

SIGHTS, FACES SEEN

Around Town

Littlefield will be in Hereford Sunday, Oct. 7 for a team match, according to Pro Jim Terry. Tee-off time will be from 11 a. m. to 1 p. m. All interested in playing in the match are urged to contact Terry at the golf club.

Camp Fire Girls and Adult Workers of the Boy Scouts were guests of the Hereford Lions club Wednesday at noon. Mayor W. E. Dameron was guest speaker for the luncheon.

Howard Wells, a member of the safety patrol in Amarillo, was guest speaker at the noon meeting of the Hereford Jaycees. He discussed the new law on traffic regulations which will go into effect on January 1. The group decided to have a Halloween dance on October 31.

S. E. Burselson, former owner of City Shoe shop, has leased the Hereford Locker from Bill Warren. The locker is located at 130 N. Main. Burselson was an employee at the locker for the past four months.

The Hereford Whiteface 1952 annual is now being sold and can be purchased for \$3.50 until October 10, when the price will be \$4. An annual may be purchased for cash or for \$2 down. Orders will be taken by any of the following members of the annual staff: Katherine Snare, Sue Smarth, Shirley Sharp, Ana Jo Southall, Randolph Thomas, Sharon Moore, Virginia Sigle, Jean Jones, Rosemary Young, Norma Cummings, Ray Graham, David Stanton, or Lu Durham.

Note to all players in The Brands Football Contest. Through an error in proof-reading the date in the contest blank should have read — "for week-ending Oct. 6 instead of Sept. 29." All contestants can, if they desire, write the date Oct. 6 above the date now shown.

The county mobilization committee (Continued from page 6)

Father of Local Woman Died in Plainview Sun

Funeral services for J. R. Phipps, father of Mrs. C. C. Combs of Hereford, were held Tuesday afternoon at the Roy G. Wood Chapel in Plainview with Rev. A. C. Hamilton officiating.

Phipps was born March 9, 1902 at Booneville, Mo., and died September 30 in the Plainview hospital following a short illness.

Survivors include: Mrs. J. R. Phipps; two daughters, Mrs. C. C. Combs of Hereford, Mrs. J. A. Hamner of Elk City, Okla.; two sons, William Laverne and Lloyd Ray both of Plainview; two brothers, Bill Phipps, Nero Phipps, Booneville, Mo., a sister Mrs. Morris Hickman, New Franklin, Mo. and four grandchildren.

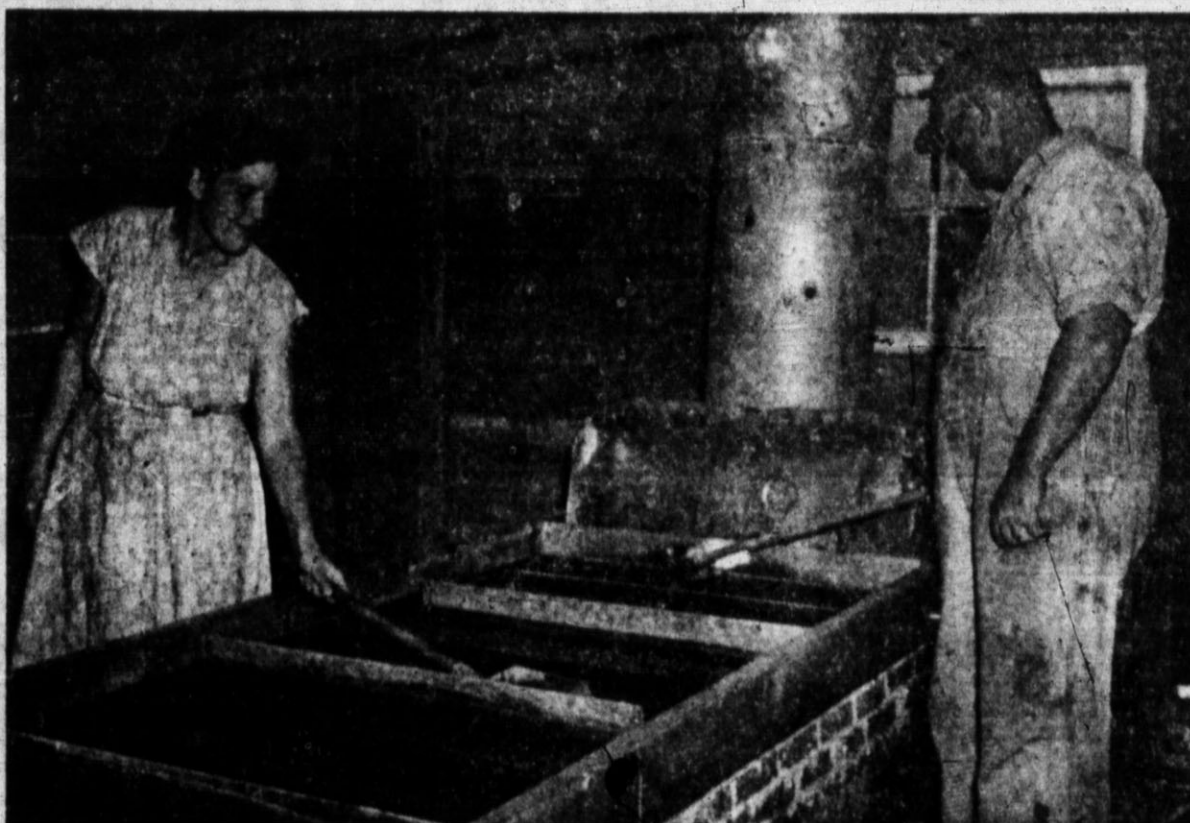
Ailing Backs Hit Herd Grid Hopes

Hereford's prospects for Friday night's football game received a heavy jolt Wednesday when Coach Dalton Criswell announced that he may have to field a team against the Demons minus Fullback Bill Kelly and Quarterback Ray Graham.

Workouts the rest of the week will tell the story, but Graham is bothered considerably with a shoulder injury and Kelly developed a kidney ailment after Tuesday's workout.

A shattering blow will be dealt Herd hopes for the Dumas tilt if both are lost. Since the possibility of losing Graham has been before Criswell for some time, he has been running Kelly at quarter to fill in for the ailing lefty.

Criswell has two days before the game to fill in if both are



MR. AND MRS. CLEO WADE are shown above at the evaporating tray in their syrup mill at their farm 12 miles southwest of Hereford. The syrup enters the pan at lower right and leaves the pan at upper right by Mr. Wade. Mrs. Wade shows how ladies skim the boilings of the syrup during the process. —Brand Staff Photo.

AN INDUSTRY IS BORN

Tiny Syrup Mill Proves Deaf Smith Versatility

It took a lot of faith and determination to launch the syrup industry in Deaf Smith county, but Cleo Wade has proven he possesses a pioneer's share of both qualities.

For, under the noses of outspoken skeptics, Wade has grown his own cane, built his own mill, and produced a top-quality syrup that cannot be produced in great enough quantities to meet the demand.

Old-timers who remember REALLY GOOD sorghum say Wade's product "can't be beat."

Wade has planted 14 acres of sugar cane and ribbon cane on his quarter section 13 miles southwest of Hereford on June 19. He then went to Oklahoma to secure a mill and old syrup evaporating pans. His syrup-maker, 50-year-old Hiram Cole, is an "old-timer" from the Ozarks who has been making syrup ever since he was 16 years old.

"I always liked syrup and couldn't buy any good enough to suit me, so I decided to make my own," Wade said matter-of-factly. "And I'm tickled to death with the results," he added.

If Wade would have needed moral support from farmers of his acquaintance, his project might never have seen completion. It was against their advice that he went ahead with the project.

Friends told him the soil wasn't right in this county to grow syrup cane, but Wade thought differently.

"This is the best land in the world," he said, "and if we can grow all these other crops, I felt we surely could grow syrup cane."

And grow it he did! For planting, Wade ordered two varieties of seed from Georgia and one from Louisiana. Total seed cost was 35¢ per pound. "That might sound high," he confided, "but I only used three pounds per acre. My cost also included \$5.90 for freight on

the seed."

The biggest thorn in the side of Wade's new undertaking has turned out to be labor. With adequate labor, he could begin to satisfy the huge market that has developed for his syrup.

After only three weeks of dis-

tilling, the qualities of Wade's product has become well-known.

A California man was in the market for 35,000 pounds of the syrup, but due to the labor problem, Wade could not handle the

(Continued on page 6)



CLEO WADE IS shown at the cane press on his farm where he makes 60 gallons of syrup a day. Wade bought the equipment and built the mill because he "likes good syrup." —Brand Staff Photo.

Flack Funeral Services Held Here Monday

Funeral services for Mrs. W. C. Flack were held Monday afternoon at 3 o'clock at the Avenue Baptist church with Rev. H. V. Fields officiating.

Burial was in West Park cemetery under the direction of Gilliland Funeral home.

Mrs. Flack was born May 2, 1893 in Vernon and died September 30 in the Deaf Smith county hospital. She married W. C. Flack September 15, 1909 in Vernon. Mrs. Flack came to Hereford in 1943 from Electra.

Survivors include: three sons, J. M. Flack of Bellview, Wash., H. H. Flack of San Francisco, and J. C. Flack of Lawton, Okla.; two daughters, Mrs. Annie Livey and Mrs. Zulama Encinas of Hereford; three sisters and 12 grandchildren.

Mrs. O. Wilder Dies Monday, Rites Wednesday

Funeral services for Mrs. O. Wilder were conducted Wednesday afternoon at 2 o'clock at the First Methodist church in Hereford by Rev. Don Davidson. He was assisted by Mrs. Wilder's brother-in-law, Rev. L. N. Lipscomb of Lubbock.

Interment was in West Park cemetery under the direction of Gilliland Funeral home.

Mrs. Wilder was born November 6, 1879 in Owensville, Texas and died October 1 in a Lubbock hospital following a long illness. She married O. Wilder at Owensville November 15, 1899 and they moved to the Westway community where they were engaged in farming in June 1922. For the past several years they have lived in town.

Survivors include: her husband O. Wilder; one sister, Mrs. L. N. Lipscomb of Lubbock; and one brother, J. A. Lloyd of Brownfield, Texas.

Davidson Guest At Del Rio; Set Local Revival

Rev. Don Davidson, local Methodist pastor, left on Thursday for Del Rio, Texas, where he will assist Rev. T. K. Anderson and the First Methodist church of Del Rio in a revival.

This service is part of the Texas-wide revival being sponsored simultaneously by all Methodist churches in South Texas.

Rev. Davidson announced that the First Methodist church in Hereford will receive the help of Rev. H. Ellis Thomas of Uvalde, Texas, in return for the services Rev. Davidson renders in Del Rio.

The Hereford revival will be held in the First Methodist church from October 28 through November 4. Over 700 Methodist churches in Texas will loan their pastors out next Sunday while laymen will fill those pulpits in a witnessing service.



THERE'S A LOT of meat in the above picture, and it will all be on hand for the giant barbecue at Walcott school Friday noon to celebrate the opening of the school and the Bootleg farm-to-market road. The seven beefs are hanging in the cooler at the Hereford Locker. Looking over the meat are, from left, Rex Denson, butcher, S. E. Burselson, owner of the locker, and Ezra Norton, who furnished the beef. —Brand Staff Photo.

Complete Plans for Road, School Event

Big things will be happening at Walcott school Friday, starting at noon.

A crowd of 2500 persons is expected to be on hand then for the grand opening of the Walcott school and the newly-completed Bootleg farm-to-market road (FM-1412).

Bill Gilstrap, division manager of the Southwestern Public Service company of Amarillo, will be the speaker. Gilstrap, who is well known here, is better known as the "Scotchman from Buzard Roost, Ga."

The featured event of the celebration will be the free barbecue, with 2000 pounds of beef ready for the large crowd invited to attend the event.

Special invitations are being issued to persons living in this tri-state area, according to a spokesman for the sponsoring groups.

Another event planned for the day is a bingo game sponsored by the Hereford merchants where about \$2000 in prizes will be

given away.



GILSTRAP

The Hereford Riders will be on hand to provide entertainment with two sets of mounted square dancers.

Although final touches are still being made to the program, an entertainment is promised for all who attend.

Plans are being made for a large number of people, and the residents of Walcott and Sims communities and residents along the 37.5-mile road urgently request all their friends and neighbors to come and be their guests Friday, starting at noon.

The celebration will be held at the Walcott school, seven miles north of Bootleg.

Wayne Edwards, chairman of the Hereford Chamber of Commerce's retail merchants committee, asks that a representative of all businesses in Hereford be present.

Division Chairmen Named For Concert Campaign

At a board of directors' meeting of the Hereford Mutual Concert Association last Tuesday evening, plans were set for this year's membership campaign.

A feeling of determination marked this opening meeting as the group set their quota at 800 members and a series of at least five concerts.

The expression of Jim Kirby, president of the organization, was typical of the attitude of the whole group when he said,

"Perryton, Levelland, Brownfield Portales, all go over the top, so why can't we? Our organization has been mediocre for too long. Let's put on a drive that will make our Mutual Concert Association one of the best in the state."

Bob Thomson, representative for Mutual Concert, was present at the meeting and will be here to direct the campaign preparation this week and the actual campaign starting October 9 and ending at noon Saturday, Oct. 13.

The talent listing this year is excellent. Mr. Thomas stated that Hereford will have the most varied and complete group of entertainers to choose from since the organization's inception.

Members for the coming seas-

on will be given an opportunity to vote as to the exact type of talent they would like to hear and see. The results of this talent ballot will be adhered to strictly.

Ten division chairmen have been selected for the coming season. They represent the nucleus of what will be a group of 250 actively working on the membership campaign. This group includes: Don Moore, Robert Thompson, A. J. (Major) Schroeter, Robert Lawrence, Mrs. Ellis Coombes, Mrs. George McLean, Mrs. C. W. Parker, Mrs. J. C. McCracken, Mrs. Wayne Thomas, and Mrs. Ray Conaway.

A series of at least three concerts will be presented during the coming season by nationally (Continued on page 5)



"AIKIN'S GOT THE GOAT" was the cry that went up from this group of Jaycees Wednesday after John Aikin became the new owner of "No-Name", the goat used by the Jaycees in their current membership drive. Aikin got the goat from Ray Hardy, left, just as the picture was being taken. Hardy became owner at 11:30 Tuesday night. Jaycee Frexy T. J. Clay watches, right, as the transfer takes place. Goal of the Jaycee drive is 50 new members. The end of the drive will be observed with a huge Halloween costume ball—to which the public is invited—at Hotel Jim Hill. —Brand Staff Photo.

Jones vs. City Action Non-Suit

Attorneys for Mrs. Elsie Jones, who was suing the city of Hereford for \$5259 in damages for injuries allegedly suffered after a fall in a water meter hole, moved Wednesday afternoon for a non-suit.

District Judge Harry B. Schultz, acting on the motion, ruled non-suit in the case.

The suit is now the object of out-of-court negotiations, according to Ray Cowser, city attorney. The case began in district court Tuesday morning, was recessed

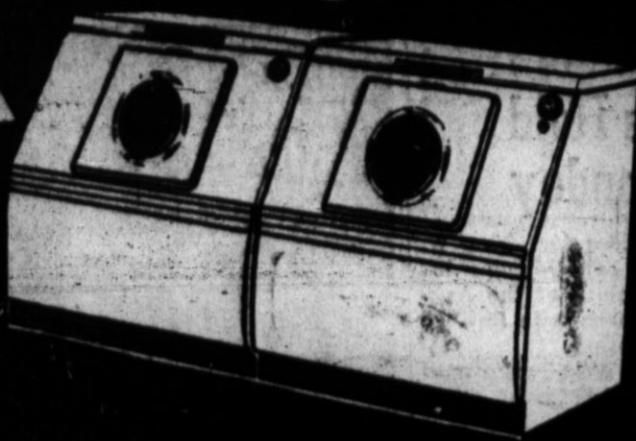
late Tuesday afternoon, and was ended with the non-suit motion at 2:30 p. m. Wednesday.

