

Weather

Thursday, high 59, low 38
Friday, high 69, low 46
Saturday, high 64, low 44

The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

36 Pages

Including 20 Pages of Comics

VOLUME 4—NUMBER 17

The Sunday Brand, Hereford, Texas, Sunday, October 21, 1951

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SIGHTS, FACES
SEEN

Around Town

There will be a "Sadie Hawkins" contest Friday night, Nov. 16 at the Star theater. Prizes for the best skit will be \$25 for the clubs over school age, \$25 for the best club of school age, and \$25 for the best of either age club.

Francis Hardwick, owner of the Tower Drive-In, said the outdoor theater will close Saturday, Nov. 10. He plans to open next spring with the newest in drive-in innovations and the finest available in entertainment.

Much to the discredit of local football dopsters, The Brand said that none of the contestants in last week's contest picked SMU to beat Notre Dame. We now have six reasons for blushing. Seers who anticipated the SMU victory strongly enough to go on record for their convictions were: Bob Hess, Lillie Miller, Jeff Minton, Mrs. Jeane Dowell, Mrs. James W. Garner, and Mrs. I. L. Whitfield. We apologize to these, six for the error made when writing the story of the week's predictions.

The Summerfield Study club is sponsoring a Halloween carnival at the Summerfield Community house on Saturday night, Oct. 27, beginning at 7:30.

There will be "42", fortune telling, house of horrors, fishing pond, eats, and bingo, plus a free movie. The proceeds of the carnival will go towards improving the community house.

Hereford has been invited to have a special "day" at the 1952 Southwestern Exposition and Fat Stock Show. The invitation is conveyed in a letter from President-Manager W. R. Watt of the Fort Worth exposition January 25 to February 3 to the Chamber of Commerce.

Joyce Moore, junior from Hereford, was recently elected secretary of the Wayland junior class. Joyce, a mission volunteer, is active in the Mission Band. She is majoring in speech at Wayland. She graduated from Hereford high school in 1949. She is the daughter of Mrs. Vanita McClain.

Mr. and Mrs. Lee Alderson left Monday for Dodge City, Kans., where they picked up Mrs. Alderson's sister and took her to Kansas City for a major brain operation. The operation was performed Friday morning. Alderson returned to Hereford Friday. Mrs. Alderson is still in Kansas City.

Monday is the last day that M/Sgt. Hicklin Harrel, local recruiter, will be in his office. Harrel is leaving for Ft. Eustis, Va. Tuesday and a new recruiter has not been named to fill his vacancy yet. All interested in joining the Army or Air Force are notified to contact Harrel Monday.

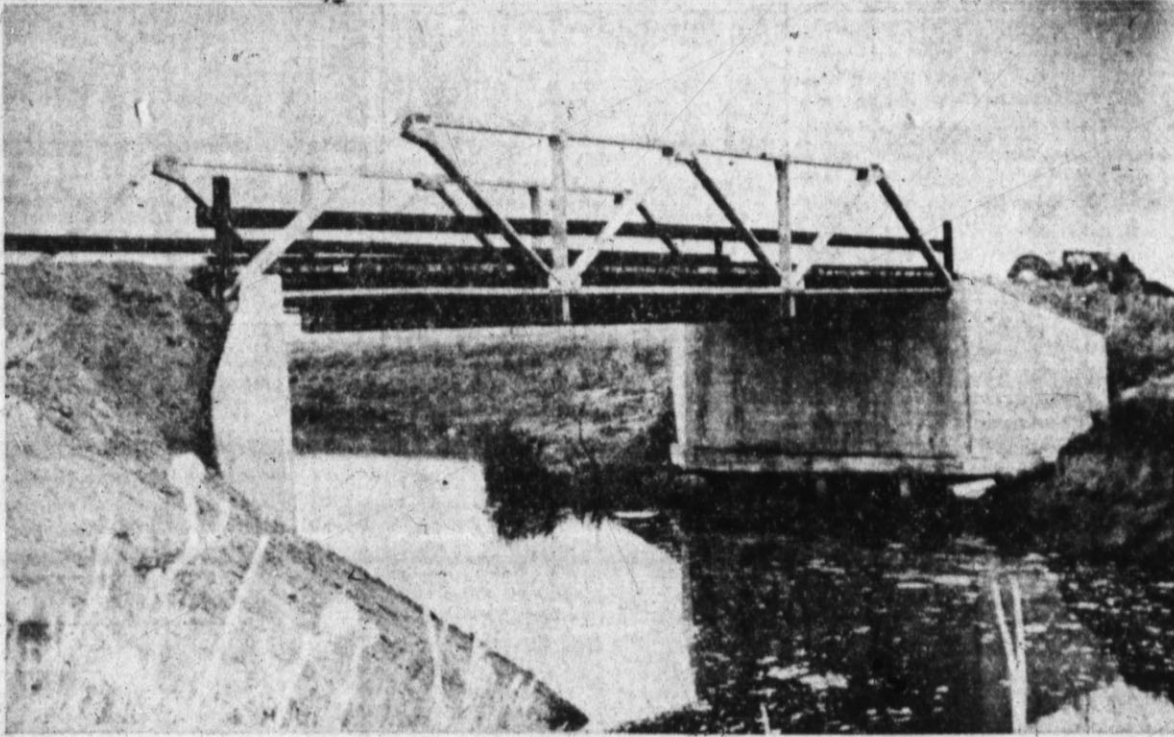
Mrs. Pete Cowart will be narrator for the Jaycee-Ettes Style Show which will be held on Tuesday evening at 8:15. Mrs. Roy Ford, who was to be narrator, developed laryngitis Saturday morning.

Ray Downey, owner of the Good Housekeeping shop, was appointed chairman of the General Motors Community Relations program in this community, according to a recent letter received from C. E. Wilson, GM president.

Dub Reeves, Vern Hilton, and Otis Hall left Sunday for Central Nebraska on a pheasant and goose-hunting trip. They intend to be gone about a week.

N. D. Bartlett Jr., Earl Springer and Jim Clark left Saturday for Gunnison, Colo. on a deer hunting trip. They will be gone until Wednesday.

Roy Smith and Potay Baker returned Thursday from a hunting trip to Colorado. They were gone a week.



FINAL WORK ON THE bridge across the Tierra Blanca creek south and west of Dawn was being completed this week as the above picture was taken. The 50x16-foot steel span was replaced on existing abutments by the Austin Bridge company of Amarillo at a cost of \$2750. The bridge, on the road known as Dawn Lane, replaces one destroyed several years ago.—Brand Staff Photo

P-TA Members Receive Course In Procedure

A group of 13 P-TA members were instructed at a P-TA procedure course Thursday night in the Robert Thompson home.

Mrs. Elmer Patterson, 8th district vice-president, instructed the course.

Those attending the course, which was completed on Thursday night were: Jimmie Allred, 2nd vice-president; Mrs. Floyd Walton Jr., recording secretary; Joe Smith, treasurer; Mrs. Merlin Kaul, parliamentarian; Mrs. Bob Wilson, historian; Mrs. Henry Benson, reporter; George L. Graham, superintendent of schools; Mrs. George L. Graham; Robert Thompson, president; H. V. Stanton, junior high principal; Byron Durham, Shirley school principal; D. C. Martin, Central school principal.

Mrs. Bryan Durham, J. C. Reese and Merlin Kaul played "42" while the others took the course.

Accepts Position
Miss Norma McCullough has accepted a position with Draughons Business college in Amarillo as teacher of typing, filing, and comtometry. Miss McCullough is the daughter of Mr. and Mrs. Ralph McCullough. She is a graduate of Amarillo Junior college and North Texas State college, Denton.

Lions Will Honor Gold Star Mothers, Seek Names, Addresses

The Hereford Lions club is going to honor all Gold Star Mothers in the territory at a special event Wednesday, Nov. 7. The mothers will be invited to attend a weekly luncheon meeting of the club where they will be guests of the Hereford club.

Speaker for the day will be Bill Gilstrap, district manager of the Southwestern Public Service company at Amarillo.

Names of all the Gold Star Mothers in the area are not known, so a special plea is being sent out for the names and addresses of ALL Gold Star Mothers in the territory. Contact George McLean, Dr. M. C. Adams, Ray Cowsert, or The Hereford Brand if you are a Gold Star Mother or know the name of one.

Water District Formed This Week

The High Plains Water Conservation district was formally formed this week with the canvassing of ballots in Littlefield, according to Tom McFarland, chairman of the five-man board of directors of the district.

Included in the district are 13 counties and 19 cities and covers an estimated 4,800,000 acres of land.

The board of directors met this week to start discussing the constitution and by-laws of the district.

First and foremost of the articles in the constitution were provisions for the annual elections of officers. This will include

the election of one county committee each year who would serve a staggered three-year term.

Election date for naming the county committee and one director from each of the district's five precincts will be the second Tuesday of January.

Another of the points discussed at the meeting, but not decided on definitely, was as to the requirements of drilling permits to help start establishing permanent formation records and water levels.

"These permits will in no way affect the drilling of wells at the present time," McFarland said.

Seeking To Identify New Bug in Wheat Field Here

A possible new enemy for Deaf Smith county wheat — a small black insect the size of a greenbug — has been sent off to College Station for identification by County Agent Hugh Clearman.

The bug is one taken from the wheat field of J. T. Gilbreath Jr. who farms six miles north of Dawn.

Clearman said "something new" was attacking the wheat on Gilbreath's farm and several more in the same vicinity. The county agent said it looked to him like a small beetle.

The insect was brought in to Clearman's office Friday and he sent it to College Station later in the day. The bug was described as "pretty active" and that it jumps around quite a bit.

Gilbreath has quite a bit of damage in his wheat, scattered all over the field, Clearman said, through most of the field.

"The wheat looks like something sucked it to death", the county agent explained. He said the wheat was dead where the bugs were found, although the unidentified bug is not definitely the cause of the damage.

Although Gilbreath's wheat looks like greenbugs have attacked it, Clearman states, the damage to the wheat is not

greenbug damage. The bug may be just following something else, Clearman surmised. About a week will be neces-

sary to determine what kind of bug has started working on wheat in this area, according to Clearman.

Earl Hopson Dies Near Colorado Hunting Camp



EARL HOPSON

Earl Hopson, 47-year-old Deaf Smith county farmer, died unexpectedly Friday, Oct. 19 while on a hunting trip near Durango, Colo.

Death was due to a heart attack.

Mr. and Mrs. Hopson left Hereford earlier this week on a hunting trip with Mr. and Mrs. Dick Walker, also of Hereford.

Members of the family were notified of the death Friday night in a telephone conversation from Durango.

Hopson, who took a horse on the expedition with him, left camp Friday morning on horseback. Members of the party, concerned with his absence, later in the day, began a search for him and found his body at the top of a nearby mountain, beneath his horse.

Hopson's body was shipped to Hereford from Durango early Saturday morning.

Funeral rites are incomplete, pending the arrival in Hereford of Mrs. Hopson.

Hopson was born in Boaz, Texas April 8, 1904 and moved to Deaf Smith county in 1937 from Hobart, Okla.

Survivors include: his wife; his parents, Mrs. Cora Hopson of Hereford and N. C. Hopson of Hobart, Okla.; five brothers, Bill Hopson of Gagesville; A. L. Hopson of Faith, S. D.; Elton Hopson, Huggouton, Kans.; A. N. Hopson of Hereford, and Lee Hopson of Springer, N. M.; four sisters, Lorraine Bachelor of Rocky, Okla.; Lyla Mae Alford of Roosevelt, Okla.; Ava Block, Hobart, Okla., and Marjorie Wilson of Huggouton, Kans.; two sons, E. D. Hopson and Glenn Hopson of Hereford; one daughter, Mrs. Orville Groneman of Vega; and three grandchildren.

Tax Collections Ahead of Last Year in County

County and state tax collections through October 18 are well ahead of those during the same period last year, according to Homer Henslee, deputy tax collector.

So far, \$62,457.68 has been paid in taxes compared with \$51,689.24 last year at this time.

The tax roll for Deaf Smith county and state taxes is \$224,808.04. The county property valuation for taxes is \$11,898,678.

Poll taxes have been lagging this year, with only 212 paid so far as against 277 last year through October 18.

Estimate 175,000 Crates Lettuce Shipped Out

An estimated 175,000 crates of lettuce have been shipped out of Hereford up until Friday night, a local shipper said.

Market has been running from \$5 to \$5.25 per crate with occasional sales higher if it is outstanding quality lettuce.

Some of the current packing is showing a little burn and a few cracked ribs, or other minor defects which throws the head into a lower grade.

Lettuce hit a high last week of \$5.25 to \$5.50 per crate for the four-dozen size.

\$100, Five Days In Jail Follows DWI Charge

Perry T. Kuykendall pled guilty in county court on Thursday to charges of driving while intoxicated.

County Judge Leonard H. Foster fined him \$100 plus costs of \$29.30 and sentenced him to five days in the county jail.

Charges were filed against Kuykendall on October 18.

REA Embarks on "Preventative Maintenance"

A two-year planned program of "preventative maintenance" is now being carried out by the Deaf Smith County Electric-Cooperative.

Purpose of the program, according to Leo Forrest, co-op manager, is to render better service to members by reducing outages, increasing efficiency, reducing radio interference, and maintaining continuity of service.

A three-man crew, comprised of T. A. Paul, W. H. Doshier, and J. B. Sowell are now in the process of inspecting every pole, transformer installation, and service connection, and sectionalization device on the system, making any corrections deemed necessary to improve the system and reduce the chances of outages.

The majority of this work will be done "hot" or without cutting the power. In some cases, however, it will be necessary to de-energize the lines for short intervals.

In such cases, the members affected will be notified in advance when possible, Forrest said.

Hereford Edges Friona Chiefs Friday 9-6

Friona's gallant but out-classed Chiefs dug in against a charging, hard-hitting Whiteface eleven on their home ground Friday night, limiting the Herd to a 9-6 triumph.

Statistically, it was a different ball game than the close count would indicate. Hereford picked up a total of 220 yards, 177 of them on the ground. Friona was

held to 65 yards net, all cross country.

The Whitefaces tallied 13 first downs while the Chiefs picked up six. Hereford lost 100 yards via the penalty route, while the Chiefs were penalized only 10.

Hereford's rumbly defensive play throughout the game kept Friona off-balance. Charging

linemen and hard-hitting backs kept Chief slices to a minimum.

Friona suffered from the lack of passing protection and Hereford's aggressive defensive play in having their forward motion cut so small.

There cannot be enough said for Friona's courage and team spirit. That was evident the way

they stood up to the Whitefaces. They refused to be beaten and were always a threat.

The Herd beat them down in the second half as the game wore on. The Chiefs picked up a lone net 15 yards the entire second half. They chugged to only two first downs.

Hereford's scoring came in the second stanza after Friona was forced to kick from its own goal line, the ball landing on the Chief's 26 yard line. A Hereford clipping penalty brought the ball back to the Friona 41.

On the first play in this series, Ray Graham fumbled and recovered for no gain, and Dement hit Gene Dickson for a pass to the Herd's six-yard line.

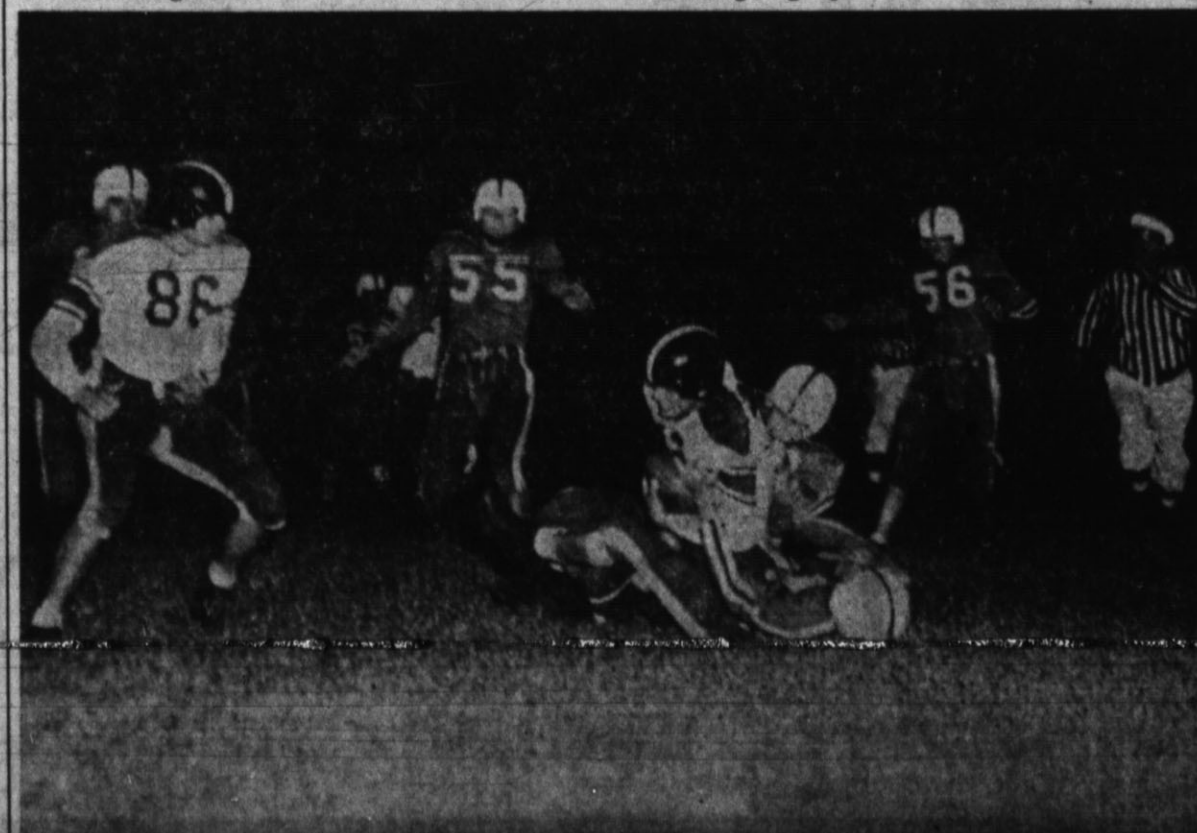
Kelly took the pigns on the next play over for a touchdown. The speedy Herd halfback kicked the extra point to put the Whitefaces into the lead, 7-0.

Friona started knocking on Hereford's door in the last of the second quarter after a fumble by the Herd set up the Chiefs on our 29-yard line.

Friona's stellar halfback, Jay Cobb, brought the ball nine yards closer to paydirt. Frank Reed tossed a pass for the Chiefs, which Bill Kelly, who played another of his bang-up ball games Friday night, intercepted. He ran the ball back to the 25.

Kelly ran for four around his right end, Morton took through for one, again for four, and the Herd was penalized five yards for off side.

At this juncture, Kelly was (Continued on page 3)



BILL KELLY goes down amid a host of Friona tacklers in the 9-6 victory over the Chiefs at Friona Friday night. Hereford's Marshall Wilson (86) looks on while Friona's Robins (55) and Reed (57) pull up from behind. —Kenneth Coker Photo



REA LINEMEN are being shown the proper care and inspection of a circuit recloser which was damaged in last week's electrical storm. The recloser caused an outage to 13 cooperative members four miles southwest of Hereford. A two-year "preventative maintenance" program is being carried on by the REA at the present time, designed to reduce service interruptions. Making the demonstrations are L. M. Cooper, dealer representative and W. W. Bryant Jr., electrical engineer for the Line Materials company, who supplies the units. —REA Photo

Grandstand Gropings

By Kent Snare

A fired-up Friona team checked a frustrated Hereford eleven which was constantly harassed by confused officiating last Friday evening.

The alert Hereford defense was functioning as usual and Friona was able to aggregate only a total of 65 yards offensively, mostly amassed by Cobb through the middle, although No. 55 picked up some yardage early in the game on keepers. As the evening progressed, he picked up aggressive Hereford tacklers to an extent that he finally lost his appetite for leather lugging.

Hereford's offense netted 220 yards including a number of successful slants by Morton and Kelly. Our pitchouts missed more often than not and left us in a dilemma on two occasions. We attempted six passes, completing two, one 35-yarder leading to our lone touchdown.

Continuous high passes from center were gathered in adroitly and booted well by Kelly with one exception in the second quarter, which eluded him and dug us into a situation which eventually resulted in Friona's tally.

Hereford was penalized a flat total of 100 yards some of which were painful indeed.

One of the more amusing aspects of the tussle was the anguished signals of the referee. It was a moot question as to whether he was signaling in Amish or Cambodian.

Similar to a typical "Onkle Fronkie" Frisch situation of not so long ago.

On this occasion, Frisch was a little perturbed by the craftsmanship of one of the rabifers.

"Set your sights, blubberhead." Frisch yelled from the dugout. The umpire stopped the game and made his way to the bench. "You are excused, Mr. Frisch," he said in icy tones, "kindly go to the clubhouse before I charge you double."

"Who, me?" asked the stricken Frisch, "what did I do?" "You called me a nasty name."

"A nasty name, he says. Like What?"

"You called me a luggerhead."

"Say that again?"

Frisch slapped himself on the forehead and groaned aloud. "A luggerhead," he said, "did you fellows hear that? Now I got to

tell the league president that his umpires are deaf too."

We have the three contests remaining that really count and after two weeks of surcease, which should let our wounds heal to some extent, we can concentrate on the district bunting.

I liked the defensive ardor of the whole Whiteface team and I tip the chapeau to White No. 55 and Wilson No. 86 who furnished us with decisive and alert end play.

Here's hoping our offense jells to a point that the opposition will take umbrage to it, even to running up a tally comparable to the one in this tale: In 1919 Georgia Tech steamrolled Cumberland to a tune of 22 to 0. The game ran only 44 minutes, which saved Cumberland from more such gridiron punishment as the amazing feat of Jim Preas, of Tech, who kicked 18 goals after touchdowns in the first half alone.

