





**RECEIVES PROMOTIONS** — Alex Glass (left), assistant principal at La Plata Junior High School, is set to become principal there July 1. Shown with him is Jerry Don George, who is now La Plata principal, but will become Administrative Assistant to the Superintendent of Hereford Public Schools on the same date. —Staff Photo

**Probation . . .**

Continued From Page One  
to beginning the fight.  
Myers testified that he had not been involved in the argument. He said that he had gone to the fight scene only to "see that everything was fair and square."

Judge Williams gave all three of them an indefinite probated sentence, which included a report to his office every Wednesday morning and attendance to church or Sunday School each Sunday. He also requested their drivers licenses (al-

though there was a stipulation regarding Watson's license) and ordered them to have "short burr haircuts."  
Young Watson's father advised the Court that his son had the responsibility of transporting automobiles on occasion between Hereford and Amarillo. Therefore the judge granted permission for this job to be continued. However, he would not excuse young Beltran from missing church because of a Sunday job with conflicting hours. (Beltran did not have a drivers license and Myers did not own a car.)  
Judge Williams also stipulated that each of the three "juveniles" are required to be at home by 9 p.m. each evening, unless accompanied by their parents. They were also advised not to discuss the probation matter at the schools.  
The boys were not required to stand before the judge during the hearing. Judge Williams waived this procedure in view of young Myers' weakened condition from his arm wound.  
**FOUR "ADULTS" HEARD**  
Brought before the Court Wednesday morning were David Tarango, 18, Domingo Cortinez, 19, Augustine Tarango, 19, and Tony Moreno, 17, classed as adults under the law. They entered no plea, as their cases are being held under advisement and may be reopened by the Court at any time.  
Judge Williams explained to them that their charges were contributing to the Delinquency of Minors because they had transported the juvenile Beltran to the fight scene. The younger Tarango was listed as driver.  
Each was warned that should they become engaged in any trouble in the future they would then be forced to enter a plea and would have representation in Court.  
Moreno attends school here. The other three boys are employed.

**Womble . . .**

Continued From Page 1  
Dr.  
In the business of widening U. S. 60 into 4-lane traffic, the Court was informed that the state has now set the necessary money aside for their 50 per cent of the arrangement (with the county set to pay the other 50 per cent.) They will proceed here with the necessary maps and begin the purchases as soon as possible, the Court announced.  
The Court agreed with Sheriff Ed Roberson that a two-frequency radio system for use by his office with local Texas Department of Public Safety connections on the same bands was advisable and approved a \$2,511.01 expense cost for the installation.  
County Attorney John Alkin appeared before the Court with Jim Monroe to point out that New Mexico Gov. David Cargo had declared neighboring counties in a "disaster area." He requested that the commissioners query other counties on the Texas side of the line to see what their conditions are relative to presenting the same case before the necessary people in Austin. Monroe declared that he had received less than 5 inches of rain on his place in the western part of Deaf Smith County last year. Declaring Deaf Smith County as a disaster area would cause the cost of certain items and services to decrease.  
The Court agreed to follow up on this situation.

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**McCaslin Will Receive Degree**

Carl George McCaslin, Jr., son of Mr. and Mrs. Carl McCaslin of 409 E. 5th St., will receive his master's degree at the close of the 1968-69 fall semester at the University of Texas Graduate School of Business.  
McCaslin was one of 33 who received their Master of Business Administration degrees while one Master in Professional Accounting degree was also granted.  
Dean George Kozmetsky made the announcement recently.

**Holman Elected TSTA President**

The local Texas State Teachers Association elected Robert Holman, assistant school superintendent, their president Monday night at a meeting in the Hereford High School auditorium.  
Also elected were Nancy Richie, first vice-president; Thomas Millegan, second vice-president; Jean Ricketts, secretary; and Ann Pritchard, treasurer. All are teachers here.

**ELECTED PRESIDENT**  
The new parish board of St. Anthony's Catholic Church, recently elected, chose officers at its meeting Monday evening. Charles Schlabs was named president and Eddie Salinas vice president.  
Other board members are Jim McAndrews, S. T. Loerwald, Mrs. W. J. Albracht, Mrs. A. H. Husmann, Steve Dziuk and Dolores Betzen.

**School . . .**

Continued From Page One  
administrator Tom Harkey \$600. Trustees agreed unanimously to the increases in view of reports concerning each principal and administrator's increased activities within the school system.  
Moreover, the salary of Coach Larry Wartes was boosted \$600 per year — not only for his work record here, according to trustees, but to bring his salary in line with other coaches in the AAA District. His salary is now \$12,100.

Clark reported that school taxes to this date are 94.1 per cent collected. He compared it with the same period last year which showed a 93.05 per cent collection.  
Trustees approved a new policy on free lunches — which was reported as very little different from the policy of previous years:  
"The Hereford Independent School District accepts the responsibility of providing a healthy school lunch environment and guiding the participating students in the development of desirable food habits. The cafeteria program makes it possible for every child in the Hereford Public Schools to have an adequate lunch and provides opportunity for all elementary children to participate in the school breakfast program.  
"No student shall be denied the right to eat in a school cafe-

teria because of inability to pay for his meal. Lunch and breakfast will be served without charge or at a reduced rate to those students unable to pay the full cost.  
"Inability to pay will be determined by a local school committee. Such information will be confidential and available only to the committee of school officials.  
"Procedural steps to be followed by school officials in making the individual determinations are as follows:  
"1. Together, the school nurse, visiting teacher, school counselor, classroom teacher and school principal will make individual determination. The school principal on each campus shall have final jurisdiction in determining those children eating free or reduced price meals.  
"2. Parents of students asking for free or reduced priced lunches shall contact building principals, but this is not a requirement for participating students. Application in writing will not be a requirement.  
"3. In gathering information on students and families to participate in free lunch program, every effort should be made to secure all available data possible in the areas of financial ability, social and mental problems, family characteristics, and other appropriate areas of concern.  
"4. No child will ever be denied a free or reduced priced lunch in cases of unusual cir-

cumstances or emergencies.  
"5. Identity of children receiving a free or reduced priced lunch is protected in each school by the use of appropriate procedures in lunchroom collections by homeroom teachers. Appropriate accountability of free lunches will be maintained at each school as well as the school business office."  
Teachers elected were Marilyn Brook, Central; Patsy Giles, Bluebonnet; Carolyn Sue Lowder, La Plata; Tommy Rossion, unassigned; Melissa Tubb, La Plata; and Linda Wood, Aikman. Granted a leave of absence is Esther Springer, due to her husband's illness. One resignation accepted was Paula Young.  
Date of the Past Board Members Dinner was verified as March 21 at 7:30 p. m. in the high school cafeteria.

**KINDERGARTEN**

Mrs. Naomi Hopson reported on her trip to Austin in behalf of certification of kindergarten teachers and said she "had discovered we are ahead of others in the state" here in the kindergarten curriculum. She said the program is now moving into the 6-year level from the 3 and 4-year level in language and culture. She said that this was a definite sign of progress for the migrant children enrolled here prior to beginning the first grade.  
Enrollment figure in the seven local units is now 102, she reported. Last month it was 95 5-year-olds.

Mrs. Mary Jones and her aide Elvira Gonzalez, who have one of the two kindergarten classes at Central, appeared before the board for a description of the program.  
Mrs. Jones thanked the trustees for the teacher's aide, who has translated much of the Spanish for her initially. But she said during the past few weeks her young students have begun to "play in English."  
Mrs. Jones described the teaching technique in reading as "you cannot stack word on word. You must lay a foundation — like a builder or contractor. It must be carefully planned. Then you can see the 'bricks' fall into place."  
She said that she was certain she had already seen many of the original question marks that faced the children who knew no English and a minimum of Spanish "start to erase." However, she described an incident of trying to relay to them the meaning of the word elevator. In order to clarify it, she said, the students were taken to the Hotel Jim Hill and actually placed on an elevator. "They rode up and down — then they understood."  
Mrs. Jones reported that many of the teaching methods had to rely on "playing games." It pertains much to identification, she explained, even to selecting foods in the cafeteria. She said they also pay close attention to recordings and have learned to listen to instructions.

hours with their assignments. Administrators and board members were also in praise of the recent Language Arts contest here, when schools throughout the area competed here in debate, prose, poetry and other forms of literary arts. They believed such contests serve to create interest in this curriculum, and Clark reminded them that scholarships are often awarded students by colleges in this phase.

**Bride-Elect Is Honoree At Shower**

A shower honoring Miss Cynthia Lynn Eller, bride-elect of Sgt. Dennis Lloyd Francis of Denver, was given in the home of Mrs. Harley Jones recently with Misses Anita Jones and Linda Whitehorn as hostesses.  
Mrs. Wilma Brooks registered the guests, who were greeted by the honoree and her mother, Mrs. Oyd Eller.  
They included Mmes. C. N. McClure, J. C. Reese, Elmer Patterson, Dale Young, Jeanie Easton, Joe Pitts, Lovella Blankenship, Lola Hawes, Alton Hollingsworth, Freeda McBride, Misses Sue Miller, Kathy and Carolyn Hutcheson, Debbie Hawes, Eleanor Winkler, Lavonia and Donnell Benefield and Shelley Brooks.

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Highlights And Sidelights

# Committee Appointments Assure Power of Liberals

By VERN SANFORD  
Texas Press Association  
AUSTIN, Tex. — Legislative committee appointments now have cleared the way for lawmakers to get down to the real business of the 61st Texas session.

Gov. Ben Barnes announced 27 senate committees which assured increased power for liberals, urban areas — and the presiding officer.

Speaker Gus Mutscher followed up two days later with a sweeping reshuffling of all major House panels, leaving only three chairmen in their old places of authority.

Barnes picked veteran Senators Grady Hazlewood of Amarillo and William T. (Bill) Moore of Bryan to head the "Big Two" senate committees — finance and state affairs. Sen. A. M. Aikin Jr. of Paris, however, remains as finance vice-chairman and head of the working sub-committee which actually conducts hearings on the get.

El Paso Sen. Joe Christie, prospective sponsor of a constitutional amendment to legalize sale of liquor by the drink, heads the constitutional amend-

ments committee. Aikin is chairman of the education panel which probably will handle important school legislation.

Sen. Charles Herring of Austin heads the jurisprudence committee; Sen. Tom Creighton of Mineral Wells, water and conservation; and Sen. J. P. Word of Meridian, nominations.

All 45 chairmanships in the House went to veterans of two or more terms of service.

For the fifth time, Rep. W.S. (Bill) Healy of Paducah will be chairman of the budget-writing appropriations committee, and Rep. Ben Atwell of Dallas will chair revenue and taxation which originates tax measures. Only other chairman retained by Mutscher was Rep. John E. Blaine of El Paso, liquor regulations.

Rep. Rayford Price of Palestine, who came to the legislature with Mutscher in 1961, has been designated chairman of the busy House state affairs panel. Rep. R. H. Cory of Victoria, who headed state affairs last session, is in charge of the rules committee which controls the flow of legislation to the House calendar. Rep. Tommy Shannon of Fort Worth directs the

House administration committee with offices close to the speaker and his top staff assistants.

**BILLS PASSED**  
Even while awaiting committee assignments during the third week of the session, legislators boomed through two bills of a semi-emergency nature.

First passed was a \$905,815 appropriation measure to forestall a welfare cut (in aid to dependent children), to assist growing junior colleges and to help finance legislative and governor's office operations this year. A fund transfer of \$35,000 headed off a \$28 cut in aid to needy families. Governor's office got \$130,000 for new personnel, equipment, travel and postage. Colleges got \$335,815, the senate \$325,000 and House \$115,000.

Second bill urged by Gov. Preston Smith increased retirement benefits of some 6,500 retired state employees an average of 10 per cent. Minimum benefit would be raised from about \$30 to \$50 a month. A retirement boost for elected officials will be the subject of a separate bill.

**SENATE REFORMS RULES**  
Senate lost no time in adopting rulebook reforms designed to curb free-wheeling conference committees and to relax its own secret-vote provisions.

They voted 25-6 for new joint rules. Most dramatic change would limit conference committees named to adjust differences between House and Senate bills to doing just that — rather than writing totally new legislation behind closed doors. The House has yet to act.

Senate later approved 30-1 revisions of its own operating procedures which for the first time direct open committee hearings on appointments by the governor (unless a majority of the nominations committee votes for executive session).

Senators also were authorized to announce how they voted on confirmation of appointments.

**LEGISLATION RAINS IN**  
Bulk of legislation proposed by Governor Smith — and a lot he didn't ask for — in his first message to the 1969 Legislature already has rained into hoppers of both houses.

Constitutional amendment proposals would lower the voting age to 18, shore up women's legal rights and authorize horse track betting on a local option basis in Bexar and Harris Counties.

Among other bills introduced in the House and Senate are:  
\*A proposal by Sen. Criss Cole of Houston to make air and water pollution a misdemeanor offense — for corporations as well as individuals.

\*A Texas Meat Inspection law, sponsored by Sen. Jim Bates of Edinburg. (Without a state act, the federal government will take over meat inspecting in Texas.)

\*Rep. Dick Cory of Victoria wants to abolish common-law marriage and permit divorce because of unresolvable discord between husband and wife.

\*Liberals will try again for a minimum wage with a bill sponsored by Reps. Raul Longoria and Lauro Cruz setting a state minimum of \$1.10 per hour.

\*Senator Bates also has a bill prohibiting private clubs — including country clubs — in "dry" areas (based on his premise that if an area votes to be dry, it ought to be completely dry).

\*Sen. V. E. (Red) Berry of San Antonio wants to extend until 2 a. m. every day the time in which alcoholic beverages may be sold. (Such a bill passed in 1967 but was vetoed by Gov. John Connally.)

\*Affirmative action is expected in 1967 but was voted by a 19-17 margin in the House.

\*Reps. Hilary Doran of Del Rio and Guy Floyd of San Antonio will run with a bill exempting Texas from Daylight Saving Time.

\*Representative Cory wants a code of ethics for teachers and a state commission to enforce it.

\*A proposal by Rep. Neil Caldwell of Alvin to require cities and counties to designate the right of way at intersections and put up traffic signs within two years to help establish blame in accidents.

\*Representative Caldwell also would prohibit games, puzzles

and other advertising techniques such as those used by gas stations.

There has been a shortage in only one field. Nobody is rushing forward with tax ideas. Although that may soon be the subject of a new address to the Legislature by Governor Smith.

**BUDGET WORK BEGINS**  
A record \$5.6 billion in spending proposals of the Legislative Budget Board has been placed before the House appropriations and Senate finance committees as a starting point in 1970-71 budget-making.

Bill calls for \$1.1 billion in general revenue spending, an increase of \$170.4 million, but it does not provide for teacher pay raises, new senior colleges and other high-priority items.

Starting bill calls for \$14.9 million for the judiciary; \$277.2 million for health, hospitals, special schools and youth institutions; \$2.67 billion to executive and administrative departments and agencies of state; \$2.63 billion for education; and \$16.7 million for the Legislature.

**COURTS SPEAK**  
Federal district court judge here ruled that a college student with an I-S deferment from the draft may finish out his academic year.

State Supreme Court told a

San Antonio judge, he could not order an insurance company to reveal its auto liability policy limits when involved in a lawsuit.

Supreme Court upheld lower courts rulings that a Vidor youth who promoted an illegal drag race was not entitled to damages for injuries received when he was hit by one of the racers.

Life sentence given a Wichita County man in 1928, for assault, was thrown out by the Court of Criminal Appeals because the man had no lawyer in two prior convictions cited in his trial.

Attorney General Martin obtained a permanent injunction in an Austin district court against an aluminum concern to halt "bait and switch" selling tactics or misrepresenting price cuts.

Third Court of Civil Appeals held constitutional a 1935 law against synthetic milk that includes both vegetable oil and dry milk solids.

Parents in the Edgewood school district property owners brought a federal court suit challenging constitutionality of the tax system under which some school district property owners pay higher taxes than others for the same or inferior educational opportunities.

Governor Smith, according to



**TOURNEY WINNERS** — Pictured here are the winners in the recent Hereford Women's Bowling Association Tournament held last week. Members of the winning Hereford Insurance team are, from left, Bertha Arnold, Don Baugous (sponsor), Jean Watts, Margaret Byers and Clea Weems. Not pictured are Betty Kelley, who substituted for Bertha Arnold, and Betty Stephan, a member of the team. —Staff Photo

advance predictions, appointed former State Sen. Dorsey B. Hardeman of San Angelo to a six-year term on the State Board of Insurance. He plans to name Hardeman chairman of

the Board, which regulates the state's second largest industry, when he is confirmed by the Senate.

C. R. Baskin of Austin has been named chief engineer of

the Texas Water Development Board. Baskin has been acting chief.

Some 15 appointive posts on boards and commissions expired on February 1.



**MOD CHECK** — W. C. Russell, right, campaign director for the March of Dimes here, is presented a check for \$130.77 by La Plata Junior High student body president David Thomas. The money was raised through various activities carried on by the school's student body. —Staff Photo

## Day Care Here Has Interesting Month

Mrs. Maxine Thompson, the Hereford, Satellite Day Care teacher, made her report for January for the classes conducted at First Christian Church, after telling committee members that "our last month of school in 1968 was indeed a busy one — we had several Christmas parties."

Satellite Day Care trains preschool and post-school retardates.

"We have now finished the first month of 1969 and all is going well," Mrs. Thompson said. "I was happily surprised to find that most of the classroom volunteers for the first three-month period came back for another three months." Of the ten volunteers, six of them stayed with the program and it made the situation possible where two volunteers could serve the same class in some instances.

"Thanks to Don Chaney, our transportation problems are almost solved for the present time," she said. "There are now 17 women volunteers transporting children to and from school. However, we still have one child who needs transportation."

Mrs. Thompson reported that Mrs. Tom Burdett has been giving piano lessons to a child in the preschool class on Wednesday mornings. Mrs. Imogene Harris has volunteered speech therapy for the classes on Tuesdays, and Frank Ford has volunteered to help in the post-school class on Tuesday afternoons for bowling.

"During the past two months, cakes, cookies, juice and money for the refreshment periods was furnished by Ray Eldridge First Christian Church, Mrs. Larry Dippel, Mrs. Jean Davite, Rev. Fred Howard, Mrs. Pat Hughes, The Gay Bluebirds Group, Farm and Ranch Club, Mrs. Tom Harkey, Mrs. Harlan

Vander Zee, Mrs. Jack Gilliland, Mrs. J. D. Neil, Mrs. Urlin Streu and the Hereford Ministerial Association.

"Money donations, for supplies and expenses, were made to the school by VFW Auxiliary, Elks Lodge, Bippus Home Demonstration Club and Cultural Home Demonstration Club. Toys and supplies were contributed by The Camp Fire Group, Mrs. A. B. Roberson, First Baptist Church, Mayor John Pool, Mrs. D. C. Kinsey, Mrs. Tom Hall, Mrs. R. L. Cardinal, Mrs. Homer T. Goodwin, Mrs. C. T. Douglas, Mrs. R. L. Ethridge, Mrs. Nel Norvell, Harold Morton, Betty Reddell, Mrs. W. C. Gilleland, Young Homemakers Club, and Mrs. Grady Parsons."

Mrs. Thompson also said, "I would like to mention that Cagle Davis, at Sunset Lanes Bowling Alley, has shown much patience with us when our post-school group bowls on Tuesday afternoons."

She reported that all the Satellite teachers (from ten areas towns located near Amarillo who have classes) went to the Amarillo State Center for Human Development on Jan. 24 for in-service training. "Mrs. Raymond Higginbotham also attended the meet with Mrs. Sandra Goodwin, who is Volunteer Coordinator in Amarillo, and with the Volunteer Chairwomen from the other nine Satellite schools," Mrs. Higginbotham is Volunteer Coordinator for Hereford.

Mrs. Thompson said that the "only extra activities this month (January) were when we took the preschool children to the Bull Barn to see the animals prior to the Junior Livestock Show. When we left the Bull Barn, we went to Sugarland Mall where the children were treated by Mrs. Higginbotham to popcorn and orange at the Candy Cane."

Hereford, Texas

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<p><b>Mens TURTLENECK KNIT SHIRTS</b> 1.50</p> <p>Reg. 3.98 so these won't last long hurry.</p>	<p><b>Boys FANCY PLAID Penn Press JEANS</b> 2.99</p> <p>Special purchase of better quality Jeans to sell</p>	<p><b>Womens Cotton Flannel SLEEPWEAR</b> 1.99</p> <p>Reg. \$4 now is the time to stock up only a few</p>	<p><b>Iridescent and Woolen Suitings PIECE GOODS</b> 99c-1.99 yd.</p> <p>Reg. to 4.50 yd. so hurry we're cutting this fast</p>	<p><b>Entire Stock Womens Winter DRESS COATS</b> 20.00</p> <p>Only 8 left so hurry broken sizes</p>

**Make Penney's Your Headquarters To Save Money And For Valentine Gifts!**



**TWO TIME WINNERS** — The eighth grade basketballers at La Plata Junior High are shown here with two of the first place trophies they won recently in tournament competition. One was collected at the Muleshoe tournament and the other at the Friona tournament.

### Scout Organization Pushed To Capture Attention Of Youth

During the crises of recent years, there has been one local organization that has been doing its part for the boys of the community. But now it has decided that it must do even more as a positive force to capture the attention and interest of youth.

The Llano Estacado Council of the Boy Scouts of America has launched an eight-year long-range plan called BOYPOWER '76 that will broaden its membership base and make known to boys, leaders, and local organizations the availability of the Scout program to all who can accept its commitment of service to God, country and other people.

Scouting, of course, has made a profound impression on America since its beginning in 1910, and its success is evident in the number of former Scouts now in responsible positions.

For example, 328 members of the 90th Congress of the United States were either Scouts of Scout Leaders; 29 state governors have had scouting experience; and 36 of the 47 living astronauts were scouts.

Now, the Llano Estacado Council has set up a series of goals through 1976 appropriately the 200th anniversary of our nation — to improve its record.

While getting more boys exposed to the Scout program is a major goal, there is a special emphasis on seeing that boys have a quality program under trained leaders, and that there are adequate manpower and resources to carry out the program effectively.

The slogan for this ambitious eight-year plan is "America's manpower begins with BOYPOWER." The slogan is strengthened when one considers that Scouting prepares each boy to achieve his adult potential as a responsible citizen; that it offers variety of experience, challenge of mind and muscle, opportunity to develop self-confidence, satisfaction of service to others, and the fun of working together; and that it is an active, virile program with broad appeal for the emerging adult.

True, Scouting has reached many boys. But America today is a disturbed land, problems mount and frustrations surround us. Young people are deeply involved, whether it be discontent with our foreign policy, demonstrations and riots in our cities, or our escalating crime rate. Many boys and girls lack the desire to relate to this na-

### County Welfare Office Is Topic

A survey of Deaf Smith County's welfare department was made in the program of Pioneer Study Club at a luncheon in the Caison House Tuesday, when Jewel Smith, head of that department, was the guest speaker.

