



OUTSIDE WORK PUSHED — Exterior work at Sugarland Mall Shopping Center is nearing completion, as several stores are planning a March 2 opening in the north Here-

ford retail complex. One of the entrances to the mall, with J. C. Penney Co.'s store in the background, is shown here. (Staff Photo)

School . . .

(Continued from Page 1)

Davis and other financial experts on hand noted, however, that they could foresee no reason why the market should ease up within the coming year.

UPON THIS advice, the board accepted the bid and sold the bonds at the highest interest rate the local school district has paid for bonds in recent years.

However, it was pointed out that the 3.79 rate is considerably lower than most Texas schools have paid for bonds in the preceding few days, although schools with similar financial ratings as Hereford's sold bonds for as little as 3.43 just a month ago, before the market began to climb.

Davis pointed out that the 12-point jump on the Dow-Jones averages, from 3.64 to 3.76, was the biggest jump in a five-day period since 1958.

Next-lowest bidder for the Hereford school bonds offered an interest rate of 3.79807, as compared to the accepted low bid of 3.79203.

In dollars and cents, this interest fraction represents a difference of \$440.75 in interest cost.

OTHER business included the board's o. k. of a request from the ex-students of the former Add-Rann (Panhandle Christian) College, which functioned as a four-year college here from 1902 until 1912.

They sought permission to construct a stone memorial near the site of the building. The board granted permission to construct the marker — which

will be made of stone from the original college building — on a parking lot east of the high school auditorium.

The board also approved contracts for Mr. and Mrs. Grady Cope to teach in elementary schools here next year. The Copes are currently teaching in the Olton Public School system.

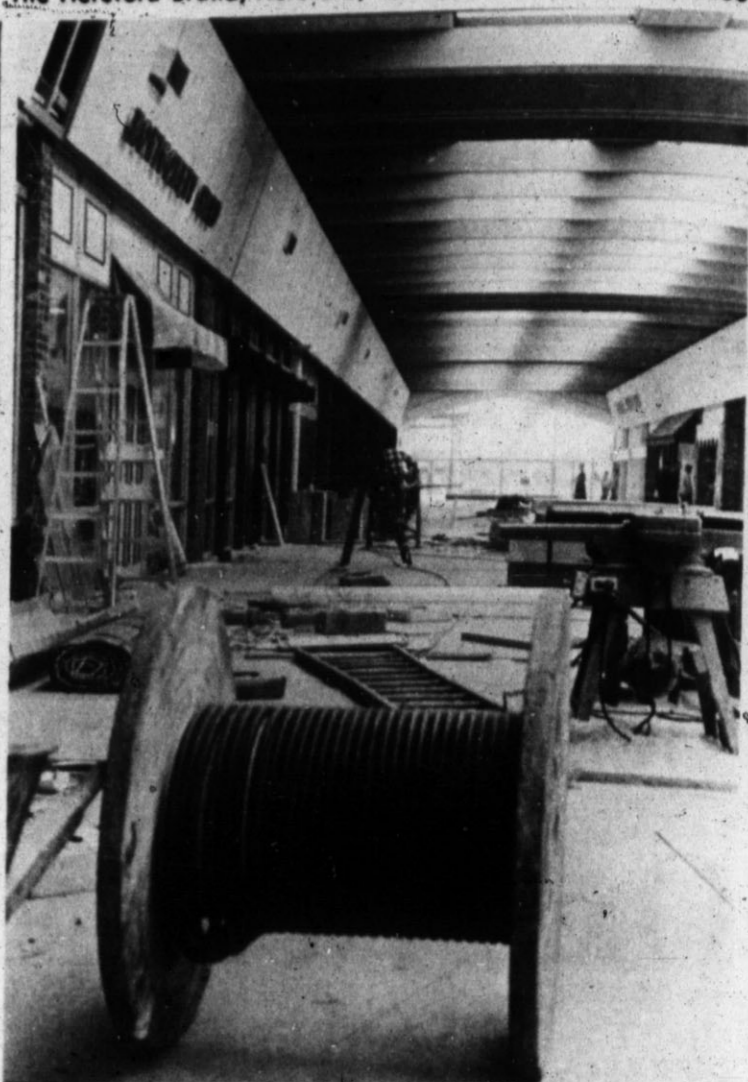
Funeral Is Set For Small Girl

Funeral services for Celia Diane Jacks, nine-year-old daughter of Mr. and Mrs. Charles Jacks of Hereford, are to be conducted at 4 p. m. today in the First Baptist Church of Canyon by the Rev. Straus Atkinson, pastor.

Burial is to be in Memory Gardens near Amarillo, directed by LaGrone Funeral Chapel of Canyon. The child died in an Amarillo hospital Tuesday after a long illness.

She had made her home the past two years with her grandparents, Mr. and Mrs. E. M. Weathers of Amarillo, to attend special classes for the blind in a school there. They formerly lived in Canyon and Celia Diane was a member of First Baptist Church of Canyon.

In addition to her parents, she is survived by a sister, Vickie Lynne, of Hereford, also her paternal grandparents, Mr. and Mrs. J. E. Jacks of Hart.



INTERIOR VIEW — Sugarland Mall Shopping Center stores planning a March 2 opening are fast receiving finishing touches, as shown in this photo looking through the spacious mall. (Staff Photo)

Budget . . .

(Continued from Page 1)

percent of the taxes due. Revenue from water, sewer, and other sources will be an estimated \$483,000.

It was also pointed out that the \$142,000 in capital improvements from the general fund is the highest ever for the city.

In 1963, the city utilized \$88,000 for capital improvements from the operating fund; in 1964 \$138,000; and in 1965, \$130,000, including Variety Park and the installation of a \$52,000 trash incinerator.

In the capital improvements, the \$14,000 for remodeling of the first floor of city hall will be used to install central heating and air conditioning and

make other minor improvements.

THE PROPOSED remodeling will not be as large-scale as that completed on the upstairs portion of the building last year.

Also included is construction of a new city barn for street department equipment.

No major salary changes were included, Mayor Ray Cowser said.

The budget also provides for the addition of one patrolman to the city police department payroll, and promotion of one policeman to the rank of sergeant.

The budget is for the city's fiscal year period of May 1 to June 31.

"WE ARE proud of this budget and what we are able to do for

the city without raising taxes," Cowser commented near the close of the public hearing.

It was pointed out that last year, for the first time in several years, the city was able to complete the year without having to borrow money.

"IF THINGS go as we propose in this budget, the same will be true this year," Cowser said.

In other discussion, it was pointed out that the budget includes payment of \$34,000 towards retirement of a \$610,000 bond issue for water and sewer improvements which the city hopes to see passed by voters this year.

Should the bond issue be rejected, the \$34,000 would be used towards some of the water and sewer department expansion which would otherwise be handled in the bond issue.

W.T.S.U. Band To Present Free Concert

Members of the West Texas State University Band will present a free concert in the Hereford High School auditorium at 7:30 p. m. Monday Feb. 28.

No admission will be charged for the event.

Jayroe . . .

(Continued from Page 1)

ceremonies for the event and introduced the speaker for the evening.

Delbert Trew, a Perryton Jaycee, was the guest speaker. Trew is active in the Perryton Club and was named the farmer of the year for the state of Texas in 1965.

HE DIRECTED his speech to the bosses present at the banquet, telling them how they can sometimes spur one of their employes to be a more successful worker.

One story told by the speaker was of an employe who embarrassed many of his co-workers as well as his boss because of the clashing color combinations he wore.

After the employe married, his dress completely changed and everyone found that the man was color blind and only his wife cared enough about him to find out about his problem and help him.

Another tip given to the bosses was that he should always try to remember his employes' wives and children's names and use them when talking to the employe.

Following the speech special entertainment was given by a Happy Jaycees who did an imitation of Phyllis Diller, Stringy blond hair and all.

Approximately 35 Jaycees, their wives, and guests attended the event.

Film . . .

(Continued from Page 1)

did the sentences on the typewriter she made five errors.

ALTHOUGH this was seem- unable to do them and when she ingly enough proof, the doctor went on to show a filmstrip in which a number of expert drivers were to drive through an obstacle course.

The drivers drove through the course the first time and made no mistakes.

Following the first go around the drivers were given a drink with one ounce of 100 proof alcohol in it and 30 minutes later the drivers drove through the same course. This time most of the drivers made at least one mistake and some made more.

THEN THE drivers were given another drink with the same amount of alcohol in it and the results were even more mistakes. The drivers were then given a third drink and the mistakes were greatly increased this time.

The doctor explained that one or two drinks will not do any permanent damage to the brain, but will definitely affect a person's ability to make a split-second decision that may make the difference between life and death for him or some other person.

The remains of two circular huts built by pale-Indians some 10,000 years ago were uncovered at Hell Gap near Guernsey, Wyo. The site has been under excavation for the past five years.

City . . .

(Continued from Page 1)

However, the informal petition does not meet the standards required for voluntary annexation, so the city is using the involuntary annexation procedure — requiring public hearing, and a waiting period.

Bayne told the commission that this procedure would simplify the matter for both the city and the property owners involved.

THE AREA involved lies just east of the recently-annexed Knobb Hill Subdivision.

Commissioners are currently studying the need for a \$610,000 bond issue, which, if approved, would provide water and sewer service to portions of South Hereford within the city limits, as well as many other improvements in other portions of the city.

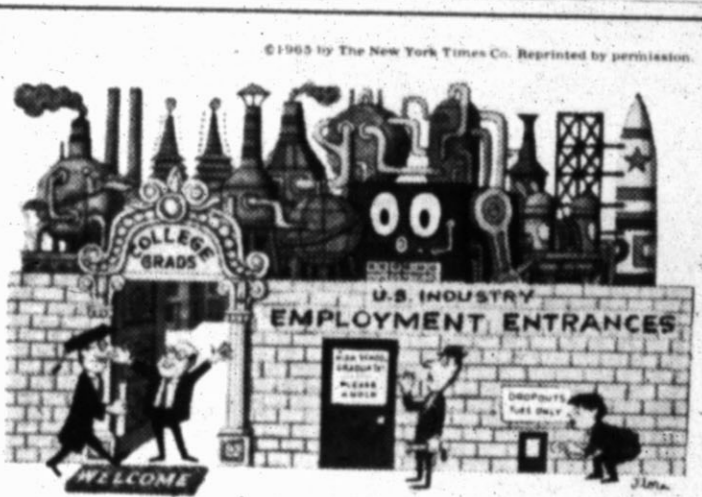
FINANCIALLY CROOKED NOT POLITICALLY

LOUISVILLE — Msgr. John Dudine, pastor of the Church of St. Elizabeth, spent his early years establishing missions in a Kentucky county which took its politics very seriously.

One year, he recalls, both Democratic and Republican partisans paid the same man \$2 to vote their ticket. Later, both parties discovered what had happened and sought out the man for an explanation.

"How did you vote," they asked.

"The way I always to, the man replied. "I voted according to my conscience."



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ALL THE 'CATS' ARE WAITING FOR THE...

GRAND OPENING

WEDNESDAY MARCH 2nd

KIRBY'S SHOE STORES

The world's favorite family shoe store

414 A SUGARLAND MALL

The Hereford Brand

Member Associated Press
Member National Editorial Assn.
Published Every Thursday at
Hereford, Deaf Smith County,
Texas, 79045
130 W. Fourth

Entered as second-class matter at the Post Office in Hereford, Texas under the act of March 30, 1879. Second-class postage paid at Hereford, Texas. Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office. Subscription Rates: Zone 1, \$2.50 per year; Zone 2 and above, \$3.50 per year. With the Sunday Brand, both papers, Zone 1, \$4.95 per year; Zone 2, \$6.15 per year. Carrier delivery, 60c per month. Single copies, 10c each. Classified advertising rates: 6c per word first insertion (60c minimum); 4c per word additional insertion.

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ONE OF SEVERAL — A carpenter works on the mall each have individual — and in many cases unusual — styling. (Staff Photo)

NOTICE OF PUBLIC SALE

Notice is hereby given that the undersigned will sell at public auction for cash the following described real property: Lots 5 and 6 of Block 30, Original Town of Hereford, Deaf Smith County, Texas, consisting of two duplex apartment buildings.

The successful bidder must deposit five per cent of the bid in cash pending title examination.

Title must be accepted subject to estate and inheritance taxes which have not yet been paid, but the Estate will guarantee payment of such taxes. The sale will be made subject to existing occupancies.

The sale will be conducted at the site, corner of 4th Street and Miles Avenue in the City of Hereford, at 10:00 a.m., on Tuesday, March 1, 1966.

C. C. Acker
Earnest L. Langley
Joint Independent Executors of
The Estate of Alice C. Ward,
Deceased



LOTS OF SMOKE — Moderate damage resulted to a carport and articles stored there during a Wednesday morning fire at the Leslie Betts residence, 222 Ave. D. Fire was limited to the carport, however. (Staff Photo)



By MELVIN YOUNG

Ever hear of Title 9 of the Civil Rights Act? Probably not, unless you're a member of a large corporation that hires hundreds of people. Title 9 of the Civil Rights Act is the one that provides equal job opportunities. It is causing some headaches and some laughs, too, as businessmen try to comply with the complexities of the law, which Washington now admits was thrown together in a hap-hazard fashion.

Lawyers are referring to it as "full employment act for lawyers," according to the TOPS News Service. It is keeping the barristers busy telling clients how to meet the requirements and stay out of trouble. And the lawyers themselves generally admit they don't know all the answers.

Then there is the stipulation that an employee cannot be discriminated against, not only for race but also sex. Everyone, including Washington, has about decided they wished they had never seen this one.

It seems the sex angle was tossed into the salad at the last moment — as an amendment, and it has provided so many conflicts with other sections of the Act that Washington is unable to tell which way to go in enforcing it.

Theoretically, at least, one is not supposed to advertise in the want ads for a worker by sex. However, it is permissible to have the ad placed in the male or female classification. Just don't say you want to hire a male stenographer.

A sharp witted Texas rancher apparently has the answer however. He wanted to hire a cowboy. So, he advertised: "Wanted — Cowperson. Must be proficient in profanity. Must sleep in bunkhouse with three wranglers who don't believe in taking baths."

This thing has some interesting possibilities. We shall make it a point to watch the "help wanted" classified ads from this day hence.

For instance, what about the old boy who is advertising for a spouse?

Oh well, life has its moments.

—HB—

And another interesting bit of news that has crossed our

News About Area Men On Duty

Marine Private Alfred H. Davis Jr., son of Mr. and Mrs. A. H. Davis Sr. of 1011 Park Ave., Hereford, has completed individual combat training here.

