are You?"

Mary Ann Vance and Mary Kay Wagner presented a speech on "The Home Hair Dryer".

Karen Scott and Christine Marnell gave a talk entitled "The Egg And I".

These girls are all junior county winners in the speech contest.

Mrs. Lester Wagner, subject



Mrs. A. A. McDuff ... guest speaker

### Bake Sale Planned, Mrs. McDuff Speaks For H.D. Meeting

Young Homemakers Home Demonstration Club announced their Bake Sale which is scheduled for March 27th starting at 9 a.m. in the Piggy Wiggy Store at their Tuesday meeting in the First National Bank. Guest speaker for this meeting was Mrs. A. A. McDuff of Anson.

Mrs. McDuff gave a book review of her book of poetry which is called "Loving Memories". She told of inspirations which causes her to write her poems and said she has been writing since she was a young girl.

Family history is another of her interests and she has recently completed a scrapbook of her family covering eight generations dating back to 1752. Mrs. McDuff belongs to a quartet and she showed pictures and gave highlights of the group.

Mrs. Dean Bryant was program chairman and is a granddaughter to Mrs. McDuff. Presiding officer was Mrs. Huey Lowrie. Visitors attending were Mrs. Hinds, Mrs. J. E. Horton and Mrs. Tom Draper.

Other members present were Mrs. LeRoy Burges, Mrs. Charles Brown, Mrs. Don Reuter, Mrs. Roy Evens, Mrs. Lowrie and Mrs. Bryant.

### Mrs. Marsh Speaks About Socialism For L'Allegra Club

"Socialism" was the program Mrs. Virgil Marsh brought for the L'Allegra Study Club when they met Thursday in the home of Mrs. Hilton Higgins.

Mrs. Marsh said there are people who believe that giant businesses are too big to be owned by individuals or even by a group of people. These people she related are those who believe that big business should belong to all the people of a nation and should be democratically controlled.

People who hold this belief are called socialists, she said, and the belief is socialism.

Mrs. Joe Easley presided for the business meeting and it was announced that the next meeting would be in the home of Mrs. C. F. Moore, 213 Ranger, with Mrs. John Beasley as hostess.

Members present for this meeting were Mrs. John Beasley, Mrs. Jim Carnahan, Mrs. Joe Easley, Mrs. Cameron Gault, Mrs. Virgil Marsh, Mrs. Jim McDowell, Mrs. Bob Viegel, Mrs. Dwayne Walker, Mrs. Pat Robbins and the hostess, Mrs. Hilton Higgins.

### Travel Program And Election Of Officers At Sorority Meeting

"Travel" was the program presented for members of the Beta Sigma Phi Sorority, Kappa Iota Chapter, when they met in the Community Center Tuesday with hostesses Mrs. Pat Ferguson and Mrs. Preston Hagans.

Travel abroad was presented by Mrs. Walter Kirkland for the program and Mrs. Harold Kids gave a program of travel in the Western United States. They also showed colored slides of points of interest.

Election of officers also was a highlight of this meeting and officers will be installed in May. Mrs. C. D. Fitzgerald Jr., president, presided for the business meeting.

Attending this meeting were members Mrs. Randy Ammons, Mrs. Lewis Block, Mrs. Jim Cramer, Mrs. Bobby Duncan, Mrs. Arliss Edwards, Mrs. Pat Ferguson, Mrs. Fitzgerald Jr., Mrs. Houston Frye, Mrs. John Gilliland, Mrs. Dean Hacker, Mrs. Preston E. Hagans, Mrs.



Every time I "Think Spring" lately, the weather changes and we have snow! Believe I shall forget any outings this weekend unless I plan to bring some sleds and wear snow gear but can't get away from thinking about Easter menus, however.

Ordinarily ham is on the menu and found a nice change for the left-overs. It's even nice enough for company.

Sandwich left-over ham between square of hot cornbread. Mushroom sauce or cheese is a good topping and for a complete main course, just add a green salad and some cranberry sauce. This is great with left-over turkey also.

Do you ever find that your pie crust is crumbly rather than flaky? More than likely the shortening is being cut in so it is too fine. Cut it in just to the point of having the dough in pea-size pieces and do not over handle the dough before rolling.

Ever change and correct an address in your address book? And then find you have run out of space only to have to purchase another book and start from the beginning transferring it all?

After several Christmases of this — or looking for a current address for a birthday greeting, I changed the entire system. Use a recipe file box. There is room on the back of the card for birthdays to remember, Christmas notes and if room for the address runs out, there is only

David Heck, Mrs. Jerry Fowler, Mrs. Melvin Fowler, Mrs. Harold Kids, Mrs. Walter Kirkland, Mrs. Joe Neely, Mrs. Pat Parker, Mrs. Jack Straw, Mrs. Mike Wilson, Mrs. Ronnie Osborn and Miss Pat Cowell.

### 'Special Education' Is Program For The Hereford Study Club

Mrs. T. E. Braddy brought a program on special education for Hereford Study Club when they met recently in the home of Mrs. S. L. Garrison. Mrs. Walter Hodges Jr. was in charge of the program.

Mrs. Braddy, who is the special education co-ordinator of the schools here, said interest in the problem of the need for special education is being shown

The Sunday Brand, Hereford, Texas, Sunday March 21, 1965  
by the numerous articles in papers and magazines. This interest probably is growing out of the fact that many people sense the urgency in dealing with this problem and whether people want to be interested or not they are directly involved because of the tremendous tax load that the problem poses. She explained that public schools include special classes under the special education program which includes a speech therapist with plans for a second therapist in the coming year. During the business meeting Mrs. C. R. Winget appointed a nominating committee with Mrs. Dick Gholson as chairman

INFORMATION MEETING  
On  
**TREFLAN**  
ON RECENT LABEL APPROVALS ON VEGETABLE CROPS  
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155 ENTRIES

Entries Announced For Junior Festival Of The National Federation Of Music Clubs

The Junior Festival of the National Federation of Music Clubs, First District of Texas, Section One, will be held in Hereford on Friday in the First Baptist Church beginning at 9:45 a.m. After an opening exercise in the church auditorium the students will go to different parts of the church to play or sing before judges.

Mrs. A. J. Schroeter, festival chairman, reports that she has received 155 entries in piano solo, vocal solo and folk song. The students entering are from Friona, Dawn, Walcott school and Hereford.

Those assisting Mrs. Schroeter will be Mrs. Joe Frank Clark, Mrs. W. T. Carmichael, Mrs. Jamie Clearman, Mrs. Wes Fisher, Mrs. Joe Hacker, Mrs. John N. Jacobsen Jr., Mrs. Paul Lyons, Mrs. J. T. Sims, Mrs. W. T. Thompson all of Hereford and Mrs. Carl Wimberley of Dawn.

A luncheon will be held at noon at the Hotel Jim Hill for the judges, helpers, teachers, counselors and other interested in the festival.

Five Amarillo musicians will act as judges. They are Mrs. Gladys M. Glenn, Mrs. Inez Jacquot, Mrs. Carol Lynn, Mrs. Joe C. Steely and Mrs. Lydia Grey. The entrants will be divided into five groups and judging will be going on simultaneously. Group I, consisting of Primary I & II, will play in the west room of the basement of the church.

**Group I**  
Primary I & II  
Basement, West side,  
First Baptist Church

9:00 to 10:00 a.m.  
Lilli Lyons  
Patricia Johnson  
Gayle Grigg  
Pattijon Talley (Friona)  
John Stoy  
Mary Jané Harper  
Lewis Whitten  
Dean Grigg  
Alan Payne  
Nancy Newsom  
Teresa Engler  
Pamela Wilcox (Friona)

10:00 to 11:00 a.m.  
Paul Galley (Dawn)  
Wanda Paetzold  
Paul Timberlake (Walcott)  
Diana York  
Jon Christopher White  
Joan Waters  
Gayla Self (Friona)  
Kent Hollingsworth

Devann Light (Friona)  
Denise Poarch  
Shyla Thomas  
Lee Line

1:00 a.m. to 12:00 noon  
David Wiggains  
Jackie Bodkin  
Linda Collins  
Bill Caraway (Dawn)  
Gary Hicks  
Rex Lee  
James Aikin

Teresa Ingram (Friona)  
Nancy Barrett  
Vickie Beck (Friona)  
Monica Herring  
Group II

Primary III & IV, Elem. I  
First Floor, Education Bldg.

9:00 to 10:00 a.m.  
Tommy Brown (Walcott)  
Joel Collins Treadwell  
Debbie Hoover  
Gary Lemons (Dawn)  
Kay Clearman  
Margie Paetzold  
Kathy Roberts  
Carleen Schlenker (Friona)  
Cynthia Newsom  
Olinda Baird

10:00 to 11:00 a.m.  
Earl Brown (Walcott)  
Bruce Barrett  
Patti Turrentine  
Anne Frye  
Cordella Suttie  
Barbara Brown (Walcott)  
Janice Galley (Dawn)  
Darla Springer  
Dale Hollingsworth  
Gayle McCutchen

11:00 a.m. to 12:00 noon  
David Hicks  
Kay Lynn Ward  
Jaime Pitman  
Cynthia Etheredge  
Robert Jay Robinson  
Mariane Tooley (Dawn)  
Alice Myers  
Pamela Garrison  
Brent Combs  
Amy Ballard  
Group III  
Elem. II, III & IV  
Second Floor, Education Bldg.

9:00 to 10:00 a.m.  
Ricky Long  
Phyllis Richardson (Dawn)  
Diana Lyn Hickman  
Judy Bodkin  
David Thomas  
John Nelson  
Nancy Fisher  
Beverly White  
Vickie Scheuler (Friona)  
Thelma Warren  
Dea Anne Calson

Linda Newsom

10:00 to 11:00 a.m.  
Suzanne Smith  
Debbie Horton (Friona)  
Lori Hopson  
Mary Jo Clearman  
Charlotte Williams  
Valerie Chisholm  
Suzanne Solomon  
Sherry White  
Deborah Hodges  
Debra Slaughter

11:00 a.m. to 12:00 noon  
Sally Kendrick (Friona)  
Sharon White (Walcott)  
Ann Hurst (Friona)  
Cheryl Cole  
Margaret Mink (Walcott)  
Sharon Lewis  
Vickie Kendall  
Denise Melton (Walcott)  
Terrie Beth Line  
Denny Hicks  
Kaylynne Alexander  
Cecil T. Guseman II  
Group IV  
Mod. Difficult II (Piano)  
Folk Song & Vocal Solo  
East side, Basement, Church Bldg.

9:00 to 10:00 a.m.  
Shelly Rush  
Susan White  
Martha Baker  
Joy McCathern  
Connie Hoover  
Rex Talley (Friona)  
Cathy Young  
David Kelley  
Sharen Awtry (Friona)

10:00 to 11:00 a.m.  
Vance McGee  
Esther Smith (Friona)  
Doris Fangman  
Vickie Scheuler (Friona)  
Sally Kendrick (Friona)  
Teresa Rudd  
Mary Margaret Sheehan (Friona)  
Mary Ralph Smith  
Christi Loerwald  
Mona Gale Gibson

11:00 a.m. to 12:00 noon  
Diana Fangman  
Terri Carter  
Sharon Awtry (Friona)  
Kaylynne Alexander  
Kathleen Sheehan (Friona)  
Ann Hurst (Friona)  
Betty Barrett  
Barbara Huckert  
Tommy Shirley (Friona)  
Group V  
Medium, Mod. Difficult I,  
Difficult I & II, Very Dif. I  
& Musically Advanced I

Auditorium, First Baptist Church

9:00 to 10:00 a.m.  
Rebecca Jean Hickman  
Linda Stewart (Dawn)  
Sandy Calson  
Lisa Williamson  
Larry Clinton Formby  
Risa Howell (Friona)  
Janice Kay Newsom  
Jerry McCathern  
Vicki Payne  
Judy Hollingsworth

10:00 to 11:00 a.m.  
Carl Leslie Brown  
Janet Frye  
Janice Turrentine  
Cindy Cavness  
Judith Morrison  
Esther Smith (Friona)  
Brenda Formby  
Angela Grubbs  
Karen Gilbert

11:00 a.m. to 12:00 noon  
Kathy Fooks

National President Of DOES To Attend State Meeting Here

Mrs. Ida Walker of Lake Worth, Florida, Supreme President of the Benevolent Patriotic Order of DOES will attend the Texas West State Meeting of the organization scheduled to take place in the Elks Lodge March 27th and 28th.

DOES from Odessa, Lubbock, San Angelo, Pecos, Sweetwater, Amarillo and Big Springs will attend the two day meet. Also slated to attend will be Texas West District officers: Mrs. Betty Steffy, San Angelo Drove No. 130; Lois Hollingsworth, Hereford Drove No. 176; Trena Young, Pecos Drove No. 158; and Evelyn DeRoule, Amarillo Drove No. 128.

Registration will be Saturday afternoon at the Lodge and the banquet for the DOES, Elks and other guests will be at 7 p.m. Saturday. A public meeting is to follow the banquet.

San Angelo Drove No. 130 Texas West State President will preside over the meeting and Mrs. Walker will conduct a school of instruction on the ritualistic work of the order.

Grand Lodge District Deputy of the Elks, Jay Gordon will be a guest speaker as well as Bob Huddleston, Exalted Ruler of the Hereford Lodge.

The University of Alaska plans to establish a breeding herd of musk oxen to test the commercial potential of the animals.

Ellis Island has been abandoned since 1894, when the Naturalization and Immigration Service moved its activities to Manhattan.

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# THE SUNDAY BRAND Editorials

## 'Scooped Again'

# Panhandle Paragraphs

Page Six

The Sunday Brand, Hereford, Texas, Sunday March 21, 1965

## Speech Fine, But...

When President Johnson this past week declared that every American — regardless of creed or color — is entitled to vote, he carried with him the feeling and sentiment of the majority of the people in this nation. Down through the years, The Brand has always contended that any citizen who is called upon to answer the military draft and to pay taxes when the occasion demands is definitely entitled to cast his ballot in the election of officials and in making other community, state and national decisions.

When the president added, however, that the American Negro is the real hero of recent years, we wonder if he did not go too far. While we believe in equality, we do not believe in rule by mob violence or demonstration — and it seems to us that this has been the basic tactics of the NAACP leaders. Mob demonstration is only a short step away from actual mob violence, which means absolute loss of police authority and can lead only to lawlessness and future violence. In a measure, at least, the president gave his personal and official endorsement of such action, although we doubt that he seriously considered this phase of his message.

Even before the opening wedge could be driven toward freedom in elections, colored leaders are stirring up additional troubles in an already troubled nation. Like labor leaders, who must maintain their image of importance to their followers, these NAACP leaders are literally "shooting for the moon" in a program designed to take everything possible without making any concessions in return.

Just as equality in voting is an important phase in the American way of life, so is the equality in obeying laws, paying taxes, contributing to United Fund, and doing one's part in other fields of endeavor which we encounter daily. Until the American Negro realizes this and makes a sincere effort to meet these responsibilities, we doubt if he will ever fully appreciate and become enriched from the use of his newfound advantages at the polls, in restaurants or in other fields.

Now, for the first time, he is faced with the opportunity and the challenge of becoming a good American. The sooner he forgets such things as violence and mob demonstrations, the sooner he will arrive at the point of complete citizenship. And, without doubt, the best way to achieve the station of equality rests in dropping the "way-out" leaders who are too often more interested in their own recognition and acclaim than in the honest welfare of the Colored people of the United States.

## Retail Outlets On Growing Spree

Hereford's retail business growth became a topic of conversation this week with announcement of a new \$1 million shopping center on Highway 385, along with letting of a \$93,000 contract on the Variety Park plan which is designed to revamp and spruce up the downtown area. In addition, several area firms have re-modeled in recent months and still others have added new buildings.

Generally speaking, these improvements come as no surprise to the community, following three years of record-breaking construction which has mostly centered around residential growth. This year, in fact has been consistently predicted as the time when Hereford's business community should grow and expand in keeping with population growth in the area.

While the shopping center and downtown improvements may in some respects prove competitive, the two improved facilities will, without question, tremendously improve shopping prospects for the average citizen in amounts and types of merchandise offered, as well as providing modern facilities. Some people still question the fact that Hereford may not be large enough for such an elaborate shopping center as proposed, but the fact remains that it will keep hundreds of shoppers here who are now going into metropolitan centers — and at the same time it is expected to attract additional shoppers to Hereford from other communities, including this metropolitan area. Once these two improvements are completed, shopping habits of the area are bound to change, and definitely for the better.

Meanwhile, in addition to the giant Holly sugar refinery, Hereford is also observing sharp interest in small industry growth. This of course includes expanded facilities for handling vegetables, extensive cattle feeding operations, and excellent prospects for expansion in the line of meat processing, along with several smaller operations such as the new dress making firm, expanded brick yard facilities and general service organizations. These improvements play an important role in Hereford's expansion of retail outlets in that they provide payroll customers on both seasonal and year-around basis.

Once the proposed projects are completed, we can also conclude that Hereford's retail outlets will have been improved to the point that facilities are outstanding — and this compares with metropolitan centers as well as with smaller towns near our own size. A modern, up-to-date retail business section is naturally one of the most important phases any town can boast, and Hereford can certainly look forward to retail facilities and resources second to none in the country.

## THE Sunday Brand

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James M. Gillentine, Editor and Publisher  
Melvin Young, General Manager  
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## Medicare Needs Additional Study

Congress this year will be asked to make two major alterations in the Social Security program: increase benefits paid to elderly citizens who qualify as recipients of Social Security; second, to add the cost of a new medicare plan for the aged to the program.

Congress would be wise at this stage to review the history of Social Security and contrast findings with the experience of private insurance and investment programs. As for medicare, The News already has pointed out at least one fact which ought to be repeated: The cost of the program, as now proposed, would be paid for by an increase in Social Security taxes. Every wage earner in America would pay that extra tax throughout his entire working life, yet he would not be able to receive any of the benefits until he reached the age of 65.

For slightly more money than this added tax would cost him each year — and for less money if a group plan is available — the same wage earner could purchase private health insurance for himself that would provide him with broader protection from the day he begins paying for it.

Since the program was launched in 1937, Social Security taxes have increased by nearly 500 per cent — from a maximum of \$30 per year in 1937 to \$174 today. By 1969, the tax is scheduled to reach \$216 per year, an increase of 620 per cent over the original figure.

At the same time, benefits have not been enough to keep up with the increase in the cost of living on basic necessities over this period.

The NFIB also notes in a recent bulletin that administrative costs of the Social Security program have reached an all-time high and compare unfavorably with similar costs for private insurance programs. In fiscal 1963-64, these costs amounted to 370 million dollars — a 12.6 per cent increase over the previous year. The cost of administering Social Security now eats up more than 60 per cent of the interest earned on the program's unexpended reserves.

