

Weather

Thursday, high 45, low 28
Friday, high 44, low 10
Saturday, high 34, low 24.
Moisture, .20

The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

42 Pages

Including 20 Pages of Comics

VOLUME 4—NUMBER 19

The Sunday Brand, Hereford, Texas, Sunday, November 4, 1951

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SIGHTS, FACES
SEEN

Around Town

There will be a meeting of the Hereford Riders club Thursday night, Nov. 8, at city hall at 8 o'clock. All members are urged to be present.

Mrs. Warren Kopp crushed two of her fingers Thursday night when she caught them in a meat tenderizer at the Automat cafe where she is employed.

The story in Thursday's Brand telling of the lighting increase in Hereford's residential areas was misinterpreted by some who thought the story told about a RATE INCREASE in residential lighting. There will be no rate increase, just more illumination at the city's intersections.

Home owners who lost garbage barrels Halloween night can pick them up at the vacant lot at the corner of McKinley and Park avenue.

Austin Anson, executive secretary of the Texas Citrus and Vegetable Grower's association, was a business visitor in Hereford the past few days. Anson makes periodic trips to Hereford during the year.

Mrs. J. C. Daly broke her hip Wednesday afternoon when she slipped on the wet sidewalk at the home of her daughter, Mrs. Gladys Medkief. She was transferred to Northwest Texas hospital in Amarillo on Thursday afternoon from the Deaf Smith county hospital.

The Hereford Lions Club is planning to honor all Gold Star Mothers in the area at a regular meeting Wednesday, Nov. 7. All Gold Star Mothers are asked to submit their names. Anyone knowing of a Gold Star Mother is asked to get in touch with George McLean, Dr. M. C. Adams, Ray Cowsett or The Brand.

There will be a P-TA meeting Monday night at 7:30 in the high school auditorium. Gib Howard will be guest speaker for the program which is entitled "Freedom Through Discipline".

A new sound and color movie, "Mr. Shorthorn U.S.A.," will be presented in the county court room in Hereford at 8 p.m. Thursday evening, Nov. 8. The movie is being sponsored by Tom Draper and Wayne Evans.

Mr. and Mrs. Fred Kroll announce the birth of a son, David

(Continued on page 8)



THURSDAY NIGHT'S snowfall created a lot of problems for the less sure-footed of Hereford's citizens. Grady Morton, above, city employee, was out early Friday morning covering the pedestrian lanes of the streets with salt to prevent injuries. —Brand Staff Photo

Hereford FHA Observes Their "Week" Nov. 4-11

One hundred Hereford Future Homemakers of America began their observance of National FHA week on Saturday night, Nov. 3, with an informal initiation at the high school.

National FHA week is observed by FHA girls throughout the nation during the week of November 4-10. During the week, the clubs plan an activity a day which carries out the club goals.

A group of the local FHA girls will have charge of the school's daily radio program on Sunday morning at 8:30. Following the radio program each girl will go to the church of her choice. The girls will wear red and white ribbon corsages to designate them as FHA girls.

On Monday night, a group of

the girls will be in charge of a nursery in the home economics lab. P-TA members may leave their children with the girls while they attend the Monday's meeting.

Highlight of the week's activities will come Tuesday night when formal initiation services will be held at the high school auditorium. Officers of the club will be in charge of the services which are open to the public.

Plans for Wednesday include planting a red rose bush, the national FHA flower.

Thursday has been set aside by

Funeral Services For Friona Man Saturday Afternoon

Funeral services for R. G. Moore, fatally wounded in a gun accident in Friona Thursday morning, were held in Mineola Saturday afternoon.

Mr. Moore died Thursday morning several hours after he stumbled in a dark hallway in his home and fell against a shotgun, causing it to fire.

Full blast of the shot hit Mr. Moore in the stomach. He died at the Parmer county hospital.

His knee apparently hit the trigger of the gun, one of several which he had kept in the hall of his home. Since undergoing an eye operation two years ago, Mr. Moore had not gone hunting, but kept the guns in the hall to keep them from rusting.

Mr. Moore operated the Phillips 66 service station in Friona. He had lived there less than a year.

He was a Navy veteran and was a member of the Friona Lions club and the Methodist church.

Survivors include: his wife, Mrs. Evelyn Moore, and a daughter Gayle; Friona; his parents, Mr. and Mrs. J. H. Moore of Mineola; three sisters, Mrs. Horace C. Kendrick, Amarillo; Mrs. Joe Phillips, Mineola, and Mrs. Novelle Baker, Houston; and a brother, Jack Touchton, Houston.

the local organization as "Help At Home Day." During the day each girl will try to relieve her mother of some duty.

The weeks activities will close Friday when the group observes school activity day. During the day the girls will clean the trophy case and polish the school trophies.

School Board Outlines Construction Proposals

A point-by-point statement covering what will be asked of Hereford Rural School District taxpayers when they go to the polls on November 17 to vote on the \$950,000 school bond issue was released by the board of trustees following its meeting last Thursday.

Estimated cost of the building, the board's statement says, will be \$890,000 plus \$60,000 to be left for furnishing.

The new building will consist of approximately 56,000 square feet. The main body of the building and wings will be about 371 feet north and south and 248 feet east and west, allowing space for additional rooms when needed.

The building will have 30 rooms, counting gym and auditorium.

Included will be: 11 classrooms, physics lab, typing room, bookkeeping room, speech and visual aid room; a home economics department consisting of living room, foods laboratory, clothing laboratory, small office, storage room, and fitting room. Also included will be: a cafeteria with 180-pupil capacity, kitchen, dining room with necessary storage and serving facilities; Library (30x40), study hall (30x36) principal's office, waiting room, book room, superintendent's office, and superintendent's reception room.

Weather Saturday Holds Fate of Lettuce Crop

Saturday night's weather will decide if the remaining 150 acres of uncut lettuce in the county can be saved or not, one packer's spokesman told The Brand Saturday afternoon.

"It's hard to tell right now. If we have a cold night Saturday, I doubt if it can snap out of it," he said.

All the major lettuce packers are expected to put their crews into the field Sunday morning in

an attempt to cut the remaining crop.

Some of the stalks out in the field were still frozen clear to the heart as late as Saturday at 1 p.m., according to the packer contacted. Most of the crop is not thawed out yet.

No lettuce has been shipped out of Hereford for about four days, so there is no up-to-the-minute quotation on the market.

Price for the California industry, however, is at \$5 per crate.

The temperature Thursday night dipped to 10 degrees here, freezing the crop still out in the field solidly. Friday night's temperature was a comparatively warmer 30 degrees.

If the expected thaw continues through Saturday night, work can be undertaken by the special effort on Sunday.

Under normal conditions, the remaining 150 acres of lettuce would be cut within about 7 to 10 days.

The lettuce is the only crop in the county that the recent rain, sleet, and snow has hurt. Wheat farmers plan to go into the fields as soon as they are able to take advantage of the moisture, which has ranged all the way up to three inches in this area.

Annual Farm Bureau Meeting November 8

The annual meeting of the Deaf Smith County Farm Bureau will be held Thursday, Nov. 8 at 7:45 p.m. in the district court room, according to V. E. Dodson, president.

Purpose of the meeting will be to amend the charter, if desired, to elect more than the present quota of seven directors; name delegates to the state convention; and to suggest county and state resolutions.

An effort will be made to reach a recommendation on one or more of the following county-level problems:

Safety at the Main street crossing in Hereford;

Housing of transient labor;

Farmer co-operation in hiring of labor; and rural road improvement and paving.

The following state recommendations will be discussed: Economy in state and national government; Farm labor on a

state-wide basis; Social security for farm labor; a resolution on the parity price for grain sorghums; honesty in government at all levels.

A report of the nominating committee will be given. Follow-

Grand Jury Returns Three Indictments

Three indictments — one each against C. L. Brownlow, Mrs. Charlene Brownlow, and Neil Keith Crist — were returned on Wednesday, Oct. 31 by the grand jury of the July term of district court.

C. L. Brownlow was indicted for selling whiskey in a dry area "on or about October 10." Mrs. Charlene Brownlow was indicted for transporting whiskey in a dry area.

Neil Keith Crist was indicted for perjury before the grand jury on October 31. According to the indictment, Crist testified before the grand jury that he didn't buy two pints of whiskey from Mrs. Charlene Brownlow.

Bond for Crist was set at \$1000. He posted bond and was released on Friday.

The indictments against C. L. and H. Foster.

Brownlow and Mrs. Charlene Brownlow were transferred from district court to Deaf Smith county court by order of District Judge Harry B. Schultze dated October 31.

C. L. Brownlow was charged in county court on October 21 with selling liquor in a dry area. Mrs. Charlene Brownlow was charged in county court on October 21 with selling liquor in a dry area. Gene Brownlow was charged in county court for selling liquor on October 21 in a dry area.

At an examining trial for the three held on October 21, they pled not guilty and were released on \$1000 bond each. Trial date on the three charges filed October 21 was set for Wednesday, Nov. 14 by County Judge Leonard H. Foster.

JC Membership Drive Over; 23 More Sign Up

Twenty-three new members were welcomed into the Jaycees Wednesday night at a masquerade ball held in Hotel Jim Hill.

All the new members will work on the Jaycees annual Christmas program this year. Greenery for the decorations have been ordered. Candy, nuts, and fruit for the Christmas sacks were also ordered this week, according to Edgar Skypola, who is in charge of the program this year.

There will be prizes of \$25, \$15, and \$10 offered by the club for the three best decorated homes in Hereford this year.

Ben Childers Red Cross Fund Leader

Ben Childers was appointed chairman of the 1952 American Red Cross Fund Campaign on November 1 by Fred W. Baird, chairman of the Deaf Smith County Chapter of the American Red Cross.

Childers plans to announce the names of the divisional chairmen in the near future, he said. He is selecting co-workers with care, he explained, in order that the chapter may keep its good record of being one of the first counties to reach its goal each year.

Chairman Baird stated that the amount of the 1952 goal has not yet been set, but stressed that the budget had been figured as low as possible and at the same time allow for the continuation of services to the armed forces, disaster relief, civil defense, and home service in the community.

With the increased needs of services in veterans hospitals has been cut in order to keep the budget no larger than that of last year.



CHILDERS

tary club, a member of the Toastmasters, VFW, Masonic lodge, and is active in civic affairs.

