

The Sudan Beacon - News

FORTIETH YEAR

SUDAN, LAMB COUNTY, TEXAS THURSDAY, MARCH 26, 1964

NUMBER 4

FREE PONY RIDES, AUCTION TO HIGHLIGHT TRADES DAYS



Baptists Plan Revival Here

JUST FOR a little bit here, let's talk about feet. Generally speaking, feet are ugly critters, and I can't offhand recall ever seeing a bare foot that gave me a particular aesthetic reaction, except my own, when my feet hurt and I pull off my shoes. But that's more physical than visual.

Anyway, what I'm about to say will undoubtedly cause some of my closest friends to stir up in violent disagreement, but I never could see all this concern over children's feet. Now I am evidently in a very small minority, because lots of people put so-called "corrective shoes" on their kids (I'm tempted to add, "whether they need them or not"). Please, you irate parents, I don't really care, because I feel sure that corrective shoes don't do any harm. But I'll bet if you take a child to one of those foot doctors, he'll put special shoes on him or her regardless.

Now, if there really is something wrong with a child's foot, then certainly something should be done about it. And now, to make all of the foot fanatics happy, I'll report that the Texas State Dept. of Health is 100 percent on their side. Says the TSDH:

"Proper foot care is essential for general health. And it must be begun early. . . . Parents who would be horrified at the thought of mashing a child's finger with a hammer may be contributing—by neglect—to foot disorders.

"Common causes of foot defects are short, narrow shoes; improper style of shoes; shoes that are too stiff; runner heels and broken down arches; and short stockings that crowd the

Sudan First Baptist Church will launch a week-long revival Sunday, ending April 5, with Rev. Audye Wiley, Calvary Baptist Church, Friona, as evangelist.

Harold Davis, singer, of University Baptist Church, Abilene, will direct the music. Tommy Cate will be organist and Mrs. W. E. Hancock pianist for the revival, according to the pastor, Rev. Willie Hazel.

Services will be conducted at 10:30 a. m. and 7:30 p. m. daily, with prayer meeting preceding the evening service at 7 p. m. Nursery facilities will be provided, Rev. Hazel said.

toes." (That's why I sleep with my feet out from under the cover—to keep them from being mashed all out of shape.)

"Both children and adults need to give good daily care to their feet. Keep feet clean. Wash them with mild water and soap and dry the skin carefully. Avoid rubbing them too hard with a coarse towel."

Until two or three years ago, I never had even heard of special shoes for children. When we were children we all went barefooted most of the time. I can still remember the envy with which we all regarded my older cousin, Ray Wall, who could walk barefooted across a sticker patch without flinching.

I haven't seen Ray for years, but now that he's accustomed to wearing shoes, he probably couldn't step on a matchstick on the bathroom floor without screaming like a wounded panther. That's what shoes will do



CLASS VISITS POSTOFFICE—Shown here is part of one of the Sudan classroom groups who have been visiting the postoffice recently. Postmaster E. C. Minyard, right, explains the ZIP code procedure to the class of sixth graders.

for you.

By the way, the health boys also said this: "Children's feet grow and change at a rapid pace. Shoes may need to be replaced as often as every four to eight weeks with a larger size."

That would be from 12 to 24 pairs of shoes a year for your kids. If you have four kids, that would be from 48 to 96 pairs of shoes a year. It would be cheaper to amputate.

A person's feet can have a certain psychological effect on him. For example, if you really did amputate (I don't seriously recommend this), the victim probably would feel de-feeted for the rest of his life.

CTO To Help Correlate Studies

A plan to correlate the study of a particular subject throughout the entire 12 grades was adopted by Sudan Classroom Teachers organization at a meeting Monday at the school.

For the present, the group plans to work toward achieving a unity of subject matter in the department of English and in mathematics.

ATTEND THE SUDAN AUCTION SATURDAY!

Free pony rides for the youngsters, and another auction of items brought in by area citizens will be a feature of the Sudan Trades Days program scheduled for this weekend. Sudan merchants again put up

36 APPLY FOR SUDAN COACHING POSITION

A call for applicants for the head football and basketball coaching vacancies in Sudan schools has resulted in a staggering total of 36 applicants by Tuesday, Supt. W. E. Hancock reported.

References on applicants are being checked, and the school board will meet sometime after Easter to start the process of cutting the list down. Applicants are from the Texas Panhandle to the Gulf Coast, and some are from Oklahoma.

Shower Honors Bride-Elect

Karen May, bride-elect of Ensign Robert Sanders, was honored with a bridal shower Saturday afternoon in the home of Mrs. W. C. Masten.

Blue and white were used for color decorations and a blue and white floral arrangement highlighted the serving table.

Miss Gale Masten registered the guests and Miss Sue Lynch presided at the serving table.

The hostess gift to the honoree was an electric appliance.

Mrs. R. P. Sanders of Muleshoe, mother of the groom-elect, attended. Also guests were present from Morton, Maple and Lubbock.

Hostesses were Mesdames Masten, Charles Wiseman, Early Bartley, T. F. Wingo, H. H. Olds, J. B. Bottoms, Glenn Gatewood, John Humphreys,

special prices on various items for trades days to help draw a crowd for the two-day event.

Most of the activity will be centered on Saturday, when the auction will be held starting at 2 p. m., and when free rides on trained Shetland ponies will be offered to the kids from 9 a. m. to 6 p. m. The Shetland ponies and their trainer are being brought here by the Sudan Chamber of Commerce and Agriculture.

Any persons with articles they wish to sell at the auction are asked to bring the articles to the square before noon Saturday, so they can be tagged. Any citizen can bring in articles to be sold, and CCA officials said they hope for a better turnout of interested persons to buy the articles, many of which have sold at previous auctions at real bargain prices.

"Any articles of furniture, tools, equipment, toys or anything at all that you have around the house or farm which someone might want, may be brought up here and sold at auction," said CCA President Lester Shanks. "We would like to see a lot of participation in this event, because a lot of folks are working hard on the event to try to make it a success."

In addition to the other events scheduled Saturday, the Sudan Catholic Assn. is giving away a baby beef on the hoof at a drawing that afternoon.

Cleo Whitmire, Susie Lynch of Lubbock, C. E. Nichols, B. W. Newman, Byron Ford, B. T. Austin.

PHELPS BLUME ON SCHOOL HONOR ROLL

Phelps Blume's name was omitted from the list of seventh grade honor roll students for the last reporting period, and should have been included.

