Community News

BROWNFIELD NEWS

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Bob and Mary Wanda Hamilton celebrated their 60th wedding anniversary Sunday, January 6, 2013 with a dinner at Sunset Church of Christ in Lubbock. Bob Hamilton and the former Mary Wanda Whitney, the daughter of Robert and Lilly Mae Whitney, were married January 4, 1953 at First Baptist Church of Brownfield. They have three children, Debbie Bean and her husband Kenneth of Levelland, Brad Hamilton of Lubbock and Brent Hamilton and his wife Leslie of Lindale; six grandchildren and eight great-grandchildren. The couple are retired from a long career in the floral business.

Burglary suspect caught

A local man was arrested Friday in connection with a recent home-invasion.

Malcom Harrell, 20, is charged with burglary of a habitation, a second-degree felony, and with a misdemeanor offense of failure to identify himself to law enforcement.

Brownfield Police were able to link Harrell to a burglary in mid-December in the 1400 block of East Buckley. Offense reports indicate that a suspect broke into the residence through a window and stole an undetermined amount of cash. He was taken to the Dawson County Jail, where he remains as of press time awaiting a transfer to Terry County. Bond was set at a total of $14,000.

Malcom Harrell

FREE Quote Comparison
I can probably $ave you $$ on your auto$.
Life Health Homes
Auto Crop LT Care
Annuities Equipment Estate
637-2504 549-6265
Leon Pope, *Agent*

Obituaries

RUFUS FRANKS, 1926-2013

Rufus Edwin Franks, 86, passed away January 15, 2013 in Lubbock.

Funeral services will be held at 2 p.m. Thursday, January 17 at First United Methodist Church of Brownfield.

Mr. Franks was born May 5, 1926 in Roby to D.J. and Beadie Franks.

He was preceded in death by his parents; five brothers; five sisters and his first wife, Glynna Faye Ross Franks.

He is survived by his wife, Gladys Stice Franks; one son Darrell Franks and his wife Karen of Lubbock; one daughter, Sheryl Posey and her husband Roger of Brownfield; six grandchildren and five great-grandchildren.

In lieu of flowers, the family requests contributions to Lone Tree Bible Ranch of Capitan, N.M. or In Touch Ministries.

JOYCE WILSON, 1941-2013

Funeral services for Joyce Annette Wilson, 71, will be held at 11 a.m. Saturday, January 19, 2013 at Greater New Hope Baptist Church in Brownfield with Pastors Michael Hudson and Eugene Reed officiating.

Joyce was born May 11, 1941 in Brownfield to Jannie and Luvell Hubbard. She attended school in LaMarque. Her Christian growth began at Greater New Hope Church, and this commitment continued throughout her life, which led her to New Life House of Praise Church.

Joyce was preceded in death by her parents; her husband, George Wilson; two children, David and Patricia; two brothers, Leroy and Lionel and two sisters, Selonia and Sadie.

Joyce will remain alive in her children, Gilbert Mason of Brownfield and Kenneth Mason of Lubbock; grandchildren, Demetrick Ward, Jervon Fisher, Reneisha Williams, Xavier Mason, Mackenzie Mason and Lionel Mason; one special sister-in-law, Madeline Hubbard; two aunts, Doris Mosley and Massie Mosley; eight great-grandchildren; special friend Dana Grimes and a host of nieces, nephews and other relatives and friends.

STOCK SHOW____*from One*

Saturday's sale was preceded by a special moment when a brand new John Deere Gator was auctioned off with all proceeds to benefit the family of Debra Graham, a long time supporter of the show.

The Gator, donated by B.E. Implement, brought $30,000.

Local veterinarian Dr. Jim Ridenour also announced a new scholarship fund to honor longtime supporter Charles Orum, who passed away in 2012.

Winners from the show are as follows.

