

Serving the Magic Triangle

The Hereford Brand

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67TH YEAR - NO. 3

575 Tickets Sold For Chamber Banquet Tonight

The Hereford Citizen of the Year Award will be one of the highlights of the Deaf Smith County Chamber of Commerce banquet, to be held tonight at the Bull Barn, beginning at 7:30.

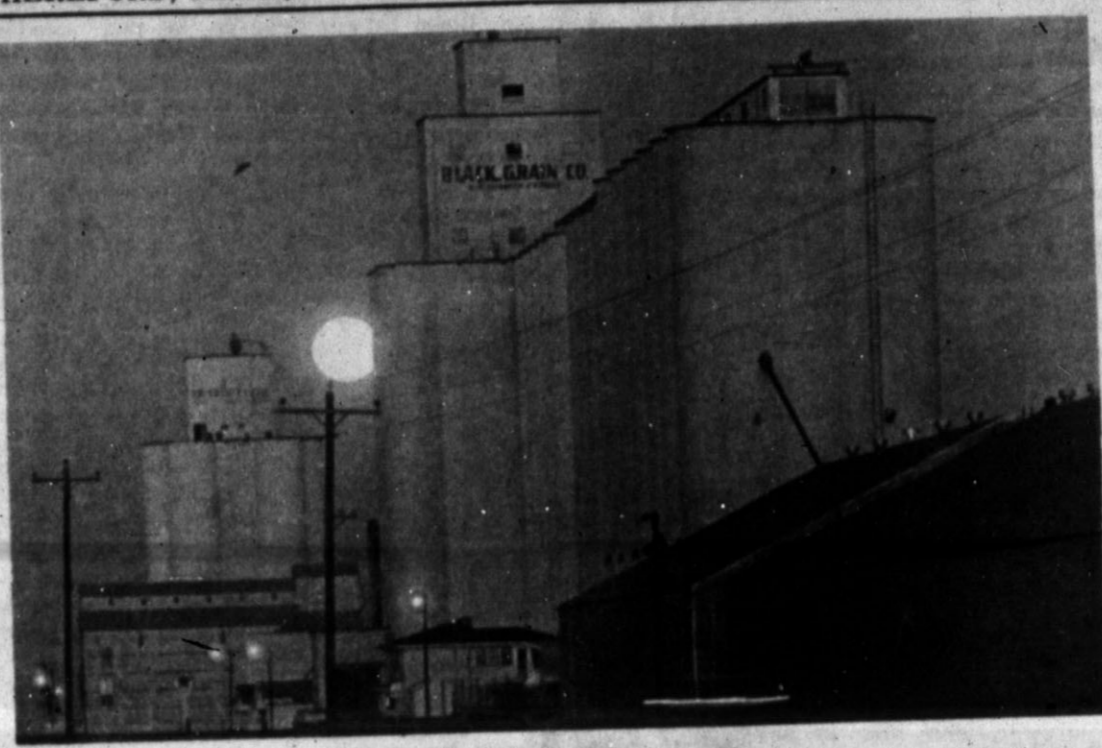
Information on all the outstanding efforts of local people which have transpired during the previous year for discussion. Afterward, each candidate is voted upon by secret written ballot.

Sales Tax Will Be Discussed

The directors and members of the Government Affairs Committee will have a joint special meeting Friday at noon at the Hickory Log, according to the Deaf Smith County Chamber of Commerce.

Last year's Citizen of the Year Award was presented to Ed Skypala. Listed among Skypala's contributions to community activities were services as Chamber of Commerce treasurer, member of the United Fund board, Red Cross board and district Boy Scout Council.

Van Derbur, former Miss America now a top public speaker and television personality. Miss Van Derbur, of Denver, has appeared on television with such personalities as Bud Collyer, Ed Sullivan, Mike Douglas, Steve Allen, Art Linkletter, Allen Funt, Bert Parks, Allen Ludden, Pat Boone, Durwood Kirby and Jack Linkletter.



HARVEST MOON? — The Texas panhandle, famous for its abundance of crops and its large annual harvests, also has a harvest moon—in January. The above photo was taken at the Black Swan, some 10 miles west of Hereford, at approximately 6 p.m.

Construction Here Is Leading Area

Deaf Smith County has topped numerous other Panhandle counties, many of them much more populated, in nonfarm building permits issued as of November 1967, according to the Bureau of Business Research in Austin.

The Bureau of Business Research is a division of Construction Statistics of the U. S. Department of Commerce and the Bureau of the Census.

Except for Potter-Randall (Amarillo only) and Lubbock, Deaf Smith has shown substantial leadership. Construction authorized in Texas rose strongly in November for the second consecutive month, according to Francis B. May, Consulting Statistician.

Mrs. Love Is Hurt In Wreck

Mrs. Archie Love of Hereford was in serious condition in a Joplin, Mo., hospital Wednesday after being injured in a traffic accident Tuesday night.

Absentee Voting Ends On Friday

With the deadline for absentee voting for the one percent sales tax set for Friday, it was reported that three absentee ballots had been cast by Wednesday afternoon.

Sugar Beet Growers Awaiting Decision By USDA On Wage Rates For Laborers

By EARL MOSELEY
With a bumper crop of sugar beets totaled for the 1967-68 season, there may be added problems packed into the product.

Beet Growers Association, stated that the grower is in trouble because of the continued advance in wage rates for the sugar beet workers. The workers in the fields are now drawing \$1.40 per hour, compared to 95 cents per hour 15 years ago.

presenting the workers here. The government holds out 52 cents per \$100 as a guarantee, although a part of this sum is rebated. But the rebate cannot be received until the end of the year, usually in January.

does not come from anyone's tax dollar. "These annual hearings are not a bad thing in one respect," he said. "It is fair to labor. It's just that the grower hasn't gotten his prices up."

The sugar beet harvest is nearing an end in this area, according to Bob Ginn, agriculture manager of the Holly Sugar Corp. here. He said, "We are still getting the last few beets in."

The sugar beets have gone to Holly for four years now. Boston explained that the government's Sugar Act forces the grower to pay a certain scale to the workers each year.

The United States Department of Agriculture's Charles F. Denney, of the Stabilization and Conservation Service, conducted the hearing on Dec. 4, where Boston testified on behalf of the sugar beet growers.

"There is no apprenticeship with the sugar beet workers," he pointed out. "Anybody can go See SUGAR BEETS Page 2

Virgil Dodson Is Cited By LBJ For Service With Draft Board

Virgil E. Dodson, chairman of the Texas Local Board No. 15, Selective Service System, was presented a certificate of appreciation Tuesday from President Lyndon B. Johnson for 10 years of uncompensated service to the local board.

The certificate is signed by President Johnson, General Louis B. Hershey, director of selective service; Governor John B. Connally Jr., and Colonel Morris S. Schwartz, State Director of Selective Service.

The government spot-checked about a fourth of the growers here, Boston reported. He produced forms for the workers and the cancelled checks, to show that the labor figures tallied.

er, Brenda, 16. Clayton has received many honors while serving this District as State Representative.



Award presentation Virgil Dodson and Mrs. Maud Singleton.

Bill Clayton Announces Plans To Seek Re-election

State Representative Bill Clayton of Springlake announced Monday his candidacy for re-election to the office of State Representative, District 72 consisting of Bailey, Castro, Cochran, Deaf Smith, Lamb and Farmer Counties.

Clayton has been chairman of four committees, two of which were Water Committees. It is reported by the Speaker of the House Ben Barnes and other key people that Clayton is probably the most knowledgeable man in the Texas House of Representatives on water and water related problems of the state.

support in the coming elections." Clayton filed on the Democratic ticket for the Primary Election to be held May 4, 1968.



Rep. Bill Clayton

Bids On Five New Trucks To Be Taken By Commission

By EARL MOSELEY
Staff Writer
Hereford City Commissioners, meeting Monday night in regular session, decided to accept bids for five new pickup trucks for use in three of the city departments. All will be half-ton trucks but of various bed and chassis sizes.

The rezoning petition of W. T. Carmichael was unanimously acted upon, to remove the C-Multi-Family District status from the property, located at 25 Mile Ave. and Ross near Sixth, into a D-Restricted District zone. It is in the vicinity of Central School.

would be necessary to cut behind several businesses now located there. He pointed out that the dogleg which currently exists is not shaped enough to be dangerous.

The Third and Sampson corner is the site of the Deaf Smith County Courthouse, the Hereford State Bank, the Jim Hill Hotel and office buildings in the downtown area.

City manager Dudley Bayne reported to the commission that some of the city departments were driving old pickups now—one as old as a 1952 model—and that the maintenance on them was a heavy expense.

The upcoming one-percent city sales tax election came under discussion briefly. The commissioners revealed that there is no organized opposition to the tax here, although there were a few individuals who have voiced disapproval toward it.

Seniors At HHS Give Future Plans

Of the 247 seniors currently enrolled at Hereford High School 221 are planning to attend some college, university or business school following graduation.

Postgraduate plans of the 1967-68 seniors were obtained some six weeks ago by Robert Thompson, HHS counselor, and presented last week to members of the school board and administrative personnel.

4 To Try For All-State Band

In the Region I Band tryouts for the 1968 All-State Band held on the West Texas State University campus, January 6, four HHS students were named to the coveted positions.

HHS Quiz Team Now In Finals

It is a safety quiz program with questions on driver safety on Texas streets and highways. Since Hereford High has been victorious in the three previous contests, the questions are expected to be much more difficult in this round.



UH, OH — A 1955 Chevrolet pickup driven by Hubert D. Caperton, 16, went off the highway near a bridge on South Main about 8:30 a.m. Tuesday and sustained \$400 damage. The pickup, which was loaded with bailing wire, came to a stop when it struck a tree on the edge of icy Tierra Blanca Creek. Caperton, of 120 Juniper, told officers the vehicle went out of control and left the paving just to the right of the abutment on the south side of the bridge. It traveled about 20 feet on a steep incline. Caperton was taken to a dentist for treatment.

Trophies for first and second place winners will be presented at a banquet in Amarillo on January 29. The local contestants will be present for one of the awards.

City Officials Predict Future In Seeking Sales Tax Support

City officials, who appeared before the Hereford Rotary Club Monday to seek support for the upcoming one per cent sales tax, also made several unofficial announcements concerning the future growth of Hereford. In discussing the sales tax, Mayor Ray Cowsert pointed out that the city taxes had not increased since 1961, while the budget has almost doubled. He said the city could get by without the tax this year, but it would be vital in the future. The city, in the very near future, will have the added expense of a paid fire department and possibly a fire station, continued the mayor. There also will be much paving in the city and the commissioners will continue to buy land for water fields whenever they find it. A new garbage disposal system also will commence this year. Commissioners have voted to reduce the ad valorem taxes from \$1.40 to \$1.30 and the sales tax could prevent raising the property taxes back up, the

May — or stated. "It has been said that we will lose business to Amarillo if we pass the sales tax and they don't," continued the mayor. "I don't believe this. Every city is looking for new revenue and we have reason to believe that Amarillo will call for a vote on the sales tax soon." City Manager Dudley Bayne said "While 10 cents is not much yet, if you can show that taxes aren't being raised on property, you have a better chance of attracting new industry."

Bayne also pointed out that the city probably would receive only about \$42,000 from the tax this year, with \$800 of that amount going to the state.

During the question and answer session which followed the talks, Mayor Cowsert said the construction of a fire station and police station together after the 1970 census probably would entail a tax bond issue.

The city officials also stated that the city has signed a contract with Wilson and Co. to furnish water at the site of the proposed meat packing plant some 3 miles west and south of the city.

The cost of installing the pipeline and other facilities will require additional revenue bonds, said Mayor Cowsert, which will have to be voted on by the people. He pointed out that the bonds will retire themselves with the money coming from the water bills which the company will pay.

See other stories on Page 1 in this issue concerning the sales tax.

Sugar Beets ...

(Continued from Page 1)

out and collect the \$1.40 per hour, whether they have had any previous experience or not — and we have to pay it."

The one requirement, the worker must be 14 years old or above on the minimum age bracket, according to the Sugar Act.

Boston said, "We have had 31,000 acres of sugar beets this year, and hope to leave 40,000 acres next year. The wage rate could run into money."

Boston told the 20 persons who attended the meeting at Lubbock "If wage rates continue to go up, growers won't have any choice but to go to more mechanization. This would displace more hand labor and hurt the workers."

Each year, wages on a "piece-rate" basis are sealed to reflect the hourly minimum. "Until producers' profits reach levels sufficient to justify wage increases, labor prices shouldn't be established at rates which would result in further cost to the grower. The sugar beet worker already has such a distinct advantage that 'without investment he, on contract work can earn more money in the sugar beet fields than in any other industry. Labor has been satisfied with the rate it received in the Texas-New Mexico area and has given testimony to this effect."

Boston reported that previous testimony by workers before the hearings who were dissatisfied with the wage rates were unanimously from those "with reference to far away places where they had to travel long distances." Two workers testified at the Lubbock hearing that they felt the wages received by them for weeding sugar beets in Texas and New Mexico were "fair and reasonable without increase."

Boston told the hearing: "All our workers come from Texas, including a big bloc from the Lubbock area." To qualify for payments under the 1948 Sugar Act, the producers must pay wage rates not less than those determined to be fair and reasonable by the secretary of agriculture after hearings and investigations. The act also provides, as a condition of payment, that producers who process sugar beets grown by other producers must pay prices determined also to be fair and reasonable.

Boston told them, "We are of the opinion that a fair wage rate in Texas and New Mexico would be justified, if it were somewhat lower than in other states. The laborer realizes and appreciates that the nature of the work in the sugar beet fields is not as difficult as in previous years. He also realizes that for him to have a job the grower must not be put out of business."

No formal price will be determined under the Federal Sugar Act until as early as February or as late as April, according to Denny.

Farmers Union Has Business Meeting

Numerous items of business were handled during a supper meeting of the Deaf Smith County Farmers Union Tuesday night in the Home Room at Pioneer Natural Gas.

Leo Witkowski, president, opened the business meeting by reading a thank you note from Banks Miller, executive director of the Texas Partners of Alliance. The local organization recently had contributed \$15 toward sending a 4-H adult leader to Peru.

A resolution passed to contribute \$50 toward equipping the Deaf Smith County Bull Barn with convention facilities.

Alfred Smith, W. H. Andrews and Andrew Kershen presented a report on a meeting last week in Amarillo. At that meeting, plans were formulated for the District 1 convention, to be held March 9 in the Student Union Building at West Texas State University.

Tickets to the convention, \$3.50 each, may be purchased from Jerry Jackson of 807 N. Main. During the convention, all farm commodity groups will meet at 2 p. m.

Plans also were laid for a membership drive to begin here in February, and Witkowski reported that all farm commodity groups will be meeting in Washington in March to work on new farm bills for presentation to Congress.

In final action, Witkowski appointed committee chairmen to function for the Farmers Union this year. They included Membership, Alfred Smith; Legislation, Jay Boston; Budget, W. H. Andrews; Cooperative Service, Raymond Higginbotham; Organization, Robert Strain; Washington Fly-in, Bill Gentry; Youth, Mrs. Clinton Jackson and Mrs. Leo Witkowski; Publicity, Andrew Kerson and Clinton Jackson; Sugar Beets, Jay Boston; Vegetables, Charles Schlabbs; Livestock, Walter London and

Fast Train To Pass Here Today

At approximately 8 a. m. today, the world's fastest freight train, the Santa Fe Railway's new "Super C", will roll through Hereford on a trial run to Los Angeles, California.

After passing through Amarillo at 7:15 a. m., the "Super C" will pass through the local community traveling at a speed of about 30-to-40 miles an hour.

The new expedited service will be available daily and will cut about 20 hours from the fastest existing schedules. "The 'Super C' enables us to compete aggressively for high-rated traffic now moving via highway or air," John S. Reed, president, said. "If this concept of high speed, premium-rated service proves successful we will give consideration to expanding it to other points."

The short, all-piggyback train, carrying about 15 cars and powered by three new 3,000-h.p. Diesel locomotives, is scheduled to arrive Los Angeles at 4 a. m. Friday, 40 hours after departure, although it may arrive earlier if operating conditions permit. Also on the train were several passenger cars carrying Reed, R. D. Shelton, vice president-operations, T. M. Calazza, vice president-traffic, and a contingent of the press from Chicago and New York.

The new schedule will be faster than highway service and will offer competition to air freight. The rate of \$1,400 per trailer or container is considerably cheaper than air freight. The "Super C" will provide second morning delivery, compared to the average rail service of fourth morning delivery.

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Special Services Set At Mission

The Reverend Father Julian Rousseau, Franciscan Missionary from Pena Blanca, N. M., will be preaching a Mission in Spanish in the Catholic Church of St. Joseph at the Labor Camp here in Hereford.

Beginning next Sunday, Fr. Julian will preach at all the Masses. The mission will end on the following Saturday.

Every night of the week he will preach the Word of God. There will be Biblical Readings, along with the accustomed Biblical prayers and the singing of canticles in Spanish.

Fr. Julian has spent much time in preparing to be a priest and missionary. He spent four years in the Seminary of St. Francis, in Cincinnati, Ohio; a

Lewis Woodford; Cotton, W. H. Andrews; Soybeans, Robert Veigel; Wheat, Frank Zinser; Water Andrew Kershen; Soil Conservation, F. L. Eicke; Broom Corn, A. R. Dillard, and Tell-A-Lady, Mrs. O. G. Hill Sr.

It was announced that the national convention will be held March 17, 18 and 19 in Minneapolis, Minn.

Country Club Elects Officers

In the annual membership meeting of the Hereford Country Club, Tuesday night, new officers elected for 1968 included Dr. Milton C. Adams, president; Foster Hill, vice president; and Ed Line, secretary.

The new directors, who are to serve for a three-year term, elected for 1968-70, were Frank Barrett, Lee Kent, Ed Line, Dr. Hugh McCrary, and Wayne Phillips.

Retiring officers for the past year were Earnest Langley, president; W. L. Davis Jr., vice president; and Foster Hill, secretary.

Directors who will continue to serve in office are Foster Hill, Ansel McDowell, Robert Miller, Palmer Norton, Dr. Weille B. Owens, Dr. Milton C. Adams, Richard Barnard, Tom Davis, J. C. McCracken, and Aubyn E. Hodges.

Water Officials To Make Visit

The High Plains Underground Water Conservation board will be guests of the Sabine River Water Board at a meeting in Longview Sunday.

Going from this district will be Tom McFarland, manager, and directors, Andrew Kershen, of Hereford; Ross Goodwin of Muleshoe; Chester Mitchell of Lockney; Russel Bean of Lubbock, and Weldon Newsom of Morton.

SUGAR BEET GROWERS PLAN BANQUET President of the local Sugar Beet Growers Association, Jay Boston, announced that the annual Sugar Beet Growers banquet will be held at the Bull Barn, Saturday, Jan. 27 at 7 p. m. Further details will be released in a later issue of the Brand.

Services Held For Infant Girl

Funeral services were conducted for Yolanda Rodriguez, four-month-old daughter of Mr. and Mrs. Adalberto Rodriguez of 319 Ave. E, Tuesday afternoon at the A. O. Thompson Memorial Mission. The Rev. Ron Harpster, Avenue Baptist Pastor, officiated. Burial in West Park Cemetery

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4-H Club Hears Talk On Money

The Willing Workers 4-H Club met last Monday night at Community Center. Patricia Neff was hostess. Joel Hodges of the Hereford State Bank gave the program, "Your Money and You."

Those in attendance were Kay and Lynette Clearman, Martha Ann McBride, Sue Shirley, Beverly and Cheryl Cole, Monica Herring, Syna Marie Sims, Melissa Miller, Jeanine Bradley, Tawannah Kendrick, Dianne Egbert, Ramona Swindell and Leaders Mrs. Hugh Clearman, Mrs. Floyd Cole, and Mrs. Rita Huckert. The Willing Workers Club made the announcement that their next meeting would be held on Feb. 12, at the home of Miss Monica Herring, north of Hereford on Highway 385.

Knuckleballer Phil Neikro of the Atlanta Braves made 19 wild pitches last season.



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TOOTHPASTE family size GLEEM 95c value	DISCOUNT PRICE 43c
60c value ALKA SELTZER	DISCOUNT PRICE 39c
CHAMPION Size \$1.50 Value CORN BUBBLES LOTION	DISCOUNT PRICE 67c
DELSEY BATHROOM TISSUE 4-Roll Pack	DISCOUNT PRICE 37c

MAKE SURE YOU CHECK DUCKWALL'S LOW EVERYDAY DISCOUNT PRICES

**Calendar
Of Events**

THURSDAY
L'Allegria Study Club at home of Mrs. Noble Ballard, 3 p.m.
Bay View Study Club, Mrs. Juston McBride hosts, 3 p.m.
Red Cross Volunteers, luncheon at Hickory Log 12 noon
Hereford Study Club in Mrs. Noble Howard's home, 8 p.m.
Hereford Duplicate Group at Community Center, 7:30 p.m.
Mothers Needle Club in home of Mrs. Earl Cole, 2 p.m.
Wyche H. D. Club in Mrs. T. J. Kelly's home, 2:30 p.m.
Antonion Circle at St. Anthony's Catholic Church, 8 p.m.
Deaf Smith County Chamber of Commerce, annual banquet at Bull Barn, 7:30 p.m.
VFW at VFW Clubhouse in Veterans Park, 8 p.m.
Kiwanis Club at IOOF Hall, noon lunch.
Optimist Club lunch at Jones Restaurant, noon.
North Hereford H. D. Club in Mrs. Roger Williams' home, 2:30 p.m.

FRIDAY
Bud To Blossom Garden Club at Community Center, 9:30 a.m.
Camp Fire Girls annual father-daughter banquet at Bull Barn.

MONDAY
County H. D. Council, Appreciation Luncheon at Bull Barn, 12 noon.
Music Study Club, Mmes. B.

**Herd Clips Eagles Tuesday
For First Conference Win**

Y. Crosthwait and C. J. Mountz hostesses, 2 p.m.
Alpha Alpha Chapter, Beta Sigma Phi at Hereford State Bank 8 p.m.
National Secretaries Association in REC Building, 8 p.m.
World War I Veterans and Auxiliary at American Legion Hall, 7 p.m.
TOPS Club in Community Center, 7:30 p.m.
Rotary Club lunch at Hickory Log Restaurant, 12:05 p.m.
IOOF Lodge at IOOF Hall, 8 p.m.
Paisano Lions Club in Hotel Jim Hill, 7:35 p.m.
Easter Lions Club at Easter Clubhouse, 8 p.m.
Citizens Band Radio Club in REC Building, 8 p.m.

By MARSHALL DAY

Fighting off costly errors and mistakes, the Whitefaces were able to pull out a 64-59 win over a determined squad of Canyon cagers Tuesday night.
After grabbing the opening tip-off, the Herd proceeded to hit for 11 quick points while allowing their opponents only 8. This three-point lead was quickly erased as the Canyon team began popping the net to gain a 20-18 lead at the end of the first quarter.
Starting off the second quarter, the Herd more than doubled their first quarter score as they hit for 19 points to grab a five-point lead as the first half ended with the Whitefaces out front, 37-32.
The third period was the one that almost proved fatal to the local team as they got off to a poor start and collected only 6 points during the first 5 minutes of the quarter. Toward the end of the third period, the Herd regained their poise as they connected for 12 points to retain a 55-49 lead when the third period came to a close.
With the beginning of the fourth quarter, spectators saw both teams begin to commit errors which could have changed the outcome of the game. Both teams had numerous fouls during the final period along with a great deal of thrown away balls. Tying the game on two occasions during the fourth period, Canyon was never able to stop the driving Herd as the game ended with the Whitefaces the victors with a 64-59 win.
High pointer for the game was Bobby Burwick who had 28 points. Second in the department were Dusty Duncan and Marsh Pitman, with 9 each.
In action prior to the varsity game, the B-team won a close contest over the Canyon "B" in a three minute over-time by a score of 51-50. Hitting in the double figures for the Herd were Jim Rakestraw with 18, Santry Rush with 11, and Percy Mays with 10. It was the third straight win for the "B" squad.
Game action for Friday will pit the Herd against the Muleshoe team, in Muleshoe. The "B" game will begin at 6:15 p.m. and the varsity team will play at 8 p.m.

TUESDAY
Veleda Study Club in home of Mrs. Armon Lauderback, 8 p.m.
Hereford Art Guild at Community Center, 8 p.m.
Rebekah Lodge at IOOF Hall, 8 p.m.
Progressive H. D. Club with Mrs. W. H. Awtrey, 2:30 p.m.

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

**Mrs. W. Johnson
Heads LAE Club**

Mrs. Walter Johnson heads officers elected for next club year by La Afflatus Estudio members at their meeting Tuesday afternoon in Mrs. A. L. Hewitt's home. Mrs. Johnson is serving as vice president this year.
She will succeed Mrs. B. F. Markman, who will become parliamentarian. Mrs. George Suggs was elected vice president, Mrs. Sam Morgan secretary-treasurer, Mrs. T. W. Roberson reporter, Mrs. Louie Olson council member. They will be installed at a May luncheon ending this club season.

Mrs. Emmett Hale gave the program on American Religions one of a series with a general theme of Americanism Today. She discussed the various branches of Christianity which claim the adherence of most residents of the United States, as well as such minority group religions as Buddhism and Moslem.
Other members present were Mmes. B. A. Reddell, C. E. Beauford, Earl Clark, A. H. Cook, A. B. Higgins, A. N. Hopson, and the officers-elect.

**Young Homemakers Hear
Guest Speak Of Hobby**

Study of handwriting as a science, a means of identification and of authenticating documents or signatures, as well as the theory of handwriting as a clue to character traits, was discussed by Dr. C. E. Hicks, a guest of the Hereford Chapter, Young Homemakers of Texas, Tuesday evening.
The Hereford physician has made a hobby of graphology, and shared his interest in the study with club members who met at the high school home-making parlor with Mrs. Jerry D. Glover as hostess. He showed slides to illustrate his talk.

Mrs. Layton Sawyer conducted the business session in which plans were reviewed for the Mothers March, a part of the county March of Dimes, in which several members have volunteered to take part.
Others present were Mmes. Tommy Harbin, Raymond Gerk, James Dobbs, Clark Andrews, Davis Brumley, Kenneth DeHart, Leland Shelton and the advisors, Mrs. J. J. Durham and Mrs. Joe Bradley.
The next club meeting will be a salad supper with members' husbands as guests, on Feb. 23.