June Wedding Vows Planned

Mr. and Mrs. Noah Cheek, 2706 2nd Place, Lubbock, announce the approaching marriage of their daughter, Joyce Fay, to Travis L. Peterson of Sudan.

The couple will exchange vows at 8 p. m., June 26, in Amert-Benson Baptist Church, 201 North Boston, Lubbock. A 1958 graduate of Sudan High School, the prospective bridegroom is the son of Mr. and Mrs. A. J. Peterson, Route 2, Sudan.

Miss Cheek is a candidate for graduation from Texas Tech in May, with bachelor of arts in elementary education. She has been active in Girl's Glee Club, Women's Service Organization, Student Education Assn., and Town Girl's Club.

With a bachelor of arts in journalism, Peterson is also a May graduation candidate. He is president of Sigma Delta Chi, professional journalistic society for men, and co-editor of the 1964 'La Ventana, Tech's yearbook. He has also been on staff of The Toreador, campus newspaper.

All friends and acquaintances of the couple are invited to attend the wedding ceremonies.

Plainview Invites Volleyball Teams

Local volleyball enthusiasts were notified this week that Plainview is joining the volleyball tournament circuit this spring, and welcomes the entrance of both men's and women's teams from here.

The tourney will run five nights, Monday through Saturday (skipping Wednesday) April 20-25. Entry fee will be \$5, but it will be returned when the team com-

pletes its first game. Locale will be the Plainview High School gymnasium, with the tourney under the sponsorship of the Bulldog Booster Club of Plainview.

Runt Burch will be tournament director. Entries should be sent to him at 1607 Lexington in Plainview. Team name, \$5 entry fee and name of person to which bracket is to be mailed should be included.

Games will be two 12-minute halves. Trophies will be awarded. Teams will be limited to eight players. Entries must be received by April 11.

Cantata Presented

"Behold Your King", an Easter Cantata, was presented Sunday evening at the First Baptist Church.

Richard Powell was director and Tommy Cate, organist. Mrs. W. E. Hancock was pianist.

Narrator was Rev. Willie C. Hazel. Baritone solo was Raymond Harper; tenor, Dalton Wood; soprano, Mrs. Gene Bartley; soprano and tenor duet, Mrs. Waymon Beller, Jack Genery.

LADIES BIBLE CLASS MEETS

The Ladies Bible Class of the Church of Christ met Monday afternoon when Mrs. Joe Foster led the study.

Present were Mesdames Paul Mathews, John Withrow, M. E. Blake, Monte Berry, R. S. Gatewood, Weaver Barnett, Beulah Wiseman, Pearl Hutchinson, Joe Fisher, W. B. Jones Sr., Tom Stanley, T. Pile, Marvin May, C. E. Nichol, Bernard Wilson.



THE INFORMATION EXPLOSION—J. A. Caldwell, research scientist at the Houston Research Center of Humble Oil & Refining Company, has a problem. He and others like him cannot possibly keep their heads above the mounting tide of technical literature. The seven complete 24-volume sets of Encyclopaedia Britannica that surround him have represented the amount of scientific information published around the world every 24 hours. Keeping up with this scientific "paper storm" is one of the great challenges facing government and industry today. Companies and industries in Houston are considering plans to establish a unique Technical Information Center to serve industrial scientists and engineers in the "Living Gulf Coast area. The clearing house would benefit individuals and both small and large businesses.



MISS JOYCE FAY CHEEK



WE MAY
BE
LITTLE

BUT MOST FOLKS DO NOTICE US !

IN COMPARISON WITH THE BIG CITY DAILIES, A WEEKLY
NEWSPAPER MAY SEEM PRETTY SMALL. BUT YOUR
HOMETOWN NEWSPAPER CAN GIVE YOU INFOR-
MATION ABOUT YOUR FRIENDS, AND OPPORTUNITY
TO TRADE WITH FOLKS YOU KNOW AND TRUST.

SEND A GIFT SUBSCRIPTION TO SOME DISPLACED FORMER LOCAL CITIZEN

Personals

Study Club Meets

"Time to Give to Youth" was the subject topic for the meeting Monday evening of the 1935 Study Club when Mrs. R. S. Gatewood was hostess for the meeting. Mrs. Mary Bowman was co-hostess.

Mrs. Doyle Baccus was program director and the motto for the meeting was the Girl Scout oath "On my honor I will try to do my duty to God and my country, to help other people at all times and to obey the Girl Scout Law". Miss Mary Anderson, Girl Scout director from Lubbock, appeared on the program and showed films to the group.

Honor guests were a number of girl scouts present by Mrs. J.

Exactly!

An American newsmen was having a discussion with a Russian counterpart.

"As I understand it," the American said, "the basic idea of communism is to divide everything you have with your neighbor."

"Not quite," corrected the Red reporter. "The basic idea of communism is to make your neighbor divide everything with you."

Mr. and Mrs. Hubert Dykes, Mr. and Mrs. Donald Lee Dykes and daughter visited during the weekend with Mr. and Mrs. Mack Woller in Fort Sumner. Mrs. Woller is the mother of Mrs. Hubert Dykes.

Mr. and Mrs. Randell Gilcrease and daughter of Lubbock visited during the weekend in the home of her parents, Mr. and Mrs. J. A. Graves. Also guests in the Graves home Sunday were Mr. and Mrs. Wayne Whiteaker and family.

Gary West, student at Tech, was home Sunday afternoon to visit his mother, Mrs. Thelma West. Also home from Tech for the weekend to visit their parents, Mr. and Mrs. W. C.

B. Harper.

Guests present included Miss Anderson, Breala Drake, Jan Harper, Susan Jones, Patsy Cartwright, Margie Bellar, Sheila Baker, Janie Benton, Dianna Clark, Barbara Young, Karen Miller, Darla Royal, Mrs. Powell Legg, Mrs. Billy Mack Templeton, Mrs. Douglas Royal, Mrs. Glenn Gatewood, Mrs. J. B. Harper.

Members present were Mesdames Gatewood, Bowman, Baccus, S. D. Hay, W. V. Terry, Mike Carter, J. S. Smith, Sara Woods, Beulah Wiseman, Weaver Barnett, C. E. Nichols, R. D. Nix.

Masten, were Gale and Dale Masten.

Mrs. Susie Lynch and daughter Sue, of Lubbock were Sudan visitors Saturday.

