



GLOOM — THEN JOY — Christendom's darkest day came just three days before its brightest day. This picture, made at a local presentation of the Passion Play here last week, depicts Christ on the Cross. (Brand Staff Photo)

The Risen Lord Is Day's Theme In City Churches

Hereford churches will mark Christendom's brightest day — The Risen Lord — in song, pageants and sermon theme today. Many also will flock to Palo Duro Canyon for the annual Easter Sunrise service there.

Others are planning sunrise services in their own churches. But the theme for all will be The Risen Christ, Christianity's greatest holiday.

At Palo Duro's Amphitheater, services are being planned by

the Canyon Christian Youth Council, and speaker will be the Rev. Jack Boyett, pastor of Calvary Baptist Church in Canyon. The Palo Duro services, which start this year at 6 a.m., annually draw many persons from all over West Texas.

Here in Hereford several churches also are planning early services. Immanuel Lutheran Church at Park and B is planning a 6 a.m. service, the pastor, the Rev. Frederick M. Beversdorf will speak on "Christ

is Risen."

First Methodist youth also are planning a sunrise service at 6 a.m., at the church, and afterward will have breakfast at Western Wheel Inn. Only one morning service is planned at the church.

First Presbyterian Church will have two morning worship services today — one at 8:30 and the other at 11 a.m.

St. Anthony's Catholic Church will conclude its Holy Week services with masses at 6:30, 8, and 10 a.m. and at 12 noon. The

Rev. A. Delahunt, pastor, reminded that all are welcome to attend the services.

First Christian Church is planning a sunrise service at 6:45 this morning in the sanctuary, the Rev. Eugene Brink, pastor, has announced. The service will be followed by an Easter breakfast.

Sunday morning services at St. Thomas' Episcopal Church will be marked with choral communion, and a solo by Mrs. Abe Davis. Holy Baptism also is planned, followed by an Easter

egg hunt.

Assembly of God Church will have a sack lunch at the N. E. Stowers' farm at Westway following morning worship, and afterward there will be an Easter egg hunt.

First Baptist Church will begin a week's revival series today at 10 a.m. when the speaker will be the Rev. Douglas DuBose, pastor of Summitt Baptist Church in Amarillo. Singer will be Joe Arthur.

At a union Good Friday service at the First Baptist Church

the Rev. Bill Ware presented the message. The services were sponsored by the Hereford Ministerial Association. Scripture was read by the Rev. Clesby Patterson of Wesley Methodist Church and the prayer was given by the Rev. Burle DeBorde of the Church of the Nazarene.

Special music was presented by a quartet.

Several churches also held Good Friday services, and Maundy Thursday programs were presented.

Around Town

With The Brand Staff

With the deadline only two days off, automobile tag-buying activities spurted Friday. Nell Miller, County Tax Collector-Assessor, reported at the close of the week's business. A total of 1740 passenger car licenses had been issued and 1920 truck tags. Tags must be bought by Tuesday night.

Fathers of girls in the Hereford Camp Fire Council have been asked to bring paint brushes and ladders to the Hut at 9th and Park for a "paint-up, fix-up" program next Saturday. Work will start at 8 a.m. Paint is being furnished by the Hereford Rotary club.

Hereford "Citizens Committee" is to have its third meeting Tuesday night and will make final recommendations on Hereford's school problems, especially housing bills. Preliminary reports were made last Tuesday night.

Ross Landers, son of Mr. and Mrs. Joe Landers, Westway, received a compliment for his work in "The Theatre" at El Paso. A review said, "Within the attractive frame composed artfully and decorated by Ross Landers, the show entertains

Landers is an art teacher in El Paso. He also played a role in one of three one-act plays by George Bernard Shaw.

Hereford art lovers have been invited to a showing and sale of 75 contemporary paintings by 12 European artists at Amarillo Little Theater next Friday, Saturday and Sunday.

C. Palmer Norton, Deaf Smith County chairman of the (Continued on Page 3)



HERE'S ONE — Pretty Ronda Campbell, all decked out in her new Easter dress and hat, looks up with a big smile as she found her first egg in her Easter egg hunt early this morning. Ronda is the daughter of Mr. and Mrs. Eugene Campbell, 115 Emma. Ronda jumped up and scurried off to other parts, soon after she found this egg, to see if the Easter bunny left anymore goodies. (Brand Staff Photo)

GOP Planning Breakfast Here For Sen. Tower

Deaf Smith County Republicans will honor U. S. Sen. John Tower at an appreciation breakfast here next Wednesday, it was announced Saturday by Keith Jorde, new GOP chairman for this county.

The breakfast will be held at the Bull Barn, starting at 8 a.m. and will be catered by Raney's Restaurant, Jorde said.

The public is invited to attend. Tickets at \$5 each can be secured from Jorde or may be purchased at the door. They also may be had from any member of the Republican Executive Committee.

Mayor Ray Cowser will give the welcome. Two Republican candidates for congress, Frank Hinkson, Lazbuddie, and Bob Price, Pampa, and Marvin Diller, the GOP's only county candidate who seeks commissioner's post for precinct 1, also will be present at the breakfast.

Another Republican leader, who will be on hand will be Mrs. Curtis Trawick, district committee woman from the 30th senatorial district.

Parmer, Deaf Smith, Castro and Bailey county Republicans have been invited to the breakfast.

WEATHER

	Moisture	High	Low
Thursday	57	77	23
Friday	67	87	23
Saturday	68	88	29
Moisture this month:	.64		
Moisture this year:	1.69		
Moisture last year:	1.24		

Hereford, Pampa Split Twin Bill

Hereford Whitefaces split a doubleheader with the 4-AAAA Pampa Harvesters Friday at the high school baseball park.

The Herd went on a wild hitting spree in the bottom of the sixth inning to catch the Harvesters and tie the score, 5-5. The Harvesters jumped ahead in the second inning with two runs, and by the bottom of the fifth the score was 5-0.

Bobby Price, who went five innings for the Harvesters, began walking the Herd and was retired by Carl Harnsberger who lasted for three batters. Jim Arthur finished the first game for the Harvesters and was the losing pitcher.

The Herd began hitting and got their first run in the fifth. In the sixth the Whitefaces exploded, following a homer by Lynn Cook with one man on, and with two more runs in the sixth tied the score at 5-5.

In the last inning, Steve Hodges got a double and was sacrificed to third by David Stevens, and a wild throw to third, in an over the top play, loaded the bases, attempt to catch Hodges off the

bag, allowed Hodges to come home, winning the ball game. Jim Haney was the winning pitcher.

Each team had one error.

In the second game, both the Harvesters and Whitefaces scored runs in the first inning, but Pampa exploded again in the second and brought five runs home. The Herd brought in two runs, however the three-point advantage proved hard to overcome. Neither team scored after the second inning and the game settled into a pitching duel.

Lupe Ramirez was the losing pitcher and Ronald Curlee was the winner.

The game ended with the Harvesters on top, 6-4.

In both games, the Harvesters used five pitchers while both men starting for the Whitefaces (Continued on Page 10)

Merchants Plan Sidewalk Sale

In a Friday morning meeting, Hereford downtown merchants made plans for a downtown SOS sale to be held July 12, subject to approval by the city commission.

The SOS means "sale on sidewalk," which is exactly what it will be. Merchants will take the merchandise outside for a big bargain bonanza, designed to get folks into town.

There will also be some tomfoolery involved — costumes such as the one shown by Clete Corliss, manager of Penney's will be donned by employees just for the sake of fun.

This sort of promotion has been going over the country under the label of "crazy days," but the idea of SOS was brought up by J. R. Burns, manager of Perry Brothers Variety.

Now if the fellows can just sell the idea to the city commission, they are in fine shape.

White is Picked To Head Lions

Raymond White, a Hereford farm implement dealer, was named president of the Hereford Lions club at their luncheon this past week, succeeding J. F. Martin.

Roy Hartman was named first vice-president; Hilrey Aven second vice-president, and Wylie Quattlebaum was elected third vice-president.

The club members picked O. Z. Golden for secretary, and B. F. Cain as treasurer. Melvin Jayroe was named "Lion Tamer," and Ray Moore, "Tail-twister."

Two new directors named were Tom Robinson and R. C. McGilvray.

The new officers will serve for the fiscal year 1964-65, and will take office at ceremonies July 1, it was announced.

13 Percent Hike In Parcel Post Rates is Slated

Postmaster Nolan Grady reminded Hereford residents that effective April 1 domestic parcel post rates will be increased. The parcel post increase, which was recently approved by the Interstate Commerce Commission, averages about 13.1 per cent, and is expected to yield about \$75.4 million annually.

Catalog rates will be increased approximately 13 per cent and will produce added revenue of about \$2.4 million if the 1963 volume of catalog mailings is maintained.

The increased rates do not effect air parcel post.

Postmaster Grady said he has been advised by Postmaster General John A. Gronouski that the decision of the Interstate Commerce Commission will assist the Post Office department in carrying out its objective of reducing the drain on the federal treasury by \$100 million.

The last parcel post increase was Feb. 1, 1960.

To illustrate the effect of the new rates, Grady noted that six pound parcel—which is the average weight—for the fourth parcel post zone, which includes Dallas, Denver, Kansas City and Phoenix, will be increased from 70 cents to 80 cents.

Any business or firm desiring to have the new parcel post rate charts is requested to phone EM4-0499 and charts will be furnished without charge.

(Continued on page 2)

Board Boosts Pay To Match Area Leaders

Hereford school teachers will receive \$300 more per year, starting Sept. 1. Superintendent Paul Stevens announced this week after the school board had approved a hike to bring teachers' salaries in line with several other West Texas schools. This is \$600 above the state minimum of \$4014.

At present, Hereford teachers are receiving \$300 more than the base of \$4314. The base salary covers teachers who are just out of college with bachelor's degrees and without previous experience. Experience, plus additional degrees, further lift teachers' pay, it was explained.

The agreement to raise the base pay to \$4614 was reached by the board Thursday after the "Citizens' Committee" Tuesday night had recommended to the school board that they "do whatever is necessary to bring teachers' salaries in line" with similar schools.

The recommendation had been made by the financial subcommittee of the general committee studying school problems, especially housing. The entire citizens' group is to meet again Tuesday night in the junior-senior cafeteria to make final recommendations.

Superintendent Stevens told the committee that the schools are having difficulty recruiting new teachers in view of the salary scale here and the high rental prices. He said teachers could better afford to accept less pay (than the \$4314 paid now to beginners) to escape high rentals and other high living costs in Hereford.

The new \$4614 level will permit administrators to dangle a more attractive price package in front of starting teachers.

The new level for beginning pay will put Hereford's salaries in line with such school systems as Pampa, Perryton, Brownfield and Borger. The new pay will lift Hereford's starting salary \$14 higher than Amarillo, and only a shade below Odessa's \$4650 starting level. It will be considerably higher than such schools as Big Spring, Bovina, Canyon, Dimmitt, Floydada, Friona, Houston, Lamesa, Levelland, Littlefield, Muleshoe, Plainview, Shamrock, Sweetwater, Tulla or Vega, all of which pay the base pay will be \$14 higher than Lubbock's starting pay.

The salary range here for straight classroom teachers, now runs from a gross of \$4314 for beginning teachers, with bachelor's degrees, to \$6811 for



MACHINES BEING INSTALLED — Hereford's newest industry, a factory to make children's dresses, kicked off this past week when workmen began installing sewing machines in a downtown building which will house the new factory. This is Ed Smith, factory representative, as he puts the first of 62 brand-new machines in place while Jerry Detwiler, president of the company, watches. (Brand Staff Photo)

Cancer Crusade Chiefs Named

Cancer Crusade, headed by Mrs. Claude McDougal, is under way in Deaf Smith County, and Dean Herring has been named chairman of the business and industry section. He is assisted by 25 workers.

Mrs. McDougal said Mrs. Arvella Lauterback is serving as chairman of the house-to-house crusade which is scheduled for Monday, April 6.

"Crusade volunteers not only will ring doorbells to collect funds, but they will leave at each home a life-saving leaflet which tells how to protect the family from cancer," Mrs. McDougal explained.

She said the fund-raising aspect of the crusade provides the support for the Society's programs of research, education and service to cancer patients.

Machines Move In For New Factory

Workmen began installing commercial-type sewing machines late this past week for Hereford's newest industry, a children's dress shop which is due to start operation early next month.

First shipment of 62 machines arrived, and factory representatives began immediately setting them up, Jerry Detwiler, president, said Saturday.

The new firm, to be known as Dolly Textile, Inc., will make 75 different types of children's dresses for ages 1 through 6 with Lucy Jane Funk, an experienced designer, in charge of the operation. When full capacity is reached, 100 women may be employed by the factory located at Second and Main.

Mike Justice is vice-president, and Don Baugous is secretary-treasurer of the new firm which is largely locally owned. Mrs. Funk has been operating a factory at Las Vegas, N.M., and for 14 years had a dress factory in Kansas. The plant was moved here because labor is more plentiful.

Directors include James W. Witherspoon, Detwiler, Paul Engler and Baugous, all of Hereford, and Herb Tucker, Covis, N.M. Dresses for the most part, will be medium priced.

Mrs. Funk has been making dresses under the label "Lucy Jane" for Sears-Roebuck & Co.

Tickets And Fines - They Go Together

By Phil Duncan

(Editor's Note: The following is the third in a five-part series concerning the activities of the Hereford Police Department. This part deals with the traffic citations issued, the cases disposed of and the cases that are convicted. Series to follow will deal with Arrests and Animal Control.)

While patrolling 123,232 miles

in 1963 the Hereford Police Department issued 2,016 tickets to motorists within the city limits.

Of the 2,016 citations issued in 1963, 1811 of the cases were disposed of and 1,781 were found guilty of the charge for which they were cited.

Of the more than 2,000 tickets issued in 1963, 90 per cent were disposed of, which means the parties cited were not available to issue warrants or the charges were dismissed. Two hundred and five tickets were disposed of in this manner last year.

Out of all the tickets issued last year, 89 per cent were found guilty or entered pleas guilty to the charge. Of the 1,811 cases that reached the corporation court, more than 96 per cent were found guilty.

The percentage of disposition of citation charges and conviction have not been as high in previous years, however.

In 1962, only 87 per cent of the 1,822 citations were disposed of, compared with the three per cent rise in 1963.

There was a 77 per cent rate of conviction in 1962 compared with the 89 per cent in 1963. These percentages are the cases found guilty out of all the tickets issued in that year.

A 10 per cent rise was recorded in 1963 over the 85 per

cent of conviction in the cases that reached corporation court in 1962.

Last year was a record year for the corporation court as more tickets were issued by city patrolmen than in any previous year.

More than 1,840 tickets were issued by patrolmen for moving violations, while the next largest number of tickets for moving vi-

(Continued on page 2)

Tickets...

(Continued from Page 1)
 violations came in 1962 when 1,684 were issued.

A "moving violation" constitutes any violation involved in the operation of a vehicle.

The largest number of tickets given on any one charge in 1963 was for not possessing a valid Texas operator's license. In 1963 425 tickets were issued on this violation which was an increase of five over the previous year. Of the 425 issued, only 279 were found guilty and only 342 reached corporation court.

The second largest violation which was narrowly edged out by the driver license charge was speeding, which saw 423 tickets issued in 1963. Speeding violations fell off from the previous year when 444 tickets were issued.

Of the 423 issued, 383 cases

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 Texas.

were heard in corporation court
 and 375 were found guilty.

Failure to stop at a stop sign
 also ranked high on the list of
 violations as 287 tickets were is-
 sued compared with 192 issued
 in 1962 on this charge. Of the
 287 issued, 269 cases were heard
 in the court and 269 were con-
 victed.

The 100 per cent conviction
 rate in the stop sign charges was
 not the only department that re-
 corded a perfect score as rac-
 ing, failure to stop at a red
 light, improper turn and improp-
 er passing all had a 100 per
 cent conviction record.

The lowest rate of convic-
 tion came in the charges of
 registration violation when of the
 26 tickets issued, only 22
 reached the court and only 14
 were convicted.

The largest rise in the iss-
 uance of tickets came in the
 equipment violation section when
 201 tickets were issued compar-
 ed to the 157 issued in 1962.

As in other facets of the police
 activities, every department is
 in on the rise as the city con-
 tinues to grow at the astounding
 rate.

More than 7,000 miles than in
 any previous year were driven
 by Hereford Patrolmen.

The most miles driven in any
 one month in 1963 was 16,877.
 This however, was not a re-
 cord. In July of 1962, 11,230
 miles were patrolled.

A very small portion of these
 patrolled miles is spent search-
 ing for traffic violators as this
 is only a small part of the pa-
 trolmen's job.

In addition to protecting rec-

Teachers...

(Continued from Page 1)
 experienced teachers who have
 master's degrees. However, the
 top salary is paid to a teacher
 with 16 years' experience. Spe-
 cial teachers, however, make
 more money, ranging up to \$81-
 59. Such salaries are definitely
 the exception and such teachers
 could not be classified as reg-
 ular classroom teachers, Stev-
 ens said.

The superintendent pointed out
 that gross pay and take-home
 pay are two entirely different
 items, one of the factors which
 makes salary raises necessary.
 One teacher, for example, with
 three dependents, has a take-
 home pay of only \$288.51 per
 month, and another teacher
 with six dependents has a net
 pay of only \$323.19 per month.
 Still another teacher with one
 dependent takes home \$273.81
 per month.

Stevens cited the case of a
 male teacher with a master's
 degree and 35 years' teaching
 experience whose take-home
 pay is \$384.77.

Or here's another example:
 A teacher who makes the top

less motorists from themselves,
 the patrolmen watch over the
 city 24 hours a day, while the
 citizens go about their normal
 pattern of life.

The Hereford patrolman is not
 just a "traffic-watcher" or "tic-
 ket writer", each has as his re-
 sponsibility the safety of approx-
 imately 1,000 citizens of Here-
 ford.

salary for a straight classroom
 teacher draws a gross of \$6159.
 However, she holds a master's
 degree and has taught for many
 years, yet her take-home
 pay is only \$394.77.

Many of the teachers, espe-
 cially those with two or more
 children, find it necessary to do
 part-time jobs or to take full-
 time summer employment in or-
 der to "get by", the superinten-
 dent explained. "One teacher,
 for example, who has six de-
 pendants, has a take-home pay
 of \$362.20 per month. This means
 he has to devote his summer
 to full time outside work in or-
 der to support his family. This
 man holds only a bachelor's de-
 gree; he should be spending the
 time in furthering his education.
 The pay hike will be splendid
 for him," Stevens concluded.

U. S. oil companies give away
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 year at a cost of about \$15,000,
 per month.

