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Magic Triangle

# The Hereford Brand

22 Pages

Price 10¢

65TH YEAR — NO. 35

HEREFORD, TEXAS 79045, THURSDAY, SEPTEMBER 1, 1966

PUBLISHED EVERY THURSDAY



Mrs. Guiletta Arnold

## SECRETARY OF THE MONTH

### First Winner Named

Mrs. Cliff (Guiletta) Arnold has been named the first secretary of the month in the Hereford Brand's contest. Mrs. Arnold is a secretary at the First National Bank.

The contest is in cooperation with the local chapter of the National Secretaries' Association. Mrs. Arnold will be a guest of that group at their next regular meeting.

Scored according to professional standards, entrants were judged on personality, ability to meet the public, appearance, efficiency, telephone techniques, ability to get along with fellow workers, interest in business, interest in community affairs.

dependability, and punctuality. Each category could be rated excellent, good, fair or poor. A group of impartial judges scored the entrants and Mrs. Arnold was chosen and praised by the judges.

She has been associated with the First National for 14 years. During that time she has worked at the bookkeeping window, various secretarial assignments and is presently at the new accounts desk.

Her liking for people is reflected in her handling of this task. She says that she particularly likes to visit with people who are opening accounts. She takes some dictation from

her boss, Henry Sears, but most of her time is taken with the establishing of accounts.

Guiletta did most of her growing up in Hereford. She moved here in 1942 with her family, the W. T. Gunstonsens. They had lived in Wellington. She attended Hereford schools and graduated from Hereford High School in 1948. She had studied typing and shorthand in high school and soon was working as a secretary-receptionist for Dr. Will Graham, a dentist. She next worked as secretary to the late Cecil Guseman. After a year and a half, she started at the bank which she now calls her professional home.

During these years, she has taken refresher courses at night here in Hereford, joining evening classes taught by Joe Smith. People enjoy working with Guiletta; her boss, Henry Sears, says, "She is the best, absolutely the very best."

In 1961, she and Cliff Arnold were married here in Hereford. They make their home at 125 Beach. She says that she has few activities other than keeping her home and her work with the bank. She is a member of the First Baptist Church. Both she and Cliff enjoy his rock collection. She has used the post office for years.

See FIRST Page 2

## Weather

|           | M  | N  | L |
|-----------|----|----|---|
| Saturday  | 78 | 59 |   |
| Sunday    | 81 | 62 |   |
| Monday    | 85 | 63 |   |
| Tuesday   | 87 | 65 |   |
| Wednesday | 47 | 63 |   |

Moisture for month 4.56  
Moisture for year 11.44

(Courtesy KPAN)

## County Calls For Bids On Small Barn Facility

Deaf Smith County Commissioners, meeting in a called session Wednesday, approved plans for new construction at the Little Bull Barn south of Hereford and set Sept. 12 as the date for opening bids.

The plans had been completed since commissioners went over preliminary sketches presented to them by the Deaf Smith County Chapter of Young Farmers. The expansion of the building will primarily be used for an annual livestock show.

The 70 x 100 foot addition to the existing building will double the barn's capacity. Also included in the addition will be a 12 x 24 foot washroom to accommodate increased numbers of livestock.

Commissioners advised The

Brand that specifications and plans for the addition will be available at County Judge H. C. "Hank" Williams' office in the Courthouse. The steel addition will be nearly identical to the existing structure.

A new water line is planned to service the livestock wash rooms, with increased pressure. The water heater in the existing wash room will service both the new and old parts of the building.

Commissioners plan to open bids at 10 a. m. at their regular meeting Monday, Sept. 12. The court reserves the right to reject any or all bids, and a performance bond will have to be posted by the company receiving the contract.

## Hospital Fund Drops Into Red

### SCHOOL OPENING

### Slight Increase Seen

A slight increase in student load is being experienced by Hereford schools as enrollment figures are tabulated by officials this week. Not anything like past years influx of students, figures at noon of the first day indicated only slight increases. Second day figures cannot be compared because second day figures are not available from last year.

Second day does show a registration comparable to figures compiled for the board meeting held last year on September 14. Slightly over 4200 were on the roster Tuesday. A year ago on Sept. 14, 4239 were registered.

Beginning enrollment of 4040 causes no great alarm school officials said. Last year the number on the first day was 4005. Transportation and cafeterias have experienced some crowding.

Superintendent Johnny Clark pinpointed one of the problems for the beginning of school as being the lack of cafeteria facilities at the new junior high school. Equipment is there, but is not installed, he said. At the present time, students are doubling up at Northwest Elementary school, located just south of LaPlata.

Equipment installation deadline was August 1 but the Able company has failed to get workmen on the job — at a cost to them of \$25 a day penalty.

Clark estimated that about 400 junior high students were using the elementary cafeteria at the present time.

Last year and this year have not continued the pattern of burgeoning enrollment even though numbers are continually going up.

When asked about elementary classroom space, Clark said that the schools were not experiencing crowding and that if more space is needed, Title I funds can be used for additions in the nature of pre-fab add-ons. This would free at least nine classrooms in the system. Since these reading stations are being used

by students who are already included in the cafeteria load and restroom facilities, additional classes added to the existing buildings would not be overcrowding these facilities.

In reference to the up-coming bond election, Clark pointed out that costs to tax-payers would not begin in the immediate future and that the bonds, if voted, would only be sold when the need for an elementary school is established.

The district presently has \$300,000 in the bank for school construction now, he said. About half of this amount would be left, if the added vocational facilities are approved. Board members hope that interest rates will stabilize in the next two years, bringing costs of any additional building program down.

Tuesday Stanton and LaPlata each topped the 500 mark.

High school has an enrollment of 650 as compared to last year's figure of 630. Reason for this is the distribution of the freshman or 9th grade class into the two junior high schools, Stanton and LaPlata.

Broken down by grades the enrollment tabs up this way: 1st — 222, 2nd — 416, 3rd — 390.

See SLIGHT Page 2

### Bus Changes

Confusion over school bus numbers, crowded conditions on buses and seemingly long runs can be attributed to the routine complexity of opening a school year according to Dillie Kelly, business manager for the schools.

One bus had been pulled off the schedule as it was run last year, he said, but that bus was put back into service Wednesday morning when the number

See BUS Page 2



Jim Wiman

## Whiteface Boosters Kick-Off

All seven presidents in the Hereford Whitefaces' Booster Club history were on hand Monday evening in the Community Center as the organization kicked off another year in support of Hereford athletic teams.

Opening the meeting was Jim Wiman, first president of the club and key member in its original organization. Wiman, a former Hereford resident, served as president in 1960.

Presidents for each year the club has been active were all on hand for this first meeting. The presidents are Jim Wiman, 1960; Ed Skypala, 1961; Debbs Knox, 1962; Earl Stagner, 1963; Stan Sigman, 1964; Calvin Goodin, 1965, and B. F. Cain, 1966.

More than 75 team boosters attended the first meeting of the

See BOOSTERS Page 2

## Medicare Requires Depreciation Plan

A rising charity load at Deaf Smith County Hospital has begun to drive that institution's books into the red when depreciation expenses are figured.

But it's a trend that is almost impossible to reverse, believes hospital administrator T. E. Seigler, who has been on "both sides of the desk" in his work with the hospital here.

The introduction of Medicare this summer requires that hospital bookkeepers put another account in the books to allow for depreciation expense.

And that's the straw that broke the camel's back, so to speak. Although hospital figures are running in the black as far as the bank is concerned, depreciation expense coupled with a rising percentage of bad debt accounts put balance sheet figures in the red.

But that's the way the situation is bound to stay unless something unexpected changes the picture in the Hereford area.

"We're doing our best," Seigler points out, but shows how some \$80,000 charged off as charity and bad debts will work havoc with hospital accounts.

Seigler thinks the increase in percentage can be attributed to a changing population picture in the county; once only agricultural, the area has changed to take in more industry and has been populated with a larger percentage of lower income persons.

In the early '50s, collection figures at Deaf Smith County Hospital amounted to some 93 or 94 per cent, Seigler says. But the figure has gone on down the ladder, step by step, last year getting to a low 82 per cent collection of volume.

The Federal Medicare program guarantees its accounts with the hospital, but the hospital cannot count its non-Medicare charge-offs as an ex-

pense, Seigler said. Since depreciation can be counted as an expense, it was added to the books with the inclusion of Medicare July 1.

Blame for the charity cases doesn't rest completely on the shoulders of the migrant Latin American population, the administrators point out, but rather on the lower socio-economic group as a whole, including all of the area's three major races. Many are simply cases which as the administrator and governing dads apparently feel, can't be turned away. Cited as an example was an emergency treatment for a child whose father earned \$200 a month as a farm laborer; he and his wife have six other children.

Last year, the total accounts that had to be "charged off" totaled over \$62,000. The 1964 figure was over \$59,000, and the 1966 figure may amount to about \$80,000. Fall collections may turn out somewhat better, however, and reduce that figure, Seigler explained.

Almost \$50,000 had been charged off in the first seven months of 1966.

Legally, Deaf Smith County Hospital could turn away those who weren't able to pay their hospital bills, Seigler explains, but that "the moral obligation" carries a stronger tie and anyone who needs attention receives it at the hospital.

As charity accounts mount, hospital directors may have to begin looking in other places for operating funds. Only suggested route, other than county subsidies, is the creation of a hospital district, which

See HOSPITAL Page 2

## Beet Virus Bugs Dying Naturally

Sugar beets are no longer being infected with curly top virus because the hoppers that carry the disease are dying of natural causes. Having run the course of their natural life span, the minute hoppers will infect no more plants this year, but the ravages of their hunger persists through this harvest.

Beet growers say that extent of damage will not be known until after all beets are harvested.

Apparently early beets suffered the most. Explanation is that the leaf hoppers like sun and tender leaves. Plants that were leaved out heavily before the influx of the hoppers resisted the bug because they made heavy shade along the rows and the leaves were larger and tougher.

Growers realized the problem early in July. Presence of a small number of the hoppers causes little concern but due to an extremely mild winter last year, the virus carrying insects made a mass invasion that sent growers to Holly agriculturists who in turn called in the county agent, Justin McBride. The group consulted Dr. Robert Berry, area plant pathologist with the Texas Extension Ser-

vice of Lubbock and Don Rummel, area entomologist.

The entomologist said that the hoppers could be controlled but that the plants infected by them would remain contaminated.

Symptoms of the disease include tightly rolled, stunted leaves, yellowing and a curled midrib.

Leaves eventually fall and the roots may contract root rot, cutting down on production.

The spread of the disease is a rather complicated procedure. During a mild winter, more hoppers survive giving a head start on beets. This is the first year that hopper infestation has been considered serious.

The insects are hosted in the winter by Flixweed (jansy mustard) and Russian thistle (tumbleweed).

The virus is a circulatory disease in the hoppers and they spread the disease by eating from one plant to another.

A small amount of leaf spot has been noticed in beets but this can be controlled by spraying so not too much damage has been evidenced. Leaf Spot is a fungus that is carried by the wind and causes deterioration in spots on individual plants, rarely causing extensive damage if the farmer sprays immediately.

Farmers are hopeful that the hoppers were stopped in time and do not expect to completely lose any fields from the infestation. Complete tonnage reports will be necessary before final damages can be assessed, but an indication of the extent of the damage should be seen with the first beets dug from infested fields.

County residents have reported various garden plants and flowers that have the same symptoms and McBride diagnosed the problems as curly-top

### FREE-FOR-ALL

Milo Center is the scene. The community itself is the host and you, the public are the guests. All for a free Labor Day Barbecue.

Set at five o'clock in the afternoon, Bobby Owen, one of the businessmen of Milo Center, said that all coming back from Boy's Ranch Rodeo could stop at the center, located on north 385 for supper — anyone else, too! Cause for the celebration is the third anniversary of the thriving community north of Hereford and

## Area Agriculture Studied

Uta Heigl, a young fraulein who is touring the United States in an effort to compare methods of farming, has spent this week in Hereford and Deaf Smith County, staying with the Bill Gentrys at their home at 400 Sunset and the Joe Wades, 128 Mimosa.

Uta is an unusual girl in that she is every bit a farmer, and has her degree in agriculture to prove it.

Her home, near the Czech border in West Germany, is on a farm owned by her father since post-World War II days. He bought the land in the early '50s, which is unusual in the area, Uta says. Chances are only one farm will be sold in a hundred years in the area, as inheritance takes its toll, Uta says.

Although she is not being sponsored by the Lions Club, Uta asked their assistance in finding places for her to stay while touring the United States. Her father and an uncle are both members of the organization.

An unusual aspect of West German agriculture is that a person who wants to purchase agriculturally usable land has to

pass a state test to determine his knowledge about the subject. The examination is given in an effort to discourage industrialists from buying up land, letting it lay as they speculate. Farm land is too scarce, Uta says, to allow the land to remain idle.

Uta has already taken the test, and passed with flying colors from all indications.

As she herself has said, she hasn't lived in a perfume bottle all her life. Her tour to Hereford Feed Yards were no rude awakening to her; while in Hereford she has looked at various aspects of this area's agriculture, touring Holly Sugar Corp., the feed yards, the Gentry farms, and farms raising other Deaf Smith County

See AREA Page 2

## No Encephalitis Reported Here

Only one case of encephalitis has officially been reported in the Magic Triangle, a check by The Brand this week indicated. The one encephalitis patient was treated and released from Farmer County Hospital in Friern after a short stay, a spokesman for the hospital said.

It was not known whether the person, a migrant laborer, had contracted the disease in this area. She had only recently come from the San Angelo area, and it was thought to be "very conceivable" that the disease could have been picked up there.

Deaf Smith County Hospital in Hereford reports no cases of encephalitis.

At Dimmitt, one case was on the observation list for the disease, at Plains Memorial Hospital but no confirmation had been made by the State Health Department. Several patients had been admitted to the hospital for observation for possible encephalitis but had been released, a spokesman said.



THE AMERICAN WAY — Uta Heigl, center right, sees a sample of powdered Holly sugar. She toured the plant Wednesday morning with Mr. and Mrs. Bill Gentry and Mr. and Mrs. Joe Wade, who have been her hosts

in Hereford. Bob Williamson, field man for Holly, guided the tour. Uta's father has extensive sugar beet operations on his farm in West Germany. (Staff Photo)



## Area...

(Continued from Page 1)

Uta's father's farm in Germany produces sugar beets, potatoes, wheat and barley. In United States measurements, it is about 500 acres in size. The farm is a large one for that area, she explains.

After graduating from grammar school, Uta studied English, French, mathematics, chemistry, physics, history and literature in high school. She studied in "domestic science," which includes cooking, sewing, etiquette, etc., at Bournemouth near Southampton, England.

As an only child, Uta is in line to inherit her father's farm. Although her mother didn't favor her studying agriculture, Uta went ahead and learned the tricks of the trade as she prepared to take the state examination. "Anyway, I was 21 and could make my own decisions. Besides I really like animals and the outside. I'd never be able to live in a city," she comments.

After spending some time in a university, Uta had to spend a year in "on the job" training. Her father who has a Master of Agriculture degree, had her work for him for several months in her training time. She also spent some time in France, and worked on a chicken genetic project.

"I tell you I did everything," Uta exclaims. "For two weeks I learned to milk cows. In France I drove a tractor, hauling sugar beets to a mill. Once gendarmes stopped me to check my license. I had my hair up and wore a cap. Girls waved at me, and the police didn't believe me."

In her state examination, Uta has to identify seeds and plants, and answer questions about tractor mechanics, fertilizer, pesticides buying and selling. Other questions and demonstration were from the whole range of farm operations. Uta had to be ready for them all.

The thing that impresses Uta most about Texas is the spaciousness, something that isn't quite as prominent in her part of the world. Most farms there are very small when compared to this state, she explains.

Government controls about in West Germany as they do in the United States in agriculture, Uta says, but in different fashions. For instance, wheat is not allowed to farmers, but rather they are allowed to grow all they want. The difference is imported into the country, since farmers there aren't able to produce enough to feed the population. Acres of sugar beets grown on the Heigl farm are determined by a sugar beet factory. Potatoes on the farm are used in a medical alcohol factory.

Farm labor in Germany, as in the United States, is paid in a cash and "in kind" manner. There is a labor shortage, and farm products' prices are low to farmers and high to consumers. Cost of equipment and repairs is high.

Uta came to the States in early June, and plans to stay until the middle of October when she will return to her father's farm. She saved money for two years to pay for the trip, and has gone coast to coast by bus. She has been to Wisconsin, Dallas, all of the Western states,



**BOSS'S ORDERS** — Taking dictation from her employer, Henry Sears, president of the First National Bank of Hereford, is part of Mrs. Cliff Arnold's duties as secretary. Being respected and well-liked by co-workers and employers is one of the virtues a good secretary always possesses.



**OUTSIDE INTERESTS** — Away from the responsibilities and duties of the First National Bank, Guelietta Arnold, winner of the Secretary of the Month, admires part of her husband's handiwork. This is a necklace of polished stone that Cliff has made.

and also had a visit in St. Louis. She plans to go back by way of Florida, and then north up the coast to New York.

She hopes she may be able to take over her father's farm when he stops work. "Unfortunately, Germany exports industry and imports agriculture," she explains. Her question-and-answer trip around this country may help her as she studies further in agriculture, which she hopes to be able to do soon.

## Bus...

(Continued from Page 1)

of children from the extreme northern portion of the county exceeded school officials' expectations.

In that area, Kelly said, the load per bus last year had not justified a state allotment. The bus was run for those children out of local funds.

He said that the influx of school age children this year in the northern portion of the county makes it feasible to ask the state for an allotment for that particular bus. State funds are allotted per pupil, per dirt road mile, per paved road mile. Kelly said that the state allotment could amount to \$2500 for the one bus.

This would help in alleviating the \$17,000 excess cost experienced by the transportation division of the local school district. This is the amount that the local bus system is costing the district above state allotments.

Kelly said that overcrowded conditions existing on buses was due in part to the efforts to keep LaPlata and Stanton Junior high students on different buses. Too, shifting of population during the summer caught the routes overcrowded, Kelly explained.

The district pulled bus 46 out of service in their planning for this year in an economy move Kelly said. When crowded conditions were experienced Monday, the school officials revised their plans.

One mother stated that she appreciated the efforts to economize, but felt that most tax payers would appreciate economy in other areas since overcrowded buses would not be safe for the children. Kelly stated that he felt that any overcrowding would receive immediate attention as has been done this week.

Kelly explained that bus routes are planned with a 5-10% passenger increase allowed. This particular area did not appear to have more than that number added. He said that 25-30 more children were in the area than they had counted last spring.

## First...

(Continued from Page 1)

lished stones as part of her home decor, filling small glass containers with the brightly colored rocks. Her home is as immaculate and attractive as she is.

Secretaries may enter themselves, or they may be entered by friends or their employers. Entry blanks can be found in this paper. Those who have already had their names submitted are automatically re-entered.

## Boosters...

(Continued from Page 1)

year, listening to Coaches Jack Meredith and Larry Brown tell them what they would have a potential of seeing this year on the football field.

Meeting every Monday night, members of the organization will have a chance to review competition of the preceding week at every meeting. Next Monday the program feature will be films of the Palo Duro scrimmage. Films of games will be the major program material for the club.

President B. F. Cain anticipates approximately 150 members this year before the football season ends. Memberships are sold for \$2, with funds going to the athletic department of the schools. Money raised by the Whitefaces' spirit club in 1965-66 school term went to purchase three new buses for the athletic department.

## Police Report Single Accident

The intersection between Park Ave. and Ave. B was the scene of an accident Saturday evening when Burnie Ray Northcutt, Rt. 4, and John David Martin, 303 Ave. A, collided. Both Northcutt, who was driving a 1963 sedan, and Martin, driving a 1959 sedan, on opposite sides of the intersection were waiting for the red light to change. When it did, Northcutt attempted a left turn and Martin continued straight, colliding with Northcutt's right rear panel with the front end of his car.

Martin's vehicle suffered \$25 damages while Northcutt's vehicle incurred \$160 damage.

## News About Area Men On Duty

GRAFENWOHR, GERMANY (AHTNC) — Army Private First Class James L. Schilling, 20, son of Mr. and Mrs. Lawrence H. Schilling, Route 1, Box 152, Friona, is participating in a three-week field training exercise conducted by the 4th Armored Division in Grafenwohr, Germany.

During the exercise, scheduled to end Sept. 18, he is taking part in weapons firing and tactical maneuvers as part of an annual Army program to maintain proficiency in combat units. Schilling is a mechanic in Headquarters Company, Second Battalion of the division's 51st Infantry near Illesheim.

## RUMAGE SALE SET

Hereford Garden Club members will conduct a rummage sale beginning at 9 a. m. Saturday in the Norton Building on Main Street, as a pre-season benefit for the club treasury. Mrs. John Jacobson Jr. is chairman of arrangements. Mrs. Ray L. Johnson is president of the Garden Club, which will begin fall meetings September 9.

## NOTICE TO BIDDERS

Bids will be taken at the office of County Judge H. C. Williams until 10:00 a. m. Monday, Sept. 12 on the following structure:

A 70' x 100' steel building to be attached to the present Bull Barn No. 2 including a 12' x 24' washroom.

Specifications and plans can be secured at the office of Judge Williams, H. C. "Hank" Williams, Judge, Deaf Smith County, Texas

## Accidents Cause Little Damage; Slight Injuries

The Texas Highway Patrol covered two accidents last week-end. The first occurred Saturday afternoon 9 1/2 miles south of Hereford on U. S. 385. Otis Johnson, driving a 1965 sedan, and Mrs. Faustina Cumpston of Dimmitt, driving a 1964 sedan, were involved in the accident when Mrs. Cumpston attempted to pass Johnson as he attempted a left turn into a liquor store parking lot.

Mrs. Cumpston swerved into the bar ditch, traveled 130 feet and hit a tree. There were no injuries incurred.

An accident occurred Sunday evening between a pedestrian and a vehicle two and one-half miles west of Hereford.

The pedestrian was Martin Soliz, 37, who is now being held in the county jail for illegal entry into the United States from Mexico. The driver of the 1962 sedan was Mrs. Glenda Robbins Martin, formerly of Hereford and presently of Hawaii.

Soliz was walking along the highway when Mrs. Martin's vehicle struck him. Soliz suffered only minor injuries.

## Vanished Auto In Police Report

Monday, August 22, a 1958 Oldsmobile disappeared from the parking lot behind Tannahill Fabric shop. Mrs. Fred Sims, 134 Beach, owner of the vehicle, saw the stolen car about 2:30 in the afternoon. However, when she left Tannahill's where she is employed, at 5:00 her car was not to be found.

Pat Robbins, son-in-law of the Sims, reported having seen a vehicle resembling the stolen car going south on the Frio farm to market road about 5 o'clock Monday afternoon.

The police have found no trace of the stolen vehicle. It is a two-tone car-pink with a white top. The license number is BNJ16.

## Civil Defense Sees Equipment

Equipment for detection of radio active fall-out was shown at the regular meeting of the Civil Defense committee of the Chamber of Commerce, Friday. Also shown by chairman Nolan Grady were instruments to measure radio-active contamination in an area or on an individual. A small pen-type instrument can be worn by an individual and the collection of radio-active material on his person can be measured — this would be a warning device for workers in a disaster area.

Also mentioned at the meeting was the fact that none of the nine emergency shelters in the county are equipped with emergency supplies.

Shown at the meeting was a film distributed by the government for use by local groups to acquaint citizens of the necessary measures in the event of an atomic attack. The film can be scheduled by contacting the Chamber of Commerce office.

## Sister's Funeral Rites Conducted

The funeral of Mrs. P. A. Thompson, sister of Gene Bishop of Hereford, was conducted at First Methodist Church in Plainview Wednesday morning and burial was in Plainview Cemetery.

Mrs. Thompson, the former Winnie Bishop, lived in Plainview from the early 1930's until she and her husband moved to Chicago in June. She died in a Chicago hospital Sunday morning. A son and two grandchildren survive her, in addition to three brothers and three sisters.

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## Bowling Leagues To Begin Soon

Several bowling teams are now in the final planning stages at Sunset Bowling Alley.

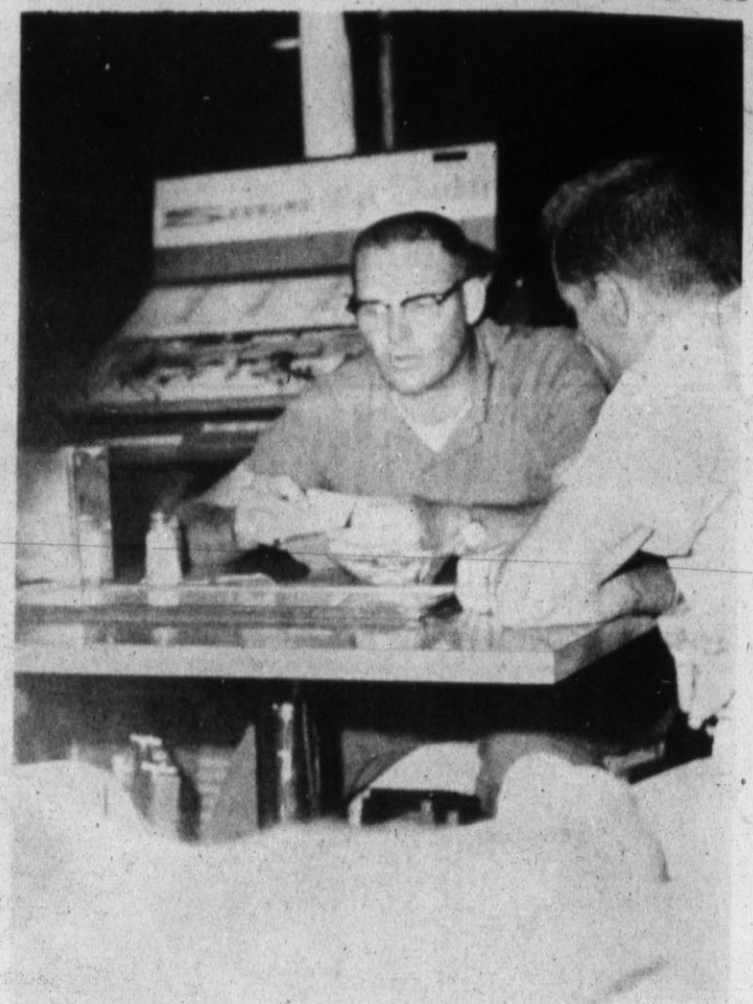
On top of the list is the Men's Major Bowling League, which is slated to get underway September 13 at 7 p. m. The league will include 14-15 teams of 7 men each two of which will be substitutes. The league will be sponsored by Hereford Merchants.

The Sunset Kegglers, made up of lady bowlers, will meet September 12, and the Sunset Skittles will meet on September 8. Both teams will be bowling in the evening.

A "Ladies Coffee League" will be also on the schedule at the bowling alley this year. The League will meet on Tuesday and Wednesday mornings at 9:30 to watch films on "How to Bowl" and later in the season they will begin bowling with a practice bowling machine. Personal instruction will be given to the beginning bowlers in the course.

A meeting to plan a mixed couple league is slated in the near future, although a definite time for the meeting has not been scheduled. Any person interested in joining one of these leagues should contact Sunset Lanes, at 364-9004.

The Hereford Brand, Hereford, Texas, Thurs., Sept. 1, 1966



**TEAM CAPTAIN'S MEET** — Team captains for the Men's Major Bowling League met at Sunset Lanes Tuesday evening to map plans for the coming season, to begin September 13. L. J. Clark was organizing the 16 captains in attendance at the meeting. (Staff Photo)

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## Slight...

(Continued from Page 1)

4th — 325, 5th — 366, 6th — 347,  
7th — 354, 8th — 333, 9th —  
360, 10th — 256, 11th — 259 and  
in the senior class-183.

Balance in student load has shifted as far as elementary school is concerned. Alkman enrollment, 441, is a few under last year. Central is about a hundred under last year with 321. Northwest, Shirley and Bluebonnet are up this year, figures running respectively, 511, 497, and 596.