The four-week course included over 200 hours of instruction under simulated combat conditions, covering squad tactics, guerrilla warfare, day and night combat, patrolling, and the use of infantry weapons.

His next stop is four weeks of basic specialist training in his military occupational field. Marines to be assigned to infantry units will be taught infantry sub-specialties, such as the machine gun, grenade launcher, rifle or mortar. Marines to be assigned to highly technical specialties will be sent to military technical schools for their specialist training.

Leathernecks bound for the Pacific will receive more training when they report to the Staging Battalion at Camp Pendleton, Calif. This training will emphasize jungle warfare, patrolling, and civic action based on experience gained in Vietnam.

Gun Club Sets First Registered Shoot Sunday

Members of the Hereford Gun Club will hold their first registered shoot of the season Sunday beginning at 10 a. m. at the club range at the Hereford Air Port.

THE PROGRAM will consist of 300 targets at 116 feet with four classes in this division. One hundred handicap targets will be set up and 50 pair of doubles targets with three classes.

There will also be two traps working at the shoot with one of the traps being added this week.

FINAL PLANS for the shoot will be laid out tonight in the Hereford State Bank at 7:30 by club members.

This is the first of three shoots scheduled on the last Sunday of the month.

The next shoot will be held the last Sunday of March.

get the address correct, the post office succeeds in making deliveries in most cases.

However, this one did stump them. It was addressed: "To the Station to which you are listening. New York City."

SUPER QUALITY! SUPER SAVINGS!

Shurfine

YOUNG MOTHER HUBBARD

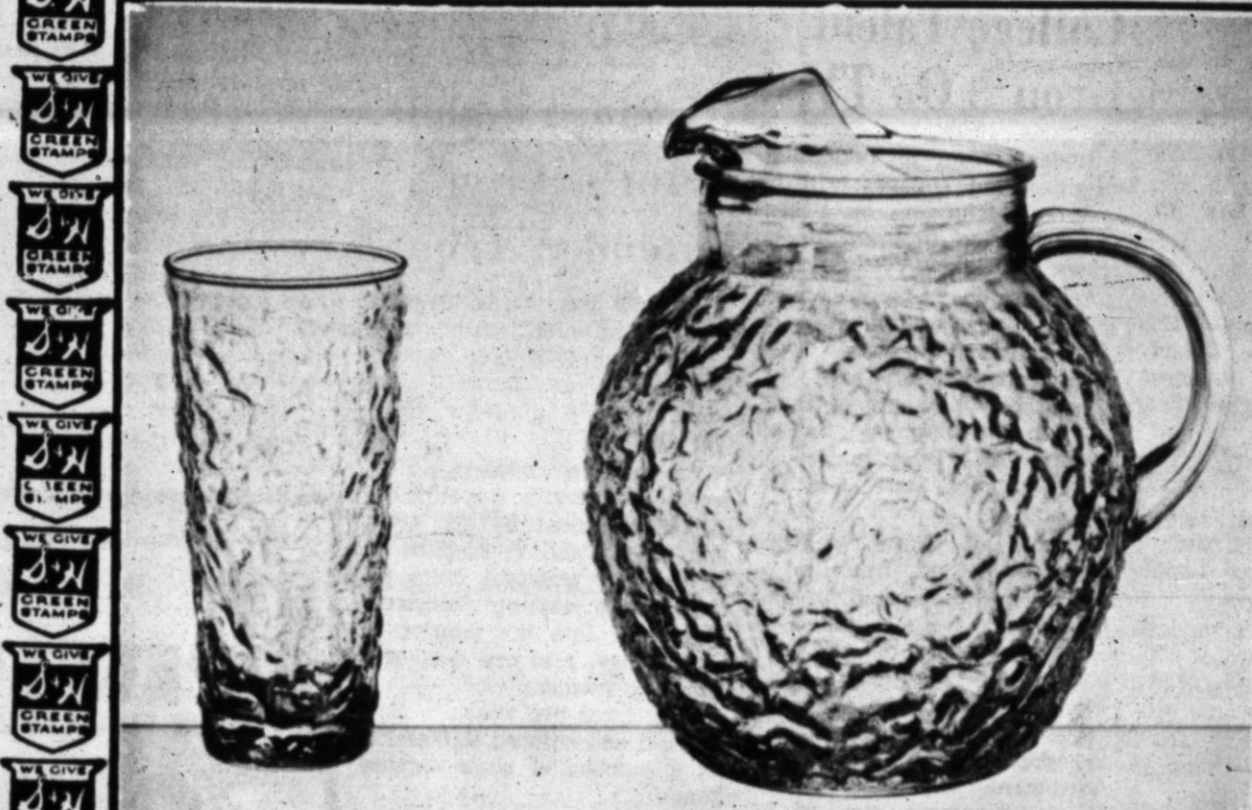
(FILL YOUR BARE CUPBOARD FOR LESS!)



USDA CHOICE CHUCK ROAST
Blade Cut
49¢
Lb.

SUPER SALE

Club Steak	USDA Choice	Lb. 79¢
Arm Roast	USDA Choice	Lb. 69¢
Beef Short Ribs	USDA Choice	Lb. 33¢
Ground Beef		Lb. 39¢



Now at TAYLOR & SONS!

BUY A DIFFERENT GLASS EACH WEEK FOR ONLY **9¢**

A Different Glass Will Be Available Each Week For You To Buy For Only **9¢** With Each \$5 Purchase!

MATCHING 3 QT. ICE LIP PITCHER only **89¢**

First Week Item GET A BEAUTIFUL 15 Oz. TUMBLER IN THE NEW AVOCADO COLOR **9¢** each for only with EACH \$5.00 purchase

- | | |
|---|--|
| Shurfine Apple Butter 28 oz. 4/\$1.00 | Shurfine RSP Cherries 303 Can 6/\$1.00 |
| Shurfine Apple Sauce 303 Can 6/\$1.00 | Shurfine Chili Plain 15 oz. 3/\$1.00 |
| Shurfine Apricots Hlvs-Unpeeled 303 Can 5/\$1.00 | Shurfine Coffee Reg.-Drip Lb. \$.69 |
| Shurfine Asparagus Spears All Gr-Cut 300 4/\$1.00 | Energy Liquid Detergent 22 oz. 4/\$1.00 |
| Roxey Dog Food Tall Can 13/\$1.00 | |

 <p>Tendercrust BREAD</p>	 <p>Shurfine MILK</p>	<p>Shurfine Flour</p> <p>10 Lb. Bag 79¢</p>	<p>Shurfine Catsup</p> <p>5 14 Oz. Btls. \$1</p>
<p>Shurfine Milk</p> <p>8 Tall Cans \$1</p>	<p>Soffin Tissue</p> <p>10 Rolls 69¢</p>	<p>SPECIALS GOOD THURSDAY, FRIDAY & SATURDAY FEB. 24, 25 & 26</p>	

 <p>GRAPEFRUIT</p> <p>5 Lb. Bag 39¢</p>	<p>Russets</p> <p>10 Lb. Bag 49¢</p>	<p>Avacados</p> <p>10¢ Ea.</p>	<p>Oranges</p> <p>Texas 10¢ Lb.</p>
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HOT DOGS
10¢ Ea.
SOLD SATURDAY ONLY

COCA-COLA
Carton of 6 Regular or King Size
39¢ Plus Deposit

Shurfresh MARGARINE
5 1 Lb. Pkgs. **\$1.00**

Cloverlake ICE CREAM
5 Pint Cartons **\$1**

Shurfresh BISCUITS
Buttermilk or Sweetmilk
13 8 Oz. Pkgs. **\$1**

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| Shurfine Orange Juice Unsweet 46 oz. 3/\$1.00 | Shurfine Peanut Butter 12 oz. 3/\$1.00 |
| Shurfine Early Harvest Sweet Peas 303 Can 5/\$1.00 | Shurfine Pickles Wh. Kosh-Dill, Dill 22 oz. 4/\$1.00 |
| Shurfine Pickles Wh. Sour 22 oz. 4/\$1.00 | Shurfine Pineapple Sliced No. 2 Can 3/\$1.00 |
| Shurfine Purple Plums 2 1/2 Can 4/\$1.00 | Shurfine Pork and Beans 300 Can 11/\$1.00 |
| Shurfine Strawberry Preserves 18 oz. 2/\$.89 | Shurfine Salad Dressing Qt. \$.39 |
| Shurfine Sauer Kraut 303 Can 6/\$1.00 | Elmdale Chum Salmon 16 oz. 2/\$1.00 |
| Shurfine Spinach 303 Can 11/\$1.00 | Shurfine Shortening 3 Lb. Can \$.69 |
| Shurfine Flour 25 Lb. Print Bag \$1.89 | Shurfine Spaghetti Elbo 12 oz. 2/\$.29 |
| Shurfine Frosting Mix Choco-Whi 1 3/4 oz. 4/\$1.00 | Shurfine Sauer Kraut 303 Can 6/\$1.00 |
| Shurfine Fruit Cocktail 303 Can 4/\$1.00 | Shurfine Flour 5 Lb. Print Bag \$1.89 |
| Shurfine Grape Juice 24 oz. 3/\$1.00 | Shurfine Spaghetti Elbo 12 oz. 2/\$.29 |
| Shurfine Grape Beans 4 Sv. Cut B.L. 303 5/\$1.00 | Shurfine Macaroni Elbo 12 oz. 2/\$.29 |
| Shurfine Grape Jelly 18 oz. 3/\$1.00 | Shurfine Tomatoes Solid Pak 303 Can 5/\$1.00 |
| Shurfine Macaroni 4 Sv. Cut B.L. 303 5/\$1.00 | Shurfine Tuna Chunk 6 1/2 oz. Can 4/\$1.00 |
| Shurfine Waffle Syrup Qt. 2/\$.79 | |

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FOODS

LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

YOUR HOME TOWN BOYS

CASH AND SAVE

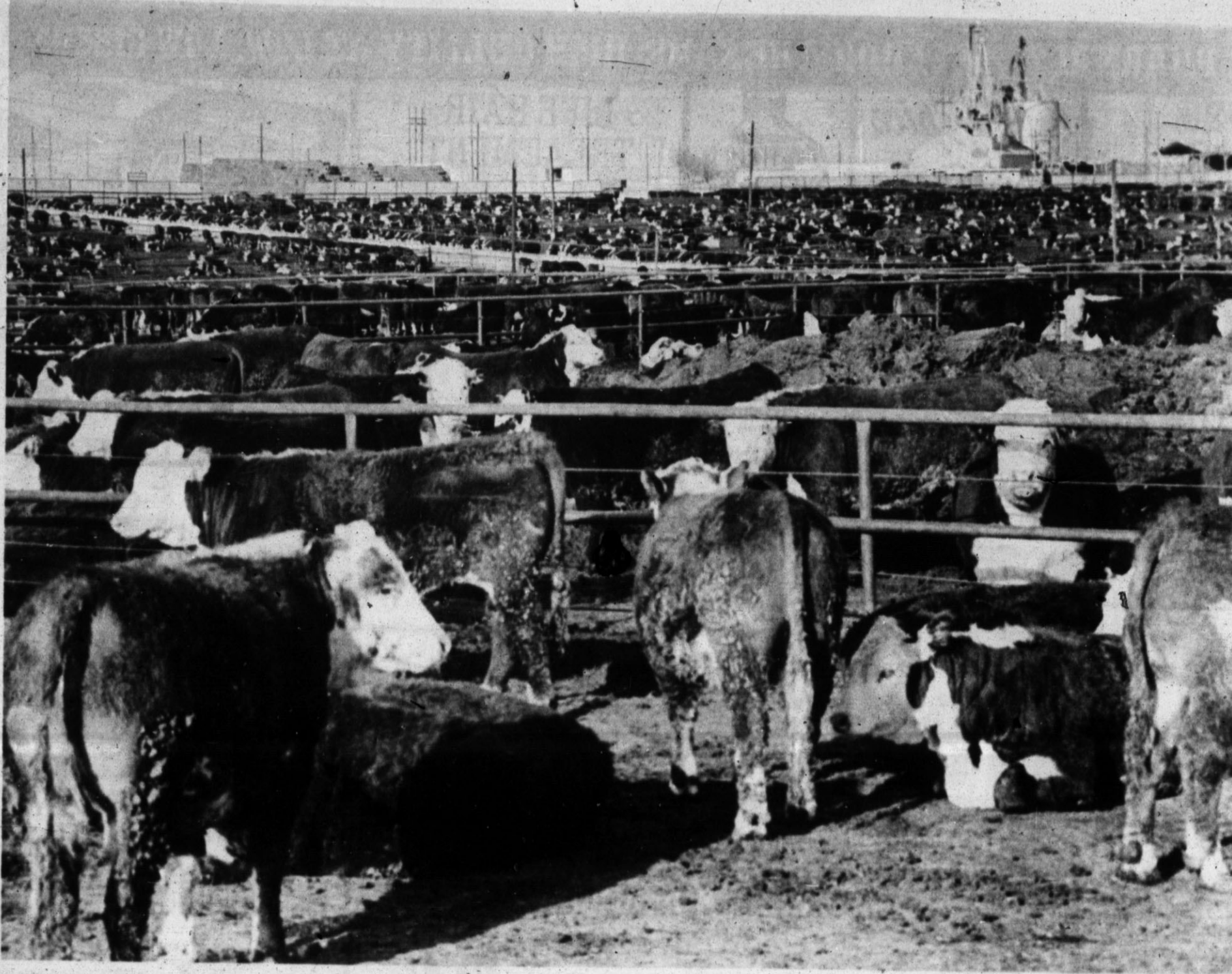


whale of a service

— A LOW COST, NEW CAR LOAN



from the **FIRST NATIONAL BANK of Hereford**



LOCAL INDUSTRY LEADS AREA — Commercial feedlots in Deaf Smith County — such as the vast Hereford Feed Yards pictured here — produced more than 100,000 head of fattened cattle during 1965, giving this county the highest commercial feedlot output in the Panhandle, according to a survey by Southwestern Public Service Co. (Staff Photo)

Feedlot . . .

(Continued from Page 1)

Deaf Smith. Capacity listed for the Roswell, N. M., area was listed as 84,150, as compared to Deaf Smith's 55,700. But the average number fed annually was lower than the Deaf Smith average, 126,700, as compared to the 144,000 here.

The survey covered a total of 239 feedlots in the four states, with a total capacity of 585,010 in 41 counties.

YEARLY average total number fed in the 41-county area was 1,113,183.

Thomas concluded that the facts born out in the survey

show the High Plains is the fastest growing commercial feedlot area in the United States, bar none.

California is the High Plains' biggest competitor in this industry.