She told how her office is organized, how it operates, its relation to the Texas Department of Public Welfare and its relations with other county departments, especially the juvenile court.

Mrs. Smith has been in her present job since 1953, and she told of numerous changes in policy of state and federal agencies which affect the operation of the county office, changes "often so rapid that the average person simply can't keep up with them", she said.

She spoke of the various programs: Old age assistance, aid

for the needy blind and particularly of aid to dependent children, and said there are at present 48 children in this county receiving the latter type of aid.

Mrs. Ray Johnson was program leader and introduced Mrs. Smith. Mrs. H. E. Miller gave the luncheon invocation. Mrs. Ted Panciera, vice president, presided in the absence of Mrs. Delmar Sigle, who was ill. Members voted to send Valentine favors to Westgate Hospital.

Mrs. Ralph McCullough announced that bulbs for spring planting have been ordered and are expected to be on sale by Eastertide. The club sells the bulbs as a city beautification project and to raise funds for other service projects. Purchase of a new flag to be flown in Mothers Park was reported.

Hostesses for the luncheon were Mmes. B. E. Brumley, N. E. Gass and Miller, who decorated the tables in Valentine motif.

Others present were Mmes. C. R. Walsler, William Wimberley, Bess Werner, P. B. Sowell, M. L. Simpson, Mary Seigler, L. H. Lookingbill Sr., W. C. Hromas, O. G. Hill Sr., Henry Hastings, Burl France, Herman Ford, Fred Barrett, Frank Ball and Miss Roberta Campbell.

### Listening Group Hears Broadcast

The group of members from Young Homemakers Home Demonstration Club which is listening each week to a series of broadcast programs on Money Management, met in the home of Mrs. Dean Bryant Tuesday morning.

They included Mmes. Freddy Cooper, James Hill, Huey Lowrie, Roy Parten and Charles Stevens.

READ THE WANT-ADS.

### Courthouse Records

#### VEHICLE REGISTRATION

Edwin Axe Farms, 48 American; David Brumley, 65 Chev pkp; Gabriel B. Martinez, 62 Chry.; W. T. Higgins, 66 Chev.; Leon J. Bell 58 Ford tr.; Tip Top Oil Co. Inc., 59 Chev 1/2T; Tawana Marlene Ceniceros, 63 Chev. pkp; Rodney Wayne Hammons, 55 Chev.; R. N. Yarbrow, 69 Ford; William E. Moss, 69 Ford pkp; Gifford-Hill Western, 69 Ford pkp; Gifford-Hill Western, 69 Ford 1/2T.

White, 65 Chev.; Gifford-Hill Western, 69 GMC tr. trac, 3T; Irma Harbour, 61 VW; Dennis Helman, 65 Chev. 1/2T; A. C. Johnson, 63 Ply.; G. Pizana, 62 Chev.; Lupe Garcia, 64 Chev.; Bobby Adams, 66 Ford 1/2T; R. G. Sparks, 65 GMC; R. G. Sparks, 61 Ford 1/2T; R. G. Sparks, 63 Ford 1/2T; R. G. Sparks, 57 Chev 2T; R. G. Sparks, 61 Chev 2T; R. G. Sparks, 53 GMC 2T; R. G. Sparks, 57 Ford; R. G. Sparks, 53 Dodge, 2T; R. G. Sparks, 54 Willys; Dick Ellis, 61 Chev. pkp; Nell Spradley 69 Old.; Walter John Paetzold, 62 Merc.; Lorenzo Vigil, 66 Pont.; Shook Tire Co., 66 Ford pkp; Southwestern Public Service, 69 Chev. Jerry E. Tucker, 68 Pont.; Arthur Wear, 65 Chev 1/2T; C.T. Goheen, 65 Chev. 2T.

### Tryouts Slated For HCP Comedy

Reading for a play to be presented in April by Hereford Community Players were set for 8 p.m. Feb. 17 and again Feb. 20 at the parish hall of St. Thomas Episcopal Church, at a membership meeting Tuesday evening in Community Center.

Selected as the next play is the comedy, Charlie's Aunt, which was planned for last summer but postponed because of casting difficulties during the vacation period. John Gilliland will direct; he invites any resident interested in trying for a part to attend the readings next week.

Another membership meeting is called for Feb. 24, when the cast will be announced and committee duties for the play assigned. Mrs. Gilliland, HCP president announced.

Members voted to set the second Monday evening of each month as time for regular membership meetings; previous 14 meetings have been called as needed for the new organization. The annual meeting, when new directors are to be determined, will be held at the end of March.

Tentative dates for production of Charlie's Aunt, a durable English comedy with a setting in a British university in the 1890's, were set for three nights "around April 20".

Reports were made on the recent Night of One-Acts and on the presentation here by a West Texas State University group of the children's matinee, Pinocchio. Mrs. Fred Howard reported.

### MARRIAGE LICENSE

Harry Herman Klemm and Clara Catherine Acker, 2-10; Finis Dale Lindsey and Sandra Sue Lindsey, 2-7; Doyle Joe Fuller and Hollis Marie Walsler, 2-7; Earl Richard Drager and Glenda Darlene Sims, 2-7; Dennis Mack Way and Mavis Randell, 2-7.

Dennis Lloyd Francis and Cynthia L. Eller, 2-6; Charles Eugene Brownlow and Judith Maye Martin, 2-2; James William Broman and Cecelia Lee Burrus, 2-1; Jose Angel Pina and Angelica Escamilla, 1-30; Monte Gay Vaughn and Lillie Faye Vaughn, 1-29.

Samuel Barba and Junita Flores, 1-25; Alejandro D. Tamez and Zoila G. Trevino, 1-25; Ted Harold Vaughn and Tonie Daisy Blackwell, 1-23; Claudio Southerland and Cleado Margie Cravens, 1-22.

Going Galaxie is the Going Thing! Now, sale-priced Galaxie 500's with the most popular options. Special Fairlanes and Mustangs, too!

On Galaxie 500 you get: Vinyl seat trim • Rim-Blow Steering Wheel • Body side moldings • Wheel covers and whitewalls • Air conditioning • Tinted glass • Big V-8.

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Douglas Robertson, 67 VW; L. George Cumings, 65 Ford; E. F. Loerwald, 66 Chev.; Damon Davis, 64 Ford; Jim Plumbing Co., 59 Chev.; Prudencio Rodriguez, 59 VW; Johnny Cloud, 68 Mustang; Glenn Wilson, 69 Buick; Perrin Bros. 61 American; Ruth Loerwald, 65 Olds; John Husman, 66 Dodge; Regina Stewart, 60 Ply.; Meca West, 64 Medallion; Mack Noland, 69 Chev.; Donna Hill, 66 Chev.; Charles H. Hill, 66 Chev.; Bill Rowland, 60 Terra Marina; Harold Searcy, 63 Rambler.

Steve Fanning, 63 Chev.; Deaf Smith County Sheriff's Dept., 69 Merc.; Gerald G. Bybee, 69 Chev.; W. H. Jones, 69 Chev.; Don H. Teague, 66 Ford; S. S. Dodson, 9 Buick; R. R. Willis, 69 Pont.; Newell Corporation, 69 Pont.; Sheperd G. Townsend, 65 Dodge; T. R. Royal, 66 Ford; Clyde B. Jones, 5 Chev.; Frank Garcia, 61 Chev.; Frank Garcia,

# Sen. Tower Discusses His Views Concerning The Draft

As you know, I have been particularly concerned in recent years with the operation of our nation's Selective Service System — or as we know it better, "The Draft."

The Armed Services Committee, on which I serve, conducted an extensive study of the Draft in 1967, and last year I introduced legislation to end some of the lengthy uncertainties our young men face as they await a Draft call. This year I have once again introduced such a bill.

And, I have pointed out to the new Administration — just as I did to the old Administration — that Congress already has given the President broad authority and flexibility by which he could vastly improve the Draft by executive order.

I don't know whether or not the new Administration will use its executive authority, but President Nixon has indicated on several occasions that he has in mind not only the short-term improvement of Selective Service processes, but also the long-term removal of the Draft.

We have had the Draft for almost 30 years — though many people think we always had it. It started during the grim, uncertain days before World War II. We kept it through our ordeals in Korea and Vietnam. We tend to forget now that the Draft historically has been envisioned not as a permanent fixture but as a temporary, emergency necessity.

I have looked into this question in great detail. And I think that once the manpower demands of the Vietnam War are behind us, we can move toward an all-volunteer armed force — eliminating the Draft.

We must recognize, of course, that world conditions today require us to maintain strong defense forces. Preparedness is our greatest deterrent to war. As President Nixon has said, "While our adversaries continue to brandish the sword, we cannot lay aside the shield."

So any change in the way we obtain defense manpower would have to guarantee our maintenance of sufficient military strength.

It is clear that whether the Draft or a volunteer Armed Force is involved, the prime responsibility of our defense manpower system is provision to our armed Services of the very best men available when needed for our national security.

We can't just end the Draft on some arbitrary day — certainly not while we are in the midst of a major war.

But, we can look ahead and methodically plan for the phase-out of the Draft and the phasing-in of a volunteer system after Vietnam. We will have to proceed carefully so that at every step of the way we can be certain of maintaining our defense strength. And, we will be prudent to keep the Selective Service structure on "stand-by"

status in case some all-out emergency requires its reactivation.

In the meantime, we must do what we can to improve the career incentives for volunteer service in the armed forces. That will mean higher pay, better housing, modern facilities and up-to-date equipment.

It is evident to me that quite aside from the problems of the Draft, the very changing nature of war itself forces us to seek more skilled, career soldiers, sailors, airmen and Marines.

It is unlikely we will ever again fight with huge, massed land armies, in direct confrontation. The existence of nuclear

weapons makes small-unit action our more likely problem. And, to meet the Communists on their favorite battleground — guerrilla war — we need a highly-professional, highly-motivated force of men as much technicians and linguists as warriors. Such men are best produced by a voluntary system.

Nevertheless, as we point toward this longer-range goal of a volunteer armed force, we can and should take some immediate steps to patch up the worst inequities of current Draft procedures.

I think the most distressing

trouble with the Draft is the years and years of uncertainty it imposes on young men, particularly students. They cannot with any certainty make plans to continue their education or to start a job until after age 26, since their Draft vulnerability exists throughout all the years from age 19 to age 26.

Every one of the major investigations of the Draft has concluded that much of the uncertainty could be ended by reducing from seven to one the years of prime Draft vulnerability. This could be accomplished by selecting on a youngest-

first basis rather than today's oldest-first system.

That's the main thrust of my own Draft bill. It sets up a system under which every draft eligible man would undergo a single year of major vulnerability to call. Deferred students would be vulnerable for a year after their schooling. If a man were not called during his peak vulnerability year, he could go ahead with career plans virtually assured of being able to complete them.

So, I see two things we should be doing in the defense manpower field.

We should begin moves toward an eventual all-volunteer armed force, and we should move by either executive or legislative action to reduce current Draft inequities.

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Gillette Foamy  
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## Wildcats Win Cage Battles

Susan's basketball teams found tough competition at the Walcott gym Monday night as the Wildcats clipped the Sudan teams in district play.

In the boys game, Walcott won 38-32 and the girls chalked up another victory with a 30-17 score. Prior to Monday night's action, the Walcott girls fell to the Bushland team in a non-district battle last Thursday by a 38-14 score. The boys had a little better luck as they won their contest, 37-30.

Walcott will end their basketball season this weekend when they go to Bovina for the district, six-team, single elimination tournament this Thursday and Saturday.

Records for the Wildcats for the season show the girls with a 13-11 mark and the boys with a 17-9 record. In district play, the boys stand at 5-5 and the girls at 7-3.

The average discharge of electric eels exceeds 350 volts, according to the National Oceanographic Data Center. Current usually amounts to a fraction of an ampere.

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**TROPHY WINNER** — Gene Cope proudly displays the trophy which he won at a recent trap shoot held by the local gun club. Fighting heavy winds, Cope managed to clip 36 of a possible 50 targets to win the traveling trophy.



## Shooting The Bull At HHS

By JANE ZINSER  
Tomorrow is cupid's big day for shooting his convincing little arrows that are sure to make this year's Twirp Week very interesting.

Now it is going to be the girls' choice for Twirp Week begins Saturday, the 15th and lasts through next Saturday, the 22nd. It is also going to be the girls' turn to muster up that final

courage and ask the boys for dates.

Provided here is a list of days and places for perspective Twirp dates:

Saturday, the 15th — Dance at Sugarland Mall sponsored by the Teen Board of Gaston's, with the "Undertakers" playing.

Sunday, the 16th — Take your beau to church.

Monday, the 17th — Con-

cert at HHS auditorium at 7:30 p. m. by the Amarillo Symphony.

Tuesday, the 18th — Basketball game here with Dumas.

Thursday, the 20th — Mr. Irresistible contest.

Friday, the 21st — Dance at the Community Center with the "Rioters" playing.

Saturday, the 22nd — F.H.A. banquet.



## Catholic Women Of Deanery Hold Meeting Here

Women of St. Anthony's Catholic Church were hostess this week to a meeting of the Plainview Deanery, Diocesan Council of Catholic Women. Visitors were here from Abernathy, Lockney, Nazareth, Dimmitt, Umbarger, Bovina and Plainview.

Mrs. N. W. Kramer, deanery president, introduced the Rev. Simon Heine of St. Anthony's

present a concert at the HHS auditorium Monday, beginning at 7:30 p. m.

—HHS—

Students at HHS welcome all student teachers who have recently joined the teaching staff.

Church as the new moderator, and the Rev. Stanley Crocchiola as the new pastor of the Nazareth church. She reported on a recent diocesan board meeting held in Amarillo.

The spring meeting of the deanery will be in Umbarger March 26, with women of St. Mary's Altar Society as hostesses, she announced. Mrs. Bernard Grabber of Umbarger reported on plans for the meeting.

Theme of spring deanery meetings, selected by the diocesan board, is DCCW Helping, Caring and Doing, she said. Revisions to update the deanery constitution and by-laws will be presented at Umbarger by Mrs. Werner Koelzer of Hereford, chairman of the organizational services committee.

Mrs. Paul Zinser of Hereford was one of those appointed to the resolutions committee.

## Dawn Club Has Special Guest

Mrs. Winston Hall of Canyon, Randall County Home Demonstration Agent, was a guest of Dawn H.D. Club at a recent meeting in the home of Mrs. H. S. Fuller Sr. Argen Draper, Deaf Smith County H. D. Agent, gave the program on selection of colors for the wardrobe.

Mrs. Dick Golden, club president, was chosen as its nominee for the title of County H. D. Woman of the Year. Mrs. T. J. Carter, vice president, was in charge of the business session in Mrs. Golden's absence. Seven members were present.

Classifieds Get Results

## Fashion Trends Traced For Club

Trends in fashion as shown in 1969 spring styles were discussed by Mrs. Maurice Tannahill, guest speaker to Lone Star Study Club Tuesday afternoon. The meeting was in Mrs. Floyd Dumas' home, with Mrs. Bruce Brown as co-hostess.

Mrs. J. J. Durham was in charge of the program, in which Mrs. Tannahill showed pictures and samples of fabric to illustrate her talk. She stressed individuality as the keynote in styles for spring and summer, with each woman free to plan

her wardrobe to suit her own personality.

Growing popularity of pants for women's wear in daytime and at-home dress was mentioned, also the trend to varied neck accessories.

Mrs. Hardy Benson conducted the business meeting and committee reports. Plans were made for a dinner at the Caisson House Feb. 25, with husbands of members as guests.

Mrs. J. W. Witherspoon opened the program with a devotional poem, I Pray Thee.

## OES Chapter Observes Its 67th Anniversary

The 67th anniversary of the Hereford Chapter, Order of Eastern Star, was observed at the meeting Tuesday evening in the Masonic Hall, and past matrons and patrons of the group were honored.

Candles were lighted on a birthday cake in a ceremony which was part of the program directed by Mrs. Jack Brown. Sixteen past matrons and patrons were present, including a guest, Mrs. Maggie Hamilton of

Kings Manor, who is a past matron of the chapter at Matador.

Gifts were presented to the past leaders by Mrs. Art Lewis, worthy matron, who in turn received as a Valentine gift from the chapter a silver coffee service.

Plans were made for a Masonic Night supper Friday at 7 p. m., when Masons and their wives, Eastern Star members and their husbands will be guests.

## Husbands Entertained With Valentine Supper

A Valentine party with husbands of members as their guests for a pot-luck supper was given by Young Mothers Study Club Tuesday evening at Community Center, with the students in Hereford High School under the American Field Service as guest speakers.

Sharon Watson of Sale, England, and Theo Ten Have of Holland entertained the group with brief factual reports of their

respective countries, and then informal talk with answers to questions. Both showed pictures on colored slides.

Mrs. Lynn Pittard and Mrs. Bud Thomas were hostesses, who decorated tables in the holiday motif.

Supper was served to Messrs. and Mmes. David Brumley, Larry Dobbs, Travis McPherson, Ray Simpson, Thomas and Pittard.

The Amarillo Symphony will

## Guests Enjoy Music With Club

Music of the Americas made up a program in Dawn Music

Club Tuesday afternoon, marking the observance of February as Parade of American Music Month. Members of Dawn Home Demonstration Club were special guests for the meeting in Dawn Community House.

Mrs. H. V. McCabe discussed music of Central and South America and gave the history of the song, America, which is the Hymn of the Month designated by the National Federation of Music Clubs.

Latin-America music opened the program, with Mrs. R. E. Curtsinger playing Estrellita, by Ponce, as a piano solo, Mrs. J. B. Caraway singing La Paloma (Yradier) with Mrs. R. T. Stewart as accompanist, and Mrs. Roy Manning playing as a violin solo, La Golandrina, accompanied by Mrs. Curtsinger.

The violin-piano duo also presented a song from a musical comedy, When I Grow Too Old to Dream, and Mrs. Mack Bush and Mrs. Carl Wimberley played another, Desert Song, by Romberg, as a two-piano number.

Mrs. Clarence Betzen and Mrs. Wimberley teamed at the two pianos to play Festival March (Stoye); Mrs. Robert Strain and Mrs. Stewart for Elgar's march, Pomp and Circumstance; Mrs. Strain and Mrs. Wimberley for the patriotic air, America the Beautiful.

Mrs. Mack Bush led group singing of familiar songs with Mrs. Haley at the piano.

Guests were Mmes. H. D. Fowler, T. J. Carter, Dick Golden, Walt Beavers, Orval Galley Leroy Johnson and J. E. McCabe, also Stephanie Haley and John Bush, children of club members.

At another recent meeting, Dawn Music Club entertained husbands of members at a dinner party in the community house Friday.

## Kitchen Shower For Kings Manor Given By Club

Forty-one cup towels and 13 pot holders were collected at the meeting of West Hereford Home Demonstration Club Tuesday afternoon, to be given to Kings Manor for use in the kitchens. The club met in the home of Mrs. Roy Boyd; Miss Mary Brady presided for business.

She and Mrs. Blanche Hardin gave the program on Costume Accessories. Mrs. Hardin spoke of the various types and styles of hose, of colors now in fashion, and care of hose. Miss Brady gave the same information concerning gloves, saying that gloves may match in color the dress, purse or shoes in a costume, or be of a neutral color.

Mrs. Flo Cottingham was a guest. Other members present were Mmes. W. H. Awry, Ulys Pierce, Robert Boyd, D.R. Grimes, N. B. Hood, Carl Schroeder, E.M. Cox, W. A. Waters and Miss Evelyn Bell.

## Calendar Of Events

**THURSDAY**  
Hereford Duplicate Club at Community Center, 7:30 p. m.  
VFW Auxiliary at VFW Clubhouse, 8 p. m.  
Beta Sigma Phi Council, regular meeting, 8 p. m.  
Kiwanis Club lunch at IOOF Hall, 12 noon.

**FRIDAY**  
Hereford Garden Club in home of Mrs. E. T. Hale, 2 p. m.  
Cultural H. D. Club in home of Mrs. Ole Larson, 501 W. Fourth, 2:30 p. m.  
Young Homemakers of Texas, box supper for husbands at Bull Barn, 7:30 p. m.

**SATURDAY**  
Beta Sigma Phi's annual Valentine dance at Knights of Columbus Hall, 8 p. m.  
Ford H. D. Club, Mexican supper at Ford Community Building, 7 p. m.  
Holly Wives Club luncheon at First National Community Room, 12 noon.

**MONDAY**  
First readings for Hereford Community Players play, Charlie's Aunt, at St. Thomas Episcopal parish hall, 8 p. m.  
Rainbow Girls at Masonic Hall, 7:15 p. m.  
TOPS Club at Community Center, 7 p. m.  
Optimist Club lunch at Ward's Restaurant, noon.  
Rotary Club at Hotel Jim Hill, 12:05 p. m.  
Dawn Lions Slub at Dawn Community House, 8:30 p. m.  
Odd Fellows Lodge at IOOF Hall, 8 p. m.

**TUESDAY**  
Rebekah Lodge at IOOF Hall, 8 p. m.  
Kappa Iota Chapter, Beta Sigma Phi at Community Center, 8 p. m.

**WEDNESDAY**  
First Christian Women's Fellowship, lunch at church, 12 noon.  
Avenue Baptist W.M.U. at church, 7 p. m.  
Hereford Lions Club lunch at Hotel Jim Hill, 12 noon.

**ATTEND FUNERAL**  
Mrs. A. O. Thompson, Mr. and Mrs. A. J. Schroeter, Mr. and Mrs. W. T. Carmichael left Wednesday morning for Paris, Texas, to attend the funeral Thursday afternoon for Joe Tom Hill of that city, who died Tuesday in M. D. Anderson Hospital at Houston.

Mr. Hill, who owned a jewelry store in Paris, was a son-in-law of Mrs. Margaret Hays of that city, who is Mrs. Thompson's sister, and the aunt of Mrs. Carmichael and Mrs. Schroeter. Mr. and Mrs. Hill as well as Mrs. Hays have visited a number of times in the homes of the relatives here.