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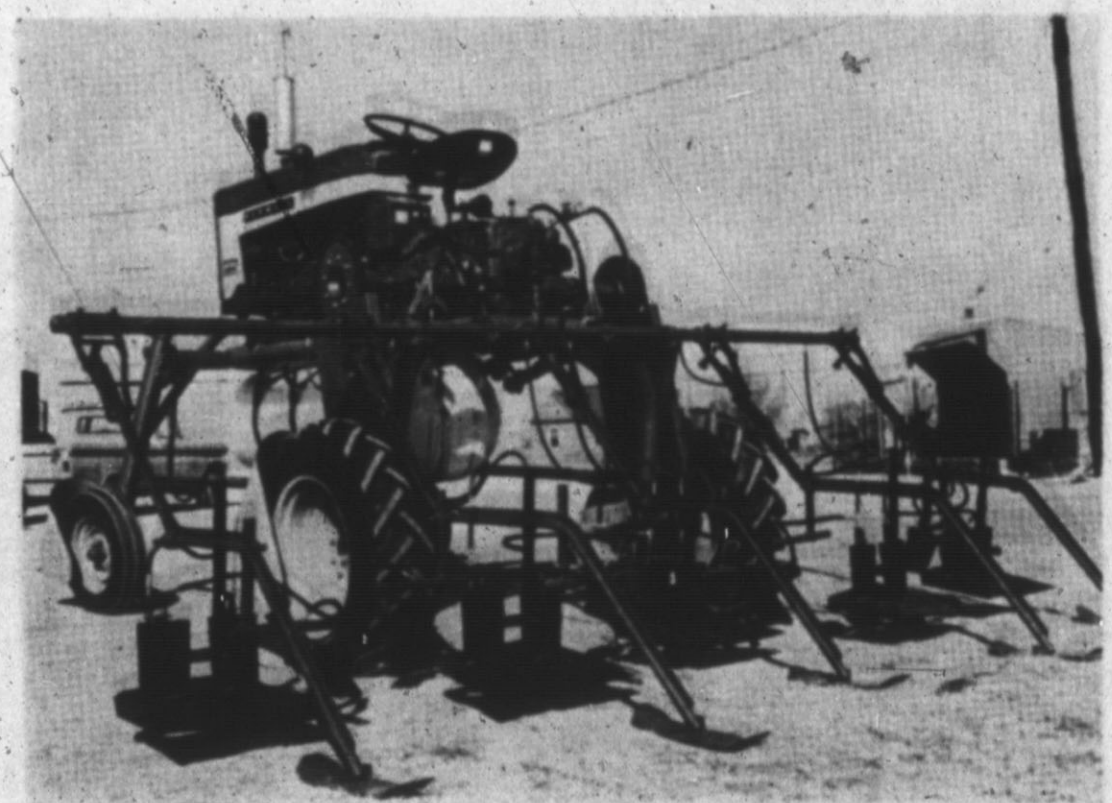
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Variety Of Projects Marks Agents' Week

By Argen Draper

The work at the Extension Office is as varied as the March weather. Some of the things accomplished the last week: Dedication of St. Joseph's School; conference with District Agent; club hat show; four club meetings on landscaping; Favorite Food Show; leader training meeting; home demonstration council; Program Building Executive Committee Meeting; 4-H Achievement at Mrs. Charlie Burks; recommendation for Nell Hodges as District Director. And other activities to numerous to mention.

The Extension Office is really buzzing with the new office equipment. We're getting the recreation handbook and the written program done.

The program for the National 4-H Adult Leader Forum in Washington D. C. has arrived. Mrs. A. J. Bezner is our delegate and the exciting trip will begin April 2. This is an honor for Mrs. Bezner and our county. After her return she will report the meeting and help set up workshops to repeat the training.

Some releases from College Station: FOOD PRESERVATION FINDINGS TO BE PRESENTED

Latest research on food preservation — and how it relates to the consumer — will be presented during the two-day Fifth Annual Technical Session of the Texas Section, Institute of Food Technologists at College Station, March 20-21.

Dr. Fred A. Gardner of the Texas A&M University Poultry Science Department, program chairman, has announced that presentations the first afternoon will concern freeze dehydration as a means of food preservation, and will include principles, applications and commercial considerations of that method of food preservation.

The second day's program will be directed to a better understanding of irradiation and its potential as a means of food preservation. A business meet-

ing is scheduled at 8:30 a.m. the final day.

Officers of the Texas section are C. T. Dreschel of the C&D Flavor Company Houston, chairman; Dr. Carl Vanderzant, professor, Dairy Science Department, Texas A&M University; vice chairman; G. T. King, associate professor, Animal Husbandry Department, Texas A & M secretary-treasurer, and Dr. I. I. Peters, professor, Dairy Science Department, councilor.

The public is invited to attend the discussion at the Ramada Inn, according to Dr. Gardner. MANY CONVENIENCE FOODS SAVE HOMEMAKERS MONEY

Many convenience foods can actually save the homemaker money as well as time, Extension specialists say.

In a recent study, the U.S. compared cost of 158 items with the cost of equal amounts of homemade or fresh counterparts. Figuring price alone, 48 items actually were less expensive.

And if reasonable value was placed on the homemaker's time, many other convenience foods would have a lower cost than fresh or homemade items, Extension Service specialists point out.

Other factors to consider are the savings in work and utensils needed, and less waste in preparation. Packages for convenience foods are designed to keep the contents fresh and convenient for storage. Modern processing methods make it possible to retain top nutritional values, and many processed foods also are fortified with necessary vitamins.

Some of the ingredients used in packaged foods are not even available on the market. Examples of these items are made-to-order cheeses used in many specialty packages, say extension foods and nutrition specialists.

Best buys in convenience foods probably are frozen orange concentrate and instant coffee. Orange juice prepared at home from fresh oranges costs about

twice as much as juice prepared from frozen concentrate, according to Gordon R. Powell, Extension fruit and vegetable marketing specialist.

Convenience foods that add to the cost of a meal are fresh, ready-to-serve rolls, frozen chicken and turkey dinners, frozen broccoli, and pre-cooked rice.

Shoppers buy convenience foods not only for what they cost, but also for what they do for them. The foods can be bought in combinations and amounts that actually decrease total food costs.

Around...

(Continued from page 1) fund drive for High Plains Research Foundation, has called a meeting for Tuesday at 8 p.m. in the Deaf Smith County Electric Cooperative for a progress report. Jack Parks of the Foundation will present the program.

Hereford Duplicate Bridge Club will have two sessions April 4. First will be at 1:30 and the second at 7 p.m. Dinner will be served and fees will be \$5, including the dinner. Proceeds will go to the Community Center.

A "Fifth-Sunday" singing will be held at the Bippus Community house today, starting at 11 a.m. Lunch will be served at noon, and an Easter egg hunt is planned at 1:30.

Summerfield Baptist Church is planning a revival starting today

and continuing through April 5. Week-day services will be at 7 a.m. and 7:30 p.m. with the pastor, the Rev. James Arnold, doing the preaching. Raymond Wiley will lead the singing.

Nancy George Anwyl of Hereford will be "capped" at Oklahoma Baptist University, Shawnee, Okla., at 3 p.m. Sunday, April 5. The ceremony will take place in the John Wesley Raley chapel, to be followed by a reception in Kerr parlor. She is the daughter of Mr. and Mrs. Robert H. Anwyl, 608 S. Main.

Paul E. Walker, son of Mr. Lyman Walker, Hereford, has reported for training at the Airborne Early Warning and Electronic Counter Measures School at the Naval Air Technical Training Center, Glynco, Ga.

Marine Private Larry F. Dutton, son of Mr. and Mrs. Woodrow P. Dutton, Route 5,

Hereford, has completed recruit training at San Diego, Calif.

Deaf Smith County Chamber of Commerce board will have a called meeting tomorrow at 10 a.m. to (1) study the civil rights stand, (2) beef import situation, and (3) a request for increased sugar beet quotas throughout the United States. Manager Bill Thompson said Saturday.

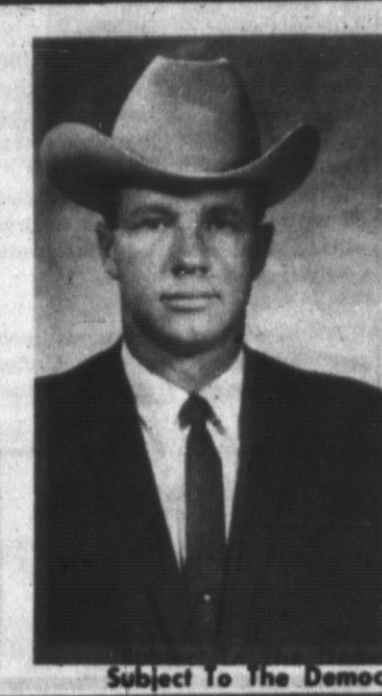
RETURN FROM CALIFORNIA

Mr. and Mrs. J. E. Beyer, 431 McKinley, returned recently from a six-weeks' visit with relatives in Los Angeles and northern California.

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"Everyone Influences Someone"

Lone Star Club Has Party

Members of Lone Star Club, their husbands, and guests met recently for the party originally scheduled in February. After the salad supper, in the home of Mr. and Mrs. G. W. Newsom, prepared by the social committee, games of hearts were played.

Those present were Mr. and Mrs. R. G. Blue, Mr. and Mrs. E. W. Dettman, Mrs. Jim Bookout, J. J. Durham, Mrs. Jim Higgins, Thelma Chisum, Miss Mildred Elliott, Mr. and Mrs. A. T. Frye, Mr. and Mrs. H. E. Henslee, Mr. and Mrs. John N. Jacobsen Jr., Dr. and Mrs. C. D. Kelton, Mr. and Mrs. Joe Kendall, Vivian Majors, Mrs. Coy Phillips, Mr. and Mrs. Ray Suit, Mrs. S. S. Williams, Mr. and Mrs. Baker Womble, and guests, Mr. and Mrs. Virgil Dodson, Mrs. Robert Thompson, Mr. and Mrs. Norman Moore, and Zennia Hobson, Lubbock.

Though Finland's population numbers only 4,500,000 people, they support 225 newspapers.



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EM 4-0850

Revival To Begin At First Baptist

The Rev. Douglas DuBose, pastor of the Summit Baptist Church in Amarillo, and Joe Arthur, a graduate of Southwestern Baptist Theological Seminary, will conduct a revival at the First Baptist Church, beginning today and continuing, through next Sunday.

The morning services will be conducted at 10 a.m. and the evening services will start at 7:30 p.m. The nursery will be open for all of the services during the revival.

The Rev. DuBose will conduct all of the sermons during the revival and Arthur will conduct the singing. The Rev. DuBose is a graduate of Howard Payne College and attended Southwestern Baptist Theological Seminary at Fort Worth. Arthur was formerly associated with the First Baptist Church in Littlefield as the music and education director.

About 40 per cent of all copper produced in the United States is taken from the mines of Arizona.

Dr. E. H. Hendon - Optometrist

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New and Used Cars

"USED CAR SPECIALS"

THIS WEEK'S SPECIAL

1961 FORD Galaxie 2-door hardtop, V-8, Fordomatic, radio and heater. Carmel Top and tan body. Local owned-low mileage car. Try this isporty car for only **\$1295**

1962 CHEV Bel Air V-8 4 door Sedan. Beautiful Tan and White 2 Tone, Radio and Heater, Automatic Transmission and colored glass. Local one owner. Sharp and guaranteed.

1962 PONTIAC Catalina 4-door Sedan. Factory air and power steering and brakes. Extra nice, white, family Sedan. 4,000 miles—90 day guarantee. Good trade—Good terms.

1961 Ford Galaxie. 2-door hard-top, V-8, Fordomatic, radio, heater. Local owned. Beautiful tan and caramel finish. Good terms, and trade.

1960 CHRYSLER Windsor 2 door hardtop. Power steering and brakes, sharp copper red and white two tone. Drive this fine luxury red and check the price... it's right. Guaranteed.

1961 CHEVROLET Pickup V-8 and automatic trans. Radio heater and fleetside long bed. Custom Cab. Side chrome trim. Green and white finish. Sharp pickup and priced to move.

1960 Ford Pickup economy 6 cyl. 3 speed wide bed—Clean, original unit. You'll be proud of this one.

1958 CHEVROLET Stationwagon V-8 with radio, heater and automatic. This will make a nice family car.

15 Years Of Customer Satisfaction



PROJECT COMPLETED — Miss Gladys Setliff, sixth grade teacher at Northwest Elementary, is shown with a pupil, James Lee, as they place two of the busts of famous people in the trophy case at Northwest. The busts were made by the class and the two shown are Presidents Abraham Lincoln and John F. Kennedy. The busts were made as a class project and two children worked on each bust. (Brand Staff Photo)

Mrs. Kendall Honored On Her 87th Birthday

The 87th birthday of Mrs. Lee Kendall was celebrated with a family dinner at the Rock Clubhouse March 22. She has been a resident of Summerfield and Hereford since 1918, moving to Hereford in 1944 after the death of her husband.

Mrs. Kendall has been a member of Summerfield Baptist Church for 46 years and is the oldest living member. She lives alone and is still active with her hobby of baking bread and angel food cakes, which she gives to her grandchildren and great-grandchildren and other relatives and friends. She has two living children, Joe Kendall, Hereford, and Mrs. Ky Lawrence, Summerfield, six grandchildren, 16 great-grandchildren, and



87 YEARS OLD — Mrs. Lee Kendall, a resident of Summerfield and Hereford since 1918, was honored on her 87th birthday March 22 with a family dinner in the Rock Clubhouse. She lives alone and pursues her hobby of baking bread and angel food cakes for her family and friends. (Brand Staff Photo)

Mrs. Thompson Is Hostess For Circle Meeting

The Kitty Anderson Circle, night WMS group of First Baptist Church, met Thursday evening in the home of Mrs. A. O. Thompson. Mrs. Alwyn Savage presided and gave the devotional, and Miss Della Stagner presented the program of colored slides of the trial, crucifixion, and resurrection of Christ.

The tea table was decorated in the Easter motif. Miss Stagner presided at the silver coffee service. Those present were

Walser, Mr. and Mrs. Roy Sherliff, the Rev. and Mrs. James Arnold and Jimmy, and Mrs. Joe Story and Gary.

The Sunday Brand, Hereford, Texas, Sunday, March 29, 1964

Mrs. Joe Curtsinger, Mrs. Jeff Gilbreath, Mrs. Erica Durham, Mrs. Jeff Roberson, Mrs. J. O. Clark, Mrs. J. E. McCathern, Mrs. Savage, Mrs. W. T. Carmichael, Miss Virginia Curtsinger, Miss Stagner, Miss Madeline Bell, Miss Gail Webb, and Mrs. Thompson.

Only five nations — Japan, Norway, Russia, Great Britain and the Netherlands — regularly send out large whaling expeditions in the Antarctic.

Whale steaks and stew, rich in protein, are considered a delicacy by the Japanese.



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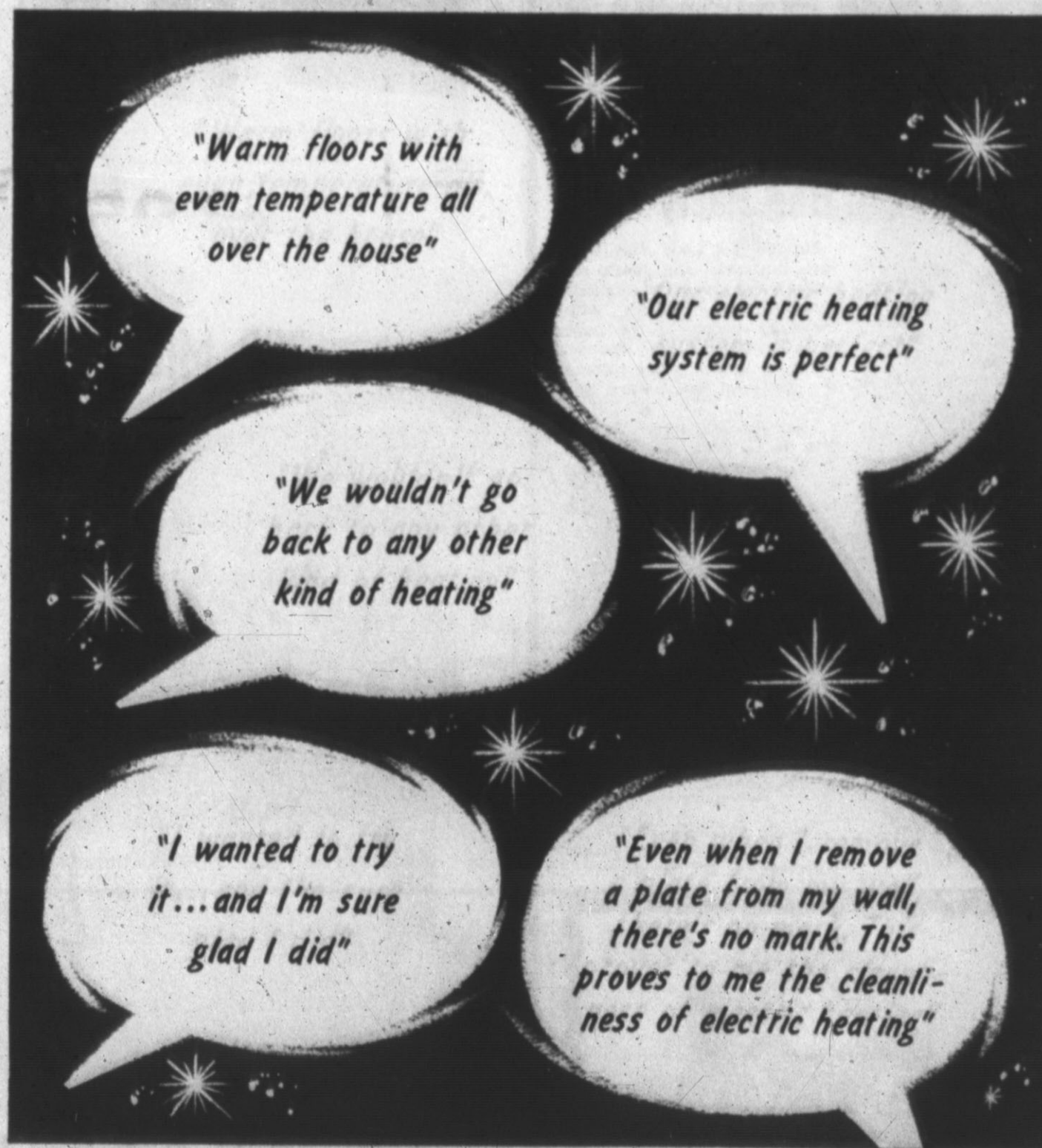
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In an 8 hour course.

Instructors Will Be

DRU FARRIS, advanced instructor, formerly with Arthur Murray Studios.

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By Melvin Young

Spring, in this vast country that we call West Texas, hasn't changed materially in many years we suppose. The dirty, wind blown days, which have become "a way of life" with the folks who know West Texas best, are normally followed by more mellow weather.

In fact, one of the problems that have beset residents down through the years happens to be the fine warm weather that we normally enjoy throughout the months of January and February. It seems that with the warming days of this time of the year, the fruit trees decide to bloom, and just about the time things are looking mighty fine, along comes a norther and freezes the pants off everything. But 1964, thanks to more frigid weather in January and February, should be an excellent year for the fruit crop.

Our own fruit trees are beginning to bud, and all things being equal, we should have peaches and plums galore in '64. At least that's what we're looking forward to.

Driving through the countryside Wednesday and Thursday, we could well see where the business was. Everywhere we looked, tractors were running; some plowing, others dragging fertilizer rigs. But all were preparing the land for spring planting.

Onions, beets and potatoes are already going into the ground. Crews are busy setting out onions and planting potatoes and beets.

Of course it's early yet—for milo and cotton, but it won't be long until that time rolls around, and farmers in this area usually have their land in good shape well before the planting time.

And speaking of milo, we understand that hybrid seed is in short supply this year, with dealers hard pressed to deliver quantity and variety desired by area farmers.

The new Chateau Inn checked in its first guest Thursday night, as Sam Williams, former publisher of the Littlefield newspapers spent the night in Hereford. The Chateau Inn is not complete by any means, but they are getting far enough along that they can take paying guests. We understand they will have an opening soon.

And Hereford is slated to have another eating establishment. Announcement should come within a week as to location, etc. pending completion of arrangements for land. The new restaurant will be located in the proximity of the Highway 60 and 385 intersection.

The first big Deaf Smith County political rally is now history, with but one to go before the May second primary. Walcott community and the Messenger Home Demonstration Club will sponsor a pie supper and political rally at the Walcott School Friday, April 10 at 7:30 p.m. Of course, the school and city elections will be over by that time, but there will be a number of "contested" races in the May 2 primary, and all political candidates are invited to attend. We understand the folks out Walcott way take their politics seriously, and usually come up with a real good political rally.

Shirley Garrison, General chairman of the Citizens Council studying school housing needs is doing a top-notch job of steering the committee along the road to better schools. Final reports will come from the committee next Tuesday.

night, we believe, with recommendations from all three groups.

Actually, the first recommendation made, that of raising salaries for school teachers, was acted upon by the board almost before the report was finished. But competition for competent teachers was getting more severe each year, and Hereford was beginning to lag behind in the pay schedule. We were not the lowest by any means, but we sure weren't very far up the totem pole. The \$300 raise will put Hereford back in the running.

Senator John Tower, Texas' Junior Senator and the First Republican ever elected from the state, will be in Hereford Wednesday morning for a fund raising breakfast at the Bull Barn, according to party chairman Keith Jorde.

