

R. L. Ethridge
worked twenty minutes

R. L. Ethridge
last afternoon at work

Working On Telephones Can Be Interesting

By Naomi Hopson

It is interesting to see how a man can be so busy and yet so relaxed. R. L. Ethridge, a telephone repairman, is a good example of this. He is a man who has been working on telephones for many years and he has a lot of interesting stories to tell. One of the most interesting stories he told was about a time when he was working on a telephone in a woman's home. He was looking at the phone when he noticed a small object on the floor. He picked it up and found it was a small, round object. He was curious about it and decided to take it home with him. When he got home, he found out that it was a small, round object that was used to make a telephone ring. He was very interested in it and decided to keep it. He has since found out that it is a very rare object and that it is worth a lot of money. He is very proud of it and he has decided to keep it for the rest of his life.

While the rolls browned and the savory corn bread cooked the service man said that when he first came to Hereford that he was the only employee to take care of installation, servicing lines, and he adds with a grin, doing the janitor work.

It is interesting to see how a man can be so busy and yet so relaxed. R. L. Ethridge, a telephone repairman, is a good example of this. He is a man who has been working on telephones for many years and he has a lot of interesting stories to tell.

...not enough to do any damage to a line.
"I guess that I did look like a podder — people sure did kid me about pushing a cart around with my equipment. But that was better than carrying it all on my back," Ethridge mentioned.

In 1945 the company purchased a service car and things began looking up for the installation department.

One time the department had a phone installed in a woman's home. At that time most homes were party lines but many had only one person on them. The phone being installed was the second one on the party line.

After the woman realized that she had contacted her phone company she was so furious that the district manager had to come down.

The woman picked quilts and was quite proud of her collection. The district manager collected old money. He brought his money collection down and praised her quilts while she looked at his collection.

When James M. takes some things and extreme measures taken by customers, says Ethridge.

Ethridge put the second party line in the small oven house. This country of comes from the mountains. Popcorn is a muffin tin — I don't know why.

Ethridge and Mrs. Lois Rutter were married December 4, 1965. Some of the things that he'll do with my tape recording hobby depend on Lois," he explained.

The couple have already recorded the fifth Sunday at the Grace Episcopal Church.

See WORKING Page 2

Year-End Bank Deposits Surpass 1965 Records

Soaring past the 1965 year-end bank deposit totals which set a record for Deaf Smith County up to that date, deposits in the two Hereford banks at the close of business Dec. 31, 1966, amounted to \$27,053,074.36, an increase of \$823,375.56 over a year ago.

Combined resources of the two financial institutions reached \$30,331,057.21, a gain of \$1,184,116.37 over the \$29,146,940.84 reported for Dec. 31 of 1965.

The separate reports show deposits of \$18,553,617.56 and resources of \$21,036,256.03 for First National Bank for the final accounting of the past year; \$8,499,456.80 deposits and \$9,294,801.18 total resources for Hereford State Bank.

Comparative figures for the end of 1965 in First National Bank show \$18,287,059.34 on deposit and \$20,488,571.42 in resources. Hereford State Bank had \$7,942,639.46 in deposits, with resources of \$8,658,369.42 in its last-quarter report for 1965.

Total deposits on record at the other report periods of 1966, for both banks, showed \$26,409,001.17 at the end of the first quarter, \$25,594,845.52 in the report quarter, at the close of business for the third quarter, through March 31; \$22,810,262.61 for the September.

Young Farmers Plan Annual Livestock Show

Entries to Hereford Young Farmers Junior Livestock Show must be in by January 10 for the animals to be accepted, Show Superintendents Howard Hunter and Clark Andrews have announced.

The annual show for young stockmen will be held January 19, 20 and 21 at the Bull Barn in Hereford. Schedule for the sales will be: January 21, 1 p. m., champion lambs of each class, grand and reserve champion barrow, thirty top steers in the four county show will sell selected on a percentage basis, forty top lambs will sell in the four county show, and forty-eight barrows will sell in the four county show.

Judging schedule for the show is: barrows, Thursday, January 19 at 2 p. m.; lambs, January 20, 10 a. m.; steers, Friday, January 20, 2 p. m. and livestock judging, FFA and 4-H at 9 a. m. on Saturday.

All calves must be in place by 10 a. m. Thursday, January 19. All animals will be tagged at the time they are weighed. All livestock that is entered in the show must have been owned by the exhibitor and under the supervised feeding of the county agent or vocational agriculture teachers for certain lengths of time.

Carl Strauffuss and Layton Sawyer are division superintendents for steers, Lewis Block, L. Dee Taylor, Dave Honea, barrows and Kenneth DeHart and Don Howard, lambs.

The Hereford Brand

66TH YEAR — NO. 1 HEREFORD, TEXAS 79045, THURSDAY, JANUARY 5, 1967 18 PAGES

Jeff Roberson Funeral Rites Held Tuesday

The funeral of Jeff Farmer Roberson, 66, a resident of this county most of his life, was conducted in First Baptist Church Tuesday afternoon by the Rev. B. I. Davis, pastor. Mr. Roberson died in a local hospital Monday morning after an illness of three weeks.

A member of a family which settled in the Summerfield community in 1901, he farmed until 1937, then was in business in Hereford for a number of years. He had been semi-retired in recent years, operating a repair shop at his home, but continued his interest in farming and ranching by feeding cattle on a small scale.

He had once served as a Deaf Smith County Commissioner and was active in civic organizations. He was a veteran of military service in World War I and a member of First Baptist Church.

See JEFF Page 2



DUPLEX FIRE — Kenny Stevens and Clarence Strange work through a window of an apartment that was damaged extensively here Tuesday. (Hereford Brand Photo)

Damage Heavy In Fires

Two fires in less than one hour about noon Tuesday caused extensive damage to one half of a duplex apartment and slight damage to a large feeder truck.

The first fire, which the Hereford Volunteer Fire Department answered with one truck at 11:41 a. m., was short lived. Workmen at the Her-Tex Livestock Industries Inc., east of the city, said they were unloading feed with the five-ton feeder truck when it apparently backfired through the carburetor and caught the motor on fire.

Firemen had the blaze extinguished in minutes, with damage being limited to burned wires on the motor and the cab.

At 12:10 p. m., the second call came when the duplex apartment at 120 A. South Centre caught fire. All units were sent to the scene and firemen had control in about five minutes. They stayed at the scene for an hour.

Chamber Will Install Officers

Chamber of Commerce officers and directors for 1967 will be installed tonight. Installation dinner will be at Caisson's with Charles Lutz, Amarillo Chamber of Commerce president, serving as installing officer.

Neil Copper will be installed as president of the local chamber. Johnny Pool will accept responsibilities of vice president and Dub Hair will be treasurer. Raymond White, president, Hilary Aven, vice president and Russell Carver, treasurer, are the outgoing officers.

Also to be installed are the new directors, Jerry Detweiler, Ed Line, Earnest Langley and Dale Young.

Legion Adopts By-Laws Approves Leases, Sale

Members of Hereford American Legion Post No. 192, met Tuesday evening in a special session to consider passage of a set of by-laws for the corporation and to ratify all previous sales and leases of property in Veterans Park.

Problems arose when attorneys for F. D. Hill and attorneys for Curtis O. Roach questioned the legality of a lease agreement and a property purchase made by the two men respectively.

Hill had leased a 1.72 acre tract of land in the northeast part of Section 60, Block K-3, Deaf Smith County, Texas, for a period of 10 years, with an agreed rental of \$250 per year and with an option in favor of the lessee for a renewal of an additional 10 years at the same rental.

Roach had purchased a 14.52 acre tract of land from the veterans located in the southeast corner on property formerly used as a caliche pit. Both transactions had been approved by the two veterans organizations, but it was discovered recently that the American Legion did not have a set of by-laws under which to operate, making the legality of all prior sales and leases questionable.

A 14 Article set of by-laws was presented to The American Legion Tuesday night and with revisions, adopted by that group. The Legion membership also voted to ratify and confirm all prior leases, easements, rights-of-way and conveyances made by the Veterans Park Board and/or the officers of said corporation.

	M	H	L
Saturday	52	16	
Sunday	51	18	
Monday	38	29	
Tuesday	47	10	
Wednesday	21		
Moisture for month	0.96		
Moisture for year	12.97		

(Courtesy KPAN)



Jeff F. Roberson

Football Banquet Slated Saturday

The "Fighting Whiteface" and the "Hustling Whiteface" awards will be presented during the annual Hereford High School Football Banquet at 7 p. m. Saturday in the high school cafeteria.

Chuck Purvis, backfield coach at Baylor University, will be speaker for the banquet, which will be held to praise the 32 members of the varsity and "B" team who participated in the game during the past year. About 200 persons are expected to attend.

Tickets for the banquet went on sale at the high school Tuesday, when students returned from the holidays. Price of the tickets is \$1.75 each. Mrs. Joe Tucker is chairman of the banquet committee.

License, Homestead, Voter Registration Regulations Are Told

Mrs. Nell Miller, Deaf Smith County Tax Assessor, collector, announced regulations on three important items this week.

Applications for those persons attending school or working out of town may be picked up at the tax office. "A husband or wife may get each others exemption and a son or daughter get their parents, but each must be a registered voter and no other relatives may get them for the persons."

Beginning Feb. 1, Mrs. Miller continued, the 1967 auto licenses will go on sale. "The person needs to bring his title and the 1966 license receipt to the office." The new plates must be on by April 1.

To claim exemption on property, a person must come to the tax office and sign up for the homestead exemption by April 30. Persons claiming exemption on their property do not have to pay state tax.

Judge Archie McDonald will assume his Deaf Smith County District Court duties Jan. 1.

Judge McDonald replaced outgoing Judge Harry Schultz in the position Jan. 1. One of his first duties today will be the sentencing of Bernard Lee Shaw who was found guilty on a charge of embezzlement by a jury in December.

False Alarm Taps City About \$100

Hereford volunteer firemen braved the freezing weather Tuesday night to answer an alarm, all to no avail.

No fire. No people. Not even a stick of furniture. The home, located at 203 Ranger Drive was empty. A sign on the front lawn indicated the property was for sale.

The alarm, apparently the work of a prankster, was called in at 10:20 p. m. Fire Chief J. W. (Jap) Dickerson estimated that the dry run cost the city \$100 plus, besides getting weary firemen out for the third time Tuesday.

SPRAY PAINT

Vandals used red spray paint to write obscene words on the back of a residence that has been converted to an office. The owner was in the process of painting over the words when this picture was made.

Spray Paint Vandals Mar Individual's House

Spray paint problems cropped up again Tuesday night at 807 N. Main. Neighbors of the vandalized house called police early Wednesday morning. The residence has been converted into an office by Clinton Jackson where he operates his insurance agency. Obscene words were written with red spray paint across the back of the structure and on a garage at the back of the lot. Police said that a rash of such vandalism has been rampant in Hereford recently. No motive could be verified for the action. Jackson thought the paint might have come from the garage on the place. Green paint spelling snipers has been seen on several brick buildings and signs lately.

Working...

(Continued from Page 1)
These tapes will be taken to shut-ins and will be played for them.

"That's where Lois comes in Ethridge explains, "she knows people around here and can make the decisions as to which shut-ins like religious music. Some people would be offended if we took that sort of thing to their home."

Ethridge also has a ham radio operator's license. He broadcasts as W5QOV and has been on the air since January 1, 1950. His equipment is in a cabinet built-in at his home at 400 Western.

His knowledge of electronics has served him well with the telephone company where he kept up with the rapidly changing procedures in the Hereford office.

They don't upset me, I just dig it out my own block self," he said.

Ethridge does not have to study much to get the hang of the new-fangled gadgets installed by Southwestern Bell Telephone in Hereford.

He graduated from the University of Texas in 1925 with a degree in physics with a minor in chemistry.

This degree led him into the teaching field. He taught two years in Albany.

Some friends asked him if he would consider changing and starting to work for the telephone company.

He snapped at the chance because "I liked the kids but I couldn't stand their parents."

He started as a station installer in Abilene in June 1927. From there he moved to Cisco where he also installed telephones and then to Slaton where he was a combination wire chief and installer.

He got a good raise there, he laughingly recalls — he had \$4 a week more but lots more work.

Halloween night in 1936, he moved to Hereford and has found enough here to keep him busy ever since.

In keeping with his interest in radio, he contacts people for fun and to help them.

One night, just for fun, he made a general call to Japan.

He was answered by soldiers in Honchu who said that the world is small after all — two Texans had just left their camp that would have loved to hear the voice of another Texan.

Retirement offers no problems for this man. He can't keep up with all of his projects as it is.

When asked if he would do some of the cooking at home since he gets practice for the men's dinners at First Baptist, he replied, "No, Ma'm! I read once that a sure way to ruin retirement is to try to boss the

Congratulations

The Hereford Brand offers sincere congratulations to these people for outstanding work done for the community during 1966. Untold hundreds backed these people in their activities and made their efforts successful. Congratulations to this active community and these people:

Melvin Jayroe and Debbs Knox for spearheading the fastest United Fund drive in Texas.

Don Zimmerman and O. Z. Golden along with all Hereford, Paisano and Easter Lions for a memorable District Convention.

Mrs. Lee Curry on being chosen a "district jewel" in the Texas Federation of Women's Clubs, as the clubwoman with the longest continuous membership of any in Top of Texas District.

Mrs. Russel Carver on attaining the rare Life Master rating in the American Contract Bridge League.

Mrs. M. L. Simpson, president, and members of the United Presbyterian Women on their entertainment of the District Presbyterial.

Mrs. Charlie Noland on her appointment as district deputy grand-matron of the Order of Eastern Star. B. F. Cain for an inspiring year with the Booster Club. Tommy Kemp for individual initiative in hosting Ford Company national officials in an outstanding combine demonstration.

Paul Abalos on being selected teacher of the year by the local classroom teachers.

Earl Phillips, named president of the state fire chiefs and marshalls association.

Mrs. Bill Bradley, president, and all members of Music Study Club on its 50th anniversary, celebrated at an autumn open house tea.

Cynthia Hanna and Joel Williamson, named the 4-H Club Gold Star winners for 1966 in this county.

Mrs. William Wimberley, president, and members of Dawn Music Club for excellent work as hostesses to the District I convention, Texas Federation of Music Clubs.

Mrs. Larry Dobbs on her election as state vice president for Area I, Young Homemakers of Texas.

Boy Scouts of Troop 52 and Troop 52 Emergency Corp for starting a relief fund for Lupe Tapia, who lost his home in the Labor Camp Fire.

Mrs. Ray Johnson and Mrs. Will S. Kerr, coordinators who headed committees to entertain about 200 visitors at the Top of Texas District convention of Texas Federated Women's Clubs.

Mrs. A. E. Hodges, who was selected Deaf Smith County Home Demonstration Club woman of the year, then was nominated and elected state treasurer of the Texas H.D. Association.

Mrs. Henry Sears for unstinting personal effort which has been a major factor in carrying out plans for a county historical museum here.

Dr. Milton Adams and members of the American Legion for hosting the welcome home banquet for State Commander Jack Flynt of Dimmitt.

Bob Viegell, named outstanding Young Farmer. To regional band and choir members and all-district football players.

Mrs. Howard Gore and Mrs. Jack Straw on being chosen by their fellow members as BSP Girls of the Year in Beta Sigma Phi chapters.

Mrs. Ed Loerwald on her election to head the Diocesan Council of Catholic Women in this area.

Mrs. Avis Northcutt, Mrs. D. A. Suttar and Mrs. Azalee Hodges on serving as first presidents of, respectively, the National Secretaries Association, County League of Vocational Nurses, and Professional Nurses Association, new organizations of professional women in Hereford.

wife about her cooking — I get all of the cooking time I need right here."

Ethridge has had plenty of practice in getting along with the women-folks — for instance the time that a woman said that people could not hear her over her telephone.

"Anyone else using the phone could be heard, but the woman could not."

All equipment checked out. "We asked her to make a call while we checked the phone," he relates. "Sure enough, it was

Office Furniture
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FARMERS UNION SPEAKER — Marcus Hill of Sulphur Springs, state president of the Future Farmers of America, will be speaker during the monthly meeting of the Deaf Smith County Farmers Union Thursday. During his term, Hill will travel some 50,000 miles and make some 600 speeches to around 90,000 people.

Two Sentenced In County Court

Agustin A. Cruz, charged with driving while license suspended, was fined \$100 and costs this week by Deaf Smith County Judge H. C. Williams.

Ysidro B. Rodriguez Jr., charged with driving while intoxicated, was sentenced to three days in jail and fined \$75 and costs by Judge Williams.

F. S. Smith Family Pays Holiday Visits

Mr. and Mrs. Bruce Smith and family returned to their home in Follett after a New Year week-end visit with his parents, Mr. and Mrs. F. S. Smith. They went to Clovis, N. M., Sunday to visit in the home of his sister, Mrs. Doris Goldsborough.

The F. S. Smiths had been Christmas guests of their son's family at Follett, bringing two of their granddaughters, Molly and Sharon, home with them to spend the remainder of the week.

GUEST GIVES PROGRAM

Mrs. R. L. Ethridge, a member of Hereford Garden Club, went to Vega as guest speaker Tuesday evening to Vega Garden Club. She gave an illustrated lecture on Modern Trends in Flower Arranging, based on the book, Abstract Arrangement (Knight). Mrs. Art Manjeet accompanied Mrs. Ethridge to the meeting.

DIRECT DIALING BY '67

BOMBAY, India — Completion of an underground coaxial cable and installation of new equipment is expected to enable direct dialing between Bombay and New Delhi, 750 miles away, by early 1967, a telephone company official announced.

Read The Classifieds

Seven Are Fined Slight Damage In JP Court

Seven persons were fined this week by Justice of the Peace Ernest Wade, all on charges stemming from traffic violations.

Cases brought before the new magistrate included Paul Ramos, parked on the highway and driving on the wrong side of the road, \$48 fine; Steven G. Elliott, speeding, \$20 fine; Candelario Medeles, no drivers license and defective muffler, \$38 fine; Gwendolyn F. Albracht, speeding, \$10; Huan D. LaPaz, no drivers license, \$20; Virginia W. Parvin, speeding, \$20, and Grover E. Fleming, loud mufflers, \$10.

Jeff...

(Continued from Page 1)

tist Church.

Born Sept. 8, 1901 at Cleburne, he was brought to Summerfield the same year by his parents, the late Mr. and Mrs. J. P. Roberson, members of the family of T. W. Roberson who made a mass move from Central Texas to this area and became prominent in the growth of the county.

He married Miss Lassie Caldwell March 22, 1925 in Hereford. She survives him, as do two sons, Edward Roberson, Deaf Smith County sheriff, and Eugene Roberson of El Paso.

Also surviving are a brother, Dock Roberson of Hereford; two sisters, Miss Mary Lou Roberson of Lubbock and Mrs. Lillian Smith of Amarillo, and three grandchildren.

Burial in Rest Lawn Memorial Park was directed by Gilliland Funeral Home. Jimmie Alfred, R. G. Blue, D. C. Kinsey, Frank Watson, Sanford Smith and Owen Stagner served as pallbearers.

Damage...

(Continued from Page 1)

hour, however, making sure there were no further outbreaks.

Fire Marshall Terry Hale said the bedroom of the apartment was completely ravaged by the blaze and there appeared to be heavy smoke damage to the rest of the house, which was occupied by Mr. and Mrs. Gerald Turnbow. The family was not home at the time of the fire.

Classifieds Get Results

WTCC To Stage Tourism Parley

Museums, theatres, dolls, brochures and magazines are all subjects for discussion at the First Annual Tourist Development Conference in Colorado City January 6. West Texas Chamber of Commerce is sponsor of the conference and sessions will be attended by members and non-members of the organization.

Texas Tech museum, slated to become one of the outstanding museums in the Southwest; a small doll museum in Weatherford; the magnificent Palo Duro Canyon amphitheatre; the replica of the Shakespearean Globe Theatre in Odessa; a brand new magazine for all of West Texas; and many other outstanding attractions in West Texas will be subjects of workshop discussions during the conference.

Another unusual presentation will be the one at the luncheon presented by officials of HemisFair '68. This demonstration will show how the International Exposition in 1968 will be tied into the tourist development plans of the entire state. Officials predict that 1968 will be the largest tourist year ever because of Hemis Fair, the Olympics in Mexico the same year and international conventions of service clubs within the state.

Moderators for the various workshops are Charles Woodburn, Amarillo, new president of the Texas State Historical Survey Committee; Dick Mahan, advertising executive of Odessa; Jack Smartt, Crane, WT-Sparkle; L. Guy Carter, Jr., Wichita Falls motel operator; and J. B. Phillips, Del Rio, member of WTCC tourist and travel committee.

Speakers for various segments of the program include Sam Godfrey, Texas Tourist development Agency, Austin; Dick Pierce of the Tourist and Travel Division, State Highway Department, Austin; Bernie Ayers, Iran; Forest Armstrong, Weatherford; Jim Heistand, Breckenridge; Joe Cozby, Kingsland; Roy Davis, Kermit; Bob Johnson, Sonora; Rev. Rollin Polk,

Sonora; Mrs. Leland Croft, Odessa; Mrs. Ples Harper, Canyon; Mrs. Lou Keay, Lubbock; Gil Lamb, Muleshoe; and Louis Rochester, Odessa.

Don Woodard, Fort Worth, is conference chairman. He is being assisted by Mrs. Freddie Guitart, Colorado City chamber of commerce manager, and members of the tourist committee of the WTCC.

A reception will be held at the Villa Motel on Thursday evening for early arrivals. Business sessions will begin at 10 a. m. Friday morning. The workshops will be concluded at mid-afternoon Friday.

At a breakfast on Friday morning for the four regional chamber of commerce tourist committee chairmen from East West, South and Lower Rio Grande Chambers of Commerce a plan will be developed for coordinating the activities of all the regional chambers in tourist development.

Though technology did not advance rapidly in the middle ages, substantial progress was made in the 13th century, the windmill, wheelbarrow, window glass, candle, and paved road were invented. Spectacles and the ship's rudder appeared in the 13th; the grandfather clock was devised in the 14th.

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SWEDE FRONT SWEATERS Reg. \$25.00 now \$17.99	SPORT SHIRTS Reg. \$5.95 to \$20.00 now \$3.99 to \$12.99
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THE Brogue
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PROUD MOTHER — Mrs. Frank Scott smiles Deaf Smith County in 1967. (Hereford proudly as she shows-off her daughter, Brand Photo) Rebecca Louise, first baby to be born in

Letter To Baby Scott First Born This Year

Hereford Brand
Hereford, Texas

Dear Editor:
We have been reading the letters to the Editor about the young people and the police that have been appearing in the Brand the past few weeks with interest.

We have tried to put ourselves in the parents place and the policemen's place and it has been a hard job to do as both have such a place of responsibility. The parents to their children, to give them the right background and also responsibility to the police to help them uphold the law. The police have a great responsibility to the young people, the parents and to the innocent citizens of Hereford.

If the parents of the young people that complain so about our law enforcement and are always writing their criticism to the paper could have seen what we saw on the morning of January 4th as we came to our office on Main Street perhaps they would not be so quick to pick up pen and let loose. Our property on Main Street was defaced with the most ugly obscene words we have ever seen. The house is white and the words were printed with red paint 12 to 18 inches letters across the back of the house. It could be read from a block away.

The vandals that did this horrible thing were grown in stature if not in mind.

We thought of egging several parents to come and see this horrible writing before it was

Hereford's first mother of 1967 says of her baby, "I would not take anything for her." The first child born to Mr. and Mrs. Frank Scott of the Northwest Mobile Lodge arrived January 2 and has been named Rebecca Louise. The 8 pound, 6 ounce girl was born at 1:57 p. m. Monday.

She made history, the first for the Scotts and Deaf Smith County, 1967 when she chose Jan. 2, to be born — and caused her parents a little delay because she was due Dec. 19.

The young mother says, "we have decided on just one baby for a while." The 19-year-old mother, who was the former Margaret Applegate, says that

she plans to stay home with her baby rather than work. "In a few years we want another." Frank is a welder's assistant.