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150 NEW SPORTS COATS TO SELECT FROM  
Regular \$45 to \$85  
REDUCED FOR THIS SALE

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Sizes: 36 Regulars to 46 Extra Longs  
FRIDAY & SATURDAY  
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700-16/6	\$21.00	plus F.E.T. 3.03
750-16/8	\$25.00	plus F.E.T. 3.74
825-20/10	\$38.80	plus F.E.T. 6.20
900-20/10	\$47.65	plus F.E.T. 7.35
1000-20/12	\$60.67	plus F.E.T. 9.33
1000-22/12	\$70.00	plus F.E.T. 10.00



**CUBS IN CHURCH**—Cub Scout Pack 50 were guests of the First Church of the Nazarene in Hereford on Scout Sunday. Shown above are Rev. Bill Ray, pastor, and Ed Ronnberg, cubmaster. Below are the cubs with their Scout leaders and families as they

attended the 11 a.m. services. Salute to the American flag was led by Tommy Edge and the salute to the Christian flag by John Ronnberg. The church is located at 16th and Blackfoot. —Staff Photo

## "The Army Green"

By **Sic BERT PINALES**  
U. S. Army Recruiter

While our military forces are doing battle with the enemy in Vietnam, Army dentists are conducting a fight in the United States. It is against Mr. Tooth Decay.

Army dentists are testing a toothpaste that is expected to reduce new decay by 30-50 percent. The tooth paste contains a dental abrasive reinforced with 10 per cent stannous fluoride and is designed to be self-applied twice a year under the supervision of dental personnel. Through the use of this product, Army dentists expect that 500 men can receive effective fluoride treatment in the same time it used to take to treat one man.

### CIVILIAN SCHOOLING OPPORTUNITIES

In the past weeks we have discussed some of the fulltime college opportunities available to men who join the Army. This week, we will touch upon some of the opportunities available to men who want to continue their schooling during their spare time while in the service.

The United States Army Forces Institute (USAFI) offers correspondence courses at high school, college and post graduate levels. For a one-time \$5 registration fee, a soldier can enroll in USAFI and stay enrolled as long as he or she continues to take and complete courses. There is no other charge.

The USAFI program permits a soldier to set his or her own pace and take courses wherever stationed, even in Vietnam.

For those in the service who desire to take college courses at night at nearby universities, or at the education center on post, the Army will pay 75 per cent of the tuition.

### HELICOPTER TRAINING

How would you like to fly a whirlybird???

High school graduates are eligible for the Army flight training program. Upon completion of the flight training, a man is awarded the rank of Warrant Officer and then must serve 36 months on active duty as a helicopter pilot.

You have to be born in the

ages of 18 and 30, have a high school diploma or its equivalent and meet high physical and mental standards to qualify for this program.

For more information on this program and any others, drop in and see me at the Local Board in Hereford on Tuesdays or at the U. S. Army Recruiting Station, 205 East 5th Ave., Room 322, Amarillo.

### QUESTION OF THE WEEK

"This week's question is one which women are always asking: Station, 205 East 5th Ave., cut my hair and can I wear makeup?"

WAC's are encouraged to wear cosmetics and are even advised in the habits of good grooming. As for the length of your hair, it has to be worn so as to present a neat appearance while in uniform.

However, many members of the WAC wear their hair long and pin it up during duty hours.

### FACTS ABOUT THE ARMY

Did you know —That there are people who have joined the Army as high school dropouts and, through the Army education program have earned high school diplo-

mas, college degrees and graduate degrees?

—That during the period of July 1, 1964 through June 30, 1968, 161,302 men in the Army volunteered for duty in Vietnam?

—That it is possible for an enlisted man to collect a bonus of as much as \$10,000 on his first reenlistment in the Army?

### ENLISTMENTS OF THE WEEK

During the past week, we enlisted two young men from the Dimmitt area. They are Larry George and Gary Singer. They both selected the Army's Career Group 67, Aviation Maintenance. Their first assignment will be at Fort Bliss, in El Paso, Texas, for eight weeks of Combat Basic Training.

### ROAD SIGN IN VIETNAM

Road signs point out possible danger sites to highway travelers around the world — even on rock-strewn Vun Chau Mountain near Qui Nhon in Vietnam. Soldiers from the several units operating communications facilities on the mountain placed a road sign near the top to warn of nearby Viet Cong.

It read: "Drive Carefully, V. C. Crossing."

### WEEK'S ITINERARY

During the coming week, I will be in Dimmitt, 12 noon on Monday, Hereford 10:30 AM to 5 PM on Tuesdays; If you do not see me at any of these places and want enlistment informa-

## Concerning Veterans

**EDITOR'S NOTE:** Veterans and their families are asking thousands of questions concerning the benefits their Government provides for them through the Veterans Administration. Below are some representative queries. Additional information may be obtained at any VA office.

**Q — Will I receive educational assistance allowance from the Veterans Administration for my wife and two children if I am enrolled for less than half-time in school?**

**A — No.** You will be reimbursed for the cost of the course only, with monthly payments not exceeding \$60 for less than half-time or \$30 for quarter-time or less.

**Q — I am under age 60 but old enough that my World War II G. I. term insurance is already very expensive. I know that I cannot afford the even higher premiums that will be due in the future. However, I still need this insurance protection.**

tion, give us a call at 373-4212 in Amarillo, or drop in and see us at the U. S. Army Recruiting Station, 205 East 5th Ave. in Amarillo. See you next week.

Can the Veterans Administration suggest a solution to my problem?

**A — Happily, yes.** The Modified Life Plan offers the lowest premium permanent plan protection. You must convert to this coverage before age 61. While the amount of insurance is halved at age 65, you will still have the option of replacing the reduced half of your coverage with ordinary life insurance.

For additional information and assistance in this matter, check with your nearest VA regional office.

Classified Get Results.

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Week of Feb. 13-20

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Movement of great icecaps soon may be monitored to an accuracy of three or four yards by satellites and automated stations. Scientists believe the forecasts will provide long-term safeguards against icebergs that endanger shipping.

Nodules of cobalt, iron, nickel and manganese can be dredged from the floor of the sea, the National Oceanographic Data Center has disclosed.

# \$1,000,000.00 SALE OF NEW DODGE TRUCKS

We have received a train load of new Dodge pickups... sixes and V-8's... 3-speed, 4-speed... automatics... long wide beds, short, narrow beds... you name it...

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## SEWING NOTIONS

Coats & Clark, double duty cotton covered dacron

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all new 19c spool colors matching zippers from 35c to 70c New Hidden Zippers 7" to 22" now 60c to 1.40 Foot attachment for hidden zippers \$1.00

## TEXTURED POLYESTER SATIN CREPE

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**HUSTLING WILDCATS** — Elected by their teammates to receive the Walcott "Hustlin' Wildcat" award were James Dice, left, and Cindy Coleman. The presentation was made at the basketball banquet last Saturday night. —Staff Photo



By MELVIN YOUNG  
Tonight is the night! The big annual Chamber of Commerce banquet is scheduled for 7:30 p.m. and it appears that this year's program will be another outstanding one. Irv Wernont, the speaker, may not match Marilyn Van Derbur, but we're betting that he will be good and, as usual, the catering will be done by G. D. Caison and the crew at the Caison House. They have demonstrated over the past few years that they can match any caterer in the Southwest and outdo the bulk of them.

Also, there has been quite a bit of interest in who may emerge as "The Man of the Year" for 1968. We have a few ideas of our own, which will probably be wrong, but we always like to make a few secret guesses. That's where the fun comes in. Of course, in Hereford, we feel that we have so many outstanding citizens that sometimes it is difficult to find the "most outstanding." And there's more truth to that than you might think.

Many people have tried to find the formula of the success here. We simply tell them that it's the caliber of the men and women who live here. This stock answer is seldom ever accepted as gospel, but that's our story and we're sticking to it.

By the way, if you're interested, why not stop sometime and count the number of community leaders in the "under 40" group. Then take it a little further and count those in the "under 50" group. The number will surprise you.

By the way, enclosed with

### Concerning Veterans

Q — In determining a veteran's entitlement to a non-service-connected pension, does the Veterans Administration consider the veteran's gross income or his taxable income?

A — I am over 65 years of age and have no dependents. I have not applied for a pension previously because my income was above the \$1,800 limit. This year, however, I expect to incur unusually heavy medical expenses that will bring my taxable income under that limit. Will this make any difference?

A — Entitlement to a VA pension is based on gross income from which certain exclusions are deducted by the VA. If you file a claim, list your gross income and its sources — all legal exclusions will be deducted.

Medical expenses do not reduce your gross income except where they are related to a condition for which you are receiving disability retirement benefits.

However, since the income maximum for a veteran with no dependents was increased from \$1,800 to \$2,000 a year on Jan. 1, check with your nearest VA regional office.

B Street. It is so perfectly grown that it is like a lovely painting against the winter sky. Our attention was attracted to many lovely nandinas. They are so red and gorgeous. Some of the prettiest are at the Hardwick home on Star and Park, another pretty grouping is at the Sanders home on Park Ave.

THANKS: The 5th and 6th were RED LETTER Days at 303 Westhaven Drive. So many beautiful, clever, and humorous birthday cards came to the ART. May the oft repeated word THANKS, truly express his sincere appreciation and heartfelt thanks. To all of you Happy Valentine and many other happy days throughout the year.

REMEMBER: To send that special Valentine. Flowers have a message all their own. If not cut flowers then something special, maybe a pretty potted African violet or flowering geranium. Remember a shut-in.

The following is an OLDIE, but I still like it:  
"Roses are RED  
Violets are blue  
Sugar is sweet... and so are you!" GLAD.

today's paper is a supplement that tells the story of the past year's Chamber activities, as well as pictures of all the directors and committee chairmen who have worked so hard to make this year a success. We would encourage you to read it through and through. You will enjoy it. And don't forget the meeting tonight — 7:30 p.m.

—HB—  
Roger Corbett, who has been visiting in Hereford the past few days, tells us that he now enjoys the newspaper more than ever. "If you think you don't read the local paper, just move away", Roger said. "We read every word, including the classifieds."

We appreciate those kind remarks.

—HB—  
Inflation means that you now have to use at least six quarters to teach a child the value of a dollar. — Norfolk (Neb.) Daily News.

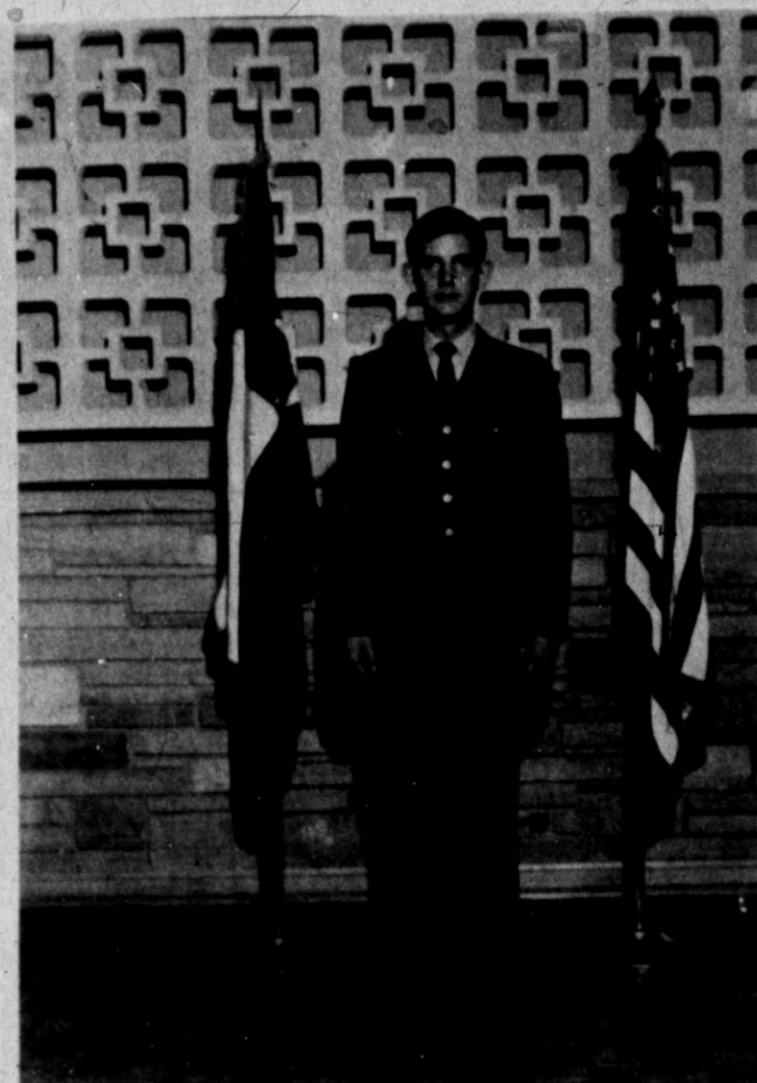
### Rites Held For Mrs. Masso

Requiem mass for Mrs. Carlos B. Masso, 59, of Lubbock, mother of George Masso and Mrs. Hanna Malouf of Hereford, was read in Lubbock Monday before her body was transferred to Brownsville for burial in Matamoros, Mexico.

Mrs. Masso was born June 14, 1909, in Durango, Mexico. She moved to Jerusalem, Palestine, in 1928 and returned to Matamoros in 1955. She came to Littlefield with her late husband in 1965 to live near her children. Following the death of Mr. Masso in 1967, she made her home in Lubbock. She was a member of St. Anthony's Catholic Church there.

Survivors included five sons, five daughters, four sisters, 40 grandchildren and three great-grandchildren.

Today's private pilot is 35.8 years old and lives in a city with a population of 471,000, the size of Columbus, Ohio, according to AEMCO, which insures private planes.



Don R. Henslee — In West Texas State University ROTC ceremonies.

### Henslee Given Commission In Army Artillery

Don R. Henslee, 22, son of Mr. and Mrs. Donald D. Henslee of 123 Star in Hereford, has received his Distinguished Military Graduate certificate from the Department of the Army in ceremonies for West Texas State University Reserve Officers

Training Corps. Henslee is commissioned in the Artillery at Fort Sill, Okla. A major in speech and English, he will receive his diploma from WTSU in June. He was a member of Lambda Chi Alpha fraternity and scabbard and blade, an ROTC organization. Henslee is the grandson of Mr. and Mrs. Homer Henslee and Mr. and Mrs. E. S. Ireland of Hereford. He is a graduate of Odessa High School.

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## Glady's Garden

By Gladys Howton Manjeot

### THE PARADE

Everybody loves a parade, and I just know you will like this one. So here it comes. This is a parade of petunias. Never before have gardeners had an opportunity to such affluence in petunias. Just listen to the roll call of the lovely new ones. Probably no annual flower has been developed more intensively. The names are most intriguing. And now here comes the lovelies in the parade: They will be in color groups, and the first group is... the

**BLUE.** Charm... a grandiflora, (when this term is used for petunias it means large flowered) star shaped, true blue (violet?) Free flowering and compact.

**DREAM.** Multiflora, (this term means small flowering,) especially good for landscape where a mass effect is desired.

**WHITE BRIDAL BOUQUET.** Lovely fluffy white, with serrated petals, and spicy fragrance. Should be planted where the flowers can be seen close up, because of their exquisite beauty.

**PINK HAPPINESS.** Very early, has weather tolerant flowers, 4 1/2 inches wide. LOLLIPOP. Single two tone flower, pink and white... very striking.

**JOY** (this comes in a series as they are also white, red, rose, purple and Star) Single, lovely sheen, very good for landscape effect. Foliage is good color, yet the flowers are so profuse the foliage is practically hidden. The star is beautiful and used for planter boxes, and containers on the porch or patio... pretty, pretty!!

**CLOUD.** An extra-large flowered type, "super-grandiflora" Early in growth and flowering, color soft rose pink.

**TICKLED.** Similar to balcony pink. Grandiflora, "true" pink with white throat very prolific bloomer. Weather resistant, surely will prove to be a great favorite for the home gardener as well as for use in public plantings.

**SCARLET MOUND.** Multiflora single, flower measures 2 1/2 inches across, is a very intense scarlet color. It will surely prove to be a real eye catcher.

**TANGERINE.** Grandiflora-scarlet orange with white throat, early. Will be a big favorite because of color.

**NOTE:** We should all start spading our flower beds for some of these lovelies. Spade deep, adding mulch, perlite, and plant food, water deep. Let stand until planting time.

Just can't end this parade of lovely annuals, without adding the three ALL-AMERICA GLADIOLUS. They are:

**GRAPEJUICE** Small-flowered glad, is a sparkling rose-purple. Small florets, having as high as sixty florets to the spike in

bloom at one time. Oh! wouldn't it be fun to have all those lovely florets to create some eye-catching corsages.

**FROSTEE-PINK.** Very ruffled pink and clear. Large flowered. Good substance which insures a lovely sheen. Plants hardy, producing as many as seven or eight florets to the spike.

**CANDY DOLL.** is an arranger's dream come true. A versatile miniature glad. Clear pink color, with white throat, florets very ruffled, strong spikes. We can't close out this period of Bronze winners without mentioning the AARS Rose All-America Award Winner.

**PASCALI.** The number one WHITE Rose. It grows erect and vigorous, breaks readily and carries a succession of blooms regardless of the weather or season. Long graceful stems; ideal for cutting. Is mildew-resistant, (always look for this when purchasing roses). Foliage a bright green, making a beautiful background for the gorgeous buds and full blown flowers. Is especially recognized because of form, which is one of the chief assets of a rose. I predict this will be one of America's Gardeners great favorites.

Another flower which is becoming very popular and is being really introduced to the gardeners is the "Impatiens 'Elfin'". Read and study about it and add it to your list of new flowers to be grown this season.

**DO.** Water the lawn, the roses, shrubs, and crocus beds. We are having very dry weather and our gardens need attention. Do not overwater as this is not to promote growth, but to keep roots moist, so that if and when we have a deep freeze our plants will not be damaged. Also check for hybridized insects.

Soon will be time to spray everything with a DORMANT SPRAY... as a preventive for insects and other plant enemies.

**LOOKING AROUND:** The past few days Art and I have been driving around town and to other points of interest. We have noted some special things which were pretty and interesting, namely: The lovely geranium blossoms crowded so beautifully in the large front window at Mrs. Werner's. (Mrs. Werner, I miss talking with you, and some of these days we will stop in and see the pretty geraniums from the front their best angle.)

Another thing of interest is the gnarled, twisted and interesting wisteria at 505 Miles. Would like to know how old it is. It was a lovely vine when we came here in 1915... so it has seen a number of winters and felt many winter blasts, as well as the soft falling rains and snows.

One of the prettiest long leaf pines is in the backyard of the Kelly Copelands, at Short and



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## Hereford Women's Bowling Tournament Held Recently

Numerous members of the Hereford Women's Bowling Association wound up slightly better off following a recent tournament by that organization where winners received trophies, patches and cash prizes.

In the teams division, first place was nabbed by Hereford Insurance with their 2634 score while second and third places wound up in a tie with scores of 2583.

First place team bowlers were Jean Watts, Betty Stephan, Margaret Byers, Cleta Weemes, Bertha Arnold and Betty Kelley, substitute.

Second place team bowlers were Anne Radney, Eleanor Hudspeh, Margaret Janssen, Marsha Emerson and Marian Davis.

Third place team bowlers included Wilma Clark, William Neil, Pauline McDonald, Helen Arntt and Alice Lueb.

In the doubles events of the tournament, the Jean Watts-Cleta Weemes combination was the winner by a wide margin as they collected first with a 1205 score. Second place was won by Betty Rusher and Bea Rhodes with their 1092 and third went to Luella Dool and Bonnie Baumann who rolled a 1701.

Luella Dool won the singles event with her 585 series while Jean Watts and Cleta Weemes tied for second and third place with 571. Betty Rusher was third with 566.

In the All-Events category, Jean Watts and Cleta Weemes tied for first place with their 1687 score while second place went to Helen Arntt with 1656

and third to Luella Dool with 1602. Alice Lueb won fourth with 1586 and Betty Rusher was fifth with 1570.

Those collecting 500-or-better series for the tournament were Helen Arntt, 539; Alice Lueb, 561; Anne Radney, 527; Bea Rhodes, 508; Luella Dool, 518; Cleta Weemes, 554.

Games of 200-or-better were rolled by Helen Arntt, 204; Alice Lueb, 206; Anne Radney, 216; Bea Rhodes, 210.

In charge of the tournament was Alice Lueb, secretary of the Hereford Women's Bowling Association with assistance coming from the remaining officers of the association.

Angel Cordero led North American jockeys in 1968 with 345 winners.



**TOURNEY PRIZES** — Jean Watts, left, and Cleta Weemes display the trophies they won in the recent bowling tournament held here. The two ladies tied for All-Events honors in the tourney and were first place in doubles competition. —Staff Photo

## Kings, Queens Select Bowlers

Fidencio Cantu and Margaret Collins were named the "Bowlers of the Week" in Kings and Queens pin play for last week as Mrs. Collins had a "High Series" of 467 and Cantu had a score of 639.

Julian Lopez had a 223 for the men's "High Game" and Bea Rhodes led the ladies with her 229. Bertha Arnold had the "High Series" for the ladies with a 555.

Jerry Self and Wilma Clark picked up the 5-10 splits and Margie Neil picked up the 3-10.

In last weeks action, One Hour Martinizing won 6 and lost 4; Missouri Beef Packers won 3 and lost 1; Sunset Lanes won 1 and lost 3; Quarterhorse Club

won 6 and lost 4; Farmers Elevator won 1 and lost 3; Sunset Food Center won 3 and lost 1; Vance Hall Sporting Goods won 4 and lost 0; Hereford Junior Supply won 4 and lost 0; Cougar Club won 4 and lost 0; and Powell's Mobil Service won 0 and lost 4.

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Sliced All Meat BOLOGNA  
Lb. **59¢**

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**SWISS STEAK** Arm Cut Tender, Full of flavor lb. **69¢**

Shurfresh FRANKS  
cello pkg. lb. **59¢**

U.S.D.A. Choice Grade Beef

**TENDERIZED STEAK** No bone, no waste lb. **\$1.09**



**CRISCO**  
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3 Lb. Can **59¢**



**FLOUR**

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U.S. No. 1 Red

**POTATOES** 10-lb. bag **39¢**

Tomatoes Grown in Sunny Mexico lb. **25¢**

Apples Red Delicious Washington's Extra fancy 4 lbs. **\$1**



**CATS PRIDE**  
Absorbent Cat Litter 5-lb. bag **29¢**

**BABY FOOD**

Gerber's strained fruits & vegetables

9 jars **\$1**



**BAMA SALE!**

Jam or Jelly, Apple or Grape Jelly.  
Grape or Red Plum Jam . . .

