

Top Awards In County 4-H Go To Marnell, Atchley



Charles Atchley



Dorothy Marnell

Highest honors for county 4-H Club members — Gold Star awards were presented to Dorothy Marnell and Charles Atchley at the annual Deaf Smith County 4-H Achievement Banquet Saturday evening in St. Anthony's School cafeteria.

Award Winners Are Very Active

Gold Star awards are made on the basis of members' work in 4-H projects and activities, 4-H leadership and personal development. A member may receive this award only one time, and must have been in 4-H for at least three years.

Daughter of Mr. and Mrs. F. A. Marnell, 124 Aspen, the girl winner, is a freshman in West Texas State University, majoring in elementary education. She is enrolled in Merry Maidens 4-H Club with nine years of membership.

Important 4-H honors she has received include designation as 4-H Citizen of the Year in 1965. She was second runner-up in the District Dress Revue in 1966 and has won county honors in food production, clothing, baking and leadership almost yearly since 1963. She has held local, county and district offices in 4-H organizations.

Atchley is a senior in Hereford High School, son of Mr. and Mrs. Thurman Atchley of Summerfield. His principal work has been with cattle and he showed the reserve champion Angus at the 1967 Deaf Smith Livestock Show.

He plans to study for a career in veterinary medicine. He has been president of his 4-H Club, Happy Hustlers, two years and delegate to the County 4-H Council a year. In high school he is a member of the debate team and of the National Honor Society.

The two winners were introduced to climax the dinner which was served to club members, their leaders, a number of parents and friends. Extension Service agents who direct county 4-H Clubs, Rita Huckert and Justin McBride, presented the Gold Stars.

Other honors won by members during the past year were awarded at the banquet, including two state honors. Joyce Beznar received the Santa Fe Railway award for her record of outstanding club work and Mrs. Leo Witkowski, an adult leader, was given alumni recognition as a former 4-H Club member who has continued to give noteworthy service to 4-H and to her community.

Jane Witkowski was master of ceremonies and Atchley introduced special guests. The invocation was given by James Lee and the welcome by Miss Beznar. Martha Ann McBride paid tribute to adult leaders who assist the youth clubs, introducing those present.

Representatives of the award donors gave the respective awards. Achievement awards went to Miss Marnell, Patsy Paetzold, Bill Cole and Gary Goheen. Orval Watson represented the Ford Motor Co. in giving these.

Atchley and Jim Marsh received agricultural awards from Marvin Harris representing International Harvester. Beef awards were made to Steve Olson, Jim McNeely, Twig Rose and Ronald Vasek, given by E. I. DuPont de Nemours Co. and presented by John McNeely.

Miss Witkowski received the Sears-Roebuck Foundation leadership award and Colleen Sanders the H&S Foundation Home Improvement Award, both presented by Mrs. Harvey Hammett.

Cynthia Hanna, a district winner — See AWARDS Page 2

Democrats To Meet Here And Amarillo

Local and area Democrats are facing a busy schedule this week as they have planned meetings for Hereford and Amarillo, and will organize a Deaf Smith County Young Democrats organization.

H. M. Baggary, editor-publisher of the Tulia Herald and one of the most sought after orators in the state, will be speaker during the meeting of the Deaf Smith County Democratic Executive Committee at 8 p. m. Tuesday in the Hereford Community Center.

Leo Witkowski, chairman of the county Democratic Executive Committee, urged all Democrats to attend the meeting and hear the "flight talk" by Baggary.

All precinct chairmen are especially urged to attend the meeting since the Democratic

Seminar to be held in Amarillo Saturday night will be discussed. Immediately following the Hereford meeting Tuesday night the Deaf Smith County Young Democrats will be organized. Andrew Shuval, past president of the Texas Young Democrats, will be in charge of that organizing session.

Hosts for the Democratic Political Seminar in Amarillo Saturday will be the Democrat Executive Committee of Senatorial Districts 30 and 31. The meeting will be held at the Coronado Inn, with registration to be held from 8:30 to 9:45 a. m.

Witkowski; Will Davis, State Executive Democratic Chairman, and Representatives Ralph Wayne and Bill Clayton will make up a panel which will discuss "organization, finance, education, the image, publicity, women's activity and Young Democrats" from 10 a. m. until 1 p. m.

A workshop made up of all county chairmen and precinct chairmen will dwell on the same problems from 2 until 5 p. m. The seminar will close following a dinner at 7:30 p. m. Registration fee for the seminar and dinner is \$2.50.

Appeals Court Reverses Case

The case against James Elgin McLelland, who was tried in Deaf Smith County in September 1966 and fined \$50 and sentenced to 30 days in jail on a driving while intoxicated charge was dismissed Wednesday by the Texas Court of Criminal Appeals.

McLelland was first tried on July 19, 1966, and that trial ended in a hung jury. During the proceedings of the second trial on Sept. 30, 1966, Deaf Smith County Judge H. C. Williams called the case a mistrial, dismissed the jury and reset the trial for March 3, 1967.

On March 3, McLelland was found guilty by a jury and the punishment set. His attorney, Andrew Shuval of Hereford, argued that the trial in March should not be held because it was placing his client in "double jeopardy, in violation of the Texas Constitution."

Shuval appeared before the Texas Court of Criminal Appeals in Austin to appeal the case and the five judges voted unanimously to dismiss the charges.

The case, said Shuval, was the first jury trial he had lost in County Court and he was pleased that the decision had been reversed.

Classes Still Open In Adult Education

Local and area residents still have the opportunity to sign up for the Adult Education classes at Hereford High School, even though most of the courses will be held for the first time this week.

Bob Holman, assistant superintendent in charge of curriculum, said persons interested in any of the courses may go to that classroom or to the high school building beginning at 7:30 p. m. Monday.

Classes being offered and their times include bookkeeping, from 7:30 until 10 p. m. each Tuesday and Wednesday; typing, from 7 until 8:30 p. m. each Monday and Thursday; conversational Spanish, from 7:30 until 9 p. m. each Tuesday; welding and tractor maintenance



Whitefaces Beat Hornets, Can Tie For Conference

If the Hereford Whitefaces enter the game against Dumas Friday night with the same determination they showed against the favored Tulia Hornets, they could pull the upset of the year. And if they should upset the mighty Demons, it would throw the District 1-AAA race into a three-way tie. Perryton would be the third team with only one loss if they beat Muleshoe this Friday night.

A flip of the coin then would decide the conference representative. It would be an "odd man out" type of flipping.

But to make the flip necessary, the Whitefaces must beat Dumas. And that will be a chore in itself, as the Demons will bring a 7-1 record into Whiteface Stadium. Dumas beat Perryton 7-0 Friday night to gain at least a tie for the conference title, and the score was no indication of how bad they beat Perryton.

The Whitefaces pulled a minor upset in defeating Tulia, as the Hornets were picked to beat the Herd by most of the so-called experts.

In racking up their big victory, the Herd got all of their touchdowns through the air. Quarterback Sid Shaw threw the bombs, connecting with Lenney Petree for 25 yards in the second quarter, Petree again for 35 yards in the third quarter, and with Donnie Fangman for 35 yards in the final quarter.

There were so many Hereford stars in the game coach found it difficult to single out any one for outstanding play. Standouts besides those scoring included Bobby Burwick, Tony Malouf, Karl French, Johnny Cornelius, Tony Gorman, Billy Ohlig, Randy Kriegshauser, Fef Massie, Sheldon Alexander, Barry Johnson, Gary Crume and Elgin Williams.

The stubborn Whiteface Defense stopped the Hornets numerous times — once on the 2-yard line on their first drive of the game and again on the 3-yard line on the last play of the contest. In between, they intercepted two passes and made numerous stops of the Hornet quarterback for losses.

Tulia had scored first as Quarterback Ricky Landers went over from the one in the second stanza. They tallied again in the third period when Landers passed to Jerry Dickens for 10 yards.

Head Coach Larry Wartes described the game as a "supreme effort by the entire team. Winning that game gives them something to shoot for against Dumas. And don't count them out of that one. They'll be in there all the way."

Rites Today For Lt. Pavlicek

An honor guard from the ROTC unit at Canyon will participate in funeral rites this afternoon for Lt. James Emil Pavlicek, 25, U. S. Army helicopter pilot killed in action in Viet Nam. He was the son of Mr. and Mrs. James E. Pavlicek, 133 Sunset.

The Very Rev. Augustus Delahunt, pastor, will officiate for the service in St. Anthony's Catholic Church at 2 p. m. and burial in St. Anthony's Cemetery will be directed by Gilliland Funeral Home.

Reported killed last Monday on duty in Viet Nam, Lieutenant Pavlicek died of injuries suffered in a helicopter crash, the Army message to his parents said. He had been in the southeast Asia combat area since January of this year.

His body was returned to the United States by plane, arriving at Amarillo airfield early Saturday morning. Covered with a U. S. flag, the casket remained in Rose Chapel of Gilliland Funeral Home where a Rosary service was conducted Saturday evening.

Lieutenant Pavlicek was the first serviceman from this county to lose his life in the Viet Nam conflict.

In addition to his parents, he is survived by two sisters and a brother.

Moonlight Harvest Sale

Store employees will be decked out in their farming clothes Monday night during a Moonlight Harvest Sale by Sugarland Mall Merchants.

The sale is set to begin at 7:30 p. m. A turkey will be awarded to the employee who is best dressed for the occasion. Also, a 31-pound sugar beet which was brought to Holly Sugar Corp. recently will be on display.

Drager Gets Army Medal In Vietnam

LONG BINH, VIETNAM — Warrant Officer George A. Drager, whose parents, Mr. and Mrs. Abraham Drager, and wife Margaret, live on Route 5, Hereford, received the Army Commendation Medal Oct. 20 while serving with Headquarters Company, U. S. Army Support Command near Long Binh, Vietnam.

WO Drager earned the award for meritorious service as an administration officer in the command.

He entered the Army in 1955 and was stationed at Ft. Lewis, Wash., before arriving in Vietnam in November 1966.

The warrant officer is a 1954 graduate of St. John's Academy Winfield, Kan.

Turkey Shoot To Be Held Saturday

A turkey shoot will be sponsored by the Easter Lions Club from 10 a. m. until dark on Main Street in Easter Saturday. Shotgun only will be allowed at the turkey shoot, which will be 10 miles south of Hereford on Farm-to-Market 1055. Ladies will be welcome and coffee, sandwiches and homemade fried pies will be served.

Thefts, Vandalism Occur Over City

Theft of articles valued at over \$50 and vandalism were reported to the Hereford Police Department from five different locations during the past week.

Gordon Elliot of 201 Baltimore told officers that someone had stolen a spare tire, a wheel and a cool box from his pickup while it was parked in front of his house during the night Wednesday.

The tool box itself, stated Elliot, was valued at \$50 and he had no estimate of value on the tools. Value of the other items was about \$40.

Manuel Valdez of 419 Ave. D reported numerous items faken from beside his residence during the morning hours Wednesday. Valdez said he left for work about 5 a. m. and had moved the items from behind his pickup to in front of the vehicle. When he returned at 11:15 p. m.,

the articles were gone. Stolen was circular type barbecue grill valued at \$24; an electric oven worth \$38 and two bicycles valued at \$48 each. Total value of the stolen goods was \$158.

Paul Hooge of the Jim Hill Hotel told police that sometime between 8 p. m. Wednesday and 7:15 a. m. Thursday that someone had stolen about \$100 in welding gear from his pickup parked at the hotel.

Sometime during the night Tuesday, employees at the local golf course said, someone took the flags and flag poles from Greens 1, 2, 3, 4, 6, 7, and 8. Total value of the stolen articles was about 17.

Mrs. Erma Orr of 210 Whiteface reported Thursday that someone had shot out the picture window at her home with a BB gun. Damage was estimated at \$55.

Today Is Open House At Brand

Staff and employees of the Hereford Brand, 130 W. 4th St. will be present this afternoon to welcome visitors to the Brand Open House between 2 and 5.

Recent remodeling has greatly improved the appearance of the building, with the interior receiving the greatest amount of work. The addition has doubled working space, both for mechanical shop and the news and advertising departments. New machinery has also been added. Coffee and donuts will be served to visitors, and everyone is invited to attend.

Englishman Visits Hereford Friday

By TYLER VANCE
Staff Writer

A 26-year-old farmer from Hereford, England, after making a brief stop in Hereford on Friday, stated that the only similarity between the two sister cities is the cattle.

Tom Lloyd, a member of the Herefordshire Federation of Young Farmers Clubs in England, made his comment while viewing the Hereford Feed Yards.

Lloyd is in the United States learning the practice of mechanized feeding and livestock management. His tour is sponsored by the Corn Exchange Program of the United States and England, and presented through the Herefordshire Federation of Young Farmers Clubs.

"The HFYFC is like the Future Farmers of America, but we are a little older age group," quipped the Englishman.

At Hereford Feed Yards, Lloyd talked with Robert Ward, Assistant Manager about the advantages of mechanized feeding operations.

"Feeding is different in England," said Lloyd. "At home we have a lot more rain, and we can pasture our cattle instead of sending them to a feed yard. There are several small private yards in England, some holding 10,000 cattle, but our problem is caring for the animals during the winter, because of the dampness and cold."

Looking over the 30,000 head capacity Hereford yard, Lloyd said: "See ENGLISHMAN Page 2"



ENGLISH VISITOR — Steve Robinson, Hereford, England, Lloyd made a stop here cowboy foreman at the Hereford Feed Yards, points out special features of the cattle feeding site to Tom Lloyd of Hereford, England. Lloyd made a stop here Friday as part of his tour of the United States.

Petit Jurors Are Called For Duty

Following is a list of Deaf Smith County residents who have been summoned to appear Monday morning for possible jury duty in 69th District Court. The list of 96 petit jurors includes Owen Seamonds, L. W. Barger, Mrs. Viola Gyles, Earl Huckabee, Anthony Hoffman, Clinton Jackson, Irving H. Wiloughby, Mrs. Roberta Blackburn, Alfred A. Reinart and Mike Betzen.

Pat Robinson, James E. Edmonson, James Boyd, Joe Deavenport, Dave Hopper, Merlin Wever, Fred Boren, Mrs. Walter London Jr., Ernest Kendall, Darrell Dirks, Edward Allison, Mrs. Kathleen Caylor, Marvin Kearns, and Eugene Balwin.

Howard Beasley, A.R. Dillard G. V. Hall, George K. Muse, Edgar Telchik, Mrs. Frank Knabe, Charles E. Brown, Joe Huckert, Dorven King, Harry A. Burke, Mrs. Ansel McDowell, Gene A. Brothers, and Wendell Maloney.

Mrs. Joe Bradley, Jow A. Helman, Mrs. Raymond Bean, Charles A. Bell, Felix Albiar, Myles M. Funk, Ernest L. McGee, Carl Straffuss, W. H. Gentry, Luther Lesley, Ed Bezner, C. R. Winget, and Harold Mor-

ton. G. B. Hagar, Mrs. Francis O. Hennen, Mrs. J. C. McCracken, James Pavlicek, W. L. Kuper, J. A. Bezner, John Warren, Mrs. W. D. Askew, Harold L. Hersley, and Mrs. Wayne Edwards.

Mrs. Zearl Cansler, Aubrey W. Rogers, Lloyd Crume, Earnest Baird, E. C. Reinauer, Mrs. Jim Higgins, Walt Warren, Glen Witherspoon, Mrs. James Brown Paul M. Hoff, Eugene Campbell, Obe Wilson, and Roy Landers. R. C. Godwin, Melvin Young, Mrs. Raymond Higginbotham, Leo Witkowski, W. J. Albracht, Mrs. Gerald Hamby, Melvin Henderson, J. C. Gregory, Andrew Kershen, Benny L. Womble, Harold Baker, Marvin Kendrick, Elmer F. Reinart, Lisle J. Woodford, Delmo Williams, and Hugh Clearman.

Awards ...

(Continued from Page 1)
ner in the 4-H Dress Revue, received the Simplicity Pattern Co. award from Bob Hamman, with Miss McBride and Sue Shirley recognized as runners-up. Hamman also gave Donald Vasek the Amchem Products Award for field crops.

Clothing awards from Coats & Clark Inc. went to Sandra Fry, Beverly Cole and D'Lynn Davidson presented by Clete Corlis. Chris Marnell won the Kerr Glass Corp. award for food preservation, Rodney Goheen the wildlife conservation award from Folgers Coffee Co., Layne Young and Carmela Burtes the Carnation dairy foods award and Theresa McAndrews the bread award from Standard Brands, all presented by Jack Nunley.

Miss Bezner, Kay Atchley and Cheryl Cole received Montgomery Ward awards in consumer education presented by Lonnie Isch. Bill Brady gave the Eastman photography award to Larry Justice, also the Moorman Co. award for swine production to Mark Busby.

Pat Cooper, Rodney Brooks, James Lee and David Cooper were winners of Merck & Co. awards for Horse Club members. Public speaking awards went to Grace Vasek and Kenneth Justice. Alex Petersen made the presentation, also giving Donna Woodward the Texas Sheep Raisers award.



Dr. Lena Edwards

Former Hereford Doctor Honored

Dr. Lena Frances Edwards, a former Hereford physician, was chosen to receive the annual Poverello Medal from the College of Steubenville in Ohio. Dr. Edwards received the Presidential Medal of Freedom in 1964.

The Poverello Medal is awarded annually in recognition of outstanding work done to help the poor.

Now on the staff at Margaret Hague Hospital in Jersey City, N. J., Dr. Edwards will be presented the medal on Dec. 3 for her work at St. Joseph's Mission here.

Honored in 1964 as Hereford's Citizen of the Year, the 67-year-old woman founded a maternity clinic here in 1961 for the large Latin American population. The clinic was founded, she said, "so low income families could have a healthy baby at a reasonable price."

Calendar Of Events

SUNDAY
Lutheran Women's Missionary League at Immanuel Church, 7 p. m.

MONDAY
Hereford Medical Auxiliary in home of Mrs. H. A. Cavness, 10 a. m.
Cultural H. D. Club Thanksgiving supper for families at Community Center, 7:30 p. m.
Alpha Alpha Chapter, Beta Sigma Phi, at Hereford State Bank, 8 p. m.
TOPS Club at Bluebonnet School, 7:30 p. m.
Stated meeting of Masonic Lodge at Masonic Temple, 7:30 p. m.
Rotary Club lunch at Jones Restaurant, 12:05 p. m.
IOOF Lodge at IOOF Hall, 8 p. m.
Paisano Lions Club at Hotel Jim Hill, 7:35 p. m.
Easter Lions Club at Easter Club Building, 8 p. m.
Citizens Band Radio Club at REC Building, 8 p. m.

TUESDAY
Pioneer Study Club lunch at Calson House, 12:30 p. m.
Veleda Study Club in home of Mrs. Gene Parsley, 8 p. m.
Dawn Music Club, Mrs. R. E. Curtisinger hostess, 7:30 p. m.
Lone Star Study Club, Mrs. H. E. Henslee hostess, 3:30 p. m.
Sunshine Club Thanksgiving supper in home of Mrs. George Minor, 7 p. m.
Rebekah Lodge in IOF Hall, 8 p. m.

WEDNESDAY
First Christian Women's Fellowship lunch at church, 12 noon.
Temple Baptist W.M.U. Day Circle at Church, 9:30 a. m.
Hereford Lions Club lunch at Hotel Jim Hill, 12 noon.

THURSDAY
Bay View Study Club in home of Mrs. Francis Hardwick, 3 p. m.
L'Allegria Study Club, Mrs. J. H. McCrary hostess, 3 p. m.
Hereford Study Club in Mrs. Labry Ballard's home, 8 p. m.
Red Cross Volunteers luncheon at Hickory Log, 12 noon.
Duplicate Bridge Group at Community Center, 7:30 p. m.
Kiwanis Club at IOOF Hall, 12 noon.
Optimist Club lunch at Jones Restaurant, noon.
First Baptist Night WMS salad supper at church, 7:30 p. m.
Wyche H. D. Club, luncheon at Hickory Log and Holly plant tour, noon.
Antion Circle at St. Anthony's School auditorium with Guild members as guests, 8 p. m.
North Hereford H. D. Club, lunch at Hickory Log Restaurant, 12 noon.
VFW at VFW Clubhouse, 8 p. m.

FRIDAY
Bud To Blossom Garden Club work day, luncheon and

Englisman ...

(Continued from Page 1)
English farmer noticed another problem some Americans are not too concerned with — labor. "We have to eliminate all unnecessary labor," said Lloyd. "We are looking for ways to have machines do most of the work."

Lloyd began his ten-week tour in the northeast, visiting dairy farms in New York, and also Cornell University. From there he visited the campuses of Ohio State and Purdue.

In Chicago, the English feeder toured the International Mineral and Chemical Company's Fertilizer plant, then on to Kansas City to attend the national FFA convention and Royal Livestock show.

Wheat Growers To Hold State Meet In Vernon

Several Deaf Smith County residents are making plans to attend the annual convention of the Texas Association of wheat Growers, to be held Wednesday and Thursday in Vernon.

Leo Witkowski of Hereford is president of the TAWG, and Frank Zinser of the Westway community is a member of the Board of Directors.

Convention headquarters is the Ramada Inn in Vernon, with committee meetings to begin there at 8 p. m. Wednesday. Business sessions will be held from

9 until 11 a. m. on Thursday, and the Rolling Plains Wheat Growers Association will host the Directors Luncheon at noon at the Susie Q Restaurant. Speaker for the luncheon will be George Meeker, vice president of the National Association of Wheat Growers.

The General Session of the convention, to which the public is invited, will begin at 2:30 p. m. Thursday in the Wilbarger Auditorium. Speaker will be Ed Jaenke, Associate Administrator of the Agricultural Stabilization and Conservation Service in Washington, D. C.

A banquet at 7:30 p. m. in the Western Room Auditorium will close the convention. Graham Purcell, Congressman from the 13th District, will be speaker.

which he has taken so far on the tour.

"Americans must be the friendliest people in the world," said Lloyd. "Everybody has been most helpful since I have been in the United States."

"The biggest mistake we made was in beating Colgate in our first game this fall," says Columbia Football coach Buff Donelli. "That made everybody too optimistic."



BURWICK WITH THE BALL — Bobby Burwick (No. 47) struggles for yardage in Hereford's game with Tulia Friday night. Hereford combined a strong defense and a brilliant offense and came up with a 20-14 win over the Hornets.

Rites Held For Ralph Norrell

Funeral services for Ralph Roderick Norrell, 33, of 135 Ranger, who died Wednesday night of gunshot wounds, were held at 10 a. m. Friday at Schooler-Gordon Colonial Chapel in Amarillo.

Officiating was the Rev. Howard Lyons, pastor of the Amarillo Tascosa Baptist Church. Burial was in Memorial Park Cemetery in Amarillo with graveside rites by the San Jacinto Masonic Lodge. Pallbearers were Jerry Coffman, A.L. Wallais, Dale Hunt, D.A. Fleming, W.C. Miller and Jack C. Matthews.

Norrell was found just before 11 p. m. Wednesday in his car, which was parked in Jaycees Park on South Main. A Hereford policeman making his regular patrol saw the car and the driver situated in a reclining position on the front seat. The man was dead at that time.

the officer said. Justice of the Peace Ernest Wade was summoned to the scene and ruled that Norrell had died of self-inflicted gunshot wounds in the head. A .22 caliber pistol was found beside the body and Norrell had been shot once in the head. A note to members of the family also was found.

A native of Van Zandt County, Norrell had lived in Amarillo nine years before moving to Hereford. He was a salesman for the Kirby Vacuum Cleaner Co. of Hereford.

Survivors include his wife, Regina, and sons, George and Keven, both of the home, and his mother, Mrs. Faris Emerson of Tyler.

Classes ...

(Continued from page 1)
the general class amateur radio license which is administered by the FCC.

It is recommended that the minimum age level of students taking the course be 14 or more because of the technical nature of the material to be presented. W. T. (Bill) Thompson will be instructor.

Tuition on the other courses ranges from \$10 to \$30, depending on the enrollment and whether the course is financed by the Texas Education Agency.

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LICENSED VOCATIONAL NURSES — Rose Ann Fraser, Deaf Smith County Hospital's most recent graduates of the LVN course. Another graduate LVN, not shown, is Katie Ellen Koehn. Through with classes and tests, in which they made exceptionally high scores, are from left to right, Mrs. Florence Vaught, Betty Davis, Sarita Leal and

David Collins Will Receive Highest Award

David Collins, son of Mr. and Mrs. Boyd Collins, will receive the Eagle Scout Award, the highest in scouting, at Court of Honor ceremonies for Troop 154 Monday night.

The award will be presented to Collins by Judge H. C. (Hand) Williams in Court of the Eagle

ceremonies. The Court of Honor will be held at 7:30 at Wesley Methodist Church.

Merit badges and rank advancements will be the first part of the evening, and will be presided by Bob Nelson, scoutmaster of Troop 154, and Blyd Collins and Kenneth Rusher, both assistant scoutmasters of the troop.

The Court of the Eagle ceremonies will climax the evenings. This ceremony is a recent addition to Courts of Honor, according to Nelson, at which judges are invited to preside and make

Frank Ford Jr. Is Delegate To Convention

Frank Ford, Jr., 301 Stadium Drive, was among 40 Texas representatives of awards.

Collins will be accompanied by his sponsor, Bill Phillips. All recipients of the award are sponsored.

Farmers and ranchers who made up Texas Farm Bureau's resolutions committee which began studying some 1,500 ideas on what county Farm Bureaus across the state think the association's state and national policies should be for the coming year.

Submitted in the form of recommendations, these ideas came from some 20 county Farm Bureau conventions held during October.

After determining the consensus of thinking in the county

recommendations, the 40 member committee will incorporate the ideas into tentative resolutions to be submitted to voting delegates at the 94th annual Texas Farm Bureau Convention to be held in Waco Sunday through Wednesday.

Easy way to prepare chicken for frying: dump one third cup flour, 1 teaspoon salt and 1/4 teaspoon paprika into a paper bag. Add the cutup chicken, a few pieces at a time, and shake vigorously.

Rites Conducted Saturday For Mrs. Gilbreath

The funeral of Mrs. W. W. Gilbreath, 50, was conducted Saturday afternoon in the Presbyterian Church here, and burial was in Dimitt Cemetery. The Rev. Russell Winger, minister, officiated for the service.

A native of Castro County,

Mrs. Gilbreath was the former Pauline Lavern Cunningham, daughter of Mr. and Mrs. P. L. Cunningham of Dimmitt. She married and came to this city in 1961 and resided at 104 Centre.

In addition to her husband and parents, she is survived by a sister, Mrs. Laura Nadolski of Santa Maria, Calif.

Funeral rites were directed by Gilliland Funeral Home. Pallbearers were John Gilbreath, Joe Butler, Johnny Etheridge, Buster Tidwell, Weldon Bradley and John D. Pitman.

Venire Called For Two Cases

A venire of more than 90 prospective jurors has been summoned to appear in 69th District Court Monday where two important cases are to be tried.

The cases to be heard are those of Frankie Wester, 24, of 236 W. Third, who is charged with murder with malice in the July 16 death of his six-month old daughter, and Ernesto Lira, 32, who is charged with the July 15 rape of a 14-year-old girl.

Both Wester and Lira were indicted by a 69th District Court Grand Jury on July 31. Bond was denied Lira, while Wester was released on \$7,500 bond.

A list of the veniremen appears elsewhere in this issue of the Sunday Brand.

Rites Pending For Villareal

Funeral arrangements for Martin Garza Villareal Jr., 52, of 138 Main, are pending with Jackson Funeral Home at Laredo. Mr. Villareal died at a hospital here Friday afternoon of a sudden attack.

He came from Laredo to this county in 1960. Born March 11, 1914 at Mission, he married Trinidad Valenzuela March 7, 1937.

He is survived by his wife and a daughter, Joelanda, of Hereford, a son, one sister and two grandchildren.

Local arrangements were in charge of Gilliland Funeral Home.

Furr's Selects New Manager

New manager of Furr's Super Market in Hereford is Willie Wilcoxson, who has been with the company about 10 years.

A native of Amarillo, Wilcoxson went through schools there and began working with the Furr's Company in that city. He transferred to Borger about three years ago to become manager of a Furr's store there, and comes to Hereford from Borger.

Wilcoxson and his wife, Betty, have three children — Cathy, 4; Teri, 7, and Mike, 2. The family is living at 512 B, Avenue G.

Gault's Ranch Will Have Sale On Monday

Four miles east of Hereford, near Highway 60, is the location of Gault's Diamond Hereford Ranch Red Carpet sale, which is expected to attract buyers from all over the Panhandle Monday.

A total of 119 serviceable age bulls, 14 bred Herefords, 12 open heifers, and 67 cows and calves of Silver and Mill Iron Breeding are among the animals to be sold.

Brother Of Hereford Woman Dies In Vietnam

Pfc. Clarence E. Dalton, Jr., brother of Mrs. Dotty Carr, 304 Ave. C, died on Nov. 7 in Vietnam.

Dalton is the son of Mr. and Mrs. Wm. Milholland of Russellville, Mo., and was born on March 12, 1948 in Denver, Colo. He is a 1966 graduate of Bennett High School, and enlisted November 1966.

Dalton was stationed in Vietnam since about March of 1967 with the 88th Engineering Br. and received the Bronze Star the last of October for Meritorious Duty.

In addition to the parents, Dalton is survived by four sisters and two brothers, Mrs. Dotty Carr of Hereford and Mrs. Gracie Van of Wichita Falls.

Typewriter Ribbons
THE INK SPOT

Gault's Diamond Hereford Ranch
ANNOUNCING
GAULT'S RED CARPET SALE
NOV. 13, 1967

- ★ 119 Serviceable Age Bulls
- ★ 14 Bred Heifers
- ★ 12 Open Heifers
- ★ 67 Cows and Calves

SILVER AND MILL IRON BREEDING

Sale will be held at the ranch near highway 60, 4 miles east of Hereford, Texas.

RED BARN BULL SHIPPER
FOR
LIQUID FEED SUPPLEMENT

OVERCOMES DEFICIENCIES IN DRY GRASS, FORAGE AND HAY.
Provides adequate amounts of — protein, vitamins, minerals — economically.

Delivered to your pasture, this feed supplement saves your equipment, your labor, your time. A call takes care of everything.

Holly Sugar Road
PHONE 364-4248

RED BARN
FERTILIZERS • CHEMICALS

An Exciting New Elegance!

... and just in time for you to decorate **BEFORE THE HOLIDAYS!**

Decorate With Confidence

BIGELOW'S VALLEYCREST
has the texture that makes decorating work!

And the practical pile is 100% **CELANESE PORTREL**

Valleycrest's texture is subtle and interesting... the kind that brings a lift to a room without shouting about it. What decorating style does it go with? Just about any you like. And it comes in the loveliest colors! So practical for young families, too. The pile is loomed with Fortrel, a miracle fiber that resists abrasion, wears beautifully, cleans easily and is dense, deep, rich and resilient. If you're up in the air about decorating... come down to earth with Valleycrest. You'll love it!

Available in wall-to-wall broadloom and in popular room-size rugs.

only **\$10⁹⁵** sq. yd. completely installed with cushiony underpad.

13
Elegant Colors
Satinwood
Colony Blue
Tawny Beige
Sapphire
Spanish Tile
Paradise Red
Temple Gold
Roman Gold
Roman Brass
Citron
Golden Bronze
Silver Green
Avocado

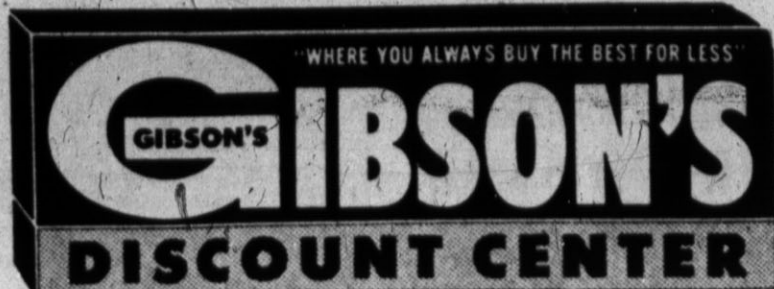
All carpet installations personally supervised by Mr. McGee

Up to 36 Months To Pay

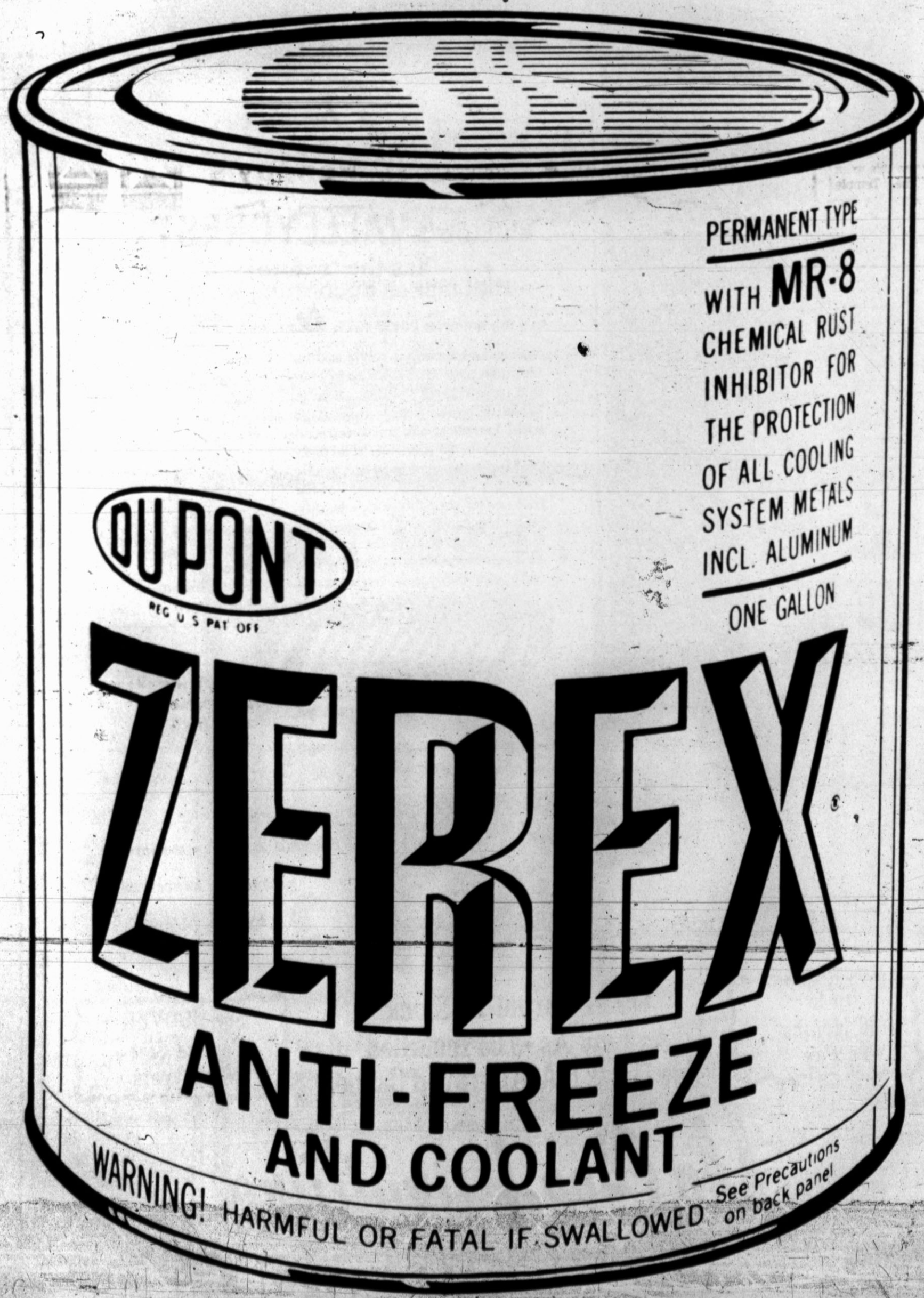
Other Carpet In Stock As Low As \$5.95 Installed See Our FHA Approved Carpets

See-HOOVER For the Best in Sweepers

McGee Furniture
Home owned and operated
511 N. Main Phone 364-2586



ZEREX



**ALWAYS
THE
BEST
BARGAIN
PRICES
IN
TOWN**



By MELVIN YOUNG
You don't fully realize the hardship of our pioneers until you realize that day after day, they plodded their way westward into the setting sun,

without sunglasses.
—HB—
Well, like the pioneers of old, we've finally made it. We have finished the addition and remodeling program at The Brand

and today is the day for the big open house, scheduled at 130 West 4th St., from 2 to 5 p.m.
Now to most people, this might not look like much — compared, say to Holly Sugar — but for those of us who have tried to work these past few months while the carpenters were hammering and the painters were working, etc., this has really been an accomplishment. It's a little rough trying to publish a newspaper while the workmen are building a building around you.

However, it has all worked out fine. We do want to express our sincere thanks to all those who have been so kind during this time — and especially to our neighbors in the 400 block of Main Street. We share a common alley you know, and we realize at times that this has been a little trying.

There are a few stories that could be told concerning this, but perhaps it's best to let it pass, other than to say that the local service stations should have made a wad of money out of the flat-fixing business immediately following the razing of our old warehouse building. And then there is the story about the plumber who cut through the sewer line!!!!

Actually, we're quite proud of the new addition at The Brand. We have just about doubled our working space and find that after getting the departments spread out a little, we can work much better. The place even looks clean — and that's saying a lot for a newspaper office.

We hope you will come by this afternoon and tour the building. It might give you a little better idea about the workings of a newspaper.

By the way, you will find on Page 1, Section 3, a condensed history of The Hereford Brand, taken from a book written by former Brand News Editor Dudley Lynch, who now works for Texas Mid-Continent Oil & Gas Association in Dallas. The book is being published by The University Press in Austin. We think you will enjoy reading a little of the history of The Brand and hope that you will secure a copy of the book when it is finally released.



FFA LEADERS — New officers of the Hereford Chapter of the Future Farmers of America, from left to right, are Johnny Trotter, sentinel; James Simpson, reporter; Lon Hale, vice president; Larry Paetzold, president; Charlie Stone, secretary; Bill Fowler, treasurer, and Barry Johnson, advisor. The new

officers were elected last Monday, at which time Debbie Thomas, a HHS senior, was chosen FFA Sweetheart. In other action Monday, the chapter received 28 Greenhands and voted to sell grapefruit and oranges for Christmas gifts as a fund raising project.

But don't forget — come on down this afternoon. That invitation is extended to any and all who would like to tour the place. We will have some coffee and doughnuts to serve also.

—HB—
By the way, the carpenters, painters, electricians, block layers, concrete men, roofers, plumbers and everyone else who has worked on the building the past few months have been exceptionally cooperative and we do appreciate each of them. And again, we appreciate the neighbors who have been so tolerant during this time.

—HB—
The Hereford Whitefaces have come on strong as the season has progressed, meshing into a fine team. We were particularly proud of their 20-14 victory of the Tulia Hornets this week.

Worth Covington, a former resident of Temple, Texas thinks however that the Herd is not as good as the Temple, Texas Telegram indicates. Worth has had a couple of letters this week from friends in the Temple area commenting about the 28-14 score which the Telegram reported in the Hereford-Muleshoe game. Now that's really a whopping victory.

Actually the herd has turned in a commendable record this year and we're looking forward to one more win under the belt before the season closes — that's against Dumas next Friday night on Whiteface Field.

—HB—
Mrs. George Tiefel brought by a clipping from an area paper recently that we thought was worth reprinting here. It's from a serviceman in Vietnam.

"Dear Abby: What do I want for Christmas? There are at least 100,000 South Vietnamese

orphans who need help. Infant's wear, children's wear, toys, shoes. Anything. They are naked and hungry. Anyone desiring to send anything collected from friends and neighbors can address it to:

Sgt. Bill Thompson, AF 10611-072
CORDS-Refugees, Orphans
APO, San Francisco, Calif. 96343

"That's all I want for Christmas, Abby, and God bless you for asking."
Sgt. Billy Thompson."

Mrs. Tiefel says that at first she thought about taking on the project personally, but soon realized that on stage — if one person were to handle — would be prohibitive, but she is very

interested in trying to get a movement started to send clothing to the orphans in Vietnam.