**Kappa Iota Chapter
Has Business Meeting**

Principal topic in a business meeting of Kappa Iota Chapter, Beta Sigma Phi, at Community Center Tuesday evening was the annual Valentine dance of the sorority, which is set for Feb. 10 in Knights of Columbus Hall.
Members were reminded to give their lists of guests to Mrs. John Claypool by Jan. 22;



NEW SAFEWAY MANAGER
Gene Steers, 33, has been transferred here to manage the Safeway Super Market, 125 W. Park. He has been with Safeway 14 years and was moved here from Cherokee, Oklahoma. This being his fifteenth store for the company during his experiences with them, said, "Hereford is the friendliest town I have ever seen." Hereford can include four other Steers: his wife, Yolla and Robbie, 4; RaDonna, 4; and Sarah Ruth, 2.

the dance is a charity benefit and each member may invite two couples.
Assistance in the Mothers March, a part of the March of Dimes to raise funds for the National Foundation, was discussed. Several members have volunteered to work in this annual campaign. Mrs. Max Goforth, president, was in charge of the session.
Mrs. Bob Pugh and Mrs. Melvin Fowler were hostesses, who served refreshments supplemented by Mrs. Claypool's birthday cake, which she had received that day as a gift from her secret sorority pal.
Mrs. Leland Dean and Mrs. Joe F. Huickert were welcomed as guests. Other members at the meeting were Mmes. Gene Larson, Bob Spangler, Rudy Metz, Charles Cabiness, Jim Aldridge, J. D. Hamblen, Taylor Holland, Bob Coons, Duke Powell, Ray Seale and Wendell Maloney; Pat Cowell and Maktha Hill.

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For people interested in an "almost new" Buick!

1968 BUICK
4 door Wildcat Sedan. Loaded. 4800 miles. Ivory gold mist with black top.

1967 BUICK
Electra, 4 door Sedan. Aqua Marine color. One owner car. Fully equipped.

1967 BUICK
Electra 225 Custom Sedan. Gold mist color. Equipped with all the conveniences - Power Brakes, Power Steering, Automotive Air Conditioning. Six way power seat, power windows, automatic trunk opener, extra low mileage.

1964 BUICK
Electra custom 225. One local owner. Fully equipped with air and power. New tires. Green mist.

**KINSEY-OSBORN
Motors, Inc.**
2nd of Miles Phone 364-0990

Anthony's CLEARANCE SALE
Prices Good at Both Stores — Downtown and Sugarland Mall in Hereford!

<p>Misses and Ladies FISH NET HOSE White and Colors sizes 9 to 11 66c pr.</p>	<p>Womens Waltz-Length FLANNEL GOWNS 2 for \$3</p>
<p>Ladies COTTON DUSTERS Regular 3.99 each 2 for \$5 Downtown Only!</p>	<p>Mens Sport or Dress SHIRTS Long Sleeves, Ivy styles, 3 for \$10 Regular Collars.</p>
<p>Ladies & Misses All-Weather & Laminated COATS Sizes 8 to 16 — Hurry! Downtown Only! \$8</p>	<p>Mens and Young Mens SWEATERS Pull-Over & Coat Styles \$5 Regular \$9.95 ea.</p>
<p>All Ladies Fall DRESS HATS REDUCED Good Selection!</p>	<p>One Group Mens SWEAT SHIRTS Both Long and Short Sleeves 2 for \$3</p>
<p>One Group GIRLS DRESSES REGROUPED & REPRICED TO CLEAR!</p>	<p>Boys Hopsack SPLINTER PANTS Regulars and Slims Sizes 6 to 12. \$2.99 pr. Blue-White-Whiskey-Brown. Sugarland Mall Only!</p>
<p>One Rack Girls and Ladies SPORTSWEAR Skirts-Pants-Blouses \$2.99 each Downtown Only!</p>	<p>Boys 11 1/4-ounce BLUE JEANS Regulars 6 to 12 3 pr. \$5 Regular \$2.29 pr.</p>
<p>One Rack Ladies SPORTSWEAR Skirts-Pants-Blouses-Sweaters \$3.88 each Downtown Only!</p>	<p>Long and Short Sleeves BOYS SPORT SHIRTS Sizes 8 to 18 2 for \$3</p>
<p>Ladies Poor-Boy KNIT SHIRTS Pull-Over Style \$1 each</p>	<p>One Rack MENS JACKETS These are Laminated Short styles, Sizes S-M-L-XL \$10</p>
<p>One Rack Young Mens SUITS & SPORTCOATS \$20 and \$25 Downtown Only!</p>	<p>One Rack CHILDREN'S COATS Corduroys and other broken sizes, Values to \$6.99 \$5</p>
<p>One Bargain Rack! Boys Suits-Boys Sport Coats-Mens Heavy Shirts and Jackets. Downtown Only! PRICED AS MARKED!</p>	<p>Large Group COSTUME JEWELRY Regular \$1.00 ea. 3 for \$1</p>
<p>Mens Long Sleeve SPORT SHIRTS Plaids and Solids Sizes M-L-XL 2 for \$3</p>	<p>ELECTRIC BLANKET 2-Year Guarantee Blue-Green-Pink. Full Bed Size. Sugarland Only! \$10</p>
<p>Mens Dress DRESS GLOVES 77c pair 2 pair \$1.50</p>	<p>One Rack GIRLS DRESS COATS Broken Styles and Sizes Values to \$17.00 each \$10</p>
<p>One Group Misses and Ladies SUEDE FLATS Values to \$6.99 pr. \$3.88 pair</p>	<p>LADIES NYLON GOWNS Regular \$5.99 each \$4</p>
<p>Group Number 2 Better DRESS SHOES Values to \$9.99 pr. \$7.88 pr. Flats & Low Heels. Broken Sizes</p>	<p>SHEET BLANKETS 80" x 100" size Blue-Pink-Yellow \$2</p>
<p>Bonded and Unbonded WOOLENS Light and Dark Colors Regular \$2.99 each \$2 ea.</p>	

Uncle Sam's Selective Service

Editor's note: Below are questions now being asked at draft boards. The answers are by Colonel Morris S. Schwartz, State Selective Service Director, 209 W. 9th Street, Austin, Texas 78701. He will welcome your questions.

Q — Is an undergraduate college student eligible for Class I-S(C) to complete his academic year?

A — Yes, if while satisfactorily pursuing a full-time course of instruction at a college, university or similar institution of learning he is ordered to report for induction, he is eligible, except that he shall not be placed in Class I-S(C) if he has previously been classified in CLASS I-S(C) or has been deferred in Class II-S after June 30, 1967, and has received a baccalaureate degree.

Q — Did the Military Selective Service Act of 1967 change the entire law that provides the legal basis for the present operation of the Selective Service System?

A — No. The legal basis was established by enactment of the Selective Service Act of 1948. The Military Selective Act of 1967 only amended certain portions of that basic law.

Q — If a person liable for registration with the Selective Service System, within five days after his 18th birthday, fails to register with a draft board, what should he do?

A — He should go to the nearest draft board without delay and register. At the same time, he should furnish his own local board in writing with an explanation of his delay.

The rights of men registered with a draft board are guarded by appeal regulations, appeals from local board decisions being heard by our Texas appeals board and one appeal board panel.

Both the national and state directors of Selective Service may appeal from the determination of a draft board at any time, and government appeal agents may appeal at any time before a man is mailed an induction order.

A man registered with a board any person who claims to be his dependent, his employer under certain circumstances, and others may appeal to the appeal board from any classification.

The registered man and the others, named above, in most cases, are allowed 30 days from date a notice of classification is mailed to file the appeal. Regulations allow a longer period, 60 days, when the man is outside certain U. S. territories and foreign countries, or is on the high seas.

A draft board may allow appeals beyond these time limits if it is satisfied that the failure of the person to appeal within the period was due to lack of understanding or to some cause beyond his control.

The person who desires to appeal must file written notice within the local board, and the notice need not be in any particular form, but must state the registered man's name and the identity of the person appealing.

When an appeal involves occupational deferment, and the place of employment is outside the local appeal board area, the person appealing may request appeal to the appeal board having jurisdiction over the place of employment. Current residence outside the area also permits transfer of appeal.

When a man has been classified by an appeal board, and

there is a dissenting vote, he and certain others may appeal to the President of the United States by filing a request with the local board.

If a young man is classified in Class I-A, how long will it be before he is drafted? He can be drafted as young as 18½ under the law, but currently men 19 through 25 are ordered. It is possible for the age to go above that.

When a board gets a quota, it fills it from its acceptable I-A men in the following order:

1st liable group: Draft delinquents who have reached 19, the oldest being selected first.

2nd liable group: Volunteers below the age of 26 in the order in which they have volunteered.

3rd liable group: Nonvolunteers, 19 through 25, who do not have a wife with whom they maintain a bona fide family relationship in their homes, the oldest being selected first.

A man who has children or children with whom he maintains a bona fide family relationship in their home, and who is not a physician, dentist, veterinarian, osteopath, optometrist, male nurse, or student deferred in Class II-S upon request since June 30, 1967, is deferred in Class III-A. Any man whose induction would result in "extreme hardship" to certain dependents, is deferred in Class III-A.

The Secretary of Defense may call for any specific age group to be selected, but he has not used this authority up-to now.

Taxpayers Ask IRS

This column of questions and answers on federal tax matters is provided by the local office of the U. S. Internal Revenue Service and is published as a public service to taxpayers. The column answers questions most frequently asked by taxpayers.

Q — Can I forget about the 4th installment of my estimated tax if I file my 1967 return early?

A — If you file your 1967 return and pay the balance due by January 31, there will be no penalty for not paying the 4th installment. If you do file early, don't forget your estimated tax declaration for 1968. The deadline for filing this declaration and paying the first installment of any tax due is April 15, 1968.

Q — I got a Form 1040A in the mail. Does that mean I can't use the long Form 1040?

A — You should file the form that best meets your tax situation and the requirements of the law. You received Form 1040A in the mail because that was the form you filed last year.

Q — When can I expect to get my W-2 statement?

A — The law requires employers to distribute W-2 withholding statements to employees by January 31.

When you receive your W-2, be sure to attach it to your return when you file. Failure to do so delays refunds on over 200,000 returns last year.

Q — When is the next payment due on my maid's Social Security?

A — The next quarterly report is due January 31.

Also due by January 31 is a statement to your maid covering the total amount of wages paid and Social Security taxes withheld during 1967.

This report may be made in any form suitable for the employer to keep. It should show the employer's name and address, the employee's name, address and Social Security number, the total amount of wages paid, and the total amount of employee Social Security tax deducted.

For your convenience, IRS has prepared Form SS-14, that can be used to provide this information to household employees. Copies may be obtained by sending a post card to your dis-

trict director.

Q — Can you take a deduction for clothing or furniture given to charity?

A — If you made the donation to a qualified charitable organization, you may deduct its fair market value as a charitable contribution on your return. In order to do this you must itemize all your deductions rather than take one of the standard deductions.

Q — The label on the tax return I received in the mail is wrong. What should I do?

A — Draw a line through the incorrect part and put in the proper information. Return the corrected label with your return when you file so that your return will be properly identified and the needed correction can be made on your tax account.

Q — When you support somebody over 65, can you take an additional exemption for him because of his age?

A — No. There is just one \$600 exemption for a dependent regardless of age.

Q — I didn't cash one of my stock dividend checks until this year even though it was issued in 1967. What year should I report it?

A — The law says income should be reported the year it is constructively received. In your case this means the dividend check should be reported as income for 1967.

Applying this same rule to interest on savings accounts, interest should be reported the year it is credited to an account even though it is not entered in the savings account passbook until the following year. For example, interest for the quarter ending December 31, 1967 should be reported as income on 1967 returns.

AUSTIN HIGHLIGHTS

Liquor, Junior College Are Big Topics In Austin

By VERN SANFORD
Texas Press Association

AUSTIN — Texas Liquor Control Board activities occupy a widening spotlight.

Complaints of wrong-doing by some board employees will be aired at a hearing before LCB members and Administrator Coke Stevenson Jr. here January 29.

Gov. John Connally has praised the board for firing of seven men over incidents involving questionable sale of a confiscated truck and alleged mishandling of 11 bottles of contraband liquor.

Dallas Dist. Atty. Henry Wade called on the Texas Department of Public Safety to investigate the LCB after his staff came up with what he termed a "protection" scheme involving board agents, Grand jurors in Smith County also are probing a claim that one liquor license was so quickly granted that local law enforcement people had no chance to object.

Connally said he is confident the board itself will pursue every lead relentlessly and will call on DPS and the state attorney general to assist with the January 29 hearing.

"The board feels as I do," said the governor, "that any employee guilty of questionable conduct or misfeasance or malfeasance should be punished severely and quickly."

JUNIOR COLLEGE PROGRAM — Only minor objections were heard at the Coordinating Board of Texas College and University System, held a public hearing on its new plan for dividing the state into 82 regions. Plan would allow each region at least one junior college.

Project envisions basic post-high school education at junior colleges, with upper-division college work done at senior colleges and post-graduate work at the major universities.

Only objections to the plan were from Chambers of Commerce and similar organizations. Some did not like the way the board lined up the regions, leaving them with little hope of having their own junior college.

APPLICATION REVIEWS BEGIN — Texas Water Quality Board will begin considering applications for grants and loans to plan areawide sewage treatment facilities on March 1.

Last year the Legislature allocated \$2,000,000 for planning and feasibility studies for such facilities.

Board already has established a tentative priority system with ratings from "A" to "D". Top "A" areas are Bexar and assured of getting part of the funds available.

"A" areas are Bexar and Guadalupe Counties; Jefferson and Orange Counties, Galveston County; Brazoria, Fort Bend, Harris, Liberty and Montgomery Counties; Cameron County; and Collin, Dallas, Denton, Ellis,

Johnson, Kaufman, Rockwall and Tarrant Counties.

"B" ratings went to Travis, McLennan, San Patricio and Nueces, Lubbock, Potter and Randall, Archer and Wichita Counties.

"C" areas include: Gregg and Rusk Counties; Bowie, Grayson, Jones and Taylor Counties; El Paso and Bell Counties.

Counties in "D" priority are Brazos, Webb, Midland and Ector, Howard, Tom Green and Smith.

APPOINTMENTS ANNOUNCED — Howard B. Boswell of Austin is new executive director of Texas Water Development Board. He succeeds Joe G. Moore Jr., who becomes commissioner of the Federal Water Pollution Control Administration on February 1.

Robert L. Lewis, formerly of Ennis, succeeds retiring Talbot S. Huff as chief engineer of highway design for the Texas Highway Department on February 29.

John Myers Stokes of Lufkin is in charge of research services to candidates for the Republican state headquarters.

House Speaker Ben Barnes has named to the new Interim House Criminal Law Study Committee: Reps. James Nugent of Kerrville (chairman); Joe Shannon of Fort Worth; and Cletus Davis of Houston. Also El Paso District Attorney Barton Boling and San Antonio attorney Joe Frazier Brown.

Dr. Porter M. Bailes Jr. of Tyler was appointed by the State Board of Education to fill the seat of Dr. B. E. Masters of Kilgore, who retired January 1.

Longtime State Highway Engineer DeWitt C. Greer, Mark H. Hulings of Corpus Christi and Floyd J. Childs of Abilene are the new executive committee members of the Texas Good Roads Association.

McKee was the low bidder among seven. Other bids ranged up to \$5,328,000. It's the third big, new, modern office building in the complex.

Construction is scheduled to start on February 1.

STATEWIDE SCHOOL PLAN — U. S. Office of Education and the State Board of Education have given their approval to the Texas Education Agency's plan for developing a statewide program for coordinating the long list of federal, federal-state and local education programs.

Plan includes "integrating, coordinating and focusing presently diverse educational programs in the state on a limited number of high priority activities and populations."

Idea is that local school districts — after they've decided what federal and federal-state programs they want to participate in — file only one application, which would go through the state to the federal level. Then, when it's time to report back what the grant money was used for, only one report for all the various programs would be necessary from each district.

FINE ARTS GRANTS DISTRIBUTED — First \$23,109 in National Endowment for Arts grants has been distributed through the Texas Fine Arts Commission to help finance 11 cultural programs.

Money went to Midland Community Theatre, University of Texas Music Department, Texas Technological College in Lubbock, Victoria Civic Theatre, Dallas, Austin and Fort Worth Symphony Orchestras, Dallas Theatre Center, Houston Municipal Art Foundation, San Antonio's Texas Historical Theatre Foundation and Southwest Texas State College at San Marcos.

'68 TAGGED HISTORIC — About 7,000 motor vehicles will be registered in Texas this year, State Highway Department says that's the largest number in Texas history. All license plates have been delivered to county tax assessor-collectors and will be issued during February and March.

Some 4,750,000 tags will go on passenger cars and 1,900,000 on commercial trucks and tractors. Balance is for trailers and motorcycles — where the biggest increase will take place. Motorcycle registrations are expected to be up 16 per cent this year as compared to a 3.5 per cent increase in cars and trucks.

Each owner must furnish the tax collector's office with the vehicle's title, 1967 license receipt and the owner's current address and zip code.

DRAFT QUOTA DET — February draft quota for Texas is 1,165 men. This is compared with 1,659 for January, 924 for December, 1,159 for November, 977 for October and 1,180 for September, says Col. Morris Schwartz, State Selective Service Director.

February figure is five per cent of the national call of 23,300.

Local Selective Service Boards have been instructed to schedule 4,590 men for pre-induction examinations in February — a reduction from 5,455 ordered in January.

All-America fullback Larry Csonka of Syracuse set six Orange records last season by rushing for 1,127 yards. He led the team in scoring with 82 points.

READ THE CLASSIFIEDS.

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AT-TORNEY GENERAL'S OPINIONS — County commissioners courts are not bound under the new open meetings law to permit live broadcasts of meetings or the taping of proceedings for delayed broadcast, Atty. Gen. Crawford Martin held.

In other recent opinions, Martin concluded that:

- Anti-lottery laws are not violated by service stations which give away free cards entitling holders to win prizes.
- A city can impose its building restrictions on public junior college districts and require them to pay regular building permit fees.
- State Board of Examiners in Basic Sciences does not have authority to deny certificate of proficiency in chiropractic to an applicant otherwise qualified by law who presents evidence of having taken the required college credits.
- State Board of Registration for Professional Engineers can employ an investigator to assist

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

WRESTLING

Saturday, January 20
8:30 P.M.

JERRY KOZAK vs THE MUMMY

TERRY FUNK vs PY CHUNG

* Midgets * Midgets * Midgets *
Cowboy Bradley vs Little Brutus

HEREFORD BULL BARN
Ringside \$1.75 General Ad. \$1.00



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The '68 Chrysler Newport. Just one of the reasons why Chrysler sales are climbing so fast. Priced just a few dollars a month more than the most popular small cars, comparably equipped. But take a look. Does that look like a small car? Of course not. Doesn't drive like one either. That's why thousands and thousands of drivers switched to Chrysler last year alone. Who can afford a small car, when for just a few dollars a month you can move-up to Chrysler? Competition calls us unbeatable—see why?



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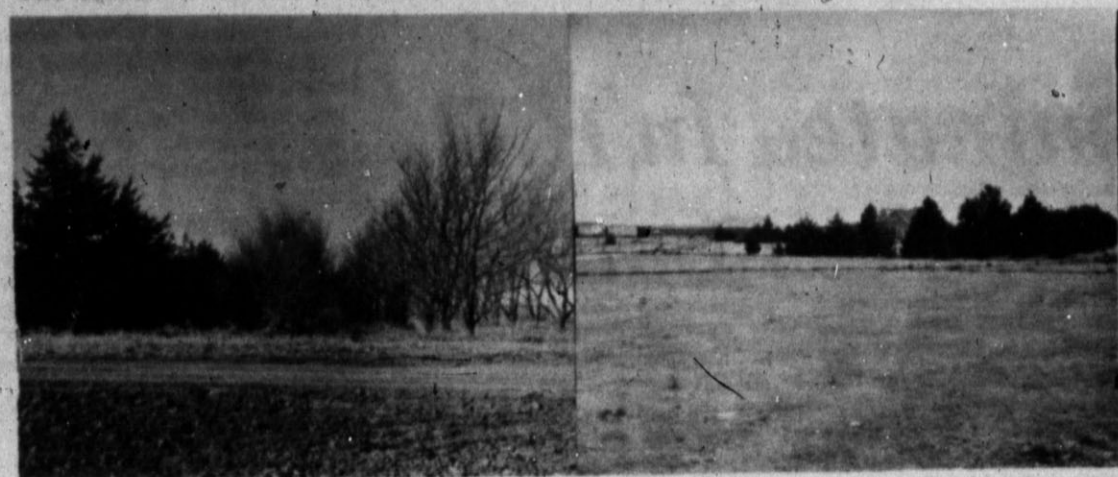
Taxes have you on the ropes? A little fancy footwork will bring you to the nearby office of H & R BLOCK—The Income Tax Champions! We'll give your tax return a knockout punch with our fast, accurate, guaranteed service.

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GUARANTEE We guarantee accurate preparation of every tax return. If we make any errors that cost you any penalty or interest, we will pay the penalty or interest.

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Weekdays 9 to 6 Saturday 9 to 5 Call 364-4840
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EXAMPLES OF WINDBREAKS — taken on William Wimberley farm
Two examples of windbreaks are pictured here. The photo at right was

Residents Urged To Get Windbreaks

Officials of the local Soil Conservation District remind residents planning to plant windbreaks this year that they can write to the Texas Forest Service, College Station, for applications for tree seedlings.

Fifteen windbreak species are available this year; black locust; buffaloberry; catalpa; Chinese elm; cottonwood; enonimus; pondea Mulberry; Austrian, Multiflora Rose Sycamor Osage Orange; Red cedar; and loblolly pine and black walnut stratified seed.

Seedlings are sold only for windbreaks and other types of conservation planting. None are sold for ornamental or shade tree purposes. No order for less than a total of 100 trees will be accepted.

Mason Cloud, head, Reforestation Section, Texas Forest Service, said the delivered cost of both seedlings and seed will be \$1.50 per hundred plus state sales tax. Shipments will begin about the middle of February

and end around the middle of March.

Windbreak planting guides are shipped with each order and are also available from County Agricultural Agents and from the Texas Forest Service, College Station.

Field windbreaks are planted in crop fields to control wind erosion and lessen the drying effect of wind on the soil. They conserve snow moisture needed in low rainfall areas.

Because of the large amount of "edge" in relation to acreage, field windbreaks are especially valuable in providing wildlife cover. They create homes for insect-eating birds close to the cropland, where they do the most good. They provide cover and travel lanes for game.

Farmstead windbreaks are planted around farm buildings to protect them from winter wind and snow. They are much used by wildlife and are very important to pheasants in the winter.

WT To Battle Oklahoma City

CANYON — West Texas State's basketball team travels to Oklahoma City Friday for a Saturday night engagement with previously eighth ranked Oklahoma City University. Tipoff is set for 8 p.m. at the Fairgrounds Arena.

Both the Buffs and Chiefs will be seeking to rebound from Saturday night losses which saw West Texas fall to second ranked Houston 96-53 and Oklahoma City University drop an 88-86 cliffhanger to Creighton. The Oklahoma City loss was the third in their last four starts and moves the Chief's season record to 9-3. West Texas now stands 1-5 for the year with their lone win coming over University of Albuquerque.

Saturday night's contest is billed as a showdown between the nation's fourth and fifth ranked scorers. Oklahoma City's 6-1 guard Rich Travis was fourth ranked this week with a 32.1 scoring average and West Texas' 6-6 forward Simmie Hill placed fifth with a 29.5 average. After Saturday losses, both Travis and Hill's productions dropped with Travis dropping to 29.4 and Hill falling to 26.8.

The Buffs return to the home court Jan. 24 when they host Centenary College of Shreveport, Louisiana. The WT Freshman team will meet Amarillo AFB in a 6 p. m. preliminary game.

ROBERT BARRETT IS PROMOTED

Cadet Robert Barrett, son of Mr. and Mrs. Jesse R. Barrett, 342 Avenue D, Hereford, has received promotion in rank to cadet private first class, at Oklahoma Military Academy, in Claremore. Barrett is a junior college freshman, attending O M A for the first year.

Although Westminster Abbey is now a place for the coronation of English kings and burial of famous British dead, it was built in the Middle Ages as a home for a group of Benedictine monks who lived a very simple life there.

There are 550 different kinds of acacia trees native to tropical and subtropical areas. An Indian acacia produces a valuable medicine called catechu.

Stanton had one team playing for trophy honors Saturday as the 7th grade squad collected the second place trophy when they fell to Dumas in the finals.

L Plata will next see action on their home court today when Gattis Junior High of Clovis, N. M. pays a visit, with the 7th grade game to begin at 5 p.m.

and the 8th and 9th grade games following.

Stanton will play Tulla here today at 5:00.

Stanton, La Plata Cage Teams Win Trophies In Canyon Meet

The La Plata and Stanton Junior High's saw three teams between them representing Hereford in the bid for trophies in the Canyon Junior High Basketball Tournament last weekend.

Kings, Queens Bowling Action

"Bowlers of the Week" in Kings and Queens bowling action were Kenney and Pete Messer.

Kenney Messer rolled a 593 while Pete Messer was 77 pins over his average. High "Scratch Game Series" went to L. J. Clark with a 592 while Alice Lueb rolled 538. Clark had a 211 for "High Scratch Game" honors while Mrs. Lueb got 225. Clark also had "High Handicap Game" and "High Handicap Series" with 222 and 625, respectively.

"High Team Series" honors went to Team 2 with 2295, and "High Team Game" went to Hereford Labs, Inc. with 810.

Results of the action include: Hereford Labs, Inc. won 3 & lost 1; Team 6 won 1 & lost 3; Vance Hall Sporting Goods won 4 & lost 0; Quarter horse Club won 3 & lost 1; Team 2 won 4 & lost 0; Team 6 won 1 & lost 3; Sunset Foods won 0 & lost 4; One Hour Martinizing won 1 lost 3; and Farmers Elevators won 0 & lost 4.

Standings to date include Vance Hall Sporting Goods 2245-914; Sunset Foods, 20-12; Quarter horse Club, 19-13; Team 6, 15 1/2-16 1/2; Hereford Labs, Inc., 14-18; Team 2, 14-18; Farmers Elevator, 12-20; and One Hour Martinizing 11-21.

Livestock Show Set In Lubbock

Catalogues for the Thirty-Fifth Annual South Plains Junior Livestock Show will go in the mail next week for the show that will be held March 19-23 at the Panhandle-South Plains Fairgrounds.

For the first time in the 35-year history of the event the show will be starting in mid-week. The reason for the new dates of the show is that it will be held this year in conjunction with the ABC Rodeo, which will run March 20-23. Thus making Lubbock the Rodeo-Livestock capital of Texas during the month of March.

The Livestock Show, sponsored annually by the Lubbock Chamber of Commerce and Board of City Development draws entries from New Mexico and Texas and over 2000 entries are expected for the 1968 edition. According to Clyde A. Fort general chairman of the show, entry blanks will be sent out next week and will be accepted thru March 11.



DR. JOHN CRONIN, assistant professor of chemistry at Southwestern State College, Weatherford, has received a grant for research in oceanography from the Society of Sigma Chi. During the year-long study Dr. Cronin, a native of Hereford, will attempt to determine what causes water in the oceans, lakes and rivers to have different colors.

