

SIGHTS, FACES SEEN Around Town

The Brand's straw ballot in the presidential race is really attracting attention from far and near. This week a ballot from Joe Poindexter of Ft. Pierre, S. D., was received for counting but we won't say how the ballot was marked.

Wes Izard, editor of the Amarillo Globe-News and well-known radio commentator, is in Hereford today and will be guest speaker at the luncheon meeting of the Kiwanis club at the Jim Hill. Special invitation has been sent to other clubs to hear Mr. Izard talk. Staff members of the Hereford Brand will be special guests in observance of National Newspaper week.

Everyone is reminded that the telephone meeting called here for Thursday night is to be held at 7:30 at the County house. The open meeting is called in connection with the request by Southwestern Bell Telephone to increase local rates.

Mr. and Mrs. Bill Davis Sr. are driving to College Station today to attend the Class reunion of Mr. Davis and will likely attend the football game Saturday afternoon.

Have you noticed the new sign over the shop on Main street, and the new front on the stores, and then there is some new merchandise in the stores also. Take a look and go in.

Letting buyers are on the job today in Hereford and are praising the fine grade of lettuce at the shed and elsewhere. One buyer said that he was more than satisfied and there was also a buyer for the United States Army in the Hereford field.

Request For Timed Signal Light Here Is Not Approved



TOURNAMENT CHAMPION Kenneth Shield is shown with the set of irons he won with the championship of the Hereford Invitational golf tournament here last week. Shield is 19 years old and is from Plainview. Photo by Wendell Burdine.

A request by the City of Hereford to the Texas Highway Department in Amarillo for a change in the traffic signal at the intersection of U. S. Highway 60 and State Highway 51 has been turned down by that department. The City had asked that the flashing beacon light now being used at the intersection be changed to a timed stop and go affair.

In a letter to Mayor Pro Tem Wilson, the state department stated that on September 18 of this year a survey of this intersection was made to determine whether or not the requested change in type of signal was warranted by the traffic and that results of this survey brought about the disapproval of the change.

Tabulations taken show that in a 12 hour period a total of 1682 cars were counted on State Highway 51 with the highest 8 hour traffic count at 1175 vehicles and an average of 8 hours of only 147 cars. On U. S. Highway 60, a 12 hour total shows 5741 cars with the highest 8 hour count at 2857 and an average 8 hour total of 504 cars.

Pedestrian tabulations showed a total crossing U. S. Highway 60 at 100 persons and a total crossing State Highway 51 at only 95.

For the State to approve the changing of this flashing signal to the timed signal for a city the size of Hereford a total vehicular volume entering the intersection from all approaches must average at least 750 vehicles per hour for any 8 hours of an average day and a total vehicular volume entering the intersection from the minor street or streets of at least 175 vehicles per hour for the same 8 hours. Pedestrian count for the major street must average at least 250 persons for any 8 hour of an average day.

HOW THEY STAND

People of Hereford area express their preferences in the coming presidential race.

FOR STEVENSON - 11 -
FOR EISENHOWER - 32 -

Little Gary In Dallas Hospital To See Specialist

Little Gary Stewart, the child that won the hearts of hundreds in Hereford is in Dallas this week end and has been accepted by the Cripple Children Division of the Texas State Health Department.

Gary and his mother went to Dallas Friday to see the specialist in accord with the request from the state organization and the child was taken to Baylor hospital.

Final details of Gary's care and welfare are now being worked out according to all reports.

Latest donors to the Gary Stewart fund not previously listed are H. M. Thomas \$5; W. P. Hastings \$15; and J. E. Cockrell \$1; which brings the total to date to \$3,336.62.

Funeral Held Tuesday For Infant Daughter

Funeral services for Mary Paetzold were held Tuesday September 30 at the graveside and interment in the St. Anthony's cemetery with Father Bartholomew pastor, officiating.

The child, daughter of Mr. and Mrs. H. F. Paetzold, Hereford, was born Sept. 29 and died at the Nebbett Hospital in Canyon, Sept. 29th.

Water Well Spacing Meeting Set For Thursday At Jim Hill Hotel

Some 50 members of the Board of Directors of the High Plains Water District will meet here today at the Jim Hill hotel in an all-day meeting to hear suggestions for formulating a water well spacing regulation in Deaf Smith County. The meeting will get underway at 10 a. m. and will continue through 4 p. m., according to Cecil Massey, manager of the local Chamber of Commerce.

This Board of Directors will by area irrigating farmers at a meeting here last week. At this earlier meeting farmers suggested that a well spacing regulation be set up limiting wells being drilled to one-fourth a

mile apart on 8-inch wells and a proportional distance on smaller wells.

It is hoped that with the board of directors a regulation flexible enough can be worked out without a hearing before the board in Lubbock and a regulation that will be flexible enough to fit the special problems of every farmer. Each area has different problems along this line and it is hoped that a regulation can be drawn up to fill the needs of everyone concerned.

Luncheon will be held for the group today at the Jim Hill when Wes Izard will be guest speaker.

Courtesy Course To Be Conducted Here By Chamber Of Commerce Soon

Betty Lou McGaughey Given Gold Star Award For 4-H Work

Betty Lou McGaughey of the County Wide 4-H club has been chosen as the Gold Star Girl for this county by the awards committee and will receive the coveted Gold Star Award. This award is one of the highest that a 4-H member can attain.

Other 4-H club members that were in the running for this award were Patsy Townsend, Judy Pinnell, Martha Heard, Ann Dyer and Paula Beth Corbett.

Betty Lou spent 5 years in 4-H work to win the Gold Star award and her achievements are many. Many of her accomplishments have netted her prizes. To be awarded the Gold Star Award a 4-H member must have completed three year of 4-H work, must not have received the award before, must have been active during the current year and must have done outstanding work in demonstrations, general achievement and club participation and attendance according to Mrs. Tom Draper, county home demonstration agent.

The Board of Directors of the Hereford Chamber of Commerce voted at their regular meeting Tuesday night to conduct a Courtesy to Tourists course here just as soon as arrangements can be made.

The highway committee, because of the increased summer tourist trade, is making plans to have the Texas Education Agency teach a school in Hereford on Courtesy to Tourist. This school has been taught in the Rio Grande valley, Houston and Austin. The committee stated that this course would be invaluable to our merchants dealing with tourist trade. It is hoped that the course can be completed before the first of the year for the tourist next summer.

The Board of Directors also voted unanimously to join the West Texas Chamber of Commerce and send Cecil Massey, manager of the local office, to the West Texas Chamber of Commerce Convention.

Jim Hill Is Busy Place As New Manager Takes Over



WAR VET GIVES BLOOD—Joe Merrill of 114 Avenue I and veteran of World War II, is shown above with Nurse Patty Dotter, of the Mobile Blood Unit as he gave a pint

of blood in the drive held here Wednesday. Joe was the second donor to give blood to the unit set up in the basement of the First Baptist Church. Staff Photo.

Hereford's Hotel Jim Hill Tuesday morning was a bee-hive of activity as Mr. and Mrs. O. E. Sherman, Jr., took over active management of the coffee shop and hotel.

The change, October 1, was in accordance with plans of the hotel directors, who feel that the new operation is the first step toward putting the hotel on a substantial basis of operation. Associated Federal Hotels, operators of the Jim Hill since it opened Feb. 24, 1950, withdrew by mutual consent and released the local hotel corporation from their operating contract which called for 15 years with option to renew.

Under the previous operating contract, all proceeds went to Associated Federal Hotels who, in turn, handled business for the local hotel corporation on a profit sharing arrangement. The Shermans will rent the coffee shop and ballroom from the corporation for a flat \$500 per month, retaining profits from these two units, and will handle operation of the hotel proper for a fee of 12 percent of the net hotel profits.

Directors felt that the ground floor rentals, including coffee shop and ballroom, will run to approximately \$1,000 per month—and will do much toward making hotel payments which normally run around \$1,600 per month.

The hotel is now on a current basis with RFC. Cecil Guesman, corporation president said. They are operating on a moratorium basis, however, which allows payment of \$2,500 each quarter instead of the specified \$1,600 per month payment originally specified. The moratorium arrangement was made approximately 12 months ago in order for the hotel to level off on a solvent basis. The hotel still has around 12 months to operate on this basis with RFC.

Another major proposed change will include installation of a north-south folding wall approximately 30 feet east of the kitchen wall in the hotel ballroom. This space will, in turn, include two more folding walls (east-west) to allow small banquet rooms in the ballroom. The Shermans, along with hotel directors, feel that these small banquet rooms will answer a definite need in better serving the community. When occasion demands, the walls can be folded back into place allowing use of the entire ballroom.

The Western Wheel Inn, operated here since Feb. 15, 1950, by the O. E. Shermans, has been temporarily closed. Mr. Sherman said that no definite arrangements have been made regarding its disposal.

Barrett Gets 8 Years On 3 Counts In Court Here

Tom Barrett, Wednesday faced eight years in connection with an auto accident in which it was charged he failed to stop and render aid and the two charges of murder without malice on which he received a three year sentence on each of the two counts, making a total of eight years.

The case was tried Wednesday morning before District Judge Harry Schultz, Dalhart, with Floyd H. Richards as District Attorney. Joe G. Nesbitt was the court reporter.

Other cases heard at this session of the court were: Clyde Brummett, two years on plea of guilty on a charge of theft of over \$50; Texas Joe Lovett pled guilty to his charge and was sentenced to a term of five years and placed on probation; A. O. Neal was given a three year sentence on a charge of driving while intoxicated and placed on probation; A. M. Kelly was ordered to pay \$25 per month of the support of a child; One divorce was granted and one divorce case taken under advisement; a nonsuit was entered in the case of Pat Ranspot vs. H. M. Beach; In the case of F. H. Oberthier vs. Ray Downey was settled by agreement in the sum of \$5,100 and cost assessed against the defendant; the case of Earl Plank vs. Elmer Lowery et al, set for hearing Wednesday was reset for first day of next term of court.

The Petit Jury panel reporter at 1:30 p. m. Tuesday and Wednesday but no jury was used since cases for which the jury was called were settled by agreement.

Tracy Bosley, indicted on assault in attempt to rape failed to appear when the case was called for trial Sept. 30 and his bond was forfeited.

Nancy Culbertson Get DWI Charge

Nancy Culbertson was arrested on Sept. 27 on a driving while intoxicated charge and paid a fine of \$229.30 including costs, in County Court. While James Culbertson faced a drunk charge and paid a fine of \$38.30 including costs, records in the office of the Deaf Smith County Court Clerk revealed Saturday.

Marine Recruiting Officer To Be Here

There will be a Marine Corps recruiter in Hereford on Friday the 10 of October to interview young men and women and to accept applications for enlistment in this organization.

Three Train Cars Derail In Wreck Sunday Morning

Three train cars of an east bound freight derailed here early Sunday morning, ripping up some 250 yards of track and blocking traffic for about 5 hours. The wreck occurred at 2 a. m. Sunday morning near the Bradley Grain Company here. No one was injured.

Wrecking crews were rushed to the scene to clear up the damage so train schedules on the busy line through here would not be held up. About 7:20 Sunday morning the main line was back in operation as the first train following the wreck passed through Hereford.

A hot box and a broken journal (axle to the non-railroaders), was the cause of the mishap. The journal on one of the cars just about the middle of the 100-car freight broke off and started the derailments. The train was slowing for the crossing where Park Avenue meets the Canyon Highway and had it not been for the trains slow speed other cars would probably have derailed and overturned.

About 250 yards of the rails on which the train was traveling were ripped up along with parts of the other tracks alongside. Steel rails were snapped like match sticks and cross ties were splintered and smashed the entire length of the wreckage. The train was laden with green fruit and overturned box cars were leaking orange juice

during the wrecking crew operations. Two large cranes lifted the overturned cars up on new trucks

on a repaired section of the track and then rolled back into other parts of the yard here.



END OF LINE—For these three railroad cars loaded with green fruit which tore up about 250 yards of track as the train derailed here early Sunday morning. All three

tracks were blocked but by 7:30 Sunday morning, about 5 1/2 hours after the wreck the main line was open to traffic. Staff Photo.

WEATHER

Sunday, high 84, low 48.
Monday, high 85, low 50.
Tuesday, high 84, low 52.
Wednesday, high 81, low 47.

HIGH PLAINS POLL

Mark your preference for President and return to the office of The Hereford Brand.

FOR GOV. ADLAI STEVENSON

FOR GEN. DWIGHT EISENHOWER

NORTHWEST HEREFORD NEWS

Lyle Rickman Hits Steer Monday Night, Car Is Badly Damaged

By Mrs. R. C. Childers
Lyle Rickman hit a steer two miles east of the Westway store last Monday night damaging the car but none of the passengers were hurt.

Earnest Hardman and a neighbor Mr. John Mays from Goodin, Idaho are here visiting and attending to business.

Purchase Farm
Fowler Kuykendall and sons have purchased a farm near Fayetteville, Arkansas. They are planning to move as soon as they can make the arrangements.

bought a 340 acre piece with a nice five room house on it. The Kuykendalls lived about three miles northwest of town in this vicinity.

The Workers 4-H club entertained their mothers at a tea in the home of Mrs. Art Lewis Monday afternoon.

Telephone Call

Mr. and Mrs. J. T. Richardson talked to their son Thornton by phone Sunday night. They live at Gary, Indiana having recently moved there from Chicago.

Mrs. Lyle Rickman is a new member of the Hereford Rebekah Lodge No. 228. She was initiated Tuesday evening at their regular meeting.

Mr. and Mrs. A. H. Inman of Plainview were guests in the home of Mr. and Mrs. Wayne Johnson, and Mr. and Mrs. R. C. Childers Sunday.

Enter College

Mrs. F. G. Witherspoon is working at Rutherford's this week. Neil Witherspoon is working regular at Dubs Man Shop.

The F. G. Witherspoons and son, Mr. and Mrs. Orvil Houser from Friona spent Sunday in Plainview, visiting relatives.

Combines are still running in the Pat Ranspot field this week. He reports a 115 bushel crop.

It would cost \$45,000 to make a fine automobile by hand, according to the Chamber of Commerce of the United States.

REAL ESTATE BOARD REPORT

Notice the work being done on the new Catholic church lawn. New sprinkler system being installed and we are sure that by next spring we will see a beautiful new lawn with pretty shrubbery all around.

Robert Kerschen just sold his nice half-section 4 miles out Harrison Highway. We are not sure just who the new comers are but they sure know how to pick land to buy.

Speaking of the Fair, we must have overlooked it but we could not find a Dear Smith County Exhibit.

We hear by the grapevine that Mr. and Mrs. Frank Knabe are going to build a new home in town. This may be rumor but we hope it is so.

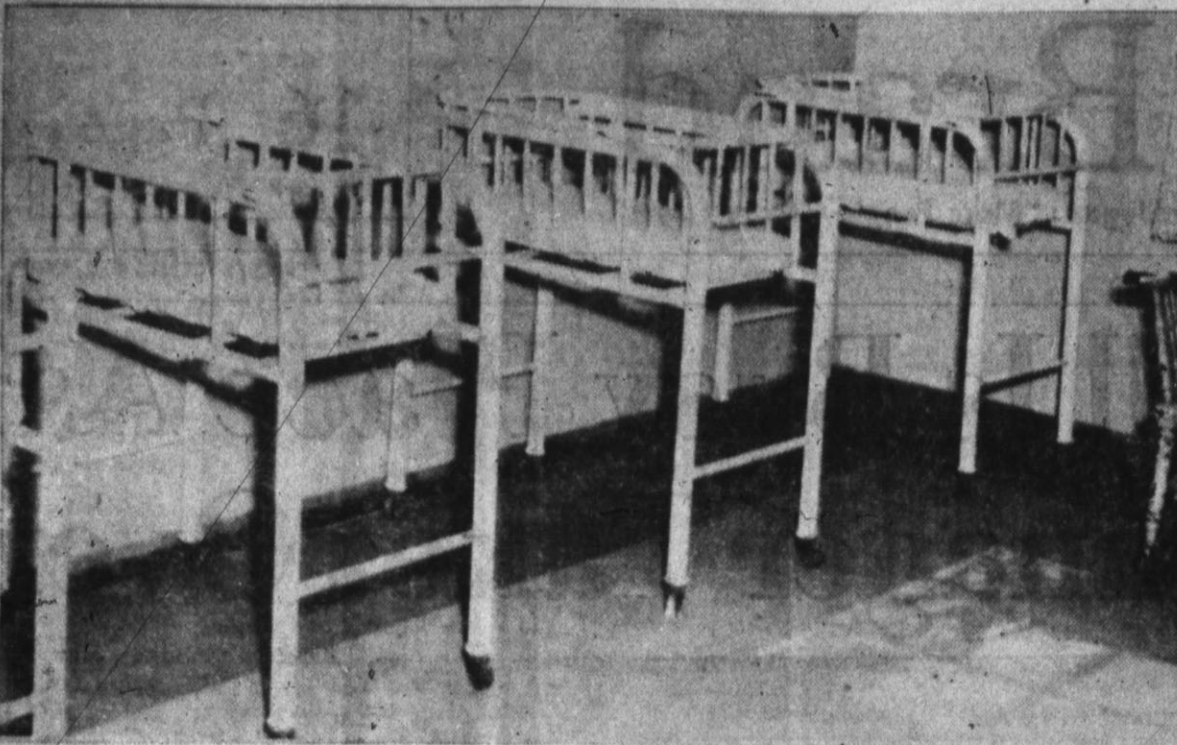
Also rumored that Felix Urbanczyk and his son-in-law have bought a half-section of the Jim Hill land from Joe Evans.

Leo Hoffman has sold his quarter section out 3 miles north and 1 mile west to E. Dziuk. The farm has a nice home on it and judging from Ed's past farm operations it will soon be a showplace.

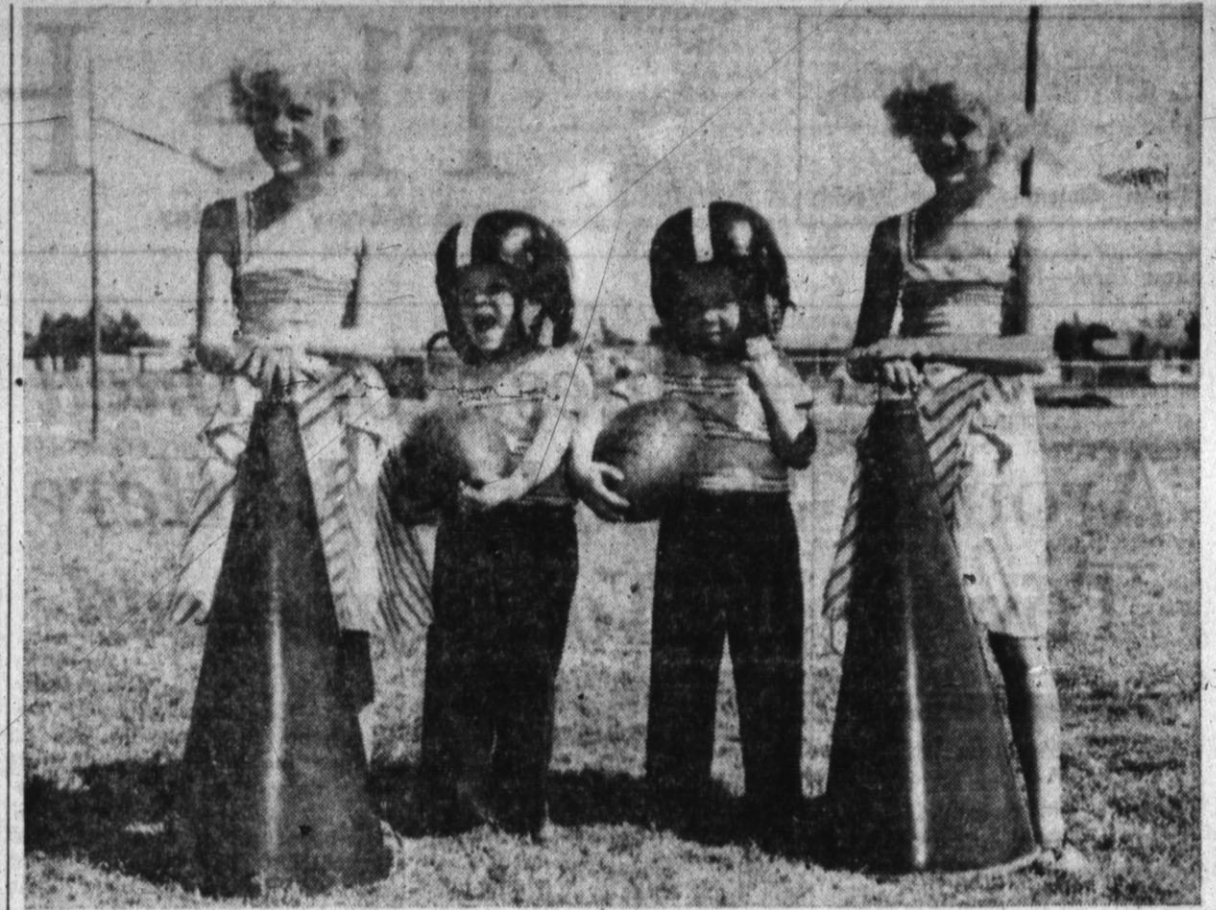
While we are having an increase in farm land prices every day caused by the lowering of the value of a dollar, millions of other people who had their money in Bonds and Life Insurance annuities are losing money for the same reason.

Went thru the Huston Lettuce Packing shed the other day. We have never seen such plant and we are proud that the commodity we deal in -- land -- is the basic cause of such an expenditure in Deaf Smith County.

Nester Gass has cleaned up the old two story house 3 miles south of town on his 460 acres. With its new paint job and new lawn it sure looks a lot better.



