

SIGHTS, FACES
SEEN

Around Town

The American Legion Auxiliary will serve a Mexican dinner at the Legion post club house Thursday Oct. 30 from 6:30 to 9:30 p.m. for the purpose of raising funds to furnish flags for the Shirley School.

The page in this issue of The Brand showing a sample ballot of the November 4 election as it will appear to you voters comes to the readers of this paper courtesy of the Bradley Grain Company here in Hereford.

The new 1953 Chrysler will be on display at McCullough Motors here in Hereford Thursday, Friday and Saturday of this week.

Mrs. J. B. Brown of Hereford was named Monday as the past week winner of The Brand football guessing contest. Mrs. Brown had 16 correct selections. Glen McNeil and J. B. Brown tied for second, and will split second and third prize with 15 correct selections.

Public auction will be held Friday at the Western Wheel Inn cafe which has been closed recently. Free coffee and doughnuts will be served during the day, at which time all fixtures in the cafe will be on auction.

Ike Leading 3-1 In Final Tally

Final Poll tally in the High Plains Poll just completed in this area shows that Eisenhower is leading by a 3 to 1 count over his opponent, Adlai Stevenson. Ike polled 1,895 votes to 597 for Adlai. Stevenson has been picking up strength the last two weeks when the lead changed from 4 to 1. Final reports from 26 papers show:

	Ike	Adlai
Lockney	81	18
Olton	14	9
Cloya	25	10
Toshoma	7	0
Borger	54	25
Childress	42	6
Spears	83	30
Spearsman	12	7
Groom	16	5
Hereford	120	22
Memphis	96	34
Muleshoe	15	10
Boise City	126	14
Candadian	17	11
Dalhart	163	80
McLean	30	4
Happy	18	3
Amarillo	237	39
Guymon	157	22
Friona	67	19
Shamrock	83	98
Floydada	43	16
Perryton	209	44
Claude	17	21
Higgins	17	3
Clayton	82	11

Final count in the poll taken in The Hereford Brand gave Ike 132 votes for 24 for Adlai.



QUICK ACTION on the part of the Hereford Fire Department prevented a heavy loss at the Monday night fire at the Hereford Cotton Gin. The blaze destroyed ten bales of cotton on the lot at the gin, which was partly covered by insurance. Staff Photo.

Texas Poll Tax Requirements Told Voters

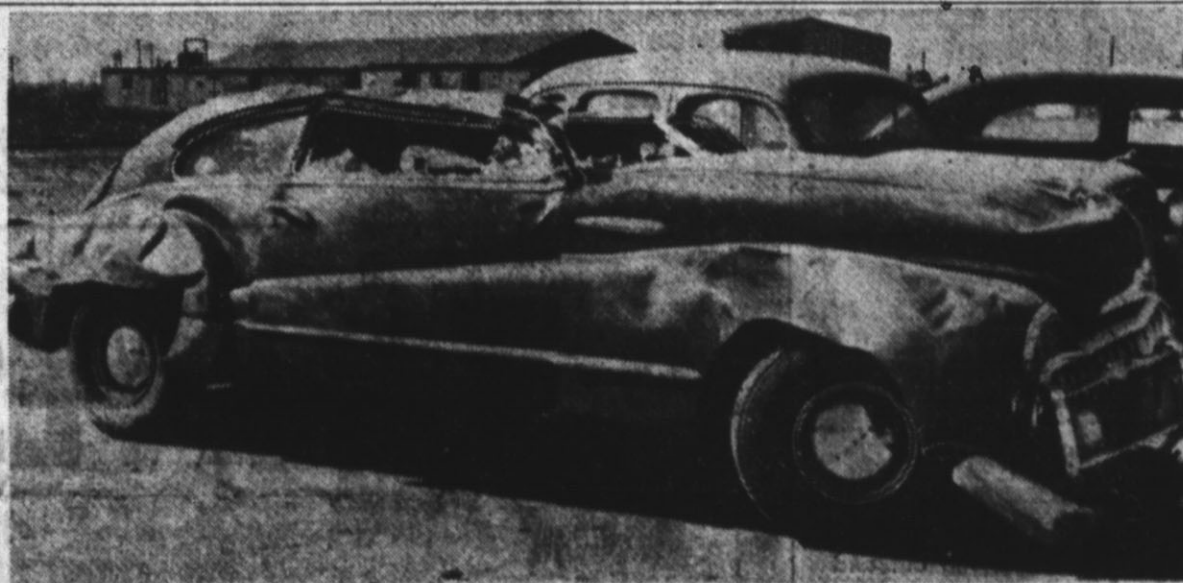
During the past few months, citizens all over the United States have been exhorted by printed, radio or movie advertisements to be sure to "Register" in order to be eligible to vote in the November 4 election. To many Texans these ads have been confusing, some of them wondering whether the New Election Code passed by the last session of the Legislature may have contained some requirement regarding registration.

This confusing situation has arisen because in a large number of state regulations has replaced the poll tax. National get-out-the-vote campaigns were planned with the requirements of the "registration states" in mind, and campaign advertisements circulated in "poll tax states" along with the others.

Registration is not required by the Texas Election Code. Unless you fall within specified statutory exceptions, you must still have a poll tax receipt in order to vote. In some but not all cases persons exempt from payment of the poll tax must obtain exemption certificates from their county tax collector.

Arkansas Man Has Heart Attack Here Sunday Night

Marvin Mitchell, 29, who gave Pine Bluff, Ark. as his home address was rushed to the Deaf Smith County hospital Sunday at 9:45 when he was stricken with a heart attack while eating at a local cafe on the highway.



FIVE ESCAPE DEATH in a freak accident Monday afternoon in the car pictured above which landed bottom side up as it was being towed to a Hereford Garage. L. T. Flynn, his wife, two children and mother-in-law were passengers in the vehicle at the time of the wreck on Highway 51 and the Lake Road Turn. Staff Photo.

Family Of Five Escapes Death In Freak Accident

L. T. (Tony) Flynn of 809 A Miles Ave. suffered a painful skull fracture in an auto accident Monday evening between 3 and 4 p.m.

Mrs. Mae Vick, mother-in-law of Flynn, is in the Deaf Smith county hospital with severe head injuries. Mrs. Flynn escaped with minor but painful injuries to the knee.

The two Flynn children, Ronnie Dale, age 4 and Linda, age 3, were not seriously hurt except for slight cuts and bruises.

The accident occurred at the turn of Lake Road and Highway 51 as the family was returning to Hereford from Brownfield. According to Flynn, his Buick car began to act up and he called the garage for a wrecker to tow him in to Hereford.

Rural Route 5 Gets OK Here With Deliveries To Start On Saturday

Rural Route 5 received the go-ahead signal here Monday after an inspection of this proposed mail route was held Monday morning. The inspection team making the route found that a sufficient number of boxes had been erected for approval, according to Hereford Postmaster Jim Lipscomb.

Enough boxes had been erected in the prescribed manner and operation has been ok'd for the new route. First mail delivery will start Saturday morning and deliveries will be a little off schedule for a short time, as is the usual case, Lipscomb said.

Approximately 175 families, who have been coming to Hereford every day to get their mail, will be served by this new route. Deliveries will be daily, except Sundays and holidays.

The Weather

	High	Low
Sunday	84	46
Monday	85	38
Tuesday	87	31
Wednesday	65	33

Herbert Crooks Fined On Selling Liquor In Dry Area Charge Monday

Records in the office of the Deaf Smith County Clerk show that Herbert Crooks arrested on a charge of selling liquor in a dry area entered a plea of guilty and was assessed a fine of \$100 and costs.

R. E. Wilcox was named in a charge of swindling with a worthless check and Leslie E. Clay was charged on Oct. 29 with aggravated assault.

Local officers are still looking for the last two men named above and are wanted in Hereford on the charges as filed in the records of the complaint.

The local rumor that a Mexican had been stabbed and another shot near Hereford proved to be false after investigation.

\$850,000 School Bond Election Set

Setting November 22, 1952 as the date for Hereford's third School Bond election, the School Board Tuesday night ordered an election in the sum of \$850,000 to cover construction of a new high school building. They also estimated, provided that the bonds pass, that it will take two years from the date of passage before the new building could be finished.

Cactus Cafe Burglarized

The Cactus Cafe was visited by burglars in a well timed break-in during the early hours of Tuesday morning. The cafe closed at 10:45 Monday night and when the morning shift reported for work at 6 Tuesday morning the theft was discovered.

The thieves entered the cafe by breaking the glass out of the window facing on the parking lot next to the cafe and climbing through the opening into the dining room.

They pried and battered the cigarette machine open and got a quantity of cigarettes beside the \$12.50 in the coin box of the machine. The damage to the dispenser was listed as \$185.

Next, they hit the juke-box and pried open the front of this to get at the coin box which was found empty and at the front of the cafe.

The thieves dumped a box of cigars on the floor and used the box to cart away the small change from the rifled machines.

They ransacked the cash register on the counter and found \$41.50 in bills and change left for the opening shift. One thing which was left behind in plenty was fingerprints.

Officers are investigating the robbery.

Fire At Local Gin Monday Night Destroys Ten Bales Of Cotton

The Hereford Fire Department answered an alarm Monday night at the Hereford Cotton Gin, east of town at 9:45.

The blaze was found to be in baled cotton which was stacked in the lot adjoining the gin and the fire proved to be a stubborn one until chemicals were used.

The cause of the fire was believed to have been from a spark possible due to the breaking of a band on one of the bales and striking against another steel band.

Ten bales of the cotton were lost in the blaze and was figured at an estimated value of over \$1600 which was said to be partly covered by insurance.

One of the members of the Fire Department suffered slight injuries when he jumped from the fire truck and hurt his heel. The injured man was Dick Jonell.

The Hereford Department also answered an alarm at the Albert - Peters potato shed Saturday night early when a small blaze was discovered near one of the conveyers.

Firemen entered the shed and found a dense smoke from the burning conveyer belt which was entirely destroyed. The blaze, however, was quickly brought under control with hose from the booster tanks of the fire trucks.

The exact cause of the fire was not learned but it is thought boys may have entered the shed through a trap door in the floor, and started the fire while smoking.

Legion Convention Is Postponed Due To Overcrowded Conditions

Mike M. McCully, 18th District Commander of the American Legion, Department of Texas, has announced that the Annual Fall Convention originally scheduled for November 8th and 9th in Hereford has been postponed until November 29th and 30th. The change in dates was necessitated by the over crowded conditions in hotels and tourist courts of Hereford during the gathering of their largest bumper crop of lettuce in Deaf Smith county history. Hereford officials indicate that the let-

Continued on page 2



QUIZDOWN WINNERS: Shirley School contestants won first place and a Zenith portable radio by defeating Nazareth at Quizdown in Amarillo last Saturday. This is the third consecutive year that pupils from Shirley have won first place. Individual awards of medals and red, white and blue pencils were presented to each contestant. Pictured left to right are: Front row Gary Werlenberger, Michael Rooke, Clinton Conaway, James Gentry, and Patricia Howard. Back row Danny Martin, Linda Hair, Ada Mae Betts, Judy Coffin, and Sandra Roberson.



IT WAS A TOUGH FIGHT... and from the expressions of the people above it must have been quite a fight. This picture was taken recently at the Bull Barn during one of the wrestling matchings. Reading left to right in the 1st row are recognized Bill Forbus, Mrs. Bob Cummings and Donnie Johnson. In the second row are T. J. Clay, Thurmond Johnson, Mrs. Thumon Johnson. Photo by Alex Thompson.



BIGGEST CALL of the Hereford, Deaf Smith Selective Service Board, totaling 33, with 22 from Hereford, six from Canyon, one from Amarillo, and four transferred out. The selectees are shown as they were ready to board the bus Wednesday morning at Hereford. Staff Photo.

Brother-In-Law To Raymond Higginbotham Family Dies Suddenly

Mr. and Mrs. Raymond Higginbotham received word Tuesday noon that their brother-in-law Dudley Wooten had passed away quite suddenly. It was a great shock to his family as well as the Higginbothams, as he had been reported much better. Mr. Wooten was in a minor car accident a week ago Saturday, receiving only minor injuries. He was taken to the hospital and dismissed after examination. Later complications of arthritis set in and he was again taken to the hospital remaining a few days then dismissed again.

His father was visiting in the Higginbotham home Monday and reported his son much improved.

The Higginbothams left soon after noon to be with their relatives there.

Faust Collier delivered the message to the Higginbothams. They live six miles west and two miles north on Harrison.

Today, too many hesitate to display patriotism because they are afraid of being called isolationists.

Q. What makeup procedure will help to emphasize my eyes?
A. Rouge your lips lightly with a becoming, but not vivid shade. Strive for a mat finish to your skin with a perfect foundation cream or lotion and a powder that matches your skin tone. Keep your eyebrows sleek, but never plucked to a thinness, and learn how to featherstroke them with the point of a pencil. Try to get a glisten on your eyelids.

Letter To The Editor

The Hereford Brand:
I notice the letter in The Brand Oct. 19 issue, R. L. Ethridge complaining about the noise of the switch engine on the Santa Fe. There are a lot of other rackets and noises that are more annoying than the switch engines in this town. If Mr. Ethridge was to cross the railroad tracks and the engineer did not toot the horn or whistle and hit him, the first thing he would say or do would be to employ a lawyer and probably bring suit for twenty or thirty thousand dollars and of course the Santa Fe would be stuck, regardless how innocent they are. If Mr. Ethridge or any one else who complains about the

train toots and whistles would just stand around a R-R crossing or depot one day and watch the thousands of autos and see what I have seen, people trying to beat the train to the crossing, making their hearts come up in their throats, several times a day, they wouldn't complain. If they were the engineers they would do just like the other engineers do.

Every time you hear an engineer toot or whistle just say "Well guess another life was saved". I don't like to hear them either, but that's an engineers duty and railroading is, safety first, and thousands of lives are saved just because of that toot or whistle.

There toots and whistles are also emergencies, and making these farmers of ours millions of dollars.

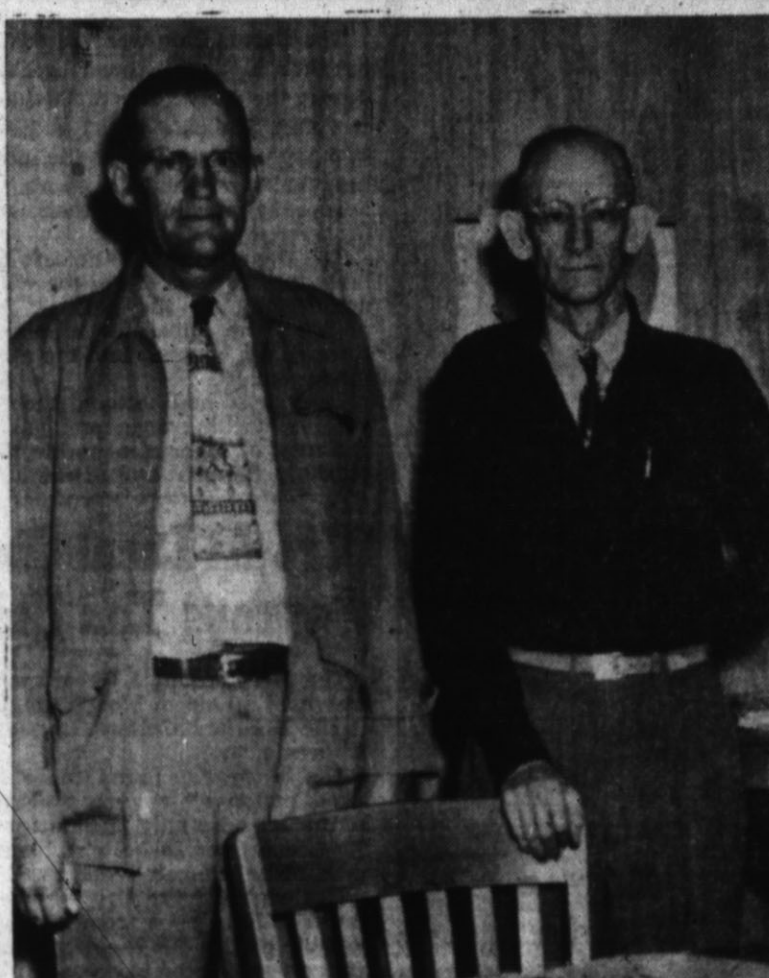
Joe Beyer,
Ex-R-R Agent.

Legion

(Continued from Page 1)
tuce harvest will be completed before these dates.

Rev. Bill Arms, Immediate Past Department Chaplain of the American Legion, and pastor of the Gateway Baptist church in Fort Worth, will deliver the key note address of the convention on Sun-

day morning, November 30th. Rev. Arms is nationally known for his fight against the encroaching threat of Communism in America. Recently, he and veteran members of his Fort Worth congregation picketed a communist meeting in Fort Worth, handing out brochures of the Communist speakers background and playing the National Anthem and other patriotic songs from a sound truck.



N. F. T. A. changes employes, when E. J. Grady resigned as Secretary and Treasurer of the Hereford Office and was replaced by Jeff Roberson. Pictured above are the old and new in the office of the Association. Staff Photo.

Singers Invited To Attend First Rehearsal Of Handel's 'Messiah'

All singers are invited to join the Hereford Civic Chorus for the first rehearsal of the 'Messiah' by Handel Sunday November 2 at the First Methodist church in Ward Hall.

Dr. A. Clyde Roller, director of the Amarillo Symphony will be the director and will bring the orchestra for the presentation of the oration early in December, the definite date will be announced later.

This will be the 17th annual presentation of this Christmas Oratorio in Hereford. Singers will be invited to join in the Amarillo presentation the week following the production in Hereford.

Avis Culp Is Social Chairman At Wayland

Plainview, Oct. 24 — Avis Culp, sophomore from Hereford is social chairman on the Pioneer Hall Council at Wayland College.

Avis, who is a mission volunteer, is treasurer of the Volunteer Mission Band. She is on the enrollment and stewardship committees of the Baptist Student Union Council and secretary of the Avenue Baptist church, Hereford. During the summer she worked in Vacation Bible school with the Texas Invincibles.

She is the daughter of Mr. and Mrs. N. W. Culp, Hereford.

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Liquid Petroleum burns cleaner, reduces carbon deposits and practically eliminates crankcase dilution.

The Massey-Harris 44 L.P. is custom designed and factory built for efficient operation on L.P. fuel. And because it is built as a complete L.P. unit, the 44 LP gives you the same high-power rating as the 44 Gas—the same belt and drawbar efficiency.

In addition you get the economy of operating on low-cost fuel, and the low engine upkeep that results from the use of clean-burning, high-octane L.P.

Ask for a demonstration of the 44 L.P. . . . let us show you the tractor that gives you lower operating costs and maximum power in its class.

✓ LOW MAINTENANCE

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4-5 plow 55 L.P.

Liquid Petroleum burns cleaner, reduces carbon deposits and practically eliminates crankcase dilution.

A big 382-cubic-inch engine with precision design and construction powers the 55 L.P. It has all the stand-out features of the regular gasoline series, plus the high efficiency and low upkeep costs of operating on clean-burning, high octane L.P. What's more, the 55 L.P. is factory designed as a propane-butane tractor . . . there's no power loss as with conversion units.

See us soon, and we'll show you how to get fuel economy, low upkeep and rugged plowing power for your farm . . . the Massey-Harris 55 L.P.

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Lakewood STRAWBERRY PRESERVES 2 lb. Jar **54¢**

Shurfine POP CORN Can 18c Hi-C ORANGE JUICE 46 oz. Can 25c Sun Spun TOMATO CATSUP 14 oz. Bottle 15c Shurfine OLEOMARGERINE 2 lbs. 41c Wapco, in heavy Syrup SWEET POTATOES No. 2 1/2 Can 33c Shurfine PUMPKIN No. 300 Can 2 for 27c	Tricks or Treats GUM Wriggly's Carton 59¢
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Plenty Fruit Cake Mixes — Cherrie, Pineapple, etc.

Admiration COFFEE With \$4.00 Purchase Other Merchandise **1 lb 49¢**

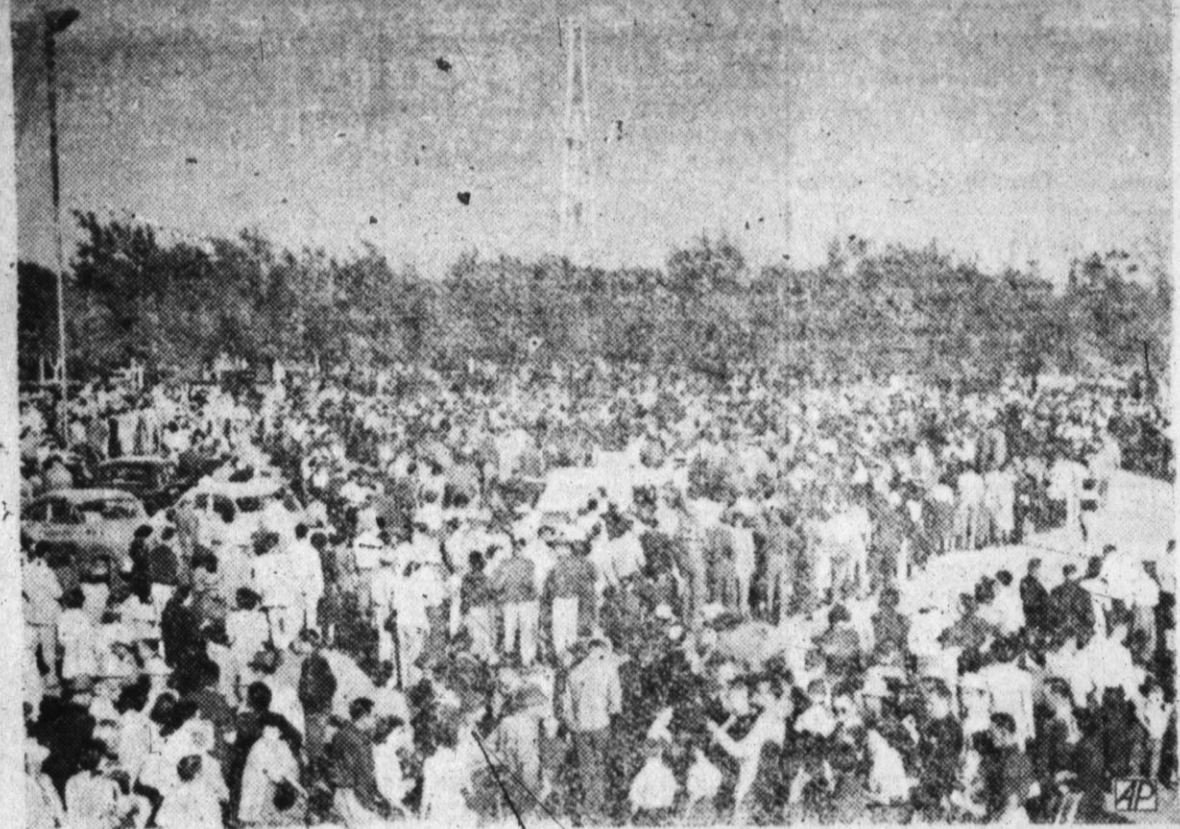
Shurfine MILK Tall Can 3 for 41c Diamond TOMATOES No. 2 Can 2 for 35c Shurfine CUT GREEN BEANS & POTATOES No 303 Can 2 for 33c Lge. Pkg., Ready to Heat and Eat CHINESE DINNER, Meatless 61c Nestle COOKIE MIX lg. box 35c	BANANAS Large Central American 10¢
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GRAPEFRUIT JUICE Val Tex 46 oz. Can **15¢**

Delicious for soups or stews OX TAILS lb. 25c Tender, Fresh CALF LIVER lb. 59c All Meat BOLOGNA lb. 45c Sun Ray BACON, Sliced 2 lb. Pkg. each 1.19	Marsh Seedless Grapefruit Large Size 8¢ Each
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OIL SHOW BARBECUE—This is part of the crowd of 15,676 at a Chuck Wagon Gang barbecue held in Odessa at the Permian Basin Oil Show. Eighteen serving lines dished out Western beef and trimmings in about one hour. In the background is a ten-story-high derrick, one of the 350 exhibits in the oil exposition. More than 100,000 attended the four-day show. (AP Photo)

FRIONA NEWS

Parents Honor Eighth Graders At Friona With Party On Saturday

Parents of the 8th grade of the Friona school honored the class with a party Saturday night at the Friona Methodist church annex. The evening was spent playing games and listening to the fortune teller.

Those present were David Cobb, Gladys Baxter, Randall Allen, Wesley Barnett, Jerry Childs, Barbara Deaton, Alton Franklin, Gerald Floyd, Naomi Gardner, Meredene Gibson, Burkie Hand, Phyllis Hinds, Wayford Hinds, Wayne Jones, Delene Massey, Janice Miller, Joe McLellan, Loretta O'Brien, Sterling Prichard, Don Reeve, Ardith Rollen, Darrell Thompson, Leroy Weidner, Maudine Stowers, Geneva Wilkerson, the 8th grade sponsors, Miss Gladys Elkins and Mrs. Sanders. Honorary room parents, Mr. and Mrs. Giles Cobb, the hostess, Mesdames Kenneth O'Brien, L. D. Chiles and John S. Thompson were also present. The group was served stew, apples and cocoa.

Friona's Chiefs meet the Farwell team here next Friday night in a conference game. Friona has lost one conference game and only two for the season.

Gail Knight, daughter of Mr. and Mrs. J. E. Knight, was rushed to the Parmer County hospital Thursday night where she underwent surgery for appendicitis. She is reported as doing fine.

John Wayne Renner, son of Mr. and Mrs. John Renner underwent surgery for appendicitis last Wednesday. He returned home Monday.

Marvin Mitchell, transient from Pine Bluff, Ark., fell on the street Sunday from a heart attack and was taken to the Parmer County hospital.

Mrs. David E. Moore of Dexter, N. M., was here this last week visiting her daughter and family, Mr. and Mrs. Claude Miller.

Lt. and Mrs. Bill Sheehan of Ft. Bliss were visitors in Friona over the week-end. Bill was in law business in Friona before being called back into service about 3 months ago.

Mr. and Mrs. Haywood Vaughn of Muleshoe visited his parents, Mr. and Mrs. Elwood Vaughn Sunday.

The C. D. Days visited in Amarillo over the week end with Mr. and Mrs. R. A. Hays.

Mr. and Mrs. H. K. Kendrick were in Amarillo Sunday visiting her parents, Mr. and Mrs. Joe Shields.

Mr. and Mrs. H. C. Kendrick returned home Sunday from Meneola where they visited for a week with his sister and family.

Mr. and Mrs. Pete Cornelius and family visited in Amarillo over the week end.

Mrs. Lunell Rea of Amarillo is visiting in the home of Mr. and Mrs. C. D. Day this week.

E. R. Day is in Farwell attending commissioners court.

New homes in Friona that are near completion are the homes of Mr. and Mrs. M. M. Shirley, Mr. and Mrs. Bill Cogdill, Mr. and Mrs. Bill Bandy, Mr. and Mrs. J. C. Wilkerson and Mr. and Mrs. Roscoe Parr.

Mr. and Mrs. E. R. Day Sr., were in Amarillo Saturday visiting their daughter.

Miss Eida Hart and Lois Norwood visited in Lubbock over the week end with a school mate and friend, Mr. and Mrs. James Sikes.

Jim Mars and J. C. were supper guests in the E. R. Day home Thursday.

Jim Mears and Vic Kruger were in Amarillo Thursday.

Mr. and Mrs. T. B. Armstrong and Mr. and Mrs. T. E. Armstrong of Warren, R. I., visited in the E. R. Day home Friday.