Name Candidates For Chamber Director Posts

The annual Chamber of Commerce board of directors election will be conducted by mail during the month of November, according to Tom McFarland, secretary-manager.

Eight candidates were named by the current board at a meeting held last week. They are: W. L. Davis Sr., Ira Scott, Ray Downey, Ben Childers, Paul Harvey, Lloyd Sharp, N. D. Bartlett, and Jack Kirksey.

The terms of four of the eight members of the board will expire this year. Retiring directors are Wayne Edwards, Don Zimmerman, Bruce Wooddell, and Robert Veigel.

Ballots will be mailed to members by November 15, McFarland said. They are to be returned as soon as possible.

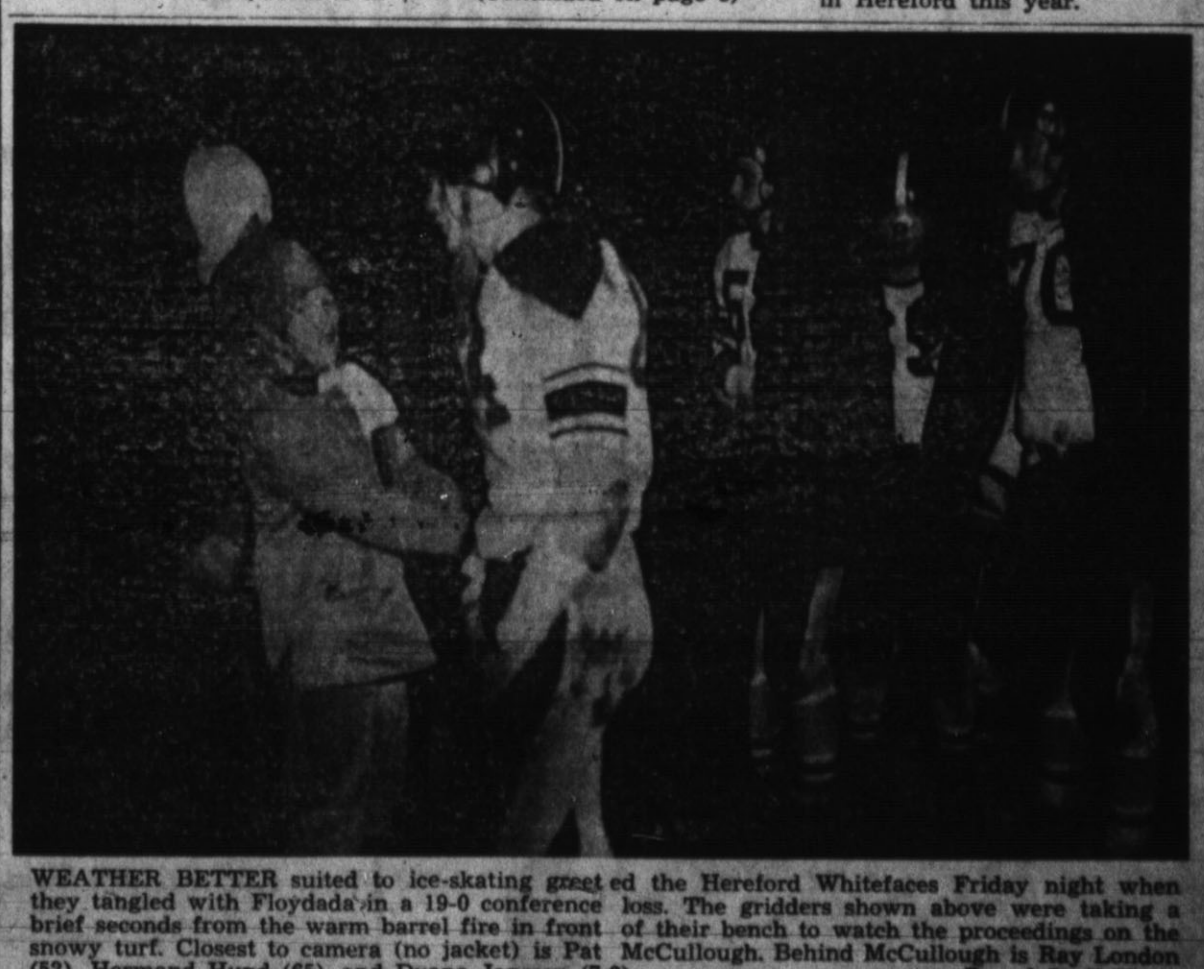
Plans call for an auditorium with a seating capacity of 900 persons and a gymnasium with an 800 seating capacity.

Aside from the above, the school plan includes approximately 340 feet of 12-foot corridor and 258 feet of 11-foot corridor. The building will be fire-

proof built of brick and tile similar to Shirley school.

Boiler and heating room is included in the building as are restrooms off the foyer of the building.

(Continued on page 8)



WEATHER BETTER suited to ice-skating greeted the Hereford Whitefaces Friday night when they tangled with Floydada in a 19-0 conference loss. The gridders shown above were taking a brief second from the warm barrel fire in front of their bench to watch the proceedings on the snowy turf. Closest to camera (no jacket) is Pat McCullough. Behind McCullough is Ray London (52), Hermand Hund (65), and Duane Janssen (72). —Brand Staff Photo

Tennessee 27 - North Carolina 0; Rutgers 13 - Fordham 7; Columbia 21 - Cornell 20; Georgia Tech 14 - Duke 14 (tie); Southern California 28 - Army 6; Kentucky 32 - Miami (Florida) 0; Holy Cross 34 - Colgate 6; Boston U 52 - New York U 6; Ohio State 3 - Northwestern 0; Iowa 20 - Minnesota 20 (tie); Illinois 7 - Michigan 0; Purdue 28 - Penn State 0; Alabama 16 - Georgia 14; Wisconsin 6 - Indiana 0; Mississippi State 10-Tulane 7; Oklahoma 33 - Ken. State 0; Kansas 27 - Nebraska 7; Texas 20 - Southern Methodist 13; Arkansas 33 - Texas A & M 21; Vanderbilt 19 - Chattanooga 14; Rice 21 - Pittsburgh 13; Texas Christian 20 - Baylor 7; Tulsa 35 - Oklahoma A & M 7; Virginia 39 - Citadel 0; Washington and Lee 60 - Virginia Poly 0; Dartmouth 14 - Yale 10; William and Mary 20 - Penn 12; Princeton 12 - Brown 0; Notre Dame 19 - Navy 0; South Dakota U 25 - Iowa State Teacher 7

Floydada Downs Herd In Conference Go, 19-0

Old Man Winter and the Floydada Whirlwinds joined forces here Friday night to trounce the Hereford Whitefaces in their first conference try, 19-0.

A surprisingly large crowd braved the sub-freezing temperatures to watch the Herd fall short in their bid to stem the on-rushing green and gray tide.

Friday night was a bitter night for anything but a warm fireside. Even the best of breaks—which Hereford never got—were overshadowed by the nipping cold.

Hereford was, as the score indicates, clearly outplayed. On paper, the Herd was expected to give the Whirlwinds quite a tussle.

The Whirlwinds, however,

showed contempt for "the dopsters" and proceeded to run their merry way with the pigskin under the arms of their very capable backfield men.

NO ACTION PICTURES!

No action pictures of the Floydada-Hereford game are available due to the bitter cold Friday night. The camera shutter was slowed down by the freezing weather, making it impossible to stop the motion of the players as the pictures were snapped.

Floydada had a decided edge over the Herd, piling up a total yardage of 276 on the ground

against Hereford's ineffectual 17 over the crusted terra firma.

Hereford moved only through the air, picking up 31 yards via tosses while the Whirlwinds were limited to nine yards.

One of Hereford's passes, a second quarter effort from Graham to Bill Kelly over the right end netted 23 yards. That was the only time the Herd looked like it still had its sights on the goal line.

Hereford went through the first half with a plus one yardage gained from scrimmage and 23 from the afore-mentioned aerial. They picked up only one first down, that on the pass from Graham to Kelly.

The Whirlwinds amassed 18 first downs as compared with the lone pair managed by the Whitefaces.

Floydada had the Herd baffled with their split line and the single wing and "T" running off that split line. The visitors had no great amount of trouble plunging through the Whiteface forward wall.

What the Herd couldn't pick up via running plays, it attempted to recover through the air, heaving 13 aerials with six completions for the 31 yard total. Floydada tried five, completing two.

Floydada brought with her some very crafty backs who showed the crowd some excellent running. Billie Carmichael, Whirlwind quarterback, ticked off a neat 49 yards around his right end. Hutchenson also showed his heels to Whiteface pursuers with a nice 45-yard runback of a kick-off during the encounter.

For the first few minutes of the game, both sides got off to a bad start with the ball juggling back and forth as first one side

and then the other hit the penalty flag.

Adrian Helms, who hit the Whiteface line from the right halfback slot, gave the home-standers trouble all night with his chugging and slicing.

Floydada hit paydirt for the first time halfway through the first quarter after recovering a Hereford fumble on the Whirlwind 25. It was Helms, Wilks, Carmichael, and McGuire all the way down the field until a 20-yard aerial from Carmichael found left half Hutchenson, who carried to the one where Helms hauled the mail for the six points.

The next blood drawn by Floydada flowed late in the second stanza after they became caretakers of the ball following a Hereford fumble on the Whirlwind 50.

Carmichael showed the field his heels on the next play with his 49-yard canter, halted by Bill Kelly on the one. Carmichael went over from the one on the next play.

In the second half, Hereford got the kickoff and failed to generate any yardage, booting to Floydada out of bounds on the green and gray's 25.

Hereford held the Whirlwinds, forcing them to kick, with the Herd putting the ball into play on the home 38.

Hereford got a first down on this series via the penalty route, with two five-yarders being assessed against the Floydada eleven. On the next play from the new series, Floydada took over the ball on their 50 thanks to a Herd muff.

Floydada marched from their 48 all the way down to the Whiteface 17 where the Herd stiffened and took over on downs. Making no headway, the Herd, burdened

Grandstand Gropings

By Kent Snare

Before the skating match last Friday night with Floydada, I gingerly felt my way out on the field and after a cursory examination of the turf, I arrived at the conclusion that both teams should receive laudatory plaudits for even putting in an appearance—any further comment as to the

by a holding penalty, had to boot out.

