

Annual Junior Livestock Show Next Week

—See ABI page this paper.

One Killed Early Monday In Buena Vista Shooting

\$2500 Bond Posted By Soliz

Demetrio Soliz, 32, a self-employed bricklayer who lives at 215 Hereford Calle, was charged with murder with malice Monday morning in connection with the shooting death of Henry Lopez, of 301 W. 2nd.

Soliz was arraigned Monday before Justice of the Peace Ernest Wade, who set bond on the charge at \$2,500. The bond was made in short order and Soliz left the Deaf Smith County Courthouse.

The Hereford Police Department dispatcher said he received a call at 1:12 a. m. Monday from a man who said he had just killed a man and "send the officers and ambulance."

When they arrived at the scene, officers found Lopez lying near his car, which was still running. Front doors and the rear door on the drivers side all were open.

City Patrolman A. J. Dickens said Lopez was lying on his back. The left arm was almost severed and a hole approximately four inches wide went across into his left chest under the armpit. Lopez was pronounced dead at the scene by Wade.

An examination at Gilliland Funeral Home revealed that Lopez had been shot once with a .30.06. The bullet passed diagonally through his body and broke the skin near his right side. A complete shell fired in a .30.06 is approximately three inches long and shatters on impact.

Wade ordered the body taken to Amarillo for an autopsy. "Mainly, I wanted to see the liquor content of the blood. The results of that autopsy were not known late Wednesday."

Soliz, who met Dickens as he started to enter the house, told the officers that he and Lopez had been having trouble during the day Sunday. He stated that Lopez had put sugar and salt in his gas tank earlier, but he (Soliz) did not want to file charges for it.

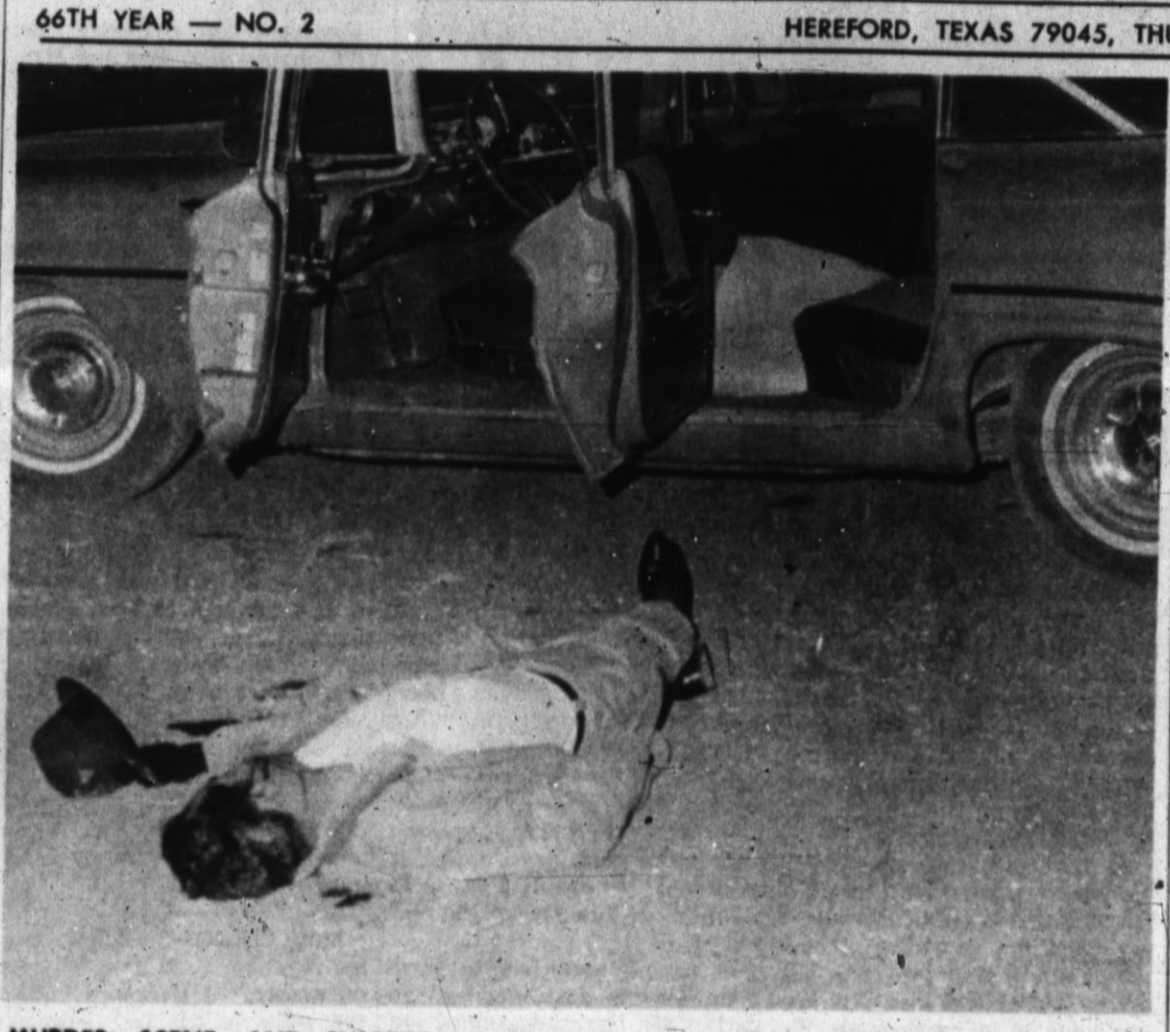
Monday morning, Soliz continued, Lopez drove into his driveway, started honking his

horn and creating a disturbance Soliz said he went out to the car, was talking to Lopez when he jumped out of the car and ran at him. Lopez was shot.

Soliz said he had asked Lopez why he had poured the sugar in his gas tank, but had not been able to understand Lopez just before he jumped out of the car. Soliz was taken into custody at the scene and transported to the city jail.

Lopez, a laborer, was born Nov. 15, 1933, in Rotan and came to Deaf Smith County in 1965 from Snyder. He is survived by a sister, Mrs. Anita L. Valdez of Snyder.

The body was taken from Amarillo to Snyder for services and burial under direction of the Bell Seale Funeral Home.



MURDER SCENE AND SUSPECT — The body of Henry Lopez is seen just the way Hereford police found it early Monday. Lopez, shot once with a .30.06, was pronounced dead at the scene by Justice of the Peace Ernest Wade. Arrested and charged with murder with malice was Demetrio Soliz, pictured at left. (Hereford Brand Photo)

The Hereford Brand

66TH YEAR — NO. 2

HEREFORD, TEXAS 79045, THURSDAY, JANUARY 12, 1967

26 Pages

Economic Program Given Approval By Residents

Committeemen for PEP (Panhandle Economic Program) are expected to be named this week as Deaf Smith County residents continue to arm themselves to begin a war against economic problems.

About 50 business, agricultural, civic and educational leaders left the Hereford Community Center after a two-hour meeting Tuesday night with enthusiasm aplenty. There was an apparent eagerness to get to the job at hand.

James Murphrey, coordinator for the PEP program, explained that the program is designed to be a unified effort for people across the entire economic region. Murphrey is coordinator of the data published by Texas A&M University under the title of "Panhandle Economic Program, Production and Management Guidelines Panhandle Resources."

Described as the most comprehensive survey ever compiled, the booklet is filled with the guidelines for the "mass application of the best production, marketing, precision management and conservation technology known today."

Murphrey said that nearly two years ago Texas A&M University was requested by economic leaders in the Panhandle to "assist with a study of the economic influences and future possibilities for the Panhandle." The PEP booklet is an extensive survey by the Texas Agriculture Extension Service of the north 26 counties of the Panhandle.

"This is the first attempt to take a whole region and look at the economic problems," Murphrey continued. "It is designed to be a unified effort for people in the entire economic region. It is a program for you. We have gone as far as we can. I brought this here tonight so you can see what needs to be done."

"It will take a year, two years five years before they begin to pay off," he continued. "This meeting is extremely informal. We want to get the reaction of what you think needs to be done and what you may want to work on." He added that the program could be considered a major accomplishment "if we can do nothing with it but be a watchdog on our economy."

"Right now, we want to get you as a group to sit down and look at the problems... set up sub-committees and begin to call on citizens to make any improvements," Murphrey said.

See RESIDENTS Page 2

County Accepts Little Bull Barn Addition

After a brief inspection tour Monday, County Commissioners accepted the additions built onto the east end of the Little Bull Barn. The steel structure is in the same style and colors as the original barn, but is 70 by 100 feet and will house approximately 90 steers. The addition cost the county \$18,000 but is needed for the livestock shows and other events.

The addition is not heated and can be cut off from the warm west end. Commissioners explain that this is necessary for the well-being of cattle. The warm west end will house barrows and lambs.

A special feature of the barn is the wash room that doubles facilities for grooming show animals. The rings and faucets are placed along the wall so several animals can be groomed at one time.

In other action, the commissioners authorized the bonding of elected officials and the deputization of clerks in the respective offices.

Charlie Stone was approved as a public weigher for precinct 1.

Stone operates a feed yards on Dairy Road.

Again this year, the county will ask for bids on gasoline and oil to be used by county vehicles.

After a discussion with T. E. Seigler, manager of Deaf Smith County Hospital, the court decided to authorize a security guard for the hospital and grounds. Hours have yet to be worked out, but the officer would be a deputy with the sheriff's department and would work both inside and outside the hospital.

The museum had representatives at Monday's meeting to discuss financing. Mrs. George Turrentine, Mrs. Henry Sears and Gene Fooks met to present bills and discuss future financial plans.

Commissioners told the group that the budget allocates \$5,000 for the upcoming year and that just over the \$3,000 allocated for 1966 had been used by the museum group. The court also complimented the group on having done so much with such limited funds.

Plans call for a late March opening.

Funds from three different sources, after a report from H. E. Henslee, were to be placed in time deposit for one year. These funds were: right of way interest and sinking fund, \$6,000; jail interest and sinking fund, \$7,000 and courthouse interest and sinking fund, \$5,000.

Sugar Growers To Convene Here

R. B. McAllister of KSCL, Lubbock, will be the featured speaker at the annual convention of the Texas-New Mexico Sugar Beet Growers Association Inc. A banquet will top off the one day affair held at the Bull Barn, here Saturday.

Implement dealers from Curry County, New Mexico, Farmers, Castro and Deaf Smith Counties, are assembling an implement display that will be open Saturday morning to the public. Business will begin at 3 p. m. in the Bull Barn for the meet. Children will be given tickets for a movie at the Star Theater.

See SUGAR Page 2

Hereford Is Study Target

Hereford will be a case study for the Wall Street Journal. Announcement was made this week in a telephone interview with Dennis Farney, a writer for the southwest division, operating out of Dallas.

Farney had said that the town was being considered because it has been unusually effective in attracting industry.

After conversations with several people in Hereford, Farney said that facts gathered as to industrial and business development confirmed their belief that the town could be used as a case study.

The story will be formulated from material that Farney will accumulate next week. He plans to spend nearly a week here, with a side trip to Muleshoe.

The article is slated for late January publication and will be part of a national picture being drawn by Wall Street Journal, Farney said. The story will go on to New York where it will get national circulation if plans develop.

When asked how he knew about Hereford, Farney said that he had just heard in an informal way that this was a town that was really moving along and on its own initiative.

While here, he plans to talk with civic and business leaders and to try to determine what makes the town "click."

Andy Kershen Re-Named District Water Director

In a record vote for a water district election, Andrew Kershen, incumbent, was voted back to High Plains Underground Water Conservation district with an overwhelming majority here Tuesday. Kershen whose name was on the ballot with Labry Ballard received 252 votes to his opponents 51.

L. B. Worthan will represent precinct 1 as county committeeman with a 74 count vote. Leroy Bodkin, his opponent received 67 votes.

Frank Zinser will again be committeeman at large, having received 186 votes to C. C. Ellis' 105.

Deaf Smith voters gave their approval to Hale, Swisher and Crosby counties entering this water district and becoming part of the financial structure of the district, however, these counties rejected the proposals.

Crosby County property owners turned down the issue by a single vote, 91-90. The other counties had clear cut decisions with Swisher turning it down 733-156 and Hale, 2,942-561.

Mrs. O. G. Hill, Sr., election judge said that 304 votes were cast, including absentee ballots. She said that last year only 31 votes were cast and that in 1965, 14 voters showed up — some of the precinct electing committeemen, having to be called to come vote so that the election could be held.

In Tuesday's election, she said that the voters came in a steady stream all day.

Kershen will be director from the water district precinct four which includes Potter, Randall, Armstrong and Deaf Smith counties.

He has been active in water conservation activities, having attended meetings in several states that were not a required part of his position as a water district director.

He said that he had worked 23 days this past year with only seven of those being formal water district meetings. He has attended the bureau of reclamation meetings in Albuquerque, tax institutes concerning water depletion, held by West Texas Chamber of Commerce and water meetings in Austin, Denver and California.

Three Year Contract Is Offered Johnny Clark

Superintendent Johnny Clark was offered a three year contract Tuesday night by the School Board at their regular meeting.

"I'd like to recommend a five year contract," Raymond White, board member said but it was explained that a school has to have 5,000 scholastics before it can legally hire a superintendent on a five year basis.

The Board individually expressed their appreciation for the work that Clark has done in his two years as administrator here.

Other action was aimed at adjustment of school policy. Under consideration were retirement rulings, sick leave for teachers and athletics in junior high school.

Date for trustee election was set as April 1, 1967 with final filing date March 2. Two places will be vacant on the board. Neither outgoing president of the board, Labry Ballard nor Raymond White has announced his intentions as to seeking re-election.

Building program as outlined for the vocational addition to the high school will begin soon after bids are let the last day of this month. Bids will be opened January 31 at 3:30 p. m. in

Frank Day Dies In Truck Wreck

A 25-year-old Hereford man was killed Wednesday morning when the molasses truck he was driving went out of control and overturned at Conway.

Dead at the scene was Frank Day of 401 E. Austin Road, an employe of the Pacific Molasses Company. Coy House of Route 3, Hereford, a passenger in the truck, received minor cuts on the face and head.

Highway patrolman Paul Little of Panhandle told the Brand Wednesday that Day was driving a truck load of molasses from Houston to Borger and was turning from U. S. 66 onto Texas 15 about 7:55 a. m. when the truck apparently went out of control and overturned.

Little said the cab of the truck was smashed, killing Day at the scene. House was asleep in the cab at the time, the second time he had been in the sleeper when a wreck occurred.

Funeral services for Day are planned at 2 p. m. Friday in Wesley Methodist Church, directed by Gilliland Funeral Home. Burial will be in Rest Lawn Memorial Park.

Born Jan. 29, 1941 at McLean, Day attended school there and in Hereford after his family moved here. He had been employed in Hereford since school days, and he was active in the Citizens Band Radio Club.

He was married to Bonnie Lou Ash, June 14, 1958.

Survivors include his wife, Bonnie; two daughters, Bonnie Pearl and Carol Ann; two sons

See DAY Page 2



Frank Day

C of C Banquet Slated Tonight

Tickets for the annual Chamber of Commerce banquet, which is being held tonight at the newly remodeled Bull Barn, were being sold at a faster pace with well over 500 already sold yesterday. They will be available at the chamber office today and can also be purchased at the door. Price for the tickets will be \$4.

This year, the feature speaker will be Joe Burger. He is listed in the Top Speakers List of the American Society of Association, Executives and the Speakers Roster of sales and Marketing Executives International and is also listed in Who's Who.

See BANQUET Page 2

had happened as he waited in the emergency room at the hospital Monday.

Bates said Puente and his father had been working in a field near Bates' home spreading fertilizer when something went wrong with the power take off drive shaft on the machine. "The boy went back to see what was wrong and must have stepped on the drive shaft," said Bates. "His father said he heard the noise and looked and the boy was just spinning around."

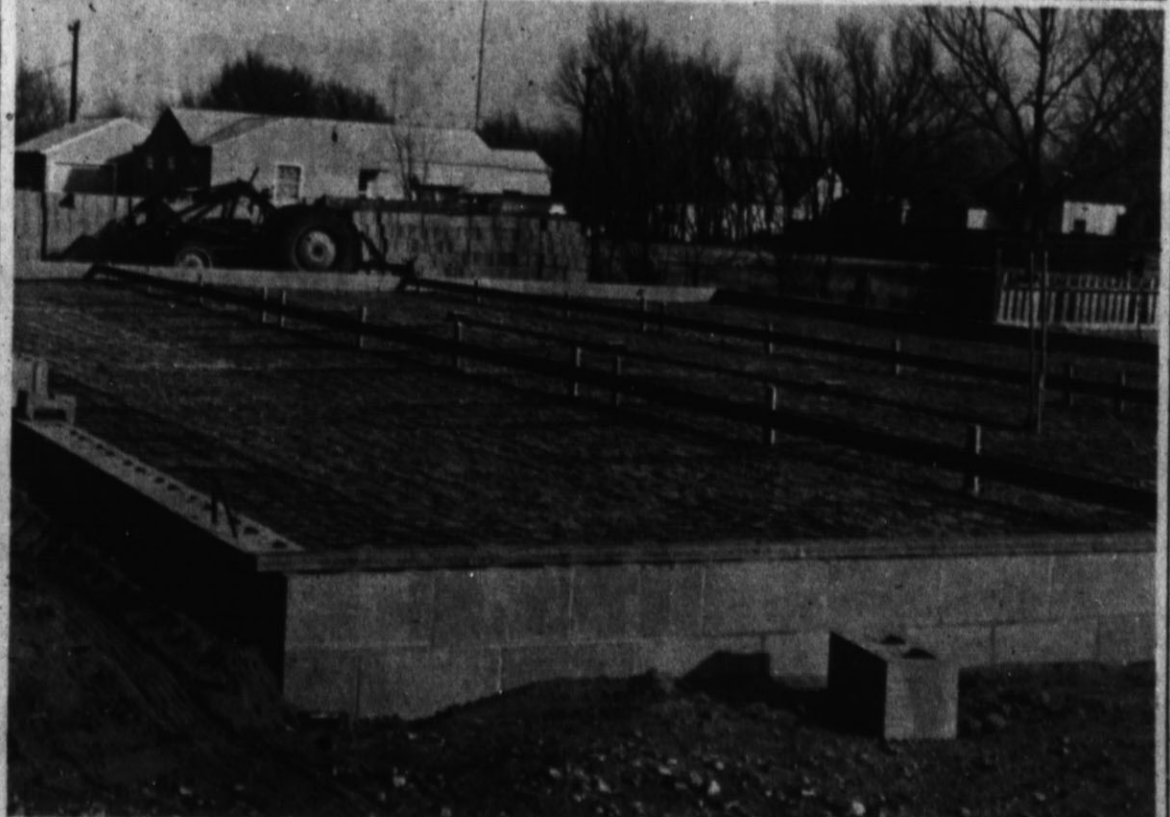
The father, Bates explained, was unable to get close to the boy and didn't know to cut the tractor off so he ran and got D. E. Evans, another employe on the farm. Evans stopped the machine and Puente's father ran to call an ambulance.

Bates said "both D. E. and the boy's father thought he was dead, so I went and told the rest of his family that he was. When the ambulance got there and they began to load him, he started to breath real easy. They'll be real happy when they get here to know that he's still alive."

Puente was attended in the emergency room at the hospital by Dr. C. E. Rush. "It was not a clean cut," Dr. Rush said in describing the leg injury. "It jerked it off."

Shortly after Puente was admitted to the emergency room, nurses began searching for blood donors. Bates asked the nurse what type blood she needed, was told, and quickly volunteered.

Dr. Rush said Puente had regained consciousness Tuesday morning and had spoken to his mother.



CONSTRUCTION STARTED — Work has begun on the 40x60 building that will house the Texas Employment Commission. The building is located at Seventh and 25-Mile Ave. (Hereford Brand Photo)

REGISTER

Voting registrations continued far below normal this week, as a total of 763 persons registered at Deaf Smith County Tax Assessor-Collector's office by Wednesday.

All persons between 21 and 61 years of age are eligible to register and those over 61 do not have to register if they have an affidavit of exemption. Deadline for registration which is free since the voting down of the poll tax, is Jan. 31.

School . . .

(Continued from Page 1) er shortage is so acute. The board discussed several possibilities but will study the problem further. It is felt that many teachers have several years for teaching even upon reaching sixty-five, while others, whose health is not so good, will be ready for retirement before that age. Principals present discussed the problem with the board but had varied opinions as to who should make and what decisions should be.

Several instances of hardship were cited due to another rule in the policy book. Clark said that the one-hundred and eightieth salary penalty had been decided for teachers absent from school without personal illness or death in the immediate family because many abuses had been seen. What this means to a teacher is that if she is absent without cause noted in the policy book, she will lose about \$30 a day because the penalty is based on nine months. The teacher actually draws her salary on a

twelve month basis but the penalty was made necessary by people who were using time for personal reasons.

It was decided to ask a committee of teachers to study the question and come up with a recommendation for the board that would have controls on both teachers and special cases.

When the question of junior high athletics was mentioned, White said that he hoped that fewer competitive games would be played and that more games between students in a school could be arranged for that age boy. Clark said that the new policy being worked out for junior high arranges several weeks without any competition outside the boys own school.

Final details have yet to be arranged, but the over-all athletic program seemed to meet the approval of the board.

In other discussion, the superintendent outlined reports he had from the state education agency that proposes area educational service centers. This plan would divide the state into twenty areas and would be structured similarly to a local school system but would encompass several towns. Objectives pointed out for the program include locally oriented cooperatives, help in administering and fusing together federal programs, and media centers that have already been approved by the legislature.

Clark said that the plan would be discussed in area meetings of administrators and by local boards before it is adopted. He expressed hope that the local board would have opportunity to offer suggestions or objections to the plan.

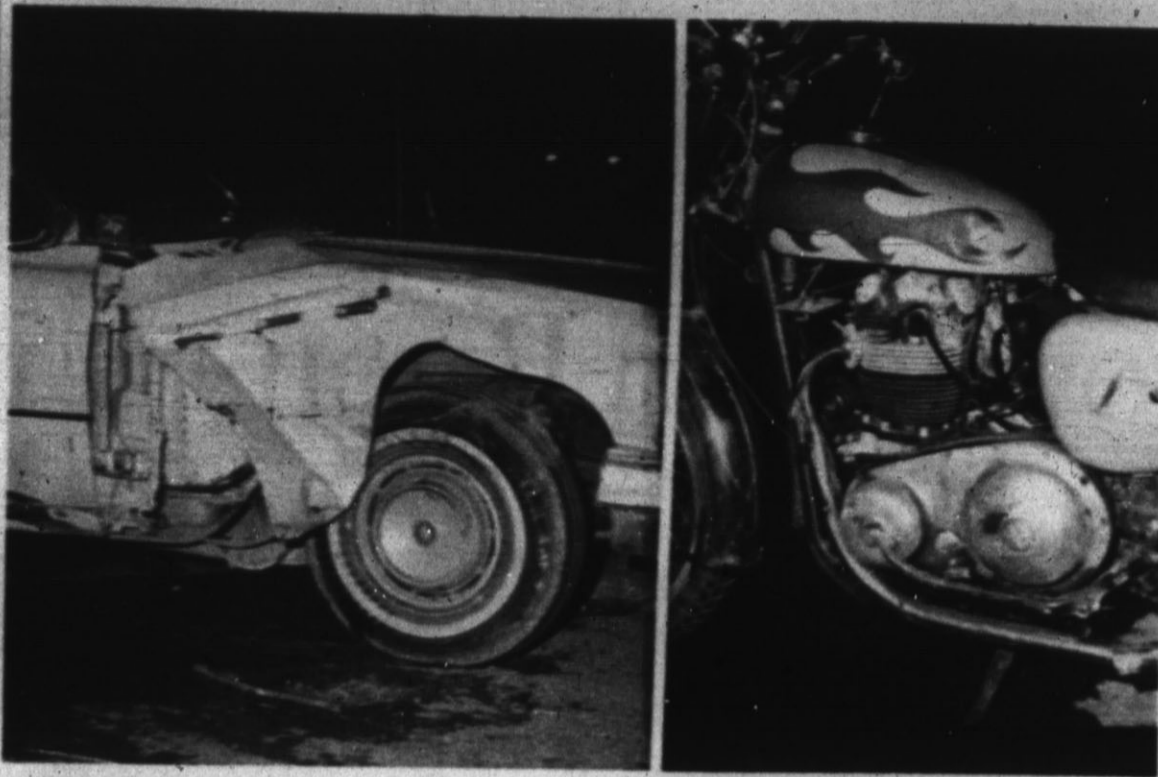
Day . . .

(Continued from Page 1) Frank Jr. and Billy; his mother, R. F. Day, all of Hereford. In addition there are four half-sisters, Mrs. Floie Simpson of McLean, Mrs. Fae Davis of Hobbs, N. M., Mrs. Iva McGehee of Ingram and Mrs. Alta Reynolds of Pampa; and two half-brothers, Orval and Oscar Holt of Amarillo.

Slight Damage In Tuesday Crash

Two cars collided Tuesday afternoon as Mrs. J. N. Coleman, Rt. 4, attempted to make a right turn from Park Ave. to US 385 in her 1965 sedan and Edgar Walker, Rt. 1, was going north on 385.

Damage to the Coleman vehicle was estimated at \$20 while Walker's automobile incurred \$50 damage.



ACCIDENT SCENE — Harry Vogler, 17, sustained a broken leg about 6:15 p.m. Wednesday when the motorcycle he was riding was struck by a car at 385 Moreman. Vogler was rushed to Deaf Smith County Hospital where he was receiving intensive care at press time Wednesday. (Hereford Brand Photo)

Residents . . .

(Continued from Page 1) Those in attendance were given a sheet containing the 18 major areas of program emphases as listed in the PEP booklet. "These are 18 of the things I recognize as being significant enough for you as a group to pull out and go to work on," Murphrey explained. The group was asked to mark the problems they felt to be most important and turn them back in for study by the executive committee. Chairmen of the committees will be named from the lists. The major problems as listed under the program include:

1. Decline of the water table of the underground irrigation supply.
2. Economics of water use within agricultural alternatives and industrial uses.
3. Increasing cost of establishing and operating irrigated farms in relation to returns received from basic production of wheat, grain sorghum, cotton and cattle.
4. Market possibilities for "new crops" produced or potential production within the area, such as soybeans or vegetables.
5. Shortage of labor supply, both quantity and quality.
6. Low levels of management among many farmers and rural business people.
7. Knowledge lag — rapid change in technology making it difficult for farmers and businessmen to keep up with the changes.
8. Possibilities of more interrelation between agriculture and the petroleum industry.
9. Possibilities of more pro-

Vehicles Need To Be Registered Before April 15

AUSTIN — Col. Homer Garrison, Jr., director of the Texas Department of Public Safety, reminded Texas motorists today that most vehicles have not yet been inspected for their 1967 vehicle inspection sticker.

"The inspection period is two-thirds over and only about one-third of the vehicles have been inspected," said Garrison. "This means that during the 14 weeks remaining before the April 15 deadline for inspection more than twice as many persons each week must have their car inspected to avoid long lines forming at the end of the period."

In urging motorists to have their vehicle inspected at an early date, Garrison pointed out that official inspection stations are easily identified by the standard sign display at or near the service entrance of the garage.

He advised that inspection stations are being urged to request permission to inspect any vehicle brought into the garage for repairs or regular service.

"In this way," Garrison pointed out, "time will be saved for the motorist as well as for the inspection station."

"And if you have not had your vehicle inspected, take it to one of the 5,500 authorized inspection stations for a 'check-up' and start the new year off right with a safe vehicle."

Opener Dropped To Tulia Five

The Whiteface basketball team dropped their district opener to the Tulia Hornets Tuesday evening by a score of 59-51.

The local B team did no better, as they fell before the Tulia Bees, 56-38.

Gene Duvall led the Herd in scoring with a total of 17 points. Oran Watson led Tulia's scoring with 12 points.

The loss to Tulia gives Hereford a 0-1 district record, and a 4-14 record for the year.

Sugar . . .

(Continued from Page 1) and the Ladies will be entertained at Hereford Country Club with a style show.

Special guests of the beet growers will be Holly Sugar officials including Dennis O'Rourke, Glenn Yeager, and Dexter Lillie, as well as area bankers.

Shirley Garrison, president, will preside at the meetings and the annual report will be given by executive secretary James Witherspoon.

Mrs. Jay Boston is chairman of the style show and Mrs. Shirley Garrison is decorations chairman. Mrs. Virgil Marsh is in charge of menu planning. The banquet will be catered by Caison House.

1,000 PEOPLE ARRESTED CHANDIGARH, India

A Punjab state government spokesman said almost 1,000 persons had been arrested in a drive against black-marketeers and persons adulterating food-stuffs.

Young Farmers, Homemakers Attend Meeting

Representatives of Hereford chapters of the Young Farmers and Young Homemakers of Texas will go to Corpus Christi for the 13th annual convention of the two organizations this weekend. Registration is scheduled this afternoon and convention programs Friday and Saturday.

Mrs. Larry Dobbs, president of the YFT chapter, here, will be installed as state vice president for Area I in the women's organization. Mrs. J. J. Durham, chapter advisor, accompanied Mrs. Dobbs to Corpus Christi.