Mayor Ray Cowser will welcome the senator to Hereford.

Fund-raising breakfasts and dinners are becoming popular these days, with candidates from both parties using the gimmick to raise a little money for the local party organization.

Millard Shivers, Democratic aspirant for the post now occupied by John White (Texas Commissioner of Agriculture), held the first such dinner in this area Friday night.

Shivers, at one time affiliated with Texas Farm Bureau, spoke before a large number of supporters at the Holiday Inn West. Tab for the event . . . \$10.00 per plate.

On the national average, each citizen of these United States receives 294 pieces of mail per year, according to local postal authorities. Actually, they could eliminate over two hundred of ours by throwing out the "junk mail", and save the post office a sack of money.

Legal Notice

NOTICE OF DISSOLUTION
Notice is hereby given that the partnership lately subsisting between C. T. GOHEEN and W. D. NAFZGER, each of the County of Deaf Smith, State of Texas, by the firm name of GOHEEN PIPE AND SUPPLY, was dissolved by mutual consent on the 4th day of March, 1964. All debts due to the said partnership are to be paid and those due from the same discharged, at the business location on the South side of U.S. Highway 60, approximately one mile West of The City of Hereford, in Deaf Smith County, Texas, where the business will be continued as a sole proprietorship owned by C. T. GOHEEN, under the said firm name of GOHEEN PIPE AND SUPPLY. EXECUTED this 4th day of March, 1964.

C. T. Goheen
W. D. Nafzger
S-36-4c

ATTEND FUNERAL

Mrs. J. E. McCathern Sr., attended the funeral of her brother-in-law, G. H. Baxter, in Pampa last weekend. Others attending from Hereford were Mr. and Mrs. J. E. McCathern Jr., Mr. and Mrs. Gerald McCathern, Mr. and Mrs. S. A. McCathern, and Mr. and Mrs. Roy Calvert.

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MORTON'S TEA

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Val. **97¢**

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LAWN SPRINKLERS
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Val. **\$3.95**

Mrs. Tuckers Shortening 3 Lb Can 59¢

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MAXWELL
HOUSE

Lb. Can

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10 Oz. INSTANT
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WISCONSIN LONGHORN CHEESE

Meat Base Varieties
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6 For **\$1**
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& Summer's Dills, No Garlic
WOLFERMAN PICKLES
Qt. Barrel Jar **49¢**

Family Size Apple - Peach - Cherry
Johnston's Pies
59¢

Meadowlake
Margarine
2 Lb. Ctns. **39¢**

27 Pz. Early American
Prescott Crystal
PUNCH 4.95 \$3.95
SET Val.

Gerber's — Str - Fr. & Veg.
Baby Food
3 For **29¢**

WK or CS — 303 Can
Libby's Corn
6 For **\$1**

Gleem Toothpaste
69c Val. **59¢**

Van Camps — 300 Can
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8 For **\$1**

Baker's Semi Sweet
Chocolate Chips
2 6 Oz. Boxes **39¢**

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Firm Green Heads — Arizona

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AVOCADOS

For A Tasty
Salad

each **10¢**

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FRIO NEWS

Tiptons Attend Funeral Rites

By Mrs. Owen Andrews and Mrs. Charles Self
S. J. Tipton, Stuart, Okla., father of Mrs. Leo Hall, died Sunday night. Services were

held Wednesday at 2 p.m. at the Freewill Baptist Church in Stuart. Mr. Tipton was 79 years of age and is survived by his wife of the home and 10 children. All the children were together for the first time in 28 years.

Mrs. Hall left to go to Stuart Sunday night. Hall joined her Monday night and they returned home Thursday morning. Mrs. Derrall Culp stayed with

Reba and Ronnie Tipton while their parents were away. Mr. and Mrs. Gordon Stone, Mary Catherine visited with Mr. and Mrs. Pat Robbins, Courtney over the weekend. Stone is a student at OSU, Stillwater, Okla.

Mr. and Mrs. James and LeAnn and Renee, visited with Mr. and Mrs. Jim Cassells and Jeanne at Dimmitt Sunday.

Mr. and Mrs. Owen Andrews have returned home from a week's trip to Phoenix, Ariz. to visit Mr. and Mrs. T. L. Sparkman, Sr. who have been in Ariz. for two months. Mr. and Mrs. G. W. Parker returned home last week after spending 2½ months in Phoenix.

Cheryl Cole entered the Music Festival in Hereford Friday. She received a "Superior" rating for her presentation.

Jana Cole and Carol Robbins attended the FFA Area meeting in Amarillo Saturday.

Ediana Vinson, Junior high student, received a I rating for her entry in the Bassoon solo contest in Canyon Saturday. Kathy Young of Hereford accompanied her at the piano. Ediana will receive a medal for her accomplishment.

Virgil Barber, high school student, participated with a French horn quartette in the same contest. This group received a "Superior" rating and are eligible to take their number to Enid, Okla. to compete in the Tri-State festival.

The WMU held their "Week of Prayer" services for home missions this week at the Church. Mrs. B. H. Baldwin was in charge of the programs which were held Monday morning, Wednesday night, and Friday morning.

The Frio Homemakers Club met with Mrs. Joe Autry Tuesday evening. Mrs. G. W. Fine presented the program on care of the hair and nails, and facial makeup. Those present were Mrs. Earl Harkins, Annie Springer, Mrs. J. D. Stringer, Mrs. Charles Self, Mrs. Larry Dobbs, Mrs. Henry Andrews, Mrs. Chesley Johnson, Mrs. T. L. Sparkman, Jr., Mrs. G. W. Fine, Mrs. James Dobbs, Mrs. Carlton Dobbins and Mrs. Henry Dobbs. Mrs. Marvin Welty joined as a new member.

Mr. and Mrs. Floyd Cole and family; Mr. and Mrs. D. C. Miller, and Mr. and Mrs. Don Mobley, and Greg, Stan visited Sunday with Mr. H. M. Mobley, in Austin.

Nancy Axe, Reba Hall, Jana Cole, Carol Robbins, Mrs. Floyd Cole, Mrs. J. D. Stringer, and Beth Rammage of Dalhart left Thursday morning to attend the Girl's Auxiliary Queen's Court in Brownwood. They will stay on the Howard Payne campus while there, returning home on Saturday evening.

Vada Axe, Hazel Shiflet, Ruth Robbins, Nelda Rogers, Marguerite Cole and Sue Andrews assisted with the sewing class held at the Goodwill Center last Tuesday evening.



STRONG 'NUFF — Three members of the Hereford Young Farmers are shown standing on one of their irrigation well drive shaft safety covers to illustrate the strength of the cover. The Young Farmers now have these covers on sale, and all proceeds will go to

the Young Farmers organization. A cover can be obtained by calling any young farmer. The members shown here are Howard Hunter, president, Layton Sawyer and George Zeltzsche.

(Brand Staff Photo)



HONORED — Pvt. Charles D. Fillpot, son of Mr. and Mrs. Charles A. Fillpot of Hereford recently received a letter of commendation after he was named honor graduate of an Army Transportation School. He is now stationed in Würzburg, Germany. Fillpot's wife, Pat also lives in Hereford and plans to join her husband in Germany soon.

Auxiliary Plans Pancake Supper During Meeting

During the dinner meeting March 20 of the Patriarch Militant Canon and Auxiliary No. 36, Mr. and Mrs. Floyd E. Houston, Earth, were mustered in as new members in separate exercises. Lt. R. E. Barrett presided at the Canton meeting, and Lady Nellie Beauford conducted the Auxiliary meeting.

Plans for a pancake supper were completed by the Auxiliary. Homemake pancakes will be prepared and served by Auxiliary members, assisted by the Rebekahs, for the supper, which will be held Friday night, April 3. Tickets will be sold by Odd-fellows and Auxiliary members to the public and members for 75 cents for adults. Proceeds will be used for IOOF Lodge expenses.

Members of the Auxiliary mustering in team were Daisy Steward, president; Anna Conklin, vice-president; Ursalee Jacobsen, chaplain; Lydia Hopson, past president; Nellie Beauford, right aide to president; Ruth Rogers, left aide to president; Bessie Lawrence, right aide to vice-president; Leona Love, left aide to vice-president, and Roberta Combs, officer of the day.

Canton members present were R. E. Barrett, Ben Conklin, A. N. Hopson, Guy Lawrence, R. W. Steward, A. R. Rogers, Archie Love, Charles Steward, and Floyd E. Houston.

Those present at the Auxiliary meeting were Nellie Beauford, Ursalee Jacobsen, Anna Conklin, Ruth Rogers, Bessie Lawrence, Lydia Hopson, Daisy Steward, Roberta Combs, Leona Love, and Annie Mae Houston.

Club Hostess Is Mrs. Hromas

Mrs. W. C. Hromas was hostess for the all-day meeting Thursday of the Hereford Cermics Arr Club. Members worked on their project of draping dolls. Mrs. Roy Calvert was presiding officer.

The salad luncheon was served from a linen-covered table centered with red carnations. Those present were Mrs. O. H. Culpepper, Mrs. Calvert, Mrs. Robert Morgan, Mrs. John Robinson, a guest, Mrs. T. W. Huddleston, and the hostess.

The idea that criminals can wade through water to avoid a bloodhound is false. Actually the dogs can track better through the water which holds the scent.

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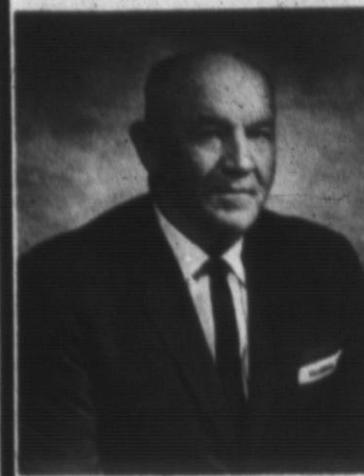
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Chopped Broccoli 10 Oz. Kinkle Cut Potatoes 9 Oz. Whole Leaf Spinach 10 Oz. Chopped Turnip Greens 10 Oz.	7 FOR \$1	Fordhook Limes 10 Oz. Green Peas 10 Oz. Cut Okra 10 Oz. Sliced Squash 10 Oz.	6 FOR \$1	Cauliflower 10 Oz. Blackeye Peas 10 Oz. Spkld. Butter Beans 10 Oz. Krinkle Cut Potatoes 16 Oz.	5 FOR \$1

Shurfine Tomatoes 303 Can 2 For 39¢	Shurfine Orange Juice Frozen — 6 Oz. Can 4 For \$1	Shurfine Lemonade Frozen — 6 Oz. Can 9 For \$1	Shurfresh Salad Oil 24 Oz. Btl. 29¢	Sunshine Hydrox Cookies Lb. Pkg. 39¢	French's Mustard 9 Oz. Jar 15¢	Lipton's TEA 1/2 Lb. Box 75¢	HAWAIIAN PUNCH 46 Oz. 3 For \$1
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SPAM CANNED LUNCHEON MEAT 12 Oz. 39¢ Ajax Laundry Detergent Giant Box 59¢	Big Top Peanut Butter 18 Oz. Jar 45¢ PRELL LIQUID SHAMPOO Reg. 1.39 98¢
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1962 Chevrolet Impala 4 Dr. Hardtop, Radio, Heater, Power Steering and Brakes, Tinted Glass, 9,000 Miles. Newest in town	1961 Olds 88 Holiday Sedan, Radio, Heater, Power Steering & Brakes, Factory Air, Vinyl Trim, 28,000 Miles
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1963 Ford Galaxie 500 4 Door, Radio, Heater, Power Steering & Brakes, Factory Air — Like New 14,000 Miles	1963 Ford Fairlane 500 Spt. Coupe, Bucket Seats, Power Steering & Brakes, Automatic Transmission. Only
\$2,395.00	\$1,995.00

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2 - Fairbanks platform scales, small.
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1900 acres of good grass land. \$65 an acre. Lays good — good soil.

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Two bedroom brick for \$400 down, immediate possession. No loan closing cost. Call for details. H-26

Big old house on large corner lot, 1400 sq. ft., two baths and a basement for \$7000. Terms. H-41.

Between 3 and 4 acres with improvements. Will trade for house in town.

1400 Sq. ft. for \$14,500. Double garage, central heat, carpets, large lot, close to schools. Easy financing can be arranged. H-321.

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Section northwest. Four wells, tiled, 360 feed grain base, \$350 an acre. Will trade for good half. F-48

Six sections Colorado wheat farm. \$60 an acre, 25% down Kilt Carson County.

Half section southwest of Westway. Good water, allotments. Must be sold. F-35

Oklahoma Pecan Ranch with oil wells, running water, Bermuda grass, clover. Great improvements. B-36

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Large 3 bedroom house, 2 baths, double fireplace, double garage, utility, extra large lot. Located just outside the city limits. Payments \$125 month. Call for an appointment today to see this house.

Clean, modern 3 bedroom home with lots of built-ins, carpet, and many extras anyone would like in his home. Located among some of Hereford's better homes. You must see this house to appreciate it. A real good buy at \$22,500.

Modern 2 bedroom brick in NW Hereford. Low monthly payments, 5 1/2% interest. Carpet, built-ins, fenced, covered patio. If you want something nice for less, let us show you this home today.

Houses built by Panorama Homes are the nicest places for you to make your home. Call EM 4-1757 for your personal showing of Panorama Homes.

FARMS

620 acres near town, 3 wells, good allotments. Excellent improvements. 29% down. A perfect farm.

320 acres, on pavement, near town. Two good 8" wells, natural gas, good allotments, fair improvements. Would like to trade for more land. Would consider dry land if allotments are good.

480 acres with three 8" wells on natural gas, two bedroom home, good allotments, located northwest of Hereford. \$400 per acre, 29% down.

Bring us your listings.

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640 acres dryland — lays real good. Excellent allotments on wheat and maize.

160 acres, excellent home — can lease 1/2 with quarter. North of Hereford.

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10 acres fenced — well
From 1 to 20 acres for sale outside of city. NOW

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Three bedroom, 2 bath. \$14,750 down. See this one anytime.

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Three bedrooms, 2 baths, 1800 sq. ft. plus fireplace, dishwasher, disposal. 10% down.

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Three bedrooms, 1 1/2 baths. New. Range and oven. All carpeted. \$400 down. \$12,500.

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New Mexico, 1230 acres grass in good irr. water district, will trade for irrigated farm. Price \$110.00 per acre.
Hansford County, 653 acres, all cul. 2-test wells show good irr. water, 320 wheat, 320 milo, nice 3 bdrm and den frame house, large quonset barn, on paving, 5 miles of town. Price \$210.00 per acre, 29% down, possession.
Deaf Smith County, nice 640 acres, all cul., 2-8" wells, good allotments, improved, 1/2 minerals, will consider giving possession. Price \$470.00 per acre, 29% down.
Deaf Smith County, 485 acres, 60 grass, 425 cul., 2-3 bedroom homes, barns and other improvements, on paving, 59 cotton, 225 milo, 109 wheat, Price \$210.00 per acre, cash. 293 acres near Hereford, 212 cul., 1-8" & 1-6" well, nat. gas, 1/2 mile tile, 1/2 minerals, on paving, good house. Price \$394.00 per acre, \$57,500 loan payable \$2,500 per year plus 5 1/2% interest, bal. cash. 162 acres, 143 cul., 1-8" well, good allotments, 4 bdr. house and den, barns and other imp. Price \$550.00 per acre. \$30,000 loan, Has 1/2 section lease with sale, possession. 6 acres on paving, large house, large barn \$26,500.00. 5 acre tracts, near Hereford, city water available.

HOMES
2-3 bedroom homes, \$9,000 each, pay \$500 down, buyer get satisfactory loan.
New 4 bedroom house with 2 baths. Price \$14,500, loan \$12,000 balance cash.
New 3 bedroom brick homes in W. Hereford, will trade for your equities, 90% F.H.A. & G.I. loan financing.

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1 lot N. Main Street, 1-90 ft. lot S. 25 Mile Ave., 335 ft. S. of Catholic Church W. Park Ave., 100 ft. W. Park Ave., 46 ft. N. 25 Mile Ave., 800 ft. S. 385 Highway, large lot and building 1221 E Highway 60, 10 acres E. Highway 60.
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239 Beach — Move in this week. 3 Bedroom Brick, carpeted, built in range and oven, 1 1/2 Tile Baths, double garage, large kitchen with dining bar. \$500.00 down—No closing costs.
UNDER CONSTRUCTION, 504 Plains, 3 bedroom brick, living den, carpeted, fireplace, dishwasher, built-in range and oven 1 1/2 baths, double garage, covered patio, fenced back yard, refrigerated air, corner lot. Only \$2,000 down. Move in about April 1.
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MARCH 26
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WF Str. 680 lbs. 20.90
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B-4-39-1c

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3 bedroom brick, single garage, cellar, fenced yard, close to town. Will trade on large late model trailer house, or 2 bedroom house. Phone EM 4-3454.

B-4-10-tfc

FOR SALE: 3 bedroom stucco house, located at 604 East 3rd Street. Phone EM-4-0278 or EM-4-1206.

B-4-16-38-tfc

FARMS FOR SALE
G.I. LAND: Perfect 1/4 sec. located near Walcott School, to sell to Texas Veterans with G.I. Numbers. Worth the money.

200 ACRE FARM: Highly improved. All good level land in cult. 3 good wells on natl. gas located on the outskirts of Hereford to sell worth the money.

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Hereford, Texas

B-4-36-tfc

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B-4-11-tfc

HOUSES TO BE MOVED
HOUSES, sheds, barns, storage houses, rent houses, can be built by us and moved to your location. See us for prices.
LINDSEY CONSTRUCTION CO.
124 Gough Street
Tele EM 4-3841, Hereford
B-4-34-35-tfc

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2 BDR. BRICK in good location. Low down, \$64.00 per mo., inc. tax and ins. payments. Extra nice 2 bdr. with garage, near 3 schools. Assume established loan.

New three bdr. brick with built-ins, carpet, attached garage—now being constructed. \$13,500.00. Small down, assume large existing loan.

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EM 4-3798

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S-4-38-2c

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NIGHT - EM 4-3466

B-4-35-TFC

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B-4-11-tfc

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5. FOR RENT

SPACE FOR 4 trailers. Call EM-4-3733 daytime; EM-4-1226 evenings and week-ends.

B-5-11-37-tfc

APARTMENT: 510-C Roosevelt. Two bedrooms, furnished, refrigerated air. New. Sam Nunnally. EM-4-0555, EM-4-2814 or EM-4-2580.

B-5-14-10-tfc

FOR LEASE: two bedroom unfurnished apartments. Carpeted, drapes, central heating, refrigerated air. Stove and refrigerator furnished. Shown by appointment. Call EM-4-3719.

B-5-21-13-tfc

OFFICE SPACE for lease: 116 North U. S. Highway 385. Air conditioned, carpeted, off street parking. Contact Dr. Cavness, EM 4-2213.

B-5-19-12-4c

SMALL FIVE ROOM unfurnished house. 201 Avenue A. Call EM-4-1971.

B-5-10-13-2c

CASH LEASE
110 acres extra good vegetable land. Strong 8" well, on gas. Modern house. 9 miles north on 385, 4 west, 1/2 north. See Walter Leal at place.

B-5-39-tfc

TWO BEDROOM furnished house. Carpeted. Whites only. \$75 month. Phone EM-4-2194

B-5-11-39-tfc

ONE BEDROOM furnished duplex apartment. No children. No pets. Call EM-4-0715.

B-5-11-39-2c

FOR RENT: Small efficiency apartment. Close in. Man and wife. No pets. Come see Carl Mountz, 106 West 7th.

B-5-19-39-tfc

THREE ROOM House, unfurnished. White adults only. No pets. Call EM 4-1670.

B-5-11-39-1c

FURNISHED apartment: for couple, bills paid, 116 Avenue A.

S-5-10-38-tfc

FURNISHED: Two bedroom duplex. Carpet, drapes, refrigerated air, \$125 month. Fenced yard. Call EM 4-0461 after 6 p.m.