Classified Got Results







## Free Admission For Labor Day Sonics Game

Monday at 2 p. m. Sept. 5, 1966 (Labor Day) Gunn Bros. Stamp Co. will have a Gunn Bros. Stamp Appreciation Day Baseball Game at Potter County Stadium between Dallas-Ft. Worth and Amarillo. 40,000 free general admission tickets will be available for adults and children at all Gunn Bros. Stamp dealers throughout Amarillo, Hereford, Borger and

Pampa. This is the final game of the 1966 regular season for the Amarillo Sonics. These tickets are free for the asking at all Gunn Bros. Stamp dealers for Gen. Adm. (Adult or Child), you can get Box seats by exchanging the ticket for 50 cents or Reserve seat and 35 cents exchange. You must get tickets from Gunn Bros. Stamp dealers to get in free in Gen. Adm. section.

Charles D. (Casey) Stengel carries the title of "executive scout" with the New York Mets.

Classifieds Get Results

## Twirling Contest Offered At Fair

LUBBOCK — Nearly 300 contestants are expected to enroll in the 13th annual West Texas Twirling Festival to be held in conjunction with the Panhandle South Plains Fair here next month.

Letters have been mailed to about 600 prospective entries and the deadline for registering has been set for Sept. 22, according to Mrs. Benni Dunn Evans, contest chairman of Lubbock.

Entries will compete in more than two dozen divisions in all age brackets for boys and girls. Trophies and medals will be presented to top winners in all divisions. In addition, sweepstakes team and teacher awards will be given.

Entry fees are \$1.50, \$2 and \$2.50. National Baton Twirling Association rules will be followed.

All competition will be held on the fairgrounds on Oct. 1, last day of the fair. The schedule of activities begins at 9 a. m.

A twirling sweetheart will be selected before the contest from

glossy photographs submitted prior to Aug. 31. The 8 by 10 photos should show the contestant full length, attired in appropriate twirling costume.

The reigning sweetheart is Carol Ann Payton, 15, of Lubbock.

Inquiries and requests for entry blanks should be directed to Mrs. Evans at 5019 38th St., Lubbock. Entries are expected from all over the state and eastern New Mexico.

The sweetheart will be selected by Tennessee Ernie Ford, who will headline the 1966 fair.

Classifieds Get Results

## Scout Troop 52 Completes Camp Requirements

Boy Scout Troop 52 is proud of its camping record for the summer. Five weekend camps were held prior to summer camp and nearly half of the members spent at least 10 days and nights of camping, which is the national goal.

Twenty-eight boys spent the entire week at summer camp while three more attended the last two days. Five boys com-

pleted their Second Class requirements, five completed the First Class requirements, six completed merit badges for Star rank and three earned Life rank. Twenty-five boys earned 63 merit badges during the camp, including 10 Mile Swim Award winners.

Plans for the coming year include a week-end camp at Don Harrington September 23 and 24 with rowing and cooking as program features. A December camp is pending and a return to Ute Lake is set for early May. Summer plans include a four-day camp at Tres Ritos in July, Camp Don Harrington the first week in August and a Troop

Crew for the Canoe Base from August 8-22.

Early in June Troop 52 launched their new boat, Leaky Louie. The boat was paid for by the troop projects.

Completing the Order of the Arrow this summer were: Gilbert Alaniz, Randy Barrett, Randy Corlis, and Jimmy Dickerson.



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# ACCORDING TO BROYLES

## Arkansas Will Be Under Pressure

By HAROLD RATLIFF  
Associated Press Sports  
Writer

Frank Broyles, director of Arkansas' football forces, says the coming Southwest Conference race is like sitting on a powder keg waiting for an explosion. He pretty well sums it up be-

cause Arkansas is going to be under more pressure than ever before.

It is a strong favorite to repeat with the championship and thereby hangs the story of the pressure. Arkansas, if it wins the title this season, will set another conference record — it

will be the first school to take three championships in a row.

Arkansas and Texas A&M each has figured in three consecutive championships but they were not outright titles. In fact A&M came closer to three in a row than anybody unless Arkansas does it this year.

The Aggies were champions in 1959, got tied by Southern Methodist in 1960 and again won it outright in 1961. Arkansas tied for it in 1960, won it in 1961, and again tied for it in 1961.

But Arkansas, in the process of running up the league's longest winning streak — 22 straight games — has won the title two

years in a row and needs only the 1966 crown to give the conference another tough record to shoot at.

Straight championships were slow in developing. It was 1942-43 before Texas won back-to-back titles to show that a team might repeat in this tough league. Actually, Texas came mighty close to making it three straight. A 7-6 loss to Texas Christian prevented it.

Southern Methodist was the second school to win two in a row. That came in 1947-48. Then Texas did it in 1962-63. Arkansas got out from under the pressure of a long winning

streak when the Razorbacks lost to Louisiana State in the Cotton Bowl last Jan. 1. But the Razorbacks appear to have the stuff to start another one except for being on the spot as it seeks three titles in a row and with at least four other conference teams capable of taking advantage of the least little lapse on the part of the Razorbacks.

But even if Arkansas does win it, there will be no record in the number of championships.

Texas has won 10 and tied for three and this is far enough ahead that it will take about five years for any school to equal it, even if Texas didn't win any

more in the meantime. Texas is one of the schools rated with the top boys this season. The Longhorns might well win the title, despite the fact that there are many sophomores on the Texas roster.

Actually Arkansas will be manned by sophs at several positions. But that may be deceptive. For instance David Dickey, the Palestine product, is playing as a sophomore although he has been at Arkansas for two years. An injury knocked him out of freshman football and forced him to lay out his first varsity season.

Texas A&M is not expected

The Hereford Brand, Hereford, Texas, Thurs., Sept. 1, 1966

to add to it this season but the Aggies are second in championships with eight and one tie. Texas Christian, another of the top rated teams this year, is third in titles with seven and one tie. Next comes Southern Methodist with six and a tie, then Arkansas with five and three ties. Rice with four and two ties and Baylor with three championships and no ties. Texas Tech hasn't won a championship yet.

The New York Mets have farm teams in Jacksonville, Williamsport, Pa., Auburn, N. Y., Greenville, S. C., and Marion Va.

Three-time National League batting champion Roberto Clemente of the Pittsburgh Pirates has batted .314 or better the last six seasons. He began with the Pirates in 1955 after having been drafted from the Dodgers' Montreal farm team.

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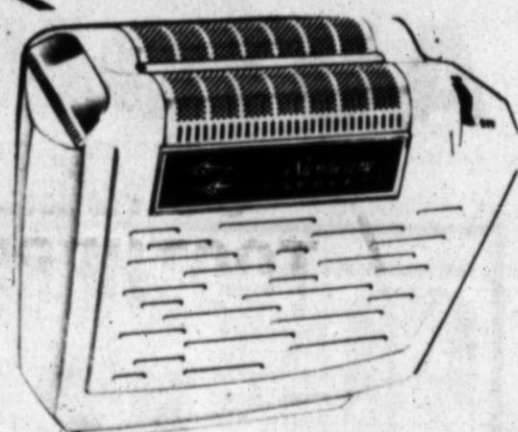
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**PUSH PROJECT** — Hold up on formation of a Colt league is a field with lights. Attending the Tuesday night meeting discussing the lighting of the high school field were representatives of several baseball leagues. Shown are G. W. Duncan, Elwood Skypala and Norbert Skypala. (Staff Photo)

## Colt Committee Pushes League

Formation of a Colt League for next summer hinges on lighting facilities at the high school diamond. At a meeting Tuesday night at the Community Center, Ted Higgins told the group of interested men that lighting would run between \$8,000 and \$9,000 for the field. School board members have given their approval if the group can raise the funds.

Named Tuesday night to study the problem were G. W. Duncan, Art Stoy, Wayne Fuller, Billy Wall and Don McNeese. The Colt League would bridge the gap between the Pony League and the older boys playing in the Irrigation League. Representatives from the Irrigation League, Norbert Skypala, Jim Pavlichek and Elwood Skypala, were present at the meeting.

### LOCAL SOLDIER FEATURED

A photograph from a wire news service of PFC Larry Martin of Hereford appeared in Amarillo's Sunday News-Globe as he poked "his mud-splattered face out of the hatch" of his M48A3 Patton tank. Martin's picture was used to illustrate the camouflage servicemen find necessary in the jungle fighting. Martin drives the tank in U.S. operations against North Vietnamese forces.

### 64 PLAYERS

## Hereford Golf Meet Set For Sept. 9-10-11

Play will be limited to 64 men, with positions going to the first 64 players who pay entry fees, in the Hereford Invitational Golf Tournament set Sept. 9-10-11 at the John Pitman Municipal Golf Course on Country Club Drive.

Bob Baker, pro at the course, said prizes will be awarded for the top three positions in each of four flights.

First place winner will receive a set of irons, a set of woods will go the second place winner, and a pair of Foot Joys shoes will be awarded to the person in consolation position. Match play will be Friday and Saturday, with medal play following on Sunday.

Entry fee will be \$17. The fee and certified handicaps must be in the golf clubhouse by 6 p. m. Thursday, Sept. 8, Baker said.

## Time Of Funeral To Be Arranged

Funeral arrangements are pending for Mrs. Zenaida Cardenas de Medina, 66, Hereford resident since 1949 who died in a hospital here Wednesday morning after a short illness.

Services will be conducted at St. Joseph's Mission with the Rev. Raymond Gillis officiating and interment in St. Anthony's Cemetery will be directed by Gilliland Funeral Home.

Born June 6, 1901 in Mexico, Mrs. Medina came to Texas as a child, married Jose M. Medina at Sinton April 29, 1937, and moved to this county from San Patricio County.

Classifieds Get Results



By MELVIN YOUNG

Registration day head count has local school board members "scratching their heads" wondering which way to go next. The heavy rise in enrollment did not materialize in 1966, and the situation may be leveling off. The schools have registered only a slight gain to date.

The lower enrollment figure is probably due to the smaller number of migrant workers coming into the area this year, but nevertheless, first day tallies indicate a leveling. A check early in the week showed some 4040 students had enrolled by noon of the first day of school, as compared to 4003 at the end of the first day in 1965. These figures are for the public schools only. Of course, as is the case each year, students continue to register at a pretty good pace throughout the first week.

St. Joseph's Parochial school at the Labor Camp enrolled almost the same of students as last year. Enrollment not only leveled at this school, but officials stated that the local migrant school had had a minimum of turn-over in students during the 1965-66 school year. It would seem then, that any enrollment drop is in the migrant worker group and not the permanent residents. More field mechanization has contributed to this situation and as the mechanization techniques are improved through the years, we will certainly see a smaller number of field hands coming into our community.

All of which leaves the local board with one proposed elementary school, still to be voted upon, which in all probability will not be needed this year and maybe not next year. Although the bond election has been set and cannot be recalled, we would guess that the taxpayers will go to the polls and turn "thumbsdown" on the proposal.

Certainly if foresight was as good as hindsight, we would never get into any trouble. But it just doesn't work that way. Trustees had to make the decision earlier in the year concerning the proposed new school (and it may still prove to be the right decision) in order that work could be completed before classes are to begin in 1967. The bond election has been set for Sept. 10.

We would suggest then, that the interested taxpayers keep informed as to the daily enrollment figures between now and Sept. 10 to see if the current trend holds and then make the decision concerning the passage of the issue. Certainly we feel no obligation to give the school board another "blank check" as we did three years ago when Hereford was in the throes of an unexpected and unprecedented growth problem.

On the same day (Sept. 10), fate of a proposed area vocational school which has been recommended by at least one citizen's study group. The vocational school has created much interest in the area and probably will get the nod of the taxpayers. It could be an asset to our area, and we feel that the need is sufficient to merit the consideration and support of every qualified voter.

There will be a big community barbecue at Milo Center Monday, September 5th, beginning at 5 p. m., according to Bobby Owen, unofficial (or otherwise) spokesman for the community. Bobby is owner-operator of Pioneer Fertilizer, located at Milo Center. The Labor Day barbecue has become an annual event for the community.

There are so many personalized license plates running around these days, that the good old fashioned kind are about to become an "oddy." Latest that we have observed include: STUDIO, OKL-TEX, D O C, PRESS (and that doesn't belong to anyone at THE BRAND, and GRRRR. Apparently that last one was a little irritated.

And an item that someone was kind enough to leave at the office concerns the number of hunters afield. "Even though the number of hunters and shooters has risen 50 per cent in the last fifteen years, to nearly 25 million, firearms accidents have dropped by 13 per cent over the same period.

"These figures were taken from a report by the National Safety Council. The supposed frequency of accidents is sometimes used as an argument for restrictive gun laws, so here's an effective answer to such nonsense. Far from being a leader in the mishap department, shooting ranks a low 16th on the claims list kept by insurance companies. Ahead of it are such perilous pastimes as swimming, golf, fishing, baseball, football, church socials, and concerts."

Hmmmm. How about "rocking?"

—HB—  
America, we're told, is a place where we jump tra-

fic lights to save seconds, and wait patiently for hours on the first tee.

Classifieds Get Results

The Hereford Brand, Hereford, Texas, Thurs., Sept. 1, 1966

Wally Moses is scouting for the New York Yankees.

Office Furniture  
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Former pitcher Gordon Maltzberger scouts for the Chicago White Sox.

Classifieds Get Results

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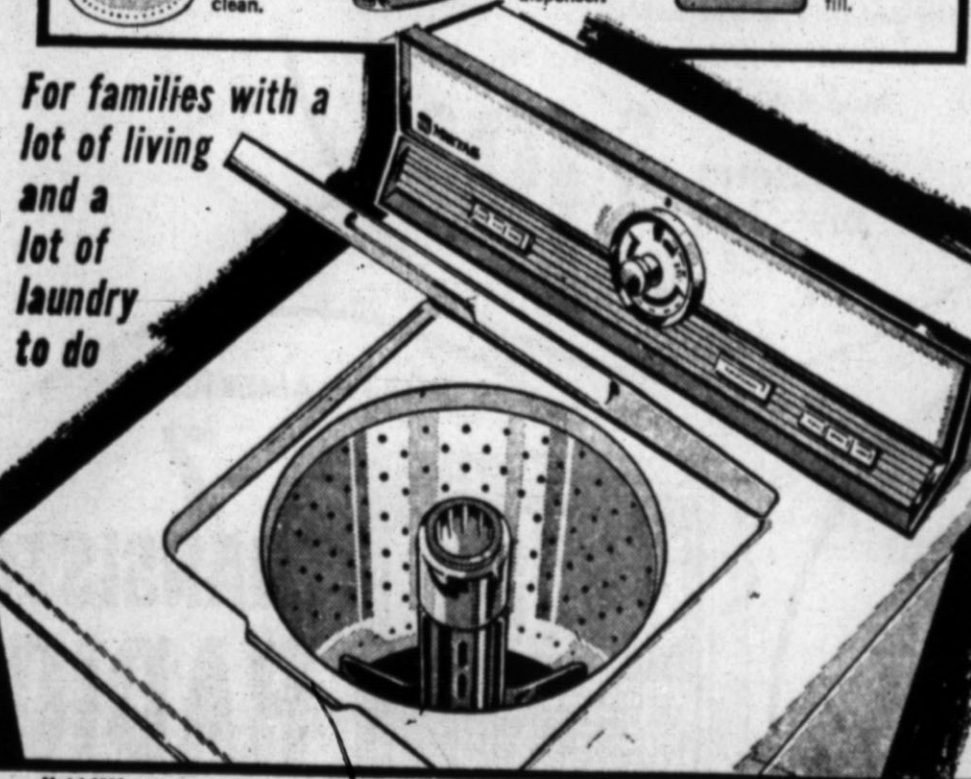
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## SWC PREDICTIONS

# Most Sports Writers Favor Razorbacks; Texas Next

FORT WORTH — Talented Arkansas is the choice to become the first team in Southwest Conference history to win three straight undisputed championships as voted by the news media in the 33rd annual TCU Sports News Poll.

The Hogs were the overwhelming choice of the 106 members of the press-radio-TV, winding up with 41 first-place votes and a total of 224½ points (1 for 1st, 2 for 2nd, 3 for 3rd, etc.). Texas, popular choice in the poll for years, is next with 282, with 24 scribes seeing an Orange crown; and TCU is third, with 18 first place votes, and 337½ points. Baylor is the fourth-place pick grabbing 13 first-place ballots and a total of 362½ points. The rest of the finish has SMU, fifth, 567; Texas Tech, sixth, 873½; Texas A&M, seventh, 713; and Rice, eighth, 859 points.

Never has a SWC team won three straight crowns. And Arkansas is a top threat to become the first. The Hogs were undefeated in Conference bouts for both 1964 and 1965 and finally had the nation's longest winning streak snapped at 22 in the Cotton Bowl on New Year's Day. Texas has been the poll's choice four of the past five years, except 1963 — ironically then it was Arkansas, but the Steers went on to the national title. Last year, Texas had to settle for a fourth-place tie, the worst Longhorn finish since 1958.

Despite Frank Broyles' great success at Arkansas, the Fayetteville school has only one other time been the consensus favorite.

That was in 1963, when the Hogs nosed out Texas by a mere half-point. Arkansas finished 4th while Texas posted that perfect record for a national title. In 1937, the Hogs were picked to tie with Texas A&M, but had to settle for a third-place spot as Rice won it all.

Here is how the poll has other Arkansas SWC winners or co-winners pegged through the years — 1946, 4th; 1954, 8th; 1959, 5th; 1960, 4th; 1961, 4th; and 1964, 3rd.

Arkansas as the favorite will be out to break the hex placed by the poll through the years. Only six times have the media made the right forecast — 1938-TCU; 1943, 1945, 1950 — Texas; 1958-TCU; and 1962, Texas. And on three other occasions, the selection at least tied for the title — 1940, SMU tied with Texas; and 1961, Texas, but had to settle for a tie with Arkansas.

As always, the comments from the media were interesting.

The Hogs had their backers like: "Why get off a winner?" — Jack Agness, Houston Post. "Bill Bradley may have a ball but it will be another year for a Hog call," — Sam Blair, Dallas News.

"Pork chops again the prime choice over beef," — A. C. Becker, Jr., the Galveston News. "Not even a Baptist Revival can change those devilish Hogs," — Jim Finley, Bay City Tribune, who also had the Bears second.

"Got fat on Razorback bacon last year. No reason to switch Hogs in the middle of the

stream." — Ted Allen, Kilgore News-Herald, who also had Arkansas in 1965.

"For the first time in several years a guy can say 'It could be any of four teams' and really mean it." — Burie Pettit, Lubbock Avalanche-Journal.

"I've got more confidence in 'Super Jon' — who's been this road before — than 'Super Bill', who ain't. 'Super Boo' or 'Super Terry' of TCU and Baylor could open eyes, too." — Jim Trinkle, Fort Worth Star-Telegram.

"If Jon Brittenum's shoulder is not okay... I should like to put up a new ballot. Despite Terry Southall and Bill Bradley, the Razorbacks are the ones to beat — poise, confidence, mental attitude and ability." — Bud Campbell, KATV, Little Rock.

"Arkansas has tradition, plus Harry Jones, Jon Brittenum and Loyd Phillips — Bill Young, Pine Bluff Commercial.

"When the race is close, it usually goes to the swiftest, and that's Arkansas," — Walter Robertson, Dallas News.

And then there were those who liked an Orange finish. "Tuff on people that beat Texas last year!" — John Traeger, KWED, Seguin.

"Watch Texas No. 1 in the nation." — Victor B. Fain, Nacogdoches Daily Sentinel.

"Texas' defensive strength, together with a truckload of strong young running backs, will present a winning streak, behind Bill Bradley, the next SWC superstar." — Bob Lapham, Brownsville Herald.

"Royal is 'flushed' with high scoring backfield as do-it-all Bradley will lead the attack." — Roy Greer, KVET, Austin.

"Darrell Duz It With Bradley & Lott Much to the Chagrin of Broyles, Whose Bacon Bubble Busts in the Ozarks, Let Us Pray," — Rick Pezdirtz, the Valley papers.

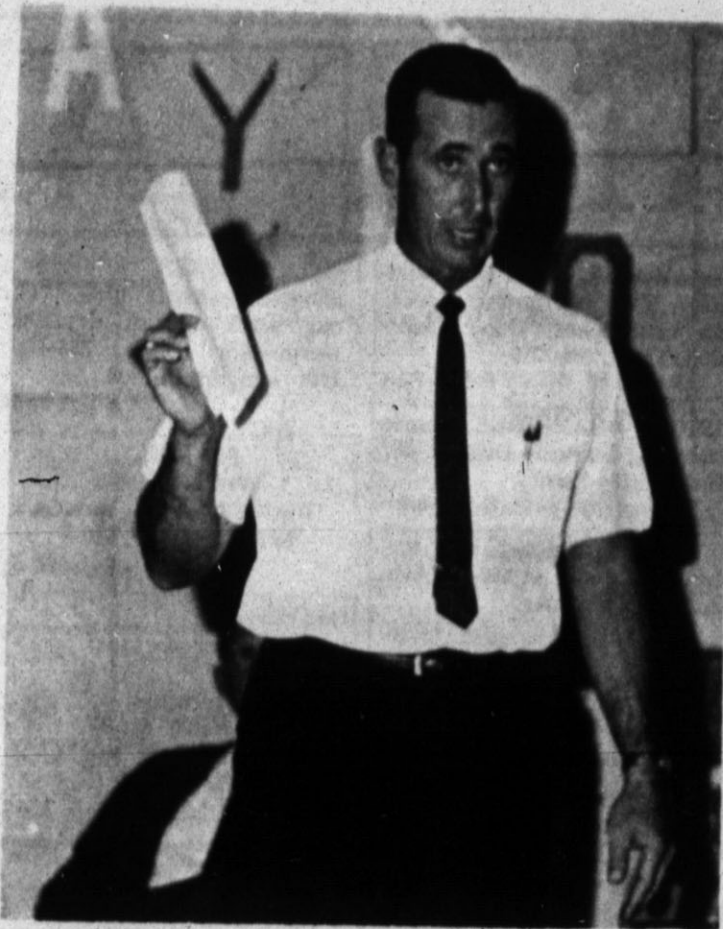
Bill Bradley comes through and Darrell Royal isn't going to have bad seasons back-to-back." — Walter Buckel, KPET, Lamesa.

And then Abe Martin's Frogs were chosen by many to break up the Arkansas-Texas domination.

"TCU today, not a year away," — Talmadge Canant, Corsicana Sun.

"Abe's finally got more than one good one at each position." — Harold Scherwitz, San Antonio Light.

"The schedule favors the Frogs." — Jim McLain, Shreveport Times.



TALK FOOTBALL — Jack Meredith, Whiteface coach, talks turkey to Hereford Booster Club Monday night. See story page 1. (Staff Photo)

Frogs finally beat Arkansas." — Russ Thornton, WBAP-TV, Fort Worth.

"TCU is due and that strong finish last year convinced me they're the team to beat." — Tut Tawwater, KVOP, Plainview.

"This is Abe's year. Shabay, Bulaich, Montgomery and company will be hard to beat. But Superbill could do the trick with some help." — Hardy Price, Irving News.

"At last TCU has a line able to run with its backfield! Anybody's race, but Froggies may be one jump ahead of the rest." — Frank Kelly, Henderson Daily News.

Betting on freshman re-

sults." — Charles Clines, Denton Record-Chronicle.

And Baylor could romp ahead of the class.

"They can't keep missing forever, can they?" — Jon Vandagriff, Weatherford Democrat.

"It's a long shot, but maybe not too long, if Southall stays healthy." — Bill King, Gainesville Register.

"Southall back in form." — Bob Ford, Associated Press.

"It's a SWC Bear market — Prices of Hogs are declining." — Bob Wright, Mexia Daily News.

"Texas lost Tommy Nobis — Arkansas still has lots of losses but some of the luck it has had lately will play out." — W. H.

Byrd, Marlin Daily Democrat. "This is, at long last, Baylor's year." — Elton Miller, Taylor Daily Press.

"The only other clear-cut first place ballot went to Texas Tech, as Steve Drummond of KOSA in Odessa had no comment in pegging the Red Raiders.

And as usual, there were those who liked a tie for the title. "Hogges have to settle for share as Steers get revenge to aid Frogs." — Jim McAfee, Abilene Reporter-News, who foresees a TCU-Arkansas tie.

"TCU is due; Baylor is long overdue. Being of unsound mind I see a deadlock in my battered crystal ball." 8 bill Speake, Athens Daily Review, who likes both Baylor and TCU.

And how about this voice on a three-way tie for the 1966 flag?

"Baylor may have a chance now that Medicare has been voted in." — Jim Browder, Fort Press, who sees Arkansas, Texas & TCU in a tie, with Baylor fourth. And for the windup, this final comment —

"It's the year for the Church Schools, as Baylor, TCU & SMU tie for first place and the Bears finally make the Cotton Bowl scene." — Woody Van Dyke, WFAA-TV, Dallas, who forecasts a Baylor, TCU, SMU finish.

Any other Comment?

## Buffalo Press

### Conference Held

CANYON — West Texas State University football players found themselves in pre-season limelight August 31 when area sports writers and broadcasters converged here for the annual Press Day activities.

A noon luncheon, in which Buffalo Head Coach Joe Kerbel introduced the staff and players, started the day.

Following the luncheon, a picture and interview session was conducted in Buffalo Bowl.

## Demolition Race Set For Sunday

Complete devastation — that's orders for the Labor Day Weekend event at Hereford Raceway. A Demolition Race featuring junk cars will be a fight to the finish — winner is the last car running. Race time is the regular Sunday afternoon meeting time.

These cars have not been altered except that the glass has been removed. Seat belts are the only safety devices.

## Kerbel Show On TV This Fall

CANYON — The Joe Kerbel Show, a favorite among West Texas State Buffalo football fans will again be telecast on Monday nights (10:30 p. m.) over KFDD-TV channel 10, Amarillo, this season. The show begins Sept. 12 and plays through Nov. 28.

The 30-minute program will again be spiced with candid commentary from the affable Buffalo head coach. Kerbel plans to feature a guest high school coach from the Panhandle area each week as well as outstanding Buffalo players. The show will also include scouting reports on Buff opponents and film highlights from each encounter.

Object is to wreck them. Another event is a repeat on the merchants race.

Spectators have a chance to cash in at Sunday's race with tickets for a free bicycle donated by Hereford merchants. A ticket holder must be present to win.

Merchants contributing the Schwinn are C. R. Anthony Co., E. B. Black Co., Ben Franklin Store, City Drug Store, Cowan Jewelry, Hereford Hardware, Harman's Dept. Store, Helen's Youth Shop, Jim's Mister Shop, Leon's Shoes, Lawrence Cleaners.

Little's, McDowell Drug, Gaston's, Robert's Appliance, Rutherford & Co., Star Theater, Tannahill's Fabric Mart, The Vogue, White's Auto, Cave's Variety, Kester's Jewelry.

No purchase is necessary and tickets will be given at any of the stores named above, anytime before Sunday, September 3.

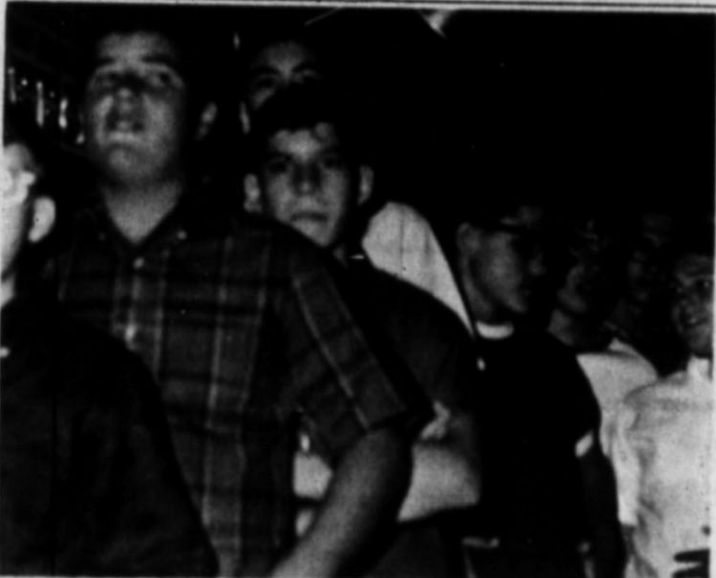
Dub Boyd — Boyd's Machine Shop, Glenn Williams — Glenn's Footwear, G. D. Calson — Calson House, Roy Boyer — First Printing, John D. Pittman Jr. — Pittman Grain, L. V. Watts — Sully's Music, James Welch — Jim's Mister Shop, Don Zimmerman — Hereford Hardware, Dallas Phillips — Sunset Food Center, Harold Kriegerhauser — Kriegerhauser Dairy, Jim Burwick — Red Rooster Res., Rusty Jones — Jones Restaurant, Charles Thompson and J. W. Robinson — Robinson Ins.