WE GIVE WE GIVE WE GIVE WE GIVE WE GIVE

Prices Effective Thursday, Friday & Saturday
January 18, 19, 20 at Taylor & Sons, Hereford

<p>Round Steak lb. 89¢</p> <p>Loin Steak lb. 89¢</p> <p>T-Bone Steak lb. 98¢</p> <p>Shurfresh Bacon 1-lb. pkg. 59¢</p> <p>Shurfresh Franks all meat-pkg. 59¢</p> <p>Maryland Club</p> <p>COFFEE all grinds - 1 pound can 65¢</p> <p>Crisco Highly Unsaturated SHORTENING 3 pound can 79¢</p> <p>Gold Medal all purpose FLOUR 5 pound bag 49¢</p> <p>OLEO Parkay 1-lb. ctns. 4/\$1.00</p> <p>EGGS Taylor & Sons Grade "A" Medium 3/\$1.00</p> <p>BISCUITS Shurfresh cans 8/\$1.00</p> <p>FROZEN SHRIMP Blue Plate Breaded - 10-oz. 59¢</p> <p>FROZEN ENCHILADAS Patio 22 ounce 59¢</p> <p>GRAPE JUICE Welch's 24 ounce bottle 39¢</p> <p>TOMATO SOUP Campbell's - Number 1 can 10¢</p> <p>PEANUT BUTTER Miss Texas 2 1/2-lb. jar 89¢</p> <p>POST TOASTIES Cereal - 18 ounce box 39¢</p> <p>RED PLUM JAM Bama 18 ounce tumbler 2/69¢</p>	<p>Fresh Ground Beef lb. 39¢</p> <p>All Meat Bologna chunk lb. 49¢</p> <p>COFFEE all grinds - 1 pound can 65¢</p> <p>SHORTENING 3 pound can 79¢</p> <p>FLOUR 5 pound bag 49¢</p> <p>OLEO Parkay 1-lb. ctns. 4/\$1.00</p> <p>EGGS Taylor & Sons Grade "A" Medium 3/\$1.00</p> <p>BISCUITS Shurfresh cans 8/\$1.00</p> <p>FROZEN SHRIMP Blue Plate Breaded - 10-oz. 59¢</p> <p>FROZEN ENCHILADAS Patio 22 ounce 59¢</p> <p>GRAPE JUICE Welch's 24 ounce bottle 39¢</p> <p>TOMATO SOUP Campbell's - Number 1 can 10¢</p> <p>PEANUT BUTTER Miss Texas 2 1/2-lb. jar 89¢</p> <p>POST TOASTIES Cereal - 18 ounce box 39¢</p> <p>RED PLUM JAM Bama 18 ounce tumbler 2/69¢</p> <p>Great Buy!</p> <p>Rubbing Alcohol pint bottle 10¢</p> <p>Mixed Nuts 13-ounce can 49¢</p> <p>Corn Chips regular 49¢ bag 39¢</p> <p>Dog Food tall size can 13 for \$1</p> <p>AN EXTRA BONUS</p> <p>SHURFRESH COUPONS! You receive 1 coupon with each half gallon—2 coupons with each gallon! Coupons good for valuable prizes!</p> <p>SAVE SHURFRESH COUPONS</p>
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WE GIVE WE GIVE WE GIVE WE GIVE

Club Choices

Five Nominated In H.D. Woman Of Year Contest

Five nominees from Home Demonstration Clubs of Deaf Smith County will vie for the title of County H. D. Woman of the Year in voting to be conducted at the annual Appreciation Luncheon Monday, when the clubwomen will be hostesses to local backers of their program.

A WOMAN OF THE Year is customarily chosen at the luncheon from members nominated by the various clubs. Nomination is based on club and community service activity of the 1967 calendar year.

This year's nominees are Mrs. Jimmie Bradley of Bippus Club, Mrs. H. D. Fowler of Dawn, Mrs. Frank Brorman of Ford, Mrs. Paul Hoff of North Hereford and Mrs. Dale Hallows of Progressive.

MRS. HALLOWS has just completed her second year as president of her club, in which she has held all offices in the 12 years she has been a member. She is on the recreation committee of the County H. D. Council and was one of the delegates from this county to the district meeting of the Texas H. D. Association at Wellington. She has assisted in 4-H Club work of this county, as she did before she moved here in 1952.

The Hallows family, living on a farm northwest of Hereford, includes four children. The oldest, Lane, is a student in Brigham Young University at Provo, Utah; Linda, Julie and Bret attend Hereford schools. Mrs. Hallows is active in the Church of Jesus Christ of Latter Day Saints and teaches a Sunday School class of five and six year olds.

SERVING HER second year as THDA chairman for Deaf Smith County, Mrs. Hoff is a 21-year member of North Hereford Club, now president for a second term. She was a delegate to the last three state meetings of THDA and has attended 15 district meetings.

Missing only three County H. D. Council meetings in three years, she has worked on numerous committees. Last year she had charge of the annual cookbook sale in which 885 books were sold in a week. She was named sales manager for the 1967 edition of the books, which are sold to raise Council funds.

Mrs. Hoff is a member of the Presbyterian Church. She and her husband have four children, all married, and eight grandchildren. They recently celebrated their 40th wedding anniversary. Mrs. Hoff is known for her habit of expressing neighborly concern for the elderly, the ill or bereaved with gifts from her kitchen.

A YOUNG FARM wife of the Ford Community, Mrs. Brorman is club secretary and reporter, a member of the telephone and cheer committees. As alternate delegate to the County H. D. Council, she is also Council reporter and she arranged the workshop for club reporters at the beginning of 1967.

She has been an H. D. member four years and enjoys most the demonstrations of cooking and sewing, "practical things that I can take back and use at home immediately". She assisted with the Cancer Society drive in her neighborhood last

year; is active in the P-TA at Vega, where her two older children attend school.

Sharon and Tommy, the two younger, are of pre-school age. She sings in the choir and teaches a children's class at Immaculate Conception Catholic Church at Vega and is corresponding secretary of the Council of Catholic Women for the Amarillo Diocese.

MRS. Fowler lives on a ranch 23 miles northeast of Hereford in the Wildorado community and has been in the Dawn Club 11 years. A former president, she was Council delegate last year, took part in candy-making, clothing and craft workshops.

Gardening and landscaping projects have been a major interest and she helped set out 300 evergreen trees for windbreaks on the Fowler place. She joins in family hobbies of hunting rocks and Indian artifacts, likes china and ceramic painting and swimming in the pool the Fowlers built.

In her family are two sons, Jim, 13 and Bill, 17. Mrs. Fowler does some part-time work at the Dawn Postoffice, helps with county elections, and takes part in activities of the Dawn Community Association.

A THIRD YEAR of perfect attendance at County Council meetings has been chalked up by Mrs. Bradley, who lives in the far northwest part of the county. She is Council secretary and vice president of Bippus Club.

A former Gold Star 4-H Club girl, she has been in the H. D. Club eight years, active in district and state THDA work and is her club's nominee as a 1968

county delegate to the district THDA meet. She aided her club's part in the annual Bippus Homecoming last summer and completed a term as secretary of the Homecoming Association.

A Cub Scout Den Mother, she was among those awarded badges at the recent Tierra Blanca District Boy Scout awards banquet. She is secretary of the P-TO at Adrian, where her two children attend school, and is in charge of the nursery at Adrian Baptist Church.

Income Tax Facts

DALLAS — Employers have an important tax deadline Wednesday, January 31, 1968.

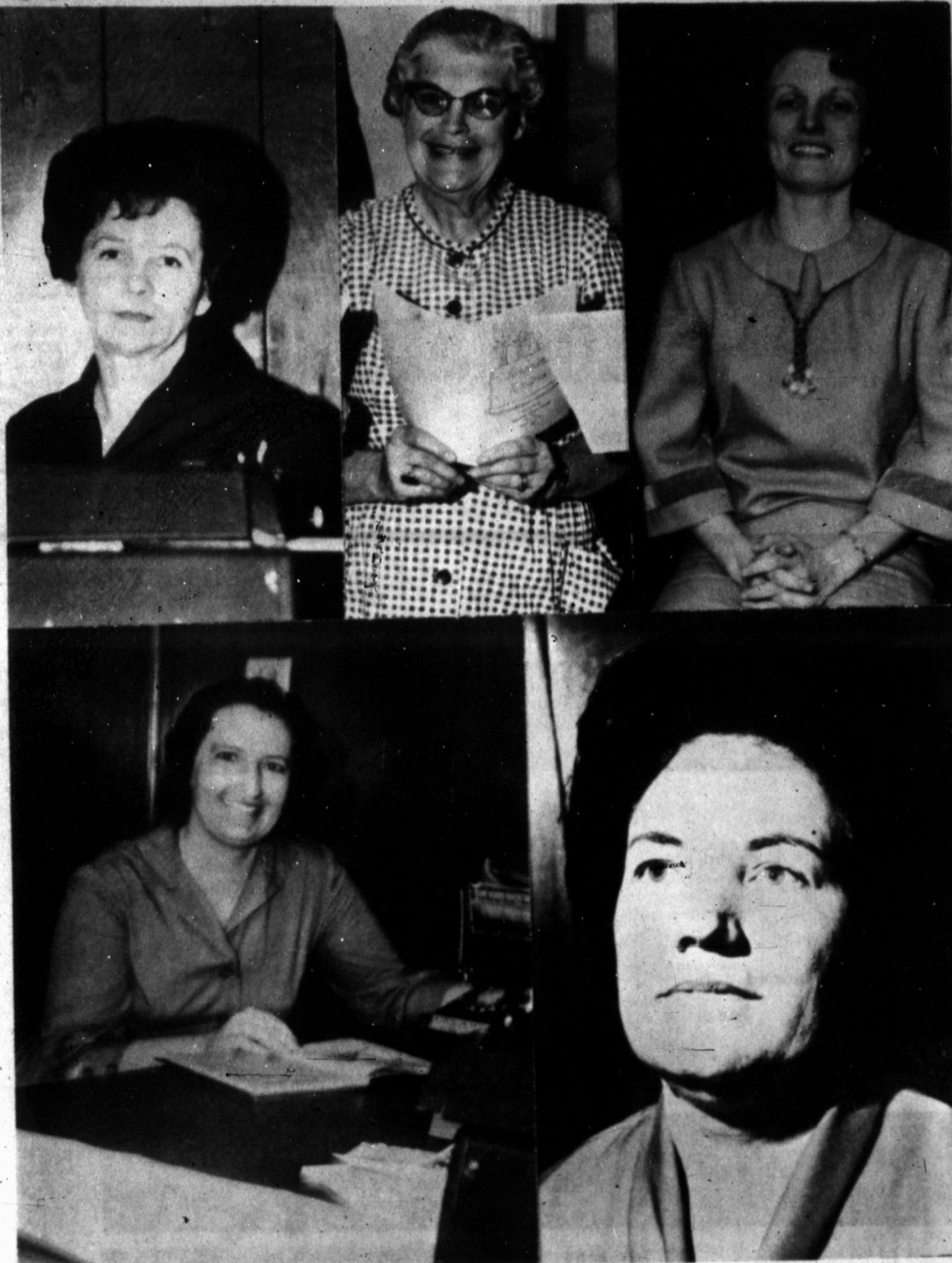
This is the due date for reporting and paying withheld income tax and social security taxes for the calendar quarter ended December 31, 1967, according to Ellis Campbell, Jr., District Director of Internal Revenue for Northern Texas.

Employers who receive a pre-addressed Form 941 should use this form to report their tax liability and should attach to the return the validated depositary receipts for the months of October and November. If you made a deposit for December, that receipt should also be attached.

Employers who made deposits in a Federal Reserve Bank or authorized commercial bank sufficient to pay their full tax liability for the quarter ended December 31, 1967, have until Monday, February 12, 1968 to file Form 941.

January 31, 1968, is also the due date for reporting and paying Federal Unemployment Tax for 1967. Employers liable for this tax should file Form 940 for 1967.

READ THE CLASSIFIEDS.




H. D. CLUB NOMINEES — Choices of their respective clubs as Woman of the Year, these five will compete for the title of County Home Demonstration Club Woman of the Year at the annual H.D. Appreciation Luncheon Monday. From left above are Mrs. Dale Hallows of Progressive Club, Mrs. Paul Hoff of North Hereford, Mrs. Frank Brorman of Ford; below, Mrs. Jimmie Bradley of Bippus and Mrs. H. D. Fowler of Dawn Club.

Ford LTD, XL, Country Squire...
for people who don't want to pay extra for disappearing headlamps.



Don't spend a cent until you've seen Ford LTD, XL and Country Squire. All three give you disappearing headlamps and die-cast grilles at no extra cost—the only cars in their class that do! Elegant outside. Elegant inside. Three of the quietest-riding Fords ever built. See the man with better ideas...your Ford Dealer.

<p>FACTS ABOUT THE 1968 FORD</p>	<p>You'll find Better Ideas throughout the entire 21-car Ford line: Power front disc brakes at no extra cost when you order power brakes • Ford's exclusive push-button</p>	<p>tuning when you order AM radio/Stereo-Sonic tape • 2-way Magic Door/gate on all seven Ford wagons • Choice of formal or fastback styling on Galaxie 500 2-Door Hardtops</p>	<p>• An optional automatic ride control system. And to top it all, you get one of the world's smoothest, quietest rides. Test-drive a Ford and see for yourself.</p> 
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ORVAL WATSON FORD SALES
Hereford, Texas



Mr. Farmer...

OUR

ALL RISK

IRRIGATED WHEAT POLICY

is available again this year!

Because the demand for this policy has been so great we have been unable to contact all those who have expressed an interest in being insured.

GET YOUR APPLICATION IN EARLY

We have only a few limited premium dollars left to write.

ROBINSON INSURANCE

218 W. 3rd

Phone 364-2232

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Lloyd

2 Holly Plants Will Be Expanded

Colorado Springs — Holly Sugar Corporation has announced the expansion and modernization of its plants at Tracy and Hamilton City, in Northern California.

At the same time, the company said it would phase out its Alvarado sugar beet slicing operation at nearby Union City, moving much of its equipment from this location to Tracy and Hamilton City.

According to John B. Bunker president of this major food processor, Holly will continue to operate its storage and distribution facility at Union City.

This facility stores liquid sugar which Holly sells to its many customers in Northern California.

Mr. Bunker said that Holly is working closely with Local 183 of the Distillery, Rectifying, Winery and Allied Workers International Union, AFL-CIO, in order to place in other positions as many as possible of its 46 full-time Alvarado employees who were involved in slicing operations. The company expects to be able to offer many employment opportunities at Tracy and Hamilton City, due to its expansion plans for these two

plants. Mr. Bunker added that Holly will develop its former Alvarado plant site into a modern, industrial park. The company owns approximately 200 acres of land in Union City, one of the last remaining large sites in this area with ready access to major transportation routes. The Holly acreage is just south of the Oakland Airport and adjacent to California highway 17, known as the Nimitz Freeway, as well as to a spur of the Southern Pacific Railroad.

A spokesman for the company said Holly may seek a major joint venture partner to develop the potential of this and other property owned by the company.

According to Mr. Bunker, the Union City property, which used to be in the heart of an important agricultural area, "has in recent years rapidly become

New Act May Curb Ads For Alcohol

If the Senators and several Congressman from Texas have their way, it will become illegal to advertise alcoholic beverages on radio or television between 3 and 10 p. m., according to a survey conducted by Texas Alcohol Narcotics Education (TANE).

urbanized. Today, land to the east and north is occupied predominantly by homes, shopping centers, and industrial plants and research installations. The changing nature of this area makes it unsuitable for a processing plant but ideal for an industrial park."

Both Senator John Tower, conservative Republican, and Senator Ralph Yarborough, liberal Democrat, have approved Senate bill 2202 which would prohibit advertising liquor, beer and wine during the hours children most watch television.

Tower said of the bill, sponsored by Sen. Wayne Morse of Oregon, "Be assured that I shall support this measure when it comes before the floor of the Senate."

Yarborough, speaking before the Senate, said, "I believe we should make a more serious effort than we have in the past

to keep our children from beginning to drink." He said present advertising is designed to encourage them to drink. The average teenager, influenced by radio and television advertising, begins to drink prior to graduation from high school, he said.

According to the TANE survey, several Texas Congressmen have expressed approval of the bill. Wright Patman of Texas said, "I am pleased to say I would favor the passage of S 2202, if and when it is introduced in the House."

Bob Casey of Houston said, "At first blush, without hearing any of the pros and cons, I would be inclined to vote for the bill, should it reach the House." Graham Purcell of Wichita Falls said, "...my present feeling is that I would support the bill if it came up for a vote in the House."

O. C. Fisher of San Angelo said, "Frankly, I would support any legislation which would help promote temperance."

Jim Wright, of Fort Worth, said, "Personally, I would be inclined to support such a measure as this."

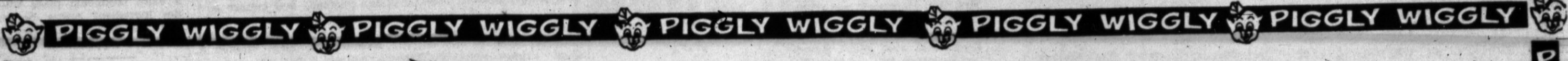
Olin Teague of Hillsboro said, "My honest feeling is that I could not vote for such a bill unless it included cigarettes and other items harmful to the health and welfare of our nation, and further that it would exclude them altogether, not merely between certain hours."

None responding to the TANE survey expressed opposition to the bill although some left both gates open.

TANE is a non-profit educational organization, whose goal is to prevent problems that arise from alcohol, narcotics and other dangerous drugs.

TANE's educational work is done through books, pamphlets, films, film strips, church programs and public school assembly programs. A speakers bureau of more than 100 men operates state-wide.

GIVE ATTENTION TO ICE DAMAGED TREES — Prompt attention and proper treatment of shade trees damaged by recent ice storms will materially aid in preventing permanent disfigurement and possibly the premature death of the tree. This advice comes from Everett Janne, Extension landscape horticulturist at Texas A & M University. Live Oak trees were especially hard hit, he said. He suggests a visit to the local county Extension office for a copy of B-977, "Modern Pruning Method," for detailed information on the needed corrective pruning.



STOCK UP WITH THESE FROM PIGGLY WIGGLY



WE GIVE VALUABLE



WITH EVERY PURCHASE

WEST-BEND TEFLON-COATED SKILLET with cover



Weekend Special!

12" Skillet regular \$7.95
10 1/2" Skillet regular \$6.95

\$2.49 each with every \$10.00 purchase

BABY FOOD	Gerber's strained fruits & vegetables 4 1/2 ounce jar	9c
FLOUR	Gladiola all purpose 10 lb. bag	98c
DR. PEPPER	King Size Regular or Diet 6-bottle carton plus deposit	39c
Slender 4 ENVELOPES	Tendercrust Brown & Serve Rolls	249c
75c	Tendercrust Hog Dog or Hamburger Buns	2/49c
	Shurfine - 26-oz. bottle	2/79c
	Pillsbury Batter Cake Mixes flavors	3/\$1
	Shurfine Whole Sour Pickles jar	3/\$1

HOT DOGS with chili & mustard

Saturday Only **10c** ea.

FOLGER'S COFFEE 3-pound can

\$1.99

CRACKER JACKS 10c size box

3 FOR 25c

SHURFINE FLOUR 5-pound bag

39c

Maryland Club COFFEE 1-pound can

65c

HAMS

Glover's fully cooked HALF or WHOLE your choice

49c lb.

Norbest Turkey Hens lb. 33c	Armour Star All Meat Franks lb. 55c	Fresh, Lean Pork Roast lb. 45c
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KOTEX 12-count box

39c

KLEENEX 4 200-count 2-ply boxes

\$1

Red Potatoes U.S. Number 1

5 lb. bag 25c

AVOCADOS California Fuerte	2 for 25c
BELL PEPPERS Texas lg. size lb.	25c
LEMONS fresh and choice from California lb.	15c

ALL DETERGENT 9-pound box **\$2.09**

LUX LIQUID 10c Off 22 ounce bottle **49c**

DOVE LIQUID 8c Off 22-oz. bottle **49c**

BREEZE 15c Off Label giant size box **65c**

Hand Lotion ANDREA DUMAN "World's Finest" 16-oz. plastic btl. 89c value **49c**

Dress Gloves Mens-Womens-Teens-Childrens made of vinyl - 99c value **59c**

Notebook Paper Affiliated Special! 400-sheets - reg. 98c value **69c**

Bean-Bag Ash Tray colors **3/\$1.00**

Rockingham Mugs stack style **4/\$1.00**

Tendercrust Bread **69c**

Shurfresh Milk **65c**

Put 'Um On Your Shopping List!








TO PRESENT CONCERT — A foursome from the McMurry College Chanters discuss some of the music to be presented in a Hereford concert with director Paul Engelstad, right. The concert will be at 7:30 p.m. Monday, Jan. 22, in the fellowship hall of First Methodist Church. The students, from left, are Judy James of Hamilton, Pat Hamilton of Lubbock, Janice Gregory of Van Horn and Jerrel Elliott of Brownwood.

Garcia News

By MRS. S. N. THWEATT
Brand Correspondent

Mr. and Mrs. Eldred Brown and Mr. and Mrs. S. N. Thweatt attended the ballgame at Bushland Saturday night, where the Walcott boys played St. Joseph's of Amarillo. The Walcott boys won first place in the tournament.

Others from Walcott, Garcia and Bootleg were Mrs. N.A. Brown, Mr. and Mrs. Buel Monroe and family, Mr. and Mrs. Bill White and daughter Sharon, Bruce Coleman and children, Mr. and Mrs. Dan Guseman, Mr. and Mrs. Wyne Bass and son, Jim Monroe, Mr. and Mrs. Bob Hammock and children, Mr. and Mrs. Charles Harrington, Mr. and Mrs. Ernest Brown and sons, Floyd Brown and sons, and Mr. and Mrs. El-

mo Hall and children.

Mrs. John McCullar of Lubbock is visiting her son and family W. L. McCullar of Hereford. Mrs. McCullar called Mrs. S. N. Thweatt Monday to report that her youngest son Wyne, who is in the Navy, returned to duty Saturday and will go to Vietnam. Mrs. McCullar recently lost her husband by death.

The Elton Sorrells family has gotten to their new home five miles west of Hereford on the Harrison Highway. Their daughter Debbie will enroll in Hereford schools and Linda already was attending school in Hereford.

Mr. and Mrs. Mac Page spent the weekend with Mr. & Mrs. Bill Page and Lisa. They went to 'Grady's' homecoming ballgame Saturday night.

Mr. & Mrs. T. J. Poindexter of Ree Heights, S. D., visited with the Elmer Northcuts.

Mr. Larry Roubison and son,

Larry of Clovis, N. M., visited with the Elmer Northcuts.

Mr. & Mrs. Elmer Northcutt and Mr. & Mrs. Bill Page and Lisa visited and had dinner with Mr. & Mrs. Jack Clark of Friona.

Miss Belly Potts, daughter of Mr. & Mrs. Roy Potts of Texico, N. M., slipped and fell on ice and hurt her back and hip. Betty spent Monday through Friday in Parmer Hospital in Friona. Betty is home and showing improvement.

Mr. & Mrs. Eldred Brown and son Tommy were dinner guests of Mr. & Mrs. Wilburn Rogers of Rose Dale, N. M. Sunday.

Mr. & Mrs. S. B. Pullman and Mr. & Mrs. T. J. Broxson and family, all of Clovis, N. M. were dinner guests of Mr. and Mrs. Ernest Brown recently.

Mr. W. L. Potts of Clovis, father of Mrs. N. A. Brown, spent Friday night in Mrs. Browns' home.

Cattle Feeding Tips Are Given

COLLEGE STATION — Supplemental feeding of range beef cattle is an important consideration of most Texas producers.

Liquid supplemental feeding is receiving more and more attention, says U. D. Thompson, Extension animal husbandman at Texas A & M University, and research has proved that it is feasible. Water-soluble nutrients are available and special formulations, even for individual cattle men, can be prepared says Thompson.

Molasses is the basic material used and is the readily available energy source required when feeding non-protein nitrogen (urea) materials. Mineral phosphorus is known to be deficient in dry roughage and mature pasture forage and this may be added in the water soluble form, adds the specialist. Vitamin A, sometimes a problem, can also be added in the liquid mix.

The combination of molasses and urea automatically limits consumption to approximately two to four pounds per head per day to mature cattle, depending on quality and quantity of forage. This self-limiting amount, preferred by producers, also will help cut feed costs and permit all cattle in the same pasture a more equitable share of the feed, explains Thompson.

The animal husbandman advises that equipment costs and services should be considered in the appraisal of this feeding method. These can be relatively inexpensive or very expensive, he says. This factor alone may sometimes cause liquid protein supplements to be more expensive than oil seed protein feed.

Thompson believes liquid supplemental feeding has a place in the present and future cattle industry. It is expected to gain a more prominent place when the ingredient prices become more competitive with presently used feed supplements.

Classified Get Results

WHERE YOU ALWAYS BUY THE BEST FOR LESS

GIBSON'S DISCOUNT CENTER

LARGE SIZE TUBES
manufacturer's suggested selling price 59c ea.

37c

BRECKSET

STYLE-SETTING LOTION
Holds and Controls your Set.
Regular or Extra Hold.

Manufacturer's suggested price \$1.00

59c

Softique

Beauty Bath Beads
Manufacturer's suggested price \$1.00

59c

"HEADS-UP"

GILLETTE HAIR GROOMING

Tube Style Pre-Priced 98c

57c

Glass Ash Trays

Heavy Duty Set of 3 graduated sizes

37c

Pepto-Bismol

Pre-Priced 98c

59c

Haley's M-O

quart bottle regular or flavored. Manufacturer's suggested price \$1.79

\$1.19

Di-Gel Tablets

100 count bottle Manufacturer's suggested price \$1.75

99c

Scotties Facial Tissues

whites and asst. colors

27c

Scott Bathroom Tissue

4 rolls

37c

Scott Napkins

Jumbo Pak

33c

Scott Towels

White-solid colors-decor TWIN PAK

2 rolls

43c

Thigh-Hi HOSE

Seamless all colors

\$1.09 pr.

Girls Sleepwear

Nylon & Acetate Tricot Baby Dolls or Gowns

your choice

\$1.89

All Handbags

Large selection Fall Bags

1/4 Off

Gibson's Everyday Low Discount Price

ANACIN

FAST PAIN RELIEF

100 count bottle - Pre-Priced \$1.33

89c

noxzema

10 ounce jar

manufacturer's suggested price \$1.79

99c

Ladies "Permanent Press" Panties

100% Nylon Tricot Satin-Machine Washable-sizes 6-8 asst. colors pr.

49c

Dish Towels

Super absorbent Lint-free-jumbo size 18"x32"

29c ea.