Mr. and Mrs. Reagan Cox of Lubbock visited Sunday afternoon in the home of her parents, Mr. and Mrs. Matt Nix Jr.

Mr. and Mrs. Rodney Nichols were at Lake Brownwood during the weekend when they joined Mr. and Mrs. Tray Gaston, Mr. and Mrs. Elgan Baccus there for fishing.

Bobby and Gary Bouldin of Plainview were weekend guests in the home of their grandmother, Mrs. Mary Bowman.

Miss Bertha Vereen and Mrs. Mary Bowman were Lubbock visitors Tuesday.

Mr. and Mrs. Acie Daniell were in Amarillo Sunday to attend a birthday dinner honoring his mother, Mrs. L. L. Dan-

nell of Lubbock, on her 84th birthday. The event was held in the home of Mr. and Mrs. Dennis Daniell.

Glynda and Trina Williams, daughters of Mr. and Mrs. Glenn Williams, accompanied their grandparents, Mr. and Mrs. Sam Smith of Hereford, to El Paso for the weekend.

SEARCH UNDERWAY FOR COLT LEAGUE PLAYERS

All boys age 15-16 who live in the Sudan-Amherst area and who are interested in playing Colt League baseball this year are asked to sign up for the Colt League team at Amherst April 10-11.

Joe Thompson will be coach and Wesley Pigg manager for the team. Boys who wish to sign up for the team are to report to Higginbotham-Bartlett Co. in Amherst April 10 or April 11.

A Tall Salute To The World's Fair



"Aloha," a baby Hawaiian zoo giraffe, dons a clip-on hula dancer "Aloha" necktie to boost Hawaii's \$3 million "Aloha" Exhibit at the New York World's Fair. The Aloha tie in many exotic Hawaiian designs will be sold in the Naniloa Guest Lanai, one of the shops in the Hawaii Pavilion.

Baby "Aloha" was born last October during Aloha Week at the Honolulu Zoo and, although he will not visit the Fair, his name symbolizes the Aloha theme which pervades the entire Hawaii Exhibit covering 2 1/2 acres.

The exotic atmosphere of old and new Hawaii will be conveyed in colorful island exhibits, tropical landscaping and lively entertainment. Outrigger canoes will offer rides to visitors on Meadow Lake and Mainlanders can also enjoy Polynesian food in the Five Volcanoes Restaurant and watch traditional Hawaiian crafts in an ancient Hawaiian village fronting Meadow Lake. Breath-taking orchid and other floral displays, ukulele lessons by Hawaiian experts and attractive souvenir shopping facilities are expected to add to the popularity of the Aloha State's Exhibit.



By Vern Sanford

Texas' boom in man made frontiers for the outdoorsman. But perhaps the least-known pastime of all is skin diving.

This is a fascinating sport and one that is learned easily. It opens many new and exciting hobbies, such as spearfishing, underwater photography or just exploring along the floor of a lake.

Although interest in skin diving has grown tremendously within the last few years, it is not a learn-it-yourself sport. No would-be diver should attempt it without first becoming thoroughly familiar with basic diving fundamentals, the equipment used, and his physical capabilities.

Skin diving includes both snorkel and SCUBA diving. The first requires only a face mask, swim fins and a snorkel tube. It is the way most divers get started.

SCUBA diving, which gets its name from Self Contained Underwater Breathing Apparatus, requires quite a bit of equipment, including an air

tank and the necessary attachments.

The tank or lung is strapped to the diver's back. Air is passed from the tank to the diver through a regulator, tubes and mouthpiece. The regulator on the tank reduces the air pressure to a comfortable breathing level. Exhaled air passes through a flutter valve and produces the familiar bubbles seen on the surface.

Advantage of SCUBA diving is that it allows the diver to remain under surface for long periods of time and permits him to dive to greater depths.

Any attempt to learn SCUBA diving merely by reading a newspaper article, magazine story or for that matter an instruction book, would be foolhardy. Learn the sport under the guidance of an expert skin diver.

In areas where organized instruction courses are not available, it is often possible to contact an individual who is qualified and willing to act as an instructor. Several skin diving clubs have been formed in Texas and most of the major cities have one.

Before you even think about taking up skin diving, consider your physical condition. Age is seldom a factor but people with heart or chronic respiratory ailments should not become skin divers. It is a rather rigorous sport and should be attempted only by people in reasonably good health.

Skin diving is governed by several easily learned common sense rules. Perhaps the most important piece of advice a beginner should remember is never dive alone. Skin diving is safer and a lot more fun when the buddy system is used.

Once you have mastered the basic diving techniques, a whole new world will be opened to you.

Perhaps your cup of tea is spearfishing. This is a fascinating sport which requires stealth and a good shooting eye. In a way, it is hunting underwater. Texas permits only the taking of rough fish like gar and carp by skin diving.

The diver is equipped with a spring-type gun which drives a spear with tremendous force. Flipping quietly through the water, the diver approaches as close as possible to his quarry, aims and lets fire.

After your elementary education in nearby lakes, maybe you would like to try something bigger and more demanding. Many inland divers to the coast occasionally try their skill at spearing the salt-water species.

A favorite spot for hunting is around one of the many oyster beds lying off the Texas coast. Often the diver will find a huge jewfish lurking there.

A diver who tangles with a 200-pound-plus jewfish will have a real tussle. Several divers often team up to try and bring these huge fish to the surface.

Divers are called on occasionally to aid in underwater searches. They look for valuable articles which have been accidentally dropped into the water. Also for the bodies of drowned persons.

Sometimes parties are organized to travel to far-away places—like the coast of Mexico, Florida or the Bahamas—to explore colorful underwater reefs.

Anyway you take it, skin diving is a fascinating, exciting pastime.

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SUDAN TOPS MEET

The Sudan Measurables "Tops" Club met Thursday, March 19 in the home of Mrs. Earlene Isbell.

Officers for the club were elected. They are as follows: President, Earlene Isbell; vice-president, Bonnie Roberts; weight recorder, Virginia Harlin; treasurer and news reporter, Marilyn Royal; secretary, Mrs. J. A. Graves.

The next meeting will be Thursday, March 26, at the home of Mrs. J. A. Graves, 403 Temple Street at 7:30 p. m.

My Neighbors



"Say - y what kind of a nut do you think I am? ..."

FOR TEXAS DRIVERS ONLY!

