



### Wilson . . .

Continued From Page 1  
of Hereford, manager of the Deaf Smith County Electric Co.; Melvin Jayroe of Hereford, manager of Southwestern Public Service Co.; Hugh Yantis, executive director of the Texas Water Quality Board; Bill McMorris, Amarillo, Hereford City Engineer; Joe Gulde of Ama-

## THE SUNDAY BRAND

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James M. Gillentine, Publisher  
Melvin Young, General Mgr.  
Tom Porter, News Editor  
Mrs. Floyd Coleman, Women's Editor  
Jim O'Hair, Mechanical Supt.

rillo, president of Crow-Gulde Prestressed Concrete Co.; Lyndall Carter of Amarillo, engineer for Crow-Gulde Prestressed Concrete Co.

Also, Dr. J. W. Smart, officer in charge of Consumer and Marketing Service for the United States Department of Agriculture, El Paso; C. S. Smith, division engineer for Pioneer Natural Gas Co., Amarillo; Pete Caviness of Hereford, Caviness Packing Co.; Virgil Justice of Hereford, Justice Realty Co.; Ralph Owens of Hereford, Justice Realty Co.; David Hayes, district manager for Wilson & Co., Inc., Amarillo, and Victor Ruddy, Wilson & Co. Inc., Amarillo.

City, county and state officials also have received special invitations for the Wednesday ceremonies.

Top officers of the West Texas Chamber of Commerce notified the local Chamber Saturday that they would be on hand for Wednesday's ceremonies.

Chamber officials have urged all residents of Hereford to attend the groundbreaking ceremonies as a sign of their interest in Wilson coming to the local area. Plans call for welcome signs to be out in downtown Hereford and traffic to be directed at the plant site for the safety of those attending.

A press conference also is to be held Wednesday by Wilson officials, immediately following the luncheon.

**DREAMS REALIZED**  
Wednesday's activities will culminate the dreams of several local businessmen who began work toward getting Wilson & Co. to locate in Hereford several years ago.  
Several times the company has been on the verge of an-

nouncing its plans, but unforeseen business activities postponed the definite announcement. In July, 1967, Wilson & Co. officials decided that they would build their plant in Hereford.

The City of Hereford, which had been working with the Chamber in negotiating with the Chicago based company, obtained a 400-acre tract of land 3 miles west of the city — Wilson paying for the land.

A contract between the city and Wilson was drawn up in January whereby the city agreed to supply water to the company for a period of 20 years, with Wilson having the option to buy for another 10 years. Terms of the contract call for Wilson to pay the city a minimum of \$20,000 a year whether any water is used or not. Payment to the city is expected to average \$30,000 or more each year for water.

Hereford residents showed their eagerness to get the company based here on July 18 of this year when they approved a \$500,000 revenue bond issue by 1997-44. A total of \$310,000 of that amount had been set aside strictly for providing water facilities to the plant.

Problems in a Wilson plant which was to be similar to the Hereford plant and the purchase of the company by Ling-Temco-Vought slowed down the plans to move here after negotiations began months ago.

**BIG BUSINESS**  
Wilson officials have announced that "the plant is designed to slaughter and dress about 6,000 cattle weekly, and fabricate 2,500 head into various kinds of beef cuts."

"It is expected that the plant will provide employment for about 250 persons, and that the annual expenditures of more

than \$90-million for livestock, payroll, supplies and services will be an important contribution to the economic prosperity of the Hereford area and the State of Texas."

W. A. Klinger Inc. of Sioux City, Iowa, was awarded the contract for construction of the new Wilson & Co. Inc. beef processing plant. At the time the announcement was made of the contract, (Sept. 6) Wilson officials said the plant was scheduled for completion by December, 1969.

The Klinger company recently completed a major processing addition to the Cherokee, Iowa, Wilson & Co., plant, Edwards said.

"When the multi-million dollar Hereford plant is finished," Edwards said, "it will be one of the most efficient in the industry. In addition to modern on-the-rail dressing facilities, the plant will also have provisions for fabricating beef into cuts, boning beef, quick-freezing, meat specialty items, rendering fats and curing hides."

In the near future, the Texas Highway Department will start improvements on U. S. 60, which includes development of a four-lane divided highway for one mile at the plant site. The project, estimated to cost about \$141,000 is being constructed to make possible a safer entrance at the new packing plant.

Deaf Smith County has constructed a wide road from the highway across the Santa Fe railroad tracks to the proposed plant, with it being blacktopped.

The box turtle of North America is able to support a weight 200 times its own. In man such a feat would mean supporting the weight of two large elephants.

### Speakers . . .

Continued From Page 1  
in Olympia Fields, Illinois.  
William Robert (Bob) Poage, born Dec. 28, 1899, in Waco, spent his childhood and received his early education in Throckmorton County. He attended Baylor University, the University of Colorado and the University of Texas, receiving his A.B. and LL.B. degrees from Baylor.

Poage was admitted to the bar in 1924, and practiced in Waco until elected to Congress. He was a member of the Texas House of Representatives from 1925 to 1929, and the Texas State Senator from 1931 to 1937.

Elected to the 75th Congress in 1936, he has been returned to each succeeding Congress and has served as a member of the American delegation to the Interparliamentary Union since 1947.

Poage has served on several committees, the most important being Flood Control and the House Agriculture Committee, to which he was appointed in the 77th Congress. He served as vice chairman of the House Committee on Agriculture for 14 years, and was chairman of the three subcommittees (Conservation and Credit, Livestock and Feed Grains, and Foreign Agricultural Operations) from their creation in 1955 until the end of 1966.

At the beginning of the 90th Congress, Poage became chairman of the House Committee on Agriculture. Poage also was instrumental in getting flood control dams on the Brazos, was first to introduce a bill to provide for educational loans to students and was co-sponsor of the Rural Water Bill.

# McGee Furniture

## Gigantic ANNIVERSARY Sale Continues

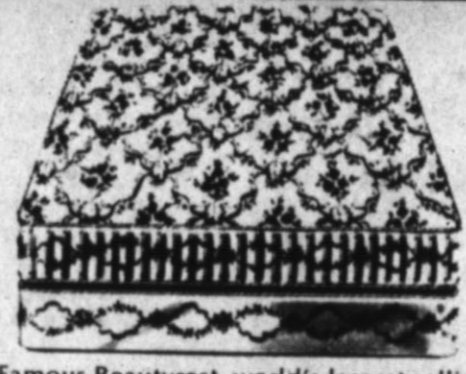
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# October 31st

EVERY ITEM IN OUR STORE HAS BEEN

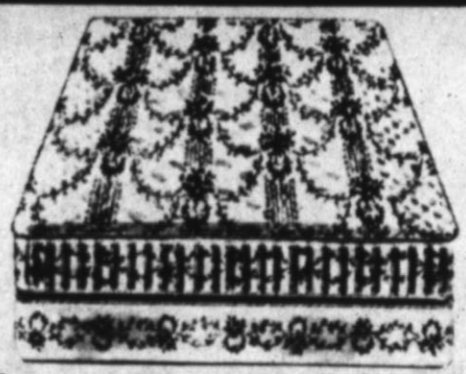
# REDUCED

## Simmons Announces the Newest Member of the Royal Beautyrest Family...



Famous Beautyrest, world's largest selling mattress. Individual coils give firm, flexible support your body needs for good sleep.

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Beautyrest Supreme. Luxurious Simflex® cushioning gently molds itself to your body cradles you over the firm coils below.

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# BEAUTYREST TWIN-KING

**Introductory Offer... Save \$58.50**

With a King size bedspread and your choice of a King size headboard, the Beautyrest Twin King makes a glamorous King size bed. OR—presto! with the spread removed, it can swing apart into two extra long twin beds.

It offers advantages and comforts no one big bed ever had. Each sleeper can have a personal choice of mattress-firmness, or of the kind and number of blankets. It's easier to take care of. And, being a Beautyrest, its individual Beautyrest coils give each part of your body the separate support it needs for a good night's sleep. If you come in soon, you'll get an introductory saving of \$58.50. Offer is for a limited time only.

- Each sleeper has choice of mattress firmness, blankets
- Does not require King size pads, sheets, blankets
- Easy to make, easy to clean under
- Easy to turn—or move
- Beautyrest individual coil construction—each part of your body gets the separate support it needs for restful sleeping.

**\$339.50**

2 Extra Long Mattresses  
2 Extra Long Foundations



World's Largest Mattress Manufacturers

# McGee Furniture

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**RESERVE CHAMPION** — L. J. Iwig of Vega, right, proudly exhibits this one-year-old Hereford heifer which was chosen as best in the Senior Heifer Class and Reserve Grand Champion during the 1968 Pan-American Livestock Show in Dallas Oct. 8. Frank Reeves of the Forth Worth

Star Telegram and writer for agriculture magazines is also in the picture. Iwig said the heifer had been raised on her mother's milk and creep feed, and weighed 875 pounds. A picture of Iwig's Junior Bull Calf winner was in last Sunday's Brand. Iwig lives 20 miles north of Hereford.

## Sunset Food Center Holds Lead In Kings, Queens Bowling League

Sunset Food Center retained its lead in the Kings and Queens bowling league this week while Mrs. Elevator and Vance Sporting Goods hung on to second place standings, just one game back from the league-leaders.

## Longhorns Down Dumas Thursday

The Longhorns, after trailing 8-6 going into the final period of play against the Dumas Demons pulled the game out of the bag, defeating the visitors, 14-8.

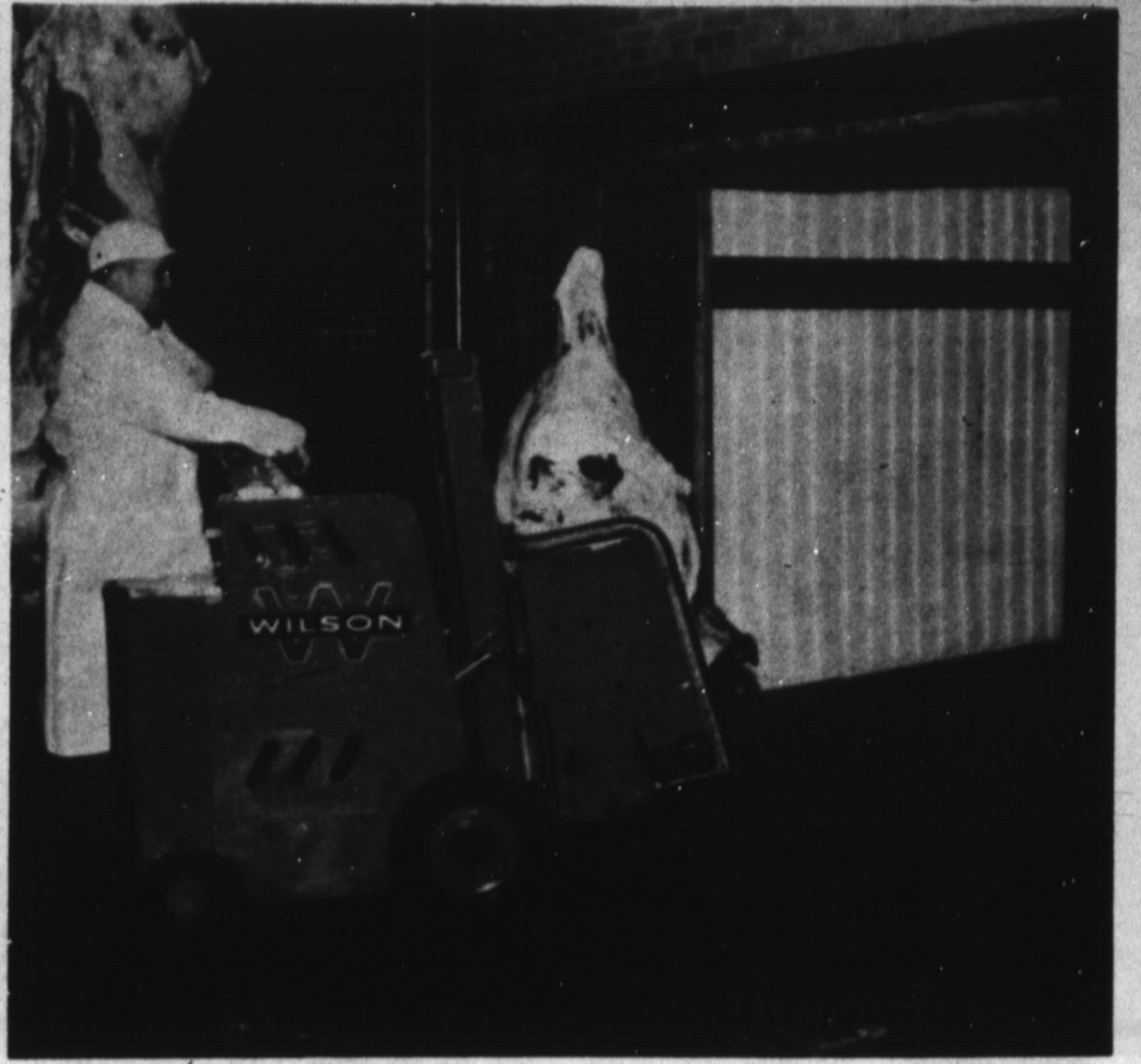
Dumas took the advantage in the first quarter when the broke for 50 yards around right end on a sweep for the ball game's first score. They then added two points for a 8-0 lead.

During the second quarter, the Longhorns began a drive which set the ball on the Dumas two-yard line before quarterback Mike Wartes took the ball into the end zone on a quarterback sneak. The point-after attempt failed and the score stood at 8-6 for the Demons.

nabbing the "High Single Game" with a 694 and Ray Lueb won the "High Single Game" with a 260. In the women's division, Nadine Kearnes collected honors for the "High 3-Games" with a 585 and Ann Radney won the "High Single Game" with a score of 221.

In action for last week, One Hour Martinizing won 3 and lost 1; Missouri Beef Packers won 2 and lost 2; Sunset Lanes won 3 and lost 1; Quarterhorse Club won 1 and lost 3; Farmers Elevator won 1 and lost 3; Sunset Food Center won 3 and lost 1; Vance Hall Sporting Goods won 3 and lost 1; Hereford Janitor Supply won 1 and lost 3; Cougar Club won 1 and lost 3; and Powells Mobil Service won 2 and lost 2.

Standings include: Sunset Food Center, 11-5; Farmers Elevator and Vance Hall Sporting Goods, 10-6; Sunset Lanes, 9-7; Hereford Janitor Supply, 8-8; Missouri Beef Packer and Quarterhorse Club, 7-9; One Hour Martinizing, Cougar Club and Powells Mobil Service, 6-10.



AN AUTOMATIC beef lugger in a Wilson & Co. plant.

## Firemen Present Lessons At School

Students in the La Plata Junior High School Special Education Department received a lesson in fire prevention Wednesday from three officers of the Hereford Volunteer Fire Department.

Fire Chief J. W. "Jap" Dickerson, Training Captain Robert Spaulding and Lt. Carl Carlile presented the fire prevention talk at the school.

The demonstration included explanation on how to report a fire to the Fire Department. By use of the Tele-o-Trainer (two telephone instruments connected to a master control of Southwestern Bell Telephone Company.) simulated telephone calls were made by students reporting fire department.

Carlile presented slide pictures showing things to look for that might cause fires in the home, and slides of firemen in training to show how they fight fires.

Spaulding used an experiment type object lesson to show how fires may be extinguished. The experiment showed fire extinguished by cutting off air supply, using water, and use of a commercial fire extinguisher.

Fire fighting equipment was also shown to the group, including firemen's clothing. Some of the students tried on the suits of firemen, including boots, "slicker" and helmet. Also, the oxygen mask and tank used by firemen entering buildings on rescue and fire fighting were demonstrated and students put these on, too.

### AT WALCOTT SCHOOL

Halloween Box Supper is set for Saturday night at 7:30 in Walcott School. The supper is sponsored by Walcott PTO.

The boxes will be drawn by number instead of auctioned, county commissioner Bruce Coleman reported. PTO will furnish the soft drinks.

All participants are requested to attend in costume. Judging is planned for the best costume.

## Scholarship Fund Continues Rise

Deposits to the Eugene Naugle Memorial Scholarship are still being accepted at both Hereford banks, with the money to be used to provide educational scholarships to deserving members of the Hereford High School senior classes.

Ray Todd, president of the Hereford Kiwanis Club, which is sponsoring the scholarship fund in memory of Rev. Naugle, stated Thursday morning that the fund had reached \$279 at that point.

Rev. Naugle had previously been pastor of the First United Methodist Church here, and also helped organize the Wesley Methodist Church and served in the Bippus-Westway circuit. After his retirement he continued for a time as minister in the Bippus community.

Todd pointed out that all deserving students are eligible for the scholarships, and the fund will be an endowment type, with only the interest being used. It therefore will be a perpetual fund.

Accounts have been set up with both city banks, and donations may be made in person or through the mail. "Simply make deposit to the Gene Naugle Fund," said Todd. He also said that all contributions are tax deductible. The Kiwanis Club is a non-profit organization.

monstrated and students put these on, too.

Mrs. Olga Montgomery and Gene Y. Brock are Special Education teachers at La Plata. "The demonstration was certainly informative and good for our students," said Brock.

Dickerson said the firemen are available to present such programs to any organization at any time, with the programs lasting from five minutes to 90 minutes. Appointments may be made by calling one of the three men or the Fire Department.

## Elgin Williams Is Listed In Top 20 For WT Scoring

Elgin Williams, fleet-footed back for the Whitefaces this season, is currently holding a tie for 10th place in West Texas AAA football scoring totals while the Whitefaces are teetering on the brink of second place in team standings.

Williams has scored four touchdowns for a total of 24 points thus far this season and is tied with players from Perryton, Sweetwater, Dunbar and Estacado. Leading the entire pack of West Texas scorers is a boy from Sweetwater who has a total of 48 points with eight TD's to his credit.

David McWhorter and Vernon Pshigoda, both of Perryton, are the only other 1-AAA players ahead of Williams on the scoring chart.

In team standings, Perryton is leading with a perfect chart of five wins and no losses. They have scored 150 points against their opponents while holding them to a mere 67. Hereford is second with having held their opposition to 72 points while scoring 39 of their own. Dumas is third as they have scored 75 but have been scored upon for 154.

While each of the district 1-AAA teams are idle this week with the exception of Tulla, who met Seminole Friday, district competition opens for all six teams next week.

Hereford will meet Canyon at Canyon for its opener, Friday, Oct. 25. All district games will begin at 7:30 p. m.

## Calendar Of Events

### THURSDAY

Madre Mia Study Club, Mrs. Carl Carlile hostess, 8 p. m.  
VFW Auxiliary at VFW Clubhouse, 8 p. m.

Hereford Duplicate Club at Community Center, open to all area bridge players, 7:30 p. m.

St. Anthony's Guild in parish school auditorium, 8 p. m.

Kiwanis Club lunch in IOOF Hall, 12 noon.

### FRIDAY

Hereford Garden Club flower show at silver tea in Herbert Friemel home north of city, 1:30-6:30 p. m.

Cultural H. D. Club in home of Mrs. Roy Thompson, 2:30 p. m.

Messenger H. D. Club, Mexican luncheon in home of Mrs. J. E. Sorrells.

### NOTE OF APPRECIATION

I fail to have the vocabulary to properly express my appreciation to the doctors, all hospital personnel and neighbors for their kindness and prayers during my recent stay in the hospital. So, I'll just say Thank You, and may God Bless you.  
Emmett Dixon

## Veteran Aerospace Official Now Serves Ling-Temco-Vought, Inc.

John W. Dixon, a veteran planning official both in the aerospace industry and in government, has served Ling-Temco-Vought, Inc., as corporate director of plans since April 1, 1968.

Dixon, a native of Lexington, Ky., joined LTV in 1962 after serving almost two years as deputy controller for systems planning in the Office of the Secretary of Defense, where he played a key role in development of the first Department of Defense Five-Year Program.

Before accepting the government appointment, he was employed by General Dynamics Corp., San Diego, Calif., for almost eight years, where his last position was manager of long range planning.

During World War II he served four and one-half years in the Infantry, including two and one-half years in the European Theater and saw combat in Belgium and in Germany. Starting as a private, he was discharged as a first lieutenant.

He holds a Bachelor of Arts degree from George Washington University in foreign affairs and economics and a Master's degree in economics from the University of Miami. He also taught economics at both the University of Miami and Mississippi Southern College.

Dixon's appointment to his present position was a move designed to bring increased emphasis by LTV to military market analysis and program strategy — and to monitor existing programs and develop annual and longer range plans of the corporation.

He lives with his wife and one son at 7207 Lakewood Boulevard, Dallas.

## COW POKES By Ace Reid



"You bet Jose's happy. He ain't got a ranch, a banker, mortgaged cows, feed bills, taxes and a bunch of boys waitin' for their pay!"

**The Hereford State Bank**  
MEMBER FDIC



**JOHN W. DIXON**  
Vice President - Plans  
Ling-Temco-Vought, Inc.  
and a Director of  
Wilson & Co., Inc.

# WELCOME

We're proud to have you in the friendly City of Hereford, the beef producing Capitol of Texas . . . And we're here to serve you!

Jimmie Roberts

**PLAN NOW TO ATTEND WILSON & CO'S  
GROUND BREAKING CEREMONIES,  
WEDNESDAY, OCTOBER 23rd, 10:00 A.M.  
3 MILES WEST AND SOUTH OF HEREFORD ...**

When it comes to TV's  
*Focus on*  
**ROBERTS APPLIANCE**  
SALES and SERVICE  
RCA . . . Color TV's . . . ZENITH  
136 W. 3rd Jimmie Roberts, owner 364-1588

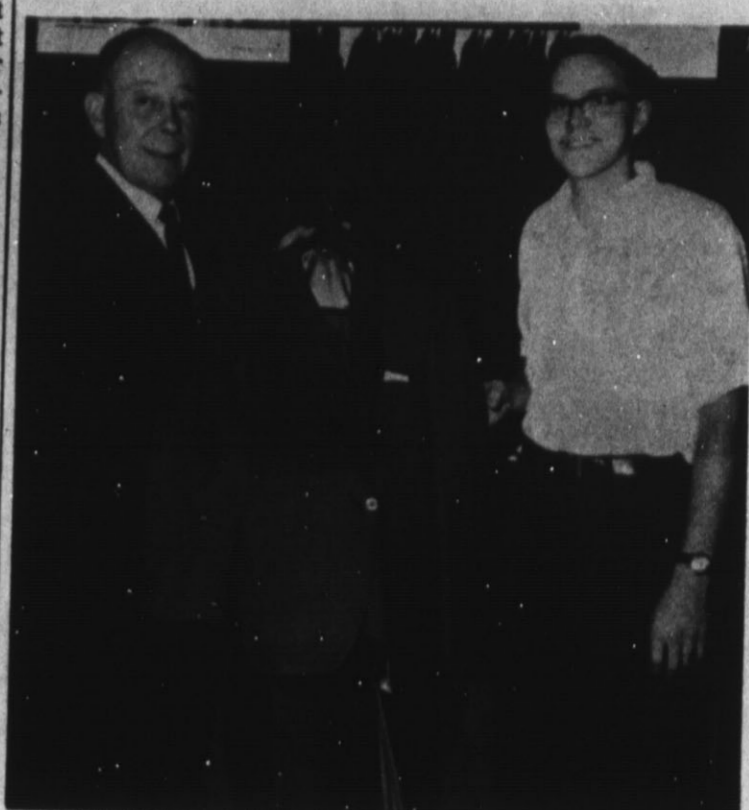


**HEREFORD'S FIRST AUTO FIRE TRUCK** - Pictured here is the first automobile fire truck owned by the Hereford Volunteer Fire Department. According to "A History of Deaf Smith County," the first fire truck was bought in May, 1913. Persons in

the picture include B. S. Arnold, George Beams and C. H. Dyar on the ground; J. W. Barnett sitting on the side; Carl Cockrell and Loyd Kearns standing, and Bob Brazil and Ray Barber, on the seat.

**Gladys' Garden**  
By Gladys Howton Manjeot

October is a very favorite month of mine. I like the beautiful sunshine and the blue, blue skies, and it is still enjoyable to work in the garden, even if it is to prepare it for winter's long sleep. Saturday I spent many hours in the gardens, and working with the lawns. This was the day I had marked with RED on the Calendar to feed the grass. I DID. Watered it real good and really felt paid off when the color became sharper. Seemed each little blade of grass was trying to say "Thank-you" for the food and most of all for the good cooling drink. Cleaned out flower beds, removed old plants and sprayed for insects (yes they are still about bothering roses, and other blossoms especially the fall gladioli) did some dubbing of the chrysanthemums. Yes, I know it is a bit late, but they are so full of buds that I wanted to lighten the stems so they could hold the pretty blossom up a bit higher. As I worked I cut and trimmed, and selected flowers to take in the house to make arrangements. We have roses, chrysanthemums, daisies, begonias, and glads, real pleasure to arrange them. The house has almost taken on a party air. In fact I did have a few friends (the judges for the Flower Show) in for coffee and snacks. Then I made an arrangement of pink chrysanthemums and pink geraniums with foliage to take to Sunday School. Used a dark green container and a very interesting piece of wood as an accessory. This is one of the best ways I have to relax after working. . . then it is pleasant to share with others. The Hereford Garden Club is real pleased to show the home of Mr. and Mrs. Herebert Friel, in a placement show. The Theme is: "Happiness is Creative Beauty in the Home." The public is invited. If you missed the Bud to Blossom Flower show you missed a special feature in our town. The members are to be congratulated on their achievements and the general quality of the show. (PROUD OF YOU GIRLS.) **WITCHCRAFT. . .** And above all places, we find witchcraft in our gardens. Since Halloween with its witches, goblins, cats, and hurrying spooks, is fast approaching, I was attracted to an article in one of the recent flower magazines, written by Harwood Thompson. Little did I think of the inner qualities of the pretty Digitalis (Foxglove) which bloomed so profusely near our driveway this summer. If you or any of your loved ones or friends have had a heart condition, you will be acquainted with the word Digitalis purpurea. Your physician may have prescribed, some derivative of digitalin, which is the active principle of the foxglove, or Digitalis. "Centuries ago certain healers, men and women, mixed concoctions of plants from garden, wood and field, and with them achieved miraculous cures. This has been called witchcraft." Some of these ancient remedies are prescribed by your physician today in the form of tablets, capsules, pills, liquids, or concentrated solutions. When I was a child I can remember that my grandmother, my mother and their neighbors had many home remedies, and that in these they often used different plants. Many times the topic of conversation was how a certain poultice or liquid had been used to treat the children's colds, bites or cuts. The people who used



**DE STUDENT OF THE WEEK** — John Goodwin, son of the Rev. and Mrs. H. T. Goodwin of 800 Union, has been selected as DE student of the week. Goodwin, who is employed at Harman's Department Store, is a senior DE student this year. His plans for the future include going to college and following his father in missionary work with the Assembly of God Church. Pictured with Goodwin is Pic Harman, his on-the-job supervisor. —Staff Photo

**Local Teenagers Sentenced In County Juvenile Court**

Eight local teenaged boys were sentenced in Juvenile Court by Judge H. C. Williams Thursday morning following individual guilty pleas to the theft of tires, batteries and lumber in Hereford.

Also involved was vandalism to a state-owned maintainer and an irrigation motor, admitted by the defendants.

Sentenced to 30 days in jail as the "ring leaders" of the group were Martin Edward Moseley and Thomas Henry Crockett, both charged with theft over \$50 and vandalism, and Denver Knight Greeson, charged only with theft over \$50. Five other boys were placed on probation for an indefinite period of time. The five placed on probation were: Dan Joseph Gorman, 15; Daniel Clyde McFaul, 15; Kevin Neil Patton, 15; William Thomas Riggin, 16; and Mickey Lynn Bishop, 15. Moseley, Crockett and Greeson are all 16 years of age.

According to Deputy Sheriff Kirven Roper, the arrest of the 8 boys last week has cleared some 15 to 20 cases of theft and vandalism here. Two of the ring leaders also admitted to thefts that have not as yet been reported to authorities.

Roper reported that on the night of Oct. 11, Deputy Travis McPherson, received a call "from an informant" stating that two unknown males had been observed loading what appeared to be batteries into a car about a half-mile from Fifteenth and Ave. H.

"When Deputy McPherson went to investigate, he found several tires. They were brought to the sheriff's office and marked as evidence. On the morning of Oct. 12, McPherson and I returned to the scene and found six more tires, which we also brought to the office. Two of these tires were identified as

the ones stolen from two pickup trucks at the high school." Deputy Roper said he went to the high school and was given the names of eight boys involved in the theft of tires. The informant was not identified.

"The boys were called to the office at the school and questioned about the thefts. All boys admitted taking part in one or more thefts, dating back to June 1968."

Roper said that the tires they had recovered had been taken from the backs of pickups parked around town. Ten batteries which were recovered had been stolen from the J. C. Penney Co. Also, six cases of nails and some tin was located in part at the home of one of the boys and the rest in some weeds in the country.

Roper reported that "two of the eight boys were involved in about \$200 worth of vandalism." They were all arrested at 12 noon Tuesday.

First three brought before the bench were Martin Edward Moseley and Thomas Henry Crockett, both charged with theft over \$50 and vandalism, and Denver Knight Greeson, charged only with theft over \$50. The judge read Roper's report that Moseley stated he has been stealing since back in the summer. He has been involved in about 10-15 thefts of tires and batteries, also tools taken off tractors and two different vandalism cases."

Moseley further stated that his car had been used in all the thefts. "He has taken different boys with him almost every weekend. An estimated amount of damage counting theft and vandalism will be about \$500 to \$800."

Roper's report concluded that Moseley has admitted "several other thefts that have not been reported."

On Crockett, Judge Williams read from Roper's report: "This boy has been involved in several thefts and vandalism in the city and county. Three county cases have been cleared and one city case. He has admitted several thefts that have not been reported. Crockett was involved in about 15 tire thefts, several batteries taken from J. C. Penney Co., and the vandalism of a state-owned maintainer, all of which amounts to about \$50."

All three boys received a 30-day jail sentence, set to begin Thursday afternoon.

But Judge Williams stipulated that the sentence excluded time for regular school classes and church on Sunday morning. They were set to return to jail ten minutes after these classes. "You will be allowed no visitors except your mother and father on Sunday morning. They will pick you up for church. You cannot eat out."

He also said that they had to apologize to those from whom they had stolen property, that the parents would have to make financial restitution. "All medical attention will be given each of you in the jail. And if the need be, a typewriter will be issued for your school work."

The judge warned that "if you are brought back, the court will have no alternative but sending you to Training School."

The remaining five boys were placed on probation for an indefinite period. All were charged with theft.

The judge pointed up two of the rules for probation. Each must have a signed note from the pastor of their church attesting that they have attended services, to be presented to the Court every week. School report cards must be presented after the parents have seen them. No one has permission to leave the

county without traveling in the company of their parents. Each must be in bed at a certain hour each night.

Judge Williams then ordered all eight of them to go to a barber shop for a burr haircut, before reporting to school.

In the presence of the parents, the judge commended the sheriff's department for their work in the case.

All drivers' licences were picked up by the court.

**WARREN BROS. MOTOR CO.**  
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**THIS WEEK'S SPECIAL**  
1966 Dodge pickup. 6 cyl. 3-Speed with long wide bed, has 17,000 actual miles. Factory warranty can be transferred. Save a bunch on this like new pickup . . . now  
**\$1,395.**

1966 Chrysler New Yorker, 4-door hard top, local owned, 30,000 miles. Full power, electric seats, windows etc. Factor air and completely loaded. Original white and turquoise finish. This car is nice beyond words. Previous owners name on request.

1966 Ford pickup. Long wide bed Big 6 with automatic transmission Good rubber. Test drive this nice pickup at a remarkable low price.

1967 Plymouth Fury III, 4-door hard top, power steering and brakes, beautiful autumn beige finish. 25,000 local miles. Local owned, Factory air. Plenty of factory warranty that can be transferred!

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Or, if your furnace is too far gone, we can install a modern Carrier furnace with quiet airpower, trouble-free and with a brilliant future in air conditioning.

**Call us for a gentle touch...or for a thorough replacement**

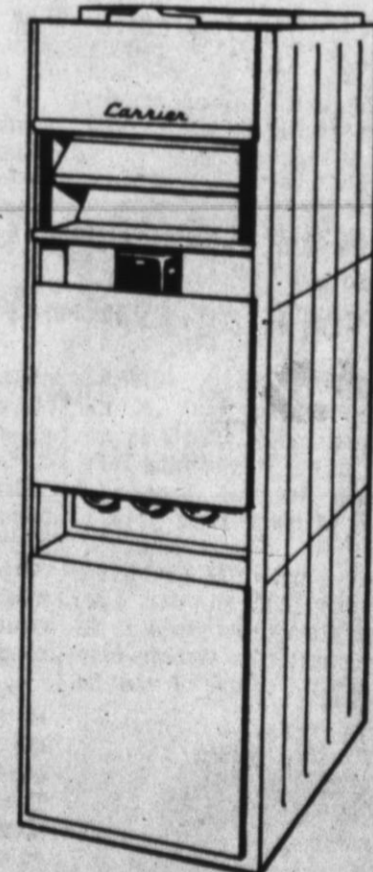
Easy financing terms . . . complete heating, air conditioning service.

**BROWND SHEET METAL**

East Hiway 60

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Authorized Dealer



**Rifle Is Stolen From Pickup**

Bob Pugh, 108 Greenwood, reported to local police that his 30-06 rifle had been stolen from his pickup Tuesday night.

He told investigating officers that he had left his pickup parked outside of Cooper's Market and when he returned, the rifle was missing. The value of the rifle was estimated at \$140.

READ THE WANT-ADS.

**Attention Farmers & ranchers in the Hereford area.**

Hereford Bi-Products will pay you **ONE CENT per POUND** for every fresh dead cow or horse that you deliver to our plant. We must have the animal as soon as possible after it dies.

We will also pay **1 1/2 CENTS per POUND** for any down or crippled live cows or horses.

**Open 7 Days A Week - Including Holidays**

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**DEMOCRATIC RALLY** — Congressman James C. Wright Jr. (top left) was featured speaker at the Bull Barn Thursday night, with Dick Brown of Hartley, Rep. Delwin Jones of Lubbock, and Andrew Shuval of Hereford. At the podium in the lower photo is Percy Mays, who supplied entertainment

at the rally. At the speaker's table from the left are Shuval, James W. Witherspoon, Wright, Jones, master of ceremonies Charlie Bell, Brown and Father Adean Davis, who gave the invocation. Seated at the table below are Mr. and Mrs. Clinton Jackson and Mrs. Betty Shuval. —Staff Photos

**Industrial Development For Small Towns Important. Clayton Says**

Industrial development for small towns in West Texas is a great concern to Rep. Bill Clayton, who is running for reelection to the Texas Legislature for the 72nd district. Serving on the Small Town Task Force Committee of the West Texas Chamber of Commerce, Clayton learned first hand the problems and potentials of towns, such as are found in his district. The findings of the committee were published in a white paper report, providing valuable information on how smaller towns can develop and attract industry.

Rep. Clayton had the privilege of presenting the first copy of the report to Governor Connally, who complimented it for its value in ideas to expand income for West Texas towns. Also, during the last session, Clayton helped to pass legislation providing for an area election on a constitutional amendment enabling cities and counties to issue revenue bonds for financing industry. The amendment, backed by the West Texas Chamber of Commerce, will be voted on Nov. 5th. "Without this type of financing available," commented Clayton, "our district will continue to lose industry to neighboring states."

Another means of developing

industry in West Texas, according to Clayton, is the airport building program. As Chairman of the Aeronautics Committee in the Legislature, Clayton helped start the program of state grants to towns under 25,000 population for airport construction and improvement. Grants have been made to several towns in Clayton's district, and financing has come from a special fund created by unclaimed gas tax refunds on aviation fuel without using taxpayer's money.

"I have worked aggressively," Clayton said, "for industrial development in my district. We need to stabilize our economy by enticing new forms of business activity." The tourist trade, he continued, provides a big part in providing new tax dollars for Texas. He has supported appropriations for the Texas Tourist Development Agency. He also helped pass the Constitutional amendment removing the prohibition of advertising Texas in other states. This has helped encourage industry as well as tourists to take a look toward Texas, Clayton commented.

Perhaps the most important thing to expand industry and tourism in the 72nd district, according to Clayton, is the water importation program. "Not only is availability of a dependable

water supply necessary for location of industry, but the development of a new source of water for our area will maintain and greatly expand our agriculture, which in turn will support and open new avenues for agribusiness and all other forms of business," Clayton emphasized. He also pointed to increased recreational facilities for parks, fish and wildlife with surface reservoirs used to store imported water.

**CARD OF THANKS**

We sincerely thank everyone for the food, visits, cards, flowers, prayers and thoughtfulness during the long confinement from the accident. May God bless each and everyone. Our thanks also for the wonderful care of the doctors and nurses.

Herman and Edna Buss  
Irene Boman and Susan Boman

**Letter To The Editor**

Dear editor: This being the last day of gospel meetings conducted by the congregation of the Central Church of Christ, which was well advertised in the Sunday Brand, brochures door-to-door, etc., the attendance has been fair, although not at all what it should have been, considering efforts put forth.

But my reason for writing this is that others who did not enjoy those 7 a.m. services (and that was early.) It was a wonderful privilege to hear such down-to-earth admonition, of how the little foxes spoil the vines: Song of Solomon, 2:15.

These little foxes that are so commonplace with many of us out in the market places of our lives may be the reason the worship places aren't filled.

Monday through Friday, Jerry Harvill discussed:

"Little Foxes of Pride" (which is self-esteem, conceit) and how this little fox can lead us to ruin. Proverbs 16:18.

"Little Foxes of Anger" (displeasure, rage, vexation.) The anger of God (holy displeasure) was kindled against many. Christ was provoked by His opposers (Mark 3:1-5) and angered by money changers (brokers) in the temple (Matthew 21:12-13.) Good and bad anger, and to know when to use it, marks one well on the road to maturity.

"Little Foxes of Envy and Covetousness." Much was said about how we try "to keep up with the Joneses." When all is said and done, one is no greater in the eyes of God than another, and we will return to Him empty-handed.

"Little Foxes of Fear and Anxiety" (apprehension.) It is a contagious disease of our inner wellbeing (Duet. 20:8). The only thing we should really fear is the wrath of God (Romans 1:18).

"Little Foxes of Neglect" (procrastination.) We say, "Some day I'll get around to do this or that." We keep pushing things we plan to do ahead of

us. Sometimes it is too late to spend time with our families, in prayer and devotion in the home and worshipping God together. God gave us all 24 hours each day. We never find time — we have to take time for the most important things in our lives: Our children and proper training to bring them up in the nurture and admonition of the Lord.

Proverbs 22:6 is a good example. We have our children (on a loan basis) such a short while and the most important things can't be neglected or it is too late.

Well, personally, I had never thought about God and Christ being exterminators. But in our language they could well be — to help us destroy these little foxes that spoil the vines. "For our vines have tender grapes."

May God bless, Mrs. Mildred Guinn, 105 Ave. B, Hereford, Texas.

Modern banking techniques were born during the Holy Crusades. Crusades wished to send money home and to borrow money while in the Near East. Thus, letters of credit came into common use whereby monies put on deposit in Europe could be drawn in the form of credit in the Near East.

**Patrol Office To Get Breathalyzer**

Hereford will be one of five cities in the Amarillo District of the Texas DPS receiving the "Breathalyzer" Friday. The others are Amarillo, Pampa, Childress and Borger.

Cities in the Lubbock District receiving the "Breathalyzer" will be Lubbock, Plainview, Haskell, Wichita Falls, Mineral Wells, Brownfield and Bowie. (Pat) Speir, director of the Texas Department of Public Safety, announced today that 62 breath analysis instruments will be placed in operation over the state on Friday.

The "Breathalyzers" will be utilized in the highway patrol's driving while intoxicated enforcement program. The 62 instruments going into the field Friday are the first of 90 purchased by the DPS for use in 80 of the state's most populous counties where the DWI problem is greatest. The remainder will be placed in service when delivered by the manufacturer.

Driving while intoxicated suspects who consent to the test will accompany the highway patrolman to an officer where

an instrument is located. There, the suspect will blow into a tube attached to the Breathalyzer and the percentage of alcohol in his blood will register on an indicator.

"Drivers who drink contribute significantly to the traffic death toll in Texas," Speir said. "We believe that use of the Breathalyzer will enable us to more effectively enforce the state's traffic laws," he added.

**\$250 In Tools Are Stolen Here**

Harold Petersen, of Portland, N. Dakota, reported to city police that someone had stolen a complete set of wrenches and various other tools from his pickup last Wednesday.

He said that while his pickup was parked at the Tip-Top Service Station someone took the tools. Value of the tools was set at \$250.

READ THE WANT-ADS.

**Congressman Bob Price Addresses Carson County Republicans Tues.**

PANHANDLE — Congressman Bob Price used the issues surrounding the Vietnam war, water and crime as the foundation for his first major address of the current political campaign. Price, speaking to a Carson County Republican fund raising dinner audience here, said, "I know you have heard this from me before."

Price Tuesday night urged sensible, economical means of solving water problems as quickly as possible. He also called for immediate steps to correct what he termed "the obvious failure in the administration of justice" in dealing with the criminal element. "... The day of reckoning is here," he said.

**Miss Dean Gets Scholarship At Wayland College**

Janis Dean, daughter of Mr. and Mrs. M. E. Dean, 226 Aspen, has been awarded the academic scholarship by Wayland Baptist College for the fall semester, it was announced by Harold Reese, Chairman of the Committee on Student Finance at the college.

Miss Dean received her scholarship "because of her outstanding scholastic achievements." Students receiving these scholarships represented the top seven per cent of the total enrollment at Wayland.

Miss Dean is a freshman majoring in business.

**IT TAKES TIME**  
LOUISVILLE — No native Kentuckians voted in the first state elections held in 1792. The constitution that was adopted set the minimum voting age at 21 and settlement of the state began in 1776.

Hereford, Texas  
**Penney's AUTOCENTER**

**Introducing.... Penney's New PINTO TIRE**

Save 15.80 to 45.80 when you buy 4 FOREMOST® PREMIUM® WHITEWALLS WITH TOUGH FULL 4 PLY NYLON CORD

Size	Fed. Tax	Price
700-13	1.92	<b>\$ 17</b>
735-14	2.06	<b>\$ 21</b>
775-14	2.19	<b>\$ 24</b>
775-15	2.31	<b>\$ 24</b>

30 Month Guarantee with 15 Mo. Free Replacement

**Motor Tune Up With All Parts AND LABOR!**

New points, plugs, 6 cylinder: **\$14.98**  
racer, condenser and distributor cap; expert adjustment of cam-timed, timing and carburetor.

8 cylinder: **\$18.98**  
6 cyl. and 8 cyl. for American cars only.

**Premium BRAKE OVERHAUL \$39.88** (most cars)

HERE'S WHAT WE DO: We install new bonded linings, rebuild all wheel cylinders, resurface brake drums, bleed and refill brake system, repack front wheel bearings, install new front seals. **FREE BRAKE ADJUSTMENT FOR LIFE OF LINING!**

**WHEEL ALIGNMENT 6.95** complete

HERE'S WHAT WE DO: We correct caster, chamber and toe-in which will reduce excessive front end wear and prolong tire life up to 50%. Take Advantage Of This Special Now!

**Save on Penney's Best Truck Tires SUPER CARGOMASTER**

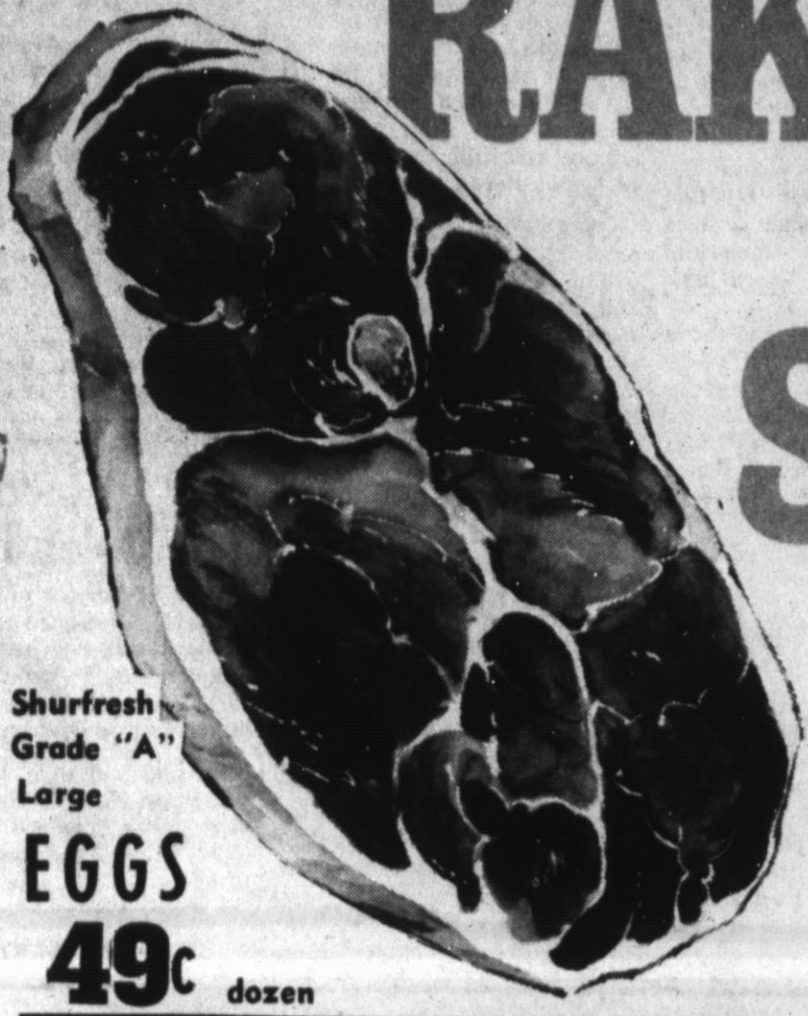
Modern 3-Rid Tread Design  
Full Depth Circumferential Blades  
Dual Crown Cap/Beze Construction  
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SIZE	SALE PRICE	FED. TAX
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670-15/5	19.00	2.43
700-15/6	23.00	2.89
750-20/10	45.00	5.17
825-20/10	48.00	6.20
900-20/10	63.00	7.35
1000-20/10	79.00	9.33

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# RAKE IN THE SAVINGS



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TO HEREFORD . . . We're pleased you have selected our city for your Meat Packing Plant.

your choice  
ROUND,  
SIRLOIN or  
CLUB

# 89¢

Lb.

FRESH LEAN

## Pork Roast

LB.