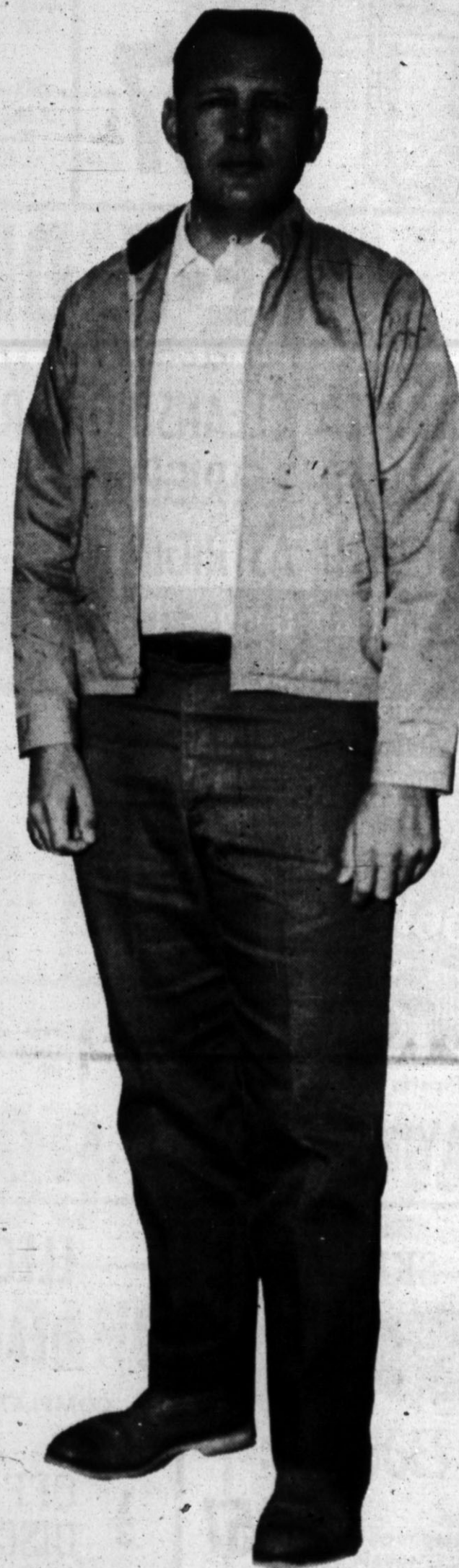
"I DON'T feel it will be this way too much longer," Thomas emphasized. "The major thing holding up more expansion in this area is the lack of packing plants. These will come," Thomas asserted.

"Cattlemen aren't going to continue sending 1,000-pound live cattle to the West Coast, when they can ship a 600-pound carcass out there at considerable less expense," he commented.

Deaf Smith County Chamber of Commerce and other local business representatives are currently negotiating towards establishment of additional packing facilities here.

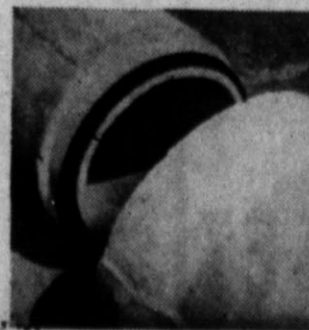
The facts stated in the survey give an indication as to why the feasibility of such an industry here is being considered.

Observations in 1965 showed that Mercury rotates independently, exposing all sides to the sun. For years astronomy students have been taught that Mercury always keeps the same side facing the sun.

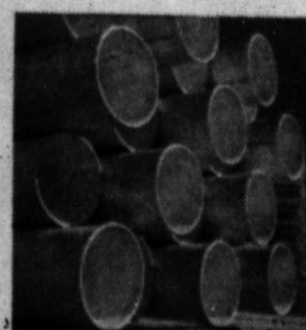


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Dave's been around for a while, but maybe you haven't had a chance to meet him. He's ready to go to work for you with the quality products of Gifford-Hill-Western. Dave's know-how can be of help to you when it comes to making more from your irrigation water! Give him a call the next time you have irrigation system needs . . . and add him to the list of friendly folks serving you at Gifford-Hill Western!



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WATCH FOR THE OPENING OF GIBSON'S NEW PHARMACY -- OFFERING THE SAME HIGH QUALITY AT LOW, LOW GIBSON PRICES

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BRECK CREME RINSE
WITH THE SECRET OF COCONUT OIL
Like liquid silk, it smooths every strand to eliminate tangles and fly-away hair.

Reg. Retail \$1.75

GIBSON'S DISCOUNT PRICE

87c



BRECK SHAMPOO

Reg. — Normal — Oily

Reg. \$1.75

Full Pint

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Old Spice

AFTER SHAVE LOTION



Reg. Retail \$1.25

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Gibson RUBBING ALCOHOL

1 Pint

9c

LIFE HAIR TREATMENT

Reg. \$1.98

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S.T. 37

ANTISEPTIC SOLUTION

Reg. \$1.35

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77c



3 Boxes

300's

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PALMOLIVE RAPID SHAVE

Reg. or. Menthol

Reg. \$1.29

Size

73c



FREE TRAVEL SIZE RIGHT GUARD w/BLADES

Reg. \$1.45

87c

DRANO

KILLS GERM CITY

26 Oz. Can

49c

ICE-O-DERM

FOR CLOSE-UP SKIN BEAUTY

MEDICATED CLEANSING BAR

Reg. 75c

47c

MEDICATED ASTRIGENT

Reg. Size

Reg. \$1.00

57c

MEDICATED ASTRIGENT

Economy Size

Reg. \$1.50

87c

Specials Good -- Thursday -- Friday and Saturday -- February 24 - 25 - 26

No Refunds or Lay-A-Way On Sale Items

LA VELLE BATH OIL

\$1.50 Value

1/2 Gallon

67c

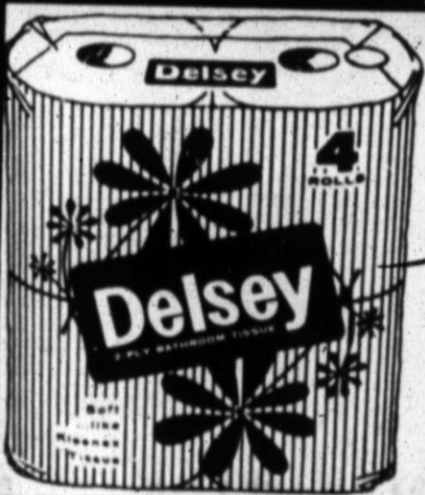


SOFSKIN LOTION

Reg. \$1.50

GIBSON'S PRICE

49c



BATHROOM TISSUE

4 roll pkg.

36c



Johnson & Johnson **SOFT PUFFS**

260 Cotton Puffs

Reg. 69c

33c



Johnson & Johnson **BAND-AIDS**

Reg. 67c

37c

GARDEN WATER HOSE

1/2 Inch

50 Foot

\$127

100% Plastic — \$4.25 Value

PLAYING CARDS

Double Deck & 36" x 36" Card Table Cover

\$188

Ironing Board Cover & Pad

Gibson's Reg. Price \$1.67

99c

Smoker Set

—CREMIC—

Cigarette Lighter, Cigarette Box & Ash Tray

\$7.50 Value

\$333

24 Pieces by Walco \$4.95 Value

TABLEWARE

\$244

TEFLON SKILLET



10"

\$2.98 Value

\$157

No Stick No Scour GIBSON'S PRICE

ELECTRIC HEATERS

COMPLETE STOCK

1/3 OFF GIBSON'S DISCOUNT PRICE

CAMERA OUTFIT

In Fitted Case by Anco Contains — Cadet II Camera, Anso Flash, 3 rolls 127 Film, 12-AGI Flash Bulbs 2 Batteries

\$1177

KITCHEN CLOCKS

ELECTRIC by Sessions Asst. Colors \$5.95 Value

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MANICURE SET

ELECTRIC with clutch bag by Debu Teen \$5.50 Value

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BUFFET SKILLET

With High Dome Cover & Probe SK-8-BU-1 by Dormeyer Reg. \$24.95

\$1088



ENTIRE STOCK MUST GO !!

LAMPS

1/3 OFF GIBSON'S DISCOUNT PRICE

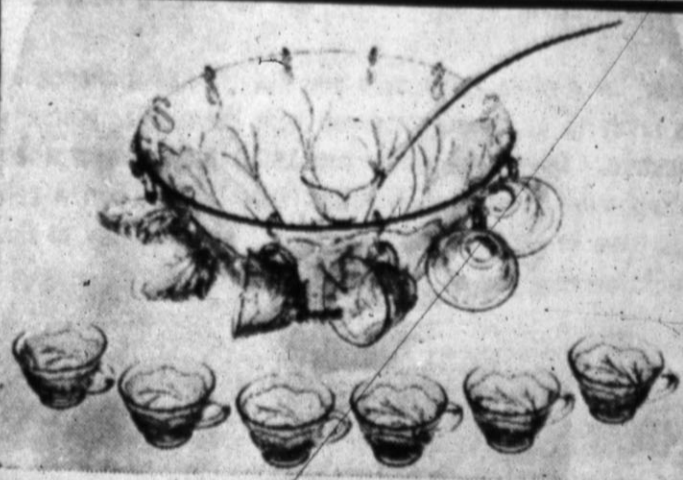
Dominion TEFLON AUTOMATIC WAFFLER

- Completely Automatic \$15.95 Value
- Stay-Cool Handles
- Signal Light

Signals When To Put In The Batter And When Waffle Is Baked



\$899



#0421-N 6 1/2C 26 PIECE

PUNCH BOWL SET

9 1/2 Quart Hand Finished Bowl 12 Cups—12 Hooks—1 Ladle Embossed "Crystal" Design

\$377

GIBSON'S LOW-LOW DISCOUNT PRICE

Westinghouse 5-TUBE TABLE **RADIO**



Model 20075 GIBSON PRICE

\$933

Foot Comfort **FOAM RUBBER MAT**

18" x 30" Reg. \$2.49

99c

15 TRANSISTOR **RADIO**

Long Distance Reception Complete with Accessories Giant Speakers

Reg. \$19.95

Gibson's Price

\$988



RECORDS

ONE GROUP

STEREO HI-FI

ONLY

63c

WHERE YOU ALWAYS FIND **GIBSON'S DISCOUNT**

WATCH FOR THE OPENING OF GIBSON'S PHARMACY -- OFFERING THE SAME HIGH QUALITY AT LOW, LOW GIBSON PRICES !!

PRICES!! WATCH FOR THE OPENING OF GIBSON'S NEW PHARMACY -- OFFERING THE SAME HIGH QUALITY AT LOW GIBSON

NEW!



PUREX BLEACH

REMOVES STAINS • DIRT

NEW! PLAYTEX

Hair Care Gloves

With Soft Absorbent Lining Reg. 79c **47c**

Johnson's

BABY POWDER

Reg. 89c **53c**

14 Oz. Plastic Size



MICRIN

Reg. \$1.29 1 Pint — 2 Oz.

GIBSON'S PRICE 77c

BEN GAY

Reg. or Greaseless Reg. \$1.69

88c

CHIP and DIP SETS

TWO COLORS

Gibson's Reg. Price 97c **66c**

NEW!

POLIDENT

DENTURE CLEANSER TABLETS

40 Tablets Reg. 98c **57c**

Gibson's Fresh — Reg. 59c Bag

POTATO CHIPS

GIANT BAG 37c

1/2 Gallon

29c

CLAIROL

NICE 'N EASY

The Natural Looking Hair Color You Just Shampoo In

Reg. \$2.00 **\$1.27**

Colgate

Crest

Cue

IPANA

Colgate

Pepsodent

TOOTH PASTE

YOUR CHOICE **47c**

Empress

SPACEMAKER CABINET

Reg. \$5.97 **\$3.33**

Center for every beauty aid—jewelry. Discreet, orderly, easy access. Compact. Pearlstone gold tone finish. 7 1/2" x 10" x 6 1/2" 10 drawers.

ALL LADIES & GIRLS

HOUSE COATS

1/2 Off Gibson's Discount Price

\$1.49 TO \$4.49

100 Tablets

ANACIN

FAST PAIN RELIEF

Reg. Retail \$1.33 **83c**

Sudden Beauty

Imperial Size

Aqua Net

Imperial Size

LANOLIN PLUS

Hair Spray

YOUR CHOICE **2 FOR 99c**

THROW RUGS

Multi-Color — 24" x 45"

\$2.98 Value **99c**

ALL PURPOSE

THROW RUGS

Multi-Color — 24" x 45"

\$2.98 Value **99c**

KOTEX

48's

GIBSON'S PRICE \$1.17

BIG BUCK JEANS

Extra Heavy Weight **SLIM & TRIM**

Sanforized

\$3.98 Value Sizes 4-16 13 1/4 Oz. Denim

Guaranteed **\$1.47**

- Quality Workmanship
- Zipper Fly
- No Rip Seams
- Tough Denim
- No Scratch Rivets
- Full Cut

CLEARANCE

Ladies **KNIT BLOUSES**

Asst. Colors Sizes S-M-L

1/2 OFF GIBSON'S PRICE

\$1.29 \$1.34 \$1.64

CLEARANCE

BOYS & GIRLS SLEEPWEAR

Sizes 6 mo. to 14 yrs. Asst. Colors

GIBSON'S PRICE 99c TO \$2.37

SPONGES

These Sponges Will Never Harden!!

53c Bag

Size 0 and 1's

BABY SHOES 99c

SWEATER CLEARANCE

LADIES and GIRLS

Asst. Colors and Sizes

1/2 Off Gibson's Discount Price

PRICE RANGE **\$1.99 TO \$4.99**

BIG BUY!

30 ASST.

SPONGES

These Sponges Will Never Harden!!

53c Bag



GAS HEATERS

2 OFF GIBSON'S DISCOUNT PRICE

NO REFUNDS OR LAY-A-WAY ON SALE ITEMS!!



10" PLAY BALL

Assorted Designs and Colors! Inflatable

Reg. 98c **37c**

Champlin

Automatic **TRANSMISSION Fluid**

Type A — Suffix A

Red **27c**

Hunting Caps

—Bright Colors—

Reg. Ret. \$2.50 **99c**

ALL BOYS AND GIRLS

WINTER COATS

ASST. COLORS — SIZES 3 TO 16

OFF GIBSON'S DISCOUNT PRICE **\$1.24 TO \$3.74**

ZEREX

ANTI-FREEZE

\$1.37



ZEBCO Reg. Ret. \$12.50

More Features for the Money

- All metal construction
- Smooth wide-range drag
- Stainless steel spinnerhead

Models 606 & 11

YOUR CHOICE **\$5.87**



LUCITE

WALL PAINT

NEW LUCITE WALL PAINT

GALLON **\$3.99**

GOOD SELECTION

ROSE BUSHES

BUY YOURS NOW AT BIG SAVINGS

43c 57c 73c



Infant's Crawlers BY **Tops 'n' Togs**

SNAP CROTCHED CORDUROYS, SIZES 9-18 MONTHS ASSORTED STYLES & COLORS

Reg. 1.98 **99c**

GIBSON'S

WATCH FOR THE OPENING OF GIBSON'S PHARMACY -- OFFERING THE SAME HIGH QUALITY AT LOW PRICES!!