NURSERY in the new hospital unit at the Labor Camp as seen from the doorway to the tiny tots room, the equipment for this unit is still not complete but is still coming in from various donors. Staff Photo.



WHO'S WHO, well your guess will have to be good. Yes, you are seeing double. The Russell twins Mary and Martha I. to r. or no maybe it is Martha and Mary anyway in the middle is Nate and Kenny Stark or maybe it is Kenny and Nate, Pictured l. to r. Mary Russell or Martha Russell, Nate Stark or Kenny Stark, Nate Stark or Kenny Stark and Martha Russell or Mary Russell, For Goodness sake Who is Who? The Foursome are twin children of the two Whiteface football coaches. Photo by Bill Patton.

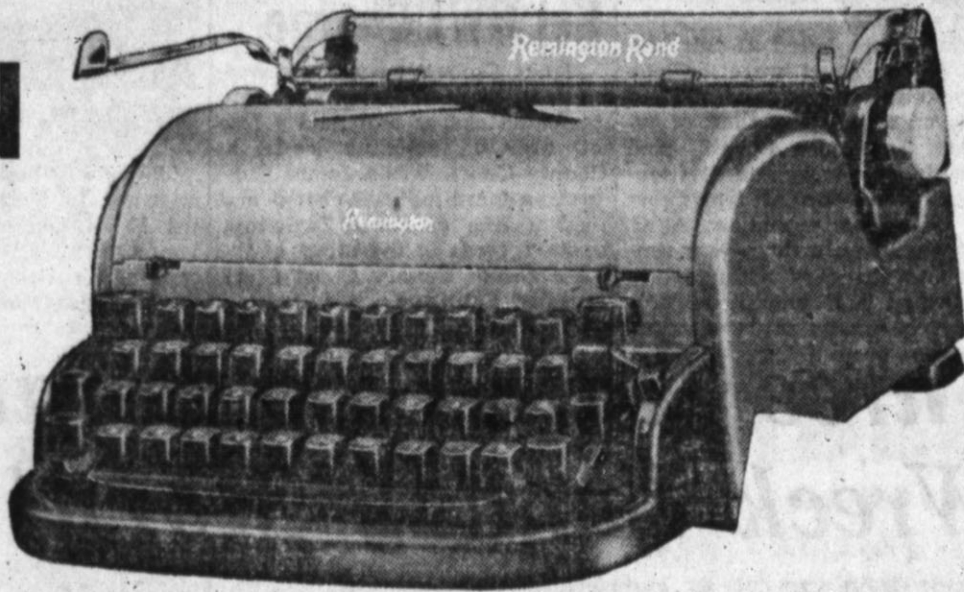
looks, value and hominess of a farm. E. W. Solomon gave his home at 107 Park Avenue a new coat of paint too. Saw Painter Frank Smith at work on Helen's Youth Shop sign at 7 o'clock Sunday morning. Mr. Brumley's son-in-law, Geo. Robinson, has come back to Hereford after working on various construction jobs up South Dakota way. Wonder if George is going to stay with us this time. He's the one who killed the quarter section of Johnson grass on the place just west of the cemetery. Wayne Evans, Dr. Barnett, T. E. Seigler Jr., and others have their homes there now. Joe Franks, sold his farm out north of Jack Renfro's to a Mr. Crawford of Colorado. We understand Mr. Crawford is a former Texan who just now realized the mistake he made in ever leaving. That irrigated pasture out there is pretty and green all the time and the beauty part of it is that it is watered by Mr. Barrett's run-off water.

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The Hereford Brand

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JAMES M. GILLETTE Publisher

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Approved Conservation Practices To Be Discussed At Meeting Here

Community and county committees and alternates will meet with Farm Home, S. C. S. and P. M. A. officials here Thursday night at the county court house for an instructional session concerning the soil conservation practices that have been approved for this area, according to Faust Collier of the local P. M. A. office. Meeting time is set at 7:30 p. m.

The purpose of this meeting is to discuss and give instructions for the carrying out of the soil conservation practices that have just been approved for this area for 1953. These 10 practices approved were chosen at an earlier meeting here September 22.

1953 practices approved for Deaf Smith County are: construction of terraces, construction of diversion or spreader terraces, establishing a permanent sod waterway, subsoling,

control of bindweed, leveling for irrigation, reorganization of a permanent farm irrigation system, growing a green manure or cover crop of summer legumes, establishing a satisfactory cover of winter legumes, and establishing permanent pastures by seeding.

All members and alternates of all committees concerned are urged to attend for at the meeting specific instructions will be given on the carrying out of this new program, Collier said.

Church Family Night At Friona

The October Congregational church family night which was to be held the evening of Oct. 5 has been postponed until the evening of Oct. 7. It will be held in connection with the fall Association meeting of the Congregational Christian churches which is to be held in the Friona church Oct. 7 and 8.

The time is set for 6 p. m. and the committee asks that everyone be prompt as there is to be an evening session following the dinner to which all are invited. The church families, members and friends and families will be host to the visitors in attendance at the meeting.

Mr. W. J. Manspeaker of Denver is to be main speaker of the evening. The meeting will be adjourned at 5 p. m. so that the local ladies may attend and have time to prepare the tables during the recess.

Mrs. Jane Meyer, associate pastor of the Congregational church is to be in charge of the churches annual observance of World Wide Communion Sunday service, Oct. 5. The service is scheduled for the usual hour of 11 a. m. Mrs. Meyer will be assisted by the deaconesses of the church at the observance.

The program opens at 3 p. m. Oct. 7 and there will be an afternoon session. The Fellowship Dinner at 6:30 followed by an evening session. There will be brief separate meetings following the close of the formal evening session for laymen, women and ministers.



MILTON MORRIS, Lions District Governor, 27-1 Wednesday made his first official visit before the Hereford Lions Club in their regular meeting at Jim Hill Hotel. Morris reviewed activities of the Hereford club and stressed importance of Lions Clubs in this district supporting the Lions Crippled Children's Camp at Kerrville, Texas. He cited the Hereford club as one of the oldest and the third largest Lions Club of the 74 in the district. Lubbock has the largest club and Amarillo ranks second.

Cotton Harvest In Plainview Area Ahead Of Last Year

The Cotton harvest in the Plainview area is possibly 25 per cent ahead of last year according to figures at the Panhandle Compress and Warehouse Co., at Plainview where 970 bales of 1952 cotton have been received up to Monday noon.

At the close of business on September 29, 1951, 728 bales had come in for compressing, said Herman Bryant, assistant manager. Bryant estimated there would be 1,000 bales of new cotton at the plant by the end of today's operations.

Last year at this time the compress here was receiving cotton from Lockney, Dimmitt and Hart.

This year the company has established storage stations at those points and so far no cotton has come from the three towns.

Ginners say they are operating mostly at night now and remaining idle during daylight hours, because cotton doesn't start coming in from the fields until around 6 p. m.

Average grade of cotton is better this year than in several years, cotton men say. There are practically no spots on the staple, due they say, to almost total absence of insects, and to the dry weather.

The supply of cotton pulling labor at present exceeds demands, ginners say. Reasons for the labor or surplus are poor crops in other parts of the state where migrant laborers usually find employment before coming on to the Plains and the fact that some farmers

Officers Named For Coming Year By Frio Homemakers Club Women

The Frio Homemakers Club was held this week in the home of Mrs. Joe Davenport, with Mrs. Harold Shearhart demonstrating how to pad an ironing board to make ironing easier.

Mrs. Frank Robbins gave a demonstration concerning the making of a footstool out of orange juice cans. Cotton was used as padding and it can be covered to match drapes or slip covers on chairs.

Officers for the next year were elected at the business session as follows: President: Mrs. E. F. Vogler, vice-president, Mrs. Frank Robbins, secretary, Mrs. Eugene Noel, assistant secretary Mrs. Joe Davenport, reporters, Mrs. Owen Anderson and Mrs. Glenn Grupp, parliamentarian, Mrs. Floyd Cole.

These attending were Messrs. E. F. Vogler, E. H. Little, Frank Robbins, Owen Anderson, H. F. Benson, Glenn Grupp, W. A. Springer, C. N. McClure, Eugene Noel, Harold Shearhart and the hostess.

Benjamin Franklin was the publisher of the Philadelphia Zetting, which in 1732 was the first foreign-language newspaper in the American colonies.

Hospital Notes

PATIENTS IN HOSPITAL
Cheri Baker, med; W. A. Goeth med; Mrs. James McMahon, med; Mrs. Bill Stanford, OB; Mrs. L. A. Ragland, med; Lillie Gaivez, surg; Mrs. G. A. F. Parker, med; Mrs. Huck Browlow, surg; Mrs. G. F. Shirley, med; S. Stevens, G. U.; Mrs. Richard Rochester, OB; Mrs. Gene Ellison, OB; Donald Rudd, med; Mrs. Wirt Phillips, med; Mrs. M. Acker, med; Mrs. Patsy Ireland, OB; Mrs. J. Montanye, OB.

PATIENTS DISMISSED
Mrs. D. E. Pulliam, OB, 10-1; Mrs. Albright, med, 10-1; Abelardo Malderadon, obs, 9-30; Mr. T. W. Roberson, med, 9-30; Mrs. Dennis Ruiz, OB, 9-29; Elaine Sk-

pola, med, 9-29; Mrs. Lloyd Olson, med, 9-29; Tommy L. McGlown, med, 9-28; Erwin Robinson Jr., 9-28; Emory W. Poirch, burns, 9-27; Mrs. Kendon Anderson, OB, 9-28; Curtis Perryman, med, 9-28; and Mrs. W. G. Youngblood, med, 9-28.

BIRTHS
Mr. and Mrs. D. S. Ruiz, a boy, September 27.
Mr. and Mrs. Bill Stanford, a girl, September 28.
Mr. and Mrs. Jean Montanye, a boy, September 29.
Mr. and Mrs. Gene Ellison, a girl, September 29.
Mr. and Mrs. Richard Ireland, a girl, September 30.

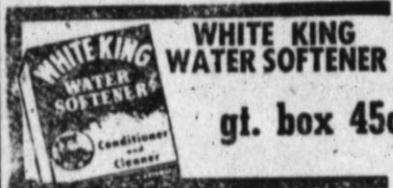
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FIFTH AVENUE CORN ON COB 29c



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BACON SQUARES Per Pound 29c
LONGHORN CHEESE lb. 49c
SWIFT'S PREMIUM BACON lb. 69c

Napkins NORTHERN WHITE 80 COUNT PKG. 10c

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NEW CROP - WASHINGTON EXTRA FANCY DELICIOUS APPLES LB. 17c
FIRST OF THE SEASON CRANBERRIES EATMORE LB. 29c
COCONUTS EACH 15c | CARROTS POLYETHYLENE BAGS LB. 15c

HUMPTY DUMPTY SALMON TALL CAN 39c
LIBBY'S NO. 303 PUMPKIN 2 CANS 25c
PATIO - IN CORN SHUCKS TAMALES CAN 19c

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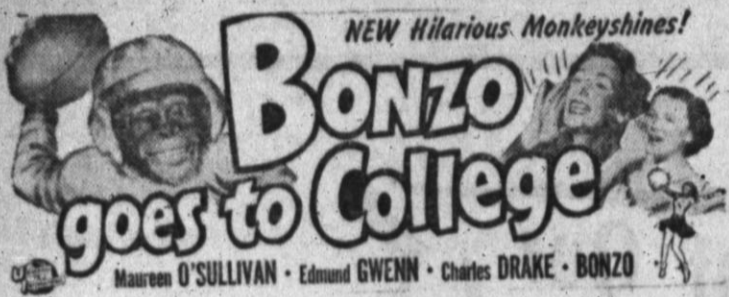
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FREE Theatre Tickets To See



SUNDAY - MONDAY - TUESDAY

OCTOBER 5 - 6 - 7

Star Theatre

Be Sure and Ask for Your Free Tickets
With each PAID-IN-ADVANCE classified ad placed in The Brand, We will give one free ticket.

FOR SALE Miscellaneous
We have all FEED MOLASSES Any Quantity
FRASER MILLING CO.
B-1-30-tfc

Chrysler Industrial Motors Sales & Service
McCullough Motor Co.
411 W. 1st. Ph. 17
B-1-9-tfc

OFFICE SUPPLIES - Regular lines and special orders The Hereford Brand.
B-1-16-tfc

Hereford Glass Co.
Expert Car Glass Installation Table Tops and Window Glass
1302 Park Ave. Ph. 1425
B-1-16-tfc

FOR SALE: Wichita seed wheat One year from certification. \$2.75 per bushel. Phone 651-W. J. T. Glibreath Jr.
B-1-19-11-tfc

FOR SALE: Nice registered Red Short Horn bull. C. L. McGowen, Summerfield.
B-1-13-11-tfc

FOR SALE: Living room suit, couch can be made into bed. 2 chairs. 2 tables. One L. C. Smith typewriter. 2 pair rink shoe skates. Size 7 and 8 for men and women. Can be seen at 709 Knight.
B-1-39-13-tfc

FOR SALE: We have 3 good used combines completely overhauled. Jack McLaughlin Pontiac Co. Phone 1000.
B-1-16-13-tfc

FOR SALE
2 100 ft. rolls yard fence. See at 202 Clements St. or Contact Roy Boyer at The Brand Office.

LUMBER.
UTILITY GRADE
2x4's \$45 — 2x6's \$45
1x8 and 1x10
UTILITY SHEETING
\$6.95 per hundred feet
Carl McCaslin Lumber Company
Lumber No. 7
344 E. 3rd St.
1 Block East of Courthouse
B-1-38-tfc

Wheels need aligning?
SEIGLER MOTOR COMPANY
B-6-40-3K

FOR SALE: Two 13.50x32 tractor tires; two 14.00x32; two 15.00x32 Used. One 25' truck chassis with hitch. Also 15' one ton truck chassis. Phone 310-J. Canyon. C. W. Haddock.
B-1-29-14-2p

GENERATORS and starters for cars and trucks. Hereford Wrecking Co., Phone 320.
T-1-12-18-tfc

2. FOR SALE Farm Equipment

FOR SALE: International beet harvester. 6 miles east, 2 north O. Billingslea.
B-2-12-38-8p

FOR SALE: One International ensilage cutter, '51 model; practically new. Also one John Deere cotton stripper. Has pulled only 32 bales. One MM combine, 1949 model. See Roy Hollums, John Walton farm, Jumbo community.
B-2-34-38-6k

Irrigation Motor Need Overhauling?
SEIGLER MOTOR COMPANY
B-7-40-3K

FOR SALE: John Deere 10 foot Power take off Broadcast binder. Bargain. A. A. Hollingsworth. Box 171. Hale Center, Texas.
B-2-20-40-2k

TO TRADE: Oliver combine 30, 1949 model. V-belt. To trade for heifer calves. 113 Ave-G. or Phone 357.
B-2-19-14-2p

FOR SALE: AC Combine or trade for milkcow. 9 miles east on Highway 60. J. D. Bruner.
B-2-16-35-tfc

FOR SALE
2 John Deere Model D Wheel-land type tractors. In Good shape.
2 - Row Crop Tractors. All to be sacrificed within next 10 days.
LESLY-VAUGHN MOTOR CO.
345 East First St. Phone 600
Studebaker--Massey-Harris
T-2-34-tfc

FOR SALE: Eight foot Co-op combine with new canvas. Bob Fulton. Wildorado, Texas.
B-2-13-39-3p

Automobiles

FOR SALE: 1951 Studebaker Tudor sedan. Heater, overdrive. Approximately 10,000 miles. J. K. Baker. 305 Rossevelt.
B-3-16-10-tfc

FOR SALE: 1950 Kaiser. Radio and heater. In excellent condition. Only been driven 18,000 miles. Can be seen at Elm Court or phone D. R. Carmichael 1138.
B-3-27-37-tfc

FOR SALE: 1940 1 1/2 ton Dodge truck. 4 new tires. Motor in good condition. Rockwell Bros.
B-3-18-38-tfc

Let us PORCELAINIZE your car and add months of new car beauty and protection to it.
SEIGLER MOTOR COMPANY
B-19-40-3K

4. REAL ESTATE

\$8,500 CASH
320 acres of good level land, no blemishes, no light soil, 1 1/2 miles off pavement. . . \$8,500 down and good terms on the balance.
SAM NUNNALLY
136 Main Phone 424
Night 1711
B-4-8-tfc

CHOICE
Irrigated and Unirrigated Farm Land. City Property
P. O. Box 506 — 338 Main
E. B. POSEY, REALTOR
Hereford, Texas
B-4-15-tfc

2 BEDROOMS
WILL SELL NEW HOME AT
311 PARK
SAM NUNNALLY
Lone Star Insurance Agency
136 Main Phone 424
B-4-46-tfc

WE HAVE prospective land buyers from the South Plains. If you have land for sale, any size tract, come to our office and tell us about it. T. J. Carter, Phone 55 or 327.
B-4-34-6-tfc

REAL ESTATE
Irrigated Farms, Dry Land Farms, Homes and City Property.
CHARLES SOWELL
Office Ph. 792 228 Cl. St. arty.
Res. Ph. 193-W
T-4-13-tfc

Well located 1/2 section farm. Priced for quick sale. 1 good 8" irrigation well on electricity. For particulars see or call 1485 Helton Real Estate. Jim Hill Hotel.
B-4-12-tfc

For Sale: 4 perfect 1/2 sections of land. Clean as a hound's tooth, smooth as glass. Irrigation wells around the land but none on them, 130-150 feet to water, 20 miles north and east of Hereford. \$135 per acre. \$20,000 will handle each 1/2 section. Balance 12 years at 5%. One half of the minerals reserved, none participating.
GLYN WEIR
Phone 200 Res. Phone 802
109 Main Street
B-4-38-tfc

Have Some Buyers for IRRIGATED & DRY LAND FARM TRACTS.
See or write at once
J. B. ELLISTON REALTOR
Serving This Territory for 50 years
Box 1503 — Hereford
B-4-2"-13-tfc

FOR SALE: 5 room house with or without furnishings 107 ave. J.
B-4-12-13-4K

WESSON SPECIALS
400 ACRE FARM: Good set modern improvements. All good land in cultivation. 1/2 min. Possession now. Located in possible irrigation water. Deaf Smith Co. Per acre \$85.00.

300 ACRE IRRIGATED FARM: Beautiful modern home. 2 irrigation wells. 200 acres of fine land in cultivation. 100 acres of good grass. 29% down. Good terms on bal. Per acre \$225.00.

WHEAT SECTION: Has large granary. All good level land in cultivation. 320 acres Summer tilled. Bal. stalk stubble. Per acre \$65.00.

WESSON REAL ESTATE
West of Courthouse
Phone 944 317 Sampson
Hereford, Texas
B-4-39-tfc

VERY ATTRACTIVE PRICE NEW DEVELOPMENT
In Southern Costilla County in well known San Luis Valley Splendid Potato Harvest under way. One crop pays for land and all improvements. Come and see for yourself. Reasonable prices and terms.
JOHN E. HILL Manager
Box 96, San Luis, Colorado
On Hiway 99 West from San Luis
B-4-40-3C

IN PARMER COUNTY IRRIGATED FARMS.
NON IRRIGATED FARM.
GOOD BUSINESS PROPERTY.
RANCHES AND HOMES.
O. W. RHINEHART
BOVINA, TEXAS
B-4-40-tfc

FOR SALE
The south-east quarter of Section Number 2, Carter-Head Sub-division. 120 acres farmed, balance good. Unimproved, minerals intact. Price \$80.00 an acre with some terms.

An improved section in irrigation district. 600 acres in cultivation. Price \$100.00 an acre. Crop rent goes with land -- good terms.

An ideal dairy farm, well located. Extra well improved, good irrigation well. Price \$175.00 per acre on easy terms.
ROSE & BARBER
107 East 3rd
Phone 45
B-4-40-tfc

HEREFORD FARMS

163 acres in good water, 117 acres in cultivation, 1/2 miles off pavement. PRICE .. \$75.00
Perfect 160 acres with nice improvements located on pavement close to Hereford.
PRICE .. \$54,500.00
240 acres close in with 2 of the best 8" wells in the county.
PRICE .. \$250.00

SAM NUNNALLY
Lone Star Insurance Agcy.
136 Main
Pho. 424
Nights & Sunday Phone 1711
B-4-14-tfc

GAINES COUNTY LAND
Price Range Per Acre
\$125.00 to \$300.00
Dry Land Farms \$50.00 to \$75.00 per acre.
If interested, call or write for appointment.
Box 1034-Phone 3373 or 4453
CAMPBELL'S REAL ESTATE CO.
Seminole, Texas
B-4-39-9-P

FOR SALE: 480 acres of land, fence. 320 acres in cultivation. 4 room house with bath. Dairy barn and out building. Well and windmill. 8 inch irrigation well. Price \$165 per acre. M. A. Crum, Friona, Texas.
T-4-37-40-1p

FOR RENT: Duplex, unfurnished. 3 rooms, floor furnace, blinds. Permanent party only. 109-B Union. Phone 1760-J-1.
T-5-16-40-1p

FOR RENT: Unfurnished apartment. Private bath. Apply 507 Jackson.
B-5-9-40-tfc

FOR RENT: Duplex, unfurnished, 2 bedrooms, floor furnace, blinds. Permanent adults only. 305 Knight.
T-5-14-40-1p

FOR RENT: Bedroom close in. 509 Ross. Phone 847-J.
B-5-9-29-tfc

5. FOR RENT

FOR RENT: Custom plowing, planting and listing. Floyd Stivers. Phone 9303.
B-6-10-43-tfc

WANTED: Well rig capable of drilling 300 feet. Bob Fulton. Wildorado, Texas.
B-6-12-39-3p

WANTED: Pasture grazing for cattle. O. G. Hill. Phone 93 of 1310.
B-6-12-40-tfc

WANTED: Custom haize cutting. Late model machinery. Call J. B. Rose at 2541 Vega.
B-6-14-40-4p

6. WANTED

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B-6-10-43-tfc

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B-6-12-39-3p

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B-6-12-40-tfc

WANTED: Custom haize cutting. Late model machinery. Call J. B. Rose at 2541 Vega.
B-6-14-40-4p

8. HELP WANTED

HELP WANTED: Have opening for good mechanic with experience in General Motors Products. Good working conditions, good pay. Kinsey Motor Company. Chevrolet and Oldsmobile Dealer.
B-8-25-14-tfc

9. Situations Wanted

WILL CARE for children in my home. Phone 6316.
B-9-9-40-3p

10. NOTICE

ALCOHOLICS Anonymous
Phone 850.
B-10-4-11-tfc

11. Business Services

Quick - Efficient HOME LOANS
Dependable Abstract and Insurance Service
ELIZABETH WOMBLE
146 Main Phone 497
B-11-27-tfc

Complete EARTH MOVING SERVICE
We've Added a New Service
Concrete Irrigation Ditches
Using Fullerform
Method and Machinery
SAVE WATER - SAVE SOIL
SAVE MONEY - SAVE LABOR
See Us for Complete Details
WALLACE CONST.
Phone 399
618 West First - Hiway
B-11-2"-19-tfc



DECORATORS AT WORK on the American Legion Club house where new drapes and general prettifying up of the grounds have taken place. Auxiliary members have worked hard on the interior. l. to r. Miss Clara Redman Assistant HDA, Gault Hanna and

small daughter, Mrs. Ralph Smith, program chairman, Mrs. Carl Vaughn, vice-president of the Auxiliary, Mrs. Tom Draper, CHDA., Mrs. Frank Wilde and Mrs. Ira Ott, Auxiliary President. Staff Photo.