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Phone 295-3387



PHYSICALS—Shown are a few of the 100 boys from Stanton Junior High School in line for their physical examinations. This is a requirement for them to participate in the athletic program. LaPlata boys had their examinations at the Hereford Clinic on Monday night, Stanton on Thursday. (Staff Photo)

Mom...  
How does a crocus know when to come up?  
Why don't Robins wear raincoats?  
When do we get to the store for our new

**Billiken**  
SHOES FOR CHILDREN

**Black Nylon Velvet**  
Size 8½ to 3

**BLACK CORDOVAN GINGER**

**Black Grain Vamp Overlay Slip On**

A new season... they have new things to see, new questions to ask... and suddenly you realize they're growing. It's time for new shoes, specifically — new Billiken shoes, because Billiken shoes fit so well, and stand up to rugged wear!

8½ to 3 **6.99**  
3½ to 6 — **8.99**

**HARMAN'S**  
...where your children's feet are in good hands!  
**WE GIVE S&H GREEN STAMPS**

**NOW**

Is it going to be tender? You can be sure it will be tender when you see the Proten label in our meat department.

Swift's Premium Beef offers you a new variety of cuts—steaks and roasts—with entirely new names, shapes, and sizes. You'll find an enjoyable new experience in beef eating pleasure... Tenderloin! And you'll be able to enjoy a new variety in your meals each time you select Swift's Premium Beef from our display, too.

**SUNSET FOOD CENTER**  
Wonderful  
**TENDER STEAKS AND ROASTS!**

Go To Church Sunday!

**DOUBLE FRONTIER STAMPS THURSDAY!**

|  |   |   |
|--|---|---|
| <b>FRYERS</b><br>whole or cut-up<br>LB. <b>33c</b>                           | <b>BEEF LIVER</b><br>Fresh & Tender<br>LB. <b>39c</b>             | <b>Choice Sunkist LEMONS</b><br>Dozen <b>19c</b>  |
| <b>HAMBURGER MEAT</b><br>Real Good!<br>3 LBS. <b>\$1</b>                     | <b>SLICED BACON</b><br>Wilson Crispbite<br>LB. <b>79c</b>         | <b>SWEET POTATOES</b><br>2 LBS. <b>29c</b>        |
| <b>PORK ROAST</b><br>Boneless - Rolled & Tied - Extra Lean<br>LB. <b>69c</b> | <b>PORK STEAK</b><br>Extra Lean<br>LB. <b>69c</b>                 | <b>Idaho PRUNES</b><br>LB. <b>19c</b>             |
| <b>STEW MEAT</b><br>Lean Beef Cubes<br>LB. <b>59c</b>                        | <b>BEEF SHORT RIBS</b><br>Extra Lean<br>LB. <b>39c</b>            | <b>Colorado Elberta PEACHES</b><br>LB. <b>23c</b> |
| <b>CHUCK STEAKS</b><br>Center Cuts Proten Tender!<br><b>69c</b>              | <b>ALL PORK SAUSAGE</b><br>Lean, Fresh and Good<br>LB. <b>59c</b> |   |

**YOUR CHOICE OF ONE OF THESE ITEMS BELOW WITH EACH \$5 PURCHASE!**

|  |   |  |  |   |
|--|---|--|--|---|
| <b>Folger's COFFEE</b><br>1-lb. Can <b>69c</b> | <b>Borden's BISCUITS</b><br>Limit 5 <b>5c</b> Ea. | <b>Sunshine VANILLA WAFERS</b><br>12-oz. Pkg. <b>19c</b> | <b>EGGS</b><br>B. F. Cain - Medium<br>Dozen <b>39c</b> | <b>Borden's ICE CREAM</b><br>½ Gallon Sq. Carton <b>49c</b> |
|--|---|--|--|---|



Phone 364-2030

## WANT ADS

Phone 364-2030

## CLASSIFIED ADVERTISING RATES

Reader Ads (Minimum 10 words) . . . 1st. insertion, per word . . . . . 6c  
Additional insertions, when paid in advance: per word . . . 4c

Classified Display (10 pt. type under a specific heading, 1 column width only — no art or signature cuts) per col. inch. . . . . \$1.50  
Repeat insertions without copy change per col. inch \$1.20

Display Advertising Not Classified under a heading, but placed on the classified page . . . per col. inch . . . \$ .98

Deadline for Classified Advertising in the SUNDAY BRAND 10 a.m. Saturday

Deadline for Classified Advertising in the HEREFORD BRAND 10 a.m. Wednesday

**K** Kwanis Club  
Thurs. Noon  
1000 Hall  
207 E. 5th

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

**STATED MEETINGS**  
Second Monday

Thurs.  
8:00 p.m.  
Practice  
J. Henry Dobbs, W.M.  
Troy Stambaugh, Sec.

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

Colorado Red-Wooders  
PTO or hydraulic drive  
Cleo Red-Wooders  
with hydraulic drive  
Demeter Planters, Cultivators  
and Rotary Hoes.  
Lillian 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

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

**HELPED WANTED**  
**MALE or FEMALE**  
**American Window Cleaning**  
**Co. & Janitor Service**  
APPLY AT 211 WEST 6TH  
AFTER 6:00 P.M.  
Only Those Willing To Work Need Apply.

**Justice Realtors, Inc.**  
EM 4-2266 • Main & Hwy 60

## 1. FOR SALE Miscellaneous

**Town and Country Mobile Homes**  
10 wide, 12 wide, split levels. Get a better home for a few pennies more per day. There is still no substitute of quality.  
East Highway 60 at Myrtle  
364-0169 B-1-8-12c

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

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

**BIG RED BARN**  
We buy-sell-trade  
for anything  
of value  
USED FURNITURE  
Appliance and Junk  
EM 4-3552  
West Side of  
Highway 60

**GENERATORS and starters for cars and trucks. Hereford Wrecking Co., EM 4-0889. T-1-12-18-tfc**

**FOR SALE**  
Distilled water, Ozarka water, Soft Water Service, Home owned softeners. See, or call, **SOFT WATER SERVICE**  
216 N 25 Mile Ave., Hereford, Texas. Phone EM 4-3280 B-1-33-tfc

**SINGER MACHINES 66 MODELS**  
Have a few repossessed and some slightly scratched in shipment. Will buttonhole and zig-zag. Pay off low balance of \$35 or \$5 a month. Call 364-2392 Hereford B-1-33-8c

To party with good credit, repossessed 1966 model Singer sewing machine in optional five drawer desk. Automatic zig-zagger, blind hems, embroiders, buttonholes, etc. 6 payments at \$5.42, will discount for cash.  
Write  
Credit Manager,  
1114 19th Street  
Lubbock, Texas  
B-1-30-tfc

**FOR SALE:** Three male silver poodles. AKC registered. \$37 Westhaven, call 364-3370. B-1-12-4-tfc

**FOR SALE** new two horse Tandem trailer; gravel, guards, chrome vents, lights, floor mats, \$650. See at Grand E. Trailer Park No. 31 or call 364-4746. B-1-25-34-tc

**SPOTS BEFORE** your eyes-on your new carpet-remove them with the Blue Lustre. Rent electric shampooer \$1. Hereford Hardware. B-1-20-9-2c

**LUGGAGE RACKS** and foot stools for needlepoint. Fruitwood, walnut, maple, antique white, mahogany, Dan's of Canyon. B-1-16-9-10c

**FOR SALE** large sprayer. Call 364-0302. B-1-10-9-tfc

**WE BUY** sell and trade. Also tree cutting. Asher's Trading Post. 364-4619. B-1-12-5-10p

**REGISTERED HEREFORDS.** Anxiety 4 for sale. 20 cows with calves. 4 year old bred heifers. 10 yearling heifers. Call FL 4-3128, Amarillo. B-1-22-34-4p

**FOR SALE:** Two fish aquariums with stands. Phone 364-1017. B-1-10-4-tfc

**FOR SALE:** One registered yearling stud colt. Phone 364-1017. B-1-10-4-tfc

## 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



**Hereford Insurance Agency**  
To Be Sure! Don Baugous — Manager 364-0850

**DELIGHTFUL COTTAGE**  
A good Northwest location goes with this neat three bedroom plus carpeting, central heating, T.V. antenna, air conditioner and attractive kitchen. Established loan payable \$89 per month. Easy terms can be arranged o owners equity. No. H-3075

**LARGE FAMILY SPECIAL**  
An impressive entry opens into large formal living room or leads along the hall to three spacious bedrooms with lovely walk-in closets and two full baths. A charming family room, completely paneled, adjoins the well planned kitchen and utility room that will easily convert to spare bedroom. Priced to sell. No. H-3073

**RICHARDSON TRAILER house** 8X47. Two bedrooms, carpet, air conditioner. Good condition. \$1350. 364-2305. B-1-15-7-8p

**CUSTOM DRAPERIES,** fabric samples. LaVerne Driskill, 227 Beach. 364-3283. B-1-10-4-tfc

**FOR SALE:** Duplex and two bedroom house at 609-611 Avenue K. By owner. B-1-14-3-tfc

**FIREPLACE WOOD** for sale. Also tree cutting. Asher's Trading Post. 364-4619. B-1-11-33-13p

**HEREFORD COUNTRY club** membership for sale. Terms. Call EM 4-4414. B-1-10-17-tfc

**TWO ROW** broadcast Gehl englage cutter. Leo Witkowski. Phone 364-0991. B-1-10-35-4c

**1st LINE** Conn tenor saxophone. In excellent condition with several accessories. Call 364-2533 after 6 p. m. B-1-17-35-2p

**FOR SALE:** good used 100,000 BTU forced-air heating unit. Complete. \$50. See Andy Anderson at Carl McCaslin Lumber Company. Phone 364-3434. B-1-22-35-tfx

**FOR SALE** good used refrigerator. \$50. Phone 364-1857, 215 Avenue E. B-1-11-35-1c

**FOR SALE** Tascosa Seed wheat. First year from certified. Call or see H. E. Owens. 364-4613. B-1-16-35-2c

## HOUSEHOLD ITEMS

Tables, chairs, lamps, small appliances, women's dresses, men's suits, jackets, slacks, boys and girls clothing, lawn equipment, toys, tools, and other items too numerous to mention. Saturday, Sunday, Monday, September 3, 4, 5 at 810 Avenue K 9 a.m. to 6 p.m. 38-1-35-2c

Near new 8 piece Early American dining set. New Kenmore washer Lady Mannikin Kenmore dryer and dishwasher. Power mower and edger Steel desk and office chair Near new popcorn machine Curved mirrors for store Coca Cola machine Cash Register Adding machine Key making machine See all of these at **THE HOUSE OF BARGAINS** 136 West Third B-1-35-1c

**Lee Carter**  
**Jack Kirksey**  
GENERAL CONTRACTING

**LIST YOUR FARMS & RANCHES NOW**  
CALL US TODAY  
**LONE STAR AGENCY**

**AKC REGISTERED** German Sheppard puppies, nine weeks old. Black and silver. Longworth blood lines. 364-4427. 14th and Avenue G. B-1-18-35-1c

**FOR SALE WHEAT SEED TASCOSA AND PONCA FRANK J. BEZNER** B-1-34-6p

Used Dryers  
Used wringer washers  
Used TV's  
Used Refrigerators  
**FAMILY MART**  
603 East Park Avenue  
364-4918 B-1-35-8c

## 2. FOR SALE Farm Equipment

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

**FOR SALE:** 1962 D-17 tractor. A-1 condition. Phone 364-1017. B-2-10-4-tfc

**TOP QUALITY**  
Irrigation Dams as low as \$3.25  
**DAVIS IMPLEMENT**  
144 W 2nd EM 4-2811 B-2-18-tfx

**ONE TWO row** 818 New Holland ensilage cutter. Phone 364-3499. B-2-10-32-tfc

**FOR SALE** or trade for wheat drill. 1958 Papec ensilage cutter. 808-679-4557 collect. B-2-13-8-7p

**USED ENSILAGE cutters** for sale, two Internationals 2 Gehl, one Case. Will trade for ensilage. Bob Lindsey, OLS-3109, Canyon. B-2-19-9-14c

## 3. FOR SALE Automobiles

**1952 STUDEBAKER**, good school or work car. 364-1857. 333 Stadium Drive. B-3-11-35-2

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

**FOR SALE:** 1962 Olds Super 88, air conditioned, power steering and brakes. Recently overhauled engine, new tires, extra clean. Call 364-1810 during day, and 364-8667 after 6 p.m. B-3-27-9-2p

**1967 CHEVROLET**, 2 door, V-8, Hurst, new paint, new interior, good tires. See to appreciate. 844 West Park Avenue between 6 and 8 p. m. or call 364-3354 after 6 p. m. B-3-29-8-4p

**FOR SALE** 1961 Volkswagen panel. New paint job. Good tires, excellent for campers. EM 4-0624. B-3-14-4-tfc

**ICE HOUSE**  
AT  
**HEREFORD FRUIT MARKET**  
Block or Crushed

**FOR SALE** two bedroom house at 394 McKinley. Whites only. Contact Joe Story. 364-2765. B-4-14-33-tfc

**FOR SALE** by owner. Large 2 bedroom and den, bath and hall. Brick. Double garage. 515 J. 364-1037. B-4-18-4-tfc

**WE BUY** used cars and trucks Campbell Motor Co., 815 E. Hwy. 60, EM 4-4450. B-3-14-23-tfc

## 4. REAL ESTATE For Sale Or Trade

**LARGE DEAF SMITH SECTION**  
365 mile, 252 wheat, 10 irrigation wells, nat. gas, 3 miles of tile, improved, has existing 5 1/2 % loan which can be assumed. Price is very reasonable at \$370.00 per acre, the owner might trade for your quarter in on this one.

**DEAF SMITH COUNTY EXCLUSIVES**  
329 acres with 2 - 8" wells, good improvements \$500.00 per acre will trade or take \$60,000.00 down.  
320 acres, 2-8 wells, old improvements, small down payment and assume existing loan, Price \$500.00 per acre. 329 acres, 3 irrigation wells, good improvements, this land will be on one of our new paved roads in the near future. Price \$650.00 per acre. Owner will trade for good ranch.

**INVESTMENT**  
Good quarter section on paving near Hereford, this tract is ideal for subdividing into smaller tract or is cheap enough to return good interest as a farm. Price \$525.00 per acre, has underground tile and good irrigation well. Purchaser may assume existing loan.

**COUNTRY CLUB DRIVE HOME** 3 bdrms, double garage, wood-burning fireplace, 2 baths, large utility and many other extras. This is the first time this home has been listed, call us for an appointment. Price \$26,500.00. \$500.00 DOWN  
On one of the three homes we have listed for \$65.00 per month. Call early and get a choice.

**RESTRICTED LOTS**  
60 feet wide and 135 feet deep. ONLY \$25.00 down and \$15.00 per month, or \$660.00 cash.

**HAMBY REAL ESTATE**  
1/2 mile South of Underpass on South Highway 385  
Office 364-3566  
Gerald Hamby 364-1534  
Durward Hamby 364-3466  
J. M. Hamby 364-2553  
Buddy Rogers 364-2150 B-4-33-tfc

**1 3 bedroom, bath & 1/2, NW area, large loan, 5 1/2 % interest. Payments \$112 per month. Want your own business? A drive in making money every day, \$4,000 down.**

**W. T. CARMICHAEL REAL ESTATE**  
801 S. 25 Mile Avenue  
364-1251  
Commercial, Homes and Farm Loans  
We Need Your Farm Listings B-4-48-tfc

**\$ \$ \$ \$ \$**  
**ONE MILLION DOLLARS**  
To lend on irrigated land in Deaf Smith, Castro and Parker counties. And . . . We have expanded our territory to include the upper Panhandle.

**PRUDENTIAL**  
America's Largest Farm Lender!  
**SAM NUNNALLY**  
311 Park Avenue EM 4-2814 B-4-11-10-4p

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**480 acres, 1 8" in well, natural gas. Two bedroom house. Good barn, half mile pipeline. \$175 per acre, 29 % down.**  
320 acres, 2 8" wells, natural gas, good allotments, \$350 per acre.  
160 acres, 1 8" well, natural gas, good allotments, \$250 per acre. 29 % down.  
320 acres on pavement, two bedroom home, 4 6" wells one mile of tile. 230 acres milo, 50 acres wheat, 15 acres cotton. \$465 per acre. 29 % down.  
Two three bedroom houses, 1 1/2 baths, \$13,000 each. \$500 down.

**CARTHEL REAL ESTATE**  
206 North 25 Mile Avenue  
364-0944 B-4-8-tfc

**For Sale Trade or Rent**  
Two bedroom frame with den at 706 Knight. \$500 down, \$80 mo. payment or rent. Call  
**PAUL SCHROETER**  
364-1504 B-4-9-tfc

**FOR SALE** farm, approximately 1/2 section at \$250, 8" and 10" wells, fully allotted, 3 bedroom house, 29 % down, balance at 6 % No trades. Near New Mexico line. Peters Real Estate, 364-0038. B-4-32-9-tfc

**TRUCK DAYS**  
AT  
**HEREFORD FRUIT MARKET**  
Tuesday thru Friday

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

**House for sale - 1500 sq. ft. - 2 bedroom - 1 bath - living room - kitchen - fenced yard - Refrigerated air - Call for appointment - \$1500.00 down - Payments \$128.00 month - Very nice 3 years old.**

**House for sale - 1000 sq. ft. - 2 bedroom - 1 bath - living room - kitchen - Very nice older home. Must see to appreciate - appointment only. 110 Fuller - \$12,500.**

**House for sale - Very nice - 2 bedroom - 1 bath - living room - den and fireplace - built-ins - screened porch - fenced yard - \$16,500.00 - Appointment only.**

**House for sale - 3 bedroom - living room - den - 1 1/2 bath - Double garage - fenced yard - built-ins - 1 1/2 years old - \$18,000.00 Payments \$129.00 month - 116 Hickory. By appointment only.**

**Office Space for Rent:** Very nice - refrigerated air - 601 Main.

**Commercial Building — 30 x 50 suited for business or office space — ideal location.**

**House For Sale:** 3 bedroom - living room - 2 bath - den - built-ins - double garage - fenced yard - Very nice - 107 Fir.

**Irrigated farm for sale:** 1280 acres in North West part of Deaf Smith County. 10 irrigation wells. Good water. Talk about good farms, let us show you this one at \$390.00 per acre. Terms can be worked out.

**Irrigated farm for sale:** 1/2 section, good water - 2 good 8 inch wells, \$350.00 an acre. Call about this one.

**For Sale 333 Acres**  
of good farm land has more water than will ever be needed, one eight inch well, can be changed to 10 inch. Large round top barn, windmill, some underground pipe 12 inch. For sale by owner, located in Ochiltree County. Call 806-435-4504 or see  
J. E. Wilson  
Route 2, Box 61  
Perryton, Texas B-4-9-10p

**BY OWNER**  
Thunderbird Apartments 16 two bedroom, two baths. Stays full. Small down payment. Will take trade. Good income.  
E. O. Milburn  
3713 Teckla  
Amarillo FL 6-0890 B-4-33-tfc

**FOR SALE** by owner 2 bedroom, attached garage. Fenced back yard. 364-3738 after 5. B-4-14-8-8p

**FOR SALE:** 1962 D-17 tractor. A-1 condition. Phone 364-1017. B-2-10-4-tfc

**FOR SALE:** good used 100,000 BTU forced-air heating unit. Complete. \$50. See Andy Anderson at Carl McCaslin Lumber Company. Phone 364-3434. B-1-22-35-tfx

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Route 2, Box 61  
Perryton, Texas B-4-9-10p

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Thunderbird Apartments 16 two bedroom, two baths. Stays full. Small down payment. Will take trade. Good income.  
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3713 Teckla  
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Thunderbird Apartments 16 two bedroom, two baths. Stays full. Small down



## Classifieds...

For sale 640 acres, near Dalhart, Texas. 1/2 cultivated, 1/2 grass. Approximately 200 acres can be broken out. 340 acres all cropland. Contact Mike Bates, Dalhart, Texas, 384-2272.

NEW FHA three bedroom, 1 1/2 baths, \$525 down. Payments \$115. Peters Real Estate. 364-0038.

**FOR SALE LAUNDRY**  
Combination, automatic and wringer.  
Call 364-2848 or 364-2257

New 3 bedroom homes for sale. See the new Award Homes by Bob Pugh with 1 1/2 full tiled baths, carpet, built-in, dishwasher, garbage disposal, utility room, large paneled den, double garage, breakfast bar, and patio door. FHA financing available. Yes, we will trade.  
**MARK IV REALTORS INC.**  
364-2220

**FOR SALE:** Duplex and two bedroom house at 609-611 Avenue K. By Owner.

**GOOD LOCATIONS**  
Highway Frontage on South 385. For Sale 10% down. Will lease.

Highway Frontage, North 385, Corner lot, for sale 29% down. Will lease.

Highway Frontage on East 60 highway with 40x90 building. For sale 29% down. Extra good terms. Will trade for farm or other property or consider lease.

Other good business locations around Hereford.  
Phone 364-3566 day or 364-2553 night.

**FOR SALE** 100 feet residential corner lot. Corner of Plains and Fir. Will trade. Phone Jerry Detwiler, 364-0668.

## 5. FOR RENT

**FOR RENT**  
Two and three bedroom brick duplexes with fenced yards, 500 block Ave. G and H.  
**D & R BUILDERS**  
EM 4-3780  
Nell Spradley EM 4-1813  
I. D. Rhodes 289-5217

**TWO BEDROOM, 2 bath**  
apartments. Dishwasher, garbage disposal, carpeted. Furnished and unfurnished.  
**THUNDERBOLT APARTMENTS**  
Phone EM 4-2646

**OLD COMMUNITY Ice Building**  
for lease. 239 West 3rd. Would like to remodel this dock height building and lease to permanent tenant. Phone 364-1111.

**OFFICE SPACE** for lease. Panned, Carpet, Central heating and air conditioning. Call EM 4-1786 or EM 4-1519.

**FOR RENT** 2 bedroom furnished house. Adults. Whites. 364-2613 or 364-2621.

**2 UNFURNISHED TWO bedroom**  
apartments. Lynette apartments, 108 Avenue H. 364-0989.

**FOUR ROOM unfurnished apartment.** Close to town. Newly decorated. White adults only. Call 364-1617.

**FOUR ROOM furnished house.** Furnace, air, shower, plumbed for washer and dryer. Fenced yard, patio. Call 364-2733 weekdays 364-1226 after 6.

**FOR RENT** one bedroom house. Unfurnished. Attached garage and storage. Suitable for couple or single person. Whites only. \$50. 364-4173.

**THREE ROOM furnished apartment.** Carpeted throughout, furnace heat. Inquire 364-1343 or 303 Westhaven.

**FOR RENT** storage space for car, boats, etc. Hereford Wrecking Co.

**FOR RENT** two bedroom house furnished, carpeted. Bills paid. 364-3227. 602 Star.

**FURNISHED Apartment.** Bills paid. Whites only. 1107 Park Avenue.

**BUILDING** for rent or for lease. Part or all. Available 7000 sq. feet. 364-1818.

**TWO BEDROOM** furnished duplex apartment. Call 364-0526. B-5-10-34-tfc

**FOR STORAGE** space-large or small-Call 364-1818. B-5-10-35-tfc

**THREE BEDROOM** house at 200 Sunset. Phone 289-5506. B-5-10-35-tfc

**FOR RENT** 2 bedroom apartment 903 Lafayette. 364-3219. B-5-10-35-2p

**TWO BEDROOM** house, attached garage. 812 Blevins. Fenced back yard. \$85. 289-5604. B-5-12-9-tfc

## 6. WANTED

**WANTED:** Babysitting in my home. Phone 364-4175. B-4-10-32-tfc

**SPORTSMAN CLUB** wants to lease land for the purpose of hunting doves and ducks in the Hereford area. Contact Maj. Linger, 1705 Bandera, Amarillo AFB, Texas, D19-1153. B-6-27-9-4c

**WANTED** to lease or buy: Cement mixer. 364-1318, Carl Sevier. B-6-10-35-2c

## 7. Dressmaking-Ironing

**IRONING** in my home. 213 Avenue J. Phone 364-0093. Mrs. R. L. Swaffer. B-7-3-8-6c

**WANTED:** Ironing to do in my home. Phone 364-3528. 235 Avenue A. B-7-12-35-12c

## 8. HELP WANTED

**Accountant** wanted. Applicant must have completed at least 6 hours of advance accounting, have a working knowledge of journals, ledgers and payrolls. Salary to be negotiated. Interested applicants should call the school business office. 364-0607. B-6-8-8-tfc

**SPARE TIME INCOME**  
Refilling and collecting money from NEW TYPE high quality coin operated dispensers in this area. No selling. To qualify you must have cash, references, \$600 to \$1900 cash. Seven to twelve hours weekly can net excellent monthly income. More full time. For personal interview write P.O. BOX 10573, DALLAS, TEXAS 75207. Include phone number. B-8-35-1p

**WANTED EXPERIENCED**  
mechanic. Kemp Auto Repair, East Highway 80. 364-3421. B-8-10-8-tfc

**MIDDLEAGED** or elderly woman companion for elderly woman. May be on social security. Phone 364-0537 or write Anna Holman, Route 4 c/o A. V. Hucker, Hereford. B-8-25-9-tfc

**WANTED** for irrigation. Phone 804-435-3383 after 8 p. m. James Caldwell, 1121 South Eton, Perryton, Texas. B-8-15-35-tfc

**Female help** wanted. Demonstrator wanted. Earn up to \$50 a week part time, 3 or 4 evenings a week from 6:30 p.m. to 10 p.m. Samples furnished. Must have use of car. No delivering. For more information write.  
**Plaque Party Plan**  
1438 NE 23rd  
Oklahoma City, Oklahoma  
B-8-5-10c

**SERVICE MAN** for appliances, washers, freezers, refrigerators. 40 hour week, top pay, paid vacation, profit sharing insurance. Apply in person to Sears, Roebuck and Company, 421 North Main, Hereford, Texas. B-8-30-9-2c

**MAN** to tend to cattle. Must be experienced with cattle and fencing. Contact R. C. Godwin Farms, 289-5313 or 364-1758. B-8-20-8-tfc

**CASH** in on the big Fall and Christmas selling season. Represent Avon in your neighborhood. Openings in and near Hereford. Write District Sales Manager, Box 1894 Plainview. Call CA9-5185. B-8-35-2c

**WHITE HANDY** man wants work painting and repairing. Also air conditioner service and repair. 276-5272. B-8-15-29-tfc

**WANTED** YEAR round farm job. Can furnish references. Contact Greg Munoz 1/4 mile south Ward Gin. White trailer house. B-8-19-34-3p

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## LAFF-A-DAY



"Confidentially, just between you and me and all your girl friends..."

**OFFICE WORK** wanted. Typing and shorthand. Phone 364-4695. B-8-10-35-1c

## 10. NOTICE

**CUSTOM SWATHING** and baling. Floyd Coker. EM 4-1972. B-10-10-2-tfc

**ALCOHOLISM INFORMATION:**  
For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, call EM 4-4546 from 8 a.m. to 12 p.m. until 5 p.m. Monday through Friday.

**A UNITED FUND AGENCY**  
B-10-19-tfc

## 11. Business Services

**CUSTOM HAY** baling and swath- ing. Phone Jesse Scott EM 4-1108. B-11-10-20-tfc

**SOIL STERILANT APPLICATION**  
Industrial, Commercial and Alley Application.  
**BOB T. ADAMS**  
364-3546  
B-11-29-tfc

**HEREFORD KIRBY VACUUM CO.**  
New and Used Vacuums  
For parts and service  
Call  
EM 4-0422  
B-11-7-tfc

**Expert auto service** at Penny's Auto Center. Three mechanics to serve you. We feature air conditioners, Foremost auto, pickup, truck and tractor tires, Blend-A-Matic Gas, oil by the quart or drum, seat covers, batteries, all types of auto accessories, Vespa motor scooters and Bridgestone motor bikes.