Expected to represent the YFT chapter are Mr. and Mrs. Bobby Veigel, Mr. and Mrs. George Zetsche, Mr. and Mrs. David Brumley. The chapter president is Carl Straffuss.

Convention highlights will include naming of the Star Young Farmer of Texas, outstanding members and outstanding new chapters, as well as new state presidents of the related organizations.



Marcus Burnum

VICA Initiation Is Held Monday

The local chapter of the Vocational Industrial Clubs of America held its formal initiation Monday evening at the high school.

Conducting the initiation ceremonies was a group of VICA students from the automotive mechanics chapter in Lubbock.

Included in the group was the state president of the VICA organization, Marcus Burnum. He was assisted by the president of Chapter 10 in Lubbock, Eddie Smith.

Heading the Lubbock group was Marcus Barnett, club supervisor of chapter 10. Alvin Smith, coordinator of Industrial Cooperative Training in Hereford also participated in the initiation.

The Vocational Club is a new organization in Hereford, coming into existence with the formation of the industrial organization program. Some 23 high school students belong to the Industrial training division of the club. Also included is a chapter of cosmetology, auto-mechanics and building trades.

The ceremonies were attended by approximately 40 students of the various chapters in the Hereford area.

Banquet . . .

(Continued from Page 1) Who in the West and Who's Who in Commerce and Industry. His topic will be "Pay Day-Some Day."

For the first time in many years, the banquet will be catered by a local firm, being catered by G. D. Caison of Caison House.

Another highlight of the event will be the presentation of the Citizen of the Year Award. The award is made annually by the Lions Club and this year will be presented by Boss Lion Bill Gentry.

Raymond White, immediate past president of the chamber, will introduce out of town guests and will also make several presentations.

Wayne Phillips, chairman of the foods committee, has been working on physical arrangements as has Jim Ivy and Howard Johnson, committee for the decorations. Charlie Bell is program chairman; Don Chaney is in charge of publicity and Bill Thompson, chamber manager, is administrator.

Lynn McLarty will present dinner music on the organ for the annual event which will be held at 7:30 tonight.

Pickup Loss \$200 In Wreck

An accident on 25 Mile Avenue Tuesday afternoon resulted in \$200 damage to each pickup involved. The collision occurred as Samuel Walsler, driving a 1966-1967 pickup, south on 25 Mile Ave. attempted to make a left turn onto Lee St. and Thomas Appleton drove a 1961 pickup north on 25 Mile Ave.

There were no injuries. Appleton's pickup is owned by Johnny Patterson, Rt. 4.

Mrs. Charles P. Wilson (Helen Sjel) of Gladwyne, Pa., set an amateur golf record with a 296 score in the 1965 Women's Open at Atlantic City, N. J.

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ALWAYS FIRST QUALITY
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5. Install new front grease retainers
6. Bleed and refill hydraulic system
7. Lubricate shoe contact points, adjust assembly
8. Grind linings to proper drum size
9. Inspect master cylinder
10. Road test by service specialists
11. Free brake adjustment for life of lining!

WE'LL SERVICE YOUR CAR WITH EXTRA CARE!
*Chrysler products, self-adjusting brakes \$5 extra

DRIVE IN! CHARGE IT! NO DOWN PAYMENT!

THANKS
To all who worked and supported me.
Your help and kindness will always be appreciated.
ANDREW KERSHEN

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PHILCO NO-FROST ICE MAKER REFRIGERATOR

Reg. \$539.95 **\$388⁸⁸** with operating trade
Model 17 RD 9A

And It's No Ordinary Refrigerator!

- It never needs defrosting
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Fresh Fruits & Vegetables

ALL WINTER LONG at

FURR'S LOW PRICES



APPLES
ORANGES
TANGERINES
GRAPEFRUIT
PEANUTS

Extra Fancy Red Delicious Golden Delicious Winesap or Red Romes **19c** LB. MIX or MATCH
Calif. Sunkist Navels **17c** LB.
Calif. Sunkist Zipper Skins **19c** LB.
Texas Ruby Reds **71 1/2c** LB.
Bo's Roasted or Raw **2 Lb. Bag 69c**

"FURR'S FRESH FROZEN FOODS"

CREAM PIES Morton's Fresh Froz. Assorted **25c** Each

DRINKS Fresh Frozen Libby's Assorted Flavors 6 Oz. Can **12 1/2c**

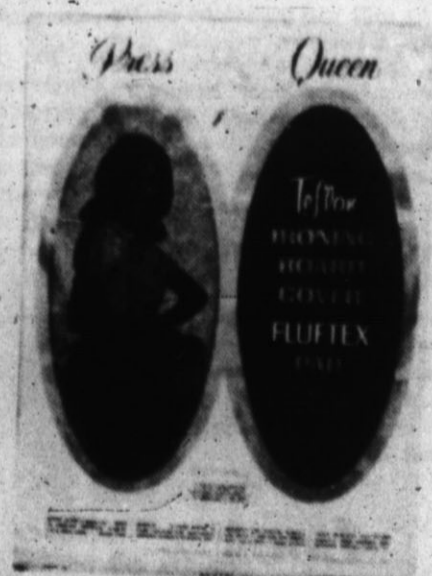
FRENCH FRIES Fresh Frozen Tater Boy Crinkle Cut 2 Lb. Bag **25c**

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Set, Reg. 99c
Teflon Cover
Tufted Pad

66c



DAMPENING BAG Bushel Size Plastic Reg. 69c **49c**
CLOTHES SPRINKLER Plastic Large Size **9c**
SPONGES DuPont Large Size 4 In Package **39c**
CLEANING FLUID Energine 8 Oz. Can **49c**

COLD TABLETS
CONTACT Reg. 1.36 **\$1.19**

VITAMIN C TABLETS
Valiant Chewable 100's **49c**

LOIN ROAST Half Pork, Fresh Tender Young Lb. **59c**

Roast Fresh Pork Shoulder Lb. **49c**

PORK CHOPS Choice Center Cut Rib Cuts Lb. **79c**



FRESH BACKBONE Fresh Young Pork Lb. **69c**
SLICED BACON Salt Free Lean Streaked Lb. **69c**
SAUSAGE Fresh Market Made 2 Lb. Pkg. **89c**
BACON Tall Korn Sliced Lb. **59c**

FRESH FROZEN

HENS

USDA Grade A Large White Buffs Lb. **39c**

FURR'S DELICATESSEN

Four Individual Hickory Smoked Links
1 Lb. Potato Salad 1 Pint Mexican Slaw
All For **\$1.79**

TISSUE Zee 4 Roll Pkg. **29c**

TIDE Giant-Box **69c**

MIRACLE WHIP Kraft's Qt. **49c**

TOMATO JUICE Stokley's 46 Oz. Can **25c**

Coca Cola 6 Botl. Ctn. Reg. or King Plus Dep. **39c**

BLEACH Purex Gallon **49c**

COFFEE Folger's or Chase & Sanborn All Grinds Lb. Can **66c**

BREAD 1 1/2 Lb. Loaf **2 For 49c**

ICE CREAM Farm Pac Assorted Flavors 1/2 Gal. **59c**

BUTTERMILK Plains 1/2 Gal. **39c**

EGGS Farm Pac Grade A Med. Doz. **47c**





DEPUTY SHERIFFS — The Deaf Smith County Sheriff's Department is at full strength again since the recent hiring of another deputy. From left to right are Domingo Besina, Tommy Simon, Bill Rowland, Pete Cole and Travis McPherson. (Hereford Brand Photo)

Full Crew Of Deputies Operate At Full Throttle

By TOM PORTER
Staff Writer

The recent addition of another deputy to the Deaf Smith County Sheriff's department has set it running at full throttle with five deputies who have a combined total of about 30 years experience in law enforcement.

Newest addition to the department is Bill Rowland, 25, who had been a city policeman in Donna four years and a member of the Hidalgo County Sheriff's Department eight months. Rowland, who is single, arrived Dec. 18, primarily handling burglary and theft checks now. Rowland has taken several criminology courses.

Tommy Keith Simon, 28 has

been in law enforcement work since he was 17, putting in the first four years with the Air Force Military Police. When discharged, he began work for the Amarillo Police Department, principally handling narcotics and vice in undercover work for a year.

Simon spent two years on patrol in Amarillo before joining the detective and homicide squad for three years. He moved to Hereford in June, 1966, with his wife, Hazel and two-year-old son. Presently a night deputy, Simon handles a great portion of the civil papers, besides making area checks during his shift.

Travis Witherston, 25, is the

least experienced of the deputies, having joined the department seven months ago. A butcher for Butcher Boy's Market in Hereford for about 3 1/2 years, McPherson said he "always liked the work real well" and got into it when he took a correspondence course on identification and investigation.

McPherson's duties include working the records and looking after the jail and prisoners. He and his wife, Joan, have a five-year-old daughter and a three-year-old son.

Domingo Besina, 38, has been with the department the longest starting in 1956. Besina works primarily out of the Labor Camp which he has managed since 1952. He and his wife, Katherine, have five children.

Pete Cole, 38, will finish six years work with local law enforcement departments next years work with local law enforcement departments next month. Cole, who is chief deputy in the department, was with the Hereford Police Department two years before joining the sheriff's department. Before joining the police, Cole had been in the Air Force 14 years.

Cole has attended the Texas A & M Basic Police Course, the Department of Public Safety Criminal Investigation and Identification Course, and several field courses on firearms and other law enforcement procedures. He and his wife, Anna, have no children.

Also working in the sheriff's department are dispatchers, Mrs. Linda Huckabee and Wallace Cox, and secretary, Mrs. Florence Robinson.

County Sheriff Ed Roberson said he has cut the department's third shift — from midnight until 7 a. m. — and is working with the city now. "We've got a direct line to the city and so far it's worked real fine."

Football Awards

Newly Named Captain Tucker Twice Honored

Three members of the 1966-67 Hereford Whiteface football team were honored during the annual Football Banquet Saturday night, with one of the three receiving a double honor.

Gary Tucker, 170-pound half-back, had the double honors bestowed on him when the Whitefaces cheerleaders voted him recipient of the first "Skull Award" for outstanding play, and the other players voted him as team captain. Balloting on the honored position was made at the season's end.

Ricky Fangman, 210-pound tackle, received the "Hustling Whiteface" award from the Hereford Brand, and Tony Malouf, 190-pound fullback and defensive linebacker, received the "Fighting Whiteface" award from the cheerleaders.

Tucker was named to the All-District 1-AAA team both on offense and defense, and to the South Plains Dream team selected by the Lubbock Avalanche Journal. He was named honorable mention on the defensive team as a junior.

Fangman was also named to both the offensive and defensive All-District teams, the South Plains Dream Team, and was honorable mention on the Fort Worth Star-Telegram All-State team for Class AAA. He was honorable mention on the All-District defensive team as a junior.

Malouf, called one of the best blocking backs ever to play for HHS, was named to the All-District team for the second

straight year. He made the team at guard as a sophomore and was honored again this year in the linebacker spot.

Team captains, Fangman, Malouf, Ernie Williams and Tucker, also presented appreciation awards to all of the coaches, cheerleaders.

Prior to the awards presentation, members of the varsity and junior varsity were introduced to the nearly 200 persons attending. Coach Larry Brown introduced the "B" team linemen and Coach Jack Waggoner the "B" team backfield. The varsity players were introduced by coaches Bill Narrell, ends J. A. Williams, interior linemen, and Joe Brooks, backfield. Head coach Jack Meredith introduced the captains and made the announcement that Tucker had been named captain. As each player was introduced, the coaches described that player's achievements during the past season.

Banquet speaker Chuck Purvis, backfield coach at Baylor University, presented a list of fine qualities which could be picked up while playing football. He listed the qualities as "loyalty, learning to help another person with his weakness, responsibility, learning to be a team guy, seriousness, courage and the ability to face any type problem, and obedience to duty."

"These things we learn in athletics should be carried over into business life," Purvis stated that "athletes have a trem-

endous obligation in a community because you influence the junior high and smaller boys. They will watch and even copy you."

Calvin Goodin, immediate past president of the Whiteface Booster Club, served as master of ceremonies for the banquet. Invocation was given by Phillip Cain and the players response was presented by Gerald Witkowski. Mrs. James Tucker, chairman of the banquet committee, made the welcome address. Tom Porter made the Hereford Brand presentation.

The banquet closed with the singing of the high school alma mater.



BANQUET SPEAKER — Chuck Purvis, backfield coach at Baylor University, told members of the Hereford Whiteface football team Saturday night that "you have a tremendous obligation in the community because you influence the junior high and smaller boys so much." Purvis was speaker during the annual Football Banquet in the high school cafeteria. (Hereford Brand Photo)



SKULL AWARD — Gary Tucker, senior half-back, was one of three members of the Hereford Whiteface football team honored Saturday night during the annual Football Banquet. Tucker received the "Skull Award" from Donna Hill, one of the cheerleaders. Tony Malouf was presented the "Fighting Whiteface" award, and Ricky Fangman the "Hustling Whiteface" award for their outstanding play during the past season. (Hereford Brand Photo)



ADDED SURPRISE — Members of the Hereford Whiteface varsity football team received an unexpected surprise during the Football Banquet Saturday night when they were presented the new letter jackets for the past season work. The junior varsity letter jackets arrived early this week. (Hereford Brand Photo)

Style Show Held By LaPlata Girls

More than 60 home economics students in the LaPlata Jr. High School exhibited skills in both sewing and cooking in style shows Tuesday and Wednesday afternoons in the home economics department.

The Tuesday afternoon show was modeled by students in the 8th grade class who styled ponchos and shells that they had made. The ponchos were of varied fabrics and colors and featured fringed and dangling trims. Approximately 25 mothers and faculty members were served punch and cookies which the class had prepared in advance. Before and after the show, the models served refreshments. Their class is under the instruction of Leona Miller who

said, "They had to learn certain problems. I'm real proud of them."

The Wednesday style show was a showing of the more advanced work done by the 9th grade home economics class which is under the direction of Rose Mary Horn. The girls first modeled cotton jumpers made from similar patterns in an A-line style, which they made in class. Several students then modeled garments made as their "home experiences." These ranged from pajama sets and granny gowns to party dresses. This class also prepared and served their guests refreshments which they had learned to prepare in the first half of their class training of 18 weeks.



FIRST ATTEMPT — Linda Boggs was one of 27 girls who modeled garments they had made in a style show Tuesday afternoon in LaPlata's home economics department. The ponchos were first attempts at sewing garments for many of the girls in the 8th grade class. This poncho is a circular one made of a cotton paisley fabric and unlike most of the others, does not have fringe trim. It is hemmed with a blind stitch. (Hereford Brand Photo)

Speaking of YOUR HEALTH... Readers Are Asking...

By LESTER L. COLEMAN, M.D.

IS THE "strep" throat still a very dangerous condition?

Before the advent of the sulfa drugs and penicillin the term "strep" throat struck fear in families when it was present or even vaguely suspected. At that time the streptococcus germ especially the hemolytic variety

was considered particularly dangerous. The germ is a very angry one. It invaded tissues and spread rapidly causing all kinds of complications. Attacks of rheumatic fever, nephritis, pneumonia and abscesses of the tonsils are only a few of the severe threats of the violent strep infection.

Today it is all different. The angry strep has been controlled and kept in its place by the antibiotics. The germ itself is still a dangerous one if untreated or neglected. There are many "broad spectrum antibiotics" which dramatically overpower this dangerous germ and prevent it from spreading its havoc to distant parts of the body.

The greatest success against this germ is the early treatment. Only then can the strep throat be considered safe in contrast to its former dangers.

What is the most reliable way to find a doctor in a strange city?

When a family settles in a new city finding a family doctor should be high on the priority list of "musts." Almost always the neighbor or a friend can recommend such a physician in the immediate community.

An introductory visit by the family serves to establish the warm personal relationship that is the essence of an excellent

doctor-patient relationship. At that time a general history of the family and their chronic illnesses or special problems will alert the doctor so that the need for any urgent attention does not come as a complete surprise. To save the doctor and the patient a great deal of time a simple written outline of any unusual conditions like allergy, diabetes, convulsions and a list of vaccinations can be incorporated into his charts.

The first visit to a new doctor is always filled with some degree of anxiety. The natural temptation to compare the new strange doctor to the old trusted family friend is understandable. Soon the strangeness disappears in a remarkably short period of time and the new doctor is found to have all the characteristics of the old one.

If one is just passing through a city and develops an illness, the local medical society is an excellent source of reference for a specific doctor to fill a specific need. The medical officer of the community hospital is also in a fine position to suggest a physician. The emergency room of a hospital in large and small cities offers a great sense of security until a private physician is found. Many large cities have an excellent doctors emergency service to supply one if your own doctor is not immediately available during an emergency.

SPeAKING OF YOUR HEALTH—A happy retirement period is not an accident. It must be planned in advance.

Dr. Coleman welcomes letters from readers, and, while he cannot undertake to answer each one, he will use questions in his columns whenever possible and when they are of general interest. Address your letters to Dr. Coleman in care of this newspaper.

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Farm Tax Dates Are Emphasized

DALLAS — Farmers who earned at least two-thirds of their 1966 gross income from farming should file their declaration of estimated Federal income tax for 1966 on or before Monday, January 16, 1967. Form 1040ES should be used for this purpose.

However, Ellis Campbell, Jr., District Director of Internal Revenue in northern Texas, said that farmers need not file an estimate if they file their 1966 Federal income tax return, form 1040, and pay in full any tax due by February 15, 1967.

"Farmer's Tax Guide," (Publication No. 225), which furnishes information on this subject, may be obtained by dropping a post card to your District Director, Internal Revenue Service, 1600 Patterson Street, Dallas,

Texas 75201 or from your county farm agent.

Fishermen who expect to receive at least two-thirds of their gross income from fishing may file declarations of estimated tax, on the same dates prescribed for farmers.

Look Who's New

Mr. and Mrs. Eusebio F. Flores are the parents of a daughter, Armandina, born January 8. She weighed 8 lbs. 2 ozs.

Mr. and Mrs. Melvin A. Kalka are the parents of a son, Keith Alan, born January 9. He weighed 7 lbs. 5 ozs.

Bob Apisa, Michigan State junior fullback, was born on the island of Paga Pago in American Samoa.

Book Reviewed In Veleda Club

Review of a book which was a best-seller a few years ago, The Search for Bridie Murphy (Bernstein) was presented by Mrs. Johnny Clark for Veleda Study Club at its meeting Tuesday evening. Mrs. Dale Barkley was hostess in Pioneer Gas Company's Blue Flame Room.

The book which Mrs. Clark reviewed is a report of an experiment in hypnosis which resulted in the author's presentation of support for the theory of reincarnation. It aroused much comment when it was first published and became one of the most-read books of its time.

Mrs. Joe Frank Clark directed the business period. A letter was read from the Abilene State School, thanking Veleda Club for gifts sent at Christmas to the children there.

A change was announced in the meeting place for Jan. 24. Mrs. George Ritter will be hostess at her home west of Hereford, and members will meet at 7:30 p. m. at St. Anthony's School and drive out together.

Those present included Mmes. Ronald Harpster, James W. Durham, Hugh Clearman, Armon Lauderback, Dale Scott, Ritter, George Olson, Robert

Willmot, Glenn Watts, Billy Sison, Gid Brown, Bill Brady and Don Baugous.

No Injuries In Ave. F Wreck

A 1966 sedan driven by Nita Joyce Cash, 295 Grand Ave. and a 1965 sedan driven by Mrs. Puzant Torigan, 300 Sunset, collided Tuesday afternoon as Mrs. Torigan was stopped in the 200 block of Ave. F, letting passengers get into her vehicle. Nita Cash came up behind the stopped vehicle and swerved to avoid a collision but the two collided anyway.

The Torigan vehicle incurred \$16 damage while damage to the other auto was estimated at \$200.

Classifieds Get Results



NEW OFFICERS — Deaf Smith County Chamber of Commerce installed their new officers and directors during a dinner at the Coison House last Thursday night. Installed were Dub Hair, treasurer; Dale Young and Jerry Detwiler, directors; Nell Cooper, president; Ed Line and Earnest Langley, directors and Johnny Pool, vice-president. (Hereford Brand Photo)

Red Cross Board Hears Of Increased Activity

Increased activity in various phases of the Red Cross program in Deaf Smith County was reported by chairmen to the board of directors at their January meeting in First National Community Room Monday morning. Melvin Jayroe, county chapter chairman, presided. Service to military families is still a principal activity, as more calls come with the growing number of servicemen on duty

in Viet Nam. Mrs. Genevieve Miller, executive secretary, reported. More than \$3500 has been expended in this work for the current fiscal year.

In a new service offered families of military personnel, Charlene Blair is acting as a volunteer worker to mail newspaper clippings concerning local men in service to their families, with a note listing aid the Red Cross can give them when it is needed.

In the report of the water safety committee, of which Mrs. Bruce Miller is chairman a meeting was announced for 5 p. m. Tuesday in Amarillo to start a program of instruction on small craft safety, to be conducted at Lake Meredith and Buffalo Lake before the summer boating season. Volunteers are wanted to become instructors in small craft water safety.

Doyle Rush, Chairman of the newly reactivated disaster committee, reported its plans and asked for volunteers to fill some subcommittee posts. Five classes in first aid have been conducted in the county since Oct. 1, it was reported from that committee, of which John Giblland is chairman.

Mrs. Marvis Southward of the Red Cross Volunteers (Gray Ladies) reported contributions to Christmas activities in the Amarillo Air Force Base hospital from this county, with cash from Red Cross Youth and work by the Volunteers. Mrs. Clint Formby is the youth chairman.

The chapter received a certificate of honor from the national Red Cross, Debbs Knox, Mrs. Dean House and Alex Schroeter was given individual certificates, for reaching the county goal in the United Fund in which the Red Cross chapter shares. Citations of appreciation for aid in the national program of making Christmas gifts for servicemen in Viet Nam were awarded to King's Manor Arts and Crafts Club, Star Street Friendship Club, and women of the Presbyterian, First Methodist, First Baptist, First Christian and Dawn Baptist Churches.



Two Feted In Farewell

Punch and cookies were served to 25 counselors and members of the Girls Auxiliary of First Baptist Church Sunday at a farewell tea honoring Mrs. Dillie Kelly, former GA counselor, and her daughter, Mary Beth, a member of the Intermediate GA's.

The tea was held in the home of Mrs. B. L. Davis, GA director. Refreshments and decorations carried out the GA colors of green, white and gold. On the table laid with a white cloth was a yellow mum centerpiece. The honorees are moving to Albuquerque, N. M., to join Mr. Kelly, who was previously business manager for the Hereford school system. They were presented by the GA counselors and members with remembrance gifts. Mrs. Kelly was given a gold bracelet and charm with an inscription and Mary Beth an engraved charm.

Counselors present were Mmes. Ray Frye, Ray Don King, Ken Rogers, Jim Clifton and Harvey Penner.

CITATIONS SHOWN — At the monthly meeting of the board of directors, Deaf Smith County Red Cross Chapter, citations were presented from the American Red Cross to organizations, which assisted in Operation Shop Early and making of ditty bags which were sent for Christmas to servicemen in Viet Nam. Present to receive the citations for their groups were, from left front row, Mrs. Mollie Achgill, Emmanuel Lutheran Church; Mrs. Anna Blake, King's Manor Arts and Craft Club; back row, Mrs. Leroy Johnson, Dawn Baptist Church; Mrs. Jack Allen, First Christian Church; Mrs. R. L. Criswell, Friendship Club; Mrs. Owen Stagner, First Baptist Church. Citations for service in the recent United Fund campaign in which the Red Cross shares, were given Debbs Knox and Mrs. Dean House, lower photo.



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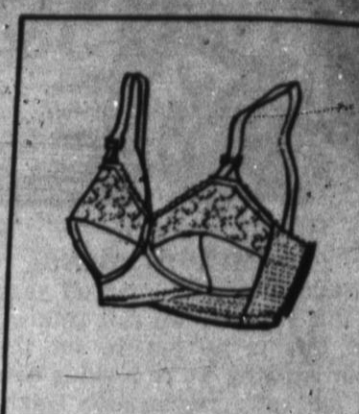
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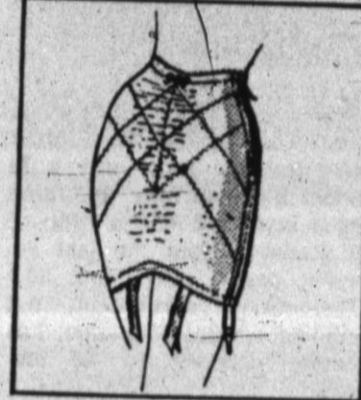
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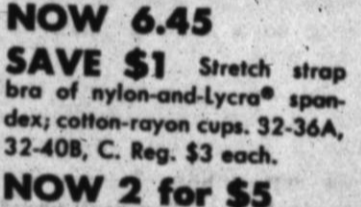
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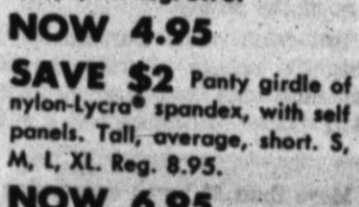
SAVE 1.50 Panty-girdle of nylon-rayon-rubber-cotton. Helanca® nylon bands. Average, tall. S, M, L, XL. Reg. 7.95. NOW 6.45



SAVE \$1 "Action-back" girdle of nylon-Lycra® spandex. Acetate-rayon-spandex panels. S, M, L, XL. Reg. 5.95. NOW 4.95



SAVE \$1 Stretch strap bra of nylon-and-Lycra® spandex; cotton-rayon cups. 32-36A, 32-40B, C. Reg. \$3 each. NOW 2 for \$5



SAVE \$2 Panty girdle of nylon-Lycra® spandex, with self panels. Tall, average, short. S, M, L, XL. Reg. 8.95. NOW 6.95

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<p>NATION-WIDE® long wearing cotton muslins. 133 count*</p> <p>Full 81" x 108" flat or Elasta-fit Sanforized Bottom 1.71</p> <p>Twin 72" x 108" flat or Elasta-fit Sanforized Bottom 1.51</p> <p>Pillow Cases 42" x 36" 2 for 83c</p>	<p>PENNA-PREST — never-iron sheets</p> <p>Reduced For the First Time</p> <p>Full 81" x 108" flat or Elasta-fit bottom 3.99</p> <p>Twin 72" x 108" flat or Elasta-fit bottom 2.99</p>
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<p>PENCALE SUPER size sheets Measure your mattress for size.</p> <p>Elasta-fit Sanforized bottom for 60" x 80" mattress 4.14</p> <p>& 78" x 80" mattress 6.84</p> <p>Flat Sanforized Sheets 81" x 120" 3.54</p> <p>108" x 120" 6.34</p>	<p>PENCALE Fashion Colors: pastels, pale pink, Lt. Lilac, Yellow, Opaline Green, Seafoam, Lime, Milk Chocolate.</p> <p>Deeptones — Avocado, Honey Gold, Hyacinth, Copen Blue, Persimmon</p> <p>Full 81" x 108" flat or Elasta-fit Sanforized bottom 2.78</p> <p>Twin 72" x 108" flat or Elasta-fit Sanforized bottom 2.58</p> <p>Pillow Cases 42 x 38" 2 for 1.28</p>

BARGAIN ROW

<p>Women's Flannel PAJAMAS & GOWNS Orig. 3.98 Now 1.99</p>	<p>Men's All Weather TOP COATS Orig. 29.95 Now 14.88</p>	<p>Men's Flannel PAJAMAS Orig. 3.98 Now 1.99</p>
<p>Women's Assorted PURSES Orig. Up To 4.99 Now \$1 & \$2</p>	<p>Men's Assorted PENN-PRESS SHIRTS Short Sleeve 2.99 Long Sleeve 3.33</p>	<p>Large Assortment MEN'S GLOVES Orig. \$4 Now \$2</p>
<p>Large Assortment WOMEN'S GLOVES Orig. Up To \$3 Now 77c</p>	<p>Men's Acrilan KNIT SHIRTS Orig. 5.98 Now \$4</p>	<p>All Cotton SHEET BLANKETS \$2</p>
<p>Limited Amount Left GIRLS DRESSES Orig. Up To 7.98 Now \$3</p>	<p>Boy's Long Sleeve VELOUR SHIRTS Orig. 4.98 Now \$4</p>	<p>Large Assortment MATTRESS PADS Twin Size 2.88 Dbl. Size 3.88</p>
<p>Few Left GIRLS SKIRTS Marked Down To \$3 & \$4</p>	<p>Boy's FLANNEL SHIRTS Orig. 2.49 Now 99c</p>	<p>Limited Amount TOYS Marked Down 50% Of Orig. Price</p>
<p>Reduced GIRLS SWEATERS \$2, \$3, \$4, & \$5</p>	<p>Infants Toddler Time Snow Suits Orig. 8.98 Now \$5</p>	<p>Christmas CARDS & WRAPPINGS 50% OFF</p>

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Hereford, Texas



By MELVIN YOUNG
Nationally, 1967 is an off year in this rat-race we call politics, but this is no excuse for the poor showing we're making now at the voter registration booth. And apparently the fact that it's completely free has had no effect on the voters since only 700 have bothered to go by and sign their name and register. That count was as of Tuesday afternoon. January 31st is the deadline, and the county tax office is the place. Don't put it off — do it today. After all, there will be a school board election, a city election and who knows how many bond issues. It is important to register.

