





## Streams In Desert Places

Ozelle Stephens

Everyone has demands made upon him. Some may seem very difficult.

However when you learn to benefit from them, you are in command and sure victory.

Jesus understood the principle of meeting demands spiritually. He said: "All power is given unto me in heaven, and in earth."

This power, is spiritual ability. You have it and can use it to transform any situation.

What is this spiritual ability? It is the power to love, to have faith, to forgive, to bless, and to give thanks.

In using them you have health, prosperity, peace and harmony. They work where the power of God is and that is every where and under all conditions.

**HERE FROM SAN ANTONIO**  
Mr. and Mrs. Jim Herring of San Antonio are here visiting their aunt, Mrs. Earl Benedict this week.

**REAL ESTATE**  
If you want to buy or sell a house or farm, or rent a house—See—  
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We Repair All Makes Motors and Jet Pumps...  
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# COLLEGE CRISIS: 25 States Maintain Planning Boards

A strong, statewide policymaking board to coordinate higher education in Texas, such as envisioned by Gov. John Connally's Committee on Higher Education would not be unique in the South or the nation.

At least 25 states have central coordinating and planning boards, with responsibilities ranging from advising the governor and legislature to controlling the day-to-day operations of colleges and universities in the state.

Thirteen states, including Texas, have established coordinating agencies or boards since 1950 as institutions of higher learning expanded to meet rising enrollments.

There are three types of coordinating agencies: Advisory, advisory with some governing power, and coordinating-governing.

Six states — Arkansas, California, Illinois, New Mexico, South Carolina and Utah — have boards which are advisory. The influence of these boards depends on how well their plans and research are accepted by the legislature, the public and the support which institutions give the plans and research.

Six states — Texas, Kentucky, North Carolina, Oklahoma, Virginia and Wisconsin — have advisory powers. The Texas Commission on Higher Education,

for example, can recommend college programs, but has no authority to enforce its decisions.

Ten states—Arizona, Florida, Georgia, Iowa, Kansas, Mississippi, Montana, North Dakota, Oregon and South Dakota, have state-wide coordinating boards, which also govern the individual college and universities.

Three states—Missouri, Ohio and Pennsylvania—created coordinating boards in 1963, but the authority of these boards; has not yet been clearly defined.

The governor's committee recommended that Texas' coordinating board "should represent the highest authority in the state in matters of education beyond the high school" with power to enforce its decisions.

If the committee's recommendations are adopted by the legislature, a coordinating board of education beyond the high school would be created which would:

- Have the power to recommend, approve and initiate state policy and control state spending for education beyond the high school.
- Coordinate each level of education from the junior college through the university.

California, a recognized leader in higher education, has a Coordinating Council for Higher Education which advises the governor, the legislature and the governing boards of the state university (which operates on nine campuses), 17 state colleges and 70 junior colleges.

Its chief functions are to review and make recommendations on the budget requests of the university, and state colleges, to determine the role of the institutions and to develop plans for orderly growth.

California, like Texas, is confronted with an unparalleled need to expand its educational facilities. College enrollment in California is expected to triple by 1975, while college enrollment in Texas is expected to double.

The trend in establishing coordinating boards for statewide planning is toward agencies which have limited or no governing power.

Not since 1945 has a state created a coordinating board which also directly operates the colleges and universities.

Texas has 20 state-supported colleges and universities at present, but San Angelo College in San Angelo will begin receiving state assistance in September and Pan American College in Edinburg will be added to the state system in September 1965. San Angelo College will become Angelo State College in 1965.

Perhaps the purest form of governing-coordinating board is found in Georgia, where the regents of the University System of Georgia exercise highly centralized control over the 19 junior colleges, senior colleges and universities.

Said Dr. A. J. Brumbaugh, a noted authority on higher education in a study for the Southern Regional Education Board of the Georgia Board:

"The regents are in theory and in fact a governing coordinating board. The board is responsible on the one hand for determining the higher educational needs of the state and for the establishment of needed institutions and facilities, and on the other hand, for defending the higher institutions against unwarranted interference by the Legislature, governor or special interest groups."

A study by Dr. Lester Harrell, executive director of the TCHE, said the "high birth rate" of coordinating boards has stirred educators to look critically at this trend toward more coordination.