WATCH FOR THE OPENING OF GIBSON'S NEW PHARMACY -- OFFERING THE SAME HIGH QUALITY AT LOW, LOW GIBSON PRICES!!



***You'll find these two
little words bear investigating!***

DON'T JUST SIT THERE GROWLING because you haven't found a renter for that vacancy, the help you want to hire, or a buyer for something you want to sell. There's an easy way to do it that bears investigating. Just grab the phone, dial EM 4-2030, and see for yourself how fast things happen when you place a Want Ad in The Hereford Brand or The Sunday Brand.

THE BARE FACTS are these: (1) For an average of only \$1.00 per insertion you can have a six-line ad—about 20 words—for four times (if you need it that long) in the finest paper in the Magic Triangle. (2) A Brand Want Ad always produces results because readers have all day to react to and respond to your ad.

MAKE TRACKS right away to your telephone and see for yourself what happens when YOU run a Brand Want Ad. Someone is probably HUNTING right now for just what you have to offer.

JUST DIAL THIS NUMBER

"Find It FAST in Brand Want Ads"

EM4-2030

The Hereford Brand

Shurfine **YOUNG MOTHER HUBBARD**

NOW! FILL YOUR BARE CUPBOARD FOR LESS!

SUPER SALE

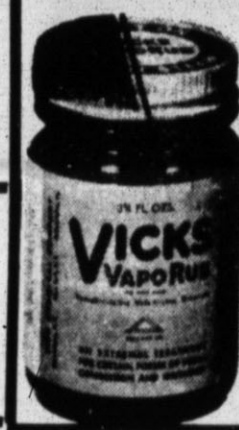


PORK CHOPS
 First Cuts lb. **59¢** Center Cuts lb. **79¢**

SAUSAGE
 PURE PORK
 Made In Our Kitchen Lb. **79¢**
 Fresh - Lean
BEEF PATTIES
 Lb. **59¢**
FRANKS
 Old Toscana Brand Lb. **49¢**
 Lean - Meaty
SHORT RIBS
 Lb. **39¢**

PINTO BEANS
 Arrow Brand 4 Lb. Bag **49¢**

TOMATO SAUCE
 Hunt's 8 Oz. Can 3 For **29¢**



VICKS VAPORUB **37¢**
 Reg. 49¢ Value
4 Way Cold Tablets 79¢ Value **47¢**
Creomulsion Co. Syrup 79¢ Value **47¢**
Ladies Nylon Panties 79¢ Value **47¢**

TOILET TISSUE
 Soffin 2 Ply Asst. Colors ROLLS **10 69¢**

CATSUP
 Shurfine 14 Oz. Btls. 5 FOR **\$1**

HOLLY BEET SUGAR
 5 Lb. Bag **39¢**
 With \$5.00 Purchase or More

- Shurfine Apple Butter 28 oz. \$1.00
- Shurfine Apple Sauce 303 Can \$1.00
- Shurfine Apricots Hlvs-Unpeeled 303 Can \$1.00
- Shurfine Asparagus Spears All Gr-Cut 300 \$1.00
- Shurfresh Biscuits Butter-Sweetmilk 8 oz. \$1.00
- Shurfine Cake Mixes Asst'd. Flavors 19 oz. \$1.00
- Shurfine Early Harvest Sweet Peas 303 Can \$1.00
- Shurfine Pickles Wh. Kosh-Dill, Dill 22 oz. \$1.00
- Shurfine Pickles Wh. Sour 22 oz. \$1.00
- Shurfine Pineapple Sliced No. 2 Can \$1.00
- Shurfine Purple Plums 2 1/2 Can \$1.00
- Shurfine Tomatoes Solid Pak 303 Can \$1.00
- Shurfine Tuna Chunk 6 1/2 oz. Can \$1.00
- Shurfine Waffle Syrup Qt. \$1.00
- Shurfresh Margarine 1 Lb. \$1.00
- Shurfine Milk Tall Can \$1.00
- Shurfine Orange Juice Unsweet 46 oz. \$1.00

Easy-On SPRAY STARCH
 22 Oz. Size **39¢**
 With \$5.00 Purchase or More

ICE CREAM Borden's - Round Carton 1/2 GAL. **59¢**

COCA-COLA
 6 Btl. Cn. Reg. or King Size **39¢**

AVOCADOS - King of Salads - **2 FOR 15¢**

PORK and BEANS Shurfine 11 300 Cans **\$1.00**
CANNED LUNCHEON MEAT Treet 2 12 Oz. Cans **89¢**

COFFEE 1 Lb. Can **69¢**

Grapefruit 4 Lb. Bag **39¢**
Apples Stayman 4 Lb. Winesap Bag **39¢**
Oranges Valencias 4 Lb. Bag **39¢**

13¢ OFF regular price **49¢**

- Shurfine Strawberry Preserves 18 oz. 2/\$.89
- Shurfine Salad Dressing Qt. \$1.00
- Elmdale Chum Salmon 16 oz. 2/\$1.00
- Shurfine Sauer Kraut 303 Can \$1.00
- Shurfine Shortening 3 Lb. Can \$.69
- Shurfine Spaghetti Elbo 12 oz. 2/\$.29
- Shurfine Spinach 303 Can 7/\$1.00
- Shurfresh Cheese Spread 2 Lbs. \$.79
- Shurfine RSP Cherries 303 Can 6/\$1.00
- Shurfine Chili Plain 15 oz. 3/\$1.00
- Shurfine Coffee Reg.-Drip Lb. \$.69
- Energy Liquid Detergent 22 oz. 4/\$1.00
- Roxey Dog Food Tall Can 13/\$1.00
- Shurfine Flour 10 Lb. Paper Bag \$.79
- Shurfine Flour 25 Lb. Print Bag \$1.89
- Shurfine Frosting Mix Choco-Whit 1 1/2 lb. 4/\$1.00
- Shurfine Fruit Cocktail 303 Can 4/\$1.00
- Shurfine Grape Juice 24 oz. 3/\$1.00
- Shurfine Green Beans 4 Sv. Cut B.L. 303 5/\$1.00
- Shurfine Grape Jelly 18 oz. 3/\$1.00
- Shurfine Macaroni Elbo 12 oz. 2/\$.29

SHURFRESH CRACKERS
 1 Lb. Box **9¢**
 WITH \$5.00 PURCHASE OR MORE

60¢ OFF DASH **3.69**
 \$4.98 Value - HOME LAUNDRY SIZE ONLY



YOU ALWAYS RECEIVE THE... **RED CARPET**



6¢ OFF SAFEGUARD **39¢**
 TWO BATH SIZE ONLY

65¢ OUR LATEST \$100 BIG-DO WINNER!
 Mrs. R. J. Sartain Ave. K - Hereford

COOPER'S

RANCH KITCHEN DELICATESSEN

- Catfish Lb. **\$1.09**
- Cole Slaw Pt. **35c**
- COWBOY BEANS & Ham Pt. **49c**
- Cake LEMON JELLO Each **39c**
- FRIED CHICKEN Light Meat Lb. **98c** Dark Meat Lb. **89c**
- Steak CHICKEN FRIED Lb. **\$1.49**
- Bean Salad Pt. **49c**

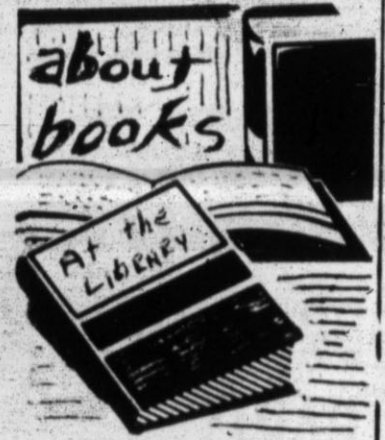
Small Talk

By SUE COLEMAN
Women's Editor

While snow was on the ground Monday morning and the north wind was blowing an icy mist, Mrs. Bruce Miller and Mrs. C. E. Rush were downtown, coat collars pulled high against the chill, trying to rouse interest in, of all things, swimming.

Inconspicuous as it seemed, Mrs. Miller said it was none too early to begin plans for the Red Cross summer swimming program, although she admitted it would be easier to get people interested in swimming pool talk on a balmy day. Anyway it was good practice for their salesmanship.

SHORTLY AFTER I'd written about seeing robins last week, Mrs. Rosa Spear telephoned that she had spied one of the feathered forecasters of spring at her home, 203 E. Fifth, Saturday afternoon the migration was



TWO "CHARLIES"

"Good Time Charlie" is a cat. This small, clever book is written by Vivian Cristol and is newly arrived in the library. We think you will enjoy the book whether or not you are a cat lover. It is said that people never own cats but that they own people. This little story seems to prove the point.

The author is a worldly and self-sufficient woman who seeks to tame and understand the stray cat who adopts her. He entered her life through her Manhattan apartment window one summer night.

IF IT can be said cats are "rugged individualists" this cat, Charlie, is. And Miss Cristol comes to love him and his independent ways. He furnishes plenty of excitement for her, with his ramblings, some of which are unusual in results, and others are frightening.

We are reminded of another animal story which has a dog named Charlie. It is not so new but if you have never read it, we recommend to you. This is John Steinbeck's "Travels With Charlie."

Charlie is a large poodle which travels with Steinbeck in a circuit of the United States. Since poodles seem to be the "in" dogs now, and many people in Hereford own them, this might be another inducement for reading the book. It is claimed that this breed is one of the most intelligent of animals and tops in the dog world.

Steinbeck's travel story with the dog as an only companion, gives it an unique approach. And we consider it his best book though real critics may not rank it so.

He is also seeking an ideal in these travels. His commentary on the people he meets, their way of life in varied locations and their aims is thoughtfully written. It is possible that this book might some day be a classic of our time.

ANOTHER interesting angle is our own area, including the town of Amarillo, is mentioned in the book. When Charlie becomes ill for the second time on the trip, Steinbeck finds a kind and understanding veterinarian there. He gives credit to this veterinarian for perhaps saving the dog's life.

Both of these books are worth your reading, are in our local library.

—Corinne J. Neely

in full swing and robins could be spotted grazing in lawns all over town.

Then came the new norther with clouds and snow, which puts the robin in the same class with other weather forecasters.

AND THAT REMINDS me of the woman who said several trips she had planned this winter had been delayed by the weather. "Not exactly by bad weather," she added, "but weather forecasts."

WHEN MRS. C. D. Kelton was looking through her recipes recently to give me the one for super-special cherry pie which I hope you've tried, she came across one for hot spiced tea to serve 30 people, just about right for the average party service.

It is a little different from those sent in response to a request last fall for such a recipe, so it will be nice to add to the collection.

Actually, most people use their own taste to decide exactly how to prepare any drink (one who hates cloves just leaves the cloves out) but a guide for basic proportions comes in handy, and so does a new idea for blending tea and spice for this drink.

Mrs. K's recipe calls for 1 quart water, 3 cups sugar, 1 tsp. each cinnamon, cloves and nutmeg, juice of 3 oranges and 3 lemons and 1/2 cup blended tea.

This sounds like the original recipe dates back to times when the connoisseur blended his own tea from different varieties, but of course most people use packaged blends now.

TIE THE SPICES in a bag, put it with the water and sugar in a large kettle, let the sugar dissolve over low heat and then boil the mixture rapidly 10 minutes. Remove from heat, add fruit juice and set aside.

In an earthen pot pour 8 cups (that's 2 quarts) boiling water over the tea, cover and steep 5 minutes. Strain into spice mixture, cover and let stand 3 hours.

To serve, strain and reheat just to the boiling point but do not boil. Add 1 quart fresh boiled water.

Another thing that marks this as an older recipe is its specific notes about freshness of the water, time for steeping and directions for standing. Tea lovers used to make a point of such details to assure finest flavor in the brew. We're usually in too much of a hurry to take the trouble now, and that may be why many people think they don't like tea.

AFTER NOTICING that the draperies on the middle west windows at the courthouse looked much darker than all the others, I got them located from the inside and finally decided they really are all the same color. Tinted glass seems to be the answer, a good idea to cut glare from the afternoon sun.

Meal Prepared As Club Lesson

Combining two programs on food preparation, a meal was prepared and served to Dawn Home Demonstration Club members at a meeting Friday at Mrs. Bill Leonard's home. Mrs. E. E. Suttle demonstrated a meat-vegetable casserole and two-crust apple pie.

Mrs. Ray Stewart presided for routine business and Mrs. J. B. Caraway gave the opening talk, the story of chocolate and how various types of chocolate are made from cocoa beans. She also directed games.

Mrs. H. V. McCabe and Mrs. Parks were guests at the meeting. Other members present were Mmes. H. D. Fowler, Ray Cox, Jim McCabe, Richard Golden and Ham Fuller.

Shurfine YOUNG MOTHER HURDARD



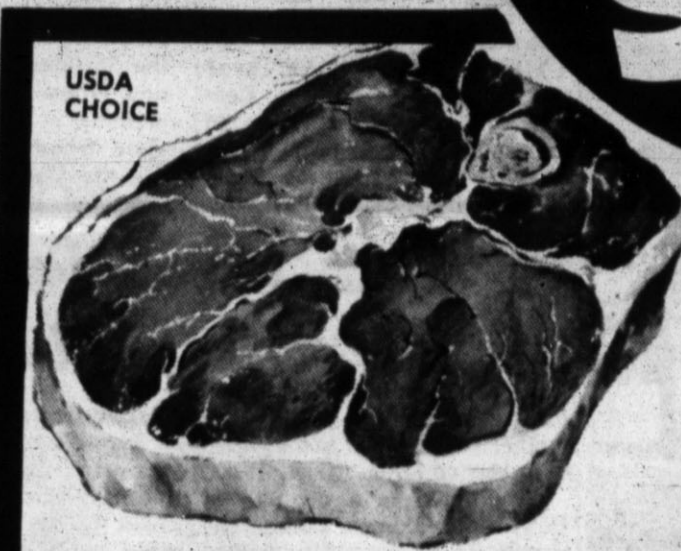
SUPER SALE

HOLLY BEET SUGAR 5 Lb. Bag **39c** With Each \$5 Purchase Or More

Shurfine Chunk Style TUNA 4 6 1/2 Oz. Cans **\$1**

Shurfresh MARGARINE 5 1 Lb. Ctns. **\$1**

Soffin — 2 Ply Ass't Colors TOILET TISSUE 10 ROLLS **69c**



ROUND STEAK **89c** Lb.