Students home from WTSC were Wanda Robason, Max Cruse, Dean Hall, Dale Houlett and L. A. Jones and Walter Hanes. From Texas Tech, Mary Lou, Ray V. Miller, Keith Brock, Harold Joe, Max Wells and Rex Blackburn.

Mr. and Mrs. Roscoe Ivy were dinner guests in the M. M. Shirley home Sunday.

Joy Baxter visited with Gladys Baxter Sunday.

Mr. and Mrs. J. W. Baxter were called to Clifton, Okla., to be with his sister, Mrs. Allie Patterson who is very ill.

Dinner guests in the E. M. Jack home Sunday were John R. Freeman, his daughter and family, Mr. and Mrs. Dodell of Amarillo, Mr. and Mrs. L. D. Chiles and family and Mr. and Mrs. Burton Jack.

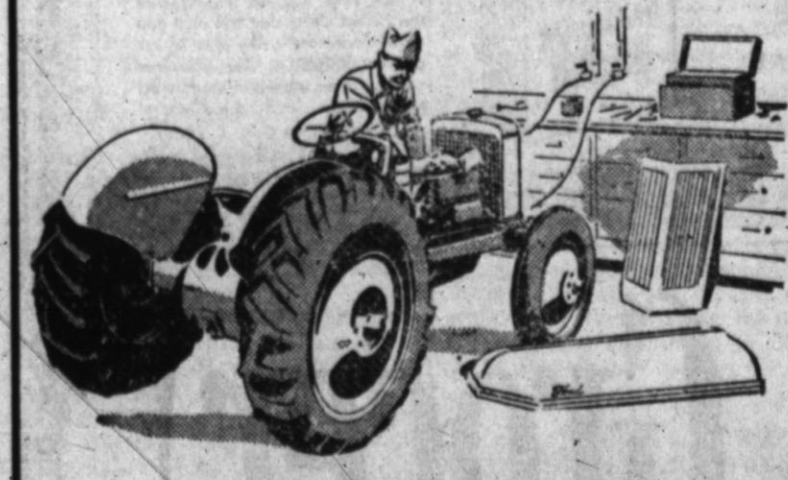
The Oscar Baxter family and Mrs. Merle Shirley visited in the home of Mr. and Mrs. J. B. Shirley Sunday.

Pfc. and Mrs. James Pope of Ft. Sill, Okla., visited their parents, Mr. and Mrs. A. H. Hadley and Mr. and Mrs. L. D. Pope over the week end.

The Leo Balles had the following for dinner Sunday: Mr. and Mrs. A. H. Hadley and family; Mr. and Mrs. L. D. Pope and family; Pfc. and Mrs. James Pope, Mr. and Mrs. J. A. Wyley and family, Mrs. Alta Wyley and Mrs. Mamie Adams.

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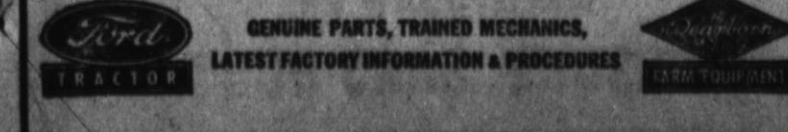
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CREOMULSION
relieves Coughs, Chest Colds, Acute Bronchitis

Homer Horner received word Saturday that his brother in California had been killed. A brother joined Homer here Saturday and they left by car for Calif.

It was reported that Mrs. McAdams of Friona suffered a heart attack Saturday and was taken to the Parmer County hospital.

Mr. and Mrs. Leonard Dutton and family of Littlefield visited in the C. D. Day home Sunday.

Mr. and Mrs. J. G. McFarland are in South Dakota this week. Mrs. A. A. Crow is staying with the children.

Mr. and Mrs. S. H. Osborn are gone deer hunting. Mr. and Mrs. Will Osborn are staying with Saffly and Robbie while their folks are away.

Fred Schneider celebrated his 80th birthday Sunday. He is the father of Mrs. Slim Taylor.

Jasper Bess returned home Friday from Ada where he had been

to attend the funeral of his niece, Wanda Gay, 22, who was killed in a car accident near Blackwell on Wednesday.

Bert Shackelford and Jay Sanders spent last week hunting in the southern part of Colorado. No kill was reported.

SCOUT NEWS

Troop 6 met Monday with their leaders, Mrs. Roy V. Smith and Mrs. A. L. Black with 14 members present. The meeting opened with roll call and Brownie promise after which several games and songs were enjoyed. The girls made Halloween hats, and refreshments were served. Those present were Carolyn Sue Baxter, Kitty Black, Donna Blackburn, Cynthia Caffey, Wynell Dutton, Melba Douglas, Linda Kay Brummett, Judy Fesser, Edity Jon Foster, Reba Kay-Fulcher, Karen Trider, Martha Tubbs, Ro-

ma Kay Struve, Lois White and Joyce Stowers.

Troop 8 met at the Congregational church basement with their leaders, Mrs. Harshel Johnson, Mrs. Guy Lotta and Mrs. Eugene Boggess. A Halloween party was held and those present were served ice cream, cookies, suckers and koolade. Those present were Wilene Baxter, Patricia Baxter, La Voyce Burdick, Cynthia Guinn, Barbara Dudley, Martie Lu Fulcher, Patsy Fallwell, Linda Kay Johnson, Sharon Reeve, Audrey Slagel, Carolyn Singleterry, Iven Ben Parr, and Mary and Martha Knight.

Troop 2 met Monday afternoon in the J. G. McFarland home with their leaders, Mrs. H. K. Kendrick and Mrs. Kenneth O'Brien. The girls are working on their folk-dance badge and soon they will take up good grooming. Melaine Gibson served hot cocoa and

doughnuts to the following: Gladys Baxter, Katheryn Dunn, Doris McFarland, Loretta O'Brien, Carolyn Stowers, Phyllis Trider and Patsy Anthony and the leaders.

Mrs. Cayson Jones and Mrs. J. O. Wall of Clovis were in Amarillo Thursday. Mrs. Jones mother, Mrs. A. S. Cherry returned home with her and remained until Sunday.

Mr. and Mrs. Bill Bomer of Brownfield visited Sunday in the home of his sister and family. Mr. and Mrs. Charles Mercer and that afternoon they all visited with August and John Kathie of Friona.

If we are to preserve our representative form of government, we can do so only if the character of the people is developed to a very high degree. Under dictatorship, the dictator thinks and acts for the people.

The founders of this great nation accepted their responsibilities without equivocation. They did not shirk their duties as citizens.

Q. How should I select and use my proper makeup base?

A. You must remember that most tinted makeups look darker in their containers than they do on your skin. It's best to choose a shade slightly darker than your skin tone, thus giving lift to the complexion and covering defects better. Use the smallest amount that will cover the skin as you want a veil of color, not a heavy mask. Blend it carefully to the hairline and under your chin.

Religion to be true and practical must imbue the individual with a desire to do good for his fellow-men.

DIAMOND

PORK & BEANS No. 303 Cans **2 for 25c**

Diamond TOMATOES No. 2 Can 15c	Our Value Elberta, In Heavy Syrup PEACHES No. 2 1/2 Can 33c	Our Darling Cream Style Golden Sweet CORN 19c
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KIMBELLS 46 OZ.

Grapefruit Juice **6 for \$1.00**

Packed in Oil SARDINES **3 for 25c**

New Wonder Sudsing Cleaner BABO **2 for 25c**

Gooches FLOUR **25 lb. Bag 1.89**

Gooches FLOUR **10 lb. Bag 89c**

Fort Howard TISSUE **3 Rolls 25c**

Priscilla Heavy Weight NAPKINS **Large Size 15c**

Drize Improved PAPER TOWELS **150 Double Sheets 18c**

Swans Down CAKE FLOUR **2 3-4 lbs. 41c**

Pure Cane SUGAR, with 5.00 order **5 lb. 29c**

KRAFT DINNER Reg. 17c Value **3 for 29c**

Western Maid CATSUP **6 for 1.00**

Never saw such LOW PRICES anywhere!



QUALITY MEATS

ARMOUR STAR Whole Ham **lb. 55c**
Butt End **lb. 59c**
Shank End **lb. 49c**
Center Slices **lb. 89c**

HAMS

SAUSAGE, Country Style Pure Pork **lb. 29c**

PICNICS, Pinkneys Tenderized **lb. 35c**

BOLOGNA, Pinkneys **lb. 39c**

BACON, Lean Dry Salt **lb. 29c**

BACON, Armours Star Slab **lb. 49c**

CHILI, Pinkneys **1 lb. block 49c**

WE SELL ONLY U. S. GOOD BEEF

PRODUCE

Celery Hearts **23c**

Grapefruit **4 for 25c**

Large Central American

Bananas **2 lbs 25c**

Cello Pak

CARROTS **15c**

On Page 4 of this paper you will find a Hilex coupon good for one box of Hilex Bleach FREE.

HEREFORD FOOD MART

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

WANT ADS Phone 30-31

FREE Theatre Tickets To See



SUNDAY - MONDAY - TUESDAY

NOV. 2 - 3 - 4

Star Theatre

Be Sure and Ask for Your Free Tickets

With each PAID-IN-ADVANCE classified ad placed in The Brand, We will give one free ticket.

FOR SALE Miscellaneous
We have in FEED MOLASSES Any Quantity
MEASER MILLING CO. B-1-30-1fc

Chrysler Industrial Motors Sales & Service
McCullough Motor Co. 111 W. 1st. Ph. 17 B-1-9-1fc

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

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

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

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

WELL DRILLING
See Carl or Ray Watson East Highway 60 at Joel's Switch B-10-43-8P

FOR SALE: 4 Poonies, tulips, and other bulbs from Holland. Plant now. Mrs. J. F. Ward North Main. S-1-17-13-1fc

LUMBER UTILITY - GRADE
2x4's 545 - 2x6's 545
1x8's and 1x10's
\$6.50 per 100 feet
CARL McCASLIN
LUMBER COMPANY B-1-17-17-1fc

FOR SALE: Baled Sudan hay. \$25 a ton. 10 miles south on Star Route. Harland H. Frye. B-1-17-44-3k

200 HEAD OF excellent sheep for sale. Fred Kuntz. 7 miles west and 7 south and 4 west again of Dimmitt. B-1-20-44-2fx

FOR SALE: Weaned pigs, sows and gilts. 1/4 mile west, 1/4 mile north Catholic Church. Fred Welch. B-1-17-44-2p

CAGES, feed and young Parakeets birds for sale. 2925 Sheldon. Clovis, New Mexico. Phone 3204. B-4-15-42-8K

FOR SALE: Cedar posts, any size or length. Also fireplace wood. J. A. Crofford. Phone 1117. B-1-17-18-2p

2. FOR SALE Farm Equipment

FOR SALE
One International 450 Engine, complete with radiator, clutch and transmission. Total time on

Engine, 5 hours. All like new. Will sell at a sacrifice. Delivered price \$1,000.00
Producer's Chemical Service, 1404 South Cedar Borger, Texas B-2-18-4C

NEW M FARMALL tractor. Two or four row equipment. Price \$3250 with two row equipment. 1948 M. two row equipment \$2700. Seith Adams, Hamlin, Texas. T-2-25-44-1p

3. FOR SALE Automobiles
FOR SALE: 1950 Kaiser. Radio and heater. In excellent condition. Only been driven 18,000 miles. Can be seen at Elm Court or phone D. R. Carmichael 1183. B-3-27-37-1fc

4. REAL ESTATE
FOR SALE: 240 acres good land. 3 room house, water well. Where irrigation water is available. Price \$150 per acre. See us for farm land. M. A. Crum, Friona. T-4-29-44-1p

FOR SALE: 4 room house and bath to be moved. See John D. Phillip. Phone 1618. B-4-16-44-2p

FOR SALE: 4 room house. Modern. Small down payment. Will carry second note. Call 511. T-4-15-44-1p

REAL ESTATE LOANS - AUTO LOANS
YOU DON'T HAVE TO WAIT QUICK SERVICE
JOHN McLEAN
Phone 273 S-4-2-1fc

IN PARMER COUNTY IRRIGATED FARMS. NON IRRIGATED FARM. GOOD BUSINESS PROPERTY. RANCHES AND HOMES.
O. W. RHINEHART
BOYINA, TEXAS B-4-40-1fc

FARM & RANCH LOAN
I. O. (The) Crosthwait
W. R. (Bill) Metcalf
632 West 1st On Hiway 60 Hereford, Texas
Box 845 Off. Ph. 854 Res. 229 T-4-44-1C

FOR SALE By Owner
3 Bedroom Home
100-ft. lot on paving, near high school. Small orchard, storm cellar, many other conveniences. Will sell or would consider trading for larger house. Phone 1873 or see F. A. TUCKER 206 Roosevelt B-4-2-17-1fc

FOR SALE: Two bedrooms, living and dining room, large kitchen and breakfast nook; service porch, 12 x 18, finished basement; 2 car garage. Located 105 Ave. F. See or write owner, 3804 S. Hughes, Amarillo, Texas. Phone 4-4150. B-4-35-15-8k

SERIOUSLY!
Have Some Buyers for IRRIGATED & DRY LAND FARM TRACTS. See or write at once
J. B. ELLISTON REALTOR
Serving This Territory for 50 years
NEED YOUR LISTINGS
Box 1503 Hereford B-4-2-13-1fc

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

2 BEDROOMS WILL SELL NEW HOME AT 311 PARK
SAM NUNNALLY
Lone Star Insurance Agency
136 Main Phone 424 B-4-40-1fc

FOR SALE
Have several nice clean well located 4 and 5 room houses. Price range from \$6,500 to \$8,000. Good Terms.
GLENN WEIR, REALTOR
109 Main St. Phone 200 Res. Phone 802 Hereford, Texas B-4-17-1fc

HEREFORD FARMS
One quarter section, close in, shallow water.
PRICE \$105 per acre
SAM NUNNALLY
Lone Star Insurance Agency
136 Main Phone 424 Night & Sun. 1711 B-4-15-1FC

FOR SALE
Perfect 455 acre tract of land four miles north of Friona. 10 inch irrigation well. Immediate possession. Price \$175.00 per acre. Good terms.
160 acres in irrigation district, \$100.00 per acre, Good terms.
ROY V. SMITH
On 60 Highway Friona, Texas B-4-43-1fc

FOR SALE
Irrigated 240 acres improved 3 1/2 miles Hereford, 8" well, pump set 135 ft. price \$175 acre, \$1200 loan might consider some trade.
Irrigated 160 acres, improved, 8" well, 3 1/2 miles Hereford, \$235.00 acre.
164 acres in irrigated district a good buy at \$150 acre, \$8300 loan, \$3000 due 1955, \$5300

FOR CASH LEASE: 320 acres irrigated farm 7 miles NW Hereford. Perfect half-section. 160 acres summer tilled. Possession Feb. 1, 1953. For details write P. O. Box 207, Amarillo, Tex. B-4-44-2C

WESSON SPECIALS
FINE IRRIGATED SECTION. Good improvements 3 good 8" irrigation wells. Located North of Dimmitt, Tex. Per acre \$185.00
320 ACRE IRRIGATED FARM: Good improvements. 8" irrigation wells. All in cultivation. Located 10 miles N/W of Hereford, Tex. Per acre \$165.00.
160 ACRE FARM: Nice modern home and improvements. 8" electric irrigation well. Located 3 miles from Hereford. Per acre \$250.00.

MANY OTHER GOOD BUYS IN FARMS AND RANCHES: SEE or write us for particulars.
WESSON REAL ESTATE
Phone 944 317 Sampson West of the Courthouse Hereford, Texas B-4-18-1fc

WE MUST SELL!
Two Bedroom Home Located at 222 Avenue A. Assume \$3,500 loan payable \$39.00 monthly and pay \$2,000 cash. Drive by and look at it. . . This is a bargain!!!
SAM NUNNALLY
LONE STAR INSURANCE AGENCY
Pho. 424 Nite & Sunday 1711 B-4-44-1fc

FOR SALE: Unfinished rental unit at 710 Mnes Ave. See or write owner, 3804 S. Hughes, Amarillo, Texas. Phone 4-4150. B-4-20-15-8k

FOR SALE
Irrigated 240 acres improved 3 1/2 miles Hereford, 8" well, pump set 135 ft. price \$175 acre, \$1200 loan might consider some trade.
Irrigated 160 acres, improved, 8" well, 3 1/2 miles Hereford, \$235.00 acre.
164 acres in irrigated district a good buy at \$150 acre, \$8300 loan, \$3000 due 1955, \$5300

HEREFORD FARMS
Nice level 1/2 section all in cultivation. No sloping land. 1 8" irrigation well. Small house. Close in. \$28,000 cash will handle.

Beautiful 1/4 section close in and on pavement. One 8" electric irrigation well. Priced reasonably.

Choice section with two 8" irrigation wells. All level land with no waste land. Small improvements. \$60,000 cash down payment.

SAN NUNNALLY
136 Main
Nights & Sundays
Phone 424 1711 B-4-18-1fc

IN PARMER COUNTY
320 Acres. Good land in irrigation district. 1 Mile off pavement no improvements. 29% down, 10 years on bal. Priced to sell.
320 Acres. With house and windmill, lays on pavement, in irrigation district. Per acre, \$85.00 with \$8,500.00 down. The rest in loan. 160 Acres. In irrigation district, well located. \$100.00 Per acre with \$8,500.00 loan.

Other Good Buys
JOE B. DOUGLAS
REAL ESTATE
Ph. 3152 Box 185 On Highway 60 Friona, Texas B-4-18-4C

CHOICE
Irrigated and Unirrigated farm land. City Property
P. O. Box 506 - 338 Main
E. B. POSEY, REALTOR
Hereford, Texas B-4-15-1fc

FOR SALE
Irrigated 240 acres improved 3 1/2 miles Hereford, 8" well, pump set 135 ft. price \$175 acre, \$1200 loan might consider some trade.
Irrigated 160 acres, improved, 8" well, 3 1/2 miles Hereford, \$235.00 acre.
164 acres in irrigated district a good buy at \$150 acre, \$8300 loan, \$3000 due 1955, \$5300

due 1960, just pay 4% interest yearly, balance cash. Also some good buys in houses and lots. Some as low as \$500 down payments.

J. M. HAMBY REAL ESTATE
South of Courthouse
208 east 3rd st.
Phone 701 B-4-18-4C

5. FOR RENT

FOR RENT: Bedroom close in. 509 Rags. Phone 847-J. B-5-9-29-1fc

FOR RENT: Three room furnished apartment. Jim Kirby. 605 McKinley Street. T-5-11-44-1c

FOR RENT: Bedroom. 117 West Third near the Shoe Shop. T-5-10-44-1p

6. WANTED

WANTED: Custom plowing, planting and listing. Floyd Stivers. Phone 930J. B-6-10-43-1fc

WANTED: Pasture grazing for cattle. O. G. Hill. Phone 93 or 1310. B-6-12-40-1fc

8. HELP WANTED

WOMAN WITH-CAR for local dignified position, who needs high weekly income. No books, cosmetics or magazines. Age 25-45. For personal interview write Marie Pitcock, 404 West Second, Littlefield, Texas. B-8-30-44-1p

2 Men Wanted to work in newly enlarged Men's Dept. Experienced family men only. Steady. Good opportunity. Apply at POPULAR STORE B-8-18-2k

WOMAN WANTED
To take complete charge of children's Dept. of Popular Store. Apply at POPULAR STORE B-8-18-2k

HELP WANTED: Have opening for good mechanic with experience in General Motors Products. Good working conditions, good pay. Kinsey Motor Company, Chevrolet and Oldsmobile Dealer. B-6-25-14-1fc

WANTED:
Men between 19 and 29 by the Southwest Bell telephone Co. Apply at Telephone Office. B-8-18-2C

10. NOTICE

ALCOHOLICS Anonymous
Phone 850. B-10-4-11-1fc

WANTED
Can pull your cotton that is infested, with weeds, Johnson etc.
See Frank S. Wilde
Phone 1673 S10-18-1fc

11. Business Services

Quick - Efficient HOME LOANS
Dependable Abstract and Insurance Service
ELIZABETH WOMBLE
146 Main Phone 497 B-11-27-1fc

Complete EARTH MOVING SERVICE
We've Added a New Service
Concrete Irrigation Ditches
Using Fullerform
Method and Machinery
SAVE WATER - SAVE SOIL - SAVE MONEY - SAVE LABOR
See Us for Complete Details
WALLACE CONST.
Phone 399
618 West First - Hiway B-11-2-19-1fc

ENROLL YOUR Pre-School child in Kindergarten. Mrs. J. R. Fowlkes. Harrison Highway. Phone 1574-W. B-11-14-1fc

EXTRA SPECIAL CATTLE TRUCKS INSURED YOU DON'T HAVE TO WAIT-WE WRITE THE POLICIES
John McLean Insurance Agency
Phone 273 - 127 W. 3rd B-11-7-1fc

RUBBER STAMPS: Fast service. Phone 1303, Francis Printing Co. B-11-11-29-1fc

13 LOST

FOUND: A pair of glasses found Tuesday. Owners may have same by describing and paying for this ad. B-13-18-18-1fc

LOST: Red zipper billfold containing personal papers and pictures. Please leave at Brand office. B-13-14-44-2p

Kiwanis Club
Thurs. Noon
Hotel Jim Hill

The Democracy in our Republic is built on a religious foundation - yet many of our young people receive no religious training. How can we make the rest world believe in our life unless we believe in ourselves?

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

Lions Club
meets each Wednesday, 12 noon
Hotel Jim Hill

Hereford Rotary Club
meets every Friday at 12.05
Hotel Jim Hill

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

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

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

CLIP THIS COUPON NOW!



Rush this coupon to your Grocer!

ABSOLUTELY FREE →  **SAVE MONEY WORK CLOTHES**

ONE FULL SIZE PACKAGE
Hi-Lex Fine Fabrics Powder Bleach
Redeem this Coupon Today!

TO THE DEALER: Please redeem this coupon for one package of Hi-Lex Fine Fabrics Bleach and the Hi-Lex Company will pay you your advertised price plus 2¢ for coupon handling. Our salesmen will redeem coupons or mail direct to Hi-Lex Co., St. Paul 1, Minn. (Offer expires Dec. 1, 1952) TH-2

Don't miss this chance to get acquainted with our wonderful new product...FREE!

Hi-Lex POWDER Bleach

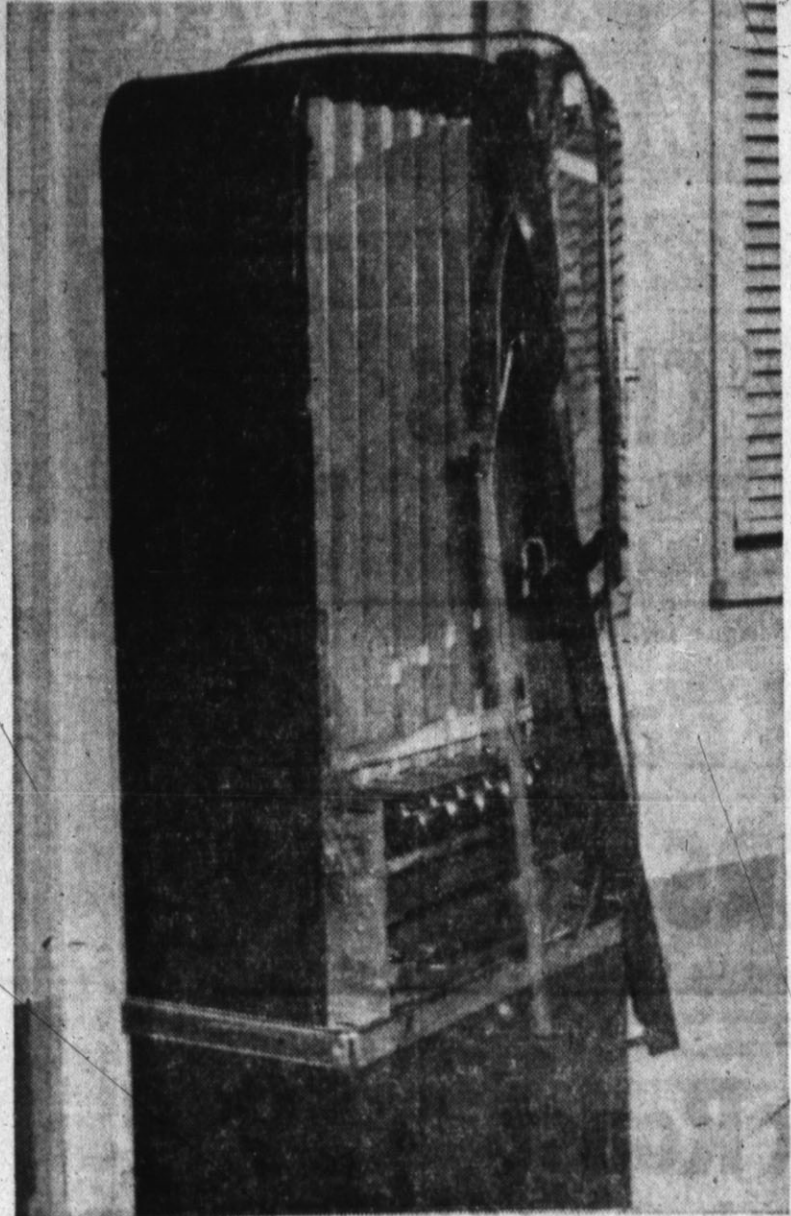


See for yourself how Hi-Lex Powder safely bleaches even your finest Nylons, Rayons, Silks and Woolens.

And only Hi-Lex Powder has new, exclusive KROMA "X" that actually adds new brightness to colors.

THIS OFFER IS LIMITED...ACT NOW!

IMPORTANT: Hi-Lex POWDER is kind to your hands . . . conditions hardest water . . . safe for septic tanks, too!



HEAVY SMOKING thieves made off with cigarettes, cash and damaged machines in the early morning robbery Tuesday. The robbers smashed property to get at the change boxes in the machines, then dumped cigars from a box to carry out the small silver. Staff Photo.

SNOOPY IN THE BULL PEN

Hi! Gee wasn't that a good football game last Friday night. I really enjoyed it and everyone I talked said the same.

Why did Bill Rose get two tickets for the Marine Band? Does he like music that well or could one be for Betty? I wonder!

Did you know there were a lot of future to be teachers in H. H. S.? Well in English 4 class last week the students have been telling of the vocation they are interested in. Novella A. and Jana H. are considering the vocation of teaching (primary grades). Well I don't suppose they would be too bad on the poor unfortunate kids they taught. No foolin' if that is their desire, Good Luck!

There were a lot of unhappy Seniors, after they turned their pictures in last week. Maybe it was because their pictures weren't good but it could have been the final cost of the order of pictures. I overheard Raymond D. say "She talked me out of \$25 for pictures". Others' prices were just as bad.

Did you ever see a boy as popular as that Logan C. I saw him walking down the stairs with Bobbie, the other morning and he was talking in a nuddle with Barbara. Hey, by the way

who was that girl that took him home?

Well the Glee Club really got a scare last week. Mr. Moore told them on Wednesday they would sing at Kiwanis on Thursday. Come Thursday and he told them they wouldn't sing at Kiwanis. Of course everyone was happy. But from an observer the Glee Club sounds really swell to me. Mr. Moore is doing an excellent job and everyone hopes the Glee Club goes all the way at contest this year.

I just heard from an official source (Dale W.) that the first week of November is TWIRP week. Well it looks as though the girls will foot the bill if they have a date. Ha! Here's hoping everyone has fun and it proves worthwhile to have a TWIRP week.

Well, Halloween is on us again for another year. Let's all have fun but let's be reasonable with it. Don't be destructive with property and be careful. Everyone is inclined to be a little careless but let's watch and try to keep from being the careless person. But let's all have fun.