Dr. R. R. Wills, Mayor W. E. Dameron, E. Berryman, and Mrs. Jones testified during the trial.

Jurors for the action were P. L. Burrell, M. W. Stephen, Ray W. Brittain, George Paetzold, A. H. Reinart, Ira Ott, John Kelly, J. C. Williams, E. C. Hewitt Jr., A. R. Hughes, B. E. Kendall, and Joe Peters.

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YOU MAY WIN
IN THIS EXCITING
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\$90,000.00 in
WESTINGHOUSE
LAUNDROMAT and
DRYER Prizes!



**90 Westinghouse
TWINS (Dryer & Laundromat) and
150 LAUNDROMATS**

will be given away!



FURRS GIVE
FREE ENTRY BLANKS
with complete details



GUNN BROS. THRIFT STAMPS GIVEN WITH EACH 10c PURCHASE OR OVER

Furr's Colored Quarters

Oleomargarine lb 25c

Recleaned

Pinto Beans 5 LB BAG 49c

SALMON Express Tall Can	43c
GRAPEFRUIT JUICE, Vallex 46 oz. can	21c
PRUNE PLUMS Hunt's 300 Can	15c
BLACKBERRIES Dorman's No. 2 can	27c
FRUIT COCKTAIL Hunt's No 2 1/2 Can	37c
GRAPE JUICE Church's Pure Concord 24 oz Bottle	35c

Soap **WHITE KING** GIANT PACKAGE **67c**

Soap **WHITE KING** 3 REG PKGS. **93c**

White King Water Softener PKG **25c**

Country Style
PURE PORK SAUSAGE lb. 29c

Cello wrapped
FRANKS lb. 41c

Wilson Certified
PICNIC HAMS lb. 49c

Kraft Longhorn
CHEESE lb. 49c

Fresh Dressed
FRYERS lb. 59c

Federal Graded Choice
ROUND or LOIN STEAK lb. 98c

Wilson Corn King
BACON lb 47c

Del Monte Early Garden Blended ASPARAGUS No. 2 can	46c
Seaside LIMA BEANS 2 303 Cans	25c
Del Monte California SPINACH No 2 Can	17c
Zestee Pure Preserves PEACH or APRICOT 2 lb Jar	44c
Morton's SALT 2 26-oz. Boxes	21c
Kraft SALAD OIL Pint 33c Quart 64c	
Armour's MILK 3 Lge. Cans	39c
Kraft FRENCH DRESSING 8-oz. Bottle	21c
Alma Golden Cream Style CORN No. 1 Can	11c

Fresh tender
YELLOW SQUASH 2 lbs. 15c

Delicious or Jonathan
APPLES lb. 10c

Calif. Pascal
CELERY lb. 9c

Fresh crisp
Parsnips or Bulk Carrots 2 lbs. 15c

Fresh Delicious
TOKAY GRAPES lb. 10c

Washington Italian
PRUNES lug 99c

Crisp Large Heads
LETTUCE 2 heads 19c

Kraut
CABBAGE 50 LB. BAG LB. 2c 98c



Why Pay More?

GILLETTE 98c Val. Blue Blade	69c
ALKA SELTZER 60c Val.	49c
HAIR ARRANGER 60c Val Boyer 49c Plus Tax	
LISTERINE 79c Val.	63c

Bright & Early
COFFEE lb can 79c

Vanity
TOILET TISSUE roll 5c

Armour's Cloverbloom
BUTTER lb 79c

Mr. Farmer-- We need your eggs. See us before you sell them.

PANCAKE FLOUR Aunt Jemima Lge Pkg.	33c
CAKE FLOUR Softsilk Lge. Pkg.	39c
PICKLES Alabama Girl Sour or Dill Qt.	29c
APPLE SAUCE, Lucky Leaf 303 can	17c
STRAWBERRY PRESERVES Zestee Pure 1-lb jar	31c

Shortening BAKERITE 3 lb. Can	85c	Softex TISSUE 2 1000 Sheet Rolls	25c	Plain or Chocolate OVALTINE Lge. Size	79c	Bestyett SALAD DRESSING 8-oz. Jar	16c	Lge. Pkg. VEL	31c	Toilet Soap PALMOLIVE 3 Reg. Bars	25c	Toilet Soap PALMOLIVE 2 Bath Size	25c
Lge Pkg. FAB	31c	Lge. Pkg. SUPER SUDS	31c	Giant Pkg. VEL	77c	Soap CRYSTAL WHITE 3 Lge Bars	24c	Toilet Soap CASHMERE BOUQUET 2 Bars	21c	Laundry Bleach HILEX Qt. 15c 1/2 Gal.	29c	Flour PURASNOW 25 lb. Bag	\$2.06
Northern Banquet NAPKINS 80-Count Pkg.	15c	Admiration COFFEE Lb.	87c	American Beauty Macaroni & Spaghetti 16-oz. Pkg.	21c	American Beauty Long ITALIAN SPAGHETTI 16-oz. Pkg.	23c	COOK-KILL Pt. 69c Qt. \$1.19		Bestyett SALAD DRESSING 16-oz. Jar	31c	Bestyett SALAD DRESSING Qt.	55c
Purity OATS Small Pkg.	16c	Angelus MARSHMALLOWS 10 oz. pkg.	22c	Libby's TOMATO JUICE 46-oz. Can	29c	Diamond MATCHES 6 Ctn. Box	39c	Gebhardt's Spiced BEANS 2 300 Cans	25c	Posts GRAPENUT FLAKES 8-oz. Pkg.	15c	Sylmar Medium RIPE OLIVES Picnic Can	25c



Trio Paroled in Farm Theft Case

Three young men were found guilty in district court Tuesday in connection with a series of farm thefts occurring recently in Deaf Smith county.

All three — Robert Allen Anderson, 20; Bill Lee, 19; and Ray Cargo, 19 — were each sentenced to two years in the penitentiary and then paroled to Sheriff J. C. Reese for two years.

Anderson and Lee were found

guilty on a burglary charge, sentenced, paroled, and assessed the costs of the trial in addition to other conditions of their parole.

Among the conditions of the parole are: Robert Anderson pay \$203.70 at the rate of \$35 per month to Sheriff Reese, to be distributed as follows:

George Paetzold, for three tires, tubes, and wheels, \$109.50; Jack Bradley, 70 gallons of gas; owner unknown, for one battery, \$15; J. C. McCracken, 1 wheel.

Bill Lee will pay to Sheriff Reese the sum of \$6.40 to be distributed thusly:

Hank Williams, \$2.40 for gasoline; Jack Bradley, \$4 for gasoline.

Robert Anderson must also pay to Sheriff Reese \$55 to be paid to Jeff Roberson. Also among the conditions of the parole granted the two by District Judge Harry B. Schultz is that the two must support their de-

Hospital Notes

Patients in Hospital

Mrs. Earl Cole, med.; Jan Susan Reese, accid.; Mrs. Walter Fangman, OB; Mrs. Harold Loyd Head, OB; Mrs. Al Friemel, med.; Mrs. Gene Bradshaw, OB; R. G. Arrington, T&A; Bill Craig, accid.; Mrs. G. A. F. Parker, med.; Louis Wayne Sifford, accid.; Lonnie Drake, surg.; Bryan Knox burn; Jack Ward, med.; Mrs. Earl Cole, med.

Patients Dismissed

Mrs. Wilma Clark, T&A, 10-1; Shelby Whitfield, med., 10-1; Scotty Long, accid., 10-2; J. E. Autry, accid., 10-2; Mrs. Roy Vaughn, 9-29; Mrs. E. R. Frye, OB; 9-20; George W. Cloyd, med., 9-30; Mrs. C. J. Birend, OB, 9-30;

Bill Cole, med., 10-1; Mrs. E. W. Lichtsinn, med., 10-3.

Births

A daughter to Mr. and Mrs. Gene Bradshaw October 2. A son to Mr. and Mrs. Harold Lloyd Head September 2.

Water District Carried Here by 209-6 Majority

The unofficial total vote for the creation of the High Plains Water Conservation District No. 1 was 209 for and six against among Deaf Smith county voters.

A complete breakdown of the votes by polling places was not available and will not be available until the votes are canvassed in Littlefield Friday so the official totals can be released.

Deaf Smith was one of 12 counties in the 21-county area to approve the district. One county — Armstrong — has not held its election yet, but will do so this month.

Eight of the counties turned thumbs down on the district.

Next step in the creation of the district will be a meeting at Littlefield among the county directors and the five-man board of directors appointed by the State Board of Water Engineers to plan the organization and draw up the constitution and by-laws, according to Tom McFarland, chairman of the five-man board.

Guests last week of Mr. and Mrs. William McGehee were their children; Mr. and Mrs. R. O. Stark of O'Donnell and Ms. and Mrs. Russell O. Hupp of Long Beach, Calif.

CARD OF THANKS

We want to take this means of thanking our many friends and especially the doctors and nurses for their kindness and assistance during the illness and death of our wife and mother.

W. C. Flack and family.

CARD OF THANKS

We wish to thank our many friends for the lovely cards and flowers sent me while in the hospital. Especially do I wish to thank Dr. R. R. Wills and the

nurses for their service and kindness. May God bless each and every one of you.

Mr. and Mrs. George W. Cloyd and family.

WANT ADS GET RESULTS

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Office Above Brand

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Robert Anderson must also pay to Sheriff Reese \$55 to be paid to Jeff Roberson. Also among the conditions of the parole granted the two by District Judge Harry B. Schultz is that the two must support their de-

pendents and pay costs of the case.

Cargo was found guilty of theft of personal property over \$50. He also was given a two year sentence which was changed to a parole of two year's duration to Sheriff J. C. Reese.

Among the conditions of Cargos parole was the payment of a sum of \$126.40 at the rate of \$35 per month to be paid by Sheriff J. C. Reese to the injured parties. Cargos was also assessed \$19.45 court costs.

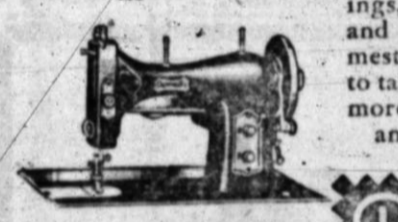
The trio was among four young men and one juvenile apprehended the week of September 20. They were indicted by a grand jury September 26.

FREE to the women of Hereford



TERRY CLOTH "Blotter Boots"

WORTH AT LEAST \$1.25



Yes, they're free... these soft, comfy scuffs to make those hours at home so relaxing. They tub so easily, tuck away in no space at all. And they're fun to own, for you make them yourself in just 15 minutes! Come get the makings, follow the easy directions... and in stitch-quick time the Domestic has your blotter boots ready to take home! You'll want to make more on your own... for family and friends, too!

Get Yours Today at



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Legal Notice

NOTICE TO BIDDERS

The Commissioners Court will open bids on the Eighth day of October 1951 at 11 A. M. on the following machinery:

One Motor Grader to weigh not less than 22,000 pounds powered by 100 horse power diesel motor with electric starting equipment, Grader equipped with cab, cab heater, 12 foot moldboard and two extensions (1 R. H. and 1 L. H.), 13.00 x 24 tires on the rear tandem drive wheels and 13.00 x 24 front tires. Grader to be mechanically controlled with hydraulic steering booster.

The county will offer in trade on No. 12 Caterpillar Motor-grader.

For part payment the county will issue warrants not to exceed \$7,000.00 with final maturity date not later than May 15, 1953 to bear interest rate of not more than 4 percent.

The county reserves the right to accept or reject any or all bids.

L. H. Foster, County Judge of Deaf Smith County

T-38-3c

you **PAY NO MORE** for **QUALITY MEATS**

Your morning kiss of **Suave**

makes your hair so manageable, so radiant!

preferred 5 to 1... over all women's hair dressings

50c Size For **30c** Plus Tax

created by Helene Curtis foremost name in hair beauty

KREMEL PUDDING, 4 flavors	2 for 15c
MACKEREL, No. 1 tall can	2 for 33c
Diamond PORK & BEANS 300 size can	3 for 25c
VIENNA SAUSAGE, Old Bill	2 cans 19c
BLEACH, Kimbell's, qt. bottle	ea. 12c
TIDE	large box 29c
FLOUR, Packard's Best	25 lbs. \$1.79
Monarch, Drip or Regular - 20 COFFEE	more cups per lb. lb. 85c

Exciting Beauty Event!

Here...one week only..

a DUBARRY

Beauty Expert from the famous

Richard Hudnut

Fifth Avenue Beauty Salon!

Oct. 8th thru Oct. 12th

Do you know about fashion's newest look for Fall? If you want to find out all about it... and treat yourself to a free DuBarry Make-up Lesson, as well... come in and meet well-known Beauty Expert, direct from New York's famous Richard Hudnut Beauty Salon! She'll teach you how to apply your make-up in a smooth, professional manner... give you an advance preview of the latest make-up techniques! But—she's here for one week only—so call right now for your private appointment with her!

And—there'll be a special-size gift of beauty for you when you come in!

CLOSE Rexall DRUGS

YOU CAN DEPEND ON ANY DRUG PRODUCT THAT BEARS THE NAME REXALL

Colorado Pinto BEANS Recleaned 5 lb 49c	We Will Redeem All Soap Coupons	<p>Sofskin CREME</p> <p>Changes your Dryskin Hands into 'Sofskin' Hands in 32 seconds!</p> <p>In the black and gold jars 39c PLUS TAX</p>
Deaf Smith County LARD 4 lb ctn 85c		
SALMON Honey Boy Tall Can ea 39c		

<p>Lean tender young pork PORK STEAK lb. 49c</p> <p>CHEESE, Kraft's Elkhorn lb. 49c</p> <p>DRY SALT BACON lb. 29c</p> <p>BACON, lean slab lb. 45c</p> <p>CURED HAMS whole 55c BUTT END 59c SHANK END 49c CENTER SLICES 89c</p> <p>Fresh ground all meat HAMBURGER lb. 65c Pinkney's Country Style</p> <p>SAUSAGE lb. 29c</p>	<p>Idaho Russets POTATOES 10 lb. mesh bag 43c</p> <p>Cello Pack CARROTS 2 for 35c</p> <p>Central America Large Yellow BANANAS lb. 15c</p> <p>Spanish Sweets ONIONS 2 lbs. 9c</p> <p>Fancy Large TOMATOES 2 lbs. 29c</p> <p>Check our Produce Rack for Price On Peaches, Pears, Apples, Oranges, Grapes, Lemons, etc.</p>
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Jim Robinson, Manager

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SHOW BOAT
SUNDAY - MONDAY - TUESDAY
OCTOBER 7 - 8 - 9

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.