Of course, in the maelstrom, everything in the world happened to the Cumberlands. Once, the quarterback fumbled and an adjacent teammate, instead of

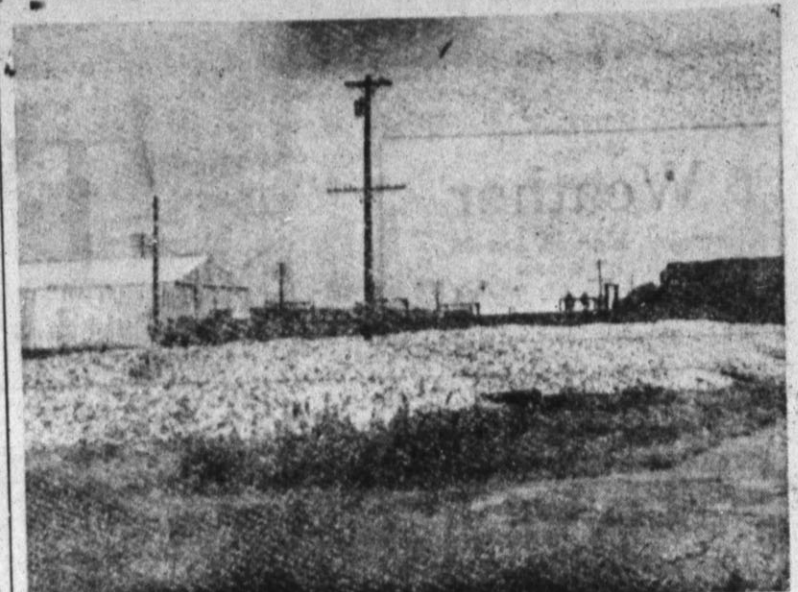
picking up the loose ball, shied away from it as he saw several Tech players swoop down on him and the bouncing ball. "Pick it up," screamed the quarterback. But his wary teammate snapped back: "Pick it up yourself, Bud. I didn't drop it."

Mrs. Charlotte Calvert is spending the week-end in Pampa with her mother, Mrs. Ada Necase, who is celebrating her 78th birthday.

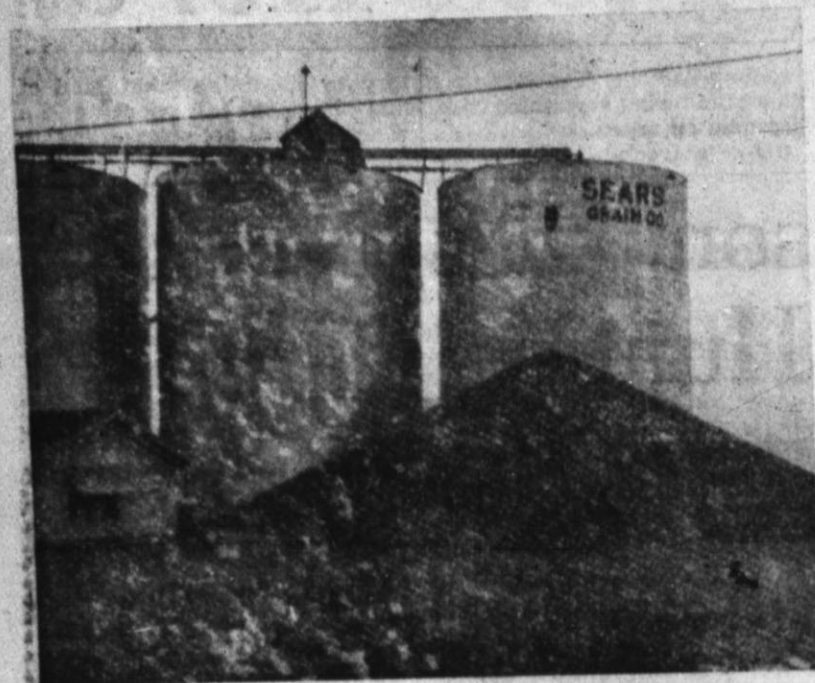
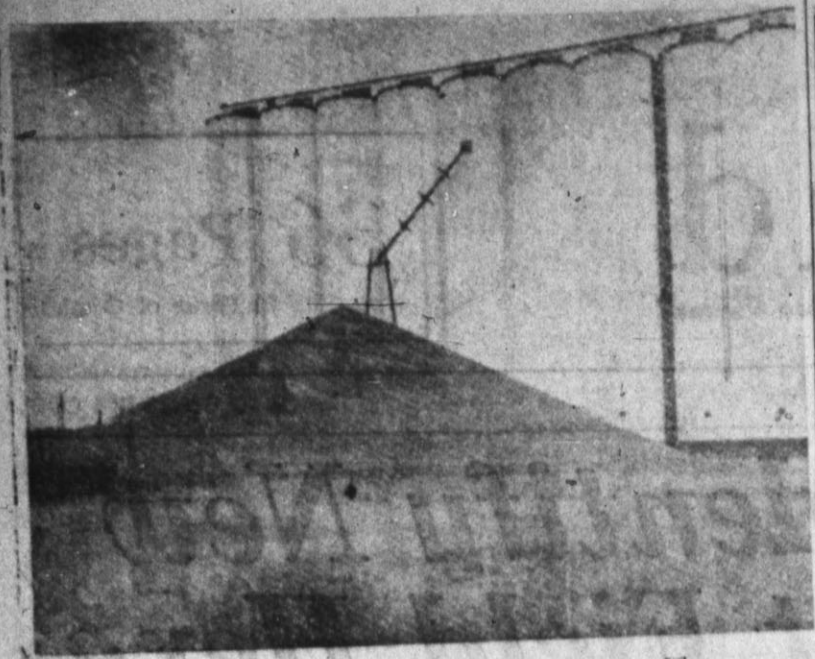
Wedding Is Announced

Of interest here is the wedding of Mrs. E. J. Williams' granddaughter, Miss Billie Williams, to Eugene Grant King, both of Lloydminster, Canada. The couple was married recently in the St. John's Anglican church at Lloydminster where the couple will reside.

The bride's father, W. D. Williams, is well known to old-timers here, having been born and reared in Deaf Smith county, and he and his family return

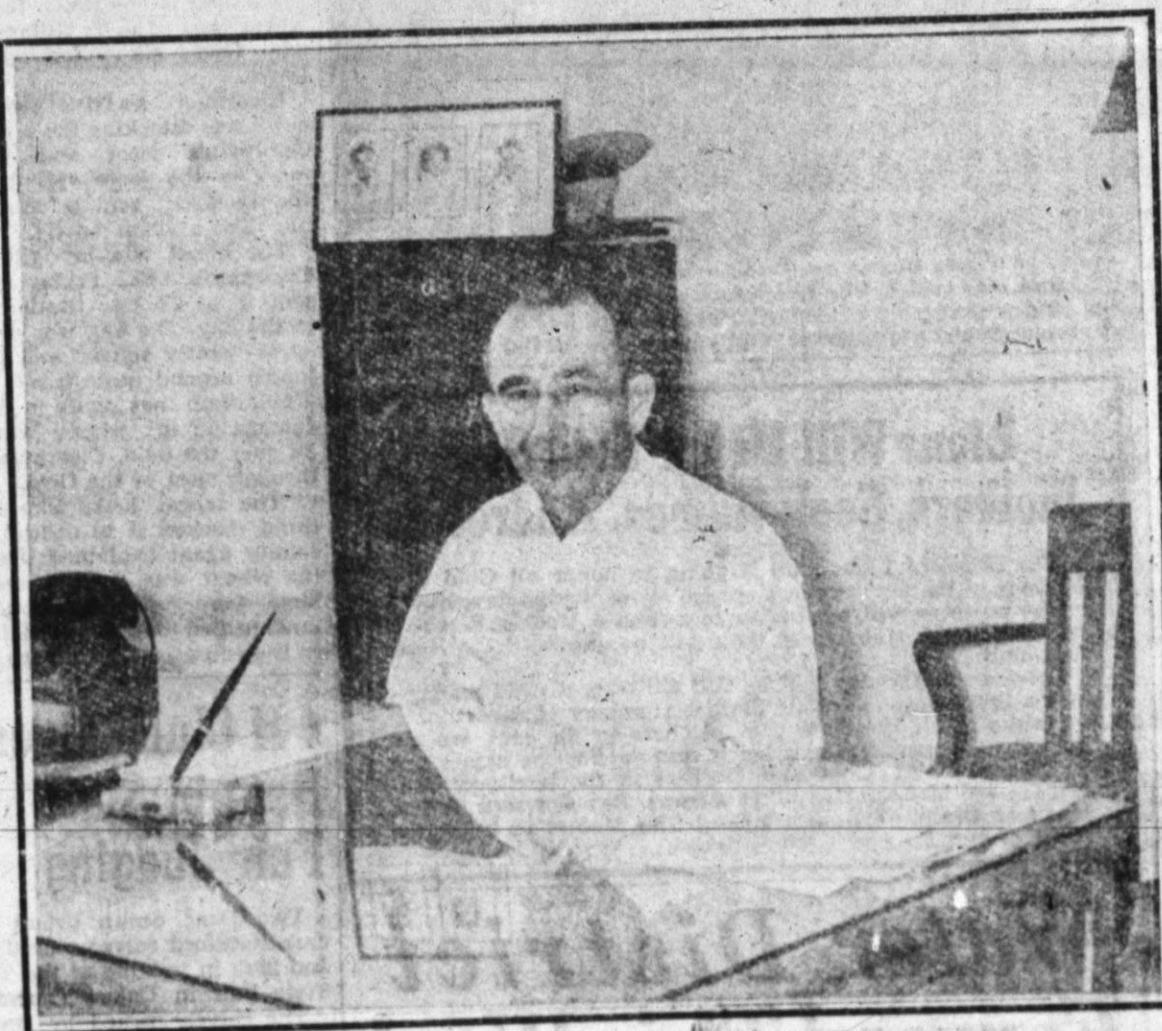


A 20,000-BUSHEL pile of ear corn has accumulated at the Bradley Grain company, awaiting to be sold. Some of the corn has been brought in by farmers and some hauled in by the company.—Brand Staff Photo.



A SHORTAGE OF RAIL transportation showed up this week in Hereford as the above two pictures show. The top photo shows the Pituan Grain company's pile of maize behind their elevator. Approximately 200,000 bushels has been stored there since last Friday. The lower photo shows the pile awaiting shipment at Sears Grain company. The pile there is estimated at from 25-30,000 bushels.—Brand Staff Photos.

frequently to visit his mother and other relatives here. He left Hereford in 1925 and lived in Wyoming for some time before moving with his family to Canada in 1945.



Hi Folks!

We Sure Appreciate The Opportunity Of **SERVING YOU** During The Current **GRAIN HARVEST**

Our Facilities Are In First Class Condition To Handle Your Grain and We Will Make Every Effort To Please You With Our Service

YOUR BUSINESS IS ALWAYS APPRECIATED

AT

Sears Grain Company

Hereford

Black

Dimmitt

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Nationwide OLD STOVE ROUND UP STARTS OCT. 22

INVESTIGATE THE ESTATE RANGES

ON DISPLAY -- AT HEREFORD IMPLEMENT CO.

ESTATE GRILLS
ESTATE BAKES
ESTATE BARBECUES



ESTATE Gas Ranges GIVE YOU WONDERFUL MENU VARIETY

Want to turn out new and different meals like those in the magazine ads? An Estate Range is your dream come true. It brings your family new "grilled" and "barbecued" flavor. And its four separate cooking areas let you breeze through a snack... or serve up a Sunday-size meal all hot and ready at the same time.

See the Estate Today at

Easy Terms LIBERAL TRADE IN Allowance

Hereford Implement Co.

Hereford...

(Continued from page 1)

prepared to boot from right in front of his own goal. The pass from center sailed high and to his left, with Kelly getting his fingers on it before dropping it.

The exchange gave Friona the ball on Hereford's eight yard-line and the warriors capitalized on their advantage with Cobb going for none, Reed for five, and then for three for the touch-down. Allen's kick for the point was no good. Hereford had the ball on their

39-yard line at the half. Leading by a bare 7-6 in the opening minutes of the first half, the Herd added a safety and two more points to strengthen the slim lead. Battering down the Friona forward wall, the Whitefaces made their own chance for this scoring play. The Herd began whittling down the weary warriors with their sustained defensive scrap.

After five exchanges of the ball, Hereford kicked from the Friona 43, back to the Friona 13. Fullback Reed faded back for a pass, but Tim Corbett broke through and pinned him down behind the goal line for the safety.

After the safety, Friona free-kicked the ball from their 20 and Hereford started marching again towards paydirt in the final period.

With the ball on the Friona six, the Herd ran out of gas and the fiery Chiefs took over once again.

The aggressive Herdsmen rushed the Friona backs until they had no alternative but to boot out, which Reed did, booting to his 40.

The ball changed hands four more times with no blood being drawn.

Friona was keyed up for the Hereford tilt, but the boys were a little out of condition, evidenced by the ease with which they absorbed injuries.

The bruising tackles applied freely throughout the night by the "big boys" in Hereford's line didn't help much, either.

Coach Dalton Criswell got some good work out of his backs, Morton and Kelly shining the brightest. Kelly thrilled the fans with his churning, driving, never-say-die running even when he was carrying Frionans with him.

Morton showed good drive throughout the night as he was used freely.

Wayne Stark got some excellent work out of his ends, Marshall Wilson, and Billy Gene White, converted center. The whole Hereford defensive line worked like demons, throwing Chief runners for losses repeatedly and harassing the passer.

The offensive line cut holes in the Friona line that were never there before.

This renewal of the annual rivalry between the two teams was successful from the Friona standpoint. The Chiefs, with an excellent team in their own "B" class, held the Class A Whitefaces to a modest victory.

Texas Economic Progress in Last Decade Nears All Prior Years

There has been almost as much economic progress in Texas during the last ten years as in all preceding history, according to data in the 1952-1953 edition of the Texas Almanac which has just been issued by The Dallas Morning News.

Highest percentage of gain was scored by the manufacturing industry which more than doubled during the last decade, as measured in employment and volume of physical production. The number working Texas manufacturing plants increased from 163,978 in April, 1949, to 449,800 in June, 1951. All classifications of industry showed gains, but especially notable were developments of the chemical, aviation, and iron and steel industries.

Retail stores of the state now do approximately seven billion dollars of business annually as compared with \$1,803,716,000 in 1939. This leaves a wide margin of increase in turnover of goods after allowing for price inflation.

These changes have been accompanied by an increase of 20.2 per cent in the total population, 1940-1950, and with an increase of 66.2 per cent in urban population. The great shift of rural to urban population consisted primarily of removal of tenant farmers to industrial centers.

Figures presented in the new Texas Almanac show comparable gains in civic, educational and cultural activities. Changes in the public school system after two years under the Gilmer-Aikin act are presented, including tables giving data on all independent and common school districts.

About 10,000 subjects are covered in the new volume, including Texas history, population, government, politics and elections, natural resources, weather, crops and livestock, industries, trade, transportation, finance, commercial services, recreation, and athletics. A pronunciation guide to names of Texas counties, cities and towns is included. The new state senatorial and representatives districts are shown.

All articles and maps for the 254 Texas counties have been revised to include new highways

43	yds passing	0
220	total yds.	65
2	pass completed	0
6	pass attempted	5
	fumbles	1
H	F	6
13	Opp. fumb. rec.	3
177	yds rushing	65
	yds penalty	10

and other developments. A large folded map gives detail in four colors, including highways and railroads.

Press Melodrama At Star Theater Starts Wednesday

"Sensational journalism" is the target of a hard-hitting melodrama entitled "Ace in the Hole" which plays Wednesday and Thursday at the Star theater. Kirk Douglas plays the part of a reporter who believes that the newspaper industry cannot survive without a sensation every hour.

Unscrupulous and contemptuous of humanity, Douglas uses an incident parallel to the "Kathy Fiscus" tragedy to force his way to the top of his profession.

Jan Sterling is co-starred with Douglas. The supporting cast is made up of comparatively unknowns.

The picture was produced as "Ace in the Hole" and later renamed to "Big Carnival."

School Lunch Room Menus

October 22-25

Monday

Salmon Patties — Cheese Sauce
Buttered Green Beans
Sliced Tomatoes
Whole Wheat Rolls — Butter
Ice Cream Sticks — Milk

Tuesday

Ham Pie — Biscuit Topping
Candied Sweet Potatoes
Lettuce Wedges
Bread — Butter — Milk
Sliced Pineapple

Wednesday

Ranch Style Beans
Buttered Spinach
Carrot & Celery Sticks
Cornbread — Butter — Milk
Apricot Cobbler

Thursday

Beef Stew with Potatoes
Tomatoes, Carrots, & Onions
Cheese Wedges — Crackers
Bread & Butter Sandwiches
Peach Halves — Milk

Friday

Hamburger Patties
Tomatoes — Lettuce — Onions
Pickles — Mayonnaise — Mustard
Buns — Butter — Milk
Fruited Gelatin

Now Is the Time For

MERIT EGG MASH

We're Booking 20% Merit Sweet Cakes

Check Our Prices for

Binder Twine and Bailer Twine

West Texas Feed, Seed and Hatchery Co.

We Buy Eggs, Cream, Poultry and Hides

Jack Wright, Manager

HOME OF "MERIT" FEEDS

Hereford, Texas

READ THE CLASSIFIED

Announcing the newest Triple-Action

HOOVER

Cleaner Model 29

High cleaner performance at moderate cleaner cost... that's Hoover's newest... Model 29! Triple Action... it beats, as it sweeps, as it cleans. Instant conversion for above-the-floor cleaning, to save your time and energy. Come in and see Model 29 perform, or call us for a home showing. No obligation.



Cleaning tools in handy kit, \$19.95



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low down payment, easy monthly terms.

You'll be happier with a Hoover

E. B. Black Co.
Since 1901

Featured This Week At

KESTER'S



KESTER'S
JEWELRY & GIFT SHOP
presents an
exquisitely pierced
pattern in
STERLING
SILVER...

FLORENTINE LACE
BY
REED & BARTON

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tax included \$38.50



The Above Registered Ring
Set with 8 Diamonds

SPECIAL THIS WEEK
\$124⁹⁵ Plus Tax

Shop at Kester's
For Nationally Advertised
Diamond Rings. We
Feature Such Famous
Lines As...

FEATURE LOCK and
KEEPSAKE

As Seen in
SEVENTEEN

DREAM STUFF,
clouds of rayon net
over a rayon taffeta
petticoat... billow
below the petal
scalloped bodice of
rayon brocaded
satin. Sizes 7 to 15...

\$17⁹⁵



The Little
fashion Shop

"Smart Clothes for Smart Women"

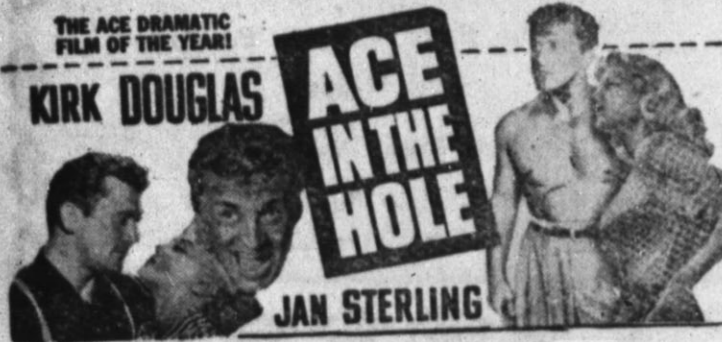
Kester's Jewelry & Gift Shop

409 N. Main St.

Phone 985

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FREE Theatre Tickets To See



WEDNESDAY - THURSDAY
OCTOBER 24 - 25

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.

1. FOR SALE Miscellaneous

LAY AWAY THAT WATCH NOW FOR CHRISTMAS

17-Jewel Man's Waterproof Shockproof, \$15.00 Plus Tax.
17-Jewel Man's Waterproof Shockproof, \$17.00 Plus Tax.
17-Jewel Man's Waterproof Shockproof, \$19.00 Plus Tax.
17-Jewel Ladies 10K R. G. P. \$17.00 Plus Tax.
17-Jewel Ladies Sports Watch Waterproof, \$23.75 Plus Tax.

LAMM JEWELRY STORE
5-1-2-17-9p

FOR SALE: 20 gallon Mission gas hot water heater in good condition. Phone 181.
B-1-14-15-3x

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

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

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

We Have 111 FEED MOLASSES Any Quantity
FRASER MILLING CO.
B-1-30-1fc

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

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

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

TRADE FOR LIVESTOCK? Late L A Case. New Tires or H.W. 9 on Butane. Phone 1272-W.
B-1-15-41-4p

FOR SALE: Young Colorbred singing canaries. Beautiful colors. Will buy used cages.
Mrs. J. W. Johnson, Star Route 8 miles south on old Dimmitt Highway.
B-1-24-17-8-p

FOR SALE - Assortment of Paeonies, Lilies and bulbs from Holland. Plant Now. Mrs. J. F. Ward North Main.
S-1-17-13-1fc

2. FOR SALE Farm Equipment

FOR SALE: Hampshire-bear ten months old. C. W. Bowman. 6 miles north on 51 and 1/2 mile west.
B-2-18-17-2p

HESTON MAIZE BARS
1. H. C. 123 & 125-M. M. 14 ft. S. P. in stock. Available on order for other combines.
FLOYD STIVERS
Phone 930-J
B-2-1-1/2-15-1fc

FARMERS
Protect your valuables in a fire proof home safe. Minimum cost. See these safes at the Hereford Brand.
B-2-30-1fc

FOR SALE: A Bargain. 1950 model Cocksbutt 12" cut self-propell combine with maize attachment used very little. Contact W. C. Briggs, Adrain, Texas.
B-2-24-41-4c

FOR SALE: 18 ft. International squadrum disc plow. Like new. \$1,100. 30ft. Graham Hoerne plow used very little. \$600.00. L. M. McGee 132 Ave E.
B-2-23-16-5c

NEW & USED Heavy Duty Case Tandem Disc
Jacobson Bros.
137 N. Miles Hereford
B-2-17-1fc

3. FOR SALE Automobiles

HEREFORD MOTOR CO., INC.
Ford - Mercury Dealer
Just received a new shipment of Fords, Mercurys, trucks and pickups.

USED CARS
1946 Dodge 4 dr. One owner car.
1949 Ford Custom 2-dr. 8 cyl. Exceptionally clean with white wall tires.
1949 Ford 2 dr.
1946 Plymouth 4 dr. R/H.
1941 Chevrolet 2 dr. good condition.

COMMERCIALS
1950 GMC 1/2 ton pickup, low mileage, exceptionally clean.
1944 Dodge 2 ton, practically new tires. 15 ft. grain bed, grain auger, 2 speed axle. Here is a truck ready to go.
1944 Dodge truck, 825 tires, long wheel base, good grain bed, oak cattle racks, good condition.