# 39¢

Shurfresh  
Grade "A"  
Large  
**EGGS**  
49¢ dozen

**DELICATESSEN**

**MONDAY**  
Chicken Dish - Pork Roast  
Baked Potatoes - Fried Onions  
Cucumber Salad - Potato Salad

**TUESDAY**  
Beef Roast - Fried Chicken  
Golden Corn - Green Beans  
Baked Potatoes - Potato Salad

**WEDNESDAY**  
Turkey & Dressing - Meat  
Leaf - Candied Yams - English  
Peas - Stuffed Peppers  
Pinto Beans - Spanish Slaw

**VACUUM SEALED**  
WILSON'S CERTIFIED  
BACON

Wilson's First Grade  
**BACON**  
Lb. **59¢**

WILSON'S CERTIFIED  
Tender Ham

Wilson's Canned  
**HAMS**  
Lb. Can **\$1<sup>09</sup>**

WILSON'S CERTIFIED  
ALL MEAT  
FRANKS

Wilson's All Meat  
**FRANKS**  
**55¢**

WILSON'S CERTIFIED  
ALL MEAT  
BOLOGNA

Wilson's All Meat  
**BOLOGNA**  
Sliced Lb. **49¢**

- Dog Food Ideal 6 1-lb. cans 89¢
- Lemonade Shurfresh 10 6-oz. cans \$1
- Green Beans Shurfresh Frozen cut 2 10-oz. boxes 49¢
- Folger's Coffee lb. can 69¢
- Coca Cola 12-oz. can 10¢
- Butter Shurfresh Sweet Cream lb. 79¢
- Olives Haais Stuffed 2 No. 5 jars 59¢
- Syrup Mrs. Butterworths maple with butter 3 2-oz. btl. \$1
- Pickled Okra Mrs. Dalton's 2 pt. jars \$1
- Donuts Morton's Frozen 10-oz. pack 29¢
- Beef Stew Wilson's 2 24-oz. cans \$1
- Canned Milk Carnation tall can 16¢
- Tomato Soup Campbells tall can 10¢
- Hi-C Fruit Drinks Asst. Flavors 3 cans 79¢
- Bread Food King 1 1/2 lb. loaf 4 for \$1
- Miracle Whip Kraft's quart jar 49¢

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FREE PIXIE ON EVERY GIANT SIZE THRILL  
get your Pixie Doll NOW  
SEE ALL DETAILS HERE  
10¢ BY 10¢ GIANT SIZE  
**59¢**

**SAVE!**  
Dash  
Giant Size Only  
**69¢**

WILSON'S CERTIFIED  
**MOR**  
LUNCHEON MEAT

2 12-oz. cans **89¢**

WILSON'S CERTIFIED  
**CHILI**  
WITHOUT BEANS  
1 POUNDS

24-oz. can **59¢**

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**BIF**  
CHOPPED BEEF

2 12-oz. cans **97¢**

**Cascade**  
10¢ OFF REGULAR PRICE  
GIANT SIZE ONLY  
**69¢**

**HUGE SUPPLY! HUGE SAVINGS!**  
Dash  
20lb. HOME LAUNDRY SIZE ONLY  
**\$3<sup>97</sup>**

**Tide** Great New Cleaning Discovery  
**XXK**  
GIANT SIZE BOX **69¢**

- Wilson's **PLAIN CHILI** 2 15-oz. cans 79¢
- Wilson's **VIENNA SAUSAGE** 4 4-oz. cans 88¢
- Wilson's **BAKERITE** Shortening 2 3-lb. cans \$1

**PIGGLY WIGGLY 100 FREE S&H GREEN STAMPS**  
with \$5.00 purchase or more and this coupon  
(Good thru Saturday, Oct. 26th)

**GARDEN FRESH PRODUCE**

Fresh **GREEN BEANS** Lb. **19¢**

Red Ripe **TOMATOES** Lb. **19¢**

- Golden Delicious **APPLES** lb. **19¢**
- Bartlett **PEARS** Lb. **25¢**
- Red **ONIONS** lb. **10¢**
- California **AVOCADOS** 2 for **49¢**
- Fresh basket **MUSHROOMS** **39¢**
- BRUSSEL SPROUTS** basket **39¢**

**ICE CUBES** Crystal Clear, Fill that empty space in your freezer. Reg. 35¢ bag **4 bags \$1**

Save Shurfresh & Tender Crust Coupons  
TENDER CRUST BREAD - Perfect slices, even texture - from the most modern plant in the Golden State.  
Ask Your Grocer For Prize List

**PIGGLY WIGGLY**  
The Original SELF SERVICE  
FRESH MADE OF PIGGLY WIGGLY'S OWN

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WHERE THE STAIRWAY ENDS in a curved step, Mrs. Manjeot, center, reviews the show schedule with Mrs. Friemel, right, a new member of Hereford Garden Club, and Mrs. Tom Sawyer, who make up the committee on staging and properties. Mrs. Sawyer also directs the junior division.



**PLACEMENT  
TEA SLATED  
BY GARDEN CLUB**



ON THE TERRACE at the back of the house, a group admires the blooming plants lining the walk down to the greenhouse, evidence of Mr. and Mrs. Friemel's proficiency as gardeners in their first year in the new home. From left are Mrs. John N. Jacobsen Jr., chairman of the educational anti-litter display; Mrs. G. W. Newsom, awards chairman; Mrs. J. V. Pickens, chairman of clerks; Mrs. Luther Norvell, chairman of publicity and photographs.

ENDING A SERIES of October flower shows by the three garden clubs of this city, Hereford Garden Club will present its placement show in a silver tea at the new home of Mr. and Mrs. Herbert Friemel next Friday, open to the public from 1:30 to 6:30 p.m. Theme of the show will be Happiness Is Creative Beauty in the Home.

MEMBERS OF THE CLUB will make arrangements to be displayed in various rooms of the home, located just off Highway 385 about a mile north of the city. Mrs. A. L. Manjeot is general show chairman with Mrs. Ben Childers as co-chairman. All members are serving on one or more of the show committees. Not pictured are Mrs. W. C. Hromas, finance chairman; Mrs. Viola Williams, hospitality chairman; Mrs. R. W. Mitchell, chairman of horticulture classification.



BOOKSHELVES IN THE FAMILY ROOM offer handy reference in a discussion of show plans by, left to right, Mrs. R. L. Ethridge, chairman of judges; Mrs. O. G. Hill Sr., in charge of classification in the artistic division; Mrs. Emmett Hale, entry chairman; Mrs. D. K. Brook, to direct placement in the horticulture division.



Mrs. Ray L. Johnson  
... club president

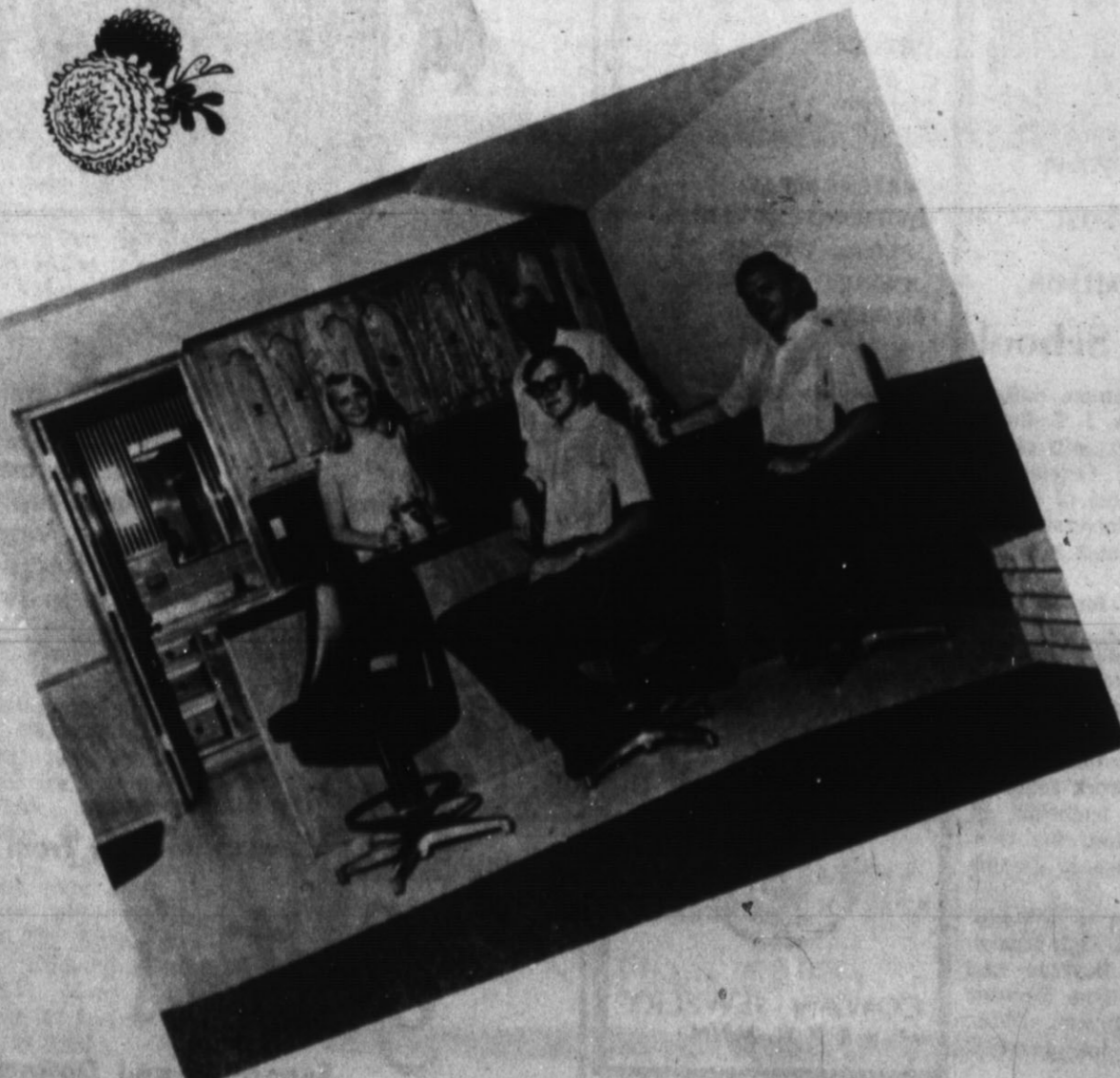


Mrs. Ben Childers  
... vice president and show co-chairman

**The Sunday Brand**  
SECTION TWO  
HEREFORD, TEXAS, 79045, SUNDAY, OCT. 20, 1968



VIEWS IN THE HOUSE to be seen by callers at the tea include the formal living room, above right, the upstairs recreation room and snack bar, lower right, and the convenient kitchen, seen from the adjoining breakfast room at lower left. Members of the Friemel family are pictured in these rooms of the home they have occupied since July.





## Pulliam-Daniel Vows Exchanged Saturday

A twilight ceremony in Central Church of Christ was conducted Saturday for Miss Linda Pulliam and Harley Daniel of Dimmitt, with Gordon Downing, director of the Church of Christ Bible Chair at West Texas State University, officiating. The double ring ceremony was conducted before an arch of green foliage and white pom-pom chrysanthemums, flanked by tapered seven-branch candelabra. The bride was given in marriage by her father. Parents of the couple are Mr. and Mrs. Denzil Pulliam, Star Route, and Mr. and Mrs. Robert Ellis of Dimmitt.

Her sister, Mrs. Charles Weatherford, was the bride's only attendant and Frank Daniel was his brother's best man. Jim Bob Ellis of Dimmitt, another brother and Charles Wells of Amarillo, cousin of the bride, were ushers. Miss Lynn Wells of Amarillo was the soloist who sang One Hand One Heart and The Lord's Prayer. The church quartet sang the prelude. An A-line white satin dress with overdress of crocheted lace was worn by the bride. Simply styled, with bell sleeves, the gown was complemented with a short veil held by a cluster of rosebuds with pearl petals. A white orchid circled with roses made the nosegay she carried. Her only jewel was a strand of pearls, and she carried a ring belonging to her mother, received as a child as the gift of a great-great-aunt. The matron of honor wore a mint green princess dress with ruffled beige lace, and beige shoes to match. Her headpiece was a mint green bluish veil with daisies, and her nosegay of yellow mums was tied with ribbon in the green shade. Mrs. Pulliam chose for her daughter's wedding a silk and wool suit of berry color with rhinestone buttons and black patent accessories, while Mrs. Ellis wore a double knit dress of deep rose and black accessories. Both had corsages of white roses. They received guests with the newly wed couple in the church fellowship hall after the ceremony. Miss Sharon Pulliam, sister of the bride, registered.

Leaving afterward on a trip to New Mexico, Mrs. Daniel was dressed in a brown and white suit with accents of brown patent. The orchid from her bridal bouquet was pinned at the shoulder of her jacket.

She is a Hereford High School graduate with the class of 1965, and was active in the Mixed Choir, FHA, and Tri-Hi-Y. She attended Lubbock Christian College and West Texas State University and is an employee of Hereford State Bank now.

The bridegroom is with radio station KDHN at Dimmitt. He attended Sul Ross College and Texas Tech after graduation from Dimmitt High School in 1963.

Family members and relatives from Dimmitt, Lubbock, Bovina and Amarillo, also Clovis, N.M. were among guests at the wedding and reception.

## Mrs. Walden Is Named To Who's Who In College

MAGNOLIA, Ark. — Named in this year's national listing of America's most outstanding university and college students is Nanete Walden, daughter of Mr. and Mrs. W. P. McMinn of Summerfield, Tex.

Her name is included in the 1968 edition of WHO'S WHO AMONG STUDENTS IN AMERICAN UNIVERSITIES AND COLLEGES, a listing of the campus leaders from more than 1,000 of the nation's institutions of higher learning.

The annual directory of distinguished students has been published since 1934 and carries only the names of students whose academic standing, service to the community, leadership in extracurricular activities and future potential are decidedly above average.

Mrs. Walden is currently a senior business education major at Southern State College, where she is a member of Tri-C, commerce civic club, and Lambda Sigma Alpha, Sr. Women's Honor Sorority.



Carolyn Sue Boynton, daughter of Mr. and Mrs. J. T. Boynton of 128 Hickory, will participate in Capping Ceremonies of the Caruth School of Dental Hygiene, Baylor University College of Dentistry, at 2:30 p. m. today.

The ceremonies, for the 1969 graduating class of dental hygienists, will be held in the Wilshire Baptist Church in Dallas. Miss Boynton will graduate from the dental hygiene school this May and then finish the 16 hours of college work required to receive her bachelor of science degree from the Dental Hygiene College of Dentistry.

Miss Boynton is a 1966 graduate of Hereford High School. Mr. and Mrs. Boynton and their son, Jay Wayne Boynton and family of Norman, Okla., will be attending the ceremonies today.

"THERE IS NO SUBSTITUTE" for INTEGRITY CRAFTSMANSHIP and SERVICE for your WATCH REPAIR DIAMOND SETTING SPECIAL ORDERS JEWELRY REPAIRING ENGRAVING

Expert craftsmen plus modern equipment—a combination that permits us to do better work at reasonable prices—we are members of American Watchmakers Institute.

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### Why Settle for Less Than Best

the go-anywhere coat ... rain, shine or snow!

Fine Pincheck fabric of Dacron and cotton. Smart, stripe lining. Deep side vents. Mens & Boys sizes. Many other styles to choose from. Regulars and longs available with zip-in liners for the cold weather ahead.

He's **Best** dressed in a season-mate all weather coat from **Gaston's** Sugarland and Downtown

### BLACK AND WHITE BALL

— Dress and decor were in striking black and white Friday night for Hereford Country Club's fall membership dance, traditional signal for opening the season of big parties in the city. Officers of the club, headed by Dr. Milton C. Adams, upper left with Mrs. Adams, and directors were hosts for the ball. Ed Line, in second picture from left with Mrs. Line, is secretary-treasurer and Foster Hill vice president. Earnest Langley, dancing with Mrs. Langley, top right, is the immediate past president. Other directors and members, dancing, at the refreshment table or at one of the small tables around the dance floor, were caught by the camera.

### COLOR EXTREMES

were in evidence over the ballroom, the adjoining terrace room and in the entry, where a huge tumbleweed sprayed white formed a mock topiary tree decked with black satin bows and roses. Small tables had arrangements of black ivy leaves and ribbon with white candles, and hors d'oeuvre tables were set under a suspended half-sphere of white wire holding white-flocked cranberry branches, black roses and bows. The center table was covered with black net, those on either side in white net, ruffled to the floor. Black candelabra twined with rose held white candles.

## NEW IN LIBRARY New Hobby Books Now At Library

Books on everything from antiquing, decorating and finishing to guides for insulator collecting are now at the Deaf Smith County Library.

**WITH LOVE AND ELBOW GREASE**, by Elizabeth Lowry Browning; a guide to antiquing, decorating, and finishing almost anything, from the bare bones to the last finishing touches.

**PAINTING FLOWERS** by William Lane Bohlin; techniques using oils, enamels, acrylics, mixed media.

**OBJECTIVE DRAWING TECHNIQUES**, Calvin Burnett; new approaches to perspective and intuitive space. How to draw anything observed, remembered, and imagined is taught through exercises from tentative sketches to finished renderings.

**PAINTING CHILDREN IN WATERCOLOR**, by Herb Olsen; if you have done some painting in watercolor but want to go further this is the book for you. Watercolor's transparent brilliance makes it a natural medium in which to capture the spontaneity and charm of children.

**THE ART OF POLYMER PAINTING**, by Ralph Fabri; a complete guide to the exciting, versatile new polymer media for beginning and amateur artists.

**JOHN DOE, BOTTLE COLLECTOR**, by John C. Tibbitts.

**1969 BOTTLES PRICES**, by John C. Tibbitts; a bottle price guide, catalogue, and classification system.

**BOTTLE AND GLASS HAND-BOOK**, by Don Maust; a history of bottles showing their various styles, types and uses from ancient times to the present.

**A GUIDE FOR INSULATOR COLLECTORS**, by John C. Tibbitts; insulator collecting has become a secondary and related hobby for thousands of bottle collectors. This is not unusual because, insulators like bottles, are made of glass, come in many shapes and colors. It has also become a prime hobby for people who are not bottle collectors. In both cases many of these people are not only collecting items of beauty, but are also serving an inner need for "identification with the past."

## Umberger Event Set November 10

Nov. 10 has been set as date for the annual Umberger Sausage Festival at St. Mary's Parish Hall in Umberger. Co-chairmen of this year's event are Richard E. Friemel and John Wieck of Umberger. Local merchants may make donations to the festival by calling Jack Brandt at 449-2656 or Vincent Ramaekers at 449-2121.

### Mr. and Mrs. Joe Andrews

Elizabeth, Valerie and Jason spent last weekend visiting Mrs. Andrews' parents, the Herbert Haseloffs, at Abilene. Her brother, Robert, was spending a few days leave from the Air Force with his wife and parents there. He has been on duty in the Far East and expected to be returned there next week.

### Mr. and Mrs. E. H. Little

of Texline spent Saturday night with her sister, Mrs. Gary Mason, and family and visited the Frank Robbins family to see the new Robbins baby boy. On Sunday they visited the H. D. Robbins in Hereford.

### Mrs. Robert Treadway

was assisted as hostess Thursday afternoon at a housewarming by Mrs. Clark Andrews, Mrs. Earl Harkins and Mrs. James Dobbs. The Treadways have recently moved into an apartment on Ave. B Hereford and several women from Frio Church came to bring gifts and visit awhile. The Treadways have two children, son Ricky and daughter, Roshelila.

### The Clark Dobbs family

of Dimmitt and Larry Dobbs family visited the James Dobbs Friday night for supper and family get-together.

### The Weldon Stephan family

attended a family gathering at the parental Moody Stephan home, north of Hereford, for a celebration of October birthdays Sunday.

### Mr. and Mrs. Glenn Andrews

Hal, Clint and Lynn spent the weekend with their parents, the Owen Andrews, and the others in the family. They also visited Mrs. Andrews' relatives at Canyon.

### STUBBORN WORKER

TOMKINSVILLE, Ky. — Robert Miller, the state commissioner of agriculture, has a 46-year-old mule which still works around his farm.

## Along The Frio

By MRS. OWEN ANDREWS Brand Correspondent

### Several from Frio Baptist Church

attended the annual associational meeting at First Baptist Church, Littlefield, Friday. Among those from here were the Rev. and Mrs. Sam Ogan, Mrs. Floyd Cole, Mrs. Clark Andrews Mrs. Earl Harkins, Debbie Ogan and Darlene Sparkman were coming from Waco, where they attend Baylor U., to meet the Ogans at Littlefield and on home to spend the weekend with the Ogans and Sparkmans.

### Mr. and Mrs. J. L. Brooks

recently took Mrs. Brooks' mother, Mrs. Era McClennen, to her home at Comanche, Okla. and went to the Texas Coast to spend a week. Mrs. McClennen has spent most of the summer visiting the Brooks and her other daughter, Mrs. D. O. Benson, and their families here.

### Frio Homemakers Club

will meet Tuesday at the home of Mrs. Sam Ogan for a program on "Sewing Tips." The last meeting was Oct. 9 in the home of Mrs. Owen Andrews. Argen Draper discussed "Step Saving in the Kitchen," using a diagram of kitchen plans to illustrate the subject.

### Others attending the meeting

were Meses. Herberti Bruns, Carlton Dobbins, Eugene Baldwin, Chesley Johnston, Laura Littrell Sam Ogan, Tommy Sparkman, T. L. Sparkman Jr., Annie Spriger and Miss Alma Andrew.

### Mrs. Ronnie Andrews

has begun working as a nurses aide at Deaf Smith County hospital. She had training at Amarillo College and worked some in a Dimmitt nursing home.



**TEXAS SIZE TOMATOES** — Mrs. Jimmie Roberts holds one of the many large tomatoes from this vine in their back yard. The vine grew over 6 ft. high and part of it was hanging over the fence. Roberts holds up the end of the vine. —Staff Photo

### Courthouse Records

#### VEHICLE REGISTRATION

Flake Barber, 64 Ford; Harold Beauchamp, 66 Chev PKP; Jim Vines, 63 Chry; Leonard Click, 66 Ford; E. D. Sawyer and Son, 63 Inter. Van; C. R. Carperton, 53 Hyde; E.J. Reynolds, Beulah Reynolds, 59 Streamline H. Trailer; Francisco Velasquez, 62 Chev.; Tommy Province, 62 Ford; Malcolm G. Brooks, 62 Ford.

Don R. Chaney, 62 Chev.; Henry Jackson, 67 Chev.; August L. Miller, 61 Ford Trk.; Donald D. Henslee, 59 Ford pcp; Lowell Sharp, 51 GMC 1/4T; Richard Williams, 57 Chev.; Orval Watson Ford Sales, 60 Ford 3/4 pcp; L. J. Jones, 59 Mack Tra.; E.N. Johnson, 68 Ford; Winn Brothers, 68 Ford 1T.

Manuel Vigil, 69 Ply.; W. D. Denton, 59 Ford; Adam Gonzales, 65 Pont.; David E. Hones, 69 Ford; J. R. White, 69 Ford; Mark E. Schaffner, 69 Ford; Southwest Offset Inc., 67 Ford pcp; L. J. Jones, 63 Ford Tr. Trac.; H. L. Ward, 68 Ford pcp; D. R. Davidson, 68 Buick; John O. Arsola, 64 Buick; Antonia Ledesma, 57 Dodge; Mrs. C. R. Caperton, 69 Olds.; Eduvijen Garcia, 68 Chev. pcp; Glyn L. Bilbrey, 68 Olds.

Robert DeLa Paz, 65 Chev.; Guadalupe Tapea, 62 Chev.; Parfirio Zuriza, 69 Chev.; Maragret Crowder, 60 Olds.; Olivero M. Aquirra, 59 Chev.; Ronald A. Groves, 68 Ply.; Carmen Corranza, 61 Ford; Ramon Aragon, 60 Chev.; Doc Carter, 69 Buick; A. G. Schlabs, 69 Chev. pcp; Allied Oil Co., 68 GMC pcp.

Wayne Jones, 67 Pont.; Jerry Tisdale, 68 Rambler; Eugene Hendon, 67 Buick; Marcus Jacobsen, 66 Honda; Charles Van Horn, 66 Olds.; Hubert Parker, 63 Chev.; Estevan R. Martinez, Chev.; G. Pizana, 62 Chev.; Jimmy Buxler, 68 Buick; Raymond Hance, 66 Chev.

Thomas M. Eddings, 66 Ford; Erasmo Gonzales, 64 Ford; Esmanuel Mondragon, 63 Chev. auelario Alamillo, 66 GMC pcp; Maria A. Vasquez, 51 Intl. Saul G. Morales, 61 Ford; Magge Garcia, 62 Ford; Rafael Montreal Jr., 63 Chev.; Mrs. Irene B. Norris, 60 Merc.; Albert Morrison, 68 Ford.

W. L. Rogers, 61 Pont.; Sharon Worthan, 68 Merc.; Charlie Burk, 69 Chev.; James N. Edmosen, 68 Olds.; James A. Bulard, 69 Chev.; Clover Spraying Service Inc., 69 Chev. 1/2T; Gerald Martin DBA Hfd. Flying Service, 69 Chev. 1/2T; Leroy McDonald, 69 Ford Van; Steve Taylor, 69 Ford; Eldon Howell, 60 Matchless; Weldon Dixon, 61 Buick; Jame T. Clarke, Sam L. Pruitt, 62 Chev.; Drill Trk.

A. L. Weaver, 58 Chev.; Lilian Sevier, 63 Ford; Hereford Irrigation, 68 Chev.; Gabriel Perez, 54 Chev.; Jerry W. Mitchell, 68 Ford; Jim Monroe, 69 Olds.

L. W. Carlyle, 69 Chev.; Floyd Cole, 69 Chev. pcp; Eual Bradford, 69 Chev. 1/2T; Louie Dixon, 69 Ford; E. H. Loerwald, 67 Ford; Eugene Glover, 66 Chev.; T. B. Thomas, 68 Pontiac; J. E. Keller, 41 Dodge Trk.; Jose T. Hill, 62 Ford; R. E. Owens, 56 GMC 1/4T; Pantaleon Nova, 57 Intl Trk.; Jimmy E. Victor, 63 Chev.

W. P. Dutton, 69 Olds.; Carl Cole, 63 Chev.; James Fangman, 69 Chev. pcp; J. B. Noiland, 69 Chev. pcp; Ed Bezner, 68 Chev 2T; Jimmy Dawson, 67 Olds.; Edmund Schlabs, 69 Chev 1/2T; Mary Lopez, Thomas Lopez, 62 Dodge; Kenneth DeHart, 66 GMC pcp; Lupe Cordova, 68 Olds.; George

Green, 58 Safeway H. Trailer; David Grimsley, 69 Chev.; Milton Alex Jones, 64 Ford.

W. H. Patton, 69 Ford; Q. O. Brown, 63 Chry.; Sixto Ulibarri, 55 GMC 2T; Jim Loving, 64 Chev George Jones, 64 Chev.; Adalberto T. Martinez, 63 Chev.; Jessie M. Mendoza, 62 Buick; John A. Green, 58 Ford; Frank S. Deleon, 57 Melody Home; Lloyd Newton, 69 Ford Trk.; Lloyd Newton, 68 Inter Trk.; Ronny R. Duncan, 66 Ford Pic.; Ronny R. Duncan, 66 Ford Pic.; Placido D. Garcia, 67 Chev.; Willie Wilson, 61 Chev.; Doriteo Marques, 52 Chev.; Carme nR. Zepeda, 60 Olds.; Feliciano Cano, 58 Chev.

Myrna E. Cremeenstor, 55 Pont.; Chesley C. Johnston, 69 Buick; Carlos Gonzales, 63 Chev Howard Engle, 69 Chev.; J. C. Claborn, 69 Chev.; Nicholas P. Mendoza, 60 Merc.; Anita M. Roeha, 62 Ford; Sylvia Galvan, 63 Ford; Manuel Fuentes, 63 Ford; Dave Hoper, 69 Pont.; Roy H. Bouldin, 67 Pont.; M. P. Nussbaum, 69 Ply.; J. W. Hawkins, 66 Ply.; Willodyne Brooks, 68 Py.; Pedro Alonza, 57 DeSota; Roy W. Blevins, 64 Ford.

Wendell Roe, 57 Chev pcp; Leon Carduek Catarino, 59 Ford Roy I. Campbell, 62 Olds.; James W. Vines, 63 Chry.; Rita Anderson, 69 Honda; F. A. Marnell, 63 Ford; Joe B. Bridges, 66 Chev.; Bessie Holmes, 64 Ford; B. A. Reddell, 66 Opel; Joe A. Brown, 64 Pont.; Ampara Guerrero, 61 Chev.; George Madrigal, 50 Ford 1/2T pcp; L. T. Johnson, 68 VW; Roy H. Bouldin, 65 Chev pcp; Fructosa Garcia, 63 Chev Tr. Tra.; Joe De La Paz, 56 Chry.; A. H. Reinart, 68 Chev.; J. B. Heberd, 69 Chev.

Mrs. B. O. Elder, 69 Chev.; Hill Farms, 62 Chev. pcp; Phillip Johnson, 64 Ford; Marie Robertson, 67 Ford; Tom Appleton, 62 Ford; Carlos Trevino, 51 Chev pcp; Jerry Tucker, 68 Pont.; Dolores Garcia, 62 VW; Douglas Scott Lewis, 64 Olds.; Mike Coronado, 54 Chev.; Agnes O'Neil, 65 Ford; Al Smith, 69 Cad; Ernesto Rodriguez, 69 Chev Roger Morris Jr., 67 Ford pcp; Bearl Riley, 67 Chev. pcp.

Esteban Reyna Castillo, 64 Ford; Ben Wilks, 68 Ford; Ladi Evan, 66 Chev. 1/2T; Polan and Sons, 69 Ford 1/2T; V. Ridley, 68 Ford; Billy Ott, 59 Chev. Beneto Zamora, 65 Chev.; Kenneth Christie, 68 Chev.; Kenneth Christie, 68 Hale Tr.; La-

dislado Garza, 48 Chev. pcp; M. Lyn McLarty, 66 Ford; Alvin Jones, 66 Chev.; Manuel C. Hinojosa, 61 Rambler, C. C. Renfro, 61 Chev. pcp; James E. Wilde, 59 Ford; Jesus De Los Santos, 60 Olds.; Cherrie Morgan, 65 Buick; Antonio G. Perales, 57 Chev.; Delbert Bainum, 52 Alma h-4; O. A. Oldham, 68 Chev.; Bobby Owens, 63 Rambler; James A. Bullard, 69 Olds.; Bertram Jack, 68 Intl pcp 0 S. C. White, 60 Ford, Martha Walker Carr, 65 Chev.; Ernest O. Barid, 50 Chev Trk.; Jose Luis Rosando, 64 Ford.

Keith Battley, 65 Chry.; Jerry's Thriftway, 69 Ply.; Mary E. Perryman, 59 Ford; Seledonio Zamarripa, 48 X Chev.; Jeff Gomez, 63 Chev.; Helario G. Ramirez, 59 Ford; Mela Montilongo, 56 Chev.; P. E. Hooser, 63 Chev Neil Cooper, 68 Kawasaki; Pat Smith, 64 Dodge; Leandro M. Cerna, 58 Buick.

William Posey McMinn, 69 Ply.; W. P. McMinn, 69 Chry.; Daniel Barela, 64 Ford; Pablo R. Chavez, 60 Lloyd; Angel Soto, 55 Ford; Allen Klein, 63 Ford; Allen Klein, 63 Ford 1/2T Jimmy W. Ward, 46 Chev.; Charles Digby, 55 Ford; James Ennis, 66 Pont.; M. S. Rowan, 55 Chev.; Matt M. Moseley, 62 Ford; Angela Galvan, 65 Chev. Juan A. Castellano, 58 Chev.; Hertz Milling Co., 66 Chev.; Lizzie Larabee, 60 Rambler; George Wilhelm, 62 Dodge; Hector Rodriguez, 60 Chev.; Maria Vargas, 61 Ford; Jack London, 59 Ford; Larry Ackers, 69 Ford; Lynn Robbin, 66 Chev.; Jose Leal, 65 Ford; Roland Hargrove 69 Ford 1/2T.

Floyd Dickey, 69 Ford; Bob Kimbrough, 69 Ford pcp; La Ro Rose Szalay, 69 Ford; Edwin Morrison, 68 Ford; Earl Lewis 69 Merc.; Michael Kendrick, 69 Ford; David Schulte, 65 Chev.; Eligio Garcia, 65 Chev.; Billy Vick, 64 Chev.; Ciro Casarez, 64 Chev.; Silverio Segovia, 66 Chev.; Alejo Aquillon, 61 Chev. May Roberts, 59 Vauhall; Pacific Molasse Co., 60 Beall Trailer; Pacific Molasses Co., 60 Kenwo; Mae Pattie, 68 Ford, Francisco Urias, 66 Chev.; Lewis Walker, 68 Ford; C. R. Berryman, 63 Chev.; Charles Berryman, 57 Chev.; Steve Saiz, 61 Dodge; Ernesto Garza, 61 Pont.; Steve Saiz, 61 Chev.; Vivian Perez, 62 Rambler; Francisco Torres, 60 Chev.; Ruben Marry, 60 Pont.; Paul Abalos, 59 VW; Roy Markham, 59 Ply.;

## Auto Inspections Locations Listed

The Texas Department of Public Safety has listed 10 official auto inspection locations in Hereford for the 1969 vehicle inspection period now in progress.

The inspection stations include Beavers Motor Company, 302 E. Third; Dishman-Hale Chrysler, Plymouth, 345 E. First; E nco Service Center, 403 N. 25 Mile Avenue; Hereford Radiator, 120 Schley, and Penneys Auto Center, Sugarland Mall.

Also, Kemp Auto Repair, East Highway 60; Kinsey-Orsborn Motors, 142 N. Miles; McRight Garage and Supply, 642 E. Second; Orsborn Chevrolet-Olds, 211 N. Schley, and Orval Watson Ford, 200 W. First.

Colonel Wilson E. (Pat) Speir, director of the Texas DPS, said "More than six-million vehicles are expected to receive the compulsory inspection prior to the April 15, 1969, deadline."

Texas law requires inspection of the brakes, lighting equipment, horns and warning devices, mirrors, windshield wipers, front seat belts in vehicles where seat belt anchorages were part of the manufacturer's original equipment on the vehicle, steering (including power steering) and wheels and rims (not to include removal of the wheel from the vehicle) on all motor vehicles registered in the state.

Special inspection provisions apply to trailers, semi-trailers, pole trailers or mobile homes having a loaded gross weight in excess of 4,000 pounds. The minimum fee is \$1.75. This does not include the cost of repairs or adjustments necessary to enable the vehicle to pass inspection.

The new vehicle inspection sticker will be a two and one-half inch square replica of a DPS patrolman's badge with red background. Motorists are urged to have the 1969 inspection performed as soon as possible to insure that their vehicles are mechanically safe for fall and winter driving.



**NIXON FARM SPOKESMEN MEET** —Among Southwest Area agriculture leaders discussing farm policy in Dallas Oct. 10 were, left to right: Ben H. Carpenter, Dallas; James S. Garvey, Sageview, Texas; H. R. Gonzales, Dallas; Dr. Robert Spitzer, Burlington, Wis., national chairman of the Agriculture for Nixon-Agnew Committee and conference moderator; Jon Juengling, Amarillo; Joe C. Easley, Hereford; J. P. Jones, Kress. Purpose of the conference, one of a series across the nation, is to establish a channel of communication directly from farmers to Richard Nixon.

Classifieds Get Results.



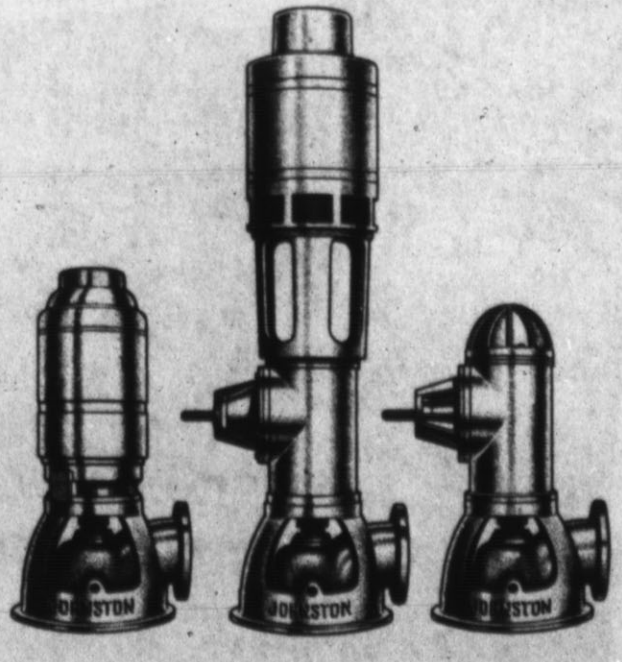
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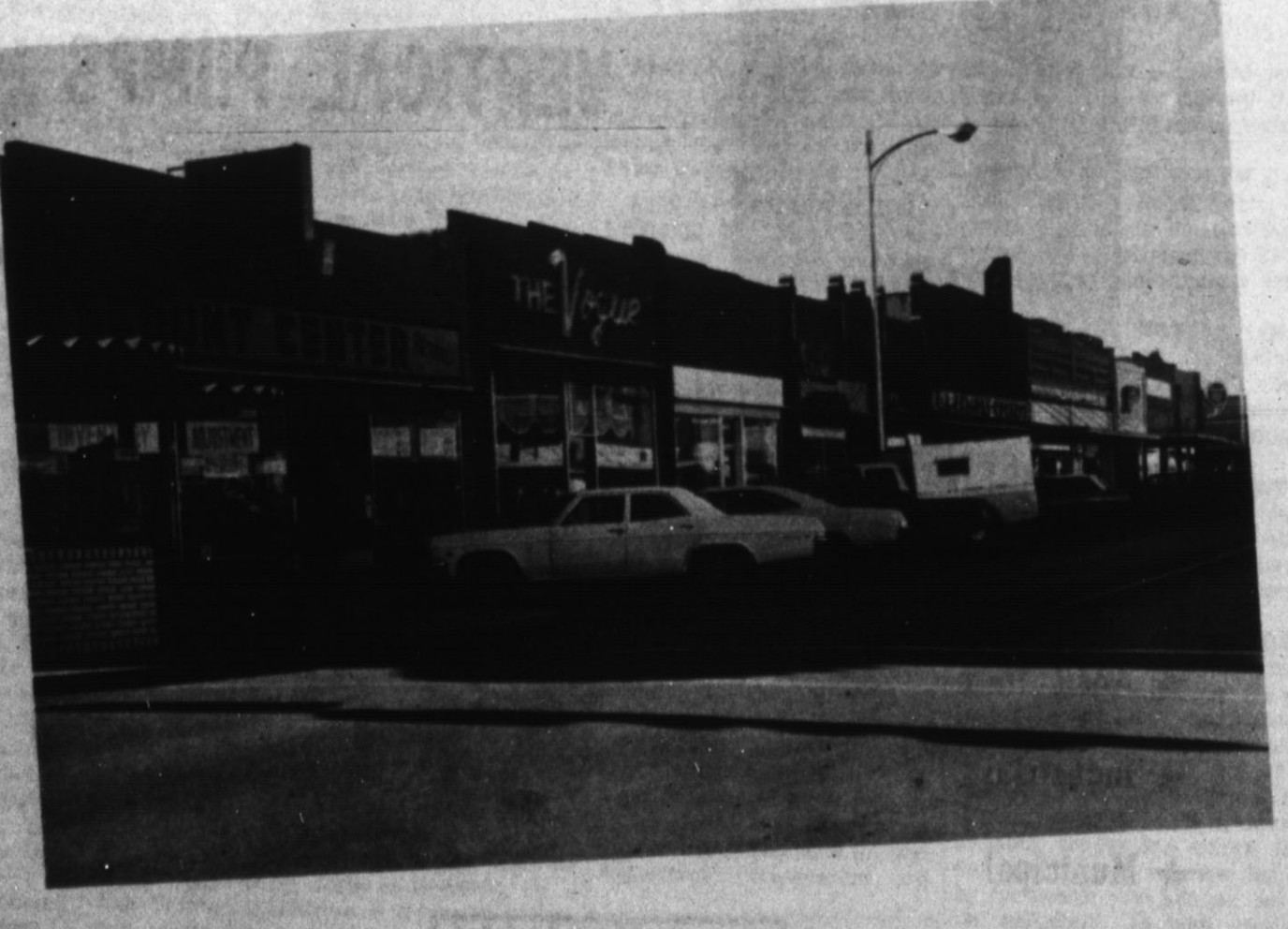
We will also pay 1 1/2 CENTS per POUND for any down or crippled live cows or horses.

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| <b>KESTER'S JEWELRY</b><br>409 N. Main Street        | <b>GLENN'S FOODS</b><br>219 N. Main Street            |
| <b>CITY DRUG</b><br>327 N. Main Street               | <b>ANTHONY'S</b><br>225 N. Main Street                |
| <b>WESTERN AUTO</b><br>241 N. Main Street            | <b>HEREFORD HOTEL</b><br>216 N. Main Street           |
| <b>BEN FRANKLIN</b><br>313 N. Main Street            | <b>LEON'S SHIRT STORE</b><br>323 N. Main Street       |
| <b>GASTON'S POPULAR STORE</b><br>331 N. Main Street  | <b>HELEN'S CHILDREN'S STORE</b><br>417 N. Main Street |
| <b>HARMAN'S</b><br>339 N. Main Street                | <b>SEARS CATALOG</b><br>421 N. Main Street            |
| <b>THE FAIR STORE, DEPT. STORE</b><br>226 N. Main    | <b>TANNAHILL'S</b><br>413 N. Main Street              |
| <b>BRAND PUBLISHING CO., INC.</b><br>130 West Fourth | <b>CITY TELEVISION</b><br>124 West Fourth             |
| <b>WHITE'S AUTO STORE</b><br>303 N. Main             | <b>CHRISTIAN BOOK STORE</b><br>347 N. Main Street     |

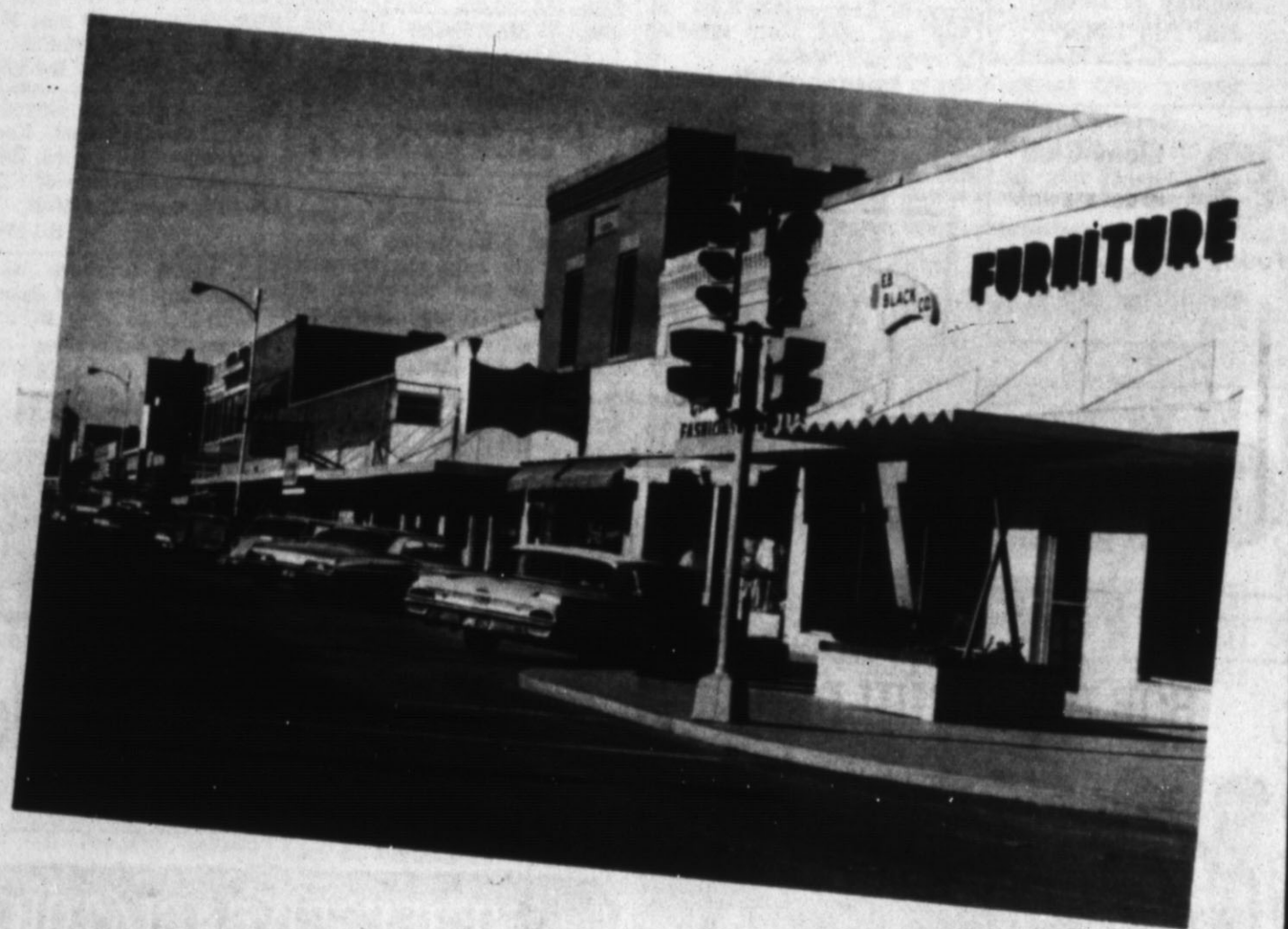
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IN DOWNTOWN HEREFORD**

ation are watching Hereford --









# Weddings

## Of Fall

## And Into

## Holidays



Mrs. Wayne Hamilton  
... nee Joellen Hamilton  
(Bradly Photo)



Mrs. Harley Daniel  
... nee Linda Pulliam  
(Bradly photo)



# The Sunday Brand

HEREFORD, TEXAS, 79045, SUNDAY, OCT. 20, 1968



Miss Renee Malouf  
... to wed Roy Kuper  
(Angel Photo)

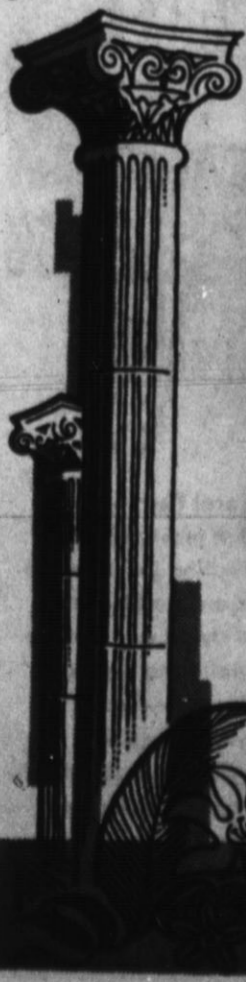


Mary Crawford Stevens  
... fiancée of Larry Kaul

(See Stories Inside Pages This Issue)



Miss Ellen Self  
... engaged to Kerry Struve  
(Angel Photo)



# Cast Completed For HCP Comedy

First rehearsal for the comedy, *Blithe Spirit*, which Hereford Community Players plan to present Nov. 21 and 22, will be held Monday evening in the Fred Howard home, 113 Elm, Imogene Anderson, director, announces.

Cast members, chosen after tryouts last Sunday and Monday, met for a read-through Wednesday and will begin serious rehearsals with the meeting tomorrow. The play is one of Noel Coward's best-known comedies, with a record of success on the stage and in films.

The leading role of Charles Condomine, an Englishman rather dominated by his wife, Ruth, is played by Howard, while Mrs. Howard has the role of the wife. In the title role as the ghost of Condomine's first wife, Elvira, is Sylvia Parsley.

The medium who materializes the 'blithe spirit', Mme. Ar-

catti, will be portrayed by Clane Roberson. Carole Byers will be seen as Edith, the maid in the Condomine home, Donna Johnson and Tom Kendrick as Dr. and Mrs. Bradman, friends of the family.

A gay fantasy, the play had long runs in England and on Broadway, starring Gertrude Lawrence, before it was made into the movie version. It has been popular in recent years with amateur theatre groups such as the Community Players.

### FAMILY VISITS

Mrs. W. H. Awtry Sr. had as guests last weekend Mr. and Mrs. O. J. Awtry of Melrose, N.M., and on Sunday Mr. and Mrs. Deon Awtry of Dimmitt joined the family group. Mrs. Awtry had just returned from a two-week visit with her son, W. H. Awtry Jr., and his family at Ulysses, Kan.



**JACKETS DECORATED** — Hard at work drawing Indian designs, cutting them and ironing them onto new ceremonial jackets, older girls of the Tawanka Camp Fire Group are seen at the Camp Fire Lodge in the upper photo just after they received the jackets which signify their passing the first rank of Camp Fire. Younger girls of the group, lower photo, are

making paper flowers under the direction of Pris Crume. This group of girls, most of whom live at the Labor Camp, was organized and sponsored by the Starliners Horizon Club until its members graduated from high school last year. Now they are sponsored by a new Horizon Club which calls itself The Ten Little Indians.

### Assorted Cheese Gourmet Treat

**COLLEGE STATION** — A sortment of cheeses: mild E-lam and Gouda to strong-flavored Limburger or mold-ripened Blue. Include old favorites Cheddar and Swiss and one unusual cheese to arouse curiosity. Cheese spreads and dips are popular as snacks, too.

Mrs. Gwendolyn Clyatt, Extension consumer marketing specialist, suggests serving an as-

sortment of cheeses: mild E-lam and Gouda to strong-flavored Limburger or mold-ripened Blue. Include old favorites Cheddar and Swiss and one unusual cheese to arouse curiosity. Cheese spreads and dips are popular as snacks, too.

## Calendar Of Events

### MONDAY

Rainbow Girls at Masonic Hall, 7:15 p. m.  
Sugar Blues TOPS Club at Community Center, 7 p. m.  
Wesley Methodist WSC at church, 2:30 p. m.  
Hereford Rotary Club lunch in Jim Hill Hotel, 12:05 p. m.  
Odd Fellows Lodge at IOOF Hall, 8 p. m.  
Dawn Lions Club at Dawn Community House, 8:30 p. m.

### TUESDAY

Lone Star Study Club tea honoring Pioneer and L'Allegria clubs at Community Center, 3:30 p. m.  
Young Mothers Study Club, Halloween party for children of members.  
Veleda Study Club in home of Mrs. Glenn Watts, 8 p. m.  
Hereford Art Guild at Deaf Smith County Museum, 7:30 p. m.  
Dawn H. D. Club to Clovis, N. M. for luncheon.  
West Hereford H. D. Club at home of Mrs. U. V. Pierce, 216 Fir, 2:30 p. m.  
Citizens Band Radio Club, REC Building, 8 p. m.