Did you go to the Friona game last Friday night? Wasn't the half time performance cute? I wondered what all the song poll taking was about all last week. Well, since I found out, it was cute. Roses to the Band and Pep Club and a big hand to Mr. Latson and his "witty ideas". They do turn out to be quite original and well liked. Don't you think

so, Verita?

Since we said something about the band I'll tell you something else. They went to Canyon yesterday to hear the Marine Band. It was sure worth the trip. November 1, the Band has been asked (and accepted) to go the Portales to the ENMU Homecoming. Isn't that nice for the Band? They certainly deserve the honor. Mr. Latson is doing fine work with the Band, although I hear he's complaining about his age showing since the Band works him to death. From listening to some of the kids talk it's the other way around. Anyway I don't think either one is seriously hurt. Good luck and best wishes to the Band just the same. We hope both the Senior and Junior bands bring home sweepstakes at contests this spring.

Snoopy hopes all you kids in dear ole H. H. S. likes this column. We will try to make it as interesting as possible. See you next week and have fun on Halloween.

So long

Snoopy
P. S. Sorry no steadys this week, but keep looking.

Q. What can I do about dandruff and dryness in my scalp?

A. Heated olive oil applied to the scalp one a week and left overnight before shampooing will usually do the trick. Also, increase that brushing and massage.



COTTON GIN FIRE proved a 'stubborn' blaze for the firemen of the Hereford Fire Department Monday night. The local fire fighters brought the blaze under control and prevented the spread of the flames in record time. Staff Photo.

GRACIA NEWS

Messenger Home Demonstration Club Meets With Mrs. L. D. Chiles

By Mrs. Don Kennedy
The Messenger Home Demonstration Club met Friday in the home of Mrs. L. D. Chiles. The program was turned over to Mrs. Ernest Brown, who gave a demonstration on painting glorified glass pictures. Refreshments were served to the following members; Mesdames Elmer Northcutt, J. T. Guinn, Alta Wiley, W. D. Howard, J. D. Kennedy, E. M. Jacks, Bruce Coleman, Ruth Coleman, Eldred Brown, Ernest Brown, N. A. Brown, Floyd Brown and S. N.

Theuett and the hostess. Mr. and Mrs. Newman Carter of Stanton visited in the home of Mr. and Mrs. N. A. Brown Monday night. Mr. and Mrs. Floyd Brown and son Earl and Mr. and Mrs. Ernest Brown and daughter, Barbara are spending the week end in Electravisiting relatives. Mr. Joe Poindexter and T. J. Poindexter of Pierre, S. D. are visiting with Elmer Northcutt. Mr. and Mrs. Don Kennedy and son Michael spent Sunday in Clovis.

NORTHWEST HEREFORD NEWS

Raymon Childers, Jr. Plays In Music Convention At Amarillo

The lettuce, maize and castor bean harvest continues in this community. Several bunches of geese were sighted flying south Tuesday. Raymon Childers Jr., played the Warsaw Concerto by Richard Addensell at the Seventh District Music Convention held in the Polk Street Methodist church in Amarillo Saturday. Others going with Raymon were his teacher, Mrs. Ellis Combes, Joan Brown, Nancy Patterson, Patsy Childers and Mrs. Childers.

Mrs. Allie McNeill from Canyon was a guest in the R. C. Childers home Sunday.

Mr. and Mrs. Robert Kerschen returned Thursday from a trip to Colorado.

Claude Higginbotham from Chillicothe visited his son, Raymon Higginbotham and family today.

Faust Callier was a caller in the Raymon Higginbotham home Monday evening.

Mr. and Mrs. S. J. Barclay are planning to arrive in Hereford from Tuscon some time this week.

Mr. and Mrs. Wayne Johnson finished hauling their castor beans to the elevator Tuesday. They still have about 55 acres to cut, but they will not be ready for several weeks yet.

Mrs. Dora Inman is still in the local hospital and is doing as well as can be expected.

Fred Inman stayed over Monday to attend to some business for his mother. Inman works for the Soil Conservation in Seminole.

Paul Harvey Talks To Distributive Education Club

The Hereford High School Distributive Education Club met Tuesday, October 21, for its regular monthly meeting. President, Shelby Whitfield, was in charge of the business meeting.

Leaton Clark introduced Mr. Paul Harvey of C. R. Anthony Co., who led the group in a discussion titled "Attitudes you should develop on the job." Mr. Harvey's help along this line was welcomed by the group.

There was a total of fifteen members present with five guests.

After the business meeting, an initiation ceremony for the new members was conducted by Shelby Whitfield, and Leaton Clark.

NOTICE
TO ALL PERSONS INTERESTED IN THE ESTATE OF BEN H. BATES, DECEASED

Notice is hereby given that the undersigned was, on the 27th day of October, 1952, duly appointed Temporary Administrator of the Estate of Ben H. Bates, deceased. All persons having any claims against the said Estate of Ben H. Bates, deceased, may file said claims with the undersigned in care of Cowsett & Bybee, Box 826, Hereford, Texas.

Hubert T. Bates
Temporary Administrator
Estate of Ben H. Bates,
deceased

ANNOUNCING!

Opening Of The
CARTER MOTOR REPAIR
514 West 1st
We Will Overhaul
YOUR CARS, TRUCKS,
And **IRRIGATION ENGINES**

NO TRICK HERE!

just a **BIG TREAT** in

Food Values

BABY BONDS

<p>HONEY BOY</p> <p>SALMON Flat Can 21¢</p> <p>LIBBYS - Fancy</p> <p>CHILI With Beans No. 300 Can 29¢</p>	<p>KOUNTRY KIST - Vacuum Packed</p> <p>CORN Whole Kernel 2 12 oz. Cans 27¢</p> <p>KIMBELLS - Fancy - Pure</p> <p>Grape-Jelly 2 Lb. Jar 39¢</p>	<p>KRAFTS MACRONI</p> <p>DINNERS 4 Servings in 7 Min. PKG. Each 5¢</p> <p>CAMPBELLS VEGETABLE-SOUP 2 10 1/2 oz. Cans 25¢</p> <p>CHUCKTIME VIENNA SAUSAGE 2 CANS 17¢</p> <p>WHITE SWAN - Fancy PUMPKIN 2 NO 303 CANS 29¢</p>
<p>RED TAG</p> <p>PURPLE-PLUMS 4 No. 2 1/2 Cans \$1.00</p> <p>White Swan - Fancy White POP CORN 10 oz. Can 19¢</p> <p>White Swan - Fancy OKRA Cut No. 303 Can 17¢</p> <p>KELLOGGS SUGAR CORN POPS 2 PKGS 19¢</p> <p>Sun Ray Cello Pkg. FRANKS 1 lb 59¢</p>	<p>White Swan - Fancy White POP CORN 10 oz. Can 19¢</p> <p>White Swan - Fancy OKRA Cut No. 303 Can 17¢</p> <p>KELLOGGS SUGAR CORN POPS 2 PKGS 19¢</p> <p>Sun Ray Cello Pkg. FRANKS 1 lb 59¢</p>	<p>KIMBELLS - Fancy</p> <p>Sweet-Potatoes No. 2 1/2 Cans 29¢</p> <p>B. I. PEAS White Swan With Bacon 2 16 oz CANS 23¢</p> <p>Scottie DOG FOOD 2 Tall Cans 15¢</p> <p>WAPCO SOUR or DILL PICKLES qt. 33¢</p> <p>Fancy - Fresh CARROTS 2 bag 29¢</p>

HUNTER'S FOOD MARKET

219 Sampson — Ph. 143 — Free Delivery



LITTLE COWPOKES—These two little Odessa cowpokes, Phil McVean, 2, left and Norman McVean, 5, appeared at the Odessa Oil Show in Odessa. They had been watching a compressed air snake and a turbanned charmer. (AP photo)



By JIMMIE GILLENTE

Appearing in this edition of The Brand is a most unusual ad. It is sponsored by the General Cable Company and the content is a general plea for every American to vote on Tuesday, November 4. It appears on page 5, Section 3, of this issue.

Some people will read the ad carefully; others will not take the trouble. Some will be impressed; others will think it a waste of time. All of this is due entirely to the background of the reader, and I feel sure, this very same factor will determine the interpretation which the reader places on the well-written contents. To me the ad was indeed impressive. This is emphasized perhaps by the fact that handling ads is part of my business.

In the first place it was unsolicited. It came through the mail Monday morning -- and came out of a clear, blue sky; a complete surprise. The General Cable Company has no business directly with the people of Hereford and if each of the Brand's 3,000 reading families read the advertisement 1,000 times each, it would not remotely increase the business afforded the General Cable Company by people of this community. In the second place, if this ad appears in The Brand it will undoubtedly appear in every new paper, large or small, over the vast area of the 48 states and territories of this country. This will cost the cable company thousands of dollars.

Notice that the cable company does not endorse either of the candidates. They merely encourage people to vote their true convictions. Why, then, should a large corporation spend this kind of money? Probably \$50,000 or more.

The answer is not "because they want to help the newspapers". I think it is because they are truly deeply alarmed over the future of America as a nation. In the first place, corporation taxes and income taxes are so terrific that the advertisement (a legitimate business expense) can be charged off with little cost to the corporation which would not have been paid out in taxes -- and this is alarming. When taxes become so high that they eliminate the profit motive in business, we are in a socialistic state.

Regardless of how the directors and administrators of General Cable personally feel, though they are not trying to dictate to any individual "how to vote". They are merely asking the people "to vote". This action is truly American. They could as easily have supported their preferred candidate in the ad -- instead, they are more interested in having "your" candidate elected. To me, this appeal is equivalent to the phrase "action beyond the call of duty" or obligation. If each of us, as individuals, felt as deeply about America as does the General Cable Company, there would be little need for alarm, and ads like this would probably never appear. Indifference and passive interest on the part of the voting public is America's greatest threat today.

Whether you "like Ike" or "favor Adalard" makes no difference. The people of America have elected many great men as presidents and they will do the same again and again -- if they will conscientiously vote their choice at the polls. Otherwise, the ideals of our forefathers may well become powdered dust in the archives of tyrants, or be torn to shreds at the hands of communist hordes.

This column has openly supported Eisenhower, because we thought he would be best for the country. It has drawn sharp rebuke and criticism on several scores. Both of these situations, we feel are American privileges -- and we are glad to see people once again exercise them. Regardless of the outcome, we certainly agree with the General Cable Company: it is more important to have a man elected by ALL OF THE PEOPLE than to have "our" preferred candidate elected by only a small portion of the voting public. If "America Speaks" and speaks from every nook and cranny of the land, then we will have the man America wants -- and we will have the man who can best lead us in possibly the most critical time in the history of our nation. We'll go along most gladly.

Meanwhile, turn to page 5, Section 3, and read the cable company ad. Think it over twice -- and be sure to vote for the man of "Your Choice" next Tuesday, November 4.

FURR FOOD STORES PRICES ARE LOWER than the THERMOMETER

Let's All Register and VOTE

HUNT'S WHOLE KERNEL CORN

Cream Style
6 No. 300 Cans \$1.00

FURR'S FEATURE

Hunt's CANNED FOOD SALE

HUNT'S SLICED OR HALVES PEACHES

5 No. 300 Cans \$1.00

FURR'S Guaranteed MEATS

PORK CHOPS
LOIN END SLICES lb. 49c
LEAN CENTER CUTS lb. 65c
Wilsons Corn King - Lb. Layers

Sliced Bacon lb. 49c

FRYERS EACH \$1.09
Myers Frozen Cut Up Chickens 1 3/4 Pound Avg.
U. S. Good Beef

Chuck Roast lb. 59c
Let Us Cut Your Favorite Steak or Roast The Way You Like Them.

- Hunts Halves Bartlett PEARS 4 No. 300 Cans \$1.00
Hunts GREEN BEANS 5 No. 2 Cans \$1.00
Hunts Tender Garden PEAS 7 No. 300 Cans \$1.00
Hunts NEW POTATOES 8 No. 300 Cans \$1.00
Hunts SPINACH 8 No. 300 Cans \$1.00
Hunts Solid Pack TOMATOES 5 No. 300 Cans \$1.00
Hunts Tomato Juice 11 No. 300 Cans \$1.00
Hunts FRUITCOCKTAIL 5 no 300 cans \$1.00
Hershey's Chocolate DAINTIES 7-oz. Pkg. 23c
Green Giant Cream Style CORN No. 300 Can 19c
Old Sport DOG FOOD 3 Cans 25c
Russels APPLE BUTTER 28-oz. Jar 25c
Ma Brown Preserves PEACH 24-oz. Jar 53c
Ma Brown Sweet Mixed PICKLES Pint Jar 43c
Hartex Cruched PINEAPPLE 2 303 Cans 49c
Garth Cut BEETS 2 No. 2 Cans 25c
Colored Quarters Oleo ALLSWEET 2 1 lb. Pkgs. 59c

Fresh FRUITS & VEGETABLES

U. S. No 1 Colo. Red

Potatoes 5 lbs. 29c

Ruby Red Florida GRAPEFRUIT lb. 15c	Nice Tender Calif. CELERY lb. 10c
Washington State Red Delicious APPLES 2 lbs. 25c	Nice Tender Juicy TURNIPS 2 lbs 15c
Sweet Juicy PEARS lb. 17c	Porta Rican YAMS 2 lbs. 25c

Oscar Mayer LUNCHEON MEAT 12-oz. Can 45c

Hunt's PRUNE PLUMS

4 No. 2 1/2 Cans \$1.00

BAKERY TREATS
Fine For Lunches - Have Plenty For Trick Or Treats - Or For The Halloween Party Furr's Assorted Large

COOKIES Box 49c
2 Dozen In Box

Paper Pay - 80 Count
White Napkins 19c

Bakerite Shortening
3 lb Can 61c

Halloween Specials
Hershey Minatures
1 lb. Bag 75c

Deodorant Soap DIAL 2 Reg. Bars 27c	Cleanser AJAX 2 Pkgs. 25c	Giant Pkg. FAB 74c	Facial Soap 1c Deal WOODBURYS 4 Reg. Bars 24c
Deodorant Soap DIAL 2 Bath Size 37c	Cleanser BAB-O 2 Tall Cans 23c	Liquid Soap GLIM Bottle 33c	Powdered BON-AMI Can 15c
Facial Soap 1c Deal WOODBURYS 4 Bath Size 35c	Cleanser GERBERS 8-OZ. PKG. 17c	Toilet Soap SWEETHEART 2 Reg. Bars 19c Toilet Soap SWEETHEART 3 Bath Bars 36c	Raisin Bran SKINNERS Box 19c
Peter Pan PEANUT BUTTER 20-oz. Can 63c	Baby Food, Cereals-Oatmeal-Barley-Rice SKINNERS 3 7-oz. Pkgs. 33c	Spaghetti SKINNERS 3 7-oz. Pkgs. 33c	Sunshine Krispy CRACKERS Lb. Pkg. 25c

FROZEN FOODS

Snow Crop
ORANGE JUICE 6-oz. Can 19c

Snow Crop
GRAPE JUICE 2 6-oz. Cans 35c

Snow Crop
BUTTER BEANS 10-oz. Pkg. 27c

Snow Crop
MIXED VEGETABLES 10-oz. Pkg. 22c

Snow Crop
WAFFLES Pkg. Of 6 21c

Bestyett **Salad Dressing** Quart Jar 51c

Diamond **MATCHES 6** Box Ctn. 39c

Furr's Finest **FLOUR 25** lb. Bag \$1.69

Touchdown Values - Family Size **WHEATIES 12** OUNCE BOX 23c

WEDDING . . . COMMERCIAL . . . PARTY . . . CANDID

PHOTOGRAPHY

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for appointment or information
NO JOB TOO LARGE OR TOO SMALL



ROOSEVELT SON CAMPAIGNS FOR IKE—John Roosevelt (right), youngest son of the late President Franklin D. Roosevelt, breakfasts in the Dallas air terminal before beginning a speaking tour of East Texas on behalf of the presidential candidacy of Republican Dwight Eisenhower. With Roosevelt are Claud Gilmer (left) chairman, of the

Texas Democrats for Ike, and Wallace Savage, state Democratic party chairman, who also is backing the general. John and his brother Elliott are backing Eisenhower. The president's widow and FDR Jr., are supporting Gov. Adlai Stevenson, the Democratic candidate (AP Wirephoto)

Long Time Ago

November 1, 1907

45 Years Ago

Texas is about to break another record in the number of train wrecks that can be done in one day.

The Katy Fair Special to Dallas, collided with an engine that was running without its train near White Rock Creek and resulted in the death of one man and over 40 hurt, some slight and others seriously.

Fireman French was killed. Just what caused the accident will perhaps never be known.

A freight train with a heavy load had started south from Greenville to Dallas, but near the town of Garland the air pump broke and the engine went on to Dallas without the train for repairs.

On its return to pick up the train it met the Special.

From the NEWS it is learned that the engineer of the Special said that he was running at about 35 miles per hour down grade and after passing a double curve the engine of the freight showed up in front of his.

He applied the brakes and then jumped. The two engines came together with a crash just after the loose engine had passed over a bridge. Most of the passengers

were from Greenville and near points.

Another wreck occurred on the Texas and Pacific near Baird, Texas.

In this case a push engine had been sent out to help a heavy freight over a big grade near that place and was returning.

The machinery of the engine got out of order and became a regular runaway.

Both the fireman and the engineer tried to operate the reverse lever and neither could move it or stop the engine. It attained a speed of about 60 miles per hour and plunged into the passenger at that terrific rate.

Wynn McKinney, who was the engineer on the runaway was killed instantly. C. P. McRee, fireman on the passenger, was knocked from his cab and lived but a few hours. No passengers on the train were injured.

November 3, 1927

25 Years Ago

A California man purchases over 300 pure bred cattle for big ranches. The largest sale of strictly high class registered Herefords ever made at one time and moved from one point was consummated here last week when C. B. Harris of Los Angeles, Calif., after two

weeks selection in this territory bought and shipped from Hereford on October 28, 325 head of Herefords for the Pedra Blanca Ranch of San Luis Obispo county, Calif.

The owners of this ranch own the Babicorda in Old Mexico with 50,000 cattle and the Cerro de Paeso in Peru, in South America with an equal number, and until 1921 these ranches used Durham bulls.

Mr. Harris was commissioned to buy an initial order of 100 Herefords and a draft of bulls which was furnished by our fellow townsman, C. C. Ferguson.

After careful comparison of all cattle bought it was decided that the original purchase from this locality which Mr. Harris says is truly the Herefordshire, of all America, had given the best results.

The cattle bought came from the following nationally known herds: E. H. Norton, 185, Mrs. L. R. Brady and sons, 67, M. B. McLean, 58, Carl Copeland, 20. The sires and practically all of these herd bulls are line bred Anxiety Herefords.

SNOOPIN AROUND

By The Rambler

And thanks to you Mary Gallagher for your thanks to the Hereford Lumber Co., McCaslin Lumber Co., Kemp Lumber Co. for the sheet rock and to those who donated food and money for the Spanish family in dire need and thanks to the Phillips 66 for the fuel donated. Yes, Hereford does have a heart, Mary, a big heart. Thanks again for your thanks. Let's not stop now. Keep the ball rolling.

And I understand that the Labor Camp hospital unit is looking pretty nice. It certainly is a worth while project and worth looking into. You will be a welcome visitor if you will peep in and see Father Gillis.

Well, Well, the city has a new sweeper on order, so, now maybe they will manage to have Main Street swept on the late shift Saturday night so it will be clean Sunday mornings. Dirty streets are a pet peeve. Think they make a town look slovenly, don't you? We clean up the alleys, don't you? Thanks again Hereford, with a check for \$5 from Clois W. Ashley from Lorenzo, Texas. The Gary Stewart Fund is now closed to all intent and purpose. There is no doubt that the incident will long be remembered here and yet with the people of Hereford. Yesterday it was Gary, today the Spanish people of Hereford and tomorrow someone else, another kindness, but it has ever been so in Hereford. If you look back over the old files of The Brand, one can see the Heart of Hereford.

WATCH: Adlai Stevenson will likely hand the Republicans their worst blow of the year with a clever political move soon, when he will name his choice for the job of Attorney General. His man will be The Crime Doctor, Estes Kefauver.

Just remember, many an argument is sound -- just sound, and nothing else. That's all for now, but,

I'll be seeing you.

Tennessee Valley Authority has charged off more than \$150 million of its construction costs as flood control expenses, the Chamber of Commerce of the United States notes. Yet the Government's own General Accounting Office has state that TVA "has not conclusively substantiated the flood control benefits."



THESE HALLOWE'EN VALUES ARE "SOME PUM'KINS!"

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Finest for your popcorn popper
WESSON OIL
quart **59¢**

Treats are the order of the day for Hallowe'en — and whenever a treat is called for — turn the trick by coming to Cooper's for the finest of foods at the fairest of prices. So come in today for all the traditional favorites... for smacking-good snacks and sparkling beverages... for fine foods for grand meals this weekend. For Quality... for Variety... for Economy — our super food values are always "some pum'kins".

For Your Hallowe'en Popcorn
MORTON SALT
Pkg. **9¢**

FREE
West Bend Electric Pop Corn Popper Register at Cooper's

SNOWDRIFT 3 LB CAN **69¢**

FREE
West Bend Electric Pop Corn Popper Register at Cooper's

OCEAN SPRAY CRANBERRY SAUCE

5 Cans **\$1**

SCHILLINGS

COFFEE

1 lb. Can

69¢

BIG 300 TISSUE SIZE

KLEENEX 5 Boxes **\$1.00**

LUCKY LEAF

PIE-APPLES 5 No. 2 Cans **\$1**

SNO-WHITE

LARD 4 lb Carton **49¢**

CAMPFIRE PORK & BEANS 3 Cans **25¢**

LUSTREWAX FLOOR WAX Reg. 69c Size - Quart **49¢**

VANILLA WAFERS 25c Package **15¢**

IT'S HERE! DROMEDARY DIXIE FRUITCAKE MIX MAKES A 1 1/4 LB. CAKE **65¢**

- PERFECT For Mailing
- Simply Add Liquid and Bake
- Packed in the pan you PKG bake it in.
- 3 Minutes From Package To Oven.



HERSHEY'S CANDY Milk Chocolate FULL POUND BAR **49¢**
Vernells Fresh Butter **MINTS** PKG **35¢**

LARGE BOX TIDE Box **25¢**

DROMEDARY 99c SALE
1 Pkg. Gingerbread Mix
1 Pkg. Devil Food Mix
1 Pkg. White Cake Mix
1 Pkg. Fudge & Frosting Mix

All 4 For **99¢**

With 5 Pieces of Bubble Gum Free With Each Package Pkg **18¢**

HEADQUARTERS FOR TRICKS OR TREATS SEE OUR BIG SELECTION EARLY

BRING YOUR HILEX POWDERED BLEACH COUPONS TO COOPER'S COUPON ON PAGE 4 OF THIS PAPER GOOD FOR BLEACH ABSOLUTELY FREE

Farm-Fresh Produce

- Kentucky Wonder California **GREEN BEANS** lb. **19c**
- California Polyethylene Package **CARROTS** pkg. **13c**
- South Texas Medium Size **CUCUMBERS** lb. **11c**
- Eatmore **CRANBERRIES** lb. Box **33c**

Quality Meats

- Wilson's **REX SLICED BACON** lb. **49c**
- Wilson's **WHOLE HAMS** 10 to 12 lb. avg. lb. **59c**
- Wilson's Sliced **BOLOGNA** all meat lb. **49c**
- Fresh Dressed **FRYERS** lb. **55c**

ALL SPECIALS EXCEPT MEAT AND PRODUCE ITEMS GOOD THRU MONDAY NOV. 3rd

We Reserve Right To Limit Quantities

Cooper's MARKET
Fine Foods

EXPERIENCE...
ONE WORD FOR WHICH THERE IS NO SUBSTITUTE WHEN IT COMES TO **Printing**

Every business man knows that in his own business there is no substitute for experience. Likewise he will agree that in the creation of finer printing craftsmanship experience is just as essential as in his own line. That is why it is important to you that you see us for your next printing job. Our years of experience gives us a background that assures you of the finer printing you have a right to demand.

LET US SHOW YOU SAMPLES OF MATCHED BUSINESS STATIONERY

CALL US TODAY

The Hereford Brand

SEE US FOR FINER PRINTING

GOLD MEDAL
"Kitchen - Tested"
ENRICHED
FLOUR 5 lb. Bag **45¢**

12 Good Things From
One Good MIX Large Box
BISquick **45¢**

Betty Crocker's
PIE CRUST MIX **17¢**

Crustquick Box

Snow Crop
ORANGE JUICE 6 oz. Can **19c**

SEAFOOD DINNER per pkg. **69c**

Snow Crop
CORN pkg. **23c**

Snow Crop
GREEN PEAS Pkg. **23c**

CRACKER JACKS
or Chewing Gum
6 Pkgs. For **25¢**

PUMPKIN PIES
Reg. Size Fresh Daily, Each **39¢**

PEACHES
Shurfine, No. 2 1/2 Cans **25¢**

Grapefruit-Juice
Val - Tex. 46 oz. Can **19¢**

CHERRIES
Red Sour Pitted - No. 2 Can **25¢**

Hershey
DAINTIES
pkg **19¢**

Libbys Solid Pack
PUMPKIN
NO 2 1-2 CAN **19¢**



FALL HARVEST SALE

Soft or Silk
CAKE FLOUR
lg. box **39c**

GRAPE JUICE
Betsy Ross
Pure Concord
24-oz. Bottle
29c

COFFEE, Bright & Early lb. **65c**

V - 8 JUICE 12 oz Can **10c**

OLEO
Admiral
Color Quarters
lb **19¢**

Fancy Calif.
TOKAY GRAPES lb. **12c**
Idaho Fancy - For Trix and Treats!
Delicious APPLES **79c**
5 lbs. or more to the bag
Calif. Pascal - Cello Pkg.
CELERY HEARTS **25c**
Sweet & Tender - 2 Cello Pkgs.
CALIF. CARROTS **29c**
Florida, Juice
ORANGES 2 lbs. **29c**

POP CORN
3 Minute
It All Pops
2 lb. Bag **39c**
Kraft Sea Island
DRESSING Pl. **25c**

PINTO BEANS
No. 1 Colo.
4 lb Cello Bag
49c

First Cuts
PORK CHOPS lb. **45c**
Corn King
BACON lb. **49c**
Hunts
SAUSAGE lb. **49c**
All Meat
FRANKS lb. **45c**
Hunts Brick
CHILI lb. **59c**
Plenty of CAT FISH This Week!

CRISCO 3 lb. Can **79c**
IVORY SOAP, Large 2 for 25c **IVORY SOAP**, Med. 3 for 25c
IVORY SNOW large box **29c**
CAMAY, Reg. Size 3 for **25c**
SPIC & SPAN Reg. Size **23c**

TIDE
OXLDOL, New
JOY

Giant Box 69c
Giant Box 69c
6 oz. Bottle 29c

Toilet Tissue
SOFLIN
1000 Sheet Rolls
10¢ EACH

Angelus
MARSHMALLOWS **19¢**
10 oz. Pkg.

Just Received, Complete
Asst. of Fruit Cake
Ingredients

Coupon On
Page 4 - Sec. 1.
Good for one Pkg.
Hilex Bleach
We gladly redeem
them

Modart Cream - 87c Value
SHAMPOO **49c**

Mennen Baby Magic - 98c Value
SKIN LOTION **76c**

PIGGILY WIGGLY



SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

sport slants

By John Bennett

Whitefaces are idle . . .

The Whitefaces are idle this Friday night and will take a week's rest before opening conference play November 7 at Floydada with the Floydada eleven. Looks like Coach Russell is going to have to buy those special plastic face protectors by the case lot if the football season lasts much longer. Another Whiteface received a broken nose last week in the game with Friona. Marshall Wilson was added to the list of broken noses.