B-5-30-13-1c

FOR LEASE: 18 acres, 1 1/2 mi. north of Hereford, 1/4 mile east. 6" irrigation well, 6 room house, 7, 8/10 cotton allotment. Contact Fred Batterman at 204 W. Halsell, Dimmitt, Texas. Phone MI7-3800.

B-5-32-38-3c

TWO BEDROOM unfurnished house: 239 Avenue E. Call EM 4-2303.

B-5-10-38-tfc

FOR RENT: Three bedroom house. Unfurnished. Call EM-4-2140 after 5 p.m. Whites only.

B-5-13-12-tfc

FOR RENT: Building at 621 East First Formerly Allis-Chalmers Dealer location. Phone EM 4-1111.

B-5-13-6-tfc

6. WANTED

WANTED: Your repair work on all small electric appliances. Vern Witherspoon, 201 Jackson. Hereford, Texas. S-6-31-TFC

NEEDED LISTINGS on farms, homes, businesses and commercial property. Justice Realtors.

B-6-11-4-TFC

8. HELP WANTED

PRODUCTIVE irrigated farmer with livestock experience. Hogs, Cattle, Box 31, Hereford.

B-8-11-13-4c

MAN WANTED
To supply Rawleigh Products to consumers in Deaf Smith Co., or Hereford. Good time to start. No capital required. See Silas L. Qualls 2019 Magnolia, Amarillo, or write Rawleigh TXC-160-815, Memphis, Tenn.

B-8-38-1p

WANTED: A dependable man to work on farm in Hereford area. Must be experienced and furnish good references. Two bedroom home and up to \$4000 annually for the right man. Apply CL8-4457 evenings.

B-8-33-35-2p

AVON TERRITORY
Open in Hereford. Also North and West of Hereford. For further information, write: **DISTRICT SALES MANAGER**
Box 2017 Plainview, Texas or Call CA 3-3183

B-8-38-3c

WAITRESSES Wanted: Apply in person at Rane's Restaurant.

B-8-10-1-tfc

9. Situations Wanted

CHILD CARE: in my home. Convenient to Alkman School. Phone EM-4-2129.

B-9-11-38-3c

CUSTOM FARM WORK: Listing, Mold-board, hoeing, Call EM-4-1542.

S-9-10-33-11p

10. NOTICE

FOR SOFT WATER SERVICE
Or home owned water softeners, see Soft Water Service. 216 N. 25 Mile Avenue
Phone EM 4-3280

B-10-7-tfc

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S-10-37-tfc

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B-10-36-9c

DITCHING SERVICE AND SPRINKLER SYSTEMS
EM 4-0343 EM 4-1567

B-10-19-TFC

11. Business Service

WANT TO PLOW gardens. Call EM-4-1558 days. EM-4-1619 after 6:00.

B-10-10-13-tfc

SECRETARIAL SERVICE
EM 4-3810
243 W. 5th
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B-11-13-11c

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B-11-10-23-tfc

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B-11-21-tfc

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JEFF ROBERSON
137 Ave. D. Ph. EM-4-0262

S-11-28-TFC

INCOME TAX SERVICE: B. Lee Cocanougher, 108 West 8th.

S-11-10-29-13P

NEED FILL SANDS? Call L. J. Jones, BR6-5140 or night BR6-4473. Will haul.

B-11-13-32-tfc

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S-11-32-tfc

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Hereford Man Named Platoon Marine Corps' Honor Graduate

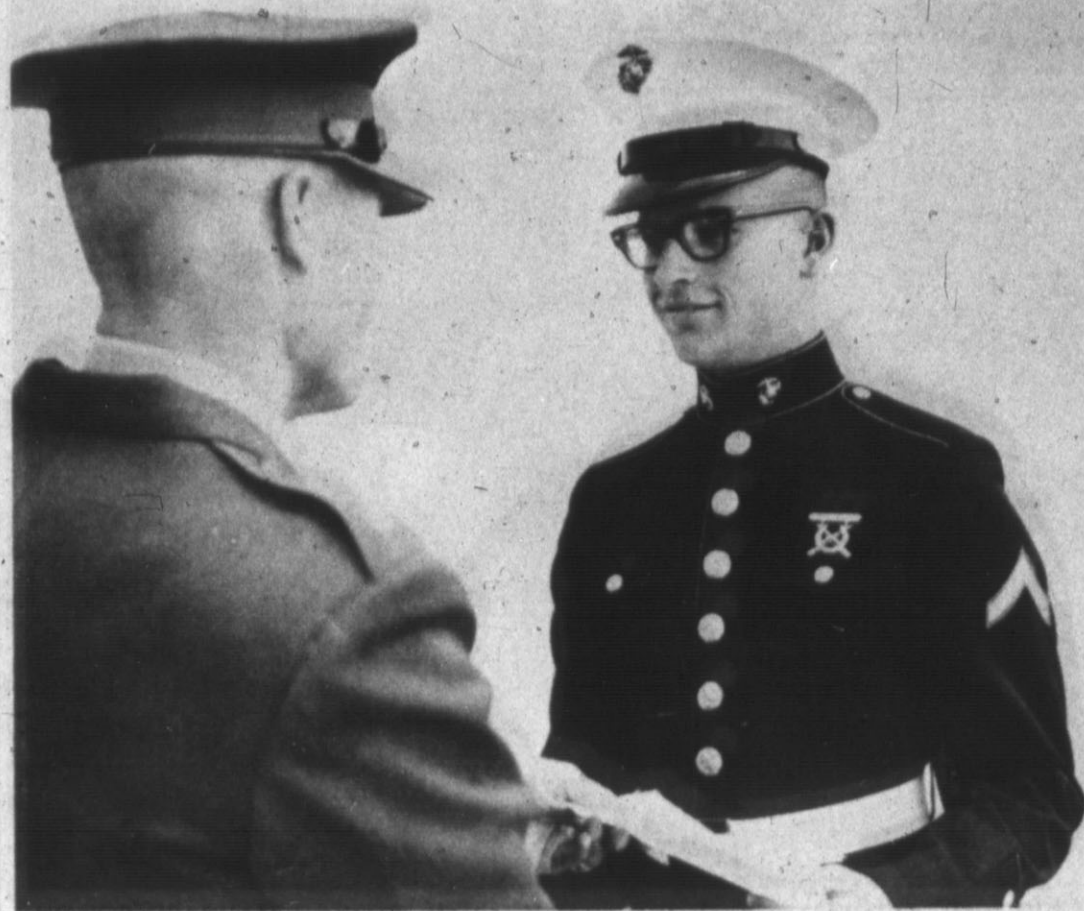
Hereford Marine Pvt. James M. Martin, has been selected as honor man of his platoon, and recently was graduated from recruit training, his mother, Mrs. Myrtle Martin, has been informed by Lt.-Col. Gerald P. Averill of the U. S. Marine Corps First Recruit Training Battalion, San Diego, Calif.

In a letter to Mrs. Martin, Averill wrote: "The commanding officer of the recruit training regiment, Col. George T. Fowler, has issued a certificate to James in recognition of his achievement. As the platoon hon-

or man he also has been selected to receive the dress blue uniform awarded by Leatherneck magazine to the outstanding recruit in each division.

"In order that you may have a full understanding of your son's accomplishment, it should be noted that the platoon of which he is a member numbers 62 men. Your son was closely judged in competition with all other men in his platoon on basic military subjects as well as on his conduct, attitude and military bearing. The fact that he has done so well in such keen competition reflects great credit upon James and will, I know, be further cause of justifiable pride on your part.

"Additionally, because of the excellence of his performance, James has been selected for promotion to the rank of private first class."



HONOR GRADUATE — James Martin, Hereford, was picked as top man of his 62-man platoon at recent ceremonies at First Recruit Training Battalion, San Diego, Calif. Here he's shown receiving the award from Lt.-Col. Gerald P. Averill. (U. S. Marine Corps Photo)

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ONLY FIVE YEARS AGO...



dosages of many drugs employed today had not yet been established. Amount of medication is of concern to both doctor and druggist.

McDOWELL DRUG
EM 4-1313

EASTER NEWS

Former Borger Resident Moves To Dimmitt Area

By Ruby Stone

Elvis Barker, formerly of Borger, who has moved to Dimmitt recently, visited relatives in Easter last week.

He is a nephew of Mrs. H. O. Markley, and has been visiting in the Markley home.

Mr. and Mrs. J. H. Flood visited in the home of their son and his family, the Ernest Floods, at Westway Thursday afternoon.

Mrs. Loy Stone and Mrs. Ruby Stone were in Amarillo Thursday on business.

Mrs. Trent Downing had lunch with Mrs. R. B. Medley in Hereford Wednesday.

Mr. and Mrs. Don Mobley and children visited over the weekend with her parents, Mr. and Mrs. Don Booth, in Hollis, Okla.

Mr. and Mrs. Loy Stone were in Plainview on business Thursday.

Mrs. Fred Walton visited Mrs. Etta Brashears in the Dimmitt Hospital Tuesday afternoon.

Mr. and Mrs. R. R. Rule and Mr. and Mrs. W. O. Markley and Sonia returned last Friday from a fishing trip to Falcon Lake.

Mr. and Mrs. J. H. Flood visited Mr. and Mrs. Jim Brooks Sunday afternoon.

Mr. and Mrs. Murray Hall, Lisa and Geg, visited Mr. and Mrs. H. O. Markley Sunday afternoon.

Mr. W. A. Epperson, Mrs. Lena Downing and Mrs. W. O. Markley visited Mrs. H. H. Smith Thursday afternoon.

Sunspots have been observed and described since the ancient Chinese thought they saw "flying birds" in the sun.

School Menu

PUBLIC SCHOOLS Elementary Cafeterias

MONDAY - Meat loaf, buttered potatoes, tossed salad with spinach and cabbage, cranberry sauce, cookies, rolls, butter and milk.

TUESDAY - Hamburgers, potato chips, tomato, lettuce, pickles and onions, apple cobbler and milk.

WEDNESDAY - Pizza, sweet peas, cole slaw, coconut pudding, bread and milk.

THURSDAY - Navy beans with ham, spinach, blackberry cobbler, cornbread, butter and milk.

FRIDAY - Fish sticks with tartar sauce, turnips with greens, hominy, cookies, rolls, butter and milk.

Junior-Senior Cafeteria

MONDAY - Meat loaf, Spanish rice, buttered potatoes, green beans, green salad with spinach and cabbage, cranberry sauce, cookie, rolls, butter and milk.

TUESDAY - Hamburgers, barbecue on bun, potato chips, black-eyed peas, tomatoes, lettuce, pickles and onions, strawberry shortcake and milk.

WEDNESDAY - Pizza, baked ham with gravy, candied yams, sweet peas, cole slaw, pudding, bread, butter and milk.

THURSDAY - Navy beans with ham, sauer kraut and weiners, oven-brown potatoes, spinach, combination salad with tomatoes, blackberry cobbler, cornbread, butter and milk.

FRIDAY - Fish sticks with tartar sauce, Vienna sausage, turnips with greens, hominy, celery sticks, fruit, cookies, rolls, butter and milk.

ST. ANTHONY'S SCHOOL

MONDAY - No school.

TUESDAY - Steak, creamed potatoes, cabbage-apple-carrot salad, chocolate cake, rolls, butter and milk.

WEDNESDAY - Pizza, green salad, spiced beef, banana pudding, bread, butter and milk.

THURSDAY - Wieners and beans, tomato relish, spinach, lemon pie, whole wheat rolls, butter and milk.

FRIDAY - Grilled cheese sandwich, vegetable soup, fresh apple, cookie and milk.

ATTEND ASSEMBLY

The IOOF Grand Lodge and Rebekah Assembly held March 14-17 in Austin was attended by Mr. and Mrs. Sam Smith, representatives of the Hereford Oddfellows and Rebekahs, and Mr. and Mrs. A. N. Hopson, Mr. ND Mrs. Quail Duggan, and Mr. and Mrs. A. R. Rogers.

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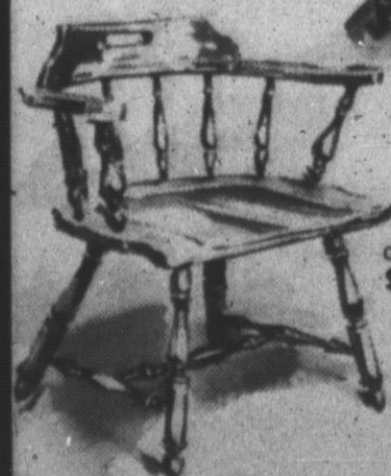
Squire's Chair
\$22.50



Duxbury Chair
\$29.50



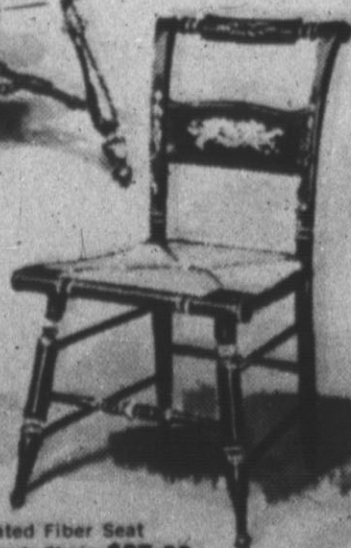
Thumb Back Chair
Nutmeg finish \$23.50
In Black Decorated finish \$26.50



Captain's Chair
\$36.50



Mate's Chair
\$27.00



Decorated Fiber Seat
Hitchcock Chair \$37.50
In Nutmeg finish \$31.50

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EM 4-2586



Construction Begins On Green Acres Estates

First stages of construction were completed this week, as Hereford's only planned community got off the ground. Reuben Aasland, President of Hereford Development Co., Inc. announced that two homes were now under construction, with completion date set for May 1, 1964.

The new addition is located north and west of Hereford Community Cemetery just north of Harrison Highway. The location is reputed to be the "best in Hereford" due to its accessibility to downtown and schools, and the fact that it lies on the western edge of Hereford, away from the hustle and bustle of traffic.

The first leg of the development, a 40 acre plot centering around Live Oak street, will include among other things, underground utility systems, therefore eliminating the need for utility poles in the neighborhood. Plans also call for a swimming pool to serve the area, plus schools eventually as the section develops.

"Hereford's growth has consistently moved westward", Aasland pointed out, and we're prepared to help stimulate that growth by building the finest planned community in the area. Named "Green Acres", the

addition is being planned with future expansion in mind, the firm pointed out. "We have restrictions on the property, insuring that the homes built in this area will be of sound construction, with a minimum limitation on floor space", said Aasland. Live Oak street, tabbed "the second Texas street of Hereford", will call for a minimum of 2500 feet of floor space, although less elaborate homes will be constructed on other streets of the development.

"But regardless of floor space", said Aasland, "all homes in the area will incorporate the newest proven building methods, and will be planned for the utmost in livability".

Aasland also pointed out that lots will be available to individuals or to reputable contractors wanting to build in the area. "It is not especially necessary that your home be built by Hereford Development, Inc.", pointed out Aasland. Lots will be available if you want your favorite contractor to do the work for you.

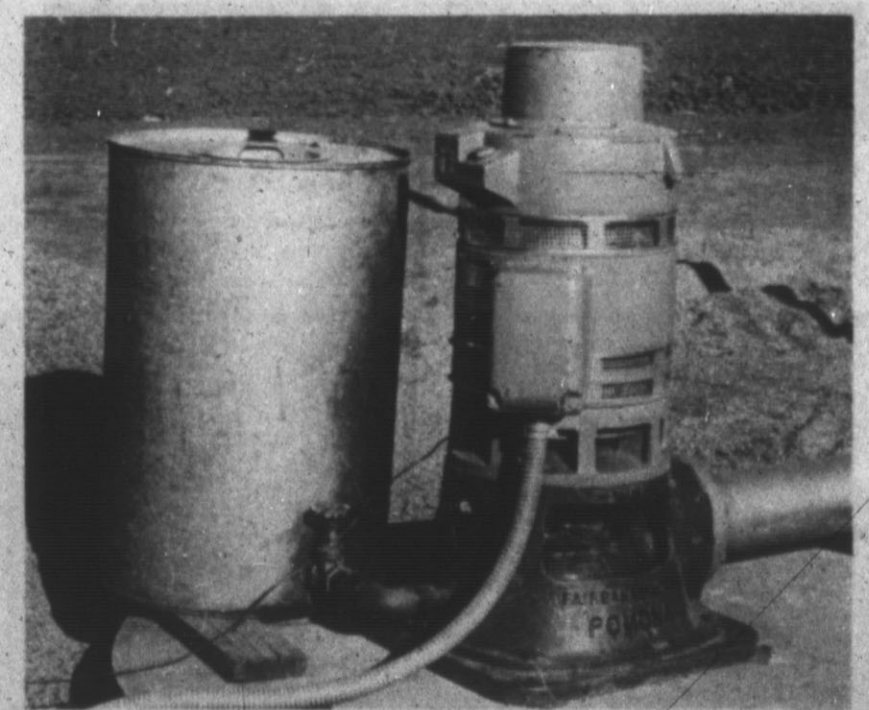
Aasland also pointed out that the Corporation would cooperate in all ways possible with Hereford Independent School District, endeavoring to make it convenient and practical for the location of a school near by.



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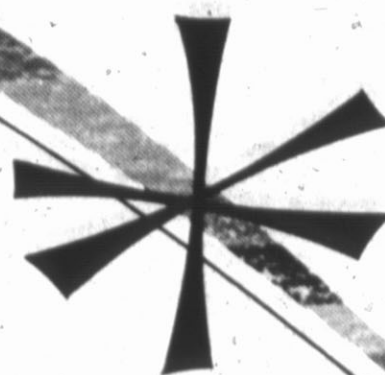
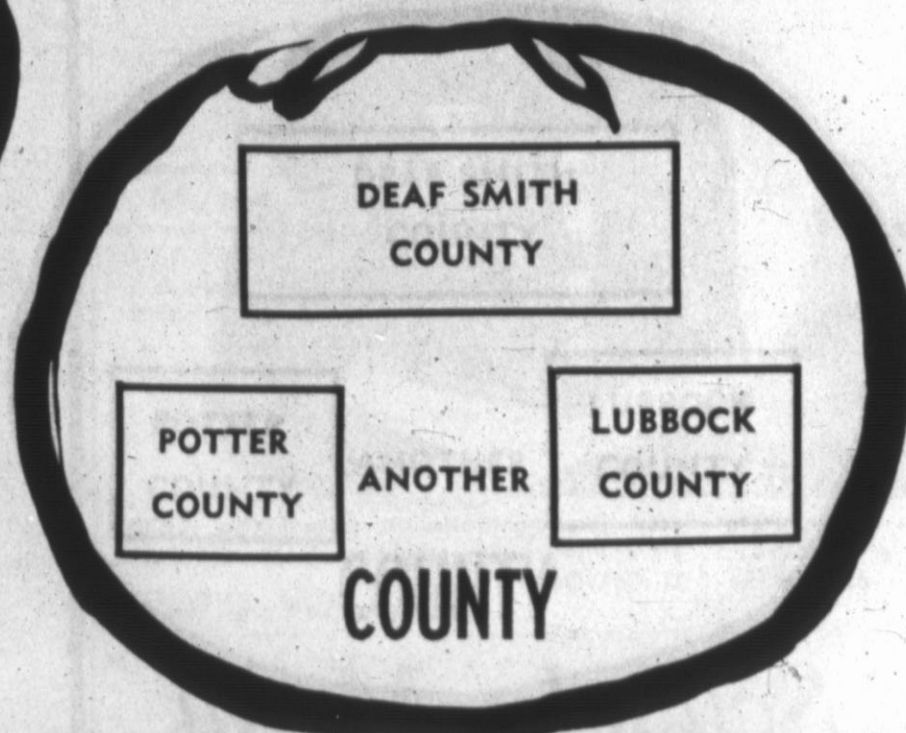
Clowe & Cowan Inc.

Hereford Development Co., Inc.