1950 Ford F-2 pickup.
1950 Ford F-2 3/4 ton. Good motor.
We have a representative stock of new pickups and trucks.
Phone 38 or 39
B-3-11-1fc

Eliminate unnecessary tire wear!
Change the position of the wheels every 2 or 3 thousand miles. Correctly done, this increases the life of tires up to 25%
Bearing System
Front Wheel Aligning
KINSEY MOTOR CO.
Phone 740
B-3-14-1fc

4. REAL ESTATE

TRADE FOR FARM
19 unit modern court in Carlsbad, THE CAVERN CITY, drawing ever increasing crowds of tourists. Best location and room for as many more cabins. 20 units, best construction, Simmons furniture, Beauty Rest mattresses, good patronage year round. Extension of hiway connecting short route to El Paso now in process. Contact owner. M. A. Luccock, Box 480-B, La Fonda Court, Carlsbad, New Mexico.

WE HAVE LISTED FOR SALE.
A perfect section, northwest of Hereford. Ready to sow to wheat. \$75.00 an acre, half cash, balance in one, two and three years at 4% interest.
331 acres, well located and nicely improved. 280 acres under irrigation. Price \$160.00 per acre, easy terms if desired.
240 acres, well improved. 160 acres under irrigation. Priced at \$160.00 per acre with good terms and will accept some trade.
Let us show you our listings on other irrigated and dry lands.
Rose & Barber, REALTORS
107 East 3rd
Phone 45
B-4-42-2-2c

HOMES FOR SALE
We have a nice, new four room home, attached garage, well located to schools. A \$3000.00 loan can be assumed. Priced at \$6000.00.
A four room house, partly furnished. Well located, on a large lot. Price \$3750.00.
A nice two bed room brick home with large basement, double garage. The house has large fire place, nice hardwood floors, breakfast nook and service porch.
Let us show you these, or other homes we have listed.
Rose & Barber, REALTORS
107 East 3rd
Phone 45
B-4-42-2c

If it is a good farm loan, we can make it.
ROSE & BARBER
107 East 3rd St.
Phone 45
B-4-26-1fc

FOR SALE OR TRADE - Beautiful home in Allison Subdivision. For details contact Wesson Real Estate, 317 Sampson. Phone 944. Hereford, Texas.
B-4-21-12-1fc

FOR SALE
623 acres of good smooth land on paving. One 8" irrigation well. Plenty of water. All in cultivation. Available to natural gas. \$125 per acre. Good terms.
GLENN WEIR
Ph. 200 Res. Ph. 452-W
109 Main, Hereford, Texas
B-4-11-1fc

NEW TOURIST Court, 18 units, 7 room home, air conditioned, running ice water in each unit. Vented panel Ray heat. Small down payment. Would trade for irrigated land. Claude Stone, Texico, New Mexico.
B-4-33-47-3p

WILL LEASE for cash: Four half sections near Hereford. Choice land, each half section, has extra good 10" irrigation well, Phone 3-3837 or 6-8323 in Amarillo.
B-4-26-17-2p

COLORADO RANCH
5,742 acre ranch, 4,713 deeded, 1029 acres leased. Water from springs, well and three tanks. Well sodded with buffalo and gramma. Expect anyhow 1000 acres best of level wheat land. Price \$15 acre, 29% cash good terms.
See me for ranches, large or small, up to 70,000 acres.
LEE CONKLIN
Phone 728 Res. 422-W
212 Main
S-4-2-30-1fc

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

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

FOR SALE - Five room house on 104ft. front lot on pavement. Adjoining high school playgrounds. Call 1219. Genevieve Guseman.
B-4-19-11-1fc

FOR SALE
1920 acres, 450 in cultivation. balance grass, fair improvements, \$60 an acre.
GLENN WEIR
Phone 200 Res. Ph. 452-W
B-4-39-1fc

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

4 1/2% MONEY On
FARMS - RANCHES METCALF & BRALY
632 W. First St., Hiway 65
Ph. 854 P. O. Box 845
Hereford, Texas
B-4-2-36-1fc

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

5. FOR RENT

FOR RENT: Garage apartment. Redecorated, Modern, Unfurnished. If interested call 125-J. Mrs. Obe Wilson. Phone 329-J. 319 McKinley.
B-5-23-17-4k

FOR RENT: Bedroom, with kitchen privileges. 201 Short Street. Phone 964-R
B-5-11-42-2k

FOR RENT: Bedroom. Close in. 509 Ross. Phone 847-J
B-5-9-42-1fc

Store Building for Rent - 126 East 3rd. See J. B. Elliston or Phone 179.
B-5-14-31-1fc

6. WANTED

WANTED: To rent, three or four room house or apartment. Call 1523.
S-6-12-17-1p

WANTED TO RENT: Two bedroom, unfurnished house for permanent resident. Call Joe Andrews at Furr Food store. Phone 74.
B-6-19-42-1fc

Lions Club meets each Wednesday, 12 noon Hotel Jim Hill

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

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

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

Kiwanis Club Thurs. Noon Hotel Jim Hill

NOTICE OF MEETING ODD FELLOWS Each Monday Night REBEKOH'S Each Tuesday Night

SHELLED CORN We Are Paying \$1.75 bu. - No. 2 Yellow \$2.00 bu. - No. 2 White Rodgers Grain Co. Dawn, Texas Phone Hereford 1. D. B-6-17-1fc

WANTED: Stalk field or other field grazing for cattle. Will also buy banded feed. O. G. Hill or O. G. Hill Jr., Phone 1310 or 93.
B-6-18-40-1fc

8. HELP WANTED

NEW LAW CREATES PROFITABLE POSITIONS \$1,000 to \$1,500 monthly during November, December and January. State Farm Insurance Companies need agents for Hereford and vicinity. Write Agency Supervisor, H. C. McFarland, 918 Tyler, Amarillo, Texas.
B-8-15-5c

WANTED: Experienced mechanic on Dodge, Plymouth, Chrysler and DeSota. Good working conditions. Vacation. Contact Bob Fotheringham or Frank Vogel at Giles Motor Co. Phone 180.
B-8-25-40-1fc

10. NOTICE

ANNOUNCING THE ASSOCIATION OF DR. H. A. CAVNESS DR. B. M. WILTSHIRE DENTISTS
B-10-42-1fc

Visit us in our New Location. Next door to City Shoe Shop. Francis Printing Co. Phone 1303.
B-11-16-42-3p

11. Business Services

DR. H. A. CAVNESS DENTIST
Office Phone 61 Res. Phone 1748
B-10-42-1fc

SERVICE on any car, truck or industrial engines - at sensible prices. Work fully guaranteed. Benefield Motor Company.
B-11-17-15-7c

Enroll Your Pre-School Child in Hereford Kindergarten. Mrs. J. R. Fowlkes. Harrison Hiway. Phone 1874-W
B-11-15-36-1fc

LIABILITY. Auto Insurance Semi-Annual Premium \$13.75, 27 1/2% Dividends Paid On Currently Expiring policies. State Farm Insurance Co. HUGH BOOKOUT, Agent
Phone 1674 533 E. 1st
B-11-3-16-3p

Two-Part Program Presented For Les Meres Study Club

Mrs. Eugene Noel was hostess for Les Meres Study club Monday evening with Mrs. Dick Gholson serving as cohostess. Mrs. Howard Gore and Mrs. Joe Davenport presented the program. Mrs. Gore discussed "Children Should Be Allowed To Be Children", stressing the thought that children be allowed to follow their own instincts in play and types of toys.

Mrs. Davenport used Parents' magazine as the basis for her topic of discussion choosing the subject "Helping a Child to Like and be Liked."

She advocated teaching a child to use the Golden Rule in play and contacts with other children. During the business session Mrs. H. M. Meacham, chairman of the international relations committee, told of a plan for exchange of club ideas with women of other countries, and the club voted to correspond with members of a Mothers' club in Australia.

Plan were made for the annual dinner-party honoring husbands which will be held on November 5 in the home of Mrs. Howard Gore.

Members attending were: Mesdames L. R. Boyer, Joe Davenport, Dick Gholson, Howard Gore, Spieker Gripp, C. B. Hudson, Robert Lemons, H. M. Meacham, Monroe Parker, W. N. Rieger, Elvin Wilson, R. N. Yarbro, and the hostess.

Relatives Visit

Relatives visiting in the Ray

McCullough and Ralph McCullough homes the past week were: Mr. and Mrs. George McCullough; Mr. and Mrs. Jack McCullough and daughter Jackie of Clovis, N. M.; Mrs. and Mrs. Don McCullough of Amarillo; and Norma McCullough, daughter of Mr. and Mrs. Ralph McCullough, now of Amarillo.

Also guests in the Ralph McCullough home were her sister and husband, Mr. and Mrs. Maurice Sloan Jr., of Spencer, Ia.

WESSON REAL ESTATE

160 ACRE IRRIGATED, IMPROVED FARM: 4 room house with bath. Pressure pump, barns and chicken house. 8" irrigation well. 5 acres of alfalfa. All in cultivation and irrigation. REA and school bus route. An excellent small farm, located in good irrigation water and fine farming area. This is one of our best bargains. \$9000. Loan can be assumed. Price per acre, \$175.00.

920 ACRE STOCK FARM: 5 room house and bath. 2 wells and windmills. Large steel barn, corrals and loading chute. Other good farm buildings. 2 - 8" irrigation wells. 1 perfect section in cultivation and irrigation. Very little Johnson grass. Balance of farm in excellent grass. Excellent location on pavement, and close to markets. On REA, school bus and mail routes. Large loan can be assumed. Price per acre, \$150.00.

FARM AND RANCH LOANS, anywhere for any purpose. WRITE FOR OUR LIST of assorted farms and ranches.

WESSON REAL ESTATE

West Of Courthouse
HEREFORD TEXAS DIMMITT



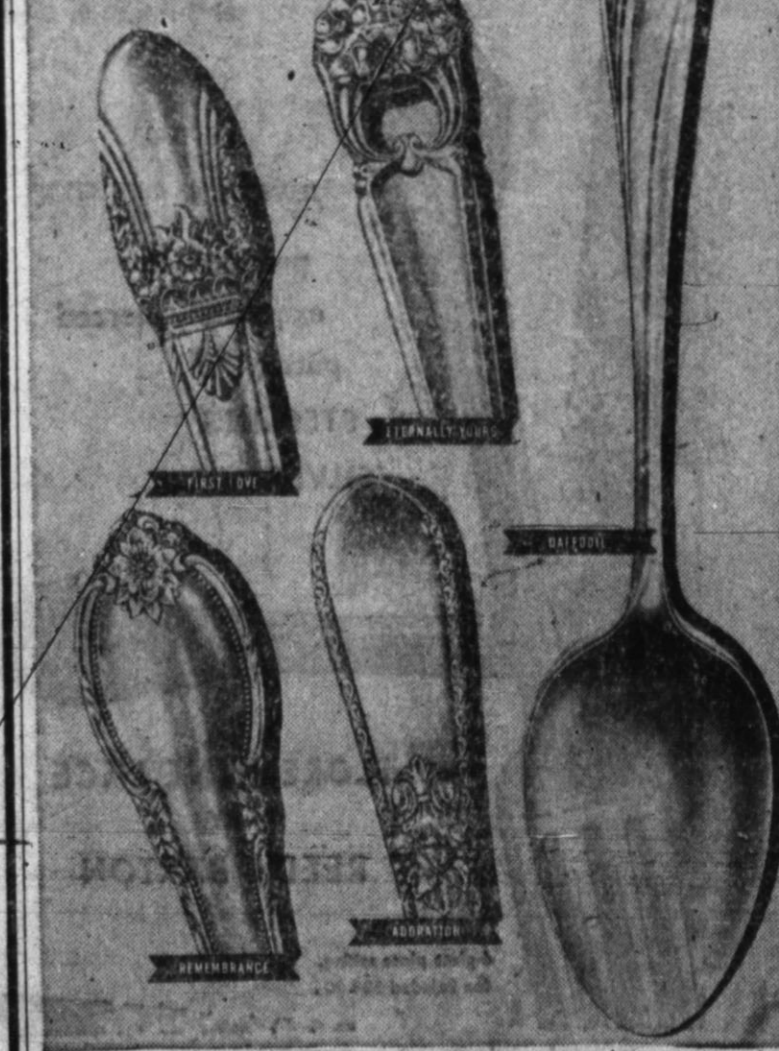
Buy NOW - Use Hembree's Convenient LAY-AWAY PLAN!



Nationwide OLD STOVE ROUND UP Trade In Your Old Stove Today On a NEW TAPPAN Gas Range



HEREFORD BUTANE GAS CO. Phone 1300



Ask for: FREE FORD TICKETS
Hembree Jewelry
Expert Watch Repair Service

Deaf Smith USO Drive Over Top

The Deaf Smith county USO fund drive went over the top this week with an estimated \$750 donated by Hereford business men.

Around 150 businessmen contributed to the drive which was headed by J. C. McCracken, county chairman.

Deaf Smith county's \$720 quota was a part of the \$700,000 quota set for the entire state.

Money raised in the drives throughout the United States will be used to furnish USO centers and to provide entertainment for servicemen and women, McCracken said.

The centers which will be located nearest Hereford will be in Amarillo and Clovis.

Frank Cogdell

**Income Tax Service
Office Above Brand**

Telephone 1383

Hospital Notes

Patients in Hospital
Mrs. C. H. Drerup, OB; Mrs. Glenn Gripp, OB; Mrs. E. H. Paetzold, OB; Mrs. Clifford Ward, surg.; Mrs. G. A. F. Parker, med.; Mrs. W. C. Rose, surg.; Ronald Rayburn, med.; E. J. Zimmerman, med.; J. F. Bailey, med.

Patients Dismissed
James Smith, med., 10-18; Mrs. Claudia Wilson, OB, 10-18; Mrs. H. V. Fields, med., 10-18; Mrs. L. L. Kendall, OB, 10-18; Mrs. E. H. Loerwald, OB, 10-18; Mrs. M. G. Upton, med., 10-18; Mrs. Charles Wilhelm, surg., 10-18; Clifford Ray Edwards, accid., 10-17; Mrs. F. E. Walton Sr., 10-17; Mrs. Susie Rodriguez, med., 10-14; Lee Bunting, med., 10-18; Mrs. S. J. Glenn, OB, 10-19; Mrs. K. D. Gearn, OB, 10-19; Mrs. Earl Lowry, med., 10-19; Mrs. Johnny Haney, med., 10-19; Elmer Sanders, med., 10-19; Brenda Kay Doss, med., 10-19; Mrs. Dorse Wardlow, OB, 10-20; Mrs. Al Fremel, OB, 10-20.

Births
A son to Mr. and Mrs. E. H. Paetzold October 19.

Mrs. C. E. Beauford and Mrs. T. W. Roberson returned from Yuma, Ariz. where they visited their daughter and son, Mr. and Mrs. Hicks Roberson. Returning

to Arizona with them was their grandson, Douglas, who had been visiting in their homes for the past four months. While there they also visited in the home of Mr. and Mrs. Donald Roberson.

German War Bride Speaker at Rotary Club on Friday

Mrs. George Brashear, a German war-bride, was guest speaker at the Hereford Rotary club on Friday.

She told of her experiences in Germany before and during World War II. She said that when the American soldiers entered the town where she lived everyone was afraid of them, and expected them to be like the German soldiers — someone to be feared.

She concluded by asking everyone to write to the German people and tell them what the United States was like because it was impossible for them to believe that there was such a country. She added that even yet it was hard for her to believe that she wasn't dreaming.

Courthouse Records

DEEDS OF TRUST
J. C. Morrison et ux to Federal Land Bank of Houston, E 1/2, Sec. 31, Blk. K-8.

Kenneth W. Hulet et ux to George A. Porter, Sec. 17, S 1/2, Sec. 23, Sec. 24, and Sec. 25.

WARRANTY DEEDS
N. F. Collum et ux to Joseph M. Cazier et ux, N 1/2, SW 1/4, Sec. 107, Blk. M-7.

H. L. Betzner et ux to C. T. Guseman, S 375 acres of Sur. Sec. 15.

William Warren to James W. Witherspoon, Lot 4, Blk. 24.

MARRIAGE LICENSE
Glenn Aubrey Bell and Myrtle Evelyn LaPlant October 17.

NEW AUTOMOBILES

Frances O. Houston, 703 Lee, 1951 Plymouth club coupe October 11.

C. G. Gunter, Box 295, 1951 Chrysler Town and Country October 12.

Lucille Park, Route 1, 1951 Chevrolet coupe October 8.

David Neal Beavers, Box 372, 1951 Plymouth club coupe October 11.

J. T. Mayfield, Route 1, 1951

Texas Parole System Working Good: Shepperd

Secretary of State John Ben Shepperd stated in a report to George L. Muse, Hereford, chairman of the Deaf Smith county voluntary parole board, that the Texas voluntary parole system is functioning economically and satisfactorily.

The Texas voluntary parole system, Shepperd stated, is a positive and constructive program designed to aid the parolee in becoming worthwhile citizens of the community. Parolees, he reported, are released from prison on recommendation by the board of pardons and paroles to the governor for the granting of clemency. After clemency has been granted, a parolee is under the supervision of parole board members until expiration of his sentence.

In comparing the costs of the Texas volunteer parole supervision with that of other states, the secretary of state cited the fact that the state of New York spends \$82 for each parolee yearly; Massachusetts \$54 yearly; Virginia \$60 yearly; Wisconsin \$34 yearly while Texas only spends \$15 yearly for each parolee.

Shepperd also praised the work of the members of the voluntary parole board and cited several cases where through their efforts delinquent have been restored from the prison system to daily pursuits of everyday life.

Other members of the Deaf Smith county voluntary parole board are: A. O. Thompson, G. W. Brumley, and W. J. Stanford all of Hereford.

Robert Betzen Army Enlistee

Robert Gerrard Betzen, son of Mr. and Mrs. William Betzen, enlisted in the U. S. Army for a period of three years, according to M/Sgt. Hicklin Harrel, local recruiter.

Betzen left Amarillo Thursday, Oct. 18 to take his oath.

Ford 4-door sedan October 11.

W. J. Reeves, Box 246, 1951 Oldsmobile 4-door sedan October 11.

R. C. Lay, Dimmitt, 1951 Buick 2-door sedan October 13.

Shirley Schulte Named Tanda Camp Fire Secretary

Shirley Schulte was elected as secretary of the Tanda Camp Fire group Friday-afternoon.

The group made plans for their annual overnight camp. Those attending were: Sue Channer, Carla Crosswait, Joan Fowlkes, Glenna Gault, Phyllis Goetsch, Gladys Lee, Ella Marie Williams, Dorothy Williams, Donna Woodell, Carolyn Knox, Barbara Wright, Betty, Kropff, Elene Rockwell, Peggy Bumpass, Shirley Schulte, Linda Cavender.

Class Holds Luncheon Meet

Golden Circle Class of the Baptist church met at the church Friday for a luncheon and installation of new officers. Mrs. R. E. Caddell was the installation officer.

Mrs. E. M. Cox, president; presided, and reports were given by officers concerning the year's work.

Those present were: Mesdames Alta Davis, L. Culpepper, Lowery, Coy Phillips, E. Ward, J. E. Young, R. H. Hale, E. M. Cox, George Benson, and H. M. Benson.

Two Parties of Hunters Leave For Colorado

Two parties of hunters left Hereford over the week-end for a week hunting trip to Colorado. T. C. Covington, Harry McCauley and Doyce Wynn of Oilton left Saturday morning for Cecil Malone's ranch in Colorado for a bear hunt.

Darrell Blanton, T. J. Clay and Sam Nunnally went deer hunting near Gunnison, Colo. They left Saturday night after work.

Dimmitt Student Is Scholarship Winner at Tech

Joe Hastings of Dimmitt is one of 10 top Texas Tech engineering students who shared \$10,000 in scholarships this week.

The winners, who share equally in the \$10,000, must have at least a "B" average in petroleum engineering or a related subject to qualify.

Group Session

Presbyterian women held a group meeting in Fellowship hall Wednesday afternoon with Mrs. J. E. Gilbreath Jr. as hostess.

Mrs. D. H. Alexander directed the business meeting and Mrs. Vern Witherspoon gave the devotional lesson using the topic "Before Winter Comes."

Twenty-Six on Shirley School Honor Roll

Twenty-six were named on the honor roll for the first six weeks at Shirley school, according to Bryon Durham, principal.

Included in the group are: Eugenia Alexander, Ronald Anderson, Margaret Boomer, Jane Bookout, David Brumley, Lois Christman, Judy K. Coffin, Lovilla Finley, Sharon Flood, Linda Hair, Karolyn Kirby, Lawana Lookingbill, Harold Meacham, Patricia Paddock, Ruth Powell, Weldon Riley, Sandra Roberson, Linda Russell, Marilyn Sigle, Charlie Smith, Bettye Smith, Linda West, Ella Marie Williams, and Paula Wright.

Slot machines have been removed from all Navy installations.

Win One Class Has Social Meet

Win One class of the Methodist church held its regular monthly session at Ward hall Tuesday afternoon with Mrs. E. W. Harrison, vice-president, presiding. Group singing was led by Mrs. Harrison with Mrs. I. H. Spratt accompanying at the piano.

Mrs. E. W. Solomon gave the devotional lesson and prayers were given by Mrs. Don Davidson and Mrs. M. M. Beavers.

Mrs. J. F. Ward reported on 125 garments sent to the needy in Europe and read a letter from Naomi Hare, missionary to the African Congo. Mrs. Ward also conducted a Bible quiz.

Hostesses were Mrs. E. W. Solomon and Mrs. P. A. Winget. Others attending were: Mes-

dames E. J. Hudson, E. W. Harrison, F. M. Faulkner, Laura Thomas, Clara Freeman, Don Davidson, M. M. Beavers, Cherry, H. M. Benefield, Ray Hershey, C. M. Hicks, Wm. McGehee, A. C. Pierce, J. E. Ward, I. H. Spratt, T. M. Coursey, and Fred Millard.

Mrs. J. T. Budlong and her daughter, Miss Kitty Budlong, of San Antonio are visiting Mrs. Budlong's sister, Mrs. Lee Benefield, Cpl. Zigmund of Pittsburgh, Kans., Miss Budlong's fiancée, is also a guest in the Benefield home.

