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67TH YEAR — NO. 8

HEREFORD, TEXAS, 79045, THURS., FEB. 22, 1968

New Source For Buying Gas Is Announced By Gas Users

By EARL MOSELEY
Staff Writer
The Deaf Smith County Gas Users Association meeting Monday afternoon revealed that area farmers will now be in a position to "buy gas and sell it to themselves," and that it will "cut the price of gas in half."

and the original directors were retained at the meeting. Approval has been received from the Federal Power Commission allowing 178 farmers to purchase gas from a new source, the approximately 30 members present were informed. Expansion of the Federal Power Commission authority for Plains Gas Farmer's Coopera-

tive Society and Tri-County Gas Inc., to buy gas from Transwestern Pipeline Company for 26.5 cents-per-thousand-cubic-foot, and from El Paso Pipeline Company for 22.44 cents mcf, was made final on Feb. 16, when Pioneer Natural Gas Company chose not to file an appeal to the Circuit Court of Appeals from the order issued on Dec. 14, 1967.

Pioneer Natural Gas had previously entered into a hearing to protest the farmer's purchase of gas in this fashion, claiming in part that it was dangerous, according to John D. Aikin, the association's attorney here.

D. L. Carmichael, president of the 14-county Plains Irrigation Gas Users Association who spoke at the meeting, said, "This is a major breakthrough for farmers in securing cheaper agricultural gas."

Castro and Farmer County farmers are in the process of ordering metering equipment to get approximately 174 wells tied to nine additional taps gained from Transwestern Pipeline Company. Approximately 150 wells in Lamb County (Littlefield) are being prepared for connection to 2 taps onto El Paso Pipeline.

Four major pipelines cross the Panhandle and South Plains offering a new source of gas. In See SOURCE, Page 2



TREES DRESSED FOR SCHOOL — Stanton Junior High School has had its guardian forest trimmed for future beautification purposes, as are several other spots in the City of Hereford during the past week.

Sugarland Mall Merchants Plan For 2nd Anniversary

Two big events will be rolled into one, starting with George Washington's birthday today and culminating Saturday on the second anniversary of Sugarland Mall, with a 3-day sale by all merchants in the business section at 25 Mile Ave. between Thirteenth and Fourteenth. The observance will be climaxed with 14 grosses of ping pong balls dropped from an airplane Saturday, according to Clevis L. Corlis, manager at Penney's and president of Sugarland Mall.

In memory of young Washington's saga of "I cannot tell a lie, Father, I chopped down the cherry tree," the Sugarland Mall merchants plan "price choppin' sale" all three days. At 1 p.m. Saturday, an airplane will drop 2,000 ping pong

balls into the large parking area out front. It is reported that each ball will have a number and 800 of these numbers will have prizes connected to them.

For those who will be present Saturday afternoon, it is requested that each ball be taken to each merchant at Sugarland Mall. Winning numbers will be posted in every store.

Prizes offered are gift certificates, radios, shoes, clothing and other awards.

Since the first anniversary, four additional stores have opened in the Mall. They are Harmon's, Gaston's Popular Store, Spangler's Diamonds LDT and Fitzgerald's Alterations. Last year on Anniversary Day, C. R. Anthony's was opened, which had followed Yardstick and

Sweetbriar by one week. The mall has been considered a great asset to the city. The huge complex was built at a cost of \$1.2-million. All stores are under a five-acre roof that covers about 160,000 square feet. The mall itself has about 19, 200 square feet. Parking is available for 869 cars, and it meets the needs of almost all types of merchandise for the Deaf Smith County area, unequalled by malls in the larger cities.

Sugarland Mall also serves as a means of employment for more than 200 people of Hereford.

All stores have their fronts built to match their decor. No two stores in the Mall have duplicate fronts, not only eliminating confusion but adding to its architectural beauty. And the Mall is temperature-controlled the year around, with continuous music to accompany the shopper throughout the complex.

Several civic clubs and organizations meet weekly at the Hickory Log, one of the Sugarland Mall business enterprises.

As a part of the second anniversary, four of the older automobiles will be on display for all ages to marvel over the changing styles and designs. These displays are offered free of charge.

Heart Fund Drive Will Be Sunday

"The Heart Sunday volunteer who rings your doorbell Sunday deserves to be greeted with a smile, a warm handclasp and a generous contribution. Because she will be working for you in a sense, it might be your own life that she is saving."

These statements were made by Waldo Baxter, local Heart Fund Campaign Chairman, as time for the drive in Hereford neared.

"She, combined with those millions of other volunteers, have already helped to save thousands of lives. She is fully entitled to share with medical science the credit for dramatic advances achieved during the

past 15 years in the fight against heart and blood vessel diseases."

"True, these spectacular gains were actually made by the scientists. But much of the research activity for them was underwritten by dollars which she and others like her so laboriously collected."

A residential canvass in Hereford, giving every family a personal opportunity to advance the fight against heart and blood vessel disease, will be made Sunday afternoon under the leadership of the Young Mothers Study Club, from 1:30 till 3:30.

See FUND, Page 2

"The Challenge Before Us" Was Topic Of Water Inc. Meeting In Plainview

By MARSHALL DAY
Staff Writer
PLAINVIEW — Water, Inc., having been organized on May 24th, 1967, when about 1500 persons attended its organizational meeting, has expanded quite rapidly to its present capacity as a nationally known federation and in the first annual meeting held in Plainview Tuesday, over 200 interested and enthused persons were present.

With the meeting starting off with the welcome by M. B. Hood, mayor of Plainview and then proceeding to the business session, J. M. Collins, secretary of Water Inc., gave the readings of the organizational meeting of last year. Following Collins' readings was Gaston Wells, treasurer of the corporation. Wells gave a report on the Dec. 7, 1967, nominating committee. He gave a list of the directors and directors-at-large for the corporation.

After Wells' report, W. K. "Buck" Buchana was awarded a plaque for his service in helping establish the organization. Buchanan, director of one of the water districts and acting director of Water Inc. in Lubbock, received the award and was cited for "outstanding work, participation, and counseling in connection with Water Inc."

With the program beginning at 10 a. m., John J. Kendrick, president of Water Inc., explained the purpose of forming Water Inc. as being, "to perfect an organization that would be an emissary to Texas, New Mexico, Oklahoma, and all the surrounding area to not only become aware of the decreasing amount of our underground water supply, but to expand the work connected with it."

Colonel Cliff Chamberlain took the morning spotlight with his speech on "The Challenge Before Us", which dealt with the problems which Water Inc. has faced in the past and the ones it will have to face in the future. "I believe in the things Water Inc. stands for and I believe they can be achieved. This group of people is dedicated and I feel it as an honor and a privilege to be working with

and for them." Chamberlain stated.

"One of the primary reasons I became involved in this organization is because Water Inc. is directed to serve the people and the communities and perhaps the world some day.

"We on the High Plains must join efforts to make it known to the entire state and not to be concerned mainly with our own needs and problems. We must receive the leadership role and lead the way for others," he stated.

Chamberlain concluded with, "Our goal is to shorten the time required to achieve what is to be done. We have no time to waste, this is the challenge before us."

Following the noon luncheon the meeting re-convened at 1:30 p. m. with Floyd E. Dorniny, Commissioner of the Department of the Interior in Washington, D. C., giving a talk on "Meeting The Challenge."

"While you have experienced some problems during this organizational period, I must warn you that there will be more—many more. We, who have been engaged in water development for many years, know that there are no shortcuts to success. Many of our Reclamation projects are the result of decades of dedicated effort by people like you.

"But Southwesterners are a hardy breed, proud of their frontier heritage. This search for water is simply another challenge. It is another frontier of equal, if not greater, importance than those of past history which must be overcome," Dorniny explained.

He went on to outline the steps which every member of Water Inc. must take to insure that others will gain the full knowledge of the meaning of the organization.

"Whether the West Texas and Eastern New Mexico Water Import project moves beyond the embryonic stage will be utterly dependent upon the cooperation which you inspire in the people of the areas concerned, both the areas from which the water is to come and the areas to be served," he said.

In concluding, Dorniny stated, "I congratulate you on organizing well, working well, and thinking well toward the day when the High Plains will have its future guaranteed as a permanent supplier of high quality food and fiber moving out to all parts of the nation and world for the benefit of people everywhere."

The meeting then adjourned for a coffee break and re-convened with the showing of a film "Water Projects of California," which concluded the program.

Attending the Western Nebraska United Chamber of Commerce meeting concerning water in Alliance, Neb. today are Ray Cowser, Dudley Bayne and Leo Forrest, all directors and members of committees for the local organization.

Directors also set April as meeting time for the first annual meeting of the DSCWA, with the day to be set later. Committees will meet during March and another board meeting also will be held sometime in March.

Nearly 20 Deaf Smith County residents were in attendance for the first annual meeting of Water, Inc. in Plainview Tuesday. Representing the local organization at the Texas Water Conservation Association convention in Dallas Wednesday, today and Friday are Godwin, Wilburn Axe, Andrew Kershen, Austin Rose Jr., and Palmer Norton.

Godwin emphasized the importance of "maintaining a strong local organization to show that we're real interested in getting water to the area." Speaking of minor disagreements which the local group has had with Water, Inc. in the past, he said "I don't believe there's a chance in the world that Water, Inc. can't give us the representation we need."

Directors agreed that they must work with all people in Texas dealing with water and must get surrounding counties interested in the projects. Godwin informed the directors that a half-day session on water law will be held here, but no

Meetings Planned By Water Officers

"Enough progress has been made since our last meeting that it's not a question of whether the importation of water will be done, but when," R. C. Godwin reported to directors of the Deaf Smith County Water Association Monday morning.

Godwin, president of the local organization and a director of Water, Inc., explained that opposition is now rising to the plan for taking water out of Louisiana because the people there are afraid for their future. The plan, therefore, is to get the water after all other users have had a chance to get water. The plan to take water from the Mississippi River is the same.

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Science Fair To Begin Here Today

The Science Fair begins today at the Deaf Smith County Bull Barn and continues through Friday and Saturday. Now in its fourth year, the Fair will be open to the public on Saturday at 10 a.m.

Gary Billingsley of Northwest Elementary School listed 408 entries in the local Science Fair, including those on botany, medicine and health, zoology, mathematics, earth and space science, chemistry and biochemistry, and physics.

The judges are Marian Guidry, Alfred Kraus and Claude Boatman, all with PhD degrees from Canyon.

The Science Fair here is for the public schools only. The divisions are open to all students in grades 4 to twelve. They



THE TEXAS BOYS CHOIR — The Hereford High School auditorium is the scene tonight at 8 p.m. for the second program in the 1968 Hereford Community Concert Association season. The Texas Boys Choir is composed of 26 boys chosen from 150 boys trained each year in a special school at Fort Worth. Admission is by membership card only.



SUNDAY HEART FUND CAMPAIGN — Pictured here are four of the 150 ladies who will canvass Hereford on Sunday between 1:30 and 3:30 p.m. in behalf of donations for the Heart Fund. Left to right are Brenda Tho-

mas, Joan McPhearson, Donna Glover (drive chairman) and Connie Brumley. They will also distribute literature for heart attack prevention.

Pre-Feeders Operations Are Calling For Specialization

By MARSHALL DAY
Staff Writer

With the prospects of more new specialized feed yards entering the picture of already growing operations, Pre-Feeders — one of the few specialized feed yards in this area — has begun operation and is now in the process of preparing for that

future. Located 10 miles southwest of Hereford, Pre-Feeders began receiving cattle on Feb. 1st. While the construction was due to have been completed three weeks earlier, weather conditions made it impossible for this to be done.

With the operation in no way being competitive with the feed yards of this area, the main purpose is to provide a consistent supply of cattle as a supplement to the finish feeding yards. The reason for pre-feeding of calves is based on "high quality roughage with a minimum of concentrates, resulting in maximum growth and low cost gains," detailed W. K. "Bud" Burgess, manager of the new corporation.

Burgess, who has been connected with the cattle industry all of his life and was manager of the Holly Feed lot prior to his becoming connected with Pre-Feeders, explained that, "The goal of Pre-Feeders is to achieve moderate gains through low cost to customers that will provide healthy cattle ready to go to feed lots on finishing rations."

"Natural environment pens to start new cattle that have arrived under stressed conditions from weather and hauling, were constructed and a complete broad spectrum medication program, including vaccinations for major feed lot diseases, have been established. Along with the vaccinations, we have a dipping process for external parasites and also medical nutrients that will be provided by experienced personnel at performance level to the customer,"

Burgess explained.

With the entire farming operation and lots covering about 350 acres, and 60 acres of this set aside for the purpose of natural environment pens, the present capacity is standing at 6,000 head of cattle with projected growth to somewhere around 15,000.

The construction of the pens was begun last November with stockholders being Howard Gault of Hereford, president; Bud Thurber of Windthorst, vice-president; Cameron Gault, Hereford, secretary-treasurer; W. K. "Bud" Burgess, Summerfield, manager; Mike Robinson, Hereford, assistant manager; Tom Harris, Windthorst, director; and Phillips Howard, Henrietta, director.

The operating personnel includes Howard Gault, president; W. K. "Bud" Burgess, manager; Mike Robinson, assistant manager; Sheri Richardson, office manager; and Robert Powell, mill manager. Other than the above personnel, the organization has under its employment two skilled laborers who see that the pens and lots are kept in good order.

Weather	
Saturday	34 28
Sunday	34 28
Monday	38 33
Tuesday	45 17
Moisture for the Month: 1.38	
Moisture for the Year: 3.83	

Beet Meeting Is Set For Tonight

A sugar beet producers meeting will be held in Hereford at the Community Center beginning at 7:30 p. m. today.

Three men from the Extension Service of Texas A. & M. University will speak on subjects relating to growing sugar beets, according to James W. Witherpoon, executive secretary of the Texas-New Mexico Sugar Beet Growers Association Inc.

Topics to be discussed are "Diseases and Their Control in Sugar Beets" by Dr. Robert Berry, extension plant pathologist, Lubbock; "Sugar Beet Insects and Their Control and Beet Leafhopper Survey" by Lyndon Almand, extension entomologist, Lubbock; and "Fertilizer Research on Sugar Beets" by Dr. Arthur Onken, agronomist, Lubbock South Plains Research and Extension Center.

These men will compose a panel and answer questions at the conclusion of the program. Justin T. McBride, Deaf Smith County agriculture agent, said that he feels this will be an important meeting for the local sugar beet growers.

14 To Be Drafted Here During March

AUSTIN — State draft boards are being called upon in March to furnish the largest monthly quota of men for the armed forces in nearly two years, Colonel Morris S. Schwartz, state Selective Service director has announced.

Local board quotas for March, already mailed by state Selective Service headquarters, are designed to provide 1,948 men. Texas Local Board No. 18 in Hereford is scheduled to give 24 examinations and induct 14 men into service.

This is the largest monthly quota for the state since November, 1966, when the call was for 2,012 men. During the period of 17 months between these quotas, the low point was a call for 674 in February, 1967.

Local boards were called upon earlier to provide 1,165 men in February and 1,659 in January of this year.

Draft boards are also being called upon in March to send 4,200 men for the armed forces pre-induction physical and mental examinations to fill future calls.

This compares with 4,590 men

being forwarded for this purpose in February. The quota for these examinations in January was 5,455. The March induction quota of 1,948 for Texas is the state's share of a national call for 39,000 men, all for the Army.

Political Calendar

DEMOCRATIC PRIMARY

For Governor: Preston Smith, John Hill, Waggoner Carr, Eugene Locke, Gordon McLendon, Dolph Briscoe, Pat O'Daniel, Don Yarborough, Johnnie Jae Hackworth, Edward L. Whittenburg, Alfonso Veloz.

For Lt. Governor: Ben Barnes, Don Gladden, Gene Smith.

For Comptroller: Robert S. Calvert, Dallas Blankenship.

For State Representative, District 72: Bill Clayton.

For U. S. Representative, 18th Congressional District: J. R. Brown.

For District Attorney, 69th Judicial District: Andrew Shuval.

For County Commissioner, Precinct 3: Bruce Coleman, J. T. Guinn.

For County Tax Assessor — Collector: Earl Holt.

For County Attorney: John Aikin.

For County Sheriff: Ed Roberson, W. J. Wilson.

For Associate Justice of the Court of Civil Appeals for the Seventh Judicial District: Jack Hazlewood, James A. Joy, Bruce Miller.

REPUBLICAN PRIMARY

For Governor: Paul Eggers, Wallace Sisk, John R. Trice.

For Lt. Governor: Douglas DeCluitt.

For Comptroller: John Bennett.

For U. S. Representative, 18th Congressional District: Bob Price.

For District Attorney, 69th Judicial District: Jerry Tucker.

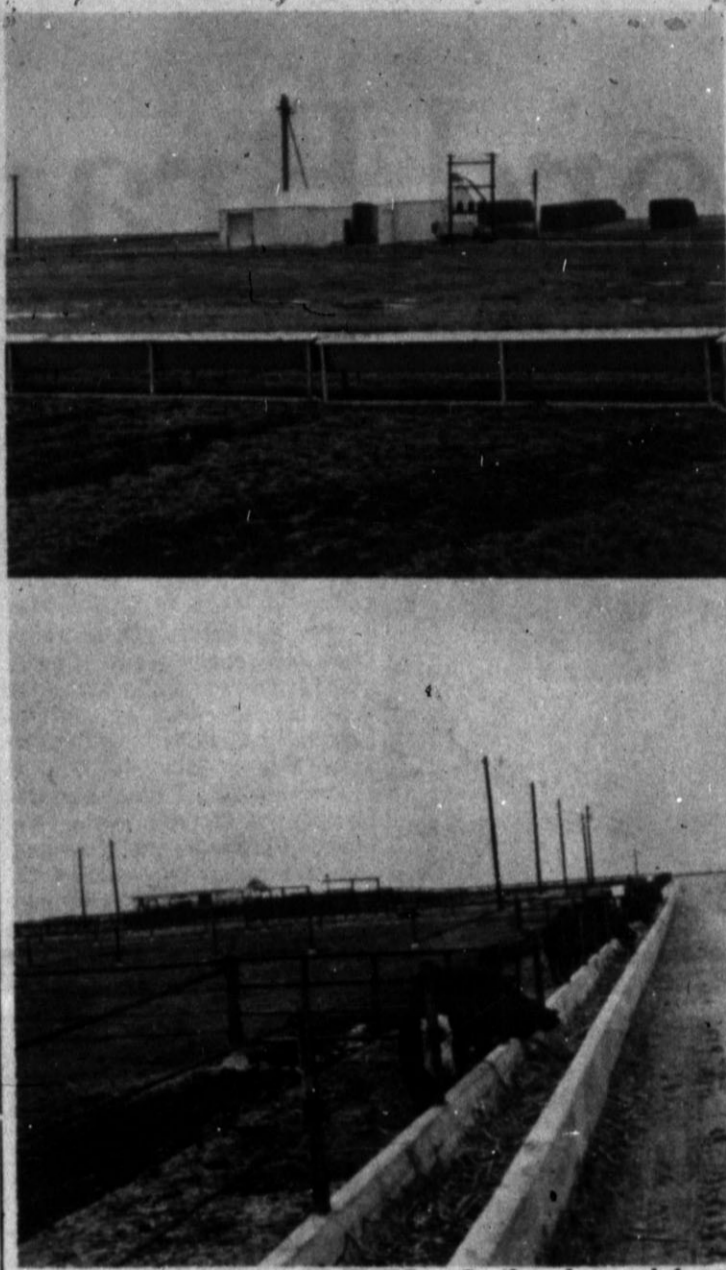
For State Representative, District 72: J. Frank Ford.

Ford Resigns Chamber Posts

J. Frank Ford of Hereford resigned his position as vice president and director of the Deaf Smith County Chamber of Commerce Wednesday morning due to the upcoming political campaign.

The resignation by Ford, a candidate for State Representative of the 72 District, will become effective March 1.

"I will look forward to continuing to work in any way possible for continued progress for this area," said Ford in making his resignation.



PRE-FEEDER FACILITIES — In the above picture, is the mill where the feed for the cattle at Pre-Feeders is mixed and below is pictured the pens where the cattle are fed the mixture.

Source . . .

Continued From Page One

addition to Transwestern and El Paso, Natural Gas Pipeline Company of America crosses a box, Hale, Swisher and Armstrong counties.

Carmichael pointed out, "This assures eventual competition in securing natural gas for irrigation."

The original order of the Federal Power Commission granting Plains Gas Farmers the authority to purchase gas from Transwestern was issued Feb. 16, 1965, and service was connected June 15 that same year to four group lines serving 87 wells.

The expansion order makes possible 178 West Texas farmers to buy irrigation gas at reduced prices, and fixes a precedent for other farmers, to secure gas from competing sources.

Outgoing president Donald Hicks pointed out that this is now a point of progress for Deaf Smith County farmers. It can be done on a cooperative deal here, whereby the farmer can buy the gas from other companies than Pioneer and in that fashion resell it to themselves.

Elected by acclamation were

Robert Hickman, president; Dentil Pulliam, vice president; and Clint Jackson, secretary-treasurer.

The directors are Charles Schlabs, J. B. Caraway, Earl Holt, Wilburn Axe, Bill Ellis, Raymond Higginbotham, A. J. Bezner and Jim McAndrews, Precinct 1.

On Precinct 2 are L. D. Pickering, Andrew Kershen, A. R. Dillard, Chester Wiggins, Garland Solomon, M. R. Latham, George Turrentine and Ernest McGee.

In Precinct 3 are George Ritter, Herb Schmidt, Frank Zinser Jr., Billy Wayne Sisson, J. E. McCathern, Clinton Jackson, Virgil Marsh and Cecil Morrison.

In Precinct 4 are Glen Allred, Wayne Higgins, J. R. Hickman, Jack Higgins, S. A. McCathern and Billy Hodges.

Former vice-president Tommy Carnahan reported that the Gas Users dues are \$2 per well, and they can be mailed to any officer or director. Each director will be sent a letter, it was agreed, with the expectations that they will contact 10 dues-payers for 1968.

Hereford's first mayor to serve a full term was Judge L. Gough.

Fund . . .

Continued From Page One

The calls will be made by a volunteer corps numbering approximately 150 ladies. They will distribute literature advising parents what they can do at the present time toward safeguarding their children against heart attacks later in life.

The Heart Volunteer will also receive Heart Fund contributions and, at residences where they find no one at home, they will leave behind a pre-addressed mail-in envelope in which a contribution may be sent conveniently to Heart Fund headquarters during the next few days.

The Young Mothers Study Club urges the people of Hereford to give generously, to make this the most successful Heart Sunday appeal in the history of the community.

Give — so more will live!

Downtown Store Has New Owner

G. W. "Jerry" Payne is the new owner of the Ben Franklin Store at Main and Third streets in downtown Hereford. Payne has recently arrived here from Huntington Park, California, where he had previously operated three stores on the West Coast.

Payne is a Texan, however, having been born and raised at Lakeview, "I am very happy to be back in Texas," he said.

He has been with the S. H. Kress stores in the past for 13 years.

Previously, Payne was at Dallas before a hitch in the Army. Afterward, he worked at Amarillo and went to West Texas State at Canyon. For a time he was at Nogales, Arizona, before coming to El Paso.

Besides Huntington Park in California, he served Kress stores at San Fernando and San Bernardino.

Payne is married and has two daughters, Vickie, 10, and Staci, 6.



Jerry Payne — New Ben Franklin Store owner.



BANQUET ENTERTAINMENT — The Spiritual Swingers and the Rev. Frank Pollard of Tulia provided entertainment during the annual FFA — FHA banquet Saturday night. See other picture of Sweethearts and Beaus crowned at the banquet.

No Candidates In Races Yet

Two city commissioners to fill the vacancies created by expiring terms of Albert Maxwell and Lloyd Sharp will be set for the ballot on April 2.

As yet, Sharp, of the Lone Star Insurance Agency, and Maxwell, secretary-treasurer-manager of Hereford Growers and Shippers Inc., have not officially announced their plans as to whether they will seek re-election or not.

Deadline for filing in the commissioners race is March 3, thirty days prior to the election.

The upcoming School Board election is set for April 6, with the final date for filing set on March 7.

Trustees seeking re-election to the board are Dr. A. T. Mims, Bill Gentry and Hillary Aven. Aven has finished out the term of L. B. Russell.

On Aug. 11, 1911, L. Weaver reported 12,000 bushels of sweet potatoes from seven acres.

Early in the twentieth century Hereford became known as "The Windmill City." There were some 400 windmills pumping in the vicinity at that time.

Hereford was incorporated as a city the first time on April 10, 1903.

Hereford had a population of 803 in 1900.

The Commercial Club was the original name of the Hereford Chamber of Commerce.



PRE-FEEDERS STOCKHOLDERS — Pictured on the back row, left to right, are stockholders of Pre-Feeders, Phillips Howard, director; Bud Thurber, vice-president; and Bub Burgess, manager. In the front row are, from left to right, Cameron Gault, secretary-treasurer; and Howard Gault, president of the organization.

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BOB LAWRENCE Singer

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FRIO BAPTIST CHURCH

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Evening Services

8:00 p.m.

Sunday Evening Services

7:00 p.m.

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—NO APPOINTMENT NECESSARY—

DAWN LIONS CLUB COMMUNITY FARM SALE

Saturday, February 24 — 10:00 P.M.

Dawn Community Center

TRUCKS, PICKUPS & CARS 1—1952 DeSoto 2 dr. 1—1948 Dodge Truck without bed 1—1961 Chevy Impala 4 dr. 1—1961 Dodge Pickup 1—1961 I.H.C. Scout 1—1948 1 1/2 ton Chevy with bed 1—1967 Ford Fairlane 500 2 dr. V-8 1—1957 Ford V-8 pickup LIVESTOCK 1—5 yr. old grey gelding broke to ride 1—2 yr. old Bay Shetland Filly broke to ride 1—Reg. Paint Yearling Filly with papers 1—Dogging saddle 1—Kid Pony Saddle IRRIGATION EQUIPMENT 1—V-4 Wisconsin Air Cooled Engine 1—7 1/2 Wisconsin Engine with hand clutch 1—1963 Pontiac Irrigation Motor 1—Flat-Head Cadillac Motor & Trans. TRAILERS 2—4 axle cotton trailers 1—1953 Indian Caravan Mobile home 8' x 2 bdr. Kitchen & Bath 1—2 wheel trailer MISCELLANEOUS 1—Lots of Irrigation Dams 2—Lots of Irrigation tubes 11—Knives for chisels 8—Dempster Anhydrous Chisels 1—Combine Cab Blower 2—15x26-4 ply tires 1—Car air conditioner 1—Lot used C. B. Radio 1—Case Combine grain bin 1—Garden hose reel 1—18" 1/4" Mayrath with elec. motor 2—Lots elec. fence wire 4—8" tool bar spacers 1—Holden 6 volt elec. fence 1—International 6 volt elec. fence 1—Case 242 1—100' roll of socks for gated pipe 1—Lot of new tires 2—Hydraulic cylinders	1—Set overload springs for pickup 1—30" gas range 1—14"x22" tool bar 1—Table drill press 1—Salamanca stove 1—Montgomery Ward Tilting Table Saw 1—20 gal. butane water heater 1—Lot Aluminum Screens 27"x34" 1—Set side boards for Ford Pickup 1—300 gal. propane tank 3—Furrow Drags 1—Set metal stock racks for Chevy. 1/2 ton short wheelbase fleetside. 1—3 pt. attachment for M Farnal 4—Press wheels for planter 1—Butane house regulator 1—Hudson front end marker 1—Lot steel elec. fence posts 1—Hand post hole digger 1—Mail box 3—Lots sweeps 1—Barrel pumps 1—1 I.H.C. single front wheel 1—18 volt elec. fence charger 5—Shanks & clamps 4—Cotton boxes for Dumpster Planter TRACTORS & COMBINE 1—1964 530 Case Diesel Tractor good shape 1—1963 MF 65 Diesel Tractor good shape 1—44 MF Wheeland Tractor 1—1963 I.H.C. 560 Wide Front good shape 1—U Moline Tractor 1—1964 Ford 4000 good shape 1—1964 JD 95 Combine extra good 1—1960 Ford Truck with lift 1—1947 Dodge Truck with lift 1—M Farnal MACHINERY 1—4 row lister double tool bar & markers 1—Double tool bar & gauge wheel 1—Bed shaper 1—JD three bottom roll over moldboard 1—14 Home	1—34 Krause tandem disc 2—Meyers V ditcher 1—Ford V ditcher 3 pt. 1—Colorado rod weeder 1—F blade ditcher 1—JD roll over 2 bottom 18" moldboard 1—Model 330 I.H.C. Tandem nearly new 2—15x19 JD drill 1—Set belt row marker 1—Eversman ditcher 4—JD Flex planters 1—3 bottom 14" Case breaking plow 4—Dempster lister planters 3—3 1/2 h.p. Bolen Rototillers 2—5 row stalk cutter 3—Stubble Mulcher 2—4 row fertilizer attachment 1—14' Jetroy 1—Tractor mounted 8 row spray rig-roller pump 1—4 pt. rear mount Ford scoop 1—18x8 double disc I.H.C. drill 1—I.H.C. Road Grader 12' blade & cab 4—JD Flex planters 1—4 row JD potato planter 1—15' Home with F extensions 1—4 row front mounted JD cultivator for 700 1—Shogmade 3 pt. ditch filler 1—Kniebe bale loader 1—Peerless PTO grinder mixer almost new 1—JD lister marker 1—4 row harrow 1—8 Tandem disc 1—3 pt. V ditcher 1—3 pt. 4 sec. harrow 1—JD side delivery rake 1—4 sec. JD rotary hoe 1—19' IHC tandem with lift 3—4 sec. JD section harrow and hitch 1—4 row JD knife sled 1—Busch Jr. shredder 1—Easy Flow fert. spreader 2—Crushbuster 1—Ford tractor loader 1—7 1/2 pt. Box Ox blade 1—Service 3 pt. blade 1—IHC front mount cultivator 2—bottom IHC roll over 1—4 row no. 18 IHC lister-planter 1—18' tandem 1—3 row shredder
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Lunch will be served by the Dawn Lions Club.
Consignment will be taken up until sale time.

TERMS - CASH



Rotarians Honor Band Director

Ben R. Gollehon, music director at Hereford High School, was honored at noon Monday by the Rotary Club.

Gollehon was presented a Rotarian flag on behalf of his achievements with the Honor Band concert at Austin, wherein the students under his direction received a 15-minute ovation — which was ended only as a result of Gollehon and the Hereford band leaving the stage at Austin's Municipal Auditorium.

Gollehon was introduced to the Rotarians at the Hickory Log luncheon by Charles Frye, who revealed that the Hereford music director was a former Dimmitt citizen who had graduated from the schools there, and had gone to West Texas State at Canyon to major in music.

Before coming to Hereford, Gollehon had taught music in the Pampa schools for a short time. He has been with the Hereford school system since 1960.

The presentation was made by Les Combs.

Recognition Goes To FFA Members

Members of the Hereford High School Future Farmers of America chapter are joining other chapters over the nation this week in celebrating FFA Week.

Theme for the observance which began last Saturday and continues through this Saturday, is "Challenging Youth in Agriculture."

There are six vocational classes being taught at Hereford High school, with an enrollment including 94 FFA members. Instructors are Richard Robinson and Jess Robinson.

As explained to the Brand, "training agriculturists is the business of vocational agriculture classes in high schools throughout the state and nation. The FFA program, a part of vo-ag education, gives Future Farmers an opportunity to acquire agricultural abilities, develop skills of leadership and appropriate attitudes of citizenship and cooperation."

"In tomorrow's World of agriculture, there will be many vast

and nearly unbelievable changes. In general, the agriculture of tomorrow will involve a complex array of machinery and computers."

"Perhaps the greatest challenge facing the Future Farmers is that of feeding the ever-increasing population. Meeting this challenge will require all of the skill, brainpower, and desire they can muster."

"The challenges facing the agricultural youth of tomorrow are staggering. It will take a vast amount of training to meet these challenges. The road to success will be long and blocked with obstacles. The Future Farmers of America, the youth in agriculture and the leaders of tomorrow, have accepted the challenge."