Of the father, Mrs. Scott says, "Oh, he thinks a lot of her... that's all he can talk about." She expressed hope that the baby's blue eyes would change to brown like her father's.

One doctor remarked that it was unusual to have only one baby born by Jan. 2 saying, "there are usually at least two or three by this time." Things might have quickened up a bit, however, for at that time the OB department was preparing for another birth.

Painted over but were too ashamed for them to see it as they would be sick at heart when the parties are caught.

We feel that anyone that can spell these words and write with such smoothness is adult enough to be punished severely as it seems the parties or party has a criminal mind and should be seeking help before it is too late.

We love young people. We have raised four of our own. We know that young people are not always right, we also know that they are not always wrong but we also know that they have to be corrected at times and punished.

We also know from raising our own children when a parent sides in with the child all of the time and against the one that is the child that suffers. We as parents would not

harm our child knowingly... so parents, wake up to what your children are doing and be thankful that we have citizens as well as law enforcement in our town who do CARE for your children and ours.

We have lived on Main Street for nearly 20 years. We have enjoyed watching the young people of our town grow up and leave and others take their place. Most of these are wonderful — but as usual some are not. Living here as many years as we have, we could have called parents or police several times about certain parties as to conduct, but we haven't as we prayed these young people would grow up to be good citizens and most of them have.

All people are going to do wrong. We learn by experience but when one continues to do wrong that is the time for someone to step in and help the person and not criticize the ones that do.

We do want the Seniors of 67 to know although their name was used in the obscene writing we do not feel they had anything to do with this horrible act.

We will be willing to visit with either parents or law enforcement at anytime.

We want to express our appreciation for our law enforcement city, country and state for all of the cooperation they have given us now and in the past and we have confidence in them in the future.

We also wish to thank the Hereford Brand in trying to build a respectable community. Sincerely, Clinton Jackson

Farm Sale Slated By Easter Lions

A community farm sale will be sponsored by the Easter Lions Club Jan. 21 on the grounds of the Easter Community Gin Co.

David Hutchins, club director, said anyone who has anything he wants sold should bring it out and "we'll sell it for 5 per cent commission."

Interested persons may contact any Lion Club member or stop at the elevator for information. "We do need commitments on the bigger items right away," Hutchins added.

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Long wearing Nylon and Cotton stretch denim. Color fast navy with size zipper. **\$1.97**



BOYS and GIRLS BOXER LONGIE

Midvale cotton Corduroy longies that are flannel lined for extra warmth. Assorted colors.

Sizes 3 To 8 **93¢**



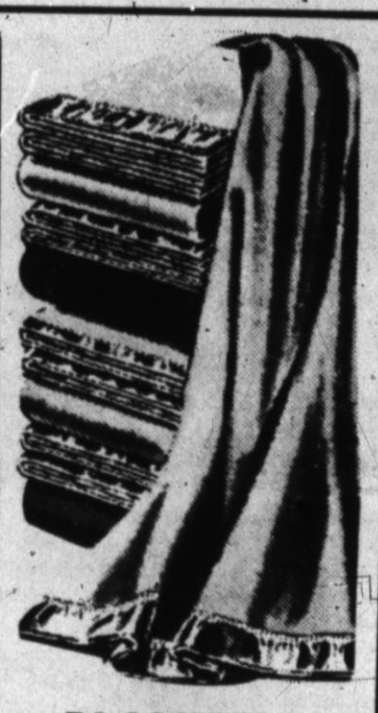
sale! sale!

SEAMLESS NYLONS

First Quality

Sheer, long wearing, perfect hose in two new spring shades. Sizes 9 To 11

Sold 3 pr. To Pkg. **25¢** Pair



BLANKETS

New fiberwoven solid color blankets. 94% Rayon and 6% Acrylic Fiber with 100% Nylon binding. All popular decorator colors. 72" x 90"

Regularly \$4.88 **\$3.44**

EVEREADY
FLASHLIGHT BATTERIES
LONGER LIFE
POWER TO SPARE
Famous Eveready batteries that you can depend upon. Size "D" cell only. Regularly 25¢ **11¢**

FRESH COOKIES
A big assortment of packaged cookies. Oven fresh and delicious. Buy several packages at this low price. Package **23¢**

BED PILLOWS
21" x 27" Dacron filled, with assorted color ticking. **\$2.47**
A \$3.49 Value Each

MATTRESS TOPPER POLY FOAM
3/8" poly foam for solid sleeping comfort. Add to the life of your mattress. Full or twin bed size. **88¢**
A \$1.98 Value

ONE MINUTE PLEASE.

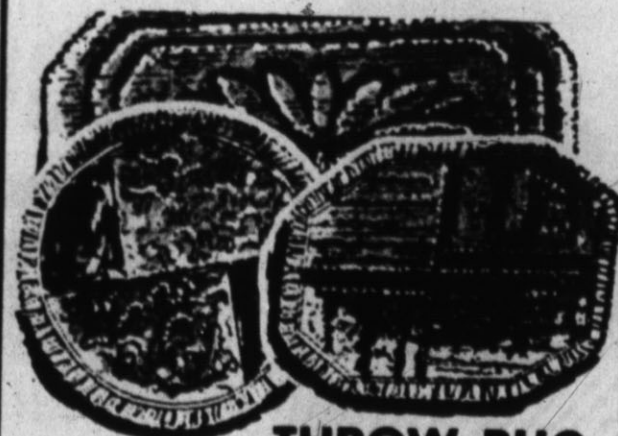
THE CHURCH I LOVE IS NOT A QUITTER
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Christians freedom, but they themselves are slaves confession of our hope without wavering, for he who promised is faithful; and let us consider how to stir up one another to love and good works." (Hebrews 10:23, 24). "Do not love the world or the things in the world. If any one loves the world, love for the Father is not in him. For all that is in the world, the lust of the flesh and the lust of the eyes and the pride of life, is not of the Father but is of the world. And the world passes away, and the lust of it; but he who does the will of God abides forever." (1 John 2:15-17).

We have these warnings from the Scriptures, "Jesus said to him, 'No one who puts his hand to the plow and looks back is fit for the Kingdom of God.'" (Luke 9:62). "They [the sinners] promise them [the weak Christians] freedom, but they themselves are slaves of corruption; for whatever overcomes a man, to that he is enslaved. For if, after they [the Christians] have escaped the defilements of the world through the knowledge of our Lord and Savior Jesus Christ, they are again entangled in them and over-powered, the last state has become worse for them than the first. For it would have been better for them never to have known the way of righteousness than after knowing it to turn back from the holy commandment delivered to them. It has happened to them according to the true proverb, 'The dog turns back to his own vomit, and the sow is washed only to wallow in the mire.'" (2 Peter 2:19-22).

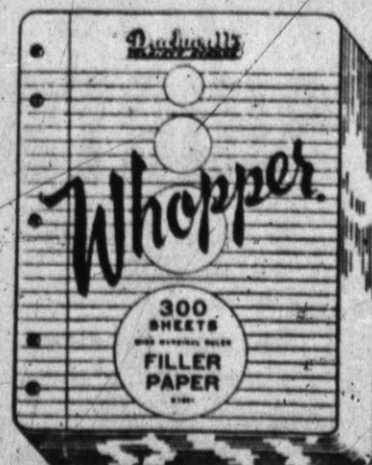
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CENTRAL CHURCH OF CHRIST
Plains & Sunset Dr.
Hereford, Texas



THROW RUG ASSORTMENT

Choose from many sizes, colors and shapes. A big assortment bought especially for this sale. **\$1.66**
Values To \$4.00



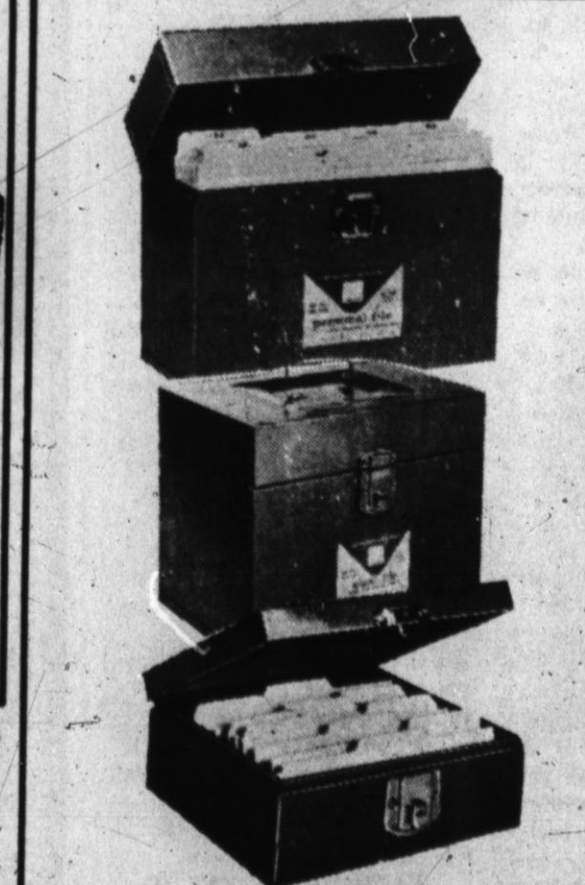
300 SHEETS FILLER PAPER

300 sheets of quality paper, 5 hole, choose from wide or narrow rule.

47¢

SCHOOL PENCILS

A package of-10, regularly 29¢ **21¢**



METAL FILE BOXES

Start out 1967 with your personal records properly filed.

10" x 5 1/2" x 12 1/2" **\$1.47**
\$1.98 Value
12 1/2" x 9" x 10" **\$1.87**
\$2.98 Value
9" x 9" x 4 1/2" **\$1.47**
\$1.98 Value

SAVE Health & Beauty Aids
LISTERINE 20 oz. Family Size **73¢**
\$1.29 Value
ALKA SELTZER 25 Tablets **37¢**
67¢ Value
CREST Family Size **57¢**
95¢ Value
YORK ASPIRIN 100's **9¢**
19¢ Value

LANDERS FAMILY SIZE TOILETRIES
Your choice of hand lotion, shampoo, hair rinse, bubble bath, talc and many others. **23¢**
FREE DISPENSER
with purchase of **JERGENS LOTION** **75¢** \$1.49 Family Size

SUGARLAND MALL - - - HEREFORD, TEXAS - - - Phone 364-4611
STORE HOURS: 9:30 a.m. to 6:00 p.m. MON., TUES., WED., FRI. — OPEN TIL 9:00 p.m. THURS. & SAT.

Working...

(Continued from Page 1)
These tapes will be taken to shut-ins and will be played for them.

"That's where Lois comes in Ethridge explains, "she knows people around here and can make the decisions as to which shut-ins like religious music. Some people would be offended if we took that sort of thing to their home."

Ethridge also has a ham radio operator's license. He broadcasts as W5QOV and has been on the air since January 1, 1950. His equipment is in a cabinet built-in at his home at 400 Western.

His knowledge of electronics has served him well with the telephone company where he kept up with the rapidly changing procedures in the Hereford office.

"They don't upset me, I just dig it out my own block self," he said.

Ethridge does not have to study much to get the hang of the new-fangled gadgets installed by Northwestern Bell Telephone in Hereford.

He graduated from the University of Texas in 1925 with a degree in physics with a minor in chemistry.

This degree led him into the teaching field. He taught two years in Albany.

Some friends asked him if he would consider changing and starting to work for the telephone company.

"He snapped at the chance because "I liked the kids but I couldn't stand their parents."

He started as a station installer in Abilene in June 1927. From there he moved to Cisco where he also installed telephones and then to Slaton where he was a combination wire chief and installer. He got a good raise there, he laughingly recalls, — he had \$4 a week more but lots more work.

Halloween night in 1936, he moved to Hereford and has found enough here to keep him busy ever since.

In keeping with his interest in radio, he contacts people for fun and to help them.

One night, just for fun, he made a general call to Japan.

He was answered by soldiers in "Honchi" who said that the world is small after all — two Texans had just left their camp that would have loved to hear the voice of another Texan.

Retirement offers no problems for this man. He can't keep up with all of his projects as it is.

When asked if he would do some of the cooking at home since he gets practice for the men's dinners at First Baptist, he replied, "No, Ma'm! I read once that a sure way to ruin retirement is to try to boss the

Congratulations

The Hereford Brand offers sincere congratulations to these people for outstanding work done for the community during 1966. Untold hundreds backed these people in their activities and made their efforts successful. Congratulations to this active community and these people:

Melvin Jayroe and Debbs Knox for spearheading the fastest United Fund drive in Texas.

Don Zimmerman and O. Z. Golden along with all Hereford, Paisano and Easter Lions for a memorable District Convention.

Mrs. Lee Curry on being chosen a "district jewel" by the Texas Federation of Women's Clubs, as the clubwoman with the longest continuous membership of any in Top of Texas District.

Mrs. Russel Carver on attaining the rare Life Master rating in the American Contract Bridge League.

Mrs. M. L. Simpson, president, and members of the United Presbyterian Women on their entertainment of the District Presbyterial.

Mrs. Charlie Noland on her appointment as district deputy grand matron of the Order of Eastern Star.

B. F. Cain for an inspiring year with the Booster Club.

Tommy Kemp for individual initiative in hosting Ford Company national officials in an outstanding combine demonstration.

Paul Abalos on being selected teacher of the year by the local classroom teachers.

Earl Phillips, named president of the state fire chiefs and marshalls association.

Mrs. Gill Brady, president, and all members of Music Study Club on its 50th anniversary, celebrated at an autumn open house tea.

Cynthia Hanna and Joel Williamson, named the 4-H Club Gold Star winners for 1966 in this county.

Mrs. William Wimberley, president, and members of Dawn Music Club for excellent work as hostesses to the District I convention, Texas Federation of Music Clubs.

Mrs. Larry Dobbs on her election as state vice president for Area I, Young Homemakers of Texas.

Boy Scouts of Troop 52 and Troop 52 Emergency Corp for starting a relief fund for Lupe Tapia, who lost his home in the Labor Camp Fire.

Mrs. Ray Johnson and Mrs. Will S. Kerr, coordinators who headed committees to entertain about 200 visitors at the Top of Texas District convention of Texas Federated Women's Clubs.

Mrs. A. E. Hodges, who was elected Deaf Smith County Home Demonstration Club women of the year, then was nominated and elected state treasurer of the Texas H.D. Association.

Mrs. Henry Sears for unstinting personal effort which has been a major factor in carrying out plans for a county historical museum here.

Dr. Milton Adams and members of the American Legion for hosting the welcome home banquet for State Commander Jack Flynn of Dimmitt.

Bob Viegel, named outstanding Young Farmer.

To regional band and choir members and all-district football players.

Mrs. Howard Gore and Mrs. Jack Straw on being chosen by their fellow members as BSP Girls of the Year in Beta Sigma Phi chapters.

Mrs. Ed Loerwald on her election to head the Diocesan Council of Catholic Women in this area.

Mrs. Avis Northcutt, Mrs. D. A. Suttler and Mrs. Azalee Hodges on serving as first presidents of, respectively, the National Secretaries Association, County League of Vocational Nurses, and Professional Nurses Association, new organizations of professional women in Hereford.



FARMERS UNION SPEAKER — Marcus Hill of Sulphur Springs, state president of the Future Farmers of America, will be speaker during the monthly meeting of the Deaf Smith County Farmers Union Thursday. During his term, Hill will travel some 50,000 miles and make some 600 speeches to around 90,000 people.

Two Sentenced In County Court

Agustin A. Cruz, charged with driving while license suspended, was fined \$100 and costs this week by Deaf Smith County Judge H. C. Williams.

Ysidro B. Rodriguez Jr., charged with driving while intoxicated, was sentenced to three days in jail and fined \$75 and costs by Judge Williams.

F. S. Smith Family Pays Holiday Visits

Mr. and Mrs. Bruce Smith and family returned to their home in Follett after a New Year weekend visit with his parents, Mr. and Mrs. F. S. Smith. They went to Clovis, N. M., Sunday to visit in the home of his sister, Mrs. Doris Goldsborough.

The F. S. Smiths had been Christmas guests of their son's family at Follett, bringing two of their granddaughters, Molly and Sharon, home with them to spend the remainder of the week.

GUEST GIVES PROGRAM

Mr. R. L. Ethridge, a member of Hereford Garden Club, went to Vega as guest speaker Tuesday evening to Vega Garden Club. She gave an illustrated lecture on Modern Trends in Flower Arranging, based on the book, Abstract Arrangement (Knight). Mrs. Art Manjot accompanied Mrs. Ethridge to the meeting.

DIRECT DIALING BY '67

BOMBAY, India — Completion of an underground coaxial cable and installation of new equipment is expected to enable direct dialing between Bombay and New Delhi, 750 miles away, by early 1967, a telephone company official announced.

Seven Are Fined In JP Court

Seven persons were fined this week by Justice of the Peace Ernest Wade, all on charges stemming from traffic violations.

Cases brought before the new magistrate included Paul Ramos, parked on the highway and driving on the wrong side of the road, \$48 fine; Steven G. Elliott, speeding, \$20 fine; Candelario Medeles, no drivers license and defective muffler, \$38 fine; Gwendolyn F. Albracht, speeding, \$10; Huan D. LaPaz, no drivers license, \$20; Virginia W. Parvin, speeding, \$20, and Grover E. Fleming, loud mufflers, \$10.

Slight Damage In Tuesday Clash

A Tuesday morning accident occurred when Walter Frost, whose 1961 sedan was parked at the curb on the south side of east 3rd street and he began to pull away from the curb, was struck by a 1954 sedan driven by Lupe Garcia who was heading east on 3rd street.

Garcia's vehicle incurred \$55 damage while damage to Frost's auto was estimated at \$125.

Jeff...

(Continued from Page 1)
tist Church.

Born Sept. 8, 1901 at Cleburne, he was brought to Sumnerfield the same year by his parents, the late Mr. and Mrs. J. P. Roberson, members of the family of T. W. Roberson who made a mass move from Central Texas to this area and became prominent in the growth of the county.

He married Miss Lassie Caldwell March 22, 1925 in Hereford. She survives him, as do two sons, Edward Roberson, Deaf Smith County sheriff, and Eugene Roberson of El Paso.

Also surviving are a brother, Dock Roberson of Hereford; two sisters, Miss Mary Lou Roberson of Lubbock and Mrs. Lillian Smith of Amarillo, and three grandchildren.

Burial in Rest Lawn Memorial Park was directed by Gilliland Funeral Home, Jimmie Alford, R. G. Blue, D. C. Kinsey, Frank Watson, Sanford Smith and Owen Stagner served as pallbearers.

Harlem...

(Continued from Page 1)
lem Stars were formed seven years ago by Boid Bue, former member of the Harlem Globetrotters. Bue, the only "One Arm" player in professional basketball, organized a second team after the first two years.

The eighth and ninth grade teams from Stanton and La Plata junior high schools will begin the night's action at 8:30 p. m. The Stars and local players will tangle at 8 p. m.

Admission to the games is \$1.50 for adults, \$1 for students, and 50 cents for children of school age under 12.

WHERE IS THE FROTH IN THE FALL

MELBOURNE — For many years Australians addicted to milkshakes have been puzzled by what happens to the froth in autumn. In spring, summer and winter it is always present, a tantalizing taste of the enjoyment to follow, but in autumn it disappears.

Now, Australia's Commonwealth Scientific and Industrial Research Organization (CSIRO) has found the answer.

The CSIRO says in its annual report just released that lipase, an enzyme always present in milk, increases in concentration during autumn. This has a form depressing action when milk is agitated or its temperature fluctuates.

Damage...

(Continued from Page 1)
hour, however, making sure there were no further outbreaks.

Fire Marshall Terry Hale said the bedroom of the apartment was completely ravaged by the blaze and there appeared to be heavy smoke damage to the rest of the house, which was occupied by Mr. and Mrs. Gerald Turnbow. The family was not home at the time of the fire.

Classifieds Get Results

WTCC To Stage Tourism Parley

Museums, theatres, dolls, brochures and magazines are all subjects for discussion at the First Annual Tourist Development Conference in Colorado City January 6. West Texas Chamber of Commerce is sponsor of the conference and sessions will be attended by members and non-members of the organization.

Texas Tech museum, slated to become one of the outstanding museums in the Southwest; a small doll museum in Weatherford; the magnificent Palo Duro Canyon amphitheatre; the replica of the Shakespearean Globe Theatre in Odessa; a brand new magazine for all of West Texas; and many other outstanding attractions in West Texas will be subjects of workshop discussions during the conference.

Another unusual presentation will be the one at the luncheon presented by officials of HemisFair '68. This demonstration will show how the International Exposition in 1968 will be tied into the tourist development plans of the entire state. Officials predict that 1968 will be the largest tourist year ever because of Hemis Fair, the Olympics in Mexico the same year and international conventions of service clubs within the state.

Moderators for the various workshops are Charles Woodburn, Amarillo, new president of the Texas State Historical Survey Committee; Dick Mahan, advertising executive of Odessa; Jack Smartt, Crane, Wt. Sparkle; L. Guy Carter, Jr., Wichita Falls motel operator; and J. B. Phillips, Del Rio, member of WTCC tourist and travel committee.

Speakers for various segments of the program include Sam Godfrey, Texas Tourist Development Agency, Austin; Dick Pierce of the Tourist and Travel Division, State Highway Department, Austin; Bernie Ayers, Iran; Forest Armstrong, Weatherford; Jim Hestand, Breckenridge; Joe Cozby, Kingsland; Roy Davis, Kermit; Bob Johnson, Sonora; Rev. Rollin Polk,

Sonora; Mrs. Leland Croft, Odessa; Mrs. Ples Harper, Canyon; Mrs. Lou Keay, Lubbock; Gil Lamb, Muleshoe; and Louie Rochester, Odessa.

Don Woodard, Fort Worth, is conference chairman. He is being assisted by Mrs. Freddie Guitler, Colorado City chamber of commerce manager, and members of the tourist committee of the WTCC.

A reception will be held at the Villa Motel on Thursday evening for early arrivals. Business sessions will begin at 10 a. m. Friday morning. The workshops will be concluded at mid-afternoon Friday.

At a breakfast on Friday morning for the four regional chamber of commerce tourist committee Chairmen from East West, South and Lower Rio Grande Chambers of Commerce a plan will be developed for coordinating the activities of all the regional chambers in tourist development.

Though technology did not advance rapidly in the middle ages, substantial progress was made. In the 12th century, the windmill, wheelbarrow, window glass, candle, and paved road were invented. Spectacles and the ship's rudder appeared in the 13th; the grandfather clock was devised in the 14th.

You Can RENT A NEW DODGE by the day, month or year at HEDRICK Rent-A-Car 2nd & Sampson in Hereford

Ellis CHILE GOOD! BETTER! BEST!

wife about her cooking — I get all of the cooking time I need right here."

Ethridge has had plenty of practice in getting along with the women-folks — for instance the time that a woman said that people could not hear her over her telephone.

Anyone else using the phone could be heard, but the woman could not.

All equipment checked out.

"We asked her to make a call while we checked the phone," he relates. "Sure enough, it was

her — she was holding the mouth piece down under her chin against her throat."

"We had to do something and we could not make her mad so we found an old hand set that had a short shaft. She tried that and whacked the mouth piece up to her face, and nearly knocked her chin off — it was too short for her to pull in against her throat."

Office Furniture Wedding Invitations Printed THE INK SHOP

SAVE

On our first new car repossession — we want to sell it quickly — and we're going to make it easy! All you need is good credit and...

\$225.00 CASH

Will Also Take Trade

HERE'S WHAT YOU GET:

1966 Dodge Monaco 4-dr. hardtop with 5,327 actual miles, 440 cu. in. V-8, Astrophonic Radio, Power Steering, Power Brakes, Variable Speed Windshield Wipers, Full Wheel Covers, Automatic Pilot, Tinted Glass, Padded Sun Visors, Retractable Seat Belts front and rear, Factory Undercoat, 8-55x14 White Side Wall Tires, Beautiful Baby Blue with Blue All Vinyl Interior...