PORT OF HOUSTON THRIVING—This is a view of the turning basin at the Port of Houston, head of the 50-mile long Houston ship channel which is lined with terminals, massive warehouses and industries valued in excess of a billion dollars. The last vacant suitable land for docks and warehouses

along the channel has been sold for development — and the city is still growing. The Houston port is second largest in the nation in relation to tonnage moved. The ship channel down to the sea does it. (AP Photo)

ENROLL YOUR Pre-School child in Kindergarten. Mrs. J. R. Fowlkes. Harrison Highway. Phone 1574-W.
8-11-14-tfc

EXTRA SPECIAL CATTLE TRUCKS INSURED
YOU DON'T HAVE TO WAIT—WE WRITE THE POLICIES
John McLean Insurance Agency
Phone 273 - 127 W. 3rd
B-11-7-tfc

RUBBER STAMPS: Fast service. Phone J303, Francis Printing Co.
B-11-11-29-tfc

Manufacturers Installers
Sewer, Culvert & Irrigation Tile
George W. Byrd
Phone 1658 Hereford, Texas
FERGUSON PIPE COMPANY
Phone 2921 - Farwell, Texas
T-11-11-tfc

Repair Service SMALL APPL.
All makes and models
HUCKERT RADIO SERVICE
(White Auto)
133 Main St. Phone 85
B-11-40-tfc

DO WET, WASH and dry and make cotton sacks. 207 Blevins. Phone 685-W.
T-11-13-40-1p



"OH, WHAT HAVE I DONE!"

Your official ENTRY BLANK for Football Contest

Weekend of October 3rd, 1952

Hereford vs Dumas	Michigan vs Stanford
Washington State vs Baylor	San Jose State vs Tempe
Tennessee vs Duke	Kentucky vs Texas A&M
Iowa vs Indiana	Arkansas vs T. C. U.
Colorado vs Kansas	Notre Dame vs Texas
Boston U. vs Marquette	Cincinnati vs Tulsa
Purdue vs Ohio State	UCLA vs Washington
Houston vs Okla. A&M	Illinois vs Wisconsin
Pittsburgh vs Oklahoma	North Carolina vs Georgia
Texas Tech vs College of Pacific	Navy vs Utah State
Georgia Tech vs SMU	Arizona vs Utah

Name _____
Address _____



REV. ALLIE HARDMAN of Columbus Kansas will conduct the revival at the Westway Baptist Church starting on October 5th through 12th. Dr. Hardman is an interesting forceful speaker and is certain to hold the attention to all attend.

Kiwanis Club
Thurs. Noon
Hotel Jim Hill

Regular Meeting Night
1st & 3rd Tues. Night
of Each Month
AMERICAN LEGION AND AUXILIARY

NOTICE OF MEETING
ODD FELLOWS
Each Monday Night
REBEKOKHS
Each Tuesday Night

Hereford Rotary Club
meets every Friday at 12:05
Hotel Jim Hill

Lions Club
meets each Wednesday, 12 noon
Hotel Jim Hill

Stated meeting second Monday in each month. School of instruction each Thursday night.
R. L. THOMPSON, Sec'y
Robert E. Wagoner W. M.
MASONIC BULLETIN
Hereford Lodge 849

Veterans of Foreign Wars
Meets Every Thurs. 8 P.M.
V. F. W. CLUB HOUSE



REPRESENTING DEAF SMITH COUNTY at the Tri-State Fair in Amarillo was Martha Heard of Hereford shown in the center above. Martha is showing some of the cook-utensils that she was presented as Deaf

Smith County's representative at the fair. On the left is Clara Redman, assistant Home Demonstration and on the right is Mrs. Ira Ott, 4-H club leader here. Staff Photo.

Lutheran Women Plan Annual Fall Rally Here At Immanuel Church

Approximately 125 guests are expected in attendance at Immanuel Lutheran Church today, Oct. 2, for the annual Fall Rally of the Lutheran Women's Missionary League. Attending will be members of the zone which comprises the Panhandle and South Plains.

"Peace for all through Christ" will be the theme of the rally. Each year the League members have the opportunity of hearing directly of some special phase of the mission work of the Lutheran Church. This year the featured speaker is the Rev. Theo. DeLaney, who resides in Austin, Texas, but travels extensively over both Texas and Oklahoma ministering to congregations of the deaf. He also serves several state institutions for the handicapped.

Beginning with registration at 9 a.m. the rally opens officially at 10 a.m. with a devotional service in the church auditorium conducted by the Rev. E. Knippa of Tulsa. Following this service and the address of welcome by Mrs. R. A. Frye, president of the local Missionary Society, the la-



REV. THEO. DELANEY

dies will hear the inspirational talk by Pastor DeLaney.

At noon the members of the Ladies' Aid of the local congregation will serve dinner to their guests in the spacious church

basement. A group of ladies from Canyon will provide musical entertainment.

Mrs. M. Herzog of Wilson, Texas will preside over the business session of the Rally which begins at 2 p.m. in the church auditorium. The activities of the day will close with a brief devotion featuring the installation of new zone officers at 4 p.m. The Rev. D. Hafeman of Plainview, pastoral advisor to the zone, will officiate at this service.

Other officers of the zone are Mrs. T. Maack of Littlefield, vice-president and Mrs. P. Brohlin of Amarillo, secretary-treasurer.

Officers of the local society are Mrs. Richard Frye, president, Mrs. J. E. Springer, secretary and Mrs. Art Tiefel, treasurer. This group regularly distributes devotional books to all the rooms in Deaf Smith Hospital.

Together with Lutheran ladies from all over the state, this group is now engaged in a project to raise through free-will offerings, the sum of \$10,000 for the erection of a chapel in Harlington, Texas, for a Spanish congregation. In the past years they have also donated large sums to the Lutheran Camp at LeGrange, Texas and to a Lutheran Student's Activity building at Denton, Texas.

DAWN NEWS

Dawn Music Club To Hold Silver Tea Tuesday At Wimberley Home

By Bertha Frye

Mrs. L. L. Chisum, teacher of the third and fourth grades was called away to Amarillo due to the death of a relative last week. Mrs. Potter substitutes as teacher for her on Tuesday and Mrs. H. V. McCabe taught on Wednesday.

Mrs. J. D. Bruner, teacher of the first and second grades was absent Thursday and Friday due to the illness of her mother, Mrs. Eula Rambo of Amarillo. Mrs. Reece Stewart substituted both days.

There will be a parents council meeting at the school house on Oct. 3 at 8 p.m.

The Dawn Music club will have a MacDowell Silver Tea, Tuesday, Oct. 7 at 2:30 in the home of Mrs. Carl Wimberley. Special guests will be the Dawn Home Demonstration club and the Dawn Study club members.

Jim McCabe has been hauling wheat from Dove Creek Colorado to El Paso for the past two weeks. Gayle Neal served on the jury in Amarillo last week.

Mrs. C. C. Stewart has been ill for the past week.

Mrs. Hugh Grimes is now employed at the Uhlmann Grain Co.

Danny Carthel of the Easter community spent Tuesday in the home of his grandparents, Mr. and Mrs. H. V. McCabe while his

parents went to the fair in Amarillo.

The Dawn Home Demonstration club will meet Friday Oct. 3 with Mrs. Lula Botsford.

Mr. and Mrs. Bob Caraway and son, of Kress were Sunday guests in the home of Mr. and Mrs. Glenn Caraway.

Dwayne Stewart and Dennis Walling of Canyon attended the WTSC - McMurray ball game at Amarillo Saturday night.

Mr. and Mrs. Chas Corder visited the A. C. Hershey family at Hereford Sunday.

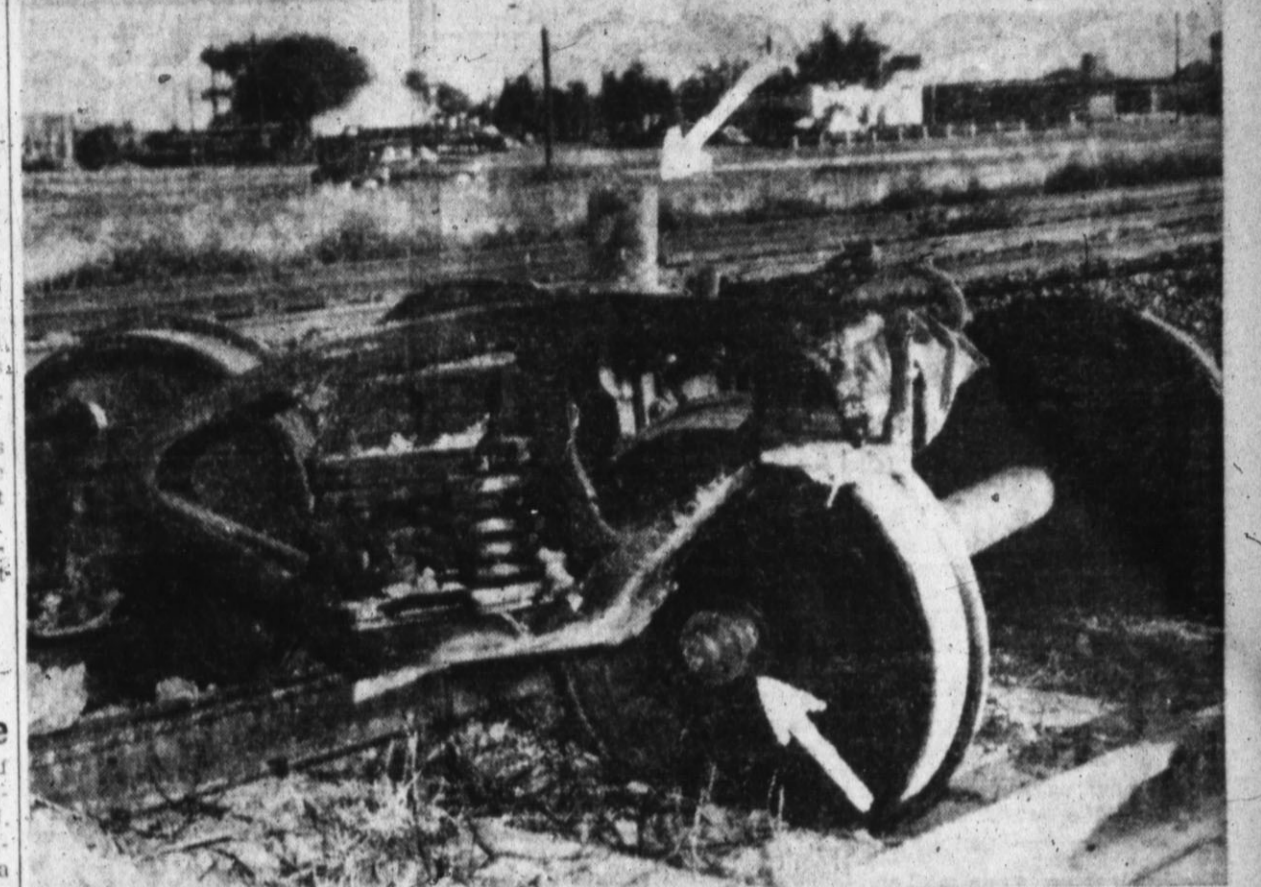
Mutual Concert Group Plan Membership Drive

Board of directors meeting of the Hereford Mutual Concert Association met at the home of J. W. Kirby, president of the organization. Plans were made for a membership campaign to get underway October 13.

Clifford Menz of Pryor-Menz Concert Service, met with the board.

A nominating committee composed of Faust Collier, Mrs. R. P. Coneway, Mrs. S. O. Wilson and Mrs. J. C. McCracken was appointed. This committee is to report at the October 13 dinner meeting of the organization.

New officers will be named at the dinner meeting.



X MARKS THE SPOT—The above photo shows the apparent cause of the early morning train wreck here Sunday. The top arrow points to the journal or axle which got hot

and broke off the wheel (see bottom arrow) causing the truck to derail. Three cars in all left the track. Staff Photo.

The Garden Beautiful Club will meet with Mrs. E. W. Harrison Friday afternoon at 3 p.m. with Miss Frances Turrentine as co-hostess. Mrs. Carl Perrin will present the program of the day.

Jokes about women struggling with the family checkbook may be just masculine propaganda. Nation's Business, published by the Chamber of Commerce of the United States, notes in the Sep-

tember issue that women bank employees now outnumber men 55 per cent to 45. The figures are included in a survey by the Association of Bank Women.



28 OZ. WESTERN MAID			
APPLE BUTTER		24¢	
WESTERN MAID CUT, 303 CAN			
GREEN BEANS	2 for	25¢	
KUNERS			
KRAUT	303 Size 3 for	29¢	

White Swan Sliced

APPLES

No. 2 Can

19¢

Austex TAMALES 300 Size 24c	Del Valle Vienna Sausage 3 for 29c	Our Darling CORN Fancy Cream Style 303 Can 19c	Austex CHILI & BEANS 300 Size 35c
BABO 2 Cans 25c	Large Size RINSO 29c	Personal Size IVORY SOAP 3 for 25c	CLOROX Qt. 17c

WYMAN BLUE BERRIES 300 size 29c	PRODUCE	PORK ROAST or PINKNEY COUNTRY STYLE SAUSAGE LB 29¢
MESH BAG, COLORADO RED McCLURE POTATOES 10 LB 49¢	EATMORE CRANBERRIES LB 36¢	BACON SUNRAY LB 55¢
BANANAS 2 LB 25¢	FRANKS SUNRAY or ARMOUR LB 49¢	T-BONE STEAK LB 79¢

HEREFORD FOOD MART

Phone 1114 Right on the Highway Right on the Price Bill McEndree, Owner We Deliver

1860-65 MESSAGE FOR 1952

You cannot bring about prosperity by discouraging thrift. You cannot strengthen the weak by weakening the strong. You cannot help the wage earner by pulling down the wage payer. You cannot further the brotherhood of man by encouraging class hatred. You cannot help the poor by discouraging the rich. You cannot establish sound security on borrowed money. You cannot keep out of trouble by spending more than you earn. You cannot build character and courage by taking away man's initiative and independence. You cannot help men permanently by doing for them what they could and should do for themselves.

—Abraham Lincoln



THE FIRST NATIONAL BANK OF HEREFORD

Member: Federal Reserve System, Federal Deposit Insurance Corporation.



By JIMMIE GILLENINE

Politics are pickin' up. A few people are even getting a little bit mad about this and that. Louis Woodford was in the other day and he says the newspapers are giving Stevenson a raw deal, especially in this area. Louis predicts that Texas will go for Stevenson, but says he believes that Deaf Smith County will go for Ike.

A joke now making the rounds: "A" is for Adlia but "I" is for Ike.

Jim Robinson was reading Long Time Ago and it reminded him of a pledge card which he signed with the Hereford chapter of the National Anti-Cigarette League on Jan. 27, 1909. He brought the card by the office -- and says that he has never smoked a cigarette since that date. In fact, he says he had never smoked one before. The pledge card is brittle and yellow with age. It showed him to be 4 years of age and carries the following information: Lucy Page Gason, Chicago, supt.; Dora Martin Perry, Okla., national organizer; Badge -- Liberty Bell Button; A. C. L. pin or bit of red ribbon. Slogan: "My strength is in the strength of ten because my heart is pure."

Wonder how many other Hereford boys and girls signed such a card back in 1909 -- and how many kept the pledge as Jim has done? Jim says he recalls the incident like it was yesterday. If you take the 43 year period since 1909, figure he might have smoked a package of cigarettes a day (36¢ each year) at the average price of say, 15 cents per package it would figure \$54.75 a year -- or \$2,354.25 which Jim has saved over the period by not smoking cigarettes, and the figures should be fairly conservative.

On the other hand, half or more of the price of cigarettes goes to the state and federal governments in the form of taxes, so you might say that he has actually avoided payment of \$1,117.15 in taxes which a lot of other folks have been paying right along.

How did Jim Hill made a forward step his week when the directors closed out their affiliation with "foreign" operators and got their act on a local basis. Management has, in my opinion, been the only hindrance to the full-speed progress of the hotel since its opening. The O. E. Sherman Jr. should do an excellent job. The new contracts are more favorable to a successful operation and the stockholders are in a better position. This is sheer personal opinion, but I want to say "Congratulations" to the officers and directors. I sure think you are on the right track. A hotel in Hereford just cannot be operated like a hotel in Dallas, Houston or New York.

Note to Carl McCaslin, who says he does not believe that Amarillo has water pipes in Deaf Smith County. You are wrong, Mr. McCaslin. They have a 36-inch pipe pulling water from this county right now and they have two 48-inch pipes pulling water from Randall County. One farmer near Dawn had to move his windmill due to the heavy drainage and the Harry Kern well dropped to less than one-half capacity while the Amarillo wells were being developed. This situation is more alarming than a lot of people think. Why don't some of you folks drop in on the water meeting slated in the courthouse Thursday night and talk with some of these boys who are being damaged? It deserves your immediate attention.

A word of advance appreciation of the Kiwanis Club. This is national newspaper week and they are observing the occasion by having all Brand employees as guests. Wes Izzard will be the speaker. This is a really wonderful gesture. I appreciate most the fact that they are including the entire crew. We average approximately 16 employees at The Brand -- and a lot of them you never see. Some of the boys do a lot of hard, tedious work -- and never get much credit. It is sort of like a football team. The line gets it in the neck and the backfield gets the credit. However, the line can be even more important than the backs. Therefore, we are serving notice now. The Brand office will remain closed from 12 to 1:30 Thursday, Oct. 2. It's a swell gesture and we do appreciate it a lot.

Possibly one of the biggest news stories of the century is appearance of the new American Revised Edition of the Holy Bible. The new edition has the advantage of being a direct translation from Greek -- and of being written in down-to-earth English. Despite best-seller titles, etc., the bible, year-in and year-out, has always been the BIG seller. The picture shows which have grossed the most have invariably been based upon the bible. The new books are scarce now, although quite a few New Testaments have been in circulation for several months. The new edition is much, much easier to read and to understand. Publishers expect it to replace in popularity the King James version, which has been most popular of all bibles for a period of 341 years. The dealers in Dallas, Texas, are taking orders for future deliveries -- and plenty of them. We have asked several salesmen, but none of them can deliver in the immediate future. It won't seem like reading the bible without words such as "thee", "ye" and "shalt". However, we believe the new edition will be exceedingly popular.

Question of the Week in our Sunday edition will be based on the new revised Bible and will be answered by various preachers over the community. It should be worth reading. I am looking forward to their answers.

Understand some of the telephone girls took our editorial Sunday as a personal reflection on their efforts. This is wrong. We think that our telephone crew is doing a swell job -- considering the handicap under which they work. They are fine girls, too. Our main object was to point out that the telephone company should modernize the plant in Hereford if they expect to jump our rates 50 percent. If the Brand office still set all type by hand and used 25-year-old methods, we wouldn't have a word to say. In fact, we would be just like the telephone company, except instead of showing a very small profit we would be losing money -- and plenty of it.

Pfc. J. D. Johnson Of Friona Returns From Overseas Duty

Pfc. J. D. Johnson returned home Wednesday night after 10 months duty in the far east, eight of which were in Japan. Johnson was a rifleman in the 42 Infantry and was wounded in service and spent 30 days in the hospital in Kofea. He arrived in Seattle September 17 and was given his release from service at Ft. Bliss on Sept. 24.

He is a graduate of the Friona High School and the son of Mr. and Mrs. Joe Johnson.

Announcement Made On Approaching Marriage Here

Mr. and Mrs. H. G. Behrends, announce the engagement of their daughter, Ethel, to A/c Travis W. Yates of Phoenix, Ariz. The wedding will take place October 12 in the First Presbyterian church of Hereford with the Rev. Russell Wingert officiating.

One national firm got 1,580 suggestions from 4,000 employees in a single Suggestion Day, after appropriate promotion, the Chamber of Commerce of the United States reports.