Hutchenson took the boot for 45 yards, bringing it to the Herd one. Carmichael carried over for the TD. Teague made the point goal, the first of the night.

The score was 19-0 and there it stayed.

There was no great excitement during the rest of the game as the two tired and cold ball clubs fought it out near the middle of the field, neither one getting inside the other's 35.

STATISTICS

H	F
2	16
17	276
31	9
48	285
13	5
3	2
6	3
6	4
50	90

HEREFORD STARTING LINE-UP

Dickson, le
Rose, lt
White, lg
McCullough, c
Fish, rg
Corbett, rt
Wilson, re
Graham, qb
Morton, lb
Dement, rh
Kelly, fb

just as the Nebraskans arrived in front of him. He raised up, blinked at the contrast presented by the aforesaid pair immediately before his eyes and after trying to shed the vision by vigorous head shaking and frowning, he put up a wail "Call the man, there's one on stilts." — Hereford's offense failed to materialize against the Whirlwinds and might even have created a problem similar to that of the proverbial coach, who was trying to install offensive strategy into his backfielders. He built up a theoretical 400 yard line situation and asked a fourth string quarterback what he would do in the situation. The sub, without hesitation, replied, "I'd slide down the bench about 8 feet so that I could see the play better." One of the more serious minded onlookers Friday, redfaced but innocent, remarked that in one department of play, Hereford far outshone Floydada and that was in the blocking of point after attempts.

Two Almost Overcome By Oxygen Shortage

Two people were almost overcome by lack of oxygen early Friday morning after all the oxygen in the room was burned up by an openfaced stove.

Mike Wilson, son of Mr. and Mrs. W. J. Wilson and Mrs. Bill Gillis both fainted from the lack of oxygen.

Mrs. Gillis managed to get Mike Wilson, who had spent the night in their home, to a bed before she fainted.

Mrs. Gillis hurt her leg and head when she fell. There were no other ill effects.

AUCTION SALE 62 Choice Head

Mon., Nov. 5th 1:30 P.M.

From NAZARETH: 6 mi. East, 3 South, then 1/2 East, or 14 mi. West of Tulia, then 3 South, 1 east.

Melton Sharp Owner

Kenneth Bozeman Auctioneer

Phone 2-5133, Lubbock

Board Member Resigns Post At Vet Meeting

Approximately 60 members of VFW and the American Legion attended a joint meeting of the group Tuesday night at the clubhouse in Veteran's park.

Joe Smith was guest speaker for the meeting. He discussed "Ancient Wars".

During the business session, Earl Wood resigned as chairman of the park board. An election to choose a new member for the board will be held within the next 30 days.

L. C. Thomas gave a financial report of the group and was presented with a Stetson hat for his services to the clubs.

READ THE CLASSIFIED

DUCK HUNTING SEASON OPEN

FRIDAY, NOV. 9th

LICENSE

DUCK STAMPS

GUNS

AMMUNITION

Landrum Hardware

THE FRIENDLY STORE

136 W. 3RD

PH. 704

Popular Store

DOLLAR DAY

Extra Special

GROUP OF LADIES COATS Size 8-40 **45⁰⁰**
 • All 100% Wool
 • Latest Fall Shades
 • Many with Zip-in linings
 • Red, Green, Grey, Wine, Navy
 • Reg. \$65.00 value

100% Virgin Wool SWEATERS Size 32 - 40 **3⁵⁰**
 Reg. 5.98 Slipover Cardigans

Group of Children's DRESSES Size 6 mos.-14 yrs. **25%**
 Reduced

Best Form GIRDLES Size 24 - 32 **2⁹⁸**
 Reg. to 7.95. White, pink.

Best Form BRAS Size 32 - 40 **1⁰⁰**
 Reg. to 1.65. Cotton, nylon

A Lovely Selection SKIRTS Size 10-18, Corduroy, flannel checks. **4⁰⁰**
 Reg. to 8.00

Child's PANTIES Cotton, rayon. Broken sizes. 3 For **1⁰⁰**

FIRST GROUP CASUAL SHOES **2⁹⁹**
 • Suedes
 • Leathers
 • All Fall Shades
 • All Sizes
 • All Nationally Adv. Reg. 5.50

SECOND GROUP SHOES **3⁹⁸**
 6.95 Val. All Sizes

THIRD GROUP CASUAL SHOES **1⁹⁸**
 Reg. 3.98 val. All Sizes

THE POPULAR STORE

Holstein Dairy Sale

LOCATION—7 Miles west of Hereford on Hiway No. 1058, then 2 miles north.

FRIDAY, NOV. 9th at 1:30 P. M.

Westway Club Ladies will Serve Coffee and Pie

40 Head away above average; 30 in heavy production. Several of the others may be fresh by sale date

- | | |
|--|---|
| 1 Black Holstein 3rd calf - 7 gal. Freshened 10-19-51. | 1 Guanah - 3rd calf - 7 gal. Freshened 9-13-51. |
| 1 Alberta Holstein 2nd calf - 10 gal. Freshened 10-3-51. | 1 Queen 1st calf - Freshened 11-1-51. |
| 1 Angel - 3 calf - 8 1/2 gal. Freshened 10-5-51. | 1 Rosie - 2nd calf - 7 gal. Freshened 9-27-51. |
| 1 Baldy - 4 calf - 9 gal. Freshened 9-16-51. | 1 Specks - 3rd calf - 7 gal. last yr. To freshen 12-4-51. |
| 1 Beauty - 4 calf - Freshen by 15th Dec. 1951 - 6 gal. | 1 Sallie - 2nd calf - 8 gal. Freshen 9-15-51. |
| 1 Blue Berry - 2nd calf - 7 gal. Freshened 9-3-51. | 1 Thelma - 2nd calf - 5 gal. Freshened 8-21-51. |
| 1 Brownie - 2nd calf - 9 gal. Freshened 9-25-51. | 1 Ula 1/2 Holstein, 1/2 Shorthorn - 4 1/2 gal. Freshened 9-14-51. |
| 1 Blondie - 3rd calf - 4 1/2 now. Freshened 5-25-51. | 1 White - 4th calf - 9 gal. Freshened 9-15-51. |
| 1 Cream - 1st calf - 6 gal. Freshened 8-10-51. | 1 Xie - 2nd calf - 6 gal. with 1st calf. Freshen in few days. |
| 1 Cotton Ball - 3rd calf - 6 1/2 gal. Freshened 9-19-51. | 1 Zack - 5th calf - 6 gal. Freshened 9-27-51. |
| 1 Chanie - 4th calf - 8 gal. Freshened 10-25-51. | 1 Polly - 2nd calf - 6 gal. Freshened 10-15-51. |
| 1 Daisy - 2nd calf - 5 gal. 7-28-51. | 1 Bessie Reg. cow - 3rd calf - 7 gal. Freshened 10-1-51. |
| 1 Elsie - 3rd calf - 7 gal. Freshened 10-28-51. | 1 Roberta - 2nd calf - 7 gal. Freshened 10-10-51. Twin calves. |
| 1 Joint - 4th calf - 10 gal. Freshen 15th Dec. | 1 Faithful - 2nd calf - 6 1/2 gal. Freshened 10-15-51. |
| 1 Hornes - 4th calf - 6 gal. Freshen by Dec. 15th. | 1 Lisie 2nd calf - 8 gal. Freshened 10-25-51. |
| 1 Ivy - 3rd calf - 10 gal. Fresh about 3 weeks. | Six Heavy Springers. |
| 1 Junior - 3rd calf - 8 gal. Freshen 10-10-51. | 30-10 gallon milks cans. |
| 1 Katy - 2nd calf - 4 gal. 7-4-51. | 2 Unit Univ. milking machine. |
| 1 Nigger - 6 yr. old - 8 gal. To freshen 12-12-51. | 1 Westinghouse 7-can Cooler. |
| 1 Peaches - 1/2 Holstein, 1/2 Ayrshire. 1st calf - 6 gal. Freshened 9-12-51. | |

T. B. and Bang papers furnished with each animal.

If any of you doubt the production of this herd, just come up here and help load these cans of milk while the snow is on the ground. Ken, Tom and Hugh

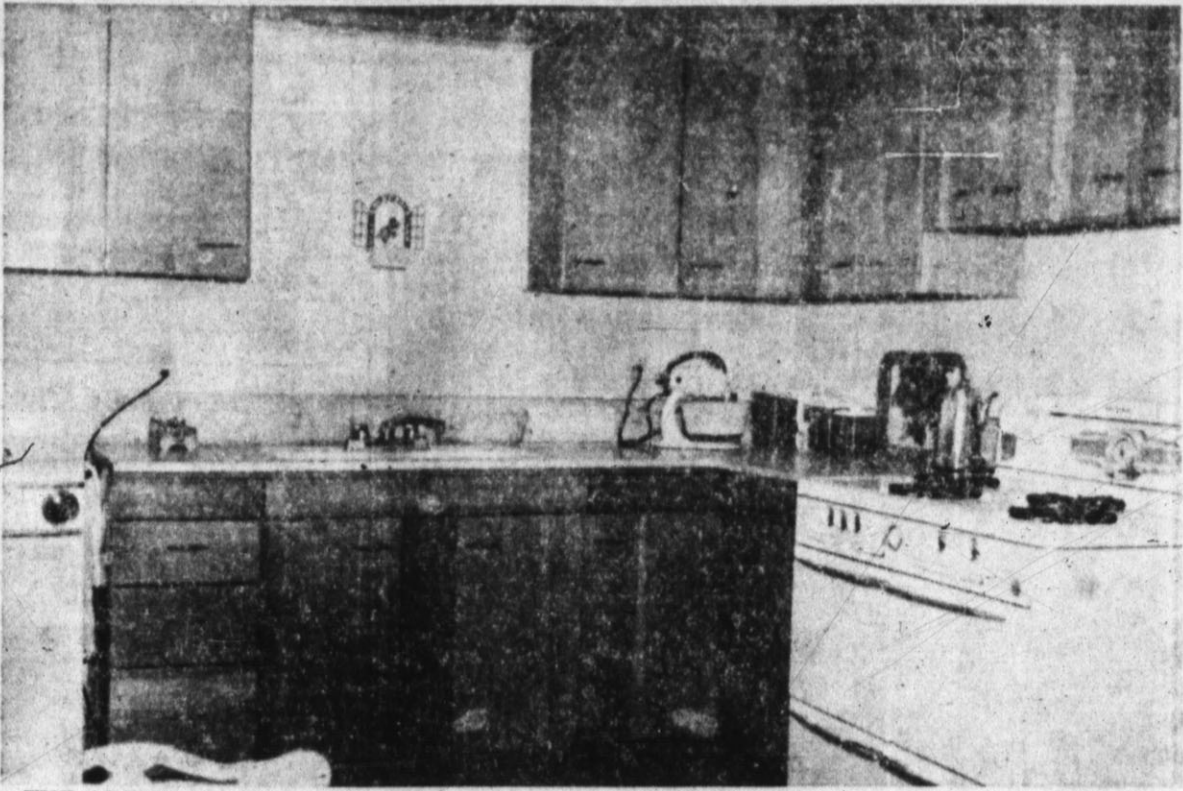
150 — TURKEYS — Get Your Thanksgiving Bird Here!