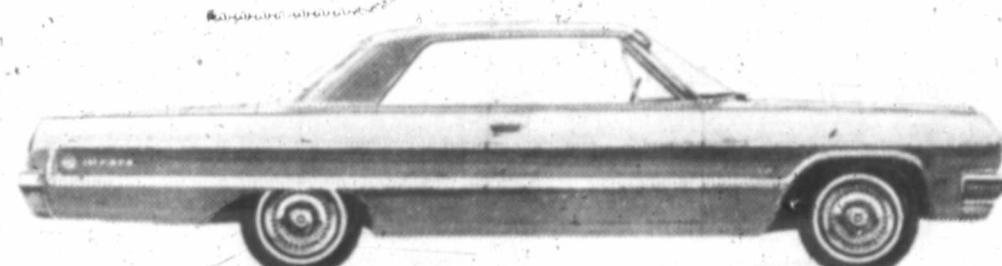


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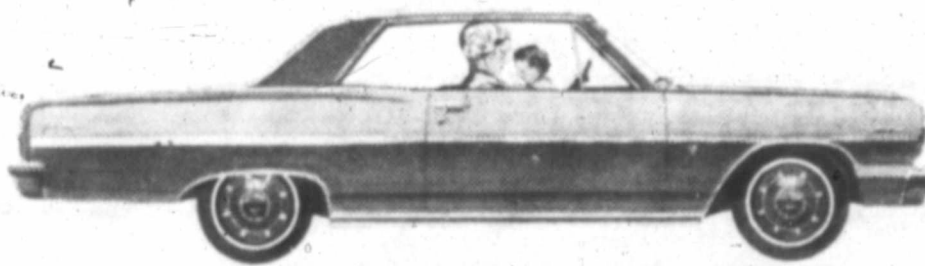


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'64 Jet-smooth Chevrolet Impala Sport Coupe (119-in. wheelbase)



New Chevrolet Malibu Sport Coupe (115-in. wheelbase)



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



'64 Corvair Monza Club Coupe (108-in. wheelbase)



'64 Corvette Sting Ray Sport Coupe (98-in. wheelbase)

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Or you can choose the thrifty Chevy II, a 15 1/2-foot family car with all kinds of passenger and luggage space.

This year, your choice might be the new 16-foot-plus Chevrolet, sized to fit nicely between Chev-

rolet and Chevy II (and between parking meters, with five whole feet left over).

Then, too, there's the sporty 15-foot Corvair, so right for so many people (you girls, in particular) that we've never touched an inch of it. And finally, Corvette—still 14 1/2 feet and still too much for any true sports-car lover to say no to.

The long and short of it is, you don't have to go to any length to find exactly the kind of car you want. Just see the five different lines of cars at your Chevrolet dealer's.

THE GREAT HIGHWAY PERFORMERS Chevrolet • Chevelle • Chevy II • Corvair • Corvette
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2 P.M. SATURDAY

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BRING ANY ARTICLE YOU WISH TO SELL TO THE SQUARE BEFORE NOON SATURDAY SO IT CAN BE TAGGED!

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TRACTOR TIRES



14.9 x 38 (6 ply) _____ \$88.95
13.6 x 38 (6 ply) _____ \$79.50

13.6 x 38 (4 ply) _____ \$67.50
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(TAX INCLUDED PLUS OLD TIRE)

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FRIDAY & SATURDAY

1964 GMC 1/2-TON PICKUP

\$1774

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SUDAN, TEXAS

SUDAN BEACON-NEWS
THURSDAY, MARCH 26, 1964

SCHOOL MENU

Tuesday, March 31—Meat loaf and catsup, buttered rice, garden salad, hot rolls, butter, fresh apple.

Wednesday—Fried chicken and cream gravy, mashed potatoes, buttered squash, hot rolls, butter, milk, cranberry sauce.

Thursday—Italian spaghetti, cut green beans, cream corn, hot rolls, butter, milk, congealed salad.

Friday—Navy beans, buttered potatoes, turnip greens, cornbread, milk, peanut butter cake.

SHARON WILSON SECOND IN SPELLING CONTEST

Sharon Wilson of Sudan was second in the Lamb County Spelling Bee at Littlefield Saturday, missing on the word "beauteous". Winner of the contest was Debbie Landers of Amherst.

Free Pony Rides For The Kids!

DOWNTOWN SUDAN

SATURDAY

9 A.M. TO 6 P.M.

COURTESY OF

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North-South News...

Nelly Don

The first bright looks of the new season... beautifully-made fashions in lighthearted colors and superb fabrics to take you from here to Spring.

A. Pencil-top style in a young full-skirted dirndl with pretty details. Easy-care Dacron® polyester in flower stripes of pink, blue or yellow. 10 to 20. \$8.98
B. Look-alike costume in textured boucle blend of rayon and acetate, paired with a vest blouse in Capri rayon. Beige, blue, grey. 10 to 20 and 10½ to 20½. \$8.98
C. The smart midsize suit with great flare from the Spring... in easy-care Ansel® microstate and cotton. Black, beige or blue with white. 8 to 18. \$9.98
D. City-sense rayon frock with white lined tabs at its self collar. Superb blend of acetate and rayon in Spring navy or black. 12 to 40 and 12½ to 22½. \$9.98
E. The sportier slouch, new entry cut in Capri, a fine linen-like rayon. Beige with black bands. Blue with eggplant. Line with olive. 12 to 40 and 12½ to 22½. \$4.98
F. The Misses... pure flattery in a lean and easy two-piece. Condensed knit of Ansel® microstate in rayon, black or brown spotted with white. 8 to 18. \$8.98

HOSPITAL REPORT
Patients this week in the South Plains Hospital at Amherst included the following:
From Amherst—Mrs. Julia Bynum, Mrs. Johnny Cabrera and Baby Boy, H. C. Davis, Mrs. Margie Rister, Bill Davis, Glenwood Edwards.
From Sudan—Mrs. Ida DeLoach, Henry Stanley, Mrs. Manuel Gonzales, Mrs. Albert Simmons, Mrs. Anita Hernandez.
From Earth—Mrs. Cary Latham and Baby Boy, Alvin Kelley, Mrs. Dewitt Kelley.
From Bula—Mrs. Lottie Ward.
From Littlefield—Mrs. Birdie Streety, Baby Roselinda Villafrañese, Master Tommy Ray, T. H. Hukill.
From Muleshoe—Mrs. Joann Townsel and Baby Girl, C. L. Adrian.
From Olton—Mrs. Elizabeth Shelton.

From Dimmitt—Mrs. Callie Martin.
From Fort Sumner—Mac Winn.