EVERY DAY IS SELECTION DAY

at

FURR FOOD STORES

VOTE for your favorite brands...and SAVE!



TOP MEAT CANDIDATES

- BONELESS PERCH lb. 39c
- NICE TENDER LEAN RIB STEAK lb. 83c
- SWIFT'S PREMIUM FRANKS lb. 61c
- SWIFT'S ORIOLE SLICED BACON lb. 55c
- WISCONSIN NATURAL CHEDDAR CHEESE 1/2 lb. 29c

- Swift's 12 OZ CAN Prem 39c
- Swift's - 3 5-oz. Cans
- POTTED MEAT 45c
- Swift's - 1/2-Size Can
- VIENNA SAUSAGE 21c
- Swift's With Beans
- CHILI No. 303 Can 38c
- Swift's
- BEEF STEW no. 303 can 48c
- Swift's
- TAMALES No. 300 Can 29c
- Swift's - 12-oz. Can
- CHOPPED HAM 55c
- Swift's - No. 300 Can
- CORNED BEEF HASH 38c
- Swift's - 12-oz. Glass
- PEANUT BUTTER 38c

TOP PRODUCE CANDIDATES

- WASHINGTON JONATHON APPLES lb. 15c
- DATES 1 lb. pkg. 37c
- LARGE CLUSTER TOKAY GRAPES 2 lbs. 19c
- NICE FRESH EGG PLANT lb. 10c
- COLO. RED POTATOES 5 lb. 23c
- SNOW WHITE CAULIFLOWER 3 lbs. 25c

Plenty Of Fresh Fruits And Vegetables

TOP GROCERY CANDIDATES

- Aywan Cut Green
- BEANS 2 No. 303 Cans 25c
- Hunts Cream Style Golden
- CORN Tall 300 Can 17c
- Big Ben
- PORK & BEANS No. 2 1/2 Can 18c
- Campfire
- RANCHO BEANS 2 No. 300 Cans 25c
- Ranch Style, Chili Style
- SPAGHETTI No. 300 Can 15c
- Walkers - Tall 300 Can
- Spaghetti and Meat Balls 25c
- Hunts
- TOMATO JUICE 3 No. 300 Cans 24c
- Addms. Juice - 46 oz can
- ORANGE and GRAPEFRUIT 27c
- Snowdrift
- SHORTENING 3-lb. Can 59c
- With your 10c Coupon in This Newspaper. Also each 3-lb. Can has a 25c Coupon inside to apply an another 3-lb. Can.



FURR'S PLATFORM

- QUALITY
- VALUES
- SERVICE
- VARIETY

TOP GROCERY CANDIDATES

- BAKERY TREATS
- FURR'S CHERRY PIES 8 inch 29c
- Delicious With Coffee, Milk or Ice Cream English Walnut
- PRALINE COFFEE CAKES ea 39c
- Brown & Serve Rolls 2 pkg. of 8 19c
- Baked With Sour Dough Yeast, Whole Eggs And Buttermilk
- FREE!
- Waffle Iron - Register Penick Syrup Display Nothing To Buy
- PENICK SYRUP
- White 1 1/2 Size Bottle 22c
- 5 Size Can 62c
- Golden 1 1/2 Size Bottle 21c
- 5 Size Can 61c
- Waffle 1 1/2 Size Bottle 23c
- 5 Size Can 66c

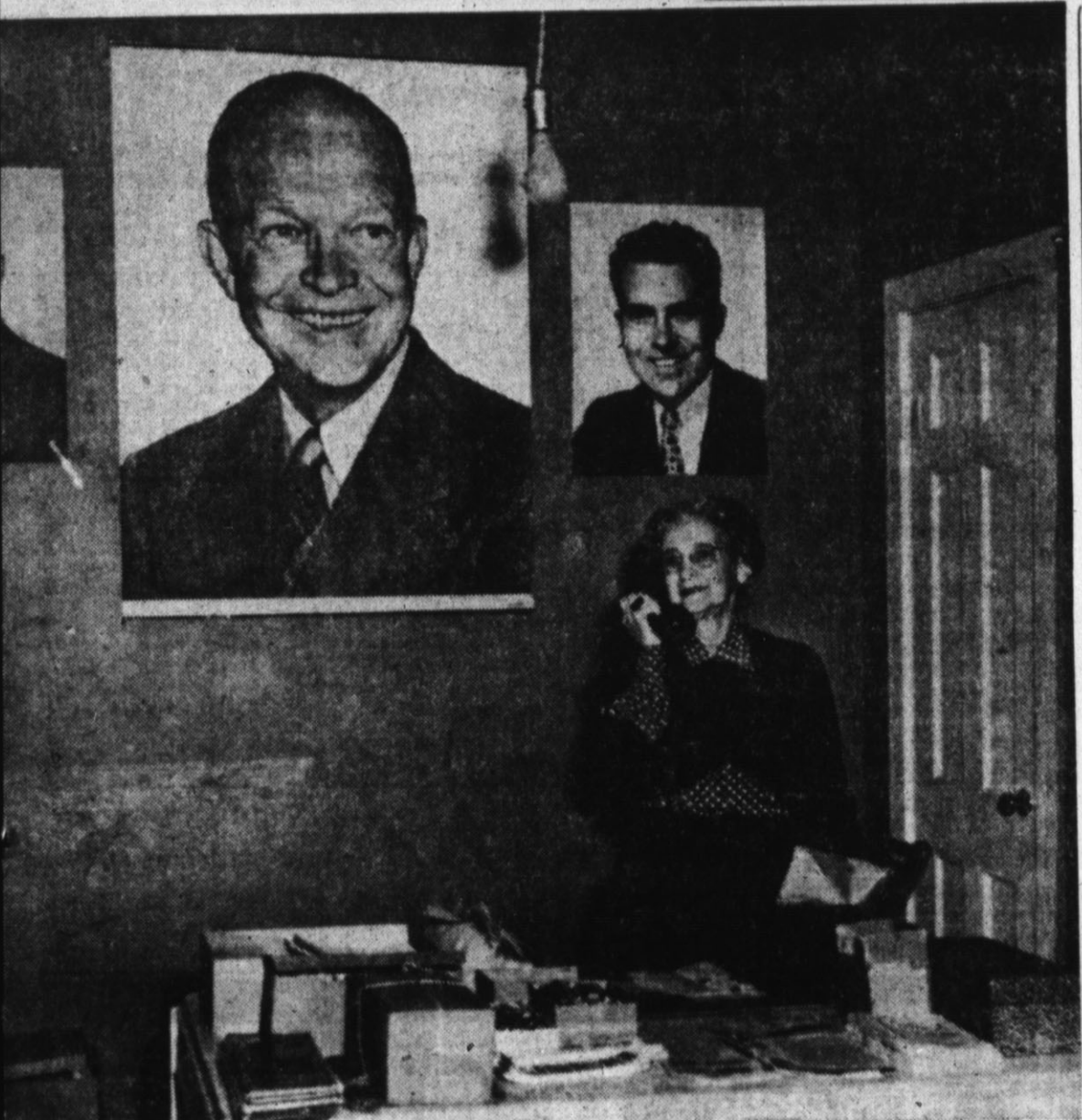
- American Beauty SPANISH RICE No. 300 Can 16c
- Channel In Oil SARDINES 3 1/4 Size Cans 23c
- Dessert Choice RAISINS 1 1/2-lb. pkg. 31c
- Pioneer VANILLA WAFERS 1-lb. pkg. 29c
- Pancake Flour PILLSBURY Lge. pkg. 35c

- La Choy BEAD MOLASSES 5-oz bot 18c
- La Choy BEAN SPROUTS no. 2 can 15c
- La Choy - Pkg. Meatless Chinese Dinners 59c
- La Choy - No. 2 Can MEATLESS CHOP SUEY 36c
- Lo Choy - No. 2 Can CHOP SUEY VEGETABLES 38c
- Lo Choy - No. 2 Can CHOW MEIN NOODLES 19c
- La Choy SOY SAUCE 2-oz bot. 11c
- La Choy - 8-oz. Can WATER CHESTNUTS 49c

- Kellogg's SHREDDED WHEAT 12-oz. pkg. 19c
- Pectin SURE JEL 2 1/2-oz. pkg. 13c
- Angel Food Cake Mix PILLSBURY 14-oz. pkg. 59c
- Toilet Tissue NORTHERN 3 650 sheet rolls 25c
- Harpels STEAK SAUCE 1/2 Pint Bottle 23c

- SNOW CROP FROZEN FOODS
- Snow Crop GREEN PEAS 12-oz. pkg. 22c
- Snow Crop BROCCOLI SPEARS 10-oz pkg 29c
- Snow Crop CUT CORN 10-oz. pkg. 22c
- Snow Crop ORANGE JUICE 2 6-oz. cans 35c
- Snow Crop PEACHES 12-oz. pkg. 25c

- | | | | |
|---|---|--|--|
| Soap
IVORY
Lge Bar 13c | Soap
IVORY
3 Med. Bars 25c | Ivory Soap
PERSONAL SIZE
Bar 5c | Lge. Pkg.
IVORY SNOW
25c |
| Lge. Pkg.
IVORY FLAKES
25c | Toilet Soap.
CAMAY
3 Med. Bars 23c | Toilet Soap
CAMAY
2 Bath Size 23c | Lge. Pkg.
CHEER
25c |
| Giant Pkg.
CHEER
74c | Liquid Suds
JOY
Lge. Bot. 31c | Soap
TREND
Lge. Pkg. 23c | Instant or Regular
RALSTON
Pkg. 28c |
- Saracen In Heavy Syrup **PEARS** No. 2 1/2 Can 25c
- Bleach **PUREX** gal. 46c, 1/2 gal. 29c, qt. 16c



WE LIKE IKE and there are those that do in Hereford as is indicated by the callers at the Ike Headquarters on West Third street where buttons, pins and stickers may be had as well as information on the presidential candidate. Staff Photo.

Mrs. Ruth Parker White, Missionary To India, Will Be Guest Speaker Before Friona Meeting

Straight from an area in India where she witnessed the stark tragedy of famine - and did something about - Mrs. Ruth Parker White, Congregational Christian missionary under the American Board of Foreign Missions, will speak at the Tuesday Oct. 7 afternoon session and the Wednesday Oct. 8 morning session of the Fall meeting of the Central Association of Congregational Christian Churches which is to be held in the Friona Congregational church according to announcement by Geo. Meyer, chairman of the program committee.

Mrs. White, the wife of Rev. E. E. White, District missionary in Aruppukottai, prayed earnestly and wrote vigorously for help when famine struck her section of India. As "Friendship Food" from Church World Service and CARE packages began to come in she routed them to the right spots and established 18 rural centers to distribute milk, reconditioned from powdered milk sent by the United Nations Childrens Emergency Fund.

When the government decided to open a gruel kitchen in one of the worst hit villages they asked Mrs. White to organize and oversee it and distribute the needed grain as well as keep the accounts.

It has been six years since Mr. and Mrs. White were last in the United States. Their home in India has been in Aruppukottai which is in the center of a nominally prosperous farming community and has a population of some 55,000 with cloth weaving its major industry.

Born in Oakham, Mass., and educated at Mt. Holyoke College, Ruth Parker White graduated, married Rev. White and sailed with him for India all in the year 1917.

WESTWAY NEWS

New Officers, Teachers Installed At Westway Church Service Sun.

Rev. R. D. Evans preached here Sunday morning at the Promotion Day Service. The Boy Scouts of this community had a special part of the program.

New teachers installed were Mrs. Joe Landers, primary class, Mrs. L. E. Neal, junior, Jack Renfro, intermediate, and Joe Landers adult.

New officers installed were Joe Landers superintendent; Jimmy Thomas, assistant superintendent; Dixie Neal, secretary; Roberta Combs, treasurer, and Franklin Boyd, song leader.

Rev. Hamlett, district superintendent of the Methodist church, preached Sunday night. A quarterly conference was held and Guy Patterson of Canyon was sent as pastor to the church here. He will preach on the second and fourth Sundays of the month.

Rally Day will be next Sunday with a basket dinner at noon and a special singing program in the afternoon. Rev. Allie Hardman will preach at the revival service Sunday night.

Vacation Trip

Mr. and Mrs. C. A. Saulcy left Friday for a vacation trip. They went to Roaring Springs where they visited a daughter, Mrs. L. A. Mullins and family, to Amarillo to visit in the home of another daughter, Mrs. J. E. O'dell. They will go on to Fountain, Colorado to visit at the Mack Jackson Ranch, to Denver where they will visit an aunt, Mrs. Hattie Carl, thence to Twin Falls, Idaho the former home of Mr. Saulcy. At White Swan, Washington, they will visit the John Parish family and return home through Utah. They plan to get home in time for lettuce and maize harvest.

Mr. and Mrs. Bert O'Connor of Plainview were week end visitors in the home of their daughter, Mrs. Elmer Combs.

Merlin Kaul accompanied Wilkin Giles and his mother Saturday when they left for points in Missouri. Mrs. Giles stopped at Aurora, Mo., to visit a daughter and Wilson and Merlin will visit the Purina farms near St. Louis.

Mrs. Robert Wagener and Elaine, Gordon Shafer and Delton Cochran of Hereford were visitors Sunday afternoon in the Joe Wagener home.

Turkey Dinner

Mr. and Mrs. Cyril Diller entertained relatives at a turkey dinner at their home last Sunday. Those present included Mr. and Mrs. John Simons, Mr. and Mrs. Henry Brock, Mr. and Mrs. Jack Brant, Henry Barron and Miss Laura Barron all of Umbarger, Mr. and Mrs. G. W. Hund and Mary Elizabeth and Mr. and Mrs. Johnny Jesko of Hereford, the hosts and their family.

The Cyril Diller family spent Saturday in Amarillo. Cyril went on business and the family took in 4-H day at the fair.

Sarnest Hardman and John Mays of Goding, Idaho were visitors the first of the week in the Lyle Rickman home. They came to get a vine beater as their po-

tatoes are now ready for harvest.

Rev. Allie Rickman of Columbus, Kansas will begin a revival here next Sunday, October 5 to continue through October 12th. Rev. Rickman is a brother of Mrs. Lyle Rickman and a former resident, Ernest Hardman.

Attend Wedding

Mrs. J. E. McCarther and Mrs. Wilton Lillard went to Pampa Friday where they attended the wedding of Mrs. McCathern's nephew, Floyd Baxter. Mr. Baxter was married to Betty Mae Sloan, daughter of Rev. and Mrs. R. G. Sloan of Pampa in a ceremony at the bride's home. Her father was the officiating minister.

Mr. and Mrs. Wilton Lillard and son of Pampa spent the weekend in the J. E. McCathern home. Mr. Lillard is the art instructor in Phillips High School.

Mr. and Mrs. Gerald McCathern and son of Black were visitors in the Harold Head home last Thursday night.

Mrs. F. L. Reed of Friona was a visitor Sunday in the home of her daughter, Mrs. Marlin Pierce. Mr. and Mrs. Roy Halton of Crosbyton were visitors Sunday in the home of her parents, Mr. and Mrs. Roy Lee Wilson. Mrs. Halton is teaching in Crosbyton this year.

Board Of Supervisors To Be Elected To Conservation District

One subdivision in each of Texas' 163 Soil Conservation Districts will elect a member to its district's Board of Supervisors October 7. V. C. Marshall, Executive Director of the Texas State Soil Conservation Board has announced.

Under State Law, which established State Soil Conservation Districts, each District is divided into five subdivisions and each subdivision elects a member to the five-man supervisory board.

Terms of office are rotated so that one supervisor is elected every year for a five-year term, and it is subdivision four's turn to select a supervisor on Tuesday, October 7.

A general meeting of landowners in subdivision four of each District is also scheduled for that date.

Soil Conservation Districts are legal subdivisions of State Government directed by a Board of Supervisors. The Supervisor's job is to develop programs for conserving soil and water and to direct the District's activities.

State and Federal Agencies, along with individuals, businesses and corporations, help the supervisors carry out measures to prevent wind and water erosion, soil depletion and aid in flood control.

All landowners in Subdivision four of each Soil Conservation District should attend these convention elections to select their supervisor.

PIGGY WIGGLY

DOLLAR DAYS

AT PIGGY WIGGLY

PIGGY WIGGLY

SAVINGS, VALUES, SURPRISES!

PIGGY WIGGLY

Hunts - 300 Can	FRUIT COCKTAIL	5 for \$1.00
Hunts - Halves - 300 Can	PEACHES	6 for \$1.00
Hunts - Halves - 300 Can	PEARS	4 for \$1.00

PIGGY WIGGLY

Hunts No 2 Can	CUT GREEN BEANS	5 for \$1.00
Hunts Garden Sweet	PEAS No. 300 Can	7 for \$1.00
Hunts All Green Tips	ASPARAGUS Pic Can	3 for \$1.00
Hunts Calif.	SPINACH 300 Can	7 for \$1.00
Hunts S. D.	TOMATOES no. 300 can	6 for \$1.00

PIGGY WIGGLY

MEATS

BACON Squares	3 lb. for \$1.00
SAUSAGE, Pinkney	3 lb. for \$1.00
Pork Shoulder	
STEAK	2 lbs. for \$1.00

PIGGY WIGGLY

PRODUCE

CRANBERRIES, Eatmor	1 lb. pkg. 33c
TURNIPS, Purple Top, bluk	3 lbs. 25c
BELL PEPPER, Home Grown	2 lb. 29c
APPLES, Red Delicious, Wash.	lb. 19c

PIGGY WIGGLY

CAMAY	Reg. Size	3 for 25c
OXYDOL	Gt. Box	75c
CHEER	Lg. Box	29c
JOY	Gt. Econ. Bottle	69c

Crisco

3 lb. can

69c

COFFEE

Admiration

lb. Can

69c

Salad Dressing

Bestyett

Pint

19c

CATSUP

Hunts 14 oz. bottle

5 for \$1.00

TOMATO JUICE

Hunts No. 300 Can

12 for \$1.00

PICKLES

Hunts Cucumber Chip

12 oz. Jar

6 for \$1.00

PICKLES

Hunts Country Style

2 1/2 Glass Jar

35c

SYRUP

Maple flavor

Bestyett

qt. bot. 39c

TEA

Bestyett 1/4 lb.

Glass Free

35c

Campfire

PORK & BEANS

Big 2 1/2 Can

6 for \$1.00

CHERRIES

Surgeon Bay R. P. S.

No 2 Can

4 for \$1.00

THIS AD GOOD THURSDAY - FRIDAY - SATURDAY AND MONDAY DOLLAR DAY

Farm Labor Shortage Reported In Area

The Farm Labor Bulletin of the Texas Employment Commission of September 29 reveals a shortage of needed workers as follows:

LUBBOCK - Lubbock Co. - short 4500 - pulling \$1.50 to \$1.75 W&H 25c - direct to TEC Office, 1601 Broadway, Lubbock.

MEMPHIS - Hall Co. - short 750 - pulling \$2.00 - W&H 25c - direct to County Agent.

LITTLEFIELD - Lamb Co. - short 1,000 - pulling \$1.75 in field direct to TEC Office, 104 E. 5th street, Littlefield, J. H. Preston.

PLAINVIEW - North 1/2 Hale Co. - short 200 - \$1.50 to \$1.75 pulling - 25c W&H - direct to TEC Office, 1028 Broadway, Plainview.

LEVELLAND - Hockley Co. - short 970 - \$1.75 - 25c W&H direct to Geo. Taylor, 1st and G. Levelland.

FLOYDADA - Floyd Co. - short 150 - pulling rate not established - 25c W&H - direct to G. B. Noel, Chamber of Commerce, Floydada.

Read The Want Ads



THE FIRST IN LINE to give blood to the Red Cross Bloodmobile unit here Wednesday was Bob Wear, seated on the right. Taking a blood sample is Miss Mary Hand, nurse with the unit. Standing left to right are

T. E. Seigler, blood program chairman here, Dr. R. R. Wills, doctor in charge and Mrs. Barnett, nurse in charge of the Bloodmobile unit. Staff Photo.

Explorer Training Session Held Monday Night Is First For City

Hereford's first Explorer Training session was held here Monday night at the Hut.
Plans were made for the training teams from Hereford, Amarillo, Dalhart and Dumas to participate in a training session October 10-11 at Camp Don Herrington, under the direction of Charles Grable, deputy regional director from Dallas. Other training sessions will be carried on in this district every month for quite some time, it was decided.
Gerald Wilson, District Explorer Training chairman and Tom Woodford, member of the training team, led in the program discussion, assisted by Bill Phillips, Council Explorer Training chairman and William Teague, Field Scout Executive.

Present at the meeting were Ralph Stivers, Post 50; Lloyd Sharp and Shorty Hollis, Troop 51; Colby Conkright, Hugh Clearman, Cawthon Bryant and Jed Miller of Troop 52; William Teague, Gerald Wilson, Tom Woodford and Bill Phillips.

The first printing press in America was set up in 1638 in Cambridge, Massachusetts.

City Is Growing Fast Chamber of Commerce Tabulations Indicate

Information gathered by Cecil Massey, manager of the local Chamber of Commerce indicated that the City of Hereford has really been growing during the past 10 to 12 years. The following figures show the increases in telephones, light meters, gas meters and postal receipts as an indication of Hereford's growth.

TELEPHONES	
1940	446
1952	2376
LIGHT METERS	
1940	822
1952	1642
GAS METERS	
1940	750
1952	1934
POSTAL RECEIPTS	
1940	\$19,411.14
1952	\$54,198.82

In December 1620, the first known news-sheets in the English language appeared not in England but in Holland.



OPERATING ROOM, in the new hospital unit just in the starting stage at the Labor Camp near Hereford, the building and interior work is progressing but there is still need of equipment, bedding and linens, etc. It will be an asset to the community when fully equipped and completed. Staff Photo.