Still have 2 1966 Dodge Monaco Demonstrators, both fully equipped, low mileage, never been registered... BUY ONE \$3540¹⁶ NOW FOR AS LITTLE AS

DODGE HEDRICK DODGE
Phone 364-4411, 146 E. 2nd, HEREFORD, TEXAS

JANUARY Clearance Sale

FAMOUS NAME CLOTHING FOR MEN

SUITS Reg. \$75.00 to \$120.00 now \$54.99 to \$99.99	SPECIAL GROUP SOCKS Reg. \$1.25 to \$1.50 now \$1.00
SPORT COATS Reg. \$45.00 to \$60.00 now \$34.50 to \$40.00	PANTS Reg. \$17.95 to \$18.95 now \$12.99 to \$13.99
TIES ON SALE Reg. \$3.50 to \$5.00 now \$2.49 to \$3.49	ALL WOOL SLACKS Reg. \$17.95 to \$20.00 now \$12.99 to \$14.00
COATS and JACKETS Reg. \$25.00 to \$65.00 now \$17.99 to \$39.99	SWEATERS Reg. \$11.95 to \$20.00 now \$7.99 to \$14.99
SWEDE FRONT SWEATERS Reg. \$25.00 now \$17.99	SPORT SHIRTS Reg. \$5.95 to \$20.00 now \$3.99 to \$12.99
PAJAMAS Reg. \$10.00 to \$15.00 now \$7.49 to \$10.99	All Cotton and Sta-Pressed White Dress Shirts REDUCED!
ROBES Reg. \$12.00 to \$15.00 now \$8.99 to \$10.99	

THE **Brogue**
SUGARLAND MALL PHONE 364-3871



PROUD MOTHER — Mrs. Frank Scott smiles Deaf Smith County in 1967. (Hereford proudly as she shows-off her daughter, Brand Photo) Rebecca Louise, first baby to be born in

Letter To The Editor Baby Scott First Born This Year

Hereford Brand
Hereford, Texas
Dear Editor:

We have been reading the letters to the Editor about the young people and the police that have been appearing in the Brand the past few weeks with interest.

We have tried to put ourselves in the parents place and the policemen's place and it has been a hard job to do as both have such a place of responsibility. The parents to their children, to give them the right background and also responsibility to the police to help them uphold the law. The police have a great responsibility to the young people, the parents and to the innocent citizens of Hereford.

If the parents of the young people that complain so about our law enforcement and are always writing their criticism to the paper could have seen what we saw on the morning of January 4th as we came to our office on Main Street perhaps they would not be so quick to pick up pen and let loose. Our property on Main Street was defaced with the most ugly obscene words we have ever seen. The house is white and the words were printed with red paint 12 to 18 inches letters across the back of the house. It could be read from a block away.

The vandals that did this horrible thing were grown in stature if not in mind. We thought of calling several parents to come and see this horrible writing before it was

Hereford's first mother of 1967 says of her baby, "I would not take anything for her." The first child born to Mr. and Mrs. Frank Scott of the Northwest Mobile Lodge arrived January 2 and has been named Rebecca Louise. The 8 pound, 6 ounce girl was born at 1:57 p. m. Monday.

She made history, the first for the Scotts and Deaf Smith County, 1967 when she chose Jan. 2, to be born — and caused her parents a little delay because she was due Dec. 19.

The young mother says, "we have decided on just one baby for a while." The 19-year-old mother, who was the former Margaret Applegate, says that

she plans to stay home with her baby rather than work. "In a few years we want another." Frank is a welder's assistant.

Of the father, Mrs. Scott says, "Oh, he thinks a lot of her... that's all he can talk about." She expressed hope that the baby's blue eyes would change to brown like her father's.

One doctor remarked that it was unusual to have only one baby born by Jan. 2 saying, "there are usually at least two or three by this time." Things might have quickened up a bit, however, for at that time the OB department was preparing for another birth.

harm our child knowingly, so parents, wake up to what your children are doing and be thankful that we have citizens as well as law enforcement in our town who do CARE for your children and ours.

We have lived on Main Street for nearly 20 years. We have enjoyed watching the young people of our town grow up and leave and others take their place. Most of these are wonderful — but as usual some are not. Living here as many years as we have, we could have called parents or police several times about certain parties as to conduct, but we haven't as we prayed these young people would grow up to be good citizens and most of them have.

All people are going to do wrong. We learn by experience but when one continues to do wrong that is the time for someone to step in and help the person and not criticize the ones that do.

We do want the Seniors of 67 to know although their name was used in the obscene writing we do not feel they had anything to do with this horrible act.

We will be willing to visit with either parents or law enforcement at anytime.

We want to express our appreciation for our law enforcement city, country and state for all of the cooperation they have given us now and in the past and we have confidence in them in the future.

We also wish to thank the Hereford Brand in trying to build a respectable community.

Sincerely,
Clifton Jackson

Painted over but were too ashamed for them to see it as they would be sick at heart when the parties are caught.

We feel that anyone that can spell these words and write with such smoothness is adult enough to be punished severely as it seems the parties or party has a criminal mind and should be seeking help before it is too late.

We love young people. We have raised four of our own. We know that young people are not always right, we also know that they are not always wrong but we also know that they have to be corrected at times and punished.

We also know from raising our own children when a parent sides in with the child all of the time and against the one that is the child that suffers. We as parents would not

NE MINUTE PLEASE

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When Paul the apostle wrote the letter of Colossians Demas was with him as a fellow minister of Christ (Colossians 4:14). But later Paul wrote, "For Demas, in love with this present world, has deserted me." (2 Timothy 4:10). This Christian became a quitter. He "left his first love" which was Christ, as did some of the Christians at Ephesus. (Revelation 2:4).

Christians freedom, but they themselves are slaves confession of our hope without wavering, for he who promised is faithful, and let us consider how to stir up one another to love and good works." (Hebrews 10:23, 24). "Do not love the world or the things in the world. If any one loves the world, love for the Father is not in him. For all that is in the world, the lust of the flesh and the lust of the eyes and the pride of life, is not of the Father but is of the world. And the world passes away, and the lust of it; but he who does the will of God abides forever." (1 John 2:15-17).

We have these warnings from the Scriptures, "Jesus said to him, 'No one who puts his hand to the plow and looks back is fit for the Kingdom of God.'" (Luke 9:62). "They (the sinners) promise them (the weak Christians) freedom, but they themselves are slaves of corruption; for whatever overcomes a man, to that he is enslaved. For if, after they (the Christians) have escaped the defilements of the world through the knowledge of our Lord and Savior Jesus Christ, they are again entangled in them and over-powered, the last state has become worse for them than the first. For it would have been better for them never to have known the way of righteousness than after knowing it to turn back from the holy commandment delivered to them. It has happened to them according to the true proverb, 'The dog turns back to his own vomit, and the sow is washed only to wallow in the mire.'" (2 Peter 2:19-22).

Once we have accepted Christ on his terms (Mark 16:15, 16), and then leave him because we love this present world more—as Demas did, become a quitter, backslider, there is still hope by God's grace. "If we confess our sins, he is faithful and just, and will forgive our sins and cleanse us from all unrighteousness." (1 John 1:9).

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CENTRAL CHURCH OF CHRIST
Plains & Sunset Dr.
Hereford, Texas

Farm Sale Slated By Easter Lions

A community farm sale will be sponsored by the Easter Lions Club Jan. 21 on the grounds of the Easter Community Gin Co.

David Hutchins, club director, said anyone who has anything he wants sold should bring it out and "we'll sell it for 5 per cent commission."

Interested persons may contact any Lion Club member or stop at the elevator for information. "We do need commitments on the bigger items right away," Hutchins added.

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REFRESHMENT FOR DANCERS — At intermission of the New Year's-Eve dance for Hereford teenagers at the Community Center, this foursome was photographed at the refreshment table. From left are Gary Story and Gwen Cargo, Claudia Loerwald and Dale Smith. A number of college stu-



By MELVIN YOUNG

We often hear people voicing concern over conditions in the Golden Spread area, and to be sure, the economy has seen better days. But don't let it throw you. It isn't as bad as you might think, and we have a few statistics to prove it.

A Standard Rate and Data study recently completed and released from Dallas indicates that 7 of the top 10 agricultural counties in the state in 1965 are located in the Panhandle. Deaf Smith County is included in the seven.

Leading the state in agricultural sales is Hale County which you might expect, topping the list with \$61,815,031 in agri-sales. Hale is followed closely by Lubbock Co., with a healthy \$56,140,383. Strangely enough, Deaf Smith is not third. Rather, we rank sixth, but close behind our neighbors to the south, Castro Co.

Third rung on the ladder is Lamb Co., fourth place being nailed down firmly by our neighbors to the south and west, Parmer Co., and last of the seven is Floyd Co., which joins Hale on the east.

Actually, many of the farms that we consider our own, lie in either Castro or Parmer Counties and we benefit from these farms as much or more than we do many of those in our own county. Most of these people consider Hereford as "home" and trade here. Some even live in Hereford and com-

The Hereford Brand

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Member National Editorial Assn.
Published Every Thursday at
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Texas, 79045

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mute to their farms. But this is probably of little importance, since what is good for the area is good for Hereford — and we might add, what is good for Hereford is good for the area. It is of interest, and quite important we feel, that the combined income from farm products in this three county area (that Mayor Ray Cowsett has dubbed "The Magic Triangle") is more than \$112 million dollars annually. That's a pretty tidy sum on anyone's ledger sheet.

These figures by the way, have been questioned by some of our agricultural leaders. They feel that the figures are low and should be adjusted upwards. However, whatever formula was used, or whatever method was used to gather the figures were probably used in all the counties so we would suspect that if the totals are low for Deaf Smith, then they are probably low for all the counties throughout the state. Besides, the top 7 counties held a pretty impressive lead over their nearest competition so we doubt seriously that any would be toppled from their lofty positions.

Anyway you look at it, it still tells the same story. The agriculture picture is better on the High Plains than anywhere else in Texas.

—HB—
Hereford's reputation as a convention center will be enhanced somewhat during January and February if local caterers can successfully handle two large banquets that would ordinarily take the skill of a Walter Jelton, and numerous smaller affairs, all scheduled for the next 60 days.

Leading the list of course, is the big Chamber of Commerce banquet scheduled for the evening of January 12, followed closely by the Texas-New Mexico Sugar Beet Growers Association affair which we understand is slated for January 14. Both will be catered by the Calson House.

Numerous other affairs, somewhat smaller in size, have been scheduled this month and next. In April comes the big Rotary District Conference which will again tax the facilities of our little town, but which will make the cash registers ring for all the local hotel and motel people, not to mention the restaurants and other service facilities.

And by the way — for a town that once offered little in the way of fine eating establishments, Hereford has blossomed into an Oasis for the discriminating diner. Our top restaurants and the Country Club will equal or surpass any found in Amarillo.

Of course, due to size, we can't offer the speciality houses that are found in larger cities, but we do have at least one fine Mexican food restaurant and perhaps more. Many towns the size of this one cannot boast of even one first-class family restaurant.

—HB—
But before we leave the convention situation, we might add that this is the time of the year when we need the

meetings. During the late spring and summer our housing facilities pretty well sell-out with the additional tourist traffic and the influx of buyers and other people connected with the vegetable industry. So let's keep those winter meetings coming to Hereford. It's good for all of us — if not directly, then certainly indirectly.

Sport fans should have their fill of football for awhile after the action packed New Year's that the conversation for many weeks to come will center around the hotly contested NFL Championship game Sunday afternoon which pitted the highly ranked Green Bay "Packers" against the pride of the Southwest, our own Dallas Cowboys. And what a game it was. Both teams came to play football and they played inspired ball right up to the final gun. Inspired, we're sure, by the size of the purse, not only for this game but for the Super Bowl which will be played in Los Angeles January 15.

—HB—
GETTING married is a lot like eating with a friend in a restaurant. When you see what the other fellow has, you wish you'd taken that.

—HB—
A beautiful young bride of a month greeted her husband one evening with a particularly happy smile. "Your dinner is going to be different tonight, darling," she said. "A neighbor just told me that you have to add water to those dehydrated foods."

Hospital Notes

PATIENTS IN HOSPITAL
James Olguin, 215 Ave. S.; Mrs. Ora Croff, Adrian; Mrs. W. T. Carmichael, 148 N. Texas; T. C. Parmer, Box 70; Mrs. Mathias S. Hernandez, Rt. 2; Mrs. Frank Scott, Rt. 4.
Walter Green, Wildorado; Melvin Simmons, Friona; Mrs. Harry E. Caylor, 217 Beach St.; Mrs. Cora Bramblett, Rt. 1; Mrs. Luz M. Garcia, Box 644; Buren Sowell, 609 W. 3rd St.; Mrs. Alva A. Teeas, 203 Brevard; Mrs. Wood Vaughn, 101 Ave. K; Mrs. Chesley C. Johnston, 432 Western; Mrs. Lloyd Newton, Star Rt.; Maria Garcia, 801 S. Texas.
Doug Womble, 711 E. 3rd St.; Vesta D. Rutherford, 139 George St.; Mrs. Carrie M. Baughman, Westgate; Mrs. Mary Wiecek, 406 Ave. G; Mrs. U. E. Cook, Box 1013.
Giles Williams, 520 Star St.; Mrs. Margaret M. Campbell, Hereford; Jessie D. Malone, 801 N. Lee; Maude Malone, 801 N. Lee; Mathias J. Castillo, General Delivery.
Morris E. Davis, 222 N. 25 Mile Ave.

PATIENTS DISMISSED
George Treadway and Mr. Roy Good, January 4.
Brent Lee Caviness, Craig Crowell, Mrs. Robert DeLuna, January 2.
Clamen DeLuna, G. A. Collier, January 1.
Mary S. Palacio, Mrs. Alvin J. Scott, Marvin Gordon, Mrs. Troy E. Jobe, Mrs. Jerald Lee Brannon, Timothy Shaffer, John O. Kesler, Mrs. Mary Click, Mrs. Travis E. Taylor, December 31.

Mrs. Ernest L. Beauchamp, Mrs. Darrel L. Dirks, Jimmy Garcia, Jeff Coleman, Mrs. James F. Durbin, Lorraine Reddon, December 30.

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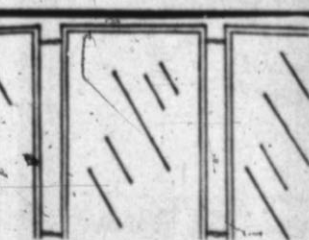
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Winter Agriculture



Winter is not a time of leisure for farmers in this part of Texas. As soon as crops are off, tractors pull into the fields with plows, discs and leveling equipment. These scenes are typical of county farms. The top picture shows the deep plowing, contrasted in the next picture with the crop residue showing in half the picture. The field marked with the parallels has been disced and the bottom picture is of a field that has had the final leveling process. Next procedure will be preparation of the land for a specific crop. (Hereford Brand Photos by Joe Bran)

Ice Causes Wreck

A total of \$275 was the estimated damage to the vehicles driven by N. E. Stowers, 505 Roosevelt and Aubrey Bell, 506 McKinley. The 1961 sedan driven by Stowers and the 1962 sedan collided when Stowers attempted to make a left turn onto McKinley from a private drive and Bell was unable to stop, due to the icy road conditions.

PLEA FOR BIRTH CONTROL

WASHINGTON, D. C. (AP) — A Roman Catholic expert on South American affairs says "there is no longer any doubt that birth control will soon come" to that continent. "It has become an urgent necessity as a solution to the problem of population explosion, and is compatible with Catholic doctrine," said the Rev. Roger Vekemans, a Jesuit priest and director of the Center for the Economic and Social Development of Latin America. He told a meeting of South American sociologists that their coun-

tries should take steps to supply people with "all information about techniques of birth control."

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Rigid Training

Former Hereford Man Is Member Of Green Berets

By TOM PORTER
Staff Writer

A former Hereford man who has been a member of the U. S. Army almost eight years and the Green Berets since April describes the war in Vietnam as a "political war that could be stopped at any time."

S./Sgt. Oliver Neill Sumner, 24, son of former Hereford residents Mr. and Mrs. George Sumner, made the statement concerning the war while visiting his sister, Mrs. Kenny Wilson of 215 Ave. E. Mr. and Mrs. Sumner moved to Dallas in January, 1964.

Sumner, on a 12-day Christmas leave before reporting back to Fort Bragg, N. C. to resume intensive training, spent five days in Dallas with his parents and six days in Hereford.

Sumner moved with his parents to Hereford from Dallas in 1948. He quit school in 1958 and joined the Army in 1959, taking basic training at Fort Leonardwood, Mo.

Following basic, he attended a Military Police school in Fort Gordon, Georgia and artillery school at Fort Sill, Okla., where he spent 35 months. Sumner was then transferred to Fort Chaffe, Ark., for a year and to Germany in November, 1963.

In Germany last January, a battery commander reported to Sumner's company wearing his Green Beret. "We got to be good friends and talked about the Green Berets quite a bit, so when a recruiter came around I signed up."

Describing the Green Berets, which he calls "special forces," Sumner says they "are a very elite group. Sort of an advisory group. They are trained in guerrilla warfare, desert training, mountain training, and as well as advising, they also do quite a bit of the fighting in Vietnam. They were the first American forces in Vietnam," he added.

"The only difference in pay he explained, "is that we have



S./Sgt. Oliver Sumner member of Green Berets

to be airborne, jump-qualified, and you get \$55 a month extra for jumping."

Sumner hasn't had much of the Green Beret training, "just some of the operations and intelligence training so far." Even so, the training was so intense that he lost 20 pounds in two weeks.

Sumner begins training in earnest when he returns to North Carolina following the leave starting a survival course in the Okefenokee swamp in northern Florida. The course calls for seven-man patrols to be dropped from an airplane into the swamp — with only a trench knife being allotted each man.

Each patrol will be given a mission to accomplish, and their stay in the swamp will depend on how long it takes to finish the mission. "It will be about 30 days," Sumner said.

More intelligence training follows the survival test, then

cross training in medicine, communications, demolitions and weapons. Explaining the language part, Sumner said, "We have to speak one foreign language fluently and have a working knowledge of another. The main one probably will be Vietnamese."

It will be another 18 months before Sumner can apply for overseas duty, but he is ready to go.

Sumner also had definite feelings about the Vietnam war. "I think the war could have been stopped a long time ago. That's not only my opinion, but a lot of the service men feel that it is a political war. A lot of the politicians are getting their fingers into it and they're getting quite a bit of popularity from it. If they wanted to stop it, it could have been stopped a long time ago." By stopped, Sumner said he meant "militarily."

Earlier in the day, a few

of these films that are a little bit more of the actual fighting than what they show on T. V. "It's too brutal for T. V."

Sumner said he intends to remain in the Army. He laughingly explains, "I'm going to stay 20 years and if I like it, I'm going to make a career out of it."

Historical Marker Honors Mayfield

SHERMAN — Dedication ceremonies for an official Texas Historical marker honoring Al-lison Mayfield, a member of the Texas Railroad Commission for 26 years — 16 of which he served as chairman, will be held here Jan. 7, it was announced by Charles Woodburn, President of the Texas State Historical Survey Committee.

Mayfield served as Railroad Commission Chairman during the vital years the Commission was first given jurisdiction over conservation of oil and gas resources.

The marker is one of six erected in a joint program with the Abell-Hanger Foundation of Midland commemorating the 75th anniversary of the Texas Railroad Commission. Other markers in the series are for Gen. Ernest O. Thompson, L. L. Foster, Wm. P. McLean, John H. Reagan and the Railroad Commission.

Also on January 7, in Denison, the fourth Texas Restoration Award will be presented to the Directors of the Eisenhower Birthplace Foundation Inc. who restored the home. This award will also be presented to Joseph Pelich of Fort Worth, the architect who donated his services for the restoration. This is the first Texas Restoration Award that has been given to an architect.

The Texas Award for Historical Preservation will be presented to the City of Denison for acquiring the property on which the home is located. The Commissioners of the Texas Parks and Wildlife Department will be given a special Preservation Award. They maintain the house as a State Historic Site.

Earlier in the day, a few

blocks from the Eisenhower Birthplace, a part of the kick-off of the Centennial Celebration of the Chisholm Trail will begin by dedicating an Official Texas Historical Marker honoring Joseph C. McCoy. McCoy founded the first adequate cattle marker for Texans by securing cattle cars and building loading pens at the railroad in Abilene, Kansas.

A part of the Chisholm Trail Centennial Observance will occur previously that day by dedicating a marker commemorating the services of Jesse Chisholm. This will be held at the Greater Southwest Airport near Fort Worth, close to Bird's Fort where he once negotiated an Indian Treaty. Chisholm's great-great-granddaughter, Melinda Chisholm, a junior at the University of Oklahoma in Norman, will attend and participate in the event.

Chisholm is best known for marking the Chisholm Trail across Kansas and Oklahoma.

Moore Business Forms
THE INK SPOT



HEAVY DAMAGES — A Colorado truck causing extensive damages. (Hereford driver swung his trailer into a signal light Brand Photo) and fire hydrant at Park and Highway 385.

Animals have equal rights with people in the Canadian town of Banff, in Banff National Park, Alberta. With impunity, a moose may chase a housewife home from the market. A beaver may knock down a gardener's favorite tree.

Truck Damages City Property

The biggest accident of the weekend involved only one vehicle, a 1964 semi-truck driven by William Lynn Hulse and

some city property. The tractor, which is owned by Jay Strowalter of Las Animas, Colo., was making a right turn off 385 onto Park and the rear of the trailer caught the signal light, breaking it down and causing \$450 damage to the street light and \$100 to a fire hydrant.

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		Red Potatoes 20 Lb. Bag 69c
		Bananas Lb. 10c

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Administrators To Attend Meet

Roy Hartman and Johnny Clark Jr., Hereford school administrators, are in Austin this week attending the School Administrators Advisory Conference being held there.

Over 1500 administrators from throughout the State of Texas have registered for the meeting.

Delegates to the eighteenth annual conference include administrators from public, private, and parochial schools, and colleges and universities as well as county school superintendents.

The Texas Education Agency annually sponsors the Conference so delegates can discuss new educational programs, and review and improve procedures used by the Agency in its relations with local public schools. Also known as the Mid-Winter Conference, the annual get-together provides a two-way communication between school administrators and Agency staff members and gives the administrators an opportunity for exchanging ideas.

Glenn Ivy, Director of the Governor's Committee on Public School Education, related the activities of the Committee to date and projected their future in his keynote address.

Dr. J. W. Edgar, Texas Commissioner of Education, presided at the first general session at 9:00 a. m. Thursday, January 5. He will also address the delegates.

Don E. Robbins, Director of the Division of Administrative Services at the Texas Education Agency and Coordinator for the Conference, said the large attendance has necessitated scheduling conferences at several meeting places throughout Austin.

Fourteen topics for work group sessions fill the conference calendar on Thursday afternoon and Friday morning.

The topics and the school administrators who will alternate as moderators at the sessions are:

"The Fair Labor Standards Act As It Applies to Public Schools" — Lloyd Gilbert, Dayton Independent School District; S. W. Carter, Shelbyville; and H. G. Adams, Marfa. "Revised Personnel Data Collection Forms" — Don Slocumb, Giddings; Bob M. Johnson, China Spring; and Milton Saxon, Elgin. "School Maintenance (Roofs and Mechanical Equipment)" — Dave Engman, Texas City; W. C. Vincent, Teague; and N. L. Douglas, Belton. "Business Procedures for Schools participating Under Title II, Elementary and Secondary Education Act of 1965, and Titles III and V-a, National Defense Education Act of 1958" — W. E. Martin, Little Cypress; Noel Grisham, Round Rock; and John McKay, Roscoe. "Proposed Standards for Certification of School Counselors, Supervisors, and Visiting Teachers" — J. M. Moorman, Rockdale; M. E. Petross, Bangs; and C. E. Ellison, Kilbuck.

Also "Curriculum Adaptation for Pupils With Different Needs" — C. H. Evans, Agua Dulce; M. W. Kirkman, Cuero; and Bennie Steinhauer, Edgewood. "Education Service Centers" — N. K. Fitzgerald, Mercedes; O. V. Fuller, Ropesville; and M. Brockett, Orange. "Evaluation of Revised Accreditation Standards" — C. B. Wheeler, Grandfalls-Royalty; Evans C. Hood, Palestine; and Jim Ogg, Brownville. "Vocational Education Program for Students With Special Learning Needs" — G. R. Price, Alvor; R. A. Montgomery, Andrews; and C. W. Wright, Barstow. "Special Services to the

Handicapped" — W. O. Echols, Gainesville.