Several members of the local FFA chapter will be going to

Rainbow Girls Attend Three Meetings In Area

Three weekend meetings of the Order of Rainbow for Girls in other Panhandle cities were attended by members of the Hereford Rainbow assembly.

Honored visitors at two meetings were Mrs. Martha Whitfield of Dallas, supreme service and supreme inspector in Texas of the International Order of Rainbow, and Victor C. Whitfield, chairman of the grand executive committee.

Honored with them at a joint assembly in Happy Monday evening were Mrs. Glenn Dowlen of Canyon, grand visitor, Misses Willa Jane Elliott, Mickalyn Miller, Rhee Gossman and Carolyn Graves, all state officers. The Happy Rainbow Assembly was hostess.

Pamela Smith of Hereford was initiated into the order at this meeting. Girls from Friona, Tulia, Silvertown, Amarillo, San Jacinto, Palo Duro and Canyon were present in addition to the 20 girls and four adults from Hereford.

Mrs. Whitfield was complimented with a reception at Canyon Sunday afternoon in the home of Mrs. Rhena Bellah. Receiving guests with her were Mrs. Dowlen, Mrs. Ada Busted, mother advisor of the host group Misses Elliott and Miller. Five girls and five adults went from Hereford.

Mrs. Dowlen was instructor for the annual school of instruction for members of the nine assemblies, held at Khiva Temple in Amarillo Saturday. From Hereford Assembly, 16 girls and four adults attended.

Girls taking part in one or more of these events were Judy and Janet Lookingbill, Regina Hampton, Kathy Smith, Lynda Jacobsen, Carroll Todd, Kathleen Robinson, Kathy Shannon, Ann Priddy, Elaine Kelly, Annie Nunley, Cynthia and Joette Hanna, Lynn Inmon, Patty Betts, Linda Merrill, Dell Sealy, Barbara and Vicki Brownlow, Kathy Roberts, Sharon and Karon Matthews.

Mrs. Jack Nunley, mother advisor, and Mrs. O. H. Culpepper, past mother advisor, accompanied each group. Mr. and Mrs. Ray Todd, Mrs. J. W. Brownlow, Mrs. Matt Matthews, Jack Nunley and Grant Hanna were other adults making trips.

Ellis Coombes Funeral Service Scheduled Today

Funeral services for Ell's Coombes, 71, of 707 North Lee, will be conducted at 2 p.m. today in First Christian Church, of which he was a member. The Rev. Eugene Brink, minister, will officiate.

A resident of this county since 1930, Mr. Coombes was a retired mechanic and farmer. His death occurred Tuesday morning at the Veterans Administration Hospital in Fort Lyon, Colo., where he had been a patient a short time.

Mr. Coombes was born May 25, 1896 at Benjamin. He married Grace Hall Dec. 29, 1922 at Fort Worth. They moved to Hereford from Woodward, Okla.

He is survived by his wife and a daughter, Miss Dorothy Coombes of Hereford; a son, John S. Coombes of Dallas; three sisters, Mrs. May Keller and Mrs. Jack Kinsler of Woodward and Mrs. D. P. Thacker of Arcata, Calif., and a brother, G. E. Coombes of Woodward.

Burial will be in Rest Lawn Cemetery, directed by Gilliland Funeral Home.



ONE OF AMERICAS favorite sports is being brought to an end, here on the last fling of the season at Red River several weeks ago. Herefordites are shown not only in the olympics, but locally also.

700 COLDS take 666

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At **Little's**

SUITS
Wool Knits, Silks, Blends, Dacrons
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DRESSES
Values From \$23.00 to \$60.00
NOW **\$7²² to \$20²²**

SPORTSWEAR
Pants, Shells, Sweaters & Skirts in Wool Knits
Values From \$12.00 to \$36.00
NOW **\$5²² to \$15²²**

LINGERIE
1/2 PRICE

BAGS
1/2 PRICE

HOSE
Fish Net & Venetian Lace
\$1.25 Value **82c**

Houston Sunday to participate in the livestock show. Some of the members will be taking stock to enter in the show.

Officers of the Hereford FFA Chapter are Larry Paetzold, president; Lon Hale, vice president; Bill Fowler, treasurer; James Simpson, reporter; Johnny Clark, sentinel, and Charlie Stone, secretary.

"The excellent crops which exist throughout this section of the Panhandle will be an eye-opener to the people who have so long regarded this as a broad waste fit for nothing but cattle range," read a story in the Hereford Brand in 1904.

Read The Classified Ads Today.

Joe C. Allender, your Great Southerner

Your Great Southerner is a well-trained and thoroughly competent insurance man. He is doing a job he likes, something he's proud of. He's accomplishing something for his clients and for himself. He has some new ideas on what insurance can do and how it can be used imaginatively. Why not call him? We think you'll like him.

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GEORGE DID IT...SO CAN WE!
CHOPPED PRICES
DURING OUR BIG **WASHINGTON'S BIRTHDAY Sale**
THURSDAY FRIDAY SATURDAY

CHOCOLATE COVERED CHERRIES 37c
Big 10 oz. Box of Fresh and Delicious Chocolate covered Cherries. Covered with especially blended milk chocolate.

AQUA NET HAIR SPRAY 57c
Aqua Net, the fabulous all-weather Hair Spray that holds your hair's lovely shape on any kind of day. Big 13 oz. can. A Dollar Value.

GENUINE STAINLESS STEEL 10c
• TEASPOONS
• SOUP SPOONS
• DINNER FORKS
Lovely Biscayne pattern as shown and made of durable genuine stainless steel, a Great Value.

CHENILLE RUG REMNANTS 37c
First quality, all washable Rug Remnants. 15 x 26 and 21 x 30 inches.
A CHOICE OF COLORS

ANY ITEM 10c
KNIVES 19c
To Match Above

7-PIECE JUICE SET 99c
Juice Pitcher and 6 Tumblers to match. Each set individually boxed. Regular \$1.49 value.

7-PIECE GLASSWARE SET 76c
Prescut glass set. Salt and Pepper, Butter dish with cover, Creamer, and Sugar with cover. Excellent value.

KING-JUMBO SIZE TV SNACK TABLES 77c
Save!!
King size Tray Tables (16-1/2" x 22-1/2")
Folds Flat

WAFFLE WEAVE APRONS 66c
• DOLLAR VALUE
• 3 STYLES
• ASSORTED COLORS

PERRY'S

WIN A FREE \$500 SCHOLARSHIP



2nd Prize -- \$100 Scholarship

3rd Prize -- \$50 Scholarship

ATTENTION 1968 HEREFORD HIGH SCHOOL SENIORS!

YOU ARE ELIGIBLE IF:

1. You are attending Hereford High School
2. You will be graduated from high school this spring.
3. You will attend an accredited college following your graduation. (Short course or correspondence course cannot be counted)

HERE'S HOW TO WIN:

1. Ask you friends and neighbors to write your name on the back of their Cooper's cash register slip and drop it into the ballot box. EACH PENNEY of that purchase will count as one vote.
2. Votes must not be solicited on the store premises.
3. Cash register slips must be deposited in the ballot box within 10 days of the slip date. All slips must be dated within the contest dates, February 15 to May 15th—Last day to vote will be May 15—Winner will be announced the week following. Purchases on Wednesday will count double points. All register slips from Cooper's may be used except those from Schools, Churches, Hospitals, Cafes, Institutions or wholesale purchases. Employees of Cooper's or their immediate family are not eligible.

COOPER'S WILL FURNISH ALL 3 SCHOLARSHIPS -- VOTE FOR THE SENIOR OF YOUR CHOICE -- STUDENT LIST AT OUR STORE

VALUABLE GUNN BROS. STAMPS



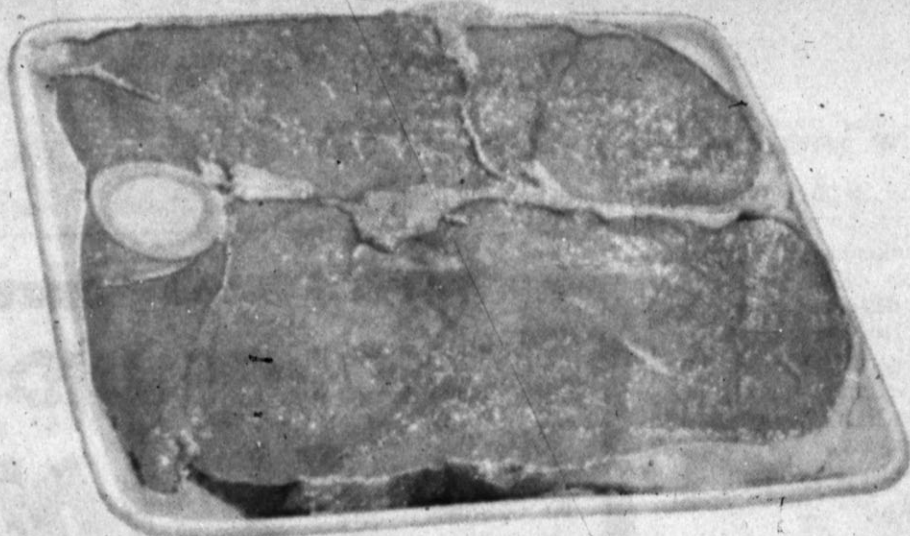
WITH EVERY CASH PURCHASE DOUBLE STAMPS EVERY WEDNESDAY

WAGNER'S DRINKS

Pineapple-Grapefruit-Grape-Breakfast Orange-Low Calorie Orange-Punch-Apple

In the handi-pour decanter **4/\$1.00**

ROUND STEAK



lb. 85¢

T-BONE \$1.09

Beef-Ham-Turkey-Chicken-Corned Beef Smoked Meats 3-oz. pkg. **33c**

Shurfresh 1st Grade Sliced Bacon **lb. 59c**

Pure All Meat Sliced Bologna **lb. 59c**

Shurtender, Fully Cooked Beef Patties **lb. 89c**

Shurfresh **CRACKERS** one pound box **19c**

Shurfresh **COTTAGE CHEESE** pound **29c**

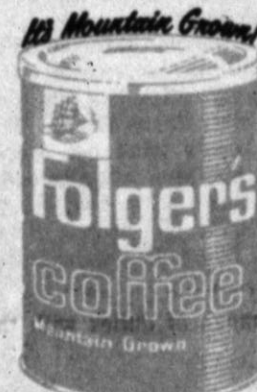
Log Cabin-in server warmer bottle **79c**

SYRUP 16 ounce - 98c value **79c**

Patio Beef **ENCHILADAS** 22 ounce **49c**

Sweet 16 **CAKE DONUT** 39c package **3 for \$1**

Sweet 16 **DONUTS** 39c package **3 for \$1**



FOLGER'S COFFEE

lb. can 66¢

HEALTH & BEAUTY AIDS

ALCOHOL

Triumph Rubbing pint bottle **10¢**

GILLETTE Stainless Steel Blades package of 5 **Cooper's Low Price 59c**

LISTERINE ANTISEPTIC 14 ounce bottle regular \$1.09 retail **77c**

CREST TOOTHPASTE family size tube new mint flavor **59c**

ANACIN TABLETS for fast pain relief 100 count bottle **99c**

VICKS "FORMULA 44" Cough Formula list price \$1.09 **69c**

ROLAIDS TABLETS bottle of 75 regular \$1.19 **77c**

SHURFRESH EGGS

GRADE "A" MEDIUM 2.69¢ doz.

SHURFINE FLOUR

10-Pound Bag with \$5.00 purchase or more 69¢

CLOROX BLEACH

1/2 gallon jug with \$5.00 purchase or more 19¢

Gorton's frozen **Fish Sticks** 8-ounce pkg. **3 for \$1**

Pay Day-Butternut-Big Pay- **Candy Bars** Milkshake 6-bar package **19c**

Compare with any brand & Save! **Energy Detergent** giant **49c**

9 pound 13-ounce **Dash Detergent** jumbo **\$1.89**

Save SHURFRESH coupons for FREE prizes

- * Ladies Hose, pair 35 Coupons
- * F75T MacGregor Football and Tee 100 Coupons
- * 16 inch Doll 110 Coupons
- * Shakespeare Spinning Reel 265 Coupons
- * 014 Mac Gregor Basketball 100 Coupons



Ranch Style DELICATESSEN

Homemade Chili made in our Ranch Kitchen pint **79c**

Chicken In-A-Box 1/4 fried chicken - Tater Tots - Texas Toast **59c box**

Lemon Jello **Cakes** each **39c**

Bar-B-Q on a bun **Sandwiches** each **35c**



TOMATOES "Pick-O-Morn" package 33c

APPLES

Washington — Red Delicious Winesap — Golden Delicious

MIX-OR-MATCH

4.89¢ LBS.



SHOP WHERE YOU ALWAYS RECEIVE THE RED CARPET TREATMENT!

COOPER'S MARKET
BEST MEAT IN TOWN



CUB SCOUT BANQUET — Dennis Collins and Mark Strange were among the scouts honored during the annual Blue and Gold Cub Scout banquet last Friday night at the First Christian Church. The two Cub Scouts received Bob Cat pins.

Scout Pack 51 Presents Awards

Numerous awards were presented during the annual Blue and Gold banquet of Cub Scout Pack 51 Monday night in St. Anthony's auditorium.

Awards included Bobcats (new cub scouts) to Terry Dedine, Ronald Roland, Brad Roland, James Mays, John Mays and Alfred High; Bear (for 9-year-old) to Mike Turner and Dirk Vander Zee; Lion (for 9½ or 10-year-olds) to David Kreig, and Gold Arrow Points (when a boy has earned a badge and has completed 10 more credits) to Thomas Clarke, Rex Reinart, Greg Hacker, Bennie Moore, Douglas Reinart and Tommy Marnell. Cubmaster Martin Moore presented the awards.

In Den 2, Alan Brooke was recognized for his work as Den Chief. James Ricketts, denner, and Mike Turner, assistant denner, help the Den Chief and assist the Den Mother before and after the meetings.

Den Mother Pins were presented to Mrs. James Clarke, Mrs. Charlie Roland and Mrs. Martin Moore.

One Year Service Pins were presented to Greg Hacker, Thomas Clarke, David Krig, Greg

New Assistant Pastor Arrives At St. Anthony's

The Rev. John Vanderquill, S. A., arrived Tuesday to become an assistant pastor in St. Anthony's Catholic Church here, in an exchange of duties with the Rev. Timothy MacDonald, S. A., who will leave early in March.

The new pastor comes from a Catholic Information Center, Our Savior Chapel, in Brockton, Mass., and Father Timothy will replace him there. Before he leaves, Father Timothy is being honored with farewell gifts and good wishes from the groups he has been associated with at St. Anthony's.

Students of St. Anthony's School had a special mass said for him Monday morning. Richard Schilling voiced the students' appreciation for his work with them, and the priest responded.

The Youth Club presented him a gift Sunday morning, and the Antonion Circle, which he has served as moderator, also expressed appreciation with a gift.

Hereford Man On Committee

CANYON — The next working session of the Committee of '67 will start on the West Texas State University campus at 1 p.m. Monday.

The committee, formed in 1967, is composed of 67 men and women dedicated to bringing the University to the status of a great regional institution serving all educational and cultural needs.

Monthly work sessions have been under way since last fall by the committee, whose chairman is Judge Carl Periman and vice-chairman Wayne Thomas. Both are WTSU ex-students. Periman presides over the Potter County Court of Domestic Relations. Thomas, a Hereford attorney, is a past president of the West Texas Ex-Students Association.

The big committee, which will submit its findings to the Board of Regents, Texas State Senior Colleges, is broken into ten subcommittees.

"The Committee of '67 welcomes any assistance from any citizen in the Panhandle," Periman said. "We will accept written recommendations, or individuals may bring their ideas to the appropriate subcommittee. Please get in touch with Dr. Emmitt Smith, vice-president of WTSU."

Cocanougher registered Herefords have been known in the cattle world for several decades. Although W. M. Cocanougher was a farmer, all his sons engaged in ranching either as owners or working with stock.

J. C. Allred talked many times over the telephone to Amarillo from the George Day Ranch, using the top barbed wire on the ranch fences for a line, in the early days of Hereford.

Lake Park was renamed Dameron Park in 1953, in honor of W. E. Dameron, who died while in his third term as mayor of Hereford.

Talk of Texas

By JACK MAGUIRE

MISSION THAT FAILED — Texas might have remained an independent nation instead of becoming a state except for an event that began 125 years ago this month.

On February 16, 1843, President Sam Houston ordered his adjutant, Jacob Snively, to organize an expedition to intercept and capture the property of Mexican traders passing through Texas. Houston's aim was not only to replenish the nation's treasury, but he hoped that Snively might also expand the Texas borders by capturing eastern New Mexico.

Snively organized his recruits at Fort Johnson, near what is now Georgetown in Grayson County. On April 24, his three companies began their march along the Red River toward Santa Fe — and one of the most ill-fated expeditions in Texas history.

From the start, there was dissension and bickering in the ranks. The expedition never encountered any Mexican caravans and finally was captured itself by U. S. troops. By August, Snively was back in the interior of Texas and disbanded his expedition as a failure.

In failure, however, lay success. Had it succeeded in capturing Mexican wealth, Texas might have remained a Republic. Instead the Snively expedition helped to open the door to statehood.

THE GOOD OLD DAYS? — During the food rationing days of World War I, the favorite item on the menu at San Antonio's Gunter and St. Anthony Hotels was porpoise steak. And if that didn't appeal, armadillo meat could be had in nearby Haymarket Plaza.

TRAVELING TEXAS — Three Austin County towns — Bellville, Cat Spring and Peters — boast large wooden buildings that look like old railroad roundhouses, but aren't. They are rotary dance halls, designed that way when they were built in the 1890's. The carpenter who built them was Joachim Hintz, a German settler who believed that dancers should have plenty of unobstructed room to waltz and polka.

Hintz designed his pavilions with a single center post to hold up the roofs, leaving the rest of the dance floor unobstructed. The Peters pavilion is a perfect octagonal, while the Bellville and Cat Springs buildings have 12 sides each.

CITY OF CONFUSION — Corsicana citizens sometimes find it difficult to explain some of the local industries to outsiders.

For example, no oats are grown around Corsicana, but a large oats company has a plant there — where it manufactures chili. And a famous peanut company doesn't even have a roaster in its plant because it makes only potato chips.

Naturally, there's an oil refinery in this one-time oil boom town, but it refines only cottonseed oil.

WHERE ARE THEY NOW? — Remember Buster Brown, the midget, and his dog, Tige, who used to travel about the country advertising a famous brand of children's shoes? Brown really was Johnny Clifton who, at 78, now lives in retirement in Austin.

New Social Security Changes Are Described In Free Leaflet

A new leaflet describing the recent changes in the social security law is now on hand at the Amarillo and Pampa social security offices, Travis C. Briggs, district manager, said today.

The leaflet is free of charge, and may be requested by telephone or mail, or picked up at the offices.

All beneficiaries will get an increase in their monthly payments with the checks to be delivered on March 2. The leaflet points out that no action is necessary to get the increase as it will come automatically.

Other changes include payments to disabled widows between age 50 and 60; payments to children on the records of deceased mothers and changes in amounts beneficiaries may earn without losing benefits. Clergymen who did not elect coverage under the old law are now covered unless they sign a statement that they are opposed to coverage by reason of religious principle or conscience.

Changes in the Medicare law are included in the pamphlet. Some of these are the addition of a lifetime reserve of 60 additional days of in-patient hospital care and an explanation of how medical equipment may be purchased instead of rented under the medical part of the program. Also, it explains that a beneficiary need not pay his doctor's bill before claiming his medicare medical payments.

Panhandle residents may obtain a copy of the leaflet at the Amarillo office at 1006 S. Adams, telephone number 378-5151, or at the Pampa branch office in the Hughes Building, telephone number MOhawk 4-3381.



FHA-FFA BANQUET — The annual FHA-FFA Sweetheart and Beau banquet was held Saturday night at St. Anthony's auditorium. Crowned as sweethearts and beaux were Steve Jones and Cris Loerwald, Chapter 1; Odis Robbins and Kaylanette Battenfield, Stanton; Larry Johnson and Teri Beth Lyons, La Plata, and Rodney Brooks and Mary Ellen Marnell (not pictured), from the Royal Rose Chapter.

Scouts Receive Honors Friday

Some 75 persons attended the annual Blue and Gold Cub Scout banquet, held Friday evening at the First Christian Church.

Three Scout Dens were represented at the banquet, including Dens 4, 7 and 8.

Scouts receiving awards included Curtis Brinkley, Service Star; Gary Hester, Denner Badge; Jim Latham, Asst. Denner; Mike McCutchen, Sportsman badge-Webelos group; Larry Ritter Bear Badge; Dennis Collins, Bob Cat pin; Mark Strange, Bob Cat pin, and Mark Strange, Denner Badge.

George Ritter presented the awards to the scouts.

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WE'VE CUT PRICES

Bonded and Unbonded WOOLENS
\$1.22
Reg. 2.98 values
Spec. Washington Day Dark ast. patterns

Ladies Cotton Bras.
Stitched cup padded or unpadded. Sizes 32 to 44
3 for \$1.22

Ladies Nylon Briefs
white, deep tones, pastels
Sizes S-M-L-XX-XXX
4 pr. \$1.22

Ladies Half Slips
Acetate tricot. White or colors. Sizes S-M-L-XL
2 for \$1.72

Women's Casual AND 4 Eye Canvas Tie
\$2.22 many styles

Ladies Nylon Stretch Pants
8-18 Average, 10-20 Tall
\$5.

Mens Long Sleeve Sport Shirts
Reg. 3.99 \$2.22 to 5.00
Sport Shirts Ivy and Regular Collars Solid, Stripes Plaids S-M-L-XL Both Stores

FREE
To The First 50 Ladies Entering Either Store Receives a 4" Cherry Pie FREE

Womens Denim Stretch Capri Pants
2 pr. \$5.00
Bright Spring Colors sizes 8 to 18

Cotton Piece Goods
First Quality Full Bolts
22c yd. Washington Day Special

Seamless Nylon Hose
Don't miss this Special Sale
22c pair
Washington Day Special First Quality

Many More Unadvertised Specials In Every Department

You Save More At Your Nearest Anthony Store

36" - 45" Cotton Prints
Big savings on this special purchase
This unusual value group includes sateens, plisses, magic crepes, batiste, sailcloth and broadcloths.
3 YDS. \$1.

Dress & Sport Fabrics
100% cottons and Dacron® polyester & cottons
2 YDS. \$1.

Colorful new bright bold patterns in a wide choice of weaves. Every yard an outstanding value.

AUCTION SALE

March 9th
1 p.m.

3500 FEEDER PIGS

Benton Co. Producers Assn.
Warsaw, Mo.

These pigs have been vaccinated for Cholera and ear syphilis. Have been castarated. Grade and sold in uniform lots by the pound.

For Further Information Contact
WALTER HAZEL, Sales Manager
Phone AC 806 - 438-7991

REMINGTON ELECTRIC SHAVER

TUNE UP SPECIAL

ONE DAY ONLY
Saturday, February 24

TUNE UP

- Cleaned and lubricated—entire shaver disassembled
- New — head cutter springs
- New — hair stoppers and dust covers
- New — oscillator installed when required

\$2.22 plus tax

COMPLETE OVERHAUL

- New shaver heads
- Motor parts replaced — if needed
- Any damaged or worn parts replaced
- Complete overhaul includes cord models and cordless Lektronic® models

\$9.99 plus tax

FREE bottle of AFTER SHAVE LOTION With Tune-Up or Overhaul — \$1.00 value!

R ROGERS-MILLER

Remington's own factory representative will be here to assure you of expert service.



KIWANIS SPEAKERS — Two VISTA (Volunteers In Service To America) workers and one of their prime backers were speakers during the regular meeting of the Kiwanis Club Thursday. Speaking were Keith Schroyer, left, Mary Shinnick and Virgil Dodson, former president of the Hereford Migrant Ministry, which sponsors the VISTA program locally.

State President Coming To Garden Club Meeting

Garden Club officers who will be here for the District I convention Monday and Tuesday will include Mrs. E. O. Barton of Houston, president of Texas Garden Clubs Inc. Members of Hereford Garden and Bud To Blossom Clubs, who will be hostesses for the annual district meeting, were notified last weekend that the state president plans to be present. Changes were made in the program schedule to permit Mrs. Barton to speak.

She will discuss proposed plans for redistricting in the state organization, including changes in District I. Largest district in the state, this division comprises 59 counties with about 400 square miles of territory, in a long and relatively narrow strip from the Oklahoma border to Ward and Crane Counties. Mrs. Barton will be honored at the pre-convention dinner Monday evening in the Cason House, where Hereford Garden Club will be hostess and the program will have a Spanish theme.

Her address is programmed for Tuesday morning in the general session at Community Center ballroom, immediately after a coffee break at which Pioneer Study Club will serve as hostess group.

Mrs. Barton has been active in garden clubs for almost 20 years, and holds life memberships in both Texas and the National Council of Garden Clubs in recognition of her achievements in flower arranging. She served as president of her own garden club, the Houston Federation of Garden Forum before her election as state president.

Special Event Set By Baptists

A special Brotherhood Supper will be held at the Temple Baptist Church, Ave. K at Forrest, Monday at 7:30 p. m. All area Baptist men and women are invited.

Tickets will be 75 cents for the Mexican or ham plate, prepared by Herman Martinez, pastor of the Thompson Memorial Spanish Baptist Church.

Special religious music will be sung by Rev. Bill Foil, pastor of the First Baptist Church of Ft.ona. The guest speaker will be Mark Davis.

Davis is president of Mark Davis Carpets, 4523 Western in Amarillo, and is a member of the San Jacinto Baptist Church of that city. He is widely known as a dynamic Christian speaker in the Panhandle area. Tickets must be purchased in advance.



Mark Davis

Local Students Have Roles In WTSU Drama

Two drama students from Hereford are in the cast of 13 which will present William Saroyan's play, The Cave Dwellers, in the Branding Iron Theatre on West Texas State University Campus tonight and through Saturday.

Randall Carver, son of the Russell Carvers of Hereford, has a major role as The Duke, a down-and-out prizefighter, who with a former actress and a clown, also once-greats, have taken refuge in the stage area of a closed New York theater.

Kenneth Eastman, whose parents are Mr. and Mrs. Homer Eastman, plays the foreman of a wrecking crew sent to destroy the old building. William A. Moore is directing the play.

Carver is a senior drama major at WTSU who has a number of Branding Iron Theatre performances to his credit. Eastman is a sophomore, remembered for appearances in Hereford High School plays.

Opening night for the production was Wednesday. Curtain time is 8:15 p. m. and tickets are priced at \$1.50 for adults, \$1 for high school students.

advance. They can be purchased from David Henderson, 364-4146, or Les Betts, 364-0140. Otherwise, interested persons may call the church at 364-1892.

W. B. Dameron made careful plans for his family's move to Hereford in 1900 by shipping lumber for a new home by rail and brick for a business building, the first 2-story brick building on Main Street.

Alfred Ellison and his brother came to Deaf Smith County in 1907 and built the first house in the Escarbada pasture when land from the XIT was being sold. They were strictly cattlemen until about 1920. Afterward, they farmed.



ANNUAL SALE — Members of the Hereford Kiwanis Club were busy Friday and Saturday selling all varieties of household goods, mainly mops and brooms. The sale is an annual fund raising project for the Kiwanis.

Local Women Gets Thanks From Lady Bird Johnson For Note

A Hereford woman, who recently wrote Mrs. Lyndon B. Johnson a letter following the First Lady's embarrassment by entertainer Ertha Kitt, has received an answer to that letter.

The local woman, who asked that her name not be printed since she was not seeking publicity, said in a letter to Mrs. Johnson following the incident that most Americans did not feel the way Mrs. Kitt did about the United States' policy in Vietnam and most support the president. The famed singer had verbally attacked the President's policy in the presence of Mrs. Johnson prior to a luncheon.

With a letter head from "The White House, Washington," the letter said:

"Thank you so very much for your words of confidence. My disappointment was that the purpose of that luncheon — to discuss how citizens can work constructively to combat crime — was obscured. "Every American is deeply concerned about our problems in Vietnam. However, we cannot ignore the work to be done at home."

"I am enclosing some suggestions that were made at the luncheon which I thought might interest you. Please know I deeply appreciate your thoughtfulness."

The letter was signed in ink by "Lady Bird Johnson" and by typewriter "Mrs. Lyndon B. Johnson."

A copy of Mrs. Johnson's proposed speech was enclosed in the letter. Titled "How Citizens Can Fight Crime and Encourage Law Enforcement," the speech opened with the statement "Crime prevention and law enforcement are the duties of every American. There is much for the church to do and there are many fields of crime prevention in which women, as well as men, can have a great impact."

Fifteen items were detailed under an explanation that "here is a program which you can use in your community — large or small." The items included "Find how bad crime really is in your community. Visit your police department, your sheriff, your town marshal or the nearest state police headquarters. Ask how you can help."

"Take a look at lighting in your city or town. Can you help with lighting surveys? (Crime goes down as much as 85 percent where there is adequate lighting.)"

"Take a look at your courts or courts — as the case may be... Why not plan a court-watching program — one in which you schedule two women a day into your municipal, criminal and juvenile courts — not to look at specific cases, but to observe patterns...."

"Keep in touch with law-making as it affects crime prevention. As citizens, you can and should be interested in legislation."

"Find out how many dropouts you have in your city or town... Work with your school administrators in getting dropouts back in school... Assist them in finding vocational training... preparatory to jobs."

"Set up a clothing room in your church — a room where people of the church and community can bring good, used, clean clothing suitable for young people."

"Set up a study room in your church for young people and children who have no place at home to study."

Calendar Of Events

THURSDAY
Community Concert Association presents for members only, Texas Boys Choir in program at Hereford High School auditorium, 8 p.m.

Ceramic Arts Club in home of Mrs. W. H. Awtrey, 2:30 p.m.
Duplicate Bridge Group at Community Center, 7:30 p.m.
St. Anthony's Guild at parish school auditorium, 8 p.m.

FRIDAY
VFW Auxiliary at VFW Clubhouse, 8 p.m.
Toastmasters Club at Hickory Log, 7:30 p.m.
Kiwanis Club at IOOF Hall, 12 noon.
Optimist Club breakfast at Jones Restaurant, 6:30 a.m.

MONDAY
Music Study Club in home of Mrs. J. C. McCracken, 2 p.m.
Alpha Alpha Chapter of Beta Sigma Phi in Hereford State Bank Hospitality Room, 8 p.m.
El Llano Study Club, Mrs. Elmer Kimball hostess, 8 p.m.
National Secretaries Association at REC Building, 8 p.m.
County Home Demonstration Club Council in county court room, 2:30 p.m.

TUESDAY
Lone Star Study Club, Mrs. S. A. McCathern hostess, 3:30 p.m.
Hereford Art Guild at Deaf Smith County Museum, 8 p.m.
Rebekah Lodge at IOOF Hall, 8 p.m.

WEDNESDAY
Hereford Lions Club lunch at Hotel Jim Hill, 12 noon.
Avenue Baptist WMU at church, 9:30 a.m.
First Baptist Day WMS, circle meetings.

THURSDAY
JIM HILL, 7:35 p.m.
Easter Lions Club in Easter Clubhouse, 8 p.m.

FRIDAY
Cultural H. D. Club at Mrs. Burk Inman's home, 2:30 p.m.
Messengers H. D. Club with Mrs. Elmer Northcutt, 2:30 p.m.

MONDAY
TOPS Club at Community Center, 7 p.m.
World War I Veterans and Auxiliary at Community Center, 7 p.m.
Rotary Club lunch at Hickory Log, 12:05 p.m.
IOOF Lodge at IOOF Hall, 8 p.m.
Citizens Band Radio Club, REC Building, 8 p.m.
Paisano Lions Club at Hotel

Torino's wheelbase is this much longer than 31 other intermediates... including 112-in. wheelbase Buicks, Olds and Pontiacs.