DIMMITT NEWS

Open House Held For Senior Boy Scouts, Parents At Hut Tuesday

By Mrs. C. J. Mapes

Scoutmaster, R. D. Rogers, reports open house for senior boy scouts and their parents at the Legion Hut, Tuesday at 8 o'clock. Ray Howard, Scout field representative made the welcome address. Games and visiting provided the entertainment for the evening. A short business meeting was held.

Plains Memorial Hospital manager, Owen Cox, is glad to report 12 or 15 blood donors responded to the SOS call made by Technician, Mr. Fischer, last week.

The call is still open and urgent. Last Thursday was a great day for the local FFA Chapter. Mr. J. O. Seale escorted them to the Tri-State fair. Observation of cattle judging, the exhibitions and the midway provided a full day for the boys.

John Thomas Bagwell, visited last week with his mother, Mrs. Lorene Bagwell and other relatives.

John Thomas returned to Wichita Falls Monday where he is attending school.

When asked as to what he was doing for his home town, Mr. Golden, manager of Higginbotham Lumber company replied, "Working hard to make the oldest business the most modern".

The Higginbotham Lumber Co. has helped serve the building trade in the surrounding territory for 18 years and Mr. Golden has served as manager.

Mr. and Mrs. Foree Sowder of Claude were visitors in the home of Mr. and Mrs. Goose Ramey this week.

Goose and Mr. Sowder were class mates in Clarendon College in 1908. Needless to say they brought everything up to date.

A brother and sister reunion was held in the home of Mr. and Mrs. R. N. Miller recently.

The late Mr. and Mrs. W. P. Boyd resided near Dimmitt 42 years and seven of the eight children married and established homes in and near Dimmitt. Mrs. Luther Williams of Albuquerque has never lived here.

Miss Wanda Smithson, daughter of Mr. and Mrs. Ben Smithson, is suffering from a knee injury received in basketball practice. She is wearing a cast but thinks the injury will not be permanent.

Larry Allen, son of Mr. and Mrs. Frank Allen was Dimmitt's first polio victim and is recovering nicely. Larry started to school last week for one-half day, is to rest 2 hours each day for three weeks, then report to doctor for check up.

The following invitation was improvised and mailed out to the Bob Cats and school faculty by Mrs. Ola Murphy, celebrating the first home game set for grid season:

SIGNAL:
A HAND OUT
FOOTBALL TEAM '52
HOME ON RANGE
(GILBREATH RANGE)
AFTER GAME TIME
(9/26/52)

HOSTESSES:
MRS. J. C. GILBREATH
MRS. J. B. BLACKWELL
MRS. EARL STAMFORD
MRS. J. E. BURCH
MRS. OLA MURPHY

It proved a very clever and enjoyable occasion with almost 100 per cent attendance. Mr. Smith, the band master was absent due to illness.

Dr. and Mrs. R. E. Cogswell have just returned from a very successful hunting trip in Wyoming. They brought back bear, antelope and elk, which they are generously sharing with their friends.

Mr. and Mrs. J. B. Edwards, Olton, were in Dimmitt Sunday to help celebrate Mrs. Edwards' mother's birthday. Mrs. Edwards is the former Elfreda Murphy.

Mr. and Mrs. Geroge Jones of Silverton were guests in the home of Mr. and Mrs. Eliza Teague recently.

Dimmitt High School Annual staff attended the Annual Clinic held in Amarillo Saturday, according to Mr. J. E. White, school faculty.

SNOOPIN AROUND

By The Rambler

This column is devoted to things you do not know or may have missed, things seen and things done, humor, serious. It may concern you, it may not, but you will find above all else, FOOD for THOUGHT.

A certain man traveling from one city to another, fell among thieves and they stripped him, wounded him and left him half dead.

By chance there came another man that way, but when he saw him he Passed On the Other Side. Likewise when another was at the place and came to look on him, he too, Passed On the Other Side.

But another, as he journeyed that way came to the place where he was and when he saw him, he went to him, bound his wounds and cared for him. Which of these three think you was neighbor to the one who suffered ill? St. Luke 10:30, 36.

Near Hereford, there is a man about 23 years of age laying on a old bed, thin, worn and dying of TB and a small child plays on the bed. It too, is infected. The wife and mother possibly so. This right near Hereford. Believe it. You can see for yourself if interested, but you won't like what you see.

It can't happen here you remark, well it has, or perhaps someone says we here in Hereford can't care for the whole county.

Does that mean that the job is too big? If so, then we are sunk here in Hereford. Sure we went to town for Gary Stewart, fine, wonderful, this is not the same thing, of course, but there is something to be done, no cure is likely but the last could be worth the effort.

Which of the THREE are you? Don't Pass On the Other Side. To do nothing makes a city of God loving people look bad, Let's Go Hereford, Let's not pass by on the other side. Thanks for listening, now take a look.

Who was it that said, when a herring gets tired of living he goes out and gets pickled. Boy, ain't the human race the biggest fish. They not only get pickled but jump in a 100 hp car to speed the deal.

Things are kinda humming today so in the words of a famous doctor: Calm Down and Relapse. I'll be seeing you.



STOCK-UP Sale

it pays to buy in big quantities here!

HONEY BOY SALMON Tall Can 39¢	WILSONS - PURE LARD 3 Lb. Ctn. 39¢
SNOWDRIFT With 10c Coupon 3 lb. Can 69¢	HEARTS DELIGHT APRICOT-NECTAR 3 46 oz. Cans \$1.00
BAKERS - SOUTHERN STYLE COCONUT 2 12 oz. Cans 29¢	LIPTON'S TEA 1/2 lb. Pkg. 59¢
Niblets - Whole Kernel CORN 12 oz. Can 19¢	Dial SOAP 2 Bath Size 37¢
BRICE - SOUR or DILL PICKLES Quart 25¢	White Swan - Seedless RAISINS 15 oz pkg 19¢
TOKAY GRAPES lb. 10¢	White Swan POTTED MEAT can 9¢
IDAHO RUSSETS SPUDS 10 lb. 49¢	White House - Sliced APPLES For Pies No. 2 Can 18¢
FILLETS CATFISH lb. 63¢	FRESH - SOLID - CRISP CABBAGE lb. 5¢
	FANCY - FRESH YAMS lb. 15¢
	U. S. CHOICE or GOOD BEEF ROAST lb. 59¢
	White Swan - Fancy TUNA Solid Pack - Can 39¢
	White Swan MUSTARD 16 oz. pure 19¢
	Giant WHITE KING 79¢
	BRUCES FLOOR CLEANER QT 79¢
	Corn King - Sliced Layers BACON lb 49¢

HUNTER'S FOOD MARKET

219 Sampson — Ph. 143 — Free Delivery

sport slants

By John Bennett

FOOTBALL

There seems to be quite a bit of talk around town that the Whitefaces played one of their poorest games of the season here last Friday night when the Phillips Blackhawks beat the Hereford forces 31-0 . . . but we don't exactly agree with it all. The Whitefaces probably didn't turn in the game they did at Level-land . . . but they were playing a team that could beat the Lobo eleven as bad-if not worse than the score on the game here last week. Phillips had one of the smoothest operating teams that I have seen in quite some time for a AA school. Actually they are playing out of their league. Most any team that is to play them this season has a good chance of coming out on the short end of a score similar to the one that the Whitefaces had here. The Whitefaces did have a few bad moments in the game here when they

couldn't find the combination to get going . . . maybe they did call a play or two wrong . . . but I don't think they were exactly loading. I don't believe Coach Russell thought so either for he would have benched anyone he caught at it . . . at least that's what he said this week. "We just handled Phillips wrong for I don't believe they should have won by such a score," Russell said Monday. "They (Phillips) have a wonderful team as they always do and we knew that they were going to be rough"

DUMAS TO BE ROUGH ONE . . .

The game with the Dumas team this Friday night at Dumas isn't shaping up to be a Sunday picnic either for Coach Russell reports that they will have almost a good team as the Phillips Blackhawks . . . and that means there will be an awful lot of football in Dumas Friday night.

UNFORTUNATE INCIDENT . . .

Hereford had an unfortunate thing happen to its football club here Friday night . . . one that the team was penalized for . . . but one that the fans saw and didn't like. Toward the end of the 4th quarter with the Blackhawks, Bill Rose, Hereford center was sent from the game for what appeared to be a deliberate poke in the jaw of Phillips back Dale Wiley. It was the only such penalty of the game and seemed to be no reason for it. Wiley was just getting up from making a long gain when Rose ran by and delivered the blow that dropped Wiley to his knees. A lot of fans saw it . . . and a lot of the fans didn't like it.

GUESSING CONTEST

Football fans of this area are taking to The Brand's football guessing contest like ducks to water. This week the largest number of entry blanks than ever before came into the contest judges. And again this week, a three way tie was found. It seems that several of these fans have the right combination for picking the winners. Keep looking for entry blanks in The Brand for the football season is still young and there is still plenty of time for you to win those 4 tickets to the Cotton Bowl game.

3-Way Tie Again In Brand Football Guessing Contest

Another three-way tie for the first three prizes occurred again this week in The Brand's football guessing contest being sponsored by local merchants.

Tying for the first three prizes with 16 points each were Ruben Knox, W. L. Davis Jr., and Terry McRight. There was a total of 66 entries sent in this week.

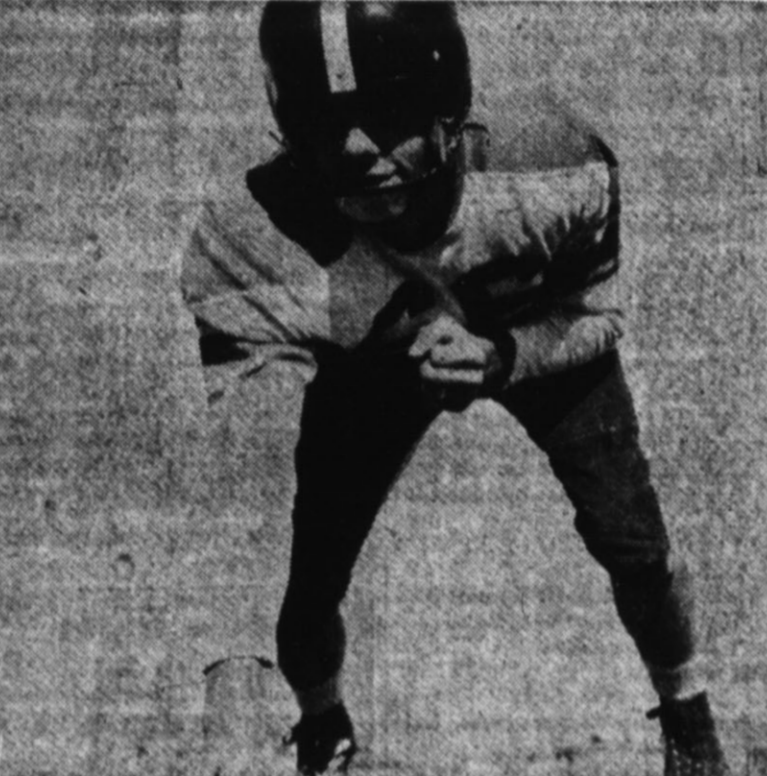
Scores Of College Games Played Sat.

- SMU 7, Duke 14
- Texas 28, Houston 17
- N. Carolina 7, Arkansas 7
- UCLA 14, TCU 0
- Mich. St. 27, Michigan 13
- N. Dame 7, Penn 7
- Ga. T. 17, Florida 14
- Mississippi 13, Kentucky 13
- Oklahoma 21, Colorado 21
- Navy 31, Yale 0
- Army 28, S. Carolina 7
- Kansas 21, St. Clara 9

Meet Your Team



JUNIOR LETTERMAN Aubrey Self has been playing a lot of ball for the Whitefaces this season. Aubrey weighs 146 pounds, wears No. 30 jersey, plays in the backfield and has been outstanding on defense for the local club. Photo by W. H. Patton.



SENIOR GUARD Bill Bookout is another mainstay on Coach Russell's Whitefaces. Bill weighs 155 pounds and wears No. 66 jersey. Bill also has one Whiteface letter. Photo by W. H. Patton.

Tag Team Match Is Main Eventer At Barn Saturday

Bob Cummings and Jack O'Reilly won a 2 out of 3 falls in a one hour time limit in the main event tag team match with Antone Leone and Art Nelson at the Bull Barn Saturday night.

O'Reilly took the first fall from Leone in 19 minutes with a leg grape-vine and reverse face-lock. Leone came back in the second fall winning it in 16 minutes over O'Reilly with a top body press. Cummings took the third fall over Art Nelson in 8 minutes with a reverse leg nelson and body jack-knife.

In the card opener, a best 2 out of 3 falls for one hour time limit, found Chico Bonales against Sesue Oyama.

Oyama took the first fall in 16 minutes with a Japanese arm bar but Chico came back to take the second fall in only 5 minutes with a cross body press following a series of body blocks and tackles. Oyama took the third fall and the match with a Japanese sleeper in 4 minutes.

Whitefaces To Meet Dumas Friday Night

The Hereford Brand SPORTS

Hereford, Texas, Thursday, October 2, 1952 Section Two

Tourney Winners Here Are Named

In the medalist playoff here Saturday morning in the Hereford Invitational Golf tournament, Stan Barrett, Hereford, Stan Barrett, Hereford and John Farquhar, Amarillo, a tie still existed between Posey and Farquhar at the end

of 18 holes with a 2 over par. 74. Barrett was eliminated with a 75.

Another 18 holes between Posey and Farquhar was played with Posey winning the medalist honors with a 1 over par 73 to 75 for Farquhar. Posey received one dozen golf balls for his efforts.

Stan Barrett, Hereford's last chance for the title, lost to John Farquhar of Amarillo 3 and 2 in Sunday mornings-semifinals.

Kenneth Shield, Plainview, won the title of the tournament by defeating Farquhar in the finals of the championship flight 5 and 4. Shields was 2 under par for the 13 holes played.

F. M. Cogdell, Hereford, defeated Buster Carter of Pampa for the championship consolation title.

V. C. Nelson, Amarillo won the first flight title by beating C. D. Koen 2 and 1.

Charles Austin, Pampa, won the first flight consolation over Gene Hill of Amarillo, 2 and 1.

A. Cavitt, Lubbock defeated Wayne Phillips, Hereford, 2 and 1 for the second flight crown.

The consolation title of second flight went to Mutt Webb of Dimmitt, 3 and 2 over Miles Childers of Amarillo.

The third flight crown was won by G. J. Sirois, Amarillo, who defeated Joe Butler, Dim-

Hereford's Whitefaces, still burning from a 31-0 thrashing here last week, will leave about 1:30 Friday for another non-conference game with a strong Dumas eleven.

Dumas is reported to be another one of those strong teams on the Whiteface schedule, but aren't doped to be the team that the Phillips Blackhawks turned out to be.

Coach Russell reports that his team came out of the Phillips game in fair shape and that most of the players will be ready for the game Friday night.

Gene White, who has had a bad shoulder for the entire season, injured it again in the first quarter of the Phillips game and will not suit out again this season.

Ray London, Whiteface center, and Hereford tackle Tim Corbett were injured in the game here last week but will probably be ready for the game at Dumas.

It is a long way to Dumas, some 95 miles, but should turn out to be quite a game to see. Hereford will not play before the home folks again until October 17 when they meet the Brownfield boys. Next week, the Whitefaces play Dalhart at Dalhart.

Mr. and Mrs. Gwynne Owen and son are now residing in Hereford after spending some time in California where he has been stationed with the U. S. Navy.

Scores Of Other High School Games Last Week

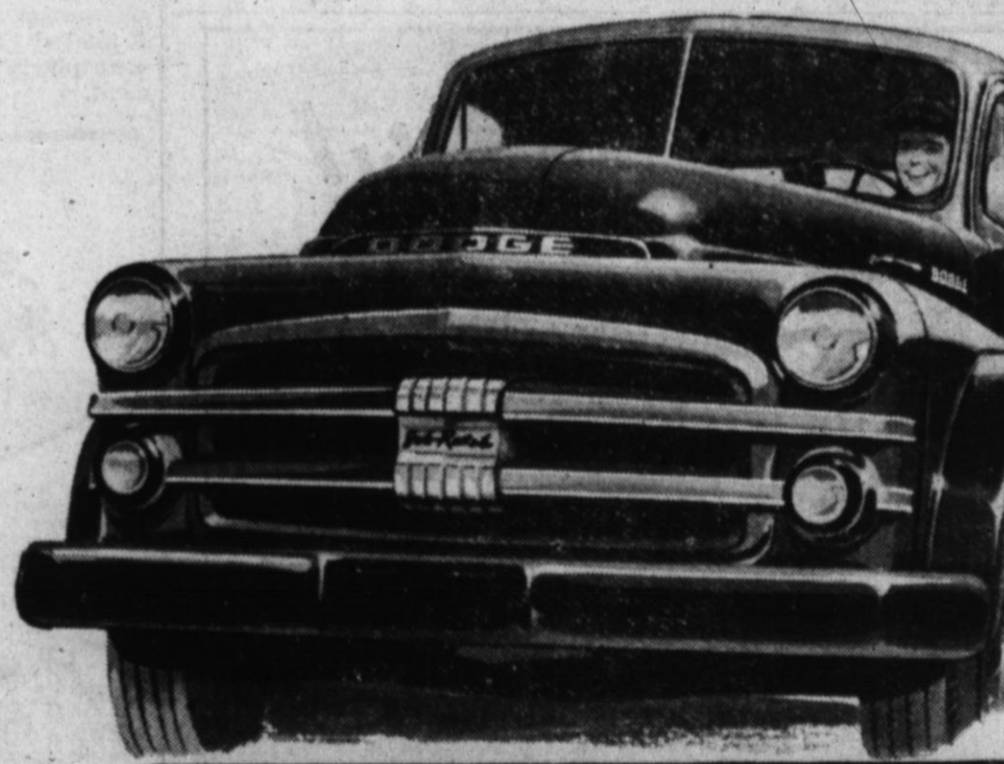
- Dumas 26, Shamrock 0
- Spur 0, Tulia 13
- Littlefield 38, Stator 7
- Ralls 0, Floydada 16
- Snyder 7, Levelland 16
- Canyon 0, Dalhart 49
- Colo. City 12, Brownfield 19
- Muleshoe 7, Amherst 32
- Springlake 19, Friona 13
- Vega 10, Texline 6
- Farwell 36, Bovina 6
- Paducah 18, Lockney 46

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Foibles....

(Continued from Page 1)
than Ohio State. The Buckeyes have it.

Houston at Okla A & M - Both lost to Texas A & M by about the same gap, however the Cougars boarded Arkansas in the Hogs own lair, which is by way of added lustre. The Houstons may have that shine, at any rate they get the nod here.

Pittsburg at Oklahoma - The Sooners having caught their breath after Colorado and may be the ball next Saturday should drop Pitt. Mattioli, back home in Pennsylvania via the Univ. of Kentucky, sparked Pitt past Iowa and he could pitch them by teh Okies, who showed no air umbrella against Colorado . . . not even a sunshade.

Texas Tech at College of Pacific - A long lap for Tech who may not have gotten over their diet of Rice . . . COP could do just that.

Georgia Tech at SMU - The wrecks had to duplicate their last Orange Bowl performance with a final gasp field goal to dump Florida. SMU piled up gobs of sardage against Duke but may be sans Musselwhite, Nutt and Eidom, if they have to go three deep for a QB, Tech.

Michigan at Stanford - Stanford eked by Santa Clara and Washington State, Michigan didn't even eke against Michigan State . . . A protracted trest for a loss toss?

San Jose at Tempe - San Jose must be tough indeed to only

lose by one TD to Colorado, but John Henry and Co. are tough; too, they inundated Colo. Ags., 40-14. They'll be home heated also which is preferred by some of their top hands.

Kentucky at Texas A & M - Kentucky tied Ole Miss in the last spasm and wasn't figured to. Texas Ags have confused everybody by taking their first two. Might do it again.

Arkansas at TCU - McHan hurt a shoulder after 4 minutes against Houston, which could be the tale hanger there. TCU has been shutout twice this year, but McKown picked up his timing and a lot of yards against UCLA. If McHan don't make it - TCU.

Notre Dame at Texas - Leahy, about now, is telling the Irish "Wha hoppen" at Pen. The Notre Dammers had a returne touchdown that might have put out their fire last week . . . T. Jones and Texas probably will ignite another one for them.

Cincinnati at Tulsa - They had an adding machine brawl last year, with Cincinnati the better computer at 47-35. Tulsa has the arsenal to wear out another Burroughs this lap, 35-points is one 15 minute span against Hardin-Simmons last week . . . Tulsa.

UCLA at Washington - The Uelans have taken a pair from Oregon and TCU which is no Oscar achievement this term. Washington took Minnesota and could repeat the dose.

Illinois at Wisconsin - Very early to have such a Biggie shoved at one and sundry. This one could be for the Roses. "Compli-



BIKES AND MORE BIKES and when the show let out what a mad scramble. How did each kid manage to get his own is a mystery. The count, was 1200, that many popsicles were given away by Kiwanian's during The National Kid Day observance here. September 27 when the Kids were guests at the Star Theatre, of the local club. Staff Photo.

Bad Eyesight Can Slow Any Child In School Work

Poor eyesight can make a child "slow" in school. Uncorrected visual defects can cause a normally bright youngster to dislike school, fall behind in his class and become self conscious about playing sports and games, says Dr. Geo. W. Cox, State Health Officer.

A child will rarely complain about poor vision. It may be blurred, he may see double, yet in three cases out of four, he will not tell anyone because he does not know how well he should see. That is why it is so important for parents and teachers to know the symptoms of eye trouble. An intelligent child may be victimized by poor vision both at school and with his playmates.