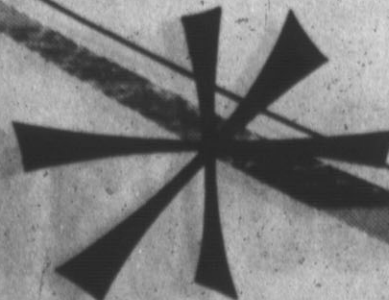
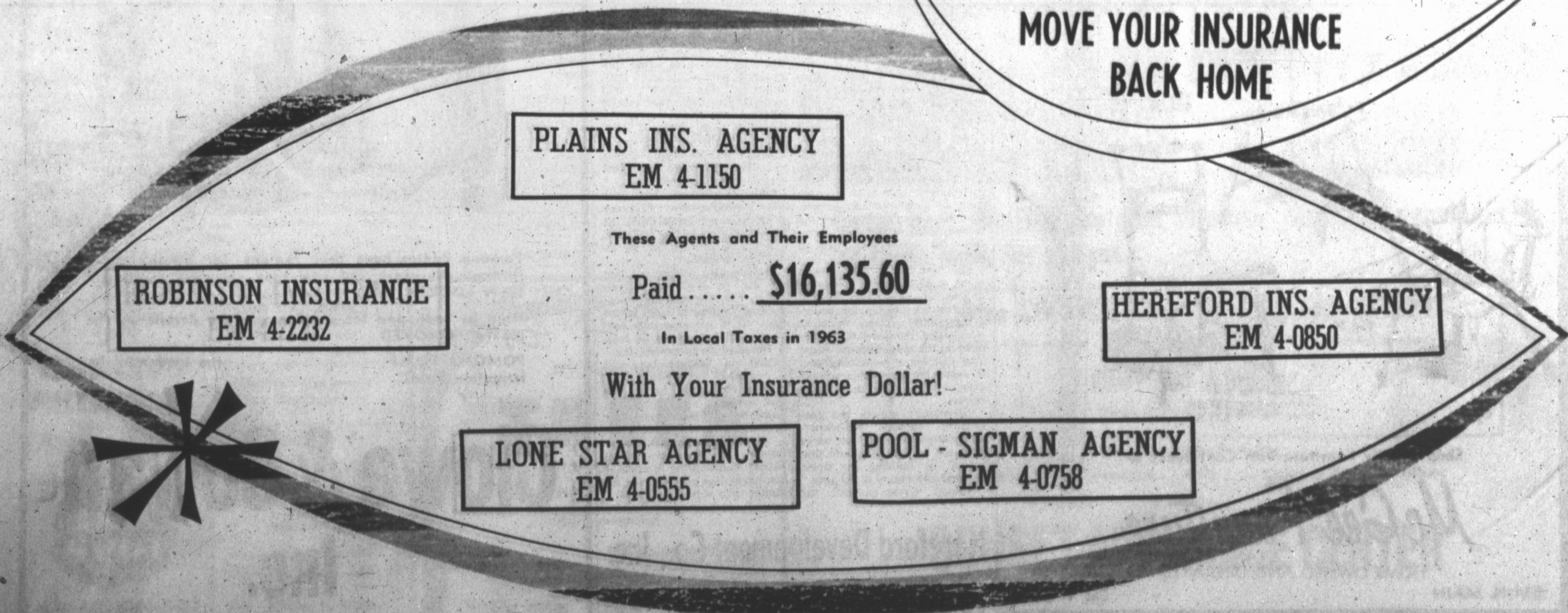
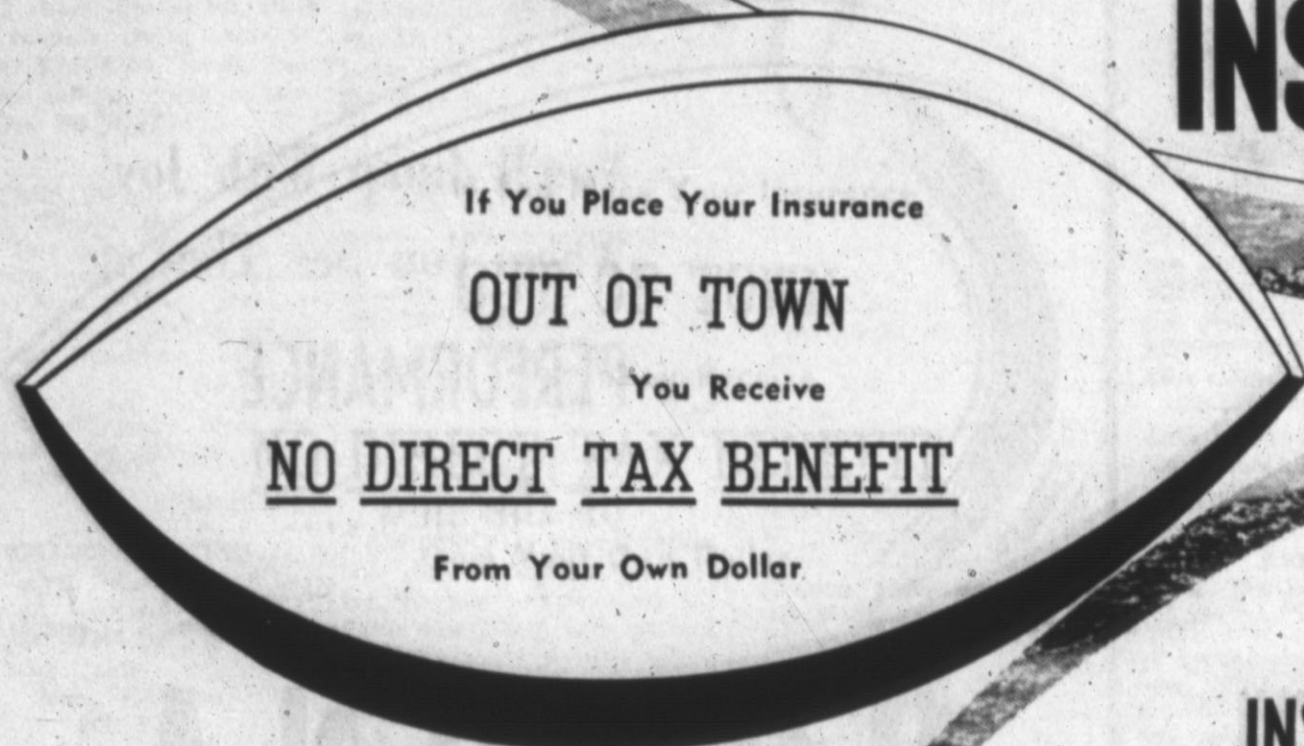
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EM 4-0554



WHOSE SCHOOLS - CITIES & COUNTIES DOES YOUR INSURANCE DOLLAR SUPPORT?



The Sunday Brand
Women's Section

Section Two

Dale Stevens, Society Editor

HEREFORD, TEXAS 79045, SUNDAY, MARCH 29, 1964



Janey Noland, Rainbow Grand Nature, Honored

A tea at the Community Center March 22 honored Miss Janey Noland, Grand Nature of the Texas Assembly of Rainbow. Hostesses were the Hereford Rainbow girls. Miss Noland, past worthy advisor of the local group, is the daughter of Mr. and Mrs. Mack Noland. Approximately 65 guests from Hereford, Canyon, and Friona were greeted and registered by



RAINBOW TEA — Miss Janey Noland (third from left), Grand Nature of the Texas Assembly of Rainbow for Girls, was honored with a tea Sunday, March 22, at the Community Center by the local assembly. Those receiving guests were, from left to right, Mrs. Larry Summers, chairman of the advisory board; Peggy Allred, worthy advisor; Miss Noland, and Mrs. Jimmie Mercer, mother advisor. (Bradly Studio)

the hostesses. In the receiving line were Mrs. Jimmie Mercer, mother advisor; Miss Noland; Peggy Allred, worthy advisor, and Mrs. Larry Summers, chairman of the advisory board. Piano selections were played by Judy Summers, Penny Jones, Nancy Gripp, and Sharon Worthan. Members of the advisory board assisting with the arrangements and the serving were Mrs. A. L. Manjeot, Mrs. C. T. Worthan, Mrs. M. R. Cline, Mrs. Spicer Gripp, and Mrs. L. R. Boyer.

Pink satin with a pink organza overcloth covered the tea table. The floral centerpiece was in the Easter theme. Punch and cookies were also in pink and white, the colors chosen by Miss Noland when she was worthy advisor.

Guest Speaker Is Mrs. Crume

Members of Antonian Circle met March 19 at St. Anthony's School. The program on the Credit Bureau was presented by Mrs. Vance Crume. An auction of homemade items was held also.

Program chairman was Mrs. Tony Urbanek, and Mrs. Thomas Albracht was presiding officer. Hostesses were Mrs. Gilbert Yosten and Mrs. Leander Reinart. Others present were Mrs. Marcel Fishbacker, Mrs. Morris Hacker, Mrs. Jerome Noggler, Mrs. Edward Schilling, Mrs. Raymond Schiabs, Mrs. Charles Scheetz, Mrs. Oscar Schwertner, and Mrs. John Warren.

Veleda Club Completes Plans For Cancer Drive

Veleda Study Club members made final plans for the Cancer Drive during their meeting March 24. Mrs. Armon Lauderback is director for the campaign, which is sponsored this year by the club. Mrs. Dale Barkley will accept calls from volunteers.

All persons interested in assisting with the drive are requested to meet at the First National Bank Community Room at 6 p.m. April 6. Literature will be given each person for distribution to the homes. "The Cancer Society," said Mrs. Lauderback, "is as interested in educating the people about cancer as it is in collecting money for the drive. Since cancer will strike one out of every four people, we need to reach every home in Hereford and educate the people about the need for regular checkups for cancer."

Sergio Bravo, American Field Service student from Chile, presented the program. He discussed the exchange student program and then described Chile. He explained that there are three classifications of people in Chile, the majority who are very poor, about 30 per cent who are middle class, and a very few who are rich. He discussed agriculture, described the devastating earthquake last year, and showed colored slides.

Mrs. Dale Barkley was hostess and presiding officer. Others present were Mrs. Don Baugous, Mrs. Bill Bradley, Mrs. Joe F.

Clark, Mrs. L. J. Clark, Mrs. Hugh Clearman, Mrs. Armon Lauderback, Mrs. J. R. Oglesby, Mrs. George Olson, Mrs. George Ritter, Mrs. Robert Strain, Mrs. Robert Willmot, and Mrs. Glenn Watts.

The next meeting will be in the home of Mrs. Ritter, and new officers will be elected.

About 220,000 convicts are held in the nation's prisons.

Cover Page

The Easter altar was arranged by Bill Lankford and photographed by Philip Duncan in First Methodist Church.

VISITING MRS. DUNCAN

Dr. and Mrs. Richard Duncan and Rickey, Albuquerque, N.M., Dr. and Mrs. E. E. Duncan and children, Lawton, Okla., and Mr. and Mrs. Paul Jones and Karen Jo, Hereford, are visiting today in the home of Mrs. Herbert Duncan, Dr. Richard Duncan, Dr. E. E. Duncan, and Mrs. Jones are the sons and daughter of Mrs. Duncan.

Yokut Indians of California leached the tannin from acorns to prepare a flour which was their principal food.

The Sunday Brand, Hereford, Texas, Sunday, March 29, 1964

Pasadena, Texas, is a Spanish name meaning "Land of Flowers." Americans are growing taller. Crabs are the favorite food of the octopus.

Switzerland, no larger than a small state of the U.S., is only 15,944 square miles in area. The Texas Department of Public Health was established in 1903.

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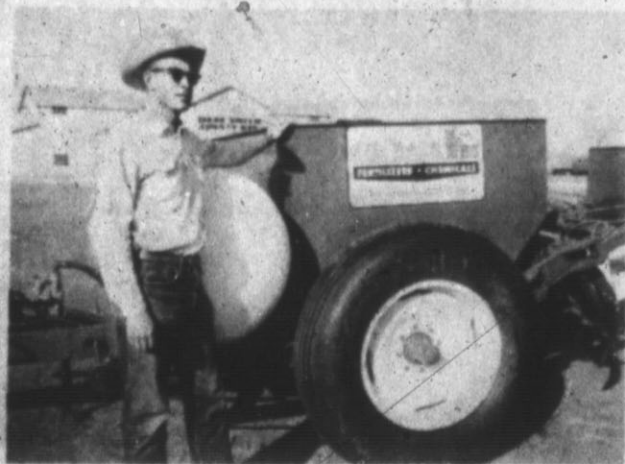
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THE HOUSTON POST

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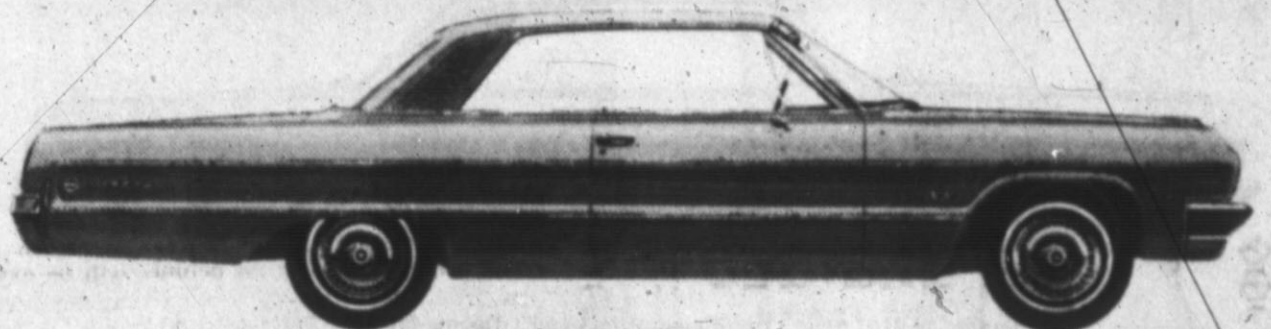
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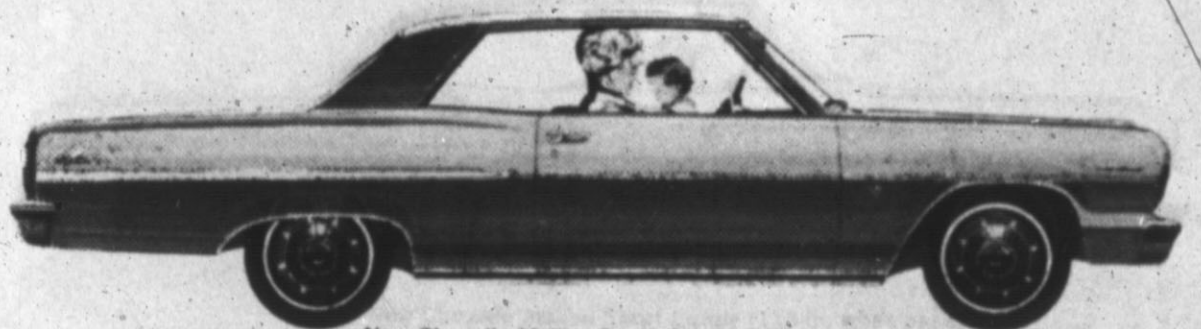
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'64 Chevy II Nova Sport Coupe (110-in. wheelbase)



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Chevy II (and between parking meters, with five whole feet left over), but with its own special looks and room.

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ORSBORN CHEVROLET-OLDS

Hereford, Texas

North Hereford Club Program Is Landscaping

Mrs. A. E. Hodges read a poem, "Tomorrow Is Not Promised," for the opening exercise of North Hereford Home Demonstration Club March 19. Members responded to roll call with suggestions for shrubs and patio management.

Mrs. Tom Draper presented the program, "Landscaping," she said, "will protect your investment and beauty."

Mrs. Otto Olson was program chairman, and Mrs. O. L. Williams, vice-president, conducted the business meeting. Mrs. R. A. Fullwood gave the civil defense report.

Mrs. David Watson recommended the addition of cauliflower for a new taste in salads. A reading on homemaking and creative management was given by Mrs. Clinton Ward.

Recreation was a fashion show of Easter hats, both practical and ridiculous. Materials including branches, plastic bags, dogs, and Easter eggs adorned the chapeaux. Mrs. R. A. Fullwood modeled a hat 20 years old.

Mrs. C. L. Whitehead was hostess for the meeting. Guests were Mrs. Carl Luke and Mrs. Paul Stewart. Members present were Mrs. O. L. Williams, Mrs. Tony Hoffman, Mrs. David Watson, Mrs. Otis Massie, Mrs. R. A. Fullwood, Mrs. Otto Olson, Mrs. Clinton Ward, Mrs. A. E. Hodges, Mrs. N. A. Hare, Miss Roberta Campbell, and the hostess.

Social Calendar

Thursday, April 2
Summerfield Study Club will honor county federation officers and have a spring fashion review. Hostesses will be Mrs. Mack Noland, Mrs. R. E. Lance, Mrs. J. B. Noland, and Mrs. J. R. Euler.

Hereford Duplicate Bridge Club will meet at 7:30 p.m. at the Community Center. All area bridge players are invited, and



Engagement Announced

Mr. and Mrs. Ray Sumner announce the engagement of their daughter, Jacque, to Donnie George, son of Mr. and Mrs. Woody George, Dimmitt. Miss Sumner is a graduate of a Tacoma, Washington high school and attended West Texas State University and the University of Maryland. She is a bookkeeper with First National Bank. Her fiancé, a graduate of Dimmitt High School, served in the United States Army and is now with Western Auto.

Committee Sets April Meeting

all proceeds go to the Community Center.

Hereford Study Club will meet with Mrs. Hodges. Miss Setliff will present the program.

North Hereford Home Demonstration Club will meet in the home of Mrs. C. L. Whitehead. Mrs. Glenn Watts will present a program on hair styling.

Wyche Home Demonstration Club will meet with Mrs. Ira Ott. The education committee chairman will be in charge of the program.

Sims Study Craft Club members and their husbands will meet in the Community House for a supper and discussion of wills by Wayne Thomas.

Friday, April 3
Garden Beautiful Club will meet at 3 p.m. in the home of Mrs. Will Kerr, 130 Aspen with Mrs. Roy Smith as co-hostess. The program will be on petunias.

Dawn Home Demonstration Club will meet with Mrs. Ray Stewart for a program on salads.

Bay View Study Club will have its annual business meeting. Mrs. Colby Conkright will present the program on Panhandle history, and Mrs. Bob Wilson will be the hostess.

Bud to Blossom Garden Club will meet with Mrs. Sam Long for a program on annuals and state flowers, presented by Mrs. Daniel and Mrs. Goodin.

Saturday, April 4
Delta Xi chapter of Delta Kappa Gamma will meet in Dim-

The Executive Committee of the Deaf Smith County Program Building Committee met March 24, in the Courthouse, Sam Morgan, chairman, presiding. Others present were: Mrs. Earl Plank, secretary; Argen Draper, Deaf Smith County Home Demonstration Agent; Jean Beem, assistant Home Demonstration Agent; Lefty Thomas, Deaf Smith County Agriculture Agent; Mrs. Dyalthea Benson, and Mrs. Bess Werner.

Plans were made for the April 20 meeting of all committees and their chairmen. Chairmen will be expected to give reports at this meeting on work accomplished and plans for the coming year.

Israel is turning ancient ruins into living towns. The 10th city in 40 centuries is rising at Arad, and a cooperative farm village adjoins the ruins of En-gedi on the Dead Sea.

mitt for a Guest Day Tea at 2:30 p.m. in Fellowship Hall, Methodist Church. New officers will be elected and exchange students, future teachers, and pioneer teachers will be honored.

Subject: We Have

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- 11th. We Have—Personnel to service and repair store equipment
- 12th. We Have—Personnel to service and repair office equipment
- 13th. We Have—Personnel that is licensed and bonded
- 14th. We Have—Carrier Heating and Cooling equipment
- 15th. We Have—Complete Sheet Metal Shop
- 16th. We Have—Amana and Deepfreeze refrigerators freezers
- 17th. We Have—Scotsman Ice Machines
- 18th. We Have—The Gibson line
- 19th. We Have—Radio equipped trucks for faster service
- 20th. We Have—The desire and the willingness to go with the above advantages, to serve you

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THE SUNDAY BRAND

Editorials

Page Four

The Sunday Brand, Hereford, Texas, Sunday, March 29, 1964

Courthouse Can Still Expand

We've heard a lot about growing pains, and now the malady appears to have spread into the courthouse. The pains are acute enough at least that the commissioners are scratching their heads and taking another look at the unused fourth floor.