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Torino gives you more car for less money. Our smooth-riding 116-inch wheelbase Torino gives you more rear legroom than its 112-inch-wheelbase competitors. Luxury? It's the best intermediate we've ever offered. And big stocks mean big savings.

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4 600-13 Tubeless Blackwalls \$44

For Plus tax and 4 old tires off your car

FREE INSTALLATION, BALANCING AND ROTATION

TIRE SIZE	EXCISE TAX PER TIRE	BLACKWALL	WHITEWALL
600-13	1.59	4 for \$44*	4 for \$ 55*
650-13	1.80	4 for \$63*	4 for \$ 74*
700-13	1.93	4 for \$69*	4 for \$ 80*
695/650-14	1.93	4 for \$69*	4 for \$ 80*
735/700-14	2.06	4 for \$73*	4 for \$ 84*
775/750-14	2.21	4 for \$77*	4 for \$ 88*
825/800-14	2.38	4 for \$85*	4 for \$ 96*
885/850-14	2.56		4 for \$105*
885/900-14	2.84		4 for \$113*
775/670-15	2.23	4 for \$77*	4 for \$ 88*
815/710-15	2.33	4 for \$85*	4 for \$ 96*
845/760-15	2.53		4 for \$105*
885/800-15	2.89		4 for \$113*

*plus tax and 4 old tires off your car

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Fighters, Mavericks Lead In Bantam, Junior Bowling

In the Bantam Division of the Hereford Junior Bowling Association, "High Single Game Scratch" Royce Waldrip and Sherry Janssen also collected all of the other honors in each series. Miss Janssen rolled a 351 and Waldrip rolled a 519 to snatch the "High Series Scratch" she rolled a 196 and he bowled a 225 to get the "High Single Game Handicap"; Miss Janssen bowled a 543 and Waldrip hit for 612 to collect the "High Series Handicap."

The Mavericks rolled a 773 to get the "High Team Game, and they also bowled a 2154 to collect the "High Team Series."

How they bowled:

The Hits won 3 and lost 0; The Doggies won 0 and lost 3; The Fighters won 3 and lost 0; Top Hatters won 0 and lost 3; The Kitty Cats won 3 and lost 0; and The Panthers won 0 and lost 3.

Standings to date show that The Fighters are 19½-1½; The Kitty Cats, 13½-7½; The Hits, 11½-9½; The Panthers, 8-12; Top Hatters 6½-14½; and the Doggies 4-17.

In the Junior Division of the same league, Royce Waldrip rolled a 191 and Sherry Janssen bowled a 132 to collect the

"High Single Game Scratch." Royce Waldrip and Sherry Janssen also collected all of the other honors in each series. Miss Janssen rolled a 351 and Waldrip rolled a 519 to snatch the "High Series Scratch" she rolled a 196 and he bowled a 225 to get the "High Single Game Handicap"; Miss Janssen bowled a 543 and Waldrip hit for 612 to collect the "High Series Handicap."

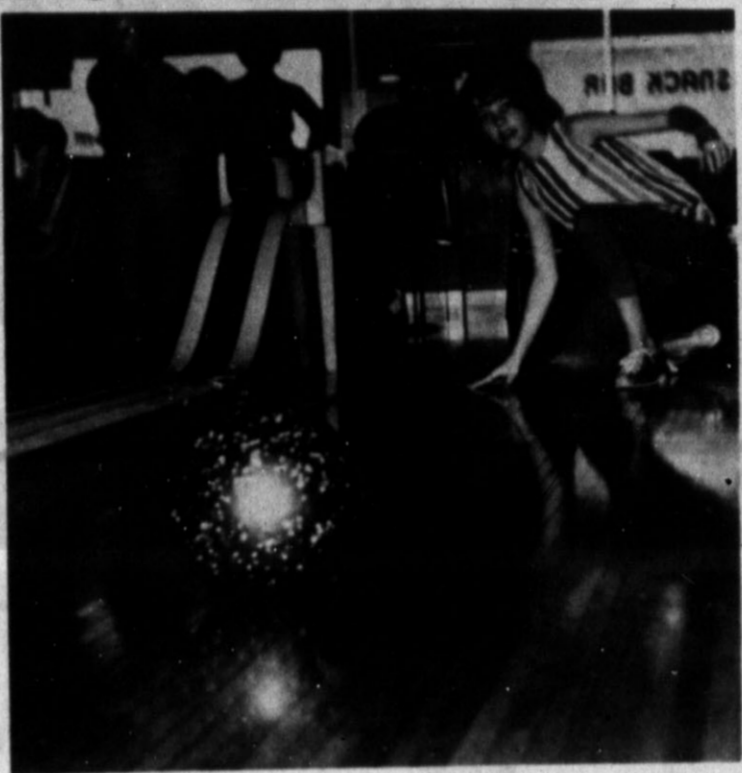
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JUNIOR BOWLING — This young bowler seems to be more interested in watching the "birdie" than watching the pins in Junior Bowling league action on Saturday.

The Star Gazers won 3 and lost 1; The Whitefaces won 1 and lost 3; The Stilts won 0 and lost 4; and the Mavericks won 4 and lost 0.

Standings to date show that the Mavericks hold a slight lead with 18-6; the Whitefaces, 17-7; The Stilts 7-17; Star Gazers 6-18.

Jim Culpepper Is Bowler Of Week In Major League

Jim Culpepper was named "Bowler of the Week" in Major League action when he rolled a 642 in league play Feb. 20th. "High Single Game" went to Ken Walterschied as he bowled a 247, and Leonard Walterschied collected the "High 3-Game" with a 585.

"High Single Game Team" was grabbed by Hereford Flying Service in the handicap as they rolled a 1057. Also in the same series, Summerfield Fertilizer shot handicap games of 1026, 1014, and 1005. Summerfield Fertilizer won the "High 3-Game Team" with a 3045.

Action for the week showed that Summerfield Fertilizer won 4 and lost 0; Piggly Wiggly won 0 and lost 4; Gifford-Hill won 3 and lost 1; Hedrick Dodge won 1 and lost 3; City Cab Co. won 3 and lost 1; Sunset Lanes won 1 and lost 3; Hereford Flying Service won 2 and lost 2; Boyd Machine Shop won 2 and lost 2; Ink Spot won 2 and lost 2; and Hacker and Son's Meat Co. won 2 and lost 2.

Standings to date show that

Golfers Get 6th In Roswell Meet

In the first outing of the varsity golf team for the season Steve Hondon shot a 75 for the team and tied for second place medalist honors as he was nudged out of the first place spot by a player from Goddard High School of Roswell who shot a 74.

The player who won the medalist honors was an experienced player on the Roswell green and thus used this advantage to take the narrow one shot win for medalist honors.

In the final standings on the 18 hole meet, New Mexico Military Institute snatched the initial spot as they shot a four-player total of 313. Tascosa of Amarillo collected the second

place spot with a 316 while host team Goddard of Roswell placed third with the 318 score. Carlshad received fourth place with a 320 and Amarillo High shot a total of 324 for fifth place. Hereford placed sixth with a four-player total of 329.

Steve Hondon was low shot for the Hereford team as he shot his tie-for-second medalist score of 75; Marsh Pitman shot 83; Russell Phillips had an 84; Terry Albracht shot an 87; and Don Maxwell shot a 96. The total score for a team is decided by using five players and using the four best scores to add up to the team score.

Competing against 13 other teams, Coach Coby Kitchens stated that, "I feel that we did about as well as we've ever played at the beginning of a season and if we work hard, we'll have a pretty good golf team before the year is over."

READ THE CLASSIFIEDS.

The Hereford Brand Sports

Page Seven

Hereford, Texas, Thursday, February 22, 1968

CHURCH LEAGUE BASKETBALL — Play in the Church basketball league last Monday night took on some fast action at the high school gymnasium. The teams play every Monday night beginning at 7 p.m. with three games to be played every time. There are six teams which compete in the league.

Walcott PTO Members Host Hereford Booster Club Monday

The Walcott P. T. O. meeting Monday night was presided over by Mrs. Betty Hammock, president, and secretary Elmo Hall read the minutes of the previous meeting.

Mrs. Jim Monroe gave the treasurer's report and announced that letters had been mailed out inviting teams to the Walcott volleyball tournament, which will be held late in March.

Mary Dugan, Walcott P. T. O. made it clear that the volleyball tournament was open to anybody. Coach Harrington reported that the final basketball

game for the season had been held at Vega Monday night.

L. B. Russell introduced Don French, president of the Hereford Booster Club. French, in turn, introduced members of the Boosters and their wives. He gave a talk on Booster activities and told them that they supported all athletics, not just specified ones.

Information was given on membership fees and that any person could be a member, followed by a question and answer session.

There were approximately 20 guests from the Boosters at the Walcott P. T. O. meeting.

Russell next introduced Coach Larry Wartes, who stressed the benefits and importance of athletics for a child in connection with education — "the morals a child can develop through participation in sports." Wartes did not single out one sport but all sports.

"Whether a boy or girl plays or sits-out or substitutes, it is all important," he said. He also offered a question and answer period.

Messer, Arntt Bowler Of Week In Kings, Queens

"Bowlers of the Week," in Kings and Queens bowling action for their play Friday, were Kenney Messer, who bowled a 580 series and Helen Arntt who rolled a 637 series.

"High Single Game Scratch" went to L. J. Clark who hit for 237, and Helen Arntt with a 195. Together Helen Arntt and Clark collected all of the remaining "highs" as Mrs. Arntt rolled a 541 and Clark bowled a 621 for the "High Series Scratch" honors. They won "High Single Game Handicap" when she rolled a 217 and he rolled a 268, then nabbed the "High Series Handicap" when he bowled a 534 and she bowled a 637.

Sunset Keglers Bowling Action

Nan Cee Moore was named Star of the Week in Sunset Keglers Bowling action after she finished with 93 pins over her average.

Others results of play found Bertha Arnold winning the High Individual game with a 200 score; Joan Munnerlyn had the High Individual three game Series with a 526 score; Hereford Insurance had the High Team game with an 850 score, and also the High Team 3-Game series with a 2289.

Nadine Kearns picked up the 5-10 split and the 5-8-7 split; Alice Lueb picked up the 3-10 split, and Phyllis Channer had an all spare game of 185.

Team standings include Hereford Insurance, 60-28; Chester Gin, 54-34; Medics, 52-36; Justice Realtors, 50-38; Owens and Hollingsworth, 46-42; Gault and Son, 45-43; Sunset Lanes, 44-44; Hereford Welding, 43-45; Boyd Machine and Supply, 39½-48½; Thrif-T-Burger, 38½-51½; Hays Implement, 34½-53½; and Imperial Colifures 23½-44.

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SCOUTING AWARDS — Mike McCutchen, top, and Larry Ritter were among the Cub Scouts who received awards last Friday during an annual Blue and Gold banquet. McCutchen received a Sportsman Badge and Ritter was presented a Bear Badge. George Ritter made the presentations.

City Commission Buys Equipment

Hereford City Commissioners accepted low bids on five new pickup trucks and a set of traffic signals during their regular meeting Monday night at City Hall.

Low bidder for the five pickup trucks was Orsborn Chevrolet-Olds with a bid of \$9,761.60. The 1968 models all are equipped with 8 200 horsepower engines, with some difference in beds and wheel bases.

The new vehicles will go to the different city departments, with one to be used by the city inspector, one each in the Park and Street departments, and two in the Water Department.

Other bidders for the vehicles included Hedrick Dodge, \$9,982.81; Orval Watson Ford, \$10,060.30 and Hays Implement Co., \$10,744.74.

Commissioners awarded the bid for four signal lights to Kelley Electric Co. of Hereford. Kelley's bid of \$1,460 actually was \$20 more than that of the Signal Engineering Co. of Houston, but commissioners decided to accept his bid since it had come from a local firm.

Girls Win Two From Littlefield

Judy Mason, who sent ten serves in a row sizzling over the net, lead the "A" team volleyballers to a 15-1 first game win over the Littlefield team and thus set the stage for the second game which they also won rather handily by a score of 15-13.

In the second contest, the "B" team took the first two games by scores of 15-9 and 15-9 while the third contest saw the Littlefield freshman take the only wins for the host team with a first game win of 15-4 and a third game win of 15-1. The local volleyball team won the second game over the freshmen team by a 15-9 tally.

ced at the intersection of Third and Sampson streets.

City Manager Dudley Bayne reminded commissioners that the public hearing on the 1968-69 budget for the City of Hereford will be during the next regular meeting, which is March 4.

Miss Arney Gets 23 Points In Girls Basketball

Daisy Huntsinger hit for 14 points and Zula Arney popped the net for 23 points as the Gay Grannys overran Lani's Lovelies, and the Double J's swept past the Dooley's Dollies in women's cage action Tuesday night.

In the first game of the evening, Mrs. Huntsinger lead the Gay Grannys to a 38-4 victory over Lani's Lovelies. Ann Penner collected all of the losing teams points as she hit for two field goals.

Second game action saw the double J's overpower Dooley's Dollies by a score of 59-28 with Zula Arney hitting for 23 of the winning teams' points. Diana Dooley hit for 10 for the losing team.

Referees for the first game were Larry Walterschied and Ed Schroeter. In the second game of the evening, Johnny Fuston and Schroeter called the fouls.

The league will play its next game on Tuesday, Feb. 27th with the first game beginning at 7:30 p.m. when the Double J's meet the Gay Grannys and in the final game of the night, Lani's Lovelies play Dooley's Dollies. The games will be played in the high school gymnasium. "We would like to invite everyone out to our next games for an evening of enjoyment, relaxation, and amusement," said Diana Dooley, coach of Dooleys Dollies.

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COFFEE one pound can **68¢**

HOT DOGS WITH CHILI Saturday only ea. 10¢

APRIL SHOWER PEAS No. 303 cans 5/\$1

SHORTENING Bakerite 3 pound can 59¢

PEACHES Shurfine Elberta sliced or halves - 2 1/2 can 39¢

CORNISH GAME HENS Youngblood 16-ounce 69¢

Comstock Pie Sliced Apples no. 2 cans **4 for \$1** Aunt Gemma 43¢ value Frozen Waffles 9-oz. **3 for \$1**

Sioux Bee 75¢ value Honey 24 ounce jar **49¢** Roxey tall cans **6 for 49¢**

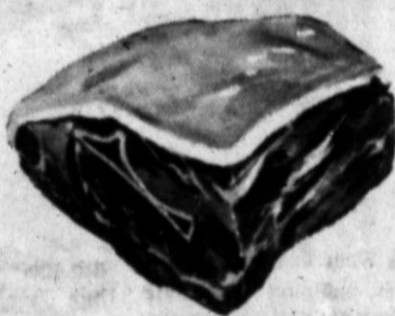
Log Cabin Server Syrup 16 ounce jar **79¢** Dog Food Pain Relief **59¢**

Jello Instant Pudding "Shaker" a time saver **39¢** Excedrin 36 tablets **59¢**

Kleenex Boutique Bathroom Tissue 2 roll twin pack **29¢**

BAKE SALE SATURDAY AT PIGGY WIGGLY!

PORK ROAST



fresh and lean

lb. **45¢**

Hormel **ALL MEAT FRANKS** lb. **55¢**
Lean No Waste **SLICED HAM** lb. **89¢**
Kraft's Cheese Spread **VELVEETA** 2-lb. box **98¢**

Armour Star **BACON** lb. **65¢**

Tendercrust Bread

Shurfresh Milk



EGGS

Shurfresh "Guaranteed Fresh" Grade "A" Medium

2 doz. 69¢

TOMATO JUICE

Hunts 32 oz. cans

4 for \$1.00

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TOP JOB giant size 49¢	DOWNY king size \$1.19	ZEST regular bars 3 FOR 33¢
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\$2.98 value O Cedar **\$1.98**

Sponge Mop save \$1

Clorox Bleach 1/2 gallon **33¢**

Faultless 69¢ size Spray Starch 22-oz. **49¢**

Faultless 69¢ value Fabric Finish 20-oz. **49¢**

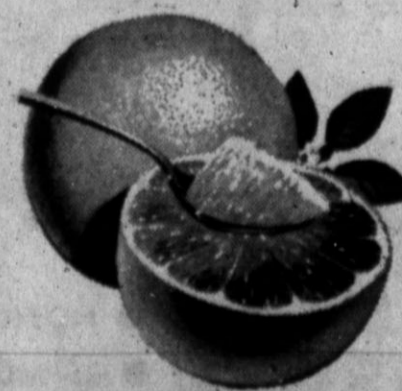
DASH

DOG FOOD

59¢

GRAPEFRUIT

Fresh Texas Ruby Red



6 FOR 59¢

California Avocados ea. **19¢**

Mexico Bell Peppers lb. **25¢**

Idaho Spanish Onions yellow medium 2 lbs. **15¢**

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Crabgrass control is now much easier and more economical. Turf Magic Crabgrass Control makes it so. Daethal in an excellent organic base, kills crabgrass seed before they can germinate. Simple User everywhere testify to its effectiveness. That's why the guarantee is so generous. Try it yourself and see.

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Adrian News

By ANN BEAVERS
Brand Correspondent

A Sweetheart Banquet was held Feb. 13 at the First Baptist Church in Adrian. The menu consisted of salad, steak, potatoes, beans, tea, hot rolls and dessert. The opening prayer was by Billy Brown and the welcome and introduction of speaker Mike Hammond of Vega was by Davis Brown. Wade Jobe of Endee gave the Entertainment. The theme was carried out in Western Style.

Mr. and Mrs. Wilbur Harris and family, Teddi and Monty Hale, Mr. and Mrs. Hardy Harris, Cindy and Rowdy Petty, Tommy and Larry Loveless and Joe Perrin were among those attending the Harlem Globe Trotters in Amarillo Friday night.

Mr. and Mrs. Ralph Guest were in El Paso and Old Mexico last week and on the way home they visited Mr. and Mrs. W. E. Guest at Happy, Dude Speed stayed with the John Hortons while they were gone. The Ralph Guests will be at home in Adrian.

Mr. and Mrs. Marvin Bales of Farmington, N.M. visited Thursday with Mrs. Emma Bales.

Mr. and Mrs. Pat Maupin of Santa Rosa visited with Mrs. Millie Maupin over the weekend.

Mr. and Mrs. Joe Brownlee and family visited with Mr. and Mrs. Jim Pennington in Tucumcari and with the Fred Brownlee family, at Glenrio, Sunday. Also visiting with the Brownlees were the D. P. Dohertys.

Jackie Kidder and Susie Holt of Canyon spent the weekend with the Jack Fincher family.

Mr. and Mrs. Speck Cox of Lubbock spent the weekend with the Jake Fortenberry family.

Mrs. Roxie Brownlee and Roxann and Shana were in Amarillo last Wednesday helping Suspick her wedding dress.

Mr. and Mrs. Joe Speed recently spent a week visiting Joes sister Mrs. Winnie Weverker at Roswell.

Mr. and Mrs. Joe Brownlee of Adrian would like to announce the marriage of their daughter, Wilma Sue, to Jerry Wayne Conner, both of Amarillo. The marriage was solemnized Feb. 14 at 8 p. m. in the home of Mrs. Bonita Potter. Jerry is the son of Mr. Grady Conner of Amarillo and Mrs. Sam Pruitt of Hereford. Jerry is the owner of Bub's Bar-B-Que at 9th and Tyler and Sue is employed at the Orchid Beauty salon. The couple will reside at 4810 W. 11th. in Amarillo with his 4-year-old daughter Colleen.

Mr. and Mrs. Manuel Loveless visited last week with Mr. and Mrs. J. G. Loveless at Lawton, Okla. then in Bryan with Capt. and Mrs. Kenneth Loveless and family, and Mr. and Mrs. Logan Garrett and family.

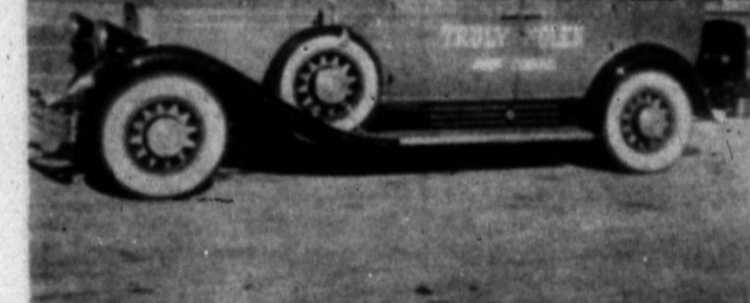
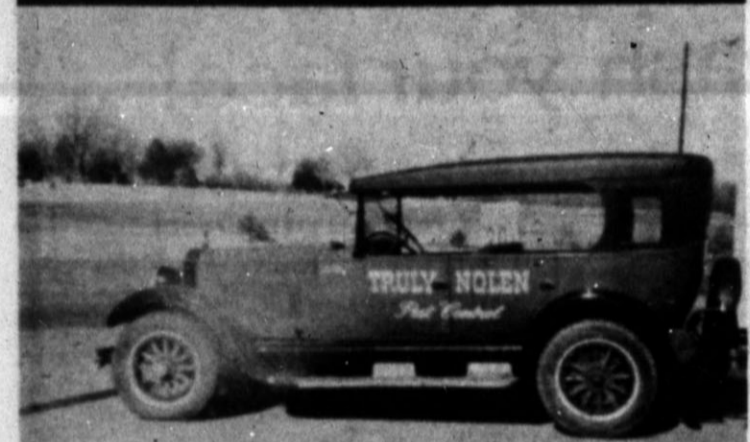
Mrs. Marion Ferguson was the winner of the German Chocolate Cake, given away by the Jr. Class Saturday night at the ball game.

Mr. and Mrs. C. F. Homfeld Mr. and Mrs. Ed Jacobson, Mr. and Mrs. Norman Jacobson, John Skaggs, Grady Skaggs, Mr. and Mrs. Richard Fortenberry and Mr. and Mrs. Jake Fortenberry were in Dumas Saturday for the P. C. A. Meeting.

Mr. and Mrs. Jerry Conner of Amarillo spent Saturday and Sunday with the Joe Brownlee family and also visited in Hereford with Mrs. Sam Pruitt.

Mr. and Mrs. Bill Gudgell and family and Mrs. Lena Gudgell visited the Joe Brownlees Saturday evening.

Mr. and Mrs. H. R. Perry and



"GET A HORSE!" — Or maybe they are reminders of the Roaring Twenties gangster movies. But they are for real, nonetheless. All four are now on display at Sugarland Mall. The touring car at the top is a 1923 Chalmers, the second one is a 1924 Studebaker, followed by a 1930 Studebaker coupe, and then one of the most expensive cars of all times, a 1931 Pierce-Arrow. They don't make 'em like that no more.

Town & Country

MRS. T. B. THOMAS
Brand Correspondent

Mr. and Mrs. B. R. Stafford of Colorado Springs came on Friday for a visit with Mr. and Mrs. R. L. Ethridge. On Sunday Mr. and Mrs. Ethridge, Mr. and Mrs. H. E. Hirshey and Mr. and Mrs. C. T. Ward and Phil of Levelland were in Clovis for a birthday celebration in the home of Mr. and Mrs. N. L. Rutter and family.

Mr. and Mrs. Richard Jowell accompanied by Mr. and Mrs. Glenn Roberson were in Torrence, Calif. recently for the funeral of Curtis W. Brown. Area residents will remember Mrs. Brown as the former Inez Jowell.

Mr. and Mrs. T. B. Thomas were in Levelland on Saturday to meet Dan Thomas' and other students from Sul Ross. Sul Ross and South Plains College had a two school rodeo match. Ropers from other schools participated, and David Hill and Stan Sigman from West Texas State University were there.

Mr. and Mrs. Raymond Morrison and children of Panhandle were in Hereford on Sunday for church services and to visit with Mr. and Mrs. J. C. Morrison and Judith and Mrs. T. B. Thomas.

Mr. and Mrs. Herman Drake and Mr. and Mrs. Lee Drake and children were in Dimmitt on Sunday for a birthday celebration in the Bill Drake home. Sammy Drake has been hospitalized for a few days.

Mr. and Mrs. Leonard Johnson of Friona were Sunday guests of Mr. and Mrs. Emmett Johnson. They visited their father W. A. Johnson who is a patient in the Deaf Smith County Hospital.

Mr. and Mrs. Paul Stewart, Gary, Lisa and Jimmy of Hedley spent the weekend visiting her sister Mrs. Alice Cooper

Mr. and Mrs. Benton Bolin and boys of Olton spent Saturday night in the home of her sister and family Mr. and Mrs. Bill Combs. On Sunday the Bolins and the Combs joined the W. W. Thomases and Jeannie for a family dinner.

Rhonda S. Combs was the honoree on her sixth birthday with a party given by her parents Mr. and Mrs. Bill Combs. Friends and relatives joining her were her grandparents Mr. and Mrs. W. W. Thomas and Jeanie, Mr. and Mrs. Elmer Combs, her greatgrandfather W. E. Combs, Mr. and Mrs. Benton Bolin and boys, Mr. and Mrs. Bud Thomas and Allison, Mr. and Mrs. Gene Combs and children, Mr. and Mrs. G. C. Merritt, Sr., Mr. and Mrs. G. C. Merritt Jr. and children.

Mr. and Mrs. J. C. Morrison spent Monday in Clovis visiting with Mr. and Mrs. Don Heddins and boys.

Mrs. B. R. Fulkerson of Roswell arrived on Tuesday to spend several days with her sister and husband Mr. and Mrs. Robert Boyd. They drove to Amarillo to visit with Mr. and Mrs. Jerry Roberts and Stephanie of Clayton, N. M. They were in Amarillo for the purpose of having casts put on Little Stephanie's legs. She is a young two-month old tot. Mrs. Fulkerson returned home on Thursday.

Mr. and Mrs. Jerry Avery and Mr. and Mrs. Burns Hamilton took a brief holiday over the weekend to go skiing in New Mexico.

Mrs. Edith Shephard accompanied Mr. and Mrs. W. W. Wells to Roswell on Saturday to attend the basketball games between Amarillo College and NMI. Charles Wells is one of the outstanding players for Amarillo College Badgers.

Mr. and Mrs. C. E. Leasure, Jr. and boys were in Lubbock on Sunday to visit with Cynthia, who is a student at Texas Tech.

Mr. and Mrs. Ronnie Gray of Lubbock spent the weekend here with their parents Mr. and Mrs. Dale Tinnin and Mr. and Mrs. Norman Gray.

Mr. and Mrs. George Turrentine, Janice, Patty and Carol accompanied by Katie Laine and Cindy Cavness were in Amarillo on Friday night to hear Al Hirt play at the Municipal Auditorium.

Mrs. Bess Werner had as her

Miss Lynda Lohr, Hereford student at West Texas State University, is pledging Tau Beta Sigma sorority, national honorary society for women in the band.

Miss Lohr is the daughter of Mr. and Mrs. Robert M. Lohr, 404 Jowell. She is a sophomore student at WTSU.

the area choir which will sing during an upcoming area meeting in Amarillo.

Mr. and Mrs. R. Lee Petty were in Brownfield last week visiting his grandfather, who is ill.

Mrs. Sharon Robbins and children of Guymon spent the weekend here.

Mrs. Hazel Chilton and Mrs. Loren Creitz taught school in the places of Ms. Irene Brown and Mrs. Kay Blankenship, last Monday while they attended the Science Institute at Dimmitt.

District Basketball Tournament this week at Hartley, Wednesday, Thursday and Friday.

Is Adrian Too Small For A Tennis Court?

Mr. and Mrs. P. N. Johnson visited Sunday with Mr. and Mrs. Cotton Johnson and children in Stinnett.

Bro. Hardy Stevens of Amarillo, Mrs. Irene Brown and Finis were Sunday dinner guests at Mr. and Mrs. E. B. Pounds.

Theater Party Held By Club

Ten members of the Young Adults Club of St. Anthony's Catholic Church, went to Lubbock Sunday to see a showing of the motion picture, *Gone With The Wind*.

The group was accompanied by their moderator, the Rev. Timothy MacDonald, S. A., and Brother Ralph Dally, S. A., assistant at St. Anthony's and St. Joseph's.

LA PLATA STUDENT TO SING IN AREA CHOIR

Cherry White, La Plata Junior High freshman, will be her school's FHA representative to

WRESTLING THUNDERBOLT and SPUTNIK MONROE



KURT VON BRAUNER and KARL VON BRAUNER

Texas Womens Championship

EVELYN STEVENS —VS— GIDGET

JERRY KOZAK —VS— TERRY FUNK

HEREFORD BULL BARN

Hospital Notes

PATIENTS IN HOSPITAL

Mrs. S. R. Suit, 709 Miles; Mrs. Cordelia Connelley, 305 E. Fifth; Buck Crowder, Rt. 5; G. L. Shirley, 136 Northwest; Mrs. Jim Hawkins, 407 Ave. E; Mrs. Roy Cole, 107 Ave. I; Jack Hudson, 327 Ave. A.

Mrs. Nora Brooks, 807 Blevins; Mrs. Durwood Burton, Plains Motel; Mrs. Elizabeth Greer, McLean; Mrs. Bessie Cooner, Spur; Mrs. W. H. Johnson, Friona; Mrs. J. C. McKay, 427 Ave. D; Mrs. Jesus Cantu, 206 Hereford St.

Mrs. Melecio F. Urias, 502 Blevins; Maria DeLaCruz, 611 Blevins; Jesse Martinez, Box 335; Mrs. Sarah E. Carroll, 55 McKinney; Cora Lee Bramblett, Rt. 4; Mrs. George Muse, 510 E. Fifth; Giles Williams, 520 Star; Mrs. Margaret Campbell, Rt. 3.

Mrs. Charles Clarke, Rt. 4; Mrs. Jim Hill, 411 E. Fourth; Miss Joan Ferguson, 718 Thunderbird; Mrs. J. W. Kirby, 801 E. Fourth; Albert Pena, 607 E. Third; W. A. Johnson, Rt. 2; Thomas S. Robb, Rt. 2; Jeff Gomez Jr., 303 Roosevelt.

PATIENTS DISMISSED

Leonardo Santoya and George Bumpass, Feb. 21.

Mrs. Phillip Barkley, Mrs. Douglas Pittman, Mrs. Virgil F. Marsh, Elinora Aguirre and Mike Horne, Feb. 20.

Mrs. Donald R. Chaney, Mrs. Jerry Bellows, Mrs. Roberto Mungia, Mrs. Melvin H. Hassenpflug, Mrs. Raymond Stone, Mrs. H. E. Lindley, Mrs. Nelson Pearce, Mrs. Alex Glass, Mrs. Dicky R. Voyles, Mrs. Jerry Russell, Mrs. Laura Thomas and Mrs. Jose Rodriguez, Feb. 19.

Mrs. Candido Pina, Mr. and Mrs. Charles Newell, Marcus Varner, Mrs. Earl Cole and Cole and Mrs. Willie Daniel, Feb. 18.

Mrs. Fannie B. Elliston and Miss Sharon Fulton, Feb. 17.

Look Who's New

Mr. and Mrs. J. C. McKay are the parents of a son, Patrick Leland, born Feb. 19. He weighed 7 lbs. 2 ozs.

Mr. and Mrs. Melecio F. Urias are the parents of a daughter, Jacqueline, born Feb. 19. She weighed 6 lbs. 12 ozs.

Mr. and Mrs. Jesus R. Cantu are the parents of a daughter, born Feb. 18. She weighed 8 lbs. 3 ozs.

Furniture from the E.B. Black Company has been added to the comfort of Hereford since 1901.

Valedictorian of the Hereford High School class of 1966 was Sam G. Bratton. His class also was the first to be given diplomas in formal graduation exercises.

S. W. Crawford was a pioneer employee of the Santa Fe Railroad in Hereford. He came here in 1903.



Meet a DODGE fever Reliever



WHITE HAT SPECIAL



CORONET 440
LOOK AT WHAT YOU GET ON THE CORONET 440
2-DOOR HARDTOP AND 4-DOOR SEDAN

- Front, rear bumper guards
- Whitewall tires
- Deluxe wheel covers
- Vinyl roof in black, white or green, or standard top.
- Bright belt mouldings (2-door hardtop only)
- Bright wheel lip mouldings
- Fender-mounted turn signals

HEDRICK DODGE
Hereford, Texas

NOTICE!