—HB—
Maybe we were pretty poor in the old days, but at least dime stores didn't have to use layaway plans.

—HB—
CLIMB TO BEAUTY
NAINITAL, India — Women who want to look at least five years younger than their age should take up mountain climbing, says Brig. Gyan Singh, principal of the Nehru Institute of Mountaineering.
Singh said girls who took a course in mountaineering were sure to "look smarter and prettier."

PERSONALS

by Penny

There presently is one student from Deaf Smith County enrolled at Southwest Texas State College for the 1967 fall semester. Charlotte L. Hill is a freshman student and is the daughter of Mr. and Mrs. L.G. Hill, 122 N. Texas Avenue, Hereford.

John Thames of Snyder. Both the parents and grandparents are doing fine.

Judge and Mrs. H.C. (Hank) Williams proudly announce the birth of a granddaughter, De-light Marie, born Thursday. She weighs 6 lbs, 12 oz. and is the daughter of Mr. and Mrs.

Mrs. G. W. Newsom's sister, Mrs. Margaret Andrew of Richmond, Mo., is a visitor in the Newsom home, 130 Ave. C Mr. and Mrs. Newsom drove to Richmond last week and brought Mrs. Andrew back with them.

Classifieds Get Results

A Lasting Gift



precious now . . . a treasure in years to come.

Phone today for an appointment.

BILL BRADLY
PHOTOGRAPHY

904 East Park

Phone 364-2610

Hereford, Texas
Penneys



CHARGE IT!
\$26

Glenbrooke
knits add spark to your holiday season in bright hues

Great holiday mixers from our exclusive Glenbrooke collection! Solid-tone shells and slimline skirts are lush double knits of wool/Acrilan® acrylic. Topping them off, sweater knit jackets elegantly patterned with intarsia and embroidery designs. In vivid colorings that add their own festive glow to your gala doings — brilliant blue, hot-house pink, blazing orange, green, and nutmeg — all frosted with candle white, 8 to 18.

Store Hours:
Weekdays: 9:30 to 6:00
Saturdays: 9:30 to 9:00

ELECTRIC POWER-



wherever it is needed!

Motivated only by the needs of the consumer, cooperative electric systems are proud of their efficiency and ingenuity. Recently a co-op hired a helicopter to do a five-week job in two days. Providing scattered consumer-members with electric power often requires extra effort, but we know from first-hand experience that bringing electricity to a new area benefits the entire community.

DEAF SMITH COUNTY ELECTRIC COOPERATIVE INC.

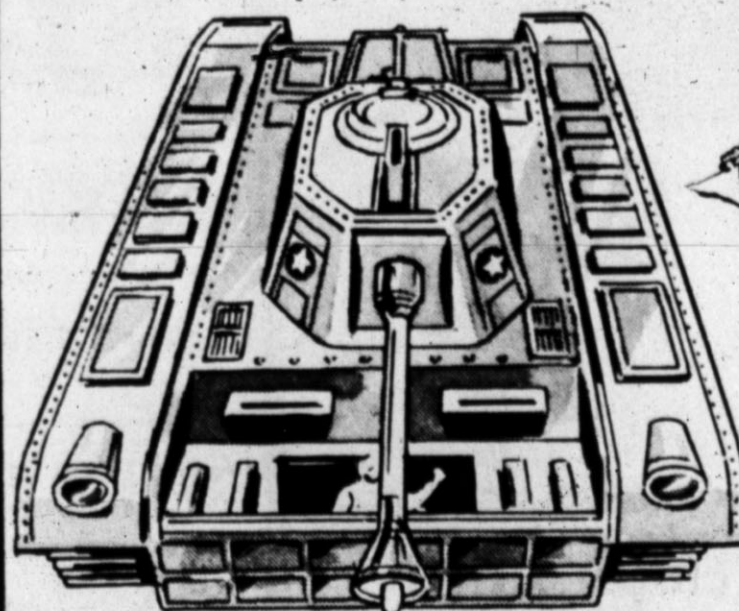
Hereford, Texas
Penneys
ALWAYS FIRST QUALITY

Store Hours:
Weekdays: 9:30 to 6:00
Saturdays: 9:30 to 9:00

Kids love Penney's

TOYLAND

(and you'll love the prices!)



Destroy the enemy with your Tiger Tank — you control it!

7.88 CHARGE IT!

You can make the enemy turn and run . . . and you do it all by yourself! Make the Tiger Tank go forward, backward, right or left. Make it climb hills, go over or around obstacles. Then you sight the enemy. You raise the cannon . . . fire the 5 shells — and save the day!



Loveable, Cuddly Stuffed Animals

3.99
For tots to teenagers



'Li'l Miss Fussy'® cries until Mommy changes her diaper!

12.99 CHARGE IT!

Little girls love her, she's so real! Feed her a bottle, she wets her diaper, moments later she kicks and cries until you change her . . . and then she's happy! Dressed in an adorable pink dress with lace trim, booties, extra diaper and bottle. 18" tall, rooted hair, moving eyes.



Here's Tricky Tommy Turtle

8.98 CHARGE IT!

Blow the magic whistle, he comes toward you. Blow it again, he stops. Sixteen inches long.

LAY-A-WAY NOW FOR CHRISTMAS OR CHARGE IT!

Hospital Notes

PATIENTS IN HOSPITAL
 Mrs. Gregory Zepeda, 316 Ave H.; Santiago B. Lopez, Hereford; Gabriel Maldonado, 124 Ave. A; Mrs. Milton C. Rudder, 151 Kingwood; Mr. F. L. Huff, Rt. 1; Mrs. Margareta Cortez, Rt. 4; Mr. Bill Menter, Rt. 5, Box 24; Mr. H. C. Parvin, 235 Ave. A; Mrs. Marie White, 608 Union; Mrs. D. R. Vandever, Star Route.
 Mrs. Connie Johnson, Box 66; Mrs. Oliver J. Glenn, Muleshoe; Mrs. Frank Pinckert, 1014 E. Third; Mr. Bob Fotheringham, 111 Ave. E; Mrs. Jack Ward Jr., Rt. 1; Mrs. Ellis V. Carter, 201 Union; Mrs. Nora Brooks, 807 Blevins; Mrs. Mollie Achgill, 100 Westhaven; Mr. Giles Williams, 520 Star.
 Mr. Domacio Bocanegra, 706 Knight; Mrs. E. T. Tumlison, Rt. 1, Box 245; Mrs. Katherine Queen, 207 Beach; Mrs. Hattie Covington, 814 S. 15th St.; Mrs. G. D. Caison Sr., 401 Star; Mrs. Walter Kreig, 405 Ave. J; Mrs. E. E. Plank, Canyon; Mrs. Sammie Bradford, 322 Ave. B.
PATIENTS DISMISSED
 Mary Helen Padillo, Oct. 30.
 Mrs. C. G. Braly, Mrs. Pearl Mapes, Sammy Jackson, Mrs. Wesley High, Nov. 4.
 Mrs. Allie Thompson, Mrs. Vernon R. Thigpen, Mrs. Dennis Cheek, Nov. 5.
 Mrs. Jimmy D. Bell, Mrs. Benjamin McDowell, Mr. Joe Perry Rogers, Mrs. Littleton Thomas, Mrs. Alex Shipp, Mrs. Edwin M. Schroeter, Mr. Earl Worthan, Nov. 6.
 Mrs. Charles Stokesberry, Mr. A. L. Weaver, Mrs. Lee Roy Brannon, Mr. James L. Simmons, Mrs. Mike Ranspot, Mrs. C. W. Walker, Kristi Mason, Nov. 7.
 Mr. Lanny Mercer, Mrs. Deanna Kay Williams, Mrs. Juan N. Casarez, Mrs. Francisco D. Salinas, Mrs. Natividad Silva, Mrs. M. C. Knox, Nov. 8.
 Mrs. Andrew Chavez, Kent Howell, Lydia Cortez, Miss Katherine Brand, Mrs. Tony Rodriguez, Mrs. John Baird, Mrs. Luis Lopez, Nov. 9.
 Mrs. Dennis Cheek, Mrs. Thomas Maldonado, Mrs. Pete Garcia, Jeffery Fairchild, Mrs. Guadalupe Villarreal, Mr. Ernest Combs, Mrs. Gary L. Lardner, Nov. 10.

Look

Who's New

Mr. and Mrs. Benjamin Forrest McDowell are the parents of a daughter, Brenda Jo, who was born on Nov. 4 and weighed 7 lbs., 1 5/8 ozs.
 Mr. and Mrs. Connie Wilton Walker are the parents of a daughter, Carolyn Gale, born on Nov. 5, who weighed 7 lbs., 3 ozs.
 Mr. and Mrs. Juan Natividad Casarez are the parents of a daughter, Elisa Isabel, who was born on Nov. 6 and weighed 7 lbs., 2 ozs.
 Mr. and Mrs. Gary Lee Lardner are the parents of a daughter, Penny Sue, who was born on Nov. 7.
 Mr. and Mrs. Natividad F. Silva are the parents of a son, Natividad Jr., who was born on Nov. 6 and weighed 8 lbs., 3 ozs.
 Mr. and Mrs. Francisco Leon Salinas are the parents of a son Francisco Hinojosa Jr., who was born on Nov. 6, and weighed 7 lbs. 15 ozs.
 Mr. and Mrs. Antonio Rendon Rodriguez are the parents of a son, Patrick Padilla, who was born on Nov. 7 and weighed 6 lbs. 11 1/2 ozs.
 Mr. and Mrs. John Lawrence Baird are the parents of a son, Bruce Lawrence, who was born on Nov. 7 and weighed 7 lbs.
 Mr. and Mrs. Gregory Zepeda are the parents of a daughter, Nora Ann, who was born on Nov. 9 and weighed 6 lbs., 7 ozs.

Holly Official Gets Promotion
 COLORADO SPRINGS, — The promotion of Michael E. Rathbone, 25, to assistant treasurer of Holly Sugar Corporation was announced today by President John B. Bunker.
 Since joining Holly a year and a half ago, Rathbone had been administrative assistant for planning and development.
 Rathbone is a native of Wichita, Kansas, an honor graduate of the University of Kansas and a 1966 graduate of the University of Indiana Graduate School of Business.
 Holly is the largest independent beet sugar processor in the country, with 11 plants in California, Texas, Montana, Wyoming and Colorado. It recently announced the construction of a 12th plant in the Red River Valley of North Dakota. Corporate headquarters is Colorado Springs.

MOONLIGHT

Specials For Monday Night -

Group Imported Knit Suits from Italy & Hong Kong 55.00 & 65.00 values for this Event 45.00 & 55.00

Aileen Zefkrome Knit Tops 28 only values to 12.00 special 8.00 also 17 Knit Tops 10.00 values 7.00

Excellent Xmas Gifts - Quilted Cotton Robes - Checks & Prints 7.00

Ladies Seamless "NYLONS" While they last 2 Pr. .49c

Ladies' 100% Nylon Paraka Shell Has a draw-string hood and bottom, elasticized sleeves, a zipper front, and twin patch pockets. Guaranteed Water and Wind Repellent. Washable! color white size S-M-L \$5.00

also Paisley Print Golf Jacket - Special Monday Night 5.00

HARMAN'S

The **Chandelier** GIFT SHOP

Shop These Monday Night Specials and Save \$\$\$

ITALIAN GLASS CANDLESTICKS set of 3 reg. \$5.00 **\$3.00**

An Inspiring Combination!

AN RCA VICTOR ALBUM: "Music To Write Letters By" and EATON'S FINE LETTER PAPER — IN SPLENDID ASSORTMENT!

Isn't this a combination you will want for yourself? Or, as a perfect gift to one you hold dear?

\$7.00 Value **\$5.95** for both

ALL CHANDELIERS Now In Stock **30% OFF**

Hereford, Texas **Penneys** MONDAY NIGHT ONLY! 7:30 to 10:30 ALWAYS FIRST QUALITY

6-TRANSISTOR RADIO

Solid State Pocket size 6-transistor Radio complete with Earphone, Battery and Carrying Case. 90-day guarantee

\$7.99

EXCELLENT CHRISTMAS GIFT!

Hereford, Texas **Penneys** MONDAY NIGHT ONLY! 7:30 to 10:30 ALWAYS FIRST QUALITY

Prices Slashed For The First Time On

WOMENS ALL-WEATHER COATS

Our entire stock goes for this special event. 40 coats to choose from, but be here early for best selection!

regular \$5.98 to \$8.88 NOW **\$5.11**

regular \$12.88 to \$13.00 NOW **\$13.**

reg. \$14.00-\$15.00-\$15.98 NOW **\$13.**

ROGERS-MILLER Walgreen Drug

AQUA NET HAIR SPRAY

49c

MYADEC VITAMINS 100 with 30 free! \$11.50 value **\$4.98**

PLAYTEX GLOVES 1 extra glove free \$1.39 value **89c**

LOVE AT FIRST SIGHT when she sees sparkling spinel-set

Flirtation

29.95
34.95
39.95
39.95

Flirtation Series by **Vantage**

LAY-AWAY FOR CHRISTMAS OPEN SATURDAY TILL 9:00 PH. 364-9978

Spangler's DIAMONDS LTD

HEREFORD'S NEWEST JEWELER SUGARLAND MALL

THE CANDY CANE Monday Night Only! **MILKSHAKES & MALTS**

all flavors only **25c** each

POPCORN 3 fresh hot bags **25c**

New Shipment of King's Candy - Over 30 Kinds - All Deliciously Fresh - Perfect Gifts!

Hereford, Texas **Penneys** ALWAYS FIRST QUALITY

FASHION MANOR ALL ACRYLIC ELECTRIC BLANKET... 5-YEAR GUARANTEE*

\$15 twin size, single control, 63" x 84"

Ignore the weather. Now you can sleep at exactly the right degree of warmth with our soft electric blanket. Lightweight and nylon bound. Machine washable in lukewarm water. Lovely hues, too.

twin or full size, single control, 72" x 84" **\$16**
 double bed size, dual control, 80" x 84" **\$22**
 Queen Size, dual control, 86" x 90" **\$25**
 King size, dual control, 104x90 **\$37**

Hereford, Texas **Penneys** ALWAYS FIRST QUALITY

DRESS C 100 more dresses added **\$4**

242 Dresses JUST IN-TIME!

An additional \$2.00 reduced; dress M 7:30 to 10:30 for

Be sure to be here when open at 7:30. Charge it!

IN BEAUTY **SUGARLAND** MA

SHOP "UP" Sugarland SHOP IN CONVENIENCE

All Stores Listed will close at 6:00 P. night and re-open for this big event.

The Sugarland Ma are celebrating the the harvest-season people of this area gains on many, must shop this sale

Employees of the s dressed in Harvest can help select the employee during the person will receive

FREE TU

SE

the huge 31 1/2 on display in the Monday Night. a larger Sugar

HARVEST SALE

NOW!

FROM 7:30 P.M. TIL 10:30 P.M.

SUGARLAND MALL



Listed in this ad 6:00 P.M. Monday open at 7:30 to 10:30 event.

and Mall Merchants closing of season by offering the best and fantastic bargains. Many items. You will not see this sale!

If the stores will be offering the best dressed during this sale and that receive a delicious turkey!

SEE

3 1/2 lb. Sugar Beet in the Mall during Harvest Night. You may never see Sugar Beet anywhere!



Women's DRESS CLEARANCE. Dresses added from our regular stock \$4 to \$12.

Dresses Reduced

Prices drastically reduced for the holidays. \$2 off on every dress Monday Night Only from 7:30 to 10:30 for our Harvest Sale.

Bring them when the doors re-open or place it in Lay-A-Way.

DUCKWALL'S

FLORAL PRINT LUGGAGE



reg. \$4.87 **\$2.77**
NOW
reg. \$5.87 **\$3.77**
NOW

TABLE LAMPS



regular \$4.88 **\$2.44**
NOW
regular \$7.88 **\$3.88**
NOW

Specials Good Monday Night Only!

NESTEA 3-ounce jar **77c**
BLOUSES Poor Boy Knits **67c**
regular \$1.37
PUNCH-O-BALL reg. 49c **23c**

ELECTRIC CORN POPPER



FREE 4-LB. BAG OF POPCORN INCLUDED
3-quart size **\$3.17**



COTTON PRINTS
In Stripes, Prints and Dots. 100% Cotton. Washable - Little or no ironing needed. 45" wide - reg. \$1.59 **99c** yd.

COTTON OTTOMAN PRINTS
100% Cotton in beautiful Fall Prints. Washable - Little or no ironing needed. 45" wide - reg. \$2.49 **\$1.77** yd.

These Specials Good Monday Night Only



SPECIALS GOOD MONDAY NIGHT ONLY!

COLOR TV



\$288

All Refrigerators

Now In Stock

10% OFF

No Payments Til February '68 On Any Credit Purchase Now Til November 20, 1967

WARD'S



Now Is The Time To Make Reservations For **CHRISTMAS PARTIES**

Phone 364-4037

Any Size Group - Large or Small

For more information call

Ervin Ward or Roberta Combs



This is who to see for a good deal on auto insurance.

See him now!

JERRY SHIPMAN

SUGARLAND MALL
Phone 364-3161



STATE FARM INSURANCE COMPANIES, Home Offices, Bloomington, Illinois



KNIT SLEEPERS

sizes 0 to 4
\$1.49 value

\$1

2-piece interlock cotton Knit sleepers in white or pastel colors. Gripper fasteners, plastic feet.

Make Anthony's your by-word for quality at prices you can't afford to miss.

3-PIECE SET

Flannel Pajama and 3/4 Length Coat

sizes 32 to 40 regular \$4.98
Solid cotton flannel pajama & 3/4-length cotton cordana coat in matching prints. Buy for yourself or gifts!

\$3.99 set



BEAUTIFUL BRIGHT TONES FLORAL TOWELS

Made exclusively for Anthony's. You will have to see them to appreciate the savings.

BATH TOWEL 24"x46"

\$1.29



Hand Towel 24"x16" **59c**
Wash Cloth 11"x11" **29c**



Last Games Of Season Will Be Wild Affairs

Final football games of the season will be played this week and they appear to be the games Hereford fans have been waiting for breathlessly.

Stanton and La Plata Junior High School Freshmen will meet at 6 p. m. Thursday and the impact of the two cross-town rivals is expected to shake the water tower near Whiteface Stadium.

La Plata will be seeking revenge as the Stanton 7th and 8th graders won both games in last Tuesday's contests.

And if the water tower is still standing at 7:30 p. m. Friday, it undoubtedly will crumble when the Hereford Whitefaces collide head-on with the Dumas Demons.

Talent Show Set At La Plata

The La Plata Junior High Red Cross Chapter will present a Talent Show at 1:45 p. m. Wednesday in the La Plata cafeteria for the purpose of getting members.

Chapter members at La Plata began collecting donations from each classroom last week and invite Hereford residents to attend the Talent Show. There is no admission charge.

KPAN To Build New Facilities

An extensive remodeling project has begun at KPAN radio station which will greatly increase the flexibility of the station's operation.

Clint Formby, part-owner and manager of the station, said an FM and production studio, two offices and a workshop will be added to the present facilities at the present site at 218 E. Fifth.

The new facilities, said Formby, will give the staff more "flexibility in meeting the needs of Hereford and the immediate area."

Former Hereford Officer Dies

Fueral services for L. R. (Cherry) Cherrymones, 60, of Amarillo, a former Deaf Smith County Deputy Sheriff and Hereford Policeman, were held at 4 p. m. Saturday in the First Baptist Church in Amarillo.

Burial was in Llano Cemetery under direction of Blackburn-Shaw Funeral Directors.

A veteran law enforcement officer, Mr. Cherrymones who died Thursday at Northwest Texas Hospital in Amarillo was born in Wichita Falls in 1907, and came to Amarillo with his family in 1911. He was with the Amarillo Police Department for nine years beginning in 1923, having the titles of captain of detectives and night captain during that time.

From February, 1958, until August, 1960, Mr. Cherrymones was a Deaf Smith County Deputy Sheriff. He ran for the position of sheriff in 1960, but was defeated by Lowell Sharp. Mrs. Cherrymones then worked as a Hereford policeman for approximately three months before returning to Amarillo in November, 1960, to work with the Potter County Sheriff's Office.

In 1964, Mr. Cherrymones was appointed supervisor of identification work. He held that position until last month, when he retired. He had been ill for a long period.

Survivors include his wife, Oveta; his stepmother, three daughters one son, three sisters, two brothers and 11 grandchildren.

ACUTE PROGRAM

NASHVILLE—Short on workers for various church occupations, the Methodist Church has launched a program to interest and enlist more of them. It's called "ACUTE," which stands for:

Annual Conference United in Training for Enlistment.

Dr. Milton C. Adams
OPTOMETRIST

OFFICE HOURS

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

Saturday 8:30 - 12:00

335 Miles 364-2255



Holiday Show In Club Plans

Focused on the annual flower show which this year will be held Dec. 2 and 3 with Magic of Christmas as its theme, Hereford Garden Club members gave their attention to snow rules and exhibits at the November meeting Friday afternoon.

A workshop was conducted in the home of Mrs. John Jacobson Jr. by Mrs. A.L. Manjeot, who is general chairman for the Christmas flower show. It will be held in Sugarland Mall with Bud To Blossom Garden Club as joint sponsor.

Arrangements for holiday home decorations, which will be the show feature, were displayed for discussion and evaluation at the meeting Friday.

Reports on a meeting of the Northern Zone, District I, Texas Garden Clubs Inc., were given by Mmes. Ray Johnson, O.G. Hill Sr., R.L. Ethridge and Manjeot, who attended the ses-

District 13 Auxiliary Head Visits

District 13 president of Veterans of Foreign War Auxiliaries, Mrs. Dean Loerwald of Plainview was the guest of Hereford Auxiliary at its meeting in the VFW Clubhouse Thursday evening, and at a supper afterward.

Mrs. Loerwald outlined programs and plans of the organization on the district level as she spoke after introduction by Mrs. Wayne Driskill, local president. She was presented a gift from Hereford members and was their guest at supper at the Cason House.

Business of the Thursday meeting included initiation of Mrs. Leonard Johnson of Friona, plans for the December party which VFW and Auxiliary members here will host for veterans in the Amarillo VA Hospital, and a report on annual Veterans Day poppy sales by Mrs. Leonard Davis, chairman.

Next meeting will be Dec. 14 after a recess for the Thanksgiving holiday.

Classifieds Get Results

Girls Show Lots Of Football Savvy

After watching the Hereford High School girls sighing and gasping over the heroic efforts of their favorite member of the Whiteface football team this season, Brand writers wondered just how much they really knew about the game.

A number of the coeds at the high school, therefore, were asked a set of questions especially prepared. Surprisingly enough, the majority of girls knew the correct answer and were able to elaborate. However, there were some good answers.

Q. What is a first down?
A. When the team first receives the ball. Then they have four plays to carry the ball.

Q. What is a safety?
A. I don't know.
A. Makes 2 points.
A. I never heard of a safety.

Q. What is clipping?
A. A clipping is when a football player hits someone on the opposing team.
A. Where the players clip the

- plays.
- A. I don't know.
 - Q. What is a tallback?
A. He carries the ball a lot.
 - A. Like an end.
 - A. A back that runs around the end on a play.
 - What is a time out?
A. Someone asks the referee to stop the game so they can stop and rest and eat ice.
 - A. When the team confers with the coaches about plays — also drink water.
 - A. I don't know.
 - Q. What is a fullback?
A. The one behind the quarterback.
 - A. The guy that stands behind the center that usually gets smeared.



ADVANCING IN BSP — Participants in annual fall rituals of Beta Sigma Phi Chapters here included members advancing to higher levels of sorority work. In upper right photo, Mrs. Oliver Streu and Mrs. Bill Kendall became members of the preceptor chapter, Alpha Alpha, which was organized last spring for those who have completed the exemplar program. Going from the ritual chapter to the exemplar, Xi Epsilon Alpha, are three members pictured upper left. From left, Mrs. John Schneider, XEA president,

greets Mmes. Bobby Shelton, Dean Hacker and Jim Cramer. In the traditional ritual of jewels, Mmes. Johnny Griggs, Bob Coons, Taylor Holland and Jim Aldridge became full-fledged members of the ritual chapter, Kappa Iota, after completing their pledge period. They are pictured at right below. At left below, Mrs. Bob Huddleston is wearing the mink stole she received as the principal door prize at the recent area BSP conference in Amarillo, admired by Mrs. Charles Laing, preceptor president.

Decorator Talks As Club Guests

Trends in interior decoration and the basic principles of design which do not change with passing style, were discussed by a guest, John Khoury of Amarillo, at a meeting of Calliopean Study Club Thursday evening. Mrs. Cameron Gault was hostess at Hereford Country Club.

An interior decorator whose authoritative knowledge extends to oriental rugs and paintings, Khoury was assisted by Rene Dupre, another Amarillo decorator, in presenting the program. Rugs and other home decoration accessories were shown to illustrate the discussion.

The hostess was also program chairman, and introduced the visitors. The program was one of a series on the current scene with the general subject, "Que Pasa?" a Spanish question which is translated, "What Is Happening?"

Calliopean members voted in a brief business session with Mrs. E.W. Dettman presiding, to assist a Deaf Smith Chamber of Commerce project of adding furnishings to the County Bull Barn.

No club meeting is scheduled the fourth week in November because of the Thanksgiving holiday. A Christmas social will be held Dec. 14.

Members present included Mmes. Ansel McDowell, A.T. Mmes. Sue James, Roy Grubbs, Emmett Milburn, Hazen Woods, M.W. Nobles, George Warner, Wes Owen, Sam Self, Gene Parsley, J. T. Gilbreath Jr., B. F. Cain, Alton Fraser, Clyde Cave and Miss Clara Beth Holt.

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Gift Party Is Surprise

A surprise layette shower was given Mrs. Clyde Whitaker Thursday evening with Mrs. Benny Cooper, Miss Cheryl Sol-

omon and Miss Donna Johnson as hostesses. Mrs. Whitaker was asked to come to the home of Mrs. Charles Laing, her mother-in-law, for a family gathering, and on her arrival found a score of friends there to present gifts. After the pink-and-blue-wrapped packages were opened, coffee

ICT Student Of The Week

and cookies were served from a table centered with blue flowers.

Guests included Mmes. Mack Noland, Roy Thompson, Bill Kendall, Carl Hollingsworth, Eugene Baldwin, Jim O'Hair, J. W. McIver, Floyd Coleman, Howard Gore, Hicks Roberson, Nora Russell, Billy Roy Thompson and Amarillo, Zephia Lloyd and Miss Linda Loerwald.

Editor's note: Beginning with this issue, The Sunday Brand will spotlight Hereford High School students enrolled in the Industrial Cooperative Training program. There are 21 students enrolled in the program, which is a cooperative effort between the school and local businesses to train students. A 19-year-old Hereford High

School senior, Carl Hollingsworth is president of the ICT organization. This is his second year in the ICT program, and Hollingsworth presently is training at the First Printing Co. as a printer.

Following graduation, Hollingsworth plans to attend DeVry Tech Electronics School in Phoenix, Ariz. He is the son of Mr. and Mrs. Carl E. Hollingsworth.



PACK 151 TO MEET THURSDAY
A meeting of Cub Scout Pack 151 is scheduled at the First Christian Church on Thursday at 7:30 p. m. All members of the pack and their parents are urged to attend.
A special invitation is also extended to boys who are 8, 9, and 10 years of age who should be accompanied by their parents.

Indiana Football coach John Pont formerly coached at Miami, Ohio and Yale.

The COLDS take 666

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HALF & HALF Shurfresh pint 29¢

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DELICATESSEN.

MONDAY
Chicken Dish - Pork Roast
Black-eyed Peas - Fried Okra
Cucumber Salad - Potato Salad

TUESDAY
Beef Roast - Fried Chicken
Golden Corn - Green Beans
Scalloped Potatoes
Cole Slaw

WEDNESDAY
Turkey & Dressing - Meat
Loaf - Candied Yams - English Peas - Stuffed Peppers
Pinto Beans - Spanish Soup

NUTS-NUTS-NUTS
Almond-Brazil-Filberts
Mixed-Peanuts-Pecans
Pinones-Walnuts
Just Arrived!

PIGGY WIGGLY PIGGY WIGGLY PIGGY WIGGLY PIGGY WIGGLY PIGGY WIGGLY

H.D. CHATTER
Cookbooks
Good Gifts

By Mrs. Argen Draper
Home Demonstration Agent



Club meetings, the Leadership Symposium, usual business and requests for information have made the week very busy and interesting. This is such a busy and exciting time of year with club activities in full swing.

THE FINANCE committee reports that the cookbooks are making progress. Mrs. John A. Smith, Mrs. Albert Lamb and Mrs. John Hammett are members of the committee. I think they will take advanced orders for the books.

Larry Burleson, organization specialist from College Station who was here for the Leadership Symposium, left an order with Mrs. Smith. It seems Mr. Burleson is quite an experienced amateur cook. Personally, I think it is a grand idea for the men to cook.

The cookbooks are 25 cents each and will be very nice gifts or to add to a gift. Some grandmothers will give the books to their granddaughters. The books will be available soon and will be advertised.

THE HOME Demonstration Council is taking subscriptions to the Amarillo Daily News and Lubbock Avalanche-Journal. Orders sent to the office are mailed in the day they are received. Jean Kennedy is subscription treasurer for the Council and will handle the subscriptions efficiently. Many are taking advantage of the special price.

Only orders that can be accepted are for papers delivered in mail boxes.

From a far-away Montana newspaper, a unique story was found. Joe Montgomery, 94, bakes pies and cakes and delivers them to newcomers or persons who have received some recognition. He's an illustrious citizen of Lewistown, Montana.

One of his favorites he shares with friends is a Flip Flop cake made with brightly colored pineapple tidbits or apple slices, spice cake mix. He cooks in iron skillet and adds pinches and handfuls of seasoning, sugar, etc.

He says, "You can recognize the cabins I have cooked in from Fairbanks, Alaska, to Santiago, Chili, by the sourdough stuck to the ceiling." It sounds like a very imaginative cook, doesn't it? Think of a 94-year-old man cooking, making daily trips to town and serving as a one-man welcoming committee.

BASIC DRESSING

4 C. bread crumbs
1/2 C. fat — melted butter or savory fat such as bacon, sausage or chicken
1 t. salt
Moisten with stock from the meat or with bouillon. The amount of stock depends on your personal taste. Some people like a very dry dressing and others very moist. There are al-

Casa de Amigos



By KEITH SCHROYER

Last week someone asked me what I wanted to do when I finished my service in VISTA. As I thought of the several different courses I could follow I was once again reminded of one basic difference which exists between those people living in poverty and those people living on a higher economic level. This difference is in the ability to control your own destiny.

The ability to make decisions so as to plan the future of our lives is something we tend to take for granted. It is very difficult to imagine what effect it would have on a person if he were not able to participate in this planning process.

Last week some of the problems causing the high drop out rate among the children of migrant laborers were mentioned. It was explained that difference in such areas as health conditions, home life, educational encouragement, and English usage could result in differences in the level of performance in school.

most as many kinds of dressings as there are cooks. That's what makes cooking a creative art.

GRAVY

6 T. fat
6 T. flour
3 C. flour
Salt, pepper

CORNBREAD DRESSING

MRS. C. F. Burk
3 1/2 cups cornbread crumbs
1/4 cup butter-oleo melted
1 cup chopped celery
1/2 t. pepper
1 egg beaten slightly
3 1/2 cups white bread crumbs
3 T. minced onions
2 t. salt
2 or 3 t. sage
1/2 cup milk
2 cups hot chicken or turkey broth

Crumble bread in large pan or bowl. Melt butter and lightly saute onions and celery. Add to crumb mixture. Add other ingredients and mix well. If dressing seems too dry add more broth. Bake in shallow pan at 400 degrees 15 to 25 minutes.

OREGANO DRESSING

Mrs. Paul Hoff
1 C. brown rice — Cook by directions on box
1 onion, chopped (Brown onion in the fat)
1 stick margarine
2 cans beef bouillon
1 can chopped drained mushrooms
1 t. oregano
Mix all ingredients. Bake in shallow pan at 350 degrees for 15 to 20 minutes.

WILD GAME DRESSING

Mrs. Agnes Beuchler
8 C. dry bread
2 C. ground carrots
1 can undiluted mushroom soup
1/2 t. nutmeg
1/2 t. cinnamon
1 t. sage

Giblets, chopped
2 eggs beaten
2 small onions
1/2 pound sausage
1/2 pound hamburger
2 t. salt
3 C. hot broth
Combine all ingredients; bake at 350 degrees for 45 minutes.

Difficulties in these areas often destroy the natural desire to learn. The child is often below his age level and is constantly trying to catch up. These problems added to the fact that he often attends three different schools each year often lead the child toward a dislike for education and eventually cause him to drop out.

While failure in the area of formal education can have a harmful affect on the child, still his environment also affects his ability to take a part in the planning of his future.

A typical question asked of children is, "What do you want to be when you grow up?" This question is typical of an attitude which exists in the environment in which most of us grew up.

In this environment the child can look around and see the different opportunities open to him. He might see that his oldest brother went on into college and now is working for a large oil company. His father is manager of the electric company. His Uncle is an officer in the armed services. The father of his best friend is a lawyer.

These illustrations point out the fact that the boy can see many opportunities open before him. He can easily relate himself to his brothers, father, uncle and next door neighbor. He could also be a lawyer, or work for an oil company or do any of the other things that he sees people around him doing. He has seen people from his own situation in these jobs. He can do it too. Now he must decide what course he wants to follow.

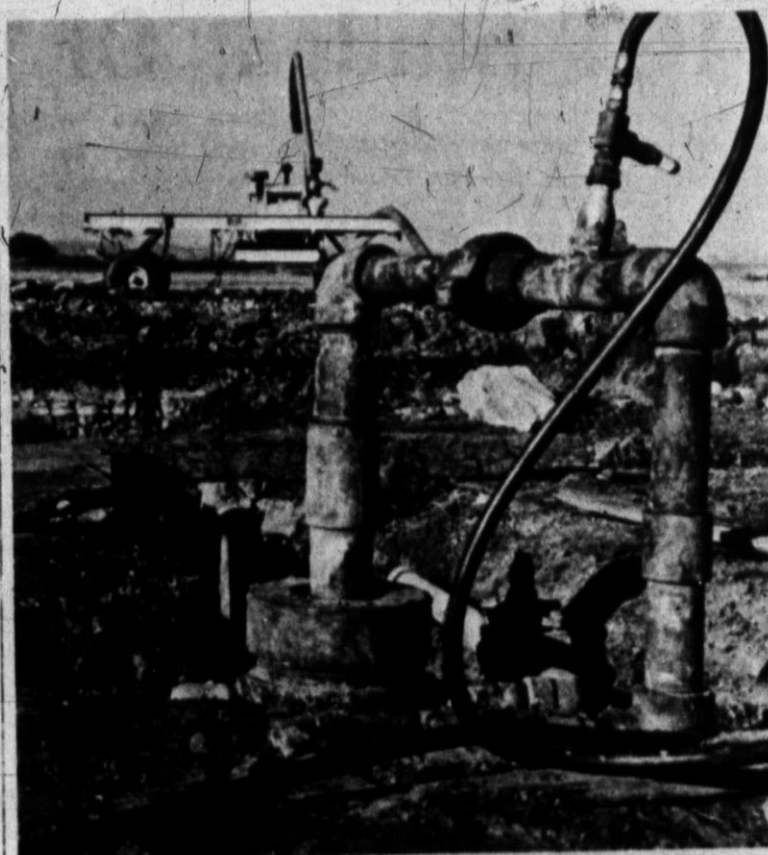
This situation is quite different from the one typical of a migrant laborers child. The children at the Labor Camp have also looked at their brothers, father, uncles and neighbors and have found that almost all of them are migrant laborers. He might know someone that works in a seed company for part of the year or even year round in a feed yard or a gas station. But these people are the exception. He knows no one from his situation that is a lawyer or that works for an oil company. These are jobs for other people, but not for him.

You can see here how the choices for this migrant child are much fewer than the choices for the child who served as the first illustration. Almost all the opportunities which were before the first child are not available to the migrant child. And even if he considered being a lawyer, the educational deficiency in his early years would probably prevent him from ever getting into college.

The child has not planned this himself. He has not looked at all the opportunities open to young people and decided he wanted to be a field laborer. Instead, this is all he can imagine himself as doing. If no one like him has ever done differently, why should he think he could.

He does not have the opportunity to chose as the other child had. Instead the choices have been made for him.

Next Week: The Need for Motivation Part IV



SALT MINE CONSTRUCTION — Work at the Hereford Salt Mines Inc., located about 5 miles south-east of Hereford on the Frio Draw has gotten a good start and is expected to be complete by early 1968. The salt will be mined by pumping fresh water into a 200-foot hole and subsequently dehydrate the salt in large tank type basins. The salt will be used as an ingredient for cattle feed.

WMS Groups
Plans Visit
To Westgate

Devotional programs to be presented at Westgate Hospital unit of Kings Manor retirement home here twice each month, were planned by Day Circles of First Baptist Women's Missionary Society at a luncheon in the church dining room Wednesday noon.

Each of the five circles will be responsible for one month's programs, with members going in turn to Westgate at 3 p. m. on second and fourth Thursdays to give a 45-minute program of devotions and Bible readings.

Two special events of coming weeks were planned: the annual Lottie Moon week of prayer for foreign missions will be observed Dec. 3-10 and study of a mission book on Africa, titled Arrows and Atoms, will be directed by Mrs. Harvey Penner Nov. 29 at a luncheon meeting beginning at 11 a. m.

Mrs. Dean Herring, president,

led the business-session and Mrs. Lloyd Crume the program, which was preceded by the call to prayer by Mrs. Marlin Gilliland.

Mmes. W. R. Hair, Lynton Alfred and Eugene Sparks assisted Mrs. Crume in discussing missionaries working among the animists, believers in spirits, in Caribbean countries. The program closed with a vocal solo, Breathe On Me, by Mrs. Bobby Owen with Mrs. Penner accompanying.

Billings Circle, of which Mrs. Crume is chairman, received the attendance award.

HEIRLOOMS MUST GO
NEW YORK—Arthur Miller has completed a new play, "The Price," which Broadway should see about midwinter.

The five-character drama concerns a family gathered to dispose of the belongings of the previous generation which clutter an old brownstone home on the eve of demolition.

Tentatively assigned to key roles are the Canadian actress Kate Reid, and Martin Balsam, currently busy in "You Know I Can't Hear You When the Water's Running."

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1964 Chevrolet Pick-up V8 4-speed. Custom cab. Red & White finish, long wide bed. Local owner & lots of service left.

1963 Chevrolet Bel Air station wagon. Factory air and power. Local one owner. White with red interior. Extra sharp. Fully warranted.

1966 Biscayne Chevrolet 4-door. Beige finish. Air conditioning. Double sharp.

1966 Chrysler 300. 4-door hardtop. Fully loaded. Two tone red and white. Plenty of factory warranty left.

1964 Chevy Impala Station Wagon. Factory air and power. New tires. Local car with a complete warranty. Plenty of room in this one.

CLOSED SUNDAYS

14th ANNUAL MEETING

of the membership of
WEST TEXAS RURAL TELEPHONE COOPERATIVE, INC.

Tuesday, November 14, 1967 -- 7:30 p.m.

at the
COMMUNITY CENTER -- HEREFORD, TEXAS

All cooperative members are invited to attend their annual meeting for election of offices of Westway & Thorp Exchanges!

★ DOOR PRIZES WILL BE GIVEN ★

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Easter Lions Club

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SATURDAY, NOVEMBER 18

Starts at 10:00 a.m. 'til Dark
MAIN STREET - EASTER, TEXAS

10 miles South of Hereford on Farm to Market 1055

COFFEE-SANDWICHES-HOMEMADE PIES
will be served at the shoot

Everyone Welcome... Yes, Ladies Too!

SHOTGUNS ONLY WILL BE ALLOWED!

Many chances to win a turkey - So bring your gun and come on out!

Suprise Party Honors Mrs. Curry On Birthday

Mrs. Lee Curry, long-time resident of Summerfield and Hereford, was honored on her 79th birthday last Sunday with a surprise dinner in the home of her daughter, Mrs. Guy Walser, at Summerfield. Mr. and Mrs. Walser and son, Wayne, were hosts.