TERMS: CASH

M. G. CAYWOOD, OWNER

Kenneth Bozeman
Corky Bozeman
Auctioneers

Tom and Hugh
Clerks



THE ABOVE photo shows the kitchen of the Mrs. Neva Hastings residence in Dinmitt. Varnished brown cabinets add to the capacity of the large kitchen. —Brand Staff Photo

Dance Program Second Concert Feature Nov. 10



MISS MOORE

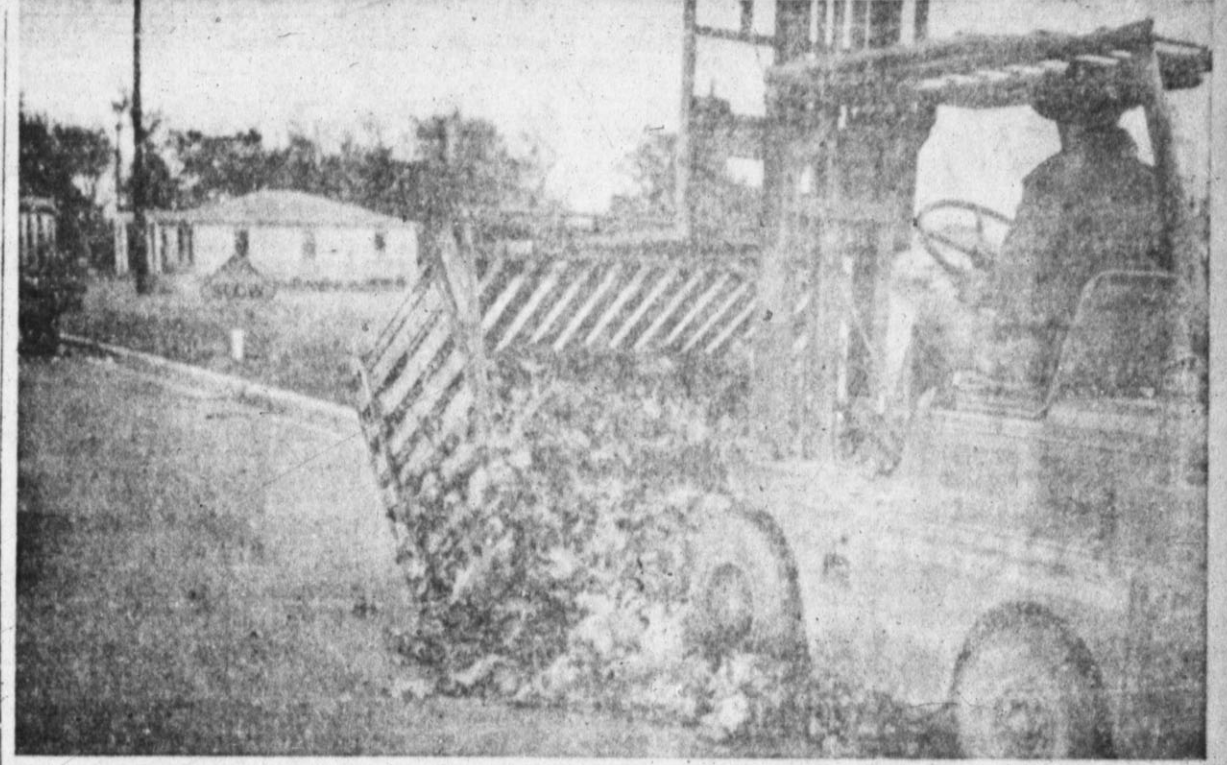
Lillian Moore, internationally famed American dancer, will ap-

pear at the Hereford high school auditorium on Saturday, Nov. 10 at 8 p.m.

She will present the second concert of the season for the Hereford Mutual Concert association.

Variety is the keynote of Miss Moore's program.

Her dance portraits are many and varied, ranging from a nervous little ballerina with a bad attack of stagefright to a nostalgic housewife who finds sentimental and amusing memories in an old packet of love letters, but at least once on a program Lillian Moore adds a number which is just pure dancing—a delicate Waltz from Chopin's Les Sylphides, or a rollicking Polka by Johann Strauss. Her career as one of the leading dancers of the Metropolitan Opera Ballet, guest artist with the Fokine Ballet, and prima ballerina of the Cincinnati Summer Opera, has given Lillian Moore the technique and experience to be able to satirize almost any kind of dancing with affectionate understanding, as well as to "dance it straight".



LETTUCE WAS scattered all over Harrison highway one day last week when one of the trailers hauling field crates lost its load. This photo shows a field loading tractor scooping up the mess.—Brand Staff Photo.

Slippery Walks Cause Three To Fall This Week

Fred Baird, Dorothy Ross and Evelyn Dye fell victims of slippery sidewalks Thursday and Friday.

Mrs. Ross was the first of the group to fall. She fell as she was leaving the courthouse at noon Thursday.

Fred Baird slipped as he started around the corner of Hotel Jim Hill Thursday afternoon after work. He claims that the worst part of it was that it happened on his birthday—the 62nd

one. Evelyn Dye slipped and fell as she started to work on Friday morning.

Mrs. J. E. Kirby was hostess for the Calliopean club session held in her home Thursday night. Miss Nell Spradley was in charge of the program.

Miss Spradley reviewed the book "The Little World of Don Camillo" by Gouvani Guoreschi, a story about a Catholic Priest who lived and worked in a village on the Po river.

She recommended the book for timely reading for the priest's difficulties with the Communists might be found any where. Highlights of the book are his talks with God, and his justification

for his harsh manner in dealing with the Communists.

The next meeting of the club will be cancelled in order that members may hear Evelyn Oppenheimer of Dallas in a review of "The Iron Mistress."

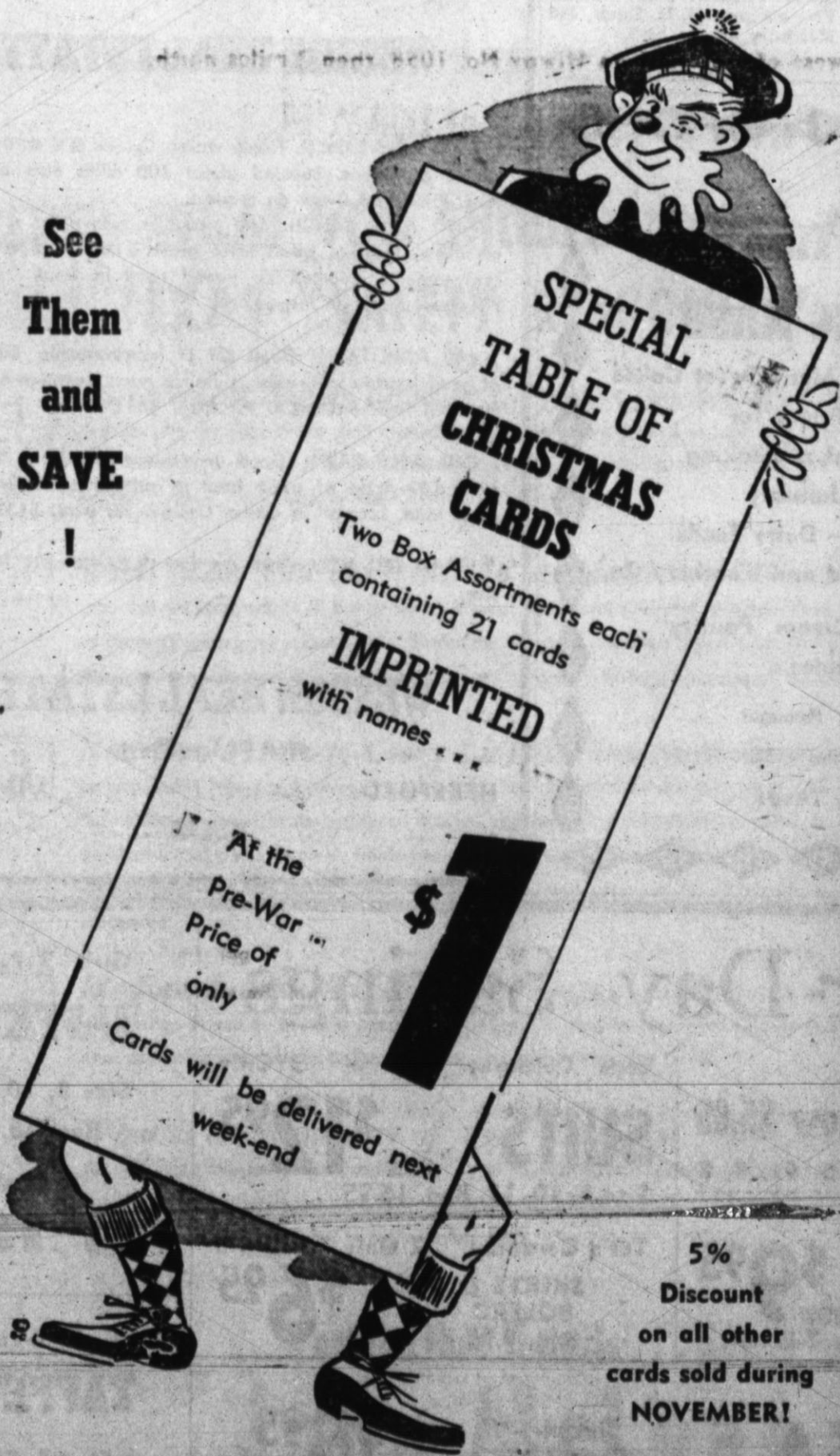
Those in attendance were: Mesdames Richard Barnard, B. F. Cain, J. T. Carroll, G. W. Edwards, Alton Fraser, J. T. Gilbreath Jr., Roy Grubbs, George McLean, N. E. Milburn, Carl Perrin, W. J. Messick, Miss Nell Spradley, and the hostess.