GIBSON'S R pharmacy

SAVE ON PRESCRIPTIONS

PHONE 364-4900

Tissue Mates -or- Butter Twins

your choice

\$1.27

Seasonal Close-Out

\$1.39

gallon

\$8.34 case

ZEREX

ANTI-FREEZE AND COOLANT

Kodak 35mm Color Slide Film

KODACHROME X or KODACHROME II

36 exposure rolls Daylight or Blue Flashbulb film

\$1.75 each

"Circus" Mixed Nuts

Vacuum Packed

69c

PINE OIL CLEANER

pint bottle

29c

5-DAY DEODORANT PADS

75-Pad Jar Pre-Priced \$1.10

69c

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INCOME TAX?

THEN YOU NEED NATIONAL INCOME TAX SERVICE

Professional Tax Consultants

Check These NATIONAL Features:

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- * Specialists in Complicated Returns
- * Offices in 13 States
- * No Appointment Necessary
- * Normal Returns Ready in 24 Hours
- * All Work Guaranteed

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Costume Jewelry Dress Pins

2 FOR THE PRICE OF 1

Picture Albums

assorted color binders

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Gibson's Everyday Low Discount Price

DRESSER SETS

- 3-Pc. Set Brush-Mirror-Comb \$1.97
- 4-Pc. Set Powder Jar Brush-Mirror-Comb \$2.47
- 5-Pc. Set Perfume Dispenser-Cold Creme Jar Brush-Mirror-Comb \$2.87

New Series Of Stamp Books Will Go On Sale Here Soon

Hereford postmaster Nolan Grady has reported that a new series of stamp books will go on sale here, in view of the rate changes which were recently put into effect on postal rates.

Since minimum-weighted letters are now posted at 6 cents books will be offered containing 32 six-cent stamps with 8 one-centers, at \$2 per book.

For the new air mail stamps, 40 of the ten-cent variety will be offered at \$4 per book. They will also be sold in sheets and coils.

The local post office has not as yet received their first 10 cent airmail stamps. But Grady said that the Hereford

office was still ahead of several of the other towns, including Canyon. He has had to loan out some of the six-centers he has already received.

"It's still one of the best bargains in the world," Grady said about the 6-cent stamp.

He recounted some interesting facts and figures from postal history to reinforce his claim. Although the 5-cent letter rate has suffered the same fate as the nickel cigar, first-class postage is cheaper today than it was in many bygone eras, when a few pennies meant much more than they do today, Grady said.

For instance, in 1816 a single sheet letter cost 6 cents for delivery up to 30 miles. More sheets and more miles cost more money. A letter going 400 miles cost 25 cents per sheet.

In those days the recipient had to pay the postage, not the sender. And if the letter was actually delivered to the recipient — rather than picked up at the post office — there was an extra charge that was kept by the carrier.

It wasn't until 1855 that the sender was required to pay in advance for mail. Postmaster Grady said.

Uniform rates regardless of distance and free city delivery were written into the postal law books in 1863, during the Civil War. When the distance was dropped as a factor in computing rates, so was the practice of charging per sheet.

The basic unit for letter postage became a half ounce in 1863. The basic unit per one ounce which prevails today went into effect in 1885.

Turning to more recent history, Grady pointed out that the 100 per cent increase — from 3 to 6 cents — in first class postal rates since 1932 comports favorably with general in-

creases in prices and wages. He revealed that general consumer prices have gone up about 200 percent since 1932 and the average hourly earnings of manufacturing workers have risen by about 550 percent.

"Back in 1947 the letter rate was still 3 cents and everyone agreed that it was a really good deal. Since then, family income has gone up about 175 percent while the cost of mailing a letter has increased 100 percent. If letter postage was worth 3 cents the 1940's in terms of today's dollar its worth is more than 6 cents," Grady said.

Postmaster Grady estimated that the increase in postal charges that went into effect January 7 will add only \$2.25 per year to the \$16 the average household spent on postal services under the old rates.

Despite the great distances many letters must travel in the United States, our postal rates are lower than in most major countries, particularly when based on ability to pay, Grady declared. He said the average American worker earns the price of a 6-cent stamp in 1.3 minutes. It takes the average British worker 2.5 minutes to earn letter postage, the West German worker 2.7 minutes and the French worker 5.6 minutes.

Postmaster Grady said the higher postal rates mean that a greater share of the cost of running the Postal Service will be borne by the users of the mails rather than the taxpayer.

"The costs of running the Postal Service must be paid," he explained. "What isn't paid by mail users in postage is paid from general tax revenues. The approximately \$900-million in additional revenue the new rates will total will shift that much of the burden of paying for the Postal Service from the taxpayer to the mail users."

Club Protocol Is Topic For H.D. Program

Efficiency in conducting club meetings, with the duties of officers and members, equally stressed, was the lesson taught to Young Homemakers Home Demonstration Club when Argen Draper, County H. D. Agent, spoke on Club Protocol Tuesday morning.

Mrs. Richard Dodson was hostess in her home. Yearbooks for 1968 were distributed and members wrote in the details of future programs. Mrs. Dean Bryant presided for business. Club meetings are to be in homes this year, and Mrs. Carl Armstrong will be next hostess at 9:30 a. m. Feb. 6.

Leaflets with information regarding changes in standard pattern sizes were given by Mrs. Draper to Mmes. Charles Brown, Kenneth Bryant, Lloyd Smith, Huey Lowrie, L. G. Shelton, Lee Roy Burges, the president and the hostess.

"Certainly it's only fair that the people who use the Postal Service should pay the lion's share of its operating costs."

Postmaster Grady delved into history for an additional comment on the new postal rates:

"Actually, with the 6-cent stamp we are returning to the postal rate charged when New York was called New Amsterdam and was a Dutch colony. Then the postage, rate was 'three stivers of wampum' — the equivalent of about 6 cents."

He said that the local post office might set up a special window to exchange wampum for a 6-cent stamp — if anyone had the wampum to trade.

Sunset Keglers Bowling Action

Joyce Wartes, with 102 pins over her average, was named Star of the Week in Sunset Keglers bowling league action last week.

In other action, Mrs. Wartes had "High Individual Game" with 226; "High Team 3 Games" went to Medics with 2153; Chester Gin had "High Team Game" with 202; Mrs. Wartes also had "High Individual 3 Games" with 771. Jean Henderson picked up the 5-9-7 split during game play.

Results this week include: Thrift-T-Burger won 6 and lost 4; Medics won 4 & lost 0; Hereford Insurance won 2 & lost 2; Justice Realtors won 2 & lost 2; Sunset Lanes won 3 & lost 1; Owens and Hollingworth won 1 & lost 3; Chester Gin won 3 & lost 1; Imperial Coiffures won 1 & lost 3; Boyd Machine & Supply won 2 & lost 2; Hereford Welding won 2 & lost 2; Hays Implement won 4 & lost 0; and Gault & Son won 0 & lost 4.

Team standings thus far include: Hereford Insurance, 43-25; Medics 42-26; 41-27 for Justice Realtors; Owens & Hollingworth with 39-29; Gault & Son with 37-31; Chester Gin, 36-32; Sunset Lanes with 36-32; Here-

February Draft Quotas Are Set

AUSTIN — State draft boards will be called upon to furnish 1,165 men for the armed forces in February, Colonel Morris S. Schwartz, state Selective Service director, said Tuesday.

This compares with quotas of 1,659 for January, 924 for December, 1,159 for November, 977 for October, and 1,180 for September.

The Selective Service boards will forward 4,596 men in February for pre-induction examination, Colonel Schwartz said, and they have scheduled 5,455 for this examination in January.

Local board quotas for induction and pre-induction examination in February are scheduled to be mailed from state Selective Service headquarters on or about January 10.

January calls for the local boards already have been assigned.



REDUCED THRU SATURDAY! TODDLERIME® BABY NEEDS AT TERRIFIC SAVINGS!

HEAVYWEIGHT DIAPERS REG. 2.98 DOZEN
Soft, absorbent heavyweight cotton diapers for baby's comfort and protection. All at this unbeatable Penney saving!
NOW 2 DOZEN FOR 4.88

Cozy thermal crib blankets
Fine quality Acrilan® acrylic thermal weave to keep baby comfortable all year 'round... by itself in summer, with a light cover in winter. Machine washable.
Reg. \$4 **NOW 3.44**

Rib knit training pants
Keep baby dry and comfortable with Toddlerime® training pants. Rib knit cotton with two way stretch. Machine washable. 1 to 3.
Reg. 3 for 1.49 ... **NOW 3 for 1.22**

Infants Stretch Playsuit
Pullover Playsuit for babies comfort. Soft, cozy, cottonknit is machine washable
now 1.98

Short sleeve undershirts
Lap over gripper front undershirts of machine washable cotton knit. Short sleeve styling with diaper tapes. 0 to 1 1/2.
Reg. 2 for 1.29 ... **NOW 2 for \$1**

Womens Plain or Print BETTER KNIT DRESSES Reg. 2.98 & 3.98 now 2 for \$5	Reduced to Clear Womens SWEATERS & SHELLS Reg. 5.98 to 7.90 now 3.99
Entire Stock Winter WOMEN'S BETTER COATS Reg. \$26 & \$45 now 18.88	Entire Stock Winter Womens CORDUROY JACKETS Reg. \$14-\$16 now 10.88
Entire Stock 11 Only GIRL'S WINTER JACKETS 8.88	Plain or Print Girls BETTER BLOUSES Reg. 2.99 now \$2
Girls Better DRESSES & SPORTSWEAR Reduced 3.88	Printed Cotton Toddler's KNIT SHIRTS 50c
3 Only 91" x 115" TUBULAR ROOM RUGS Reg. 27.98 now 21.88	Men's Casual PENN PREST SLACKS Reg. 5.98 now 3.33
SHOE CLEARANCE Girls Flats & Slip Ons now 3.88 Girls Corduroy & Velour Shoes now 2.50 Womens Flats & Heels Reg. 8.99 & 10.99 now only \$5	Womens Cotton Flannel Pajamas and Gowns Reg. \$3 & \$4 now 1.88 8 Only Boys Winter Jackets Reg. 12.98 now 9.88
Entire Stock Boys Sweaters Reg. 6.98 now \$4	1 Large Group Childrens Toys 1/2 price



LIMITED TIME! All our famous Fashion Manor sheets reduced

WHITE, PASTELS, DEEPTONES, PRINTS, STRIPES, PENN-PREST®, NEVER-IRON! QUALITY!

NATION-WIDE® quality, famous long-wearing cotton muslins. 133 count.*
twin 72" x 108" flat or Elasta-fit Sanforized® bottom **1.51**
full 81" x 108" flat or Elasta-fit Sanforized bottom. **1.71**
pillow cases 42" x 36" **2 for 83c**

PENCALE® quality, fine combed cotton percale, 186 count.*
twin 72" x 108" flat or Elasta-fit Sanforized® bottom **1.83**
full 81" x 108" flat or Elasta-fit Sanforized bottom. **2.05**
pillow cases 42" x 38" **2 for 1.05**

PENCALE FASHION COLORS: Pastels — pale pink, lt. lilac, pastel yellow, opaline green, seafoam, lime, milk chocolate. Deeptones — avocado, honey gold, hyacinth, copen blue.
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full 81" x 108" flat or Elasta-fit Sanforized bottom. **2.78**
pillow cases 42" x 38" **2 for 1.28**
*bleached and finished Sorry out of some sizes

Womens Reduced Headscarves 50c \$1	Group of Womens Better Slacks now \$5
Womens Spring Print Better Blouses 2 for \$7	One Group Ladies All Weather Coats Shortie \$5 Long \$10
Prices Slashed Womens Better Dresses \$3 to \$15	Clearance Printed Towels Bath Towel ea. 88c Face Towel 2 for 88c Wash Cloth 4 for 88c
Girls Denim Stretch Slacks now 1.88	Machine Washable Rondo Cotton Spring Prints 33c yd.
Woolens, Bonded Knits and Printed Corduroy 1.99	Prints & Stripes Denim & Broadcloth 44c yd.
Machine Washable Hopsacking Prints Reg. 1.49 now 77c yd.	\$1 TABLE \$1 Boys Sport Shirts Mens Tie and Hankie Sets Mens Sweatshirts Boys Winter Caps Girls Winter Caps Womens Nylon Slips
Girls Cotton Flannel Pajamas and Gowns Reg. 2.98 now 1.88	8 Only Mens Winter Jackets Reg. 17.98 now 13.88

Hereford, Texas
Penneys
AUTO CENTER

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Hours: Mon.-Fri. 7:30 p.m. to 6:00 p.m.
Saturday 7:30 a.m. to 8:30 p.m.

LOOK AT THESE LOW PRICES for a professional motor tune up with all parts and labor!

9.88* 13.88* 17.88*
4 CYL. 6 CYL. 8 CYL.

We carefully install new points, plugs, rotor, condenser and distributor cap... then expertly adjust timing, cam-dwell and carburetor. Result — your car gets more 'pep', better mileage... you get more driving enjoyment! Drive into Penney's and tune up now!

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Put big start power behind your key with our value priced **FOREMOST® RELIANT 12 VOLT!**

RELIANT GUARANTEE
Should any Foremost Reliant battery fail (not merely discharge) within 90 days from the date of purchase, return it to Penneys and it will be replaced free of charge. After 90 days but prior to the expiration date of the guarantee, J. C. Penney Co. will replace the battery charging only for the period of ownership, based on the current price at the time of return, pro rated over the stated guarantee months.

Guaranteed 24 Months
12.95
INSTALLED
Type 24 with trade

DRIVE IN! CHARGE IT!



LICENSING CONTINUES — Mrs. Dorothy Tisdale is shown administering another eye examination, one of the requirements in getting new drivers licenses. All licensed drivers must pass the state minimum standard eye examination and have a color photograph made at the time they apply for the new license at the Department of Public Safety office in the Deaf Smith County Courthouse. Drivers are urged to wait until the normal renewal time listed on their present license before applying.

Town & Country

MRS. T. B. THOMAS

Brand Correspondent
Mr. and Mrs. Raymond Higginbotham were recent visitors in Kansas City with his sister Mrs. Frances Doll. Mrs. Doll had just returned to the United States after a two-year stay in Europe.

Dan Thomas was in Lubbock on Wednesday night through Friday to meet a friend Freddie Fields of Robert Lee, who has just returned home from a year's duty in Vietnam. They stayed with Bob Westbrook at Tech.

Mr. and Mrs. Raymond Higginbotham spent the weekend in Spur with her parents, Mr. and Mrs. Ned Hogan.

Mr. and Mrs. Dale Cherry of Cuervo, N. M. were Sunday guests of their son Mr. and Mrs. Jim Cherry.

Mr. and Mrs. Floyd Dunavant spent the weekend in Bovina visiting with Mr. and Mrs. G. D. Turner and Mr. and Mrs. Gene McCallum.

Mr. and Mrs. Waymon Etheridge and family completed their move to Spearman on Monday. Mr. Etheridge is still carrying two casts around with her as a result of an auto accident before Christmas.

Mr. and Mrs. Raymond Morrison and children of Panhandle were Sunday dinner guests of his parents Mr. and Mrs. J. C. Morrison and Judith. On Sunday afternoon Mr. and Mrs. Don Heddings and children were en route home to Clovis from Amarillo where they had been guests of Mr. and Mrs. Ed Pinnell and children.

Mr. and Mrs. Bob Ridgeway and son of Vian, Okla. were guests of his aunt Mrs. Bess Werner on Friday night. The Ridgeways had been in Amarillo to visit his parents Mr. and Mrs. Gordon Ridgeway, residents of the Southwest Nursing Home. On Monday Mrs. Werner, Mr. and Mrs. George Turrentine and Alma Paetzold were visitors in Amarillo.

Mr. and Mrs. Herman Drake were hosts for dinner on Sunday with Bill Drake as the birthday honoree. Others enjoying the day were Mrs. Bill Drake and children of Dimmitt, Mr. and Mrs. John Bob Drake and Michael, Mr. and Mrs. Lee Drake and children.

In case area residents were wondering why so few youth in Hereford over the weekend, the reason was several took advantage of the school holiday and packed their gear and headed for the slopes of Red River. N. M. Those in on the fun were Rosie Rogers, Cathy Crist, Donna Coker, Jeanne Suttle, Linda Glenn, Lynda Jacobsen, Janet Fry, Johnny Clark, Betty Reddell, Karen Gilbert, Camille Langley, Don Hir, Becky Elliot, Pat Cooper, Larry Oglesby, Judy Yarbrow, Joe Jesko, Vickie Kerdall, Debra Wilson, Becky Owen, John Stagner, Suzanne Oglesby, Joe Paetzold, Johnny West, Frank Nobles, Ren Lee, and Hussien Shevki.

Adult sponsors were J. R. Oglesby, Mr. and Mrs. Ken Rogers, Mr. and Mrs. Lynton Allred, Mr. and Mrs. James Gentry and Mr. and Mrs. Richard Ward. At Red River the activities are varied for those who do not ski. There is always tobogganing, ice skating and just sight seeing. The group will return home on Monday with a few bruises ready for school on Tuesday morning.

Dan Thomas returned to school at Sul Ross at Alpine on Monday morning after spending the past three weeks here with his parents. Sul Ross completes

a semester before the Christmas vacation so while other students are taking final exams, Dan is registering and getting ready for the spring semester.

Several families took advantage of the long weekend for a short vacation, at Angels Eye near Santa Fe. Mr. and Mrs. George Turrentine, Patty, Jan, & Carol, alma Paetzold Mr. and Mrs. Gerald McCathern and family made the trip.

Mr. and Mrs. J. M. Simpson of Amarillo visited with her aunt Mrs. Bess Werner on Thursday. Simpson is the representative of the Amarillo district.

Allen Coker accompanied his grandfather Homer Reynolds from Oklahoma on Monday to finish the process of moving for Mrs. Kenneth Coker. Mrs. Coker has been staying with her daughter and husband Mr. and Mrs. Eddie Skypala while all her furnishings were being taken to Weatherford, Okla. Allen will enroll as a junior in the high school and Mrs. Coker will be attending school at Southwestern College.

Mr. and Mrs. Pie Harman accompanied by Mr. and Mrs. Ed Skypala were met by Hugh Harmon, Pam and Jerry of Guymon at Red River for a weekend of skiing. Th Harmon and Skypalas drove to Toas to spend Sunday night and a bit of sight seeing. Other area residents enjoying the weekend at Red River were Steve and Paul Hendon, Mr. and Mrs. Albert Maxwell, Mr. and Mrs. Ted Higgins and boys, and Mr. and Mrs. Marvin Coffey.

Mr. M. C. Kaul and Larry left on Monday afternoon for Hiawatha, Kansas to attend the funeral services for Mrs. Nannie Stoner, 79, mother of Mrs. Kaul and grandmother of Larry and Bussy Kaul and Mrs. Jack McCracken. Mrs. Stoner had been ill for several months. She was a member of the Church of God in Hiawatha. She is survived by two daughters Mrs. Kaul, and Mrs. J. B. McEnaney of Saint Jo, Mo. two sons Harold of Hiawatha, Orin of Coffeyville Kans, seven grandchildren and seven great-grandchildren. Services will be at Hiawatha and burial will be at Sabetha, Kan.

Pfizer, a pharmaceutical firm for veterinary medicines, sponsored a trip to Nassau for area residents, those enjoying the four-day trip were Mr. and Mrs. Jay Boston, Mr. and Mrs. Jimmy Witherspoon, Mr. and Mrs. Virgil Marsh, Mrs. Leroy Aven, Mr. and Mrs. Bob Word, Mr. and Mrs. J. B. Noland, and Mr. and Mrs. Si Darling. The group returned to Lubbock on early Sunday morning.

The home of Mrs. R. G. Peeler was the scene of a farewell coffee for Mrs. Kenneth Coker. Other hostesses were Mrs. M. W. Nobles, and Mrs. W. L. Davis, Jr. A pink flower arrangement was the only decoration. Approximately 40 guests enjoyed the morning visiting.

Area cattlemen and families are gathering in Denver for the stock show and sale. Those enjoying the affair are Mr. and Mrs. Cameron Gault, Mr. and Mrs. Howard Gault, Mr. and Mrs. G. C. Merritt, Jr., Lee Cocanougher and R. A. Daniels.

Mr. and Mrs. R. L. Etheridge spent on Thursday to Saturday in Levelland visiting with Mr. and Mrs. C. T. Ward.

Mrs. Ciota Kay Passmore is ill in Amarillo with the flu. Mr. and Mrs. Glenn Fuller of Santa Fe spent several days here with relatives.

Save Like Never Before at Family Mart of Herford and Family Mart, Inc. in Dimmitt!

January Sale

Our Buyers Have Just Returned from Market and we will Be Receiving New Merchandise Daily! We Must Make room! Hurry! Shop Now Before Selection Becomes Limited! We feature Personalized Terms To Suit your Budget and We Service what we sell.

10 cu. ft.—General Electric—Color Choice **REFRIGERATOR** Reg. \$229.95 **\$167** wt
12 cu. ft. General Electric—Choice of Color **REFRIGERATOR** Reg. \$279.95 **\$199** wt

Black & wht. Console **TELEVISION** with FREE Recliner **\$299** wt

15 Piece—Dresser, Mirror, BC Bed, Matt., Bx. Spr., 5 pc. Dinette, Sofa, Chair, and set of 3 occ. tables **HOUSEHOLD GROUP** **\$299**

General Electric—Reg. \$249.95 **PORTABLE DISHWASHER** **\$187**

General Electric—P-7—Reg. \$439.95 **ELECTRIC RANGE** **\$300** wt

Lawson—30 inch—Regular \$199.95—Choice of Colors **GAS RANGE** **\$148** wt

Console—Choice of Modern or Early American **STEREO** Radio-Record Changer Combo **\$144**

3 pc. Sofa Bed & 2 Matching Chairs—Reg. \$199.95 **LIVINGROOM SUITE** **\$147**

General Electric **COLOR TELEVISION** starts at only **\$239** wt

2 piece—Complete Color Choice—Table Arm—Reg. \$299.95 **LIVINGROOM SUITES** **\$194**

3 piece—Barkel—Sofa Bed, Recliner and Rocking Recliner **LIVINGROOM SUITE** Reg. \$379.95 **\$259**

Early American or Contemporary—Reg. \$269.95 **RECLINING LOVE SEAT** **\$188**

Hurry! Buy Early, Before Selection Becomes Limited! We Will Not Be Under Sold!

Good Used—Guaranteed **REFRIGERATOR** start at **\$19**
Used—Guaranteed **ELECTRIC RANGE** **\$29**
Used—Guaranteed **TELEVISIONS** Priced from **\$29**
Used—5 piece **DINETTE** **\$15**
All Used Merchandise Carrys 30 Days Guarantee!

Dependable Maytag **AUTOMATIC WASHERS** From **\$169** wt
Maytag Automatic

ELECTRIC DRYERS As Low As **\$179** wt
Maytag

WRINGER WASHERS start at **\$166**
Featuring: Maytag Dependability!

As Little As... Nothing Down... and Up To 36 Months To Pay!

When You Finance With Us... You Deal Only With Us!

Ask About Our Convenient Personalized Terms! We Service What We Sell!

The Items In This Advertisement, As Well As Every Other Item In The Store are Drastically Reduced To Make room for New Arrivals!

SAVE MORE in Our Store
Out of Season... General Electric 15 cu. ft. **CHEST FREEZER** Regular \$269.95 **\$189** wt
Never Again At Only
Admiral—No Frost Ever—Regular \$689.95 **DUPLEX REFRIGERATORS** **\$559** wt
Must Clear At Only

7 piece Spanish Style **DINETTE** **\$119**
Regular \$169.95

3 piece—Barkel—Sofa Bed, Club Chair, Recliner **LIVINGROOM SUITE** Reg. \$299.95 **\$199**

Black & White— **TELEVISION** **\$178** wt

Huge Selection **Decorator Lamps**.....
Large **Decorator Pictures**.....
Framed and Plain **Decorator Mirrors**.....
Must Clear All **Wall Plaques**.....

20% off

Entire Stock **Small Appliances** Must Clear! **Drastically Reduced!**

Family Mart OF HEREFORD
603 Park Avenue in Hereford, Texas

Success Of The First National Bank Is Attributed To People Of Hereford

By EARL MOSELEY
Staff Writer

J. Henry Sears, president of the First National Bank of Hereford, said, "The people here are our biggest asset, friendly — the reason is, they are fine people."

Sears has personal reasons to verify his statement. He has lived in Hereford for thirty years. And in that period of time he has served Hereford in just about everything — mayor, president of the Rotary Club, the Chamber of Commerce member of the school board, "and the other things," he admitted.

Typical of the people of Hereford, Sears is a very unassuming man. He is noted as being

one of the leaders in the progress of the city, yet careful to point out that he is only one among many others.

And he neglected to mention that he was chosen Hereford's Citizen of the Year in 1950.

This is equally true of his experience as president of the First National Bank. He hesitated to reveal the fact that, when he took office in 1959, deposits were a little over \$7½-million compared to its present deposits of almost \$20½-million.

"It is actually the people of Hereford," he made clear. "It is the community growing and the bank has grown with it."

Sears is the seventh man to serve as president of the First National, which was organized

September 21, 1900, and operated from a small wood-framed building at 242 N. Main (which was gradually expanded with new additions.)

Its original organizer and first president was J. E. Ferguson, rancher and county judge who had traded a pair of "loosed" mares for eight sections of land in the La Plata area and had operated a grain store previously.

Its second president was W. S. (Uncle Summy) Higgins, followed by J. L. Fuqua, George Muse, Ed Hedrick and V. P. Patterson.

"During that time, the bank has changed presidents on occasion without change of ownership," Sears explained. "But we have had quite a growth."

The actual total resources at the close of business December 31, 1967, was \$24,162,053.81.