Arrival of relatives from Amarillo to join those in the community was a surprise to Mrs. Curry when she went to the Walser home for Sunday dinner.

The guests included Mr. and Mrs. Lloyd Mundell, Mr. and Mrs. R. A. Baker and Mrs.

Jerry Foreman and daughters, all of Amarillo; Mr. and Mrs. C. R. Walser, Mr. and Mrs. Donald Walser and children, Deann and Brad.

A resident of Summerfield since 1924, Mrs. Curry has been a leader in women's club and church activities of that community and of the county.

She was instrumental in organizing the County Federation of Women's Clubs here, and for her long record of club leadership here and in her former home, Armstrong County, she was chosen one of the Top of Texas "club jewels" honored by

the Texas Federation of Women's Clubs in 1966.

For the past three years she has made her home at Kings Manor retirement home. She continues an active member in Summerfield Study Club, which has honored her with life membership, and in the County Federation.

MOVED THE MARKET

SYDNEY, Australia — The state government has decided to move the Sydney fruit and vegetable markets from Haymarket to Flemington, a suburb nine miles out.

The present 25-acre site causes traffic congestion in the early mornings, and there is no scope for expansion. Cost of the move to the 87-acre Flemington site is estimated at between \$10,752,000 and \$14,784,000.

The Department of Technical Education has proposed development of the present markets area as a group of education buildings.

BISHOPS AND BRAINS

WASHINGTON—The administrative board of the National Conference of Catholic Bishops has urged bishops to cultivate closer relations with theologians and the academic community—for the mutual benefit both of the prelates and the scholars.



CLUB'S GUEST NIGHT — La Madre Mia Club was hostess to 16 special guests Monday evening, including Mrs. Howard R. Johnson who gave an entertaining book review. Mrs. John E. Smith, left, presents a gift from the club to the guest reviewer. At the re-



freshment table are, from left, Mrs. Harvey Penner, president, who poured coffee, and the social committee members who were hostesses, Mmes. Bobby Owen, Eugene Sparks and Lynton Al- lred.

6 Hereford Men Are Drafted

Twenty-five men are scheduled for pre-induction physicals and three men will be inducted into the armed services in the December quota for Local Board Number 18, according to a statement from the Selective Service Office.

Six young men were inducted to fill the November quota for the local draft board.

The young men inducted during November are: Thomas Diaz, Farwell; Patricio Andy Paiz, Don Barry Winget, Arthur Castillo Tijerina, Larry Allen Dutican, and Orville Glenn Bradley, all from Hereford.

The 25 men are part of a statewide call for 3,485 men

scheduled for pre-induction mental and physical examinations in December.

A total of 4,650 young men are scheduled to receive these examinations during the month of November.

The state's 155 draft boards will be called upon to furnish 924 men for induction in December. These inductions will occur between Dec. 1 and Dec. 15.

These figures compare with quotas of 1,159 for November, 977 for October, 1,190 for September, 1,421 for August and 974 for July.

The Texas quota of 924 men for December is the state's share of a national call for 18,200, all for the army.

Serve those cooked carrots with sauteed mushrooms for an interesting vegetable dish.

Tours now being conducted daily
10 AM -- 6 PM
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<p>Gold Medal FLOUR</p> <p>10-lb. bag 98¢</p>	<p>PECANS EGGS</p> <p>Ellis Shelled - 10-oz. pkg. Shurfresh grade "A" medium</p>	<p>COFFEE Folger's Instant Big 10-oz. jar \$1.19</p> <p>OATS Quaker Quick or Old Fashion large box 49c</p> <p>TUNA Shurfine chunk style flat can 4/\$1</p> <p>PANCAKE MIX Duncan Hines 2-lb. pkg. 39c</p> <p>PARKAY OLEO Kraft lb. pkg. 4/\$1</p>	<p>CRISCO OIL 38-oz. bottle 69c</p> <p>ORANGES Geisha Mandarin 11-oz. can 4/\$1</p> <p>PORK & BEANS Van Camp 300 can 8/\$1</p> <p>CRACKERS Nabisco lb. box 29c</p>	<p>FRYERS fresh dressed grade "A"</p> <p>Whole 29¢ lb.</p> <p>CUT-UP lb. 33c No Bone-No Waste Chopped Sirloin lb. 69c USDA Choice grain fed beef Club Steak lb. 89c</p> <p>Complete selection of Swift. Honeysuckle-Roastrite & Famous Norbest Turkey Toins & Hens of all sizes. Cured-Ready Cooked-Boneless Canned Hams—Also, Ducks-Geese & Cornish Game Hens</p>
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Ajax
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Better Quality-Better Taste!
Ask for your free prize list!

SCOTT TOWELS

Big Roll of 200

3 rolls \$1

TOMATOES

fresh - juicy slicers

19¢ lb.

Crisp California **CELERY** lb. **15c**

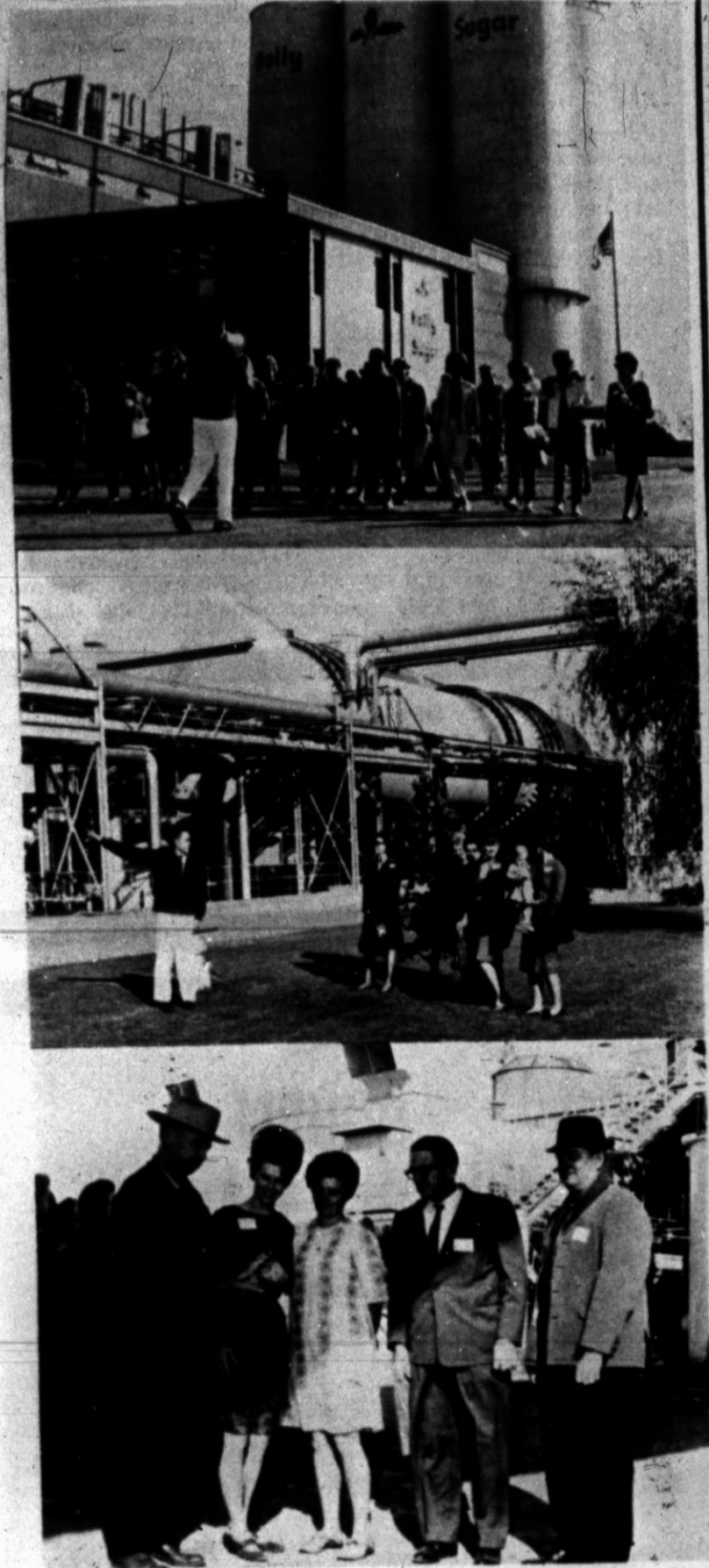
Firm Heavy **TURNIPS** lb. **10c**

Florida Indian River **GRAPEFRUIT** 4 for **49c**

SHOP WHERE YOU ALWAYS RECEIVE THE RED CARPET TREATMENT!

COOPER'S MARKET

BEST MEAT IN TOWN



BANK GUESTS TOUR HOLLY — Some 24 persons representing five states were taken on a tour of the Holly Sugar Corp. plant Wednesday afternoon in a ventured sponsored by the Hereford State Bank. Purpose of the tour was to acquaint newcomers to the city with their surroundings. Persons in the middle photo include, from left to right, Al Dziuk, guide; Mrs. Dick O'Daniels of Tulsa; Mrs. Si Darling, newcomer from Pratt, Kan.; Mrs. Fred Lemons of Silverton; Mrs. Ray Clough, newcomer from Plainview. In the bottom photo, from left to right, are Guy Newsome and Mrs. Jeff Carlile, both of Hereford; Mrs. Homer Crim, newcomer from Denton; Herman Schelter, newcomer from Walburg, and Hubert Soerner of Hereford. Refreshments were served to the guests in the Hereford State Bank Community Room and transportation was furnished by Kinsey-Osborn Motors.

NSA BENEFIT SLATED
A bake sale and bazaar will be held by the Hereford Chapter, National Secretaries Association, next Saturday in Sugar


land Mall, a benefit for chapter projects. Perfumes, decorated candles and candy will be among the items on sale beginning at 9 a. m., Jean Kennedy, president, announces.

STILL AT DENVER
Denver — Murray Armstrong is in his 12th season as hockey coach at the University of Denver. His teams have won 235, tied 21 and lost 88 and have captured three NCAA championships.

Armstrong
505 W. Park
364-1868

LAY - A - WAY NOW AT GIBSON'S!

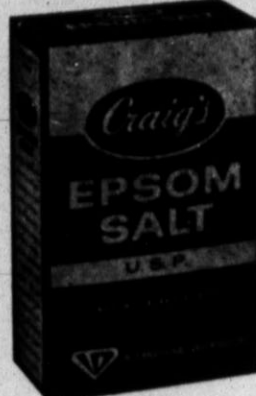
WHERE YOU ALWAYS BUY THE BEST FOR LESS!



ANACIN
FAST PAIN RELIEF
HEADACHE • NEURALGIA
RHEUMATISM


200-count
pre-priced \$2.33

\$1.29



EPSON SALTS

1-lb. box **10¢**



family size
bottle
pre-priced \$1.35

69¢

GIBSON'S DISCOUNT CENTER

After Shave by Gillette
pre-priced \$1.50

79¢

pre-priced 89¢

53¢



regular or
menthol
pre-priced 79¢

39¢




RX GIBSON'S
PRESCRIPTION
PHARMACY

WE CAN SAVE YOU MONEY ON ALL
YOUR PRESCRIPTIONS-TRY US & SEE!

Open Monday thru Saturday 9-9
Phone 364-4900 Every Day 9-9
Phone 364-3317 After Hours

BARBER'S SIZE
pre-priced \$1.98

99¢



Safe...
non narcotic
pre-priced \$1.19

59¢



RED ARROW
ALCOHOL

pint bottle
regular 59¢

29¢

giant size box
compare
this price!

59¢



FEDERAL
SHOT GUN SHELLS
FIELD LOADS

12-gauge	box	\$1.99
16-gauge	box	\$1.89
20-gauge	box	\$1.79

"Pine Mist"
Pine Oil

full pint bottle
69¢ Value

29¢



GIBSON'S PRESCRIPTION PHARMACY
"Can Save You Money!"
Phone 364-4900 9-9 Mon. thru Sat.

SINUS Sufferers

Here's good news for you! Exclusive new "hard-core" SYNACLEAR Decongestant tablets act instantly and continuously to drain and clear all nasal-sinus cavities. One "hard-core" tablet gives up to 8 hours relief from pain and pressure of congestion. Allows you to breathe easily—stops watery eyes and runny nose. You can buy SYNACLEAR at your favorite drug counter, without need for a prescription. Satisfaction guaranteed by maker. Try it today.

Introductory Offer Worth \$1.21

Cut out this ad—take to Gibson's. Purchase one pack of SYNACLEAR 12's and receive one more SYNACLEAR 12 pack FREE.

Hayfever-Sinus Sufferers

Here's good news for you! Exclusive new "hard-core" SYNACLEAR Decongestant tablets act instantly and continuously to drain and clear all nasal-sinus cavities. One "hard-core" tablet gives up to 8 hours relief from pain and pressure of congestion. Allows you to breathe easily—stops watery eyes and runny nose. You can buy SYNACLEAR at your favorite drug counter, without need for a prescription. Satisfaction guaranteed by maker. Try it today.

INTRODUCTORY OFFER WORTH \$1.21

Cut out this ad—take to a drug store. Purchase one pack of SYNACLEAR 12's and receive one more SYNACLEAR 12 Pack FREE.

**RELAX DAY-TIME TENSIONS...
SLEEP BETTER AT NIGHT!**

Do you have days when you can't seem to cope with even little problems? Days when life seems as "pressurized" as a space capsule? Now, you don't have to be a slave to these tensions. Not when your drug-gift has help for you in B. T. Tablets. He'll assure you that B. T. Tablets are so safe that you don't even need a doctor's prescription. Yet they offer you simple, effective way to fight off tension so that you can relax during the day and be able to work better. B. T. Tablets' tested ingredients also help you to sleep more soundly at night. Try this dependable way of dealing with every day tensions. Ask your druggist for B. T. Tablets... and relax!

INTRODUCTORY OFFER WORTH \$1.21

Cut out this ad—take to GIBSON'S DISCOUNT PHARMACY purchase one pack of B. T. Tablets and receive one more B. T. pack FREE.

CHRISTMAS CARDS

25-count	reg. \$2.00	59¢
25-count	reg. \$2.50	69¢
25-count	reg. \$1.25	39¢
21-count	reg. \$1.50	39¢



GAME VEST

\$1.29

All Kinds of Mailboxes
city & rural
25% Off
Gibson's Discount Price



TOILET SEAT
Wood-Enamel Finish
with fittings
\$1.79



MONOPOLY

\$6.00 value

\$3.49



YAHTZEE

\$2.50 value

\$1.33



TONKA OUTDOORS

\$14.95 value

\$9.49



BRIDGE FOR TWO

\$3.00 value

\$1.89



OUIAJ BOARD

\$4.00 value

\$2.39

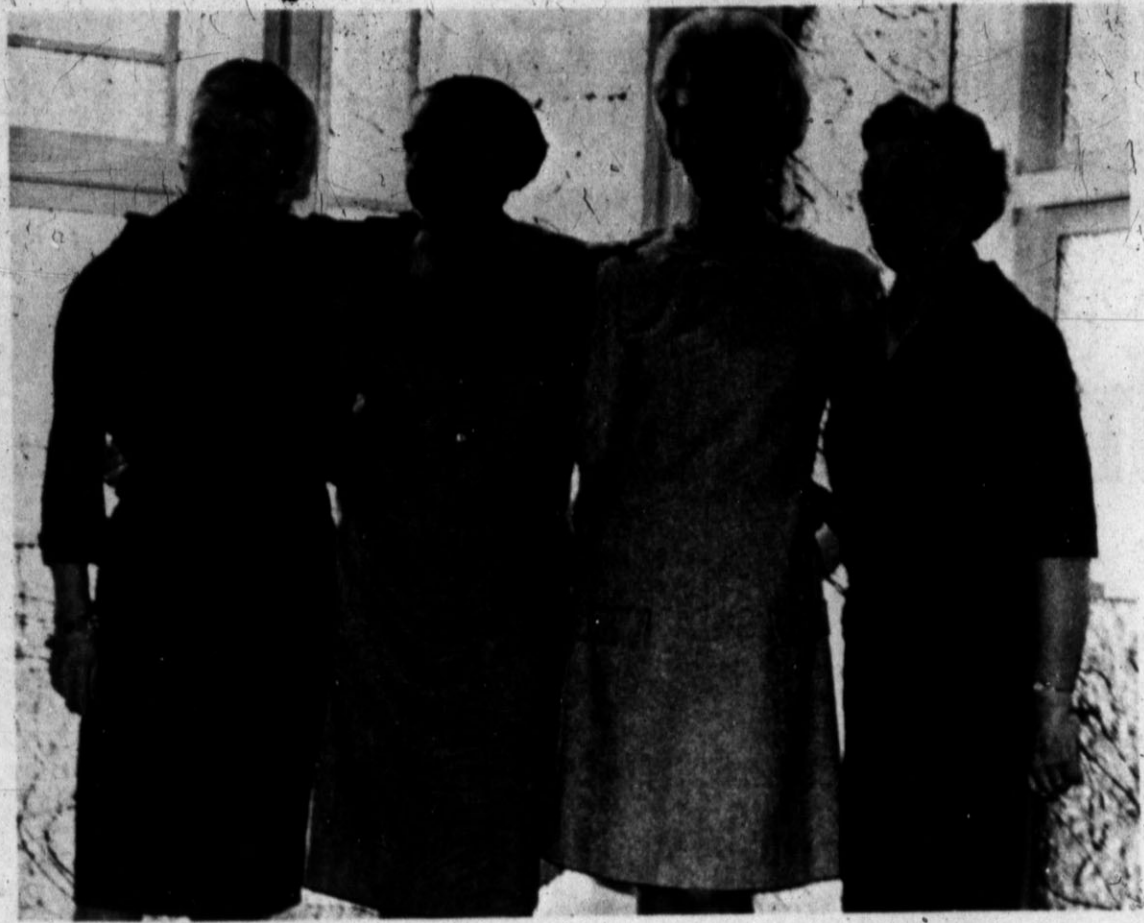


"Wildcat"
Racerific

\$12.00 value

\$7.77





Church Women Fill Major Role In City

SINCE THE DAYS of the "Ladies Aid", women have formed societies to support their churches, build or furnish places of worship, send missionaries to the heathen, conduct philanthropies at home. CHANGE OF TIMES has changed the plan of organization, but not basic aims nor the need of the church for women's work. Lumped together, church societies in Hereford have more members than any other type of Women's organization, and more hours are devoted to their meetings each week. NOT EVERY CHURCH in the city is represented in these pictures of officers of organizations from different churches with differing names but a common purpose of putting woman-power into the church program.



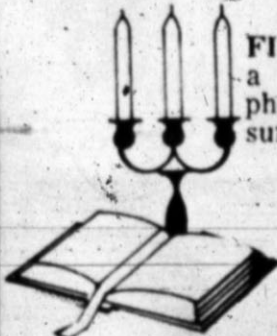
ST. THOMAS EPISCOPAL women are working this year with officers including Mrs. Howard Johnson, president; Mrs. Jess Carter, secretary; Mrs. Ross Cooley, vice president; Mrs. V. O. Hennen, treasurer, pictured top left.

FIRST BAPTIST Women's Missionary Union is headed by Mrs. W. R. Hair, general chairman, at right in the picture second from top, left, Mrs. Dean Stallings, center, is president of the Day WMS and Mrs. A. O. Thompson is vice president of Night WMS, of which Mrs. B. A. Reddell, not pictured, is president.

WESLEY METHODIST Woman's Society officers, third from top, left, are Mrs. Boyd Collins, president; Mrs. L. H. Lane, missions chairman; Mrs. Robert Williams, spiritual life chairman; Mrs. George Terry, vice president; Mrs. C. W. Riddle, local activities chairman.

FIRST CHRISTIAN Women's Fellowship recently began a new year with Mrs. Jack Allen, at left in top right photo, as president. Mrs. Delmo Williams is study chairman and Mrs. Albert Cherry worship chairman.

TEMPLE BAPTIST Women's Missionary Union general officers are standing at right in second picture from top, right. Mrs. Winston Hill is secretary-treasurer. Mrs. W. A. Lamm president. Mrs. Leslie Bets vice president. Other officers are Mrs. John Devin and Mrs. Jack Allmon, standing. Mmes. Carl Armstrong, Vernon Inmon and Brice Glass.



FIRST METHODIST Woman's Society president for a second term is Mrs. Robert Strain, at right in photo third from top, right. Mrs. Ed Warren is treasurer.



UNITED-PRESBYTERIAN Women Association has Mrs. Bill Nunn, seated right in photo above, as president. Mrs. Fred Axe is vice president and Mrs. Hazen Woods, standing, is secretary.

IMMAUEL LUTHERAN Women's Missionary League officers, just completing a term, are pictured at bottom left: Mrs. Herbert Bruns, Christian growth chairman; Mrs. A. H. Janssen, president; Mrs. H. J. Schelter, wife of the new pastor; Mrs. Arthur Tiefel, treasurer.

AVENUE BAPTIST Women's Missionary Union officers, bottom right photo, include Mrs. Carlyle Sargent, president; Mrs. Gerald Townsend, treasurer; Mrs. Velma Fish, secretary.



The Sunday Brand

SECTION TWO

HEREFORD, TEXAS, 79045, SUNDAY, NOV. 12, 1967



Printers' Ink Familiar

By SUE COLEMAN
Music is a lifelong interest of Mrs. Thomas L. Burdett, wife of a young attorney who recently joined a Hereford law firm, but she has another accomplishment which is rarer than her performances as pianist and vocalist.

She had her first whiff of printers' ink when she was only a baby, and as a member of a typical small town publisher's family, "cut her teeth on type." As she grew up she was interested enough in her father's business to learn about the shop equipment and learn to use some of it.

She wasn't joking about running the press, a hand-operated machine which is still kept for some types of work among the newer automated equipment of the shop.

PIANO LESSONS began for Carlie Hunter when she was in the second grade but she did not study voice until she was a music major in the University of Texas. She was a student through the first summer semester this year, while her husband was completing work in the University of Law and taking bar examinations. They moved here in July from Austin.

However, they were already acquainted in Hereford as Burdett worked as an intern with the firm of Witherspoon, Aikin, Thomas and Langley the previous summer, before his senior year in law school. He is now associated with that firm and was recently named assistant county attorney.

Born in Baird, Mrs. Burdett got her unusual first name from a Dutch grandmother. After she was graduated from Kerrville High School she attended Abilene Christian College a year, then entered the University.

SHE WAS A MEMBER of a writing club and an English club at ACC, and of Sigma Alpha Iota, a music fraternity. Singing in a U of T chorus was a pleasant part of her training, and she studied foreign languages because she enjoys singing operatic arias and art songs in their original languages.

She is teaching piano this year and has become a member of Music Study Club. She was pleased that she was asked at her first meeting with the club to accompany group songs. Accompanying other singers is an accomplishment which she believes takes as much skill as playing solos, and she likes the role.

THE BURDETTs, who were married while they were students at Austin, are both active in the Church of Christ and are teachers in its Sunday School. Mrs. Burdett works with women of the church and is a member of a weekday Bible class.

They are football fans and enjoy the Whitefaces' games. In summer they like water skiing, swimming and boating, sports in which they have in the past joined his family at a lake near Austin. Mrs. Burdett helped teach swimming in Red Cross classes here last summer.

She is happy that her husband shares in her enthusiasm for music. Her handwork hobby is knitting, which serves to keep her busy in odd moments between outside activities and housekeeping chores at her home, 135 Sunset.

When you are frying apples to serve with pork or poultry, you may want to sweeten the apples with molasses instead of sugar. Nice flavor change!



Mrs. Thomas L. Burdett teaches, plays piano

LaPlata Club Picks Projects

Four service projects were adopted by La Plata Club members for this season, at their meeting Tuesday evening in the home of Mrs. Louis Woodford, where the program was given by Miss Mary Rando of Friona. Continued sponsorship of a Camp Fire Girl group is one of the local projects. Another will be assistance to a needy Hereford family at Christmas, with food and suitable gifts. Aid will also be given to equipping the kitchen at the County Bull Barn for use in serving large groups at conventions and other such meetings.

Outside this community, a home for handicapped children at Plainview will receive a donation from the club. Project committee members this year are Mmes. Phillip

Shook, Merle Campbell and Frank Prowell.

Mrs. Ansel McDowell introduced the program guest, a high school girl to present a stirring patriotic reading, "I Am An American," which she has been asked to give numerous times in the past year at meetings over the Panhandle.

Plans were completed for the club's Thanksgiving dinner at which guests will be entertained Nov. 21 in the Flame Room of Pioneer Gas Co.

Members present included Mmes. Raymond White, Bob Sims, A. J. Schroeter, Kenneth Rogers, M. H. Richie, J. D. Neill, Lloyd McGee, Tom Harkley, Larry Dippel, Emil Dettman, Jack Brown, Jay Boston, Campbell and Prowell.



Specials Good Monday, Tuesday & Wednesday
November 13, 14 and 15



GOBBLE UP THESE MONEY-SAVING Thanksgiving Values

Gobble up extra for extra Christmas gifts!



TURKEY HENS
GRADE "A" lb. **39c**

BOLOGNA All Meat Sliced lb. **59c**

AMERICAN CHEESE Sliced lb. **69c**

VANILLA WAFERS Tendercrust 15-oz. pkg. **23c**

INSTANT COFFEE Folgers 10-oz. jar **\$1.29**

MARSHMALLOW CREAM Kraft 7-oz. jar **19c**

ICE CREAM Swift's Round 1/2-gallon **69c**

MIXED NUTS Tom Scott 13-oz. can **49c**

SWEET PEAS Del Monte Early June 303 can **23c**

PEANUT BUTTER Miss Texas 2 1/2-lb. jar **89c**

HAM Shank End lb. **49c**

HAM Butt Portion lb. **55c**

WHOLE HAMS lb. **53c**

BACON Affiliated lb. **69c**

OLEO Solid 1-lb. **13c**

DETERGENT Energy Giant Box **49c**

COCONUT Bakers 14-oz. pkg. **49c**

FLOUR Gladiolo 5-lb. bag **49c**

MANDARIN ORANGES Del Monte 11-oz. can **25c**

HAND CREAM Melrose 1.75 jar **27c**

DR. PEPPER Regular or King plus dep. **39c**

CRACKERS Dixie Bell 1-lb. box **19c**

SHOE POLISH Johnsons 49c size **29c**

Follow The
CHEVRON TRAIL
to
501 W. First (Hwy. 60)



\$100.00 Winner
EDNA MATHIS

Check your License number

Remember: a new game every week.

This Weeks Winners Are:
H. C. Williams
G. V. Hall
M. A. Hefley
Mrs. W. F. Hardwick
W. H. Andrews
Gerald Hamby
Joe H. Pitts
Peggy James

★ ATLAS TIRES ★ BATTERIES ★ ACCESSORIES

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Specialized Driveway Service - Pickup and Delivery

COPLIN'S CHEVRON SERVICE

RosaLee and Kelly Coplin

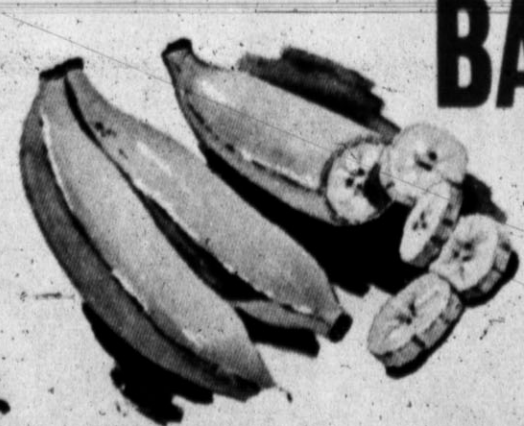
364-0870

APPLES Rome 8 lbs. **1.00**

ORANGES Texas lb. **10c**

CORN Nice Ears 3 ears **25c**

TOMATOES lb. **25c**



BANANAS
2 LBS. FOR
25c



Engagements Announced

McMillan-Allison

Mr. and Mrs. Edmond James McMillan of Lubbock announce the engagement of their daughter, Kathy, 825 South Texas, to Edward Allison, son of Mrs. Daisy Allison, 107 Beach. The wedding will take place December 30 at the Presbyterian Church here.

Husman-Kuper

Plans for an early January wedding are announced for Miss Phyllis Joe Husmann, daughter of Mr. and Mrs. A. H. Husmann, Route 1, and Marvin Kuper, son of Mr. and Mrs. H. J. Kuper of Summerfield. Date for the ceremony will be January 6, 1968.

Miss Husmann is employed with West Texas Rural Telephone Cooperative Inc. She studied a year at Immaculate Conception College at Great Bend, Kan., after graduation from high school there. Her fiance is a farmer of the Summerfield community, a graduate of Hereford High School.



Miss Kathy McMillan



Miss Phyllis Jo Husmann
(Bradly photo)

Autumn Rituals Of BSP Are Held

Phi members through various levels of the sorority was marked in annual fall rituals hosted by the City BSP Council Tues-

day evening in Community Center.

Traditions Of Holidays Topic For H.D. Club

Holiday traditions were reviewed on the program of Progressive Home Demonstration Club at a meeting this week in Mrs. P. L. Carmichael's home. Mrs. J. D. Gilbert Jr. spoke, and other members joined in the discussion.

Mrs. Gilbert began her talk with a Thanksgiving poem and closed with a Christmas prayer. Mrs. Bert Coffin's topic was "Give Thanks." Mrs. Tom Morgan directed a recreation period.

A committee to plan the annual Christmas party for members and their husbands, with Mrs. T. J. Parsons as chairman, was appointed by Mrs. Dale Hallows, president.

Others present were Mmes. H. L. Hershey, Leon Coffin, Tom Nance and Taft McGee.

Two from the exemplar chapter, Xi Epsilon Alpha, had completed requirements for preceptor membership and were inducted into Alpha Alpha Chapter, which was organized only last spring.

Mrs. Bill Kendall and Mrs. Oliver Streu were advanced in the ritual conducted by Mrs. Charles Laing, Alpha Alpha president, assisted by Mrs. Harold Beauchamp and Mrs. Bob Huddleston. Each was presented a yellow rose, the sorority flower.

All of the advancing members were given pins denoting their new rank. Yellow roses and sorority emblems in the BSP colors, black and gold, decorated Community Center club rooms.

Going into XE. A Chapter from the ritual chapter, Kappa Iota, were Mmes. Dean Hacker, Bobby Shelton and Jim Cramer. Mrs. John Schneider, president of the group they entered, was assisted by Mmes. Bainum in the ceremony in which they were received.

After completing their term as pledges, Mmes. Johnny

Griggs, Bob Coons, Taylor Holland and Jim Aldridge participated in the Ritual of Jewels to become full members of Kappa Iota. Mrs. Max Goforth, president of that chapter, was in charge of the ritual with Mmes. Wendell Maloney, Lowell Hill, John Claypool and Gene Larson assisting.

Pledges of this fall received by Kappa Iota are Mmes. Bob Spangler, Joyce Seale and Charles Cabiness. Mrs. Bob Pugh and Mrs. J. D. Hamblen assisted Mmes. Goforth, Hill and Maloney in the ceremony.

Refreshments were served after the rituals. Council officers who head the hostess group are Mrs. Carl Hollingsworth, president; Mrs. Rudy Metz, vice president; Mrs. Roger Shipley, secretary; Mrs. Houston Frye, correspondent; Mrs. Summers, treasurer; Mrs. Deniz Vaughn, reporter, and Mrs. Harold Kids, advisor.

Cream of celery soup, diluted with a little milk and heated, makes a good sauce for snap beans, green peas or broccoli.

GOP Women To Sponsor Speech

The Republican Women's Club of Amarillo will present Phyllis Schlafly, first vice president of the National Federation of Republican Women, in a lecture at Stephen F. Austin School auditorium, 1808 Wimberly, Amarillo, Monday evening.

Subject is Our Security and Survival and the speech, billed as non-political, will begin at 8 p.m. Tickets may be purchased at the door for one dollar.

Mrs. Schlafly, whose home is in Alton, Ill., has been active in the Republican party in mid-western states & number of years, was named 1963 Woman of Achievement in Public Affairs by the St. Louis Globe-Democrat which said, "Phyllis Schlafly stands for everything that has made America great and for those things which will keep it that way".

Mary, Mary quite contrary— How does your cooking go?



Are your cakes non-culinary And your pies a soggy dough? Then it's time you changed To a new electric range. And, if a Public Service residential customer you be— A selective gift you'll get for free. Fifteen gifts from which to choose— How in the world can you possibly lose? So to your Reddy Kilowatt Dealer's go And cook all meals like a pro.

Self-cleaning ovens—ELECTRIC, of course!



Choose One of These Selective Gifts With Your Electric Range Purchase:

- ★ Beauty Mirror Ensemble
- ★ AM Clock Radio
- ★ Guitar by May
- ★ Empire 7 x 35 Binoculars
- ★ Early American Clock
- ★ Electric Blanket
- ★ Silverplated Coffee Set
- ★ 18-Club Golf Bag
- ★ Electric Shaver
- ★ Shrub and Hedge Trimmer
- ★ Electric Coffee Maker
- ★ Electric Ice Crusher
- ★ Portable Radio
- ★ Electric Fry Pan
- ★ Sleeping Bag

A SELECTIVE GIFT FOR A SELECTIVE HOMEMAKER

ERVIN WARD'S
HICKORY LOG
Restaurant

Announcing . . .
FISH BUFFET
Every Wednesday Night
6:00 to 8:30

all you can eat for only
\$1.99

Delightful Sea Food cooked the way you like it!

CLOSE - OUT
of
Fall Shoes & Flats

WOMENS DRESS SHOES
values to \$25.00
now **\$6**

WOMENS DRESS FLATS
values to \$13.95
now **\$4**

LADIES HANDBAGS
fall styles
now **\$4**

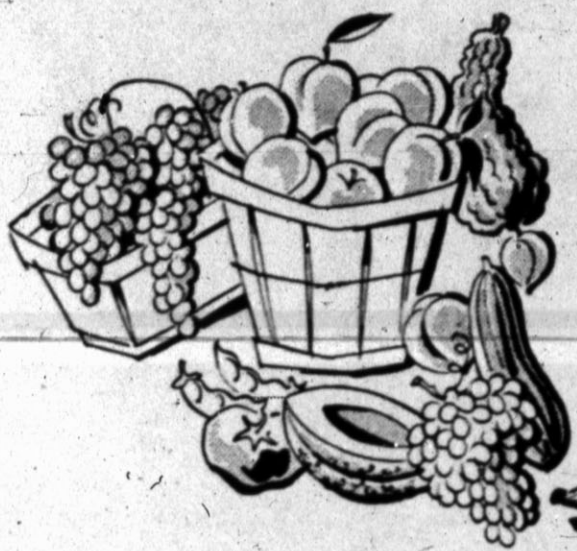
Gaston's
SHOE DEPARTMENT
Downtown Hereford

DOUBLE FRONTIER STAMPS
on Wednesday with \$2.50 purchase or more

COUNT ON
Furr's

FOR THE

SHOP FURR'S TODAY FOR FRE



FURR'S FOR THE BEST OF THE HARVEST!

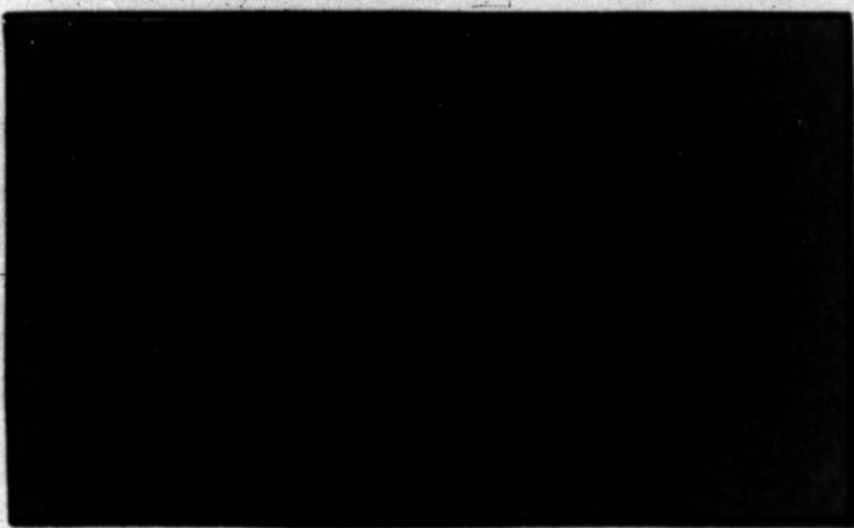


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SHOP FURR'S PRODUCE DEPARTMENT FOR NEW ARRIVALS

RADISHES
FRESH & CRISP
BUNCH

7 1/2¢



TOMATOES

RED RIPE NICE SLICERS

lb. **19¢**

LETTUCE

CALIFORNIA FIRM CRISP GREEN SOLID HEADS

Head **15¢**

CUCUMBERS

LONG GREEN SLICERS

SUGAR COFFEE TISSUE

Holly

5 lb. bag

38¢

Maryland Club All Grinds

1 lb. can

58¢

Delsey Assorted Colors

4 roll pkg.

38¢

Pineapple Juice Tomato Sauce Whole Potatoes Black Pepper Spiced Peaches

Food Club 46 oz. can

25¢

Elna 8 oz. can

10¢

New Allen's No. 300 can

10¢

Food Club 4 oz. can

25¢

Old Ivory No. 2 1/2 can

25¢

Cake Mix Fruit Mix Mixed Nuts

Food Club Assorted Flavors, 19 oz. pkg.

25¢

Elna No. 2 1/2 can

25¢

Tom Scott 13 oz. can

49¢

Furr's Micro mesh seamless

NYLONS



4 PAIR FOR **\$1.00**

Orange Juice

Dartmouth Fresh Frozen 6 oz. can

2 for 25¢

POT PIES

Spartime Beef Chicken, Turkey Frozen 6 oz.

2 for 25¢

FRENCH FRIES

Top Frost Fresh Frozen 9 oz. pkg

2 for 25¢

FREE!

FARM PAC BREAD

1 1/2 LB. LOAF WITH \$7.50 PURCHASE or more

GREEN BEANS

Del Monte Cut, No. 303 can

25¢

SHOP FURR'S FOR FRUIT CAKE NEEDS

ZEREX or PRESTONE Anti-Freeze Limit three thereafter \$1.47

Gal. **1.29**

DOGFOOD

Pard No. 1 Can

2 FOR 25¢

Fresh Frozen Food Savings

FRESHEST!

FRESHER FRUITS & VEGETABLES

GREEN ONIONS

LONG GREEN SHANKS
BUNCH

7 1/2¢

CUCUMBERS


LONG GREEN SLICERS

lb. 19¢



We've Got a "Fresh" New Store Manager, Too!

HE'S VERY EAGER TO PLEASE



WILLE WILCOXSON

Come In and say "Hello"

TURKEYS

USDA GRADE A TOMS, 16 LBS. AND UP

lb. 35¢

RIVERSIDE USDA GRADE A HENS 10 LBS. & UP

lb. 39¢

FRYERS U.S.D.A. Grade "A" Whole

lb. 29¢

FRYERS Fresh CUT-UP

lb. 33¢

BACON Runner-Up Sliced

lb. 39¢

ROUNDSTEAK

USDA GRADED CHOICE BLUE RIBBON FARM PAC

lb. 85¢



COUNT ON Furr's



NO GIMMICKS
JUST LOW PRICES
IN EVERY
DEPARTMENT

Household Needs

- Topsail qt. Vacuum Bottle reg. 1.95 1.65
- Mirro Teflon Cookie Sheet Reg. 3.39 2.88
- 3 pc. Enamel Sauce Pan Set White, Red, Yellow, Turquoise 99¢
- Alka Seltzer 25 count bottle 44¢

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 5 p.m. Friday

Deadline for Classified Advertising in the HEREFORD BRAND 5 p.m. Tuesday

We Are Today Paying Wheat 1.38

Milo 1.70
 (Subject to Market Change)

Compliments of
CONTINENTAL GRAIN CO.

SLATED MEETINGS
 Second Monday
 Thursday
 7:30 p.m.
 Practice

Steve Powell, Secretary
 Roy Boyer, W.M.