"Perhaps the program of the 1964 annual convention of the American Council on Education might be thought of as a high point in national interest on this subject," Dr. Harrell said.

"The announcement of this (ACE) meeting states: 'New systems of organization and administration are emerging in higher education, both within and among institutions, at a rate faster than most of us are aware. The emergence of these new systems is often marked by conflicts between the con-

## Mouth To Mouth Resuscitation Is Explained

What would you do if you discovered a person who had just stopped breathing? Would you panic, waste precious moments by running for help or begin immediately to give mouth-to-mouth resuscitation?

As swimming and water sports become more popular — in many places without life guards — you could encounter just such a situation.

Other causes such as asphyxiation, injury to the head, electric shock, choking or poisoning can also stop a person's breathing.

Whatever has stopped the breathing — drowning, choking, asphyxiation — start mouth-to-mouth resuscitation at once... Seconds count.

Open the victim's mouth; clear out any food particles, chewing gum, false teeth or other obstructing matter.

Tilt the victim's head back; lift his neck and tilt until his chin points upward.

Blow air into a victim's lungs by one of two methods. One way is to close off his nose by pinching his nostrils shut with your fingers or close off his nostrils with the side of your cheek, sealing your mouth over his mouth.

When working with a child, seal your mouth over both his nose and mouth.

Blow at the rate of 12 deep breaths per minute — or about five second intervals. For infants and small children, blow gently at the rate of 20 short, shallow breaths per minute.

With each breath you blow, the victim's chest should rise. After blowing in the breath, the rescuer should remove his mouth and listen for the sound of returning air.

If the victim's chest does not rise and no outflow is detectable the rescuer needs to try quickly to clear the passage. To do so,

cepts of autonomy and interdependence."

Neither Dr. Brumbaugh nor Dr. Harrell attempted to judge the effectiveness of the 25 coordinating boards in their studies.

Both saw the need, however, for some type of coordinating board to help solve some of the problems of higher education, with a minimum of confusion, duplication and inefficiency.

"The confused condition of higher education... is most serious," Dr. Brumbaugh said, "where there has been no planning and coordination, but it does exist in some states which have established formal arrangements for those functions."

"To eliminate the confusion," Brumbaugh said, "a state must establish an appropriate agency, but it must also take action to provide support, staff and authority that will assure the effectiveness of the agency."

The governor's committee said it came "to the firm conclusion" that "a strong central coordinating board established by the legislature and clothed with the authority to carry out its responsibilities will serve to start Texas on its climb toward excellence in education beyond the high school."

## MONUMENTS

"See Your Monument Before You Buy."

More Than 50 Designs To Choose From.

J. C. McGee

HERE FROM BIG SPRING

Rev. and Mrs. Jarrell Sharp and children of Big Spring spent last weekend here with Mr. and Mrs. Joe Murrey Clonts and family and attended dedication services for the Educational Building at the First Methodist Church.

turn an adult on his side and strike several sharp blows between the shoulder blades. You can hold infants or small children by their heels or with their head down, give several sharp pats between shoulder blades. Then clear the mouth.

These directions should help you in case you encounter a disaster, but the more training and preparation you have the better. Contact your local health department, local civil defense office or Red Cross for information on life-saving instruction.

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- WINDSTORM
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# SPECIAL? you bet he is!

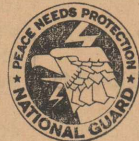
You have to be more than just good in the National Guard. You have to be...special! That's because today's Guard is meeting the toughest challenge in its 300-year history. It takes a special kind of man.

In his spare time he studies and trains so that he is ready should the nation's security be threatened. When you see him on the street, in church, at a PTA meeting, you only see a neighbor, or

friend or employee. Look again, and you see the face of a man who has voluntarily taken on a tough, demanding assignment. Military skills mean very little unless they are kept up-to-date and that's where the challenge of the National Guard comes into the picture.

Make no mistake. He's meeting the challenge when he's in the Guard. Get behind the Guard in your town or city.