**READ THE
CLASSIFIED**

DOLLAR DAY

AND DOLLAR DAY ONLY

See
Them
and
SAVE
!



5%
Discount
on all other
cards sold during
NOVEMBER!

The Hereford Brand

1st Door South of Star Theatre

ALL SALE PRICES

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Values to \$79.95

Dollar Day
Only

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A Group of Children's Dresses

Dark Cotton
Sizes 7 to 14 1/2 PRICE

Values 7.95 thru 9.95

SKIRTS \$5⁰⁰

WESKITS
CORDUROY
VELVETEEN \$4⁰⁰

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LINGERIE GOWNS SLIPS BEDJACKETS

Values to \$8.95

\$4⁰⁰

These are numbers we
are closing out and will
make lovely gifts if you
are sure of the
size.

25 Early Arrivals in Fall Dresses

Values to 1/2 PRICE
49.95

THE *Vogue*

WANT ADS Phone 30-31

FREE Theatre Tickets To See



WEDNESDAY - THURSDAY
NOVEMBER 7 - 8

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

FOR SALE: 1000 used Records. Western Auto. 3rd & Main. B-1-9-19-2c

WE BUY SCRAP IRON AND METAL Hereford Wrecking Co. 709 E. 1st Phone 320 B-1-11-44-3c

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

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

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

WE BUY SCRAP IRON AND METAL Hereford Wrecking Co. 709 E. 1st Phone 320 B-1-11-44-3c

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

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

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

FOR SALE Colorado grown Balboa Rye. Recleaned, sacked and tagged. Also have Hairy Vetch seed. BRADLEY GRAIN CO. Phone 360 B-1-11-1/2-30-tfc

PRAIRIE HAY BRADLEY GRAIN CO. Box 889 Phone 360 B-1-11-9-tfc

FOR SALE: Young Colored 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

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 S-1-2-17-9-p

WE BUY SCRAP IRON AND METAL Hereford Wrecking Co. 709 E. 1st Phone 320 B-1-11-44-3c

FOR SALE: Wheatseed, Com-manche and Westar, 10 miles west 1/2 north. Paul Rudd. B-1-12-19-3p

FOR SALE: 15-thousand higar bundles Bob McQuigg. 10 miles North on Highway 51. B-1-14-18-2p

2. FOR SALE Farm Equipment

FOR SALE: 80 acres bundled Hegira. 40 acres of this is grain. Sell all in one lot. Field is 9 miles Southeast Dimmitt on Hiway. Elmer Scott, Hart, Tex. B-2-28-44-2p

HESTON MAIZE BARS I. H. C. 123 & 125 M. M. 14 ft. S. P. in stock. Available on order for other combines. FLOYD STIVERS Phone 930-J B-2-11-1/2-15-tfc

NEW & USED Heavy Duty Case Tandem Disc Jacobsen Bros. 137 N. Miles Hereford B-2-17-tfc

3. FOR SALE Automobiles

FOR SALE: 50 model Land Cruiser Studebaker. Radio and heater. Good shape. White sidewall tires. Low mileage. Earl Nipper, 606 Union, phone 154. B-3-23-19-2p

HEREFORD MOTOR CO. INC. 1949 Ford Tudor. Custom, 8 cyl. R/H. seat covers, really nice. 1949 Ford Custom Club Coupe. Fully equipped, clean, one owner car.

1949 Chevrolet 4 dr. sedan, good tires, good motor, lots of transportation for the money.

1947 Ford 4 dr. 8 cyl. R/H. sun visor. Lots of miles left in this one.

1941 Chevrolet Club Coupe. Practically new motor, exceptionally clean.

COMMERCIALS 1944 Dodge cab-over truck. 825 tires, 15-ft. grain bed with cattle racks, good condition, cheap.

Plenty of '40 & '41 models to choose from. Nice selection of new cars and pickups on hand. B-3-18-tfc

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

4. REAL ESTATE

FOR CASH LEASE: 480 acres with 3 irrigation wells All in cultivation. All subject to irrigation. Orpha Click, Phone 899-J. B-4-20-18-3p

FOR SALE: 5 room house, lot 70x188. Near Central School. 113 Lake. Phone 190-J. B-4-14-43-10-tfc

BARGAIN !! 327 acres, well improved, 8" irrigations wells, 160 tons ensilage, cattle, farm equipment, crop, etc. All goes. \$285.00 per acre.

LEE CONKLIN Office Ph. 728 - Res. Ph. 422-W 212 Main St. B-4-19-tfc

FOR SALE Irrigated 320 acres, 270 cul., small imp., 2 miles off paving REA, school bus, mail route, Price \$150 acre, 29% down, bal. good terms.

Nice irrigated 320 acres, 270 cul., 2-8" wells, 4 room house, barn 30x90 ft., 3 government granaries 18x32 ft., REA, school bus and mail route. Price \$250, good terms.

Irrigated 240 acres, 160 cul., 8" irrigation well, pump set at 90 ft., modern 4 room house, small tenant house, 3 car garage, grade A dairy barn, other imp. Price \$160 acre. Will consider trading for store building, apartment house, duplex or commercial lots.

Nice irrigated 40 acres all cul., 1 mile city limits, 8" well, barn, corral, pressure system. Price \$18,000.

Nice irrigated 50 acres all cul. Price \$15,000, down payment, \$5,000, bal. terms.

18 7/10 acres all cul., in permanent grass, 3 room modern house, 2 small barns, corals, other imp. Price \$10,750, has \$7,000 loan, payable \$294 a year, bal. cash.

Also modern 7 room and 2 room house in nice location. Price \$12,000, \$2,000 down or will take \$1,000 in trade. Bal. 4% loan.

Modern 2 bedroom brick home, garage attached. Price \$12,000, down payment \$3,000 bal. 4% loan. Will consider trading for trailer house, Have houses to move.

J. M. Hamby Real Estate South of Courthouse Phone 701 B-4-6-43-4p

Good business building on Main street to trade for land. Prefer dry land. Short section with 2 irrigation wells and new 3 bed room home. Over 400 acres under irrigation. Other improvements. \$175.00 acre.

A very nice well located brick home priced right with terms. 250 acres on highway, some fair grass. \$85.00 acre. Would like more listings. We have buyers coming in now and would appreciate your listing. ALDERSON & RIDGWAY B-4-44-4c

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

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

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

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

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

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

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FOR SALE: Small sheetiron building on lot East of Miller Oliver Co. Jack Bradley. Phone 380. B-4-16-44-tfc

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

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-tfc

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

5. FOR RENT

FOR RENT: Furnished apartment. F. H. Dbertheir. Phone 226. S-5-8-19-1k

FOR RENT: Modern three room apartment with private bath. 608 East 3rd. S-5-12-19-1k

FOR RENT: Four room house, on pavement, near schools. Call J. M. Hamby. Phone 701. S-5-14-19-1c

FOR RENT: 3 room furnished house. Phone 957-W B-5-8-19-2k

FOR RENT: 3 room modern furnished apartment. Adults only. 603 Jackson. Call 217-W B-5-13-19-2k

FOR RENT I have merged 2 apartments to make 1 large 4 room one. 2 screen porches, 1 car garage, nice bath, refrigeration, perfect privacy, good cook stove and heater, street and alley entrances. Room for large family of 6 or more. Tenant to furnish own beds. Best offer in town. Priced right! Bills paid. M. M. Beavers, 407 Ross. Phone 270-J. B-5-19-2c

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

WANT TO RENT: A farm in Hereford vicinity. 320 acres or more. Young man with plenty of experience and late model equipment. Good references. Write Benton Berry, Wellington, Texas. B-6-29-18-2c

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

FOR RENT: Two furnished rooms 121 Catalpa. Phone 563-W B-5-9-44-4p

FOR RENT: Desirable furnished apartment for couple. Frigidaire. Adults only. Bills paid. 514 Union. B-5-14-44-2k

FOR RENT: Furnished bedroom to a man. 304 McKinley. B-5-9-44-3k

FOR RENT: Two bedroom house Unfurnished. Phone 1315-W B-5-9-44-2p

FOR RENT: Garage bedroom right East of Courthouse. Phone 544-W. Mrs. Claude Higgins. B-5-13-44-2p

WANTED: Ironing to do. \$1.00 per dozen. Mrs. Moffitt, phone 496-M. 13th and J. B-6-12-44-2p

WANT LADY 45 or 50 yrs. old to travel and care for baby and do housework for couple. Call 1722. B-6-20-44-2k

WILL RENT up to section of land with around 200 cultivation, under irrigation. For cash, crop or purchase option. Phone 1272-W. B-6-21-18-6p

WANTED TO BUY: One half section to section. Either irrigated or in shallow water district. Box 263. B-6-18-18-tfc

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

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

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

8. HELP WANTED

WANTED: Maid for hotel work. Apply Hotel Jim Hill. B-8-9-44-2c

WANTED: Girl for Fountain Work. See Elton Malone. Hereford Creamery. B-8-10-43-tfc

9. Situations Wanted

WANTED: Children 1 1/2 years to 5 to keep in my home. Phone 80J or 114 Fuller. B-9-16-18-3k

10. NOTICE

WILL HIRE OUT International 2-ton, 1946 truck. See J. W. Ward, Hereford Bakery. B-11-12-44-2p

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

11. Business Services

COMPLETE EARTH MOVING SERVICE Land Leveling - Grading - Scraper and Bulldozer Work - Deep Plowing Subsoiling - Terracing Complete Crane Service WALLACE & BYRD Phones 1657-W T-11-19-tfc

GOLD STAMPING SERVICE Visiting Cards, Wedding and Tea Invitations. FRANCIS PRINTING CO. Next door to City Shoe Shop Phone 1303 B-11-2-18-3p

UPHOLSTER AND SAVE. Don't give old furniture away. Repair, restyle as you wish in latest fabrics and plastics. Free estimate. J. H. Hinds, 310 McKinley. Phone 1097. B-11-27-8-tfc



SHIRLEY SUMNER is working at Caves as a part of her distributive education training.—Brand Staff Photo.

