

School Adopts Athletic Policy, Extends Coaches' Contracts

Hereford School board members expressed their confidence in Hereford High School's head football and basketball coaches by granting new two-year contracts in a vote which highlighted the agenda of the board's Tuesday night meeting.

The new contracts — which retain the present salary figure — were voted for football coach Jack Meredith and basketball coach Cuby Kitchens, are the first two-year contracts for the men who head the high school athletic department. Their contracts had previously

been reviewed annually. **THE ACTION** came after board members had written into the minutes an official administrative policy governing all athletic programs in the Hereford schools.

In the adopted athletic policy (which is printed in full at the conclusion of this story) heavy emphasis is placed on participation in the programs by as many students as possible. As one official put it, however, the policy adoption was not connected with the contracts for the new coaches but merely

happened to appear on the same agenda with the consideration of the two coaches' contracts. Other board action Tuesday night included: —**AUTHORIZING** administrators to begin planning for the addition of a school orchestra and instruction needed for developing musicians for the orchestra.

—**EXTENDING** the contract for business manager Dillie Kelley and raising his salary by more than \$300 annually. —Hearing a report that tax collections now stand at 93.3 percent, just \$7,000 away from the anticipated total, based on a predicted 94 percent collection.

—Planned to participate in a cornerstone levelling ceremony Saturday at La Plata Junior High (see story below) and okayed the La Plata Study Club's request to place a plaque in the new junior high outlining the historical significance of the name "La Plata."

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65TH YEAR — NO. 6

HEREFORD, TEXAS 79045, THURSDAY, FEBRUARY 10, 1966

PUBLISHED EVERY THURSDAY

Citizens Review Bond Issue Need

\$10,000 Damage Result From Fire



HOMECOMING COURT — One of these four girls will reign over the homecoming basketball game Friday when the Hereford Whitefaces clash with the Muleshoe Mules in Whiteface Gym. The candidates are: top, Charlotte Hill, junior; center, l-r, Barbara Rhodes, senior; Becky Owen, freshman; and Debra Thomas, sophomore, below. (Staff Photo)

House Blaze Largest Loss In Years

The city's largest fire loss in several years was recorded Wednesday when an estimated \$10,000 damage resulted from an early-morning blaze in a spacious home in northwest Hereford.

Firemen were summoned to the Joe Kendall home at 116 Douglas by a newspaper distributor who noticed smoke coming from the roof of the residence about 6:15 a.m., an hour before daybreak.

Persons first arriving on the scene feared that someone was trapped inside the home, according to J. R. Oglesby, who first noticed the blaze.

However, it was later learned that Kendall was away on a fishing trip and no one was in the house.

THE FIRE was confined to an area surrounding the central heating unit of the home, located in a closet between the kitchen and a hallway.

The entire house was heavily damaged by smoke, with intense heat melting plastic and glass in the kitchen and surrounding rooms.

Included in losses was a valuable collection of hand-painted china.

See FIRE Page 11



SURVEY DAMAGE — Firemen attempt to locate source of early-morning fire in Joe Kendall home. (Staff Photo)

Commission Gets Sample Of Opinion

By WAIN MILLER
News Editor

City commissioners layed the facts on the table concerning the need for a \$610,000 bond issue election to a group of Hereford citizens invited to offer their views on the subject Monday night . . . then postponed ordering the election pending some further study.

Although it was obvious that the bond election for large-scale water and sewer capital outlays will be called — probably on April 4, the same day two city commission posts are up for election — commissioners decided to look further into some other questions concerning the matter before making a motion concerning the election.

Commissioners had invited several Hereford citizens to be on hand for the meeting and voice their opinions concerning the issue.

The commission asked the 10 persons present questions concerning the need for the issue, their opinion of spending some \$200,000 to provide sewer and water service to annexed portions of South Hereford, and how they felt concerning the possibility of obtaining federal aid in financing the projects to be included in the proposed bond issue.

Monday night's three-hour meeting also saw a date set for the required public hearing on the city's proposed budget for the coming fiscal year.

This public hearing will be held Monday, Feb. 21, 7:30 p. m. in the city commission chambers at City Hall.

OTHER ACTION included approval of the Hereford Gun Club's request for permission to construct a small temporary clubhouse and storage shed on its trap range at the Hereford Municipal Airport.

Another highlight of the session — which resembled the Town Hall gatherings of old, as citizens freely expressed their views concerning several matters — was discussion of several recommended improvements at the Hereford Municipal Airport.

See CITIZENS page 2

Airport Needs Outlined, No Action Taken

Three recommendations concerning needed improvements at the Hereford Municipal Airport were handed to city commissioners at their Monday night meeting by representatives of the Chamber of Commerce Aviation Committee.

No action was taken on the proposals, however, pending further study. . . particularly, consideration of where to obtain funds to handle the requested improvements.

Appearing before the commission as representatives of the Chamber's Aviation Committee were John McClesky and Dean House.

THEY SAID the recommendations were being presented with the approval of the chamber's board of directors and urged that the commission give consideration to the following recommendations:

"1. We recommend that the present airport beacon be replaced with a larger or more powerful one."

"2. We recommend that the area around the T hangers be paved. This would aid greatly in the use of the airplanes during inclement weather, greatly relieve problems of rolling plane in and out of the hangers, and prevent damage to the propellers and control surfaces."

See AIRPORT Page 11

USDA Sugar Official Cites Acreage Facts

Tom O. Murphy, director of the sugar policy staff, U. S. Department of Agriculture, lauded the West Texas-New Mexico sugar beet growing area Monday night, but left little hope for additional local sugar beet acreage in the near future.

"I'm completely overwhelmed," said Murphy, after a day of touring the West Texas-New Mexico area and the Merrill E. Shoup sugar refinery.

Murphy was guest of honor at

a banquet hosted by the directors of the Texas-New Mexico Sugar Beet Growers Association. He was introduced by Dennis O'Rourke, President and Chief Executive officer of the mammoth Holly Sugar Corp.

During his whirlwind visit to the area, Murphy attended a luncheon in his honor at Clovis, hosted by the Curry County Beet Growers Association; toured the Castro, Parmer and Deaf Smith County areas; toured the Holly sugar refinery and was guest of honor at the Monday night affair held at the Hereford Country Club.

Shirley Garrison, newly elected president of the beet growers association told the Brand earlier that Murphy had been invited to Hereford because "we wanted an opportunity to show him the beet growing area and what we are doing with the acreage we have."

"If I were in your position, I would be asking, 'Why not

Ceremony Set For La Plata

Levelling of the cornerstone for La Plata Junior High School will be marked by a ceremony at 2:30 p. m. Saturday, with the public invited to attend.

The ceremony will be under the direction of H. W. Fullingim, Grand Master of Masons of Texas. All area Masons are urged to assemble at the Masonic Hall on Country Club Drive at 2 p. m.

Hereford High School band will present a prelude to the ceremony, beginning at 2 p. m. at the site of the junior high, which is now under construction at the north end of Stadium Drive.

NAMES NEW DIRECTORS

UF Board Elects Jayroe President

Melvin G. Jayroe, Hereford District Manager for Southwestern Public Service Company has been named president of the Deaf Smith County United Fund.

Farm Bureau Official Views Need For Action

In conjunction with Texas Farm Bureau Week in Texas, the president of the Deaf Smith-Oldham Farm Bureau reviewed goals and accomplishments of the organization this week.

Robert Jacobsen, president of the local Farm Bureau, said that members are currently being sought for the organization and added that action is needed locally to ward off as much as possible the growing power of urban- and labor-oriented groups on matters effecting area farmers.

His statements were made in conjunction with the week-long membership drive recognized recently in an official proclamation by Texas governor John Connally.

ACTIVITY of the Farm Bureau membership is extremely important this year for three reasons," he stated.

"First of all, increased cost and decreased prices, for farmers of this area make it ever

board Tuesday include Dale Young, 1st vice president; Jack Nunley, 2nd vice president and Alex Schroeter who was named to a second term as treasurer. Mrs. Corinne Neeley was named Executive-Secretary with voting privileges.

THE NEWLY elected United Fund president arrived in Hereford some 3 years ago and since that time has been active in many phases of community activity. He is past chairman of the United Fund drive, serving in that capacity in 1964. He is a member of the Hereford Lions Club and is now serving on the District Governor's cabinet; he has been chairman of the Red Cross Board for the past two years and is active in work with the local Boy Scout organization.

see UF page 2



MELVIN G. JAYROE heads United Fund

STORES OPEN MARCH 2

Sugarland Center Merchants Name Officers, Set Opening

Clete Corlis, manager of J. C. Penny Co. has been elected president of the Sugarland Mall Shopping Center Merchants Association and a March 2 date for opening of nine stores in the northwest Hereford complex has been announced.

Sugarland Mall officials announced this week that the following stores will open on or before March 2: Montgomery-Ward, Duckwall's, Kirby Shoes, The Pantz Cage, Mode-O-Day, King Candy, Sugarland Fabric Care Center, and Rogers-Miller Walgreen Drug.

Furr Foods and Frontier Stamp stores have already opened in the complex, begun last summer.

COST of the large complex — billed as the largest of its kind in the state in a city of Hereford's size — is pegged at more than \$1.4 million.

Merchants with businesses in the center formed the Sugarland Mall merchants group recently to work for common interests of stores in the complex.

In addition to Corlis, officers named include Robert Miller of Rogers-Miller Drug, vice president; Mrs. L. L. Shutz of The Pantz Cage, secretary; Mrs. L. A. Rice of King Candy Store, assistant to the secretary; and Lonnie Ish of Montgomery-Ward treasurer.

Several other business es



AFTER THE MEETING — Tom Murphy, left, head of the sugar section of the USDA, visits with Dennis O'Rourke, center, president and chief executive officer of Holly Sugar Corp., and Shirley Garrison, president of the Texas-New Mexico Sugar Beet Growers Association. Murphy was guest of honor

IN TALK HERE

Airman Describes The 'Unusual War'

By TOM WINGO
Staff Writer

"To Viet Nam, at least the ones that I met, there is only one bright star in the sky, and that is the U. S., and I hope we don't let it get out."

"Maybe someday the South Vietnamese can be let alone, live in peace, and go back to their market places and schools, and not worry about anything but how to raise their kids to grow up to be good people," commented Capt. Buren Galbraith as he spoke to members and guests of Hereford Post 192 of the American Legion Tuesday night.

"THIS IS an unusual war, not like we've ever fought before. . . the enemy is everywhere, there are no front lines, and that is what makes it so difficult, both for the ground forces and for us, the Air Force."

"We have to be extremely careful not to hit the wrong peo-

ple. I am sure some of you have heard rumors and read articles of indiscriminate bombing, there is no such thing, it is not true. The intelligence system is real good over there, and I know that every mission that I went on, there were people shooting back at me, and I don't think they were too friendly."

see AIRMAN page 2

Weather

Day	High	Low
Saturday	48	32
Sunday	48	32
Monday	48	32
Tuesday	48	32
Wednesday	48	32
Thursday	48	32
Friday	48	32
Saturday	48	32
Sunday	48	32

Citizens . . .

(Continued from Page 1)

pal Airport. Commissioners said the bond issue for additions to the city water and sewer systems is a "must."

GROWTH OF THE CITY makes additional water wells imperative, recent annexation of South Hereford property brings the need to extend water and sewer service across the Tierra Blanca Creek draw, and a large outlay results from supplying sewer for La Plata Junior High School in northwest Hereford.

These projects and accompanying needs call for expenditures totalling \$610,000, with interest to run the cost up to some \$844,350, city manager Dudley Bayne said.

ABOUT A THIRD of the total cost goes to supply water and sewer to the recently-annexed portion of South Hereford.

This South Hereford project brought about the first question commissioners asked the group of citizens who had been invited to attend the meeting in order that the commission might sample the feeling of Herefordites concerning the proposed bond issue.

But before the question was discussed, the city manager outlined the city's financial status and the manner in which the expenditures would be financed.

THE CITY manager said the proposed \$610,000 worth of bonds would finance drilling of two water wells immediately, two additional wells in the future, one deep well, extension of water lines to South Hereford, well supply lines, and engineering.

In addition, some \$38,860 will go for installing sewer service to La Plata Junior High (because the city's existing lines in that portion of town cannot handle the waste from the new junior high).

EXTENDING sewer service to the portions of South Hereford now in the city limits will cost more than \$130,000.

Water lines for South Hereford will require some \$87,020, Bayne said.

Mayor Ray Cowsert said that residents in certain non-annexed portions of South Hereford are currently getting up a petition seeking annexation, and that the Hereford Independent School District holds land south of the creek which will presumably be used as a site for an elementary school in the not-too-distant future.

"WE HAVE invited a number of you people to try and get the feeling of the public concerning our proposal to call a bond election," Mayor Cowsert continued.

"If it is called, and we believe it is the right thing to do at this time, we will need your help."

"If you as citizens do not agree with us that we should call this election, we would like to hear from you at this time . . . particularly about the matter of extending service to South Hereford, since this could easily become an issue."

"I personally think that those areas which come into the city and assume their share of the tax load should be furnished all the services the city has to offer . . . this is an area where we will probably see development in the future, particularly if a grade school is built there," the mayor commented.

He then called upon citizens present to make any comments they wished.

"I THINK the city should take care of its growth and see no choice in the matter except to give them the water and sewer service," said Jimmie Allred.

"South Hereford is an area of

natural growth and I think it does need to be included in the city," commented John McClesky. "If it takes a bond issue to give them these services, I think it is the thing to do."

"The way Dudley has explained this thing, the city is in good shape and I think we should go ahead," agreed Joe Lyons.

"I have had the pleasure of living in four cities, and I have never lived in one which is in as good an economic position as Hereford. If we think we have problems, we should live in some of those others. This city is in position to grow and I think this bond issue is a must," stated Dean House.

During the discussion, Lyons asked why Hereford had not participated in the Canadian River water project as a measure to provide future water for the city.

"AT THE TIME this thing was being drawn up, Hereford felt it had sufficient water to supply it, plus the fact that everyone thought the Canadian water was too expensive," Cowsert recalled.

"That is a question we have all asked," commented commissioner Albert Maxwell.

City manager Bayne, who was in the same position at Canyon in 1949 when much of the Canadian River project was taking shape, commented that Canyon and Hereford both chose to stay out of the Canadian water authority for similar reasons.

"THE COST of obtaining additional underground water wells at the present time is nothing near the cost of buying water from the Canadian River," Bayne said backing this statement with the comment that Borger citizens are now paying high rates for their municipal water from Lake Meredith.

While Hereford's base water rate stands at 25 cents per thousand gallons, Borger's cheapest rate is 45 cents per thousand for those few customers who use more than 100,000 gallons.

Lyons then asked, "How productive is the Santa Rosa formation? (This is the name of the water-bearing formation which would be tapped with the city's proposed "deep well." Present city wells draw water from the Ogallala formation near the surface. The Santa Rosa formation lies below the Ogallala.)"

Bayne replied that several wells into the Santa Rosa in Deaf Smith County are currently operating, but observers have little other information concerning the formation.

"IF THIS \$610,000 issue is voted and issued, how long will it be after this before there is a need for additional bond issues for water, sewer, or streets," Allred asked.

Cowsert and Bayne replied that "normal growth" would probably mean that the proposed improvements would be sufficient for four to seven years.

"THIS PROPOSAL should take care of us for a long time," the mayor commented, "that is, unless we see another boom like we've had in the past two years . . . this was by no means what we think of as 'normal' growth."

Bayne pointed out that subdivision developers are required to pave all new streets which will come into the city, and thus, the city is relieved of this cost.

"We have most of the problem streets in town finished, so we probably won't see any more paving bond issues . . . unless it is a matter of widening or installing curb and gutter as in the case of Harrison, 385, and 60," Bayne added.

AT THIS point, a question arose concerning the possibility of paving New York St., which runs from Lee St. to Veterans Park, parallel to and immediately south of the railroad tracks. Officials said that although the need for paving the street which serves several industrial and commercial firms is evident, the means to do so is not so easily seen.

Cowsert assured that the city is giving serious thought to the matter, however.

"WE HAVE ONE other thing to consider concerning the bond issue," Cowsert said. "The city is apparently eligible to receive federal government participation in these sewer and water projects."

"We have had some correspondence along this line and have filed a preliminary questionnaire."

"It looks like we could receive funds from the federal govern-

ment to finance slightly less than half the (\$610,000) issue . . . We haven't considered this seriously, but we would like a survey of your feelings concerning this possibility," the mayor said.

One person replied that he felt "we have enough ties already with the federal government."

"I'M IN favor of paddling our boat where we can — and I think Hereford can — and if we can't, we need to start finding out why we can't," said another.

Federal participation in financing the municipal airport in 1960 proved satisfactory, and a \$20,000 federal participation in construction of a \$58,000 sewer improvement in 1958 caused no problems for the city, Cowsert said.

"I think before we do anything, we should consider this and learn the facts," commissioner Lloyd Sharp commented. "I think it would be all right if there are no strings attached. We don't know enough about this program now to tell what would happen, but I think we should find out before we do anything."

"Strings attached or no, I think if we were to use federal money it would amount to somebody else subsidizing Hereford, and I am not in favor of this," Allred said.

"BUT AT THE same time, if this money is available for us and we don't use it, it goes somewhere else and we still pay," Sharp replied. Commissioner Joe Easley commented, "If somebody can't put a stop to this thing someplace, we're all going to be forced into the same situation the farmer has . . . no choice except to use the federal program."

"I think that it would be harder to pass a bond election for a smaller amount with the city using federal aid than with a larger figure and Hereford people knowing they are paying their own way," McClesky said.

Commissioner Albert Maxwell then said, "There is no such thing as no strings attached. . . years ago the farmer had few strings attached to the aid he received. . . this same thing could happen in this municipal aid program."

Bayne commented that many observers feel that whether municipalities accept or reject federal aid has little bearing on the federal controls extending towards them.

House pointed out that "our farmers are being penalized for their independence back in 1952 and 53 when histories now used in determining allotments were being established. . . there are two sides to everything."

"I THINK we haven't seen anything yet," averred commissioner Dick Barnard, pointing to the recent reapportionment order and the urban control of the vote.

"What we do locally is having less and less effect on things," he opined.

Bayne pointed to the materialization of the urban affairs cabinet post. "This is a sign of things to come," he said.

Concerning financing the project, the city manager pointed out that the city operated on an \$800,000 operating budget "and you just can't finance such a vast outlay that way."

He added that the city does use its operating budget for many smaller capital outlays (such as the incinerator built last year).

He added that the time will come when the city must obtain additional water supplies — "the cost of this will be tremendous" — and that revenue bonds would be more in order at that time.

TAX BONDS can be issued without raising taxes at the present time, he indicated, while revenue bonds now would require increased water rates.

"We are in a very favorable condition for selling bonds at the present time," he added, pointing out that the city's debt ratio is currently 2.04 and the new bonds would bring this to 4.35. (Debt ratio is the city's total debt divided by taxable valuation.)

"A debt ratio below 9.0 is satisfactory in Texas cities," he explained.

Also mentioned concerning possible future capital outlays requiring consideration at the present time was expansion of the fire department, including a paid firefighting crew. This, however, may not be demanded by fire insurance writers until after an official census shows the city over the 10,000 population figure (as will probably occur following the 1970 census).

"With normal growth, we should not need to increase taxes for some time, however," Bayne commented. "What will happen will be an increase in water rates to cover getting new water resources, but this is still several years away. . . if we don't have a boom far bigger than the one we've seen recently."

Cowsert said the bond election would probably be called for the



CAPT. BUREN GALBRAITH talks of Viet Nam (Staff Photo)

Airman . . .

(Continued from Page 1)

"I think the morale of the troops is very good in Viet Nam, they are doing a tough job very good."

"IF YOU have a son fighting with the ground forces, don't expect them to tell you any revealing facts about Viet Nam, because they just see their fox holes and about 30 feet of jungle around them, and all they know about is that one guy that's shooting at them," he commented.

When asked whether he thought he would have to fly another mission, the Capt. said, "If things get better, probably no, but if they get worse, yes. If I am needed, I will go back and stay until they don't need me anymore. It is not a nice job, but it is what we are trained to do, and I would be glad to go back if necessary."

Outgoing directors are Dean House, Bartley, Dowell, Mrs. Sue James, Mrs. Jim Pavlicek, Mrs. Luther Lesly, Roy Fabian, Mrs. Dennis Lomas, and Mrs. George Turrentine.

UF . . .

(Continued from Page 1)

Jayroe has been associated with Southwestern Public Service Co., for the past 14 years. For the past three years he has served that organization as Hereford District Manager. He is married and has a 10-year-old daughter.

In other action Tuesday morning, the Board named eight new directors. Included in this group were Wayne Williams, cashier at the Hereford State Bank; Ed Skypala, Borden distributor and 1965 fund campaign drive chairman; Elmore Rains, an employee of Holly Sugar Corp.; Jim Arney, pharmacist with Edwards Pharmacy; Rex Lee, a Summerfield fertilizer dealer; Leonard Haney, co-owner of City Barber Shop; Mrs. Glenn Watts and Mrs. O. G. Hill Sr. The new directors were elected for a three-year term.

HOLDOVER DIRECTORS are Clint Formby, 1965 United Fund president; Wheeler Sears; Mrs. James E. Higgins; Mrs. John

same day of the city election, April 4.

In other business, Hereford Gun Club was granted permission to construct a temporary 10x20 foot building at its shooting range on airport property. The building complies with clearance granted for construction of the range by the Federal Aviation Agency.

Office Furniture THE INK SPOT

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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.

James M. Gilentine, Publisher; Melvin Young, General Manager; Wain Miller, News Editor; Mrs. Floyd Coleman, Women's Editor; Wayne Stephens, Adv. Manager; Robert J. Awtry, Mech. Supt.

CIRCULATION: Mail EM 4-2000 Carrier EM 4-1855

USDA . . .

(Continued from Page 1)

He then proceeded to explain the reasons behind the controlled acreage program.

Murphy told the group that if the sugar industry was on a completely free enterprise system, even this wonderful area could not compete on the world market. "There are too many areas," he said, "which can produce nothing but sugar cane and produce it cheaply." In view of this almost every country has a protective system. The United States is committed to a "balance of interest" program and had it not been for the Cuban situation, it would have been practically impossible to get new acreage for domestic growers.

"There has been no sugar imported from Cuba since 1960," Murphy said, hence the amend-

D. Pitman; Melvin Jayroe; Frank Ford Jr.; Melvin Young; W. R. Hair;

Dale Young; Earnest Langley; Alex Schroeter; Mrs. Walter London Jr.; J. E. Martin; and Dexter Lillie.