USDA CHOICE

Armour Star Assorted LUNCH MEAT 3 Pkgs. For **89c** Lb.

Shurfresh Biscuits Butter or Sweetmilk 13 8 Oz. Cans **\$1**

Wright's 1st Grade BACON 2 Lbs. **\$1.49**

Armour Star FRANKS **49c**

- Roxey Dog Food Tall Can.....13/\$1.00
- Shurfine Flour 10 Lb. Paper Bag.....\$.79
- Shurfine Flour 25 Lb. Print Bag.....\$1.89
- Shurfine Frosting Mix Choco-Wht 1 1/2 Oz.4/\$1.00
- Shurfine Fruit Cocktail 303 Can.....4/\$1.00
- Shurfine Grape Juice 24 Oz.3/\$1.00
- Shurfine Green Beans 4 Sv. Cut B.L. 303.....5/\$1.00
- Shurfine Grape Jelly 18 Oz.3/\$1.00
- Shurfine Macaroni Elbo 12 Oz.2/\$.29
- Shurfine Sauer Kraut 303 Can.....6/\$1.00
- Shurfine Shortening 3 Lb. Can.....\$.69
- Shurfine Spaghetti Elbo 12 Oz.2/\$.29
- Shurfine Spinach 303 Can.....7/\$1.00
- Shurfine Tomatoes Solid Pak 303 Can.....5/\$1.00
- Shurfine Waffle Syrup Qt.2/\$.79
- Shurfine Chili Plain 15 Oz.3/\$1.00
- Shurfine Coffee Reg. Drip Lb.\$.69
- Shurfine Cake Mixes Ass't'd. Flavors 19 Oz.4/\$1.00
- Shurfine Catsup 14 Oz.5/\$1.00
- Shurfresh Cheese Spread 2 Lbs.\$.79

CARAMELETTES Kraft Chocolate Covered 31c Value **2 FOR 39c**

COMBINATION DINNER Patio Frozen Mexican Style 12 Oz. Pkg. **3 FOR \$1**

DR. PEPPER King Size or Regular 6 Btl. Ctn. **39c**

- Shurfine Milk Tall Can.....8/\$1.00
- Shurfine Orange Juice Unswtd 46 Oz.3/\$1.00
- Shurfine Peanut Butter 12 Oz.3/\$1.00
- Shurfine Early Harvest Sweet Peas 303 Can. 5/\$1.00
- Shurfine Pickles Wh. Kosh-Dill, Dill 22 Oz.4/\$1.00
- Shurfine Pickles Wh. Sour 22 Oz.4/\$1.00
- Shurfine Pineapple Sliced No. 2 Can.....3/\$1.00
- Shurfine Purple Plums 2 1/2 Can.....4/\$1.00
- Shurfine Pork and Beans 300 Can.....11/\$1.00
- Shurfine Strawberry Preserves 18 Oz.2/\$.89
- Shurfine Salad Dressing Qt.\$.39
- Shurfine Apple Butter 28 Oz.4/\$1.00
- Shurfine Apple Sauce 303 Can.....6/\$1.00
- Shurfine Apricots Hlvs-Unpeeled 303 Can.....5/\$1.00
- Shurfine Asparagus Spears All Gr-Cut 300.....4/\$1.00

Energy Liquid DETERGENT 4 22 Oz. Size **\$1**

Elmdale Chum SALMON 2 16 Oz. Cans **\$1**

Wrigley's CHEWING GUM All Flavors 10 Pack Ctn. **39c**

SHURFRESH CANDY All 29c Bags Large Assortment **15c**

Dream Glo MAKE UP by Woodbury 69c Value Mix or Match **2 \$1**

Hamburger or Hot Dog BUNS 8 Pack Clustered 2 For **49c**

White Work SOCKS 4 Pairs **\$1**

PIGGLY WIGGLY DELICATESSEN

BAR B QUE Beef lb. **89c** HOME MADE Chili lb. **79c**

Honey Glazed Ham Loaf lb. **98c** Pinto Beans Pt. **29c**

Fruit Cobblers Pt. **49c** Cole Slaw Pt. **29c**

New Potatoes & Cream Sauce Pt. **49c**

Fruit Salad & Whip Cream Pt. **49c**

GRANDMA MAKES PIES DAILY!!

New From Kraft **KRAFT DRESSINGS** Salad Secret Imperial Italian 3 8 Oz. Btls. **\$1**

E-Z Grow Select **ROSE BUSHES** 2-Yr. Field Grown

1 Pack **\$1.19** 3 Pack **\$2.95** 5 Pack **\$3.79**

Delicious APPLES 8 LBS **\$1**

Cello Pkg. **Tomatoes** 25c

Yellow **Onions** 2 Lb. **15c**

WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

CHILI PIE SUPPER

sponsored by the Rebekah Lodge

FRIDAY - FEB. 25th

5:30 to 9:00 p.m.

at the

I.O.O.F. HALL, 207 E. 6th

All You Can Eat!

ADULTS\$1.00

CHILDREN50c

OPEN 7 A.M. CLOSE 8 P.M.
CLOSE WED. & SAT. 9 P.M.

NATIONAL HONOR SOCIETY BAKE SALE — SATURDAY, FEB. 26th

LET'S COOK SOMETHING!

Raw Apples Add Flavor

By SUE COLEMAN
Women's Editor

Various sections of Texas have been home to the E. E. Suttles during their married life, as Mr. Suttle served as pastor of Baptist churches be-

fore he came to the church at Dawn in November of 1964. The experience of living in different areas is one which Mrs. Suttle counts as a bonus of their work. AS A MINISTER'S wife she is typically busy with church

and community interests as well as her home, husband and three children. As a housewife she enjoys preparing meals in the spacious parsonage kitchen but feels that daily tasks of cleaning the house and setting it in order would be more pleasant "if they would just stay done a little longer after I do them!"

Mrs. Suttle is a native Texan, born in Coleman County. She grew up there and was graduated from the rural high school at Crosscut, then attended business college. Employment in secretarial work followed until her marriage and at intervals since, although she has devoted most of her time to her family.

One of the ways she assists her husband in his work for the church, is by serving as his secretary. She teaches in Sunday School and is active in the Women's Missionary Union of the Dawn church.

THE SUTTLES HAVE lived near Lampasas, deep in Central Texas, at Nacogdoches in the far eastern part of the state, at May near Brownwood, and at Vernon in North Texas prior to their move to this county. He attended the Baptist Seminary in Fort Worth after they were married.

Their children are Janene, a student in Stanton Junior High, Eugene, a sixth grader, and four-year-old Kay, who is her mother's helper at home while the older children are in school.

Mrs. Suttle is a member of Dawn Home Demonstration Club serving as its secretary-treasurer-reporter this year. She sews for her daughters and makes some clothing for herself.

SHE LEARNED the fundamentals of homemaking from her mother when she was a girl, and believes that she profited more from homemaking lessons at school as a result, so she is giving her daughters the same sort of training she received, and is pleased that Janene is an enthusiastic homemaking student at school.

A cake recipe which Mrs. Suttle recommends as easy to make and delicious to serve, is a variation of applesauce cake.

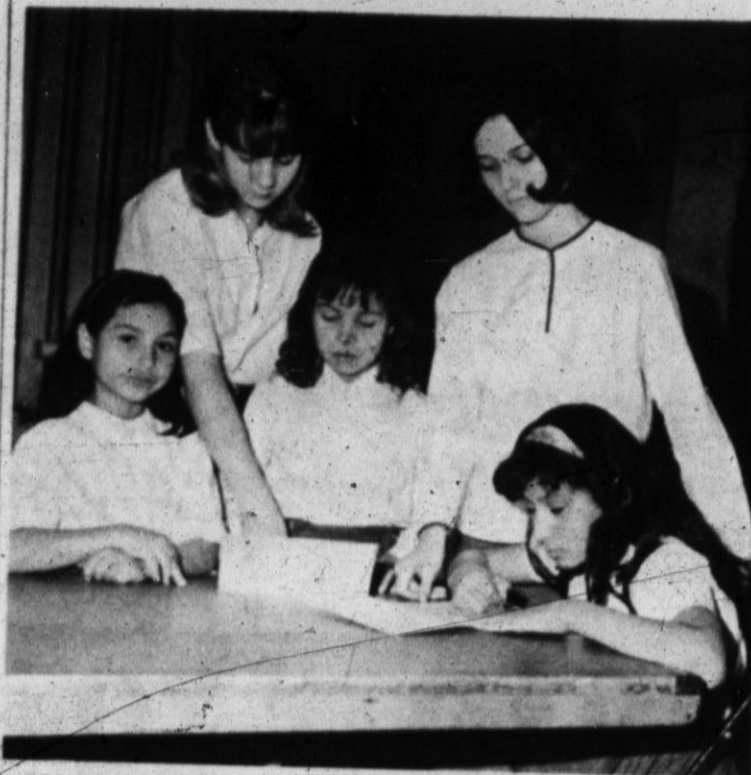
RAW APPLE CAKE
1½ cups liquid shortening
2 cups sugar
2 well-beaten eggs
3 cups fresh apples, chopped or sliced thin
3 cups sifted flour
1 tsp. cinnamon
½ tsp. salt
2 tsp. vanilla
1 cup chopped pecans
Mix ingredients thoroughly and bake from 1½ to 2 hours in a 350-degree oven.

Mrs. Suttle says it is not important to follow any particular mixing method. Put all the ingredients in a bowl and "stir it up good," she advises. The cake is a moist, spicy-flavored one which may be stored several days, or frozen and served weeks later, she says.

Mrs. R. Ward Is Shower Honoree

Mrs. Richard Ward was honoree in the home of Mrs. Norman Hodges Saturday at a layette shower. Other hostesses were Mes. Charles Brown, Terrell Hodges, James Gentry, Bill Paetzold and Dwayne Cassells. Pink punch and cakes decorated in pink and blue were served by Mrs. Lisle Patton and Miss Beverly Packard. Forty guests registered in the book where Miss Evelyn Packard presided, and were greeted by Mrs. Ward, Mrs. Charles Packard and Mrs. Harley Ward.

Wedding Invitations Printed
THE INK SPOT



CAMP FIRE LESSON — Members of Tawanka Camp Fire Girl group, a new unit organized at the Labor Camp under sponsorship of the Starliners Horizon Club, are learning the meaning of Indian symbols which the girls choose as personal insignia. Shelley Rush and Joyce Curtsinger of the Starliners are aiding Rosalinda Barrientez, Isabel Garcia and Noemi Gonzales in drawing the symbols at a recent meeting in Casa de Amigos, where girls of the new group were fitted with the white blouses and blue skirts which are the Camp Fire Girl uniform dress.

Social Security Change Explained To B&PW Club

A question period after a talk on Social Security and Medicare sparked a lively discussion in Hereford Business and Professional Women's Club Monday evening at Community Center.

Maurine Travis of the district Social Security Administration office at Amarillo was the speaker. Introduced by Kathleen Baker, club president, she explained new phases of the Social Security program, including medical benefits to the aged. She showed slides to illustrate the talk, then answered questions asked by members concerning the federal program. The speaker is a member of Amarillo B&PW Club.

As a result of executive committee action, Mrs. Baker announced a called meeting of the club for 2:30 p. m. Saturday, March 5, in Community Center to elect a nominating committee. Officers for 1966-67 are to be elected at the March 21 meeting.

Reports were heard on pre-registration for the Leadership Workshop which Deaf Smith County Program Building Com-

mittee will sponsor here March 21-22. B&PW Club is in charge of registration for the two-day workshops to be conducted by local leaders and organization specialists from the Texas Extension Service.

Style Show To Benefit Club Fund

Tickets for a spring style show to be staged at Hereford Country Club March 17 are on sale by members of L'Allegria Study Club, which will sponsor the show to raise funds for a project of assisting a resident at Girlstown.

It will be an evening show, presented by Gaston's Store with members of the club modeling costumes for various occasions. Tickets are priced at a dollar. They were distributed to club members at a meeting last week in First National Community Room.

At that meeting, a bridge luncheon, a report was given by Mrs. Dennis Lomas, Mrs. Betty Pickens and Mrs. Alex Schroeter of a recent visit they made to Girlstown to call on the girl whom L'Allegria Club has "adopted" there, and who is recovering from spine surgery.

Mrs. John Smith, Mrs. Gene Cope and Mrs. J. H. McCrary were hostesses for the luncheon and bridge games which followed. Other members present were Mes. Dwaine Walker, Wheeler Sears, Pat Robbins, David Gibson, Joe Easley, Noble Ballard and Jimmy Conkright.

Projects Of Jaycee-Ette Unit Slated

Future projects of Hereford Jaycee-Ettes were slated at an informal meeting Monday evening in Community Center, as members discussed possible activities for the spring months. Mrs. Don Haynes and Mrs. Jerry Fowler were hostesses.

Mrs. Haynes was appointed by Mrs. John Meador, president as parliamentarian to serve with officers who were installed earlier this month. A rummage sale was planned for March 7 as a fund-raising project.

Mrs. Tom McCaleb, chairman of the Jaycee-Ette committee on preparation for the Jaycee award banquet of Feb. 22 reported on its work, and Mrs. Fowler gave a report on plans for the Jaycee installation dinner scheduled March 5.

Also present for the business-social session were Mes. Troy Vinson, Kent Turner, Jerry Shipman, Dick Kendrick and Wayne Houlette.

Classifieds Get Results

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LOCAL MAN SPEAKS

Leaders Training Slated In Canyon

The second in a series of four Leaders Workshops for local chambers of commerce and other community organizations in the 132-county West Texas Chamber of Commerce area will be held in Canyon March 2.

The workshop is sponsored by the Community Services Committee of the WTCC and the Canyon Chamber of Commerce. The program is designed to orient chamber and club officers, directors and committee chairmen on their duties and responsibilities and to review the basic phases of chamber operation. Chamber of Commerce and other community leaders in Hereford have been invited to attend.

Keynote speaker will be John Ben Shepperd of Odessa vice president of the West Texas Chamber of Commerce, former Attorney General and Secretary of State of Texas, president of the Texas State Historical Survey Committee and Member of the Texas Industrial Commission. His subject will be "Leadership Responsibility."

THE WORKSHOP will open for registration at 9:30 in the lounge of the Student Union Building, West Texas State University, and the opening session will begin at 10 a. m. Charles D. Lutz, president of the Amarillo Chamber of Commerce, will preside.