### WEDNESDAY

Avenue Baptist WMU at church 9:30 a. m.  
Hereford Lions Club at Hotel Jim Hill, 12 noon.

## Mexican Food Is Served For H.D. Members

Tacos and enchiladas which a guest, Mrs. Zola Gutierrez, made as a part of the program were served to members of Wyche Home Demonstration Club Thursday afternoon at the home of Mrs. Cecil Masten. The subject was Mexican Food and the guest demonstrated the preparation of these dishes to illustrate. Present for the program and a short business period were Meses Leroy Bodkin, Ira Ott, Wayne Jones, Charles Packard, L. B. Worthan, T. J. Kelly, G. W. Duncan and Bill Ellis.



**AT POLITICAL COFFEE** — A visit of wives of two important Republican nominees was the occasion for a coffee Tuesday in the GOP headquarters office here. A large number of women called at the informal morning party to meet the visitors. From left are Mrs. Bob Price of Pampa, wife of the congressman from this district who is candidate for re-election; Mrs. Frank Ford, herself the wife of the GOP candidate for the Texas legislature; Mrs. Paul Eggers of Wichita Falls, whose husband is in the race for the Texas governorship, and seated, Mrs. Edwin

## New Choice As Teen Hangout, Music Stores

**ST. LOUIS** — Teen-agers are hanging out in music stores, say the American Music Conference group, people who keep track of such things. Drug store proprietors couldn't be happier. They have been pulling out on young people in recent years, and it isn't easy if it is an old-time store with a family business. Meanwhile, music stores — and there are 11,000 — are expanding because of young people's interest. In St. Louis, music merchant Lee Hamilton has built a million dollar business in five years with three stores that are jumping with teen-age enthusiasm.

## Holiday Vows Planned

Miss Renee Malouf's engagement to Roy Kuper, son of Mr. and Mrs. Walter Kuper, Summerfield, is announced by her parents, Mr. and Mrs. Hanna Malouf.

A holiday wedding, around Christmastime, is planned at Saint Anthony's Catholic Church.

## Small Talk

**By SUE COLEMAN**  
Women's Editor  
Congratulations and the best of wishes to Mrs. D. H. Bryant, who celebrated her 91st birthday Tuesday. She is back out at Kings Manor after a stay in the hospital, feeling well enough for a game or two of dominoes, thank you.

**RELATIVES AND A few** friends visited Mrs. Bryant on the birthday, but there was no large-scale party, such as the one that marked her 90th birthday last year. She will probably wait for her 95th for another big celebration.

Her son, Cawthon Bryant, and grandson, John David Bryant, live here and helped in the birthday observance. Her daughter Gladys, Mrs. Orion Carter of Plainview, was not able to be here this time because of the illness of her own daughter-in-law, but since she visits her mother often she has no doubt staged her own observance.

**TWO HEREFORD WOMEN** are on the West Coast this weekend, guests at the weddings (separate, of course) of their sons. Mrs. B. Y. Crosthwait's son Buford Dean was married in Ferndale, Calif., and Mrs. D. W. Palmer's son, Glenn Toomey, in Seattle, Wash.

Crosthwait is a former resident of Hereford, grew up here in fact, and is well known. Toomey, a Seattle attorney, has visited his mother several times since she moved here nearly four years ago, so he has a number of friends here too.

**GREMLINS AMONG** the type are blamed for all our errors here at the Brand, and we blame ourselves only for not catching them on the proof. But we still get calls from people

who want to make some praline cookies by a recipe we printed recently, with two lines left out. We can't help much because it was from a syndicated news service and the copy is lost, but somebody was going to try the recipe with half a cup of syrup (syrup and vanilla were left out, and any cook can guess at the vanilla). If she did, I'd like to know how they came out so I can tell others.

Then, LaPlata Junior High's Red Cross group didn't get credit for a very fine gift to Girl-town USA when the food collection for that girls' home was made recently. The Junior Red Cross member stacked a long table with blankets and clothing as well as syrup, honey, jelly, jam and other staple food, all much appreciated by Girl-town.

And next, the nice young ladies who are members of L'Allegria Study Club didn't meet at 1 a. m. Thursday. It was 11 a. m. — just the matter of dropping a little old "1" in their announcement. Oh well... if we don't hear of others, maybe that's the worst.

**A NOTE LAST week** from Corinne Neely said she was having a fine time working in a gift shop and as cashier for the adjoining restaurant belonging to her friends, the Youngs, at Chambers, Ariz. You probably read her articles about her trip back to visit them last summer. She says the pace is slower at the tourist resort than in the summer, and she likes it better. You'd know that she would add "having a wonderful time and meeting all kinds of interesting people." To interesting people like Corinne, lots of people are interesting.

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And...  
**Orange Flower Skin Freshener**  
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**TODAY - 2 to 6 P.M.**

of the first Jay Swayze built home in Hereford.

LOCATED AT THE CORNER OF  
**Greenwood & West Haven**

We are privileged to have been the electrical contractor for this beautiful new home. Come see it Sunday

**Owens & Hollingsworth**  
809 East 2nd

# Miss Joellen Hamilton Is Married In Church

Miss Joellen Hamilton, daughter of Mr. and Mrs. Joe L. Hamilton, 701 East Fourth, exchanged marriage vows with Ralph Wayne Hamilton of Pampa in a ceremony read by the Rev. Matt Matthews, associate pastor at First United Methodist Church Friday evening. The bridegroom's parents are Mr. and Mrs. R. W. Hamilton of Pampa.

Two pairs of candelabra were set among greenery at the altar, holding white tapers which were lighted before the service. Gold chrysanthemums were arranged with fresh foliage on the altar. Family pews in the church were marked with white bows.

Given in marriage by her father, the bride was attended by Mrs. Arnold Powell, who was her roommate when both were students at West Texas State University, as matron of honor, Miss Debbie Banks and Miss Charlotte Hamilton of Amarillo as bridesmaids.

Robert C. Hamilton of Amarillo was best man for his brother, and groomsmen were a cousin, Lloyd Hamilton of Canyon, and Lloyd Seitz of Amarillo. Paul Hamilton, the bride's brother, Hank Hamilton of Levelland, a cousin of the bridegroom, Joe Butler of Amarillo and Mayron Porter of Pampa ushered guests to their seats.

Marcia Crowley, daughter of Mr. and Mrs. Joseph Crowley, was the flower girl to complete the wedding party.

Wedding music included a solo, because, which was sung at the wedding of the bride's parents. Mrs. R. C. Godwin was the soloist and Don Baugous the organist who played a prelude of

love songs and the traditional marches.

The bride's gown of candlelight satin was made on empire lines, with an attached overskirt edged with re-embroidered Alencon lace and a chapel train. Lace and beaded designs marked the high waistline and the bodice was fashioned with petal-point sleeves and a cameo neckline.

Her veil of imported silk illusion, with handrolled edges, was attached to a Dior bow of satin matching the gown, beaded and appliqued with lace. She carried a handkerchief belonging to her great-grandmother and wore a pearl necklace and earrings owned by the bridegroom's mother.

## Former Member Is Club Guest

A former member here on a visit was one of the guests at Progressive Home Demonstration Club's recent meeting in the home of Mrs. P. L. Carmichael. Mrs. Floyd McGee, ex-resident who now lives in Washington, and Mrs. John Morgan of Shawnee, Okla., were the guests.

Officers for next year were elected. Mrs. Charles Gresham was named president, Mrs. T. J. Parsons vice president, Mrs. Dale Hallows secretary-treasurer, Mrs. Tom Morgan reporter, Mrs. J. D. Gilbert Jr. Council delegate with Mrs. Taft McGee as alternate, and Mrs. Dean Stallings parliamentarian.

The hostess gave the program on Family Health, discussing the disease of emphysema.

er.

The white Bible carried with her bouquet was her parents' gift to her upon graduation from high school. A white orchid was surrounded by feathered chrysanthemums and greenery in the bouquet.

Attendants' dresses were of green satin with velvet ribbon trim in a darker shade of green matching their shoes and hair ribbons. Their flowers were nosegays of gold chrysanthemums and feathered white mums.

After the wedding, a reception was held in the church fellowship hall where Mrs. Randy Brown of Canyon served the cake, Misses Joyce Loudder, Ginger Crump and Renee Owen of Canyon the coffee. Miss Renee McGowan was at the guest register.

The colonnade cake, ornamented with gold and green sugar flowers, was placed opposite the coffee service. Attendants' nosegays were laid at the base of candles in the center of the green linen cloth.

The couple left for a trip to Carlsbad and Roswell, N. M., Mrs. Hamilton wearing an avocado green suit with suede front of celery green. Her shoes matched in color and her corsage was the orchid from her bouquet.

After the short trip they will be at home at 1411 S. Buchanan Street in Amarillo.

The bride, after graduation from Hereford High School in 1966 and two years as a student at WTSU, is employed in offices of the American Quarter Horse Association in that city. The bridegroom is a senior math major and an advanced ROTC student at WTSU. He completed high school in Anchorage, Alaska.

Out-of-city guests for the wedding included Mrs. R. H. Bell of Pampa; Mrs. Robert C. Hamilton, the Liburn Hamilton family, the Joe Phillips and Mrs. Lloyd Seitz of Amarillo; Mrs. Annie Matsler of Plainview, Mr. and Mrs. Johnny Whorton of Athens, The George Hamiltons of Lubbock, the C. W. Edwards of Dodge City, Kan., the Gene Morrisons of Canyon and Mrs. Lloyd Hamilton of Levelland.



**INSTALLED IN OFFICES** — New officers of the Hereford Chapter, Young Homemakers of Texas, were installed by their aera president, Mrs. Fernan McBeth of Kress, at recent meeting in First National Community

Room. From right are Mrs. Larry Dobbs, president; Mrs. Leland Shelton, vice president; Mrs. Charles Weatherford, secretary - treasurer, and Mrs. Layton Sawyer, parliamentarian.

## Wedding Plans Set

The engagement of Miss Ellen Jane Self and Kerry Layne Struve is announced, with a November 9 wedding planned at Dennis Memorial Chapel, Dimmitt.

Miss Self, a 1965 graduate of Slaton High School and daughter of Glenn B. Self of Hereford and Mrs. Bernadine Self of Lubbock, is employed at the Family Mart in Dimmitt.

Struve, son of Mr. and Mrs. W. V. Struve, graduated from Dimmitt high school in 1965 and attended South Plains College and Texas Tech. He is presently engaged in farming with his father in the Easter Community.

## Gifts Planned For Servicemen

Gifts of baked goods will be sent at Christmas to friends who are in military service in Viet Nam, by women of Young Homemakers Home Demonstration Club. Final plans for mailing the homemade foods were made at a recent meeting.

Mrs. Faye Dodson was hostess in her home. Officers headed by Mrs. Dean Bryant as president were elected for 1969.

They include Mrs. Pete Lowrie, vice president; Mrs. Charles Brown, secretary; Mrs. James Hill, treasurer; Mrs. Lloyd Smith, parliamentarian; Mrs. Cooper, Council delegate.

After the business session a home products demonstration was held to raise money for club projects. Mrs. Roy Parten was a guest and eight members were present.

# Three-Level Club Tea Slated

It could be called three generations of clubs which will meet together Tuesday when Lone Star Study Club will be hostess at a tea for Pioneer Study Club at L'Allegra Study Club in Community Center. The party will honor Pioneer Club which is celebrating its 60th anniversary this year.

It is the mother club of the hostess group, which was organized in the mid-1930's under Pioneer Study Club sponsorship. In turn, Lone Star Club sponsored the organization of a daughter club, L'Allegra, in 1946.

All three are flourishing, adding new members each year and carrying out community service projects as well as conducting study courses for the members. Mrs. Hardy Benson is president of Lone Star Club, Mrs. Delmar Sigle of Pioneer Club, Mrs. Jim McDowell of L'Allegra Club this year.

Mrs. J. M. Gilliland is a charter member still active in Pioneer Club; Mrs. Jim Higgins and

Mrs. Robert Thompson are charter members of Lone Star Club who will be recognized at the tea.

Mrs. Benson will pour tea for the guests who will register in a book which Mrs. Vivian Major has made and decorated for the occasion. Mrs. Ed Warren and Mrs. Higgins, social committee members, will greet callers and officers will be in the receiving line.

They include Mrs. Floyd Dunavant, vice president and chairman of the social committee which is the hostess group for the tea; Mrs. John Jacobsen Jr., secretary; Mrs. S. A. McCathern, correspondent; Mrs. Jim Bookout, treasurer, and Mrs. S. S. Williams, parliamentarian.

Other members who will assist as hostesses are Mmes. R. G. Blue, Bruce Be Brown, Isla Chapman, Thelma Chisum, J. Durham, H.E. Henslee, C. D. Kelton, G. W. Newsom, C. O. Phillips, Ray Suit, Glenn Witherspoon, Baker Womble, Earl Springer and V. E. Dodson.

\*\*\*\*\*

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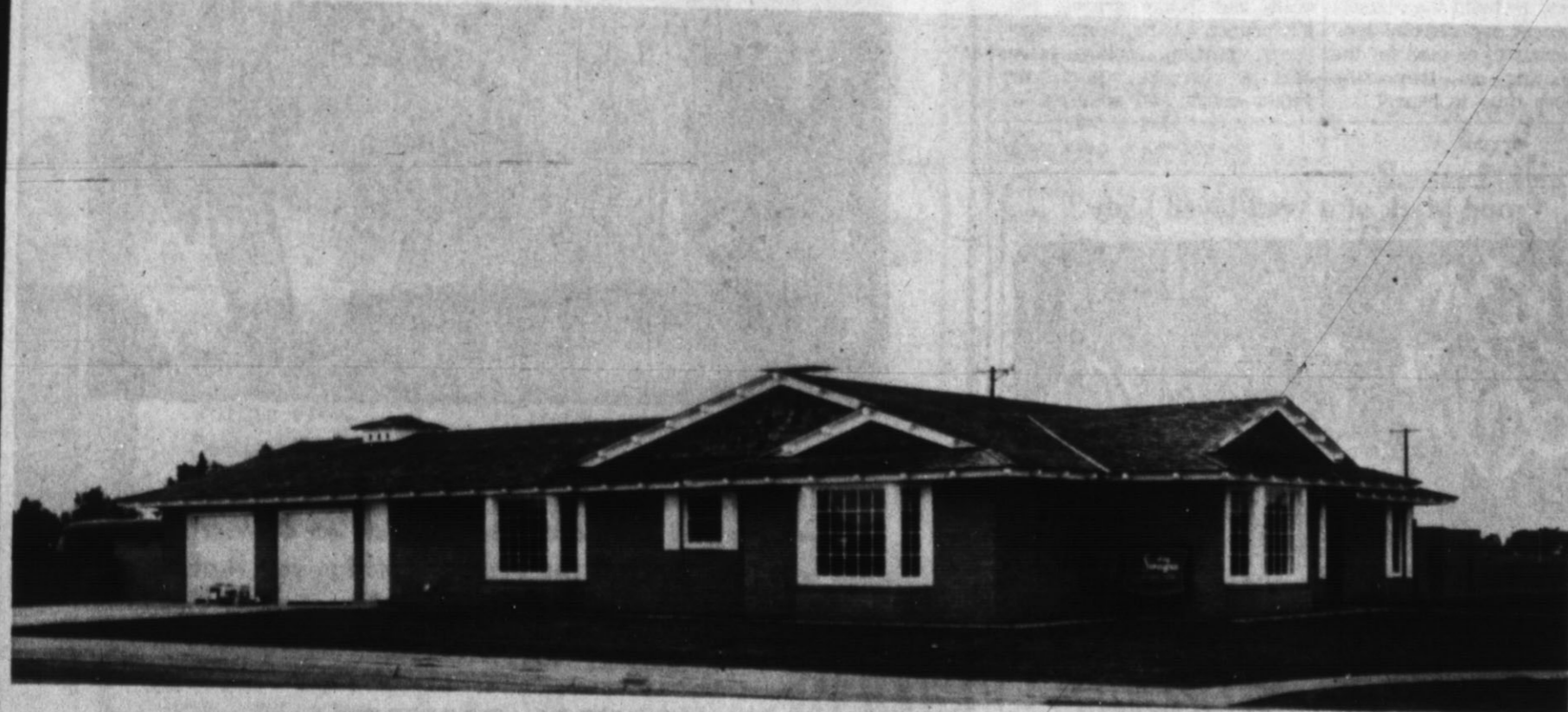
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# Music, Crafts Enjoyed

By SUE COLEMAN  
Women's Editor

She came to Hereford from Hillsboro, in Central Texas, and has lived in the state a number of years, but her previous home that is most like the Panhandle was in western Oklahoma, at Erick, Mrs. Bill Ray says.

MRS. RAY, whose cordial manner makes her an ideal "preacher's wife," and her husband, the new pastor of the Church of the Nazarene, are at home now in the parsonage at

233 Cherokee, just south of the church.

Their son, Steve, a junior in Hereford High School, completes the family while daughter Kathy is attending the Nazarene college at Bethany, Okla. The family pet is a small spotted terrier named Crybaby.

Mrs. Ray, who was Marie Hall before her marriage, is a native of Oklahoma, born at Duncan. She was graduated from high school there and planned to attend college the next year, but took a job for the summer in an office.

AT THE END of that summer she was persuaded to remain on the job for a year, and before that time was completed she married. She hasn't yet got around to enrolling in college.

Since her husband entered the ministry about a dozen years ago, she has spent a good deal of her time assisting him in his work. She prefers work with young people in church organizations, and has also been active in women's mission groups.

Another duty which fell to her when she came to Hereford was acting as church pianist. Music is one of her hobbies, in and out of the church. She likes to play and sing, although she says her daughter has the best voice in the family and has won a number of school awards as a soloist.

Steve takes his honors in speech and for a hobby has become interested in genealogy and is tracing branches of the family on both sides.

MARIE RAY LIKES flowers, to grow and to arrange; she likes to sew for herself, her daughter and the house and is always ready to try almost any new handcraft. Work with plastics and the process of putting antique finishes on furniture have interested her lately.

Gifts for Christmas are largely the product of her handwork and she has already started work on items for giving on the holiday. When there is time, she chooses reading for relaxation.

The new parsonage of the Hereford church pleases its mistress very much and she has been busy fitting the family's furniture into its cheerful rooms and adding accessories which give the hospitable air that its occupants underline.



Mrs. Bill Ray  
wife of 'new preacher'

## H.D. CHATTER Potpourri Is Today's Fare

By Mrs. Argen Draper  
Home Demonstration Agent

The plan of work is in the mail and we are on our way to Dawn's achievement luncheon, Potpourri, for this issue.

PERSONS LOSING their hearing often say, "don't make it louder, make it longer." Minnie Bell, Extension specialist in aging, reports there is something to this.

Dr. Jay Melrose of the University of Iowa Speech and Hearing Center says elderly people with hearing problems want you to speak more slowly to increase the time it takes to say each word.

Research showed the elderly people did not need the extra time to understand what was said, but they needed the sounds to last longer.

This idea can be used in processing tapes of music, talks, news digests and other spoken words prepared for those with limited hearing. It could be most helpful on intercoms in nursing homes where prepared tapes are used for the residents, says the Texas A&M University specialist.

Special radio programs for senior citizens could benefit from this area.

Dr. Melrose says more research is needed to determine the degree of such speech expansion and to build the recording equipment and develop special materials to be used for the hard-of-hearing so they will have "more time to hear."

FRYERS CONTINUE to be an economical choice in most markets. Since they are so versatile, you can stretch your food budget by serving chicken more often, suggests Extension Specialist Gwendolyn Cyatt.

New crop sweet potatoes are brightening the market and can also brighten your fall menu.

JONATHAN AND red delicious apples are the most plentiful new crop now coming to market, reports Gwendolyn Cyatt, Extension consumer marketing specialist. When buying apples, look for firm, crisp, well-colored fruit. Most are marketed by grades.

Egg supplies are ample but prices are a bit higher. But if you don't know which size is the best buy, here's a rule of thumb from Gwendolyn Cyatt, Extension consumer marketing specialist. Buy the large size eggs if the difference in price is less than seven cents a dozen.

A FIRST RULE in fruit and vegetable buying: always buy in season for better quality and more reasonable prices.

These are in season in Texas now: bananas, seedless white and Tokay grapes, Italian prunes, plums, cantaloupes, pears, eggplant, cooking greens cabbage, carrots, squash, dry yellow onions and potatoes.

# Pastor Speaks To Club Guests

The Rev. Gerald Mann, who recently came to Hereford as pastor of First Baptist Church, was guest speaker to Bay View Study Club Thursday afternoon, receiving Keith Miller's book, Taste Of New Wine. Mrs. Francis Hardwick was hostess in her home to members and a number of guests.

Members voted to continue

# Camera Assists Slum Kids To Understand Life

NEW YORK — When a youngster is afraid of something, it helps to be able to capture it, take it home, examine it and learn to understand it.

A kid with a glass jar can do this by showing lightning bugs and caterpillars and ants into it. But when he lives in the city he can't bottle up scary vacant lots mysterious waterfronts, and littered alleyways and carry them away.

He can take home the scene on camera film, though. Early this year 6 or 7 years old who call the slums home sweet home were wandering through garbage-strewn backways, climbing the debris of demolished buildings, peering into butcher shops and grocery stores, all the while whirring movie cameras like diminutive Fellinis.

They were members of the Bank Street College's Early Childhood Center, participating in a project sponsored by Helna Rubinstein Foundation to develop the camera as a learning tool.

With cameras the youngsters were able to view old sights with fresh eyes and to understand them.

sponsoring the Elu Can Da Campfire Girl group as they have done for several years. Mrs. Earnest Langley is leader of this group of junior high school girls.

A change of hostesses for next meeting was announced; the Nov. 7 meeting will be in Mrs. Ansel McDowell's home. Mrs. R. B. Miller presided for business.

The speaker said Miller's book offers guideposts to a new kind of honesty to oneself and to God, and is critical of dishonesty of conduct toward the world's institutions. It points out to interested persons an approach to their vocational and social lives as Christian laymen, the review showed.

Emphasis was on finding ways in the present world to communicate the power and love inherent in the Christian gospel. The program was one of a series for the club with the general subject, Temper Of Our Times.

Guests were Mrs. Millard Noble, Mrs. Dennis Johnson, Mrs. Jim Durham of Amarillo, Mrs. Bud Thurber of Wichita Falls, Mrs. Melvin Cordray, Mrs. Frank Ford and Mrs. Herbert Wade.

Members at the program included Mmes. W. S. Kerr, Carl Perrin, Homer Powell, Tom Sawyer, McDowell, Carl Swanson, Jimmie Gillentine, Howard Gault, Si Darling, J. R. Allison, and W. J. Gilliland.

## FORMER RESIDENTS HAVE BABY

Mr. and Mrs. Peyton Ramey, former residents of Hereford but now residing in Farwell, have announced the birth of a daughter, Katie Renee, born Oct. 3 in Dallas.

Mrs. A. C. Ramey, of Hereford, is the child's grandmother.

# Better Looking Tech Schools Aim Of Designer

NEW YORK — Now that the schoolhouse and classroom are taking on a new look from kindergarten to college, architect are hoping that vocational-technical schools will be upgraded in the process.

Clint Mochon of Milwaukee, well-known architect in school circles points out that students in these schools have been inhibited by their physical environment, underscoring a fact he has already suspected, that he is a second class student.

The art of architecture can sweep away these visual blocks to enthusiastic acceptance of occupational training that is immensely important to the nation and future industry, he explained at a conference on occupational training.

It would be important, he says, to stress campuslike atmosphere with lawns, shrubbery walks. A small park should be reserved with greenery and benches, even if school space must go underground.

The ideal technical school, he says, should be housed in a group of two buildings that are shaped.

# Couple Engaged

The marriage of Mary Crawford Stevens and Larry Carroll Kaul, son of Mr. and Mrs. Merlin Kaul of Hereford, is announced by her mother, Mrs. Ruby Crawford of Muleshoe.

The wedding is to take place at 7:30 p.m. November 1 at Avenue Baptist Church with the Rev. Ronald Harpster officiating.

The bride-elect is employed at Harold Close Drug and Kaul is employed by Her-Tex Livestock Industries.

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ALLOW 2 WEEKS FOR DELIVERY

# Puerto Rico Trip Made To NHDA

Plans of two members to leave for San Juan, Puerto Rico, to attend the National Home Demonstration Association convention next week interested North Hereford H. D. Club at its meeting in Mrs. Paul Hoff's home Thursday afternoon.

Mrs. A. E. Hodges, who was recently elected vice president of Texas H. D. Association, and Mrs. Viola Williams are the North Hereford members going to the national meeting. Her husband accompanied Mrs. Hodges on the trip.

The club meeting was for a Mexican luncheon, prepared by Mrs. Hoff, club president, with the aid of a neighbor, Mrs. Herman Benavidez, who was a guest for the meal.

Mrs. C. L. Whitehead, a charter member of the club, was honored when a birthday cake was served as the dessert. Mrs. Hoff observed her 80th birthday Wednesday, and received cards and gifts from other members.

Other members at the luncheon were Mmes. Velma Salvano, Clinton Ward, R. A. Fullwood, Otto Massie, Otto Olson, Roger Williams, O. L. Williams, Fred Barrett and Tony Hoffman.

# Inter-City Trip Taken By Club

A fashion show and luncheon in Amarillo entertained L'Allera Club members Thursday, after they had met in the home of Mrs. Noble Ballard for a brief business session. They went together to the Gold Tree restaurant for a buffet luncheon.

The style show was staged at Alexander's shop in Western Plaza, where models paraded costumes for daytime and evening wear during the fall and winter. One of the models was Mrs. Jeff Carlile of Hereford.

Business discussed earlier centered around plans for the annual Sampling Luncheon to be held by the club Nov. 21 as a benefit for their fund for a scholarship loan to a girl in West Texas State University.

Also, a contribution to the United Fund was voted. Mrs. Jim McDowell was in charge of the business period.

Guests who joined the group for the outing were Mmes. Buddy Peeler, Tom Kendrick, James Gentry, Bud Snyder and Duffy McBrayer.

Members at the meeting included Mmes. David Gibson, W.

C. Russell, Bill Warrick, Bobby Veigel, Jerry Terrell, John E. Smith, Danny Martin, Gary McQuigg, J. H. McCrary, Dennis Lomas, Terrell Hodges, Cameron Gault, Gene Cope, Jimmy Conkwright, Don Chaney and Buddy Bloomer.

# Allergy Danger Is Real Threat

DENVER — If you've suffered a severe reaction to one insect bite you should assume the next one will be lifethreatening, says Irving H. Itkin, M. D., Chief of the Asthma-Allergy Service of National Jewish Hospital at Denver.

Even with mild reactions the next one could be dangerous. It makes sense to get immunizing injections.

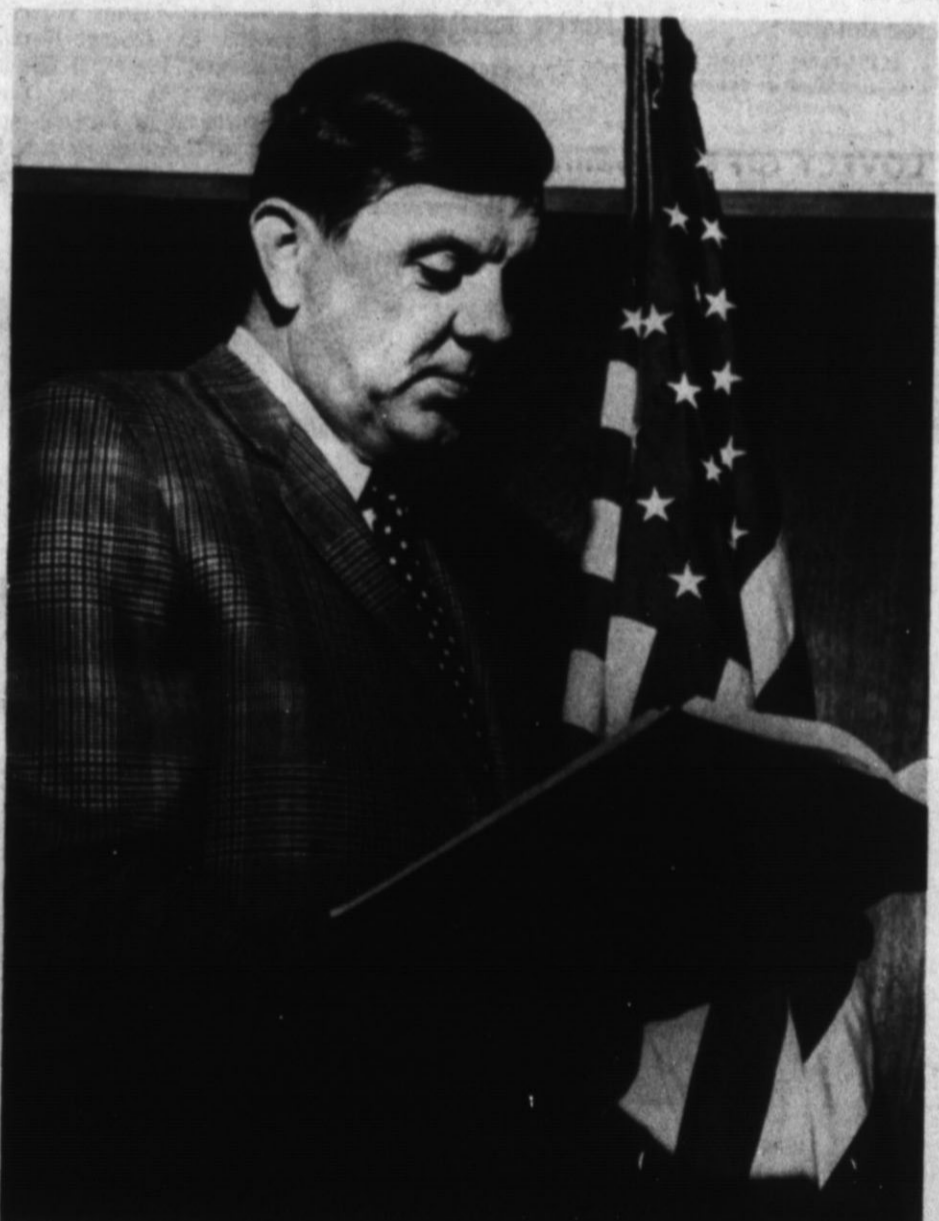
It takes three years to become completely immunized so in the meantime your doctor may prescribe a first aid kit with adrenalin spray, inhalant or injection. Only adrenalin can prevent shock for those with severe allergies.

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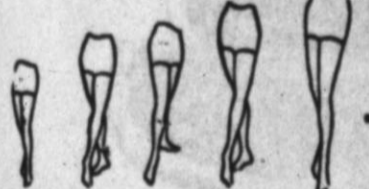
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In the past two years period, Wilson will have spent many millions of dollars to implement these plans. And even more ambitious plans are being made for the future.

Programmed growth takes into account the availability of raw materials and the demand for our products. Bold plans are

made based on accurate forecasts of supply and demand. And all of the resources of the company are used to put these plans into operation.

Wilson's Hereford beef abattoir and the soon-to-be opened Logansport, Indiana, hog abattoir represent top major growth programs. Both plants are designed to take advantage of the most modern processing methods. Both have been located in areas of heavy livestock concentration for the species each

plant will process.

Wilson's recent acquisition program included the purchase of a hog abattoir in Monmouth, Illinois, a beef processing plant in Invercargill, New Zealand, and a hotel supply house in Baltimore.

The Monmouth plant, located in heavily concentrated hog producing area, will provide Wilson customers with more product and better service. The New Zealand unit, C. G. King & Co., Ltd., contains breaking

and boning facilities, coolers and freezers, and sausage manufacturing and smoking facilities.

George's National Beef & Provision Co., Inc., the new Baltimore hotel supply unit, is the principle supplier of meat to the MacDonald drive-in chain of restaurants in the Baltimore-Washington, D.C., area as well as to restaurants and hotels in Baltimore.

Building new facilities and acquiring existing ones are only a

part of Wilson's program of growth. Modernizing and expanding existing facilities are also high on the list of priorities.

A major rehabilitation program has recently been concluded at the company's Omaha plant. New freeze-dry equipment has been added to keep pace with the growing demand for these products. More efficient refrigeration units have been installed in the beef cool-

ers. New smokehouses have been built to increase the production of hams, bacon, franks and sausage. A new refrigerated warehouse can house a larger quantity of finished products prior to shipment. And new holding pens for livestock have been constructed. In addition hundreds of other improvements have been made to the physical plant.

Wilson's Cherokee, Iowa, plant, opened in 1965, was recently expanded with the addition of a smoked meats processing center. At its Cedar Rapids plant, the Company has built a new hog hair and A & P feed facilities as well as a new freezer. The Company's Washington, D. C., facility, Briggs and Co., is installing a continuous frank operation that will add significantly to the plant's frank production.

Recently Wilson announced the start of a million dollar expansion program at its Cedar Rapids plant. The program provides for additional coolers and other new facilities which will increase the plant's beef production capability by more than 75 percent.

units are also sharing in the Company's expansion programs. At Cumming, Georgia, Wilson has acquired a feed mill and built an additional feed mill and hatchery. Another feed mill was acquired for the Robbins, North Carolina plant and new picking and scalding equipment has been installed at all three poultry plants to increase efficiency.

A modernization program is also being carried out in our branch house units, and a new branch unit was recently constructed in Pensacola, Florida.

In addition to the plant acquired in New Zealand, Wilson has also constructed a new processing plant at Auckland. In England, new freezer facilities have been added at the Princes Risborough Poultry Plant.

These major growth programs are evidence of Wilson's vitality. Modifications and additions to existing equipment, continued progress in methods of waste treatment, improvements in heating and refrigeration — all of these and many more projects are being carried on daily as part of Wilson's policy of programmed growth. Through this policy the Company expects to meet the competitive challenge and provide more products of higher quality.

## New Plant Will Be Modern, Efficient

The Hereford, Texas, Wilson & Co., Inc., beef processing plant, for which ground is being broken on October 23, will be one of the most modern and efficient in the industry when it is placed in operation next year.

Designed to convert cattle into dressed beef as rapidly and economically as modern equipment and advance industrial engineering techniques will permit, the plant will be highly mechanized, making use of the newest equipment and most advanced processing methods. In

keeping with the company's standards, full use will be made of stainless steel, glazed tile, and equipment designed to insure utmost cleanliness and sanitation.

In addition to modern on-trail dressing facilities, the plant will have provisions for fabricating beef into cuts, boning beef, quick-freezing meat specialty items, rendering fats, and curing hides. The plant is designed to slaughter and dress about 6,000 head of cattle weekly, and fabricate 2,500 head weekly into various kinds of beef cuts.

The plant will provide employment for about 250 persons, and will be a year-round market for cattle from the feedlots in the Hereford area. With its annual expenditure of more than \$90 million for livestock, payroll, supplies, and services, the plant also will make an important contribution to the economic prosperity of the Hereford area and the state of Texas.

**A. O. THOMPSON ABSTRACT CO.**  
Mr. & Mrs. A. J. Schroeter  
Paul B. Schroeter, Mgr.  
P.O. Box 73  
Courthouse  
Free City Maps  
Showing Blotcks  
Phone 364-1504



AT WILSON'S TEST kitchen at the Chicago headquarters office a panel of homemakers participates in a taste test of a new product. This is only one of the steps taken before a new product is marketed.

## Annual Program On Red Cross Set At La Plata

From 200 to 300 students of La Plata Junior will be participating in the annual Red Cross membership program at 1:30 p. m. Wednesday in the school cafeteria.

Students participating in the program will be from the classes of Mrs. Georgia King, Mrs. Norma Gripp, Mrs. Joan Fuston, John Murdock, Mrs. Geraldine Hodges, Mrs. Martha Emerson, Mrs. Maarli Bedles, Mrs. Margaret Bell, Albert Cuppell, and Mrs. Donna Quinn.

Mrs. Lottie Wertemberger, Red Cross sponsor, explained that students have been donating money for Red Cross in their classrooms and this money will be presented during the program Wednesday. A number of skits and other entertainment will be provided.

The public is urged to attend the program, especially those persons who have children participating, said Mrs. Wertemberger.

**DR. E. H. HENDON**  
OPTOMETRIST  
136 East 3rd Phone 364-0987  
NEW OFFICE HOURS:  
Monday-Tuesday - Wednesday-Friday  
9:00 to 12:00 1:00 to 5:00  
Thursday & Saturday 9:00 to 12:00 noon

**APPLES**  
New Mexico  
Red  
Delicious Golden Delicious & Rome  
**2 LBS. 25¢**

**POTATOES** No. 1 Russets For Baking, lb. 2 for 79¢

**ONIONS** California Red for Color lb. 19¢

**CUCUMBERS** lb. 15¢

**RED CABBAGE** lb. 19¢

**ORANGES** Texas New Crop  
**5 LB. BAG 59¢**

**YAMS** New Crop For Baking lb. 12¢

**PARSNIPS** Try baked for extra flavor lb. 29¢

**NUTS** New Crop, Almonds or Brazils lb. 69¢

**RADISHES** Cello pkg. 2 for 25¢

**ROMAINE** Lettuce each 29¢

**CRANBERRIES** 1-lb. cello pkg. 39¢

**MAKE YOUR HALLOWEEN TABLE CENTER PIECE**

Ornament ea. 39¢

Ornamental gourds ea. 25¢

Turbin squash lb. 19¢

pumpkin lb. 9¢

Free Best of Taste Recipes each week  
This week: "Orange Glazed Ham".

**SUPER FRESH**  
Lowest Prices, Best Selection

Double Frontier Stamps on Wednesday

Discount Miracle Price!

**COCA-COLA**  
Reg. or King-Size with \$5.00 purchase **29¢**

Discount Miracle Price!

**ICE CREAM**  
Farm Pac 1/2 gal. **48¢**

**Furr's Proten Beef is Tender Everytime**

Now you can depend on the tenderness and flavor of the beef you buy! Always buy Furr's Proten Beef and tenderness is assured. Furr's Proten Beef is backed by the name that sells it with a double your money back guarantee.

Discount Miracle Price!

**DRINK**  
Aunt Nellies 32 oz. **19¢**

Discount Miracle Price!

**VIENNA SAUSAGE**  
4 oz. can **19¢**

**RIB STEAKS** Furr's Proten Broil or Pan Fry lb. 89¢

**GROUND BEEF** Fresh Ground lb. 49¢

**PORK LOIN ROAST** Rib End 4 lb. avg. lb. 69¢

**BREAKFAST CHOPS** Wafer thin extra lean lb. 99¢

**PORK ROAST** Boston Butt semi-boneless lb. 59¢

**FRANKFURTERS** Farm Pac or Hormel 12 oz. pkg. 49¢

**SPARE RIBS** Small lean, meaty lb. 69¢

**SLICED BACON** Frontier Hickory Smoked lb. 59¢

**FISH STICKS** Sea Star 8 oz. pkg. 4 for \$1

**CORNISH HENS** Swift Premium 22 oz. each 79¢

**BONELESS ROAST**  
Furr's Proten, Rolled and Tied Shoulder **79¢** Lb.

Discount Miracle Price!

**POT PIES**  
SPARE TIME BEEF, CHICKEN TURKEY 6 oz. **10¢**

**TOMATO JUICE** Kraft 46 oz. can 25¢

**TOMATO SAUCE** Hunts 18 oz. can 10¢

**PEAS** Del Monte No. 303 can 19¢

**BEETS** Ma Brown Pickled 16 oz. 29¢

**WINDOW CLEANER** Topco Spray 15 oz. 29¢

**PORK CHOPS**  
Family Pack 1/4 Loin Sliced, Lb. **69¢**  
Center Cut Rib, Pork Chops, Lb. 79¢

**OLEO** Food Club Deluxe 1-lb. pkg. 19¢

**POTATO SOUP** Campbell's Fresh Frozen 10 oz. 19¢

**DELICATESSEN**

**MEAT LOAF** lb. 98¢

**CUCUMBER SALAD** pint 69¢

**GREEN BEANS** pint 59¢

**CHILI** Wolf No. 2 can **59¢**

**CHICKEN** Whole 52 oz. can **89¢**

**FACIAL TISSUE** Lydia Grey, 100ct. box **10¢**

**Double Frontier Stamps Wednesday**  
with \$2.50 cash purchase or more

**Health & Beauty Aids**

**CREW SOCKS** Corespun, Men's and Boys 2 for \$1

**HAIR SPRAY** Just Wonderful 13 oz. can 49¢

**HAIR OIL** Sue Free, amber, rose liquid, 8 oz. bottle 19¢

**SHAVE CREAM** Valliant 14 1/2 oz. can 49¢

**MILK of MAGNESIA** Phillips 12 oz. 59¢

**SHOP Furr's MIRACLE PRICES**

# if it concerns **AGRICULTURE**....



## ....will be there!



IRRIGATION AGE, devoted strictly to the Agri-Industry. Whenever AGRICULTURE is in the News IRRIGATION AGE will be there.

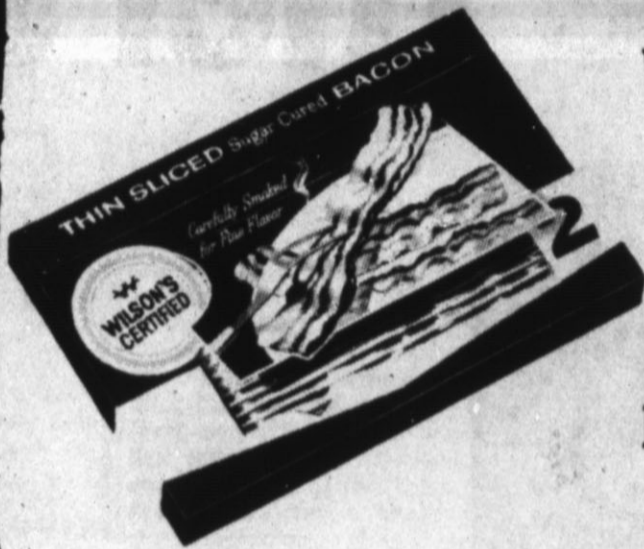


C. Palmer Norton, Publisher

# WELCOME - WILSON & CO.

# A Big West Texas

## Welcome To WILSON & CO.



WILSON'S CERTIFIED  
HICKORY SMOKED

2-lb.  
pkg.

# \$1.15



3-Pound Can

# 49¢



12 ounce  
can

# 49¢



12 ounce  
can

# 44¢

### Wilson's Festival Hams



Boneless - Fully Cooked!

halves  
2 1/2 to 3 1/2  
lb. avg.

whole  
5 1/2 to 6 1/2  
lb. avg. lb.

# \$1.09

**HAMS** Wilson's Certified "Sterile" one pound can **99¢**

4-lb. **\$3.59**



### Wilson's Certified Cold Cuts



- Bologna
  - Pickle
  - Olive
  - Mac. & Cheese
- 6 ounce package

# 4 FOR \$1

### CIGARETTES

All Popular Brands  
Regulars-Kings-Filters

# \$2.99

carton 100 mm lengths - \$3.09 ctn.

### Wilson's Beef Stew

24 Ounce Can  
Cooper's Low Price

# 53¢

### Wilson's Vienna Sausage



4 ounce  
can

# 5 FOR \$1

9 ounce  
can

# 2 FOR 89¢



12 ounce  
package **45¢**

Attend the Wilson & Co.  
Ground Breaking  
Ceremonies - Wednesday  
at 10:00 a.m.

# IDEAL

canned  
dog food

# 2 FOR 37¢

Pet Milk

Instant  
makes 8 qts. **79¢**

### MIRACLE WHIP

by Kraft  
Quart **39¢**

with \$5.00 purchase  
or more

### Wilson's Certified Chili



No Beans -  
15 1/2 oz. can

# 39¢

Plain - -  
24 ounce can

# 69¢

### OREO

Nabisco Cookies  
pound package

# 39¢

Mycos Mandarin  
**ORANGES**

11 ounce cans

# 4 for \$1

Duncan Hines  
**PANCAKE MIX**

2 pound box

# 35¢

For Dishes  
**LUX LIQUID**

22 ounce size

# 45¢

### BANANAS

Fancy Central American



# 8¢

Apples

Fancy Red  
Delicious

4 lb.  
bag

# 39¢

Pears

Washington De 'Anjou

lb. **19¢**

Double  
Gunn Bros.  
Stamps  
Wednesday

with \$2.50 cash purchase

# COOPER'S MARKET

BEST MEAT IN TOWN







**FREEZE-DRIED PRODUCTS** — Wilson & Co. has developed a freeze-drying process which has made it possible for campers to take fresh meat with them on trips. The products are light in weight, require no refrigeration and still provide both nutrition and flavor, the company reports.

## Fresh Meats Are Now Freeze-Dried

Steaks, chops, hamburgers, cubed ham and other fresh meats that can be kept indefinitely without refrigeration are being produced in increasing quantities by Wilson & Co., Inc. The process used to produce these meats is known as freeze-drying, and it was developed in large part by the research laboratories of the company.

In the freeze-drying process, as carried on in the Wilson plant, carefully selected cuts of fresh meat are trimmed of all fat and bone and then quick-frozen. The frozen meat, on trays, is then loaded into high-vacuum drying chambers. From this point on, the process is highly technical, involving vacuum pressures, temperatures, and molecular action, all under rigid control. During the drying process which takes from 7 to 12 hours, depending upon the product, the vacuum pressure in the

chamber ranges from 100 to 175 microns, again depending upon the product.

During the drying process, the moisture in the form of ice crystals flashes from ice to vapor without ever becoming liquid. This direct transition from ice to vapor — known technically as sublimation — protects the cellular structure of the meat and it does not shrivel as with conventional heat-drying methods.

At the end of the drying cycle, the freeze-dried meat is moved into a dehumidified packaging room. The feather-light meat, less than one-fourth its original weight, with 98 percent of the moisture removed, is packaged in an inert gas of nitrogen atmosphere to protect it from both moisture and oxygen. Packaged in this form, the steaks, chops, hamburgers, cubed ham and other meats can be kept on

the shelf indefinitely without refrigeration.

The freeze-dried meat, which has an appearance similar to balsa wood is quickly reconstituted to its original fresh form by immersing in water from 5 to 10 minutes. When it is removed from the water it has the appearance of fresh product and can be cooked in the same way as any fresh meat. The meat is tender, juicy and flavorful, and during repeated tests, people have not been able to distinguish the freeze-dried meat from fresh meat cooked in the same manner.

Wilson freeze-dries both fresh and cooked meats. Large quantities of freeze-dried meats are packed under Wilson's Certified Label and are in wide demand by campers and sportsmen. There are beef steaks, pork chops, hamburgers, beef patties, pork patties, meat balls, diced ham and Campsite breakfasts and beef steak and pork chop dinners.

Wilson also produces large quantities of freeze-dried meats for the armed forces, beef and chicken in various particle sizes to manufacturers preparing

## LTV Is One Of America's 15 Largest Manufacturers

Ling-Temco-Vought, Inc., of which Wilson & Co., Inc., is a subsidiary, is one of America's 15 largest manufacturing corporations with annual sales in excess of \$3 billion. It is also one of the nation's fastest growing companies, having increased sales by the end of 1967 to more than 461 times the 1957 sales level, and net income more than 109 times in the same period.

LTV is one of America's relatively new breed of companies diversified by industries, with more than 120,000 employees engaged in steel-making; meat and food processing; air transport; aerospace, electronics, and communications, engineering and production; athletic and sporting equipment manufacturing and marketing; electrical cable, floor covering fabrication; car and truck renting and leasing; and pharmaceutical-industrial chemical enterprises.

It is a congeries of dynamic companies led by the parent-

operating corporation, LTV, and embracing 10 publicly owned subsidiaries with such well-known names as Jones & Laughlin, Wilson, Braniff, Chance Vought, National Car Rental, A-1-tec, Okotite and Temco.

Each of LTV's 10 active subsidiaries shares three characteristics: (1) Excellent management; (2) a reputation for the top quality in its field, and (3) a tradition of being a leading innovator within the technology of its industry.

LTV's present corporate singularity lies in the relationship of the parent company to the ten LTV companies. Each LTV company is responsible for developing its own product lines and markets, for performing applied research, for operating profitably and for creating its own liaison with its customers and markets.

LTV, the parent, provides for the subsidiaries a wide variety of services, including financial and operational planning, legal

counsel, industrial relations, public relations, government relations and basic research. LTV's prime responsibility is to its shareholders, planning the company's growth and future based upon the principle that each new move, whether operational or financial, will increase earnings and shareholder values.

Creating values — for LTV's owners, employees, customers and for the communities in which it operates is LTV's first objective, and it is working constantly to increase its own worth while passing on something of value to the world at large.

Between 1947 and 1964 there were 8,763 Unidentified Flying Objects sighted by the United States Air Force.

## Advisory Group Formed By Congressman

Congressman Bob Price has announced the formation of a new advisory committee to serve as liaison between the U. S. Representative and the Latin American people of his district.