See LUTHER PEVLEY about Real Estate Res. Phone 524-W

NEW MERCHANDISE

ARRIVING DAILY

It's Time To Start Your CHRISTMAS SHOPPING

Marie and Helen invite you to come in and make your selections early.

Don't Forget

The Jayettes Style Show

Tuesday Night

The Village Sport's Shop

Helen McCauley

Marie Cogdell

STRAY STEER

15 to 16 Month Old Hereford Steer

Branded U on Left Side and U on

Left Hip. No Ear Marks.

— Contact —

Bruce L. Wooddell

Deaf Smith County Hide and

Animal Inspector

Opportunity For Hereford Methodist And Friends

We Are Cooperating In The

Texas Wide Revival

OCTOBER 28 - NOVEMBER 4

SUNDAY, October 28 - at 3 p.m. at Polk Street Methodist Church, a Youth Rally with a hundred car caravan thru Hereford.

SUNDAY, November 4 - at 3 p.m. Mass Meeting for all Methodist in the Amarillo City Auditorium. Tickets required for admission. Hereford Church receives only 150 tickets.



Each Evening In the Hereford Methodist Church

At 7:30 Preaching by

Rev. H. Ellis Thomas of Uvalde, Texas

Visitation by local workers directed by

Evangelist Earl Ward, of Waco, Texas

MR. FARMER

In Hereford We Still Have A Small Amount of



U. S. LICENSED GRAIN STORAGE

APPROVED FOR GOVERNMENT LOAN

WE CAN HANDLE YOUR GRAIN NOW

Fraser Milling Co.

The Texas-wide Revival has already reported over seven thousand Decisions for Christ and the Church. During this week one thousand churches will endeavor to reach another twelve thousand for Christ.

FRIENDS AND NEIGHBORS ARE INVITED TO JOIN US IN THESE SERVICES

NORTHWEST HEREFORD NEWS

Grandmother of Mrs. R. N. Cooke Died Thursday; Rites Pending

By Mrs. R. C. Childers
Word was received by the R. N. Cooke family early Friday morning that Mr. Cooke's grandmother died Thursday night. She was in a rest home in Amarillo at the time of her death. She is the mother of Mrs. E. M. Cooke of Canyon and was visiting her son here at the time of her death. Mrs. R. N. Cooke went to

Canyon to make final arrangements, and at this writing it is not known for sure, but they think, the body will be shipped back to Idaho for burial. Mr. and Mrs. G. F. Witherspoon and granddaughter Sue Anne and Mr. Hartmen, father of Mrs. Witherspoon, were Thursday evening guests in the R. C. Childers home.

The community party which was scheduled to be held Friday night in the R. N. Cooke barracks was called off due to the death of Mr. Cooke's grandmother.

Other guests and overnight guests were Mrs. Childers' parents, Mr. and Mrs. Earl Johnson from Pampa, and R. N. Cooke of this vicinity.

Thursday morning callers in the Childers home were Mr. and Mrs. A. H. Inman from Plainview and Mr. and Mrs. Wayne Johnson of this vicinity.

One half an inch of moisture was received in this part of the county. Moisture was lighter to the east of here. This damp

First Concert Artist Successful Young Pianist

William Masselos, who will be heard in recital at the high school in Hereford on Friday, Oct. 26, has been placed "in the

weather is giving the farmers a rest from cutting and is fine on the wheat and permanent pasture.

A committee meeting of the scrap book committee for the Cultural Home Demonstration Club was held in the home of Mrs. C. S. Barclay Thursday afternoon. Members of the committee are Mrs. Earl Dehart chairman, Mrs. R. N. Cooke, and Mrs. C. S. Barclay.

Mr. and Mrs. T. D. Hodges of White Deer were week-end guests in the home of their son's family, Mr. and Mrs. Robert Hodges and Mr. and Mrs. Charlie Hodges.

Another visitor in the Hodges home was Joe Bittle of White Deer.

Mrs. R. N. Cooke and Mrs. R. C. Childers visited Mrs. Glenn Wilson in the local hospital Wednesday.

Debra Jo is the name chosen for the granddaughter of Mr. and Mrs. Art Lewis. She is the daughter of Mr. and Mrs. Glenn Wilson.

Mrs. E. L. Tarrant of Pampa is visiting in the home of her sister, Mrs. Robert Hodges this week.

Mrs. R. C. Childers took as her guest, Mrs. R. N. Cooke, to the luncheon and book review, held in the educational building at the Church of Christ Wednesday.

Mrs. Wiggins reviewed the book "American Freedom and Catholic Power." About 50 ladies attended this meeting.

Mr. and Mrs. Herbert Dones are new residents of this community. They are living in the small house on the old Art Lewis place. Mrs. Dones is the daughter of Mr. and Mrs. H. E. Miller of Hereford.

uppermost bracket of our younger pianists" by Eastern critics. Mr. Masselos' musical talents are rooted in the deep Midwest, however.

Although he was born in Niagara Falls, N. Y., in 1920, young Billy's parents moved to Colorado Springs, Colo., when he was only six months old.

Piano lessons began when he was six years old and his development was so rapid that within two years he had given three public recitals.

When he was eight, his parents took him to New York City. Dr. Frank Damrosch arranged for a full scholarship at the Institute of Musical Art. Masselos graduated with highest honors at the age of 16. His achievements at the Institute won him a scholarship at the Juilliard Graduate School and still more study under the eminent Carl Friedberg. He has been making a constantly deeper imprint in the musical world ever since.

Masselos has appeared several times in Carnegie Hall and the Town Hall in New York City. He has performed with most of the important symphony orchestras on the Eastern seaboard, and will be soloist with Mitropoulos and the New York Philharmonic Symphony next April.

In 1945, Masselos returned to the Midwest on tour. At each concert performance the acclaim of the Eastern critics was echoed, and his several subsequent returns to the Midlands are testimony to an ever-growing enthusiasm. Martin Bush of the Omaha World-Herald, wrote: "The program was dispatched with a facility so arresting as to goggle-eye many a pianist there".

The U. S. Navy has research contracts with over 200 institutions involving about 1200 projects.

Sims HD Club Met This Week

The Sims Home Demonstration club met for a covered dish luncheon and a work day this week.

The money which was received when chances were sold on a cake at the Walcott and Sims

barbeque was divided between 4-H work and a Christmas party which will be held at the Sims community house.

The group decided to rotate the janitor work at the community house among the members of the square-dance club.

Recipes were exchanged by the members and Mrs. Ferrin presented a hat and coat rack to the group.

The next meeting will be a tour of Amarillo businesses. Everyone will meet at Vega at 10 o'clock for the tour.

Those present were: Mr. and Mrs. A. M. Meeks, Mr. and Mrs. P. L. Pinnell, Mr. and Mrs. Glenn Hetzler, Mr. and Mrs. W. T. Ferrin, Mr. and Mrs. Cord Hammock, Mr. and Mrs. M. W. Blankenship, Mrs. G. A. Perrin and Mrs. Clarence Hollabough.

TO SERVE YOU BETTER



THIS PICTURE shows part of a 15-acre test plot of DeKalb hybrid corn on the Tandy Legg farm, two miles west of Hereford. There are 17 different varieties of hybrid corn being grown here. Grant Hanna, local DeKalb farmer-dealer, said all yields in the county were good in spite of insect trouble. DeKalb planting in the county is at 4,000 acres this year, about twice the 1950 figure.

(Grant Hanna, DeKalb Dealer lives on Route 4, Hereford)

Mr Farmer —

It's Never Too Late To Build That
NEW BARN
or
GRANARY STORAGE
SO... If You Plan to Take Advantage of the Liberal Government Program To Build a Barn or Granary . . . See Us Today for Complete Details.

Some changes have recently been made in the C. C. C. Program and we will be glad to explain the entire program to you in detail . . . But see us soon.

The Loans are payable in five annual installments, or earlier at the option of the borrower. Interest on loans is at the rate of 4 percent per year.

We have handled around 100 of these Commodity Credit Granary-Barns and can help you plan your needs for efficiency—and best results.

Plenty of Materials Now On Hand
NO DELAY!!

BARB WIRE
12 1/2 Ga.

Good Yellow Pine
Lumber For
Cotton Trailers

CARL McCASLIN LUMBER CO.

344 E. 3rd St.

Phone the Lumber Number 7



for MEN and BOYS

a real treat for your feet during the cold, wet winter months . . .
A Style for Every Need

AND BOOTS



Boys' FLIGHT BOOTS
Natural Leather
Sizes, 8 1/2 to 12 - \$6.95
Sizes, 12 1/2 - 3
\$7.95



Men's Black 8" ENGINEER BOOTS
Sizes 6 1/2 to 12
\$16.95



Boys' Brown ENGINEER BOOTS
Sizes 8 1/2-12, \$7.95
Sizes 12 1/2-3
\$8.95



Men's Brown CAP TOE 8" LACE
Sizes 6 1/2 to 12
\$14.50



Men's Brown 10" LACE - TO - TOE BOOTS
Sizes 6 to 12
\$15.95



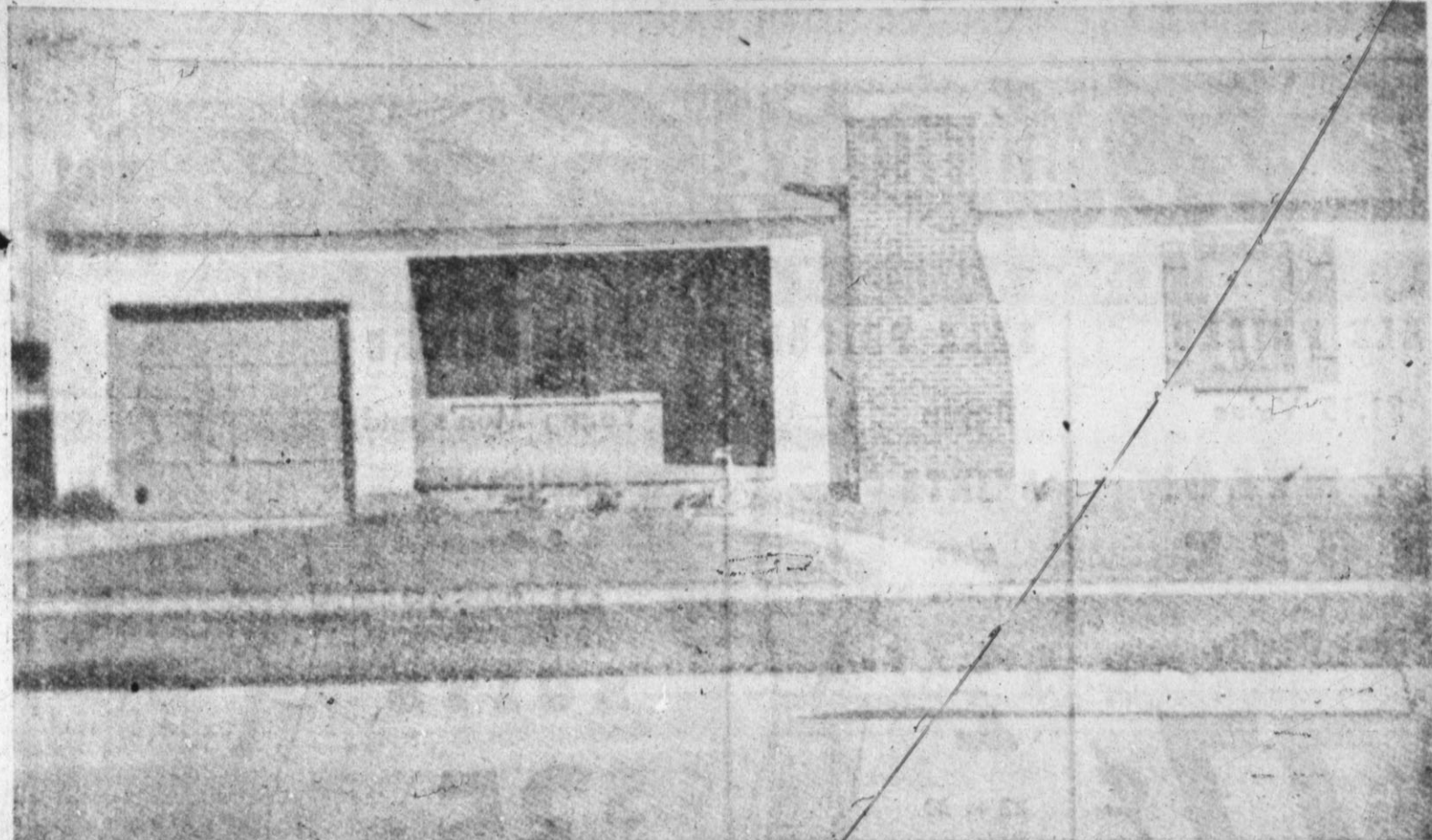
Men's Black 8" LACE BOOTS
Cork Rubber Sole
\$12.95

HEREFORD SHOE STORE

Ask for FREE FORD Tickets
X-RAY FITTING

323 N. Main

Phone 955



THE W. GLEN WILLIAMS home, located at 118 Avenue D, was completed in December 1949. The house has six rooms and features a recessed porch.—Brand Staff Photo.

Begin Preparations for Formal Opening of Amarillo AF Base

A mammoth two-day observance to mark the official opening of Amarillo Air Force base has been set for Armistice Day weekend, November 10 and 11.

Tentative plans for the program call for a parade including a full half-mile of 1500-2000 marching troops from Amarillo

Air Force Base, top-ranking Air Force generals as speakers, high-ranking Texas legislative leaders, foreign diplomats and, for a feature attraction, an appearance by the official United States Air Force band from Washington, D. C.

Base officials hope to stage an all-jet aerial demonstration as the feature event for the second day's program.

From the be-decked Polk Street reviewing stand, high-ranking Air Force generals are scheduled to review Amarillo's troops during the parade. Top level British and French diplomats have been invited to take part in the reviewing ceremonies.

A top-ranking Air Force general has been tentatively scheduled as principal speaker for the luncheon that will follow the opening-gun parade in the cele-

bration. More than 350 guests are scheduled for invitations to the luncheon held at the Amarillo Country Club after the morning parade.

Some 150 guests will participate in a gala western-style Get-Together in the late afternoon. Base officials will furnish transportation for guests and supplies.

Weather permitting, a concert will be scheduled for Ellwood Park, where the United States Air Force band will provide music for the benefit of Amarillo school children and their parents. A public concert by the band is being planned for 7:30 Saturday evening in the Municipal auditorium.

On the following day, Sunday, Nov. 11, Amarillo Air Force Base will throw open its gates in one of the largest openhouse demonstrations ever seen in this area. Base officials are making plans for guides to show visitors through base facilities—to show the people of the Panhandle area

how their Air Force lives and works.

Guests will be conducted on tours of base dormitories, dining halls and recreational facilities with personnel on hand at each activity to explain the job of the section.

On the flight line, the activities of the Technical Training School will be on display and visitors will be able to see for themselves the type of training being conducted on Amarillo Air Force Base.

VISIT SON IN CAMP

Mr. and Mrs. Otto Olson and their daughter, Mrs. H. E. Pettyjohn and children have returned from a recent trip to Henderson, Ky. to visit their son and brother, Lt. Lloyd J. Olson, Company 2-318 ABN Inf. 101 Division at Camp Breckinridge.

Before returning home the group also visited in Gilman, Iowa with Mr. Olson's sister, Mrs. J. C. Gunlow, and other relatives.

A. O. Thompson Abstract Co.



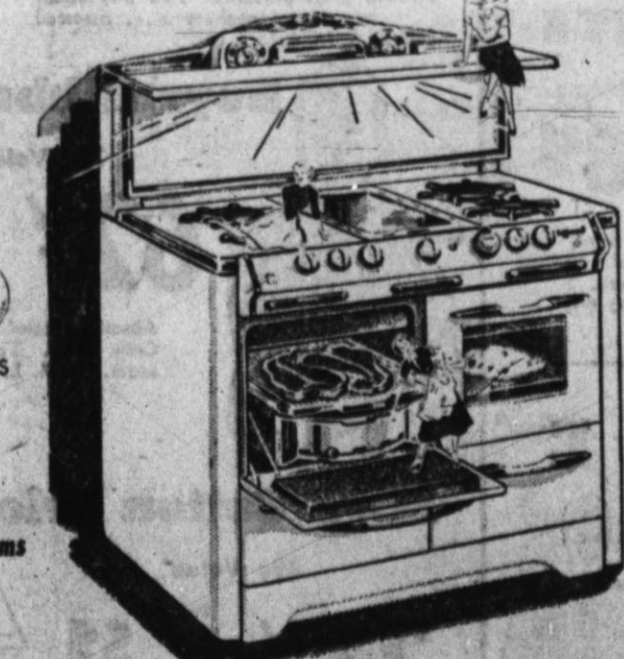
Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.



\$40 and up TRADE-IN

For Your OLD RANGE

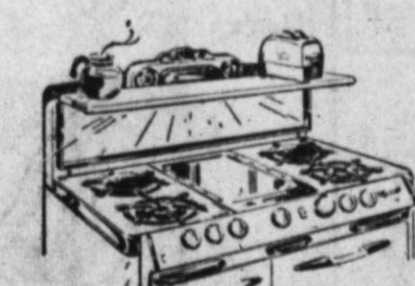
During Old Stove Round Up Oct. 22 - Nov. 24



CP SERIES 600

Easy Terms

With its top-quality, easy-clean design, this O'Keefe & Merritt gas range stays young longer. Come in and look it over; you'll recognize the many worksaving conveniences that help keep you young too! Here's carefree Cooking—at its modern best!



FULL VISION LIGHTING—You see what's cooking—anytime—because the light shines through—illuminating the entire cooking-top!

Only **O'KEEFE & MERRITT** brings you these advantages

VANISHING SHELF-COVER—A stepsaving workspace while cooking... a "table top" covering the burners when cooking's done!

KOOL CONTROL PANEL—Protects your fingers by scientifically keeping control knobs from overheating.

GRILLEVATOR BROILER—Instant, fingertip choice of broiling levels... and the new, faster Speedray Element!

GOOD HOUSEKEEPING SHOP
Main St. At 3rd Phone 1109

PENNEY'S
ALWAYS FIRST QUALITY!

YOU'RE INVITED TO

PENNEY'S 19 BIRTHDAY PARTY!



WASHABLE!

Men's Lightweight Poplin Jackets

\$4.98

CHOOSE FROM NINE NEW FALL COLORS!

You save two ways on this handsome poplin jacket! First, because it's low priced—second, it's WASHABLE! That means you save on cleaning bills. Sanforized for permanent fit! Zelan treated water repellent finish. Elastic web back, two-button adjustable cuffs. Choose from 9 washable colors. Hurry in—See them at Penney's today! Small, medium, large.



WARM QUILT LINING!

Men's Cotton Rayon Satin Twill Jackets

\$11.75

WITH GENUINE MOUTON DYED LAMB COLLAR!

Lustrous satin twill jackets with thick fur collars and luxurious rayon linings for extra warmth. Water repellent! Wind resistant! Handsomely styled with corded pockets, straight bottoms, shirred elastic back for snug fit! Choose sand, grey, green or navy. Come to Penney's and save! 36-44.



Warm! Fleecy! Plaid Jackets

\$5.90

LOW-PRICED AT PENNEY'S TO SAVE YOU PLENTY!

Rugged jackets of thick 32 ounce fabric that takes plenty of hard wear, keeps you comfortably warm! Two roomy slash pockets, adjustable side straps for snug fit. Full length rust resistant zipper. Choose from good-looking brown, blue, red or green plaids. Hurry in! You save at Penney's low price! 36-46.



Boys' Unlined Plaid Jackets

\$4.98

Fleecy jackets of husky 32 ounce plaid fabric (see tag on garment for content). Full length rust resistant zipper, adjustable side straps for snug fit, two convenient slash pockets. Choose blue, red, green or brown plaids. 10-16.



Boys' Quilt Lined Satin Twill Jackets

\$9.90

WITH GENUINE MOUTON DYED LAMB COLLAR!

Warm fully lined jackets he'll wear for school, play or dress! Thick mouton dyed lamb collar, snug-fitting knit cuffs and waistband to keep drafts out! Water repellent! Wind resistant! Two roomy slash pockets, rust-resistant zipper. Rugged cotton-rayon satin twill body in 7 smart fall colors! See them at Penney's today! 10-16.

Carroll Jones President of Spanish Club

Carroll Jones was chosen president of the Porra de Quiquiriqui Hereford high school Spanish club when they met recently to organize for the year.

Chosen to serve with him were: Deanna Hammer, membership vice-president; Donald Moore, program vice-president; George Drager, secretary-treasurer; Frank Jones, reporter; and Charlotte Calvert, sponsor.

The club also chose their name for the year, Porra de Quiquiriqui, which means The Club of Flowers in English.

The next meeting will be held Monday, Oct. 22, at the home of Mrs. Charlotte Calvert at 7:30 p.m.

Home Demonstration Club Activities

South Hereford Home Demonstration club met with Mrs. Steve Williams Tuesday afternoon. Mrs. Williams, president, opened the meeting with a review of an article "Hats Reflect Your Personality."

Mrs. Ulys Pierce gave a demonstration of how to clean and reblock felt hats and how to restore old veils to their crisp texture. Mrs. Pierce also discussed different styles of trimming hats that might be used and told something of materials used for trimming. She was assisted by Miss Evelyn Bell.

Following a business session refreshments were served to: Mesdames Ulys Pierce, A. C. Flowers, W. H. Goetsch, W. J. Hacker, Ethel Layman, Roland Matthews, Orin Russell, J. P. Slaton, Miss Evelyn Bell, and the hostess.

North Hereford Club Mrs. Lloyd Neill was hostess to members of the North Hereford Home Demonstration club Thursday afternoon. Members



WANDA GUNSTENSON was chosen Sweetheart of the Hereford chapter of the Future Farmers of America this week. She will attend the fat stock show with the group and will be presented with an FFA Sweetheart jacket by members of the club.

Mrs. H. Melton Named Delegate To OES Meeting

Mrs. Henry Melton, worthy matron of the Hereford Chapter of the Order of Easter Star, has been chosen delegate to the Grand Chapter meeting to be held in San Antonio October 21-25.

Mrs. Melton left Saturday for San Antonio where she has reservations at the Robert E. Lee Hotel. She was accompanied by her sister, Mrs. Travis Lively of Pampa, who plans to visit relatives in San Antonio.