Lions Club
 meets each
Wednesday, 12 Noon
 Hotel Jim Hill

Hereford Rotary Club
 meets every
 Monday at 12:05
JONES RESTAURANT

HEREFORD BAKERY
 519 Park Ave. 364-0177

HOME OF
 Deaf Smith County
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We Want the Listings On Your Home - Ranch - Farm or Business.
 WE BUY HOUSE EQUITY
VERNON DENSON REALTOR
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GLASS IS OUR BUSINESS —
 Call Us For All Your Glass Needs
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 1302 Park Ave. INC. EM 4-2652

MAIN & HIWAY 60 **PHONE 364-2266**

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Just \$16,000 for this gracious home on Star St., offers 3 bedrooms, attractive kitchen, separate den with W/B fireplace, fenced yard & storage building. Easy terms arranged. H-3178

Sunset Drive - Lovely 3 bedroom, front kitchen, den; 2 full baths, 2 fireplaces, private office, storm windows & shake roof. H-3181

Built-in desk, gun rack, bookshelves, pantry & lazy susans add to the attraction of this N.W. home. 3 bedroom, 1 1/2 baths, lovely kitchen and family room. H-3173

Neat 2 bedroom, pretty kitchen, breakfast bar, separate utility, large closets, small yard and ideally located near schools. H-2060

Spacious older brick home, 3 comfortable bedrooms, large living room, sunny kitchen, separate utility and detached garage. H-3179

FOR SALE Miscellaneous

Need responsible party in Hereford area to take over payments on 1967 model Singer sewing machine. Automatic zig-zagger, blind hems, fancy patterns, buttonholes, etc. Four payments at \$6.76 or discount for cash. Write Credit Department, 1114 19th Street, Lubbock, Texas. B-1-18-tf

All Types **LIGHT FIXTURES** Decorative, Functional, etc. See the Selection at **Carl McCaslin Lumber Co.** A Complete Building Service - 1 Block East of the Courthouse Phone the Lumber Number 364-3434 B-1-24-tf

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-1-30-tf

You've Never Seen Such Thorough Service
STOP IN SOON
 Phillip "66" Products **EAST SIDE "66"**
 Rocky Stewart 1303 E. 1st 364-2644

K **Kwanis Club** Thurs. Noon
IOOF Hall 207 E. Sixth

3-3000 GALLON Butane tanks \$150 each and 1 — 1000 gallon Butane tank \$65. C. L. Craig Phone 364-3784. B-1-19-18-tf

FOR SALE: Baled grass. Call 364-2778 or 364-0430. B-1-10-42-tf

USED ALL wool beige carpet. 75 sq. yards. Good condition. Call 364-1617. B-1-12-18-tf

PUPPIES TO give away. Part collie. Call 364-1783. B-1-10-17-tf

NEW SILVER Reed Knitting machine, complete with table. Mrs. Russell Carver, 203 N. Texas. Phone 364-3507. B-1-16-44-4c

AKC CHINESE Pugs. Just right for Christmas. 364-3748. B-1-10-44-tf

WE BUY and sell goats. Call 364-9071 or 364-4614. B-1-10-19-4p

TRUCK TIRE SALE: 750-20 10 Ply Rating Nylon Only \$33.99 plus \$5.19 Fed. Tax. Other sizes in stock. **GEBU DISTRIBUTING COMPANY**, 215 Miles. B-1-45-2c

DRIVE-IN DAIRY QUEEN Real Estate-Equipment Franchise. Write Art Schreck, Jr. 400 S. W. Fifth or call 806-647-3405. Dimmitt, Texas 79027. B-1-45-3c

FOR SALE: **GOING BUSINESS** Merle Norman Cosmetic Studio 515 Park Avenue Phone 364-3842 B-1-45-tf

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

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FARMS - HOUSES - TRACTS COMMERCIAL PROPERTY LOANS AVAILABLE
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 116 Ave. K
DEPENDABLE SERVICE

HAROLD MORTON and J. C. RICKETS - REALTORS -
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 FARM and RANCH LOANS
 Offices: 110 E. 3rd Ph. 364-3771 or 364-3774
 Home Phones: 364-1462 & 364-0443

OUR CHOICE PROPERTIES

1. Half section perfect land, good allotments, two story house, barn with horse stalls, graineries, paved road, telephone, REA, deep water available, 5 miles SE Hereford.
2. 200 Ac. excellent residential & commercial property located in city of Hereford. Under cultivation with good water. Rented to good tenant. Owners will trade for pasture land. This is one of the best buys in the Panhandle.
3. 93 Ac., 6" well, 45 ac. milo, corrals and a fair help house, natural lake. This place will never be without water regardless of underground formation. Six miles from Hereford. Road will be paved in the coming year. Good terms.
4. Eight ac. commercial property in Amarillo. Good terms.
5. Fine country home on 28 a. New modern horse barn, steel corrals, loading chute, 5 miles from Hereford. Good terms.

VERNON DENSON REALTOR
 Phone 364-4023 Residence 364-2620

BEAUTIFUL MINATURE poodles for sale. Black, blonde and apricot. See one mile South on Dimmitt Hwy. or call 364-3285. B-1-19-45-2c

WEANER PIGS for sale. Call 276-5340, after 6:00 PM. B-1-10-20-2c

SALE, IMPORTED Diamond yarns. New gift sewing baskets, stamped cutwork tablecloths. **DAN'S OF CANYON.** B-1-16-20-3c

FROM WALL to wall, no soil at all, on carpets cleaned with Blue Lustre. Rent electric shampooer \$1. Dick's Auto Store. B-1-21-20-2c

CARPETS AND lino too can be beautiful if you use Blue Lustre. Rent electric shampooer \$1. Hereford Hardware. B-1-18-20-2c

FOR SALE: Bedroom, dining room, and other household furnishings. Phone 364-2029. 335 Avenue A. B-1-20-2p

Complete Turn Key Installations of Pumps and Gear Drives **BIG "T" PUMP CO., INC.** Sales & Service
 Hereford EM 4-0353
 Dimmitt 647-3444
 Friona 247-3311
 S-1-24-tf

ONE CONN Cornett, One 7" DeWalt Radial Saw, Joe A. Huckert, 900 South Main. S-1-14-17-tf

FOR SALE: **Farm Equipment**
 See Us For Parts - Sweeps - Chisels for **DAVIS IMPLEMENT** 144 West Second Phone 364-2811 B-2-29-tf

FOR SALE, two good waukesha engines. Call 364-1084. B-2-10-20-4p

TOP QUALITY Irrigation Dams as low as \$3.25
DAVIS IMPLEMENT 144 W. 2nd 364-2811 B-2-18-tf

See Us For **Mayrath Grain Augers** In Stock
 Also have parts in stock **DAVIS IMPLEMENT** 144 West Second Phone 364-2811 B-2-35-tf

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FOR SALE Automobiles
MILBURN MOTOR COMPANY
 We pay cash for Used Cars
 Phone 364-0077
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1964 VOLKSWAGEN. GOOD shape. B.H. Whitewalls. 57,000 miles. Price, \$975. Call or write Wayne Henderson 721 Cleveland, Dimmitt, Texas 647-4535. B-3-20-43-6c

CLEAN 1963 Super 88 Olds, 4 door fully equipped. One owner \$1,000 Call 364-4979. B-3-14-44-4c

1960 INTERNATIONAL truck, 180 Series, new tires, new 20 ft. American bed and hoist. New motor with overhauled transmission and differential. Call 276-5366. B-3-23-45-2c

PREVENT ROADSIDE FIRES
 TEXAS HIGHWAY DEPARTMENT

FOR SALE: 1955 dump truck. Call 364-1178. B-3-10-20-tf

1960 MODEL Ford Station Wagon. Full air and power, low mileage. Local one owner car. \$495.00. Can be seen, 614 Blevins. B-3-21-20-1c

88 OLDS STATION Wagon, 9 passenger, power brakes and steering, air-cond, radio, one owner. A perfect family car at a right price. Call 364-3209. S-3-25-19-2c

REAL ESTATE For Sale Or Trade
 BY OWNER, 3 bedroom, den, double garage. Call 364-4916, after 7:30 PM. B-4-13-20-4p

A-1 WELL SERVICE
 Wells
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 - Custom Building -
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 Office — 364-2221
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DEALERS FOR - Aermotor and Dempster windmills & towers SUBMERSIBLE PUMPS Pump jacks Rod Pumps WATER WELL CONTRACTORS

Gravel Pack Wells. A minimum of 40 ft. of perforation in 6 5/8 casing in large diameter hole insures adequate sand free water for any size pump.

Free estimates
 2-Drillings Rigs 3-Repair Rigs

TURNER-CAMPBELL DRILLING CO.
 DOYLE TURNER BOB CAMPBELL
 364-0811 call DAY or NIGHT 364-4261

3 bedroom, well located, excellent condition \$10,500. \$500 down.
 3 bedroom, carpeted, fenced back yard. Will go VA \$10,000.
 One bedroom duplex, well located. \$7,500. \$500 down. \$75 per month.
 450 Mother cow ranch. 16,780 deeded acres, 2,000 leased, 2 creeks, 3 springs, 8 wells, 16 ponds, 2 sets improvements. \$26.50 per deeded acre. 2% down. Easy terms.
 160 acre farm, good new gravel pack well. Good allotment. \$450 per acre. 29% down.
 320 A. best water, best improvements, best terms. Will sacrifice for quick sale.
 Large 3 bedroom brick with established loan. \$115. Month. Immediate possession. \$14,500.
Carthel Real Estate 206 N. 25 Mile Avenue Phone 364-0944 B-4-18-tf

FOR SALE: Two ton water tank. Call 364-0580. B-2-10-20-tf

FOR SALE Automobiles
MILBURN MOTOR COMPANY
 We pay cash for Used Cars
 Phone 364-0077
 225 N. Sampson B-3-33-tf

1964 VOLKSWAGEN. GOOD shape. B.H. Whitewalls. 57,000 miles. Price, \$975. Call or write Wayne Henderson 721 Cleveland, Dimmitt, Texas 647-4535. B-3-20-43-6c

CLEAN 1963 Super 88 Olds, 4 door fully equipped. One owner \$1,000 Call 364-4979. B-3-14-44-4c

1960 INTERNATIONAL truck, 180 Series, new tires, new 20 ft. American bed and hoist. New motor with overhauled transmission and differential. Call 276-5366. B-3-23-45-2c

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88 OLDS STATION Wagon, 9 passenger, power brakes and steering, air-cond, radio, one owner. A perfect family car at a right price. Call 364-3209. S-3-25-19-2c

REAL ESTATE For Sale Or Trade
 BY OWNER, 3 bedroom, den, double garage. Call 364-4916, after 7:30 PM. B-4-13-20-4p

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DEALERS FOR - Aermotor and Dempster windmills & towers SUBMERSIBLE PUMPS Pump jacks Rod Pumps WATER WELL CONTRACTORS

Gravel Pack Wells. A minimum of 40 ft. of perforation in 6 5/8 casing in large diameter hole insures adequate sand free water for any size pump.

Free estimates
 2-Drillings Rigs 3-Repair Rigs

TURNER-CAMPBELL DRILLING CO.
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 364-0811 call DAY or NIGHT 364-4261

FOR SALE
 Large 3 bedroom house, carpeted. Double garage, 1 1/2 bath, den, fenced yard. Low equity and assume loan. Phone 364-4028, or 100 Aspen. B-4-20-1p

FOR SALE BY OWNER
 3 bedroom house, 1 1/2 bath, central heat, brick front, fenced back yard. Close to school. Buy equity and assume loan. 836 Irving St. B-4-20-tf

MUST SELL
 Owner being transferred. Nearly new 3 bedroom brick. Carpeted, large double garage, 1 1/2 baths. Living room, den, dishwasher, disposal. Landscaped yard, and fenced. By appointment only. 116 Hickory. Phone 364-2279. B-4-20-2c

New three bedroom - already has new loan, \$83. per month. Central heat, attached garage, brick front. Price \$11,450. low down payment. Call Gene Campbell, 364-0972 or 364-4186. B-4-45-tf

HOUSES and FARMS Farm Loans Available Equitable Life Assurance Co.
W. T. CARMICHAEL REAL ESTATE
 801 South 25 Mile Avenue 364-1251
 Home — 364-1082 B-4-16-tf

FOR SALE by owner, 969 acres irrigated, improved, 23 miles northwest Hereford. James A. Bullard, Route 4, Hereford, 906-289-5359 B-4-19/10-26c

Lee Carter Jack Kirksey
 GENERAL CONTRACTING
 Phone EM 4-1732 EM 4-0528

OPPORTUNITY OF A LIFETIME
 Government payments pay approx. \$5800 above the loan payment of \$3400 per year on this 1/2 sec., leaving 127 A. of farm land & 35 A. of grass for additional income, priced at only \$325.00 per A., would consider trade for a \$20,000 to \$30,000 home.
 WE HAVE A GOOD SELECTION OF IRR. FARMS ON THE NORTH PLAINS & THE OKLAHOMA PANHANDLE.
HAMBY REAL ESTATE
 Office 364-3566
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 J. M. Hamby 364-2533
 South Highway 385

SEE LESLY MOTOR CO.
 For the finest in farm machinery
 West Hi-way 60
 Phone 364-1600

MOBILE HOME LOTS
 \$1,000 each . . . \$100 cash balance \$53.40 monthly.
SAM NUNNALLY
 804 S. 25 Mile Avenue
 364-4299 Nite 364-2814
 100' x 300' B-4-37-tf

NEW 3 bedroom brick, carpeted. 1 1/2 bath, living room, Den & Kitchen combination. Dishwasher, disposal, Built in oven and burners. Side walks and large patio. By owner only. 223 Greenwood. 364-4857. B-4-17-tf

New Home
 2 car garage
 2 full baths
 3 bedrooms
 Fully carpeted
 Built-ins
 \$225 total move into.
 Any veteran.
 FHA fin. available
 619 Avenue G
Denzil Vaughn
 364-2850 364-2146
 Model home open daily.
 608 Ave. G.

BEST 1/2 IN DEAF SMITH COUNTY
 1/2 sec., all cult., 3 wells, 316 A. of allot., yield on cotton-575 lbs., wht-50 bu., milo-144 bu., 1/2 minerals, \$465.00 per A.
HIGH YIELDING SECTION
 940 A. Deaf Smith Co., all cult., 4 good 8" wells on nat. gas, 2 miles of tile, large grain barn, good 3 bdrm. home, this farm is fully allotted, land is clean and lays good, has 111 bu. yield on 502 acre milo base. Owner has other investments and has offered this section for only \$25.00 per acre, existing \$154,000.00 loan can be assumed, balance cash.
SMALL DOWN — GOOD TERMS
 North Plains sec. 590 wht. & milo, 1-8" well, nat. gas, near town, drill 1 more 8" well & pay \$20,000.00 with maximum loan for down payment, price \$300.00 per A.
OPPORTUNITY OF A LIFETIME
 Government payments pay approx. \$5800 above the loan payment of \$3400 per year on this 1/2 sec., leaving 127 A. of farm land & 35 A. of grass for additional income, priced at only \$325.00 per A., would consider trade for a \$20,000 to \$30,000 home.
 WE HAVE A GOOD SELECTION OF IRR. FARMS ON THE NORTH PLAINS & THE OKLAHOMA PANHANDLE.
HAMBY REAL ESTATE
 Office 364-3566
 Gerald Hamby 364-1534
 Durward Hamby 364-3466
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 South Highway 385

HOMES FOR SALE

FOR SALE—New - Choose your own color combinations - Just at the right stage for a home buyer to purchase - 1954 sq. ft., fireplace, refrigerated air conditioning - storm windows - very nice - Call today and pick your own colors.

EXISTING LOAN—3 bedroom - 1 1/2 bath - living room - den and fireplace - beautiful kitchen - double garage - fenced yard - good location - close to school - 1900 sq. ft. Owner might trade. N.W. Hereford.

IMMEDIATE POSSESSION—2 bedroom on Star St. - 1 bath - single garage - fenced yard - landscaped yard - appointment only.

MOBILE-HOME—Just like new - 10'x57' American - furnished - very nice - \$700.00 down and assume payments of \$79.28 per month

OWNER TRANSFERRED—3 bedroom - living room - den - 1 1/2 baths - nice kitchen - utility room - refrigerated air - fenced yard - existing loan - appointment only.

CLOSE TO SCHOOL—3 bedroom - 1 1/2 bath - living room - den - kitchen - fenced yard, very nice, newly redecorated - immediate possession - 117 Aspen - appointment only.

We Need Your Listings—You Need Our Services
Lone Star Agency
 REAL ESTATE — INSURANCE — LOANS
 364-0555 After Hours: 364-0336
 601 N. Main Hereford, Texas

Classifieds...

FOR SALE - To settle Estate 14 miles Northeast of Dalhart. 534 acres of level agricultural land, gentle slope to the East. 359 acres of wheat allotment and 161 acres of feed grain base; no improvements; one-half minerals. \$200.00 per acre. American National Bank of St. Joseph, Mo. Executor. Contact our attorney: MR. DOYLE HANBURY, Box 1328, Dalhart, Texas Phone 249-4582. B-4-19-3c

LOVELY BRICK four bedroom home. Fireplace, double garage, sprinkler system. Sale by owner. Immediate possession. 364-3338. B-4-16-20-6p

BRICK DUPLEX, fully carpeted, air conditioned, fenced back yard. In excellent condition. Very good income property. Phone 364-2145. B-4-18-43-8c

OLD WESTERN Wheel Inn Restaurant. See G. D. Caison at The Caison House. B-4-13-19-tfc

North Plains

315 A, Dumas, on pavement, good house and barns, 2 wells, milo and wheat allotment. Owner would consider a trade in the Deaf Smith County area.

480 A, 3 wells, 335 A in cultivation, 208 milo, 33 wheat, good improvements, \$30,000 down.

640 A, 3 wells, 90% milo, 6% wheat, choice land, water, and allotments, \$50,000 down, \$350 per acre or would consider trading.

1355 A, 500 A milo, good house, shop, and barns, 5,200 feet underground pipe, pumps, motors and two complete valley sprinklers go with sale, 25% down. \$275 per acre.

Castro Co., 320 acres, strong water area. 2 wells and underground pipe, good house, 3 bedroom, 2 baths, double garage. \$102,000 loan can be assumed.

Gibson Real Estate
Hwy 385 & N. Lee St.
364-0445 Hereford, Texas
Res. 364-2225 or 364-4365 S-4-19-3c

EXCEPTIONAL INVESTMENT Would like to trade well located 6 unit apartment in Amarillo for irrigated land with 8" water in Deaf Smith County. This apartment should make 18 percent net. Call Eddie Conner, DR3-4564. B-4-44-4c

5. FOR RENT

Two and three bedroom brick duplexes with fenced yards. 500 block Avenue G and H.

D & R BUILDERS
364-3780
I. D. Rhodes 289-5217 B-5-51-tfc

THREE ROOM furnished duplex apartment. Adults only. No pets. 303 West 7th. 364-0298 after 4:00 P. M. B-5-16-43-tfc

FOR RENT: Furnished duplex. One bedroom. Phone 364-3396. B-5-10-45-2c

TRAILER SPACE to rent. Inquire at Rainbow Drive In. 364-2306. B-5-10-10-tfc

3 ROOM HOUSE, garage attached. Kitchen furnished. 707 N. Lee. B-5-10-44-tfc

OFFICE SPACE for rent. Excellent location. New building. Call 364-4023. B-5-10-40-tfc

FURNISHED AND Unfurnished Apartments at the Thunderbird. 364-4618 or 364-2797. B-5-10-45-7c

LARGE, QUIET Partially furnished apartment for lady or couple. 364-3388 S-5-10-19-tfc

FOR RENT storage space for car, boats, etc. Hereford Wrecking Co. B-5-11-40-tfc

ONE BEDROOM furnished house. Inquire 211 Ave. K. Phone 364-3837. B-5-11-41-tfc

TWO BEDROOM apartment, unfurnished. 364-1103. B-5-10-8-tfc

FURNISHED APARTMENT. 3 rooms and bath. Apply in person. 232 West Third. B-5-12-17-tfc

FOR RENT: Sewing Machines. Call Tannahill Fabric Mart, 364-1691. B-5-10-15-tfc

FURNISHED APARTMENT. One or two bedroom. Upstairs. No children, no pets. 364-0291. B-5-12-20-tfc

NICE ONE and two bedroom furnished apartments. Inquire 205 Jowell Street. Apt. A. B-5-13-45-tfc

TRAILER SPACE for rent. 510 West 4th Street. 364-0329. B-5-10-20-tfc

FURNISHED DUPLEX for adults. No pets. 116 Avenue A. S-5-10-11-tfc

UNFURNISHED TWO bedroom house. 131 North 25 Mile Avenue. S-5-10-11-tfc

FOR RENT 42x70 foot spaces for mobile homes. Northwest Mobile Lodge. EM 4. 1108 EM 4-1277. S-5-16-40-tfc

HOUSE TRAILER - two bedrooms. Inquire 131 North 25 Mile Avenue. S-5-10-8-tfc

FOR RENT, furnished apartments. Nice and clean. 109 East 6th. 364-1566. B-5-11-20-1c

FOR RENT: Two bedroom furnished house. 309 Avenue K. 364-0764. B-5-10-20-2p

PRIVATE TRAILER space for rent. A. Petersen. Phone 364-3198. B-5-10-20-tfc

6. WANTED

WANTED: WINTER pasture for cattle. O. G. Hill, Jr. 364-1871 or Foster Hill 258-7546. B-6-15-42-tfc

HOUSE MOVING: All kinds - All sizes. Have railroad permit. Free estimates. Call Bob Campbell 364-4261 or T.D. Mallow, Plainview CA4-4406. B-6-18-tfc

STORAGE! Call 1384-1111. B-6-10-18-tfc

GOOD HYDRAULIC Cylinder for Massey-Harris 44. Call 364-1596. John Seiver. B-6-10-19-tfc

WANTED TO BUY: From 3 to 5 acres with well. Close to town. 364-9071 or 364-4614. B-6-16-19-4p

LAND WANTED: Have cash buyer for good 1/2 section irrigated land. Wesson Real Estate, Office phone 364-2528, Night phone 364-2880. B-6-20-45-tfc

WANTED: Your repair work on all small electric appliances. Vern Witherspoon, 261 Jackson, Hereford, Texas. 5-4-31-tfc

WANTED: My four row Lilliston rolling cultivator returned in time for our farm sale. Tuesday, November 14th. Emmett Harper. 289-5317. B-6-20-20-1c

IRONING IN my home. \$1.50 dozen. 213 Ave. J. 364-0093. B-6-10-45-4c

8. HELP WANTED

FOR JANITORIAL SERVICE. Apply between 8:00 A. M. and 10:00 A. M. 222 Bradley. B-8-11-19-tfc

ALTERATION LADY. Must have experience. One Hour Martinizing, 149 North 25 Mile Avenue. B-8-13-45-tfc

GENERAL REPAIR farm buildings, carpentry, concrete, painting. Box 31, Hereford. 364-0484. B-8-11-45-3c

Experienced farm hand. Have a large modern house and will pay top salary to the right man. Please call in person 11 miles South and 1/4 West of Hereford. B-8-45-2c

Insurance Division of Tennessee Inc. offers company paid training course at Louisiana State University plus 30 month guarantee advance against commission for a career type individual capable of becoming an executive salesman. Office to be in Hereford. Prefer individual needing higher than average income. Experience not necessary. Call FL 5-9251, 9:00 to 5:00 or write Suite 418, Bk of the Southwest, Amarillo. B-8-19-3c

WANTED: One cook. Apply in person. No phone calls. Big Burger Drive In. 711 West 1st. B-8-16-19-3c

WANT TO HIRE, a full or part time man with sales experience. Call for appointment. 364-0064. Huckert Lumber Company. B-8-19-20-tfc

9. Situations Wanted

FEED CUTTING. 36' to 40' row. Ralph Packard. 364-2110. S-9-10-10-tfc

BABYSITTING IN my home by week, day or night. Fenced yard. 605 Star. 364-3342. S-9-14-17-tfc

WANTED, COTTON Stripping Eldon Craig. Phone 364-3218. B-9-10-20-4p

WANTED To keep children for working mothers. Heated rumpus room, lots of toys. Good food, supervised play. Fenced yard. Phone 364-3575. S-9-20-tfc

PASTURE FOR cash lease. Wheat, sugar beet, stalk. R. C. Godwin, Hereford. B-10-12-20-5p

TREES CUT, topped, hauled away. Call 364-3168. B-10-10-20-6p

11. Business Services

KELLEY ELECTRIC
Doug and Virgil
Electrical Contractors
Residential and Commercial
All bids and wiring competitive.
Phone EM 4-1345
Night phone EM 4-2012 or 90x 130 EM 4-1345 B-11-46-tfc

OWENS & HOLLINGSWORTH
Free Estimate
Generator & Electric
Motors Rewind
Magneto Starter
Residential Wiring
Commercial - Industrial
Sales and Service
809 EAST SECOND
364-3572 B-11-13-tfc

HARVEY HUDSON; graduate Farrier. Shoeing, training and corrective shoeing. By appointment. 647-2406, Dimmitt. B-11-13-14-tfc

PORTABLE DISC roller Vargas Disc Rolling 307 Knight Street Hereford, Texas Ph. 364-8873. B-11-13-44-9p

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

PROFESSIONAL POODLE grooming. Call Perry Ray. 364-1065. B-11-10-18-tfc

DIST. WATER, Ozarka water, soft water service, home owned softeners, industrial softeners. 364-3290 216 North 25 Mile Avenue. Hereford. B-11-20-17-tfc

CAW Tile and Tops
★ Ceramic Tile
★ Marble
★ Indoor - Outdoor Curipet
★ Ceramic Tile Repair Kit
★ Linoleum
★ Tile
NEW VIKING CARPET B-1-9-tfc

HUBBLE DRILLING
Water Wells
Test Holes
Electric Logs
Call 364-2684 S-11-16-tfc

MODERNIZED TO THE BIKE
JAIPUR, India - The bicycle age has come to Barmer District in India's desert state of Rajasthan.
A gravel road was recently completed, linking the district with more than camel trails for the first time. On Aug. 19 the first bicycle reached the village and hundreds of people swarmed around for a look.

Uncle Sam's Selective Service

Editor's note: Below are questions now being asked at draft boards. The answers are by Col. Morris S. Schwartz, State Selective Service Director, 702 Colorado Street, Austin, Texas 78701. He will welcome your questions.

Q - I am an alien doctor, age 32, who has been in the U. S. three years. My classification was changed from V-A to I-A. Why?

A - You were originally placed in V-A under the law then in effect, as you were over age 26 when you registered with Selective Service. Your liability was not extended to age 35, as you had not been deferred. The military Selective Service Act of 1967 provides that any person in a medical, dental, or allied specialist category shall be liable for service until age 35. In view of this, you are no longer eligible for V-A.

Q - How much active service must a man perform who volunteers for induction?

A - The same as the non-volunteer, 24 consecutive months unless sooner terminated by the uniformed service.

Q - I recently moved from Dallas to New Orleans. How do I go about changing my local board to one in the vicinity of my current residence?

A - The draft board having jurisdiction over your place of residence at the time you registered will always be your board. You may transfer for physical examination or induction to the local board nearest you, however.

Q - I'm a graduate engineer. The State Highway Department has offered me a job. May I get a deferment for that?

A - That depends. Your board, after considering the facts, may defer you if it concludes this would contribute to the national interest.

School Lunches

For Week of Nov. 13-17 HIGH SCHOOL-JUNIOR HIGH

MONDAY - Meat loaf with catsup or beef ravioli, seasoned green beans, buttered potatoes, sauerkraut, Waldorf cake, rolls, butter, milk.

TUESDAY - Hamburgers or fishburgers, potato chips, tomato, lettuce, peach pie, milk.

WEDNESDAY - Chuck wagon beans or spaghetti and meat sauce, mixed greens, Harvard beets, carrot sticks, applesauce cake, cornbread, butter, milk.

THURSDAY - Roast turkey with dressing and giblet gravy or chicken fried steak, English peas, cranberry sauce, celery sticks, lemon cream pie, homemade bread, butter, milk.

FRIDAY - Beef vegetable stew or pork and beans, golden hominy, coleslaw, cookie, cornbread, crackers, butter, milk.

ELEMENTARY PUBLIC SCHOOLS

MONDAY - Meat loaf, catsup, green beans, buttered potatoes, sauerkraut, Waldorf cake rolls, butter, milk.

TUESDAY - Hamburgers, potato chips, combination salad, peach cobbler, milk.

WEDNESDAY - Chuck wagon beans, mixed greens, Harvard beets, carrot sticks, applesauce cake, cornbread, butter, milk.

THURSDAY - Roast turkey, dressing, giblet gravy, English peas, cranberry sauce, celery sticks, vanilla pudding, homemade bread, butter, milk.

FRIDAY - Beef vegetable stew, golden hominy, cole slaw, cookies, cornbread, butter, milk.

ST. ANTHONY'S SCHOOL

MONDAY - Meat loaf with catsup, potatoes au gratin, green beans, brownies, rolls, butter, milk.

TUESDAY - Beef stew with potatoes, carrots, onions, celery; cabbage-green pepper salad, cinnamon rolls, cornbread, butter, milk.

WEDNESDAY - Fried chicken, creamed potatoes, buttered broccoli, raisin squares, rolls, butter, milk.

THURSDAY - Hot dogs with chili, carrot sticks, orange juice peach cobbler, milk.

FRIDAY - Turkey chow mein, steamed rice, green peas, fresh pears, rolls, butter, milk.

Kings, Queens Bowling League

Bowlers of Week - L. J. Clark, 606, and Sandra Leatherman, 85 pins above her average.

High Single Game - Helen Armit, 200, and I. J. Clark* 247.

High Team Game - Sunset Foods, 816; High Team Series - Farmers Elevator, 2270, and High Scratch Series - Alice Lueb, 525, and L. J. Clark, 582.

Results from Friday's play and the team standings as a result of the play include Team No. 3, 4-0; Farmer's Elevator, 3-1; Team No. 6, 3-1; Sunset Foods, 3-1; Vance Hall, 1-3; Team No. 2, 1-3; Hereford Labe Inc., 1-3, and One Hour Martinizing, 0-4.

Campbell-Cramer

REAL ESTATE

Handshake Service

★ Guaranteed Move-In Costs!
★ No Red Tape ★ Efficient Service
★ No High Pressure

OUR BUYERS WANT YOUR LISTINGS. LETS GET TOGETHER TODAY!

LAND

- SAN LUIS VALLEY. We have several nice farms here and in S.E. Colorado.
- 480 A. FARM with 3 strong 8" wells, good allotments, nice improvements. An outstanding buy at \$400.00 per acre. Reasonable down.
- 80 A. TRACT near City with 6" well, good improvements, including 2 story house, good allotments. WILL TRADE for \$10-\$12,000 house. \$500. per acre, \$12,000 down.
- 40 A. TRACT with a 6" well, near city. Will Trade! See us for details.

HOUSES

- 3 BDR., 2 BATHS, Brick with double garage, built-ins, fenced yard. Also has nice drapes, air conditioned, and storage building. Price \$16,200. In N.W. Hereford. H-3126
- 127 IRONWOOD. 3 bdr. brick with 1445 sq. ft. for only \$16,950.00. All built-ins, paneled den, fully carpeted ONLY \$650 down.

East Hi-Way 60 - Phone 364-0972 or 2424
Evenings & Sundays Call
Leonard Haney 364-0500 Jim Cramer 364-0164
Don Teague 364-2453 Gene Campbell 364-4186
Larry Kaul 289-5611 Bruce Plummer 364-0798

WALCOTT COMMON SCHOOL DISTRICT NO. 6
Financial Statement, 1966 - 1967 School Year

	State and County Available	Local Maintenance	Interest & Sinking	Building Fund	Total All Funds
RECEIPTS:					
State Available	11,599.18				11,599.18
County Available	18.07				18.07
Tax Collections		59,691.95	8,139.81		67,831.76
Sale of Bonds				58,249.16	58,249.16
Interest Collected			160.00		160.00
Insurance Claims		16,744.96			16,744.96
Total Receipts	11,617.25	76,436.91	8,299.81	58,249.16	154,603.13
Balance September 1, 1966	4,238.70	32,417.28	9,764.69		46,420.67
Receipts and Balance	15,855.95	108,854.19	18,064.50	58,249.16	201,023.80
TOTAL EXPENDED					
Balance August 31, 1967	3,482.23	43,423.33	5,664.25	2,806.85	55,376.66

DISBURSEMENT DETAIL:					
Administration		766.13			766.13
Instruction	12,373.72	10,882.41			23,256.13
Transportation		16,185.07			16,185.07
Operation of Plant		6,900.01			6,900.01
Maintenance of Plant		17,122.66			17,122.66
New Equipment		183.63			183.63
Student Activity		227.56			227.56
Cafeteria Aid		1,542.51			1,542.51
Insurance		1,302.00			1,302.00
Tuition, High School		8,758.91			8,758.91
OASI		884.97			884.97
New Building				55,442.31	55,442.31
Debt Service			12,400.25		12,400.25
Transfer Funds		675.00			675.00
TOTAL EXPENDED:	12,373.72	65,430.86	12,400.25	55,442.31	145,647.14

THIS STATEMENT PRINTED IN COMPLIANCE TO ARTICLE 6252-Z, Act of 1949, 51st Legislature.

the family way

Star 364-2037 142 N. Main

SUN. MON. TUES.
A girl, a boy, a tender, funny, terrible wedding night.

Star 142 N. Main
Wed. Thurs. Fri. Sat.

CASINO ROYALE

IS TOO MUCH... FOR ONE JAMES BOND

SEE THE NEW JAMES BOND MOVIE!

Tower DRIVE IN
N. Hwy. 60
LAST DAY OPEN 6:30 SHOWTIME 7:00
FIRST RUN!

13. LOST AND FOUND

LOST AROUND Dameron Park, mans red plaid coat. Reward. Call 364-1885. B-13-11-20-3c

IF YOU KNOW the whereabouts of Emmett Harper's Li Iston rolling cultivator, notify him by Monday the 13th so he can get it in his farm sale Tuesday, 14th. 289-5317. B-13-20-30-3c

Small Talk

By SUE COLEMAN
Women's Editor

Looks like this is going to be a good year for weddings during the holidays, all the way from Thanksgiving to Twelfth Night and including Christmas and New Years.

NOT THAT ANYTHING is needed to make things more lively in those weeks, but its nice to have the extras in weddings, receptions, showers and parties for the bride to make them even gayer.

With engagements being announced at every turn, the air is already full of "betrothing and feting", an expression borrowed from my hard-bitten newsmen brother which he uses when glancing at the society pages during the bridal season.

One bride-to-be due to be feted here next week will come from Austin to visit her fiance's family and friends, Margaret Ann Cowan, who is to marry Ensign Jim Reinauer, Dec. 22, will be here but the U.S. Navy is not expected to let him come too.

The visitor will be entertained casually and more formally while she is a guest of the Joe Reinauers. A big party will be that of Wednesday afternoon at the Country Club.

BEGINNER'S LUCK wasn't so good for Hereford Community Concert Association when its star attraction of its very first year, scheduled for the very first concert, had to be canceled at almost the last moment.

However, Peter Nero, the

pianist who was to have played here tomorrow night, probably thinks the bad luck was more his than the Concert Association's, since he is the one who is in a hospital.

It really isn't any worse to have plans changed at the start than at any other time of the year, but it does seem that way, especially in view of the fact that Hereford hasn't had any such organization as Community Concerts for many years and a big effort was made to arrange programs just right this season.

Oh well, Mr. Nero will probably play just as well when he does come to Hereford, even if the appearance must be delayed.

AN INVITATIONAL exhibit of paintings and sculpture from artists of West Texas, the Oklahoma Panhandle and eastern New Mexico is open at 706 Polk Street in Amarillo today from 1 to 6 p.m. and the public is invited to see it. It is the seventh annual exhibition of this type sponsored by the Amarillo Legal Secretaries Association.

IN CASE YOU HAVEN'T a thing to worry about, you might mull over the problem of what causes hollow pickles. Or if that has been bothering you, here is the answer in a news release from the U.S. Department of Agriculture (Ain't it wonderful what these government experts can do for the common man?)

The causes of hollow pickles, it says right here, are poorly developed cucumbers, too rapid fermentation, holding cucumbers too long before pickling, too strong or too weak a brine during fermentation. Such a wide choice that it may leave you still wondering why the pickles are hollow.

Anyhow, this item is our good deed to pickle-makers for this week.

Minorities In U.S. Are Surveyed

Minority groups in America, whose needs have been the subject of much talk and action in recent years, were discussed by Mrs. George Suggs on the program of La Affiliatus Estudio Club at its meeting in Mrs. A.N. Hopson's home.

She spoke of American Indians, Negroes, Chinese, Japanese, Puerto Ricans and Mexican Americans, groups which have settled at various times in various parts of the nation, mentioning the current stir created by demands for civil rights by Negroes which has led in many places to violence and rioting.

Original inhabitants of the continent, the Indians make up one of the larger minority groups, and overall the poorest, Mrs. Suggs said, giving statistics to show that the Indian population has increased since the coming of the white man. She said that Puerto Ricans are the latest group to immigrate to the United States on a large scale.

Mrs. Sam Morgan read a verse, The Boonering, to open the program. In the business session members voted to contribute to a fund for improvement of County Bull Barn facilities and approved for membership Mrs. Earl Clark and Mrs. A.L. Hewitt.



George Eason
guest pianist

Pianist To Be Heard In Concert

A piano concert, open to interested residents of the area, will be heard at First Baptist Church this afternoon when Music Study Club presents George Eason of West Texas State University music faculty.

Beginning at 2:30 p.m., the program will comprise selections by modern as well as classic composers for the piano. Eason will play three short pieces of his own composition.

He has been an instructor in piano at WTSU the past five years and during that time has served as clinician and adjudicator for numerous student musicians. He appears frequently as soloist or as pianist with chamber music groups.

His appearance here is sponsored by Music Study Club as its annual open concert by a guest musician. Club members will be hostesses at a reception honoring the pianist.

ENJOY BOTH!



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★ LOCAL ★ STATEWIDE
★ NATIONAL ★ WORLDWIDE

... AND BE WELL-INFORMED

Only \$2.25 a Month to Subscribe to

The Dallas Morning News

Your Local Dallas News Distributor

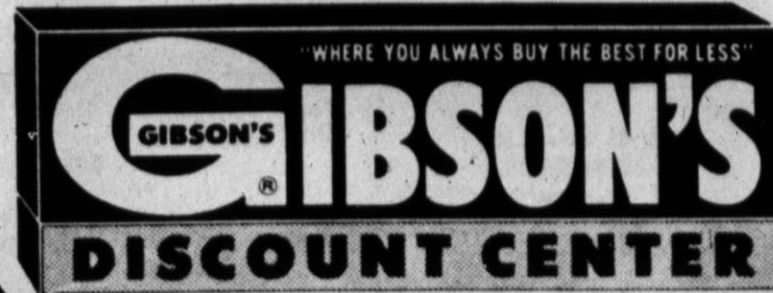
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CIRCULATION DEPARTMENT
THE DALLAS MORNING NEWS
COMMUNICATIONS CENTER
DALLAS, TEXAS 75222

Please start sending me the Dallas News, Daily and Sunday, for which I will pay \$2.25 per month.

NAME
ADDRESS PH. NO.
CITY

Come & Get It - Bargains Everyones Loves



Crisco
59¢

CARNATION
INSTANT
BREAKFAST

Carnation instant breakfast
59¢

MAXWELL HOUSE
COFFEE
THREE POUNDS
Big 3-lb. Can
\$1.77

BEST MAID
SALAD DRESSING

quart jar
33¢

Crisco OIL
BIG 48-OUNCE BOTTLE
79¢

BEST MAID
SWEET PICKLES

22-ounce jar
39¢

ECHO CRYSTAL CLEAR
TOWEL RING

pre-priced \$1.98
97¢

WIGS... FALLS
WIGLETS... BANGS



25% OFF
Gibson's Discount Price

FOOTED
CAKE PLATE

by Anchor-Hocking
\$1.47

POTATO CHIPS
Guaranteed FRESH!
REGULAR 59¢ PACKAGE
39¢

BOWL COVERS

5 Different Sizes Per Pkg.
59¢ value

19¢

SWING-A-WAY
CAN OPENER
with magnetic lid lifter
\$3.49 value!