Southwest conference . . .

Saturday was a big day for Southwest conference football fans and the Aggie and Baylor supporters really had a game to listen to this week. It was a thrilling ball game . . . one that saw the Bears jump into an early 14-0 lead and then barely come out with the winning score of 21-20. The Aggies came back strong under signal caller Ray Graves and really made a game of it. Brocato kicked that last extra point with 3 minutes remaining in the game and Baylor homecoming fans had the ending of a perfect day. This is usually the case when the Aggies and the Bears get together.

The Texas Longhorns led by fullback Dick Ochoa and Billy Quinn brought the Steers out over the Rice Owls 20-7 in their game at Houston. The Steers mustered 22 first downs to the

Owl's 14 with some 436 total yards gained to 223 gained for the Rice eleven.

And Kansas worked over the SMU Mustangs to a 26-0 score. The Mustangs have been picked by some sports writers as the winners of the Southwest Conference this year, but so far there seems to be little to base such a selection on. Kansas did it to the Mustangs in the Cotton Bowl, too, just to make matters a little worse.

Mississippi dumped the Arkansas Razorbacks to the tune of 34-7 on the Hogs home ground, too. Mississippi came from behind to do it, after giving the Hogs a touchdown in the first four minutes of the game.

Wrestling Saturday . . .

Wrestling fans received their money's worth at the Bull Barn Saturday night in the tag team match with Sessie Oyama and Ivan Kalmikoff teamed up against the Murdock brothers, Frankie Hill and Farmer Jones. The Murdock boys came out as the winner in a disqualification in the third fall. Oyama took the first fall from Frankie Hill in 11 minutes with a body press and Frankie came back in the second and took that fall from Oyama in 9 minutes with the same hold. Ivan and Oyama were disqualified in the third for being just a little bit too rowdy. Farmer Jones put on quite a show with his javelina pig he brought along and his wrestling barefooted with overalls girded up with a piece of rope.

Gus Johnson of Seattle won in a best two out of three falls in a one hour time limit over Chico Bonales of Mexico City. Johnson took the 1st in 16 minutes with a 2 legged crab. Chico came back and in 9 minutes took the 2nd with a top body press following several shoulder blocks. Johnson got the third in 8 minutes with a full Nelson.

It was one of the best crowds at the Bull Barn in several weeks and one of the best shows turned in, according to Guy Lawrence, Lions committee chairman.

Flower bulbs may be planted in Texas from October 15 to December 15. October is considered the best planting month for bulbs which can take the cold weather without damage.

Other High School Games Played Friday

Brownfield 28, Electra 6
Hale Center 28, New Deal 7
Halls 51, Kress 14
Happy 32, Claude 20
Wellington 19, Memphis 0
McLean 32, Groom 0
Canadian 20, Clarendon 13
Abilene 7, Amarillo 6
Olton 24, Sudan 13
Phillips 40, Canyon 0
Muleshoe 25, Springlake 7
Floydada 20, Abernathy 0
Lubbock 32, Borger 20
Dalhart 55, Raton 7
Childress 53, Paducah 20
Floydada 20, Abernathy 0
Pampa 38, Midland 26
Farwell 40, Boys Ranch 7
Dimmitt 21, Amherst 14
Post 25, Tulia 19

Plaster

You can repair a broken place in the plastered wall by applying a thick paste made of two parts sand, two parts of sifted coal ashes, and one part of white flour, adding enough water to get the proper consistency.

FOIBLES . . . FANCY AND PLAIN

By Kent Snare

Wisconsin over Rice — There were some more lopped off over the roster of the undefeateds last weekend, among them California, Virginia and Penn State.

Santa Clara over Hardin-Simmons — All the defeats were achieved by other biggies, all of whom are still unsullied, namely USC, Duke and Michigan State.

Texas Western over Midwestern — Another, not such a biggie, Holy Cross was "squeezed" by Syracuse.

Abilene Christian over Texas A & I — Peeking around and through some coming uppers, the unmarked teams have something to look forward to, for "instinks": Southwest Texas over Lamar Tech — Michigan State journeys to Purdue this week and entertains Notre Dame the next.

Texas A & M over Arkansas — USC goes to UCLA on November 22 besides meeting Stanford, Washington and Notre Dame and could be clipped by anyone of the

several.
Baylor at TCU — UCLA has the afore-said USC worry plus a visit to California this week, which might be one too much.

Texas over SMU — SMU might have lost Norton and Nutt to the bench with Eldom and Co., still being able to master to date.

Houston over Texas Tech — All the Homecoming has wrought greater miracles than a reversal of the predilection.

North Texas over Trinity — Maryland has the shortest row to hog, with only Bama left to bop them, mayhap.

Michigan over Illinois — Less'n the Illini can cut down on their casual list ere Saturday, Oklahoma has one big hurdle left, for Notre Dame in November, after she has marshaled her miscellany, is different indeed than prior.

Pennsylvania over Penn State — Michigan State upstarched Penn State's clean record too soon to

Whitefaces Have Open Date Before Conference Opener

Hereford's Whitefaces will get a chance to rest up and prepare themselves for their conference opener November 7 at Floydada with the Floydada club. The Herd will be idle this week, except for daily practice sessions at Whiteface Field in preparation for this important game coming up.

Hereford has three conference games on its schedule this year . . . Floydada, Canyon and Tulla and despite losses the team has suf-

fered this season thus far, their conference record is as clean as a whistle and it looks as if they are as good a choice for the title as anyone.

The Whitefaces should be in good shape for the Floydada game for several of its younger, less experienced players have seen a lot of action this season and will be instrumental in the Whiteface coming out on top of the pile at the end of the schedule. Injur-

ies have hampered the Whitefaces some this season. Godfrey went out early in the season with a broken collar bone. Big Raymond Dement has been out a lot with leg injuries and several other players have been benched for various injuries.

The broken nose injury seems to plague the local club. Three members of the Whiteface club this season have come up with broken noses. Bill Rose was first, Bill Bookout got the second in practice over a week ago . . . and Friday night Marshall Wilson left the game early in the third quarter with the team's third broken nose.

Coach Russell reports that the Floydada eleven is a good org and won't be easy in beating Floydada dumped Abernathy 20-0. Continued on page 2

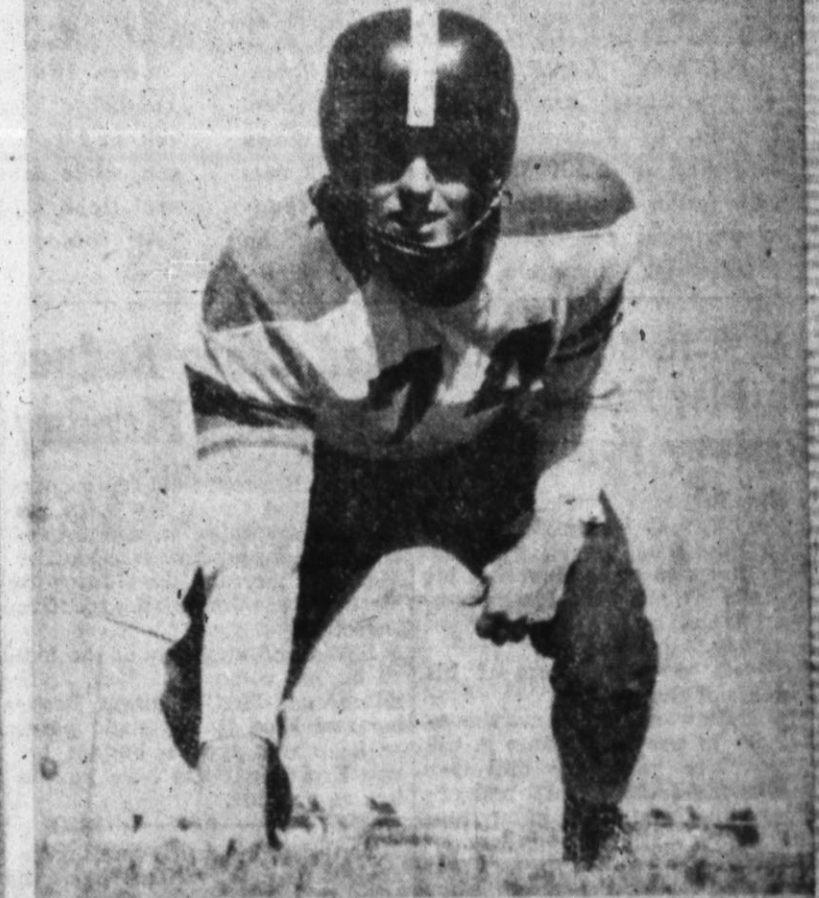
The Hereford Brand SPORTS

Hereford, Texas, Thursday, October 30, 1952

Section Two



RAY LONDON, another Whiteface center, is also a senior, weighs 178 pounds and wears number 52 jersey. Photo by W. H. Patton.



CARROLL JONES, Whiteface guard, weighs 175 pounds and wears number 74 jersey. Carroll is a junior and will be a regular next season. Photo by W. H. Patton.

Meet Your Team



PAT McCULLOUGH, Whiteface center, has been playing a lot of ball for the local club this season. Pat is a senior, weighs 170 pounds and wears number 64 jersey. Photo by W. H. Patton.

College Games Played This Past Week-End

Baylor 21, Texas A&M 20
Texas 20, Rice 7
Mississippi 34, Arkansas 7
Kansas 26, SMU 0
Oklahoma A&M 21, Detroit 6
Oklahoma 49, Kansas State 8
Yale 47, Lafayette 0
Princeton 27, Cornell 0
Harvard 27, Dartmouth 0
Pennsylvania 7, Navy 7
Columbia 14, Army 14
West Va. 16, Pitt 0
Rutgers 19, Brown 7
Temple 34, NYU 7
Colgate 28, Bucknell 10
Florida 30, Georgia 0
Georgia Tech 90, Vand. 0
Tulane 21, Auburn 6
Iowa 8, Ohio State 9
Miami U. 20, Ohio 0
Purdue 40, Illinois 12
Notre Dame 34, N. Car. 14



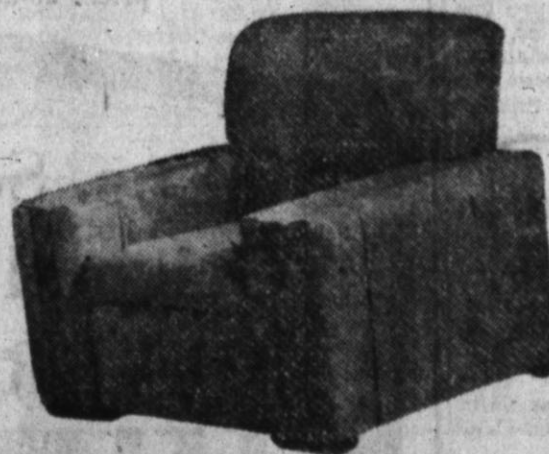
BOUGHT ESPECIALLY FOR HALLOWEEN!

2 Piece
STUDIO SUITS
Available In
Six Colors

Reg. \$194.50
Trade In \$45.00
YOUR PRICE

\$149⁵⁰

Come On In
And
GOBBLE UP
These Specials



NO SPOOKIN
LIVINGROOM SUITS --

Every Suit Purchased Thursday, Friday, or Saturday
Will Receive A

SPECIAL SPOOK PRIZE

All New, Bought Especially
For Halloween Event
Regular 289.50
Trade-In Value 61.50

YOUR PRICE
\$228⁰⁰



H & H FURNITURE CO.

Across Street From Piggly-Wiggly

Phone 19



ROOSEVELT CAMPAIGNS — John Roosevelt, youngest son of the late President Franklin D. Roosevelt, addresses a crowd estimated at 2,500 in Tyler. Young Roosevelt spoke from the Smith County courthouse steps on behalf of the Republican presidential candidate, Dwight D. Eisenhower. The Roosevelt family is divided over candidate support this year. Mrs. Roosevelt and FDR Jr. are backing Adlai Stevenson, while John and Elliott support the General. John spoke in several East Texas cities. (AP Photo)

Jim Reinauer Has Birthday Party At Westway Home Thurs.

Jim Reinauer celebrated his eighth birthday with a "bang up" good time for everybody Thursday afternoon at the home of his parents, Mr. and Mrs. Joe Reinauer at their home on Harrison Highway. Guests were members of his Cub Scout Den. A Halloween theme was carried out in the decorations in the den where pumpkins and feer shocks filled the corners and orange paper streamers hung from the wagon wheel chandeliers. Jim's older brother showed motion pictures to the group after which the boys participated in guessing games, races and target practice. After the games a supper of hot dogs, root beer, birthday cake and ice cream was served. Favors were Halloween horns and place cards were apples with pumpkins and black cat suckers. Boys present included Jim Reinauer, Clinton Coneway, Gregory Combs, Butch McCaslin, Troy

Red Cross Budget Discussed Monday

Loran Burnett, field representative of Red Cross, met with the budget committee of that organization here at the local office Monday morning, according to Mrs. Corinne Jennings, executive secretary. Loran and members of the local budget committee, Mrs. J. N. Edmonson, Mrs. Dyalhia Bradley and Fred Baird, made plans to keep next year's budget for Red Cross activities here just as low as possible.

The drought continues to increase the danger from fires. All citizens are urged to be careful with trash fires and motorists are especially urged not to throw lighted matches, cigarettes or cigars onto highway right-of-ways. Don Moore, Jimmy Bradley, Louis Block, Jimmy Fowlkes, Craig Griffith, Stephen Wolfe, Marcus Jacobsen, Edwin Morrison, Joe and Bob Reinauer, and a cousin, Bill Reinauer of Dawn.

Foibles....

(Continued from Page 1)

help this week's attendance. Penn is still undefeated and unless the Staters can rise and win, the Quakers should go all the way. Georgia Tech over Duke — Somebody's clean slate has to suffer here and if 'the Wrecks get by the Devils, it will be up to 'Bama again. California over UCLA — Prior discussed, not guaranteed. Villanova might stumble over Tulsa, altho the Hurricane has been the wibbly one to date. Miami over Toledo — This Miami outfit might be the Biggie of the smaller colleges, they edged by Wichita, 56-7. Mississippi over LSU — Inadvertently left Mississippi off the list of the undefeateds last week, they've tied two and hardly hope to top Maryland altho they could do it, passing. Marquette over Holy Cross — Don't know where the article on the upcoming bowl games in Sunday's Brand arose from, but would like to take a small controversial issue with same. Wyoming over BYU — Tennessee has dropped one to Duke and iffen they clean out the balance of their schedule, why wouldn't a rerun with Texas be a natural for the Cotton Bowl, providing, of course. Nebraska over Missouri — Reynolds, sans pads, still kicking Pats for the Huskers, successfully, I might add. The Okies have kicked all 30 attempts this year, 25 for Leake and 5 for McPhail, maybe they oughta take turns. Alabama over Georgia — Bowwise again, in spite of the Big Seven and the SC and pro and con press and verbal chatter, how much is offered that Oklahoma and Maryland don't Sugar this trip, provided they make this lap undefeated???

Whitefaces....

(Continued from Page 1)

last Friday night while the Herd was handing the Friona Chiefs a 19-7 defeat. Hereford's other two conference foes lost their games last week. Post beat Tulla 25-19 and Phillips swamped Canyon 40-0. The trip to Floydada will be a long one but with it being the Herd's first conference game, there will no doubt be a good following of local fans. The band and pep club make this trip. Q. How can I preserve left-over paint? A. Paint can be kept in open cans if the paint is stirred thoroughly, then the can filled to the top with water. When needed again, pour off the water carefully.

Sgt. Otis W. Smith Participates In Recent Firing Tests

FORT LEWIS, Washington, —

Sergeant Otis W. Smith member of Battery B, 720th Field Artillery Battalion, recently participated with his unit to achieve the highest score at Fort Lewis on the Battery firing tests. He entered the service in September 1950. Sgt. Smith served in Korea from Oct. 21, 1951 to July 21, 1952. He also served with the Air Force in Europe for 3 years during WWI. Sgt. Smith is the son of Mr. and Mrs. O. G. Smith who reside in Hereford, Texas.

Sgt. Smith recently married Gertrude Kessel. They reside at Shelton, Washington. His present duties are ammunition Sergeant. Presently his unit is in an extensive training program. Start the cattle grub control program as soon as the grubs appear in the animals backs. Controlling the grubs now mean fewer heel flies next spring. This parasite is a livestock profit robber.

PENNEY'S ALWAYS FIRST QUALITY! SATURDAY NOVEMBER 1ST

FOUNDER'S DAY VALUE PLUS PRICE ...not price alone!

Penney's ALWAYS sells FIRST QUALITY MERCHANDISE. Come, see for yourself how wonderful a bargain can be when it represents FIRST-QUALITY-VALUE-PLUS-PRICE, ...not price alone!



2 pairs for just \$115



Yours (if you hurry!) in two fashion shades. Sizes 8 1/2-11.

- * SHEER LUXURY NYLONS 51-gauge, 15-denier dark-seam sheers
- * NOT SECONDS, not irregulars, but Penney's own, famous perfect quality!

FINELY WOVEN QUALITY! HUGE ASSORTMENT!

80-sq. Percale Prints 25c yd.



for sewing fashions! for home-decorating! Your grand opportunity to save money on this exciting group of colorful florals, novelty prints, smart designs for sewing everything from tots' clothes to kitchen curtains! Hurry! These percales are outstanding at this price! 35-36" wide.

For the Rest In **IRRIGATION MOTORS** See **CONTINENTAL Red Seal Irrigation Special** Now On Display At **LESLEY - VAUGHN MOTOR CO.** 345 East 1st St. Phone 600

BIG ANNUAL OPENING NOV. 8 - 10 - 11 place (KERSHNER'S) NEW MEXICO NURSERIES Clovis, Portales highway 70 FREE Coffee and doughnuts ALL 3 DAYS FREE shrub to each Adult that register. Be sure and pickup COUPON at Nursery office those three days. Good for \$2.00 on \$10.00 purchase or \$5.00 on \$25.00 purchase. We have re-modeled our sales yard, So we can better serve our customers. We now grow most of our stock here so it is already acclimated to the height and dry plains. Our stock is more complete now than at any time in the past. WE INVITE YOU TO VISIT US NOV. 8, 10, 11, at the KERSHNER'S NEW MEXICO NURSERIES HIGHWAY NO. 70.

50 pc. Set of Original Rogers SILVERPLATE QUALITY CONSIDERED... the most outstanding value Penney's ever has known! INCREDIBLY LOW PRICED **\$20.00** Handsome Chest and Silverware SET SERVICE FOR 4 INCLUDES: 16 teaspoons, 8 soup or dessert spoons, 8 hollow handle knives, 8 dinner forks, 8 salad forks, 1 butter knife, 1 sugar shell. STUNNING "JUBILEE" PATTERN, designed exclusively for Penney's 50th Anniversary by the world's largest manufacturer of silverware! This set is an extraordinary value—a fitting climax to our Golden Jubilee! Buy for yourself, or put a set away for someone's thrilling wedding or Christmas gift! A SMALL DEPOSIT HOLDS YOUR SET ON LAY-AWAY!

GOLDEN JUBILEE! 8 pc. "Golden Classic" TUMBLER SET **\$2.00** You get eight 14 oz. tumblers with heavy sham bottoms. Famous Libbey Safedge helps prevent chipping! Beautiful floral design matches Penney's "Golden Classic" dinner set.

PENNEY JUBILEE SPECIAL! "GOLDEN CLASSIC" DINNER SERVICE FOR 8! 55 pcs. **\$15.00** Sparkling floral design! You get 10 cups, (2 extra), 8 saucers, 8 fruits, 8 bread and butter, 8 dinner plates, 8 soup plates, 1 sugar bowl and cover, 1 cream pitcher, 1 platter, 1 vegetable dish!

JUBILEE SPECIAL! "GOLDEN CLASSIC" GLASSWARE Service for 8 **\$5.00** You get 24 heavy sham bottom glasses; 8 each of 14 oz. and 6 oz. tumblers and 8 sherbets. Libbey Safedge helps prevent chipping! Once-in-a-life-time value!

BUY ON PENNEYS LAY-AWAY PLAN Ladies **RAYON BLOUSES** Short or Long Sleeves 5 Colors and White **\$1.98** WAVY LINE CHENILLE SPREADS **\$4.98** Soft, velvety chenille, row after row, to lend new warmth to your bedroom! Choose from a host of exciting colors. 4" matching fringe points up the value! Twin or full size.

Doris Taylor Is Married To Billy McSwain Oct. 7

Doris Taylor, daughter of Mr. and Mrs. A. E. Taylor was married to Billy McSwain of South Carolina, Tuesday October 7 in the Methodist church parsonage at Clovis.

The bride was a nurse at the Shannon hospital in San Angelo and the groom was stationed at the Goodfellow Air Base at San Angelo. The couple will take their honeymoon.

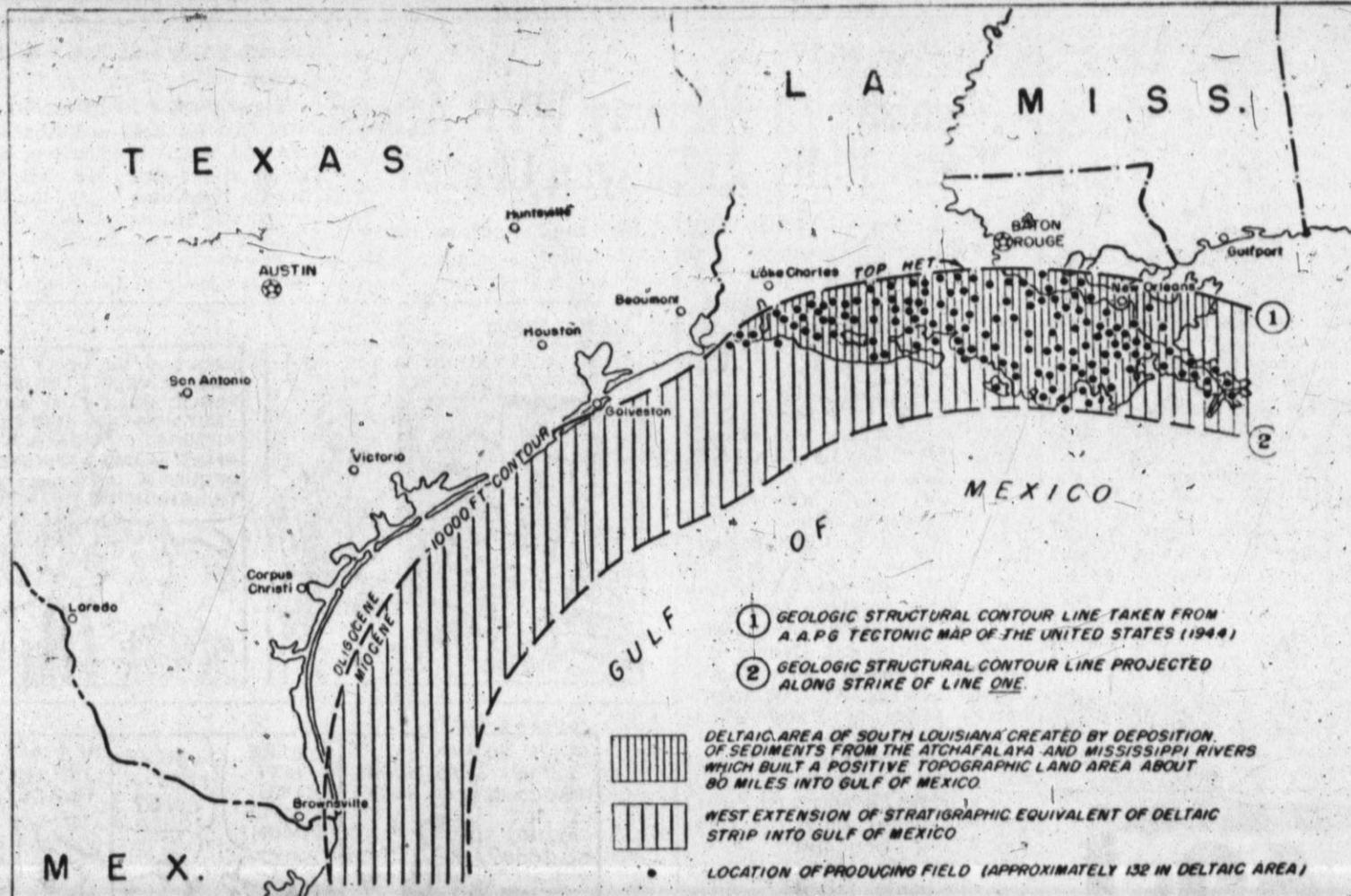
Mrs. McSwain is a graduate of the Friona school in the 1949 class and she entered the North West

Texas for nurses training in the fall of that year and graduated in 1951.

Dr. W. R. T. Metzner Addresses Cancer Society At Plainview

Dr. W. R. T. Metzner of the Parmer County Hospital staff addressed a meeting of the American Cancer Society of the Texas Division at the Plainview session.

Earlier he had spoken at Hereford and gave a report on the annual Convention of the American College of Surgeons in session in New York which he attended.



What The Submerged Lands Of Texas Or So-Called 'Tidelands Case' Means To Texas And To Texans

A confusion has been established in the minds of the people not only by the erroneous use of the term "tidelands" but also by an attempt to establish these offshore submerged lands to be of no economic importance to the State of Texas.

The offshore submerged lands of Texas and Louisiana are but a continuation of the Gulf Coast Embayment, part of which is located on land, part of which is covered by water. This structural province covers the entire Gulf of Mexico, including the shore areas immediately surrounding it.

This geological province is a very large basin into which rivers, during millions of years, have deposited sediments many thousands of feet thick. Folding, faulting, and uplifting through earth structural changes and piercement by salt masses have resulted in the formation of reservoirs favorable for the accumulation of gas, oil and sulphur.

The oil fields located along the Gulf Coast of Old Mexico, Texas, and Louisiana are on the landward parts of this basin. The early discovery of these fields was due to the fact that these areas were above sea level where it was cheaper and easier to drill and not because the structures, traps, and salt domes do not occur where the land is below sea level. Sea level has nothing to do with the occurrence of these traps and structures.

With the increase in the de-

mand for oil, gas and sulphur and improved methods for exploitation and drilling, development of the submerged lands became economically feasible and resulted in the discovery of numerous structures and fields off shore. These operations were successfully conducted on the submerged lands of Louisiana and Texas until the title to these offshore submerged lands was questioned by the Federal Government in Washington, after which, all drilling was terminated on the submerged lands of Texas.

These undeveloped lands of Texas occur along the same structural trend and at similar depths to the large number of oil and gas fields and sulphur domes that are presently being produced in southern Louisiana on submerged areas raised above sea level by the great delta of the Mississippi River and its distributaries. (Refer map Exhibit). If, by Geological happenstance, the Mississippi River had been diverted westward into Texas, at an earlier time, the reverse of the existing status would no doubt exist. The Texas structures and traps would have already been discovered and developed.

The vastness of the oil, gas, condensate, and sulphur potentialities in this submerged land area is indicated by the discoveries made on the landward portion of this basin. As of January 1, 1952, there were 1,085 oil and gas fields producing in Railroad Commission Districts 2, 3 and 4 within a 100 mile belt along the Gulf Coast line of Texas alone. From these fields, as of the same date 11.0 trillion cubic feet of gas, 5,046 billion barrels of oil and condensate, and 70.9 million long tons of sulphur had already been produced. As of the same date, there still remains a future estimated reserve, already discovered, to be produced, of 50 trillion cubic feet of gas, 5,965 billion barrels of oil and condensate and 50 million long tons of sulphur.