TORO LAWN-MOWER OWNERS

Spring is just around the corner. Bring your Mower in now for Service and a general check up and avoid the rush. Pickup and delivery for a small extra charge — We have just received our 68 TORO LAWN MOWERS.

"We Will Trade"

"Authorized TORO SERVICE DEALER"

HEREFORD PARTS & SUPPLY CO.

Drawer 1270 702 W. 1st St.



We cannot tell a lie...

OPEN 9am - 9 pm DAILY
Prices Effective Thru February 24.

TAKE A WHACK AT THESE REVOLUTIONARY BUYS!
CHOPPING PRICES IS OUR BUSINESS!



CLAIROL
NICE 'N EASY
MIDNIGHT SUN
SHAMPOO FORMULA your choice **\$1.27**

The happy new way
to wash your face!



If soap and water dries
your face... try cream
and water Happy Face-the
water loving cream that will
leave your skin feeling
soft, smooth, clean, young,
pretty and happy!

\$1.09 SIZE **59c**

"WHERE YOU ALWAYS BUY THE BEST FOR LESS"
GIBSON'S
DISCOUNT CENTER

PRUF
SPRAY STARCH
22 ounce aerosol
regular 61c
47c

LUSTRE-CREME
SHAMPOO
\$2.00 size
\$1.09

DIPPITY-DO
SETTING GEL
reg. or ex. hold
\$1.25 size
79c

FANTASTIC
SPRAY CLEANER
with spray top
1 pint 6 ounce size
NOW
59c

COLGATE
100
ORAL ANTISEPTIC
20 ounce bottle
69c

RIGHT
GUARD
DEODORANT
family size reg. \$1.49
97c

HEAD & SHOULDERS
SHAMPOO
6 ounce lotion
99c

GIBSON'S R pharmacy
SAVE ON
PRESCRIPTIONS
PHONE 364-4900
Emergencies & Sunday - 364-3317
BUY QUALITY AT A SAVINGS!!!
Abolene Mist regular \$2.50 **\$1.69**
S.S.S. Tonic 10-ounce liquid or 20 table size regular \$1.50 **97c**
CEPACOL Throat Lozenges box of 24 reg. 49c **29c**
ZONITE Personal Antiseptic 14 ounce regular \$1.29 **87c**
CONTACT COLD CAPSULES 16's Reg. \$1.49 **73c**
MAALOX ANTACID LIQUID 12 ounce reg. \$1.50 **89c**

IVORY LIQUID
giant
22 ounce size
59c

MARYLAND CLUB
INSTANT
COFFEE
10 ounce jar
\$1.19

GIBSON BREAD
1 1/2 lb. loaf
18c

IVORY SOAP
2 personal bars **15c**

FLASHBULBS
AG1 or AG1B
Box of 12 bulbs
Regular \$1.29 **99c**

FLASHCUBES
by Westinghouse
package of 3 cubes
(12 flashes)
Regular \$1.57 **\$1.19**

STYROFOAM JUG
one gallon capacity
99c

DOWNY
FABRIC
SOFTENER
giant size
66c

Ladies **HALF SLIPS** \$1.49
dbl. front-shadow
proof-Fruit of the
Loom. Fine Quality

Ladies Long Sleeve **BLOUSES** \$2.39
all cotton-Little or
no ironing-crease
resistant.
Asst. colors

MISSES LOAFERS
Brown-Red-Black
regular \$4.89 pr.
\$2.99

WATER GLASSES
assorted sizes
& styles
regular 19c ea.
6 for 88c

LUGGAGE SALE
Mens and Womens
Trojan and Towne
Luggage
1/3 OFF
Gibson's Low
Everyday Discount
Price

NEED EXPERT PROFESSIONAL HELP ON YOUR
INCOME TAX?
THEN YOU NEED
NATIONAL INCOME TAX SERVICE
Professional Tax Consultants

Check These
NATIONAL
Estimates

GIBSON'S
DISCOUNT CENTER
WHERE YOU BUY
THE BEST FOR THE
LEAST

* Available for Help if
Your Return is Audited
* Specialists in Complicated
Returns
* Offices in 13 States
* No Appointment
Necessary
* Normal Returns Ready in
24 Hours
* All Work Guaranteed

\$4.88
and up

STyrofoam
ICE CHEST
with metal handles
30-QT.
SIZE **99c**

ROD & REEL SET \$12.95
by Johnson
No. 088 Reel, 2-Piece Rod,
line and practice plug. **\$6.99**

STP
Oil Additive
pint can **69c**

Coleman
Fuel
gallon **99c**

Businesses, Organizations, Individuals Participate In Saturday Sale To Climax YF Junior Livestock Show

Grand Champion Steer in the Hereford Young Farmers Junior Livestock Show, a 1004-pound Hereford exhibited by Joyce Bezner of the Hereford 4-H Club, sold Saturday afternoon to the Pitman Grain Corporation for \$1.15 a pound.

Miss Bezner's animal was champion in both the Four County Show and the Deaf Smith County Show of the Hereford Division.

Charles Atchley of the Hereford 4-H Club sold his reserve champion, an Angus which weighed 979 pounds, for 80 cents a pound. Atchley's animal had been champion in the Angus division of both the Four County Show and the Deaf Smith County Show.

The reserve champion Hereford, exhibited by Donna Olson of the Hereford 4-H and weighing 1013 pounds, sold to the Hereford State Bank for 41 cents a pound.

John McNey of the Hereford 4-H Club sold his reserve champion Angus to Easley Feed Yards Inc. for 41 cents a pound. The animal weighed 935 pounds.

LIGHTWEIGHT HEREFORDS

Steve Robbins of the Hereford FFA sold his 854-pound animal, which had placed second in both the Four County Show and the Deaf Smith County Show, to Community Grain for 41 cents a pound.

Jim Christie of the Hereford FFA sold his 852-pound steer, which had placed second in both shows to Hays Implement for 50 cents a pound.

Debbie Davis of the Hart 4-H Club sold her 828-pound steer to the Imperial Livestock Supply Co. of Clovis, N. M. for 33 cents a pound.

Bill Cole of the Hereford 4-H Club sold his 729-pound animal to the Community Grain Co. for 50 cents a pound.

Hal Easley of the Hereford 4-H Club sold his 841-pound steer to the First National Bank for 45 cents a pound.

LIGHTWEIGHT ANGUS

Cindy Hill of the Hart 4-H Club sold her 889-pound animal, which had finished second in the Four-County Show, to Farr Better Feeds for 59 cents a pound.

Steve Robbins of the Hereford FFA sold his 735-pound steer to the Hereford State Bank for 38 cents a pound. The animal had finished first in the Deaf Smith County Show and fifth in the Four County Show.

Kay Atchley of the Hereford

4-H Club sold her 793-pound steer to Summerfield Fertilizer for 44 cents a pound.

Jim Christie of the Hereford FFA sold his 755-pound steer to Hays Impl. Co. for 42 cents a pound.

Paul Pushing of Boys Ranch FFA sold his 789-pound steer to the 4-H Booster Club for 41 cents a pound.

HEAVYWEIGHT HEREFORD

Tommy Bezner of the Hereford 4-H Club sold his 957-pound animal to Wac Seed Co. for 41 cents a pound.

Lynette Clearman of the Hereford 4-H Club sold her 908-pound steer to the 4-H Booster Club for 41 cents a pound.

Joyce Bezner of the Hereford 4-H Club sold her 951-pound animal to Taylor and Sons for 42 cents a pound.

Rodney Brooks of the Hereford FFA sold his 959-pound animal to Consumers Fuel for 41 cents a pound.

Cheryl Cole of the Hereford 4-H Club sold her 1060-pound steer to the Hereford State Bank for 51 cents a pound.

HEAVYWEIGHT ANGUS

Terry Hill of the Hart 4-H Club sold his 907-pound animal to Tide Products of Hart for 45 cents a pound.

Benny Kent of the Hereford FFA sold his 1133-pound steer to the Young Farmers for 31 cents a pound.

Charles Atchley of the Hereford 4-H Club sold his 997-pound animal to the 4-H Boosters for 38 cents a pound.

Jim McNey of the Hereford 4-H Club sold his 972-pound steer to Doc Bezner for 35 cents a pound.

LIGHTWEIGHT HEREFORD

Jim McNey of the Hereford 4-H Club sold his 924-pound steer to Burke Inman Trucking Co. for 35 cents a pound.

Donna Olson of the Hereford 4-H Club sold her 737-lb. steer to the Tip Top Oil Co. for 56 cents a pound.

Jess Robinson of the Hereford FFA sold his 856-pound steer to Piggly Wiggly for 38 cents a pound.

Ricky Roark of the Vega 4-H Club sold his 857-pound steer to the Western Skies Motel of Vega for 41 cents a pound.

Charles Allison of the Hereford 4-H Club sold his 722-pound steer to County Line Fertilizer for 43 cents a pound.

Twig Rose of the Hereford 4-H Club sold his 815-pound

steer to the Hereford Grain Corp. for 40 cents a pound.

Valerie Christie of the Hereford FFA sold her 770-pound steer to Summerfield Fertilizer for 40 cents a pound.

LIGHTWEIGHT ANGUS

David Jesko of the Hereford FFA sold his 770-pound steer to Davis Implement Co. for 40 cents a pound.

Don Spearman of the Hereford FFA sold his 749-pound steer to the Her-Tex Milling Co. for 40 cents a pound.

HEAVYWEIGHT HEREFORD

Terry Hill of the Hart 4-H Club sold his 893-pound steer to Lelsy Motors for 43 cents a pound.

Martha Ann McBride of the Hereford 4-H Club sold her 1035-pound steer to Carl McCaslin Lumber Co. for 43 cents a pound.

Cheryl Cole of the Hereford 4-H Club sold her 945-pound steer to County Line Fertilizer for 49 cents a pound.

FINE WOOL

Rodney Douglas of the Hereford FFA sold his Four County Champion to the Hereford Credit Union for 90 cents a pound. The lamb weighed 108 pounds.

Ross Baird of the Hereford FFA sold his 81-pound lamb to the Continental Grain Co. for 95 cents a pound. The animal was second in the Four County Show.

Greg Whitaker of the Hereford FFA sold his 79-pound lamb to Genevieve Guseman for 70 cents a pound.

Kevin Douglas of the Deaf Smith County 4-H sold his 92-pound lamb to the Hereford Federal Credit Union for 70 cents a pound.

Mike Stone of the Hereford FFA sold his 78-pound lamb to the Community Grain for 95 cents a pound.

Ross Baird of the Hereford FFA sold his 78-pound lamb to George Warner for 70 cents a pound.

David Vines of the Hereford FFA sold his 76-pound lamb to the Hereford Brand for 75 cents a pound. The animal then was donated to Boys Ranch.

James Simpson of the Hereford FFA sold his 100-pound lamb to the Caviness Packing Co. for 85 cents a pound. The animal had been the Four County Champion.

Charlie Stone of the Hereford FFA sold his 93-pound lamb to the Easter Flying Service for 85 cents a pound.

Greg Whitaker of the Hereford FFA sold his 93-pound lamb to the Tip-Top No. 2 Forey for 75 cents a pound.

James Simpson of the Hereford FFA sold his 84-pound lamb to the Her-Tex Milling Co. for 85 cents a pound.

David Paetzold of the Hereford FFA sold his 84-pound lamb to Orval Watson Ford for 85 cents a pound.

Tommy Schmidt of the Hereford FFA sold his 107-pound lamb to the Walco Drilling Co. for 75 cents a pound.

David Taetzold of the Hereford FFA sold his 90-pound lamb to Jim Monroe for 70 cents a pound.

Kevin Douglas of the Deaf Smith County 4-H sold his 88-pound lamb to Summerfield Fertilizer for 80 cents a pound.

Bill Sanders of the Dimmitt FFA sold his 105-pound lamb to Community Grain for 85 cents a pound.

Donna Woodward of the Deaf Smith County 4-H sold her 81-pound lamb to Lone Star Insurance for 90 cents a pound.

MEDIUM WOOL

Benny Kent of the Hereford FFA sold his 122-pound lamb to Andy Shoval for 55 cents a pound. The animal was winner of the Four County Show.

Rodney Brooks of the Hereford FFA sold his 109-pound lamb to Dawn Co-op for 60 cents a pound. The animal was second place winner in the Four County Show.

Benny Kent of the Hereford FFA sold his 111-pound lamb to Allred Oil Co. for 75 cents a pound.

Donna Woodward of the Deaf Smith County 4-H sold her 101-pound Lamb to Earl Gibson for 95 cents a pound.

Tommy Schmidt of the Hereford FFA sold his 97-pound lamb to H & W Implement for 85 cents a pound.

Roger Jones of the Dimmitt FFA sold his 72-pound lamb to Community Grain for 75 cents a pound.

Roger Jones of the Dimmitt FFA sold his 83-pound lamb to Community Grain for 80 cents a pound.

SOUTHDOWN AND CROSSES

Rodney Brooks of the Hereford FFA sold his 94-pound lamb to the Hereford State Bank for 80 cents a pound. The animal

was champion in the Four-County Show.

Marlin Hart of the Castro County 4-H sold his 75-pound lamb to Earl Gibson of Panhandle for 70 cents a pound.

Galen Jack of the Hereford FFA sold his 84-pound lamb to the Garrison Seed Company for 70 cents a pound.

Galen Jack of the Hereford FFA sold his 72-pound lamb to Continental Grain Co. for 65 cents a pound.

OTHER LAMB SALES

David Vines of the Hereford FFA sold his 106-pound lamb to a Mr. McMinn, who donated the animal to Boys Ranch. Price was 60 cents a pound.

Dale Schmidt of the Hereford FFA sold a 98-pound lamb to Clowe-Cowan Pumping Co. for 95 cents a pound. The animal was donated to Boys Ranch.

Jim Marsh of the Deaf Smith County 4-H sold his 111-pound lamb to Jim Monroe for \$1.25 a pound.

Johnny Wall of the Hereford FFA sold his 81-pound lamb to Clowe-Cowan Pumping Co. for \$1.20 a pound.

Ellen Church of the Oldham County 4-H sold her 113-pound lamb to Joe Easley for 70 cents a pound. The animal was donated to Girlstown.

George Bullard of the Hereford FFA sold his 78-pound lamb to Jim Monroe for \$1 a pound.

Marvin Smith of the Hereford FFA sold his 75-pound lamb to Community Grain for \$1.15 a pound.

Ellen Church of the Oldham County 4-H sold her 109-pound to Consumers Packing for 55 cents a pound.

Marvin Smith of the Hereford FFA sold his 70-pound lamb to Elmer Kimble for \$1.15 pound. The animal was donated to Girlstown.

BARROWS

The Four-County Grand Champion Barrow, which was displayed by Castro County 4-H'er Debbie Davis, was purchased by Sunview Fertilizer in Hart for \$1.50 a pound, and brought a total sales price of \$301.50.

The Grand Champion for Deaf Smith County, owned by Ken Laing of the Hereford FFA, sold for 55 cents a pound to Peoples Natural Gas Co. The barrow brought \$102.30.

The Reserve Grand Champion Barrow from the Deaf Smith portion of the show, was exhibited by Hereford FFA member Jimmy Clark and was sold to Shook Tire Company for 39 cents a pound. The animal brought \$72.15.

In the Berkshire division of the barrow show, the champion of the Four-County show, which was shown by James Simpson of the Hereford FFA, was sold to the Hereford Lions club for 43 cents a pound and was sent to Boys Ranch. The barrow brought a total sales price of \$86.43.

Dan Hall of the Hereford FFA displayed the reserve grand champion of the Berkshire division and the animal was sold for 46 cents a pound to the Pitman Grain Corporation for a total sales price of \$95.68.

The Chester White reserve champion was displayed by Doug Caperton of the Hereford FFA and was sold to J. F. Messer Construction Co. for 44 cents a pound. The animal brought a total price of \$80.96.

Farmers Grain of Hart bought the champion of the Duroc division, which was shown by Jim Tucker of the Castro County 4-H club, for 80 cents a pound. The barrow brought a sales price of \$175.20.

The reserve champion of the Four-County Show was exhibited by Dennis Sargent and was bought by Community Grain for 44 cents a pound. The barrow brought a total sales price of \$99.00.

The reserve champion of the Durocs division was shown by Jimmy Clark and was purchased by the Young Farmers Booster Club at 43 cents a pound. The animal brought \$85.14.

In the Hampshire division, the reserve champion of the four-county show was shown by Joe West of the Hereford FFA and was purchased by Pioneer Fertilizer for 75 cents a lb. The barrow brought a total sales price of \$138.75.

The reserve grand champion of the Hampshire portion of the stock show was sold to Jim Monroe by Dan Hall of the Hereford FFA for 81 cents a pound. The animal brought \$110.16.

The Poland China champion of the 4-County show was purchased from Johnny Clark of the Hereford FFA for 48 cents a pound by the Hereford Federal Credit Union. The animal brought a total sales price of \$89.28.

The reserve champion of the Poland China show was bought

by the Federal Land Bank for 45 cents a pound from Lewis Fetsch of the Hereford FFA. The animal was sold for a total sales price of \$88.65.

Reserve champion of the county show in Breeds and Crosses, was bought by the Young Farmers Booster Club for 43 cents a pound from Ronnie Vasek of the Hereford FA club. The barrow brought \$93.31.

Danny Massie of the Hereford FFA sold his 204 pound Berkshire to Peoples Natural Gas Co. for 35-cents a pound. The animal brought a total sales price of \$71.40.

Clark Bogle of the Hereford FFA sold his 224 pound Berkshire for 36 cents a pound to Gifford-Hill. The animal brought \$80.64.

In the Chester White Division, David Spinhirne of the Hereford FFA sold his animal to Walco Drilling Co. for 49 cents a pound. The barrow sold for a total sales price of \$88.20.

Lawrence Brorman sold his 217-pound Hereford FFA Exhibit to Hereford Grain for 39 cents a pound. The net sales price for the animal was \$84.63.

Kemp Tractor bought a 221-pound barrow from Mark Busby of the Hereford FFA for 36 cents a pound. The animal brought \$79.56.

Gary Dunning of the Hereford

FFA sold his 218-pound barrow to the First National Bank for 45 cents a pound. The barrow brought \$98.10 as a total sales price.

Kenneth Laing of the Hereford FFA had his 225-pound barrow purchased by Her-Tex for 35 cents a pound. The animal was brought for a total sales price of \$78.75.

Austin Rose purchased a 215-pound barrow from Gary Dunning of the Hereford FFA, for 44 cents a pound. The total sales price of the animal was \$94.60.

Bentley Coleman, Hereford FFA member, sold his 226-pound barrow to Jack Williams for 35 cents a pound and the total sales price of the animal was \$79.10.

D. K. Greeson, Hereford FFA member, sold his 297-pound barrow to Community Grain for 50 cents a pound. It brought a total sales price of \$103.50.

Levis Squire Construction bought Hereford FFA member Doug Caperton's 210 pound barrow for 50 cents a pound. It sold for \$105.

Dimmitt FFA member Keith Gross sold his 237-pound barrow to Peoples Natural Gas for 41 cents a pound. Total sales price of the barrow was \$99.17.

Rodney Douglas, Hereford FFA member, sold his 232-pound

See SHOW Page 2



MEDIUMWOOL CHAMP — Benny Kent of the Hereford FFA exhibited the champion mediumwool lamb in both the Deaf Smith County Show and the Four County Show during the Junior Livestock Show here over the past weekend.

SWPS Nominated For Highest Honor

The Southwestern Public Service Company is one of five of the nation's investor-owned electric companies to be nominated for the 1967 presentation of the Edison Award, the industry's highest honor. It has been announced by Charles Avila, president of the Edison Electric Institute.

The review committee for the Edison Award selected Southwestern for "implementing a program to help solve the electric utility industry's critical professional manpower shortage by developing a seminar program with New Mexico State University to improve the image of power system engineering and thereby encourage outstanding students to seek careers in the investor-owned electric utility industry."

The Edison Award consists of a gold medal, a certificate of presentation, and a check for \$1,000 for the employees' benefit fund of the winning company. The winner will be announced at the annual meeting of the Edison Electric Institute, in June.

The other nominees in addition to Southwestern Public Service Company are West Penn Power Company, Philadelphia Electric Company, Public Service Company of Colorado and the Central Hudson Gas and Electric Corporation.

On Sept. 30, 1966, Deaf Smith County citizens voted \$125,000 in bonds for the construction of a new court house.



HEREFORD, TEXAS, 79045, THURS., FEB. 22, 1968

PUBLIC AUCTION

FARM MACHINERY

Tuesday, February 27- 11:00 A.M.

(Sale was postponed from February 14 because of weather)

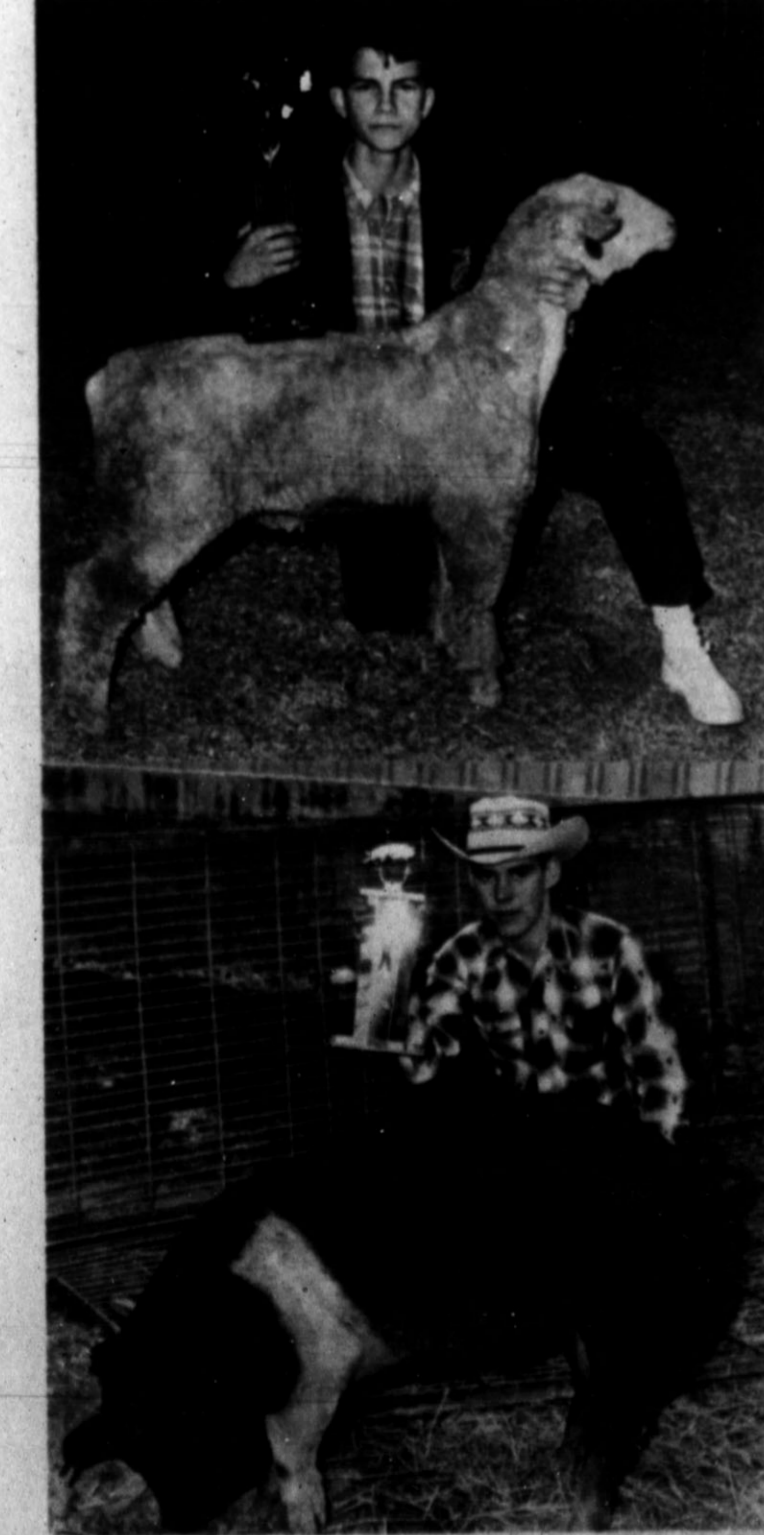
Farm located 3 miles Southwest of Friona on Highway 60 then 3 miles West and 1/4 mile South. Or from Missouri Beef Packer's Plant 3 miles West and 1/4 mile South.

- | FARM MACHINERY | |
|--|---------------------------------------|
| 3 Dempster grain drills, deep furrow; like new | IHC 16x10 grain drill; like new |
| 2 - 12 Hoemes | 12 ft. Krause tandem |
| 4 row Case lister-planter | Case 4 row cultivator |
| Lilliston rolling cultivator | IHC No. 120 one way; like new |
| 15 ft. Krause one way | Dempster fertilizer rig |
| 10 ft. Hoeme | Set of packer wheels; like new |
| 1 good sprayer | Tool bars, 14 ft., 16 ft., and 18 ft. |
| 1 Lot of Case plow shanks | Servis shredder |
| 1,000 gal. butane tank | 250 gal. propane or fertilizer tank |
| Large lot of electric fence posts and wire | 1 Lot of water tubs for livestock |
| 1 Lot of irrigation tubes; assorted sizes | Forney electric welder |
| Shop made blade | |
-
- | TRACTORS, COMBINE & TRUCKS | |
|---|--|
| 1964 Model 660 IHC diesel tractor; A-1 | 1959 800 Case diesel tractor; good |
| 1957 400 Case tractor, butane; good | 1965 Model C2 Baldwin combine, diesel motor; A-1 condition |
| 1963 Chevrolet truck; perfect condition | 1963 IHC pickup |
| 1961 GMC pickup | |
-
- | MISCELLANEOUS | |
|---|---|
| Kenmore portable dish washer; good | Butane cook stove; good |
| 1 Lot of butane heaters; some automatic | Large assortment of miscellaneous items |

TERMS: CASH - LUNCH WILL BE SERVED AT NOON
OWNER: GEORGE PATTERSON PHONE 247-2276 FRIONA, TEXAS

QUINTON JENKINS & ASSOCIATES THE AUCTIONEERS
 Phone 383-7733 Amarillo, Texas

You are invited to watch our TV program over Channel 10 each Tuesday morning at 7:20 and listen to our radio program each Friday at 12:00 noon over KGNC 7.10
 Any announcement made on day of sale supersedes all other announcements.



SHOW WINNERS — Rodney Douglas of the Hereford FFA exhibited the champion Fine Wool lamb in both the Four County Show and the Deaf Smith County Show during the Hereford Young Farmers Junior Livestock Show, while Jimmie Clark of the Hereford FFA had the champion light Duroc in both shows of the Barow Division.

Show...

Continued From Page One

barrow to Jack Wilson for 41 cents a pound for a sale price of \$95.82.

Lesly Motors purchased Danny Locker's Hereford FFA 227 pound barrow exhibit for 38 cents a pound. It brought \$86.36 and it was sent to Boys Ranch.

Dawn Co-op purchased Hereford FFA member Jess Robinson's 221-pound barrow for 45 cents a pound. It brought \$99.45.

Otis Robinson Hereford FFA member sold his 223-pound barrow to the Hereford State Bank for 45 cents a pound. Total sales price for the animal was \$100.35.

Hereford Lions Club sent Hereford FFA member Jack Beasley's 240-pound barrow to Girlstown. The barrow sold for 37 cents a pound and cost a total of \$88.80.

Danny Locker, Hereford FFA member, sold his 207-pound barrow to Burke Inman Trucking Co. for 36 cents a pound. The animal was sent to Boys Ranch and cost a total of \$74.52.

Jack Beasley, Hereford FFA member, sold his 234-pound barrow to Warren Motors for 37 cents a pound. It brought a \$84.58 price.

Hereford FFA member, Ricky Nunhley sold his 202-pound barrow to Earl Gibson for 41 cents a pound. It brought a total price of \$82.82.

Boys Ranch representative Steve Cross sold his 195-pound barrow to Consumers Fuel for 45 cents a pound. It brought \$89.55.

Earl Lange, Nazareth FFA member, sold his 185-pound animal to Earl Gibson for 41 cents a pound. It brought a total sales price of \$79.20.

Jackie Clay of Boys Ranch sold his 185-pound barrow to W. H. Andrews and Sons for 41 cents

a pound for a total price of \$77.85.

County Line Fertilizer purchased Hereford FFA member Bentley Coleman's 200-lb. barrow for 40 cents a pound to bring a \$80 sales price.

Marvin Smith, Hereford FFA member sold his 188-pound barrow to County Line Fertilizer. It sold for 57 cents a pound for a total sales price of \$107.16.

Curtis Smith sold his Castro 4-H exhibit barrow to Elmer Kimble who sent it to Girls Town. The barrow weighed 200 pounds and sold for 56 cents a pound for a total sales price of \$112.

Peoples Natural Gas purchased Boys Ranch representative Ricky Smith's animal for \$79.20. The animal sold for 44 cents a pound and weighed 180 pounds.

Don Spearman, Hereford FFA representative sold his 185 lb. barrow to Big T Pump Co. for 43 cents a pound. It brought a sales price of \$79.55.

Roy Hanvey, Boys Ranch representative, sold his 192-pound barrow to Milo Center Fertilizer, who in turn sent it to Girlstown. The barrow sold for 44 cents a pound and cost \$84.48.

Johnny Rickman, Hereford FFA member, sold his 202-pound exhibit to Caviness Packing Co. for 41 cents a pound. It brought a total sales price of \$82.82.

Johnny Trotter, another Hereford FFA member, sold his 181-pound barrow to Elmer Kimble who sent it to Girlstown. The barrow brought 50 cents a pound for a total sales price of \$90.50.

James Simpson, Hereford FFA member, sold his 215-pound Hampshire to Nifty Food for 37 cents a pound. It brought a total sales price of \$79.35.

Hereford FFA member David Spinhirne sold his 210-pound Hampshire to Tip Top Oil for 35 cents a pound. It netted a total sales price of \$73.50.

Rodney Douglas, also a Hereford FFA member, sold his 216 pounds to Lone Star Insurance Co. for 36 cents a pound. It brought a total sales price of \$77.76.

Debbie Davis, Castro County 4-H member, sold her 211-pound Hampshire to the Castro County Farm Bureau for 37 cents a pound. It brought \$78.07.

A 224-pound Hampshire belonging to Hereford FFA member Ricky Nunley sold to Solomon Brothers for 35 cents a pound. It netted \$78.40.

Hereford Grain Co. bought a 225-pound Hampshire from Hereford FFA member Harry Vogler for 40 cents a pound. It brought a total price of \$90.80.

Westway Fertilizer purchased a 204-pound Hampshire from Don Spearman of the Hereford FFA, for a price of 38 cents a pound. The animal sold for a total of \$87.52.

W. A. Schilling, Hereford FFA member, sold his 234-lb. Hampshire barrow to Warren Brothers for 66 cents a pound. The barrow sold for a total of \$154.44.

Elmer Kimble purchased Hereford FFA member Marvin Smith's 134-pound Hampshire at 35 cents a pound. It netted a total sales price of \$101.20.

Bobby Schulte of the Nazareth FFA sold his 203 pound barrow to Taylor and Son at 35 cents a pound. The animal was purchased for \$71.65.

Hereford FFA member Johnny Clark sold his 196-pound barrow to the Hereford State Bank for 37 cents a pound. It brought a total sales price of \$72.52.

Dwight Rickman, another Hereford FFA member, had his barrow bought by Dameron Angus Farm for 39 cents a pound. The animal weighed 190-pound and cost \$76.44.

Jerry Aberant, Nazareth FFA boy, sold his 188-pound animal to Earl Gibson for 37 cents a pound. The animal was sold for a total sales price of \$69.56.