**PENNEY'S AUTO CENTER**  
Sugarland Mall  
Hereford, Texas  
EM 4-4064  
B-11-2-tfc

**OWENS & HOLLINGSWORTH**  
Commercial - Industrial  
Residential Wiring  
Magneto - Starter  
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Motors Rewind  
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809 EAST SECOND  
EM 4-3572  
B-11-13-tfc

**PORTABLE DISC ROLLING**  
Scalloped or plain. Jacobson Brothers. Phone EM 4-1543. B-11-19-29-tfc

**Custom Slaughtering**  
and Processing  
**VEGA MEAT CO.**  
South 385  
Vega, Texas  
Britch Hopsom  
Owner Operator  
Phone  
Hereford 364-3194

**ELECTROLUX CLEANERS**  
Sales - Service  
New and Used  
364-3104  
B-11-9-4p

**KELLEY ELECTRIC**  
DeVay and Virgil  
Electrical Contractors  
Residential and Commercial  
All bids and wiring competi-  
tive.  
No Job Too Large or Small  
Phone EM 4-1345  
Nights phones EM 4-2012 or  
Box 130 EM 4-1345  
B-11-46-tfc

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## AUSTIN HIGHLIGHTS

# Cities Ask Rebate From State On New State Tax

By — VERN SANFORD  
Texas Press Association

AUSTIN — Officials from major Texas cities, beset with money problems, are calling on the Legislature to allow municipalities a 50-50 split in any new broad-based state taxes enacted next year.

Gov. John Connally pledged to recommend "very substantial new sources of revenue" for the cities after a group of metropolitan area mayors conferred with him.

Question as to whether the kind of revenue-sharing plan advocated by the mayors is permissible under the state constitution will be briefed by the Texas Legislative Council, at the request of House Speaker Ben Barnes.

Cities petitioned for a 50 percent refund of any increase in the state sales tax or an equivalent amount of any new broad-based tax, with the state doing the collecting and apportioning half of new funds where paid.

While agreeing to ask the Legislature for financial relief for the cities, Connally declined to spell out the precise form and amount he will seek. He did promise there will be "no strings attached" to his recommendation.

Connally also reported an agreement for regular conferences on urban problems between the mayors and top state officials.

What will happen to the cities' request for financial assistance in a legislative session where a state tax bill of more than \$200,000,000 is regarded as a certainty remains to be seen.

Some legal authorities do not believe a straight refund is possible without a constitutional amendment, although the Legislature could authorize the cities to levy their own sales tax with the state serving as collector.

**NEW MANSION SOUGHT**  
At its initial meeting, the Texas Fine Arts Commission, created by the Legislature in 1965, recommended a new governor's mansion and said the present residence, completed in 1886, should be operated as an historic house.

Governor Connally has not yet expressed his view on a new mansion. However, last year when the State Building Commission, of which he is chairman, recommended a new \$1,000,000 mansion, he differed and recommended that the money be used elsewhere.

Commission outlined a far-reaching program to encourage development of, and participation in, the arts, including traveling, exhibits, festivals, awards, nighttime family entertainment in communities and revived band concerts on the square.

Former Atty. Gen. John Ben Shepperd of Odessa was named

chairman of the new agency.

**"RED MEANS WRONG"**  
You will be seeing lots of red if you drive the wrong way on a Texas freeway.

In a move to curb wrong-way freeway pileups, State Highway Department is installing red reflector buttons and pavement markers at entrances to interstate and other controlled access highways.

If you see a red arrow pointing at you from the pavement as you enter a freeway ramp, you are entering the wrong way. A straight red line pointing against you on lane lines means you are going in the wrong direction.

Highway Department has spent or obligated \$76,600,000 in an overall four-year safety program.

**LOANS**  
Tight money has made it hard for Texas colleges to sell their building bonds. Some still are looking for buyers.

On a third try, buyers were found for the 4 percent bonds of Angelo State at San Angelo (\$1,200,000); Stephen F. Austin at Nacadoches, (\$2,600,000) and Sam Houston State at Huntsville (\$2,500,000). But Southwest Texas State at San Marcos and East Texas State at Commerce still need buyers for their respective \$2,400,000 and \$2,300,000 bonds. Constitutional ceiling of 4 percent makes the bonds less attractive to investors than other issues bringing higher returns.

**MORE MONEY**  
Mounting demands of higher education in Texas seem certain to force a tax increase by the Legislature which meets in January.

Budget requests for the 22 state colleges are almost double those of the current two years, in large part because of a need for "catching up." Coordinating Board, Texas College and University System, says that the previous practice of providing money based on past enrollments just won't work. Cash should be provided for the 22 state colleges and the 34 junior colleges on the basis of what their enrollments will be, instead of what they were.

Junior colleges, fast growing as they are, will be some \$16,000,000 short of operating money during the current two years. It will take \$100,000,000 to put senior college appropriations on a current basis.

Prospects for a surplus in the state treasury of \$75-\$80,000,000 have led to talk of increasing college tuition and fees, so students would pay more of the cost.

**APPOINTMENTS**  
Governor Connally appointed Billy Gene Compton, Senior Amarillo corporation court judge district attorney for Potter and Armstrong Counties. He is a native of Borger and attended Pampa schools. Compton replaced

Dee Miller, who resigned to campaign for the Congressional seat left open when U. S. Rep. Walter Rogers of Pampa decided not to run again.

Dr. Luther L. Bailey was named project director by State Interagency Policy Board, appointed by the governor to conduct statewide planning for vocational rehabilitation.

Connally named Maj. Gen.

Harley B. West of Dallas to command the Texas State Guard.

**SHORT SHORTS**  
State health authorities last week reported 193 suspected and 65 confirmed cases of encephalitis (two strains) in Texas.

Texas Good Roads Association has warned it will oppose any move in the 60th Legislature to divert highway user taxes to other purposes.

Texas auto insurance companies are pledging "aggressive" support of highway safety measures next year.

Attorney General Carr advised Dist. Atty. William Hunter of Dalhart that a commissioner court in a county under 10,000 can pay travel expenses of constables using their private cars, but cannot buy them two-way radios.

## WHAT TO LOOK FOR

# Safety Features On Present Autos

The making of safer automobiles has been much in the news of late.

Much has been written on whether it is the "nut behind the wheel" or the design of the autos themselves that is responsible for the steadily climbing toll of deaths and injuries from auto accidents.

Safer autos may be in the offing, but in the meantime here are some tips to prospective buyers in selecting from models now available. Not all of these appointments are likely to be found on any one model, but they are at least a mental check list to keep in mind while shopping around. Some of them will be available only as "extras," at extra cost:

- 1) Padded head supports to avoid neck injury.
- 2) Padded dash and visors.
- 3) Recessed dash instruments and control devices.
- 4) Impact-absorbing steering wheels and column displacement.

5) Safety door latches and hinges.

6) Four-way flasher signals that can be blinked all at once.

7) Safety glass all around.

8) A dual braking system.

9) Glare reduction surfaces.

10) Back-up lights.

11) An outside rearview mirror.

12) Devices to cut down noxious exhaust.

13) Electric sweep-design windshield wipers and washers.

14) Cornering lights to illuminate the area into which the car is turning.

15) Seat belts, front and rear. Better still, the shoulder harness.

The paint job may be a safety factor in selecting your next auto. Light colors are more easily seen in the day or night, while dark colors blend into a surrounding background during daylight and make autos practically invisible at night.

**MOST INCREDIBLE SIGHTS EVER FILMED!**

**THEY WEAR ONLY THE WIND!**

**KARAMOJA**

SEE... Teenage Maidens in Secret Pre-Marital Ritual...  
SEE... Blood-Chilling Acts That Can Never Be Filmed Again...  
SEE... Scenes Beyond Description... Shocking... Unbelievable... True...  
Recommended Only for MATURE ADULT VIEWING

**THE PROUD ONES**

Readin' Writin' and Arithmetic  
School Days are Here again

**STAR THEATRE**

**THURSDAY FRIDAY SATURDAY**

**UNDERWATER... UNDERCOVER... UNDER ANY CIRCUMSTANCES**

**YOU MUST SEE THE WILDEST FUNNIEST NEW DAY...**

**DORIS DAY ROD TAYLOR ARTHUR GODFREY**

**THE GLASS BOTTOM BOAT**

**With the craziest cast of the year!**

**STAR THEATRE**

**SUNDAY MONDAY LABOR DAY**

**SHOW TIME 2:00 P.M.**

**TUESDAY WEDNESDAY**

**What did You do in the War, Daddy?**

**BLAKE EDWARDS presents "WHAT DID YOU DO IN THE WAR, DADDY?"**  
JAMES CAGNEY DICK CHAPMAN SHERID FANTINO GIOVANNA RALLI ALDO DAY  
VILIAM PETER BLATTY with...  
[COLOR BY TECHNICOLOR]

**3-BIG MOVIES!**

**BONUS FEATURE**

**1.50 PER CAR LOAD**

**BEACH BALL**

**10,000 Biceps meet 5,000 Bikinis...**  
FRANKIE AVALON - ANNETTE FURNECLO  
**MUSCLE BEACH PARTY**  
...COLOR

**CARY GRANT LESLIE CATON**

**"Father Goose"**

**2 Family Movies**

**CARY GRANT SOPHIA LOREN**

**HOUSEBOAT**



# September Sees Club Year Begin

Enter September and the club calendar takes on a crowded look.

Although some meetings are deferred because the month begins with a holiday weekend, women's organizations have started the move back toward a full schedule after summer vacations.

Announced for the first day of the month is a meeting of L'Allegre Study Club at 3 p. m. today in First National Community Room. Bud to Blossom Garden Club will follow with a Friday morning session at 9:30 in the home of Mrs. Bill Gentry, 400 Sunset.

Camp Fire Leaders Association will begin fall meetings at the same hour Friday in the Camp Fire Girls Hut. Hereford Jaycee-Ettes have scheduled a business meeting at 8 p. m. Monday in Community Center to end a summer recess.

Home Demonstration Clubs, too, will get back to business after a two-month vacation. First

on the schedule is North Hereford Club, to meet at 2:30 p. m. today in the home of Mrs. Clinton Ward, 706 S. Main. Mrs. H. L. Hershey will be hostess to Progressive Club at 2:30 p. m. Tuesday.

Clubs which normally meet the first week of a month, but which have postponed the start of the season, include Summerfield Study, which will wait until Sept. 22; Bay View Study, which has set its opening meeting for Sept. 15; Garden Beautiful, to be entertained with a brunch Sept. 16; and Wyche H. D. Club, due to meet Sept. 8.

## Couple Goes To Wedding Of Relative

Mr. and Mrs. F. S. Smith have returned home after attending the wedding of a granddaughter and visiting the family of a daughter, Mrs. J. W. Throckmorton, in Yukon, Okla. Miss Carolyn Throckmorton and Frank Lyndon Pope were married in an evening ceremony Aug. 19 in Yukon Methodist Church, with the Rev. Don E. Hines of Edmond officiating. After a wedding trip to Lake Eufaula the couple is at home in Yukon.

Candles, white gladiolas and fern decorated the church for the wedding. Music was by Robert Goldsborough of Clovis, N. M., uncle of the bride, who sang the solos, and Mrs. Joe Woodson of Carmen, organist.

Mrs. Carl E. McGuire was matron of honor; the bride's sister, Miss Judy Throckmorton, and Mrs. Clifton H. Gardiner were bridesmaids. Acting as best man was the bridegroom's father, H. W. Pope, and as ushers, Jim LeCone of Oklahoma City, Carl E. McGuire and the bride's brother, Mike Throckmorton.

The bride wore a white satin dress in empire style, the bodice overlaid with lace. Motifs of the lace were applied down the sides and across the hemline of the long skirt, and formed a Watteau veil. A pearlized rose headpiece held her veil and she carried white roses and stephanotis.

Her attendants were dressed in dusty pink linen with lace bodice, matched in color by hairbows and carnation nose-gays. The bride's mother chose a suit in peacock blue with white overblouse and accessories.

In addition to the Hereford couple, out-of-town guests included Mr. and Mrs. R. B. Smith of Follett, Mr. and Mrs. Goldsborough of Clovis. Smith is the son and Mrs. Goldsborough the daughter of the F. S. Smiths.

### DAUGHTER IS VISITOR

Mrs. J. E. Beyer, 431 McKinley, has had as guests her daughter and son-in-law, the Rev. and Mrs. W. H. Hicks of Little Rock, Ark. Rev. Hicks is pastor of Pulaski Heights Baptist Church in Little Rock. After several days here, the Hicks left Tuesday for Austin to visit their daughter, Mrs. William Lee, before returning home.

## Calendar Of Events

### THURSDAY

American Cancer Society Chapter at Community Center, 8 p. m.

L'Allegre Study Club in First National Community Room, 3 p. m.

Hereford Duplicate Bridge Club at Community Center, 7:30 p. m.

Avenue Baptist WMU Business Women's Circle at church, 7 p. m.

North Hereford Home Demonstration Club in home of Mrs. Clinton Ward, 706 S. Main, 2:30 p. m.

Optimist Club lunch at Jones Restaurant, noon.

Kiwanis Club at IOOF Hall, 207 E. Sixth, noon lunch.

### FRIDAY

Bud to Blossom Club in home of Mrs. W. H. Gentry, 400 Sunset, 9:30 a. m.

Camp Fire Leaders Association in Camp Fire Hut, 9:30 a. m.

### MONDAY

Hereford Jaycee-Ettes in Community Center, 8 p. m.

Rainbow Girls advisory board at Masonic Temple, 6:30 p. m.

Rotary Club lunch at Jones Restaurant, 12:05 p. m.

Odd Fellows Lodge at IOOF Hall, 8:30 p. m.

### TUESDAY

Women's Golf Association, play day at John Pittman Municipal Golf Course, open to all interested women.

American Legion Auxiliary in Legion Hall, 8 p. m.

Calvary Baptist WMS at the church, 7:30 p. m.

Progressive H. D. Club in home of Mrs. H. L. Hershey, 2:30 p. m.

Jaycees lunch at Jones Restaurant, noon.

### WEDNESDAY

First Methodist Woman's Society, general meeting at church 9:30 a. m.

United Presbyterian Women's Association at church, 12 noon.

Avenue Baptist WMU at church, 7 p. m.

Hereford Lions Club lunch at Jim Hill Hotel, 12 noon.

Sugar Squares square dance club at Community Center, 7:30 p. m.



We Give  
S&H  
Green Stamps

fashion decrees, the  
new broad "T"  
by fashion craft.

"To-A-Tee" is right in tune with everything that is fashion new. Broader crescent toe, wider "T" design highlighted by shiny buckle and the chunky low heel that is so widely favored.

\$12.99

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Will Be

OPEN

Monday, Sept. 5

LABOR  
DAY



LABOR  
DAY PICNIC

Potato Chips

LAY'S TWIN PACK  
59c BAG

49c

TOMATOES

CHUCK WAGON  
3 TO PKG.

19c

Pears

CALIF.  
BARTLETT

LB. 19c

Plums

Calif.  
Casselman

LB. 29c

Bell Peppers

Home Grown  
Green Bells

LB. 15c

Turnips

Purple Top  
Calif.

LB. 15c

ICE CREAM

Cloverlake - All Flavors

1/2 Gal. 69c

PAPER  
PLATES

Diamond

40 Count  
In Poly Bag 69c

PORK 'N  
BEANS

Van Camps  
No. 300 Cans

3 FOR 43c

CHARCOAL

10 Lb.  
Bag

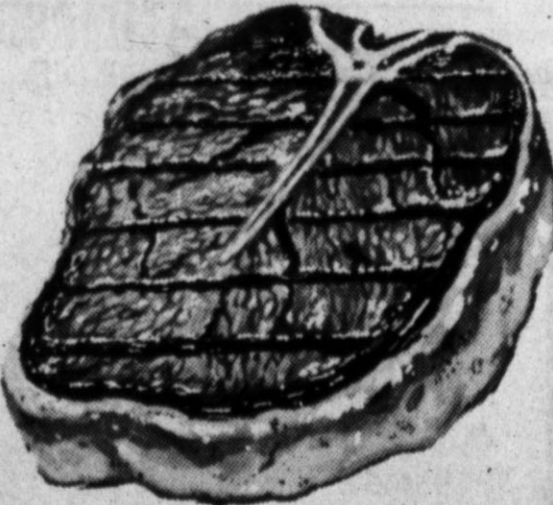
49c

STEAKS

U.S.D.A. Choice

Club  
Lb. 89c

T-Bone  
Lb. 98c



VELVEETA

KRAFT'S  
LB. BOX

59c

FRANKS

ARMOUR STAR  
12 oz.

49c

BACON

Shurfresh Wright's

2 LBS. \$1.69  
FOR

CRISCO

3-LB.  
CAN

79c

COFFEE

SHURFINE  
LB. CAN

69c

TIDE

DETERGENT  
GIANT BOX

69c

TREET

ARMOUR'S  
12 OZ. CAN

49c

Hot Dog or  
Hamburger  
Buns

McLean's  
Toothpaste  
Extra Large Tube

59c

Snickers - Milky Way's  
Three Musketeers

10 PACK 39c  
5c Bars

Wrigley's Gum

All Flavors  
10 Pack

39c

Tendercrust - 8-ct. Pkg.

2 FOR 49c





## NO CLOGGED WELLS

### Chemicals Clear Mud From Water, Aid In Recharge

Inexpensive, easy-to-apply chemicals can clean muddy surface water and make it fit to pump down into the water table, according to a U. S. Department of Agriculture scientist.

Agricultural engineer Victor L. Hauser, of USDA's Agricultural Research Service, reported this finding at the 21st annual meeting of the Soil Conservation Society of America in Albuquerque, N. M.

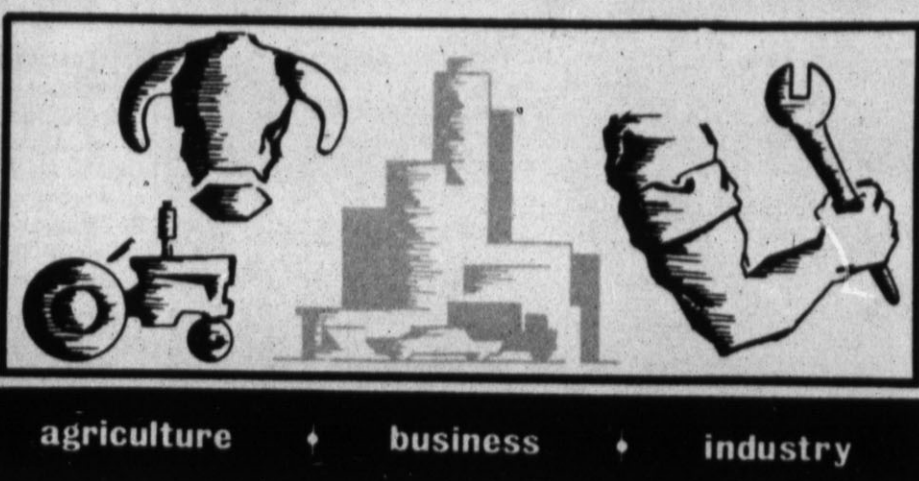
He said that in areas such as the Southern High Plains of New Mexico, Oklahoma, and Texas, water collects in undrained basins called playas. Soils in the playa floors are virtually impermeable and almost all the water that collects there is lost to evaporation.

For some time scientists have been experimenting with wells to pump this water into the ground where it can be stored for later use. Muddiness of the water has been a major obstacle; sediment quickly plugs up the wells. Filtering systems proved difficult to clean and operate.

In laboratory tests, Hauser and ARS soil scientist Fred B. Loiseach added a mixture of alum and cationic polyelectrolyte to the water and reduced the sediment content by 90 percent. Cationic polyelectrolytes are compounds that, because of their positive electrical charge, cause sediment particles to cluster and settle. Texas Agricultural Experiment Station cooperated in the work.

The researchers field-tested the chemical treatment. They drilled a series of 6-inch wells around the edge of a playa. Then they drew water from the

See **CHEMICALS** Page 2



SECTION TWO

HEREFORD, TEXAS 79045, THURSDAY, SEPTEMBER 1, 1966

## ON DISPLAY AT FIELD DAY

### Portable System Moves Water Without Ditches

**HALFWAY** — A new portable irrigation system of thin-wall plastic tubing which eliminates seepage and evaporation water loss common to open-ditch systems will be demonstrated during the High Plains Research Foundation's tenth annual field day here Thursday, Sept. 8.

Twelve hundred feet of the tubing will be installed on the Research Foundation's experimental farm at which the field day will be held. The irrigation system installation will be principal stop on tours of the farm which will be conducted from 1 to 4:30 p.m.

The tubing was developed and is manufactured by Petro-Tex Chemical Corporation of Houston. Made of the Bu-Tuf resin, the tubing is distributed in this area by Econo-Flex Pipe Co. of Plainview.

Econo-Flex has announced that arrangements have been completed for a display area during the field day at which

specific operation and applications of the Bu-Tuf systems can be discussed in detail. The tubing is sold in standard length of 400 feet.

The Bu-Tuf irrigation is manufactured in a wide range of diameters and wall thicknesses and — since it is in a collapsible, lay-flat tube form — can be supplied in rolls of great length.

In development of the new irrigation system, elimination of seepage and evaporation was a major objective because a Texas Tech study showed that water losses of 20 per cent due to these two factors were found to be typical in the Texas South Plains area, Kincaid said.

"Typical pumping costs for this South Plains area in 1964 ran about \$12 per acre," Kincaid said. "On a 160-acre cotton farm, a loss this size could be valued at \$385 and could represent 45 per cent of the seed costs."

Kincaid said the new Bu-Tuf

irrigation system should be "especially attractive to farmers who do not own the land they farm since the system is portable and can be moved from one farm to another."

## FOR COTTON

### Yields Higher, Costs Lower In Narrower Rows

**STILLWATER, Okla.** — Cotton yields have been upped and production costs lowered by planting in narrow, 7-inch rows. The narrow-row experiments are being carried out at Texas A&M University's South Plains Research and Extension Center near Lubbock.

Cotton production in narrow, 7-inch rows has been investigated for several years on Texas' southern High Plains. Yields have been slightly higher in narrow rows, compared to standard 40-inch rows, and costs have been cut as much as 27 percent.

The system was described by Dr. L. L. Ray, A&M agronomist at the Lubbock Center and

See **YIELDS** Page 2

## Boots & Saddle At Sugarland

Jack Daves, owner of the newly opened ranchwear store in Sugarland Mall, says of his policy, "If we don't have it, we'll get it." And truly it seems as though they have everything a rancher could want in the way of boots, western shirts, saddles, etc.

Daves is not new to the ranchwear business. He learned to make leather boots as a boy and later opened a shop of his own. He and his wife, Ruth, come from Springer, N. M., where they had a western store.

After selling their Springer shop, the Daves traveled a bit, staying in Aztec, N. M., where their son lived, and then coming on to Hereford, where their daughter Mrs. Oliver Strue, lives. The Daves later decided to open a shop here, because they like Hereford and thought a western store would do well.

Daves stressed that his shop is not "western" wear, but mostly "Ranchwear." They carry levis, jeans, western shirts

(men's and women's), boots and moccasins (men's women's sizes), saddles, etc. It is the elaborate western suits and women's pants that they don't carry, however, Daves believes that he will probably expand to carry such items in the future.

Ranch clothes, saddles, blankets, and bridles are not the only things the Boots and Saddle store specializes in. It has a large variety of hand-tooled leather goods — wallets, handbags, etc. Daves' shop also has a complete shoe repair department. He can reheel anything from women's high heels to men's boots.

The name brand boots handled by Daves include Justin, Nocona, and Tony Lama. Daves says of his shop, "We'll be better all the time as we find out what people want."

Mrs. Daves helps her husband in the store part of the time. On display in Boots and Saddle are the Hereford Riders Club trophies.



**SELLING RANCHWEAR** — Jack Daves, who learned how to make boots like these with his own hands, has recently opened his "Boots and Saddle" shop at the Sugarland Mall. This boot is made from the skin of a water buffalo. (Staff Photo)

## Aspects Of Irrigation Farming Water Topics In 'Irrigation Age'

"Irrigation Age," a new publication with its first issue just off the press, is to deal with all facets of water and irrigation farming says C. Palmer Norton, president of the controlling corporation and chairman of its advising board.

Volume 1, Number 1 was put in the mail only recently, going to some 20,000 addresses in 39 states and 14 foreign countries.

"There's a need for educational material in the field of irrigation farming," Norton said explaining that main purpose of the magazine would be to provide information delving in all aspects of water and its use in irrigation farming.

Felix Ryals, manager of the Panhandle Water District, Tom McFarland, of the High Plains Underground Water Conservation District, and J. W. Buchanan, manager of the North Plains Water District are three members of the board of directors who have direct contact with water and water problems.

Water news in the first issue included reports on international irrigation, national water news, state water news, North Plains water news, Panhandle water news and High Plains water news. Also included were university reports, a report from High Plains Research Foundation, and articles on finance and science dealing with irrigation.

Subscriptions to the recently launched publications are planned to be made for no charge, with all revenue coming from advertising sources. Advertising in the first edition was all from the Panhandle area, but Norton said hopes are for more national advertising after prospective buyers can see what the publication is capable of.

Next issue of Irrigation Age will see more extension into Kansas in the magazine's water coverage. Norton said hopes are for reaching a circulation figure of 50,000, climbing about 2,500 every month.

See **NEW** Page 2



**VOLUME ONE, NUMBER ONE** — Palmer Norton, president and chairman of the board of "Irrigation Age," a new agricultural publication dealing with irrigation, looks over the first edition of the publication. Beginning circulation for the magazine was 20,000. (Staff Photo)

## IN WASHINGTON

### State, National Lawmakers Eye Texas' Water Problem

State Representative Bill Clayton spent the week of August 15 thru 20 on Portland, Maine, attending the National Conference of the Council of State Governments, and the week of the 22nd in Washington, D. C. attending the Council of State Governments on Suggested State Legislation and working on West Texas water problems.

While in Washington, several meetings were attended by Rep. Clayton, Speaker of House Ben Barnes, Rep. Ralph Wayne, S. B. Whittenburg, and K. B. Watson with Texas Congressmen in trying to work out some of the problems involving the importation of water to West Texas.

Rep. Clayton, currently a member of the Conservation and Reclamation Committee and a House Interim Water Study Council, and a member of the Steering Committee of the West Texas Chamber Water Resources Committee, said that many problems are involved in working out water problems for West Texas. However, he was encouraged by the receptiveness of the Texas Congressmen. Clayton said he believed the meetings stimulated enough interest among the Congressmen to make them actively push for passage of the Colorado River Basin Study Bill, which is now in the Rules Committee.

This bill provides and authorizes for preliminary studies to be made for developing water supplies from the Colorado River Basin for eleven Western states. This bill includes West Texas and would also provide a vehicle for additional studies of importation of Mississippi and Missouri River water into Texas. Clayton said that if Congress does pass the Colorado River Basin Bill this session, then the Texas Legislature could take whatever action was necessary when they convene in January. See **STATE** Page 2



**HOME IS THE FARM** — Uta Heigl, center, chats with Mr. and Mrs. Bill Gentry at their home at 400 Sunset Dr. Miss Heigl, who has earned the right to own farm land in Germany, is in the United States

surveying agricultural differences. She will be in Hereford for the remainder of the week, studying various aspects of Deaf Smith County agriculture. See story page 1, Section 1. (Staff Photo)

## Secretary's Wheat Program Will Maintain Eligibility

Secretary of Agriculture Orville Freeman, in his bid for farmers to plant more wheat in 1967, said in a statement recently, "This action offers farmers the opportunity to plant more where wheat production is profitable, while maintaining the farmers' eligibility for program benefits."

"We expect wheat prices to be well above support levels next year because of strong commercial demand at home, continued export expansion, and large food assistance requirements. For these reasons farmers can expect increased income from increased production."

"Weather variations can change a deficit into a surplus very quickly, but with wise use of the new authority in the Food and Agriculture Act of 1965 the United States can avoid both of the twin evils of shortage and surplus."

Secretary Freeman said acreage allotments for future years will depend on the wheat situation at the time the allotment is determined. "No one can be positive how much wheat we will need or how much the

world will need to produce between now and July 1, 1968. I have increased the wheat acreage allotment so that farmers who want to produce more can help make sure we don't run short."