Murphy had come to the Panhandle from San Francisco, Calif. where he had attended the annual convention of the California Sugar Beet Growers Association. He returned to Washington, D. C. after his visit here.

ed sugar act of 1962, making it possible for new localities to receive acreage. The West Texas-New Mexico area was the recipient of additional acreage during this period — additional acreage that made it practical for Holly Sugar to construct its multi-million dollar beet sugar refinery west of Hereford.

Earlier in the evening, Dennis O'Rourke, president of Holly Sugar Corp. told the group that an additional 5,000 to 7,000 acres in this area would be sufficient to allow the modern Merrill E. Shoup plant to run at full capacity. There are now 27,000 plus acres in sugar beet production in the 5 county West Texas-New Mexico growing area.

Murphy also pointed out that controlled acreage was the price paid for a supported market. Although no sugar has been imported from Cuba since 1960, the United States is now importing sugar from 31 other countries. "If Cuba were to enter the picture again, we'd have to do some shifting of foreign quotas," Murphy said.

He continued "by outlining some of the Farm Bureau accomplishments on the state and national level. Among these were Farm Bureau's work of supporting and helping to maintain the Farm to

Farm . . .

(Continued from Page 1)

more important that farmers save through services Farm Bureau provides through its insurance and tire programs.

"Secondly, the issues before Congress this year will have a tremendous effect on the future of all rural area people. First of these which will have a direct effect on us is the proposed repeal of the right-to-work law and the increase of the minimum wage, including law and the increase of the minimum wage, including farm workers.

"Other proposed legislation would vastly expand unemployment compensation, both in time and amount.

"The third issue which effects us is the ruling of the Supreme Court which forces state legislators to reorganize both the Senate and House on a strictly one man-one vote system.

"IF ALLOWED to stand, this will destroy the balance between city and rural interests which has worked so well in the past," Jacobsen continued.

He continued "by outlining some of the Farm Bureau accomplishments on the state and national level.

Among these were Farm Bureau's work of supporting and helping to maintain the Farm to

Market road program, support of water development throughout the state, Farm Bureau's aid in the battle which helped to defeat ad valorem tax increases, Farm Bureau funds earmarked for extension and experiment station work, helping to defeat the minimum farm labor wage, and helping to bring about the retention of the sales tax exemption for farm machinery and equipment.

These were all on the state level. On the national level, Farm Bureau successes have included helping to pass a reciprocal trade bill designed to increase farm exports, liberalizing farm credit, refunding federal tax on farm-used gasoline, REA and rural telephone programs, and funds for agriculture research and education.

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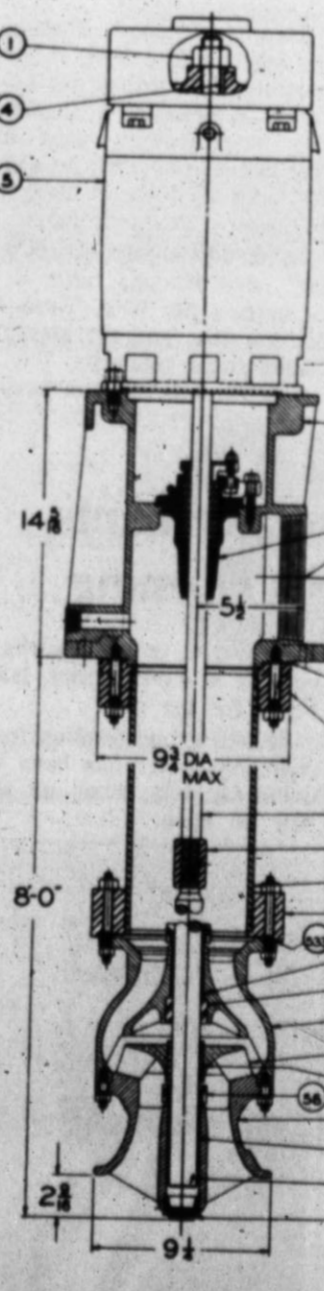
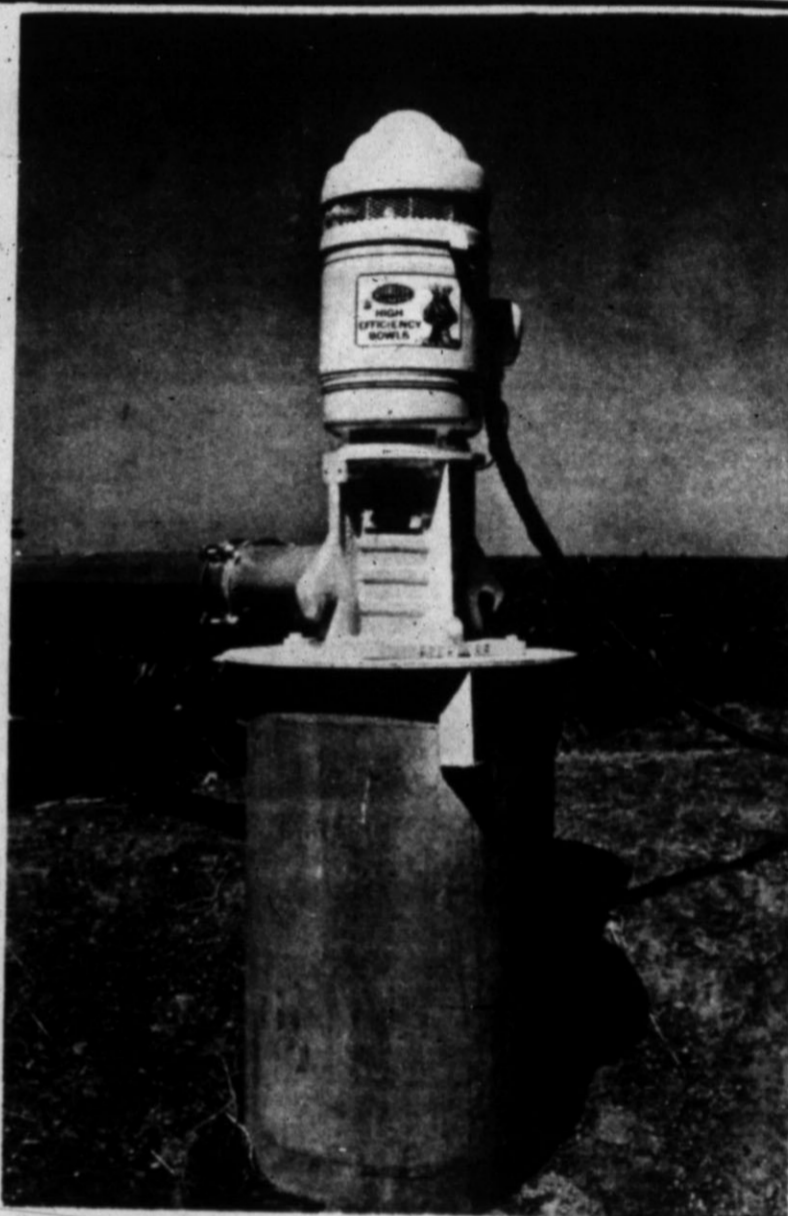
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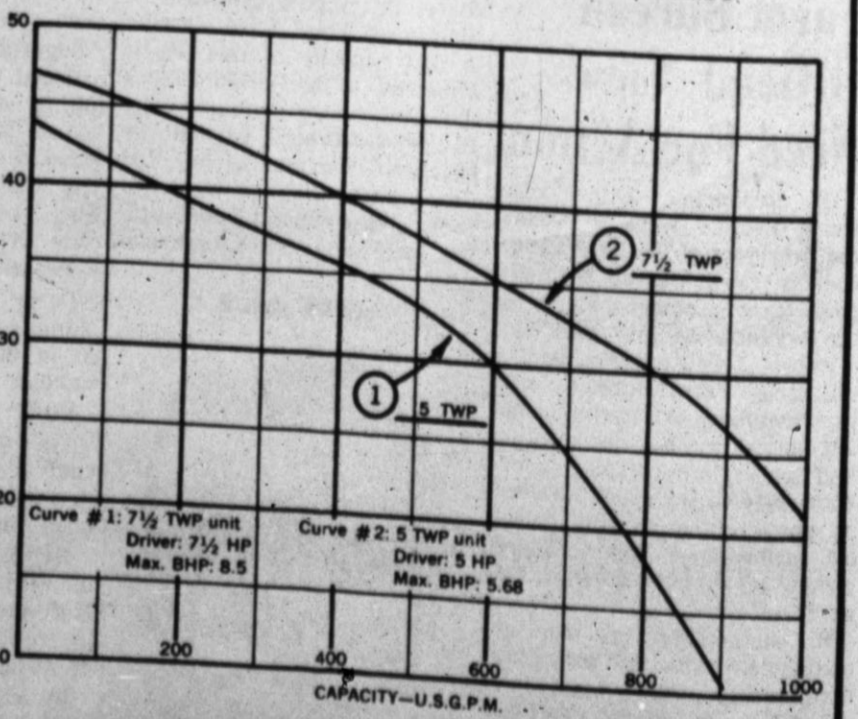
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22	Coupling: Shaft
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35A	Bearing: Std. Bowl, Neoprene
36	Bowl: Standard
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State Highway Maps Available

The largest single order for the Official State Highway Map of the Texas Highway Department is now rolling off the presses.

The initial order for 800,000 of the full-color maps is up 200,000 over the first order for 1965 maps. In past years, substantial reprints have been required to fill the ever-increasing demand from both Texas motorists and out-of-state visitors.

THE MAPS are produced for free distribution by the Travel

and Information Division of the Texas Highway Department. They provide tourists and Texans with up-to-date information on highways, mileages, lakes accessible to the public, Safety Rest Areas, city route maps, and to distinguish Interstate, U. S. State and farm-and ranch-to-market roads in the state.

The growth of the Interstate Highway network is graphically shown, as the 1966 map shows 521 more miles of divided highways than appeared on the 1965 map. The majority of this increase is the Interstate System. Over 22,000 miles of farm-to-market roads are shown — some 7,500 more miles of this type

road than appeared on the 1965 map.

Safety Rest Areas are again indicated on the map by small green dots along-side the highway. Last year there were 914 green dots. This year there are 934.

The reverse side of the 1966 map is devoted to full-color pictures of various scenic attractions of Texas with the challenge to 'Discover Texas — America's Fun-tier.'

POSTCARDS for convenient ordering of the 1966 maps will be available at each Texas county tax assessor-collector's office, and as Texans buy their 1966 auto tags they may pick up

these free order cards at their tax office.

Free copies of the map are also available at each of the eight Tourists Bureaus operated by the Highway Department at principal highway entrances to Texas and in the rotunda of the State Capitol, and at all 25 Highway Department district offices over the state.

Free copies may be obtained by writing the Texas Highway Department, Travel and Information Division, Austin, Texas 78703.

Copies may be obtained from the office of the Deaf Smith County Chamber of Commerce, 126 East 3rd St., in Hereford.

Hospital Notes

PATIENTS IN HOSPITAL

Harold E. Wester, 111 Bradley; Charles E. Hood, 305 E. Sixth; Mrs. Esther Miller, Rt. 4; Mrs. Pete Casias, 208 Blovin; Mrs. Moses T. Jimenez, General Delivery; Curtis W. Holcomb, Rt. 4; Mrs. Richard L. McGowan, Rt. 5;

Mrs. Sam E. Choate, Rt. 4; Henry G. Jackson, 105 Ave. E.; Mrs. Horace C. Baird, 111 Douglas; Mrs. David D. Peugh, Canyon; Joaquin Garnica Jr., General Delivery; Mrs. J. L. Woodward, Rt. 3, Friona; Mrs. Juan DeLaCruz, 207 Jackson. Herschel I. Burrus, 412 Ave. I; Mrs. W. I. Morton, 108 Ave. H; Mrs. Florence McDorman, 148 N. Emma; E. R. Combs, Box 688; Mrs. Henry G. Jackson, 105 Ave. E.; Albert Landin, Box 247; Mrs. Cornelia E. Scoggin, Box 50.

A. T. Frye, 112 Elm; Edward Spurgeon, Amarillo; Zello Osborn, 507 Park Ave.; Roger Turner, 118-A, S. Centre.

PATIENTS DISMISSED

Edgar W. Miller, Mrs. Olith Hess, Mrs. Anna Holman, Mrs. Dutch Gray, A. M. Mitchell and E. H. Coston, Feb. 9.

Mrs. P. B. Sowell, Mrs. James W. Vines, Mrs. Wayne D. Ca-

perton, Mrs. B. A. Drager, Mrs. Gene Leach, Timmy Northcutt, Gene Duval and Mrs. John F. Blocker Jr., Feb. 8.

Mrs. Lonnie M. Parker, Mrs. Pat Robinson, Joe Marcum, Pamela Wert and Mrs. Gabriel B. Martinez, Feb. 7.

The Rev. Eugene Naugle, Mrs. Fred E. Fox, Mrs. O. B. Woolsey, Mrs. Glen Nelson, Mrs. U. E. Cook and Mrs. George Masso, Feb. 6.

Mike Robinson and John T. Denham, Feb. 5.

Mrs. Tomatilo Hernandez, Mrs. Earnest Beaucamp and Kit Rudd, Feb. 4.

Lithography — Letter Press Printing

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- Coldwater All Liquid Detergent Gt. Bil. 79¢
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- SANDWICH STEAKS Hereford Heaven 10 2 Oz. For \$1
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- Safeway's Dependable
- Ground Beef Lb. 39¢
 - Fish Sticks Sea Star 5 8 Oz. Pkgs. \$1
 - Franks Safeway or Wilson's Lb. 59¢
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 - CELERY Calif. Fresh Green Pascal Lb. 15¢
 - PECANS Fancy Stewarts 3 lb. Bag 98¢

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Hunt's Tomato SAUCE 8 Oz. Can 10¢

Bel Air MIX or MATCH 10 Oz. Cream Peas With Butter Sauce 9 Oz. Sliced Beans 3 Pkgs. For 89¢

Frozen Bel Air SPINACH Chopped or Leaf 2 For 25¢

Prices Are Good Thru Sat., Feb. 12th

SAFEWAY

Coaches Fail To Admit Copying Professionals

By HAROLD V. RATLIFF
Associated Press Sports Editor
The colleges don't like it said that they are adopting the formations and methods of the professionals in football but the past season showed they might as well unless they want to appear ridiculous.

The coming of virtual two-platoon football further accentuated it. Gone is three yards and a cloud of dust football. The colleges use slot backs, flankers and throw the ball with reckless abandon until their game now is a copy of the pros. The field goal is a big weapon.

THEY DIDN'T have to do it, as attendance figures would indicate, because the colleges were increasing each year even with their dull, hum-drum football in which head knocking was the principal action. The students didn't care how they played just so they won.

But the influence of the pros, in playing more attractive football was just too strong.

And the college rules committee found that football was so good the past season, no changes were necessary. The substitution rule will stand.

The colleges do not have authentic two-platoon football. Whereas the pros can substitute full teams any time, the colleges do it only when the ball changes hands. That was the last concession to iron man football. It forced the college coaches to work their boys both ways because there were times when the offense would be caught in a defensive position and vice versa.

BUT IT CAUSED little trouble and the colleges could platoon about as well as they might want.

There were some rule changes, to be sure, but none involving substitutions. Those made were designed to help the officials or to equalize.

Next fall it will be mandatory that the interior linemen on offense — tackles, guards and center — be numbered from 50 to 79. This is to help in catching the ineligible receivers. There will be a five-yard penalty per down so long as players without the proper numbers are in the lineup.

A rule was passed banning the use of electronic headgear — that is a player having a device in his headgear to receive wireless messages.

Through this the quarterback could change from a run to a pass after he had rolled out.

PYRAMIDING ALSO was outlawed. It didn't happen in the Southwest Conference but in older areas there were instances of players being boosted into the air to block field goal tries, especially if the place kicker was using the soccer or side-winder style, which usually brought a comparatively low kick.

Another reason for the ban was that when the player, who had been boosted into the air, came down he might fall on other players and cause injury.

A committee will investigate the system of playbacks that was used by a number of coaches last season. This was done by use of closed circuit television and a couple of Southwest Conference coaches — J. T. King of Texas Tech and Bar-

rell Royal of Texas — employed it last fall.

THE COST WAS the major objection. The rules committee thought it might create inequities since some schools couldn't afford it. The device cost about \$35,000.

However, it will be available for \$10,000 next season and if there are prospects of it going even lower — say down to a few hundred dollars — the rules committee undoubtedly will allow it to continue. Anyway it

will still be available next season.

Committees also will look into changes that will remove inequities created by offsetting penalties in a change of possession (now the kicking team gets the ball back) and to make penalties on fouls occurring while a free kick is in the air conform to those on a punt. On the latter, there is a penalty in yardage but on the former there is the loss of the ball at the spot of the foul.

Sports

footnotes

by david butler

Things will really be buzzing around Hereford High School Friday as the students kick off their annual basketball homecoming.

The new basketball queen and her court will reign after being presented during special half time activities.

ALSO ON HAND will be a thrilling basketball game between the Hereford Whitefaces and the Muleshoe Mules.

This will be a first for us, because where we came from there was no such thing as a basketball homecoming during the season — all we had was football homecoming.

We think it gives the students a lift after the semester test when things at school seem to get pretty dull.

Of course as the spring season rolls around there will be plenty of activities for the students — with the Junior-Senior Prom, the basketball banquet and many other club parties.

Although the Whitefaces' showing in district basketball has been somewhat less than spectacular this season we feel that the men on the team have done a good job and have played well against the tough competition.

THE DISTRICT has, in the past years, been noted for its tough basketball teams and this year has been a good example of this.

We dare say that any team in the district could fare well in the state playoffs.

Sometimes it is to our disadvantage to be in a district with teams such as Canyon and Dumas who have a few advantages over us.

For instance: It is almost impossible for a team with no taller boys than we have to compete with the tall men on the Canyon squad.

DUMAS, ON the other hand, has a winning tradition and that does a lot to spark the ego of the players on a team of that kind.

Early in the football season many sportswriters prognosticated that Dumas would not fare well at all in the district in football — they had very little experience and most of the play-

ers were sophomores and juniors. As the season began most of their seasoned players were injured and out of action and yet the Demons marking up the victories — what was the reason for this? Most sportswriters shrugged and said "winning traditions."

Being from Dumas we can remember when the Demons nearly always wound up on the bottom of the district. Our biggest rival was Phillips who nearly always ran us off the field — they defeated us 28 years in a row before we could swing a victory over them.

ONLY UNTIL the people of the town got sports minded and began backing the coaches and the athletes did the teams begin shaping up.

The people of the town had to learn that there was always a next year to improve and that blaming the coach or the men on the team for a slump-year was not the answer to the problem.

They kept going to the games even though they knew there was no chance of a district title — this is the kind of support we have been and must continue giving our coaches and athletes if Hereford is to have a really successful season in any sport.

IT WOULD BE different if the men on the team were pros, but they are not — they are playing the best they can — so we say, continue backing the Whitefaces as you have and they won't let you down.

Basketball mothers are well underway in the planning of a fine banquet for the team members of all of the high school cagers.

The event is scheduled for Mar. 26 and will honor the freshmen, B-team and varsity players, their dates and parents. WE ARE LOOKING forward to attending the event, knowing it will be all as enjoyable as the football banquet.

We say "hats off" to the Stanton Junior High School officials who planned and executed the fine junior high basketball tournament last weekend.

Those of you who were unable to attend the event missed some fine basketball games. During the times that we were there the gym seemed full of spectators.

It really makes us feel good to see the people of Hereford back school sponsored activities.

The Isle of Man covers 277 square miles in the Irish Sea, 20 miles from Scotland. Its mild climate attracts tourists.

Britain's Princess Margaret receives \$42,000 annually from Parliament.

BRAVO!

The only thing missing is nicotine.



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



TO PLAY HERE — Members of the Fabulous Whiteface Gym at La Plata School. Tickets can be obtained from any member of the Hereford Lions Club. Advance tickets will be \$1 for adults and 75 cents for students. Tickets at the door will be \$1.50 for adults and \$1 for students.

Whiteface Bees Take Eighth Victory Friday

Hereford Whiteface Bees racked up their eighth district win Tuesday evening when they downed the Canyon Eagles 56-41 in Whiteface Gym.

THE WHITEFACES jumped

to a 11-6 lead by the end of the first stanza, but led by a narrow 21-17 margin as the half-time intermission rolled around. But as the third quarter began the Whitefaces began to pull ahead and by the end of that quarter they had taken a 36-27 lead.

Hereford began to hit well and by the end of the game the Whitefaces had taken a decisive 56-41 lead over the Eagles.

Bill Watts led the rebounding

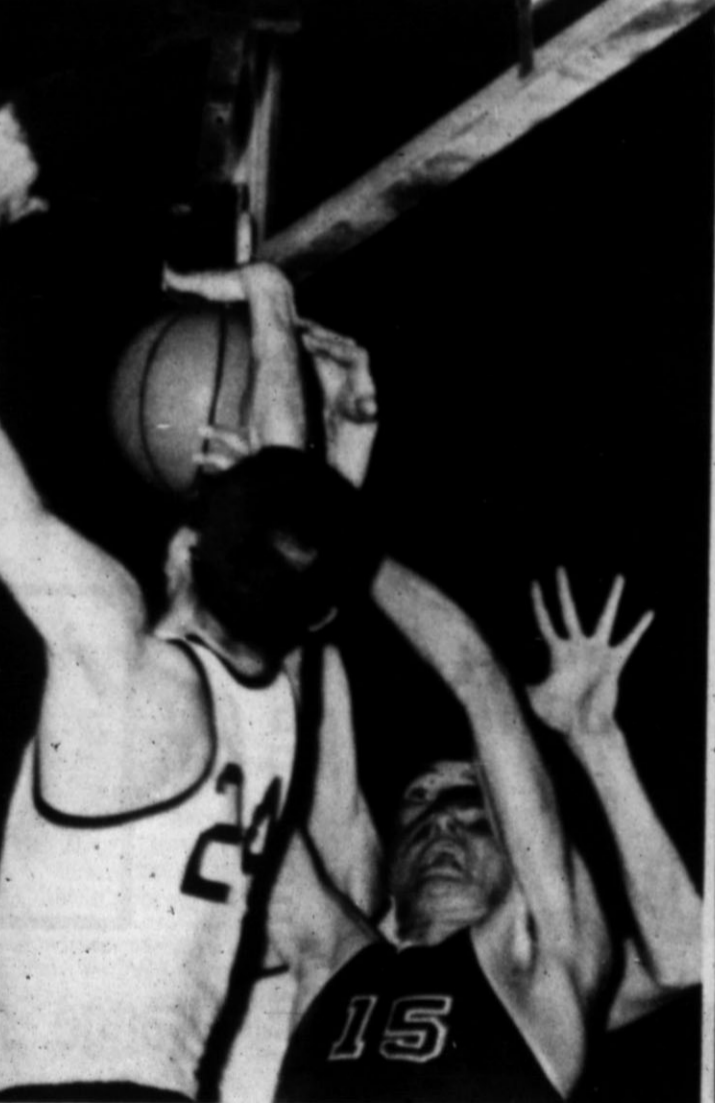
for the local Bees, grabbing 10 in the game.