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

K P A N NEWS 7:15 — World — LBS 8:00 — Hereford, Texas 9:00 — World 12:00 — Texas 12:05 — Commentary 1:30 — Regional & World 5:30 — John T. Flynn Commentary — LBS 5:45 — Sports B-11-18-4c

DOLLS REPAIRED, Dressed, Have Shoes, Hats, Wigs, Doll Hospital. Canyon Texas. Box 191. 2007 8th. Ave. Phone 198W B-11-18-44-16c

13. Lost & Found FOUND: A truck tire and wheel. Norbert Skypola, Rt. 4 Hereford. B-13-10-19-3p

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

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

WESSON REAL ESTATE

6000 ACRE RANCH: Plenty water. Carries 600 cattle. Good winter conditions. Located about 100 miles east of Hereford. Price and terms on request.

3000 ACRE RANCH: 600 acres in cultivation. 1 section on draw, balance good level grass land. 2 good sets of improvements. Located on paved road in Deaf Smith Co. Price and terms on request.

640 ACRE FARM: Good set of improvements. 600 acres of good land in cultivation, balance grass. Location on pavement, in Deaf Smith Co. Per acre, \$65.00.

340 ACRE FARM: Good improvements. Good irrigation well. 140 acres of good land in cultivation, balance fine grass land. Located in Castro County. Per acre, \$132.50.

LET US TELL YOU about our fine John Hancock loan service.

WESSON REAL ESTATE

West Of Courthouse
HEREFORD TEXAS DIMMITT

Now Is the Time For MERIT EGG MASH

We're Booking 20% Merit Sweet Cakes

Check Our Prices for 20% Sweet Cakes Booking Through January

Poultry Feeds — Dairy Feeds

West Texas Feed, Seed and Hatchery Co.

We Buy Eggs, Cream, Poultry and Hides

Jack Wright, Manager
HOME OF "MERIT" FEEDS
Hereford, Texas

Dollar Day Savings

Boys' Corduroy 5 Only JACKETS now \$5.95 Reg. 7.95 val. Size 5, 6, 6x, 8, 8

Girls' Corduroy 3 Only SUITS \$12.95 NOW \$13.95 Size 8, 10, 12. Reg. 16.95

3 Only Girls' Corduroy SKIRTS & WESKITS \$9.95 NOW \$6.95 Reg. \$12.95 Size 7-8-10

Girls' Corduroy 2 Only - Size 4-6 SKIRTS & BOLERO \$6.95 EACH Reg. 9.95

Girls' 2-Pc. TAFFETA Size 4-5 Reg. 7.95 \$5.95

Girls' 3 Piece TAFFETA Size 8, 10, 12 Reg. 18.95 \$13.95 NOW

Girls' 2-Piece TAFFETA Size 4, 5, 6 Reg. 9.95 \$6.95 NOW

The Village Sport Shop

515 Park Ave. Phone 1735



By JIMMIE GILLENTE

The way some men turn out, you would think they had sown their wild oats, harvested the crop—and established a fortune on the proceeds.

Actually, folks, the time has come when we must settle down and do some serious thinking about the way things are going in Washington. Right now the only real hope for delivery from the nation's most serious crisis is for Gen. Eisenhower to make the race. I would like to see him run on the Democratic ticket and take office with the present majorities in the Senate and House of Representatives. He will need every possible bit of assistance to straighten things out. Certainly the petty graft, back-biting and undermining of high officials must stop. Things are so bad today that parties and party alliances are strictly a secondary issue. Eisenhower is probably the only man in the United States who demands sufficient respect to return our government to a stable basis.

Both sides have yelled "Wolf" so long that the people are confused. They don't know who to believe. Eisenhower is the one man in the nation who might get us back on an even keel.

Lawrence Hagy spoke to the Rotary Club here last week and reviewed his visits with Eisenhower in Europe recently. He thinks Eisenhower has accomplished an impossible job over there. He said the General is astute and shrewd. He said no

square tables or desks are to be found in the conference rooms where representatives from the different countries meet. General Eisenhower told him this was in order to keep different sides from lining up "across the tables." It has led to reasonable discussion of events "around the tables". Most important, though, it got the job done—and it indicates a tendency which this country needs in the Whitehouse.

Mr. Hagy made a wonderful talk. Unbiased and straight from the shoulder. I was most interested in his statement that General Eisenhower wanted, after the war, to get a small ranch in Texas and retire. That is his dream, but it has been postponed because of pressure from friends who believe the country still needs him. I doubt if he will ever realize the ambition. I think he will run for President in 1952. I sincerely believe he is the only man alive who can pull this country back into shape. Certainly not Taft, and surely we have seen enough of Truman.

Meanwhile, we have a still serious problem at home this month. Everyone should be thinking fairly and honestly in regard to the school bond election Nov. 17. Several of the School Board members feel that the near-million dollar bond issue is an absolute necessity; that we have no choice if we continue to educate our children. From the talk I have heard, the bond election will be close. It might pass, and it might not. Every voter

should investigate the situation carefully. Furthermore, the situation is greater than any personality, any "like" or "dislike". Our boys and girls are the ones who will pay for any mistakes we make—and this should always be foremost in our minds. Most of us are familiar with the Board recommendations, and they are most important. We elected these folks because we had confidence in their ability and their integrity. They are working hard, without pay, and they are doing the best they know and are able. The bond issue, however, is up to us. This is provided through our laws, and we owe it to everyone concerned to carefully study the situation—and to vote. Be thinking it over.

When parents begin to think kids are sillier than when they were young someone is getting old, and it isn't the kids.

Several of the lettuce people have been kind enough to say a nice word for the Thursday column. Three, at least, said it hit the nail right on the head. One man says, however, that the important factor of the community payroll was overlooked. It is important, too; around \$225,000 was paid to lettuce workers in Hereford this year, practically all of it during October. Lots of this money left and is leaving the community, but lots of it is also remaining in local trade channels. Groceries, gasoline, tires and dry goods have done the largest business from the harvest season. The sale of overshoes alone has been a big item, maybe \$1,500. Amarillo package stores, they say, have also prospered from the lettuce harvest, along with Amarillo retail firms.

A few of the less timid keep bringing this question up from time to time. I think that Hereford will continue to remain "dry" for a long, long time. Probably always. This is because the people want a dry town. Even in the hey-day of the Old West Hereford had a saloon only a few months. Mass meetings

NORTHWEST HEREFORD NEWS

Two Inches of Snow Fell in Area In Thursday's Taste of Winter

By Mrs. R. C. Childers

An inch and a half of moisture was received in this vicinity during the rainy spell we have had this week. The coldest temperature observed was 12 degrees above at about 5:30 a.m. Friday. About two inches of snow fell Thursday night. The roads were very slick early Friday morning.

The school bus did not run Friday morning in this vicinity. Joe Smith is the driver of the bus which serves this community.

A costume Hallowe'en Party was held in the home of Mr. and Mrs. Fred Inman Monday night for the young folk of this community. Games and Hallowe'en stunts were enjoyed by the group. Those attending were Sue, Jan, Carolyn and Robert Cooke; Patsy Childers, Kenneth DeHart, Charles Hardman; Patsy, Clarence and Buckie Caywood; Lyla Gayle and Larry Rickman, Sheila and Sherron Owens, Dickie Bob Mason, Cletta Betson, J. C. and Roger Malone, Mr. and Mrs. Woodroe Inman, Mrs. Malone, two Batterman boys and the hostess and family.

A delegation of young folk from the Avenue Baptist church had a Hallowe'en party in the R. C. Childers granary Friday night. Mr. and Mrs. T. B. Cox and

and public opinion soon drove the dealers out. The same thing would happen again, only in a more pronounced manner. Hereford would go dry by a 90 percent margin. Even the drinking people would vote dry, a big percentage of them at least. I don't know of a dryer thinking town anywhere in the United States. A prohibition election would be a big, big mistake. It would cause hard feelings and community strife. It would retard the growth of the town 25 years. The people want a dry town "period". At least, that's how things look from here.

Mr. and Mrs. Fred Wolfington were sponsors for the group. Elaine Cox, Verdell Pitts, and Weldon Stephins sponsored the decoration of the granary.

Patsy Childers attended the sophomore party in the Central school Friday night. It was a costume party with each one dressing as some character or myth.

Sponsors for this party were Mr. Frank Jones and Mrs. Charlott Calvert.

Mr. and Mrs. John Johnson and daughter Mary of Pampa spent Hallowe'en in the home of Mr. and Mrs. R. C. Childers. Mr. Johnson is Mrs. Childers' brother.

A called meeting of the scrap book committee was held in the home of Mrs. C. S. Barclay Wednesday afternoon. Members of the committee are Mrs. Earl DeHart, Mrs. R. N. Cooke, and Mrs. Barclay. The committee completed the scrap book for the Cultural Home Demonstration which is to be turned in to the judging committee for judging Saturday, Nov. 3 at the annual reporters meeting at the county court room at 2:30. Mrs. Ed Cox is county chairman.

Mrs. R. C. Childers and Raymond Jr. attended the first concert of the year, at the high school auditorium Friday night. William Maseelos entertained with a group of numbers from Chopin, Brahms, Gomisdas and other famous composers.

The Santa Fe women artists exhibited a group of pictures of the impressions of the Chopin Prelude. These pictures were reviewed at a 20-minute intermission during the program. Members of this vicinity who

are taking the tailoring course met in regular session Friday afternoon in the rear of Yancy's Sewing center. A lesson on pattern-making, pressing darts, and the proper way to make an outside dart was given by Mrs. Argen Draper. Members attending were Mrs. P. S. Corbett, Mrs. R. C. Childers, Mrs. Edgar Telechik, Mrs. Earl DeHart, Mrs. R. N. Cooke, and Mrs. Yancy.

Mr. and Mrs. C. S. Barclay and son Larry, Mrs. R. C. Childers and Patsy spent Saturday in Amarillo shopping and visiting in the H. Barclay home.

Sue

Sunday school group with a Hallowe'en party in the dairy barn on the Cooke farm Friday night.

Jeannie Palmer daughter of Mr. and Mrs. Raymond Palmer of House, N. M., formerly of this community, was a visitor in the Hereford high school Friday.