An estimate by the NFIB places the cost of overhead for the nation's 1,507 life insurance companies at approximately 10 per cent. Exclusive of sales people, these insurance companies employ approximately 90,000 people to administer some 334,000 life insurance policies. The Social Security Administration employs approximately 40,000 people to handle some 70,000,000 accounts — or slightly less than half the number to handle nearly one fifth the work load.

"Before any further extensions of Social Security are made," suggests the president of NFIB, "it would seem wise for Congress to investigate thoroughly the efficiency of the operation. Every million dollars spent on maintaining useless bureaucratic functions is just another million denied to the needy aged."

—The Dallas Morning News



## CASH RECEIPTS DOWN

# Texas Agriculture Took Slight Beating In 1964

By TEX EASLEY  
WASHINGTON (AP) — Texas farmers and ranchers experienced a drop in income last year compared with 1963.

Total cash receipts in 1964 amounted to \$2,541,884,000 vs. \$2,678,001,000 in 1963, a decrease of about 7 per cent.

The net income per farm and ranch was down 11 per cent, from \$4,351 in 1963 to \$3,877 in 1964.

FOR THE NATION as a whole, total cash receipts were up slightly, from \$38.6 billion to \$38.9 billion. The average net income per farmer and rancher rose from \$3,504 to \$3,642. Only Arkansas among Texas' neighboring states shared in the national increase. Its total receipts went from \$668,202,000 to \$882,670,000 and the average individual net income from \$4,232 to \$4,524.

A breakdown of farm and marketing income data, released by the Agriculture Department, showed the sale of livestock and livestock products accounted for \$1,082,730,000 of the total receipts in Texas in 1964; sale of crops \$1,286,613,000 and government payments \$172,541,000.

AROUND THE CAPITAL

The House Interior Committee approved a resolution designating the reservoir to be created behind Sanford Dam on the Canadian River as Lake Meredith.

## Guy Lucas Of Friona Has Freak Accident

50 YEARS AGO

Mr. Guy Lucas whose home is near Friona had the misfortune to get his leg broken last week in a peculiar manner. He was down near Hereford and while riding in an auto and leading a pony, the pony suddenly stopped and Mr. Lucas leg was tangled in the rope and it was jerked in such a way that it was broken above the knee.

Mr. W. F. Dieble of this place received a card this week from his nephew, Wm. Dieble of Thrall, Texas, saying that two oil wells had been opened on his place and another likely to be. One well is flowing 1,000 barrels per day and the other 700 barrels and his royalties were about \$160 per day.

10 YEARS AGO

Hereford is the place where if you don't like the weather just wait a while and it will change. Anyone who was out Thursday could well believe this when the weather changed from dust to snow to mud to snow to dust and back again several times before the day was over.

Before the vote was taken, Rep. John P. Saylor, R-Pa., offered an amendment to make it "Lake Walter Rogers" in honor of his friend and fellow committeeman who hails from the Panhandle community of Pampa.

"I thank the gentleman," Rogers said with a grin. "But under policy you have to be deceased to have one of these dams named after you. That would be quite a sacrifice to make to gain such an honor."

THE NEW TEXAS dam, part of a \$100 million project that will deliver water to 11 communities was long advocated by the late A. A. Meredith, a former city manager of Borger.

Rep. Eligo (Kika) de la Garza, D. Mission, recounting some of his experiences as a freshman member of Congress, told how he learned something about red tape and protocol.

"I had been here only a few days when I wanted to get a statement published in the Congressional Record," he said.

"I asked a fellow Texan how I went about it, and he said I should consult with Congressman John Young of Corpus Christi, since he's chairman of our state delegation. Young suggested I talk with Congressman Wright Patman of Texarkana, since he's the dean of the delegation. Mr. Patman suggested the parliamentarian of the House, who suggested the whip, Rep. Hale Boggs of Louisiana. I was about ready to go to the speaker, but Boggs suggested the Democratic leader, Rep. Carl Albert of Oklahoma. Somehow, I got to the wrong leader's office and found myself confronted with Republican leader Gerald Ford of Michigan, who suggested the parliamentarian.

"WITH THE RUNAROUND, I went to the House floor because the session had started. I was sitting there when William E. Fishbait Miller, the doorkeeper, came up and said I looked kind of dejected. He asked what was the matter and I told him.

"Well, sir. He just grabbed that little article out of my hand and said, where do you want it, in the body of the record or in the appendix? He walked down and handed it to a clerk and the next day there it was in print."

We guess we feel a lot like that early little bud that pops through the frozen ground, surveys the dismal, bleak dead of winter surroundings, gives a big "what's the use sigh" and sinks slowly back into the ground.

Yesterday, we found ourselves getting the same feeling every time a different subject floated across the blank page of our typewriter... good subjects, but "what's the use."

—Andrews County News

Levelland City accidents in 1964 rose slightly but their severity showed a marked decrease, according to a year-end summary released today by the Levelland Corporation Court.

Comparative figures released by the office of Judge Jim Swanner showed an increase of seven accidents over 1964, but 12 fewer injury accidents and 21 fewer injured motorists.

—Levelland Daily Sun News

J. Gordon Burch, Borger's ace prognosticator made the sage observation today that winter weather is over. J. Gordon Burch said he based his opinion of the fact that the groundhog saw his shadow this year, thus bringing about six weeks more of winter storms and the like. That period ends today, clearing the way for bright spring weather, according to forecaster Burch.

—Borger News-Herald

The latest issue of American Legion Magazine says water from Hereford still is being bottled and sold in Hollywood. Actress Theodora Lynch started the business back in the 1940's after an article in a national publication billing Hereford as the "Town Without a Toothache".

—The Canyon News

That feller on Division Street says with all the rukes that keeps popping up about his, street, it may soon be as well known as Ave. Q in Lubbock, Market Street in San Francisco, Vine Street in Hollywood, the Strip in Las Vegas or Times Square in New York. Division Street, it appears, was appropriately named. Another division loomed on the street this week — this time between the City of Slaton and property owners.

—The Slaton Slatonite

A mayor, a banker, a city councilman and a pilot flew to California last weekend from Muleshoe to do a bit of looking over a plaster of paris model of a mule. But people in California — three townful — looked over the four from Muleshoe, too. And they hung out the royal welcome.

—Bailey County Journal

The method of delivery of the Denver City Press and Sunday press to local subscribers will be changed in the near future with the establishment of carrier boy service, it was announced today by the publisher of the newspapers.

—Denver City Sunday Press

Promises, promises, that seems to be all we can get these days. Along about Wednesday the skies on the High Plains began to cloud up and hang heavy with what appeared to be moisture but alas, after only a slight drizzle, the skies cleared and the wind blew.

—County Wide News

# THE BOOTLEG —Philosopher

Editor's note: The Bootleg Philosopher on his Blindweed farm is in an inventive frame of mind this week, his letter indicates.

Dear editor:  
A lot of people think nearly everything's been invented that's inventable, and while there are more things invented than I have a use for, still there are some things yet to be invented that might come in handy.

Not though that all the time-saving inventions save time, except maybe for the rocking chair. I have saved more time than anybody I know just sitting in one, part of the time listening to people complain about how their time-saving automatic washing machines or other gadgets are out of commission.

But what I started out to talk about was a genuine time-saving invention which I thought up the other day while watching President Johnson on television using 136 fountain pens to sign his name to just one bill Congress had just passed.

As I understand it, he uses all these pens so he can give them to various important people who helped out with the bill so they can go home and tell their children, and then they tell their children and so forth down the line, that the family owns a fountain pen used by the President of the United States in signing such and such a bill.

Well now I have no quarrel with this, it's perfectly harmless and could become valuable — what do you suppose you could get for a ball point pen used by George Washington? — but I don't think it's fair to the President. What I mean is, when he wakes up in the morning he's supposed to start thinking about Viet Nam, Alabama, De-Gaulle, tax cuts, labor disputes, newspaper reporters, his two daughters, Republicans, government waste, the farm problem, outer space, new legislation, etc. and keep it up till bed time.

But if he's got to use 136 fountain pens to write "Lyndon B. Johnson," which is nine pens per letter with one left over for the dot after the S., every time Congress passes a bill, you can see some problem is going to suffer, either in Viet Nam, Alabama, the daughters, or something. It's bad budgeting of his time.

Therefore I have invented a special Presidential fountain pen which comes in 136 sections. He can sign his name with one quick flourish, get back to Viet Nam thinking immediately and let an assistant break it up and pass the pieces around.

This will also avoid endless bickering in the future. Have you ever stopped to think what's going to happen 100 years from now when 136 families turn up all claiming to have the fountain pen President Johnson used in signing a bill in 1965?

Yours faithfully,  
J. A.

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 1 National Pure Gold  
**BROOM**  
 Good Through March 28th  
 Limit 1 Per Family

**75** (\$7.50 Worth) **75**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 4 - 6 oz. Shurfine Frozen  
**Orange Juice**  
 Good Through March 28th  
 Limit 1 Per Family

**50** (\$5.00 Worth) **50**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 3 lbs. Shurfine  
**OLEO**  
 Good Through March 28th  
 Limit 1 Per Family

# Taylor & Sons Bonus S&H Stamp Bonanza



## HAMS

Shank End lb. **35¢**    Center Slices lb. **89¢**    Butt End lb. **45¢**

**Affiliated Bacon**    TENDER CRISP    **2: \$1<sup>09</sup>**

SPECIALS GOOD MONDAY, TUESDAY, WEDNESDAY, MAR. 22-23-24

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

**Macaroni or Spagehetti**    Skinners 7 oz. Box    **2:25¢**

**Cookies**    Pink Satin Box    **39¢**    **Crackers**    Shurfine 1 lb.    **21¢**

**Pinto Beans**    Arrow 2 lbs.    **29¢**    **Reynolds Foil**    25' X 12' Roll    **29¢**

**Paper Napkins**    Northern 80 ct.    **2 For 23¢**    **Frozen Dinners**    Morton's Reg. 49¢    **39¢**

**Beans**    Ranch Style No. 300 Cans    **2 For 33¢**    **Waxtex**    Waxed Paper Roll    **23¢**

**Pommac Drink**    From The Continent Plus Deposit    6 Bottle Ctn.    **39¢**

**Ice Cream**    Glacier Club 1/2 Gal.    **59¢**

**MARYLAND CLUB COFFEE**    lb. Can    **79¢**



**TEFLON COATED SKILLET**  
**\$1.49**

While They Last  
 With this coupon and \$5.00 or more purchase.  
 Coupon Expires March 31st.

**RED Potatoes**    8 lb. Bag    **69¢**



**LEMONS**    full of juice lb.    **19¢**

**Bananas -- Grapefruit**

**MIX or MATCH**    **7:99¢**

**Jam**    BAMA RED PLUM 18 OZ.    **3 For \$1**

**Trend Detergent**    Giant Box Powder    **49¢**

**Frozen Shrimp**    Blue Plate Breaded 10 oz.    **55¢**

**Facial Tissue**    DOESKIN 400 Ct. Box    **5 For \$1**

**Cream of Oats**    3 MINUTE 13 OZ.    **25¢**

**Flour**    Shurfine 5 lb. Bag    **39¢**    **Crisco**    3 lb. Can    **79¢**

**Oleo**    Food King 1 lb.    **19¢**    **Eggs**    Taylor & Sons Grade 'A' Med. Doz.    **35¢**

**100** (\$10.00 Worth) **100**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 3 Bottles of 20 oz.  
**Hunt's Catsup**  
 Good Through March 28th  
 Limit 1 Per Family

**75** (\$7.50 Worth) **75**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 2 lb. Bag - 3 Minute  
**POP CORN**  
 Good Through March 28th  
 Limit 1 Per Family

**50** (\$5.00 Worth) **50**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 2 lbs. Fresh Lean  
**Ground Beef**  
 Good Through March 28th  
 Limit 1 Per Family

**75** (\$7.50 Worth) **75**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 3 Boxes Kraft Choc. Window Box  
**CANDY**  
 Good Through March 28th  
 Limit 1 Per Family

**75** (\$7.50 Worth) **75**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 2 lb. Cello Bag, Tender  
**COOKIES**  
 Good Through March 28th  
 Limit 1 Per Family

**50** (\$5.00 Worth) **50**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 1 Fresh Dressed  
**FRYER**  
 Good Through March 28th  
 Limit 1 Per Family

**75** (\$7.50 Worth) **75**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 3 - No 2 1/2 Shurfine Sliced or Halves Y. C.  
**PEACHES**  
 Good Through March 28th  
 Limit 1 Per Family

**100** (\$10.00 Worth) **100**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 1 Pair Du-Barry Super Latex Rubber Household  
**GLOVES**  
 Good Through March 28th  
 Limit 1 Per Family

**100** (\$10.00 Worth) **100**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 14 oz. Aersal Furniture Polish  
**PLEDGE**  
 Good Through March 28th  
 Limit 1 Per Family

**50** (\$5.00 Worth) **50**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 1/2 Gallon Bleach  
**CLOROX**  
 Good Through March 28th  
 Limit 1 Per Family

# TAYLOR & SONS

## FOODS

LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

★

YOUR HOME TOWN BOYS

★

CASH AND SAVE

**REDEEM YELLOW COUPONS**  
 THRU MARCH 28TH  
**Get Free Stamps With Items**  
 Specified On The Coupons By Presenting Same At Check Out Counter.

**100** (\$10.00 Worth) **100**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 Gillette Stainless Steel - 6 Blade Size Disp.  
**Razor Blades**  
 Good Through March 28th  
 Limit 1 Per Family

**75** (\$7.50 Worth) **75**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 4 - No. 303 Cans Shurfine W. K. Golden or C. S. Golden  
**CORN**  
 Good Through March 28th  
 Limit 1 Per Family

**50** (\$5.00 Worth) **50**  
**FREE S&H GREEN STAMPS**  
 With Purchase of  
 1/2 Gallon Bleach  
**CLOROX**  
 Good Through March 28th  
 Limit 1 Per Family

**LET'S COOK SOMETHING**

**Anyone Know How Philpy Got Its Name?**

By CECILY BROWNSTONE  
Associated Press Food Editor

HERE'S WHERE we ask for help. In cook books published in the early part of this century, recipes for corn bread made with cooked rice were sometimes called Philpy. Search as we have, we've never found any clue to that name. Where did it come from? Has it any particular significance. Does anyone know?

But even though we can't tell you the derivation of Philpy, we've tested recipes for it. This is one of them:

**PHILPY**

3/4 cup sifted flour  
2 teaspoons baking powder  
1/2 teaspoon salt  
3/4 cup enriched white or yellow corn meal  
1 cup milk  
1 large egg  
3 tablespoons shortening, soft  
1 cup cooked rice  
Extra butter  
Strawberry or raspberry jam, if desired

Grease the bottom of three 8-inch round layer-cake pans. Line bottoms with wax paper; grease paper.

Into a medium mixing bowl, sift together the flour, baking powder, salt and cornmeal. Add the milk, egg and soft shortening. With a rotary beater (hand or electric) beat until smooth — about 1 minute; do not overbeat or bread will have tunnels. Lightly stir in the cooked rice.

Divide the batter evenly among the three prepared pans. To do so, spoon batter into the center of a pan, then with the sides of the pan against the palms of your hands, rotate the pan so the batter will spread evenly to the edges.

Bake in a hot (400 degrees) oven until a cake tester inserted in the center comes out clean — 20 to 25 minutes. (Tops will be a pale color.) If you use one oven, place 2 of the pans on one rack a little higher than center, then place the remaining pan on the rack beneath but not directly under the other pans.

Cut the thin layers into wedges in the pans and serve at once with a generous amount of butter.

Or turn out one layer of the bread onto a serving plate; remove the wax paper; slather with a generous amount of butter; top with the remaining layer

in similar fashion. Do this carefully because layers are thin and on the crumbly side. If you want a sweet touch, add a layer of jam over each slathering of butter.

Makes 8 to 12 servings.

**FAMILY DINNER**

Cabbage is steamed atop spareribs!  
Spareribs with Green Cabbage  
Potatoes Buttered Carrots  
Tapioca Cream W/Strawberries

**SPARERIBS WITH GREEN CABBAGE**

1 1/2 pounds spareribs, cut apart  
1 cup finely chopped celery  
1/2 cup chopped green pepper  
1 can (8 ounces) tomato paste  
1 1/2 cups tomato juice  
1 clove garlic, minced  
1 small head green cabbage  
1 1/2 teaspoons salt

In a large skillet, brown the spareribs; remove. Add celery and green pepper to fat in skillet; cook gently for 5 minutes. Return spareribs to skillet with tomato paste, tomato juice and garlic. Simmer until spareribs are tender — about 1 1/2 hours. Meanwhile core cabbage and cut into 1/2-inch thick slices; sprinkle with salt and cover with ice cubes; let stand while meat is cooking; then drain cabbage and place on top of meat and sauce. Cook, covered, until cabbage is just tender — 15 to 18 minutes. Makes 4 to 5 generous servings.

**SATURDAY SNACKTIME**

A take-it-easy lunch or supper.

Make-Your-Own Sandwiches  
Giant Salad Bowl  
Raisin Applesauce Cookies

**RAISIN APPLESAUCE COOKIES**

2 cups sifted flour  
1/2 teaspoon baking soda  
3/4 teaspoon salt  
1 teaspoon cinnamon  
1/2 teaspoon each allspice and cloves  
1/2 cup shortening, soft  
1 cup firmly packed dark brown sugar  
1 egg  
1 cup sweetened canned applesauce

1 cup quick-cooking rolled oats  
1 cup raisins, rinsed in hot water and drained  
Sift together the flour, baking soda, salt, cinnamon, allspice and cloves. Add shortening, sugar, egg and applesauce; beat until smooth — about 2 minutes. Stir in rolled oats and



**SOUTHERN COOKS** make corn bread with sometimes layer the bread with jam. (AP corn meal, flour and rice. Northern cooks Photo)

**SUNDAY SUPPER**

French cooks make the most of celery root. Worth trying!  
Sliced Beef Stuffed Potatoes  
Broiled Tomatoes Rolls  
Celery Root Salad

**CELERY ROOT SALAD**

1 1/2 pound celery root  
1 jar (8 ounces) marinated artichoke hearts  
1/4 to 1/2 teaspoon dried oregano, crushed  
1/2 teaspoon salt  
Cracked pepper to taste  
1 1/2 to 2 tablespoons tarragon vinegar  
Cook celery root in boiling salted water to cover until tender — about 40 minutes; cool and remove skin. Dice. Add artichoke hearts with their marinade, 1/2 teaspoon salt, pepper and vinegar; mix lightly. Chill for several hours or overnight. Serve on lettuce with a pimiento garnish. Makes 4 to 5 generous servings.

**CHILDREN MADE THE WHITE HOUSE CHRISTMAS OF 1835 UNFORGETTABLE.**

Six young relatives of Andrew Jackson were told by the President that Santa Claus never had visited him when he was a boy. The children insisted that he hang up his stockings on Christmas Eve. The next morning, Jackson's secretary found him in tears over the corn-cob pipe, tobacco and trinkets the youngsters had stuffed into his stockings.