99¢

DRAPERY HARDWARE



TRAVERSE RODS

No. 2021-28" to 48" regular \$2.29 **\$1.69**

No. 2022-48" to 86" regular \$3.29 **\$2.49**

No. 2023-66" to 120" regular \$4.39 **\$3.29**

Extra Heavy Flat Rods

No. 555-28" to 48" single rod-reg. 39¢ **29¢**

No. 855-48" to 90" single rod-reg. 79¢ **59¢**

USE GIBSON'S
LAY-A-WAY PLAN

45-RPM RECORDS
59¢

DICKIES
WORK CLOTHES

"Never Need Ironing"
65% cotton - 35% polyester

Shirts \$3.19 ea.

2 for \$5.99

Pants \$3.99 pr.

2 for \$7.88



The Sunday Brand

SECTION THREE

HEREFORD, TEXAS, 79045, SUNDAY, NOV. 12, 1967

Established in 1901

Brand Holds Open House Today

Editor's note: Much of the material in this story comes from the book entitled "Bell of the Prairie Press" written by Dudley Lynch, former news editor of the Brand. The book is expected to be released this month.

Another page in the history of the Hereford Brand will be added today when an extensive remodeling project at one of the city's oldest businesses is opened for public viewing.

From 2 until 5 p. m. today, staff personnel will guide local and area residents through the new facilities at the Brand. Within the past month, every department at the Brand has moved into new quarters, with facilities also being added to handle composition for Irrigation Age Magazine.

Many new pieces of equipment also have been added recently and will be on display during the open house. Plans call for staff members to demonstrate each step necessary for putting out an edition of the Brand.

Frank Vanderburgh, who had moved west for health reasons, founded the Hereford Reporter — later to be renamed The Hereford Brand — Feb. 23, 1901. At the time, Hereford's population was near 1,000 and still growing.

From the beginning the newspaper was a staunch supporter of the community, proclaiming time after time that "Hereford is the most prosperous town of the plains."

The original Hereford Reporter was in publication for little over one year, and in the Spring of 1902 officially became The Brand.

Actually, The Brand was to be a companion publication to the Reporter, coming out once a month in magazine form, and printed on excellent quality book paper. Vanderburgh even hired an editor for the new publication, that being B. P. Stone, former editor of the Salisbury, Mo. Democrat and the Hot Springs, Arkansas Life.

Stone was to remain as editor of the combined publications only until May, when Vanderburgh again became both editor and publisher.

In September, 1903, Vanderburgh sold the Brand plant and patronage to C. L. Stocks and C. E. Edwards, owners of The Western Searchlight, and Brand subscribers began receiving copies of The Searchlight. But with the first issue in the next month, the old familiar logotype of The Brand was to appear again on page one.

Vanderburgh had, with the aid of a partner, bought out the Stocks-Edwards partnership and was named in the mast as business manager and co-publisher. The other partner in the transaction was identified as J. Ray, who assumed the title of editor.

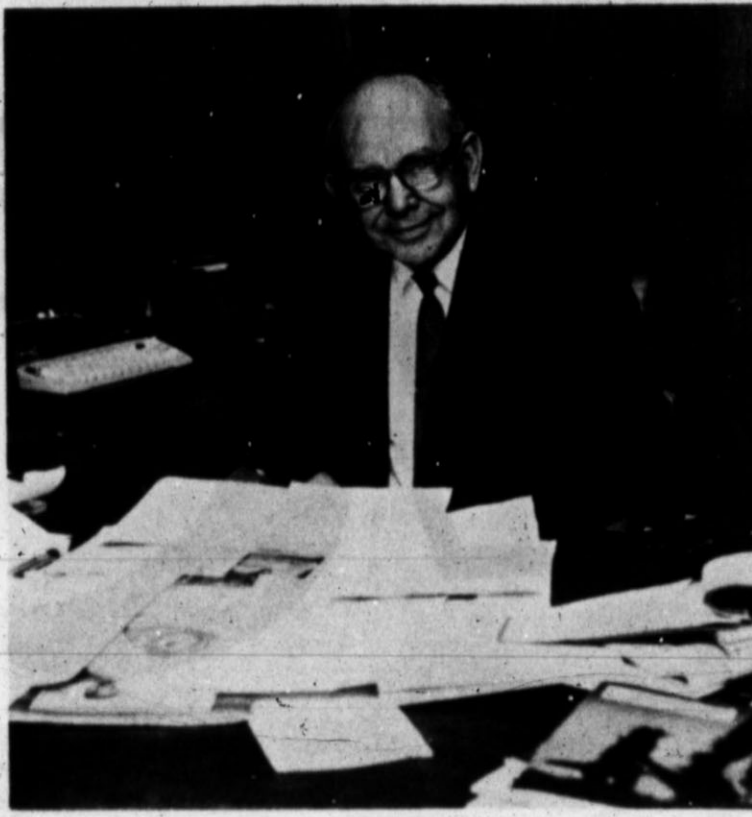
In mid-June of 1904, Vanderburgh sold his interest in the paper to Ray and two new partners, Charles B. Googer and T. S. Barnett. In May 1905, the mast was changed to J. Ray and Co., with the assumption being that Ray had bought out his partners.

Ray remained at The Brand until 1906, when he sold his interest to C. E. Edwards. He returned three months later and re-purchased the paper, then sold out again four months after that.

New owners of the Brand were D. W. Hawkins, former Hereford High School superintendent, and A. C. Elliott, former president of Panhandle Christian College.

During the tenure of ownership of Hawkins, the Brand published a daily newspaper. Called the Junior Brand, the paper was published nine days for the sole purpose of helping to raise \$100,000 to build a north-south railroad through Hereford. That money raising venture was successful, although the railroad would never become a reality.

Late in 1909, Hawkins was to sell his interest in The Brand



Jimmie Gillentine
Publisher

to Miss Millicent Griffith, a Dimmitt schoolteacher, and to Elliott. In 1911, the Brand began to appear without advertisements on the front page.

Elliott purchased Miss Griffith's interest in The Brand in 1914, and then sold out himself in mid-January 1915. New owner B. F. Guthrie put the advertisements back on the front page — at a higher rate — and proclaiming the merits of Deaf Smith County in papers which were mailed back to Illinois, Iowa, Missouri, Kansas and Nebraska.

Guthrie wrote "Anyone coming here and not finding conditions as represented by the Brand, from time to time, true, can come by the office and get his expenses both ways for the trip and the Brand is able to carry out its obligations."

Guthrie built The Brand a new home in 1915, locating near the corner of Fourth and Main, and soon after purchased a Model 5 Mergenthaler Linotype machine costing \$2,500. A like machine today costs approximately \$25,000.

With the addition of that linotype machine, the Brand became "mechanized" at least as far as the body type was concerned. Ads would still be set by hand until many years later.

Illness forced Guthrie to relinquish the day-to-day operation of the Brand to his wife in the winter of 1916-17, and the strain became so great that the couple sold half-interest in the paper to Earl Gough, a former schoolteacher, that summer.

In December 1917, Seth B. Holman purchased the Brand and made such progress that it

became a semi-weekly in May 1921 for the first time.

In June 1924, Holman reverted back to a weekly publication because "(1) present conditions do not justify a semi-weekly paper in Hereford, and (2) there's too much darn hard work in it for the financial recompense."

Holman operated the Brand continuously, except for a short while early in 1929 when bad health got the better of him, until his death. At that time in 1929, he sold the Brand and the Friona Star to the Nunn-Warren Publishing Co. of Amarillo, which owned a string of seven other newspapers on the Plains.

R. E. Kessie, former business and advertising manager of the Evening News-Journal at Clovis, N. M., was named editor of the Brand and ran the newspaper through the depths of the Depression. Times, of course, were hard. Yet the Brand preached toward optimism.

"There is no place for a long face in the direct relief work that good people in Hereford are doing for those that the depression has, temporarily counted out," counseled Kessie in early 1931.

"Times are hard because we are living in hard times," quipped Alex O. Thompson at a Hereford Lions Club meeting in 1931. "Lincoln emancipated the Negro, Ford freed the horse, and Hoover liberated the working man."

Times were, indeed, hard. In an effort to hold its circulation during those belt-tightening days, the Brand launched a circulation drive in February 1931 offering cash prizes of up to \$500 to organizations. By the

summer of 1933, the paper was to express a willingness to accept chickens, cream or eggs to pay for subscriptions.

"The Brand," an accompanying note would explain, "is strenuously endeavoring to carry its part of the sacrifice necessary on the part of every individual or group to meet the extraordinary conditions prevailing."

In 1932, the Holmans re-purchased the Brand and Kessie remained as manager. Holman died on July 20, 1933, and his wife took active management of the paper and continued to be active in the paper for many more years.

On Feb. 11, 1937, the Brand columns announced that a new editor had been hired. James Gillentine, who had been managing editor of the Wellington Leader since 1932, was that man.

The worst years of the depression were over, the town again was on the move, and the Brand began to try to pull itself out of the financial constrictions of the depression. Circulation was 1,600 per issue.

Gillentine purchased half-interest in the Brand in 1939 from Mrs. Holman, who went into semi-retirement. She lived in Hereford until 1949, when Gillentine purchased the remaining interest of the paper.

Special editions started rolling off the presses and the Brand was making a concerted effort to interest more farmers in irrigation.

On Dec. 7, 1941 the Japanese struck Pearl Harbor. On Dec. 8, 1941, the United States declared war against Adolph Hitler's Germany and General Tojo's Japan, and on Dec. 9, 1941, the Brand began receiving numerous cancellation orders on advertising by National Automobile Agencies.

War for the Brand meant more hard times. There were paper shortages, help shortages and lack of advertising revenue. But most of all, it meant that many hometown boys would never return and others would be crippled and maimed for life.

In August 1945, Hereford and the Brand were caught up in a post war boom. A new downtown hotel was on the drawing board a new radio station was coming to town, and the Brand was thinking about going semi-weekly.

That dream became a reality on July 4, 1948, when the first edition of the Sunday Brand hit the streets. It was one of the first semi-weeklies to be published on Sunday and prospered from the beginning.

Another important milestone was added in 1961 when Southwest Offset was organized and the Brand began printing by the offset method.

The Hereford Brand and the Sunday Brand have been perennial award winners over the years. Probably the biggest honor came in 1956 when the Brand was the recipient of the National Newspaper Association's General Excellence Award, which proclaimed the publication as the best semi-weekly in the nation.

Other top awards have been won in national, state and area competition, some of them coming in categories with daily newspapers, and the walls of the Brand are lined with the plaques and proclamations.

★ ★ ★
(More Staff Pictures On Inside Pages Of This Section)
★ ★ ★



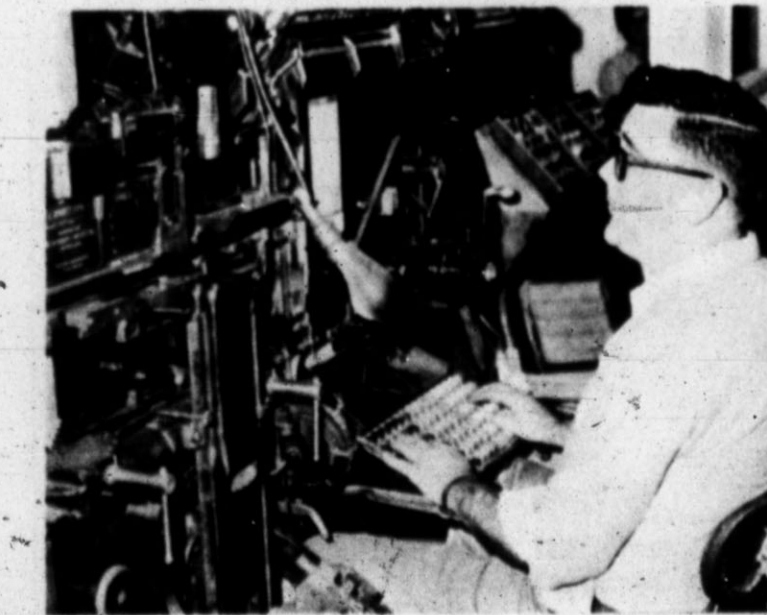
Tom Porter
News Editor



Vic Bryan, Jr.
Advertising Manager



Sue Coleman
Society Editor



Jay Spain
Linotype Operator



Cheryl Soloman
advertising



Jim O'Hair
Mechanical Superintendent



Atha McIver
bookkeeping



Delight Williams
receptionist



Pat Spurgeon
Brand Staff Writer



Lynn Brisending
Mechanical Department



Melvin Young
General Manager

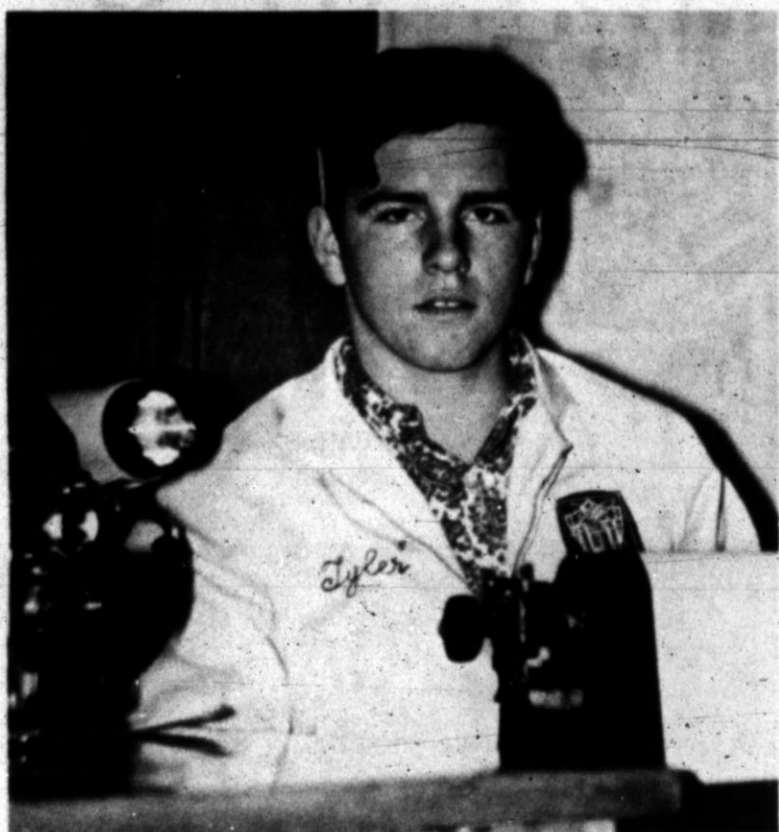
Brand Staff Members



Glencie Crawford
.... T. T. S. and Paste-up Dept.



Bob Renfro
.... advertising



Tyler Vance
.... Staff Photographer

Santa Fe Plans New Type Cars

Santa Fe Railway plans to construct 200 multi-purpose mechanical temperature control

cars at its Topeka, Kan., shops at a cost of about \$6 1/2 million, John S. Reed, president, Chicago, announced today.

"These will be the most versatile mechanically refrigerated cars in railroad service," Reed said. "They will be ideal for

meat, including those shippers who desire atmosphere control. The new features and increased dimensions also meet the desires of shippers of canned goods."

In addition to diesel engine and compressor capable of

maintaining pre-set temperatures between zero and 70 degrees Fahrenheit, the cars will be equipped with load dividers and sidewall fillers to hold lading securely. Inside length will be 50 feet; the side door will be 10 feet wide, and inside height

and door height will be slightly larger than usual. Capacity will be 4,440 cubic feet, compared to 4,007 in existing MTC cars. The new cars will also be equipped to provide atmosphere control. Delivery of the new cars is

scheduled to begin in early 1968.

Jerry DePoyster kicked eight placements in 11 attempts in his first three games this season for Wyoming. He made good on four of nine field goal attempts.



from all the folks at Hereford's No. 1 Restaurant, the

CAISON HOUSE

to all the folks at Hereford's Best Semi-Weekly Newspaper

The Hereford Brand

We know you're going to enjoy your new quarters and we want to take this opportunity to extend our sincere Congratulations and Best Wishes for continued success.

Be Sure To Attend The Big

OPEN HOUSE

this afternoon

2 to 5 p.m.

at The Hereford Brand

and then make plans to dine this evening at the

CAISON HOUSE

Expert Block Work

by

JOE NEELY

Attend the Big

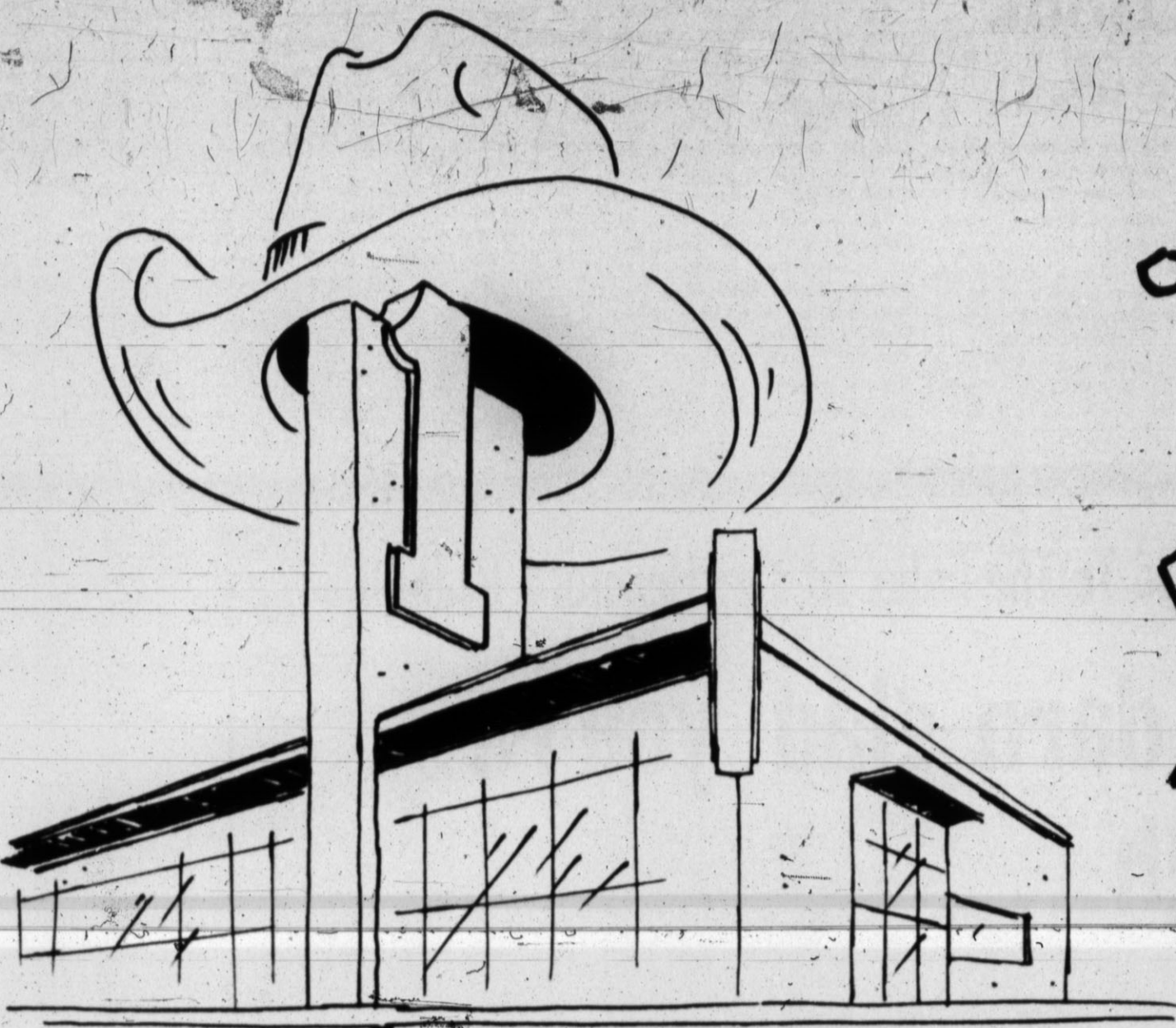
OPEN HOUSE

Today - 2 to 5 p.m.

at the

Hereford Brand

130 W. 4th St.



ESTABLISHED 1900

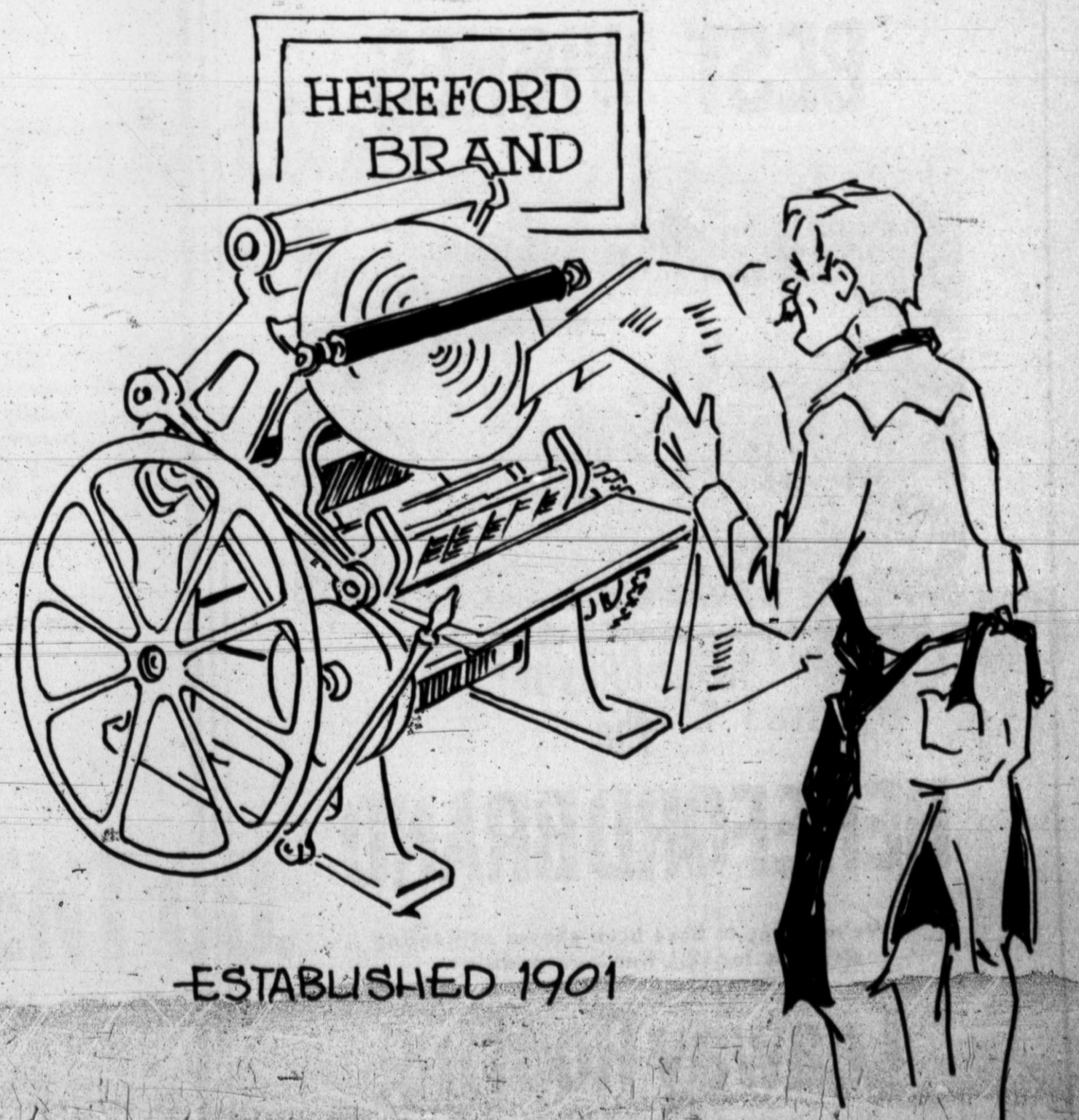
... from **1**
pioneer firm
to another..

BEST WISHES

for continued success!

Like the Brand, the First National Bank is a pioneer firm, established in 1900 when Hereford was just a fledging village. We have grown tremendously these past 67 years, but we're still the same friendly bank that served your fathers and grandfathers many years ago.

Attend the open house today at The Hereford Brand, 2 to 5 p.m., but let the First National Bank attend to your banking problems. You'll be glad you did.



ESTABLISHED 1901



Brand Staff Members



Janey Whitaker and Donna Johnson
Teletypewriter operators



Melba Cooper
paste-up department



J. R. Oglesby
Brand Distributor



Humorous Book Guest Reviews

A small girl's view of life in a little town of the early 1900's made humorous reading when Mrs. Howard R. Johnson reviewed the book, "O Ye Jigs and Juleps" as a program guest of La Madre Mia Study Club this week.

Guests and members were entertained in First National Community Room with the social committee as hostess. On the committee are Mmes. Bobby Owen, Lynton Allred, Eugene Sparks and Jon Cranford.

Mrs. Harvey Penner, president welcomed visitors and a new club member, Mrs. Waldo Baxter, then introduced Mrs. Johnson who presented the book review. In the words of a 10-year-old girl it deals with such topics as Etiquette In Church, Education, Spring Is Beautiful

and Everlasting Life.

After the program refreshments were served from a table centered with a cornucopia holding velvet fruit in shades of gold and green. Mrs. Penner poured tea and coffee. Mrs. John E. Smith presented a gift from the club, a piece of costume jewelry to Mrs. Johnson.

Club guests were Mmes. Elmore Rains, Gwynne Owen, Lloyd Crume, Ken Rogers, Don Chaney, Harlen VanderZee, Barbara Adams, Otis Lee, Charles Watson, Walker Parris, Clint Formby, Dale Barkley, and Evelyn Wilson.

Members present included

Ron Zimmerman, Don Walsler, Lee Drake, Bill W. Nelson, Harold Morton, G. C. Merritt, Bill Lankford, Wayne Lady, Ray Don King, David Honea, Dean Herring, Joe Hacker, James Gentry, Charles Frye and Herschel Black.

Next meeting date for the club falls on Thanksgiving Day, so no meeting will be held. The annual Christmas party is planned for Dec. 14, with Mmes. Gerald Martin and Smith as hostesses.

The 1968 Florida Citrus Open is set for the Rio Pinar course in Orlando, March 14-17.

ABC POPULAR IN OHIO
CINCINNATI—Ohio has a rich bowling tradition concerning the American Bowling Congress tournament. Cities in the state have hosted the ABC event a record 14 times... and will make it 15 when the 65th ABC championships are held here, Feb. 17 through April 18.

Michigan has had the ABC seven times, California, New Jersey and Wisconsin six times each, New York 5 and Indian four.

The 1968 event will be held in Cincinnati's new Convention-Exposition center.

Classifieds Get Results

Your Fear of Love by Dr. Marshall Bryant Hodge is comparable to the recently reviewed psychology book, **GAMES PEOPLE PLAY**. Both have the same theme but with a different approach. The games book deals with the evasion tactics we use to avoid doing certain things, escape measures and other reasons for personal protection. Hodge's book tells of the walls which we as individuals build up around us or between those we know as family, friends and even strangers.

The author presents facts about love of many kinds and why we need it in our lives to be a complete person. There are many kinds of love, as love of self, love of fellow man, love of family, love of friends, and love of mate.

The Bible gives us as one of the commandments, "Love Thy neighbor as thyself." Therefore love of self is the first love we must have to be happy and to follow through on the loves successfully. No one can be well adjusted if they hate themselves or do not have a self-pride, he says. Many case histories are used for examples to prove his points throughout the book.

It is a frank, wholesome presentation, simply and directly told so that the average layman can read it with interest. All of us can read it with benefit if we will but follow through.

The doctor states that we can avoid many painful experiences if we would express or show love toward those we meet and deal with each day. Since love is a part of our life it can not be avoided nor the results of how we love be evaded.

It is true, he says, that we hurt most the ones we love and do so because we love them. This is a kind of retaliation because we so not want them to know that they have the power to hurt us. He quotes the familiar lines "You always hurt the one you love — the one you should not hurt at all."

In the spontaneous loving of self and others. We do have some alternative when dealing with the problems in which we may become involved. There is no just-one choice in handling situations or problems. Find them!

The love of self and your fellow man can give you a fuller and a happier life and you will in turn be liked or loved by those whom you wish.

Corinne J. Neely

A Special Message To The Folks At The Hereford Brand!!

We're darn glad you're through...

WE'RE TIRED OF...

- the alley being blocked,
- paper and trash blowing all over the neighborhood,
- telephone poles being pulled out and dumped in the alley,
- nails in the alley (last count showed that we had had 15 flats),
- the sewer lines being cut off,
- berserk painters, plumbers and carpenters running all over the place,
- electricity and gas being cut off,
- and we're awfully tired of all the noise and confusion coming from the alley behind our stores,
- parking lots being covered up,

But on the plus side of the ledger, we're mighty happy that you have finally torn out that "fire-trap" and constructed a fine new building that both you and the citizens of Hereford can be proud of for many years to come.

In a nut-shell, we're darn glad you're finished and we want to take this opportunity to extend to all of you, our sincere congratulations and best wishes for many years to come.

-All the Neighbors on the 400 Block of Main Street-

- N. D. Bartlett Jr.
- Piggly Wiggly
- Woody Wilson
- Witches Hut
- Kester Jewelry
- Tannahill's Fabric Mart
- Helens Youth Shop
- W. R. "Dub" Hair
- City Barber Shop
- Nolan Grady
- Sears

BEST WISHES



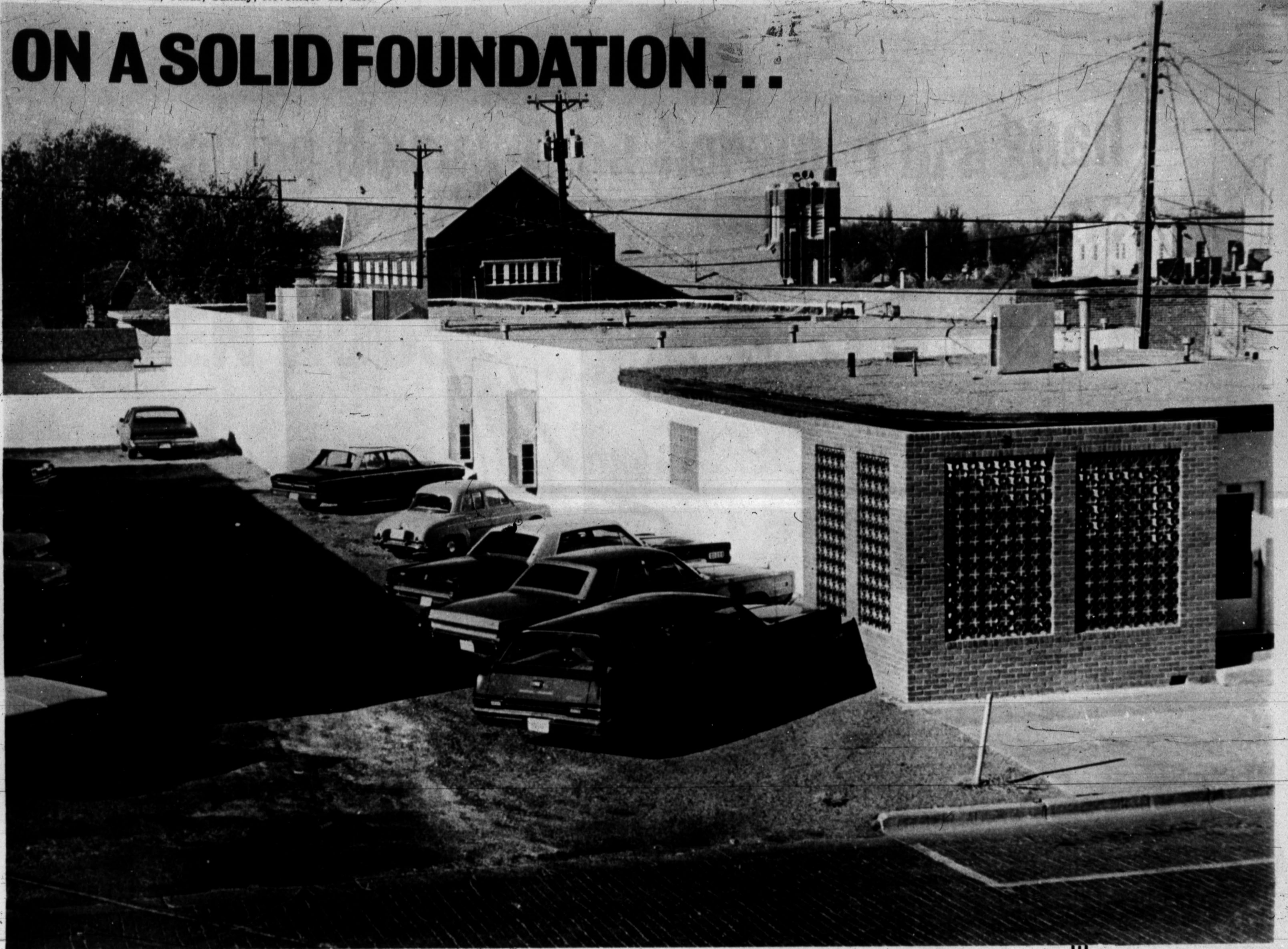
to the folks at
The

HEREFORD BRAND

We're happy to have been chosen as Roofing contractors for this fine new addition.

Leaway Roofing

ON A SOLID FOUNDATION...



The Hereford Brand

believes in

Building On A Solid Foundation

The Hereford Brand, like other progressive Hereford businesses, believes in building on "a solid foundation", and following through with the most durable, practical building material that can be found for this rugged southwestern country. That's why they chose Haydite blocks for their new production department building. Our congratulations to the Brand. We know you're going to appreciate and enjoy your new facilities, and we're happy that we could have had a part in its construction.

Mr. Businessman -- if you're contemplating new construction, you too will be wise to consider the route taken by the Hereford Brand . . . build on a "solid foundation" and follow through with Haydite blocks. You'll be glad you did.



CROWE-GULDE CEMENT CO.

Supplying A 'Solid Foundation' For A
Growing Empire

Attend

the open house today

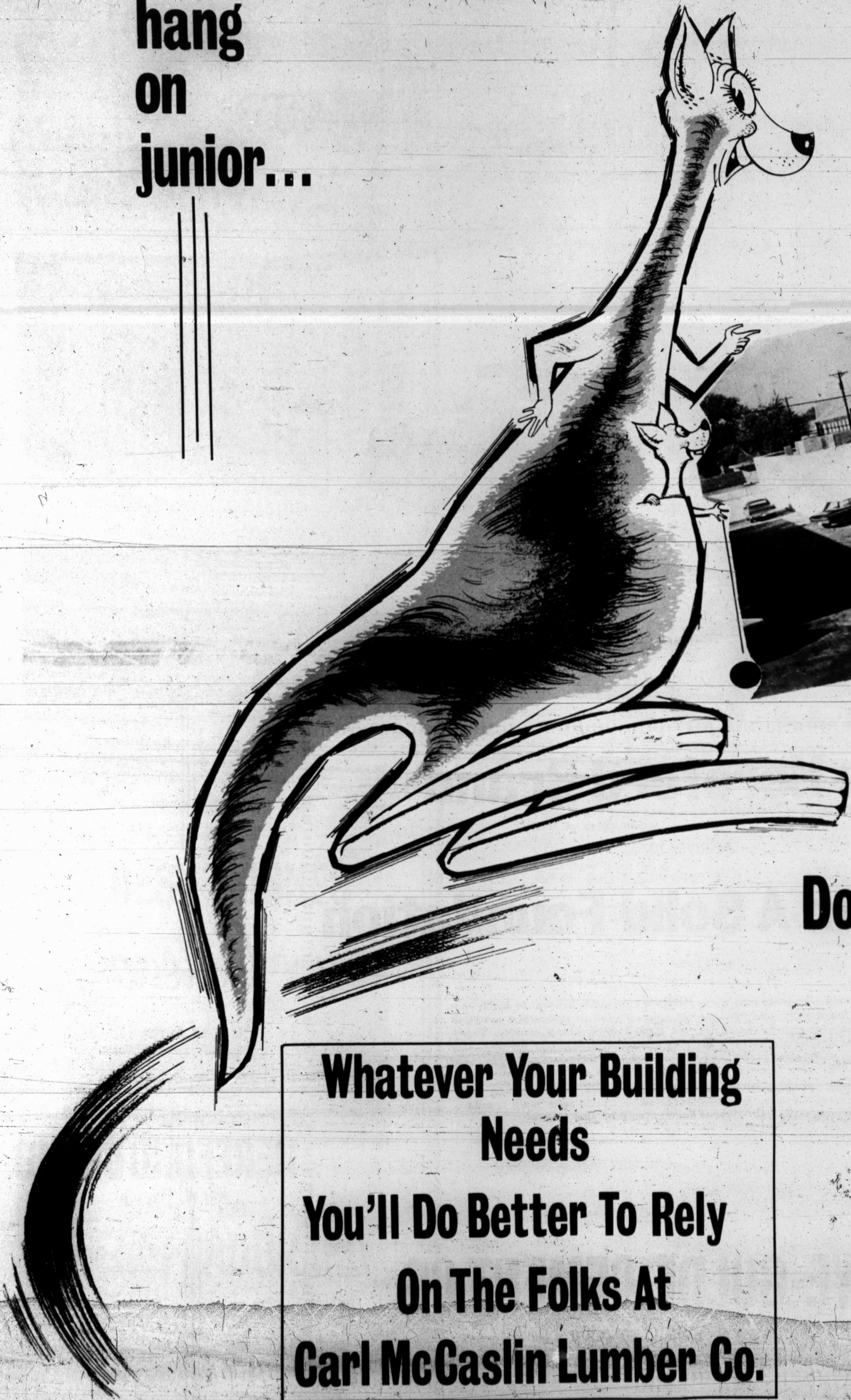
2 to 5 p.m.

at the

HEREFORD BRAND

130 W. Fourth

hang
on
junior...



Don't Miss It! T

**Whatever Your Building
Needs
You'll Do Better To Rely
On The Folks At
Carl McCaslin Lumber Co.**

Now we're not making
We've just completed the
it's the nicest looking ne
assurance that it will ren
on their fingers, and the
hurry on down. This mo

we're heading down to the Hereford Brand

where they're having

OPEN HOUSE — 2 to 5 p.m. Today



This May Be Your Only Chance To See It Clean!

making fun of the folks down at The Hereford Brand — Gosh, No!
 started their new building and remodeling and we're here to tell you that
 ing newspaper office we've ever seen. And it's clean. Now we have no
 will remain that way, because printers are just naturally going to get ink
 and that just naturally comes off on the door knobs, etc. So you better
 this may really be your last opportunity to see the place clean.

And we have a little axe to grind also. We at Carl McCaslin Lumber Co. are real
 proud of the workmanship that has gone into this new building . . . from the concrete and
 block work right on down to the fine finishing supplied by the painters, and we're anx-
 ious for you to see what we have done. We're proud too that the folks at The Brand chose
 us as general contractors on the building and to them we would like to extend our sincere
 Congratulations and Best Wishes.

CARL McCASLIN LUMBER COMPANY

A Complete Building Service

1 Block East Of The Courthouse

Phone The Lumber Number 364-3434

It's A Pleasure To Say

BEST WISHES

to the folks at the

HEREFORD BRAND

upon the completion
of your

New Addition and Remodeling



You Have Demonstrated Your Faith In The Area . . .

. by enlarging and remodeling your facilities, in Hereford, and we at Hi-Plains Savings and Loan Association are proud that we could have been of service. Hereford, and the Magic Triangle area, is the bright spot in the nation today. With progressive institutions like THE HEREFORD BRAND, it will continue to grow. Best wishes to you upon this occasion.

All The Folks At . . .

Hi-Plains Savings And Loan Associatiatiion

Serving The Magic Triangle Area

Attend OPEN HOUSE, 2 to 5 p.m. Today at

THE HEREFORD BRAND

130 W. Fourth St.

Brand Staff Members



Penny Young
Staff Writer-Photographer



Jimmy O'Hair
Stereotype Department



Charlene Brownlow
Circulation Manager

Reminiscing About Rise Of Japanese

It was my privilege the first of this week to be a member of the official United States delegation to the funeral in Tokyo of Japan's former Prime Minister Yoshida.