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FOR SALE: Good used tent. Fourteen ft. square. See at Jack's Shoe Shop. B-1-12-40-2c

FOR SALE: Registered Scotch Shorthorn bulls. 7 miles south on Dimmitt Hiway. Tom Draper. Box 671. B-1-16-6-tfc

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

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

We Have 100 FEED MOLASSES Any Quantity FRASER MILLING CO. B-1-30-tfc

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

White Irrigation Motors Now Available. Also Parts and Repairs FRANK CRAIG Studebaker, Massey-Harris B-1-18-tfc

FOR SALE Colorado grown Balboa Rye. Recleaned, sacked and tagged. Also have Hairy Vetch seed. BRADLEY GRAIN CO. Phone 360 B-1-1-1/2"-30-tfc

FOR SALE - No. 1 certified Wichita Seed Wheat at farm 2 miles west on Harrison Highway. T. E. Seigler. Phone 660 or 809. B-1-20-31-tfc

PRAIRIE HAY BRADLEY GRAIN CO. Phone 360 Box 889 B-1-1"-9-tfc

LAY AWAY THAT WATCH NOW FOR CHRISTMAS

17-Jewel Man's Waterproof Shockproof, \$15.00 Plus Tax. 17-Jewel Man's Waterproof Shockproof, \$17.00 Plus Tax. 17-Jewel Man's Waterproof Shockproof, \$19.00 Plus Tax. 17-Jewel Ladies 10K R. G. P. \$17.00 Plus Tax. 17-Jewel Ladies Sports Watch Waterproof, \$23.75 Plus Tax. LAMM JEWELRY STORE B-1-2"-38-10p

CEDAR POSTS - Any size or length. J. A. Crawford, 214 Whiteface Ave. Phone 1102-J B-1-14-12-5p

FOR SALE: 80ft. 3-inch pipe and sucker rods. New cylinder. Dempster headdrive. Also circulating gas heater. S. H. Slagle. B-2-18-40-2k

2. FOR SALE Farm Equipment

HESSON MAIZE BARS Save their cost. Available for all combines. IHC 123 & 125 in stock. Order now. FLOYD STIVERS Phone 930-J B-2-1-1/2"-37-tfc

FOR SALE - Oliver Model 30 combine. Has cut 900 acres of wheat. \$1500.00 W. L. Thompson. Rt. 2 Friona. B-2-18-37-tfc

FOR SALE: Dearborn, one row corn picker. used very little. G. R. Street, Rt. 1 Lockney, Texas B-1-17-14-2p

FOR SALE - Disc Drill for Ford Tractor, used one season. Dem-fester make. Contact David Long. Guymon, Oklahoma. B-2-17-35-10k

ALL STEEL FARM Buildings. Pipe and sheetiron structure. cheaper than wood. Example: 50x80 with 12ft. walls & 12ft door \$6,000.00. Jesse Wofford, 816 Knight. Phone 912-R. B-2-26-38-6p

FOR SALE - International Beet Harvester. Alton Fraser, Phone 484. B-2-9-34-12c

FOR SALE or LEASE - Case hay baler. Would consider hiring crew to operate. Two miles North on Hiway 51. old Jackson farm. Phone 554-W-1 B-2-24-39-2k

FARMERS Protect your valuables in a fireproof home safe. Minimum cost. See these safes at the Hereford Brand. B-2-30-tfc

BARGAINS IN WHEATLAND TRACTORS Late model Case L. A.'s with factory engineered butane conversion optional. JACOBSON BROS. 137 N. Miles. Hereford B-2-2"-29-tfc

FOR SALE - 1947 MM Combine 12ft. cut. Auger unloader. In good condition. One man operated. \$1000. Chester Wiggins Phone 807-W B-2-20-12-tfc

FOR SALE: Cheap, two self-propelled Massey Harris Combines with new maize attachments. 306 Minnesota Ave. Borger, Texas. M. H. Brock. B-2-20-40-5p

3. FOR SALE Automobiles

Am wrecking 1950 Buick Special 4dr. Good front end, right side, good motor, 2500 miles, standard transmission, 760-15 white sidewall tires. Neill Body Shop 128 Schley, Hereford. B-1-27-14-tfc

REBUILT CAR and truck transmission. Hereford Wrecking Co. Phone 320. T-1-10-18-tfc

Eliminate unnecessary tire wear! Change the position of the wheels every 2 or 3 thousand miles. Correctly done, this increases the life of tires up to 25%. Front Wheel Aligning KINSEY MOTOR CO. Phone 740 B-3-14-tfc

HEREFORD MOTOR CO., INC. Ford - Mercury Dealer Just received a new shipment of Fords, Mercurys, trucks and pickups. USED CARS 1946 Dodge 4 dr. One owner car. 1949 Ford Custom 2 dr. 8 cyl. Exceptionally clean with white wall tires. 1949 Ford 2 dr. 1946 Plymouth 4 dr. R/H. 1941 Chevrolet 2 dr. good condition. COMMERCIALS 1944 Dodge truck, 825 tires, long wheel base, good grain bed, oak cattle racks, good condition. 1950 Ford F-2 pickup. 1950 Ford F-2 3/4 ton. Good motor. We have a representative stock of new pickups and trucks. Phone 38 or 39 B-3-11-tfc

USED CARS 1946 Dodge 4 dr. One owner car. 1949 Ford Custom 2 dr. 8 cyl. Exceptionally clean with white wall tires. 1949 Ford 2 dr. 1946 Plymouth 4 dr. R/H. 1941 Chevrolet 2 dr. good condition. COMMERCIALS 1944 Dodge truck, 825 tires, long wheel base, good grain bed, oak cattle racks, good condition. 1950 Ford F-2 pickup. 1950 Ford F-2 3/4 ton. Good motor. We have a representative stock of new pickups and trucks. Phone 38 or 39 B-3-11-tfc

4. REAL ESTATE

If it is a good farm loan, we can make it. ROSE & BARBER 107 East 3rd St. Phone 45 B-4-26-tfc

FOR SALE OR TRADE - Beautiful home in Allison Subdivision. For details contact Wesson Real Estate, 317 Sampson. Phone 944. Hereford, Texas. B-4-21-12-tfc

IF YOU WANT TO BUY a farm, I have from two acres up to 640 acres in irrigated land. From 5 acres up in dry land. Also big listings on houses all sizes. Will appreciate showing you. Would also appreciate listings on trades or sales. J. M. HAMBY South of Courthouse Ph. 701 B-4-2-11-7p

FOR TRADE - 5 1/2 sections wheat farm, 40 mi. Northwest Hereford, for irrigated farm in waterbelt. B. Sherrod 2105 16th Lubbock. B-4-19-37-6p

FOR SALE 623 acres of good smooth land on paving. One 8" irrigation well. Plenty of water. All in cultivation. Available to natural gas. \$125 per acre. Good terms. GLENN WEIR Ph. 200 Res. Ph. 452-W 109 Main, Hereford, Texas B-4-11-tfc

FOR SALE 623 acres of good smooth land on paving. One 8" irrigation well. Plenty of water. All in cultivation. Available to natural gas. \$125 per acre. Good terms. GLENN WEIR Ph. 200 Res. Ph. 452-W 109 Main, Hereford, Texas B-4-11-tfc

Wanted To Buy - A good 1/2 section or section. All cultivable either irrigated or subject to irrigation. Reply Box 384 Hereford. Will pay cash on closing. No agents. B-4-28-6-tfc

IF YOU WOULD CARE TO SELL OR BUY A FARM, RANCH OR CITY PROPERTY, SEE METCALF AND BRALY 632 W. 1st Hiway 60 Phone 854 P. O. Box 845 Hereford, Texas T-4-2"-36-tfc

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

FOR SALE or trade for cows or grass: Large house, good income. \$140.00 month. two baths corner lot, pavement on two sides. J. E. McCathern 14 miles west. B-4-27-14-3p

FOR SALE - 1/2 section and 1/4 section irrigated land, 5 miles southwest Hereford. Sid Barclay 310 West 7th Phone 696-J B-4-20-34-tfc

FOR SALE: New modern four room house to be moved. Fully completed. Below market price. J. P. Hammons, 104 12th St. & 1st Ave. Canyon. Phone 277-J. B-4-23-14-2p

FOR SALE 1920 acres, 450 in cultivation. balance grass, fair improvements, \$60 an acre. GLENN WEIR Phone 200 Res. Ph. 452-W B-4-39-tfc

COLORADO RANCH 5,742 acre ranch, 4,713 deeded, 1029 acres leased. Water from springs, well and three tanks. Well sodded with buffalo and gramma. Expect anyhow 1000 acres best of level wheat land. Price \$15 acre, 29% cash good terms. See me for ranches, large or small, up to 70,000 acres. LEE CONKLIN Phone 728 Res. 422-W 212 Main B-4-2"-30-tfc

FORTY ACRES FOR SALE 4 1/2 miles south on right hand side of Dimmitt Hiway. Still in native grass, all fenced. Call Owners Sam Nunnally or Glenn Weir At 424 or 200 B-4-39-tfc

FOR SALE - Four room house, modern. 114 Fuller or Phone 80-J. B-4-11-39-4k

HEREFORD FARMS 320 acres close to Hereford. Nice home, 2 baths, large PMA barn. 2 good 8" irrigation wells, level land to irrigate. 100 acres rolling grass land. This is a good stock farm. \$14,400 loan. Price \$165.00 320 acres on pavement, good barn, small, old house. Good level land to irrigate. 2-8" irrigation wells, both very good, never weaken. No Johnson grass. Only \$25,000.00 cash will handle this. Good 1/2 section with very nice, modern 3 bedroom home granary and outbuildings. 1-8" irrigation well. This owner really wants to sell so don't buy in the Hereford area without seeing this farm. Good terms can be arranged. Sam Nunnally LONE STAR INSURANCE AGENCY 136 Main B-4-40-2c

REAL ESTATE AUTO LOANS YOU DON'T HAVE TO WAIT QUICK SERVICE JOHN McLEAN Phone 273 S-4-2-tfc

5. FOR RENT

FOR RENT: Bedroom. 511 Lawton. T-5-5-40-1p

FOR RENT: Nice bedroom. 308 Jewell. B-5-6-40-2k

FOR RENT: One large bedroom Will accommodate one to three people. Call 9533 or see at 507 Grand. B-55-18-40-2k

FOR RENT: Nice bedroom 227 Ave. B. Phone 1007-J. B-5-9-40-2k

FOR RENT: One room garage apartment 319 McKinley. Phone 125-J. B-5-9-14-2k

FOR RENT: Three room modern home on farm. Butane, Electricity. Bills paid. \$35.00 month. J. E. McCathern 14 miles west. B-5-19-14-3p

FOR RENT: Three room Apt. Furnished or unfurnished. Phone 1174. B-5-10-40-tfc

FOR RENT: Large three room Apt. Unfurnished. 210 West 9th. See Lady upstairs. B-5-13-14-2p

Store Building for Rent - 126 East 3rd. See J. B. Ellison or Phone 179. B-5-14-31-tfc

6. WANTED

WANTED: Stalk field or other field grazing for cattle. Will also buy bundled feed. Phone 1310 or 93. B-6-18-40-tfc

WANTED: Ironing to do in my house. Prompt, efficient service. 65c per hour. Three blocks North REA building, first stucco east. Phone 1488-J. B-11-23-40-2p

Wanted to Buy: Two or three bedroom home direct from owner. Will trade. Phone 1468. B-4-15-14-3p

WANTED TO RENT - 3-room furnished Apt. for employee of Hereford Brand. Call Jim O'Hair, shop Foreman at 30.

WANTED - Four drawer letter-size metal filing cabinet. Dale Coleman, Rt. 4, Box 129. B-6-13-38-4p

8. HELP WANTED

WANTED: Experienced mechanic on Dodge, Plymouth, Chrysler and DeSota. Good working conditions. Vacation. Contact Bob Fathingham or Frank Vogel at Giles Motor Co. Phone 180. B-8-25-40-tfc

HELP WANTED: Stock Clerks; Preferably experienced. Apply Gaylord. Newell Piggy Wiggly Store. T-8-12-40-1c

11. Business Services

SERVICE on any make car, truck, or industrial engine at sensible prices. All work guaranteed. Benefield Motor Co. West Hiway 60. B-11-21-14-3c

BIG GAME HUNTERS Make plans for your 1951 Hunting Now Season opens Oct. 15 Deer, Elk, Black Bear, Mt. Lions Licensed Experienced Guides American Plan Write, wire or call for information. Cecil Malone Drowsy Water Ranch Granby Colo. B-11-1"-5c

GOLD STAMPING, fast service. Bring your cards, napkins, etc. to Francis Printing. Phone 1303 B-11-12-13-5p

FOR the best watch repair job, take your watch to Hembree Jewelry. T-11-12-29-tfc

WE RECOMMEND ONLY Oriental Stucco for Redashing Expert Workmanship H. E. WESTER 111 Bradley Phone 417-J T-11-2-tfc

SIGNS PAINTED - NEON GLENN BOARDMAN 407 Lee Ave. Ph. 456-W T-11-16-tfc

Complete EARTH MOVING Service Land Leveling Grading - Scraper and Bull Dozer Work Deep Plowing - Subsoiling WALLACE & BYRD Phones 631-W 9015-F-3 T-11-29-tfc

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

WANTED - Custom plowing and Drilling. W. W. Rhodes Phone 1621-W. B-11-9-38-9p

CUSTOM CUTTING, Plowing, Bundle Threshing, Floyd Stivers, Ph. 930-J. B-11-9-10-tfc

Enroll Your Pre-School Child in Hereford Kindergarten. Mrs. J. R. Fowkes Harrison Hiway. Phone 1574-W B-11-15-36-tfc

UPHOLSTER AND SAVE. Don't give old furniture away. Repair, restyle as you wish in latest fabrics and plastics. Free estimate. J. H. Hinds, 310 McKinley. Phone 1092. B-11-27-9-tfc

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

CARD OF THANKS

A card of thanks to all the wonderful people who helped me to get another start after the fire I had at my home. My deepest appreciation to all of you. Mr. Charlie Sargent

Kiwanis Club Thurs. Noon Hotel Jim Hill

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

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

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

HEREFORD DIMMITT TEXAS

Jan Susan Reece, daughter of Sheriff and Mrs. J. E. Reece, broke her left arm Monday afternoon when she fell from the horse she was riding.

Bryan D. Knox, son of Mr. and Mrs. Stan Knox, was severely burned Sunday night as his home when he knocked a cup of hot coffee over on himself.

Lions Club meets each Wednesday, 12 noon Hotel Jim Hill

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

WESSON REAL ESTATE

900 ACRE IRRIGATED FARM: Good set of farm improvements. 2-8" irrigation wells. 630 acres of fine level land in cultivation and irrigation. Balance good grass. Fine location on highway. Good terms. Per acre, \$150.00.

585 ACRE IRRIGATED FARM: 2 good sets of modern improvements. 2 good 8" irrigation wells, in shallow water district. All good level land in cultivation and irrigation. Good terms. Located in south part of Castro Co. Per acre, \$185.00.

240 ACRE IRRIGATED FARM: 4 room house. 8" electric irrigation well in shallow water. All perfect level land in cultivation and irrigation. 85 acres cotton, balance row crop. Extra good terms. Price, with possession and all crops, per acre, \$225.00.

OTHER GOOD BUYS: Write for descriptive list.

FARM AN DRANCH LOANS: Anywhere, for any purpose.

WESSON REAL ESTATE

West Of Courthouse
HEREFORD TEXAS DIMMITT

\$1 DOWN New Zenith Quality Portables

will buy Any Used Refrigerator Washing Machine or Range

built to outperform any other portable in their price class!

the UNIVERSAL... plays where many fail. Powerful Long-Distance AM circuit. "Tip-Top" dial is easy to read. Built-in Wavemagnet for greater sensitivity. Lug-gage-style case in brown or black. AC, DC or battery.

the MODEL H401... built to outperform any other portable in its price class! New plastic case with carry-about handle... and Dial-Speeder design for better tone, greater power. Standard or Gray. Plays on AC, DC or battery.