During the morning a series of group meetings will be held for presidents, other officers and directors; for committee chairmen and committee members; and for chamber managers. Richard Pruett, president of the Canyon Chamber of Commerce will deliver the welcome address.

Appearing on the program for the presidents, officers and directors session will be E. L. Henderson, past president and director of the Pampa Chamber of Commerce, while Robert O. Mills past president and director of the Amarillo Chamber of Commerce will direct the session for committee chairmen and members. John Logan, executive vice-president of the Lubbock Chamber of Commerce, will moderate the session for organization executives.

LUNCHEON speaker will be

Don Hileman, executive vice-president of the Amarillo Chamber of Commerce. Ralph Duncan of Abilene is manager of the Community Services Department of the West Texas Chamber of Commerce and is assisting in coordinating the meeting for the committee.

Voluntary chamber and organization leaders from the Canyon area are urged to attend the workshop.

LIGHTNING GOES UP

SOCORRO, N. M. (AP)—Does lightning go up or down?

Both, says a scientist at New Mexico Institute of Mining and Technology. But what you are likely to see is the lightning going up.

Dr. Walter H. Evans also said that lightning gives off the same type of light as X-rays emitted by nuclear blasts, a phenomenon which can trigger the so-called black boxes for nuclear detection.

The college's laboratory is atop a 10,640-foot mountain. Dr. Evans said that anything such as lightning which cannot be isolated in a laboratory requires that the laboratory be moved to it.

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Mrs. E. E. Suttle in parsonage kitchen

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Washington Day Theme Used For Club's Supper

Washington's Birthday decorations were used on tables for a supper at which La Madre Mia Club entertained husbands of members Saturday evening. Mrs. Dean Herring and Mrs. Hersch-

el Black were hostesses in the Flame Room.

A miniature cherry tree centered the table from which the buffet supper was served, and quartet tables each had a tiny log with a hatchet. Games were played after the meal.

Mr. and Mrs. Bill Baughman were guests. Members and their husbands present were Messrs. and Mmes. Don Taylor, Harvey Penner, Ray Don King, Bill Langford, Bobby Owen, W. C.



Russell, Eugene Sparks, Black and Herring.

The club's regular meeting is scheduled at 8 p. m. today in the Commissioners Room at City Hall where a Red Cross first aid course will be continued.

CLUB MEETING CALLED

A called meeting of Hereford Garden Club is announced by Mrs. Ray L. Johnson, president, for 2:30 p. m. Friday in the Pioneer Gas Flame Room. Mrs. A. L. Manjeot is to present the program on New Concepts of Flower Arranging.

Office Supplies — Printing THE INK SPOT

Two To Attend Discussions On Mental Health

Mrs. Ray Johnson and Mrs. O. G. Hill Sr. will attend a workshop in Amarillo today sponsored by the Top of Texas District Federation of Women's Clubs and the Panhandle Mental Health Association. They are members of the Texas Mental Health Association as well as of federated clubs here.

Action which women's clubs and other organizations can take to aid in the state pro-

gram for mental health will be discussed in the day's program, beginning at 8:30 a. m. with coffee and the showing of a film titled People Who Care. Mrs. Beulah Johnson, volunteer Services for a State Hospital, F. S. Walters Jr., administrator of Northwest Texas Hospital, will describe the new psychiatric pavilion there.

Dr. Jaime Quintanilla, director of the Children's Psychiatric Center at Kilgore will speak after lunch, as will Judge Carl Perriman of Amarillo on juvenile court work. The Panhandle MHA program on mental health and retardation will be presented.

MORE OWN CAMERA THAN TV

WIESBADEN, Germany (U. P.) — Eighty per cent of the middle-income families in West Germany own at least one still camera, according to a survey conducted by the German Federal Office for Statistics here.

Twelve per cent own a slide projector. And 3.2 per cent own camera and projector.

Still camera ranked ahead of the ownership of bicycles (75 per cent), television sets (63), washing machines (41) and automobiles (30.) They ranked behind: radios

(92 per cent), vacuum cleaners (89) and refrigerators (83.) Complete Stock Office Supplies THE INK SPOT

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Medium Eggs	2/89c	Coffee 10 Oz. Jar	\$1.09
Aspirin		Cookbook	
		Bread 24 Oz. Loaf	33c
		Betty Crocker With Cheese	
		Macaroni 8 Oz. Pkg.	49c
		Betty Crocker Romanoff	
		Noodles 5 Oz. Pkg.	49c
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Our Symbol

One of our most treasured relics is the Liberty Bell. It is so-called because it was rung on July 8, 1776 to summons the citizenry for the terse announcement that the Declaration of Independence had been adopted. Today, it remains the greatest symbol of a nation free from tyranny in government and intolerance in religion

that nation is America. But one fact often overlooked is that when the historic bell was originally cast its makers turned to the Bible, to Leviticus, for the words inscribed around its contour: "Proclaim Liberty throughout the land unto all the inhabitants thereof." What a beginning! What a heritage! What a privilege to be a son or daughter of Freedom's Land. What a blessing to be an American.

How great is our Symbol!!!



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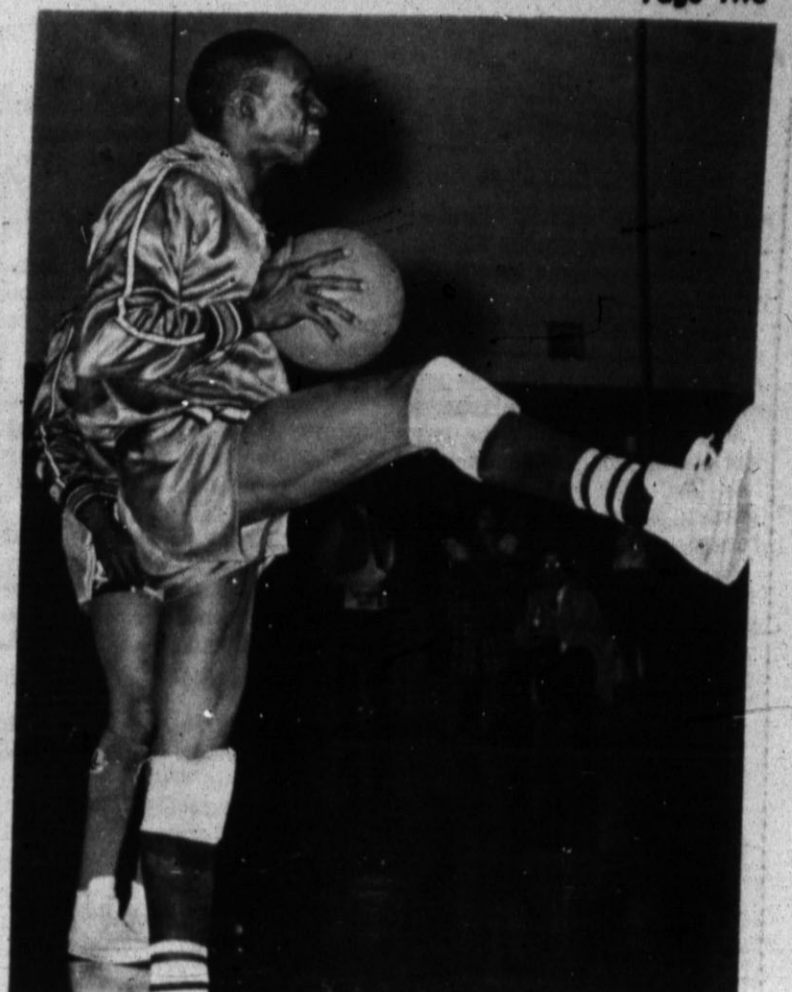
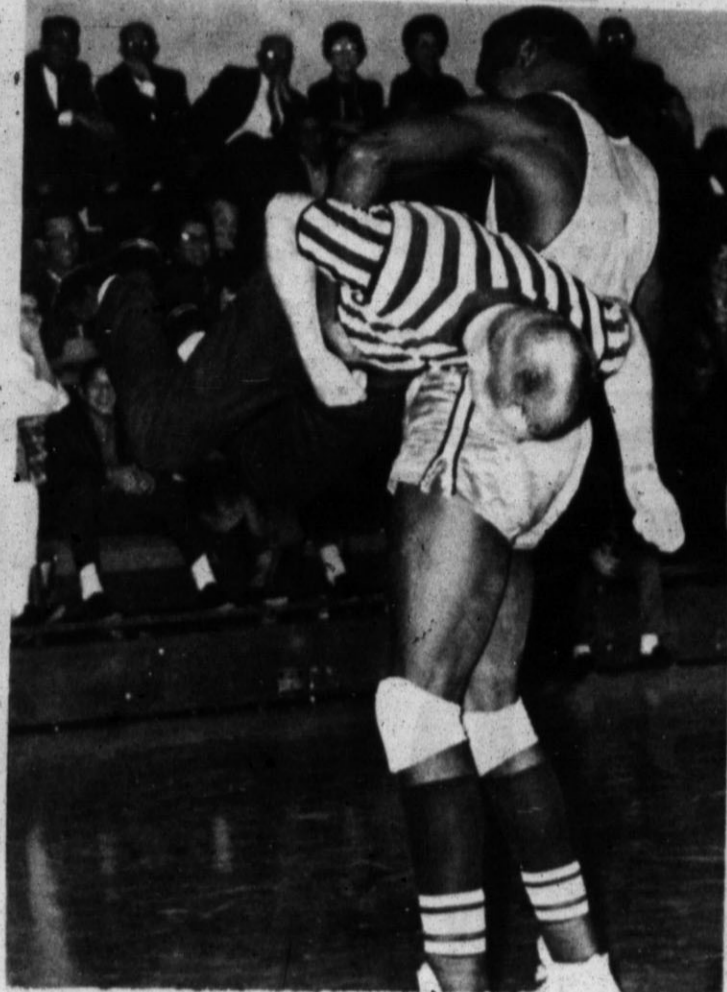
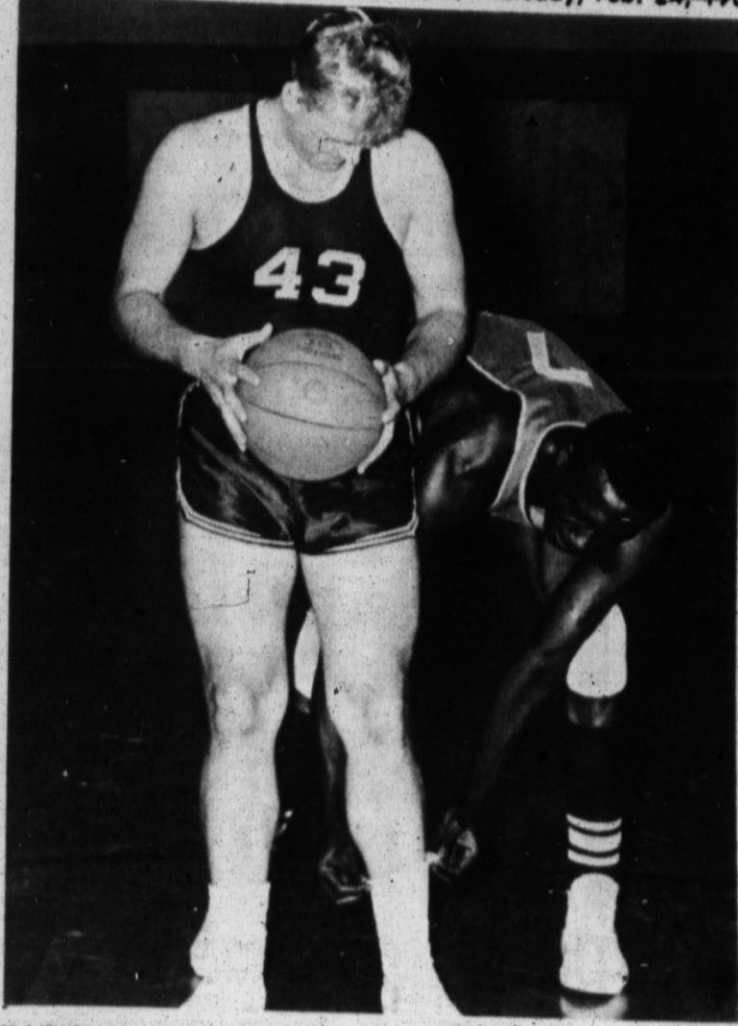
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MAGICIAN ANTICS — Comedy cage antics was the keynote Monday as the Fabulous Magicians clashed with the Hoover Hatshots in Whiteface Gym. The Magicians have played over 2,000 games and have lost only eight. Above is

Jimmy Carr as he helps Dr. Howard Johnson at the free throw line, disagrees with the referee on two occasions and just before taking a free shot. Money from the event will be used by the Hereford Lions Club to purchase a scoreboard for the new LaPlata Junior High School. (Staff Photos)

Sports

footnotes

by david butler



Things are surely shaping up for spring sports around Hereford Schools.

COACH JOE Brooks already has some of his men running the mile and until he injured his leg, Gary Goodin was running the hurdles.

Brooks also said that Bill Coffin and Ricky Fangman are looking good with Coffin on the shot and Fangman on the discus. Coffin is suffering from a sore shoulder at present, but will be in good shape for Saturday's competition in Fort Stockton.

Junior high school students have also been hitting the cinders this week and are trying to get in shape for their first meet which will be hosted by the Hereford schools.

Frosh Thinclads Begin Workouts, Schedule Set

Freshman track activities got underway this week as coach Clyde Coleman began working with the men on the team. Track events for the team will begin Mar. 19 when the team travels to Springlake. Coleman will work with the boys to lengthen their muscles following the basketball season.

The schedule is as follows:
Mar. 19 Springlake
Mar. 26 Hereford
Apr. 2 Clovis
Apr. 7 Levelland
Apr. 15 Hereford Triangular
Apr. 22 Plainview.

FRESHMEN thinclads are also beginning to get in shape for their first meet which will also be held in Hereford.

Coach Clyde Coleman will be herding the freshmen and coaches Pat Privett, Don Taylor and Ray Don King will be heading the seventh and eighth graders.

Coach Don Dorman got some extra help on the baseball field this week as coach Harold Sides finished the basketball season with the freshmen.

Sides will be the assistant baseball coach as the Whitefaces get into shape for what could be the roughest non-conference schedule in the past few years. The first eight games on the slate are to be played with 4-A schools.

CANYON WILL make its debut into the baseball scene this year with a brand new team which will be vying for the conference title.

In the past only two teams have entered in to competition for the district 1-AAA baseball crown. Hereford and Dumas.

We have heard through the grapevine that the basketball mothers are planning a real fine basketball banquet this year for the cagers.