Too often a youngster's eyes are neglected because no one knows that they will need care, Dr. Cox says. For this reason, visual tests should be continued throughout the child's school career.

Some of the symptoms which may mean that a youngster has eye trouble are:

1. Rubs eye often, attempts to brush away blur.
2. Becomes irritable when doing close work.
3. Blinks more than usual, stumbles or trips over small objects.
4. Is over-sensitive to light; can't play games requiring distance vision.
5. Red-rimmed, encrusted or swollen lids.

When any of these symptoms are present, those responsible for the child's condition should have his eyes examined at once. Early correction will save many days of unpleasantness and possibly blindness.

Pfc. Carlton Wilson Serving With 1st Calvary In Japan

Pfc Carlton R. Wilson, Hereford, Texas, now is serving with the 1st Calvary Division in Japan.

Veterans of the Korean conflict are giving intensive field training to the new replacement in the unit on the northern Japanese island of Hokkaido. The division spent 17 months in the combat zone before being rotated out of the line last December.

Pfc Wilson entered the Army in April 1951. He was previously assigned to the 1st Armored Division at Fort Hood, Texas.

Red Raiders To Play College Of Pacific At Stockton Saturday

LUBBOCK, Sept. 29—Another Texas Tech's Red Raiders. This time it's the College of the Pacific Tigers, hosts to Saturday night's game in Stockton, Calif.

Tech's hopes of pulling back into the win column weren't strengthened any by the Tigers' showing in their 34-7 victory over Utah State Saturday. Incidentally, it was by an identical score that Tech fell before a fired-up Rice Owl team in Houston last week.

While definitely disappointed in Tech's showing against Rice Institute, Coach DeWitt Weaver has told the Raiders he is proud of the way they held together in the face of back-breaking penalties and a mounting score.

When the Raiders finally mustered their fourth period, 86-year drive to avert a shutout, the Owls had their top defensive performers in the game for the climaxing 30 yards. Tech still managed to gain, Jerry Johnson of Hale Center sneaking over after Rick Spinks of Kermit, Don Lewis of Quitaque, and Jim Turner of Olney set up the score.

Mr. and Mrs. J. R. Johnson and Penny have returned from a business and pleasure trip down state.

Winners....

(Continued from Page 1) mit, 2 and 1.

Third flight consolation was won by C. M. Henderson, Farwell, who won out over Lloyd Niell, Hereford; 5 and 4.

Fourth flight title went to Jimmy Walker, Memphis, over Bill St. Clair, Muleshoe, 3 and 2.

Houston Hart, Muleshoe, defeated Randy Johnson, Muleshoe, for the consolation of fourth flight, 2 and 1.

80 golfers from the entire area played in the two day tournament . . . the first invitational tournament to be held here. A total of 22 extra hole matches were played during the tournament.

Attending the Dimmitt Garden club flower show held in Dimmitt Saturday were Mesdames; Ed Warren, Jack Roberson, P. H. Gilliland, A. L. Manjeot, Clemmie Randle of Tulsa, Okla.

Members of the Hereford Garden club who served as judges in the show were Mesdames; W. S. Fluitt, O. H. Herring, C. C. Ferguson and Jim Black.

C. W. Humble former Deaf Smith County Judge, was in Hereford over the weekend looking up old friends. Mr. Humble now lives in Fort Worth.

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Hereford State Bank

MEMBER: FEDERAL DEPOSIT INS. CORP.

The Chamber of Commerce of the United States reports that forest fires dropped 21 per cent in number in 1951 below the 1950 total, and the number of acres destroyed was even less. More than 164,000 fires involving 15 million acres occurred in 1951, whereas the figures for the previous year were 208,000 fires on 15 million acres.

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State Prison Rodeo Opens Oct. 5 With One Of Best Shows On Record

The most thrilling show staged in the entire Southwest will open just outside the walls of Texas' State Penitentiary next Sunday October 5th. And, when the gates of the rodeo chutes in Prison Stadium arena swing open at 2 p.m. Texas' Annual Prison Rodeo will be on for the 21st year four big Sunday afternoon performances, October 5, 12, 19 and 26.

Convict cowboys, allegedly the most reckless in the nation, had a taste of what is in store for them at a try-out session in the big prison arena last Sunday. Their conclusion is that "somebody has done souped-up that bucking stock." Very little doubt remains in their minds that they will mount some of the buckin'est critters ever seen in anybody's rodeo arena. And they are probably right, for the broncos and bulls, used only once a year in the four-Sunday series of shows, don't get used to contact with man enough to tame down like ordinary rodeo stock.

Featured guest attraction for the opening day performance will be the 130-piece University of Texas Longhorns Band and the "Texas Stars", the group of ma-

jorettes and twirlers featured with the band at football games.

Specialty acts by the Hendricks Family, acclaimed "the greatest troupe in rodeo today", by the nation's biggest rodeo producers, will perform between events. The Hendricks brothers, twins Byron and Lee, specialize in the most daring feats of trick riding and horsemanship. With their sister, Ann Hendricks, the twins stage comedy acts guaranteed to roll the audience in the aisles.

Professional rodeo clown, Jess Reynolds, who brings the only Liberty Act performed with Brahma bulls to the show will assist inmate clowns in entertaining the spectators and protecting fallen riders from wild bulls.

The fastest riding quadrille group in East Texas, the Angelina County Mounted Quadrille, will cut square dance capers on horseback.

Add music by no less than three fine inmate musical groups and you will see a show that provides a chill, a spill, or a thrill every minute of its two-hour duration.

TANDA CAMP FIRE

Attending a meeting held by Tandra Camp Fire girls at the Camp-Fire Hut Friday afternoon were: Agatha Malone, Phyllis Sumner, Betty Ford, Peggy Bumpass, Phyllis Goetsch, Carolyn Knox; Ella Marie Williams, Dorothy Williams, Sue Channer, Denise Barnard, Shirley Schulte, Martha Bookout, Joan Fowlkes, Edna Frost, Gladys Lee, Glenna Gault, Tina Witherspoon and the sponsors, Mrs. S. S. Williams and Mrs. Paul Hoff.

Mr. and Mrs. Leo Forrest were gone to Phoenix, Ariz., where he will attend a REA meeting.



ROOTERS WATCH Hereford Whitefaces yells. You may be here or see some friend. and Phillips Blackhawks battle with their Staff Photo. expressions of surprise, smiles, laughter and

American Workers May Be Richer Than They Think, Figures From U.S. Chamber of Commerce Indicate

American workers may be richer than they think. For only part of their pay shows up in the pay envelope. Some of it goes into a variety of benefits they're likely to forget when they count their cash wages.

The first specific figures on this fascinating subject of "forgotten wealth" have been published by the Chamber of Commerce of the United States. They turn up some surprising facts about the size of "hidden payrolls" and their rate of growth since 1947.

For example, the average of 736 employees surveyed by the Chamber paid \$644 per employee in 1951 over and above wages. The \$644 is made up of what economists call "fringe benefits"—actual pay, but not included in the pay envelope.

For 138 of the companies surveyed in 1951 and two previous years (1947 and 1949), fringe payments had shot up 66 per cent in four years -- from \$410 to \$681 per employee.

These fringe benefits include social security, unemployment and workmen's compensation, sickness, accident, hospitalization and death benefits; terminal pay; discounts on goods purchased; free meals, pensions; savings and stock purchase plans; paid vacations; holidays; rest and lunch periods; profit-sharing and bonus arrangements.

Most of these fringe benefits are paid voluntarily by companies. Only such benefits as unemployment and workmen's compensation, old-age and survivor's insurance and off-the-job disability insurance (in effect in four states and on the railroads) are

required by law.

Fringe benefits do not include extra pay for night shift and Sunday work or straight production bonuses, all of which are considered part of the regular payroll.

Incidentally, the amount of fringe benefits varies widely from company to company and from region to region.

But if a given company doesn't mean it is laggard. The Chamber points out that often both employer and worker prefer to see wages reflected chiefly or entirely in

the pay envelope, rather than in "fringe" benefits.

However, there is one big point to remember. Unlike cash-money wages, fringe benefits are not taxed. Not yet. How much longer they will remain taxfree is the \$64 dollar question.

For the United States Treasury is taking a long, long look at fringe benefits: right now. The Treasury may decide that here is a brand new way to tax income. And if Congress agrees, employers will wind up poorer than they think.

Butter Fat Is Shown Superior To Vegetable Fat For Dairy Calves

UNIVERSITY FARM, St. Paul, Minnesota — Results of recent experiments at the University of Minnesota under the direction of Dr. T. W. Gullikson have confirmed his earlier findings that dairy calves fed whole milk thrive better than calves fed skim milk with vegetable fats added in place of butterfat.

Dairy calves fed vegetable fats in their diet invariably died by the time they were 3 months old. Some who were switched to a butterfat diet before 3 months, survived.

In studies just completed corn oil was used as the source of vegetable fat. Similar results were obtained in earlier studies using such vegetable fats as cottonseed

oil, soybean oil, peanut oil and coconut oil.

New research reveals that calves fed corn oil to replace butterfat appear to show a vitamin E deficiency as indicated by heart lesions and muscle dystrophy or wasting of muscle tissue.

This condition arises in spite of the high level of vitamin E in corn oil and is not corrected by adding vitamin E to the diet. More than 100 dairy calves have been used in these experiments.

This 10-year project, sponsored by the National Dairy Council, has been financed by the nation's dairy farmers through their own advertising, merchandising and research organization, the American Dairy Association.

Official Memorandum

BY ALLAN SHIVERS
Governor of Texas

AUSTIN, TEXAS

GREETING

In the light of international events, our cherished right of freedom of the press takes on added importance. For as we consider the pattern of aggression by forces seeking to dominate the world, we find that the gagging of the press is invariably a prelude to the destruction of free government.

We have reason to take pride in the alert and vigorous press that has been built up in our nation under our traditional freedom of thought and expression. We cannot, however, assume that it will always be that way. In our own hemisphere we have witnessed the death of La Prensa, one of the world's great newspapers. Elsewhere, we have seen the perils that beset the men and women of our free press in their pursuit of the truth. We have the example of William H. Oatis, now incarcerated behind the Iron Curtain in a mockery of justice by oppressors who know that the printing of the truth interferes with their aim to destroy individual rights and freedom.

In view of these and other disturbing events in the world today, it is appropriate that the slogan "Four Newspaper Lights the way of Freedom" has been selected for the 13th annual observance of National Newspaper Week.

THEREFORE, I, as Governor of the State of Texas, in cooperation with this program of the Free Press of our nation, do hereby designate the period October 1 - 8, 1952, as

NATIONAL NEWSPAPER WEEK

In Texas, and urge all the people of our state to take the opportunity during this period to become more familiar with the services and facilities offered by their community newspapers and their contribution to the preservation of our way of life.

In official recognition whereof, I hereby affix my hand and the Great Seal of the State of Texas, this 10th day of September, 1952.

Allan Shivers
Governor of Texas



Impartial survey snows



WHITE SWAN BEST AMONG SIX LEADING COFFEES!

GARCIA NEWS

Mrs. Tom Draper Gives Talk To Garcia Home Demonstration Club

By Mrs. Don Kennedy

The Messenger Home Demonstration Club met in the home of Mrs. E. M. Jack, Friday, Sept. 26 at 2:30 p.m.

The meeting was turned over to Mrs. Tom Draper who spoke on Accessories and good grooming in fashion trends.

Refreshments were served to the following, Mesdames, Elmer Northcutt, D. J. Kennedy, Ernest Brown, Eldred Brown, Ruth Coleman, S. N. Thuratt, W. D. Howard, N. A. Brown, J. T. Guinn, Bruce Coleman, F. N. Meiers, Floyd Brown and the hostess.

Several visitors attended and they were; Mrs. D. E. Coldiron and children, Mrs. B. Jack and children and Mrs. Tom Draper, CHDA.

The next meeting will be in the home of Mrs. J. T. Guinn on October 10.

Mr. and Mrs. S. N. Thuratt and Mr. John McCullar visited in the home of Mr. and Mrs. N. A. Brown Monday night. The evening was spent in playing 42.

Mrs. W. D. Howard and Mrs. Don Kennedy and son visited with Mrs. Eldred Brown Thursday.

Mr. and Mrs. Tim Magness, students at Texas Tech are visiting with their parents this week end. Mr. and Mrs. J. T. Guinn and Mr. and Mrs. H. T. Magness. Mr. and Mrs. D. E. Coldiron

and sons are moving to Hereford after spending the last 19 months in Augusta, Georgia. Mr. and Mrs. Elton Wyley and children from South Dakota have been visiting his mother, Mrs. Alta Wyley of Friona and two brothers Bob and Duane of the Waicott community.

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If your kitchen space is U-shaped, here's the way Curtis units provide an efficient and step-saving plan. Curtis cabinets come painted white—you can use them "as is," or finish them in the color of your choice. Hardware is furnished for each unit.

And here's a simple arrangement of the "straight wall" kitchen. Note the ample working and storage space. Curtis kitchen units are easy to install—and you can have such features as broom closets, pan units, snack bars, sliding table tops, and many others.

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Preparations Underway For Big Annual Homecoming Celebration Oct. 11 At West Texas State College

CANYON, TEX., September 27, (WTNS) — Preparations for the West Texas State College's big annual Homecoming celebration October 11 are underway here, with duties from slicing onions to scrubbing pots and pans being assigned faculty members by a steering committee.

Wood for the barbecue fires has already been cut and stacked on the ranch of Terrill Christian, and ex-student who lives near Claude, Tex. A crew of students and faculty, led by Athletic Director A. W. "Gus" Miller, selected the "finest mesquite wood" available, for mesquite is supposed to be the best fuel for barbecuing beeves.

The class of 1927 will be observing its 25th reunion at Homecoming this year, and the majority of the 84 men and women who were graduated that year are expected back, according to Milton "Buff" Morris, executive secretary of the Ex-Students Association.

Registration of all partakers of the the largess of the barbecue, slated at noon Saturday, will be asked this year, to facilitate the process of feeding visitors. Last year, between 5,000 and 6,000 persons were accommodated in the bread lines, and this year a registration tag will be necessary to obtain food.

Registration may be made in

advance by ex-students, according to Morris, through the Ex-Students office on the campus. Mail reservations are already being accepted, and registration cards will be ready when exes return.

Programs for the week end, as outlined by the steering committee will in general follow that of the past few years, highlighted by the Homecoming Parade, the free barbecue, and the football game between the Buffaloes and New Mexico A & M. Western attire will be in order on the campus beginning October 9, and a sheriff's posse will be seeking those not appropriately dressed as victims for their horse tash.

The annual Western dance will be held Thursday night, sponsored by Gamma Phi sorority. The Buffalo football squads plans to crown a "Football Queen" Thursday morning. Traditional pep rally bonfire fun is planned Friday

night, October 10, led by the college cheer-leaders and with the Buffalo Band playing, and a dance, sponsored by the T-Club will follow the pep rally.

The big homecoming parade at 10:30 a.m. Saturday will be sponsored this year by the Canyon Chamber of Commerce. High schools of the region will send their bands to participate along with the West Texas State Buffalo Band, roping and riding clubs of the area, and Canyon merchants. A number of floats from the area, from the city, and from many organizations on the campus, will be entered in the parade.

Immediately following the parade, visitors, students, and ex-students will return to the campus for the barbecue. The football game is set at 2:30 p.m. in Buffalo Stadium, and a dance Saturday night will close Homecoming activities.

Texas Writers Pick Top Golfers For Amateur, Professional Teams

Texas golf writers have been asked to pick the top linksters for the amateur team that will meet the professionals in October in the Texas Cup Matches. The writers are selecting 25 but truth of the matter is that 25 won't cover the field of great golfers in Texas.

A list of 25 will leave out some of the best players in the country. But here's the 25:

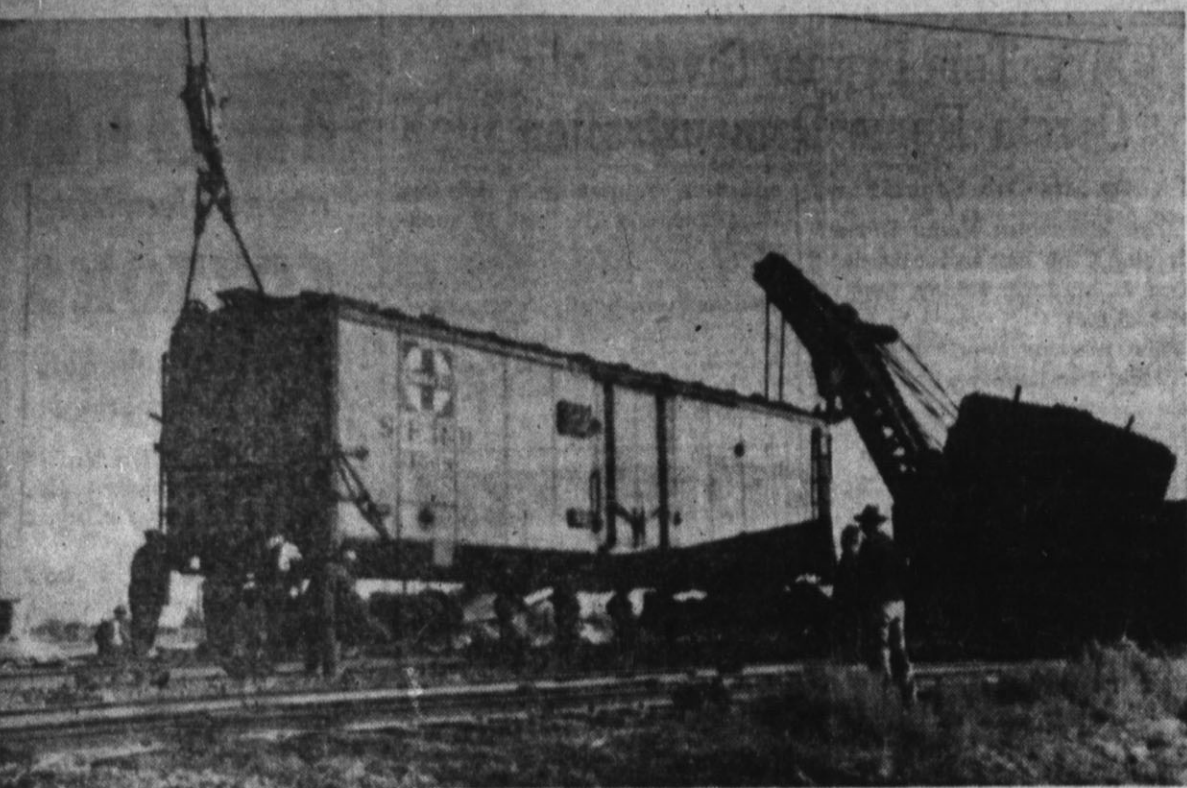
Billy Maxwell, Joe Conrad, Bill Erfurth, Wesley Ellis, Bob Moncrief, Marion Hiskey, Don Cherry, Don Addington, Joe Jimenez, Buddy Weaver, Buster Reed, Everett Vinzant, Raleigh, Selby, Fred Moseley, L. M. Crannell Jr., Lee Pinkston, Stan Mosel, Ed Hopkins, Dick Martin, Don January, Monte Sanders, Jack Coyle, Walter Benson, Bob Cupit, Ernie Vossler.

Those cup matches should be something to see. The pros already have Bryon Nelson ready

to play and hope to get Jack Burke, Jimmy Demaret, Henry Ramson and maybe the great one himself -- Ben Hogan. But the amateurs will do all right no matter who plays for the Texas PGA.

Don Cherry is named on our squad because he's a Texan although spending most of his time in New York singing with orchestras. Cherry is a native and a citizen of Wichita Falls and comes back to Texas to play golf every chance he gets. He would not only add strength to the Texas team but would add color to the matches. Cherry was a semi-finalist in the National Amateur this year.

Mr. and Mrs. R. L. Bullard returned Sunday from a visit with her daughter, Mrs. Pete Garrett and family in Carlsbad, N. M. They also spent some time in Las Cruces and other New Mexico points while away.



EASY DOES IT—Wrecking crews and cranes lift one of the orange-loaded cars back on to its wheels in an effort to get the rail line through here open to traffic. The wreck occurred here about 2 a. m. Sunday morning. Staff Photo.



BIG BRASS INSPECTS—ROTC troops at Sam Houston College stand at attention for an inspection by the nation's "Top Brass," Secretary of Defense Robert A. Lovett as the secretary visited the Huntsville college. Texas Governor Allan Shivers is immediately behind Lovett, who received an honorary degree during his visit. (AP Photo)

Pan Handle Soldier In Infantry Training

Camp Rucker, Ala. — Private Jessie M. Phillips of Gen. Del., Panhandle, Texas has arrived at this southern Alabama Army camp to undergo his initial infantry training.

Inducted Aug. 13, 1952 and processed at Ft. Sill, Okla., he will receive basic training from the 47th "Viking" Infantry Division here. Then new soldier will undertake a rigorous schedule incorporating a wide-range of military subjects from military courtesy and field sanitation to machine gun and bazooka familiarization.

After finishing eight to 16 weeks of primary training, the recent inductee will be eligible for reassignment for further infantry or specialized training.

The 47th Division, the first permanent Army assignment for the new soldier, is a Minnesota-North Dakota National Guard unit. Activated for service on Jan. 16, 1951, the Division now is completing its second year at Rucker. Since activation, the 47th has trained men from all 48 states and three territories.

Mr. and Mrs. Donald Gaetz of Wichita Falls spent the week end in the home of his parents, Mr. and Mrs. John Gaetz. Donald is employed by the Wilson Manufacturing Company of that City, builders of oil drilling equipment. Donald recently returned from Illinois where he demonstrated some of this machinery at a fair; also participated in the sale of one of the drilling outfits, while there.