Cruz Alvarado, of 115 E. Sixth in Plainview will serve as chairman of the group, to be known as the Advisory Committee for Latin American Affairs. It will serve the entire 18th Congressional District, Price said. Alvarado said each county in the district will be represented on the committee and that county chairmen will be named immediately.

Congressman Price, seeking reelection to his second term, will meet with the committee at 1:00 p. m. Sunday at a Mexican dinner set in Plainview at Pete's Cafe.

The committee will function much as Price's advisory groups on water, oil and gas, agriculture and other interests in the district, to keep him informed of problems in the area of Latin American affairs.

Alvarado is program director for Radio Station KFLL in Floydada. He is a native of Austin and received his education in San Marcos. He is active in several civic organizations. Alvarado has been in radio and public relations since 1950.

The chairman is married and the family includes six children.

### TOO GENEROUS

BEIRA, Mozambique — Through an oversight, authorities in Portuguese Mozambique included a portion of Gorongosa Game Park in a concession granted to an oil exploration team. Veterinarian now fear that noise from oil drills and dynamite blasts during seismic surveys will endanger wild life or scare game away from one of the most popular areas of the reserve.



A PORTION of Wilson's Chicago headquarters office from where the company's world-wide operations are directed.

# clean air heating



## MEANS ELECTRIC HEATING



Total ELECTRIC Living

CALL YOUR PUBLIC SERVICE MANAGER

A Sincere

# Welcomes

to



We are indeed happy that you chose Hereford as the location for your meat packing plant. If we can be of any service to you at any time, please call!

## Carl McCaslin Lumber Co.

A COMPLETE BUILDING SERVICE

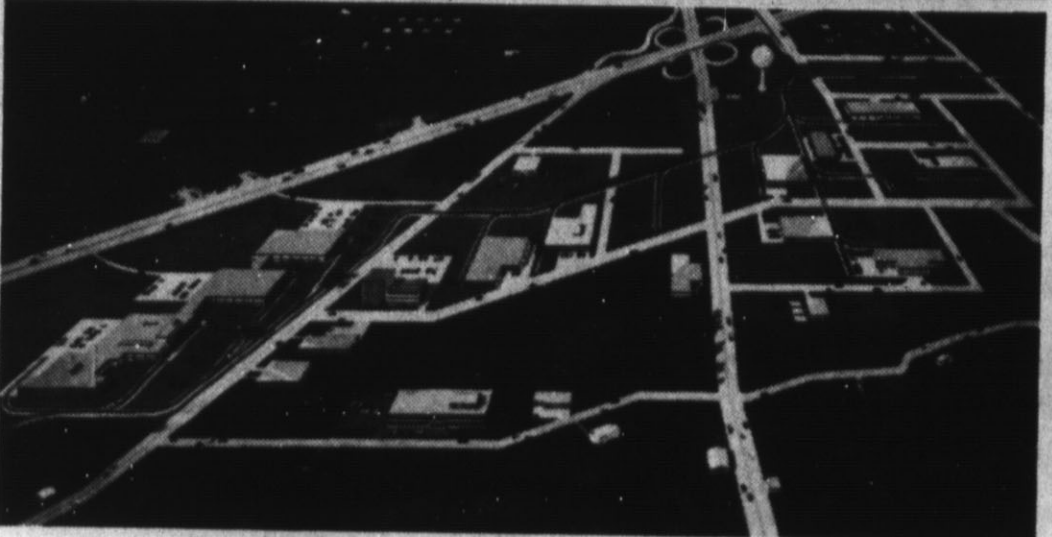
1 Block East of the Courthouse

Phone the Lumber Number 364-3434

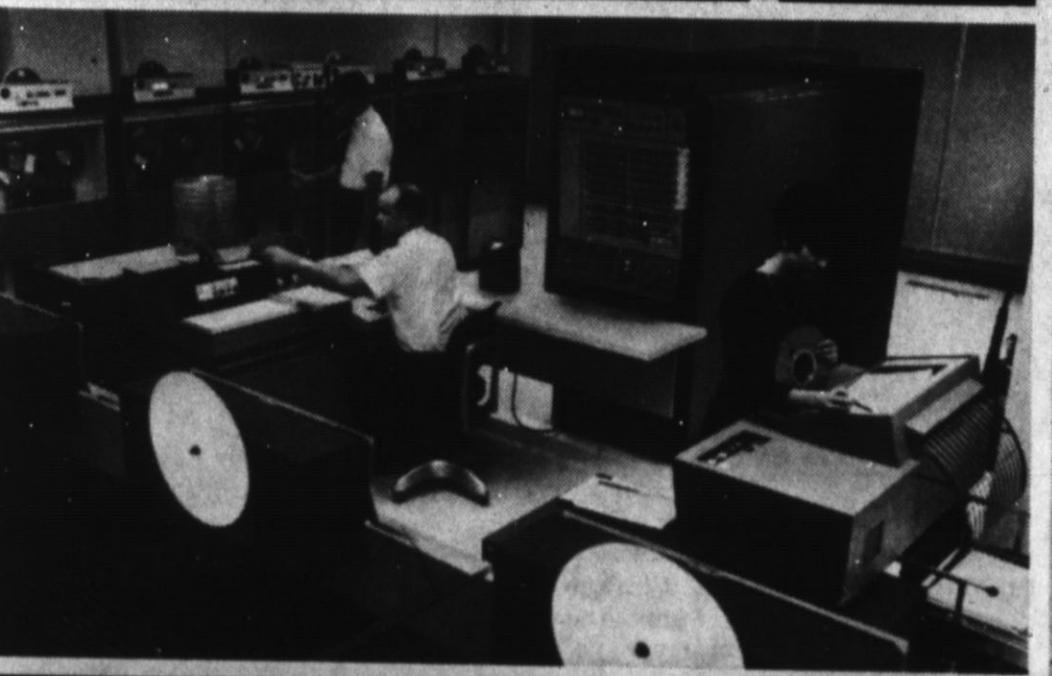
Super Shock Control cars are a Santa Fe development to move freight damage-free direct to assembly lines or warehouses. Santa Fe's R&D teams fit our fleet of 85,000 freight cars to your cargo requirements.



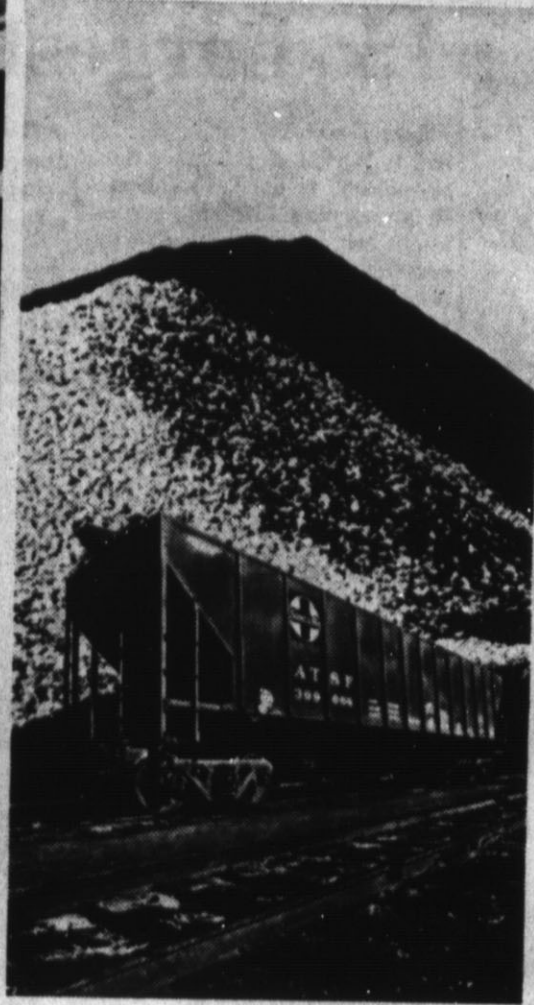
New Industrial Districts are being developed along the Santa Fe. Here is the plan for our Argonne Industrial District of 1,550 acres of fine plant sites—now being tailored to fit manufacturers expanding their market in the Chicagoland area.



Santa Fe's Data Systems Center with its third generation computers linked to our vast communications network (including 2,450 miles of microwave), helps pinpoint the location of shipments and provides facts to coordinate our operations with your distribution plans.

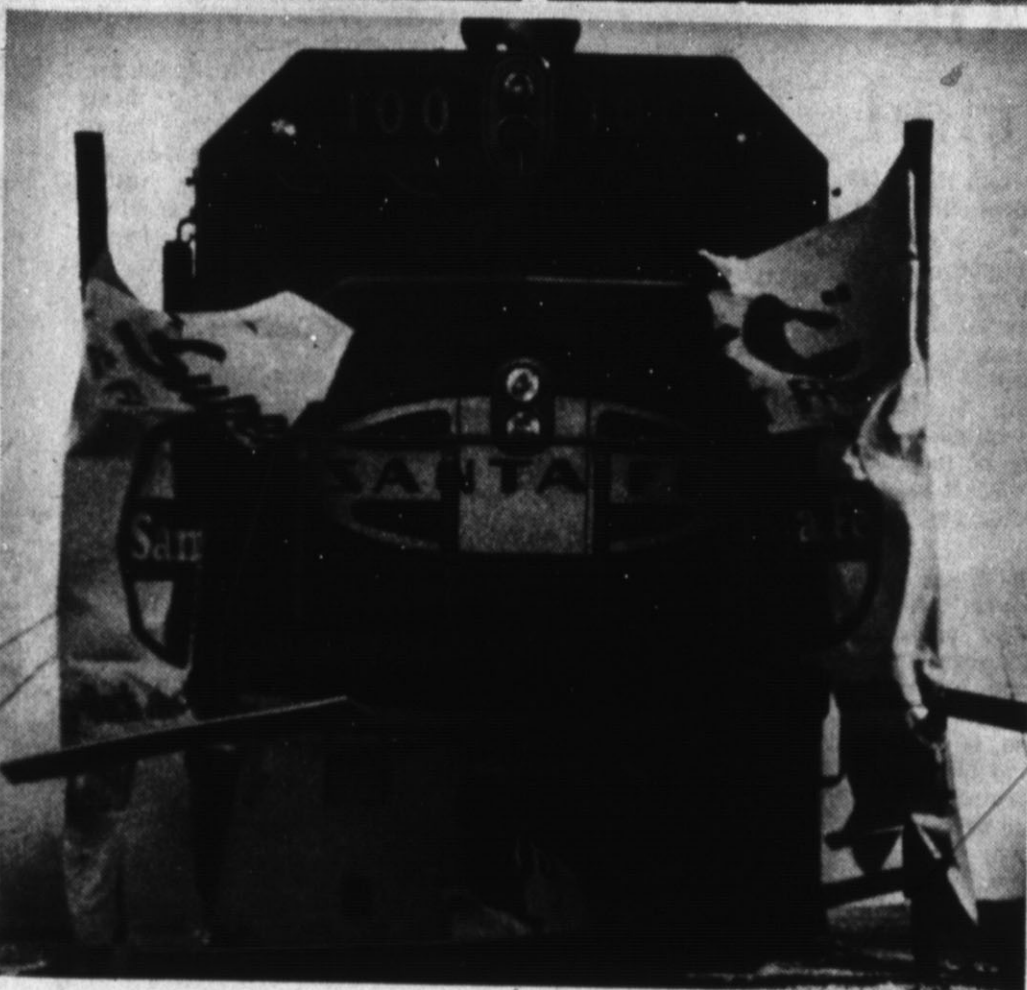


Please don't think of us as just another railroad...



Santa Fe has more than 8,750 huge 100-ton covered hopper cars (left photo). Each one can be loaded or unloaded in minutes, providing a fast, economical way to move mountains of bulk commodities such as grain, potash, cement, to market or manufacturing plant.

(Right photo) Containers now move from Santa Fe flat cars to and from ships to speed import and export traffic. You can reach Hawaii and the Orient faster through California ports because of more frequent sailings connecting with our fleet of fast freight trains.



Santa Fe's newest market opener is "Super C," the world's fastest freight train. Cutting 20 hours from Chicago-Los Angeles schedules for Piggy-Back and container cargoes, it's faster than truck and costs less than air freight.

# Santa Fe is the moving part of your marketing arm.

Santa Fe is moving:  
... with new ideas, new equipment, new schedules and new transportation methods to make distribution and marketing easier.  
... with new ways to help your planning staff gear Santa Fe facilities to your manufacturing and assembly line systems.  
... we're opening-up new areas for plant sites, to make market expansion more profitable for you.  
... we're moving faster to help you reach world markets more easily, by linking your plant with frequent sailings from busy California and Texas ports.  
Santa Fe moves your freight by railway, highway, Piggy-Back, container or pipeline. So don't think of us as just another railroad.  
We're the moving part of your marketing arm.



Santa Fe Congratulates

## WILSON & COMPANY

On Their New Beef Processing Plant Located In

# HEREFORD, TEXAS

For Santa Fe information call  
G. T. Slaughter, Agent, Santa Fe  
Railway, Santa Fe Station  
Hereford, Texas 79045  
Telephone 364-3711

## Lions Urged To Establish Program To Help Industry

An Amarillo businessman told members of the Lions Club Wednesday that Hereford could establish a program which would serve industry with all the people they need here.

Ray Watkins, owner of Metal Industries Inc., of Amarillo, said he felt Hereford could begin a program such as "Forward Amarillo" for the purpose of finding jobs for the unemployed and better jobs for persons who are working, but are underpaid.

Watkins, owner of Metal Industries Inc., of Amarillo, said he felt Hereford could begin a program such as "Forward Amarillo" for the purpose of finding jobs for the unemployed and better jobs for persons who are working, but are underpaid.

Watkins was introduced by Lions Program Chairman Earnest Langley as one of the founders of "Forward Amarillo." Langley said Watkins had been

named "Man of the Year" in Texas last year by the same business association for his attempts to raise the economic standards of the unemployed, and helping such persons as ex-convicts.

"Industry must take some very drastic steps to solve our problems," Watkins emphasized. "I think we've all brought in training of people we've brought into our industry. Schooling won't make a good worker. It will take a guiding hand."

Continuing, he said, "As a result of our not doing our job, the help will have to come from the unemployed and underemployed."

Watkins pointed out that the greatest concern is for motivation. "How do you motivate a person to want to work? How do you motivate a third generation welfare case?" He pointed out that the employer first must

speak the language of the worker, since each has a jargon or slang of his own.

"These people don't trust us," Watkins pointed out. He said they have been told all their lives by parents and friends that the bosses aren't going to do anything for them. They could be hired one day and fired the next.

"I'm afraid we've put them on welfare," said Watkins, "but I do believe we can get them off if we try."

Watkins stressed that one of the most important things is that "We've got to sell them on the job." The person has to be convinced he wants the job.

"These people are scared," Watkins declared. They are scared of the job, scared of the people and scared of life, he said. "It takes a lot of patience and perseverance in working with them."

The long courses of two and three years for training the workers won't solve the immediate problem, the speaker stated. He also pointed out that the worker shouldn't be charged for the training.

## Retired Chairman Of The Board Continues As Company Consultant

James D. Cooney, a director of Ling-Temco-Vought, Inc., and a director of Wilson & Co., Inc., is the retired chairman of the former Wilson & Co., Inc. Mr. Cooney started his service with Wilson & Co. as general counsel in 1926. In 1930 he was elected a vice president of the company, and president and chief executive officer in 1953. In 1960 he became chairman and chief executive officer of the company, and retired from active service in October, 1963. He continued as a director and consultant to the company.

In June, 1967, with the merger of Wilson & Co. into Ling-Temco-Vought, Inc., Mr. Cooney was named a director of Ling-Temco-Vought, Inc., continuing as a director of Wilson & Co.

Mr. Cooney was graduated from the University of Iowa Law School in 1915. He was admitted to the Iowa Bar in 1914.

In 1916, he was elected state prosecuting attorney and held that post until he entered the air force of the United States Army in 1917. Upon his return from service, he was reelected state prosecuting attorney in 1920. In 1922 he was appointed judge of the District Court of Iowa, 13th Judicial District. In March, 1926, he resigned as judge to become general counsel for Wilson & Co.

He is a member of the American Bar Association, the Economic Club of Chicago and the Chicago Club. He is also a director of Wilson Sporting Goods Co., and Wilson Pharmaceutical & Chemical Corporation.



**JAMES D. COONEY**  
Director,  
Ling-Temco-Vought, Inc.  
and a Director,  
Wilson & Co., Inc.

## Top Recording Stars To Perform At Eastern New Mexico University

PORTALES (Special) — Sergio Mendes and Brasil '66, top recording stars, will bring their unique sound to Eastern New Mexico University on Oct. 21 for a concert at 8 p. m. in the Physical Education Complex.

The group has made successful engagements at top night spots and universities.

The particular Brasil '66 sound was created by Mendes through trial-and-error with two earlier groups. Recently it was described by one music critic as "pop hybrid of pianistic jazz, subtle Latin nuances, Lennon and McCartneyisms, Mancini, Bacharach, cool down-down minor chords and danceable up-up beats."

Mendes came to this country in 1965 from his native Brazil, and since then has skyrocketed to fame under the recording auspices of Herb Alpert.

Other Brazilians completing the group with Mendes are Dom

Um Roman on drums, Rubens Bassini on percussion and bassist Sabastiao Neto. U. S.-born singers Karen Phillip and Lani Hall lend an American touch to the ensemble.

The group already has produced three hit albums. Their first "Herb Alpert Presents Sergio Mendes and Brasil '66," earned the group a gold record, the two more recent best sellers are "Equinox" and "Look Around."

Tickets for the concert are on sale at the information desk in the Administration Building and Campus Union Building on campus. Tickets are also on sale in Clovis at KICA Radio, KCLV Radio, and Village Record Shop.

Prices are \$6 a couple on the floor (couple only); \$5 a couple in the arena; and \$3 a person in the arena.

The VA is the world's largest employer in about 10 medical and related professions.

# SAFEWAY WELCOMES WILSON & CO. TO HEREFORD

## There's More for You at SAFEWAY!



### Whole Fryers

Fresh Whole  
Young, Tender  
2 1/2 to 3 lb. Fryers  
**27¢**

Pork Steak Lean & Tender lb. 59¢  
Shoulder Roast Center Cut lb. 39¢

### Pork Loins Pork Roast Sliced Bacon

Center Cut Loin,  
Rib and First Cut lb. **69¢**

Fresh Picnic Cuts  
Shank Half lb. **29¢**

Sliced Swift  
Premium Bacon lb. **69¢**

50 Bonus Gunn Bros. STAMPS  
with purchase of  
a pan ready cut-up  
**FRYER CHICKEN**

50 Bonus Gunn Bros. STAMPS  
with purchase of  
of any 2-lb. or more  
**GROUND BEEF**

Pork Cutlets Lean and tender lb. 79¢  
Whiting Fish Captain's Choice 2 1/2-lb. pkgs. 89¢  
Breaded Perch Captain's Choice lb. 79¢  
Breaded Haddock Captain's Choice lb. 89¢  
Fish Sticks Captain's Choice lb. 59¢  
Bacon Ends Swift Premium 4 lb. box 89¢



**DOUBLE GUNN BROS. STAMPS WEDNESDAY**  
(with purchase of \$2.50 or more)

### Cigarettes

Reg. & King Size **\$2.99**  
100mm  
\$3.09 carton

### Shop Safeway And Save!

Homogenized Milk Lucerne gal. \$1.11 ctn.  
Cottage Cheese Lucerne 32-oz. 49¢ ctn.  
Margarine Empress Soft 3 1-lb. \$1.00 ctns.

### Money Saving Safeway Specials!

Harvest Blossom Flour Low Price Save 16¢ 5 lb. 29¢  
Gold Medal Flour Low, Low Price 5 lb. 49¢  
Ranch Style Beans Save 14¢ 2 No. 300 cans 33¢

You Save, Save, Save at Safeway!

Jello Gelatin Your Choice 3-oz. box 10¢  
Jell Well Premium Quality Gelatin 3 3-oz. boxes 23¢  
Oreo Cookies Nabisco Oreo Creme Sandwich 1-lb. pkg. 53¢  
Chunk Tuna Chicken of the Sea-Green Label 3 No. 1/2 cans \$1.00  
Shortening Snowdrift You Save 14¢ 3 lb. can 59¢  
Mellorine Joyett 1/2 gal. ctn. 29¢

**Dr. Pepper**  
6 1/2 oz. bottle  
6 btl. ctn. **29¢**



### BANANAS

Chiquita Brand -  
Fancy Golden  
Ripe Fruit  
LB. **10¢**

Cheer Detergent gt. box 68¢  
Salvo Detergent 46-oz. 87¢  
Dash Detergent 48 1/4-oz. box 85¢  
Cascade Detergent 35-oz. box 83¢  
Duz Detergent gt. box 85¢  
Bonus Detergent gt. box 85¢  
Dreft Detergent gt. box 85¢

Yellow Squash 2 lbs. 25¢  
Orange Juice Safeway Brand 1/2 gal. 79¢

U.S. No. 1 Red  
**POTATOES**  
10 lb. bag **49¢**

Prices Are Effective Through Oct. 23, 1968 At Your Park Avenue Safeway Store In Hereford Store Hours 8:30 AM to 8:30 PM



**SAFEWAY**

Swanson Dinners Three course dinners- Chicken, Beef, and Turkey ea. **79¢**  
Powdered Sugar C&H Powdered, Light Brown, Dark Brown 2 1-lb. boxes **31¢**



**WE  
WELCOME**



**TO HEREFORD**

**PITMAN-EASLEY  
INDUSTRIES**

**Where Grain And  
Cattle Meet**





# WELCOME



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# HEREFORD



- Complete Banking Service
- T.V. Drive In Banking
- Friendly Family Banking

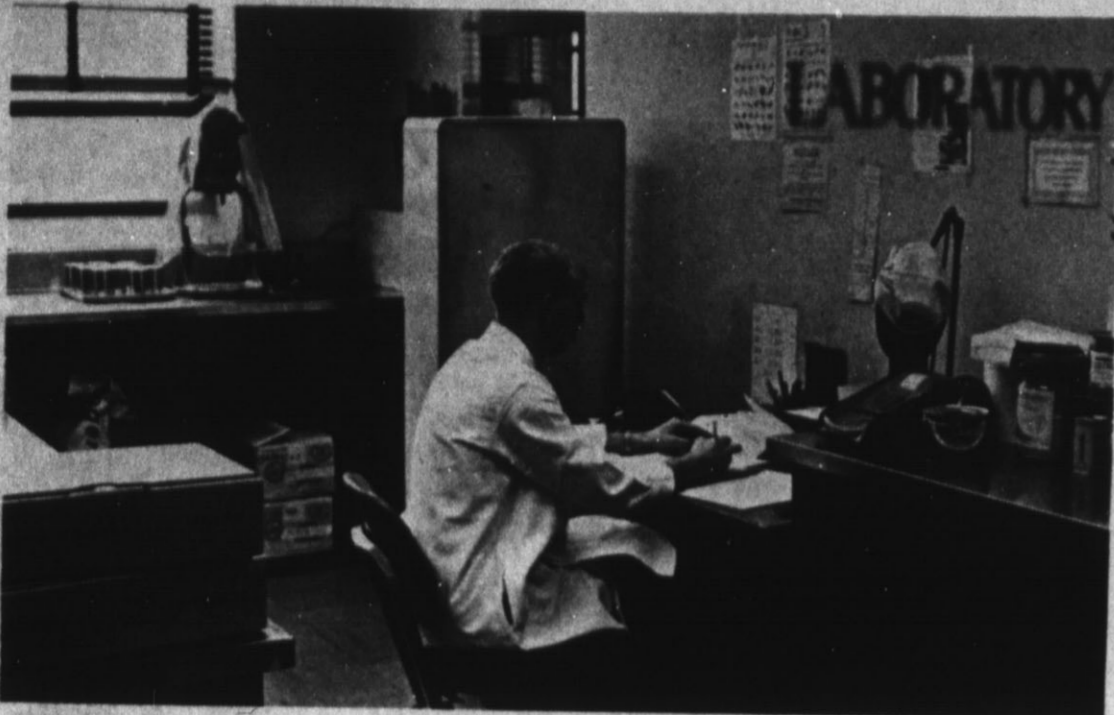
"the Hereford State Bank is here to serve you"

212 N. SAMPSON

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## HEREFORD STATE BANK

A FULL SERVICE BANK WITH SOLID BANKING PRINCIPLES!



WORKING WITH unknowns, improving existing products and developing new ones is a daily challenge at Wilson's Research & Technical facility.

## "How, Why" Is Concern Of Wilson Research Division

"We work with unknowns. Principles valid today are proven wrong tomorrow. The results of a project to tenderize lower grades of meat might lead to an idea for a new product that wasn't previously considered."

This is how George Crapple, Manager of Wilson's research and technical division, explains his work. The housewife serving one of Wilson's Certified Main Meal Meats or the camper dining on a Campsite Freeze-Dry Steak Dinner in the heart of the wilderness little realizes the years of work and experimentation that preceded the introduction of these products.

Wilson's research and techni-

cal division concerns itself with the why and how of food processing. Its staff of scientists and technicians looks for solutions to complex problems, and constantly seeks new problems that need solutions.

It works with projects as diverse as slaughtering improvement and the development of Freeze-Dried foods; control of microorganisms as well as the production of canned foods. Special emphasis is placed on the development of new products, with major projects underway in such key areas as convenience foods and dietetic meat products. In addition there are projects underway in centralized packaging of fresh and frozen

meats, upgrading the value of lower grades of meat and the reduction of shrink.

For greater efficiency, the work of the research division is divided between four groups. The technical and scientific services group works closely with the plant operations division and quality control departments at all plants. This group seeks new and better ways to improve production methods, and investigates ways to increase our already high standards of quality.

New product development is the challenge which faces the food research and development group. Its job is to develop products which meet the changing needs of the consumer. Their job is limited only by the imagination.

The by-product research and development group looks for ways to obtain greater use of fats and oils and other by-products.

The last group, the administrative group, handles the non-technical aspects of the research and technical division such as maintenance of the facility and all clerical and accounting functions.

The work of research and technical division may be a business of working with unknowns, but it is a business that has provided the impetus of growth for Wilson.

The insect boasts three pair of jaws. Some jaws are tipped with taste buds that enable the insect to taste foods before putting them into its mouth.

## By-Products Aid Plant Operations

"All but the squeal", is a phrase which has been used for many years to describe the efficient manner in which the packing industry uses the by-products from its meat processing operations. Few people realize, however, how directly the effective utilization of by-products, benefits producers, consumers and employees alike.

Because income from by-products carries a large part of the cost of many packing house operations, producers have received a better return for their livestock, consumers lower meat prices and employees steadier employment. When it is considered that only about 55 percent of the liveweight of cattle, 70 percent of the liveweight of

hogs and 47 percent of the liveweight of lambs can be turned into dressed meat, the importance of by-products can be better understood.

The effective utilization of by-products, with all that it has contributed to the improved health, happiness and economic well-being of the American people, is a distinct contribution of the larger packing companies. In the days when meat packing was done by small, local packers, most of the by-products were discarded as waste. The larger quantities of by-products materials resulting from large-scale operations made it possible for the bigger companies to conduct the research programs necessary to develop new uses for by-products and establish departments and plants where they could be processed.

A great variety of products, more than 75 different items, are produced from the by-products of the packing industry. This total does not include fats, which, because of their importance are usually considered separate and distinct from other by-products. Nor does it include pharmaceuticals. Thus the total number of by-products is much greater.

# New Primal Cutting Initiated By Wilson

Historically, beef carcasses have been "broken" into hind-and-fore-quarter portions and shipped on-the-rail to retailers. Consequently, most fabricating had to be done in retail stores or warehouses. Shipping costs were high. Weights included non-salable bone and fat. Shrinkage caused a certain amount of loss. Wilson has begun to change all of this with its initiation of a customized primals program. Primal cutting of the beef carcass represents a solution to the centuries-old problem: how to bring beef from producer to the consumer in the most economical and convenient way.

In common with other fabri-

cators, Wilson makes the first "break" of the carcass into four primal cuts. For retailers who still prefer to do a large part of the fabricating, these primals are shipped to the store with significant amounts of bone and fat removed — saving on shipping costs, providing for greater ease of handling and supplying more special cuts than would result from use of carcasses only.

But Wilson goes beyond the initial break and "customizes" the carcass from the beginning, for maximum, retail salable meat yield. These customized cuts are vacuum sealed in a special film to insure freshness,

proper aging, color and more consistent retail yields.

This "retailer-ed" break means:

- Fabrication at the retail store is reduced to a minimum.
- Shipping costs are cut.
- Costly conventional cooling, in which dehydration results in as much as 7 percent weight loss in 14 days, has been eliminated.
- Carcass shrink, from abattoir to retail store, has been almost totally eliminated.

Then Wilson "customizes" the carcass:

- Customers can order a complete carcass "break" that best serves their needs.
- Retailers may order any or all cuts derived from a carcass.
- Wilson facilities for "customizing" are strategically located to reduce freight costs.
- "Customized" counseling is available, at no charge, to customers.

Customized Primal Cuts represent a revolution, not only in fabrication and specialized retail service, but also in profit potential. Bone and fat removal improves transportation efficiencies, reduces space requirements, shipping costs, shrinkage, facilitates more accuracy of inventory control and permits controlled aging.

These are just some advantages for the retailer in the Customized Primals Program; advantages which result in tender, more flavorful — better beef. And the outcome? The homemaker will return again and again to the market that assures her high-quality beef for her table. The satisfaction of serving her family this better beef product will build a franchise for the retailer that is permanent. Providing such a product is a challenge, and Wilson is meeting this challenge.



HENRY S. AMALONG Vice President Processed Products Group and a Director Wilson & Co., Inc.

## Henry Amalong Joined Wilson During 1933

Henry S. Amalong, vice president, Processed Products Group Wilson & Co., Inc., started his career with the company at its Greensburg, Pennsylvania branch in 1933. He held positions of increasing responsibility in various units of the company until he went into military service in 1942.

Upon his return from the service in 1946, he was appointed credit manager of the Syracuse sales district. In 1948, he was promoted to the Headquarters Offices as assistant credit manager of the company, and in 1953 he was named general credit manager. In 1955, he was appointed assistant treasurer of the company.

## Wiseman Will Retire At SWPS

Maxey H. "Hap" Wiseman, employe of Southwestern Public Service Company since 1936, will retire Oct. 31, SWPS officials here have announced.

A reception honoring Wiseman for his service will be held from 3 until 5:30 p. m. Sunday, Oct. 27, at the SWPS office. The public is invited to attend.

## SAME COLOR UNDER DIFFERENT LIGHTS

DANVERS, Mass. — Development of a fluorescent bulb providing color rendition nearly identical to that of incandescent bulbs in homes has been announced by Sylvania Electric Products Inc.

The new fluorescent bulbs are aimed toward stores and the thought is that clothing, carpet and other fabrics will look the same color to the buyer in the store as after the buyer gets them home.

Washington, D.C., has two outstanding carillons, the 53-bell carillon at the Washington Cathedral and the Netherlands Carillon which rings across the Potomac in Arlington, Va.

In 1958, he was appointed administrative assistant to the manager of the Cedar Rapids, Iowa, Wilson plant, and in 1959, he was appointed plant manager.

He was elected a vice president of Wilson & Co. in 1965, and was named a director of the company in 1968.

Mr. and Mrs. Amalong reside at 3025 Bob-O-Link Road in Flossmoor, Illinois. They have three children.

## TV Commercial Used To Promote Wilson Products

Moving Wilson products from stove shelves to the homes of consumers is a major objective of Wilson's food merchandising program. In-store displays, newspaper, magazine and radio ads are some of the means used to promote company products. One of Wilson's more effective advertising programs has been its television commercials featuring the Muppets. The Muppets, clever hand puppets developed by Jim Henson, are at work for Wilson across the nation. Hensen's Muppets have been nationally on such TV shows as Ed Sullivan and Johnny Carson.

For Wilson's TV commercials, Hensen created two new characters, Skip and Scoop, exclusively for the company.

A typical 20 second commercial

might show Skip playing a concert piano topped by a candleabra with Scoop nearby. And this dialogue:

Scoop: "Like a desert sunrise, a rainbow after the storm, sandwiches made with fresh, meaty Wilson luncheon meats are some of the world's greatest joys.

Skip: "That's... that's very moving."

Scoop: "Yeah, we move a lot of bologna with that sentimental junk."

Humor in TV commercials is nothing new, but Wilson's Muppets have added a new dimension. TV viewers are calling their stations to find out when the commercials will be shown. In 1966, the International Broadcasting Awards acclaimed Wilson's Muppets TV commercials "One of the world's best." In New York City where the commercials are produced, the seventh Annual American TV Commercial Festival gave the series recognition for its excellence.



WILSON'S AWARD winning Muppets, Skip and Scoop, are stars of Wilson's TV commercials.

**Dr. Milton C. Adams**  
OPTOMETRIST  
336 Miles  
Phone 364-2255  
OFFICE HOURS:  
Mon.-Fri. 8:30 to 5:00  
Saturday 8:30 to 12:00

### Remember When?

Goose hunting in early 1920's.

Hunting season is here-and there is plenty of game for the hunter. But, to insure game in the future, help conserve our wild life by the use of good hunting practice. And don't forget to protect yourself with adequate liability insurance from your "PRO". See the Lone Star Agency... your local independent insurance agency.

**Lone Star Agency**  
601 Main Street  
Phone 364-0555

# We Welcome

## WILSON

TO HEREFORD, A GROWING CITY PLANNING FOR THE FUTURE... PLAN WITH US AND GROW WITH HEREFORD!

### HUCKERT LUMBER CO.

1-mile North Hwy. 385... "Always A Square Deal!"

### QUALITY BUILDING MATERIALS

- Plumbing Supplies ● Builders hardware ● Plywood
- Paneling ● Pole Barn Supplies ● Masonry Contractors
- Mary Carter Paints ● Armstrong Floors ● Plus

F.H.A. FINANCING  
TITLE I HOME IMPROVEMENT LOANS  
FREE ESTIMATES  
**DIAL 364-0064**

## Industry is on the move in Hereford; and we are pleased to welcome

another industrial great, into our growing economy!

Don't Just Cross Your Fingers, And Hope

# BE SURE with

## INTERNATIONAL HARVESTER

TRACTORS - TRUCKS AND FARM MACHINERY!

Sales and Service  
**Hays Implement Co.**

South Hwy. 385 Hereford Phone 364-1551

### RAISE PRIME HOGS

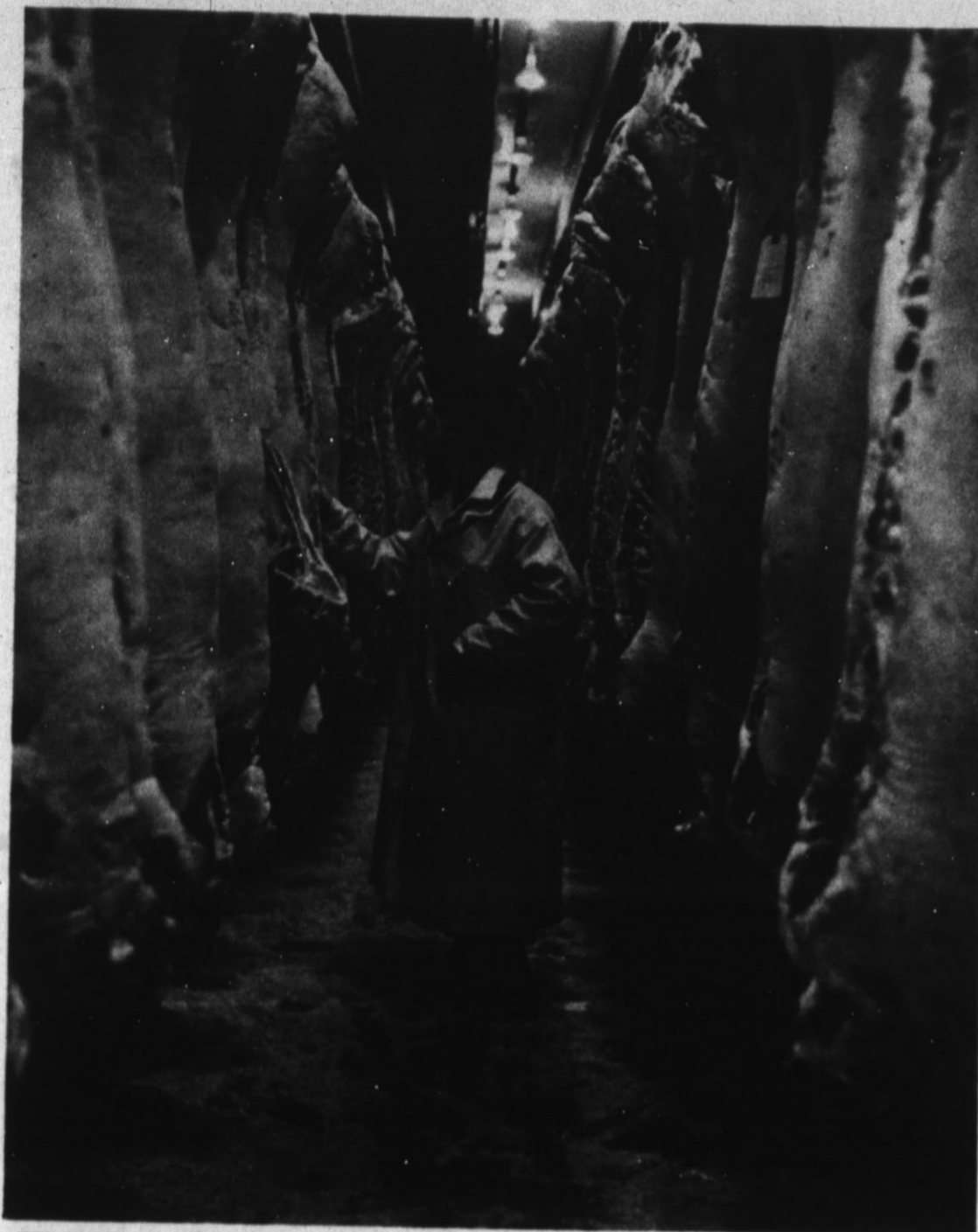
## Tired Of Hearing "Hog Wash" about Hog Feeds?

See us about our top Quality Line of Feeds

- ° Purina Pig Feed
- ° Her-Tex Mix
- ° Livestock Feed
- ° Cattle Cubes

## Her-Tex Milling Co.

East Of City 364-2224



**SELECTING BEEF**—The man shown here in a plant cooler is selecting the various cuts of beef for future steaks.

## Boneless Sirloin Has Many Titles

By long odds, steak is America's favorite meat, and of all the various kinds of steak, none is finer than the boneless sirloin known by such names as the New York Steak and the Kansas City Steak.

From coast to coast, steak lovers echo the praises of this thick juicy cut, and it usually receives the preference vote of steak connoisseurs even when matched against such cuts as the porterhouse, sirloin, filet, T-bone and club steaks.

The saga of the boneless sirloin steak begins on the open ranges where the nation's beef cattle get their start on the rich grazing land of the West and Southwest.

A lot of time, money, care and know-how are expended on the nation's cattle crop during the 18 months required to bring a newborn beef calf, weighing 80 to 90 pounds, up to a weight of about 700 pounds, when it is taken off the range and placed on the feed lot.

The next and extremely important part of the story of the steak takes place in feed lots,

such as those around Hereford, where the young steers and heifers will spend three or four more months eating scientifically blended diet of grain and special feeds. In the feed lots, the cattle put on weight, and the tough muscle fibers become tender and flavorful.

When they are ready for market, the finished cattle will be in top condition and weigh around 1,000 to 1,100 pounds.

The next step in the production of this King of Steaks is the conversion of this top quality beef on the hoof into beef carcasses in the cooler. To produce these steaks, Wilson's livestock buyers carefully select and buy cattle that meet certain high standards for quality and finish.

The cattle are then expertly dressed and carcasses placed in modern beef coolers for rapid chilling.

Wilson beef experts then pick only the finest carcasses for the production of these steaks. These carefully selected carcasses are aged for about three weeks, in special beef coolers

under scientifically controlled conditions. This aging process adds flavor and tenderness to the beef.

Boneless sirloin steaks are cut from the area directly behind the thirteenth rib, the section which is called the short loin and from which the porterhouse, T-bone and club steaks also come. The bone and the tenderloin are removed from the short loin, leaving what is referred to by meat experts as the boneless trip loin.

The boneless strip loin is a solid piece of rich, tender, and flavorful meat, with an identifying layer of fat along the outer edge — which gives the lean steak added flavor and juiciness when cooked.

After careful cutting and trimming, the strip loins are sliced into individual steaks, approximately one pound. The steaks are nine inches long and three inches wide. These steaks then move to the packagers where they are individually wrapped and packed for freezing or shipping. Wilson units ship millions of these gourmet steaks each year by truck or commercial jet airline to their many customers all over the country and abroad.

The average 1,000-pound steer will produce only about 24 one pound boneless sirloin steaks. This fact, along with the higher

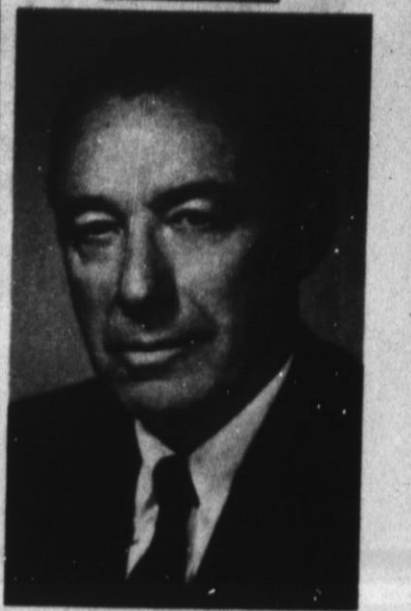
## Trowbridge Began Wilson Career In 1933; Elected V-P In 1960

E. A. Trowbridge Jr., vice president, Fresh Meats Group, Wilson & Co., Inc., began his Wilson career following graduation from the University of Missouri in 1933. Starting as an assistant in the Chicago plant provisions department, he advanced to increasingly responsible positions. In 1942, he was called into active service with the army, and returned to the Chicago provisions department in 1945.

He was appointed provisions manager of the Omaha plant in 1946, and in 1951, he was named plant manager.

He was elected a vice presi-

dent of Wilson & Co. in 1960. Trowbridge is a graduate of the University of Missouri. He and Mrs. Trowbridge reside at 2640 Central Drive, Flossmoor, Ill. They have two children.



**E. A. TROWBRIDGE, JR.**  
Vice President  
Fresh Meats Group  
Wilson & Co., Inc.

### Big Brothers Is Topic At Kiwanis

At the regular noon luncheon of the Hereford Kiwanis Club, Don Chaney, secretary of the local chapter of the Big Brothers Association, presented a film titled "What is a Boy" and explained the need for more "big brothers" in Hereford.

The film depicted the life of one boy and how the workings of the Big Brother chapter helped change his would-have-been criminal life, into that of a boy with a goal in life. Chaney discussed the working of the local program and urged every man

in town to give a little of his time each week toward helping some fatherless boy.

"We have 99 fatherless boy in the local community," he said, "and have had only 15 applicants who have expressed the desire to act as a big brother to one of these boys. Our organization originated last April and had a great deal of trouble getting started, but now we have gained a little in the financial stage and are ready for additional applications."

Also brought up at the meeting by Kiwanis president, Ray Todd, were plans for a booth at the annual Citizens Band Radio Halloween Carnival and the selling of tickets for the annual Election Day Pancake Supper,

scheduled for Nov. 5. Todd also announced additional plans for hauling 30 more carts of wood to be sold. The wood will go on sale again sometime next week.

#### DIPLOMATIC

GABERONES, Botswana — It pays Botswana to be polite to visitors from rich, white-ruled South Africa and signs at Gaberones Airport are lettered in Afrikaans, language of South African whites of Dutch ancestry, as well as English. But Afrikaans airport signs were recently covered with strips of paper. The reason? Zambia President Kenneth Kaunda flew in for a state visit.

# NOTICE!

In preparation to change our business

We Will Begin A Total Inventory ...

# L-I-Q-U-I-D-A-T-I-O-N!

Beginning Monday - October 21, 1968

Open 9 a.m. to 8 p.m. Daily - Closed Sunday

Preparatory to a forthcoming change in our business, Family Mart of Hereford's total inventory must be LIQUIDATED as soon as possible!

All Inventory items throughout the store will be reduced for immediate LIQUIDATION.

This is A PUBLIC SALE, although all dealers are welcome. Now is your opportunity to DEAL AT THE LOWEST PRICE.

The Following Items and Many More Odds & Ends Must Be Liquidated As Soon As Possible!

- 7 Portable Color Television Sets
- 11 Console Color Television Sets
- 1 Home Entertainment Center
- 4 Console Stereo Units
- 6 Assorted Tape Recorders, Record Changers & Sound Systems
- 10 Table Model Radios
- 7 Refrigerators
- 1 Food Freezer
- 4 Gas Ranges
- 5 Portable Dishwashers
- 9 Automatic Washers
- 7 Electric Dryers
- 1 Gas Dryer
- 3 Wringer Washers
- 29 Dinettes (5, 7 & 9 piece/assorted styles)
- 27 2 Piece Livingroom Suites
- 11 3 Piece Livingroom Suites
- 6 Hide-A-Beds (2 & 3 cushion/ regular & queen size)
- 32 Bedroom Suites (many high styled)
- 4 Night Stands (assorted)
- 1 King Size Headboard
- 4 Complete Sets Bunkbeds
- 1 Unfinished Chest
- 12 King Size Bedding Pieces (Mattress & Box Springs)
- 28 Regular Size Bedding Pieces
- 4 Queen Size Bedding Pieces
- 53 Occasional Tables (Assorted)
- 28 Small Lamps
- 55 Large Table Lamps (Decorator Styling)
- 1 Swag Lamp
- 5 Large Decorator Pictures
- 6 Large Wall Mirrors (with or without Frames)
- 2 Student or Home Desks
- 1 Sewing Machine Cabinet
- 2 Electric Sewing Machines
- 2 Evaporative Coolers
- 4 Small Gas Heaters
- 3 Portable Hair Dryers
- 1 Decorator Electric Mantel Clock
- 25 Assorted Small Appliances (toasters, fry pans, knives, etc.)
- 1 Vacuum Cleaner
- 4 Electric Fans
- 5 Braided Area Rugs (Assorted Colors)
- 1 1964 Pontiac Catalina 4 door (Good Condition)
- 1 1966 Ford Falcon Ranchero Pickup (Real Clean)
- 1 1967 Chevrolet Pickup-long/wide box-truck (Like New)

At Liquidation Prices a Nominal Charge Must Be Added for Delivery!!!

*Family Mart* OF HEREFORD

806-364-4918 — 603 E. PARK AVE.

Hereford, Texas 79045

All inventory is owned by H & S Distributors, Inc. d/b/a Family Mart of Hereford, 603 E. Park Avenue, Hereford, Texas



# CASE

WELCOMES TO THE  
MAGIC TRIANGLE

# Wilson & Co.

and their  
EMPLOYEES...

We're Proud To Have  
You Locate in the city of Hereford

CASE LOW COST  
HIGH PRODUCTION



LET US DEMONSTRATE IT TO YOU!



# CASE POWER & EQUIP.

DIMMITT HIGHWAY

364-2015

# THE SUNDAY BRAND

## Editorials

Page Sixteen The Sunday Brand, Hereford, Texas, Sunday, October 20, 1968

MR. BIG

**Law And Order,  
Realtors' Version**

### A New Day Dawns For Area

Ground will be broken Wednesday morning to mark the beginning of the new Wilson & Co. meat packing plant, and will at the same time herald the beginning of many more years of prosperity and growth throughout the Magic Triangle area.

Although agriculturally oriented, the Wilson & Co. plant must be considered "industry" and the related industrial businesses that will surely come to Hereford in the next few years is going to change the complexion of our community. This is good of course, but for the old-time cowboy and dirt farmer, the change may be a little drastic. Hereford will grow as will the

smaller towns around her. Although the wheat, milo, vegetables and other crops will remain of paramount importance, the livelihood of the business man will not now depend entirely on the outcome of these crops. The year-around payrolls coming from increased feeding activities, feed mills, etc. will enhance the agricultural economy to the point that these businesses can offer increased inventories and increased services. And they can count on business throughout the year — not just at harvest times. The farmer too, will benefit through increased markets for his milo and other feed grains.

With all growth of course, comes some problems, but the citizens of Hereford have demonstrated their willingness to keep pace with the growth by their overwhelming support of the revenue bonds passed to supply water to the Wilson location and to make needed improvements and repairs in the water and sewage systems, as well as their fine support of the bonds for the new elementary school and the stadium improvement bonds. We feel sure that this progressive attitude will continue down through the years because that's the kind of people we have in Hereford and Deaf Smith County.