Randy Allred of the Vega FFA sold his 185-pound barrow to the Oldham County Fair for 50 cents



J. Floyd Carter

ROTC Leader Is Local Man

J. Floyd Carter is presently serving as Army R. O. T. C. Brigade commander at Texas Tech. Having attained the rank of Cadet Colonel, J. Carter is in command of three battalions, eight companies, and approximately five hundred other R. O. T. C. cadets.

In his capacity as Brigade Commander, Col. Carter is responsible for all administrative and training programs that concern the corps.

With all of these duties aside, J. Floyd Carter also finds time to be an active member of the R. O. T. C. Counterguerrilla's Unit. This Army R. O. T. C. Unit has as its main purpose, the production of more efficient combat officers. As a member of this unit, Col. Car-

ter gains valuable knowledge in repelling, tactics, land survival, and maintains a high state of physical fitness.

Carter is the son of Mrs. Guyrene H. Carter of Hereford, and is majoring in Government at Texas Tech.

Holly Promotes Two Employees

COLORADO SPRINGS — John A. Worrall, agricultural manager at Holly Sugar Corporation's Torrington, Wyoming district, has been promoted to Western Agricultural Manager with headquarters in Tracy, California, it was announced today by Glen Yeager, vice president-agriculture.

Replacing Worrall will be Elmer J. Margheim, who is being promoted from fieldman at Friona to agricultural manager at Torrington.

Worrall is replacing Dexter W. Lillie, who died suddenly of a heart attack on Feb. 4 in San Mateo, Calif.

Worrall has been at Torrington two years. He joined Holly in 1951 and served as a fieldman in the Torrington, Garden City, Kansas and Hardin, Montana districts.

He was promoted to agricultural manager at Worland, Wyoming in April, 1963 and served there until his transfer to Torrington.

As Western Agricultural Manager, Worrall will be responsible for all beet producing areas in California serving Holly's four California plants.

Margheim grew up on a farm in Windsor, Colorado and was graduated from Windsor high school. During World War II, he served in the Navy. Following his discharge from service, he attended Colorado State University, graduating in 1950.

He joined Holly upon graduation as an agriculturist at Worland, Miles City and Sidney, Montana. His most recent assignment was at Friona.

Frontier country had a way of demanding use of every man's skills. When ranchers in the county learned that the new ranch hand on the Dr. Rucker Ranch was a veterinarian, his ranching days were over. Dr. F. E. Bowe established an office in Hereford and practiced here until 1941.



The attention of the nation has been focused upon New York City and the dilemma that great city has been in with GARBAGE. It is indeed an appalling condition. Could have been catastrophic. Weather conditions, which were providential, prevented or tended to curtail some of the seriousness of the plight.

Let us not be too smug about this. True it has not reached into our home town, and we sincerely hope it never will. It would be well for all of us to take a look about our own property, and then our town.

What about litter and garbage in Hereford? Many situations exist that should be corrected... they lack cleanliness and are leading to sanitation problems.

More of us are litterbugs than good citizens. I do not like to acknowledge this about my home town, of which I am very proud. There is truth in it however. Percentage wise more are litterbugs. Concern should be shown, and if we do not care for ourselves, we should be careful with waste, and protect our neighbors from it.

Then too it is expensive to be a LITTERBUG. I quote from the press on statistics relative to cost of taking care of Litter and Waste.

"The cost of litter removal rose for the nation last year. However 10 states reported a decline, that National Litter Index published by Keep America Beautiful, Inc., announced.

That the following states which showed a decline were Alaska, Delaware, Indiana, Maine, Montana, New Mexico North Dakota, Rhode Island and Washington.

It is further stated that the rising cost of highway cleanup work in 1967 paralleled the rise in the index. Wages of state highway employees increased about 3.3 per cent, equaling the rise in the rate of littering. The cost of cleaning up litter also is growing, largely because of higher machinery prices, the magazine added.

The 50 states reported that the cost of removing litter from their primary highways was \$25,146,032 in 1966. With the past year showing an increase, the amount spent for litter removal is HIGH."

Every citizen has a share in this expenditure, and it could be eliminated if each person in the USA would practice cleanliness on our highways, in drive-ins, on the streets, at home, and in the alley ways.

The following items are some of the ones tossed out of car windows, by the careless hand. They are beer cans, pop bottles, paper cups, paper articles such as napkins, tissues, paper bags, old newspapers and lunch bags with scraps of food and papers. I have seen people roll



KEEP RIGHT FOR BEAUTY — A highway sign appeared to be telling the motorist to keep an eye on the beautiful sunset one day last week. Another meaning from the sign could be "Keep right, keep your Magic Triangle highways clean and beautiful."

among them will be our state president Mrs. E. O. Barton. PLEASE everyone spruce up around their places, especially where there is a lot of LITTER. We want them to be glad they came, and we want to be PROUD of our town.

Don't get in a hurry to prune roses or other shrubs. Better to be a bit late than too early, as a freeze of young growth will harm the plant.

There are some lovely old trees, beautiful in growth and symmetry, at the Bill (R. B.) Hutson home north and west of town. The other afternoon they created a lovely, lovely picture etched against the sky and a beautiful sunset.

nature before us. Such beauty is awesome, and reminding of the goodness of our Heavenly Father, and of the lovely things He has put here for us. While I watched and drank in the beauty, I was reminded of the prayer which was written by the late Sioux Chief, Yellow Lark, and was used in The World Day of Prayer service.

"O Great Spirit: Whose voice I hear in the winds and whose breath gives life to all the world, hear me, I come before You, one of Your Children I am small and weak. I need your strength and wisdom."

"Let me walk in beauty and make my eyes ever behold the red and purple sunset. Make my hands respect the things You have made my ears sharp to hear Your voice. Make me wise so that I may know the things You have taught my people, the lesson You have hidden in every leaf and rock."

"I seek strength not to be superior to my brothers, but to be able to fight my greatest enemy — myself. Make me ever ready to come to You with clean hands and straight eyes, so when life fades as a fading sunset, my spirit may come to You without shame."

Thanks for giving me eyes to behold the beauty of a plains sunset, and a heart to respond, and to be GLAD. REMINDERS: The members of District 1 Texas Garden Clubs will be our guests next week.

Family Attends Relative's Rites

Mr. and Mrs. Jim Pavleck and daughter, Camille, returned Monday from Moulton, where they attended funeral services for his step-brother, George Postifil.

Mr. Postifil was an employe of a firm engaged in dredging to work on the Congo River in Africa, and was killed Feb. 10 in an accident on the job.

Minnie Cox, daughter of Mr. and Mrs. J. C. Cox, was Deaf Smith County's first white bride on record. She was married to Cal Walker on Jan. 14, 1890.

Community Calendar

The Community Calendar, which includes major events which will be of interest to Hereford and residents of the immediate area, will run in each issue of the Brand. The calendar will include events for the coming six months, and all individuals and organizations are urged to write or mail their event for inclusion.

FEBRUARY

- 22 — Community Concert featuring Texas Boys Choir.
- 2-23-24 — County Science Fair
- 26 — Second annual meeting of Water, Inc. at Plainview.
- 26-27 — Annual convention of District 1, Texas Garden Clubs Inc.

MARCH

- 1 — La Plata Musical Operetta.
- 5 — Open house at Shirley Elementary School and La Plata Junior High.
- 8 — School dismissed for Texas State Teachers Association District Meeting.
- 10 — Music Study Club will 19 — Annual stockholders meeting of the Hereford Credit Union at 7:30 p.m. in the Hereford High School auditorium.

sponsor a voice recital of sacred music by Mrs. Richard Godwin, assisted by the Crusader Choir of the First Methodist Church.

- 31 — Community Concert featuring Peter Nero, pianist.

APRIL

- 5 — Easter vacation for Hereford schools. 10 days tentatively set.
- 21-27 — National Secretaries Association Week. Secretaries Day will be on Tuesday, April 24.

MAY

- 18 — Kiwanis Governor's Banquet.
- 24 — Hereford schools dismiss for the summer.
- 25 — Annual meeting for members of the Deaf Smith County Rural Electric Cooperative.

JUNE

- 28 — Opening of "Texas" pageant in Palo Duro Canyon.

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By KEITH SCHROYER
One attitude which is an important part of our American society is self-determinism. This attitude includes the thought that you can be anything you want to be as long as you are willing to work for it. The idea of self-determinism

is first presented to children in the question, "What do you want to be when you grow up?" This question, which is familiar to all of us, starts this child thinking about anything from fireman to doctor. What a child wants to be at any particular age is not nearly as important

as the fact that he does want to be something, and he feels that what he wants to be is what he will eventually become. He sees people all around him that have chosen an occupation and are now doing it. He knows people, such as his friend's father, the people next door, or his teacher whose different jobs point out to him the choices which he has. These people are easy for him to relate to. The yare from the house which in many ways is like his house and their way of life is similar to his way of life.

All of these influences lead to one place; the attitude of

this child or young person, that he has something to say about what he is going to be. He has some control in that he can decide what he wants to be and work toward it with every reason to expect success.

We very often seem to take this idea of self-determinism for granted. However it is not present among the poor, and this is one reason why the poor remain poor.

In last week's article, the hopes of three young people, Irene, Lupe and Elizandro of the Crispin Martinez family were discussed. In these three young people, the lack of self-deter-

minism is easy to see. Irene and Elizandro both have hopes for good year round jobs and a higher standard of living. But, neither thought that they would have either of these. Lupe, on the other hand, seems to have no hopes at all.

It is hard to relate these attitudes in any one particular influence which were mentioned earlier as being a part of our lives, were a part of theirs.

They were probably never asked what they wanted to be when they grew up. As they viewed the people around them and the persons they knew who they could relate to, they saw

only migrant laborers or other types of seasonal workers. As a result there was no real choice open to them. There was no encouragement from the home. Instead, the lack of educational encouragement on the part of the parents and the necessity to help the family income only made learning a skill or a trade more unlikely.

These young people have little or no hope for a better job of life because they find little reason to think that they can do something that they have not seen done before.

We all know that people have pulled themselves out of poverty

because they had the desire and the drive. But such people are exceptions no matter if they started at the bottom or the top. That kind of desire and drive is not in most of us. Lupe might have heard about or seen such a person. And, someone might even have said, "He did it. Why can't you?" But Lupe didn't see him move up. This person is not like him. Lupe has trouble relating himself to such a finished product so this example in itself will not really help.

Part of the answer to this is vocational education as being taught in the Hereford Schools.

Seeing results from this will be just what some kids need. The Neighborhood Youth Corp is a similar program. But even with these helps some kids are so defeated by the time that they reach high school age that almost nothing can keep them from dropping out of school to work in the fields where they feel they must work. For these kids, encouragement of some type from the early years is needed if they are to feel that they have something to say about what they will become.

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Lucerne Cream Topping **TOPPING** SAVE 10c 7-oz. can **39¢**

Lucerne Cherry Capri Ice Cream SAVE 11c 1/2 gal. ctn. **ICE CREAM** **68¢**

Bel Air Frozen **VEGETABLES** 10-oz. Peas or Corn and 9-oz. Green Beans in Butter Sauce **3** pkgs. for **89¢**

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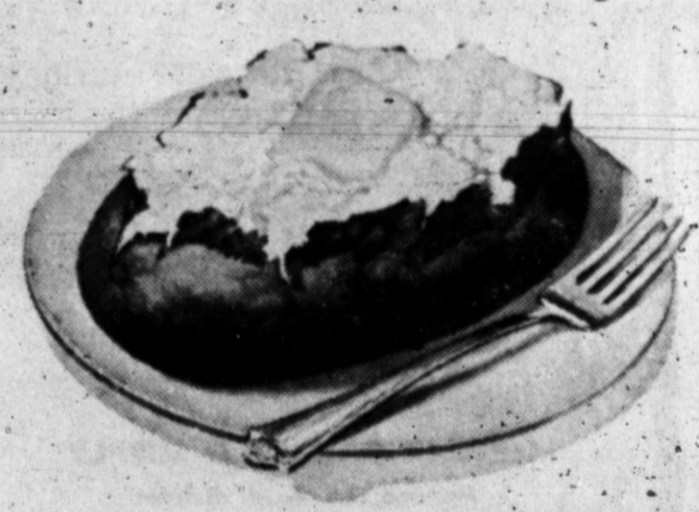
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VEHICLE REGISTRATIONS

Aaron Etheridge, 1965 Olds.; Kenneth D. Cole, 1966 Pont.; Dwight Southworth, 1967 Ply.; Howard E. Steers, 1964 Inti-pickup; Howard E. Steers, 1964 Olds.; E. W. Syms, 1963 Olds.-Cel. Sed.; J. L. Marcum, 1966 Ford; Billy Ott, 1965 Chev.; Al-ired Oil Co., 1968 GMC-Trk.; Pete Gresham, 1965 Pont.; Elmer Friemel, 1952 Prairie Scho-ner-House Trailer; Dennis J. Wosnitzky, 1968 Olds.; Deborah Jesko, 1964 Rambler; W. J. Williams, 1966 Ford; Joyce Lynch, 1968 Dodge; Opal L. Claxton, 1966 Dodge; Bill Gudgell, 1968 Chev.; Gerald Hollenstein, 1968 Chev.; Billy Ott, 1968 Chev.; Loretta Spears, 1967 Pont.; Wayne Richardson, 1968 GMC-pickup; James E. Wilde, 1960 Ply.; Glen Pold, 1964 Pont.; Jose Villarreal, 1959 Chev.; Lloyd Folks, 1962 Ford pickup; Carey Scroggins, 1959 Ford; Roberto V. Bostardo, 1964 Pont.; Aniceto G. Vasquez, 1958 Chev.

Quentin Martin-Margaret, 1967 Ford; L. C. Burman, 1954 Chev. James Cash, 1961 Chev.; Jacob King, 1962 Dodge; Gary Dean Jones, 1964 Chev.-pickup; J. Wm Witherspoon, 1965 Ford; W. R. Duggan, 1959 Intl.; W. R. Dugan, 1955 Intl.; Donald Paetzold-pickup; Teofilo Estrada, 1962 Ford; Orsborn Chev. Olds. 1968 Chev.; pickup; Richardo Mendez, 1958 Ford; David G. Fuen-tes, 1957 Chev.-pickup; Juanita Lopez, 1963 Ford; Frank Gar-cia, 1963 Chev.; Harry Blakney, 1962 Ramb.; Jerry Tallant, 1961 Ramb.; R. J. Collier, 1964 Chev. R. J. Collier, 1963 Ford; Domi-nico, 1960 Pont.; Julio Gomez, 1963 Ford; Dorhan Duggan, 1964 Dodge; Tom Maldonado, 1955 GMC-pickup; Guadalupe Espino-sa, 1964 Ford-pickup; Eddie Malonado, 1959 Chev.-Flat Bd. Trk.; Jose F. Hinojosa, 1961 Chev.; Miguel Meraz, 1962 Chev W. K. Lankford, 1964 Ford-Econ-oline.

Manuel Estrado, 1963 Ford; Juan M. Garcia, 1963 Ford; Ada-berto T. Martinez, 1963 Chev.; W. K. Lankford, 1964 Buick; Ma-con Lacombe, 1963 GMC-pickup; Jesus Gallegos, 1958 Ford; No-ra Barela, 1960 Ford; Victor Saenz, 1950 Chev.-pickup; Dav-rid G. Fuentes, 1960 Chev.; Si-mon Cardenas, 1957 Chev.; San-tiago Diaz, 1960 Ford-pickup; JoAnne Blackwell, 1964 Chev.; Don Hamilton, 1957 Chev.; Lee J. Clark, 1960 Buick; Gary Ty-ler, 1959 Pont.; Otto Massie, 1963 Chev.; Marvin Southward, 1968 Ford-House Trailer; David M. Cornett, 1968 Ford; J. F. Brorman, 1968 Ford-pickup; Jer-ry Homfeld, 1968 Ford-pickup; Jose Noe Vasquez, 1960 Dodge; Connie Dent, 1965 Chev.; Anse-mo J. Gonzales, 1966 Ford; Wal-ter S. Brooks, 1957 Chev.; Gifford Hill Western Inc., 1968 GMC-Trk.; Gifford Hill Western Inc., 1968 GMC; Gifford Hill Western Inc., 1968 Totem All Trailer; Domingo Vasquez, 1960 Chev.-pickup; Don Piesrce, 1957 Ford; Richard D. Urioste, 1958 Opel; Ronnie Westmoreland, 1963 Chev pickup; pool N. Roberson, 1967 Buick; W. S. Stansbury, 1967 Chev.; Herbert Cockrum, 1961 Ford-pickup.

Herbert Cockrum, 1961 Ford; Lee Tice, 1965 Dodge; Arnulfo LaFuente, 1962 Pont.; Russell Stingfield, 1968 Ford; Thomas Lambert, 1963 Ford-pickup; Fladio Crespin, 1953 Chev.; W. W. Stansbury, 1958 Chev.-pickup; Bill Stocker, 1964 GMC-pickup; H. L. Deavenport, 1968 Chev.-pickup; Elmo Hall, 1968 Chev.; Lawrence Jamerson, 1968 Chev. pickup; Abel Echevarria, 1962 Chev.-pickup; Donnie Ding, 1965 Ford; A. C. Bromole, 1965 GMC-pickup; W. T. Higgins, 1968 Chev.-pickup; Jack Green, 1964 Chev.-pickup; Wayne Jones, 1957 Ford-pickup; Jim Cates, 1959 Ford; Allied Mill Wroghts, 1956 Chev.-pickup; Thad Deyes, 1958 Ford.

Bob W. Veigel, 1968 Buick; Mrs. Mary Latham, 1961 Ford; O. T. McPherson, 1964 Chev.; O. T. McPherson, 1963 Chev. pickup; Shur-Gro Liquid Feed Inc., 1968 Pont.; Chemical In-dustries Inc., 1968 Chev.-pickup; Ralph Paul, 1968 Chev.-pickup; Ray Eldridge, 1968 Opel; Gil-berto Alaniz, 1966 Chev.; Jim Vines Jr., 1960 Chev.; Dorman Duggan, 1968 Chev.-pickup; R. E. Bradshaw, 1968 Ford; G. A. Bogle, 1968 Ford-pickup; Gary L. Victor, 1964 Ply.; C. P. Grimes, 1959 Vauhall; Esidro Cervantez, 1955 Buick; Perrir Bros., 1968 Chev.-pickup; W. W. Stansbury, 1961 Ford; Nicolas M. Aguirre, 1959 Ford; Robert J. J. Johnson, 1960 Ford; Mrs. Gerald D. Leatherman, 1964 Chev.; Anastacio Naves, 1957 Ford; Grady E. Murray, 1959 Ford; Grady E. Murray, 1959 Ford-pickup; Bill Fengiev, 1967 Cad.; Kenneth Gott, 1965 Hon Ricerside; Enemencio Barrien-tes, 1962 Chev.-pickup; Jim Cates, 1963 Olds.

A. J. DeLaPaz, 1963 Chev.-pickup; Clinton James Cone-way, 1966 Chev. Conv.; Shelley

I. Dutton, 1968 Pont.; Donald R. Zeman, 1962 Chry.; Sam Valdez, 1963 Chev.-pickup; Torivio Gar-cia, 1965 Chev.-pickup; Sofia De-Luna, 1965 Ford; Sam Valdez, 1960 Chev.-Flat; Victor DeLa-Cerda, 1960 Pont.; Esequiel Mendoza, 1962 Chev.; Larry Ji-minez, 1958 Chev.; Savas DeLa-Cruz, 1968 Chev.; Donald Ray Daugherty, 1968 Chev.; Billy Emmons, 1965 Ford; Balentin Murillo, 1953 Dodge; Chester Collins, 1966 Pont.; Tom De-Shaso, 1963 Chev.-pickup.

Hereford Salt Inc., 1948 Wench Trk.; Imm. Conception, 1060 Chev.; O. Wilson, 1968 Cad.; Dale Widner, 1968 Ford-pickup; Arthur L. Alexander, 1967 Merc. Nelvis Knowles, 1961 Merc.; Antonio D. Cantu, 1959 Ply.; D. L. Welty, 1965 Chev.-Trk.; J. M. Payne Jr., 1963 Buick; J. M. Payne Jr., 1966 Ford-pick-up; Pedro Vargas, 1964 Merc.; Linda Blackburn, 1968 Dodge; Nolie Elliston, 1965 Dodge-pick-up; Linda Williams, 1967 Ford; D. L. Peterson, 1968 Int.; Clyde E. Sherrieb, 1968 Buick; Swift and Company, 1968 Ford; Jim-my Schillings, 1967 Ford-pickup; Rodney Dearing, 1956 Chev.; Ri-chard Hunter, 1952 Rolla; Kel-ly Coplins, 1968 Olds.; L. M. Beavers 1965 DeSoto; Carl P. Hogan, 1963 Olds.; Robert Ni-chols, 1964 Merc.; Wilson and Colville, 1968 Ford; Bill Mc-Dowell, 1964 Ford-pickup; Har-ley Davis, 1968 Chev.; Jimmy Aragon, 1955 Chrys.; Tierra Blanca, 1968 Chev.; Antonio Martinez Torrosas, 1961 Chev.-pickup; Luz Alvarez, 1963 Ford; Maxine Davis, 1956 Buick; Car-los Guerra, 1963 Chev.-pickup; Bolivar Herrera Jr., 1959 Chev.

Adolfo Candena, 1959 Chev.; George Aguauo, 1959 Chev.; Moemi S. Sanchez, 1958 Buick; Grady E. Murray, 1960 Ford; Mrs. Thurman Davis, 1967 Ply.; Jim Messer, 1955 Chev.; Pris-cilla Lee Durham, 1962 Chev.; Marcus A. Madrid, 1967 Chev. pickup; Herman Benavidez, 1959 Chev.; Elizabeth Schubato, 1966 Ford; A. B. Lueb, 1968 Chev.; Earl Stagner, 1962 Chev.; Earl Stagner, 1956 Chev.; Hereford F. F. A. Chapter, 1968 Hale Trailer; Larry Neal Henry, 1963 Chev.-pickup; Deaf Smith Co., 1968 Dodge; Deaf Smith County, 1968 Dodge.

Deaf Smith County Courthouse 1968 Dodge-Flat; Deaf Smith Co. Courthouse, 1968 Dodge; Shero Caster, 1955 Ford; Elmer Evey, 1957 Ford; Jack D. Nolen, 1959 Dodge; G. W. Sanders, 1964 Chev. pickup; McRight Garage and Supply, 1964 Chev. 1/2 T; Fidel Guzman, 1955 Chev.; Mauro R. Florez, 1961 Ply.; Mary V. Hare, 1968 Chry.; C. W. Cawthon, 1956 Chev.; Joe E. Andrews, 1967 Ford; Joe E. Andrews, 1961 Ford pickup; Antonio Sosa, 1963 Ford; Patterson Miller Spraying 1960 Chev.; John W. Northcutt, 1965 Pont.; Burton C. Dennis, 1966 Chev.; R. B. Miller, 1962 Chev.; Hilton Jones, 1964 Intl.-Metro Van; Madge Graham 1966 Pont.; James M. Hamby, 1964 Ford-pickup; Jackie Frost, 1965 Ply.; F. A. Marnell, 1967 Dodge; F. W. Burke, 1959 Ford; W. C. Beene, 1968 Chev.-pickup; J. R. Thompson, 1962 Ramb.

Robert J. Kubacak, 1963 Pont. Margeret Schroeter, 1968 Olds.; Harold Kids, 1967 Dodge; Ray Todd, 1965 Olds.; Charles Stay-ton, 1962 Chev.; Ray Todd, 1967 Ford-1/2 T; Esteban E. Fuentes, 1963 Chev.; John Victor Bryan Jr., 1968 Opel; L. J. Jones, 1963 Ford-Trk.

Lennie D. Tibbets, 1963 Ford-pickup; M. L. Young, 1968 Merc. Bob Gage, 1965 Ford, Western Ammonia Corp, 1968 Ford-Tank; Louis Drerup, 1967 American-House Trailer.

The northern pike is an exotic fish in Texas, but thus far their progress shows great strides, says Regional Fisheries Super-visor Leo Lewis. The pike from Greenbelt, approximately nine months old, weighed up to 3.4 pounds each and measured up to 24 1/4 inches in length. They will be stocked in another Pan-handle lake.

Buffalo Lake, near Umbarger, will be the new home of the 126 pike, and Department crews are in the process of making the transfer.

The season is presently closed on the cigar-shaped scappers and likely will not be opened until the biologists feel that northern pike exist in sufficient numbers to assure the future of the species.

The Hereford Board of Trade was organized with 22 active members in early 1903.

FIRST BAPTIST CHURCH
Fifth and Main Streets
FRIO BAPTIST CHURCH
Rev. Samuel B. Ogan, Pastor
Frio Community
WESTWAY BAPTIST CHURCH
MT. SINAI BAPTIST CHURCH
H. B. Whitten, Pastor
302 Knight Street
SUMMERFIELD BAPTIST CHURCH
Rev. James Arnold, Pastor

CHURCH OF JESUS CHRIST OF LATTER DAY SAINTS
(Mormon)
Country Club Drive
TEMPLE BAPTIST CHURCH
Gene Suttle, interim pastor
Forrest Ave. and Ave. K
GREENWOOD BAPTIST CHURCH
Independent & Fundamental
Rev. Al Baum

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.

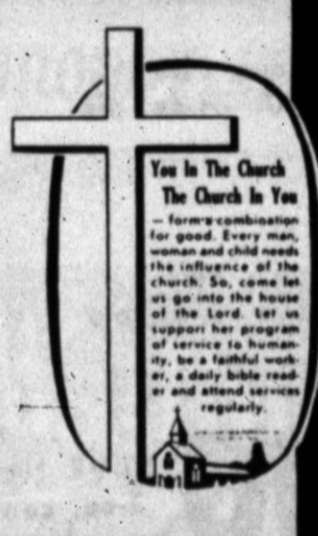
PARK AVE. CHURCH OF CHRIST
On Harrison Highway
BAPTIST MISSION B.M.A.
Old Rock Bldg. V.F.W. Park
J. H. McWilliams
Missionary Pastor

TRINITY BAPTIST CHURCH
Southern Baptist
Rev. Clarence Powell
North 385

FOR GOD SO LOVED THE WORLD



That's the spirit of the turtle. But he must not be kept from the race if there is to be a winner. God planned so wisely in setting us in a world of competition. No one runs his best without a competitor. We raise better corn when our neighbor tries to outdo us. Every church is better because of the church across the way. Catholics work harder and are more devout because Protestantism appeared. The Jewish polity strives, with all of us, toward a better society under God. God wants progress from all. Sometimes the faithful plodder, like the turtle, is a greater inspiration than one with more ability. May our pastor and our church grow into greater forces for good because of the faithful attendance and support of every member. May we keep plodding in wholesome competition.



FIRST METHODIST CHURCH
Rev. Clifford E. Trotter
Pastor
501 North Main
WESLEY METHODIST CHURCH
Rev. Robert Williams Pastor
410 Irving
BIPPUS COMMUNITY CHURCH
Eugene L. Naugle each first and third Sunday; Gene Brock 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. Homer T. Goodwin, pastor
Union and Ave. G
IMMANUEL LUTHERAN CHURCH
Rev. Herman Scheller
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
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

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

Go to Church Sunday.

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ORSBORN CHEVROLET OLDSMOBILE
Your Chevrolet - Oldsmobile Dealer
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Mr. and Mrs. James J. Boyd



Mrs. Dick Golden family supervises cook

LET'S COOK SOMETHING

Farm Feeds This Family

By SUE COLEMAN
 Woman's Editor
 Anyone who thinks there is no longer a family farm which produces practically everything the family eats, is referred to the Dick Golden, who live northwest of Dawn.

MRS. GOLDEN IS the new president of Dawn Home Demonstration Club and she fulfills the popular idea of the H. D. Club woman whose cellar is well stocked with good things to eat that she has raised and preserved herself.

The Golden's raise a few cattle along with their farming operations; they also keep hogs, chickens and milk cows to supply the family table, cultivate a large garden and have some cherry trees. Mrs. Golden keeps the freezer filled and does a good deal of canning, making pickles and jellies during the summer season.

She was a farm girl when she grew up near Lockney as Jessie Mae Carthel, and she helped with the farm work as well as in the home, learning from her mother the skills of cooking and housekeeping.

MEMBERSHIP in Future Homemakers groups at school added to her knowledge and she has continued to learn. It is the opportunity to learn more about homemaking and family living which is most attractive to her in the Home Demonstration Club.

A year before she was to have graduated from Lockney High School she married, but completed high school studies at her new home, Norwood, Mo., with her husband's encouragement.

The Golden's moved from Missouri to a place south of Hereford, then in two years to their present home, where they have farmed 14 years. In that time they have twice added to the original three-room house to make it fit their growing family. Now there are seven rooms, including a spacious basement where there is a large storage room for canned food.

The children are Diana, 15 and a high school sophomore; Randy, 11 and Kevin, 6, in elementary school.

WITH HER father, J. M. Carthel who now lives in Hereford, Jessie Mae and Dick Golden did the work of enlarging their house and refinishing the interior for a homelike effect of mellow wood paneling, light painted walls and dull gold carpets to set off furniture with an early American air.

Trees and grass make the large fenced yard inviting, especially in summer when the family enjoys cookouts. In winter they like to have some of the neighbors in for an evening of domino games.

They join other friends in the Dawn area at the monthly Community Center activities there, and they go to school programs where the children are involved, such as concerts of the choir of which Diana is a member.

Mrs. Golden has been a member of Dawn H. D. Club seven years, serving in all its offices. She was vice president last year. She is especially interested this year in its service projects, sewing for hospitalized war veterans through a Red Cross program, and planned assistance to a girl by supplying clothing and other needs.

As she was interviewed Mrs. Golden served the reporter iced tea with some delicious party bread, and gave her recipe:

GERMAN SOUR CREAM TWISTS
 3/4 cups sifted flour
 1 tsp. salt

1 cup shortening
 1 pkg. active dry yeast
 3/4 cup warm water
 3/4 cup thick sour cream
 1 whole egg and 2 egg yolks, well beaten
 1 tsp. vanilla
 1 cup sugar

Sift flour and salt into mixing bowl. Cut in shortening. Dissolve yeast in water, stir into flour mixture with other ingredients. Mix well by hand, cover with damp cloth and refrigerate 2 hours.

Roll half of dough on sugared board into an oblong 8x16 inches. Fold ends toward center, ends overlapping. Sprinkle with sugar, roll again to same size. Repeat a third time. Roll about 1/4 inch thick.

Cut into strips 1x4 inches. Twist ends in opposite directions, stretching dough slightly. Place on ungreased sheet, pressing ends lightly to keep shape. Repeat with rest of dough. Bake at 375 degrees about 15 minutes

and take up immediately.
A HEARTY VEGETABLE dish which her family likes is made with green beans. This is an excellent item to make for the vegetable dish of a covered dish dinner or church supper.

GREEN BEAN CASSEOLE
 2 one-lb pkgs or cans green beans
 1 tsp. salt
 3/4 cup milk
 1 can condensed cream of mushroom soup
 3/4 oz. can French-fried onion rings
 1/2 tsp. black pepper
 2 tb. diced pimiento
 Cook frozen beans in salted water (omit salt if using canned beans). Drain. Combine milk, soup, half of onion rings and black pepper. Stir into beans. Put in 1 1/2 qt. casserole and bake 20 minutes at 350 degrees. Remove from oven, garnish top with remaining onion rings and pimiento, and bake 5 more minutes.

—Small Talk—

By SUE COLEMAN
 Women's Editor

Somebody else can wish for the good old days, in a lump sum, but there are a few things I remember from away back, that it would be nice to have kept. But they don't fit in with the world in general today.

THERE'S NO PLACE on a modern, mechanized, scientific farm for a den of coyotes, but early memories of my grandparents' farm are tied in with the sound of distant yips and howls from the breaks in the pasture land out beyond the cotton patch west of the house.

Then, and now, to me the coyote's yipping to the moon on an autumn night is the most exciting sound in the world, an invitation that you realize you can't accept, to something wild and free and a little sad. When I was too young to define that invitation I still felt it, and shivered in bed when the coyotes howled.