**YOUR NATIONAL GUARD**

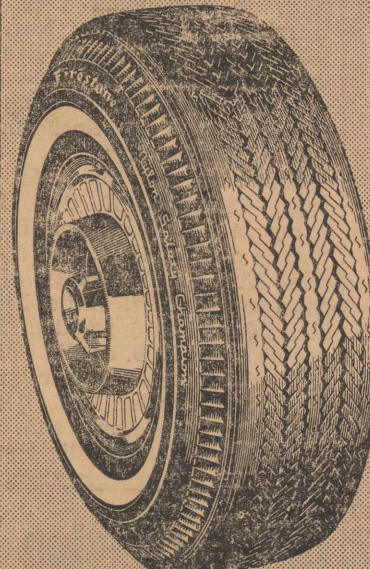


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Specially designed and constructed for today's modern Interstate Highways!

- ★ Greater Safety—Superweld race tire construction for sustained high speed driving.
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- ★ Better Steering Control—new wrap-around design provides positive control on corners and curves.
- ★ Greater Road Stability—improved performance at higher speeds for a quiet, comfortable ride.



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5.20-13 tubeless 6.70-15 tube-type  
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All Tires Mounted FREE  
NO MONEY DOWN...  
take months to pay

\*Plus tax and trade-in tire off your car.

**Firestone**  
De Luxe Champion New Treads  
RETREADS ON SOUND TIRE BODIES OR ON YOUR OWN TIRES  
WHITEWALLS OR BLACKWALLS  
**2 for \$24.24**  
ANY SIZE  
plus tax and 2 trade-in tires of same size off your car.

Priced as shown at Firestone Stores; competitively priced at Firestone Dealers and at all service stations displaying the Firestone sign.

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Oil & Butane Co.**



SHOP  
"M" SYSTEM  
FOR FOOD BARGAINS!

These Prices Good  
Thursday, Friday, Saturday

# Announcing The Week's BEST BUYS

**Maryland Club** COFFEE 1 pound can ..... **69¢**

California Large Size  
**Lemons** ..... **6 for 29¢**

Baby Size — FRESH  
**OKRA** Pound ..... **19¢**

**Peaches** TEXAS Tree Ripened, Lb. .... **19¢**

Fancy, Sweet, Home Grown  
**Cantaloupes** Each ..... **10¢**

KIMBELL'S  
**Coffee** Pound ..... **59¢**

**Shortening** KIMBELL'S 3 Pound Can ..... **49¢**

BETTY CROCKER'S  
**Cake Mix** Devil's Food, White or Yellow **4** For **89¢**

KIMBELL'S  
**Sliced Peaches** No. 2 1/2 Can **4** For **\$1**

METZGER'S  
**Sweet Milk** Grade A --- 1/2 Gallon ..... **29¢**

SWIFT'S  
**ICE CREAM**  
Assorted Flavors  
Half Gallon  
**59¢**

**CLOROX BLEACH**  
QUART  
**19¢**

Metzger's  
**WHIPPING CREAM** ..... **15¢**

Kimbell's — 303 Can  
**PEARS** ..... **5 for 1.00**

Kim — 200 Size Box  
**FACIAL TISSUE** ..... **23¢**

Kimbell's, Tall Cans  
**PORK & BEANS** ..... **3 for 29¢**

Borden's or Foremost  
**Sweet Milk** 1/2 Gallon ..... **31¢**

Del Monte  
**TOMATO JUICE**  
46 Oz. Can  
**3 FOR \$1**

## Finest Quality MEATS

Fresh—  
**Chicken Breast** Pound ..... **49¢**

Wilson's Korn King  
**BACON** Pound ..... **69¢**

**CHEESE** Longhorn— Pound ..... **49¢**

Fresh—  
**Calf Liver** Pound ..... **39¢**

**FRANKS** Wilson's Certified Pkg. .... **43¢**

**OLEO** Wilson's Golden Pound ..... **15¢**

Swift's Assorted Flavors  
**MELLORINE** ..... 1/2 gal. **39¢**

Pints—  
**ALCOHOL** ..... **2 for 25¢**

Kimbell's Table Server 12 Oz.  
**SWEET RELISH** ..... **25¢**

Tempting  
**PURPLE PLUMS**  
In Syrup Whole  
No. 2 1/2 Cans

**4 FOR \$1**

H. A. —  
**HAIR ARRANGER** ...79¢ val. ... **59¢**

Aqua Net—  
**Hair Spray** **79¢ val -49¢**

Kimbell's  
**Waffle Syrup** quart ..... **39¢**

Kimbell's Giant Box 10c Off Only  
**Detergent** ..... **59¢**

We Reserve The Right To Limit Quantities

# "M" SYSTEM SUPER MARKETS

KNOX CITY



**Jeanne Denton And Robert Lee Venator Wed July 1st**

Miss Jeanne Denton became the bride of Robert Lee Venator in a double ring ceremony in the Fellowship Baptist Church of Odessa July 1, at 7:30 p.m.