Not very many Americans today remember Prime Minister Yoshida, and many of them may well wonder why his funeral was a matter of such major importance to both Japan and the United States.

And, I must admit, that even though my World War II naval service was in Asian waters, and even though I have since been a member of the Senate particularly interested in and concerned about Asian affairs, I, too, had forgotten a great many of the accomplishments of Prime Minister Yoshida.

I was, therefore, glad to have the opportunity to accompany Senator John Sparkman of Alabama and General Matthew Ridgway to Tokyo as representatives of President Johnson at the funeral.

Although I had been in Japan as recently as a year ago, this trip served to reaffirm for me the facts of Japan's amazing and total recovery from the trials and destruction of World War II and her emergence as the most stable and prosperous of today's Asian nations.

This recovery came about for Japan in much the same way Germany's recovery developed under Chancellor Konrad Adenauer. Yoshida was Japan's Adenauer. He and General Douglas MacArthur worked long and hard together to build a Japanese nation that would survive and prosper in an atmosphere of democratic freedom. Their success was due in large part to Yoshida's talent and determination.

Yoshida served his country as Prime Minister throughout the postwar occupation period. He signed the ultimate Peace Treaty of 1951 which restored normal relations between Japan and the United States. He then led Japan until 1954 and was in her parliament until 1962 by which time she had emerged as a strong, free-world power allied formally with the United States.

After his retirement from government leadership, Yoshida continued to exert considerable influence both in Japan and internationally as what the Japanese call a "genro" or elder statesman. He assumed much the same position as former presidents Eisenhower and Truman hold here and was venerated by the Japanese public. The subsequent Prime Ministers of Japan each have been Yoshida proteges.

Yoshida was trained as a lawyer and served as a Japan-

ese diplomat before World War II. He had retired from diplomatic service before Pearl Harbor and was one of the few prominent Japanese who was completely divorced from the wartime governments. He was even jailed for a time near the end of the war when he advocated the seeking of peace talks. Immediately after the war ended in 1945 he became Foreign Minister, and within a year had risen to Prime Minister. He had last visited the United States in 1964 when he was here to attend the funeral of General MacArthur.

It was obvious to those of us in Tokyo this week that the funeral of Yoshida was a time of great national mourning for the Japanese people. And yet, it was that special sort of mourn-

ing which nations have reserved for the passing of other great leaders of the war-and-post-war such as Churchill and Adenauer. The Japanese people are a more happy, and more advanced people than they were when Yoshida first assumed their leadership. They know that and they appreciate it.

They know, too, that the nation-building accomplished by Yoshida and MacArthur was possible only because of an understanding and generous American people wanted a strong, free nation to rise from the ashes of war, and helped it happen.

Japan is today an ally of the United States. It is a showcase for Asian freedom. It is providing foreign aid of its own to other more needy nations in Asia. Its progress is a bulwark

against adventuresome Asian communists.

Yoshida understood well the threat of Asian Communism. "The Japanese people do not wish their country to go Communist," he once said; and he continued, "Our horizon is darkened by the menace of Communism which seeks to conquer the world through propaganda, infiltration and force."

I fought against the Japanese in World War II. So did a lot of other Texans. And there was much bitterness then. The bitterness could have continued. It did not because the Japanese people and the American people did not want it to. It did not because men such as Yoshida were determined to bury bitterness beneath the concrete of progress and to reject animity with the handclasp of cooperation.

So the Japanese people this week laid to rest their beloved leader, but the nation which is a monument to his greatness was only pausing momentarily in the growth and accomplishment made possible by Yoshida and his friend, Douglas MacArthur.

Hereford CAP Aids Greatly In Rescue Missions

Members of the Hereford Composite Squadron, along with other Civil Air Patrol members, recently piloted light aircraft and worked along with helicopter crews of the U. S. Coast Guard in rescuing 431 persons while playing a major role in one of 1967's most massive emergency services missions.

CAP pilots and observers won acclaim for their airmanship a dedication to duty while logging effort following in the wake more than 430 hours on 236 sorties in the 18-day disaster relief of Hurricane Beulah.

As a unit of "Operation Bravo", a joint task force of Air Force, Air Force Reserves, Army, Navy and U. S. Coast Guard personnel, CAP members of the Texas Wing were active in nearly all phases of the operation from evacuation missions to flying pathfinder missions for

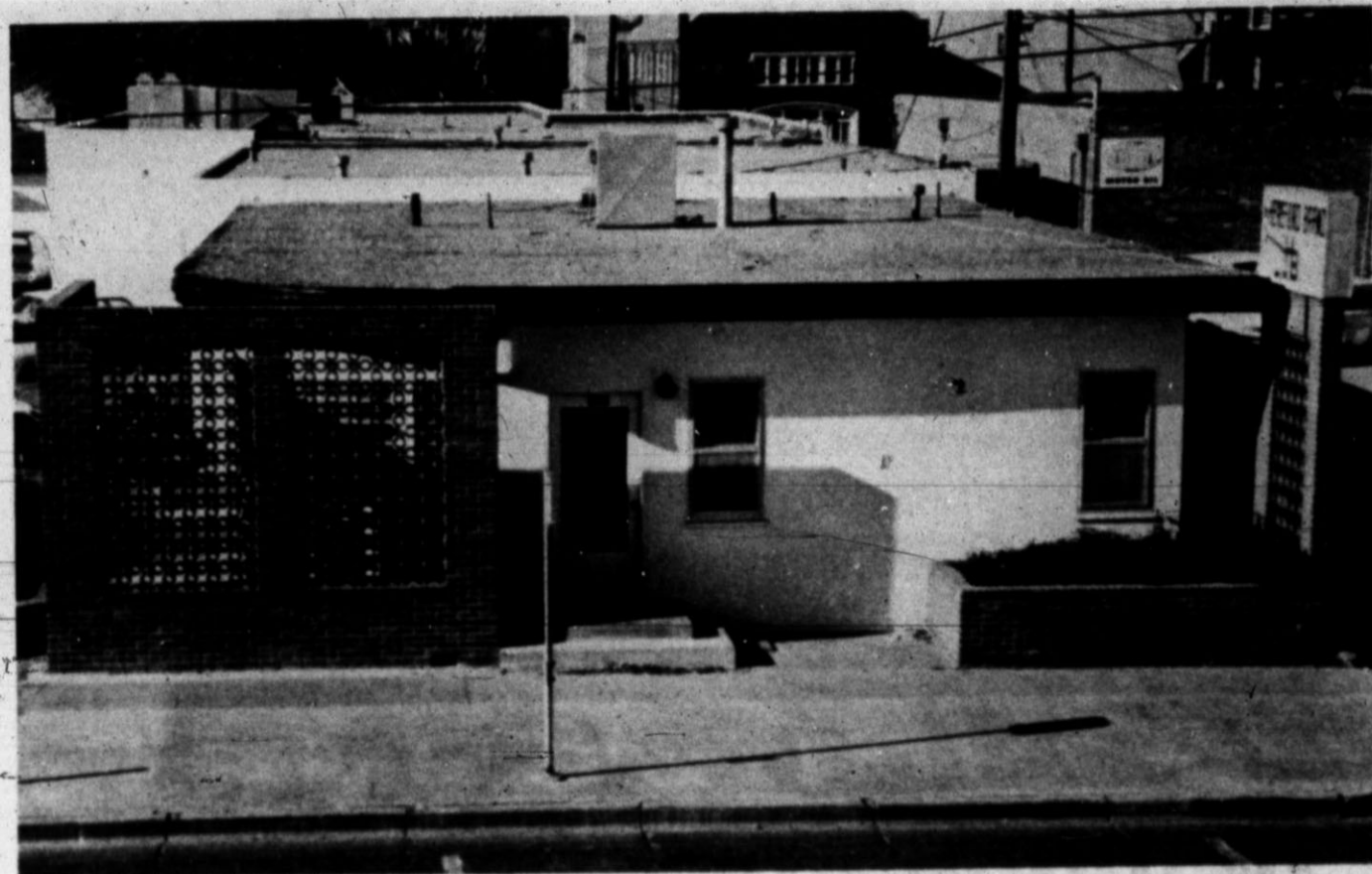
the Army. Primarily engaged in flying spotter missions for victims of the flood and reporting their locations to the U. S. Coast Guard, CAP pilots also conducted aerial surveillance of the flooded areas and levee patrol to determine the safest evacuation routes.

Airplanes and crews from Headquarters, Group 13, Houston, and Headquarters, Group 19, San Antonio, assisted Group 9 of Harlingen in the missions. All CAP units came under mission commander Lt. Col. Robert Forche, of Group 9.

The scope of CAP's effort, from September 19 to October 6 is seen in these statistics:

Duration of CAP participation, 18 days; man-hours expended by CAP, 7,712; man-days expended by CAP, 511; recorded air operations at Harlingen, 1,717; persons rescued by joint CAP-USCG Force, 431; Sorties flown by CAP, 236, and flying hours by CAP, 430.90.

Lithography - Letter Press
THE INK SPOT



WE
NOTICE
that the

Hereford Brand

is having an

OPEN HOUSE

this afternoon - 2 to 5 p.m.

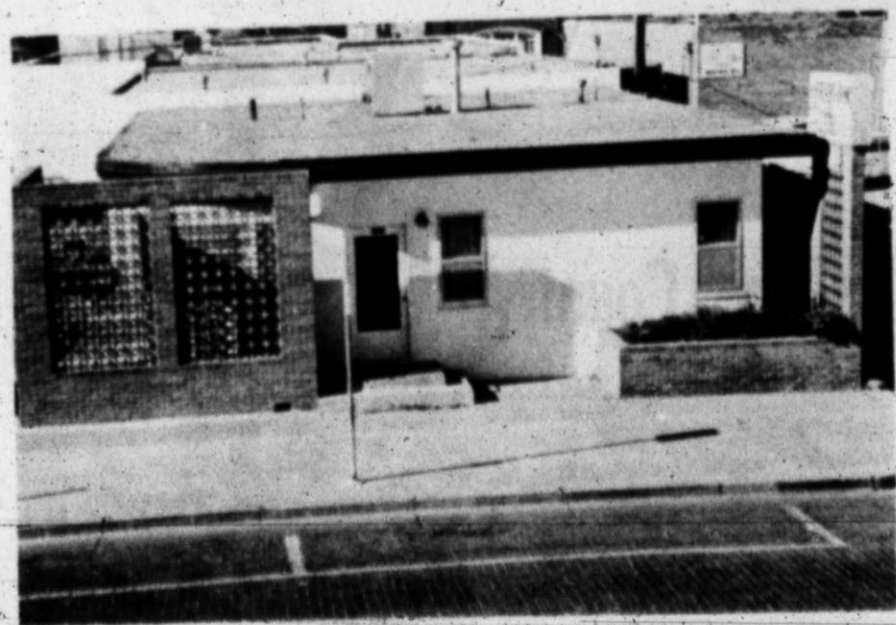


... and we'd like to be among those who invite each and every one of you to go by this afternoon and look over the new building and the remodeling. We think it's great and bet you will too. And while we're on the subject, we'd like to offer our sincere Congratulations and Best Wishes for continued success.

All the folks at

Hereford Insurance Agency

BEST WISHES



to the folks at the

HEREFORD BRAND

We know you're going to enjoy your new building and we're happy that you chose us to do the concrete work. Best Wishes for continued success in years to come.

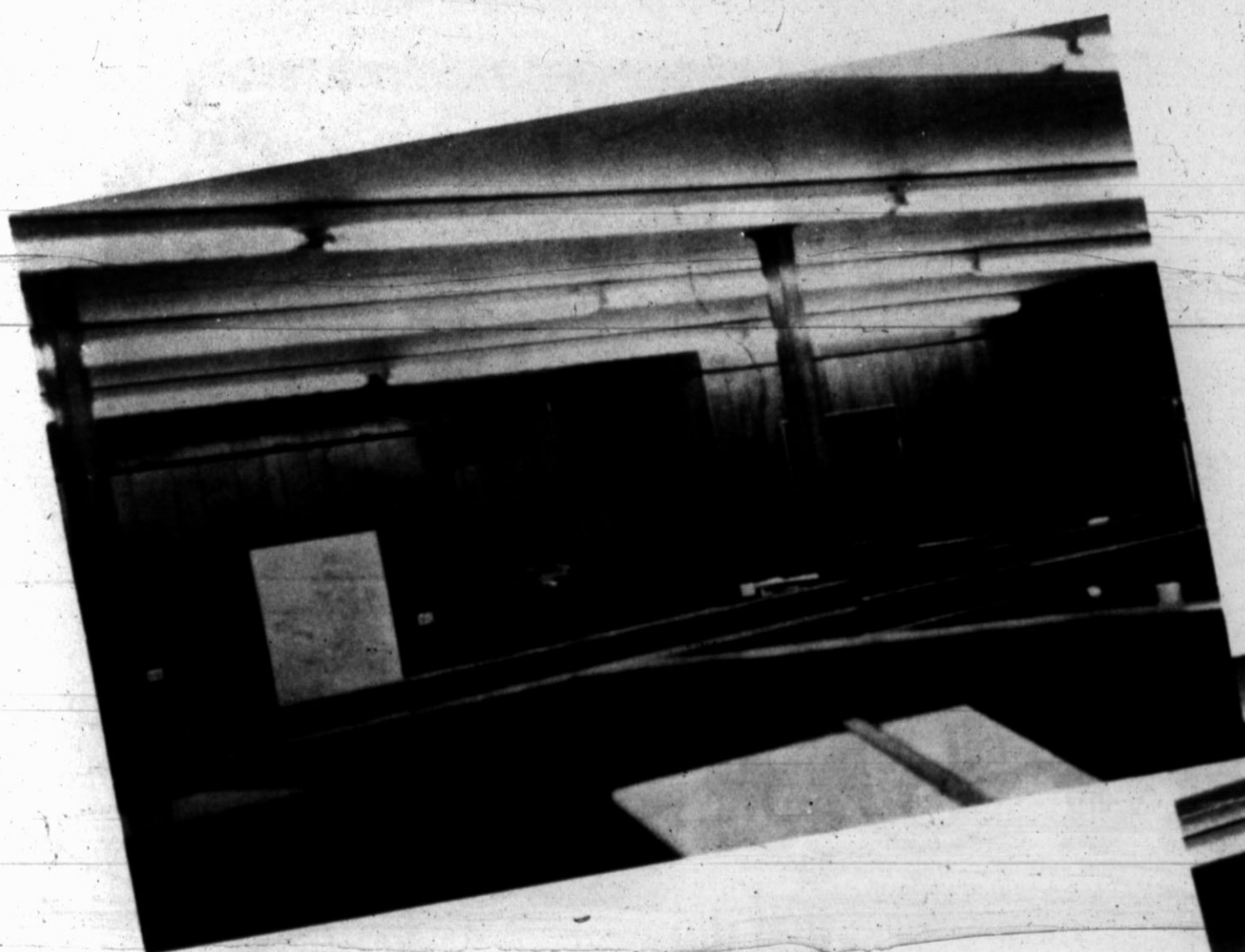
H.E. WESTER

Concrete Contractor



Looking for News Hounds?

YOU'LL HAVE NO TROUBLE NOW, THANKS TO KELLEY ELECTRIC!



Modern
ELECTRIC
Lighting



REDDY KILOWATT
RECOMMENDED
ELECTRIC
HEATING DEALER

You Now Have The Best Lighted Newspaper Office In The Country!!

Congratulations to the folk at THE HEREFORD BRAND, upon the completion of your new addition. Without a doubt, you now have the best lighted newspaper office in the country . . . and we might add, it's about time. The newspaper business, like other industries, is changing daily, and one of the most noticeable improvements is taking place in the office and production departments — principally in the lighting systems. So if anyone is looking for a new hound, you won't have any trouble at The Hereford Brand. There are no dark corners in which to hide. It's really nice.

When you're looking for an electrician that can help you with your lighting (or any electrical problems) then call Virg or Doug at KELLEY ELECTRIC. You'll be glad you did.

Attend The Open House Today

2 to 5 p.m.

at the

HEREFORD BRAND

130 West Fourth

KELLEY ELECTRIC CO.

Virgil Kelley

Phone 364-1345

Doug Kelley

AUSTIN HIGHLIGHTS

A Look At State Politics

By VERN SANFORD
 Texas Press Association
 Top legislative budget planners took a new, slightly brighter reading on the tax outlook last week. But taxpayers still won't be exactly overjoyed.

Reduction was made possible because the program trust fund exceeded \$300,000,000 on October 1. Under the law, tax is cut one-tenth of one per cent for each \$5,000,000 or portion thereof by which the fund passes \$300,000,000. Balance now is \$319,000,000. Cut is four percent for employers affected.

Legislative Budget Board staff members trimmed their unofficial estimate of revenue needs in 1968 from \$192,900,000 to \$149,000,000. However, the latter calls for rigid budget economies which lawmakers will find hard to effect in the face of rising costs, growing population and increasing demands for better services.

LBB staffers estimated 1969 general fund spending at \$455,800,000. This is just \$3,000,000 above the 1968 level. Figure does not include \$258,500,000 in automatic foundation school fund transfers and \$1,500,000 in water development fund allocations.

Governor's budget office, pointing to an error in general revenue income estimates by the comptroller's office, said it appears that the 1968 tax bill, which legislators must pass in their special session, probably will be in the \$130,000,000 to \$150,000,000 range. Executive office earlier insisted that \$100,000,000 to \$130,000,000 would be adequate.

COURTS SPEAK
 Third Court of Civil Appeals held as "arbitrary and capricious" the state agency's denial of an application to open a Fort Worth branch office of Oak Cliff Savings and Loan Association. Former State Savings and Loan Commissioner James O. Gerst denied the application in January of 1966.

Same court upheld a \$75,000 condemnation award for the purchase of downtown San Marcos land by the city's Urban Renewal Agency. Agency appealed the jury award of the Hays County court for 8,445-square-foot of property as excessive.

UNEMPLOYMENT TAX CUT
 Forty per cent of Texas employers will pay lower unemployment compensation payroll taxes next year — and save about \$15,000,000.

PARKS WORK SPEEDED
 Sixty-one existing state parks will reach the ultimate in usage and development by 1971, according to Deputy Director Robert G. Mauermann of the Park and Wildlife Department.

Twenty large-scale construction projects now underway and four others contemplated are expected to be completed by then. Plans call for spending of \$2,400,000 on repairs and improvements in 17 other parks.

Major construction projects slated for this biennium include Bentzen-Rio Grande, Lake Brownwood, Caddo Lake, Palmetto, Goliad, Cleburne and Goose Island. Developed from scratch, during the past five years, were the following: Falcon, Whitney and Martin Dies Jr. Bastrop, Davis Mountains, Old Fort Parker and Kerrville parks received major improvements.

Mauermann estimated \$12,500,000 will be spent in improving state parks in three years. He said construction projects totaling \$3,700,000 already have been completed, and \$2,200,000 worth are in progress.

HAULERS HEARING
 Nine truck lines, which currently carry motion picture film and several other specific commodities, seek authority from the Texas Railroad Commission to include any shipments up to 100 pounds.

Applications were opposed by bus lines and other trucking companies which felt the addi-

tional service was not necessary. Hearing required 17 weeks for 600 witnesses.

Commission is studying a 250-page summary of testimonials. **POLLUTION RULES HIT**
 Texas Air Control Board heard complaints from industry representatives concerning its proposed regulations for controlling pollution due to smoke and flying particles, outdoor burning, sulphur compounds and motor vehicle exhausts.

Board announced its plans following an extended hearing to adopt a version of the new rules within six weeks. Objections centered on a proposal that the burning of waste must be outside a defined standard metropolitan statistical area.

Petitions bearing signatures of 5,112 Harris County citizens were handed the Board. Demand was for legal action against Houston ship channel industrial plants allegedly in violation of pollution control rules effective last June 1. Board promised to begin enforcing regulations governing smoke and particulate matter if local governments do not.

APPOINTMENTS ANNOUNCED
 Gov. John Connally named former State Rep. Raleigh Brown of Abilene as 42nd District Judge (Taylor and Callahan Counties). He succeeds Judge J. R. Black who resigned.

Lt. Gov. Preston Smith appointed three Senators to serve on the Interim Committee on Uninsured Motorists Coverage. Named were Sens. Chet Brooks of Pasadena, Jim Wade of Dallas and Murray Watson Jr. of Waco.

House Speaker Ben Barnes named a Water Study Committee composed of Reps. Bill Clayton of Springlake, chairman; Menton Murray of Harlingen; Neal Solomon of Mount Vernon; Bill Finck of San Antonio; and Bill Swanson of Houston.

Republican State Chairman Peter O'Donnell Jr. appointed Dudley Sharp of Houston and Walter Brauer of Ingleside as



ALL THE HELP NEEDED — As part of American Education week, Nov. 5-11, Cathy Young, left, poses with student Patsy Smith and Latin II instructor, Mrs. Helen Rose. Cathy is a Teacher Aide at Hereford High School and part of a program in which aides are given an opportunity for professional associations and experience in actual teaching while freeing the teachers for better preparation and greater individualized instruction. President Johnson proclaimed last week as American Education Week.

vice chairmen of GOP policy-making task forces on job opportunities and economic growth and modernization of state and local government.

SHORT SNORTS
 Three minor political parties have notified Secretary of State John Hill that next year they intend to nominate candidates in convention. They are Conservative, Socialist Workers and American parties — the latter organized to get former Alabama Gov. George Wallace on the presidential ballot.

Securities sales totalled \$462,200,000 last year, a new all-time high.

Nearly 150 Texas cities with 6,000,000 population will vote on a local sales tax before the end of the year, according to Texas

Legal Notice

NOTICE OF SALE
 The City of Hereford offers for sale by sealed bids all of lots 9 through 14 both inclusive in Block 30 of Whitehead Addition. Property has six inch well and frame stucco residence with 150' frontage on New York

Street and 150' frontage on Santa Fe Railway.

All bids, shall be submitted in sealed envelopes and marked "Bid for Real Estate." All bids shall be in the office of the City Manager not later than 5:00 P. M., December 4, 1967 and will be publicly opened and read at a regular meeting of the City Commission at 7:30 P. M., December 4, 1967.

The right is reserved to reject any or all bids and to waive any informality in bids received.

Additional information may be had by contacting the City Manager, City Hall, Hereford, Texas.

CITY OF HEREFORD, TEXAS
 -AS
 Ray Cowser, Mayor

S-20-2c

Uncle Sam's Selective Service

Editor's note: Below are questions now being asked at draft boards. The answers are by Col. Morris S. Schwartz, State Selective Service Director, 209 W. Ninth Street, Austin, Texas 78701. He will welcome your questions.

A — Eighteen. Here's a list with identifications: Class I: I-A — available for military service; I-A-O — conscientious objector available for non-combatant military service; I-C-member of the armed forces, Environmental Science Services Administration, or Public Health Service; I-D — member of reserve component or student taking military training; I-O — conscientious objector available for civilian work contributing to maintenance of the national health, safety, or interest; I-S — student deferred by statute; I-W — conscientious objector performing civilian work contributing to maintenance of the national health, safety, or interest (or who has completed it); I-Y — qualified for military service in time of war or national emergency.

Legal Notice

NOTICE OF ZONING HEARING

TO ALL PERSONS INTERESTED IN THE FOLLOWING DESCRIBED PROPERTY:

Please take notice that on the 28th day of November, 1967, at 7:30 p. m. in the offices of City Commission in the City Hall in the City of Hereford, Texas, the Zoning Commission of the City of Hereford will conduct a public hearing with respect to the proposed zoning districts of the following described property which is proposed to be annexed to the City of Hereford, by petition on file with the City Commission of said City, and that the Petitioners for annexation have proposed, pursuant to the Zoning Ordinance, that such properties be annexed as subject to the hereinafter indicated zoning district, to-wit:

Class II: II-A — occupational deferment; II-C — agricultural deferment; II-S — student deferment.

Class III: III-A — man with a child or children; man deferred for extreme hardship to dependents.

Class IV: IV-A — man who has completed service; sole surviving son; IV-B — official deferred by law; IV-C — alien not currently liable for military service; IV-D — minister of religion or divinity student; IV-F — not qualified for any military service.

4-H News

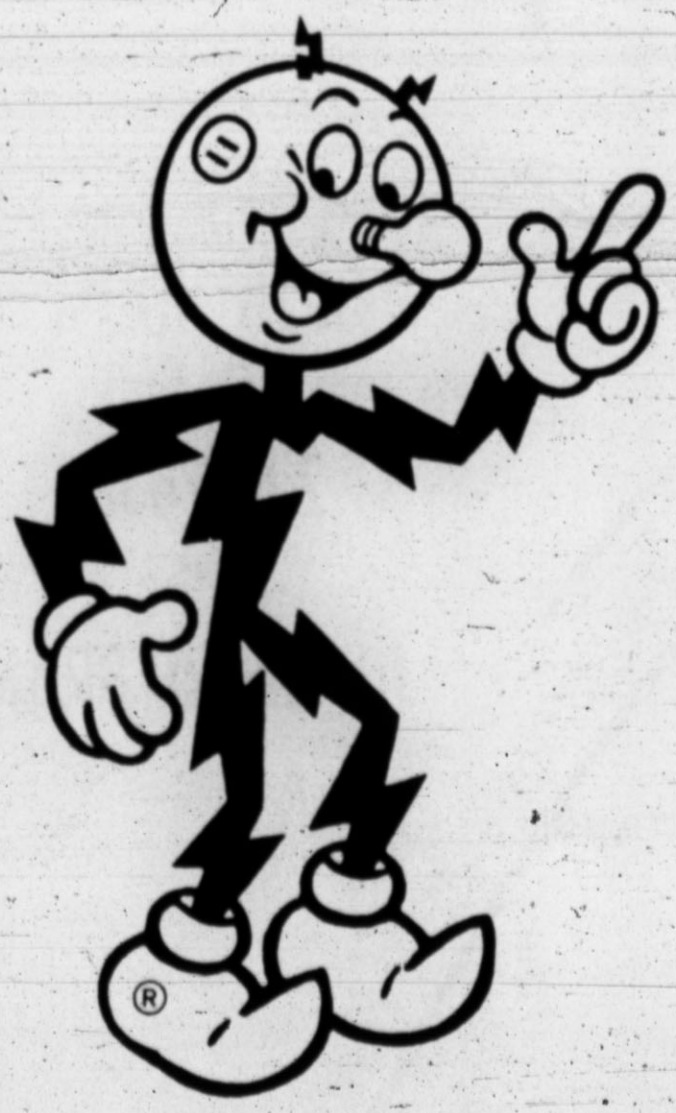
Willing Workers 4-H Club will meet at the home of Monica Herring, north of Hereford, at 4 p. m. Monday, Juston McBride, county agricultural agent will give the program on the subject, Plan Ahead.

CAPSULE HISTORY

SAN FRANCISCO—The Rev. Henry Browne, a Catholic Action priest from New York, told a conference here: "The church lost the workers in the 18th Century, the intellectuals in the 19th Century, and now it appears we're losing all the interesting people in the 20th Century."

S-20-1c

Reddy says...



CONGRATULATIONS

HEREFORD BRAND

All New

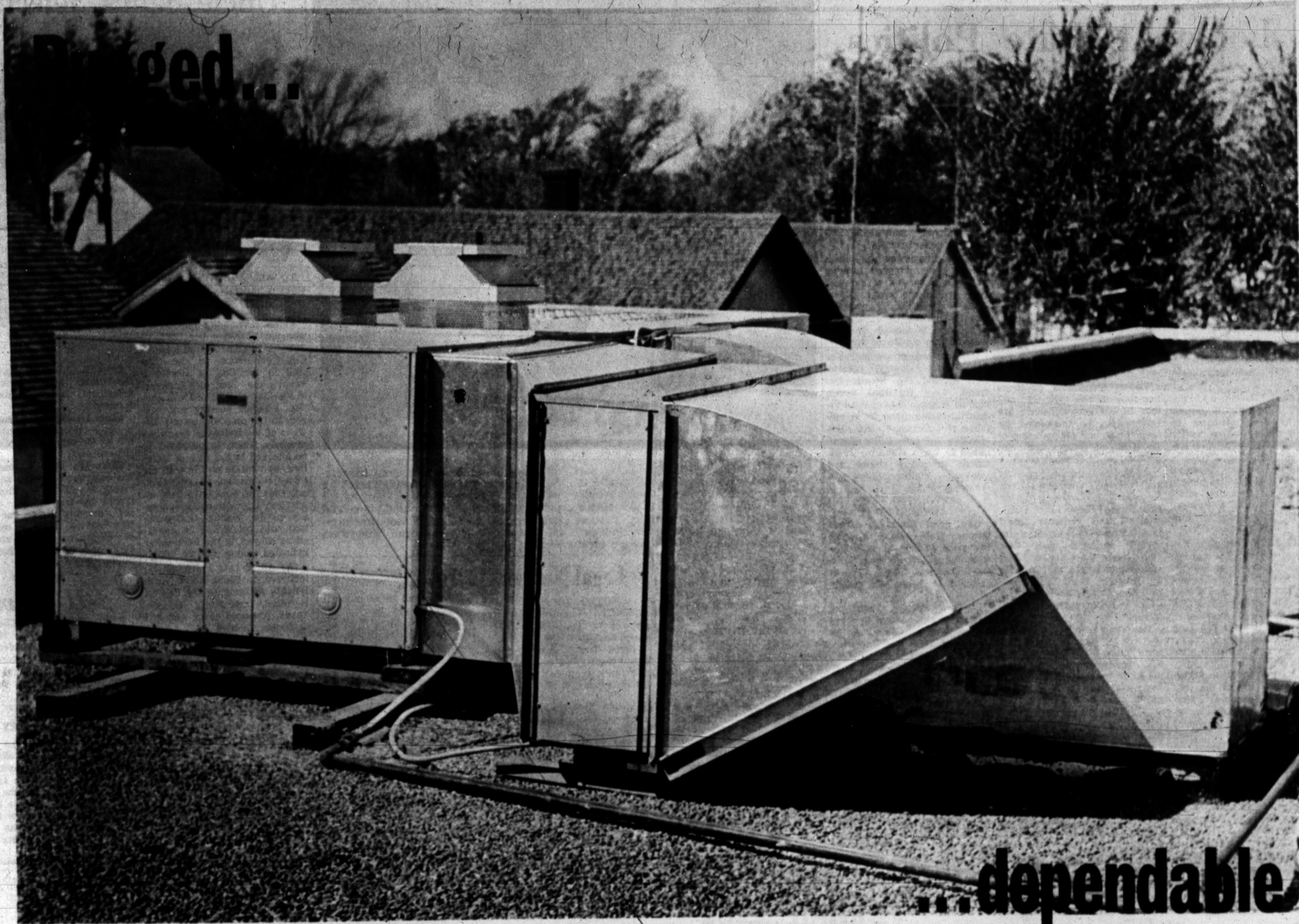
Modern Lighting

Modern Electric Air Conditioning

Reddy invites you to attend
 the Hereford Brand
 OPEN HOUSE



The
ELECTRIC
 Company



That's What It Takes To Handle The
BIG COOLING JOBS!

Attend The
OPEN HOUSE
today
2 to 5 p.m.
at the
HEREFORD BRAND

That's why the folks at The Hereford Brand chose Day and Night Heating and Air Conditioning system . . . because it's designed to do the really BIG cooling job that is required in their mechanical department. This 15-ton unit keeps the temperature constant, winter and summer, in spite of the many fire required to keep their printing metals at a constant 550 degrees, under six typesetting and strip casting machines, plus numerous motor and lights. But don't take

our word for it . . . visit The Hereford Brand today, during their open house, and see for yourself why it takes a rugged DAY AND NIGHT system to handle this rugged cooling job. We're pleased too, to have been chosen to do the sheet metal work on the new construction at The Brand. We're mighty proud of The Brand -- and we're proud of our contribution to a "more pleasant working environment" within it's walls.

Day & Night

The Cadillac of Heating and Air Conditioning Built for The Really Rugged Jobs!

WALKER REFRIGERATION & SHEET METAL



May We Offer Our

Best Wishes

to the folks
at the

HEREFORD BRAND

a pioneer firm that has continued to grow
with the community

The Officers, Directors And Employees
of the

Hereford State Bank

MEMBER: FDIC

ATTEND

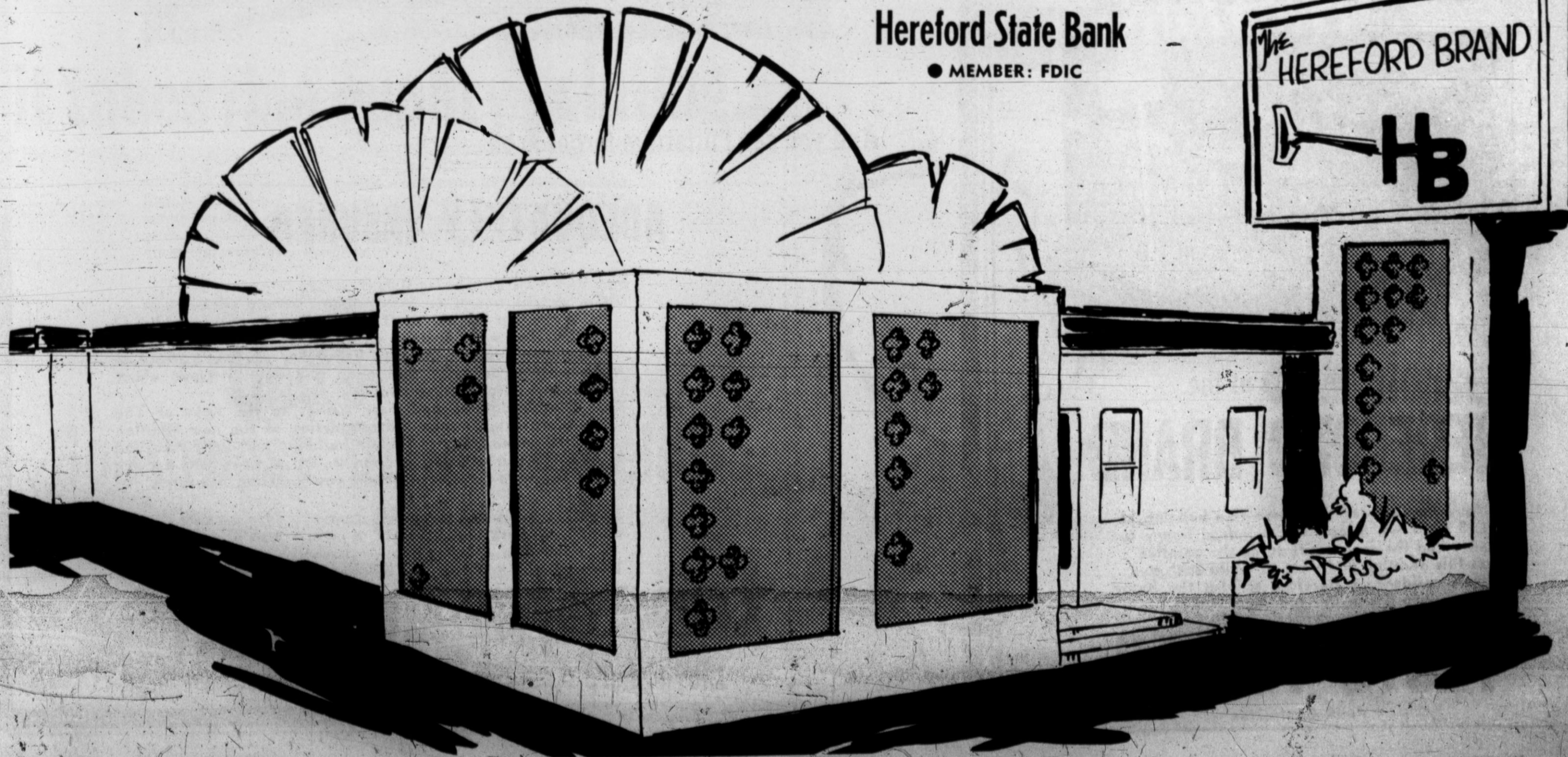
the open house today

2 to 5 p.m.

at

The Hereford Brand

The Hereford Brand has just complete an extensive building and remodeling program and we would like to take this opportunity to express our sincere congratulations and best wishes for continued success. The Brand's building program demonstrates their faith in a growing community . . . a community that has always been on the move and will always continue to be. Be sure to drop by The Brand today and look over their new facilities. You'll enjoy the tour.





LEADERSHIP SYMPOSIUM — A two-session class in leadership, with emphasis on committee work in various organizations, was conducted in the County Bull Barn Monday and Tuesday evenings, sponsored by Deaf Smith County Program, Building Committee and the National Secretaries Association chapter, with cooperation of the Texas Extension Service. Larry Burleson, organization specialist with the Extension Service from headquarters at A&M University, begins the keynote speech, upper left, after introduction by Jean Kennedy, NSA president. NSA members were at the registration desk, upper right. A part of the audience is shown listening to Burleson's address, lower photo.

J. W. Robinson Addresses Kiwanis

J. W. Robinson, in an address to members of the Kiwanis Club Thursday at noon, emphasized the point that a philanthropist is not necessarily one who counts his money in the thousands and millions, but also one who dispenses good will and service.

Robinson, himself a member of Lion's Club with a 17-year perfect attendance record, urged members of the Kiwanis Club to put forth their best efforts in and for their club.

Centering his address upon the theme of service club membership, Robinson used three lions as examples of club members: A lion in a zoo—an attraction, but limited in activities; a lion in a circus: a main attraction, full of tricks, but must have an audience before he can perform, and when not performing for an audience, sits quietly

in the background. This lion must also have an elaborate introduction.

The third lion is one in the jungle. He is a member of a pack, or group, and participates effectively as a member of the group, and needs no introduction.

Likening service club membership to the community well of old times, Robinson reminded members that residents of the village brought many different types and sizes of water containers to the well, but each container took the water and the water took the shape of the vessel. Using clubs as a fountain of knowledge and learning, or the village well, he pointed out that the vessels, or members of the club, take in the projects, etc., and use it to dispense goodwill and service to the community and others.



J. W. Robinson

Results of the recent Pancake Supper were announced, and members learned that ticket sales this year almost doubled those of last year, with \$850 in tickets being sold. Bobby Owens, having sold the highest number of tickets at 200, was awarded one month's dues as a result of his work.

YOU CAN'T AFFORD TO FORGET



the big

OPEN HOUSE

this afternoon, 2 to 5 p.m.

at the

HEREFORD BRAND



And you can't afford to forget to be . . .

ADEQUATELY INSURED

We're not as old as The Hereford Brand (established 1901), but we've learned an awful lot in our years in the insurance business. And we know that you can't afford to be without adequate insurance. See Ken or Lloyd about your insurance problems today.

Congratulations and Best Wishes to the folks at The Hereford Brand, upon the completion of the new addition and the remodeling of the old building. It's really nice and we know you're going to enjoy it. We at Lone Star Agency are happy to be able to handle your building insurance.

Lone Star Agency

Lloyd Sharp

Ken Rogers

BEST WISHES



to the folks at the

HEREFORD BRAND

Upon the completion of your fine building at 130 West 4th Street. We're indeed happy to have had the opportunity to do the painting on this addition and want to invite each and every resident of Hereford to visit the Brand today, 2 to 5 p.m. for the Open House.

FLOYD TUCKER

Paint Contractor

Progress Report On FHA Loans

Over 910 rural Texas families were given a chance to break their economic barriers with economic opportunity loans in fiscal 1967, according to James Gouddy, Farmers Home Administration County Supervisor.

County Supervisor Gouddy reported on progress of a lending program administered by the U. S. Department of Agriculture's FHA for the U. S. Office of Economic Opportunity.

The past fiscal year, ending

June 30, saw 797 loans totaling \$1,478,139 made to individual rural families in the lowest group to provide tools, supplies, and working space they need in order to earn a better income.

Another 114 families, members of rural cooperatives, benefited from the 17 loans advanced to groups in fiscal 1967 by the FHA Loans totaling \$231,170 were used to develop new cooperatives or improve existing organizations ranging in membership from 3 to 58 families, each.