Big 3-lb. Economy Jar **69¢**

**BISCUITS** Shurfresh, Sweet Milk or Butter Milk **6 for 49¢**

**SALMON** Honey Boy Tall Can **59¢**

**PICKLES** Silver Saver Dill or Sour Full Quart Jar **29¢**

**CRACKERS** Shurfresh, lb. box **19¢**

**TUNA** Shurfine, chunk style, **29¢**

**MARGARINE** Shurfresh colored quarters **6 for \$1**

**SHELLED PECANS** New Crop fresh 10-oz. pkg. **99¢**

**CARNATION SLENDER** 4 env. pkgs. ass't. flav. **69¢**

**BROWNIE MIX** Duncan Hines 15-oz. box **39¢**

**CARNATION MILK** tall cans **6 for \$1**

**SPAGHETTI SAUCE MIX** Schillings pkg. **19¢**

**ALUMINUM FOIL** Alcoa-12"x150' reg. **\$1.69 99¢**



**Vitamins** One-A-Day 100's 3.29 list now **\$1.97**

**ZEST** Bath size bars **2 for 39¢**  
**PRUF SPRAY STARCH** 22-oz. aerosol can **49¢**

**Gillette Foamy** Lemon-Lime list 1.19 now **66¢**

**Black Pepper** Schillings 4-oz. box **39¢**

## DELICATESSEN

Spanish Casserole pt. **59¢**  
Ranch Style Beans pt. **39¢**  
Tossed Salad pt. **49¢**  
Banana Pudding pt. **39¢**



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SAVE LIMIT 1 COUPON PER PACKAGE PURCHASED



# Firm Will Handle New Milo Popper

Deaf Smith County recently added another feather to its industrial headdress when a new corporation was awarded exclusive distributorship in the United States for a feed processing unit which is expected to be a boon to the burgeoning beef cattle feeding industry.

POPS, Inc., began operations earlier this year as sole distributor of a milo popper marketed under the name of Pop-Master 4T-1 by Cabot Corporation of Pampa. Under W. L. "Bill" Bliss, general manager, POPS, Inc. not only will sell the popper but a complete line of equipment for livestock feeding operations. POPS means "Proven Optimal Processing Systems."

The milo popper was designed by Norman Sachnik, a San Angelo engineer, and used for almost a year at Veribest Cattle Feeders in San Angelo by Gene Newman. Newman began the experimentation on March 1, 1968, with a small prototype model of the milo popper.

In the past 11 months, Newman has turned out some 1,500 head of cattle varying in weights time on feed, amount of concentrate, and has finished both steers and heifers. The trials have been run under actual feedlot conditions and comparisons have practical applications.

"We have experienced the same conversion rates with 'popped' milo as we have with our steam flaked milo, with the 'popped' having added feed advantages," explained Newman. "First of all, cattle go on feed easier, and faster with less feed, and environmental stress."

"Fast starting cattle having less disturbances in the early feeding period is money in our pockets when we are geared to a rapid animal turnover," he continued. "Cattle will consume approximately 10 percent more feed containing this dry heated grain which shortens the feeding period. Best of all, we have found we can at last feed an all concentrate ration for long periods of time without having stale cattle or having to use a second grain."

Newman has found the popped milo very palatable. "New cattle start more readily than on milo from other processes. In fact, for the last seven months, we have been starting all new cattle on popped milo because they take to it so readily."

The process was explained in detail by Newman. "Whole milo, stored in overhead storage bins, gravity flows down into the machine, fed by an adjustable-rate vane type feeder. It goes into a pre-heater, and cleaner which utilizes exhaust heat from the popper. The grain then drops into the main popping chamber, and is hit by controlled hot air."

Removed by auger, it drops into roller crimper. Only about 40 percent of the grains actually pop in the popper chamber, but as the roller breaks the hard shell, the rest explodes. Tests indicate these exploded in the roller have all the feed value of those popped in the chamber.

The popped, and rolled grain is air-lifted to the storage bin because the airlift keeps it dry and prevents condensation. No moisture is added until the popped grain goes into the batch mixer."

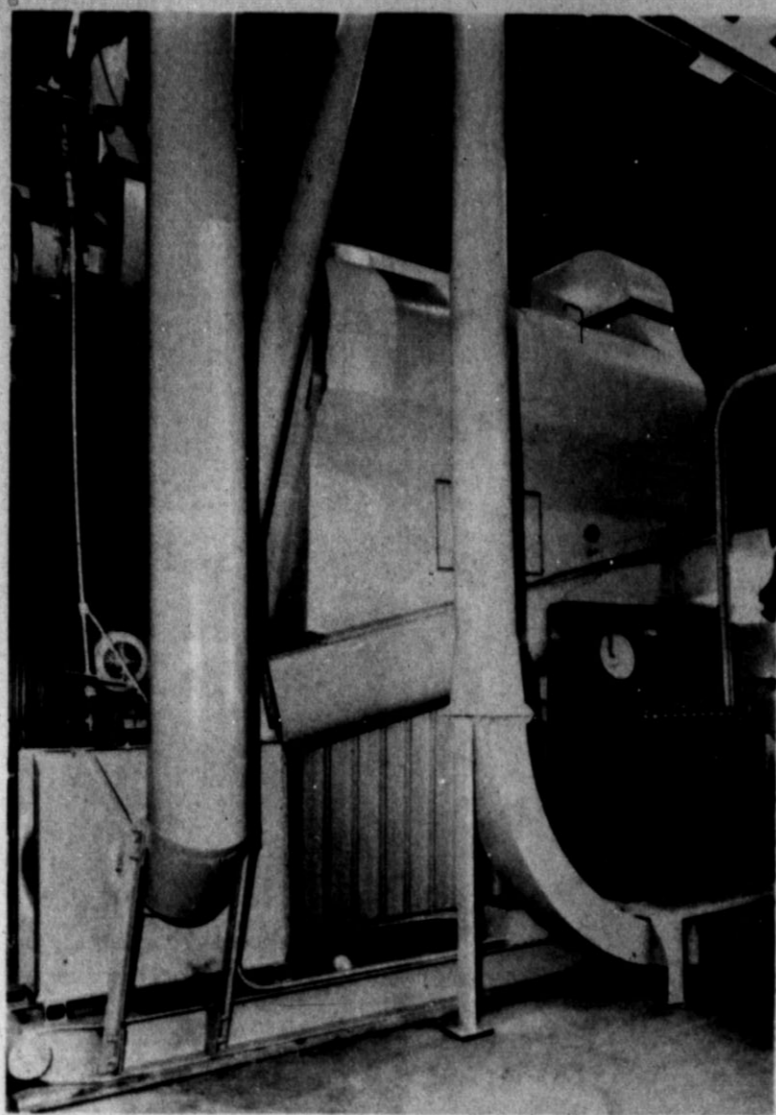
Continuing, Newman pointed out that he has a split valve on top so that about half his popped grain flows into bins with steam flaked milo. He has found this helps alleviate the inherent setting up or bridging problems of the steam flaked grain. He has used popped, and steam flaked milo both mixed, and interchangeable, with no adverse effects upon consumption.

Officials of the Cabot Corp. in Pampa said the Pop-Master 4T-1 will turn out four tons of processed grain an hour at a cost of 50 cents a ton, and could furnish enough processed feed for about 5,000 head of cattle in a 10-hour work day.

Cabot Corp., which began producing their first piece of agricultural equipment with the Pop-Master 4T-1, has hired 82 new employees in the past six months to make up the assembly line production.

Officers will be watching the company's progress during the coming months, with the idea of building their own offices and warehouses in Hereford. The rate of progress will determine the size of the new facilities, if they are built.

Bliss emphasized that a secretary for the new firm.



**MILO POPPER** — Shown here is a Pop-Master 4T-1, which is being built by Cabot Corp. of Pampa and distributed exclusively by POPS, Inc., of Hereford. The Pop-Master 4T-1 is designed to prepare milo for feeding beef cattle by "popping" the grain in a manner similar to popcorn. The new process is expected to be a big asset to the rapidly expanding industry since it is said to reduce horsepower and maintenance since there are fewer moving parts. Staff Photo

vice department is essential, and the firm will have service of the Pop-Master 4T-1 foremost in mind.

A native of Newkirk, Okla., Bliss graduated from schools there and attended Panhandle A&M College in Goodwell, Okla for one semester before going in to the feed processing equipment business.

Since 1957, he has been installing, manufacturing and selling feed processing equipment.

Mrs. Florene Harris is secretary for the new firm.

## Conkwright Is Association VP

Fort Worth — Jim Grote, Llano, has been elected president of the Texas Hereford Association.

Walter Britten, Bryan; Jim Conkwright, Hereford; Bryant Harris, Marfa; and Jay Humphrey, Fort Worth, will serve the group as vice-presidents for the coming year. Henry Elder, Ft. Worth, will continue to serve the 500-member association as secretary-manager.

In addition, 22 members of the organization were elected to positions on the board of directors.

The elections took place during the annual meeting of the group held in Fort Worth recently in conjunction with the Southwestern Exposition and Fat Stock Show.

Part of the largest known cave system in the world lies buried in Kentucky's Mammoth Cave National Park. Explorers have found imprints of naked feet that roamed the dark passages as long as 2,400 years ago.



POPS, Inc. general manager . . . W. L. "Bill" Bliss.

# Water Delivery Plans Discussed

LUBBOCK — The schedule for the implementation of the Texas Water Plan calls for delivery of surplus water to the High Plains in 1985, according to Howard B. Boswell, executive director of the Texas Water Development Board.

Boswell was the first major speaker Friday at the West Texas Water Conference held at the Texas Tech Union, with attendance estimated at 175.

# Farmers Union To Discuss Issues

The "hot" legislative issues related to agricultural and the rural areas are slated for discussion at the Farmers Union Legislative Seminar Wednesday, February 19, 9 a. m., at the Downtown Motor Hotel in Austin. Key representatives and other prominent figures on the Austin legislative scene have accepted invitations to address the Seminar which will deal with critical agricultural issues.

their subjects include: Representative Bill Clayton, the Texas Water Plan; Representative George Hinson, the recommendations of the Governor's Committee on Public School Education; and Harry Hubbard, Legislative Director of the AFL-CIO Labor's legislative program and the proposed minimum wage law as it will affect agriculture.

The Seminar will feature discussion on corporation farming by a panel of citizens typifying a cross section of the rural community. Participating will be a rural minister, businessman, farmer, newspaper editor and a banker.

Senator Murray Watson of Waco will reveal some of the details of the anticorporation farming bill which has provoked considerable publicity and comment among farm leaders.

Dr. Bardin Nelson, Sociologist at Texas A&M University, will serve as moderator of the panel. Dr. Willard Williams, Head of the Department of Agricultural Economics at Texas Technological College in Lubbock, will be a panel participant.

Victor Ray, Director of Public Relations for National Farmers Union and author of "The Corporate Invasion of American Agriculture," will be principal speaker at the luncheon.

Commissioner John C. White will describe the legislative needs of the Department of Agriculture. Other speakers and

With regard to West Texas, Boswell said that "our best estimates indicate that by 1985 ground water supplying irrigation on the High Plains will have been depleted to the point that agriculture will be increasingly dependent on dryland farming. If this occurs, the entire state will suffer severe economic loss through losses in investments, banking, insurance, agricultural products moved through losses in investments.

Boswell estimated the cost of the water plan in today's dollars at 10 billion with Texas' share estimated at \$2.5 to \$3.5 billion.

"The plan has been formulated," Boswell said, "on the concept that the plan's financing would be based on full repayment of reimbursable costs under federal and state policies. This means that users of water will not only pay for the water they use but must also be financially capable of contracting for repayment of such costs."

The plan is based on the use of surplus water from the Mississippi River, Boswell said, but other sources, including water from Canada and Alaska, will be studied. Specific routings to the arid and semi-arid lands of West Texas and Eastern New Mexico are under study.

He said it would be continuously reviewed and modified as time and events dictate.

"This is a gigantic undertaking; but not an impossible one," he said. "In 31 years," he said, "Texas will pass from a water surplus to water shortage."



HEREFORD, TEXAS, 79045, THURS., FEB. 13, 1969

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# Adrian News

By ANN BEAVERS  
Brand Correspondent

## BAPTISTS HOLD SWEETHEART BANQUET

The young people of the First Baptist Church had their annual Sweetheart Banquet Saturday evening. The meal was prepared and served by the ladies of the church. Entertainment was provided by Rev. Don Travis, pastor of the Adrian United Methodist Church. Rev. Charles Wyatt, pastor of the First Baptist Church of Vega, spoke to the group about the importance of making the right decisions in the early years.

Boy Scout Day was recognized by members of the First Baptist Church Sunday. Cub Scouts Peter Brown and Glenn Rusk served as ushers during the morning worship hour.

Mr. and Mrs. Bill Leslie spent Sunday in Amarillo visiting relatives and friends.

Mrs. Winford Perry and children visited with Mrs. Monroe Parker of Moriarty, New Mex., who was in the Deaf Smith County Hospital for surgery Monday.

Mr. and Mrs. P. N. Johnson were in Clovis, Sunday for a coon hunt.

Sunday, Mr. and Mrs. Norman Jacobson visited with Elmo Pinnell in the Osteopathic Hospital in Amarillo. Later they visited Mrs. Anna Witt, who had returned recently from a visit in Bakersfield, Calif. with Dr. and Mrs. Jack Witt and family and at El Cajon, Calif. with Mr. and Mrs. Jack Baldwin and family. The Baldwins and the Witts are known by many Adrian residents.

Mrs. Fred Harwood and children were in Canyon last Friday.

Mrs. Billie Morrell spent the weekend in Randlett with Mr. and Mrs. Frank Barker and family.

Mr. and Mrs. Bill Gilley and family have moved to Amarillo where he is employed with Gilven-Terrell.

Charlie Pulliam spent the weekend in Amarillo with Mr. and Mrs. Jr. Pulliam.

A meeting was held Thursday afternoon in the school cafeteria with Mr. Ted Hale for plans on the Boys Basketball District Tournament.

The Executive Committee of the Adrian P. T. O. met at 6:30 Monday evening in the School Cafeteria, with a discussion of how to spend their P. T. O. funds.

The regular P. T. O. monthly meeting met at 7:30 in the cafeteria. The business part of the meeting was that the committee had voted to spend the sum of \$300 on a project and save the rest for the All Awards Banquet.

The program was a very interesting one given by Dr. C. E. Hicks of Hereford and was on "How's Your Heart."

Hostess for the evening were Mr. and Mrs. C. F. Homfeld, Mr. and Mrs. Oscar Bronniman, Mr. and Mrs. Pat Blankenship,



**NEW KIWANIAN AND SPEAKER** — Ronnie Osborn, at left in top photo, became a member of the Hereford Kiwanis Club during the organization's regular noon meeting Thursday. Ray Todd handled the initiation ceremonies. In the bottom photo, Lewis Wygant, computer programmer for Shur-Gro Liquid Feeds, Inc., describes the world of computers. At right is Kiwanian President Bobby Owen and at left is Armon Lauderback.

## —Small Talk—

By SUE COLEMAN  
Women's Editor

When you get tired of planning the next day's meals for your family — and everybody does tire of that chore occasionally — you might think about the problem of planning food for astronauts on a space flight, or does that make you even more tired?

**THERE ARE** "unusual demands on food preparation, packaging, storing and serving" for such occasions as the recent Apollo 8 flight, says a news release from the Army, and I would think "unusual" is an understatement.

I'm obliged to SFC Bert Pinales, our local Army recruiter, for the release which gives some interesting information.

It says the U. S. Army laboratories at Natick, Mass., are responsible for the research program which has met the needs of all our astronauts including the Apollo 8 crew, Brorman, Lovell and Anders.

One of the most sophisticated techniques for food preservation now under study at Natick, it says, is a special kind of dehydration called freeze drying, in which water is removed from the food as ice crystals by vacuum.

That process can be used on all types of meat, fruit and vegetables so it is possible to give the space flyers a wide variety of food. When the food is rehydrated (that means the water is put back in) it closely resembles the original product in flavor, texture, shape and size.

**SOME OF THE** foods used by the astronauts who just added water to rehydrate them, were beef and gravy, beef hash chicken with gravy, with vegetables or in salad; spaghetti and meat sauce, ham and applesauce, tuna salad, corn chowder, potato or pea soup, fruit cocktail

and peaches. Sounds right appetizing.

Through years of research, Natick's food experts have made a wide variety of food available for the astronauts' menus, from bacon and eggs for breakfast to beef pot roast and shrimp cocktail for dinner.

The Apollo 7 crew had the greatest variety of food yet prepared for the spacemen, the release says, because they were in orbit longer. Menus were prepared to suit the individual preferences of each man, whereas in Apollo 8 all three men got the same fare at a meal.

**THE RESEARCH** program is aimed at broader fields than just Army use; if it ever comes about that the predicted full-course meal-in-a-capsule is available, it may be the result of work by scientists and food technologists at the Natick Laboratories.

And for my part, unless I'm a passenger on a space flight which seems very unlikely, I'll just stick to ordering a la carte and have a nice juicy hamburger.

### RESIDENTS SON VISITS HERE

Elwood Jones and family of Greenville, spent the weekend at the home of his parents, Mr. and Mrs. N. R. Jones, 816 Ave. K.

Mrs. Jones had just recently returned from Houston where she had been visiting her brother, Tommy Barnett, of Amarillo, who is in the Houston Hospital.

A breeze of two knots (two nautical miles an hour) can form ripples in water.

Depths as great as 13,776 feet have been recorded in the Arctic Ocean near the North Pole, the National Oceanographic Data Center reports.



**JAM CAKE** — Bake it in a tube pan and cover it with jam frosting.

## Put Some Jam In Cake

By CECILY BROWNSTONE  
Associated Press Food Editor

When your family clamors for cake, consider baking a jam variety in a tube pan. You'll have

lots of cake. **THIS JAM** cake is different from others of its kind because fine dry bread crumbs and corn oil are among its ingredients. Lots of eggs go in, too — six of them.

It's the kind of large-size cake that's nice to have in the house for a family dessert, for an after-school refresher and for a teen-age get-together.

**JAM CAKE**  
1 1/2 cups fine dry bread crumbs  
2 teaspoons baking powder  
1/4 teaspoon salt  
6 eggs, separated  
1/4 cup sugar  
3/4 cup seedless raspberry jam  
1/2 cup corn oil

1 teaspoon vanilla  
Jam Frosting (see recipe)  
On wax paper thoroughly stir together the bread crumbs, baking powder and salt.

**IN A LARGE** mixing bowl, beat egg whites until foamy. Gradually beat in the sugar; continue to beat until soft peaks form.

**IN A MEDIUM** mixing bowl, without washing the beater, beat egg yolks until thickened and lemon color. Gradually beat in jam, then corn oil and vanilla. Blend in bread-crum mixture. Fold into beaten egg-white mixture.

Turn into prepared tube pan. Bake in a preheated 325-degree oven until cake tester inserted

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**VOWS PLANNED** — The engagement of Miss Sarah Martinez to Manuel Garcia, son of Mr. and Mrs. Robert De La Paz, 109 Fuller, is announced by her parents, Mr. and Mrs. Alfonso Martinez Jr., Rt. 3, The wedding date has not been set. Miss Martinez is a student in LaPlata Beauty School after attending Hereford High School. Mr. Garcia, who also attended HHS, is employed at the Holly Sugar factory.

**Before you borrow money, make three phone calls**

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# For God So Loved The World



**"On My Honor"**

The Boy Scouts of America have another anniversary February 7. What a blessing the Scout organization has been to countless youths of America and to all the world. Every Scout in every troop is a reverent, patriotic individual who is committed to live and work for God and Country. They are taught religious obligations by spiritual teachers. Scout leaders and by their parents. When a Scout recites, "On My Honor," he means it. When he says, "I Will Do My Best To Build, Serve and Achieve," believe him. Just let him quote, "I Will Do All To The Glory of God," and all of us want to sponsor his troop. Every boy who becomes a Scout, grows to be a better man. Encourage every boy to join a troop during their 59th Anniversary February 7-13, 1969.

**You In The Church**  
The Church Is 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.

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Fifth and Main Streets
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Rev. Samuel B. Ogan, Pastor  
Frio Community
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- MT. SINAI BAPTIST CHURCH**  
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Herman V. Martinez, Ministro  
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- TEMPLO EL CALVARIO ASAMBLEA DE DIOS**  
Martin Musquiz, Pastor  
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- ASSEMBLY OF GOD CHURCH**  
Rev. Homer T. Goodwin, Pastor  
Union and Ave. G
- IMMANUEL LUTHERAN CHURCH**  
Rev. Hermon Schelter, Pastor  
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Elder J. H. Turner, Pastor  
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- CHURCH OF THE NAZARENE**  
Rev. Bill Ray, Pastor  
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- GRACE GOSPEL CHURCH**  
Rev. H. V. Fields, Pastor  
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- ST. ANTHONY'S ROMAN CATHOLIC CHURCH**  
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610 Lee Street
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Rev. Engene Brink, Pastor  
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- SAINTE JOHN BAPTIST CHURCH**  
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Rev. C. W. Allen Pastor

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# Music Club To Sponsor Recital

A senior recital by Miss Judy Hollingsworth, voice pupil of Mrs. Alan Cansler, will be sponsored by Music Study Club, members decided at a meeting in the home of Mrs. Tom Burdett Monday afternoon. The recital is scheduled for Sunday afternoon, March 30, in Avenue Baptist Church.

Announcement of coming conventions was made in the business session, with Mrs. Dick Godwin presiding. The Texas Federation of Music Clubs will convene at Brownwood March 25-28 and the National Federation will have its spring convention this year in Albuquerque Apr. 18-23. Several members of Music Study Club plan to attend both meetings.

Mrs. Buddy Peeler was the speaker in a program, first of two to be given this month on Parade Of American Music. She discussed the place of American music in the world today and spoke of three classes of music, popular, folk and academic or serious, saying that America is best known for its popular music, the jazz which evolved from Negro spirituals.

The part played by motion pictures, recording and broadcasting in spreading the knowledge of American music was also discussed. Music by a serious composer, Edward MacDowell, and several popular composers illustrated her talk.

Sabra and Sonya Hacker, guests, sang three selections with Mrs. Frances Parker as accompanist, and Mrs. Bill Bradley sang two numbers by Sherman. Mrs. J. C. McCracken, pianist, played MacDowell's Humoreske and Mrs. B. Y. Crowthwait played Pachelbel by Victor Herbert, who is known for his light operas.

From a table with Valentine decoration, Mrs. Burdett and her co-hostess, Mrs. Mack Cansler, served refreshments to those on program and Miss Fra-

# Club President Is Selected As Woman Of Year

Mrs. Wayne Sifford, president of Bippus Home Demonstration Club, was selected as its Woman of the Year by vote of members at a meeting Monday in the home of Mrs. Elmo Hall.

She will be a candidate, with nominees from other H. D. Clubs for the County H. D. Woman of the Year title. Selection will be made by a committee, and the

winner will be honored at the annual H. D. appreciation luncheon Feb. 24.

The program Monday was by Argen Draper, County H. D. Agent, whose subject was Color and You. She showed charts to illustrate her talk on choice of becoming colors.