DOWN \$1 will hold any Small Appliance On our easy Christmas Lay-Away Plan

GOOD HOUSEKEEPING SHOP

Corner Main & 3rd Sts. Hereford

USO Chairmen Selected, Drive Opens October 8

The USO drive in Deaf Smith county will get underway Octo-

ber 8, according to J. C. McCracken, county chairman of the drive.

Chairmen in charge of various phases of the drive were announced this week by McCracken. T. J. Clay will be solicitation chairman for the business district; J. H. Sears is advance gift chairman; Bill Patton is county treasurer; and Bill Davis, Jr., is publicity chairman.

It is hoped that Deaf Smith county's quota of \$720 can be raised in the business district without solicitation in the residential districts, McCracken said.

Davision...

(Continued from page 1)

established entertainers. More concerts will be scheduled if the budget permits. Memberships are \$4.80 for adults, \$2.40 for students. Both prices include federal tax.

Campaign headquarters are located in the Chamber of Commerce office in Hotel Jim Hill. Those wishing information concerning the campaign may call 1436. Mrs. Elmer Patterson, publicity chairman.

Snare Repeats, Daughter Ties, Grid Forecast

The Kent Snare family swept top honors in this week's edition of The Brand's football forecast. Snare won the highest honors for the second straight week, sharing a 21 out of 22 correct total with his daughter, Katherine.

Mrs. Snare tied with Paul Schroeter guessing 19 out of 22 correctly.

Snare and his daughter will share the combined first of \$5 from Dub's Man's shop and \$3 in cash from The Brand and second prizes and Mrs. Snare and Schroeter will share the third prize of \$2 in cash from The Brand.

Participating "guessers" and their totals for this week's 22 contests are:

M. C. Adams, 12; T. W. Alderson, 14; H. D. Blythe Jr., 17; Mrs. H. D. Blythe Jr., 14; Jim C. Bookout, 16; Arthur Brock, 16; Kenneth Brock, 15; J. B. Brown, 18; Mrs. Cawthon Brant, 10; Cawthon Bryant, 19; John David Bryant, 12; J. T. Carroll, 18; F. M. Cogdell, 17; Mrs. T. H. Coursey, 17; C. W. Covington, 16; C. J. Crump, 15; W. L. Davis Jr., 17; Mrs. W. L. Davis Jr., 17; Mrs. Jeanne Dowell, 15; W. B. Dowell, 14; R. B. Ford, 18; James W. Garner, 17; W. J. Gilliland, 11; A. W. Goforth, 17; Phyllis Goettsch, 11; Medford F. Hermon, 15; Dean Herring, 18; C. E. Hicks, 14; Robert Jennings, 15; E. J. Kirksey, 15; R. D. Lance, 15; Wayne Lawrence, 15; Rex Lee, 17; E. H. Loerwald, 1; George C. Loerwald, 17; S. T. Loerwald, 17; L. H. Lookingbill Jr., 16; Edna Mathis, 9; Pat Neill, 14; George L. Olson, 16; Dallas Phillips, 18; Bill Phipps, 15; Austin C. Rose Jr., 13; Paul Schroeter, 19; Edgar Skypola, 18; Mrs. E. Skypola, 14; Katherine Snare, 21; Kent Snare, 21; Sophie Snare, 19; Earl Stagner, 15; Mrs. Earl Stagner, 16; Mrs. Max Stipe, 14; LeRoy Suttle, 17; L. C. Tomas, 17; Arthur Tinsley, 17; Richard Tucker, 15; Raymond Webb, 18; G. L. Whitfield, 17; Shelby Whitfield, 13; Mrs. I. L. Whitfield, 17; Tom Woodford, 17; Don Zimmerman, 14.

Sears Buys Two Elevators, Cost "About \$200,000"

The purchase of two grain elevators — one in Dimmitt and one in Black — has been announced this week by Henry Sears, local elevator owner.

Total purchase price for the two pieces of property was "around \$200,000", Sears said.

Purchase of the Dimmitt Elevator company was affected by Sears last Saturday, Sept. 29. The Uhlmann Elevator purchase was completed last week.

All personnel of the two elevators will remain the same, Sears said. Buddy Calhoun is manager of the Dimmitt elevator and Lloyd Pruitt is manager of the one at Black.

Although Sears plans to carry on expansion work at the two recently-purchased elevators, he said his plans are not definite as yet.

Mrs. William Cheshire of Amarillo spent the week-end in the home of her parents, Mr. and Mrs. Onias Carro!

A. O. Thompson Abstract Co.



Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.

State Fair of Texas

BIGGEST and BEST Fair Yet! 16 FUNPACKED DAYS!


- ★ GUYS & DOLLS - ICE CYCLES
- ★ COTTON BOWL FOOTBALL
- ★ MIDWAY - THRILLCADE
- ★ STORY BOOK OF TEXAS
- ★ AGRICULTURE
- ★ PAN-AMERICAN NATIONAL HEREFORD SHOW

FREE Exhibits FREE Acts!

OCT. 6-21 DALLAS

DON'T MISS IT!!!

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS



EASY AS PIE!

YOU ALWAYS GET A BIGGER SLICE OF SAVINGS AT PIGGLY WIGGLY

Sturgeon Bay R. S. P. Cherries NO 2 CAN 19c	PREM, Swift's luncheon meat 12 oz. can 45c	
Tuxedo Grated TUNA FLAT CAN 19c	TEA, Bestyett, lrg. ruby glass free 1/4 lb. 35c	
Admiration COFFEE LB CAN 87c	NEW POTATOES, Hereford 3 No. 2 cans 29c	
Blue Bonnet SALAD DRESSING Quart 49c	PORK & BEANS, Campfire 3 No. 300 cans 29c	
Blue Bonnet OLEO 2 lbs 59c	★ MEATS ★	
Borden's BISCUITS 2 pkgs 23c	Armour's Dexter Sealed packages SLICED BACON 1 lb. 49c	
★ PRODUCE ★		
Fancy Central American BANANAS 1 lb. 14c		
California Green Pascal CELERY lrg. bunch 15c		
Fancy Eatmore CRANBERRIES 1 lb. cello bag 27c		
CABBAGE , firm and green 2 lbs. 15c		
Fancy Calif. ready to eat PEACHES 1 lb. 19c		
Northern Banquet, 80 count NAPKINS 2 boxes 25c		
COOKIES , Queen's assorted lrg. box 45c		
Blue Cheese appetizer, really delicious TAVERN CRACKERS per box 35c		
Cudahy or Wilson's PURE LARD 3 lb. Ctn. 69c		

MILLER'S PLUMBER

WE GUARANTEE FULL SATISFACTION. SHEET METAL WORK FIT TO A FRACTION.

CHARGES MORE THAN FAIR.

Miller PLUMBING
Sheet Metal Works
125 N. SAMPSON - Phone 1287
HEREFORD

Are you willing to invest 30¢ an acre to increase your yield by bushels?

NOW — FOR THE FIRST TIME — YOU CAN CONTROL WIREWORMS AND CERTAIN OTHER SOIL-BORNE INSECTS ECONOMICALLY WITH

ORTHO ISOTOX SEED TREATER

CONTAINING LINDANE

A SPECIALLY DEVELOPED FORMULATION FOR APPLICATION TO WHEAT, MILO, COTTON, AND OTHER SMALL SEEDS AT PLANTING TIME

Check these facts—

HOW ISOTOX SEED TREATER WILL GIVE YOU BETTER CROPS—BIGGER PROFITS:

- | | |
|--|--|
| ONLY PENNIES PER ACRE | POSITIVE RESULTS |
| ISOTOX Seed Treater costs from 14 to 30 cents per acre (depending upon crop). This treatment may be applied to milo, wheat, cotton, corn, lettuce, sugar beets, and potatoes. For others, see label. | During the past year many farmers used ISOTOX Seed Treater when planting corn and beans, and unanimously reported better stands. In check strip plant population averaged a 25% increase. |
| SAVES EXPENSE AND TIME OF RE-PLANTING | APPLY WHEN PLANTING |
| Not a single case of replanting due to soil insects was reported. You can't afford not to use ISOTOX Seed Treater. It's the best insurance you can have for a high yield crop. | ISOTOX Seed Treater is easy to apply. Simply add it to the seed to be treated and thoroughly mix either in wash tubs, in planter boxes or any other seed treating device or method which will give an even distribution of the material to the seed. |
| 30 DAYS CONTROL | COMPATIBLE WITH FUNGICIDES |
| ISOTOX Seed Treater remains as effective control for roughly 30 days after planting, enabling the plant to establish a healthy root system. | ISOTOX Seed Treater may be used in combination with all generally used seed protectant fungicides. |



See your farm seed dealer or contact:
CARL L. ELLIOTT
704 Avenue "N", Lubbock, Texas

ORTHO CALIFORNIA SPRAY-CHEMICAL CORPORATION

TOTAL EAST BEND 19 05 BOX 1533
OKLAHOMA CITY, OKLAHOMA

KIRBY Sales Co.

WHOLESALE DISTRIBUTORS
Farm Chemicals & Equipment
Box 393 — Hereford, Texas — Phone 1177



\$90,000.00

in **WESTINGHOUSE LAUNDROMAT and DRYER Prizes!**

Ask us for **FREE ENTRY BLANKS** with complete details



WHITE KING WATER SOFTENER Pkg. 23c

WHITE KING SOAP Lrg. Size 31c

WHITE KING SOAP Giant 63c

PERFECT WITH CHEESE 1 lb. Box 27c

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

Industry...

(Continued from page 1)

order. Later on when the labor supply cases, Wade will be able to expand. He faces a growing market for his syrup that he cannot supply from his present 60-gallon-a-day production.

During more normal conditions Wade would willingly double the size of his mill to increase production.

Containers are also one of the bottlenecks faced by this new Deaf Smith county industry. At one time, Wade had all the lard tins in Hereford bought up to hold his output. At the present time, he's expecting a long-awaited shipment of tins of different sizes to hold the syrup.

The tiny syrup mill is located on Wade's farm. The evaporating pan is housed in a 12-14-foot shed while the cane press is only 15 feet away.

Unlike some other mills, Wade has his planned efficiently. A barrel beneath the cane press

catches the squeezings which are strained and piped directly to the evaporating pan.

Entering the pan, the syrup is strained again, then boiled, and strained once more at the end of the process.

Wade has cut his Georgia cane and is ready to start on his Louisiana cane. If labor is available, he may start Sunday.

Five persons are needed to operate his mill; one hauling cane from the field, one operating the press, Cole watching the evaporating vats, and two women to keep the skimmings off the boiling syrup.

The evaporating pan is a huge metal tray with baffled partitions running almost the full width of the pan throughout its entire length. Wade purchased an old evaporating pan in Oklahoma for local tinsmiths to use as a pattern.

As far as yield of sugar cane converted into saleable syrup, Wade estimates he makes 250 gallons of syrup per acre. At \$2 per gallon, his acres yield handsomely.

Second only to his pride in achieving something he wanted—syrup produced from his own land right here in Deaf Smith county—Wade revels in his discovery of Cole as his syrup-maker. A meticulous craftsman, Cole just "can't be beat" in the local farmer's estimation.

After Wade had his mill set up, he employed Cole and told him that any changes he suggested would be carried out. With a little revamping, they now have the present mill.

Construction began on the mill September 1.

Another Feature of Syrup-making that appeals to Wade is that none of the cane is wasted. The pummies are used for ensilage and the skimmings are used for hog feed or to spread over the top of ground feed for cattle.

The Wade mill accumulates about two or three barrels of skimmings per day. Skimmings for cattle feed is bringing about 80c per gallon now, Wade estimates.

His idea of a perfect setup would be to have a conveyor hooking from his cane press carrying the pummies into a pit or trench silo. The moisture still left in the pummies is sufficient for ensilage.

The cane on the Wade farm has grown 10 feet tall since its June planting. Following the advice of a very close friend, he didn't use fertilizer on the cane acreage because that would, he was warned, give the syrup a strong taste.

Wade is sold on planting cane anyhow, because he can get a cutting five-foot bundle feet early in the season and follow up later with a second cutting. That is pretty good feed yield from each acre in Wade's book.

Although still new in the syrup business, Wade is busy keeping his friends and his family supplied with the product. Upon the constant urgings of Hereford merchants, he has decided to sell a limited quantity of his syrup here.

Displaying the same foresight which prompted him to take a fling at syrup-making in the first place, Wade can visualize the commercial possibilities of Deaf Smith county syrup on an expanded market.

his experiment has not only

suggested a new cash crop for this county, his successful efforts at producing a saleable syrup has laid the foundation for more and bigger syrup-making operations here.

Wade modestly says he was steered into this experiment because he wondered if syrup cane could be grown in Deaf Smith county. The answer is an emphatic "yes."

A lot of determination by a man who had a farmer's faith in his soil and a sharp eye for business. That the story of the start of Deaf Smith county's syrup industry. W. W. K.

Around...

(Continued from page 1)

mittee will meet in the courtroom next Monday morning for their regular monthly session.

Poll taxes became payable Monday, Oct. 1 at the office of J. C. Reese, tax collector. The \$1.75 payment can be made any

School Calendar

October 5, Football game with Dumas here.

October 9—Hi Yy, Tri Hi Y, FTA.

October 10 — Six weeks Tests, October 11 — Six Weeks Tests, Board meeting, End of Junior Magazine sales.

October 12 — Football game with Dalhart here

October 18 — FHA.

Cecil Oglesby is a new employee at Jimmie Allred Oil company. Oglesby comes to Hereford from Tulia where he was employed by an implement company.

All farmers in the area wanting Mexican national labor for pulling cotton are asked to contact Mr. McClesky at the Dimmitt Gin company. Mr. McClesky said Lamesa called him offering

time before February 1, 1952. A total of 49 have paid their poll taxes as of Wednesday morning.

Mexican national labor in groups of 5, 50, or even 100 to local cotton farmers.

Duane Orr of Corpus Christi visited over the week-end in the home of his mother, Mrs. J. S. Orr.

WANT ADS GET RESULTS

BARGAINS

1947 - 3/4 Ton GMC PICKUP \$635⁰⁰

1942 Truck, 2 Speed Axle CHEVROLET \$295⁰⁰

1941 - 1/2 Ton FORD PICKUP \$175⁰⁰

1940 Truck, good Grain Bed CHEVROLET \$275⁰⁰

1940 - 4-door Sedan FORD \$245⁰⁰

1939 - 2-door Sedan CHEVROLET \$195⁰⁰

1936 Coupe CHEVROLET \$55⁰⁰

1939 - 2-door Sedan BUICK \$145⁰⁰

KINSEY MOTOR CO.

2nd & Schley

Hereford

Phone 740

Congratulations

to the

WALCOTT

SCHOOL

DISTRICT

On the Opening of

Your Fine New School

S. T. WEST, Contractor

Memphis, Texas

Now Is the Time For

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POULTRY FEEDS

West Texas Feed, Seed and Hatchery Co.

Jack Wright, Manager

HOME OF "MERIT" FEEDS

Hereford, Texas

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SEARS GRAIN CO.
Hereford, Texas



THE RACE FOR a free ball in the Phillips-Hereford game Friday night was caught by the camera as Blackhaws and Whitefaces chased it.—Wendell Burdine Photo.