In September 1958, the First National Bank building made its

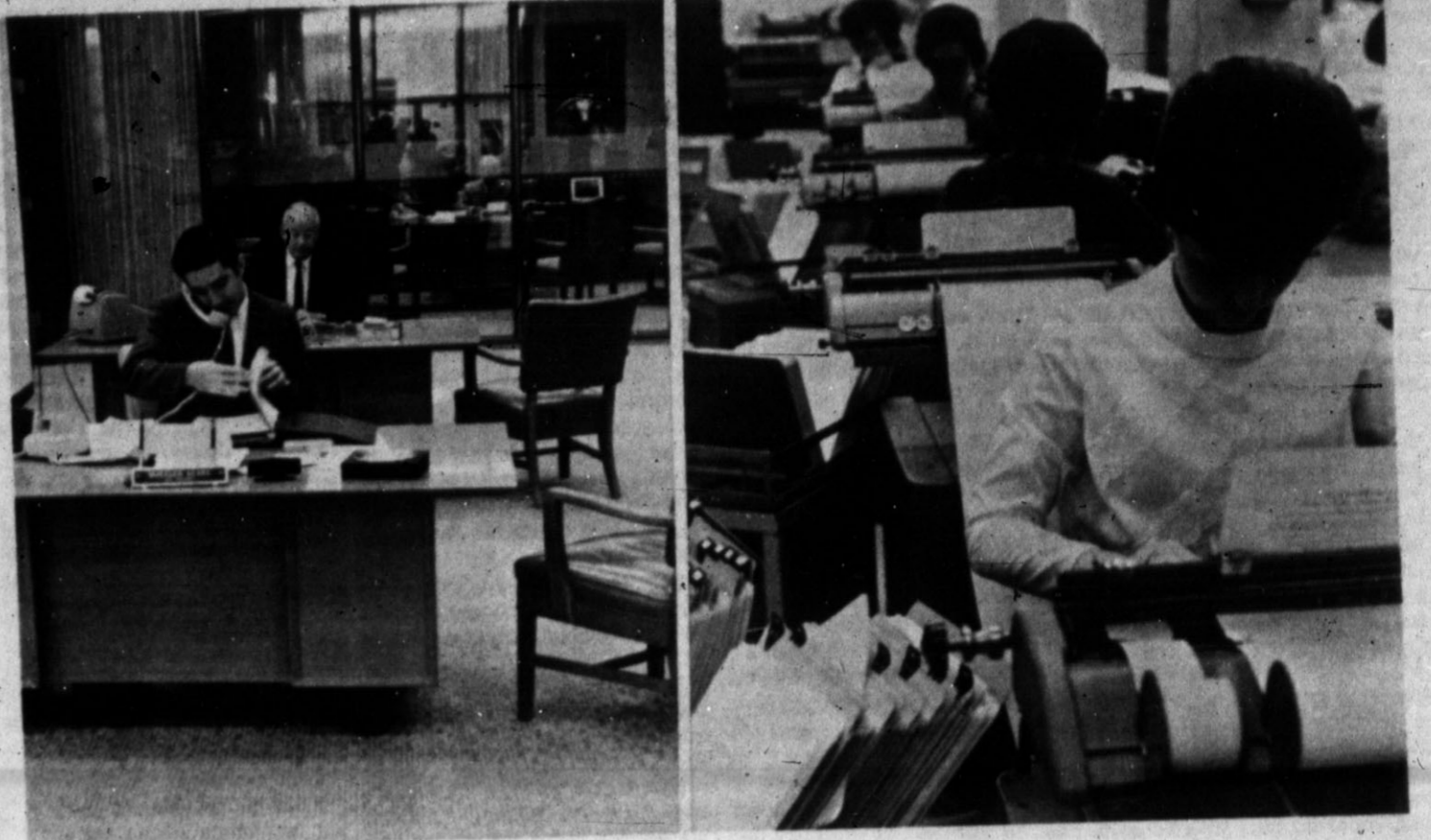
first and only move from its original site — across Third to 300 N. Main. It has a total of 40 employees.

The five vice-presidents serving with Sears are C. C. Acker, Harry E. Cayler, Jonny E. Cloud, Jerry G. Detwiler and Wheeler M. Sears. Acker has been with the First National 51 years.

Others are, Helen S. Smith, cashier; Sam Self, assistant vice-president; Gene Huntsinger, assistant cashier; Sue James, assistant cashier; and Alma Scott, assistant cashier.

The directors are C. C. Acker, Earnest Langley, Taft McGee, C. Palmer Norton, John D. Pitman, Owen Seamands, J. H. Sears, Bill Waldrep, R. R. Wills, and James W. Witherspoon serving as board chairman.

The bank, constantly kept modern in ever ydetail, is a member of the Federal Deposit Insurance Corp.



TWO OF THE FIRST NATIONAL'S FIVE VICE-PRESIDENT — Wheeler Sears is shown handling some of the bank's business over the telephone, with Harry E. Cayler busy at his desk behind

him. (Young Sears is also president of the Hi-Plains Development Corp.) At the right are some of the bank's 40 employees conducting their duties of compiling the necessary bank records.



PRESIDENT OF THE FIRST NATIONAL BANK OF HEREFORD — Henry Sears has headed the bank at Main and Third since 1959, after having been a resident of Hereford for more than twenty years prior to that time. He has been active with many civic projects and was once selected as Hereford Citizen of the Year.



THE INTERIOR PRESENTS MODERN BANKING FACILITIES — as well as transacting business with the bank's officers. Behind the building is a drive-in depository service. Shown are the two entrances which are convenient to the teller's booths.



THE FIRST NATIONAL BANK OF HEREFORD — The present site of the bank is 300 North Main, since 1958. Its prior location was directly across Third Street, pictured here, with a 1900 opening date. J. E. Ferguson was its first president.



HEREFORD, TEXAS, 79045, THURSDAY, JAN. 18, 1968

Crops Clinic May Aid World Problem

DUMAS — The population explosion is a serious problem facing world food experts. But another population explosion — corn, sorghum and soybean plant population per acre — may well solve the future problem of hunger, predict these same experts.

Several hundred farmers in the Golden Spread area will hear a panel of nationally famous experts discuss the latest methods of crop production at the Corn-Sorghum-Soybean Clinic in Dumas beginning at 9 a.m. Tuesday at the Community Building there.

J. C. Shelton, chairman of the local planning committee, has announced that Dumas is one of only 80 locations in the United States to host such a session on corn, sorghum and soybeans.

Planting up to twice the number of seeds per acre, with the resulting high yields, is a potential solution to the world food shortage that the Golden Spread Counties and nearby farmers will hear discussed. Farming experts from six of the top companies will be present, and will give examples of their successful use in building extra profits of \$20 to \$40 per acre for top farmers.

Besides talking about high plant populations, the speakers will discuss minimum tillage for lower labor costs, proper seed selection for maximum profit, narrow-row planting for better use of sunlight and moisture, chemical weed and insect control, low-loss harvesting and storage for reduced moisture penalties.

The proposed clinic schedule offers free coffee and donuts from 8:30 until nine.

Beginning at 9, Master of Ceremonies W. M. Buescher will introduce the guests and keynote speaker, and announce the door prize, a portable television

Underground Water System Is Aid To Cattle And Crops

By MARSHALL DAY
Staff Writer

With the aid of a new underground watering system, Joe Reinauer, of the Reinauer Brothers Ranch, has made great headway in the problem of efficient and economic watering of cattle and crops.

Reinauer was one of the first few local ranchers and farmers who has had the new system installed. The purpose of such a system is to allow the storage of water at various places in order that cattle can feed off all parts of the pastures instead of just around the tanks that were used prior to the system's installation.

Also through this system, Reinauer can irrigate any section of land due to the fact that branch lines can be connected to the existing main line.

Reinauer had 16,500 feet of the 2-inch plastic pipe laid and is able to irrigate some 8,000 acres and furnish enough water for about 1200 head of cattle.

The system, which operates on

a two horse power submersible pump, sunk to a water depth of 155 feet, is capable of pumping anywhere from 65 to 70 gallons of water a minute.

Carrying a five-year warranty, the pipe is sunk to a depth of three feet in order to prevent the water from freezing during the cold seasons. The pipe was laid in 40-foot joints and is not the conventional thread type joint, but is rather a glue type joint.

Having now been in operation about one month, Reinauer's system, which was installed by Kenneth Jackson and Company of Dimmitt, has had no difficulties or problems. Having been completed in about two days, the 412 joints of pipe were laid with the assistance of a power trencher which burrowed to the required depth.

The Great Plains Soil Conservation company, which worked with Reinauer for about five or six months prior to the installation of the system, provided some of the approximate \$5,

000, which was required in the development of the project. Great Plains discussed the design, layout, and need for location of tanks and outlets with Reinauer, thus ironing out many of the problems which arose from the project.

Great Plains spokesman Wilton Green commented on the need for the experimentation of such projects: "This system helps improve distribution of water and gives the good possibility of expansion, and these are the things lacking in this area due to the size of most ranches and the distances between sources of water," he stated.

"If this system is applied to every ranch or farm, livestock will use more of the available grazing land and will thus provide a better out-put for the rancher," said Green.

Green feels that if more ranchers will apply this system to their land a great deal of improvement can be made. "If a rancher will lay the pipe and have an outlet tank installed about every one-half or one-fourth mile, he will be able to see the increase in the amount of grazing done," said Green.

"Since the installation of the system about 30 days ago," Reinauer said, "I have had no difficulties with it and I am very pleased with the work done by Jackson in the installation."

Warner Elected TCSP Director

George Warner, of George Warner Seed Co. in Hereford, was elected January 9th, as a carry-over director for the Texas Certified Seed Producers, Inc.

The annual meeting was held at TCSP, Inc. in Dallas. Elected to the presidential office was Darwyn Metcalf of Taylor-Evans Seed Co. in Tulla.

Aurora borealis have eluded close scrutiny not only because they are visible most frequently near the poles but because they occur about 40 to 120 miles above the earth's surface.



Joe Reinauer . . . inspecting new system.

FARM SALE

Saturday, January 20 - 11:00 A.M.

Located Easter Community Building, Easter, Texas - 11 Miles South of Hereford, Texas on Farm-to-Market road 1055 Or 6 Miles North of Dimmitt on U.S. 385 then 5 Miles West on 1057.

Lunch will be served by the Easter Lionettes

TRACTORS

- 1-1961 Star MM, wide front
- 2-1950 U MM, wide front
- 1-1960 4000 Ford LP row crop
- 1-1948 M Farmall
- 1-Super M Farmall LP

TRUCKS & PICKUPS

- 1-1947 Chevrolet Truck & Hoist
- 1-1960 Chevrolet ½ ton pickup, 6 cyl.

FARM MACHINERY

- 1-1958 Mod 335 Hi Track
- 1-1966 Topper for Hi Track
- 1-1966 AFCO Flame cultivator
- 1-1966 12 ft. MM Tandem
- 1-1966 MM cotton stripper
- 1-1960 4 row JD Planter
- 1-3 ft. Tractor Lift
- 2-4 row Crustbusters
- 1-5 row Lister tool bar
- 1-4 row all Rear cultivator
- 1-8 row Spray Rig pull type
- 1-2 Bottom MM Spinner Plow
- 1-Three Point Spray Rig, 6 row
- 1-Three Point Graham-Hame 11 ft.
- 1-Three Point Blade Ditcher
- 1-Myers Ditcher pull type
- 1-4 Row MM front end cultivator
- 1-2 Row Corsicana Shredder
- 1-3 Row Bed knifer
- 1-Single front Wheel for 4 star
- 1-10 ft. MM Tandem pull type
- 1-2 Section Barrontine Harrow
- 1-Three Point 4 row Barrontine Gang Hoe
- 1-16-10 MM Grain Drill
- 1-1955 Shop made 4 row stalk cutter
- 1-1953 Co-op 8 foot Tandem
- 1-2 Row IHC Potato Planter

TRAILERS

- 1-1000 Gallon Water Tank on Trailer with Pump
- 1-16 foot JD Grain Trailer
- 4-8X8X18 Cotton Trailers Sinclair Auto Steering

IRRIGATION EQUIPMENT

- 2-1963 Olds Irrigation Engines
- 2-56A Chrysler & 2 heads, 2 Distributors, 1 Carburetor and 1 Regulator
- 1-1963 Pontiac Engine
- 50-2 inch tubes
- 2-Lots of 2 inch and 1½ inch tubes

GATED PIPE

- 10-Joints, 8 inch, 40 inch row space
- 35-Joints, 6 inch, 40 inch row space

There will be numerous other consignments by Area Implement Dealers.

All other consignments welcome.

Terms Of Sale - Cash - All Accounts Settled Sale Day

- AUCTIONEERS -

L. D. HENDERSON

DOUG LEWIS

Sponsored by the Easter Lion's Club

LET'S COOK SOMETHING!

Young Homemaker Plans

By SUE COLEMAN

Homemaking is not more difficult when you live 21 miles out on a ranch, but it does require more careful planning, says young Mrs. Layton Sawyer, whose home is at the headquarters building of the noted Dameron Ranch which her husband and his father recently purchased when the Dameron family sold the 5500-acre spread.

THE SAWYERS had farmed the improved section of the ranch for two years, and that was the part they bought while the grassland went to other purchasers. Their home is one of three houses which sit beside the big barns and corrals out in the northwest part of Deaf Smith County.

You can see for miles in any direction from the house, which is located on a slight rise so that Hereford is plainly visible on a clear day, while at night its lights and those of Adrian and Amarillo may also be seen. Gina and Layton Sawyer and their two small sons live in the newest of the three residences, which are solid-looking buildings of light brown stucco in authentic Texas ranch style, rambl-

ing one-story houses with wide porches and tall windows.

RANCH EMPLOYEES occupy the other two houses, but when the Sawyers first moved to the place both other places were empty and "it was kind of lonesome", she says.

They were accustomed to living on farms and had been located 12 miles from town, but near a road where there was constant traffic so they missed the noise.

Now she likes the quietness and the distances which are a part of the life in her home. The house is a comfortable one and the yard has trees, shrubs, an attractive lawn and a fenced play yard in the back for the Sawyer children, four-year-old Sidney and Seth, eight months.

AS FOR THE PROBLEMS of living far from supermarkets and corner drug stores, Gena Sawyer says she has learned to plan ahead for shopping in order not to run out of supplies between trips to town. Then so long as the electric pumps are in working order to supply water, she has no worries.

Church and social ties are maintained, even though she

must drive father than most of her friends to get to meetings. She is president this year of the Hereford Chapter, Young Homemakers of Texas, which she joined in 1962 soon after its organization.

She feels that its programs give her practical information she needs in caring for her family, and keep her informed of community events. In addition, she enjoys the association with other young mothers whose interests are similar to hers. She has held other offices in past years to prepare for the presidency.

ATTENDING Central Church of Christ here, she has taught children's classes and now is a substitute teacher in the nursery.

Her girlhood was not a training period for life on an isolated ranch. She was born on a farm in eastern Oklahoma, "but farms there are not like those here; they are small so that people live close together", she says.

She was still a child when she came to Hereford with her parents, the A. E. Guinns. Gena finished school here, graduating from Hereford High where she

was a member of Future Homemakers of America. But she was old enough when she left Oklahoma to miss the wooded hills of the country around Pauls Valley, until she became accustomed to the Plains.

AFTER HIGH SCHOOL she attended a school in Denver to train her for work in floral shops. Employment here and in Lubbock has been a part of her experience and she liked it well enough to feel that she may return to it someday, after her children are grown up.

Selecting a favorite recipe, Mrs. Sawyer found one in a cook book compiled by the Lubbock Christian College Association, which she has used often because her husband likes Mexican food and this is tasty and easy to prepare. She varies it in different ways, but this is the basic recipe:

SPANISH NOODLES
1½ pounds hamburger meat
1 small onion
1 medium pkg. noodles
Cheese
Salt and pepper
Chili powder
1 No. 2 can tomato juice
1 cup whole kernel corn
Brown meat and onion, add salt, pepper and chili powder to taste. Cook noodles and drain well. Mix noodles, meat mixture and tomato juice and simmer 30 minutes. Add corn and pour into baking dish. Cover with grated cheese and bake until the cheese melts.

This serves for a one-dish meal, and for the dessert Mrs. Sawyer recommends a chocolate cake which is mixed, baked and iced in the same pan:

EASY CHOCOLATE CAKE
Sift 1½ cups flour, 1 cup sugar, 3 tb. cocoa, 1 tsp. soda and ½ tsp salt into an 8x8x2-inch pan. Add 1 cup cold water, 6 tb liquid shortening, 1 tb. vinegar and 1 tsp. vanilla. Mix until smooth, put into moderate oven, 350 degrees, and bake 20 to 25 minutes. Sprinkle with confectioners sugar or use this frosting on top:

HURRY-UP FROSTING
Mix 1 cup sugar, 2 tb. cocoa, ¼ cup margarine, ¼ cup milk. Bring to rolling boil and cook 2 minutes. Remove from heat. When lukewarm beat until thick enough to spread over cake.



Gardening becomes more fascinating and challenging each day. The magazines and catalogs are full of new methods, types, plants, seeds, and ideas.

There are outdoor, indoor, pot, portable, and Island Gardens. In fact, an entirely new concept in gardening has been developed. Each of these different types have their fine points. However many of the old tried and true things pertaining to gardening are still very good. It is logical for a gardener to want to know plants better, and there is not a better way than to have them in a container so that you can really get a close up study.

It is very important to select the right container for the indoor garden, the potted garden, the portable garden, and the plantings used on the patio. The selection of containers is a very wide field. There are pots, tubs, boxes, urns, tea kettle, tea pots, antique iron containers, or containers in brass, ceramic, concrete, wrought iron, and hewn out logs. Glazed pots, unglazed, plastic, clay, both the polished and unpolished.

The gardener should use good judgement in the selection of the container, the plant materials, the placement, drainage, durability, color, size and relationship of the plant material to the container. They should complement each other. In no instance should the container detract from the plant, or overshadow it as for beauty, and color.

For many years one of the argumentative points for the clay pot is that it "breathes", that the roots get air through the pores of the pot. Clay pots, like other types, do have advantages which are exclusively their own. However, Dr. Linus, a Horticulturist at the University of Massachusetts, had done

research on this and he contends that "clay pots evaporate moisture through their sides, which is good in that it tends to protect the plants from the evils of over watering (more plants are killed with over watering than in any other way) which is indeed a common fault of many indoor or pot gardeners. He further states that the very fact that the water is coming through these pores means that the pores are filled with water, hence air cannot enter through them against the outward movement, anymore than air can go back through a piece of garden hose which is delivering water." Really one cannot pour water into a container the same time he is pouring it out.

Unglazed pots or containers have good drainage, are earthy, and are not too expensive. Glazed pots cost more, must have drainage holes and do not require watering as often. Wooden containers should be treated before planting, also concrete and brick this will prevent decay in the wooden, and will prevent drainage in the brick and concrete. An insecticide should be used, in the treatment, thus aiding in keeping down insects.

In the portable gardens, which are so popular in cities, and where the gardener is limited in space, the grower often selects exotic plants. Therefore when a special or distinctive plant is used, then one should select a container which is distinctive. Form is another important factor, and plant relationship to the container must be considered, just the same as does the arrangement in the selection of containers for the artistic designs that they create. A tall plant should not be planted in a low squat container, nor a low compact plant in a vertical styled container. The construction and materials of the hanging containers are due careful consideration.

Hanging masses of flowers or foliage plants give a luxuriant look to patios, walls and fences. Extra care has to be exercised when using these in our area. Winds, high temperatures, direct sunshine, and much moisture evaporation are some of the factors which we have to combat when trying to grow in hanging baskets. It has been suggested that when planting a hanging basket the soil and plants should be spaced around a funnel (sized to the size of

the basket). Before placing the funnel, perforate the funnel so that the water will flow gently into the soil, as it is needed. This will restrict moisture evaporation.

Soil is a very important essential of all gardening, and is doubly so for potted plantings. It should be light and porous. It can be purchased or can be mixed by the gardener. The following is a very good combination; one third good garden top soil, one third peat moss (chipped), and one third perlite or sharp sand. Add to this your selection of fertilizer, used according to directions. It is well to remember that various plants need different kinds of soil. For example cacti does not require a very rich soil or one that holds moisture; African Violets need a porous soil, azaleas want a sour soil, geraniums do well in an average garden soil, but there should be good drainage.

It is also important that the soil not become musty, or infected. A good gardener watches closely for any indication of insects or diseases. One of the advantages of potted gardens, is that the diseased or infected plant can be quickly removed from the other plants and isolate or destroyed.

Care should be given to color, and relationships of textures. A tall leggy plant should have a ground cover, or a trailing plant, or one of low growth planted at the base of the tall plant, either of these will soften the harsh lines of the container edge, and will serve as a transition between plants and pot. For example, I have a very pretty Fiddle Leaf Philodendron, which is tall and leggy (the bottom leaves have been shed). At the base of the plant I have planted a colorful coleus, and African violets near the edge of the large pot.

Finally, do not plant a small plant in a large container, or a large rooted plant in a small container. Some plants want their roots to be a bit crowded, others want their roots to spread out...do not be too hasty in repotting either, the plants will tell you when they need to be repotted. Do not follow the calendar too closely.

Portable gardening is becoming very popular. It is a conservative way of having plants in a certain area when they are needed, especially when entertaining on the patio or the back yard. The plants in the pots are interchangeable and create beauty and interest for the grower as well as for the guest.

In planning the garden for another season, do include some Island Gardens in your overall plan. They are attractive and will lend that certain something which you might want for the exact spot. Art and I have derived so much pleasure out of our Island Garden in which we

have used our Leperchon (which was sent us from Ireland). He with his saucy red cap, and lantern in hand lends itself to many color harmonies. Springtime, and the Red Emperor tulips, summertime with the succulents, a ndom-thumb zinnias, in multi colors, and in fall the spiky low flowering chrysanthemums in autumn tones. Plant materials may be completely used in the Island gardens, or rocks and chipped marble may be used with plant materials.

A busy, busy schedule has kept the Hereford Garden Club and the Bud to Blossom very alert the past months. December Annual Flower Show; January decorations for The Hereford Annual Chamber of Commerce Banquet; keeping in mind the All-American color theme, Red, White and Blue. (Be sure and attend the Banquet, and DO notice the pretty red roses, and...oh, just come and see.)

February, the club will host the District One Annual Convention. Some excellent lectures will be given, also very important matters of business, which deals with division of the state into new districts. Social affairs, food, flowers and general procedures, one of which is the seeing of old friends and associates, which will be wonderful. Com march it is State Garden Club Convention time in San Antonio, and the probability of a chartered bus trip to the convention and other side trips..... then it will be Gardening Time.

It is a constant thing of interest to drive about town and note things of beauty. The planting which completely frames the large picture window at the Robert Waggoner Home, 115 Centre is lovely and beautifully kept.

Just being Busy and GLAD is a fine way to be.

Deaf Smith County is named after Erastus "Deaf" Smith, who was a noted Texas scout, guide and Indian fighter. Smith was said to be hard of hearing most of his life.

Rat Jowell and L. R. Brady brought the first registered Herefords to the county in January, 1898.

There are about 300 skin diseases listed by the American Medical Association.

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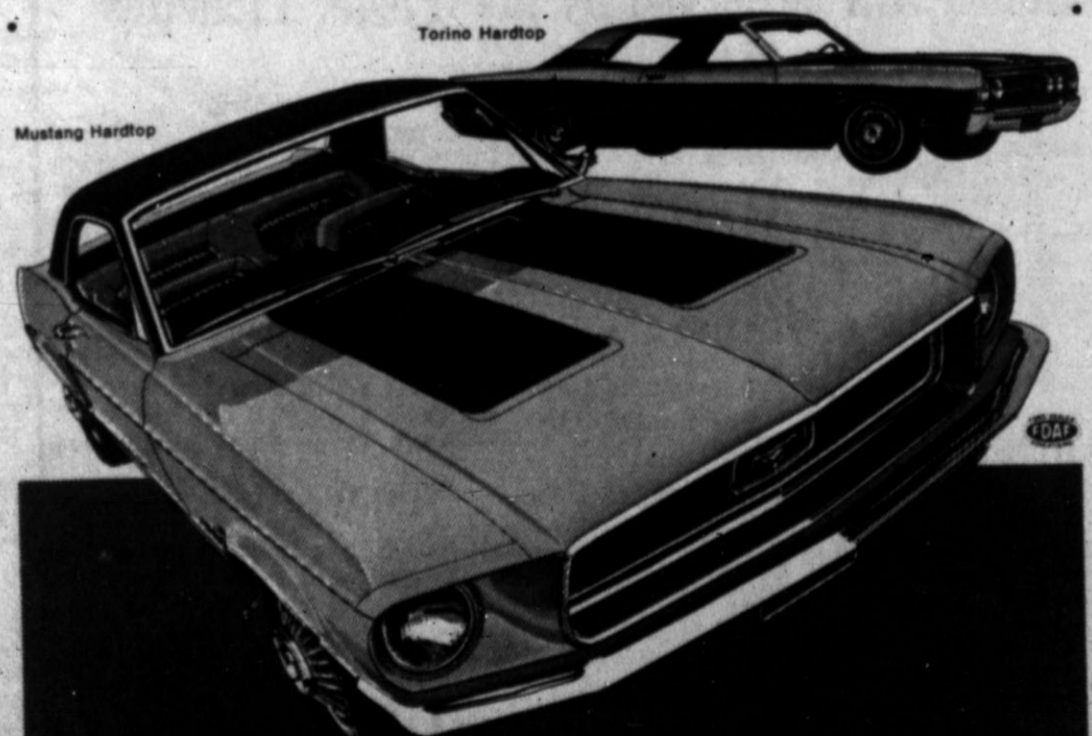
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There are about 300 skin diseases listed by the American Medical Association.



Mrs. Layton Sawyer sons Sidney and Seth help with teacups



When you're dealing to recover from the longest auto strike in 20 years, man, you really deal.

Come to Ford Country for the biggest savings yet.

Our savings look even better when you see what you save on! Mustang. America's original bucket-seat sports car. Metal grille, not plastic. Floor-shift standard, not extra cost. Or Torino. Ford's newest bright idea. Come see. Come save.

ORVAL WATSON FORD SALES
Hereford, Texas

Messenger H.D. Club Has First Session Of '68

A new year began in Messenger Home Demonstration Club with officers headed by Mrs. J. E. Sorrells returned for a second term, at a recent meeting in Mrs. S. N. Thweatt's home. The only new officer is Mrs. Bill Page, vice president. She conducted the business

session in which 1968 yearbooks were completed and committee recommendations for the year were accepted.

Members planned to sponsor a political rally in their community, a custom in election years, but the date has not been set. A display of club work will be arranged; club members will serve coffee and doughnuts.

Mrs. N. A. Brown, program chairman, introduced Argen Draper, County H. D. Agent, as speaker on Club Protocol. Mrs. Draper won the game prize and Mrs. Sorrells the floating prize. Refreshments were served to seven members and the speaker.

VOTERS

Have You Registered?

THE DEADLINE FOR REGISTERING TO VOTE IN THE 1968 ELECTIONS IS JANUARY 31, 1968!

A copy of the voters registration certification is printed below so that those unable to make the trip to the court house may register to vote. Fill in each necessary detail on the form, cut it out and mail it to the address in the lower left hand corner of the form. All persons, including those over 60 years of age, must register to be eligible to vote.

VOTING PRECINCT (NUMBER OR NAME)		APPLICATION FOR VOTER REGISTRATION CERTIFICATE				BARNARD - DALLAS	
		DEAF SMITH COUNTY, TEXAS					
Name		Date		RFD		Box	
Address		Street		Town		Zip Code No.	
AGE	SEX	OCCUPATION		LENGTH OF RESIDENCE (YEARS)		BIRTHPLACE (STATE OR COUNTRY)	
				STATE	COUNTY	CITY	
If under 21, show date of birth.		Month	Day	Year		CITIZENSHIP	
If resident of state less than 1 year, show date of arrival.						Native Born <input type="checkbox"/> Naturalized <input type="checkbox"/>	
If resident of county less than 6 months, show date of arrival.						Includes foreign born of American parents.	
Mail Voter Registration Certificate (1) to above permanent address, (2) to my temporary address at.							
(3) hold for delivery to me in person. (Strike statements which are not applicable.)							
I understand that the giving of false information to procure the registration of a voter is a felony.							
No one can act as agent and sign for another except husband, wife, father, mother, son or daughter.							
Agent must be qualified elector in county.							
Note: Return this application to the County Tax Assessor-Collector.							
NELL MILLER		Agent's address		Agent's relationship to applicant			
P. O. BOX 631 HEREFORD, TEXAS 79645							

Deadline Is Set For Entries In Soil Conservation Contest

February 1 is the deadline for entries in the "Conservation: Key to Texas Prosperity" essay contest, states Wilton J. Green of the Soil Conservation Service.