The decision by the Georgia legislature to name segregationist Lester Maddox to the office of governor comes as no surprise. But the fact that the U. S. House of Representatives stood up on its hind-leg and refused to seat Harlan Democrat Adam Clayton Powell is rather surprising, and perhaps an indication that the wind is beginning to blow in another direction.

Maddox trailed his Republican opponent by more than 3000 votes, but neither candidate received a majority of the total vote due to heavy write in, throwing the outcome of the election into the Georgia legislature.

The censure of Powell by his colleagues is probably the best thing that has happened on Capital Hill in many years, and out in the hinterlands, both Democrats and Republicans are obviously rejoicing. Powell certainly added nothing to the image of the House.

But don't count him out yet. Powell's sphere of influence is far and wide and many of the civil rights organizations still

consider this as a slap-in-the-face to their cause.

Those who wish to foment more civil strife will use the ouster as proof of discrimination against the Negro people and will try to use it to their own advantage.

The results of this ouster will be interesting to watch. Certainly the Harlem congressman will not take it lying down and we're betting that he will create plenty of trouble for his adversaries.

School enrollment figures released at a Tuesday night board meeting show only a 70 student increase over the same period last year and a drop of 222 students from the last reporting period (December 13). Elementary enrollment, not including special education, has actually dropped by 65 students.

It's probably good to have short periods of "leveling-off," giving school officials an opportunity to catch their breath and look over the situation rather than having to spend so much time on building problems. But we wouldn't want to see the trend continue for any prolonged period.

A town that ceases to grow has but one alternative. One never comes to a complete standstill — it either grows or it begins to go the other way.

We would hate to think that Hereford was beginning to "stall."

Announcement should come shortly on location of at least two small industrial complexes in Hereford — both closely related to the cattle feeding industry, and work is continuing on a packing plant for our area.

The additional payroll from such a plant would certainly be like a 3-inch rain during drought to many of our merchants who need the extra revenue badly.

Hereford's business community has out-stripped the industrial growth the past couple of years and has created problems for many of the smaller merchants. All have had to fight to hold their volume figures although most report a reasonably good year.

Tonight is the night for the big annual Chamber of Commerce banquet, catered locally for the first time in many years. Lets all turn out. The food will be good as usual, and we're betting that the speaker will be tops.

Also on tap this week is the big Texas-New Mexico Sugar Beet Growers Association ban-

quet scheduled for Saturday night. This banquet will also be catered locally and will also be held in the Bull Barn.

And one last thought. If Patrick Henry thought taxation without representation was bad, he should see it with representation.

Particularly appropriate, we think, after Lyndon's tax-and-spend State of the Union message to Congress Tuesday evening.

Makes you wonder. Is money going out of style

Tea-Shower Is Courtesy For Bride

A bridal shower for Mrs. Michael W. Ferguson, who was Miss Linda Hart before her recent marriage, was a Thursday afternoon event in the home of Mrs. Charles Hoover. Mr. and Mrs. Ferguson are both students at West Texas State University.

Guests were received by the honoree, her mother, Mrs. Cecil Hart, and her husband's mother, Mrs. Louise Ferguson. Mrs. Lyle Patton and Mrs. B. Lytal were at the registry table. Punch and cakes were served from a table laid with a white cloth and centered with blue irris and pom-pom mums. The honoree, dressed in a pink shift, had a corsage of white mums; others in the hohesparty had blue and white corsages.

Others included Mmes. Wilburn Axe, Norman Hodges, G. W. Duncan, Charles Packard, Elmer Kimball, Ernest McGee, Floyd McGee, Lloyd McGee, Leroy Bodkin, Dennis Lomas, C. E. Leasure, Joe Davenport, Calvin Edwards, L. B. Worthan, Bill Ellis, Gary Gearn, Wilburn Thomas and Preston Hagans.

Growers Confab Slated Monday

West Texas Vegetable Growers will meet here January 17 at the Bull Barn. Scheduling an all day conference, the growers will study cultural and pathological problems of Vegetable Production.

Bruce Parr, Friona, will welcome the growers at 9 a. m. Speakers are James Murphy, Area Farm Management Specialist, Amarillo, Thomas D. Longbrake, Weslaco, Dr. Robert W. Berry, Lubbock, Don Rummel, Area Entomologist, Lubbock, Preston Walker, Plainview, Dr. Calvin Orr, Lubbock and Robert Reed horticulturist, Lubbock. The meeting is open to the public.

VIOLATIONS DRAW FINE Action in Justice of the Peace court was light at the beginning of this week, with only two traffic violations being heard by magistrate Ernest Wade. These were two minor violations, one charge of speeding, fined \$20 and \$10 charged for running a red light.

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8-Hour Formula Cough Syrup
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Gibson's Discount Price
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OUR 1967 SPORTING GOODS ARE ARRIVING DAILY

BROMO SELTZER
Regular 98c
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New Stock Of VALENTINE CANDY Arriving Daily

HAZEL BISHOP LIPSTICK
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Aerosol SPRAY PAINT
Regular 98c
Gibson's Discount Price
59c

DROP CLOTHS
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39c
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\$1⁴⁹

Former Hereford Woman Named State Director

The daughter of a Hereford resident has been named director of the vocational homemaking division of the State Department of Education. Elizabeth Faulkner Smith has visited Hereford many times and was reared in the panhandle. She was graduated from Canyon High School, obtained a homemaking degree from West Texas State University and received her master of science degree from Texas Technological College. She is the daughter of Mrs. F. M. Faulkner.

Before assuming her present position, Mrs. Smith served as consultant in homemaking education, area II, Big Springs, Tex. for 13 years. She has been a home demonstration agent and executive secretary to the Texas State Nutrition Council. She has held teaching positions in Booker, Munday, Floresville and Monahan.

She has represented Texas at National workshops on housing, curriculum planning, a leadership development—seminar and at the national clinic for



Elizabeth Faulkner Smith state supervisors of home economics. She has a special interest in curriculum development.

tion for youth and adults in 1,376 homemaking programs in 955 school districts and in 16 programs for adult homemakers. These programs encompass 105,602 high school youth and 73,867 adult homemakers.

Her office also directs the programs of the Texas Association of Future Homemakers of Texas as integral parts of home-making education. Membership in Future Homemakers of America numbers 72,300 students in 1,406 chapters while 187 chapters of Young Homemakers of Texas includes 2,772 young women. Both groups stress leadership, citizenship and improved home and family living. Homemaking teachers throughout the state serve as advisors to local chapters.

Mrs. Smith is the wife of C. H. Smith and they reside in Austin. She is an active member of several state, national and honorary organizations.

Mrs. Smith has a sister, Mrs. Bob Wilson, who is a teacher in the Northwest Elementary School in Hereford.

Firsthand Story Of Northwest Is Given Club

A former resident of the U. S. Northwest, Mrs. Bruce Brown described its rugged mountains, dense forests as she spoke to Lone Star Study Club Tuesday afternoon in the home of Mrs. Hardy Benson. Only one club member was absent.

The program was one in a series, studying the United States by geographical sections. Mrs. Brown sketched the history of the settlement of northwestern states and spoke of Indian tribes which originally occupied the land, and which now have many members residing there.

She told of her own experiences climbing to high places in the mountains for wide views of the land, of digging for clams on the coast, of traveling along the famed Columbia River Drive and of quiet moments in the shaded forests.

Modern industrial development in the Northwest, much of it associated with dams on the swift rivers, was discussed by the speaker also. The program opened with a devotional poem, New Year (Browning) by Mrs. Ed Warren.

Mrs. S. S. Williams was in charge of the business session and appointed Mmes. G. W. Newsom, John Jacobsen Jr. and Ray Suit as a committee to nominate club officers for the next two-year term. Notes of thanks were read for club gifts of cash to Girlstown U. S. A. and clothing for a girl residing there.

Mrs. S. A. McCathern was hostess with Mrs. Benson. Also present were Mmes. Jim Higgins, C. D. Kelton, Vivian Majors, Norman Moore, C. O. Phillips, Baker Womble, R. G. Blue, Jim Bookout, Olen Caviness, Thelma Chisum, V. E. Dodson, Floyd Dunavant, J. J. Durham, H. E. Henslee and Miss Mildred Elliott.

RETURN FROM TRIP
Mr. and Mrs. L. H. Lookingbill Sr., 115 Ave. J, have returned from Baton Rouge, La. where they visited during the holidays with their daughter, Mrs. Don Winkler, and her family.

Office Supplies — Printing
THE INK SPOT

West Hereford H.D. Officers Begin Duties

New officers were installed in West Hereford Home Demonstration Club at its first 1967 meeting Tuesday morning in the home of Mrs. Jewel Awtry. Argen Draper, County H. D. Agent, conducted the installation.

Mrs. Blanche Hardin is the new president, Miss Mary Bradley vice president, Mrs. Alice Cox secretary, Mrs. Awtry treasurer and reporter, Mrs. Carlos Vaughn delegate to the County H. D. Council and Mrs. Carl Schroeder alternate delegate.

Mrs. Draper gave the program on Old-Fashioned Thirt. She gave each member a chart to keep a record of expenses for a month, as the basis for budget planning.

Refreshments were served to a guest, Mrs. L. J. Shirley, the officers and Miss Evelyn Bell, Mmes. Bell Grimes, Roy Boyd, John Jacobsen Sr., Mary Waters and N. B. Hood.

For the next meeting, Jan. 24, Miss Bell will be hostess in Pioneer Gas Flame Room.

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Here comes the money-saving event of the year—Ford Dealer White Sale! Special low-priced, full-size Ford Custom 500 with pleated vinyl seats, bright trim, wheel covers, whitewalls. Special deals on all Fords!

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During this special White Sale event, you can choose a 2-door or 4-door Ford Custom 500 sedan and reap savings either way!

ORVAL WATSON FORD
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Mrs. McCullough Is Coordinator Of Fine Arts

Appointment as coordinator of a Cultural Resources Survey of this county, requested by the Texas Fine Arts Commission through Texas Federation of Women's Clubs, was received Monday by Mrs. Ralph McCullough. The appointment came from the Governor's Committee on Fine Arts.

The task is to conduct a survey, based on questionnaires from the Texas Fine Arts Commission, of the county's resources and needs in the fields of fine arts and civic development. The study is to be completed by Jan. 20, Mrs. McCullough said.

She has asked assistance of women in the three Federated Clubs here, Pioneer, Summerfield and Bay View Clubs, to form a county committee which is to meet at 2 p. m. Monday in the Caison House to map plans.

They will work through the Chamber of Commerce, schools, city and county offices, civic, cultural and study clubs, to complete a survey.

The state commission was created last year by the Texas Legislature on recommendation of Gov. John Connally. It is headed by John Ben Sheppard of Odessa. Deaf Smith County Chamber of Commerce added a Fine Arts Committee last year, with Ted Swindle as chairman.

Anstead Named College Dean

R. Jerry Anstead has been named Dean of Technical-Vocational Education, Odessa College.

The announcement was made by Odessa College President, Dr. Jack Rodgers.

Anstead came to Odessa College in August to assume the position of Director of the Mid-Management Training Program. He was previously head of the Distributive Education Program in the Midland Public Schools.

The new Dean received his degrees from Abilene Christian College and Michigan State University. He has also done work at the graduate level at Texas Tech and Sul Ross.

Among the duties of his new office, Anstead will coordinate and control the Technical and Vocational Programs which are taught at Odessa College and continue to direct the Mid-Management Program and Adult D. E. Program.

The office of Dean of Technical and Vocational education was created in July when the college began offering eight new two-year courses. The new courses are welding technology, electronics technology, electricity technology, mechanical technology, automotive technology, chemical technology, instrumentation technology and



R. Jerry Anstead

electronic data processing. Odessa College awards an associate degree to students who complete the requirements of the college in each of these areas.

The Technical - Vocational office is also responsible for both the vocational and associate degree nursing programs as well as several new courses now in the planning stage.

Anstead is married and has two daughters. Mrs. Jerry Anstead is the daughter of Mr. and Mrs. Don G. Robinson of Hereford.

Armstrong
505 W. Park
364-1868

Fresh blueberries are delicious folded into a simple vanilla-flavored cake batter. Bake in cupcake pans and serve warm with lemon sauce and fluffy-beaten cream cheese.



NE MINUTE PLEASE

THE CHURCH I LOVE IS NOT A QUITTER

When Paul the apostle wrote the letter of Colossians Demas was with him as a fellow minister of Christ (Colossians 4:14). But later Paul wrote, "For Demas, in love with this present world, has deserted me." (2 Timothy 4:10). This Christian became a quitter. He "left his first love" which was Christ, as did some of the Christians at Ephesus. (Revelation 2:4).

Christians are admonished, "Let us hold fast the confession of our hope without wavering, for he who promised is faithful; and let us consider how to stir up one another to love and good works." (Hebrews 10:23, 24). "Do not love the world or the things in the world. If any one loves the world, love for the Father is not in him. For all that is in the world, the lust of the flesh and the lust of the eyes and the pride of life, is not of the Father but is of the world. And the world passes away, and the lust of it; but he who does the will of God abides forever." (1 John 2:15-17).

We have these warnings from the Scriptures, "Jesus said to him, 'No one who puts his hand to the plow and looks back is fit for the Kingdom of God.'" (Luke 9:62). "They (the sinners) promise them (the weak Christians) freedom, but they themselves are slaves of corruption; for whatever overcomes a man, to that he is enslaved. For, if, after they (the Christians) have escaped the defilements of the world through the knowledge of our Lord and Savior Jesus Christ, they are again entangled in them and over-powered, the last state has become worse for them than the first. For it would have been better for them never to have known the way of righteousness than after knowing it to turn back from the holy commandment delivered to them. It has happened to them according to the true proverb, 'The dog turns back to his own vomit, and the sow is washed only to wallow in the mire.'" (2 Peter 2:19-22).

Once we have accepted Christ on his terms (Mark 16:15, 16), and then leave him because we love this present world more as Demas did, become a quitter, backslider, there is still hope by God's grace. "If we confess our sins, he is faithful and just, and will forgive our sins and cleanse us from all unrighteousness." (1 John 1:9).

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Hereford, Texas

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Fifth and Main Streets
- FRIO BAPTIST CHURCH
Rev. Samuel B. Ogon, Pastor
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H. B. Whitten, Pastor
302 Knight Street
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Rev. Clarence F. Powell
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Martin Musquiz, Pastor
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L. E. Fooks, Minister
148 Sunset Dr.
- PARK AVE. CHURCH OF CHRIST
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Old Rock Bldg. V.F.W. Park
J. H. McWilliams
Missionary Pastor

FOR GOD SO LOVED THE WORLD



a parable

We have loved this top hero story since childhood. A boy from the country, unused to war, meets the giant Philistine warrior. It is quiet faith arrayed against arrogant boasting... the rustic sling arrayed against the great spear in the hand of might. How unequal will be the combat! But watch the deeper battle... reverence against evil. The giant is against all good and is confident victory must go to the strong. David stands for spirituality upon which civilization must rest.

Thus the story is a parable of human life, in which the struggle between good and evil goes on forever in combat for the souls of us all. Evil has noise, power and wealth for support. But back of the struggle is the faith that "Right is right as God is God, and right the day must win." Then read God's word and support His church with your means and your presence, and say with Sir Galahad, "My strength is the strength of ten, because my heart is pure."



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

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Mr. and Mrs. James J. Boyd



Initiation Held For 13 Members

Adding 13 members to Delta Xi Chapter of Delta Kappa Gamma, an initiation ceremony was held before a luncheon Saturday in Community Center.

ducted the initiation with Mrs. Zack Pannell and Miss Lucille Park assisting with music.

New members from Hereford are Mmes. James Mercer, Lawrence Carlson, Coleen Billingsley, Leroy Aven, Frank Smith, Mabel F. Wilson and H. E. Wester.

Those from Dimmitt are Mmes. Russell Nelson and Kenneth Cleveland; from Friona,

Mmes. Wilson DiCuffa and Earle Hise; from Hart, Mmes. Carl Rambo and Lanny Tucker. Delta Xi Chapter of the women educator's society comprises Deaf Smith, Castro and Farmer Counties.

The luncheon program subject was Creativity Through Professionalism, with Mrs. H. V. Crawford as director. On the panel was Mrs. O. Wertenberger, discussing the National Education Association; Mrs. Fritz Christman, Texas State Teachers Association; Mrs. Fred Mercer, Classroom Teachers Association; Mrs. Caudie Ola Brown, Future

Teachers Association. Mrs. Merlin Kaul conducted business, including plans for the annual Creative Hobby sale at the next meeting, Feb. 11, a breakfast in the Colonial Inn at Dimmitt. Articles made by members will be sold to benefit the chapter's scholarship fund.

Hostesses who arranged the luncheon were Mrs. Spicer Gripp, Mrs. Earl Springer and Miss Della Stagner. A total of 66 members attended, with only one absence among Hereford members.



NEW MEMBERS — Women educators from three counties make up the membership of Delta Xi Chapter, Delta Kappa Gamma, and these initiates in a Saturday ceremony here are from other counties. Standing are

Mrs. Lanny Tucker of Hart and Mrs. Earle Hise of Friona. Seated from left are Mrs. Wilson DiCuffa of Friona, Mrs. Kenneth Cleveland of Dimmitt, Mrs. Carl Rambo of Hart and Mrs. Russell Nelson of Dimmitt.

HEREFORD INITIATES — New members received in Delta Xi Chapter of Delta Kappa Gamma Saturday include seven who reside in Hereford. Mrs. Claude McDougal, upper left, conducted the initiation at a luncheon in Community Center. Pictured with her, from left, are Mrs. James Mercer, Mabel F. Wilson and Coleen Billingsley. In the lower photograph, from left, are Mmes. Frank Smith, Leroy Aven, Lawrence Carlson and H. E. Wester.

GRANDDAUGHTER TO VISIT — Mrs. Wade Wolfe and two children, Wes and Wende, of Chattanooga, Tenn., are expected to arrive today for a visit of several days with Mrs. Wolfe's grandmothers, Mrs. Henry Hastings and Mrs. Willie Gilliland, and other relatives in Hereford.

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Family Mart Is Now Offering The Lowest Prices Yet On Maytag Washers and Dryers

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Model DE806 Dryer	\$238.88 with trade

Prices Good Thursday, Friday, Saturday, Jan. 12, 13, 14

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Anthony's FINE QUALITY 54 Inch Wide **UPHOLSTERY FABRICS**

A mammoth sale of famous mill fabrics... choose from a wide and beautiful selection of the most wanted fabrics, patterns and colors.

2 YDS. \$3.

Savings of 33% to 50%
A Beautiful Selection

Anthony's bought these 5 to 15 yard pieces of fine upholstery fabrics at a huge saving, and are passing the saving on to you. These include Slipcover Jacquards, Antique Satins, Figured Damask, Woven Tapestry and Upholstery fabrics, textures and tweeds.

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Young Men's & Men's **\$4⁰⁰ and \$5⁰⁰**

Men's White Press Free **DRESS SHIRTS**
Sizes 14-17 **2 For \$5⁰⁰**

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Group Men Dress and Western **WESTERN HATS \$3⁰⁰**

Group Men's **WESTERN SHIRTS \$3⁰⁰**

Group Men & Boys **SWEATERS REDUCED**

Group Mens Dress **PANTS \$4⁰⁰ to \$8⁰⁰**

Group Men & Boys **SPORT SHIRTS \$1⁰⁰**

Odd Lot Young Men's **CASUAL PANTS \$2⁰⁰**

Men's Thermal Hooded **SWEAT SHIRTS \$4⁰⁰**

Men's Irregular Long Sleeve **SWEAT SHIRTS \$1⁰⁰**

Suits & Group Men's **PRICED Sport Coats \$15⁰⁰ to \$50⁰⁰**

Men's Dress **GLOVES \$1⁰⁰**

Large Assortment Cotton Prints	Yd. 25c	Capri Pants Ladies Printed	2 Pr. \$3
Group Short Length Woolens	2 Yds. For \$3	Fall Hats Ladies	1/2 off
Group Drapery Cloth	88c	Jackets Girls School	\$5
Group Ladies Winter Gowns & Pajamas	\$2⁵⁷	Dresses Ladies	\$4
Ladies Winter Gloves	88c	Coats Ladies	\$10
Costume Jewelry	50c	Ladies & Girls Windbreaker Nylon	\$3 & \$4
Little Girls Dresses	\$1²⁵ to \$3²⁵	Dresses Big Girl's School	\$3
Children 2 Pc. Cotton Sleepers	\$1		
Chairs Babys Training	\$3⁹⁹		



OFFICERS ELECTED — The Hereford Fire Department elected its officers for 1967 during their second meeting of the year. Jap-Dickerson will again head the department as Fire Chief. Max Stipe will be Assistant Fire Chief, Wayne Fuller secretary and Bill Craig treasurer. (Brand Staff Photo)

Officers Named By Firemen

Jap Dickerson and Max Stipe will again head the Hereford Fire Department for the coming year. Dickerson, who has been serving as Fire Chief for the department the past year, was elected along with the other new officers by secret ballot. The meeting was held at the city hall Tuesday night and was only the second to be held this year.

The Fire Department meets on the first and second Tuesday of every month. The department decided to help finance Earl Phillips, serving as State Fire Marshall this year, while making the statewide tour. A comparison of fire losses that occurred during 1966 to 1965 was made. The past year surpassed the previous by over five times as much.

After a financial report was read and approved, the department discussed various ways to have a new retirement program. It was decided that the new officers draw up a proposal in writing to be presented to the department subject to department approval. It was announced that a new smoke ventilator had just been received. Elected to Assistant Chief was Stipe with Wayne Fuller serving as secretary and Bill Craig as treasurer. Paul Hager was elected to the Pension Board to fill the place of Kenny Wilson, retiring. Hager will serve for three years.

SENATOR YARBOROUGH

Prospects For New 90th Congress Offer Challenge

Dear Fellow Texan:

In the weeks since the adjournment of the historic 89th Congress, these weekly reports have described much of the important legislation that has been passed in the two great years of that Congress. Now, as a New Year dawn, another Congress — the new 90th — will soon be seated in the Nation's Capitol. It is my firm belief that the prospects for this New Year 1967 and the new 90th Congress are as broad and vigorous as we want to make them. When I return to Washington for the session which opens Tuesday, January 10, it will be to take up the new challenges of making continuing progress in the field of education for youth, for Social Security advances for our retirees and older persons, for better health for all the people and for the broader opportunities needed in jobs, business and agriculture. There are four bills that have a top priority rating on my legislative list. These are expansion of my Cold War GI Bill, the creation of the Big Thicket National Park, a bill to provide for the compensation of the innocent victims of violent crimes,

and a bill for educational opportunities for the Spanish-speaking people of the Southwest. My Cold War GI Bill was enacted into law in 1966 after a seven-year-long struggle. It will provide new educational opportunities and training for 6 million veterans, 4 million of them already discharged, who have placed their lives at stake for the cause of freedom. But this bill does not go as far as it should. My new amendments will seek to put back into my Cold War GI Bill some of the things that were cut out last year. We need to provide as full an opportunity for education, assistance and training for our Cold War veterans as was given to our previous veterans through the GI Bills of World War II and the Korean Conflict. My compensation bill for the innocent victims of violent crimes applies only to such areas of Federal jurisdiction as the District of Columbia, but it is designed to be a model for the States to follow. More and more of our people are awakening to the need in this area and some states, such as California and New York, have taken some limited action.

This year I hope for progress in the conservation field as well, so that some portion of the Big Thicket area in Southeast Texas may be permanently preserved. This is the third national park bill that I have authored for Texas. Padre Island National Seashore Park was set aside in 1962 and in 1966 Congress created Guadalupe Mountains National Park in the trans-Pecos region. Another major objective in this new session of Congress is to make sure the progressive health, education and welfare programs do not die for lack of money. These are programs won after a quarter of a century of battle and must be carried forward for the education, growth and strength of our nation. For these are the very backbone of our great country's might. Let's make 1967 a year of progress and peace and prosperity. This is the New Year. Let us work together to make it a better year for all Americans. Let us expand job, health, and educational opportunities, while we hold down inflation and roll back the expanding high interest rates.



EXCHANGE GROUP VISITS — Cecil Oglesby, (with hat) manager of Hays Implement Co. of Hereford, became a guide Saturday morning when 12 members of a foreign exchange program toured the company's facilities. The group is undergoing training at Amarillo Air Force Base and travels to different parts of the area as part of the program set up by the Defense Department. (Hereford Brand Photo)



LOADING UP — One of the five trucks supply of Shur-Gro P-M-S. Steam is operated by Shur-Gro Liquid Feed Inc. of Hereford to start the liquid flowing. (Hereford Brand Photo)

Science Fair Is Slated By School

Preparations are under way for Hereford's third Science Fair. Directed by Gary Billingsley, assistant principal at Northwest Elementary School, the fair will be held February 10 and 11 in the high school cafeteria. Chairman of the fair is Roy Harris. Entries will come from 4th through 12th grade students and will fall in one of 7 categories — botany, medicine and health, zoology chemistry and bio-chemistry, earth and space science physics and mathematics. Displays will be separated into intermediate, junior and senior divisions. Grades 4-6 are classified as intermediate, 7-9 are junior and 10-12 are the senior entries. Judging the fair exhibits will be three Canyon people — Alfred Krous, Jr., director, Kilgore Research Center; Marian A. Guidry, project director, life

science research, Kilgore Research Center; and Dr. Claude Boatman, professor of chemistry at West Texas State University. Billingsley says entrants may enter only one division and that they "can have people to tell them about a thing, but they have to do the work themselves." He said there were 132 entrants in the fair last year, 50 the year before and "it's going up all the time. There ought to be that many or more this year." He said the judging will be from 7 to 9 p. m. on the 10th and people may come by, and see the exhibits the next day. "We'd just like to have a lot of people out there on Saturday to look at things," he added.

Death Claims Mrs. Wofford

Funeral services for Mrs. Martha Kearns Wofford, 129 Ave. J., who died in a hospital here Tuesday after a short illness, were to be conducted at Anthony, Kan. Mrs. Wofford died at the age of 68. She was born Apr. 24, 1898, at Cherry Vale Kan. and had been a resident of Hereford several years. Local arrangements for burial were in charge of Gilliland Funeral Home. Survivors include two sons, Richard Taylor of Hobbs, N. M., and James Taylor of Belle Plaine, Kan.

RATS TO BLAME

CHANDIGARH, India — Punjab state irrigation engineers said rats were to blame for destructive floods in the area this summer. They said rats had made holes in dikes and when high water came the weakened dikes quickly gave way.

County Studies Hospital Accounts

Main topic of discussion during a meeting of Deaf Smith County Commissioners and the county Hospital Board Thursday, Jan. 19, will be the hiring of a collection agency to recover some \$72,000 in past due accounts. In a recent report to the commissioners, T. E. Seigler, hospital administrator, said \$71,476.41 has been charged off the books as accounts receivable, in 1966, with another \$517.30 charged off in bad checks, and \$175.35 charged off under medicare accounts receivable. At the same meeting, commissioners tabled action on the proposal from an Amarillo collection agency that the agency be hired to collect the over due accounts. That proposal will be examined Thursday. The hospital report presented by Seigler revealed that more than 850 persons had totaled the \$71,476.41. Seven persons were listed as owing the \$175.35 in medicare accounts, and 19 bad checks had been written to total the \$517.30. In the medicare accounts, the largest bill was \$66.25 and the smallest was \$6. The largest amount paid with a bad check was \$112.80 and the smallest was \$2. All of the accounts under medicare were made by persons from the Hereford area, but two of the persons who had been charged off with bad checks were from other states — Kansas and Oklahoma. Of the over due accounts, 90 were for more than \$200 each, 18 were for more than \$500 each and three were over \$1,000. The largest was for almost \$2,900.

Slim And Trim Plan Formulated

Slim and trim classes will be held each Tuesday and Friday mornings at the community center. The classes are open without charge to any lady interested in attending. The instructor will be Mrs. Arthur Pursley, assisting her in organizing the program is Mrs. Earnest Langley. Mrs. Pursley attended classes of this nature for four years in Abilene and will conduct this one. The technique involved is strictly exercise and is designed to trim and slim, not necessarily lose pounds, Mrs. Pursley said. Interested people need only to have a baby sitter if they have small children and wear clothes suitable for exercising. Sitters are needed by individuals because the community center does not have facilities to occupy the children while their mothers are busy in the exercise room. Details may be obtained from either of the ladies planning the program.

SHOW ANGUS CHAMP

Mr. and Mrs. Charles Hoover recently showed the Reserve Champion Heifer at the Annual New Mexico Angus Association show and sale at Roswell. Shown presenting the trophy to the Hoovers is J. A. Ward, President of the New Mexico Angus Association. The first evidence of a Chamber of Commerce in Hereford appeared in the Brand's files in 1908. There seems to be a lapse from that time until 1918, the next mention of a C of C.

PORT AND RIVER COMMISSION STARTED

FRANKFORT, Ky. — Kentucky has activated a Port and River Development Commission to help develop industry, agriculture, commerce and recreation along the state's waterways.