Mrs. Charles Stone left Monday for her home in Lakeland, Florida after spending a week here with her cousin, Mrs. S. L. Easley.

Mrs. Liston Wilson of Amarillo, formerly of Hereford, was a visitor here last week.

Bippus Club Has Talk On Fashion Trends

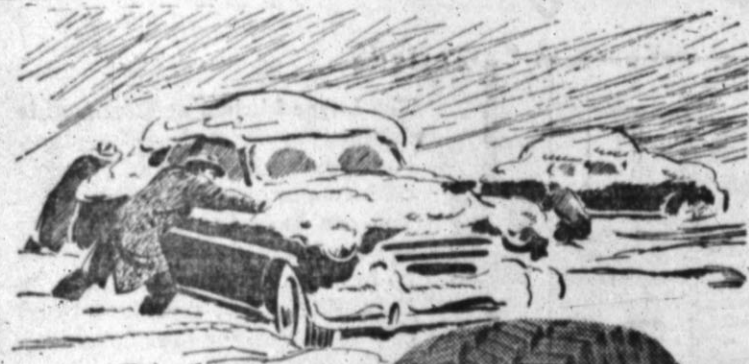
The Bippus Home Demonstration Club met with Mrs. J. V. Perrin, Wednesday evening. There were five members and two visitors present.

Mrs. C. F. Homfeld called the meeting to order and the roll call and minutes were read. Mrs. Argen Draper gave a talk on Fashion Trends and clothing plans.

The club held an election of officers for the next year. Those elected were: Mrs. Charles Hoover, president; Mrs. J. V. Perrin, vice-president; Miss Christine Fortenberry, secretary; Mrs. J. G. Fortenberry, council delegate; Mrs. C. F. Rickels, alternate.

The next meeting is scheduled for October 8 with Mrs. C. F. Homfeld at which time a clothing box will be packed for Girls Town.

Members and visitors present were: Mesdames C. F. Homfeld, J. V. Perrin, Labby Ballard, Christine Fortenberry, Wanda Hoover, Visitors; Mrs. Carl Perrin and Mrs. Argen Draper.



TO
GO
THROUGH
TRADE
NOW



for the new
SUBURBANITE
by **GOODYEAR**

The Suburbanite tread is completely different — so perfect in design that it outperforms any other snow tire you can get! The Suburbanite actually has nearly two thousand knife-like edges that bite right into snow and take hold on ice. Its wider, flatter tread puts more rubber on the road for longer wear and quieter operation when the pavement is dry. Come in today — get Suburbanite for safer, easier, wiser driving. The best snow tire money can buy!

- Up to 91% more "start-ability"
- Up to 39% more "stop-ability"
- Plus longer wear — quieter running.

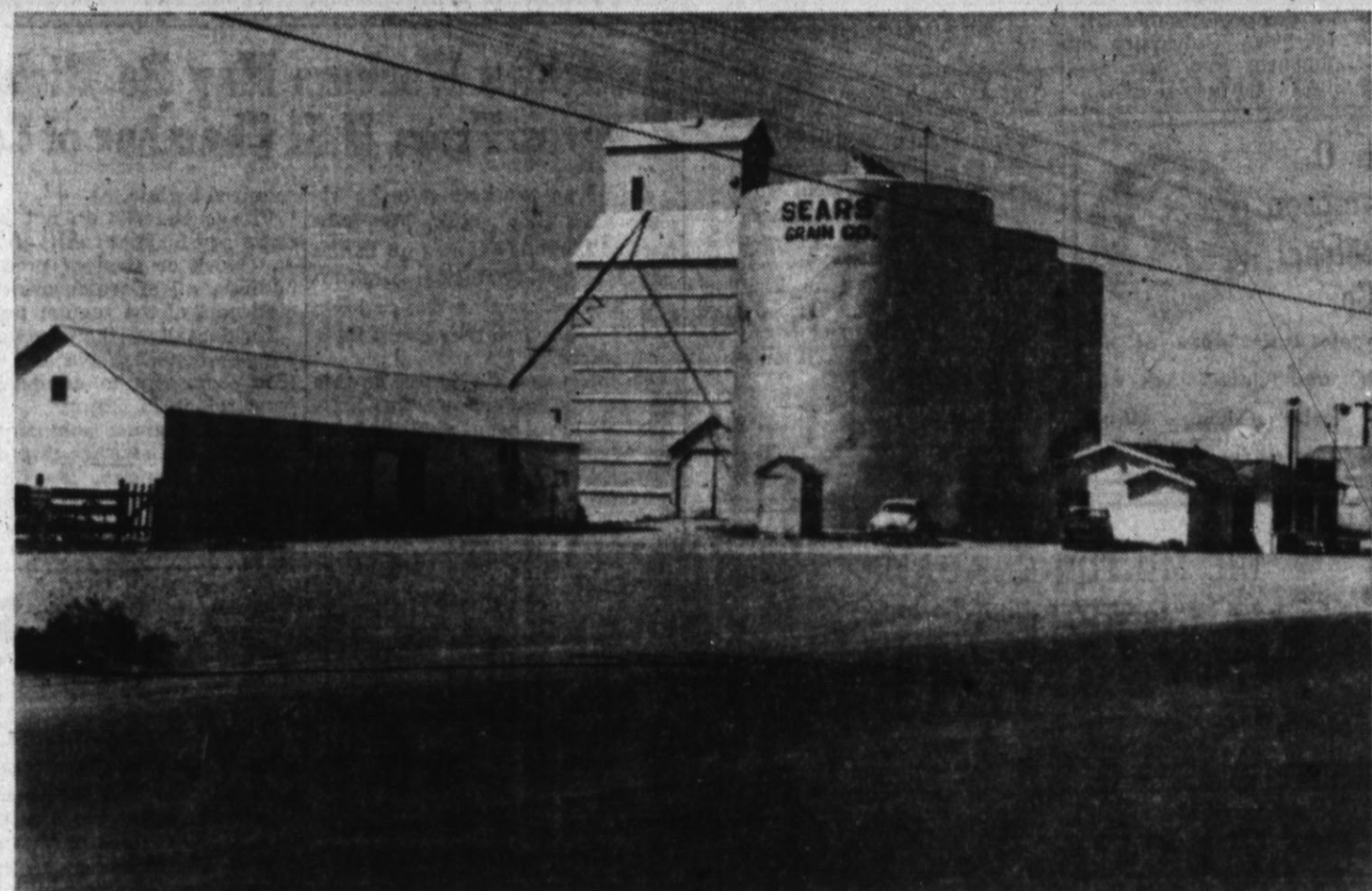
TRUCKERS! Get the new GRIP TRED
The same great design and performance as the Suburbanite, but built to truck specifications.
by **GOODYEAR**
AVAILABLE IN SIZES UP TO 7.50 x 17

SHELTON TIRE EXCHANGE
303 East 1st Phone 122

Now Available
★ NEW PUMPS
★ NEW and USED PIPE
★ CATTLE GUARDS

We Are Prepared and Equipped To Repair and Rebuild Any and All Makes Pumps and Gear Heads

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DARREL HARKINS
1st Door West of Sears Elevator
On Highway 60



Another Step Forward

In Order That We May

Serve You Better

This year, Sears Grain Company has torn out their old scales and put in a complete new, larger set. This is just another step forward in our continuous effort to Serve the People of this area . . . BETTER!

We feel that our facilities are in TOP-NOTCH condition now, and we are ready to take your MILO.

WE APPRECIATE THE OPPORTUNITY OF SERVING YOU DURING THE CURRENT GRAIN HARVEST AND WILL MAKE EVERY EFFORT TO PLEASE YOU WITH OUR SERVICE.

You're Always Welcome At

Sears Grain Co.

Seek Ye The Lord While He May Be Found



HERE'S MY FORMULA!

Browning was right when he said, "Grow old with me, the best is yet to be." It will be friend, if you head your life in the right direction. Me? My formula is simple. I try to give more than I get. I've seen a lot of life in my time... got a lot of friends. Most of them discuss their problems with me. And there is the church on the corner. One Sunday years ago a strange thing happened inside of me, and it made life worth living ever since... GOD. Been giving Him a dime out of every dollar since that day. Yes, sir, I'm rich. Not much money but haven't an enemy on earth. Trying to walk the straight and narrow way and getting others to go with you makes one feel downright good inside. I've seen a lot of life in my time and still have much to live for. I'm also ready to go when He calls. Are you ready to go? Are you at peace with God?



This Church Page Is Being Published Each Week With the Hope of Getting More People to Go to Church. It is Sponsored By the Following Business Firms Who Believe We Should Attend Religious Services Regularly.

Church of Nazarene

Each Sunday morning worship services are held at the Church of the Nazarene at 11 o'clock. The Sunday night services are conducted at 7:45. Sunday school hour is at 10 o'clock Sunday morning. Rev. Jess Rains is pastor of the Church of the Nazarene which is located at Fourth and Jackson.

First Baptist

Sunday school at the First Baptist church is held at 9:45 and the morning worship services are held at 10:50. Sunday evening the training union will be held at 6:15 followed by the evening worship services at 7:30. Officers and teachers meet at 6:30. Prayer meeting at 7:30 and at 8:15. Choir practice on Wednesday evening.

First Presbyterian

Sunday school is held at 9:45 each Sunday morning at the First Presbyterian church. It is followed by morning worship at 11 o'clock. The First Presbyterian church is located at Seventh and Lee. Rev. Russell Wingert is the pastor.

Church of Christ

Each Sunday morning at the Church of Christ Sunday school is held at 10 o'clock. The morning worship starts at 11 a.m. The mid-week prayer service is held each Wednesday night at 8 p.m. at the Church of Christ. Sunday evening the young people of the church meet for Bible study at 7:15 followed by evening worship at 8 p.m. The Hereford Church of Christ radio broadcast over KPAN may be heard daily at 9:30 a.m. The nationwide broadcast by the Church of Christ is each Sunday afternoon at 1 o'clock.

Christian Science

Christian Science services are held each Sunday morning at 11 o'clock in the Star theater. All are invited to attend. That through spiritually enlightened, thinking and living hankind can completely trust God, the one Mind, to deliver them from war into peace and happiness, is stressed in the Lesson-Sermon entitled "Unreality" to be read in all Christian Science churches next Sunday. As Job said, "Let not him that is deceived trust in vanity: for vanity shall be his recompense" (Job 15:31). This verse is the Golden Text.

Assembly of God

Each Sunday morning Sunday school is held at 9:45 and the morning preaching is at 11 o'clock. Young people's and Junior children's church meets on Sunday night at 6:45. The two groups are meeting on the lawn during the summer months. Each Sunday morning at 8:45 over KPAN the Assembly of God church has a radio program. Prayer meeting will be held at 8 o'clock on Wednesday night.

Immanuel Lutheran

Church services are conducted each Sunday evening beginning with Sunday School and Bible Class at 7 p.m. The hour of worship begins at 8 p.m. Serving the congregation during the vacancy is Rev. E. W. Lichtsinn of Friona. Listen to the Lutheran hour each Sunday at 8 p.m. over KPAN. The Sunday School Teachers meet each Sunday at 6:30 p.m. Children's instruction class meets each Wednesday at 4:15 p.m. The Ladies' Aid meets on the third Wednesday of each month at 2:30 p.m.

St. Thomas Episcopal

Services will be held at 8 a.m. Sunday morning with Rev. Seaman conducting.

First Christian

Sunday school is held each Sunday morning at 9:45 at the First Christian church. The morning worship service will be held at 10:50. Evening services are at 7:30. The new pastor Rev. Don Root will fill the pulpit at morning and evening services. Tuesday Sept. 30, Annual Congregational meeting dinner at the church 7:30 p.m. Wednesday Oct. 1, at 1 p.m. the Christian Women Fellowship luncheon and at 8 p.m. Choir practice. On Thursday at 7:30 p.m. Christian Men Fellowship meeting.

St. Anthony's Catholic

Sunday Mass at 6:30, 8 and 10 a.m. Daily Mass at 7 a.m. at the new church and 8:15 at the old church. Holy Hour at 8 Thursday. Confessions: Thursday from 8:30 to 9:30 p.m. Saturday from 5 to 6 p.m. and 8 to 9 p.m.

Avenue Baptist

Each Sunday morning at the Avenue Baptist church Sunday school is held at 9:45. The morning worship services are held at 11 o'clock. Training union is held each Sunday evening at 7 o'clock.

The Avenue Baptist church has evening worship services on Sunday evening at 8 p.m. Mid-week prayer services at 8 p.m. on Wednesday night.

First Methodist

Sunday school is at 9:45 a.m. at the First Methodist church. World Wide Communion will be observed at the morning service which begins at 10:55 a.m. There will be a Rally Day program at the evening service at 7:30 o'clock. For adults, one youth and one child will be on the program. Tuesday the Woman's Prayer Group will meet in Ward Hall at 9:15 a.m. Wednesday the Woman's Society of Christian Service will begin a new study, "Home Missions and Human Rights" which will be led by Mrs. Floyd Ross and will be taught in two sessions. The Dorcas Circle will meet at 9:15 a.m. in Ward Hall. All other circles will meet jointly in Ward Hall at 3 p.m. Wednesday evening at eight o'clock the first of the new Family Fellowship nights will be observed. There will be an out of town speaker for the adults. Activities are planned for children and youth groups. The Wesleyan Service Guild will not meet in the regular session Tuesday but will meet jointly with the W. S. C. S. on Oct. 22 for a Week of Prayer program.

GILLILAND FUNERAL HOME
* Matt Gilliland - Marlin Gilliland

BRADLEY GRAIN COMPANY
* Jack Bradley - S. H. Slagle

E. B. BLACK CO.
* Dick Barnard - Jesse Standford

QUALITY FOOD STORE
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* Paezold & Sons - L. W. Loerwald

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* John, Barry & Chris Jacobsen

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* Mr. and Mrs. Dick Walker

M & M PLUMBING CO.
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FIRST NATIONAL BANK
* Member FDIC - FR5
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* C. D. Hardesty

Oversea Christmas Packages Should Be Mailed By Nov. 15

In this locality the weather hasn't been such that it would remind one of Christmas carols or the jingle of sleigh bells, yet the time does approach. Families and friends of servicemen now overseas are advised to mail their Christmas parcels early.

Department of Defense and Post Office officials advise that gifts destined for troops overseas should be mailed during the period between October 15 and November 15 for ordinary mailing and no later than November 25 for air parcels.

Dwight L. Wilson Is Named Cadet Major

NORMAN, September 27 — Dwight L. Wilson, student at the University of Oklahoma from Hereford was recently named a Cadet Major in the Army ROTC. Col. Rupert Ingram, professor of military science and tactics announced.

Students are selected as cadet officers on the basis of their leadership abilities, scholastic record and general qualifications. They must also be classified as either a junior or senior at the University.

Wilson is the son of Mr. and Mrs. L. O. Wilson, Star Route.

Finland is the world's most thickly forested country.



Mock Chicken Legs Lend Variety to Ground Meats

Meat is particularly important in our daily diets because it is rich in protein and contains valuable vitamins and minerals, but if your budget dictates hamburger instead of steak, don't worry... good ground beef is just as nutritious as fine sirloin. Hamburger can be about as tasty and appetizing, too, if we take the trouble to fancy it up a bit. As a suggestion, next time you buy ground beef or ground veal, ask your butcher for several wooden skewers, and use them to make mock chicken legs. Here's a treat your whole family will enjoy... juicy, tender meat in a crisp, crunchy coating of golden brown corn chips... and served on a stick to resemble a real chicken leg!

MOCK CHICKEN LEGS

- Serves 6
- 1/2 lb. beef (ground)
- 1/2 lb. veal (ground)
- 2 tsp. chopped onion
- 1/4 tsp. sage
- 1/4 tsp. salt
- 1/4 tsp. black pepper
- 1/2 cup finely crushed "Fritos" corn chips (measured after crushing)
- 4 tsp. fat or oil
- 6 wood skewers

Directions: Mix beef and veal with onion, sage, salt and pepper. Mold into drumstick shapes around the skewers. Roll in corn chip crumbs and fry in melted fat.

Charcoal Grilled "Fritos" Ranchburgers

- 6 Servings
- 2 lbs. ground beef
- 2 tsp. salt
- 1 tsp. black pepper
- 1 tsp. shortening
- 2 garlic cloves
- 1 cup grated American cheese
- 1/2 cup "Fritos" corn chip crumbs (measured after crushing)
- 1/2 cup chopped onions
- 1/2 cup cooking or salad oil
- 1/2 cup catsup
- 1 tsp. Worcestershire
- 1 tsp. liquid smoke
- 1 tsp. salt
- 1/4 cup brown sugar
- 1/4 cup vinegar
- 1 tsp. chili powder

Directions: 1. Add salt and pepper to the beef. Mix and form into 12 patties. 2. Combine grated cheese, onions and corn chips, placing a spoonful on each 6 patties. 3. Cover filled patties with remaining 6 patties and press edges together firmly. 4. Melt shortening in pan and saute garlic in fat. 5. Place patties in pan and sear on each side. Cover with barbecue sauce and broil. Baste occasionally with sauce. Serve on toasted buns.

Packard Milling Co. Has New Dealership

Packard Milling Co. of Hereford has been appointed a Batex dealer. It was announced this week by Organic Products Company of Lubbock, distributors of the organic and mineral fertilizer in

the South Plains area.

Batex, a concentrated, fast-acting fertilizer, contains the major and minor elements, plus a compost base, and soil building bacteria - all in one package. It can be safely used right in the planting hole since it will not burn seeds or tender roots.

ing inquiries on the new product and they and Organic Products Company are ready to assist all farmers in any fertilizer problems he might have.

Mrs. O. L. Click has gone to Lubbock where she is visiting her mother, Mrs. McMahon.

The high cost of relief is one factor in high taxes. The Chamber of Commerce of the United States notes that a recent survey by Illinois of its relief rolls showed 32 percent of all cases involved fraud.

Americans send some 680,000 telegrams every day.

LITTLE FARMER



SONNY SOUTH



GOING WEST



JACKS



RURAL DELIVERY



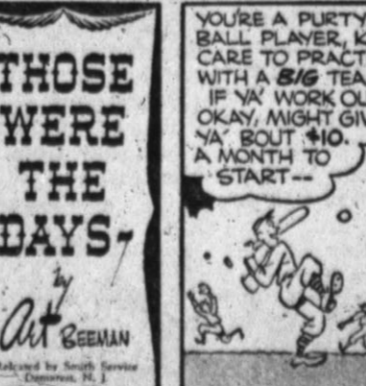
DEEMS



OFF MAIN STREET



THOSE WERE THE DAYS



HEAR THE HERALD OF TRUTH

(Nation-Wide Broadcast)

Broadcast

Each Sunday

1:00 - 1:30 P.M.

THE AMERICAN BROADCASTING CO.

(KFDA - Frequency 1440)

Church of Christ We Welcome You CHURCH OF CHRIST (Sunday) Radio KPAN 9:15 A. M. Bible Study 10:00 A. M. Worship 11:00 A. M. Evening: Young People 6:45 Evening Worship 7:30 Daily Radio Program KPAN-860 on Your Dial 9:30 A. M.

The Bible is right and it does make a difference what we BELIEVE AND PRACTICE. We invite you to all services of the church.

Rotary District Governor To Be Guest Of Local Club On Oct. 10

The Rotary Club of Hereford on October 10 will be host to Alton B. Chapman, Governor of the 183 District of Rotary International, who is making his annual official visit to each of the 37 Rotary Clubs in West Texas. He will con-

fer with President Dayton C. McWhorter and Secretary W. L. Davis, Jr. and other local officers on Rotary administration and service activities.

Judge Chapman is District Judge of the 110th District of Texas and resides in Floydada, Texas, where he is a member of the Rotary Club of that city. He is one of the 207 District Governors who are supervising the activities of some 7,600 Rotary clubs.

Wherever Rotary Clubs are located, their activities are similar to those of the Rotary Club of Hereford because they are based on the same general objectives -- developing better understanding and fellowship among business and professional men.



Alton B. Chapman

Stop Taking Harsh Drugs for Constipation

End Chronic Dosing! Regain Normal Regularity This All-Vegetable Way!

Taking harsh drugs for constipation can punish you brutally! Their cramps and griping disrupt normal bowel action, make you feel in need of repeated dosing. When you occasionally feel constipated, get gentle but sure relief. Take Dr. Caldwell's Senna Laxative contained in Syrup Pepsin. It's all-vegetable. No salts, no harsh drugs. Dr. Caldwell's contains an extract of Senna, oldest and one of the finest natural laxatives known to medicine. Dr. Caldwell's Senna Laxative tastes good, acts mildly, brings thorough relief comfortably. Helps you get regular, ends chronic dosing. Even relieves stomach sourness that constipation often brings.

Try the new 25¢ size! Money back if not satisfied. Mail bottles to Box 280, N.Y. 18, N.Y. DR. CALDWELL'S SENNA LAXATIVE Contained in pleasant-tasting Syrup Pepsin



Competition is the life of the

OIL BUSINESS

The demand for oil increases every year.

Americans need more oil for more automobiles, for more airplanes, more ships, more high speed locomotives and more of many things besides.

And just as one merchant competes with another for your business, oil companies compete for it, too -- for the gallons of gasoline and quarts of



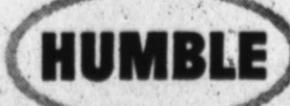
motor oil you buy; to supply the ships, the locomotives, the industries, the airplanes.

The competition is intense, and it spreads throughout the industry. Oil companies compete with each other to find and produce more oil. Pipe line

companies vie with each other to develop low cost transportation. Refineries compete to supply more and better oil products. Salesmen compete on the basis of quality products and the service rendered.