Refreshments were served to a guest, Mrs. Inman Larson, and Mmes. Jimmie Bradley, Charlie Burk, John Hill, G. V. Hall, Clint Homfeld, Sifford and Draper. The two absent members were out of the county, Mrs. J. V. Perrin attending an art class at Carlsbad, N. M., and

# Sale Held At Coffee By Delta Kappa Gamma

The annual hobby sale which raises money for scholarships was held at a coffee Saturday morning by Delta Xi Chapter of Delta Kappa Gamma, society for women educators which is made up of teachers in Deaf Smith, Castro and Farmer Counties.

Mrs. C. T. Douglas visiting relatives in Missouri.

Members at Bovina were hostesses for the coffee in First Methodist Church of that city. On the hostess committee were Mmes. Sterling Donaldson, Wilson DiCuffa and Glendon Suddert.

Mrs. Ted Sheffy of Dimmitt was director of the sale, in which articles made by the members are auctioned and the proceeds added to a fund which

As U. S. Grant delivered his inaugural address, his small daughter broke from her mother's grasp and dashed to his side. He held the girl's hand until he finished, and the crowd cheered them both.

provides scholarships for advanced study by members.

The program began with a patriotic reading by Mrs. Kenneth Cleveland of Dimmitt. Miss Lucille Park of Hereford led group singing.

Next month's meeting will be a tea at Hart the afternoon of March 22.

Health seekers in Iran take their bodies with black mud from Lake Urmia to relieve arthritis, rheumatism and other aches and pains, the National Geographic Society says. They lie in the thick, malodorous mud for hours, then bathe in the waters.

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Saturday Only

**10¢** each

Celery Stalk, fresh crisp ea. 19¢

Carrots Long Texas 1 lb. cello 9¢

Oranges Sunkist lb. 15¢

Potatoes Reds No. 1 10 lb. bag 39¢

Philadelphia 3 oz. 12¢  
1 lb. 5 FOR \$1

Save Tendercrust Bread & Shurfresh Milk Coupons For Valuable Free Coupons!

COUPON

50 FREE S&H GREEN STAMPS with this coupon and the purchase of Alka Seltzer 25's

Coupon Expires February 15, 1969 Good At Taylor & Sons

Shortening Bake-Rite 3 lbs. 49¢  
Tom Scott 13 oz. 49¢  
Peas Del Monte Early June 303 cans 5 for \$1.00  
Soup Campbells Chicken Noodle No. 1 Cans 6 for \$1.00  
Corn Del Monte WK or CS Golden 303 cans 5 for \$1.00

COUPON

50 FREE S&H GREEN STAMPS with this coupon and the purchase of Catsup 12 oz. Del Monte

Coupon Expires February 15, 1969 Good At Taylor & Sons

COUPON

50 FREE S&H GREEN STAMPS with this coupon and the purchase of 10 jars of Baby Food

Coupon Expires February 15, 1969 Good At Taylor & Sons

DRUGS  
Tide Gt. Size 69¢  
Notebook Paper 98c Size 59¢

FROZEN FOODS  
Frozen Fish Sticks Sea Star 8 oz. 19¢

COUPON

50 FREE S&H GREEN STAMPS with this coupon and the purchase of 1 can 12 oz. Spam

Coupon Expires February 15, 1969 Good At Taylor & Sons

COUPON

100 FREE S&H GREEN STAMPS with this coupon and the purchase of \$10 or more

Name \_\_\_\_\_ Address \_\_\_\_\_

Coupon Expires February 15, 1969 Good At Taylor & Sons

Plastic DISHPAN Reg. 49¢ **29¢**

Frozen Shurfine Cut Okra 5 for \$1.00  
Bordens Round Ice Cream 1/2 gal. 69¢

COUPON

100 FREE S&H GREEN STAMPS with this coupon and the purchase of 4 roll Lydia Gray Toilet Tissue

Coupon Expires February 15, 1969 Good At Taylor & Sons

## Income Tax Facts

DALLAS — The cost and maintenance of special clothing or equipment on the job may be deducted on Federal income tax returns, Ellis Campbell, Jr., District Director of Internal Revenue for Northern Texas, said today.

To qualify, the clothing and equipment must be required as a condition for employment.

Campbell said the cost of uniforms worn by nurses, bus drivers, firemen and policemen may be deducted. In general, clothing that is only appropriate for wear on the job is deductible.

If a worker is required to supply his own tools and equipment their cost may also be deducted. This provision also covers the cost of membership dues in professional societies and subscriptions to professional and trade journals.

Publication 529, 'Page 2' Miscellaneous Deductions," contain details on this subject. Send a post card to Supply, Internal Revenue Service, P. O. Box 1738, Dallas, Texas 75221 for a free copy.

Anaesthesia was used during surgery in China as early as the 3rd century A. D. when Hua To gave patients wine, which acted as a general anaesthetic.

the place to grow...

It's a bank farmers own...

When you need money for farm growth, your farmer-owned Land Bank Association is the place to go. Get long terms, low interest, prepayment without penalty plus farmer-designed features that help you grow profitably with a Land Bank Loan.



Doodrow B. Wilson manager Hereford, 407 Main St.

Serving America's Farmers: Providers of Plenty









# SMART SAVERS SHOP SAFEWAY



## BEEF ROAST

USDA Choice Mature Beef  
Blade Cut, Chuck Roast  
Buy And Save, Save, Save.

lb. **49¢**

### Hen Turkeys

Trophy 12 to 14 lbs. lb. **39¢**

### SHOULDER Roast

USDA Choice Mature Beef No. 7 Center Cut lb. **59¢**

### ARM Roast

USDA Choice Mature Beef Round Bone lb. **69¢**

### POT Roast

USDA Choice Mature Beef Boneless lb. **89¢**

**100 BONUS GUNN BROS. STAMPS**

With This Coupon And The Purchase of \$5.00 or More On A Single Store Visit At Safeway Store In- Hereford

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
Limit one coupon per family. Coupon expires Sat., Feb. 12, 1969.

Plate Ribs	Lean & Tender Braising Beef	lb. 33c
Short Ribs	Lean & Tender Braising Beef	lb. 39c
Lean Cubes	Lean and Tender Braising Beef	lb. 79c
Sliced Bacon	Wilson's Wilco	lb. 59c

Bacon Ends	Deckers 3 lb. box	ea. 69c
Beef Steak	Blue Morrow Chuck Wagon	16 oz. 89c
Link Sausage	Blue Morrow	12 oz. 59c
Bacon Squares	Hickory Smoked	lb. 49c

Pork Roast	Picnic Cut Whole or Shank Half	lb. 43c	Stick Bologna	Old Fashion	lb. 65c
Pork Shoulder	Center Cut Shoulder	lb. 49c	Stick Salami	Old Fashion	lb. 79c
Pork Roast	Boston Cut Semi Boneless	lb. 59c	Braunschweiger	Safeway Brand	lb. 59c
Pork Steak	Lean and Tender Juicy Steak	lb. 69c	Lunch Meats	Safeway Brand	6 oz. pkg. 33c
			Franks	Bar S and Safeway S Brand	lb. 59c
			Cheese	American and Pimento	lb. 79c
			Dips	Lucerne All Flavors	3 8 oz. ctns. \$1

### FROZEN FOOD BUYS

Bel Air Vegetables In Butter Sauce

MIX or MATCH These Money Saving Buys

Brussel Sprouts	Green Peas	Cut Corn	Sliced Green Beans	Broccoli Spears	Chopped Spinach	Mixed Vegetables

**3** 10 oz. pkgs. for **\$1**

**AXION** Pre-Soak

Save Save Save Gr. Size **79¢**

<b>PEAS</b>	Del Monte 303 Cans	<b>5 FOR \$1</b>
<b>Margarine</b>	Empress Soft Save 17c	<b>3 1 lb. ctns. \$1</b>
<b>Golden Corn</b>	Town House Whole Kernel or Cream Style	<b>5 303 cans \$1</b>
<b>Vienna Sausage</b>	Van Camp Save 33c	<b>5 4 oz. cans \$1</b>

### Fresh Dairy Products At Safeway!

Cottage Cheese	Lucerne Fresh	36 oz. ctn.	49c
Half & Half	Lucerne Save 4c	pt.	35c
Homogenized Milk	Lucerne Save Save 1/2 gal.		57c
Flavored Yogurt	Lucerne All Flavors	16 oz. ctn.	49c
Cheese Spread	Breeze Save 10c	2 lb. pkg.	59c
Canned Milk	Lucerne Save 4c	2 tall cans	25c

SAVE ON THESE GREAT BUYS!

Edwards Coffee	Save 6c	1 lb. can	59c
Safeway Coffee	Save 6c	1 lb. can	53c
Coffee	Maryland Club	1 lb. can	67c
Coffee	Maryland Club	2 lb. can	1.33
Catsup	Town House Save 6c	14 oz. btl.	19c
Kraut	Meaters Save 4c	qt.	39c

Shop Safeway Where You Can Save Plus Get Gunn Bros. Stamps!

Safeway Has A Full Selection Of Valentine Candy - Box Hearts - Plus Several Other Varieties Of Valentine Candies

Breakfast Gems Large Grade A

**EGGS** doz. **49¢**

**Instant Tea** Canterbury Save 10c 2 oz. **69¢**

**THIS WEEK GET YOUR Amberstone DESSERT DISH**

Only **29¢** with every \$3 purchase

Each week a piece of Amberstone... bold, distinctive earthenware... will be featured for just 29¢. For each \$3 in grocery purchases, you are entitled to one piece at this low price. There's no limit... with a \$8 purchase you can get two pieces... and so on.

We Reserve The Right To Limit Quantities

Green Cabbage	Firm Crisp Heads	lb. 5¢
Radishes or Green Onions	ea.	10¢
Cucumbers	Large, Crisp	lb. 19c
Cherry Tomatoes	Vine ripe	pt. 35c
Carrots	Juicy Crisp	2 lb. bag 29c

## GRAPEFRUIT

Texas Ruby Red

20 lb. bag

Sweet Juicy Rich Grapefruits **99¢**



Strawberries	Red ripe	pt. 39c
Potatoes	No. 1 Russets	10 lb. bag 69c

These Prices Are Effective Thru Sat., Feb. 15 In Hereford




# MOVIE CALENDAR

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
9 Feb 8:30 a Laurel & Hardy 8:00 p "SPARTACUS II" Kirk Douglas Jean Simmons 10:45 p The Rogues	10 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	11 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	12 8:00 p "OSCAR" Elke Sommer Stephen Boyd 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	13 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	14 6:30 p "CAPTAIN NEWMAN, MD" Gregory Peck Tony Curtis Angle Dickinson 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	15 1:00 p Bowery Theatre 10:45 p "RETURN OF THE GIANT MONSTERS" "BRIDES OF DRACULA" Peter Cushing
16 8:30 a Laurel & Hardy 8:00 p "THE CARPETBAGGERS" George Peppard Carroll Baker 11:45 p The Rogues	17 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	18 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	19 8:00 p "THE SLENDER THREAD" Sydney Pottier Anne Bancroft 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	20 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	21 6:30 p "BEDTIME STORY" Marlon Brando David Niven 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	22 1:00 p Bowery Theatre 10:45 p "THE X FROM OUTER SPACE" "THE NIGHTWALKER" Robert Taylor
23 8:30 a Laurel & Hardy 8:00 p "THE CHASE" Marlon Brando 11:45 p The Rogues	24 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	25 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	26 8:00 p "THE FAMILY JEWELS" Jerry Lewis 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	27 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	28 6:30 p "THE CHALK GARDEN" Hayley Mills John Mills Deborah Kerr 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	1 Mar 1:00 p Bowery Theatre 10:45 p "PHANTOM OF THE OPERA" Herbert Lom "HORRORS OF DRACULA" Peter Cushing
2 8:30 a Laurel & Hardy 8:00 p "THE AGONY and the ECSTASY" Charlton Heston Rex Harrison 10:45 p The Rogues	3 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	4 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	5 8:00 p "YOU'RE A BIG BOY NOW" Peter Kastner Geraldine Paige 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	6 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	7 6:30 p "SEND ME NO FLOWERS" Doris Day Rock Hudson 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	8 1:00 p Bowery Theatre 10:45 p "NARCOTICS SQUAD" "DEVIL DOLL"
9 8:30 a Laurel & Hardy 8:00 p "THE CARDINAL" Tom Tryon 10:45 p The Rogues	10 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	11 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	12 8:00 p "APACHE'S LAST BATTLE" Lex Barker Guy Madison 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	13 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	14 6:30 p "HARVEY" James Stewart Josephine Hull 11:00 p Marshal Dillon 11:30 p WANTED: DEAD OR ALIVE Steve McQueen	15 1:00 p Bowery Theatre 10:45 p "SECRET FILE: HOLLYWOOD" Robert Clark "TELL-TALE HEART" Laurence Payne

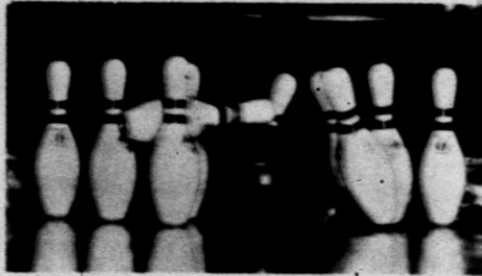
## DAYTIME PROGRAMS

### MONDAY THRU FRIDAY

- 6:30 a TUGGIE TIME
- 6:45 a Jack Tompkins  
Farm & Ranch News  
—Weather
- 7:00 a TUGGIE TIME
- 
- 8:30 a Exercise with Margaret
- 8:45 a TUGGIE TIME
- 9:00 a Dennis the Menace
- 9:30 a Hazel
- 10:00 a Ruth Brent Show
- 10:30 a Dick Van Dyke
- 11:00 a Bewitched
- 11:30 a Password
- 12:00 n PRO NEWS
- 12:30 p LET'S MAKE A DEAL
- 1:00 p Newlywed Game
- 1:30 p Dating Game
- 2:00 p General Hospital
- 2:30 p One Life to Live
- 3:00 p Run for Your Life
- 4:00 p Dark Shadows
- 4:30 p Batman
- 5:00 p Flintstones
- 5:30 p Gilligan's Island

### SATURDAY

- 6:30 a Modern Education
- 7:00 a Cisco Kid
- 7:30 a Pepe Bustos
- 8:00 a Casper
- 8:30 a Adventures of Gulliver
- 9:00 a Spiderman
- 9:30 a Fantastic Voyage
- 10:00 a Journey, Center of Earth
- 10:30 a Fantastic Four
- 11:00 a George of the Jungle
- 11:30 a American Bandstand
- 12:30 p Happening '69
- 1:00 p Bowery Theatre
- 2:30 p Pro Bowlers Tour



- 4:00 p Wide World of Sports
- 5:30 p Western Sportsman

### SUNDAY

- 7:00 a Ask Your Minister
- 7:30 a Sunday School Church
- 8:00 a Cisco Kid
- 8:30 a Laurel & Hardy Theatre
- 9:30 a King Kong
- 10:00 a Bullwinkle
- 10:30 a Discovery '69
- 11:00 a Zoorama
- 11:30 a My Friend Flicka
- 12:00 n PRO NEWS
- 12:30 p Issues & Answers

	Feb. 16	Feb. 23
1:00 p	NBA Basketball	
	Boston at Phila.	Balt. at Cinn.
3:00 p	American Sportsman	American Sportsman
4:00 p	Phoenix Open	Lone Star Sportsman
4:30 p	" "	Generation Gap
5:00 p	" "	Time Tunnel
	Mar. 2	Mar. 9
1:00 p	NBA Basketball	
	Phila. at Detroit	N.Y. at Phila.
3:00 p	American Sportsman	Citrus Open
4:00 p	Lone Star Sportsman	" "
4:30 p	Generation Gap	" "
5:00 p	Time Tunnel	American Sportsman

For additional copies of  
this schedule, write:  
KVII-TV  
Box 925, Amarillo, Texas 79105  
Phone 373-1787



KVII-TV  AMARILLO

All times CENTRAL STANDARD TIME.

# TELEVISION SECTION

AN ADVERTISING SUPPLEMENT TO THE HEREFORD BRAND, FEBRUARY 13, 1969

## Completion of Texas' Tallest Tower Expected Soon

# KVII: A POWERFUL NEW PICTURE

\*\*\*\*\*  
Fall Ratings Mark Increase

## Viewers Switch to 7's Pro News



Tom Martin Jack Tompkins Jim Pratt Bob Izzard Woody Van Dyke Fred Norman Roger Davis

American Research Bureau and A. C. Nielsen findings indicate a significant changing trend in preference of news coverage. In some periods, KVII's Pro News doubled its share of viewers over last spring. "If this trend continues," said Managing Editor Jim Pratt, "we'll be on top very soon." News Director Bob Izzard concurred. "We're deep in experience and background at all positions. It's a professional team all the way through."

A look at the Pro News roster would seem to corroborate Izzard's statement.

Jim Pratt is a 21-year veteran of broadcast journalism. His achievements earned him the CBS News Fellowship to Columbia University Graduate School. The list of civic and professional awards conferred on him is impressive.

Like Pratt, Bob Izzard has spent the last two decades as a television and radio newsman. From his Amarillo base, Izzard has traveled world-wide in pursuit of significant news events. Not content with second-hand information, Izzard went to Vietnam to see for himself what it was like. His travels have taken him to the sites of massive earthquakes and atomic explosions.

Backing up anchormen Pratt and Izzard are Tom Martin and Roger Davis. Martin's 20-year career in journalism has led him into all areas of the field—newspapers, magazines (*Saturday Evening Post*, *Time*, *Life*), books (he is the author of *Dynasty*, a documentary on the notorious Long political machine of Louisiana), and in recent years, television. Martin adds perceptive insight on local and national issues. Davis, the team's "rookie," demonstrated his news ability early in his career when he filed a series of reports on a South Carolina labor feud to Walter Cronkite's national news program. He was also cited by the South Carolina Educational Association for outstanding public service. He appears regularly on the air with news of special interest to New Mexico viewers.

In the weather department, Fred Norman's experience goes back to WW II where he first became interested in the weather as a B-17 navigator flying strikes over Germany. Later he became the chief weather officer for the first Strategic Air Command jet wing sent to Europe. While serving with SAC Commander Curtis LeMay, Norman once grounded a mission because of an especially vicious storm. LeMay called

him on the carpet, believing the planes could have gotten through the storm. During the confrontation, word came that an airliner which had flown into the storm had disintegrated and crashed. LeMay dropped the subject. Norman himself has flown through a typhoon to study the nature of the storm. As a former U.S. Weather Bureau forecaster, he has had extensive experience in tracking tornadoes and hurricanes. His study of weather has taken him through four universities and numerous Air Force weather schools.

Hand-in-hand with weather goes agriculture—in Channel 7's area, at least. And the dean of Amarillo's farm and ranch broadcasters is KVII's Jack Tompkins. Graduating from Texas A&M, Tompkins gained practical experience as a county agent. Sensing a need for more and faster agri-business news for farmers and ranchers, Tompkins turned to broadcasting. He provides vital daily market quotations, important research developments, and up-to-date information about agricultural events in the area.

Sports Director Woody Van Dyke stands out as a distinct personality, calling the sports items as he sees them. More than a straight reporter, Van Dyke adds spice with his own outspoken, sometimes controversial, views. In another article on this page, Van Dyke outlines plans for future sports emphasis on the station.

Experience? Depth? Like Bob Izzard said, "it's a championship professional team all the way through." And according to the figures, that seems to be what viewers in this area have been waiting for.

### Woody to Interview Golf Stars

## Van Dyke Heads Sports Emphasis on 7

"Some stations seem to forget sports for a couple of months after the football season ends. I don't." This candid observation came from KVII Sports Director Woody Van Dyke as he checked over the plans for the month's broadcasts. "I'll be going to the Andy Williams Open in San Diego to interview the touring golf pros there, like we did the pro football players last fall. Then I plan to take the camera crew on over to Arizona for the Phoenix Open. We have a lot of golf fans in our area, and I think they'll enjoy hearing some of the private thoughts of many of the

A third of a mile high, Texas' tallest tower climbs higher than the Empire State Building, the Eiffel Tower, the Washington Monument, the Astrodome, the Statue of Liberty, and the Grand Coulee Dam.

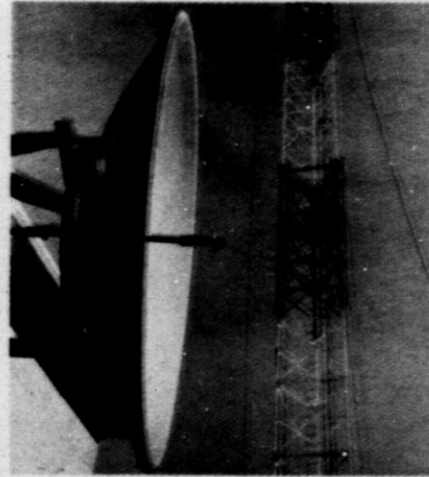
If current construction progress continues, the station expects to be on the air with the new tower early next month. The actual airdate is contingent upon weather conditions, especially ice and wind. For safety reasons, work must be halted when the wind reaches 20 miles per hour.

When the switch to the new tower is made, thousands of area viewers will see a dramatic improvement in the TV picture they receive from KVII. Bill Canady, Director of Engineering, put it this way, "People who've watched us through a virtual snowstorm, if they could get us at all, will see us as clear as a summer day when we go on the new stick."

The change will officially be marked on the air at KVII by the use of a new station identification symbol, shown in the center of this page. Looking somewhat like a western brand, it represents the vast empire that will be included in Channel 7's new coverage area. Upon completion, the new tower will allow KVII to reach out over an estimated 9,000 square miles more than before. Many viewers who had been unable in the past to receive an acceptable picture from KVII will be able to do so by aiming their antennas toward the Amarillo tower. Picture resolution will be sharper, colors snappier and more natural. Even viewers who watch the station via cable systems or translators will see a marked improvement in picture quality from KVII.

The reason for the improved picture quality was explained by Canady. "A TV picture travels pretty much in a straight line. By going up higher, we get above a lot of the ground obstructions that caused interference before. That's why you can see a TV picture from the moon, but you can't get a picture from a station 200 miles away. The taller tower gives us more 'horizon' to shoot at, increasing our coverage area substantially. In some cases, people who've not been able to receive any television will be able to get a picture on Channel 7."

The orange-and-white steel mammoth stretches 1,703 feet into the Panhandle sky above the Canadian River breaks. True to Texas tradi-



tion, everything about it is BIG. Canady reviewed some of the specifications of the structure: "There will be 191 tons of steel in the tower, including the 6-ton helical antenna that bolts on top. The guy cables are 31,000 feet long. It took two-and-a-half tons of zinc to galvanize the thing to prevent rust. The base of the tower contains 73 cubic yards of concrete and four tons of reinforcing steel." Watching the iron-nerved workmen crawling nonchalantly through the high struts of the tower, Canady observed, "Without the headache ball to ride on, it'll take about an hour-and-a-half to climb the 1,230 steps to the top. Whoever does it had better be in good shape—and take a lunch!"