LARRY CHAMP was second high man with nine rebounds. Barry Johnson and Tony Malouf grabbed seven each and Jim Childers took six.

Dale Smith led the team in scoring with 12 points, and Bill Watts was second high man with 11 points. Larry Champ scored 10 points.

The Bees will go into action again Friday when they clash with the Muleshoe Mules.

IN AN earlier game with the Mules the Whitefaces won by a wide margin. Following the Muleshoe game the Bees will have only one remaining game with the Dumas Demons next Tuesday.



PERFECT BLOCK — Robby Lemons goes up to block a shot by Mark Lair of the Canyon Eagles. Lemons made several good blocks in the game limiting the Canyon score, but the team was not able to pull a winning margin and the game wound up with the Whitefaces on bottom 64-53. (Staff Photo)

PAUL W. METCALF
CANDIDATE FOR OFFICE OF
County Commissioner
Precinct 4
DEMOCRATIC PRIMARY

"I will do my best to serve faithfully, honorably and with respect to the office, and to the people who so honor me."

Hereford Takes Second In Local Tourney

Hereford seventh graders from Stanton Junior High School walked away with second place in the seventh grade division in the junior high tourney last weekend.

THE TEAM was defeated in the finals by Estacado Junior High School of Plainview who took the championship trophy home with them.

Dimmitt seventh graders won the consolation game in the tourney Saturday evening.

Coronado Junior High School also of Plainview took first place in the eighth grade division of the tourney and Dimmitt won second place.

CANYON JUNIOR High School cagers took consolation honors in the tourney.

The tournament began last Thursday and continued through Saturday evening.

Bees Downed In Non Conference Game Saturday

Hereford B-team members dropped their first game since the Christmas holiday break when they were defeated by the Portales High School B-team Saturday 54-28.

THE LOCALS fell behind early in the game and were never able to catch up. By the end of the first quarter the team trailed 11-4.

As the first half ended the team trailed by a 23-14 deficit. In the third quarter, the locals were able to score only six points while the Portales five scored 14.

TRY, AS THEY might, the fourth stanza went no better for the Bees as they were able to score only eight points to the opposition's 17.

Dale Smith, Tony Malouf, Jim Childers and Barry Johnson all tied for high man honors, scoring six points each.

University of Florida biologists hope to mount radio transmitters on green turtles and track them by satellite.

The United States severed diplomatic relations with Cuba Jan. 3, 1961.

Bowling Scores

SUNSET KEGLERS STANDINGS		
	WON	LOST
Reddell Water Well	54	22
Troy Moore	53 1/2	26 1/2
Farmers Supply	52	28
Carl McCaslin	47	33
Easter Fertilizer	43	37
Hereford Fruit Market	41	39
Owens & Hollingsworth	40	40
Beefmaster	33	47
Hereford Welding	32	48
Hereford Insurance	30	50
Richardson Seed	25 1/2	50 1/2
Medics	25	55

WEEK'S RESULTS

Troy Moore	3
Beefmaster	1
Farmers Supply	1
Carl McCaslin	3
Owens & Hollingsworth	1
Hereford Fruit Market	3
Medics	2
Reddell Water Well Service	2
Hereford Insurance	0
Richardson Seed Co.	4
Hereford Welding	3
Easter Fertilizer	1
High Individual Series, Alice Lueb and Clea Weemes, 537; high individual game, Clea Weemes, 205.	
High Team Series, Troy Moore 2,284; high team game, Troy Moore, 826.	

Track Slate To Begin In Fort Stockton

Hereford High School track coach Joe Brooks announced that the 1966 track schedule is now complete.

First Meet for the team will be Feb. 26 at Fort Stockton and will wind up its season in Perryton at the district meet Apr. 16.

The schedule is as follows:
Feb. 26 Fort Stockton
Mar. 5 Brownfield
Mar. 19 Levelland
Mar. 25 Wayland Relays in Plainview

Apr. 2 Amarillo Relays
Apr. 7 Hereford Invitational
Apr. 16 District Meet (Perryton)

Electric fans were invented in 1892.

The United States severed diplomatic relations with Cuba Jan. 3, 1961.

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A good thing always is.

Got that can't-wait-for-spring, can't-wait-for-that-new-car feeling? Welcome to the club! Olds 88 Swing Fever is catching up with just about everybody, and they're loving every minute of it. But the best part is the cure—as easy to take as a swinging new Jetstar, Dynamic or Delta 88! There's one priced right for you. See your Olds Dealer for a Rocket Rx today. Then watch your fever go down as your fun goes up. Happy convalescence! LOOK TO OLDS FOR THE NEW!

OLDS 88 SWING FEVER
IS SWEEPING THE COUNTRY!

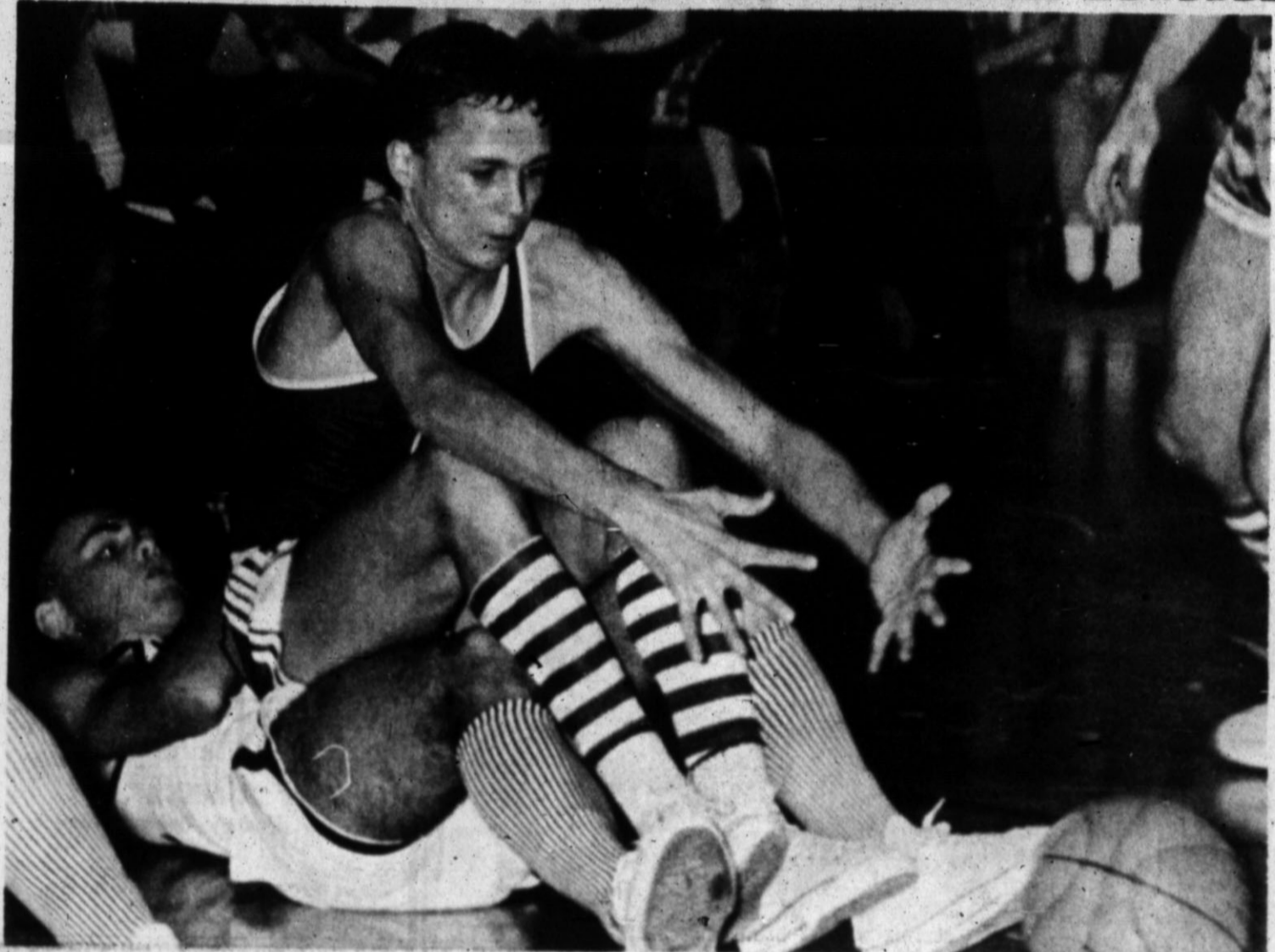
STEP OUT FRONT
... in a Rocket Action Car!

OLDSMOBILE

ORSBORN CHEVROLET-OLDS-2nd. & SCHLEY



CHARTER MEETING — The Hereford Paisano Lions Club held its charter meeting Monday evening and officers were installed. Above are O. Z. Golden, local Lions president; Joe Soto, new club president; Tom Kirkham, state secretary, of Austin; Paul Abalos, secretary, and J. W. Roberson, district governor. (Staff Photo)



ONE OF THEM DAYS — Sometimes, things just don't go as planned . . . and moreover, as in this case, some things just aren't planned to begin with. So Hereford basketball player Roger Owen was all down in the dumps about the turn of events this play took, while Canyon Eagle Mark Lair came out on top of the situation, although somehow missing the object of the whole game. (Staff Photo by Tyler Vance.)

TO CANYON EAGLES

Whiteface Cagers Drop Fifth Conference Game

Hereford Whiteface cagers dropped their fifth conference battle Tuesday in Whiteface Gym to the Canyon Eagles, 64-53.

This was the second loss for the locals to the Eagles with the Whitefaces losing the first game 67-57 earlier in the season.

HEREFORD TOOK an early lead in the game and at one time the locals led 13-3 early in the first quarter as the Eagles couldn't seem to hit the basket.

By the end of the first stanza the Whitefaces still led 15-9. But as the second quarter began the Eagles began to retaliate and by the end of the first half the Canyon five led 33-4 after scoring 24 points in the second period.

In the third quarter the Whitefaces scored 15 points, but were not able to match the 19 scored

by the tall Eagles who seemed to outreach the locals for the points.

Hereford held its own with the Eagles in the final period with both teams scoring 12 points each, but this was not enough to make up the 11-point deficit that the locals needed to win the game.

THE WHITEFACES hit well from the floor, averaging 34.4 per cent during the game. They were some what off on the charity line, hitting only 46.2 of their free throws.

Canyon's hitting was better than the Whitefaces in both phases with the Eagles hitting 46.2 per cent from the floor and 66.6 per cent from the charity line.

Hereford's players hit six of 16 shots in the first quarter, five of 12 in the second, five of 13 in the third and four of 17 in the final period.

Canyon hit three of 12 in the

first quarter, nine of 17 in the second, eight of 16 in the third and five of 19 in the fourth.

THE WHITEFACES hit 13 of 28 free throws while the Eagles hit 14 of 21.

Hereford players lost the ball 13 times while the Canyon quint lost it only 10 times.

Steve Hodges led the scoring for the Whitefaces marking up 17 points in the game. He scored on four field goals and nine free throws.

Robby Lemons was second high man with 15 points, scoring on seven field goals and one free throw.

Mark Lair led the scoring for the Eagles with 22 points. Rick Bacon was second high man for the Eagles with 19 points.

HODGES LED the Whitefaces in rebounds, grabbing 15 from the board. Lemons grabbed seven for the Herd in the game.

The Whitefaces will go into

action again Friday when they clash with the Muleshoe Mules in Whiteface Gym for the homecoming game.

Game time will be at 8 p. m. for the varsity and 6:15 for the Bees.

Following the Muleshoe game the locals will wind up their season in Dumas next Tuesday.

Hereford Drops Saturday Game In Portales

Hereford Whiteface cagers dropped their last non-conference game of the season Saturday to Portales High School 51-39.

PORTALES took the lead in the first few minutes of the game and Hereford was never able to get ahead, although the game was at a 19-19 tie at the half time intermission.

The Whitefaces could not hold the close margin in the third quarter as the Portales five scored 14 points while allowing the locals only six.

In the fourth stanza the locals made a comeback, scoring 14 points, but that was not enough to make up for the third period deficit.

Robby Lemons led the team in scoring with 16 points in the game. Steve Hodges and Gene Duvall were close behind with Hodges scoring nine and Duvall marking up six.

Mt. Vesuvius erupted in 79 A. D. and buried an estimated 20,000 residents of Pompeii under hot ash.

The continent of Asia, covering about 16.9 million square miles, is the world's largest. Africa (11.5 million square miles) ranks second and North America (9.3 million square miles) is third.



By MELVIN YOUNG
There seems to be little concern for the dropouts from the school of experience. — Matador (Tex.) Tribune

—HB—
"Help your wife," advises a home economics editor. "When she washes dishes, wash the dishes with her; when she mops up the floor, mop up the floor with her." — Dundalk (Ont.) Record

—HB—
And it appears that the power companies in Lubbock Co. are having some difficulty with unscrupulous users. And as the paper said, "It wasn't exactly an electrifying charge," but two men, both from Lubbock, have been charged with meter tampering.

Apparently, more than 100 meters on the South Plains Electric Cooperative lines have been altered, causing the measuring dial not to turn as fast as it ordinarily would.

Power company officials however report that it's quite easy to detect a faulty meter, and particularly when they are on the alert for such things. Consequently, fellows, it just doesn't pay. Besides, the fine upon conviction is pretty stiff — and it is against the law to tamper with your meter.

Gets so a guy just can't make a dishonest buck.

—HB—
Eldred Brown, from out in the western part of the county, and Clarence Betzen dropped by the office recently to let us know that the annual Area I, Ft. Worth Press Soil Conservation awards banquet will be held in Hereford this year. Dates for the meeting will be May 17-18.

It's quite an affair, and the local soil conservation committee is expecting something like 300 registrants for the event. Area I covers more than 40 counties in the upper part of Texas, including all of the Panhandle and much of the South Plains area and running as far East as Quanah. The state includes 5 such districts.

Incidentally, the state-wide awards banquet is held annually in Ft. Worth and is sponsored by the Ft. Worth Press. The local District took first place in the state-wide publicity contest last year with a tabloid section published in The Hereford Brand.

—HB—
Woe be the poor parent. You try to teach the younger generation to work; to be resourceful; to make money — and who gets it in the end?

The parents.
Our eldest daughter is always casting about for ways to line her purse — usually at the expense of Pops. Her latest endeavor, however, looked pretty good on the surface and we were elated. It looked like a good solid business deal.

It all started when she and a friend came up with the idea that they could teach the younger set (the 5 to 12 year old group) to roller skate. They made a deal with the folks at the skating rink, and finally gathered up some 20-25 students for the Saturday morning classes, which they started this past week.

Included in the class, of course, was our youngest daughter. Naturally she was the first pupil, and reluctantly, we dug down into the pocket book for the tuition fee — which seemed reasonable enough. Then the hammer dropped. She had outgrown her skates.

Now anyone that has purchased a set of roller skates and shoes know that the things are pretty expensive — and when you have a growing child, it gets worse. Chances are, she hasn't worn the old set 10 times

Stanton Cagers Near End Of Season's Slate

Cagers from Stanton Junior High School and the Whiteface freshmen will travel to Tulla this afternoon for a skirmish with the Tulla Hornets.

Following this game the local teams will clash with the Muleshoe Mules in Muleshoe and the Coronado Junior High School basketball players, ending their schedule for this year.

The junior high cagers have had a successful season as well as the freshmen.
Junior high coach is Ray Don King. He is assisted by Don Taylor and Pat Privett.

since we purchased them two years ago — but that's the way the ball bounces, as any parent can tell you.

Then the second blow came. Our eldest daughter, figuring that she should be properly outfitted if she was going to teach a class in skating, hit us with the idea that she needed a set of precision skates.

"How does that grab you?" she asked, and we'll have to admit that it grabbed us where it hurt most — the pocketbook.

Well, as any well adjusted parent will tell you, you just can't have your daughter seen in public in an outmoded pair of skates. It just isn't right — and after all, you can probably find a fine set for around — let's see now — well, about \$75. Add that to the \$25 for the student daughter's skates. Comes to about a \$100. Add on tuition cost; automobile expense to and from the rink; a little chow for both of them and . . . ??

Well, it could have been worse. She might have taken up skiing!

—HB—
Something new in anti-Americanism?

The Buffalo Evening News reports a sign in Santo Domingo which reads:

"Yankee go home — and take me with you."

—HB—
And then there's the story about the government "wage and hour" worker quizzing a salty West Texas farmer about his employees.

"Well now," said the farmer. "I pay that man \$1.00 an hour

and all he can eat.
"And I pay that man \$1.25 and furnish him a place to live, with all utilities paid," he continued.

"That's fine," said the government man, "and are they the only workers you have here?"
"Nope," replied the farmer. "There's one tobacco-chewing idiot here who runs errands, cleans the barnyard and does the night irrigation. He makes about 30 cents an hour plus his chewing tobacco."

"Why you can't do that," retorted the government worker. "Let me talk to that man."
"You are," replied the farmer.

—HB—
Don't know that there has been any real effort made to pull tourist and conventions into Hereford but we noticed a number on schedule — and several in the planning stage.

Hereford has always been a popular place for conventions and conferences — the smaller ones to be sure, due to the lack of hotel and motel rooms, etc.

But that picture has changed considerably in the past five years. We have acquired a couple additional motels within the past two years, and two of the older ones have been remodeled and added-on within the past five years. In addition, we have picked-up a number of additional meeting places such as the banks' community rooms, the Community Center, additional space at the churches etc. More recently, the Bull Barn has been remodeled, complete with a suspended ceiling, new lights etc. and believe it or not, it looks real nice. And it will facilitate a pretty big crowd.

Frankly, we'd like to see the various clubs and organizations in Hereford make a bid for conventions.

It brings a lot of money into town, and although most of us do not benefit directly, we do profit indirectly from the deal. Think back. Have you ever attended a three-day conference; with your wife, and come home

spending a minimum of \$100? You'll do it every time.
The Chamber of Commerce, by the way, is not necessarily in a position to do the solicitation — but they will work with the various organizations and they will go all out to make them welcome, as well as assisting during the conference.

—HB—
Remember when income tax was paid only by people who could afford to? — Brooks (Ala.) Bulletin.

Look Who's New

Mr. and Mrs. Richard L. McGowan are the parents of a son, Gaylen Kelly, born Feb. 8. He weighed 7 lbs. 9 ozs.

Mr. and Mrs. Moses T. Jimenez are the parents of a daughter, Odella, born Feb. 7. She weighed 6 lbs. 11 ozs.

Mr. and Mrs. Pete Casias are the parents of a daughter, Angela, born Feb. 7. She weighed 6 lbs. 7 ozs.

Mr. and Mrs. Samuel E. Choate are the parents of a daughter, Bonnie Sue, born Feb. 6. She weighed 6 lbs. 8 ozs.

Mr. and Mrs. David D. Feugh are the parents of a daughter, Korenda Michelle, born Feb. 6. She weighed 6 lbs. 3 ozs.

BIRTH ANNOUNCED

Mr. and Mrs. Kasimer Kachmarck of Richmond Heights, Mo., announce the birth of a son, Mark John, born Feb. 7. Mrs. Kachmarck is the former Miss Barbara Tiefel of Hereford, daughter of Mr. and Mrs. George Tiefel, 124 Ave. J. The baby weighed 7 pounds 13 1/2 ounces.

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FOR GOD SO LOVED THE WORLD



NO MALICE

No American who ever lived had a greater grasp of the true meaning of Freedom than Abe Lincoln, the kindly and rugged-featured man who described this nation as having been "conceived in liberty, and dedicated to the proposition that all men are created equal."

But Abraham Lincoln knew that Liberty could not be won and maintained by men alone. He acknowledged Divine power. The Great Emancipator made that clear in all his classic utterances. The closing lines of the Gettysburg Address is our best example: "... that this nation, under God, shall have a new birth of freedom ... and that government of the people, for the people, shall not perish from the earth." ... that is Americanism.

First Methodist Church
Rev. Herschel L. Thurston
Pastor
501 North Main

Wesley Methodist Church
Rev. Noah Arnpriester, Pastor
410 Irving

Bippus Community Church
Eugene L. Nangle each first and third Sunday and R. D. Evans each second and fourth Sunday.

Church Of Jesus Christ of Latter Day Saints (Mormon)
Country Club Drive.

Kingdom Hall Of Jehovah's Witnesses
319 Ave. I

Assembly Of God Church
Rev. V. W. Marcontell, Pastor
Union and Ave. G

Immanuel Lutheran Church
Fred Beversdorf, Pastor
Park Ave. and B Street

The Church Of God In Christ
Rev. Calvin Hodge, Pastor
115 West Norton

Seventh Day Adventist Church
Pastor - Elder J. H. Turner
West Park Addition

Mission De San Jose
Labor Camp

Church Of The Nazarene
Rev. K. Dwight Southworth
Pastor
Fourth and Jackson

Grace Gospel Church
Rev. H. V. Fields, Pastor
Thirteenth and Avenue K

St. Thomas' Episcopal Church
Rev. S. P. Hackley, Vicar
Harrison Highway

St. Anthony's Roman Catholic Church
Father Angelus, Pastor
Harrison Highway at 25 Mile Ave.

First Presbyterian Church
Rev. Russell Wingerl, Pastor
610 Lee Street

First Christian Church
Rev. Eugene Brink
Pastor
West Park Avenue

Dawn Baptist Church
Eugene Suttle, Pastor

First Baptist Church
Rev. B. L. Davis, Pastor
Fifth and Main Streets

Frio Baptist Church
Rev. Samuel B. Ogan, Pastor
Frio Community

Avenue Baptist Church
Ronald A. Harpster, Pastor
130 N. 25 Mile Ave.

Mt. Sinai Baptist Church
H. B. Whitten, Pastor
302 Knight Street

Summerfield Baptist Church
Rev. James Arnold, Pastor

Calvary Baptist Church
Rev. Clarence F. Powell
Pastor
205 E. Sixth Street

Westway Baptist Church
Rev. James G. Martin

Temple Baptist Church
Rev. Tommy Phelps Pastor
Forrest Ave. and Ave. K

Fellowship Baptist Church
Independent & Fundamental
Pastor - Kenneth Irwin
Moreman Dr. and Greenwood

Iglesia Metodista San Pablo
Rev. Gilbert Diaz
Pastor
223 Kibbe Street

Thompson Memorial Mexican Baptist Mission
Herman V. Martinez
Ministro
215 Norton Street

San Antonio A La Iglesia
North 25 Mile Avenue and Highway

Templo el Calvario Assamblea de Dios
Pastor, Martin Musquiz
Calle Ave. H & 13th

La Iglesia De Cristo
Sunset and Plains Ave.