The Secretary emphasized that wheat produced during the year covered by the program will not be harvested until June, 1967, and represents our main supply until June, 1968.

The action today does not constitute an actual request for additional production but will enable those farmers, who believe increased production will be profitable if they can maintain their program benefits, to plant more wheat. Producers who plant within farm acreage allotments are eligible for price support loans on all their production and for price-supplementing certificate payments on the farm's share of the domestic food market for wheat, the Secretary said.

Farm soil conserving base acreages will be reduced to correspond with today's increase in wheat acreage allotments. (When wheat allotments were recently increased 15 per cent, it was announced that the 1966

program provision that called for diversion of 15 per cent of the allotments as a condition for eligibility in the program would be removed in the 1967 program.)

The land made available for cropping by this reduction in conserving acreages makes it possible for many farmers to plant more wheat for the 1967 harvest.

Secretary Freeman said the program changes were needed because

- 1) The former wheat surplus has been put to use, making increased production desirable;
- 2) Wheat stocks are being below a desirable reserve level this year;
- 3) With feed grain stocks declining, the need for adequate wheat stocks is even more pressing;
- 4) Domestic and world demand for wheat continue to be strong;
- 5) Export expansion can continue if we have adequate supplies at competitive prices;
- 6) Grain requirements for foreign assistance programs, while not completely predictable at this time, are almost certain to

See **WHEAT** Page 2

SEE THE  
**GIANT PHILLIPS 66 COWBOY**  
at  
**WEST PARK 66 SERVICE**

SEE  
**BOZO THE CLOWN**  
for  
Free Candy  
For The Kids

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**HOSPITALITY DAY CELEBRATION**  
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**WEST PARK 66 SERVICE**  
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**WATCH IT!** — These signs are out again and they mean business — school zones are carefully patrolled but you as a driver are the only one who can insure the safety of our school children who are walking to and from school. (Staff Photo)

## Wheat . . .

(Continued from Page 1)

The Secretary emphasized that this action probably will not bring the wheat carryover in one year to the 600-million bushel level generally regarded as desirable but said he expects some increase in 1968 stocks.

The Secretary indicated that the larger acreage allotment is expected to produce a crop of approximately 1.6 billion bushels in 1967, assuming normal weather.

He pointed out also that if drought reduced U. S. yields by 3 bushels an acre in 1967, production would be about 200 million bushels less than with a normal yield. "The larger allotment will help assure enough wheat in the event of drought in the U. S. or abroad," the Secretary said.

As announced previously, 1967 program benefits will not be conditioned upon diversion of any wheat acreage, and there will be no wheat diversion payments.

Today's action does not change either the price support level or the number of bushels on which a farmer will qualify for certificate payments in accordance with the general wheat program announcement of June 9.

The price support loan level for 1967 will be \$1.25. Domestic marketing certificates as required by law will be issued on bushels of wheat, and the value of certificates will be the difference between the parity price of wheat on July 1, 1967, and the \$1.25 loan value. This year's

certificate value is \$1.32 per bushel.

The Secretary also announced that barley will not be included in the 1967 feed grain acreage diversion program. The barley announcement was made at this time because barley, like wheat, is a fall-seeded crop in many parts of the country. Farmers cooperating in both wheat and feed grain programs next year may again plant wheat on regular barley acreage and on other feed grain acreage if they wish. The level of price support for barley and other feed grains will be announced later. Farmers will also be able to plant wheat on their oats-rye base as in 1966. There will be no oats-rye diversion requirements or payments.

In the Cropland Adjustment Program for 1967, Secretary Freeman announced today wheat, rice, and barley acreages are no longer eligible at a special payment rate related to wheat program benefits but are eligible only at the rate for non-allotment crops.

## State . . .

(Continued from Page 1)

to implement any portion of the Bill that might require state action.

Calyton said that House Speaker Ben Barnes will be very instrumental in helping West Texas meet its water needs.

Offutt-Underwood  
Adding Machine & Typewriters

THE INK SPOT

## ASCS Lists '67 Wheat Program Requirements

There will be no diversion requirements for substituting wheat for barley or oats-rye under the 1967 Wheat Program, says the Deaf Smith ASCS committee.

Barley growers who wish to substitute wheat under the program can do so on an acre-for-acre basis, but they should request a special barley base for this purpose from the ASCS County Committee, Frank J. Bezner, said. Oats and rye producers who wish to substitute wheat will have their oats-rye base adjusted to allow for the difference in feeding units produced per acre.

Bezner said that Secretary of Agriculture Orville L. Freeman has announced that barley will not be included in the Feed Grain Program for 1967. He said this means that the farm feed grain base will be made up of corn and grain sorghum only.

Details of how substitution of wheat for barley or oats and rye will fit individual farm situations can be obtained from the ASCS County Office, Bezner said.

## New . . .

(Continued from Page 1)

Backing the magazine are 20 stockholders, most of them area men.

Editor and publisher is Charles E. Briggs, assisted by Peggy Wheeler, John Mette, Bedford Forrest, Cecil McNutt and A. Wayne Wyatt are contributors. Jay Bennett will be responsible for advertising in the publication.

Included on the advisory board are Norton, Felix Ryals, Tom McFarland, J. W. Buchanan, and Monte Rosenwald, advertising executive; Jim Gillentine, printer and publisher; Sean and Sam Thomas, Southwestern Public Service Co.

Field representative is Harley Shannon, and photography will be by Robert L. Jones. Lloyd Cook is art director; Charlene Bunch is in charge of circulation.

Branching out into all phases of irrigation, the magazine will watch the upcoming Texas Water Plan and also have a Washington column. Feature coming in the September issue will be "Grapes — High Plains Cash Crop?"

General offices for "Irrigation Age" are at 620 Park Avenue in Hereford; printing and most layout work is done in Amarillo, and published at the Amarillo office of Southwest Offset, Inc. "Irrigation Age" is to help educate water users on conservation and other aspects of farming under irrigation," Norton says.

Classifieds Get Results

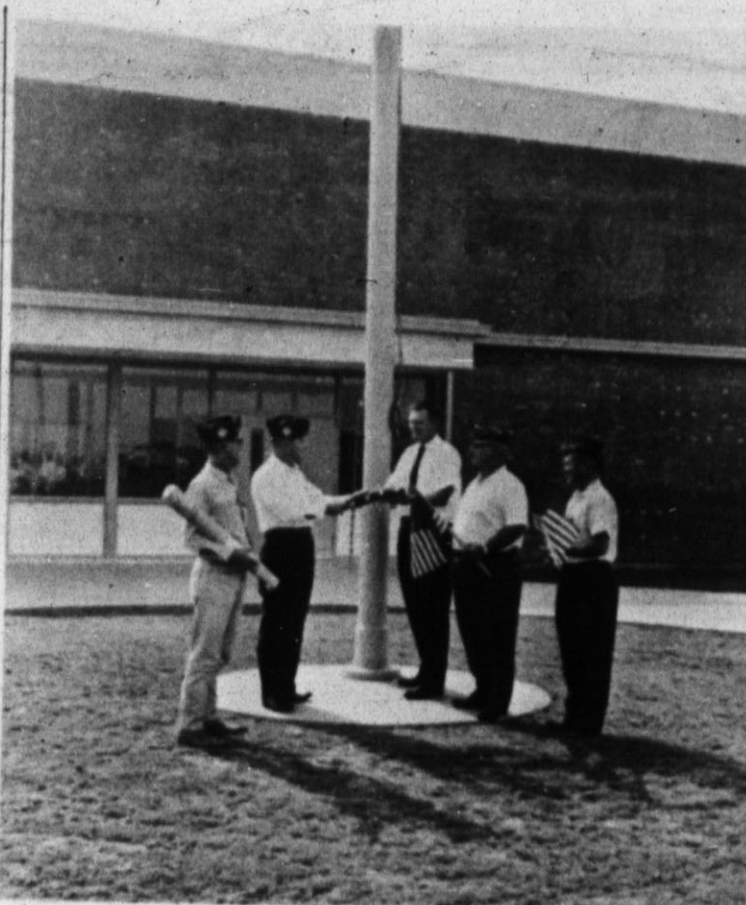
## PERCENTAGE DOWN Certificates For Farmers Equal 1966 Figures

Wheat growers who participate in the 1967 Wheat Program will be eligible for domestic marketing certificates for about the same amount of wheat as in 1966 but the percentage of allotted acres is less because of the increased allotment according to Frank J. Bezner, chairman of the Deaf Smith County Agricultural Stabilization and Conservation ASC Committee. The percentage is 35 compared with 45 in 1966.

The expected domestic food use in 1967 is 520 million bushels, Bezner explained that the law requires domestic certificates to be issued for no more than the expected domestic food use. The 520 million bushels is 35 percent of the projected production of the 68.2 million acre national allotment.

In the 1966 program, the 45 percent of the farm projected yield for which program cooperators earned certificates was estimated to equal 500 million bushels. Thus, cooperators in the 1967 program will be eligible for certificates on 20 million more bushels, Bezner said.

Domestic certificates, which are issued to help maintain farm income, will be valued in



**FLAG PRESENTATION** — VFW members of post no. 4818 continued their custom of supplying flags for various groups when they presented the new junior high school with a large flag for their pole and with small flags for their classrooms. Shown at the Sunday afternoon presentation are: Harry Coffin, Harry Burke, LaPlata Principal Jerry Don George, C. W. Smith and John Green. (Staff Photo)

The New York Yankees have placed Tony Kubek on the voluntarily list.

Sal Maglie has a two-year Boston Red Sox.

## Yields . . .

(Continued from Page 1)

a speaker at the 58th annual meeting of the American Society of Agronomy Aug. 21-26 at Oklahoma State University. Ray co-worker on the project is E. B. Hudspeth, agricultural engineer at the Research and Extension Center.

With high populations of 200,000 plants or more per acre, leaf area increases rapidly and rate of fruit set is very high, the agronomist explained. Seasonal requirement for crop production has been reduced by about 30 days, and exposure of open bolls to weather has been lowered as much as 50 days.

Ray noted there are significant variety and row spacing relationships. Early varieties with small leaves growing more upright seem best adapted to narrow-rows. Strains of cotton developed for narrow row production are being tested.

He said an efficient, finger-

type stripper harvester has been designed for harvesting narrow rows.

## Chemicals

(Continued from Page 1)

plays with a suction pump, treated it, held it for a time in a settling basin, put in through a coarse gravel filter to remove large debris, and finally released it into the wells.

About 20 million gallons of water were returned to the water table during the 3 months of the experiment. The wells eventually began to clog, but were easily restored to efficiency with a commercial well-bailing unit, Hauser said.

A mixture of 5 parts per million of alum and .5 part per million of cationic polyelectrolyte was the most economical and efficient treatment.

Hauser estimated that efficient groundwater recharge systems could save up to 85 percent of the water that now evaporates from plays.

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REG. 15.95 NOW **14<sup>00</sup>** 650-13  
black tubeless — plus 1.83 Federal Tax and old tire.

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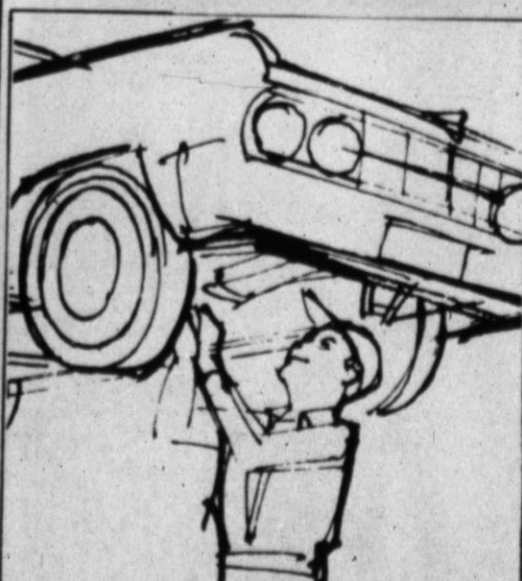
- All-nylon cord for strength and safety
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Better traction for greater safety!  
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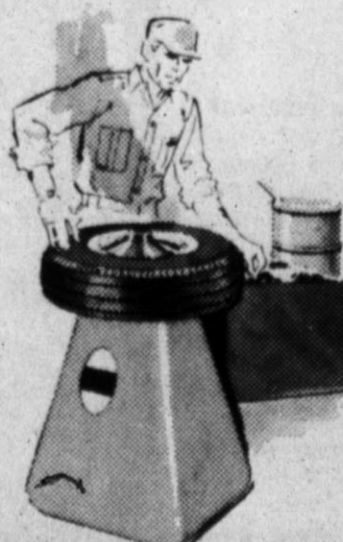
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GENUINE DUPONT  
**"CORFAM"**  
NEW MIRACLE MATERIAL!  
NEVER BEFORE  
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3 STYLES TO CHOOSE FROM...  
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**KIRBY'S SHOE STORES**  
The west's favorite family shoe stores  
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## Wool Handwork Contest Is New In Plains Fair

LUBBOCK — Less than a month remains before the deadline for entering the National Wool Needlework Contest, a new feature of the Panhandle South Plains Fair which gets underway for the 49th time here Sept. 26. Closing date for entries is 1 p. m. Sept. 23.

Co-sponsored by the National Hand Knitting Yarn Association and the American Wool Council, the contest is open to all non-professional knitters and crocheters.

Awards will be made in six categories, three each for knitting and crocheting. Categories include afghans, sweaters and three-piece baby sets. In each category a first place blue ribbon will be awarded. The six blue ribbon winners will be eligible to compete in the national contest set in December.

From the winners selected here, one will receive the added honor of being adjudged "Best of Fair" and will be awarded a special engraved trophy. Second and third place ribbons also will be given.

The grand national winner will be named by a panel of art needlework and fashion experts, receiving a three-day expense-paid trip for two to New York City as well as \$1,000 in cash and a trophy.

To participate all entries must have been completed during 1966 and made of 100 per cent wool or mohair yarn purchased in the U. S. A. label from the yarn used must be attached to each entry.

The event is one of several new attractions for the 49th annual renewal of the Panhandle South Plains Fair. Top attraction is the Tennessee Ernie Ford show, which will appear twice daily at 3 and 7:30 p. m. through out the six-day stand. The show will be presented in Fair Park Coliseum.

Tickets are priced at \$2, \$2.50, \$3 and \$3.50 and children 12 years and under are admitted for one-half price at all matinees.

Tickets will be placed on sale at box office locations Sept. 1, but mail order applications are still being accepted by the fair association, P. O. Box 208.

## Grade School Clothes Picked For Washability

Washability is the key word for 1966 back-to-school clothes for the grade school set, says Dr. Graham Hard, Extension clothing specialist at Texas A&M University.

Full cottons, corduroys, washable knits, machine-washable wools, stretch nylons, vinyls and a number of other washable fabrics are the answer to a busy mother's prayer. She can select her youngster's year-round school clothes from an unending variety of styles, colors and sizes in small fry fashions.

Leaders in style this fall are the Mod, Military and Western looks. Girls from kindergarten through grammar school will be seen sporting patriotic red, white and blue clothes with brass buttons and epaulettes; short swinging plaid skirts; "Poor Boy" sweaters; coordinated flat textured knits; bell-bottom slacks; pants suits; and vinyl coats, dresses and novel jumpers that protect mini-print cottons underneath.

Other styles for very young scholars are the bright, neon-colored dresses in A-line and tent shapes and smock tops and novel knits that breeze successfully through automatic washers and dryers.

Popular also are durable press prints and plaids in dresses, pants; and "total look" coats with matching dresses, jumpers, slacks and tops.

Selective Shopping is important to achieve full value, even if you are adding only one new item to your child's wardrobe. Look for long-lasting, quality fabrics that wash well and iron easily, or those that need no ironing at all.

Match and mix separates and coordinate new clothes with those on hand. Try adding a fun or fad hat or gloves to complete a winter coat outfit.

Choose wash-fast dyes in the newest favorite colors and add them to your child's existing wardrobe. This year plum, reds, golds, neon brights and dusk blues are favored.

Mel Hein, who played pro football for 15 years with the New York Giants, is the new supervisor of officials in the American Football League.

Classifieds Get Results

# ONE LAST FLING!



THEN BACK TO SCHOOL

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SUPER  
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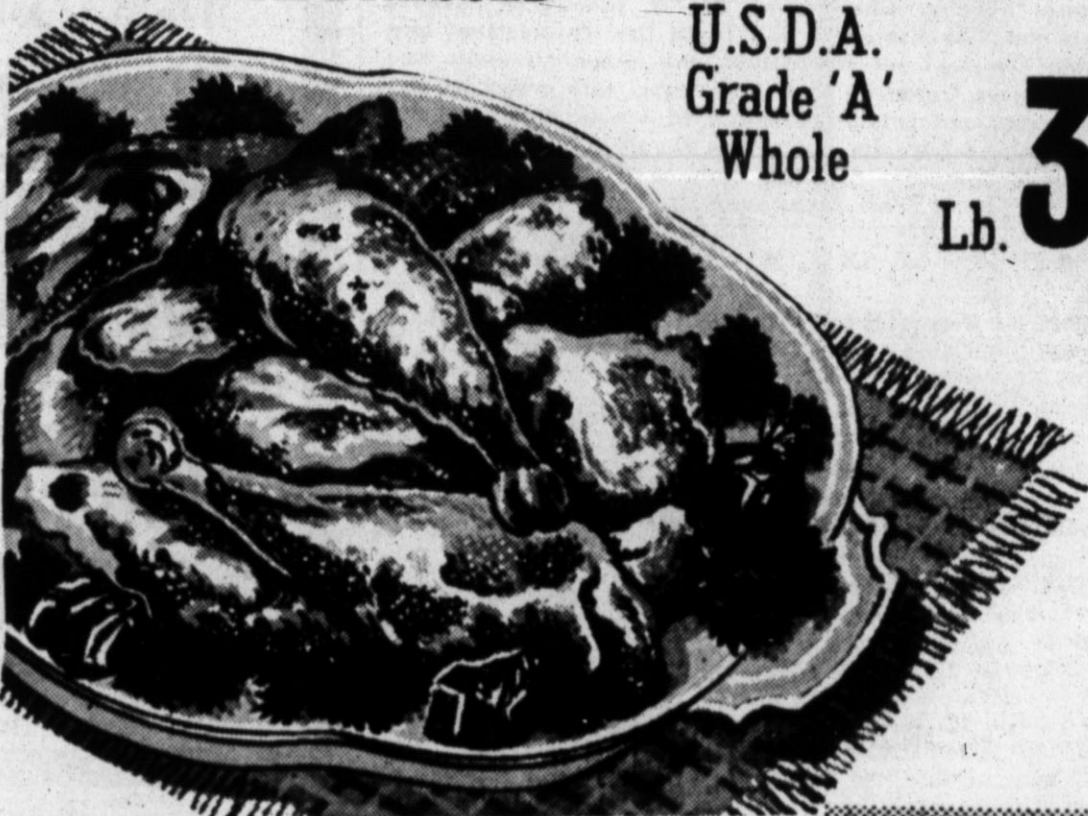
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EACH ONLY 50c

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Grade 'A'  
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Lb. **33c**

BEEF PATTIES

Extra Lean 8 large servings

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SMOKED SAUSAGE

Hickory Sweet Smoked  
For your Bar-B-Q Cook Out

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PORK STEAK

Fresh Boston Butt

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CENTER CUT  
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Lb. **79c**

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HAVE A PICNIC  
WITH  
2-LB. BAG

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SLICED BACON

Rath's  
Black Hawk  
or FARM PAC

Lb. **89c**

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Libby's Pineapple  
Grapefruit

46 oz. Can **4 FOR \$1.00**

POPSICLES  
or  
FUDGESICLES  
Package  
of 6 **19c**

**PEAS**

Libby's  
**4 FOR 89c**

BAKE-RITE

CORNER BEEF HASH

SHORTENING  
3-LB. CAN

**69c**

LIBBY'S  
15 OZ. CAN

**39c**

Salmon

Libby's Red Sockeye

Tall Can **89c**

Corn

Libby's Cream Style Golden  
No. 303 Can

5 For **\$1**

Pineapple

Libby's Crushed,  
Chunk or Sliced No. 1 1/2 Can

4 For **\$1**

Green Beans

Libby's Fancy Cut

2 For **45c**

Pork & Beans

Libby's 16 oz. Can

**12 1/2c**

Potted Meat

Libby's No. 1/2 Can

**12 1/2c**

Sloppy Joes

Libby's Pork or Beef  
15 oz. Can

**59c**

Pears

Libby's Halves No. 2 Can

2 For **89c**

Potato Chips

Fresh Bag 59c Value

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Instant Coffee

Folger's 10 oz. Jar

**\$1.39**

Tomato Juice

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5 For **\$1**

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2c Off Label

**1/2 Gal. 29c**

Coffee

Maryland Club

**Lb. 75c**

## DELICATESSEN

Smothered Steak

Lb. **\$1.79**

Cole Slaw

Pint **39c**

Pinto Beans

Pint **29c**

Beef Enchiladas 5 to aluminum tray

**98c**

Cheese Enchiladas 5 to aluminum tray

**89c**

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wide selection of already prepared foods.

## GENERAL MERCHANDISE

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Barbecue  
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**HAIR SPRAY**

AQUA NET  
13 OZ. CAN  
INSCENTED

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**NOTEBOOK PAPER**

300  
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"FRESH PRODUCE"

## WATERMELONS

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TOP FROST. FRESH FROZEN  
1-LB. PKG.

**4 for \$1.00**

CREAM PIES

Morton, Fresh  
Frozen, Assorted  
PKG.

4 for **\$1.00**

PIZZA

Gonzali Assorted  
Flavors, Pkg.

**89c**

HONEY BUNS

Morton, Fresh  
Frozen, 9 oz.

**29c**

DONUTS

Morton, Fresh  
Frozen, 10 oz.

**3 FOR \$1**





## Our Shifting Population

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8-23-66 — Henry Lopic, To 213 Vera Cruz From Big Spring.  
8-23-66 — M. A. Tortina, To 345 W. 1st From Harlingen.  
8-22-66 — J. G. Weekley, To 807 Blevins, From Abilene.  
8-22-66 — Thomas Walker To 15th & Ave K From San Jose, Calif.  
8-22-66 — Bob Ward 220 Star From Vernon.  
8-19-66 — Dick Tubb, To 504-A Ave. G From Canyon.  
8-23-66 — Steve Thomas, To 108 Ave. J. From Canyon.  
8-16-66 — Virginia Hargrove, To 223 Ave. J From Dimmitt.  
8-16-66 — Mike Mills, To 302 Blevins From Albuquerque.  
8-16-66 — D. R. Hammock, To 218 Cherokee From Littlefield.

8-9-66 — Floyd McCreary, To Sugarland Mall From Lubbock.  
8-12-66 — Manuel Barba, To 214 Catalpa, From Elsa, Tex.  
8-15-66 — Jack Waggoner To 601 E. 14th From DeLeon, Tex.  
8-9-66 — James Hofmann, To 708-B Miles From Arlington.  
8-8-66 — Glenn Kieschnick, To 613 Irving From Vernon.  
8-8-66 — R. S. Renfro, To 604 Union From Canyon.  
8-1-66 — C. W. Mathews, To 513-B Ave. H. From McAllen.  
8-1-66 — Joe Quintanilla, To 319 Ave. J. From Alamo.  
7-29-66 — Jim Clifton, To 400 Ave. H From Canyon.  
8-1-66 — Javier Condorco To 105 Knight From Junction.  
8-1-66 — Bob Kite To 204 Witherspoon From Canyon.  
7-27-66 — M. L. Deavenport, To 245 Ranger From Midland.  
**NEW BUSINESSES**  
8-19-66 — Marler Auto Sales, To 615 E. 1st.

8-23-66 — Air-Speed Truck, To 703 W. 3rd (Mark Taylor).  
8-19-66 — The Gourmet Rest., To 215 25 Mile Ave. (James Mason).  
**REMOVALS**  
8-19-66 — Byron Durham, To Gen. Del., Elkins, Ark. From 504 Schley.  
8-19-66 — Bruce Burney Jr., To Alpine, Tex. From 406 Lee.  
8-24-66 — Travis Horn, To 1533 11th, Greeley From 811 N. Main.  
8-24-66 — Elizabeth Willis, To Gen. Del., White Deer, From 830 S. Texas.  
8-24-66 — Mamie McGowan To 1294 Milbrook Way, Bountiful, Utah From 229 Ave. B.  
6-12-66 — Ralph Battey, Jr., To 121 Cedar, Clayton, N. M. From 301 Stadium.  
8-15-66 — Jack Snyder, To 6322 Stonevale, No. 205-B Gainesville From 204 Douglas.  
8-16-66 — Robert Fewell, To

2712 Nebraska, Amarillo From 429 Ave. K.  
8-3-66 — David Butler, To 4402 42nd, Lubbock From 827 Brevard.  
8-4-66 — Joe Dribinski, To Garden City, Kan. From James St.  
8-5-66 — Jim Pruitt, To Box 204, Muleshoe, From 531 Westhaven.  
8-8-66 — Charles Everett, To Box 46, Friona From 220 Beach.  
8-1-66 — Jack Beach, To 4320 S. Grand, Englewood, Colo. From 604 Union.  
7-29-66 — Kenneth Fox, To Box 1345, McAllen From 513-B, Ave. H.  
8-1-66 — Jon Pollard To Box 185, Dimmitt From 201 Ave. A.  
8-2-66 — Wayne McBee, To 3107 38th, Lubbock From 837 Brevard.  
8-3-66 — James M. Wood, To 3821 24th, Lubbock From 1591 Ave. K.  
**TRANSFERS**  
8-23-66 — Henry Cowart, To 909 Union, From 505 Miles.  
8-19-66 — Terry Watson, To 406 Lee From Rt. 3.  
8-23-66 — R. L. Layman, To 239 Beach From 910 E. 3rd.  
8-19-66 — Andrew Kershen, To 201 Ranger From Rt. 4.  
8-21-66 — Vincente Gonzales, To 109 Park, From Miller Trailer Court.  
8-22-66 — Evaristo Vallejo, To 801 S. Texas From Gen. Del.  
8-23-66 — Bill Cargo, To 136 Hickory From 301 Blevins.  
8-17-66 — Erma Bell, To 201 Ave. K. From 307 Ave. F.  
8-18-66 — Jack Newton, To 334 Ave. C. From 406 Ave. I.  
8-19-66 — D. D. Zimmerman, To 235 Ranger, From 201 Ranger.  
8-19-66 — I. A. Bynum, To Drawer 193 From 828 S. Texas.  
8-19-66 — Manuel Montalvo, To Gen. Del. From 109 Park.  
8-22-66 — Velma Hodges, To 117 Kibbe From 131 Ave. J.  
8-22-66 — Jimmie Cligenpeel, To 100 Beach From 711 Miles.  
8-22-66 — Domingo Cortez, To 302 Bradley, From Gen. Del.  
8-22-66 — S. M. Easley, To 300 Westhaven From 104 Beach.  
8-22-66 — Ralph Owen, To 104 Beach From 300 Westhaven.  
8-22-66 — Joe C. Neeley, To Rt. 1 From Rt. 2.  
8-22-66 — K. E. Strain, To 711 S. Sampson.  
8-22-66 — John Sooter, To 501 Lee From 305 Roosevelt.  
8-22-66 — E. D. Herring, To Drawer 909 From 220 Star.  
8-23-66 — Henry T. Lopez, To 301 W. 2nd From 213 Vera Cruz.  
8-24-66 — J. D. Poarch, To 114 Liveoak From 119 Kingswood.  
8-16-66 — Myrtle McCoode, To 515 S. 25 Mile Ave. From 217 E. 2nd.  
8-16-66 — Eddie Collins, To Bradley & S. Texas From 222 Bradley.  
8-16-66 — Harold Baker, To 204 Douglas From 106 Emma.  
8-12-66 — Joe Mungia, To 301 Irving From 200 Irving.  
8-15-66 — W. P. Caldwell, To 508 Ave. J. From Rt. 1.  
8-12-66 — Bobby Teer, To 227 Ave. J. From Rt. 5.  
8-12-66 — B. E. George, To 227 Ave. J. From Rt. 5.  
8-12-66 — Epifanio Gonzales, To 211-B Kibbe From 1505 E. Park.  
8-15-66 — Bernard L. Powell, To 205 W. 7th From 120 Emma.  
8-11-66 — Archie Scott, To 825 S. Texas From 201 Short.  
8-16-66 — Manuel Barba, To Gen. Del. From 214 Catalpa.  
8-15-66 — Billy R. Carthel, To 135 N. 25 Mile From 334 Ave. C.  
8-15-66 — Steve M. McKee, To 123 Greenwood, From 612 Ave. K.  
8-15-66 — O. B. Curtis, To Box 384 From 304 Ave. K.  
8-15-66 — J. R. Cooley, To 301 Stadium From 239 Beach.  
8-15-66 — C. M. Walton, To Star Route From 112 Gracey.  
8-15-66 — Charles Danley, To 114 Emma From 508 Ave. J.  
8-17-66 — Mrs. J. W. Andrews, To 301 Cherokee From 215 Ave. J.  
8-17-66 — Elida Lopez, To 301 W. 2nd From 213 Vera Cruz.  
8-17-66 — Geraldine Bull To Gen. Del. From 114 Ranger.  
8-8-66 — Lauriano Padilla, To 224 C From 225 C (Rear).  
8-8-66 — Alejo Aguilon, To 200 Catalpa From 213 Catalpa.  
8-8-66 — Billy Clubb, To 602 Schley From 303 Roosevelt.  
8-8-66 — Mr. W. H. Blevins, To Box 409 From 602 Schley.  
8-9-66 — Charles H. Weems, To 837 Brevard From Rt. 3.  
8-8-66 — Felipe Hernandez, To 213 Catalpa From Labor Camp.  
8-8-66 — David Varner To 217 Ace. C from 310 Ave. J.  
8-8-66 — Enrique H. Mendoza, To 829 Brevard From 226 Ave. A.  
8-9-66 — Elmer Baker, To 201 Ave. A from 206 Union.  
8-3-66 — Cecil Messer, To Rt. 3 From W. Hiway 60.  
8-5-66 — Leon Kerby, To 619 Ave. H. From 120 E. Gracey.  
8-5-66 — O. H. Majors, To Rt. 1 From 1806 N. Ave. K.  
8-5-66 — Casper Mirales, To 233 Ave. D From 134 Ave. F.  
8-8-66 — Antonio Garcia, To 207 Roosevelt From 211 Blevins.  
7-29-66 — Jim Gilliam, To



**REPRESENTING HEREFORD** — Ann Johnson, left, and Lanny Buck, students in Hereford High School who were this county's representatives at the annual Texas Youth Conference in Austin August 18-21, are pictured at the state capitol building where some of the conference sessions were held. Sponsored by the Texas Law Enforcement and Youth Development Foundation, the annual meeting was held on the University of Texas campus with programs emphasizing teen juries, prevention of school dropouts, and community service for youth. The Hereford Lions Club and Optimist Club sent the local girls to Austin, traveling by bus with other West Texas students.