The banquet will fetter the varsity, b-team and freshmen basketball players this year. Of course the parents of the players and the players' dates will be invited too.

We attended the Lions spon- See FOOTNOTES Page 6

Hereford To Host First Golf Tourney Saturday

Golf activities will get into full swing for the Hereford Invitational Tournament at 10 a. m. Saturday at the Hereford Golf Course.

SEVEN SCHOOLS are entered in the tournament with Tascosa High School of Amarillo the defending champions.

Schools entered in the tournament are Amarillo High School, Pala Duro High School, Clovis High School, Tulla, Pampa, Oil.

Tournament activities will begin at 10 a. m. with the teams

getting off to a shotgun start. Five players will play from each school with the top scores counting for the final tally.

TWO NEW PLAYERS will be on the varsity team for Hereford, Steve Hendon a junior and Mike Horton a sophomore will be playing on the varsity team for the first time this season.

Other players are Roger Owen, Jimmy Young and Andy Channer who are all returning starters.

Coach Cuby Kitchens said the eighth hole at the local course

will give most of the teams a problem, but most of the Hereford players are used to the fairway.

Jimmy Young has developed a good game this year hitting par for the course which is 35-35 for a total 70 score.

KITCHENS SAID the two new men on the team are also scoring well on the course.

Players work out every afternoon, weather permitting and have been working out since the beginning of school. District competition will be

set up differently than last year, according to Kitchens, who is the district golf chairman.

Last year the teams all played on different courses for practice and the conference meet was held at Muleshoe.

This year there will be a meet at every team's course and the total scores of all the games See HEREFORD Page 6

Local Coaches To Attend Coaching Clinic

Hereford coaches will all travel to Canyon Mar. 11 and 12 for the fourth annual West Texas State Coaching Clinic which will be held on the University campus.

JIM MACKENZIE, recently named head coach at the University of Oklahoma and Jerry Don Logan, former national collegiate scoring champion will be two of the featured speakers for the event.

Mackenzie will discuss his slanting defense. He won fame as defensive coach for the Arkansas Razorbacks and held the title of assistant head coach before going to Oklahoma after the 1965 season.

In a five-year span at Arkansas, Mackenzie's defense allowed them, rank third among the na-

Buffaloes Try To Break TWU Wins

The Texas Western Miners, undefeated through 20 games and ranked third in the nation, comes to Buffalo Fieldhouse Thursday looking for another victory at the expense of West Texas State. The Miners beat the Buffs, 69-50, earlier in El Paso.

THE HOME club will be gunning for an upset which will be nothing new to coach Don Haskins of TWC, who says, "Everyone is pointing for us now. They all want to be the first to beat us."

The Miners have survived several tight situations of late to preserve their perfect mark. In each of the past five games, they've gone to the wire before winning. Two of the games went into overtime, the three others were decided by margins of less than five points.

The three outstanding points about Texas Western are these: balanced scoring attack, good defense and rebounding. Although guard Bobby Joe Hill leads the scoring parade with a 14-point average, three others are getting 11 or more and two more are averaging at least eight counters a game.

STATISTICALLY, the Haskins-coached crew ranks fourth nationally in defense having allowed just 59.8 points to its 20 opponents. The Miners, with 6-5 Harry Flournoy, 6-6 David Latin and 6-8 Nevil Shed getting 30 rebounds per game between them, rank third among the na-

tion's major colleges in that category. They've recovered more than 58 per cent of the rebounds in all their games.

Last year, the NIT-bound Miners dropped a 56-54 decision to West Texas State in Canyon with Gail Simpson scoring three See BUFFALOES Page 6

Workouts Start For 7th And 8th Grade Thinclads

Junior high thinclads began workouts 160 strong last week following the close of basketball season.

COACH PAT Privett, assisted by coaches Ray Don King and Don Taylor will be working with the boys in the program.

The first meet for the boys is scheduled in Hereford Mar. 26.

Until the meet, each of the coaches will work with a different group of boys and get them in shape and select a traveling team.

THE SCHEDULE was set up last week by coach Joe Brooks, head track coach for the Hereford schools.

Meets are scheduled as follows:

Mar. 27 Hereford
Apr. 2 Springlake
Apr. 7 Levelland
Apr. 15 Hereford Triangular
Apr. 21 Plainview

Varmint Caller To Give Program For Sportsmen

Hereford Lions Club will sponsor a program for local sportsmen when they present a program with Howard Casey, president of the National Varmint Callers Association.

CASEY HAS used a calling device to attract almost every kind of animal imaginable. After calling the animal up the hunter then stalks them and shoots them.

The calling device looks slightly like a duck call, but the sound is entirely different. The sound made by the device is patterned after the distress call of many animals.

Using this call may attract any animal from the timber wolf to the deer.

CASEY SAID that many of the calling devices were ordered by a group of people searching for the abominable snowman in the Himalayas.

After several tries the call was successful and the group of scientists found that the snowman actually existed and was a new specie of bear which had specially developed lungs for living in the high altitudes.

Casey will be assisted by Ken Aldrich and Chuck Hancock in the program and the men will show a film and will play a record.

PORTIONS of this film have been shown on NBC's Today program in the mornings.

The varmint calling is a hobby for Casey and many others in the association.

The organization is now in the process of holding a hunting contest in which members are cre-

ated with a certain number of for different kinds of animals shot.

THE ASSOCIATION has members over the world who use the call to attract the animals.

Casey is an avid hunting fan and writes for "Tam" magazine, which is a publication for archery fans.

No admission will be charged for the program.



SUCCESSFUL VARMINT HUNT — Howard Casey, president of the National Varmint Callers Association of America, displays a bobcat which he called up and killed. Casey will be in Hereford tonight to give a program to Hereford sportsmen in the Jim Hill Hotel at 8 p.m.

Duffers Place Fifth In Roswell Meet

Whiteface duffers placed fifth out of 11 teams Saturday in their first golf match of the year in Roswell.

HEREFORD PLAYERS scored a 319 in the Saturday afternoon tournament.

All of the schools in the meet were 4-A schools except Hereford.

Jimmy Young was the low man for the series with a 76. Andy Channer scored a 78, Roger Owen an 81, Steve Hendon an 84 and Mike Horton an 85.

ENTERED in the tournament were Monterey of Lubbock, Roswell High School, Amarillo High School and New Mexico Military Institute all scored better than the locals in the meet.

ONE MINUTE, PLEASE
THE CHURCH I LOVE
... RECOGNIZES CHRIST AS LORD
(10th in a series)
Peter the Apostle preached the first Gospel sermon after Christ's resurrection and ascension. This sermon is recorded in the second chapter of ACTS OF THE APOSTLES. The speech proved to be the key that opened the door of the kingdom of heaven for men to enter in. Peter, one of the twelve Apostles who spoke as the Spirit gave them power to speak, ended his sermon, "Let all Israel then accept as certain that God has made this Jesus, whom you crucified, both Lord and Messiah." (Acts 2:36 NEB).

GENE LOOKS
When Jesus was born, "the angel of the Lord" said to the frightened shepherds in the field, "There is born to you this day in the city of David a Savior, who is Christ the Lord." (Luke 2:11). Christ is declared to be the "King of kings and Lord of lords;" (1 Timothy 6:15). Since our Savior has died on the cross, "God raised him to the heights and bestowed on him the name above all names, that at the name of Jesus every knee should bow — and every tongue confess, 'Jesus Christ is Lord', to the glory of God the Father." (Philippians 2:8-11 NEB).

Christians have victory over all evil including death. "Thanks be to God, who giveth us the victory through our Lord Jesus Christ." (1 Corinthians 15:57). Our Lord asks this penetrating question, "Why do you keep calling me 'Lord, Lord' — and never do what I tell you?" (Luke 6:46). Jesus also makes it clear, "Not everyone who calls me 'Lord, Lord' will enter the kingdom of Heaven, but only those who do the will of my heavenly Father." (Matthew 7:21 NEB).

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Footnotes . . .

(Continued from Page 5)

sored benefit game featuring the Fabulous Magicians Monday and thoroughly enjoyed ourselves.

THE ENTERTAINMENT provided by the players was terrific and kept most of the audience laughing all the time.

We understand that the team has played over 2,000 games and has lost only eight of those games, which is a pretty good record.

Of course the most important fact of the event is that the people of Hereford turned out well and the Lions Club is well on its way to earning enough

Hereford . . .

(Continued from Page 5)

will be added together and the lowest score will determine the winner of the crown.

HEREFORD TOOK second place last year in the conference.

Kitchens said that all the conference teams have good prospects for the title this year, but Muleshoe will be the team to watch again this year.

Activities for the duffers got into full swing last week when basketball season ended and Roger Owen began working out with the team to complete the five for the Hereford squad.

Local . . .

(Continued from Page 5)

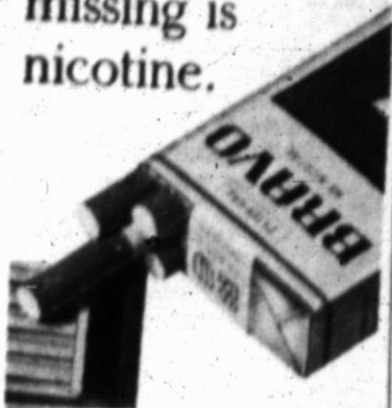
ed less than 200 yards per game **LOGAN, NOW** a defensive back with the Baltimore Colts, will center his lectures on secondary play. He is the only Buffalo ever to win a national statistical championship.

Other highlights of the two-day event are the Friday night complimentary barbecue and Saturday drawing for several door prizes including a set of golf clubs.

Attending from Hereford will be Jack Meredith, Joe Brooks, Clyde Coleman, Don Dorman, Harold Sides, Coby Kitchens, Willie Williams, Ray Don King, Don Taylor and Pat Privett.

BRAVO!

The only thing missing is nicotine.



Who ever thought a no tobacco smoke could taste so great?

money for the scoreboard at the LaPlata Junior High School. We understand that the gym is going to be really nice for the basketball games next year.

It looks as if Hereford has a good chance for the golf championship in the LAAA district this year.

COACH CUBY KITCHENS tells us that Jimmy Young is hitting par for the Hereford golf course and the other four members on the team are running close behind him.

Roger Owen is looking good on the fairways as well as Andy Channer.

Kitchens said his new players, Mike Horton and Steve Hendon are also coming along fine.

COACH DON Dorman had to make a change in his baseball schedule this week.

He had originally scheduled a game with Nazareth for Apr. 8, but the game has now been moved to Apr. 16.

Buffaloes . . .

(Continued from Page 5)

points in the final minute to preserve the victory. The Buffs, with a 6-13 record to date, obviously are decided underdogs in Thursday's game, but they will be spurred on by thoughts of an upset to erase memories of an otherwise disappointing season.

West Texas State's head coach, Jimmy Viramontes, will need top performances from starters Mickey Fitts, Ron Gardner, Cal Taylor, Joe McWilliams and Simpson. Simpson hit 16 points at El Paso and Taylor contributed 11 rebounds as the Buffs stayed within 10 points for 32 minutes.

Fitts funneled in 30 against Oklahoma City last week for his best total ever. Taylor has been on a rebounding binge that has seen him pick 81 caroms in the last six games, including 17 against Oklahoma City. That's an average of 13.5 per contest for the Buffaloes' rebounding leader.

Racing Group Meets Friday

Members and other persons interested in Hereford Racing Association will meet at 8 p. m. Friday in the First National Bank Community Room to discuss building of cars to race on the association's track now being built east of Hereford.

Purpose of the meeting is to discuss regulations concerning required safety equipment and other specifications for autos being built to run on the oval dirt track, according to Billy Byers, chairman of the track committee.

All members of the association and anyone else interested are invited to attend, Byers said.

Wedding Invitations Printed **THE INK SPOT**

Area Biologist Marks Aoudad With Dye Gun

Biologist Phil Evans, stationed at Canyon for the Texas Parks and Wildlife Department

hopes to mark aoudad sheep this year with red dye capsules. The non-penetrating pellets are fired from a special-made CO rifle manipulated in a light helicopter.

The success of the program depends on excellent visibility and good marksmanship at targets galloping over very rough terrain.

Aoudad sheep, also known as Barbary sheep, originated in North Africa and were introduced in Texas via New Mexico with the release of 44 head in 1967. They apparently have been thriving in the state's "Little Grand Canyon area" in the Palo Duro Canyon and for the last three falls limited controlled hunts have been authorized. One

large rack has been nominated for an international rating. Seventy permits were issued last fall. Sixteen aoudads were bagged mainly by trophy hunters.

If a sufficient number of sheep can be marked with the brilliant dye, information on herd movement and total aoudad sheep numbers can be determined.

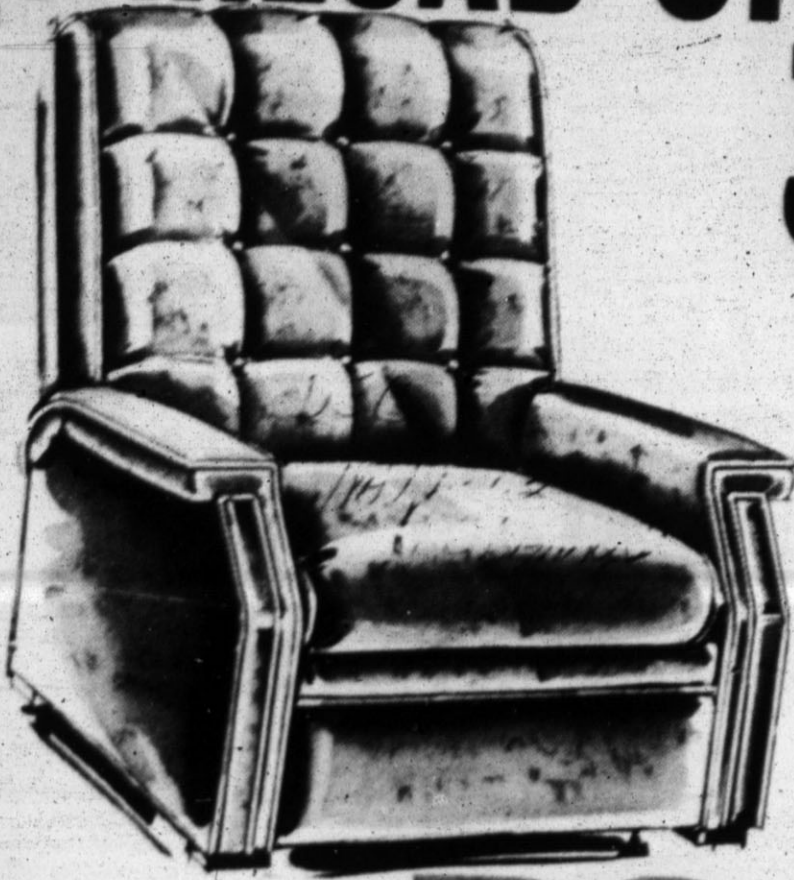
SLJVOVITZ FOR THE ROAD

REKOVAC, Yugoslavia — Fruit grower Veselin Djordjevic is so proud of his sljovitz — plum brady — that he keeps an open barrel of it in his plum orchard alongside the road. Any passerby can stop and have all he wants to drink.