Others from the local chapter attending the convention are: Mrs. W. C. Hromas, Mrs. Lee Coconough and Mrs. Vivian Major.



MRS. MELTON

voted to send funds to Boys Ranch and Girltown. Mrs. Fred Saltzman was elected secretary of the club to fill a vacancy. The council report given by Mrs. Paul Hoff, and the proposed Woman's club house were given consideration during the business session.

Mrs. R. A. Fullwood displayed corsages made from nylon hose and also gave a demonstration of

steaming and reshaping felt hats. At the conclusion of the meeting a plant exchange was held. Refreshments were served to Mesdames: Bob McQuig, R. A. Fullwood, R. E. Barrett, F. H. King, Harold Pettyjohn, Tony Hoffman, M. H. Koelzer, J. J. Dumas, Otto Olson, Fred Saltzman, W. H. Russell, C. L. Whitehead, Mary Bodkin, and the hostess.

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T	I	T	A	N	S	A	L	D	E

8 BIG DAYS OCTOBER'S ANTHONY'S Sale 8 BIG DAYS

A CARNIVAL OF EXCITING VALUES AT LOWEST POSSIBLE PRICES

SALE PRICED
\$1.15 Value
ALL NYLON HOSE
First Quality
\$1.15 Value
77¢
51 ga.-15 den. or 60 ga.-15 den.
Anthony's own Stylespun and nationally famous brands. Choose 60 gauge 15 dening or 51 gauge 15 denier in sheer serviceable nylons. Fall shades. 8 1/2 to 11.

Misses & Children's 5 for \$1
Solid Colors - Sewed on Tops; Mercerized Cotton. Sizes: 6 to 10 1/2.

FALL COATS
Sale Price **\$18.**
All rayon gabardine coats for fall and winter. A style, a color to please all... tailored or dressy. All sizes.
\$19.75 and FREE \$24.75 Rayon ALTERATIONS GABARDINE

Nylon Brief
99¢
Thirty denier all rayon tricot knit Hollywood briefs. In white, and pink. 5 to 7.

Tricot Knit All **NYLON HALF SLIP**
Sale Price **\$2.99**
Better quality 30 denier all nylon tricot knit petticoat. Nylon lace and net trim. Nylon elastic waistband. White and pink, S, M, and L.

Sale of Large Size **BATH TOWELS**
2 \$1.00 FOR
Double terry weave, soft, extremely absorbent bath towels. Solid colors, checks and jacquards. Large 20x40 inch sizes.

Manufacturers Overstock Better Quality **Bedspreads**
\$6.66
\$10 Value
Better chenille spreads. Dainty soft chenille entirely covers the muslin back, multicolor design.

For the Entire Family **LOAFER SOCKS**
\$1.98 Value **\$1.87**
Soft, pliable leather sole and foot... all wool top with rib knit cuff. Men's, women's, and children's.

SALE PRICED
Rayon **SKIRTS**
\$2.98 Value
\$2.67
22 to 30
Rayon gabardines, sharkskins and strutter types of fabrics. Solids and patterns. Slim line and flare styles. 22 to 30.

Newest Creations of the Season

Fall MILLINERY
SALE PRICED **\$2.88**
Sale of Hats! Values from \$3.95 to \$5.95. Rich wool felts trimmed or tailored. Fall colors. All head sizes.

Men's **JACKETS**
Rayon Satin Twill Bomber Style
Men's **\$8.88**
Mouton collar, zip front, knit wrists and waistband. Quilted lining, wool interlined. Men's 34 to 44.

SALE
Khaki Army Twill **WORK SUITS**
2-pc. Suit **\$4.88**
A matching Army twill shirt and pants both at one price. Sanforized shrunken and wet dried. Cut to fit and will wear and wear. Shirt 14 to 17, pants 28 to 44.

SALE PRICED
Young Men's and STUDENTS
2 Pants ALL RAYON **SUITS**
\$35.
Sizes 34 to 42
In single or double breast models... all rayon gabardine or shower repellent rayon sharkskin. Colors, blue, brown, tan, and green. 34 to 42.

Rayon Gabardine **SPORT SHIRTS**
Hand washable all rayon gabardine. Neat, long point, two-way collar. **2 for \$5**

SALE PRICED
ALL RAYON **DRESS SLACKS**
\$5.90 Value **\$4.88**
Sizes 28 to 42
Smart good looking sport and dress slacks. Rayon gabardine in blue, brown, and gray. Deep pleat front. Sizes 28 to 42. Free Alterations.

WOOL SLACKS
\$10. Smooth, firm finished all wool gabardine. In blue, brown, tan, and gray. 28 to 42. Styled as sketch. FREE ALTERATIONS

SALE PRICED
Sanforized Cotton **Flannel SHIRTS**
\$2.98 Value **\$2.**
All cotton sanforized flannel sport shirt. Modern print patterns. Two way collar... two breast pockets... assorted colors. S, M, L.

Boys' Ribbed "T" Shirt
79c Value in White **62¢** 2 **\$1.20** For
Absorbent combed cotton rib knit T-shirt. Crew neck. Taped neck and shoulder seams. S, M, L.

Boys' Cotton Brief
49c Value **37¢** 3 **\$1.** For
Combed cotton briefs with wide elastic waistband, tape reinforced front. S, M, L.

Boys' Combat Boot
Sizes 8 1/2 to 12 - 12 1/2 to 3
Sale Price **\$2.98**
Made to take rugged play. High top combat boot... in brown leather upper, combed sole.

For Quality Clothes-It's Dub's Man's Shop

STETSON HATS

ANDOVER SUITS

FLORSHEIM SHOES

DUB'S MAN'S SHOP
305 N. Main St. Phone 112

"Holiday Style Show"

Formalities of the "Holiday Style Show," sponsored by the Hereford Jaycee-Ettes, will begin at 8:15 p.m. in the Hotel Jim Hill ballroom on Tuesday, Oct. 23.

Mrs. Roy Ford will be narrator for the show and Mrs. Sam Nelson will provide marimba music during the evening.

The presentation will take place amid a setting of autumn beauty and will feature fall's latest fashions for both men and women, appropriate for holiday wearing and holiday giving.

Background for the platform will be a gold and white screen overlaid with autumn leaves in brilliant shades, and bouquet arrangements of bronze and yellow chrysanthemums. Golden rope and ribbon will add festivity to the arrangements and simulated foliage having October's gold, red, orange, rust, and green as predominant shades, will mark the path for the models.

Shown on this page, starting at the upper left and continuing around the outside of the page in counter-clockwise fashion, is a representative model from each of the Hereford firms participating in the show. —Brand Staff Photos

MISS BETTY ARRINGTON, the Popular Store model, is shown wearing a honeycake nylon tulle strapless formal with paillette. Over the sequin-trimmed bodice, she wears a matching stole. All by Filcol of New York.

DALE TINNIN has been chosen by C. & R Cleaners to model a custom-tailored navy blue wool suit by Edgewood. He is shown wearing a white dress shirt and brown shoes with the suit.

MISS DONNA COWSERT is modeling for The Vogue. She is shown wearing a Nile green nylon marquisette, full-length formal, fashioned by Emma Domb of California. The taffeta bodice has short sleeves with net trim and over it all she wears a matching taffeta duster.

MISS SUE BARNARD is shown wearing a three-piece navy and fireside red quilted jersey lounge-wear by Luxite. She will model for Rutherford and Company.

DUB'S MAN'S SHOP will feature Andover suits in the show. Charles Sanders is shown wearing a gray wool gabardine Andover suit with white shirt and gray Stetson hat.

MRS. JAMES ROBERTS, presented by Harman's, is shown wearing a Town Talk coat of plum wool velour with velvet collar and cuffs, over a plum checked suit styled by Clock-Wise. Her hat is a dark brown fur-felt creation by Peggy. For her accessories, she chose brown suede gloves by Ora, brown suede bag by Wilshire. Her shoes are brown suede with alligator trim, a Williams creation.

MISS SHERRY BENSON is shown modeling for C. R. Anthony. She is wearing a black worsted-sheen gabardine suit by Miller-Schulman of New York, featuring rhinestone buttons. The stand-up lace collar on the white rayon blouse adds a touch of daintiness to the notched-wing collar of the suit. The hat she is trying on is of black felt.

MRS. HAROLD LOERWALD will model for Little Fashion Shop. She is shown wearing a navy nylon net coin-dot formal, an original by Steinman. Her rhinestone necklace accentuates the neckline and she is carrying a navy velveteen bag and white lace handkerchief.

LOVELY LITTLE CYNTHIA SEED is the model chosen by the Village Sport Shop. Her two-piece light green suit is of green corduroy, a Cinema Modes Frock made in California. With it she wears a white blouse and light green sailor hat and her little bag is in darker green and yellow plaid with leather trim.



The Sunday Brand SOCIETY

Hereford, Texas, Sunday, October 21, 1951

Section Two



it's GAME TIME again..

match wits with the nation's football experts!

FOOTBALL CONTEST

WIN PRIZES Each Week



YOUR OFFICIAL ENTRY BLANK FOR FOOTBALL CONTEST Week Ending Oct. 27

Kentucky vs Florida	So. California vs Texas Christian	Alabama vs Mississippi State
Texas A. & M. vs Baylor	Miami (Florida) vs Mississippi U	Arkansas U. vs Santa Clara
Nortre Dame vs Purdue	Texas Tech vs Arizona U.	Dartmouth vs Harvard
Michigan U. vs Minnesota	Texas U. vs Rice	Duke vs U. of Virginia
Nebraska vs Missouri	Washington U. vs Stanford	Houston U. vs Villanova
Ohio State vs Iowa U.	Wisconsin vs Northwestern	Illinois U. vs Indiana U.
Oklahoma U. vs Colorado U.	Maryland vs Louisiana State	Kansas U. vs Kansas State
Detroit vs Oklahoma A. & M.		

Name _____
Address _____

PICK YOUR WINNER! Deposit entry with one of these firms -

<p>THERE'S THOUSANDS OF EXTRA YARDS IN GOODYEAR TIRES</p> <p>Vulcanizing and Recapping Let Us Fix Your Tractor Tire Right On Your Farm</p> <p>SHELTON TIRE EXCHANGE</p> <p>303 East 1st St. Phone 122</p>	<p>DUB'S MAN'S SHOP</p> <p>Home of Famous Nationally Advertised Men's Wear, McGregor, Wilson Bros., Stetson Hats, Florshiem Shoes.</p> <p>"COME SEE US"</p> <p>305 N. Main Phone 112</p>	<p>THERE'S NO TIME OUT or Wasted Time When You Put Your Car In Our Garage.</p> <p>FRANK CRAIG</p> <p>Stduebaker, Massey-Harris</p>	<p>NEILL BODY SHOP</p> <p>All Types of Body Work</p> <p>FREE ESTIMATE</p> <p>Painting Welding</p> <p>Glass Work</p> <p>120 Schley Phone 1392</p>
<p>NEVER OUT OF BOUNDS</p> <p>Our Prices Are Reasonable, Our Service Reliable. Bring Your Car In For A Complete Check-up</p> <p>DON'S GULF SERVICE</p> <p>408 W. 1st Phone 1514</p>	<p>JOHN DEERE IMPLEMENTS</p> <p>H & W Implement Co.</p> <p>618 W. 1st St. Phone 5</p>	<p>PICK A WINNER EVERY TIME!</p> <p>Bring Your Buick Home For That Fall Service.</p> <p>EARL HENDRICKS BUICK</p> <p>Smart Buys Buick</p> <p>W. Hwy. 60 Phone 11</p>	<p>COMPLETE CONOCO SERVICE</p> <p>We Will Service Your Car or Truck On Sunday.</p> <p>PALO DURO SERVICE</p> <p>East Hwy. 60 Phone 1350</p>
<p>PHONE 111 ACME CLEANERS</p> <p>Good Clean Clothes Like Good Clean Sports, Can't Be Beat</p> <p>PICK UP & DELIVERY SERVICE</p> <p>MADE TO MEASURE CLOTHES</p>	<p>ALL AMERICAN</p> <p>The Best and Latest In Sporting Goods - Guns - Shells - Fishing Tackle.</p> <p>HEREFORD HDWE.</p> <p>215 N. Main Phone 567</p>	<p>THE LITTLE THINGS</p> <p>We Will Look Out for the Little Things In Your Insurance-Which Will Take Care of the Big Things In Time of Loss.</p> <p>JOHN McLEAN INSURANCE AGCY.</p> <p>Phone 273</p>	<p>OUR MECHANICS ARE EXPERTS</p> <p>We Have Bear Wheel Aligning Equipment</p> <p>GILES MOTOR</p> <p>218 W. 3rd Phone 180</p>
<p>ALWAYS A WINNER ...</p> <p>When You Put Hereford Bakery Products on the Table</p> <p>HEREFORD BAKERY</p> <p>312 N. Main Phone 46</p>	<p>HEREFORD WRECKING and PARTS CO.</p> <p>New and Used Parts</p> <p>Automotive Service Wrecker Service Cylinder Reboring Welding</p> <p>709 E 1st Phone 320</p>	<p>PHILLIPS & LAWRENCE</p> <p>NASH</p> <p>503 Edst 1st St. Phone 97</p>	<p>JIGGS SERVICE STATION</p> <p>"Service In Jigg Time"</p> <p>TEXACO PRODUCTS</p> <p>143 E. 3rd Phone 875</p> <p>Across from Jim Hill Hotel</p>

PRIZES

Grand Prize
4 COTTON BOWL TICKETS

1st Weekly Prizes
\$5.00 In Trade At
JIGG'S SERVICE STATION

\$3.00 CASH AT BRAND

\$2.00 CASH AT BRAND

RULES

- Anyone can enter except employees of paper and their families. Use official entry blank from paper.
- Circle each team you think will win for every game on blank. Weekly prizes given those naming most winners. Cotton Bowl tickets awarded to those picking most winners over complete contest.
- Put entries in contest boxes at stores sponsoring this page. Do not bring to paper. Entries must be in by 6 o'clock Friday before games.
- ONLY ONE ENTRY ALLOWED PER CONTESTANT!
- Judges sports editor of Brand. Decisions final.

LEADERS FOR COTTON BOWL TICKETS

Kent Snare	76
Sophie Snare	75
Katherine Snare	74
I. L. Whitfield	69
J. B. Brown	65
Mrs. Earl Stagner	65
Mrs. I. L. Whitfield	64
Dallas Phillips	64
L. H. Lookingbill, Jr.	63
Earl Stagner	63

It's fun to win! Be an expert - Cash Prizes every week!



DELEGATES TO THE National Reclamation Association meeting in Amarillo who made the side-trip to Hereford Tuesday are shown above beside their chartered bus with Tom McFarland, Chamber of Commerce secretary, and Byrle Elliston, who was spinning a yarn when the photographer assembled the delegates for their picture.—Brand Staff Photo.

Mrs. Henry Melton Reviews Book By James Hilton for Club Group

Farm and Ranch Club held its regular luncheon-program meeting in the home of Mrs. G. S. Solomon Thursday afternoon. Luncheon was served from a table laid with white linen and centered with ruddy-toned fruit. Following the luncheon Mrs. T. W. Perrin, president, directed the business session when a club project was discussed. Mrs. Jack Weaver won the floating prize. The program was given by Mrs. Henry Melton who reviewed "Morning Journey" by James Hilton. "The book reveals the story of an actress from Ireland and an American journalist whose dramas they offered to the public were never so strange as the one they made together. High point of the story is her devotion to him and her compulsion that held her throughout all the weary hardships of her life with him," Mrs. Melton said. Present for the meeting were: Mesdames Herschel Burrus, Henry Melton, Walden Melton, W. B. Nunley, J. V. Perrin, T. W. Perrin, Frank Rickels, P. B. Sowell, A. J. Walker, Jack Weaver, and the hostess, Mrs. E. W. Solomon of Hereford was a guest. The Marine Corps has announced that 45 percent of its total strength on active duty is made up of Reservists.

Make Home Owning a Pleasure

USE OUR DIRECT REDUCTION LOAN PLAN

- Reasonable Down Payment
- Budget-Fitted Monthly Repayments
- Years To Repay
- Lowest Cost Financing

First Federal Savings & Loan Clovis, N. M.
See ELIZABETH WOMBLE
148 N. Main St. Phone 497

READ THE CLASSIFIED

Music Study Club Continues Programs On American Music

MUSIC STUDY 2-24 In the program on "American Music" was continued at the Monday Study club held in Ward hall. Mrs. A. J. Schroeter was leader for the day, beginning her discourse at the time of the close of the Civil War when the inland cities were the musical centers of the nation. "Real Music was begun in the West with Chicago pioneering in the field of music in 1850. Chicago celebrated its 100th. musical birthday in 1931," she said. Mrs. Schroeter told of the organization of the Mozart society in 1847 and nine years later made a part of Boston college. She told of the opera appearing in 1860 and of its later development. In conclusion she mentioned Theodore Thomas who wanted to help in the understanding of music. Benjamin James Lang and George Whitfield Chadwick, promoters, Ethelbert Nevin, Stephen F. Foster and Edward McDowell, discussing McDowell and his works. Musical selections, illustrative of the period of music discussed, were presented by Mrs. Lindal

Murray who sang, "Thou Art so like a Flower" (Chadwick) and "Day is Gone" (Lang), accompanied at the piano by Mrs. C. H. Dyar. During the business session Mrs. Roy Grubbs was welcomed as a new member and final plans were made for the Seventh District, Texas Federation of Music Clubs convention held Tuesday and Wednesday. Mrs. Earl Phillips was named official delegate of the club. Members present were: Mesdames Bill Brady, B. F. Cain, W. T. Carmichael, Ellis Coombes, B. Y. Creshwait, W. E. Dameron, Cliff Estes, C. C. Ferguson, H. K. Fox, Jeff Gilbreath, J. C. McCracken, George McLean, J. D. Neill, Earl Phillips, A. J. Schroeter, Glenn Snyder, Bill Stanford, Wayne Thomas, A. O. Thompson, C. H. Dyar, Lindal Murray, and Miss Frances Dameron.

Shower Honors Bride-Elect

Miss Carolyn Reynolds, bride-elect of Jack Brumley, was honored at a shower courtesy given Tuesday night at the home of Mrs. Ray McCullough. Other hostesses were: Mesdames Chester Wiggins, Elmer Patterson, Bob Wear, J. B. France, Ira Page, Lawrence McGee, and Dale Kelly.

Mrs. Gordon Newsom Hostess For Club

L. A. E. club was entertained in the country home of Mrs. Gordon Newsom Tuesday afternoon. A two-part program was featured with Mrs. Luther Lesley opening the program with a discussion of "Be Your Real Self" by Dr. Fink. She named the author's steps to happiness as relaxation and realism and quoted him to say "We often cook our brain by our own steam." Mrs. Boyd Knox gave the second part of the program by reviewing "Release From Nervous Tension" by Dr. Fink. She quoted the author saying "Emotional maladjustment causes many aches and pains that might and should be avoided." Roll call was answered by members naming unusual occupations. Members present were: Mesdames Altus Higgins, Bill Jones, Boyd Knox, Jim Loving, Luther Lesley, Sanford Smith, Bob Higgins, George Suggs, Jim Whelan, B. A. Reddell, and the hostess.



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Editorials

Closer Watch Necessary on Spending, Debt, Taxes

The matter of mushrooming government expenditures and the pyramiding national debt has been a political and an economic football since the end of World War II.

There have been many suggestions for limiting government expenditures or for raising more revenue, but too many of the projected solutions have died for lack of courageous backing in our law-making chambers.

Courageous, we say, because our elected representatives know there is no love for a budget-cutting, job-slashing or efficiency-instilling crusader in our governmental set-up.

"Practical politics" reserves no niche for such an extrovert. Neither would he be popular with the park-barrel politicians or the ever-increasing multitudes feeding at the public trough.

Our law-makers who try to do a conscientious job for their constituents—and there are plenty of them—are swamped under by the surge of "package bill economy" and the party log-rolling tactics.

Senator William Douglas of Illinois recently made some interesting observations on the economic welfare of our government and just where we can expect to head if we persist in throwing our money down a rat-hole.

His exclusive interview appears in the U. S. News and World Report for October 19. It's good reading.

Douglas, you recall, is the solon who was pushed almost beyond the limit of mental endurance recently while working on a budget appropriation.

His ability and sincerity are beyond question.

In his copywritten interview, he also lists where more economy could be affected and where some have already been affected.

There are still many places where law-makers feel we could save were it not for some very real pressure—contrary to the best interests of the American people—being put on our lawmakers.

Running concurrently with all this talk of saving money is some serious talk on limiting federal taxing power to 25% of personal income. In fact, the legislatures of 25 states have already adopted resolutions urging a constitutional amendment limiting the taxing power of the government.

If 32 states adopt this resolution, Congress will have to act.

At the present time, taxing incomes takes up to 90% of the incomes of persons in varying income brackets. Naturally, this limitation would be welcome to persons in the higher income brackets, but it would not put a penalty on success.

A person would be expected to pay according to his ability, but a man should not be expected to be successful to support the government.

A Gallup Poll shows that 59% of the people favor a limit on our taxes. And there are not 59% of our people in the high-income bracket, so the feeling to curb taxes is representative.

What has this feeling got to do with federal spending and the national debt? Quite a bit.

With inflation making our increased tax revenue buy less and less every day, there will have to be a line drawn somewhere. Sometime we're going to have to start cutting corners.

Are we going to cut where it hurts the vote or the country? For the answer to that one, ask yourself where a lot of this superfluous money is going—to make jobs and political dependents or to make the country stronger militarily and economically?

We are neither intimating that the services are squandering the majority of their money nor suggesting that they use the present emergency for an excuse to do so.