**Texas Farmers, Ranchers Asked To \$300,000 In Screwworm Funds**

DALLAS (Special) — Texas farmers and ranchers have been asked to raise \$300,000 to keep the screwworm eradication program in operation through June. The Southwest Animal Health Research Foundation set the two week period beginning March 29 for committees in all Texas counties to ask livestock producers for contributions to keep the popular insect eradication project alive until the Federal government can assume full financial responsibility. Livestock industry leaders are hopeful that with Congress considering a U. S. Department of Agriculture request for \$5 million, this will come about July 1.

DOLPH BRISCOE Jr., SWAHRF president of Uvalde, stated his organization had investigated all alternatives before deciding to ask for additional contributions from producers and assure the livestock industry that its funds are vital to the continuation of the eradication project. He said a reduced level of operation during the winter and economies in production of sterile screwworm flies have extended available funds by several months, else a fund drive would have been necessary much earlier.

Eradication experts have estimated that during April, May and June, which in the past has been time of heavy screwworm activity, 100 million sterile screwworm flies will be needed

each week to keep fertile insects from Mexico from reinfesting the Southwest where the livestock pest has been eradicated through use of the sterile male fly technique. Cost of operating at this level will be \$12,000 a day or approximately \$1.1 million for the three-month period.

Animal health committees have been organized in all counties. Livestockmen will be asked to contribute 10 cents for each head of beef or dairy cattle or horse and two cents for each head of sheep, goats or swine. A similar campaign conducted by the Foundation earlier resulted in more than \$3 million being raised for the eradication program.

**HOUSEWIVES' BEST FRIENDS**  
NEW YORK (P) — Every woman has an engineer in her life — whether she knows it or not.

What are the engineering developments that have most benefited homemakers in the past 100 years? The opinions of some 7,000 engineering alumni of Columbia University were polled as one of the activities commemorating the 100th anniversary of engineering education at the school.

Consulting their own little women, the graduates ranked the bringing of electricity into the home as the most important engineering contribution. Second most important was the mass production of clothing. Next came the use of automatic equipment in the kitchen, and then the development of frozen foods.

One thing the engineers all agreed on: the homemaker of today is no longer a slave to the kitchen, thanks to modern engineering.

Wilson A. (Snowflake) Bentley, the Vermont farmer who spent years photographing snow crystals, made some 6,000 microphotographs of snowflakes. His pioneering studies have become a standard reference for meteorologists.

Office Furniture  
THE INK SPOT

Lithography — Letter Press  
Printing

**REDEEM THIS COUPON**

FOR 250 FREE STAMPS

**250 FREE GUNN BROS. STAMPS**

with every  
• Lubrication • Oil Change • Filter  
**HILLS TEXACO**

Present This Coupon At

**HILL'S TEXACO**

"Service Is Our Middle Name"

144 W. 1st.

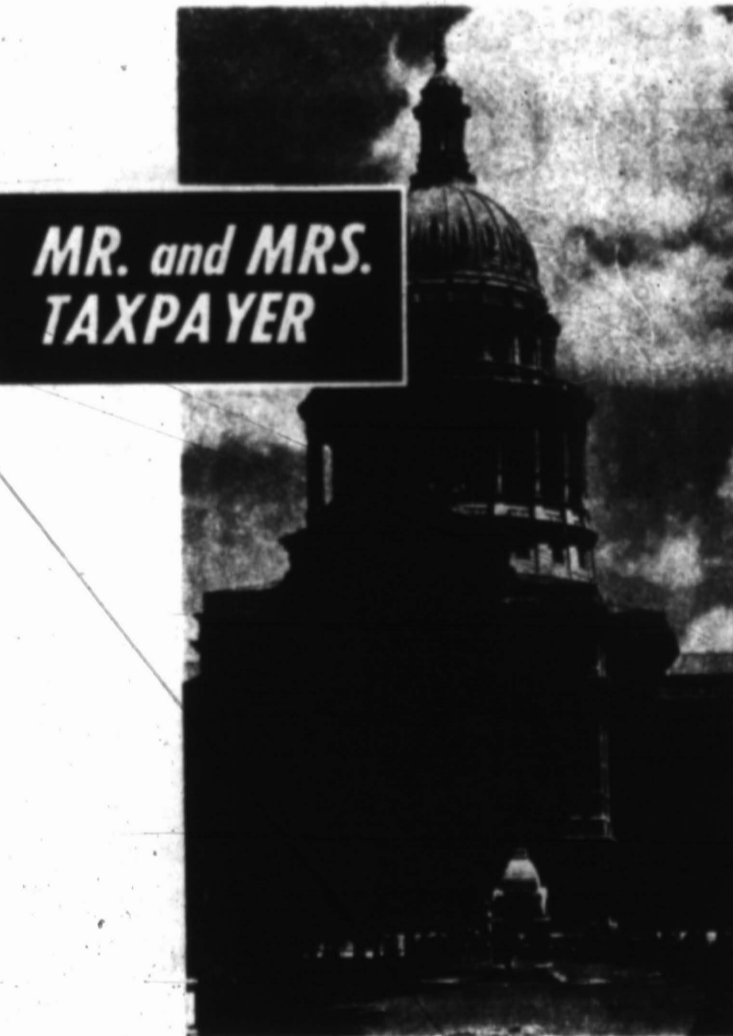
EM4-1823

**WANT MORE IRRIGATION WATER?  
CLEAN OUT YOUR WELL WITH  
DRY ACID**

Proven on the Plains since 1949  
in both old and new irrigation wells.  
SEE YOUR LOCAL WELL MAN.

**COTEY CHEMICAL COMPANY**

2301 Avenue G / Sherwood 7-2096 / Lubbock, Texas



**THE TAX SHOULD COME FROM HERE**

**NOT HERE**



The Governor's program will cost the local district almost twice as much, and the teachers will receive less than half as much salary raise. Or conversely, the TSTA program will cost the district about half as much locally and will provide more than twice as much raise for every teacher.

Keep in mind that local districts pay far more than 20 per cent of the cost of operating our schools. Under state law, local districts pay all of these costs:

- (a) All of the cost of school buildings and equipment.
- (b) All of the salaries paid above the minimum schedule.
- (c) The total salaries paid to teachers employed in excess of the allotment under the Minimum Foundation Program.

**TEXAS TEACHERS ARE PAID \$774.00 BELOW NATIONAL AVERAGE**

**OVER A MILLION TEXAS TAXPAYERS HAVE PUBLICLY ENDORSED THE TEACHERS \$45 FOR '65 PROGRAM**

**BUILD A NEW HOME NOW!**



**•Ranch Style •2 Story**

**We Have Plans Available**

Whatever your desires for a new home, we have the plans available. Come in today and let our expert home planners help you with your home building problems. We're experts at our trade.

**LET US CONTRACT YOUR NEW HOME**

**Carl McCaslin Lumber Co.**

A COMPLETE BUILDING SERVICE

1 Block East of Courthouse

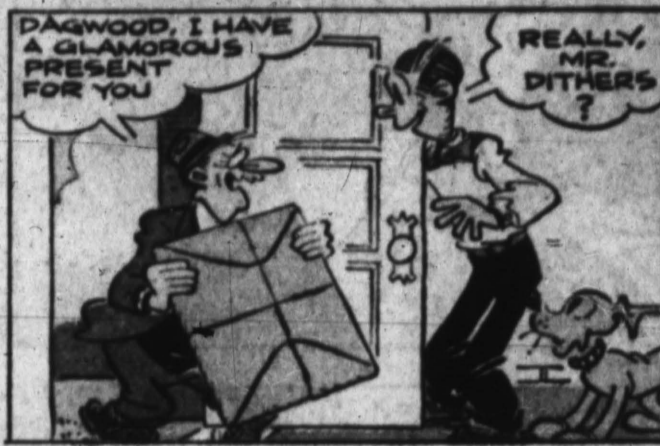
Phone The Lumber Number EM4-3434

## BLONDIE

CHIC YOUNG  
by YOUNG



NOW, WHO COULD THAT BE?



DAGWOOD, I HAVE A GLAMOROUS PRESENT FOR YOU

REALLY, MR. DITHERS?



A LIFE-SIZE PORTRAIT OF MYSELF IN OIL



IT'S LOVELY, MR. DITHERS

HE EVEN CAPTURED YOUR SQUINTY LITTLE EYES



NEVER LET IT BE SAID A BOSS HASN'T A HEART

WE'LL HANG IT IN A PLACE OF HONOR IN OUR HOME



IT'S A WONDERFUL FEELING TO MAKE PEOPLE HAPPY LIKE THAT



OKAY—NOW, WHERE DO WE HANG IT?

OH, DEAR



ABSOLUTELY NOT—NOT IN MY LOVELY LIVING ROOM!



HOW ABOUT THE DINING ROOM?

NO—WE HAVE TO EAT IN THERE



DAGWOOD—I DON'T LIKE YOU WHEN YOU GET THAT LOOK ON YOUR FACE!

HEH HEH HEH



NO-NO-DAGWOOD, NOT THERE!



STOP STARING! HAVEN'T YOU EVER SEEN ANYONE TAKE A BATH BEFORE?

## MANDRAKE THE MAGICIAN

BY LEE FALK & PHIL DAVIS



HE WAS LUCKY FELLA. IN HIS TIME, WHOLE EARTH TO EXPLORE. NOW--IT'S ALL KNOWN.



ALMOST TRUE, LOTHAR. SPACE IS NOW THE GREAT UNKNOWN--BUT WE HAVEN'T RUN OUT OF DISTANT PLACES HERE --



THERE ARE STILL MYSTERIES AND UNDISCOVERED CRANNIES ON THIS PLANET--AND WILL BE--FOR YEARS TO COME--



ONE OF THE EARTH'S "DISTANT PLACES"--SOMEWHERE IN GREENLAND, A PLACE OF "ETERNAL" ICE AND SNOW--



--A MINOR EARTHQUAKE--DISTURBING ONLY A FEW RABBITS AND WOLVES--AND TUMBLING ANCIENT ICE INTO THE COLD SEA--



--LATER, A POLAR BEAR CLIMBS UPON A NEWLY-MADE ICEBERG OF THE ANCIENT ICE --AND FINDS SOMETHING OF INTEREST--



TWO HUNTERS -- IN ANCIENT CRAFT BUT WITH MODERN WEAPONS--ON THE TRAIL OF THE BEAR--



ONLY WOUNDED HIM--BLAST--!



BEAR FOUND SOMETHING HERE --MAYBE FISH CAUGHT IN ICE?



BEGINNING: THE TRAVELER'S TALE

# The PHANTOM

By Lee Falk



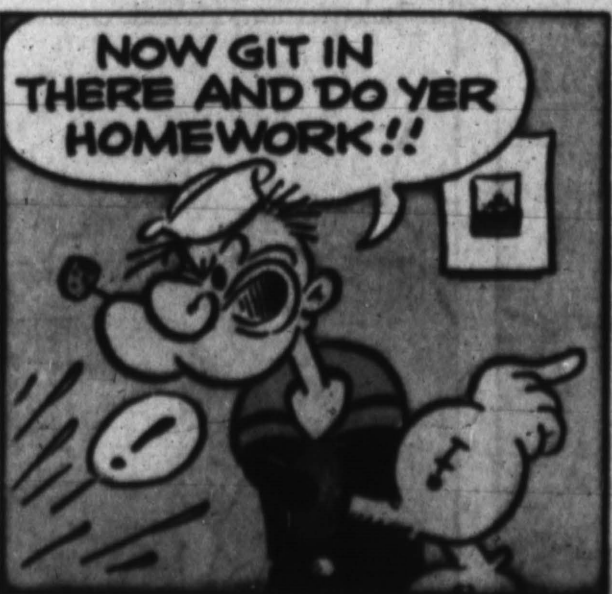
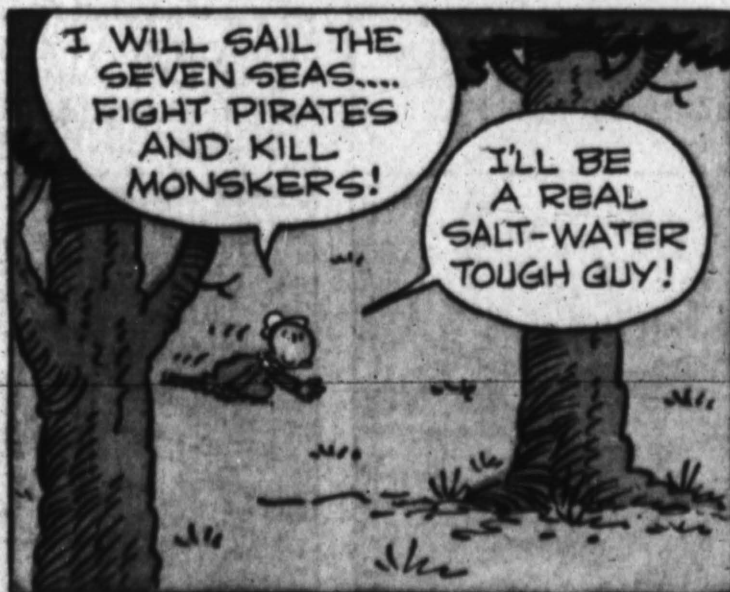
# BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



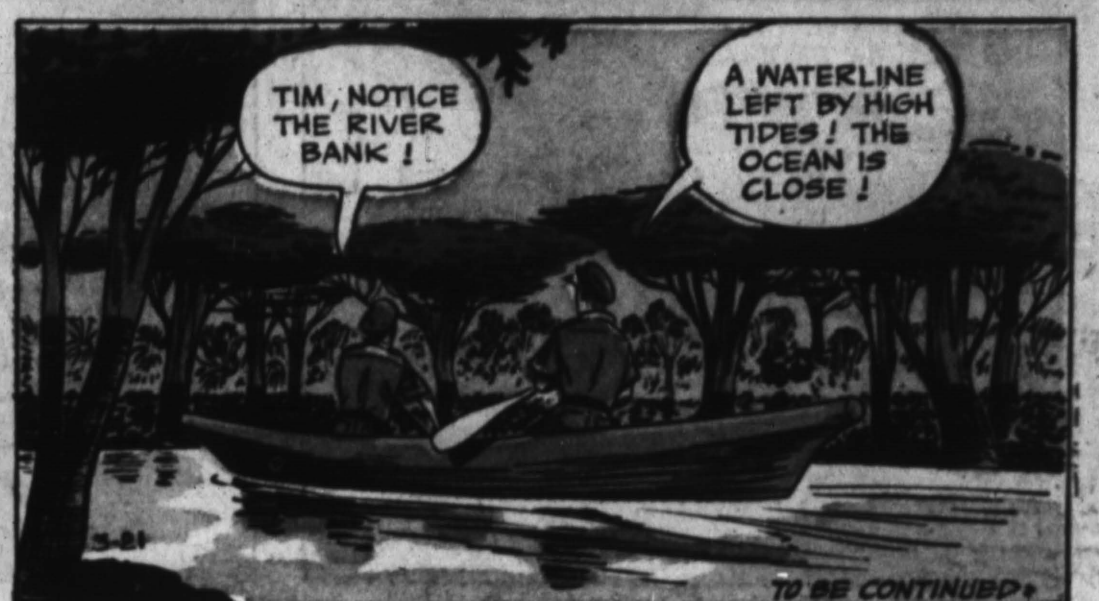
# THIMBLE THEATRE starring POPEYE

by BUD SAGENDORF



# TIM TYLER'S LUCK

by Lyman Young and Tom Massey



# GRANDMA

by Chas. Kuhn





**MISTER BREGER**

by Dave Breger



**BARNEY GOOGLE and SNUFFY SMITH**

by FRED LASSWELL







# beetle bailey

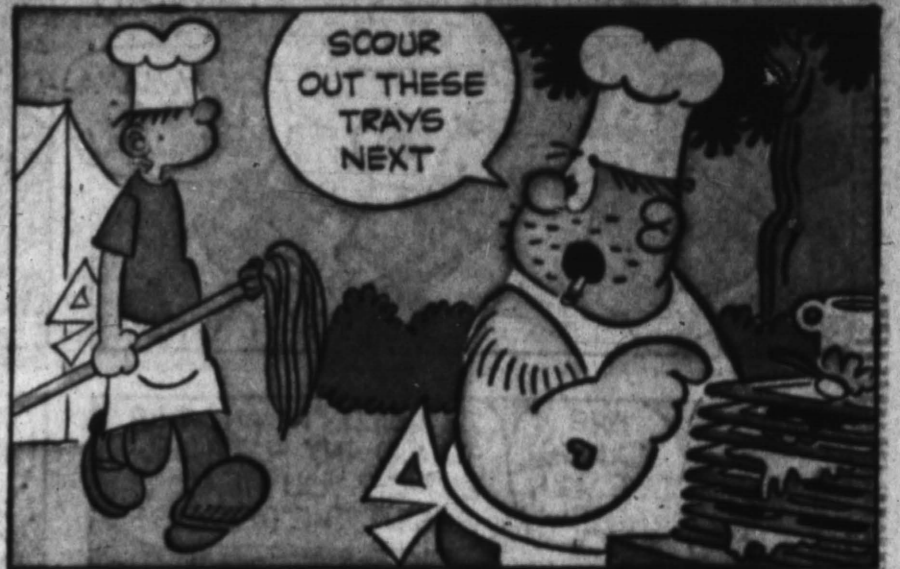
by mort walker



BE SURE TO MOP UP GOOD



BEETLE



SCOUR OUT THESE TRAYS NEXT



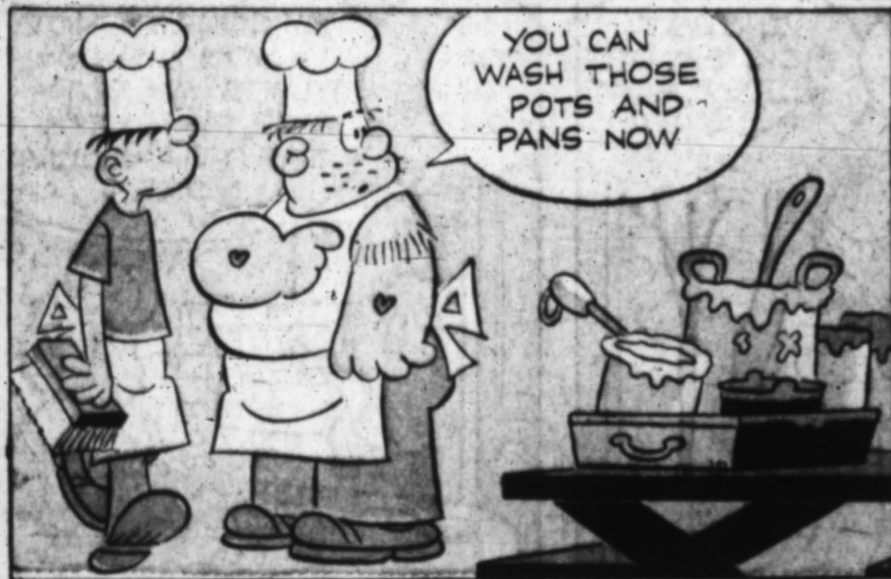
BEETLE!