With 280 awards to be offered, the writer of the best essay will receive \$200, while trophies and medals will also be given to the some 50 regional winners.

Local judging will be held Feb. 1 when a five-man board of the SWCD Board will select the best essay and then send it on to The Fort Worth Press where Conservation Director Marvin Garrett will see them.

Though the essays have no limit on length, 300 words or less is recommended while technical papers are not recommended or encouraged. The theme's main purpose is to show the results of a good conservation program.

Each essay must carry the name of the student, name of school, home address, and the

name and number of the local conservation district, which is Tierra Blanca Soil and Water Conservation District 145.

Qualifications for entries are that the person be 19 years of age or less and live in Texas. This contest does not affect Inter-scholastic League eligibility.

Crops...

(Continued from Page 1) DeKalb will focus on seed and corn; John Hillard will speak for the W. R. Grace Co.; and the keynote speaker, Clyde Height, will deliver his address at 2:20. Allis-Chalmers will then present the system method.

There will be a panel discussion from 3:20 to 3:40.

Farmers who have attended similar clinics over the past four years have told amazing success stories, according to the clinic leaders.

Some of the lectures will be



Col. Chamberlain New Manager To Begin Duties For Water Inc.

LUBBOCK — C. H. Chamberlain, a Colonel in the U. S. Army Corps of Engineers, will assume

illustrated on film.

Along with the t. v. set, a shotgun will be an added door prize.

duties as General Manager of Water, Inc. on Thursday, February 1, 1968. Announcement of Colonel Chamberlain's employment was made by John J. Kendrick of Brownfield, the water organization's President.

Colonel Chamberlain is a native of Falls County, Texas, a 1940 graduate of Texas A & M and a Registered Professional Engineer in Texas. He will be retiring from the U. S. Army Corps of Engineers in the grade of Colonel after 27 years of active commissioned service.

WATER, INC. is non-profit corporation dedicated to bringing additional water resources to the region of West Texas, Eastern New Mexico and Western Oklahoma. The corps of Engineers, the Bureau of Reclamation and the Texas Water Development Board are jointly exploring various possibilities of transporting water from outside the region to augment the available water resources.

The role of WATER, INC. is to work with local, State and Federal agencies to coordinate and to expedite this huge plan-tion task. WATER, INC. has

Plains Made To Organize Angus Associations

Final plans to organize four area Junior Angus Associations in Texas have been announced by Dean R. Hurlbut, director of junior activities for the American Angus Association.

The associations will be designed to help youngsters who are interested in breeding, feeding and showing Angus cattle, and will supplement the present 4-H Club and FFA programs, according to Waymon Ashley, Fort Worth, Texas, field representative for the American Angus Association.

The meeting dates and locations will be Amarillo-Sunday, Jan. 21, 7:30 p. m., Coronado Inn; Abilene-Monday, Jan. 22, 7:30 p. m., Thunderbird Motel; San Antonio-Friday, Feb. 9, 6:30 p. m., Showgrounds Auction Arena, and Houston-Tuesday Feb. 27, 7:30 p. m., Ramada Inn.

Refreshments will be served at each meeting and all youngsters interested in becoming members are invited and encouraged to attend. The meetings are being held in conjunction with shows in order to get the largest possible attendance. For additional information contact Harold "Spoo" Cheatham, secretary-fieldman for the Texas Angus Association, 104 Livestock Exchange Building, Fort Worth 76101; Waymon Ashley, 3213 Cheryl Lane, Fort Worth 76117; or Dean Hurlbut, American An-

Insecticide Applicator Is Being Tested

COLLEGE STATION — An apparatus design pioneered by Texas A & M agricultural engineers to apply systemic insecticides to cotton has been built by Continental Moss-Gordin Company of Prattville, Alabama.

B. G. Reeves, Extension cotton mechanization and ginning specialist, said the commercial prototype rotary brush applicator was field tested in the lower Rio Grande Valley of Texas and College Station. The two-row unit equipped for attachment to a conventional cultivator has brushes that are driven from gauge wheels for precise application of the chemical over a wide range of field speeds.

One objective of the field tests was to evaluate any damaging

mechanical effects of the stem treating equipment. Although applications were made on two-week intervals during the insect control season beginning in June and continuing until mid-August, cotton yields were not reduced by the use of the applicator. This simulated actual field procedure as the expected insect control from a stem application of systemic insecticides is from two to three weeks, Reeves pointed out.

Reeves said further engineering field trials with the stem applicator are planned for the 1968 cotton insect season.

Burning acetylene can get as hot as 6,300 degrees Fahrenheit. The temperature range in Northern Afghanistan is from 12 degrees below zero to 120 degrees above zero.



SAVE BIG

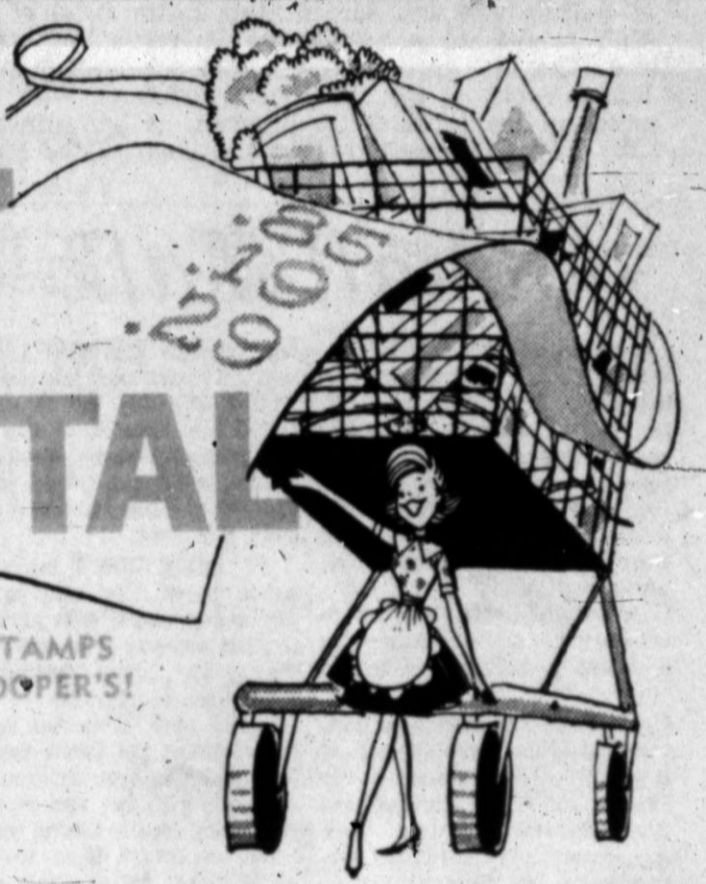
CRACKERS

Shurfresh lb. box with \$5.00 purchase or more

15¢

on the

TOTAL



TISSUE

Northern 4-Roll Package with \$5.00 purchase or more

29¢

YOU GET VALUABLE GUNN BROS. STAMPS WITH ALL YOUR PURCHASES AT COOPER'S!

FAMOUS NABISCO COOKIES
Oreo or Chocolate Pinwheels, pound package **49c**

BRENNER'S JUMBO PIES
Chocolates, Coconut or Banana box **39c**

CAMPBELL'S SOUPS
Cream of Mushroom, Chicken Noodle **2 for 33c**

MARSHMALLOWS
Kraft Miniature's 10 1/2 ounce package **21c**

BEEF ENCHILADAS
Patio Frozen 8-per package **2 for \$1**

SHURTENDER BEEF PATTIES



Breaded and Fully Cooked

89¢

American Sliced Cheese lb. **73c** USDA Choice Club Steak lb. **89c**
All Meat Sliced Bologna lb. **59c** No-Bone No-Waste Tenderized Steak lb. **\$1.09**

Food King SHORTENING 3-lb. can **49¢**

Folger's all grinds COFFEE Great Buy - 2 pound can **\$1.29**

Shurfine Evaporated Milk tall cans **2 for 29c**

Enjoy a good hot breakfast! Malt-O-Meal 23 ounce box **41c**

Shurfine Pancake Mix full 2 pound box **35c**

Lipton's Instant Tea 4-ounce bonus pak **79c**

NEW-Wolf Brand Beef Stew big 24-ounce can **55c**

Shurfine White Meal 5 pound bag **39c**

Borden's WHIPPING CREAM



1/2 pint **29¢**

Gold Medal FLOUR 5-lb. bag **49¢**

★ DELICATESSEN ★

Complete Meal!
1-Pound Meat Loaf **\$1.59**
1-Pint Green Beans
1-Pint Tossed Salad **complete**

Carrot Cakes ea. **69c**

New Design "Tek" hard **TOOTHBRUSHES** 49c value **2/49¢**

CONTAC CAPSULES Bottle of 30 Anacin Tablets Cooper's low price **49c**

14 ounce bottle - 7c Off Deal **Listerine** Cooper's low price **79c**

Family size bottle - 12c off deal **Scope Mouthwash** low price **79c**

package of 12 **Cooper's low price** Vicks Formula "44" Cough Syrup \$1.09 value **79c**

99¢ Lanolin Plus-decor Hair Spray 9-oz. aerosol **3 for \$1**

TOMATOES

Fresh and Juicy from Sunny Mexico!

21¢ LB.

Nice Medium Yellow **ONIONS** lb. **7c** Texas Grown Medium **CARROTS** real fresh 2 lbs. **25c**

SAVE TENDERCRUST & SHURFRESH COUPONS for free gifts.

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SHOP WHERE YOU ALWAYS RECEIVE THE RED CARPET TREATMENT!

COOPER'S MARKET

BEST MEAT IN TOWN



PRESENTS STATE AWARD — Mrs. Larry Dobbs of the Hereford Chapter, Young Homemakers of Texas, presents the award to Nancie Anna English of Buffalo who was named State Little Sister of the YHT at the annual convention at Austin last weekend. The title carries with a \$500 scholarship. Mrs. Dobbs is one of the state vice presidents, with direction of the Little Sister program as her principal duty. She is immediate past president of the Hereford group.

—Small Talk—

By SUE COLEMAN
Taking one-day trips to various parts of the Panhandle, getting off the main highways and seeing what can be found, can impress you with the fact that this part of the country has more scenic spots than Palo Duro State Park, the most impressive of all.

WE TOOK ONE Sunday to territory not as well known as it should be to residents around here.

Below the park area near Canyon, the Palo Duro widens as its small stream becomes the Prairie Dog Town Fork of Red River and the canyon floor spreads out into the prairie country below the Caprock.

For years there was no good way to get down off the Caprock or across the canyon south east of the park, because there were no bridges across the river, which-in that area is one of those typical West Texas rivers, "a mile wide and an inch deep" usually with little or no water, but always with deep sand in its bed.

IT'S BEEN A good many years since a bridge was built and the highway improved from Silvertown down off the Plains to Clarendon, and recently another bridge spans the river between Claude and Silvertown, on a fine, newly-paved road.

The latter route crosses the Palo Duro at a wide spot, so you actually drive down off the Caprock south of Claude and then climb back up on it on the other side of the widened canyon, or river valley, near Wayside.

The canyon there is quite different from the upper section which comprises the state park — different, but just as interesting in its way.

OUR SUNDAY TRIP took us to Silvertown via Dimmitt and Tulia, then off the main east-west highway northward to Clarendon. I'm not sure the highway follows the same route, but that used to be known as the Schott-Cap road, because you go down the Caprock on a ranch that was owned by a German family named Schott.

It was always considered one of the most spectacular spots in the rugged Caprock country, and it still is.

From Clarendon we took time to drive north a few miles to

see the new Greenbelt Lake — which I understand has not been named officially but is usually called that because it was built by the Greenbelt Municipal Water Authority, or else called Clarendon Lake because it is near that city.

IF THEY DON'T hurry and get it named it is going to have two names and a split personality, but anyway it is another of the pretty lakes dotting the Panhandle countryside.

Brand new, it is not nearly full of water yet but is worth a look and you can imagine how it is going to be, and pick out your own future fishing spot.

For the return drive, we went up Highway 287 to Claude and cut back on the Silvertown road, but we didn't go to Silvertown. Shortly after you get across the canyon there is a road turning off west, through Wayside to the Happy-Canyon highway which brought us quickly back to Canyon on the way home.

JUST TO SHOW that it doesn't do any good to bet away from home because there is always somebody you know, we found the J. J. Boydstons getting ready to eat a picnic lunch when we stopped at a roadside park on the rim of the Caprock north of Silvertown.

They had been to Clarendon and the lake, and they urged that we turn off the road on the way to Clarendon and see Bursons Lakes, a fishing resort that we'd heard about.

It takes a two-and-a-half mile drive on a bumpy ranch road to get to the lake, down in the bottom of a side canyon, but it's well worth it just to see.

The cabins look like a good place for a weekend stay, especially to anyone who likes to fish. And the cafe was just out of the advertised homemade pie, but for consolation there was a wonderfully good piece of homemade chocolate cake with our coffee.

AT THE CAFE where we ate lunch in Clarendon, mention of Hereford in conversation with the waitress brought the information from a couple of young men at a nearby table that they were from Hereford too.

We didn't ask their names, but that convinced us about trying to get away from hometown folks.

HOMECOMING SLATED

Former students at Pep are invited to the 1968 Homecoming Jan. 27, when past and present teachers and coaches of the school will be honored. Registration is to begin at 4:30 p. m. A basketball game is scheduled at 5 p. m., dinner at 6:30 p. m. with tickets priced at \$1.25, and a dance at 9 p. m.

PAMPED PETS

Pet food companies report a trend toward "humanization" and convenience in their food products.

Judy Fetsch Is Shower Honoree

A bride-elect of this weekend, Miss Judy Fetsch was complimented with a shower Wednesday evening in the Flame Room of Pioneer Gas Co. She and Jerry Lange of Nazareth are to be married in St. Anthony's Catholic Church here Saturday.

Hostesses for the party were Mmes. Robert Betzen, Joe Schulte, Tom Albracht, Ed Hoffman, Henry Kuper, Charlie Vasak, Jimmy Jesko and C. J. Berend.

Guests were received by the honoree; her mother, Mrs. Felix Fetsch, and her fiance's mother, Mrs. Joseph Lange of Nazareth.

Olive green and white, selected as the wedding colors, were emphasized in table decoration. White lace was laid over the green cloth and the center was marked with a bouquet, in olive and tangerine shades.

Hostesses presides in turn at the table, serving coffee, spiced tea and cookies. Games and reading of poems entertained the guests who presented gifts for the prospective bride's new home.

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

FOR GOD SO LOVED THE WORLD

A Mistake

— and the irate community must know where to place the blame. The police seek the guilty and the judge demands to know whom he is. Now witnesses join with the officers and the judge gets the case. He arises to pronounce judgment, but another Judge takes over. The Heavenly Judge speaks: "First, I condemn the father who fished, or played golf on Sunday instead of attending Sunday School and church worship with his son, where he might have learned the values of integrity and reverence. "Secondly, I condemn the mother who didn't have time to teach him, 'Now I lay me down to sleep.' This mother actually committed this crime when she satisfied her own immediate pleasure at the sacrifice of her duties to her son and her home." When will fathers and mothers realize that more lasting good may come from teaching the minds and hearts of their young, than in the providing of clothes, bread and shelter? *Worship with them in church!*

You In The Church
The Church In You — form a combination for good. Every man, woman and child needs the influence of the church. So, come let us go into the house of the Lord. Let us support her program of service to humanity, be a faithful worker, a daily bible reader and attend services regularly.

- FIRST METHODIST CHURCH**
Rev. Clifford E. Trotter
Pastor
501 North Main
- WESLEY METHODIST CHURCH**
Rev. Robert Williams Pastor
410 Irving
- BIPPUS COMMUNITY CHURCH**
Eugene L. Naugle each first and third Sunday; Gene Brock each second and fourth Sunday.
- AVENUE BAPTIST CHURCH**
Ronald A. Harpster, Pastor
130 N. 25 Mile Ave.
- KINGDOM HALL OF JEHOVAH'S WITNESSES**
319 Ave. I
- ASSEMBLY OF GOD CHURCH**
Rev. Homer T. Goodwin, pastor
Union and Ave. G
- IMMANUEL LUTHERAN CHURCH**
Rev. Herman Scheller
Park Ave. and B Street
- THE CHURCH OF GOD IN CHRIST**
Rev. Calvin Hodge, Pastor
115 West Norton
- SEVENTH DAY ADVENTIST CHURCH**
Elder J. H. Turner, Pastor
West Park Addition
- MISSION DE SAN JOSE**
Labor Camp
- CHURCH OF THE NAZARENE**
Rev. K. Dwight Southworth,
Pastor
16th & Blackfoot
- GRACE GOSPEL CHURCH**
Rev. H. V. Fields, Pastor
Thirteenth and Avenue K
- ST. THOMAS' EPISCOPAL CHURCH**
Harrison Highway
- ST. ANTHONY'S ROMAN CATHOLIC CHURCH**
Father Angelus, Pastor
Harrison Highway at 25 Mile Ave.
- FIRST PRESBYTERIAN CHURCH**
Rev. Russell Wingerl, Pastor
610 Lee Street
- FIRST CHRISTIAN CHURCH**
Rev. Eugene Brink, Pastor
West Park Avenue
- DAWN BAPTIST CHURCH**

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

- | | | |
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Mr. and Mrs. A. N. McRight</p> <p>FIRST NATIONAL BANK</p> <p>ROCKWELL BROS. & CO.
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Marlin Gilliland</p> <p>PITMAN GRAIN CO.</p> <p>ROGERS-MILLER DRUG
Sugarland Mall</p> <p>LOERWALD BROS.</p> <p>FARMERS' DRIVE IN
Troy Moore</p> <p>SUIT'S AUTO SUPPLY</p> <p>ORSBORN - CHEVROLET OLDSMOBILE
Your Chevrolet - Oldsmobile Dealer</p> <p>BOYD MACHINE & SUPPLY
Mr. and Mrs. James J. Boyd</p> |
|---|--|--|

Conversation Pieces In Gardens Is Topic

Conversation gardens, and the place of the unusual in landscape planning, were topics on the program of Hereford Garden Club Friday afternoon when Mrs. D. K. Brook was hostess in her home. The program was one of a series on landscape design.

Mrs. Tom Sawyer spoke of island gardens, plots surrounded by lawn or walks, a favorite way of planting rose gardens for effective display of blooms.

Herbs or vegetables also lend themselves to this type of planting, she said, or in a shady spot, ferns make an attractive island.

Portable gardens were discussed by Mrs. Luther Norvell, who said the term includes movable planters or pots in which growing plants may be arranged in various ways, and may be taken indoors for winter. Porches and patios may be decorated with the portable gardens, or

potted plants may fill window boxes, she added.

Return of an earlier garden fashion for accessories such as sundials, statuary, rocks and fountains was Mrs. O.G. Hill's subject. She spoke of the use of these decorative pieces in the overall landscape plan, saying that size and type must be considered in relation to the whole garden space.

In the business session with Mrs. Ray L. Johnson presiding, Mrs. A. L. Manjeot made the final report on the pre-Christmas art and flower show staged by the club in cooperation with Bud To Blossom Club and Hereford Art Guild. She read a note

of appreciation from Deaf Smith Chamber of Commerce Beautification Committee.

Mrs. Johnson announced that plans are being completed and committees appointed for the District I, Texas Garden Clubs convention to be held here Feb. 26 and 27.

LADDER TO CREATIVITY
Measuring steps toward a child's creative ability are originality, motivation, curiosity and environment.

AVOID TROUBLES
Always close zippers before washing garments or sending them to the dry cleaners.

Indian Life Pictured For Club

Life in India from the viewpoint of a British family resident there was pictured for Calliopean Study Club at a recent meeting when Mrs. Gene Parsley was guest speaker. The meeting was in Mrs. J. T. Gilbreath's home and Mrs. Hazen Woods was program chairman.

Mrs. Parsley told of her stay in boarding school at Darjeeling while she and her mother lived in Calcutta. She showed pictures

and souvenirs of India and demonstrated the donning of a sari, the national dress of women in India.

Contrasts in the lives of the very rich and very poor classes, diverse religions and languages, and the resulting conflicts were discussed by the Hereford woman who spent her early years in the Orient.

Mrs. E. W. Dettman conducted the business session. Members voted to change the date of the Scheduled Feb. 22 meeting to Feb. 29, to avoid conflict with a Community Concert program. Refreshments were served to 14 members.

Mother's Rites Set In Kansas

Mrs. Merlin Kaul and her son, Larry Kaul, left Monday for Sabetha, Kan., to attend the funeral of her mother, Mrs. Nannie Stoner, whose death occurred on the weekend.

Mrs. Kaul recently visited her mother, then a hospital patient. The Hereford residents were to meet Mrs. Kaul's brother at Coffeyville, Kan., on their way to the funeral services.

The Rev. Adean Davis, assistant pastor of St. Anthony's Church, is in Deaf Smith County Hospital following a heart attack early in the week. He is expected to remain in the hospital for a few weeks.

Printing
THE INK SPOT

For COLDS take 666

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FROZEN FOOD SALE at SAFEWAY

BEL-AIR
Bel Air Frozen Real Florida
ORANGE JUICE
Premium Quality 12-oz. can **35¢**
SAVE 7c

BEL-AIR VEGETABLES
Peas, Mixed Vegetables, French Fries, Cut Green Beans, Crinkle Cuts, Peas And Carrots, And Cut Corn
SAVE 18c Mix or Match Premium Quality Frozen Foods
2 2-LB. PKGS. \$1.00

Specials On Frozen Foods!

POT PIES Sparetime Meat Pot Pies SAVE 4c **11¢ ea.**

DINNERS Patio Enchilada Dinners SAVE 10c **12-oz. pkg. 49¢**

ICE CREAM Snow Star Real Ice Cream SAVE 20c **1/2 gal. ctn. 49¢**

Save At These Low Prices!

CHEESE Lucerne Cottage Cheese 2-lb. ctn. **39c**

CATSUP Hunts Real Tomato Catsup SAVE 8c 20-oz. btl. **29c**

CHEESE 10c OFF Per Pkg. of Safeway Longhorn Cheese!

BISCUITS Mrs. Wright's Biscuits 12 8-oz. cans **89c**

SHORTENING Royal Satin 10c off label 3-lb. can **59c**

COCKTAIL Hunt's Fruit Cocktail SAVE 15c **5 No. 300 cans \$1.00**

JUICE Hunts Real Tomato Juice SAVE 17c **3 46-oz. cans \$1.00**

TOMATOES Hunts Plain or Stewed SAVE 25c **5 No. 300 cans \$1.00**

IVORY Liquid 32-oz. btl. **93c** **BOLD** Detergent gt. box **59c**

JOY Liquid 22-oz. btl. **67c** **TIDE** Detergent gt. box **59c**

THRILL Liquid 32-oz. btl. **93c** **OXYDOL** Detergent gt. box **59c**

Lucerne MILK
Homo Milk \$1.01 gal. ctn.

Hunts Spinach Save 2c **2 300 cans 29c**

Skylark Bun Hamburger or Hot Dog **2 8-ct. pkgs. 49c**

Tomato Sauce Hunts with cheese or mushrooms **2 8-oz. cans 33c**

Tomato Sauce Save 3c **8-oz. can 10c**

Pork & Beans Hunts Save 16c **8 300 cans \$1**

Flour Gold Medal 50lb. bag \$4.89

Flour Gold Medal 25lb. bag \$2.19

Napkins Northern 2 60-ct. pkgs. **25c**

Cat Food Friskies 2 15-oz. cans **29c**

Baird Biscuits 2 8-oz. cans **19c**

Pillsbury Biscuits 2 8-oz. cans **19c**

Cake Mixes Betty Crocker 3 for **\$1.00**

Shop Safeway and Save on these Bargains!

DETERGENT White Magic SAVE 18c **2 qt. boxes \$1**

DETERGENT Su Purb SAVE 18c **2 qt. boxes \$1**

BLEACH White Magic Bleach 1/2 gal. btl. **25c**

CRISCO Shortening 4c off label 3-lb. can **69c**

WIN UP TO \$1000

In SAFEWAY'S Fantastic New Game
BONUS BINGO

WIN ONE OR MORE PRIZES OF
\$1,000 · \$500 · \$100 · \$50 · \$20 · \$10 · \$5 · \$1

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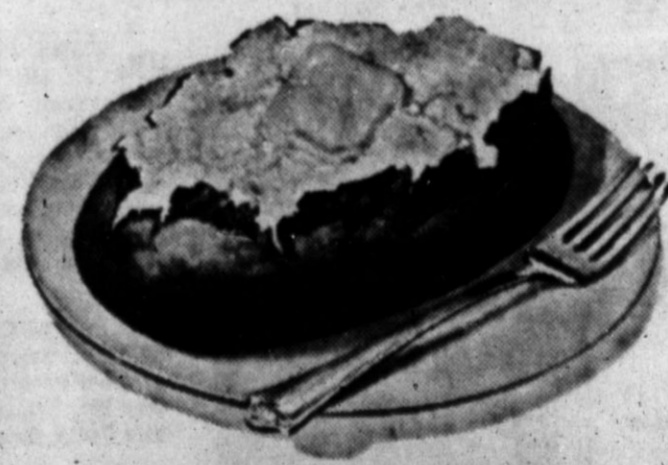
SAVE ON THESE FINE MEATS



FRYERS

Fresh Frozen Cut-Up Trophy Brand Fryer Chickens 2 1/2 to 3 lbs. Average

lb. **29¢**



Safeway Garden Fresh Produce!

POTATOES

U.S. No. 1-B Russets, All Purpose
20-LB. BAG 59¢

Cut-Up Fresh Fryer Cuts!

BREAST split lb. 69c THIGHS lb. 49c
DRUMSTICKS lb. 49c WINGS lb. 29c

Safeway Fine Meat Buys!

LUNCH MEAT Safeway 6-oz. Mac. & Cheese, Pickle & Pimento, Olive and Bologna **29c**

TOWER FRANKS Tower Brand Franks **2 lbs. 98c**

SLICED BACON Swift Premium 1st Grade lb. **65c**

LUCERNE SALAD Potato Fresh 16-oz. ctn. **3 for \$1**

PICK OF CHICK LB. 69¢ FREEZER BEEF!

USDA Choice Mature Beef, No Extra Charge for Cutting & Wrapping plus Double Gunn Bros. Stamps!