We appreciate the fact that Wilson has chosen Hereford for their newest and most modern meat packing plant. We would like to join with the other citizens of Hereford to extend to these folks a sincere "Texas size Welcome" to Hereford. We feel that you have made a wise choice and we're looking forward with you to continued growth, not only for the area, but for Wilson & Co. as well.

### A Big Task

At best, the next president of the United States is destined to inherit a raft of problems which are bound to give him many sleepless nights. Unless he is a miracle-man, he's likely to find his popularity much lower at the end than when he was elected. The responsibilities of the office have never been greater, the problems more complex nor the people more contentious. We're involved in a war in Southeast Asia, we're plagued with rioting within our own nation and crime has risen to an alltime high. And it is the next president of this nation who must find the answers to these problems.

Certainly, a president has many aids and many advisors, but in the end it is he who must make the ultimate decision. He must remember too, that he is the man who will receive the brunt of the criticism when the advice is unwise and he may find that he's a very lonely man in his hour of trial. It was William Howard Taft who said "This is the loneliest place in the world," and the "give 'em hell" President, Harry S. Truman found that "to be President of the United States is to be lonely, very lonely at times of great decisions." Calvin Coolidge aptly put it this way: "The President gets the best advice he can, uses the best judgment at his command, and leaves the event in the hands of Providence." And the next President of the United States may find the need for a great faith in the Almighty, for it will take a strong man indeed to withstand the pressures of the next four years in the White House. There's a rocky road ahead and we wonder sometimes why a man would want the responsibility.

### Big Scrap Problem

One of the byproducts of an affluent society is the mounting piles of waste that we Americans produce every day. Cities are beset with the growing problem of collecting refuse and garbage and what to do with it after they collect it.

Perryton is filling up a city dump ground with the sanitary fill method, and tons of waste material are being buried in these pits each year. It will be only a matter of time, however, until we have to find a new place to bury our trash.

It is reported that every person in the U. S. throws away some four pounds of material a day. Europeans throw away about half that.

The matter of disposing of waste material is becoming a growing concern to a lot of people, and it appears that some people need to share in the responsibility instead of dumping the problem upon the cities to solve alone.

The paper industry surely has some obligation to develop manufacturing techniques that will use waste paper instead of having to burn it. This would be a giant step forward if an attractive market for waste paper could be developed.

The steel industry has an obligation to use scrap iron in its smelting processes, buying scrap in quantities and at a price that would make it attractive for people to gather and sell it instead of letting it rust in unsightly piles.

The beer and soft drink industry has some obligation to develop containers that dissolve or are easily disposed of. The Coors brewery in Colorado made history when they announced a policy of paying a penny per can for old beer cans, and small boys immediately cleaned out most of the bar ditches picking up cans.

The nonreturnable bottle has done more to despoil the landscape and clog the trash-disposal process than any other single invention. These glass bottles don't decay or rust away. They remain forever, a hazard to traffic, mothers and others who come in contact with them.

The fashion industry is trying to establish paper dresses, on a disposable basis, and this is a step backwards. We need less trash, not more.

The average American needs a real education in trash disposal. The national "Litterbug campaign" has done wonders in keeping trash off streets and highways. We need much more education.

Trash disposal is a problem that belongs to everyone. We can't shuck it off on the city officials.

—Ochiltree County Herald



MAIN STREET, USA

### Public Will Be Watching Future Court Decisions

By BERT MILLS

WASHINGTON, D. C. — Historians will render a verdict a generation or two hence as to whether the Senate was justified in rejecting Abe Fortas as Chief Justice of the United States.

But the important consequence for our time is: Did the Court get the message the Senate transmitted from across the park on Capitol Hill? Will the rejection of Fortas be reflected in the decisions to be rendered by the Court?

Eight of the nine men now sitting on the Court have been together for three years, since Abe Fortas replaced Arthur

Goldberg as Associate Justice. Earl Warren is still Chief Justice and Abe Fortas is still Associate Justice. Nothing has changed except that the Senate withheld its consent for the promotion of Fortas.

Technically, the Senate never voted on the Fortas nomination. Rejection took the form of a 45-43 vote — 14 short of the required two-thirds majority of those voting — which prevented consideration of the nomination. But the fact remains that only 45 of 100 Senators supported Fortas.

Never before in modern times has the Senate rejected a

Presidential nomination to the Supreme Court. For better or for worse, an important precedent has been set. The Senate has summoned the courage to say "no" to the President on the most important judicial nomination of the modern era.

Philosophy, Not Man, Rejected  
The Senate action was not a mere repudiation of two men, President Johnson and Justice Fortas. It was a rejection of a judicial philosophy and a clear call for a turn in the trend of Supreme Court decisions. Obviously, the Senate has had a belated of the leftward course of the Court.

Many Senators believe the Court has gone far beyond its proper role as interpreter of our laws. Many feel the Court has written its own laws, often acting contrary to the will of Congress and to majority sentiment across the country.

This charge is not confined to civil rights. Another major area of complaint is the line of decisions hampering law enforcement and allowing confessed criminals to be set free for reasons of legal technicalities. Court critics insist that crime in our streets has been abetted by Court decisions.

It was the misfortune of Justice Fortas that his nomination came along when many Senators felt the time had come to teach the Court a lesson. Three years ago Fortas was seated on the Court without serious objection from the Senate. Probably he could have been confirmed as Chief Justice in 1965.

Probably it is true that in three years national thinking has moved to the right, while the trend of Court decisions has continued to the left. In part at least, the Fortas rejection reflected this shift.

Sobering Influence Seen  
One Southern Senator who did not react automatically against the Fortas nomination is Harry F. Byrd, Jr. (D., Va.). He pondered the problem for two months before deciding to vote "no." In his current newsletter to constituents he explained why

"Today's Court," he said, "badly need to be brought into balance." It has become "an extremist court" and a majority which generally includes Fortas "has taken the Court to the far left." Thus Byrd, and undoubtedly others voted not against the nominee but against the trend of Court decisions.

The defeat of the nomination, Byrd added, "should be a sobering influence on the Supreme Court."

Millions of eyes will be watching future Court decisions to see if the Senate's message has had this effect.

—Larry Furhmann

### ... from the Brand's files

65 YEARS AGO — 1903

Messrs. L. Gough and F. Herron, Financial Agents, Add-Ran College: Gentlemen: Your circular letter and card soliciting assistance in completing and equipping Add-Ran College has been received by our Mr. Browning. We are disposed to encourage you and your citizens in an enterprise so laudable as the one you have undertaken, and therefore contribute our mite. Herewith we hand you our check for \$25 as our donation to aid you in the enterprise.

Yours very truly, Browning, Madden and Trulove.

50 YEARS AGO — 1918

Two of the Red Cross Volunteers who will enter the Army They are Miss Oma Landrum, who will go to Fort Sam School of Nursing received their assignments last week. Houston, San Antonio, and Miss Elzina Mounts, who will go to Camp Sheridan, Alabama. The exact dates they will enter school is not known. However, it will be some time this month.

35 YEARS AGO — 1933

Five Hereford youths enlisted this week in the Civilian Conservation Corps. A sixth enlisted as alternate in case one of the five was unable to pass examinations or failed to attend. They are Ray Farris, Sandefar Barkley, Toliver Thurman, Albert Frye, Vern McDonald and Wayne Farris, the last an alternate. They will report to Amarillo this morning for examinations and assignment to posts.

25 YEARS AGO — 1943

Tech. Sgt. Ralph B. (Sleepy) Biggs, reported missing in action on September 6, is now safe and well, it was stated yesterday by his mother, Mrs. E. R. Biggs. Sgt. Biggs is an aerial gunner and was attached to a bombardment squadron located in England.

15 YEARS AGO — 1953

Rain, probably the best general rain in Deaf Smith County since 1950, fell Tuesday afternoon and Tuesday night, according to reports gathered by the Brand. With the welcomed rain there was some scattered hail, but that was not bad enough to cause general damage, although it did do damage in specific areas.

10 YEARS AGO — 1958

In presenting a report on Hereford's municipal water system at the meeting of the City Commission Tuesday night, City Manager Dudley Bayne said that the city had consumed a total of 609,904,000 gallons of water last year.

5 YEARS AGO — 1963

Hereford and Deaf Smith County looked at the future Thursday night at a public forum and came up with some 30 suggestions, ranging all the way from a new numbering system on homes to a year-around gymnasium and swimming pool, and from a slum clearance program to a need for "favorable" coverage in area news media.

1 YEAR AGO — 1967

Adult education, current enrollment figures, location of new schools and the possible need for same were the major items under discussion Monday at an early morning meeting of the Hereford Independent School District board of trustees. Meeting with the board were Mayor Ray Cowsett and members of the Hereford city commission. A vivacious brunette who is a former "Miss America" will be the feature attraction at the annual Deaf Smith County Chamber of Commerce banquet. Marilyn Van Derbur will appear here in January.

THE Sunday Brand

Established 1948

Published every Sunday at 130 West 4th  
Hereford, Texas 79045

The Brand Publishing Company.



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James M. Gillentine, Publisher  
Melvin Young, General Manager  
Tom Porter, News Editor

Mrs. Floyd Coleman, Women's Editor  
Vic Bryan Jr., Advertising Manager  
Jim O'Hair, Mechanical Superintendent

Yours faithfully,  
J.A.



# WELCOME



and Congratulations on your choice of

## HEREFORD

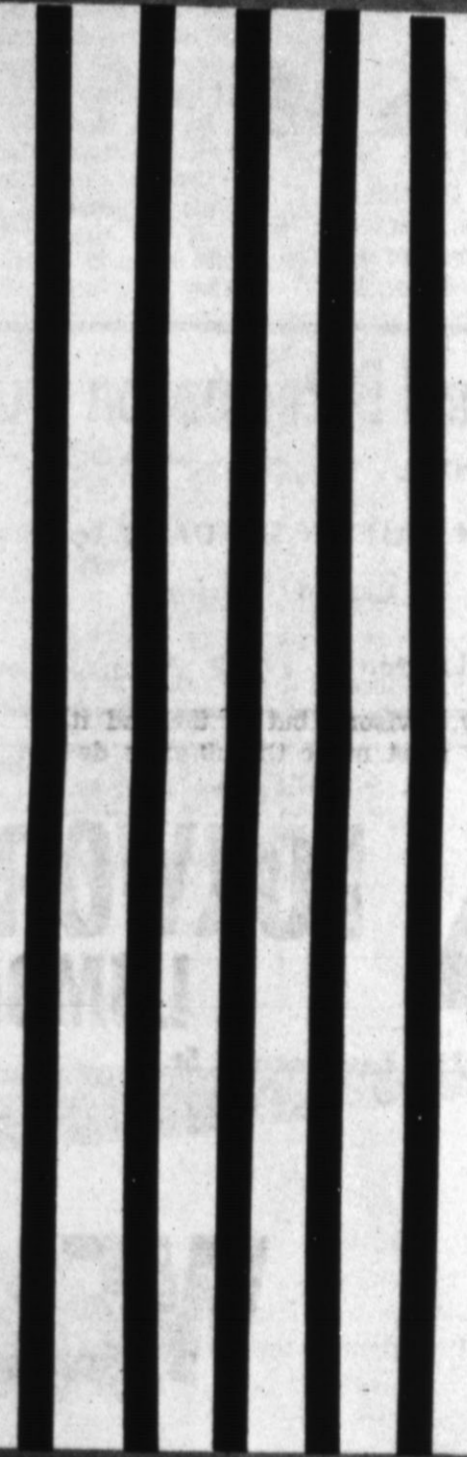
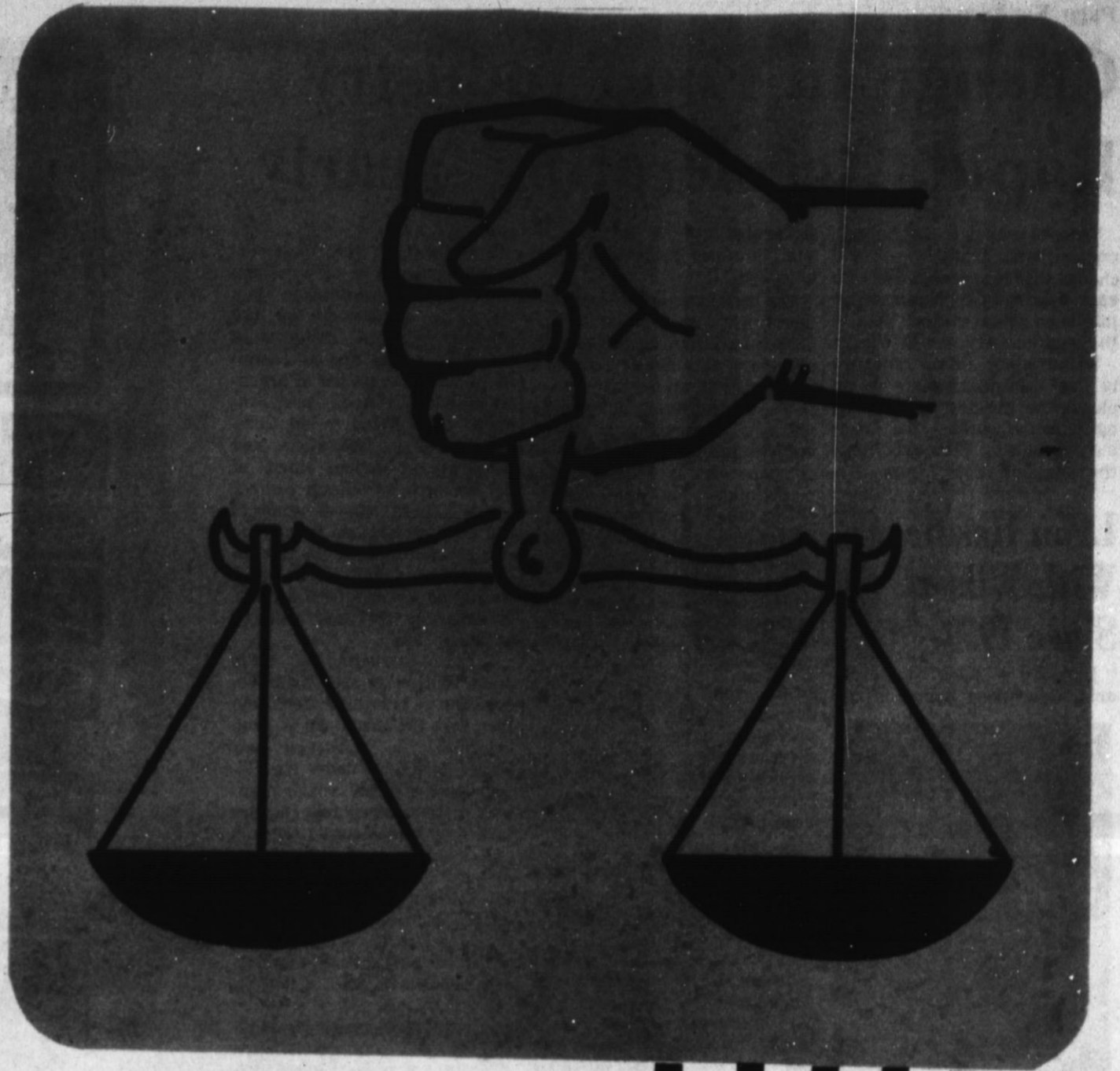
HEREFORD'S LEADER IN REAL ESTATE

Farms - Ranches - Homes - Commercial

PRUDENTIAL FARM LOANS

We Are Happy To Have Assisted Wilson & Co.

In Their Site Location. Lets All Give A Big Welcome!



# Justice

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# REALTORS

115 East 1st

Corner Main & Highway 60

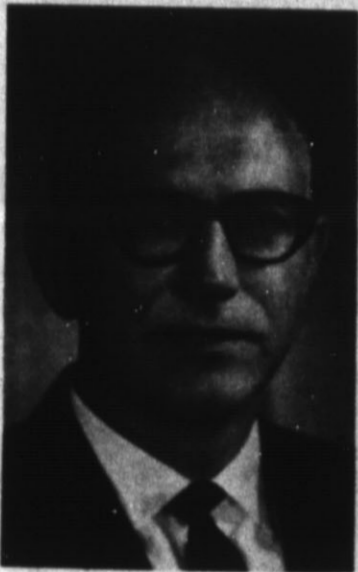
Phone 364-2266

# Change In Food Industry Rapid, Accelerating Yearly

Today's society is a society inundated with change — rapid change that is accelerating with each passing year. Nowhere has this been more evident than in the food industry and at Wilson.

## Lyon Has Been With Wilson Since 1950

Durward A. Lyon, vice president, Operations Group, Wilson



DURWARD A. LYON Vice President Operations, Personnel & Administration Group Wilson & Co., Inc.

stock procurement to point-of-sale, is aimed at achieving this objective.

The consumer is radically different from the one who purchased foods ten, fifteen or twenty years ago. She is becoming younger, with an average age of 27. She has more money to spend for today 25 percent of the American families earn \$10,000.00 or more. She is willing to pay a premium for low calorie foods, fancy foods and exotic foods. Nine out of ten women indicate that they want more convenience foods to help lighten kitchen chores, because the American woman is on the go with over 27 million presently

& Co., Inc., started with the company in the Chicago plant provisions department in 1950. After returning from military service in 1952, he was named provisions assistant in the Chicago plant.

In 1954, he was named provisions assistant at the Omaha plant of the company, and in 1956 was appointed provisions manager.

He was named administrative assistant to the manager of the Omaha plant in 1958, and in 1959, was transferred to the Albert Lea plant as administrative assistant to the manager. In 1961, he was appointed manager of the Kansas City plant of the company.

He was elected a vice president of Wilson & Co. in 1965.

Lyon is a graduate of Iowa State University.

He and Mrs. Lyon reside at 2480 Shannon, Northbrook, Ill. They have three children.

working. Keeping pace with the ever-changing needs of today's consumer is a never-ending job. Wilson is marketing over 600 branded products designed to fill these needs and is continually adding to its list of branded products. Fifteen new products were added to the company's line in 1968 alone, and more are in various stages of development or market testing. Meats. These canned products are fully cooked and require no refrigeration. Today the line includes ham, pork roast, beef roast and corned beef brisket. Additions to the line will be made in 1969.

In the marketing of fresh meat, Wilson is once again innovating — providing the consumer with the items she is looking for. It is marketing new leaner pork, sold under the Wilson Big-Eye label, which guarantees consumers four square inches of lean meat in the loin eye, and contains fewer calories and more protein. In beef, Wilson is now marketing modified primal cuts called knife-ready or saw-ready which are preserved by vacuum sealing and shipped in boxes instead of the traditional on-the-rail.

Freeze-dry processing developed for the military in the early 1950s, has now been adapted to the consumer market with Wilson's line of Campsite foods that are light in weight and need no refrigeration.

Wilson is aware that it is operating in a period of unprecedented change which presents many opportunities for greater growth in the future, and the company is using all of its abilities to take advantage of these opportunities.

Since World War I, the total number of living war veterans has never fallen below 4.2 million, the Veterans Administration says. Today there are more than 22.9 million war veterans, more than at any time in history.

The largest hospital system in the free world under a single head is run by the VA.



WILSON'S MAIN MEAL Meats, a major new product innovation, provide the homemaker with products that require no refrigeration and which can be served, hot or cold, in a matter of minutes.

Special VA assistance is given to veterans with limited education.

# Wilson & Co. Is A Leading Meat And Food Processor

Wilson & Co., Inc., is one of the world's leading meat and food processors. In little more than one hundred years, it has grown from a single plant in New York City to a world-wide organization with annual sales of close to a billion dollars. Fine quality products, good customer service, and innovative research in the development of new and improved products have been major factors in the company's growth.

Today the company operates 13 meat packing and processing plants, 5 dairy and poultry plants, 44 meat distribution centers, 16 of which are processing units, and 13 hotel and restaurant supply houses in the United States. A new major meat packing plant at Logansport, Indiana will begin operations in late October and ground is being broken for the new Hereford, Texas, plant on October 23.

Consistent with the proximity principle of locating the plants where the supply is and processing where the people are, Wilson's meat packing plants are located in the livestock producing sections of the country, and its processing plants and branches are located in areas of heavy population concentration.

Overseas, the company has two processing plants, nine sales branches and four cattle ranches in Brazil; a poultry processing plant, a fats and oils processing plant, and five sales branches in England, and three meat processing plants, and a wool processing plant in New Zealand.

Meat packing and processing as it is carried on in the Wilson plants today is a precise, scientific and skilled food processing operation. The meat packing plant as envisioned by many Americans is a thing of the past, and Wilson & Co. has been a leader in bringing about the changes that have transformed the industry.

More than 600 branded products are processed in the Wilson

plants. They include hams, bacon and other pork products, 77 different sausage items, a wide variety of poultry products, freeze-dry meats, canned meats, and refinery products. Wilson is also a major supplier of fresh and frozen beef, pork, and lamb to customers throughout the world.

Today the emphasis at Wilson & Co. is on foods with built-in convenience which transfer processing from the kitchen to the plant. The company has a long-established leadership in the development of convenience foods, and markets a growing line of ready-to-serve products. A few of the more recent ones are Main Meal Meats, fully cooked in cans, they can be kept without refrigeration and are ready to serve heated or cold; Festival Hams, fully cooked, boneless, in family size portions; and freeze-dry meats, light in weight that can be kept without refrigeration.

Dramatic as they have been, the changes that have taken place in the meat and food industry in the past few decades are only a prologue to the changes of the future. In the research and technical laboratories of Wilson & Co., skilled scientists and food technicians are constantly searching for the "whys" and "hows" of food processing, concentrating their efforts on innovative research that will help to bring about these changes. In the years ahead, techniques that seem exotic now will be providing the consumer with an infinite variety of even

finer and more convenient foods, and increasing quantities of these new products will carry the Wilson label.

Wilson & Co. is a subsidiary of Ling-Temco-Vought, Inc., Dallas.

## Buffalo Lake Tries New Plan

BUFFALO LAKE — Paul E. Ferguson, manager of the Buffalo Lake National Wildlife Refuge, has announced that the "Honor System" has gone into effect for paying daily entrance fees to the refuge.

When a person enters the gate south of Umbarger he should pick up an envelope which contains a colored sticker which is to be put on the car window. Entrance fees are to be placed in the envelope and deposited in a container at the gate.

Ferguson explained that the low number of persons entering the lake during the winter months does not justify keeping an attendant on duty, therefore the honor system is being used.

HOLDERS of the Golden Eagle Passport should register at the entrance gate, but pay no fee. Persons wishing to buy the \$7 annual permit may get them at the refuge headquarters during the winter.

Siberia spans nine time zones, yet holds fewer residents than New York state and New England combined.

## B and B Recreation Club

POOL - SNOOKER - ARCADE

OPEN DAILY & SUNDAY 2 to 12 P.M.

Closed Thursdays

128 Lawton . . . C. E. Beauford, owner

# FOXWORTH-GALBRAITH LUMBER COMPANY

234 East Second St.

OF HEREFORD

Phone: 364-1224

Specializing in All Kinds of Building Material

# WELCOMES



# TO HEREFORD

FOXWORTH-GALBRAITH LUMBER COMPANY OF HEREFORD

Specializing in all kinds of building materials

See us for Sherwin-Williams Paints, paneling, aluminum storm windows and doors, floor tiles, roofing, insulation, hardware and supplies of all kinds.



## BUILDERS—"1"-STOP CENTER

# JERRY R. TUCKER

for 69th JUDICIAL DISTRICT

## District Attorney

A WORKING Attorney for a WORKING Job enforcing the law!



### JERRY TUCKER is a DOER:

1. Individual private law practice.
2. Church leader, past choir director, Sunday School teacher, lay speaker.
3. Civic Clubs — Lions Club, Kiwanis, past director of Jaycees.
4. Past Boy Scoutmaster and youth worker.
5. Past president Moore county unit of American Cancer Society
6. Director Moore County Community Concerts Association.

### He is Prepared for the Job:

1. Seven years experience in law.
  - a. One year as research and law clerk Hon. Joseph B. Dooley, U. S. District Court, Amarillo.
  - b. Six years in general law practice.
2. Graduated from Emory University Law School of Atlanta, Ga., dean's honor list.
3. Editor of authoritative law journal published by Emory University Law School.
4. Formerly assistant County Attorney for Moore County.

### JERRY TUCKER

### PLEDGES:

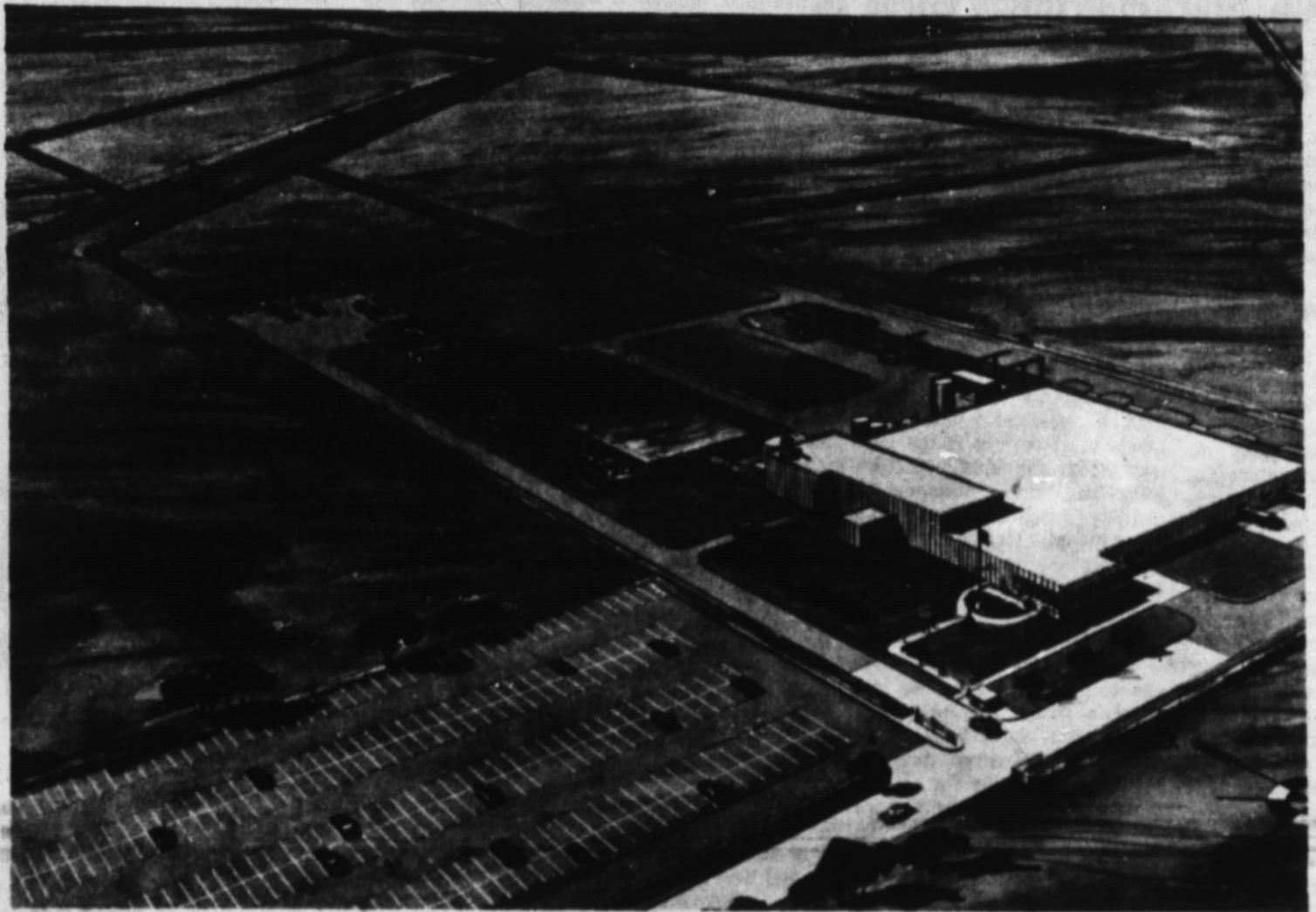
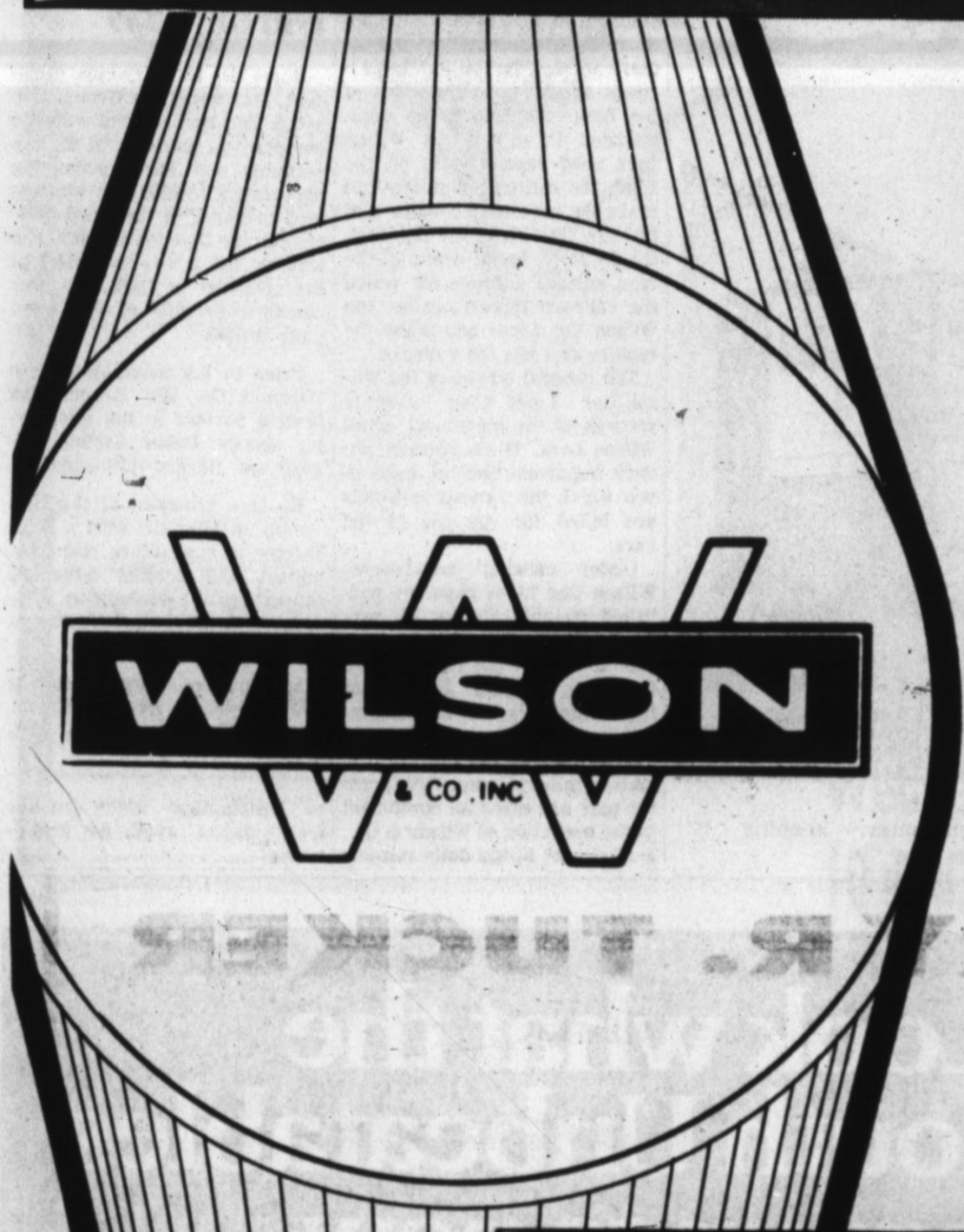
REPUBLICAN NOMINEE . . . SEEKING SUPPORT AND VOTE OF ALL DEMOCRATS AND REPUBLICANS.

## Vote for the Man Who Can and Will Do the Job!

Donald D. Zimmerman, local campaign manager

# WELCOME

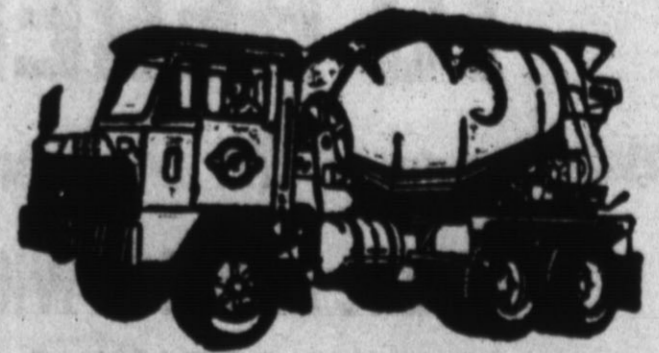
## TO HEREFORD ... THE FRIENDLIEST CITY IN TEXAS!



ARCHITECTURAL DRAWING OF THE PROPOSED WILSON & CO. PLANT WHICH WILL BE BUILT 3 MILES WEST AND SOUTH OF HEREFORD.

# YOU CAN DEPEND ON QUALITY!

If it comes from  
**CROWE-GULDE**  
CEMENT CO.  
OF HEREFORD



CONCRETE BY

PHONE  
364-1722

SINCE 1926  
*Crowe-Gulde*

CEMENT COMPANY OF HEREFORD



**NEW BIG-EYE PORK CHOPS** — When pan-broiled, these new Wilson & Co. pork chops have 20% fewer calories than regular pork chops and are the result of 10 years of nutritional

and agricultural research. These meaty, juicy pork chops represent the new look in today's pork for modern families' menu planning.

### Wilson & Co. Markets New Type Low Calorie, High Protein Meat

Pork chops which have 15 percent more meat and protein and 20 percent fewer calories than regular pork chops when pan-broiled, are now being marketed under the Wilson Certified label as "Big-Eye" pork chops.

For several years Wilson & Co., Inc., has been selling some specially trimmed and/or specially selected pork loins. Although there has been a steadily growing volume of sales of these loins, the company decided that something more had to be done to inform the consumer about the new, leaner pork. Consequently, Wilson introduced Certified "Big-Eye" pork loins with special Meat Inspection Division approved labels which declare that center cut chops from these loins contain about 77 calories per cooked ounce — a 3½ ounce cooked chop (excluding bone) contains about 20 calories. Calorie-wise this compares most favorably with other meats.

"Big-Eye" loins are different than regular pork loins. First the loins are selected for four or more square inches of eye

muscle area between the 8th and 9th ribs of the loins. This specification relates "Big-Eye" loins directly to the purebred hog producers' loin size standard for meat-type hogs. The second point of difference, mentioned earlier, is that the wholesale cuts of loins are marketed with Certified "Big-Eye" labels for insertion in retail packages of center cut chops. The retailer gets a measured number of labels in proportion to the loins purchased, delivered with the loins. The calorie statement on the label has the United States Government Meat Inspection Division approval — the first fresh meat label containing calorie information approved by the government.

Wilson's "Big-Eye" pork loins are helping to change the consumer's image of pork as a "fat" meat. It is believed by many that this wrong image of pork is responsible for the declining demand for fresh pork.

Starting more than ten years ago, hog producers, with the cooperation of major meat packers such as Wilson, undertook

measures to develop a meatier, leaner hog to combat this trend. As a result, today's hogs are leaner, trimmer, with more balance and muscling, and yield a greater proportion of lean cuts. The introduction of the "Big-Eye" pork loin is another step in Wilson's program to convince the calorie-conscious housewife that pork has an important place in the American diet.

### Local Lawmen Attend Meeting

CLAYTON, N. M. — Three local officers attended the Five-State Peace Officers meeting at Clayton Air Park in Clayton, N. M. Thursday.

Present from Hereford were Bill Rowland, chief deputy of the Deaf Smith County Sheriff's Department; Bill Austin, Liquor Control Board agent, and Sgt. W. E. Wells of the Texas Highway Department.

The one-day session was attended by officers from Texas, New Mexico, Oklahoma, Colorado and Kansas. A featured speaker was Duke Roberts, a repre-

# Rail Refrigeration Essential To Wilson

There is nothing very dramatic about a refrigerator car. It's just eight wheels on an ice box, but it revolutionized the meat packing industry, created tens of thousands of jobs and changed the diet of a nation.

The story begins about 100 years ago, back in the days when meat packers — small local businesses that slaughtered livestock — cut up the carcasses, cured and packed them into barrels for shipment and storage. In those days the staple meat of the American people was salt pork, barreled beef and country-cured hams.

It might have still been that way today except for an idea, and men with the courage to make it a reality. Out at the Chicago stockyards, which had been opened for business only a few years, some of the pioneer

packers kept asking themselves why it wasn't possible to slaughter and process livestock close to the source of production and ship the meat, fresh, to eastern cities. The solution, of course, lay in some kind of rolling ice box.

History is somewhat confused as to who first invented the refrigerator car, but it was around 1865 that the first ones were constructed and used by a Chicago packer. Actually, the development of the refrigerator car proved to be one of the easier problems in the effort to ship fresh meat. A major obstacle was the active opposition of the railroads.

Most of the roads between western livestock centers and the East enjoyed a profitable business in the hauling of livestock. They had huge invest-

ments in livestock cars and stockyards, and they wanted no part in building and supplying the new-fangled ice-boxes on wheels. If the Chicago meat packers wanted such cars, they were going to have to build and maintain them. And that is what they did.

Although they entered the field of building and operating their own refrigerator cars reluctantly, the packers did find certain advantages in owning their own cars, such as having them when they were needed and being able to design the cars to conform to the requirements for shipping fresh meat.

No single invention has had a greater influence on the growth and development of the meat packing industry than the refrigerator car. It helped to transform the packing business into

a food processing industry which provides jobs for thousands of workers, produces hundreds of different food products, and distributes fresh meat to every city, town, village and hamlet in America. Even more important is the contribution which the refrigerator car has made to better health and better living for all Americans. The fresh meats, eggs, fruits, vegetables and the milk, commonplace on today's family tables, are there because the packing industry developed the refrigerator car.

Today, Wilson & Co., Inc., has nearly 950 refrigerator cars constantly on the move transporting Wilson products. Day in and day out, these cars carry their cargoes of Wilson products safely and in perfect condition. The job of servicing and providing these cars whenever they are needed is the responsibility of the Wilson Car Lines division of the company.

The general offices of the Wilson Car Lines are located in Chicago and the repair shop is located at Cedar Rapids, Iowa.

All repair work on the cars and new car construction must conform to a comprehensive set of rules formulated by the American Association of Railroads as well as regulations of the Interstate Commerce Commission. If any of the Wilson cars need repair while on the road, the railroad company can make the necessary repairs, and bill the Car Lines for the cost. On the other hand, if any of the cars sustain damage for which the railroad is responsible, the Wilson Car Lines can make the repairs and bill the railroad.

The general offices of the Wilson Car Lines keep accurate records of the movement of all Wilson cars. These records are very important and the basis upon which the various railroads are billed for the use of the cars.

Under existing regulations, Wilson Car Lines pays the published freight rate for all products shipped in Wilson cars, just as though the railroad had furnished the cars. In lieu of furnishing cars, the railroad reimburses the company for furnishing its own cars at the prevailing mileage rate. Refrigerator cars are essential equipment in the operation of Wilson & Co., a vital part in the daily miracle



**HARRY D. BARGER**  
Vice President  
Merchandising Group  
and a Director  
Wilson & Co., Inc.

### Ad Executive Joins Wilson During 1959

Harry D. Barger, vice president, Merchandising Group, Wilson & Co., Inc., started with the company as manager of the advertising and sales promotion department in 1959. He was named manager of the Food Merchandising Division in 1963, and was elected a vice president of the company in 1964. He was named a director of the company in 1968.

Prior to his association with Wilson & Co., Mr. Barger had been a partner in the advertising agency, Baker, Tilden, Bolgard and Barger, Chicago.

He is a graduate of the University of Missouri with a B. S. Degree in agriculture and journalism and studied advanced marketing at Washington University, St. Louis and Northwestern University, Chicago.

Mr. and Mrs. Barger reside at 9520 Monticello Avenue, Evanston, Ill. They have two children.

of distribution which makes fresh meats available everywhere.



ONE OF WILSON'S refrigerated rail cars that transports product from the plant to the customer, keeping it fresh and wholesome.

sentative for Smith & Wesson arms company who spoke on law enforcement weapons.

Classifieds Get Results.

# STOP!

LET'S WELCOME

## WILSON & CO.

## TO HEREFORD

"A GROWING CITY IN THE MAGIC TRIANGLE"

You're Invited to Wilson & Co.'s  
GROUND BREAKING CEREMONIES  
Wednesday, October 23rd

3 miles West and South of Hereford  
10:00 A.M.

# WAG SEED CO.

West Highway 60      Hereford, Texas      Phone 364-1424

# Look what the Plymouth Unbeatables are up to now.

Fury III 2-Door Hardtop

**A new car that's all-new.**

Plymouth Fury. It's been totally restyled for 1969. This is the car that smashed all our old sales records last year. The car that helped win over three-quarters of a million owners of competitive cars. It's waiting for you. The 1969 Plymouth Fury. Totally new from the ground up. The deal's there, too. Now, at your Plymouth Dealer's.

**unbeatables** Your Plymouth Dealers have it this year.

AUTHORIZED DEALERS CHRYSLER MOTORS CORPORATION

**DISHMAN-HALE CHRYSLER/PLYMOUTH**  
345 East 1st - Hereford, Texas



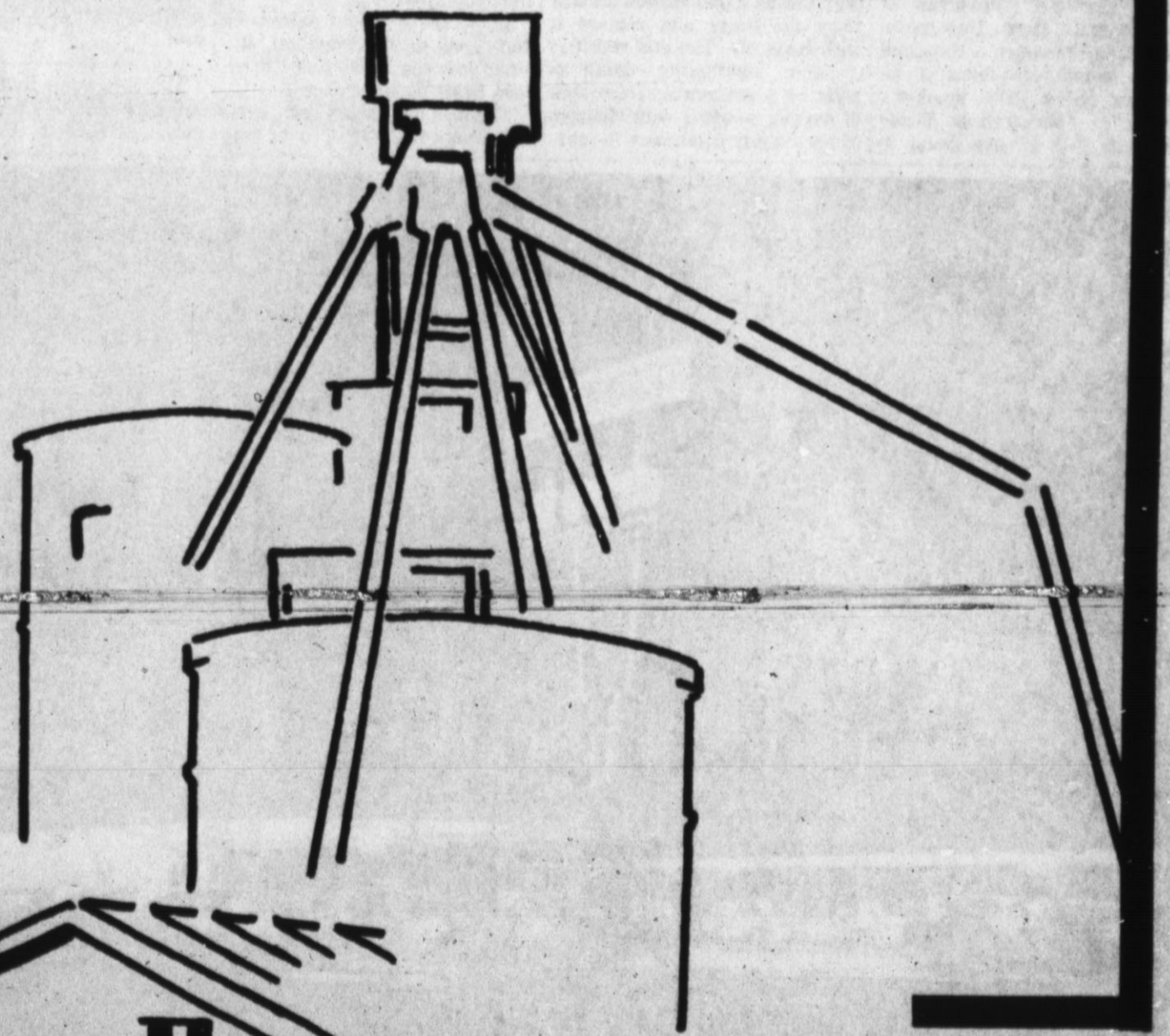
# HEREFORD FEED YARDS, INC.

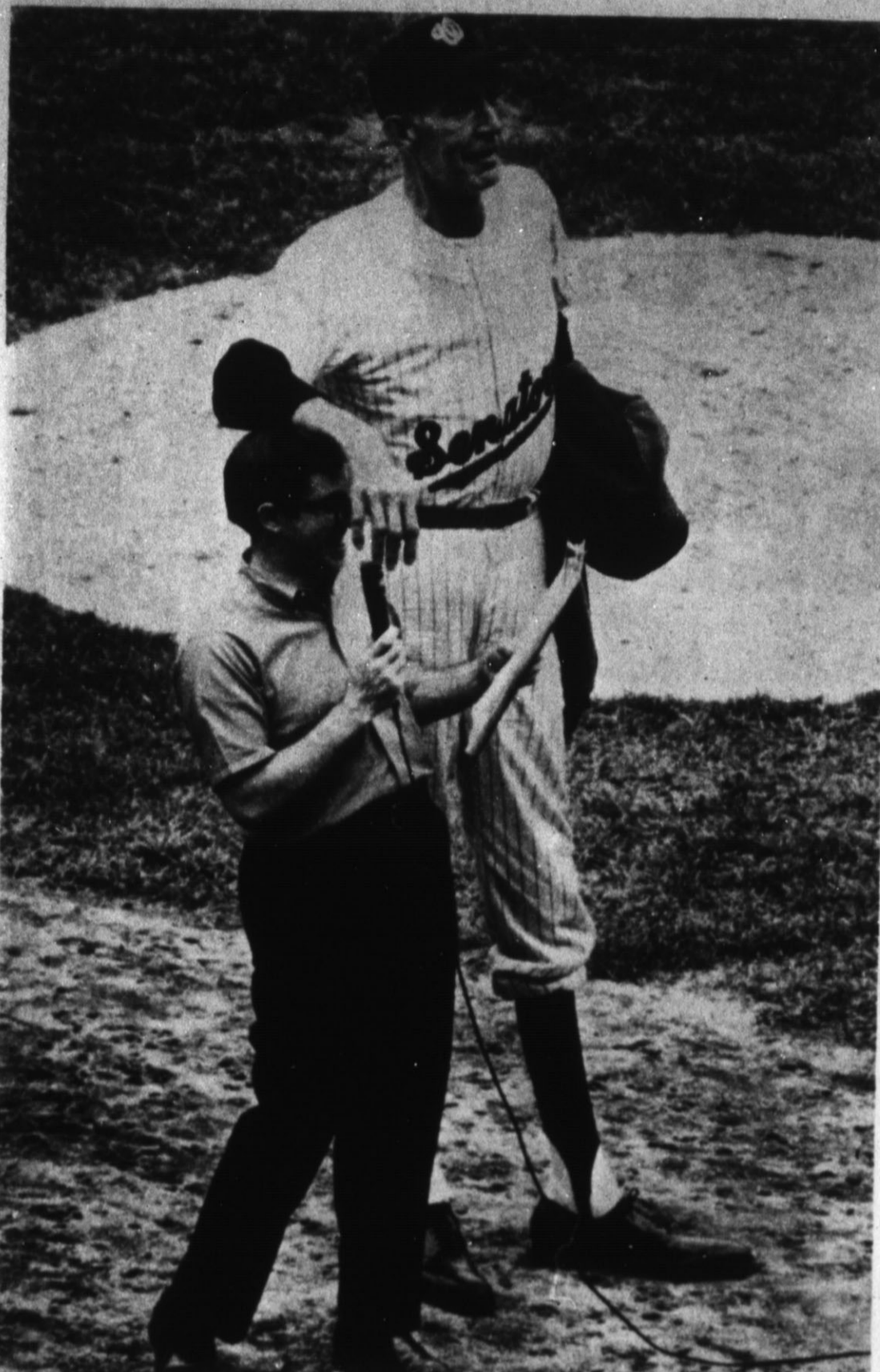
Extends a sincere welcome  
to Wilson & Co., and we  
invite everyone to attend the  
groundbreaking ceremonies  
Wednesday, October 23, at  
10 a.m. ....