BE SURE AND SCRUB DOWN THAT STOVE GOOD



BEETLE!



YOU CAN WASH THOSE POTS AND PANS NOW



BEETLE!!

NOW WHAT DOES HE WANT? I'VE SCRUBBED EVERYTHING IN THE KITCHEN!



3-21

Mort Walker

## FLASH GORDON

by MAC RABOY

HAVING CRASH-LANDED HIGH IN THE ANDES, FLASH AND WALLY GREEN ARE ATTACKED BY AN ARMED BAND DRESSED AS EARLY SPANISH COLONISTS...!



BLAST IT! THE HATCH IS JAMMED... AND THE VIEWPORT'S UNBREAKABLE...!



...AND FLASH IS OUT THERE ALONE! MAYBE I CAN BLAST THROUGH THE VIEWPORT!



HALT! COWARDS! ATTACKING A MAN AT SUCH ODDS!

A DEMON-- NOT A MAN!

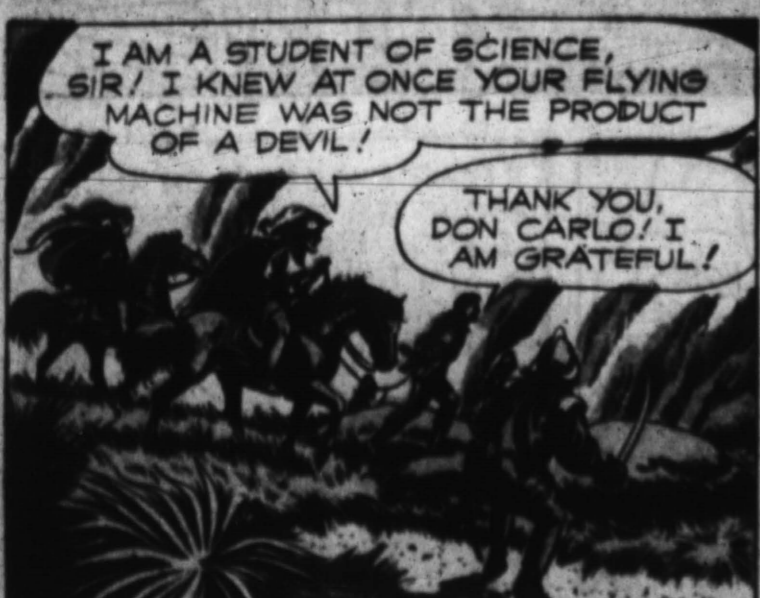


HE MUST BE TRIED AND KILLED-- HERE AND NOW!

NO! THE JUDGES SHALL DECIDE, IN TOWN!

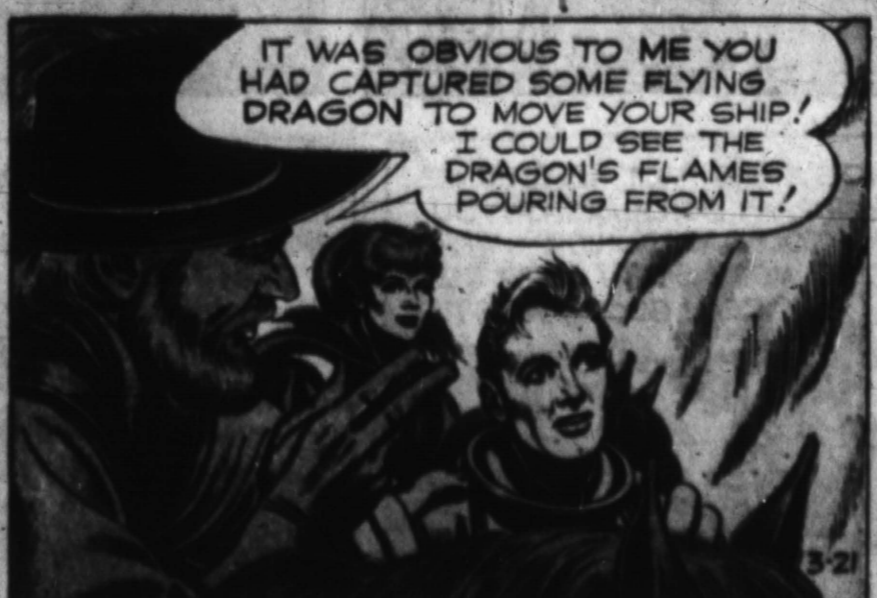


THEY'RE TAKING HIM PRISONER! WALLY GREEN, YOU BUMBLING BABOON-- HOW'D YOU GET YOURSELF LOCKED INTO YOUR OWN SHIP, HELPLESS?



I AM A STUDENT OF SCIENCE, SIR! I KNEW AT ONCE YOUR FLYING MACHINE WAS NOT THE PRODUCT OF A DEVIL!

THANK YOU, DON CARLO! I AM GRATEFUL!



IT WAS OBVIOUS TO ME YOU HAD CAPTURED SOME FLYING DRAGON TO MOVE YOUR SHIP! I COULD SEE THE DRAGON'S FLAMES POURING FROM IT!

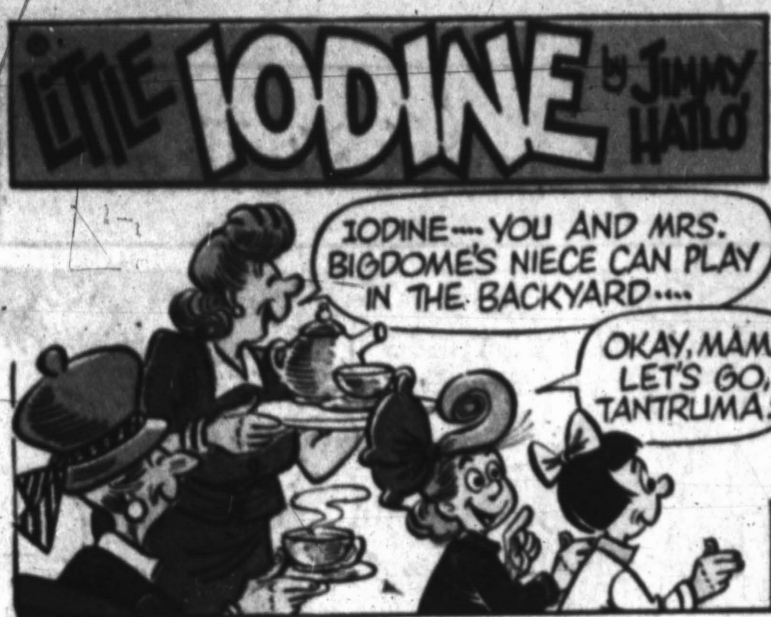


FLASH..FLASH! WALLY HERE! ARE YOU OKAY? COME IN, FLASH...

YOU HEAR? VOICES FROM THE DEMON'S CHEST! EL MONO'S SWORD SHALL END IT!

NEXT WEEK-- THE WRECK!

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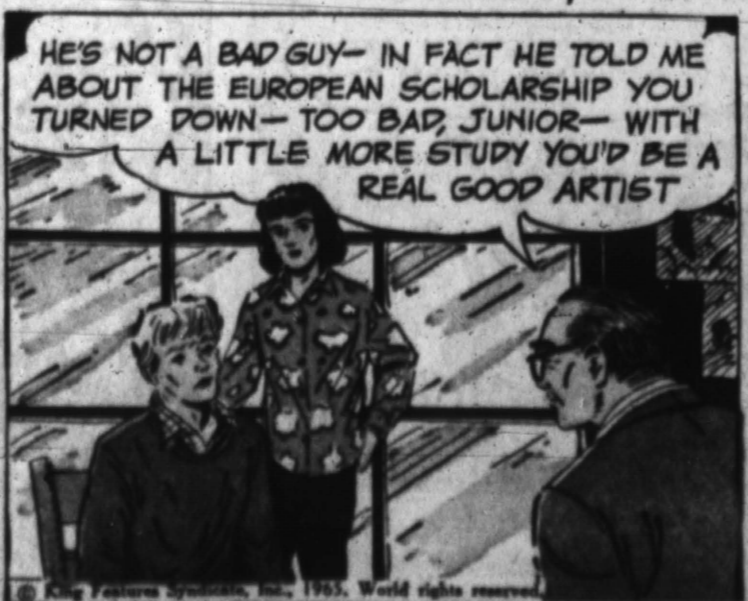
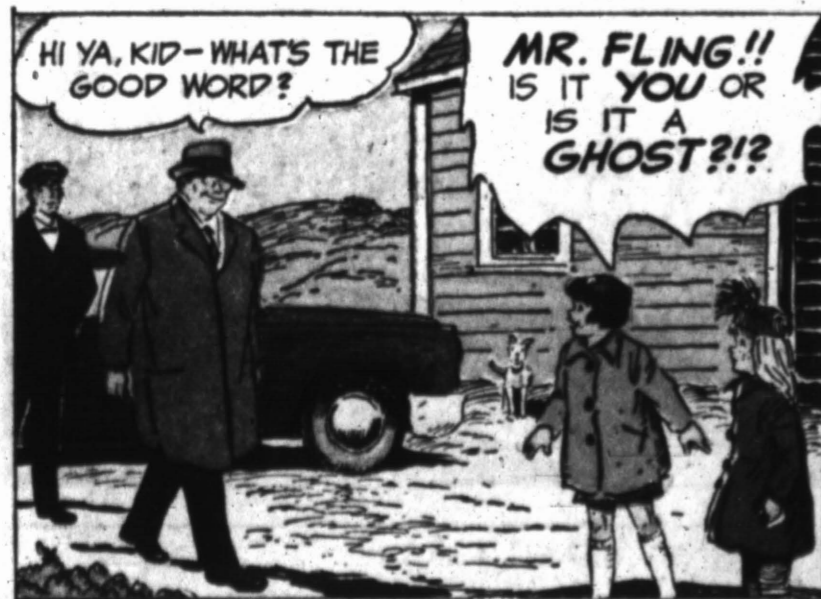
# The Little Woman

by DON TOBIN



# LITTLE ANNIE ROONEY

By DARRELL McCLURE



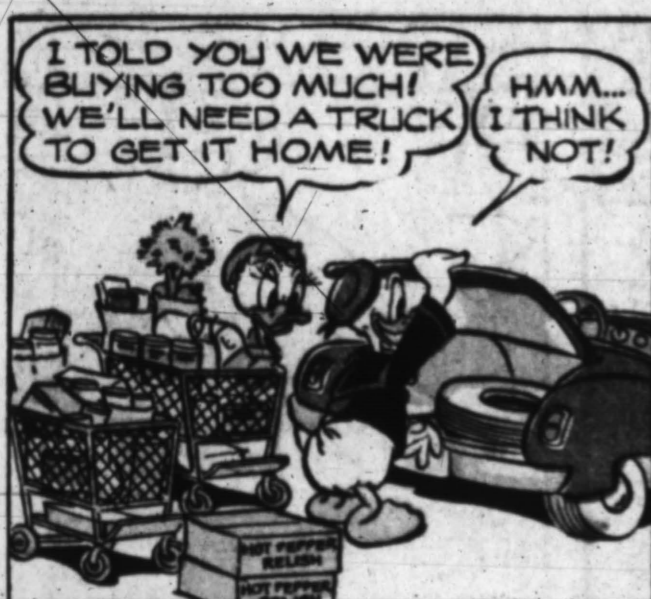
# The LONE RANGER

by Charles Flanders and Paul S. Newman



# DONALD DUCK

by WALT DISNEY



# BUZ SAWYER

Featuring His Pal Rosco Sweeney

by ROY CRANE



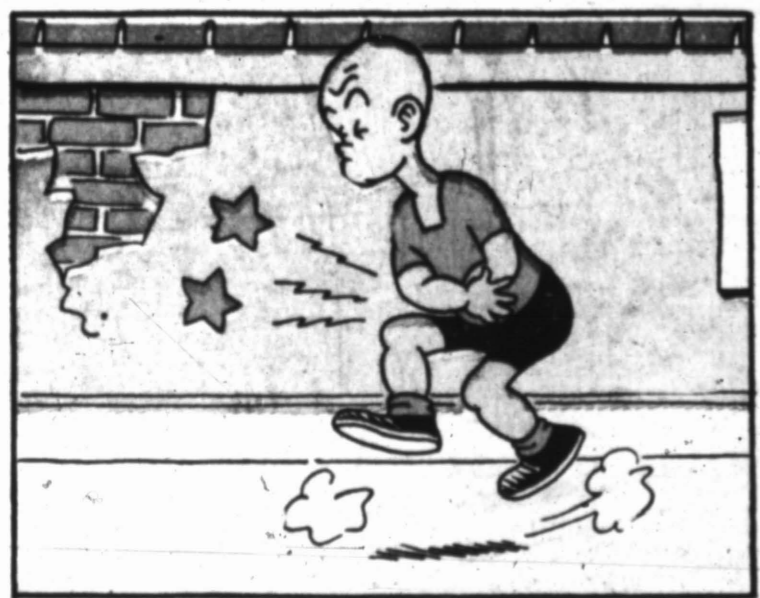
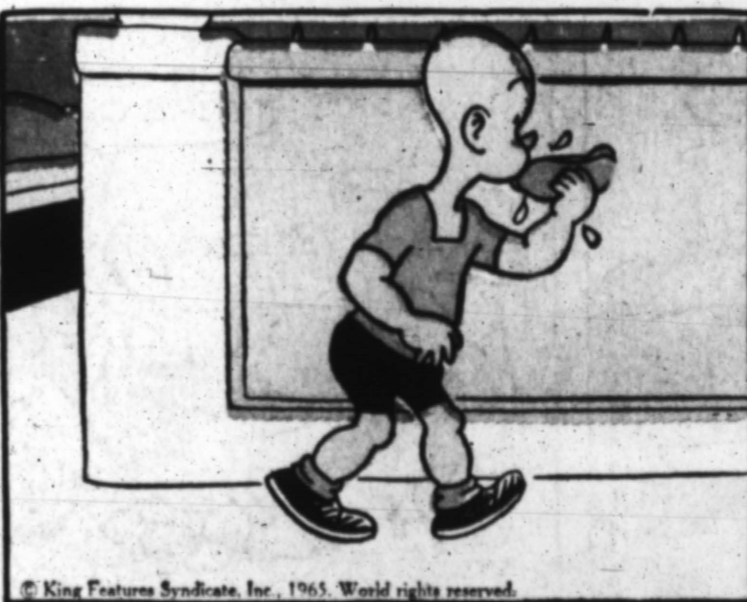
# MICKEY MOUSE

by WALT DISNEY



# HENRY

by CARL ANDERSON



# The KATZENJAMMER KIDS

by JOE MUSIAL



here's that girl again... in

**James Kenrob**  
Knit-Mates



Fashion gives the cowl sleeveless shell a huge ribbing, then teams it with a jacket that's a real stitch - the skirt plays it straight to both of them.



Here is 'sailor' talk with a fringe benefit - plus a split personality (thanks to the elasticized bottom) that goes blouson or plays it straight over a slim skirt.

AND  
SUDDENLY  
IT'S  
SPRING

**Gaston's**  
POPULAR STORE

  
so unmistakably...  
**johansen**



White Lustre  
Calf . . . . \$18.95



Black Patent . . . \$18.95  
White Lustre  
Calf . . . . \$19.95



Bone Lustre Calf  
Black Patent  
\$18.95

Mr. Easton! \$14.95

Andrew Geller \$26.95 to \$33.95

# Forecasting Fashion Spring



**FORECAST: fair and lovely, all the way!**

Suddenly, a feeling of excitement fills the air . . . it's Spring! Time to freshen a winter-weary wardrobe, time to put your home in sparkling new dress! You'll find wonderful spring fashions in your ready to make Spring '65 your smartest, ever! Turn the pages, and catch spring fever . . . you'll love it!

**The Sunday Brand**

HEREFORD, TEXAS

SUNDAY, MARCH 21, 1965

**Easter Fashion  
Supplement**

## Permanent Press Helps Hard Working Mom!

"Permanent press," a new wash-and-wear process that lets creases and pleats "bounce back" after washing!

What a boon to Mom as a labor-saver!

Ideally suited for modern laundry appliances, the new Koratron fashions (by Koret of California) will include ankle-length capris, Carmel shorts and slim skirts in year-round colors.

These new garments will return to their original shape and press after laundering — in effect, they press themselves!

Of special importance to realizing the best laundering results with "permanent press" fashions is today's all-automatic dryer for "permanent press" garments.

Dryers with electronic control, innovated by Maytag, also feature an automatic cut-off of the dryer operation at the end of the special wrinkle-removing conditioning period.

To wash the new fabrics, laundry experts recommend setting your automatic washer for a five-minute wash using warm or cold water and regular operating speed. Intensity of colors determines whether warm or cold water is used.

Use regular laundry detergent, but with cold water use a dissolved granular or liquid laun-

dry detergent. Two fabrics are featured in this new Koret line. Koratron Bulwark is a blend of Fortrel polyester and cotton; Flexidim is an east-west stretch cotton that resists sag. So, jump on the "permanent press" wagon... it's all there just for the wearing.

## Sportsmanship Is Not Dead

Good sportsmanship never goes out of style. This spring in Boys' Clubs throughout the country over 600,000 members will be offered a chance to be trained in sports, crafts and good citizenship. The combination has proven just about unbeatable.

And this combination has produced "teams" not "gangs" roaming the streets, looking for trouble. Boys' Clubs can also share the responsibility of producing such fine men as Baseball's Joe DiMaggio, Football's Albie Booth and Boxing's Carlos Ortiz.

But the list doesn't stop there. Other notables as Sid Luckman, Bill Dickey and Ralph Branca started many a Spring training in a Boys' Club.

The late Herbert Hoover, who served as chairman of Boys' Clubs for twenty-eight years, summed up their sports program very well and tersely. "The laws of sportsmanship," he said, "are second only to religious teaching." In his honor, the Clubs have established the Herbert Hoover Memorial Fund. It will supply needed funds to achieve his goal of one thousand Clubs for one million deserving boys.

These youngsters — our "Most precious natural resource," as Mr. Hoover called them, can be helped to lead good lives.

Contribute to the Herbert Hoover Fund of the Boys' Club of America, Box 1000, Times Square, New York.

## New Hair Style Wavy And Short

Recent interview of the nation's top beauty editors show that the popular new look in hair styles is short but not shingled, wavy, but not "marcelled". The most important new words, according to Lilt Reference Service, are fluffy, ruffled and casual curls.

Hair accessories will stage a big comeback in the new few months. New feminine hairstyles are ideal for bows, barrettes, tiaras and hair bands. Interesting new materials are being used for these such as leather-look plastics, braided and embroidered weaves and stretch knits for bands, according to the Lilt Reference Service.