Of course Grandpa had a different reaction, and muttered something about seeing that the young calf was in the shed, and Grandma worried frankly about her turkeys that were about ready for the Christmas market.

It wasn't too many years before Grandpa and the neighbors had killed all the coyotes, or run them out of the farming community and now I wonder if there is one left in that county. They just don't fit in with expensive blooded cattle, and tractors and school buses and electric fences, but I miss 'em.

ANOTHER THING I'd like to keep from those old days is the friendly glow of kerosene lamps and the SWPS Co. personnel needn't worry about my starting any movement back to kerosene because I don't want to wash those lamp chimneys and trim wicks again.

Again, my memory of lamps has a rural setting because we were very civilized at Memphis when I was a child, and had electric lights.

But farm houses still were not electrified and there was always the welcoming lamplight when we drove out from the depot in Grandpa's wagon when we went for a visit, or rattled grandly up in my uncle's Model T.

Dots of lamplight marked farm houses as we passed along the road, nothing like the flood-lighted yards that can be seen for miles now. But there was

a mellow quality of coal oil light that simply can't be imitated by the efficient, clean and handy electric lamp, and I miss it.

ALSO MISSING with electric lights, thank goodness, is the groping about in a dark room to find a match to light the lamp, not to mention going out in the cold to refill its bowl with kerosene on a dark night, when you were careless enough to forget it in daytime.

Also the chimney-cleaning and wick-trimming. On the whole, I'll take progress.

ANOTHER VERSION of two viewpoints on picturesqueness vs. utility is Dorothy Conkright's report that she was enthusiastic about the beauty of the snow last week, until her husband remarked that it looked wet and cold to him as he prepared to go out to do some work on the ranch.

Former Resident Dies In Tucson

Funeral arrangements for Mrs. Kathleen Cronin Glenn, who died Feb. 18 in Tucson, Ariz., after a long illness, were being made in Tucson. Mrs. Glenn was a former Hereford resident, whose family was here in early years of the city's history.

She was graduated from Hereford High School with the class of 1930, and married Ralph W. Glenn in 1941. He preceded her in death two years ago. Survivors are a sister, Mrs. Mollie Ray Saunders, and a niece, Beverly Saunders, of Tucson. Mrs. Homer Fox of Hereford is a sister-in-law.

Legal Notice

THE PUBLIC IS INVITED TO A PUBLIC HEARING OF THE BUDGET FOR THE CITY OF HEREFORD FOR THE FISCAL YEAR MAY 1, 1968 TO APRIL 30, 1969 TO BE HELD AT 7:30 P. M., MARCH 4, 1968 AT THE CITY HALL.

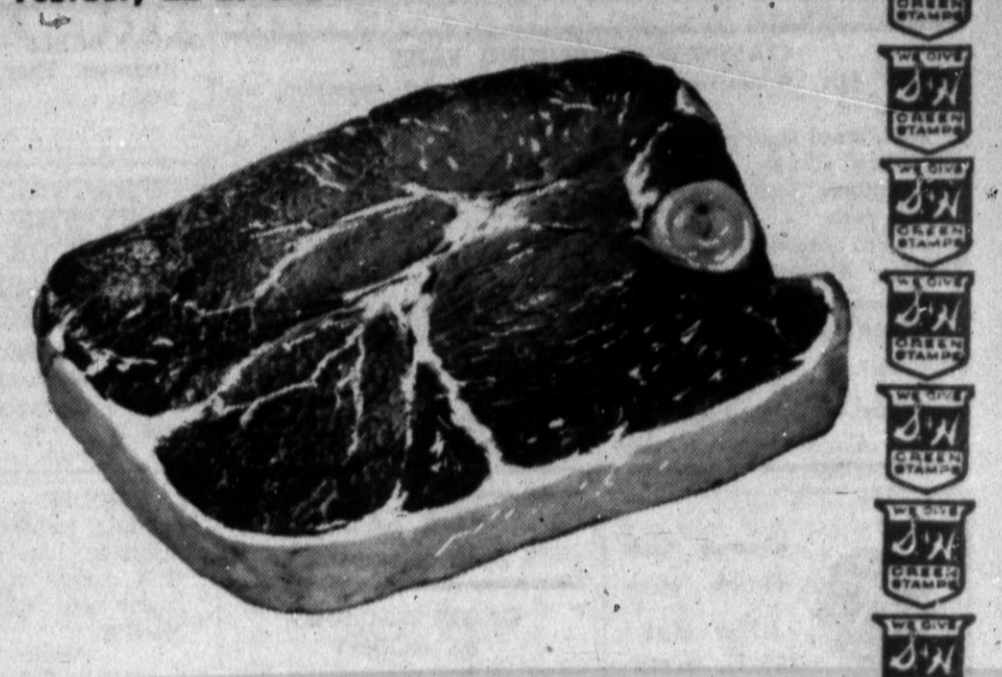
Ray Cowser, Mayor
 City of Hereford, Texas
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Hereford Rotary Club
 meets every
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 HICKORY LOG

SLATED MEETINGS
 Second Monday
 Thursday
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 MM*
 Steve Powell, Secretary
 Roy Boyer, W.M.

Lions Club
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NEW CONSTRUCTION—Enhanced by W/B fireplace. Refrigerated air this sedate brick home offers 3 large bedrooms, 2 full baths, formal dining and gracious living room. H-3195

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FROM WALL to wall, no soil at all, on carpets cleaned with Blue Lustre. Rent electric shampooer \$1. Hereford Hardware.
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 B-1-8-2c

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 B-2-35-tfc

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SECTION-NORTH PLAINS
 500 cult., 2-8" wells, nat. gas, wheat & milo allot., house & barn, will carry 40 head cattle, plus farming, \$275.00 per A. with possession. This is a nice place.
 BUY 160 - RENT 320
 160 A. has 1-8" well, 48 milo, 64 wheat, 320 has 1-8" well & milo & wheat allot. \$10,000.00 down, terms on balance.
PARMER COUNTY FARM
 178 A., good 8" well, nat. gas, 104 milo, 32 wheat, 12 cotton, 35 A. bermuda grass, owner will trade for land-Dalhart-Stratford.

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 150 cult., 1-8" well, 1/4 mi. tile, improved, \$5,000.00 down will sell on G.I. State loan.

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 Gerald Hamby 364-1534
 Durward Hamby 364-3466
 J. M. Hamby 364-2553

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 Jorde Farms. 364-1655.
 B-2-14-33-tfc

See Us For Parts - Sweeps - Chisels for
Graham (Hoeme) Plows
DAVIS IMPLEMENT
 144 West Second
 Phone 364-2811
 3-2-29-tfc

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3. FOR SALE Automobiles

1964 DODGE POLARA. Double sharp with power brakes and steering. Air conditioner, new Premium tires, new brakes. Call 364-0972.
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MILBURN MOTOR COMPANY
 We pay cash for Used Cars
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 225 N. Sampson
 B-3-33-tfc

1957 GMC 2 1/2 Ton Truck. 5 speed transmission. Call evenings 364-4049.
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1965 Dodge 2 door hardtop, 1967 Chev. Impala — Loaded. Inquire Installment Loan Dept. First National Bank.
 B-3-5-tfc

1959 PLYMOUTH 9 passenger station wagon, nearly new tires, factory air power steering. 364-0119.
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CLEAN 1961 Chev. Four-door hardtop. Call 276-5279.
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1957 FORD SIX. Good tires, motor does not burn oil. Ernest Nefz, 225 Beach. Phone 364-2229.
 B-3-15-34-3c

FOR SALE or trade: 1962 Chev. station wagon. Good condition. Phone 364-1224 for Ken Jones.
 B-3-14-34-tfc

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 Farm Loans Available
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 Home — 364-1082
 B-4-16-tfc

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 B-4-30-tfc

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 T. D. Mallow, CA4-4406, Plainview.
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 GENERAL CONTRACTING
 Phone 364-1732 or 364-0528

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

PRUDENTIAL
 America's Largest Farm Lender!
SAM NUNNALLY
 804 South 25 Mile Avenue
 364-4299 day nite 364-2814
 B-4-11-104p

NEED A NEW BUILDING?
 We will build you a brand new 50' x 120' building on a 198' x 447' lot in beautiful South Park Industrial Sub-Division . . . right next to Case Implement . . . Fence, paving, turnkey job . . . for \$37,000.00. Financing to suit your needs.

SAM NUNNALLY
 364-2814 — Home
 364-4299 — Office
 B-4-3-tfc

HOUSES FOR SALE
 ONE 3 BEDROOM N. E. \$10,500, \$500 down.
 ONE NEW 3 bedroom brick. N. W. \$18,000. 10 percent down.
 ONE 2 bedroom N. E. newly redecorated. \$8,500. Get new loan.

FARMS
 360 ACRES. 2 small wells. \$210.00 per acre.
 480 ACRES. Three 6 inch wells. Good soil, good allotments. Fair improvements. \$250.00 per acre. 29 per cent down.
 160 ACRES. One 6 inch and one 5 inch well. \$325.00 per acre. 29 per cent down.

RANCHES
 850 MOTHER cow ranch. 22.617 deeded, 2,000 acres lease. Well located. Well improved. Live water plus several wells and tanks. \$850,000. 29 per cent down.
CARTEL REAL ESTATE
 206 N. 25 Mile Avenue
 Phone 364-0944.
 B-4-33-tfc

\$800 DOWN, CASH or trade. 4 bedroom, 2 bath home with den, garage and fenced yard on Star street. Call 364-1780.
 B-4-21-33-tfc

334 Acres. 134 farm land, balance grass and smooth. All can be broken. One irrigation Well. Sprinkler. Plenty of pipe. Extra good improvements. \$10,000 down, balance at 5 1/4 per cent. Located on pavement.
 195 Acres. All grass. Can all be broken. Water proven. Stock well. Located on pavement. \$5,000 down, balance 6 per cent.
 280 Acres. 150 maize land, balance grass and smooth. Fair improvements. Water proven. \$10,000 down, balance at 6 per cent.
 These three tracts are under priced. Must sell.
 Call Dalhart 249-4659 before 7 a.m. or after 5 p.m. or write C. H. Gustin, Box 849, Dalhart, Texas
 B-4-7-4c

FOR RENT OR sale: nearly new 3 bedroom home on Greenwood. Call 364-3119.
 B-4-13-34-tfc

HOME FOR SALE
 HOME WITH two acres. 2 miles west on Harrison Hwy. 4 bedrooms, 2 1/2 baths, central heat and air-conditioning. Will carry papers for responsible party.
 Call 364-2788 or 364-1655.
 B-4-49-tfc

101 CENTRE. . . highly unusual and one of the most beautiful two bedroom homes in Hereford. Fully Furnished with the best furniture & accessories made. Refrigerated air & humidifier. One of the most attractive patio-back yard combinations, designed for Texas style outdoor summer living. All real estate agents invited to bring your clients . . . we are selling this for a good friend. \$26,500. for everything . . . there is no loan on the property.
SAM NUNNALLY
 801 S. 25 MI. AVE.
 364-4299 Office Home 364-2814
 B-4-8-tfc

BOB PUGH-BUILDER
 1800 ft. House with 10 acres, pavement.
 120 KINGWOOD 3 bedrooms, 1 1/2 bath, den and utility room. All electric home with dishwasher, disposal, cooktop, oven and vent hood. Large lot, all brick.
 Office 364-2221
 Home 276-5359
 108 Greenwood
 FHA-119,250.

La Plata Beauty School
 Taking new students every week
 Complete Beauty Course
 Complete Manicure Course
 Also Complete Beauty Service to the Public
 Call 364-1571 or come by 921 E. Hwy 60
 Tuesday, thru Saturday 8 a.m. to 5 p.m.
 Open Mondays for Applications Only

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

PLAINS GOOD DEALS WE CAN SELL YOUR PROPERTY
 We can put it over if you won't put it off.

HOUSES
 * \$500 down on 3 bedroom brick home.
 * Take trade on large home on Star Street.
 * \$750 down on 2 bedroom home with 2 acres. S.P. \$5,500. CALL US.
 * \$1000 down on 3 bedroom brick in N. W. Hereford.
 * \$500 down on 2 bedroom stucco. GOOD BUY.

FARMS - RANCHES
 * \$500 per cow unit ranch in New Mexico. LEF'S GO. CALL BUCK AND LOAD THE TRUCK.
 * Pecan and cow ranch in Arkansas to trade or sell. 1st lien notes considered.
 * FHA and GI appraisals and loans made.
 * 1st lien note, well secured to trade on irrigated or dry land.
 * 160 acre dry land farm with good 3 bedroom home to trade for house in Hereford.
 * Good business in Arkansas trade or sale.
 * Several ranches and farms in Arkansas, Missouri, Colorado and Oklahoma to trade or sell.
 * We've got a trade on your property whenever you want to go . . . COME ON BY.

PLAINS AGENCY
 W. W. Buck Charles Cabbiness
 116 So Hwy 385 364-1150
 B-4-7-tfc

BY OWNER: 102 acres, 6 miles north of Hereford. Good water pumping motor. Contact J. G. Clark, 2702 57th Street Lubbock. Phone SW5-1107
 B-4-33-8p

HOUSE FOR SALE IN GREEN ACRES
 New 3 bedroom brick, carpeted, 2 baths, den, fire place, air cond., swimming Pool Membership. Terms to suit buyer. 106 Mimosa. 364-0554.
 B-4-30-tfc

BRICK DUPLEX. No existing loan. Completely carpeted and air-conditioned with fenced back yards. Very good income property.
 Call 364-2145. B-4-20-49-tfc

HOME FOR SALE
 HOME WITH two acres. 2 miles west on Harrison Hwy. 4 bedrooms, 2 1/2 baths, central heat and air-conditioning. Will carry papers for responsible party.
 Call 364-2788 or 364-1655.
 B-4-49-tfc

101 CENTRE. . . highly unusual and one of the most beautiful two bedroom homes in Hereford. Fully Furnished with the best furniture & accessories made. Refrigerated air & humidifier. One of the most attractive patio-back yard combinations, designed for Texas style outdoor summer living. All real estate agents invited to bring your clients . . . we are selling this for a good friend. \$26,500. for everything . . . there is no loan on the property.
SAM NUNNALLY
 801 S. 25 MI. AVE.
 364-4299 Office Home 364-2814
 B-4-8-tfc

FOR RENT OR sale: nearly new 3 bedroom home on Greenwood. Call 364-3119.
 B-4-13-34-tfc

HOME FOR SALE
 HOME WITH two acres. 2 miles west on Harrison Hwy. 4 bedrooms, 2 1/2 baths, central heat and air-conditioning. Will carry papers for responsible party.
 Call 364-2788 or 364-1655.
 B-4-49-tfc

101 CENTRE. . . highly unusual and one of the most beautiful two bedroom homes in Hereford. Fully Furnished with the best furniture & accessories made. Refrigerated air & humidifier. One of the most attractive patio-back yard combinations, designed for Texas style outdoor summer living. All real estate agents invited to bring your clients . . . we are selling this for a good friend. \$26,500. for everything . . . there is no loan on the property.
SAM NUNNALLY
 801 S. 25 MI. AVE.
 364-4299 Office Home 364-2814
 B-4-8-tfc

FOR RENT OR sale: nearly new 3 bedroom home on Greenwood. Call 364-3119.
 B-4-13-34-tfc

HOME FOR SALE
 HOME WITH two acres. 2 miles west on Harrison Hwy. 4 bedrooms, 2 1/2 baths, central heat and air-conditioning. Will carry papers for responsible party.
 Call 364-2788 or 364-1655.
 B-4-49-tfc

101 CENTRE. . . highly unusual and one of the most beautiful two bedroom homes in Hereford. Fully Furnished with the best furniture & accessories made. Refrigerated air & humidifier. One of the most attractive patio-back yard combinations, designed for Texas style outdoor summer living. All real estate agents invited to bring your clients . . . we are selling this for a good friend. \$26,500. for everything . . . there is no loan on the property.
SAM NUNNALLY
 801 S. 25 MI. AVE.
 364-4299 Office Home 364-2814
 B-4-8-tfc

FOR RENT OR sale: nearly new 3 bedroom home on Greenwood. Call 364-3119.
 B-4-13-34-tfc

HOME FOR SALE
 HOME WITH two acres. 2 miles west on Harrison Hwy. 4 bedrooms, 2 1/2 baths, central heat and air-conditioning. Will carry papers for responsible party.
 Call 364-2788 or 364-1655.
 B-4-49-tfc

101 CENTRE. . . highly unusual and one of the most beautiful two bedroom homes in Hereford. Fully Furnished with the best furniture & accessories made. Refrigerated air & humidifier. One of the most attractive patio-back yard combinations, designed for Texas style outdoor summer living. All real estate agents invited to bring your clients . . . we are selling this for a good friend. \$26,500. for everything . . . there is no loan on the property.
SAM NUNNALLY
 801 S. 25 MI. AVE.
 364-4299 Office Home 364-2814
 B-4-8-tfc

FOR RENT OR sale: nearly new 3 bedroom home on Greenwood. Call 364-3119.
 B-4-13-34-tfc

HOME FOR SALE
 HOME WITH two acres. 2 miles west on Harrison Hwy. 4 bedrooms, 2 1/2 baths, central heat and air-conditioning. Will carry papers for responsible party.
 Call 364-2788 or 364-1655.
 B-4-49-tfc

COUNTRY HOME
 WE ARE selling our home located south of Hereford on the Dimmitt Highway. Come out and look us over. N. L. Weston.
 B-4-24-33-tfc

THREE BEDROOM brick. 126 Mimosa. Appointment only. Call 364-1449.
 B-4-10-7-tfc

FOR SALE BY OWNER: Nice 2 bedroom home by schools. Low monthly payment. Call 364-1476.
 B-4-15-7-5c

4 BEDROOM HOUSE, double garage. Large corner lot. 2 baths, 16 x 32 ft. finished basement. Fenced yard, Good location. Call Floyd Dunavant at Dunavant's Real Estate. 364-2399. Shown by appointment.
 B-4-28-tfc

5. FOR RENT
 FOR RENT storage space for car, boats, etc. Hereford Wrecking Co. B-5-11-49-tfc

2 BEDROOM unfurnished house, with fenced backyard and garage. 122 25 Mile Avenue. 364-1111.
 B-5-14-7-tfc

NICE, SOUNDPROOF furnished apartment for couple or working girls. Panel heat, walking closet, water and gas paid. No pets. \$55.00 per month. Call 364-3796.
 B-5-24-34-tfc

FARM FOR RENT
 9 3/4 ACRES irrigated. Four strong 8 inch wells, natural gas, home improvement. North of Dalhart, Texas. Contact R. P. Herrmann, Amarillo, Texas, Office 372-4605; Home 352-3965.
 B-5-34-2c

CASH LEASE: 175 acres, four small wells. First farm east of airport. House to be leased separately. Make an offer to James Ellison, McLean, Texas. Phone CR9-2877.
 B-5-34-2c

132 x 200 feet with 28 x 36 foot office building at 104 Avenue E. A. J. Schroeter 364-1504 or 364-1684.
 B-5-20-6-tfc

APARTMENT FOR RENT
 LARGER TWO bedroom apartment, furnished. Bills paid. \$150.00 Sam Nunnally 364-4299 Day; 364-2814 Night.
 B-5-30-tfc

TWO AND three bedroom brick duplexes with fenced yards. 500 block Avenue G & H. D & R Builders 364-3780
 I. D. RHODES 364-4256
 B-5-6-tfc

FURNISHED TRAILER. Adults. James Brown Tire Service. Hwy 60 West.
 B-5-10-4-tfc

STOP IN SOON
 Phillip "66" Products
EAST SIDE "66"
 Rocky Stewart
 1303 E. 1st 364-2644

YOU'VE NEVER SEEN
 Such Thorough Service
STOP IN SOON
 Phillip "66" Products
EAST SIDE "66"
 Rocky Stewart
 1303 E. 1st 364-2644

IMMEDIATE POSSESSION - 3 bedroom - 1 bath - living room - dining area - modern kitchen - drapes will stay - ready for occupancy - 507 Ave. J - Price \$10,450.00 - payments \$88.00 per month - good buy.

Exquisitely Decorated - 3 bedroom - 2 1/2 baths - formal living room with fireplace - spacious den with fireplace - formal dining room - perfectly arranged kitchen with built ins - features include refrigerated air, built-in vacuum, intercom system - existing drapes - bar-b-que grill - fenced yard - double garage - very nice home - existing loan - 126 Mimosa - appointment only.

Gravel Yard - 3 bedroom - 1 1/2 bath - living room - kitchen and dining room - double garage - refrigerated air - storm doors and windows - shown by appointment only at 419 Western - \$21,000.00.

FOR SALE: Just like new - 3 bedroom - 2 1/2 bath - living room - den - kitchen with built ins - double garage - refrigerated air - storm doors & windows - quality home on Country Club Drive - Don't miss this one - appointment only.

FOR SALE — 3 bedroom - 1 1/2 baths - living room with W/B fireplace - fenced yard - Aspen St. near school - low down payment - monthly payments \$118.00 - appointment only.

REAL ESTATE is our business! Don't deprive yourselves of our services! We feature the finest residential and farm listing in Hereford and Deaf Smith Co.

1 BEDROOM apartment. Furnished. Bills paid. Call 364-1103.
 B-5-10-29-tfc

NICE ONE bedroom furnished apartment. \$60. 2 bedroom furnished apartment \$75.00, to qualified renter. Apply in person, Fullwood Apartments, 232 W. Third.
 B-5-22-30-tfc

FURNISHED AND unfurnished apartments at the Thunderbird. 364-2797.
 B-5-10-23-tfc

STORAGE FOR rent, furniture, etc. 231 West 3rd Phone 364-1111.
 B-5-10-22-tfc

FOR RENT: small house. 205 Jowell, Apt. A. B-5-10-7-tfc

BACHELOR APARTMENT
 Bills paid. Call

Classifieds...

WANT TO RENT: 3 bedroom unfurnished house. Call 364-4019
B-6-10-8-2c

GOOD 7" or 8" aluminum line pipe; also good 6" irrigation pump with base and gear head. Geo. B. Miller, 701 N. Main Street, Ft. Worth, Texas.
B-6-8-2c

BABY SITTING in my home by day or week. Call 364-4175.
B-6-11-34-5c

8. HELP WANTED

WAITRESS, CASHIER and part time bar tender for employment in new private club. Apply in person at The Music Stand, 628 West First between 10 a.m. and 6 p.m.
B-8-34-tfc

EXPERIENCED IRRIGATION well drillers, experienced test hole drillers. Contact Shelton Lindsay, Texline, Texas.
B-8-13-30-tfc

NEED HELP?

If you're having trouble finding that birthday gift that's just right, shop no further. One stop does it at La Boutique. You're sure to please with a selection from
La Boutique
at the Caison House
T-8-8-4c

10. NOTICE

ALCOHOLISM INFORMATION: For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, call EM 4-4540 from 8 a. m. till 12 1 p. m. until 5 p. m. Monday through Friday.
A UNITED FUND AGENCY
B-10-39-tfc

SEALED BIDS will be accepted at the business office of the Hereford Independent School District on the following described property.
New two bedroom frame house with attached garage located at 215 Ave. H.
Review of bids will be March 20, 1968 and right to accept or reject any or all bids is reserved by the Hereford Schools.
B-10-34-9c

11. Business Service

KELLEY ELECTRIC
Doug and Virgil
Electrical Contractors
Residential & Commercial
All bids and wiring competitive.
Phone 364-1345
Night phones 364-2012 or 364-1345
Box 130
B-11-46-tfc

RUBBER STAMPS
All Sizes
THE INK SPOT
144 W. 4th St.
Phone 364-0430
B-11-2-tfc

BEAR
Wheel Alignment
Complete Front-End
Service
ORSBORN CHEV.-OLDS
Phone 364-2160
B-11-2-tfc

DIST. WATER, Ozarka water, soft water service, home owned softeners, industrial softeners, 364-3280 216 North 23 Mile Avenue, Hereford.
B-11-20-17-tfc

C&W Tile and Tops
★ Ceramic Tile
★ Marble
★ Indoor - Outdoor Carpet
★ Ceramic Tile Repair Kit
★ Linoleum
★ Tile
NEW VIKING CARPET
B-11-9-tfc

WE BUY scrap iron, metals and batteries. Phone 364-3777 or 361-3350.
B-11-11-29-tfc

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

MANNING PLUMBING CO.
ROY... JIM
PLUMBING REPAIRS
325 Avenue B
Phone 364-0931.
B-11-34-tfc

PORTABLE DISC ROLLING
Scalloped or plain. Jacobsen Brothers. Phone EM 4-1513.
B-11-10-23-tfc

HORSE BOARDING STABLES, NEAR TOWN Beginning March 1st, we will stable, feed and water your horse for \$45.00 per month, or we will rent you a stall for \$12.00 per month, pay in advance. Call 364-1189 after 4:30 p.m. or see Harvey Rowland.
B-11-4-7c

DAY NURSERY
LITTLE BUCKAROOS
Day or weekly rates.
Call 364-0269
B-11-33-tfc

SEE US FOR
SHOE REPAIR
AT
BOOTS & SADDLE
IN SUGARLAND MALL.
B-11-7-tfc

EXPERT PIANO TUNING
Call 364-0628 before 10 a.m. or 364-1182 thereafter.
B-11-7-tfc

I WILL DO IRONING IN MY HOME. \$1.50 per dozen. 235 Ave. A. Phone 364-3528.
B-11-16-5-12c

FILM DEVELOPING - PRINTS
CITY DRUG STORE
337 North Main
Two day service on black and white, movie film and slides.
B-11-2-tfc

HARVEY HUDSON; graduate Farrier. Shoeing, training and corrective shoeing. By appointment. 647-2496, Dimmitt.
B-11-13-14-tfc

13. LOST & FOUND

LOST: ONE registered Beagle. Answers to the name of Joe. Reward. Charlie Hill, 504 E. 5th Hereford, Texas.
B-13-17-4-tfc

FOUND: PAIR of glasses with clipon shade attached. Call Hereford Brand.
B-13-10-7-tfc

Legal Notice

TO ALL PERSONS INTERESTED IN THE ESTATE OF JOSEPHINE HUCKERT, DECEASED:
Notice is hereby given that in cause number 1960, styled In The Matter Of The Estate Of Josephine Huckert, Deceased, pending in the County Court of Deaf Smith County, Texas, Thresa Huckert Heiselman, Ernestine Huckert Sanders, and Louis N. Huckert were duly appointed as Independent Executors and Trustees of said estate. All persons having claims against the estate should file the same with the Executors in care of Cowser & Bybee, Box 826, Hereford, Texas.
T-7-2c

Canyon Animals Being Counted

SAN ANGELO - Texas Parks and Wildlife biologists in the rugged Palo Duro Canyon country are waiting for snow so that counting of mule deer and mule sheep from a helicopter can begin.
Assistant Project Leader Phil Evans uses a carbon dioxide charged pistol for firing a half-inch ball of paint to mark the animals while they are in the rocky and brushy habitat as an aid in determining movement and distribution.
Every shot fired, says Evans, isn't a direct hit, but the job gets done.
A white background would be a big help in spotting both deer and sheep because the natural coloration of both species closely resembles the rock and earth background.

TAX MAN SAM SEZ:

If you have a question about preparing your income tax return after reading the income tax instructions you received in the mail, IRS has three booklets that can help you. If you have farm tax problems, you can get a copy of the Farmer's Tax Guide free at any Internal Revenue Service office or at your County Agent's office. Internal Revenue sells "Your Federal Income Tax" and the "Tax Guide for Small Business" for 50 cents each. "Your Federal Income Tax" answers most of the questions for an individual. The "Tax Guide for Small Business" does the same thing for a business.

Great West Mill and Elevator Company built Deaf Smith County's first elevator with a unit of 10,000 bushels of wheat, later increased to 40,000.

AUSTIN HIGHLIGHTS

Controversy Still Strong Over Liquor Control Board

By VERN SANFORD
Texas Press Association

AUSTIN - State attention continues to center on the embattled Texas Liquor Control Board.
Speaker Ben Barnes appointed a special subcommittee from the House State Affairs Committee to study possible changes in the election laws. Rep. Dick Cory of Victoria, committee chairman, also heads the subcommittee. Other members are Reps. James Slider of Naples, Bill Clayton of Springlake, Cletus Davis of Houston and Roy Garwood of San Antonio.

Cory stressed that the committee will not investigate Board operations. It will look into the cumbersome liquor laws which have not been modernized since they were first adopted in 1935. Chairman Cory says the panel will be ready with its recommendations (which conceivably could include legalization of liquor-by-the-drink sales) "whenever Governor Connally calls a special session of the Legislature."

LCB itself has drafted a set of recommendations which include the provision that no private clubs, veterans or fraternal organization can serve liquor over the bar in dry areas without local-option election approval.
A veteran lawyer, O. N. (Newt) Humphreys Jr., was chosen by the Board to take the vacant job as assistant to Administrator Coke Stevenson Jr. Humphreys, 43, is a native of Brenham. His father was chief of police there. The new LCB assistant chief has been with the Texas Department of Public Safety since 1948 and for 11 years has been head of its intelligence division.

His selection led to speculation that the LCB might in a few months move Humphreys up to administrator. But Stevenson said that he has no intention of resigning while the agency is under fire.
In a unique way, the LCB situation got involved in the governor's race. Lieut. Gov. Preston Smith was critical of the decision by Barnes to name a special committee. Then Eugene Locke of Dallas, one of Smith's opponents in the Governor's race, said the liquor laws obviously need revision and that Smith should have provided leadership toward that end.
Gov. John Connally's declaration that state legislators have been involved in "influence peddling" efforts with Stevenson, and his refusal to grant special treatment kept his salary down, led to some checking.

A study of the appropriations laws for the past 10 years shows that Stevenson's salary was generally held to about \$4,000 less than those of comparable department heads. It was only last Sept. 1 that his salary was brought to within \$1,000 of two other agency heads.
SPECIAL SESSION TALKS - With all the 1968 candidates now on the line and campaigns still in low gear, favorite Capitol speculation is the date of the upcoming special legislative session.
Governor Connally must call one in order to pass a 1969 budget and a new tax bill. This has to be done before September 1, start of the next fiscal year. Otherwise, there will be no money for continuation of state services.
Big question is when?
It has been widely assumed that Connally will wait until around June 3 when the primary elections will be over.
Since the governor said that he may ask legislators to consider liquor-by-the-drink legalization and conflict-of-interests curbs, speculation on the session's date has flared anew. It is felt that he may have an earlier date in mind, like maybe March 4. Senate Secretary Charles Schnabel "predicted" this starting time in a Valentine Day letter to senators. Later he wrote with "tongue in cheek" and wasn't really serious.
Arguments run something like this:

FOR JUNE - Legislators won't vote for a big tax bill with elections starting them in the face, and will resent having campaigns interrupted. Early session would put friends as well as foes on the spot and might result in defeat of some. Lawmakers are reluctant to vote for tax measures until the last minute, anyway; and along about July and August, they can't put it off any longer.

FOR MARCH - After their election lame duck legislators would be rebellious toward any tax program or other controversial measures submitted by the

governor. More time might be needed to pass a major tax bill than would be allowed by a June session. New Democratic nominee for governor will be known by June, and the legislators may be inclined to look to him for leadership and ignore Connally's proposals.
Only man really in position to know is John Connally. He says he hasn't made up his mind - and might not for several weeks. But adds: "Any date is a possibility."

APPOINTMENTS ANNOUNCED - Governor Connally selected Consumer Credit Commissioner Francis A. Miskell as a member of state Constitutional Revision Commission.

Sen. Ralph Hall of Rockwall, senate president pro tempore has been designated state campaign manager for gubernatorial candidate John Hill.
William F. (Bill) Carter, press secretary to the governor, will return to his old job as DPE public information officer on March 1.

James J. Kelly will serve as acting executive director of the Texas Industrial Commission.