The total gas, oil, condensate, and sulphur discovered in the coastal belt of Texas as of January 1, 1952, was therefore, 61,940 trillion cubic feet of gas, 11,011 billion barrels of oil and condensate and 120.9 million long tons of sulphur. These total ultimate

future recovery estimates are very conservative in that they do not include the fields discovered since the first of the year nor those yet to be discovered in the same land area. 70 new fields have already been discovered this year.

The Texas submerged land areas, immediately adjacent to the Gulf Coast Belt of Railroad Commission Districts 2, 3 and 4 extending for over 400 miles along the coast line having the same geological and structural features have a potentiality for the production of oil, gas, condensate, and sulphur greatly in excess of these totals because of its greater area, better reservoir conditions, and the full use of modern methods of recovery.

However, if the potentialities be assumed to be limited to the equivalent of the ultimate recoveries as set forth above, then the gross ultimate income from the gas 15c per 1,000 cubic feet would amount to \$9,291,000,000. The oil and condensate at an average of \$2.65 per barrel \$29,179,150,000, and the sulphur at a value of \$25 per long ton \$3,022,500,000 or a total of \$41,492,650,000. A more realistic forecast of the possible gross ultimate income would probably be twice the above figure, or say \$80 billion.

A royalty of 1/8 accruing to the public school fund would amount to, say \$5,000,000,000 on the minimum estimate of \$10,000,000,000 on that of the more realistic figure not including the amounts that would accrue as a bonus for leasing the lands or the rentals therefrom. It also would not include any ad valorem taxes or a 5% gross production and pipe line tax, the latter alone would amount to \$2,000,000,000 or \$4,000,000,000 respectively.

If the ownership to these potential oil, gas, and sulphur reserves are seized and nationalized by the Government in Washington, it not only means the loss of this future income to the State School Fund that will have to be replaced by taxes, but will also remove these taxable values as a source of future ad valorem income to offset the declining oil and gas values of the existing fields located on the adjacent onshore submerged land areas.

This brief review of what the

Submerged Lands of Texas or the so-called "Tidelands Case" means to Texas and Texans has been evaluated as a public service to the People of Texas by Texas Geologists and Registered Engineers functioning solely as Texas citizens.

Relative Of Local Residents Killed In Korean Action

Second Lieutenant Paul C. Coffin Jr., has been killed in action in Korea, according to information received by his mother, Mrs. Paul Coffin of Itasca. The lieutenant's father was a first cousin to Mrs. Jesse Stanford and Jim Black of Hereford.

Coffin was a member of K company, 278th Infantry, 48th Division and had been in Korea only a short time.

He was born in Dallas and attended schools there, Amarillo and Itasca and graduated from Texas A & M.

The Real McCoy's
By John and George



AMRIGHT REVENOGER AHM GONNA LET YUH APPLY FER INSURANCE WITH

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

127 West 3rd Phone 273

Now—a **20** cubic foot freezer in the space of a **15**



This great, new freezer lets you store 700 pounds of food in the same floor space that ordinarily holds only 550 pounds. Gives you fast freezing on all 5 inside surfaces... quiet, vibrationless operation... years of trouble-free service. Come in and let us show you how easily you can own this now!

Low Down Payment
—Easy Terms!

HEREFORD IMPLEMENT CO.

FELLOW DEMOCRATS
It's Easy To
VOTE FOR
TEXAS BORN **IKE**



No. 0000 (Specimen) OFFICIAL BALLOT

You may vote for the candidates of your choice by placing an X in the square beside the name or you may vote for the candidate of your choice in each race by scratching or marking out all other names in that race.

DEMOCRATIC PARTY	REPUBLICAN PARTY	PROHIBITION PARTY	PROGRESSIVE PARTY
For President and Vice-President <input type="checkbox"/> DWIGHT D. EISENHOWER and RICHARD M. NIXON	For President and Vice-President <input type="checkbox"/> DWIGHT D. EISENHOWER and RICHARD M. NIXON	For President and Vice-President <input type="checkbox"/> DWIGHT D. EISENHOWER and RICHARD M. NIXON	For President and Vice-President <input type="checkbox"/> DWIGHT D. EISENHOWER and RICHARD M. NIXON
For United States Senator <input type="checkbox"/> PRICE DANIEL	For United States Senator <input type="checkbox"/> PRICE DANIEL	For United States Senator <input type="checkbox"/> PRICE DANIEL	For United States Senator <input type="checkbox"/> PRICE DANIEL
For Congressman-At-Large <input type="checkbox"/> MARTIN DIES	For Congressman-At-Large <input type="checkbox"/> MARTIN DIES	For Congressman-At-Large <input type="checkbox"/> MARTIN DIES	For Congressman-At-Large <input type="checkbox"/> MARTIN DIES
For Governor <input type="checkbox"/> ALLAN SHIVERS	For Governor <input type="checkbox"/> ALLAN SHIVERS	For Governor <input type="checkbox"/> ALLAN SHIVERS	For Governor <input type="checkbox"/> ALLAN SHIVERS
For Lieutenant Governor <input type="checkbox"/> BEN RAMSEY	For Lieutenant Governor <input type="checkbox"/> BEN RAMSEY	For Lieutenant Governor <input type="checkbox"/> BEN RAMSEY	For Lieutenant Governor <input type="checkbox"/> BEN RAMSEY
For Attorney General <input type="checkbox"/> JOHN BEN SHEPPARD	For Attorney General <input type="checkbox"/> JOHN BEN SHEPPARD	For Attorney General <input type="checkbox"/> JOHN BEN SHEPPARD	For Attorney General <input type="checkbox"/> JOHN BEN SHEPPARD
For Associate Justice, Supreme Court, Place 1 <input type="checkbox"/> FRANK P. CULVER	For Associate Justice, Supreme Court, Place 1 <input type="checkbox"/> FRANK P. CULVER	For Associate Justice, Supreme Court, Place 1 <input type="checkbox"/> FRANK P. CULVER	For Associate Justice, Supreme Court, Place 1 <input type="checkbox"/> FRANK P. CULVER
For Associate Justice, Supreme Court, Place 2 <input type="checkbox"/> GRAHAM B. SNEEDLEY	For Associate Justice, Supreme Court, Place 2 <input type="checkbox"/> GRAHAM B. SNEEDLEY	For Associate Justice, Supreme Court, Place 2 <input type="checkbox"/> GRAHAM B. SNEEDLEY	For Associate Justice, Supreme Court, Place 2 <input type="checkbox"/> GRAHAM B. SNEEDLEY
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For Associate Justice, Supreme Court, Place 4 (unexpired term) <input type="checkbox"/> CLYDE E. SMITH	For Associate Justice, Supreme Court, Place 4 (unexpired term) <input type="checkbox"/> CLYDE E. SMITH	For Associate Justice, Supreme Court, Place 4 (unexpired term) <input type="checkbox"/> CLYDE E. SMITH	For Associate Justice, Supreme Court, Place 4 (unexpired term) <input type="checkbox"/> CLYDE E. SMITH
For Judge of Court of Criminal Appeals <input type="checkbox"/> KENNETH K. WOODLEY	For Judge of Court of Criminal Appeals <input type="checkbox"/> KENNETH K. WOODLEY	For Judge of Court of Criminal Appeals <input type="checkbox"/> KENNETH K. WOODLEY	For Judge of Court of Criminal Appeals <input type="checkbox"/> KENNETH K. WOODLEY
For Railroad Commissioner <input type="checkbox"/> OLIN CULBERSON	For Railroad Commissioner <input type="checkbox"/> OLIN CULBERSON	For Railroad Commissioner <input type="checkbox"/> OLIN CULBERSON	For Railroad Commissioner <input type="checkbox"/> OLIN CULBERSON
For Comptroller of Public Accounts <input type="checkbox"/> ROBERT S. CALVERT	For Comptroller of Public Accounts <input type="checkbox"/> ROBERT S. CALVERT	For Comptroller of Public Accounts <input type="checkbox"/> ROBERT S. CALVERT	For Comptroller of Public Accounts <input type="checkbox"/> ROBERT S. CALVERT
For Commissioner of General Land Office <input type="checkbox"/> BASCOM GILES	For Commissioner of General Land Office <input type="checkbox"/> BASCOM GILES	For Commissioner of General Land Office <input type="checkbox"/> BASCOM GILES	For Commissioner of General Land Office <input type="checkbox"/> BASCOM GILES
For State Treasurer <input type="checkbox"/> JESSE JAMES	For State Treasurer <input type="checkbox"/> JESSE JAMES	For State Treasurer <input type="checkbox"/> JESSE JAMES	For State Treasurer <input type="checkbox"/> JESSE JAMES
For State Commissioner of Agriculture <input type="checkbox"/> JOHN C. WHITE	For State Commissioner of Agriculture <input type="checkbox"/> JOHN C. WHITE	For State Commissioner of Agriculture <input type="checkbox"/> JOHN C. WHITE	For State Commissioner of Agriculture <input type="checkbox"/> JOHN C. WHITE

TEXAS DEMOCRATS FOR EISENHOWER

Attend The
CITIZENS FOR EISENHOWER

POLITICAL RALLY

THURSDAY, OCT. 30 -- 7:30 P. M.

At The Bull Barn

Refreshments Will Be Served

Bring Family & Friends

SPEECHES AND OTHER FEATURES

Political Adv. — Paid for by Citizens For Eisenhower Committee

USED CARS

1950 CHEVROLET
4 Door Powerglide - Radio and Heater
New Motor - Dusk Grey

\$1425⁰⁰

1952 CHEVROLET
4 Door Special Sedan Fully Equipped
Company Demonstrator, New Car
Warranty, Color Black

\$300⁰⁰ DISCOUNT

1940 FORD CONVERTIBLE
\$165⁰⁰

USED TRUCKS CHEAP

1950 CHEVROLET 1/2 TON PICKUP
\$945⁰⁰

1941 FORD 1 1/2 TON
Good Grain Bed
\$245⁰⁰

1950 CHEVROLET 1/2 TON PICKUP
\$975⁰⁰

1942 CHEVROLET 1 1/2 TON
14 Foot Grain Bed
\$325⁰⁰

1940 INTERNATIONAL 1 1/2 TON
\$195⁰⁰

1942 CHEVROLET 1 1/2 TON
\$275⁰⁰

1952 DODGE 1/2 TON PICKUP
Low Mileage - one owner, mud
grip tires, good hitch, and brace
Ex. Cond. \$1295⁰⁰

1951 CHEVROLET 3-4 TON PICKUP
Deluxe Cab, Low Mileage, Good Throughout

VOTE!!
TUESDAY,
NOV. 4th

Kinsey Motor Co.
11 Years Your Dealer For
CHEVROLET
OLDSMOBILE

2nd at Schley Hereford, Texas
Phone 740

LONE STAR AGRICULTURE

Orderly Marketing Suggested For Cotton Producers Throughout State

A marketing problem may develop in Texas this fall which should attract the attention of every crop producer.

The commodity to watch, primarily, is cotton but all crops can be similarly affected when unexpected surpluses develop.

Cotton prices declined slightly following the United States Department of Agriculture's production report in early October.

There should be no alarm at all about this modest increase in 1952 prospects. This added production

will be needed. The higher figure is still well below the 1952 production goal and is just about the same as the expected domestic and export demand for cotton during the marketing year.

Since this is the case, the farmer would do well to hold a part of his cotton for this year in anticipation of a good market a few months from now.

If the present indications for production and disappearance are borne out, we will hold our own in the cotton situation and possibly add a few hundred thousand bales to the comparatively low carryover reserves of the last two years.

Cotton producers themselves can do a great deal to avoid the danger of temporary declines in prices by spreading out their marketing in an orderly way.

Gathering has been proceeding rapidly. If the crop is dumped immediately after the harvest, prices might dip temporarily below levels justified by the overall situation.

Farmers are urged to market in an orderly manner, taking advantage of the price-support loan program to make this possible.

If the crop is marketed properly, there will be no apparent reason for any material drop in prices - even for the period right after harvest.

HAVE GREAT-GRANDSON

Mr. and Mrs. Hugh Wither- spoon plan to leave the latter part of this week for Carlsbad to see a new great-grandson. He is the son of Mr. and Mrs. Stan Bode of Carlsbad and has been named Phillip Wells Bode. He arrived October 25.

Mrs. Bode is the former Miss Phyllis Casebolt of Hereford. The couple has one other child, Stana, who is six years old.

WESTWAY NEWS

Members Of Westway WYP Attend Youth Rally At Canyon Church

Several members of the WYP group attended a youth rally at the First Baptist church at Canyon last Saturday night. Among those who went were Patsy and Sandra Townsend, Sue and Patsy Osborn, Peggy Townsend of Summerfield, Larry Kaul, Ross Joe Landers, and Mary Lynn Morrison. Sponsors who attended were Mrs. Joe Landers, Mrs. Merlin Kaul and Mrs. J. C. Morrison. Little Judith Morrison accompanied her mother.

Mr. and Mrs. Jack Renfro have returned from a trip north. They went bird hunting in Nebraska and business interests took them to North and South Dakota, Minnesota, Kansas and Denver and Colorado Springs. Miss Jackie Wright who is employed in the Renfro office at Hereford accompanied them.

Mrs. Jack Renfro reports that an enjoyable surprise on their return home Monday night were the mail boxes along the highway of our community.

Mr. and Mrs. Ira Scott have gone to South Dakota where their 2 1/2 year old daughter Jan says they've gone "feather hunting". Little and her sisters are staying with Mr. V. E. Dodson.

Mr. and Mrs. Will Rudd of Springlake were visitors Sunday in the home of his brother Paul. Homer Rudd spent Sunday with friends at Lubbock.

Mr. and Mrs. Clayton Brown have gone to Lubbock where he is employed as dental technician. Mrs. Brown is the former Mary Kathryn Boyd, daughter of Mr. and Mrs. Robert Boyd.

Mrs. W. E. Combs of Plainview is staying at the home of her son Elmer this week while Mrs. Elmer Combs is visiting relatives in Kansas City.

Mr. and Mrs. L. E. Neal, Dixie and Clayton went to Plainview Saturday where they visited with relatives.

The Willing Workers Missionary Society met last Wednesday in the home of Mrs. Carl Schroeder at Hereford. Mrs. Jimmy Thomas, vice-president was leader of the lesson on family devotion. Mrs. Carl Schroeder gave the opening prayer. The lesson was "Life is too Short to be Little" For roll call members are to memorize a verse of the Bible.

Refreshments were served to Mesdames Robert Boyd, G. C. Merritt, Elmer Combs, Johnny Townsend, Joe Landers, Roy Lee Wilson and Merlin Kaul.

Rev. and Mrs. Allie Hardman have returned to Columbus, Kansas after holding a 10-day revival for the Baptist church here. There were two additions to the church - Miss Lavera Heard and her brother Jimmy Head. During their stay here the Hardmans visited in the home of his sister Mrs. Lyle Rickman.

Mrs. Lyle Rickman is working as bookkeeper at the Sugar Beet Dump at Summerfield during the harvest.

Jess Ott began work again this week at Fraser farms. Jess has been convalescing at his home in Hereford following an appendectomy.

Rev. Guy Patterson who has been sent here as pastor of the Methodist church filled his first appointment here Sunday morning and night. Rev. Patterson is a student at West Texas State College but has been in the ministry for five years. His wife and two year old daughter Marie Ann accompanied him Sunday.

Rev. Patterson will preach here again this Sunday, but beginning next month, he will preach on 2nd

Q. How can I pull stamps apart when they have become stuck together?

A. Place them under a thin piece of paper and run a hot iron over the paper lightly. They will then come apart readily.

Q. How can I remove iodine stains from white linen?

A. These stains can be removed with a solution of ammonia and water. Soak the material in a solution composed of one teaspoonful of ammonia to a pint of water, and the stain will quickly disappear.

GASOLINE TIPS BY DUDE



No matter what your needs may be, we take pride in giving you satisfaction at all times.

ROBERSON Service Station Hereford Saves Your Teeth - We Save Your Car.

Phone 440 Hiway 60

honoring Rev and Mrs. Guy Patterson.

Those present included Mr. and Mrs. Joe Landers and Ross Joe, Lynn and Mrs. J. C. Morrison, Mary Merlin Kaul and Larry, the honor guests, Mr. and Mrs. Thomas, Dieder, Dan and Deborah.

The Plains 4-H club met Thursday afternoon at the Community House. Hugh Clearman, county agent, was present and discussed projects for the 4-H club show.

During the business session the boys made plans for a party in the near future. Those present were Larry and Walter Kaul, Jimmy, Woodrow, Wayland and Ray Northcutt, Ralph Morrison, Eugene and Billy Don Combs, George Lockhart, Billy Dufur and Mr. Clearman.

Mr. and Mrs. Duke Ewing of Oklahoma City were visitors last week in the Joe Reinauer home. John Reinauer of Oklahoma City is spending this week in the Reinauer home.

The community party will be held next Friday night, October 31 at the Roy Lee Wilsons and will be a Halloween Party.

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By FRANK THOMAS



Advertisement for a 69c pen. Text: 'FOR OFFICE, SCHOOL OR HOME 69c Fri.-Sat. Only 69c This Certificate is Worth \$4.31'. Includes an image of a pen and details about the '1953 DELUXE STREAMLINE PEN'.

Large advertisement for 'COTTON TRAILERS'. Features a large 'X' logo and text: 'VOTE!! TUESDAY, NOV. 4th'. Below, it says 'We Still Have A Complete BOLT STOCK' and lists various trailer parts like 'COTTON FORKS' and 'COTTON SCALES'. At the bottom, it says 'CARL McCASLIN LUMBER CO.' and provides contact information.

NEWS

Dawn School Parents Council To Sponsor Carnival Friday Night

By Bertha Frye
The Dawn School Parents Council is sponsoring a carnival Friday night Oct. 31 at the School...

ed into the Carl Wimberley place last week.
Nan and Billie Neal spent last week with their grand parents...

Among those attending the Seventh District Convention of Music Clubs in Amarillo last Friday were: Mrs. Gayle Neal, Mrs. Carl Wimberley, Mrs. Melvin May...

Hospital Notes

HOSPITAL PATIENTS
Ky Lawrence, surg.; Mrs. Roy A. Kelley, surg.; Mrs. Julia So-well, med.; Mrs. J. J. Harper, surg.; Mrs. Robert Barkley, OB...

PATIENTS DISMISSED
Patients dismissed from hospital October 25, Mrs. John Hinkle, Mrs. Mary Waldrep, OB; Mona B. Fullenwider, med.; and Mr. Earl Poarch, surg. Oct. 24...

BIRTHS
To Mr. and Mrs. Eucl Luce, Oct. 22, a boy
To Mr. and Mrs. Robert Barkley, Oct. 23, a girl



RETURNS PUNT—Carl Johnson (43), Rice back, returns a punt in the first quarter of the Rice-Texas game in Houston, Tex., for 15 yards, before he was tackled by Gib Dawson (49), Rice back, is at the left. Texas won 20-7. (AP Wirephoto)

More Hog Production Needed To Meet Consumption, Report Shows

An economic appraisal of hog production and pork consumption in Texas has just been published by the Texas Agricultural Experiment Station.
Authors are John A. Kincaid and John G. McNeely, and the study was published as Bulletin 749.

Hogs are produced over all of Texas but the greatest concentration was found in the principal grain producing areas. Farm and commercial slaughter of Texas hogs fall short of supplying the needs of the State's growing population. Annually thousands of live hogs and millions of pounds of pork products are shipped into Texas from other states to meet this demand.

and possible adjustments in the future are indicated.
A copy of Bulletin 749 may be obtained from the Texas Agricultural Experiment Station, College Station, Texas.

Velvet

Rain spots can be removed from velvet by sponging with gasoline, being sure always to rub in the one direction.

Q. What is the best way to re-heat day-old rolls?

A. Put into a paper bag and twist the end shut. Then dip the bag into water, removing immediately. Place the bag in a hot oven. By the time the bag is dried out the rolls will be heated exactly right.



Church of Christ We Welcome You

CHURCH OF CHRIST

(Sunday)
Radio KPAN 9:15 A. M.
Bible Study 10:00 A. M.
Worship 11:00 A. M.

Evening:
Young People 6:45
Evening Worship 7:30
Daily Radio Program
KPAN-860 on Your Dial 9:30 A. M.

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

HEAR THE HERALD OF TRUTH

(Nation-Wide Broadcast)

Each Sunday 1:00 - 1:30 P.M.

THE AMERICAN BROADCASTING CO.

(KFDA - Frequency 1440)

ANNOUNCING

We Have Been Appointed

Dealers For

J. I. CASE

Farm Implements

"It Pays To Farm With Case"

Case Sales and Service

We are now ready to take care of your Service Problems, using only Genuine Case Parts. We have secured two of the most reliable mechanics in the farm implement field.

CARL KROPFF, a local man that most of you know and can depend on is in charge of our shop. Carl has been working on Case equipment for 19 years. He can service any and all makes of tractors. He has a steam cleaner and paint room where he can make that old equipment look like new, and can handle your magneto and generator repair, also bring your valve grinding jobs to Carl.

BYRON CONWAY, another most reliable mechanic and equipment service man was formerly employed by the Big Springs Case dealer since 1939. Byron will see a lot of you farmers in the future when you are having troubles that cannot be handled without assistance. He will welcome the opportunity to serve you in the field.

You are Cordially invited to drop around anytime to look over our facilities.

WATCH FOR OUR FORMAL OPENING!

Farm & Home Supply

1301 Park Ave.

Phone 1109

Your J. I. Case Dealer

We Are Here To Serve You Better

Please Give Us A Try

Another.....

STEP

FORWARD

By The Progressive

HEREFORD

STATE BANK

Yes, the adding of a After Hours Depository at the Hereford State Bank is just another step forward for this Progressive Bank. We now boast every service carried by banks much larger, including After Hours Depository, Safe Deposit Boxes, Drive-In Window, Savings Department and many other services for your convenience. We hope you'll drop in soon and let us discuss your banking problems.

Pictured at Right is Kenneth Coker making a deposit in our New, Safe, After Hours Depository, another of the many services offered to the Customers of the Hereford State Bank for your safety and convenience.

We Invite You To Use Our

NEW AFTER HOUR DEPOSITORY

Another Step Forward For The

Hereford State Bank

MEMBER: FEDERAL DEPOSIT INS. CORP.

Walcott 4-H Group Makes Corsages

The Walcott 4-H club meeting was called to order by Merry Kay Pruitt and the songs were led by Valeria Meier, the minutes were read and roll called answered by 12 members with "My Favorite Wifster Color".

The ritual was led by Patricia Grider and Mrs. Julian Perrin gave a demonstration on making corsages. Royce Lee Pruitt led the recreation. Members present were

Mary Chappman, Janell Weaver, Merry and Royce Pruitt, Margaret and Cecelia Burrus, Sharon Alexander, Carol McClure, Patricia Grider, Valeria Meier, Ettie Walker and Donna Guseman. The leader present was Mrs. Roy Pruitt.



Now Available

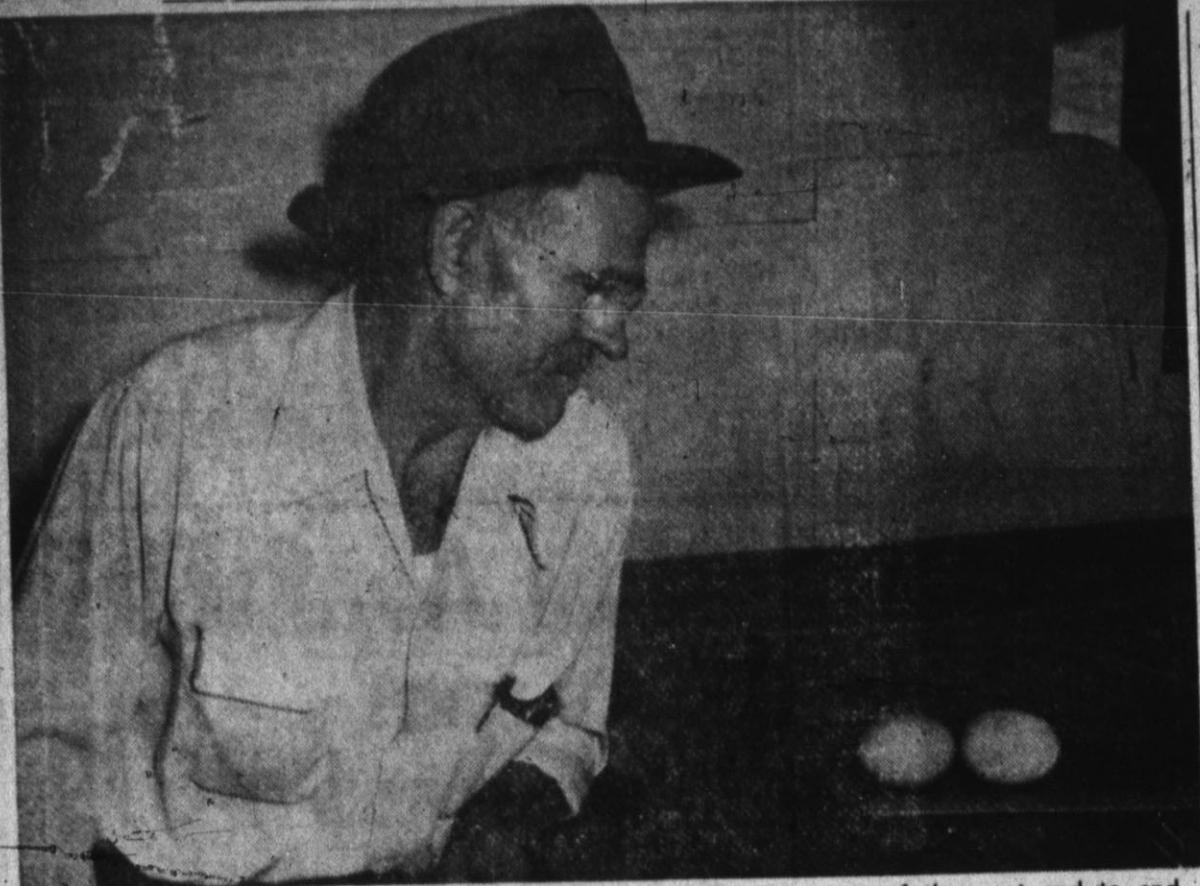
- ★ NEW PUMPS
★ NEW and USED PIPE
★ CATTLE GUARDS

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

Phone 1577

DARREL HARKINS

1st Door West of Sears Elevator On Highway 60



MONSTER EGGS. J. E. Lomas of 45th and Slaton Highway, Lubbock, brought in a couple of mighty big hen eggs to The Brand office Tuesday afternoon. Lomas says that one of his white Wyandotte hens is laying these large eggs but as yet he hasn't spotted the one that is doing this magnificent job. Guess he would like to pat her on the back a little too. The eggs measure 7 1/2 inches in diameter and weigh 5 1/2 ounces

each and the two of them set end to end measured over 6 inches. Bet this hen feels like the cow that was left hooked up to an electric milker all night... the following morning the owner discovered that the cow had given 8 gallons of milk throughout the night... but there she stood, proud but pooped. Anyway, it only takes 8 of these eggs to make a dozen. Staff Photo.

EASTER NEWS

Visiting Highlights Community News At Easter During Past Week

Mr. and Mrs. Loy Dean Stone made a business trip to Canyon Wednesday. Mrs. Rubt M. Stone spent last week end in Pampa visiting friends. Mr. and Mrs. John H. Burnett and Mr. and Mrs. B. Wortham made a business trip to Plainview Wednesday. Mrs. A. D. Johnson and Karen spent Wednesday and Thursday

in the home of Mrs. J. A. Samples in Lubbock. Mr. Johnson and J. A. Samples of Lubbock are fishing at Brownwood Lake this week. Guests in the Bill Carthel home Sunday were Mr. and Mrs. J. V. McCabe and Jim McCabe of Dawn and Mr. and Mrs. H. L. Weatherley and sons, Leslie and Dick of Panhandle. Jeanette Wortham has begun her 1st year of music lessons. Mrs. Bill Carthel

is her teacher.