SIDE OF BEEF 250 to 300 lbs. avg. lb. **53c**

HINDQUARTERS 125 to 150 lbs. avg. lb. **69c**

FOREQUARTERS 125 to 150 lbs. avg. lb. **49c**

50 BONUS STAMPS
With the purchase of any 3-lb. or more BEEF ROAST
Offer expires Jan. 20th

50 BONUS STAMPS
With the purchase of any 2 lbs. or more GROUND BEEF
Offer expires Jan. 20th

ORANGES

Texas Valencias 5-lb. bag Fine for Juice each **39¢**

LEMONS

California Sunkist lb. **23c**

SWEET POTATOES

Portales Maryland Sweets lb. **2 FOR 29c**

SAFEWAY

Classifieds...

2 LADIES with car. Four hours daily. \$50 weekly. For interview, call Stanley Home Products, 364-0176.

ROUTE BOY 13 or older. Call 364-4972 after 6:00 or all day Sunday.

9. Situations Wanted
ALCOHOLISM INFORMATION: For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, call EM 4-4540 from 8 a. m. till 12 p. m. until 5 p. m. Monday through Friday.

10. NOTICE
A UNITED FUND AGENCY
HEATING AND REFRIGERATION SERVICE
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CHARLIE JONES was a friendly soul. But he lost his life when he refused to give his wife a gift from La Boutique.

UNCLE JIM'S OLD-FASHIONED BARBEQUE
OPEN SEVEN DAYS A WEEK.

11. Business Service
KELLEY ELECTRIC
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Electrical Contractors
Residential & Commercial

BROWN SHEET METAL for anything in sheet metal.
★ PIG FEEDERS
★ RAIN GUTTER & DOWNSPOUT
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★ CUSTOM BUILT TOOL BOXES
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DIST. WATER, Ozarka water, soft water service, home owned softeners, industrial softeners, 364-3280 216 North 25 Mile Avenue. Hereford.
B-11-20-17-tfc

C&W Tile and Tops
★ Ceramic Tile
★ Marble
★ Indoor - Outdoor Carpet
★ Ceramic Tile Repair Kit
★ Linoleum
★ NEW VIKING CARPET
B-11-9-tfc

AM INTERESTED in making loans and buying first and second lien notes secured with farm and ranch lands. J. J. Steele, Citizens Bank Bldg., Clovis, New Mexico Dial 763-4396 or 763-6455.
B-11-28-4c

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

HARVEY HUDSON, graduate Farrier. Shoeing, training and corrective shoeing. By appointment. 647-2498. Dimmitt.
B-11-13-14-tfc

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

SAM NUNNALLY
364-2814 - Home
364-4299 - Office
B-11-13-tfc



A GENUINE TIFFANEY chandelier of long ago now hangs in the home of Mrs. Verna Frye. Hilton Frye, son of Mrs. Frye, points admiringly at the fixture above him.

Rare Chandelier Is In Frye Home

A chandelier hanging in the home of Mrs. Verna Frye recently was discovered to have been made in the original famed Tiffany's jewelry store in New York.

Put together with steel that is coated with copper, the mosaic glass chandelier was given to Mrs. Frye's father-in-law, Harland Frye — before the Farwell bank was torn down. The chandelier had been one of the bank's many beautiful ornaments and had hung in the Harland Frye home for about six years before they discovered its origin.

Abe Davis, owner of Davis Furniture Co. discovered the Tiffany name plate on the chandelier while he was cleaning and polishing it.

Mrs. Frye, now possessor of the chandelier, said that she doubted whether the studio in which the chandelier was developed is still in existence. She related that the artist, an extremely talented man, developed

the type of glass that is used in the ornament.
The artist died in 1933, leaving work such as the Frye chandelier. A jewelry house now stands in the old studio's place.

The main design of the chandelier seems to be a variety of fruit such as apples, grapes, pears, and limes. The chain and rim are made of copper. Mrs. Frye comments that the worth of the fixture has not been decided upon as yet, but is believed to be very expensive.



The inclusion of agriculture and agricultural workers under the National Labor Relations Act is a real and serious threat to the future of all farm commodity production — and preventing its inclusion is going to be an extremely difficult task.

Current efforts to bring agriculture under the N L R A are under the N L R A are under the N L R A...

light January 11 and 12 by those attending the National Cotton Council's Beltwide Production and Mechanization Conference.

Three of the Conference's featured speakers called attention to great strides being taken on the Plains toward solution of the area's problems, and a fourth candidly admitted past USDA errors in assessing market demand for the shorter staple cottons for which the Plains have been noted.

Dr. Levon L. Ray, Agronomist at the North Plains Research and Extension Center, Lubbock, spoke of "Progress in Variety Improvement."

Something over 35 per cent of the Plains crop in 1967 will staple an inch or longer, and Dr. Ray stated that possibly as much as half the 1968 crop will be 1-1-32 inches or longer.

Pressley, or fiber strength, went from an average of 73,000 pounds per square inch in 1966 to over 79,000 psi in the current crop year.

The Education and Labor Committee is packed with labor and welfare-minded Congressmen," Dean says, "and there is little doubt that O'Hara's bill will get a favorable report from it."

Next step for the bill will be the House Rules Committee which will schedule it for consideration on the House floor unless a rule can be prevented.

Dean points out that difficulty in stopping passage of the bill stems from the widespread and well organized support it has generated. The Administration, National Farmers Union, the National Council of Churches and the AFL-CIO are solidly behind O'Hara.

"And while farmers growing everything from broomcorn to butternuts are opposed to the bill, their lack of organization on a national scale makes it almost impossible to make their full weight felt in Congress," Dean said.

The National Council of Agricultural Employers, while it formally represents farm labor users from all agriculture, is rather thinly supported.

Dean cites Texas agriculture as an example. Plains Cotton Growers, the Texas Cotton Ginners Association, Trans-Pecos Cotton Association and a few interested individuals are the only ones active in NCAE from Texas.

"It should be clearly understood, Dean states, "that the organizations and individuals represented in NCAE do not wish to deny any rights to agricultural workers. It is simply that NLRA regulations, as applied by the National Labor Relations Board, would be disastrous to farmers forced to bargain at harvest or other crucial times during a crop year."

The seasonal nature of agricultural production has been cited by Congress in the past as the reason for its exclusion, and Dean believes:

"This reason will still hold good if, but only if, Congressmen and Senators can be made to see past the political expediency of labor-luring legislation during an election year."

The Texas High Plains, openly referred to in recent years as the problem child of the cotton industry, was seen in a different

Voters Are Urged To Register Soon

Texas voters are again warned that they must apply for a voter registration certificate by the end of this month if they want to participate in this year's elections.

A total of 3283 Deaf Smith County residents had registered by Wednesday morning.

Applications may be made either by mail or by personal appearance at the county tax assessor-collector's office. A form for applying by mail is published in today's paper.

One of the new laws enacted in 1967 makes registration necessary, for the first time in Texas history, for persons over 60 years old who live in rural communities and towns under ten thousand population.

Heretofore, persons over 60 were required to register only if they lived in a city having more than ten thousand inhabitants. Many tax assessor-collectors have expressed a fear that lack of requirement will bring about disfranchisement of many elderly voters through their failure to register.

In order to vote in statewide elections, a person must meet the following qualifications on the day of the election: he must be over 21 years old and must be a citizen of the United States; he must have resided in Texas for one year immediately preceding the election; and he must have registered for the voting year in which the election is held.

In order to vote in local elections (county, school district, etc.), he must also have resided in the county for six months immediately preceding the election. Residence in the city for six months is required for voting in a city election.

A new law enacted in 1967 permits voters who move from one Texas county to another within the period of six months preceding an election to vote on statewide offices and issues if they have lived in the state for a year. Formerly, a voter was totally disfranchised for a six-month period following removal to another county unless the county from which he moved was in the same congressional, legislative or judicial district as the county to which he moved.

A constitutional amendment adopted in 1966 authorized enactment of the new legislation.

The Texas Election Code enumerates "idiots and lunatics, and all persons convicted of any felony except those restored to full citizenship and right of suffrage or pardoned" as classes of persons who are not qualified to vote.

Texas voters must register annually. The 1968 voting year will begin on March 1, 1968, and will end on February 28, 1969. The registration period for the 1968 voting year began last October 1 and will end on January 31, 1968. Any citizen of Texas who now possesses the necessary qualifications for voting or who will attain them by February 28, 1969, may register during the current registration period.

Except for three limited classes of voters, all persons wishing to vote at any time during the 1968 voting year must register by the January 31 deadline, even though they may not yet possess full qualifications for voting. The only registration permitted after January 31 is (1) by persons who move into Texas after October 1, 1967; (2) by persons who become 21 years old after January 31, 1968; and (3) by former aliens who are naturalized after January 31, 1968.

The first and second classes may also register during the regular period. Registration certificates issued to persons not yet qualified to vote are marked to show the date on which they will become qualified.

Any person eligible to register may apply for registration by mailing an application form to the county tax assessor-collector of the county of his residence. Registration certificates will be mailed before the beginning of the voting year on March 1 to

persons who apply by mail. Voters may also register by applying in person at the county tax assessor-collector's office.

The husband, wife, father, mother, son, or daughter of a voter may act as the voter's agent in applying for registration if the relative is a qualified voter in the same county. Except for these listed relatives, which do not include those related by marriage, no one may act as agent for another in applying for registration.

Voters who have not already applied for registration are urged to cut out the application form which appears in this issue, fill in all the blanks, and mail it to the county tax assessor-collector without delay. For the information of families needing more than one application blank, this form will be reprinted and other members of the family may use a form published at one of these later dates. Additional forms may also be obtained from the county tax assessor-collector.

Legal Notice

LEGAL NOTICE

NOTICE is hereby given that the firm formerly doing business as THREE R FEED YARDS and or THREE R FEED LOTS, in Deaf Smith County, Texas, has become incorporated and is now doing business as a corporation under the Laws of the State of Texas by Charter approved December 27, 1967, and by transfer of assets to such corporation effected January 2nd, 1968; the name of such corporation is THREE R FEED YARDS, INC.

The address of both Transferor and Transferee is P. O. Box 1637, Hereford, Texas.

E. C. Reinauer, Jr., President

E. C. Reinauer, Jr., President

T-14C

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A cool private eye whose clients are both dangerous and demanding!
Starring ILL. ST. JOHN - RICHARD CONTE
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New Heavy Smokes along the Old Way!

HAVE HOME REPAIRS MADE NOW!

Don't Wait... Do It Now, With the help of an easy, convenient

HOME IMPROVEMENT LOAN

Now... you needn't wait until cash is available to fix up your home the way you've always wanted it. It's so easy and convenient to see us about your plans.

Come in today and let us help with any of your plans for that new room or addition and let us help you secure the cash for the job with a home improvement loan.



- ★ NEW ROOF
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These, and many other improvements can be made with a Home Improvement Loan. Nothing Down... Up to 60 Months to pay.

Carl McCaslin Lumber Co.

A COMPLETE BUILDING SERVICE
1 BLOCK EAST OF THE COURTHOUSE
PHONE THE LUMBER NUMBER 364-3434

The Texas High Plains, openly referred to in recent years as the problem child of the cotton industry, was seen in a different

READ THE CLASSIFIEDS.


The United States currently has 125 licensed physicians for each 100,000 population.

ONE CENT SALE!



HEALTH & BEAUTY AIDS

DEODORANT	VALIANT 7 oz. size, 69c second for	1¢	2 FOR 70c
SHAVE CREAM	VALIANT 14 3/4 oz. 69c second for	1¢	2 FOR 70c
TOOTH PASTE	VALIANT Family Size 49c, second for	1¢	2 FOR 50c
VITAMINS	VALIANT 100's Multiples, 99c second for	1¢	2 FOR \$1.00



VALIANT STAINLESS STEEL BLADES
DOUBLE EDGE BLADES

VALIANT Stainless Steel, 10's
Reg. 53c, second for

1¢ 2 FOR 54c



PETROLEUM JELLY

VALIANT
Reg. 59c, second for

1¢ 2 FOR 60c

Peroxide Valiant 8 oz., 29c second for	1¢	2 for 30c	Toothbrush Valiant, hard, soft, med. ea., 59c, second for	1¢	2 for 60c
Witch Hazel Valiant, 8 oz., 41c, second for	1¢	2 for 42c	Cotton Swabs Valiant, 90's, 49c, second for	1¢	2 for 50c
Iodine Mercurochrome Merthiolate Valiant, 29c second for	1¢	2 for 30c	Epsom Salts Valiant, 1-lb., 21c second for	1¢	2 for 22c
Milk of Magnesia Valiant, 53c, second for	1¢	2 for 54c			

Fresh Fruits & Vegetables

TANGERINES	LB.	19¢
POTATOES	10 lb. US No. 1 Russets	49¢

Fresh Frozen Food Savings

ORANGE JUICE	Dartmouth Fresh Frozen 6 oz. can	2 FOR 25¢
POT PIES	Spare Time Chicken, Beef, Turkey, Fresh Frozen 6 oz.	2 FOR 25¢

NO GAMES... NO GIMMICKS, JUST

MIRACLE PRICES!


SAVE WITH FRONTIER STAMPS

Delicatessen

Whole Fried Chicken
1 Pint Green Beans
1 Pint Hot Mashed Potatoes

All for **\$1.89**

Cream Pies, asst. flavors ea. 89c



ASPIRIN
VALIANT 100's

Reg. 33c second for **1¢**

2 for 34c

Depend on Furr's Quality Meats

SPARE RIBS	lb.	59¢
BACON	Frontier Tra Pac Sliced, lb.	

Chuck USDA Choice ROAST Farm Pac	lb.	49¢
WIENERS	All Meat, 12 oz.	
SAUSAGE	Blue Morrow or Hot Pig Links, 12 oz.	
GROUND BEEF	Furr's Finest 1-lb.	

Round Bone SWISS STEAK USDA Choice Farm Pac	lb.	69¢
Lean Cubes, BONELESS STEW	lb.	
Lean, GROUND CHUCK From Farm Pac Beef	lb.	

BAKE-RITE

SHORTENING, 3-LB. CAN

48¢



INSTANT BREAKFAST

FOOD CLUB, ASSORTED FLAVORS, 6 COUNT

48¢

Soup	Food Club Tomato No. 1 can	10¢
Crackers	Food Club lb. box	18¢
Pinto Beans	4 lb. bag	48¢
Fruit Cocktail	Stokelys No. 303 cans	2 for 49¢
Green Beans	Del Monte cut No. 303 can	2 for 49¢
Cleanser	Topco 14 oz.	10¢





Dick Godwin

Committee Gives Support To DSC Water Assn.

The Water Resources Committee was dissolved as a separate body upon the formation of the Deaf Smith County Water Association and Water Inc. With the approval of the Board, the recommendation of the committee was followed that the Chamber effort swing behind the County Water Association and give it all needed administrative assistance. The chairman of the Chamber committee subsequently was named president of the county association and a director of Water Inc. That person is Dick Godwin, one of the area's leading lay authorities in the area of water import proposals.

WT C of C

Clint Forby and Harlan Vander Zee represent the membership of the West Texas Chamber of Commerce in Deaf Smith County. Both have attended the Board meetings and are active in the affairs of the regional organization. The number of directors to which a community is entitled is determined by the total amount of membership in that community. Deaf Smith County will be eligible for three directors in 1968 it is now believed.

This in no way signifies a lessening of interest by the Chamber in water but rather a recognition of the need to consolidate our efforts and cooperate with all agencies seeking the same goal, the early start of the multi-billion dollar project which will bring 17 million acre feet of water per year from the Mississippi to the High Plains of West Texas.



Rev. Clifford Trotter

Tourist Group Has Busy Year

One of the most active committees of the Chamber of Commerce for many years has been the Tourist and Convention Committee. Under the direction this year of Rev. Clifford Trotter and with the assistance of Lynton Allred, the committee has continued its efforts to boost the tourist and convention industry of this county.

One of the chief channels of activity has been that associated with the state and national highway associations which intersect in Hereford. A delegation from the committee met with the National U. S. Highway 60 Association in Riverside, California, in the Spring. Another delegation journeyed to Fort Stockton for the meeting of the International Parks Highway Association.

Other activities of the committee have included providing name badges and souvenir packets for the Rotary convention, the meeting of the West Texas Chamber of Commerce Board of Directors and several other meetings throughout the year.

Accreditation

The Chamber of Commerce, for the past three years, has been in the process of application for accreditation. The accreditation program was set up by the Chamber of Commerce of the United States at the suggestion of many local chambers of Commerce. The criteria and mechanics have been tested and widely accepted.

Accreditation is achieved by comparing the local chamber of commerce to recognized leading chambers in eleven areas of activity. The eleven areas are: the organization and its structure, the staff, the objectives of the organization, membership relations, program of work, program of work promotion, public relations, membership financing, financing responsibility, plant and equipment and research and improvement.

All exhibits and studies have now been completed and submitted. The examiner will be in Hereford on February 7th and 8th to meet with the accreditation committee, community leaders and the Board of Directors.

From the beginning of a program the Chamber of Commerce of the United States has emphasized that this accreditation procedure is not in any way intended to cast all local chambers into one mold, to force any particular programs on the local chamber. It is purely voluntary and is only for the purpose of enabling the local chamber to evaluate its performance against accepted standards. Less than a dozen chambers in Texas have so far achieved accreditation.

Human Relations Committee Is Research Group

Medical care, adult education, welfare and recreation are four of the many subjects studied by members of the Human Relations committee headed by Paul Abalos. Representing all race and ethnic groups in the community the committee has for many years quietly discussed problem areas with a view to creating better understanding between the groups represented.

Not intended as an action committee, the group primarily is a fact finding body and an educational committee. Where action by a specific agency may appear to be warranted in light of an investigation of the situation brought before the committee the information available to the committee has been referred to the concerned agency for action.



Paul Abalos

Retail Group Involved In Two Major Projects

The Retailers Committee, Wayne Phillips-Chairman, has been engaged in two projects this year. Early in the year a meeting with a representative of the Wage and Hour division of the U. S. Department of Labor brought a large attendance to discuss the meaning and application of the law in business.

A second well attended meeting was held in the District Court room with then-County Attorney Bruce Miller discussing the meaning and application of the Sunday Closing Laws.

Trade promotional activities were sponsored by Downtown Variety Park and The Sugarland Mall association.



Wayne Phillips



Dean Herring

Dean Herring Is Chairman Of Active Group

Dean Herring headed up a special project committee which perhaps did more research and met more often than any other committee. This committee, which was dubbed the Bull Barn Committee, came into being as the result of a large gathering of representatives of most of the clubs and organizations in the county. They gathered to discuss the needs of the Bull Barn in the way of equipment to serve all the various types of functions to be held there.

From the large meeting, and with the blessing of the County Judge and Commissioner's court a small committee was appointed to gather facts, prices, and opinions and present a long range plan for equipping the Bull Barn.

The final plan, which never was intended to be other than a guide and master plan for the long range equipping of the facility, was received by the Commissioners in September. The various clubs and organizations involved were given copies of the plan. Many organization contributions have come in and a large part of the plan will be accomplished this year. The Court has constructed a head table platform. The Hereford Lions have purchased a dish washer, garbage disposal and one thousand place settings. Other organizations have pooled their funds and purchased such items as the coffee equipment, chairs and tables. Other items of equipment which have a lower priority but will be added as funds become available include spot lights, more tables and chairs, a large movie screen, a piano and or organ and a covered driveway so that in foul weather those attending events at the Bull Barn may be let out of their cars under cover.

The total plan would involve the expenditure of nearly \$18,000

News Media Is Appreciated

THE HEREFORD BRAND and THE SUNDAY BRAND, radio station KPAN and some other area news media have earned the continued appreciation of the Chamber of Commerce for their extensive and accurate reporting of the actions of this organization.

Without the support of the local news media no chamber of commerce could possibly operate effectively in a community — in fact could not survive. Thanks Melvin and Clint!



it's a fact

The business man is confronted today by a host of organizations and service groups, each competing strongly and steadily—for his time—for his attention—and for his talent.

Some of these organizations have narrow, specialized aims and objectives. Others are more broadly based. But none serves the business community better than the voluntary organization known as the local chamber of commerce.

For almost 200 years chambers—like the one in your community—have taken the lead in developing free enterprise solutions to general business and community problems. Your chamber needs—and deserves—a fair share of your time, your attention and your talent.



PETE PROGRESS

Working for the local chamber of commerce in your community

EXTRA! EXTRA!

DEAF SMITH COUNTY CHAMBER OF COMMERCE REPORT



Neil Cooper
President

Neil Cooper Ends Active Chamber Year

For the past 12 months a native of Hedley, Texas, has headed the volunteer efforts of the Deaf Smith County Chamber of Commerce. In 1929, at the age of six, his family moved from Hedley to Canyon and it was from Canyon High School that Neil Cooper graduated in 1940. He received his college education from West Texas State College (now University) and from the University of Texas. He served three years in the Air Force during World War II.

Barbara Tolliver Cooper is also a Canyon girl. She was married to Neil in 1947. Jimmy, 19; Patricia, 15; and David, 13; complete the Cooper household except for assorted dogs, cats and horses that greet visitors to their home north of Hereford.

The Coopers moved to Hereford in 1952 when Neil bought the Cashway grocery store. In 1957 the new Cooper's Market opened on Park Avenue.

Neil has served his community in many ways prior to his term as Chamber President. He served as a Director of the Chamber in 1953 and 1954. He served two terms on the City Commission, has been United Fund President, served on the District Boy Scout Committee, the Board of the Deaf Smith County Chapter of the American Red Cross, the County Welfare Board and is a member of the Masonic Lodge.

Neil has also served as president of the Panhandle Food Dealers Association and a director for the Texas State Retail Grocers' Association. He and his family are active members of the First Baptist Church which Neil has served as an active member of the panel of Deacons and as a teacher of a boys Sunday School class.

For a general summary of his impressions of his year as President of the Deaf Smith County Chamber of Commerce, members are invited to turn to Neil's report on page two of this annual report.

The Hereford Brand

HEREFORD, TEXAS, 79045, THURSDAY, JANUARY 18, 1968

Many Projects Ahead

Chamber Has Busy Year; Looks Forward To '68

Each year the Chamber attempts to evaluate its accomplishments. These have been enumerated in other parts of this annual report. At the same time it sets out those projects which have not been completed and those new objectives which have presented themselves during the year.

Listed here are those goals or projects, some long range and others possible of early accomplishment, which the various committees will be acting upon this year.

1. Industrial Development —

Continue an aggressive program of prospecting for new industries, particularly in agriculture and livestock processing.

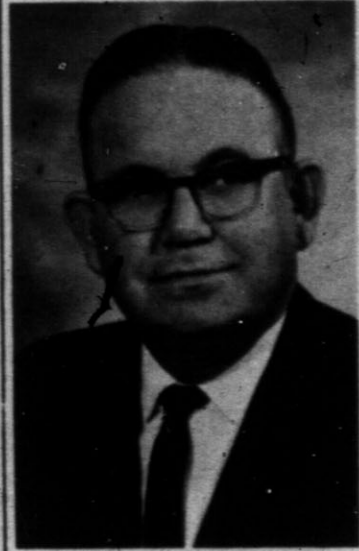
2. Tourist and Convention Development — Advertise and publicize tours of the Deaf Smith County Museum, area historical sites, industrial and feed-lot tours and agricultural tours. Publicize the Bull Barn facility as a major convention center.

3. Water Resource Development — Support the Deaf Smith County Water Association and Water Incorporated in the area wide effort to secure irrigation

and municipal water from the Mississippi river.

4. Education — Continue to aid the development of an effective vocational training program in the junior and senior highs and a comprehensive adult education program. Take all necessary steps towards the promotion of a junior college district to serve Deaf Smith, Castro, Parmer and Oldham Counties.

5. Government Affairs — Study legislation at all levels with three objectives in mind: See CHAMBER HAS Page 2



Earnest Langley
President Elect

Langley To Head Chamber For 1968

Earnest L. Langley, President Elect of the Deaf Smith County Chamber of Commerce for 1968, joined the law firm of Witherspoon, Aikin, Thomas and Langley in 1952. A native of Sweetwater, Texas, where he completed high school, Langley received his bachelor's degree from Texas Tech in Philosophy in 1946. While in Tech he played in the Red Raider band, was a member of Alpha Chi, Kappa Kappa Psi and the Philosophical Society.

The University of Texas awarded the LL. B. to the new Chamber president in 1951 with honors. At the University of Texas he was a member of Phi Delta Phi; the Order of the Coif; was Editor-in-Chief, Texas Law Review; and Chancellor.

Earnest enlisted in the Army as a private in the field artillery in 1942. He ended his active duty in 1946 as a Captain and Company Commander in the Ordnance Department. He served in the European Theatre one and one half years and earned five campaign stars. He also has served thirteen additional years in the reserve and retired as a Major in the U. S. A. R.

His legal affiliations include membership in the American Bar Association, the Texas Bar Foundation and the American Judicature Society. He has been admitted to practice before the Supreme Court of Texas; the Supreme Court of the United States; the U. S. Court of Appeals, 5th Circuit; The U. S. District Court for Northern and Western Districts of Texas; Tax Court of the U. S.; U. S. Court of Claims. He is also a member of the State Bar of Texas, the 69th Judicial District Bar Association (of which he is a Past President); six years a member of the Committee on Administration of Justice, State Bar of Texas; and is presently a member of the Grievance Committee of the 18th District of the State Bar of Texas. He also is a member of the Texas City Attorneys Association; the National Institute of Municipal Law Officers, the See LANGLEY Page 2

Miss America Is Speaker

Continuing to set new precedents in all of her activities, the speaker for the 1968 annual meeting and banquet is the first woman to ever be the featured speaker for this event. Marilyn Van Derbur has proved herself a television personality, an accomplished speaker, and mistress of ceremonies, fashion show commentator, and musician. Her selection as the speaker for this event represented one of the few times in recent years that the vote of the Banquet Committee in recommending the speaker was unanimous as was the vote of the Board of Directors in accepting the recommendation of the Committee.

After being selected Miss America and serving in that capacity for a year, she returned to the University of Colorado and graduated with PHI BETA KAPPA honors.

Her television appearances have included such shows as Steve Allen, Ed Sullivan, Art Linkletter, the Tonight Show, David Susskind's "Open End" and the Mike Douglas Show. She was also a repeated hostess on Candid Camera, and the Bell Telephone Hour, and a panelist of "To Tell The Truth" ten times.

Perhaps Miss Van Derbur is best known and remembered as television hostess of the Miss America Pageant for five consecutive years. Shortly after completion of her year as Miss America, AT & T selected her to be its spokeswoman on television and personal appearances.

More recently, as hostess, she has joined Allen Ludden and Bud Collyer on the Miss Teenage America Pageant, Pat Boone on the Pillsbury Bake-off, and Durwood Kirby and Jack Linkletter on the CBS Spectacular "Let's Go To The World's Fair". She has been a regular television hostess for the Thanksgiving and Cotton Bowl parades.