Not only is KVII's new tower the tallest in Texas, it is taller than the best efforts of many foreign countries, including France, England, Australia, Holland, Germany, Canada, Japan, Finland, Czechoslovakia, Red China, Hungary, Scotland, Ireland, and Wales. KVII's tower is only 360 feet shy of the tallest structure in the world—the 2,063 foot tower of KTHI-TV in Fargo, N. D.

The biggest and best—Texas' Tallest Tower—serving the people of the High Plains.



## New Shows Debut On Net, Local

Five new shows will be added to the ABC line-up this spring, and KVII will make several changes locally to keep pace with viewers' requests.

Wednesday night at 7:30, KVII will program selected best episodes of the zany western comedy "F Troop," starring Forrest Tucker, Ken Berry, and Larry Storch. Thursday at 8:00, Dean Jones is host of the fast-paced comedy hour called "WHAT'S IT ALL ABOUT, WORLD?" It's all about fun, say critics who've reviewed the "Laugh-In"-style show.

Later on Thursday, at 9:00, the handsome Welsh singer TOM JONES hosts a musical variety hour.

The popular game show "LET'S MAKE A DEAL" finds TV's nicest con man, Monty Hall, trying to "zonk" contestants each weekday at 12:30, and every Saturday night at 9:30.

Another new game show premieres on Sunday afternoons at 4:30 "THE GENERATION GAP" features a confrontation between a panel of teenagers and a trio of "over-thirties" as each tries to interpret or identify items from the other's generation.

Locally, KVII has added favorite episodes of "MARSHAL DILLON" with the original Dodge City characters at 11:00 p.m. The hard-hitting, action-packed western series "WANTED: DEAD OR ALIVE," starring box office thriller STEVE McQUEEN follows at 11:30. JOEY BISHOP hosts the midnight hour.

### Complete Ch. 7 Program Schedule Inside

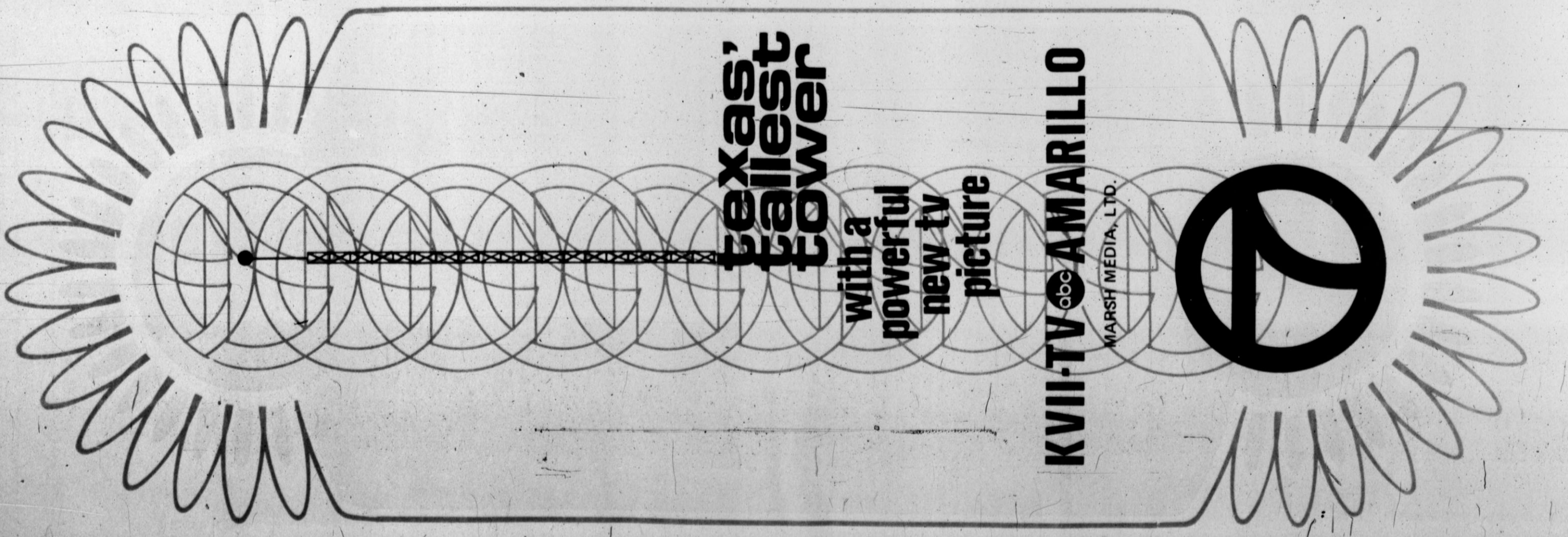
Save this convenient viewer's guide to outstanding programs on KVII-TV. For additional copies, write Box 925, Amarillo.

### Watch a Good Movie on KVII-TV!

For a complete list of upcoming movies on Ch. 7, see the back of this schedule.

camera. But our viewers deserve to know these things."

In addition to regular sports programs with Woody Van Dyke, KVII will be carrying NBA Basketball each Sunday at 1:00. The nation's top golf pros will be seen on KVII and ABC Sports at the Phoenix Open on February 16 and at the Citrus Open on March 9th. Other sports programs scheduled by Channel 7 include the Western Sportsman, the Pro Bowlers Tour, and ABC's Wide World of Sports each Saturday, and the American Sportsman and Lone Star Sportsman programs on Sunday afternoon.



**texas' tallest tower**

with a powerful new tv picture

**KVII-TV abc AMARILLO**  
MARSH MEDIA, LTD.



SPECIAL\*

Day	6:00	6:30	7:00	7:30	8:00	8:30	9:00	9:30	10:00	11:00	12:00
SUNDAY	6:00 Land of the Giants	6:30 The Avengers	7:00 The FBI	7:30 Peyton Place	8:00 The Sunday Night Movie	8:30 THE CARPETBAGGERS	9:00 THE CHASE	9:30 THE AGONY and the ECSTASY	10:00 PRO NEWS	11:00 The Rogues	12:00
MONDAY	6:00 PRO NEWS	6:30 The Mood Swings	7:00 The Avenger	7:30 That Girl	8:00 The Outcasts	8:30 N.M.F.D.	9:00 That's Life	9:30 The Big Valley	10:00 PRO NEWS	11:00 Marshal Dillon	12:00
TUESDAY	6:00 PRO NEWS	6:30 Here Come the Brides	7:00 The Slender Thread	7:30 Troop "F"	8:00 The Wednesday Night Movie	8:30 OSCAR	9:00 YOU'RE A BIG BOY NOW	9:30 APACHE'S LAST BATTLE	10:00 PRO NEWS	11:00 Marshal Dillon	12:00
WEDNESDAY	6:00 PRO NEWS	6:30 The Fyre Num	7:00 That Girl	7:30 Bewitched	8:00 What's It All About, World	8:30 Elke Sommer	9:00 Peter Kastner	9:30 Lex Barker	10:00 PRO NEWS	11:00 Marshal Dillon	12:00
THURSDAY	6:00 PRO NEWS	6:30 The Fyre Num	7:00 That Girl	7:30 Bewitched	8:00 What's It All About, World	8:30 Stephen Boyd	9:00 Geraldine Page	9:30 Guy Madison	10:00 PRO NEWS	11:00 Marshal Dillon	12:00
FRIDAY	6:00 PRO NEWS	6:30 CINEMA 7	7:00 CAPTAIN NEWMAN, M.D.	7:30 BEDTIME STORY	8:00 THE CHALK GARDEN	8:30 SEND ME NO FLOWERS	9:00 HARVEY	9:30 Josephine Hull	10:00 PRO NEWS	11:00 Marshal Dillon	12:00
SATURDAY	6:00 PRO NEWS	6:30 The Dating Game	7:00 The Newsmec Game	7:30 Lawrence Welk Show	8:00 THE HOLLYWOOD PALACE	8:30 The Gurs Or Will Sornett	9:00 Judd For The Defense	9:30 Lets Make A Deal	10:00 PRO NEWS	11:00 The Show and The Late Show	12:00

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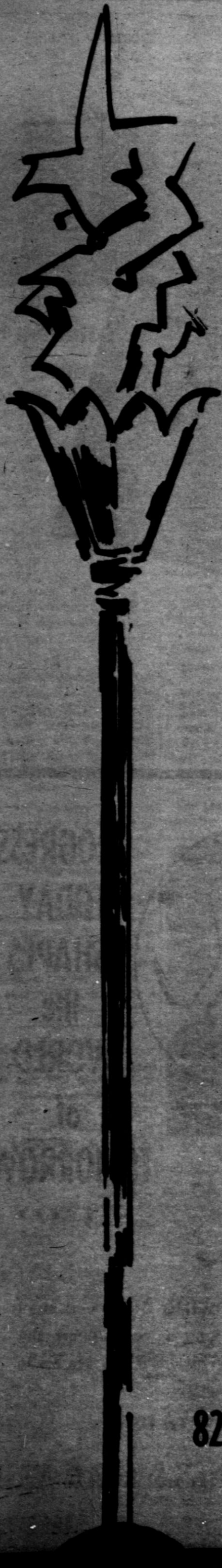
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# Caison HOUSE

## HEREFORDS FINEST...

We're proud of our small part, as members of the Hereford Chamber of Commerce, on the growth and development of our city!

Our congratulations to the Chamber-Members and to the Citizens of Hereford for the progress we are enjoying . . . And we believe with continued work in all our part we will produce an even greater Hereford in 1969. A city with PRIDE, GROWTH and INDUSTRIAL DEVELOPMENT.

Mr. & Mrs. G. D. Caison Jr.

### FAMILY DINING

Please the entire family . . . bring them to the restaurant where family dining is always a delightful pleasure. Excellent food, fine service and a clean, homey atmosphere.

828 West 1st

364-0270

PRIVATE DINING ROOM . . . WE CATER TO PRIVATE PARTIES

# EXTRA! EXTRA!

DEAF SMITH COUNTY CHAMBER OF COMMERCE REPORT

## The Hereford Brand

The Hereford Brand, Hereford, Texas, Thursday, Feb. 13, 1969

### Accreditation Of Local Chamber Is Highlight Of Successful Year In 68

Highlighting what by many was considered the finest year ever experienced by the Deaf Smith County Chamber of Commerce, was the receiving of the highly valued accreditation which was presented at a banquet March 28, 1968.

The local chamber was the sixth chamber in the State of Texas to ever receive such an honor and one of only 119 in the entire United States since its inception in 1964.

Dennis O'Rourke, president of the board of Holly Sugar and a director of the Chamber of Commerce of the United States, presented the certificate of accreditation.

Chambers seeking accreditation are required to meet rigid standards of operations developed by the Chamber of Commerce of the United States, based upon research into effective local chambers of commerce across the country. Hereford's selection to the elite group was made following an inspection by Ralph Shelton, Director of Accreditation, Local Chamber of Commerce Department of the United States, Washington D.C.

Shelton spent two days in Hereford inspecting the operations of the local chamber, looking over the problems of the local community and the assistance being given by the Deaf Smith County Chamber of Commerce.

Recommendation of the lo-

cal chamber to the National Board of the Chamber of Commerce was made and it was agreed that the findings were sufficient enough to allow accreditation.

For a chamber to become accredited, it is a mark of distinction, and the Deaf Smith County Chamber of Commerce's desire for the accreditation was entirely voluntary.

The county's chamber became the second chamber in the West Texas region to receive its accreditation, as Wichita Falls,

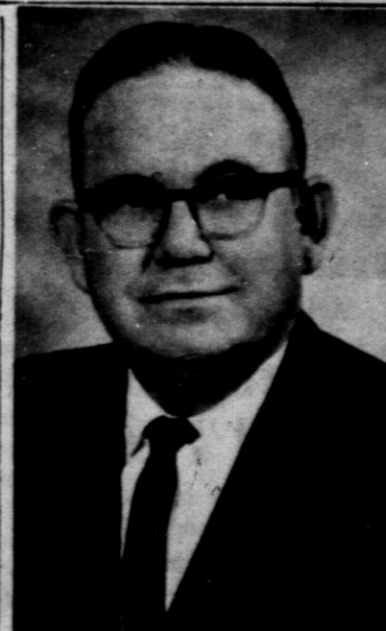
nearly 300 miles east of Hereford and with a population of more than 100,000 being the other.

At the banquet, the guest speaker for the event was O'Rourke who pointed out the many accomplishments that had gone into getting Hereford its accreditation and only 119 had been selected for the honor.

In his remarks, O'Rourke stated that accreditation means, "that the Deaf Smith County Chamber of Commerce is certi-

fied by a body of competent judges as an organization which maintains high and desirable qualitative standards of performance." and issued the challenge for better and brighter things for the future as a chamber's accreditation can be taken away if they do not maintain their high standards.

Also presented at the banquet was the Hereford High School Choir which had been named the Sweepstakes Winner in competition.



Earnest Langley  
President

### Langley Starts Second Year As President

"As we begin a new year in the work of our Chamber of Commerce, I find myself in the somewhat peculiar position of needing to plan and evaluate a program for 1969 in the light of what was done, and what did not get done, in 1968. If I were simply ending my tenure as President and trying to evaluate our 1968 accomplishments, perhaps I could summon enough candor to speak of the good and the bad, and perhaps I could offer to a successor a suggestion or two for improvement. As it is, however, and with another year to attempt to build on the successes of many prior years, and to reassess our program in the light of past shortcomings, I feel that I must simply offer a view, as I see it, of where we are and what needs to be done.

"We can be proud of numerous advances during 1968: We received accreditation from the Chamber of Commerce of the United States, a valuable and respected recognition. Our new Women's Division, under the imaginative leadership of Mrs. Milton Adams, is already one of the largest and most active such groups in the area. New business and industry have continued to move in or expand. The cattle industry is growing at a record pace, and more growth is assured. A renewed interest in cultural affairs was evident. Our membership growth was the largest in our history. Committees were active and productive, and for many of us, work in the Chamber of Commerce became an exciting experience.

"A year ago, we were anticipating the possibility of the Wilson & Co., Inc. plant being under construction within the year. This accomplishment was realized and that brings us closer to the time when 300 employees will have to be located from within a labor force which already approaches virtual full employment, and when addition-

### Humorist To Be Speaker

Known nationally as a humorist, author and educator, Irv Wermont and his talk on "Laughter



Irv Wermont

ughter. The Secret Medicine" will highlight the annual Chamber of Commerce Banquet here tonight at the Deaf Smith County Bull Barn.

Described as a man of many talents, Wermont is the author of numerous books dealing in "Here's How to Remember" and has also presented several seminars on Memory and Personality Development.

A native of Boston, Mass., Wermont's present position is that of Public Relations Director of a large New England corporation.

Believing that life will be much more rewarding if worries are replaced with laughter, Wermont's talks are centered on serious subjects but are highlighted by a humorous approach. His sense of humor and his "ad-libbing" ability tends to keep alive throughout his talks.

A graduate of Northeastern University School of Law, and Emerson College, where he majored in speech, the noted humorist has been guest speaker at a number of banquets and gatherings. His seminars have been given to executives and supervisory personnel of the nation's largest corporations.

Also to be featured at the banquet will be the presentation of the Hereford Lions Club's "Citizen of the Year" award which is presented by that club to the citizen of the community who they feel has contributed the most service to the community. Lions president Ray Moore will make the presentation.

Catering for the annual event will be G. D. Caison of the Caison House with dinner music to be provided by Elson Clark on the organ.

Retiring directors and the top membership salesman of the year will also be honored at the fete. Retiring directors include

Ed Wilson, Melvin Young, Clete Corlis, and Morris Easley. Also, Neil Cooper will be going off the board as the past president as Earnest Langley, was re-elected president of the organization for a second term.

The banquet will begin at 7:30.



Neil Cooper

### Housing Survey Conducted Here

Operation Housing Task Force of about 70 community leaders with Neil Cooper as chairman, was organized late in 1968 to seek solutions to some of the problems facing our community in the field of housing.

Seven task force committees were formed with an eighth committee to coordinate the work of the other seven.

Work has been outlined to survey all our present needs, with an eye to the future, to upgrade our present housing and to explore every possible avenue of financing and to locate the ways and means to fill our

See SURVEY Page 2

### Program

Dinner Music by Elson Clark, Clark Music Company,  
630 West 1st, Hereford  
Dinner, catered by G. D. Caison  
Invocation, Rev. Gerald Mann, Pastor,  
First Baptist Church  
Welcome — Earnest Langley, President, Presiding  
Introduction of Head Table and Honorees table  
Recognition of retiring directors  
Special Membership presentation — Melvin Jayroe,  
Chairman, Membership Committee  
Introduction of Out-Of-Town Guests — Dale Young,  
Vice President  
Announcement of Lions Club Citizens of the Year  
Award — Ray Moore, President, Hereford Lions Club  
"Laughter . . . The Secret Weapon" —  
Mr. Irv Wermont

### Menu

Deaf Smith County Club Steaks — 8 ounces  
Tossed Green Salad,  
Baked Potato  
Buttered Green Beans  
French Onion  
Baked Tomatoes  
Coffee and Tea



Melvin G. Jayroe

## Greeters Look Forward To 69

Extensive study into a membership drive, along with the frequent greeting of visiting persons and groups, highlighted the 1968 year for the Hereford Hustlers Committee which was headed up by Melvin Jayroe.

The advisory committee returned a recommendation that an all out drive to increase the membership would be untimely. Therefore, each of the members of these committees were given prospects and applications for recruiting the new members. Certain businesses were asked to consider increasing their dues since they had increased their business.

Nineteen businesses did increase their dues. 78 new members were solicited and 2 volunteer members for a total gain of 81 this year. The increase and new members totaled \$6,180 of revenue for the Chamber budget in 1968.

There were 3 new Hustlers qualified this year, Guy Lawrence, Virgil Marsh and Earnest Langley. This makes a total of 22 members in the Hereford Hustlers.

## Survey...

Continued From Page 1  
needs in an orderly, practical way.

Special problems of low income groups of all races and problems of migrant workers are part of the problem facing us. High money costs, inflation and a fast growing young city are some of the factors which have amplified the problems.

Hereford has always met its challenges and has thrived and grown as they have been solved. These problems have solutions! Sometimes the answers are not readily apparent and some of them will require a little time — but they will be solved by these community leaders, because they believe in what they are doing.

We are head and shoulders ahead of most communities because our ranks are filled with people who care about the welfare of those about us. And we are discerning enough to know that we are also adding to our own stature when we give aid to those around us to improve their environment.

Wish these committees well. As they go about their volunteer work, give them a word of encouragement and an occasional "thank you" because they are working for all of us and our families.

## Langley...

Continued From Page 1  
al vocational and technical training must be made available, as well as housing and other community services.

"We were successful in securing the location of the plant; now we must "pay the price" by fulfilling our obligation to be the kind of city we said we could be.

"This obligation extends not only to this one major employer, but also to the many other, related and non-related, businesses and industries that have come our way and that are expected soon.

"Your Chamber Board is attempting to meet the challenge of this present and anticipated growth by concentrating massive community efforts in three major fields, through the appointment and work of a separate Task Force for each.

"Neil Cooper heads a group of more than 70 community leaders studying seven major aspects of the housing problem and its solution for our community. Mrs. Joe C. Easley is presently organizing for community support for establishment of a Day Care Center for the children of working mothers, an absolute necessity in the mind of most observers. Raymond C. White is putting together a group to work with public officials and the medical community to solve the problem of adequate health care for those in the lower economic strata whose needs are the greatest and whose private means to meet these needs are usually the most adequate.

"As we join together in working on these Task Forces, and as we continue programs in many fields under the direction and sponsorship of our standing committees and within the framework of our regular "Program of Work," opportunities are presented to each of us to make this coming year the most productive year in the history of our Chamber of Commerce.

"Surely the problems have not been greater. If our accomplishments can match the challenge, this will be a year long to be remembered in the pattern of growth and development of Hereford and Deaf Smith County.

"A new and broadened appreciation of the necessity for working together in the Chamber of Commerce, as evidenced by our largest membership in history, including participation in great numbers by those whose primary concern is agriculture rather than urban business, reflects that the entire community is accepting this challenge. I am confident that this will indeed be a great year for us. It should be exciting to work together with you."

Sincerely,  
Earnest Langley

Employers will spend \$100 billion on employee benefits this year, ranging from private pension funds to transportation to and from work, a report compiled by the Chamber of Commerce of the United States reveals.

Orion, the most brilliant constellation in the northern skies, is best seen during January.

# Water Association Enjoys Good Year

Incepted in April of 1967, the Deaf Smith County Water Association, a branch committee of the Chamber of Commerce, enjoyed its first full year of existence, which was highlighted by numerous moves in strengthening the water situation in the surrounding area.

The main purpose of the new association is to provide the means for maintaining and expanding the local economy through water development and conservation.

Activities of the local water association during the year 1968 included arousing interest in water programs. Publicity was given in January to the annual West Texas Water Conference to be held in Lubbock the following month. Several of the directors of the local chapter attended the conference. Also during the early stages of 1968, membership in Deaf Smith County Water Association, at a cost of \$1-per year, was promoted by Austin Rose, Jr., chairman of the Membership Committee. Certificates of membership were issued to members for display to demonstrate their support of the local water group.

Members of the DSCWA also attended the first annual meeting of Water, Inc. in February of 1968 and then in March, the local chapter sponsored the showing of a film depicting the development of the California Water Project. The first annual meeting of the Deaf Smith County Water Association was held in the County Bull Barn in April of 1968 with numerous water import dignitaries present. At the April meeting, officers were re-elected for the upcoming year with the only difference in the slate of officers being the exclusion of P.M. Rosnow, who had moved away.

Re-elected to officers' positions were Dick Godwin, president; Wilburn Axe, vice president; and Joel Hodges, secretary-treasurer. Financial standings up to April of 1968 revealed the organization had 251 members with paid-in dues of \$4,013.

As the result of an invitation, the House Interim Water Study Committee held its West Texas hearing on proposed legislation in Hereford on October 5, 1968. Prior to that meeting, a joint meeting of the DSCWA and the County Crops Committee was held at the Bull Barn on Sept. 20 with numerous noted



Dick Godwin

water officials appearing on the program.

On November 7 of last year, in another important tour, DSCWA entertained a group of visiting dignitaries from the Mississippi River states and government agencies. The group visited the feed yards, inspected agricultural operations, the Missouri Beef Packers plant near Friona and the Hereford Holly Sugar Plant. Also in November, at a Board of Directors meeting, plans were discussed for the next annual meeting of DSCWA to be held in March of 1969. A nominating committee was appointed and instructed to draw up a list of directors to recommend to members for election, and a program committee to arrange facilities and a presentation to members and visitors.