Since the start of the EO loan program in January 1965, over \$3.9 million in individual loans have gone to 2,296 rural families, and more than \$335,620 in group loans have been advanced to 29 cooperatives involving about 1,067 rural families.

Gouddy pointed out that individual economic opportunity loan borrowers are following over 27 different kinds of non-agricultural enterprises, in addition to farming as a result of the helping hand extended them through the program. Individual loans average \$1,732 a family with a maximum of \$3,500 in effect.

Under the program, cooperatives, unlike individual families, are not limited in the amount of financial assistance they receive but in fiscal 1967 group loans averaged \$13,598. Through the cooperative, low-income people gain the use of equipment or facilities they cannot afford individually.

"Opportunity loans are doing a tremendous job," Gouddy said, "in helping low-income rural people overcome their most common handicap — a lack of money or credit to equip themselves for the more profitable work they might do if they had the tools."

"The loans stake them to the things they need for a profitable farming enterprise — or — to in-

crease their income by following a trade or performing a service needed in their home communities."

Gouddy said cooperatives formed under the program operate farm machinery or provide supplies, markets, and work centers for the benefit of low-income rural people.

Both cooperative and individual economic opportunity loans are made through 139 FHA local offices serving all rural counties in Texas. Deaf Smith and Oldham counties are served by the Hereford office located at 313 West 3rd St.

World War I Vets Gathered At Lake Texoma

World War I veterans of the 90th Division were honored at a special Golden Anniversary Reunion on Nov. 15 at Lake Texoma Lodge, Kingston, Okla.

W. J. Smith, 513 Avenue J, was the only veteran from Hereford attending the event which had veterans from more than 35 states attending. Smith and E. J. Keeth of Clinton, Okla. were the only two members of the 357th Infantry Band of the 90th Division attending.

For most of the veterans, this was a nostalgic reunion, and for many who were making their first reunion, it was the first time they had seen members of their WWI platoon since it broke up at the end of the war.

More than 700 old soldiers and their wives attended the reunion, which featured exhibits; musical entertainment, and an address by Governor Bartlett at a Saturday night banquet.

Golfer Frank Beard set a PGA season record by playing the Hartford and Westchester, N. Y., tournaments without getting a bogey on 84 straight holes. He was 70 or under in Hartford's four rounds yet tied only for seventh.

Courthouse Records

VEHICLE REGISTRATIONS

H. E. Wester, 1961 Ford; LeRoy K. Williamson, 1966 Chev.; O. T. Tice, 1961 Chrys.; Richard M. Castillo, 1958 Chev.; Jim Perrin, 1955 Ford; Francisca Villarreal, 1966 Olds.; Calisto Loya, 1951 Chev.; Ivan L. Block, 1968 Buick; Maria G. Torres, 1954 Ford Bus.; Arvell Williams, 1961 Dodge Pu.; Pedro Ballardo, 1959 Pont.; James Strain, 1955 Dodge; R. G. Batten Jr., 1961 Dodge.

Pedro A. Cantu, 1968 Chev.; Lloyd Newton, 1968 Chev. Grn. Bd.; Victor Cantu, 1964 Chev.; Jessie M. Perez, 1964 Chev.; Charles E. Harrington, 1950 Chev. Ambulance; Joe Ramirez, 1951 Chev. Bus.; Maria G. Torres, 1962 Olds.; Bobby Wilcox, 1957 Chev.; The Brand Publishing Company, 1967 Pont. The Brand Publishing Co., 1965 Chev.; The Brand Publishing Co., 1962 Rambler; Bettie Lou Randell, 1955 Chev.

Delfino M. Vitela, 1963 Ford 1/2 T.; Robert M. Jones, 1966 Chev.; Grady H. Dodd, 1956 Intl. Trk.; Rodolfo De Leon, 1955 Ford Pu.; Melvin May, 1966 Chev. Pu.; Claudia M. Hicks, 1965 Chev. Pu.; Jimmy Marchman, 1963 Ford; John Kerr, 1960 Chev.; Earnest Clark Jr., 1960 Rambler; Ralph Sears, 1962 Chev. Pu.; Earlene Kropff, 1964 Olds.

Kenneth M. Stevens, 1958 Chev.; Shur-Gro Liquid Feed Co., 1968 Kentworth Trk. Tra.; Frank E. Scott, 1962 Chev.; Ronnie Andrews, 1968 Buick; Glen D. Springer, 1965 Pont.; Guy T. Cornelius, 1964 Chev.; Norman E. Miller, 1963 Chev.; Pablo Aguirre, 1954 Chev.; Arnold Wall, 1960 Intl. Tr. Tra.; Arnold Wall, 1959 Lufkin Dump; Pete Encinas, 1956 Chev. 1/2 T.; Moody Stephan, 1968 Ply.; Fred Turner, 1960 Ford Pu.

Paulino C. Aldapo, 1957 Chev. Texas Cumings, 1968 Chev. 1/2 T.; E. C. Reinauer, 1968 Chev. Pu.; Bill Lyman, 1963 Chev.; E. C. Reinauer, 1968 Chev. Pu.; Samie West, 1967 Kawasaki;

Durwood E. Burton, 1960 Olds.; Willie Bob Steward, 1966 Dodge; Charlie Howery, 1956 Chev.; Foster Hill, 1968 Chev.; El Camino; James Andrew Williams, 1962 Chev.; J. C. Reese, 1966 Chev.; Eusebio Reyna, 1958 Dodge; Troy Walker, 1968 Dodge; Patricia Estrado, 1964 Ford; Longoria, 1955 Dodge.

H. L. Word, 1959 Chev.; Apolonio Dennett, 1957 Cad.; James L. Pickens, 1959 Ford; Eddie Collins, 1967 Dodge Van.; Francisco H. Trevino, 1966 Buick; Nemecio Reyna Jr., 1963 Buick; Lee Tice, 1962 Ply.; Bob Meador, 1950 Chev.; J. J. Goodin, 1957 Intl. Pu.; Benancio Rivera, 1961 Ply.; Geo. H. Hanegan, 1957 Dodge Pu.; Alfonso Bosquez, 1959 Ford.

Alejo Aquillen, 1968 Chev.; Lecadio Estrada, 1968 Chev. Trk Cab.; John Takaos-Helen L. Takaos, 1968 Chev. Pu.; Dalton Coffee, 1968 Chev. Pu.; O. O. Smith, 1968 Chev. Pu.; O. R. Brooks, 1961 Buick; O. R. Brooks, 1967 Kawasaki; Geo. E. Turrentine, 1964 Pont.; Grady H. Rogers, 1968 Olds.; Bill Viegel, 1968 Buick; Bill Stevens, 1963 Chev. Pu.; T. L. Bryant, 1963 Cad.

Jim Pugh, 1966 Chrys.; Jose N. Vasquez, 1962 Chev.; O. H. Majors, 1967 Chev. Pu.; Kenneth E. Hart, 1967 Ford; Glenn Watts, 1967 Ford; Billy D. Provenca, 1956 Dodge; Enrique Garcia, 1962 Pont.; Gene Drum-

Mark Reached In Cotton Harvest

The South Plains cotton harvest reached the 100,000 bale mark during the week ending Thursday, according to W. K. Palmer, in charge of the Lubbock Cotton Classing Office of

the USDA. Samples received at Lubbock, Brownfield and Lamesa had reached a seasonal high of approximately 10,000 daily when the unfavorable weather conditions slowed the harvest.

The three South Plains offices classed 40,000 samples during the week ending Wednesday. The Lubbock office classed 27,000 of this total, the Brownfield Office 10,000 and the Lamesa Office 3,000.

Through Wednesday the Lubbock Office had classed 53,000 samples of this year's crop, the Brownfield Office 26,000 and the Lamesa Office 7,000 this brought the total for the season for the three offices to 86,000. Through Wednesday of last year the three South Plains classing offices had classed 92,000 samples of the 1966 crop.

Trading increased in the new crop cotton on the Lubbock market and prices were \$5.00 to \$10.00 per bale higher. Cotton prices paid South Plains farmers, as reported by the Consumer and Marketing Service of the USDA, ranged from \$19.00 per bale over the loan for high grade, short staple cotton to \$65.00 per bale over the loan for high grade cotton having staple length of 1.3-3.2 and longer.

Average prices paid for the most predominant qualities in the 3.5 to 4.9 micronaire range

Fertilizer Course Set For Dimmitt

DIMMITT — Two meetings of a fertilizer short course are scheduled in the Dimmitt High School Cafeteria. The first one will be held on Monday at 7:30 p. m., and the second one is set for Nov. 27 at 6:30 p. m.

Presentation on fertilizer needs for the area and pertinent fertilizer research will be included in the meetings, sponsored jointly by the Extension Service and the Texas Plant Food Educational Society.

Registration for the short-course will be \$5 which will be collected at the first meeting, and will cover a notebook of the proceedings and a dinner at the final meeting.

Justin McBride, Deaf Smith County Agent, encourages all interested persons to attend.

were: Middling 15-16 — 19.80, Middling 31-32 — 21.15; Middling 1-1-8 — 23.60; Middling 1-1-8-18.80, Strict Low Middling 15-16-18.80, Strict Low Middling 31-32-19.45; Strict Low Middling 1-1-8 — 21.60; Strict Low Middling 1-1-8 — 35.30; Middling Light Spotted 15-16 — 18.95, and Middling Light Spotted 31-32 — 19.70.

Prices paid farmers for cottonseed ranged from \$50 to \$57 per ton.

Letter To The Editor

Dear Editor:
Monday, Hereford citizens were dreadfully awakened to the fact that Vietnam is not so far away. With the announcement that one of our local sons has fallen victim of this "far-away" war, it brings the war right to our own town.

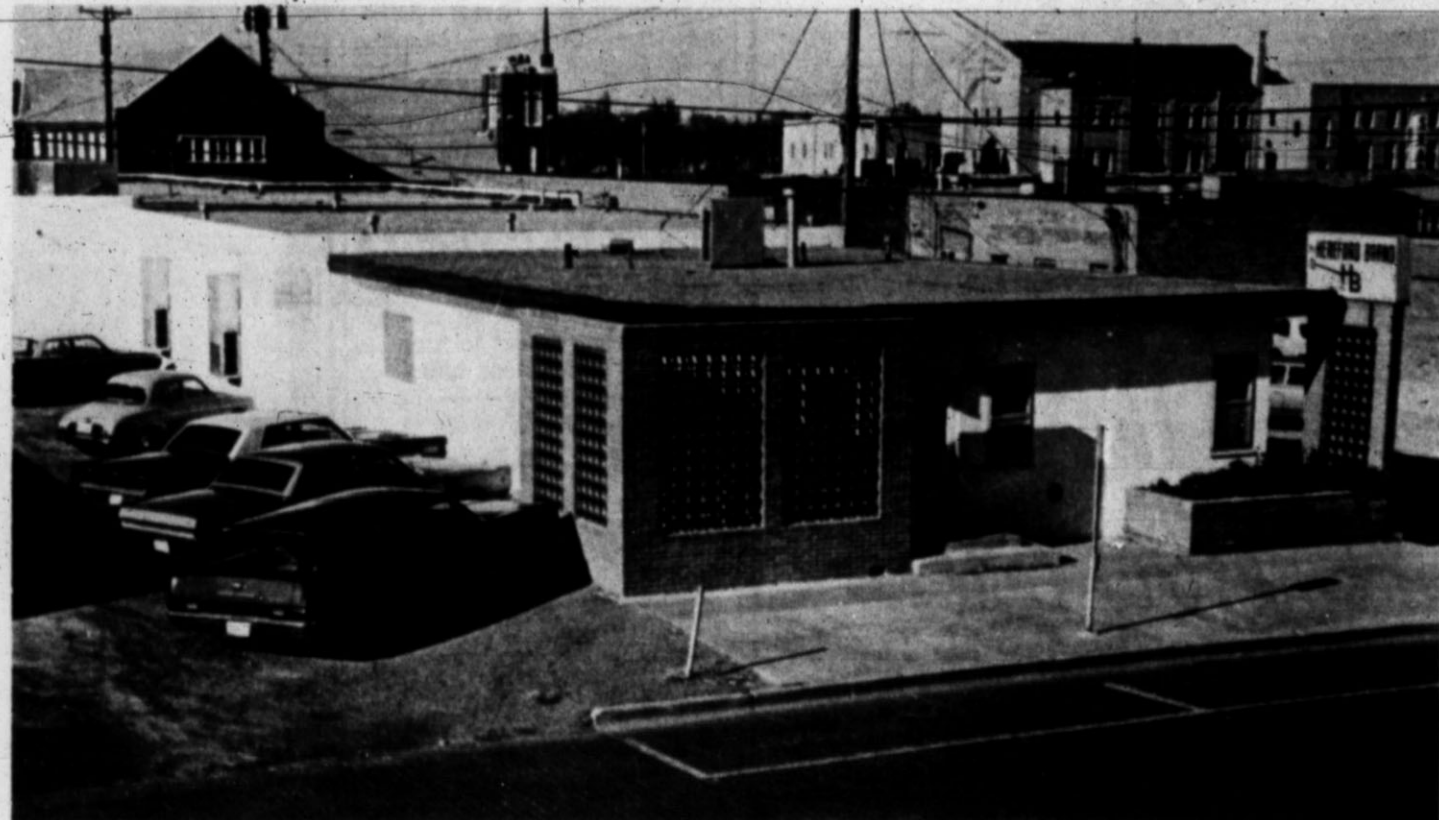
No matter what our political belief, whether we are "for" or "against" the way the war is being fought, we still must face the awful fact that our boys are there and that some do not come back.

In some way, it is my feeling, the citizens of Hereford should pay their respects, in some organized way, to this boy and the thousands who have fallen before him and will die yet before this conflict is ended.

Be it a voluntary store closing for the one hour at the time of the funeral services of this young Hereford man, or in some other fitting manner, I believe the patriotic people of Hereford should show their respect.

Sincerely,
Mrs. Paul Zinser
Route 5 Hereford, Tex

It's A Pleasure To Say . . .
CONGRATULATIONS
And Best Wishes



it takes fine quality printing...

... to produce a fine newspaper like The Hereford Brand. Southwest Offset, Inc., founded in 1961, now prints many weekly and semi-weekly newspaper, plus two state periodicals, books and other printing in its two plants located in Hereford and Amarillo.

We realize of course, that it takes hard work and care to meet the quality standards set up by our friends in the newspaper business . . .

that's where Southwest Offset excels!

May we take a minute to express our sincere Congratulations and Best Wishes to The Hereford Brand — one of our first printing customers — and to invite everyone to attend the Open House scheduled today at The Brand from 2 to 5 p.m.

SOUTHWEST OFFSET, INC.

Hereford

Amarillo



to the folks at the
HEREFORD BRAND

... upon the completion of your new addition and remodeling program. It's a pleasure to offer our sincere Best Wishes. We're happy to have had a part in the construction of this fine addition.

We Invite You To Attend
OPEN HOUSE
at The Brand
2 to 5 p.m. - today!

Hereford Welding

Carl Mosley

Frio News

MRS. OWEN ANDREWS' Brand Correspondent
 Rev. and Mrs. Sam Ogan, Sammy, Debbie and Anna Ruth Andrews spent the weekend in Salida, Colo. visiting the Temple Baptist Church there. Rev. Ogan pastored that church about three years beginning in 1959. The church was celebrating its 15th anniversary and Rev. Ogan was a guest speaker for the occasion.

Preaching at Frio both services Sunday was Rev. Gene Brock, of Hereford. He is a native of Chillicothe, and teaches Special Education at La Plata Junior High. His daughter, Brenda, accompanied him for the evening service.

Frio Homemakers Club met Tuesday in the home of Mrs. Owen Andrews, with Mrs. Herbert Bruns in charge of the program on "Christmas Ideas". Numerous things which were handmade and samples and recipes of candies and decorated cookies were brought, and exchanged by those attending. Mrs. Tommy Sparkman was elected vice president for next year, replacing Mrs. Marvin

Welty who plans to move out of the community. Plans were made for the Community Thanksgiving supper to be held at Easter Community Center on Nov. 21. Cotton Johns film "On the Square" is to be shown after the basket supper.

Attending the meeting Tuesday were Mesdames Frank Robbins, Carlton Dobbins, Chesley Johnston, Laura Littrell, T.L. Sparkman, Jr., Annie Springer, Dee Taylor, James Brown, Herbert Bruns and Miss Alma Andrews.

Mrs. Raymond Martin, of Mansfield, Ind., came last Sunday to visit a couple of weeks in the home of her daughter, Mrs. Fritz Smith and family. On Sunday, Mrs. Smith's brother, Buddy Ames and Mrs. Ames of Amarillo also visited the Smiths.

Mr. and Mrs. Carlton Dobbins, Mr. and Mrs. Robert Dobbins and family and the Edgar Vinson family attended the 60 Anniversary of Drasco Baptist Church, former home church of the family. Four former pastors gathered for the occasion. The two Dobbins families also visited relatives in that area during the weekend, including Mrs. Dobbins father, G.W. Scott and brother, C.R. Scott, at Abilene, the M.L. Dobbins at Drasco and Carltons sister, Mrs. Leon Daniel and Mr. Daniel at Winters.

The Oyd Ellerd family has moved into north Hereford, in the Bluebonnet Addition, recently. The family mobile home has been located on the Carlson farm on the intersection of the County Line road and the Frio Draw for several years.

Ann and Cay Zetzsche are visiting the Herbert Bruns and Owen Andrews Wednesday through Sunday while their parents the George Zetzsches, are in Austin. They also planned to visit his brother, James Zetzsche and family at Houston.

Several from here attended a G.A. workshop at First Baptist Church, Dimmitt, Saturday. Adults attending were Mesdame Clark Andrews, Charles Self, Earl Harkins, Gregg Jones. Intermediate girls attending were Andrea Axe, Billie Faye Manion, and Diana Adams and Junior girls were Brenda West, Cathy Waldrip, Beverley Cole and Patty Robbins.

Mr. and Mrs. Joe Streun and children took supper, Thursday night, with the James Dobbs. The Streuns are living in Canyon now, but expect to move to this area in the near future.

Kaija Lane Speaks To Club

Kaija Lane, the Hereford High female exchange student from Finland, was the special guest speaker at the Cuntinta Horizon Club group last Monday.

The girls met at 7:30 p.m. at the Camp Fire Hut. Kaija, more commonly known as Katie, spoke to the girls about her home - Savifaipale, Finland.

The girls were then encouraged to ask Katie questions about Finland. After the discussion, everyone enjoyed the refreshments furnished by members of the group. Those present were Karen Bain, Prissy Crume, Debbie Gholston, Cynthia Lea, Rhonda Stewark, Ann Mims, Shirley Turner, Dianne London, and sponsor, Mrs. Baxter London. Dianne London was elected as the new Secretary, Treasurer for the group.

Before spreading a sponge-cake roll with jelly, be sure to break up the jelly with a fork.

Cattle Feeders To Meet In Amarillo

AMARILLO — The future direction of cattle feeding in the Southwest will be the main topic of the first annual meeting of the Texas Cattle Feeders' Association, to be held Monday and Tuesday in Amarillo.

Carrothers President of the association stated that "Leading authorities in the feeding and allied industries will express their views on the subject of feeding development. In addition to cattle feeders, packers, bankers, ranchers, nutritionists, researchers, order buyers and representatives of the agricultural press will take part on the two-day annual meeting pro-

gram." The meeting will begin Monday, at 2:30 p.m. with the Holiday Inn West as the meeting headquarters. A highlight of the meeting program on Monday will be a panel, "The packing industry looks at the plains." Representatives of packers now operating in the region, as well as representatives of packers building or planning new packing facilities, will participate on the panel.

Paul Engler and Joe Easley, both Hereford feeders, will take part in the Tuesday afternoon panel discussions. Engler will outline plans to

improve the marketing system and work toward increased livestock profits.

Easley will participate in a discussion on the subject, "How Far Will Feeding Development Go On The Plains?"

Also included in the discussion is Dr. Willard Williams, head of the Department of Agricultural Economics at Texas Technological College in Lubbock.

The ladies have not been left out of the meeting completely. A luncheon and style show have been planned for Tuesday afternoon, along with a dinner-dance Tuesday evening.

Tom Herrick, Amarillo feeder and chairman of the planning committee, said, "All functions of the annual meeting program are open and we invite all feeders and those interested in the feeding industry to at-

Rotary Governor To Visit Here

R.G. Mills of Amarillo, District Governor of Rotary International, will be welcomed to Hereford today by members of the local organization.

Mills will be present at 3:30 today for the Club assembly at the Hereford State Bank and also will speak during the regular noon meeting of the organization Monday at Jones Restaurant.

While in Hereford, Mills will confer with Les Combs, presi-

tend and take part in the discussions. Advance-reservations indicate that attendance at the first annual meeting of the Association will exceed four hundred.

dent of the local Rotary Club, and other club officers to obtain information on the club's plans for its service activities and to offer suggestions on Rotary administrative matters.

Mills is one of 283 Rotary governors in all parts of the world who are serving as the sole representative of Rotary International in districts comprised of member clubs. Each district leader is responsible for supervising the clubs in his area. More than 12,900 Rotary clubs in 135 countries are supervised by Rotary governors.

A member and past president of the Rotary Club of Amarillo, Mills is vice president of Clowe & Cowan, Inc. He was elected to office at the Rotary convention in Nice, France, last May, and will serve until next June 30. There are 46 clubs in Mills' district.



LION OF THE MONTH — R. E. "Bob" Cooper, foreground, receives a plaque designating him as "Lion of the Month" from Lion President Rocky Lee. The presentation was made during the regular noon meeting of the organization Wednesday and a film titled "Year of the Lion" also was shown. It was announced during the meeting that the club's Loud Tie contest will be held during the Wednesday meeting this week. District Lion Governor Ken Waugh of Canyon also is expected to attend.



We're New In The Publishing Field

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THE SUNDAY BRAND Editorials

The Sunday Brand, Hereford, Texas, Sunday, November 12, 1967 Page Seventeen

Farm Organizations Frown On Corporation Farming

We notice with interest that some farm organization leaders are declaring an open war against corporation farming and, while we recognize some merit to their idea, the campaign appears a bit out of order in addition to being somewhat un-American in theory.

Maybe we are prejudiced, living out in this country of huge farms and mass agricultural production, but to set up a board to decide who can farm and who cannot would appear unconstitutional — if this means anything these days. By the same token, would we declare that no farmer could operate some other type of corporation or perhaps even buy stocks?

The government keeps telling us that the world will run out of food in the next few generations; so why should we penalize initiative and efficiency. In fact, the only logical reason we can imagine for prohibiting corporations from farming would be a fear of stiffer competition for other farmers, and from what we have seen of corporations, we doubt if any of them

could hold a candle to some of the farmers in Deaf Smith, Parmer and Castro Counties.

Holly Sugar, for instance, is in the livestock feeding business, a companion program to farming, and we have never heard any complaints from other legitimate feeders. Most of our vegetable processing is also corporation operated and changing this system might well strangle the entire industry.

Besides, we cannot see why corporations would go into the farming business in the first place. Without doubt, farm income is far, far below that of other enterprises in this period of inflation. A little corporate know-how might even get something done on a national level to give the farmer a better break on the national party levels.

Besides, it would not hurt some of the big corporations to learn how the other half lives. A few years in the farming business, and maybe they will appreciate us more — if half of what our farmer friends tell us is true.

Growth Hampered Without Good Local Government

Growth and progress are wonderful for any small community, and Hereford has indeed enjoyed a tremendous appreciation in this direction during the past decade. At the same time, like freedom, growth brings with it changes, some disadvantages and a host of responsibilities.

The Wilson Company plant scheduled to begin construction here in April 1968, for instance, is projected to employ 225 persons, plus executive personnel. Ultimately, this means that Hereford will grow approximately 1,000 in population; it also means a surge in housing construction, more sales for local merchants, and more business in general. Furthermore, it will sooner or later mean more schools, additional water and fire facilities, more policemen and more county facilities. These things have occurred in the past, and they are bound to occur again in the future.

One of the reasons the community has grown, of course, has been interested, intelligent public officials and, more than ever before, we will need this same type of people in our city, county and school posts. While good officials alone are not enough to insure advancement, growth is definitely hampered without them.

As in all growing communities, land values today are definitely more than they were 10 years ago. If the new packing installation does afford jobs for 225 people, it is highly probable that we will also note investment in rental properties which in the past have been rather scarce in the area, just as we have recorded new types of loan sources and other service institutions during the past decade.

Present growth can be traced directly to the presence of intelligent, interested people who have been willing to contribute of their time, abilities and resources in behalf of the community. We have these type of people

new, and it is equally important that we continue to have them in the future, — if we continue to grow as a community. We also are inherently fortunate in that our population is composed chiefly of people who are interested in progress and community growth, people who accept strangers and make them welcome as part of the community.

How far Hereford will go is limited, in our opinion, by how well we live up to the responsibilities outlined above. With the strides we have already made things will no doubt become easier in that we will grow considerably from inertia of the progress already started. The greatest hazard will no doubt occur from a degree of complacency which could easily result from previous achievements. This happens to towns, just as it happens to football and baseball teams. In addition, we can also expect stepped up competition from other areas across the nation.

Meanwhile, we do have a wonderful country. One of the few which is growing while most non-metropolitan communities are floundering along the way. Enlisting our new citizens seems to us possibly even more important than keeping our old ones on the job. What the future holds depends mostly upon us, and we should always remember:

A town never stands still. It either continues to grow, or it starts rolling down hill.

Hard Water - Healthy Drink

There may be some dispute about the benefits of hard liquor, but to one medical expert, there is no question that hard water is the thing to drink. "To drink hard water is good. To drink soft water is bad," says Dr. Arthur G. Schock of the Southwestern Medical Foundation in Dallas, Texas.

According to studies done in Sweden, Great Britain and the United States, he says ailments of age like heart disease and bonesoftening are "significantly more prevalent" where the drinking water is soft than in areas where it is hard.

The trouble is, our water supplies are geared to industry, whose use of water is tremendous while the amount of water we drink is infinitesimal in comparison. Municipal authorities often "purify" water by softening it, thus removing essential minerals, charges the doctor. The reason is that soft water requires less soap (saving money for commercial laundries) and that boiler pipes do not form scale (saving money for other industries).

To bolster his case for natural water, he cites records of Hernando de Soto's explorations of the New World. The Spanish explorer "found Indians of many tribes, at peace; sharing the recuperative waters" at what later was called Mountain Valley, Ark.

Short of everyone finding the fountain of youth by going out and buying bottled spring water, Schock contends that water companies could supply dual service just as power and light companies do — one source for human consumption, another for washing and grass growing, etc. — Jackson (Miss.) Daily News

PLEASE ACCEPT OUR INVITATION ...



Sam Gentry Is Number 1

After something like seven weeks of school, there was still one member of my pledge class that I hadn't met. He and I had both pledged a service fraternity at the beginning of the fall semester; evidently he had more spirit than I did because he really has added up the hours in work projects.

His name is Sam Gentry, and he is leading the pledge class like no other pledge has done before. His name is signed in daily at the fraternity's office and his signature is up on every work project around the University of Texas' main campus and in the Austin community; Sam is a real go-getter.

My curiosity concerning Sam Gentry was aroused. As chairman of the requirements committee, I certainly should know Sam Gentry. For awhile, it was quite understandable. The organization is not a social fraternity, and the guys don't have their own house. You see the group together not more than once a week, and even then the ranks are thin. Though I hadn't met Sam, he had been a darned good example for me and for other pledges as well. As long as Sam Gentry was around, anyone wanting to be Number One in our pledge class would really have to work.

Sam was just the man the active chapter needed to keep the pledge class on the ball. How the actives ever found Sam is beyond me.

Today I met Sam Gentry. He looks a lot like Santa Claus — one of those fellows you always wait around to see and who for some reason never shows up. I think this is something like his eighth semester as a pledge in Alpha Phi Omega.

Sam serves his purpose. Like other pseudo goals in our competitive society, he drives us on to meet the demands of our colleagues. As far as the fraternity is concerned, that means lots of hours of civic work.

If it weren't for the Sams in our American social structure, we would be sitting around with a lot more lead in our pants. Go-getters like Sam are welcome in any crowd. He knows how to get people to move.

Yes, pledges, there is a Sam Gentry.

—Larry Fuhrmann

... from the Brand's files

50 YEARS AGO

The signing of the armistice was followed by prompt orders from the War Department calling off the existing draft calls and demobilizing the men enroute to camp. This order caught three of Deaf Smith County's contingent on the road at Slaton, Tuesday, and they arrived home Wednesday morning, looking a little bewildered at their sudden change.

Thursday afternoon an automobile driven by Reese Hough and the delivery truck of Lem Carlyle had a collision in front of the Cash and Carry Store which resulted in a broken front axle for the truck. Mr. Hough was driving south and the truck was coming around the lamppost in the center of the street and heading west. Mr. Hough's brake failed to work. Fortunately, no one was hurt.

The Brand is late this week owing to a temperamental out break on the part of our linotype. A linotype is like a Prima Donna — hard to handle at times, without apparent reason.

We are sorry. Such irritating delays are hard on the disposition and very bad for business. But such is the life in a newspaper office.

The nurse volunteers are now being called out, three having left in the past week. Miss Bonnie McPherson of Dimmitt left Friday for Ft. Worth where she will visit for a few days before reporting for duty. Misses Oma Landrum and Irene Williams also received their calls. Miss Landrum left Saturday and Miss Williams Thursday, both to report at Fort Sam Houston.

A new Red Cross class in Elementary Hygiene and Home Care of the Sick will be started soon. A meeting for the organization of the class is called for next Saturday afternoon, November 16 at 3:00 p. m. at the courthouse. All those interested please be there at that hour. Mrs. Seth B. Holman, Chairman.

The Thursday Brand received a Soldiers Mail Postcard which says: "The ship on which I sailed has arrived safely overseas," and was signed by Captain W. F. Babbert. Of course, there was no date on the card.

Dr. Babbert left here several weeks ago. He is a member of the Medical Corps, 11 Sanitary Train, 11 Division A, E. F.

25 YEARS AGO

Beauty treatments and bond sales go together. That is the gist of the announcement made this week by Ona Faye Smith and Ruth Bouser of the Beauty Mart and Chaffin-Aid Studios who state that they are now specializing in the sale of war bonds and stamps and are hoping to make a war security sale to each customer who gets a regular appointment.

Part of a nation-wide campaign by the beauty industry, the local drive is intended to show that beauty shops are doing their share in the war effort and to prove that they are entitled to a fair share of the materials now hit by war shortages.

Pointing out that the post office department now is starting the most gigantic task in its history, the movement of a deluge of Christmas parcels, cards and letters while maintaining the flow of millions of pieces of mail to and from our armed forces all over the world, Postmaster J. R. Lipscomb today requested the fullest measure of public cooperation in seeing that the Christmas mail gets through.

O. K. Tire Shop, 313 Main, Hereford, has this week completed installation of a new O. K. Recap Machine and announced that they can do recap work equal in quality to any available in this section.

The new high-pressure machine can operate on 15, 16, 17, or 18 inch tires and the high pressure method has a tendency to eliminate sidewall heat.

With 45 members already participating and an even larger attendance expected Monday evening, practice sessions on Handel's Messiah are being held each week at the Methodist Church, according to Miss Mattie May Swisher, director.

F. A. Gyles, Henry Hastings, and E. S. Ireland have been appointed to the special gas rationing panel of the Deaf Smith County War Price and Rationing Board, it was announced this week.

The new committee will meet in the commissioners court room, but no meeting dates have yet been set pending more definite announcements of the starting date for mileage rationing.

MAIN STREET, U. S. A.

GOP Has Nine Months Left To Nominate A "Winner"

By BERT MILLS

Washington, D.C.—Victory is the name of the game in politics and the professionals who control the destiny of the Republican Party have only about nine months left to nominate a candidate they believe can be a winner in 1968.

Next August the G.O.P. convention in Miami will choose its man. As of now, there are five major contenders but no named candidates. The possibilities are Richard Nixon, George Romney, Nelson Rockefeller, Ronald Reagan and Charles Percy.

It will be a distinct surprise if one of these five is not chosen. The upcoming campaign does not look like the year for a dark horse. One good reason is that the Republicans think '68 will be their year and therefore the nomination is a richer prize than usual. It is easier to get the G.O.P. nomination when a Democratic victory is foreseen.

In 1964, Barry Goldwater had the Republican nomination in

his pocket before the convention began. This is not likely to be true in 1968. The primaries will eliminate some prospects, it is expected, but a party consensus is unlikely before the Miami meeting. Many favorite son candidates will want to remain in the running until the convention meets.

Rank-and-file voters have little to say about who gets a party's nomination. The pros who do the work and raise the money become the convention delegates, and they are the ones who bestow the prize. Their principal consideration is to name a man who can win.

Nixon Needs Primary Wins Today's Republican front-runner is former Vice President Nixon. His problem is to shed the loser label he acquired when he was nosed out by John F. Kennedy in the 1960 Presidential race, followed by a losing effort to become Governor of California in 1962. Of all the contenders, the primary results are most important to Nixon.

Nixon will stake his chances on the first two state primaries, in New Hampshire and Wisconsin. He has announced he will withdraw from the race if he loses both of these contests. He must prove his popularity early, and if he does he could have a downhill road to the nomination.

Of all the possibilities, Nixon has been on the national scene the longest. This would prove to be both an asset and a liability. He has a background as a Representative, Senator and Vice President, and has far more experience in foreign affairs than any other G.O.P. possibility. On the other hand, voters may regard him as shop-worn.

If Nixon's effort fails, Michigan's Governor Romney might emerge as top man. He was the front-runner until a few months ago. He not only won reelection last year but showed strong enough coattails to support a Senator and five Representatives. That kind of performance impresses the political pros.

Romney lost his role as favorite because of some injudicious remarks on several subjects, including Vietnam. He has also alienated the Goldwater wing of the party because of his refusal to support the Arizonaan in 1964. The seriousness of this offense against party regularity is un-

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THE BOOTLEG —Philosopher

Editor's note: The Bootleg Philosopher on his hindweed grass farm takes a look at the national political scene this week. We don't know what he sees.

Dear editor: Although political writers don't seem to have much better luck predicting elections than sports writers predicting football games, neither group ever gives up and right now, according to all the newspapers I've found out here in the past few weeks, the speculation is centering on who's going to run for President next year.

I won't go into all the names, politicians are like honorees at a wedding, if you leave one out of the paper you're in trouble, but one of the men being speculated on by the writers, Gov. Rockefeller of New York, when asked if he was considering running, said he didn't want to be President. This seemed to shock the political writers, but not me. I know exactly how he feels.

We might as well face up to it, being President of the United States is not all it's cracked up to be. The salary isn't bad, but that basketball player, Wilt Chamberlain, makes over twice as much and has never been picketed.

Sure, the President gets to fly in an airplane, but millions of Americans fly every week and nobody writes editorials about them.

It's one thing to be able to walk out of your office and go to your ranch when you want to, but you're not getting away from your job because if you're a President it follows you wherever you go.

The average man has enough to do handling his job, his health, his family, his in-laws and his neighbors, but a President has all those plus Congress and 200 squabbling nations on earth, not to mention university professors, the Gallup poll, and 200 million American tax payers.

In fact, when you stack it all up, you begin to have a strong feeling for the position of the man who doesn't want to be President, but this doesn't seem to make any difference and I doubt if the office will ever go vacant. Right now there are men all over the country clamoring for the job, but not being a political writer I won't predict who's going to get it. I don't even have any idea of who's going to win Friday's game between Hereford and Dumas.

Yours faithfully,
J. A.

THE Sunday Brand

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Hereford, Texas 79045

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ASSOCIATION
AFFILIATE MEMBER

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Melvin Young, General Manager
Tom Porter, News Editor
Mrs. Floyd Coleman, Women's Editor
Vic Bryant Jr., Advertising Manager
Jim O'Hair, Mechanical Superintendent



EAGLE SCOUT PRESENTATION — right) district executive, and Frank Ford Jr., at left, Scoutmaster of Troop 52. J. W. Dickerson is an institutional representative for the First Methodist Church to the Boy Scouts of America. Pictured with Dickerson are his parents; Bill Phillips, (at

High Scouting Awards Given

Jimmy Dickerson received an Eagle Scout badge and Randy Cromer became the first scout in the history of Troop 52 to receive a Scout Lifeguard in advancement ceremonies held on Monday night of that troop.

Dickerson is the son of Mr. and Mrs. J. W. Dickerson, 519 Ave. J., and Cromer is the son of Mr. and Mrs. William S. Seyfert, 113 Aspen.

Other scouts receiving ad-

vancements in rank and Merit Badges include: Dale Hairgrove, David Myers and Ralph Waits, Life Scout; John Stoy, First Class, and Mike Aven, Second Class.

Seven youths received advances to Tenderfoot rank, including Jerry Brock, Tom Conway, Craig Barton, Tom Seaton, Joe Zepeda, Steve Bryan, and Bob-

by Fields. Carl Brown and Randy Cor-

liss received Bronze Palm merit badges, while Bobby Alexander won a badge for Painting. Scott Turner for Den Chief's Tab and Cord, and David Meyers for Personal Fitness.

Terry Roberts won Merit Badges for Pets, Dog Care, Personal Fitness, Masonry, and Safety, and Terry Seyfert took seven badges for Painting, Gardening, Fishing, Dog Care, Motor Boating, Auto Safety, and Pets.

Scott Turner took a Merit Badge for Camping, James Waits for Camping and Firemanship and Ralph Waits for Firemanship, Camping, and Painting.

Receiving Recruit Badges were Scott Turner, Dewey Taylor, Craig Barton, John Stoy,

Main Street

Continued from page 17 derlined by the estimate that about half of the 1968 Republican convention delegates will be people who supported Goldwater last time.

Romney is an excellent campaigner. He will go all out to defeat Nixon and others in the New Hampshire primary next February. A smashing victory could restore him to his former position as the favorite in the nomination race.

Rockefeller A Non-Candidate
New York's Governor Rockefeller has come a cropper in past efforts to win the Presidential nomination and now says "I do not want to be President." He is supporting Romney. However, recent polls show Rockefeller could defeat President Johnson by a wider margin than any other Republican. If Romney goes down the drain in the primaries which Rockefeller will not enter, the picture could change in a hurry.

A third Governor, Reagan of California, is another non-candidate who has been on the rise of late. He is championed by right wing conservatives. He is not expected to be a contender in New Hampshire but may be on the ballot in later primaries. Nixon will probably have to fall if Reagan is to rise.

The fifth and longest shot is Illinois' Senator Percy, a freshman in Washington who is not well known nationally. His chances depend on the elimination of others ranked ahead of him. He might well wind up as the nominee for Vice President. If not, his opportunity may come in a future year, for he is only 48. He is the youngest of the Republican possibilities.

Fruit fritters made a delectable accompaniment to fried chicken or ham; or the fritters may be served as a dessert. For the latter use, accompany the fritters with a dessert sauce.

Dan Hawes, and Mike Cortiss. Kevin Young received merit badges for Cooking and Nature.



LIFEGUARD PRESENTED — Randy Cromer, son of Mr. and Mrs. William S. Seyfert of 113 Aspen, became the first scout in the history of Troop 52 to receive a Scout Lifeguard when he was honored during ceremonies Monday night. Shown with Cromer are Bill Phillips, (at left) District executive for the Tierra Blanca District of the Boy Scouts, and Frank Ford Jr., Troop 52 Scoutmaster.

KPAN-AM
860 Kc

KPAN-FM
106.3 mc

"Sound Citizen" Radio for the Panhandle.



extends sincere

for all your
INSURANCE NEEDS
see
J. W. Robinson
today!

BEST WISHES

to the folks at the

Hereford Brand

and invite each and every one to attend the . . .

OPEN HOUSE

at The Brand, 130 W. 4th St.
today, 2 to 5 p.m.

ROBINSON INS. AGENCY

BEST WISHES

to the folks at

The
Hereford Brand

upon the completion of your

New Addition

George Tiefel

Tile Contractor

Talk of Texas

By JACK MAGUIRE

ASSASSINATION IN DALLAS — President John F. Kennedy was not the first U. S. government official to be killed on the streets of Dallas.