ZIP Simplifies Package Delivery

Use of ZIP Code will make it easier to mail packages after January 15, Postmaster Nolan Grady said today. New rates and a new system for identifying parcel post zones will go into effect on that date as provided in legislation signed into law by President Johnson on September 20, 1966; the Postmaster pointed out. The rate increases will average about 10 cents a parcel, the law provides for a series of size and weight increases on packages mailed between first-class offices. Hereford is a first-class office. The size and weight increases on packages will be in five annual steps, the last coming on July 1, 1971. Use of ZIP Code in the recipient's address will enable the sender or a mail clerk to quickly determine the proper zone, and thus rate, for the package. The zones will be based on the distance a parcel travels between the 552 sectional centers in the country, Grady said. By consulting a chart, which is available at all post offices, the zone can be identified because the first three numbers of the ZIP Code represent the sectional center. This replaces a method in which a directory often had to be consulted to locate the proper zone for each of the nation's 33,000 post offices. The new rates will range from 40 cents for a three-pound parcel destined for local delivery to 60 cents for the same parcel to zone 3 (150 to 300 miles) to \$1.05 to zone 8 (over 1,800 miles). The new zoning method will also apply to air parcel post, catalogs and to publishers who pay zone rates on the advertising portion of their periodicals. Grady noted that all parcels mailed between post offices within the Amarillo sectional center will be charged at the first zone rate. There are 83 post offices within the Amarillo section center. The new rates are expected to provide an additional \$74 million a year for the Post Office Department. The later size and weight increases will add another \$32 million a year. The additional revenue is to help keep the Department within 4 percent of costs on parcel post as the law requires.

4-H Club News

The Happy Hustlers 4-H group met Tuesday afternoon at the Community Center. Presiding officer for the meeting was Garry Goheen, and the program was presented by Rita Sue Huckert. Minutes for the last two meetings were read and approved. Representing the various subject matter groups were: Livestock, Donna Woodward, Public speaking, Larry Justice, Rifle, Kenneth Justice. Members present for the meeting were: Pat Cooper, Colleen Sanders, Donna Woodward, Charles Atchley, Rodney Brooks, Rodney Douglas, Dennis, Gary, and Jim Goheen, Rodney Herr, Kenneth and Larry Justice, Roger Sanders and Kay Atchley. Hostesses for the program were Mrs. Neil Cooper and Mrs. Donald Douglas.

Texas Teachers Salaries Low

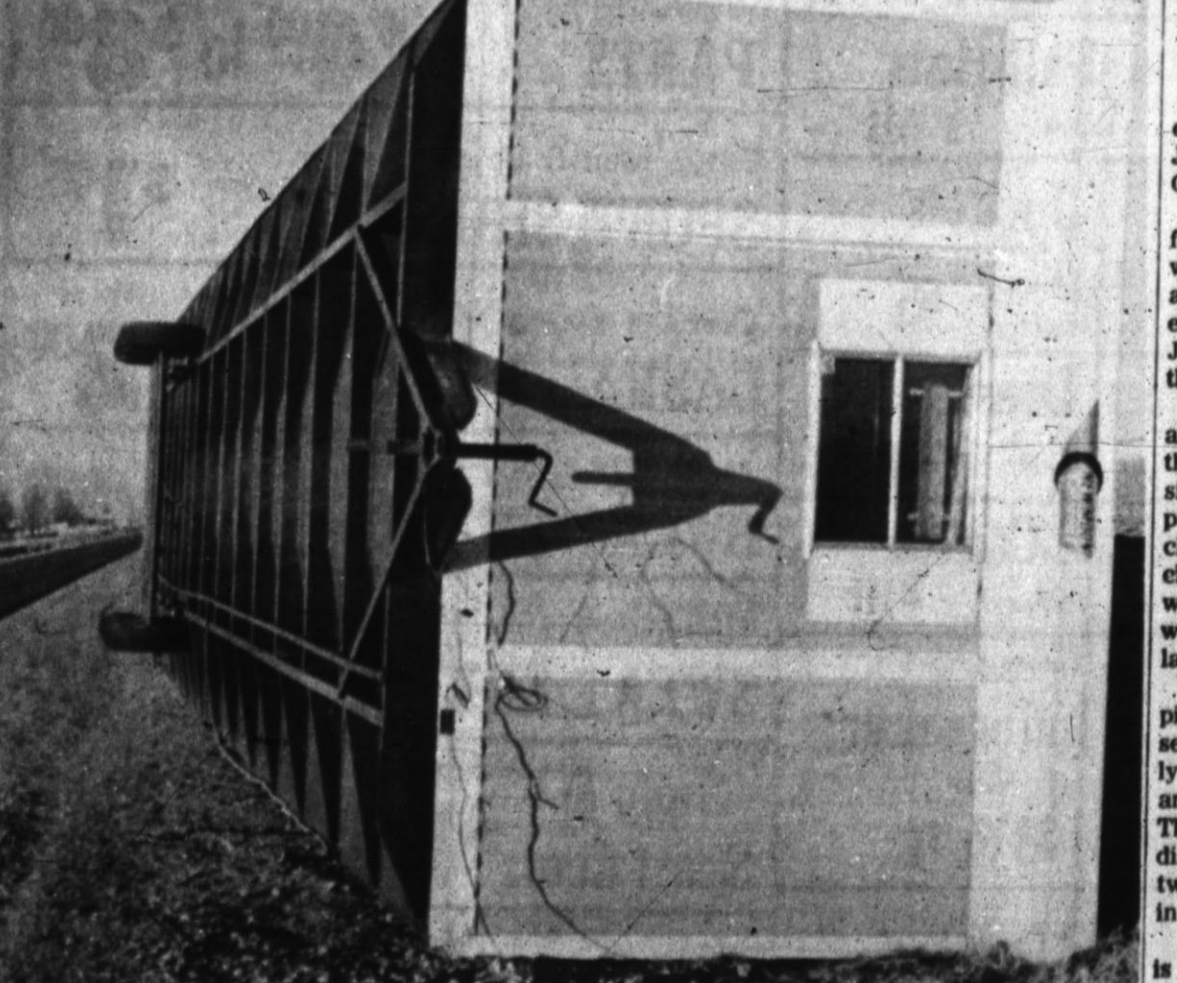
AUSTIN — Texas ranking among the 50 states in average salaries paid to classroom teachers has fallen to a new low, the Texas State Teachers Association (January 4, 1967). The annual salary of a classroom teacher in Texas, according to new statistical data, is \$6,025 compared to the national average of \$6,821. The \$796 deficit places Texas in the 33rd rank among the 50 states. Last year, Texas ranked 29th in the nation. But the state dropped to 33rd because other states moved ahead with improved teacher salaries. Texas fares worst in the new rankings with average salary increases granted in 1966. For Texas this amount was only \$95. This puts Texas 49th in this category. Only Wyoming, with a \$46 average increase, is lower. The rankings were prepared by the Research Division of the National Education Association and published in Estimates of School Statistics 1966-67. TSTA has a proposed teacher pay increase platform in its 1967 legislative program. If the Texas Legislature approves the pay increase proposed this year, according to a TSTA leader, the new boost would "just barely" bring Texas up to the present national average "and no higher." The official, Dr. Joe B. McNeil, Superintendent of Wichita Falls Schools and Chairman of TSTA's Legislative Committee, said the TSTA program envisions an average increase in Texas classroom teacher salaries of \$775 in the minimum salary schedule for Texas classroom teachers. "Compare TSTA's \$775 average increase with the difference of \$796 in our present salary schedule and the national average and you can see that TSTA's program is indeed a must," McNeil stated. "The TSTA pay program is an interim measure preparatory to action on salaries we hope will be granted two years from now." A study committee set up by an act of the Legislature in 1965 is expected to recommend higher salaries for Texas teachers in 1969. "Texas can't wait until 1969 for action and we think the Legislature knows this," McNeil said. "The TSTA program," he added, "is an interim measure needed now to prevent our present shortage of 5,000 teachers from becoming a deeper crisis."

New Assistant Is Named By Holly

COLORADO SPRINGS — John C. Cooper of Colorado Springs has been appointed as associate counsel and assistant secretary of Holly Sugar Corporation, according to Holly's general counsel and secretary, John B. Evans. Cooper (45) is a native of Atlantic City, New Jersey. He was educated at Phillips Exeter Academy, Princeton and Columbia Universities and the New York Law School (1952). From 1953 to 1954 Cooper conducted market research for Benson and Benson, Princeton, N. J. From 1954 to 1960 he served as a federal tax editor for Prentice-Hall, Englewood Cliffs, N. J. In 1960 Cooper came to Colorado Springs as editor for Shepard's Citations, where he remained until entering private practice in 1964. He served as assistant municipal judge in Colorado Springs from 1965 to 1966. He is a member of the New York and Colorado Bar Associations, a member of the board of the Pikes Peak Mental Health Center and the Girl Scouts Wagon Wheel Council. He served as a navigator in the Army Air Force flying 25 combat missions in B-17's in the European Theatre.

Church Basketball

The First Baptist Church No. 2 won its third straight game and knocked the Presbyterian Church team into second place with a 28-23 victory Monday night during play in the Church Basketball League. Harold Kidds scored 8 points to lead the Baptists, while Chick Hicks tallied 6 for the losers. The First Christian Church won over St. Anthony's Catholic Church 37-26, with Clyde Coleman scoring 17 for the First Christian team and Gary Kriegerhauser 9 points. The First Methodist Church team took a 48-39 win over the First Baptist Church No. 1 team, with Jesse Gerron scoring 10 for the Methodists and Jerry Cursinger 14 for the Baptists. The First Methodist Church team has won two games and lost none, while the First Baptist Church No. 1 team and the First Christian Church team each have won one game and lost two, and St. Anthony's has won none of their three games.



TOPSY-TURVEY HOUSE — This trailerhouse was blown over on North 385 Friday afternoon as it traveled across the area. (Hereford Brand Photo)



SPREADER CAUSES INJURY — Juan Puente, 24, was seriously injured late Monday afternoon when he became entangled in the rotating power take off drive shaft, shown extended from the spreader. The shaft is connected to the tractor during operation and rotates rapidly as it keeps the spread flowing evenly. (Hereford Brand Photo)

Complete Stock Office Supplies THE INK SPOT



OFFICERS INSTALLED — Newly elected officers of the Hereford Camp Fire Council Faubian, Mrs. John Jacobsen Jr. and Mrs. Jean Elliot. (Hereford Brand Photo)

Camp Fire Council Names Officers

Charlie Bell will again carry the responsibilities of the Hereford Camp Fire Council for the present year.

At its annual meeting which was held at the Community Center on Monday night, the council re-elected its officers with Bell as president, Roy Faubian vice-president, Mrs. John Jacobsen Jr., secretary and Mrs. Jean Elliott as treasurer.

After a flag ceremony by the WA CUN YA Horizon Club, Bell called for reports from the committee chairman. Vance Crume heads the Camping, Bruce Miller, the Finance, Bunny Watts the Program and Helen Langley is the Leaders Chairman.

The election of the Nominating Committee followed with Rev. Eugene Brink, Baxter London and Mrs. O. Z. Golden filling these positions.

John Goach, Mrs. Golden and Mrs. Delmo Williams were re-elected to serve on the Board of Directors.

The Nominating Committee presented the name of Mrs. Earnest Langley who was elected to the Board for one year as representative from the Leaders Association.

Bell, Crume, Mrs. John Jacobsen Jr., Brink, Faugion and Mrs. Joe Rojek have only one more year to serve on the Board. Jack Allen, Duane Jansen, Lewis Lea, London, Bill McCauley, Joel Newman, Mrs. Arthur Prusley, Art Stoy and Miller have two years to serve.

Cooked rice leftover Mix it with tomato sauce and cooked spinach and heat. Good served with meat loaf.

top . . . acrobatics . . . ballet

NEW DANCE CLASSES

starting Monday and Thursday
AMERICAN LEGION HALL
(Veteran's Park)

Lewis Larrymore, Instructor
Couples Ballroom Class

Funeral Rites Conducted For Mrs. Haberer

Funeral services were conducted Tuesday afternoon in the Presbyterian Church here for Mrs. Sophia Haberer, 96, who died Sunday afternoon at a rest home in Littlefield.

Mrs. Haberer was a longtime resident of Hereford. Born Oct. 16, 1870, in Cuming County, Nebraska, she married John Haberer in 1893 at North Bend, and the couple came to Texas in 1908. They moved from Castro County to Deaf Smith County Nov. 26, 1912. Mr. Haberer died Dec. 22, 1949.

The Rev. Russell Wingert, pastor, officiated for the funeral. Burial in West Park Cemetery was directed by Gilliland Funeral Home. Mrs. Haberer's grandsons served as pallbearers.

She is survived by a daughter, Mrs. Ruth Joy Greathouse, who is living in Thailand; a son, Johnnie M. Haberer of Muleshoe; a sister, Mrs. Anna Dunker of North Bend; three brothers, August Rose of California, Fred and Alec Rose of Montana; 15 grandchildren and 32 great-grandchildren.

206 DAYS OF RACING
FRANKFORT, Ky. (AP) — Kentucky will have had 206 days of horse racing this year when the 1966 season closes at Latonia Dec. 17.

Calendar Of Events

THURSDAY
Rural Home Variety Club in home of Mrs. Bill Roberts, 2 p. m.
Calliopean Club, Mrs. Alton Fraser hostess, 8 p. m.
Hereford Duplicate Bridge Club in Community Center, 7:30 p. m.
VFW Auxiliary in VFW clubhouse, 8 p. m.
Kiwanis Club lunch in IOOF Hall, noon.
Optimist Club at Jones Restaurant for lunch, noon.
Hereford Riders Club at Community Center, 7:30 p. m.

FRIDAY
Hereford Garden Club, guest day program at Community Center, 2:30 p. m.
Messenger H. D. Club in home of Mrs. S. N. Thweatt, 2:30 p. m.

MONDAY
Hereford Jaycee-Ettes at Community Center, 7:30 p. m.
Order of Rainbow for Girls at Masonic Temple, 7:15 p. m.
TOPS Club at Bluebonnet School, 7:30 p. m.
Rotary Club lunch at Jones Restaurant, 12:05 p. m.
Odd Fellows Lodge at IOOF Hall, 8 p. m.

TUESDAY
Beta Sigma Phi, both chapters at Community Center, 8 p. m.
Young Homemakers of Texas at high school homemaking room 8 p. m.
Night Circle, Calvary Baptist WMS at church, 7:30 p. m.
Progressive H. D. Club in Mrs. Charles Gresham's home, 2:30 p. m.
Temple Baptist WMS Night Circle at church, 7:30 p. m.
Young Homemakers H. D. Club at First National Community Room, 9:30 a. m.
Rebekah Lodge at IOOF Hall, 8 p. m.

Guest Is Speaker For Madre Mia Club Program

His experiences as a worker with youth groups supplied the background for Charles Frye's talk to La Madre Mia Study Club Tuesday evening. He was guest speaker at the home of Mrs. Harvey Penner, with Mrs. Ben Scott as co-hostess.

Jaycees lunch at Jones Restaurant, 12 noon.
WEDNESDAY
First Christian Women's Fellowship, luncheon at church, 12 noon.
Day Circle of Temple Baptist WMS at church, 9:30 a. m.
Avenue Baptist WMS at church, 7 p. m.
Hereford Lions Club lunch at Jim Hill Hotel, 12 noon.
Sugar Squares Square dance club at Community Center, 7:30 p. m.

Subject of his talk was Relationship of Children, Parents and God. He stressed the importance of parents permitting their children to grow up with guidance in Christian principles. Frye has assisted in directing various youth organizations, including young people of the Presbyterian Church here.

Mrs. Wayne Lady was welcomed as a new member. Voted to membership were Mmes. Don Walsler, Travis Taylor, John Cranford and James Gentry. Mrs. John E. Smith presided for business.
Other members present were Mmes. Bobby Owen, Ed Parton, Eugene Sparks, Don Taylor, Carl Carlile, Hershel Black, Ben Gollehon, Dean Herring, Ray Don King, Bill Lanford and Gerald Martin.

Guest Gives Program For Club Group

A guest, Mrs. E. D. Harper, presented the program on Facial Makeup for Young Mothers Study Club Tuesday in First National Community Room, and demonstrated the proper way to apply cosmetics for best effect.

Mrs. Ray Simpson and Mrs. Homer Rudd were hostesses. Mrs. Jim Arney conducted business, and members voted Mrs. Joe Mack Hale to membership in the club.

Others present were Mmes. Raymond Gerk, Jerry Glover, David Honea, Al Hunter, Howard Hunter, Bud Thomas, Lynn Pittard, Melvin Barton, Lewis Brush, Frank Campbell and Don Chapman.

SUNSET FOOD CENTER

CAREFULLY FED for TOP QUALITY

Proten Cut - Wrapped - Frozen

Half Beef Lb. **45¢**

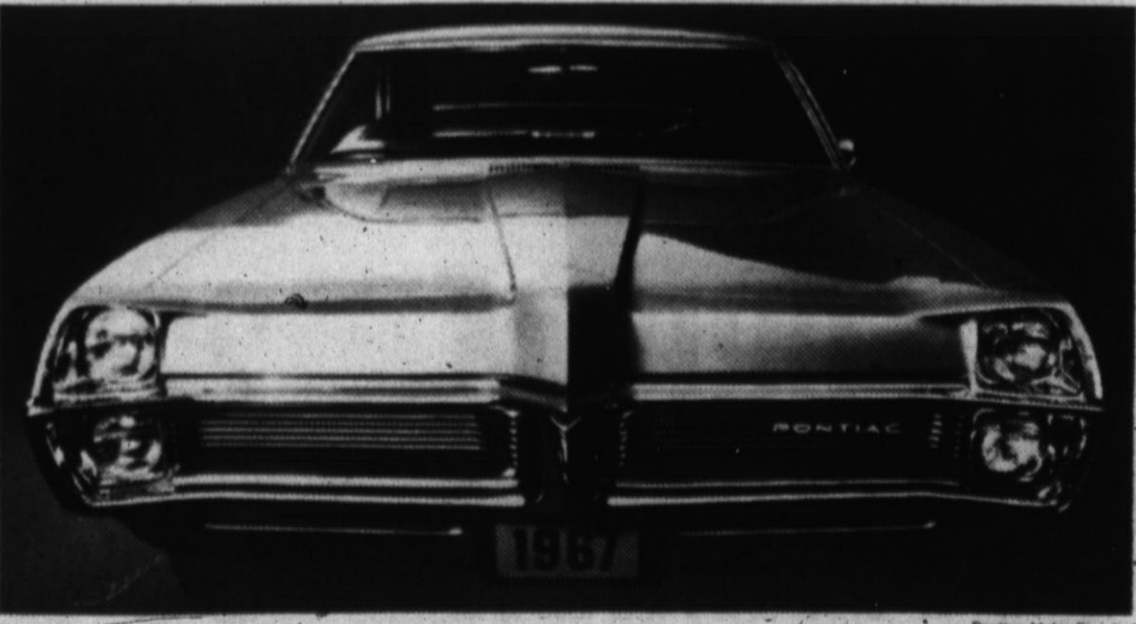
Proten Cut - Wrapped - Frozen

Quarter Lb. **53¢**

Assured Tenderness
Carefully fed for top quality... it's the best in beef; then specially selected, cut, and trimmed the way you like it.

Fryers Swift's Cut or Whole Lb. 25¢	Fore Quarter Proten Lb. 45¢		
Pork Loins Swift's Half or Whole Lb. 59¢	Arm Roast Proten Lb. 69¢		
Pork Chops First Cut Lb. 59¢	Roast Proten 7 Cut Lb. 59¢		
Chuck Roast Proten Lb. 49¢	Club Steak Proten Lb. 89¢		
Steak B-B-Q Broil Lb. 59¢	Rib Steak Proten Lb. 69¢		
Bacon Swift Premium Lb. 59¢	Franks Swift Premium All Meat 12 oz. Pkg. 49¢		
Beef Ribs Proten Lb. 39¢	Pork Ribs Swift's Lb. 49¢		
BUTTERMILK Cloverlake 1/2 Gal. 39¢	COTTAGE CHEESE Cloverlake 2 Lb. Ctn. 39¢	CHOC. MILK Cloverlake 2 Quarts 47¢	SHORTENING Swift's 3 Lb. Can 69¢
CHILI Swift's Premium — No Beans 15 1/2 Oz. Can 39¢	Dr. Pepper Regular or King Size Carton 39¢	AVOCADOS California 4 For 29¢	Corn Beef HASH Swift's 15 1/2 Oz. Can 39¢
TOMATOES Cherry Pint 29¢	CELERY Stalk 19¢	GRAPEFRUIT Indian River 5 For 39¢	CARROTS Texas Lb. Pkg. 5¢

Maybe our '67 Pontiac is breaking sales records because people don't want to wait until '68 for a copy.



Our engineers have become used to seeing their ideas show up on other cars, two years late. And apparently so have a lot of car buyers. Because 1967 Pontiacs are selling faster than 1966 Pontiacs. And '66 was a record year.

When you think about it, why should you wait around for innovations like our disappearing windshield wipers? Or for imaginative options like our exclusive hood-mounted tach? Especially when you consider that our engineers

wouldn't turn a Pontiac loose with anything less than a standard 400 cubic inch V-8. Or a Tempest with anything less than our revolutionary Overhead Cam Six. (Not to mention all those new safety features like GM's energy absorbing steering column and a dual master cylinder brake system with warning lamp.)

In short, our engineers seem to have done it again. They may even start asking for royalties on the copies.



SEE THE REAL THING AT YOUR AUTHORIZED PONTIAC DEALERS.
HI-WAY PONTIAC - GMC 133 Bennett, Hereford

ONLY 33 HOURS LEFT TO SAVE ON HUNDREDS OF BARGAINS IN HOME FURNISHINGS

DURING H&H FURNITURE'S GIGANTIC 72 HOUR SALE!

LET'S COOK SOMETHING!

Coffee Cake Is Popular

By SUE COLEMAN
Women's Editor

A fresh, home-made coffee cake, spicy and crunchy with nuts, has an appetite appeal hard to equal when it is served with hot coffee after a lengthy business meeting. It is just as good with a cup of tea when a neighbor drops in, or serves nicely as the dessert for a family meal.

THE OLD FASHIONED coffee cake which Mrs. Charles Hood served at the American Legion and Auxiliary meeting last week is a good example, and got an enthusiastic reception from the lucky people who were there to sample it.

It's very easy to make, Mrs. Hood says, by a recipe which was given her by a friend years ago. This is a quick stir-up cake not the coffee cake made with yeast which can be equally good but takes longer to make.

Heartily recommended by the Legion Auxiliary reporter who told how the members enjoyed their refreshments, here is Mrs. Hood's recipe:

OLD FASHIONED COFFEE CAKE

Mix and set aside for topping:

- 1/2 cup margarine
 - 1 cup brown sugar
 - 4 tsp. flour
 - 1/2 cup nuts, chopped
 - 1/2 tsp. cinnamon.
- Then mix together, as you would mix a plain cake:
2 eggs



Mrs. Charles Hood gives stir-up recipe

- 1/4 cup shortening
- 3/4 cup sugar
- 2 cups flour sifted with 3 tsp. baking powder, 1/2 tsp. salt, 1 tsp. cinnamon and 1/4 tsp. nutmeg.
- 1 cup milk.

Pour into greased and floured pan (about 9x12" size), spread on the topping and bake in moderate oven, 350 degrees. Serve hot.

If the cake is not all eaten hot, it is still delicious cold, with a steaming drink.

BERTHA HOOD has been a resident of Deaf Smith County since 1937 when the Hoods moved to a farm in the Ford community northwest of Hereford. They had previously farmed at Cedar Ridge, Colo. since their marriage in the home of her parents at Vashti, in North Texas.

She was married in the house where she was born and grew up. Her mother, Mrs. C. J. Williams, now makes her home with Mrs. Hood, and they laughed over some recollections of past years in the friendly small town, as they served a sample of the coffee cake this week.

"MY BROTHER AND I used to spend a good deal of time in the summer helping mother birds feed their babies," Mrs. Hood said. "We had nests located in several trees around the

place, and we kept Mother's garden free of insects because we picked all the bugs and cabbage worms to take to the hungry little birds."

Mr. Hood had just returned from military service in World War I when the couple married and went to the Colorado farm where he had previously "batchered" with his brother.

The Hoods moved to their home at 305 East Sixth 15 years ago; Mr. Hood worked as a carpenter here, built their home and then wrecked a large old house next door and built houses which they rent.

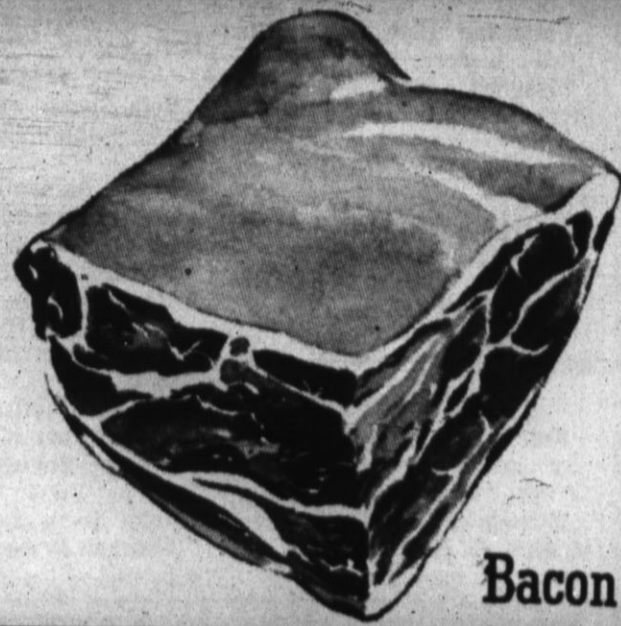
THE FAMILY INCLUDES three daughters, Mary Lee, Mrs. Gene Moore of Titusville, Fla.; Nettie, Mrs. Tom Wilson of Eastland; and Audrey, Mrs. Hershel Miller of Dawn; also nine grandchildren, who are Mrs. Hood's favorite hobby.

She likes to cook their favorite food when they visit her, and she has playground equipment in her backyard ready for their romps.

In addition to the Legion Auxiliary, in which she is an officer, she is a member of the World War I Veterans Auxiliary serving as president this year; of Garden Beautiful Club and the First Baptist Church, where she is active in the Golden Circle Class.

TAYLOR & SONS FOODS
LOW LOW EVERYDAY SHELF PRICES
PLUS S & H GREEN STAMPS

WE GIVE WE GIVE WE GIVE WE GIVE
Specials Good Thursday, Friday & Saturday
January 12, 13 & 14



PORK ROAST
Lb. **39c**

PORK STEAK Lb. **49c**

Bacon Flavorwight 2 lbs. \$1.09 | Ground Beef Patties lb. 59c

HOT DOGS

With Chili
Saturday Only
Each **10c**



Soreno Luncheon Dishes Only 9c

With Each \$5 Purchase
by Anchor Hocking—Beautiful Avocado Color
THIS WEEK... 12 Oz. TUMBLER

Tendercrust Large Cello Pkg.	49c	Morton's Froz. Apple, Peach, Cherry	29c
Cookies		Fruit Pies	
12 Oz.		Maryland Club 1 Lb. Can	
Spam	49c	Coffee	69c
Shurfine 3 Lb. Can		Starkist Chunk Style Green Label	
Shortening	73c	Tuna Flat Can	29c
Shurfine Stems & Pieces 4 Oz. Can		Shurfine Sliced 303 Can	
Mushrooms	29c	Beets 2 For	29c
Shurfine Early Harvest 303 Can		Tom Scott Mixed	
Peas 5 For	\$1	Nuts 13 Oz. Can	49c

SINUS Sufferers

Here's good news for you! Exclusive new "Hard-core" SYNACLEAR Decongestant tablets act instantly and continuously to drain and clear all nasal-sinus cavities. One "hard-core" tablet gives up to 8 hours relief from pain and pressure of congestion. Allows you to breathe easily—stops watery eyes and runny nose. You can buy SYNACLEAR at all Drug Stores, without need for a prescription. Satisfaction guaranteed by McDowell Drug Hereford, Texas

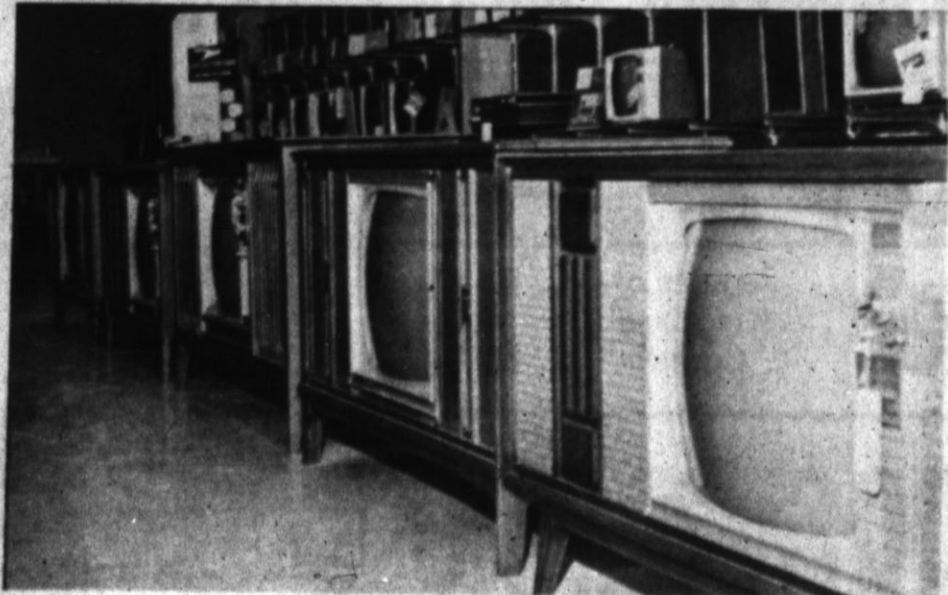
YOU DON'T HAVE TO MISS THE SUPER-BOWL IN COLOR

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ROBERTS APPLIANCE

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Where you can select from a huge array of color TV in every style and every price range. There's one to suit your budget as well as your taste in furniture... by RCA Victor.