Other hair fashion news includes shorter cuts, and an emphasis on well-brushed "swinging" shiny hair which complements today's feminine picture.

Handbags have taken a cue from the new feminine fashions and are favoring soft, mellow leathers, suedes and reptiles in newer, smaller shapes. Many bags feature fine little dress-maker pleats and tucks, and are reminiscent of the twenties. Shoulder bags continue in popularity, while others are dangled on short straps or chains. Often bags have both, for versatility and double duty.



**CHECK & DOUBLE CHECK** — The boldest check of them all is Arrow's V. I. Pima in a great tablecloth check of deep blue against off-white. Cut to traditional Cum Laude lines, this shirt has the important tapered look, the three-button collar, the back loop... everything needed for the Spring 1965 look!

## Watch Designs Change, Assume Greater Place In New Fashion

The many new designs in watches give them a greater fashion importance this season. Leading in popularity are bracelet watches which serve both as fashionable jewelry, as well as accurate timekeepers.

Glamour has been added to gold and gold filled cases and bracelets by exciting new finishes. Besides the Florentine, matt and brushed finishes, there is a new "leather-textured" finish for semi-trailored watches.

Watch faces come in round, oval, square marquise and pear shapes and the lovely hexagon shape is back.

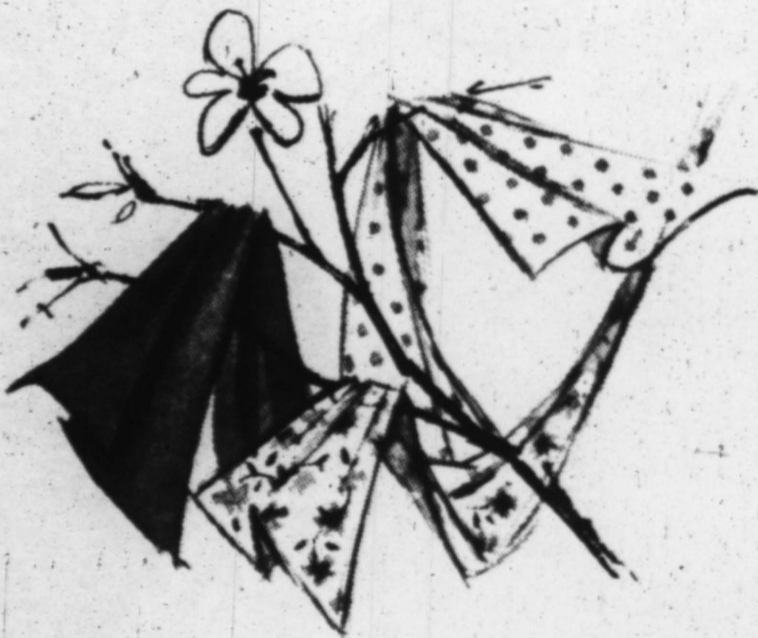
Beveled crystals are still important and add sparkle. A new type of crystal, beveled on the underside with a plain top gives watch faces a "framed picture"

The watch with a variety of colored bezels and matching watch straps is very popular. A quick change creates a different watch for every occasion or costume.

Pendant watches are very important this season.

In the jewel-studded watches, there is no limit to the dazzling beauty and queenly elegance. Bracelets are wider and more elaborately designed with combinations of round, pear and marquise diamonds. Emeralds, rubies and sapphires are also used to add to these glamorous timepieces. The faces of many of these watches are ingeniously concealed by jewel-studded lids which slide or pop up to reveal the time.

# Sew Now For Easter



Many, many pieces of new materials from which to choose your spring wardrobe.

**LADY FAIR** Fabric for dresses and suits. 54% rayon and 46% acetate. Crease resistant. 45 inches wide. **\$1.98 yd.**

**COHAMA** Fabric for dresses and suits 70% rayon, 24% acetate and 6% sillo. 45 inches wide. **\$2.98 yd.**

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## Gold Mine In Handknit Styles

Spring fashions have found a gold mine in new handknit styles. Knits are more important than ever and women can take to their needles to make the season's richest fashion treasure.

In an age of machine-made tools, handknits are the answer to custom originality in dress design. And, the accomplishment of turning out handsome, hand-knit fashions is a boost for the ego as well as the wardrobe.

Spring knits are designed to keep pace with women on the go. Bernat, yard producers, have an around-the-clock collection of ready-to-knit styles inspired by world-famous designers. Dresses have the new "easy" skirts. Wear them beltless or tied gently at the waist. Chanel-type suits and blazer jackets are impeccably crisp, springy and fun to knit.

The popularity of knits is greater than ever this season, and they'll be worn everywhere for everything from active sports to dressy affairs.

The "narrow" coat is the season's smartest cover-up. Bernat's new coat designs are gently fitted to hug your shape. Their easy lines are set off by boldly cabled patterns for rich texture. Sweaters are always in season, and this spring designs run from skinny shells to longer, Continental look. Pullovers and cardigans are long-waisted and new tunic styles stretch even lower with side slits for easy striding. Many Bernat sweaters knit-up quickly, even for amateur knitters.

Easy to follow instructions for knitting -Bernat designs are available in yarn shops and art needlework departments.

Handknits are free and care-free. Simple, versatile designs can be worn daytime and for an evening out. Handknits say never-mind to wrinkles and well-dressed women in their own hand-knit fashions will be fresh as morning at the end of the day.

# Featherweights Weigh In This Spring

Not since Eve in the Garden of Eden have women been so lightly clad as is the fair sex for spring 1965.

Not only is the American woman the lightest dressed, but also the coolest and shapeliest in outerwear and undercover garments created in the wispiest, sheerest and most comfortable fabrics ever.

The experts at Gossard, famous makers of foundation garments, say that spring is the harbinger of some of the breeziest shape-makers in the history of women's apparel.

Even the women in Cleopatra's era wore more clothing than does the discreetly-dressed woman of today. Despite the warm climate of the Nile valley, Egyptian ladies wore over ten pounds of clothing. Though tunics were light and filmy, they disguised metal girdles and the jeweled ornaments they wore were quite heavy too.

In the days of Shakespeare, iron corsets were in fashion. To those ten pounds of torture, Elizabethan ladies added farthing-gales and heavily-ornamented gowns and cloaks for a total of about 55 pounds.

In the lush, plush Victorian days, the woman wore a mere 37 or so pounds of fashionable attire. Although her girdles were made of linen or cotton, reinforced with whalebone, it weighed

about a pound. However, petticoats and dresses added up the poundage.

Following World War I, woman's cultural and social status changed — as did her wardrobe.

Even when the flappers cast off her corsets but donned bosom flattening brassieres, her short-skirted dresses, "teddies" and other accoutrements were still in the light-heavyweight division.

But now, long-legged panty girdles weigh in at as little as an ounce. Cottons are as light and airy as tissue and even bosom-shaping contour bras use a few kind of fiberfill — so light that it floats on air — nor do they mat or shift.

Spandex fibers have reduced the weight of fashion's finest creations — from the inside out.

Miraculously, a costume of dress, shoes, bag and all needed accessories, could weight as little as two pounds.

The modern woman has the unique advantage of being able to dress as glamorously as she desires in complete comfort at all times in new, gossamer-weight wardrobe ensembles.

Made of Dacron ployester and Avril rayon, the new fabric can be washed in an automatic washer. The Maytag Home Laundry center suggests you use the

gentle agitation and spin speeds on your washer, warm water and a regular laundry detergent.

The new fabric should be dried at the wash-and-wear setting on the dryer to remove any "wear" wrinkles that may have occurred.

Be careful to remove the garments as soon as the dryer venting further wrinkles by laying them on a hanger. The Maytag of the dryer. Little, if any, ironing is required.

chime to let you know just when it is time to do so, thus preventing further wrinkles by laying them on a hanger. The Maytag of the dryer. Little, if any, ironing is required.

## Fashions Designed For Chic Young Woman Who Keeps Up Busy Pace!

The chic young woman of today is a whirlwind of activity... be she a career gal or young mother! And spring fashions are keyed to her busy pace, with clothes designed to follow the body in motion.

Great examples are the pleated skirts, flicking shortly over lacy legs that walk, dance or climb into cab or car with marvelous abandon and good looks; the disco dresses that tirelessly follow the figure; comfortable trouser suits for active country weekends; and the pants skirts that divide and conquer the most strenuous day.

There's no end to the many refreshing looks the individualist can achieve this spring with such great fashions as narrow blazers with wide stripings, hip-tipping jackets, little bags on short straps or chains, the narrowest little coats, and grosgrain ribbons flowing at the nape of the neck.

The "Mods," those young investigators of English chic, are setting an individualistic pace in sportswear with understated suits, coordinates and shifts, featuring round white collars. It's a look that is simple and distinctive.

Red, white and blue are another great young look as seen in bright navy trouser suits or red and white checked wool dresses for the evening. Red and white hound's tooth is also popular, both in pants skirts and rain suits.

Sweaters are small, close to the body and numerous! This is the time to have a great collection, when there are so many styles to choose from. There are skinny little French ribbed ones, classic shapes in ravishing new shades, sissified styles with crocheted lace edges, red-white-and-blue sweaters striped like T-shirts, parka-like styles that feature outsize zippers, the long-waisted sweaters and the lacy knits.

And while we're on the subject of tops, sheer ones are the latest kind to wear with sportswear.

Plaids are running rampant this spring in coats, dresses and pants. In fact, they promise to be with us right on through fall and winter.

## Wigs & Wiglets For Everyday?

Wigs and wiglets, with great stress on the latter, are more in evidence than ever. Not just making their appearance in the evening, they've adapted themselves to the every day go-to-business or market-life.

An entirely new, more versatile world of wiggyery has come into being. The "Honeycomb" is one exciting example. Made on a round, open work base, one's own hair can be pulled through the openings and blended with that of the postiche. A most dramatic use of the "Honeycomb" is created when a dark-haired woman dons a blonde or silver "Honeycomb," pulls her hair through and blends it in with the wiglet. The total effect, instant frosting. The "Princess" is another innovation in wiggyery. Made on a very small base, it gives a head the complete coverage of a wig... but, because of the tiny base, it may also be whipped up into a chignon, curl-clusters, loops or other marvelous postichery.

Hair color, too joins in the trend toward the look of "Gentillesse". This trend is toward dimension in color. No longer is hair the very same color all over. There is, instead, a subtle blending of colors for more depth and naturalness.

Beige blondes and other sparkling tawny, taupe heads will be most in evidence as official greeters of the Spring season.

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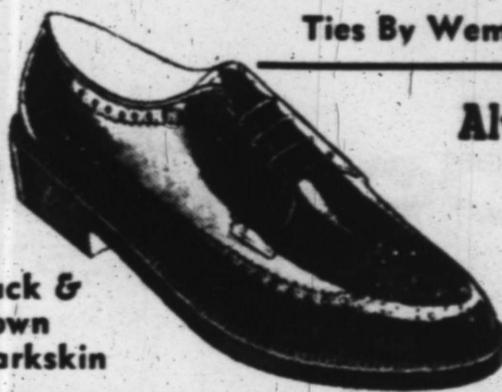


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# Sloppy Fashions Are Out, Out, Out

The beatnik look is gone, and good riddance. Even a poetic genius can ill afford to look sloppy, this spring.

Jonathan Swift, once remarked that he had a friend who wore clothes as if they were thrown on with a pitchfork.

Unless you're a member of that vanishing breed known as beatniks, a sloppy appearance has absolutely nothing going for it... and there's no future in it.

Good grooming and proper dress help create an impression for you and about you, even before you have an opportunity to speak. Indeed, your dress often says many things about you that you don't and can't.

Although there are definite guide lines for good dress, there is still ample latitude to express your own personal taste and preferences.

The essential factor for any well-dressed man is that he chooses a quality suit or sports ensemble which has been properly fitted. Hart Schaffner & Marx points out that men today have a choice of three varied "looks": natural shoulder, for the man who wants his styling classic and restrained; moderate, contemporary styling expressed with tasteful, slim lines; and advance fashion, for men who seek the newest and best of tomorrow's style ideas.

It's helpful to know some of the "do's" and "don'ts" in men's fashions. Here are a few:

**Jacket** — Make certain it covers you adequately in the rear. A jacket that's too long makes the garment look dated; one that's too short dates the garment, too... it looks like you've outgrown it. Judge jacket length on the basis of what looks good on you and for your proportions. However, note that some suit styles are supposed to be shorter than others.

**Trousers** — Here again, length is crucial. Too long or too short makes the wearer look considerably less than well dressed. Best rule-of-thumb is to let the trouser cuff just touch the shoe without an actual "break". You may prefer trousers slightly longer or shorter... it's all a matter of taste. Don't wear trousers that are too baggy. Today's trend is to trimness, but don't

## Rings Appear In Spotlight

Rings have tremendous fashion importance this spring.

New and exciting combinations of colored stones such as rubies and turquoises have created rings of a deep and rich aura. Other dramatic treatment in rings makes use of brilliant enamel and burnished gold, as well as a symmetrical designs in diamonds and pearls, according to the Jewelry Industry Council.

Adding new interest to rings are many beautiful gems that have not frequently been used in rings before. They consist of both real and semi-precious stones such as citrines, tourmalines, peridots, tiger eyes, cat's eyes, topaz quartzes, amethysts and smoky topazes.

go to extremes. No well dressed man ever looked like he was laddied into his pants.

**Hair** — Hair may be a woman's crowning glory but for a man, it's a hat. It adds dignity, maturity and completes the well dressed look. There's no such thing as a man who doesn't look

good in a hat. That man just hasn't been fitted with the proper hat for his build and the configuration of his head.

Check brim width, general hat style and how it relates to you... your head, shoulders, body. For square or round faces, better stick with a fuller crown and

a slightly wider brim. In every instance make certain the hat comes well down on the head... it should never perch precariously on top of the head.

A half inch is a good general rule for the amount of shirt cuff to extend beyond the jacket, too. You may be bold and want to show more linen and cuff links.

**Ties** — Live a little. Use color. Don't be afraid to mix them in shirt and tie combinations. And don't be timid about mixing patterns... with taste, of course. Nothing wrong with a striped tie on a striped shirt... provided they're the right stripes.

## Undergarment For The Young Ladies

A new undergarment for girls of grammar school age is a camisole-type pullover called "the demisole".

Young mademoiselles will like the rib-cage covering top and shown in boucle-knit cotton trimmed with braid to make this undercover story a bright one.

Chanel's nautical theme is almost as strong as it was last season, with the grade school set. Washable white sharkskin is most important here. A blazer jacket with brass buttons may become a "can't do without"! Middies come forward in gay, new guises.

## Handbags, Important Items, Are In With New Colors, Textures

This spring, new leather handbags present a well rounded picture of arm swinging styles endowed with delicate detailing, beautiful leather textures and luscious lightened colors.

Your handbag is an important element in the total fashion picture. It should integrate with the rest of your ensemble to create a "costume look." And this season, that look most often reflects the very feminine "romantic" trend in women's clothing.

Handbag sizes vary from small to quite large, shapes are generally deeper and softened in silhouette. Bringing a light-as-air, easy-care beauty to these pretty purses are elegant leathers — grained, smooth, suede, waxy, genuine patent.

In the daytime dress division, the smartest leather handbags display dressmaker details — draping effects, overlays, scallops. These charmingly feminine envelopes, pouches and box-bags complement the graceful lines of this season's dresses, coats and suits.

For daytime wear, casual category, it's still the leather satchel or tote — no longer oversized, but still roomy enough for those hundred-and-one essentials no lady would be without. Expandable sides and pretty pale colors endow these casual carryalls with that up-to-the-minute "soft touch".

Look to the light when it comes to color. Pastels are bustin' out all over — blue, pink, green, as well as white. The stocking tints in spring leather footwear may be accessorized with matching leather handbags. Also important are bright shades, particularly reds. The "natural leather" colors and that spring perennial, navy, are other favorites.

Late-day and after-dark handbag styles spotlight glossy smooth leathers, distinctive reptiles, glowing lustres and sleek suede leathers. Principally envelopes, clutches and flat pouches with chains, they use a minimum of styling detail such as burnished gold closing, a touch of jewelry or self-leather bow.

so petite, so pretty, so perfect...the new



Styled to please the most particular young fashion arbiter, of the most delicious new and colorful materials young hearts could possibly wish for! Just-suited-to-her detailing, trimmings and ornamentation of the kind you seldom find.

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A Kiss-me-Kate fashion by **KATE GREENAWAY**

I'm checking into every party this Spring in my pouf-y lace-edged Kate Greenaway with matching gingham checked gloves. I've a double-ruffled skirt with bow tie in back. At my shoulder and waist tiny embroidered applique berries twine. In lime or blue.

2-3X ... \$6.00      3-6X ... \$9.00  
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# Swing Into Spring

## with Carlye



Exceptional Elegance... achieved by inserting little lace panels 'round this sheath plus bolero in linen with a dash of cotton. In a matching deeper tone, a lush bowed velvet cummerbund at the waistline. Beige only. Sizes 6 to 18, 7 to 17.



Something new in shirt-waists—this Carlye with its bare-armed simplicity, its superbly tailored look. Filled at the neck with printed chiffon, nipped in at the waist with a fringed, bowed belt. Absolute luxury in 100% silk linen. Peppermint, Palm Green, Glacier Blue, Beige or Navy. Sizes 6 to 18, 7 to 17.



Flowering Linen... all aglow with the beauty of self applique embroidery that blooms throughout the bodice of this whirl-skirted dress. Very spring '65, with emphasis on fit plus flare. Olive, Aquatone, Mink, Grenadine, Brass, all with Oyster bodice. Sizes 6 to 18, 7 to 17.



# THE Vogue

# Furs: Young And Vital

What with tweed going to the opera and denim dining by candlelight, it's only natural that furs should undergo a change of pace this season.

Gone are the days when furs were obvious symbols of extravagance — today they are able to go more places with less formality than ever before, rivaling the infinite variety of cloth coats for dawn to dark, urban to suburban wearability. Today's furs are young, vital, and versatile, while still retaining an aura of opulence.

Noteworthy among the new furs are soft, supple Persian

lamb in natural pales, jet blacks and new color mutations, and sleek, ebony Persian broad-tail lamb with its polished, satiny surface.

Because Persian lamb has not been used extensively in the past, when furs were designed to look lavish, it is emerging as an important fur now that restraint is the prime factor. It lends itself readily to chic understatement, the essence of fashion's "mood raffine."

Leading designers are capitalizing on the versatility of Persian lamb to suggest more uses for furs than ever before, from

the exquisite little jacket for opening nights to the casual daytime coat.

A wardrobe of Persian lamb could conceivably cover every activity in a busy day, starting with a black go-coat, switching to a natural grey greatcoat for luncheon and shopping. A cocktail date might call for a fingertip length, double-breasted brown jacket, followed with a jet black sheath coat for dinner and the theatre. Or, if entertaining at home, an overblouse of garnet red Persian with smoky black undertones would look great worn with velvet pants.