And "Driver Education and Traffic Safety" — Billy Wooldridge, DeKalb, and Bill R. Wood Henrietta. "Operation of Title I Programs, Elementary and Secondary Education Act of 1965" — Grady Hester, Terrell; Tim McPherson, Archer City; and W. A. Miller, Crane. "Summer Programs (Federal and State)" — Don Smith, Jacksboro; Delton Stillely, Nocona; and W. H. Byrd, Duncanville. And "Developing and Maintaining an Effective Foreign Language Program" — Carroll Tatum, Albany.

Child Injured in Two Car Wreck

A total of \$300 damage and a one-year-old child's injuries were incurred in an accident at the intersection of Grand Ave. and Ave. B Thursday afternoon. Involved were Mrs. Maria Herminia Mendez Vasquez, 420 Long St. who drove a 1964 sedan owned by Mendez Carlos Calyado, Rt. 2 and Azael Valdez, 241 Ave. K. driving a 1964 sedan owned by Sam Valdez, and Cesar Valdez, the one-year old child who was injured in the accident. He was taken to the Hereford Clinic by the Fire Department's emergency vehicle where he received treatment for bruises and lacerations and was released.

The accident occurred when Mrs. Vasquez failed to stop at a stop sign as Calyado was going east on Grand.

Card Of Thanks

Thanks to all the hospital personnel and Dr. Hicks for the beautiful care I received.

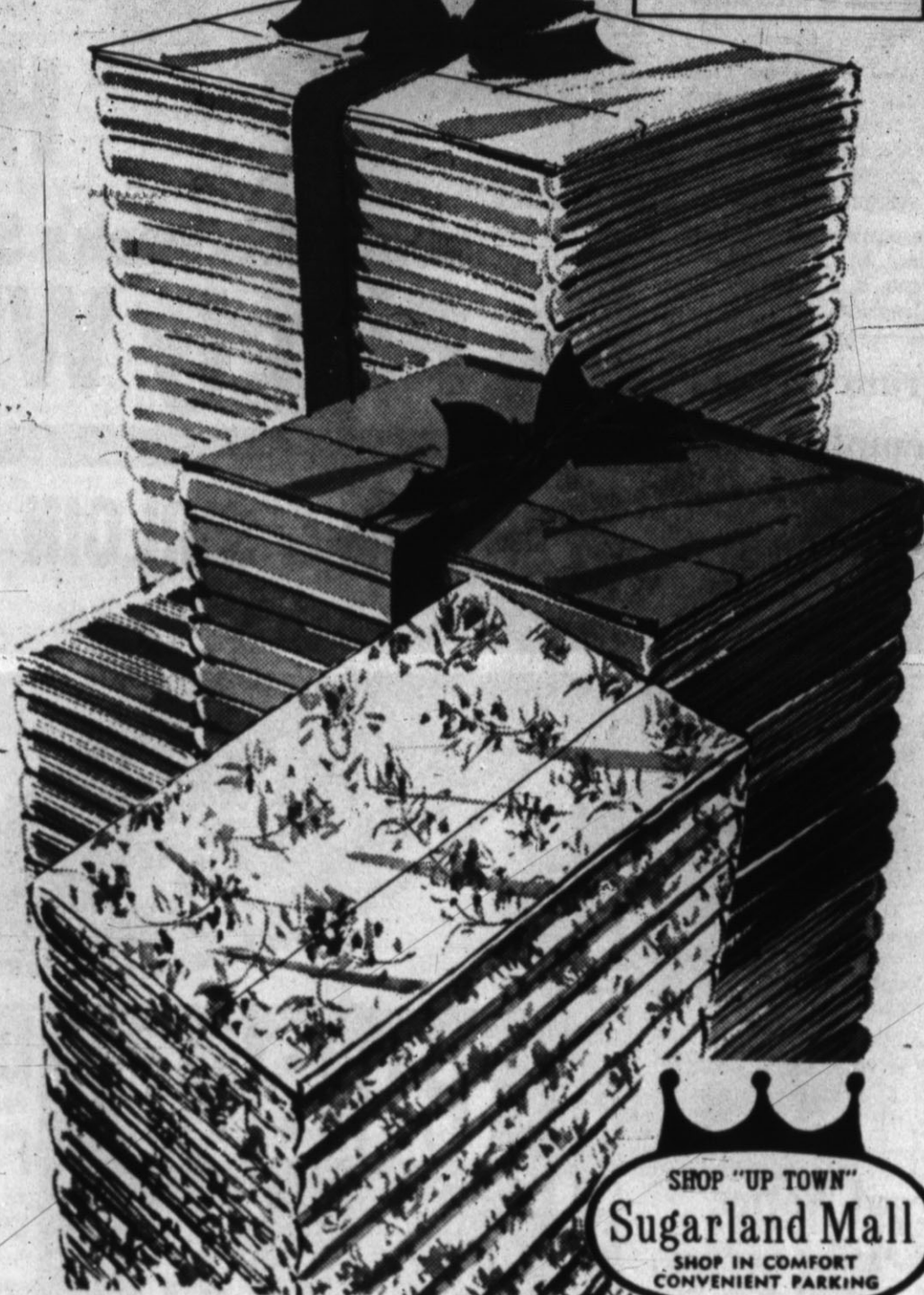
Mary Carter

Watchmen in Singapore often place their beds across the doorways they guard and thus sleep while they work.

12 HOUR SELL-A-THON OF REDUCED BARGAINS OPEN 9 A.M. TO 9 P.M. FOR OUR SIDEWALK CRAZEE DAY SALE

Penneys

HEREFORD, TEXAS
ALWAYS FIRST QUALITY



all Penney's famous quality sheets reduced!

- NATION-WIDE® long-wearing cotton muslins. 133 count***
 - white 1.51
 - full 81" x 108" flat or Elasta-fit Sanforized bottom 1.71
 - twin 72" x 108" flat or Elasta-fit Sanforized® bottom
 - pillow cases 42" x 36" 2 for 83c
- PENCALE® fine, combed cotton percale. 186 count.***
 - white 1.83
 - full 81" x 108" flat or Elasta-fit Sanforized bottom 2.05
 - twin 72" x 108" flat or Elasta-fit Sanforized® bottom
 - pillow cases 42" x 38" 2 for 1.05
 - * bleached and finished
- Pencale Fashion Colors: pastels—pale pink, lt. lilac, pastel yellow, opaline green, seafoam, lime, milk chocolate.**
- Deeptones—avocado, honey gold, hyacinth, copen blue, persimmon.**
- full 81" x 108" flat or Elasta-fit Sanforized bottom 2.78
- twin 72" x 108" flat or Elasta-fit Sanforized® bottom
- pillow cases 42" x 38" 2 for 1.28
- Pencale Decorator Prints.**
 - white 2.99
 - full 81" x 108" flat or Elasta-fit Sanforized bottom 3.99
 - twin 72" x 108" flat or Elasta-fit Sanforized® bottom
 - pillow cases 42" x 38" 2 for 2.34
- PENCALE SUPER-SIZE SHEETS measure your mattress for size**
 - white
 - Flat Sanforized Sheets
 - Elasta-fit Sanforized bottom for 78"x80" mattress 6.84
 - 81"x120" 3.54
 - 60"x80" 4.14
 - 108"x120" 6.34
- PENN-PREST never-iron sheets reduced for first time!**
 - white
 - full 81" x 108" flat or Elasta-fit bottom 3.99
 - 2.99
 - pillow cases 42" x 38" 2 for \$2
 - twin 72" x 108" flat or Elasta-fit bottom

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

LIMITED TIME ONLY! save 15% to 25% on our exclusive Adonna foundations!

Thursday, Friday & Saturday

- SAVE \$1** Stretch strap bra of nylon-lycra® spandex; cotton-rayon cups. 32-36A, 32-40B, C. Reg. \$3 each. **NOW 2 for \$5**
- SAVE \$2** Panty girdle of nylon-lycra® spandex, with self panels. Tall, average, short. S, M, L, XL. Reg. 8.95. **NOW 6.95**
- SAVE \$1** Waistline girdle of nylon-rayon-rubber-cotton. Inner-control bands. Short, average, long. S, M, L, XL. Reg. 5.95. **NOW 4.95**
- SAVE \$1** Sport-brief of nylon-lycra® spandex. Panel is acetate-cotton-lycra®. S, M, L, XL. Reg. 3.98. **NOW 2.98**
- SAVE \$1** Panty girdle of Lycra® spandex-nylon. Nylon lace panel trims tummy, self back panel. S, M, L, XL. Reg. 6.95. **NOW 5.95**
- SAVE \$1** Stretch strap bra of Dacron® polyester-nylon-cotton. Dacron® fiberfill cups. 32-38A, B, C. Reg. 2.50 each. **NOW 2 for \$4**
- SAVE \$1** Embroidered nylon cups, acetate-rubber-Dacron® polyester. 32-36A, 32-42B, C, 32-44D. Reg. \$3 each. **NOW 2 for \$5**
- SAVE 1.50** Panty-girdle of nylon-rayon-rubber-cotton, Helanca® nylon bands. Average, tall. S, M, L, XL. Reg. 7.95. **NOW 6.45**
- SAVE \$1** "Action-back" girdle of nylon-lycra® spandex. Acetate-rayon-spandex panels. S, M, L, XL. Reg. 5.95. **NOW 4.95**
- SAVE \$1** Long-leg panty girdle of nylon-rayon-rubber. Panels of acetate-rayon-rubber. S, M, L, XL. Reg. 4.98. **NOW 3.98**

SIDEWALK SALE THURSDAY THRU SATURDAY

BE SURE TO REGISTER FOR THE \$100.00 Cash Drawing THURSDAY NIGHT AT 8:30 IN THE MALL

You May Pick Up Tickets from Any Of The Mall Merchants Without Any Obligation. However, You Must Be 18 Years of Age or Older!

It's crazy! It's wild! It's the Sugarland Mall Merchant's Sidewalk Sale! Bring your family and friends out to see the wild costumes of the clerks and to take advantage of the fabulous bargains offered. Each store will have the sale merchandise out in front of his store so that you can shop easier. And don't forget the \$100 cash drawing Thursday night at 8:30!

Borden's Holiday Carnival
Friday & Saturday
FREE - FREE - FREE - FREE
Ice Cream Cones — Hot Chocolate Milk — Hot Dogs will be served for 10c. A clown will be in the mall all day Friday and Saturday, giving away candy treats.

Now in the heart of winter enjoy the festivities of Sugarland Mall's Sidewalk Crazee Days. Yes our associates will be dressed Crazee. But most important Penney's have Drastically Reduced Prices. Some winter goods marked down as much as one half of the original price. Come one, come all and be here at 9:30 sharp Thursday morning thru Saturday for the buys of a life time. Hurry — Hurry — Hurry — Don't miss the Carnival of bargains now in Sugarland Mall. Climatic temperature year round.

"CHARGE IT" at Your Friendly Penney's Store

Penneys
AUTO CENTER

Hereford, Texas

AUTO CENTER HOURS
Mon., Tues., Wed., Thurs., Fri.
7:30 a.m. - 6:00 p.m.
Saturday
7:30 a.m. - 8:30 p.m.

Professional tune-up at Penney's costs almost as little as when you do it yourself... includes all parts and labor!

You get new points, plugs, rotor, condenser and distributor cap; expert adjustment of cam-dwell, timing and carburetor. Result... more pep, better mileage, more enjoyable driving. Tune up at Penney's... save!

9⁸⁸ 4 cyl., **13⁸⁸** 6 cyl., **16⁸⁸** 8 cyl.

BATTERY GUARANTEE
If the battery fails (not merely discharges) (1) within the first 90 days — a free replacement. (2) after 90 days but within the specified period of time shown, we will replace the battery charging only for the period of ownership. This charge will be based on the current retail price less trade-in at the time of return, pro-rated over the stated months of guarantee.

SPECIAL CLOSE-OUT PRICES!
FOREMOST® RELIANT... YOUR BETTER 12-VOLT BUY!
Guaranteed 24 Months
10.88
Type 24 with trade

DRIVE IN! CHARGE IT! NO DOWN PAYMENT!
Phone 364-4063

Legal Notice

THE STATE OF TEXAS
TO: THE CANTON NATIONAL BANK, CANTON, ILLINOIS, a defunct national banking corporation; THE TRUST OFFICERS OF THE TRUST DEPARTMENT OF THE CANTON NATIONAL BANK CANTON ILLINOIS, whose name is unknown; THE BOARD OF TRUSTEES OF THE MORDECA AND SUSAN MORRIS MEMORIAL ENDOWMENT, whose names are unknown; the unknown heirs and legal representatives and their unknown heirs and legal representatives of ABRAM MORRIS, Deceased; THE CANTON NATIONAL BANK TRUST DEPARTMENT OF CANTON, ILLINOIS, as executor of the last will and testament of Mordeca Morris, Deceased; the RECEIVER OF THE CANTON NATIONAL BANK OF CANTON, ILLINOIS a defunct national banking corporation, his successors in office, Defendants, Greeting: You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 30th day of January, A. D., 1967, then and there to answer Plaintiff's Petition filed in said Court on the 19th day of December, 1966, in this cause numbered 5215 on the docket of said court and styled L. B. Lundry, Plaintiff, vs. Canton National Bank, Canton, Illinois, et al Defendants.

The name of the parties to this suit are as follows: L. B. Lundry, Plaintiff; The Canton National Bank, Canton, Illinois, a defunct national banking corporation, The Trust Officer of the Trust Department of the Canton National Bank, Canton, Illinois, the members of the Board of Trustees of the Mordeca and Susan Morris Memorial Endowment, the unknown heirs and legal representatives and their unknown heirs and legal representatives of Abram Morris, Deceased, the Canton National Bank Trust Department of Canton, Illinois as executor of the last will and testament of Mordeca Morris, deceased; the Receiver of the Canton National Bank of Canton, Illinois, a defunct national banking corporation, his successors in office, are Defendants.

A brief statement of the nature of this suit is as follows, to-wit: Plaintiff sues in trespass to try title alleging that he has the title to and is entitled to the possession of the follow-

ing described real estate situated in Deaf Smith County, Texas, to-wit: 220 acres of land out of Capitol League No. 413 and described as the South 1/2 of Survey or Section No. 1, Township No. 3 North of Range No. 2 East of a Cautiol Syndicate Subdivision in Deaf Smith county, Texas. Plaintiff alleges that he has title to the above described property and pleads the Three, Five, Ten and Twenty-Five Year Statutes of Limitation of the State of Texas, and that the Defendants claim some sort of claim or right to said land and Plaintiff asks that the cloud cast on his title by the Defendants be removed and he be quieted in his title, as is more fully shown by Plaintiff's Petition on file in this suit.

The officer-executing this process shall promptly execute the same according to law, and make due return as the law directs.

Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas, this 13th day of December, A. D. 1966.

Attest:
Lucille Posey Clerk District Court, Deaf Smith County, Texas

Legal Notice

THE STATE OF TEXAS
COUNTY OF DEAF SMITH
NOTICE OF EXECUTION SALE

By virtue of an execution issued out of the 106th District Court of Potter County, Texas, on a judgment rendered in said court on the 19th day of August, 1966, in favor of Crouch Carpet Company, Inc. d/b/a Texas Carpet Company and against the said Ted Royal, in the case of Crouch Carpet Company against Ted Royal, No. 43229 in such court, I did on the 19th day of December, 1966, 8:20 o'clock a. m., levy upon the following described tracts and parcels of land situated in the County of Deaf Smith, State of Texas, as the property of said Ted Royal, to-wit: All of the South 23 feet S 23' of Lot No. 63, and all of Lots Nos. 64 and 65, all in Thunderbird, Addition to the City of Hereford, Deaf Smith County, Texas, and on the 7th day of February, 1967, being the first Tuesday of said month, between the hours of ten o'clock a. m. and four o'clock p. m. on said day, at the courthouse door of said county, I will offer for sale and sell at public auction, for cash, all the right, title and interest of the said Ted Royal

New Year Begun In H.D. Club

Program information for a new year was recorded in year-books by Progressive Home-Demonstration Club members at their first 1967 meeting Tuesday afternoon in First National Community Room. Mrs. Dean Stallings was hostess.

Initial program of the year was on The Habit of Good Management, with Argen Draper, County H. D. Agent, as the speaker. She discussed the meaning of thrift for various members of a family in the management of its money. Mrs. Dale Hallows presided for a brief business session.

Also present were Meses. Pete Carmichael, E. C. Hammett, Tom Morgan, H. L. Hershey and Charles Gresham.

Program Given In Temple WMS

A general meeting of Temple Baptist Women's Missionary Society was held in the home of Mrs. Norma Curtsinger Tuesday evening for a program on the topic, Ministry of Healing. Mrs. Vernon Inmon gave the call to prayer and Mrs. Curtsinger the opening prayer.

Mrs. Glen Williams spoke of Christ's Healing Ministry and Mrs. Bob Lohr spoke of a modern instance of Christ's healing power. Mrs. Lesley Betts gave the closing talk, A Witness to Man's Concern.

in and to said property. Dated at Hereford, Deaf Smith County, Texas, this 23 day of December, 1966.

Edward R. Roberson, Sheriff of Deaf Smith County, Texas

Legal Notice

TO WHOM IT MAY CONCERN: Notice is hereby given that CHARLES R. STONE, here-tofore doing business under the assumed name of HER-TEX MILLING COMPANY, a sole proprietorship, has ceased to conduct such business as a sole proprietor and hereby gives notice that such business is being conducted as a corporation under the name of HER-TEX MILLING CO., INC.

HER-TEX MILLING CO., INC. by CHARLES R. STONE, President

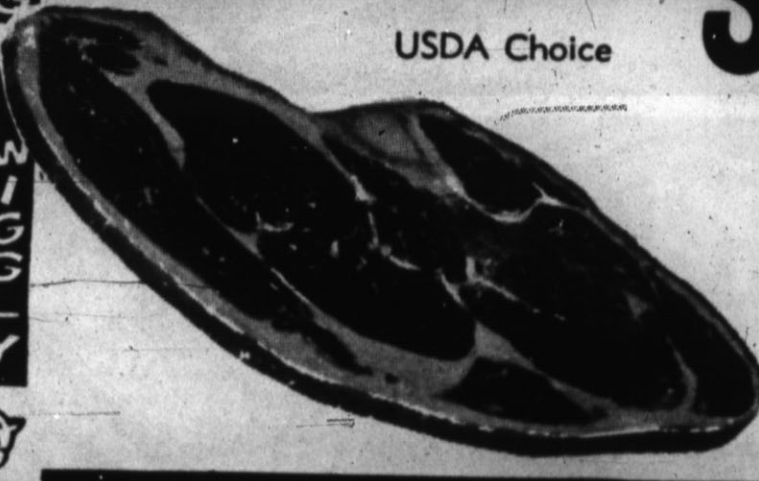
PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY



HAVE YOU HEARD?

about this week's SPECIALS at
Piggly Wiggly!

ROUND or SIRLOIN STEAK



USDA Choice
Lb. **89c**

DRUG SPECIALS

007 Cologne For Men	\$2.00 Value	\$1.29
Jergen's Lotion For Dry Skin	\$1.13 Value	69c
Brack-Banish Dandruff Hair Treatment	79c Value	49c
Western 89c Value		
All Weather Lotion 2 For Contact Lenses	89c Value	69c
Wetting Solution	89c Value	69c
V0-5 For Men Hairstyling Jel	\$1.09	69c
Lotion	Aquamarine \$1.00 Value	69c
Vicks Vapo Steam	98c Value	69c
T-BONE LOIN TIPS	USDA Choice Lb.	98c
Wright's All Meat BACON	2 Lbs.	\$1.29
Armour's All Meat BOLOGNA	Lb.	49c

CRISCO

3 Lb. Can **79c**

Gorton's Frozen Fish

Fish Sticks	Lb. Pkg.	59c
Flounder Fillets	Lb. Pkg.	59c
Ocean Perch	Lb. Pkg.	49c

EGGS

Grade "A" Medium Doz **45c**

Save Shurfresh & Tender Crust Coupons

FOR VALUABLE FREE PRIZES

Ask Piggly Wiggly For Prize List

SOUP CRACKERS

Campbell's Meat Base 2 For **33c**

Shurfresh Lb. Box **19c**

STYLE	DOG FOOD
Hair Spray 10 Oz. Can 59c	Roxey 7 Tall Cans 49c

Dr. Pepper Breaded Shrimp

Diet-King Size or Regular 6 Bottle Carton **39c**

Margarine

Blue Plate Frozen 10 Oz. Pkg. **69c**

Baby Food

Kraft's Miracle 6 Stick Lb. Pkg. 4 For **\$1**

Gerber's Strained Fruits & Veg. 4 1/2 Oz. Jar **10c**

COFFEE

Shurfine Lb. Can **59c**

Unconditionally Guaranteed

DELICATESSEN

THURSDAY
STUFFED BELL PEPPER
HEAT LOAF
SCALLOPED POTATOES
HARVEST BERRY

FRIDAY
PIZZA
LAMB CHOPS
CORN
GREEN BEANS & POTATOES

SATURDAY
BEEF & CHEDDAR
HEAT LOAF
POTATO SALAD
COLE SLAW
PINTO BEANS

CHIEF

Grandma Bakes Pies Daily

TOMATOES

Chuck Wagon Mexico U.S. No. 1 Cello Package **25c**

AVOCADOS California Large Size Ea. 10c	BELL PEPPERS Florida Fresh-Crisp Lb. 25c
TANGERINES California Large Size Lb. 15c	YELLOW ONIONS Spanish Sweet Lb. 10c

PIGGLY WIGGLY
The Original SELF SERVICE

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

Hereford State Bank

Statement of Condition December 31, 1966

RESOURCES

Loans & Discounts	5,393,281.34
U. S. Government Securities	1,006,248.75
Other Securities	1,250,015.73
Cash & Due From Banks	1,571,630.54
Bank Building	55,000.00
Furniture & Fixtures	7,135.00
Other Assets	1,489.82
	9,294,801.18

LIABILITIES

Capital Stock	150,000.00
Surplus	300,000.00
Undivided Profits & Reserves	345,344.38
Deposits	8,499,456.80
	9,294,801.18

OFFICERS

Russell E. Carver, President
J. A. Hodges, Executive Vice President
Dean House, Vice President
Cliff Estes, Vice President (Inactive)
Wayne Williams, Cashier
Nadine Wade, Assistant Cashier
Marie Maxwell, Assistant Cashier

DIRECTORS

J. R. Allison
O. L. Bybee
Russell E. Carver
Howard Gault
J. T. Gilbreath, Jr.
J. A. Hodges
W. N. Hodges
J. R. Lipscomb
R. G. Peeler
H. S. Wilbur, Sr., Chairman

HEREFORD STATE Bank



HEREFORD, TEXAS

Michael Hagar Is Wounded In Da Nang, Viet Nam

Mr. and Mrs. Louis Hagar of 128 Ave. B were informed Tuesday that their son, Lance Cpl. Michael Wayne Hagar, 20, had been wounded "while on a sweep and search operation with the infantry" in Da Nang, Vietnam.