The Hereford Brand SPORTS

Hereford, Texas, Thursday, October 4, 1951

Section Two



ALMOST PIGGY-BACK. A Phillips Blackhawk comes up from behind a Whiteface ball carrier to bring him down during the Phillips-Hereford football game there Friday night. Burdine Photo

Grandstand Gropings

By Kent Snare

This is not intended as a plug for The Daily Oklahoman, but for recommended "hooking" take a gander at the Oklahoma university and Notre Dame pictures in the sports section of last Sunday's issue.

I have been verbally pitching for the prime factor of blocking during the brief span of these articles and in those photos you can tell what I mean. Saturday's gross total score of these teams against major opposition exemplifies my point. And next Saturday's game between Texas Aggies and the Okies should be something to see.

Talking about contact in football—not too many years past, Georgia University had an All-American end known as Catfish Smith—This character had a ready tongue and he could toss off a clever quip as easily as he could stack up the opposition's ball carrier.

One afternoon Georgia faced Yale at New Haven with the sensational Albie Booth in the lineup. Although Yale's incredible Booth was the most feared back of the year, on that afternoon, the amazing little man cut no ice with Catfish Smith. Every time Mr. Booth carried the pig-

hide, Mr. Smith devoted his personal attention to him, thereby inconveniencing him greatly and subjecting him to continuous losses, both of prestige and yardage while being extremely uncouth in the process.

Mr. Booth absorbed a fearful pounding in the first half but maintained a dignified silence, however, later in the game after Catfish had laid him low for a 20-yard loss, Mr. Booth affixed him with a baleful eye, and

(Continued on page 3)

Fast Dumas Demons Will Test Hereford

Hereford's gallant Whitefaces meet another strong test when they try to tame the Dumas Demons on home ground Friday night at 8.

Local sports fans are still bearing tales of the Herd's splendid fight in the rugged Phillips game of last Friday night as Coach Criswell rounds his boys into shape for the tilt with the undefeated Demons.

The Whiteface offensive spark, the only weak spot in their showing against Phillips, is getting a little boosting in workouts this week, Criswell stated.

Hereford will have to be on

guard lest the Dumas eleven sky their way over the Herd's punning line. With an effective balance between ground and aerial attack, Dumas can be counted on to keep things pretty well mixed up for the Herd gridgers.

Advance reports show that Dumas has weight and speed. "Not just in one spot, but in all positions," Criswell remarked. The Herd will be facing a tougher team than the one which the locals clobbered last year, 42-0.

So far, the Demons have won three—Olton, Memphis, and Canyon—and tied hard-hitting Tulsa. On the basis of their previous record alone, the Demons can be expected to spell trouble here.

The Dumas prepsters are rated third from the top in the Class AA football ratings which does

STARTING LINE-UP

H	Pos.	D
Thomas	LE	Lummus
Corbett	LT	Lacy
Rose	LG	Riley
White	C	Richards
Fish	RG	Gaulding
Dement	RT	Baird
Boyd	RE	Engram
Graham	QB	Martin
Winget or Self	LH	Mowery
Morton	RH	Cashion
Kelly	FB	Berry

"Cross Country" Golf Tournament Sunday, Oct. 14

A "cross country golf tournament", the first of its type ever to be held on the local golf course will be staged Sunday, Oct. 14, according to Pres. Jim Terry.

The idea of the whole thing is to play the course backwards. The entry fee of \$1 per golfer will be used to purchase golf merchandise to be used as prizes, Terry said.

Full handicaps will be allowed the players. There will be no rough—all fairway, Terry explained.

Any player wishing to make the trip backwards may do so any time prior to the day of the tournament.

Frank Vogel won the club's week-end ball sweepstakes with a net 71, shooting an 82 minus an 11 handicap. J. M. Posey was second with a 77-4-73; and Urlin Streu shot a 77-3-74 while Frank Datimer had an 87-13-74.

Davis Thumbed in Saturday Match

Colorful Dizzy Davis, the Houston dress designer, got himself disqualified in the first half of a double-main event wrestling card at the Bull barn Saturday night.

The 200-pounder became irked at Gory Guerrora for downing him for the second fall after the Houstonian copped the first fall, Davis, without leaving the ring.

bopped Guerrora and Referee Alex Perez and was thumbed out.

Davis took the first fall in 21 minutes with a back-breaker followed by a body press.

Guerrora came back in 16 minutes to cop the second fall by spinning around on his arms.

(Continued on page 3)



L.A.E. DRAKE. Hereford "B" squad back, rips off 30 yards on an end run against the Phillips "B" squad at the Whiteface field last Thursday night. Drake weathered his way past six Phillips tacklers as this picture was taken. Hereford lost the game, 33-0.—Burdine Photo

Why pick corn by hand?

DEARBORN-WOOD BROS. CORN HARVESTER

saves backs, time and money

Why cut or pick corn by hand when the Dearborn-Wood Bros. Corn Harvester picks corn faster and easier, and with less labor cost?

This Corn Harvester can be handled easily by the Ford Tractor, or any 2-plow tractor with standard A.S.A.E. power take-off.

Unique rotary snapping bar has exclusive design that reduces shelling and helps clear trash. Entire harvester tilts forward or back for tall or short corn. Three gathering chains really keep the corn moving. Ample capacity elevator delivers corn to front or rear of wagon. Blower is standard equipment. For easier, more profitable corn picking, investigate the Dearborn-Wood Bros. Corn Harvester now!

Dearborn FARM EQUIPMENT

Ford TRACTOR

Audrey Hood, daughter of Mr. and Mrs. Charles Hood, and Patsy Wiltshire, daughter of Mr. and Mrs. B. M. Wiltshire, both students at Texas Tech, Lubbock, spent the week-end here with homefolks.

Electric Cooking Is ACCURATE

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When you push the buttons or turn the switches on your electric range, you know that exactly the amount of heat you desire will be on the setting used. You know the heat will be accurate because you know the heat has been measured — measured in the correct amount.

You know, too, that your electric range oven control holds the temperature at the cookbook figure in your recipe, assuring you of cookbook results every time.

Yes, electric cooking is accurate — as modern women know.

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HEREFORD Vs DUMAS

Alabama Vs Vanderbilt	Navy Vs Princeton	So. Methodist Vs Missouri
Colorado U. Vs Kansas U.	Nebraska Vs Kansas State	Texas A&M Vs Oklahoma U.
Holy Cross Vs Fordham	Northwestern Vs Army	Texas U. Vs North Carolina U.
Houston U. Vs Texas Tech	Notre Dame Vs Detroit	Washington State Vs Okla. A&M
Indiana U. Vs Pittsburgh	Ohio State Vs Michigan State	Wisconsin Vs Illinois U.
Kentucky Vs Georgia Tech	Oregon State Vs Idaho U.	Arkansas U. Vs Texas Christian
Michigan U. Vs Stanford	Purdue Vs Iowa U.	California Vs Minnesota

Name _____
Address _____

Save your time

PLEASE look for the number in the new telephone directory before calling "Information"

SOUTHWESTERN BELL TELEPHONE COMPANY



THE CAB OF THE fire and accident-damaged REA pickup truck looked like this after the wreck on Saturday noon just east of the city limits.—Brand Staff Photo.

Household Scrapbook

By Roberts Lee

Wedding Anniversaries
Wedding anniversary symbols are: First year, paper; second, calico; third, muslin; fourth, silk; fifth, wood; sixth, iron; seventh, copper; eighth, bronze; ninth, pottery; tenth, tin; fifteenth, crystal; twentieth, china; twenty-fifth, silver; thirtieth, pearl; fortieth, gold; fifty-fifth, emerald; seventy-fifth, diamond.

Cooking Vegetables
If at all possible to do so, vegetables should be cooked with their skins on, in order to avoid losing the valuable mineral matter directly under the skins.

The Oil Mop
Clean the oil mop by using some hot water, ammonia, and a little washing powder.

Grease on Leather
Oil and grease stains can be removed from leather by dabbing with spirits of sal ammonia. Wash with clean water. Repeat if necessary, but be careful not to

injure the color of the leather. Experiment on an unseen portion first.

Oyster Plant
Oyster plant should first be washed, then covered with boiling water. Cook 45 minutes to an hour, or until soft. Then peel, cut into desired sizes, and serve with cream sauce.

For Emergency
White blotters, kept in the linen drawer, are invaluable for absorbing spilled liquids on the tablecloth.

Coins By Mail
When mailing coins, place them flat on a piece of paper and stick a small strip of adhesive plaster over them and onto the paper; fold the paper as usual and mail. It will prevent the coins from breaking through the envelope and becoming lost.

A Soft Metal
Pewter is a soft metal, and should be cleaned with only the

finest scourers. It is best to use whitening, rouge, or fine rottenstone mixed with oil.

Water Softener
If soda is inclined to make your hand rough and hard, try using rock ammonia for softening the water.

Dates
When adding dates to a mixture to be cooked, soak them in enough water to cover, remove the stones and the dates will be soft and blend well with the other ingredients.

11th Birthday Is Celebrated

Patsy Hyde celebrated her 11th birthday with a party given by her mother, Mrs. Irene Sellers Saturday. After the group assembled the children were taken to the Star theater for the show and after returning to the Sellers home gifts were opened and games were played.

Refreshments were served to Jean Hudson, Sunny Hudson, Lana June Crowe, Mentalyn Crowe, Iris Hodges, Joan Fowlkes, and the honoree.

Others attending the party were Mrs. P. A. Turnbow, Mrs. C. P. Grimes, Mrs. D. R. Grimes and the hostess.

Quail Prospects This Fall "Good"

AUSTIN — Prospects for the coming fall quail hunt were described as "fairly good" by the Director of Wildlife Restoration for the Texas Game and Fish Commission.

He said field reports were inadequate to give the quail population pattern for the entire state, but added that in scattered areas not devastated by the drought the outlook is better.

The director explained that the original hatch was "average" in much of the state since nesting was well advanced before the drought began to sear the state during July and August.

He said there may be a scarcity of herbaceous cover in general and that it may be too light to stand up under fall rains and frost. As a result, the birds may have to look for tougher cover such as brush, brush, and thickets.

From a food viewpoint, the Director of Wildlife Restoration predicted that there "is certain to be a reduced production of weed and grass seeds as well as

the berries and seeds from trees and shrubs."

He observed that hunting conditions in most recent seasons have NOT been favorable to the sportsmen since the fall droughts have hampered scenting by bird dogs.

Quail hunting is one of the top fall field sports in Texas which has one of the largest quail populations in the country. The pursuit of the crafty bobwhite and blue quail has unusual significance for the hunters this fall in



view of the sparse dove shooting to date.



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 6:15
Evening Worship 7:00
Daily Radio Program
KPAN-890 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.

Long Time Ago

45 Years Ago

Two inches of rain fell over Deaf Smith county Thursday night.

Rev. O. W. Dean, who has been pastor of the First Baptist church for the past year, has been asked to remain in Hereford for an indefinite time.

May Pierce, daughter of Mr. and Mrs. G. F. Pierce, and L. M. Forester were united in marriage Tuesday morning at the home of the bride's parents.

A picnic in honor of Rev. Fitzgerald who has been holding a meeting in Hereford for the past two weeks was held at Sulphur park Sunday.

Smith and Munday were marketing onions this week and since onions are not considered a market crop here this came as quite a surprise to most people.

25 Years Ago
The race is on in Deaf Smith county over who will put down the first oil well. Both John Slaton and C. H. Barnett brought well rigs through town on Thursday.

Post office receipts for Hereford showed a 30 per cent increase over the receipts for last year.

The city commission and the Hereford Chamber of Commerce will mark the streets and number the residences in Hereford in order that mail delivery may be established.

Alton Miller, 15-year-old son of Mr. and Mrs. J. H. Miller was injured in a motorcycle-car accident Tuesday evening.

Prospects for the 1927 wheat crop look good. Over three inches of rain fell over the community this past week. It is predicted that the acreage will double that of this year.

Cash premiums for the first and second bales of cotton ginned here were given this week by the business men of Hereford. First premium of \$109 was given to G. S. Armstrong of Castro

county and second premium of \$50 went to M. H. Bagwell of Dawn.

Lois Samuelson and Katherine Wilson won places on the summer honor roll at West Texas State college in Canyon it was announced this week.

Hereford High's football eleven won over Clovis 7-0 Friday afternoon.

Ralph Barnett gave a watermelon feed for 150 scouts, prospective scouts and officials last Tuesday night on the court house lawn.

Garden Club Tour Enjoyed

Members of the Hereford Garden club made the first tour of the fall and winter season Friday. The group left Hereford early Friday morning and visited Zacks and Bowman's Nurseries, Thompson's and other Amarillo parks and had lunch at the Silver Grill. In the afternoon they attended the Amarillo Garden Club's annual Rose-Show held at the Children's home. A tour of the home completed the day's program.

Those making the trip were: Mesdames Edna Collier, E. E. Fridley, Harry Lomas, Clarence Schulz, John Jacobsen Jr., E. Ramey, Otto Massie, Lyle Blanton, M. T. Rutter, O. H. Herring, O. G. Hill, W. S. Flutt, A. O. Thompson, J. P. Slaton, Jeff Gilbreath, Jim Black, Jack Robertson, A. L. Manjeot, and Ralph McCullough.

Mesdames McCullough and Manjeot served as judges in the rose show.

Mrs. Ace Campbell and Mrs. C. E. Williams were callers in the home of Mrs. D. W. Crawford Friday.



PALM BEACH		ORANGE JUICE	2 46-OZ CANS	49¢
SUN SPUN		OLEO	2 lbs	53¢
TOMMY TINKER		TUNA	2 CANS	55¢
BIG M		PEAS	2 NO 303 CANS	29¢
NORTHERN		TOILET TISSUE	2 ROLLS	15¢
RED & WHITE		PEACHES	2 NO 303 CANS	41¢
BRIMFULL		HOMINY	2 NO 303 CANS	17¢
BIG M		TOMATO SOUP	can	9¢

Our Value	Tall Can
SALMON	43¢
Red & White - Small Sieve	
PEAS	No. 303 cans 27¢
Sun Spun	
PICKLES	qt. 28¢
Fresh or Kosher Dill	
Dole - Fruit	
COCKTAIL	39¢
No. 2 1/2 can	
Post	
TOASTIES	23¢
12 oz. pkg.	
Champion	
DOG FOOD	27¢
3 Cans	
Big M	
TOMATOES	2 No. 2 cans 27¢
Brimfull - SALAD	
DRESSING	Pint 27¢
Red & White	
Red & White	
SALT	2 pound bxs. 17¢

Fresh Crisp	
TURNIPS with TOPS	2 bunches 23¢
Window Box	
CRANBERRIES	1 lb. 25¢
Crisp Tender	
CELERY	large stalk 19¢
Portales - Choice Size	
YAMS	lb. 12¢
California Sweets	
ORANGES	lb. 10¢
Idaho Delicious - Large Size	
APPLES	lb. 12¢

Country	
SORGHUM or CANE SYRUP	
5 LB PAIL	67¢
Marco - Long	
MACARONI or SPAGHETTI	
2 1-LB PKGS.	25¢
DREFT	
LARGE BOX	29¢
Red & White	
BRITE	
No Rinse	
2 LARGE BOXES	49¢
DUZ	
LARGE BOX	29¢
CHEER	
LARGE BOX	29¢
JOY	
2-6 oz. bottles	
WITH COUPON	45¢
TIDE	
Giant Box	
WITH COUPON	65¢

SHORTENING	Finest for Finest Baking 3 lbs.	89¢
COFFEE	None Better	Lb. 85¢
Country Style		
SAUSAGE	Deaf Smith Co. Half or Whole	Lb. 29¢
Deaf Smith Co.		
BACON	Deaf Smith Co.	Lb. 46¢
Armour's TRA-PAK		
BACON	Deaf Smith Co.	Lb. 54¢
Sliced Lb.		
HAMS		
Whole Lb.		
HENS FRYERS RABBITS		
Tommy Tinker		
STRAWBERRY PRESERVES	2 lb jar	53¢

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- ★ NEW PUMPS
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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

The Hereford Brand, Hereford, Texas, Thursday, October 4, 1951

Dumas...