Rev. W. A. Henager, pastor of the church, officiated. She is the daughter of Mr. and Mrs. J. J. Denton of Odessa and the groom is the son of Mr. and Mrs. R. F. Venator of Odessa.

Miss Nelda Henager, soloist, sang "I Love You Truly," and "Oh Promise Me," accompanied by Miss Connie Bates, organist. The altar was decorated with branched candelabras, emerald foliage and white gladiolas.

The bride, given in marriage by her father, wore a waltz-length gown of maderia lace over satin, designed with a fitted bodice, scalloped neckline, and long sleeves tapered to points at the wrist. Her shoulder-length veil of illusion was secured to a headpiece of silk illusion and pearls. Her only jewelry was a single strand of pearls.

The bridal bouquet was white carnations cascaded on a white Bible with white satin streamers tied with lovers knots.

Maid of honor was Miss Linda Gayle Denton, sister of the bride. Bridesmaids were Karen Elaine Denton and Juanita Andrews. Misses Dolly Henager and Vera Ellen Denton lighted the candles and Miss Darla Bean was flower girl.

The attendants wore white cotton lace over blue. Their headpieces were Petal hats with short veils. They carried nosegays of white carnations with blue tulle and satin streamers. The candlelighters wore light blue dacron organza dresses featuring full tiered skirts trimmed with lace. They wore white carnation corsages. The flower girl's dress was of light blue dacron organza featuring full tiered skirt. She carried a basket of Mum petals.

Best man was Jerry Roberts of Odessa. Groomsmen were Jim Dulaney and Johnny Hernandez of Odessa. Ushers were Jack Thompson and Jim Wells, also of Odessa.

The reception was held in the Fellowship Hall of the Church. The table was covered with a lace cloth over blue. Table dec-

**Discount Stores Slapped By Author**

"The Great Discount Delusion" by Walter Henry Nelson; David McKay Co., New York, is now on sale for \$4.50.

"There's an old saying about when you want to attract attention in print 'punch somebody in the nose'—well, Walter Henry Nelson has hauled off and snuzzle-smashed a whole section of American business in this one and is bound to gain attention.

To put it mildly this book is controversial and will undoubtedly cause cries of "foul" from many quarters depending on the side of the fence the shouter is sitting.

"The Great Discount Delusion" is a hard-hitting expose of what goes on behind the scenes of many discount houses, how the purchaser has often been misled, what can be done about it. It offers some serious posers on whether the discount business is shaping American taste for the worse. It tosses out the possibility that this type of opera-

tions were the attendants' bouquets.

Ornamenting the two tiered wedding cake were white rose buds and wedding bells. A miniature bride and groom topped the cake which was served with sherbert punch and mints. Mrs. W. A. Henager presided at the punch bowl while Mrs. John Gray, cousin of the bride, of Rotan, served cake. Mrs. Jerry Roberts registered the guests.

For their wedding trip to Six Flags Over Texas, the bride chose a two piece blue cotton knit suit trimmed with white. Her accessories were white, and she wore a white carnation corsage from the bridal bouquet.

The bride will be a junior in Odessa High School this fall. The bridegroom is a graduate of Wewaka, Okla., high school and is employed by Furr Foods. Out of town guests attending the wedding were Mrs. A. C. Sharp of Spur, Mrs. John Gray of Rotan, and Mrs. R. B. Carnes of Plainview.

The bride was honored with a bridal shower on June 29 at the home of Mrs. David Strouther in Odessa.

tion may well determine the future course of American business.