The softness and fabric-like maneuverability of Persian lamb takes on even more significance in chapeaux. Cloches, fedoras, and flattering off-the-face shapes are deftly delineated in Persian without bulkiness.

With such versatility, small wonder that designers are using more and more of this lovely, elegant fur for new spring fashions.

## What To Do With Those 'Awkward Age' Problems In Length Of Hair

The "awkward age" isn't a term confined to children growing up... it also applies to that tiresome period when a woman's hair is growing down from one hairstyle length to another. Thus, girls contemplating the switch from a short cut to a longer hairdo for spring face a real beauty problem.

Here are some helpful "do's and don'ts" from the Helen Curtis Guild:

First of all, don't just shut your eyes and wait for your hair to grow! The average rate of hair growth is from 1/2 to 3/4 of an inch per month, and it grows at different rates all over the head. The results can be pretty straggly-looking!

Do plan specific styles for the interim with your hairdresser, just as you should consult her about the finished style you're working toward.

Figure out how long it will take for your hair to reach the

proper length for the new styles and make your beauty shop appointments accordingly.

Don't choose radical styles while you're waiting; modified versions of your present hairdo will make the change less obvious; when your hair has reached the right length, then is the time to make a big splash with your brand new hairdo!

Keep your hair in top condition during the waiting period, shampooing and setting it as regularly as ever, and brushing it even more than usual. The stimulation may increase the rate of growth, besides adding gloss and highlights.

Don't wait until your hair grows to the same length all over, because it never will. Hair grows at irregular rates with no two strands growing at an equal speed. Your hairdresser can tell you just how long each section should be for your future hairstyle.

Avoid the temptation to snip hair yourself... let your hairdresser do any necessary trimming while your hair grows to the desired length, and don't forget that you'll need a final shaping before the new style is set.

Keep in mind that soft styles will conceal any uneven ends of hair, while sleek hairdos only show up the irregularities. Page-boy styles, flipped-up ends and softly curled halo, effect styles are all excellent choices for the period of transition.

## Color Selection? There Are Many

Color selection should pose no problem for shoe-buying teen-agers. The color line this spring is a free and flowing one, encompassing soft pastel, clear dramatic tones and subtle neutrals.

Shoe-happy show-offs can display delicate T-strap flats in fine grained leather multi-colored suede kiltie sling-backs and smooth leather pumps in bright colors with discreet buckles or bows. These leather lovelies cradle the foot comfortably and boast flexible leather soles for needed support and protection.

Going all out for the romantic look are leather dress shoes for those red-letter dances and dates. Sling-backs and stripping sandals are devastating in refined, smooth and lustre leathers, kitten soft suede, sleek patent leather and very fine grained leathers. Leather pumps cut low at sides or front, or opened up at the sides, are sometimes untrimmed, sometimes adorned with old fashioned jeweled buckles or large flat bows.

## Cutouts Provide Decorating Ideas

A new delightful do-it-yourself decorating idea that can be used in nursery, playroom or den is a set of jumbo-size Circus Animal Wallpaper Cutouts.

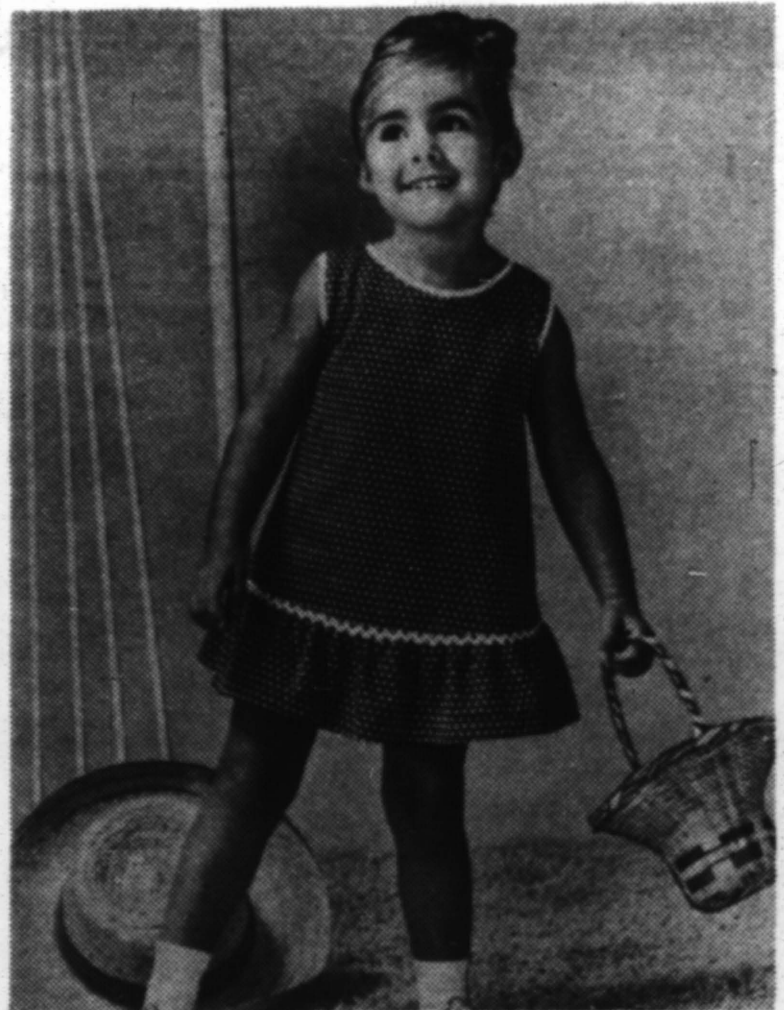
A set consists of enough decorations to cover an area 100-foot square for there are seven impish animals, a clown, lots of stars, circles and balls as well as yards and yards of candy striped tent poles and canopies.

To mount the cutouts, you first trim them along the outside lines. Then try several arrangements before you paste them down, so that the finished design will be pleasing to you. Next place all the cutouts face down on a table with plain wrapping paper under them (do not use newspaper) and brush with the paste that is supplied.

Now, place the cutouts on the wall and gently roll out the air bubbles, always working from the center to the outer edge. Use a towel or a rolling pin covered with a soft dish towel.

If you feel you might want to remove the cutouts from the wall at some later date, we suggest you apply them with rubber cement instead of paste. The cutouts can then be removed from the wall without tearing them and/or the wallpaper or walls.

For variation paste cutouts on corrugated cardboard (any shipping carton from your local grocery will do). With this arrangement, the cutouts can be mounted on your walls with pins or small tacks for easy removal and rearrangement.



**POLKA DOTS STEP INTO THE SPRING SPOTLIGHT** in coordinated fashions for toddlers and youngsters. A bright, polka dot Kobble Knit cotton fabric shapes up an A-line shift with a ruffled flounce as shown. Other shifts, shift sets, blouses, pants sets and separates are presented in the same gay dotted fabric for mixin' and matchin'. (Playwear by The William Carter Co.)

## Get An Early Start On Tan

You can start on that summer tan right now — with a portable Sea and Ski tanning and health lamp! It's the quick, painless way to a glowing, healthy tan all year long.

This new portable version of the sun lamp was designed by Raymond Loewy Associates and is as easy to set up as it is lightweight, weighing only 2 1/2 pounds, it is a compact 2 1/2" x 7" x 5" size and can be carried easily from room to room

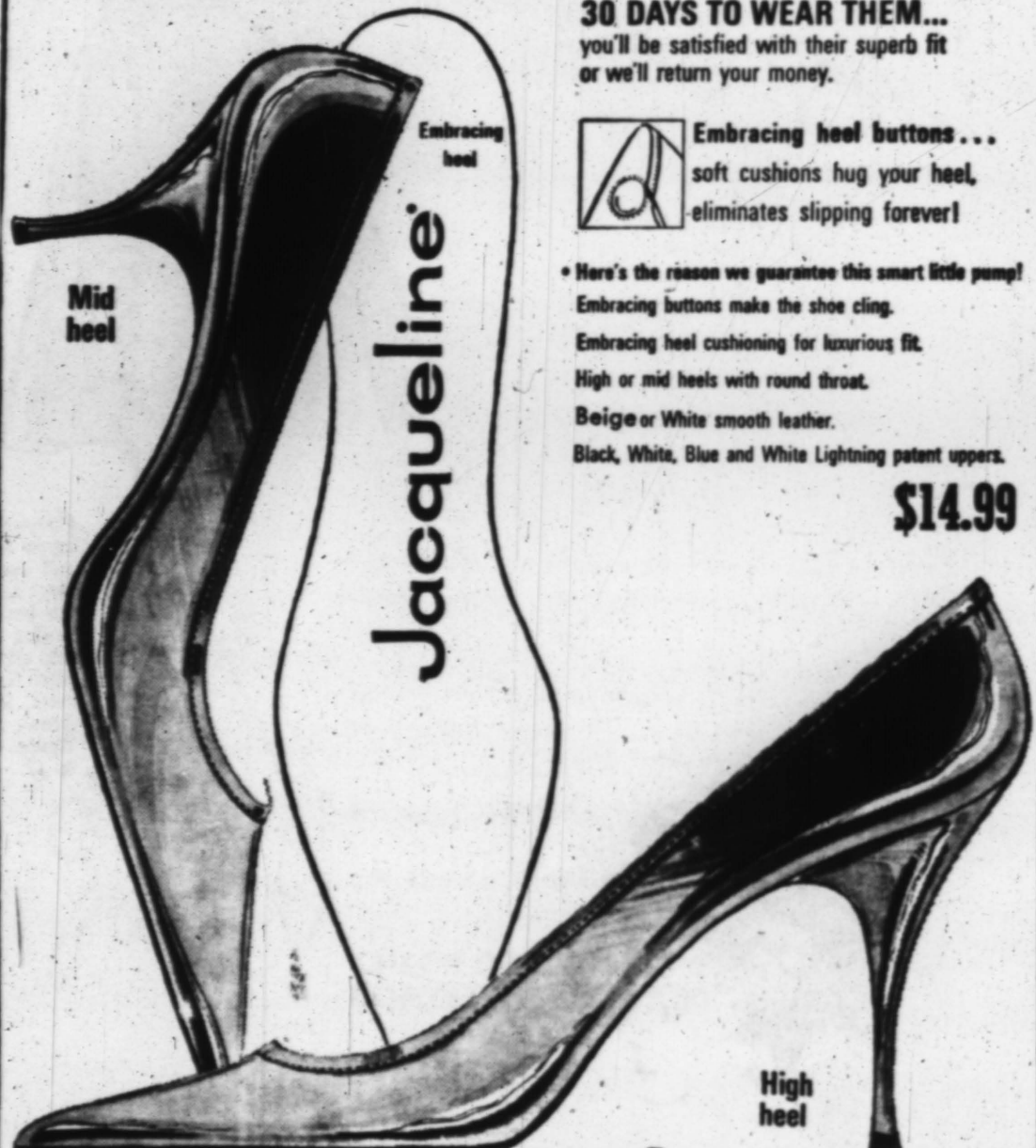
at home or in a suitcase when traveling.

An improved way of bringing sunshine indoors, the lamp's fused quartz arc tube gives complete ultraviolet spectrum, creating the effect of the sun's tanning and body-building rays

more than any other regular filament type.

No need to suffer from sunburn, or unsightly "boiled lobster" effects now, when a deep, natural tan can be obtained so easily!

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	4	4 1/2	5	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10
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AA	X	X	X	X	X	X	X	X	X	X	X	X	X
A	X	X	X	X	X	X	X	X	X	X	X	X	X
B	X	X	X	X	X	X	X	X	X	X	X	X	X

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FOR GIRLS**

**3<sup>99</sup>**

Black or white patent vinyl in a shoe that goes with all her dress up outfits. Composition outsole and heel.



**Girls Dresses Now  
For The Easter Parade!**

Sizes 3-6X  
7-14 **\$2.98 to \$6.98**

What timely buys! Dreamy Styles and Fabrics, dainty tucked, scalloped and be-ribboned! Swingly skirts billow in the Springtime breeze in delightful Springtime pastels.



**BOYS' STURDY  
SLIPON... WITH  
PENTRED\* SOLE!**

**5<sup>99</sup>**

Smooth leather uppers, Pentred® polyvinyl outsole and heel! Ready to take the rugged daily wear, boys 'll give it!



**Womens Spring Coats!**  
**\$18 \$21**

Choose from Penneys finest collection ever! You're sure to find what's needed for your complete Easter wardrobe. Fashion rainwear and jackets \$6 and up.



**IN TIME FOR EASTER! SPORT  
SUITS—WOOL BLAZER 'N SLACKS**

sizes 3 to 7 **7<sup>95</sup>** sizes 6 to 12 **9<sup>95</sup>**

From the nursery school crowd to the little league set, boys of all ages are going to blazers! Fine, 100% wool flannel blazers are big-boy tailored. Cadet size with all-wool slacks; junior boys' slacks are rayon, acetate and '420' nylon.

**CHARGE YOUR EASTER WARDROBE NOW AT PENNEYS. EASTER FASHION WINDOWS TO BE UNVEILED AT 9:00 A.M. MONDAY, MARCH 21st. REGISTER THRU FRIDAY. WINNER-TO-BE ANNOUNCED IN OUR WINDOW.**

# Lightweight Champ Shoes

At ease, men. It's goodbye to foot care and forward march into a relaxing spring with new lightweight leather casuals and dress shoes.

Today's men's apparel story is one of lightness in weight, in color and in styling. Following this lead, men's footwear has a wonderfully soft and easy-going look, whether in smooth, waxy, grained or brushed leathers.

Leading style favorites in the new trend, reports Shoe Fashion Service, are the leather moccasin and its many variations; leather boots, slippers and kilties. For dressier occasions, leather brogues, oxfords and dress slippers will be in evidence.

Your feet are care free in these easy walking spring styles. This buoyant feeling springs not only from the shoes' fashionably relaxed lines, but from the supple leather uppers, the flexible leather soles and the natural porosity of the leather.

The trim, up-dated version of the leather brogue continued to hold its own as a favorite dress shoe. While medium weight leather soles, fine grains and slimmer lines generally have lightened the brogue's heft and appearance, traditional perforations, pinking effects and five and six eyelet ties carry through its classic masculine character.

Another dress favorite is the leather oxford, with a host of styling features to make for individuality. Moccasin toes with closed seam effects, wing tips and hand stitching details are some of the fashion touches bringing a look of variety to the oxford.

Continuing in popularity this spring are polished leather dress slippers with plain toes or wing tips. Many feature hidden side gores for a smoother look and closer fit.

You'll be at leisure in leather when your off hours find you unwinding in a pair of new spring casuals. Soft as a spaniel's ear are the hand sewn moccasins in waxy natural leathers or glossy smooth leathers set on lightweight leather soles.

Spring's leather slippers styled for casual wear, have sleek simple lines. Occasional strap treatments are seen, such as the slotted strap or the half strap and buckle. Leather mocs and slippers are fashion right with males of all ages, from grade schoolers to grandpas.

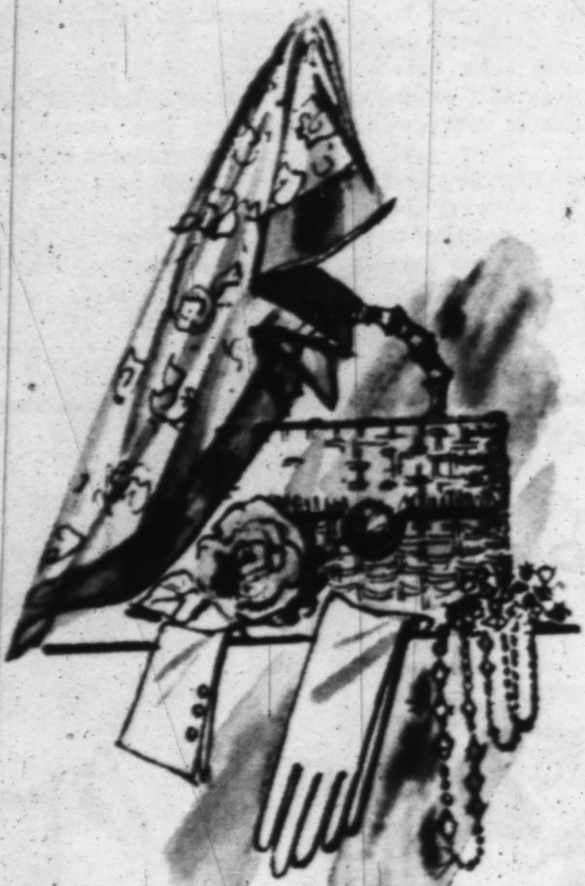
Tough, but oh so gentle, are brushed leather casuals. Particularly good looking in ties and chukkas, brushed leather stands up to punishing wear without losing its smart appearance.

The high riser takes to the sporting life — usually as a slipper with side goring or a one to three eyelet tie. Something considerable less than a boot but more than a shoe, the ankle clearing high riser appears in all types of leather — smooth, grained, waxy and brushed leathers.

Color interest this spring centers on the brown family. Deep brown, cordovan, mulberry and of course, black are seen most frequently for dress wear.

Music Lovers, the sound of music marks the fourth dimensional challenge presented by today's interiors. With 35 million amateur musicians making their own music and homes abounding with radio, stereo and hi-fi, the modern home often assumes the character of a series of miniature...

# Easertime...



- Bags
- Gloves
- Scarfs
- Jewelry
- Lingerie
- Estee' Lauder



- See our wide selection of
- Dresses
  - Costume Suits
  - Suits
  - Coats
  - Millinery



# Little's

237 MAIN ST.  
HEREFORD, TEXAS

# Harman's EASTER PARADE of VALUES

MEMORABLE WAY TO LOOK THIS SEASON

Fresh suit view, in textured rayon / silk Sorrento. Quiet elegance, superbly tailored, with long revers on a rounded collar; cross-seamed and vented at the jacket hemline. Self-covered buttons, and its own chiffon scarf. The jacket and slim skirt are lined. Celery, White, Blue, Pink, Navy, Black. Sizes 12 1/2 - 24 1/2. Regular 8 to 16.

**\$25.00**



EASTER SONNET  
EASTER BONNET!

LARGE SELECTION TO CHOOSE FROM.



\$3.99 to \$8.99

Betty Rose.

Gloves Galore \$2.50



Beautiful HAND BAGS



\$2.99 to \$9.99



Donovan-Galvani

Shirtwaist dresses have a brand new look this Spring. Our Donovan-Galvani design, 80% Dacron polyester and 20% cotton is a true easy care style. The tab at the front and the precise stitching trim are very smart details. Blue, pink, aqua, ivory, gold. **\$20.00**

See our large selection of Easter DRESSES by Lois Young Vicky Vaughn Schroyers & Eileen Scott



SHOES

By Connie Jacqueline Fashion Craft



## FORWARD FASHION

by 'BOTANY' 500'

"The gateway to elegance"

This smart two-button suit is typical of our elegant selection of Forward Fashion 'Botany' 500 suits. They are tailored with the dedicated Daroff Personal Touch, and have the Tapered-Trim Design that gives you the leaner, trimmer look. The seasonably lightweight fabrics are custom-selected to the avant garde taste. Quality-value priced.