(Continued from page 1)

little damage save to Quarter back Ray Graham.

Hereford's lack of speed is being worked on as the Herd offense gets a sprucing up during workouts this week. There may be some changes in the backfield but Criswell said he doesn't anticipate any changes in the line.

Grandstand..

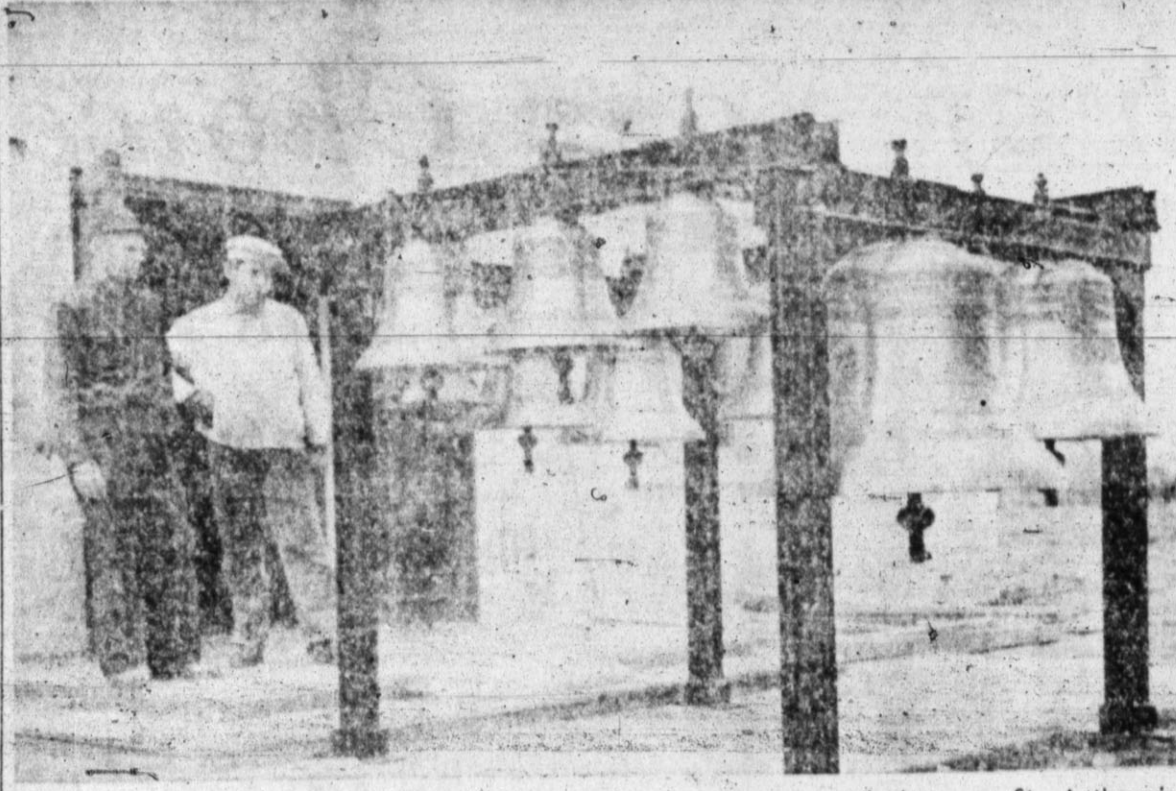
(Continued from page 1)

angrily exploded "Smith, there are two things that don't go in the Yale Bowl, and roughness is one of them."

"And you, Mr. Booth," retorted Catfish Smith, "are the other."

While I am not attempting to prognosticate, the games coming up on the weekend of October 6th promise considerable consternation for the soothsayers. Besides the contest already mentioned, there are: Houston and Texas Tech, both coming TCU and Arkansas, Kansas and Colorado, Wisconsin and Illinois, 7-6 last time out — Navy and Princeton probably will be closer than enamel on teeth — Kentucky and Georgia Tech, why did they put that clambake on the list — Michigan State and Ohio State, I guess you think this won't bring blood? Baylor and Tulane, 6-2 even, who overlooked that one and this'n LSU and Rice?

Unfortunately I have no schedule covering Snow, Wyoming Poly, Ouachita, Wellesley or Pennsylvania State Teachers col-



A SET OF CARILLION bells, ready for installation in the tower of the new St. Anthony's Catholic church, is shown above. The bells, which were made by Petit and Fritsen in Aarle-Rexted, Holland, weigh from 110 to 200 pounds apiece. Workmen for the I. T. Verdin company of Cincinnati, installers of the electric system, are shown at left. The bells were raised into the tower on Monday.—Brand Staff Photo.

lege erroneously publicised as Slippery Rock.

By the bye, Blount, Alfred is Alfred university in the commonwealth of New York, founded in 1836, no charge for extraneous information.

To Phillips' number 22, Reddick, (who probably is impervious to any comment of mine), I want to extend my apology for the lemon squeezing appellation — After the inscribing, I am told that he had a knocked down shoulder, which explains both the above procedure and why the bulky Wells, tried, inexpertly to fill Reddick's brogans in the first half last Friday.

We had better turn out en masse for the Dumas tilt this week, it might be another stand on end thriller similar to the Phillips fray.

Davis...

(Continued from page 1)

landing on Davis' midriff, knocking the wind out of him, and keeping him down with a body press. It was this maneuver that stirred the ire of the erst-while Dizzy Davis and led to his banishment.

Alex Kasabaska was scheduled to meet Ace Freeman in the sec-

DAWN NEWS

Jackie Burrus in Canyon Hospital After Breaking His Shoulder

By Bertha Frye Jackie Burrus, who broke his shoulder in football practice, is in a Canyon hospital.

Mrs. Baker Womble spent Saturday in Happy visiting her sister, Mrs. Alpha Huckabee, who is ill.

Mrs. R. A. Frye and Miss Bertha Frye attended the Lutheran Women's Missionary league rally at Amarillo on Friday.

The Dawn Study club met with Mrs. Gale Neal on Tuesday afternoon.

The Dawn Music club will meet with Mrs. Paul McClung on Tuesday, Oct. 9.

Mr. and Mrs. Boyd Stewart and children of Borger were guests in the Zed Stewart home Friday.

Mrs. Dudley Rutherford and sons were dinner guests Thursday evening in the Johnnie B. Caraway home.

Visiting in the W. U. Adams home last week was her mother, Mrs. Naova Riley of Lampasas.

Mr. and Mrs. Ernest May are visiting in Arkansas.

Mrs. John Cammack of Nara Visa, N. M. is visiting in the

home of her son-in-law and daughter, Mr. and Mrs. Alfred Smith.

Mr. and Mrs. Dudley Rutherford were Sunday dinner guests in the Ernest Hardman home.

Mr. and Mrs. Clifford Stork of Dimmitt were over night guests Tuesday of the Dudley Rutherfords.

Dwayne Stewart and Harold Robinson were home from WTSC over the week-end.

Mr. and Mrs. Billie Hill and daughter of Stratford visited in the R. A. Frye home Sunday afternoon.

Mrs. Dudley Rutherford and sons were Sunday dinner guests in the Irwin Seymoir home in Amarillo.

Sunday dinner guests in the H. H. Miller home were: Mr. and Mrs. Billie Hill and Billie Helene of Stratford, Marvin Olsen of Texhoma, Okla. and Misses Faye and Rita Conner and Camilla Olsen of Amarillo.

Mr. and Mrs. H. H. Miller, Audni and John David attended the Tri-State fair in Amarillo Wednesday afternoon and were supper guests of the Daniel Schorlemers.

L. B. Drake underwent an operation at the Deaf Smith county hospital last week.

Mrs. Lillian Tate of Claude is visiting in the home of her son-in-law and daughter, Mr. and Mrs. L. G. Allen.

Mrs. R. A. Frye and Bertha Frye attended the Rose Show at the Presbyterian Children's home in Amarillo Friday.

Mr. and Mrs. J. W. Dart left Saturday on a two-weeks vacation trip to San Antonio.

Sunday dinner guests in the Walt Beaver home were Rev. W.

H. Sperry of Taos, N. M., who is conducting a revival at the Dawn Baptist church, and Rev. and Mrs. Paul McClung and son.

Dawn school was one of the places where a special election on the water district bill was held Saturday.

Mrs. Clifford Stewart, Dorothea and Buddie spent the night Friday with her mother, Mrs. L. M. Harris, in Amarillo.

Mr. and Mrs. L. G. Allen attended the Hood county reunion at Lubbock over the week-end. Mr. and Mrs. Henry Turner, Carroll and Don made a business trip to Amarillo Sunday. In the evening they attend a picnic in Palo Duro canyon with the Lehnick family.

Mrs. Johnnie B. Caraway and children, Mrs. H. R. Stewart and Rose Mary, Mrs. R. T. Stewart and Linda spent Wednesday in Tulla, in the home of their aunt, Mrs. C. T. Caraway and visited with their cousin, Mrs. Ray Payne and sons of Andrews.

Mr. and Mrs. Johnnie B. Caraway visited in the J. P. Gandy home in the Wyche community Sunday afternoon.

R. M. Sheppard and children were dinner guests in the Henry Turner home Friday evening.

Attending the Tri-State fair in Amarillo on Wednesday were: Mr. and Mrs. Melvin May, Mr. and Mrs. Zed Stewart, Mr. and Mrs. Marion Russell, Mr. and Mrs. Zed Stewart, Mr. and Mrs. Marion Russell, Mr. and Mrs. Charles Corder, Mr. and Mrs. A. T. Frye, and Mrs. Walter Galley and children.

Mrs. Carl Wimberley and children attended the fair on Tuesday. Mary Payne, Dona Airhart, Joe Newman, and Manuel Beavers also attended the fair on Tuesday.

Mr. and Mrs. Alfred May attended the fair on Thursday.

Mrs. Wesley Cox and Mrs. Dudley Rutherford were in Amarillo on Saturday.

Kitchen Shower Fetes Bride-Elect

On Saturday afternoon before her marriage to Jack Reynolds Sunday, Miss Bobbie Jane Sisk was feted at a kitchen shower by former classmates in Hereford high school. Hostesses were Mrs. Ronny Durham of Portales, N. M., Mrs. Dennis Lomas, and Mrs. Herbert Dones.

The gift affair was given in the home of Mrs. Bill Knox where pastel garden flowers, with asters predominating, were used in decorations.

Classmates included were Martha Thomas, Donna Jean Stagner, Nancy Cagle, Audrey Hood, Patsy Wiltshire, Coleen and Martha Jean Brown, Ruby Faye Barclay, Gayle Foster, of Olton, Gayle Roberson, and Mrs. Bobby Owen. Mrs. E. J. Reynolds, mother of the bridegroom-to-be, was also a guest.

Mr. and Mrs. Ronny Durham of Portales, spent the weekend with their parents, Mr. and Mrs. Bill Knox, and Mr. and Mrs. Byron Durham.

Mr. and Mrs. Mont Baker left

Monday for Clinton, Okla. where they visited with her brother, Joe Collier, before going to Fayetteville and other points in Arkansas for a two or three weeks stay with relatives.

Medium Wedge Heel NEW FALL SANDALS

- Red
- Green
- Turf Tan
- Black Suede



Anthony Every Day Low Priced \$2.98

For a little bit of money you get a lot of style and foot comfort. Elk Leather uppers and coverings on platform sole and medium wedge heel. Sizes 4 1/2 to 9, medium width.

THE RUGGED THREE-SOME SCHOOL OXFORDS



Sizes 8 1/2 to 12 12 1/2 to 3

\$3.69

Rugged is right... they are made to take tough rugged school and play abuse. They fit well and are dressy looking. All are anilene tan.

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Poll-Parrot SHOES FOR BOYS AND GIRLS

Pre-tested in actual wear, Poll-Parrot shoes have the added benefits of sensible growing room, age conforming arches, and extra reinforcements at the VITAL spots. So why not buy your child Poll-Parrot shoes...they have to be right!

\$4.39 to \$5.90

According to sizes and style

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Congratulations

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ORTHO C-1 DEFOLIANT works faster under all types of conditions

Cotton Defoliation PAYS

INCREASES YIELDS

CUTS PICKING COSTS

IMPROVES QUALITY

with ORTHO C-1 LIQUID DEFOLIANT

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Right in stride with Fall

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Fine Feathers NYLONS

Fabulously sheer, amazingly strong. That's lovely, lightweight Fine Feathers Nylons. You'll know your legs never looked slimmer or trimmer when Fine Feathers add their flattery. Select the hue for you from our complete collection.

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40 years 4%

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Attend the Church of Your Choice This Week

This Week's Calendar at Your Hereford Churches




**You In The Church
The Church In You -
Form a combination for good. We
should attend church regularly.
Every man, woman and child
needs the influence of the
CHURCH. Be Faithful! Be
a Churchman.**

Come! Let us also go to the House of the Lord! Back to the Sanctuary where men meet the living God! Never before have women and men and children so filled the churches of our land. *More than half of our population have signed on the dotted line.* They have committed their lives to the keeping and guidance of the Great Leader. They belong to the Church. Why?

People go to church for many reasons, to be sure. Some go because it has become one of the good habits they learned from Godly and honored parents. Some of us go because we must have help for the difficult tasks we have undertaken. Other men have knelt at the altars of religion to have their strength renewed. The hour of worship has been like a warm bath of the spirit, from which we rise refreshed and relaxed and ready for whatever duty lies ahead.

The ideal reason for going to church is to become a part of that Life which is greater than our own. We really belong to the Whole of things and we are our best selves only when our single person is caught up into divine fellowship. *We find that we live and move lost and frustrated until we become one with the Cosmic Life... until we find ourselves in our God.* Let us go into the Church.

St. Anthony's Catholic

St. Anthony's Guild will meet Wednesday evening, Oct. 10, at 8 o'clock in Parish hall for their weekly meeting.
Sunday masses for St. Anthony's Catholic church are at 6:30, 8 o'clock and 9:30 a.m.
Week-day masses are held at 6:30 and 7:30 a.m.
Every Thursday Holy Hour is observed from 8:30 to 9:30 p.m.

St. Thomas Episcopal

Thursday night, Oct. 6, is the last night of the series of informative sermons about the Episcopal faith by Rev. Seaman. The meeting will be held at the St. Thomas Episcopal church at 7:30.

Morning worship service at the St. Thomas Episcopal church is held each Sunday morning at 8 o'clock. Sunday school is at 9:45.

The church is located at 25-Mile Avenue and Ninth Street.

Assembly of God

A fellowship dinner was held Sunday at the Assembly of God church following morning preaching service.

For this week only the mid-week prayer meeting will be held on Thursday night at 8 o'clock instead of Wednesday.

Sunday services for the church will be: Sunday school, 9:45; morning preaching 11 o'clock; young peoples and junior children's church 7 p.m.; and evening worship, 8 o'clock.