3 miles West and South of Hereford



**WELCOME**  
TO HEREFORD





**HENRY HITE, 8' 2" tall, clowns a round with an announcer during an appearance at a baseball game for Wilson.**

### Company Boasts Two Attractions

Wilson's Certified Giant, Henry Hite, and its champion Six Horse Hitch are two of the company's more popular attractions. Both tour the country promoting Wilson products at supermarkets and shopping centers, attracting large crowds wherever they are.

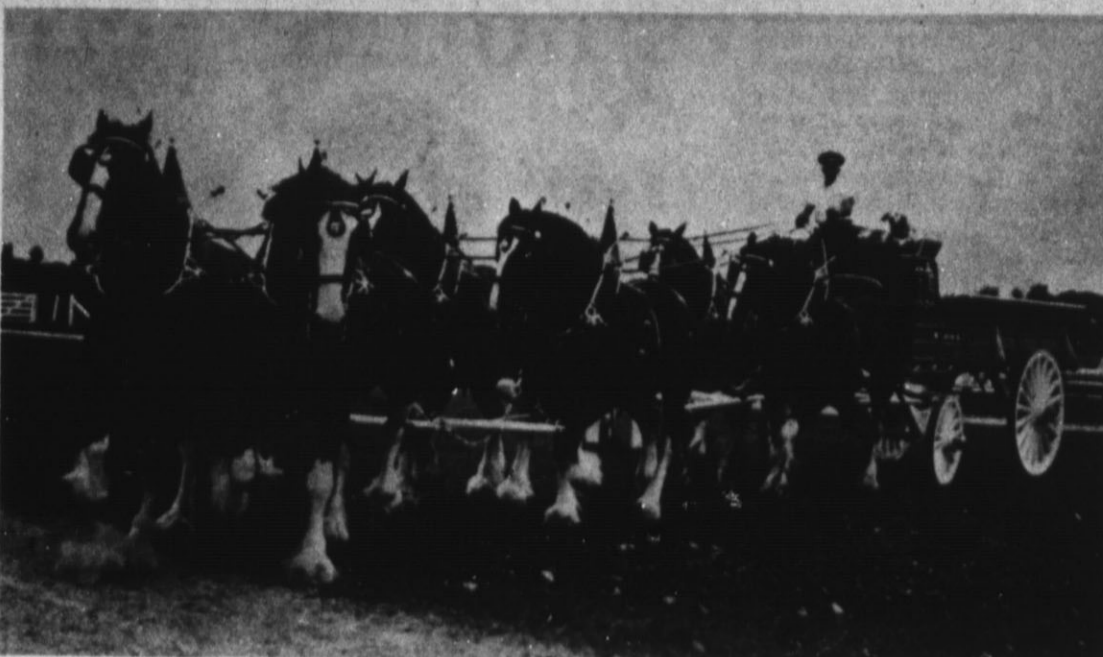
Henry Hite, who was born in Atlanta, Georgia, in 1915, stands 8' 2" tall, and weighs 300 pounds. For statistic-lovers, Hite wears a size 19 shirt with a sleeve length of 42 inches and size 22 shoes.

He has visited four continents and every state in the union as a member of the famous vaudeville team of Lowe, Hite and Stanley, and has made numerous television appearances on such shows as Ed Sullivan, Garry Moore and Milton Berle.

Wilson's Six Horse Hitch brings back the good old days of horse drawn travel. The hitch consists of perfectly matched Clydesdales from Scotland, Canada and the United States. The average weight of each horse in the Hitch is 2,000 pounds.

These giant Clydesdales were once used to draw the wagons that carried meat and other products to the retailer. Today, few horse hitches remain.

Wilson maintains its Hitch as a show team to remind people of the history of the great draft horses and the part they played in American History.



**WILSON'S SIX HORSE HITCH tours the country promoting Wilson products at appearance at supermarkets and shopping centers.**

### NEW PEACE CORPS LOCALE

MBABANE, Swaziland — U. S. Peace Corps volunteers are expected here, now that the last British territory in Africa is independent.

Swaziland will be the 58th country in which Peace Corpsmen operate.

### TABLE TENNIS SET

NEW DELHI — A six-member Japanese table tennis team will arrive here Jan. 23 on a four-week tour of India, official sources said.

They will play five test matches against India — at Bombay, Bangalore, Calcutta, Delhi and Jullundur — besides exhibition matches at Jaipur, Ahmedabad, Hyderabad, Coimbatore, Madurai and Dibrugarh.

### WRONG CREDENTIALS

LOUISVILLE, Ky. — William Gore stopped in a small town restaurant, was served a cup of coffee, and then asked what he owed.

"Are you from around here or away?" the waitress asked.

"I'm from out of town," he replied. "Why?"

"If you're from around here," she explained, "the price is a dime but if you're from away it's 16 cents."

"they would learn the free enterprise system and take it back home with them."

Ben H. Carpenter, Dallas, chairman of the United Citizens for Nixon-Agnew Committee in Texas, told the group a large part of the state organization was made up of democrats and independents and that its official title was the Texans for Nixon Committee. He said he also was appearing as a representative of the American Cattle-men's Association.

### Local Agriculture Leader Attends Dallas Nixon-Agnew Conference

Farmers from four southwestern states added their views at a regional meeting in Dallas to a growing flow of ideas on agriculture leading from the grass roots level direct to Presidential Nominee Richard Nixon.

The Dallas meeting, October 10, was the fifth in a series of sessions across the country during which spokesmen for agriculture are given the opportunity to air their views on the farm situation.

Dr. Robert Spitzer of Burlington, Wis., national chairman of the Agriculture for Nixon-Agnew Committee and conference moderator, told the group that, "The resounding voice we hear from farmers and people in agri-business is that America needs a change in the national administration. Not until Richard Nixon is elected president can we hope for any substantial improvement in the farm situation."

He said the objective of the grass roots sessions is to provide a means for individual farmers to express their ideas direct to the presidential candidate during the campaign and "later to the White House in the new administration."

Spitzer told the group that "Mr. Nixon's pledge to appoint a secretary of agriculture who will speak for farmers rather than to them, has created the most favorable response from agriculture we've seen in many years."

Among those attending the meeting were: Jon Juengling, Amarillo, who called for an end to "a so-called credibility gap which has been created in USDA Livestock Numbers Reports and other commodity production reports." He said conclusions drawn by USDA on future markets and prices usually result in price declines and called for steps to be taken "to insure either competent and accurate reports, or none at all."

J. P. Jones, Kress, Texas, who urged a stop to "the use of CCC stock to depress the market during harvest time," also labeled the last 40 years of farm programs a failure and urged that they be done away with as soon as economically feasible.

Joe C. Easley, Hereford, Texas, said the problem in agriculture is not one of overproduction, but rather one of under-distribution. "We also," he said, "have market manipulation by USDA to the supposed benefit of the consumer."

James S. Garvey, Sageview, Texas, said that "We need an orderly plan to return agricul-

ture to the farmer from the present Washington-based supply-management compulsory fiat-co to supply-demand market-oriented farming."

Phil Harvey, El Paso, said that "something should be done about regulating imported beef, before the domestic industry is destroyed as the wool industry was destroyed by imported wool." He also charged that the Department of Interior "is strictly politically controlled. The field workers are demoralized, because decisions are not made in the field, but in Washington and for political reasons."

H. R. Gonzales, Dallas, called for a program to bring Latin American young people to this country to teach them American farming methods. He said there is such a program now, but on a very small basis and added that every farm in America could absorb one worker, or two or five, because they could pay for their training with their work. "Besides," he added,

### Singing Family To Appear Here

The well-known religious and spiritual singing Wills Family and Wills Kids are scheduled to make an appearance at the Hereford High School Auditorium on Saturday, Oct. 26 at 7 p. m. It has been announced by the Easter Lions Club.

The singing group, well-known throughout the Southwest, has appeared on numerous syndicated television programs with their religious singing.

Admission to the performance is \$2 per ticket and tickets may be purchased at Radio Station KPAN or from any Easter Lions Club member.

The parents of the Panhandle area can protect their children from the ravages of smoking and tuberculosis," Dr. Cornette said.

The American Indian is identified as definitely being of Mongoloid extraction.

### TB Chairman Is WTSU President

"The time to stop a youngster from smoking is before he starts — not after," said Dr. James P. Cornette, newly-announced chairman of the 1968 Christmas Seal campaign today.

Dr. Cornette, President of West Texas State University, mentioned that over a thousand deaths from emphysema — sometimes called "the smoker's disease" — occurred in Texas last year. "If we are going to

prevent emphysema at age forty or fifty," he said, "we have got to educate the individual to the danger of smoking by age fifteen — or before."

Numerous medical groups have warned that smoking is a causative factor in emphysema, a condition in which the small air sacs of the lungs have lost their elasticity to the point that they cannot expel carbon dioxide from the lungs and replace it with fresh air. The end result is a slow smothering death as body cells deteriorate from lack of oxygen — along with changes of personality disastrous to mar-

riage and other personal relationships as the brain cells deteriorate.

Sponsored by the Top of Texas Tuberculosis Association, the campaign will fund a massive health-education campaign directed toward the dangers of the cigarette habit and infectious tuberculosis, of which 3,200 new cases were reported in Texas this past year.

Dr. Cornette urged parents to contribute to the campaign, starting with the mailing of Christmas Seals on November 1.

"Using the seals on their Christmas mailing is one way



PAM-LEX



BEHLEN BUILDINGS  
Pork Factory - Grain Tanks

**A. G. May Construction Co.**  
Route 2 — Dimmitt Highway  
HEREFORD, TEXAS

Residence  
Phone 364-0668

"RED" MAY

Mobil  
Phone 289-5684

# ARE YOU INTERESTED IN WATER?

If you want Deaf Smith County to maintain and continue expanding its thriving economy, then you are interested in water development for this area.

## TUNE IN TO KPAN RADIO

# Tuesday, October 22

at  
**11:30 a.m. and 5:05 p.m.**

Hear a special broadcast replaying important parts of the Bill Clayton Appreciation Dinner, held last Oct. 14 in Littlefield.

- Hear what Ben Barnes, our next Lt. Governor, has to say about Bill Clayton.
- Hear what Gus Mutscher, our next Speaker of the House, has to say about Bill Clayton.
- Hear the latest developments in the water importation program.

This program is sponsored by the Deaf Smith County for Bill Clayton Committee; Jay Boston, chairman.



ARROWHEAD  
drive in



**WILSON**

Welcome

# ARROWHEAD

## ARROWHEAD DRIVE-IN

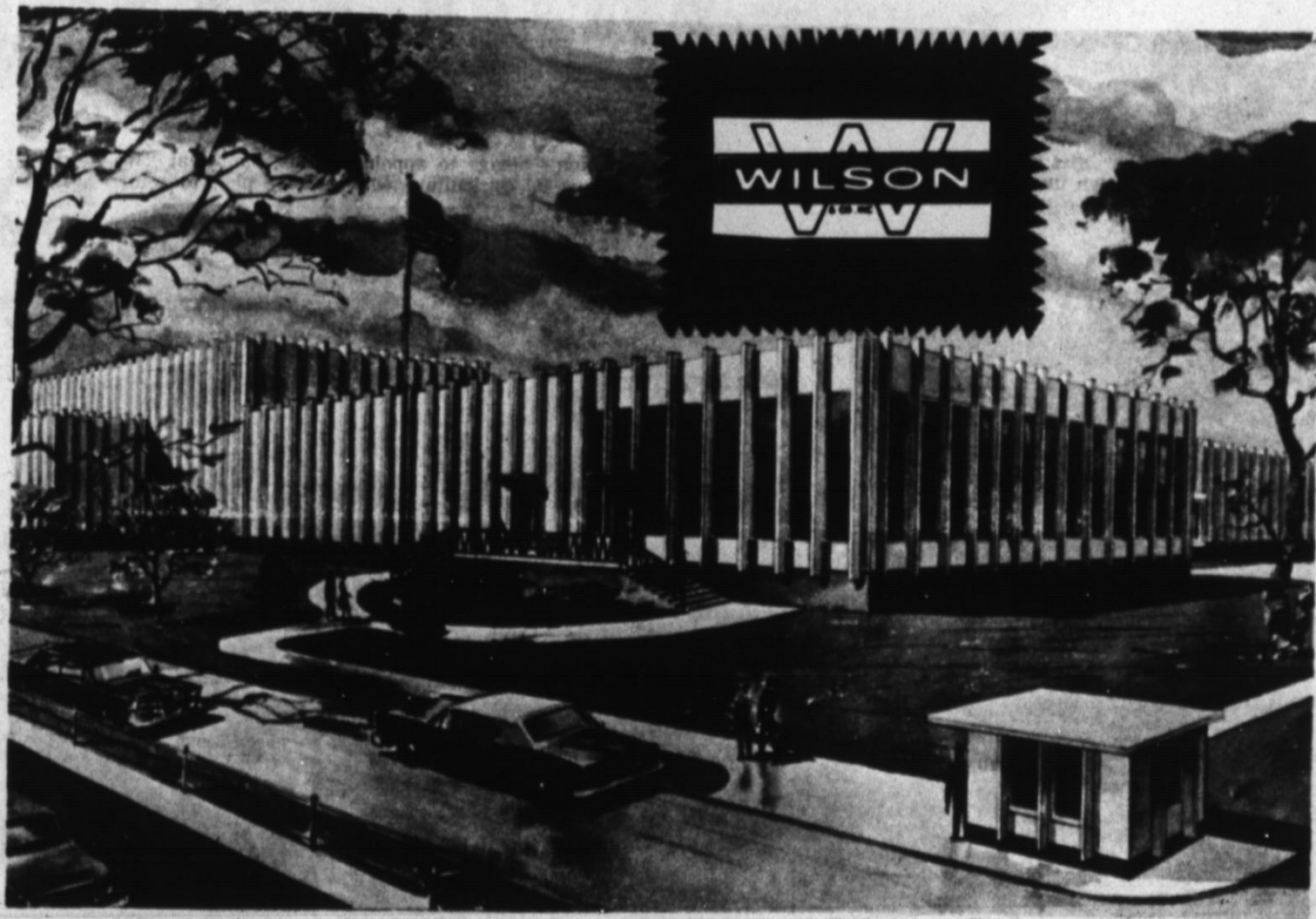
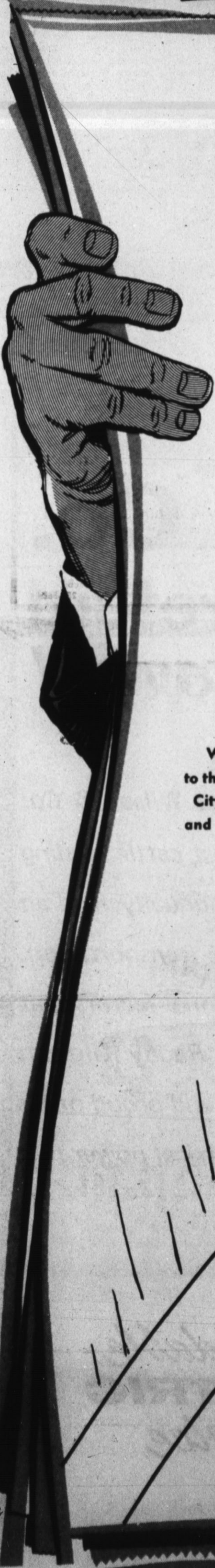
Gerald Turnbow, owner

# Latest NEWS



## WILSON & COMPANY

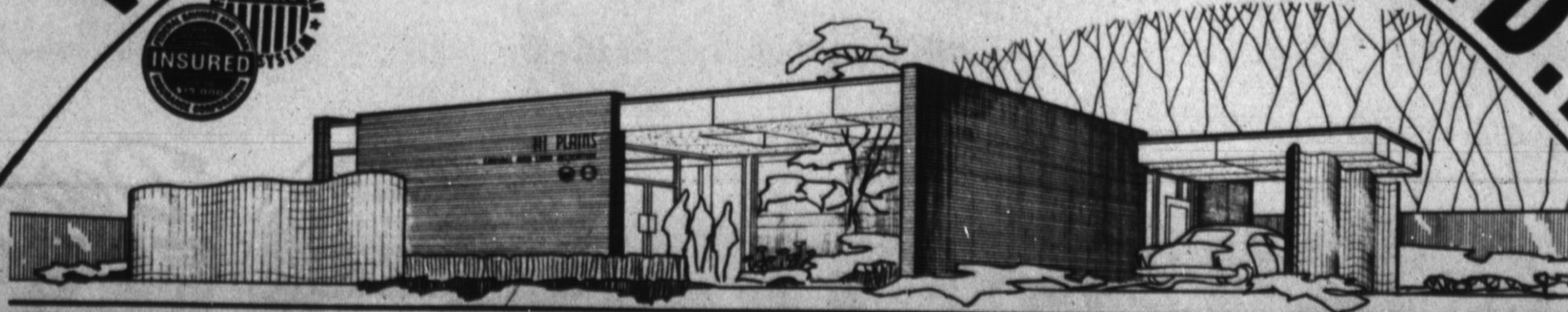
### COMES TO HEREFORD



Welcome to the friendliest City in Texas and the Nation!

The Beef Industry's eyes are watching **HEREFORD!**

WELCOME TO **HEREFORD...**



## Hi Plains Savings & Loan, Assn.

FOURTH & SAMPSON

HEREFORD

PHONE 364-3535



# **WILSON & Co.** **Welcome to Hereford** **... the growth town!**

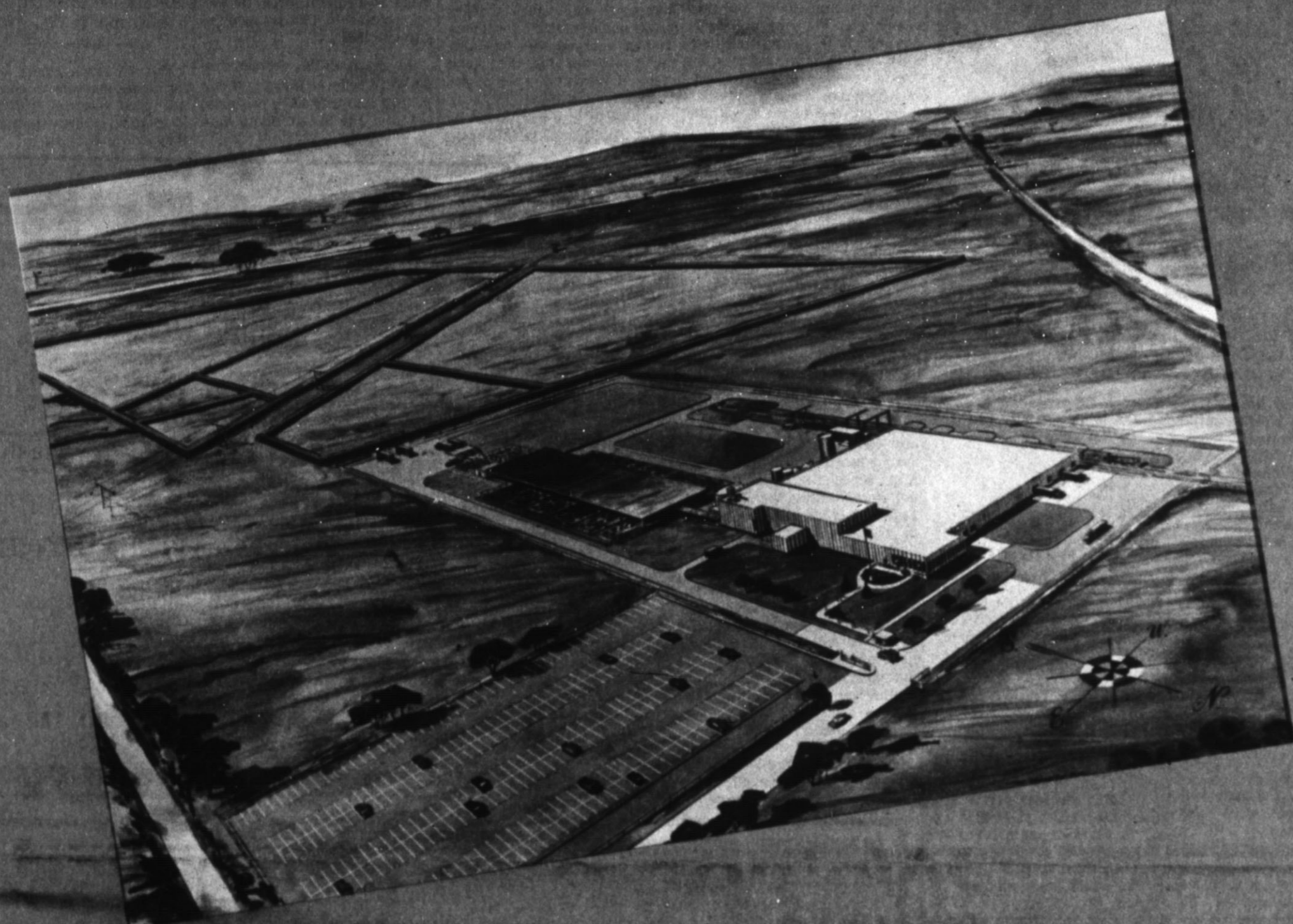
*Hereford is well prepared to welcome Wilson & Co. Located in the important center of the vast cattle feeding industry, Deaf Smith County alone can annually feed an estimated 331,000 head of cattle. Good transportation, schools and community interest are additional factors that make Hereford attractive to new industry. Reddy Kilowatt is glad to be a part of a growing Hereford and proud of his accomplishments in having ready the electrical power that a growing city needs.*



*Dependable*  
**ELECTRIC**  
*Service*



# WELCOME



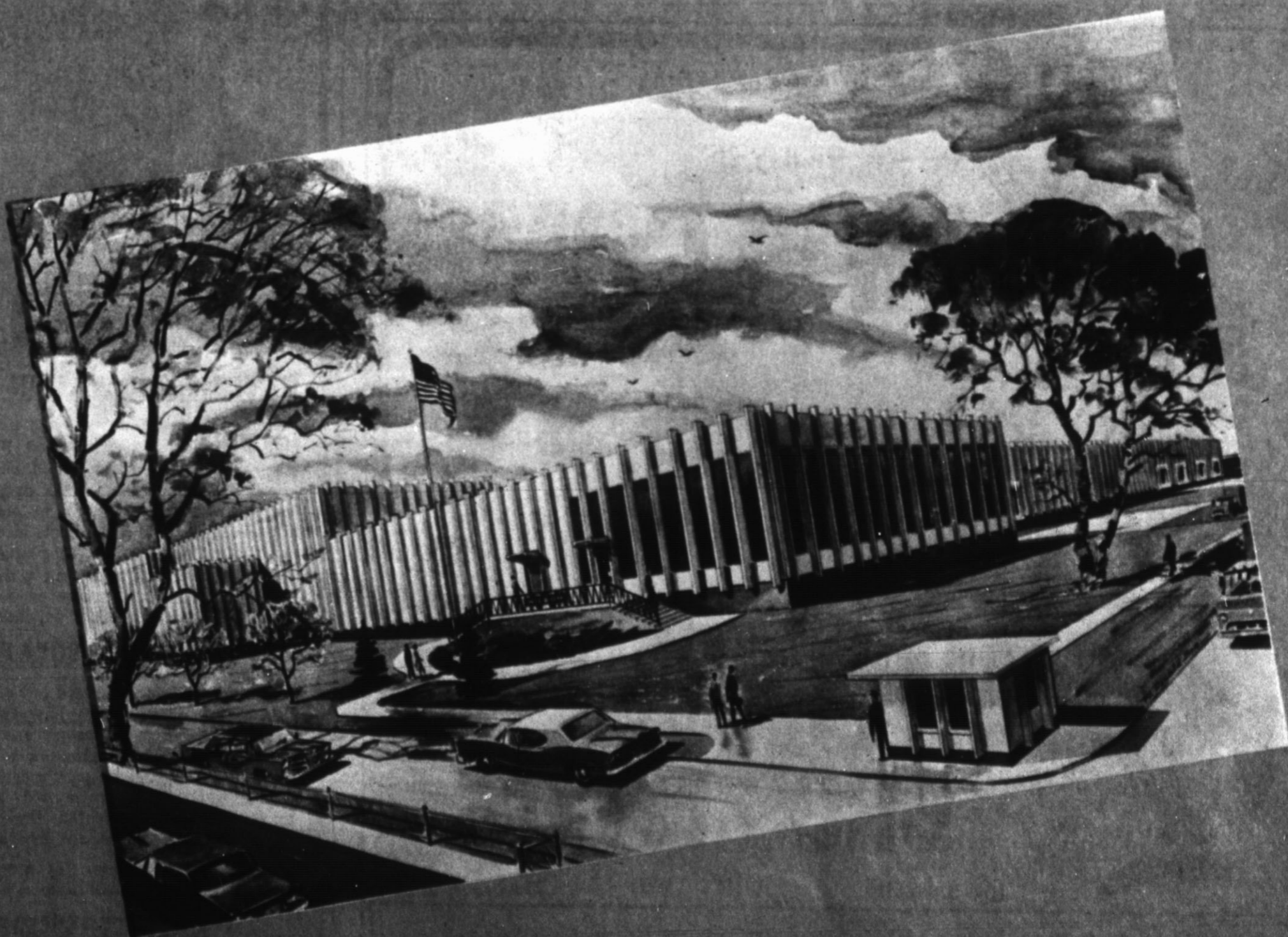
**OVERALL LOOK AT NEW PLANT** — A birds-eye view of the proposed Wilson & Co. meat packing plant to be constructed just west of Hereford is offered in this architectural drawing. To be constructed on 400 acres of land bought by the company 3 miles west of Hereford, the plant is designed to slaughter and dress about 6,000 cattle weekly, and fabricate 2,500 head into various kinds of beef cuts. W. A. Klinger Inc. of Sioux City, Iowa, was awarded the construction contract last month.

## The Sunday Brand

SECTION THREE

HEREFORD, TEXAS, 79045, SUNDAY, OCT. 20, 1968

**WILSON'S NEW PLANT** — Shown here is an architect's drawing of the proposed Wilson & Co. meat packing plant to be built 3 miles west of Hereford on U.S. 60. Wilson officials have stated that "when the multi-million dollar Hereford plant is finished, it will be one of the most efficient in the industry. In addition to modern on-the-rail dressing facilities, the plant will also have provisions for fabricating beef into cuts, boning beef, quick-freezing, meat specialty items, rendering fats and curing hides."



# WILSON & CO.

# Ling Enterprises Expand Rapidly

James J. Ling founded his own company in the electrical contracting and engineering business in 1946, a company that was successful from the start and grew rapidly. In just a few years it became a publicly owned corporation that began to expand dramatically through acquisitions as well as through continued internal growth.

Today, at 45, he is chairman of the board and chief executive officer and the largest individual shareholder of Ling-Temco-Vought, Inc., an enterprise best described by these four characteristics:

One of the nation's fastest-growing companies, having increased sales by the end of 1967 to more than 461 times the 1957 sales level and net income more than 100 times in the same period;

One of America's 15 largest manufacturing corporations with a current annual sales rate of \$3.5 billion;

One of America's relatively new breed of companies diversified by industries, with more than 120,000 employees engaged in steel-making; meat and food processing; air transport; aerospace, electronics, and communications; engineering and production; athletic and sporting equipment, manufacturing and

marketing; electrical cable, floor covering fabrication, car and truck renting and leasing and pharmaceutical-industrial chemical enterprises.

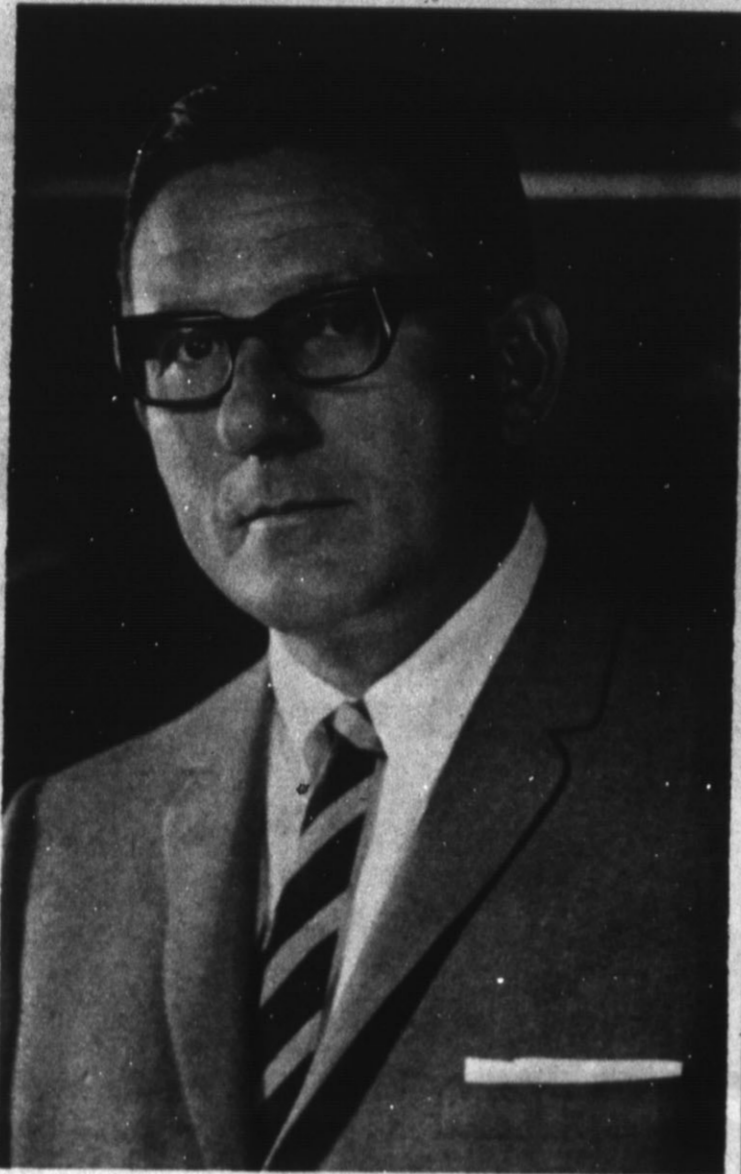
A congeries of dynamic companies led by the parent-operating corporation, LTV, and embracing 10 publicly owned subsidiaries with such well-known names as Jones & Laughlin, Wilson, Braniff, Chance Vought, National Car Rental, Altec, Okonite and Temco.

Each of LTV's 10 active subsidiaries shares three characteristics: (1) Excellent management; (2) a reputation for the top quality in its field, and (3) a tradition of being a leading innovator within the technology of its industry.

"LTV is a planned and designed enterprise of thought and effort...not a product of happenstance," Mr. Ling has pointed out in explaining the "corporate technology" philosophy that governs LTV's approach to business.

Realizing that maintaining the status quo is not the answer to the future, Mr. Ling continues to act as principal architect of plans for growth of the corporation and its subsidiaries.

As chief executive of one of the nation's most dynamic corporations, Mr. Ling today de-



**JAMES J. LING**  
Chairman of the Board and Chief Executive Officer  
Ling-Temco-Vought, Inc. and  
a Director of Wilson & Co., Inc.

votes his business life to LTV. He is rated an outstanding financial and operational executive with extensive knowledge and experience across a broad spectrum of technical, legal and organizational areas of management. His keen interest in science makes him a strong supporter of aggressive research programs.

A seemingly tireless executive, Mr. Ling manages — even with his heavy business workload, including service as a director of the First National Bank in Dallas — to take an active role in educational, civic and cultural activities, serving as a director or trustee of numerous organizations.

Mr. Ling is an avid reader and an ardent sportsman, with the principal hobbies of golf, hunting and fishing.

Born in Hugo, Okla., Dec. 31, 1922, Mr. Ling grew up in Ardmore, Okla., and attended school in Shreveport, La., be-

fore settling in Dallas, Tex. He served in the Pacific with the U. S. Navy during World War II.

### Local Man Has Show Winners

CLOVIS, N. M. — A pen of Hereford heifer yearlings shown by Ira Scott of Hereford, was first place winner in the competition at the Clovis Cattle Festival Wednesday.

Grand champion honors went to Harold Kaufman of Nara Vista, who exhibited a lot of Hereford steer calves.

In 1915, only one per cent of the total civilian population aged 18 years or more, were veterans. Today, according to the Veterans Administration, one out of five in this age group are veterans.

### Executive Took Leading Role In LTV Formation

Clyde Skeen, an executive of proven leadership who took a leading role in the formation of Ling-Temco-Vought, Inc., was promoted to president of LTV on October 31, 1964. He previously was executive vice president and chief financial officer.

Mr. Skeen, who came to LTV from the Boeing Company in 1960, has had broad experience in senior management positions in both the electronics and aerospace industries and is a strong exponent of program management in the field of major weapon systems.

An officer of the Boeing Company by the age of 32 and that company's first vice president-director of program management, Mr. Skeen first served as executive vice president of Temco Electronics and Missiles Company, one of the firms later to be merged into LTV.

He played a prominent part in the merger of Ling-Altec Electronics, Inc., with Temco and later in the acquisition of Chance Vought Corp. He has been a director of LTV since its inception in 1961, as he was of Temco and Ling-Temco Electronics.

Mr. Skeen is well grounded in finance, starting his career as a cost accountant in 1941. He quickly rose to the ranks of general management.

Born January 31, 1917, in Kusa, Okla., he moved to Kansas with his parents when he was one year old. He received his early education in the Pittsburg, Kan., schools, then was graduated from Kansas State College, Pittsburg, with a B. A. degree in business administration in June, 1940.

He joined Boeing's Wichita (Kansas) Division as an accountant in March, 1941. Rising steadily in management positions, he served as chief cost accountant, assistant chief accountant and chief accountant before becoming an officer of the company — assistant secretary and treasurer and divisional controller — in 1940 at the age of 22.

Mr. Skeen took enough time away from his Boeing duties to

complete the advanced management course at Harvard University's Graduate School of Business Administration in 1944-1945.

He transferred to Seattle in February, 1952, as assistant controller of Boeing's headquarters offices. He was named company controller in July, 1953. On September 19, 1958, he left his post as controller to become assistant general manager of Boeing's Systems Management Office. He was elected a vice president of Boeing's Aerospace Division and appointed director of Program Management on August 10, 1959. In this capacity he was responsible for the Program Management of the Minuteman Intercontinental Ballistic Missile System and other space and related programs.

Mr. Skeen is a member of President Johnson's National Alliance of Businessmen, a select group of the nation's top industrialists charged with formulating a program for the placement of hard-core unemployed in industrial jobs.

Mr. Skeen also has served as national chairman of the Pro-

urement and Finance Committee of the Aerospace Industries Association. He is a member of the Aerospace Manufacturers Council of the Aerospace Industries Association, the Advisory Council of the Business Administration Foundation of the University of Texas, the American Institute of Aeronautics and Astronautics, the National Association of Accountants and the Electronic Industries Association and is a Trustee of the National Security Industrial Association. On January 6, 1967, Mr. Skeen was appointed a member of the U. S. Industrial Payroll Savings Committee by the Honorable Henry H. Fowler, Secretary of the Treasury. In this connection, he was the Dallas Area Chairman of the 1967 drive to obtain substantially increased participation in the purchase of U. S. Savings Bonds in this area. He was reappointed to this position again in 1968.

He married the former Helen M. Fowler of Detroit, Mich., in 1941, and they have two sons, Bill and Jim Skeen, and a daughter, Shelly.



**CLYDE SKEEN**  
President  
Ling-Temco-Vought, Inc.  
and a Director of  
Wilson & Co., Inc.

The VA is no longer waiting for young veterans to come and ask about veterans' benefits but is contacting them shortly after they are discharged.

**WATCH REPAIRING**  
- Local -



**Time Inspector**  
**KESTER'S JEWELRY**  
(across from the Post Office)  
**IN DOWNTOWN HEREFORD**

We may not be first!  
But we still have a . . .

**MIGHTY BIG**

**WELCOME**

FOR



**A QUALITY COMPANY**

**ROCKWELL**  
**BROS. & CO.**

104 S. MAIN      SINCE 1889      DIAL 364-0033

**"A Full Service Lumber Yard"**

- QUALITY LUMBER
- BUILDERS HARDWARE
- ROOFING
- INSULATION
- HAND AND POWER TOOLS
- COMPLETE BUILDING MATERIALS

**PHONE 364-0033**

**BPS**  
**PAINTS**

- Inside
- Outside
- A point for every purpose

# WHEAT SEED

For Your Fall Planting Needs

**TASCOSA . . . STURDY . . . CADDO . . .**  
**SCOUT . . . TRIUMPH . . . CONCHO**


ALSO

**Rye - Barley - Oats - Alfalfa - Vetch - Clovers**

CUSTOM SEED CLEANING  
AND TREATING

**EAST HIGHWAY 60**  
**364-0560    HEREFORD, TEXAS**





**THIS IS WHAT**  
**FRANK FORD**  
**HAS BEEN SAYING**  
**DURING HIS CAMPAIGN TO**  
**SERVE YOU AS**  
**STATE REPRESENTATIVE**

**WATER CONSERVATION AND IMPORTATION:**

"Water is the life-blood of our irrigated economy, and the importance of total water resources planning cannot be over-emphasized. Feasibility studies for importing water to the high-plains from the lower Mississippi basin should be pushed forward at maximum speed. Funding on these-and importation itself-must come from congress, with maximum state-federal cooperation. At the state level, our district is far behind on planning for flood control and conservation dams on our creeks. We must keep the water that falls in our district, rather than seeing it rampaging on down-stream after every big rain. We must use lake water and tail water return systems to the maximum, along with irrigation practices consistent with the water available in any given area. If elected, I intend to work with men who have a proven record of water conservation. Under no circumstance must this issue be allowed to become a political football to be used at election time for partisan gain."

**EDUCATION AND VOCATIONAL TRAINING:**

"Texas has fallen from 33rd to 38th during the past eight years in per-student support for education. During the same time, we have fallen from 40th to 44th in literacy. This dismal record cannot be continued if our young people are going to be able to hold jobs which will be available in the 1970's. We must increase our attention to primary education and the development of basic skills, give additional help to children with specific learning disabilities, increase pre-school opportunities with bilingual education where needed. Vocational training must be increased, with emphasis on job training by private industry, so that the trainee will know that a specific job is waiting upon completion of the training. Education and jobs are the only effective answer to poverty."

**FRANK FORD IS THE ONLY CANDIDATE IN THE RACE WHO HAS SPOKEN OUT CLEARLY ON:**

- ★ The need to keep the family sized farm unit strong as it is the backbone of our rural economy.
- ★ Practical measures that should be encouraged in each community for economic growth.
- ★ The need for abolishing daylight savings time, a measure which his opponent pushed to passage in 1967.
- ★ Ways to reduce the crime rate, which has nearly doubled in the last eight years.
- ★ The need for a two-party system so that the people can regain control of their state government.

**FRANK FORD WILL REPRESENT THE PEOPLE OF THIS DISTRICT**

Paid for by Deaf Smith County Citizens for Ford . . . Dean Stallings & Arnie Husmann, chairmen

**WE  
WOULD  
LIKE  
TO  
BE THE  
FIRST  
TO  
WELCOME  
WILSON  
AND  
COMPANY  
TO  
HEREFORD**



**FIRST NATIONAL BANK  
OF HEREFORD**

## Roscoe G. Haynie Is Chairman Of Ling-Temco Executive Committee

Roscoe G. Haynie, born in Belgrade, Neb., in 1910, graduated from Cotner College, Lincoln, Neb., in 1932 and joined the Dold Packing Company, Omaha, Neb., shortly thereafter. He became associated with Wilson & Co., Inc., in 1938 when Wilson acquired the Dold plant and came to Chicago in 1939.

In 1944, he was elected a vice president of Wilson & Co. and was elected president and chief administrative officer of the company in March, 1960. On Nov. 1, 1963, he became president and chief executive officer, and on Feb. 21, 1967, was elected to the additional office of chairman.

In June, 1967, with the merger of Wilson & Co., Inc., into Ling-Temco-Vought, Inc., M. R. Haynie was elected to the office of chairman and chief executive officer of each of the three new Wilson subsidiaries of LTV: Wilson & Co., Inc., Wilson Sporting Goods Co., and Wilson



**ROS COE G. HAYNIE**  
Chairman of the Executive Committee Ling-Temco-Vought, Inc. and a Director of Wilson & Co., Inc.

Pharmaceutical & Chemical Corporation. In April, 1968, he relinquished the posts of chairman and chief executive officer of the three Wilson companies, continuing as a director of each of the companies.

Following the Wilson-LTV merger, Mr. Haynie also was elected a director of LTV and of the company's other subsidiaries: LTV Aerospace Corporation, LTV ElectroSystems, Inc., LTV Ling Altec, Inc., The Okonite Company, and has since been elected a director of Braniff International Airlines, National Car Rental System, Inc., and Jones & Laughlin Steel Corporation.

He was elected chairman of the LTV executive committee in January, 1968.

Haynie served as chairman of the board of directors of the American Meat Institute from September, 1964, until September, 1967. As an active member of the American Meat Institute for many years, he served on numerous important Institute committees and as a member of the board of directors. He also was chairman of the OPA Beef Industry Committee from 1944 to 1946.

He was a member of the National Advisory Commission on Food & Fiber, established by President Johnson in January, 1966, during the 18-month life of the commission. From 1964 to 1967 he was a member of the board of trustees of Chicago Wesley Memorial Hospital.

Haynie is a director of the International Livestock Ex-

## Wilson Takes New Look At Beef Grading

Wilson's cattle buyers, field sales representatives and plant beef department personnel are going back to the classroom. But what they're being taught wasn't taught last year or the year before. What they're learning is of a revolutionary nature — revolutionary in the field of beef marketing. And the knowledge they put into practice will change the process of beef grading.

What is this revolutionary course? Component yield grading — a method of grading beef carcasses, developed as an attempt to group carcasses according to their true-value characteristics.

Cattle, like all other market animals, come to market having diverse characteristics. Many of these characteristics which cause animals to differ have an influence on the market value of the animal. Thus, in order to expedite marketing, standardized terminology has been adopted as a means of describing the general characteristics of beef. Grading is the grouping of carcasses, or parts of carcasses, having more common characteristics than beef in general, and assigning a suitable name for each group.

Grading, as traditionally practiced, is highly subjective. Although the criteria used in grading have been the subject of a great deal of research, it remains at best an inexact science. In spite of this, the various grading systems have provided the entire beef industry with useful criteria of value and have provided the consumer with a more uniform product than would otherwise be possible.

As a general rule, beef carcasses are appraised on the basis of two broad concepts: 1) Anticipated eating qualities (quality); and 2) proportion of salable meat (conformation). The term quality in grading refers to those characteristics presumed to be associated with eating satisfaction. The combination of the following observable carcass characteristics determines the quality grade: 1) Animal age (maturity), 2) degree of intra mus-

cular fat (marbling) 3) color of lean, 4) texture of lean and 5) firmness of lean. Conformation is difficult to define, but it simply refers to the extent to which the carcass being graded approaches a preconceived "ideal" shape. In general, it refers to the excellence of the carcass or cut with respect to the proportion of lean meat in the carcass in relation to the amount of bone. Conformation is not well-defined because it remains a subjective appraisal and therefore is subject to many different interpretations.

The coded punched card will be processed by a computer. Information concerning each carcass will be compiled; then compared to predetermined profit alternatives. Results will be made available to proper Wilson departments for needed action.

Learning to grade carcasses according to this digital system meant back-to-school for buyers, sales representatives and beef department staffs at Wilson.

Dr. B. C. Breidenstein, Manager of Wilson's beef evaluation and processing divisions, developed the component yield grading system and heads Wilson training team. The system, training and the end result (defining Wilson's beef business more precisely through more exact grading are significant advancements in the process of beef.

## Musser Joined Wilson In Early Thirties

Charles R. Musser, vice president, Sales Group, Wilson & Co. Inc. started with the company at its Chicago plant in 1934. A year later, he was advanced to the provisions department. In 1939, he was named provisions manager of the Omaha plant.

In 1942, he was transferred to the Sao Paulo, Brazil plant as sales manager. In 1946, he was named vice president and assistant general manager of the company's Brazilian subsidiary, and in 1947, he was named president and general manager of the Brazilian subsidiary.

He was elected a vice president of Wilson & Co., Inc. in 1953, and was named a director of the company in 1968.

Mr. Musser attended the University of Illinois.

He and Mrs. Musser reside at 1000 Lake Shore Plaza, Chicago.



**CHARLES R. MUSSER**  
Vice President Sales Group and a Director Wilson & Co., Inc.

### KIDDER, PEABODY & CO.

Incorporated  
Founded In 1865

Members of New York Stock Exchange  
American Stock Exchange  
and other principal exchanges.

New York Philadelphia Los Angeles  
Atlanta Boston  
Chicago San Francisco Dallas

OUR NEW PHONE  
364-4383 Hereford

A Sincere  
*Welcome*  
to



from the officers, directors and membership of the

## DEAF SMITH COUNTY WATER ASSOCIATION, INC.

The Deaf Smith County Water Association is dedicated to the task of bringing in additional supply of water to our area to insure many, many more years of prosperity in the finest county, in the finest state in the nation. We realize that we have a tremendous supply of underground water, but we believe in "insurance" also, and we plan to have the additional water supply here BEFORE WE NEED IT. We would like to take this opportunity to welcome you to Deaf Smith County and would encourage you to enter into our activities at the earliest possible date.

## DEAF SMITH COUNTY WATER ASSOCIATION, INC.



WELCOME  
TO HEREFORD



## DEAF SMITH COUNTY ELECTRIC COOPERATIVE, INC.

YOUR RURAL ELECTRIC CO-OP, HELPING TEXAS GROW  
WITH BETTER ELECTRIC SERVICE

HIGHWAY 60 and WHITER ROAD

HEREFORD, TEXAS

PHONE 364-1106

## Appearing in Person THE SINGING WILLS FAMILY



See and Hear on Nationally Color TV Program  
"THE WILLS FAMILY INSPIRATIONAL TIME"

SKYLITE RECORDS \* NATIONWIDE TV \* SWORD & SHIELD  
RECORDS  
See Them

Saturday, October 26 - 7:00 P.M.

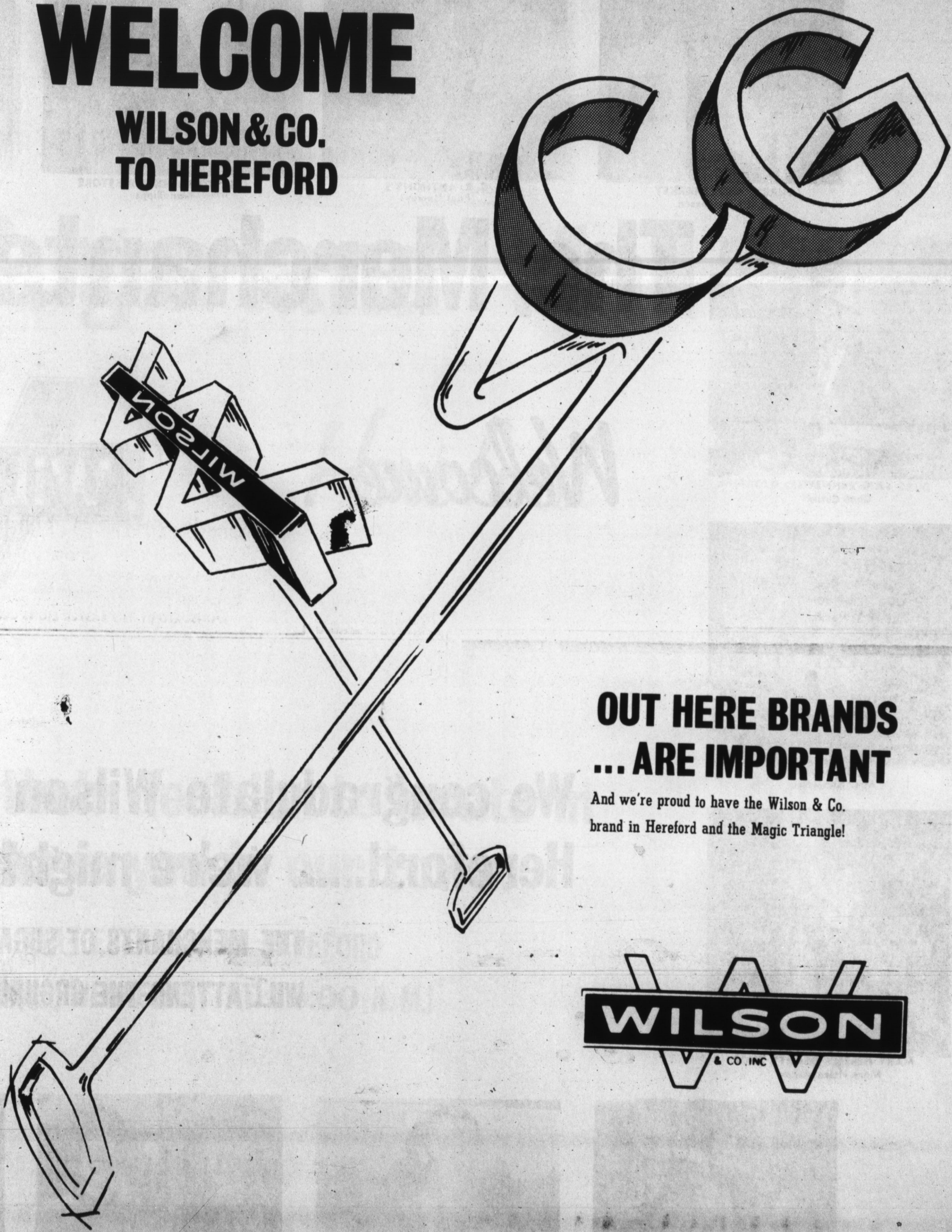
AT THE HEREFORD HIGH SCHOOL AUDITORIUM

Tickets may be purchased at KPAN Radio Station  
or from any Easter Lions Club member for \$2.00  
per ticket.