FHA MEMBERS ATTEND AREA MEETING
A number of members of the Future Homemakers of America Club of Sudan High School were in Amarillo Saturday to attend an area meeting.
Barbara Seymore was the voting delegate. Participating in the choir were Kandy Miller, Alicia Wimberly and Nancy Williams.
Others going were Beth Wiseman, Soyla—Saljas, Ortensia Vazquez, Mamie Sue Underwood, Cynthia Withrow, Wanda Maxwell. Accompanying the group was Miss Jo Ann Henry, Home Economics teacher. Driving the bus was M. E. Blake.

ATTEND CHURCH ON
EASTER SUNDAY



DEMURE—The classic shirt-waist looks new in a double-breasted, long-sleeved version. Peter Pan's paisley-designed cotton tapestry makes this versatile fashion from McCall's Pattern 7090. The collar is convertible, and the skirt can be slim or full.

MOTOR VEHICLE INSPECTION DEADLINE
APRIL 15



IT'S TIME FOR A CHANGE—The Department of Public Safety urges all motorists to get their 1964 Inspection Stickers before lines start forming at inspection stations.

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Seat Covers and Carpets
For All Cars and Trucks
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OPEN EVERY NIGHT UNTIL 9 **EVERYTHING MUST BE SOLD, REGARDLESS OF LOSS!** BUY NOW AND SAVE!

CASH IN ON THESE SENSATIONAL SAVINGS!
THIS COUPON AND ONE CENT
WILL ENTITLE YOU TO A NICE PAIR OF LADIES' OR MEN'S
1¢ SUNGLASSES

Regular \$395
10 DIAMONDS
Never Again! **\$168**

Regular \$695
EXQUISITE DIAMOND PAIR
MUST BE SOLD **\$219**

\$100 EACH
Values 2.50 to 47.50
Every one guaranteed to contain at least \$2.50 at retail and some packages will have Diamond Rings valued up to \$47.50 each... Yes, Watches, Jewelry, Diamond Rings, etc., all at one price... Come in, pick a package. You can't possibly lose! Additional items from all departments included at this time.

OPEN EVERY NITE TILL 9:00 P.M.
ENTIRE STOCK
STERLING, CHINA and CRYSTAL
MUST BE SOLD SAVE UP TO **50% AND MORE**

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- FLETRIDGE

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REG. \$71.50 **\$19.88**
OUT THEY GO!

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DEVOTIONAL

BY
HAZEL
HOUSE



Scripture: St. John 20, VICTORY! This is the key word for Christians this week. Three words tell our Easter message of hope that has been ringing out for almost 2000 years now: "He is Risen!"

He is Risen! On that first Easter morning when the angel of the Lord, with his countenance like lightning and his raiment white as snow, spoke these words to Mary, there seemed to be a mixture of amazed joy and unbelief in Mary Magdalene's thoughts until Jesus appeared and said, "Mary" then immediately she knew He was her Lord.

All things became new because Jesus who was crucified had now arisen from the dead! And He said, (Hear This) "Yea a little while, and the world seeth me now more; but ye see me; be-

cause I live, ye shall live also." (St. John 14:19.) And He said in this same chapter, "I go to prepare a place for you. And if I go and prepare a place for you, I will come again and receive you unto myself; that where I am, there ye may be also."

Can we not begin to grasp a little of the wonderfulness, and the magnitude of such a promise. Death is something that man is helpless to face without God. Sometimes we stand and look at the dead body of a loved one, which once breathed and walked and talked and had feelings, and we know that the one we love only dwelt in that body, and that without the life God breathed into that body in the beginning, the body is just the familiar place wherein our loved one lived. But—where is the loved one? If not here, then there, either with God or with the devil, depending on which one he or she chose to serve while dwelling in the physical body. But we who believe in Him now have hope in Jesus, because He showed us all the Way through death into everlasting life.

The disciples, and the followers of Jesus, felt this sad, helpless grief as they looked on the dead form of Jesus. But when He appeared in body with the nail scars of the Crucifixion in His hands, and the side that was pierced—Alive again!—It is no



He Is Risen

wonder that with amazed joy even doubting Thomas, when he saw Jesus, said, "My Lord and my God." But, Jesus replied, "Thomas, because thou hast seen me, thou hast believed: blessed are they that have not seen, and yet have believed."

So, our Easter story is ever new and glorious. Have you searched the scriptures to learn how this Easter message and promise can be yours? Do that today, and let this Easter really mean to you what it means to all who believe that Jesus is the Christ, and that through Him only we can have Eternal Life. Victory over death and hell, through Jesus!

Personals

Mrs. Minnie Cockerham, who had been visiting in the home of her daughter, Mrs. Noel Lumpkin, left this week for O'Donnell and from there will return to her home in Jackboro.

MRS. THURMAN BRYANT SPEAKS TO WMS

The WMS of the First Baptist Church was hostess for a tea held Monday afternoon in the home of Mrs. Dexter Baker when Mrs. Thurman Bryant appeared on the program and spoke on her Missionary experiences.

Mrs. Homer Morris read the prayer calendar and led the opening prayer. Mrs. Willie Hazel presided at the meeting.

Others in attendance were Mesdames L. F. Meeks, Carroll Baldrige, George Ritchie, Oscar Vinson, George Howser, J. A. Graves, J. P. Arnold Sr., John Bush, Sterling Reece, Moses Padillo, Tommy Cate, Dewey Haragan, Richard West, Calvin Jordan, Halbert Harvey, Calvin Baker, Waymon Bellar.

Charlie Lynch, former Sudan High School basketball star and presently Texas Tech freshman basketball coach, spoke to Sudan Rotary Club members at noon Wednesday.

DORCAS SUNDAY SCHOOL CLASS HAS SOCIAL

Mrs. Wayne Doty was hostess for a Social of the Dorcas Sunday School class of the First Baptist Church Thursday evening. A chicken and salad supper was served.

Mrs. C. L. Seefeld gave the devotional and Mrs. Bobby Jack Markham presided at the business meeting.

Present were Mesdames Leroy Young, C. L. Seefeld, Bobby Jack Markham, Lee Roy Fisher, Dick West, Gilbert Churchman, Buddy Wiseham, Raymond Harper, Billy Chester, Calvin Jordan, Willie Hazel, Blackie Seymour, G. C. Ritchie.