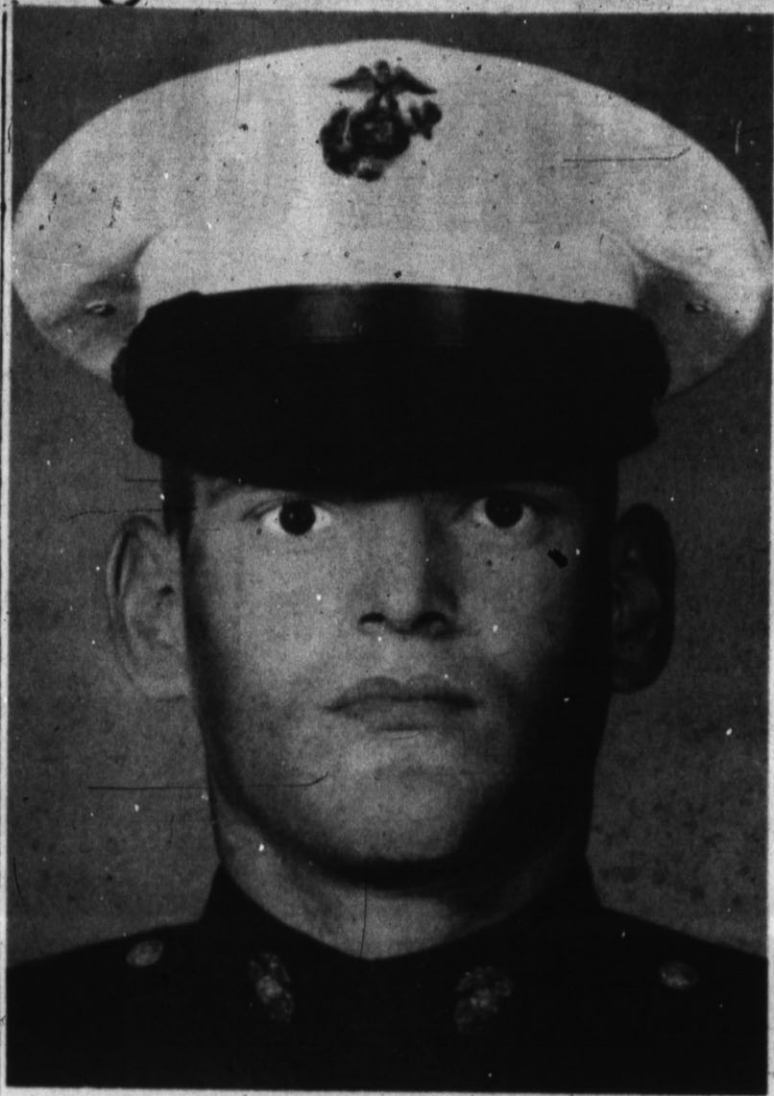
Mrs. Hagar said the family was first notified of their son's injury Tuesday when an officer came from Amarillo and said Hagar had been shot in the throat. "The man said Michael had been treated at a battalion aid station and felt sure that the injury was only a crease in the neck from the reports sent. He said those more seriously hurt are taken to base hospitals."

At 9 p. m. Tuesday, a telegram arrived from Washington also telling the family of the injury and stated that "his condition and prognosis was good."

Michael entered the U. S. Marines in September, 1965, and soon after completed a correspondent course for his diploma from Hereford High School. He has been in Vietnam six months with the 26th Marines.

Describing a coincidence, Mrs. Hagar said, "all of the relatives got a letter from Michael Tuesday. Our letter was dated the 29th and he was hurt on the 30th. He said in the letter that in the next two weeks he would be transferred to another battalion."

Mrs. Hagar said her son "writes us very little about Vietnam. He writes other people about it but won't say anything to us. A while back he said that a recommendation for him to receive the Bronze Star had been confirmed. He said it was for knocking out a bunker while they were retaking a hill, and then said, 'I'll tell you about it when I come home.'"



MICHAEL HAGAR

Phelps Resigns Pastorate Here

With three years experience in the pastorate, a degree from Southwestern Baptist Theological Seminary, and "the will of God," the Rev. Tommy Phelps has announced his intention to go into full-time evangelistic work.

Coming to Hereford 13 months ago to accept the pastorate of Temple Baptist Church here, Rev. Phelps has seen approximately 200 additions to the church. A former professional wrestler, wrestling for 17 years



Rev. Tommy Phelps

New President In Club Chair

A new president, Mrs. Lloyd Smith, was in charge of the business session for Young Homemakers Home Demonstration Club at First National Community Room Tuesday morning. She succeeds Mrs. Charles Brown in the office for the 1967 term.

The program outline for the year was discussed as year-books were distributed. Mrs. Smith was hostess for the initial meeting, and directed a group discussion on the program topic, Benefits of Driver Education in School.

Also present were Meses. Carl Armstrong, Lee Roy Burgess, Tommy Crawford, John Hammett, Max Rieman and Brown.

house, luncheon at 12:30 p. m. Dawn Music Club in home of Mrs. Melvin May, 310 Westhaven, 2:30 p. m.

Lone Star Study Club in Mrs. Hardy Benson's home, 127 Aspen, 3:30 p. m. Rebekah Lodge at IOOF Hall, 8 p. m.

Order of Eastern Star, meeting at Masonic Temple, 7:30 p. m.

Calvary Baptist WMS Day Circle at church, 9:30 p. m. Hereford Jaycees lunch at Jones Restaurant, noon.

WEDNESDAY
Mon Amis Club in First National Community Room, 2:30 p. m.

First Baptist Day WMS, luncheon at church, 12 noon. Avenue Baptist WMU at church, 7 p. m.

Sugar Squares square dance club at Community Center, 7:30 p. m. Hereford Lions Club, lunch at Hotel Jim Hill, 12 noon.

Police Report Slight Damages

An accident occurred Friday morning at the intersection of 1st and Ross Streets when Brent Lee Caviness, 323 Star and Yolanda Ramirez, 118 Hermsillo, collided after Miss Ramirez attempted to make a left turn as Caviness was going east. He was driving a 1965 pickup while her vehicle was damaged approximately \$25. Owners of the two vehicles were Caviness Packing Plant and Manuel F. Rodriguez, respectively.

Floydada Rites Conducted For Martin Green

Funeral services were conducted at Floydada Wednesday afternoon for Martin S. Green, 82, of Seagraves who died in Deaf Smith County Hospital here after a brief illness. He became ill while he was here visiting his daughter, Mrs. Frances Carver.

A farm owner and retired mechanic, he moved to Floydada in 1898 from Denton, where he was born Dec. 1, 1884. He married Rena Ruth Miller at Floydada in 1907. The Rev. Herschel Thurston, pastor, conducted the funeral in First Methodist Church of that city.

Surviving Mr. Green are seven daughters and a brother.

Burial was directed by Moore Funeral Home of Floydada. Local arrangements were in charge of Gilliland Funeral Home.

Slight Damage Seen In Wreck

The intersection of South 385 and Highway 60 was the scene of an accident Wednesday evening and involved a 1959 Ford driven by Anacleto G. Enrique, Box 1025 and a 1955 sedan driven by Raymond Glenn McCurdy, 1505 Park. The accident occurred when McCurdy attempted to make a left turn in front of Enrique and the two collided. Enrique's automobile incurred \$75 damage and damage to the McCurdy vehicle was also estimated at \$75.

ready secured 25 revivals for the year 1967. These are in Texas, Missouri, Kansas and Oklahoma.

The Phelps, who lived at 339 Star, will use Amarillo as their "headquarters" and will move to that city soon. Rev. Phelps and his wife, Marjorie, have two children. They are Barry, 15 and a sophomore at Hereford High School and Mark, 10 and a 4th grader at Aikman Elementary School. They will continue their schooling here until mid-term.

Rev. Phelps remarked that, "these 13½ months at Temple have been the most glorious 13 months of our Christian life."



CEREMONY — County officials elected in the November general election were sworn in Monday morning, January 2, by Cynthia Vines, deputy in the county clerk's office. Shown front row are A. J. Schroeter, surveyor; Velma Hodges, county treasurer; Lucille Posey, district clerk; and Judge H. C. Williams, county judge. Back row is B. F. Cain, county clerk; Marcus Latham, county commissioner, precinct 2; Ernest Wade, justice of the peace; and Donald Hicks, county commissioner, precinct 4.



ANOTHER \$25.00 WINNER from the Cloverlake Mystery Man

Be on the Lookout For The CLOVERLAKE MYSTERY MAN "You May Be The Next To Win"

Another Cloverlake winner of \$25.00 is Pola Landin of Hereford. Presenting the check to Pola is Jack Barker, the Cloverlake Mystery Man. Looking on is Robert Barton of Furr's Super Market. Pola bought a carton of Cloverlake milk at Furr's Super Market. Good things do happen when you buy Cloverlake.

Save Your Cloverlake Points For Valuable FREE Premiums

OFFICERS

JAMES W. WITHERSPOON Board Chairman
J. H. SEARS President
C. G. ACKER Vice-President
HARRY E. CAYLER Vice-President
JERRY G. DETWILER Vice-President
WHEELER M. SEARS Vice-President
HELEN S. SMITH Cashier
JONNY E. CLOUD Assistant Cashier
SUE JAMES Assistant Cashier
ALMA SCOTT Assistant Cashier

DIRECTORS

C. G. ACKER
EARNEST LANGLEY
TAFT MCGEE
C. PALMER NORTON
JOHN D. PITMAN
OWEN SEAMANDS
J. H. SEARS
BILL WALDREP
R. R. WILLS
JAMES W. WITHERSPOON

STATEMENT OF CONDITION

The First National Bank of Hereford

AT THE CLOSE OF BUSINESS ON DECEMBER 31, 1966

RESOURCES		LIABILITIES	
Cash and Due From Banks	\$3,024,087.84	Capital Stock	\$ 200,000.00
U. S. Government Bonds	929,602.05	Surplus	1,200,000.00
Other Bonds and Securities	1,875,140.43	Undivided Profits and Reserves	1,082,638.47
Stock in Federal Reserve Bank	42,000.00	DEPOSITS	18,553,617.56
Banking House	100,000.00		
Furniture and Fixtures	105,557.92		
Other Assets	174,486.73		
Loans and Discounts	14,785,381.06		
TOTAL RESOURCES	\$21,036,256.03	TOTAL LIABILITIES	\$21,036,256.03



Member Federal Deposit Insurance Corporation

For **COLDS** take **666**

The big savings event is coming soon to Hereford residents. STOP SPENDING YOUR MONEY!

WAIT FOR THE

MOVING OUT SALE

SOON TO BE ADVERTISED

Merchandise to be sold at cost or below!



SCENE SOFTENER — A little heavy frost distorts into a lacy vision of winter beauty, turns a stark winter tree in an industrial (Hereford Brand Photo)

Probation Officer Is Speaker On Legion Auxiliary Program

Effect of recent changes in the criminal code due to U. S. Supreme Court rulings was discussed by a longtime law enforcement officer, former sheriff Lowell Sharp as guest speaker to the American Legion Auxiliary Tuesday evening.

Sharp, who last fall resigned as Deaf Smith County sheriff to become District Adult Probationary Supervisor, told how law enforcement officials are restricted in certain fields of their work by the court rulings on rights of the accused.

He quoted statistics on crime, saying that the crime rate in the nation increased last year and saw a 13 percent increase in Texas. At the same time, the number of arrests declined in many places, he added.

Mrs. Charles Hood was hostess for the meeting in the Legion Hall, and Mrs. Bill Gilleland presided for business. Reports on Christmas activities were heard. Mrs. L. K. Williamson, treasurer, reported pro-

fit from the project of serving holiday dinners to several business groups.

Mrs. Ira Ott announced that gifts valued at \$1479 were distributed in the annual gift shop sponsored by district Auxiliaries at the Amarillo Veterans Hospital, and nearly 400 hours of time was given by volunteers.

Mrs. Grant Hanna announced a meeting Jan. 10 in the home of Mrs. Troy Stambaugh to complete the annual membership drive. An executive committee meeting in Mrs. Charles Hood's home was set for 7:30 p. m. Feb. 3.

Members decided to invite to the next meeting two Hereford women who have recently become U. S. Citizens, Mrs. Gertrud Grotogut and Mrs. Maria Barajas de Martinez.

The father of American model railroading was Joshua Lionel Cowen.

Look Who's New

Mr. and Mrs. Robert A. DeLuna are the parents of a daughter, Erlinda, born December 31.

Mr. and Mrs. Chesley C. Johnston are the parents of a son, Shawn Scott, born December 31. He weighed 7 lbs. 15 ozs.

Mr. and Mrs. Frank E. Scott are the parents of a daughter, Rebecca Louise, born January 2. She weighed 8 lbs. 6 ozs.

Coaches To Meet To Discuss Rules

A regional meeting for Region I of Texas High School Coaches Association will be held in the Student Union Building on the Texas Tech campus Jan. 14. Jack Meredith, Region I Senior Director, has announced.

Included in the meeting will be football and basketball lectures, general meetings, and "we'll discuss any possible rule changes to be brought up at the board of directors meeting."



Easter community building . . . nearly complete. (Hereford Brand Photo)

Easter Community Center Will Be Completed Soon

Construction work on the \$20,000 Easter community building, being erected by the Easter Lions Club, is nearing completion.

The project became the topic of discussion during Lions club meetings about a year ago, but actual work began in early December. The building is directly northwest of the Easter Community Gin Co.

Roy Botkin, chairman of the building committee and a club director, said the 50-by-70-foot building will have approximately 3,500 square feet of space. Included will be a stage, kitchen, store room, bathrooms and seating space for about 200

persons, "crowded together."

David Hutchins, club director, said an open house is tentatively planned for the afternoon of Feb. 5.

Botkin said the building is being built "for all community uses. We'll set up a governing board to handle the use of it, but any kind of community activity will be included." Many meetings will be held at the community center, including the ladies clubs, 4-H Club and the Lions Club.

The all-steel building has antique birch paneling on the inside, vinyl asbestos flooring and a 10-foot acoustical ceiling. Plans call for landscaping of the

building's front, volleyball courts in the rear, and blacktopping of the area.

Plains Steel Company of Amarillo is contractor for the steel construction, Kelley Electric of Hereford is electricity contractor, Brown Sheet Metal of Hereford is doing the heat and air installation, Carl McCaslin Lumber Co. of Hereford is doing the plumbing and bathroom fixtures, Doc Miller of Hereford is building kitchen cabinets, and Carlos Barnes of Dimmitt has contracted for the gas and water lines.

Money for the construction of the building came from fund raising projects by the Lions Club, which has about 80 members.

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We Give S&H Green Stamps With Every Purchase

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Graham Crackers Sunshine 1 lb. **39¢**

Pineapple Juice Shurfine 46 Oz. **4 For \$1**

Post Toasties Corn Flakes 18 Oz. **39¢**

Frozen Dinners Morton's **39¢**

Fish Sticks Sea Star Frozen 8 Oz. **5 For \$1**

Carrots lb. Bag **10¢**

Potatoes U.S. No. 1 Russet 20 lb. Bag **69¢**

Oranges Texas lb. **7 1/2¢**

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SECTION TWO HEREFORD, TEXAS 79045, THURSDAY, JANUARY 5, 1967

Pioneer Natural Gas Offers City, Agriculture Service

By TOM PORTER
Staff Writer

"If all main lines and city plant mains in the Hereford District of the Pioneer Natural Gas Company were laid in one continuous line, it would reach west from Hereford to the Hawaiian Islands or extend south out into the Gulf of Mexico."

The description is one used by Dale Young, district manager, in telling of the company and its history in this area.

Gas first came to Hereford in the latter part of 1927 and began being used in 1928, when the West Texas Gas Co. was set up, Young explained. "Records show that The First National Bank signed the first contract in April, 1928." About 1953, the name of the company was changed to Pioneer Natural Gas Company.

The Hereford District of the Pioneer System, the manager continued, covers an area in rectangular size approximately 70 miles wide and 100 miles long — an area of 7,000 square miles. "We have nearly \$13,000 active accounts in the five incorporated towns and eight communities throughout the district," said Young. "The major cities in the district are Hereford, home base for the district; Canyon, Dimmitt, Friona, Bovina and Vega.

Christmas Upped Savings Accounts

Savings! Savings! Savings! So many families have savings accounts nowadays. Especially since the "tight-money-craze" has hit the United States. Usually at Christmastime, however, the savings accounts are rather rapidly depleted to purchase all those necessary Christmas presents, including the antique candlestick for Aunt Sarah and the imported bread basket for Grandmother.

Not so this year, however. All the savings organizations in Hereford — Hereford State Bank, First National Bank, Hi-Plains Savings and Loan and the Credit Union — reported that savings during December had remained constant or increased, rather than decreased. Hi-Plains Savings and Loan Association reported that the total deposits through Christmas Eve had been \$132,000 and total withdrawals \$22,000 making the net increase for December rise to \$110,000. The First National Bank estimated that their savings had gone up \$80,000 during the Christmas season.

construction and maintenance crews stationed in Hereford employ a total of 35 persons," Young continued. "The district recently was honored by the Southern Gas Association for having the longest string of man hours without a disabling injury than any other district in the system. "This is especially good, considering the fact that if the total miles driven in our district per year were driven by one vehicle, it could make a round trip to the moon," Young added.

The district has 20 vehicles — all equipped with two-way radios — to serve the area. "We serve gas for domestic and commercial purposes, with the largest number of consumers being farmers who use natural gas to drive combustion engines on wells to pump water," Young stated. "And in the Hereford district, we have approximately 5,000 wells now being served by natural gas."

"Within the last 12 months, the Hereford District has increased approximately 8 per cent in active accounts. Young proudly states. "And we haven't had an increase in rates in over six years."

In explaining the gas process, Young said, "The transmission line comes into town from several directions. We have two border stations on the east side of Hereford where gas is reduced in pressure to be safely used in the city. After being reduced there, it enters the city mains and reduced in pressure again in strategic locations to serve customers."

The Hereford district, unlike some in the system, has a registered professional engineer available for technical service. The engineer, Marion Knox, plans the design and operation of gas distribution facilities and also aids the farm customers to get gas fuel to many combustion engines for irrigation wells. Another service of the local district — primarily to Hereford residents — is the Blue Flame Room, a community room available for civic and non-profit social activities. The room, Young said, is equipped with an efficient dream kitchen, refrigerator, and tables and chairs for 60 persons.

"We also are connected with the Home Service Department of Amarillo, and upon appointment Home Service Girls are available for demonstrations on uses of today's gas appliances."

The present Pioneer Natural Gas Building was moved into in October 1959.

Young was named district manager of the Hereford district in February, 1966. He had worked approximately nine years as district engineer before the promotion. Buddy Evans is

superintendent of crews and Clinton Massee is chief clerk in the office.

Young succeeded John Sims, who presently is Pioneer manager in Midland. R. C. McGilvary, who served as manager many years, is retired and lives at 202 Kibbe. C. L. (Stoney) Wall is president of the company, while M. B. Edquist is a vice president of distribution and T. S. Whitis is vice president of transmission.

Year Shows Varied Yields

The impact of a differential growing season had an important influence on the yield and the quality of the 1966 fall harvest in the states served by the Santa Fe. While the production of most agricultural commodities was at a high level some were much below last year's record harvest.

The production of cotton in Texas, New Mexico and Oklahoma established new record lows because of growers' participation in the government cotton program and unseasonably early freezes. Freeze damage to unopened bolls, which turned soft and did not open, had an adverse effect on the quality of the crop. Per acre yields in almost all cases were below average.

In contrast with cotton, the grain sorghum production has shown a substantial increase in the principal producing Santa Fe-served states. August and September rains accompanied by cooler weather revived the dryland sorghum crop and the output, while varied, was generally good. Expected per acre yields from irrigated land were likewise increased and the quality of the crop improved.

Sugar beet harvest in the Santa Fe portions of Texas, Colorado and Kansas was virtually completed by the last week in December; however, processing plants will continue operating until the latter part of January receiving their beets from stockpiles. Both yield and sugar content were below last year caused primarily by erratic weather conditions during the latter stages of maturity.

Production of castorbeans on the Texas High Plains and in New Mexico and Kansas was down an estimated 25 percent. This, too, was due to the unusual weather conditions that

See YEAR Page 2

I think this particular area is one of the gems of the Panhandle. And we're real enthused with the prospects for the future."



QUICK WAY TO DO IT — Customers of Pioneer Natural Gas Company don't even have to leave their cars to transact business or just ask for information because of the drive-in window. Mrs. Linda Moore, an employee demonstrates the service. (Hereford Brand Photo)



MAKING USE OF MODERN KITCHEN — Employees of Pioneer Natural Gas Company make great use of their efficient "dream kitchen" during coffee breaks. Miss Clara Acker is shown serving Mrs. Delores Webster. (Hereford Brand Photo)

Life Saving Shrinks As Dollar Value Drops

How long would it take for the average Hereford family, earning what it does at the present time, to build up a \$50,000 retirement fund if it puts aside 7 percent of its income each month?

The question is an important one because of the constantly rising cost of living. What was a sufficient amount of money, to retire on 20 years ago is quite inadequate now, even with social security. It will be more inadequate 20 years hence.

Economists are advising people to look ahead and raise their sights as to how much money they will need for retirement.

At one time the advertisements read: "How I retired on \$150 a month." Now the amounts mentioned are at least twice that much.

At the 7 percent rate, the average Hereford family would be saving approximately \$40 a month, based on its current income.

If it banked or otherwise invested this money and received interest at 5 percent, compounded quarterly, it would achieve the \$50,000 objective in 34 years, except for the taxes pay-

able on the interest received.

In many other areas of the country, where incomes are low the local level and the amount that can be saved is smaller, a greater length of time would be needed to accumulate \$50,000.

On the average, in the West South Central States, a period of 35 years would be required. For those local families that find it possible to put \$40 a month into such savings, the \$50,000 fund would be created in 34 years. Their actual cash savings in that period would total \$18,320. The remaining \$33,000 would come from dividends.

The \$75-a-month saver would reach the \$50,000 point in 28 years. He will have put \$22,500 away in that time and received \$27,500 in interest.

Just how much a family can save depends upon its particular circumstances and upon how much it has left after taking care of its basic necessities.

According to the latest figures, total savings by individuals in the United States this year. This is about \$3 billion below the amount they put aside last year.

Southwest agriculture is experiencing a period of plenty. In 1965 it was marked by an all-time bountiful harvest. The year just ended was highlighted by a general continuation of the high level of production.

What about the future? "Agricultural prospects for 1967 are bright," says agricultural economist J. C. Grady Jr. A significant part of the 1966 agriculture picture in the five-state area of Texas, Louisiana, Oklahoma, New Mexico and Arizona is that net farm income is expected to be moderately above that in 1965.

The "division of the larger income among the smaller number of farmers will result in a higher income per farm," Grady writes in the December issue of Business Review, monthly publication of the Federal Reserve Bank of Dallas.

"Moreover, with land values continuing upward, equities of landowners have increased," he says. "Consequently, the financial position of most farmers and ranchers likely has improved over a year earlier."

Water Supply Is Called Adequate

WATER SUPPLY SUMMARY: Even with a below average snow melt season streamflow in 1966, Bureau of Reclamation project's irrigation water demands were reasonably well satisfied. Storage in western reservoirs at the start of the irrigation season was generally far in excess of the usual carryover due to the high streamflow year of 1965. The supplemental stores water provided for a generally adequate water supply.

In Santa Fe-served territory the snow melt season streamflow was near average on the Rio Grande in New Mexico. Winter and spring flow was well above average in central Arizona but extreme deficiencies in streamflow were experienced in the upper Colorado River basin.

While water supplies in California were considerably below were experienced. At least one year in four similar water problems are expected. At the end of the water year, the storage in major reservoirs was about equal to the average carryover storage for the last ten year.

The central valley of Arizona has had an excellent water year and prospects for next year, based on carryover storage and mountain soil moisture are excellent. Reservoir storage for consumptive use is nearly three time average and 1967 streamflow should be better than average if normal precipitation is received.

Late November and early December storms throughout much of California and Arizona added much needed water to available supplies in many reservoirs.

Summer flow of the Colorado River into Lake Powell was among the lowest years of record. A bumper crop of snow in the high mountains is necessary this winter to assure adequate water next summer.

Summer rains were very beneficial in the lower Arkansas drainage.

The Rio Grande flow in New Mexico was close to its 1948-1962 average while the Canadian and normal runoff. Summer rains caused flooding in some places. Reservoir carryover storage is up from a year ago and slightly better than average. The only major reservoir that was lowered during the summer was Elephant Butte.

Even with excessive use of storage water, carryover storage for 1967 is only slightly below average for most irrigation systems; however, this represents a substantial decline from a year ago. Without the cushion of carryover storage, average or better snowfall will be required during the 1966-67 winter season to assure an average water supply for the 1967 irrigation season.