Mr. and Mrs. G. H. LaPlant spent Sunday with Mr. and Mrs. Joe Evans of Hereford.

Mr. and Mrs. Glenn Bell of Hereford visited her parents Mr. and Mrs. G. H. LaPlant Tuesday evening.

Mr. and Mrs. C. M. Smith of Hereford visited Sunday with Mr. and Mrs. W. A. Epperson, also Mrs. Eva Reding of Anadarko, Oklahoma.

Mr. and Mrs. Olin LaPlant took their daughter to Amarillo to the C. P. Clinic where new braces were fitted. Linda-Sue LaPlant spent the day with Frances Goodwin while her folks went to A-

marillo.

Belee Kent Goodwin was honored at a birthday party October 22. Refreshments of cake and hot chocolate were served to approximately 25 persons. He received many useful gifts.

Mr. and Mrs. Ollie Griffin and family of Hobbs visited her sister and family, Mr. and Mrs. Leo Hall.

Mr. and Mrs. O. A. Rudd of Hereford were Wednesday evening guests of Mr. and Mrs. Glenn Godfrey.

Mr. and Mrs. W. A. Rhodes and family and Mr. and Mrs. W. A. Epperson visited with Mr. and Mrs. A. H. Brown and family

Wednesday evening.

Doyle Johnson spent Wednesday night with Robert Brown

A. O. Thompson Abstract Co.

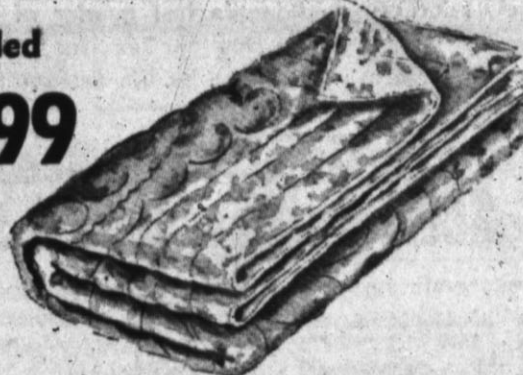


Complete tract index of lands and town lots Deaf Smith County. Write for information.

ANTHONY'S GREATER THAN EVER
October Sale
AS EXCITING AS A CIRCUS. GREATEST SHOW ON EARTH

SALE SATIN COMFORTERS

Wool Filled
\$7.99



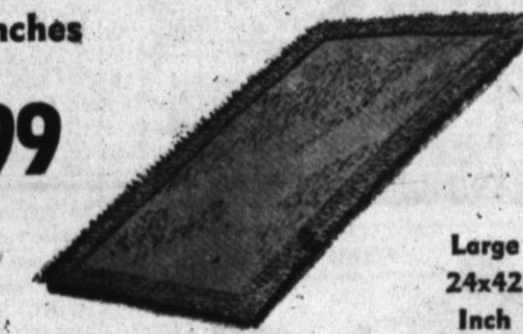
Full Bed Size

For gifts, for your own personal use... satin covered wool filled comforters. All over solid colors or reversible contrasting colors. Full bed size. Assorted colors.

COTTON THROW RUGS

24x42-inches

\$1.99



Large 24x42 Inch

Four different types to choose from. Large cotton loop, loop and clipped pile, fringed loop and cotton frieze loop. Deep tones and pastels.

SALE of GABARDINE COATS

40% Wool — 60% Rayon

BOXY STYLES

SALE PRICE \$19.44



A beautifully sheened part wool gabardine in loosely fitting boxy styles. Wide cuffed sleeves... three button... slash pockets. Smart novel yoked backs. Interlined with wool. Choose roll or long pointed collar. Colors: brown or airdale.

Sale of Rayon Gabardine Suits... **\$19.44**

Stop Taking Harsh Drugs for Constipation

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

Taking harsh drugs for constipation can punish you brutally! Their cramps and riping disrupt normal bowel action, make you feel in need of repeated dosing.

When you occasionally feel constipated, get gentle but sure relief. Take Dr. Caldwell's Senna Laxative contained in Syrup Pepsin. It's all-vegetable. No salts, no harsh drugs. Dr. Caldwell's contains an extract of Senna, oldest and one of the finest natural laxatives known to medicine.

Dr. Caldwell's Senna Laxative tastes good, acts mildly, brings thorough relief comfortably. Helps you get regular, ends chronic dosing. Even relieves stomach distress that constipation often brings.

Try the new 25¢ size. Money back if not satisfied. Mail bottle to Box 280, N.Y. 18, N.Y.

DR. CALDWELL'S SENNA LAXATIVE
Contained in pleasant-tasting Syrup Pepsin

Its Now Bulb Planting Time In Texas Says Extension Specialist

October 15th through December 15th is bulb planting time in Texas. Sadie Hatfield, homestead improvement specialist for the Texas Agricultural Extension Service says October is considered the best month for planting most bulbs, which can exist in cold weather.

The hardiest bulbs are the narcissi or daffodils, jonquils, grape-hyacinth, snowflakes, snowdrops and most of the early blooming bulbs. The specialist recommends waiting until later to plant those with roots or bulbs that frozen soil would destroy. Gladioli grow from tender corms and dahlias from tender tubers, so these bulb-like plants are not planted until hard freezing weather is past. In much of Texas they can be planted in January and February.

Most bulbs grow best in fertile soil which is moist but well drained. The specialist says most bulbs will grow better in full sun, how-

ever many of them grow in the shade.

Prepare the soil by fertilizing with 5-10-5 for the sandy and light soil, and 16-20-0 for black land and potash-rich soils in West Texas. The specialist recommends one-half cup to each 25 square feet of soil. Add a tablespoon of bone meal and a cup of sand one or two inches beneath each bulb when placed in the soil.

The depth of planting depends on the size of the bulb. A large narcissus bulb may be planted seven to nine inches deep. Tulips are usually planted about seven inches, and bulbs of Dutch iris are smaller and planted four or five inches deep. Grape-hyacinth is still smaller and planted two to four inches deep. Iris which grow from rhizomes, are planted almost on top of the ground barely covered with soil. The crocus is planted only three inches deep. Place lilies which root at the base of the bulb five inches deep in the soil.

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International Trucks make even the toughest farm hauling jobs look simple.

They stand up better, longer under rugged road and load conditions. They take it easy on everyday operating expenses, cost less to keep in condition. The reason's easy to understand. They're built for the job, specialized for the haul.

Want to cut your hauling costs? See us for a complete demonstration on your farm this week.

Only Internationals combine all these advantages:

- All-truck engines—built in the world's largest exclusive truck engine plant.
- The "roomiest, most comfortable cab on the road"—the Comfo-Vision Cab.
- Super-steering system—more positive control, easier handling, 37° turning angle.
- The same traditional truck toughness that has kept International first in heavy-duty truck sales 20 straight years.
- The truck engineered for your job... 115 basic models, from 1/2-ton pickups to 90,000 lbs. GVW ratings.
- Largest exclusive truck service organization.



International's L-160 series offers GVW ratings from 14,000 to 16,500 lbs., a variety of specialized bodies for every farm hauling job.

For complete information about any International Truck, see—

Buy on Proof!

Before you buy any truck, let us give you a list of men in this area who have recently bought new Internationals like the one you're interested in. Check with any or all of them. Find out how Internationals cut hauling costs on jobs like yours.

HEREFORD IMPLEMENT CO.

INTERNATIONAL TRUCKS

Standard of the Highway

Lavishly Trimmed 100% All NYLON KNIT GOWN

Value **\$3.77**



Tricot knit all nylon gown... lavishly lace and net trimmed, also nylon. Extra full sweep skirt in good length. Fitted bodice... wide nylon lace shoulder straps. 32 to 38. White, pink, blue.

Lace Trimmed 100% All NYLON KNIT SLIP

\$2.59 2 For **\$5.00**



Gored or straight cut style slip... all nylon net and lace trim top and bottom. A beautifully fitting slip that launders so easily and dries so quickly. White and pink. 32 to 40.

TWO-WAY STRETCH

Girdles or Panty Girdle **\$1.57**



Choose panty girdles or regular girdle. Hose supporters on both. Two-way stretch (paten. S, M, L, White.

NYLON KNIT BRIEF

66¢ 98¢ Value



First quality all nylon knit. Hollywood briefs. Snug fitting leg openings. Double crotch. 70 denier. 5 to 7.

SANFORIZED ARMY CLOTH WORK SUIT

Shirt and Pants

\$5.00

A lot of wear, a lot of comfort in this tough army cloth suit. Tailored well. Matching shirt and pants both for only \$5. Sanforized, Tan only. Shirt 14 to 17, Pants 28 to 44.



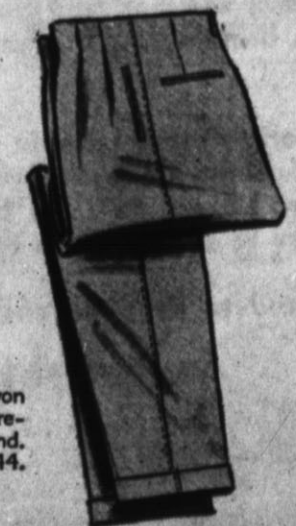
100% All Rayon

DRESS SLACK

Values **\$4.33** to \$5.90

An outstanding dress slack buy. All rayon gabardine... crease retaining, wrinkle resistant. Continuous or sewed on waistband. Colors: brown, navy, gray, green. 28 to 44.

FREE ALTERATIONS



Type 128 SHEETS \$1.98

Strong white multi-bleach sheets of a new low price. Famous Dan River and World Wide brands. 81x99-inch. 81 x 108 \$2.29. Band. 34 to 46.

Better Fall COTTONS 44¢

Huge selection of brand new fall cottons. Polished cotton, woven cottons, dark plaids in housecoat prints. Many others.

\$7.95 to \$10.95 SPREADS \$6.66

A famous makers ever production of better chenille spreads. All over patterns in solids and multicolors.

Men's Bomber JACKETS \$8.90

Rayon satin lined... with lining, interfacing with wool. Lamo's wool mouster collar... knit wrists and waistband. 34 to 46.



Boys' COMBAT BOOT

\$3.49 Value **\$2.99**

Brown all leather uppers or composition sole and rubber heel. Sizes are 8 1/2 to 12 and 12 1/2 to 3.

PROGRESSIVE NEWS

Weldon Gregory Escapes Serious Injury While Helping Brothers

Weldon Gregory of Amarillo, who has been here for the past week helping his brothers, Millard and Jake through the rush of putting up their crop, escaped serious injury Saturday while working with an electric drill in putting a sliding door on a granary. While drilling overhead, the drill fell, hitting Weldon in the face cutting a hole through his upper lip and knocking out a front tooth.

Mr. and Mrs. Ira Ricketts attended the District I Convention of Christian churches at Pampa Monday.

Mrs. L. L. McBrayer of Dalhart returned to her home last week after spending week with her parents, Mr. and Mrs. Ira Ricketts.

Mrs. John Meason of Roaring Springs, Mrs. Lewis West and Mrs. H. R. Vaughn were visitors in the home of their parents, Mr. and Mrs. Sam Lesly. Mrs. Robert Loyd, a granddaughter was also visiting with her grandparents.

Mr. and Mrs. P. L. Carmichael and Shari were visitors in the Denzil Pulliam home Sunday afternoon.

Lloyd Parsons spent the week

end with his parents, Mr. and Mrs. T. J. Parsons. He is a student at WTSC.

Mrs. W. S. Gregory of Amarillo and mother, Mrs. Reece of Nacogdoches, were Monday visitors in the Gregory home.

Miss Joan McGee and roommate, Miss Wynell Webb of Brownfield, students at Lubbock, were here Friday night to attend the Hereford-Brownfield football game and spent the night in the Taft McGee home.

Mr. and Mrs. Matt Ruthardt and Yvonne of Arlington, Colo., were week end guests in the home of Mr. and Mrs. V. E. Dodson.

Mr. and Mrs. Lewis West spent the week end in McLean visiting their daughter, Mrs. J. C. Claborn and family.

Mr. and Mrs. T. J. Parsons and family were in Grady, N. M., Sunday.

Mr. and Mrs. Taft McGee and Mr. and Mrs. Fred Albers of Minco, Okla., were in Lubbock to see the Tech-Baylor game.

Doris Russell spent Monday night with Dorothy Veigen after the girls attended the CYF Program in Pampa.

Mrs. Pearl Dycus of Clovis visited Sunday night in the home of Mr. and Mrs. C. V. Burgess. Mrs. Dycus is a sister of Mrs. Burgess.

Mr. and Mrs. Ira Ricketts called on Mr. and Mrs. Jay Fortenberry Friday night.

Misses Jo, Betty, and Jan Scott are spending the week with their aunt and uncle, Mr. and Mrs. V. E. Dodson, while their parents, Mr. and Mrs. Ira Scott are in South Dakota, pheasant hunting.

Mrs. W. A. Dougherty, Mrs. Archie Dougherty of Clovis and Mrs. Dolores Kibbe of Tatum, N. M., were visiting Friday with Mrs. Ira Ricketts.

Mr. and Mrs. C. V. Burgess and Mr. and Mrs. Clint Laundry.

Mr. and Mrs. Ira Ricketts spent Thursday night with their daughter Mrs. Archie Dougherty and family of Clovis.

Mr. and Mrs. Ira Ricketts visited with Allan Hughes Wednesday afternoon.

Mr. and Mrs. J. C. Ricketts were visiting recently in the home of Ira Ricketts.



TEXAS' BEST—Ann Rosborough of Tyler and Ralph Person of Kansas City have been named by a five-member faculty committee as the best all-around girl and boy of the school year at the University of Texas. Miss Rosborough is national vice president of the student branch of YWCA and state president of the Campus League of Women Voters. Person, a Presbyterian ministerial student, is vice president of the student government, national AAU champion in the 200 yard low hurdles and Southwest Conference record-holder in the 220 yard low hurdles. (AP Photo)

The grain sorghum harvest is over except for stacking of the bundle feed. There is some wheat up and growing nicely on irrigated land and there is wheat being sown on later irrigated land. The last cutting of alfalfa is being put up now on the Floyd McGee, H. L. Hershey, J. D. Gilbert and other farms. The Castor Beans will be harvested soon.

The damage to the cotton and castor beans has not been estimated.

HAVE NEW DAUGHTER

Mr. and Mrs. Robert Barkley have announced the birth of a daughter, born Friday October 21 at Deaf Smith County Hospital. The maternal grandparents are Mr. and Mrs. Eldon Morgan of Hereford.

Texas Tech To Play Tough Houston Cougars At Saturday Homecoming

In the mellowed atmosphere of Homecoming Texas Tech' Red Raiders' Saturday afternoon at Jones Stadium face one of the toughest teams in the nation -- the University of Houston Cougars.

After dropping an opening game to Texas A & M the Cougars have downed the University of Arkansas, Oklahoma A & M, the University of Tulsa, and Arizona State of Tempe.

Houston has a powerful split-T and spread offense sparked by quarterback Bobby Clatterback of San Angelo, but it has been the Cougar defense that has stood out. The Cougars held mighty Tulsa, nation's leading offensive team of 1951, to 95 yards rushing and limited Arizona State of Tempe, rated just behind Tulsa, to 62 ground yards.

While the Cougars were beating Tempe State 6-0, the Red Raiders were idle. Just the same, they lost the service of another player -- Jack Kirkpatrick of Post, one of the "prize" school-boys of 1951.

Kirkpatrick is recovering from injuries suffered Saturday in an auto accident. His starting berth at safety will be taken probably by John Moughon of Weatherford, a senior reserve quarterback.

Several freshmen will get to see more varsity service this season as a result of the Tech B team's 55-0 victory over the McMurry subs last week.

Tickets are still available for the Homecoming clash, slated to begin at 2:30 p.m. Because Lubbock High is out of town Saturday afternoon, business manager Jimmie Wilson predicts that no

one will be turned away. Last week's Border Conference statistics showed three Texas Tech Red Raiders as individual leaders -- Jim Turner of Olney, punting; Jerry Johnson of Hale Center, passing; Jack Kirkpatrick of Post, kicking extra points.

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*Old enough to be Proven
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FIVE HUNDRED MILLION DOLLARS WAS PRODUCED IN MERCHANDISE SALES BY TELEVISION IN 1951

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Information on this investment will be furnished without obligation.

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We Can Help You

STRETCH

YOUR RENT MONEY INTO A HOME OF YOUR OWN

Why pay rent for the rest of your life when that selfsame money enables you to buy a nice modern home of your own. Have something to show for your money besides rent receipts. Come in and ask for details.

- LUMBER, All Kinds
- PLUMBING, All Kinds
- Built-in Furniture, Kitchen Cabinets, Drain Boards.
- Wall Paper, Paints and Oils — Paint Brushes.
- DOORS and WINDOWS
- Builders Hardware

ROCKWELL BROS. & CO.

Title One Loan
No Money Down.. Months To Pay

NOTICE

TAXPAYERS

All State and County Taxes are now due. Your Tax Collector can allow the following discounts on State and County Taxes

Only 3 More Days for Your October Discount

If Paid In --

October	3%
November	2%
December	1%

DELINQUENT IF NOT PAID BY JANUARY 31st

Poll Taxes Were Not Included In Your Tax Statement

J. C. REESE

Tax Assessor -- Collector -- Deaf Smith County

Complete Cafe

READY TO OPERATE
Goes At

PUBLIC AUCTION

Friday, October 31 - 3:00 P. M.

THE WESTERN WHEEL INN CAFE
On Highway 60 (Amarillo - Clovis)
HEREFORD, TEXAS

HAS LARGE PARKING LOT . . GOOD LEASE CAN BE OBTAINED, or can BE MOVED

Fixtures and Equipment Consisting of the Following:

Silverware . . . Dishes	2 elec. Refrigerators
Utensils . . . Cups and Saucers	13 foot Home Freezer
Glasses, etc.	Leland Steak Machine
Seats 78 People	2 - 60,000 CFM Air Conditioners
8 Stools	1 Exhaust Fan
12 Tables	Large Tyer Reach-In Box
4 Booths	1 Double Oven Garland Range with Griddle Top
With Small Banquet Room	1 Globe Slicing Machine
26-ft. Leitner Stainless Steel Back-bar, refrigerated. With Grill.	1 - 12-qt. Hobart Mixer and Grinder
8-ft. beverage cooler; 100-lb. Ice Container,	4-compartment Dish Tubs
Oster Malt Mixer, Westinghouse Elec. Roaster	1 30-Gal. Hot Water Heater
	Meat Block, Cigar Stand, Asphalt Tile Floor, Drapes and Awnings, Adding Machine, Typewriter, Large Work Table.

REASON FOR SALE: Mr. Emmett Sherman, owner, has taken over management of the Jim Hill Hotel in Hereford. This is the best-equipped cafe in Hereford and also had a larger volume of business than any other cafe. New owner can open the next morning after purchase. Some of this equipment cannot be bought today, and if it could the price would be outrageous.

EMMETT SHERMAN OWNER **FREE COFFEE & DONUTS** **FRED THOMPSON** AUCTIONER

SAMPLE BALLOT

No. 0000

Date: November 4, 1952

GENERAL ELECTION

Note: Voter's Signature To Affixed on the Reverse Side.

No. 0000

You may vote for the candidates of your choice by placing an X in the square beside the name or you may vote for the candidate of your choice in each race by scratching or marking out all other names in that race.

DEMOCRATIC PARTY	REPUBLICAN PARTY	PROHIBITION PARTY	PROGRESSIVE PARTY	CHRISTIAN NATIONALIST PARTY	CONSTITUTION PARTY	INDEPENDENT	WRITE-IN
For President and Vice-President <input type="checkbox"/> ADLAI E. STEVENSON and JOHN J. SPARKMAN	For President and Vice-President <input type="checkbox"/> DWIGHT D. EISENHOWER and RICHARD M. NIXON	For President and Vice-President <input type="checkbox"/> STUART HAMBLEN and E. A. HOLTWICK	For President and Vice-President <input type="checkbox"/> VINCENT HALLINAN and CHARLOTTA BASS	For President and Vice-President <input type="checkbox"/> DOUGLAS MacARTHUR and JACK B. TENNEY	For President and Vice-President <input type="checkbox"/> DOUGLAS MacARTHUR and VIVIEN KELLEMS	For President and Vice-President	For President and Vice-President
For United States Senator: <input type="checkbox"/> PRICE DANIEL	For United States Senator: <input type="checkbox"/> PRICE DANIEL	For United States Senator:	For United States Senator:	For United States Senator:	For United States Senator:	For United States Senator:	For United States Senator:
For Congressman-At-Large: <input type="checkbox"/> MARTIN DIES	For Congressman-At-Large: <input type="checkbox"/> MARTIN DIES	For Congressman-At-Large:	For Congressman-At-Large:	For Congressman-At-Large:	For Congressman-At-Large:	For Congressman-At-Large:	For Congressman-At-Large:
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For Lieutenant Governor: <input type="checkbox"/> BEN RAMSEY	For Lieutenant Governor: <input type="checkbox"/> BEN RAMSEY	For Lieutenant Governor:	For Lieutenant Governor:	For Lieutenant Governor:	For Lieutenant Governor:	For Lieutenant Governor:	For Lieutenant Governor:
For Attorney General: <input type="checkbox"/> JOHN BEN SHEPPARD	For Attorney General: <input type="checkbox"/> JOHN BEN SHEPPARD	For Attorney General:	For Attorney General:	For Attorney General:	For Attorney General:	For Attorney General:	For Attorney General:
For Associate Justice, Supreme Court, Place 1: <input type="checkbox"/> FRANK P. CULVER	For Associate Justice, Supreme Court, Place 1: <input type="checkbox"/> FRANK P. CULVER	For Associate Justice, Supreme Court, Place 1:	For Associate Justice, Supreme Court, Place 1:	For Associate Justice, Supreme Court, Place 1:	For Associate Justice, Supreme Court, Place 1:	For Associate Justice, Supreme Court, Place 1:	For Associate Justice, Supreme Court, Place 1:
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For State Treasurer: <input type="checkbox"/> JESSIE JAMES	For State Treasurer: <input type="checkbox"/> JESSIE JAMES	For State Treasurer:	For State Treasurer:	For State Treasurer:	For State Treasurer:	For State Treasurer:	For State Treasurer:
For State Commissioner of Agriculture: <input type="checkbox"/> JOHN C. WHITE	For State Commissioner of Agriculture:	For State Commissioner of Agriculture:	For State Commissioner of Agriculture:	For State Commissioner of Agriculture:	For State Commissioner of Agriculture:	For State Commissioner of Agriculture:	For State Commissioner of Agriculture:
For Associate Justice, Court of Civil Appeals, 7th Supreme Judicial District: <input type="checkbox"/> ERNEST O. NORTH CUTT	For Associate Justice, Court of Civil Appeals, 7th Supreme Judicial District:	For Associate Justice, Court of Civil Appeals, 7th Supreme Judicial District:	For Associate Justice, Court of Civil Appeals, 7th Supreme Judicial District:	For Associate Justice, Court of Civil Appeals, 7th Supreme Judicial District:	For Associate Justice, Court of Civil Appeals, 7th Supreme Judicial District:	For Associate Justice, Court of Civil Appeals, 7th Supreme Judicial District:	For Associate Justice, Court of Civil Appeals, 7th Supreme Judicial District:
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For State Senator, 30th Senatorial District: <input type="checkbox"/> A. J. (ANDY) ROGERS	For State Senator, 30th Senatorial District:	For State Senator, 30th Senatorial District:	For State Senator, 30th Senatorial District:	For State Senator, 30th Senatorial District:	For State Senator, 30th Senatorial District:	For State Senator, 30th Senatorial District:	For State Senator, 30th Senatorial District:
For District Attorney, 69th Judicial District: <input type="checkbox"/> FLOYD H. RICHARDS	For District Attorney, 69th Judicial District:	For District Attorney, 69th Judicial District:	For District Attorney, 69th Judicial District:	For District Attorney, 69th Judicial District:	For District Attorney, 69th Judicial District:	For District Attorney, 69th Judicial District:	For District Attorney, 69th Judicial District:
For State Representative, 96th Representative District: <input type="checkbox"/> JESSE M. OSBORN	For State Representative, 96th Representative District:	For State Representative, 96th Representative District:	For State Representative, 96th Representative District:	For State Representative, 96th Representative District:	For State Representative, 96th Representative District:	For State Representative, 96th Representative District:	For State Representative, 96th Representative District:
For County Judge and Ex-officio County Superintendent: <input type="checkbox"/> HORACE L. SCHLOSS	For County Judge and Ex-officio County Superintendent:	For County Judge and Ex-officio County Superintendent:	For County Judge and Ex-officio County Superintendent:	For County Judge and Ex-officio County Superintendent:	For County Judge and Ex-officio County Superintendent:	For County Judge and Ex-officio County Superintendent:	For County Judge and Ex-officio County Superintendent:
For County Attorney: <input type="checkbox"/> GIB K. HOWARD	For County Attorney:	For County Attorney:	For County Attorney:	For County Attorney:	For County Attorney:	For County Attorney:	For County Attorney:
For County Clerk: <input type="checkbox"/> RALPH SMITH	For County Clerk:	For County Clerk:	For County Clerk:	For County Clerk:	For County Clerk:	For County Clerk:	For County Clerk:
For District Clerk: <input type="checkbox"/> LUCILLE POSEY	For District Clerk:	For District Clerk:	For District Clerk:	For District Clerk:	For District Clerk:	For District Clerk:	For District Clerk:
For Sheriff, Tax Collector & Assessor: <input type="checkbox"/> LOWELL R. SHARP	For Sheriff, Tax Collector & Assessor:	For Sheriff, Tax Collector & Assessor:	For Sheriff, Tax Collector & Assessor:	For Sheriff, Tax Collector & Assessor:	For Sheriff, Tax Collector & Assessor:	For Sheriff, Tax Collector & Assessor:	For Sheriff, Tax Collector & Assessor:
For County Treasurer: <input type="checkbox"/> VELMA HODGES	For County Treasurer:	For County Treasurer:	For County Treasurer:	For County Treasurer:	For County Treasurer:	For County Treasurer:	For County Treasurer:
For County Surveyor: <input type="checkbox"/> A. O. THOMPSON	For County Surveyor:	For County Surveyor:	For County Surveyor:	For County Surveyor:	For County Surveyor:	For County Surveyor:	For County Surveyor:
For County Commissioner, Precinct No. 2: <input type="checkbox"/> J. C. MORRISON	For County Commissioner, Precinct No. 2:	For County Commissioner, Precinct No. 2:	For County Commissioner, Precinct No. 2:	For County Commissioner, Precinct No. 2:	For County Commissioner, Precinct No. 2:	For County Commissioner, Precinct No. 2:	For County Commissioner, Precinct No. 2:
For Justice of the Peace: <input type="checkbox"/> A. L. THOMAS	For Justice of the Peace:	For Justice of the Peace:	For Justice of the Peace:	For Justice of the Peace:	For Justice of the Peace:	For Justice of the Peace:	For Justice of the Peace:
For County Hide and Animal Inspector: <input type="checkbox"/> BRUCE L. WOODDELL	For County Hide and Animal Inspector:	For County Hide and Animal Inspector:	For County Hide and Animal Inspector:	For County Hide and Animal Inspector:	For County Hide and Animal Inspector:	For County Hide and Animal Inspector:	For County Hide and Animal Inspector:
For Constable: <input type="checkbox"/> EDD CURTSINGER	For Constable:	For Constable:	For Constable:	For Constable:	For Constable:	For Constable:	For Constable:

Scratch or mark out one statement so that the one remaining shall indicate the way you wish to vote.