HOME ECONOMICS CLASS TO PRESENT STYLE SHOW

Second year students in Home Economics will present a Spring style show Thursday morning in the high school auditorium at 10:40.

Mrs. Jo Ann Henry, Home Economics instructor, will be narrator and piano selections will be played.

Approximately twenty-five girls will participate in the show.

PERSONALS

Mrs. R. E. DeLoach underwent surgery last week at the hospital in Amberst.

Mrs. Matt Nix Sr. of Amberst visited Tuesday in the home of her son and family, Mr. and Mrs. R. D. Nix.

Mr. and Mrs. Gerald Chisholm were Arizona visitors last week.

Mrs. Johnnie Mathews has a new granddaughter, born Sunday to her daughter and husband, Mr. and Mrs. Roy Bullard, in Albuquerque.

Mrs. R. E. Scott and Randy visited Monday afternoon with Mrs. Harlon Davis and Jed in Muleshoe.

That which is altogether just shall thou follow.—(Deut. 16:20).

If we but pray for God's help in determining the justice or injustice of a situation confronting us He will respond and aid us to reach a proper decision.



The golden gates are lifted up,
The doors are opened wide;
The King of Glory is gone in
Unto His Father's side.

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And entered as second-class mail matter at the postoffice in Sudan, Texas, June 26, 1924, under the Act of Congress of March 3, 1879.

J. W. House Jr. -----Publisher
Dalton Wood -----Editor

SUBSCRIPTION RATES
Lamb and adjoining Counties -----\$2.50 per year
Elsewhere -----\$3.00 per year

CLASSIFIED RATES:
2¢ per word, first insertion,
1¢ per word for subsequent insertions, minimum charge 50¢ per first insertion.

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TIPS FOR OUTDOORSMEN
by Vern Sanford

Free Hands of Gas

It's a wise fisherman who carries a small jar of soap powder in his tackle box. The odor of gasoline on your hands will be transferred to the bait and will be offensive to any fish.

Buy Red Bath Towels

Deer hunters, why not ask your wife to buy some red bath towels? They are perfect for use in the woods as scarfs, seats and for rub downs.

Furthermore, when tied around the horns of the buck you're lugging from the woods, they make good insurance against being shot.

And of course the towels can be used in the home when you're not in the field.

Trapping the Ant

A glass jar, or several of them, buried to the neck around the camp traps ants and keeps the ant population under control.

Plastic Tubes Hold Maps

Those plastic tubes that new golf clubs come packaged in make perfect containers for nautical charts or topographical maps.

Spray Can Starts Fire

Here's a good tip for the camper. Take along an old hand pump fly sprayer filled with kerosene. Propitious squirts help start stubborn fires.

Use Wire For Duck Blind

Don't throw away your old

minnow seine. It will make a good portable duck blind this fall. A few streaks of dark paint help camouflage it.

Bind Hoppers to Hook

Live bait like grasshoppers and worms will stay alive longer on the hook if you fasten them with small rubber bands rather than hooking them the conventional way.

Candles for Heat

Take along with you to your next deer camp a couple of those thick, heavy-wax candles used by plumbers. Some cold night or early morning you'll find they can take the chill off a fairly large tent or trailer in a surprisingly short time.

Double Your Warmth

If your sleeping bag isn't warm enough for extremely cold weather, just put on a suit of insulated underwear before climbing inside. The combination of the two will keep you warm as toast.

Keeps Matches Dry

Druggist's snap-lid pill boxes make good containers for carrying a waterproof supply of matches in the field.

Tight Drag Stops Snag

Chief cause of tangles with spinning tackle is loose line on the spool. Be sure to reel it under sufficient tension.

A-1 Fish Stringer

Take an old (or new) brass chain, a box of high grade

shower curtain rings and you've got the makings for a store-bought fish stringer.

Fit the rings through the chain at regular intervals. Rings open and close more easily and are the ideal size to hold fishes' lips.

Brush The Rust Away

Take an old shaving brush and soak the bristles in oil. Then store in your tackle box. A fast pass over spoons, spinners and such before they go back in their compartments keeps 'em bright and shiny. Oil stays in the bristles for weeks.

To Quick-Dry Boots

For a quick-dry job on a pair of hunting or fishing boots in camp, try heating rocks and dropping them in the boots.

Repeat until the interiors are entirely dry.

Hobby-pins for Clothespins

Hobbypins make handy clothespins in camp. Ordinary fishing line will serve as a clothesline.

Simple Coon Trap

Put a 55-gallon steel drum next to a tree and bait it with corn. A coon can jump into it from the tree but can't jump out. Makes a good trap!

Rubber Boot Anchor

An old rubber boot filled with cement makes a cheap, handy boat anchor. Thread a steel rod in for an eye.

Being rubber covered the anchor won't scrape, scratch or wear the boat but will hold her steady. Also, it makes a quiet anchor when carried inside the boat.

What Line Cast Thou?

When you put a new line on a reel, write the type and test on a piece of paper and tape it under the reel seat with clear tape. This way you'll always know what size line you're using.



LUBBOCK (Special) — What should prove to be a valuable production tool for farmers in this part of the country—a specialized agricultural weather service—is expected to begin operation in time to aid in raising this year's crop.

Oliver Newton, agricultural advisory meteorologist, says weather releases should start going out to area radio stations, newspapers and telev. newspapers and television stations by May 15. Weather releases will be disseminated by means of a teletypewriter circuit in operation 24 hours a day and available to users under a rental arrangement. To date 32 teletypewriters for receiving the service have been contracted for in the area.

Essentially the Weather Bureau,

through this specialized service, purports to improve the farmer's batting average against the curves he is constantly being thrown by the weather. Weather information tailored to the particular needs of aviation have long been a vital aid to pilots in making flight decisions, and the same information tailored to the needs of agriculture can be a valuable asset to farmers making decisions on planting, poisoning, irrigation, defoliation etc.

While a weather service is not likely to mean the difference between life and death to a farmer—it often does to a pilot, it can mean the difference between profit or loss. Each seed that is planted and then rots in the ground, each seedling stunted by cold weather, and each insecticide or defoliant washed off before it takes effect cuts into the farmer's pocketbook and hurts the entire economy of the area. These and other losses, plus losses of crop quality, can be minimized by an effective agricultural weather service.

To meet the basic requirements for letting weather information work for the farmer, the service will give timely and detailed weather forecasts tailored to current farming operations.