He adds that in addition to the impact of differential growing conditions, "an important influence upon production of the four crops is government programs."

"Changes in these programs have had a noticeable effect on cotton and rice output" in 1966, he says.

In the five states, cotton production was down 27 per cent and the wheat output was off nearly 20 percent over 1965, mainly because of soil moisture shortages in the major wheat-producing areas. Louisiana was the only Southwest state to show an improved wheat output.

Production of sorghum, basic feed grain of the Southwest, rose 14 per cent above 1965 and the rice crop was 5 per cent higher. Increased acreage planted to the crops accounted for the larger supplies.

Texas cotton in 1966 was expected to gin out at 3,175,000 bales as compared to 4,725,000 bales a year earlier. The 1966 average yield is forecast at 352 the smallest acreage since 1899, the Texas Crop and Livestock Reporting Service says.

Sorghum grain production in Texas last year was expected to be 25,956,000 bushels greater than 1965 when 285,740,000 bushels were harvested. A record yield of 56 bushels per acre was anticipated in 1966 on 715,000 fewer acres than the previous year.

Texas' expected rice crop will fall about one-half million hundred-weight short of equalling the 1965 record of 21,714,000 hundredweight.

The Southwest showed a sharp increase in 1966 in production of citrus fruits, Grady says. The upswing was attributed to a larger Texas crop which has been rebounding since 1962 trees in the Rio Grande Valley.

The Department of Agriculture estimates Texas' 1966 orange crop at 2,400,000 boxes, as compared to 1,100,000 a year earlier, and grapefruit at 5,400,000 boxes, up more than two million boxes.

Grady says, "Favorable livestock prices have been the prin-

cipal factor in maintaining the over-all level of farm product prices above a year ago (1965), as the aggregate level of crop prices has been slightly lower."

He says there were a greater number of beef cattle on farms and ranches in 1966. "As a result of the increased number of cattle slaughtered and higher average slaughter weights, red meat output advanced over a year ago," the economist adds.

As for 1967, Grady says the "demand for most agricultural products remains strong. Cotton is the only major Southwestern crop in excess supply."

He says there will be only minor changes in government farm programs.

"The tight world food situation has been reflected in a strong grain market, and stocks have been reduced to what are considered to be minimum levels," Grady reports.

"Therefore, additional acreages may be planted in order to increase grain production and replenish supplies."

RANGE AND LIVESTOCK REPORTS

A large area of poor range conditions cover much of northern California and adjacent states. Some ranchers have purchased shipped-in hay for winter needs. Fair range conditions exist over much of Southern California and Arizona and most of the inter-mountain states. Feed supplies are generally expected to be adequate for normal winter requirements. Good range conditions exist in most of the Central and Southern Great Plains except for Kansas and Oklahoma where conditions are rated fair to poor. Roughage supplies are considered adequate in most localities.

Where native pastures have been short cattle have generally had access to stubble fields, cut-over meadows and other sources of feed. This together with relatively mild weather has prolonged the grazing period in many areas and has resulted in cattle going into winter in slightly above average condition.

Crop Insurance Tops \$1.7 Million

Insured cotton and grain sorghum farmers in 50 Texas counties are receiving nearly \$1.7 million in Federal Crop Insurance payments for 1966 crop losses, says Ben A. Jordan, Jr., State Director of FCIC.

In addition, he says, beginning with the first of the year all-risk Federal Crop Insurance was made available to farmers in eight more Texas counties.

Although preliminary figures only are available, the bulk of the loss payment, about \$1,400,000 will go to cotton farmers in the hardest hit counties of Hudspeith, Hale, Lubbock, Parmer, Swisher, Floyd, Lamb and Hockley and lesser hit counties of Bailey, Briscoe, Calhoun, Castro Crosby, Fort Bend and Victoria.

Federal Crop Insurance will pay another \$10,000 to grain sorghum producers primarily in Lamb, Hale, Deaf Smith, Castro, Parmer, Randall and Swisher counties.

With the exception of Hudspeith County where flash floods destroyed much of the cotton in Dell City, most of the insured losses were widely scattered in the 50 counties where payment are being made.

The eight counties opened for Federal Crop Insurance programs for 1967 include Pecos, Reeves and Ward where insurance is available on irrigated

cotton and Hansford, Carson, Dallam, Sherman and Moore counties for irrigated grain sorghum. This raises to 64 the total Texas counties where FCIC is serving farmers.

Besides the new counties, production guarantees on irrigated cotton have been raised and premium rates lowered in 17 West Texas counties in an effort to bring the program more nearly in line with normal yield increases during the past 10 years.

"This completes a two-year program of updating the FCIC cotton program. Dryland cotton producing counties in the Blacklands Area were adjusted a year ago," Jordan says.

FARMERS UNION

The state president of the Future Farmers of America and the president of the Texas Farmers Union are expected to be speakers during the monthly meeting of the Deaf Smith County Farmers Union at 7:30 p. m. today in the Bull Barn. Marcus Hill of Sulphur Springs, state FFA president, will be featured speaker of the meeting, said Leo Witkowski, Union president. Jay Naman of Waco, president of the TFU, has said he will attend and speak on state and national agricultural problems.



SUPERVISORS — Dale Young, manager of the local office of Pioneer Natural Gas, presented a safety plaque to supervisors in the Hereford District recently. The award recognizes 448,635 man hours of work without lost time due to accidents. Shown are Buddy Evans receiving the plaque from Young. Others are A. V. Barnes, Clint Massee, Marion Knox, Ralph Mardis, and Ralph Shirley.



Another Hereford business . . . Pioneer Brand Photo) Gas Company at 301 W. 3rd. (Hereford

LET'S COOK SOMETHING!

Family OK's Hamburger

By SUE COLEMAN
Women's Editor

Beginning a term as president of Deaf Smith County Home Demonstration Council for the calendar year 1967, Mrs. O. L. Williams has a background of wide experience in H. D. Club work. She has held all offices in the council, as well as her own club of which she has been president twice.

IN ADDITION, Mrs. Williams has served as chairman for this county in the Texas Home Demonstration Association, and says she finds the contacts with club women from other coun-

ties "very interesting" although she will not now accept club responsibilities which take her to out-of-county meetings.

"While my boys are in school here I want to stay in reach of them," she says. "After they grow up, there are many things I want to do — I have a long list. A neighbor told me lately that since her children are grown she simply doesn't know what to do with her time, but I don't expect to have that trouble!"

Besides the possibility of more club activities, the Hereford woman would like to de-

vote more time to sewing and handcrafts which she enjoys now as a "sometime hobby." Also, she would like to study art as an extension of another hobby, painting, which she has pursued without a teacher.

SHE HAS HAD SOME training in crafts in H. D. clubs and in working with her sons in Cub Scouts, but she looks forward to further study and practice "when the kids grow up."

They are doing that fast. Lee is 14 years old and Ross 11, and Mrs. Williams' interest centers now in school athletics as they have in the past in Little

League and Cub Packs. Whatever the boys like to do at any stage, is given priority as her main interest.

The Williams have lived in Hereford since their marriage, and she had previously spent most of her life in Dimmitt. She was Bell Payton, born in Anadarko, Okla. She enjoyed school athletics, mostly as a spectator, and sang in the school choir, but she left school before graduation for an early marriage.

HER HUSBAND farmed until last year, when he became an employee of a cattle feeding firm. Mrs. Williams is a member of North Hereford H. D. Club, which she says is "mostly made up of women living in south Hereford," like herself.

Because she prepares meals for a predominantly male household, Bell Williams specializes in man-sized main dishes rather than fancy desserts. She likes to cook when there is plenty of time, she says, but has learned to do the hurry-up meals which are often required for a hungry family.

And she admits she had rather hurry a meal and have more time to sew. She makes practically all her clothes, because she is rather tall and very slender so that it is difficult for her to find garments in the stores which fit well.

"MY WAIST SEEMS to be smaller than normal," she says, "and if I buy a dress it has to be altered — I'd rather make a dress." Sewing, she adds, is her real favorite of homemaking tasks.

A recipe which she contributed to the cookbook of holiday foods, recently compiled by H. D. Club women of this county, is typical of the ones used most by Mrs. Williams, easily prepared, tasty and hearty to suit the appetites of men.

HAMBURGER CASSEROLE
1 lb. hamburger meat
1 can pork and beans
1 medium onion chopped
1 cup barbecue sauce
Brown hamburger and onion in skillet, then add beans and sauce. Put in the oven and bake 30 minutes at 350 degrees.
Her family likes this casserole served with enchiladas, Mrs. Williams says.

TAMPED FUEL

NEW DELHI (AP) — Law enforcement officials carried out a large-scale raid on service stations throughout New Delhi, collecting samples of kerosene. Later they announced 89 per cent of the samples showed adulterated fuel and said prosecution would begin.

Clubs' Holiday Recess Is Over

A holiday recess which replaced study with entertainment has ended for women's clubs of the community, and it's "back to business" for most groups.

Important business is on the agenda for Sunmerfield Study Club at its meeting today in Mrs. Mack Noland's home, where officers for the next two-year term are to be elected.

Year . . .

(Continued from Page 1)
prevailed as the beans were maturing.

Growers in the Stratford, Texas area, who for the first time grew a sizeable acreage of pinto beans, produced a fairly successful crop with the quality of the beans being reported as good.

The fall-seeded onion crop in the Presidio Valley-of-Texas is up to a good stand and looks very promising. The acreage has been increased from 224 acres to 290 acres for 1967. First figures on fall-planted onions in the Mesilla Valley of New Mexico show between 3,500 and 4,000 acres have been seeded for spring harvest.

1967 WINTER WHEAT: with retarded plant growth due to extremely dry conditions, the 1967 winter wheat crop in Santa Fe territory is off to a slow start. Moisture is badly needed for root development, firming the soil around the roots and protection from the cold weather. Because of the poorly developed plants and the lack of snow cover many fields are susceptible to wind and winter-kill has already occurred. To what extent, if any, cannot be determined until next spring. Irrigated wheat has furnished normal grazing but grazing of dryland wheat has been sharply curtailed for the time being.

Mrs. Clayton Sanders and Mrs. Guy Walser are co-hostesses.

Also scheduled to meet today for initial 1967 sessions are Bay View Club with Mrs. Will S. Kerr, L'Allegra Club with Mrs. Pat Robbins as hostess in the home of her mother, Mrs. Fred Sims, and Hereford Study Club in Miss Gladys Settiff's home.

Two garden clubs are slated to meet Friday, Bud to Blossom Club in the morning at Mrs. R. N. Yarbro's home and Garden Beautiful Club in the home of Mrs. V.O. Hennen that afternoon. Monthly meeting of Camp Fire Leaders is fixed for Friday morning at the Camp Fire Hut.

Hereford members of Delta Kappa Gamma will be hostess to Delta Xi Chapter at a luncheon in Community Center Saturday, with other women of the teacher's society expected from Dimmitt, Farwell and Friona.

Next Monday the Music Study Club will meet in the home of Mrs. R. C. Godwin for its first program of the new calendar year. Dawn Music Club will follow suit the next day, with Mrs. Melvin May listed as hostess and a surprise program promised.

Also on Tuesday, Pioneer Study Club will have its monthly luncheon at the Caison House, and Lone Star Study Club will meet in the home of Mrs. Hardy Benson. Moh Amis Club is scheduled for a program in First National Community Room Wednesday.

Already back to their schedule Hereford Jayceeettes, La Plata, LAE Club, both chapters of Beta Sigma Phi, the American Legion Auxiliary and Simms Study-Craft Club met earlier this week, while church organizations have also resumed normal programs.

Read the Classifieds



Lesley Betts

News About Area Men On Duty

(FHTNC) Dec. 16 — Marine Private Lesley W. Betts, son of Mr. and Mrs. Lesley Betts of 506 Avenue J, Hereford, Tex., has completed four weeks of individual combat training at this Marine Corps Base.

During his more than 200 hours of training, he learned about weapons and combat techniques from combat veteran instructors. They taught him how to conduct combat patrols, detect and remove mines and booby traps and use the standard Marine Corps infantry weapons. He will now receive at least four weeks specialist training

Veteran Reports Due By Jan 31


More than two million veterans and dependents receiving pensions from the Veterans Administration are being mailed cards on which to report their annual income, Jack Coker, Manager of the VA Regional Office in Waco said today.

The check-sized income report cards, enclosed with the November pension checks, must be filed out and returned to the VA by January 31, or payment of the pension will be stopped, Coker reminded. The law requires that payments be stopped if income is not reported.

The forms have been simplified this year, and designed for faster processing in automatic accounting machines. It is important that the cards not be folded, torn or mutilated.

The income questionnaires are going to all veterans and dependents of deceased veterans on VA's non-service-connected pension rolls, and to parents of deceased veterans who are receiving dependency and indemnity payments.

before being assigned to his first permanent unit. Marines going to combat units will get detailed training in the particular combat skill they are designated for. Those who are going into technical fields will receive their advanced training at one of a variety of technical schools throughout the country.



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Hair Spray

25 Count
Bottle

44¢
49¢

Aqua Net Unscented
13 Oz.

Bubble Bath

Soothing Beauty
32 Oz. Bottle

49c Hair Dressing

Score
King Size

89c Bufferin

60's

63c



GET THE FRONTIER
STAMP HABIT

FRONTIER
STAMP
BOOK

67

FRUIT DRINKS
Circus Assorted Flavors
46 Oz. Can

19¢

Chef Boy Ar Dee
No. 300 Can

19¢

Qt.

49¢

Santa-Rosa
No. 2 Can

25¢

TUNA

Del Monte

\$1.00

3 1/2 Can For

TISSUE

Waldorf
4 Roll
Pkg.

33¢

Stokelys
46 Oz. Can

25¢

BORDEN'S PRODUCTS SALE

CHIP & DIP

8 Oz. Carton **2 For 49¢**

CHOCOLATE MILK

Quart **2 For 49¢**

COTTAGE CHEESE

2 Lb. Carton **39¢**

TAMALES
Miracle Whip
Pineapple
TOMATO JUICE

Borden's
BUTTERMILK

1/2 Gal. Carton

39¢

FURR'S DELICATESSEN

1 Lb. Meat Loaf
1 Pint Pinto Beans
1 Pint Hot-Macaroni & Cheese

ALL FOR **\$1.89**

Banana Pudding lb. 59c
Ham Salad lb. 98c
Pimento Cheese Spread lb. 89c

FRESH FROZEN FOODS FOR LESS

ORANGE JUICE

Dartmouth
Fresh Frozen
6 Oz. Can

15¢

FRUIT PIES

Morton's Fresh Frozen
Apple, Peach, Cherry,
Coconut Custard

Each **29¢**

SPINACH

Top Frost
Fresh Frozen
10 Oz. Pkg.

12 1/2¢

U.S.D.A. Choice Beef at Furr's -- For The Finest
Quality You Can Depend On Furr's And Low Prices Too.

FRYERS
BACON

USDA GRADE
'A' WHOLE

LB. **25¢**

CUT UP FRYERS

lb. **35¢**

STEW MEAT

Boneless U.S.D.A. Choice lb. **69¢**

SHORT RIBS

U.S.D.A. Choice lb. **25¢**

CHUCK ROAST

Boneless U.S.D.A. Choice Beef lb. **89¢**

Family Pack
Sliced
2 Lb. Pkg. **\$1.29**



CHUCK ROAST

U.S.D.A. Choice Beef... LB. **49¢**

"FRESH PRODUCE BUYS"

ORANGES

Calif. Sunkist Navels
Lb. **10¢**

Tomatoes

Mexico Red Ripe
Lb. **19¢**

Grapefruit

Texas Ruby Reds
Lb. **7 1/2¢**

Bananas

Yellow Ripe
Lb. **12 1/2¢**





HARLEM STAR FUNNY MAN — Henry "Brick" Johnson is one of the main reasons the Harlem Stars are in demand the world over. The former San Francisco University player reportedly has a pair of the longest arms in the world and his hands are so enormous that when they're cupped they hold the equivalent of a ten gallon hat. See them play at 8 p.m. Friday night in LaPlata gym.

—Small Talk—

By SUE COLEMAN
Women's Editor

Well, at least we don't have another holiday to face until Groundhog Day, and that's soon enough!
... TO MOST FOLKS, Groundhog Day is not a holiday of any consequence.
It is not proclaimed by the President or observed by post-office closing or dismissal of schools, but it is my favorite holiday. Mainly because it is of such little consequence that the greeting card people haven't got around to it yet.
At least they hadn't last year but you never can tell. In the last few years they've launched into St. Patrick and Hallows-e'en greetings, so anything may follow.

There's no point criticizing the card manufacturers for commercializing holidays, because they wouldn't make the cards unless there was a market for them.

PERSONALLY, I theorize that the boom in holiday cards, congratulatory cards, birthday cards, and thank-you cards, came simply to fill the gap in letter writing.

People in this age of labor-saving and leisure don't have time to write the long, newsy letters that their overworked ancestors did, so they resort to rushing into the store and buying a canned message illustrated by a bunch of violets or a sick cartoon.

But a card with a nice picture of a tombstone and a printed line, "Thinking of you on Memorial Day" is better than no communication at all, I suppose, so why should I start this new year out in a complaining mood?

A MUCH HAPPIER topic is Who's Been Visiting Who and it offers plenty of material for discussion. The P. B. Sowell had as holiday visitors their son, David, his wife and three children from Arlington, and their daughter, Mrs. Buck Cunningham and her husband who came over from Amarillo.

SGT. NEILL HESS of Augusta, Ga., was the guest of his mother, Mrs. O. N. Hess, and sister, Mrs. Bob Sims and family at Christmas. After Christmas, Sue and Bob Sims and children went to Moody, down in deep Central Texas, to visit his parents, Mr. and Mrs. S. B. Sims.
"You probably never heard of Moody," Sue observed, "most people haven't." But she was wrong; it may be obscure, but its name is quite familiar to me because it was my father-in-law's native community.
Just goes to show that no matter how small a town you are from, you are likely to run into somebody, no matter where you are, who grew up back in the hometown and knew everybody on every street. It always makes me wonder how a criminal manages to hide out as long as some do.

FROM SANTE FE (guess everybody knows where that is) Mr. and Mrs. Ted Houston

were here as holiday guests of his mother, Mrs. V. O. Hennen, and other relatives.

Another at-home holiday was mentioned in a recent conversation with Mrs. John Jacobsen Sr., who said the Jacobsen clan gathered for Christmas dinner in the home of Mrs. John Jacobsen Jr. and her children, with the hostess' relatives, the Fridleys, included.
They all paid back the visit to the senior Mrs. Jacobsen's home for dinner on New Year's Day.

AFTER A SHORT Christmas visit in Portales, N. M., where they met relatives, the Travis Cleggs of Carrizozo, Juanita and Horace Hershey left for visits eastward. They stopped at Frederick, Okla., to see Mrs. C. C. Bowman, former Hereford resident, at Chickasha to visit in the Lonzo Hayes home and Ft. Smith, Ark., where they were guests of the Arch Conklins.

Mr. and Mrs. Jim Woods and children, Jimmy and Cynthia, of in the home of Mrs. Woods' aunt, Mrs. Mabel Wagner, and of a cousin, Lester Wagner and his family.

Rites Held For Residents' Kin

Mrs. Mattie Welch, 63, stepmother of three Hereford residents, died late Friday in a Clovis hospital and was buried in Portales Cemetery Monday after services in a Clovis funeral chapel. She was a longtime resident of the Clovis-Portales area.

Survivors include her husband T. J. Welch; a daughter, four sons, and seven stepchildren including Mrs. Bernice Northcutt, Mrs. Ruby Cockrum and James Welch of Hereford.

Members Of Family End Holiday Visits

S. SGT. Carl Schroeder has returned to Brooks Medical Center at Ft. Sam Houston after visiting his parents, Mr. and Mrs. Carl Schroeder, for two weeks.
Other visitors in the Schroeder home here during the holidays were their daughter, Mrs. Clark Vencill, and Mr. Vencill of Dallas; their son, Bob Schroeder, with his wife and sons of Pampa, and friends, Mr. and Mrs. Bill McGaha of Dallas.

WILL IT WORK

NEW DELHI — Finance Minister Ramakrishna Hedge of Mysore state told a conference of India's information officers that every newly married couple should be given birth control devices to help halt the 12 million annual population growth.
Information Minister Raj Bahadur asked, "At the wedding ceremony?"
Health Minister Sushil Nayyar interjected, "No, no, at time of registration of the marriage."
Bahadur replied: "Oh, that's all right for those who register marriages."



More Business Forms Office Supplies — Printing THE INK SPOT

- FIRST BAPTIST CHURCH**
Rev. B. L. Davis, Pastor
Fifth and Main Streets
- FRIO BAPTIST CHURCH**
Rev. Samuel B. Ogan, Pastor
Frio Community
- WESTWAY BAPTIST CHURCH**
Rev. James G. Martin
- MT. SINAI BAPTIST CHURCH**
H. B. Whitten, Pastor
302 Knight Street
- SUMMERFIELD BAPTIST CHURCH**
Rev. James Arnold, Pastor
- CALVARY BAPTIST CHURCH**
Rev. Clarence F. Powell, Pastor
North 385
- CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS (Mormon)**
Country Club Drive
- TEMPLE BAPTIST CHURCH**
Rev. Tommy Phelps, Pastor
Forrest Ave. and Ave. K
- GREENWOOD BAPTIST CHURCH**
Independent & Fundamental
Rev. Graham Jarrell, Pastor
Moreman Dr. and Greenwood
- IGLESIA METODISTA SAN PABLO**
Rev. F. C. Alcalá, Pastor
223 Kibbe Street
- THOMPSON MEMORIAL MEXICAN BAPTIST MISSION**
Herman V. Martinez, Ministro
215 Norton Street
- SAN ANTONIO A LA IGLESIA**
North 25 Mile Avenue and Highway
- TEMPLO EL CALVARIO ASSAMBLEA DE DIOS**
Martin Musquiz, Pastor
Calle Ave. H & 13th
- LA IGLESIA DE CRISTO**
Sunset and Plains Ave.
- CENTRAL CHURCH OF CHRIST**
L. E. Fooks, Minister
148 Sunset Dr.
- PARK AVE. CHURCH OF CHRIST**
On Harrison Highway
- BAPTIST MISSION B.M.A.**
Old Rock Bldg. V.F.W. Park
J. H. McWilliams, Missionary Pastor

FOR GOD SO LOVED THE WORLD



SOURCE of VALUES

We can get them from *The Old Book* — values a-plenty to make the New Year really new. Of course the months, the weeks, the hours are much like the old ones. We should carry all the good things of yesteryears over into the New Year, and then add more.
Just how will your New Year be New?
We and others, like ourselves, will make the difference. Be more kind and patient in the home circle — then it will be a new house this year. Exhibit a better spirit as you do the old task — and the office, or shop, or kitchen will be a new place for the New Year. Worship God more sincerely and work more in His program of service — then you will have a new church for the New Year. Only a new Person will make it a New Year.