Suits from **\$75.00**  
Our alterations are accomplished by skilled tailors trained by factory fitters.



'BOTANY' 500' TAILORED BY DAROFF

First in Quality! NUNN & BUSH ANKLE-FASHIONED SHOES

**\$24.95**

MONTREY LAST  
Oakwood Calf and Brown Simulated Alligator Grain Calf Also in Black  
Other Styles from \$19.95



Be Young... SMARTLY

So well styled, you can be at ease in the finest company. Reptilian-embossed calf-skin. Looks better and feels better, wears better than genuine Alligator. Ankle-Fashioned for superior fit.

The look of tradition in the NATURAL GENTLEMAN manner by 'BOTANY' 500' Sport Coats and Slacks



We Also Have A Large Selection HIGGINS SLACKS \$8.95 to \$16.95

In custom fabricked Sport Coats and Slacks, Daroff, tailor of Philadelphia, has captured the truly American flavor of natural-shoulder casual wear. See the new Tapered-Trim Design in both slacks and coats. Priced to maintain America's greatest quality-value.

Sport Coats from **\$42.50**  
Slacks from **\$18.95**

'BOTANY' 500' TAILORED BY DAROFF

# HARMAN'S

WE GIVE S&H GREEN STAMPS

## Stretch Fabrics Used In Young Set Clothes

For the play pen crowd, the sandpile set and the soda-sippers' society come wonderfully gay, easy-care playwear in an exciting array of stretch fabrics.

As many as 58 types of stretch fabrics are being used to fashion versatile coordinated play-time togs for infants, toddlers and subteens.

In the William Carter Company's spring line, stretch styles are No. 1 on their hit parade of children's spring styles. Other manufacturers too, have taken to stretch fabrics for spring's smartest fashions for both sexes of all ages.

Notable stretch fabrics for the new season are stretch nylon denims, a soft knit cotton-nylon stretch terry cloth and an almost uncountable variety of stretch knits in novelty textures and patterns.

In playwear, beachwear and casual togs, these stretch fabrics shape-up in bathing suits for toddlers and their somewhat older brothers and sisters; in shift dresses, shift sets; tennis dresses and bountiful showings of mix or match coordinate of all kinds.

Boys, particularly, will enjoy outfits that include zipper front parkas, polo shirts, shorts and shirt sets, deck pants (favored in stretch ducks or denims). Boys will also go for a new line of stretch fabric underwear and pajamas.

The girls will like natty and nautical looking midgy-type shirts, all types of shifts, and other coordinates to ensemble in polka dot, striped and solid color stretch knits.

Bags, whether big or small,

## Multi-Purpose Cooking Items

It's a fact that most women these days run a short-order kitchen, with special dishes for the children or for finicky appetites. To store all these dishes, it is important that the home-maker have utensils that serve more than one purpose and take up a minimum amount of space.

Corning Glass Works has developed just such a multi-purpose material called Pyroceram. And it is now available in petite skillets and saucepans which you can take out of the freezer and put directly over the flame, without fear of cracking them.

They're ideal for families with children... for example, for hot school lunches, you can freeze individual portions of tuna or macaroni casserole, meatloaf, even hamburgers and french fries in the pans, then put them directly over a flame or defrost and put under the broiler or in the oven each noon time. And, the youngsters can eat right out of the pan.

You can use one pan to act as a cover for the other, or you can use all four for individual servings of meat, fish, eggs or salad or any number of dishes. For a special brunch, you might cook and serve eggs to order — fried or scrambled, with bacon or sausage — in the same pan, so you avoid extra dish washing.

And, talk about space, these pans stack so neatly together, they require less area than two ordinary soup bowls. They're designed to help you live graciously — and they'll conquer your space problems, as well.

are bright and bold for spring. A riot of colors, flowers and stripes blossom forth in brilliant colors.

### Color News is Bright

Candy colors are sweetening every line with their exciting hues. Orange, yellow, blue and green tones come, this year, from different vats — combining in brilliant ways.

White gains status as a color alone or with the shades of nautical red and blue. Surprise combination is yellow, orange and deep pink.

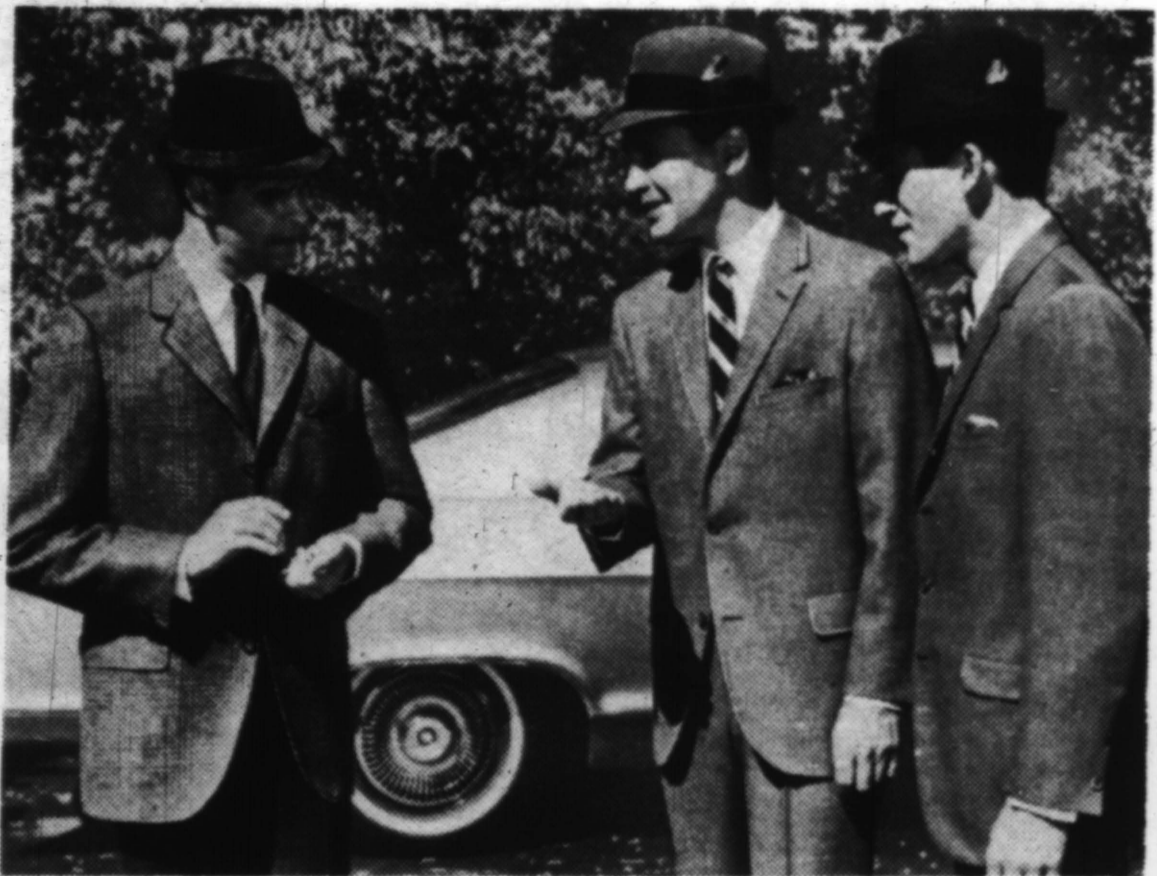
## Flowers Vital Fashion Part

As far back as ancient Greece, flowers have been worn to accent ladies' fashions. The Greeks adorned themselves with garlands, and women ever since have been wise to the romantic effect of flowers. Empress Josephine of France selected the rose as her official flower, and bouquets played a courtly role in the reign of Louis XIV.

In spring of 1965, flowers are still delighting viewers and smart gals are still wearing them to compliment their fashions. This season's new styles lend themselves especially well to floral accessories; their look is young and vital, their effect like a breath of fresh air.

A round collar looks even more charming, for instance, when pinned with miniature carnations in a soft spring shade. And high-standing pockets on suits or blazers take on new freshness with a trio of yellow daisies tucked inside.

Practically any of the new styles can be shown to better advantage with spring blossoms.



THE NEWS IN MEN'S FASHIONS is the moderate look as exemplified by this Highland tweed sport jacket (left) which gives a tastefully bold appearance and the easy comfort men want in leisure wear. Natural shoulder styling is the cue in the Racquet Club suit (center) tailored in Heritage hopsack. At right is a smart sharkskin suit for those more conventional occasions. (Photo Courtesy of Hart Schaffner & Marx)

## Teens Flip Over 'Pretty' Shoe Look

Teenagers who know their fashions flipped this spring for the newest trend in footwear, the "pretty" look. Soft feminine styling in a variety of stunning, supple leather textures — smooth, suede, grained, patent, brushed and waxy — are turning the wildest teen tomboy into a junior league lady.

The young shoe look has never been lovelier, livelier or more leg flattering. From handsewn leather moccasins to sleek leather slingbacks, teen toes are shod in footwear delicately touched with graceful openings, tiny perforations, elegant bows and many other fashion details. Lightweight leathers make these

spring shoes as airy in feeling as they're in appearance.

Easy to wear and easy to care for, lightweight brushed and grained leather flats, booties and strollers will saunter through the spring scene.

Glamorous pumps and sandals in smooth, suede, patent and lustre leathers grace the yearly springtime gambols. Late-day and evening footwear has a wickedly romantic air every woman will love. Exquisite examples: a pale suede leather pump with flower applique, multi-colored patent leather strips anchored to a sole lined in bright

leather pump with over-size buckle.

Color is a cardinal element in this spring's wardrobes and shoe shades are especially important to the "total look." Pale tints that blend in with stocking tones are new and chic. Sharp, clear colors such as wildfire red, sky-bolt blue and acid greens add an electric charge to any costume. The natural leather colors — Amber, tan chino — continue in popularity, as do the standards, black and navy.

After dark, young elegants are taking to dance floors in disco dresses that are bare and body-hugging or covered and clinging. Wools, linens, chiffons and silks, sometimes ruffled, sometimes sleek, all figure prominently in the disco look.

Young Fashions

join the

Easter Parade!

Everything New

for the

Young Set!

- Infants
- Children
- Boys - Girls
- Teens
- Juniors

# Color Choices Are Essential

Half a century back, Henry Ford made a classic comment on color choice. He said, "You can buy any color Ford you want, as long as it's black."

Nearly every purchase the modern woman makes involves a color choice, ranging from an automobile down to a small utensil or the paint for the exterior of her home.

In fact, to many women, this cornucopia of color is too overwhelming to manage. So many color decisions are required to harmonize and fraternize with hues and shades already in the home, is it any wonder that many women are inclined to hit clinkers again and again. For proof, open the average female closet.

Even the most fastidious home maker dresses she never wears, unfinished lipstick she won't use or a pillow, a painting, talé linens, vases, shoes, or a bathing suit all tucked out of sight . . . and the majority of these are not being used because of mistakes in color.

Errors increase as number of color choices increase and unfortunately, many poor choices aren't easily hidden. For example, the wrong color on the walls can be depressing or the wrong color upholstery repelling. Why psychologists say the wrong color can even ruin appetites.

Fortunately, however, this problem need no longer vex the busy homemaker. The inescapable rainbow has been harnessed by a classically simple plan called the Color Key. This system enables a woman to choose harmonizing colors that complement both her own coloring and existing decor. And Valspar Corporation has incorporated this system into a handy purse size guide book.

Based on the fact that every person is classified into one of two color spectrums, the Color Key Dictionary presents 300

swatches for use as an on-the-spot shopping guide.

Once a woman has chosen one of the two Color Keys her color worries are over. Every one of the 300 colors harmonize with every other one giving the homemaker practically an unlimited range.

Key Number One tends toward a blue cast as opposed to the yellow cast of Key Number Two.

Supposing a woman with Key Number One decided to paint her living room walls green, but wanted to use blues in her room furnishings. Color Key would solve her problem, for no matter what green she chose if

## Music Is Vital To Decorating

Music is a personal and tasteful accessory in your home and therefore, it should be given preference in your decorating or redecorating plans. Music is a delight — warm, adds color and is very soothing.

It also adds beauty, too, if you choose your stereo system for style as well as performance. There is no reason why phonographic equipment should not be considered and selected as furnishings rather than just as equipment, for the right phonograph can be as pleasing to the eye as it is to the ear.

The four neat units that make up the entire system (two speakers, a record changer and a tuner-amplifier) are handsomely cabined in rich walnut, so that homemakers can display them proudly. And with their wall bracket design, they can be used for all types of unusual arrangements.

There is no end to the effects you can create using the "Solar System" as your inspiration for a wall of music in your home.

## Right Wardrobes Help Man Feel Well-Groomed, Put Him At Ease

The right wardrobe for every place and occasion makes every man feel well-groomed and puts him at ease.

Therefore spring calls for a wardrobe that will befit the man's job, social and recreational activities.

For the office man or salesman, warm weather calls for business-going suits light-weight wools, mixtures and some of the more fabulous shape holding, crease-resistant man-made fibers.

Most men can use three or four sport jackets in their warm weather wardrobes.

Whether middleweight or lightweight, this year's jackets emphasize medium to light shades in plain, unpatterned weaves.

Plain and iridescent effects in silk and silk-like fabrics are favorites. Now new colors, stripes and plaids show up in seersucker, denim-like fabrics and heavy cotton blends. Colors are soft and blended rather than bold in these designs.

Linen and the look of linen are also popular; these come in patterns, plain and self-weave styles.

The tailored, forward-pitch shoulder gives a trim look to the new jackets and lapel styles feature L-shaped, clover leaf and fish-mouth designs.

Tropical weight slacks in

worsteds and blends of man-made fibers score in many shades of grey, tan and olive. In whites — flannels, flannel-blends and ducks are gaining in popularity.

Pastel shades and bright colors score in golf slacks and shorts.

For the summer days to come, shorts get the nod in seersuckers, linens, denim types, Madras and other current fabric favorites.

Short Jamaica lengths vie with Bermuda lengths in walking shorts in both belt-loop models and self-supporting waistbands.

The bold look returns to the sport shirt scene as do the perennially popular solid colors, plaids, stripes and novelty patterns.

The shirt that is a "jacket" is due for another big season and knits make news in all shirt styles.

Speaking of knits, a light-weight sweater (or two) is a must for most men, especially for sportsmen.

For formal occasions, spring and summer call for cumberbunds, bow ties, and ever formal shirts to complement the wide variety of formal wear available for the discriminating male.

A lightweight raincoat, preferably with a zip-out lining, is a good investment for the season ahead.

she stuck to the blues in her category, they would be sure to harmonize with the green in every instance.

In the same way, she could select lampshades, picture frames, upholstery, tables, even flowers and objects d'art.

Color Key Number One contains 20 different shades of blue plus as many bluegreens and violet shades.

Color Key was developed by Robert C. Dorr, a California designer and veteran color authority, by applying well established color truths to everyday use. "You start," Dorr said, "by selecting the Color Key best suited to your own coloring and personality, an easy decision to anyone who sees the two keys together. Then you make all selection from the 300 alternatives

in your Key."

Color Key decisions last a lifetime, according to Dorr. Not even graying hair or tanned skin change the basic harmony.

## Some Changes In Infants' Clothing

There's rarely much fashion news in items for infants. To most shoppers a layette item doesn't have much "S.A.," (style appeal).

This spring you'll find a gay group of infants' playwear, layette essentials and even crib coverings in coordinated ticking-stripe knits, polka dots or "Little Angel" prints.

Even tiny tot pajamas come in cheerful prints and colors, with appliques and other trims on fine knit fabrics.

## New And Bold Dress Shirts

There's a bold new look to dress shirts for spring . . . a look which is young, crisp, colorful and just a little dramatic.

This dashing new concept is achieved through such devices as the use of new colors such as light tobacco and ox-blood played against white, strips of every variety, a trimmer collar look, emphasis on short sleeves and the introduction of exciting new fabrics.

One of these new fabrics is Arrow's Dectolene Regency, an extremely neat looking waffle knit blend of Dacron, cotton and nylon. Since the cotton content is concentrated on the underside of the fabric, it offers amazing comfort and absorbency.

Another new fabric, Broxford, combines the best features of broadcloth and oxford.



## THE ARROW CARE-FREE THREE

**-ARROW-**  
FENWAY CLUB

Fashioned of 100% spin-dry-cotton that almost irons itself in the wash! Special collar and cuff construction gives extra-long wear. Chase, soft, short-point, medium-spread collar; convertible cuffs. 0.00

**\$5.00**

**-ARROW-**  
DECTON

A luxury blend of 65% Dacron® polyester and 35% cotton. Looks great without ironing . . . perfect with just a touch-up. Drake, soft, short-point collar; convertible cuffs.

**\$6.95**

\*Du Pont Reg. T.M.

**-ARROW-**  
DECTOLENE

Styled in 100% Dacron polyester tricot that's smooth, soft, porous, long-wearing. Never, never needs ironing . . . not even a little bit. Glen, soft, short-point, medium-spread collar.

**\$8.95**

# Rutherford & Co.

Hereford





**LEATHER FOR A LADY** — She's learned the secret of being feminine in a tailored costume — wear leather. This red double-breasted, three-quarter coat in supple smooth leather is a springtime eye-opener. To complement it, an embossed cowhide satchel with black calf outside pocket and black leather mid-heel pumps. An elegant leather turban completes the ensemble. (Photo Courtesy of Leather Industries of America)

## Hardboard Panels And Imagination Make A Hard Combination To Beat!

With the big new family of versatile hardboard panels, budget-minded homemakers can now combine glamour with practicality from basement to attic.

For visual interest, the American Hardboard Association suggests that homeowners choose from a wide range of wood-grain finished panels toned in walnut, cherry, teak, oak, birch, pecan and other species.

All are grooved for realistic plank effect. Luxurious panels, textured by embossing, also enhance interior decoration with woven, diamond-like, louvered, wicker or cane patterns and the more familiar striated and corrugated surfaces.

Other embossed hardboards look and feel like burlap or travertine marble.

Designed primarily for accent use, they can be used for the entire room. Die perforated hardboard in lacy filigree patterns is also usable for room dividers, window shutters, or radiator covers. Easily painted the grillework patterns add beauty to any decorative theme.

Because hardboard is tough it is the ideal wood panel product for children's rooms, family room or other hard-use areas, particularly laundry rooms where high humidity can play havoc with paneling.

Now available in several wood grain finishes, familiar perfor-

ated hardboard paneling adds beauty too, in the home areas previously used only for utilitarian purposes. Hard to dent, easy to clean with the wipe of a damp cloth or sponge, hardboard's beauty is truly practical.

Versatile hardboard is ideal for weekend do-it-yourself projects. Finishing ideal space found in attics, basements, porches or garages for better appearance and greater function can be done with a modest expenditure for materials. Hardboard panels are practical for the apartment-dweller or homeowner to install, too, because of their economy and ease of installation.