504 McKinley From 505 S. 25 Mile.  
7-27-66 — Darrell House, To Box 625 (204 Gough) From 704-A Lee St.  
7-27-66 — Ramiro Salazar, To 505 2nd St. From 307 Knight.  
7-29-66 — H. L. Higgins, To 308 Ave. B. From 310 Ave. B.  
7-29-66 — Elwood Jones, To 121 Emma From 233 Ave. D.  
7-29-66 — Pat Robinson, To 108 Douglas From 206 Ranger.  
7-29-66 — J. M. Lee, To 108 Bradley From 118 Ave. H.  
8-1-66 — Troys Riddle, To 1 83 Beach From 205 W. 6th.  
8-1-66 — Simon Camarillo, To 102 Fuller, From 704 E. 3rd

The Hereford Brand, Hereford, Texas, Thurs., Sept. 1, 1966

## No Base Acreage Change Sought In Grain Sorghum

No change in base acreage will be necessary for the production of 10 million additional acres of corn and sorghum in the 1967 crop, says Bill Nelson of the Grain Sorghum Producers Association.

Only adjustment needs will be to lower the requirement for participation from 20 per cent diversion to 15 per cent diversion, opening up new acres to plant. Maximum program payments would need to be at the 15 per cent level instead of at the 50 per cent diversion level, Nelson said.

Under Secretary of Agriculture Dr. John Schmittker, in a recent public interview in Lubbock, said, "The need for additional acres to be planted to feed Anyone who thinks we can grains in 1967 in now definite, meet our needs at home and abroad without an increase just isn't facing the facts."

Some farmers, mostly in the Corn Belt, would drop back to

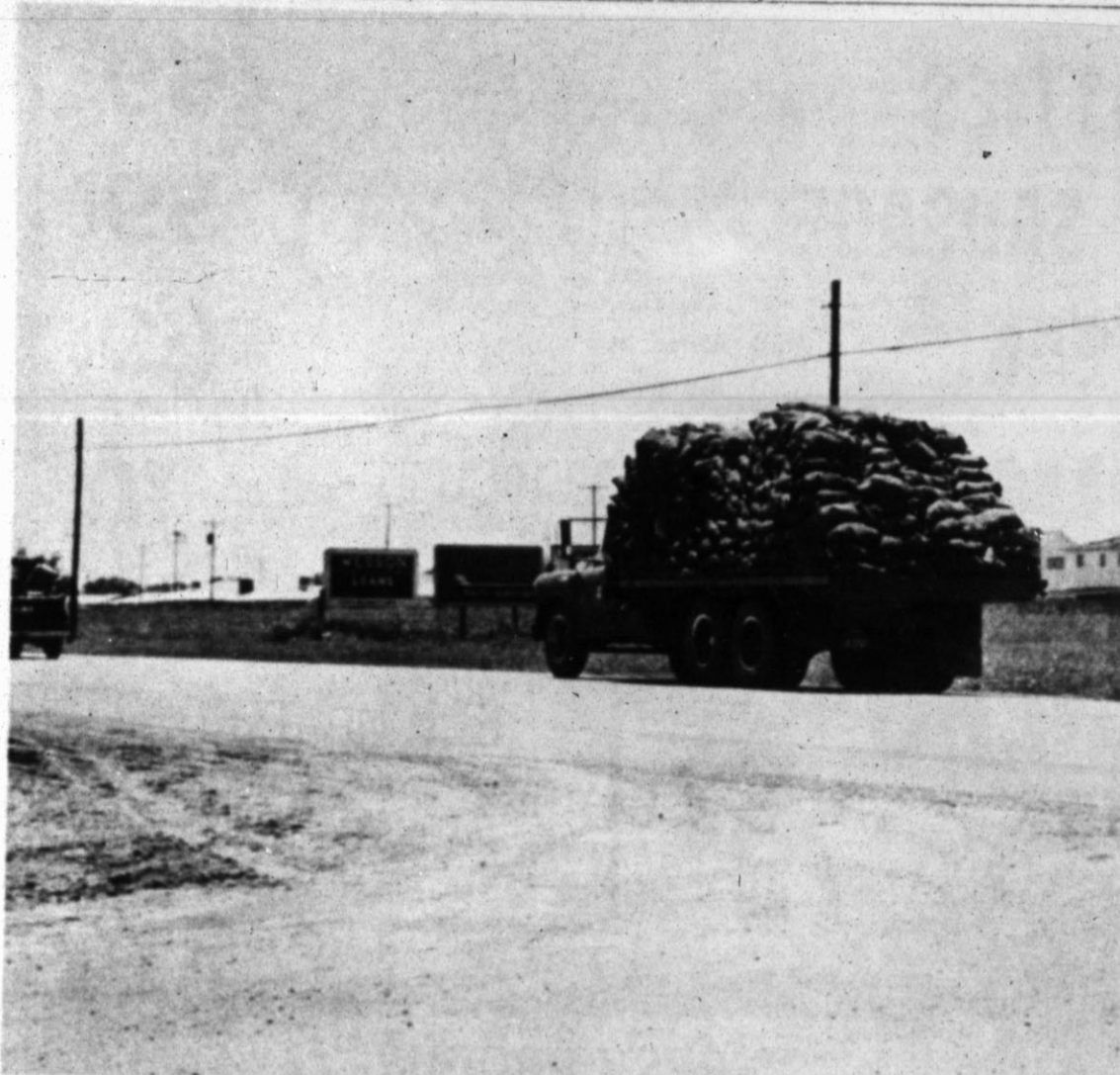
Lithography — Letter Press  
Printing  
THE INK SPOT

**ATTENTION FARMERS**  
WE HAVE AVAILABLE  
**TASCOSA & CONCHO**  
**SEED WHEAT**  
**SUPER EARLY TRIUMPH**

— ALSO —  
**WILL BARLEY SEED**  
THESE VARIETIES ARE IN THE BULK.

**HEREFORD GRAIN CORPORATION**

Joe J. Artho, mgr.  
located on East Dairy Road



**HARVEST ENDING** — Last of this year's potatoes in the area. Lettuce and carrots are also being brought in from a few yet to be harvested. (Staff Photo) remaining fields that have been behind

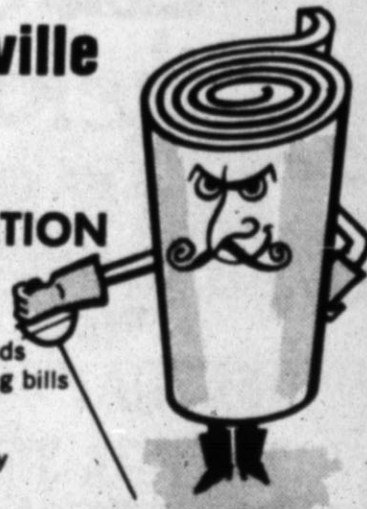


**FIX-UP TIME**  
IS \$ SAVING TIME!

**FOIL THE WEATHER**  
with  
**Johns-Manville**  
**FOIL FACED**  
**FIBER GLASS**  
**HOME INSULATION**

- Insulate against cold winds
- Lower heating and cooling bills
- Foolproof, do-it-yourself installation
- Durable, lasts indefinitely

only **\$11** per roll  
200 ft. roll



**Self-storing Aluminum STORM and SCREEN DOOR**  
Sturdy construction, never needs painting, can't rust. Self-storing, just raise or lower glass insert for controlled ventilation.

BUY NOW AND SAVE

\$40.00

**BE ONE STEP AHEAD OF WINTER... AND SAVE ON FUEL BILLS!**



\$13.31

**WEATHER-STRIP SET**

Strips for 2 sides and top; lock strip, brass, felt, nails, and screws.

\$3.05



**CAULKING COMPOUND**

No-Calk seals cracks around windows, doors.

40c

**Carl McCaslin Lumber Co**

Phone the Lumber Number EM 4-3434

## ATTENTION ALL FARMERS, CREW CHIEFS AND PARENTS:

Every child between the ages of 7 and 17 inclusive residing in Deaf Smith County must attend regularly either public or parochial school. The parents of such children not requiring them to attend school may be subject to heavy fines. Crew Chiefs may not work school age children during school hours. Farmers may be subject to heavy fines if they permit school age children to work on their land during school hours without a permit.

Public School: Classes begin August 29.  
St. Joseph School: Classes begin August 29.  
St. Anthony School: Classes begin August 29.

/s/ H. C. WILLIAMS  
County Judge  
Deaf Smith County  
Hereford, Texas

## ATENCION RANCHEROS, CONTRATISTAS, Y PADRES DE FAMILIA:

Cada criatura de edad 7 hasta 17 que resida en el Condado de Deaf Smith, tendra que asistir a la escuela diaria, ya sea publica o parroquial. Los padres que no manden a sus hijos a la escuela, tendran que pagar una multa. Los contratistas no pueden hacer que trabajen criaturas durante horas de escuela. Los rancheros tendran que pagar multa si permiten que criaturas trabajen en sus labores durante esas horas sin permiso. Se registraran para la escuela publica comenzando el dia 25 hasta 26 de Agosto. Las Clases comienzan el dia 29 de Agosto. San Jose comienza las clases el 29 de Agosto. San Antonio comienza las clases el 29 de Agosto.

/s/ H. C. WILLIAMS  
Juez del Condado



The Hereford Brand, Hereford, Texas, Thurs., Sept. 1, 1966

Page Five

# Fall Festival of VALUES

SHOP "UP TOWN"  
**Sugarland Mall**  
SHOP IN COMFORT  
CONVENIENT PARKING

**R ROGERS-MILLER**  
SUGARLAND MALL *Walgreen Drug* PHONE  
EM 4-2344

GLAMORENE  
OVEN CLEANER

15-oz.  
Reg. \$1.29 NOW **66c**

NERVINE TABLETS Bottle of 25  
Regular 98c NOW **59c**

CORYBAN D Cough Syrup  
Regular \$1.39 NOW **2 FOR 99c**

ANEFRI 2-24 Cold Capsules - Box  
of 12 - Regular \$1.39 NOW **56c**

SACCHARIN Walgreen's 1-grain - bottle  
of 1000 tablets - Reg. \$1.49 NOW **60c**

VITAMIN A CAPSULES Walgreen's 50,000  
Reg. \$3.98 Units NOW **\$1.59**

**ALBERTO VO-5**

HAIR SETTING  
LOTION

Regular \$1.50 Bottle  
SAVE 60c



**90c**  
NOW

**ALKA  
SELTZER**

BOX OF 25  
REGULAR 69c



**2 77c**  
BOXES



**NEW DAWN  
HAIR SPRAY**

For Black or Brown Hair.  
Regular \$1.95 Can

**\$1.17**  
NOW



**NEW! CHOCKS**  
CHERRY FLAVORED  
MULTIPLE VITAMINS  
PLUS IRON

To meet a growing child's need for iron! Cherry flavored, chewable—contains all the vitamins a child normally needs to take plus vital iron.

60-TABLET BOTTLE  
REG. \$2.49  
**\$1.29**

Contact Lens Soaking Solution  
Walgreen's Regular \$1.60 NOW **89c**

Contact Lens Wetting Solution  
Walgreen's Regular \$1.40 NOW **79c**

Formula 20 Hair Rinse  
Lemon Creme  
Regular \$1.29 NOW **52c**

**DRISTAN**  
DRISTAN TABLETS

Bottle of 50  
Regular \$1.98  
**\$1.09**  
NOW

Antibacterial Skin Cleanser  
**Phisohex** 16-oz. Reg. \$2.75 NOW **\$1.69**

Roll-On Deodorant - Reg. \$1.00  
**Lord Briargate** 2-oz. NOW **43c**

Gardenia or Carnation Reg. \$1.00  
**Bubbling Bath Oil** Pint **49c**

"Nature's Way" Regular \$8.95  
**Playtex Nurser Kit** NOW **\$4.69**

Conditioning or Dandruff Type Reg. \$1.29  
**Formula 20 Shampoo** 16 oz. **52c**

Walgreen's  
**FOOD & BEVERAGE  
SWEETENER**

Sugar Free — Sodium Free!  
Contains no calories. Ideal  
for dieters and diabetics.

16-oz.  
Bottle  
SAVE 30c  
**\$1.49**



**DERMA FRESH**

The "One-Minute" Facial

**COMPLEXION  
LOTION**

Cleans . . . Medicates . . .  
Moisturizes.

Regular \$1.00 Bottle

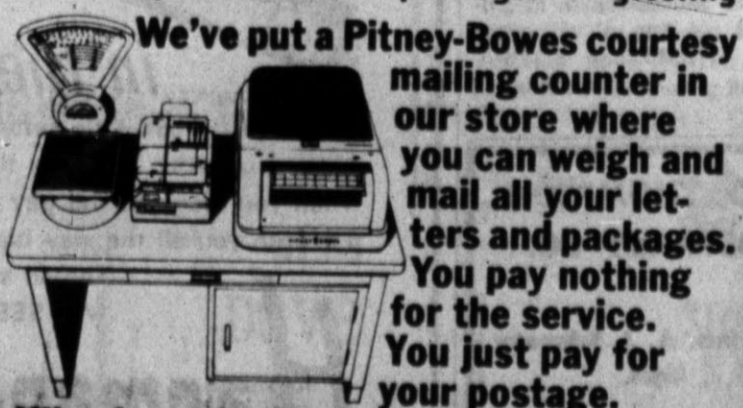
**60c**  
NOW



**NOW! SAVE TIME - SAVE STEPS!**

at ROGERS-MILLER COURTESY  
MAILING COUNTER!

Mail your letters — packages — greeting cards!



Why do we bother? So you won't have  
to bother going to the post office.

**NEW**  
**Hidden Magic**

**HAIR SPRAY** BOTH CANS FOR **\$1.89**

1 - regular \$1.50 Can  
1 - regular \$2.35 Can

THESE PRICES ARE EFFECTIVE THURSDAY, FRIDAY and SATURDAY — SEPTEMBER 1, 2 and 3, 1966. WE RESERVE THE RIGHT TO LIMIT QUANTITIES!

**R ROGERS-MILLER**  
SUGARLAND MALL *Walgreen Drug* PHONE  
EM 4-2344

**MAALOX**  
ANTACID LIQUID

12-oz. Bottle  
NOW **87c**



## LET'S COOK SOMETHING!

## Ever Fry Cucumbers?

By SUE COLEMAN  
Women's Editor

When Mrs. E. A. Guinn tries out a new technique of painting, or cooking, and it is successful, she is excited and ready to share the discovery.

**SHE RECENTLY** learned from a relative that fried cucumbers are delicious, and an unusual dish for people who believe the succulent vegetables suitable only for pickles or salads.

Just slice the large cucumbers either in rings or lengthwise, remove the seeds, salt and pepper to taste, roll in cornmeal and fry in a small amount of shortening in an open skillet, she says.

Many cooks fry squash this way and since the cucumbers were as tasty as fried squash, with their own distinctive flavor, Mrs. Guinn decided they might be cooked in some other ways used for the popular squash.

**SO SHE TRIED** them plain, stewed and buttered, and is ready to recommend that method to the relative who told her about fried cucumbers.

Mrs. Guinn is known to Hereford residents for her distinctive paintings, which have been shown with a number of Art Guild exhibits here. Her work has been pronounced a true example of the primitive style which the late Grandma Moses brought back to favor in this century.

Study of painting began for the blue-eyed housewife only two years ago, when her youngest son started to school. She had always felt that she would like to paint, but had never tried before except as play when she was a child.

**BORN IN TROUSDALE,** Okla., she was Mildred Perkins during her school days there. After her marriage she lived in Byars and Pauls Valley before the Guinns moved from Oklahoma to Hereford nine years ago.

She had some business training and studied nursing by correspondence from high school, later continuing nurses training



Mrs. E. A. Guinn  
she cooks and paints

by practice as she worked in hospitals.

Her children are Lugena, Mrs. Layton Swayer of Hereford, Mrs. Judy Myers of Friona and the boys still in school here, Larry, 15, and Mitch, 8. The latter two, with their friends and their dog, Wags, keep things lively at the Guinn home, 105 Ave. B.

**MRS. GUINN** practices painting techniques learned in lessons with a local teacher, but says "when I paint by myself, they keep turning out primitive." She adds that she likes to paint things which mean much to her, such as scenes of her childhood home.

Horses and dogs are also favorite subjects and she experiments with portraits but believes she is not yet ready for that

type of painting. In addition to her paintings, her home is an exhibit case for some old furniture and house hold accessories which she prizes because they belonged to her own family or her husband's. She has restored and refinished furniture and picture frames to their original beauty.

**HOUSEWORK** she views as she does her painting hobby, as something to work at, bring new ideas to, and enjoy the fruits of.

One of her favorite recipes is an unusual quick bread which is easily mixed and baked, good as an accompaniment to a meal or coffee, with or without jam. And it requires no shortening.

## HONEY BREAD

1 egg  
1 cup milk

## WEEKLY CROSSWORD

|                 |               |               |               |
|-----------------|---------------|---------------|---------------|
| ACROSS          | DOWN          | 19. New       | Zealand       |
| 1. Grotto       | 1. Famous     | 20. Fleeted   | 22. Birth-    |
| 2. Seize        | 2. Incite     | 23. Foot      | 25. Frost     |
| 3. Cavalry      | 3. An ex-G.I. | 26. Har-      | 27. Graft,    |
| 4. Before       | 4. Large      | 28. Horti-    | 30. A quad-   |
| 5. Island off   | 5. Below:     | 29. Crouch    | 31. Poor-     |
| 6. Greece       | 6. Fasten, as | 32. Chirps    | 33. Norse god |
| 7. Cash         | 7. Relatives  | 34. Ward off  | 35. Part of   |
| 8. Retired      | 8. Equalizer  | 36. "To be"   | 37. Poorest   |
| 9. Fasten, as   | 9. Dart       | 38. Fleeces   | 40. By way of |
| 10. Stitches    | 10. Ongoing   | 39. Poor-     |               |
| 11. Bone        | 11. Important | 40. By way of |               |
| 12. Bottle      | 12. TV figure |               |               |
| 13. Tops        | 13. Sleeve-   |               |               |
| 14. Franklin    | 14. garment   |               |               |
| 15. Salad       |               |               |               |
| 16. Ingredient  |               |               |               |
| 17. Mass of ice |               |               |               |
| 18. Belief      |               |               |               |
| 19. Heap        |               |               |               |
| 20. Kind of     |               |               |               |
| 21. Whisky      |               |               |               |
| 22. Single unit |               |               |               |
| 23. Bard        |               |               |               |
| 24. Recto:      |               |               |               |
| 25. abbr.       |               |               |               |
| 26. Sun god     |               |               |               |
| 27. Over: poet. |               |               |               |
| 28. Pinaceous   |               |               |               |
| 29. tree        |               |               |               |
| 30. Exchange,   |               |               |               |
| 31. as goods    |               |               |               |
| 32. Rose        |               |               |               |
| 33. family      |               |               |               |
| 34. plants      |               |               |               |
| 35. Scrap       |               |               |               |
| 36. of paper    |               |               |               |
| 37. Spruce: al. |               |               |               |
| 38. Barnyard    |               |               |               |
| 39. fowl        |               |               |               |
| 40. Ordered     |               |               |               |

1/2 cup honey  
2 cups flour  
2 tsp. baking powder  
1 tsp. each salt and soda  
1/4 tsp. each cinnamon and ginger.

Mix the first three ingredients. Sift together the remaining dry ingredients and pour the mixture into the liquids. Beat well. Pour into a well-greased loaf pan and bake 45 to 60 minutes in a 325-degree oven.

Bride-To-Be  
Is Honored  
With Party

Miss Donna Rae Williams, whose marriage to Roger Dean Abrach is to be an event of Oct. 22, was the honoree at a lingerie shower Sunday afternoon, when Misses Penny Johnson, Debbie Bean and Judy McCarver were hostesses.

The informal party for young friends of the engaged girl was given in the home of Miss Johnson's parents, Mr. and Mrs. J. R. Johnson, 116 Greenwood. Cake and pink punch were served from milk glass at a white-covered table centered with pink blossoms.

Guests included Misses Sharon Tinnen, Barbara Langley, Beth Welty, Janis Howell, Brenda Thomas, Ann Patton, Merle Carmichael, Christine Marnell, Joyce Warren, Pasty Huckert, Betty Huckert, Lynn Sowell, Linda London and Becky Duncan; Mrs. Ron Zimmerman and the honoree's mother, Mrs. W. Glenn Williams.

Mike Herzhberger of the Kansas City Athletics has the distinction of leading the American League in assists made by outfielders last season. He had 14, two more than Jose Cardenal of the California Angels.

Typewriter Ribbons  
THE INK SPOT

'No Mow' Grass  
Thrives In Shade

COLLEGE STATION — Agricultural researchers have found a dark-green turfgrass that actually grows better in moderate shade than in the sunlight.

It's called "No Mow" and thrives in moderate shade, says Dr. George McBee, turf specialist at Texas A&M University.

Most lawn grasses do not grow well in shady areas such as under trees or along buildings, he says. In A&M tests, No Mow, a variety of Bermudagrass, grew better under low light levels than ordinary St. Augustine, Bermuda, Tifway and Bahiagrass.

Part of the reason it grows better under shady conditions, says McBee, is its short internodes. An internode is the distance between nodes or the joints in grass.

Ordinary grasses, with longer internodes, usually become spindly and weak under shade. But No Mow grows to just the right height and density under low light levels.

Now Mow will not grow without some light, however, cautions McBee. It needs about 35 percent of the sunlight to do its best, he says. This means it grows well under trees, since some light filters through. It also grows well along shady sides of buildings, where the sun may shine for only a short time each day.

The grass offers possibilities for shopping centers that may want grass along malls or other indoor areas, says McBee. It could also be grown in parks or recreational areas where there's too much shade for ordinary grasses.

The grass was developed in Florida and it supposedly needs mowing less often than other grasses. However, in the shade, says McBee, it has to be mowed as often as any other grass. Many nurseries have, or can get the No Mow grass, he says.

Youths Attend  
LDS Conference

Four young people from the local Church of Christ of Latter-Day Saints have returned from a statewide youth conference held last weekend on Padre Island. They were among 300 present at the meeting on the Gulf Coast Island.

Carolyn and Dan Anderson, Linda Miller and Lane Hallows made the trip by bus with representatives of other churches in this area, and participated in a skit which was a part of the entertainment one evening. A religious program Sunday and various recreation was scheduled for the group.

The 1966 Hambletonian at DuQuoin, Ill., on Aug. 31 will gross between \$112,540 and \$134,540, depending on the number of starters.

A. O. THOMPSON  
ABSTRACT CO.

Mr. & Mrs. A. J. Schroeter,  
Mgns.

Courthouse  
P. O. Box 73  
Phone EM 4-1804

The Hereford Brand, Hereford, Texas, Thurs., Sept. 1, 1966

Personal Contact  
Credited By Mouzy

DALLAS (AP) — Oscar Mauzy says he knocked on 19,000 doors this spring to win the Democratic nomination to the state Senate from Dallas County.

"The whole thing was based on individual contact with the voters," he said in an interview.

Mauzy won nomination in the new 23rd District, that part of the county south and west of the Trinity River. It was created by legislative redistricting last year.

A self-styled "progressive Democrat," Mauzy does not consider his victory an upset, although Dallas has long been recognized as the big city bastion of political conservatism in Texas.

If successful in November over the nominal opposition of Republican Frank Pounders, Mauzy will be a member of what he calls the "new generation" in the Texas Senate.

His list of other members includes Barbara Jordan, a Negro, and Chet Brooks, both of Houston, and Charles Wilson of Lufkin.

Mauzy identifies politically with veteran state Sen. A. R. Schwartz of Galveston. They were law school classmates at the University of Texas.

He relied heavily on Negro support in the election. About 26 per cent of the district's 320,000

is Negro, and he received 75 to 80 per cent of the Negro vote in the second primary against former state Rep. David Ivy.

Mauzy, 39, a personal injury lawyer and Navy World War II veteran, said he spent six years researching the district.

"It's primarily a working class district which has always leaned toward the more progressive candidate. Parts of it went for Stevenson over Eisenhower and Kennedy over Nixon when the rest of the county went the other way. Bruce Alger, for example, never carried the area when he was the Dallas congressman," he said.

Mauzy's first bid for public office utilized organization and personal involvement with voters.

"My point was to shake hands with people, look them in the eye, and ask them for their votes. No one had ever done that before in the district," he said.

"I'd work the shopping center till they closed at 9 p.m. Then I'd get something to eat and work the bowling alleys till midnight. Sometimes I'd be at a bowling alley at 3 a.m., shaking hands with people who had come in off the night shift at an industrial plant."

Mauzy said he would have used some TV and newspaper advertising if he had been running

for countywide or statewide office. The 23rd District, though, contains only one of every three Dallas County residents.

A Liberal by Texas standards Mauzy opposes any increase or extension of the sales tax. He says needed state revenue should come in part by taxing natural-resource industry.

He strongly supports Gov. John Connally's drive for improved education. He said he considers the late Jimmy Allred as the last progressive Texas governor willing to back imaginative programs.

Mauzy is married to the former Aglaia Dixie of Dallas. They have three children. He is a partner in the Dallas law firm of Mullinax, Wells, Mauzy, Levy & Richards, which specializes in organized labor cases and suits of union members injured on the job.

After the first four months this year, trainer-driver Del Insko led the nation's harness racing drivers in victories with \$6. He also led in money won with \$270,291.