Features of the service will be weather forecasts for the next 36 hours and the outlook for an additional 24 hours, issued three times a day and including the probability of rain, cloudiness dew conditions, wind speed and wind direction as well as temperatures; special spraying-dusting forecast and summary during that season, released evening and morning; and agricultural interpretation of the 30-day weather outlook, given twice monthly, and daily soil temperatures from selected locations over the area.

IN THE "interesting information" category, we stumbled onto the fact the other day that there are 20,841 mechanical cotton strippers in the 23-county High Plains area that produced a slightly over two million bales of cotton in 1963. That's approximately one stripper for each 100 bales, or enough to harvest the entire crop in less than a week IF the crop were all ready at the same time, IF the weather cooperated, IF the strippers were well distributed, and IF we had enough trailers.

You can probably think of some other "ifs" that would apply, but even so harvest time sure "ain't" what it used to be!

RODNEY FISHER ON HIGH HONOR ROLL

Rodney Lee Fisher of Sudan, son of Mr. and Mrs. Lee Roy Fisher, was listed on the honor roll for the first semester at the University of Texas College of Business Administration.

The honorroll was divided into three groups, including seven students who were listed with "highest honors," a group of 48, including Fisher, who were listed "with high honors", and a group of several hundred "with honors".

Personals

Lynn Drum was in Lubbock Saturday to attend an area Young Farmers meeting. Accompanying him to the meeting was Martin Maxwell.

Mr. and Mrs. Raymond Maxwell and Freddie were in Walnut Springs Friday and visited the Flat Top Hereford Ranch there. They returned by way of Cisco and spent the night with relatives.

Mrs. John Tucker, Mrs. Martin Maxwell, and Mrs. Leola Clark and daughter, Bobbie, were Clovis visitors Monday and had lunch at El Monterey.

Mr. and Mrs. Wayne Doty and family, Mr. and Mrs. Glenn Chester and family, were in

Amarillo Sunday for a birthday dinner honoring Mrs. Doty and Mrs. Chester's father, J. C. Wells of Muleshoe. The event was held in the home of their brother and family, the Robert Wells.

Mr. and Mrs. Keith Lowe of Amarillo visited this week in the home of his sister, Mrs. Lee Roy Fisher and family.

Mike Mudgett of Austin College in Sherman has been to visit his parents, Mr. and Mrs. Wiley Mudgett.

Mrs. Hazel Cole of Littlefield visited Wednesday night in the home of Mr. and Mrs. Tommy Cate.

Mark Baker and Jimmy Blair are attending a Mechanics school in Oklahoma City.

Sherry Woods, daughter of Mr. and Mrs. Truman Woods of Albuquerque, visited recently in the home of Mr. and Mrs. Brent Wiseman.

Mrs. J. W. Smallin and children of Denver and Mr. and Mrs. Pat Chigstall and family of Amarillo visited during the weekend in the home of J. W. Olds, and also with the Byron Lynns.

Picking a Parakeet



Most likely you'll select your parakeet for his color and for his alertness. But, according to authorities at the Purina Pet Care Center, it's difficult to train him to talk unless he's between 6 and 12 weeks old. How to tell his age? From the stripes on his head. By the time he's 3 months old, the stripes begin to disappear altogether. Also, look for the gray rim around the eyes, the authorities advise. "A younger parakeet's eyes are completely black." You can begin proper feeding habits immediately with a specially formulated and balanced bird feed like Purina's Parakeet Seed.

Crossword Puzzle

ACROSS

- Monster
- Greek letter
- Delude
- Not rich
- Immerse
- Spoken
- Celebes wild ox
- Confides
- Instructions
- Degrade
- Beverage
- Orient
- Malt drink
- Murder
- Send forth
- Woods
- Of the sea
- Fling
- Kind of cheese
- Japanese coin
- Concern
- Suffix: highest degree
- All Mohammedans
- Principal
- Bell tongues
- Ireland
- Soft mud
- Franklin
- Prime
- Urgent
- Insect
- Wood strip
- Mater
- At the stern
- Card game
- Roman road
- Inconclusive court test

DOWN

- Gem
- Departed
- Male
- chickens
- Rub out
- Paradise
- Gaudy
- Likely
- One who mistrusts
- Major: astron.
- Strokes lightly
- Instead
- Cape: geog.
- Trees
- Suffix: procedure
- Number
- Got away
- So be it
- Ordinance
- Current unit: elect.
- Checks
- Image
- Blackthorn
- Idle
- Slave
- Operatic solo
- Gave temporarily
- Recede

Answer to Crossword Puzzle

MONSTER
GREEK
DELUDE
NOT RICH
IMMERSE
SPOKEN
CELEBES
CONFIDES
INSTRUCTIONS
DEGRADE
BEVERAGE
ORIENT
MALT DRINK
MURDER
SEND FORTH
WOODS
OF THE SEA
FLING
KIND OF CHEESE
JAPANESE COIN
CONCERN
SUFFIX: HIGHEST DEGREE
ALL MOHAMMEDANS
PRINCIPAL
BELL TONGUES
IRELAND
SOFT MUD
FRANKLIN
PRIME
URGENT
INSECT
WOOD STRIP
—MATER
AT THE STERN
CARD GAME
ROMAN ROAD
INCONCLUSIVE COURT TEST
DOWN
GEM
DEPARTED
MALE
CHICKENS
RUB OUT
PARADISE
GAUDY
LIKELY
ONE WHO MISTRUSTS
—MAJOR: ASTRON.
STROKES LIGHTLY
INSTEAD
CAPE: GEOG.
TREES
SUFFIX: PROCEDURE
NUMBER
GOT AWAY
SO BE IT
ORDINANCE
CURRENT UNIT: ELECT.
CHECKS
IMAGE
BLACKTHORN
IDLE
SLAVE
OPERATIC SOLO
GAVE TEMPORARILY
RECEDE

Know Your Candidate

GORDON McLENDON
Democratic Candidate
For U. S. Senator



Gordon McLendon, 43, is making his political debut as a candidate in the Democratic primary on May 2 for nomination as United States Senator. He lives in Dallas, is a veteran of World War II, and has extensive business interests. Early in his career he became known to radio listeners as the "Old Scotchman" through his broadcasts of major league baseball games and other features. McLendon was born on June 8, 1921 in Paris, Texas. His father, Barton R. McLendon, a lawyer, operated a group of motion picture theaters in East Texas, Southern Oklahoma and Louisiana. After graduating from high school in Atlanta, Texas, McLendon attended Kemper Military School in Booneville, Mo., and was graduated from Yale University with a Bachelor of Arts degree. During World War II, he was a naval intelligence officer in the combat area of the South Pacific.