Central Church Of Christ
L. E. Fooks, Minister
148 Sunset Dr.

Park Ave. Church Of Christ
On Harrison Highway

Baptist Mission B.M.A.
Old Rock Bldg. V.F.W. Park
Missionary Pastor,
J. H. McWilliams

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

HEREFORD INSURANCE AGENCY
323 N. Sampson

PIGGLY WIGGLY
Mr. and Mrs. Gaylord Newell

HEREFORD TEXAS FEDERAL CREDIT UNION
Mrs. Dyalhia Benson

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Dick Barnard - Jesse Stanford

DAVIS IMPLEMENT CO.
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ED SKYPALA
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HEREFORD STATE BANK
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WESTERN WRECKING
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HEREFORD LAUNDRY & DRY CLEANERS
Ernest Kendall

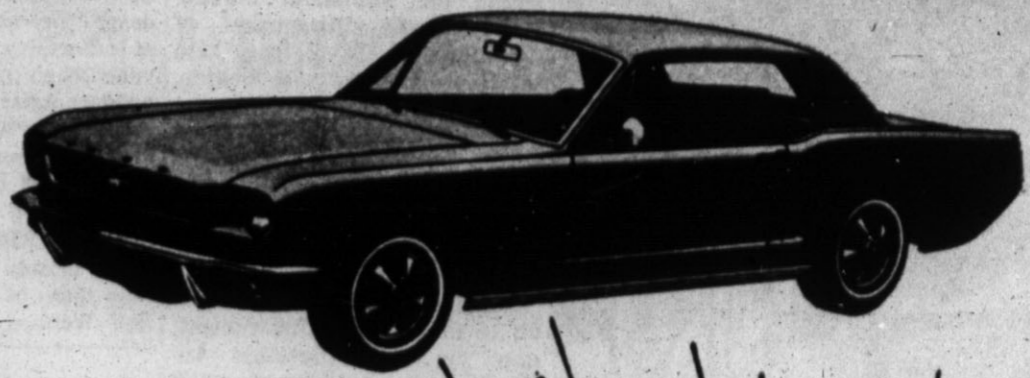
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NYLON HOSE
Seamless Pair **89¢**

After Shave Old Spice Lime **\$1.50**
HAIR SPRAY Caddy Each **99¢**
REVLON Intimate Spray, 2 Oz. **\$2**
OGILIVE Hair Spray, 20 Oz. **\$2.25**

Furr's Family Kitchen Delicatessen
1 Whole Fried Chicken **\$1.89**
1 Pint Cole Slaw
1 lb. Potato Salad
Old Fashioned Potato Salad lb. 49¢
Pimento Cheese Spread lb. 79¢
Hot Macaroni & Cheese Pint 39¢

Sugar Holly 5 Lb. With \$5 Purchase Or More **39¢**

Pork & Beans HUNTS No. 300 Can **2:23¢**
Mellorine DARTMOUTH ASSORTED FLAVORS 1/2 Gallon **25¢**

Reg. or King Coca Cola 6 Btl. Ctn. Plus Dep. **39¢**
Chase & Sanborn Coffee 7c Off lb. **69¢**
Chase & Sanborn Instant Coffee 10c Off 7 Oz. **79¢**
Pudding Mighty Fine 4 For **25¢**
Eggs Farm Pac 2 Doz. Grade A Medium **89¢**
Del. Monte Fancy Peas Sweet 303 Can 5 For **\$1**
Crackers Bremner lb. **23¢**
Bluebonnet Margarine 2c Off, lb. **29¢**
Food Club Peanut Butter 18 Oz Jar **49¢**
Ranch Style No. 300 Can
Italian Seven Seas Creamy Dressing 8 Oz. Jar 3 For **\$1**
Dog Food Purina 5 Lb. Bag **69¢**
Circus Assorted Flavors 46 Oz. Can
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Flour Gold Medal 25 Lb. Bag **2.09**

Pork Chops Family Pack 1/4th Pork Loin lb. **79¢**



SPARE RIBS Lean Meaty Young Tender Pork lb. **59¢**
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PORK LOIN ROAST Tender Loin Cut End Cut lb. **69¢**
SLICED BACON Hickory Sweet Sugar Cured lb. **79¢**

FRESH FRYER PARTS USDA Grade A
Pick of Chick lb. **59¢**
Breast Fryer lb. **69¢**
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SLICED BOLOGNA FRANKS All Meat, Farm Pac lb. **59¢**

FRESHER PRODUCE VALUES
Central American Fruit **BANANAS** lb. **9¢**
Cauliflower California Sno Ball Heads Each **19¢**

ORANGE JUICE Pure Florida qt. **33¢**
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FREE FRONTIER SAVING STAMPS
100 (\$10 worth) Frontier Savings Stamps with this coupon and \$25 Purchase or More at Furr's in Hereford.
Limit One Per Family
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EXTRA CARE FROZEN FOODS
TOP FROST BABY LIMAS Frozen 10 Oz. Pkg. **19¢**
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COMBINATION Plate ROSERITA FRESH FROZEN 12 Oz. Pkg. **49¢**
Fruit Pies Morton's Fresh Frozen Apple, Peach, Cherry or Coconut, 8" Each **29¢**

REP. ROGERS WRITES

Small Business Agency End Could Be Near

The Small Business Administration is marked for destruction under a proposal to place it within the mammoth bureaucracy of the Department of Commerce. I have long held that there are too many boards, bureaus, and agencies in the Federated Government — and I have long been critical of the Small Business Administration for abusing its powers and for concentrating too heavily on big city problems.

But the fact remains that in all of the Federal Government, only the Small Business Administration speaks for the small businessman. I believe the SBA should be preserved as an independent agency and not buried in the Commerce Department. The SBA needs improving, it needs to be made to do better what it is supposed to do, but it should not be killed as part of the continuing concentration of Government power.

THE SMALL businessman is too often the overlooked victim of increasing bigness in Government and the economy. The danger of BIG Government, Big Business, Big Labor is a subject of great concern. Bigness is a very real threat: size can be a ruinous factor in business competition. It is a problem Congress has had to tackle over and over as the country has grown because there has been general recognition that the small entrepreneur is — all through our history — a basic strength in our economic system.

I'm opposed to submerging the Small Business Administration in the vast bureaucracy of the Commerce Department. Although I have been frequently critical of SBA policies as not being fully responsive to small businessmen's problems, the agency has maintained its independence and does report directly to the President. As of now it is not susceptible to policy misdirection by a large Department where big fish might seek to devour the small.

CENTRALIZATION is a danger at all levels of Government. We have witnesses — to the deep regret of many of us — the diminution of the Constitutional doctrine of separation of powers. States and cities have lost their influence as power has shifted to Washington, and our efforts to reverse the trend meet with little success.

Now a very dangerous new power axis is forming — that between the big Federal Government and the biggest U. S. cities. This is a form of centralization with which we're familiar. Another kind takes place within the Federal Government structure. This is the kind that resulted in putting together unrelated departments during the Eisenhower administration to form the cabinet-rank Department of Health, Education, and Welfare.

HEW, as it is called, is a hodge-podge of activities and only the most far-fetched argument would support the idea that the U. S. Public Health Service, the Office of Education, and the Social Security Administration (not to mention other

functions under the HEW wing) have any business being included under the same centralized administration. This error, despite my objections and those of others, was repeated last year when separate and independent agencies of the Government were lumped together to create the new cabinet-rank Department of Housing and Urban Development.

ALTHOUGH ITS activities are more closely allied in purpose than those of Health, Education, and Welfare, the new department

(called "HUD," for short) is going to pose problems common to any organization with a centralized administration and set of policies. For example, HUD in my view threatens to concentrate so heavily on urban matters that its responsibilities in rural and semi-rural areas may suffer.

Voices speaking for small interests must be preserved in this Government. The Department of Agriculture, originally the voice of the farmer, is now concerned with its "image" to

the extent that its 1965 Yearbook of Agriculture, "Consumers All" is not aimed any more at farmers than it is to city dwellers. In its own way, every Department is concerned about city support — and it is a continuing fight to see that large urban interests and bigness generally don't prove overwhelming.

The National Zoological Park in the nation's capital attracts an average of 3 million visitors a year. The park has 2,500 wild animals.

New York City's Verrazano Bridge, which links Brooklyn and Staten Island, handled 17 million vehicles and collected more than \$9 million in tolls during its first year of operation.

Read The Classifieds

Riders Club To Talk Rodeo At Meet Tonight

A family covered dish supper will highlight the regular meeting of the Hereford Riders tonight at the Community Center. The supper will be served at 7 p. m.

Plans for an American Junior Rodeo Association Rodeo, May 6, 7, 8, have been drawn up by the rodeo committee and will be presented to the club at this meeting.

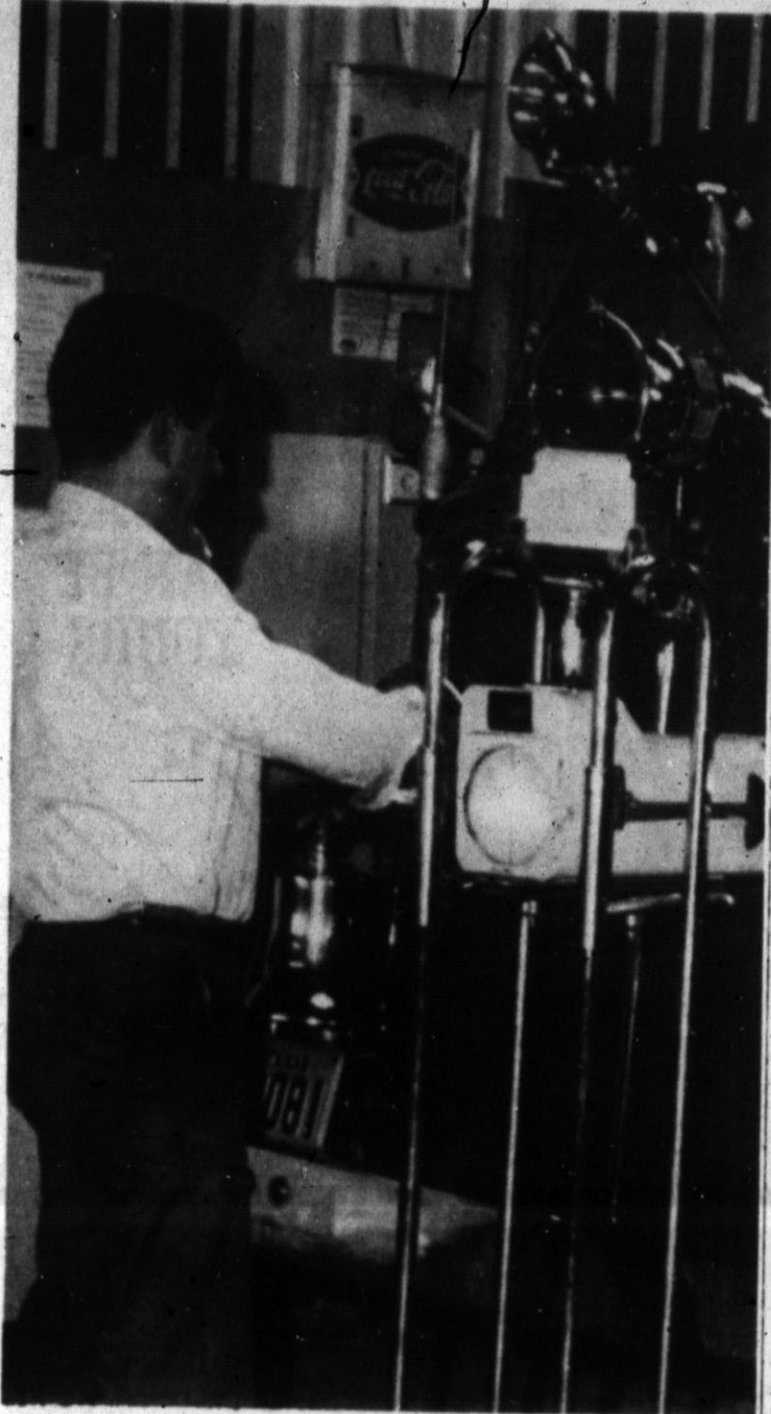
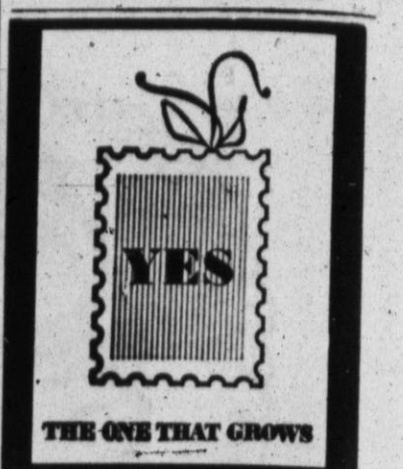
The Hereford Junior Riders will have their first meeting of the year Thursday immediately following the business session of the Hereford Riders.

Officers and sponsors will be elected by the Juniors

for 1966, and a practice session for the spring playday will be scheduled.

Sunday afternoon, the steer ropers will be swinging their loops at a matched 'headin' and 'heelin' to be held in the Riders Club arena.

Classifieds Get Results



FIRE TRUCKS, TOO—State laws requiring vehicle safety inspections annually make no exceptions, so the Hereford Fire Department rolled its big red engines into certified inspection stations this week, along with many other area auto, pickup and truck owners. Deadline for obtaining the new stickers is April 15. (Staff Photo)

Stations Listed For Vehicle Safety Checks

Hereford garages are now in the process of issuing the new

1966 auto safety inspection stickers.

The deadline for the inspection is April 15, although everyone is urged to obtain stickers early to avoid the usual last day rush.

THERE ARE seven Hereford garages now authorized to issue the stickers, and three more are in the process of being authorized by the state.

Those now inspecting autos are McRight Garage, Orsborn Chevrolet, Beaver Motors, Dishman-Hale Motor, Stephens-Hudson Motor, Kinsey-Orsborn Motor, and Hereford Radiator.

Soon to be issued authorization are Hi-Way Pontiac, Phillips-Lawrence Service Station, and Hedrick Dodge.

In order for a business to be authorized to issue the safety stickers, a mechanic must pass exams given by the state, post a \$1,000 cash bond, and be able to operate a headlight machine. This headlight machine allows the mechanic to adjust the headlights of autos and trucks.

The cost of the sticker is \$1.00, and adjustments are extra.

Thousands of stones bearing curious Viking inscriptions are scattered throughout Scandinavia. They bear testimony to the exploits of the seafaring Norsemen and offer examples of the first written Germanic Language.

Deadline Near To Sign For Medical Benefits

If you were 65 years or older on January 1, you have only until March 31 to sign up for the medical insurance feature of Medicare.

If you miss that date, you won't get another chance until 1967, and then you will have to pay a penalty.

Finally, if you let more than three years go by after your first opportunity to enroll, you will have lost that right forever.

Medicare's medical insurance feature shapes up as an all-time insurance bargain. After the first \$50, it covers 80 percent of the expense of all doctors' charges, diagnostic services, X-ray treatments, rental of medical equipment, cost of artificial legs etc., and home visits by nurses on therapists. All for \$3 a month.

Firemen, DPS On Alert For Crippled Plane

Members of the Hereford Fire Department, along with a unit of the Texas Highway Patrol, were called Sunday morning in response to a call made by the pilot of a small plane that had a broken propeller and was going to make an emergency landing.

The pilot said he was going to try and land on the Harrison Highway near Hereford.

After the highway patrolman and firemen were dispatched to look for the aircraft, word was received from Tucumcari that the plane had landed safely near a farm house near Bellview, N. M.

The pilot was not identified to Hereford authorities as the incident was handled through the Tucumcari Air Port.



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And Introducing
Our Newest Staff
Member
PAULINE LOVAN

ANNOUNCING....

The Purchase of Pool-Sigman Agency

We have recently purchased the Pool-Sigman Insurance Agency and have reorganized and expanded our staff to fully take care of our regular and new clients.

We invite you to come in and discuss your insurance needs with us.

ROBINSON Insurance Agency

Phone EM 4-2232

ONE MINUTE, PLEASE

THE CHURCH I LOVE . . .
Is Enrolled or Registered in Heaven (6th in series)
"Nevertheless, what you should rejoice over is not that the spirit submit to you, but that your names are enrolled in heaven." (Luke 10:20 NEB).

We, who are the called-out of Christ in the 20th century, should also rejoice that our names are written in heaven. Because we "are come into mount Zion, and unto the city of the living God, the heavenly Jerusalem, and to innumerable hosts of angels, to the general assembly and church of the first born who are enrolled in heaven . . ." (Hebrews 12:22, 23. This quote from the older translation for clarification).

"When the trumpet of the Lord shall sound and time shall be no more,
And the morning breaks eternal, bright and fair;
When the saved on earth shall gather over on the other shore,
And the roll is called up yonder, I'll be there."
—J. M. Black

And after the final Judgment, "The Death and Hades were flung into the lake of fire. This is the second death; and into it were flung any whose names were not to be found in the roll of the living." (Revelation 20:14, 15 NEB.)

Any wonder we should rejoice that our names are enrolled in Heaven?

YOU ARE ENCOURAGED TO STUDY

Dr. Milton C. Adams
OPTOMETRIST

OFFICE HOURS
Mon. - Fri. 8:30-5:00
Saturday 8:30 - 1:00

335 Miles EM 4-2255

Area Scouts Plan Canadian Trip

A group of Scouts from Hereford will journey into Canada by canoe this summer. They will be taking part in the annual Canadian Canoe Trip sponsored by the Llano Estacado Council of the Boy Scouts of America. Planning to make the trip are Robert Grady, Jeff Masie and Bary Paetzold of Troop 50 sponsored by the Hereford Lions Club and Roger Barrett and David Bosley of Troop 151 sponsored by the First Christian Church. They will go to the Region Ten Canoe base at Ely, Minnesota, and from there paddle into the Canadian wilderness area. Last year's group paddled a total of 128 miles into Canada and the group this year hopes to equal or beat that record. Accompanying the boys as their adult leader will be Grady Skaggs of Adrian. With Skaggs will be three boys from Adrian: Billy James, Danny Foster and Jerry Whitten.

The expedition will leave from Amarillo by chartered bus on August 7 and return on the 22 of August. All boys going must be at least 14 years old and in good physical condition. A few vacancies exist in the tour but are expected to be filled before the boys leave according to Skaggs. Boys desiring to go on the trip should see their scoutmasters or contact Louis Machuca, according to Roy Faubion, Tierra Blanca District Camping and Activities Chairman.

Faubion also announced the dates for the other council camping activities at the districts monthly meeting held Tuesday at the Jim Hill Hotel. Camp Don Harrington will operate for eight weeks starting on June 12 and ending on August 6. Each camping period will start on Sunday afternoon and end on Saturday morning after breakfast. Troops in the District that have already made reservations are Troop 32, Adrian Lions Club, July 31 to August 6; Troop 50, Hereford Lions Club, Nolan Grady, Scoutmaster, June 12 to 18; Troop sponsored by the First Methodist Church, Frank Ford Scoutmaster, July 31 to Aug. 6; Troop 56, Friona Lions Club, Pete Hollis Scoutmaster, June 26 to July 2 and Troop 154 sponsored by the Wesley Methodist Church, Robert Nelson Scoutmaster, June 26 to July 2. Reservations to date total 80 per cent of the camp capacity according to Faubion. Other Troops in the Hereford area are expected to make their reservations soon.

Teen Troubles Talk Topic At Rotary Club

"The Modern Teenager," was the topic of an address given before the Hereford Rotary Club at its regular Monday luncheon. Charles Fry, former member of the Child Welfare Board and active in youth work in the community, presented the talk to the members.

"WITH THE lack of transportation and communications — 30-years ago, the teenager could not get into much trouble," Fry stated, "as they could not hear about something as fast, nor could they get there as fast."

"We have all heard the saying, 'In my day, we didn't do things like that,' or, 'In my day, we did this and that,' but in looking back, there were sometimes many reasons that can be seen now in this modern day and time.

"The problem child of the days gone by were mostly from, shall we say, 'Across the Tracks. Now, some of the problem children come from all walks of life, from the rich and prominent, to the poor and economically unstable."

Fry told the group that the most common cause of trouble in teenagers starts at the home, with the use of 'the double standard.' That is the parents telling the children that some things are not right, and then doing those things in front of the child. "This destroys their faith in honesty."

Again Fry told the men attending, "The problem usually starts in the home, because with out the proper love, a child cannot function properly."

"AND ONE thing to remember," Fry added, "a child is a human being, and he or she should not be deprived of experience, that is when they do stump their toe, as almost every one does in the process of growing up."

"If a child has the proper background, that of a good stable family, good training at home, and a strong church background, they will come out OK when they do stumble in the way of life."

"And just because a child does stumble along the way, does not mean that he cannot overcome this problem and become a good citizen in future life," he asserted.

The microfilm concept goes back more than a century. Before the Civil War, someone suggested that microphotographs of military documents might be fitted into a hollow bullet that could be shot over enemy territory.

Olivetti-Underwood Adding Machine & Typewriters THE INK SPOT

YOU CAN START LOSING WEIGHT THIS WEEK!
IT'S EASY WITH SLENDER-X by P.D.A. This amazing slenderizing formula, available with no prescription, can help you become the slim and trim person you want to be! Simply take a small Slender-X tablet before each meal. Slender-X goes to work immediately to put an end to your excessive food craving. As Slender-X helps you stop your extra food intake, it starts you on the way to a more attractive you. . . . And, it does it without giving you that "keyed up", nervous feeling you get with other tablets.

IT REALLY WORKS!
How many pounds do you want to lose . . . 10, 30, even 45 pounds . . . or more? You can do it with Slender-X just like people are discovering all over the country. You have nothing to lose except those unsightly pounds. And, if you aren't completely satisfied, you'll get your money back. So get on the road to a better-looking you this week!

A \$2.98 box of tablets gives you a 21-day supply. A \$4.98 box of tablets gives you a 42-day supply. Get it today at Rogers Drug Store Hereford, Texas

BSP Council Makes Final Ball Plans

Their annual Valentine ball, scheduled for Saturday evening in Hereford Country Club, was the principal subject of Beta Sigma Phi Council members at their February meeting Tuesday evening in the home of Mrs. John Gilliland.