Joel Hodges

## Review Group Is Inactive In 1968

Though a committee of the local chamber, the Solicitations Review Committee of the Deaf Smith County Chamber of Commerce, under Joel Hodges in 1968, was never called on to serve the community due to there having been no reason.

The objective of the Solicitations Committee is to assist the membership in evaluating the merits of the many solicitors primary itinerant, who approach members for various donations or advertising contributions or sales approaches. The committee has guidelines by which it determines if a prospective solicitor is representing a worthy cause. The committee investigates as best it can the background of parties involved, the firms represented and what benefit, if any, the citizens of Hereford will derive from any solicitation proposal presented.

If the committee approves such a request, the Chamber office is authorized to issue a letter to the effect that the solicitor has been approved. By its very nature, this letter is an approval only and does not imply a recommendation by the Committee that the members should participate. Further, the Committee has no police powers and cannot prohibit any solicitor from soliciting without Chamber approval. The Committee does not, as general policy, act on local established drives or solicitations such as United Fund and others of that type.



Wayne Thomas

## Thomas Heads Industrial Group

The Industrial Development Committee, under the leadership of Wayne E. Thomas, brought about the culmination of one of the major industrial developments of this decade for this area. Ground was broken for and construction was commenced of a multimillion dollar meat abattoir and processing facility by Wilson and Co., Inc. Construction by Wilson and Co., Inc. is proceeding according to schedule with final completion date of December 1, 1969. Such industry will complement the already booming industry of cattle feeding in the Mid-Plains Region of Texas with Hereford as the hub. Such is also an expression of great confidence in the future of our area by a long established national concern.

In addition, the Committee has carried on a very active program of contacting and encouraging numerous other industrial prospects. Over 500 industrial contacts have been made with the help of the Chamber staff. Each contact has been furnished with appropriate chamber brochures and a copy of the Blanton Survey. Companies and concerns involved in food processing have been contacted in a systematic manner, by both mail and personal visit.

The committee has been extremely mindful of the major contributions to our total economy by existing industries and has continued its efforts in fostering and aiding in the expansion of existing industry, including the vegetable industry, feed lot industry, textile industry, steel fabrication and manufacturing industry, farm chemical industry, sugar industry, farm implement industry, offset printing industry and others too numerous to mention.

The committee has passed on to the Industrial Development Committee for 1969 active files and information concerning industry to be located in the Hereford area, formal announcements of which will be made at a later date.

In addition to its chairman, other members of the committee for 1968 were: Henry Sears, Jeff Carlile, Dudley Bayne, Melvin Jayroe, Dale Young and Neil Cooper.

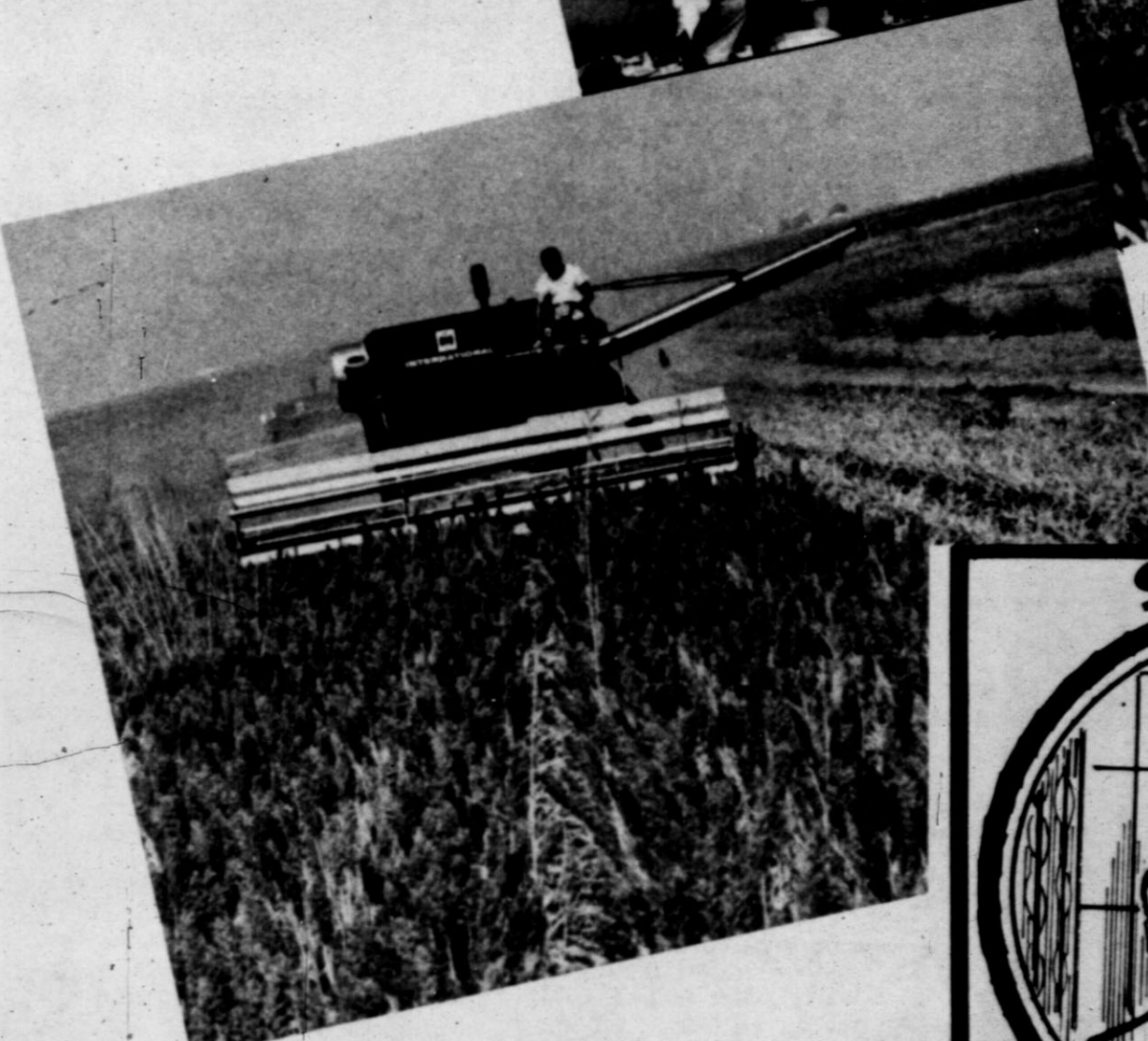
Three Scots founded a "Society of Gentlemen" to produce a dictionary of knowledge. Their first Encyclopedia Britannica, published in 1771, totaled three volumes.



## Harvest Scenes

Around

## Deaf Smith County



Among man's most precious—and fleeting—assets is time; he has a limited amount of it for living, recreation, business and personal improvement. So how he expends it, is one of the most important decisions he must make each day.

In today's rapidly changing world, with all our technological developments, the business and organization executive must select those activities that will give him the greatest return, in the form of knowledge, for the time he allocates. So if you're looking for a one-stop information shopping center, look no further than the 57th Annual Meeting of the Chamber of Commerce of the United States, April 27-29, 1969, in Washington, D.C.

This is the one leading business meeting each year where the busy executive can come and get the latest information and thoughts about economic, political and social problems. It is also the top get-together which permits him to participate in the meeting, and offer his views on the subject.

Attendance at the 57th Annual Meeting is one investment you can't afford to pass up.

 **PETE PROGRESS**  
Speaking for the local chamber of commerce in your community

FEBRUARY 1969



**PROGRESS  
TODAY  
SHAPES  
the  
WORLD  
of  
TOMORROW**

.....

**HEREFORD IS A GROWING CITY, and shall continue to grow as long as we support the private and civic organizations that have made our progress possible . . .**

● GROWN WITH US ●

**HI-PLAINS SAVINGS & LOAN ASSN.**

119 East 4th

364-3535



Jay Boston

## Ag Committee Aids Farmers

Considerable work trying to secure additional money through the A. S. C. S. offices for small dams along the Palo Duro and Frio has been done by the Deaf Smith County Agriculture Committee under the leadership of Jay Boston.

Although this could not be accomplished, the committee is still trying to get land owners along the Palo Duro and Frio to construct small 200 acre feet dams which they are allowed at the present time without a permit. However, this could change.

The Deaf Smith County Family Living Committee helped in making a map of Deaf Smith County. Mrs. Betty Cope, chairman, together with the splendid work of Mrs. Argen Draper and the County Commissioners were most cooperative.

The map will show all roads with landmarks plainly marked, such as elevators, feedlots, sugar plant, packing plant, schools and other landmarks. On the front of this map will be the Holly Sugar plant, Wilson and Company plant and a feedlot. This map will be available at the Chamber of Commerce offices and other places for the benefit of anyone coming into our community looking for a certain location in the county.

Former Yankee pitchers Steve Barber, Jim Bouton, Roland Sheldon and Bill Stafford and former Yankee infielders Mike Hegan, John Kennedy and Mike Ferraro are members of the Seattle Pilots, new team in the American League.

## Wert Guides 4th Activities

Under the guidance of Robert M. Wert, flags flew, bands played and bells rang at Hereford's annual Independence Day celebration on the courthouse steps in 1968, as the 4th of July Program was conducted by that committee of the local chamber.

The theme of the celebration was "Let Freedom Ring," a phrase shared by colonists in the American Revolution. Hereford literally carried out the theme at noon of July 4, 1968 when bells, from churches and those carried by spectators, ran out for freedom.

Johnny Pool, then mayor pro-tem, opened the program and Don Baugous, master of ceremonies took over.

Invocation was given by the Rev. Homer Goodwin and the Eagle Scouts presented the colors and led the audience in the Pledge of Allegiance.

Excerpts from well-known speeches of famous men such as Lincoln, Roosevelt, Patrick Henry, Washington and others, prominent in America's history were read.

Directed by Ben Gollehon, the band and the community choir provided music between speeches. The bell choir from the First Methodist Church also sang.

The Rev. Fred Howard, Ed Salinas, E. Hazen Woods and Mrs. Betty Hodges read sections of famous speeches at the celebration.

Near the close of the activities Percy Mays read the Preamble of the Constitution and the band choir and audience joined in to sing "The Star-Spangled Banner," the national anthem.

The program closed at noon with the ringing of the bells.



Robert Wert



Gene Parsley

## Chamber Group Finishes Year In Good Form

Slight faults and complaints in local transportation and communication were the main items handled by the Transportation and Communications Committee during 1968 under chairman Gene Parsley.

It was decided at the first meeting that the committee's efforts should be directed at trying to better the present transportation and communications systems that we have in this area by opening the floor for complaints and general discussion of services received which got the committee off to a good start.

It was agreed that the Interstate Commerce Commission would be asked to investigate billing procedures but it was later decided to give REA a chance to meet with the merchants and explain their procedures. The manager from Amarillo came to Hereford and invited local merchants to meet with him to discuss their problems.

Representatives of the local vegetable packers voiced a complaint that they were having difficulty in obtaining licensed carriers to move their products intra-state. A motion was made and carried that this chamber inform and urge area chambers to join in an effort to have legislation enacted to declare fruits and vegetables exempt commodities for intra-state movements since inter-state movements are exempt. A further meeting was held in order to give trucking firms a chance to give their reason why these commodities should not be exempt. This meeting was not too successful and a letter went to area chamber as originally agreed.

A meeting was held with representatives of the Southwestern Bell Telephone Company to discuss the difficulty in reaching an operator to place long distance calls. It was first pointed out by the phone company that their service was being updated to increase the number of circuits and services for this area. The telephone company also pointed out the fact that if seasonal businesses would inform them when they plan to start operations they could be prepared to meet their demands.

Acapulco, Mexico, the world-famous resort, was founded in the 16th century but remained a sleepy fishing village until a highway reached it in 1927. Most residents now live on tourism.

## Aviation Group Studies Projects

Under the enthusiastic leadership of Jim Sears, the Aviation Committee has conducted several group projects. This committee is the official sponsoring agency for the Civil Air Patrol unit.

The committee, with the assistance of the Hereford Hustlers, and Chamber and City officials greeted the All Texas Air Tour during their visit in October. Thirty-seven aircraft carrying 83 people made a brief visit to the Hereford Municipal Airport.

In meetings with the City Commission, agreement on the purchase of a homer beacon has been reached. The need for such equipment has been expressed by the committee over several years, but no specific proposal had been put before the city until this year. Antenna location sites are being studied and a study of the most efficient and economical units, maintenance wise, is being made by the city and the committee.

The committee recommends to its successor committee that close liaison be maintained with the City Manager and the City Commission so that a positive program of airport development to meet the needs of Hereford in the jet age may be developed within the practical limits of the City to provide the improvements.

## C of C Receives Many Inquiries

One of the very time-consuming and yet relatively unknown tasks that occupies the staff of any Chamber of Commerce is that of answering the many letters of inquiry that come to it. In any given day there may be as many as five such letters which require prompt reply and many of which require a certain amount of research.

The most innocent appearing letter may be from a company planning a major installation here, or from a person considering coming here to live who may be a major influence in the community and the area in years to come. Even letters from school children and the answers they receive may be an important factor in building the image of Hereford and Deaf Smith County that some day we may have to live with.

Of the many letters received by the local chamber last year, 16 were from persons recently moved to Hereford; four from new businesses; eight from vacationers; 71 from school children; nine for grain inquiries; eight seeking historical information; and many others falling into the miscellaneous category.

Often as not, there are considerable numbers of letters commending the work done by the oft unheard "Hereford Hustlers", those red-jacketed greeters who act as the official greeters for the city. This select group of men take time out constantly to extend warm invitations to visiting persons and groups in making Hereford one of the few places remembered by people visiting the city.



Jim Sears

## CD Committee Studies Area

Scheduled on a monthly meeting basis, the Civil Emergency Planning Committee of the Chamber of Commerce, under the direction of Jerry Don George, studied the overall objectives of Civil Defense for the Hereford area during 1968.

Some of the work done by this committee was an outline of each committee member's responsibilities and duties in case of an emergency. They also made a check of all equipment available to the community in the event of a disaster such as a tornado.

The committee has studied Civil Emergency Plans of other cities and George and Bill Thompson attended a Civil Defense Workshop in Austin last spring.

A shelter survey study was made through the newspaper and a more complete survey is being made at the present time with help from the Boy Scouts, Troop 50.

Radiological Monitoring (16 hour) course was taught to some 20 people of the community and radiological monitoring kits have been placed in five of the local school with at least two qualified people capable of operating the kits.



Jerry Don George

Michigan State's cross country Garden State Stakes with Beau Brummel last fall it marked his second straight victory in the rich race. The Panamanian rider scored with Successor in 1966.

The Detroit Tigers last season won 40 games in which they were tied or behind in the seventh inning or later.

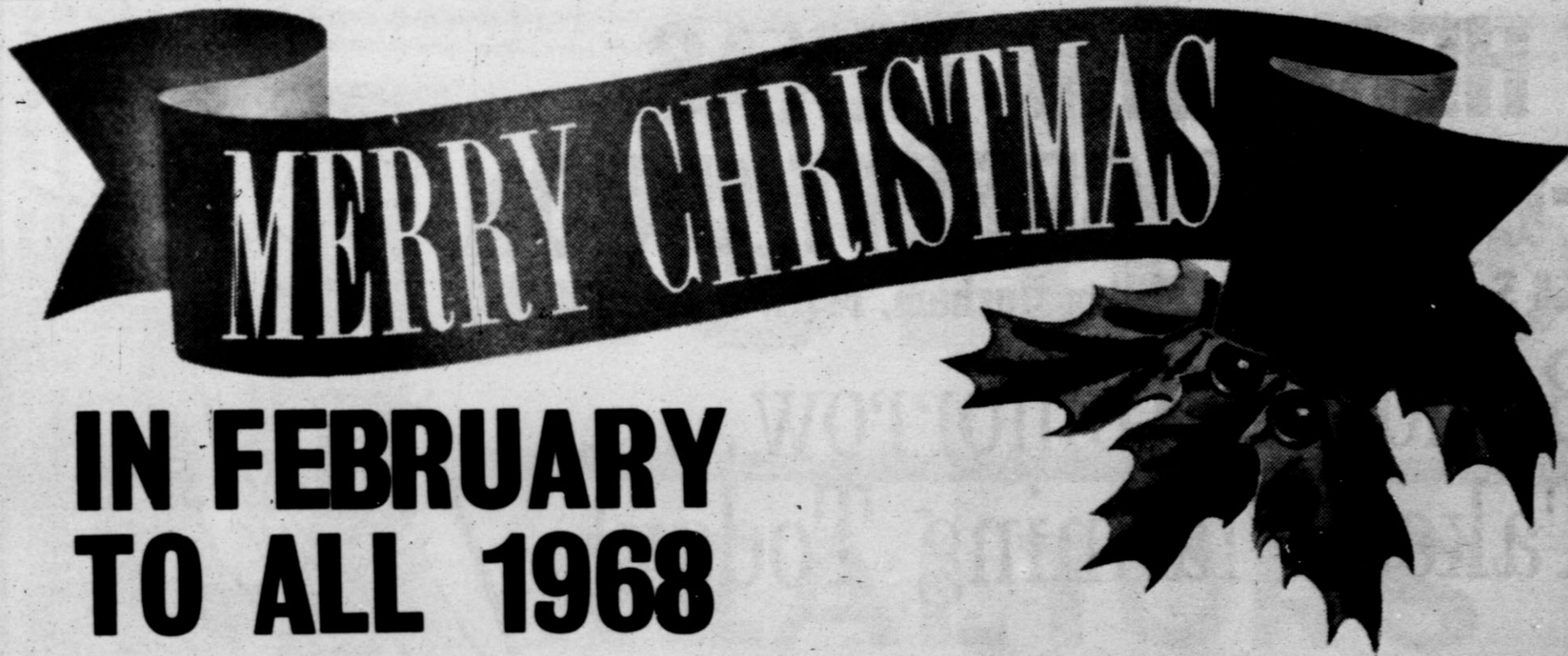
Not all sea water is blue. The Gulf Stream off Japan is so dark it has been named Kuroshio (Black Stream).

## LAFF - A - DAY



"Is it true what the neighbors are saying—that you're growing a mustache?"

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# IN FEBRUARY TO ALL 1968

## Contributors to Christmas Decorations

YOUR CONTRIBUTIONS MADE POSSIBLE THE BEAUTIFUL CHRISTMAS LIGHTS AND DECORATIONS OF 1968.

- |  |  |   |  |
|--|--|---|--|
| <p>A to Z Tire &amp; Battery<br/>Dr. M. C. Adams<br/>Addie's Beauty Stall<br/>Agriculture Computing Co.<br/>Allied Chemical Corp.<br/>Jimmie Allred<br/>American Cyanamid<br/>American Dusting Co.<br/>C. R. Anthony &amp; Co.<br/>Armstrong Nursery<br/>Dr. J. W. Barnett<br/>Betzen Feedlot<br/>Beaver's Motor Co.<br/>Ben Franklin Store<br/>Big Burger Drive Inn<br/>Big T Pump Co.<br/>E. B. Black &amp; Co.<br/>Blocker Auto Sales<br/>Borden Co.<br/>Boyd Machine Shop<br/>Boynnton's Grocery<br/>Eual Bradford<br/>Brown, Graham &amp; Glover<br/>Brown Sheet Metal<br/>Bryant Brothers Construction<br/>Budget Finance<br/>C &amp; S Draperies<br/>Caison House<br/>W. T. Carmichael Real Estate<br/>Carthel Real Estate<br/>Caviness Packing Co.<br/>Chateau Inn<br/>Chemical Co. of Texas<br/>Christian Book Store<br/>City Drug Store<br/>City Tortilla Factory<br/>Clover Spraying Service<br/>Colville &amp; Wilson<br/>Community Grain<br/>Consumer's Fuel Co-op Assn.<br/>Continental Grain Co.<br/>Cooper's Market<br/>Cope's Veterinary Hospital<br/>Cowan Jewelry<br/>Cowsert &amp; Bybee<br/>Custom Farm Services<br/>D &amp; L Cattle Co.<br/>Deaf Smith County<br/>Deaf Smith County Abstract Co.<br/>Deaf Smith County Electric Coop.<br/>Deaf Smith County Farm Bureau<br/>Deaf Smith County Storage<br/>Vernon Denson Real Estate<br/>Double K Drive In<br/>Easley Feed Yards</p> | <p>East Side "66" Station<br/>Economy Package Store<br/>Edward's Pharmacy<br/>Elm Court<br/>Enco Service Center<br/>The Fair Store<br/>Family Medical Clinic<br/>Farmers Union Insurance<br/>Farr Better Feeds<br/>Federal Lank Bank Association<br/>First National Bank<br/>Foxworth-Galbraith Lbr. Co.<br/>Mr. Garcia<br/>Garrison Seed<br/>Gebo Distributing Co.<br/>Gibson Product's<br/>Gibson Real Estate &amp; Ins.<br/>Glenn's Footwear<br/>A. D. Gugenheim<br/>Gunn Bros. Stamp Store<br/>H &amp; W Implement Co.<br/>Harman's<br/>Hay's Implement Co.<br/>Helen's Youth Shop<br/>Dr. Hendon<br/>Hereford Aero<br/>The Hereford Brand<br/>Hereford Butane &amp; Gas<br/>Hereford Feed Yards<br/>Hereford Glass Company<br/>Hereford Grain Corporation<br/>Hereford Hardware<br/>Hereford Ice Co.<br/>Hereford Insurance Agency<br/>Hereford Laundry<br/>Hereford Clinic<br/>Hereford Flying<br/>Hereford Meat Market<br/>Hereford Parts &amp; Supply<br/>Hereford Radiator Service<br/>Hereford State Bank<br/>Hereford, Texas Federal<br/>Credit Union<br/>Hereford Tortilla Factory<br/>Hereford Wholesale<br/>Hereford Wrecking Co.<br/>TexSun Feed Yards, Inc.<br/>Hi-Plains Savings &amp; Loan<br/>Association<br/>Hi-Way 60 Truck Stop<br/>Hoffman Poly Clean<br/>Holly Sugar<br/>Hubble Drilling Co.<br/>Ink Spot<br/>Insurance Center</p> | <p>Jerry's Appliance<br/>Jim Hill Hotel<br/>Jones Texaco Service<br/>Jorde Farms<br/>Justice Realtors<br/>KPAN Radio Station<br/>Kelly Electric<br/>Kester Jewelry<br/>King Sales Farm Equipment<br/>Stan Knox TV and Radio<br/>La Boutique<br/>Mr. Curtis Traweek<br/>Lawrence Cleaners<br/>Life Chiropractic Clinic<br/>Little's<br/>Loerwald Bros.<br/>Lone Star Agency<br/>Manning Plumbing<br/>M. L. Means<br/>Steve Messenger &amp; Co.<br/>N. E. Milburn<br/>McCaslin Lumber Company<br/>McDowell Drug Store<br/>McNeil Furniture<br/>McRight Garage &amp; Supply<br/>Music Stand<br/>Neat's Diner<br/>Neil Body Shop<br/>New Mexico Transportation<br/>O'Kelley's Sporting Goods<br/>One Hour Martinizing<br/>Orsborn Chevrolet<br/>Dr. Wes Owens<br/>Owen's Cleaners<br/>Owens &amp; Hollingsworth<br/>P. K. Supply<br/>Ted Panciera<br/>Park Ave. Cleaners<br/>Park Ave. Floral<br/>Jim Pavlicek Co.<br/>Phillips &amp; Lawrence<br/>Piggly-Wiggly Store<br/>Pioneer Natural Gas Co.<br/>Pitman Grain Company<br/>Plains Motel<br/>Plains Welding Supply<br/>Play House Skating Rink<br/>Quick Car Wash<br/>Red Carpet Inn<br/>E. C. Reinaur<br/>J. C. Ricketts<br/>James N. Roberts<br/>Rutherford &amp; Co.<br/>Safeway Stores, Inc.<br/>Alvin Schmucker Garage</p> | <p>Sears Roebuck &amp; Co.<br/>Joe Shollenbarger<br/>Shur-Gro Liquid Feeds<br/>Roy Smith<br/>Southwest Irrigation<br/>Southwestern Public Service<br/>Southwest Offset<br/>Southwestern Bell Telephone Co.<br/>H. A. Speer, Gulf Distributor<br/>Sportsman Club<br/>Spudnut Shop<br/>Louie Squire Dirt &amp; Pav.<br/>Star &amp; Texas Theatres<br/>Sugarland Feed Yards<br/>Suits Auto Supply Co.<br/>Sully's Music &amp; Cigarette<br/>Summerfield Fertilizer<br/>Sunny's Mister Shop<br/>Swift &amp; Co.<br/>Taylor &amp; Sons Country Store<br/>Thames Pharmacy<br/>A. O. Thompson Abstract Co.<br/>Three R Feed Yards<br/>Tide Products<br/>Tip Top Oil Co.<br/>Town &amp; Country Mobile Homes<br/>F. H. Vahlsing, Inc.<br/>The Vogue<br/>Wade's Steak House<br/>Dick Walker<br/>Warren Bros. Motor Co.<br/>Henry Weemes<br/>West Texas Rural Telephone<br/>Western Auto Associate Store<br/>Whiteface Aviation<br/>Whiteface Drive-In<br/>White's Auto Store<br/>Witherspoon, Aikin, Thomas &amp; Langley<br/>Witherspoon Electric<br/>E. W. Young Radio &amp; TV Service<br/>Dr. Ronald L. Zimmerman<br/>WAC Seed Co.<br/>Jacobsen Bros.</p> |
|--|--|---|--|

We would also like to express our sincere appreciation to the City of Hereford and Deaf Smith County Commissioners for their support of the Christmas lighting project.