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

- HEREFORD INSURANCE AGENCY**
323 N. Sampson
- KELLEY ELECTRIC**
- McRIGHT GARAGE & SUPPLY**
Mr. and Mrs. A. N. McRight
- FIRST NATIONAL BANK**
Virgil Hennen
- ROCKWELL BROS. & CO.**
D. R. Vandever
- BIG T PUMP CO., INC.**
Hilrey Aven
- HEREFORD GRAIN CORP.**
Joe Arho, Mgr.
- HEREFORD LAUNDRY & DRY CLEANERS**
Ernest Kendall
- BUDGET FINANCE OF HEREFORD, INC.**
- KINSEY-OSBORN MOTORS**
D. C. Kinsey Glen Osborn
- PIGGY WIGGLY**
Mr. and Mrs. Gaylord Newell
- DAVIS IMPLEMENT CO.**
W. L. Davis, Jr.
- MASTER CLEANERS**
Mr. and Mrs. C. D. Fitzgerald
- CITY DRUG STORE**
Mr. and Mrs. Kenneth Coker
- CAISON HOUSE**
Mr. and Mrs. G. D. Caison
- HEREFORD STATE BANK**
Russell E. Carver, Pres.
- WESTERN WRECKING**
Anson A. and June Dearing
- CONSUMERS' FUEL ASS'N.**
- THE INK SPOT, INC.**
- HI-WAY PONTIAC, INC.**
600 W. 1st.
J. L. Marcum
- PHILLIPS AND LAWRENCE**
- HI-PLAINS SAVINGS AND LOAN ASSOCIATION**
- BRYANT BROS. PIPELINE**
- HEREFORD TEXAS FEDERAL CREDIT UNION**
Mrs. Dyalthia Benson
- ED SKYPALA**
Your Borden's Distributor
- GILLILLAND FUNERAL HOME**
Marlin Gilliland
- PITMAN GRAIN CO.**
- ROGERS DRUG**
Mr. and Mrs. Grady Rogers
- GWYNNE OWEN**
- LOERWALD BROS.**
Ed, George, Gene and Harold Loerwald
- FARMERS' DRIVE IN**
Troy Moore
- SUIT'S AUTO SUPPLY**
- ORSBORN - CHEVROLET OLDSMOBILE**
Your Chevrolet-Oldsmobile Dealer
- BOYD MACHINE & SUPPLY**
Mr. and Mrs. James J. Boyd

- FIRST METHODIST CHURCH**
Rev. Clifford E. Trotter, Pastor
501 North Main
- WESLEY METHODIST CHURCH**
Rev. Noah Arnpriester, Pastor
410 Irving
- BIPPUS COMMUNITY CHURCH**
Eugene L. Naugle each first and third Sunday and Denie Richardson each second and fourth Sunday.
- AVENUE BAPTIST CHURCH**
Ronald A. Harpster, Pastor
130 N. 25 Mile Ave.
- KINGDOM HALL OF JEHOVAH'S WITNESSES**
319 Ave. I
- ASSEMBLY OF GOD CHURCH**
Rev. V. W. Marcontell, Pastor
Union and Ave. G
- IMMANUEL LUTHERAN CHURCH**
Wm. Remmert, Vacancy Pastor
Park Ave. and B Street
- THE CHURCH OF GOD IN CHRIST**
Rev. Calvin Hodge, Pastor
115 West Norton
- SEVENTH DAY ADVENTIST CHURCH**
Elder J. H. Turner, Pastor
West Park Addition
- MISSION DE SAN JOSE**
Labor Camp
- CHURCH OF THE NAZARENE**
Rev. K. Dwight Southworth, Pastor
16th & Blackfoot
- GRACE GOSPEL CHURCH**
Rev. H. V. Fields, Pastor
Thirteenth and Avenue K
- ST. THOMAS' EPISCOPAL CHURCH**
Rev. S. P. Hackley, Vicar
Harrison Highway
- ST. ANTHONY'S ROMAN CATHOLIC CHURCH**
Father Angelus, Pastor
Harrison Highway at 25 Mile Ave.
- FIRST PRESBYTERIAN CHURCH**
Rev. Russell Wingert, Pastor
610 Lee Street
- FIRST CHRISTIAN CHURCH**
Rev. Eugene Brink, Pastor
West Park Avenue
- DAWN BAPTIST CHURCH**
Eugene Suttle, Pastor

Adrian News

By ANN BEAVERS
Brand Correspondent

Visiting in the Oscar Bronniman Sr. home for the holidays were Mr. and Mrs. Oscar Bronniman Jr. of Fluvanna, Mr. and Mrs. Harvey Bronniman, Mr. and Mrs. Hubert Bronniman, Mr. and Mrs. Gale Flagen family all of Abilene and the Johnny Fields family of Floydada.

Mr. and Mrs. Bill Gudge and daughter and Mrs. Lena Gudge visited with the Crawford family in Hereford.

The W. B. Betts family visited her mother, Mrs. Dora Perry, the Wesley Perry family and the R. E. Kellar family in Los Angeles, they also did some sightseeing at Disneyland and Marine land.

Fred Brownlee celebrated his 81st birthday on New Years Day. Helping him were the Bill Brownlee family of Borger, the Joe Brownlee family of Adrian, the Bill Gudge family and Mr.

and Mrs. Pancoast of Vega.

Mr. and Mrs. Joe Brownlee and children, Mr. and Mrs. Bill Gudge and family spent Christmas night in Amarillo with Mrs. A. N. Chapman, the Ronnie Dowdy family of Hastings, Okla. Sue Brownlee and Ina Sue Thompson.

Visiting the Jack Fortenberry family Christmas Day were Mrs. Stella Sevier and Carolyn of El Paso, Mr. and Mrs. Charles Higgins and Clifford, Mr. and Mrs. Inman Larson of Hereford, Mrs. Melba Fortenberry and Don.

Mrs. Emma Bales spent the holidays in Amarillo with the J. C. Sales family and K. L. Pond family.

Mr. and Mrs. Jimmie Bradley and children visited Monday in Amarillo with the Jesse Bradley family.

Mr. and Mrs. Horace Betts and Sammy spent the holidays in Wichita Falls with Mrs. C. F. Gill, then went to East Texas to visit Mr. and Mrs. Dell White and the George Betts family in Mt. Pleasant, Mrs. Fred Reynolds in Tiago.

The Rev. and Mrs. Dave Sel-

lars and sons spent the holidays in Houston with the Richard Sellers family and in Ft. Worth with the D. F. LeFiles.

Mr. and Mrs. Harvey Brothers and Gay spent the holidays at Henrietta with relatives.

Mr. and Mrs. Davis Brown spent the holidays in Dumas with her folks, the Vicks.

Thursday the Joe Brownlee and Bill Gudge families visited in Otton with the Sam Thomas, Gordon Thomas and Don Oursborn families and Mrs. Wilbur Schrier and daughter.

A get-together Friday night at the home of Linda Pridmore entertained a group of 1966 graduates of Adrian High School. They enjoyed snacks and went to a movie in Amarillo. Attending were Tommy Loveless, Linda Pridmore, Suzzette Sisk, Marsha Burns and Phyllis Heaton.

Jackie Loveless visited in Amarillo with Aleesa Stroup, then Aleesa came home with her for the weekend.

Larry and Jackie Loveless and Teddy and Montie Hale attended a movie in Amarillo Wednesday, while Tommy Loveless was there on business.

Mrs. Claudia Loveless was a Saturday night guest of Midge Stroup in Amarillo, then brought Midge home with her to visit her parents, the Lynn Worsham family.

Mr. and Mrs. Pat Maupin of Santa Rosa spent Friday and Saturday with Mrs. Millie Maupin.

Mr. and Mrs. Robert Taylor and daughter of Wichita, Kan. were Christmas Day visitors of the A. D. Lewis family.

The Joe Brownlee and Bill Gudge families visited in Alameda. With the Marvin Hall,

Jack Hall, Wesley Sharp and B. Adams families.

CAN'T AFFORD TO FIGHT
BOMBAY, India (AP)—Sant Fateh Singh, a leader of India's bearded Sikhs, called on the Indian government to solve its border problems with Pakistan and Communist China. Singh said India can NOT afford the tremendous cost of defense preparedness and added: "It is ridiculous to see these countries fighting each other when they still have a long way to go in providing the minimum necessities of life to the teeming millions."

CANNED FOODS SALE



Del Monte Cut Green
BEANS

No. 303 Cans
2 For 45¢

Del Monte Sweet
PEAS

Save 5c
No. 303 Cans
2 45¢

Del Monte Tomato
CATSUP

Save 11c
14 Oz. Botls.
4 79¢

Del Monte Tomato
JUICE

Save 16c
46 Oz. Cans
4 \$1

Whole Beets
Lima Beans

Del Monte Early Garden Quality Beets No. 303 Can **27¢**
Del Monte Green Lima Beans No. 303 Can **26¢**

Del Monte Fruit **COCKTAIL**
Save 25c
5 No. 303 Cans **\$1**

Prices Are Good Thru Sat., Jan. 7th At Your Safeway Store

PRUNE JUICE

Del Monte Quality Qt. Botl. **47¢**

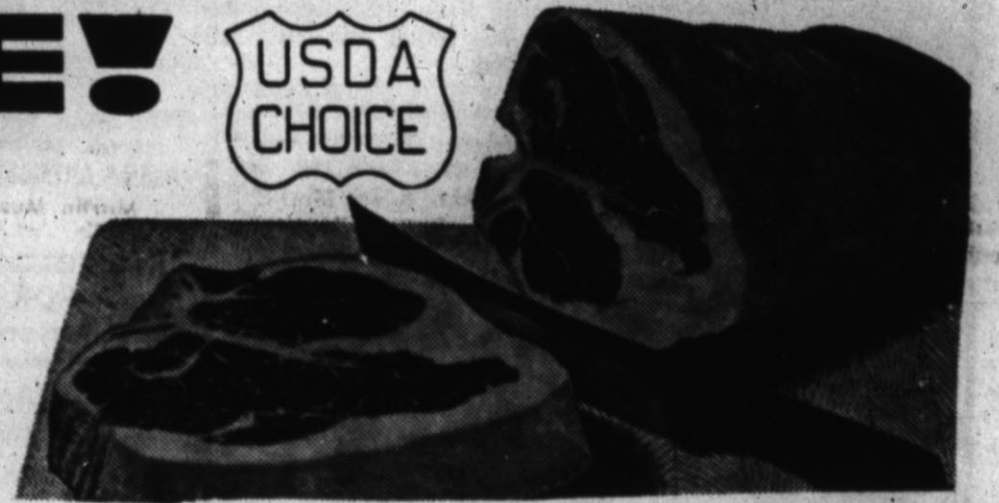
Save At Safeway On Finest Quality Meats At These Low Prices!

STEAK SALE!

STOCK UP ON YOUR FAVORITE STEAKS!

ROUND SIRLOIN T-BONE PICNICS

Full Round Center Cut Steak **89¢**
Lean and Tender Beef Steak **98¢**
Excellent For Broiling **\$1.09**
Wilson's Fully Tender 6-8 Pound Cooked Sliced Picnics **43¢**



Spareribs **39¢**
Sliced Bacon **69¢**
Skinless Franks **49¢**

Wilson's Fully Tender Whole 6-8 Lb. Picnics **39¢**

FROZEN FOODS

Orange Juice Scotch Treat 5 6 Oz. Cans **\$1**
Bel-Air Waffles Heat & Serve 5 Oz. Pkg. **10c**
Dinners Blue Star Meat 2 11 oz. pkgs. **79c**
Ice Milk Lucerne 1/2 Gal. Ctn. **49c**

BROWNIES

Sara Lee Fresh Frozen Goodies 13 Oz. Pkg. **79c**

OTHER GROCERY VALUES!

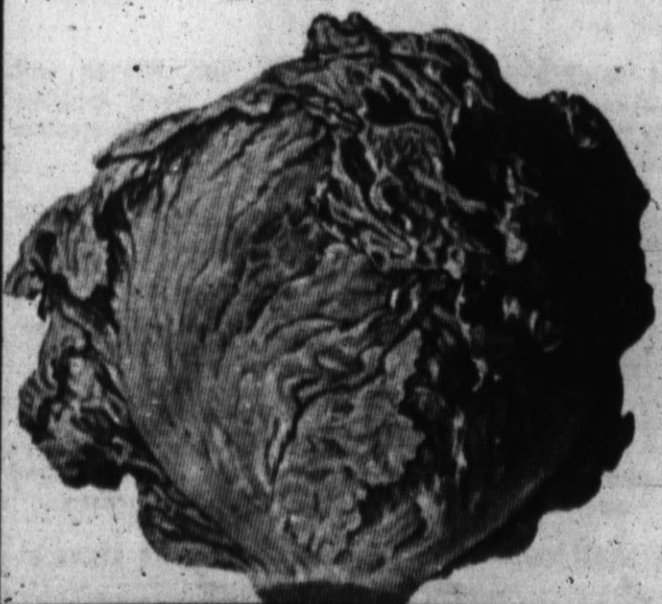
Margarine Coldbrook Solid Pack 2 1 Lb. Ctns. **29c**
Cinnamon Rolls Mrs. Wright's 5 9 1/2 Oz. Cans **\$1**
Midget Horn Cheese 1 1/2 Lb. Pkg. **98c**
Canned Milk Lucerne 3 Tall. Cans **45c**
Liquid Bleach White Magic 1/2 Gal. Jug **25c**

COFFEE
FOLGER'S **66¢**
Edwards Vac-Pac Lb. **59c**

BREAD
Tendercrust
2 1 1/2 Lb. Loaves **49¢**

Try Soup For Those Quick Lunches!
Campbell's Soups Meat Variety No. 1 Cans 2 For **33c**
Campbell's Soups Vegetable Variety No. 1 Cans 2 For **25c**
Tomato Soup Campbell's No. 1 Can **10c**
Busy Baker Crackers 1 Lb. Boxes 2 For **47c**

Shop Safeway For Sparkling Produce!



LETTUCE

Large Fresh Crisp Heads
Excellent For Salads or On Sandwiches
A Produce Special!

2 Lbs. **25¢**

AVOCADOS

California Fuertes **3/25¢**

EGGS
Breakfast Gem
Large Grade 'A' Doz. **49c**
Medium Grade 'A' Doz. **45c**

CRISCO

3 Lb. Can **79c**

DETERGENT

WHITE MAGIC
Gr. Box **2 For \$1**

Save On These Two Dairy Specials!

Chocolate Milk Lucerne Fine Quality 1/2 Gal. Ctn. **49¢**
Cottage Cheese Lucerne Fine Quality 2 Lb. Ctn. **49¢**

Biscuits Ballard 2 8 oz. cans **19c**
Biscuits Pillsbury 2 8 oz. cans **19c**
Gold Medal Flour 25 lb. bag **\$2.39**
Sugar Imperial or Holly 5 Lbs. **49c**
Campbell's Pork & Beans 2 16 oz. cans **29c**



SAFEWAY

Phone 364-2030

WANT ADS

Phone 364-2030

CLASSIFIED ADVERTISING RATES

Reader Ads (Minimum 10 words) . . . 1st. insertion, per word . . . 6c

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

Kiwanis Club Thurs. Noon IOOF Hall 207 E. Sixth

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

Lions Club meets each Wednesday, 12 Noon Hotel Jim Hill

STATED MEETINGS Second Monday

Thurs. 7:30 p.m. Fc

J. Henry Dobbs, W.M.

You've Never Seen Such Thorough Service STOP IN SOON Phillip "66" Products

EAST SIDE "66" Rocky Stewart 1303 E. 1st. EM 4-2644

Colorado Rod-Weeders PTO or hydraulic drive Cisco Rod-Weeders with hydraulic drive

LESLEY MOTOR CO. For the finest in farm machinery West Hi-way 60 Phone EM 4-1600

LIST YOUR FARMS & RANCHES NOW CALL US TODAY LONE STAR AGENCY 601 N. Main 364-0555

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

Justice Realtors, Inc. Demand Main & Hiway 60

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

FOR SALE Miscellaneous FOR SALE one 413 Chrysler irrigation engine with magneto.

SINGER MACHINES 66 MODELS Have a few repossessed and some slightly scratched in shipment.

CORD WOOD for sale, 364-0526

1959 PIPER Comanche 250 Full Panel, Narco Mark II, ADF, Narco Simplex, Auto Pilot, Hangered, Extra Clean.

FOR SALE Will have a good supply of potatoes all winter. DICK BARRETT PRODUCE INC.

TWO BEDROOM house for sale. Would make comfortable home or nice rental property.

FOR SALE: Three 504 MM motors. Two years old. Have been run two seasons.

OUR SERVICE DEPARTMENT is equipped and staffed to give you the service you are entitled to.

HEREFORD COUNTRY club membership for sale. Terms, Call EM 4-4414.

ONE BEDROOM trailer house. 8x35. Tub and shower. 364-3461.

GENERATORS and starters for cars and trucks. Hereford Wrecking Co., EM 4-0580.

FOR SALE or trade for pickup, camper trailer with ice-box, tap, sink, sleeper, closet, storage.

SORREL BROOMMARE in foaling gelding palomina cowpony, good with children — gelding Welch pony.

USED CATTLE feeding equipment, mixers, feeders and loaders. SPECIAL used Farm-hand Mix-all feeder like new.

FOR SALE Farm Equipment

FOR SALE 1964 Chevrolet low cab forward 70 series. Air over hydraulic brakes.

TOP QUALITY Irrigation Dams as low as \$3.25

DAVIS IMPLEMENT 144 W 2nd EM 4-2811

WE ARE DEALERS for Peerless Grain Rollers and Feeding Equipment

FOR SALE 806 Diesel Farmall tractor, 940 hours. L. C. Grisom.

FOR SALE Automobiles

MILBURN MOTOR COMPANY We Pay Cash For Used Cars

WE BUY used cars and trucks. Campbell Motor Co., 815 E. Hwy. 60, EM 4-4450.

1963 CHEVROLET, 1965 Dodge, two door hardtop, 1966 Dodge two door hardtop.

FOR SALE 1963 Ford pickup. Good. Call 364-0008.

CHEVROLETS, CHEVROLETS, Chevrolets, clean 55 through 61 models.

61 OLDS, good condition. All power and air, must sell. \$200 down.

ORIGINAL ONE owner 1959 Chevrolet stationwagon, radio, heater and standard shift.

1965 CADILLAC, sedan DeVille with every conceivable extra.

REAL ESTATE For Sale Or Trade

FOR SALE LAUNDRY Combination, automatic and wringer.

FOR SALE by owner, 307 acres. 2 wells, west of town. Improved, fully allotted.

\$\$\$ ONE MILLION DOLLARS To lend on irrigated land in Deaf Smith, Castro and Parmer counties.

PRUDENTIAL America's Largest Farm Lender! SAM NUNNALLY 311 Park Avenue EM 4-2814

FOR SALE: Office Building on 25 Mile Avenue, 6 offices and reception room, coffee room.

Also have several good halves and quarters in Deaf Smith County in good water area.

FARM LOANS! We still have money to lend at REASONABLE RATES

W. T. CARMICHAEL REAL ESTATE 801 S. 25 Mile Avenue 364-1251

Nice 3 bedroom house with single garage. Redecorated inside. Price \$10,500.00.

COMMERCIAL LOT 325 feet on 60 highway west. Will build to suit or sell.

FOR RENT furnished — 1 three room apartment, one small house.

NICE DUPLEX to clean neat couple. Inquire at 609 Ave. K. Phone 364-0235.

TWO BEDROOM house, 707 North Main. \$50. Whites only.

ONE BEDROOM house, full bath, carpeted, whites only.

SMALL TWO bedroom house for rent. 623 Irving. Call 258-7236.

FOR RENT two bedroom furnished apartment. Bills paid.

FOR RENT three rooms, garage. Whites. 604 Miles.

FOR RENT furnished house. Two bedrooms, living room, dining room, kitchen.

FOR RENT furnished house. Two bedrooms, living room, dining room, kitchen.

FOR RENT furnished house. Two bedrooms, living room, dining room, kitchen.

FOR RENT furnished house. Two bedrooms, living room, dining room, kitchen.

FOR RENT furnished house. Two bedrooms, living room, dining room, kitchen.

FOR RENT furnished house. Two bedrooms, living room, dining room, kitchen.

FOR SALE house and 4 1/2 acres of land on Dimmitt Highway. 364-3452.

12,000 A. DEVELOPMENT LAND \$100 per acre. 29% cash down, plus some trade.

160 acres, south of Parmer County. Strong 8" well, improved. Only \$315.00 per acre, cash.

210 ACRES DRYLAND Northwest of Hereford. Fully allotted. Two GI loans can be assumed.

HOUSE EXCHANGES. Want to trade for a house in Hereford.

IRRIGATED LAND 492 1/2 acres, three irrigation wells on natural gas.

WANTED RANCH TRADE Have 250 cow unit ranch that will accept land in trade.

COMMERCIAL LOT 325 feet on 60 highway west. Will build to suit or sell.

FOR RENT furnished — 1 three room apartment, one small house.

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FOR RENT furnished — 1 three room apartment, one small house.

NICE DUPLEX to clean neat couple. Inquire at 609 Ave. K. Phone 364-0235.

TWO BEDROOM house, 707 North Main. \$50. Whites only.

FOR RENT Two and three bedroom brick duplexes with fenced yards.

FURNISHED HOUSE White adults only. No pets. 309 Avenue H.

FIVE ROOM house fully carpeted. Two bedrooms, living room, dining room, kitchen.

FOR RENT furnished house. 1 bedroom. Rent \$55. Water paid.

ONE BEDROOM apartment Bills paid. No children, whites only.

TWO BEDROOM furnished, furnace, back yard fenced, plumbed for washer. No pets.

ONE THREE room furnished apartment \$60 month. One exceptionally nice newly furnished large two bedroom apartment.

TWO BEDROOM unfurnished house, carpeted. \$75. Bills paid.

ROOM SUITABLE for single woman. Garage, kitchen privileges, no smoking or drinking.

MODERN THREE bedroom country home, central heat, double garage, mail and schoolbus route.

TWO BEDROOM unfurnished house. Carpeted. Central heat.

ONE SECTION irrigated land to rent with sale of motors and some equipment.

FOR RENT furnished — 1 three room apartment, one small house.

NICE DUPLEX to clean neat couple. Inquire at 609 Ave. K. Phone 364-0235.

TWO BEDROOM house, 707 North Main. \$50. Whites only.

ONE BEDROOM house, full bath, carpeted, whites only.

SMALL TWO bedroom house for rent. 623 Irving. Call 258-7236.

FOR RENT two bedroom furnished apartment. Bills paid.

FOR RENT three rooms, garage. Whites. 604 Miles.

FOR RENT furnished house. Two bedrooms, living room, dining room, kitchen.

FOR RENT furnished house. Two bedrooms, living room, dining room, kitchen.

FOR RENT two bedroom house. Stove and refrigerator furnished. Bills paid. Reasonable.

IRONING IN my home. 364-0063.

WANTED BABYSITTING in my home by the day or week.

REGISTERED BEAGLE puppy or any small short haired puppy.

WANTED to rent 50 to 100 acres vegetable land. Crop or cash rent.

WANT to keep children in my home. 364-3754.

RESTLESS? Looking for a new interest? Representing Avon Cosmetics can open a whole world to you.

WANTED EXPERIENCED Case and John Deere diesel and hydraulic mechanic and experienced implement parts man.

BIG PAY — Part Time, man or woman needed immediately to service customers in Hereford.

START A Rawleigh business, Real opportunity now for permanent, profitable work in Deaf Smith county.

COOKS, car hops, fountain help needed. Experience helpful but not necessary.

NEED A GOOD experienced mechanic. Lots of work in a fully equipped shop.

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ALCOHOLISM INFORMATION: For information on alcoholism, referrals for help, counselling, or programs on the subject of the disease of alcoholism.

A UNITED FUND AGENCY B-10-39-tfx

HAVE WHEAT and beet pasture for about 25 head of cattle.

KELLEY ELECTRIC Doug and Virgil Electrical Contractors.

No Job Too Large or Small Phone EM 4-1345

PORTABLE DISC ROLLING Scalloped or plain, Jacobsen Brothers.

OWENS & HOLLINGSWORTH Motors Rewind Generator & Electric Magneto - Starter Residential Wiring.

HEREFORD KIRBY VACUUM CO. New and Used Vacuums For parts and service.

Expert auto service at Penney's Auto Center.

PENNEY'S AUTO CENTER Sugarland Mall

LOST TOY white poodle female. Answers to Monette (or Pussycat) \$5.00 reward.

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HEREFORD BAKERY 519 Park Ave. EM 4-6177

CUSTOM SWATHING and baling. Floyd Coker. EM 4-1972.

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NICE DUPLEX to clean neat couple. Inquire at 609 Ave. K. Phone 364-0235.