Mrs. Curtis Barclay and Mrs. R. C. Childers were callers in the homes of Mrs. Fred Wolfington, Mrs. Charlie Hodges, Mr. and Mrs. Paul S. Corbett, and Mr. and Mrs. Earl DeHart Sunday afternoon.

Mr. and Mrs. Wayne Johnson spent the week-end touring parts of the R. N. Cooke family home

been attending 7 a.m. Church services each morning this week.

Mr. and Mrs. John Hunter and children Marie, Stella, Howard and Evelyn are new residents of this community. They have moved into the rent house on the Paul Corbett farm. Mr. Hunter may work for Mr. Corbett.

turned this week from a trip through the Dakotas and points north.

Mrs. Renfro was a caller in the R. C. Childers home Wednesday afternoon. Other callers in the Childers home Wednesday were Wayne Johnson, Leroy Packard and Robert Kerschen.

GIFTS GALORE at the City Drug

Come to Hereford

DOLLAR DAY

and Visit Our Fountain for Super Serviced Real Coffee!

CITY DRUG

CAMERA Headquarters

YOU'LL ALWAYS FIND

GIFTS GALORE

at the City DRUG STORE

Dub's Dollar Day Specials

25 Doz.

Dress Socks

Reg. 55c

3 pr \$1.00

Light Weight

Sport Jacket

Reg. 10.95 Now

\$5.00



Genuine Goat Skin Field & Stream

Leather WINDBREAKERS

Save Dollar Day at

Reg \$47.50

now \$40.00

all sizes

Western 3 Button Sleeve Shirts reg \$6.00 now \$4.95

One Table Reg. \$9.95 WORK SHOES \$5.00

One Table Reg. \$10.95 DRESS SHOES \$5.00

Dub's Man's Shop

A Message of Importance To Every Automobile Driver In The State of Texas

HERE'S WHAT YOU SHOULD KNOW ABOUT THE NEW TEXAS "SAFETY RESPONSIBILITY LAW"

- 1 Enforcement Begins January 1, 1952.** On this date, the new Safety Responsibility Law, as passed by the Legislature, goes into effect. This law was designed to protect you against financially irresponsible drivers and owners of motor vehicles involved in accidents. It affects all drivers and motor vehicle owners (except Federal, State, County and City-owned cars).
- 2 What Must You Do After An Accident?** Under existing laws, you must file a written report to the Department of Public Safety if your car is involved in an accident where there is a death, an injury or property damage in excess of \$25. Under the new law, a written report must be filed *within ten days* if your car is in an accident resulting in death, injury or property damage in excess of \$100.
- 3 You Don't Have to Carry Liability Insurance, But . . .** If you are not insured against bodily injury and property damage liability, you must be able to deposit with the Department of Public Safety security equal to the estimated damage, not exceeding \$15,000.00, to cover all claims growing out of an accident anywhere in Texas in which you or your motor vehicle were involved. If you cannot establish financial responsibility for the future, your driver's license and your motor vehicle license plates are automatically suspended.
- 4 It's Easy to Establish Financial Responsibility** with a motor vehicle liability insurance policy. If you do not now have such a policy, call your local insurance agent today. He is a qualified insurance counselor who will be happy to advise you concerning your needs.
- 5 What is the Minimum of Your Liability?** The law permits each driver to establish the following minimum limits of liability: up to \$5,000.00 for injuries sustained by one person; up to \$10,000.00 for all personal injuries resulting from one accident, and up to \$5,000.00 for property damage. You do not have to establish such liability but it is the easiest way.

For Further Details . . . See

John McLean Insurance Agency

WE HAVE EVERY FACILITY TO COMPLY WITH THE LAW

Texas is Among "Billion Dollar Farm Income"

Texas was among six Mid-American states to make the "billion dollar farm income" club in 1950, according to a survey made public by Capper's Farmer. Texas farmers received \$1,993,263,000 in cash farm income last year, including \$806,100,000 from livestock and livestock products and \$1,187,163,000 from crops, says the survey, based on U. S. Department of Agriculture statistics.

The nationally-circulated farm magazine reports that the five other states in the billion dollar farm cash income bracket were: Iowa, with \$2,058,101,000; Illinois, \$1,720,080,000; Minnesota, \$1,164,558,000; Missouri, \$1,009,281,000; Kansas, \$1,000,790,000. Total U. S. cash farm income was \$27,920,746,000, comprising \$15,598,222,000 from livestock and \$12,322,524,000 from crops.



THE FHA QUINTET is shown above as they practice for their Sunday morning radio program over station KPAN at 8:30. The radio program is part of the Hereford FHA girls' observance of National FHA week. The girls are from left: Myra Jo Sowell, pianist; Sue Savage, soprano; Georgia Lewis, soprano; Nan Langbottom, alto; and Pat Jackson, soprano. Nancy Patterson also sings with group but was not available for the picture.—Brand Staff Photo.

Hallowe'en Party Given By Small Fry

Gene Sparks and Cynthia Leasure were two small hosts for a Hallowe'en party Saturday afternoon at the C. E. Leasure Jr. home. Hallowe'en party hats were presented each little guest to complete their costumes and "tricks or treats" in the immediate neighborhood, created some brief fun. Hallowe'en games were played and appropriate records were enjoyed.

Those attending were: Janice Thompson, Susan Hopson, Sheryl Edmonson, Gary Goodin, Gregory Herring, Douglas Watson, Charles Ray Dones, Andrea Bivins, Ronnie and David Wagner,

Doris Ruth Smith and the little hosts and their mothers, Mrs. C. E. Leasure Jr. and Mrs. Eugene Sparks. Others attending were Mesdames; Dean Herring, Lester Wagner, Calvin Goodin and Jack Bivins.

Research Foundation Gets \$100 Donation From California

The recently-organized Deaf Smith County Research Foundation is attracting attention from as far away as Hollywood. Concrete evidence of that interest came Monday in a check for \$100 from Theodora Lynch Getty as a gift to promote work of the foundation. "I am sincerely interested in development health-wise of that

The Sunday Brand, Hereford, Texas, Sunday, November 4, 1951
wonderful community of Hereford," Mrs. Getty wrote to Byrle Elliston, Hereford realtor. Hoff, Sherry Kendall, Linda Edwards, Judy Bradley, Necla Gilliland, Susan Ford, Susie Woodford, and Jan Susan Reese.

As Theodora Lynch, the comely singer head the firm of Theodora Lynch and Associates, distributors of Hereford water in the western states. She is the wife of millionaire oilman J. Paul Getty. The Gettys own a farm southwest of Hereford, and she has visited her several times.

Blossom Bluebirds Study Folk Dancing

The Blossom Bluebirds met Friday afternoon at the Camp Fire hut for a lesson in folk dancing by Mrs. C. C. Rockwell. Those attending were: Mary Beth Gilliland, Brenda Beasley, Cherry Baker, Mary Ray Downey, Beverley Ann Boyer, Sara Gillentine, Judy Fowlkes, Judy

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Only Frigidaire Food Freezers give you all these features!

- Meter-Miser mechanism keeps freezer zero-cold on minimum of current. Has 5-year warranty.
- Storage Baskets slide back and forth, provide convenient arrangement. Easily removed.
- Sealed-tight, all-steel cabinet, styled by Raymond Loewy. Extra thick fibrous glass insulation.
- Counter-balanced top with automatic interior light. A finger tip will lift it. Built-in lock.

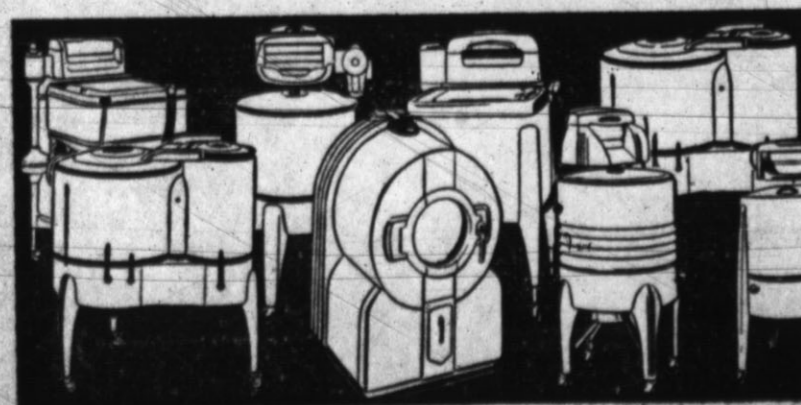
Here's the ideal food freezer for the average-size home. Built and equipped by Frigidaire—world famous for low temperature refrigerating equipment. Here you'll get greater operating economy, greater dependability. See this new Frigidaire Food Freezer soon!

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See Our Large Stock of
USED WASHERS, RANGES
and REFRIGERATORS
Every Item Tested and Guaranteed



L. V. WATTS, a distributive education student, is working at the Hereford Furniture store as part of the distributive education program. He is a junior in Hereford high school.—Brand Staff Photo.

Farm income for 1951 is likely to set an all-time high of \$35 billion, or \$7 billion above last year's level, the magazine estimates.

Read The Want Ads

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MOTHER'S DAY • FATHER'S DAY • WEDDINGS
ANNIVERSARIES • GRADUATIONS • BIRTHDAYS
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NEW 1952 MODEL
ZENITH CONSOLES
Six Models to Choose from

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USE OUR LAY-AWAY PLAN
EASY TERMS

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Monday, Nov. 5th is DOLLAR DAY At the Little Fashion Shop

Group
Early Fall
DRESSES
Crepe Worsted Gabardine-Corduroy
Both Jr. and Reg. Sizes

Values to 17.95 **\$10⁰⁰**

One Group

Values to 29.95 **\$15⁰⁰**

<p>Group HOSE Value \$1.95 \$1⁰⁰</p>	<p>Group BRAS Value 2.95 Swirl Type \$2⁰⁰</p>
<p>Small Group SWEATERS \$3⁰⁰</p>	<p><i>The Little</i> fashion shop "Smart Clothes for Smart Women"</p>



ONE OF THE PROJECTS of the Hereford FHA girls is cleaning out the trophy case at Hereford high school. Some of the girls are shown polishing four of the many trophies on display there. They are, from left: Treva Smith, Mary Durham, Melrose Whitfield, and Gail Biggers. —Brand Staff Photo

Bippus HD Club Met Wednesday At Fortenberry's

The Bippus Home Demonstration club met in the home of Christine Fortenberry on Wednesday afternoon.