Marilyn Van Derbur
Banquet Speaker

An avid sportswoman, she has competed in national AAU swimming meets, broken and trained her own horses, competitively raced for Colorado U's snow ski team and competed in organized golf tournaments.

She studied drama at the Musical Theater Academy in New York, played the organ for a long playing Decca record, sings during personal appearances and is extensively engaged in commentating fashion shows that involve from 500 to 6000 people in America and Canada.

Miss Van Derbur is in great demand as a keynote convention speaker. She is the only woman who is presently a guest lecturer for General Motors.

During the past ten years, she has spoken to thousands of See MISS AMERICA Page 2

Program

Starts at 7:30 P.M.
Invocation by Rev. Gene Brink, Pastor,
First Christian Church
Welcoming remarks by Earnest Langley,
President Elect
Introduction of Out-Of-Town Guests by Neil Cooper,
President
Presentation of Citizen of the Year Award by
Lions Club President Rocky Lee
Introduction of Officers and Directors of the
Deaf Smith County Chamber of Commerce
Special Presentations
Remarks by Neil Cooper, President, 1967
Introduction of Miss Marilyn Van Derbur
Dinner Music by Lynn McLarty

Menu

*Deaf Smith County 8 ounce Club Steaks
Tossed Green Salad
Baked Potatoes
Buttered Green Beans
Cherry Cobbler
Relish Trays
Deaf Smith County Wheat Rolls
Coffee with Deaf Smith County Produced Holly Sugar
*Deaf Smith County steaks are, naturally, several grades above K.C. and N.Y. cut steaks



J. W. Robinson, Jr.

Robinson Heads Banquet Group

J. W. Robinson, a big man for a big job, was the way President Neil Cooper described the chairmanship of the Annual Banquet Committee. Starting to work soon after the 1967 banquet the committee screened many program suggestions. The only unanimous choice was that of Miss Marilyn Van Derbur.

Selection of a caterer, decorating the Bull Barn, choosing a menu, arranging details of the program, ushering, registering of out-of-town guests and a host of other details engaged the committee's attention in a series of meetings. A final meeting will be held one week after this annual meeting to review the happenings of the event and make suggestions for next year's committee.



Virgil Marsh

Ag Committee Drops Project

The Agriculture Committee, under the chairmanship of Director-Elect Virgil Marsh, moved forward in several areas and backwards in one. The project of several years standing, that of a weed control district, was dropped from further consideration by the committee in the face of widespread indifference and some outright opposition to the proposal.

Initial work was done on preparing a plan of numbering all county roads to be offered to the County Commissioners for their consideration.

An informational meeting relative to the hazards to the farmer and to the motorist presented by slow moving and over-width vehicles on the highways was held.

Vocational re-training for farm workers continued to be discussed along with the encouraging sign that the adult educational program was finally to become a reality in Hereford.

Chamber...

Continued From Page One

(a) recommending Chamber policy action; (b) informing the membership of the impact of legislation; and (c) encouraging action and interested participation of the membership in government.

6. Christmas Decorations — Install and maintain practical and attractive Christmas decorations.

7. Transportation and Communications — Continue studies of means to provide an underpass or overpass of highway 60 and the Santa Fe tracks in the east end of Hereford to provide safer access to the Bull Barn, Veterans Park and the industrial area. Continue to seek a carrier to provide north-south package freight or express service on U. S. 385.

8. Aviation — Support City efforts to expand the airport runways to accommodate business jets, provide better terminal building facilities, a turn-around area just off each end of the runway. Continue to publicize and educate the public in the fact that the airport is as vital a community asset as are city streets.

9. Recreation — Survey the possibility of supporting a Y. M. C. A. in Hereford. Support City efforts to expand the golf course to eighteen holes. Work with all groups, governmental and private, seeking a solution to the development of Veterans Park and other family park areas.

10. Retail Trade Development — Conduct shopper and trade area research, sales training programs. Advertise and promote Hereford as a retail shopping center.

11. Agriculture and Livestock — Support research into means of establishing markets for area agriculture products and livestock; represent farm and ranch member interests before government agencies where organization support is requested.

12. Fine Arts — Support the work of local artists, encourage opportunities for both active and passive enjoyment of all forms of music, art and drama.

13. Beautification — Carry out an active program of park beautification, encouragement and recognition of public and home grounds beauty, litter control and removal or screening of community eye-sores.

14. Human Relations — Study and act on all aspects of community relations between various racial and ethnic groups.

15. Organizational — Exert every effort to operate an effective voluntary association of business, professional and agricultural men supporting aggressive committee activity in all previously listed projects and maintaining an office competently staffed to serve the organization.

The total labor force for Deaf Smith County, prepared as of May 24, 1967, was 6,350. There were 100 persons unemployed, and 2,350 of the persons were employed in agricultural work.

Aviation

One of the biggest projects of the Aviation Committee during 1967 was hosting the All Texas Air Tour in October. Chaired by Gerald Martin, the committee continued study of the needs of general aviation in the area. Close cooperation with city and airport management has brought a better understanding of the problems and objectives of each group.

From President Neil Cooper

FROM THE PEN OF THE PAST PRESIDENT

It is obviously much easier to look back and to analyze what has happened and what has become a fact than it is to look forward and predict the future. It is, however, only in the light which history affords us that we can find the clues to our future.

With this in mind and as we turn headlong into the bustling year before us we need to recall what is really happening in our local area.

Our biggest news in 1967, we believe, was the announcement that Wilson & Company would construct a modern multi-million dollar plant near Hereford in the first quarter of 1968. Certainly the plant near Friona is rapidly becoming a reality in brick and mortar and it's more than just a rumor that other packers are even now readying plans to build big new packing operations in our immediate area.

And all this makes sense because we are rapidly becoming a cattle-feeding hub. Far sighted, adventurous individuals proved that cattle can be fed, packer ready, much more economically here than in any other area. A saving of over two cents a pound in cattle feeding has caused feedlots to spring up here while other areas are being forced to close their lots. We have all the natural advantages of weather, plentiful feed and transportation in favor of our location. So, the natural economic forces are definitely working with us and it should grow and accelerate in the year ahead.

With the formation of Water, Inc. and our local Deaf Smith County Water Association it becomes immediately apparent that we are looking to the future — many years ahead. It is a staggering concept to imagine the importation of water in the amounts and over the distances involved. It is inevitable that this will happen — because economics is again on our team.

To make ourselves ready for growth we as a community have also looked into and worked on the other factors which will determine our future success.

Industry comes to an area where it can make a profit and grow. Our continued success demands that we upgrade every area in which people will evaluate us. We must continue to have good responsible local government, city and county. Our schools and our churches must be among the best. We must offer the best of airport facilities



Gerald Martin

Langley...

(Continued from Page 1)

Texas Electric Cooperative Attorneys Association which he twice served as President.

Earnest also keeps close contact with Texas Tech. He is a member of the Association Council of the Ex-Students, a trustee of the Texas Tech Dad's Association, a member of The Century Club and the Red Raider Club.

He is a past president of the Hereford Lions Club and member of the District Governor's Cabinet. He has been a member of the Methodist Church since childhood, a lay leader of the First Methodist Church of Hereford for three years, a Lay leader of the Amarillo District; has taught Fellowship (Couples) Class for ten years and before that taught the High School Class for five years. He is also a member of the Northwest Texas Conference of Education, Committee on Higher Education, and Board of Lay Activities. He is a charter member of the Board of Trustees and served continuously as trustee until the present of Kings Manor which he has also served as chairman of the Budget and Personnel Committee and member of the Building Committee.

Earnest has been a Director and on the Executive Committee of the Hereford Area Foundation from its beginning in 1960 and is now in his second year as President. Other community activities include service as President of the Hereford Country Club, six years on the District Committee of the Boy Scouts, President of the Council for Campfire Girls, Director of the United Fund, member of the Board of Trustees of PESO, member of the VFW, American Legion, the Reserve Officers Association of the United States.

He is a director of the First National Bank of Hereford and has served as City Attorney for Hereford since 1954.

Earnest married Helen Richter of Abernathy in 1941. The Langleys have four daughters; Suzanne (Mrs. Dan Wall III), Barbara (a Junior at Texas Tech); Camille (a Hereford High School Sophomore) and Carolyn (a student at Stanton Junior High).

In his second year as a Director of the Deaf Smith County Chamber of Commerce, Earnest L. Langley considers the challenges of the coming year to be an outstanding opportunity to be of further service to the City and County.

and recreational facilities attractive to outsiders. We must have good business facilities and aggressive merchants.

Outsiders who come in for a visit are impressed almost without exception by the spirit of our community! It is a "can do, will do" attitude! OF ALL THE ASSETS WE HAVE, THIS IS THE GREATEST. We have the "will to win."

Let's weigh our opportunities then and make the most of all these advantages, never being complacent or satisfied with the present status.

Let's be thankful for the natural advantages we enjoy, be grateful for our success and strive to be good stewards with our resources, our abilities and enthusiasm.

Americans are great when they have their attitude of "can do, will do" and we will continue to prosper as long as we continue to build our home into the greatest part of a great America!



Mrs. Virginia Adams

"Windmill Park" Becomes Reality

Mrs. Milton Adams led the Beautification Committee of the Chamber in another very active and success crowned year. The much talked of "Windmill Park" finally became a reality thanks to the personal interest and action of Mrs. Jimmie Gillentine.

The Santa Fe Railroad generously offered a long time lease to the City on a tract of land along the highway just west of the depot. The City secured and erected a windmill on the site. A sign, perhaps a historical marker, will be erected on the site soon and the committee has adopted this park as its own to beautify with plantings.

In other action, the committee continued to recognize a monthly residential and commercial beauty spot of the month, a project which has attracted much favorable comment. Publicity was given by the committee as well as support to the City's Fall clean up campaign. The Geranium was chosen as the flower of the year and home owners were encouraged to feature that flower in home plantings.

Eye-Sore Gone

One major area eye-sore was removed through the intervention of Orval Watson when the old railroad car was burned by the City fire department with the permission of the owners. This particular problem, and the solution to it, had engaged the attention of the committee for several years.

Discussions were held with the city as to means of tightening and enforcing the city litter ordinances. The schools were encouraged to conduct continuing educational campaigns relative to this problem.

MISS AMERICA TO SPEAK

Continued From Page One groups as varied as the Minnesota Bankers Association, Associated Industries of Massachusetts formal banquet, the American Mining Congress and the Texas Association of School Principals meeting in Houston. She received a standing ovation in each instance.

As United Air Lines Youth Speaker, Miss Van Derbur will address over 75,000 young people this year alone.

The wife of prominent Denver attorney, Lawrence Adler...television personality...noted sports-woman...dynamic lecturer...Marilyn Van Derbur is truly one of the outstanding women in America today!

The Chamber expresses its thanks to Jerry Don George for recommending Miss Van Derbur.



Bill Michael

Publications Committee Is Important

A "Watch-dog" committee is the Publications Committee under the chairmanship of Bill Michael. Its purpose is to review all Chamber of commerce publications, to make suggestions for revision of content and appearance, to supervise the establishment of a slide film library and to develop promotional theme ideas for use by the Chamber and the community. This committee and its predecessor was largely responsible for the new brochure which has had such wide acceptance and distribution. A current project is to develop a "go" theme for community identification.



Jim McAndrews

Livestock Group Lends Aid In Problem Areas

This past year has been a year of comparative inactivity for the Livestock Committee of the Chamber. Chairman Jim McAndrews, in talking with the members of his committee, determined that the committee could best serve the Community's interest by assisting in the cattle, hog and other livestock programs when called upon with a specific problem. The brucellosis testing program was one such problem area. Consultations with State and Federal agencies concerned brought some clarification of the situation.

An activity to continue into 1968 is the study of the potential of diverting some dry land acreage from wheat and grain sorghum to hay and forage crops that can be converted into a calf crop to supply the feed lots.

From President Elect Langley

YOUR CHAMBER OF COMMERCE IN 1968

The coming year will offer many challenges and opportunities for your Chamber. Some of these are already clearly presented:

(1) The Texas College and University Coordinating Board has just determined that a four-county area, of which we are in the center, should be the site for a Junior College within the next few years. Much work needs to be done by our Chamber and other interested local groups to help make this a reality as quickly as possible. This should be one of our primary objectives for the year.

(2) Unofficial sources indicate that the Wilson & Co. plant should be under construction within the next few weeks. The company will need the help of the Chamber and the cooperation of our entire community in finding operating personnel and in meeting the housing needs of the many new residents it will bring here. Much work will be required to make this a successful partnership between our existing facilities and our new citizens.

(3) We appear to be solidly in front of all the other areas in the push for supremacy in the livestock industry and it will not be easy to keep this position. Larger and smaller cities are working diligently to overtake our lead. Concerted efforts by all of us will be needed to continue to add to the growth of existing facilities and to bring in other related activities. Your Industrial Committee cannot do this alone and the assistance of everyone is requested.

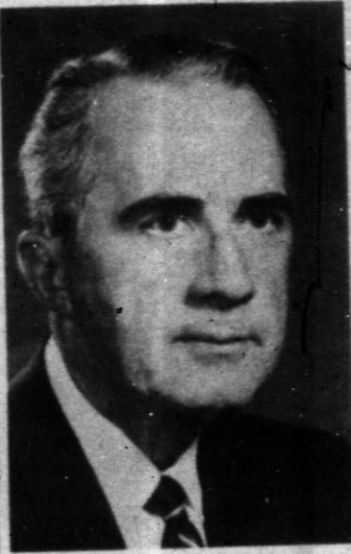
(4) Many other local activities will require continued support and work: Our airport is more than 10 years old and will shortly require substantial additions; grade separations for safer and faster access to the industrial areas South of the Santa Fe tracks continues to be a major problem; upgrading of our available labor supply through continued emphasis on vocational education in the public school system for both students and adults will be helpful in attracting business and industry; the providing of adequate recreational and cultural facilities remains a challenge.

The list is virtually endless. There is never a shortage of problems or opportunities. The capacity of your Chamber to take advantage of the opportunities and to meet the challenges will depend upon your support of the Chamber not only with your time and talents but also with your dollars. The rising cost of doing business has affected our operations, just as it affects your own personal and business affairs. We need considerable additional financial support from you if the Deaf Smith County Chamber of Commerce is to realize its full potential in 1968 and subsequent years.

Our future is already here — it is in our hands. I pledge my best efforts to your continued success. Will you join me?

Signed
Earliest Langley
President Elect

Deaf Smith County was created by the legislature on Aug. 21, 1876, but continued to be attached to Oldham for 14 years because of judicial purposes.



Allan Shivers
President U. S.
Chamber of Commerce

Allan Shivers Heads U.S. Chamber

By ALLAN SHIVERS
President, Chamber of Commerce of the United States

As a successful businessman you must be aware that your job encompasses more than the day-to-day cares of your office. What is going on around you, in your community, state and nation, is important, too. Traditionally, the businessman has involved himself in civic matters, but it has been largely a matter of choice. Times have changed. Now public affairs demand your attention.

There are social and political side-effects in much of what a company does, or doesn't do, these days. They are inescapable, and if a businessman refrains from the decision-making that brings about such side-effects, he is not doing all that his job requires of him.

Because of your leadership experience, public affairs is a field in which you as a businessman can excel. It is a field where your talents and purposes can give you an advantage over those who are cluttering up the political scene in their own self-interests.

In short, it is a field where you can extend your influence just by doing your rightful job. It is part of today's management responsibilities.

I feel so strongly about the need for public affairs activities in business that I recently have been visiting with the heads of some of the nation's largest corporations to discuss with them the importance of activating these programs in their organizations.

To some, public affairs can appear a forbidding trail through a jungle of clashing interests and ideologies. But it is not as formidable as it may seem, especially if businessmen will take advantage of opportunities afforded by the National Chamber.

The National Chamber has not one, but three programs in public affairs that can serve as a starting point for active participation.

One is a program on economic understanding, or learning to judge public issues by breaking them down into basic economic principles.

A second is on political action, learning how to make yourself useful and your influence count in the political party of your choice.

The third is concerned with Congressional action, such as teaming up with others to express reasoned views to elected representatives in government.

Already hundreds of thousands of businessmen have benefited

Abalos Winner Of Membership Drive Contest

Paul Abalos, by the narrowest of margins, is the winner of the 1967 membership drive sweepstakes award and will be presented with a \$75 gift certificate at the annual banquet. The committee, under the chairmanship of Ralph Owens, produced a total of 45 new members during the year.

The effort was capped by a one week drive in mid-August which was considered to be a success.

Membership Committee work is perhaps the least rewarding of all chamber voluntary jobs in terms of tangible service to the community but is, in fact, a vital key to all of the Chamber of Commerce effort. Without the financial support of the membership the Chamber effort would cease. Few members just walk in and ask to become members; most have to be sold



Ralph Owens

Hustlers Grow In Numbers

The Hereford Hustlers, the red-jacketed ambassadors of Hereford good will, increased in number by five as they completed another busy year. Dale Young, Paul Abalos, Terry Hodges, Lynton Allred and Carl Carlile earned the right to wear the Hustler emblem on the red blazer jackets issued to them.

During the year the group greeted a visiting Indian delegation from the Crow tribe of Montana. They also were on hand at the All Texas Air Tour to greet the touring flyers. A large group was present at the reception and dinner for the West Texas Chamber of Commerce Board of Directors meeting. Members of the committee also called on all new businesses presenting them with their first dollar of clear profit in Hereford.

The Hustlers are now working on a set of by-laws, rules to retain eligibility for membership, to limit the size of the group and to stimulate further interest in and activity of the group. Melvin Jayroe was elected chairman and Dale Young Vice-Chairman.

from the help provided in these areas. They can help you, too.

Significantly, the businessman who becomes active in public affairs finds there are implications for his own business in more issues than he ever imagined. Also, you are likely to discover you are helping to make decisions that otherwise would be left to people who neither

through a personal contact. 1967 was a near record year in the number of new members signed up.



Wayne Thomas

Thomas Is Head Of Active Group

The Wall Street Journal in its March 24th feature article on Hereford used the adjective "moribund" in describing the Industrial Development Committee. Apparently they use a different dictionary than we do for, far from being moribund, this committee is one of the most active in the Chamber organization. Chairman Wayne Thomas has not considered it necessary to call a number of meetings but the committee as a group and the individuals on the committee have probably contributed more of their time and effort towards the goal of their committee than any other committee member.

Members of the Committee made more than one flying trip to Chicago, to other cities where "hot" prospects needed contacting and to the annual Texas Industrial Development Conference at Texas A & M.

Under the direction of the committee the staff has written a number of "cold" prospecting letters to industries in associated industries and to those listed on the monthly "suspect" list of the Texas Industrial Commission.

The committee has also considered some problems of taxation and financing of industrial plants. The announcement of the Wilson and Company plant, of course, is the demonstration of the committee's effectiveness and zeal. Other announcements to be made in this year will prove that the committee is a continually active force in the economic development of Deaf Smith County.

Moribund? Certainly not!

Transportation

The Transportation and Communications Committee was not organized this year because of a lack of a specific problem area to engage its attention. The proposed north-south bus or express package truck has made no progress due to the lack of interest of any carrier in providing the service.

know nor care about your business.

One certainly is that you soon will find yourself concentrating on problems of wider impact and greater urgency, as well as on ways to become more successful. And isn't that the goal for all of us?

The first step is to accept this bigger dimension to one's job.

Christmas Decorations Said To Be Most Attractive; Practical

Installation and maintenance problems, wind damage and damage from passing trucks, challenged the Christmas Decorations committee with a "last chance" problem. Christmas decorations in Hereford the past several years, while among the most attractive of any town in the Panhandle, have proven impractical in prevailing weather conditions of our area.

With a virtual ultimatum from the business man supporters of the program to come up with something less expensive and much more durable, a committee headed by Buddy Bloomer — White Auto Store Manager — talked with suppliers, studied numerous designs and proposals and finally agreed on a recommendation. The results have been on display during the past Christmas season. Not one decoration needed servicing, all were burning every night and none were damaged. An added bonus was their much remarked attractiveness during the daytime.

Purchased at a cost of \$5,700 the cost will be underwritten



Buddy Bloomer

over a three year period by donations from business and professional offices and city and county government.

The crew headed by Ted Higgins did the usual expert installation job. Approximately \$2500 out of a budgeted \$2,800 had been received as of the last of December and the balance of the budget has been pledged. An effort to sell the chandeliers to a community in another area of the State may reduce the obligation on the new decorations.

Expanded Golf Course Studied By Committee

Jerry Don George, Chairman, and sub-committee chairmen Don Blankenship, Rodney Laubhan and Mrs. Virgil Marsh, developed a complete outline of recreational needs for the area. After listing all of the needs determined in a survey the committee attempted to set some priority on the development of the needs.

Receiving top priority was development of an additional nine holes of golf. Support of the City's efforts towards that end was unanimously voted by the committee and supported by the Directors.

A major project which will continue into 1968 will be a survey to determine whether a YMCA will be supported in Hereford. After a study of several organizations it was determined by the committee that the YMCA organization in its organizational concept could provide the answer to several of the recognized recreational needs of the community.

The YMCA appears to provide a well planned recreational pro-



Leo Forrest

gram for the whole family. Contrary to popular belief, it is not necessarily building orientated. Many successful Y programs are built around the use of existing facilities.

A study was made by Mrs. Virgil Marsh, of the advisability of seeking construction of a teenage drag strip. Opposition from local law enforcement agencies based on poor experience with such facilities in other cities led to the dropping of this proposal.



Jerry George

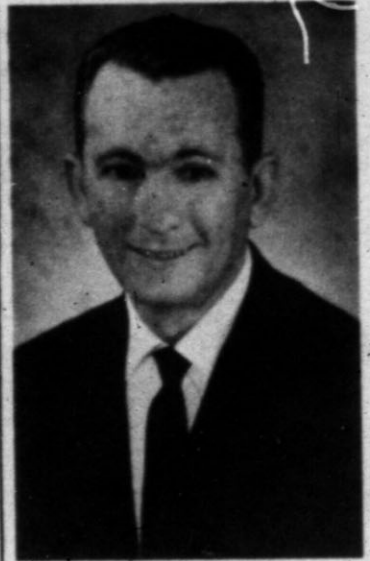
Group Outlines Adult Education Program Here

Three subjects, or projects, occupied the major attention of the Education Committee during 1967. Under the leadership of Leo Forrest, the committee undertook a study of the function and organization of a community junior college. At the time no action was recommended. Recent announcement of a comprehensive long range state plan for the development of such community junior colleges has sparked increased activity and study.

The project which annually attracts the most attention to the Education committee is the New Teacher Welcome dinner. This event has drawn as much favorable comment as any project of the Chamber. It brings together businessmen hosts and new teachers and provides an opportunity to welcome the new teachers and to orient them to community history and goals as well as to get them acquainted with the community leadership.

The last quarter of the year was occupied with a series of meetings leading to the outline of those courses to be presented by the Hereford Independent School District in the adult education program. The adult education program has met a much greater than anticipated response with several hundred area adults attending a variety of classes most every evening of the week. Bob Holman coordinated the program from the school's interest.

The first church in Deaf Smith County was organized at Old La Plata on June 14, 1891, and was named the Cumberland Presbyterian Church. There were 16 charter members



Joe Whitley

Governmental Affairs Group Has Been Active

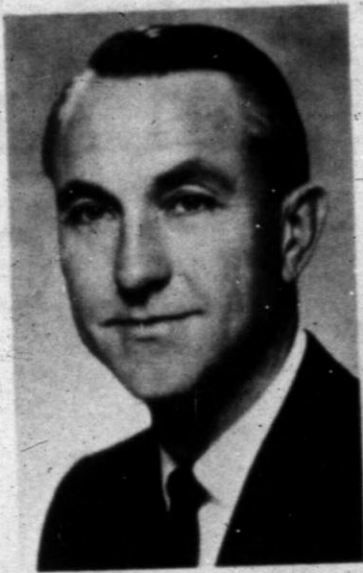
For the past two years one of the Chamber's most interested and effective committees, The Government Affairs Committee, has been headed by Dr. Joe Whitley. This committee is charged with the responsibility of studying government action at all levels and recommending to the Chamber Board a policy or position on those items which effect the local economy and interests. They also attempt to inform the Chamber membership on issues and to encourage active interest and participation in government.

Among the specific actions taken by the committee this year have been a question and answer session with State Representative Bill Clayton, action on the Sunday Closing Law, support of the Hospital Bond issue and support of a Congressional Study of the Social Security system with a view to determining the objectives of the program and towards putting it on a sound actuarial basis.



DeYoung

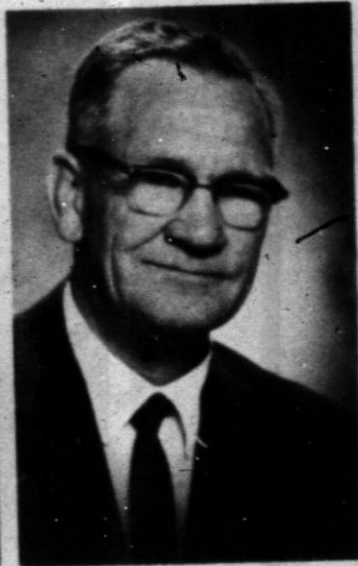
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The Chamber Year

In The Headlines

Wilson Announces Plans For Packing Plant

Chamber Group Begins Cleanup

Agriculture Meeting Thursday

Hustling Hereford
Texas Cow Town Pulls Many New Factories By Ignoring the Rules
Letters From High-Schoolers, Visit to a Sackroom Refinery Attract a High Pay
Firms Find Unions, High Pay and BY THE CHAMBER YEAR STAFF

Chamber Group Is For Bond Issue

C of C Committee Studies New Decoration Cost

Xmas Trim Proves A Problem

Chamber Names Beauty Spots

YMCA Survey Planned

Local Merchants Ponder Sunday Closing Law

Austin Trip Is Being Planned

Barn Committee Finalizes Plans

C of C Recreation Committee Considers Summer Day Camp

Air Tour Visits

Welfare Head Makes Report

Chamber Accepts Odessa Lighting Company Bid

Chamber Elects Officers, Backs Hospital Bond Issue

Geraniums Are Flower For City

Need For Beacon Felt

Chamber Affairs Group To Meet

Wage And Hour Clinic Planned

Cattlemen Are Urged To Help Certification

Chamber Group Attends Confab

BRUCELLOSIS PROBLEM

Brucellosis Certificate Withheld In County

C of C Chairman Is Speaker On Brucellosis

Janis-Clayton To Meet With Industrial Group

Affairs Committee Bans Sunday Law

C of C Panel Discusses Proposed City Tax Bill

Allred's Team High In Drive For Members

Windmill City Is Remembered

Teachers' Fete Set Tonight At Country Club

Banquet To Honor Teachers

Education Group Recommends Changes For \$8 RR

Water Problem Is Considered By Water Committee

Chamber Group Meets; Makes Recommendations

C of C Teams Begin Drive

Allred's Team High In Drive For Members