CHECK THE FABULOUS RCA VICTOR 25" RECTANGULAR TUBE COLOR TELEVISION FOR ONLY

\$499⁹⁵ with trade

Hereford's Oldest and Largest Appliance Dealer

ICE CREAM Cloverlake Pints **23c**

Duncan Hines Deluxe Layer Cake

CAKE MIXES 3 For **\$1**

MOUTHWASH

New Scope 12 Oz. **69c**
Regular \$1.09

HAND LOTION

Melrose \$1.50 Size **27c**

FLOUR Gold Medal 5 Lb. Bag **49c**

BISCUITS Shurfresh Cans 13 For **\$1**

DINNERS Patio Frozen Mexican 15 Oz. **39c**

SUGAR 5 Lb. Bag **49c**

COTTAGE CHEESE

Cloverlake 2 Lb. Carton **39c**

SOUR CREAM 22c

BUTTERMILK Shurfresh 1/2 Gallon **39c**

BABY FOOD

Gerber Strained Fruits & Vegetables **10c**

DOG FOOD

Roxey Tall Can **13 For \$1**

CHEER

Giant Box **75c**

DASH

Jumbo **\$2³⁹**

OXYDOL

Giant Box **83c**

BOLD

Giant Box **75c**

IVORY FLAKES

Reg. Box **37c**

IVORY

Liquid Giant **65c**

APPLES Rome

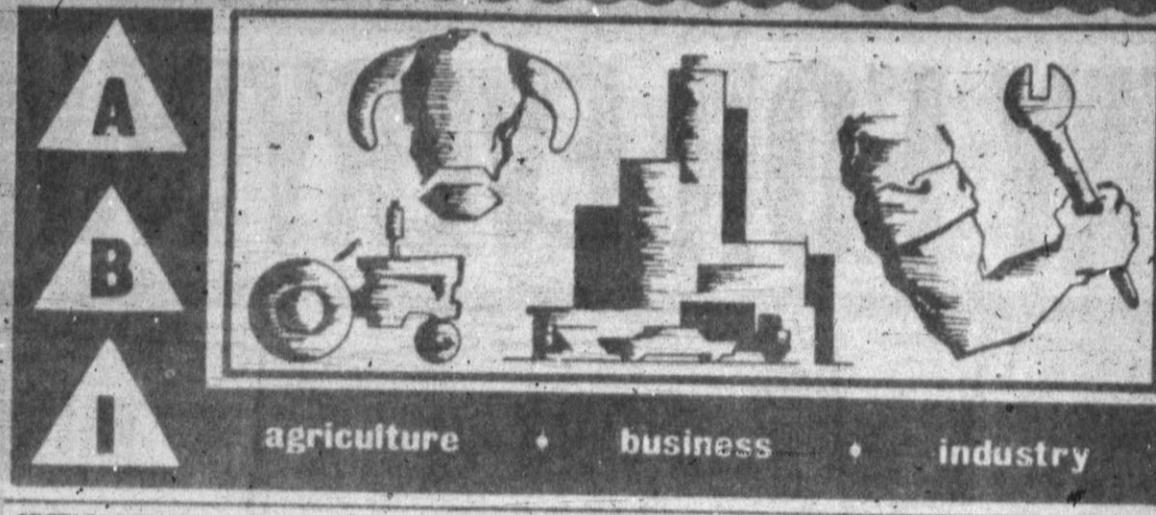
2 Lbs. **25c**

BANANAS 2 Lbs. **25c**

Lemons lb. 17c | Carrots 2 lb. pkg. 10c

TAYLOR & SONS FOODS
LOW LOW EVERYDAY SHELF PRICES
PLUS S & H GREEN STAMPS

Annual Stock Show



FFA
And
4-H

SECTION TWO HERFORD, TEXAS 79045, THURSDAY, JANUARY 12, 1967

Made In Hereford

Simple Feed Mix Formula Is Proving Effective In Use

By TOM PORTER
Staff Writer

Mix large batches of molasses, urea and phosphoric acid together and you have a product similar to that which has caused the phenomenal growth of Shur-Gro Liquid Feed Inc.

Beware of your mixing, however, as the company's product Shur-Gro P-M-S—is a registered trademark produced under a national franchise. The patent is held by Frank Rawlings, et al., of Boise, Idaho.

The Shur Gro Liquid Feed Inc. plant was finished and production began Jan. 17, 1964, nearly 2 miles southwest of the city. At the business site, there are enough storage tanks for about 200,000 gallons of materials with the principal products being the molasses, urea and phosphoric acid.

Roland Barton, manager, explained that "we presently are using beet molasses from Holly Sugar and cane black strap

molasses from Houston." The beet molasses is moved along a road track from Holly and the other is trucked in from Houston. "Urea," said Barton, "is a nitrogen product which supplies a major part of the protein in the supplement."

The company's product, which is mixed in 12-ton batches, also contains desired trace minerals, vitamins, growth hormones and antibiotics. Under present plant capacity, 120 tons of the product can be mixed and shipped a day. "We are in the process of making changes which will practically double the capacity," said Barton. "Also, on completion of the work now begun, we will mix 24 ton batches and, in addition to the existing mixing equipment, we'll increase the inside storage by about 30,000 gallons."

When ready to go, the Shur-Gro P-M-S is poured into 5,200 gallon storage tanks on trucks and taken to feed lots and deal-

ers in the Louisiana, Arkansas, Kansas, Oklahoma, New Mexico, Colorado and Texas areas. "Texas accounts for probably 70 per cent of the business," said Barton, "and the larger portion of that is what we consider a local industry. The feed lot program is concentrated more on the High Plains than anywhere else."

Barton explained that "we handle all of the retail sales for range business through dealers. The dealer for this area is Red Barn Chemicals Inc. in Hereford and they call our product 'Bull Shipper P-M-S.'"

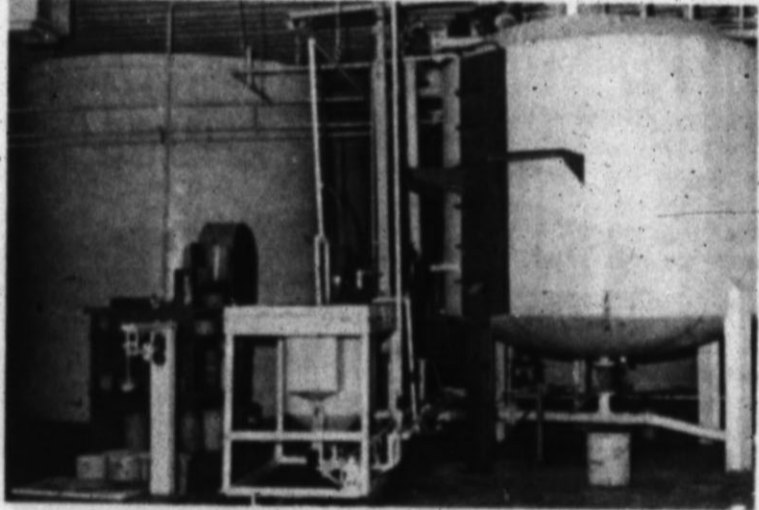
"The feed lot program is handled directly by us," continued Barton, "and we do have custom formulating supplements to fit the individual needs of the feed lot."

Another rule of the company is to supply the nutritional service when desired, offering the full service of feed formulations, supplementation and other management consultation which is requested. "We'll take over any and all a man's problems as far as we are capable," said Barton.

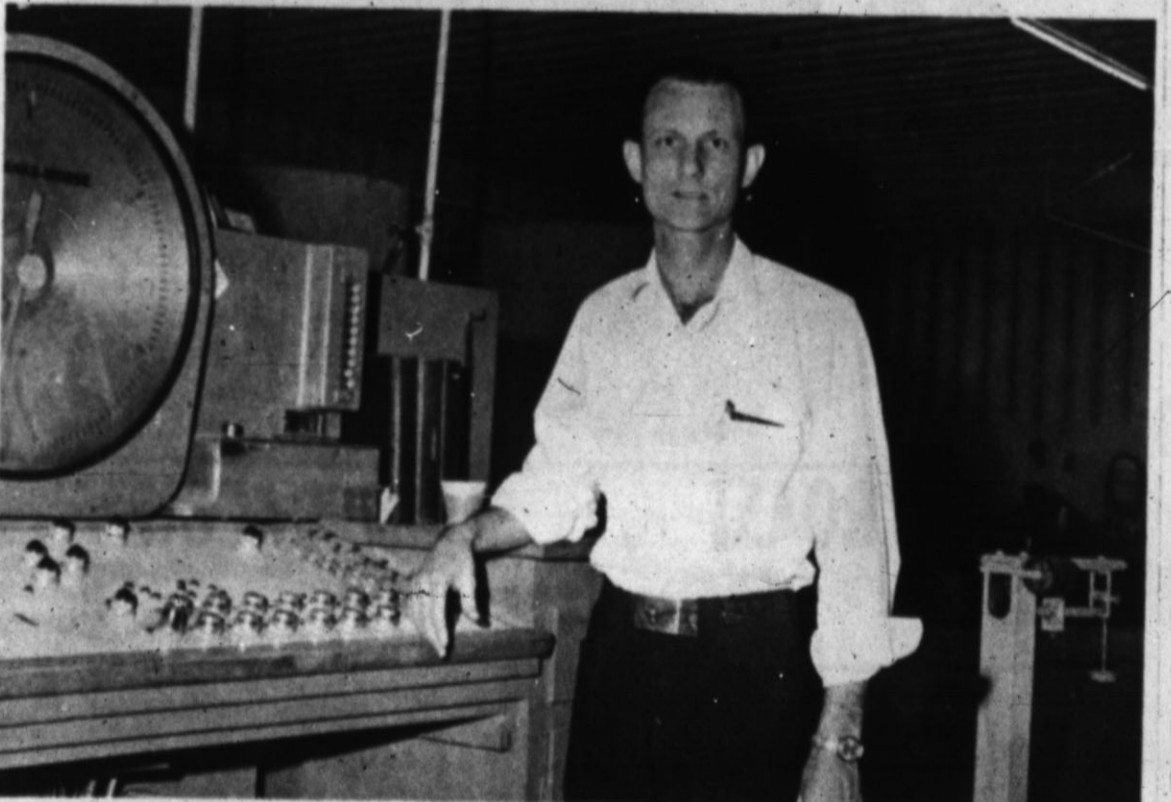
In the feed lot programs, Shur Gro P-M-S is blended in with the other dry feeds. On the range, roller type feeders are used to distribute it.

Twelve persons are employed at Shur-Gro Liquid Feed Inc. including two salesmen and five drivers. The company has four trucks which have 5,200 gallon capacity units.

"We've had a phenomenal growth," Barton stated. "We've have grown quite rapidly and stably. The area itself has been on a sound growth and we do have a product which fulfills a real need."



STORAGE TANKS — A portion of the 200,000 gallons of storage space in the Shur-Gro Liquid Feed Inc. of Hereford is pictured. The tanks are filled primarily with molasses, urea and phosphoric acid. (Hereford Brand Photo)



MANAGER AT WORK — Roland Barton, manager of Shur-Gro Liquid Feed Inc., was pictured as he explained some of the facilities in the company's plant. The company presently is expanding the facilities to double its capacity. (Hereford Brand Photo)

Area Vegetable Growers Plan Wage, Hour Clinic For Public

Hereford farmers will have an opportunity to get the facts on the wage and hour laws Monday, January 16.

A clinic to discuss these problems will be held that day at the Community Center at 3 p. m. under the sponsorship of the Texas Citrus and Vegetable Growers and Shippers.

Albert Maxwell, a director, said the meeting is open to the public and that any person interested in the subject even though he is not a vegetable grower is welcome to attend.

The law changes effective February 1 will be discussed by William J. Rogers, regional director U. W. Department of Agriculture, Dallas and Will-

is R. Deines, Executive vice president, Texas Citrus and Vegetable Growers and Shippers.

There is no charge for the clinic and refreshments will be served by the local association. Length of the meeting will be determined by the question and answer period as Maxwell said. "The meeting will last until all questions have been answered."

Grapefruit in the later producing areas is making good progress but the fruit set in most areas is somewhat less than last season. Groves are generally in good condition and the bearing acreage is increasing in both the desert districts and the later producing areas.



William J. Rogers

Young Farmers Plan Second Stock Show

By JOE BRAN
Staff Writer

The annual Hereford Young Farmers Junior Livestock Show will get underway on Thursday, January 19 and will continue until January 21 at the newly remodeled Bull Barn.

"This year's show, according to Show Superintendent Howard Hunter, seems to be as large or maybe even larger than last year's."

With approximately 415 entries received by Monday afternoon, it has topped the 405 entered last year. Last year's show was one of the largest ever held in this county.

The show, formerly known as the Golden Spread Western Junior Livestock Show for the past two decades, is sponsored for the second straight year by the Young Farmers organization.

Last year was the first time ever to hold an extra competition division for Deaf Smith County entrants only.

In the steer division, Miss Margaret Minks exhibited the Grand Champion with a Hereford obtained from the Dameron Hereford Ranch. It weighed 1044 pounds and sold for \$1,566 to the First National Bank.

Bill Cole posted the Reserve Champion with a steer weighing 902 pounds. This also was a Hereford and came from the same herd as the Grand Champion. It sold for \$1,082.40 to the Community Grain of Easter.

The field was composed of mainly Angus and Hereford steers.

In the barrow division, two Larzuddie 4-H members topped the field with both the Grand and Reserve Champions.

The Grand Champion went to Bobby Gleason and it weighed 221 pounds. He showed a cross-bred barrow. Miss Theresa Seaton posted the Reserve Champion with a Duroc weighing 225 pounds.

In the Deaf Smith County barrow competition, Ronnie Nunley showed the Grand Champion with a 215-pound Hampshire and Otis Robinson exhibited the Reserve with a Duroc weighing 240 pounds.

In the lamb division, Steve

See YOUNG Page 3

Show Business Is Old Business To Atchleys

By TYLER VANCE
Staff Writer

Two of the entrants in the upcoming stock show will have already had previous experience in stock shows and animal judging contests.

Charles Atchley, 17 and his sister, Kay, 14 have been showing Angus cattle for 2½ years, with outstanding success.

Charles has usually had the choice graded steer at the Amarillo commercial show, and last year took first place in the heavyweight division at the Dallas State fair, with an Angus steer that sold for 50 cents a pound. Charles also won eighth place in the same fair. Last year—at the local show, Charles placed fifth in county and sixth in four county with another Angus. He has shown two years at Amarillo, two years at Dallas, and this year will be the second year for him in the Hereford stock show.

Kay Atchley, 14 last year won in the blue ribbon commercial division at the Dallas fair and last January took tenth in county and eleventh in four county at the Hereford stock show.

Both Kay and Charles have been working with their animals since last June, and have been combing and grooming them since October. "Walking and combing are a very important part of preparing a show animal," say the Atchleys.

Charles and Kay are members of the Happy Hustler's 4-H group. They are the children of Mr. and Mrs. Thurman Atchley. They live northwest of Summerfield.

Early Start Gave WAC Seed Boost In Certified Product

By SHERRIN BETTS
Staff Writer

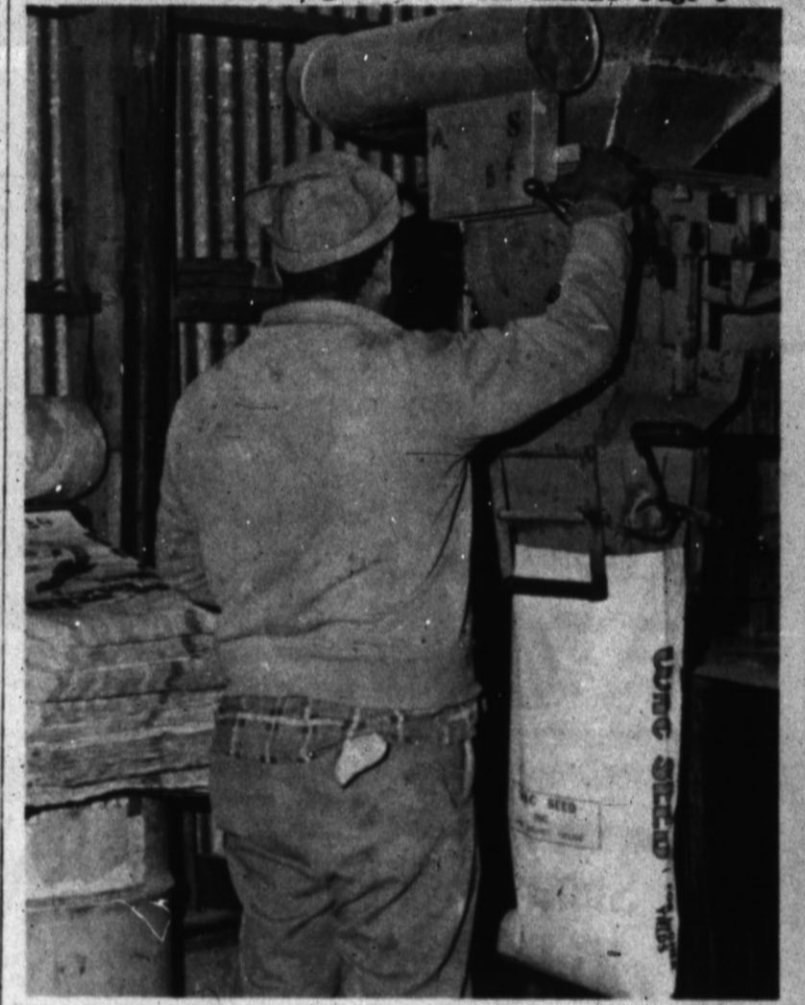
Starting with 3 of the first men in the hybrid seed business in 1958, WAC Seed has grown into an accepted and prosperous business. One of the partners, Troys Carmichael says, "It thrived and we grew." Dealing primarily with field seed, they handled between 4 and 5 million pounds of hybrid grain sorghum last year, says Armon Lauderback, assistant manager and another partner in the seed business.

Lauderback said WAC handles hybrid grain sorghum, forage sorghum, sorghum-sudan grass hybrids, cotton seeds, wheat, oats, barley, rye, alfalfa seeds and some grass seeds. Carmichael says "it's a specialty in a grain. We're fortunate to have started early and done real well." He helped to organize the company in 1958 when hybrid seeds were practically unheard of.

The three original partners were Carmichael, Chester Wig-

gains and W. O. Axe. In April of '58 Hugh Clearman who was then county agricultural agent here, went into business with them and became WAC manager. He holds an agricul-

ture degree from Texas A & M. Lauderback joined the group in 1963. He was previously state seed inspector and has a degree in agriculture from Texas. See EARLY Page 3



SACKING SEED — Domingo Cortinez, employe of WAC Seed Co., sacks seed from the holding bin. To his left can be seen the stack of seed bags. Printed on the sack he's filling, one can see WAC's motto "for higher yields." (Hereford Brand Photo)

Slides Are Shown Of FB Travel

Slides of a European Farm Bureau Tour were shown to the Hereford Rotary Club at their luncheon Monday. Showing the slides and narrating the travels was among 80 Texans who went on the tour several months ago.

Featured on the program were slides of east Berlin. Newsom showed pictures of Hitler's bomb shelter which is 7 stories below ground and the 7 hills outside the city which were made from the rubble taken from east Berlin's streets after the war.

Newsom said, "The thing that surprised me most I'd say would be the ruins in east and west Berlin both." He told of the guide the group had in Berlin. When asked if she were a communist, she said she was not a member of the Communist Party because she couldn't afford it. If she were, it would cost her 10 percent of her income.

Newsom told of touring one farm in Europe where the people welcomed them by flying the American flag in their garden. "The only thing was — it was upside-down," he chuckled.

He mentioned that in no city they visited did they have difficulty finding someone who spoke English, thus there was no language problem.

After the program, Alec Schroeter, club president, reminded the members that the district governor will be here next week.



Armon Lauderback, assistant manager of WAC Seed

High Plains Research Names Dr. Longnecker Director

Dr. Tom C. Longnecker has been elected Executive Vice-President and Director of the High Plains Research Foundation, Halfway, Texas. This action has been announced by the Executive Committee of the

Board of Trustees according to Frank Moore, President of the Foundation.

Taking office on January 1, 1967, Dr. Longnecker will also serve as Chief Soil Scientist of the Foundation, continuing the work that he started as the original Director of the Foundation when it was organized on October 20, 1956.

Longnecker directed the research program at Halfway for five and one-half years until May 1, 1962, resigning then to go into private business. Dr. Longnecker has resigned his position of Executive Vice-President of the Flame Cultivator Company of the Arkansas Foundation, Little Rock, Arkansas, as of December 31, 1966.

Raised on a farm in Central Indiana, Dr. Longnecker completed his public school education in 1931 and secured his BS degree from Purdue in Agricultural Chemistry in 1935. Upon graduation, he became a staff member of the New Jersey

Experiment Station and Rutgers University where he specialized in soil science and grass management.

In conjunction with his work with the New Jersey Experiment Station, Dr. Longnecker spent a year conducting practical demonstrations on restoring soil fertility on run-down vegetable farms in New Jersey.

Receiving his MS degree in 1937 and PhD degree in soil chemistry and plant physiology in 1941 from Rutgers University, Dr. Longnecker served from 1941 to 1946 in the U. S. Army, including thirty months on General Eisenhower's staff. At this time, he was directing food and agricultural activities in the liberated areas of France, Belgium, and Germany, all in conjunction with military government assignments. Due to outstanding work in his previous capacity, Dr. Longnecker was assigned to the U. S. Group Control Council in Berlin where

See HIGH Page 3



Dr. Tom Longnecker

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Sunshine Brand 2 Pkgs. **49c**

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BAR SOAP LIFEBUOY 2 Bath Bars **41c**





POTTED PLANTS — This red African amaryllis is a good example of magnificent results from a fast growing indoor plant. This one was in full bloom six weeks after it was planted. It was given ordinary care in the house during that time. (Hereford Brand Photo)



Glad's Garden

HOUSE PLANTS

The winter days are lengthening and the cold is strengthening—many of our activities will be confined to the indoors. This is a good time to start a new hobby, for instance if you have not tried indoor gardening (the raising of potted plants) this new year is a good time to do so. It is a hobby that is infinitely satisfying and creative. It will create a climate of living beauty for the home.

You do not have to have a "green thumb," to grow strong attractive house plants. There are many new plants, as well as the old favorites that have been grown successfully, and will add interest to your life. One potted plant is a garden — on a small scale. A single plant in its container becomes in itself a whole world. Observe just how young leaves unfold and flower buds emerge in their season. Follow through with it in each change, it will be educational and interesting. Make of it a family project. This is an excellent way to teach children the intricacies of plant life.

House plants bring beauty and vitality to the spot where they live and they also weave a few strands of pure summer magic through the tapestry of the cold bleak winter days. To have a winter garden or houseplants, there are some details that must

be decided upon, namely; location, method of watering, feeding and protection from insects. Almost every room in the house presents a possible location for houseplants. In consideration of the location, care should be paid to the temperature, a noticeable drop in temperature is not good for a plant. If the heat is cut off from some of the rooms at night, then take this into consideration when selecting a location. The light exposure is very important. There are recommended plants for north, south, east and west light exposures.

A good general rule for watering house plants is to soak each one thoroughly using water which is ROOM TEMPERATURE. Care must be exercised in watering the plants that furniture or floors will not be damaged by water seepage, or drainage from the containers. Protective measures should be used to prevent this. DO NOT OVERWATER. Many plants do not live because they are overwatered. Let the soil dry out before you water again, good health and development of the plant depends on air received through the soil, and this is best when the soil is dry, because the air can permeate the earth particles. Would also like to remind you that house plants should not be moved from one location to another this is de-

trimental to the plant. With some plants, leaves are dropped each time the plant is moved from one location to another. However to grow a well developed plant, it is necessary that it be turned occasionally, so that all sides of the plant will receive proper light exposure. If this is not done the plant will grow one sided, which will make it unattractive. It is also well to remember in plant development, that sometimes it is necessary to pinch back or prune lightly, this tends to strengthen root development, and to create a well grown plant.

Indoor plants require plant food, and they do best when a consistent plan of feeding is carried out. Do not feed the plant when the soil is dry, first water the plant, and then when the soil has partially dried out feed the plant. (that is if you are using a plant food which is to be dissolved in water) There are many kinds and types of plant food which is to be dissolved in water. Test and study the plant food you are going to use, your dealers can advise in this selection. Do use the food according to directions, this is very important.

In indoor gardening as in outdoor gardening we find that there are enemies which attack your plants. Sprays, powders, etc. used according to packaged directions will aid in growth and development of good healthy plants. One author recommended that one way of freeing houseplants of insects, is to buy a chameleon and let it loose in the indoor house garden. This interesting little creature will dine on aphids and mealy bugs, red spiders, and even houseflies. Not only is it good for the plants, but it is interesting to watch. If you really want entertainment, select a pair and watch them; they will keep you entertained, and also take care of the insects.

Cleanliness is another important factor in the growth of the house plant. All dead or wilted leaves should be pinched or trimmed off each plant. These should be burned as they often harbor diseases or insects, and certainly detract from the beauty of the plant. The potted plant container is not a receptacle for match sticks, cigarette butts, small bits of paper, and or other bits of trash, they create problems and are unsightly. Plant foliage should be kept clean. It is good to spray the plants with room temperature water, both the underside of the foliage as well as the upper side. The plant breathes through the pores of the foliage.

Plants should be planted in good potting soil. This can be purchased at the nursery, or you can make your own mixture. A good potting soil is 1/3 top soil, 1/3 sand 1/3 peat moss, mix well and fill pots or containers and when planting the plants a nutritive should be added. Some potting mixtures will become packed and dry out faster than others, when this is the case, then use a small cul-

Bowling Scores

SUNSET KEGLERS STANDINGS

Reddell's — 49 1/2, Owens and Hollingsworth — 40, 20, Farmers Supply — 40, 20, Gault and Son — 36 1/2, 23 1/2, Hereford Insurance — 34 1/2, 25 1/2, Beefmaster — 30, Hereford Bakery — 25, 35, Sunset Lanes — 24 1/2, 35 1/2, Thrift-T-Burger 24 1/2, 35 1/2, 20, 40, Hays Implement — 20, 40, Matthews Ditching — 13, 47, Hereford Welding — Incomplete Medics Incomplete.

WEEKS RESULTS

Reddell's — 4, Hereford Fruit Market — 0, Farmers Supply — 4, Beefmaster — 0, Owens and Hollingsworth — 4, Hereford Bakery — 3, Hereford Insurance — 1, Sunset Lanes — 3, Hays Implement — 1, Thrift-T-Burger — 2 1/2, Gault and Son — 1 1/2, Hereford Welding and Medics Incomplete. High Team Series — Farmers Supply 2139, High Team Game — Farmers Supply 733, High Ind. Series — Alice Lueb — 510, High Ind. Game — Cleta Weems 194.

Bowler of the Week — Dorothy Mayfield — 69 pins.

tivator or a kitchenfork and loosen the top soil around the plant, using care not to harm the roots.

Never has the selection of plants for the indoor gardener been greater. There are hundreds of plants to select from. In this take your time, and use good judgment and knowledge in your selections. Keep the following things in mind:

1. Select some old favorites.
2. Be adventurous, buy some NEW ones.
3. Choose colors that appeal and will be harmonious to your decor.
4. Choose plants that fit into your living habits. If at home only in evenings, select some that have light blossoms, and some that are night bloomers only.

Check plants carefully before purchasing, making sure that they are healthy.

(Next week suggestive plants, names and growing habits will be discussed).

Hints: If you received a poinsetta for Christmas, and want to prolong its beauty, place where it will not be in a draft, do not place it near a heat vent or fireplace; water once a day, with 1/4 cup of room temperature water, do not pour water directly on plant, but at the base of the plant stalk.

If you have not taken down the Christmas tree, here is a good suggestion. Spread bed-sheets (two if it is a large tree) lay it on the sheet and then carry it out of the house. This prevents fallen everywhere needles spraying everywhere. Newspapers may be substituted for the sheet, depending on the size of the arrangement.

If you would be happy... keep busy Glad

Club Will Send Viet Nam Seed

Garden seed will be sent by Dawn-Home Demonstration Club to residents of Viet Nam, through a project sponsored by a U. S. advisory team in that country, members decided at their first 1967 meeting. Mrs. H. D. Fowler was hostess in her home.