FOR: The Constitutional Amendment authorizing the Legislature to provide for Workman's Compensation Insurance for employees of cities, towns and villages.

AGAINST: The Constitutional Amendment authorizing the Legislature to provide for Workman's Compensation Insurance for employees of cities, towns and villages.

FOR: The Constitutional Amendment providing for the establishment of a State Medical Education Fund from Which Grants, Loans or Scholarships may be made to students desiring to study Medicine.

AGAINST: The Constitutional Amendment providing for the establishment of a State Medical Education Fund from Which Grants, Loans or Scholarships may be made to students desiring to study Medicine.

We have had a wonderful harvest. We are very grateful to every one who brought us some milo. You people who didn't try us, do so some time. You might like the way we will treat you.

Yours truly,
Jack Bradley
Jack Bradley
Bradley Grain Co.

Published In The Public Interest By

BRADLEY GRAIN CO.

Tuesday Is The Day To Select A President



GENERAL DWIGHT D. EISENHOWER
Candidate for the Republicans
Running mate... Richard M. Nixon

Tuesday, November 4 is the big day!!!
And this year, it will mean more than ever, for it is said that the November election will have one of the biggest turnout of voters in American history. It is the day when countless thousands of Americans go to the polls and mark their ballot for their choice for the number one office in the United States... that of President.

It has been, and will be right up until election day, one of the hottest campaigns in a mighty long time. The issues have been confused and so have the people who have been trying to make up their minds just how to vote. But somewhere along the line, Mr. Voter is making up his mind and we will have to wait until a final count is made to tell just who is to become the President.

The candidates have not pulled any punches... and this is true for those speaking in their behalf. The mud has been flying from all directions... from both the Republicans and the Democrats. They have pulled just about everything in the books... just for the voters benefit in helping make up his mind. This isn't a new practice for it has been going on for many years.

Now it is up to you. On November 4, next Tuesday, is will be the responsibility and privilege of every qualified voter in the United States to make that trip to the polls and cast his bal-

lot in this important phase and operation of our government. American citizens have a privilege of participating in their government... a privilege that is enjoyed by very few nations of the world, his privilege isn't to be abused, however... and won't be if you weigh this thing carefully and then go to the polls and vote the way you think is best. Not the way someone tells you.

Straw polls have been taken everywhere... but will be of very little value in determining before hand who will come out on top when the final count is made. People have changed their minds all along the campaign as the issues and questions presented were partially cleared up.

We should not become alarmed... no matter which of the two are elected for the fate of the nation doesn't seem to be at stake. Both General Dwight D. Eisenhower and Governor Adlai Stevenson will make good presidents and certainly appear to be well qualified for the office. And this is true for their running mates. It is relieving to know that both parties are against the types of government in power in

Continued On Page 2



GOVERNOR ADLAI STEVENSON
Candidate for the Democrats
Running mate... John Sparkman

The Hereford Brand

Hereford, Texas, Thursday, October 30, 1952 Section Three



We're Going To See

Chrysler

for

'53

NOW ON DISPLAY

Thursday - Friday - Saturday

The Most Beautiful
CHRYSLERS EVER DESIGNED!

Yes, Folks, you are cordially invited to come out to McCullough Motor Company Thursday, Friday and Saturday to see the Most Beautiful Car on the Road today... America's **FIRST FAMILY** of FINE Cars... the New Chrysler of 1953. A stunning new mood in **HIGHWAY FASHION!** Here is without question the finest array of motor cars ever presented to the American motoring public... the most beautiful Chrysler of all time, the safest car you can drive.

Drop in today and see the
CHRYSLER FOR 1953... at

McCULLOUGH MOTOR CO.

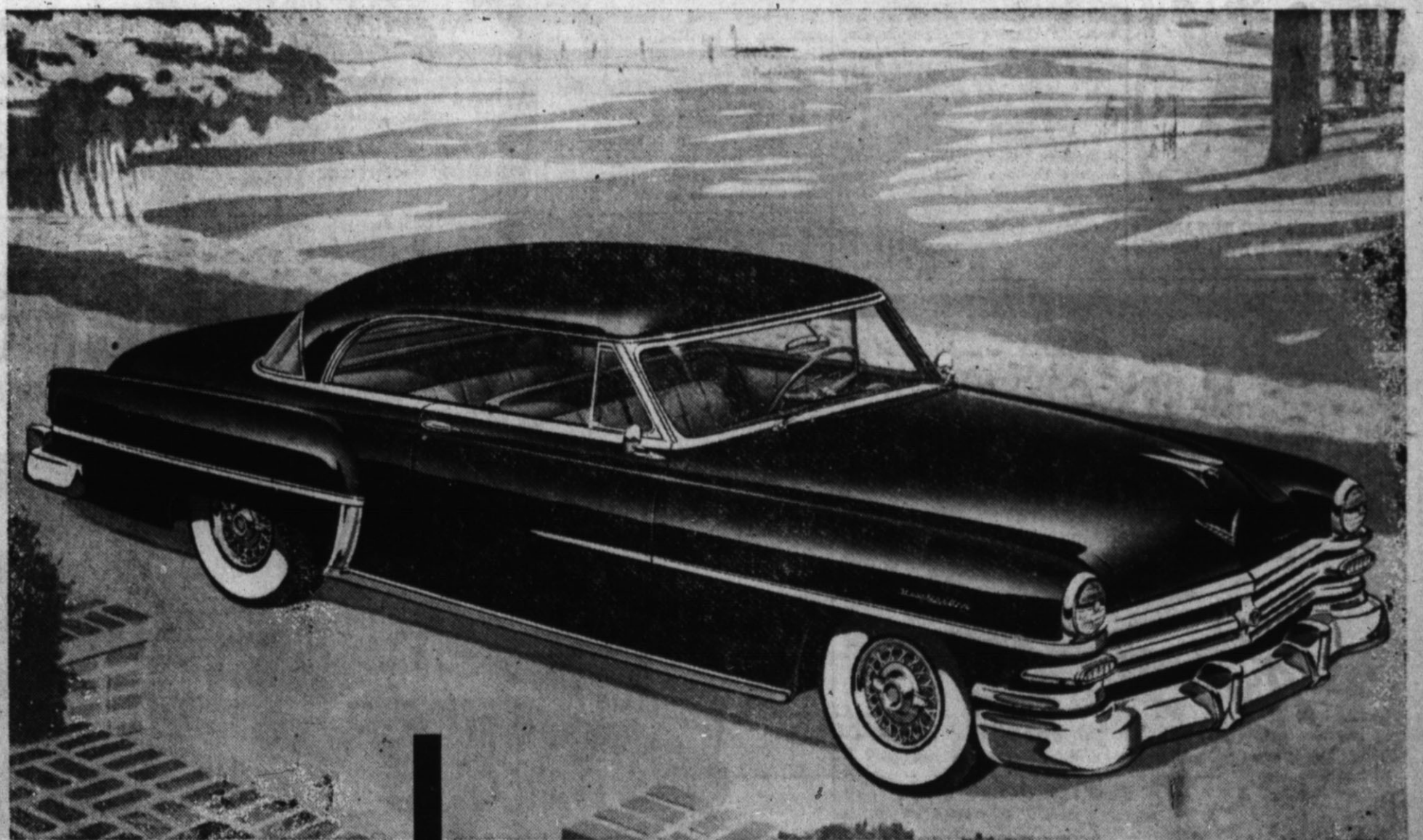
Your Friendly Chrysler-Plymouth Dealer

West Highway 60

Phone 17

ANNOUNCING for 1953

THE MOST BEAUTIFUL CHRYSLERS EVER DESIGNED



WIRE WHEELS OPTIONAL AT EXTRA COST

America's
First Family
of
fine cars!

They're just out and they're just wonderful!... strikingly new in beauty... dramatically new in performance... the safest, most comfortable cars you ever rode in. From sweeping, one-piece windshield to majestic rear deck you'll see leadership in every new Chrysler detail. You'll see the *Highway Fashion of 1953!*

And here are cars that not only look like leaders, but *act it!* Here is Chrysler engineering at its superlative best... bringing you the 180-H.P. FirePower engine that

outperforms all others on non-premium gas... the ease and safety of full-time Power Steering, most talked-about driving innovation in years... Power Brakes... and famous Oriflow Shock Absorbers for the smoothest ride of all, over all roads!

We're displaying these superb new Chryslers now... available in a wide range of body models, exterior colors, and interior trim combinations. Stop in and look them over. Never has Chrysler superiority been so great. Or so obvious!

CHRYSLER—creates a stunning new mood in Highway Fashion!

ON DISPLAY THURSDAY, FRIDAY AND SATURDAY

McCullough Motor Company

411 W. 1st St.

HEREFORD, TEXAS

Phone 17

Artistic Arrangements School Is Conducted By Hereford Garden Club

Hereford Garden Club held the second division of a school on artistic arrangements at the Camp Fire Hut Friday, beginning at 9:30 Friday morning.

The morning program opened with the Gardeners Preyer led by Mrs. W. S. Fluitt with Mrs. A. L. Manjeot conducting the school. Giving the historical background of artistic arrangements for which the Chinese and Japanese claim credit, Mrs. Manjeot said the Chinese were the first to use flowers in church ceremonies. She described the Japanese arrangements as near to nature designs and as using the line arrangement - God at the top-then man-and the earth at the base, as early as the 16th century. She told of types of arrangements of different countries mentioning: the Victorian, Georgian, Colonial French and Early American.

Recommending the cultivation of flowers and the art of arrangements as a hobby, the speaker said, "the art of arranging is guided by originality, elements used according to design, harmony beauty and design and listed the rules; balance, center of interest, dominance, rhythm and contrast and proportion." Line - line-mass and mass arrangements were discussed.

A sack lunch was enjoyed at the noon hour. The afternoon's program was given over to flower show judging. The merit and standard systems for judging flowers in shows were discussed and the rules for judging listed. They included: design - 30; originality - 20; color - 10; perfection of arrangement - 20; relation to container - 10 and condition - 10.

Arrangements made by members at the school were judged and grades were compared to rules for judging.

Members of the club present were: Mesdames: Jim Black, Glenn Boardman, Wm. F. Hardwick, O. H. Herring, O. G. Hill, John Jacobsen Jr., C. D. Kelton, J. H. Lomas, A. L. Manjeot, Ralph McCullough, E. Ramey, Jack Roberson, M. T. Rutter, J. P. Slaton, E. W. Young, Rex Tynes, E. E. Fridley, F. M. Kester, W. S. Fluitt, N. E. Gass and Jeff Roberson.

Mrs. Wesley Brown Entertains At Party

Mrs. Wesley Brown entertained with a birthday party at her home Friday evening honoring her daughter Judy on her seventh birthday.

The table was decorated with Halloween lanterns and Black Cats and witches.

Refreshments were served to Rosie Lee Blackwell, June Heard, Joanne Carlson, Paul Hoff, Darline Houle, Jerre Noland Dewaine Phipps, Patricia Houle, Geraldine Tyler, Joyce McNeese, Kenneth Sandridge, Mariynn Jones, Ronnie and Judy Brown.



BIRTHDAY & HALLOWE'EN PARTY—Rudy Kaye Hall was honored at a birthday party Friday evening when her mother, Mrs. W. R. Hall, entertained with a Halloween party. The guests arrived in sundry costumes and games were played after which a Halloween cake and ice cream was served. Then the group attended the show and the girls re-

turned to the Hall home for a slumber party and breakfast the next morning. Those included in the party fun were; Linda Smith, Patsy Taylor, Billy Lytel, Billy Ingman, Linda Ingman, Sandra and Bert Ingman, Nadine Du Boise, Dolores Du Boise, Jerry Lloyd and the honoree.

Staff Photo.

Wardens Keyed To Aid Hunters

The director of Law Enforcement for the Game and Fish Commission, in issuing the monthly arrest report, called attention to game warden's instructions to counsel hunters whenever possible.

"As the fall hunting season approaches maximum effort, it seems appropriate to call attention to the fact that game wardens have standing instructions to cooperate with hunters," he said.

"The routine of the modern warden is predicated on the fact that at least a good part of the hunters mean to obey the law. The wardens of course realize that a certain percentage of persons are just as irresponsible in the field as they are in their normal pursuits.

"Thus, it is necessary to check game bags and watch out for cheating on hunting laws and on regulations generally. This is something that is written into the state laws, and the wardens have no alternative.

But there are many times when wardens' counsel is helpful on places to hunt and one place not to hunt. The public will find that the wardens do make a studied

effort to be helpful."

The need for law enforcement, even in an age of cooperation by hunters, is reflected in the monthly arrest report. It shows 390 cases for total fines and court costs of \$10,786.90, compared to 303 ca-

ses and \$8,708.95 for the same month last year, and compared to 201 cases and \$5,691.91 for the preceding month this year.

Prosecutions covered out-of-season shooting of deer, antelope, quail, ducks, doves and squirrels.

Tuesday Is The Day.....

Continued From Page 1

other countries and that we won't be faced with something like that if the wrong man is put in office.

"And chances are, when the thing is all over, these candidates will still work together in the interest of the United States... no matter which is elected. Some mighty low blows have been struck in the campaign but everyone will more than likely take on that 'all is forgiven' attitude when the election is over. It always had. And when this election is over there will be a new topic for everyday discussion. Just wait and see.

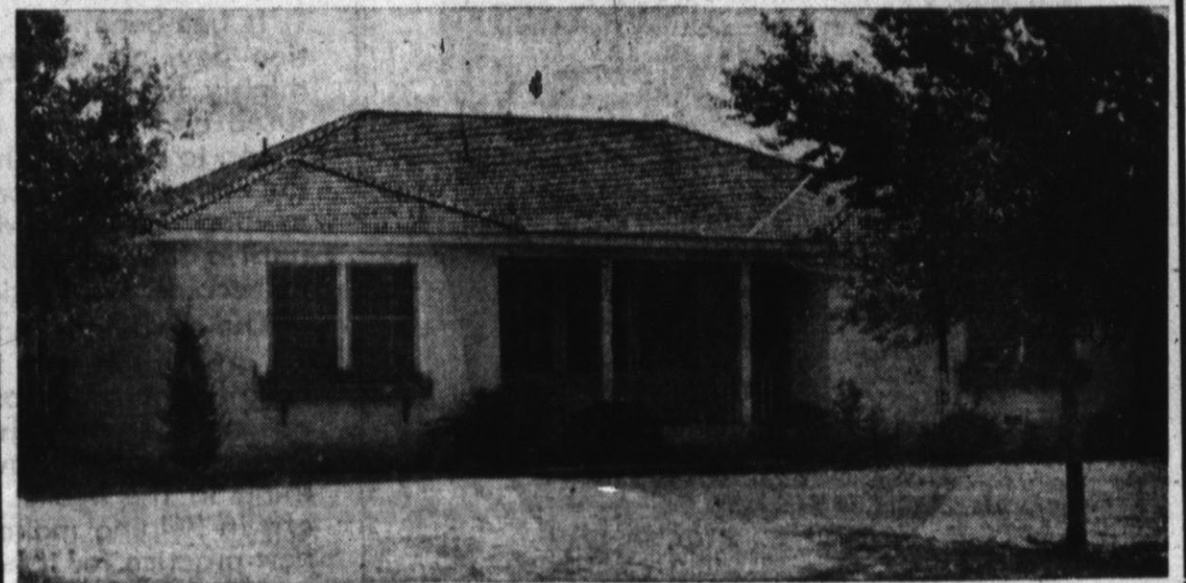
But let's not forget this voice in the government we have and get to the polls to vote November 4. If you have a friend that may not have a way to the polls you will be doing yourself and that friend a big favor by seeing that he has a way to the polling place. Whether its Ike or Adlai for you... vote on Tuesday and help elect him.

Kid Gloves
Always mend kid gloves with cotton thread, as this does not tear the leather when you are sewing, and it also makes the gloves wear better.

Cutting Fur
If necessary to cut fur when remodeling a coat or other garment, do not use scissors. A very sharp knife, or an old razor blade should be used to cut through the skin at back.

Liver Corrective
The juice of a lemon, taken in hot water the first thing in the morning, is an excellent liver corrective, and is often effective as an anti-fat remedy for stout people.

FOR SALE — 6 ROOM HOUSE



We're Going To Sell Our Country Home And Move To Town

LOVELY 6 ROOM HOUSE

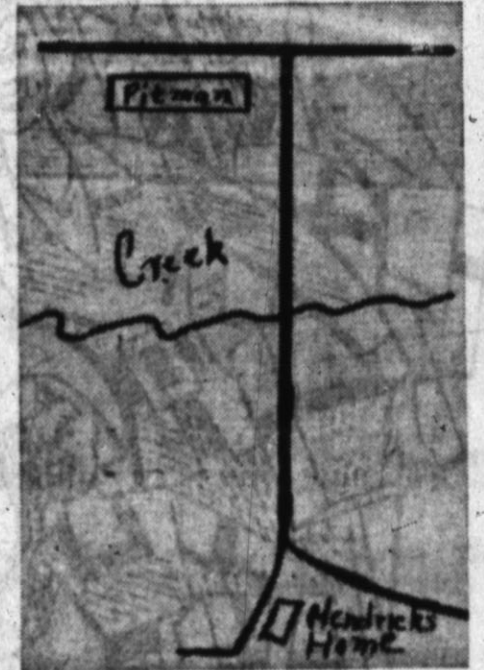
With One and 1/2 Baths

LOCATED:

1 Mile South Of Pitman Grain On Farm to Market Road

Earl Hendricks

Phone 11 or 1204 For Appointment



GEE MOM, WE'RE CHASIN' RUSTLERS...



When your "cowboy" calls to beg for just a few more minutes of play with the gang...

Isn't it a perfect example of how even those "little" telephone calls so often reassure and bring peace of mind?

And when you remember that the average cost of each local call, including tax, is less than 3¢...

Can you think of a better bargain?

Every "hello" is a good buy



FOR FASTER LONG DISTANCE SERVICE... CALL BY NUMBER



ONE UNDER COVER MAN

All winter long, you can sleep under one cover — if that cover is an electric blanket. Just set the automatic control at your personal comfort setting, and you'll rest without fear of any outside temperature changes.

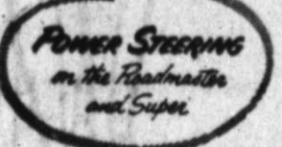
Now is the time to get set for an "under one cover" winter. Buy electric blankets for your beds before the cold weather sets in.

SEE YOUR MODERN ELECTRIC APPLIANCE DEALER

SOUTHWESTERN PUBLIC SERVICE COMPANY

38 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

Eye-opener for the hard-to-please



This is an invitation to a new experience.

It is an invitation to people who demand something more than the usual automobile can deliver—an invitation to try a ROADMASTER.

And let us assure you, when this big, roomy, sweet-riding thrill-maker starts taking its orders from you—mister, you're a new man.

You get a tremendous kick from the power you command here—more power than you will ever need or wish for—the highest horsepower in Fireball history. And it is power made even thrifter by Airpower carburetion.

You get a litt in spirit from the ride here—a ride so extraordinary, even a million dollars couldn't cover the cost of its engineering alone.

You find a new serenity in Dynaflo Drive as it silks your way and frees you from driving strain and tension.

You feel a sumptuous satisfaction in the handling ease that goes with this eager traveler—a superb ease that traces to a host of exclusive Buick engineering advances, and to Power Steering,* plus the shortest turning radius of any car of ROADMASTER size.

Above all, you know a very special excitement at the helm of a ROADMASTER — a sense of

commanding something alive and eager and tremendously able.

May we seat you at the wheel and let you judge things for yourself?

Equipment, accessories, trim and models are subject to change without notice. *Optional at extra cost on Roadmaster and Super only.



WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

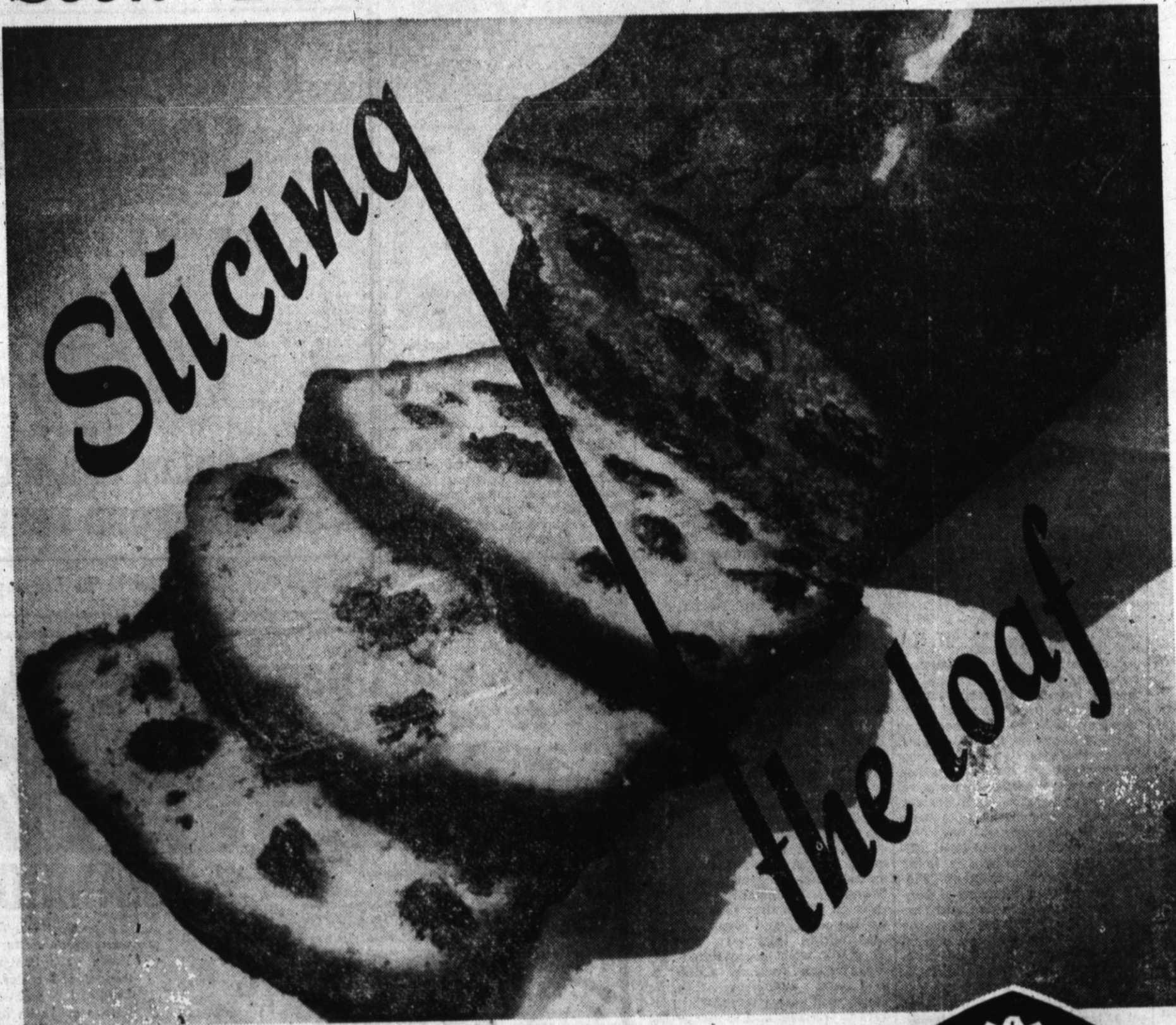
Two great television events: The TV Football Game of the Week every Saturday and Buick Circus Hour every fourth Tuesday.

West Highway 60

EARL HENDRICKS BUICK

Phone 11

Seek Ye The Lord While He May Be Found



BREAD IS VITAL. "Give us this day our daily bread." The Great Baker stored the world with enough for all, but millions of human beings lie down at night hungry. The knife is held by selfish hands and the slices are very thin. *Beware of him that withholds corn, the people shall curse him.* Who stops his ears at the cry of the poor, he also shall cry himself but shall not be heard, Prov. 21:13. From the pulpits we are offered Heavenly loaves...slices will be ample for our needs.

EACH CRUM is precious but none needs the whole loaf. We do not live to eat...we eat to live. We are invited to break the bread of life as Jesus broke the loaves beside the sea. Bread is vital to the soul. *As the body is of the earth and must be fed from the earth, so the soul is of Heaven and must be fed from Heaven.* This bread of life is found in God. It is in the Bible, it is in the church. If you are hungry, go where bread is found. Take it, eat, and live, thus saith our God.

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



First Presbyterian

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

Assembly of God

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

Church of Nazarene

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

Christian Science

Christian Science services are held each Sunday morning at 11 o'clock in the Star Theater. All are invited to attend. According to next Sunday's Christian Science Lesson-Sermon titled "Everlasting Punishment", you can know present freedom from evil, and experience full and abundant living today. The Lesson from the Bible and "Science and Health with Key to Scriptures" will be read in Christian Science churches and will show that we cannot die out of evil but must reform our lives in order to be free of evil. The Golden Text is: "Evil pursueth sinners; but to the righteous god shall be repayed." (Proverbs 13:21).

Church of Christ

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

Immanuel Lutheran

Church services are conducted each Sunday evening beginning with Sunday School and Bible Class at 7 p.m. The hour of worship begins at 8 p.m. Serving the congregation during the vacancy is Rev. E. W. Lichtsinn of Friona. Listen to the Lutheran hour each Sunday at 5 p.m. over KPAN.

The Sunday School Teachers meet each Sunday at 8:30 p.m. Children's instruction class meets each Wednesday at 4:15 p.m. The Ladies' Aid meets on the third Wednesday of each month at 2:30 p.m.

St. Thomas Episcopal

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

First Baptist

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

First Christian

Sunday school is held each Sunday morning at 9:45 at the First Christian church. The morning worship service will be held at 10:50. Evening services are at 7:30. The new pastor Rev. Don Root will fill the pulpit at morning and evening services.

Seventh Day Adventist

Pastor G. A. LaGrone will fill the pulpit for the 11 o'clock worship service. For the lesson period the subject will be "For Our Admonition". Lesson Scripture: Psalms 78; 105; 106 and 1 Cor. 10:1-12. Memory verse: 1 Cor. 10-11. Study help: Patriarches and Prophets pages 374-386. Sabbath school 10 a.m. Worship 11 a.m. Church located at third and Lawton.

Avenue Baptist

Each Sunday morning at the Avenue Baptist church Sunday school is held at 9:45. The morning worship services are held at 11 o'clock. Training union is held each Sunday evening at 7 o'clock. The Avenue Baptist church has evening worship services on Sunday evening at 8 p.m. Mid-week prayer services at 8 p.m. on Wednesday night.

St. Anthony's Catholic

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

First Methodist

Sunday school is at 9:45 a.m. at the First Methodist church with the morning worship at 10:55 o'clock. The first rehearsal for the "Messiah" will be at 2 p.m. in Ward Hall. The MYF groups meet at 6:45. The evening preaching service will be at 7:30 o'clock. Monday at 2:30 p.m. the Children's Division Workers will meet in Ward Hall. Tuesday at 9:15 the Woman's Prayer Group will meet in Ward Hall. At 7:30 the Methodist Service Guild will meet with Mrs. J. J. Durham, 604 E. 3rd. Wednesday at 12:30 p.m. the Woman's Society of Christian Service will meet in the Fellowship Hall for the monthly Fellowship Luncheon. Mrs. D. W. Hawkins will lead the program on "Fruits of Evangelism". At 7 p.m. the choir will meet for rehearsal. At 7:30 p.m. there will be a called session of the Quarterly Conference in Ward Hall. Dr. Earl G. Hamlett, District Superintendent of the Amarillo District, will bring a devotional before conducting the business session.