It's a good thing, this competition, a healthy thing. It is the life of the oil business; it keeps the industry vigorous, progressive, enterprising.

But its chief benefit is to you and other Americans. Competition within the oil industry discovers and develops a natural resource necessary not only to modern living but to national defense. It supplies you and the country with continuously improved petroleum products; today, two gallons of gasoline do work that required three in 1925, but the gasoline costs no more than it did then.



HUMBLE OIL & REFINING CO. - HUMBLE PIPE LINE CO.

But NOW-WOW!



Hereford Brand, Hereford, Texas, Thursday, October 2, 1952



ROSES FOR A QUEEN—In one of Tyler's hundreds of fields of floral beauty, pretty girls pick roses for Miss Carol Ellison (standing), 1952 Rose Festival Queen, who will reign at the floral festival Oct. 3, 4 and 5. Left to right are: Miss Frances Blakely, Miss Beverly Birgel, Miss Shirley Scoggins, and Miss Elizabeth Connally. (AP Photo)

'Fallbrook Story' To Be Seen At Annual Water Conservation Meet

"The Fallbrook Story" will be both seen and heard as a feature of the Eighth Annual Convention of the Texas Water Conservation Association which will be held at Mineral Wells, October 12, 13, and 14. It was announced today by Judge Guy C. Jackson, Jr., of Anahuac, president.

Jackson stated that "The Fallbrook Story" is a 30-minute, documentary film, which dramatically and factually tells the story of how far the United States Government has already gone in trying to seize the water rights of 14,000 Californians in the Santa Margarita River basin.

organizations to get a copy of it. "I wish every Texan could see the film. Any doubt in anybody's mind of the threat to our water resources would be forever eliminated," Jackson said.

"The Water Conservation Association president said it was planned to show the picture in key Texas cities following the convention.

Letter To The Editor

Hereford, Texas
Sept. 28, 1952

Dear Jimmie:

I have read with interest your "editorial" in The Sunday Brand titled, "Cadillac prices versus Model T service" on your telephones for the City of Hereford.

I am just an old country farm boy but never the less I am interested in the enterprises of our city and county as a whole. I have applied for a telephone in my country home from the Hereford R.T.A. and I think that this Cadillac price can well apply to the Hereford R.T.A. as well as the Bell Telephone Co., for the city. As I understand it, our rural telephone, (party line) is going to cost us between \$5 and \$6 which is entirely too much since we subscribers have to appropriate a great portion of the money to the R.T.A. to help furnish the telephone service to ourselves without any return whatsoever to us for the money we furnish. I think it is high time that all citizens of this community, city and county band together and demand that a reasonable and just rate be charged us for services rendered by these and other public enterprises. At these times when cattle feed prices are the highest in history and the cattle market going lower every day, I would like to see the cattle companies take their cattle to market and ask for a 50% increase in price - and get it - I don't think so, or for any other commodity.

Now - Regarding the Telephone Co., I would like to give them this little bit of flattery, entitled:

"THE TELEPHONE BOOTH"

The telephone booth is about the handiest unhandy thing I know of.

Once you get into it you have to be a contortionist to close the door. Never saw one that didn't stink to high heaven. They are hotter than a two dollar pistol. Just little dark dungeons.

Nine time out of ten the light never works. According to the telephone co., you should call your party by number, but the directory is chained to an inaccessible spot, and with a cigar in one hand a nickel in the other you have only one left to open and hold the huge book dangling near the floor or hanging near the ceiling. The arm shelf isn't big enough to hold more than a dime and two nickels, so there's no place to put your note pad, if you tried you would have no room to write down anything.

By figuring 12 inches off the side of the booth, 18 inches off the length of the book chain, 4 inches off the shelf, and by using 10-watt bulbs (if any at all) instead of 60 watt, they have managed to pile up one of the nation's greatest fortunes. The company that gets the money you drop in the slot now ranks as one of the richest outfits in the world.

Let's demand justice from these public concerns. Do they want all the fish in the ocean without paying for the right to fish?

Signed,
Leo. V. Gallagher

In England, one person in 1,013 gets a university education.

Increase Fall Egg Production With Lights, Texas A & M Extension Poultry Expert Tells

Egg prices have steadily climbed since the summer slump in egg production started weeks ago. It is a situation that happens just about every year, says W. J. Moore, poultry husbandman for the Texas Agricultural Extension Service, but good flock management can help overcome some of the trouble.

A practice that will pay dividends during the fall and winter is the use of lights in the laying house. For maximum production, a hen needs 12 to 14 hours of light each day, says Moore.

He recommends that lights be used from about the middle of September until spring. The light, he adds, must fall on the birds' feeders and waterers for best results. It makes no difference whether morning or evening lights are used; however, the more common practice is to use morning lights because of convenience.

In using morning lights, the recommended procedure is to turn the lights on about 30 minutes before daylight in the fall of the year as the days began to get short, and to turn them on a little earlier each morning as the days get shorter.

When evening lights are used, the lights are turned on in the late afternoon before dark and allowed to burn until the birds receive their 12 to 14 hours of light per day. Moore cautions

Before You Buy Check Our Prices On

El Rancho

22% RANGE CUBES

For Immediate or Future Delivery

See Us For All Your FEED NEEDS

HEREFORD POULTRY & EGG CO.

129 Sampson Phone 1208

ONE FULL WEEK
OCTOBER 6th TO 11th

Anthony's

THE C.R. ANTHONY CO.

Enter Your Baby NOW!

FIRST ANNUAL BABY CONTEST

Commencing Monday, Oct. 6th Thru 11th. Register your baby at Anthony's Store at Time of Sitting.

Two Groups, No. 1 and No. 2

<p>First Group</p> <p>Children 6 Weeks to 3 Years</p> <p>1st Prize: \$25.00 Gov't. Saving Bond and 11x14 Oil Painting, Framed.</p> <p>2nd Prize: Any \$10.00 Article in Store and One 11x14 Oil Painting, Framed.</p> <p>3rd Prize: One 11x14 Oil Painting, Framed.</p>	<p>10 PRIZES</p> <div style="border: 2px dashed black; padding: 5px; text-align: center;"> <p>CONTEST BABY PHOTO SPECIAL</p> <p>8 x 10 Western Arts For Only \$1.00</p> <p>Selection of 4 or More Poses</p> <p>ANTHONY'S JUVENILE DEPARTMENT</p> </div> <p>Judging Will Be Based On Personality and Character By a Panel of Impartial Judges, To Be Announced Later.</p>	<p>Second Group</p> <p>Children 37 Months to 6 Years</p> <p>1st Prize: \$25.00 Gov't. Saving Bond and 11x14 Oil Painting, Framed.</p> <p>2nd Prize: Any \$10.00 Article in Store and One 11x14 Oil Painting, Framed.</p> <p>3rd Prize: One 11x14 Oil Painting, Framed.</p>
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Our Photographer will make 4 poses for your selection. Will finish your selection of one in vignette 8 x 10. Cost to you \$1.00.

All Photos in This Contest Must Be Made in Studio at C. R. ANTHONY'S STORE . . .

Hours 9:00 to 5:30. 225 N. Main St., Hereford.

The Real McCoy's
By John and George

ALL ZEB'S CLOTHES WUZ STOLE BUT HE WUZ FULLY COVERED BY...

JOHN McLEAN
Insurance Agency
"23 Years of Insurance Know How"

127 West 3rd Phone 273

Twentieth Century's

BACK TO SCHOOL SPECIAL

Regular \$10.00

PERMANENT WAVE

Now Only \$7.50

Thursday, Aug. 28th Thru Fri., Sept. 13th

Twentieth Century Beauty Salon
116 W. Second Street
Hereford, Texas

3 Hair Shaping and Styling Specialist
Runey — La Juna — Deanne

First Door West of CAVE'S 116 W. Second Street

Baby Needs

Anthony's

THE C.R. ANTHONY CO.

DIAPERS

27x27-in. Cotton Birdseye

1 Doz. Pack \$1.98

Large square cotton birdseye cloth diapers. Sanitarily packed, aged. Guaranteed first quality.

DIAPERS

ANCO GAUZE

1-Doz. Pack \$2.69

Anthony's own brand cotton gauze diapers. Sterilized and sanitarilly packed in boxes of 1 dozen.

Plastic PLAY PEN PAD

40 x 40 in.

Nursery Print \$2.98

Pink, blue, or yellow plastic with nursery print designs. Soft cotton padding. . . strong tie corners. 40x40 inch squares.

BASKET PADS

15x30 inch

Water Proof \$1.79

Wet-proof plastic covering in pink, blue, yellow. For baskets. . . 15x30 inch. Taped edges. Soft cotton padding.

Removable Plastic Tray High Chair

\$10.90

Full panel back. Shaped "sit-right" seat. Safety strap. Adjustable foot rest. Removable tray of plastic is adjustable, easily cleaned. Natural birch finish.

Wet Proof Plastic Cover CRIB MATTRESS

\$9.90

Firm fiber buffer . . . soft cotton padding. Wet-proof plastic covering. . . solid color back and sides . . . juvenile pattern top side. Tempered coil spring unit.

DOUBLE DROP SIDE CRIB

\$29.75

A good looking safe dependable crib . . . sleeping comfort from infancy to five or six years. Non-toxic natural finish. Four position adjustable spring.

PLAY PEN

Natural Finish \$12.75

Natural finish hardwood. Red enameled floor . . . supported by center caster. Round top rail . . . colorful play leads on two sides. Plastic casters.

BASKET LINER

Adjustable Corners \$2.98

Plastic covered cotton padded quilted basket liner. Cutout plastic face trimmed. Colors blue, pink, maize.

BABY CAR SEAT

with Beads \$2.98

Dark blue trimmed in white . . . padded back, seat and arms. Hangers are rubber covered. Safety strap. Play beads.

UTILITY DIAPER BAG

Shoulder Strap Style \$2.98

Shoulder strap all plastic utility diaper bag. Large pouch . . . zip closing. Zip side pocket.

Control

YOUR WATER SUPPLY WITH FAIRBANKS-MORSE DEEP WELL TURBINE PUMPS

THE Pomona LINE



CLOWE & COWAN, INC.
327 W. 1st Hereford Phone 824

You get these big advantages:

1. Easily adjusted capacities—you just turn the nut in the top of the motor head.
2. Modern impeller designs—whether you prefer a semi-open or closed type of impeller.
3. Protection from corrosion—all steel parts subject to corrosion are protected by "Fairmoring," a rust-repelling process developed by Fairbanks-Morse.

Come in and talk to us about your irrigation and pumping problems—we've had many years' experience in this territory and will be glad to help you.

Long Time Ago

45 Years Ago
Oct. 4, 1907

Wives Wanted, in the settlement of the Big Pasture in the territory. A great many young men bid for claims and secured them. Under the law, all were required to go on the claims and improve them, that is make their homes on them. After a few months they have discovered that there is a dearth of the fairer sex. Taking a sensible attitude of the matter they organized a commercial club one object of which is to secure pretty and marriageable young women for wives. It is a business proposition as well as a love affair and a representative was in Hereford to get a list of names of eligible girls recently.

The American Bankers Association in session recently at Atlantic City, N. J. has recommended to the Treasury Department that the bank notes be printed on tinted paper, which if done will make the tellers cage look like the ribbon counter in a department store. Each denomination would be on a certain color. Two's on brown; Fives on green; Tens, blue; Twenties, yellow; Fiftys, pink; Hundreds or over on white. Action on the recommendation is up to the government.

25 Years Ago
Oct. 6, 1927

Fate of the new city hall and fire station rests on the action of the voters next Monday October 10 which has been set as the date for the election to be held for the purpose of voting bonds in the sum of \$25,000 for the erection of the proposed new, combined city hall and fire station.

If authorized, the building will be located on the southwest corner of Third and Miles Avenues. Plans have already been received from the office of the architect and providing the bonds are voted, provide for a two story structure to contain offices for the city administration as well as housing for the equipment of the fire department.

Dr. W. F. Gabbert returned Friday morning after a trip to see the Dempsey-Tuney fight in Chicago.

Court orders new survey of



Pink and Blue Shower Honors Mrs. Adams

By Bertha Frye

DAWN—A pink and blue shower honoring Mrs. W. V. Adams was given Thursday in the home of Mrs. Zed Stewart, co-hostess with Mrs. Stewart were Mrs. Walt Beavers, Mrs. Charles Corder and Mrs. Carl Wimberley. Those attending the shower were:

Mesdames W. D. Jernigen, Walter Galley, Edgar Lemons, Walter Lemons, L. L. Airmart, W. J. Stewart, Ray T. Stewart, Darrell Janssen, J. M. Carathers, H. S. Fuller, Lloyd Bentley, Wayne Griffin, H. S. Holcomb, F. E. Cole, Bruce Brown, George S. Parker, Tom Parker, Henry Miller, Wesley Cox, Cecil Payne, Luther White, C. P. Norton, Miss Lula

Botsford, the honoree and hostesses.

Sending gifts were: Mesdames Henry Turner, Hugh Grimes, C. Frye, C. C. Stewart, Paul M. Clung, H. H. Miller, T. L. Sparman, Tony Burrus, Reece Stewart, H. V. McCabe, Billie Gil Melvin Gill, W. W. Wimberley, Norman Miller, David Rogers, J. Hopf, F. M. Leard and Gay Neal.

Nearly two thirds of this nation's 61 million civilian work force were insured against loss of income caused by accidents or sickness by the end of 1951. Still the Chamber of Commerce of the United States points out, our government representatives at the 1952 International Labor Organization Conference in Geneva, voted for socialized medicine.

THIS WEEK'S SPECIAL!

38 lb. Northern White OATS

**Sack \$3.95 per hundred
Bulk \$3.75 per hundred**

**BRADLEY GRAIN CO.
and HEREFORD FEED CO.**

It Will Pay You To Drive To Bradley Grain Co.

Ride 'em MITCH!

WALD-KRASNA Productions present

SUSAN HAYWARD
ROBERT MITCHUM
ARTHUR KENNEDY
ARTHUR HUNNICUTT

"THE LUSTY MEN"

STAR

REGION-WIDE

WORLD PREMIERE

"THE LUSTY MEN"

HONORS THOSE RUGGED COWPOKS FROM TEXAS AND NEW MEXICO WHO RIDE THE GLORY ROAD OF BIG TIME RODEOS

THE GREAT SOUTHWEST SEES IT
FIRST TIMES IN THE WORLD!

STAR

FRIDAY - SATURDAY

THREE MEN AND TWO WOMEN — Born of the West's Fury and Violence!

ANNE BAXTER
DALE ROBERTSON

"OUTCASTS OF POKER FLAT"

BATES - HOPKINS - MITCHELL

TOWER

DRIVE-IN THEATRE

THURSDAY - FRIDAY

Bing Crosby Coleen Gray

RIDING HIGH

SATURDAY ONLY

Abhatt Costello

KEEP 'EM FLYING

SUNDAY - MONDAY

SUNDAY - MONDAY - TUESDAY

HE'S MAKING "MONKEYS" OUT OF PROFS!

He's a RIOT in the Classrooms and on the Gridiron...with All His New Monkeyshines!

BONZO GOES TO COLLEGE

starring
Maureen O'SULLIVAN
Edmund GWENN
Charles DRAKE
Gigi PERREAU
Gene LOCKHART
and BONZO

Meet the **BABES** who put the **BAD** in the **BADMEN!**

They took the West with GAMS! GUTS! GUNS!

Outlaw Women

J. Francis White and Joy N. Houck present

starring
MARIE WINDSOR • ROBER
CARLA BALENDA • JACKIE COOGAN
ALLAN introducing JACQUELINE NIXON • FONTAINE

A RON ORMOND Production

COLOR BY TECHNICOLOR

WE CONGRATULATE YOU ON THE OCCASION OF YOUR WEDDING ANNIVERSARY

Anniversaries from Thursday, Oct. 2 - Saturday, Oct. 4	
Mr. & Mrs. C. B. Service	Mr. & Mrs. John Henderson
Mr. & Mrs. John McLean	Mr. & Mrs. Edgar B. Berryman
Mr. & Mrs. Ed. A. Caster	Mr. & Mrs. James E. Circle
Mr. & Mrs. Frank Tackett	Mr. & Mrs. B. E. Roberson
Mr. & Mrs. Arol E. Acton	Mr. & Mrs. H. H. Boardman

FROSH INITIATION—Freshmen at May Hardin-Baylor College in Belton, Tex., were required to be immaculately dressed at all times during their initiation and yet they have work to do. Miss Jane Jones of Belton (sitting), a Sophomore, enjoys watching the two well-dressed freshmen, Miss Joan Lee of Taylor, Tex., (standing) and Mary Lou Tschudy of Richardson, Tex., mop and wax a sophomore's room. (AP Photo)

boundary line with the purpose of locating the 100th Meridian and thereby to establishing the actual boundary between the Texas Panhandle and Oklahoma. A crew of surveyors has been in the vicinity of Higgins, Texas for the past week on the project.

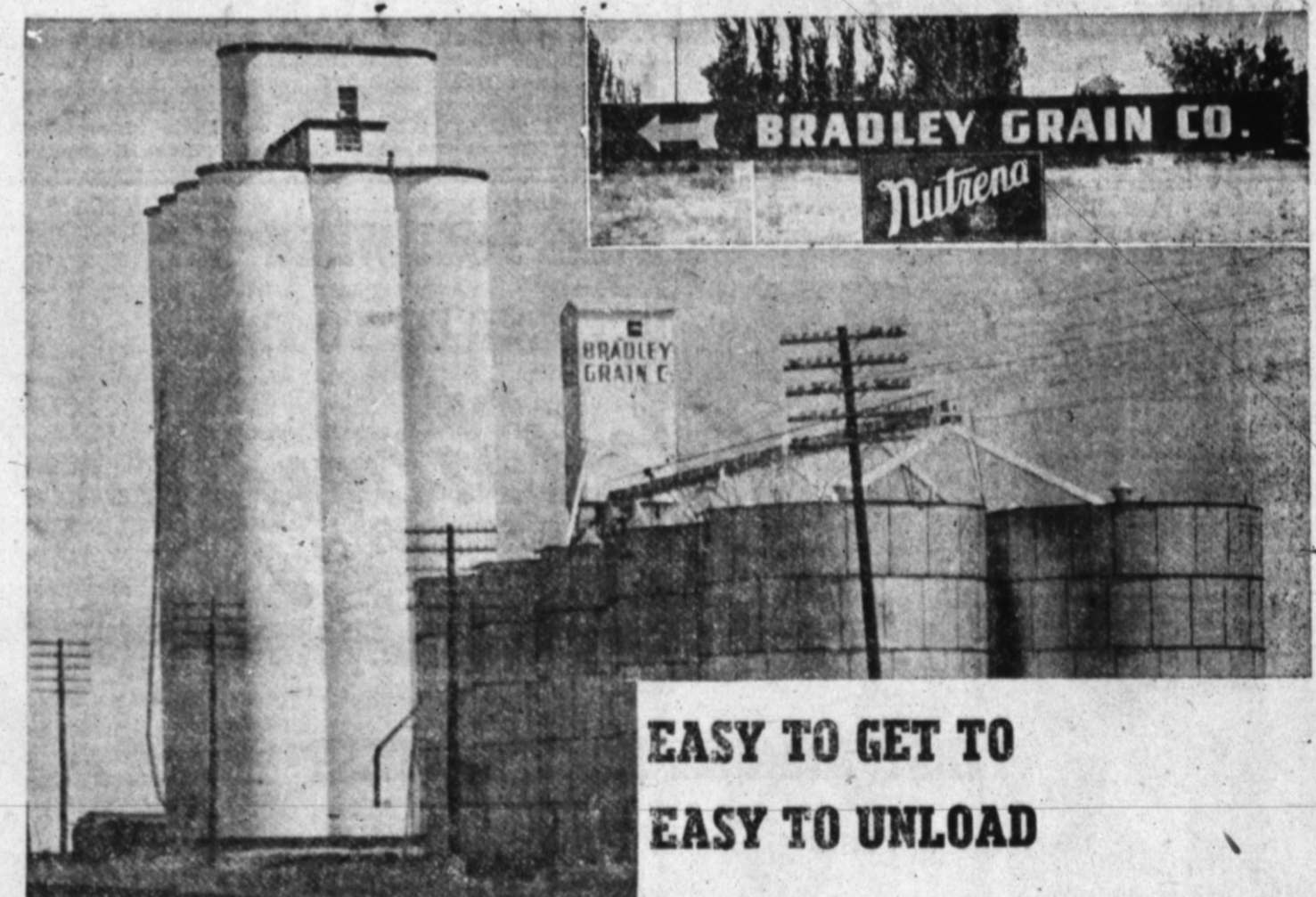
October 9 to 15 has been designated as National Fire Prevention week according to an announcement just made by D. M. Campbell, State Fire Commissioner.

Mr. and Mrs. C. S. Herring of Robstown have been guests in the home of his brother, O. H. Herring.

The federal payroll has jumped again. Figures for fiscal 1952 show that federal civilian salaries totalled \$9.5 billion, a 24 per cent increase over the preceding year. Part of this increase is due to federal pay raises, part to the fact there were more than 100,000 new federal employees in fiscal 1952. The Chamber of Commerce of the United States calls attention to the fact that the \$9.5 billion payroll cost an average of almost \$200 per family for the entire nation.

Rev. R. H. Cagle is in Kansas this week conducting revival services near Topeka.

It's MILO HARVEST Time Again!



**EASY TO GET TO
EASY TO UNLOAD**

We think we can handle your Milo as efficiently as anyone and get you as much money for it.

WE KNOW

We Will Appreciate Your Business More Than Anyone!

We Have Plenty of Room To Handle Your Grain - Bring It To Us.

BRADLEY GRAIN CO.