Champions Buckles
Grand Champion Steer, Tanner Cudd
Reserve Champion Steer, Breck Faught
Grand Champion Lamb, Brittney Hogg
Reserve Champion Lamb, Kreede Orum
Grand Champion Barrow, Hunter Cudd
Reserve Champion Barrow, Reese Rowden
Grand Champion Gilt, Risa McQueen
Reserve Champion Gilt, Cassidy Cooper
Grand Champion Goat, Chance Smith
Reserve Grand Goat, Regan Perez
Grand Champion Rabbit, Madison White
Reserve Champion Rabbit, Darriane Dorris

Showmanship Buckles
Sr. Steer-Champion, Tanner Cudd
Sr. Reserve Steer, Breck Faught
Jr. Steer-Champion, Jacy Rowden
Jr. Reserve Steer, Hunter Cudd
PeeWee Steer-Champion, Nick Youngblood
Sr. Lamb-Champion, Brittney Hogg
Sr. Reserve Lamb, Garrett Besler
Jr. Lamb-Champion, Kreede Orum
Jr. Reserve Lamb, Brade Franke
PeeWee Lamb-Champion, Mallory Carreon
Sr. Swine-Champion, Garrett Besler
Sr. Res. Champion, Colton Drake
Jr. Swine-Champion, Risa McQueen
Jr. Res. Champion, Jacy Rowden
Pee Wee Swine, Maggie Ridenour
Jr. Goat Champion, Regan Perez
Jr. Reserve Goat, Ralph Gonzales
Pee Wee Goat Showman, Mallory Carreon
Rabbit-Champion, Madison White
Jr. Rabbit-Champion, Raney Pharis

Top Hand Awards were presented as follows:

Junior Top Hands were: Brady Caswell, Meadow FFA; Grace Franke, Wellman FFA (Winner); Skylar Jakstas, Brownfield FFA and Hunter Cudd, Terry Co. 4-H

Senior Top Hands were: Macye Boyd, Meadow FFA; Kirk Martin, Wellman FFA; Garrett Besler, Brownfield FFA (Winner) and Colton Drake, Terry Co. 4-H.

Class placings will be published soon.

WITH ALL THE NEW TAX LAW CHANGES,
don't trust your return to just anyone.... LET US HELP!
Affordable Service with Easy to Understand Tax Language
Attention to all taxpayers filing for Earned Income Credit:
Please bring proof of child or dependant's residence in your home, it is REQUIRED by the IRS this year!
(ex: report card, shot record, medical record, Medicaid card)
In most cases, tax returns can be prepared while you wait. Electronic Filing is FREE!!
Preparation Fees can be deducted from refund- NO UP-FRONT FEES!!
Refund Checks can be printed in our office!
Family Owned Company in business for over 50 years!
JOWERS TAX SERVICE
Office Hours: Mon-Wed-Fri: 9:00-6:00 Sat:9:00-1:00
No Appointment Needed (after hours appointment available)
3417 73rd Street Suite C, Lubbock
(Just outside Loop 289 off of 73rd and Indiana)
806-780-6506 • www.jowerstaxservice.com

SEARCHING FOR
THE MISSING LINK

Your advertising strategy should form a strong chain....

1. Have a goal/plan: Yogi Berra once said that if you don't know where you are going, any road will take you there. Knowing what you want to accomplish may be half the battle in creating good advertising.

2. See your advertising from the customer perspective: Sometimes we are too close to our business to understand how customers see our offerings. Are we making the point they want us to make? Do they understand our language?

3. Include benefits, not features in your advertising: What is in it for me? Only $499.99 is not as meaningful as save $50.

4. Sweat the details: Hours, locations, credit cards, are little things we too often take for granted. Did we describe things right, include a picture, all the details make an ad effective.

5. Time your ad properly: When do you want action to be taken as a result of your ad? When do people in your market get paid? When do your customers read the paper? When do people most likely want you to be advertising?

6. Balance frequency with your budget: Very few people are in the market for your goods and services at any particular moment in time. The more often and wider you cast your net, balanced against fishing where the fish are and your budget, the better off you are.

7. Be consistent: Remember that you will get tired of your advertising way sooner than your customers will. Try to be consistent with your sizes, your templates, your type style, your format, the day you run and your brand. By doing so, people will see your ads as even more effective.

8. Be strategic with your ads: If readers eyes move from top to bottom and left to right, consider that flow and what you place in every segment of your ad to optimize effectiveness.

9. Consider the use of attention getters: Creative use of white space, illustration/art, color all tend to draw attention to your ad. Remember that readers make the decision to read your ad very quickly. Often in a second or two. What will make them stop and read your ad?

10. Track what works for you: The more you measure results of your ads the more likely you are to repeat successfully what has worked for you in the past. Measure sales, measure coupons, measure image, but try to do more than anecdotally get a gut feel for how your ads are working

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