Considering the age of our courthouse, it is remarkable in many ways. It is one of the most attractive in the Panhandle and since it was remodeled and air conditioned, it is also one of the most versatile. Furthermore, it is one of the few courthouse buildings which still has an entire floor to afford additional growth.

Courthouse expansion is due to several factors, not the least of which is inclusion of various federal and state offices in addition to county offices, which continue to expand from time to time. Taxes and tax collections, for instance, are four to five times as much as they were a decade or two back — and the same goes for the number of automobiles registered, the number of arrests, court trials, library visitors and other phases of county business.

In addition to the fourth floor of the building which can be pressed into service, the county is also fortunate in the ultimate possibility of a complete and separate library, which would release a tremendous amount of floor space on the first floor — when and if the time arrives.

Growing pains are always a problem,

Two - Bit Fines Prove Popular

Almost to the point of amazement was a current report which indicated that parking meter revenue, including fines, dropped only from \$1145 in January 1963 to \$1060 in January 1964, despite the fact that fines for the infraction were reduced from \$1 to 25-cents for each violation.

More infractions were recorded, 1204 vs. 774, but the percentage of fines paid also increased, jumping from 50 to 77 percent. Since local citizens were contacted under both charge rates, the obvious inference is that more out-of-county people who received tickets went to the trouble to pay the fines. Or, if you wish to view it from another angle, most of the visitors who received tickets were impressed with the low rate and fair play to the point that they wanted to reciprocate to a community which apparently had a heart and soul.

This sums up to one answer, "Good Will," and we feel sure that is what the local merchants had in mind when they approached the city and asked for the new, drastically lower rate.

Like many other people, we had not expected the overall "take" to be anything near the figure under the \$1-per-violation system, but we did feel that it would be a good thing for the community when viewed from an overall, long-range stand point.

Consequently, the comparative report comes as a pleasant surprise to all concerned and, we feel sure, will do much toward a continuation of the present policy of low cost fines. Meanwhile, even the folks at home, lodge fewer complaints. It's rather like we heard a man remark this week.

"I feel like the parking meters are working for us, rather than us working for the meters."

THE Sunday Brand

Established 1948
Published every Sunday at 130 W. Fourth,
Hereford, Texas, 79045



NATIONAL EDITORIAL
ASSOCIATION
1964

James M. Gillentine, Editor and Publisher
Melvin Young, Managing Editor
Ray Martin, News Editor
Bill Penn, Adv. Mgr.
Lee Brown, Mechanical Superintendent

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but when we have to have them they are much easier to face when you have somewhere to expand, rather than finding oneself in the position of having to build a complete new building.

City Of Shame?

On March 17 in Boston, the National Association for the Advancement of Colored People entered a float in the St. Paddy's Day parade. It consisted mainly of life-sized photographs of the late President Kennedy on each side. As it moved through the streets of Boston, the float, the photographs, a sign and two flags were pelted by beer cans, soft-drink bottles, eggs, tomatoes, ice cream, parts of sandwiches and other debris. Twenty youths were arrested, but released in the custody of their parents.

United Press International filed a lengthy dispatch. It was buried as a smallish item on the sixth page of the third section of the St. Louis Post-Dispatch. The New York Times, with "All the News That's Fit to Print," didn't have a line about the incident on Wednesday or Thursday, the two days following the Boston parade, in editions coming to The News.

Maybe the item wasn't big news, but you can bet your last dollar that if the same thing had happened in Dallas, it would have been "fit to print" — probably on the front page.

The broadcasting networks would have had documentaries on it.

Boston's mayor, in explanation, said the incident was the "work of only a few rowdies." Of course it was. And we trust that it will not be attributed to an "atmosphere of hate" engulfing the whole city.

It is interesting to note that the NAACP float was escorted by two carloads of plainclothes police. Despite this security, the float was repeatedly attacked. It will be interesting to see whether Boston police will receive national criticism.

A sequel to the incident was contained in a UPI dispatch Friday. An integrationist group in Boston announced that the first of 60 New Englanders, including the mother of Massachusetts Gov. Endicott Peabody would leave Boston today to participate in civil-rights demonstration in Florida. Under the circumstances, maybe they ought to stay right where they are, try to handle their own problems and let Florida take care of its own difficulties.

—Dallas News

Not Another New Federal Agency?

President Johnson's proposed renewal of the old CCC type camps, made popular in the depression days under Franklin D. Roosevelt, appears to have drawn little interest, one way or the other.

In this part of the country, where help is usually at a premium, it is needless to say that the plan appears superficial. If, in other areas, the need does exist, it seems to us that the plan would be far more practical to operate through our established armed services, rather than with the creation of another bureau which will be with us in all of the years to come. Currently, we are taking thousands of young men out of jobs and placing them in the armed services. Why not shift some of the unemployed into these slots and let them benefit from the excellent training programs now offered in the various branches of service?

If it is a matter of education, let us note that most of the people concerned have already spurned the advantages of our nation's free school systems. Consequently, further education will have to come through some form of enforced, rather than volunteer program. And if this thinking still outweighs their acceptance into the services, why not build up a battery of sustaining corps to handle and support our regular army, navy and air force personnel? Through a sub-division of the branches we could establish corps of cooks, bakers, mechanics, PX employees and even KPs.

Frankly, we cannot recognize any economic parallel with conditions today as compared with those of the early 30s — and we doubt that the general good to come from such a program will do much more than establish another federal bureau which, from now on, will grow and expand, and continue to gnaw away at the very life blood of our economic progress.

Instead of creating new bureaus, why not, on the other hand, take steps to eliminate a few of those we already have?

Nuggets

Mayor Erik Jonsson's recently named Traffic Safety Committee is now studying the local situation with a view to reaching tangible recommendations. A similar attack on a statewide basis might be of help.

It is not enough to inveigh against carelessness and willing, or unwitting, disregard for safety laws. A cold, hard look at our present driver's licensing system, at the lack of incentives for safer driving through insurance credits and at present traffic law enforcement by local communities appears to be called for in the circumstances.

—Dallas News

'Jack Pot Surprise'



Channel Moves, But Texas Lighthouse Still Stands

PORT ARANSAS, Tex. — Other lighthouses have been abandoned but the old Port Aransas light is probably the only one that never had the channel which it was built to mark move away from it.

When the first tower was built in 1855, it was directly in front of Aransas Pass, between Mustang and St. Joseph Islands, but at the time it was closed by the Coast Guard in 1952 and passed into private hands, the pass had moved almost a mile and a half south, progressing at a

rate of over 200 feet a year until it was jettied in 1910.

The light was housed in a circular brick tower, 67 feet above the tidal flats of Harbor Island, and when it was under construction the winter of 1855-56, perhaps the most severe in the history of the coast, drove thousands of birds into the camps of the workmen, where they perished in great numbers from the cold.

The original lens was ground in France, and it served during the entire life of the lighthouse.

First it spread the beam of a kerosene light, and later that of a 500-watt electric bulb.

The multi-primed glass, now on exhibition in the Port Aransas community building and still spic and span after more than a century, nearly became a casualty of the Civil War. One story goes that Confederate soldiers removed the lens and buried it in the marshy land surrounding the tower to prevent Yankee blockaders from benefiting by it; another is that the lens was interred to save it from bombardment.

The Southern soldiers not only removed the lens, they dynamited the building, damaging it so badly it had to be rebuilt in 1873 as it now stands. Its brick walls, four feet thick at the base, are still in perfect condition, but the fifty-five wedge-shaped iron steps that circle upwards are becoming slightly shaky with old age, and one or two are missing.

At the top of the steps there is a landing, with a Jacob's ladder going up some ten feet to the light room from which a magnificent view may be had of Lydia Ann Channel, Alcoa's docks, and Port Aransas.

While the lens was in place, the windows through which it showed at night were kept curtained in the daytime, for if the sun hits one of these lenses, little cracks, called stars, appear in the glass and eventually render it useless. A standard fixture of the light room, even after electricity was available, was an emergency oil vapor light for use in case the power went off.

Around the outside of the glass when the light was operating there was extra heavy chicken wire called the fowl guard that prevented birds from flying in to the light and breaking windows. However, light keepers had little trouble from this source for in its heyday the light was a flasher, five seconds on and five seconds off. Only lighthouses with a steady revolving beam have much trouble of this sort. With them, the birds become blinded and crashed into the glass.

The houses and shops around the light that were formerly used by the keepers are all built on iron stilts, and stand high above the ground to protect them from waves that may wash across the low island on which the light stands during heavy gales. The tower and buildings are designed to resist a 200-mile-an-hour wind, and so far have successfully withstood the storms of over a century, although damaged badly in 1919.

Panhandle Paragraphs

Muleshoe's dollar increase of anticipated expenditures necessary to run the city next year amounts to \$5.91 per resident in the city, based on a population of 5000. The budget for next year has been set at a total of \$278,798. It is expected that the cost of running the city this year will amount to about \$249,245, a difference of \$29,553. Majority of the increase will go to street repairs. The city spent only \$300 on streets last; plans to spend about \$25,000 this year.

—The Muleshoe Journal

—PP—

The \$125,000 bond election date has been changed to Thursday, April 14, due to legal technicalities, announced E. B. Noble, city manager. The election was formerly set for April 7. Bonds to be voted include \$75,000 revenue bonds for 10-inch water main. Remainder will be used for fire hydrants which will be placed in strategic spots around the city and for other waterline extensions. A \$50,000 tax bond has been proposed for a fire truck, for street sealing and some paving.

—Castro County News (Dimmitt)

—PP—

The big surprise of Tuesday's city commission meeting came just as the city governing body was nearing adjournment. Mayor pro-tem D. W. Page, a city commissioner for over eight years, submitted his resignation. It was accepted with regret. Page gave "pressing business matters" as his reason for resigning the post of mayor pro-tem.

—The Berger News-Herald

—PP—

At least three news events of the past week have spelled good news in the continued growth and development of Littlefield — ground-breaking for the new Presbyterian Church building, cornerstone ceremony at the new high school, and adoption of the Westwood addition plat. At least three new business buildings are being erected at this time, too. With a record-breaking year of construction just behind us, the building activity has moved off to a good start in 1964 and prospects are for another healthy year.

—Speedy Nieman in the County-Wide News (Littlefield)

—PP—

A seven-member library board has been appointed for the Gruver Public library. Various groups were asked to appoint members. The members and the groups they are appointed by are: Pat Westerfield, Lions club; Mrs. Harley Alexander, American Legion Auxiliary; Mrs. Ralph Bart, Gruver Music club; Mrs. S. B. Hale and Mrs. Don Hudson, P-TA; Mrs. Glen Truax, county commissioners, and Mrs. Robert Alexander, city council.

—The Gruver Independent

—PP—

It's just plain torture, a lazy spring day and four dandy new fishing lure resting on our desk. Either the lures will have to go or we will have to attach them to a hook and give them a try! Printed bold and clear: "I wish you'd get some better-tasting glue" on a parking ticket prompted Chief-of-Police Joe Murphy to remark the city was having a hard time making those parking tickets palatable. We join in the complaint. Why can't they put vanilla ice cream flavoring in the glue for those of us who are having to lick the reverse side of the envelopes all the time.

—Quanah Tribune-Chief

—PP—

Recently Postmaster Guy Karr received a request from a San Antonio student concerning information about Spur. Finding nothing better, Mr. Karr mailed the youngster a copy of The Texas Spur Golden Jubilee edition published in 1959. The student was very grateful and reported: "My teacher wants to keep the paper for a few weeks — that is if you don't mind. If you need it sooner, just tell me and I'll send the newspaper back to you. Meanwhile I'm very grateful for your information. I was the best in class."

—The Texas Spur (Spur)

THE BOOTLEG

—Philosopher

Editor's note: The Bootleg Philosopher on his Bindweed farm discusses size in his letter this week. He doesn't say whether he's for it or against it.

Dear editor:

Sometimes you get to wondering, who's the smartest, the big fellows or the little fellows?

I'm not talking about big farmers and little farmers, although it works there too, with one difference being that when it rains and is too wet to plow a little farmer goes fishing while a big farmer takes advantage of the lull in work to rush into town and re-finance his loan.

What I was thinking about though was countries. Take Canada. Now Canada isn't considered a major nation, but I was reading in a newspaper the other day that she has decided not to spend any money on atomic bombs, guided missiles, etc.

As I understand it, Canada has figured out that the atomic bomb is having enough money to make one, and since the United States and Russia each now has enough bombs in storage to kill every person on earth 100 times, anything Canada would do in this line wouldn't add to the world's safety, only to Canada's debt. When you get right down to it, I guess a man had rather be unsafe and solvent than unsafe and broke.

This is the difference between Canada and France. France is determined she is going to be a world power and is working like mad now to build atomic weapons at a cost of billions of dollars, on the theory I guess that the deeper you get in debt, the more major world power you become. She'll have to go a long way to overtake the United States in this department. As for Russia, I can't say, I don't know anything about her debts. It's hard to go into debt when no other country will lend you anything and your own people don't own anything.

However, to get back to my first paragraph, I'm not saying that all little farmers or countries are automatically smart, or vice versa for the big ones. I don't know how to gauge smartness, but my observation is that it hasn't got anything to do with size. I doubt if this Bindweed farm would be run any better if you doubled it or cut it in half.

Yours faithfully,
J. A.

Bud to Blossom Club Hostess Is Mrs. Ira Scott

Mrs. Ira Scott was hostess for the Bud to Blossom Garden Club meeting March 20. The program, "Portraits of Petunias," was presented by Mrs. R. N. Yarbrow.

Mrs. Yarbrow noted that petunias are native to Argentina and that the cost ranges from \$1750 to \$4500 an ounce, with the higher cost for the hybrid varieties. She listed as best for this area the Sonata, white, the Comanche, red, Mercury, blue, and Sugar Plum, a small pink petunia.

"Although the petunia is a perennial," continued Mrs. Yarbrow, "it is best to plant them each year for truer colors." She recommended planting in full sun and thinning to 18-20 inches.

During the business meeting, conducted by Mrs. Don Steele, reports were given on the district convention held recently in Lubbock. The next meeting will be in the home of Mrs. Sam Long.

Those present were Mrs. Calvin Edwards, Mrs. Fran Battenfield, Mrs. Lloyd Sharp, Mrs. Delmo Williams, Mrs. R. A. Daniel, Mrs. Steele, Mrs. E. R. Kendall, Mrs. Yarbrow, Mrs. W. H. Gentry, and the hostess.



DISCUSSES HATMAKING — During the St. Anthony's Guild meeting March 19 at the Community Center, Jay Johnson displayed hats she had made and explained the procedures followed in their completion. She recently completed a military course. Mrs. Bob Lamm was presiding officer at the meeting, and hostesses were Mrs. Alfred Reinart, F. A. Marnell, Mrs. Henry Kuper, and Mrs. Edward Poetzold. (Brand Staff Photo)

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Council Reviews Plans for State, District Meetings

Deaf Smith County Home Demonstration Council met March 23 at the courthouse, with Mrs. A. E. Hodges as presiding officer.

During a review of the Favorite Foods Show, it was announced that 30 girls had prepared demonstrations and that the 4-H contest will be April 4. It was announced also that Mrs. A. J. Bezner would attend the National 4-H Leaders Forum in Washington, D.C., April 2.

During the discussion of the district meeting in Perryton April 9, Mrs. Louise Olson said that those who wish to make overnight reservations could call her. Registration will begin at 9 a.m.

Reservations for six people have been made for the state meeting in Houston Sept. 17-19. Clubs will select nominees for the meeting in April for election at the May council meeting.

The next council meeting will be April 27. Those present were Mrs. C. F. Homfield, Bippus Club; Mrs. J. G. Gandy and Mrs. Louise Olson, Cultural Club; Mrs. Orval Galley and Mrs. H. S. Fuller, Dawn Club; Mrs. Raymond Smith, Ford Club; Mrs. H. L. Hershey, Mrs. E. C. Hammett, and Mrs. J. D. Gilbert Jr., Progressive Club.

Mrs. Tony Hoffman, Mrs. D. L. Williams, and Mrs. A. E. Hodges, North Hereford Club; Mrs. W. J. Frost, West Hereford Club; Mrs. W. W. Thomas, Mrs. Joe Wagoner, and Mrs. George Turrentine, Westway Club; Mrs. Charles Packard, Wyche Club, and Mrs. Tom Draper, county home demonstration agent.

Read The Classifieds

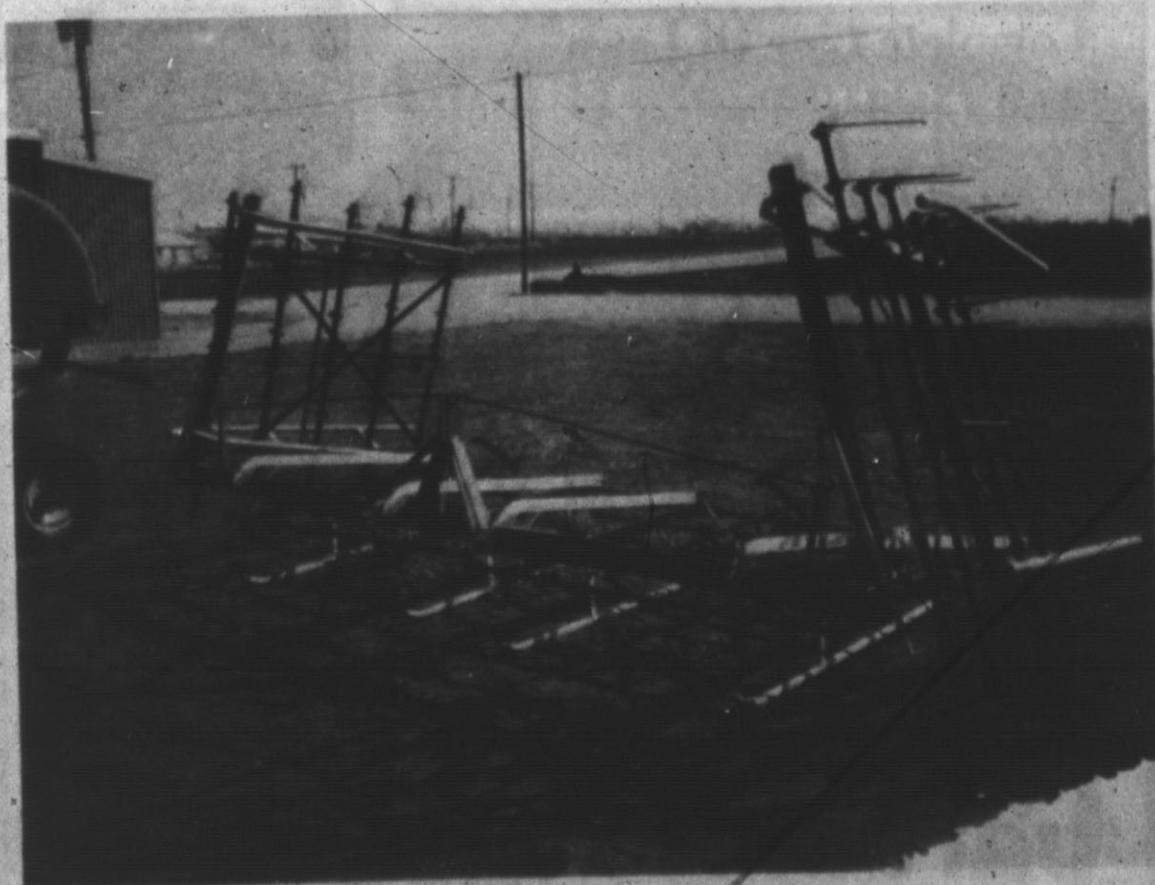
CLASSIFIEDS

GET

RESULTS

FOR GET THE

**CROP WORK AND
WEED CONTROL**
**ACE TINE HARROW
FOR BEST RESULTS**



SEE IT TODAY AT

HAYS IMPLEMENT CO.