But he does not make a blanket indictment of discount operators. As the author explains in his introduction:

"A book about an industry, such as this one, deals in broad terms by its very nature. Consequently, exceptions to such generalizations of course exist. References to discounters in general and to industry practices should not be taken to include all discount houses, but rather as references to practices commonly engaged in by some discounters who engage in certain of these practices do not necessarily engage in others."

So you see, Nelson puts his expose on a "if the shoe fits, etc." basis for the discount house operators.

The author has backing for the things he writes about. His book is one of the best documented volumes to come into view in some time. In fact, if the reader shows an intense interest in the subject, the book could serve well as a guide to further reading.

Nelson, through his documentation and studies of congressional hearings, tends to shake the reader out of his complacent attitude toward discounting. He feels that huge discount chains are tending to establish strangleholds over manufacturing and purchasing and may threaten new product development, cut the ground from under independent retailers and manufacturers and lead to an ever increasing concentration of wealth and power.

The assault upon the marketplace by those seeking the bargains at reduced rates, Nelson observes, is forcing many manufacturers to compromise their own standards.

In the end, where will the customer be able to find real value? he asks. A generation from now, will he even know it exists?

The book details, by chapter and verse from records, the practices used to lull the buying public into feeling they are getting something for nothing—or practically nothing.

The writer reports how famous brand name products featured in some discounters' ads are often not obtainable in their stores, how some salesmen col-

**HERE FROM PECOS**

Mr. and Mrs. W. E. Hollis and daughter Jeannene of Pecos spent a few days with her sister and family, Mr. and Mrs. George E. Davis and Glenn this week.

**HERE FROM LUFKIN**

Mrs. Jim Swanson and daughter Cynthia and Mary Lou of Lufkin are visiting Mr. and Mrs. Russell Boyd this week.

lect "spiffs" special commissions) for switching customers from name brands to unknown ones worth far less than the asking price, and how some manufacturers deliberately produce cheap merchandise to provide discounters with hidden markups and phony high list prices.

Walter Henry Nelson was born in Europe where his father was an American diplomat. After World War II the author returned to Europe with U. S. Military Intelligence and later as news editor for Radio Free Europe. For 10 years he has held executive positions with several advertising, public relations and manufacturing firms while also contributing articles to numerous national magazines.

As observed earlier — in all probability a cry in the land shall be heard.

Big business — and discounting is big business — won't like Nelson's gimlet-like peek into the operation.

But in the meantime, the book will cause the reader to pause and study the next time he comes face to face with a fabulous buy at a tremendous mark down.

It may also cause some advertising experts to take another look at their hole-card.

**Clower And Large Engagement And Wedding Plans Told**

Mr. and Mrs. Walter Clower of Benjamin announce the engagement and approaching marriage of their daughter, Carol Fay, to Glen Dell Large, son of Mr. and Mrs. Glen Large of Knox City. The wedding will take place some time in August.

Miss Clower is a 1935 graduate of Benjamin High School and Glen attended the Knox City schools and is presently employed at Egenbacher Implementation Co.

**HERE FROM DALLAS**

Mr. and Mrs. Bennie R. Stephens and daughter of Dallas visited Mr. and Mrs. Paul Hoge and family last week.

**HERE FROM DEL RIO**

Hoyt Lovelace of Del Rio is here visiting with his parents, Mr. and Mrs. W. E. Lovelace.

**HOME FROM GLEN ROSE**

Mr. and Mrs. Eddie Adkins returned home Sunday from Glen Rose to bring Mrs. J. W. Tankersley and her sisters, Mrs. Clara Ewing and Mrs. Nettie Sasser to Knox City.

Both sisters live in Alabama and have been here on an extended visit with Mrs. Tankersley.

**HERE FROM EL PASO**

Bob Tackett of El Paso is here visiting his grandmother, Mrs. C. Q. Barry.

**IN ODESSA**

Mrs. C. Q. Barry and daughter Mrs. Willie Warren spent last

**IN LUBBOCK**

Mrs. Annie Dowding and Mrs. Frank McAuley Jr., spent last week end in Lubbock in the home of Mrs. Irene Branch.

**KNOX COUNTY HERALD**

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JAMES E. HILL Publisher & Editor

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Notice to the Public: Any erroneous reflection upon the character, reputation or standing of any individual, firm, or corporation, will be gladly corrected upon being called to attention of the publisher.