On June 23, 1877, U. S. Commissioner Ben Long was ordered in the shadow of the Dallas County Courthouse. Long and a friend had gone to a nearby tavern when two men and a woman at an adjoining table started to leave without paying for their drinks.

Long stopped the group and, reminded them that they hadn't paid. One of the men replied that he had no money, but would go and get some from a friend and return.

Fifteen minutes later, the customer reappeared, announced that he now had the necessary change and emptied a five-barreled gun at Long and his friend. The friend was wounded superficially in the arm, but Long died from a bullet in the chest.

POPEYE'S PORT — Closest water of any kind to the Zavala County town of Crystal City is the sluggish Rio Grande River. But the town boasts two statues of its patron saint — a famous sailor.

He's Popeye, hero of a comic strip that once was published in more than 500 papers. Crystal City made him the town's patron saint because he became an invincible fighter after eating a can of spinach. It happens that the Crystal City area produces more than half of all the spinach grown in the U. S.

ONLY YESTERDAY — Less than 80 years ago, a herd of wild mustangs used the present site of Texas Technological College in Lubbock as a pasture.

DO-IT-YOURSELF HISTORIAN — Moscow, in Polk County, may someday boast more historical markers than any town of its size in Texas.

That's because of W. C. Fancher, retired Moscow postmaster and history buff. He also happens to be a printer who doesn't like the way the Texas Historical Survey Commission edits the information it puts on official markers.

Now instead of asking the Historical Commission to erect a plaque in Moscow, Fancher does his own. He writes as much material as he wants included, sets it in type, then has it engraved on metal. Several of Fancher's historical markers already are in place in Moscow and others are in work.

WHERE IT BEGAN — Chili powder, the ground seasoning that any cook can add to meat, beans and water to produce a gastronomic delight, originated in San Antonio.

In 1896, a merchant named William Gebhardt ground up some dried chili peppers, added other seasoning and came up with a product that has become a staple ingredient of the Mexican dish known around the world.

WHITE COUNTRY — Three Texas counties — Borden, Kennedy and McMullen — reported no non-white residents in the last U. S. census.



We do not believe in trying to change the image of our American patriots and heroes but when it comes to debunking the characters of the lower strata in our history, we are for it. By this we mean removing the shine from the Belle Star saga, as is done by Harry Gilstrap in his story in the new Magazine.

For this reason, this particular story is my choice of the latest issue. But all of the features are exceptionally good. Each article shows a tremendous amount of research and second parts of the series begun in the preceding issues held up well and carried well to the climax of the episodes.

So much unused material and pictures, never before printed—prevented repetition of tales already known.

Since this magazine is printed in our town and written by area writers we can be proud of it. Whether you subscribe for yourself or send it as a gift it is bound to be well received.

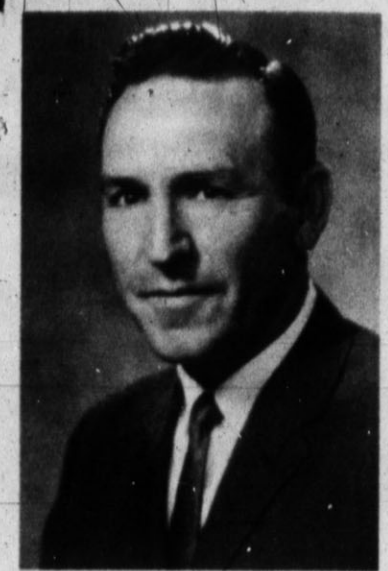
Another magazine worth your attention is the Saturday Review for September 23, 1967.

It is made up of articles of various slants on California. These give us new insight to a state which is considered our last frontier. It is our state with the most and greatest problems. The people are attacking these with the boldness of a pioneer.

(of which only one in four is native born) its wonderful year round climate all are big factors in their way of life. Its present politics, the governor and his

charming wife hold the attention today, not only of their own state but of the nation. If you have not already read this article you will find it well worth your time.

Corinne J. Neely



Westway Pastor Leaves Church

Closing a four-year pastorate at Westway Baptist Church, the Rev. James G. Martin preached his farewell sermon there last Sunday morning following his recent resignation.

The pastor and his family were honored at a dinner by the congregation after the service, and were presented gifts with messages of appreciation. A large crowd of friends from over the Westway community was present.

Plans for the future were not announced by the minister. The Martin family has moved from the Westway parsonage to 119 Beach. Rev. Martin is available for supply and interim work in Hereford.

At a church meeting Wednesday evening, Mrs. H. E. Owens, Lawrence Baird, Mrs. Olen Baird and Daniel Reed were named as a pulpit committee to seek a successor to Martin as Westway pastor.

Major League Bowling Action

Hap Arnold was named "Bowler of the Week" as the result of compiling a score of 651 in Major League bowling.

L. J. Clark rolled a 556 to take the High 3 Game Individual honors; Cagle Davis had a 222 score for the High Single Game; Summerfield Fertilizer and Hedrick Dodge tied for the High 3 Game Team honors with a score of 3001 each, and Summerfield Fertilizer and Sunset Lanes also tied for the High Single Game Team honors with a score of 1030.

In the games Tuesday night, Summerfield Fertilizer won over the Ink Spot, 4-0; Hedrick Dodge beat Sunset Lanes, 3-1; West Park "66" beat Hacker & Son Meat Co. 3-1; Hereford Flying Service beat City Cab Co. 3-1, and Klub Island Capri and Boyd Machine Shop tied 2-2.

Standings include Hereford Flying Service 22-10; Summerfield Fertilizer 21-11; Ink Spot, 21-11; Hedrick Dodge, 17-15; Klub Island Capri, 17-15; Hacker & Son Meat Co., 14-18; Sunset Lanes, 14-18; City Cab Co., 13-19; West Park "66," 11-21, and Boyd Machine Shop, 10-22.

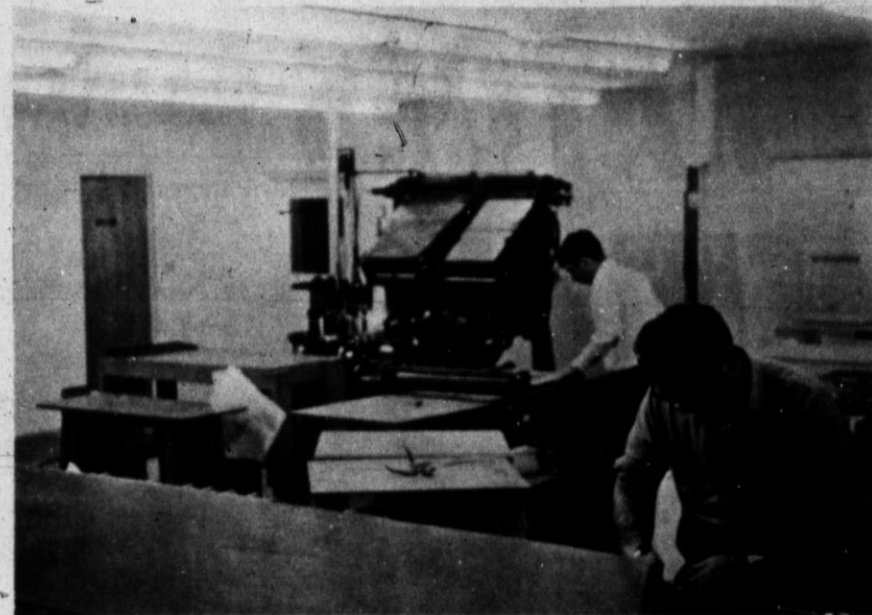
Optimists Order Christmas Trees

The annual Optimist Christmas Tree sale project is well on its way out of the planning stage, as 1,150 trees are expected to arrive the day after Thanksgiving.

According to Optimist Bill Phipps, the sale will take place in the same location as last year, next to Taylor and Son's Food store. Included in this year's selection will be Canadian Fir trees and Scottish pine trees. Price of the trees will be similar to last year's price of \$1.00 and up. The club collected \$1100.00 in last year's tree sales.

WINNING TD NULLIFIED — EAST LANSING, Mich. — It looked like Michigan State had upset strong Southern California Spartan players were congratulating end Allen Brennen after he caught a Jimmy Raye forward pass for a touchdown. Then an official dropped a red flag and the TD was nullified and Michigan State trailed 21-17. That was the final score. The touchdown which wasn't allowed climaxed an 84-yard drive against the Trojans.

BEST WISHES



to the folks at the

HEREFORD BRAND

upon the completion of your new addition. It's a pleasure to work with you and we want to extend our sincere Best Wishes for continued success.

LEON BELL



Our Sincere

BEST WISHES

to the folks at

The Hereford Brand

upon the completion and occupancy of your new addition and the remodeling of the old building. It's nice and we know you're going to enjoy it.

Businessmen throughout the Hereford area enjoy better working conditions when their offices are furnished with fine furniture from THE INK SPOT. Check your office today — modernize now.

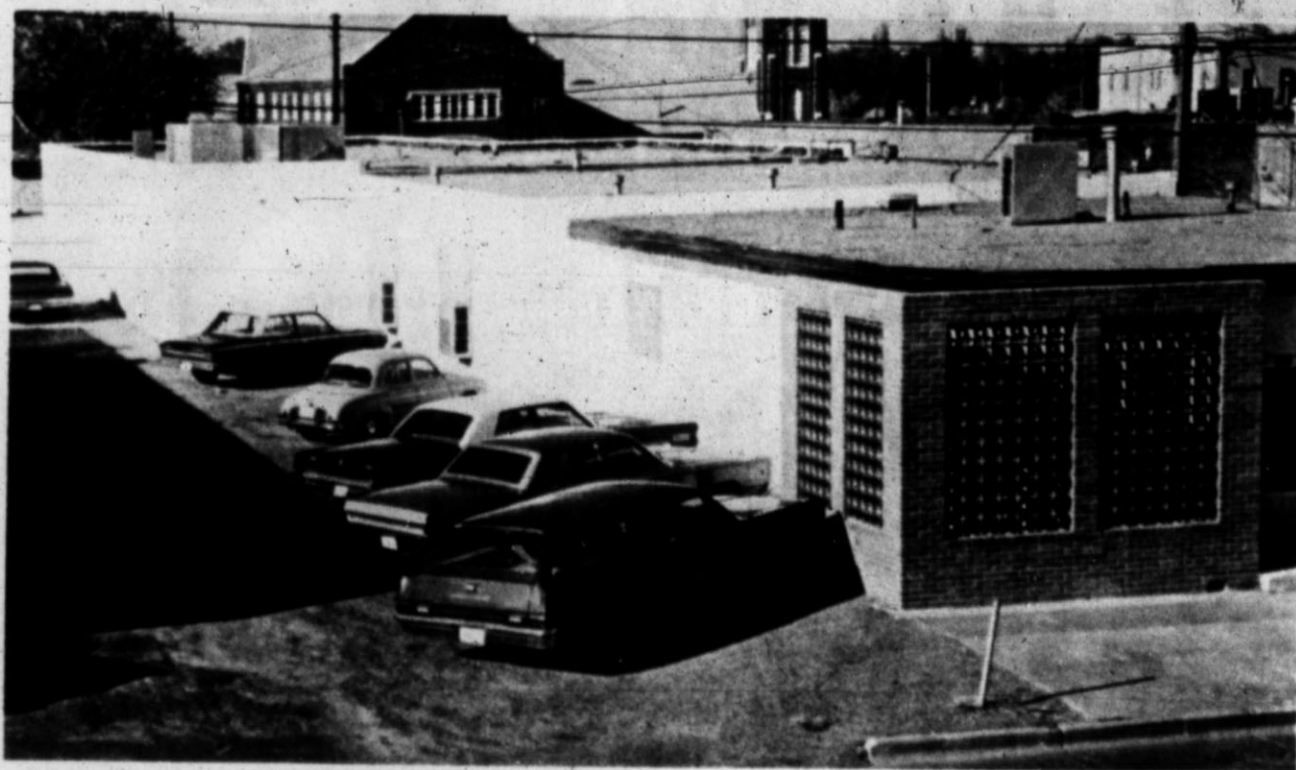


Printing And Office Supply

144 W. 4th

Phone 364-0430

CONGRATULATIONS



And Best Wishes

to the folks at

The Hereford Brand

upon the completion of your new addition and remodeling program. We know you're going to enjoy your new quarters, and we know you'll appreciate the many advantages of your economical gas heat.

May we take this opportunity to extend to you, our sincere Best Wishes, and to invite the public to attend the Open House scheduled from 2 to 5 p.m. today.

Pioneer Natural Gas Company

Special Low Prices On Hunts Canned Foods!

PEACHES Hunts Sliced and Halves No. 2 1/2 Can **25¢**
CATSUP Hunts Real Tomato Catsup SAVE 5c **2** 14-oz. btl. **49¢**
TOMATOES Hunts Ripe & Stewed Tomatoes SAVE 25c **5** No. 300 cans **\$1.00**
COCKTAIL Hunts Fruit Cocktail SAVE 15c **5** No. 300 cans **\$1.00**

Sauce Hunts Tomato Sauce SAVE 2c **8-oz. can 10c**
Sauce Hunts Tomato Sauce with cheese or mushrooms SAVE 8c **2** 8-oz. cans **25c**
Juice Hunts Real Tomato Juice SAVE 4c **8** 300 cans **\$1.00**

HUNTS PORK & BEANS
 SAVE 4c
11¢
 No. 300 can

Maryland Sweet
YAMS
2 LBS. FOR **25¢**

RUSSETS
 Fry, Bake, Cream or Boil
POTATOES 100 LB. BAG \$2.89
 RED POTATOES U.S. No. 2 Red McClure 20 lb. bag 59¢
BULK POTATOES
 U.S. No. 1 Red or U.S. No. 1 Russet **10** lbs. for only **39¢**

SAFEWAY'S CASH JACKPOT!

\$100.00



US No. 1 Russets All Purpose
RUSSET POTATOES 10 lb. bag **47¢**
 US No. 1 Reds
RED POTATOES 5 lb. bag **29¢**
 US No. 1 Russets
RUSSET POTATOES 5 lb. bag **33¢**
 Small Size New Potatoes
NEW POTATOES 2 lb. bag **25¢**

RUSSET POTATOES
 US No. 2 Russets All Purpose
 20 lb. bag **69¢**
RED POTATOES
 US No. 1 Reds All Purpose
 10-lb. bag **43¢**

Wonderful Meat at SAFEWAY!



PORK CHOPS

Center Cut Rib Sweet & Tender lb. **79¢**
 Center Cut Loin Lean & Meaty lb. **89¢**
 First Cut Rib or Loin lb. **69¢**

Prices Are Good Thru Wednesday, Nov. 15th in Hereford

BACON

Ranch Style - Stage Coach Brand

2 LB. PKG. 98¢



FISH

CAPTAIN'S CHOICE
 Perch Fillets **3** 1-lb. pkg. **89¢**
 Fish Sticks **3** 8-oz. pk. **98¢**

DIPS

Lucerrié - Blue Tang, Onion, Bacon
 Horseradish, Garlic & Chili Dip

3 8-oz. pkgs. **89¢**
CHUCK ROAST

U.S.D.A. CHOICE BLADE CUT

lb. **49¢**



Bel Air Premium Quality Frozen Foods!

10-oz. Bel Air Peas
 10-oz. Bel Air Yellow Squash
 9-oz. Bel Air French Fries
 12-oz. Bel Air Spinach **5 FOR \$1.00**

You Can Bank On Saving At Safeway!

Margarine Empress Soft SAVE 17c **3** 1-lb. pkgs. **\$1**
 Parmesan Lucerne Grated Cheese SAVE 9c **3-oz. can 29¢**
 Buttermilk Lucerne Dairy Best **1/2 gal. 39¢**
 Cinnamon Rolls Mrs. Wright's SAVE 25c **5** 4 1/2-oz. cans **\$1**

NEW
 FROM Campbell
3 Stout Hearted Soups
CHICKEN 'N DUMPLINGS 20c
HOT DOG BEAN 20c
 Vegetable and Beef **STOCKPOT** 20c

CRACKERS
 Busy Baker SAVE 4c **14-oz. pkg. 59¢**
CRACKERS
 Busy Baker SAVE 10c **2-lb. box 25¢**
DOG FOOD
 Pouch SAVE 16c **12 FOR \$1**

Pork Steak lb. **55¢**

50 BONUS STAMPS
 With the purchase of any 2 lbs. or more **GROUND BEEF**
 offer expires Nov. 15th

30 BONUS STAMPS
 With the purchase of a 1-lb. pkg **FRANKS**
 offer expires Nov. 15th

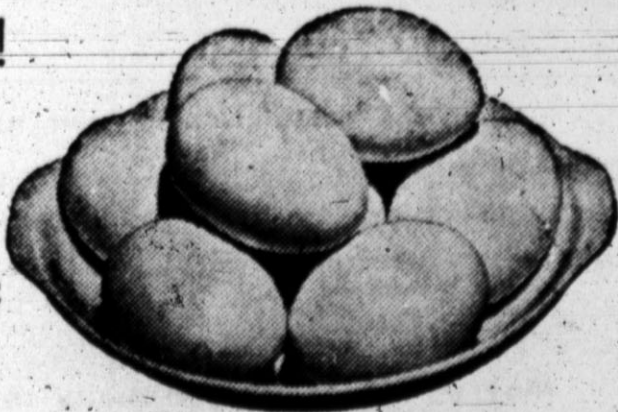
DOUBLE GUNN BROS. STAMPS WEDNESDAY
 (with purchase of \$2.50 or more)

Skylark Buns Hot Dog and Hamburger Buns **4** 8-ct. pkg. **\$1.00**
SALMON
 Tempest SAVE 13c **1-lb. can 58¢**

CLEANER
 Fantastic Spray **22-oz. can 49¢**

Shop Safeway And Save!

Ranch Style **Spaghetti** No. 300 can **19¢**
 Meadolake Margarine **Margarine** 1-lb. pkg. **27¢**
 Ranch Style Beans **Beans** **2** No. 300 can **33¢**
 Ranch Style Peas **Blackeyed Peas** No. 300 can **15¢**
 Gerbers Strained **Baby Food** 4 jars **39¢**



LARGE GUARANTEED
EGGS
 Breakfast Gem Grade 'A'
29¢
 DOZ. **Limit 3 Dozen**

CASCADE
 20-oz. box **47¢**



Copyright 1967, Safeway Stores, Inc.

Scotties Facial Tissue Save 24c **4** 200-ct. boxes **\$1**
 Scott Tissue Tissue SAVE 4c **4-roll pkg. 39¢**
 Gold Medal Flour 20c off. label **Flour** SAVE 36c 5-lb. bag **\$1.97**
 Star Kist Tuna **Tuna** SAVE .17c **3 1/2 cans \$1**
 Premium Saltines **Crackers** 1-lb. box **35¢**
 Ken L. Ration **Dog Food** SAVE 16c **4** 26-oz. cans **\$1**

SALVO
 38-oz. box **\$2.49**

Special Savings On Detergent!

SAVE 14c **DUZ** gt. box **69¢**
 SAVE 12c **BONUS** gt. box **69¢**
 SAVE 14c **DREFT** gt. box **69¢**
 SAVE 14c **CHEER** gt. box **69¢**
 SAVE 12c **DASH** gt. box **69¢**

SUNDAY, NOVEMBER 12, 1967

BLONDIE



CORA AND I HAD A BIG FIGHT LAST NIGHT, AND THIS MORNING SHE WOULDN'T SPEAK TO ME



LISTEN, BOSS... WHY NOT ASK BLONDIE TO PICK OUT A NICE GIFT FOR CORA THIS AFTERNOON?

GOOD—I'LL USE IT FOR A PEACE OFFERING



DON'T LET BLONDIE KNOW WHO THE GIFT IS FOR, OR SHE MIGHT TELL CORA

OKAY—I'LL PLAY IT COOL



BLONDIE, I WANT YOU TO DO AN IMPORTANT FAVOR FOR ME ON YOUR SHOPPING TRIP TODAY

OF COURSE, DEAR...



OH, GEE—I JUST REMEMBERED I'M NOT GOING SHOPPING THIS AFTERNOON



YES, BLONDIE—I'M GOING SHOPPING THIS AFTERNOON

OH, GOOD, CORA—WHILE YOU'RE DOWNTOWN WILL YOU DO ME A FAVOR?



SHE PROBABLY DOESN'T WANT TO SPEND MUCH... I'LL JUST BUY THIS CHEAP LITTLE BOTTLE OF PERFUME FOR HER



PLEASE TAKE THIS UP TO MR. BUMSTEAD'S OFFICE RIGHT AWAY, GURNEY

YES, MRS. DITHERS



AS LONG AS I'M HERE, I'LL GO UP AND APOLOGIZE TO JULIUS FOR TREATING HIM SO MEAN LAST NIGHT

J.C. DITHERS COMPANY



DARLING, I PICKED THIS LITTLE GIFT JUST FOR YOU AS A PEACE OFFERING

THE CHEAP PERFUME I BOUGHT!



IF WE WEREN'T OUT IN PUBLIC I REALLY WOULD LET YOU HAVE IT!



BUMSTEAD, YOU'RE FIRED!

MANDRAKE THE MAGICIAN



BY LEE FALK



THE WINNING NUMBER IS 17!

OUR NUMBER! SEE HOW EASY IT IS! STICK WITH ME AND YOU CAN'T LOSE.

ENOUGH NOW, BARON.



NONSENSE! PUT BOTH PILES ON 27!



I SAW SOMETHING ABOUT THAT JUDGE IN THE NEWSPAPER TODAY. WHAT WAS IT?



AND THE WINNING NUMBER IS 27!

BARON, IT'S BEST TO STOP NOW.

WHEN OUR LUCK IS SO HOT? NON-SENSE--PUT IT ALL ON 34!

THAT JUDGE-- WITH THE BARON?



RACKETEER CHIEFTAINS FACE SENTENCE TOMORROW
FEDERAL JUDGE TO WHIP

YES--HIS PHOTO WAS IN THE PAPER! WHAT'S HE DOING HERE?



THE WINNING NUMBER IS 33!

TOUGH--WE LOST. CARE TO TRY AGAIN, JUDGE?

I HAVE NO MORE MONEY. I BORROWED FROM YOU--

HOW DID I GET INTO THIS? YOU INVITED ME FOR DINNER-- FIRST THING I KNEW--

WE'LL DISCUSS IT.



NARDA, WAIT HERE. THERE'S SOMETHING FISHY ABOUT THIS. I'M GOING TO FIND OUT WHAT IT IS!



WHILE I'M WITH THE JUDGE, FIND OUT THE NAME OF THAT BEAUTY.

GOT YOU, BARON.



I OWE YOU \$50,000? IT WILL TAKE ME TEN YEARS TO PAY THAT BACK.

I NEED IT TOMORROW MORNING, JUDGE.



IMPOSSIBLE! I CAN'T RAISE THE MONEY--

I DON'T WANT THE MONEY--JUST A FAVOR--

WHAT DO YOU WANT?

MIND IF I JOIN YOU?

CONT'D NEXT WEEK

The PHANTOM

By Lee Falk



BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



Hi and Lois

by MORT WALKER and DIK BROWNE



TIM TYLER'S LUCK

by Lyman Young and Tom Massey



TIGER

by BUD BLAKE



GRANDMA

by Chas. Kuhn

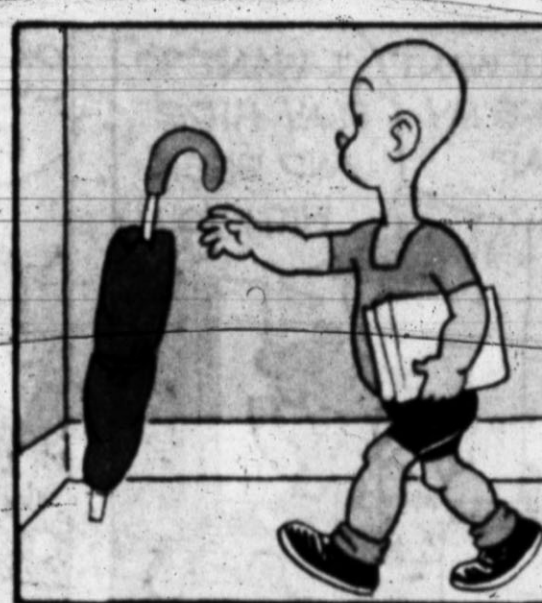
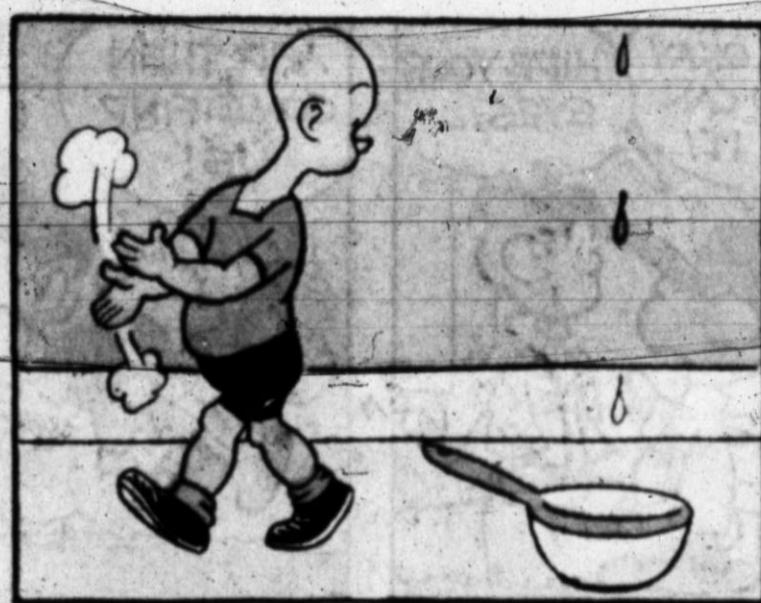
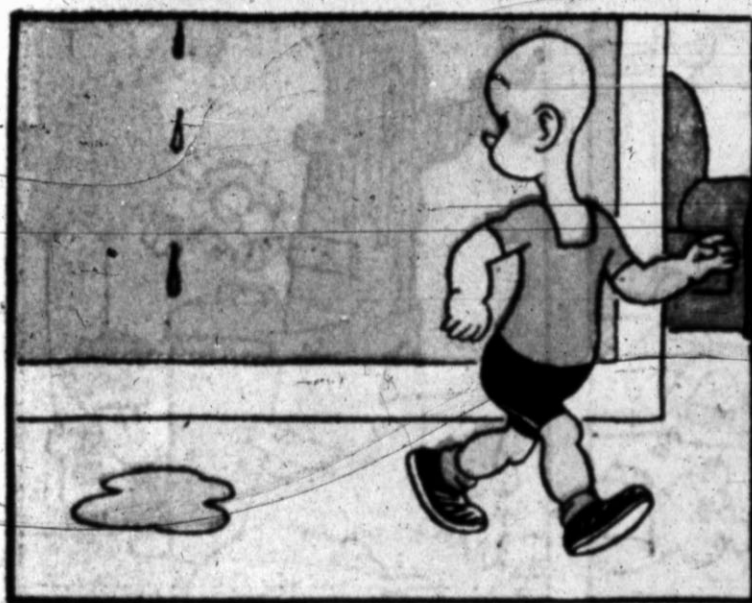


BUZ SAWYER Featuring His Pal Rosco Sweeney by **ROY CRANE**



HENRY

by **CARL ANDERSON**



The KATZENJAMMER KIDS

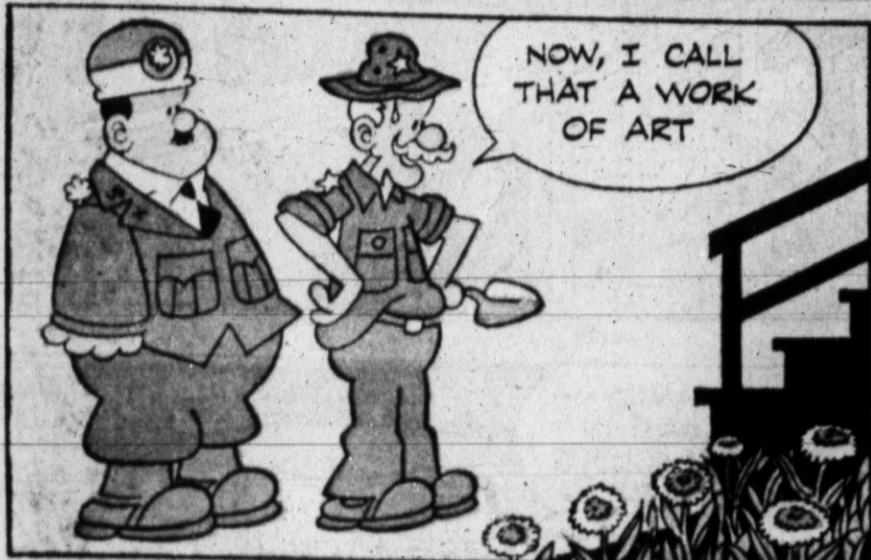
by **JOE MUSIAL**





beetle bailey

by mort walker



NOW, I CALL THAT A WORK OF ART

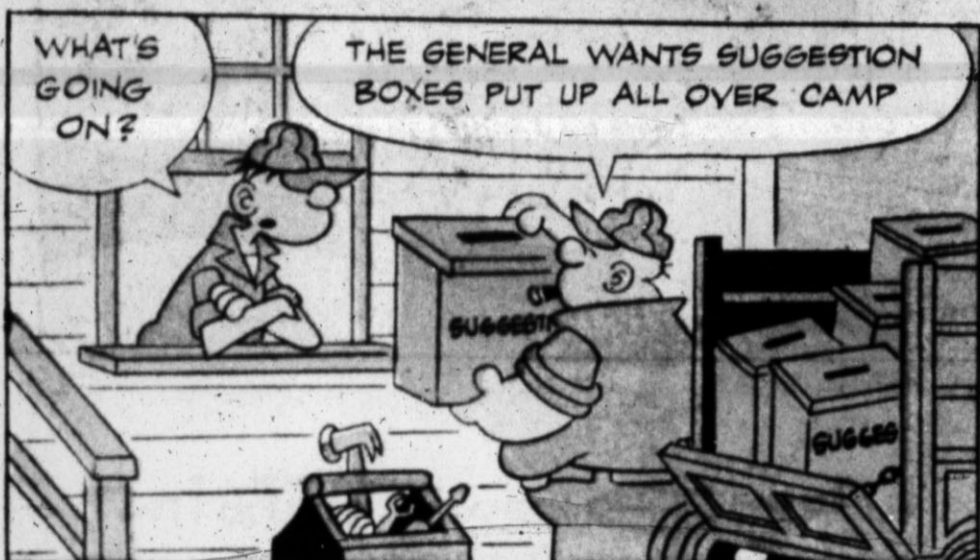


I WONDER WHY THE MEN NEVER COMMENT ON MY BEAUTIFUL GARDEN

OH, YOU KNOW HOW IT IS, SIR...



THEY'D PROBABLY LIKE TO, BUT IT'S TOO HARD GOING THROUGH CHANNELS TO GET TO YOU



WHAT'S GOING ON?

THE GENERAL WANTS SUGGESTION BOXES PUT UP ALL OVER CAMP



HOT DOG!

THIS IS WHAT I'VE WAITED FOR!



I HATE TO MENTION THE GENERAL BY NAME BUT IT'S THE ONLY HONEST WAY



EVERYONE FEELS THE WAY I DO...

SO I'LL JUST SIGN THEM ALL, "THE MEN OF CAMP SWAMPY."



HERE GOES! THIS WILL PROBABLY BE THE START OF SOMETHING BIG



11-12

MORT WALKER

FLASH GORDON

by MAC RABOY

FLASH OPENS THE HATCH OF A ROCKETSHIP BUILT BY HIS CAPTORS! AND HIS SUSPICIONS ARE CONFIRMED... IN AN UNEXPECTED WAY! SHRIIL WAR CRIES ECHO FROM WITHIN THE SHIP, AND...



ATTACK, NOBLE ATHENIANS! DEATH TO THE TROJANS!

?! GREEK WARRIORS!



AAA! FLASH! THE ROCKET IS A TRAP! LIKE THE HORSE OF TROY!



NEW CLOTHES? A GUN IN MY HAND?! WASN'T THERE A MINUTE AGO! BUT THIS IS NO TIME TO ASK QUESTIONS!



GREEK WARRIORS... HERE ON A DISTANT PLANET? MUST BE SHEER ILLUSION!

JUST KEEP FIRING! DON'T TEST IT OUT, ZARKOV!



SI! COME TO PANCHO, HOMBRES! HE FEEX YOU GOOD!



NEARBY, FLASH'S CAPTORS... THE UTRANS... WATCH THE COMBAT ON TELEVISION!

THEY STRAIN THE FACILITIES OF OUR ROBOT PRODUCTION STAFF, GORJU! PERHAPS WE SHOULD CALL A HALT TO ALL THIS!

BOSH! WE CAN PRODUCE ANYTHING THEIR SIMPLE MINDS CAN CONJURE UP! NOW WATCH...



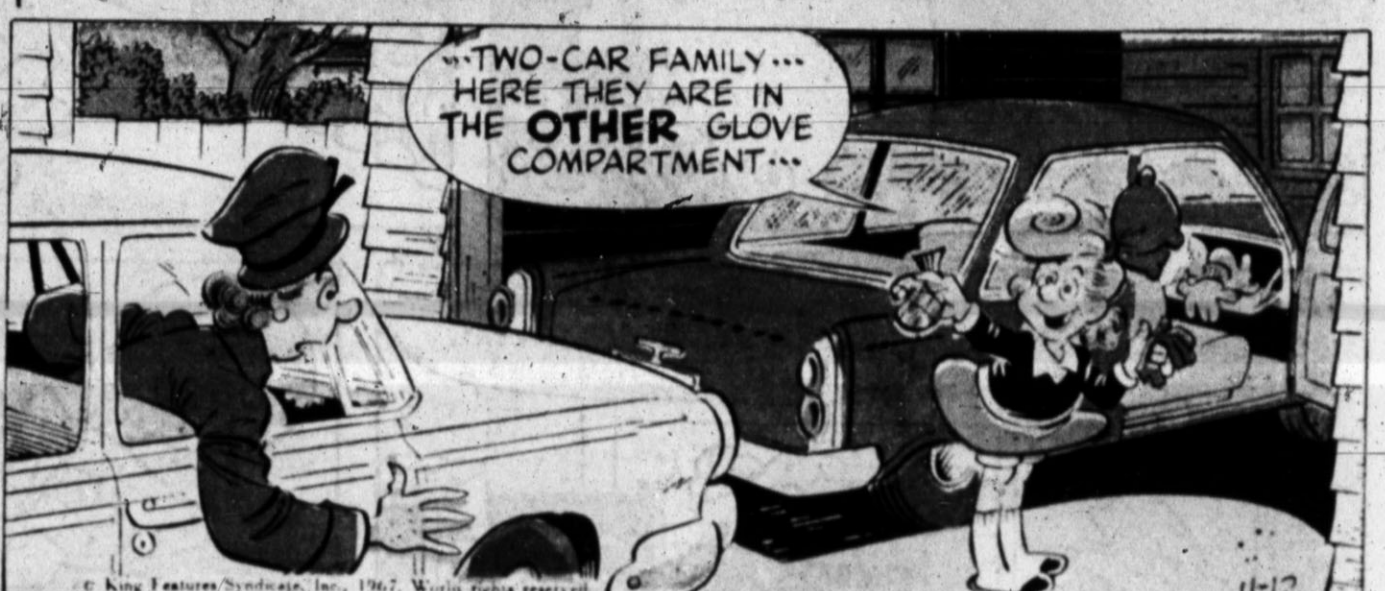
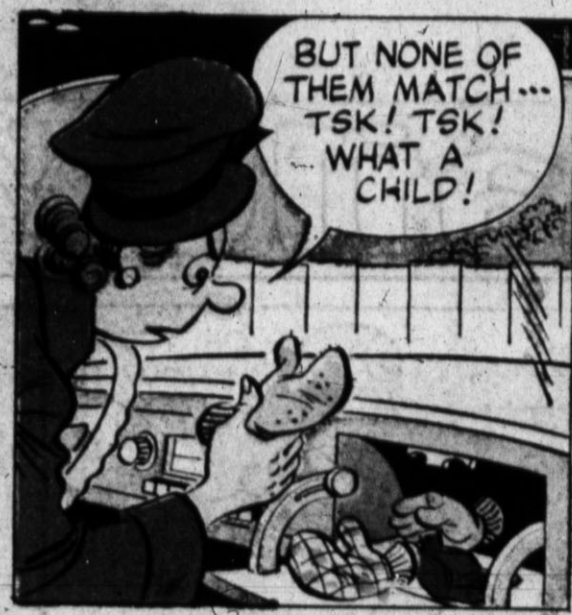
HIGHLY AMUSING! THESE EARTH-FOLK GIVE US THE BEST PROGRAM WE'VE EVER HAD!



CARAMBA?! A-A SIX-SHOOTER? AND IT GROWS IN MY HAND-- POOF! LIKE THAT! HA! YOU BACK-STICKER!

NEXT WEEK - THE MIND-SCANNER!

LITTLE IODINE



The Little Woman

by DON TORBIN



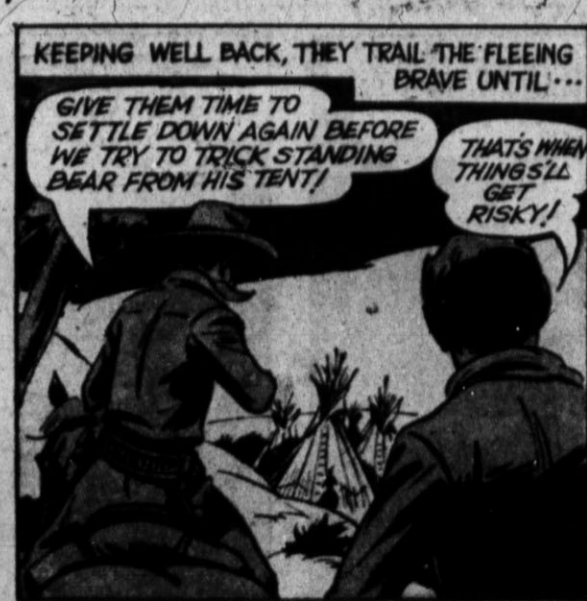
POPIEYIE

by BUD SAGENDORF



The LONE RANGER

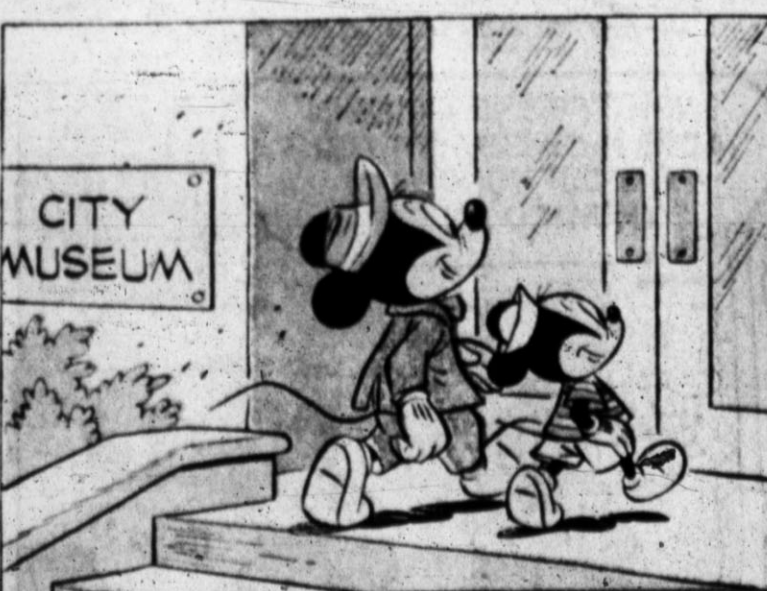
by Charles Flanders and Paul S. Newman



WALT DISNEY'S DONALD DUCK



WALT DISNEY'S MICKEY MOUSE



WALT DISNEY'S UNCLE REMUS

AND HIS TALES OF BRER RABBIT Adapted from the stories by JOEL CHANDLER HARRIS



MISTER BREGER

by Dave Breger



BARNEY GOOGLE and SNUFFY SMITH

by FRED LASSWELL