Thursday afternoon at 2:30 there will be a meeting of the Women's Missionary council at the church.

Christian Science

Christian Science services are held each Sunday morning at 11 o'clock in the Star theatre. All who are interested are invited to attend.

The Lesson-Sermon for Sunday Oct. 7, is entitled "Unreality".

Church of Christ

The Church of Christ has the following regular meetings scheduled for this Sunday: Bible study 10 o'clock; morning worship, 11 o'clock; young peoples, 6:15 and evening worship, 7 o'clock.

Ladies Bible study will be on Wednesday morning at 9:45 and prayer meeting will be at 7 p.m.

You are cordially invited to listen daily at 9:30 to the Church of Christ broadcast over station KPAN.

Church of the Nazarene

Time for the Sunday evening service at the Church of the Nazarene has been changed from 8 o'clock until 7:30. The Wednesday night meeting time will still be at 8 o'clock however.

Sunday at the evening service Miss Niva Flood a missionary from South America will talk on her missionary experiences.

Sunday school will be at 10 o'clock and morning worship will be at 11 o'clock.

Rev. Roy Bickford is pastor of the church which is located at Fourth and Jackson.

First Baptist

Henry H. Kinkeade, pastor of the Grace Temple Baptist church of Denton will lead the revival of the First Baptist church October 28 to November 4. The singer for the meeting will be Pete Forderhase from the First Baptist church in Plainview.

Evening meetings for the First Baptist church have been rescheduled effective this week. Training union will be held at 6:45 instead of 7:15 and evening worship will be held at 8 o'clock on Sunday evenings. Wednesday night prayer meeting will be held at 8 o'clock followed by choir practice at 8:45.

Sunday school is at 9:45 and morning worship is at 10:55.

Thursday morning at 10 o'clock there will be a workers conference at the Salem Baptist church. Everyone who can is urged to attend.

First Christian

Thursday, Oct. 4, at 7:30 the Christian Men's Fellowship will hold a covered dish supper at the church.

Sunday services for the church are: Sunday school, 9:45; worship service, 10:55; youth groups, 8:30 and evening worship, 7:30.

First Methodist

At the morning hour Sunday Oct. 7, the First Methodist church will observe World Wide Communion Day. An offering will be made which will be divided as follows: one half for Methodist Commission on Chaplains, and one fourth to the Methodist Commission on Camp Activities. Rev. Eugene L. Naugle, associate pastor, will bring the message at the evening hour.

The Sanctuary will be open each day in October from 8 a.m. until 10 p.m. Those who wish to pray for the coming revival or about their own personal problems are urged to use the altar of the church during these hours. The Dorcas circle will meet at

9:30 a.m. Wednesday, Oct. 10 in Ward hall. The Carrie Black and Emma Wheeler Hawkins circles will meet at 3:00 in Ward hall. Both groups will continue the study, "Churches for Our Country's Needs" under the direction of Mrs. Carl Perrin.

The Board of Stewards will meet in Ward hall Tuesday Oct. 9 at 7:30.

The Methodist Men's Fellowship will meet in the basement for a covered dish supper Wednesday Oct. 10 at 8:00.

The Friendship class will have the regular monthly meeting Wednesday Oct. 10 at 7:30 in the home of Mrs. Forrest Minton. Mrs. Leroy Aven will have charge of the program.

The Happy Helpers will meet each Wednesday from 2:30 until 3:30 in the Primary room. Mrs. H. C. Williams will be in charge.

The Wednesday evening prayer services will be in the Sanctuary each week during the pre-revival period.

The Korean Prayer Band meets in the Sanctuary at 3:30 Sunday afternoon.

The senior and Intermediate MYF groups will meet at 8:30 Sunday evening.

First Presbyterian

The Women's Council of the First Presbyterian church will hold a rummage sale Saturday, Oct. 6, at 131 Main street. Mrs. Frank Vogel is taking donations for the sale at her home, 114 Star street.

World Wide communion will be observed at the Presbyterian church Sunday. This will be the opening of Church Loyalty month at the church.

On Tuesday, Oct. 9, The Endeavorers will meet for their regular monthly meeting.

Thursday, Oct. 11, the first of the family church night will be held in Fellowship hall. Dr. Pritchard, pastor of the Amarillo First Presbyterian church will be our guest speaker.

Regular services for the First Presbyterian church are: Sunday school, 9:45; morning worship, 11 o'clock and evening services at 7:30.

Immanuel Lutheran

Holy Communion will be celebrated in the service at Immanuel Lutheran church next Sunday beginning at 11:30 a.m. The pastor's message will be based on the words of Jesus concerning Christian admonition in Matthew 18:15. Sunday school and Bible class convene at 10:30 a.m. with the opening devotion in the

(Continued on page 6)

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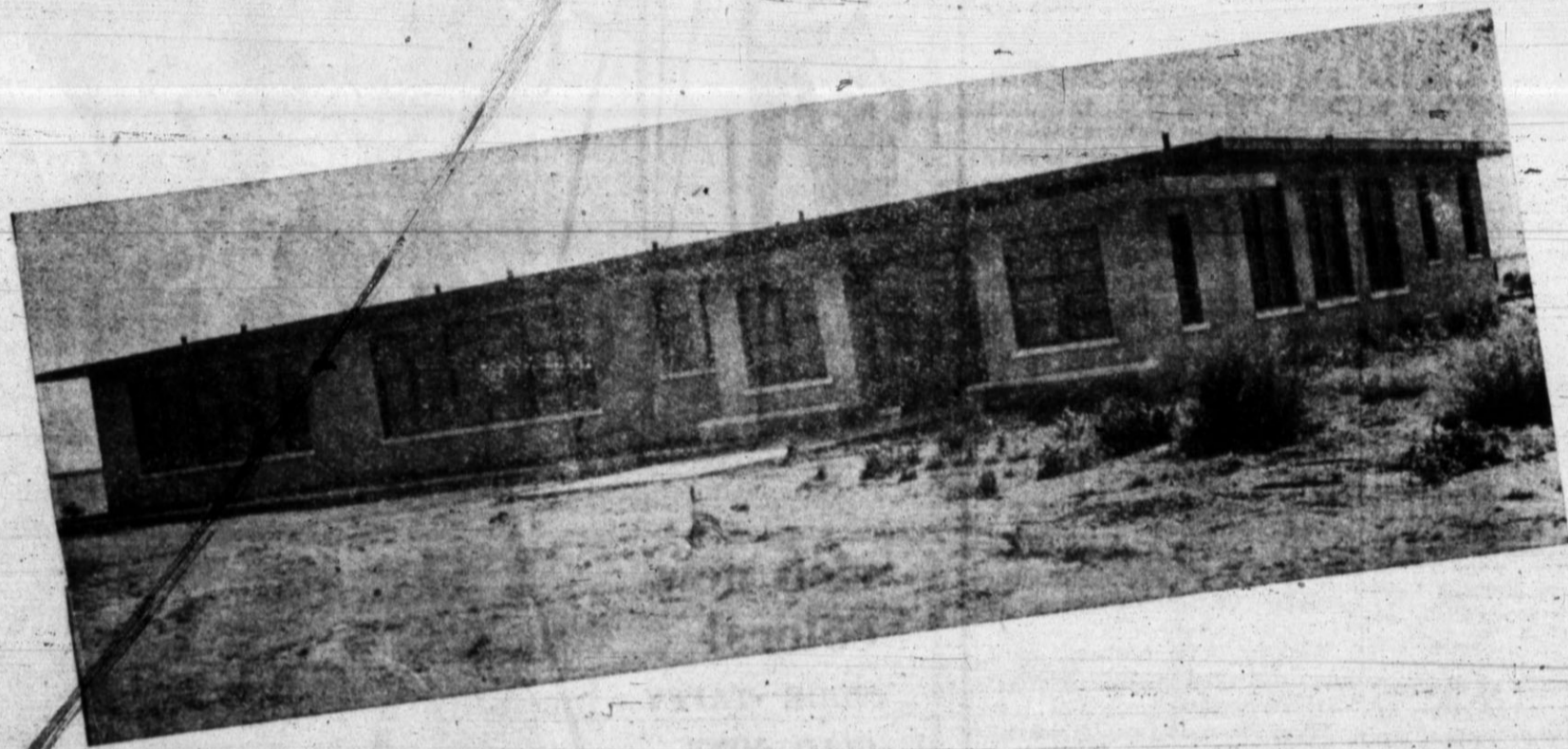
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Landrum Hardware

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Congratulations!



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The People Of The
**WALCOTT SCHOOL
DISTRICT AND THE
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THIS MESSAGE SPONSORED BY THE
FOLLOWING CIVIC MINDED MERCHANTS

FREE BARBECUE

AT NOON - FRIDAY, OCT. 5

WALCOTT SCHOOL

YOU'RE INVITED

Free Program

**Formal Opening Walcott School
and Farm-Market Road 1412**

**PLENTY of FOOD
FUN FOR ALL**

- POARCH BROTHERS
- GOOD HOUSEKEEPING SHOP
- KINSEY MOTOR COMPANY
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- ROSE & BARBER REALTORS
- HUNTER'S RED & WHITE CASH GROC.
- BEAVERS BROS. MOTOR CO.
- HEREFORD NEWS STAND
- SHELTON TIRE EXCHANGE
- JIMMIE ALLRED OIL CO.



By JIMMIE GILLENLINE

National Newspaper Week got off to a flying start Monday morning — and the best thing I can see about it so far is the fact that it is scheduled to end Saturday night. There are a lot of weeks designated to commemorate various events, professions and businesses and, for this reason, The Brand has never gone overboard on National Newspaper Week. This year, however, things seem to be a little bit different.

Just for a starter, I was guest of the Ministerial Alliance at their regular monthly meeting at 7:15 Monday morning. They really are a swell bunch of fellows and I enjoyed meeting with them a lot.

The thing I appreciate most about them is that each seems to have a sense of humor.

On account of meeting with the preachers Monday morning, I wore my Sunday suit and everywhere I went Sunday people would ask, "Where are you going to preach today? Anyway, the

question, under the circumstances, was appropriate.

Second on the list for National Newspaper Week came in the form of censorship from a fellow publisher through the Castro County News. The whole ruckus is a result of The Brand, in cooperation with Hereford Merchants, distributing "Regional Round-Up" papers in Dimmitt once each month.

Appearance of the Dimmitt paper on the opening day of National Newspaper Week is, we feel, appropriate. It tells the whole story of "freedom of the press" in one fell swoop. Furthermore, we wouldn't change it for the world. An editor in Dimmitt feels that he has been wronged, so he writes down what he thinks and how he feels. Nobody tells him what to say or how to say it. Furthermore, he distributes his message without interference or interruption not only to his own readers — but also to the people of Hereford and Deaf Smith County, just as The Brand has previously



A PHILLIPS BACK totes the pigskin through the field of Hereford "B" footballer for the third Phillips TD last Thursday night.—Burdine Photo.

done in months past when we circulated to people in Castro County. That, friends, is "freedom of the press" — and nowhere in the world except the United States will it be found in full operation.

Therefore, it is a genuine pleasure to say "Welcome" to the Monday appearance of the Castro County News in this community. We may not always agree in content with the News — but we shall always fight for them to have the right to say what they think, plus the right to distribute their papers in Hereford, or anywhere else they please.

We have further contended that the Castro County News is outstanding. A free press which does not speak up is just as bad as not having a free press at all. Dimmitt is fortunate in having good newspaper, a courageous forthright publisher and excellent newspaper facilities. They have long been outstanding among Panhandle newspapers. Loss of the friendship of this organization, we regret; friendship of people of this type is to be

treasured. Therein lies our only remorse from the situation. Certainly, the News owes us no apology for circulating in this or any other area. We would be more inclined to help than to hinder such circulation — even though the blasts may be aimed at The Brand. If you don't believe it, just try us sometime.

Besides, everyone likes to see a newspaper get stepped on from time to time. It's good for the morale. Even better sport than cussing the Washington bureaucrats — if that's possible.

Understand Rick Harmon is getting a new, modern front on his building and that he will also do some work on the inside of the store. Work should start in a week or two. This is the second building the Ezra Nortons have "face lifted" this year, the other being occupied by Rutherford and Co. Hereford has seen quite a few improvements of this type during the past four years and, despite the fact that quite a few buildings are still in bad repair, general appearance of the community is much, much better.

Dub Reeves, (bless his heart), has been screaming his head off because this column hasn't been appearing regularly. I tell him how busy I am and he says I am just "plain lazy" — and I guess he is about right, too.

Carl Sundeen, genial ad man for The Brand will be leaving Saturday. Carl is going into a firm which specializes in special editions for newspapers over the country. His first assignment, I believe, will be in Alice on an "Oil Progress Edition." The Sundeen family plans to continue living in Hereford and Carl will be dropping in from time to time between assignments. Melvin Young, just out of the Marines, will take over the advertising job at The Brand. Lots of you may remember Melvin. He was with us after his discharge from World War II, but was recalled as a member of the reserve corps. He is a fine young man, and we hope you will like him a lot.

Henry Sears keeps us in a dither around here. Last week he bought the Uhlman Grain elevator at Black, Texas, and this week he bought an elevator in Dimmitt. Something tells me he is going to be fairly busy.

"Time changes everything," they say, and it must be right. I can remember when only women occupied the drug store booths. Men, unless accompanied by a female companion, seldom ever sat in a booth. In fact, they invariably sat on counter stools. Now days you will often see ladies standing up while the men occupy the booths. This is probably due to serving of coffee in drug stores. It is sort of like the

transition from days when men got up and gave ladies their seats on streetcars, buses and trains. I guess the modern day women were just "born 30 years too late". Come to think of it, they may have brought it on themselves by demanding and getting "equality" in the "man's world." Anyway, we all have to admit that things have changed a lot.

NOTES FROM THE RESEARCH DEPARTMENT. Kent Snare, the football expert, played his first year of high school football on the Guthrie, Okla., team and lost to an Oklahoma City high school team by the exceptional score of 166 to 0. It's the truth, although the team did avenge itself in years that followed. P.S. Regular readers of his Grandstand Groupings will find a special price on dictionaries at The Brand Office.

Doctor: Your husband must have rest and quite. Here's a sleeping powder.

Wife: When do I give it to him?

Doctor: Don't give it to him. Take it yourself.

SANTA FE MAGAZINE

Sunday dinner guests in the C. E. Williams home were: Mr. and Mrs. Earl Abbot and children and Mrs. Pearl Abbot of Amherst. Mr. and Mrs. Sherrill Williams, of Muleshoe, and Betty Hawkins. Callers in the afternoon were: Mr. and Mrs. George Birch of Dimmitt.

Mrs. Floyd Hacker and Mrs. Walter Means of Carlsbad, N. M. visited last week in the home of Mrs. Mean's sister, Mrs. Odus Bulls.

at your favorite food store

OLD FASHION STONE GROUND CORN MEAL WHOLE WHEAT FLOUR

Meet Your Hometown Information Man



Let your local Santa Fe Agent furnish the answers to your traveling and shipping problems

Your hometown Santa Fe agent is a good man to have around when you need information about traveling and shipping.

He knows about passenger fares, freight rates, train schedules, and many time-saving ways to help when you have a

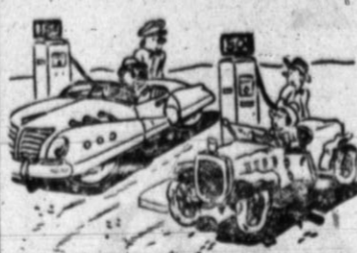
trip to make or freight to ship. Your Santa Fe agent works in your hometown for you. Call him for friendly advice and help when you travel or ship.