The program was given by Argen Draper, County H. D. Agent, on the subject, Old-Fashioned Thrift. She spoke of family spending plans, and also gave highlights of a recent Panhandle Economic Program report as they relate to home-making.

Present were Mmes. Ray Cox, R. T. Stewart, Bill Sooter, Glenn Tucek, J. B. Caraway, Orval Galley, H. S. Fuller, Patsy Leonard and Jim McCabe.

Early...

(Continued from Page 1)

Carmichael expressed the belief that these two agronomists have greatly helped to better the quality of WAC's products. He said of the hybrid seed producing business, "It's risky business, but it's been very rewarding to us." He added that Hereford is "the center of the highest grain producing area in the world." "We've been lucky in choosing hybrid crosses that have consistently been top yielders in the state," he further stated.

The seed is grown on contract and is under WAC supervision from planting time until harvest time. Carmichael says they have customers "all the way from Mexico up." The area they cover includes Ohio, Nebraska, Arizona, Kansas, California and Oklahoma. All of the seed is packaged in the Hereford shop and sent to these plac-

Young...

(Continued from Page 1)

Foster of the Lazbuddie FFA exhibited the champion in the fine wool division. Ronald Mayfield, also from Lazbuddie, posted the champion in the breed and crosses division. The southdown division went to W. A. Hawking and Jerry Smith topped the crossbred.

In the Deaf Smith County competition, Perry Shirley had the winning fine wool lamb. James Simpson claimed the winner in the crossbred division and Tommy Rickman in the medium wool class. Larry Brown exhibited the winning Southdown with Lance Houghliting the breeds and crosses winner.

Cooked chicken and noodles teamed with cream sauce make a delicious dish called Chicken Tetrazzini. Don't overcook the noodles that go into this main course because it is reheated in the over or under the broiler.



"A VERY IMPORTANT PART" — Grooming is an important part of winning a contest according to Charles Atchley. Charles and his sister Kay will be entering the stock show next week. (Hereford Brand Photo)

Research is done on the seed each year and each seed is grown in Tampeca, Mexico for purity. The latter part of February each year, a WAC representative checks the Mexico seed for purity and if it doesn't meet their quality it isn't offered for sale, says Carmichael. "You can be assured, anything with WAC Seed on it is good quality," he adds. He stressed that they are "continually trying to improve seeds for high yields and purity." All WAC seeds are "triple-treated," too. Carmichael mentioned that when WAC was first organized people were skeptical of their claim of 20 percent higher yields. Lauderback says, "It's entirely accepted now." Lauder-

back agreed with Carmichael when he said, "The people who have profited by it (hybrid seed) are the farmers. They get higher yields, better crops."

The men said all their seed is grown on the high plains under their supervision and that it is processed and chemically treated for insects and diseases.

President of the board of directors for WAC Seed Company is Clearman. 1st vice president is Axe, 2nd vice president is Wiggans, treasurer is Carmichael and Lauderback is secretary.

In speaking of Hereford, Carmichael says, "It's been very kind to us," and Lauderback said, "We moved up here in 1957 and I don't know of any place I'd rather live."

High...

(Continued from Page 1)

he had the responsibility for establishing the AGRICULTURAL PRODUCTION PROGRAM for the U. S. Zone of Germany.

In 1946, Longnecker went on inactive status as Lieutenant Colonel rejoining the staff of the New Jersey Agricultural Experiment Station, specializing in soil science research.

Joining the staff of the Texas Research Foundation at Renner, Texas in 1947, Dr. Longnecker had the responsibility for setting up a soil research program for the Blackland Prairie of Texas. His research resulted in more effective use of fertilizer, crop rotation and other soil management practices to increase the productivity of the Blackland crops. In 1952, he became assistant Director of the Texas Research Foundation and Head of Agricultural Research Division, serving in this capacity until October of 1956, when he became director of the High Plains Station of the Texas Research Foundation, Halfway, Texas. Under his direction, the Station became the High Plains Research Foundation in May, 1959, thus becoming Director of the new Foundation.

Members of the Board of Trustees of the Foundation, along with many others from the area have extended a warm word of welcome at the return of Dr. Longnecker in his new capacity of Executive vice-President of the High Plains Research Foundation.

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BSP Launches Plans For Ball

Principal social event of the year for Beta Sigma Phi chapters, the annual Valentine Ball to be held Feb. 11 was planned by members of the City BSP Council at its January meeting Monday evening in the home of the president, Mrs. Harold Kids.

Committee lists were completed and their duties discussed by representatives of both Hereford chapters. A called meeting of the council was set for 7:30 p. m. Jan. 31 in the home of Mrs. Harold Beauchamp to make final arrangements.

More than 200 guests are expected for the ball and a breakfast afterward in the Knights of Columbus Hall.

Highlight of the ball each year is a coronation ceremony for a Valentine queen from each chapter. The queens are selected by secret balloting of members before the ball, with their identity kept secret until the ceremony.

Music for dancing will be by the Charlie Bell orchestra. Decorations in a Valentine theme

will be arranged by a committee with Mrs. Bob Pugh as chairman. Their plans were launched at a committee meeting Wednesday morning in the home of Mrs. Melvin Fowler.

Invitations are being sent for the ball by a committee headed by Mrs. Duke Powell. Mrs. Larry Summers is chairman of the refreshments committee, Mrs. David Hamblen of the committee, which will remove ball decorations, miss Allene Williams of registration.

Work has already been done by the committee on location, under chairmanship of Mrs. Beauchamp, and the band committee, Mrs. Kids and Mrs. Max Goforth.

Present at the council meeting this week were Mmes. Cleo Corlis, John Schneider, Beauchamp, and Miss Williams of Xi-Epsilon-Alpha Chapter; Mmes. Kids, Hamblen, Goforth, Pugh and Powell of Kappa Iota.

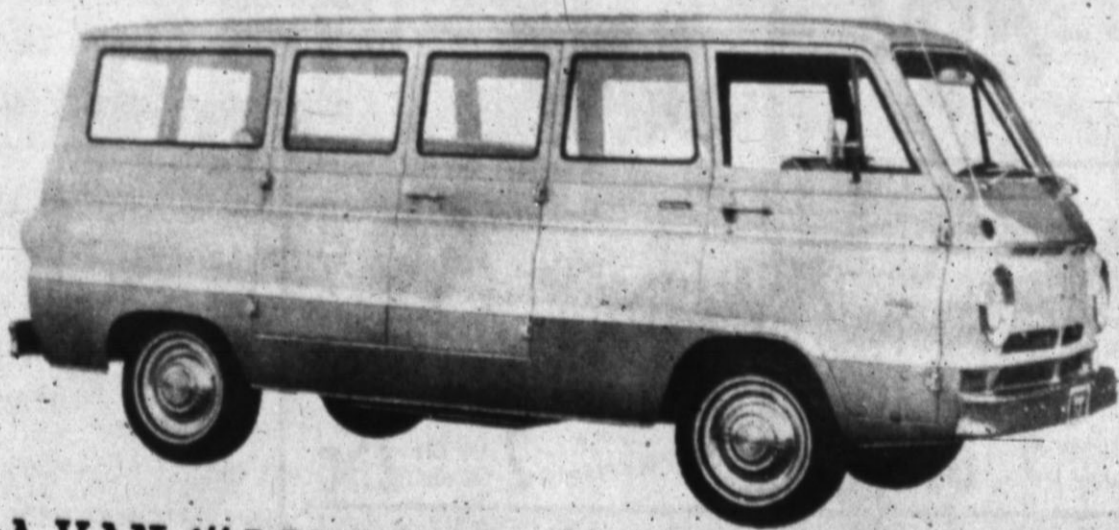
College News About Students From This Area

AUSTIN — Some 200 University of Texas business students are mid-session candidates Jan. 28 for the Bachelor of Business Administration degree.

College of Business Administration Dean George Kozmetsky made public the tentative list of degree candidates including: Carl George McCaslin, Jr., 409 East Fifth.

More Business Forms Wedding Invitations Printed THE END STOP

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This new Dodge van offers a full ten feet of flat cargo floor behind the front seatback. In addition, the wheelbase has been extended 18 inches (from 90" to 108") to accommodate the new length of 189 inches. Equipment includes a 225 cu. in. big "6", radio, vinyl upholstery, dual braking system, vented back glasses and many other extras. The dimensions of the new van are as follows: 5400 GVW, 189" over all length, 108" wheelbase 256 cu. ft. load capacity, 52.1" interior height, 67.7" interior width.

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Small Talk

By SUE COLEMAN
Women's Editor

Ain't Science Wonderful dept.: During the holidays I visited with a family downstate who had installed last summer a whole new heating system that is supposed to be properly engineered for their climate.

THEY HAD BEEN warm enough with the heaters they were using, but the drawback that bothered them most was the "sweating" windows in their home. The expensive, last-word

system cured that trouble, they were happy to find.

But as the days wore on they also found that one member's sinus discomfort grew worse, somebody else complained of a continually dry throat and another of his eyes burning. The heating system was suspected and they complained to the experts who had installed it.

So they were told that they needed a humidifier, and so it was added at some extra expense. But it did the trick;

everybody breathed easy and was quite comfortable. And the windows all sweat again.

A FORMER MEMBER, Mrs. John Harper, was the guest of Bay View Study Club at its meeting last week, and the club reporter hardly knew where to say her home is now. She has been living at Canyon, but was on the point of moving to Hobbs N. M.

MEMBERS OF A family well known in Hereford had a Christmas reunion in the home of the parents, Mr. and Mrs. C. J. Rudd, at Norwalk, Calif. None of them live here at pre-

sent, but "all the Rudd kids were born and raised in Hereford," says a note from their mother. The five children at the reunion are all California residents now.

Together for the holiday dinner were Mr. and Mrs. Paul Tenney (she was Ivaline Rudd) of Bellflower, Mr. and Mrs. Milton Rudd of Catalina Island, Mr. and Mrs. Scribe Dogherty (Betty Jane Rudd) of Bellflower, Mr. and Mrs. Lee Shaw (Mary Helen Rudd) of Artesia and Donald Rudd of Norwalk.

There were 12 grandchildren and two great-grandchildren there to add to the fun. Mrs.

Rudd's sister, Mrs. J. R. Fogerson, and Mr. Fogerson of Compton joined the crowd also.

The sixth of the Rudd children, Leo and his family from Tyler were unable to be there. They did attend a reunion last summer, when the entire family was together for the second time in 20 years.

The Milton Rudds have recently been transferred to Catalina Island from Galveston. He is the man in charge at the U. S. Weather Bureau station on Catalina.

CAPT. AND MRS. Milton Orland Newell and children, Jim-

my, Marie Ann, Suzanne and Joe Ann, have returned to their home in Rome, N. Y. after a holiday visit here with the captain's parents, Mr. and Mrs. Orland Newell, his grandmothers, Mrs. Frank Barber of Friona and Mrs. J. O. Newell, and a number of other relatives.

Captain Newell is stationed at Griffith Air Force Base near Rome, where he is aide to General McElroy.

A HALF-HOUR EARLIER than the usual time, 2:30 p. m. is fixed as the meeting time for Hereford Garden Club Fri-

day, when guests have been invited to hear a program guest, Mrs. Charles W. Odell, president of the Amarillo Garden Club. The tea will be in Community Center.

LOSING AN UNUSUAL button can be anything from inconvenient to very sad, depending upon whether it can be replaced and how essential it is to a costume, so maybe someone is looking for a metal button which was picked up on a downtown sidewalk Monday morning and left at The Brand office.

It is about the size of a penny, has an eagle emblem in

the center and around the border the words "Nostra es, deus spes" (not necessarily in that order). The loser is invited to come by for it, if it is of any value.

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Complete Stock Office Supplies
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Toothpaste Crest Ex. Large Tube **67c** Comet Cleanser 2 1/4 Oz. Can **25c**
Creme Rinse Woodbury Reg. 89c **57c** Joy Liquid Detergent 22 Oz. **45c**
Soap Safeguard Deodorant 2 Bath Size Bar **39c** Paper Typewriter Reg. 250 Count Pkg. **49c**



COOPER'S MARKET
BEST MEAT IN TOWN

Art In Practice

Ceramics Offer Many Avenues Of Creation

By SHERRIN BETTS
Staff Writer

The old idea that a person who is retired is a person with a lot of time on his hands certainly does not apply to Mrs. W. C. Hromas, 307 Sunset. Retired from the teaching profession for 13 years, her time is spent in a score of creative hobbies and club activities.

One of these hobbies which she says "is a very easy art to learn" and gives her much enjoyment is making ceramics and porcelain. Her home is filled with attractive knick-knacks and novelties which she has made. The ceramics are made in all sizes, shapes and colors, some are flower containers, others are made for the lawn and some are made just to be pretty. They are made for her own home, as gifts for friends and family and a few to sell.

Though it is possible to buy the ceramic or porcelain figure already molded, Mrs. Hromas says, "Most of them I mold myself."

President of the Procelain Art Club of Amarillo she has access to a large number of molds which belong to the club.

The molds are bought by the club and then made available to all the members. Mrs. Hromas explained that when only one ceramic is to be made from a mold, it's cheaper to just buy the figure already molded. When several are desired, however, it is better to get the mold and do them herself.

The mixture used to make both the ceramics and porcelain comes in a liquid form, it is poured into the mold and left until the mold can be removed. Mrs. Hromas says a person must know exactly when to remove the mold, when removed too soon it is too soft and will not hold its shape.

After being removed from the mold the ceramic is left to dry for several hours. Mrs. Hromas always lets hers dry overnight. She says, "I never try to mold and fire a piece in the same day." When the ceramic is dry it can be fired and is then ready for any type of glaze, etc. that the artist might want to put on it.

Mrs. Hromas' kiln looks like a miniature oven, though it has no thermostat Mrs. Hromas says "I fire by cone, rather than

temperature," explaining that she uses a special tiny spike or cone-shaped object to judge the temperature. The kiln is turned on and a cone put in it. The cone is then watched through a peep-hole on the kiln. When it turns down, the oven is ready to be turned off. There are different cones for the various things one might fire in a kiln. For instance, one cone is used to fire ceramics, while another is used for porcelain, and still another is used for firing china, which is another of Mrs. Hromas' hobbies.

Ceramics and porcelain are very similar, in the way they are made and in the way the finished product looks, says Mrs. Hromas. Procelain is, however, much lighter and smoother-like fine china — while ceramics are heavy and rough, she explains. One can tell the difference by feeling the surface of the object, for ceramics are never smooth as porcelain, even when sanded.

In addition to making ceramics and porcelain, Mrs. Hromas does china-painting, which she says is "really my first love." Her most recent project with china was making a set of Christmas dishes. Each place setting has a different painting of holly, poinsettia, etc. She feels that this hobby takes

more natural talent than working with ceramics and says that "to be successful, you must have some basic training."

Mrs. Hromas is an active member of the Hereford Ceramic Club, Hereford Garden Club Pioneer Study Club and the Order of the Eastern Star. She is a past matron and past deputy and member of the Grievance and Appeals Committee in Eastern Star, served as mother advisor of the Order of the Rainbow for Girls for 2 years and was grand visitor and a member of the grand executive committee of the organization. She has been president of the Past Matrons of Hereford and was Hereford Garden Club's president twice. She was graduated from North Texas State University with a degree in art and taught in the junior high school in Hereford for almost 20 years.

Most of the articles she makes are used as gifts to friends and family and she says she has already begun preparing for next Christmas. Many of the ceramics she gives as gifts were made especially for the person to whom it is given. She says one of her nephews has stated that he wants a frog and that will be her project for his gift. Often family members tell her what they would like and she makes them, she says.

What is Mrs. Hromas' reason for spending so much time in making things which will probably be given away or sold she says, "It's the pleasure, the inspiration I get to be able to create anything of beauty," and she repeated the words of John Keats — "A thing of beauty is a joy forever. . ."



Mrs. W. C. Hromas artistically minded



BEAUTIFUL CHINA — This china has been hand-painted by Mrs. W. C. Hromas, who has many other artistic hobbies. The china is painted and 'fired' in a hot kiln several times before the colors are vivid enough to suit the artist. (Hereford Brand Photo)

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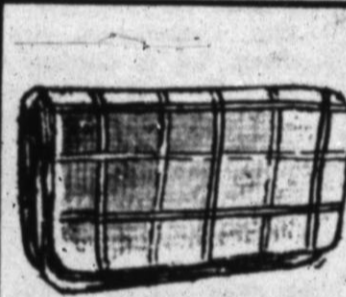
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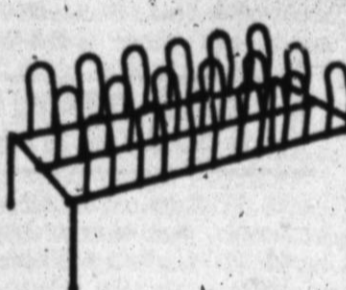
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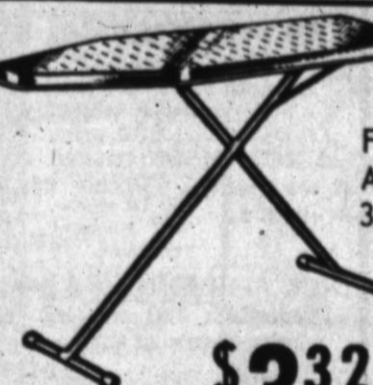


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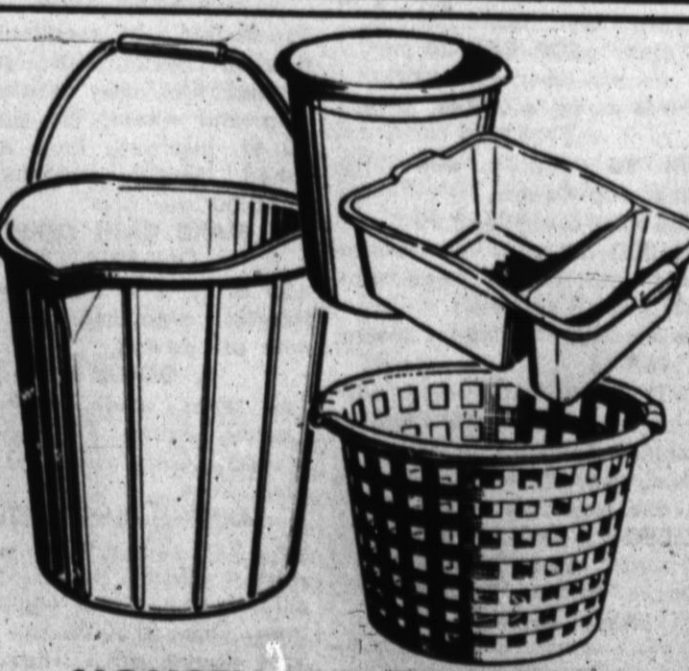
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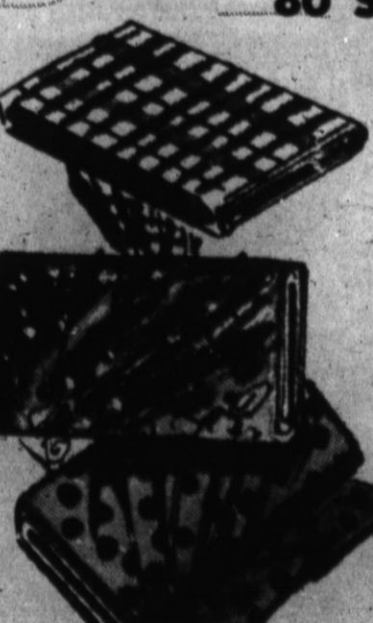
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TWO BEDROOM furnished, furnished, back yard fenced, plumbed for washer. No pets. Call days, 364-2733; nights and week-ends 364-1226. B-5-19-51-tfc

HOUSE EXCHANGES
 Want to trade for a house in Hereford. Will trade either a house in Borger or one in Amarillo. Also 49 acres in country that will trade for Hereford house. **IRRIGATED LAND** 49 1/2 acres, three irrigation wells on natural gas. Almost new three bedroom home. 1 1/2 baths will take clear home in on this land or what do you have. **WANTED RANCH TRADE** Have a 250 cow unit ranch that will accept land in on trade. **COMMERCIAL LOT** 325 feet on 60 highway west. Will build to suit or sell. Call Collect **BACKUS REALTY** FL 6-7205 3601 Torre B-4-1-4c

1/2 SECTION land west of Hereford. By owner. Call 384-4658, Littlefield. B-4-11-48-tfc

FOR SALE LAUNDRY
 Combination, automatic and wringer.
 Call 364-2848 or 364-2257 B-4-4-tfc

FOR SALE BY OWNER
 Nice 4 1/2 year old, three bedroom home, two baths, carpet throughout, fenced back yard. Built-in range and oven, dishwasher — disposal, appli-ance center, drapes. N.W. Hereford. Immediate possession. Owner leaving town. 5 1/2 % loan. 364-0710. B-4-28-tfc

Three bedroom house — \$800 down assume \$6500 loan. Payments \$72 per month. Dunavant and Rhodes Real Estate 200 South 25 Mile Avenue 364-2399 or 364-3780 B-4-28-2c

FOR SALE house and 4 1/2 acres of land on Dimmitt Highway. 364-3482. B-4-12-47-tfc

5. FOR RENT
 BUILDING FOR rent or lease. 133 West Third, Phone 364-0291. B-5-10-47-tfc

TIGHT MONEY? NOT WITH PRUDENTIAL

We have received word that we must double our farm loan volume in Deaf Smith, Castro and Parmer counties. Call 806-364-2814 **SAM NUNNALLY** (night or day) Hereford B-4-24-41c

\$\$\$ ONE MILLION DOLLARS
 To lend on irrigated land in Deaf Smith, Castro and Parmer counties. And . . . We have expanded our territory to include the upper Pan handle.

PRUDENTIAL
 America's Largest Farm Lender!
SAM NUNNALLY
 311 Park Avenue EM 4-2814 B-4-11-104p

6. WANTED
 WANTED BABYSITTING in my home by the day or week. 364-4175. B-4-12-52-8c

WANT to keep children in my home. 364-3754. B-6-10-1-4c

WANT TO LEASE at least 1/2 section to farm. Experienced. 276-5635. B-6-11-28-2p

8. HELP WANTED
 NEED A GOOD experienced mechanic. Lots of work in a fully equipped shop. Fringe benefits. Don't apply unless you're ready to go to work. Jim Boggs, service manager Jim Boggs, service manager at Hedrick Dodge, 2nd and Sampson. B-8-35-24-tfc

SALESMAN OR SALESWOMAN
 NEED ONE MAN OR ONE WOMAN for position with fast growing medical insurance Co. Go to work immediately. Complete training. Must be bondable and own car. If you are now selling autos, appliances, tires or food stuff, you should look into a field which will give you a secure financial future. Salary Paid during training program. Ages 21-50. Contact Mrs. Cliff Jones, Plains Motel, Hereford, Texas. Call for appointment. B-8-2-1c

9. Situations Wanted
 WHITE HANDY man wants work painting and repairing. 276-5272. B-9-10-2-tfc

10. NOTICE
 CUSTOM SWATHING and baling. Floyd Coker. EM 4-1972. B-10-10-2-tfc

HAVE WHEAT and head pasture for about 25 head of cattle. 276-5272. B-10-12-1-tfc

ALCOHOLISM INFORMATION:
 For information on alcoholism, referrals for help, counseling, or programs on the subject of the disease of alcoholism, call EM 4-4540 from 8 a.m. til 12, 1 p.m. until 5 p.m. Monday through Friday. A UNITED FUND AGENCY B-10-9-10-tfc

sis Let me type it for you. Reasonable rates. Call 364-2259 after 5:30. B-10-16-2-3c

11. Business Services
HEREFORD KIRBY VACUUM CO.
 New and Used Vacuums For parts and service Call EM 4-0422 B-11-7-tfc

Colorado Rod-Weeders
 PTO or hydraulic drive
Cisco Rod-Weeders
 with hydraulic drive
 Dempster Planters, Cultivators and Rotary Hoes.
 Lillian Shredders & Blades.
 See the new M-F Diesel tractors. We have several GOOD used Combines.
 SEE **LESLEY MOTOR CO.**
 For the finest in farm machinery
 West Hi-way 60
 Phone EM 4-1600

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FOR RENT

Two and three bedroom brick duplexes with fenced yards, 500 block Ave. G and H. **D & R BUILDERS** 364-3780
Floyd Dunavant 364-1715 I. D. Rhodes 289-5217 B-5-15-tfc

FOR RENT unfurnished two bedroom apartments. Lynette Apartments, 108 Avenue H. 364-0969 or 364-2647. B-5-14-18-tfc

FOR RENT office space at 901 East First. R. B. Miller Auto Sales. B-5-13-2-tfc

SMALL FURNISHED house. Private shower. Linens furnished for white man. 238 Ave. E. 364-0798. B-5-14-2-2p

STATION AND cafe for rent Highway 66 and IS-40. A. F. Moore, Wildorado, Texas 806-426-5566. B-5-14-2-6c

TWO BEDROOM unfurnished duplex. Fenced back yard. Water paid. Whites only. Phone 364-3757. B-5-13-2-4p

TWO BEDROOM house for rent. 828 Blevins. Call Lloyd Olson, 364-0506. B-5-11-2-3c

FURNISHED HOUSE White adults only. No pets. 303 Avenue H. B-5-10-26-tfc

ONE THREE room furnished apartment \$60 month. One exceptionally nice newly furnished large two bedroom apartment. \$75. Whites only. Apply 232 West Third. B-5-22-46-tfc

Phone 364-2030

WANT ADS

Phone 364-2030

PORTABLE DISC ROLLING
Scalloped or plain. Jacobsen Brothers. Phone EM 4-1543.
B-11-10-23-tfc

Expert auto service at Penney's Auto Center. Three mechanics to serve you. We feature air conditioners, Foremost auto, pickup, truck and tractor tires, Blend-A-Matic Gas, oil by the quart or drum, seat covers, batteries, all types of auto accessories, Vespa motor scooters and Bridgestone motor bikes.
PENNEY'S AUTO CENTER
Sugarland Mall
Hereford, Texas
364-4065
B-11-2-tfc

OWENS & HOLLINGSWORTH
Motors Rewind
Generator & Electric
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Commercial - Industrial
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809 EAST SECOND
EM 4-3572
B-11-13-tfc

KELLEY ELECTRIC
Doug and Virgil
Electrical Contractors
Residential and Commercial
All bids and wiring competitive.
No Job Too Large or Small
Phone EM 4-1345
Nights phone: EM 4-2012 or
90x 130
EM 4-1345
B-11-46-tfc

Legal Notice
THE STATE OF TEXAS
COUNTY OF DEAF SMITH
NOTICE OF EXECUTION
SALE
By virtue of an execution issued out of the 108th District Court of Potter County, Texas, on a judgment rendered in said court on the 19th day of August, 1966, in favor of Crouch Carpet Company, Inc. d/b/a Texas Carpet Company and against the said Ted Royal, in the case of Crouch Carpet Company, Inc. d/b/a Texas Carpet Company against Ted Roy-

al, No. 43529 in such court, I did on the 19th day of December, 1966, 8:20 o'clock a. m., levy upon the following described tracts and parcels of land situated in the County of Deaf Smith, State of Texas, as the property of said Ted Royal, to-wit: All of the South 23 feet S 23' of Lot No. 63, and all of Lots Nos. 64 and 65, all in Thunderbird Addition to the City of Hereford, Deaf Smith County, Texas, and on the 7th day of February, 1967, being the first Tuesday of said month, between the hours of ten o'clock a. m. and four o'clock p. m. on said day, at the courthouse door of said county, I will offer for sale and sell at public auction, for cash, all the right, title and interest of the said Ted Royal in and to said property.
Dated at Hereford, Deaf Smith County, Texas, this 23 day of December, 1966.
Edward R. Roberson,
Sheriff of Deaf Smith County, Texas

Legal Notice
NOTICE TO ALL PERSONS HAVING CLAIMS AGAINST THE ESTATE OF MAYNARD R. BUCK, DECEASED
Notice is hereby given that original letters testamentary upon the estate of Maynard R. Buck, deceased, were issued to me, the undersigned, on the 9th day of January, 1967, in the proceeding indicated below my signature hereon, which is still pending, and that I now hold such letters. All persons having claims against said estate, which is being administered, in the County of Deaf Smith, are hereby required to present the same to me respectively, at the address below given, before suit upon same are barred by the general statutes of limitation, before such estate is closed, and within the time prescribed by law. My residence and mailing address is 116 Ranger Drive Hereford, Texas, being in the County of Deaf Smith, State of Texas.



"I haven't anything against the boy, it's just that I like to know what a young man dating my daughter looks like!"

Plant Life Is Topic In Garden Club
Basic information on How Plants Live and How They Grow was given in a talk by Mrs. B. E. Roberson on the program of Garden Beautiful Club in the home of Mrs. V. O. Hennen Friday afternoon. Mrs. Ansel McDowell was co-hostess.
Botanical facts were discussed by Mrs. Roberson as a background for the lesson on horticulture, one phase of study featured by garden club members.
New Trees for This Locality was Mrs. Will S. Kerr's subject. She cited experiences of local nurserymen and residents who have grown trees recommended for this area, naming the varieties which have proved most satisfactory.
With Mrs. Charlie Noland presiding, a short business session was held. Members voted to assist in a project in which all women's organizations of the county are asked to join, that of equipping the kitchen at the County Bull Barn so that meals may be served for large gatherings.
Those present included Mmes. T. E. Seigler, Roy Smith, G. S. Solomon, W. J. Stanford, E. W. Young, N. D. Bartlett, Roger Brumley, Ray Cowsett, Charles Hood and Homer Newton.
Miss Jeane Ashley, 1965 Women's Amateur golf champion, is an elementary school teacher. She's a native of Chanute, Kan.