Final plans were made for the ball, always the big social event of the sorority's season, and for the presentation of the Valentine queen chosen by each chapter in secret ballot last month. Mrs. Irving Alexander presided. Council members present, representing both the Xi Epsilon Alpha and Kappa Iota Chapters were Mmes. Jerry Fowler, Howard Gore, Bobby Shelton, Harold Kids, Cleite Corliss, Chuck Laing, Charie Bell and Pat Parker.

Seven Inducted In February

Seven registrants from Local Board No. 18, in Hereford, were inducted Feb. 1, into the armed services.

The number was larger than that of a year ago, but was much less than the 22 inducted in January.

Activities in the Viet Nam war are blamed for the step up in inductions.

Inducted were James Braxton Jr., of Black, Charles E. Taylor, Dimmitt, Norris J. DeVoll, Amarillo, Selwyn D. Baize, Friona, Raymond C. Berend, Ronald C. West, and David S. Cabrera all of Hereford.

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WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY



PANTRY SPECIALS

from Piggly Wiggly

PATIO FROZEN CHEESE ENCHILADAS
OR
COMBINATION DINNERS
3 12 Oz. Pkgs. **\$1.00**

COCA COLA
Regular or King Size
6 Btl. Ctn. **39¢**

POUND CAKE
Sara Lee Frozen
12 Oz. Size **69¢**

NEW SNACKS FROM GENERAL MILLS

DAISES SNACKS
Looks Like A Daisy **39¢**

BUGLES SNACKS
Looks Like A Real Bugle **39¢**

WHISTLES SNACKS
Looks Like a Whistle **39¢**

THESE NEW SNACK TREATS **39¢** BOX

FLOUR
Gladiola
10 Lb. Print Bag **98¢**

ROUND STEAK
USDA CHOICE
89¢ LB.

GROUND BEEF
Fresh Lean
Lb. **39¢**

BACON
Hormel 1st Grade
2 Lb. Pkg. **\$1.58**

BOLOGNA
Armour Star Sliced
Lb. **49¢**

PIGGLY WIGGLY DELICATESSEN

Bar-B-Qued Beef Hot Lb. **98¢**

Grandma's Meat Loaf Lb. **89¢**

Candied Yams Pt. **49¢**

Mac & Cheese Pt. **49¢**

Cole Slaw Pt. **29¢**

Pinto Beans Lb. **29¢**

Grandma's Donuts Doz. **70¢**

GRANDMA BAKES PIES DAILY!!

MELLORINE
Cloverlake All Flavors
1/2 Gal. **25¢**

Van Camps VIENNA SAUSAGE
5 Zip Open 4 Oz. Cans **\$1.00**

POP CORN POPPERS
MANNING — BOWMAN — 3 QUART
With \$5.00 Purchase **\$2.88**
—KIDS JUST LOVE IT—

White or Yellow Arrowhead Meal
5 Lb. Bag **59¢**

CHICKEN
Town & Country Whole Chicken
3 1/4 Lb. Can **89¢**

Purina DOG CHOW
5 Lb. Bag **69¢**

APPLES
Delicious
2 LBS **29¢**

Texas CABBAGE
Lb. **8¢**

Yellow ONIONS
2 Lbs. **15¢**

Pumpkin Pies
Morton's Frozen Family Size **25¢**

SALMON
Shurfine Tall Can Red Alaska **89¢**

PEARS
Shurfine Bartlet Halves 303 Can **29¢**

CORN
Shurfine Whole Kernel 303 Can **2 For 35¢**

RANCH STYLE BEANS
2 300 CANS **29¢**

PRESERVES
Shurfine Red Plum 18 Oz. Tumblers **29¢**

FLOUR
Shurfine 5 Lb. Bag **39¢**

AQUA NET
Hair Spray **49¢**

MELROSE
Hand Cream \$1.75 Value **49¢**

GLEEM TOOTH PASTE
Family Size 89¢ Value **69¢**

ROUND STEAK (continued)

GROUND BEEF (continued)

BACON (continued)

BOLOGNA (continued)



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

WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

Ellis GOOD! BETTER! BEST!

TAMALES

Phone EM 4-2030 WANT ADS Phone EM 4-2030

FOR SALE Miscellaneous

FOR SALE
Distilled water, Ozarka water, Soft Water Service. Home owned softeners. See, or call, **SOFT WATER SERVICE**, 216 N 25 Mile Ave., Hereford, Texas. Phone EM 4-3280 B-1-33-1fc

INSULATION
For new and old homes **SHEET METAL NEEDS WALKER SHEET METAL**, 305 E. 5th EM 4-0788 B-1-12-1fc

FOR SALE — 100 ton baled cane butts. Call G. F. Peel, 289-5579. B-1-12-29-8p

HONDA '50' Sport Motorcycle. Call EM 4-1741, 720 Ave. K. B-1-10-26-1fc

FOR SALE
Used Power Poles
Lots 1 to 49, \$5.00 each,
Lots 50 or more, \$4.00 each,
DEAF SMITH COUNTY ELECTRIC CO-OP, INC.
HIWAY 60 EAST, EM 4-1166
Box 753. B-1-12-1fc

CARPETS AND life too can be beautiful if you use Blue Lustre. Rent electric shampooer \$1.00. Hereford Hardware B-1-18-5-2c

FOR SALE — Four registered three-year-old bulls, Cecil Crum, 506 West Belcher, Dimmitt, Texas. B-1-15-3-1fc

THREE PIECE sectional for sale. Good Condition. Call EM 4-3868 days, EM 4-1080 after 5. B-1-13-30-1fc

TO PARTY WITH GOOD CREDIT
Repossessed Singer sewing machine in walnut cabinet, automatic zig-zagger, makes fancy stitches, buttonholers, blind hems, etc. 5 payments at \$5.26 or \$25.00 cash. Write Credit Manager, 1114 19th Street, Lubbock, Texas. B-1-4-1fc

1966 FOUR DOOR Fairlane Ford Good condition. \$200. EM 4-4783. B-3-10-6-4p

RED 62 Chev S, S. 300 H. P. 4 Speed Air 276-5386 B-3-10-32-4c

57 DESOTO, 2 door hardtop. All power. Inquire 301 Knight or call EM 4-4633. B-3-13-6-2p

FOR SALE: 62 Chev. Bel-Air 4 door E M4-2047 B-3-10-32-2c

1964 GALAXIE 500
2-door Hardtop, power steering, power brakes, factory air. Red with white top and solid red vinyl interior. 390 V-8 Cruise-O-Matic
\$1895
Consider trade.
See anytime at
204 Witherspoon B-3-6-1c

1959 FORD Red and white 2 door automatic transmission, factory air, excellent condition. Priced for quick sale. \$300. EM 4-4700, 124 Clements. B-3-21-6-1c

640 acres good level land with three 8" wells, three miles underground pipe, one sump pump. \$400 per acre with terms.
320 acres with water under it at \$250. 5% loan available.
Neal and Ryan Real Estate Dumas, Texas Ph. 935-3300 B-4-24-1fc

THREE BEDROOM stucco. Garage \$7500 or trade for farm machinery Carthel Real Estate. B-4-13-32-4c

FOR SALE or rent, nice 2 bedroom brick veneer house. EM 4-2448. B-4-11-6-2c

FARM FOR sale, 320 acres. Good water. Good allotments. Small down payment, good terms to right party. B. T. Spear, Wildorado, 428-5482. B-4-23-6-4p

FARMS & RANCHES
FARM HOME: 1/2 Sec. All good clean level land in cult. Nice set of Modern home improvements. Two good 8" irrigation wells on natl. Gas. Good allotments wheat cotton and Maze. Priced to sell, and very liberal terms.
CATTLE RANCH: Wheeler Co. 2250 acres. Sandy land, but lots of good grass and water. Approx. 500 acres tillable. Shallow irrigation water. Nice large modern brick home, barns and corrals. Hay meadow for winter hay. Located on pavement. 150 cow capacity. Will consider plains land in trade.
Price reasonable at liberal terms. Let us tell you about this.
OTHER LISTINGS: Come to see us. Let us tell you about them.
TO BUY, SELL OR TRADE SEE WESSON
WESSON REAL ESTATE
So. On Dimmit Hwy.
Phone EM 4-2528
Hereford, Tex. B-4-11-1fc

FOUR ROOM furnished apartment. Whites only. EM 4-0108 or EM 4-1543. B-5-10-4-TFC

FURNISHED APARTMENT for rent. Whites only. Mrs. W. M. Megart, 401 Lawton B-5-12-4-2c

UNFURNISHED THREE bedroom house, fenced yard, central heat, washer-dryer connections. EM 4-3163. B-5-12-6-2c

FOR RENT — 2 room furnished apartment. Whites. Only 505 Roosevelt. B-5-10-6-1p

3 BEDROOM house. Unfurnished. EM 4-0508 B-5-10-6-1fc

TWO BEDROOM furnished house. Child under two years considered. Bills paid. Call EM 4-0014. Whites only. B-5-14-32-1fc

PRIVATE PARKING for trailer house 345 North Street. Call EM 4-1621. B-5-10-5-TFC

TWO ROOM furnished apartment for one man or couple. EM 4-1621. B-5-10-5-TFC

Ideally located brick business building for lease. See at 1003 Park Avenue and call EM 4-1111. B-5-15-15-1fc

You've Never Seen Such Thorough Service STOP IN SOON
Phillip "66" Products
EAST SIDE "66"
Rocky Stewart
1303 E. 1st. EM 4-2644

FRONT END ALIGNMENT
Factory Specifications
Western Alignment & Brake Service
138 N. Sampson EM 4-0515

Meat
Specializing in **CUSTOM SLAUGHTERING** WHOLESALE — RETAIL
HACKER — JESKO
Rt. 3 — Hereford EM 4-3390

Lions Club meets each **Wednesday, 12 Noon Hotel Jim Hill**

STATED MEETINGS Second Monday
Thurs. 7:30 p.m. MM*
Ray Simpson, Jr., Sec.
Troy Stambaugh, W.M.

Hereford Rotary Club
meets every **Monday at 12:05 FLOYD'S RESTAURANT**

DENTON PARK
Development and Construction
North of Aikman School
Split Levels
A most elegant home-built for family living - 3 large bedrooms - 3 bathrooms. Den with fireplace, living room, dining room, kitchen, patio with built in bar-b-que area. Automatic garage door. 1400 E. 16th.

LESLEY MOTOR CO.
For the finest in farm machinery.
West Hi-way 60
Phone EM 4-1600

Colorado Rod-Weeders PTO or hydraulic drive.
Cisco Rod - Weeders with hydraulic drive.
Dempster Planters, Cultivators and Rotary Hoes. Lillian Shreders & Blades.
See the new M-F Diesel tractors. We have several GOOD used Combines.
SEE:
LESLEY MOTOR CO.
For the finest in farm machinery.
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Lee Carler
Jack Kirksey
GENERAL CONTRACTING
Phone EM 4-1732 EM 4-0528

TONY RAVIZZA
CUSTOM BUILDER
Office: 16th & Blevins
EM 4-1350

PERSONALIZED SERVICE IN...
PLANNING DESIGNING FINANCING
GENERAL INSURANCE HOMES THAT WILL OUTLAST YOUR MORTGAGE LET US PLAN WITH YOU

MEAT
Specializing in **CUSTOM SLAUGHTERING** WHOLESALE — RETAIL
HACKER — JESKO
Rt. 3 — Hereford EM 4-3390

HEREFORD BAKERY
519 Park Ave. EM4-0177
HOME OF Deaf Smith County Bread and Pastries

BOYD'S HUMBLE SERVICE
COMPLETE CAR CARE
EM 4-1110
741 W. 1st EM 4-9056

FOR SALE Farm Equipment

WE ARE DEALERS for Peerless Grain Rollers and Feeding Equipment
DAVIS IMPLEMENT
144 W 2nd EM 4-2811 B-2-18-1fc

TOP QUALITY Irrigation Dams as low as \$3.25
DAVIS IMPLEMENT
144 W 2nd EM 4-2811 B-2-18-1fc

FOR SALE new H-T 413 Chrysler Irrigation Motor. Phone 289-5317. B-2-10-31-TFC

FOR SALE Automobiles

WE BUY used cars and trucks
Campbell Motor Co., 815 E. Hwy. 60, EM 4-4450. B-3-14-23-1fc

FOR SALE or trade. 1963 Ford Galaxie 500 four door. Power and air. Will finance. Call EM 4-3712. B-3-17-32-3c

MILBURN MOTOR COMPANY
We Pay Cash For Used Cars
225 N. Sampson
Phone EM 4-0077 B-3-33-TFC

MARK REALTORS INC.
Homes EM 4-2220

A new concept in a home! More living per square foot for you. 1 1/2 bath, utility room, 3 carpeted bedrooms and the largest living room in this price class. Call for your own personal showing of this \$13,600 Bob Pugh home at 133 Ave. K. Yes, you can trade in your present home.

Blue Bonnet Addition, 3 bedroom brick with full tile baths. Built-ins, utility room, double garage and extra storage. FHA financing. 312 16th St. This award home is ready for you now.

3 bedroom, 1 3/4 bath, FHA loan, \$12,575. \$250 move-in for G. I. Call today for details. H-375

In Northwest Hereford, 3 Bedroom, 1 1/2 Baths, Den, Covered Patio, Built-ins, Utility Room, Carpets, Drapes, Fence. Only \$20,000. H-378

FARMS
2 sections of development land in Sherman county. Excellent water, \$250 per acre. Will trade for land in Hereford area. F-565

EVENING & SUNDAYS
Oliver Streu EM 4-2857 Francis Hardwick EM 4-2241 Harold Rudd 289-5639 2-10

NEARLY NEW summer Tux-Cumberbund, stud set and tie included. Size 38 coat. \$35. Call EM 4-4027. B-1-17-6-TFX

REGISTRED HEREFOR D Bulls, 2 years old for sale. Paul Rudd, Hereford, Texas Phone 289-5206. B-1-14-6-3p

SIX BERKSHIRE gilts, 276-5352 Knabe Brothers B-1-10-32-2p

GENERATORS and starters for cars and trucks. Hereford Wrecking Co., EM 4-0580. T-1-12-18-1fc

2. FOR SALE Farm Equipment

WE ARE DEALERS for Peerless Grain Rollers and Feeding Equipment
DAVIS IMPLEMENT
144 W 2nd EM 4-2811 B-2-18-1fc

TOP QUALITY Irrigation Dams as low as \$3.25
DAVIS IMPLEMENT
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MILBURN MOTOR COMPANY
We Pay Cash For Used Cars
225 N. Sampson
Phone EM 4-0077 B-3-33-TFC

FOR SALE
By owner 480 acre ranch in Wet Mountain valley West-cliffe, Colorado. 60 miles west of Pueblo, Colorado. 8,000 ft. elev. Abundance of water on earliest rights. Native hay land & pasture. Will run 100 head of cows year round and sell 100 ton hay. Close to schools and churches. City lights, water and fire protection. Farm buildings and corrals. Write Mrs. Joe Osola, 1321 Longwood Ave., Pueblo, Colorado. B-4-31-6p

FOR SALE
House and 1 acre of ground on South Main. See Calvin Edwards, Tri-County Fertilizer. Phone EM 4-0496 or EM 4-1017. B-4-4-1fc

HOLLY, COLO. irrigated farm, will trade for Deaf Smith or Castro County land.
215 acres Deaf Smith dry land fully allotted. \$132.00 per acre. G-1 terms.
1/2 Sec. Hartley Co. 2 good wells, priced to sell. Good terms.
335 acres Castro Co. Al-lotted wheat, milo and cotton. Will sell or trade.
PLAINS REAL ESTATE
Littlefield, Texas
Ph. 385-3211, Nite 385-3009 B-4-32-1fc

QUARTER SECTION for cash lease. Two wells; phone Frio 276-5333 evenings and Sundays. B-4-13-2-1fc

ONLY \$64.00 MONTHLY
3 BEDROOM HOME, By owner. 1 block from new Sugar-land Shopping Center. Partially carpeted. Buy owner's equity and assume loan. See at 406 Long, or call EM 4-0050. B-4-31-1fc

BIG RED BARN
We buy/sell/trade for anything of value.
USED FURNITURE Appliances and Junk ***
EM 4-3552
West Side of Hereford Highway 60

RENTERS WANTED!
Color steel buildings built to your specifications, 2 acre lots, located north of B & B Oliver, Patterson Chemical and Merchants Fast Freight.
SOUTH PARK INDUSTRIAL SUBDIVISION
Sam Nunnally
EM 4-0555 — Days
Home — EM 4-2814 B-4-1-1fc

4. REAL ESTATE For Sale Or Trade

RENTERS WANTED!
Color steel buildings built to your specifications, 2 acre lots, located north of B & B Oliver, Patterson Chemical and Merchants Fast Freight.
SOUTH PARK INDUSTRIAL SUBDIVISION
Sam Nunnally
EM 4-0555 — Days
Home — EM 4-2814 B-4-1-1fc

WELL IMPROVED Holly, Colo. irrigated farm, will trade for Deaf Smith or Castro County land.
215 acres Deaf Smith dry land fully allotted. \$132.00 per acre. G-1 terms.
1/2 Sec. Hartley Co. 2 good wells, priced to sell. Good terms.
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DEAF SMITH COUNTY.
1. 480 A., 332 cul., 146 milo, 34 wht., 77 barley, 4 irr. wells, only \$10,000.00 dn., gd. terms on bal.
2. Gd. 1/4 sec., on paving, near Hereford, gd. 8" well, tile, milo & wht. allot. Call for further details.
3. We have small tracts near Hereford, from 5 to 80 acres.
NORTH PLAINS
1. Sec. with 549 milo, 67 Whi., guar. irr. water, \$160. A., 30% dn.
2. Sec. near Stratford, 1 irr. well, wht. & milo., \$262.50 A., owner will let Purchaser complete 2-irr. wells and pay \$16,000.00 as dn. payment.
3. Near Stratford irr. 320 A., 173 milo, 143 wht., an excellent buy at \$375.00 A., only \$25,000.00 dn.
4. Near Stratford, 960 A. gd. wht. & milo. \$110.00 A., or look & make offer.

HOMES
1. New 3 bdrm. brick, dbl. garage, den, 2 baths, all built-ins, fully carpeted, \$18,500.00.
2. 4 bdrm. brick, 2 baths, \$14,700.00.
3. 4 bdrm., 2 story home, large corner lot, 3150 sq. ft. \$14,000.00.
4. 3 bdrm., garage, fireplace, 2 baths, \$14,700.00.
5. 3 bdrm. on Ave. J. \$9,000.00, only \$1,000.00 dn.
6. 2 bdrm. brick \$7,700.00 small down.

HAMBY REAL ESTATE
5. Hwy. 385 Hereford, Texas EM 4-3566
Gerald Hamby . . . EM 4-1534
Durward Hamby . . . EM 4-3466
J. M. Hamby . . . EM 4-2553
Buddy Rogers . . . EM 4-2150 B-4-31-1fc

FOR SALE
House and 1 acre of ground on South Main. See Calvin Edwards, Tri-County Fertilizer. Phone EM 4-0496 or EM 4-1017. B-4-4-1fc

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1. 480 A., 332 cul., 146 milo, 34 wht., 77 barley, 4 irr. wells, only \$10,000.00 dn., gd. terms on bal.
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2. 4 bdrm. brick, 2 baths, \$14,700.00.
3. 4 bdrm., 2 story home, large corner lot, 3150 sq. ft. \$14,000.00.
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HAMBY REAL ESTATE
5. Hwy. 385 Hereford, Texas EM 4-3566
Gerald Hamby . . . EM 4-1534
Durward Hamby . . . EM 4-3466
J. M. Hamby . . . EM 4-2553
Buddy Rogers . . . EM 4-2150 B-4-31-1fc

FOR SALE, TRADE, OR LEASE in downtown Lovington, New Mexico. Completely equipped hardware, furniture, appliances, and Auto Supply store. Property, two story fire proof office and store building, 6,000 square feet floor space, each floor. 18 rental offices on second floor. Located on 100'x140' lot, with 50'x140' paved parking area. Contact
C. V. DARDEN
131 Avenue J, Ph. EM 4-4712
Hereford, Texas B-4-4-9c

LOTS FOR sale, small down, terms. FHA approved. Call EM 4-1818. B-4-10-29-9p

WHY PAY RENT?
1/2 section, Castro County, 2 irrigation wells, 202 milo, 35 cotton, 44.9 wheat and 20 barley. 2 bedroom house. \$235.00 per acre. Possession. 160 acres, 150 cul., 10 miles of Hereford, 1-8" well, 51 wheat, 19 milo, 3 bedroom house, 60' x 60' barn, \$5,600.00 down pay 1/3 on wheat, possession.
HAMBY REAL ESTATE
EM 4-3566 B-4-6-1fc

5. FOR RENT

FURNISHED TWO room apartment with private entrance and bath. Close in, for adults. No pets. 604 Schley. B-5-17-5-TFC

SMALL TWO rooms Bachelor or couple Whites only EM 4-2389. B-5-10-32-2c

NICE DUPLEX apartment, partially furnished. Lady or couple. Whites only, no pets Call EM 4-0597 after 5 p. m. B-5-16-32-TFC

THREE ROOM furnished house for rent. Phone EM 4-4183. B-5-10-5-3c

GLASS IS OUR BUSINESS —
Call Us For All Your Glass Needs
HEREFORD GLASS CO.
1302 Park Ave. INC. EM 4-2652

W. T. CARMICHAEL EM 4-1251
801 S. 25 Mile Ave. REAL ESTATE
EQUITABLE FARM LOANS
Commercial, Home and Farm Loans
Homes — Farms — Highway Frontage — Ranches
We Need Your Farm Listings
TRYOY CARMICHAEL

In Hereford
E. B. BLACK CO.
FLOOR COVERING SPECIALISTS
• CARPET • LINOLEUM
• CABINET TOPS • 9' & 12' FELT BASE
QUALITY MERCHANDISE
EXPERT WORKMANSHIP
2nd & Main Phone EM 4-00**

Herford Insurance Agency
* To be sure! Don Baugous — Manager EM4-0850

OUR SERVICE DEPARTMENT
is equipped and staffed to give you the service you are entitled to.
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KINSEY - OSBORN
Motors
142 N. Miles EM 4-0990

RENTAL SERVICE
EM 4-2266

NOTICE
FHA HOMES built according to your plans for a total minimum move-in cost of \$200, if you have had 90 days active duty. Main & Hwy. 60

FOR RENT
New two bedroom duplexes, 500 block Avenue H and G.
D & R BUILDERS
EM 4-3780
I. D. Rhodes 289-5217
Nell Spradley EM 4-1813 B-5-47-TFC