Dr. Milton C. Adams  
OPTOMETRIST

## OFFICE HOURS

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

Saturday 8:30 - 1:00

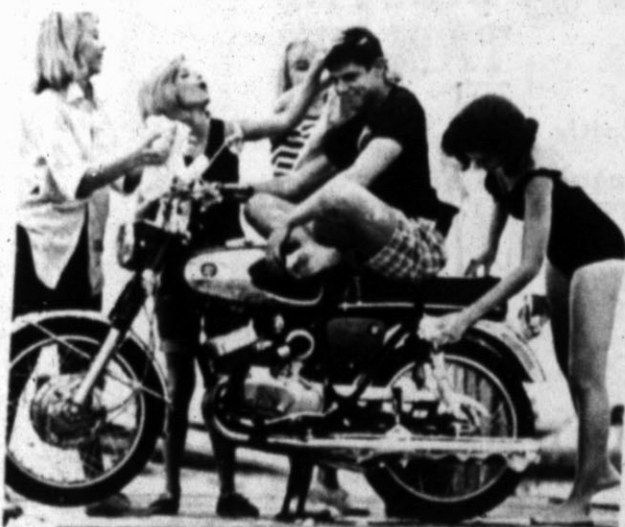
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Hereford, Texas  
**Penneys**  
ALWAYS FIRST QUALITY  
AUTO CENTER

PRESENTS

BRIDGESTONE  
MOTORCYCLES

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|---------------|--------|
| 50 SPORT      | 299.95 |
| 60 SPORT      | 329.95 |
| 90 DELUXE     | 379.95 |
| 90 TRAIL      | 399.95 |
| 90 SPORT      | 429.95 |
| 175 DUEL TWIN | 599.95 |



Ph. 364-4065

COME IN TODAY AND COMPARE!

24 MONTHS TO PAY

Lady,  
here's your problem.

It's the food you cook, not the fuel you use, that soils your kitchen. But a modern GAS range can keep mess to a minimum. Closed-door broiling eliminates smoke. The "burner-with-a-brain" and 1001 temperature controls guard against cook-top burning and boilovers. So don't take potluck. Go GAS for clean, cool cooking.

She flame  
GAS MAKES THE BIG DIFFERENCE  
... COSTS LESS, TOO!

Pioneer Natural Gas Company

At  
**Harman's**  
HOLLYWOOD 6100 W.  
VINE ST. 170 N.  
SUEDE GETS GLOWING  
IN OUR CLEVER LITTLE KILTIE!

See our fine selection of back-to-school shoes by Connie!

Mad-cap colors take up 'with suede for a clever little kiltie, straight in from the moors. Choose yours dashed with Cardinal Red, Left Bank Green, Cedar or Black Shag uppers. 8.99

AS SEEN IN SEVENTEEN. **CoNNiE**

swing back to campus...

WE GIVE S&H GREEN STAMPS

in the "such a softy" moc!

You're just great, little softy moc. You make the most of color-crested soft kidskin uppers. You take the time for comfort, too, with knit-back linings. Then you laugh at the gay way it all goes together in a classic penny style. I'm with you all the way back-to-school in Green, Red, Hadrian Gold, Thrush and Black. You're the snappiest moc on campus!

AS SEEN IN SEVENTEEN. **Harman's CoNNiE** \$8.99



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The Hereford Brand, Hereford, Texas, Thurs., Sept. 1, 1966

Page Seven

**MORE for your DOLLAR**

**SAFEWAY BRANDS SALE**

STOCK UP FOR THE HOLIDAY WEEKEND!

**BEVREAGES** Cragmont Assorted Flavors Qt. 10¢  
Reg. 2 for 25s Btl.

**MELLORINE** 5 Flavors 39¢  
1/2 Gallon Ctn.

**ICE CREAM** Lucerne Vanilla or Gal 99¢  
Neapolitan Ctn.

**PEACHES** Town House Sliced or Halves  
SAVE 16c 4 No. 2 1/2 Cans \$1

**POTATO CHIPS** Reg. 59c Pkg. FOR 49¢

**SAFEWAY** Will Be OPEN Monday, Sept. 5th LABOR DAY

JUST LOOK AT THESE BUYS FOR YOUR HOLIDAY PICNIC!

|                |                              |                    |                 |                       |            |
|----------------|------------------------------|--------------------|-----------------|-----------------------|------------|
| Fruit Drinks   | Lucerne Buy 2 And Get 1 Free | Pt. 10c            | Stuffed Olives  | Empress Thrown - SAVE | 5-oz. 39c  |
| Potato Salad   | Lucerne                      | 2-lb. 59c          | Stuffed Olives  | Empress Thrown - SAVE | 10-oz. 69c |
| Sweet Pickles  | Zippy Whole                  | 22-oz. 39c         | Stuffed Olives  | Empress Save 10c      | 15-oz. 89c |
| Dill Pickles   | Zippy Fresh Pack             | 48-oz. 49c         | Marmalade       | Empress Orange        | 20-oz. 55c |
| Lucerne Dips   | Assorted Flavors             | 3 8-oz. Ctns. \$1  | Welchade        | Delicious Drink       | 46-oz. 39c |
| Mustard        | Mortons                      | Jar 12c            | Welchade        | Low Calorie Drink     | 46-oz. 39c |
| Nu Made Spread | For Sandwiches               | 24-oz. Jar 49c     | Welchade        | Apple Grape Drink     | 46-oz. 39c |
| Shoestrings    | Kobey No. 3 Can              | 39. 2 300 Cans 25c | Ice Cream Cones | Party Pride           | 24 ct. 29c |

Skylark Hot Dog or Hamburger  
**BUNS**  
2 8 ct. Pkgs. 49¢

Chicken of The Sea  
**TUNA**  
Green Label 3 6 1/2-oz. Cans \$1  
Green Label 9 1/2-oz. Can 57¢

**TORTILLA CHIPS**  
Morton's Tortilla Reg. 39c Pkg. For 29¢

**PLAY BOWL IT RICH**

**WEEKLY BONUS PRIZE!**

GIVEN AWAY EACH WEEK!  
**RCA COLOR TV SET**

Register on Back of Each "Bowl It Rich" Card and Deposit At Your Safeway Store.

HERE'S WHAT YOU WIN!  
● 10 out of 10 - You Win \$100  
● 9 out of 10 - You Win \$10  
● 8 out of 10 - You Win \$1  
● 7 out of 10 - You Win 100 Gunn Bros. Stamps.

**FRYERS**

U.S.D.A. Grade 'A' 2 to 3 Pound Fancy Whole Frying Chickens  
LB. 33¢

U.S.D.A. Grade 'A' Pan Ready Cut-Up Fryers - No Waste  
LB. 37¢

**FRESH FRYER PARTS**

|               |         |        |         |
|---------------|---------|--------|---------|
| Breast        | lb. 69c | Wings  | lb. 29c |
| Drumsticks    | lb. 59c | Thighs | lb. 69c |
| Backs & Necks |         |        | lb. 19c |

**TURKEYS**

Manor House U.S.D.A. Grade 'A' 10 to 14 Pound Young Hen Turkeys  
LB. 39¢

**SLICED BACON**  
Roths Black Hawk lb. 89¢

**GOURMET MEATS**

|                   |                           |                 |
|-------------------|---------------------------|-----------------|
| Spencer Steaks    | U.S. Choice Beef          | lb. \$1.89      |
| Rib Eye Steaks    | U.S. Choice Beef          | lb. \$1.98      |
| Club Steaks       | U.S. Choice Beef Boneless | lb. \$1.79      |
| Sirloin Tip Roast | U.S. Choice Beef Boneless | lb. 98c         |
| Cornish Hens      | Manor House               | 22-oz. Hens 79c |

**HAMS**

|   |  |
|---|--|
| Swift's Handi 12 to 14 Pound Boneless Lean Hams | Wilson's Corn King Canned Boneless Lean Hams |
| LB. 99¢   | 5-LB. CAN \$3.98                             |

**Round Steak** U.S. Choice Beef lb. 98c  
**Lunch Meat** Wilson's, Bologna, Mac & Cheese, Pickle & Pimento 3 6-oz. Pkgs. \$1

|                |                        |                   |                    |                       |                       |
|----------------|------------------------|-------------------|--------------------|-----------------------|-----------------------|
| Applesauce     | Town House             | 3 303 Cans 49c    | White Magic Liquid | 22-oz. Btl.           | 52c                   |
| Pineapple      | Lalani Chunk           | 3 303 Cans 69c    | White Magic Liquid | 32-oz. Btl.           | 70c                   |
| Cut Beets      | Town House             | 2 303 Cans 27c    | Brocade Soap       | Bath Size Deodorant   | 6 Bars 49c            |
| Green Beans    | Town House             | 6 303 Cans \$1    | Sandwich Bags      | Kitchen Craft Plastic | 50 ct. Pkg. 23c       |
| Golden Corn    | Town House Cream or WK | 4 303 Cans 69c    | Whistles           | Snacks                | 3 5-oz. Pkgs. \$1     |
| Cottage Cheese | Lucerne                | 2-lb. Ctn. 49c    | Bugles             | Snacks                | 3 7-oz. Pkgs. \$1     |
| Crisco         |                        | 3-LB. 79c         | Daisys             | Snacks                | 3 4 1/2-oz. Pkgs. \$1 |
| Lucerne Milk   | Homogenized            | 1/2 Gal. Ctn. 59c |                    |                       |                       |



**APPLES**  
New Crop  
New Mexico  
Red Delicious  
4 LBS. \$1

**RED CABBAGE**  
Garden Fresh  
Adds Color to Salad  
2 LBS. 29¢

**LETTUCE**  
Western Iceberg Firm Head  
2 Heads For 29¢

**Corn** Calif. Full Ears 3/25c  
**Peppers** Wonder Bell Pump & Tender EA. 29c  
**Tomatoes** Waldorf Brand Packaged Fresh Daily Ea. 23c

**CIGARETTES**  
\$2.99  
ALL POPULAR BRANDS

**SAFEWAY**

**Miracle Whip**  
QT. 49c  
JAR

**Kitchen Craft Heavy Duty FOIL**  
85' Roll 49c

**Nestle QUIK**  
Lb. Box 39c

**Preserves** Empress Apricot 20-oz. Jar 51c  
**Mushrooms** Royal Treat Buttons 4-oz. Can 45c  
**Pledge** Polish 7-oz. Can 79c  
**Klear** Wax 27-oz. Can 89c  
**Bravo** Wax 27-oz. Can 99c  
**Folgers** Instant Coffee 10-oz. Jar \$1.69

**SWAN** Detergent 22-oz. Botl. 69c  
**DOVE** Detergent 22-oz. Botl. 69c

**Frozen Foods**  
Bel-Air Mix or Match Buys!  
● 2-lb. Peas ● Mixed Vegetables  
● 2-lb. French Fries ● 2-lb. Crinkle Cut Potatoes ● 1 1/2 oz. Cut Gr. Beans  
● 2-lb. Cut Corn  
● 2-lb. Peas & Carrots  
2 Pkgs. \$1

**SUPER ANAHIST NASAL SPRAY**  
EA. 19c





## Glad's Garden

Did you ever want your back scratched and couldn't reach? Many of our plants would like to have the hard, cracked, soil scratched (cultivated) around their roots.

The plants cannot do this, therefore the consistent, loving gardener should look well to the cultivating of his plants.

What is cultivation? It is defined thus: "To work by stirring, to bestow labor and care upon, for the purpose of aiding and improving growth, to loosen the soil about growing plants with a plow, cultivator, or other tools which are adaptable for the purpose."

In our study of plant care, we have watered, groomed, and now it is the day of the week (Wednesday) to cultivate the growing things in our garden.

The dahlias have just about reached their peak growth, and are in full bloom. Therefore they do not need cultivating as much as before, but after watering, and removing the dried blossoms and leaves take a rake, hoe, or scratcher, and loosen the ground around the

plants. In cultivating the dahlias care should be exercised not to bruise or disturb the roots. The roots come towards the surface, as the plant develops. Always bring the soil to the plant base, piling it up three or four inches, thus giving fresh soil and new food to the plant, this will also help support the plant and protect the roots from freezing, should an early freeze come before digging time. Stop cultivation in late September, but do keep the weeds, etc., cut away from the dahlia plants.

The late gladiolus, should be cultivated and fed at least twice before blooming time, or when the bloom spike starts development. In cultivating them, pull the soil to the base of the plant and mound it around the plant stalk. Press soil gently with your foot, so that the plant will be more secure. It is advisable to stake the glads if they grow very tall, this also is an aid in making the spike straight and well developed. However the fall gladiolus usually does not grow as tall as the earlier plant-



**LETTUCE COMING ON** — A laborer hoes weeds out of row upon row of lettuce in field west of Hereford. This recently planted cash crop has not been out of the ground long, with harvest to be later this fall. (Staff Photo)

ed ones. The color is more intensified, and the florets are longer lasting. Remember until the bloom spike appears, frequent cultivation and freedom from weeds is very important. Do use care in cultivating them, as the root system is shallow. After cultivation they should be fed. Work a good nutrient into the soil and water well.

Summer care of the chrysanthemum is most important. Keep soil surface loose by cultivating after each rain or watering, but do not cultivate over one inch deep and not close enough to the plant to destroy feeding roots. To help control weeds and other foreign growth, a mulch of peat moss or well rotted manure can be applied about August the first. This will help hold moisture and you will have to cultivate but very little. If you are growing chrysanthemums for show flowers (Fall Flower Shows of the Garden Clubs) then you should have a regular feeding schedule. A good time to do this is after they have been cultivated. The chrysanthemum is often referred to as the PIGS of the garden, as they do like large regular feedings. Consult your dealer for suggestions for a well balanced fertilizer for them. These feedings should be started in August, and continued each fifteen days until color shows in the buds. This will call for more watering, as they should be watered after each feeding.

The Rose, one of the world's favorite garden plants, responds to care and attention. John Milton, a nationally renowned rose specialist says, "I have been growing roses for a number of years. What has impressed me most about them, is their ability to give me satisfaction that far out weighs the care I have given them."

Weather affects roses in much the same way it affects people. Cool weather makes people active; hot, humid weather makes them sluggish. Roses grow best when nights are cool and days sunny and not too warm. Their growing rate is determined by the rate of flow of sap through their systems, and this is determined by their temperature. The faster food circulated by the flow of liquid the greater the growth. When the temperature of the earth around the roots of a rose approaches 65 degrees or so, the roots cannot absorb nutrients as well as when the temperature is lower. To assist in their growth it is recommended that they be mulched. A mulch is a layer of material, usually organic, that is used on the surface of the soil in the garden or around base of plants as insulation against heat. This blanket of material keeps soil cool and moist, so the plants root system is given ideal condition for growth. If applied a layer of at least two inches. A mulch also controls the growth of weeds and eliminates the need for cultivation. However weeds, grasses, etc., which sap the soil should be kept out of the bed where roses are grown. If you haven't mulched, then lightly stir the soil around the rose plant, and gently pull the soil to the base of the plant and make a small mound, so that the plant will have some protection from heat.

Zinnias which were planted for fall bloom, should be up by now, if so, they should be carefully cultivated. Stir the soil around them, and it is advisable to give them a side dressing of a well balanced plant food. This also applies to the fall vegetables which you are growing.

Finally be a thoughtful gardener, cultivate well, all that you are growing. Weeds, grasses and other foreign growth should not be tolerated. Keep

the soil cultivated around all your plants, shrubs, trees, vegetables etc. They will all respond to your care and attention, and returns will be most gratifying.

**REMINERS:** It is time to plant pansies, violas, and larkspurs. Buy good quality seeds, from reputable dealers, and plant according to directions.

**MAKE A ROSE JAR:** Before the roses are gone, and while they are giving you an abundant bloom. Cut roses, separate petals from rose stem and spread petals on thin layer of brown paper until thoroughly dry. If you have miniature roses, then use some of the buds. Do not crowd the petals on the paper. Keep away from drafts and sunlight for several days. Put dry petals into jar, which has a good cover. Place the petals in layers adding to each layer the following ingredients: salt, a dash

Black pepper corns, 3 or 4, depending on the size. Sprinkle each layer with a few drops of rubbing alcohol, oil of rose geraniums, oil of sweet lavender, or gail of cloves. Only one oil is necessary.

Cover when jar is filled. Several days is required for oil to be absorbed. Just add a few drops of the oil each year or two. The petals will last indefinitely. Open the jar about an hour each day, to freshen a room.

Select an attractive jar, and when filled, decorated with ribbons, miniature nosegays, or other flowers, the Rose Jar makes an attractive ornament for bathroom or bed room, they are also nice for gifts.

**HAVE YOU SEEN:** The attractive porch planter of petunias, at the Weber home, 128 Hickory Street.

The beautiful growth of Ornamental grass, at the Block Home 200 Texas Street. The symmetry of this plant is gra-

## Texas' Senator Tower Readies Kick-Off Trip

Senator John Tower announced that he will open his drive for re-election with the "most extensive campaign kick-off in Texas political history" on Sept. 8. At that time he will begin a three-day, 22-city tour of the state.

The Senator will open the trip with a breakfast in his hometown of Wichita Falls, and then travel to a televised rally in the State Fair Music Hall in Dallas. "Whistle stops" will prevail throughout the trip.

Tower plans to divide his time between campaigning and Congressional duties in Washington. He has been minority floor leader on about five of the last seven bills before the Senate.

Stops in the Panhandle include Amarillo, Pampa, Borger and Lubbock. He will arrive in Amarillo at 11 p. m. Sept. 8, departing for Pampa after a rally at the airport at 7:30. He will spend 30 minutes in Pampa, then go on to Borger and arrive in Lubbock before noon. At the end of that day, he will have stopped in 10 Texas cities, finally stopping in Harlingen before going on with the tour.

clouds and lovely to look upon. Roses and verbena at the home of Mrs. G. P. Owen Sr., 306 Union. The coleus are very pretty too.

Be sure and drive out Highway 60 East, and see the lovely array of yellow chrysanthemums, at the Owen home, is a lovely sight to behold would make a nice magazine coverpicture.

Yours for weed eradication, not only in our yards and gardens, but all over town.

Glad

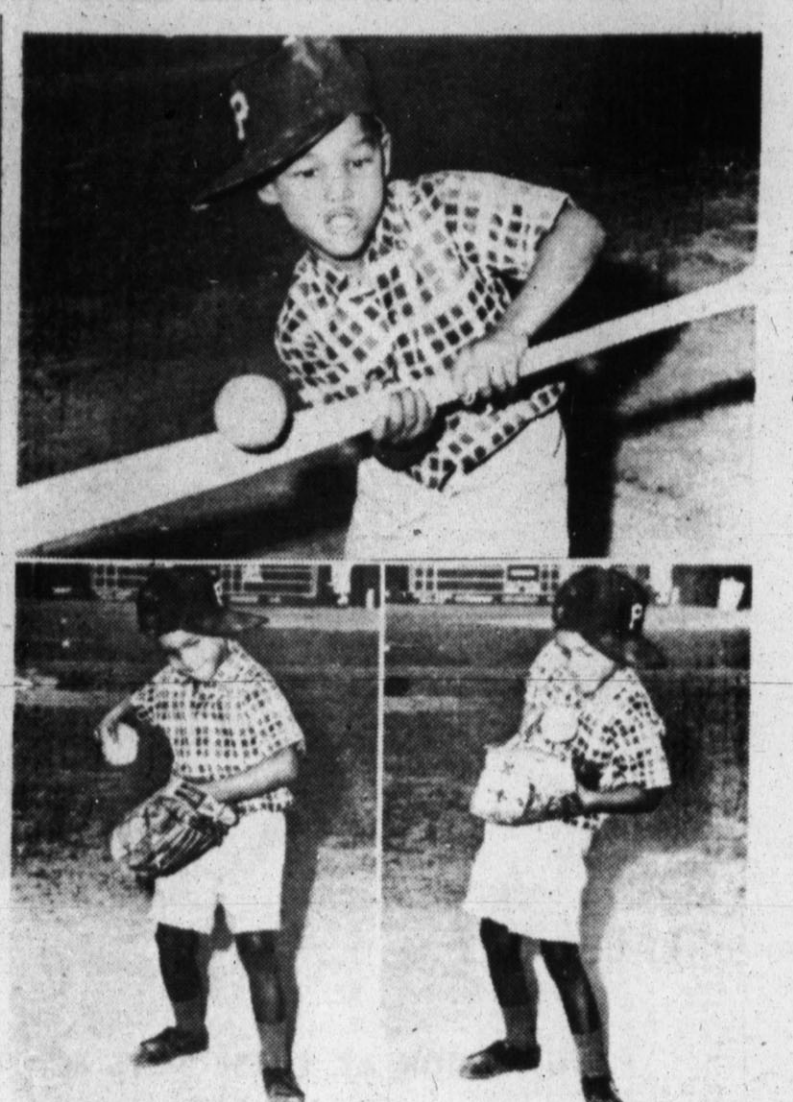
Classifieds Got Results

## Senator Suggests Ag Department Account Division

The "Fair Farm Budget Act" proposed by Minnesota Senator Walter Mondale would neither add to the cost of farm programs nor add to the tangible benefits received by farmers under farm programs, but would break down cost and benefit figures into two accounts, says the Plains Cotton Growers.

The two accounts would separate expenditures pointed toward strengthening farm income and expenditures made for the benefit of consumers, businessmen and the public in general. Appropriation and budget requests would be broken down the same way.

Speaking before the Senate, Mondale said, "It is my hope that this legislation will once and for all end the myth that the American farmer is reaping a rich bonanza from the taxpayer, when in actual fact only one out of every three dollars in the agriculture budget goes for farm income support."



**SUMTHIN' LIKE POP DOES IT**—Visiting his pop in Pittsburgh, Kenny Rodgers, son of the Pirates' Andre Rodgers, gets the photographic treatment during a workout. Kenny would like to be a ball player like his pop.

## RUGGED PANTS FOR RUGGED GUYS



the one and only  
**LEVI'S**

America's Original Jeans Since 1850

Pre-Shrunk or Shrink-to-Fit...

Faded Blue or Deep Indigo...

You can tell 'em by the Tab



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## 1967 DODGE PICKUP IS HERE BE ONE OF THE FIRST TO OWN A 1967 MODEL NOW ON DISPLAY

WE STILL HAVE A FEW 1966 CARS & PICKUPS SAVE — NOW

MECHANICS NEEDED! Lots of work — Apply to JIM BOGGS, service mgr.

Rebel Now.... Go Dodge  
**DODGE**  
HEDRICK DODGE  
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HEREFORD, TEXAS

## KIRBY'S TOP QUALITY GYM SHOES FOR EVERY NEED!

WOMEN'S & GIRLS' OXFORDS

\$1.99 & \$2.99



WHITE OR BLACK SIZES 4 TO 10 WASHABLE DUCK

cushioned insoles and arch heavy duty uppers



\$3.99



WHITE OR BLACK LITTLE BOYS' TO MEN'S SIZES

BOYS' & GIRLS' HEAVY DUTY GYM SOCKS 3prs. \$1.00



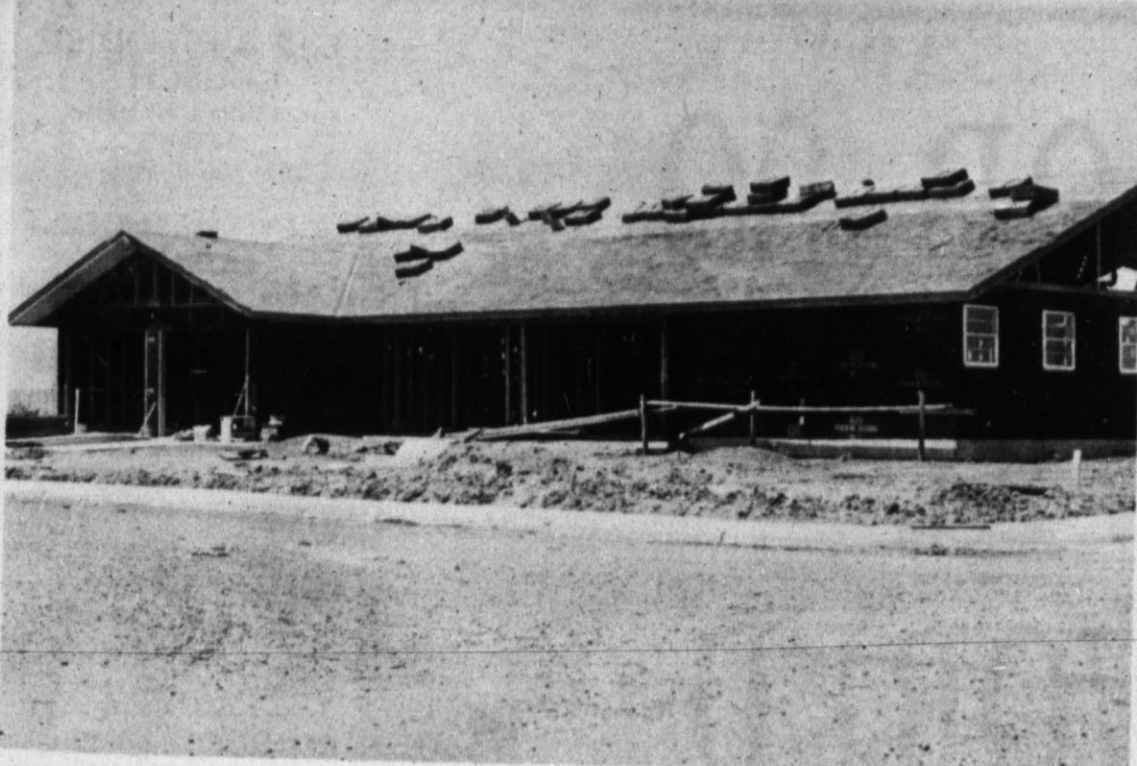
\$2.99

FIRM GRIP SOLES!

**KIRBY'S SHOE STORES**

SUGARLAND MALL STORE HOURS: Thurs. & Sat. 9 am - 9 pm. Mon., Tues., Wed. Fri. 9 am - 6 pm.





**SIGN OF PROGRESS** — Residential construction, although it has been drastically reduced in the past few months, continues in Hereford though at a slower pace. (Staff Photo)

#### SAYS LABOR DEPARTMENT

### Rising Transportation, Food Costs Jump July Consumer Price Index

WASHINGTON, D. C. — The Consumer Price Index rose by 0.4 percent in July, the United States Department of Labor's Bureau of Labor Statistics reveals in its latest computations.

The increase was largely the result of higher transportation costs and an advance in food prices that was smaller than usual for July. At 113.3 (1957-59=100) the index was 2.8 percent higher than a year earlier.

A rise of 1.2 percent in transportation costs resulted from increased transit fares in New York City and higher prices for used cars, gasoline, tires, auto repairs, and insurance. Subway and bus fares were raised by a nickel to 20 cents on all transit lines within New York City. Some suburban lines also increased their fares. Used car prices rose 1.8 percent in response to brisk demand and reduced inventories. New car prices were down by 0.1 percent, much less than the usual July decline.

Food prices usually rise in July by considerably more than the 0.4 percent increase shown last month. Prices of meats, fruits, and vegetables were generally steady, whereas a seasonal advance often takes place for these important food items in July. Milk, butter, and eggs, on the other hand, went up more than usual at this season. Higher milk prices were reported in 26 of the 56 cities surveyed in July, as production declined and demand continued strong. Egg prices took a 5-1/2 percent jump when the unusually hot weather caused a drop in production.

Prices of meals in restaurants were boosted again, and cigarettes cost more largely because of State and local tax hikes.

A further advance in mortgage interest rates added to homeownership costs. Prices also were raised moderately for furniture, textile housefurnishings, and housekeeping supplies and services.

Medical care costs continued to go up at their accelerated rate of recent months. Charges for many other types of services also were raised.

About half of the rise in the Consumer Price Index in the past year has been caused by increased charges for nearly all kinds of consumer services, averaging 4.1 per cent. Transportation and medical service charges each climbed 5 percent over the year. Other types of services were up 4 to 4-1/2 per cent, except for rents, which, with a 1.3 per cent increase, continued their slow rise.

Food prices averaged 3.1 per cent higher than a year ago in July. Restaurant meal prices were up 5 per cent, dairy products 6-1/2 per cent, and meats 4-1/2 per cent. Fresh vegetable prices have dropped 11 per cent over the year mainly because of a 40 per cent decline in potato prices from their record high of last year.