LIKE MOST CITIES

LIMA, Peru — Architect Jose Luis Sert says Lima's streets are badly confused and lack planning. Visiting Lima, the North American architect called for a careful professional study before any more steets are widened or paved in the traffic choked Peruvian capital.

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REP. ROGERS WRITES

Congressman Introduces Bill To Cut Foreign Aid

Two weeks ago I introduced legislation in the House of Representatives to cut off U. S. foreign aid to countries maintaining diplomatic or trade relations with the Communist regime in North Viet Nam. Since then, I have been encouraged by many expressions of support not only from citizens of the Texas Panhandle but also from Members of Congress and Americans from other sections of the country. I am continuing to press for early adoption of this measure.

My resolution states "that it is the sense of Congress that all United States military and economic assistance should be suspended to every country which maintains diplomatic relations with North Viet Nam or is itself directly engaged in trade or commerce with North Viet Nam or permits ships or aircraft under its registry to engage in trade or commerce with North Viet Nam."

WE ARE battling in South Viet Nam as elsewhere in the world to contain Communism. Any assistance given Communism or Communist-dominated countries is a direct blow at the United States — which is in too many instances providing help to countries which in turn help Communist countries. By law, the United States prohibits virtually all trade, shipping, and financial transactions with Communist China, North Korea, North Viet Nam, and Cuba. Yet these Communist countries, as others, are the recipients of assistance through commercial relations with countries who are themselves receiving direct U. S. foreign aid.

During 1965, the U. S. Government made diplomatic approaches to Free World countries with ships in the North Vietnamese trade asking their cooperation in stopping this trade. Free World shipping did decline. For example, Japanese flag vessels were withdrawn as of April 1, 1965. There is still progress to be made. I am advised that Free World imports to North Viet Nam consist mainly of chemicals (primarily fertilizers), machines, and industrial raw materials — and these, indeed, may be considered strategic, although any and all articles helping Communism to survive are strategic.

Standing behind the North Vietnamese regime is the world's leading outlaw nation, Communist China. It is discouraging to note that trade by Free World countries with Communist China increased during 1964, when the Viet Nam war was growing hotter, rather than decreased. Latest reports show that imports to Communist China from the Free World rose by 22 percent to \$977 million — while the exports of the Chinese Reds for the first time exceeded one billion dollars. In 1964, seven countries, which sold \$50 million or more each to mainland China, provided nearly three-quarters of that country's imports. Australia and Japan led the list following in order of goods supplies by Canada, Argentina, Cuba, the United Kingdom, and France.

The strongest Communist power, and our principal opponent in the Cold War, remains the Soviet Union. Imports of the Soviet Union from the Free World totaled \$2.5 billion in 1964 — a gain of 20 percent over 1963. Soviet exports, at \$2.4 billion, remained at about the 1963 level. Soviet purchases of wheat and wheat flour rose to more than \$480 million in 1964, and as a result of a sharp increase in Soviet purchases of wheat, Canada became in 1964 the principal Free World supplier to the U. S. S. R. I have always opposed wheat sales to the Soviet Union and to other Communist countries and will continue to do so. Again, most items shipped to Communist lands to make up deficits in their production may certainly be regarded as strategic; without Free World help in supplying wheat, the failures of Soviet agriculture would have

Sandy Koufax, World Series hero for the Los Angeles Dodgers, allowed only 25 home runs in 335 2/3 innings during 1965.

forced a severe slackening in the entire U. S. S. R. economy. In the world-wide struggle with Communism, we are only hurting ourselves when we help other countries which are helping our enemies.

WALTER ROGERS
MEMBER OF CONGRESS
18TH DISTRICT

Deadline Near For Medicare Signup

Everyone 65 or older who receives social security or railroad retirement benefits has received an enrollment card for the medical insurance part of health insurance, popularly known as Medicare, according to Hal Geldon, social security

district manager in Amarillo. Many people have marked the card, signed their names and returned it. Others may have put the card aside, intending to make their decision later. Geldon suggested that these people get in touch with their social security representative if they would like more information about health insurance. The local Post Office has a schedule showing when the representative visits in this locality. If the enrollment card has been misplaced or lost, the so-

cial security office at 1006 Adams Street, Amarillo can provide another. It is very important that a decision be made, Geldon added. A person who was 65 or over before 1966, will have medical insurance when the program starts only if he signs up by March 31, 1966.

Large trumpets made in the Bronze Age have survived 10 or more centuries in such perfect condition that they can still be played.

Job Promotion Is Announced

Bob Goldsborough, whose wife is a former Hereford resident, has been named manager of Radio Station KCLV in Clovis, N. M., after acting as advertising director for the station the past two and a half years. Mrs. Goldsborough is the former Doris Jean Smith, daughter of Mr. and Mrs. F. S. Smith, 423 Schley. She grew up here

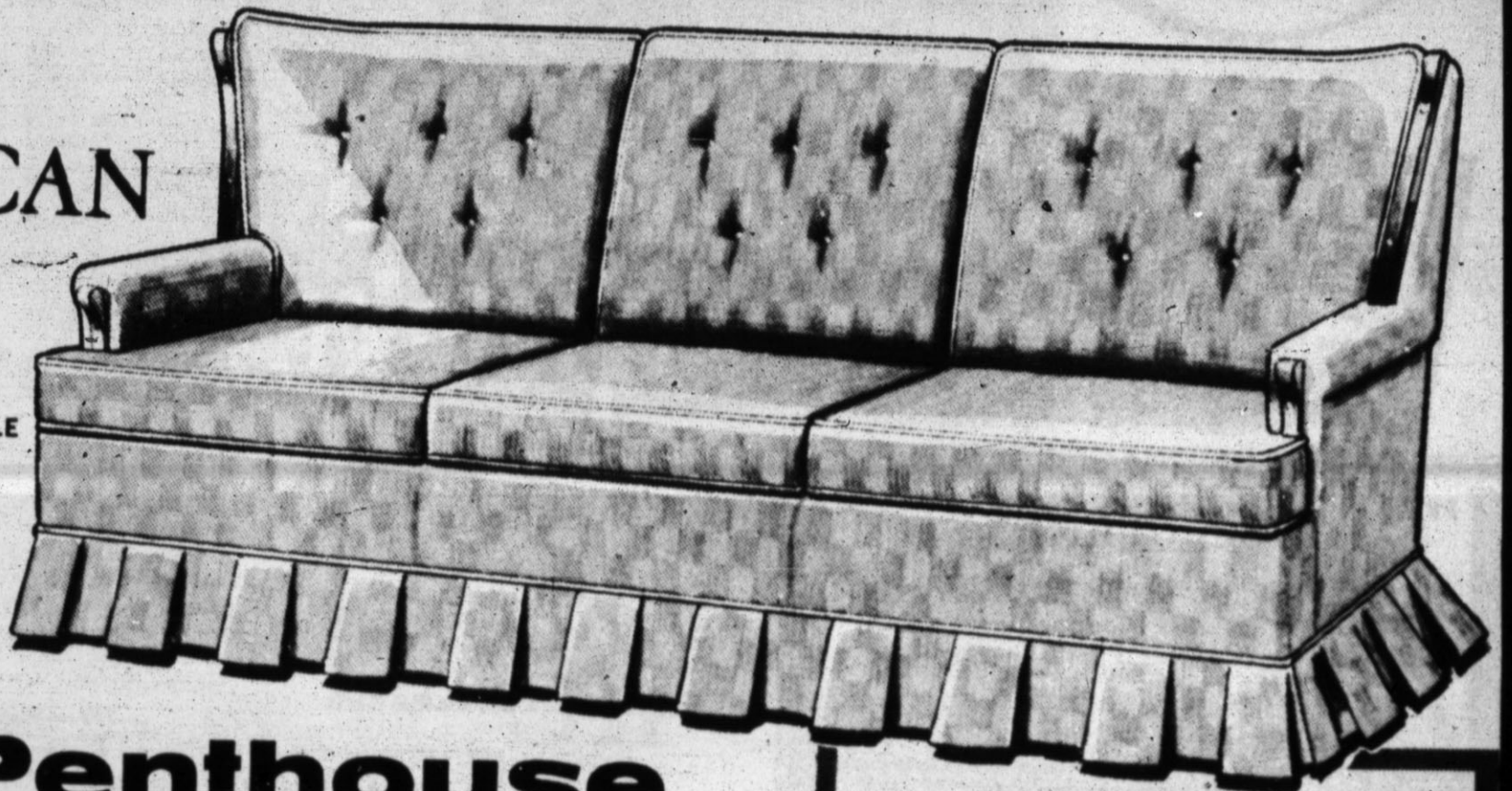
and is a graduate of Hereford High School. The family, including three children, lives at 621 Sunland in Clovis.

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 100 (\$10 worth) FRONTIER SAVINGS STAMPS with this coupon and \$5.00 Purchase or More at Furr's in Hereford.
 Limit One Per Family
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 Wed. - Sat. 8 a.m. - 8 p.m.
 Sunday 9 a.m. - 6 p.m.

Furr's cares for you so much that now we are giving away cash, Color TV sets, free Merchandise and Frontier Stamps. Start your new Dividend Sweepstakes card now and be a winner. You have two chances to win a Color TV. If you miss winning one by lucky card, you may still win one in bonus drawing to be held at each Furr's Super Market at the completion of the promotion.

Holly Granulated
SUGAR 5 Lb. Bag **39¢**
 With \$5.00 Purchase or More

CATSUP
 Del Monte 20 Oz. Bottle **22¢**
TISSUE
 Como, Assorted Colors 4 Roll Pkg. **19¢**

Furr's Delicatessen
 1 Whole Fried Chicken (1 1/2 lb. after cooking)
 1 Pt. Green Beans
 1 Lb. Whipped Potatoes
\$1.89
 All For
 Chicken Salad lb. 89¢
 Mexican Slaw pt. 39¢
 Boston Baked Beans 39¢
 Banana Pudding pt. 49¢
 Waldorf Salad pt. 59¢

FLOUR Elna 5 Lb. Bag **29¢**
FRUIT COCKTAIL Stokely's No. 303 Can **19¢**
SHORTENING Jewel 3 Lb. Can **59¢**

MIRACLE WHIP
 SALAD DRESSING
 Qt. Jar **39¢**
 With \$5.00 Purchase or More

BAKE SALE sponsored by National Honor Society **SATURDAY, 9 a.m. at FURR'S**

- | | |
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| Red Heart Dog Food 26 Oz. Can 2 For 45¢ | Bar T Ranch Pears No. 2 1/2 Can 3 For \$1 |
| Tuna Carnation Chunk Style No. 1/4 economy size can 39¢ | Fab Giant Pkg. 69¢ |
| Peanut Butter Jif 18 Oz. Jar 59¢ | Eggs Farm Pac Grade A Medium Dozen 49¢ |
| Green Beans Stokelys Cut No. 303 Can 19¢ | Milk Food Club Tall Can 2 For 27¢ |
| Dressing Creamy-Russian or Creamy Italian 3 For \$1 | Black Pepper Schillings 4 Oz. Can 35¢ |
| Margarine Chiffon Soft Lb. 39¢ | Dr. Pepper Reg. or King 6 Bottle Ctn. Deposit 39¢ |

Next Wednesday Is The Big Drawing

WIN!

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Nothing to do but register free when ever you are at Furr's Super Market in Hereford. You'll love the Mustang... It's the car that everyone wants. This beautiful automobile has all the trimmings! Radio, heater, directional signals, bucket seats, padded dash, carpet, seat belts and other features.

Maryland Club
COFFEE Lb. **69¢**
 2 Lb. Can **\$1.37**

- FRESH FROZEN FOOD**
- CORN** Dartmouth Fresh Frozen 10 Oz. Pkg. **2 For 29¢**
- Top Frost Fresh Frozen FRENCH FRIED POTATOES 16 Oz. pkg. 25¢
 Meads Fresh Frozen Cloverleaf or Parkerhouse ROLLS 2 Doz. Pkg. 4 for 1.00
 Campbells Fresh Frozen POTATO SOUP 10 1/2 Oz. Can 19¢
 Fresh Frozen Morton's BREAD DOUGH 3 Lb. Pkg. 49¢
 Tree Top Fresh Frozen APPLE JUICE 6 Oz. Can 2/43¢
 12 Oz. Can 41¢
- Morton's **POT PIES**
 Fresh Frozen Beef-Chicken-Turkey Spaghetti or Mac. & Cheese **2 for 35¢**



APPLES Washington State Red Delicious
EXTRA FANCY Lb. **17 1/2¢**
 TOMATOES California Lb. 15¢
 BROCCOLI Calif Large Bunch Each 19¢
 EGGPLANT Calif Glossy Black each 19¢
 CAULIFLOWER Calif Snow Ball head 19¢
 ORANGES California Sunkist Lb. 12 1/2¢
 LEMONS California Sunkist Lb. 17 1/2¢



Ground Beef 3 Lb. For **\$1.00**



- Fryer PARTS**
- Fryer Drumsticks lb. **49¢**
 - Fryer Thighs lb. **59¢**
 - Fryer Breast lb. **79¢**
 - Fryer Backs & Necks lb. **19¢**
 - Fryer Wings lb. **29¢**
- USDA Grade A

FRYERS Cut Up, Fresh Dressed USDA Grade A Lb. **39¢**

- BACON** Swift's Premium Lb. **89¢**
PORK STEAK Fresh Young Pork Lb. **59¢**
FRANKS Farm Pac All Meat Lb. **59¢**

LUNCHMEAT We Reserve The Right To Limit Quantities
 Pickle Pimento Olive-Spanish or Bologna **4 6 Oz. \$1**

SAUSAGE Farm Pac All Pork **2 Lb. Bag \$1.49**

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- TOOTH PASTE** COLGATE King Size **53¢**
- Envelopes Honor Roll 6 1/2" 4 For **\$1.00**
 Toni Home Permanent Reg. Super, Gentle **\$1.29**
 Allerst Tablets 24 Count Reg. \$1.25 **89¢**
- MODESS** Sanitary Napkins 12's **31¢**
RISE Shave Cream Reg. \$1.00 **69¢**