THREE ROOM furnished apartment. Carpeted, nice, clean, quiet. Carport, bills paid. Whites only, no pets. Call EM 4-2256. B-5-17-3-1fc

FOR SALE
By owner. 640 acres, irrigated with good well. 380 acres crop land, 260 acres grassland. One set of improvements. 9 miles NE of Burlington, Colorado.
Call
346-7536 or Box 64
Burlington, Colorado B-4-32-2c

House for sale by owner: 3 bedrooms, 1 1/2 baths, fully carpeted, fenced back-yard, payments \$95 month. \$650. For our equity, 135 Ranger; Call OL 5-4268 in Canyon. B-4-48-1fc

For sale, 526 acres in Dallar County, one 6 in. well and sprinkler 3 windmills, 2 wells with pressure pumps. Real nice improvements on highway 87, 5 miles SE, Texline, Texas. Also station and store on place. Write Francis Allison, Box 144, Texline, Phone 362-2371. B-4-6-2c

FOR RENT
FURNISHED TWO room apartment with private entrance and bath. Close in, for adults. No pets. 604 Schley. B-5-17-5-TFC

SMALL TWO rooms Bachelor or couple Whites only EM 4-2389. B-5-10-32-2c

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THREE ROOM furnished house for rent. Phone EM 4-4183. B-5-10-5-3c

THE CREATORS OF OWNERSHIP
Residence Phones
Mike Justice EM 4-0544
Ralph Owens EM 4-2560
Barry Hutchabay EM 4-2636
Aven Leatherman EM 4-1650
Frank Wiginton EM 4-2088

Rental Mgt. Dept.
Greg Cromar EM 4-1171

4. REAL ESTATE For Sale Or Trade

RENTERS WANTED!
Color steel buildings built to your specifications, 2 acre lots, located north of B & B Oliver, Patterson Chemical and Merchants Fast Freight.
SOUTH PARK INDUSTRIAL SUBDIVISION
Sam Nunnally
EM 4-0555 — Days
Home — EM 4-2814 B-4-1-1fc

WELL IMPROVED Holly, Colo. irrigated farm, will trade for Deaf Smith or Castro County land.
215 acres Deaf Smith dry land fully allotted. \$132.00 per acre. G-1 terms.
1/2 Sec. Hartley Co. 2 good wells, priced to sell. Good terms.
335 acres Castro Co. Al-lotted wheat, milo and cotton. Will sell or trade.
PLAINS REAL ESTATE
Littlefield, Texas
Ph. 385-3211, Nite 385-3009 B-4-32-1fc

QUARTER SECTION for cash lease. Two wells; phone Frio 276-5333 evenings and Sundays. B-4-13-2-1fc

ONLY \$64.00 MONTHLY
3 BEDROOM HOME, By owner. 1 block from new Sugar-land Shopping Center. Partially carpeted. Buy owner's equity and assume loan. See at 406 Long, or call EM 4-0050. B-4-31-1fc

GLASS IS OUR BUSINESS —
Call Us For All Your Glass Needs
HEREFORD GLASS CO.
1302 Park Ave. INC. EM 4-2652

W. T. CARMICHAEL EM 4-1251
801 S. 25 Mile Ave. REAL ESTATE
EQUITABLE FARM LOANS
Commercial, Home and Farm Loans
Homes — Farms — Highway Frontage — Ranches
We Need Your Farm Listings
TRYOY CARMICHAEL

In Hereford
E. B. BLACK CO.
FLOOR COVERING SPECIALISTS
• CARPET • LINOLEUM
• CABINET TOPS • 9' & 12' FELT BASE
QUALITY MERCHANDISE
EXPERT WORKMANSHIP
2nd & Main Phone EM 4-00**

Herford Insurance Agency
* To be sure! Don Baugous — Manager EM4-0850

RENTAL SERVICE
EM 4-2266

NOTICE
FHA HOMES built according to your plans for a total minimum move-in cost of \$200, if you have had 90 days active duty. Main & Hwy. 60

FOR RENT
New two bedroom duplexes, 500 block Avenue H and G.
D & R BUILDERS
EM 4-3780
I. D. Rhodes 289-5217
Nell Spradley EM 4-1813 B-5-47-TFC

THREE ROOM furnished apartment. Carpeted, nice, clean, quiet. Carport, bills paid. Whites only, no pets. Call EM 4-2256. B-5-17-3-1fc

OUR SERVICE DEPARTMENT
is equipped and staffed to give you the service you are entitled to.
We Appreciate Your Business
• Buick • Rambler
• Johnson Boat Mtrs.
KINSEY - OSBORN
Motors
142 N. Miles EM 4-0990

RENTAL SERVICE
EM 4-2266

NOTICE
FHA HOMES built according to your plans for a total minimum move-in cost of \$200, if you have had 90 days active duty. Main & Hwy. 60

FOR RENT
FURNISHED TWO room apartment with private entrance and bath. Close in, for adults. No pets. 604 Schley. B-5-17-5-TFC

SMALL TWO rooms Bachelor or couple Whites only EM 4-2389. B-5-10-32-2c

NICE DUPLEX apartment, partially furnished. Lady or couple. Whites only, no pets Call EM 4-0597 after 5 p. m. B-5-16-32-TFC

THREE ROOM furnished house for rent. Phone EM 4-4183. B-5-10-5-3c

THE CREATORS OF OWNERSHIP
Residence Phones
Mike Justice EM 4-0544
Ralph Owens EM 4-2560
Barry Hutchabay EM 4-2636
Aven Leatherman EM 4-1650
Frank Wiginton EM 4-2088

Rental Mgt. Dept.
Greg Cromar EM 4-1171

Classifieds...

THREE ROOM furnished apartment whites only. 126 N. 25 Mile Ave. EM 4-1031. B-5-12-29-tfc

THREE BEDROOM two bath apartments. Stove, oven, dishwasher, disposal. Furnished or unfurnished. Two vacancies. 505 South 25 Mile Avenue Number 16. Phone EM 4-3859. B-5-23-18-tfc

TWO BEDROOM, 2 bath apartments. Dishwasher, garbage disposal, carpeted. Furnished and unfurnished. **THUNDERBIRD APARTMENTS** Phone EM 4-2646 B-5-10-1-fc

NICELY FURNISHED three room apartment \$60. Apply 232 West Third, Fullwood Apts. Whites only. B-5-14-49-tfc

FURNISHED AND unfurnished two bedroom apartments. Call EM 4-4073. B-5-10-3-tfc

TWO BEDROOM house - White couple, no pets. 303 Avenue H. B-5-10-47-tfc

FURNISHED UPSTAIRS apartment. No children, no pets, whites only. Phone EM 4-0291. B-5-11-2-tfc

TWO BEDROOM trailer on corner of Avenue A and Union. Call EM 4-1060 after 5, EM 4-3888 days. B-5-16-30-tfc

UNFURNISHED FOUR room newly decorated apartment. Close in, garage, white adults only. Call EM 4-1617. B-5-14-1-tfc

FURNISHED GARAGE apartment. Suitable for two. Bills paid, whites only. See at 107 Bradley. C. T. Wester. B-5-17-31-TFC

6. WANTED

IRONING WANTED in my home EM 4-3528. 235 Ave. A. B-6-10-41-tfc

7. Dressmaking-Ironing

WILL DO typing in my home. Experienced, reasonable rates. Mrs. Stephens, EM 4-0856. B-7-12-28-tfx

WANTED IRONING in my house. \$1.25 dozen. 235 Avenue C. B-7-10-H-8k

8. HELP WANTED

MEN OR WOMEN

You can easily add to your family income, making good money in your spare time. You choose your own hours, and work from your home. Section of Hereford. For details, write C. R. Ruble, P. O. Box 2447, Dept. F-1., Memphis, Tenn. B-8-6-1p

\$100 A WEEK

Average to start for mature married man with car. Must be able to manage small business, handle deliveries and collections. No travel, permanent, advancement, fringe benefits. For interview, apply in person, 6:00 p.m. to 7:00 p.m. Monday night, Chateau Inn Motel. B-8-6-2c

UNUSUAL OPPORTUNITY

Need reliable man to service established route. Earnings averaging \$3 per hour to start. Must be able to work 50 hours a week or 20 hours part time. Age 23 to 46, married, car, phone. For interview appointment phone Monday only, 2:00 p.m. to 3:00 p.m. EM 4-0960. Ask for Mr. Muir. B-8-6-2c

WANTED TO live in: a white middle aged or older lady to keep house for elderly lady. Call EM 4-0133. B-8-19-6-2c

WANTED

We need a man that has a working knowledge of irrigated Bermuda meadows and alfalfa hay crops. Must know when and how to fertilize, irrigate and harvest both crops. Other duties such as equipment maintenance will be required. Excellent living and working conditions. Salary open, commensurate with experience and training. Application stating qualifications should be made in writing to P. O. Box 305, Midland, Texas. B-8-31-3c

FULLER BRUSH CO.

Has opening for ladies desiring to earn \$25 to 40 per week and able to work 15 to 25 hours. Phone or write Glen Williams, 1400 3rd Avenue, Canyon, or call OL 5-2490. B-8-1-fc

9. Situations Wanted

WORK WANTED - building, remodeling, repairs. Ralph Packard, phone EM 4-2110. S-9-10-30-tfc

WANTED TREE pruning, 235 Avenue C. B-9-10-4-8k

HOUSEWORK, cleaning house or cooking. EM 4-3759. B-9-10-32-3tc

WANTED BABY sitting in your house by the hour, week, or day. Call Hub 265-3560 B-9-15-5-8p

10. NOTICE

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

A UNITED FUND AGENCY B-10-39-tfx

NOTICE

Return your extra Kreighshauer milk bottles to the grocery store or call us to pick them up, for your 20c deposit. **KREIGHSHAUER DAIRY** Phone 276-5279 B-10-4-5p

WINTER SALE

West Texas Duroc Breeders. Winter Sale - 15 bred, 40 open gilts, 18 boars. Fairgrounds, Lubbock, Texas, February 12, 1966 - 12:30 p.m. B-10-6-1c

11. Business Services

OWENS & HOLLINGSWORTH

Commercial - Industrial Residential Wiring Magneto - Starter Generator & Electric Motors Rewind Sales and Service 809 EAST SECOND EM 4-3572 B-11-13-tfc

PORTABLE DISC ROLLING

Scalloped or plain, Jacobson Brothers, Phone EM 4-1543. B-11-10-23-tfc

WATER WELLS

Domestic and Irrigation. Gravel pack or screen. Pump sales and service. **T & H DRILLING CO.** EM 4-0811 EM 4-2332 Hereford, Texas B-11-28-tfc

DEPENDABLE

Well service. Years of experience can make a big difference. **JOHN TURNER** Phone EM 4-2194 T-11-5-TFC

VACUUM CLEANER parts and supplies. Hose, paper bags, belts, etc. All makes used cleaners. New and used Kirby's. **HEREFORD KIRBY VACUUM CO.** 434 West 1st - Ph. EM 4-0422 B-11-45-tfc

KELLEY ELECTRIC

Doug and Virgil Electrical Contractors Residential and Commercial All bids and wiring competitive. **No Job Too Large or Small** Phone EM 4-1345 Nighits phones EM 4-2012 or Box 130 EM 4-1345 B-11-46-tfc

INCOME TAX service. B. Lee Cohanougher, 108 West 8th. S-11-10-32-10p

NOW OPEN

Dennis Office Machine Repair Service Guaranteed 230 N. 25 Mile Ave. Phone EM 4-4920 B-11-32-TFC

Legal Notice

TO WHOM IT MAY CONCERN:

Notice is hereby given that J. L. Marcum and Delbert Scott, partners, doing business in Hereford Texas, under the firm name of Hi-Way Pontiac, being also formerly known as Hi-Way Auto Sales, have incorporated such business without a substantial change of the firm name, effective January 12, 1966; and that the business heretofore conducted and hereafter to be conducted under such name, will from and after January 12, 1966, be conducted as a part of such corporate business. **HI-WAY PONTIAC, INC.** By J. L. Marcum Delbert Scott T-6-4c

Fire ...

(Continued from Page 1)

Fire Chief J. W. (Jap) Dickerson said that the fire loss would probably have been much greater had the house not been closed up so tightly.

FIREMEN first entering the house to search for possible survivors said that oxygen had been exhausted and flames were subsiding until new air reached the blaze.

Later Wednesday, a sister-in-law of Kendall, Mrs. S. L. Walser, received a broken hip as she fell while surveying the damage to the house.

The fire is believed to be the largest fire loss in the city of Hereford since 1963, when losses were extensive to another large residence and a food store.

Largest fire loss in the city during 1965 was just \$5,000 to a house under construction.

During January of this year, firemen answered 29 calls, which was a number far above the averages for a month.



Legal Notice

THE STATE OF TEXAS

To: JULIUS GRANDJEAN, and his spouse, if any, J. P. COLLIER and his wife, LILLIAN R. COLLIER, and if the said JULIUS GRANDJEAN, and his spouse if any, and the said J. P. COLLIER, and his wife, LILLIAN R. COLLIER, be deceased, their heirs, unknown heirs, and legal representatives, Defendants; Greeting:

You are hereby commanded to appear by filing a written answer to the Plaintiff's Petition at or before ten o'clock A. M. of the first Monday after the expiration of forty-two days from the date of the issuance of this citation, same being Monday the 14th day of March 1966, at or before ten o'clock A. M. before the Honorable District Court of Deaf Smith County, Texas, at the Court House of said County in Hereford, Texas.

Said Plaintiff's Petition was filed in said court, on the 26th day of January, A. D. 1966, in this cause, numbered 5659 on the docket of said court, and styled, **BAPTIST FOUNDATION OF TEXAS Plaintiff, vs. JULIUS GRANDJEAN ET AL Defendants.**

The names of the parties to the cause are as follows:

Baptist Foundation of Texas is Plaintiff and Julius Grandjean, and his spouse, if any, J. P. Collier and his wife, Lillian R. Collier, and if the said Julius Grandjean and his spouse if any, and the said J. P. Collier and his wife Lillian R. Collier be deceased, their heirs, unknown heirs and legal representatives are Defendants. A brief statement of the nature of this suit is as follows, to wit: Plaintiff sues for title to and possession of all of the north 1/2 of the west 1/2 of the southwest Quarter (1/4) of Section 24, Township 3 North, Range 3 East of a Capitol Syndicate Subdivision, Deaf Smith County, Texas, alleging that it has title to the said land and improvements thereon under the five-, ten-, and twenty-five year statutes of limitations, and Plaintiff prays that all of the right, title, and interest of the Defendants, and each of them, be divested of and invested in the Plaintiff, and that the cloud cast upon Plaintiff's title by the Defendants and each of them be removed, as is more fully shown by Plaintiff's Petition on file in this suit.

If this citation is not served within ninety days after the date of its issuance, it shall be returned unserved.

The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.

Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas, this 26th day of January A. D. 1966.

Attest:
Lucille Posey Clerk,
District Court, Deaf Smith County, Texas. T-5-4c

Legal Notice

CONTRACTORS NOTICE OF TEXAS HIGHWAY CONSTRUCTION

Sealed proposals for constructing 8.878 miles of Asph. Conc. Pav. & Seal Coat from 2.121 Mi. North of US 60 to 8.878 Mi. North on Highway No. US 385, covered by C 228-5-21 in Deaf Smith County, will be received at the Highway Department, Austin, until 9:00 A. M., February 23, 1966, and then publicly opened and read.

Plans and specifications including minimum wage rates as provided by Law are available at the office of W. V. York, Resident Engineer, Canyon Texas, and Texas Highway Department, Austin, Usual rights reserved.

Legal Notice

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School...

(Continued from Page 1)

chestra we would like to have, and if the board is interested in having an orchestra it is time we started looking into scheduling, instructors, and other things.

"We will have to start training for the orchestra in elementary grades, and even if we start now, it will take several years before we can stage a full orchestra," Clark explained.

Board members approved the suggestion unanimously, after individually voicing support of an orchestra program.

RENEWAL of contracts was authorized for all principals in the system.

Principals are D. C. Martin, Northwest; Ray Todd, Central; Charles Duval, Northwest; Philip Shook, Shirley; Wylie Quatlebaum, Stanton Junior High; and Bill Michael, high school.

A contract for Jerry Don George as principal at La Plata Junior High had previously been approved.

THE BOARD renewed Kelly's contract and increased his salary after complimenting the work the administrator is doing for the school.

Meredith and Kitchens were also so praised as the board lengthened their contracts from one to two years.

Named as assistant Junior high schools were Walter Bryan, currently athletic director at Grapevine, and Alex Glass, a Junior high coach here several years ago, which man will go to which school has not yet been determined.

Also hired were the following teachers: Melba Michael, W. M. Weaver, Beth Gibson, Raydel Treadwell, Marjorie Thomas, Patricia Copeland, Helen Rose, Vavia June Rudd, and Betty Jo Solomon. Mrs. Michael will teach at Aikman, Weaver and Mrs. Gibson will be at Buebonnet, Treadwell and Mrs. Thomas will be at Central Miss Copeland at Shirley, and Mrs. Rose at high school.

Mrs. Rudd and Mrs. Solomon will join Mrs. Esther Springer as school nurses.

In their action, the board accepted the resignation of Fred Beversdorf as a part-time language instructor at high school.

Following is the text of the administrative policies concerning athletics in the Hereford school, as approved by the board:

1. DEVELOPMENT of the physical, mental, and moral qualities of the individual participants especially through the close personal contact with coaches who exemplify these qualities themselves.

2. Development of a competitive spirit, the ability to work as a team and to accept responsibility for the team including leadership.

3. Development of a willingness to work hard and to make sacrifices to attain a worthwhile goal, acceptance of the discipline imposed by the rules of the game, and achievement of self-discipline.

4. Development of the qualities of good sportsmanship; learning to strive to win when possible to do so fairly and to accept defeat when necessary.

5. Development of a wholesome school spirit and acceptance of the code of sportsmanship among the entire school.

6. Development of an awareness of and an interest in the total school program by the entire community.

IN ORDER to accomplish these purposes and maintain an educationally sound athletic program, the following administrative policies are established:

A. All administrative and coaching personnel are expected to cooperate fully in the planning and conduct of the athletic program.

B. Frequent opportunities will be afforded for cooperative planning and for discussion of problems that arise in the various areas of the athletic program.

3. ALL COACHES are expected to support the total athletic program and are required to accept assignments in the conduct of events in which they have no direct coaching responsibility.

B. The conduct of the athletic program shall be maintained strictly under the control of the administration of the district and of each individual school.

1. The administrative and coaching staffs shall be responsible for adherence to all rules of the University Interscholastic League, to administrative policies, and to all policies of the Board of Trustees.

2. The selection and assignment of the coaching staff is the responsibility of the administration with the approval of the Board of Trustees.

3. All scheduled events and any necessary changes in schedules must be approved in advance by the administration and it is the responsibility of each school to see that all events are placed on the school calendar.

4. THE ADMINISTRATIVE staff, as well as the coaching staff, is responsible for adequate supervision of team and spectator behavior at all events both at home and away.

5. The school welcomes the support of individuals and group within the community but cannot accept interference in the administration of policies or the personnel.

6. The administrative staff shall fix specific responsibility for the athletic facilities and equipment.

C. THE COACHING staff shall develop a written plan for the operation of the athletic program subject to approval by the administration.

1. The plan shall include details of the extent of the season for each sport, the schedule for the conduct of the sport during the season, and the out-of-season activities for those boys who are not participating in another sport.

2. It shall be considered unethical for a coach to discourage any boy from participating in any sport in which he is interested or to require any boy to take part in out-of-season activities in one sport who is at the time participating in another sport.

3. The head varsity coach in each sport shall act as consultant for other coaches in that sport so that all levels will be planned and conducted in a unified manner.

D. THE BENEFITS of the athletic program should be extended to the greatest number of individual participants possible.

1. No boy should be excluded from participation in any sport in which he is interested except for (a) disciplinary reasons after consultation with the school administrator or (b) seniors who are not eligible for varsity competition.

2. THE NUMBER of squads or teams and the number of coaches assigned shall be determined by the number of boys participating rather than a fixed number of teams.

3. While winning is recognized as an objective in any sport and may be given greater emphasis at the varsity level, the constructive values mentioned earlier must never be sacrificed. On teams below the varsity level winning should never take precedence over the goal of providing an opportunity for the greatest possible number of boys to participate.

4. The administrative and coaching staffs shall develop written policies on awards and letters. However, any boy who has participated regularly prior to his senior year shall be entitled to a varsity letter and to make all regular varsity trips his senior year even though he may not qualify under the award policies.

OVER GOAL BY \$773

City Completes Drive For March Of Dimes

Deaf Smith County March of Dimes workers overshot their 1966 goal by \$700, according to Dr. Noble Ballard, campaign chairman.

Volunteers set the goal for this year at \$3,000 which was last year's total collected in the drive.

Wednesday, Dr. Ballard announced that workers had collected \$3,773 in the campaign. **MONEY WAS** collected by Mother's March, which netted over \$2,000 for the drive.

Also two benefit basketball games were held and one turkey shoot.

The ball games were sponsored by the Hereford Jaycees, Suits Auto Supply and Joe's Auto Clinic.

Turkey shoot activities were sponsored by the Hereford Gun Club members.

TEENAGERS also played an important role in the drive as students at Stanton Junior High School contributed over \$400 to the fund during a talent show.

High school girls sold candy on Main St. during the annual candy day sale and volunteer workers collected money in a road block on Park St.

THE MONEY collected in the drive will be used in research on birth defects and to maintain the many birth defects therapy centers in the United States.

One-third of the funds collected in Deaf Smith County will be used for local cases of birth defects, either for treatment or for transportation to one of the many March of Dimes centers over the country.

The centers are maintained to birth defects and to try to prevent them. The fight is almost an endless one since there are so many different varieties of birth defects.

Other centers are used for therapy for those who are afflicted with the defects. Some times the therapy can give a child whose life at one time looked hopeless a whole new outlook on life.

Many children are provided with surgery and braces in order to give them better control over their body.

Calendar Of Events

THURSDAY

Westway H. D. Club in home of Mrs. C. A. Saulcy, 517 Ave. J, 9:30 a. m.

Night circles of First Baptist WMS, supper in Mrs. Lynn Kester's home, 7 p. m.

VFW Auxiliary in Rock Clubhouse, 7:30 p. m.

Duplicate Bridge Club in Community Center, 7:30 p. m.

Calliope Club in home of Mrs. E. W. Dettman, 8 p. m.

Hereford Study Club, party for members' husbands, Flame Room, 8 p. m.

St. Anthony's Parish Council in school auditorium, 8 p. m.

FRIDAY

Hereford Garden Club, luncheon at the Flame Room, 11 a. m.