In 1943, he married Gay Noe, daughter of former Louisiana Governor James A. Noe. The McLendons have four children: Mrs. Kenneth D. Starnes Jr., Austin resident and University of Texas student; Gordon B. Jr., student at Cate School, Carpinteria, Calif.; Kristen Margaret, 13, and Anna Gray, 12, both students at Hockaday School in Dallas. The McLendons are members of the Methodist Church, and he is a former member of the Board of Stewards of the Highland Park Methodist Church, Dallas. After leaving the naval service in 1946, McLendon and his father formed a business partnership, principally in the broadcasting field. Together they own and operate radio stations in Dallas, San Antonio, Houston, Buffalo, Chicago and San Francisco. They also share interests in motion picture theaters, film production, oil and real estate. In 1951 McLendon was appointed Honorary National Commander of the Annual VFW Poppy Drive and the same year was selected as one of America's outstanding young men by the U. S. Junior Chamber of Commerce. He presently is a sponsor of the Chinese Refugee Relief, a nationwide charitable project. He also is an advisor in communications matters affecting the Peace Corps. McLendon has served as a member of Gov. Price Daniel's Water Development Committee and board member of the Texas Law Enforcement Foundation. He is a member of the board of the Richmond Freeman Memorial Clinic, the Dallas Theatre Center, the Dallas Symphony Orchestra, the Dallas Services for Blind Children, and the Variety Club of Dallas. Twice he has been president of the latter group.

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TELL ME....

HOW DID THE CUSTOM OF
SHAKING HANDS ORIGINATE?



IT DATES BACK TO PRIMITIVE TIMES
WHEN MEN CARRIED A CLUB FOR DEFENSE
UPON MEETING A FRIEND, EARLY MAN WOULD
DROP HIS WEAPON TO SHOW HE WAS
UNARMED AND THEN SHAKE HANDS.

DURING GENERAL CUSTER'S LAST
STAND HOW MANY OF HIS MEN
ESCAPED DEATH?



NOT ONE! ALL WERE SLAIN, EXCEPT
A HORSE RIDDEN BY ONE OF CUSTER'S
MEN! IT FLED TO SAFETY AND WAS
THE ONLY LIVING THING TO ESCAPE
WITH ITS LIFE!

ARE THE SEQUOIAS... FAMOUS
REDWOODS OF CALIFORNIA... THE
TALLEST TREES IN THE WORLD?



NO! THAT DISTINCTION BELONGS TO
THE EUCALYPTUS TREES OF AUSTRALIA
WHICH ATTAIN A HEIGHT OF 500 FT!
THE TALLEST CALIFORNIA TREES RARELY
EXCEED A HEIGHT OF ABOUT 350 FT!

WHICH IS THE CLEANEST OF
ALL ANIMALS?



THE RACCOON! IT WON'T EAT
UNLESS IT HAS FIRST WASHED
ITS FOOD THOROUGHLY!

GA NEWS

The Doris Bryant GAs of the
First Baptist Church met Monday
afternoon at the church for the
study "Forward". Present were

Angela Pickett, Elizabeth Chis-
holm, Renee Markham, Mit-
chell Stanley, Debbie Stanley,
Angela King, Gwen Churchman,
Pax Brown and Kay Baker, coun-
sellor.

"Blessed are You" was the
program topic for the meeting
Monday afternoon of the Badger
GAs of the First Baptist Church.
Present were Janet Ritchie, Judy
West, Diana Clark and counse-
lors, Mrs. Richard Powell and
Mrs. Willie Havel.

Powell, Bill Chester, R. E.
Scott, Bill Palmer, Audrey West.

**Political
Announcements**

For Lamb County Sheriff
LOY DALTON

For Lamb County Sheriff
W. D. (DICK) RATLIFF

For Lamb County Sheriff
DICK DYER
For Re-Election

For Lamb County Tax
Assessor-Collector
HERBERT DUNN
For Re-Election

For Lamb County Tax
Assessor-Collector
BILL JEFFRIES

For District Attorney
154th Judicial District
JACK YOUNG
For Re-Election

Personals

Mrs. Glen Chester was hostess
for a bridge club meeting last
Thursday afternoon. Those pres-
ent included a guest, Mrs. Ves
Patterson, and members Mes-
dames Arthur Nelson, Richard

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Let you and me, my
brother, be what
we feel that we

Would want the other
fellow to really
truly be;

Should I so much as
mention what I
would have you do,

Unless I'm more than
willing to do the
same for you?

**Payne
Funeral Home**

PHONE 246-3351
AMHERST, TEXAS

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**TRADES DAY
SPECIALS:**

PRICES GOOD FRIDAY AND SATURDAY

OLIVES SPENCER STUFFED JAR 39¢

BISCUITS SHURFRESH 5 FOR 39¢

OLEO SHURFRESH 6 LBS \$1

BANANAS LB. 12¢



6 pkgs.
69¢

SHURFINE
CAN MILK
2 FOR 25¢

SWEET POTATOES LB. 9¢

SHURFINE
PEACHES 4 # 2 1/2 Cans \$1

Salad Dressing SHURFINE QUART JAR 39¢

SHORTENING SHURFINE 3 LB. CAN 59¢

ROXEY
DOG FOOD CAN 13 FOR \$1

SHURFINE
TOMATO JUICE 46-Oz. Cans 4 FOR \$1

SHURFINE
TUNA CAN 4 FOR \$1

ARMOUR STAR
BACON Lb. 49¢

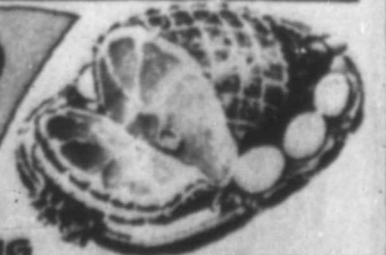
FRANKS ARMOUR ALL MEAT LB. 49¢

CLUB STEAK LB. 69¢

Fresh
Pork LIVER LB. 19¢

FRYERS GRADE A WHOLE LB. 29¢

BUY YOUR HALF
OR WHOLE
BAR S



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LUMPKIN FOODS

DOUBLE FRONTIER STAMPS ON WEDNESDAYS
WITH PURCHASE OF \$2.50 OR MORE

FREE DELIVERY — No Deliveries On Wednesday