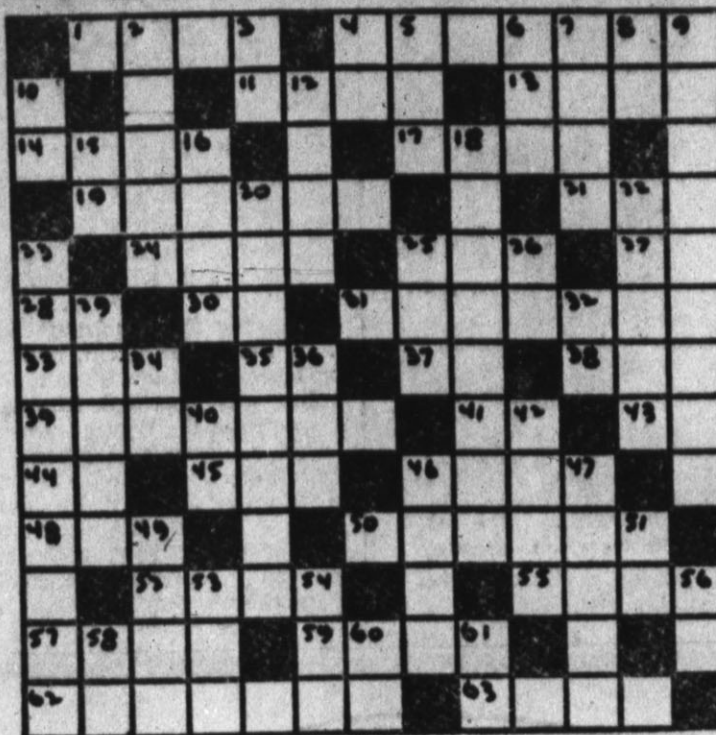
This is a time when we must all think of the future and tailor our extravagant tastes with an eye to the day when Santa Claus will no longer be garbed in red, white, and blue.

We would suggest that our lawmakers be given the necessary facilities—and charged with the direct responsibility—of making a closer check on budget appropriations they vote on.

At the present time, it is not possible for our representatives to know intimately the details of all bills. It would, however, be wiser to staff special appropriation committees with a greater number of competent advisors so the committee can make an intelligent presentation of any bill.

When our congressmen are voting "aye" or "nay" on a question involving millions or billions of dollars, they should have a working idea of what they're doing.—W. W. K.

CROSSWORD • • • By A. C. Gordon



- ACROSS**
- 1—Nickname applied to Shakespeare
 - 4—World-renowned tenor (poss.)
 - 11—Famous explorer
 - 14—Relax
 - 17—Fencing weapon
 - 19—Bull
 - 21—Roman 1084
 - 24—Famous English statesman
 - 25—Beverage
 - 27—Company direction
 - 28—Chemical symbol for erbium
 - 30—Chemical symbol for phenyl
 - 31—Pertaining to a South American country
 - 33—Slimy mixture
 - 35—Aerial train
 - 37—Preposition
 - 38—Possesses
 - 39—A system of printing
 - 41—Chemical symbol for zinc
 - 43—Prefix denoting "together"
 - 44—Chemical symbol for radon
- DOWN**
- 2—Ancient Greek storyteller
 - 3—Debit (abbrev.)
 - 4—Abbreviated "credit"
 - 5—Famous American humorist
 - 6—Employ
 - 7—Appear
 - 8—Preposition
 - 9—Renowned Scottish novelist and poet
 - 10—Either
 - 12—The day before today
 - 15—Printer's measure
 - 16—To skip
 - 18—Hungarian whose name is part of a journalistic prize
 - 20—Shakespearean play (poss.)
 - 23—Biblical patriarch
 - 25—Famous Dutch painter
 - 26—Reclamation expressing triumph
 - 28—Aerial railway
 - 29—Beloved Scottish poet
 - 32—Exclamation of query
 - 34—District Attorney (abbrev.)
 - 36—College degree
 - 40—Mythological maiden changed into a heifer
 - 42—Annoya by faultfinding
 - 46—American Army surgeon who gave his name to a well-known hospital
 - 47—Borrowed
 - 49—Confined
 - 51—Behold
 - 53—Old Portuguese coin
 - 54—Poetical "seven"
 - 56—Pronoun
 - 58—Roman numeral
 - 60—Canadian province (abbrev.)
 - 61—One of the continents (abbrev.)

I'll Never Forget

It was a beautiful morning in the latter part of April, 1887, when my father, J. C. Cox, finished loading our two wagons. I was to drive one and a neighbor man was to drive the other. I was crying because I had to leave a box behind which contained my doll clothes.

We started on our journey to the "Llano Estacado," or the "Staked Plains."

There were six wagons, three of my father's brothers, two of whom were married. We were bringing the rest of our cattle since my father and uncles had brought some of them to the Plains the year before and turned them loose near Estacado in Crosby county.

We were several days on the road. From the Spur ranch to the foot of the Plains for three miles we had to double our teams to climb out.

It was afternoon and on the prairie I saw ladies parading with their parasols, on the far side of lakes. And though they were plentiful—we never did find them as we kept on going. I found out it was a mirage.

We had them in East Texas but never like this.

It was May 19 when we landed at Uncle Efe Cox's place on Blanco Canyon where they had built two dugouts and built fireplaces in them. We ate supper with them that night and I often think that was the best supper I ever ate. Nothing extra but it was cooked on a fireplace in old dutch ovens.

We stayed here nearly two months. On a beautiful morning in July when the meadow larks were singing, father loaded mother and the children in the wagon with all our belongings and drove northeast toward the Matador ranch.

Crossing the county, we reached the Fort Worth rail-



MRS. MINNIE WALKER

road and then cut across to where Canyon now stands. We camped on the hill north of the T-Anchor ranch.

Next morning, two cowboys hunting horses saw our wagon, came to us and asked where we were going. Papa told them that we were looking for a location for his cattle. While the cowboys did not like "nesters" to invade their ranch, they did ask us to stay a few days on the ranch.

A family by the name of Cook, with their two little girls, Addie and Metie, were the cooks for the outfit. We stayed there about two weeks. The two cowboys were Bud May and Arthur Winslett. While we were there, we had two or three dances as one of the cowboys was a good fiddler.

At the ranch there was a foreman, Jim Moore, a time-keeper, J. E. Lowndes and two wagon bosses, Bill Baird and Cal V. Walker. The ranch had 25,000 head of cattle and I don't know how many horses and mules.

My father decided on Big Spring section as a home and we moved there on July 31, 1887. Papa, mother, my sister Birdie—who was 12 years old; brothers Tom, 10; Jim, 4; and Edgar 9 months. It was \$16 at the time.

It took about nine days to dig our 16x20 dugout and cover the roof which was made of a long cedar pole, brush, tow sacks, and then covered with dirt. It had a cloth partition dividing it into two rooms with a wool coverlet for the outside door. We thought it was fine.

The T-Anchor boys put cows in the lot for us to milk but they were so wild that my sister and I could not do anything with them and my father was away from home so much of the time. But finally a white and black spotted one-horned cow and a calf drifted in, so we penned her. I expect we got (Continued on page 5)

Panhandle Paragraphs

NEW DIAL SYSTEM

New dial telephones for Muleshoe went into use on Tuesday morning, Oct. 16. Muleshoe is served by the Southwestern Associated Telephone company.

BI-COUNTY SHOW

Liberty and Chambers counties annual bi-county show was held October 17-20. Some of the highlights of the show were the parade and a baby show where a king and queen of babyland were crowned.

NEW UNDERPASS IS DISCUSSED

The need of a widened underpass on Highway 87 out of Canyon will be taken into consideration Tuesday by the State Highway commission at Austin. It will cost about \$300,000 to complete the underpass, according to engineers. The question of the necessary steel will be the deciding problem.

HAIL DAMAGE IN DONLEY COUNTY

A rain and hail storm hit in places over Donley county Friday night. Damage from slight to 100 percent was estimated by farmers in the hail area. Rain measurement varied from 1.20 to 1.60 inches over the area.

LABOR SHORTAGE

Motley county's most valuable crop, cotton, is in peril because of the lack of cotton pullers. Many fields are ready to be pulled but for the lack of labor. It doesn't look like the labor problem will improve any, according to the county agent.

EXTEND CITY LIMITS

The Levelland city council authorized the extension of the Levelland city limits at a meeting Monday night. Under this ordinance, the city limits will be extended 1/4 mile on the north and several blocks in other directions.

WRONG HORSE

A housewife heard a noise in the yard and went to the door in time to see two men and two women carrying a bride. According to the Scurry County News, they told her their horse had run into her yard and they were coming for it. Satisfied, the housewife returned to the house. In a few minutes, she saw them leaving with her horse. The four fled when she ran from the house and wrested the reins from them.

SURE OF CATCHING SOMETHING

Dennis Jones wanted to be sure that he caught something when he went fishing and he did—a \$50 fine. He was caught fishing in an aquarium.

DOG SITTER

The Stephenville Empire tells of a woman who needed something to do while her husband finishes and Army hitch in Alaska, so she became the country's first "dogsitter." She keeps dogs for \$5 a week.

SUNDAY'S CURRENT QUESTION

United Nations Justified in Using Atomic Weapons, Belief

Do you think the United Nations is morally justified in using atomic weapons in Korea? Why?

EARL STAGNER—Yes. In the event of war I think we are justified in using the weapons that we have. However, I don't believe in wholesale slaughter of other people who are not guilty of what their leaders have guided them into. I'm not proposing that we should use the atomic bomb. Under the conditions I think the war could be prevented. In other words I just don't believe in fighting. But if it is the only means for us to protect our freedoms I say that they should go ahead and use it. Proper leadership and proper guidance can avert some of this.

W. R. HAIR—Personally I think that they are justified in using it because as long as it is considered a weapon of war and as long as we have control over it, I don't think there is any objection. They are talking about outlawing it as a weapon of war, but until they do, I think that we could use it. After all, if Russia was in the same position she would not hesitate to use it.

DARRELL HARKINS—Yes I think they are. I think they should use it to stop the war with. I also think that we should use it before Russia does.

J. R. JOHNSON—I certainly do. I think that is the only way to stop this thing. We are losing too many men and wasting too much money so it should be stopped.

JIM ROBERTS—I think that if it would help our boys to come home a little sooner and would help to save our boys' lives then we should use atomic weapons. I think however that it would just do more to cause World War III.

ROY BICKFORD—I believe that they are justified, because of the fact that our boys are being killed over there and it seems like using atomic weapons is our only chance to stop the war. It doesn't seem like Russia has any idea of agreeing to anything that will stop the war. If it will save the lives of our boys and stop the spread of Communism, then I think that they are justified.

'Tater Peelin's

By Roberta Campbell

Although our son has already outgrown the age for cute little clothes we enjoyed our visit to The Village Sport Shop opened recently in Park Avenue Village by Marie Cogdell and Helen McCauley.

The youngsters probably pose a problem for their mothers when they discover those little rubber clowns because they are about the cutest things we've ever seen in the way of decorations.

Company we enjoyed last week was Mrs. W. H. Smith formerly of Canyon who now lives at Las Animas, Colorado and Lolla Brown of Abilene.

When we took Mrs. Smith by Mattie Woodburn's (they were once school mates) for a visit we found at least one reason why people go for those home cooked noon and evening meals Miss Mattie serves at her home at 307 Lawton.

If that chow chow she was makin turned out half as good as it smelled it sure could do a lot for a pot of red beans or a mess of spare ribs this winter.

We too can think of several reasons other than maybe savin' our own hide as to why there should be an overpass across the tracks to South Main street but the engineer who figures it out has a pretty good sized problem.

Something New, Important In Community: It's CROP

There's a newcomer in Deaf Smith county.

Many readers of The Brand have not had the opportunity to meet the new addition, but they shall in the very near future.

We speak of C-R-O-P (Christian Rural Overseas Program).

CROP is a relief organization sponsored by the Christian people of America who donate foodstuffs or money for the relief of destitute overseas.

No governments are involved. Church bodies band together in this country to start the collection of goods which are, in turn, doled out overseas by the same co-operating church bodies.

Of course, our government pays the overseas shipping costs because it is a non-denominational effort. All rail transportation necessary is donated by the railroads themselves.

The wonderful part of CROP is that you and I, from our farms and homes in Deaf Smith county, can make an important contribution to help some starving person in another country.

We can do it as effortlessly as we would invite a friend to share a meal with us. We can circumvent the ins and outs of politics and international treaties by the simple neighborly expedient of SHARING what we have with the less fortunate.

The CROP organization in Deaf Smith county has set a goal for this, its first year's drive—one carload of maize. This will find its way to the Orient as part of

a "Texas Thanksgiving Train."

The drive is being carried on RIGHT NOW in Deaf Smith county. Your help is solicited. Your help is NEEDED. You can donate either maize or cash, which will be used to purchase maize.

Today, we have many demands upon our time—money, and experience, but we are still better off than many starving children and adults overseas.

When the CROP canvasser calls at your home, help this "movement of the common man" as much as you can. It may well be one of the best investments in world peace any of us will ever make.—W. W. K.

The Sunday Brand

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Hereford, Deaf Smith County, Texas

News Editor W. W. Knief
Adv. Manager Melvin Young
Shop Foreman Jim O'Hair

I'll Never...

(Continued from page 4)

the whole sum of a quart of milk a day, but it helped.

Then one morning the calf was missing so I went to look for it and found it about a half mile north of the lot. The coyotes had run it down until it milled and killed and eaten most of it. I dragged its bones and hide up close to the dugout and heaved a sigh and said, "That darned coyote won't get any more of this calf." But the next morning it was gone.

As cattle were worth so little—\$7.50 for a cow and calf—my father and brother Tom were away from home most of the time trying to make a living by plowing fireguards, putting up fence, and baling hay for the ranches. This left mother and us alone most of the time.

One night mother called, "Minnie," in the small hours of the night and said, "There is a skunk in the dugout."

As mother always kept a small brass lamp and box of matches beside her bed, she lit the lamp and tried to get him out. Well, out he went but left such an odor that it was impossible for us to stay put. We should have left him alone and he would have gone out by himself.

Late one evening we saw a bunch of cattle coming about two miles away. We kept watching until we could see two men with some horses and two with packs and bedding on the creek. When they crossed the creek one of the men came galloping up to the dugout and one said, "Minnie, do you have anything cooked?"

I said, "Yes, we have some hot pone cornbread," and gave him a pane which he divided



WORKERS AND OFFICERS for the Hereford Mutual Concert association are shown above Tuesday night at the kick-off banquet of their annual membership drive.—Brand Staff Photo

with the other man. It was Louis Brady and Bud Jowell and they were bringing in cattle to the T-Anchor that had drifted south that winter.

To pass the time, we washed, patched, and ironed once a week. I did the sewing for the family, even to making suits for the little boys. And I knitted wool stockings for them. I made a few shirts for some of the cowboys. I made crocheted collars, lamp mats and crochet for underwear and aprons.

Another pastime was walking. Mother and the children would walk miles and then sometimes my sister and I would go alone.

Once I took papa's Winchester and started early one morning until I found a bunch of antelope. I got a good shot at a buck but I missed, as usual. After that I went on for some time before I turned toward home when I heard some one speak my name. I looked around and it was Mr. Wills, on foot.

When he came up, he said that he had trailed coons and opossums but it was the first time he had ever trailed a girl. Then I was furious because mother had sent him after me.

It was December, 1888, that we got our section fenced and the well dug. We built a two room house, then on New Year's night, we had a supper and a dance. Everyone within 40 miles came.

Not until after this dance did Cal Walker notice me. He had never had anything to do with me, but he had liked me all the time. But he was one of those boys that hated the thoughts of being "tied down." I had given my thoughts to him for some time as he was the only one of all the cowboys that I cared for.

On July 9, 1889, Cal brought his chuck wagon and the boys up to Big Spring with lumber, ice, and lemons. They killed a beef. The boys laid a platform and the next morning we had our first picnic ever held in Deaf Smith county.

Among those present were the Harlan family, W. D. and C. C. Witherspoon, and two of the W. A. Witherspoon boys, Al and Willard Frisoy families, and three girls and two boys from the Jowell family, two boys and two girls of the Dean family, the two Cox girls and the cowboys from the T-Anchor and others.

We had dinner with lots to eat, then danced all evening. It was a beautiful day and all had a big time and went home after the moon arose in all its glory over the hills.

On January 14, 1890, Cal Walker and I were married and were the first couple to be married in the county. Rev. Jackson, a Methodist preacher and circuit rider, performed the ceremony.

Cal kept on working for the T-Anchor outfit for several years. I would stay with my folks through the summer while he was out working with the cattle then in the winter we would move into the old dugout at Big Spring where our family had first lived. But we remodeled it somewhat. It had a new roof of shingles and a door and windows then.

Our daughter, Alice, was born May 17, 1891, and was the first white girl to be born in the county. Then November 29, 1896, a son, Cecil, came to bless our home.

The years were good to us and though we never had much "worldly goods" we spent many pleasant days together. Cal passed away in 1917.

I have had some wonderful times being with my friends and going places, seeing many things of interest, not in South America, Europe, or foreign places, but HERE.—Mrs. Minnie Walker.

Dimmitt Grigger Starter Saturday On McMurry Team

ABILENE, — Carl Jowell, former Dimmitt gridman who now plays quarterback for the McMurry College Indians was on the starting line-up Saturday night when the Redskins met the Abilene Christian Wildcats.

The Indian-Wildcat tilt is an annual highlight for both teams, as both schools are located in Abilene and both are members of the Texas Athletic Conference.

Sometimes called the West Texas version of an Army-Navy game, it is recognized in the surrounding area as the Abilene Grid Classic of a season.

In the 18 game series, the ACCites hold a slight edge over the McMurryans having won ten of the series. No ties have been recorded in these yearly grudge battles, but half have been scoreless affairs. McMurry having held ACC to three non-scoring games, and in six battles, themselves been in the "zero-column" with ACC on top.

Following the ACC game, the Indians will go on the war path again, making a road trip to Sherman to meet Austin College Kangaroos.

Mr. and Mrs. Elmer Patterson and children spent the week-end at Abilene visiting their daughter, Gerry, who is enrolled at ACC.

Mr. and Mrs. Charles Kreighauser of Edina, Mo., visited Sunday in the home of Mr. and Mrs. John Albracht.

WESTWAY NEWS

Hallowe'en Carnival Planned at Community House Friday, Oct. 26

By Mrs. Elmer Combs

The finance and recreation committees of the Westway Home Demonstration club met in the home of the president, Mrs. Joe Wagoner, Wednesday morning to plan a Hallowe'en carnival. The carnival will be at the Westway community house Friday night, Oct. 26. There will be bingo and other games, a Chamber of Horrors, Fortune-telling, cake walk, and fun for all. Everyone is invited. Members of the committee present were: Mesdames Paul Rudd, P. B. Sowell, W. B. Nunley, Leo Oligh, Harold Rudd, Clarence Saucy and Elmer Combs.

The Willing Workers Missionary met Wednesday at the community house. Mrs. Johnny Townsend led the opening prayer. The program subject for the meeting was "Courtesy, Kindness, Temperance and Self-Control". Mesdames Johnny Townsend, A. A. Head, Joe Landers and Carl Schroeder gave discussions relative to the subject. Mrs. Billy Bob Jackson concluded the program by reading a part of the 12th chapter of Proverbs. Mrs. Elmer Combs served refreshments to Mesdames Johnny Townsend, A. A. Head, Roy Lee Wilson, Billy Boy Jackson, Joe Landers and Carl Schroeder.

There were 61 present for Sunday school Sunday morning. Bible study and singing was conducted for the intermediates and young people Sunday night.

Mr. and Mrs. Roy Lee Wilson are the proud grandparents of a new granddaughter born Sunday night. The parents are Mr. and Mrs. Glen Wilson.

The boys' 4-H Club met Thursday at the Westway community house. Hugh Clearman gave a demonstration on rations and feeding of calves. Mrs. Joe Landers and Mrs. Elmer Combs were responsible for the refreshments. Members present were: Ross Joe Landers, Eugene and Billy Don Combs, Larry and Walter Lynn Kaul, Jimmy Woodrow, Ray and Wayland Northcut, George Drager, Nathan Wilson, Ralph Morrison, Gene Sneed and County Agent, Hugh Clearman.

Pvt. and Mrs. Earnest Adams of Lubbock have spent the past two weeks visiting in the home of her parents, Mr. and Mrs. Robert Boyd. Pvt. Adams is stationed at the air base at Lubbock. The Adamses, Mrs. Robert Boyd, and Frank and Francis spent last Sunday visiting relatives at Roswell, N. M.

Mrs. Roy Lee Wilson is the instructor for the wool course being given the women of the Westway Home Demonstration club. Mesdames Abraham Drager, Joe

Wagoner, Elmer Combs, Bernie Northcut, and M. G. Caywood are enrolled in the course. The next meeting will be an all day work meeting at the community house Thursday.

Margaret Sowell, who is enrolled in business school in Amarillo, spent the week-end in the home of her parents, Mr. and Mrs. P. B. Sowell.

G. C. Merritt was in the hospital several days last week. He was released Monday and is showing improvement.

Helen Jo Wilson, who is on the faculty of the Rall's schools, spent the weekend in the home of her parents, Mr. and Mrs. Roy Lee Wilson.

Mrs. Joe Wagoner, Gayle, and Ann and Joe Bob, visited in the Art Shaffer home in Clovis Sunday. Mrs. Shaffer is Mrs. Wagoner's sister. Mrs. Kelly Gray was hostess at a plastic party in her home last Thursday.

Mrs. G. C. Merritt was in charge of a meeting on corsage-making at the courthouse Saturday afternoon. Representatives from home demonstration clubs of the county were present to receive the instructor's course.

Mr. Oscar Hunt of Hereford was a caller in the Elmer Combs home Thursday.

Bumper crops are being harvested in the community. Most all the maize that is mature has been hauled to the elevators and stored in granaries with yields showing above average. Corn is being gathered and lettuce is being harvested. The lettuce on the Pat Ranspot farm is the type that should be entered in a fair. Some of the heads measure 27 inches and more in circumference. There has been no cotton picked in the community, but some is fully opened and ready for picking.

Mr. and Mrs. Noberta Hernandez were hosts at an enchiladas supper in their home Tuesday night. Those enjoying the supper were: Dad and Fred Severance of Hereford, Mr. and Mrs. Merlin Kaul, Walter Lynn, Lynn Young, Mr. and Mrs. Clarence Saucy, Mr. and Mrs. Joe Landers, Ross Joe, Mr. and Mrs. Elmer Combs, Eugene and Billy Don, Mr. and Mrs. Cliff Combs, and the hosts.

Mr. and Mrs. Clarence Saucy visited in the Jimmy Odell home in Amarillo Saturday.

Night Coughs
due to colds...sneezing without "dosing"
VICKS
VAPORUB

Mr. and Mrs. W. B. Nunley, Jackie, Ronnie, and Rickie of Hereford were supper guests in the Elmer Combs home Sunday night.