Duplicate bridge group at Hereford Country Club, 9:30 a. m.

Jaycee-Eltes installation dinner in Flame Room, 7:30 p. m.

Cultural H. D. Club with Mrs. P. M. Houser, 2:30 p. m.

MONDAY

Music Study Club in home of Mrs. D. W. Palmer, 149 Liveoak, 2:30 p. m.

Hereford Citizens Band Radio Club, REA Building, 8 p. m.

TUESDAY

Ladies Golf Association luncheon at Hereford Country Club, 12 noon.

La Affliatus Estudio Club with Mrs. C. E. Beauford, 3 p. m.

La Plata Study Club in home of Mrs. Jack Brown, 8 p. m.

Kappa Iota Chapter, Beta Sigma Phi, in Community Center, 7:30 p. m.

WEDNESDAY

Simms Study Craft Club in home of Mrs. Leland Burns, 2:30 p. m.

First Christian Women's Fellowship, luncheon at church, 12 noon.

Ford H. D. Club in Ford Community Building, 2:30 p. m.

Funeral Held

For Victim Of Pneumonia

A young expectant mother was pronounced dead on arrival at Deaf Smith County Hospital Sunday afternoon.

A Gilliland Funeral Home Ambulance was called to the home of Ben Villagas, 245 Catalpa, where they were asked to take Mrs. Eva Villagas to the hospital. Doctors pronounced the 24-year-old woman dead on arrival.

Deaf Smith County Justice of the Peace C. B. Miles ordered an autopsy performed to determine the cause of death.

The autopsy was performed in Amarillo and it was reported that the cause of death was acute labor pneumonia.

Mrs. Villagas was reported to have been under the care of an out-of-town doctor just prior to her death.

Mrs. Villagas is survived by her husband, Ben, and two small daughters, both of the home. Funeral services were held Wednesday morning at St. Joseph's Mission.

Rites Conducted

For Infant Girl

Graveside services for Angela Dawn Vines, infant daughter of Mr. and Mrs. James W. Vines Jr., 120-B Catalpa, were conducted Monday afternoon at Rest Lawn Cemetery by the Rev. James Martin, pastor of Westway Baptist Church, Gilliland Funeral Home was in charge.

The baby, born Saturday, is survived by the parents and grandparents, Mr. and Mrs. James W. Vines Sr., Mr. and Mrs. Jerry Pennington, all of Hereford.

Airport...

(Continued from Page 1)

"3. We recommend that the present terminal building be replaced by a larger, more attractive building."

McCleskey then outlined the importance of each of the recommendations and outlined the value of the airport to the city.

He pointed out that a survey has shown that 89 local firms and 149 pilots utilize the airport.

IN ADDITION, as gas sales tickets show that at least 57 out-of-town planes "use the airport regularly to bring people here to conduct business."

Mayor Ray Cowser said that the commission is currently attempting to locate a beacon to fill the needs of the local airport, and that one will be purchased when a suitable beacon becomes available.

Commissioners for some time have discussed the need to provide additional paving at the airport, but so far have seen no means available to finance the project.

CONCERNING the proposed new terminal building, Cowser said that he felt this should be reserved until the paving and beacon are installed.

Also discussed, although not mentioned in the chamber committee's recommendations, was the need to improve an open hangar built last year at a cost of \$12,000 to house twin-engine aircraft.

But to date, no renters have appeared to utilize the hangar and several observers feel the only solution is to enclose the hangar.

This would entail other large expenditures.

The commission said it would look into possibilities of financing the proposed improvements but could take no action until funds appear.

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You May Have Laughed BEFORE - But Never As NEVER TOO LATE - It Could Be You

STOP!

and remember **LAST YEAR THERE WERE 22,129,000 ACCIDENTS IN THE HOME**

As a tribute to Romance... each Lady will be admitted FREE if accompanied by an escort whom she loves.

Valentine Day **MONDAY, FEBRUARY 14th**
It is a Sweetheart of A Show For All Sweethearts From 17 to 97.

STAR THEATRE

SUNDAY MONDAY

PAUL CONNIE MAUREEN JIM
FORD STEVENS O'SULLIVAN HUTTON

JANE WYATT-HENRY JONES and LLOYD NOLAN

Never too late

5 BIG DAYS Starts Tuesday

"THE RARE BREED" HISTORY ON THE HOOF

PAUL CONNIE MAUREEN JIM
FORD STEVENS O'SULLIVAN HUTTON

JANE WYATT-HENRY JONES and LLOYD NOLAN

5 BIG DAYS Starts Tuesday

"THE RARE BREED" HISTORY ON THE HOOF

Stat's

Thursday
Friday
Saturday

SEE THE KID

YOU GAMBLED WHEN YOU READ THIS AD

Head take on anyone, at anything, anytime

THE CINCINNATI KID

STOP!

and remember **LAST YEAR THERE WERE 22,129,000 ACCIDENTS IN THE HOME**

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Small Talk

By SUE COLEMAN
Women's Editor

An automobile mechanic cannot fathom the stupidity of a woman who can't point out the carburetor on her own car; the saleswoman looks with amused contempt at the bumbling husband who confuses taffeta with chambray when he tries to buy a gift for his wife.

A BANK EMPLOYEE doesn't see why anybody would need help in finding his way to the proper window to open an account. The insurance office clerk has no patience with the policy-holder who thinks a premium is something he should re-

ceive instead of something to pay.

And so it goes, as it always did. A person can be totally ignorant of procedure in other businesses, but be surprised that other people are not familiar with his.

Thus newsmen keep being surprised at other people's idea of news values, although strange ones are encountered every day.

Mostly, it is a simple matter of people not noticing as a news writer does, the differences between news, publicity and advertising.

SO SOMEBODY ASSUMES that a newspaper is happy to run long stories with big headlines about a money-raising project, but inquires timidly the cost of publishing an item about some member of his family who has received a scholarship or a military decoration. Actually, the first is a favor done by the paper, usually without charge to civic, school or church organizations, on the theory that fund-raising for good causes is in the public interest and merits publicity.

The latter type of information is always wanted by a newspaper, because it is real news about a person in whom the readers are interested.

OF COURSE there is no charge for such a story, but we suspect some folks hesitate to notify the paper of really newsworthy happenings because they fear they will be billed. Bills are sent only for advertising, not for news.

By an old saw current among newspapermen, advertising is something somebody wants in the paper; news is something somebody doesn't want in the paper. That very definition is pretty generally true, although

like any generality it doesn't fit all cases. Another distinction is: Advertising is something you pay for, so you can say what you like with due regard for libel laws and postal regulations; news is handled by a paper's staff and written to conform to the individual paper's style and policies.

ALL THIS IS on my mind because several people have asked lately about our charge for publishing the story of a wedding or some club or church event. We take it for granted that everyone knows there is no charge, but such an inquiry shows that one, at least, doesn't.

Maybe we need to keep saying that we welcome news items, or just news tips. There's no point in hesitating because details are lacking; a reporter can check on these.

SOMETIMES WAITING to round up details can cause the news tip to be so late that it isn't worth much by the time it gets to the paper. The main element in news is that it be "new." The time to report something to the paper is before it happens.

Oh yes, there are things which can't be reported in advance, but it always makes me feel badly when a club reporter, for instance, waits until a program is over before telling details which might have made more people come hear the program, if they had known in advance.

It doesn't help to have an enthusiastic report afterward, to make them wish they'd been there.

Jaycee-Ette Installation Set Friday

Final details of the installation dinner of Hereford Jaycee-Ettes were planned at a business meeting Tuesday evening in Community Center. State officers will speak at the dinner in the Flame Room at 7:30 p. m.

Officers for 1966, headed by Mrs. John Meador as president, will be installed.

A committee was named to assist the Jaycees in preparations for their annual awards banquet.

Mrs. Troy Vincent was a guest at the meeting, which was devoted entirely to club business. Mrs. Tom McCabe and Mrs. Meador, hostesses, served refreshment.

Other members present were Mmes. Wayne Houlett Dick Kendrick, Jerry Shipman and Jerry Fowler.

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TALENT WINNERS — The Three Wishes, a talent show sponsored recently by the Antonion Circle at St. Anthony's school auditorium. Their comedy routine was a takeoff on the Smothers Brothers television program.

Prizes Awarded As Large Crowd Sees Second Annual Talent Show

A capacity crowd in St. Anthony's School auditorium viewed the Antonion Circle's annual show Sunday evening, when 81 contestants competed for cash prizes in three age divisions.

Winning first in the children's division was Sylvia Perry of Fritch, with a tap dance routine. Carmen Betzen, daughter of Mr. and Mrs. Arnold Betzen, topped the teen division with a reading of an original composition, I Speak for Democracy.

ter judge, will lecture on New Concepts in Flower Arranging.

Three members will conduct the morning program. Mrs. Ralph McCullough will discuss soil preparation and proper setting of plants for rose-culture. Mrs. G. W. Newsom's topic is Insecticides and Feeding, and Mrs. R. L. Wilson is to speak of pruning. Mrs. O. G. Hill Sr. and Mrs. Art Stoy are to be hostesses.

Club Is Holiday Hostess

A buffet supper was served by members of Young Mothers Study Club, with their husbands as guests in Community Center Tuesday evening. Tables were decorated in Valentine motif and arrangement of red carnations formed the centerpiece.

Mrs. David Brumley and Mrs. Jim Arney were hostess chairmen. Members and their guests present were Messrs. and Mmes. Al Hunter, A. T. Griffin, Don Chapman, Frank Campbell, Don Brush, Howard Hunter, Homer Rudd, Ray Simpson, Charles Springer, David Honea, Arney and Brumley.

Garden Club Workshop Is Set Friday

Each member of Hereford Garden Club is urged to bring an abstract flower arrangement to the workshop which will begin at 11 a. m. Friday in the Flame Room. Group study of the arrangements will be a part of the program.

In two divisions, the meeting will include a morning session on the subject, Roses From the Ground Up. After a salad luncheon at noon, Mrs. A. L. Manjeot, a member who is a mas-

Dawn Music Club Elects Officers

Officers for next season, with Mrs. Ray Polan as president, were elected in Dawn Music Club Tuesday when members observed the Parade of American Music month with a program of tunes from a Broadway musical comedy success of recent years. Mrs. Robert Strain was hostess in her home.

Meredith Wilson's music from the Unsinkable Molly Brown, a story of a suddenly-rich and socially ambitious woman from the Colorado mining boom days, was chosen as the club's presentation of contemporary American music.

Mrs. Paul Engler discussed music of the American theater, and Mrs. H. V. McCabe sketched the life of the composer as preliminaries.

Mrs. L. W. Tooley, Mrs. Eldon Owens and Mrs. R. E. Curt singer sang "I Ain't Down Yet" in a trio arrangement and Mrs. Strain presented Leadville Johnny Brown as a musical reading.

Solos from the stage musical were If I Knew, by Mrs. Carl Wimberley; Dolce Far Niente, Mrs. Leo Criddle; Belly Up to the Bar, Boys, by Mrs. Strain; He's My Friend, Mrs. Polan; Colorado My Home, Mrs. J. B. Caraway; Bon Jour, Mrs. Ray Stewart, and I'll Never Say No, Mrs. Strain.

Named as officers for 1966-67 to serve with Mrs. Polan were

Mrs. W. Wimberley, vice president; Mrs. Criddle, secretary; Mrs. Edgar Sowell, treasurer; Mrs. Alfred Smith, reporter.

Mrs. Steve Bavousett, the retiring president, was chosen as parliamentary, Mrs. Curtinger as choral director and Mrs. Tooley historian.

Other members present Tuesday were Mmes. Walter Lemon, Pat Miller, Jim McCabe, and Carl Wimberley.

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FROST AND FREEZE

more than 120 risks YOU CAN'T AVOID!

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GIBSON'S DISCOUNT PHARMACY QUALITY Robert Miller ECONOMY Kleenex Towels 4 Jumbo Roll 99¢	Whitman's Valentine Chocolates At Gibson's Discount Prices! Jumbo Asst. 47¢ Fun Fair 37¢ 26 Count Assortment 22¢ One Special For Teacher Reg. 29c	ALCOHOL Gibson Rubbing Isopropyl Alcohol 70% 39c Value 9¢ One Pint	White or Color — Delsey Bathroom Tissue 3 99¢ 4 Roll Pkgs. For Hands That Work — Ends Detergent Hands Chap-Ans Reg. 98c 2 New Economy Size 97¢
BAYER Aspirin 300 Tablets \$1.47 Bayer — Reg. \$2.19	VO5 Shampoo by Alberto Culver Reg. \$1.39 Family Size 57¢	KOTEX 48's \$1.17	BRECKSET STYLE SETTING LOTION Holds and Controls your Set Regular or Extra Hold. Reg. \$1.00 57¢
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Gebhardt's 2 1/2 Lbs. CHILI CON CARNE Giant Family Size 57¢	Gebhardt's 2 1/2 Size TAMALES in CHILI GRAVEY 4 Cans \$1.17	Fashion Quick Home Permanent Nationally Advertised At \$3.26 \$1.27 Gentle, Regular and Super! Salon Tested! No Shampooing! No Mixing!	BRECK BANISH DANDRUFF TREATMENT SHAMPOO Banishes dandruff and leaves your hair shining clean—dandruff free. Liquid or Cream. Reg. \$1.65 77¢
Suave HAIR SPRAY No cotton candy feel! Hard To Hold Dry Treated Regular Your Choice Reg. 99c 57¢ Never a stiff "cotton candy" feel with SUAVE Hair Spray. It holds firmly but never gets sticky about it. A quality product by Helene Curtis			

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Mrs. Dale Hallows
son Bret eyes kitchen move

LET'S COOK SOMETHING!

Easy Yeast Roll Method

By SUE COLEMAN
Women's Editor

Recipes are fine, says Mrs. Dale Hallows, but she seldom uses them. In everyday meal preparation she cooks the way she learned from her mother when she was growing up in a large family. When she tries a new recipe she is likely to adapt it to her own methods.

DESCRIBING HERSELF as "not an enthusiastic cook," Mrs. Hallows gets meals ready for her family just as she keeps her house shining, as a part of her job as housewife. She likes better to sew for her daughters and for the house, and to

do such handwork as quilting and embroidering. Outside her home, Mrs. Hallows' interest centers in her church, the Mormon or Church of Jesus Christ of Latter-Day Saints. Her husband is branch president, head of the local church, and she is active in the Relief Society, the women's organization.

She and her sister, Mrs. Kendon Anderson, work together in many of the church activities.

THE CONGREGATION here has just dedicated its new building and women members have contributed to the building fund during the months of construction. One project has been the sale of hand-made crib quilts, which Mrs. Hallows has helped make.

The Hallows live about 15 miles northwest of Hereford, in a rambling gray ranch-style house to which they moved last summer.

From the wide window in the living room, taller buildings in Hereford are visible, and the city's lights show brightly at night. On clear nights, Mrs. Hallows says, lights of Canyon and Vega are also visible from the elevation on which their house sits.

The family, includes Bret, almost five years old, who is usually called Benny; Julia, in the first grade; Linda, a sixth-grader, and Lane, a junior in Hereford High School.

THEY HAVE BEEN residents in this county about 15 years and until the recent move they lived on Progressive Road. Mrs. Hallows, trim and cinnamon-haired, has been a member of Progressive Home Demonstration Club nine years and is currently president, after holding other offices.

She is a daughter of the Daniel Larsons, who moved here from Utah some years ago and

were leaders in establishing the Mormon Church here. Her home town was Monroe, Utah, where she lived until her marriage in 1942.

If Mrs. Hallows should claim a cooking speciality, it might be her home-made bread, with which she keeps her family supplied. She gives a recipe for a basic sweet dough which she says is easy to make and can be dressed-up into fancy rolls.

SWEET YEAST DOUGH

Soften one yeast cake in 1/4 cup lukewarm water (85 degrees or use 1 package dry yeast softened in 1/4 cup warm water. Heat 1 cup milk to scalding and cool to lukewarm. Add 1/3 to 1/2 cup shortening, 1 tb. salt and 1/4 cup sugar.

Sift 4 cups flour, part whole-wheat flour if desired. Add flour to the milk mixture to make a thick batter. Add the dissolved yeast and one or two beaten eggs. Beat well.

Add enough more flour to make a soft dough. Cover and let rest 10 minutes, then turn out on a lightly floured kneading board. Knead well, until surface of the dough is smooth and covered with tiny blisters.

Place in oiled bowl. Cover tightly and let rise until slightly more than doubled in bulk. Punch down and let rise 30 minutes. This second rising makes rolls with finer texture. Punch down and let rise 10 minutes, then shape out into rolls.

Dawn H.D. Club Plans Scrapbook

A scrapbook to serve as a club history and also a memento in future years, was planned for Dawn Home Demonstration Club by members who met recently in the home of Mrs. Bill Sooter. All members are to cooperate in gathering pictures, clippings and reports of activities.

Mrs. Ray Stewart presided and Mrs. J. B. Caraway presented the program. She demonstrated use of various cleaning agents for household metals and kitchenware, warning members not to mix cleaners because a harmful chemical reaction may result.

The speaker added that kitchen pots and pans should be cleaned promptly after use in order to keep them bright. She gave each member a pamphlet outlining cleaning methods.

Others present were Mmes. H. D. Fowler, H. S. Fuller, Richard Golden, Gene Suttle and Bill Leonard.

Classifieds Get Results

Hey Kids!

Enjoy healthful, invigorating, exciting Roller Skating. Lessons given on Saturday mornings. Call EM 4-1708 for details.

(age limit 5 to 12 yrs.)

West Hereford Club Hostess Is Mrs. Bradly

Meeting in the home of Mrs. Alice Bradly, West Hereford Home Demonstration Club heard a program on care of household utensils, with Mrs. Follett as the speaker Tuesday afternoon.

She suggested cleaners for various types of metal, and said that a cleaner may be made by mixing whiting, which can be purchased at lumber yards, with equal parts of soap and water. Mrs. Alice Cox was program chairman.

Mrs. Roy Boyd will be hostess at the next meeting, 2:30 p. m. Feb. 22, in her home at 608 Blevins.

Others at the meeting were Mmes. Robert Boyd, Bell Grooms, John Jacobsen SR., Lola Monasco, W. A. Waters, Hubert Duncan, Verna Schroder, Vern Witherspoon, Blanche Hardin and V. V. Pierce; Misses Mary Bradly and Evelyn Bell.

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39¢

Bacon Flavor Wright 2 Lb. Pkg. \$1.69

Arm Roast Lb. 69¢

Chuck Roast Blade Cut Lb. 49¢

Short Ribs Beef Lb. 29¢

SANDWICHES

Ham Salad - Chicken Salad and Pimento Cheese

10¢ each

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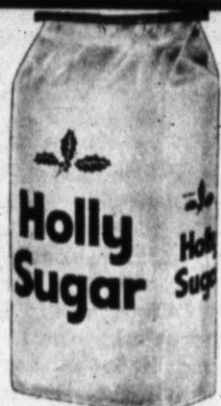
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39¢

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MIRACLE WHIP

39¢ Qt.

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Food King OLEO

6 1 Lb. Solids \$1

Welch's Frozen GRAPE JUICE

3 12 Oz. Cans \$1

Tendercrust Ranch Style BREAD

1 1/2 Lb. Loaf

30¢

Bremmer's JUMBO PIES

Box of 12

39¢

Sunshine FIG BARS

1 Lb. Pkg.

35¢

Food King SHORTENING

3 Lb. Can

63¢

Morton's Frozen CREAM PIES

25¢ ea.

Cloverlake ICE CREAM

69¢ 1/2 Gal.



COCA-COLA

6 Regular or King Size

39¢ plus deposit

Lipton's INSTANT TEA

3 Oz. Bottle

59¢

Shurfine Cut GREEN BEANS

5 303 Cans

\$1

Kounty Kist CORN

6 12 Oz. Cans \$1

Ranch Style Blackeye Peas

8 300 Cans

\$1

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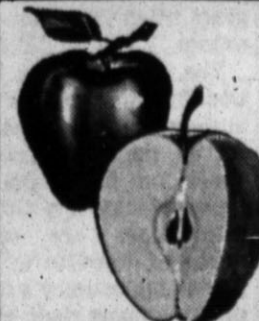
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TOMATOES

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19¢ Lb.

BIG NEWS!

FOR 6 BIG WEEKS

The NBA Professional Basketball Game Of Week

will be brought to you by One Hour Martinizing starting Sunday, Feb. 13th on channel 7 of the ABC Television Network! Be sure to tune in.

ONE HOUR "MARTINIZING"
the most in DRY CLEANING

Hey Kids!

Enjoy healthful, invigorating, exciting Roller Skating. Lessons given on Saturday mornings. Call EM 4-1708 for details.

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LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

YOUR HOME TOWN BOYS

CASH AND SAVE

Club's Program Topic Is Texas

Texas Day was the subject of Pioneer Study Club's program at a luncheon in the Caisson House Tuesday noon, with Mrs. Ted Panciera as leader. A salute to the Texas flag, which was displayed across the front of the speakers' table, was led by Mrs. John Patton to open the program.

Beautification project for the state and nation was discussed by Mrs. O. G. Hill Sr., a member who is now serving as governor of District One, Texas Garden Clubs. She emphasized the role women, especially clubwomen, can play in making a more beautiful Texas and America.

The meditation topic, God Bless Our State, was presented by Mrs. Bess Werner. Mrs. R. L. Wilson read the poem, Texas Our Texas.

Mrs. Wilson, Mrs. Henry Hastings and Mrs. Wirt Phillips were hostesses for the luncheon. Tables were decorated in red and white with Valentine symbols.

Business was principally concerned with club contributions to Federated Woman's Club projects, state and national, and plans for participating as a hostess club in the district convention of Texas Federated Clubs here next month. Mrs. L. H. Lookingbill Sr. presided.

Mrs. J. Sam Locke of Plainview, Mrs. Panciera's mother, was a guest. Members present included Mmes. William Wimberly, Delmar Sigle, Paul Rudd, H. E. Miller, Ralph McCullough, A. L. Manjoot, Ray L. Johnson, W. C. Hromas, J. M. Gilliland, N. E. Gass, Burl France, Allen Bell and Fred Barrett.

Hobby Auction Swells Fund For Scholarships

Adding \$144 to the chapter's scholarship fund, an auction of creative hobby products was held at the Saturday afternoon meeting of Delta Xi Chapter, Delta Kappa Gamma. Members living in Friona were hostesses at a tea in the new high school building there.

In keeping with the year's program focus on Creative Individuals, the auction was substituted for the usual white elephant sale as a scholarship fund benefit. Each member contributed an article she had made as a creative hobby.