EXTENSIVE DAMAGE — Damage to each of these vehicles, which were involved in a Saturday night accident on west Highway 60, was estimated at \$2000. Driving the respective automobiles were Mrs. Jesus Gonzales, Rt. 5 and Antonio Vallejo, 302 Bradley. Three injuries resulted from the accident. (Hereford Brand Photo)

Club Will Lead Fine Art Survey

Cooperation in a Cultural Resources survey of Deaf Smith County, project of Texas Federation of Women's Clubs for the Texas Fine Arts Commission, was voted by Pioneer Study Club at a luncheon Tuesday in the Caison House, and members volunteered to serve on a committee.
A member of the club, Mrs. Ralph McCullough, has been appointed coordinator of the survey for this county.
Mmes. A. E. Manjeot, W. C. Hromas, Ray Johnson and D. K. Brook agreed to work with her, and members of other Federated clubs here are being asked to serve also. Survey results are to be reported to the state fine arts commission at the end of next week.
Program subject for the luncheon Tuesday was Home Life, which also gave the theme for table decorations arranged by Mmes. Wirt Phillips, J. V. Pickens and Henry Hastings, hostesses.
An open Bible and a model of praying hands was at one end of the table, yarn and knitting needles at the other. Flowers were arranged with a miniature replica of a rocking chair, and in an antique teakettle.
Mrs. R. L. Wilson presented an instructive talk, Everyday Facts about Food Additives, illustrated with slides shown by Mrs. Johnson. She said chemical additives for food, to improve the flavor, texture, color, nutritive value or keeping qualities, have been developed during the past half-century, and today more than 3,000 are commonly used.
Subject of a talk by Mrs. Brook was Herbs for Garden and Kitchen. She named herbs which will grow well in this area, and told how some of the most common such as dill, parsley, chives, mint and nasturtiums, are used to flavor food. Use of herbs dates back thousands of years, she said, with a history both romantic and sacred.
Mrs. Manjeot gave the opening meditation, "A Man Thinketh." The invocation was by Mrs. Hastings.
Mrs. Delmar Sigle presided for business. Members voted to contribute a book on geriatrics to Deaf Smith County Library.
Reports were heard on Christmas activities, gifts valued at \$80 to the Amarillo Veterans Hospital gift shop, delivery of a basket of food to a needy family here, and holiday treats for Boy Scouts who are responsible for keeping the U. S. flag flying in Mothers Park.
Other members present were Mmes. Paul Rudd, M. L. Simpson, Bess Werner, William Wimberley, B. E. Brumley, Frank Ball, Fred Barrett, Burl France, O. G. Hill Sr., L. H. Lookingbill Sr., H. E. Miller and Miss Roberta Campbell.

Three Injured In Car Wreck

Three injuries resulted from an accident on west Highway 60 Saturday night. All were taken to Deaf Smith County Hospital by Gilliland Ambulance for treatment and then released. Those injured were Antonio Vallejo, driver of one auto, Mrs. Jesus Gonzales, driver of the other car and Janie DeLosSantos, a passenger in Vallejo's car.
The accident occurred as Vallejo was driving a 1966 sedan, owned by David Diaz, 115 Bradley, west on highway 60 and Mrs. Jesus Gonzales, driving a 1965 sedan, attempted to make a left turn onto highway 60 from farm-to-market 2856. The two collided, knocking Vallejo's auto mobile into the stop sign on highway 60.
Damage to both vehicles was estimated at \$2000 and damage to the stop sign was estimated at \$7.
MEETING DATE CHANGED
Monthly meeting of the Night Circles of First Baptist Missionary Society will be held at 7:30 p. m. Jan. 19 instead of the usual date, Jan. 12, to avoid conflict with the annual Chamber of Commerce banquet this evening. The meeting of all night circles will be at the church.

Program Variety Added By Quiz In Music Club

A quiz testing musical knowledge of members varied the program of music, live and recorded, presented for Dawn Music Club Tuesday afternoon in the home of Mrs. Melvin May.
Mrs. H. V. McCabe conducted the quiz. Two members contributed musical selections to the program, Mrs. Ted Wimberley playing Handel's Sonata No. 5 for flute with Mrs. Carl Wimberley as pianist, followed by Bach's Prelude in C by the pianist.
Recorded music included an album of Strauss waltzes and a vocal solo, Ave Maria.
Plans were made for a party for husbands of club members, scheduled Feb. 3 in the Ray Stewart home. An invitation from the West Texas State University music department was read, asking club members to a piano concert Feb. 8 by Jeffery Siegel, recent winner of the Leventritt Foundation award.
Other members present for the club meeting and informal refreshment period were Mmes. Walter Lemons, Alfred Smith, Robert Strain and William Wimberley.
Wallace Shelton color bearer, Mrs. Arthur Rogers chaplain, Mrs. Leonard Davis and Mrs. T. E. Clark, right and left supports to the noble grand; Mrs. Guy Lawrence and Mrs. Bob Manning, right and left supports to the vice grand; Mrs. Frank Cox and Mrs. Archie Love, inside and outside guardian.
After the installation ceremony, refreshments were served to 23 members. On the hostess committee were Mmes. Rettman, Henry Murrell, Davis and Bud Rogers.

Rebekah Offices Filled

Officers headed by Mrs. David Rettman as noble grand were installed for Hereford Rebekah Lodge Tuesday evening at a meeting in the IOOF Hall.
Mrs. Bud Rogers took office as vice grand, Mrs. C. E. Beauford as recording secretary, Mrs. Ross Lomineck financial secretary and Mrs. Ada Hollabaugh treasurer. "Mrs. Benny Cooper became past noble grand.
Also installed were Mrs. Jimmy Vines as warden, Mrs. Orpha Nickerson conductor, Mrs.

Star 364-2037

THURSDAY FRIDAY
OPEN 4:15 SHOWTIME 4:30
Reduced Admission from 4:30 to 6:30
Adults 85c
Children 25c
Students 60c
Regular Admission After 6:30
SAT. - SUN. HOLIDAYS
Adults \$1.00
Students 75c
Children 35c

STAR SATURDAY
SHOWTIME 2:00 P.M.
Adults \$1.00
Students 75c
Children 35c

BEWARE OF FROZEN BLOOD
Are the dead ever reborn?

FRIDAY (Feb 13)
MIRRORED GROOM
Strange things happen in "My Blood Runs Cold"

Star 364-2037 342 N. Main

SUNDAY MONDAY
SHOWTIME 2:00

SCHOOL OUT MONDAY
Reduced Prices 2:00 to 6:30
Adult — 85c
Student — 60c
Children — 25c

TUESDAY
Showtime 4:15
Reduced Prices 4:15 to 6:30
Adult — 85c
Student — 60c
Children — 25c
Prices after 6:30
Adults — \$1.00
Student — 80c
Children — 35c

THE CITY THAT BECAME A TORCH — THE TORCH THAT FIRED THE WORLD!
CHARLTON HESTON LAURENCE OLIVIER

TECHNICOLOR **RICHARD JOHNSON RALPH RICHARDSON**

"Khartoum"
THEY SAY THE NILE STILL RUNS RED FROM THE BATTLE FOR KHARTOUM!

NEW ADVERTISING DEADLINES
EFFECTIVE JANUARY 15, 1967
FOR DISPLAY ADS
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—SUNDAY PAPER—
DEADLINE FRIDAY 5 P.M.
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YOUNG FARMER SPEAKS — Marcus Hill, state president of the Future Farmers of America, spoke Thursday night during the regular monthly meeting of the Deaf Smith County Farmers Union. (Hereford Brand Photo)

Courthouse Records

VEHICLE REGISTRATIONS

Angel Soto, 1965 Ford; Wayne Elliston, 1962 Chev.; C. N. John, 1960 Pont.; C. N. John, 1957 Ford; Norman Lytal, 1962 Dodge; Norman Lytal, 1961 Ply.
 Walter Kuper, 1961 Dodge; Walter L. Kuper, 1946 Chev.; Walter Kuper, 1949 GMC; Walter Kuper, 1962 Chev.; Felix G. Alibiar, 1966 Town and Country-Hse. Tri.
 J. E. Sorrells, 1953 Dodge; Geo. Ramirez, 1961 Ford; Glenn Duncan, 1959 Ramb.; Jose Gallegos, 1957 Ford; Jose D. Gallegos, 1961 Corvair; Willard May, 1956 Merc.
 Willard May, 1956 Chev.; Pablo G. Rodriguez, 1961 Ford; Frank Garcia, 1952 Pont.; Andrea Urias, 1959 Pont.; Robert Treadway, 1957 Chev.; A. J. DeLaPax, 1959 Dodge.
 Cecil Asher, 1959 Chev.; Seferino DeLosSantos 1961 Chev.; Toribio Liscano, 1956 Chev.; Millie Lopez, 1958 Chev.; A. L. Weaver, 1955 Chev.
 Rayburn L. Strange, 1957 Ford; Emasco Vega, 1960 Ford; Mario Tamez, 1958 Olds; Jesus Gallegos, 1962 Ply.; Baldo-mero Guerrero, 1957 Ford; Leona Packard, 1967 Ford.
 Miguel Merza, 1962 Chev.; James Jones, 1960 Pont.; W. J. Albracht, 1964 Chev.; Gregorio Brarrientos, 1964 Chev.; Benigo Ramirez, 1964 Chev.
 Carmen Hernandez, 1960 Chev Jimmy Brown, 1964 Chev.; Raymond Morrison, 1960 Pont.; Kenneth R. Doyle, 1967 Chev.; Owen Seamanda, 1957 Chev.
 Orsborn Chev.; 1967 Olds.; Bravo Smokes, Inc., 1963 Buick; Mike Betzen, 1963 Chev.; Jewell Elliott, 1967 Ford; James T. Ford, 1967 Dodge.
 Ernest F. Osborn, 1967 Chrys. Gwendolyn Hacker, 1967 Buick; Fay Todd, 1967 Ford; Elmer Woodward, 1965 Ply. Earl Plank 1966 Chev.

MARRIAGE LICENSES

Joe Lucio Padilla and Mary Herminia Mendez, January 6.

Damage Slight In Accident

Arthur Jennings and Mrs. Charles Weemer were involved in an accident which caused \$75 damage to both their vehicles Saturday afternoon at the intersection of Grand Avenue and Highway 385. Both Jennings driving a 1962 sedan and Mrs. Weemer, driving a 1938 sedan were going south on 385 when she attempted to turn left on Grand and the two collided. Jennings' was driving an automobile owned by Bill Fleming, 117 Lake.

3 U. S. PLAYS IN DUBLIN

DUBLIN — Three recently produced American plays are included in the annual Dublin Theater Festival. Eugene O'Neill's "Hughie" and Sidney Michael's "Dylan," which both premiered on Broadway during the 1964-'65 season, are being done, plus last season's off-Broadway hit, "Hogans Goat" by William Alfred.

Office Supplies — Printing THE INK SPOT

Dr. Milton C. Adams

OPTOMETRIST

OFFICE HOURS
 Mon. - Fri. 9:00-5:00
 Saturday 9:00 - 1:00

505 Main EM 4-2285

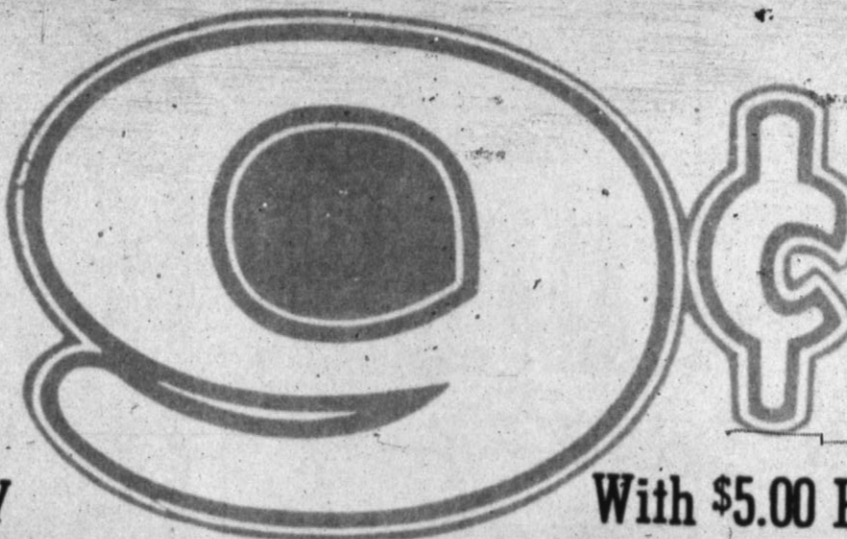
PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

STAINLESS TABLEWEAR

BY TAYLOR SMITH AND TAYLOR

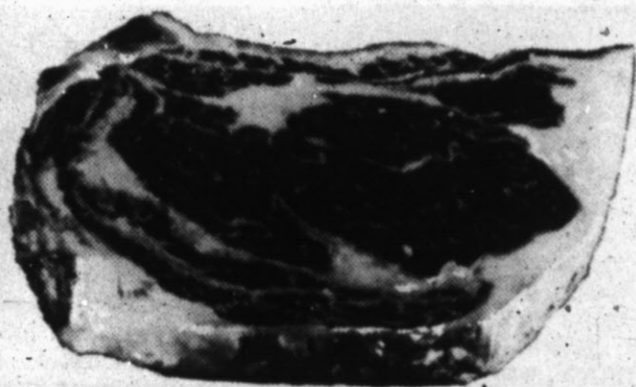
If you have been wanting to complete your set - here's the chance you've been waiting for!

YOUR CHOICE
 Knife - Fork
 Spoon - Soup Spoon
 Salad Fork Only



With \$5.00 Purchase

CLUB STEAK



USDA Choice

79
 LB.

BACON

Armour Star Lb. **69c**

USDA Choice
 ROUND or SIRLOIN
STEAK Lb. **89c**

FRANKS
 Armour Star All Meat 12 Oz. **45c**

Save Shurfresh & Tender Crust Coupons FOR VALUABLE FREE PRIZES

SHURFRESH MILK Triple taste-tested and produced under the most exacting quality control program.

TENDER CRUST BREAD - Perfect slices, even texture - from the most modern plant in the Golden Spread.

Ask Piggly Wiggly For Prize List

ICE CREAM Cloverlake 1/2 Gallon All Flavors **59c**

Dip Cloverlake 8 Oz. Pkgs. 2 For 45c	Sour Cream Cloverlake 8 Oz. Pkgs. 2 For 45c	Cottage Cheese Cloverlake Reg. or Slim 12 Oz. Ctn. 19c
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Cottage Cheese 39c
 Cloverlake Quart

Chocolate Milk 2 For **49c**

Shortening Shurfine 3 Lb. Can 73c	Coca-Cola King Size or Reg. 6 Btl. Ctn. 39c	Eggs Shurfresh Med. Grade 'A' Doz. 49c
--	--	---

Margarine Shurfresh Soft New Twin Pack Carton **3 For \$1**

Dog Chow Purina 25 Lb. Bag **\$2.69**

Piggly Wiggly DELICATESSEN..

THURSDAY
 Stuffed Peppers - Red Beans
 Sweet Potatoes - Chicken
 Fried Steak - Fruit Cobbler
 Corn Bread

FRIDAY
 Goulash - Catfish - Fried Chicken - Creamed Potatoes
 Macaroni & Cheese - Hot Rolls - Banana Pudding

SATURDAY
 Southern Fried Chicken - Meat Loaf - Pinto Beans - Hot Beef Stew - Green Salad
 Jello Salad - Corn Bread

Glade Pledge Deodorant New Sun Country 7 Oz. **49c**
 Polish 7 Oz. Aerosol Can **69c**

TISSUE Northern Bathroom 4 Roll Package All Colors **29c**

Pot Pies Morton's Frozen Meat - 8 Oz. Pkg. **17c**
Preserves Bang Strawberry Big 2 Lb. Jar **49c**

CAKE MIX or Frosting Mix Shurfine 3 Boxes For **79c**

COFFEE FOLGER'S LB. CAN **69c**

FLOUR Gold Medal 5 Lb. Bag **55c**

ANTI-FREEZE Prestone or Zerex No Sale To Dealers Gal. **\$1.45**



Notebook Paper Affiliated 400 Count Filler Paper 98c Value **59c**



BUNS Tendercrust Hot Dog or Hamburger 8 Count Pkg 2 For **49c**

BREAD Tendercrust 1 1/2 Lb. Loaf 2 For **49c**

PIES Morton's Frozen Apple or Peach Each **29c**

BANANAS Central American Golden LB. **12 1/2c**

Grapefruit Texas Ruby Red 2 Lbs. 15c	Pears Washington D'Anjous 2 Lbs. 25c	Rutabagas Minnesota Waxed Lb. 10c
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CLOVERLAKE HOT CHOCOLATE SERVED ALL DAY SATURDAY!!

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

Industry Study Made By Group

Three goals were set out for The Industrial Development Committee at its first meeting early in February. Those three goals were: (1) investigate the mechanics and advantages of an Industrial Foundation and related industrial park; (2) study the possibility of improving the motor freight situation to and from Hereford so as to avoid the one day transshipment delay in Amarillo, and (3) recognition of industry in the Hereford area during Texas Industrial Week.

Under the chairmanship of Dean House, the committee made substantial progress in its first goal. A visit to Brenham, Texas, and conference with directors of that city's very successful industrial foundation convinced members of the committee that there was merit to this approach to industrial development. Subsequent information established that in the Hereford Area Foundation such a tool already existed though inactive in that area of development at the present. Officers of the Foundation invited the committee to nominate industrial development leaders to the Foundation board.

Action on the salute to area industry was deferred due to the conjunction of Easter and the Texas Industrial Week which caused a problem for the news media. The committee developed information which indicated that if the Chamber was will-



Thelma Lamm

Secretary Is Contest Honoree

The Chamber of Commerce was honored and pleased to have its office secretary, Mrs. Thelma Lamm, selected as Secretary of the Month for the month of November. Mrs. Lamm started out working for the Chamber part time in September 1963 and then became the full time and only office secretary in February of 1966.

She has distinguished herself by her willingness to be of help to anyone, by the consistent excellent quality of her work and by her friendly and pleasant manner. The secretary-receptionist in a small office such as this is a key partner in the success of the operation. Thelma has done an outstanding job and is a credit to the Chamber of Commerce organization in every way. We are very proud for her that others, namely those who select the Secretary of the Month, have recognized the qualities in her work that we have long recognized.



Dean House

ing to support one carrier that direct motor freight service to Dallas could be obtained which would by-pass the Amarillo terminal but that there was not enough such freight to support it being divided between several carriers. This action was deferred until more information could be obtained from the membership.

Interviews with several industrial prospects which would have required community financing were held but none of the projects was deemed to have enough merit to warrant committee support.

In an attempt to gain more know-how in industrial development the committee attended several meetings the first being one of the Texas Industrial Development Council and the Texas Mortgage Bankers Council in Dallas, a second the Texas Industrial Development Conference at Texas A & M and finally the West Texas Chamber of Commerce industrial development conference at San Angelo.

Active members of the committee in addition to chairman House were: Leo Forrest, Dale Young, John Myers, Melvin Jayroe, John McNey, Jerry Fowler, Puzant Torigian, Gene Campbell and Wheeler Sears.



Jimmy Tucker

Alternate Plan Proposed For North Bus Route

A proposal to secure a bus route from Dalhart on the north to Lamasa on the south received varied degrees of support from communities along the proposed route. The greatest support came from Dimmitt and the Castro County chamber of Commerce.

The proposal, originating in the Transportation Committee



Bill Thompson

Modern Methods Expedite Routine C of C Activity

Rather than catalogue, as we have in the past, the number of inquiries and other matters handled through the office let it suffice to say that the flood of inquiries from school children, from business men, from vacationers and from opportunity seekers has not abated.

The office has added two features which have increased its efficiency greatly during the past year. Lease of a Xerox copying machine has perhaps contributed more to a relief of the work load on the secretarial help than most anything else. Copies of minutes, meeting notices, letters of inquiry that need to be re-directed, now all flow through the copy machine rather than through the time consuming and messy mimeo machine.

Early in the year the chamber signed a contract with Computer Data Processing to handle the bookkeeping chores of the Chamber. This contract has saved the Chamber approximately the salary of one extra girl and enabled the Chamber to operate with one secretary-receptionist full time and only occasional help from a second girl.

During the year the staff assisted with the preparation of several magazine and newspaper articles that have since appeared in print and given our area wide publicity. The Chamber Manager has attended a number of professional improvement meetings including Texas Chamber of Commerce Managers, Chamber of Commerce Managers of West Texas and American Chamber of Commerce Executives. He also has attended several training meetings in his capacity as Civil Defense Director.

headed by J. I. Tucker, has been stymied by the committee's inability to interest a carrier in the route. A recent appraisal of the situation indicates that rather than a bus service perhaps an express truck route might develop the trade first. There has been some interest in this proposal from a local individual but no concrete proposal which could result in an application to the Railroad Commission has been developed as yet.

This will remain one of the goals of the committee for the need for such service to serve the businesses of Hereford is very apparent.

Serving with Tucker were G. T. Slaughter, Robert Wagoner, Dex Lillie, Bill Patton, Jimmie Gilentine, Bruce Brown, J. D. Newman.

Shopper Swap Is Retail Success

Jimmie Roberts headed a Retailers Steering Committee which included Clete Corlis, Jack Nunley, Irving Alexander, Guy Lawrence, James Hale and Debbs Knox. The largest and by far the most successful project of the year was the exchange shopper survey with Dumas.

This program, worked out with its counterpart committee of the Dumas Chamber, saw a group of Dumas members of their B and PW Club journey to Hereford to spend a day of shopping — at our expense — in Hereford stores. Following their shopping spree — they returned those items they did not wish to keep — they completed an evaluation of the stores shopped.

Later a group of women from Hereford journeyed to Dumas for the return phase of the project. All businesses participating



Jimmie Roberts

reported the project very worthwhile — but the women shoppers had the most fun, they reported.

Other committee projects included a meeting set up as an idea session to develop areas of community wide promotion, another meeting to see an excellent film on store front remodeling.

Cited in the meetings was the need for more areas of cooperation between all business groups, more conventions and a program to make convention delegates welcome to the community, the need to make a bid for bi-district playoff games in basketball and football, and the possibility of sponsoring a professional sports attraction — such as a pro-golfer — to create publicity and bring people into town.



Mrs. Virginia Adams

Beautification Promotes Two Good Projects

A Fall Cleanup campaign and selection of the residential and commercial beauty spot of the month have been the major accomplishments of the Beautification committee of the Chamber under the leadership of Mrs. Virginia Adams.

Working with Mrs. Adams was an "All Star" committee made up of Mrs. Jack Renfro and Mrs. Debbs Knox on securing of equipment, Mrs. Bruce Brown, and Mrs. Sam Long on coordination with the City, Mr. Fred Seroyer and Mrs. Bill Hromas on securing business cooperation and Mrs. Bruce Carter and Mrs. Will Kerr on mapping and planning of special pick ups. This team assured a most successful Fall cleanup thanks particularly to the City Employees who worked many extra long hours to cover all portions of the city several times.

Mrs. Bruce Carter headed the sub-committee which made the monthly selections of the residential and commercial beauty spot of the month. This committee faced many difficult decisions and had to change its "Ground Rules" in the middle of the year.

In other action the committee recommended the planting of geraniums on a county wide basis during 1967. They were unsuccessful, but have not abandoned projects which aimed to solve problems concerned with an open ditch along U. S. 60 in

Formby, Lillie WTCC Directors

Clint Formby joined Dexter Lillie in a position of leadership in the West Texas Chamber of Commerce this past year. Formby, as head of the West Texas Chamber's Education Committee, became a member of the Board of Directors of the regional chamber. Dexter Lillie was elected to a regular position on the board earlier in the year and attended the annual and board meetings.

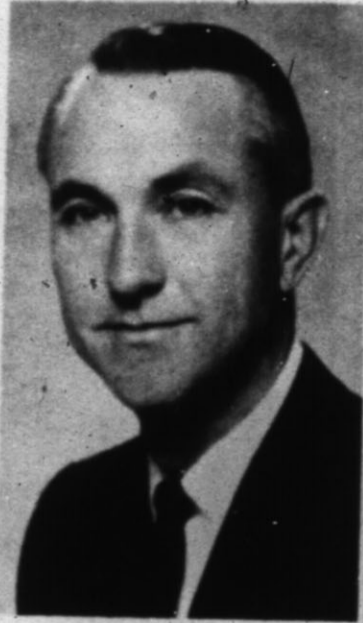
Formby and Lillie follow in the footsteps of Henry Sears in keeping the regional organization well aware of this area's needs and problems and its leadership potential. Under the strong guidance of John Ben Sheppard the West Texas Chamber of Commerce has reached a peak of prestige and effectiveness that it has long been reaching for.

the heart of town, an eyesore east of town and the further clearance of certain other buildings which are in a run-down and apparently hazzardous condition. Efforts to beautify the exterior of the Bull Barn led to a complete frustration of the committee assigned to the task. There seemed to be no practical solution to this problem.

Serving with Mrs. Milton Adams were: Mrs. Irving Alexander, Mrs. T. J. Carter, Howard Armstrong, Mrs. Sam Long, Mrs. Will S. Kerr, Mrs. Ray L. Johnson, Mrs. Billy Ott, Fred Seroyer, Mrs. Debbs Knox, Mrs. Bill Hromas and Mrs. Jack Renfro.

EXTRA! EXTRA!

DEAF SMITH COUNTY CHAMBER OF COMMERCE REPORT



Raymond White
President

R. C. White Ends Active Chamber Year

Presiding over meetings of the Board of Directors supervising the activities of all of the committees and the staff, spokesman for the Chamber — these are but a few of the duties of the office of President of the Deaf Smith County Chamber of Commerce. The office has been most capably filled during the past twelve months by Raymond C. White, partner in the H and W Implement Company, John Deere dealers for this area.

White was born in Lockney, Texas, on January 7th, 1922. In 1929 he moved to Sudan and remained in that community to complete high school in 1940. His college education at Texas Tech was interrupted by service in the Army Air Force during World War II returning following the war to earn his Bachelor of Science degree at Tech in 1947. Though a Bachelor of Science, he was not a bachelor by marital status having wed Avis Herring in 1944.

Moving to Hereford from Friona in 1955 to become a partner in the firm which he now manages, he immediately became active in many community projects. He is a member of the First Baptist Church, an active member of the panel of deacons, taught a boys Sunday school class, served as an Adult Sunday school department superintendent and is a member of the church choir.

White is a past president of the Hereford Lions Club, having previously served that organization as secretary then vice president. He has been a member of Lions International for 16 years and has an eleven year perfect attendance record.

He is a member of the Board of Hereford Independent School District, served last year as secretary of the Hereford Little League, Baseball program. He has three children; Susan, aged 17; Sherry, age 14; and Chris, age 10. White will serve one additional year on the Chamber Board of Directors and Executive Committee as the immediate past president.

The Hereford Brand

HEREFORD, TEXAS 79045, THURSDAY, JANUARY 12, 1967

WORK FORECASTS

Chamber Asks Community To Isolate Area Answers

Lacking a crystal ball with which to accurately foretell the future of the area, your Chamber of Commerce and its committees must plan their course of action on the basis of known and recognizable problems.

Some of those problems defy easy and quick solutions and require not just Chamber of Commerce but combined community attention. Recognizing that many different points of view exist and that each point of view would urge a different priority, there are listed here seven of the most critical generalized problem areas — their order not being intended to reflect any priority — for which solutions

are needed:

1. A long term solution to the problem of providing a lasting, quality water supply first for agriculture and secondly for municipal use.

2. A solution to the problem of providing additional year-round payrolls to stabilize the seasonal variations in our economy and to stabilize the labor supply.

3. A solution to the need for development of a real tourist stopping attraction.

4. A solution to the problem of effectively publicizing and capitalizing on Hereford's position as an area trade center with all of the selection and

price advantage of a large city and the convenience and personal attention of a small city.

5. A solution to the problem of offsetting the marketing risks in the vegetable industry and thereby stabilizing the vegetable production and its resultant impact on the local economy.

6. A solution to the growing need for additional recreational and cultural facilities and opportunities.

7. A solution to the problem which local government faces in attempting to balance community needs and desires against the community's ability and willingness to pay for those facilities.



Neil Cooper
President Elect

Neil Cooper Takes Chamber Reins For '67

Neil Cooper, the man selected to lead the Chamber of Commerce effort for the year beginning February 1st, has compiled a distinguished record of community service since coming to Hereford in 1952.

Born in Hedley, Texas, on November 16th, 1923, Cooper was moved to Canyon at the age of 6. He is a graduate of the class of 1940 from Canyon High School. His college education included time at both West Texas State College (now University) and the University of Texas. He served three years in the Air Force during World War II.