Kyle Thompson, Capitol bureau head of United Press International, is handling press relations for gubernatorial candidate Eugene Locke.
COURTS SPEAK - Texas Supreme Court has held that: Cities should not license door-to-door insurance salesmen (in a case originating in Hillsboro); City of Beaumont and its music commission are not responsible for injuries to a woman who fell while attempting to return to her seat at a concert in the city auditorium; Henderson County district court must consider a land vacancy claim; A jury trial must be held in an Amarillo man's suit against a railroad after the driver of a car in which he was a passenger crashed while trying to avoid hitting a train.

High court also agreed to hear arguments on March 27 in a San Antonio case involving a father's right to prevent a divorced wife from legally changing the name of their child.

Court of Criminal Appeals affirmed the death penalty assessed 19-year-old Johnny Rudy Enriquez for murder of a Beeville nurse - one of five persons he was accused of slaying within six hours April 25, 1966. Trial of death extended from Corpus Christi, through Beeville and into Wilson County.

OIL DEMAND - Continued blockage of the Suez Canal and the TAP pipeline in the Middle East again has zoomed demand for Texas oil.
Railroad Commission increased February oil production allowable from 47 to 49.6 per cent of potential, retroactive to February 1.
Commission set March factor at the same level, responding to demand by producers.
New allowable will permit maximum production of 3,732,485 barrels a day, compared with 3,588,958 under 47 per cent factor.

ATTORNEY GENERAL RULES - State Department of Public Welfare is required to make "medicaid" payments direct to doctors and hospitals for medical care of welfare recipients, says Atty. Gen. Crawford Martin.
In other recent opinions, Martin held that: Public junior colleges are local educational agencies, providing "public free" secondary education at public expense and subject to public supervision and direction; and the State Insurance Commissioner does not have authority to approve an amendment to an insurance company's charter which, in effect, transforms it into a commercial corporation required to have a charter from the Secretary of State.

DRAFT QUOTA UP SHARPLY - Texas draft boards next month must furnish the largest monthly quota of young men for military service in nearly two years.
Col. Morris S. Schwartz, state Selective Service director, said the local boards have been called on to provide 1,948 men - most since the 2,012-man quota of November, 1966. Low point in the interim was 674 men last February.

This year's monthly quotas have been 1,185 men in February and 1,659 in January.
National call for March induction is 39,000 men. All are for the Army.

FIRE RATE CUT PROPOSED - State Board of Insurance proposed its first cuts in seven years (average of 3.6 per cent) in statewide fire, extended coverage and home owners

insurance premiums.
Rate experts suggested 4.4 per cent reduction in fire premiums, 3 per cent in extended coverage and 3.1 per cent average for home owners.
Fire and extended coverage rates are set statewide, and homeowners rates are figured on a three-region basis due to weather hazards.
If adopted, rates would be effective June 1. Biggest money saving on home owners' premiums would be in 10-county Sherman area where rates are now high.

FISHING AGREEMENT SIGNED - Texas and Louisiana fishermen soon will be able to fish in boundary waters of the two states with license or exemption from either.
Parks and Wildlife Commission signed such an agreement with Louisiana officials. It takes

effect in 30 days and applies to Sabine Pass, Sabine Lake, Toledo Bend Reservoir and Caddo Lake.
PWC Chairman Will Odom said this reciprocal arrangement climaxed two years of work. He expressed hope that Texas can work out similar pacts with Arkansas and Oklahoma.
Odom said that no two-state reciprocal hunting licenses can be adopted.

SHORT SHORTS - Carl V. Ramert of Yoakum has been appointed District Engineer by State Highway Engineer J. C. Dingwall... Texas Industrial Commission named James J. Kelly as acting executive director... "Texas Committee" on Natural Resources vigorously protested the lease of Meridian State Park property for a nine-hole public golf course. Cotton farmers in Hudspeth and El Paso Counties have until Feb. 29 to clean their fields of stalks to protect against pink bollworm... Governor Connally approved a regional planning grant of \$5,500 for the Concho Valley Council of Governments, San Angelo... State Board of Health allocated more than \$17,000,000 in Hill-Burton hospital construction funds to 40 projects.

EDITOR'S NOTE: Below are questions now being asked at draft boards. The answers are by Colonel Morris S. Schwartz, State Selective Service Director, 309 W. 9th Street, Austin, Texas 78701. He will welcome your questions.
Q - May a young man who has received an order for induction from his draft board enlist in any armed service of his choice?
A - Normally, he will be permitted to enlist in the Regular service for active duty, but not in the Reserves or the National Guard.
Q - Should he advise his local board when he volunteers for the Air Force, Navy, or any other service?
A - Yes, because he is under orders to report for induction, and this order will have to be cancelled.
Q - Should he ask the recruiter or other representative of the armed force concerned to do anything before he sees the draft board?
A - Yes, he should ask the recruiter or other representative to furnish convincing evidence in writing that he is prepared to enlist him on or before the date set for his induction.
Q - What does the draft board do then?
A - It reopens his case, which cancels the order for induction.

Uncle Sam's Selective Service
Q - Suppose the draft board refuses. May the young man appeal this in any way?
A - Yes, he may request the state Selective Service director to cancel his order. If the state director does not approve his request, he may appeal to the director of Selective Service in Washington.
Yards and yards of material, from calico to silk, were sold to Deaf Smith County families by Mr. and Mrs. George A. Stambaugh. He established a grain and feed store across the railroad track on South Main.

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Hereford, Texas **STATE INSPECTION CENTER**

Penneys
AUTO CENTER
Mon.-Fri. 7:30 a.m. to 6:30 p.m.
Saturday 7:30 a.m. to 8:30 p.m.
2. COMPLETE CHASSIS LUBRICATION





1. EXPERT WHEEL BALANCE (INCLUDES WEIGHTS)
3. PRECISION BRAKE ADJUSTMENT

GEORGE WASHINGTON AND ANNIVERSARY AUTO CENTER SPECIALS

3 DAYS ONLY!
Your choice of 3 great service specials!

99c EA. CHARGE IT!

Drive in right now and take advantage of this limited offer. You can always rely on Penneys for expert service at sensible prices.

Foremost Winter Safe Premium Tire
670-15 - 775-15
6 ply rating
Tubeless - Blackwall
now only

15.00 plus tax

Star
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY

It is illegal to possess MARYJANE!
YET IT IS FOUND IN EVERY HIGH SCHOOL CORRIDOR!

MARYJANE
PATHECOLOR
WITH FABIAN MARCOU, MARGHERITA COLELLI, MCCORMACK

STAR THEATRE
Sunday OPEN 1:45 SHOWTIME 2:00
Monday OPEN 6:00 SHOWTIME 6:15 8:21
Tuesday OPEN 6:00 SHOWTIME 6:15 8:21

AUDREY HEPBURN
in a totally trapped girl at the mercy of
ALAN RICHARD ARKIN RICHENA

WAIT UNTIL DARK
EREM ZEMBAK, JR.

WHAT DID THEY WANT WITH HER?
What had she done? What did she do that they would TERRORIZE or KILL for?
HER ONLY FRIEND AND ALLY WAS DARKNESS. WHY?

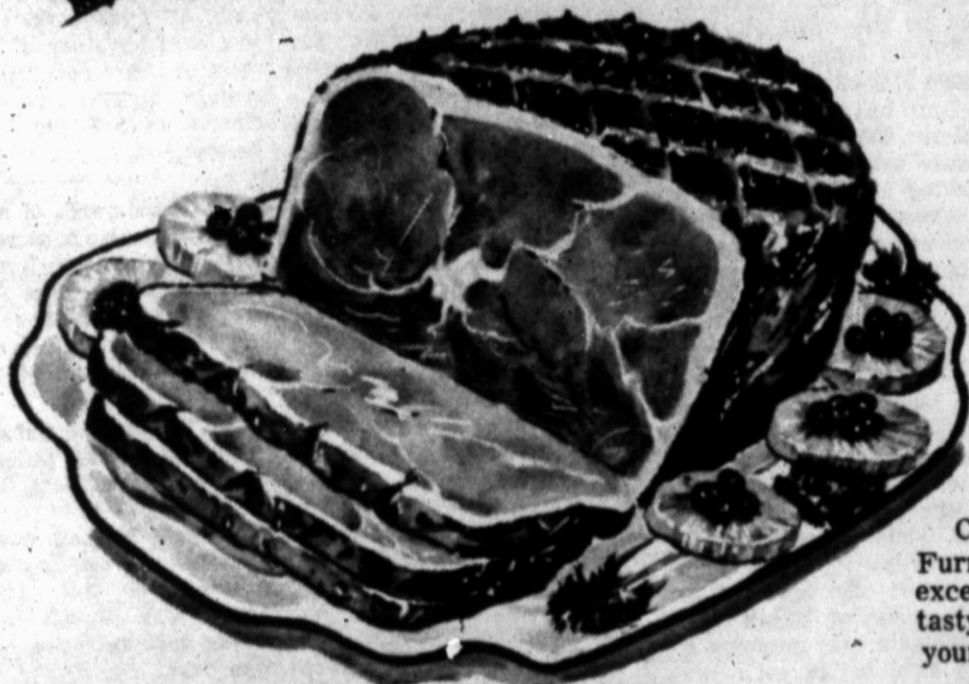
WASHINGTON'S BIRTHDAY SALE FEATURING...



MIRACLE PRICES!

NO EXPENSIVE GAMES TO RAISE YOUR FOOD BILL! EVERYDAY LOW SHELF PRICES plus ADVERTISED SPECIALS AND FRONTIER STAMPS

Unless you are a frequent winner in store games (Which is rare), you are probably paying extra for groceries. At Furr's we have eliminated costly games and promotions and pass all the savings on to you in lower prices! Compare shelf prices and you'll see. Get more savings at Furr's... Low everyday prices, advertised specials and Frontier Stamps.



Delicatessen PICNIC SPECIAL

- 1 Whole Fried Chicken
- 1 Pint Cole Slaw
- 1 Pint Pinto Beans
- ALL FOR \$1.89

COMPARE OUR TRIM! Furr's beef is trimmed of all excess fat and bone and is tasty and tender or double your money back.

HAMS Hickory Smoked Shank Portion lb. **49c**
Butt Portion lb. 55c

FILL THOSE FREEZERS NOW WITH U.S. CHOICE BEEF

- 1/2 BEEF, lb. 55c
- FULL ROUND, lb. 69c
- HINDQUARTERS, lb. 69c

All Beef cut & wrapped free - order today

LINK SAUSAGE Farm Pac Skinless 12 oz. pkg. 45c
MERICCO COOKIES Pre Sliced Refrigerated ea 29c
WIENERS Farm Pac All Meat 12 oz. pkg. 45c
PORK ROAST Boneless 3 to 4 lb. avg. 69c

RIB STEAK U.S.D.A. Choice Farm Pac Blue Ribbon Beef lb. **89c**
LUNCH MEAT Farm Pac 2 to 3 lb. pkg. **3 for 87c**
CORNER BEEF Lean Pork lb. **89c**
PORK STEAK Lean Pork lb. **59c**

BACON ENDS & PIECES Swift Premium 4-LBS. **89c**



PIES Morton Cherry 20-oz. pkg. **29c**
EGGS Farm Pac Grade A Med. doz. **35c**

Fresh Fruits & Vegetables

APPLES Washington State Extra Fancy Golden Delicious 5 LBS. **\$1**
ORANGES Calif. Sunkist Navels 5 LBS. **\$1**
POTATOES US No. 1 Russets 10 lb. bag 49c
TANGARINE California 5 lbs. **\$1.00**
PEAT MOSS 50 lb. bag 89c
POTATOES US No. 1 Reds 10 lb. bag 39c

CHERRIES Food Club No. 303 can 38c
DRINKS Wagners Breakfast 32 oz. 3 for 79c
MIXED NUTS Tom Scott 13 oz. 47c
PINTO BEANS Arrow 4 lb. bag 49c
LIGHT BULBS Sylvania 60-75 and 100 watt 2 for 35c
TUNA Starkist Chunk Style No. 1/2 can 29c
OLIVES Spencer Stuffed 7 1/2 oz. 49c
FOIL Reynolds 25 ft. 29c

We Reserve The Right To Limit Quantity

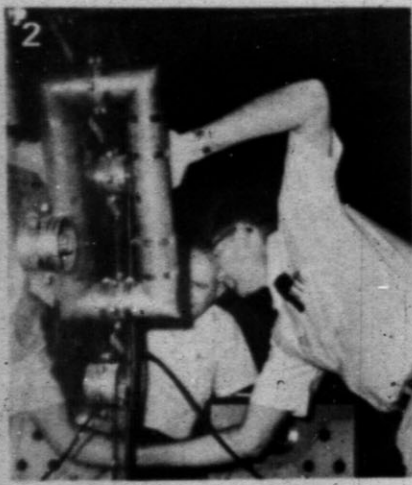
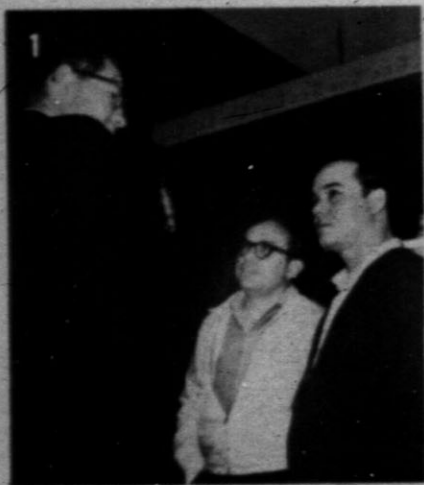
CHARCOAL Town and Country Time 10 LB. BAG **49c**
FACIAL TISSUE Scotties **4\$1**

Fresh Frozen Food Savings

LEMONADE Top Frost Fresh Frozen 6 oz. **10c**
POTATO SOUP Campbells 10 1/2-oz. **19c**
COOL WHIP Qt. **49c**

SUGAR HOLLY OR IMPERIAL 5 LB. BAG **46c**





1. Just hours after the new owners take over, electronics experts Bill Cannady and Bill Smith jet to Amarillo to tackle the station's picture problems. Manager John Tyler briefs the two as they formulate a plan of attack.

2. By midnight the station is crammed with sophisticated electronic testing gear. It's late, but the long search begins.

3. The team of specialists probe and analyze. Coffee cups are filled and re-filled. Hopeful moments turn into disappointment.

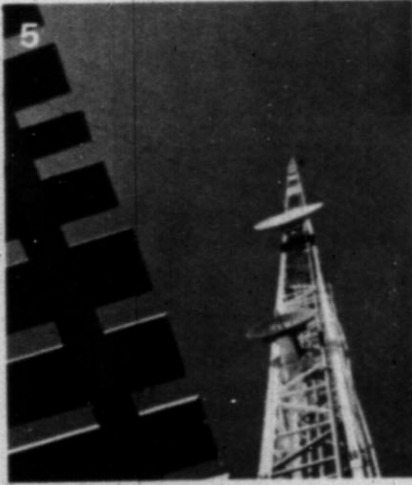
4. By 4 a.m., no solution. Not even a hint. Weary eyes examine complicated diagrams. The steady hum of high-voltage equipment is hypnotic.

5. Fighting fatigue, the bleary-eyed team takes a breather at daybreak. Cannady notices something suspicious about the tower. "Bring a transit!" he orders.

6. "The tower's out of plumb," he declares. "And the antenna's leaning." Somebody has to climb the tower—757 feet up! (front page)

7. Hard muscles strain against massive wrenches, inching the tower into position. If a cable snaps, the whole tower could come crashing down.

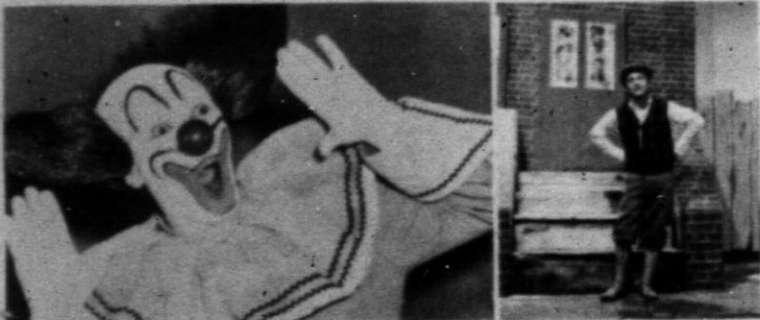
8. At last it is straight. Then come exhaustive tests for picture quality. It has worked. The picture really is better! Now they can go home and sleep. For awhile.



MORNING AND AFTERNOON PROGRAMS

MONDAY through FRIDAY—DAYTIME

6:30 A.M. — Cartoons and Corn Flakes (with TUGGIE)



9:00 A.M. — Dennis the Menace
 9:30 A.M. — Donna Reed
 10:00 A.M. — Temptation/News
 10:30 A.M. — Mother-In-Law
 11:00 A.M. — Bewitched
 11:30 A.M. — Treasure Isle



12:00 Noon — Fugitive
 1:00 P.M. — Newlywed Game
 1:30 P.M. — Baby Game/Child Doc
 2:00 P.M. — General Hospital
 2:30 P.M. — Dark Shadows
 3:00 P.M. — Dating Game
 3:30 P.M. — Early Show (See Movie list below)

SATURDAY

7:00 A.M. — Modern Education
 7:30 A.M. — Cisco Kid
 8:00 A.M. — Casper
 8:30 A.M. — Fantastic Four
 9:00 A.M. — Spiderman



9:30 A.M. — Journey To The Center Of The Earth
 10:00 A.M. — King Kong
 10:30 A.M. — George of the Jungle
 11:00 A.M. — New Beatles
 11:30 A.M. — American Bandstand
 12:30 P.M. — Happenings '68



1:00 P.M. — Saturday Matinee
 2:30 P.M. — Pro Bowlers
 4:00 P.M. — Wide World of Sports

SUNDAY

7:00 A.M. — Modern Education
 7:30 A.M. — Cisco Kid
 8:00 A.M. — The Big Picture
 8:30 A.M. — Milton the Monster
 9:00 A.M. — Linus
 9:30 A.M. — Bugs Bunny
 10:00 A.M. — Bullwinkle
 10:30 A.M. — Discovery
 11:00 A.M. — First Baptist Church
 12:00 Noon — Directions '68
 12:30 P.M. — Issues and Answers
 1:00 P.M. — NBA Basketball



3:00 P.M. — American Sportsman



4:00 P.M. — Sunday P.M. Show

EARLY PM SHOW

3:30 to 5:00—MONDAY thru FRIDAY

Thurs., 2/22 — A Woman's Devotion
 Fri., 2/23 — Johnny Guitar
 Sat., 2/24 — *(10:30 pm Late Show) Hell Fire
 Sun., 2/25 — *(10:30 pm Late Show) I Dream of Jeannie
 Mon., 2/26 — Flame of the Island
 Tues., 2/27 — The Quiet Man
 Wed., 2/28 — The Outcast
 Thurs., 2/29 — Battle Cry
 Fri., 3/1 — Big Jim McLain
 Sat., 3/2 — *(10:30 pm Late Show) The Command
 Sun., 3/3 — *(10:30 pm Late Show) The Great Jewel Robbery

Mon., 3/4 — I Died 1000 Times
 Tues., 3/5 — I Was a Communist for the F.B.I.
 Wed., 3/6 — Mr. Roberts
 Thurs., 3/7 — Sea Chase
 Fri., 3/8 — Stage Fright
 Sat., 3/9 — *(10:30 pm Late Show) The Wrong Man
 Sun., 3/10 — *(10:30 pm Late Show) Bernadine
 Mon., 3/11 — Bottom of the Bottle
 Tues., 3/12 — Man in Gray Flannel Suit
 Wed., 3/13 — The Man Who Never Was
 Thurs., 3/14 — The Bad Seed
 Fri., 3/15 — A Face in the Crowd
 Sat., 3/16 — *(10:30 pm Late Show) The Old Man and the Sea
 Sun., 3/17 — *(10:30 pm Late Show) The Eddie Cantor Story

For additional copies
 of this TV Guide
 write to KVII-TV



Box 925 • Amarillo, Texas
 Pho. 373-1787

TELEVISION SECTION

AN ADVERTISING SUPPLEMENT TO THE HEREFORD BRAND, FEBRUARY 22, 1968

AS NEW OWNERSHIP - NEW MANAGEMENT TAKE OVER

BIG EXCITEMENT AT CH. 7

News Department Comes on Strong

A spy ship is seized... an earthquake rocks a distant island... a president is shot.

There is no major happening throughout the world that KVII-TV viewers won't know about within minutes, according to Bob Izzard and Tom Martin, Channel 7's experienced news team.

"A flick of a switch is all it takes to bring any emergency or major news event right into the living-rooms of our viewers," Izzard said.

Martin, an award-winning commentator and nationally-recognized magazine writer, observed that "the viewer is never out of touch with significant events while watching his favorite program."

The KVII-TV news staff is being doubled to add strength to the department, and additional equipment has been added to provide faster coverage of local and area events.

One major addition is a Jamieson Color Film Processor.

"Normally it takes an hour to process color film for newscasts," Izzard said, "but with the new processor we can go from dip to dry within 20 minutes and handle up to 1,000 feet of news film at a time. This means that a story can break 15 minutes before any news program, and before the newscast is finished we can have the filmed story on the air."

The news staff works with a motto constantly in mind: "Get It First; Get It Right."

Both Izzard, 44, and Martin, 42, are experienced reporters and observers. Izzard, a University of Illinois graduate, has worked in radio and television news since 1948. On the first television newscast in Amarillo, he coined the phrase "Golden Spread," a term now widely used by all media.

He has covered several major stories in Amarillo and throughout the nation. He covered the Tex Thornton murder in Amarillo; the Alaska earthquake; Project Gnome, the atomic device blast near Carlsbad, N.M., to name a few.



Izzard, reared in Amarillo, was a fighter pilot during World War II, and flew 105 missions in P-47s over Europe. He had a special interest in his coverage and participation in a B-52 mission over Vietnam, the capture by the First Cavalry of a cave on the central highlands of Vietnam, a F-100 mission and two air control missions in the Mekong Delta.

Izzard has traveled the world over, and his first hand knowledge of conditions in troubled spots gives him an edge over many newsmen in the area.

Martin, author of "Dynasty: The Longs of Louisiana," was assistant bureau chief for Newsweek Magazine in Los Angeles and Southwest bureau chief for Time Inc. in Dallas prior to entering the television news field.

He distinguished himself while working for the Houston Press and the Houston Post as an investigative

reporter. Exposures became his forte, and he exposed a massive insurance scandal in Texas that resulted in changes in the state's insurance laws. He found corruption in the Internal Revenue Service in Texas and in the city government in Houston, both resulting in changes in officials and laws. His exposures earned him the Headliner Award for Investigative Reporting.

Martin was editorial director at KFDD-TV, and won the National Sigma Delta Chi Award for his editorial comments. He also freelances to several national magazines, notably among them The Saturday Evening Post.

He is married and has two children.



High Powered Engineers Work on Picture Problems

No military operation ever worked with more precision than when KVII-TV changed hands three weeks ago.

The transfer was made at noon, and the ink was hardly dry on the final signature before John Tyler, the new general manager, was on the phone calling in a picked team of engineers to cure the ills plaguing the now locally-owned station.

"By 8 p.m. that day, they had flown into Amarillo airport, and by midnight they had rolled their oscilloscopes and other electrical paraphernalia into the transmitter room. We all felt a sense of urgency. We wanted to get things done, and fast! And we did!"

The engineers were Bill Cannady, Channel 7's director of engineering, described by Tyler as someone "who knows more about television than those who invented it;" Bill Smith, a highly competent field service engineer with General Electric in Dallas, and Bill Green, a mechanical expert and KVII-TV's chief engineer.

"They worked all night, were at it again by noon the next day and at the transmitter for another all night session. I've never seen people so picky before," Tyler said. "They probed, prodded, pulled apart and put back together nearly every piece of equipment we have, and after they finished, they said, 'Let's check it just one more time.' Unbelievable!"

One of the major problems was the tower. It's 757 feet tall and the 77-foot antenna brings the over-all height to 834 feet. Twenty guy wires hold it in place. Cannady pointed out that the tower was out of plumb.



"This is about the most disgusting thing that can happen to a viewer, particularly at some crucial time. We've corrected this through replacement of parts which were malfunctioning in the transmitter."

Well, John, what about the now and future? He outlined his plans like this:

1. "We're doubling our news staff, and will make it more mobile by buying additional cars. We're providing them with all the equipment they need to provide the kind of coverage viewers expect from a first class news program."

2. "We'll introduce some children's programming."

3. "We're going to sign on earlier and sign off later, and we'll start running a late late show on Friday and Saturday nights."

4. "We'll have more movies in color, and they'll be of more recent vintage than some on the air now."

5. "We will have a weather show that will be like none other ever seen on the Plains. It will be more accurate, more visual and more understandable. It will become more valuable to those who make their living farming and ranching. We'll have devices similar to those used by NASA in its space program and

"Fish in the Canadian River were getting better reception than most people were. You wouldn't think a few inches could make much difference in reception, but with the tower out of line by 10 inches, the station's donut-shaped beam was tilted high-low, overshooting Amarillo and viewers south, and slanting nearly into the river north."

The Channel 7 tower wasn't exactly the Leaning Tower of Pisa, but Cannady said that "being off just a little was enough to cause a blizzard on most screens to the south and poorer reception generally."

The engineers set up their transit on the east, north and south, taking sightings from the bottom of the tower to the tip of the antenna.

"We sent a man to the top, and he twisted the antenna in its collar, 15 feet inside the tower. That helped line the antenna up some. Then we started on the tower. It took us about three hours to straighten it," Cannady said.

With the adjustments, an increase in power and a plumbed tower, the KVII-TV transmission improved. Viewers noticed it as calls to the station indicated.

"It all should have been done a long time ago," Tyler observed.

COMPLETE K-7 PROGRAM SCHEDULE INSIDE

You will want to save this convenient viewer's guide to the exciting programming on KVII-TV. It includes the schedule for some of the season's top educational and entertainment SPECIALS coming up on ABC in the next few weeks.

used by companies such as Jet Propulsion Labs, one of the nation's firms that need the most accurate weather information available."

What about staff changes? "We're adding, not subtracting," he said. "We've got a good staff now, and we're beefing it up with some more competent talents."

Fingering the last sesame seed off the plate, he added: "You know, the viewer is King, the Boss. Not the guy on Madison Avenue as some believe. We want to know what our viewers want, and we're studying the programming now to design it for the people in our part of the country."

Another staff meeting ended the interview, but I checked John's credentials before I left. He's a director of the Texas CATV Association, and has been on the staffs of KTAL-TV, Shreveport, La., KTVT, Fort Worth, and KFDD-TV, Amarillo. Every location is better off for his having been there.

I walked out, not skeptical, but believing what I saw. KVII-TV ISN'T the same station, and I say Cheers to that!

Area Viewers see immediate improvement in K-7 picture quality. See back of this section for picture story of how it happened.

KVII GOES UNDER MICROSCOPE

Reporter Sees Effect of Change

By JERRY SINISE
Freelance Writer

"Making changes here is like sitting on a bed of ants. You don't know where to swat first, because you're getting bitten in a new place every second."

That was John Tyler's opening line to a three hour interview about KVII-TV, its new ownership and his plans as general manager.

Between phone calls, consultations with his staff and a cooling hamburger on a sesame seed bun, he said: "It's not the same station any more. Things are different. They're getting better all the time."

Newsmen are trained to be slightly skeptical of chamber-of-commerce type statements, so I must have sounded somewhat ho-hum in answering: "Of course."

That stopped him in the middle of his attack on soggy lettuce. "Don't take my word for it. Ask anyone."

I did. Tom Martin. As one journalist to another I asked him to level with me.

"For the first time," he said, "everyone feels we're finally in the ballgame and can compete all the way. There's an intense excitement and contagious enthusiasm at KVII-TV that hasn't been noted around here for years. John's right. This isn't the same station."

This ebullience is new. I'd been around the station when a lethargic staff was walking on its lower lip,

watching the seconds tick away so it could go home and forget the whole day ever happened.

So, I asked John why the sudden happiness in the atmosphere.

"The change of management and the sale of the station to local ownership have generated a spark of optimism throughout the whole organization. We're going places, and we know it!" he emphasized.

KVII-TV now is owned by Mrs. Estelle Marsh, Stanley Marsh III, Tom Marsh and Michael Marsh, all of Amarillo.

"The Marsh family has been associated with successful Amarillo and area businesses for many years, and they want to see KVII-TV succeed, and they're doing those things necessary to see that it does."

What things, I wanted to know, figuring a put-up-or-shut-up attitude here would get the best results.

John pointed the half eaten hamburger my way, and said: "You know that if anything happens on the High Plains, the switchboard here lights up like a pinball machine gone berserk, and that's been happening ever since the Marshes bought the station."

"One viewer summed up all the calls when he asked what we did to the picture. We didn't know whether to panic, pull the plug on him or what, but we told him we'd improved the color and image 100 per cent or better. You can say that again, he told us. So we did."

Tyler, using a limp french fry as a pointer, said three topnotch engineers combined their talents to sharpen the blurs and strengthen the signal. They were KVII-TV's Bill Cannady, director of engineering; Bill Green, the station's chief engineer, and Bill Smith, district field service engineer with General Electric.

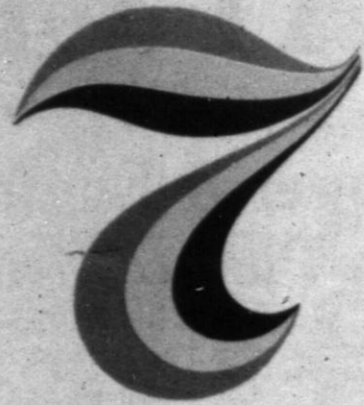
Laughing a little, Tyler said one of his callers, someone who lived outside Amarillo, told him he was surprised to find the Big Valley really wasn't filmed in a continuous snow storm. "He had a well-how-about-that sound in his voice."

"Seriously, we recognize that KVII-TV has had several problems in the past that were picture-related. The picture was inconsistent. The reds might go pink and the pinks, red, but this problem has been permanently cured with the addition of the latest solid state microwave transmission equipment."

"We had a weak signal, and this resulted in more than the usual amount of snow in some areas outside Amarillo. This has been corrected by bringing our transmitter up to full power of 316,000 watts, the maximum allowed by the Federal Communications Commission. The station had been operating on reduced power until a couple of weeks ago."

I brought in one of my pet gripes, having the station go off the air at the most inopportune moment.

KVII-TV



AMARILLO, TEXAS



7 days - 7 nights - 7 worlds of dramatic, thrilling, magnificent showy, brilliant, glorious, radiant, splendid bespangled all in seven's heavenly vivid color.

MARSH MEDIA LTD.



	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
5:30 P.M.	ABC NEWS-LOCAL NEWS-WEATHER-SPORTS	ABC NEWS-LOCAL NEWS-WEATHER-SPORTS	ABC NEWS-LOCAL NEWS-WEATHER-SPORTS	ABC NEWS-LOCAL NEWS-WEATHER-SPORTS	ABC NEWS-LOCAL NEWS-WEATHER-SPORTS	THE PROFESSIONALS	
6:00 P.M.						CISCO KID	
6:30 P.M.	COWBOY IN AFRICA	GARRISON'S GORILLAS	THE AVENGERS	BATMAN	OFF TO SEE THE WIZARD	DATING GAME	VOYAGE TO THE BOTTOM OF THE SEA
7:00 P.M.				FLYING NUN		NEWLYWED GAME	
7:30 P.M.	RAT PATROL		2nd HUNDRED YEARS	BEWITCHED			THE FBI
8:00 P.M.	FELONY SQUAD	IT TAKES A THIEF	WEDNESDAY NIGHT MOVIE SPECIALS	THAT GIRL	OPERATION: ENTERTAINMENT	LAWRENCE WELK	SUNDAY NIGHT MOVIE
8:30 P.M.	PEYTON PLACE I	N.Y.P.D.	3/6 - MONTE CARLO C'EST ROSE RISE AND FALL OF THIRD REICH Part I	PEYTON PLACE II	GUNS OF WILL SONNETT	HOLLYWOOD PALACE	2/25 - FLAME OVER INDIA 3/3 - (SPECIAL) HATFUL OF RAIN
9:00 P.M.		THE INVADERS	3/13 - "HANS CHRISTIAN ANDERSON"	MARSHAL DILLON I	JUDD		3/10 - BRIDGE ON RIVER KWAI 4/14 - THE ROBE
9:30 P.M.	BIG VALLEY		4/1 - McARTHUR HEARINGS	MARSHAL DILLON II		HAZEL	4/21 - (SPECIAL) ROMP
10:00 P.M.	BOB IZZARD - NEWS	BOB IZZARD - NEWS	BOB IZZARD - NEWS	BOB IZZARD - NEWS	BOB IZZARD - NEWS	BOB IZZARD - NEWS	LOCAL NEWS-WEATHER-SPORTS
10:30 P.M.	JOEY BISHOP	JOEY BISHOP	JOEY BISHOP	JOEY BISHOP	JOEY BISHOP	LATE SHOW	LATE SHOW
	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

YOUR FOOD DOLLAR GOES FARTHER
 During Furr's
WASHINGTON'S BIRTHDAY SALE!