The Westway Home Demonstration club will hold their next regular meeting October 24 at the community house. The meeting will be spent as a workday on projects of community wide

interests. Each member is to bring a "sack lunch."

Mr. and Mrs. Clarence Saucy and Fred Severance were dinner guests in the Carl Smyth home in Hereford Sunday. The group was accompanied by Mr. and Mrs. J. C. Kester of Hereford to Amarillo Sunday evening where they were supper guests in the Jimmie Odell home.

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Miss Mary Virginia Eberle Weds Californian Oct. 13

News has reached Hereford concerning the marriage of Miss Mary Virginia Eberle and Francis J. Ford Jr., son of actor Frank Ford of California.

The bride is the daughter of the late Mr. and Mrs. F. L. Eberle of Hereford and has spent most of her life here. The ceremony took place on Saturday, Oct. 13, in Our Lady of Grace church in Encino, Calif. with Reverend Father Patrick as the officiant.

Attendants were the bride's sister, Mrs. C. T. Guseman, who served as honor matron and Patrick Ford, cousin of the bridegroom, served as best man. Dr. Howard Eberle of Corpus Christi, the bride's brother, gave her in marriage.

The bride was dressed in an afternoon dress of pink brocade featuring brown velvet trim. Her accessories were in brown velvet and she wore a small velvet hat with veil to match. She carried a white prayer book topped by a brown orchid.

The couple arrived in Hereford Wednesday to spend their honeymoon here.

Mrs. Ford is a graduate of Hereford high school and a graduate of the University of California at Los Angeles. She was employed here at the First State bank and later at the First National bank. At the time of her marriage, she was employed by the Ambee Corporation of Encino, Calif.

Mr. Ford is engaged in electronic research for Hughes Aircraft in Culver City where the couple will make their home. Prior to his present position Mr. Ford was assistant to his uncle, motion picture director, John Ford. He served in the armed service for 6 years during World War II.

Mrs. Francis Hill Presents Program for L'Allegra Club

Mrs. Francis Hill was in charge of the program for L'Allegra club at the regular meeting held Thursday afternoon in the home of Mrs. George McLean. Mrs. Floyd Ross, president, directed a short business session.

Mrs. Hill's subject was "Spotlight on Presidents — Good, Bad, and Otherwise". She reviewed an article in a current magazine, "Who Will Move into the White House", briefly commenting on Truman, Vincent, Paul Douglas, Eisenhower, Taft, McArthur, Dewey, Earl Warren, and Henry Cabot Lodge.

Following the review a round table on political questions was held.

Refreshments were served to: Mesdames Bruce Beene, Darrell Blanton, Jack Brown, Bill Dameron, James Edmonson, Donald Hensley, Hilton Higgins, Francis Hill, O. G. Hill Jr., V. C. Hopson, Richard Ireland, Lee Kent, Walter London Jr., Marlin Pierce

Floyd Ross, Bill Waldrep, Richard Winget, Wayne Thomas, and the hostess.

G. W. Brumleys Golden Wedding Anniversary Sun.

Invitations have been extended to friends and relatives of Mr. and Mrs. G. W. Brumley to attend open house held Sunday afternoon in their home on North Texas avenue, to celebrate their golden wedding anniversary.

Hosts will be the couples sons and daughters and calling hours have been designated from 2:30 to 7 p.m.

Mrs. Ed. Jesko and Mrs. Robert Kerschen made a business trip to Amarillo Thursday.



JOHN WALDON SCOTT'S 8th birthday was celebrated Monday with a party given by his mother. Shown in the above picture are: front row from left: Ray Scott, Robert Strange and Linda Scott; second row: Barbara Jean Jacobs, Maxie Ann Wiseman, Claude Shea, Joe Don Noland, Johnnie Whiteside, Billie Mack Noland, James Virgil Strange, John Waldon Scott, Walter Shea, Caroline Roland, Linda Edwards, Sally Whiteside. Third row: Durwood Jacobs, Donald Roland, Jan Wallace, Larry Edwards, Wayne Scott, and Phillip Roland.—Alex Thompson Photo.

Mrs. P. A. Turnbow is visiting a brother in Redfield Kans. this week.

Mrs. H. E. Miller is spending the week in Texline with her daughter, Mrs. Jerry Jacobs.

John Waldon Scott Celebrates Birthday

John Waldon Scott celebrated his eighth birthday at a party given Monday afternoon by his mother, Mrs. Archie Scott. Hal-low-e'n suggestions were featured in decorative appointments and refreshments with black, orange and yellow colors predominating.

Refreshments were served to: Johnnie and Sallie Whiteside, Larry and Linda Edwards, Maxie Ann Wiseman, Carolyn Roland, Billy Mack Noland, Joe Don Noland, Phillip and Donnie Roland, Jan Wallace, Robert Earl Strange, James Virgil Strange, Derwood and Barbara Jean Jacobs, Harold and Claude Shea, Wayne, Linda and Ray Scott and the honoree. Mary Ruth Strange assisted the hostess.

Mr. and Mrs. D. H. Alexander returned Monday from Fort Worth where they spent several days with their son, Burl Alexander, and family.

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With the three-way bulb you have a choice of lighting level simply by flicking the switch. Plenty of good light for proper reading . . . general conversation . . . or, a "light on while you're out of the house".

In most cases, the harps (shade support) on most portable lamps are not wide enough to permit the use of this amazing new bulb . . . so you must obtain from your electric dealer the simple materials illustrated.

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175 Attend 27th Annual Music Convention Here

Delegates and member clubs of the Seventh District, Texas Federation of Music Clubs, ended its 27th annual convention here Wednesday. Official headquarters was the First Christian church.

Approximately 175 registered for the two-day session which centered around the chosen theme "Music Is Essential". Hostess clubs included the Music Study Club, Voco Club, Hereford Civic Chorus and Junior Piano Club.

Registration began at 9 a.m. Wednesday with Mrs. J. D. Neill president of the Music Study Club, presiding at the opening. Musical programs were presented at each session with all member clubs participating.

Tuesday's board dinner, honoring state and district officers and committee chairman was held at Hotel Jim Hill at 6 p.m. Mrs. Jack SoPrelle of Amarillo, 1st. vice-president, was toastmistress and Miss Mattie Mae Swisher gave the invocation.

Howard Dill of Amarillo college gave selected vocal numbers and Mrs. Sam Seay of Amarillo, national and district chairman of church music, gave the address. Mrs. W. T. Carmichael was master of ceremonies.

At 8 p.m. the Fine Arts recital was held in the First Christian church, followed by a reception and Fun Frolic honoring club presidents and delegates, with Mrs. W. T. Carmichael as master of ceremonies.

Highlights of the Fine Arts program were crowning of Mrs. Chandler as Queen of Music by Mayor Dameron, and 3 numbers: "Rhapsody in G Minor" (Chopin) played by Mrs. Charles Thurman of the McDowell club, Amarillo; vocal solo by Howard Dill of Amarillo college; and "It's a Grand Night for Singing" and "Ballad for Americans" presented by the Frank Phillips college choir of 40 voices from Borger. The Music Study club's contribution to the Fine Arts program was a chorus presented by nine members of the club. Mrs. Bill

Stanford accompanied. Formal opening of the convention was at 9:30 Wednesday morning. Rev. Roy Ford gave the invocation followed by group singing of "America" and the "Federation Hymn" led by Mrs. A. J. Schroeter with Mrs. Ellis Coombes at the piano. Mayor W. E. Dameron gave the address of welcome and Mrs. A. S. Megert of Borger gave the response.

Mrs. Jack SoRelle conducted the business meetings and presided during the convention. Club presidents, district officers and chairmen presented reports and Mrs. J. V. Chandler of Kingsville, state president of Texas Federation of Music Clubs discussed and outlined score points on the "Questionnaire".

Mrs. Chandler was honored Wednesday at the 1 o'clock luncheon held at Hotel Jim Hill. Mrs. W. T. Carmichael was toastmistress. Mrs. Carl Wimberley of Dawn gave the invocation. Special music was provided by Ira Schantz, tenor, and Herbert Colvin, pianist, both of Texas Tech, Lubbock.

Clyde Roller, director of Amarillo Symphony orchestra, was the luncheon guest speaker choosing as his subject "The Appreciation of Music". Musical numbers were presented by junior club members, and Mrs. Chandler addressed the group regarding the work of the federation. She listed five main objectives for her administration: musical project, extension-organization of new clubs or federated choirs, subscription to club magazine, grass roots opera and music in hospitals.

At 2:30 p.m., convention sessions were continued at the church with Mrs. L. C. Hanser of Borger, junior counselor, presenting reports for junior clubs and Mrs. Maymie Campbell, Amarillo counselor, giving reports on the student clubs. Announcement of awards was made—Yearbooks; Alegro Music Club of Lubbock, 1st. Philharmonic Music Club of Amarillo, 2nd. and Seavages Music Club,

3rd. Scrapbook — Borger Music Club.

No definite site for next year's convention was selected. The time and place for the 1952 convention will be announced later. Mrs. J. D. Neill, Music Study club president, headed the general arrangements committee for the convention with other committees including: Registration—Mrs. J. C. McCracken and Mrs. Wayne Thomas; Hospitality—Mesdames H. A. Close, B. Y. Crosthwait, Earl Phillips, Cliff Estes, Wayne Thomas and Miss Frances Dameron. In charge of scrap books, Mrs. C. C. Ferguson; Publicity—Miss Mattie Mae Swisher; Courtesy Cars, Mrs. H. K. Fox, and Mrs. C. H. Dyar; and pages were Mrs. Wayne Thomas and Mrs. Geo. McLean. Mrs. A. J. Schroeter was in charge of chorus music for the Music Study Club and Mrs. George McLean represented the club at the Fun and Frolic Hour.

Beauty at Home

By Lynn Carter

Q. What is the correct way to buff the fingernails?

A. Lengthwise from base to tip—never crosswise. This polishes and smooths the entire surface of the nail, not just the center. Lift the buffer off the surface with each movement to avoid heating the nail unduly and causing you discomfort.

Q. What are the right proportions for making a lemon hair rinse?

A. The Juice of one lemon to one quart of lukewarm water.

Q. I find I have plucked my eyebrows to too thin a line. How can I correct this?

A. If you have found to your sorrow that the hairs are stubborn about growing in again, you can still pencil in wider eyebrows that will make your eyes seem larger, and the whole face more expressive.

Q. What exercise will help slim down ankles that are too heavy?

A. Lie on back, one leg raised straight up; Holding leg stiff, circle the foot outward 20 times—then circle it inward 20 times, being sure to keep the leg stiff. Repeat this with the other leg.

Q. How can I treat a skin that is "broken out"?

A. Drink at least a quart of buttermilk a day for clearing of the complexion. An effective facial mask is one ounce liquid honey, two ounces barley meal, and white of an egg. After a cream and soap-and-water cleansing, spread this paste over the face and neck. In the morning, add 10 drops tincture of benzoin to a quart of water to remove whatever paste remains.

Q. What is a good, general skin tonic and bleach you can suggest?

A. One splendid tonic and bleach is lemon juice and milk, rubbed into the face and throat

before retiring at night.

Q. What is an easy method for removing calluses from the hands?

A. After soaking the hands in hot, soapy water, scrub with a hand brush, dry, and then apply a little cuticle remover on the callus. Gently rub with a moistened pumice stone, taking off only a little each time. Rinse hands and apply a rich hand cream, leaving on overnight. Repeat this treatment every other night.

Q. How should a woman with a large nose wear her hair?

A. She should wear it loosely at the back to balance her profile—but the thickness should begin at the level of the nose, not above it.

Q. What manner of dress will disguise a too-thin figure?

A. Prints are good, and such fabrics as satin, which reflect the light, tend to make the figure seem fuller. Lines running around the body, such as seams, stripes, ruffles, and such, give the appearance of greater width to the figure.

Mrs. M. Holbert Vice-President Of Merry Workers

Mrs. Mildred Holbert was elected a vice-president at the meeting of the Merry Workers club on Thursday.

Mrs. Melba Jean Hudson and Mrs. Lera Lee were welcomed as new members of the club.

Members spent the afternoon embroidering. The next meeting will be held in the home of Mrs. Nettie Lee Tease on October 25.

Bob Wear Is Speaker For B&PW Club

Bob Wear, minister of the Church of Christ, was guest speaker at the Business and Professional Women's club meeting held Monday night. The meeting was held in the home of Mrs. John Jacobsen Jr.

Four new members were welcomed including Polly Wilson, Kathleen Brunson, Esther Klinke and Florence Parker. Special guests were Charlotte Calvert, Eurline Walton, and Velma Cooke.

Wear spoke on "Safety — At Home and On the Highways", stating that statistics prove that accidents make up the greatest part of America's accident toll. He told of several rules for safety in the home and urged safety precautions in driving. In conclusion he told of the children's safety program now being sponsored in Hereford and cited the great improvement made by bicycle riders.

Members of the club attending were: Ellen Carter, Alma Hilton, Lucile Posey, Zula Gilliam, Seale Stephens, Irma Walker, Skeeter Hall, Louella Cowser, C-Ora Cockrell, Eunice Petersen, Opal Garrison, Dyalitha Brady, Velma Hodges, Leta Curtisinger, Clara Acker, Pauline Howard, Doris Lindsay, Vida Mae Grady, Theresa Lamm, Della Stagner, and the hostess.

Mrs. G. T. Palmer has returned to her home after visiting her daughter, Mrs. C. B. Hudson.

Mr. and Mrs. Mont Baker have returned after a two weeks visit in Fayetteville, Ark. and other points with relatives.

Mr. and Mrs. W. J. Stanford returned Tuesday from Dallas where they spent the weekend on business and attending the State Fair.

Linda London Is Feted On Birthday

Linda London was named honoree on her fifth birthday Saturday, Oct. 13, at a party given at the home of her parents, Mr. and Mrs. Walter London Jr. Hostesses were her grandmother, Mrs. Jim Higgins and her aunt, Mrs. Hilton Higgins.

Outdoor games were enjoyed and horse back riding furnished the afternoon's thrill. Favors were presented each little guest. Those present were: Janice and Bobby Higgins, Susan Hopson, Sheryl Edmonson, Debbie Beene, Debbie Pierce, Rickie Gyles, Donnie and Martha Ann Henslee, Gwendal Bainum, Lindsey Rose Dowell of Amarillo, Gay, Ila Rose and Jimmy Bell, Mickie, Darlene and Diane Wilson, Harold, Claude and Patsy Shea, Corretta and Norma Jean Gollehon, Susan Terry, and the honoree.

Mothers attending were: Mesdames V. C. Hopson, James Edmonson, Bruce Beene, Marlin Pierce, Donald Henslee, R. L. Dowell of Amarillo, Everett Shea Altus Higgins, Jim Terry, Elvin Wilson, and the hostesses.

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Mrs. D. H. Alexander Bay View Hostess Thursday Afternoon

"Crises of a Free World" was the subject for the Bay View club program when a meeting

was held Thursday afternoon in the home of Mrs. D. H. Alexander. Mrs. A. M. Jones, president, conducted the business session and Mrs. Bob Wilson was leader of the program which followed. Mrs. Wilson discussed "The Front is Everywhere" by Wm.

Recipes Offered To Make Good Use of Apple Supply

R. Kentner.

"Communism began 100 years ago and today it is a world wide movement. Every organization, whether hidden or in the open, is set to do away with democracy and the chief practice is to say one thing and mean another. Terror and sabotage are their main weapons and all their activities revolve a fixed plan of action", Mrs. Wilson quoted.

Mrs. H. G. Conkwright discussed "Time for Greatness" by Hubert Agar. She said in part: "Our forebearers were born to greatness and we must show to the world that we have no fear. American politics have reached a low plane, but the government can reach ideals set forth by our great leaders of the past and we should put up a strong fight to maintain such ideals for the United States has become the symbol for the future of the world," Mrs. Conkwright said in conclusion.

Members attending were: Mesdames J. R. Allison, Phillip Barkley, H. L. Benefield, Henry Benson, Colby Conkwright, H. G. Conkwright, C. J. Crump, Roy Ford, George Heard, A. M. Jones, J. W. Kirby, Paul Mathers, F. T. Rolosen, J. P. Slaton, J. W. Spradley, H. C. Williams, Bob Wilson, Miss Frances Turrentine, and the hostess.

Mrs. Ida Block of Amarillo visited Monday in the home of her son and daughter-in-law, Mr. and Mrs. B. F. Block.

September and October is harvest time in the apple orchards and the fruit—both the eating and the storage varieties—will be plentiful. Apple butter, apple sauce, baked apples or an apple pie, fried apples, apple rings, apple dumplings—there are recipes galore, even apple candy.

If your man of the house is like most men, his favorite pie is apple pie. There are many versions and none are difficult when spices are blended with precaution.

Mrs. Wayne Edwards makes a Dutch Apple Pie which never fails to please.

Dutch Apple Pie
5 large apples
1/2 cup white sugar
1/4 cup water
nutmeg and cinnamon to taste

Topping
1 cup brown sugar
1 cup flour
1/2 cup butter or oleo
1 teaspoon cinnamon
1/2 teaspoon nutmeg

Method—Peel and slice apples in buttered, flat baking dish. Sprinkle the white sugar over the apples add the 1/4 cup water and sprinkle lightly with the nutmeg and cinnamon. Mix the 1 cup brown sugar and flour with the butter into crumbs add the cinnamon and nutmeg and spread over the apples in baker. Drop 2 tablespoons water over topping and bake in 350 degree oven until top is crusty and brown. This is delicious served while still warm with vanilla ice cream or whipped cream. Serves eight.

As the fall season advances the housewife finds herself searching out recipes for cakes filled with fruits and many people use an apple sauce cake recipe as a basis for their holiday fruit cake. Mrs. Edwards begins early in the fall making this apple sauce cake, adding the fruit she likes and then when holiday time arrives she adds almost every kind of fruit. The cake turns out fine whether a small or large amount of fruit is added.

Apple Sauce Cake

2 cups sugar
1 cup shortening
2 eggs
3 cups unsweetened apple sauce
4 cups sifted flour
3 teaspoon cinnamon
1 teaspoon nutmeg
1/4 teaspoon salt
2 teaspoons vanilla
2 teaspoons (level) soda
1 cup raisins
1 cup dates
1 or 2 cups nuts

Cream the sugar and shortening and add well beaten eggs. Dissolve the soda in the warm applesauce and add to mixture. Add spices and salt to flour and fold into mixture. Add the raisins and nuts and pour in greased and floured angel food cake pan. Bake in 350-F oven for one

hour, or more if needed. No topping is needed but a caramel icing goes well with it.

This is an old recipe handed down through Mrs. Edwards family which has become a favorite through several generations.

Mrs. Tom Draper Demonstrated Poultry Savers

Mrs. Tom Draper gave a demonstration on preventing poultry diseases at the meeting of the Draper 4-H club Thursday afternoon.

She emphasized that people who have been on a poultry farm contaminated with diseases should not be allowed in the brooder or laying houses. She added that when the girls have respiratory disorders that they should not go into the houses.

Myrna Lou Coffin was appointed drill leader for the club and Mary Lou McCullough was appointed song leader.

Marilyn Russell, clothing demonstrator, gave a report on the things she had done about clothing since the last meeting.

Bernadette Bezner was appointed on the program committee. Plans were made for a Halloween party to be held Friday, Oct. 26.

The next meeting will be held in the county court room on November 1 at 4 p.m. Mrs. N. D. Bartlett will be in charge of the program.

Keegan-Brumley Marriage Vows Exchanged Recently in Clovis

Announcement has been made here of the marriage of Miss Jayne Keegan, daughter of Mr. and Mrs. Michael Keegan of Walpole, Mass., to Calvin Brumley, son of Mr. and Mrs. B. E. Brumley of this city.

The vows were exchanged in Clovis, New Mexico.

Mrs. Brumley received her education in Boston. She is a graduate of the University of Boston School of Journalism, and became a member of the Avalanche

Journal staff in Lubbock in September 1950.

Mr. Brumley is a graduate of Hereford High School and of Texas A. & M. College. Formerly of the Globe-News editorial staff in Amarillo, he is now far editor of the Avalanche-Journal. Before going to Lubbock, he was with the Associated Press at Dallas and later publisher of the Tulsa Herald.