In 1947 he married Barbara Tolliver, a Canyon girl. The Coopers have three children — Jimmy, 18; Patricia, 14; and David, 12. The family moved to Hereford in 1952 buying out the Cashway grocery store. In 1957 the new Cooper's Market on Park Avenue was opened.

Neil served two terms on the city commission, is a past president of the Lions Club, served on the Chamber of Commerce Board of Directors in 1953-54, has been United Fund President, served on the District Boy Scout Committee, the Board of the Deaf Smith County Chapter of the American Red Cross, the County Welfare Board and is a member of the Masonic Lodge.

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

The presidency of the Chamber of Commerce offers Neil a challenge in community leadership during a period of change in the developing economy of the area.

Burger Is Banquet Speaker

Joseph E. Burger, the featured speaker for this evening's event, is one of the top speakers in America today. After attending Washington University, he spent fourteen years with Ralston Purina Company of St. Louis in sales and sales-promotion. Later he entered the automobile business and organized one of the largest and most successful dealerships in St. Louis. He knows what it means to meet a payroll.

For ten years he was Vice-President and Sales Manager of one of the largest and oldest seed and garden supply companies in the mid-west. Presently he is director of Sales and Public Relations for the H. V. Nootbaar Company, Pasadena, California, Manufactures Representatives in the food milling industry in the Pacific Southwestern United States and Hawaii.

Mr. Burger is recognized as an outstanding, popular, inspirational speaker before business, professional and agricultural groups, having appeared before audiences in every state coast to coast, in Mexico, and in most of the Canadian Provinces. His travels have taken him into practically every European country, including Russia.

Support Of News Appreciated

It is customary each year to devote a prominent portion of this annual report to an expression of appreciation to the local news media for their support of the Chamber of Commerce. Because it is done each year it is none the less sincere and deserved. It is a recognized fact of life for Chambers of Commerce.

See NEWS Page 2



Joseph E. Burger

As a member of the Sales and Marketing Executive Association of Los Angeles, he address-

ed six thousand people at their Annual Salesman's Rally in the Los Angeles Shrine Auditorium. He received a standing ovation at the conclusion of his address in New Orleans before the Annual International Distribution Congress of Sales and Marketing Executives International. He has also been honored with a return engagement to speak to the New York Executive's Club the largest in the nation. He makes an average of 100 speeches a year before conventions of Trade associations and some of America's foremost business firms.

Listed in the TOP SPEAKERS LIST of the American Society of Association Executives and the SPEAKERS ROSTER of Sales and Marketing Executives International, his name and biography also appear in WHO'S WHO IN THE WEST and in WHO'S WHO IN INDUSTRY.

Program

Invocation by Rev. Clifford Trotter, Pastor, First Methodist Church
Welcoming remarks by Neil Cooper, President Elect
Introduction of Out-of-Town Guests, Raymond White
Presentation of Citizen of Year Award — Bill Gentry, President, Hereford Lions Club
Introduction of Officers and Directors of the Deaf Smith County Chamber of Commerce
Special Presentations
Remarks by Raymond White, President, 1966
Introduction of Feature Entertainer
"Pay Day — Some Day" — Joseph E. Burger

Menu

Tossed Green Salad
8 ounce Club Steaks
Baked Potatoes
Buttered Green Beans
Apricot or Cherry Cobbler
Relish Trays
Buttered Texas Toast
Coffee

Directory Plans Would Include County Stockmen

Jim McAndrews headed the Livestock Committee which is engaged in efforts to have published a complete livestock directory of Deaf Smith County. The committee agreed that such a directory should be published on a contract basis with a company engaged in the directory or magazine publishing business, that it should be comprehensive of all livestock in the county, that it should be self supporting and that one section — an alphabetized section — should contain uniform listings of all producers in the county.

Another recommendation of the committee, not approved by the Board, was removal of the Hereford Capitol signs from the highways. The Board recommended that cost of renovating the signs and adding the county name should be determined.

Throughout the year the chairman and members of the committee have actively worked with the Industrial Committee in their efforts to attract a meat packing firm to this area.

Working with McAndrews were Paul Schroeter, Colby Conkwright, Homer Brumley, Melvin Cordray, Curtis Roach, Lee Cocanougher, Sam Self, Wayne Clark, Francis W. Hill, Roland Barton and Steve Bavousett.



Woody Wilson

Recreation Study Suggest More Sports Variety

The Recreation Committee, under the chairmanship of Woody Wilson, held only two meetings during the past year. The first meeting produced a strong recommendation that the school system consider strongly in any future building program the need for adding facilities and instruction in the so-called non-team or recreational sports — those activities which students might logically continue after their school years.

A meeting late this Fall heard a representative of Boys Clubs of America discuss the program of that organization. The committee took no formal action relative to this proposal for their appeared to be relatively little interest or expressed need for such a facility at this time.

Brochure Is Copy Of Award Winner

Word was received this week that the new brochure will be delayed. Original plans called for distribution at the banquet.

This brochure has been the product of a full year's effort by the Publications Committee headed by Dale Young.

In facing the need to provide a new publication presenting a pictorial and generalized view of the Hereford — Deaf Smith County area it was early agreed that the old format, a small stapled booklet, limited the presentation too much. Using a fine brochure produced by the Andrews, Texas, Chamber as a model and striving to improve even on that organization's award winning example the committee went to work selecting pictures and text.

Most difficult of all decisions is what to leave out. With an abundance of photogenic material and reams of copy to select from, the cutting problem nearly dissolved the committee. The brochure is designed to be a selling piece for first contacts. Its biggest distribution will be through the Texas Highway Department Tourist information centers.

Bill Bradley did most of the photography for the piece with most of the text being prepared by the Chamber staff and edited and improved by the committee.

Other members of the committee were Roy Faubion, Wain Miller, Mrs. Elmer Patterson and Vance Crume.

New Dimension Added By Fine Arts Committee

Mr. Ted Swindle, High School English teacher and poet, has led the Chamber of Commerce into an entirely new area of community service. Following a West Texas Chamber of Commerce meeting in Amarillo, Swindle drafted plans for a Deaf Smith County Fine Arts Council which he presented to the Chamber Board of Directors. Following board approval of the project a committee, representative of all of the art forms and of known patrons of the arts, was formed and an organizational meeting held.

Set out as goals of the Fine Arts Council were the stimulation of activity in the various fine arts and the creation of the public awareness of the state of the fine arts in this area. Progress towards these goals will, by their very nature, be slow but the very existence of a broadly representative organization interested in the fine arts is a new experience for the area. Working with Mr. Swindle



Jimmie Allred

Committee Work Aids Conventions

The Tourist and Convention committee continued its active program of support for the state and national highway associations serving U. S. 60 and U. S. 385. The other phase of its work was most productive in helping with a number of conventions and meetings.

During the past year the Lions District 27-1 Convention, The Legion 18th District Spring convention, the commercial code seminar, the high school band contest and numerous other meetings were supplied with name badges and souvenir pack by the Chamber.

The National and state meetings of the Highway 60 Association were held in Pampa. The International Parks Highway Association state meeting was in Odessa and the national meeting in Spearfish, South Dakota. The committee and the travel oriented businessmen of Hereford were well represented at all meetings by committee members. Brownfield and Burlington, Colorado, were the sites of other meetings.

The committee was also represented at the Governor's conference on tourism by Gene Fooks and by the Chamber manager.

The committee membership included: Jimmie Allred, Chairman; Gene Fooks, Deward Roberson, James Boyd, H. W. Rounds, Waldo Groneman, Ernest Kendall, G. D. Caison, Duke Powell, Harold Baker and Guy Lawrence.



Ted Swindle

in the organization of the Fine Arts Council were Mrs. Joe Hacker, Mrs. John Douglas Pitman, and Mr. Richard Jackson.

Citizen's Forum Is Outgrowth Of Committee Work

The public approval of the area vocational school was the chief objective of the educational committee during 1966. A public forum, under the sponsorship of the committee, explained the objectives and mechanics of such a school. The work of the committee and of the school board was rewarded by a favorable vote at the election held in September. Construction of the necessary facilities will permit full scale operation of the school in the fall of 1967.

An annual project of the Education Committee is the new teacher welcoming banquet, this year attended by over 200 people. This event which attempts to introduce our new teachers to the business and professional community has been hailed by both groups as one of the real highlights of the Chamber year.

Assuring success of the goals of this committee has been Earnest Langley, Chairman and committee members Don Baugous, O. Z. Golden, Dr. Clyde Rush, Dr. H. A. Cavness, Johnny Clark, Jr. and Dr. David Hamblen.



Earnest Langley



Oliver Strev

From President Elect N. Cooper

1967 OBJECTIVES FROM YOUR PRESIDENT

1967 has made its debut, and your Chamber of Commerce has already started enthusiastically its progress of works. You have selected for a Board of Directors, 12 men who are vitally interested in Hereford and Deaf Smith County.

INDUSTRY

Most of us think of INDUSTRY, and how to attract it as THE WORK of any Chamber. I assure you that this year will be a year of concentrated effort in that direction. We know, already, that there will be tangible results to show you this year! And perhaps you will be amazed at all the progress which will appear in 1967. It is true that some of the results will be fruit from seeds which were planted many months ago — by progressive community workers. Be assured that we will continue to liberally plant their seeds for future harvest. No one can accurately foretell when these seeds too, will blossom and bear fruit.

OTHER CHAMBER ACTIVITIES

But, our work and planning will NOT be LIMITED to Industry; for there are 20 committees, assigned to all the areas of work your Chamber pursues. Each of these committees has been designed to build and uplift our community in every area of life — and rightly so — for we must grow, prosper, and improve in all ways if we are to continue to build on our already enviable achievements.

Lend your POSITIVE enthusiastic support to your Chamber and you will benefit from its' accomplishments.

Frank Ball Tops With 16 Members

The membership report for 1966 is one of individual rather than committee effort. The winner of the annual top membership salesman award of a \$75 gift certificate is Mr. Frank Ball who produced 16 new members and one substantial increase for a total of 66 points and a total of \$1140 in new membership income.

New members of the Hereford Hustlers, those who have produced 20 or more points during the year, are Frank Ball, Ralph Owen, Johnny Pool, Mrs. Palmer Norton, Clete Corlis, Melvin Jayroe and Larry Summers. Ralph Owen was second high man for the year and was the winner of the individual competition during the Fall membership drive. He received a pair of tickets to the West Texas State University football game of his choice. The team winner was that team headed by Mrs. Larry Summers, an all women's team.

Total efforts of all membership workers produced 80 new members, two increases from present members for a gross increase of \$4,890. Canceled from membership support of \$2,280. With December and January receipts to be recorded it appears that total receipts from dues during fiscal 1966 (February 1st, 1966 through January 31, 1967) will exceed \$20,500., just short of the amount budgeted.

Weed Control Is Main Ag Subject

Six meetings of the Agriculture committee were held during 1966. Chaired by Bill Gentry, the committee undertook several lesser projects and one major program. Water pollution, farm truck weights and the adult vocational training program in agriculture were discussed.

A special clinic session with Texas Department of Public Safety personnel from the license and weights service was held in May and served to clarify aspects of the law generally misunderstood by local farm truck operators. The committee agreed that the proposed area vocational school would provide some of the agricultural training required if extended into adult education.

The major project of the year involved a detailed study over the course of several meetings of the advantages and disadvantages of a weed control district. The head of the Floyd County weed district and that county's agricultural extension service agent visited with the committee on the workings of the district in their county.

The committee made a unanimous recommendation to the county Commissioners Court that the county initiate a public vote for the purpose of determining the desire of the public for such a district. The effort rests with a negative vote in the court but the committee hopes to bring its proposal and further evidence to the attention of the court which might cause them to reconsider their action.

Members of the committee



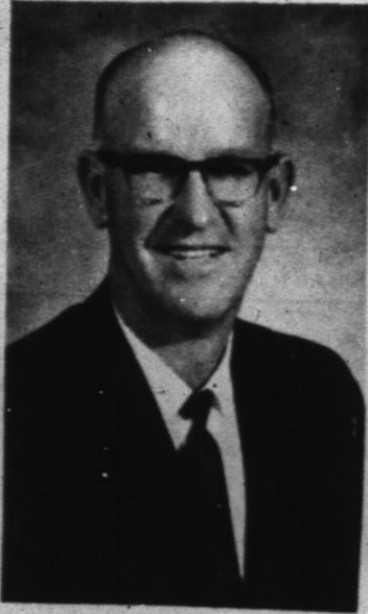
Clint Formby

Committee Sets Solicitations Guidelines

A little known committee of the Chamber attempts to weigh the relative merits of various organizational requests to solicit funds from Hereford businesses and residents. The committee adopted certain guidelines to apply to all solicitation requests.

The committee recognized that it had no policing or other enforcement authority, that its only key to effective action was the reliance by the business people upon the committee's recommendations as a guide to their donations.

Clint Formby chaired the committee which included Myron Morgan, Joel Hodges, W. C. Quattlebaum, Lonnie Isch and Paul Harvey.



Bill Gentry

were: Bill Gentry, Chairman; Wes Fisher, Cecil Oglesby, George Warner, Joel Hodges, Kenneth Harper, Dick Barrett, Ed Wilson, E. K. Duderstadt, Charles Stone, Lynn Pittard, George T. Jones, Clinton Ward, Walter Paetzold, Glenn Watts, Leo Witkowski, Floyd Cole, Ross Latham, Joe Artho, Bill Lamm and ex-officio members Justin McBride and Jess Robinson.



Harold Kids

Harold Kids Was Decorations Boss

The Christmas Decorations with Mr. Ted Higgins and a crew of workers from Southwestern Public Service to install and maintain the Christmas decorations. This committee faces one of the most difficult tasks from a public relations standpoint that the Chamber undertakes. The committee is charged with not only attempting to present a decoration theme which will meet general public approval but also with raising the necessary funds to finance the project.

Working with Harold Kids, the chairman, were Walter Seed, Cleo Corlis, Wheeler Sears, Helen McCauley, Ted Higgins, Don Zimmerman and Bess Moore. By the end of December approximately \$2200.00 of a budgeted \$2800.00 had been contributed by Hereford business and professional offices. No additions were made to the decorations this year in order that a substantial reduction in the note could be made. The decorations were, however, rearranged to place part of those from Highway 60 on U. S. 385.

The City of Hereford again this year made a very substantial contribution to the success



John E. McCleskey

Aviation Needs Depend On City And Tax Help

John E. McCleskey headed up an aviation committee which distinguished itself with several accomplished projects and one about to be completed.

Thanks to excellent support from the City Commission the long needed paving between the T-hangers was completed this year. This has been an objective of the committee for several years due to some drainage problems and damage to propellers from flying rocks.

The committee arranged the welcome for the All Texas Air Tour which made a brief visit to Hereford with some 38 aircraft. Chamber, City and County officials were on hand to greet the visitors. Civil Air Patrol, an Aviation Committee sponsored organization, was on hand to assist with the direction of aircraft traffic. Refreshments were furnished by the Committee.

Another project nearing completion is replacement of the undersized beacon. Apparently misrepresented to the city, the beacon has proved less than satisfactory. Many pilots report they can see the runway lights before they can see the beacon. A larger beacon may soon be made available to the city.

Certain other long range projects were considered by the committee but it was agreed that they would be an undue burden on the city at this time in light of other requirements upon the taxpayers. Those projects include an enlarged and improved terminal building, an east-west paved runway and a homer beacon (radio).

Members of the committee in addition to chairman McCleskey are: Olin Parris, Dr. M. C. Adams, Ed Skypala, Wes Owen, Joe Easley, Benny Womble, Bill Patton, Dean House, Charles Duvall, Ray Frye, Dr. J. H. McCrary, Kenny Gear, Gerald Burney and Ray Pierce.

of the program in that they underwrote the installation and maintenance contract with Mr. Higgins. Without the city's cooperation and participation the burden on the business community would be even greater.

The committee next year will be faced with the obvious necessity of replacing the chandeliers, which, though very attractive, have proved to be impractical in our weather conditions and have suffered extensive damage. The committee for 1967 will be faced with the job of financing a new decorations program which will be accepted by the community.

ANNUAL BANQUET

Major Changes Are Possible With Remodeling Of Bull Barn

The annual banquet this year, more than in any year in the past, has been a committee project. Under the able direction of School Superintendent Johnny Clark, the committee has worked out all details of program and arrangements. Physical arrangements were handled by Wayne Phillips and Dr. Milton Adams; Personnel arrangement were made by J. W. Robinson and Dr. Hap Cavness; The food committee was handled by J. R. Johnson and Mike Justice; Decorations were arranged by Dr. Howard Johnson; the program was arranged by Charlie Bell; publicity was in care of Don Chaney leaving only administration to the office staff.

The committee early in the year was able to foresee the possibility of making a major change in the banquet this year with completion of the remodeling of the Bull Barn. The same accomplishment also made it possible for the committee to deal with a local food serving firm rather than to employ an out-of-town caterer. The use of the Bull Barn made many of the arrangements for the banquet easier but also called for a whole new plan of operation. The committee hopes that the arrangements prove satisfactory and that future Chamber banquets will follow the ground work laid this year.



Johnny Clark

News...

(Continued from Page 1)

merce that without the news media no Chamber of Commerce could long survive.

Reporting of our activities accurately and completely lends to an informed public and an informed membership. The Chamber does not expect that all of its actions will receive public or press approval — the Chamber is made up of people, too, and being subject to human pressures makes errors. We expect our mistakes as well as our constructive actions to be reported and occasionally commented upon editorially. The worst fate of all would be to be ignored — and the quickest route to that fate would be by placing restraints on the freedom of the press to report actions while they are news or by attempting to control the way in which the news is reported.

The Hereford Brand and radio station KPAN through their coverage of our activities have made our accomplishments and efforts to be of service to the community possible. We thank you both.

Bill deserves the "Blue Ribbon."

Even though Hereford has enjoyed no large industrial growth during the past year, I believe that the steady growth in new businesses, professional services, residential construction, and school facilities are indicative of the healthy condition of our community.

Agriculture in this community is the envy of many areas of our state and nation. Our modern farming practices set the pattern for other areas to follow. The Chamber of Commerce is always mindful that agriculture is the very heart of our economy in this community.

Establishment of the Museum, renovation of the Bull Barn, approval of the area vocational school, City beautification and clean up campaigns, and other such projects are the results of a progressive community, and examples of a cooperative spirit.

More than any other organization, our Chamber of Commerce provides the mechanism for keeping pace with neighboring communities — and with the nation. May I encourage you to stand with our community and continue your support of the Chamber.

Raymond White
President-1966
Deaf Smith County Chamber of Commerce

From President R. C. White

The Chamber of Commerce is an organization of free men joining together in volunteer efforts to accomplish together what they cannot do alone. As members of a chamber of commerce team up for volunteer action in the interests of their community, their influence is felt in almost every phase of community life.

If you have read the monthly newsletter of the Deaf Smith County Chamber of Commerce for the past year, you know that the membership has been busy through committee work. The skills and interests of our community leaders are used in determining the membership of these committees. Therefore, much interest and enthusiasm for their assignment has been expressed by these committees. I would like to express my appreciation to each committee chairman, and to each member who served on a committee, and to commend each committee for your accomplishments during the year. My year as president of the Chamber, has been a most rewarding one, thanks in large part to the dedicated and capable directors with whom I served.

The operation of an effective chamber of commerce involves a tremendous amount of administrative work. This operation would not be possible without the able services of our Chamber Manager. May I publicly acknowledge here the excellent job done by our Chamber of Commerce Manager, Bill Thompson. The constant flow of information that goes out from his office to prospective citizens, businesses, industries, tourists, and students, along with the correspondence is just one of the many responsibilities for which

Controversy Offers Active Government Affairs Year

A stated goal of the Chamber of Commerce is "Encourage the participation in and study of government at all levels through study by committee the effect of all important legislation upon the local community and active encouragement of the expression of opinion on such legislation to our elected representatives." This goal was actively pursued by the government affairs committee, very effectively chaired by Dr. Joe Whitley. Meeting monthly throughout the year the committee acted upon such diverse subjects as the city tax bond election which was called for the purpose of making certain city water and sewer service improvements, the new voter registration law, legislation to extend the authority of cities to control the fringe areas of the cities, national legislation concerning possession and ownership of fire arms and many other items.

Inevitably, the committee found itself in some controversy and misunderstanding, but no committee involved in a discussion of public issues could effectively work without such controversy. The first such issue involved a committee recommendation that plans be expedited for farm — truck by-passes in the Hereford area. At the same

meeting the committee urged an affirmative vote for the Deaf Smith County road bond issue which was voted upon by the public in June. The second controversy arose over the committee's endorsement and support of the area vocational school and its failure to endorse the bond election for an additional elementary school. The federal "truth in packaging" bill was opposed by the committee's recommendation while a recommendation relative to the schools problem



Nolan Grady

Possibility Seen For Defense Plan

Development of a comprehensive civil disaster plan, circulation of a tornado alerting network (and its activation twice during the past year), selection of the basement of the Post Office as the site for the emergency operating center and a recommendation following a study that the schools consider the underground or windowless schools in future building plans were among the projects of a very active Civil Emergency Planning Committee.

Under the direction of Nolan Grady plans were developed which outlined the area of responsibility of each area of government and supporting volunteer organizations in event of a civil disaster such as a tornado. Coupled with the plan was an alerting system which notified key personnel and installations of conditions indicating disaster possibility. Tornado sightings twice caused the alert system to be successfully used during the year.

The school building recommendation followed a comprehensive report on the educational results of such buildings as found by school Superintendent Johnny Clark. The committee's recommendation was carefully worded to indicate its endorsement only from the civil defense and shelter aspects rather than its educational aspects. Several Civil Defense training films were made available during the year.

Serving with the chairman were: Dr. Bruce Beene, Vernon Inmon, Arthur Pursley, Buddy Evans, Don French, Joe Kerr, John Gilliland, T. E. Seigler, Nolan Grady, Benny Womble, Dillie Kelly, Doyle Rush, Beril Lunsford, J. O. Lee, Terry Hale, Marshall Padgett, Louis Machuca, Faust Collier, Sgt. Bill Wells, J. F. Messer, Andy Shuval.



Earl Holt

Project Needed By Water Group

Relatively inactive this year, the Water Resources Committee has been stymied for lack of a specific project to sink its teeth into. All members of the committee recognize that our water resources are our most vital asset but the committee has been unable to determine how it could effectively work in this field without overlapping the efforts of the High Plains Water District and of other research agencies far better staffed and financed for such work.

A project of the committee the last several years, the damming of Tierra Blanca Creek to provide a water storage pond and recreational facility, was found to be economically unjustifiable in relation to its cost-value.

Andrew Kershen, C. R. Winger, Bill Wall, L. J. Dirks, Albert Hudson, Wayne Newsom, Virgil Dodson, John Aikin, Les Combs, Paul Conaway, Don Johnson, Dudley Bayne, J. R. Lipscomb, and Jerry Shipman were all members of the committee chaired by County Commissioner Earl Holt.



Dr. Joe Whitley

with the minimum wage legislation as applicable to school cafeteria employees failed to receive board approval for committee action. The committee meeting concluded with specific recommendations on the amend-

ments which were voted in the November general election.

At the final meeting of the committee, members expressed appreciation to the chairman for his excellent work and unanimously carried a motion recommending to next year's committee a continued policy of free and open discussion of issues attended by complete freedom of the press.

Members of the committee, in addition to Chairman Whitley were Jerry Fowler, Bruce Miller, Mrs. Bill Howard, Leo Forrest, John E. McCleskey, Truett Thames, Andrew Kershen, Marcus Latham, Dr. Wes Owen, Melvin Jayroe, Earnest Langley, Mrs. O. G. Hill, Sr., H. C. Williams, and Keith Jorde. A large percentage of the membership was present at each meeting.

Arizona's late fall lettuce crop is estimated at 2,834,000 cwt., 13 percent below last year and 12 percent below average. Harvest in the Willcox area was virtually completed the first week of November. Volume supplies from the Agula area are expected through November 20. Movement from the Salt River Valley area should be available through December, with peak movement expected during the first week of December.

LAFF-A-DAY

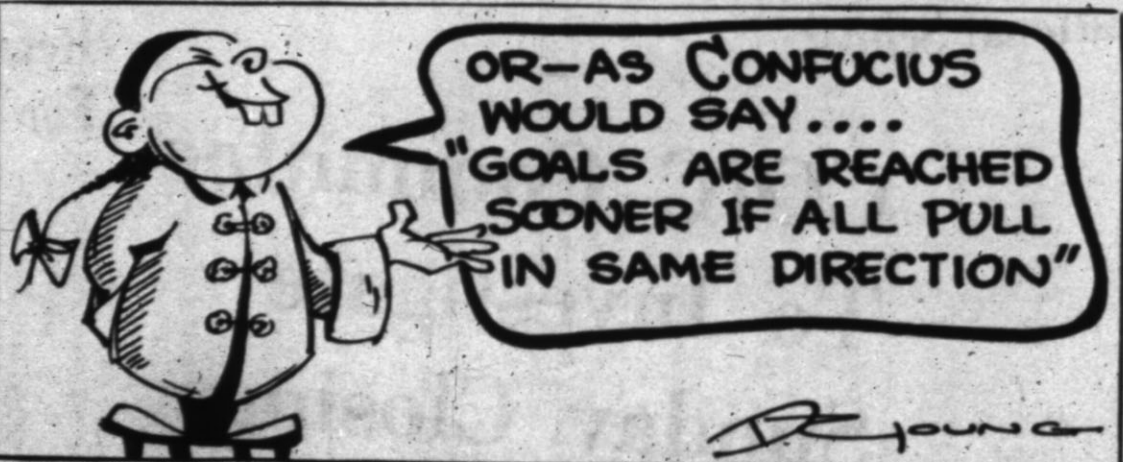


"But if we buy now, dear, we won't have anything to do on Sunday afternoons any more."

SALLY'S SALLIES



"He wants a sample to make sure he likes it."



D. Young

C of C DIRECTORS



Raymond White
President



Hilrey Aven
Vice-President



Russell Carver
Treasurer



Wayne Thomas
Immediate Past President



Neil Cooper1967
... President Elect



Johnny Pool1967
... Vice President Elect



W. R. Hair1967
... Treasurer Elect



Labry Ballard1966



Frank Ford, Jr.1968



Dexter Lillie1968



Morris Easley1968



Melvin Young1968



Pete Caviness1967



Earnest Langley1969



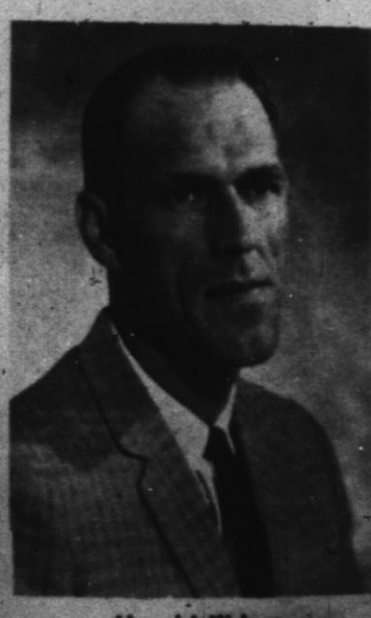
Jerry Detwiler1969



Ed Line1969



Dale Young1969



Harold Kids
Director Ex Officio
Jaycee President

The Chamber Year

In The Headlines

Chamber Board Approves Record \$31,000 Budget

C of C Agriculture Group Discusses Farm Problems

Meetings Stated For Chamber Committees

C of C Warns Of Consumer Gyp O Retail Products

CHAMBER COMMITTEE PUSHES PLAN

Need Control District

Teachers Dinner Planned By CofC

FRIDAY FORUM
Public Meeting To Discuss Vocational School Needs

Recreation Group Proposes Additional Sport Offerings

Texas Air Tour Will Make 'Howdy Stop' Here

SWAP SHOPPERS
Merchants Propose Shopping Survey Exchange With Dumas

Eye

Dumas Shoppers Like Hereford,

CofC Board Reviews School Needs In Wednesday Session

Industrial Plan Gets Committee Action Push

Big Events Continue Here

Pete Progress
speaking for the Deaf Smith County Chamber of Commerce

C of C Agrees On Arts

Brochure Plans Being Finalized

TO HONOR BUSINESSES
Beautification Approved By Chamber

Official Explains Truck Weight Law

BEAUTIFICATION REPORT
Clean-Up Proposed

Chamber Warns Against Rumor About Savings

Industrial Measure Is Made By Chamber

Chamber Leader To Attend CofC 'Short Course'

Chamber Nets 41 New Members

ASKS LOOP
Group Favors Bonds

Fund Committee Sees Requests

Special Christmas Service Discussed At Recent Meeting For City

Stock Inventory Is Planned Here

Retail Merchants Establish Rules For Proposed City 'Swap Shopping'

COFC Committee To Investigate Sunday Closings

Three Chamber Committees Set Initial Meets
C of C Suggests Improvements at City Airport

Only A Few Spots Mar City Beauty

Emergency Plans Discussed By Chamber Group

Chamber Shows Boys Club Film

Group Scraps Reservoir Plans

'66 Holidays To Be Discussed At Friday Meet

Park Is Named Prime Project

Governmental Affairs Committee Backs Area Vocational School

Christmas Lighting Discussed