HEREFORD, TEXAS

Specials Good Mon. - Tues. - Wed. - March 30 - 31 and April 1

FRYERS

Town & Country
Frozen
Cut-Up
Each **89¢**

PORK ROAST
Lb. **29¢**

PORK STEAK
Lb. **39¢**

BACON
Affiliated 2 Lbs. **89¢**

Tendercrust
**HOT DOG or
HAMBURGER**

BUNS 8 Pk. **2 FOR 49¢**

Shurfresh
OLEO
3 Lb. Pkgs. **49¢**

Shurfine
FLOUR
10 Lbs. **69¢**

Scotties — 400 Ct.
Facial Tissue
4 For **89¢**

BANQUET DINNERS
Frozen **39¢ each**

**MARYLAND CLUB
COFFEE**
Lb. Can **75¢**

Shurfine
SHORTENING
3 Lbs. **59¢**

Shurfine — Frozen
Orange Juice
4 & Oz. Cans **\$1**

Tendercrust
COOKIES
Lg. Cello Pkg. **49¢**

DR. PEPPER

Reg. Size
Plus Dep.

39¢

Bama
Peanut Butter
18 Oz. **43¢**

Roxey
Dog Food
4 Tall Cans **29¢**

Shurfresh
Biscuits
8 Cans **59¢**

CAMPBELL'S SOUPS
Meat
Varieties **6 Cans \$1**

SHURFRESH CRACKERS
Lb. **21¢**

Cheese Spread
Velveeta
2 Lbs. **85¢**

Del Monte — Chunk Style
TUNA
29¢

Shurfine
MILK
3 Tall Cans **39¢**

MELLORINE

Cloverlake

1/2 Gal. **39¢**

RED
Potatoes 20 Lb. **69¢**

**CABBAGE
CARROTS**

1 Lb.
Plastic Bag

Lb. **5¢**
2 For **19¢**

GRAPEFRUIT
Lb. **15¢**

TAYLOR & SONS

FOODS

LOW LOW EVERYDAY SHELF PRICES
PLUS S & H GREEN STAMPS

YOUR HOME TOWN BOYS

CASH AND SAVE

4-H Boy's Essay Urges 'Informed' Voting Public

Editor's Note: Boys in the Dawn 4-H clubs have been writing essays on the general theme of "Citizenship." This week's essay was written by Steven McAndrews, 13.

By Steven McAndrews
"Go to the polls and vote. It doesn't make any difference who you vote for — just vote." The voice of announcers thunders out this advice every Election Day. Voters are urged by radio, by advertisements, by posters, to vote — but are they ever urged to prepare themselves to vote intelligently?

How does a good citizen prepare himself to vote properly? First of all: a young man will select a political party to which he will belong. He can do this by reading, by consulting with members of the Democrat and Republican parties and of course he will be influenced by the political opinions of his family and close friends. It is also helpful to attend political meetings and rallies.

After a citizen has made his choice of a party, he can become known to the people of his chosen political affiliation and offer his services on a precinct or township level. Either party will be glad to have him, whether he is chosen to stuff envelopes, make telephone calls or chauffeur people to the polls on election day.

How does this help you to make a proper choice when you cast your own vote? When a person associates with people who are vitally interested in politics they will get a much more accurate picture of the people who are candidates for office than the independent voter who votes for the man not the party. The independent voters are so inconsistent that he may vote for a Representative who holds directly opposite views to the Senator the independent voter has cast his vote for. Too often the independent voter is influenced by a nice smile or wavy hair, instead of solid principle.

Suppose your party has, as a candidate, a man who does not meet your approval? A loyal party worker has influence with party officials and is in a position of either remove the man from the list of candidates or to persuade him to change his stand on issues which are not in accordance with the principles of the party.

Too many people say, "Politics is a dirty business. Better stay away from it!" The laziness of people who consider themselves to be good citizens is the cause of the grime that is observed in politics from time to time. It is only when good citizens prepare themselves intelligently by reading, by personal acquaintance and by hard work and service that they can go to the polls with the feeling that they are truly doing their duty.

"Go to the Polls and vote!" — yes, this is good advice, but unless you are a prepared, well-informed citizen you would do better to sit at home and allow the world to which you owe so much, to crumble about you.

Cast your vote now for preparedness, for intelligence, for a real knowledge of politics so that you will be a worthy citizen of the world that lies beyond to-day's horizon.

Four Are...

(Continued from page 6)
Sponsors were Mrs. Eula Caldwell, Mrs. Virginia Pounds, Mrs. Maxine Brown and Davis Brown. Mr. and Mrs. Mark Chilton and family, Elko, Nev., are visiting Mr. Chilton's mother, Mrs. Hazel Chilton, this week.

L. W. Locker Dies In Gainesville

News of the death Feb. 13 in Gainesville of L. W. Locker has been received by friends here. Mr. and Mrs. Locker lived in Hereford for many years. She was the former Little Higgins, daughter of the late John Higgins who lived in this area before the town of Hereford was formed, or before the railroad reached Hereford.

L. W. Locker moved to Hereford when he was only 18, and lived here for many years, farming on his parents' place south of Hereford.

APPLY
PAX
CRABGRASS and
Soil Pest Control
Armstrong
205 W. Park RM 4-1848

There's more value, more good-eating meat in...

Safeway Chuck Roast



These Prices Good
Thru Wed., April 1st
In Hereford, Texas

See for yourself why you get so much more!

- Note the large proportion of lean meat to fat and bone. We never "rob" a chuck roast of lean meat (as some do) to be sold as boneless beef at a higher price.
- There's bone, of course, but it's carefully trimmed. Grandma tells us that the juices which flow through the meat from the bone help give pot roasts their perfect flavor.
- Just enough fat is left on a Safeway chuck roast to make sure it will cook tender, flavorful and juicy and have that rich brown color you want in your pot roasts.
- It's cut from USDA Choice Beef. Only beef judged by expert U.S. government graders to be of fine-eating quality is awarded this high grade.



SAFEGWAY

45¢
Lb.

Chuck Steak

USDA Choice
Aged Mature
Beef Steak Lb. **55¢**

Swiss Steak Ground Beef Short Ribs

USDA Choice
Aged Mature
Beef Lb. **55¢**
Ground Fresh
Daily—
Extra Lean Lb. **49¢**
Lean and
Meaty
Beef Ribs Lb. **25¢**

Tenderized Steak Waste Free Lb. **98¢**
Skinless Franks Wilson's Certified Lb. **49¢**
Stew Meat Boneless Lean & Tender Lb. **59¢**
Sliced Bacon Wilson's Thrift 3 Lbs. **98¢**

ICE CREAM SAVE 10¢
Snow Star 1/2 Gal. Ctn. **59¢**
Ass'd Flavors

Del Monte
Fancy Quality
Cut Beans 4 No. 303 Cans **\$1**

Kitchen Craft
Enriched
SAVE 10¢ 5-Lb. Bag **39¢**

Lucerne Bonus Quality

COTTAGE CHEESE

2 Lb. Ctn. **49¢**

Hunt's Famous TOMATO CATSUP

SAVE 26¢ 6 14 Oz. Btl. **\$1.00**

Truly Fine FACIAL TISSUE

SAVE NOW 5 400 Count Boxes **\$1.00**

White Magic DETERGENT

SAVE 18¢ 2 Gt. Pkg. **\$1.00**

GREEN BEANS WHITE FLOUR

Garden Fresh Produce

RUSSET POTATOES

U.S. No. 1
Fine For
Baking 10 Lb. Bag **49¢**

Florida Red or White
Grapefruit
California Clip-Top
Carrots
100 Count
Onion Bulbs

2 Lbs. **35¢**
2 1-Lb. Pkgs. **29¢**
Bag **39¢**
ICEBERG LETTUCE
California Firm Heads
2 Heads **25¢**

ELLIS TAMALES

Save Now 3 No. 2 1/2 Cans **\$1**

Breakfast Gem

EGGS

Grade 'A'
Med. Size Doz. **39¢**

Melrose

CRACKERS

SAVE 4¢ 1-Lb. Box **19¢**

Bel Air Frozen Foods

MIX or MATCH

- 8 Oz. Brussel Sprouts
- 10 Oz. Chopped Broccoli
- 10 Oz. Frozen Okra
- 10 Oz. Cauliflower
- 10 Oz. Peas & Carrots

5 Pkgs. \$1.00

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

Handy Andy With Ammonia 28 Oz. Btl. **69¢**
Margarine Blue Bonnet Whipped 2c Off 1-Lb. Pkg. **29¢**
Waxtex Wax Paper 100' Roll **23¢**
Rinso Blue 10c Off Label Gt. Pkg. **69¢**
Thrill Liquid 22 Oz. Btl. **61¢**
Crisco Vegetable Shortening 4c Off 3-Lb. Can **83¢**
Fluffo Vegetable Shortening 3-Lb. Can **83¢**
Crisco Oil 24 Oz. Btl. **45¢**
Hair Spray Lurite Creme 14 Oz. Can **99¢** Plus 10c Tax

CORN

Highway or Kounty Kist Whole Kernel SAVE 16¢ 8 12 Oz. Cans **\$1**

PEAS

Town House Garden Fresh Sweet Peas SAVE 14¢ 6 No. 303 Cans **\$1**

TUNA

Sea Trader Light Meat Chunk Style SAVE 24¢ 4 6 1/2 Oz. Cans **\$1**

MILK

Lucerne Canned Milk SAVE 8¢ 8 Tall Cans **\$1**

JUICE

Town House Fancy Tomato Juice SAVE 24¢ 4 46 Oz. Cans **\$1**

SAFEGWAY
We Reserve The Right To Limit Quantities

You Get Gunn Bros. Stamps With Every Purchase at Safeway

When The Dirt Blows, Local Folks Depend On WESTINGHOUSE

AIR CONDITIONING

We invite you to see the new Westinghouse WhispAir, Wall and Sleeve Unit Air Conditioning System. It's absolutely the newest thing out for refrigerated air conditioning, both home and business.

New Shape — Mounted on wall, uses no floor space

New Design — Factory assembled — charged and wired

New Low Installation Cost — minimum ducting, no refrigerant piping.

New Low Sound Level — exceptionally quiet — all moving parts outside.

New Durability — embossed aluminum casing, never needs painting.

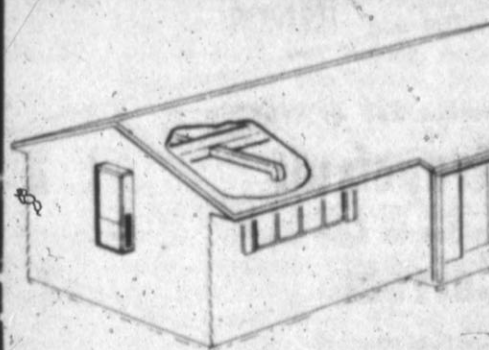
New Accessibility — completely serviceable from outside.

But whichever air conditioning system you choose, the WhispAir or the vertical heating and cooling unit, you'll find the same high quality in Westinghouse.

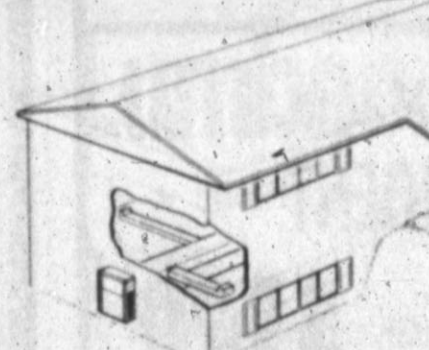
Spring time in West Texas, is the time when air conditioning is appreciated the most. Check with us now before the blowing dust, plus warm weather, makes living uncomfortable. We have the unit to fit your needs.

"You Can Be Sure
If It's Westinghouse"

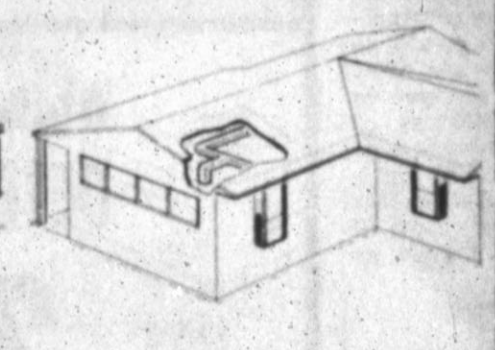
RESIDENTIAL - single homes - single or multiple units



VERTICAL WhispAir duct in attic

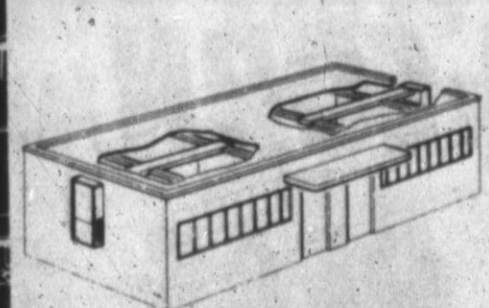


SLEEVE WhispAir ducts in basement, crawl space or slab



TWO WhispAir units for zone control

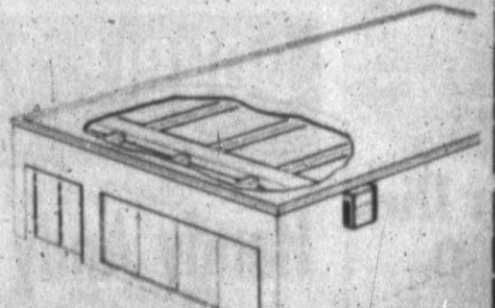
COMMERCIAL



SEPARATE OFFICES may be zoned for separate systems, individual meters.



MULTI-STORY APARTMENT with units on balcony



WhispAir sleeve mounted at ceiling level is readily adaptable to small stores for complete conditioning

BROWND SHEET METAL

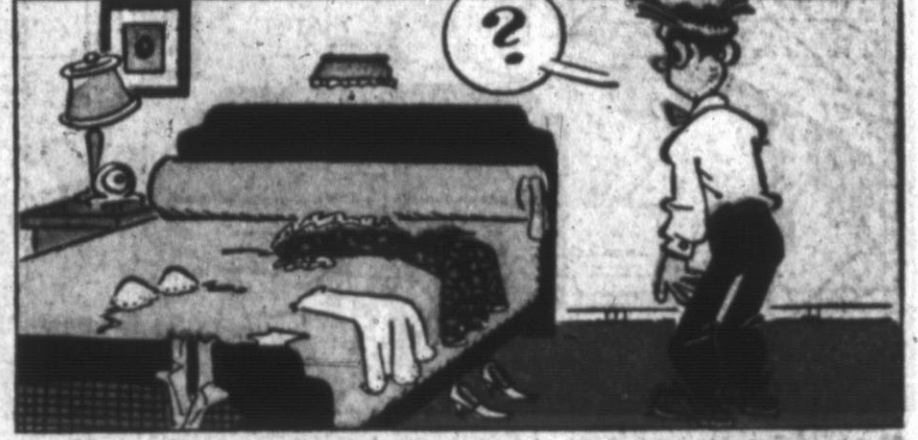
EAST HWY 60

HEREFORD, TEXAS

EM 4-3867

SUNDAY, MARCH 29, 1964

BLONDIE



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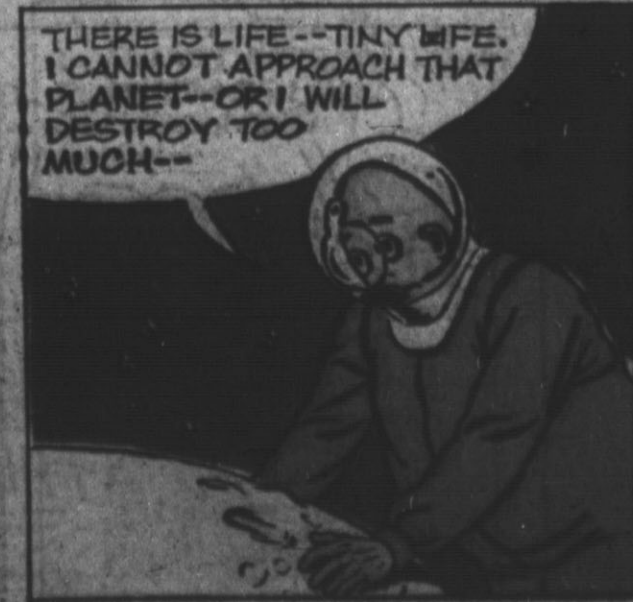
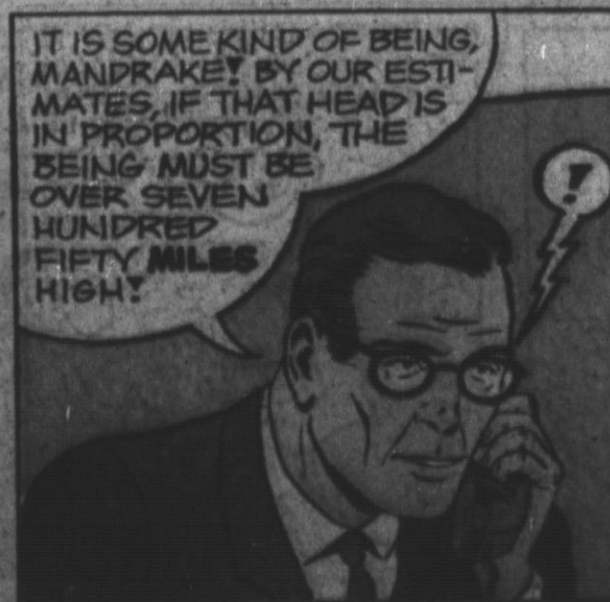
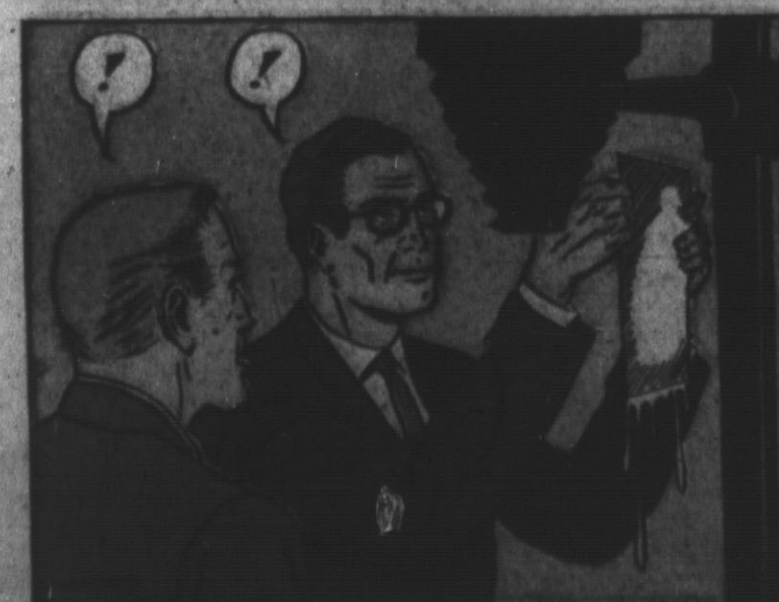
MANDRAKE THE MAGICIAN



BY LEE FALK & PHIL DAVIS



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The PHANTOM

By Lee Falk



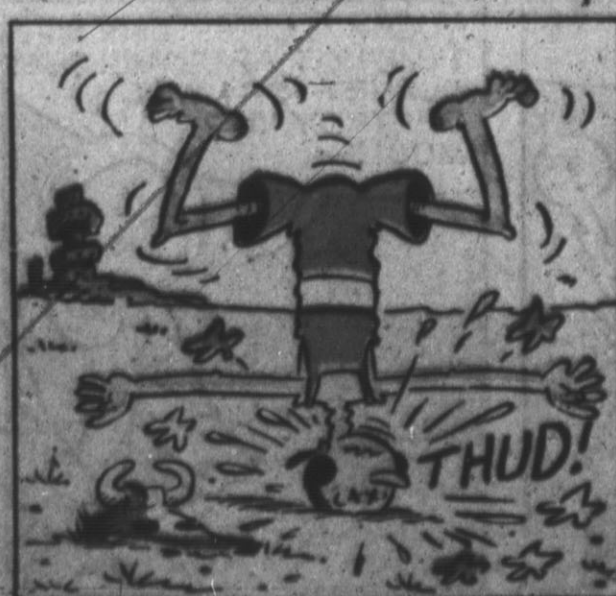
BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