HAM

Farm Pac Hickory Smoked



49¢
 shank end lb.

Butt End lb. 59c



**FRESH
 RADISHES
 &
 GREEN
 ONIONS**

mix-or-match

3 bunches 19¢

**DOUBLE
 FRONTIER STAMPS**
 Thursday-Friday-Saturday



\$2.50 cash purchase or more!



**AQUA-NET
 HAIR SPRAY**



16-ounce can

59¢

Crisco

SHORTENING

Limit One
 There After

74¢ 64¢

Delsey Bathroom

TISSUE

MIRACLE
 PRICE

Limit One
 There After

44¢ 34¢

Hi-Vi

DOG FOOD

MIRACLE
 PRICE

6¢

Tom Scott

MIXED NUTS

MIRACLE
 PRICE

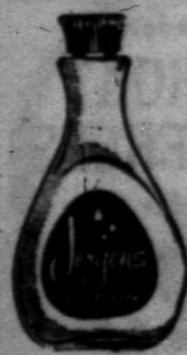
can **47¢**

**150 PRIZES TO BE GIVEN
 AWAY BY FURR'S!**

That's right! Furr's will give away 150 prizes Saturday. All you do is gather all the ping-pong balls you can from the ping-pong ball drop — then check the ball numbers at our list of winning numbers in our store. It's easy . . . it's free . . . and it takes place Saturday at 1 p.m.!



**JERGEN'S
 FAMILY SIZE LOTION**



regular
 \$1.59

89¢



The Hereford Brand

Thursday, February 22, 1968

THE HEREFORD BRAND SUGARLAND MALL ANNIVERSARY SECTION



SUGARLAND MALL'S

SECOND ANNIVERSARY CELEBRATION

3-BIG DAYS OF "PRICE CHOPPIN'" Thursday-Friday-Saturday

Feb. 22-23-24

OVER 900 PRIZES TO BE GIVEN AWAY ABSOLUTELY FREE!

If you were at the Mall last year for this event, you'll remember the ping-pong ball drop — and its here again. Saturday at 1 p.m. an airplane will drop 2000 balls on the parking area of the Mall. Each ball will have a number and 800 of those numbers represent lucky number prizes. Take the balls to each merchant and checks the numbers against the winning numbers posted in each store. You could be a winner of a gift certificate, radio, shoes, clothing, and many other valuable prizes. Remember — winning numbers will be posted in every store at Sugarland Mall!

PRICES ARE
"Getting the Axe"



At
Sugarland
Mall!

I'm sure all of you can think of one particular sale in the past that really saved you money! Well folks, this is that type of event. The "Mall" merchants have combined their Anniversary Celebration and Washington Birthday Sale into one tremendous event — one that you'll never forget. Examine every "special" in these pages and you'll agree that this is the greatest sales event ever held in Hereford!

sweetbriar . . . values for
**SUGARLAND MALL'S
 BIRTHDAY SALE!**

ALL of our NEW Spring

DRESSES

during this sale only!

10% off

All Of Our Winter
**DRESSES ★ FORMALS ★ PURSES
 SPORTSWEAR ★ MILLINERY**

1/2 price and less

sweetbriar's own
 fine **NYLONS**

3 for \$2.37



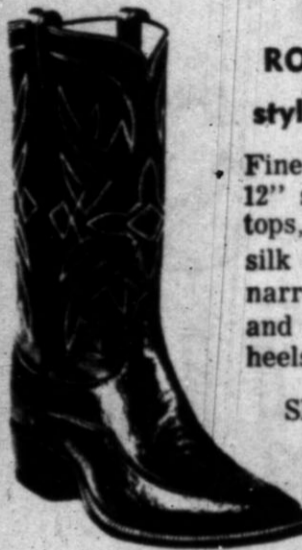
SUGARLAND Mall . . . Hereford

Lea Smith manager

Boots & Saddle

SUGARLAND MALL

ANNIVERSARY SPECIALS!



THE
 ROUND UP
 style 180 T-3

Fine and fancy!
 12" shallow scallop
 tops, three rows
 silk stitching,
 narrow round toes
 and combination
 heels.

SPECIAL AT

\$42²²



HATS

by American
 Shaped and Styled

\$7⁵⁰
 and up

One group of

Mens Boots reg. \$36.75

\$32²²
 pr.

EXPERT SHOE & BOOT REPAIR - SHOE COLORING
 by Jimmy McCutchen

Chandelier Gift Shop

TREMENDOUS WASHINGTON'S BIRTHDAY SALE!

Music to Write
 Letters By

with Eaton's scented paper
 \$7.00
 value **\$4²²**

Imported Italian
 Straw Place Mats
 \$1.25
 value **82c**

Saturday Only!
 Eaton's
 Letter Paper
 regular \$1.59

52c

Linen
 Calendar Towels
 regular \$1.25

82c

Thursday Only!
 Early American
 Wall Plaques

regular \$2.50
\$1.22

Honeycomb Fruit
 regular \$2.25
\$1.02

Large Italian
 Florentina Boxes
 regular \$7.00

\$4⁵⁰

BE SURE
 TO BE HERE
 FOR THE PING
 PONG DROP
 SATURDAY
 AT 1:00 P.M.

CHANDELIER GIFT SHOP WILL GIVE AWAY 20 PRIZES!

Smart
vitamin
Buy



30 FREE
when you buy 100

A SMART BUY
FOR
SMART SHOPPERS

\$331

**NOVAHISTINE
LIQUID**
you pay only
82¢



regular \$1.49

79¢



CORYBAN-D
Cold Capsules
2 for \$1.00

Dorothy Gray
**DRY SKIN
CLEANSER**
\$5.00 size
\$3.00



Cepacol
Mouthwash
& Gargle
reg. 97¢

59¢



Regular & Dry
Hair Formulas
\$1.09 size

57¢

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

CELEBRATION SAVINGS!!

Coty Moisturizing
**HAND & BODY
LOTION**
\$3.50 size
\$2.00

Instead of Diapers
Use



25 size

41¢

PRIVINE
Nose Drops
regular \$1.00

53¢



STRIPE TOOTHPASTE

with Flouride
family size tube

64¢

PAMPERS



Overnight
Box of 12 **89¢**
New born
Box of 30 **\$1.49**
Daytime
Box of 15 **89¢**
Daytime
Box of 30 **\$1.69**

GERITOL
Tablets
bottle of 80

\$1.60



88¢



GET-SET

Hair Setting Lotion
regular and
hard-to-hold
formulas
regular \$1.50

80¢

PHISOHEX
Skin Cleanser
5-ounce size

84¢



with free
dispenser

89¢

MAALOX
Antacid Liquid
you pay only

93¢



**One-A-Day
Vitamins**

100 with
30 free **\$1.69**

Silk
**FACIAL
TISSUES**
150 count box

17¢

Children's
**ZESTABS
VITAMINS**
250 - regular \$5.99

\$2.47



**Sudden
Beauty**

Hair Spray
\$1.07 size

2 FOR 99¢

TUSSY
Wind and Weather
LOTION
regular \$2.00

\$1.00

Isodette
**THROAT
LOZENGES**
regular 49¢

29¢

THE Brogue

GENTLEMEN'S CLOTHING

Anniversary Specials

**SWEATERS - SHIRTS
COATS**

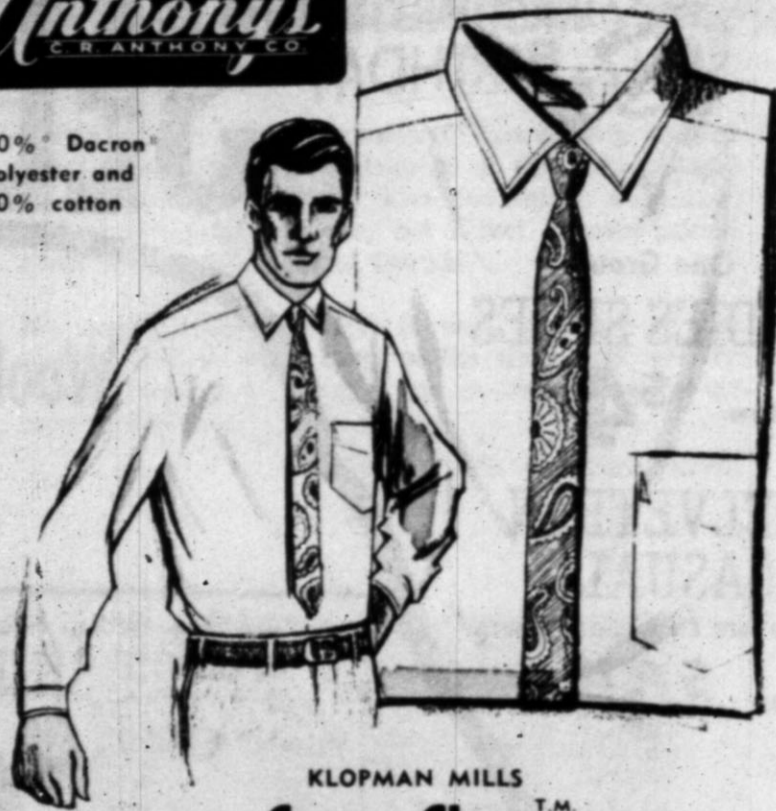
40% Off

**Thursday-Friday- Saturday
Only!**

Don't Forget The Ping-Pong Ball Drop . . .
Sat. at 1:00

Anthony's
C. R. ANTHONY CO.

80% Dacron®
polyester and
20% cotton



KLOPMAN MILLS
T.M.

Come Clean

**Now You Can Say Goodbye to Spots
and Stains . . . and Ironing too!**

A "Come Clean" permanent press fabric you can lean on by Klopman. "Come Clean" is a wonderful new process that makes polyester and cotton durable press fabrics shed common stains in only one home washing. All sorts of stains, even oily ones, or ketchup, coffee, chocolate, tea, cake. "Come Clean." Men's sizes 14½ to 17. 3.99 each. Buy two and save more.

\$3.99
each

WE CANNOT TELL A LIE...

WE'VE CHOPPED PRICES DOWN!

THURSDAY
FRIDAY
SATURDAY

CHECK OUR LUCKY
PING-PONG
NUMBERS



DACRON KNITS

100% Dacron in a beautiful textured print and stripe. Machine washable. No Iron 60" wide—reg. \$6.98 yard

\$4.99 yd.

WINDJAMMER

Coordinated in solids and checks in the newest spring colors. Washable. 45" wide.

\$1.98 & \$2.50 yd.

TRIPLE KNITS

Acetate and Nylon blend in stripes only. In the coolest colors ever. Hand Wash. 45" reg. \$2.93 yd.

\$2.44 yd.

HAPPENING

50% Rayon - 50% Cotton. Little or no ironing needed. Washable. 45" wide. Compare at \$1.98 yard.

\$1.39 yd.

RICE PADDY

93% Cotton - 7% Silk. Textured raw silk look in lovely new Spring colors. 45" wide. - regular \$1.98 yard

99c yd.



**SUGARLAND
MALL**

Anthony's
C. R. ANTHONY CO.

SALE
only

ANNIVERSARY

FUN FUN IN THE PING PONG BALL DROP SATURDAY

BIG PRIZES

THURSDAY-FRIDAY-SATURDAY,

SPECIAL PRIZES

MANY MORE UNADVERTISED SPECIALS IN EVERY DEPARTMENT

Tailored
**NYLON
PAJAMAS**

Pink
Blue
Mint
Maize
Regular
2.99
Value



\$2

Size
32 to 40

Extra values at Regular 2.49 price Now you save even more. 40 Denier Nylon Tricot. Pipin Trim. Elastic Waist Band Pants.

**Cantrece Seamless
Nylons**

All First Quality



2 Pair \$1.

"Cantrece" nylons... sheer lovely nylons... retains snug ankle fit around the clock. 400 needle 15 denier. Newest fashion shades.

KLOPMAN
64% Dacron polyester
35% Combed Cotton

**Sleep
Wear Group**

Long Pajamas
Shorty Pajamas
Waltz Gowns
Granny Gowns
Dusters

2 for \$5

Reg. 3.99
Garments.
Thurs., Fri., Sat.



**Ladies Capri
Stretch Pants**

8-18 average
10-20 tall

\$7

Nylon 2 way stretch
Bonded knit stitch
or creased front
Black and Pastel
colors Regular 8.99

Check Our
Ping Pong
Ball
Gift List In The Store



Men's Knit Shirts

Smart New
Turtle
Neck Styles

Regular 2.99

**2 \$5.
FOR**

New Turtle neck
100% Acrilan®
Acrylic
Permanent Press
New colors
sizes S M L XL



**Dress & Sport
Fabrics**

100% Cotton &
Dacron® Polyester
Cotton

2 yds. \$1

Colorful new bright bold pattern in a wide choice of measures. Every yard an outstanding value

Double Knit
DACRON
4.99

Ladies Cotton
DUSTERS

\$5

Ladies Quilted Cotton
Floral Prints
Sizes 10-18

Don't Forget The
Ping Pong Ball
Drop Sat.



SAVE AT THE MALL

Boy's 13 3/4 oz.

Jeans

Buckhide
True Western
Cut & Fit
Sizes 4-16
Reg. &
Slim

1.99

3 Day Spec.
Reg. 2.49
Buckhide
Jeans



**Boys
Hondo
Ivys**

3.99

100% Cotton
11 1/4 oz.
2 Ply Canvas
Weave
Size 6-18
Reg. Slim

Blue Natural
Loden Golden Brown

**SWINGIN MINI
STOCKING**

100% Stretch Nylon
Fish Net Hose

66c

White, Orange, Red, Blue,
Brown, Green, Yellow

JUST RECEIVED
Large Asst.

**STYLE CRAFT
SPORTSWEAR**

Bright Colors
Tops Shells
Pants & Shorts
Reg. 8-18
Tall 10-20

Priced **7.00 to 11.00**

Lucky Girl
Permanent Press
BLOUSES

2 for \$3

Whites & Pastel Print
7 to 14 Sizes
Reg. 1.99-2.99

**NEW SUPER KLONDIKE
PERMA DRESS
MATCHING SET**

Shirts 14-17

Pants 29-50

Anniversary Special

\$10

Silver Gray
Khaki Tan
Olivewood Color

Ladies Matching
Jacket & Pants

Reg. 7.99 & 8.99
Garment
Special **\$5 EACH**

Spangler's Anniversary Specials!



Intricately designed pair with six sparkling diamonds in rich 14K gold. **\$50**



Marvelous interlocking pair set with eight diamonds in fine, 14K gold. **\$75**



Diamond solitaire in modern 14K gold mounting with matching band. **\$75**



14K textured gold and ten diamonds in bridal duo. **\$175. set**



3 Piece Sheffield Silverplated Salad set

- Bowl is 5" deep 10" wide
- Large Salad Spoon
- Large Salad Fork

\$1.99 for all 3 pcs.

Mens & Ladies
WATCH BANDS
your choice

\$2.99

Pierced Ear Rings 14 KT. Post **\$1.99**
Cuff Link Sets great value **\$3.95**
Boys & Girls ID's your choice **\$4.95**
FREE ENGRAVING

Spangler's
DIAMONDS LTD
P.O.M.G.

HEREFORD'S NEWEST JEWELER

Hereford, Texas
Penneys
ALWAYS FIRST QUALITY

Ban-Lon® separates

The **TEXAS**
Stretch Pant
DALLAS

Zipper back tops

'Ban-Lon'® blouse of 100% nylon knit with ¾ sleeves and plain neck. Wrinkle shy and machine washable. Sparkling styles in sizes 30 to 40.

Cowl collared tops

Soft 100% nylon knit fabric for comfort plus easy care! 'Ban-Lon'® blouse with ¾ sleeves, cowl collar and back zipper. Sizes 30 to 40 in dazzling new spring shades.

10.98 each

Stitch-creased slacks

Proportioned stretch pants with easy-on elasticized waist and stitched crease of 100% Textralized® nylon knit fabric. They're smooth fitting 'Ban-Lon'® ankle pants that won't pill or fuzz. Spring green, sun yellow, orange marmalade and party pink in average sizes 8 to 18, tall 10 to 20.

11.98 pair



The
Candy Cane



3-DAY ANNIVERSARY SPECIAL!

Delicious Fresh

POPCORN

3 BAGS 25¢

The perfect gift for any occasion is King's Candy from The Candy Cane. Our candy is always fresh . . . and you can buy no better than King's!

Thursday,
Friday & Saturday



GEORGE'S SPECIALS

George's Special
The Long & the short of it —

"Schrank Sleepwear that's it"

Long granny Gowns, Gowns, Mini Shift Gowns & Ski Paj.
Values 6.00, 7.00 & 9.00 **\$4.22**

Sugarland Mall
2nd Anniversary Special
Group I - Winter
Dresses **\$4.22**
Values to 15.00

Group II - Winter
Dresses **\$9.22**
Values to 30.00

Group Ladies Winter
Handbags **\$3.22**
4.99 values

A "Cherry" of a buy
Long Cotton
Quilted Robes

"Martha would have loved one".
George Washington **\$6.22**
Special Price

We have taken "Georges" Hatchet & Chopped Down Down the prices
1968 Style - One Group
Cotton Shifts **\$7.22**
Values to 20.00

We Cannot tell a lie The best Hose Special in Town —
Exquisite **NYLONS**
New Shades **2 pr. for 92c**

Harman's



JOIN OUR
WASHINGTON'S
BIRTHDAY

SELL-A-BRATION

3 BIG DAYS

Thursday
Friday
Saturday

One Group
LADIES SHOES
Now **\$4²²**

VELVETEEN CASUALS
six colors to choose from
Now **\$4²²**

Nice Selection Of Ladies
Wool Slacks-Tops-Skirts- Jackets
NOW **1/2 PRICE!**

One Group Mens
SPORT SHIRTS
regular \$15.00
Now **\$4²²**

Nice Selection Mens
SPORT SHIRTS
Now **\$3²²**

LADIES KNIT SUITS
Latest styles & colors
Reg. \$95.00 to \$100.00 now **\$40⁰⁰**

One Group
Ladies Blouses reg. \$8.00 now **\$3²²**

One Table
Costume Jewelry your choice **50c**

One Group
Ladies Purses your choice **\$1⁰⁰**

One Group
Mens Ties while they last **\$1.22**

Ladies
All Weather Coats 1/2 Price!

One Group of Ladies
After 5 Dresses 1/2 Price!

Nice Group
Children's Coats 1/2 Price!

One Group
Children's Dresses 1/2 Price!

LADIES DRESSES
one group values to \$65.00
\$5-\$10-\$15

SPECIAL PURCHASE!
Here Is A Great Value!
New Spring Slacks, Tops, Shorts,
and Sets . . . Just In Time For Spring!

SHORT SETS \$6⁰⁰
regular \$10.00

SHORTS \$3⁵⁰ & \$4⁰⁰
reg. \$6.00 & \$7.00

SLEEVELESS BLOUSES \$2⁹⁹
regular \$5.00

SHIRTS \$9⁰⁰
regular \$15.00

SLACKS reg. \$5⁰⁰-\$6⁰⁰-\$7⁰⁰
\$8.00-\$10.00-\$14.00

One Big Table Childrens
Jackets-Skirts-Tops-Jackets
Now **\$1⁰⁰** ea.

Boy's Merry Mite
SUITS 1/2 price

Don't Miss
The Ping-Pong
Ball Drop!
Many Prizes
To Be Given
Away!

We Cannot Tell A Lie! The Place To Shop
For Quality Merchandise is . . .

GASTON'S

SUGARLAND MALL

Boys Jackets
Now 1/2 Price

Mens Jackets
Now 1/2 Price

Boys Sport Shirts
Now **\$2²²**

RX ROGERS-MILLER
 SUGARLAND MALL Walgreen Drug PHONE EM 4-2144

THURSDAY-FRIDAY- SATURDAY ONLY

**Grilled Cheese
 Sandwich & Coke!**

**ANNIVERSARY
 SPECIAL**

both for **19¢**

COFFEE



only

5¢ cup

-- ALL GIFT ITEMS --
 except electrical appliances **Now 1/3 Off**

**DON'T MISS THE PING-PONG BALL DROP
 SATURDAY AT 1 PM ON THE MALL PARKING LOT.**

Rogers-Miller Will Give Over \$100 In Prizes!

Including: Polaroid Swinger Camera, Kodak Fun-Saver Movie Camera, Broxodent Electric Toothbrush and others.

To all my friends & customers

I wish to take this opportunity to express my sincere appreciation for your patronage in this, my second year in business. Not only have you helped me establish a successful business, but I feel I have gained many new and wonderful friends.

My sister, Leona Griffin, is now manager of the shop. I will be here most of the time and we are looking forward to serving you in the future as we have in the past.

Mrs. Ora Bea Parvin



The Pants Cage

SUGARLAND MALL

WARD'S

HICKORY LOG
Restaurant

In Beautiful Sugarland Mall

OPEN
6 am 'til 10 pm
DAILY

SERVING FINE
 AMERICAN &
 MEXICAN FOOD

For Reservations and Parties
 PHONE 364-4037

Anniversary Specials

*Be a
 bloomer girl!*

*Exotic prints
 for spring!*



2-piece lounge:
 comes to life... in a
 spring bouquet of
 vibrant flowers on
 softly gathered
 acetate jersey. S-M-L

your
 choice

4.99

Sunshine shift: takes
 you to far-off places,
 drenched in rich
 aztec prints, on
 100% bonded
 acetate jersey!
 S-M-L-XL

SEAMLESS HOSE

3 pr. \$1.00

mode o'day

SUGARLAND MALL

Nadine D. Jeter, manager

DUCKWALL'S

All Prices Subject To Stock
On Hand - Otherwise Effective
Thru Saturday, February 24!



Brock
Chocolate Cherries
10 ounce box

22¢



KNITTING YARN



Coats & Clarke's
4-ounce size

87¢



large size tube
suggested price 59c

32¢



DRISTAN CAPSULES



box of 15
\$1.89 value

97¢

Plastic Drapes



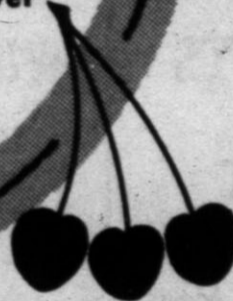
New for Spring
Assorted designs
and colors.
\$1.00 value

42¢



PATIO SET by THERMOS
Insulated Ice Bucket-Tongs-Server

\$4.97



AUTO HEADLIGHTS

by Westinghouse
regular \$1.37

92¢



Ladies Nylon HEADSCARVES

large
selection
values to 59c

17¢



HAVOLINE



20 or 30w
Motor Oil
Discount
Price

34¢
qt.

PIECE GOODS



One assortment
several fabrics

3 yds. 99¢

SNEAKERS



Discount Price

●Ladies
●Childrens
●Infants
regular \$1.37 **99¢** dr.

Giant Size Tide



Discount
Price

62¢

Nylon Hose

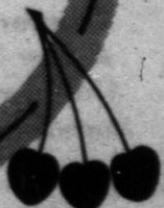
FIRST QUALITY
regular 78c pair
Discount Price

2 dr. 52¢



Ladies Stretch
Blue Denim
SLACKS
sizes 8 to 18
\$2.99 value

\$2.22



3 pound can

\$1.92



Hereford, Texas
Penneys
 ALWAYS FIRST QUALITY

Store Hours
 Weekdays
 9:30 am to 6 pm
 Saturdays
 9:30 am to 8:30 pm

**SPECIAL
 WASHINGTON'S
 BIRTHDAY
 VALUES ALL
 THROUGH THE
 STORE**



***By George,
 when we celebrate the 22nd
 we really do you proud!**
 FREE 50 4" CHERRY PIES TO THE FIRST 50 ADULTS THURSDAY 9:30 A.M. FREE



Simplicity #7104

Simplicity #7434

Mc Call's #8904

Charge It!

REDUCED THRU SATURDAY ONLY!

Think Spring now and save on Penneys famous dress and sportswear fabrics

REG. 79¢, NOW **66¢** yd. 35/36" wide
FULL SAIL® PRINTS AND PLAINS
 This crisp cotton machine washes, resists creases and a touch of the iron keeps it fresh. Colors galore!

REG. 98¢, NOW **80¢** yd. 35/36" wide
DAN RIVER'S DANSTAR COTTON
 Just right for unlimited spring sportswear, thanks to its crisp texture. Zingy colors in coordinated prints and solids.

REG. 98¢, NOW **80¢** yd. 35/36" wide
REGULATED PLUS PRINTS AND PLAINS
 Broadcloth woven of Regulon, 65% Polynosic® rayon, 35% combed cotton. Machine washes, little ironing.

REG. 1.29, NOW **99¢** yd. 44/45" wide
DACRON® AND COTTON POPLIN
 Wrinkle shedding Dacron® polyester/cotton. Machine washes. Colors—frosted and plain!

50c yd.

SALEM CANVAS

Reg. 1.29

HOPSACKING PRINTS

Reg. 1.49

REGULATED PLUS COTTONS

Reg. 98c

WOVEN DENIM

Reg. 69c

GINGHAM CHECKS

Reg. 69c

RAMONA PRINTS

Reg. 59c

IRRIDESCENT SUITINGS

Reg. 2.29

BLACK VELVETEEN

Reg. 2.29

TURQUOISE WOOL FELT

Reg. 2.49

FASHION CORNER BROADCLOTH

Reg. 69c

50c yd.

100 Only Pin Dot
MEN'S DRESS SHIRTS

- 100% Cotton
- Short Sleeve
- Limit Two

22c

Just Arrived
WOMEN'S HEADSCARVES

- Spring Colors
- Blend Fabric
- 22" Square

22c

Hundreds & Hundreds
KITCHEN GADGETS

- Household Needs
- Glasses Too
- Reduced From Stock

22c

Men's
BETTER SPORT SHIRTS
 REDUCED

1.22

Short Sleeve
 Checks
 Plaids
 Solids
 Get An Arm Load For Spring Ahead

Mens
PENN PREST CASUAL SLACKS
 REDUCED

3.22

Reg. 5.98
 Fortrel & Cotton
 Broken Sizes
 Plain Colors
 Some Western Styles Hurry

100% Acrylic
THERMAL BLANKETS
 REDUCED

5.22

Reg. 7.98
 Save 2.76
 Assorted Colors
 Added Warmth
 Use As Spread Too
 Large 72"x90"

2 BIG TABLES REDUCED WOMENS APPAREL

2.22

Wool Skirts
 Blend Slacks
 Foundations
 Orlon Sweaters
 Plain or Print Blouses
 Knit Tops

3 BIG TABLES REDUCED ODDS & ENDS

77c

Mens Tie & Hankie Set
 Boys Sport Shirts
 Childrens Toys
 Mens Shorts & T-Shirts
 Knee Length Casual Socks
 Carry All Purses
 Assorted Jewelry

2 BIG RACKS WOMEN'S BETTER DRESSES

4.22

Reduced From Regular Stock
 A Few White Uniforms and Maternity Wear

ENTIRE STOCK
WOMEN'S WINTER FASHION DRESS COATS

10.22

Reg. \$26 to \$35
 Also Group of Womens All Weather Coats

4.22

Electric Cordless
RECHARGEABLE TOOTHBRUSHES
 REDUCED

Group I Group II

6.99 9.99

Reg. 9.99 and 12.99
 For The Entire Family
 Only Now Kids Enjoy Brushing Teeth

Large Assortment
DECORATIVE TOSS PILLOWS
 REDUCED

2 for \$5

Colors to Match Any Decor Assorted Style and Sizes. Hurry for These.

Large Rack of
GIRLS BETTER BLOUSES
 REDUCED

1.22

Regular 2.98
 Skirts
 Blouses
 Sportswear
 Sleepwear

These Items Go on SALE 9:30 A.M. THURS. Limited Quantities, Broken Sizes While They Last, So Hurry!

Hereford, Texas
Penneys
 ALWAYS FIRST QUALITY

OUR SECOND ANNIVERSARY CELEBRATION AT SUGARLAND

COME HELP US CELEBRATE THREE BIG DAYS THURSDAY, FRIDAY and SATURDAY

70

There will be 70 Lucky Winners of Penney's Prizes When the Ping Pong balls are Dropped over Sugarland Mall's Parking Lot Hereford, Texas, on Saturday, February 24th at 1 p.m. Prizes ranging from Free lube jobs at Penney's Auto Center to Toys, Blankets, Headscarfs, Towel Sets, Housewares, Transistor Radio. Come Early, Stay and Shop ALL DAY and COLLECT a Prize or Prizes!

70

HOUSEWARE GADGETS

Aluminum Baster 3-Minute Sq. Egg Timer



Grater/Shredder W/Par. Round Chrome Beater



Cake Coolers Cheese Slicer



Hundreds Of Other Items:
77¢



SUMMER STRAW HANDBAGS

\$3 each

Crisp summer casual bags... specially purchased for our 66th Anniversary celebration! Choose from roomy tailored styles in natural, chestnut, white, or black. Leather, linked, or mock tortoise handles with gleaming brass-tone metal hardware trims, fabric linings with inside pockets for all your important etceteras! Buy yours now... and save!



ALL
 →
 TRAFFIC

Travel high, wide and handsome—3 pc. soft-side luggage buys for women!

10.88 Charge it!

This handsome set goes where you go! Quick, easy to pack, no bulk, lightweight, too! Fashioned in colorful floral print or solids in black or green. Sturdy curved metal frames with all around zipper, vinyl lining and handy zippered outside pocket. Set includes: 16", 18" and 19" pieces. Hurry in, you'll save at Penneys!



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MEN'S BAN-LON® KNIT SHIRTS

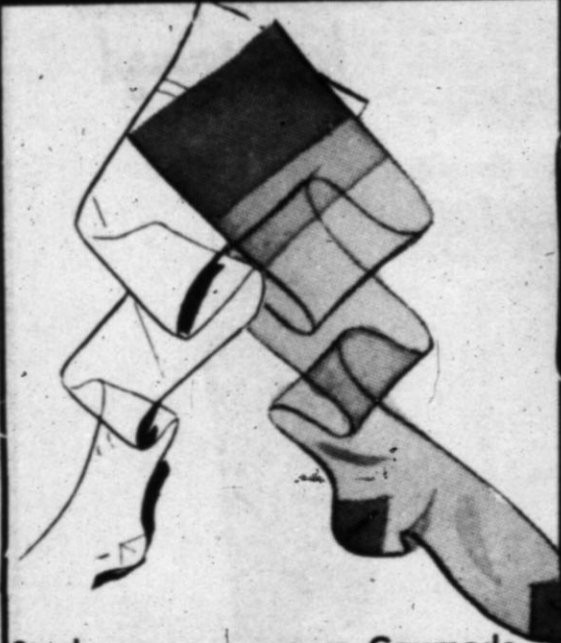
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Now's the time to scoop up a couple of these colorful, shape retaining Ban-Lon nylon knits. Just pop them in a washer and tumble dry. Fashion collar model or mock turtleneck style. Sizes S-M-L-XL.

**SPECIAL! MEN'S CASUAL SLACKS
 PENN-PREST™ TO STAY NEAT**

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No ironing needed. Just wash, tumble dry! They fight off wrinkles. Polyester/cotton. Choice of twills or plain weaves. 29 to 38.



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