SPONSORED BY THE EASTER LIONS CLUB

# WELCOME

## WILSON & CO. TO HEREFORD



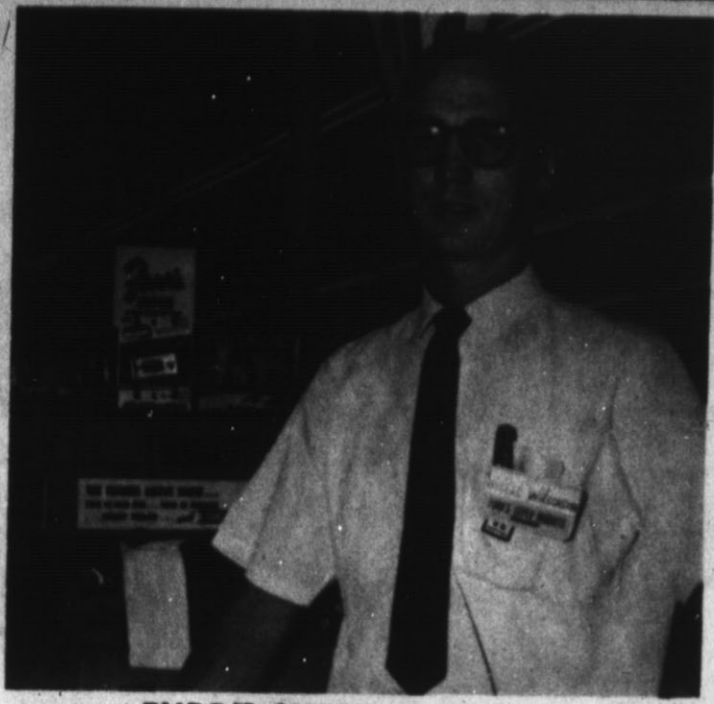
### OUT HERE BRANDS ... ARE IMPORTANT

And we're proud to have the Wilson & Co.  
brand in Hereford and the Magic Triangle!

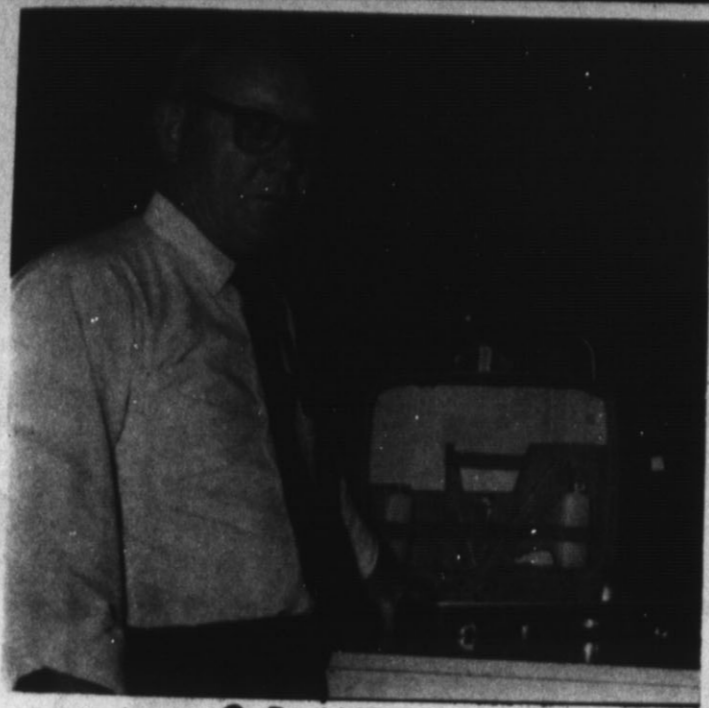


# COMMUNITY GRAIN CO.

EASTER, TEXAS



FURR'S SUPER MARKET  
Willie Wilcoxson



C. R. ANTHONY'S  
Paul Harvey



GASTON'S POPULAR STORE  
Ivan Tipps



DUCKWA  
Gary Parton

# The Merchants of



J. C. PENNEY'S  
Cleo Corlis

*Welcome*



MODE O DAY  
Mrs. Ken Jeter



MARY HELEN'S BEAUTY SHOP  
Mary Helen Aske

We congratulate Wilson & Co. of Hereford..... we're mighty glad

THE MERCHANTS OF SUGARLAND MAL  
WILL ATTEND THE GROUND-BREAKING C



THE YARDSTICK  
Bob Hamman



THE BROGUE  
Burns Hamilton



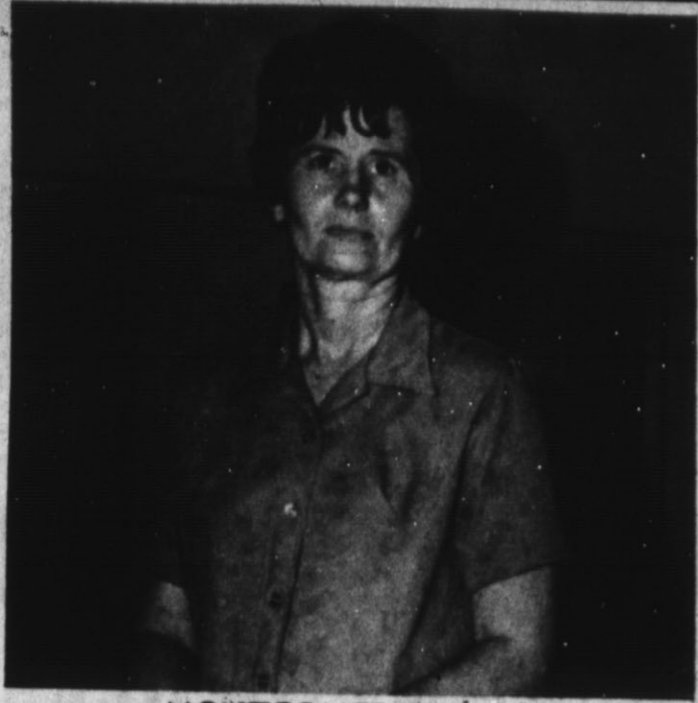
SWEETBRIAR  
Lee Smith



BOOTS and SADDLE  
Jack Daves



**DUCKWALL'S**  
Gary Parrack



**MONTGOMERY WARD**  
Billie McDowell



**KIRBY'S SHOES**  
Charlie Moreno



**THE CANDY CANE**  
Mary Rice

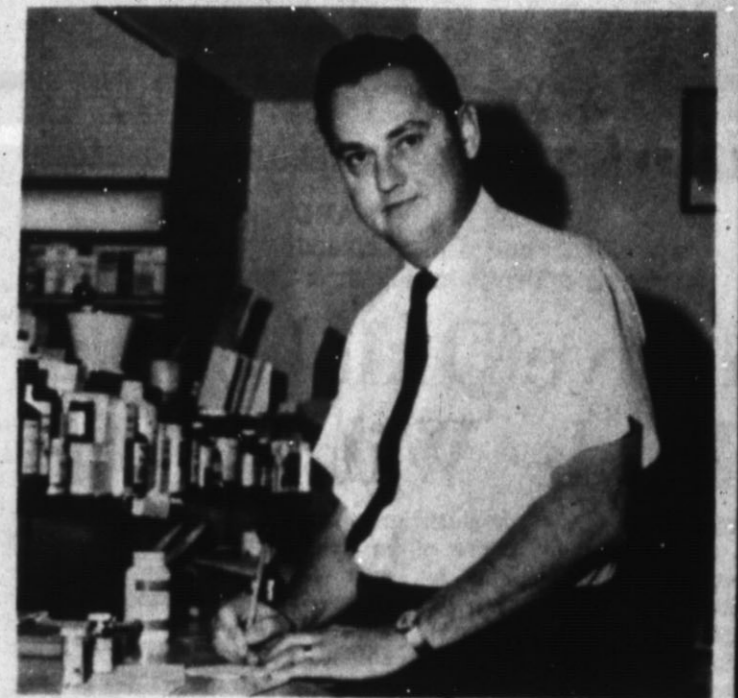
# of Sugarland Mall



## Hereford

to  
o. for their decision to locate in  
ad to have you in our town.

MALL HOPE THAT EVERYONE IN HEREFORD  
ING CEREMONIES, WEDNESDAY AT 10:00 A. M.!



**HAROLD CLOSE WALGREEN DRUG**  
Harold Close



**THE PANTS CAGE**  
Blanch Latham



**HARMAN'S**  
Louise Ferguson



**and SADDLE**  
Kite



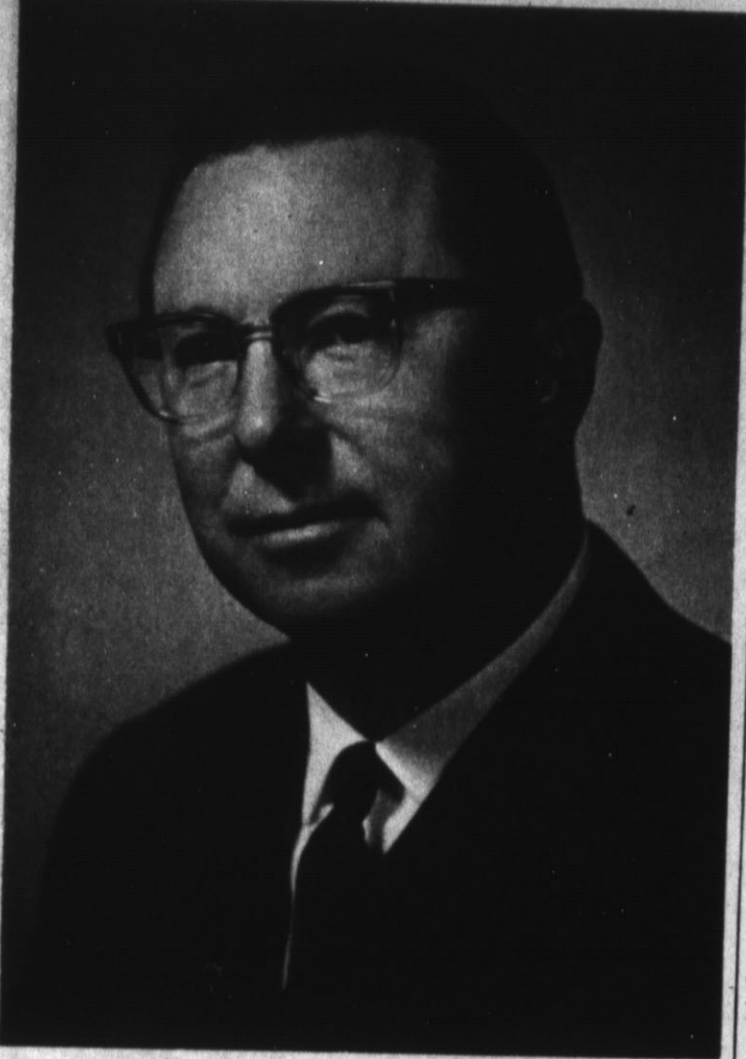
**THE CHANDELIER SHOP**  
Bob Kite



**STATE FARM INSURANCE**  
Jerry Shipman



**SPANGLER'S DIAMONDS**  
Bob and Sammy Spangler



**ROY V. EDWARDS**  
President and Chief Executive Officer  
and a Director Wilson & Co., Inc.

## Native Oklahoman Heads Wilson

Roy V. Edwards, 46, president and chief executive officer of Wilson & Co., Inc., began his Wilson career in Oklahoma City in 1947 following completion of graduate work at Oklahoma State University. Two years later he was transferred to the

company's Headquarters Offices in Chicago to serve as economist in the Provision Division. He was manager of the division in 1959 when he was named vice president in charge of the Processed Meats Group. On October 8, 1965, he was el-

# Food Is A Bargain

The food retailer sees the cash register as one of many devices that make it possible to provide better service to his cus-

## LTV Executive Began Career 27 Years Ago

Bernard L. Brown, vice president-treasurer for Ling-Temco-Vought, Inc., began his career in aerospace financial and accounting fields 27 years ago while still a student at the University of California at Los Angeles.

Brown, a certified public accountant, joined LTV as treasurer in August, 1962, continuing a career that, with the exception of a two-year break for service in the Navy during World War II, had brought him to successively higher levels in the financial field. He was promoted to his present position in April, 1967.

He started his career at Douglas Aircraft Company in 1940, working in the company's accounting department while at the same time attending classes at UCLA. He graduated in 1943 with a B. S. degree in Business Administration.

Returning from Navy service

ected executive vice president of Wilson & Co. in charge of the Wilson Meat & Food Products Division. With the merger of Wilson & Co., Inc. into Ling-Temco-Vought, Inc. on June 19, 1956, he was named president and a director of the new Wilson & Co., Inc. In April, 1968, he was elected chief executive officer of the company in addition to his positions as president and director.

Mr. Edwards is a native of Oklahoma. A graduate of Oklahoma State University, he was awarded a Master of Science Degree in Agricultural Economics by the University in 1947. During his military service with the U. S. Army from 1943 to 1946 he advanced to the rank of captain of a rifle company.

Mr. Edwards is married and has four children. He resides in Olympia Fields, Illinois.

tomers. To the cost-conscious homemaker, however, it is merely something that tells her how much she has to pay for the food she is buying. And, too often she thinks this represents prices that are too high.

What if cash registers were equipped to give her a truer picture of those prices? Then, in addition to dollars and cents, there would be such facts as — "one package of wholesome, conveniently sliced bacon... three pounds lean, tender steak ready for broiling... six pounds lean, fully-cooked boneless ham... four pounds high-protein, low-calorie, meatier pork chops."

This is the kind of meat the homemaker is buying today.

In 1946, Mr. Brown was employed in Douglas' general accounting department. In 1949, he was put in charge of financial forecasting in the general auditing department and, in 1952 was transferred to the company's financial department, also in charge of financial forecasts.

He was promoted to the position of finance manager in 1955. He became Douglas' treasurer in July, 1959.

He and Mrs. Brown reside in Dallas at 5707 Meletio Lane. They have two sons, Lawrence and Richard, and a daughter, Mrs. B. Z. Moore of Los Angeles.



**BERNARD L. BROWN**  
Vice President-Treasurer  
Ling-Temco-Vought, Inc.  
and a Director of  
Wilson & Co., Inc.

Meat of never before equalled quality.

A fully informative cash register also might let customers know that the leaner, more nutritious and easy-to-prepare meat that retailers sell today costs a smaller part of the family income than ever before.

Wilson is in a business that is essential to a healthy, well-fed nation. The meat industry does its job so well that Americans in total consume twice as much meat as is consumed by any other country. This comes to more than 43 billion pounds of beef, veal, pork and lamb annually — about 180 pounds per person. In most parts of the world our individual consumption of meat would be considered a real luxury. Yet, this "luxury" costs the average American less than 5 percent of his after-taxes income.

The same situation exists with all of the food the homemaker puts in her shopping basket. Too high priced? Total food costs account for only 18.2 cents of the average family's spending dollar. This is an all-time low for this essential part of the budget and leaves 81.8 cents to buy the other goods and services most of which don't come close to matching food as a bargain.

Because the entire meat industry, including the retailer, has devoted itself to producing better products more efficiently the American consumer has better meat on his table and spends a smaller part of his income for it. Each American today gets an average of 20 more pounds of meat per year than meat dollars purchased as recently as 1950. And this is modern meat that makes it possible for the homemaker to serve tastier, more nutritious meals with less work.

Can you imagine today's homemaker going to the supermarket and finding nothing but

bone-in smoked hams she would have to cook for hours? This is the way it was before the "high-priced" boneless, meaty, fully-cooked hams such as Wilson's Certified were developed. How about waiting for the butcher to lice bacon from a slab instead of having it ready in uniform, prepackaged slices? Or ordering meat cuts from a carcass hanging from the ceiling rather than having them packaged and conveniently displayed in refrigerated cases?

This is not for the modern homemaker, even though prices would be lower. She expects more from meat and gets it.

And she does have to pay for these extra conveniences.

No other consumer in history could buy food as easily and be as sure of its high quality as the homemaker who shops today in American groceries. Yet, for every dollar she spends, the retailer makes a profit of only 1-1/2 cent. And he is constantly fighting higher costs to make that amount.

In fact, higher wage rates, more-costly equipment, much higher interest rates and services, have contributed to increased costs across the board for growing, processing, distributing and retailing the variety

of meat products sold today. If it weren't for improved efficiency in meat production and distribution, these increased costs would have pushed prices up much higher.

Today's consumer is getting more and better food and service at his grocery than ever before. Modern foods eliminate inedible waste and bulk, reduce perishability and are more nutritious for better health.

It all adds up to the fact that food is a bargain.

PRINTING  
THE INK SPOT

## McKESSON

# BEXEL FALL VITAMIN SALE

### HALF PRICE ON MOST NEEDED VITAMINS

**BEXEL VHP (VERY HIGH POTENCY) VITAMINS & MINERALS**  
Recommended for active adults and senior citizens.  
180 Capsules  
Reg. \$12.98  
**Now 1/2 price \$6.49**

Bexel Candy-like Vitamin Tablets for Children  
1/2 price. Reg. \$7.49. NOW \$3.75

Bexel Special Formula Improved  
1/2 price. Reg. \$9.59. NOW \$4.80

Bexel MPM (Maintenance Plus Minerals)  
1/2 price. Reg. \$8.99. NOW \$4.50



### WIN this 10 book illustrated WORLD ENCYCLOPEDIA

A family reference library containing 10,000 illustrations, 15,000 subjects, fully indexed.



There's a winner at every participating drugstore!  
No purchase required.  
Just fill in the entry blank.  
SALE AND CONTEST CLOSE OCTOBER 31, 1968

**FREE 3 SCHOOL BOOK COVERS**  
with Presidential Election Information  
Map shows electoral votes by states. Explains how president is elected by Electoral College. Helps you predict. While they last supply limited.

**DRUGGISTS IN THIS AREA ARE:**  

## CITY DRUG STORE

  
327 N. Main 364-1144

# BILL CLAYTON

Representing the 72nd  Legislative District

Your effective voice in State Government

THE  
72nd DISTRICT  
NEEDS  
BILL CLAYTON

Bill Clayton's record reflects strong leadership in the following issues which directly affect all residents of the 72nd District.

- ★ WATER DEVELOPMENT
- ★ EDUCATION
- ★ LAW ENFORCEMENT
- ★ INDUSTRIAL DEVELOPMENT
- ★ COUNTY, CITY & LOCAL GOVERNMENT
- ★ AGRICULTURE
- ★ ECONOMY
- ★ TOURISM

Bill Clayton's record stands for itself. It reflects the work of a conscientious young man.

Bill Clayton's record shows him a tireless worker who is sincerely interested in helping the people he represents. The 72nd district is in good hands.

Political Advertising, paid for by the Bill Clayton for Better Government Fund, Virgie Haile, Chairman



# GAS

a  
partner  
in  
progress...



.. with .. INDUSTRY

Natural gas has played an important part in the development of industry on the Plains of Texas. Companies seeking industrial sites have been attracted to this area by the large quantities of natural gas available, at such a low price, for use as fuel.



.. with ... AGRICULTURE

Natural gas powers over half of the irrigation wells on the Texas Plains... and is steadily gaining a larger percentage. And, because of irrigation, this area that was once known as "The Great American Desert" now leads the state in the production of several important agricultural products.

.. with .. HOME BUILDERS .. and .. with .. HOME OWNERS



Natural gas is being put to work in ever increasing amounts in and outside of the homes of this area. All-gas Blue Flame and Blue Star Homes are justly famous for their comfort, convenience and economy. Gas cooks, cools, heats and dries at a cost far below that of any fuel.

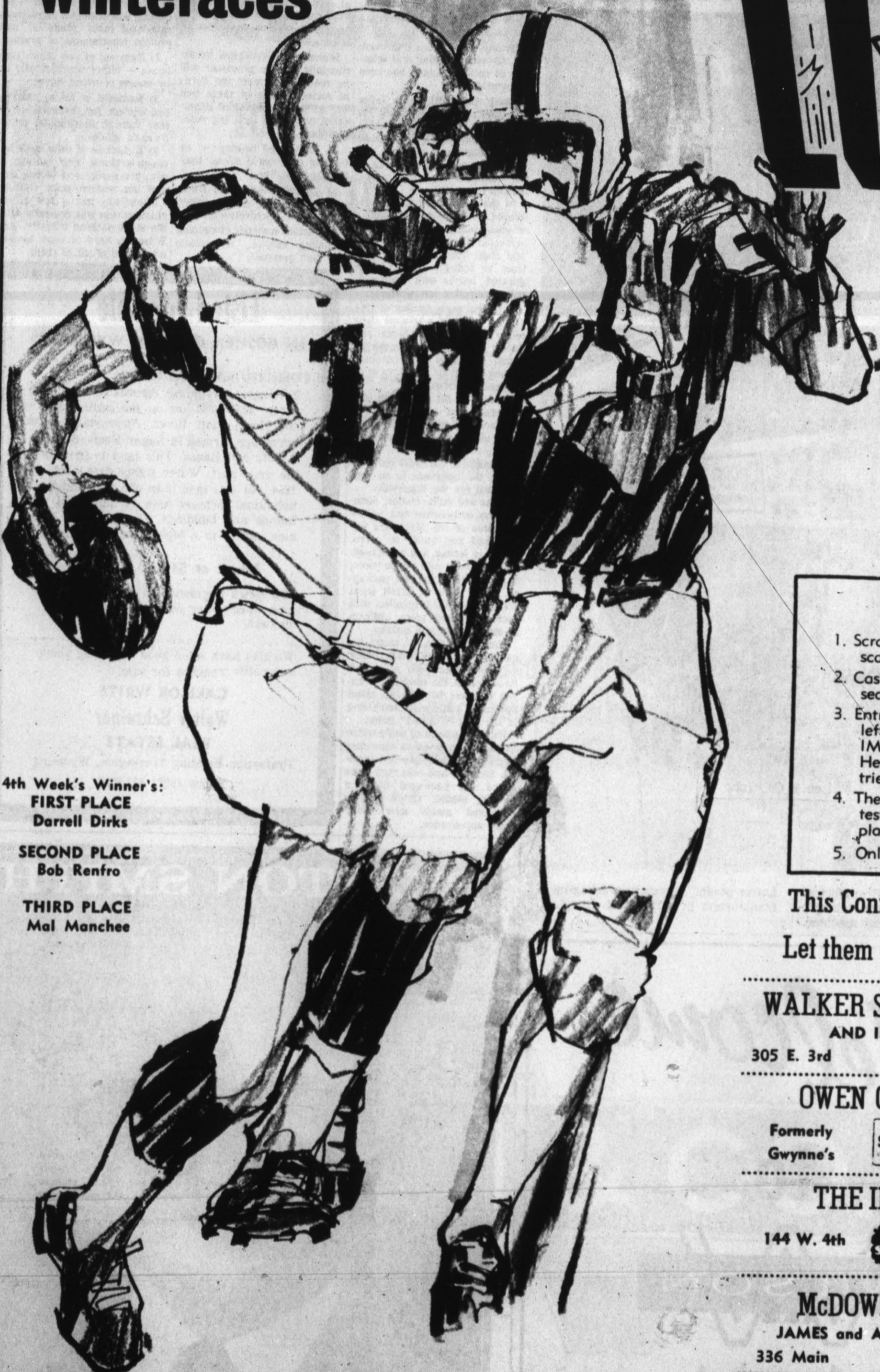
PLAN TO VISIT THE NEW WILSON & CO. INC., PROCESSING PLANT  
Natural gas plays a major role in the new Hereford, Texas beef processing plant, in supplying the ALL GAS heating & cooling system. Whether its in the home, in industry, or agriculture... GAS DOES THE JOB BEST.

fuel for a growing empire  
**Pioneer Natural Gas Company**



# Support The Whitefaces

# The Hereford Brand CONTEST



Get in on the fun plus win money too.  
There has to be a winner — why not you!

1st Prize	2nd Prize	3rd Prize
\$8	\$4	\$2

PLUS . . . a grand prize of 4 Cotton Bowl Tickets will be awarded to the top three entrants at the close of the contest.

4th Week's Winner's:  
**FIRST PLACE**  
Darrell Dirks  
**SECOND PLACE**  
Bob Renfro  
**THIRD PLACE**  
Mal Manchee


### RULES OF THE CONTEST:

1. Scratch through the team you select to loose and be sure to score the teams on the Tie Breakers
2. Cash Prizes will be given weekly as follows: First prize \$8.00 second prize \$4.00 and third prize \$2.00!
3. Entries must be postmarked no later than 6 p. m. Friday or left at the Hereford Brand no later than 5 p. m. Friday. **IMPORTANT . . .** Address all entries to "Football Contest", Hereford Brand. Name and Address must appear on all entries.
4. The person picking the most winners at the end of the contest will receive two cotton bowl tickets. Second and third place will receive one ticket each.
5. Only one entry per person, per week, please.

This Contest Is Sponsored by These Hereford Businesses.  
Let them Know that you appreciate their interest in sports!

**WALKER SHEET METAL  
AND INSULATION**  
305 E. 3rd 364-0788

**WHITE'S AUTO STORE**  
BUDDY BLOOMER  
330 Main 364-0574

**OWEN CLEANERS**  
Formerly Gwynne's  385 & Lee  
364-0160

**HEREFORD BAKERY**  
DEBBS KNOX  
519 Park 364-0177

**THE INK SPOT**  
144 W. 4th  364-0430

**KINSEY-OSBORN MOTORS**  
PONTIAC-BUICK-GMC-OPEL  
142 Miles 364-0990

**McDOWELL DRUG**  
JAMES and ANSEL McDOWELL  
336 Main 364-1313

Sugarland Mall  Phone  
364-0070

**FIRST NATIONAL BANK  
OF HEREFORD**  
Member F.D.I.C.

**THE ARROWHEAD**  
GERALD TURNBOW  
411 25 Mile Ave. 364-4111

**ORSBORN CHEV.-OLDS**  
A WISE PLACE TO BUY  
206 Schley 364-2160

**WEST PARK 66**  
BILL SWANSON  
829 25 Mile Ave. 364-2633

**HAROLD CLOSE**  
WALGREEN DRUG  
Sugarland Mall 364-2344

**O'Kelley's**  
SPORTING GOODS  
517 Park 364-2413

**FOXWORTH-GALBRAITH**  
LUMBER COMPANY  
234 E. 2nd 364-1224

**COWAN JEWELERS**  
HEREFORD'S GEM HEADQUARTERS  
217 Main 364-4241

### OFFICIAL ENTRY FORM

FOR THE WEEK ENDING October 26, 1968

NAME \_\_\_\_\_ ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ PHONE \_\_\_\_\_

- |                                |                                  |
|--------------------------------|----------------------------------|
| 1. Hereford vs Canyon          | 9. OSU vs Nebraska               |
| 2. Arkansas vs No. Texas State | 10. California vs Syracuse       |
| 3. Texas A&M vs Baylor         | 11. LSU vs TCU                   |
| 4. Texas vs Rice               | 12. Michigan St. vs Notre Dame   |
| 5. Texas Tech vs SMU           | 13. Penn State vs Boston College |
| 6. WTSU vs Utah State          | 14. Purdue vs Iowa               |
| 7. Houston vs Mississippi      | 15. UCLA vs Stanford             |
| 8. Oklahoma vs Colorado        | 16. Kansas vs Iowa State         |

★ Tie-Breaker Of The Week ★

DALLAS COWBOYS vs GREEN BAY PACKERS

# Company Applies Humane Practices

For many years, Wilson & Co. Inc., has taken a leading part in livestock and meat industry programs designed to insure the humane handling, trucking and penning of livestock.

This is responsible for the

## LTV Official Started Career With Wilson

Hubert M. Eitel, vice president of Ling-Temco-Vought, Inc. started with the former Wilson & Co., Inc., in the headquarters comptrollers office in 1946. In 1949 he was advanced to assistant comptroller, and in 1965 he was elected comptroller of the company. With the merger of Wilson & Co. into Ling-Temco-Vought, Mr. Eitel was elected a vice president of LTV.

Mr. Eitel attended Northwestern University. He is a member of the Controller's Institute and the American Institute of Public Accountants. He is a director of Wilson & Co., Inc., and other LTV subsidiaries.



**HUBERT M. EITEL**  
Vice President  
Ling-Temco-Vought, Inc.  
and a Director of  
Wilson & Co., Inc.



**Serving America's Farmers: Providers of Plenty**

For more than 50 years The Federal Land Bank of Houston has provided DEPENDABLE agricultural real estate loans to Texas farmers and ranchers. LONG TERM, LOW COST loans with a repayment plan geared to meet each individual's requirement.

**Woodrow B. Wilson**  
Manager  
Federal Land Bank Assn.  
Hereford  
407 Main St.

company being one of the first in the industry to receive special recognition for all plants engaged in slaughtering.

Twenty years ago, early in 1958, all Wilson plants were awarded the American Humane Association Seal of Approval in recognition of the company's humane handling and stunning of cattle.

Continued research by the company's engineering and operating men, as well as others in the industry, has led to further improvements in humane cattle, sheep and calf stunning and today most Wilson plants use the air-powered, contact-activated stunner for the stunning of cattle, calves and sheep.

This stunner which has been approved by the U. S. Secretary of Agriculture and the American Humane Association as a humane stunning method, produces instantaneous unconsciousness by impact on the top rear of the animal's head.

Impact stunning did not prove adaptable for hogs, however, and so continued research had to be carried on to find other methods of stunning hogs before sticking. After careful study of a number of experimental methods of rendering hogs unconscious, the company adopted the electrical stunning method which is now in use in the hog dressing departments of all Wilson plants.

The electrical hog stunner renders the animal unconscious by an electrical shock. Hogs are positioned for stunning by means of a V-shaped sponge rubber padded restrainer which is operated by a button on the handle of the stunner. The electrical switch is activated by contact of the stunner with the forehead of the hog. The construction of the stunner provides a high degree of safety for the operator.

All Wilson plants are in full compliance with the provisions of the Federal Humane Slaughter Act. This means that all species of livestock are processed in the Wilson plants by methods that have been designated as humane by the Secretary of Agriculture.

## Optimists Plan Monday Meetings

Gerald Mobley, president of the Hereford Optimist Club, has announced that the club will change its meeting time to each Monday at noon.

In the past, the club has been meeting at 7 a. m. each Thursday but the change of time will go into effect Monday, Mobley said.

Allen Clark of Amarillo, Lieutenant Governor of Optimist International, is expected to be at the first noon luncheon which is to be at Ward's Restaurant, 225 S. 25 Mile Ave.

India leads in world production of hand woven cloth with about two billion square yards annually.

Beeswax figures of gods and goddesses were carried in funeral processions of ancient Egyptians and buried in graves.

# Meat Packing Industry Is Highly Scientific Business

The meat packing business has come a long way since the lusty days of its early pioneers such as Thomas E. Wilson. In the late 1800s and early 1900s cattle were dressed by hand and sold by the carcass. Hams, bacon and other smoked meats were cured for weeks in pick-

ling solution and packed in salt. Smoking meat was a lengthy, tedious process with uneven control of temperature and smoke.

The finished product was none too good, either. Hams were fat, salty and tough. Bacon was either hand sliced by the retail butcher or

sold in slabs. That's all changed today. Now-a-days meat packing is a skilled, scientific and highly integrated processing business. Each step in the various processing operations is carefully controlled by automatic and semi-automatic equipment.

Smoked meats are turned out in a few days with the curing and smoking processes rigidly controlled for uniformity.

Packers now sell wholesale cuts such as ribs, loins, chucks, rounds, steaks, roasts and chops. More than 90 percent of the bacon that ends up on the nation's breakfast tables is machine-sliced and packaged at the packing plant.

Quality of meat has improved, too. Careful breeding and selection of cattle and hogs has been responsible.

Early day cattle were large and rangy and hogs were fat and heavy, contrasted to the small, compact, lean animals being slaughtered today.

The way meat is delivered to the consumer also has an effect on its quality.

In the early days it was delivered in horse-drawn wagons or open trucks. Only a tarpaulin protected the meat from heat and dust. This is quite a contrast to today's closed, refrigerated trucks with automatically controlled temperatures.

A typical meat market of 1911 vintage would be a strange sight today, indeed, with hams and bacon hanging from hooks around the shop and butchers cutting meat to order from a suspended carcass.

This is a far cry from the modern meat counter where pre-packaged meat is displayed in a self-service refrigerated case.

Throughout the meat industry today, the emphasis is on convenience for the housewife.

Hams are mild, tender, semi-boneless or boneless and with a minimum of fat. Many are fully-cooked and ready to serve. Bacon is leaner and pre-sliced. Sausage, once sold by the piece, is uniformly sliced and packaged. Many cuts of fresh meat are sold portion-controlled with each individual piece uniform in size, weight and quality.

The "convenience" trend began in the 1920s when bacon was first sliced and packaged. Evolution of the modern packaged boneless ham began about the same time with marketing of the first "skinned" hams.

With the advent of self-service markets, the trend to consumer packaged meats was accelerated. Sausage and cold cuts were sliced and packaged at the packing plants. Quick frozen packaged meats soon made their appearance.

And still the search for more convenience goes on daily in the research laboratories of the packing companies.

What of the years ahead? Changes will be greater and even more significant. The quality of livestock will continue to improve as knowledge in the fields of breeding and feeding grows. There will be fewer producers providing greater quantities of livestock.

Immense technological breakthroughs by the processor will be required to meet the needs of society. Some of these that will assume commercial importance within the next ten years include:

- 1) High-speed heating — including microwave ovens, toasters and the like.
- 2) Various methods of freezing, including cryogenics, freeze drying and dehydrofreezing.
- 3) Various methods of canning including aseptic, hydrostatic and high pressure.

4) Irradiation, using such energy sources as Cobalt-60, X-rays or electron guns.

5) Developments in food packaging — including improved materials for food pouches, more flexible films and improved plastic containers.

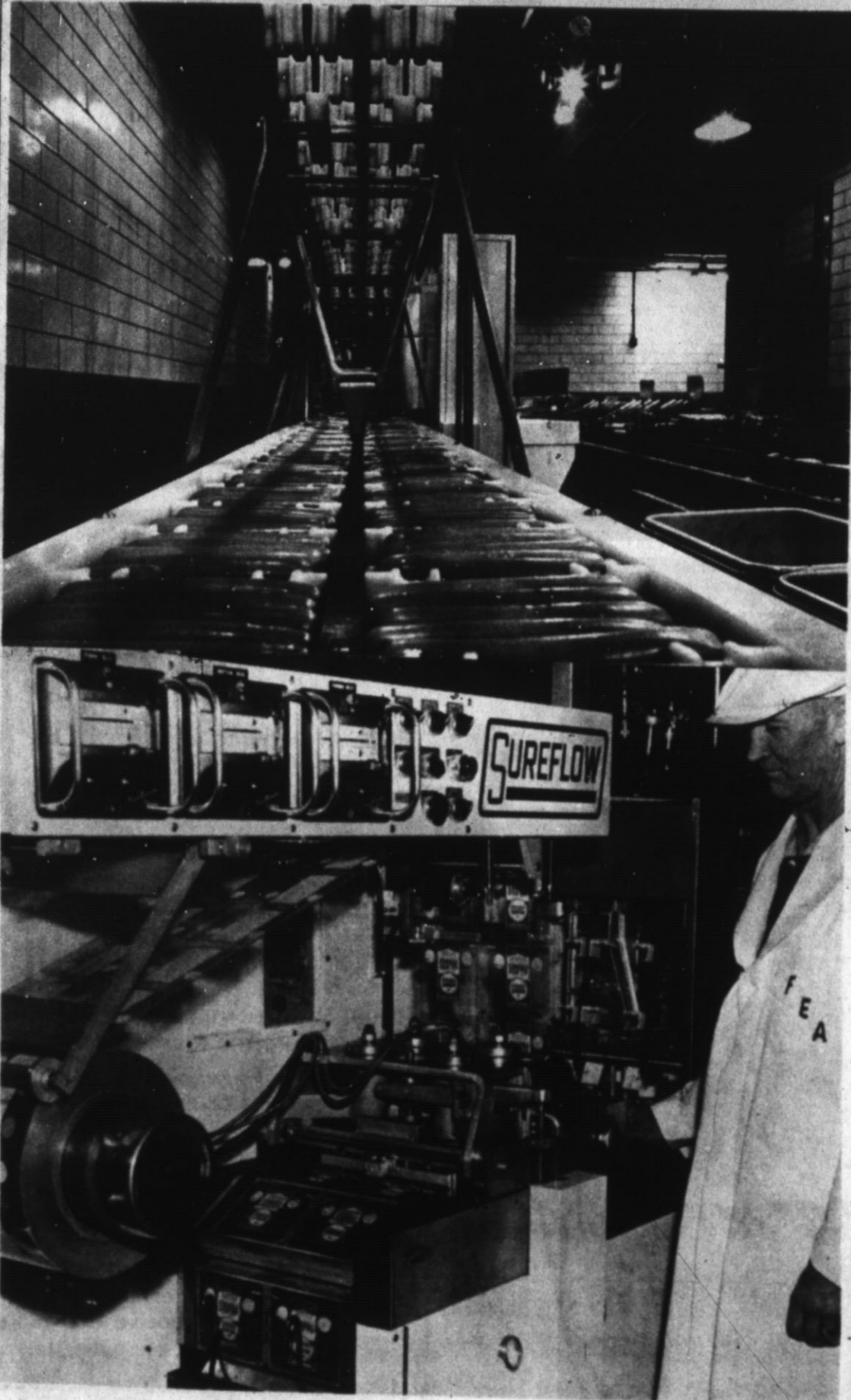
6) Developments in use of plant proteins for food use — including supplemental ingredients simulated meat products, and protein enrichments of grains.

7) Removal of raw meat from bones — either mechanically or by means of sound waves.

8) Removal of fat to prescribed surface fat thickness — either through mechanical or ultrasonic guides.

9) Reduction of time lapse between dressing and cutting — with processing and boning carried out without prior chilling.

These are just a few of the changes that will radically alter the meat packing industry. And Wilson is hard at work to take advantage of all of them.



IN THE TOP PHOTO, Frankfurters Lower photo: Automatic packaging of frankfurters in a Wilson & Co. plant. conveyor to the packaging machine.

### Listed For Sale

IN GOSHEN COUNTY, WYOMING

Only 1 1/2 miles from the city limits of Torrington, Wyoming. Approximately 4500 acres. This land lies on the south bank of the North Platt River. Approximately 3000 acres are farmed in Sugar Beets, Corn, Alfalfa and Beans. This land is irrigated for the most part. Water rights date back to 1884. All this land is in one unit and has 14 individual farmers with 14 individual farm homes and buildings. The land lays very nice and is in a high state of production.

**Priced at \$1,250,000.00**

20% down payment and balance at 5% interest-or-owner will take total amount in cash.

We also have some good Wyoming sheep and cattle ranches for sale.

**CALL OR WRITE**  
**Walter Schreiner**  
**REAL ESTATE**  
Profession Building Torrington, Wyoming  
Phone (307) 532-3356

# Welcome

to



from the people at

# HOLLY SUGAR

HEREFORD, TEXAS

Let's All Get Out and attend the Wilson & Co. ground-breaking Ceremonies -- this Wednesday at 10:00 a.m.

# PRESTON SMITH



## FOR GOVERNOR

- ★ The man of experience
- ★ An effective legislator
- ★ Preston Smith for Governor

(Paid for by Supporters of Preston Smith for Governor, Wayne Thomas, Assistant Campaign Mgr. for Deaf Smith Co.)



Go see the Money Man at S. I. C. when you need money for any purpose. You'll get fast, friendly attention from the Money Man!



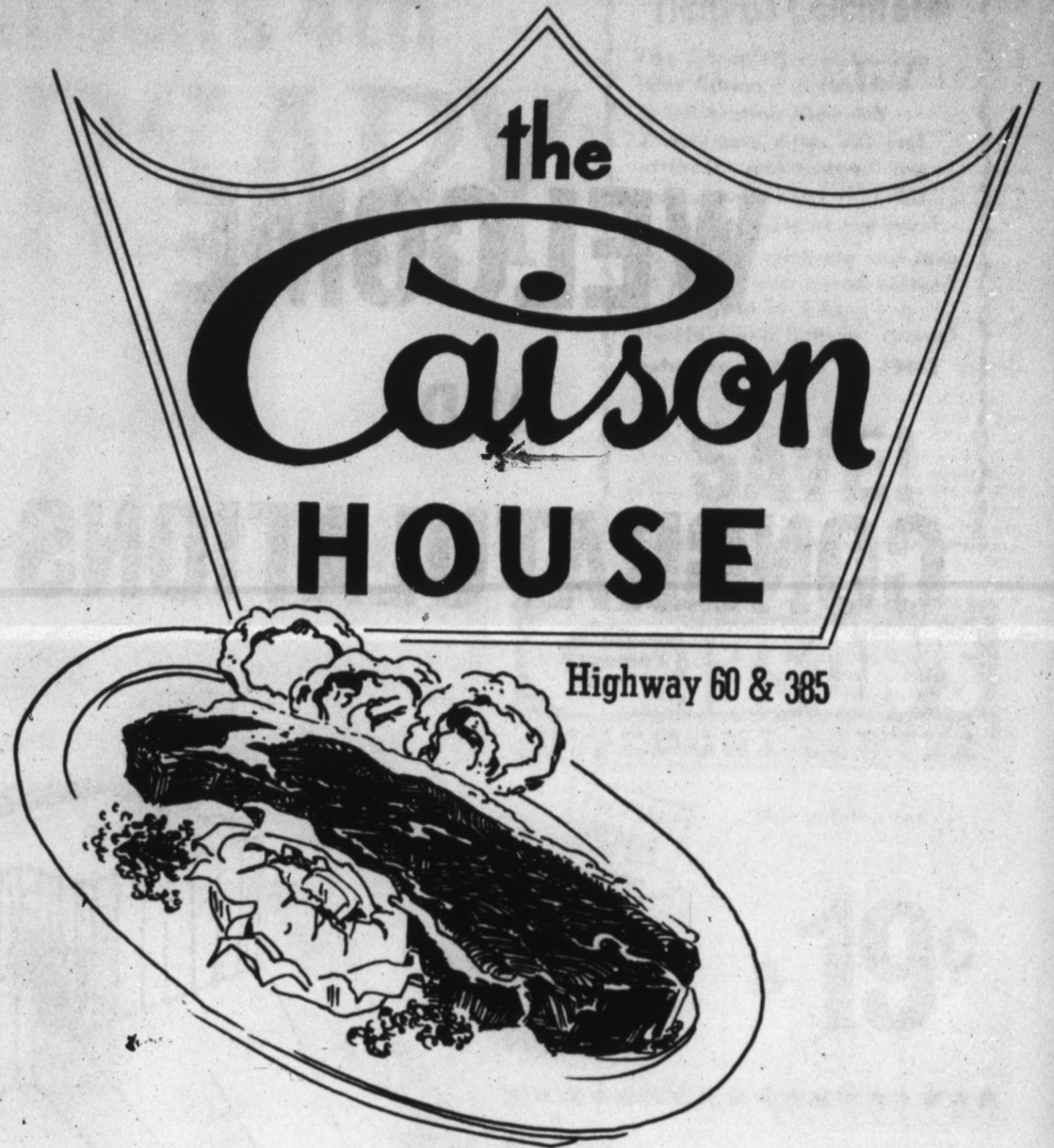
Southwestern Investment Company  
700 South 25 Mile Avenue  
Hereford, Texas

# WELCOME

## TO HEREFORD

## AND TO

Please the entire family . . . bring them to the Caison House where family dining is always a delightful pleasure.



Highway 60 & 385

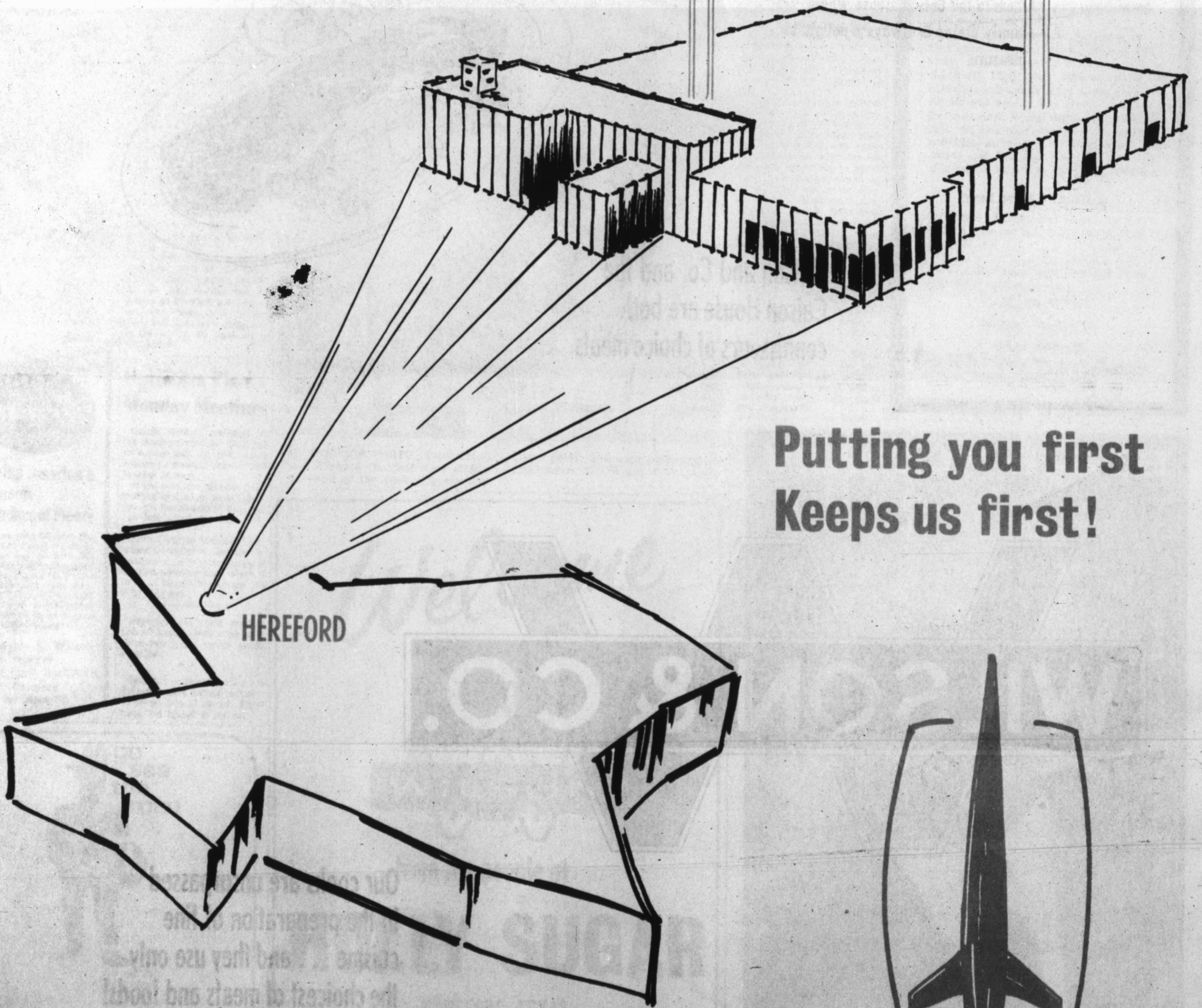
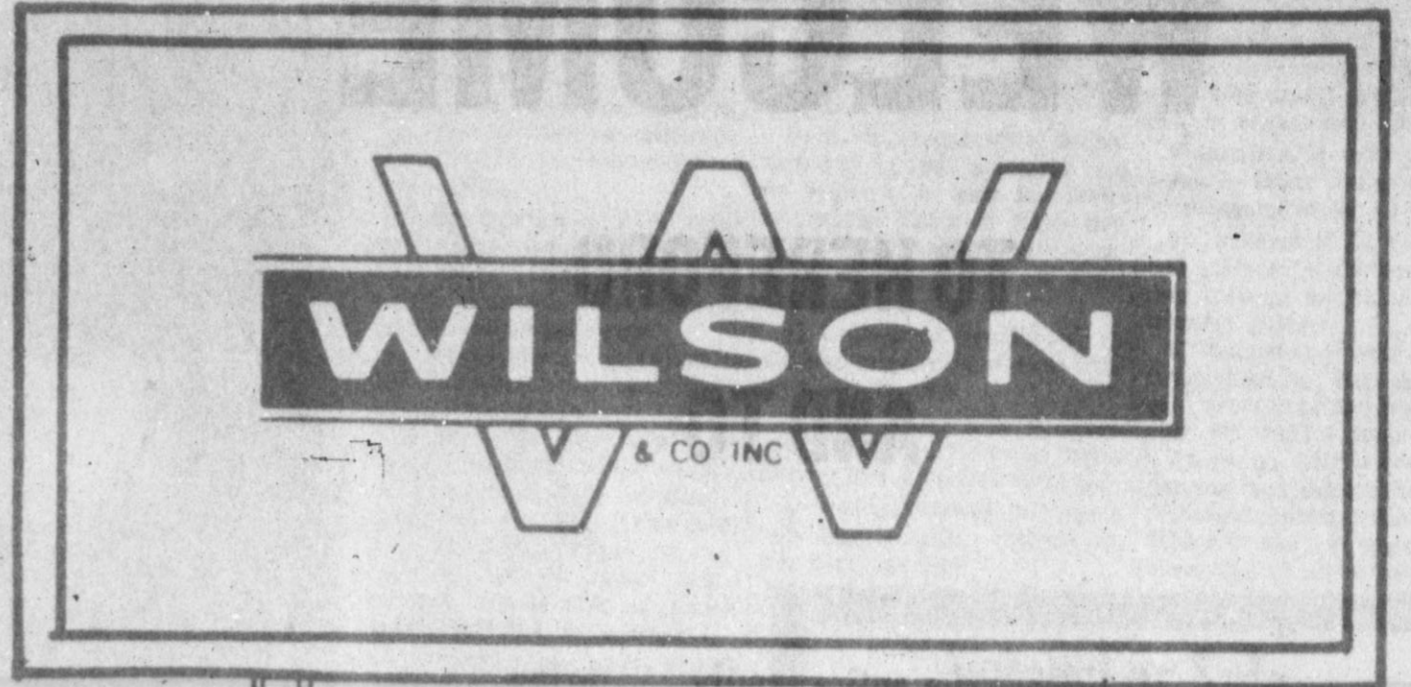
Wilson and Co. and the Caison House are both connoisseurs of choice meats.