# HEREFORD TEXAS FEDERAL CREDIT UNION

330 Schley

Milton Durham, Mgr.,

364-1888

## Building Tomorrow . . . , , , Takes Planning Today!

We Salute the Chamber of Commerce  
and our fellow members on a job well  
done in 1968 . . . Hereford is growing and  
we're proud to be an active part of  
this fine community . . .

WHEN IT COMES TO MONEY MATTERS,

### JUST TRY US.

STOP AT THE HEREFORD, TEXAS FEDERAL  
CREDIT UNION ANYTIME YOU NEED TO BORROW  
MONEY . . . WE LIKE TO SAY YES!



What  
Will Tomorrow  
be like for  
HEREFORD'S  
Young People  
of Today?

It will be better than today if we continue to progress  
with the industrial, commercial and private business  
that provides the basic economical growth to any  
community. TO THIS END THE HEREFORD CHAM-  
BER OF COMMERCE IS PLEDGED . . . Let's sup-  
port the Chamber and ourselves with a better  
tomorrow!

### DAVIS IMPLEMENT COMPANY

Minneapolis-Moline Dealer

114 West 2nd

364-2811



## MONEY DOESN'T GROW ON TREES!

Neither does a  
city grow without  
planning . . .

Hereford is fortunate in having a active Chamber of  
Commerce, "PLANNING TODAY FOR PROGRESS  
TOMORROW." Our Congratulations to this fine  
organization.

**YOU CAN DEPEND ON US**

Taxes and other first of the year bills have you  
in a bind? Let us consolidate your bills into one  
monthly payment . . . in most cases less than  
you're paying now . . .

### Budget Finance of Hereford, Inc.

605 Main

364-3712



## A LOOK TO THE FUTURE

We welcome the opportunity to join with the community in saluting our Deaf Smith County Chamber of Commerce and their accomplishments. This organization of men have contributed greatly to the betterment of this community throughout the years.

**FARR BETTER FEEDS**  
ON PROGRESSIVE ROAD



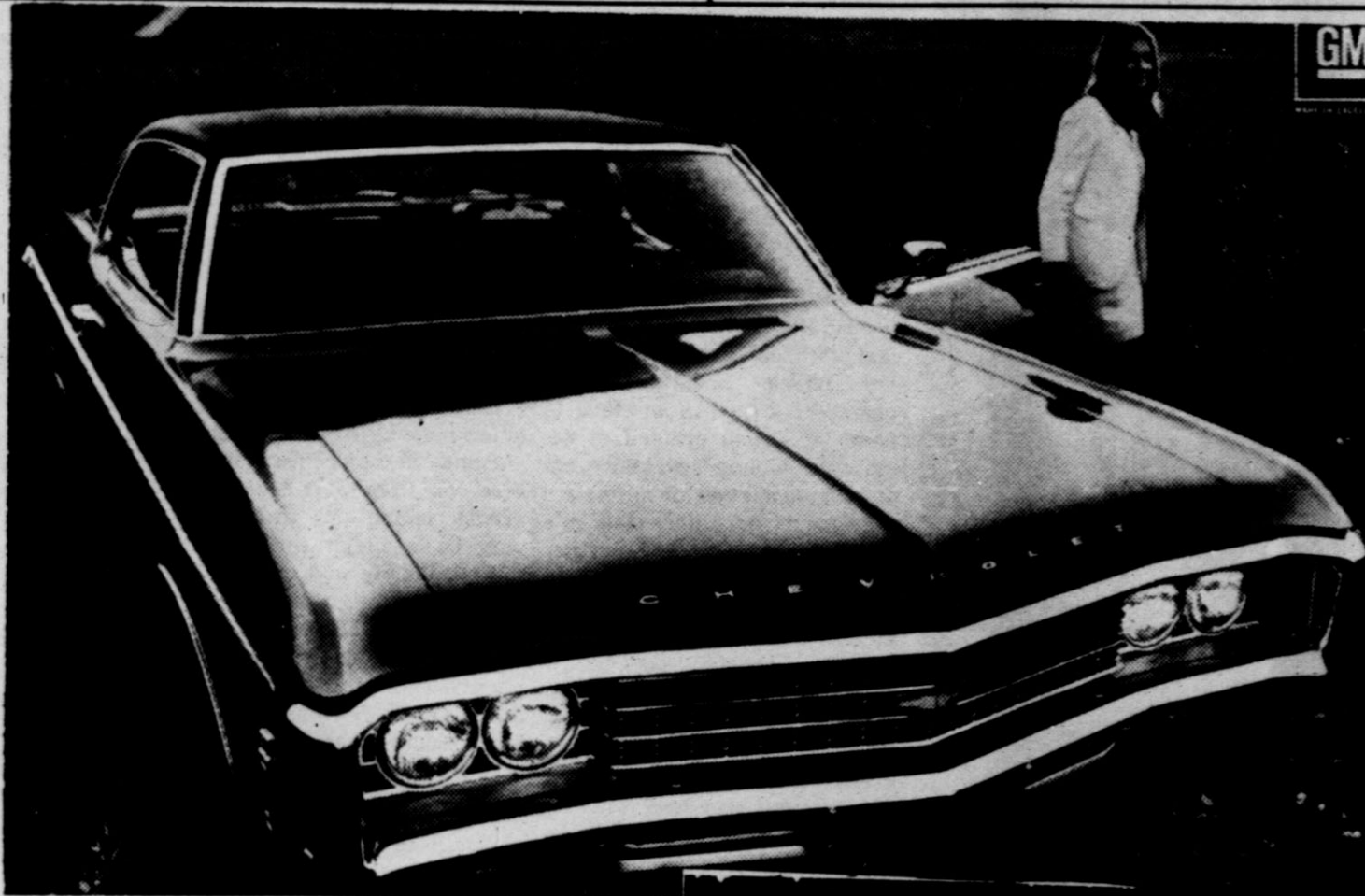
## EVERYBODY


Benefits From The  
Work Of The Deaf  
Smith County Cham-  
ber Of Commerce

**CARL McCASLIN LUMBER CO.**  
A Complete Building Service

1 Block East of The Courthouse

364-3434



Putting you first, keeps us first 

The Deaf Smith County Chamber of Commerce is made up of responsible men who are proud of their community and have pledged themselves to help in it's growth and improvements.

# ORSBORN CHEVROLET - OLDS

2ND AT SCHLEY

No. 1 Car . . . No. 1 Dealer

PHONE 364-2160



Deaf Smith County Harvest Scene.

## LET'S NOT SPLINTER OUR UNITED EFFORT

by

**ARCH N. BOOTH**  
Executive Vice President,  
Chamber of Commerce  
of the United States



Today's business leader is being asked to join many organizations. Often he has difficulty deciding where to draw the line, because most of the organizations have good purposes.

What is quite clear, however, is that there is a lack of coordination among the problem-fighters. Each sets its own priorities. Each operates on the principle that its program is the one most needed, and most deserving of the businessman's active support.

In this manner, the businessman's efforts to help solve problems tend to become scattered.

When he tries to set priorities of his own he is soon diverted, because every new crisis brings on another new organization for him to join.

Moreover, there are too many groups working independently on some of the same problems. Their programs overlap, causing confusion and waste. These are the same faults that are found in some of the Federal Government's programs when too many agencies get involved. The waste of resources for meeting human needs is not desirable in the private sector anymore than in government programs.

For the businessman who is trying to decide how to put his time, talents, energy and money to the best use, there is a businesslike solution. This lies with local chambers of commerce and trade and professional associations which, if properly equipped and utilized, would leave no room for the multitude of splinter-type groups cluttering up the problem areas.

It is easy to argue that some entirely new kind of approach should be taken to attack each of the long list of problems we face today. But instead of creating a new organization, we should give careful consideration to the resources of our chamber or association. Where necessary, the resources can be tailored or expanded so as to enable the organization to cope most effectively with the problem.

It is certainly not my intention, in cautioning against splinter groups, to impede progress. Rather, it is to speed progress by making the best use of the resources we have in the business community—and I believe this can best be achieved through a united effort.

the place to call!



**HOME LOANS  
and  
FARM LOANS**

We're growing with Hereford, The Magic City in the Magic Triangle . . . We point with pride to our Chamber of Commerce and to their part in Hereford's Progress.

**Lone Star Agency**

601 North Main

Hereford 364-0555



# Justice

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## REALTORS

115 East 1st

Corner Main & Highway 60

Phone 364-2266

PRUDENTIAL FARM LOANS

**HEREFORD'S LEADER IN REAL ESTATE**

FARMS - RANCHES - HOMES - COMMERCIAL

Invites today's

Daniel Boones to

"think tomorrow"

We are proud of our community and we are proud of our part in helping to bring the new Wilson & Company plant here. We feel that this will assure the continued growth of Hereford and the continued growth of the business within. We want to congratulate the Deaf Smith Chamber of Commerce on the work that has been done this year -- and while we're at it, we want to encourage each and every one of you to get behind the Chamber and push for an even greater year in 1969.



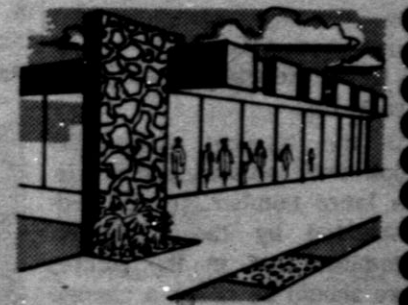
YESTERDAY



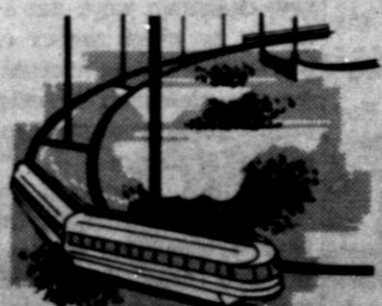
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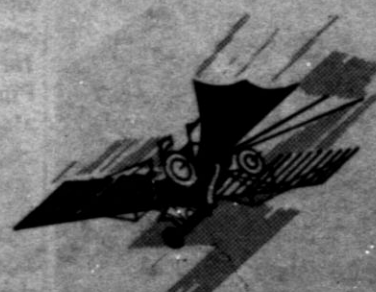
YESTERDAY



TODAY



YESTERDAY  
AND  
TODAY!



# Women's Division Active In 1st Year

The idea of a women's division or committee of the Deaf Smith County Chamber of Commerce began to take shape in the early part of 1968, and by July of that year, enough people had been contacted that it was felt that the idea was of considerable interest.



Virginia Adams

## Education Group Has Active Year

Under the chairmanship of Leo Forrest, two major projects were carried out by the Education Committee of the Deaf Smith County Chamber of Commerce for the year 1968.

The number one project was sponsoring a 20-man study group for the Community College Movement in Texas. This project was ignited on Jan. 8, 1968 at Austin in a meeting between Superintendent of Schools, Johnnie Clark, Jr. and the Chairman of the Education Committee and the Coordinating Board.

At this meeting, interest of the Deaf Smith County Chamber of Commerce in the establishment of a Community Junior College in what is designated as Region V, was discussed. Included in Region V is Castro, Deaf Smith, Oldham and Parmer Counties.

Through this and various other meetings, the Education Committee agreed to select a 20-man group from the four counties to study the situation of acquiring a junior college for this Region. A committee was selected and the survey is currently going on.

The Annual Teacher's Banquet was the other major project undertaken and carried out by the Education Committee during 1968.

At the banquet, some 250 people were present, and due to this large number, it was recommended by the Education Committee that in the future, there should be either a change in location for the banquet or the number of persons invited should be curtailed, as the Country Club could not accommodate the number this year.

Members of the Education Committee for 1968 included Bill Gentry, The Rev. Don Brink, Andy Shuval, Lynn Pittard, A. J. Schroeter, David Hamblen, Mrs. Jim McAndrews, Mrs. Jimmie Gillentine, Mrs. J. R. Allison, Mrs. Claude McDougall, Hazen Wood and Roy Hartman.

Officers for 1968 were Mrs. Milton Adams, president; Mrs. James Gillentine, 1st vice-president; Mrs. Jack Renfro, director and Mrs. Earl Springer, director.

The president of the division is elected by the board of the Deaf Smith County Chamber of Commerce, and the 1st vice-president, 2nd vice-president, secretary and the two directors are elected by the membership of the division. Any woman whose husband is a member of the Chamber is eligible to join the Chamber, or any business member of the Chamber may designate his wife or an employee of the business as his representative in the Women's division.

Dues for each person joining was set at \$10 per twelve months and as of January 1969, the membership was 50 for the division. It was hoped by the club chairman that as many more could be signed up for the upcoming year.

Committees making up the Women's Division include membership, welcoming, convention, telephone, beautification, public affairs and occasionally a special committee. Each member is allowed to choose the committee on which she would like to serve.

During last year, the Women's Division assisted with the decorations for the Wilson & Co. groundbreaking luncheon, transportation for a water meeting, kits for a defense group meeting, and also assisted in calling the registration list to get out the vote. The club also worked on several beautification problems including the beginning of Windmill Park near the Santa Fe Railway Depot, and have made inquiries on plans as to what part they could play toward crime prevention in the community.

Elected officers for 1969 were Mrs. James Gillentine, president; Mrs. Springer, 1st vice-president; Mrs. Jackson, secretary; Mrs. Loerwald, 2nd vice-president; Mrs. Jack McKinster, vice-president; and Mrs. Bruce Brown, director. In addition to the regular committees new ones have been formed for the upcoming year.

There are approximately 60,000 pieces of cut colored glass in the 53 story-telling windows of the new National Presbyterian Church and Center in Washington, D.C.



Leo Forrest



Lynton Allred

## Allred Heads Tourist Group

Organized in hopes of steering conventions to Hereford and promoting tourism along Highway 385 and Highway 60, the Tourist and Convention Committee of the Deaf Smith County Chamber of Commerce was headed up by Lynton Allred during the past year.

Statistics released by the Texas Tourist Council reveal that every new dollar entering a community will "turn over" an average of seven and one-half times. This is why highway and convention promotion benefits everyone in the community.

Highway 60 is the east-west route through Hereford. Through the National U. S. Highway 60 Association, this is being publicized as the best coast to coast highway in the United States. This year, Highway 60 Assoc. has started a weather reporting service which informs motorists of highway conditions along Highway 60.

The 1969 Highway 60 National Convention will be in Ponca City, Okla. There is a strong possibility that the 1970 spring convention will be held in Hereford. The coming of this convention to Hereford is an example of future convention possibilities for this committee. In the past, convention promotion has been the most neglected phase of this committee's work.

The people of Hereford who belong to the various organizations here that have more than local membership should investigate bringing one of their national conventions to Hereford. The Chamber Manager or Tourist and Convention Chairman would be glad to assist you with formulating the initial plans.

The more exposure Hereford can have from tourists and conventioners, the more the entire community will grow.

Paul Erland, a 6-foot-5 forward from Nashville, Tenn., is captain of Dartmouth's freshman basketball team.

Frank Crosetti, Sal Maglie and Ron Plaza will coach the Seattle Pilots under Manager Joe Schultz next season. The Pilots and the Kansas City Royals are the two American League expansion teams.

Eddie Donovan, general manager of the New York Knicks, doesn't play golf but he coached three undefeated golf teams at St. Bonaventure University.

# Affairs Committee Ends Active Year

The members of the Governmental Affairs Committee and Harlan Vander Zee, chairman, feel that due to 1968 being an election year, there might have been a reduced amount of legislation which might otherwise have required action by this committee.

A list of activities of this committee follows:

1. Recommendation to the Board of Directors to oppose any legislation that would bring on unionization of farm workers.

2. Recommendation to the Board of Directors that a policy statement be adopted where by public officials at all levels of Government be requested to record their support for the full enforcement of laws relative to riots, insurrection, arson; and that such acts and their violators be prosecuted to the fullest extent within the law.

3. A brief but educational study pertaining to the revision of the Texas Constitution was held in the form of a panel discussion. No action recommended.

4. Support of the proposed revenue bond issue pertaining to the expansion of the water and sewer facilities.

5. Recommendation in support of the additional appropriation for hog and vegetable research to be conducted at Texas Tech college.



Johnny Pool

## Retail Committee Says 1968 Was Very Good Year

1968 was an outstanding year for retail merchants of Hereford and prospects for 1969 look even better, according to Johnny Pool, chairman of the Retailers Committee.

Pool suggested a co-chairman of the downtown merchants and the outlying stores, for the coming year. Merchants, he said, like their budget handled by the Chamber of Commerce.

Pool also suggested that the new chairman work out some means by which money can be placed in a budget account without the chairman or delegated people going from store to store asking for money.

Activities conducted by the retailers Committee for the 1968 year included the Sunday Closing Law Clinic, the annual Sidewalk Sale, and the Santa Claus and free candy during Christmastime.



Harlan Vander Zee

6. Recommendation that limits be placed on the Food Stamp Bill, and that persons engaged in strikes be prohibited from receiving food stamps intended for the poor.

7. Recommendation that the Feed Grains Program be extended in its present form and that no limitation be placed on the amount of these payments.

8. Recommendation that a public survey be made on the question of Electoral College reform. Very little response was received.

9. Recommendation that the Committee, in cooperation with the Adult Education Program of the schools, offer the Action Course in Practical Politics.

10. Plans and recommendations currently under study for the cooperation of all citizens to work in assisting local law enforcement officers, by way of reporting immediately any actions that might be of suspicious nature. No action taken as of this time.

It is felt that much good might be accomplished by more specific support and recommendation as having to do with the farm economy, farm legislation, and related topics. Realizing that this is usually controversial it is felt that the entire welfare of our local economy is based on agriculture and its allied fields, and that a firm and united stand locally would generate a better situation for our basic economy.

Dr. Millard Rosenblatt last year won the Tulatin, Ore., Country Club golf championship for the 12th time. He is 77.

Granby High School in Norfolk, Va., a producer of fine wrestling talent, has three former athletes on Michigan State's varsity. They are Bob Byrum, Keith Lowrance and Mike Ellis.

Don Zimmer, 38, former Brooklyn Dodger infielder, will manage the Class A Key West, Fla., team this season. Key West is in the San Diego Padres farm system.

Bobby Cremins, 6-foot-2 Bronx, N.Y., athlete, captains South Carolina's basketball team.



**THINKING...**  
*of the future*

**DEAF SMITH COUNTY  
Chamber of Commerce**

A Progressive Chamber  
A Progressive Newspaper

SINCE 1901

**HEREFORD BRAND**

THE HEREFORD BRAND

THE SUNDAY BRAND

First in local news coverage

First in advertising

in the Magic Triangle



# CofC DIRECTORS



Neil Cooper  
Immediate Past President



Earnest Langley  
President



Dale Young  
Vice President



Ed Line  
Treasurer



Melvin Young (1968)



Ed Wilson (1968)



Morris Easley (1968)



Clete Corliss (1968)



Jerry Detwiler (1969)



Don Zimmerman (1970)



Don Baugous (1970)



Virgil Marshi (1970)



Dr. Millard Nobles (1970)



Jeff Carlile (1971)



Jim McDowell (1971)



Rex Lee (1971)



J. W. Robinson, Jr. (1971)



W. T. (Bill) Thompson  
Chamber Manager



Mrs. Thelma Lamm  
Secretary



## CONGRATULATIONS

to the Deaf Smith County Chamber of Commerce on their annual meeting and banquet . . .

# PROGRESS THRU PLANNING

The Deaf Smith Chamber of Commerce and their 400 members are active in the planning, growth and development of a greater Hereford and Deaf Smith County! We as a member are proud of our part in this progressive civic organization!

THE HEREFORD STATE BANK BELIEVES IN PROGRESS THRU PLANNING! THAT'S WHY WE ARE CONTINUALLY PLANNING AND MAKING CHANGES IN ORDER TO BRING YOU THE BEST BANKING SERVICES AVAILABLE WITH SOUND BANKING PRINCIPLES.



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and you'll think of the Friendly.

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