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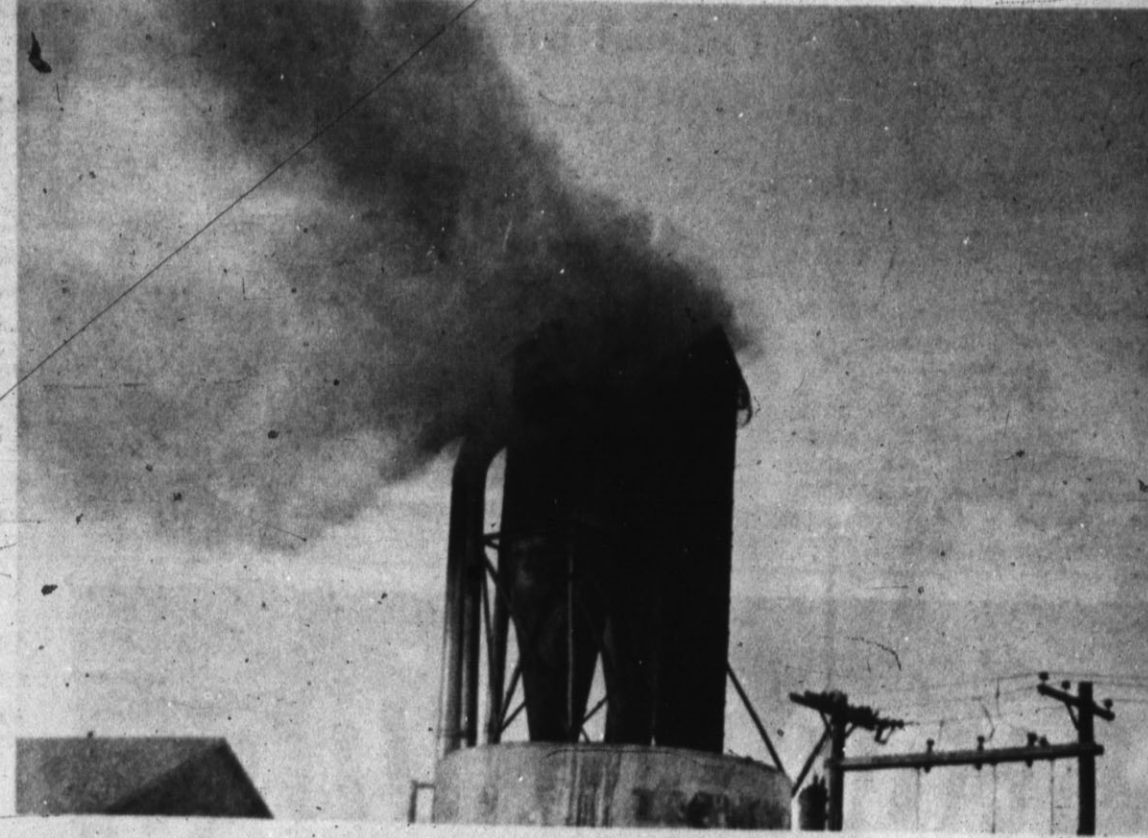
SMALL TWO bedroom house for rent. 623 Irving. Call 258-7236.

FOR RENT two bedroom furnished apartment. Bills paid.

FOR RENT three rooms, garage. Whites. 604 Miles.

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HEREFORD REAL ESTATE SUGARLAND MALL MAIN ENTRANCE 364-2424 Leonard Honey 364-0500 Leroy Price 364-1649 Jim Cramer 364-0164



COLD WEATHER ACCENT — The colder the weather, the more pronounced the smoke and steam from busy industry in the Hereford area. A cold morning will show steam patterns across the sky in almost any direction from downtown Hereford. (Hereford Brand Photos)

Easter News

By RUBY STONE
Brand Correspondent

Word was received here that Mrs. Rose Blankenship of Silam Springs, Ark., mother of Mrs. Bettye Renfro died Christmas eve.

Mr. and Mrs. W. A. Epperson visited Saturday with Mr. and Mrs. R. B. Medley in Hereford.

Mr. and Mrs. W. P. Stone and his sister, Mrs. Dorothy Reed of Oakland, Calif. visited Mrs. Ruby Stone, Mr. and Mrs. Loy Stone and daughters Sunday evening. They were returning from Pampa where they had attended the funeral of Mrs. Jesse Bell Zeek mother of W. P. Stone and Mrs. Reed who died Dec. 21 and was buried Dec. 24.

Mr. and Mrs. Gary Burnett of Dalhart spent the holidays with his parents, the John H. Burnetts.

Mrs. W. A. Epperson visited Mrs. U. E. Cook in Deaf Smith County Hospital Wednesday afternoon.

Mr. and Mrs. Edgar Roe and Jeanette visited the Sam Scarborough family Tuesday night.

Mrs. Addie Miner of the Golden Spread rest home in Dimmitt spent the Christmas holidays in the W. A. Epperson home.

Mr. and Mrs. G. H. LaPlant have moved back to this community after living in Arlington, Wash., a number of years. They are presently staying in a trailer house on the W. O. Markley farm.

Visiting the J. H. Floods over the Christmas holidays were their children and grandchildren, the Ernest Floods of Westway, Edwin, Ann and Gayle of Amarillo, Tom and Kathryn Messer of Hereford.

Spending Christmas eve in the H. O. Markley home in Dimmitt were Mr. and Mrs. W. O. Markley and children, Mr. and Mrs. Murray Hall and children and Mrs. Barker and daughters.

Mr. and Mrs. W. A. Epperson and Addie Miner spent Christmas Day in the home of Mr. and Mrs. Ben Medley in

Work Hour Held By BSP Group

A post-holiday task, the aftermath of Christmas decoration, occupied members of Kappa Iota Chapter, Beta Sigma Phi, at their meeting in Community Center Tuesday evening.

They removed and stored ornaments from the tree in the center clubroom which they decorated at the beginning of the holiday season. This is an annual contribution of BSP members to the groups which house the clubroom during the holidays.

In addition to the work period, which included much conversation, there was informal discussion of winter activities in the chapter, to be climaxed with the annual Valentine ball Feb. 11. It will be held this year in the Knights of Columbus Hall.

Both Beta Sigma Phi chapters are hostesses for the ball, inviting members' husbands and will choose by secret ballot its favorite for Valentine Queen, and the crowning of these members will be a highlight of the evening.

Mrs. Walt Hanson, who has recently moved from Hart and was a member of a BSP chapter there, was welcomed as a guest.

Mrs. John Gilliland and Mrs. Hereford, Other guests were Mrs. Eldon Howell and Kellie, Mr. and Mrs. Ray Howell, Mr. and Mrs. Pat Webb, Mr. and Mrs. George Millard.

Mr. and Mrs. Melvin Barton visited over the holidays with her parents, Mr. and Mrs. C. N. Land in Arkansas.

Mr. and Mrs. Trent Downing spent the Christmas holidays visiting her parents in Franklin La.

Mr. and Mrs. W. O. Markley and children and Mr. and Mrs. G. H. LaPlant spent Christmas day with the O. L. LaPlants in Liberal, Kan.

Work Hour Held By BSP Group

Dean Hacker, hostesses, served refreshments to her and to members including Mmes. Bobby Shelton, Bob Pugh, Duke Powell, Pat Parker, Rudy Metz, Wendell Maloney, Harold Kids, Bud Kelly, Gene Larson, O. H. Majors, Denzil Vaughn, Melvin Fowler, Jim Cramer, and David Hamblen.

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CALL TO CHANGE MONTREAT, N. C.

Like a person, the Christian church always is in the process of "either growing or dying," says the Rev. Dr. John F. Anderson, Jr., of Atlanta, a southern Presbyterian official.

He told a conference here that the vitality of the church depends on its willingness to change, to "venture out into a strange hostile world," instead of settling down in "stopping places." People won't get the good news, he said, "if we stay in some stained glassed sanctuary enjoying each other's company."

STRONG FEELING FOR FAMILY PLANNING

NEW DELHI — A member of India's ruling Congress party has said that any Congressman with more than four children should be denied a ticket in the 1967 national elections.

Dr. Sripati Chandrasekhar, member of Parliament, told the Upper House that family planning was vital in India. He said anyone who had married since 1960 and already had three children should be branded "traitors."

Wedding Invitations Printed THE INK SPOT

Lee Carler
Jack Kirksey

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EM 4-0528

Cotton Session Features New Chemical Uses

DALLAS — The final session of the 1967 Beltwide Cotton Conference will be centered around production techniques and the

effects of chemicals on obtaining a stand.

The two-day meeting, which starts here January 12 at the Statler-Hilton, will bring together a host of experts in virtually every area of cotton production. Technical sessions precede the general conference on January 10 and 11.

Wayne Underwood of Lockett

Seed Company, Vernon, Texas, will discuss the area approach to cotton production. He will describe the development of a total cotton production program actually in progress for a specific local area by private industry and public agencies. Emphasis will be placed on the groups supporting and participating in the effort, goals of

Session Chairman Bruce Lynn, William, La., emphasizes the conference is open to anyone interested in cotton, and no registration fee is involved. The conference is sponsored by the National Cotton Council.

Small Business Loans Available

The Small Business Administration's Economic Opportunity Loan program is now available throughout the Lubbock region, it was announced today by Mr. Jack Teddlie, SBA Regional Director.

The loans will be made to existing and new businesses by SBA's Regional Office at 204 Federal Office Building, 1616-19th Street, Lubbock, Texas, and by 72 other SBA field offices throughout the nation. Previously the program was available on a limited basis in 44 communities.

To find those low income and other handicapped people with the best potential to successfully operate a business, SBA will work closely with community action agencies, neighborhood centers, regional organizations, and other groups throughout the Lubbock area, Mr. Teddlie said. These organizations also will be asked to assist in providing volunteers from the business community to work with SBA personnel in providing management assistance to loan recipients.

In announcing the expanded loan program in Washington, SBA Administrator Bernard L. Boutin said:

We do not intend to make bad loans under this program, but neither do we intend to set up inflexible road-blocks. Our people will go out into the ghetto areas in the cities, to the poor sections on the peripheries of the suburbs and to the

loans which can expand viable businesses, exploit new ideas, establish small manufacturing plants — the kinds of businesses which can have a healthy effect on the community, which can expand employment opportunities, which can stimulate the economy and be in concert with our national goals.

And, we intend to work closely in the EOL program with local groups, such as community action agencies and neighborhood centers, as well as with areas and regional organizations devoted to stimulating the development of the disadvantaged and lower-income groups. Whenever authorized by the Office of Economic Opportunity, SBA will cooperate with Small Business Development Centers in providing counseling, guidance and management training. SBDCs shall refer applicants for financial assistance, coming to their attention, to SBA.

In addition, SBA will make available to EOL recipients all of our management assistance tools in a combined effort to assure the success of these small businesses.

A key feature of the expanded EOL program is that it will also seek to assist for the first time those who are above the poverty level, and yet cannot qualify for SBA's regular business loan program. For too long, said Boutin, this group of people has been in a sort of financial no-man's land. We in-

LA CONQUISTA DE Texas EL DORADO

SUNDAY
A comedy spectacular!
Magnificent in a special and very engaging way!

Star
564-7037 142 N. Main
Reduced Admission Mon. thru Fri.

THURSDAY FRIDAY
Box Office Open 4:30
Showtime 5:00
Reduced Admission from 4:30 to 6:30
Adults 85c
Students 60c
Children 25c
Regular Admission After 6:30 Sat. - Sun.
Holidays Adults \$1.00
Students 75c
Children 35c

SATURDAY
Showtime 2:00

Star
564-7037 142 N. Main
You are cordially invited to George and Martha's for an evening of fun and games!

SUNDAY
SHOWTIME 2:00
Adults \$1.00

MONDAY TUESDAY WEDNESDAY
Reduced Prices
Mon. thru Fri. 4:30 to 6:30
Adults 85c
After 6:30 Adults \$1.00

WHO'S AFRAID OF VIRGINIA WOOLF?
IMPORTANT EXCEPTION: NO ONE UNDER 18 WILL BE ADMITTED UNLESS ACCOMPANIED BY HIS PARENT.

BEWARE OF FROZEN BLOOD
Are the dead ever reborn?

FRIDAY the 13th
Strange things happen in "My Blood Runs Cold"

NEW

ADVERTISING DEADLINES

EFFECTIVE JANUARY 15, 1967

FOR DISPLAY ADS

-THURSDAY PAPER-

DEADLINE TUESDAY 5 P.M.

-SUNDAY PAPER-

DEADLINE FRIDAY 5 P.M.

CLASSIFIED DEADLINES REMAIN THE SAME: 5 P.M. TUESDAY and 5 P.M. FRIDAY

THESE DEADLINES ARE SET UP SO THAT WE MAY BETTER SERVE THE NEEDS OF OUR ADVERTISERS

Courthouse Records

WARRANTY DEEDS
 James Elmer Frost to Edna Joan Anders. Part of Block 32, Evans Addition.
 Jack R. Straw Et Ux to Ronald A. Harpster Et Ux. Lot 39, Brownlow Addition.
 Sam N. Sanders Et Ux to Clayton W. Sanders Et Ux Part of Sec. 85, Block K-3.
 Orpha L. Click Et Ux to H. A. Caviness Et Ux. Lot 45, Allison Subdivision of Block 2, part of

Block 3 and part of Block 16, Welsh Addition.
 J. H. McCrary Et Ux to Orpha Click. Lot 21, Hare Addition.
 Orpha L. Click Et Ux to J. H. McCrary Et Ux. Part of Lots 8 and 11 and all of Lots 9 and 10, Block 7, Whitehead Addition

DEEDS OF TRUST
 R. Paul Coneway Et Ux to The Prudential Insurance Company of America. All of Sec. 1, Block K-11; Part of Sec. 91, Block K-6; part of Sec. 2, Block D and all of Sec. 1, Block D.
 J. O. Miller to Ruby Virden Baker. All of Lots 5 and 6, Lytle's Subdivision of Block 13,

VEHICLE REGISTRATIONS
 Erlina Lucero, 1960 Ply.; Anson Dearing, 1962 Chev.; Boyd Machine and Supply, 1957 Ford; Jake B. Mosley, 1966 Ford; Lynn Warren, 1959 Ford; S. F. Davis, 1954 Chev.
 Jeanette Marilyn Thompson, 1959 Renault; Raymond McCarty, 1955 Olds; Jesus Herrera, 1959 Edsel; Alma Jo Moore,

New Scholarship Offered At Tech

LUBOCK — Texas Tech President Grover E. Murray announced establishment of an annual scholarship in the name of former Mexican president Sr. Lc. Emilio Portes Gil for Mexican nationals attending Tech.

Dr. Murray said terms of the scholarship, made possible through a grant provided by Portes Gil, would provide for a \$100 scholarship to be awarded each year to a graduate or undergraduate student from Mexico pursuing some course of study at Tech relating to the problem of arid zones.

"We are delighted to further honor Sr. Portes Gil through establishment of this scholarship," said President Murray. "We compliment him on a most gracious act."

Portes Gil, Honorary President of the Mexican Institute of

Arid Zones, participated in the recent Symposium here on Arid and Semi-Arid Zones. He was awarded the honorary Doctor of Laws at President Murray's inauguration on Nov. 1.

Dr. Murray said recipients of the "Emilio Portes Gil Scholarship" would be selected on a campus-wide basis by Tech's Scholarship Committee on the basis of merit and need.

Funeral Rites Of Mother Held

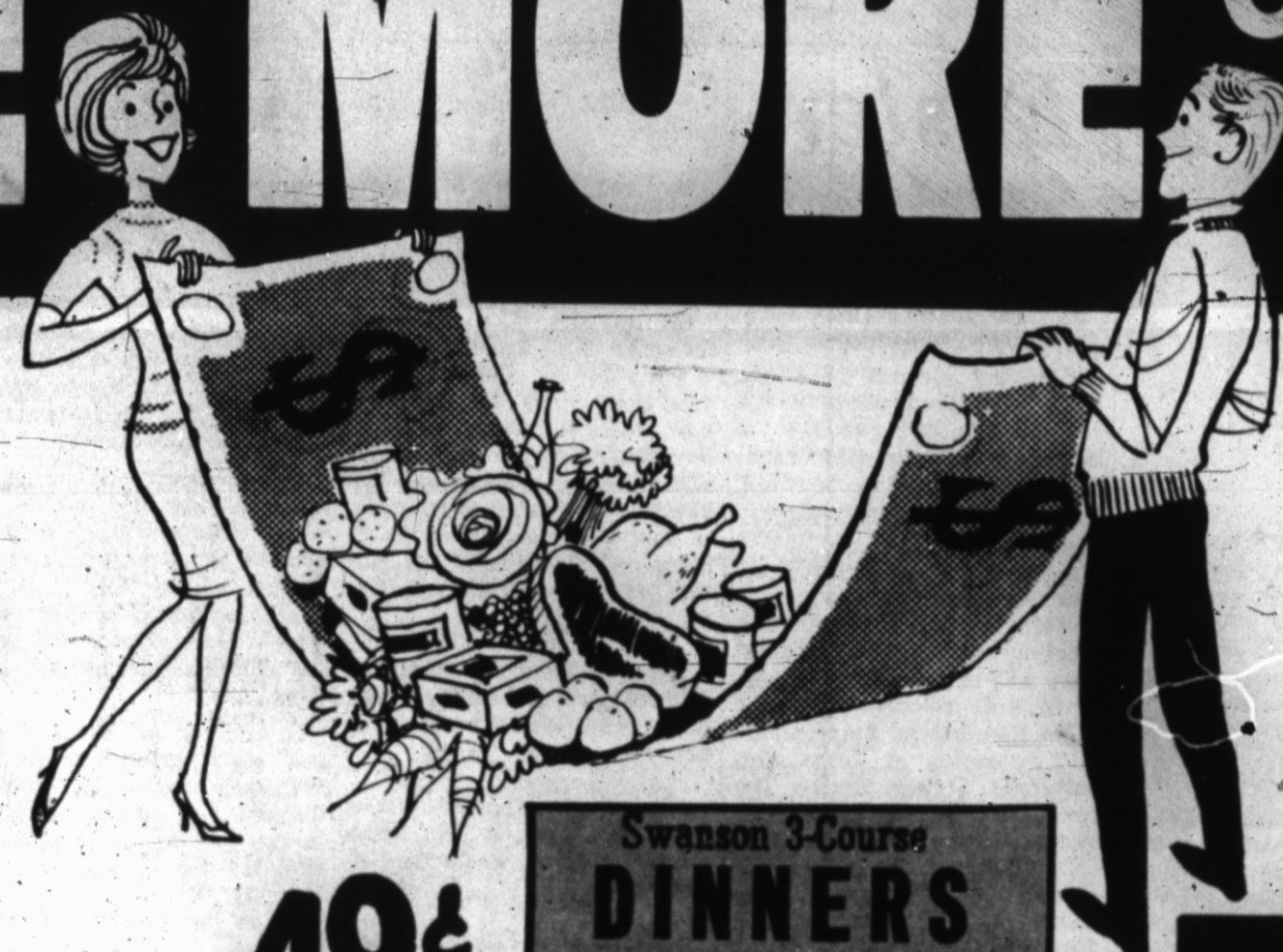
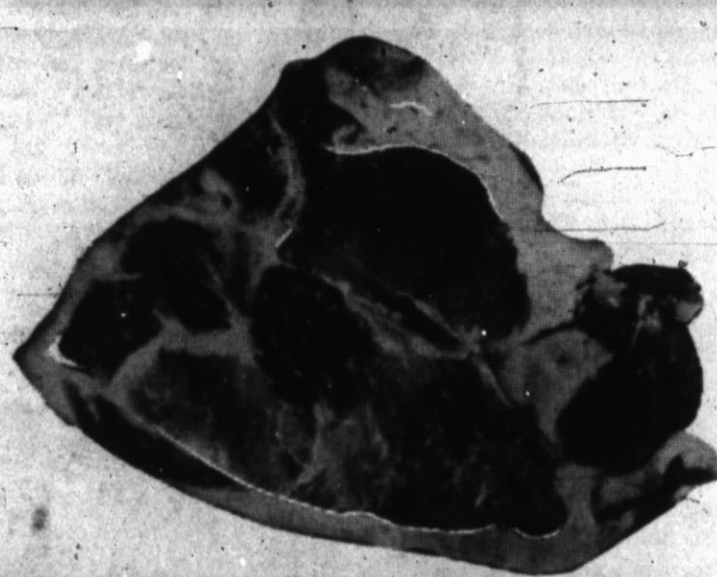
Funeral services for Mrs. Rose Ellen Fisher, 90, of Portageville, Mo., mother of Mrs. Phillip Miller who lives west of Hereford, were conducted Friday afternoon in the Missouri city, lifelong home of Mrs. Fisher.

Her death occurred Dec. 28 in a hospital at Hayti, Mo. Mrs. Fisher had been in hospitals most of the time since she suffered a broken hip last July. Mrs. Miller had visited her frequently, and was with her at the time of her death.

The funeral was conducted in Portageville Methodist Church by the Rev. L. E. Butler, pastor. Mrs. Fisher, member of a pioneer family at Portageville, is survived by four daughters Mrs. Joe L. Hamilton, and two great-grandchildren live in Hereford.

THREE BILLION TONS
 FRANKFORT, Ky. — Kentucky produced its three billion ton of coal during January, Harlan County in the eastern mountains produced about one-sixth of this total.

SAVE on MORE Good things to Eat



Are you spending more but eating less? Then come to **COOPER'S** where you get **SAVINGS** by the careful... not just a handful. We feature **STOREWIDE LOW PRICES** along with many **SPECIALS** of the week to give you **MORE CASH SAVINGS** every shopping trip. Try us — buy all your favorite foods here and see if you don't spend **LESS** while giving your family **MORE** of the **BEST** of the good things to eat.

Hunt's **TOMATO JUICE** 32 Oz. 4 For 89c
 Hunt's **TOMATO SAUCE** 8 Oz. Can 10 For \$1

PORK STEAK Fresh Lean **49¢** Lb.

Swanson 3-Course DINNERS
 Each 16 Oz. Chicken, Salisbury Steak, Turkey, Mixed Sea Food **89¢**

CRACKERS
 Shurfresh Pound Box **19¢**

CLUB STEAK USDA Choice **89c** Lb.
SAUSAGE Pure Pork Made In Our Ranch Kitchen **69c** Lb.
FRANKS Shurfresh All Meat **55c** Lb.

Gunn Brothers Stamps With Every Purchase - Double on Wed. With \$2.50 Purchase or More

TUNA Del Monte Flat Cans **3 For 89¢**

HONEY BUNS Morton's Frozen **4 For \$1**
MUFFIN MIX Duncan Hines Blueberry **3 For \$1**

PORK & BEANS Van Camp 2 1/2 Can **4 For \$1**
BEEF ENCHILADAS Patio 24 Oz. Frozen **59¢**

FLOUR Gold Medal 10 Lb. Cotton Bag **\$1.09**
CHILI Wolf Brand No. 2 Can **65¢**

APRICOTS Shurfresh 303 Cans **5 For \$1**

CHOCOLATE SYRUP Hershey's 16 Oz. Can **19c**
ASPARAGUS Shurfresh 300 Can **4 For \$1**

LOTION Honey and Almond Reg. 39c **27¢**

ICE CREAM Borden's 1/2 Gal. Round Carton **59¢**

FRUIT COCKTAIL Hunt's 300. Can **5 For \$1**

Vicks Formula 44 **Cough Mixture** Reg. 98c **67c**
Toothpaste Crest Extra Large Tube **57c**
Hair Spray Aqua Net Giant 13 oz. can **57c**
 Liquid Cleaner **Mr. Clean** 28 Oz. **59c**
Duz Soap Powdered Giant Box **67c**
Dove Soap Bath Size Bar **2/39c**

RANCH KITCHEN DELICATESSEN
BREADED PORK CHOPS **\$1.00** Lb.
 Cowboy Beans **29c** Pt.
 Cole Slaw **39c** Pt.
 Macaroni Salad **49c** Pt.
 Orange Nectar Salad **49c** Pt.
 Lemon Jello Cake **39c** Each

Tenderloin BREAD Shurfresh **PICK 'EM UP TODAY**
MILK Vitamin D

DOG FOOD Roxey Tall Can **7 For 49¢**

TOMATOES Firm Ripe **23¢** Lb.
 California **AVOCADOS** Ea. **10c**
CARROTS Texas Pkg. **10c**



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 BEST MEAT IN TOWN