Our cooks are unsurpassed in the preparation of fine cuisine . . . and they use only the choicest of meats and foods!

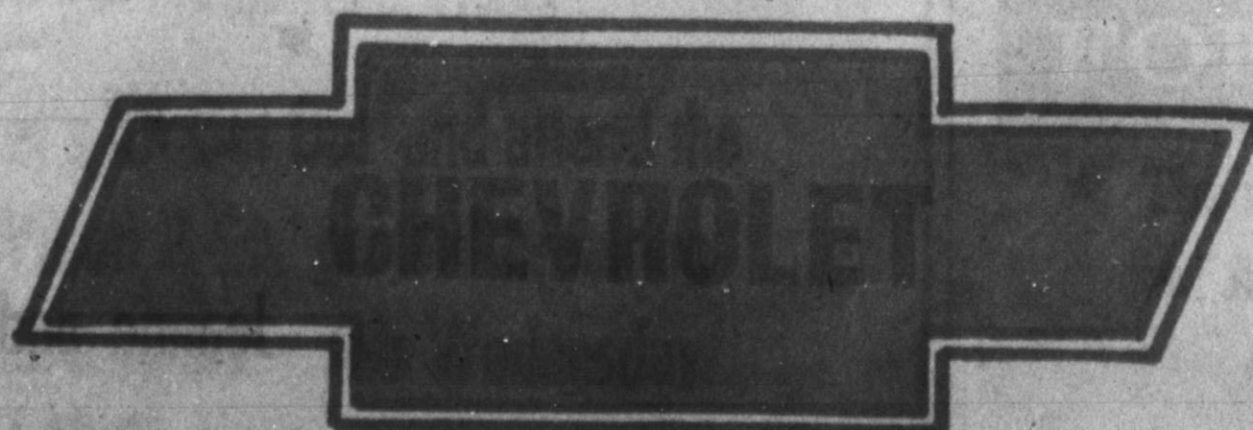
Jeanne and G. D. Caison

# WELCOME AND CONGRATULATIONS

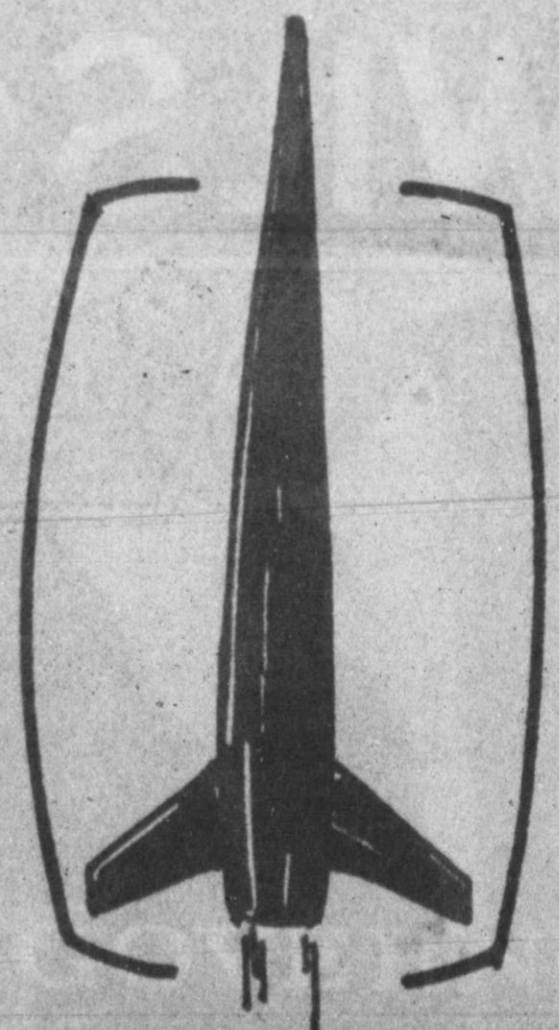


Putting you first  
Keeps us first!

**ORSBORN**



NO. 1 CAR... NO 1 DEALER



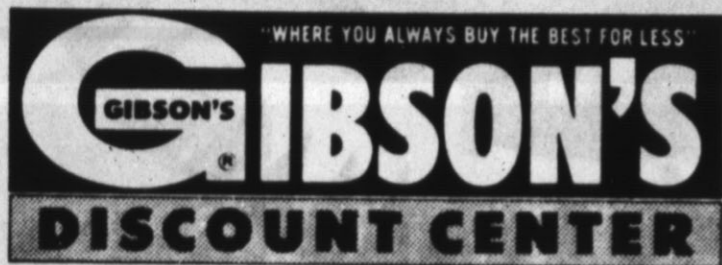
**OLDS**



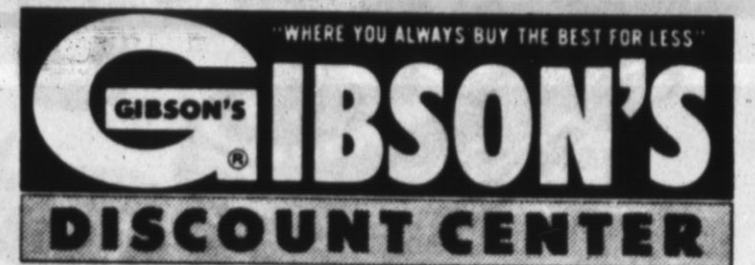
# Wow!...It's Gibson's 4th ANNIVERSARY SALE

**Help Us Celebrate!**  
 The Gibson store in Canyon joins Gibson's in Hereford in celebrating their 4th Anniversary. After one look at these "rock-bottom" low prices, you'll know that this is truly the sale of the year! So, help us celebrate and save as you've never saved before! Prices good at Gibson's in Hereford and Canyon, through Saturday, October 26, 1968!

**SAVE!**



We Welcome **WILSON** To Hereford



Wilson's Certified Bacon



pound package  
**59¢**



Wilson's Lunch Meat

- BOLOGNA ● PICKLE ● OLIVE
- MACARONI & CHEESE

6 ounce package

**24¢**



Wilson's Certified Canned Ham



3-lb. can

**\$2.69**



Wilson's Bake-Rite Shortening

Three Pound Can

**39¢**

**NOW! PULL TOP**

new pull-top can



**19¢**



24 ounce can

**49¢**



12 ounce

**33¢**



24 ounce can

**49¢**

Prices good thru Saturday, October 26



Swift's "Sweet Rasher" Bacon

pound pkg.

**39¢**



CAMPBELL'S TOMATO SOUP

**11¢**



OREO COOKIES

by Nabisco pound pkg.

**39¢**

**FLOUR**

Sweetened 5 Pound Bag

**37¢**

*Del Monte*

Fruit Cocktail

Whole Kernel Corn

Cream Style Corn

Spinach

Green Beans

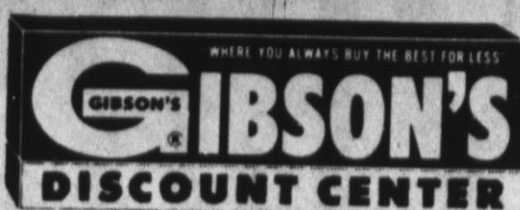
Early Garden Peas

NUMBER 303 CANS - YOUR CHOICE

**19¢**

can

# Anniversary Values Throughout The Store!



PRICES GOOD AT GIBSON'S IN HEREFORD & CANYON!

Mens  
**INSULATED RUBBER BOOTS**  
warm and waterproof  
sizes 7 to 11  
\$9.98 RETAIL VALUE  
**\$5.97**



Dickies  
**VAQUERO JEANS**

never need ironing!  
sizes 27 to 36

**\$3.49** pr.



Mens  
**WELLINGTON BOOTS**  
special tanned brown - plated toe  
leather lined and oil treated.  
\$16.95 RETAIL VALUE  
**\$9.97**



## MEN'S SHIRTS



Permanent Press - Long Sleeve  
Never Need Ironing. Solids and  
Plaids - 25% Polyester & 75% Cotton.  
\$3.98 RETAIL VALUE

**\$2.79**



## DIAPER SETS

assorted patterns  
and colors.  
2-piece sets.  
\$2.98 VALUE

**\$1.37**

## MEN'S SOCKS



75% Hi-Bulk Acrylic, 25% Stretch Nylon  
assorted colors  
\$1.00 RETAIL VALUE

**47¢** pair

New - Nylon Stretch  
**PANTY HOSE**  
in 9 exciting fashion colors  
sizes S-M-L  
**93¢**



## WINDBREAKERS

Mens and Boys  
100% Nylon Wash and Wear  
assorted colors



\$3.98 RETAIL VALUE  
**\$2.29**

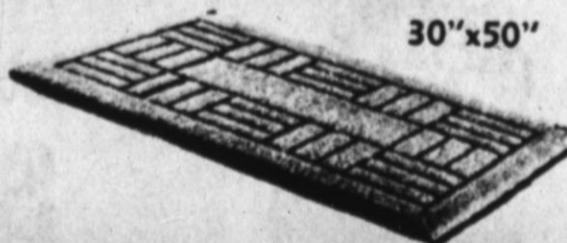


Mens White Work Socks

**4 pair 88¢**

## COLORFUL SCATTER RUGS

Skid Resistant  
\$3.98 RETAIL VALUE



**\$2.69**

# Visit Gibson's Christmas Toyland & SAVE-SAVE-SAVE!

### EASY MONEY



Adult game for up to 7 persons

**\$1.97**

### CHUTES & LADDERS

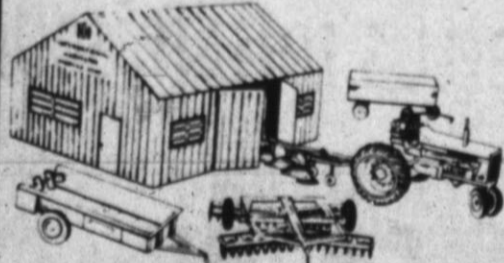


A delightful small-fry game

**67¢**

### SUPER FARM SET

1H 1/6 Scale Models



includes  
metal  
working  
pieces

\$7.95  
RETAIL  
VALUE

**\$4.67**

### BABY BUTTERCUP

12" tall doll with molded vinyl  
hair, flannel pajamas and satin-  
trimmed receiving blanket with bow.

\$3.50 RETAIL VALUE



**\$1.97**

### Cattle Family



\$1.49 RETAIL VALUE

**89¢**

### MAKE-UP KIT

Sugar Plum deluxe  
with vinyl cosmetic carrying  
case & toy make-up accessories.



\$2.95  
RETAIL  
VALUE

**\$1.77**

### Coaster Wagon

Bright Red Baked Enamel and heavy  
steel construction. Model 658-300



\$9.95 RETAIL VALUE

**\$5.97**

### CHRISTMAS ISN'T FAR AWAY!

We invite you to shop Gibson's  
fine stock of popular toys and  
save big money on toys for  
children of all ages. Shop our  
special anniversary toy values  
and buy at "after Christmas  
prices!"

### TOY IRONING BOARD ELECTRIC IRON PAD AND COVER

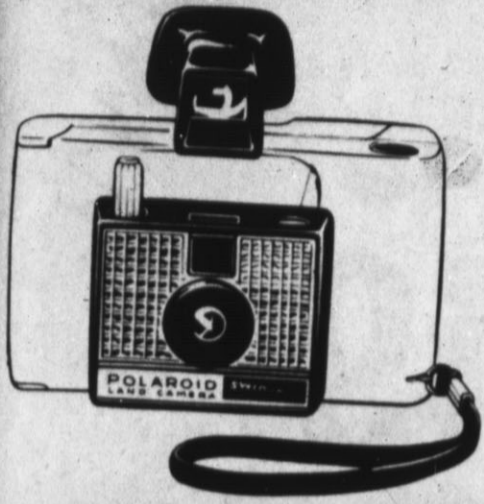


\$4.95  
RETAIL  
VALUE

**\$2.97**

# Prices good at Gibson's in Hereford and Canyon !

## Polaroid Big Swinger



model 3000

- cartridge loading
- makes big 3 1/4 x 4 1/4 black & white prints

\$19<sup>97</sup>

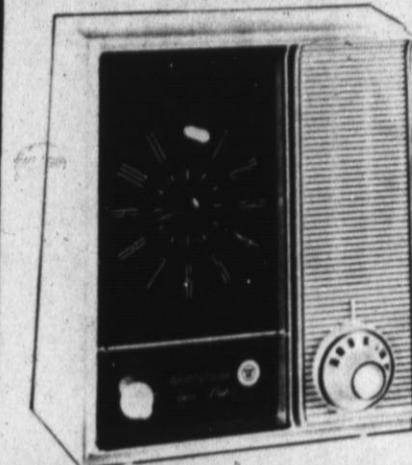


## POLAROID FILM

type 107 black & white  
FITS BIG SWINGER &  
ALL PACK CAMERAS  
8 exposures

\$1<sup>99</sup>

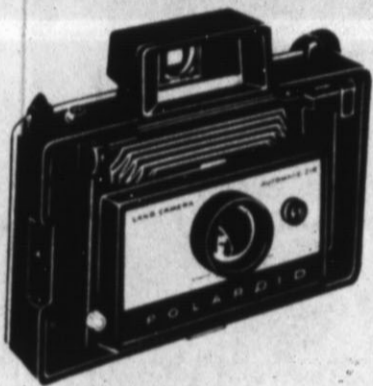
## Westinghouse Clock-Radio



SPACE MAKER MODEL

- Solid State AM Radio
- 5-inch front mounted speaker
- automatic volume control
- "Wake-Up" to music setting

\$13<sup>76</sup>



## POLAROID

Model 210 Color Pack Camera

Black & White prints  
in seconds, Color prints  
in just one minute!

\$39<sup>87</sup>

Westinghouse "Solid State"

## PORTABLE PHONOGRAPH



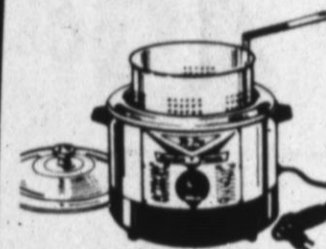
model PM26A18A

- Manual control
- Plays all speeds
- Lightweight
- 4 inch speaker
- Tone controls

\$18<sup>87</sup>

Hi-Fry

## COOKER-FRYER



\$6<sup>87</sup>

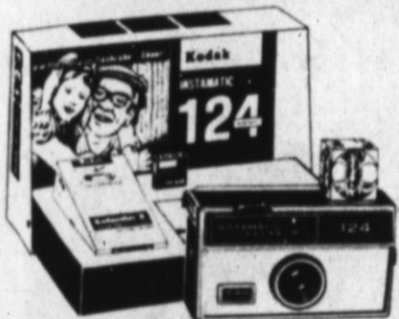
Presto model TOB1

## Toaster-Broiler



\$3<sup>97</sup>

## KODAK INSTAMATIC 124 COLOR OUTFIT



FEATURES:

- Instant Loading
- Easy-Open Back
- Auto exposure positioning and counting
- Double exp. prevention
- Rotating flash cube socket

\$14<sup>79</sup>

## Color Film

Kodak Instamatic  
CX-126, 12 exposures

97¢

Mens 17 Jewel

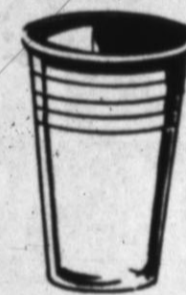
## GRUEN WATCH

- Waterproof
- Unbreakable mainspring
- Anti-Magnetic
- Expansion Band
- \$49.95 RETAIL VALUE

\$24<sup>97</sup>



## WASTEBASKET



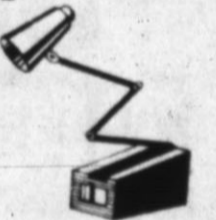
model 1070  
44 Quart Plastic

69¢

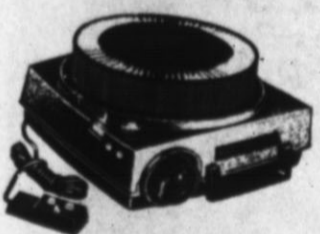
## Hi-Intensity DESK LAMP

\$7.95 RETAIL VALUE

\$3<sup>99</sup>



## KODAK CAROSEL SLIDE PROJECTOR

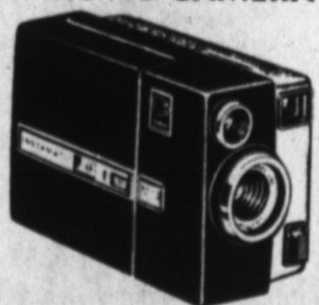


model 600

complete with tray  
that holds 80 slides

\$57<sup>93</sup>

## KODAK SUPER 8 M-14 MOVIE CAMERA



- fast 14mm, 2.7 lens
- full auto. exposure
- shows you when to use movie light
- enclosed optical viewfinder

\$39<sup>87</sup>

## KODAK SUPER 8 M-70 MOVIE PROJECTOR



- 7 operating speeds
- 400-ft. capacity reel
- forward, reverse, still
- completely portable for convenience

\$109<sup>97</sup>

Ladies 17-Jewel

## GRUEN WATCH

- Shock Resistant
- 10K Gold Plated Top
- Stainless Steel back
- Adjustable bracelet
- \$49.95 RETAIL VALUE

\$24<sup>97</sup>



Presto Portable

## HAIR DRYER

Dries and beautifies hair the salon way. Thermostatic heat control with 5 settings. Fast drying and quiet.

\$29.95 retail value

\$16<sup>97</sup>

Columbian

## TEA KETTLE

White Porcelain Enamel

\$2.49 RETAIL VALUE

\$1<sup>47</sup>



asst. colors

## "Pro" BOWL BRUSH

\$29<sup>¢</sup>

# Anniversary Specials Effective Thru Saturday, October 26

Floormaster Vinyl

## Auto Floor Mat



\$4.98 RETAIL VALUE

\$2<sup>29</sup>

All Metal Frame

## STADIUM SEATS



soft padded seat

\$3.98 RETAIL VALUE

\$2<sup>29</sup>

5-Quart Plastic

## Paint Pail



13<sup>¢</sup>

Plastic 9' x 12'

## Drop Cloth



9<sup>¢</sup>



## Gibson's fast drying SPRAY PAINT

assorted colors - fully guaranteed

98¢ RETAIL VALUE

39<sup>¢</sup>

# Gibson's - The store that brought the cost of living Down!

 <p>10¢ OFF Regular \$1.49 value</p> <p><b>79¢</b></p>	 <p>bottle of 200 Regular \$2.33 Value</p> <p><b>\$1.69</b></p>	 <p>family size tube</p> <p><b>63¢</b></p>	 <p>Package of 5 blades 79¢ retail value</p> <p><b>33¢</b></p>	 <p>16.2 ounce can \$1.19 retail value</p> <p><b>49¢</b></p>	
 <p>\$1.19 retail value</p> <p><b>69¢</b></p>	 <p>3 1/2 ounce size</p> <p><b>49¢</b></p>	 <p>200 count box</p> <p><b>23¢</b></p>	 <p>14 ounce can</p> <p><b>13¢</b></p>	 <p>Gallon Container</p> <p><b>47¢</b></p>	 <p>14 ounce can</p> <p><b>97¢</b></p>
 <p>large one pound jar</p> <p><b>59¢</b></p>	 <p>regular-lime-menthol 11 ounce can</p> <p><b>44¢</b></p>	 <p>18 oz. Reg. \$1.39 value</p> <p><b>87¢</b></p>	 <p>large 22 ounce can</p> <p><b>49¢</b></p>		

## GIBSON PHARMACY Where You Get Prescriptions For Less



**SINUTAB**  
relieves cold and sinus discomforts  
bottle of 30 - Regular \$2.50

**\$1.43**

**VITAMINS** **\$1.97**  
Multiple Vitamins and Minerals  
bottle of 250 - regular \$8.50 value

**VITAMINS** **99¢**  
Chewable Multiple Vitamins & Iron  
bottle of 100 - regular \$3.60 value

**NOVAHISTINE** **63¢**  
with APC for colds and flu  
box of 12 - regular \$1.29 value



**SAVE ON PRESCRIPTIONS**  
Phone 364-4900  
**WHY PAY MORE!**



**Coridin D**  
bottle of 25 tablets  
REGULAR \$1.49 VALUE

**77¢**



**Cepacol**  
ANTIBACTERIAL Mouthwash-Gargle  
20 ounce - Regular \$1.69

**69¢**

**MYADEC**  
HIGH POTENCY VITAMIN FORMULA  
Buy bottle of 100 - Get 30 Free!  
regular \$11.50 value

**\$3.87**



**ROBITUSSIN DM**  
COUGH FORMULA  
4 ounce bottle  
regular \$1.69 value

**79¢**



**NOVAHISTINE ELIXIR**  
4 Ounce Size  
REGULAR \$1.79 VALUE

**77¢**



SUNDAY, OCTOBER 20, 1968

## BLONDIE



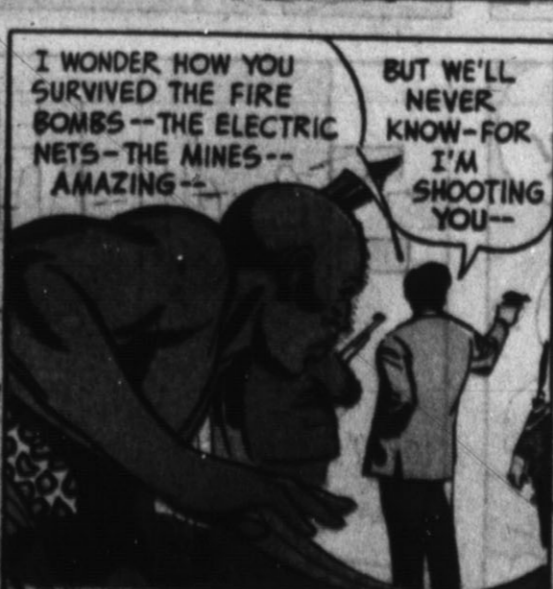
## MANDRAKE THE MAGICIAN

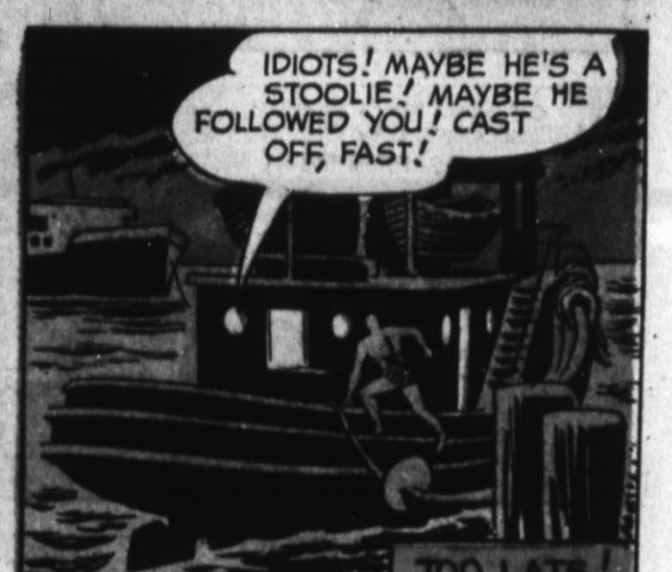
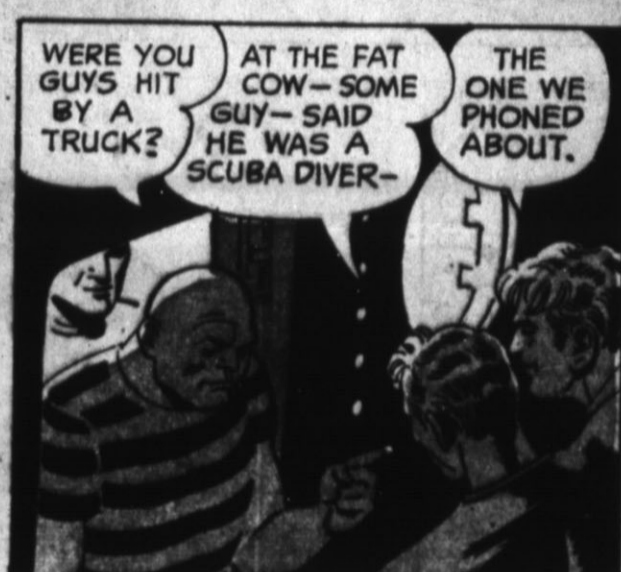


BY LEE FALK

FROM A DOZEN LOUD-SPEAKERS-- THE ANGRY VOICE OF BARON CHANCE!

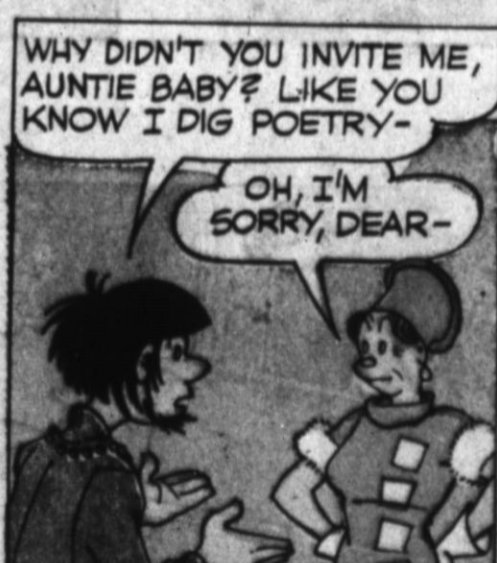
GENERAL ALERT! STRANGERS ON ISLAND! SHOOT TO KILL!





## BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



## Hi and Lois

by MORT WALKER and DIK BROWNE



# TIM TYLER'S LUCK

by Lyman Young and Tom Massey



TIM, THIS WEEK ALL OUTPOSTS TO THE NORTH REPORTED A PLANE FLYING IN A RATHER STRANGE MANNER!



IT CROSSED AND RE-CROSSED THEIR AREA FLYING VERY LOW!

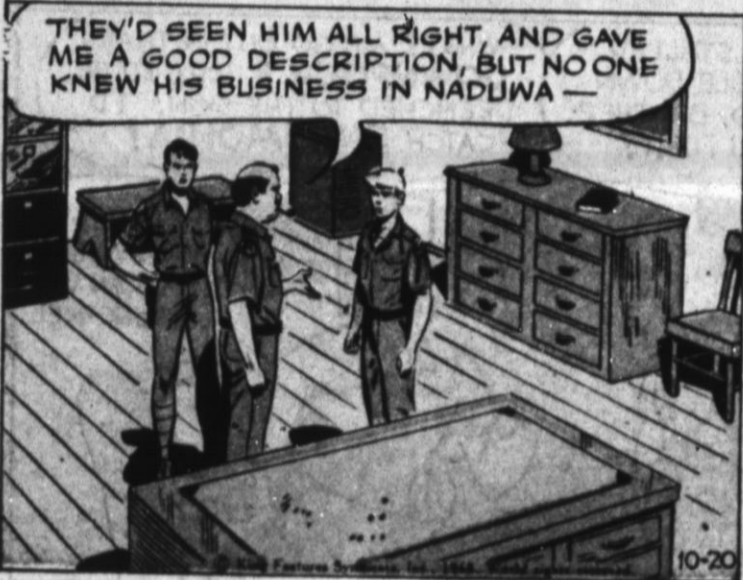
SEARCHING FOR A DOWNED PLANE, PERHAPS?



NO, I CHECKED THAT ANGLE -- NO PLANE IS OVERDUE!



I RADIOED EVERY LANDING STRIP. HE MIGHT HAVE STOPPED AT FOR FUEL --



THEY'D SEEN HIM ALL RIGHT, AND GAVE ME A GOOD DESCRIPTION, BUT NO ONE KNEW HIS BUSINESS IN NADUWA --



YESTERDAY, A HUNTER RODE IN HERE... TOOK OUT LICENSES FOR LION AND RHINO, AND DEPARTED ABRUPTLY --



THE PILOT OF THE MYSTERY PLANE AND THE HUNTER WHO JUST LEFT NADUWA ARE ONE AND THE SAME PERSON!

TO BE CONTINUED!

# TIGER

by BUD BLAKE



NOW YOU FOLD YOUR CORNER TO ME, HUGO

WAIT A MINUTE, TIGER



I THINK YOU FORGOT SOMETHING



NO, WE DIDN'T -- WE GOT 'EM ALL, FUNKINHEAD!

I'LL LOOK AROUND THE TREE



LET'S GO!

I JUST WANNA CHECK UNDER OUR PORCH



OR MAYBE BEHIND OUR TRASH CANS

C'MON -- WE DIDN'T MISS A THING!



YOU DID -- YOU FORGOT...



STRIPE!

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# GRANDMA

by Chas. Kuhn



WHY, IT'S THE TEENAGE TROTTER TWINS... ZIP AND LAG...



...WHO JUST MOVED INTO THE NEIGHBORHOOD LAST WEEK!

R-RING!



HI, GRANDMA!



MY BROTHER AND I BROUGHT OVER OUR ELECTRIC GUITARS AND AMPLIFIERS!



AND WE WANT TO SERENADE YOU!



NOW, THAT'S WHAT YOU REALLY CALL STEREO!

10-20 CHAS KUHN

# BUZ SAWYER

Featuring His Pal Rosco Sweeney

by ROY CRANE



SHUX... NOW I CAN'T TRY OUT MY NEW SNORKEL. LOOK AT THAT RAIN COME DOWN!

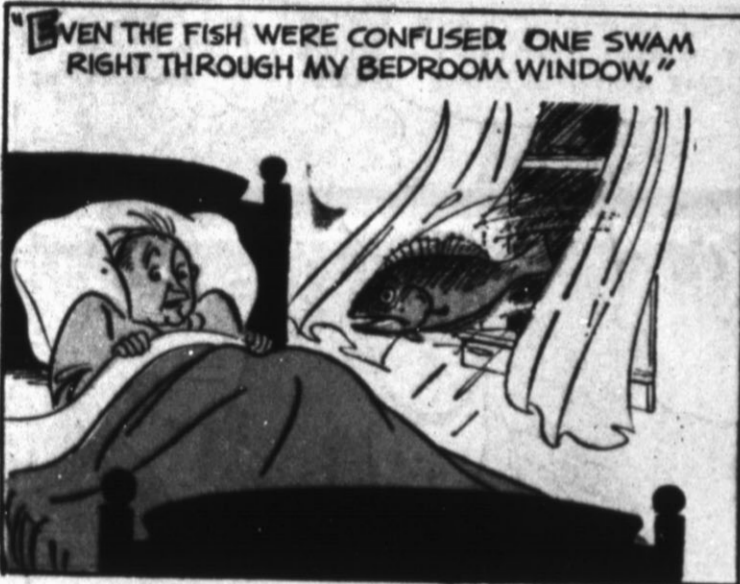
OH, THAT'S NOT SO BAD, STANLEY. YOU SHOULD HAVE SEEN THE RAINSTORM WE HAD BACK IN '59!



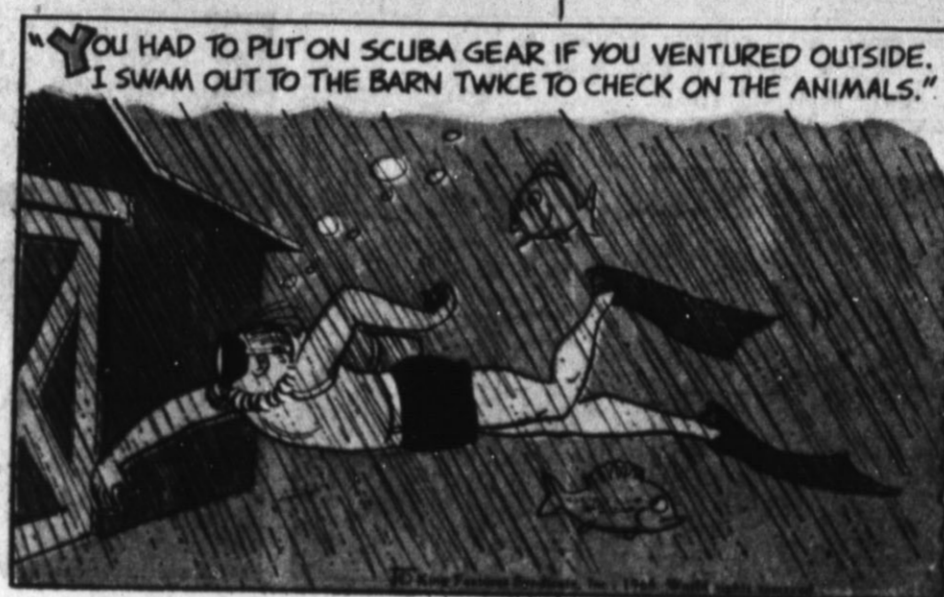
"IT RAINED SO HARD YOU COULDN'T TELL WHERE THE RAIN STOPPED AND THE WATER BEGAN."



"WHEN A BIG HOUSEBOAT DREW UP TO THE DOCK, WILD ANIMALS BEGAN TO LINE UP TWO BY TWO."



"EVEN THE FISH WERE CONFUSED! ONE SWAM RIGHT THROUGH MY BEDROOM WINDOW."



"YOU HAD TO PUT ON SCUBA GEAR IF YOU VENTURED OUTSIDE. I SWAM OUT TO THE BARN TWICE TO CHECK ON THE ANIMALS."



THE CAR STALLED A HALF MILE DOWN THE ROAD, BROTHER. CAN YOU FIX IT?

WHAT? ME GO OUT IN THAT DOWNPOUR? WHY, I'D BE DRENCHED TO THE SKIN! I'D CATCH PNEUMONIA!

HERE, MR. SWEENEY, YOU CAN USE MY SNORKEL.

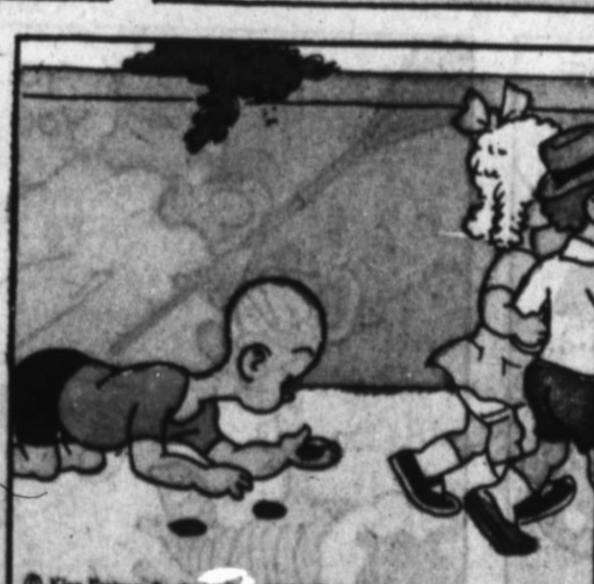
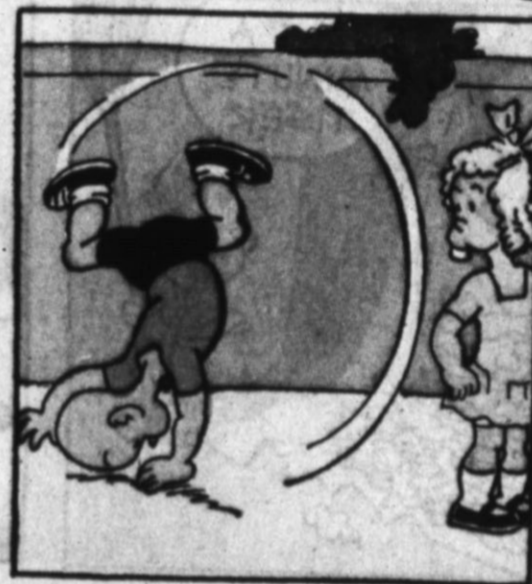
10-20

# HENRY

by CARL ANDERSON



JINGLE  
JINGLE  
JINGLE



ICE CREAM

JINGLE  
JINGLE

10-20

# The KATZENJAMMER KIDS

by JOE MUSIAL



ELEFEN O'CLOCK!  
CHECK!



SEE? DEY TALK IN CODE!  
YAH! DOT'S VHY VE CAN NEFER FIGGER OUDT VOT DEY 166 UP TO !!!



LOOK! !?!



166 DEIR CODE BOOK!  
NO DOUBT, DOUBTLESS, MIT OUDT A DOUBT!



TO DER PEBBLE!  
DOT MEANS BEHINDT DER BIG ROCK!



DOWN UND OUDT!  
DOT MEANS SLIPPERY!



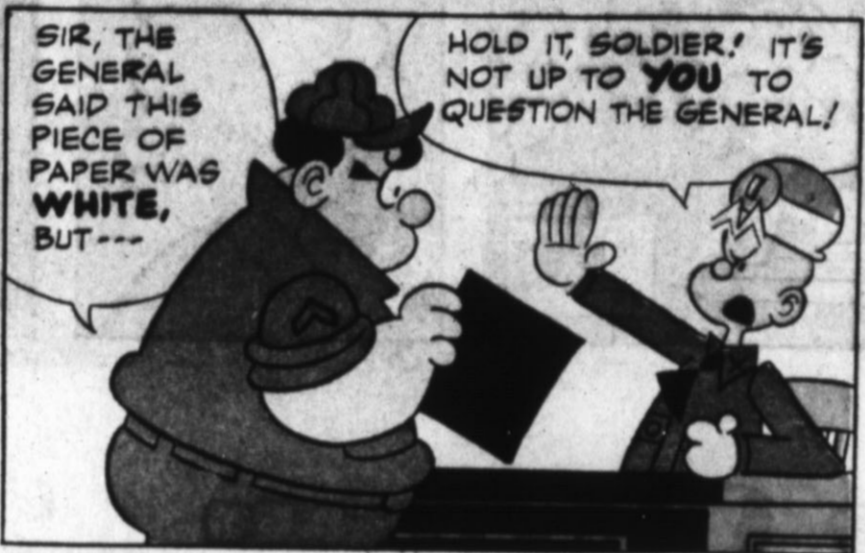
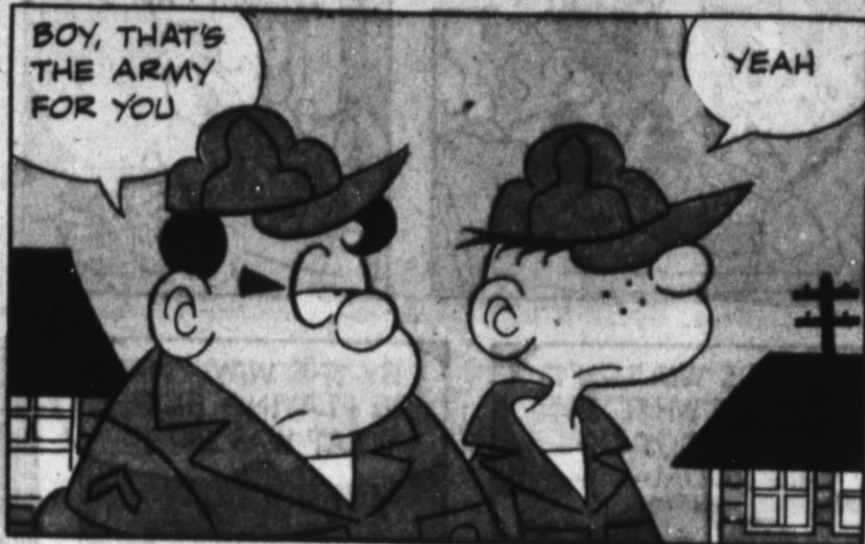
VOORS! OIL!



HA HA!  
DOT MEANS HA HA!

10-20

# beetle bailey by mort walker



## FLASH GORDON

I'VE RADIOED THE KLET CAMP, ZARKOV-- THEY HAVEN'T BEEN HIT BY THE VIRUS OR THE TENTACLED ORGANISMS...

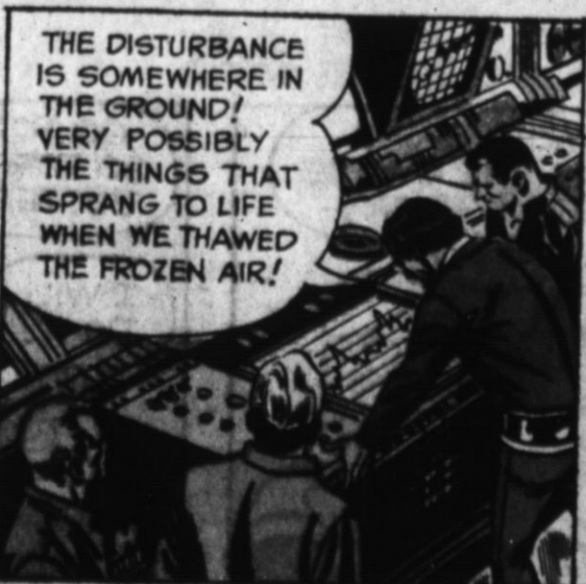
BUT THEIR AUTOMATED MINING EQUIPMENT'S RUN INTO A LOT OF ELECTRO-STATIC INTERFERENCE!

THEY WANT US TO RUN ATMOSPHERIC TESTS, ZARKOV!

ELECTRO-STATIC?

MAYBE IT'S NOT IN THE ATMOSPHERE! MAYBE IT'S CAUSED BY SOMETHING ELSE...

LIKE THE TENTACLED THING THAT BURNED MY ARM!



CONTINUED NEXT WEEK

# LITTLE IODINE



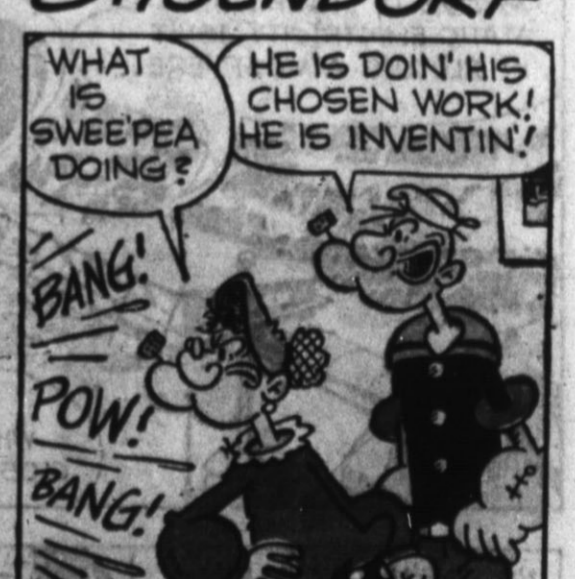
# The Little Woman

by DON TOBIN



# I POPEYE

by BUD SAGENDORF

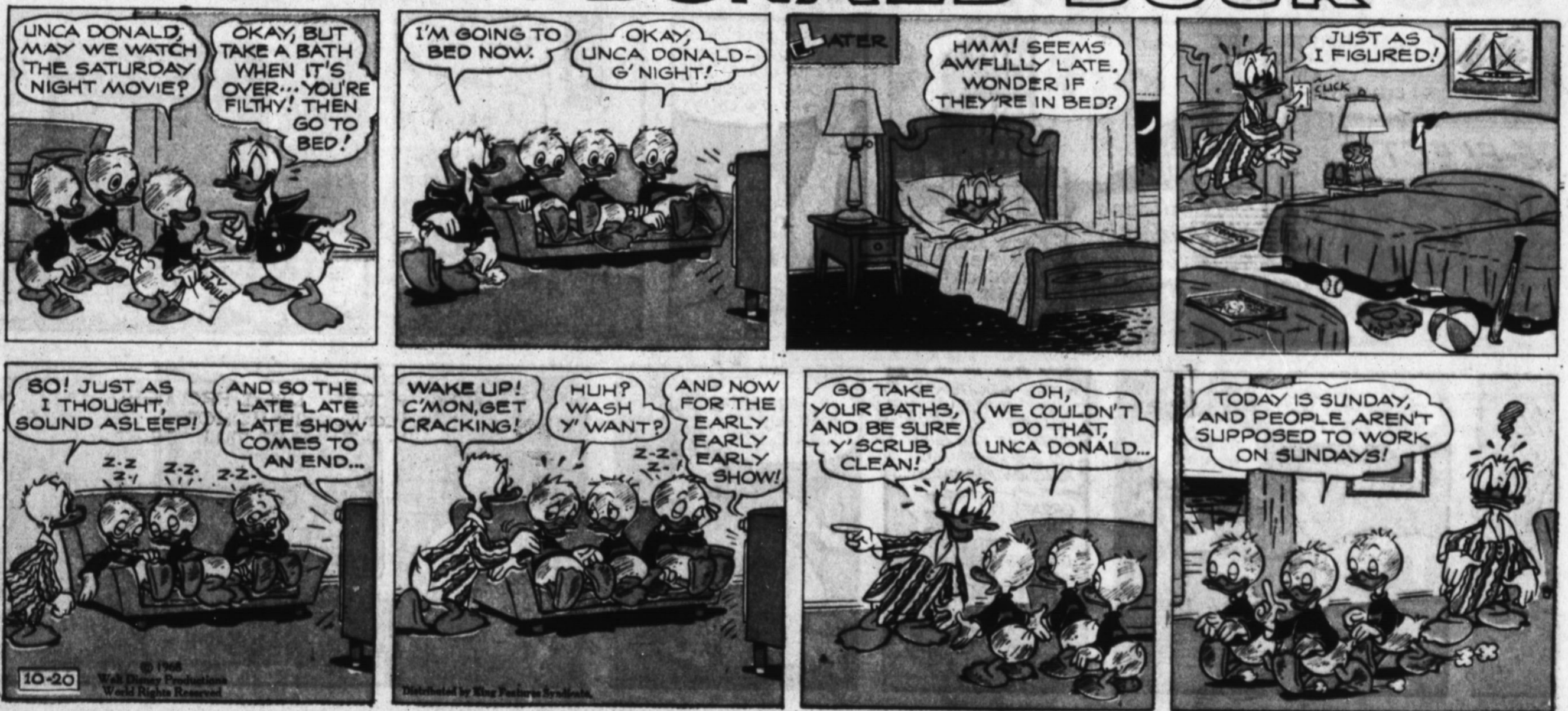


# The LONE RANGER

by Charles Flanders and Paul S. Newman



# WALT DISNEY'S DONALD DUCK



# WALT DISNEY'S MICKEY MOUSE



WALT DISNEY'S **UNCLE REMUS** AND HIS TALES OF **BRER RABBIT** Adapted from the stories by JOEL CHANDLER HARRIS



**MISTER BREGER** by Dave Breger



**BARNEY GOOGLE and SNUFFY SMITH** by FRED LASSWELL