Prices have increased by from 3 to 5 per cent over the past year for such items as fuel oil, newspapers, cigarettes, furniture, and tires. On the other hand, prices averaged slightly lower for new cars and appliances. Used car prices also are down about 2 per cent from a year ago.

About 1.4 million workers will receive cost-of-living wage increases based on the July Consumer Price Index. Slightly over a million, in auto and automobile parts, farm and construction equipment, aerospace, and metalworking industries, will get 2 cents an hour based on the rise in the index since April. Others will receive increases ranging from 1 to 5 cents an hour based on monthly, quarterly, or semiannual changes in the national index and some city indexes.

## Program Ready For Club Year

Program completed, committee list revised and members enrolled for a new year in Summerfield Study Club, the yearbook committee headed by Mrs. Guy Walser has put copy for the book in the printer's hands and is ready for the season to open Sept. 22.

In its fortieth year, the federated study club has chosen as its program theme Knowledge Is Treasure but Practice Is the Key. The emphasis is on education in keeping with plans of state and district Federated Women's Clubs.

Most programs will be given by club members, with a goal of 100 percent participation this year. First meeting will be a coffee Sept. 22 in the home of Mrs. Walser, with the yearbook committee as hostess. Mrs. Earl Lance and Mrs. Thurman Atchely are other members.

The October program is centered on conservation; the title is Water for a Thirsty World. In November a member will present a book review.

The annual Christmas auction and fine arts program are scheduled at a social meeting in December. The auction of gift

items made by members is a yearly fund-raising event.

Americanism and Education will be the January subject. Foreign exchange students will be guest speakers, as will Cynthia McMinn of Summerfield, who toured France with a group of students this summer.

Members' husbands will be entertained in February with a showing of films made by Mr. and Mrs. N. D. Bartlett Jr. on a visit in Australia earlier this year. Observing Texas Day, the March program will be a symposium, We Learn of Texas.

Reports on the district federated club convention will be heard in the April meeting, and the year will end in May with a luncheon at which new officers will be installed for a two-year term.

Mrs. R. E. Lance Jr. is president for the second year of a term. She has named as federation department chairmen for the year, Mrs. R. B. Noland, education; Mrs. Clayton Sanders, fine arts; Mrs. George DeLozier, home life; Mrs. J. R. Euler, international affairs; Mrs. Atchely, public affairs; Mrs. Harry Lookingbill, Council

of International Clubs; Mrs. Mack Noland, Texas heritage. Mrs. J. C. Clearman will be chairman of the cheer committee, Mrs. Walser publicity chairman and Mrs. Mack Noland telephone chairman.

#### TWO-YEAR TERMS

### Cotton Counties Elect Directors In New By-Laws

Thirteen of the 23 counties represented by Plains Cotton Growers, Inc., have elected PCG directors during the month of August. Three other counties, Bailey, Castro and Lynn, have scheduled election meetings in the near future.

Each county has two directors to PCG, one a cotton producer, the other a businessman, but in most instances the businessman has a direct interest in cotton production as well.

This year, counties are electing directors under new by-laws, which call for producer directors to be elected on even years and businessman directors on odd years, each for a two year term. Heretofore all directors were elected for one year terms, and consequently the terms of all directors expire in 1966.

To "get in step" with the by-laws, each county this year is

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The Hereford Brand,  
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Hereford, Texas

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electing a producer director for two years and a businessman for one year. In the future, one director will be elected each year for a two year term.

Counties which have had elections to-date include Cochran, Crosby, Dawson, Dickens, Floyd, Gaines, Garza, Hale, Hockley, Lamb, Lubbock Terry and Yuma.

Aaron Brown, defensive and for the Kansas City Chiefs, played for seven weeks last season on a liquid diet because of a broken jaw.

## FOR SALE

CADDO SEED WHEAT  
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ALWAYS FIRST QUALITY

**BEFORE YOU SPEND MORE  
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## Compare Penney's Fashions

STORE HOURS: Monday, Tuesday, Wednesday, Friday — 9:30 am to 6:00 pm. Thursday & Saturday — 9:30 am to 9:00 pm.



### Two great classics from our Towncraft sweater collection

Campus-bound classics in traditional brights and lights... subtle new heathertones, too! The style news is in the saddle shoulder, neat-looking and more comfortable for freedom of action. You'll want all three styles—they're a 'must' for school. And look at these Penney-low prices!

A. 65% Virgin Mohair Wool/  
35% Virgin Worsted Wool. Brushed  
V-Neck, S-M-L-XL.

8.98

B. 95% Virgin Acrylic/  
2% Spandex for rib crew  
neck. Come in and try me  
on!

10.98

SWEATERS 5.99

SKIRTS 9.98



Towncraft brogues

Black grained calfskin with leather soles, heels and insoles. Goodyear welt construction with Stormwelt around heels. Steel shanks. Sizes 6 1/2 to 12, 13.

15.99



boys' dress oxford

Smart styling takes all the action he'll give 'em! Childcraft® classic with pebble-grain upper, Pentred® polyvinyl sole, heel. 8 1/2 to 38, C, D.

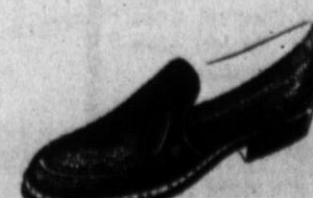
6.99



girls' brushed saddle

Childcraft® nifty, new saddle shoe has brushed pigskin upper, bouncy crepe rubber sole, heel. 8 1/2 to 48, C, D. Beige/brown and grey/black.

6.99



boys' classic moc

Childcraft® moc has with soft grained leather upper, elasticized for no-gap fit. Pentred® polyvinyl chloride sole, heel. 10 to 38; 8 1/2 to 3C, D.

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Gaymode® goes plush in our tiny-heel suede

A young teen favorite! Soft suede upper in gold, black, serge. Heel and sole are synthetic. Sizes 6 to 8 1/2 AA, 5 to 9B.

5.99

FOR ALL BACK-TO-SCHOOL NEEDS, SAY 'CHARGE IT' at PENNEY'S, SUGARLAND MALL.

#### FREE SCHWIN BICYCLE

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Hereford Speedway

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September 4  
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The Vogue  
White's Auto  
Cave's Variety Store  
Kester's Jewelry

YOU CAN PICK UP TICKETS AT ANY OF THE STORES LISTED ABOVE — NO OBLIGATION — NO PURCHASE NECESSARY.

#### VFW Auxiliary Wins Awards In 13th District

Awards won by the Hereford VFW Auxiliary at the recent 13th District convention in Dimmitt were announced at the meeting last week in the VFW Hall at Veterans Park. The local auxiliary won Honor Roll listing for completion of required goals.

An award was also received for enrollment of members with full payment of dues by a specified date. Mrs. Harry Burk was the delegate from this unit to the district session.

Plans were discussed at the business meeting here for a fall rummage sale and for assistance by Auxiliary members when the VFW plays host to patients in the Amarillo Veterans Hospital Friday evening.

Mrs. Wayne Driscoll was welcomed as a new member. Also present were Mmes. Henry Murrell, David Rettman, A. J. Ralston, Leonard Davis, Orpha Nickerson and Clarence Hollabaugh.

## DANCING LESSONS

to be held at the

VFW HALL in VETERANS PARK

enrollment:

THURSDAY - SEPT. 1 - 1pm to 6 pm

All types of dancing for all ages!

LEWIS LARRYMORE, instructor





Mrs. William Wimberley  
... second job begins

### MADAM PRESIDENT...

## Club Head To Direct Convention Hostesses

Already she has completed the principal duties of one important club office, program chairman, and now Mrs. William Wimberley has taken the presidency of Dawn Music Club in a year which will be unusually strenuous because that group will entertain a district convention in November.

The double duty came with her election as vice president for this season. As ex officio program chairman, she worked with the committee which outlined the study course and prepared yearbooks for 1966-67.

That committee works in summer when other club members are taking vacations. Its task finished, Mrs. Wimberley found herself in a new job when the president's resignation left her in that office.

She has the background of club experience to enable her to assume the extra work easily. A member of Dawn Music Club since early in its history, she has held various offices and served on committees to familiarize herself with the overall program of Federated Music Clubs.

Dawn Club is affiliated with District I, Texas Federation of Music Clubs, and will be hostess to the annual district convention this fall.

Although it is in a small town, it has more than a score of active members who are planning to entertain the delegates from other Panhandle clubs, using community facilities.

Mrs. Wimberley is interested not only in club organization, but in music itself. She began the study of piano as a child and has continued to play since.

The Wimberleys are farmers in the Dawn community and have a son, Billy. Mrs. Wimberley has taught for a number of years in Amarillo public schools.

She received her education in Canyon, where her family moved when she was two years old. The former Willie Oberst, she was born in Nebraska. After high school she studied in West Texas State University and has a masters degree from that institution. She is active in Dawn Baptist Church, at present teaching an adult Sunday School class.

## —Small Talk—

By SUE COLEMAN  
Women's Editor

Vacations are fine, but they are such trying things to get back from! Not the ride home, although it's always more tiring than the outward trip, so much as returning to the job. Some sort of psychological block, no doubt.

**AFTER A WEEK** off and some driving about over Texas, nearly always in the rain or just after a rain so that the whole country looked its late-summer best, I was ready to start work Monday morning fresh and rested, full of a fine resolve to reach the office early and tackle my job enthusiastically.

First, the alarm clock failed to go off — because the switch hadn't been set — but telepathy, or something, woke me almost on time and as wide awake as usual. That isn't very wide I'm one of those people who always wake up asleep.

Then the dress I planned to wear turned out overdue for a trip to the cleaner's, and the breakfast toast burned to a crisp, unscrupable. It was the last slice of bread on the place, too.

**HURRIEDLY**, those mishaps were overcome and my hair combed. The hairspray didn't seem to be working, and in checking it my left eye got in the line of spray when it did work, and I had to go wash it out with a lot of tepid water, which also took the makeup off one side of my face.

By the time I left the house it was getting late and my enthusiasm was at a low ebb, but before I could cross the yard the dog, happy to see me back in routine, jumped up to greet me with his paws wet from the dewy grass. I did fend him off my dress, but one arm got pretty muddy.

Naturally, traffic was quite thick all the way to work, and all signal lights were red and I was late getting to the office, thus starting out just where I left off to take the vacation. Oh well, next year...

**WITHOUT TRYING** to organize a campaign on the subject, I welcome support for my stand in opposition to so much first name-calling.

Add to the list of women who prefer to be noted in the public prints by married name rather than the chummy given name basis which has become popular; Mrs. Ray Conaway.

She goes a step further, and I'll go with her. She doesn't even like the prevalent custom of everybody calling everybody else by given names. Such as toddlers calling their grandma's friend "Mary Ann" or a junior salesman greeting the store's oldest customer as "Betsy."

It makes her uncomfortable, she says, to call an older woman or any adult, whom she doesn't know very well, by the first name. That's probably due to her early training, but I feel the same way and for the same cause. I'm still not sure the training wasn't dead right.

**VISITING** E. A. Herr last weekend was his son, Erwin Herr, enroute to his home in Syracuse, N.Y. after attending the Western Electronic Conference the past week in Los Angeles. He also visited his brother, Raynold Herr, and family of 103 Aspen.

Erwin Herr is manager of reliability engineering for the semiconductor products department of General Electric Company at Syracuse. He left Monday morning for Syracuse.

### TAX MAN SAM SEZ:

The tax folks are right on the job in helping new business owners start off on the right foot. The Internal Revenue Service sends them a tax information packet called "Mr. Businessman's Kit." The folder is packed with forms, instruction, and a tax calendar tailored to business needs.

Olivett-Underwood  
Adding Machine & Typewriters  
THE INK SPOT

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Fifth and Main Streets

### Frio Baptist Church

Rev. Samuel B. Ogan, Pastor  
Frio Community

### WESTWAY BAPTIST CHURCH

Rev. James G. Martin

### MT. SINAI BAPTIST CHURCH

H. B. Whitten, Pastor  
302 Knight Street

### SUMMERFIELD BAPTIST CHURCH

Rev. James Arnold, Pastor

### CALVARY BAPTIST CHURCH

Rev. Clarence F. Powell  
Pastor  
North 385

### CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS

(Mormon)  
Country Club Drive

### TEMPLE BAPTIST CHURCH

Rev. Tommy Phelps, Pastor  
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### GREENWOOD BAPTIST CHURCH

Independent & Fundamental  
Rev. Graham Jarrell, Pastor  
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### IGLESIA METODISTA SAN PABLO

Rev. Gilbert Diaz, Pastor  
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Herman V. Martinez, Ministro  
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Sunset and Plains Ave.

### CENTRAL CHURCH OF CHRIST

L. E. Fooks, Minister  
148 Sunset Dr.

### PARK AVE. CHURCH OF CHRIST

On Harrison Highway

### BAPTIST MISSION B.M.A.

Old Rock Bldg. V.F.W. Park  
J. H. McWilliams  
Missionary Pastor

# FOR GOD SO LOVED THE WORLD



Here is a prayer for Labor Day. "Establish thou the work of our hands upon us: yea, the work of our hands establish thou it," Psalms 90:17. Laborers are their country's nobility. A man's work is born with him. "If any man will not work, don't let him eat; everyone should work peaceably and eat his own bread," 2 Thess. 3:10-12. "Six days shall you work but on the seventh day you shall rest," Ex. 34:21. Then from labor we do not ask respite but only for an intermission to recondition ourselves for the greater tasks ahead. God is with the working man and against the indolent, shiftless non-producers. Then let us labor together with God for Matthew said He promised rest to the heavy laden. He who works is the strength of his native land.

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

### HEREFORD INSURANCE AGENCY

323 N. Sampson

### KELLEY ELECTRIC

### McRIGHT GARAGE & SUPPLY

Mr. and Mrs. A. N. McRight

### FIRST NATIONAL BANK

Virgil Henman

### ROCKWELL BROS. & CO.

D. R. Vandever

### BIG T PUMP CO., INC.

Hilkey and Leroy Aven

### HEREFORD GRAIN CORP.

Joe Arlio, Mgr.

### HEREFORD LAUNDRY & DRY CLEANERS

Ernest Kendall

### BUDGET FINANCE OF HEREFORD, INC.

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### PIGGY WIGGLY

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### MASTER CLEANERS

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### HEREFORD STATE BANK

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### WESTERN WRECKING

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### PHILLIPS AND LAWRENCE

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Your Chevrolet-Oldsmobile Dealer

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Mr. and Mrs. James J. Boyd



## 60 Year Marriage Takes Spotlight At Reunion

The sixtieth wedding anniversary of Mr. and Mrs. Ira Ricketts was celebrated at the high-light of the annual Ricketts family reunion Sunday, when about 180 persons registered during open house at their home, 521 Ave. J.

Both residents in Deaf Smith County since the turn of the century, Mr. Ricketts and Miss Mary Anne Elizabeth Hughes married here Aug. 26, 1906 and have lived in this county since, except for seven years in New Mexico.

Friends called during afternoon open house hours, and again in time set aside Sunday evening for members of First Christian Church, in which the

couple has long been active. Four family members who were guests at the wedding ceremony were present. They are Mrs. Dee Garvin of Silverton, Mrs. Jim Carter of Canyon and Ernest Hughes of Abernathy, sisters and brother of Mrs. Ricketts, and J. C. Ricketts of Hereford, Mr. Ricketts' brother.

The reunion, which began when some of the family gathered for the couple's 39th anniversary and has been held each year since, brought relatives from over Texas and New Mexico. After attending church service, the group of 120 had dinner in Deaf Smith County Bull Barn.

Children of Mr. and Mrs. Ricketts who were open house hosts are Mrs. Archie Daugherty of Clovis, N. M., Mrs. Luke McBrayer of Dalhart, Mrs. Howard Higgins of Texline, the Rev. Glenn Ricketts of Artesia, N. M. and Mrs. Clyde Russell of Hereford. Mrs. Mary Ella Ricketts of Portales, N. M., a daughter-in-law, was also a hostess.

The daughters served in turn at the refreshment table. Mr. and Mrs. Ricketts sat near the door to greet guests. Silver-haired Mrs. Ricketts was a dainty figure in pastel blue print, wearing a rosebud corsage to match her husband's boutonniere.

Flowers, given and arranged by guests, filled the rooms. The garden of Miss Augustine Gregory, a long-time friend, supplied dahlias and other summer blossoms which Mrs. Robert Viegell arranged in numerous bouquets. On the registry table were red roses and pink carnations.

A basket of 60 American beauty roses, sent by the Daugherty grandchildren, backed the dining table, which was set in white with red roses in the center flanked by single candlesticks with roses at the base. The cloth was one of those hand-crocheted by Mrs. Ricketts for all her daughters and daughters-in-law.

Pieces of cut glass which were among the Ricketts' wedding gifts were used to hold mints and nuts. The cake, its three tiers separated by columns and ornamented with wedding bell and cherub designs, was made and decorated by Mrs. Brice Glass.

In addition to the host couple, out-of-town visitors included grandchildren and their families: Messrs. and Mmes. Don Kresge and Noel Daugherty of Melrose, N. M., David Daugherty of Bard, N. M., C. W. Daniel of Grady, N. M., Wylie Daugherty of Albuquerque. Also Messrs. and Mmes. Don Treas and Pete Daugherty of Clovis, David Johnson and Jim Hall of Dalhart, Lloyd Milam and Eldridge Dixon of Texline, Ralph Ricketts of Portales; Miss Johnnie Sue Higgins of Texline, Bill Daugherty of Clovis and Mrs. Mary Costin of Portales.

Other relatives from out of town were Messrs. and Mmes. Dee Garvin and Jim Carter; Mr. and Mrs. Wendell Hughes and children of Abernathy; Mrs. Raymond Franklin and children, Mr. and Mrs. Bill Hughes of Lubbock.

Friends from other cities were Messrs. and Mmes. W. A. McMurry of Lubbock, Pat Sullivan of Canyon and Howard Hershey of Dimmitt; Mrs. Owen Neel of Dumas, Mrs. Stella Nelson and children of Clovis, Mrs.

## Speaking of YOUR HEALTH...

By LESTER L. COLEMAN, M.D.

### Readers Are Asking...

CAN an infant be harmed by feeding him cold rather than warm milk?

Bleary-eyed mothers and fathers have been granted a reprieve from testing the heat of milk for the 4 A. M. feeding. Many wrists have been scorched by the unscientific temperature

testing techniques of heated and boiled milk.

The new emancipation occurred when it was learned that infants, even premature infants, grow and flourish on cold milk.

Hundreds of cases were studied by Dr. Emmett Holt at the Bellevue Hospital, New York City. He found that even most delicate babies seem to be healthy and hardy with refrigerated milk.

Who do you think would get the Nobel Prize for kindness to mankind if mothers and fathers of newborn infants could cast their votes?

Is a cleft palate hereditary? At what age should a cleft in the lip and the palate be corrected?

A cleft palate and lip are not hereditary but rather congenital. What is the difference? An inherited condition is one that is passed on from generation to generation in the chromosomes. A congenital condition is one that is present at birth as a result of some defect in development while the child is in the womb.

There are now many delicate operations that can be performed on the palate and on the lip early in infancy with complete success. The reason

for early surgery is to insure good speech during the childhood learning period.

So skillful are the operations on the cleft lip and palate that many are hardly recognized as the infant grows into childhood.

Can weather really have an effect on illnesses?

For centuries people have studied the effect of climate and humidity on physical and emotional illnesses. Arthritis, asthma and even ulcers of the stomach have been identified with special times of the year.

The spring and fall seem to be a time that ulcers flare up. People with arthritis seem to have their own built-in weather forecasting system. 24 hours in advance of the 11 P. M. meteorologists.

People who live in Switzerland and the south of France insist that the violent northerly mistral winds are responsible for a feeling of depression and despondency.

The cycle of the moon has always been identified with bringing out personality quirks. Even though there are no scientific justifications for such ideas the medical fables about weather will probably always persist.

**SPEAKING OF YOUR HEALTH**—Notify the school authorities if your child develops a contagious disease so that the other children can be protected if gamma globulin injections are necessary.

Dr. Coleman welcomes letters from readers, and, while he cannot undertake to answer each one, he will use questions in his column whenever possible and when they are of general interest. Address your letters to Dr. Coleman in care of this newspaper.

(© 1966, King Features Syndicate, Inc.)

Louise Gaines of New Jersey. Grandchildren living in Hereford, who assisted in host duties, are Messrs. and Mmes. Joe Neely, C. D. Fitzgerald, Albert Ricketts, Forrest Ricketts and Fred Mercer.

Lithography — Letter Press  
Printing  
THE INK SPOT

## Registration Set To Begin Sept. 7 At Clarendon

Registration at Clarendon College begins Sept. 7 at 9 a.m. for all sophomore students. Freshman orientation is scheduled for Sept. 8 from 9 a.m. to

4 p.m. Registration for freshmen students will be held Sept. 9 beginning at 9 a.m. Pre-registration for first-time freshman students is currently available for those who wish to enroll early. Enrollment in night classes begins Sept. 12 at 7 p.m. The final day for registration for all classes is Sept. 26. Classes begin Sept. 12.

Students who commute and are interested in car contracts should make application now. Information may be obtained from the admissions office.

**GETS 21 MEN IN A ROW**  
NEW YORK (AP) — It looks like the New York Mets have a new relief pitching star in 165-pound Dick Selma of Fresno, Calif.

In a period of four relief appearances this spring the 22-year-old Selma retired 21 straight opposing batters. The string took in games against Pittsburgh, St. Louis, the Chicago Cubs and Houston Astros.

Selma won eight games for Greenville, S. C., three for Buffalo and two for the Mets in 1965.

# So that the people may know...

## THE TRUTH ABOUT COLOR TELEVISION

NO OTHER TELEVISION MANUFACTURER CAN MATCH RCA VICTOR IN

| RESEARCH  | MANUFACTURING EXPERIENCE   | CUSTOMER CONFIDENCE  |
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| RCA alone expended \$130,000,000 in developing today's color television system. Today's RCA Victor receiver | RCA alone moves into its 13th year of the manufacture and sale of color television | More people own RCA Victor color television than any other brand |

The following is a letter from B. S. Durant, President of RCA Sales Corporation to all distributors and dealers of RCA Color Television equipment and should serve to dispel any rumor to the effect that you can get RCA quality in any other television set. If it isn't an RCA — it isn't manufactured by RCA.

**RCA SALES CORPORATION**  
A RADIO CORPORATION OF AMERICA SUBSIDIARY  
INDIANAPOLIS, INDIANA 46201

January 3, 1966

B. S. DURANT  
PRESIDENT

**TO ALL RCA VICTOR DISTRIBUTORS AND DEALERS**

It has been brought to my attention that some television purchasers have received the erroneous impression that the sets or chassis of some other brands of color television are manufactured by RCA.

The truth of the matter is that RCA does not make color television receivers or chassis for any other manufacturer in the business.

While we did produce some receivers for certain other brand names in the earlier days of color television, those sales were discontinued in December 1963, and since that time we have concentrated exclusively on manufacturing RCA Victor sets.

Therefore, you can assure your customers that only by buying RCA Victor television can they get all of the benefits of RCA research, experience and manufacturing know-how.

Sincerely,

*B. S. Durant*  
B. S. Durant  
President  
RCA Sales Corporation

Hereford's Oldest  
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Improved Triumph

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## Making Sandwiches For School Lunches Or Snacks Can Be Easy

August was sandwich month and September begins a new school year. Thus it's a good time to work out a scheme that helps make sandwiches faster and easier when a big batch is made for freezing or for a crowd.

Here are 10 steps to simplify sandwich making suggested by food specialists of Cornell University and the U. S. Department of Agriculture.

1. Make as many sandwiches

as are practical at one time. Label and date each one you plan to freeze. Today's sandwich wrappings keep them moist and refrigerators store them safely. Freeze them for holding a week to a month or so. Don't plan to freeze fillings with egg white, raw vegetables or mayonnaise.

2. Make sandwich fillings and keep egg, meat, cheese, fish and poultry refrigerated until to use.

3. Keep all ingredients and

equipment within easy reach.

4. Lay 2 or more pairs of slices of bread in rows, working from the back of the table toward you. Open each pair of slices like you open a book, with the bottom crusts touching.

5. Using a wide knife or spatula spread one slice in each pair of slices with softened butter or margarine, if your filling is meat, cream cheese, or peanut butter. If your filling is jelly or a moist mixture spread butter or margarine on every slice, otherwise the bread gets soggy.

6. Do not lift slices as you butter and fill them.

7. Put meat, cheese or other

filling on one slice in each pair of slices. Add crisp well dried lettuce (if you plan to use it) on top of each filled slice, then top it with the matching unfilled slice of bread.

8. Cut filled sandwiches in halves or quarters if you like. Wrap them with your favorite wrapping material or pack in sandwich bags.

9. To hold unwrapped sandwiches, place a damp towel on the bottom of a tray or flat pan; place waxed paper over the towel. Stack sandwiches on the tray and cover them with waxed paper. Place a damp towel over the waxed paper, making sure the sandwiches are

## Sugarless Fruit May Be Frozen During Season

Calorie counters and those who must keep sugar intake low for other reasons may find it important to freeze their own fruit. If you like to freeze fresh completely covered.

10. Refrigerate or freeze sandwiches until used. It's best to individually wrap those you freeze. For freezing, use moisture-vapor proof wrapping.

fruit and make jams and jellies at a later time, unsweetened pack is recommended by U. S. Department of Agriculture food specialists.

Plums are plentiful and they are good frozen for use in pies, salads, desserts and jams. Choose firm fruit, deep in color and tree-ripened if possible.

Unsweetened pack. Pack unpeeled, whole plums into containers, leaving 1/2-inch head space. Seal or cover tightly and freeze.

To serve uncooked, dip frozen fruit in cold water for 5 to 10 seconds, remove skins, cover with 40 percent syrup and thaw.

The Hereford Brand, Hereford, Texas, Thurs., Sept. 1, 1966

Calorie counters may wish to serve the plums without the syrup.

Peaches freeze well without sugar but water pack is suggested by food experts. Remove the peel and pit the peaches. Halve, quarter or slice as preferred. Pack into container and cover with cold water containing 1 teaspoon crystalline ascorbic acid to each quart of water.

Leave 1/2-inch head space at the top on pint size jars to make room for liquid to expand in freezing without breaking the jar, or pushing off the lid.

For quart container leave 3/4-inch head room if the opening

is wide and 1 1/2 inches if the opening of the container is narrow. Seal or cover tightly and freeze.

Those who like sweet flavors but want to keep calories low may add non-caloric sweeteners to suit their taste. Keeping the sweetener to a minimum lets the natural fruit flavor come through strong.

Vince Lombardi, coach of the Green Bay Packers, thinks the day is coming when all quarterbacks will be about 6-feet-4 because defensive linemen are coming so big.



The Pocketbook Test Proves  
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Why only THINK you're saving when you can prove, beyond a doubt, you DO at COOPER'S. You see, our STOREWIDE LOW PRICES are what really count — and count up BIG in cash savings. Sure, SUPER SPECIALS help and we've plenty of them — but the true test of what's best for your budget is after you've bought all the quality foods you want, and then checked the total cost. The extra money left in your pocketbook is proof positive you get MORE of the BEST for LESS at

**ICE CREAM**

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1/2 Gal.

**49¢**

Sunkist

**LEMONS**

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**19¢**

**CELERY HEARTS**

Pkg. 25c

**SWEET POTATOES**

Lb. 19c

New Crop

**TOKAY GRAPES**

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**SHAMPOO**

Andrea Dunion

For Dry or

Normal Hair

Qt.

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**Spray Deodorant**

Secret 4-oz. Can

57c

**Hair Spray**

Woodbury 3 Way Reg. \$1.50

57c

**Bayer Aspirin**

24's

23c

**Furniture Polish**

69c

**Fabric Finish**

59c

**Detergent**

Giant Box

69c

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**Frozen Pies**

36-oz.

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**SHORTENING**

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**79¢**

Gladiola Print Bag

**FLOUR**

10 Lb. Bag

**\$1.09**

Shurfine 2 1/2 Can

**HOMINY**

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**MIRACLE WHIP**

Qt. Jar

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**STEAK**

Sirloin  
USDA Choice

USDA  
CHOICE

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**T-Bone Steak**

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**79¢**

Lb.

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Lb.

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