Doing the job with husband power is a further economy, if he is even the least bit able to wield hammer and saw, for hardboard can be worked with the usual carpentry tools.

The use of hardboard paneling in your home is limited only by the imagination of the homeowner. The large variety of panels makes the choice easy for hardboard is "At Home" in any decor.

Swimsuits take up addition with plus items of overblouse tops; button-front or pullover skirts; with ponchos, cardigans, coats or jackets. Or, they take cover with a handsome oversize, gay-colored "sweat shirt."

## Presidents Known For Certain Items

Although U. S. presidents do not have a great deal of influence on men's fashions, they have often been known for their preference for a particular item of apparel.

Hart Schaffner & Marx points out some of the clothing popularized by presidents.

Theodore Roosevelt and William Howard Taft took to vests and Roosevelt adorned his with a big gold watch chain. Woodrow Wilson often was seen in formal wear as was Warren Harding. The all white suit also was a Harding trademark.

Herbert Hoover was partial to the high boiled collar. Franklin D. Roosevelt often wore a cape and favored double-breasted

suits and hats with wide brims turned up all around.

Ex-haberdasher Harry Truman often donned sport shirts that could only be described as wild. Dwight Eisenhower wore a homburg and hat sales were up accordingly.

But fashion pulse takers agree that John F. Kennedy probably influenced fashion more than any other president in recent history. He gave impetus to the two-button suit which was struggling to get a fashion foothold at the time. He also liked chalk stripe suits.

President Johnson's contribution is the LBJ hat, a 10-gallon variety cut down to city standards.

## Bedroom Is Dependent On Pretty Fabrics

How does your boy's or girl's day begin? With a sunny look in pretty curtains, bright spreads, etc.? Or, are their rooms for slumber only, suffering from a winter hangover? Just as their wardrobes change from dark woollens to light silks and cottons, their bedrooms will benefit by following the mood of the season.

Decorative and fresh-looking re-dos are easy to achieve with a new selection of ready-made ensembles by Morgan-Jones, which run the gamut from sophisticated tailored designs of textured fabrics for boys to the feminine look in a lovely printed toile motif for girls. The bedroom, of all rooms in the house, is dependent upon pretty fabrics.

This retreat calls for color, window flourishes and an attractively dressed bed. And with the decorative go-togethers (bedspreads, coverlets, dust ruffles, cafe curtains or full draperies) in this collection, you'll find the project of furnishing a bedroom is about as easy and fool-proof as can be. And before you know it, you'll have a bedroom with a look of "done-by-a-decorator" elegance!

Since color sets a room's mood it's important to decide on your color scheme before you start out on your shopping spree. If the room is limited in size, con-

sider a monochromatic color scheme, in which the sensitive use of color will unite the entire room. If it's a large room, perhaps you will want the bright color excitement of a contrasting color scheme, which will afford a very special vitality and personality.

To be sure the bedspread you purchase is the correct size, take along measurements for both top and amount of overhang you want. This is particularly important for bedspreads, tailored with a box-like fit. Happily, the new collection comes in a variety of sizes to fit twin, double, queen and king-size beds.

## Fashion Loves Pale Colors

Pale colors, soft textures and slim styling will heighten the femininity of fashion this spring-summer season.

Leading designers have shaped styles to accent female grace by highlighting the narrow silhouette, cutting dresses on the bias and lengthening jacket hem lines to wrist level.

As always, the season's colors are awaited breathlessly. Almost chalk-like shades will predominate and white will prevail again.

Gray is expected to make a splash and from Paris will come peach and watery green.

You'll be glad to learn that you'll have no problem keeping the new colors fresh and bright. The Clorox Bureau of Bleaching Information reports that all synthetic fibers, except spandex, have passed washing and bleaching tests with flying colors.

## Oh, Men! Here Is A Suggestion

Wide-open spaces have no appeal, when it's the area between the socks-tops and the cuffs of a man's trousers.

Hosiery makers have launched a campaign to get men to wear over-the-calf length socks when wearing a coat and tie.

Not only is the bare, hairy skin between the tops of a man's too short socks and the cuffs of his trousers unbusinesslike and unfashionable, they claim, but it is downright unattractive. Furthermore, over-the-calf socks are recommended as more comfortable and much neater looking; what's more, they stay up without garters.

**SARTORIAL TIPOFF** from the stars: A well known tailor, who has more than a passing interest in astrology, says that Capricorn and Gemini men are most conservative dressers, while Pisces and Scorpio are the most daring. Men born under Cancer are the most casual and stress comfort in their apparel. Virgoans are the neatest. Leo men "dress to kill" . . . and incidentally, are the best and fastest about paying their bills.

**FASHION HIGHLIGHT:** According to the American Institute of Men's and Boys' Wear, because of the wide diversity of hatbands now available, many well-dressed men are purchasing changeable bands that match or blend with shirts, ties or clothing. It's comparatively easy with the plaids, checks and stripes, and of course, plain colors, to create an attractive combination.



Leading the fashion parade —stockings by **CLAUSSNER FOR EASTER**

Look as fresh as a flower in super-sheer Claussner stockings. Fashion tip: each spring outfit needs a special stocking all its own—and Claussner stockings are color-coordinated to this year's top fashion shades.

**\$1.35** Claussner HOSIERY

**Rutherford & Co.**

## Soft Drink Cans Are Decorative As Planters, Etc.

Need a planter? A new lamp? You don't have to spend a lot of money for these. Soft drink cans can be transformed into a variety of decorative household items.

### TABLE LAMP

No one could ever guess that the basis for a handsome bamboo table lamp is a soft drink can. With little know-how, and even less time, it can be gracing your favorite table. The ready assembled lamps kits on the market make it a snap.

In addition to the lamp kit, which contains the socket, pipe and electrical wire, you'll need 3 empty soft drink cans, a lamp shade with a holder, a fancy cardboard gift box about 7 inches by 5 inches by 3 inches for the base of the lamp, masking tape, a bamboo place mat and rubber cement.

Unscrew the lamp socket from its cork base plate. Remove the bottom lid from the top can and drill a hole in the top lid just big enough to insert the socket connector.

Through the open end of the can, insert the base plate and screw it back to the socket connector.

Attach two more cans below the top can and bind at the joints with masking tape. Cover the three cans with a bamboo place mat and secure it with rubber cement. Cut a round hole in the center of the lid of the gift box, so that you can stand the can-lamp in it.

If the box isn't heavy enough, you can put some sand in it. Screw in your light bulb and use a shade that attaches to the bulb. That's it!

## Silver Reflects Best Of Taste

The accent on refinement in entertaining today serves to underscore the classic compliment that fine silver can pay to a beautiful table. Dubbed the "Queen of Metals," silver always reflects good taste whether it is used for entertaining or given as a bridal gift.

Not only is silver lovely to look at, it is also most practical. For instance, a fine silver service grows more beautiful with use through the years and will be enjoyed and appreciated by the whole family. When used throughout the year, holloware pieces add a festive touch to every meal.

Beautiful silver bowls, platters, ash trays, compotes and vases add a graceful touch wherever they are placed and are gifts of timeless value for the bride. Other silver holloware items that make welcome gifts are large, handsome trays to hold coffee or tea services or small trays to hold individual cups or glasses.

There are many ways in which fine silver can add to gracious living in your home. Accessories such as salt and pepper shakers, gravy and mayonnaise boats, candlesticks and candelabra dress up a dining room table beautifully. Other rooms can benefit from such silver accessories as ash trays, coasters, vases, match boxes, cigarette boxes, ice buckets, cocktail shakers and other bar equipment.

Whatever size your home is, the tasteful use of silver will bring more elegance to it!

# Easter

COMING

# Fashions

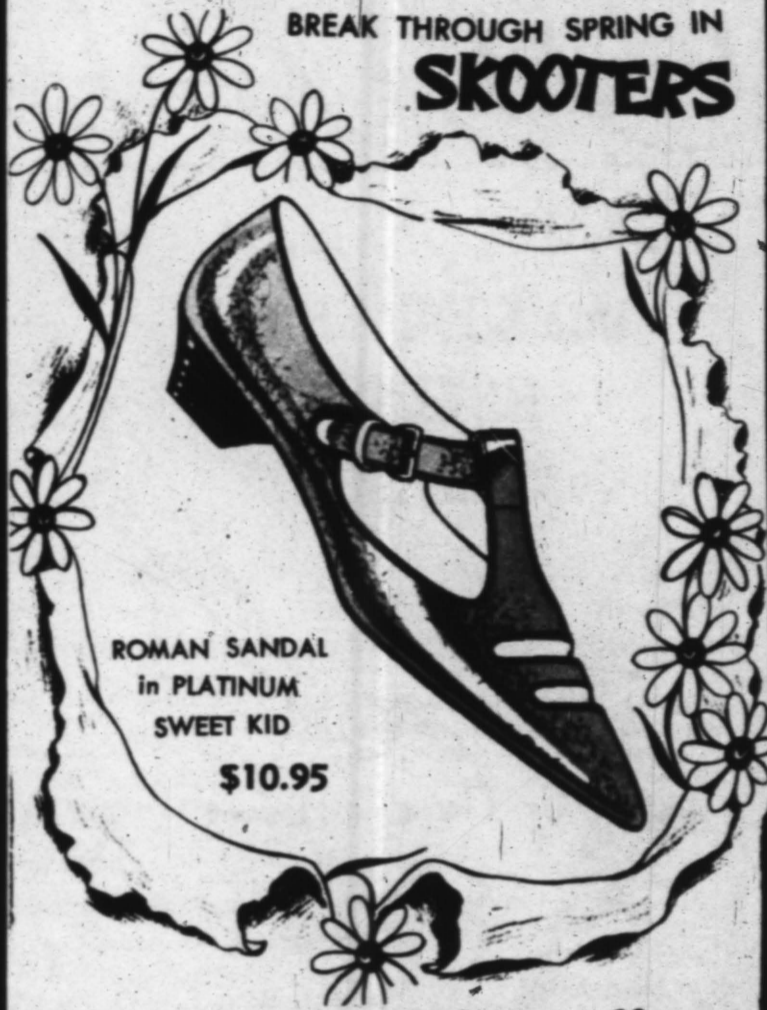
HERE

## GUESS

WIN YOUR EASTER SHOES  
ENTER OUR WINDOW CONTEST

## WHAT?

BREAK THROUGH SPRING IN  
**SKOOTERS**



ROMAN SANDAL  
in PLATINUM  
SWEET KID  
**\$10.95**

**LAZY BONES**  
BIG & FAT OFF AND CANNON  
CANDLES FOR BOYS AND GIRLS

## Girls' Pets



**\$6.95 to \$8.50**  
According to Size

## GLENN'S FOOTWEAR

Fashion at Your Feet

a fashion first  
by...

## Ciramo



- BONE
- WHITE
- Blk. Pat.

## GLENN'S FOOTWEAR

Fashion at Your Feet

## Palizzio

VERY NEW YORK

A new open silhouette.  
Need we say more!!  
In black patent.



JABOT  
**\$25.00**

alligator lustre calf  
lights up the scene



Town & Country Shoes

- NAVY BLUE
- BONE
- MALT
- WHITE
- AVACADO



SHOE **\$14.95**  
BAG **\$14.95**  
Plus Tax

## GLENN'S FOOTWEAR

Fashion at Your Feet



SHOE **\$19.95**  
BAG **\$19.95**

## de Liso

THE GLEAM IN FASHION'S EYE.

HARMONY —

A Harmonizing Combination  
of Bone Patent, Bone Calf,  
and Oyster Lustre Calf.

Anthony's  
C. R. ANTHONY CO.

# Easter

Smart new Fashions for a Happy...

GUESS WHAT'S  
IN ME FOR \$15.00 ON Easter Outfit  
SEE THIS IN WINDOW

Anthony's  
C. R. ANTHONY CO.

# Easter

Smart new Fashions for a Happy...

**NEW EASTER DRESSES**  
\$10.98 to \$39.98  
MISSSES Sizes 8 to 20  
HALF Sizes 14 to 24



NEW STYLES  
NEW Materials  
NEW Colors

JR. Petties  
Size 3-13  
\$6.98 to \$14.98

GIRL 7 to 12  
\$5.98 to \$6.98

Anthony's  
READY TO WEAR BALCONY

**SPRING EASTER into SUMMER HEELS**  
\$6.99 and \$7.99

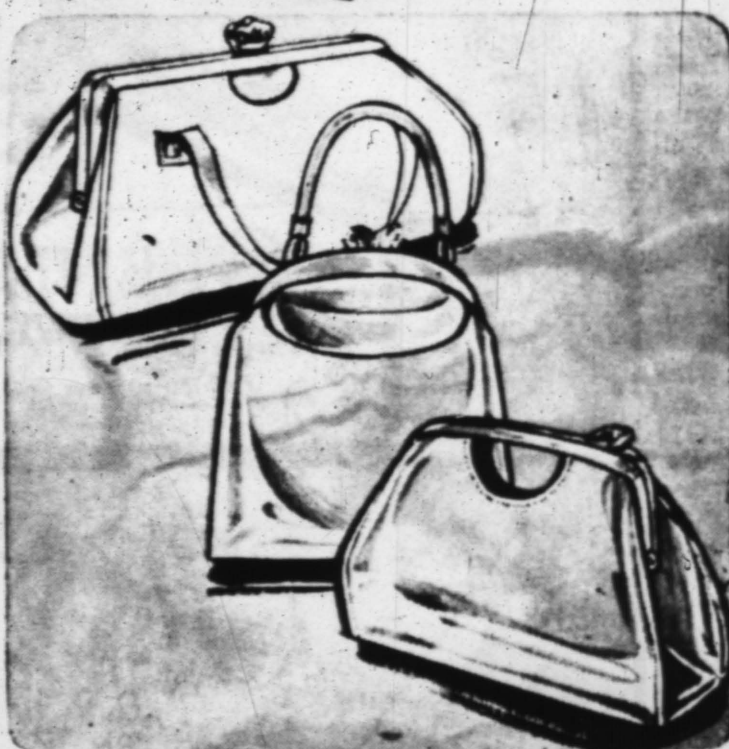


- A. Bone Lizard Under Glass
- B. Blk Patent
- C. White Luster Sweet Kid
- D. White Luster Smooth Leather

Size 5-9

Make Anthony's In Down-Town — Hereford Your Easter Store For the entire Family

Guess What's in our Box in the South Window  
Win \$15.00 on your Easter Wardrobe  
Drawing April 10th. 7 P.M.



**NEW EASTER BAGS**  
\$2.98 to \$10.95

Choose from rough textures or lizard under glass match above shoes. White, Bone, Pink, Green, Black. Many styles and shapes.

**LADIES NEW EASTER HATS** \$3.99 to \$8.99

Poll Parrot  
SHOES FOR BOYS AND GIRLS  
\$6.99



C. Boy's dapper long boxer pant and knit Jac. Shirt set. Pants are tailored in cotton cord. Shirt buttons in front cardigan style. Colors: Brown or Navy. Sizes 3 to 7.



B. Toddler boy seersucker sport coat, with solid color suspender type slacks. Jacket has two button front and is washable. Colors: Grey or Blue. Sizes: 2-3-4.



D. Toddler boy's 3 piece set. Shirt with permanent stay collar, boxer longie neatly tailored, reversible vest. Neat, practical and fresh looking after many washings. Colors: Blue or Charcoal. Sizes 2 to 4.

USE OUR LAY-AWAY PLAN  
It Costs nothing extra



E. Boys plaid shirt and belted slack set. Wash and wear shirt has a permanent stay collar, always looks neat. The belt on trousers matches the shirt. Solid colored, well tailored slacks. Colors: Brown or Navy. Sizes 1 to 6.



F. Toddler boys knit shirt and boxer pant set. Shirt has a button down collar, embroidery trim. Elastic waist washable pants. Brown or Navy. Sizes 2 to 4.

BUY YOUR EASTER OUTFIT NOW!  
ON LAYAWAY No Carrying Charge

Anthony's  
C. R. ANTHONY CO.

Smart Easter Wear for LITTLE GENTS

A. Boys handsome 3-button jacket and slack set. Jacket tailored in Dacron Polyester Seersucker in blue-white or grey-white; keeps crisp after countless washings. Solid color pants are made of rayon, have boxer style elastic waist. Sizes 4 to 7. \$5.95

B. Toddler boy seersucker sport coat, with solid color suspender type slacks. Jacket has two button front and is washable. Colors: Grey or Blue. Sizes: 2-3-4. \$5.95

D. Toddler boy's 3 piece set. Shirt with permanent stay collar, boxer longie neatly tailored, reversible vest. Neat, practical and fresh looking after many washings. Colors: Blue or Charcoal. Sizes 2 to 4. \$3.98

E. Boys plaid shirt and belted slack set. Wash and wear shirt has a permanent stay collar, always looks neat. The belt on trousers matches the shirt. Solid colored, well tailored slacks. Colors: Brown or Navy. Sizes 1 to 6. \$2.98

F. Toddler boys knit shirt and boxer pant set. Shirt has a button down collar, embroidery trim. Elastic waist washable pants. Brown or Navy. Sizes 2 to 4. \$2.98



MENS FAMOUS

RAND Shoe

12.99 to 17.99

Men give your Feet a treat this Easter Step out in style and Comfort. Don't be misled Buy Brand Name shoes From Anthony's



PORTAGE Shoes for Men  
MEN ALLIGATOR GRAIN

In Lace or Slip on styles  
Black B-D Width  
\$18.99



\$4.98

B. Tailored in Peter Pan® Everglaze 100% cotton, gay full skirted dress with matching sailor collar bow tie in the back. Fancy collar and sleeve trim. Washable; little no ironing required. Green or blue print. Sizes 1 to 3.



\$5.95

Toddlers DRESSES

A. Made with a "young fashionable" in mind. Tailored in 100% fine cotton fabric, crease resistant and drip dry Everglaze®. Trimmed lavishly with lace, ruffled hem, full skirted, tied with a big bow in the back. Red or Mint stripes on white. Sizes 1 to 3.



Regular or Snap Tab Collar  
No Iron Pima Cotton

DRESS SHIRTS

Regular Collar 2.98  
Snap Tab Collar 3.98

100% pima cotton broadcloth with regular or snap-tab collar. White only, automatic wash and wear. Tapered body, convertible cuffs from regular to French style. One pocket. One of the best shirt buys you'll find anywhere. Sizes 14-17, 32 to 35 inch sleeves.

MENS DRESS SUITS \$65.00

All Wool  
79% Wool  
21% Silk  
one two three button Models  
Small Lapels  
One & Two vent in Back

Iridescent Blk. Grey Brown  
Regular or Longs  
Put one on LAYAWAY Now For Easter Sizes 34 to 46  
Free Alteration

MENS DRESS PANTS

\$5.95 to \$16.95 IVY STYLE and Reg. MEN'S