**HERE FROM LONGVIEW**

Mr. and Mrs. Don Poe and children of Longview are here visiting their parents, Mr. and Mrs. Jack Land and Mrs. Lonzo Poe this week.

**HERE FROM ARIZONA**

Mr. and Mrs. Walter Grezebieniowski and daughter Linda of Phoenix, Ariz., spent a few days last week with Mr. and Mrs. Frank McAuley Sr.

**IN GALVESTON**

Mr. and Mrs. B. B. Campbell Sr., spent a week in Galveston recently and attended a Hooper family reunion while there.

**CARD OF THANKS**

I would like to thank all of the nice people who were so kind to donate to the family of Hattie Wilson. May God's richest blessings be with each and every one of you.

Hattie Wilson

**CLEARANCE SALE**

One Group Mens Shirts.....now \$1.00  
Short sleeves values to \$3.95

One Group Mens WASH PANTS ..... \$2.00

Ladies and Girls Summer SLEEVELESS BLOUSES ..... 77c

TOWELS, reg 1.39 to 1.00.....88c

MENS SOX, reg. 49c & 59c... 3 pr. \$1.

These prices good only—  
Thursday, Friday, and Saturday

**FACTORY OUTLET SHOES**

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KNOX CITY

**Help Knox City Grow!**

**The Growth And Prosperity Of A Town Depends On The Growth Of Its Businesses.**

**BUY IT HERE!**

**CHECK! COMPARE! SAVE!**  
*You pay no more for Quality Food*

**CHUCK WAGON CHARCOAL BRIQUETS** ..... 5 lb. bag **39¢**

LIBBY'S WHOLE  
**GREEN BEANS** ..... 3 For **83¢**  
 303 Can

OUR DARLING  
 Cream Style or Whole Kernel  
**GOLDEN CORN**  
 2 303 Cans **39¢**

WHITE SWAN  
**PRESERVES**  
 Strawberry 18-Oz. Tumbler **39¢**  
 BAMA  
**PEANUT BUTTER**  
 18-Oz. Tumbler **49¢**

**BLUE BONNET MARGARINE**  
 America's Favorite  
 3 Pound Cartons **\$1.00**

LIBBY'S  
**Spinach** 303 Can ... **7 FOR \$1**

SANTA ROSA  
**TOMATOES**  
 2 300 Cans **29¢**

Garden Fresh  
**TOMATOES**  
 Pound **19¢**

RIGHT GUARD  
**Deodorant** \$1.49 Size **99¢**

W - P  
**Alcohol** Pint ..... **15¢**

PETER PAN  
**FLOUR**  
 25-Pound Paper **\$1.89**

Red Cardinal  
**GRAPES**  
 Pound **25¢**

**VIENNA SAUSAGE**

LIBBY'S  
 5 Reg. Cans **\$1.00**



MARYLAND CLUB  
**COFFEE**  
 5¢-Off Label  
 Pound Can **74¢**

10¢-Off Label  
**TIDE DETERGENT**  
 Giant Box **59¢**



Fresh - Lean  
**GROUND BEEF** ..... **39¢**

USDA Good  
**CLUB STEAK** ..... **69¢**

USDA Good  
**SIRLOIN STEAK** ..... **89¢**

Gooch - Armour -- 3 Pound Can  
**PICNIC HAMS** ..... **\$1.98**

Oak Farms  
**MELLORINE** ..... **39¢**  
 Half Gallon

White Swan  
**BISCUITS** ..... **4 for 39¢**

All Vegetable  
**CRISCO**  
 3-Pound Can **69¢**  
 4¢-Off Label



**SHASTA Assorted CANNED DRINKS**  
 6 12-Oz. Cans **39¢**

Big Mike  
**DOG FOOD**  
 12 cans **98¢**

Gladiola  
 Magic  
**CAKE MIXES** ..... **2 for 25¢**  
 8 Oz. Pkg.

**SMART WAY TO SAVE!**  
 Buy Beef or Pork  
 Whole Sides or Quarter  
 CUT & WRAPPED FOR YOUR FREEZER!  
 See Our Market Manager - Schedule Your Requirements . . .

**BOB'S \$UPER \$AVE**  
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