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Mr. & Mrs. M. G. Mars	Mr. & Mrs. F. H. Miller
Mr. & Mrs. R. H. Veigel	Mr. & Mrs. Grady Rogers
Mr. & Mrs. A. R. Carter	Mr. & Mrs. M. H. Koelzer
Mr. & Mrs. Harvey Hudson	

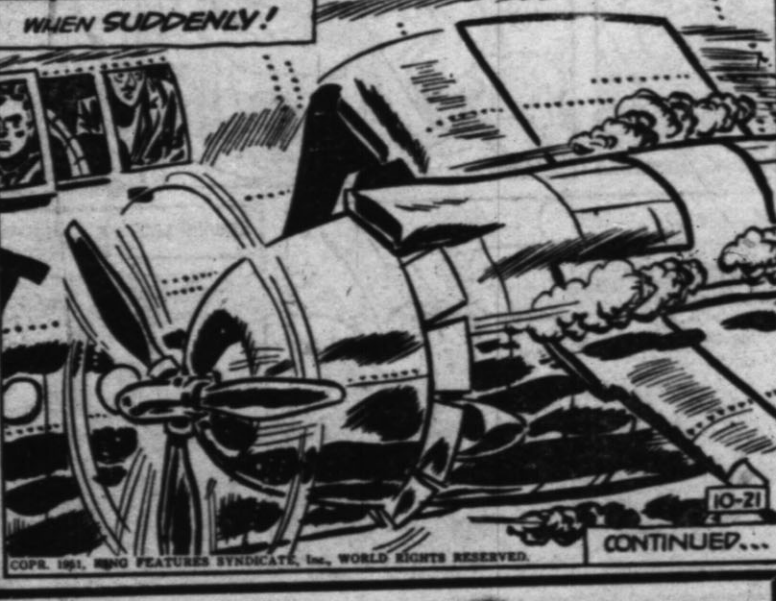
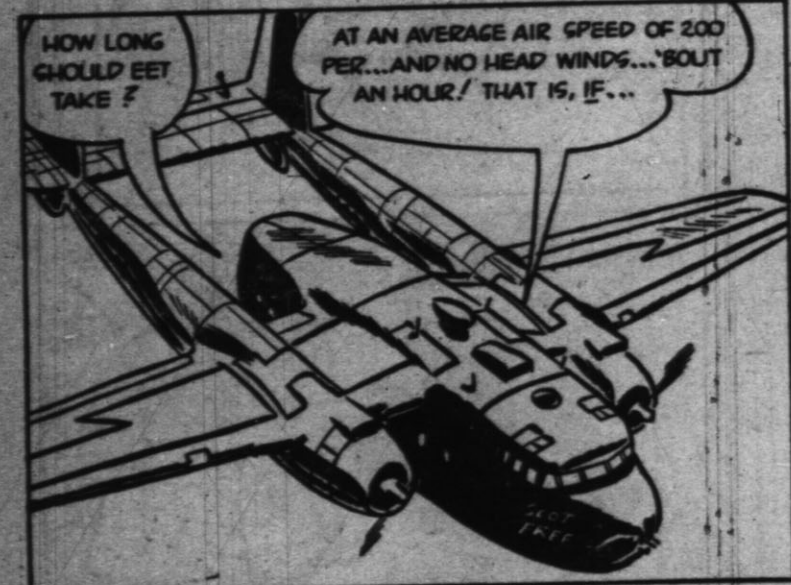
TUESDAY — WEDNESDAY

ESTHER WILLIAMS VAN JOHNSON JOHN LUND
DUCHESS OF IDAHO
PAULA RAYMOND

You'll See More Than Ever of Esther in Technicolor

JOHNNY HAZARD

by FRANK ROSSIN



Montag's
STATIONERY
 See This Beautiful Stationery
 In Our Office.
The Brand

The Sunday Brand

Hereford, Texas

Our Slogan: "More People—More Farms"

The Sunday Brand, Hereford, Texas, Sunday, October 21, 1951

Registered U.S. Patent Office

Buz Sawyer

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE

TEAM, WE'LL BE LUCKY TO HOLD MIGHTY I.O.U. TO THREE TOUCHDOWNS! FIGHT FOR THE HONOR OF DEAR OLD YIPPAHOOPY. (SNIFF!) (SNIFF!)

IF YOU PLAY LIKE YOU DID LAST WEEK, BIG JOHN, WE'RE SUNK.

COACH, I'VE LEARNT MY LESSON, I'M A NEW MAN!

I.O.U. TAKES THE KICKOFF, AND IT'S BIG JOHN WHO NAILS TRIPLE-THREAT SHOZOWIKI ON HIS OWN 20.

SMACK!

I'LL MURDER TH' BUMS.

THREE TIMES IN A ROW HE THROWS I.O.U. FOR A LOSS.

THEY'LL HAVE TO PUNT!

SAY! WHO IS THAT GUY?

BIG JOHN CZIZAK. HE'S GOOD!

WHEN YIPPAHOOPY HAS THE BALL AND BIG JOHN TEARS THE I.O.U. LINE APART.

HIS DOWNFIELD BLOCKING IS SENSATIONAL.

WHAM!

TIME AND AGAIN HIS KEY BLOCK ENABLES LUCILLE TO SCOOT FOR TOUCHDOWNS.

YEA, LUCILLE!

WHACK!

RAH, RAH, RAH, CZIZAK!

WHY, THAT'S ME THEY'RE CHEERING FOR!

SURE

THE GAME BECOMES A ROUT. FINAL SCORE: YIPPAHOOPY-54. I.O.U.-7.

LOOKS LIKE YOU'VE FOUND AN ALL-AMERICAN TACKLE, WEEPY.

HOT DOGS! WERE WE GOOD! EH, COOKIE?

YOU WERE WONDERFUL!

LET'S HAVE A PICTURE, BIG JOHN.

HOW ABOUT A STORY?

By Crane 10-21

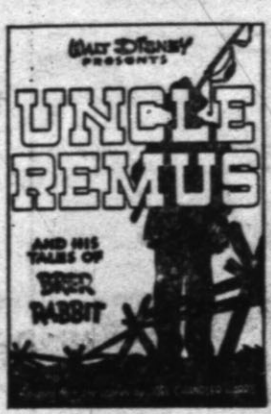
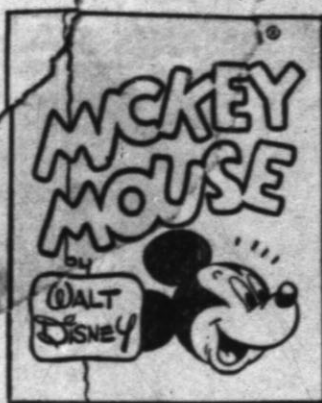
CLARK DIKE

by
RAY GOTTO



This Space For Sale!

For Complete Details - Inquire
THE HERFORD BRAND
Phone 30



WHEN OLE BRER CHICKEN HAWK STARTS FLAPPIN' HIS WINGS, THEN MISSUS BOSWHITE STARTS LOOKIN' FER HELP...



WE HAVE 'EM

Complete line of Desk Lamps.

Flourescent, also goose neck lamps.



AT THE

BRAND

PHONE 30

THE KATZENJAMMER KIDS



This Space For Sale!

For Complete Details - Inquire

THE HEREFORD BRAND

GRANDMA
by
CHAS. KUHN-



This Space For Sale!

For Complete Details

Inquire At

THE BRAND

LITTLE ANNIE ROONEY
by
BRANDON WALSH AND DARRELL MCCLURE




I'M GLAD YOU INVITED THE MORGANS TO DINNER~ THEY'RE BOTH NICE FOLKS, AND MR. MORGAN IS A RETIRED LAWYER~

LAWYER?? WHAT'S THAT GOT TO DO WITH MY INVITING THEM TO DINNER?



THE IDEA IS~ HE'S A VERY SMART MAN~ AND HE MAY BE ABLE TO GIVE US SOME ADVICE~



HERE THEY COME NOW~ THE KIDS ARE RUNNING TO GREET THEM~

AND THIS ROAST BEEF IS ABOUT READY FOR THE TABLE~



LATER

THAT ROAST BEEF MADE ME FALL OFF THE DIET WAGON~

I ALWAYS SAID YOUR APPLE PIE WAS~

THANK YOU I'M GLAD YOU LIKED IT~



OH, JACK, I FORGOT SOMETHING~ MR. MORGAN KNOWS ALL ABOUT THE LAW~ TELL HIM ABOUT THE TROUBLE YOU'RE HAVING WITH THAT FOSSILIZED SCHOOL BOARD~

WELL~ I HAVEN'T OPENED A LAW BOOK IN YEARS~ BUT~



WAIT~ I DON'T WANT THE YOUNGSTERS TO HEAR THIS~

I UNDERSTAND~ LITTLE PITCHERS HAVE BIG EARS~



I WONDER WHAT IT WAS THAT DADDY DIDN'T WANT US TO HEAR?

HE WASN'T TALKIN' 'BOUT US~ WE AIN'T LITTLE PITCHERS~ AN' EVERYBODY KIN SEE WE GOT LITTLE, TINY EARS~

10-21

DARRELL MCCLURE

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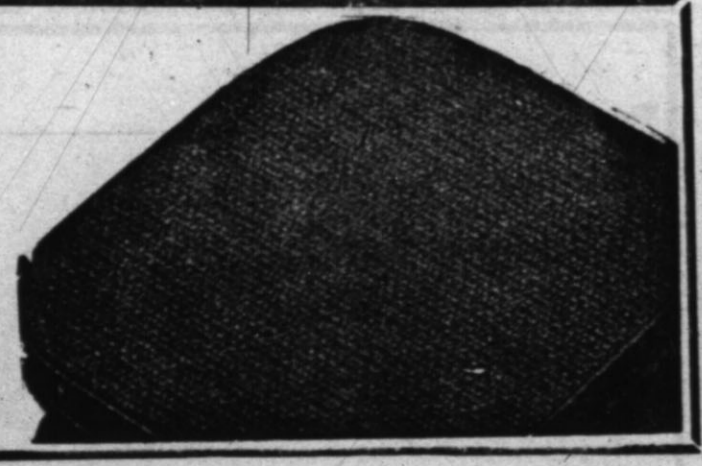
New Air Foam Cushions

- REMOVABLE COVERS
- NEW LOW PRICE

\$5.50 TO \$6.70

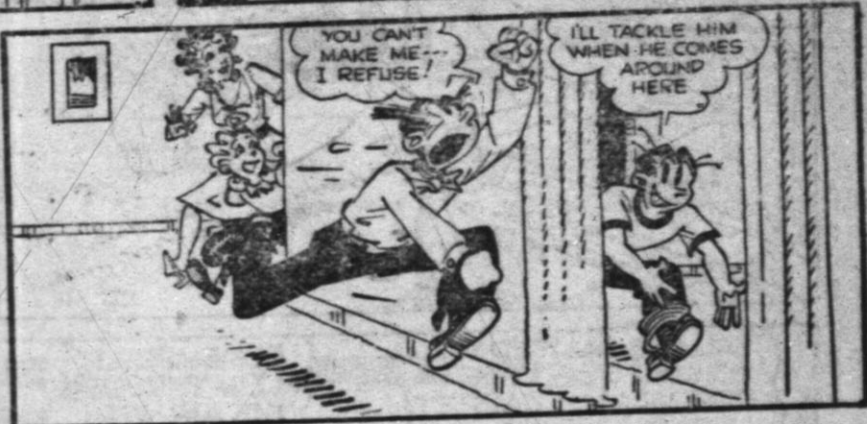
EXCELLENT FOR OFFICE - AUTO - TRACTOR!

THE HEREFORD BRAND



BLONDIE

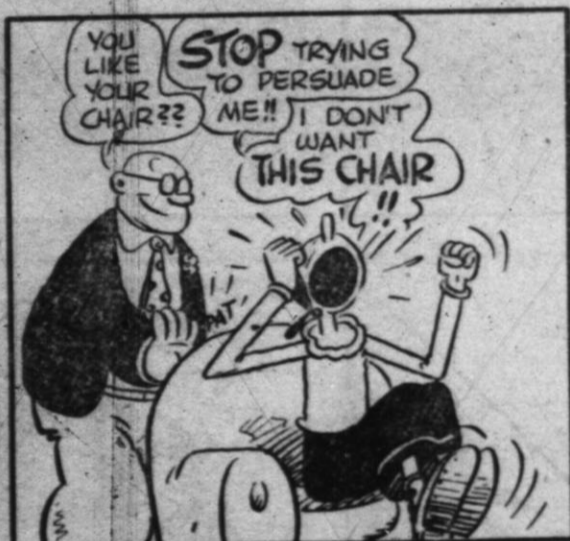
by
CHIC YOUNG



Read The Want Ads.

THIMBLE THEATRE :: Starring POPEYE

By TOM SIMS and BILL ZABOLY
Registered U. S. Patent Office



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For Complete Details - Inquire

THE HERFORD BRAND

Phone 30



I GOTTA GET BACK TO THE FERRIS WHEEL... A LOT O' CUSTOMERS ARE WAITING... DON'T FORGET ABOUT THE WEBLEY!

LEAVE IT TO ME... I WON'T FORGET... I THINK THE BOSS IS WAITING WITH THOSE CUSTOMERS.



GEE WHILLIKENS!... I BETTER FIND RUSTY AND TELL HIM WHAT I HEARD!



HELLO, BOSS... DON'T TELL ME YOU WANT A RIDE ON THE WHEEL!

BE YOURSELF, NICK... I JUST CAME FROM THE TRACK BARN... I GOT A HUNCH THAT MILESTONE'S ENTRY COULD MAKE ME LOSE A LOT OF DOUGH... GET ME?



BOSS, Y'GOT NOTHIN' TO WORRY ABOUT... THEY WON'T WIN NO RACE AGAINST YOUR NAG... I'M ALL SET... AND IT WON'T BE, NO BROKEN SULKY, NEITHER!

OKAY... SEE THAT YOU DON'T MUFF IT... 'CAUSE I THINK THAT WHITE MARE IS REINA BLANCA!



OH, QUEENIE! DID THOSE MEN SAY ANYTHING?... COULD YOU HEAR?

I SURE DID, RUSTY... THEY KNOW WE'RE ENTERING A DIFFERENT HORSE... AND THE FERRIS WHEEL MAN ASKED THE OTHER MAN IF HE BROUGHT SOMETHING HE CALLED 'A WEBLEY'!

A WEBLEY?

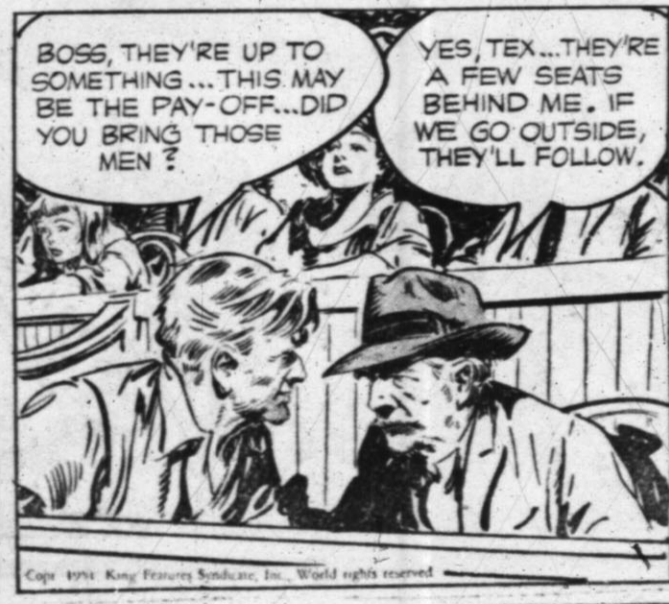


"WEBLEY" IS THE NAME OF A KIND OF POWERFUL AIR GUN!... WHAT DID THEY SAY ABOUT IT, QUEENIE?

THE FERRIS WHEEL MAN TOLD THE SHOOTING GALLERY MAN TO PUT IT UNDER THE SEAT CUSHION IN CAR NO. 10 ON THE FERRIS WHEEL!



LISTEN, KIDS... THIS IS RIGHT SERIOUS... GO AHEAD AND HITCH UP SNOWFLAKE... I'VE GOT TO SEE MR. MILES IN HIS BOX!



BOSS, THEY'RE UP TO SOMETHING... THIS MAY BE THE PAY-OFF... DID YOU BRING THOSE MEN?

YES, TEX... THEY'RE A FEW SEATS BEHIND ME. IF WE GO OUTSIDE, THEY'LL FOLLOW.



TEX, MEET MR. JACKSON AND MR. LEWIS OF THE ALERT DETECTIVE AGENCY... NOW TELL US QUICKLY WHAT'S DOING!

HOWDY, GENT'S... I'LL HAVE TO GIVE YOU THIS QUICK... IT'S ALMOST POST TIME!

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10-21-- TO BE CONTINUED

TRADE WITH YOUR NEIGHBORS

The Friendly Merchants Of Hereford

Friendly, Courteous Service
Nationally-Advertised Brands
Complete Stocks Always

This Message Sponsored In The Interest
Of A Bigger & Better Hereford By

For The Name of the Dealer of Your Preference
In Mercandise, Shop the Ad Columns of This
Paper!

THE BRAND

PHONE
THIRTY

KING
of the
ROYAL MOUNTED
by
ZANE GREY

PICK THAT MOUNTIE OFF THE ROPE LADDER, PYRO! WE CAN'T LET HIM ESCAPE-- HE KNOWS TOO MUCH!

LOOK AT THAT SHOT, GORK! I CLIPPED ONE OF THE ROPES! SOME SHOOTIN', EH?

JUST AS RESCUE SEEMS CERTAIN, THE FIREBUGS, WHO ARE BENT ON DESTROYING THE DEFENSE AREA, OPEN FIRE ON KING AND KID!

THE FIREBUGS ARE TRYING TO MURDER US, KING!

KEEP CLIMBING, KID! DON'T STOP FOR ANYTHING!

WELL! IFFEN THEY WOULDN'T SWIZZLE A BODY'S MIND! FIREWORKS AN' ARRIEPLANE STUNTS AMIDST A FOREST FIRE! WHAT WON'T THEY THINK OF NEXT?

MEANWHILE, NOT FAR AWAY!

AIM AT THE MOUNTIE, YOU LOON! THIS IS NO TIME FOR TRICK SHOTS!

WATCH THIS, GORK!

Zane Grey
10.21

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KING! OH! N-NO! H-HES FALLING!

ZING

CONTINUED

**SHOP IN HEREFORD
FOR BEST BUYS**

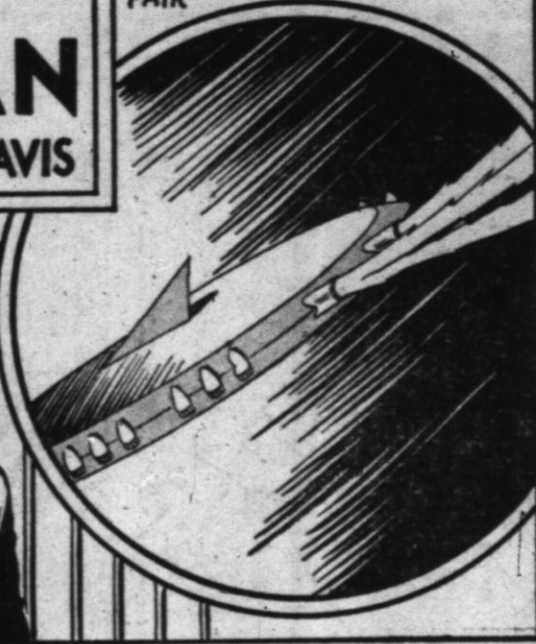
MANDRAKE THE MAGICIAN

BY LEE FALK & PHIL DAVIS

WHILE MANDRAKE AND LOTHAR ZOOM TOWARDS EARTH IN THE GREAT VENUSIAN SPACE SHIP, NARDA WALKS THE LAST MILE, ACCUSED OF THE DEATH OF THE PAIR--



1



YOU'RE THE RADIO MAN ON THIS SHIP. I WANT TO SEND A MESSAGE TO EARTH.

NO--THAT'S FORBIDDEN--!



2

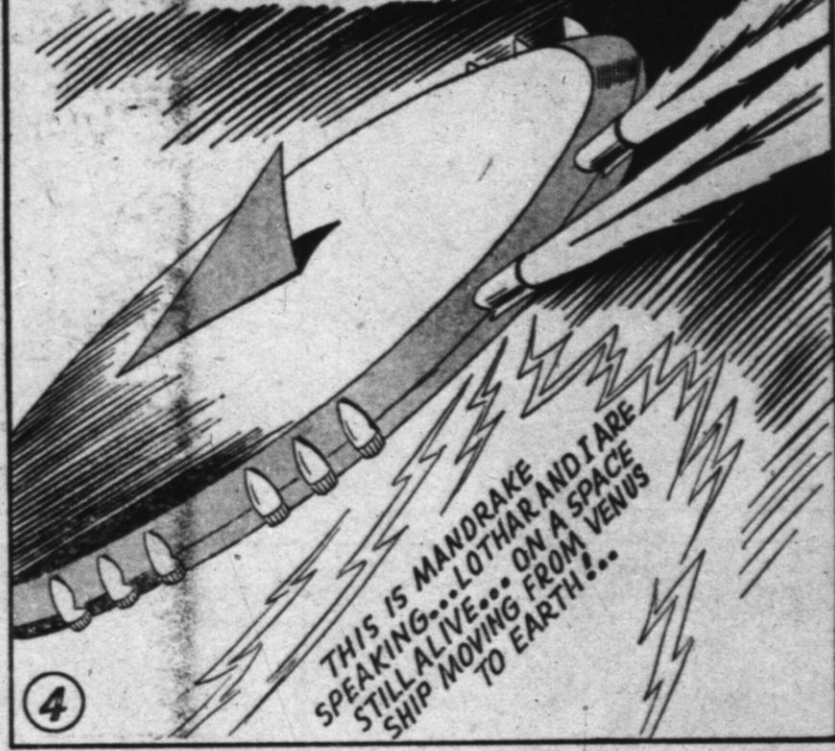
ALL RIGHT--ALL RIGHT--DO ANYTHING YOU WANT--ONLY KEEP HIM AWAY FROM ME!



3

KER-CHOO

THE EPOCH-MAKING MESSAGE SPEEDS THROUGH SPACE FROM THE SHIP TO EARTH--



4

THIS IS MANDRAKE SPEAKING...LOTHAR AND I ARE STILL ALIVE... ON A SPACE SHIP MOVING FROM VENUS TO EARTH...



5

...MANDRAKE SPEAKING...
LOTHAR AND I ARE ALIVE... ON A
SPACE SHIP MOVING FROM VENUS
TO EARTH...

THE THRILLING WORDS ARE PICKED UP ALL OVER THE EARTH--

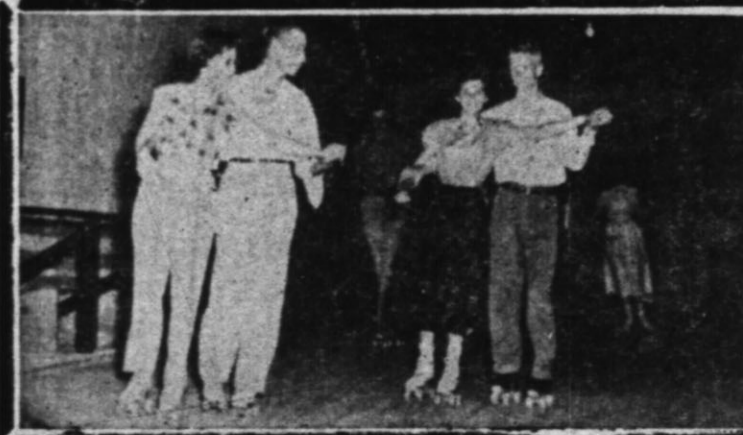
STOP! WE'VE JUST GOTTEN WORD --THAT MANDRAKE IS--ALIVE!



Uhhhh--

10-21

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FOR HEALTH'S SAKE ROLLER SKATE

WEEK DAYS	SATURDAY	SUNDAY
3:30 to 5:00	2:30 to 5:30	2:30 to 5:30
8:00 to 11:00	8:00 to 12:00	NO SKATING

We have Chicago SKATES in the regular and detachable types. We will teach a class of beginners.

JOHNNY and GENE'S