Mrs. J. D. Neill of Hereford and Mrs. Nolan Froehner of Dimmitt, chairman of the scholarship and finance committees respectively, were in charge of the auction.

Mrs. Eleanor Hudspeth directed the program, designed to inform new members and to remind old members of the society's constitution. Mrs. H. V. Crawford told of the purpose and Mrs. Hudspeth explained membership requirements in the organization of women teachers.

Miss Della Stagner spoke of its meetings, conferences and

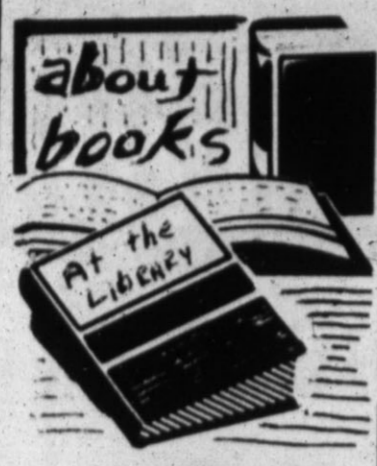
conventions. Mrs. Neill told how its money is spent. The program opened with the collect read by Mrs. Fritz Christian.

Each member completed a questionnaire in a survey conducted by the Personal Growth and Service committee, of which Mrs. Charlie Bell is chairman. Miss Hazel Merritt of Dimmitt, president, directed the business session.

Tea was served by the hostess group, headed by Mrs. Glen R. Carter and Mrs. L. B. McClain of Friona.

Hereford members attending, other than those on program, were Mmes. Merlin Kaul, W. T. Legg, J. J. Durham, Wallace Combest, Caudie Ola Brown, Earl Holt, Spicer Gripp, Jim Bookout, Fred Welch, Sam Ratcliff, V. P. Walker, Sue Painter, Kent Snare, L. C. Thomas, J. E. Springer, Misses Sophie Snare and Lucille Park.

The Bureau of Engraving and Printing in Washington, producer of all United States paper currency, has streamlined its public tour to allow close-up views of the entire production line.



Adrian News

By ANN BEAVERS
Brand Correspondent

Mr. and Mrs. M. A. Ferguson and Charlene Pulliam and Larry were dinner guest of Mr. and Mrs. Clayton Thompson and daughter in Amarillo, Sunday.

Visiting in the Bill Good-enough home in Amarillo, Sunday were Mr. and Mrs. Charlie Pulliam and Charlene and Larry, Mr. and Mrs. J. E. Jones and children, Mr. and Mrs. J. Pulliam, and Mrs. Clayton Thompson and baby.

Mr. and Mrs. Darrell Gaut from Amarillo were Friday dinner guest of the Bob Caldwell family, they were on their way to Santa Fe, New Mexico.

Mr. and Mrs. Herman Sifford visited Mr. and Mrs. Billy Sifford and boys at Friona, Sunday.

Kevin Sifford was honored on his second birthday Sunday by a dinner in the home of his grandparents, the C. F. Hom-felds. Kevin is the son of Mr. and Mrs. Wayne Sifford.

Mr. and Mrs. Pat Maupin at d Mr. and Mrs. Tommy Thompson and nephew from Amarillo, visited Sunday with Mrs. Millie Maupin and the Calvin Peters family.

Mr. and Mrs. Jesse Russell and Mrs. Reed from Quannah visited in Adrian, Sunday.

Mr. and Mrs. C. Pond Jr. from Amarillo visited the Bob Grulhkey family, Friday.

Tommy's Cafe honored the Jr. High Basketball teams with a Dinner, Monday afternoon just before they left for Chan-ning to play ball.

Mrs. Ted Boydston and children and Mrs. E. B. Pounds visited Friday with Mr. and Mrs. Neil Pounds and children at Earth.

Twianna Rogers, 2 year old daughter of Mr. and Mrs. Jerry Rogers of Lubbock had her tonsils removed Thursday and is now doing fine. Twianna is the granddaughter of Mr. and Mrs. Herman Sifford of Adrian.

Mr. and Mrs. Johnny Cavitt and Mark from Romero visited the Cotton Johnson family over the weekend.

Manuel Loveless came home from the hospital, Friday and is doing fine at this time.

Mark and Matt Lotspeich from Hale Center spent the weekend with their grandparents Mr. and Mrs. George Lotspeich in Glen-rio.

Mr. and Mrs. Bob Lotspeich from Hale Center were skiing at Ruidosa, New Mexico this weekend. Sunday they visited the Keith Kromer family.

Mr. and Mrs. Meb Bolin and children from Portales spent the weekend visiting Mr. and Mrs. Norman Jacobsen and the Robert Jacobson family.

Mrs. Hazel Chilton spent the weekend in Amarillo with Mr. and Mrs. Joe Shields.

Mrs. Jack Morgan's son was sick with the Chicken Pox and she was absent from teaching, Monday, Mrs. Lorin Creitz took her place.

Mr. J. W. Edmonds is ill in the hospital and the people of the Adrian community are sitting up with him.

Mrs. Charlie Pulliam, Charlene and Larry and Mrs. Brub Beavers visited in Amarillo, Friday with Mrs. Bill Good-enough and daughter; and Mrs. Shirley Jones, Billy and Sam. Charlene and Larry remained with the Goodenough family for the weekend.

Mr. and Mrs. Lewis Jobe and son from Endee visited the Alford Jobe family Sunday.

The annual elections were held this week at the high school. Who's who winners were: Marsha Burns, English; Wayne Whaley, Math; Suzette Sisk, Business; Gale Grulhkey, Home Ec.; George Harwood, Science; George Harwood, Social Studies.

Mike Horton was named Mr. Basketball; Laura Jobe, Miss Basketball; Gale Grulhkey and David Whitten, most valuable players; and Laura Jobe and David Whitten, most valuable players; and Laura Jobe and

David Whitten, Most Athletic Girl and Boy.

Mr. and Mrs. R. L. Pinnell visited Linda at Hardin-Simmons at Abilene and then went on to Temple where they went through the clinic.

C. F. Homfeld, Leland C. Burns and Robert E. Caldwell, representing Adrian Wheat Growers, Inc. were among the 150 managers and directors of farmer cooperatives who went "back to school" last week at Edinburg, Texas. The occasion was an annual training session sponsored by the Texas Federation of Cooperative, the Houston Bank for Cooperatives and the Texas Agricultural Extension Service.

The Adrian P. T. O. meeting will be held Monday night, February 14 at 7:30. Mrs. Hazel Chilton and her sixth grade pupils will have the program. Hosts are: Mr. and Mrs. Wilbur Harris, M. and Mrs. Min-uel Loveless, Mr. and Mr. Howard Engle, Mr. and Mrs. Grady Pridmore and Mr. and Mrs. Johnny Heiselman, Jr.

YHT Unit Is Hostess To Husbands

Members of the Hereford Chapter, Young Homemakers of Texas, were hostesses at a sweetheart supper with their husbands as honor guests, Saturday evening at La Cafe Hacienda.

Games of 42 entertained the group following the supper. Present were Messrs. and Mmes. James Dobbs, Howard Hunter, Layton Sawyer, Kenneth DeHart, Lewis Block, Raymond Gerk, Clark Andrews, George Zetsche, Larry Dobbs, David Bumley, Lawrence Baird and a guest, Ernie Baird.

Church Circuit Is Reorganized

A newly redistricted circuit of Jehovah's Witnesses, including the Hereford congregation, will meet in Plainview March 4-6 for a semi-annual assembly, Leonard M. Robertson, representative minister here, announces.

The new Circuit 9 extends from Wichita Falls to Levelland and from Haskell to Altus, Okla. Department heads and assistants met Saturday in Plainview to reorganize 20 departments for the assembly.

Effective Feb. 1, the re-grouping was directed by the Watchtower Bible and Tract Society to assign approximately 15 congregations to each Texas circuit.

The assembly in Plainview has the subject, "Make Disciples of People of All the Nations," with the aim of promoting home Bible studies with interested persons.

Pennsylvania Avenue in Washington recently was designated as a National Historic Site.

B&PW Club Hears Talks By Exchange Students

Hereford Business and Professional Women's Club was added to the list of organizations hearing talks this month by the students from other nations who are attending high school here under the American Field Service program.

Terresita Parba and Leif Nellenman were program guests who entertained and informed members of the business women's club by talking and showing slides of their home countries. Margaret Ann Durham, club chairman of public relations, was in charge of the program.

Miss Parba, from the Philippines, and Nellenman, from Denmark, sketched historic highlights of their respective coun-

ties, and talked informally of life in their own homes.

Finance committee members, Bea Barrett and Marie Sears, presented the budget for next year to be discussed by the club.

Registration cards were signed for the county leadership workshop which the club will sponsor March 21-22 under auspices of the Deaf Smith Program Building Committee. The B&PW Club is in charge of pre-registration, and plans were made for calls to invite enrollment, which is open to all residents at no cost.

Erma Walker and Mrs. Barrett were hostesses who served refreshments.

Spring Activity Is Planned For BSP Chapter

Spring activities were planned at a recent meeting of Kappa Iota Chapter, Beta Sigma Phi, in Community Center. They include a rush season and reception of pledges, election of officer March 15, rituals in April.

The chapter's part in the annual Valentine Ball of Feb. 12 was also planned and Feb. 24 was set as the date for a coffee to entertain rushees in the Flame Room.

Reports on sorority projects, contributions to cancer research and cystic fibrosis fund, were made in the business session, with Mrs. Harold Kids presiding. An executive board session preceded the general meeting.

Vacant offices were filled when Mrs. Bobby Shelton was elected representative to the City Council of BSP, Mrs. Duke Powell alternate and Mrs. Max Goforth publicity chairman.

Mrs. Wendell Maloney presented the program topic, Art of Thinking. Mmes. Preston Hagens and Mike Wilson were hostesses.

Mrs. Hammett Is Woman of Year Nominee From Progressive Club

Selecting Mrs. E. C. Hammett as Progressive Club's candidate for Home Demonstration Club Woman of the Year, members of her club also chose her as their nominee for delegate to the district Home Demonstration Association convention this spring.

Mrs. Hammett will be presented with other club choices at the annual county luncheon when the Deaf Smith H. D. Woman of the Year will be elected. She is serving her second term as president of the County H. D. Council.

Mrs. Taft McGee was named secretary-treasurer of Progressive Club to fill an office vacancy. The meeting was in the home of Mrs. H. L. Hershey, who gave a demonstration on Cleaning Household Metals. She showed the use of cleaning agents suited to different types of utensils.

The opening reading, titled Wills, Won'ts, and Can'ts, was given by Mrs. Floyd McGee.

Mrs. Tom Morgan was a guest and other members present were Mmes. J. D. Gilbert, Dean Stallings and C. V. Burges.

Husbands Are Guests At Valeda Club Supper

Husbands of Valeda Study Club members were guests at a covered dish supper in First National Community Room Tuesday evening, when Mrs. George Olson and Mrs. Harold Parsley were hostesses and Mrs. Don Baugous-the-entertainment chairman.

Heart and cupid cut-outs decorated the buffet table and quartet tables where games of party bridge were played after the meal.

Mrs. J. R. Oglesby, club president, welcomed guests and the Rev. Ronald Harpster gave the invocation.

and Mmes. Melvin Jayroe, Armon Lauderback, Charles Hoover, Harpster, Joe Frank Clark, Gid Brownd, Bill Brady, Dale Barkley, Baugous, George Ritter, Billy Sisson, Glenn Watts, Oglesby, Parsley and Olson.

King Antiochus I built a 150-foot-high funeral cairn 2,000 years ago on Nemrud Dagh (Mount of Nimrod) in southeast Turkey. At the time he was Monarch of the tiny but strategic crossroads kingdom of Commagene.

Couples present were Messrs. Classifieds Get Results

YES

IT'S DIFFERENT

EREN

Flag Display Is Month's Project For Auxiliary

Flag display as an indication of support of U. S. government policy in South Viet Nam is being urged here by American Legion Auxiliary members, in cooperation with the Legion's program titled Operation Show Your Colors.

The program was started nationally in December to counter anti-draft demonstrations. It involves the free distribution of American flag lapel pins and cards which carry this message, "Americans are serving the cause of freedom in Viet Nam. I wear my country's flag to show that I support their efforts."

Auxiliary members are helping give the little flag pins to neighbors and friends, says Mrs. Hazel Sparks, Americanism chairman, and also are asking that American flags be flown each day from Lincoln's birthday, Feb. 12, to Washington's birthday, Feb. 22, as a tribute to the ideals of those two American heroes.

Hereford residents who do not own a flag are invited to call Mrs. Sparks, as the Auxiliary's Americanism committee is prepared to supply them.

Pet dogs and cats gobble up \$600 million worth of commercially prepared pet foods each year.

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SCHNEIDER, BERNET & HICKMAN, INC.

ESTABLISHED IN 1932

• Stocks • Mutual Funds

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the deal you can get from a personal

LOW COST, NEW-CAR LOAN

FIRST NATIONAL BANK

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NOTICE!

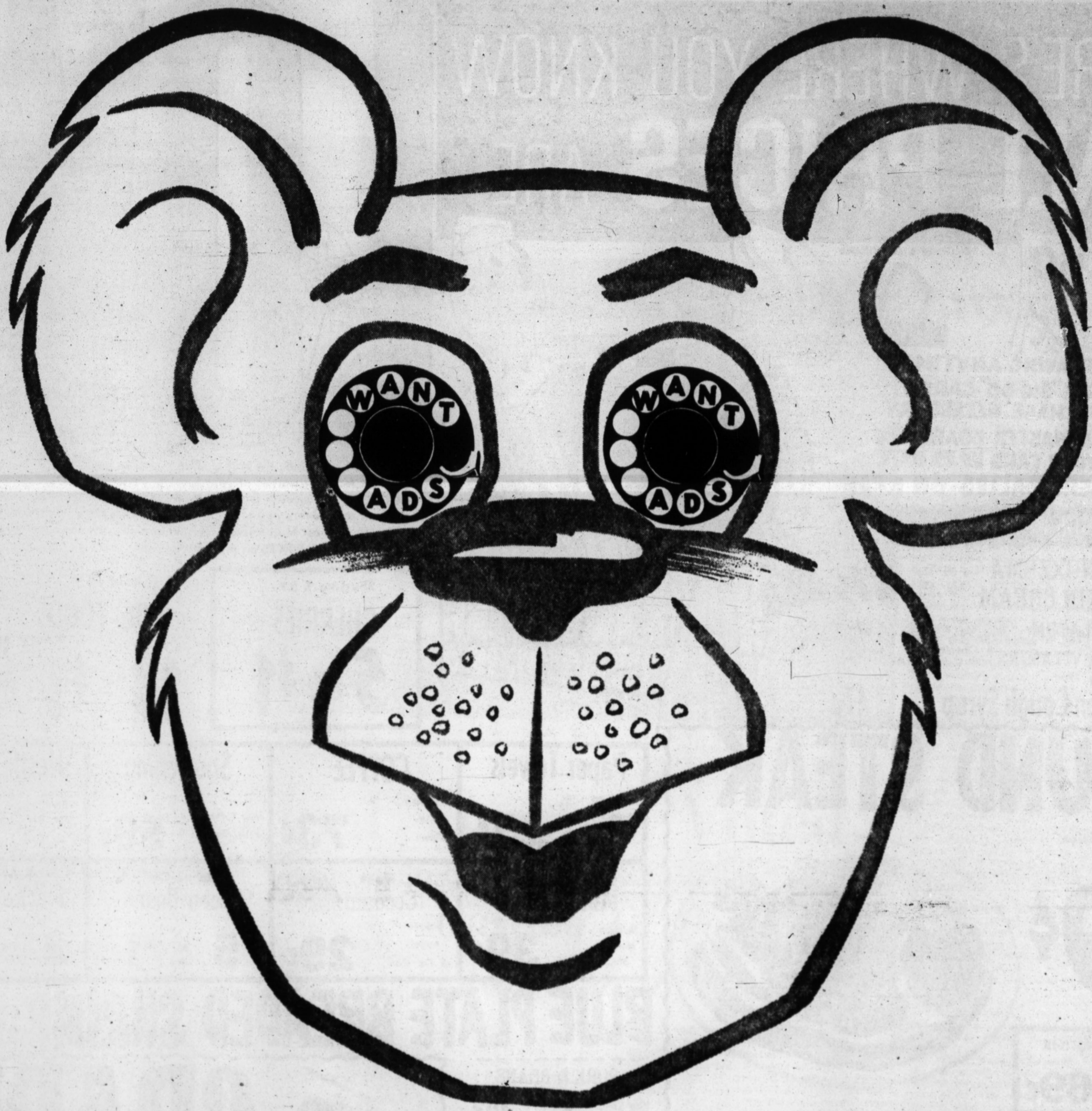
TIME TO RENDER YOUR PROPERTY FOR TAX PURPOSES, AND CLAIM HOMESTEAD EXEMPTIONS.

PERSONAL PROPERTY AS WELL AS REAL ESTATE MUST BE RENDERED FOR TAXES NOT LATER THAN APRIL 1, 1966. PERSONAL PROPERTY INCLUDES AUTOS, TRUCKS, FARM MACHINERY, TRAILER HOMES, CATTLE, HORSES AND OTHER LIVESTOCK.

TRAILER HOME OWNERS, LIVING IN TRAILER, MAY CLAIM TRAILER AS A HOMESTEAD.

HOMESTEAD EXEMPTIONS MUST BE CLAIMED EACH YEAR!

GO TO THE OFFICE OF NELL MILLER, TAX ASSESSOR- COLLECTOR 2ND FLOOR DEAF SMITH COUNTY COURTHOUSE



**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

HERE'S WHERE YOU KNOW ALL PRICES ARE

LOW

The TOTAL will show the cost is LOW — lower, perhaps, than you believe possible for a big cartful of your favorite foods. You get MORE for LESS at COOPER'S because we have MORE LOW PRICES on MORE ITEMS — hundreds of them every day of every week. Sure we have SPECIAL BUYS — more of 'em than most food stores — but what really cuts down your food bills are ALL THOSE LOW PRICES on the register tape.



ANOTHER \$100 WINNER



Mrs. Arthur Brock

- * BEGIN PLAYING ANYTIME
- * GET FREE "BIG-DO" CARDS NO PURCHASE NECESSARY
- * SEE OUR MASTER BOARD AND BRING YOUR CARD UP TO DATE
- * NUMBERS CALLED ON KPAN

Health & Beauty Aids

- NOXZEMA SKIN CREAM** 4 Oz. Size Reg. 75c **47c**
- MENTHOLATUM** 3 Oz. Jar Reg. 98c **67c**
- FULVITA VITAMINS** B Complex With C Reg. \$1.89 **\$1.09**
- Cremulsion Cough Syrup** 4 Oz. Size — Reg. 79c **47c**



Copr. G. Doppel

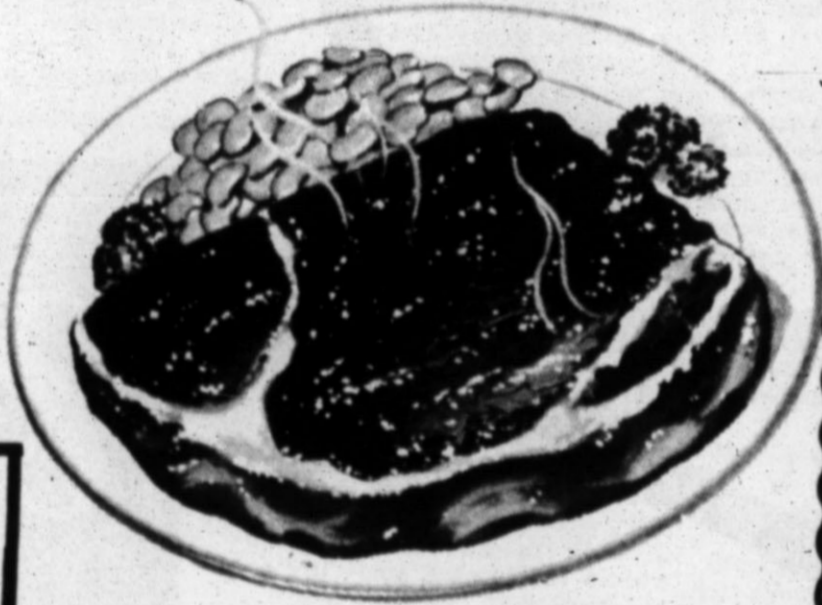
Shurfine R.S.P.
CHERRIES
5 303 Cans **\$1**

Roxey
DOG FOOD
13 Tall Cans **\$1**

ROUND STEAK

USDA Choice Pound

89c



- Chopped Sirloin** No Bone No Waste **69c**
- POT PIES** Morton's Chicken, Beef, Turkey **5 \$1**

- Short Ribs** Lean Meaty **39c**
- Sausage** Pure Pork Made in Our Kitchen **69c**

PORK STEAK Fresh Lean **55c**

Campbell's **TOMATO SOUP** 10 Cans **\$1**

- Easy Off** Oven Cleaner Aerosol Can **59c**
- Dishwasher All** Giant Size **59c**
- Final Touch** Fabric Softner 33 Oz. **59c**

Paper Towels Northern Jumbo Roll 25c	COFFEE Folger's 1 Lb. Can 73c	Shortening Mrs. Tuckers 3 Lb. Can 59c	Nestle's Quik Chocolate Drink Mix 2 Lb. Can 69c
Blueberry Muffin Mix Duncan Hines Box 39c	Flake Coconut Bakers Angel 7 Oz. Can 29c	Shurfine Cut Green Beans 5 303 Cans \$1	Shurfine Blackeye Peas 2 300 Can 29c

BLUE PLATE BREADED SHRIMP 59c

- PORK & BEANS** Van Camp No. 2 Can 3 For **49c**
- TOMATOES** Hunt's Solid Pack 300 Can 5 For **\$1**

GRAPES Calif. Emperor **2 25c**

WALNUTS 3 1 Lb. Bags **\$1**

COLO. YELLOW ONIONS lb. 5c

SWEET POTATOES New Mexico 2 lbs. **25c**

LEMONS Sunkist 6 For **19c**

MIX OR MATCH SHURFINE FROZEN

- Cut Corn
- Cut Gr. Beans
- Cut Okra

5 \$1

DUNCAN HINES PANCAKE MIX 2 Lb. Box **29c**



RANCH KITCHEN DELICATESSEN

- Beef Enchiladas** Pkg. Of **\$1.19**
- Cowboy Beans** Pt. **39c**
- Steak** Chicken Fried **1.49**
- Valentine Salad** Pt. **49c**
- Fruit Salad** With Whipped Cream Pt. **49c**
- Banana Pudding** Pt. **45c**

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COOPER'S

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SHURFRESH MILK