GILLILLAND FUNERAL HOME
* Matt Gilliland - Marlin Gilliland

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* Dick Barnard - Jesse Standford

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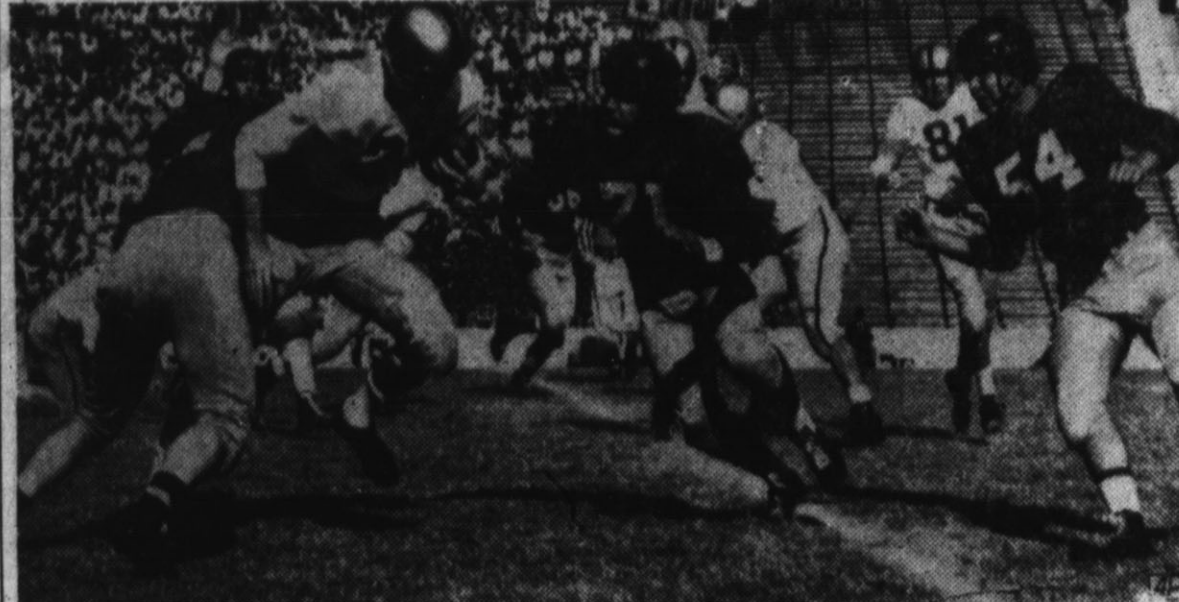
DIMMITT NEWS

Ray Murphy, Local Youth Guest Vocalist At Music Club Meeting

Ray Murphy son of Mrs. Ola Murphy, appeared before the seventh district of Federated Music Clubs in Amarillo Saturday, Oct. 25 at the Polk Street Methodist church.

Vaughn died in the home of a son, while enroute to her home in Bartlesville, Okla.

Dimmitt girl, has accepted a position in Friona school. Mrs. Fulcher is an honor graduate of Texas Tech, Lubbock.



GAINS FIVE FOR KANSAS—Kansas back Charles Hoag (21) is tackled by Southern Methodist and Bill Rippey after gaining five yards in the first period of the game in Dallas, Tex. Other players are SMU tackle Jerry Clem (71) and center Don Cole, and Kansas and Jerry Taylor. Kansas won 26-0. (AP Photo)

Operation "PIGLIFT" To Be CROP Program Featured In November

Texas is doing it again. The Christian Rural Overseas Program, popularly known as CROP is working with Church, farm and civic leaders of the Lubbock area on an unusual operation - a "PIGLIFT".

farm for immediate delivery to the boys who will receive them in Central America. There will be no cost to the recipients.

Q. How can I clean marble? A. Cover the stained marble with a paste consisting of two tablespoons of soda, one tablespoon each of salt and powdered pumice, and some cold water.

Texas Highway Problems To Be Discussed Soon

Texas highway problems will be discussed in a series of eight meetings in West Texas November 5 to 17, under auspices of local chambers of commerce and the West Texas Chamber of Commerce, the WTCC has announced.

Advertisement for Anthony's shoes. It features a cartoon character and the text 'Outstanding Performers', 'Poll Parrot', and 'Smart dress-ups for girls. Mannish styles for boys. See our complete selection.' The name 'Anthony's THE C.R. ANTHONY CO.' is prominently displayed.

Read The Brand Want Ads

THIS WEEK'S SPECIAL!

WE NEED TO BUY EAR CORN

BRADLEY GRAIN CO. and HEREFORD FEED CO.

It Will Pay You To Drive To Bradley Grain Co.

Advertisement for Shamrock Triple Action Motor Oil. It features a cartoon character in a pilot's uniform holding a can of oil. Text includes 'When a Change is in the air...', 'The Shift's To SHAMROCK', and 'Lubricate with Winter Weight Shamrock NOW'. A large shamrock logo is also present.

Advertisement for The First National Bank of Hereford. It features an illustration of a hand holding a ballot. Text includes 'Your Voice In Your Government Is YOUR VOTE', 'Vote As You Please But Go To The Polls On TUESDAY, NOV. 4th', and 'And Exercise Your Right As A Free American... VOTE, TUESDAY, NOV. 4th'. It also mentions 'YOUR BABY BONDS BANK' and 'Member: Federal Reserve System, Federal Deposit Insurance Corporation.'

Advertisement for Mercury Hereford Motor Co., Inc. It features two illustrations of Mercury cars. Text includes 'One look—and you've got to try it!', 'One drive—and you'll never leave it!', 'Eye America's No.1 Styling Star', 'MERCURY Try the Sweepstakes Economy Champion', and 'HEREFORD MOTOR CO., INC. Your Friendly Ford - Mercury Dealer'. The address '142 North Miles Ave.' and phone number are also listed.

FRIO NEWS

Frio Residents Return From Deer Hunt Recently Held In Colorado

Mrs. Wallace White, the former Lamerlas Berryman, writes her parents, the E. B. Berrymans that they are located on the base now, at Ft. Riley Kansas where Sgt. Wallace is stationed. Friends of the Wallaces may address them as follows: Sgt. Wallace E. White RA 37531500 Hg. & Suc. Co. A. O. C. Div. Camp Forsyth Ft. Riley, Kansas Wade Thompson, Lubbock Tech visited his folks, the W. H. Thompsons during the weekend. Miss Lyla Robbins, teacher at Abernathy, visited her folks, the H. D. Robbins during the week

DICK RUSSELL BACKS ADLAI

RUSSELL IS THE GEORGIA SENATOR FOR WHOM GOVERNOR SHIVERS AND TEXAS DELEGATION VOTED UNANIMOUSLY ON ALL BALLOTS AT DEMOCRATIC CONVENTION IN CHICAGO

Senator Dick Russell of Georgia, the man the Texas Delegation headed by Gov. Allan Shivers supported on all ballots at the national Democratic convention in Chicago, predicted last week that Adlai Stevenson and John J. Sparkman will be elected by one of the largest majorities given a national ticket in recent years. Senator Russell, who is chairman of the senate armed services committee and of the senate subcommittee on agriculture, said: "General Eisenhower's evident confusion in his efforts to grapple with vital political issues has clearly demonstrated to the American people the grave danger of placing our government in the hands of a military man. . . . No military career, however great, can be a substitute for familiarity with the operation of a government which traditionally and by law is dependent on civilian control. . . . "As one who has admired General Eisenhower as a military leader, I have been bewildered by the endless contradictions of his political pronouncements. It would require a book to catalog them. "Shortly after stating that he did not understand the term 'Farm Parity,' he assured the American farmer of 100% parity for all the products of his soil. As one who has devoted a large part of his legislative service to overcoming Republican opposition to fair farm legislation I have vainly awaited an endorsement of this last farm statement from General Eisenhower's Republican congressional supporters. I have failed to see where one of them has disclaimed his record of opposition to the soil conservation program and to the laws which enabled these farmers to have some idea when they plant their crops what they will receive from their harvest. "The American voters are thinking for themselves in 1952. Neither the bedlam of this campaign nor the military glamor of the Republican candidate will confuse them. They will go to the polls in the greatest number in our history on November 4 to maintain in power the party of the people. . . . "Governor Stevenson has the potentialities which can make him one of the greatest presidents who has ever served our country. With the support and prayers of the American people and the aid of the Almighty he devoutly worships, he will see this nation safely through the dangers of today's world." (Pol. Adv.—Paid for by Stevenson Sparkman Committee. Sam Rayburn, Chairman.)

end. Mr. and Mrs. M. B. Odom and family and Mrs. Odom's mother Mrs. Mae Thompson of Blanchard, Okla., and Mr. and Mrs. J. B. Thompson and Gail of Hereford visited the W. H. Thompsons Sunday afternoon. Mrs. Wiley Ewton of Colorado Springs visited recently with her parents, the E. B. Berrymans. While she was here they went to Wellington to visit relatives. Mrs. J. E. Andrews has been ill at her home. She was improved some the first of the week and up some of the time. Mrs. Charles King of Amarillo, visited with her parents on Friday. Also Mrs. T. L. Sparkman Jr., and Barbara spent the afternoon there. Miss Evelyn Benson, a student at ENMU has been spending the week ends with her folks, the H. F. Bensons since school started. Mr. and Mrs. Bill McClennen and son Gene of Comanche, Okla., Mr. and Mrs. Jim Brooks, Mr. and Mrs. Deeward Taylor and sons of Friona, took supper in the D. O. Benson home Thursday night. The McClennens have recently returned from a deer hunt with a party in Colorado. Gene on his first hunt, got two deer. Mr. and Mrs. T. L. Sparkman Jr. took Sunday dinner with the Frank Robbins and visited the H. D. Robbins home in the afternoon. Eva Jean Woolbright and Sandra Glenn spent Sunday with Glenda Robbins. Eva Jean also spent Sunday night there. Tommy Sparkman spent the day with Pat Robbins and little Miss Karen Johnson visited Misses Bety and Lyla Robbins. Mr. and Mrs. W. H. Andrews visited the Walter Cohens, north of Hereford Sunday afternoon. D. Johnson was on a fishing trip with friends from Lubbock, at Lake Brownwood last week. Mrs. D. Johnson and Karen visited friends the J. A. Samples at Lubbock last Wednesday. The W. O. Wilsons took Sunday dinner with Mr. and Mrs. T. L. Sparkman. Lawrence and Roy, Battles of Dallas visited the J. E. Warricks last week. They had been to New Mexico to see relatives. They are brothers of Hubert Battles now deceased who lived with and worked for the Owen Andrews in '37 and '38. The Battles family is formerly from near Batesville, Arkansas. Lawrence who was a prisoner of the Japanese during most part of the war and as a result has been hospitalized much of the time since, is in better health. He is working in a veterans hospital at Dallas. He has visited in the community several times. Mr. and Mrs. Shipley of Wellington spent Saturday night with the N. E. Lindleys and Mr. and Mrs. Geo. Lindley of Amarillo visited there Sunday. Miss Jean Jones of Hereford visited Sunday with Nelle Simpson. Mr. and Mrs. E. B. Berryman took Sunday dinner with the Owen Andrews.

Q. How can I make a palatable drink for an invalid? A. By putting two tablespoonfuls of grape juice into a wine glass, adding the beaten white of an egg and a little chopped ice; sprinkle sugar over the top and serve.



FIRST FAMILY OF TEXAS—The First Lady of Texas, Mrs. Allan Shivers, is shown in an informal pose with the governor and their four children on the lawn of the governor's mansion in Austin. The youngest child is Bryan McGee in his mother's arms. Other youngsters, left to right, are John Shory, 12, Arallice Sue, 2, and Allan Jr., 6. (AP Photo)

New Bulletin On Growing Grain Sorghums Ready

Grain sorghums now rank as the state's most important grain producing crop and second only to cotton in total acres planted. An average of 6,835,000 acres were planted annually during the period from 1940-1949. Nearly 4,000,000 acres were planted for grain and the remainder for forage, including silage. The average annual production for the past five years has been about 90 million bushels.

As an aid to grain sorghum producers and others interested in the crop, the agronomists for the Texas Agricultural Extension Service have recently prepared and released a bulletin on "Growing Grain Sorghums". Copies are now available at county Extension offices.

Included in the bulletin are discussions on varieties, seed, chemical seed treatment, land preparation, planting, use of fertilizers, cultivation, irrigation, harvesting, diseases and storage. The bulletin in reality is a handbook on grain sorghum production.

The specialists have used the research findings of the Texas Agricultural Experiment Station in preparing the bulletin and especially acknowledge the assistance given by R. E. Karper and N. W. Kramer, agronomists at the Lubbock Substation.

Those interested in securing a copy of the publication should ask their local county agent for B-210, Growing Grain Sorghums.

Worth Knowing A handful of scrap zinc thrown on the first heated fire is a fine flue cleaner.

A New York advertising firm has come up with "guided missile" ads. Rockets, fired by black powder, are shot up 400 feet releasing a light, rice paper replica of the product to be advertised. The product replica floats balloon-like in mid-air for several minutes, then descends slowly to earth. The ads cost about \$50 per blast, and will be tried out over crowded Long Island beaches next summer.

Fifteen per cent of rural traffic speeding above 60 mph. Every few years Highway Department of Engineers set up clocking stations throughout Texas to determine the actual driving speeds of vehicles in rural sections. Latest check showed that 15 per cent of all vehicles passing 24 stations were exceeding 60 mph; 55 per cent were going faster than 50 mph; only 3.4 per cent were moving slower than 35. Statewide average for cars was 54 mph, compared with 51 mph reported in the 1948 check.

POTATO GROWERS

Castro County Irrigated Land

FOR RENT

Give References and Experience In First Letter Box 133 Dimmitt, Texas

There is not much time left in which to Save that

30% DISCOUNT ON SCHOOL TAXES.

School Tax payments, less 3% discount, will be accepted at the School Tax Office through Saturday, November 1st.

The office will be open for business Saturday afternoon.

Fred W. Baird, Tax Assessor - Collector

HEREFORD RURAL HIGH SCHOOL DISTRICT.

Your VOTE is your voice in your government

It speaks for you, for your family, for your job... and for your country's future

It can advance equal opportunity to all men... and it can wipe out prejudice.

It can make tyrants tremble...and it can give a troubled world new hope.

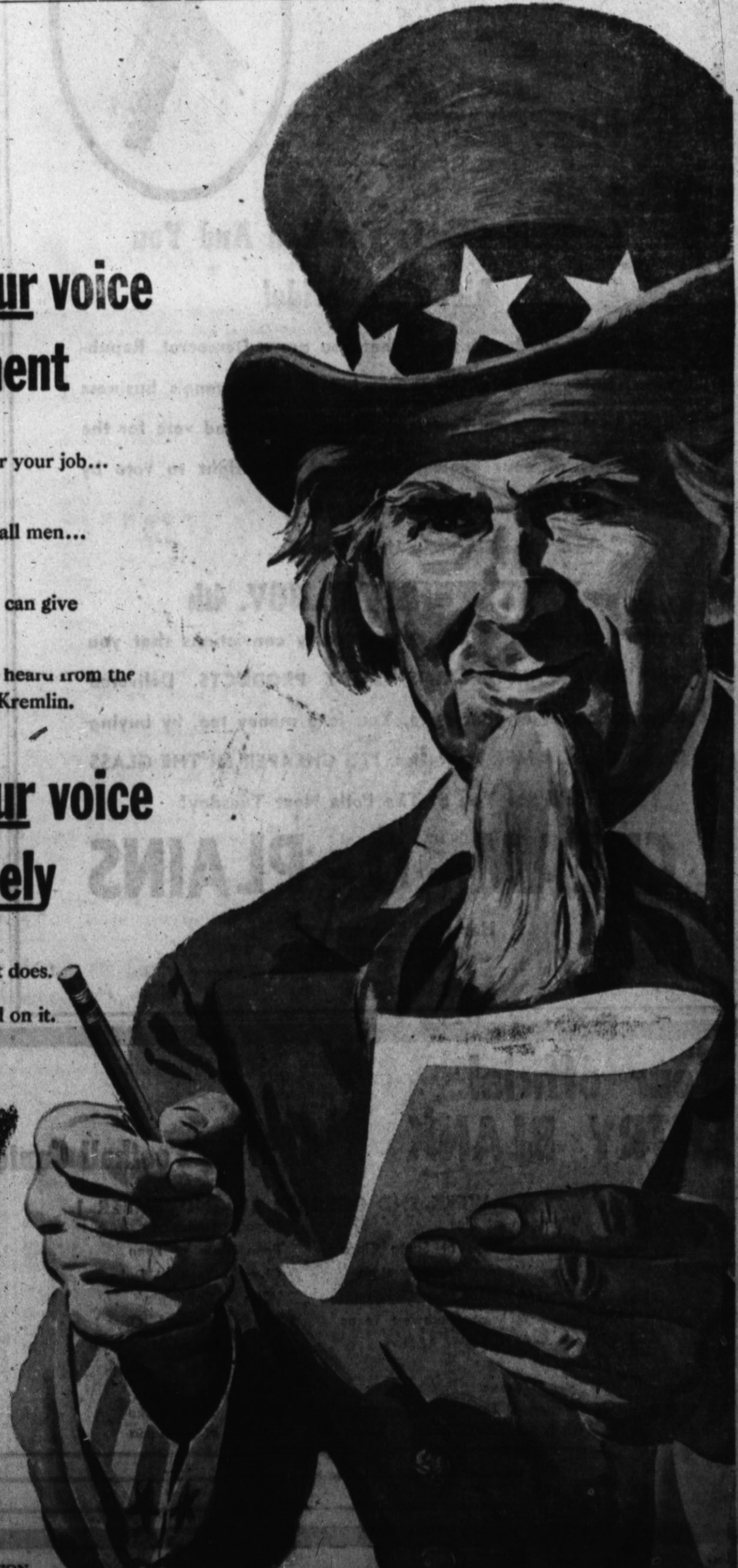
It is a powerful voice. Its echo can be heard from the halls of Congress to the walls of the Kremlin.

Your VOTE is your voice Let it speak wisely

Vote as if your life depended on it. It does.

Vote as if America's future depended on it. It does.

VOTE!



Time Out for Freedom

This coming election day, your local Santa Fe Agent will be taking a short "time out" for freedom's sake.

He'll be over at his polling place voting along with his neighbors.

It's only one vote, but like yours and your fellow citizen's, it's a mighty BIG one this year.

Be sure you take an active part in this year's election. You'll feel 100 per cent better after you have voted because you will know you are being a real American.

See you at the polls, November 4th!



OUT TO VOTE



SANTA FE LINES

Much-Needed Open Date Awaits Tech Red Raiders After Baylor

LUBBOCK, October 24 — A Texas Tech's Red Raiders this much-needed open date awaits week-end.



See **MRS. J. T. GUINN** For Your **THANKSGIVING TURKEY** We Will Not Have Turkeys At Christmas Time. So Buy Yours Now. Route 2 Friona, Texas

Except for the B team game matching Tech and McMurry here Friday night, the Raiders are idle until they play University of Houston for Homecoming here Nov. 1.

Despite a brisk sale, reserved seats still remain available for the Houston-Tech game, according to Jimmy Wilson, business manager for athletics. Making it easier for fans to obtain tickets is the fact that Lubbock High's Westerners are playing in Pampa the same Saturday afternoon.

Just the same, Wilson, recalling that reserved seats to the Baylor-Tech game were gone the preceding Tuesday morning, urged fans to place their orders early.

Tech wore itself out in the first half against Baylor losing a 10-point lead and 21-10 game here last Saturday night.

Bobby Cavazos of Kingsville weaved and drove 17 yards around end for a second period touchdown, and Jimmie Williams of Phillips shortly added a 20-yard field goal. With a conversion by Jack Kirkpatrick of Post, that added up to a 10-point lead at halftime.

In the second half, however, Baylor's defenses caused the Raiders to give up the ball too quickly on each drive. Guard Bill Athey of Waco was the chief troublemaker.

A one-yard plunge by Francis Davidson of Gatesville in the third period, L. G. Dupre of Texas City added 60 and 18-yard scoring runs in the fourth. C. O. Brocato of Shreveport made all three conversions.

Valley Fruit Prospects Looking Good As Industry Is Recovering

Mother Nature certainly knew what she was doing when she fashioned the southern end of Texas.

Have you noticed? She shaped it just like an inverted cornucopia. And the abundance of agricultural products grown there bares out South Texas' resemblance to the "horn of plenty".

But what first comes to the average Texan's mind when he reads of the Rio Grande Valley is "fruit". The crop suffered a severe setback after two consecutive years of hard freezes. Yet Texas still sends a considerable volume of citrus products to the nation's markets and is more than holding its own against California and Florida competition.

The citrus season opened in early October this year when an estimated crop of a million and a half boxes or more of oranges and grapefruit began moving out of the Lower Rio Grande area. The crop is short of pre-freeze production but it is greater than in 1951, indicating the citrus industry is getting back on its feet.

Between 3 and 4 million trees are still standing and 1,117,000 excellent trees are in the nurseries this year. Soon the Texas housewife will once more have her pick of fine fruits from our own state.

REAL ESTATE BOARD REPORT

An acre of ground can't run away; it can't burn up or down; it can't be stolen or hidden away out of sight; it represents the most solid, substantial and permanent investment possible.

The new house moved in at 119 Avenue G belongs to Stan Barrett. Stan and Mrs. Stan have been living in the Summerfield area and we want to welcome them back to town.

Blevins street has had its face lifted in the past 2 years. All the shrubs and trees have some growth on them and the homes nearly all repainted. Some of the new homes up there are as follows:

Gus Ruland's son-in-law, McFarland, is building a new house at 409 Blevins.

Wayne Qualls has a new one going up across the street at 406 Blevins and Clint Burgess has a very nice new home at 408 Blevins.

On up the corner is Mrs. Tomlinson's new home at 502 Blevins.

All these homes are new and with a little time to let lawns, trees and flowers get a good start will make a pretty street. On up among the houses that Parker Bros. and Mr. Blevins built there are a lot of homes that have been redecorated and considerable care given to the lawns and flowers.

Mr. Culp has just bought Mrs. Probasco's house up on 225 J St. The Culp's have been in Hereford nearly a year and a nice family.

O. A. Sterling is doing considerable building out in the 300 block on Bertram. He has put up two large 3 bedroom homes that are very nice looking. O. A. built the home over on Bradley Street that Hoot Poarch bought last year.

The desire to possess a permanent place to live was put in all of us... even the cave men fought to keep possession of their caves.

How our Government ever got started on Government owned housing is beyond my comprehension.

To Remove Tan and Freckles. A toilet water which will whiten the face and tend to remove freckles can be prepared by mixing and bottling 1/2 pint of rain water, 1 small cupful of real cider vinegar, and 1 cupful milk. Apply this to the face at night and let dry on. In the morning wash off with warm water.

H. D. CHATTER

The National Home Demonstration Council is holding its annual meeting from October 25-29, in Raleigh, North Carolina. The theme -- "Forward to Peace with Freedom". Several members of the Texas Home Demonstration Association will attend. In the past Deaf Smith County has had club members represented at the National meetings -- at Colorado Springs and at Biloxi. Mrs. J. E. Dyer of Ford H. D. Club and Mrs. R. L. Campbell of the Fairview Community and past president of the Texas Home Demonstration Association have both attended national meetings. The National Council has about one million members and will be representing 38 states, Puerto Rico, Hawaii and Canada.

The 1,117,000 budded trees now in nurseries will be ready for fall and spring delivery in the Valley. About 3,500,000 seedlings are in the seed beds for future needs. Texas citrus is well along the road to recovery.

gram-planning. The secretary will be in the offices in the morning as usual.

The 4-H Leaders Council will meet the 30th of this month instead of the regular meeting date which is the 29th. This change was made so that the agents could attend.

Mrs. Virgil Dodson is doing an excellent job teaching the leaders in the Craft Design Course. Mrs. Dodson attended the short term

at Texas Tech on Craft Design in July. She received college credit for it and made the highest grade possible which Tech offers.

Her first class was held Saturday afternoon in the District Court room with 22 leaders present. Everyone got something constructive out of the lesson and appreciated Mrs. Dodson's help.

Homemakers often need to change habits in order to get the maximum efficiency from labor saving equipment.

Impartial survey shows



WHITE SWAN BEST AMONG SIX LEADING COFFEES!

Sunday - Monday - Randolph Scott - "The Man Of The Forest" - Texas

LATE SHOW

Halloween **FRIDAY STAR GET UP A PARTY SHOWTIME 11:30**



HORIZONS WEST



The Mightiest Adventure of Them All!

ACADEMY AWARD BEST ACTOR OF THE YEAR **You'll Never Forget** the primitive passions, the flaming color, the savage danger, the breathtaking spectacle! **HUMPHREY BOGART · KATHARINE HEPBURN** **"THE AFRICAN QUEEN"** color by **TECHNICOLOR** **STAR FRIDAY SATURDAY** **SUNDAY-MONDAY-TUESDAY** **HEREFORD Star YOUR COMMUNITY CENTER**

DEMOCRAT?

REPUBLICAN?

OR

INDEPENDANT?



Of Course That's For You And You Alone To Decide!

It's none of our business whether you are a Democrat, Republican, Independent or what not but it is everyone's business to go to the Polls on Tuesday, November 4th and vote for the candidates of your choice. Safeguard your right to vote by casting your ballot next Tuesday.

We Sincerely Urge You To

VOTE, TUESDAY, NOV. 4th

And we know that whatever your party convictions that you will like **CREAM-O-PLAINS DAIRY PRODUCTS**. Delivered to your door or at your store. You save money too, by buying Cream-O-Plains Milk in Bottles. **IT'S CHEAPER IN THE GLASS**

We'll See You at The Polls Next Tuesday!

CREAM - O - PLAINS

Hereford Creamery Co.

We Give **BABY BONDS** Save Them

Your official ENTRY BLANK

for Football Contest

WEEK END OCTOBER 31 - NOVEMBER 1

- | | |
|--------------------------------|-------------------------|
| Wisconsin at Rice | Illinois at Michigan |
| Hardin-Simmons at Santa Clara | Penn State at Penn |
| Texas Western at Midwestern | Georgia Tech at Duke |
| Texas A&I at Abilene Christian | UCLA at California |
| Lamar Tech at Southwest Texas | Toledo at Miami, O. |
| Arkansas at Texas A&M | LSU at Mississippi |
| Baylor at TCU | Holy Cross at Marquette |
| SMU at Texas | Wyoming at BYU |
| Houston at Texas Tech | Missouri at Nebraska |
| Trinity at North Texas | Georgia at Alabama |

Name _____ Address _____

WE CONGRATULATE YOU ON THE OCCASION OF YOUR WEDDING ANNIVERSARY
Anniversaries from Thurs., October 30 - Sat., November 1
Mr. & Mrs. Clyde Rush Mr. & Mrs. Hank Williams Mr. & Mrs. Earl Nipper Mr. & Mrs. K. E. Deaton

TOWER DRIVE-IN CLOSSES FOR THE SEASON SATURDAY
WE THANK YOU FOR YOUR PATRONAGE
WE ARE PLANNING A NEW - BIGGER AND BETTER DRIVE-IN THEATRE

THURSDAY - FRIDAY

SATURDAY ONLY

WE ARE CLOSING WITH THE BEST

Jon Hall

Christens Lasen

BRAVE WARRIOR

IN TECHNICOLOR



TOWER DRIVE-IN

Coming For One Whole Week - **"THE GREATEST SHOW ON EARTH"** IN TECHNICOLOR - STAR THEATRE - NOV. 14 thru 20