Santa Fe—all the way



GASOLINE TIPS

—BY DUDE—



A lot of times the only difference is in the gasoline. Try ours and feel the difference.

ROBERSON Service Station

Hereford Saves Your Teeth —We Save Your Car.



Phone 440 Hiway 60

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ALWAYS FIRST QUALITY

LOTS OF STYLES! LOTS OF COLORS!

all wool FLEECE



rich new colors!

•NUDE •TAFFY

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•WOOD VIOLET

•CORAL

32⁷⁵

News in fashion... the shaggy-soft, rich-textured wool fleece fabric! More news — in fashion... the gentle fullness of line, the feminine touch of puffy bracelet sleeves... the vibrant new colors! Come! Choose your coat now! Sizes 8-18.

prized for long-lasting looks...

prizes at this low Penney price!



crease-resistant Rayon Sheen GABARDINE

590

The handy coat dresses you love... tailored with fresh detail touches, yours in new deep colors. 12-20.

crisp rustling swirl-skirted

RAYON TAFFETA



This year... wide skirts stand out from your tiny waist, crisp fabrics whisper as you walk! Checks, stripes, plains... 9-15.

890

Mrs. Ed. Loerwald, Mrs. John Henderson, and Mrs. F. J. Walterschied attended the 15th Annual Convention of the Amarillo Diocesan Council of Catholic Women which was held in Odesa September 29 and 30. Mrs. Henderson and Mrs. Walterschied were delegates from the St. Anthony's Parish and Mrs. Loerwald was president-protimpore.

Messenger HD Club Hears Dr. Springer Speak

GARCIA — Dr. Springer from Friona was guest speaker at the meeting of the Messenger Home Demonstration club on Friday. He discussed diseases of the heart. The group voted to deed the community house to the Garcia community. At the next meeting plans will be made for a community gathering so that direc-



BYRLE ELLISTON, who had a free pass to the Texas State fair at Dallas for more consecutive years than anyone else in Hereford, is shown looking over some of his "Annie Oaklies". Byrle used to accompany the Deaf Smith county agricultural exhibit to the fair.—Brand Staff Photo.

Vernon Guest Is Complimented

Mrs. Finis Ross of Vernon who has been a recent house guest of Mrs. Herbert Haseloff, was named honoree at an informal coffee given Saturday morning by Mrs. W. H. Patton.

Pottery carrying out autumn colors was used in the table service and a green cloth blended with the lazy susan centerpiece

which held winter daisies and colorful fruits.

Those attending were: Mesdames Richard Winget, E. R. Kendall, R. A. Daniel Jr., W. Glenn Williams, Jed Miller, J. B. Brown, Luke Larrimore, Jake Moore, Stan Barrett, Irving Alexander, Earl Stagner, Herbert

Haseloff, the honoree and the hostess.

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LUSTRAWAX

APPLY LET DRY THAT'S ALL!

High Shine, Less Slip; More Wear, It's a Pip!

QUART SPECIAL 69¢

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BEST WISHES

To the People of
THE WALCOTT SCHOOL

District and the
Folks on the New

Farm To Market Road

1412. We Hope Your

Celebration Is A Big Success

HEREFORD STATE BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

How Can I?

By Anne Ashley

Q. How can I wash a feather pillow?

A. Dissolve 1 lb. sal-soda and 1/2-lb. soap in 1/2-gallon boiling water. Put about 5 buckets of warm water into a tub and pour in above solution. Next, dissolve 1/2-lb. chloride of lime in 1 qt. boiling water. Let it settle, then stir in tub. Beat pillows well and then put into tub, pressing down. Let soak for an hour or more, stirring and pressing constantly with a stick. Rinse in several changes of water, wring, press on line to dry, turning and shaking often.

Q. How can I care for garden furniture before storing it away for the winter months?

A. Rub the furniture well with

tors may be elected and plans for raising money to finish the building can be discussed.

The tailoring course which will be given this fall was discussed. Those present were: Mesdames Frank Howard, S. N. Thweatt, E. A. Brown, Frank Meier, Alta Wily, Don Kennedy, Ernest Brown, Bruce Coleman, Floyd Brown, Ruth Coleman, N. A. Brown, H. L. Daily, and Mrs. J. T. Guian.

boiled linseed oil; this will improve the color of the wood and prevent its cracking.

Q. How can I whiten my skin?
A. Mix and apply equal parts of rose water and lemon juice.

Q. How can I make two pounds of butter out of one pound?
A. Add gradually to one pint of butter one pint of milk and a little salt, beating it with an egg-beater until smooth. Put in a mold and set in a cool place.

Q. How can I curl a feather that has become damaged from rain or dew?

A. Sprinkle it thickly with common salt and shake it before a bright fire, or over a hot radiator, until dry. It will be as good as new.

Q. How can I clean wrought iron?

A. The best way is to dampen a woolen cloth in sweet oil, rub thoroughly, and then polish with a dry woolen cloth.

Q. How can I make a good mending cement?

A. Mix 1 quart of wood ashes, 1/2-cup of table salt, and enough water to give proper consistency. The dark appearance at first will afterwards turn almost white.

Q. How can I remove the odor of onions from the breath?

A. Chew a whole coffee bean or a sprig of parsley which has been dipped in vinegar. If a lump of sugar saturated with vinegar is eaten, it will also remove onion odor from the breath.

Q. How can I remove rain spots from velvet?

A. Sponge with cleaning fluid, always rubbing in one direction only.

Q. How can I prevent soap from getting into the eyes when shampooing the hair?

A. Grease the area around the eyes with Vaseline jelly or cold cream before beginning the shampoo, and soap will not enter the eyes.

Chief Petty Officer Jason Luck received his discharge from the Seabees on September 21 at Quonset Point, R. I.

Pfc. Clifford Kerr, son of Mr. and Mrs. W. S. Kerr, arrived home this week on a 15-day leave. Kerr's address is Pfc. Clifford Kerr, 3630 Main. Sqd., Kendall AFB, Florida.

Mr. and Mrs. E. C. Eubanks spent the week-end at Marlin, Texas where Mr. Eubanks attended a meeting of the Board of Governor's of the Texas Association of Public Accountants Saturday, Sept. 29.

PRESCRIPTIONS

It Does
MAKE A DIFFERENCE
where you have your prescription compounded.
Try us . . . and see for yourself.

EDWARDS
PHARMACY
1st Door South Hereford Clinic

a cargo of
SAVINGS

SHORTENING 3 lb. CTN. 79¢

- Kimbell's
- PANCAKE MIX 2 1/2 lb. box 36¢ Pillsbury's, Just Add Milk
 - TAMALES large can 27¢ In Corn Shuck, Morton
 - Macaroni or Spaghetti 2 for 23¢ 7 oz. box Skinner
 - SARDINES lg. oval. can 19¢ Treasure, In Tomato Sauce
 - Sweet Potatoes No. 2 1/2 can 21¢ Golden Yam, Blue Plate
 - MEATS PORK CHOPS First Cuts 57¢ Center Cuts 63¢
 - PRESSED HAM lb. 55¢ HAMBURGER Fresh Ground lb. 63¢

ORANGE JUICE 46 Oz. CAN. 23¢

- Kimbell's
- PRODUCE Tokay GRAPES Fine Flame 2 lbs. 25¢ CARROTS 1 1/4 lb. cello pkg 17¢ APPLES Idaho Red Delicious 2 lbs. 25¢ Cranberries 1 lb. Cello Bag 27¢
 - PEAS 2 No. 303 cans 25¢ Early Tender, Goldwyn
 - PEACHES 3 for \$1.00 Heart's Delight, heavy syrup Lg. No. 2 1/2 can
 - CRACKERS 1 lb. box 29¢ Sunshine Krispy
 - HONEY COMB 1 lb. jar 37¢ Bestyett
 - TEA 1/4 lb. box 25¢ Maxwell House
 - FLOUR 25 lb. print bag \$1.93 Kimbell's

You may WIN in this exciting contest \$90,000.00 in WESTINGHOUSE LAUNDROMAT and DRYER PRIZES!

Ask us for FREE ENTRY BLANKS with complete details

WHITE KING SOAP Gnt. Box 59¢

WHITE KING WATER SOFTENER Lge. Box 25¢

DOG FOOD
KIM
Tall Can
3 FOR 28¢

THOMAS FOOD

IN PARK AVE. VILLAGE
We Deliver - Phone 15
PLENTY OF PARKING SPACE

WE GIVE S & H GREEN STAMPS

Notice!

Hereford Locker & Cold Storage

Has Been Leased To . . .

S. E. BURLERSON

I have been employed here at the locker plant for the last 4 months.
I will feature better service if possible. . . better wrapping with telephane paper.
We have a few choice lockers vacant. Come in and let us sell you your beef or pork at wholesale prices to fill one of the lockers.
Give me a trial and I will make every effort to please our present customers and encourage new ones.
We are also the dealers for the Deepfreeze Home Freezers and refrigerators.

Signed: S. E. BURLERSON

130 N. Main St.

Phone 64

GARCIA NEWS

Cpl. Walter Howard Jr. Home on Furlough Before Going Overseas

By Mrs. N. A. Brown
Cpl. Walter Howard Jr. who has finished his radar mechanics schooling in Denver, Colo., is home on a 30-day leave. At the end of the leave he will be shipped to Germany. Farmers in the Garcia community are harvesting maize and some of them are dry sowing

Our Big U.S. ROYAL Tire Show Now Going On!



Come today to our Great Tire and Tube Show

See with your own eyes—entirely new mileage life and safety—skid protection, blow-out protection, life protection!
See the U. S. Royal Master with its many tire lives in one giving up to twice as many safe miles. See the U. S. Royal Air Ride tires—with driving and steering qualities entirely exclusive.
See and know the great U. S. Nylon Life-tube. See how it actually prevents blowouts from happening.
There are a dozen more U. S. ROYAL facts you should know, before you make any tire investment. COME IN TODAY.

OUR CREDIT SERVICE makes all U. S. ROYALS very easy to own
Should you need new tires or tubes, or want them after you've seen this great U. S. ROYAL SHOW—our allowances for your old tires and our long EASY CREDIT TERMS make U. S. Royals extremely easy to own.

JONES BROS. SERVICE STA.

813 E. Hwy. 60

Phone 1281



SOME OF THE children and their mothers who attended the grand opening Monday of the Village Sports Shop are shown above. Helen McCauley and Marie Cogdell, partners in the new business venture, are shown in the above picture wearing white blouses. Favors were presented to all the kiddies attending the opening. The new shop is located at 515 Park avenue. —Brand Staff Photo.

Mr. and Mrs. Ted Pinkerton of Woodard, Okla. and Mrs. G. E. Pinkerton of Elk City, Okla. visited their daughter and sister, Mrs. Ruth Coleman this past week.

Mr. and Mrs. Porter Wylie of San Jon, N. M., visited Mr. and Mrs. Bobo Wylie and Gaye Thursday.

Mrs. H. L. Daily, Mrs. J. T. Guinn's mother, returned home from the Parmer county hospital Thursday.

Mr. and Mrs. Gaylon Potts and sons, Bunnie and Ricky of Tatum, N. M. visited in the home of Mr. and Mrs. N. A. Brown over the week-end.

Mrs. Ruth Coleman is spending the week in the home of Mr. and Mrs. James R. Coleman and son, Teddy Ray.

Mrs. W. P. Walker of Oklahoma City, a former resident of this community, is visiting her daughter Mrs. James R. Coleman. Mrs. Arlon Miller and children and Mrs. Veri Miller of Floydada

were visitors in the E. M. Jack and Betram Jack homes this past week.

Mr. and Mrs. Duane Wylie spent the week-end in Amarillo visiting Mr. and Mrs. Lynn Walteman and visited Sunday in Quitaque and Turkey.

S. N. Thweatt hurt his hand seriously when he got it caught in the needle on the binder.

Mrs. C. M. Brown and sons have returned to their farm for a week to sow their wheat. Mrs. Brown is caring for her father in Tucumcari and the boys are attending college.

Mr. and Mrs. Elred Brown and Carl Goldson were dinner guests Sunday in the home of Mr. and Mrs. C. W. King of Belview.

Gene Moore, student at ENMU, Portales, spent the day Sunday with his mother, Mrs. Bess Moore

Church....

(Continued from page 4) church auditorium.

Listen to the Saturday morning devotion, sponsored by the Lutheran church over KPAN at 8:45 a. m.

Seventh Day Adventist

Rev. J. I. Taylor retired minister of Sherman was speaker at the 11 o'clock service of the Seventh Day Adventist church Saturday, Sept. 29. He used Revelation 3:10 as his text.

Elder G. A. LaGrone of Amarillo will fill the pulpit on the Sabbath, Saturday, Oct. 6. The lessons for this quarter will pertain to creation and redemption and the 13th Sabbath overflow offering on December 29 will go to the Inter-American

division to help replace some of the buildings of the West Indian Training college at Mondeville, Jamaica.

evening at 8 o'clock. Rev. H. V. Fields is the pastor.

Avenue Baptist

Sunday services for the Avenue Baptist church are: Sunday school, 9:45; worship service, 11 o'clock; training union, 7 o'clock, evening worship, 8 o'clock.

Mid-week prayer service will be held Wednesday evening at 8 o'clock. Youth for Christ and prayer service will be held Saturday

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DOUBLE FEATURE NO 1 GENE AUTRY SILVER CANYON NO 2 MONTY WOOLLEY THELMA RITTER AS YOUNG AS YOU FEEL DAVID WAYNE JEAN PETERS STAR FRIDAY SATURDAY MGM'S TECHNICOLOR MUSICAL OF MISSISSIPPI! KATHARIN GRAYSON ANA GARDNER HOWARD KEEL JOE E. BROWN SHOW BOAT SUNDAY-MONDAY-TUESDAY HEREFORD STAR YOUR COMMUNITY CENTER

DON'T MISS ROAR OF THE IRON HORSE Rail Blazer of the Apache Trail COLUMBIA'S SUPER-SERIAL SPECIAL WITH JOE CROMBIEY-Virginia Herrick-William Forrest-Hal Landon-Written for the Screen by George H. Plympton-Director L. Lane and Regal E. Cole - Produced by SAM NATHANSON - Directed by BRUNEL, SEBERT and THOMAS GIBB TEXAS FRIDAY SATURDAY TOUGH GUYS BEWARE... PALOOKA MEANS BUSINESS...! JOE PALOOKA Triple Cross JOE KIRKWOOD - JAMES GLEASON JOE'S YOUNGSTERS BATTLE TEXAS SUNDAY MONDAY

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OF YOUR WEDDING ANNIVERSARY

Anniversaries from Thursday, October 4th, through Saturday, October 6th...

- Mr. & Mrs. H. H. Boardman Mr. & Mrs. J. W. Brock Mr. & Mrs. C. F. White Mr. & Mrs. Wm. F. Hardwick Mr. & Mrs. Zerrell Thomas Mr. & Mrs. Rupert Dowell Mr. & Mrs. J. D. Lester Mr. & Mrs. Wm. A. Phillips

THURSDAY-FRIDAY VAN HEFLIN SUSAN HAYWARD TAP ROOTS SATURDAY DAKOTA LIL GEORGE MINTON BIRD CAMPBELL MAURE WOODS SUNDAY-MONDAY HAPPY BIRTHDAY WAGNER AND WIVES SIERRA TECHNICOLOR TUESDAY-WEDNESDAY Treasure Island

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