THIMBLE THEATRE starring POPIEYIE

by BUD SAGENDORF



TIM TYLER'S LUCK

by Lyman Young and Tom Massey



GRANDMA

by Chas. Kuhn



BUZ SAWYER

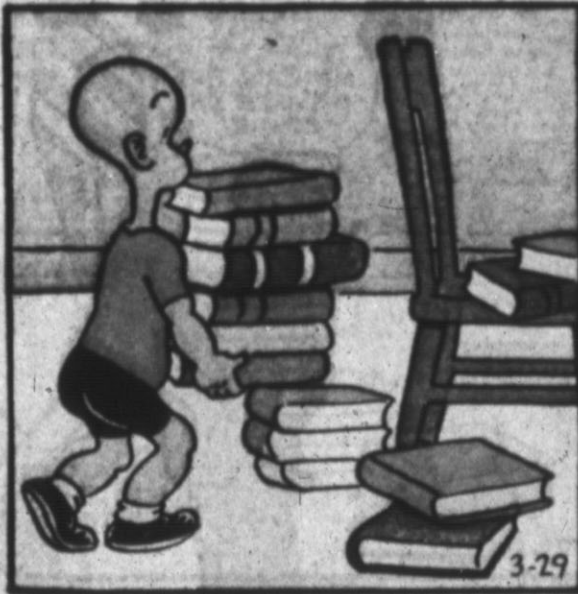
Featuring His Pal
Roscoe Sweeney
by *Roy Crane*



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HENRY

by **CARL ANDERSON**



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3-29

The KATZENJAMMER KIDS

by **JOE MUSIAL**



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3-29



beetle bailey

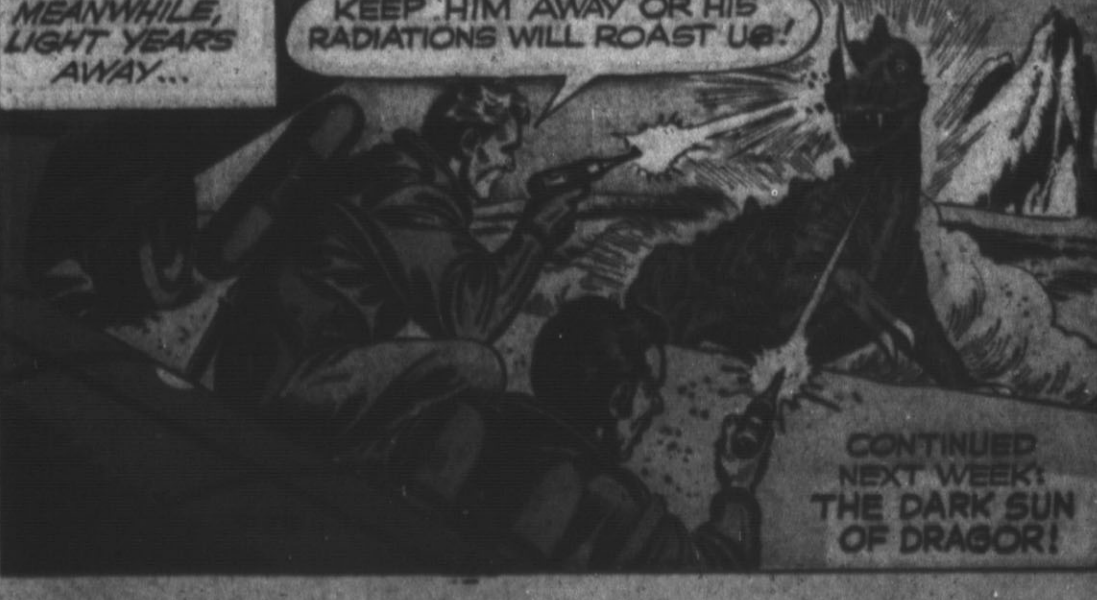
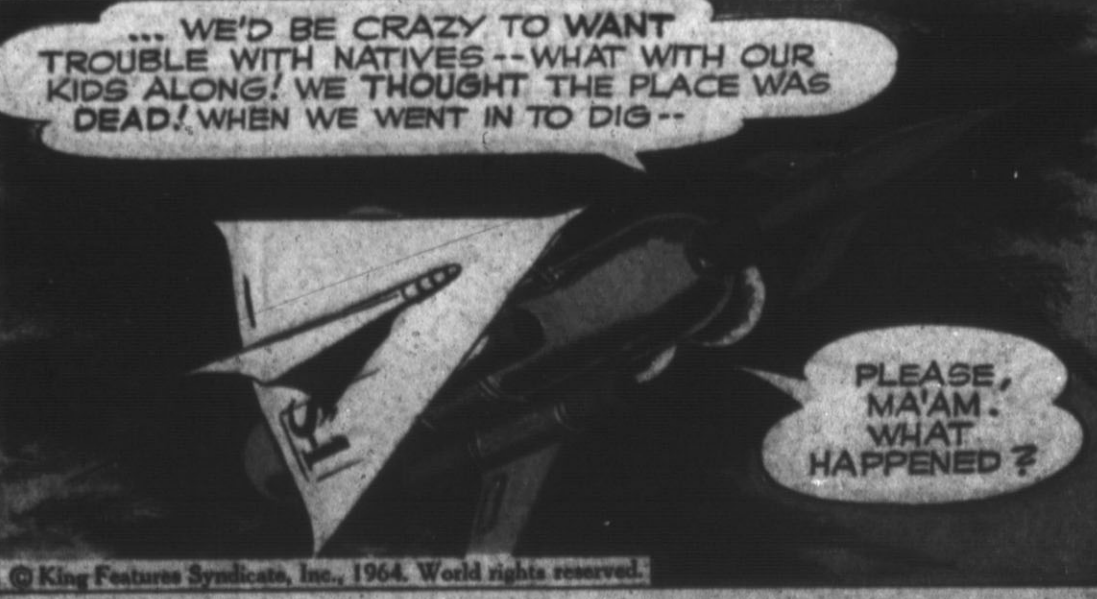
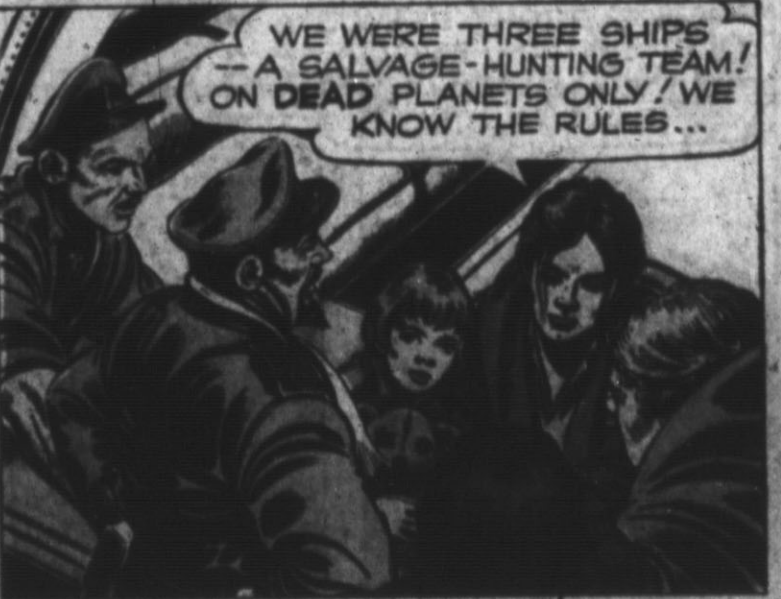
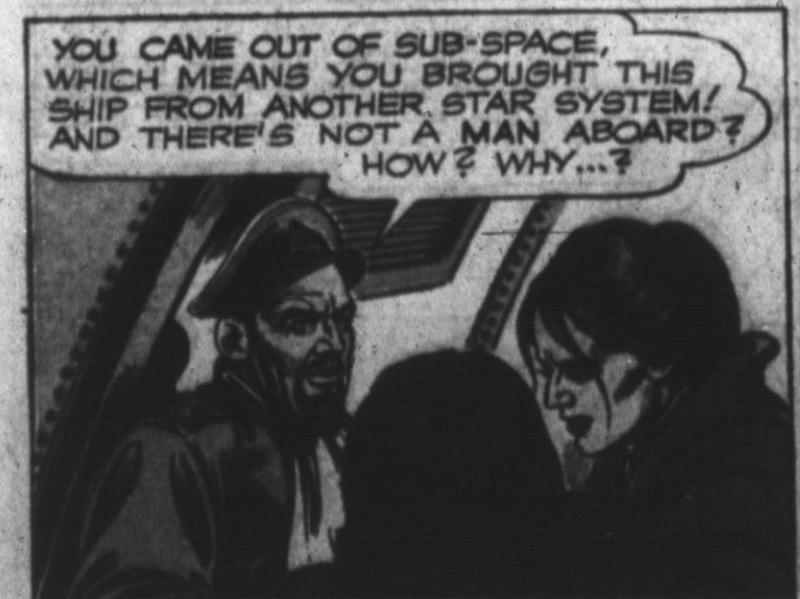
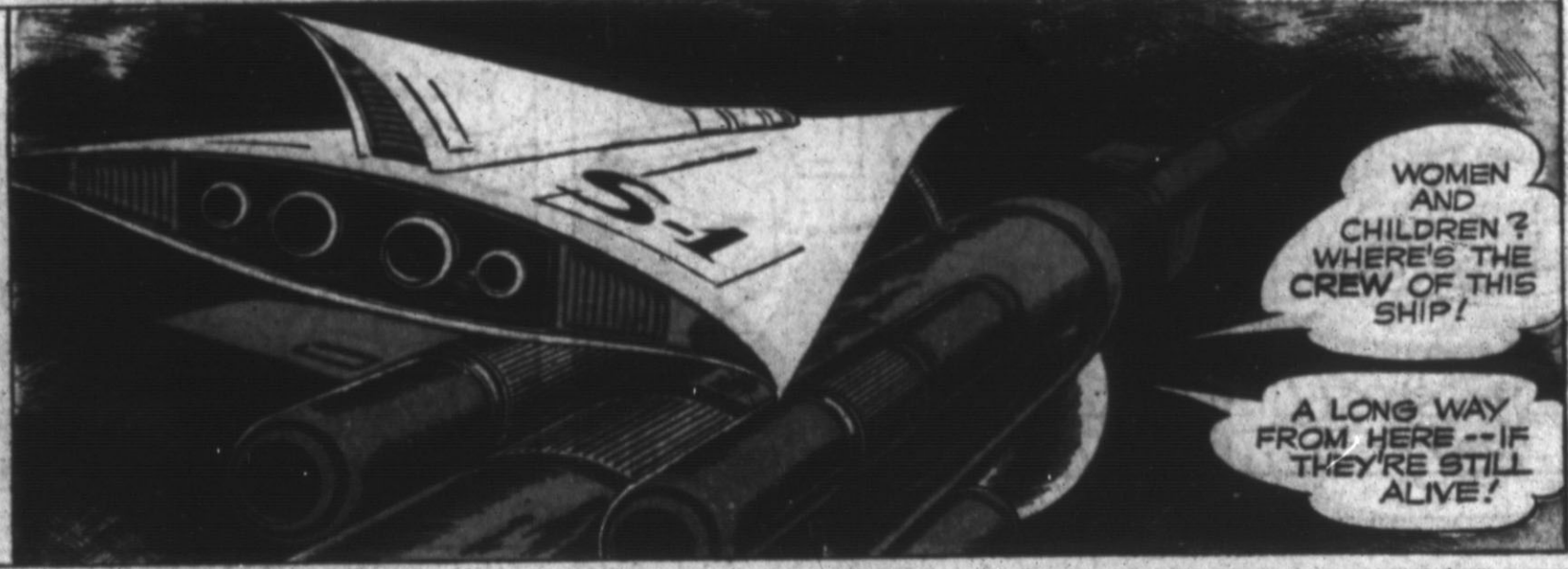
by mort walker



FLASH GORDON

MACRASSOY

IN THE DISTANT STAR LANES, THE CREW OF A PATROL SHIP HAS BOARDED AN OFF-LIMITS MERCHANT SHIP...



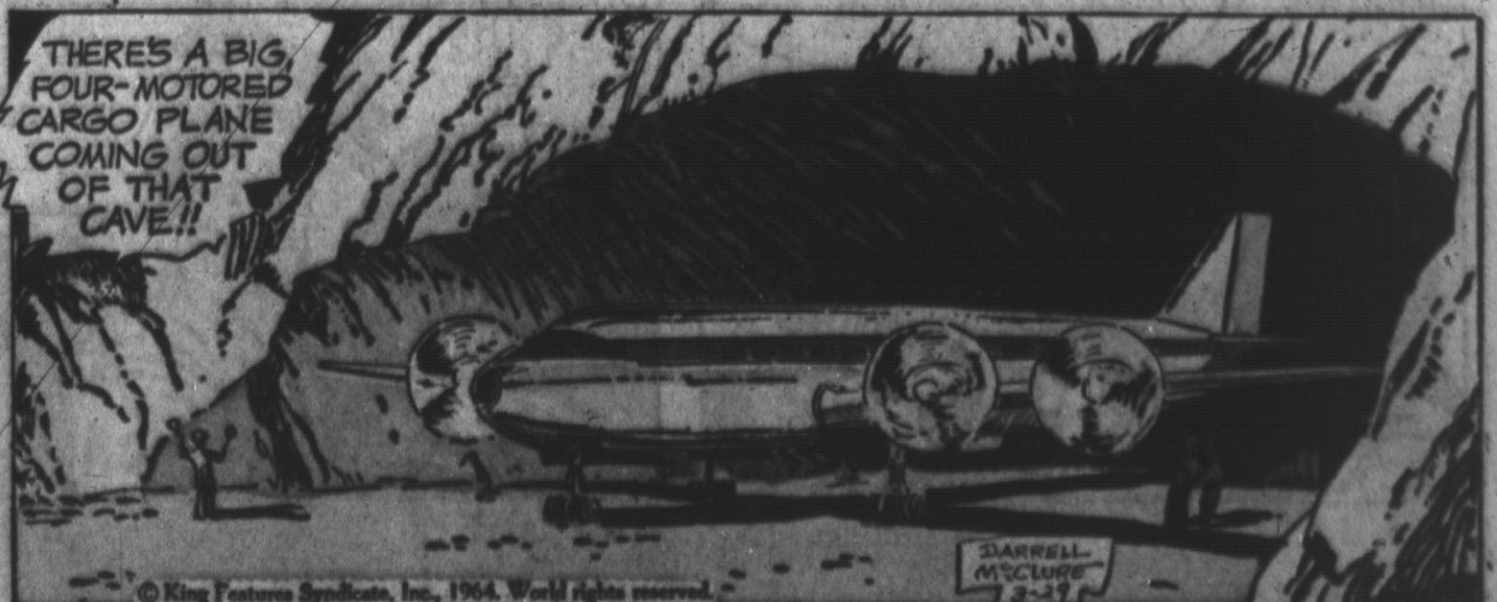
LITTLE IODINE[®] by JIMMY HATLO



The Little Woman by DON TOBIN

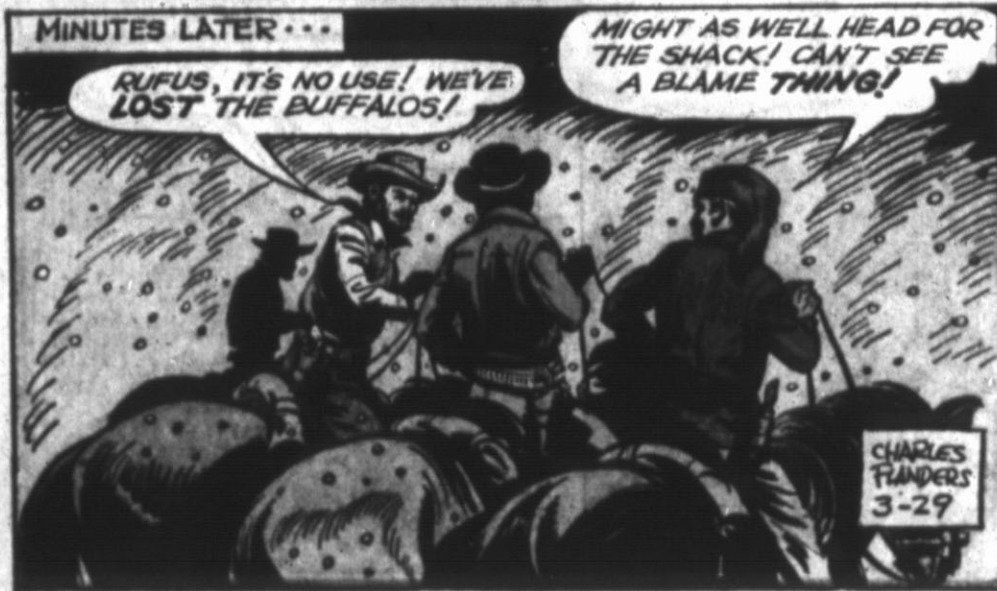


LITTLE ANNIE ROONEY by DARRELL McCLURE



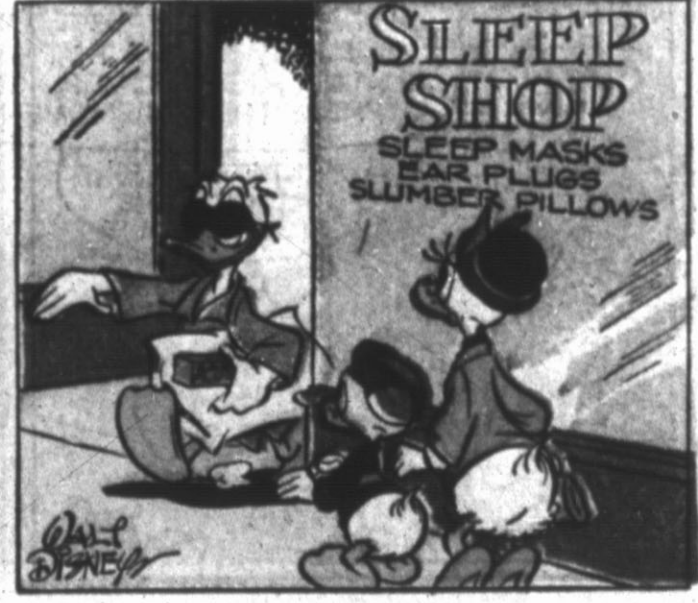
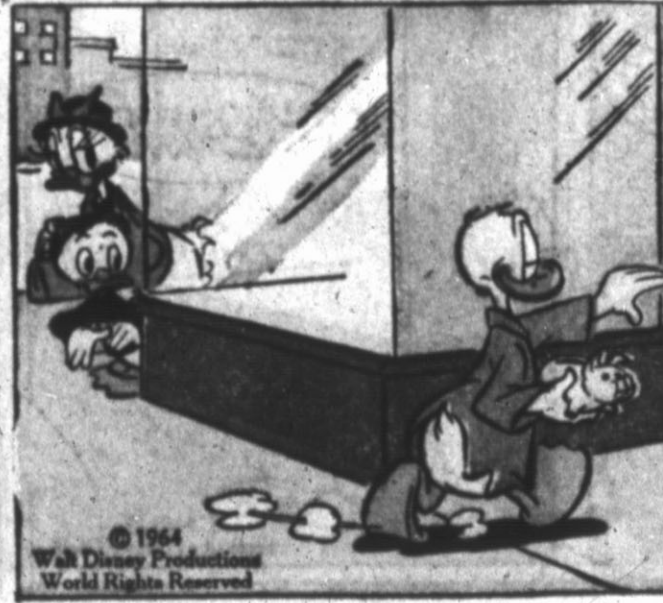
The LONE RANGER

by Charles Flanders and Paul S. Newman



DONALD DUCK

by WALT DISNEY



MICKEY MOUSE

by WALT DISNEY





MISTER BREGER by Dave Breger



BARNEY GOOGLE and SNUFFY SMITH by FRED LASSWELL