Mrs. Julian Perrin gave a demonstration on tailoring and hats. The next meeting will be in the home of Mrs. Julian Perrin on November 14 at 2:30 p.m.

Members attending were: C. F. Rickels, Julian Perrin, C. F. Homfield, C. R. Higgins and Christine Fortenberry.

course includes a scientific evaluation of his aptitude and inclination for following a particular vocation and career.

Extension Notes

By Hugh Clearman
County Agent

Lettuce may have been ruined by the cold weather but the rains have brought smiles to the faces of wheat farmers. Wheat growers are expecting to seed a lot of acreage as soon as they can get in the fields. Some of the fellows in Vega said they had gotten more than three inches of rain since this rainy season started a few days ago.

Mr. Hutchinson, Mr. May, and Mr. Sorenson from College Station were in this week to talk research on vegetables. Finances and personnel may be the main limiting factors in a re-

search program for this area.

Olen Caviness, who bred the \$87,500 bull sold at the recent Boco Grand dispersion sale, has bought some heifers from Mr. H. C. Baird and Renfro Brothers to mate to the sire of this bull.

Part of the heifers he got from Mr. Baird were from the herd of Mr. Bob Campbell of Wildorado.

A new supervisor is to be elected in subdivision three of the Tierra Blanca Soil Conservation district. The election is to be held on November 17 at 2 p.m. at the new Walcott school.

Mr. Phillips Miller has been the supervisor in that area and you fellows who live out there should be thinking about who you want to serve you during the next five years.

Marketing Quotas Off 1952 Cotton Crop: Brannan

"There will be no marketing quotas on upland or extra long staple cotton in 1952," according to Faust Collier, administrative secretary of the Deaf Smith county PMA office.

Collier based his statement on an announcement released this week by Charles Brannan, secretary of agriculture.

Commenting on the announcement, Secretary Brannan said: "Although cotton producers responded admirably to the Department's request for increased cotton production in 1951, we currently find ourselves notably

considerably short of a 'quota position' on cotton but also with a potential carry-over considerably below a desirable level for these times. The situation is clearly not one that calls for either marketing quotas or acreage allotments."

Under provisions of the Agricultural Adjustment Act of 1938, as amended; the Secretary is required to proclaim a national marketing quota by October 15 whenever he determines that the total supply of cotton for marketing year which begins in that calendar year will exceed the

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

Collehon's Move, Sell Some of Grocery Stores

Elmer Collehon, owner of Cashway stores in Hereford, Dimmitt, Friona, Muleshoe, Earth and Olton, has announced the purchase of ranching interests in Colorado.

Collehon has sold his stores in Dimmitt, Olton, Friona and Cashway No. 2 in Hereford and has turned the other stores over to employees to manage.

Cashway No. 1 in Hereford will be managed by Helen Smith, Liburn Hamilton and Roy Brittain. The Muleshoe store will be managed by T. L. White and Earth's store will be managed by Ogle Lorange.

Cashway No. 2 in Hereford sold to John L. Thomas. The Cashway stores in Dimmitt and Olton were purchased by T. R. White and C. W. (Wimpy) Walker. Friona's Cashway store was bought by C. O. Houser.

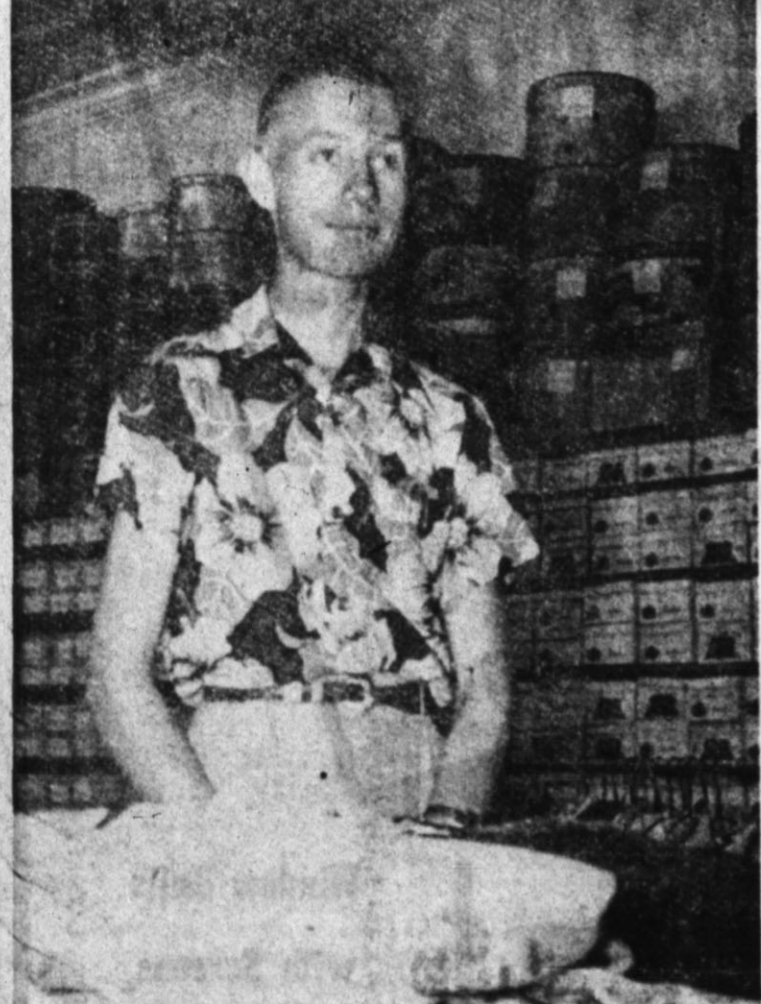
Pvt. Wilhelm Completes AF Basic Training



Pvt. Harry F. Wilhelm, age 19, son of Mr. and Mrs. Frank L. Wilhelm of Hereford is completing his AF basic airmen indoctrination course at Lackland Air Force Base, the "Gateway to the Air Force."

Lackland, situated near San Antonio, is the world's largest air force base, site of Air Force basic training, for men and women, headquarters of the Human Resource Research Center, and home of AF's Officer Candidate School.

His basic training is preparing him for entrance into Air Force technical training and for assignment in specialized work. The



LEATON CLARK, a junior at Hereford high school, works in the afternoons and on Saturday at Rutherford's as a part of his distributive education training. —Brand Staff Photo.

Wallace McGehee of Kansas City was a guest of his parents, Mr. and Mrs. Wm. McGehee last week-end.

Hospital Notes

Patients in Hospital
Mrs. Mike Betzen, OB; Harry Schulz, med.; Bob Wilson, med.; Mrs. G. A. F. Parker, med.; Mrs. Ada Coursey, med.; Mrs. C. E. Hewitt, med.; Mrs. Glenn Gripp, med.; Mrs. Mary Williamson, OB; Claude L. McGowan, med.; Leonard Brown, surg.; Doris Jean Andrews, med.; T. H. Frank, observation.

Patients Dismissed
Elbert Walker, med., 11-2; Mrs. J. C. Daly, 11-2; Tom McGowan, med., 11-1; Mrs. Warren Kopp, accid., 11-2; Richard Curtis, accid., 11-3; Ethel Browning, med., 11-2; Mrs. Stella Hernandez, med., 11-2; Mrs. J. A. Schulte, surg., 11-3; Mrs. Cornelius Drerup, OB, 11-2; Woodrow Welty, surg., 11-3.

Births
A son, Leroy Kim, to Mr. and Mrs. Leroy Williamson October 31. A daughter, Dolores Ann, to Mr. and Mrs. Mike Betzen November 2.

know your DRUGGIST

Know that in time of illness, you can depend on us to fill your prescriptions speedily and accurately, in accord with your doctor's instructions.

EDWARDS PHARMACY
1st Door South Hereford Clinic

THANKS AND APPRECIATION

The Fathers and Parishoners of St. Anthony's Parish wish to extend their deep thanks and appreciation to the Mayor, Chamber of Commerce, The Hereford Brand, and all those who contributed to our dedication ceremonies and celebrations.

In particular to all those who donated flowers. May God Bless and protect each and every one of you always, is our sincere and heart felt wish and prayer.



Values at Rutherfords

<p>Children's E-Z Brand Button-On UNDERSHIRTS and PANTIES</p> <p>Regular 69c Value Special Each --</p> <p>35c</p>	<p>Piece Goods RAYON GABARDINE</p> <p>Colors: White, Brown, Green, and Rust. A 98c value going at --</p> <p>59c yd.</p>
<p>Ladies Brush RAYON BED JACKETS</p> <p>Reg. \$3.95 Garment \$ DAY ONLY</p> <p>\$2.59</p>	<p>Men's Cotton FLANNEL SHIRTS</p> <p>Sanforized \$2.98 Value For</p> <p>\$2.29</p>
<p>Men's Heavy Weight WHITE SWEAT SHIRTS</p> <p>A Reg. \$1.95 Value</p> <p>\$1.49</p>	<p>Boys' Cotton FLANNEL SHIRTS</p> <p>Sanforized \$2.49 Value</p> <p>\$1.89</p>
<p>Men's Twill-Twist KHAKI PANTS</p> <p>Tan or Gray. Full 8 1/2 oz. Sanforized with Zipper Front.</p> <p>Special \$2.98 PAIR</p>	<p>Men's Khaki SHIRTS</p> <p>Tan or Grey Sanforized</p> <p>Special \$2.49</p>

"MONARCH"
BLANKETS

Large Ass't. of Colors. Reg \$8.45 Value.

Special for
Dollar Day Only

\$5.29

80 Square PRINTS

Reg. 49c Value

39c YARD

Rutherford & Co.

Ask for
FREE
Ford Tickets

Revise Park Plan, Work Under Way

Work on Hereford's newest park — adjoining the Deaf Smith county hospital to the east — is now underway.

An engineer from the Lubbock firm of Parkhill, Cooper, and Smith, designers of Hereford's new park, met with the city commission recently. Also at the meeting was Wilson B. Holden, landscape engineer who was consultant for the city's engineers.

The plans for the new park were revised, taking out a tennis court originally planned for the west end of the park. Putting in the courts would have entailed removing a double row of trees. After a personal inspection of the

park site, Holden recommended keeping the trees.

When weather permits, work on laying the pipe will continue.

The park's shrubbery beds will be placed in late February or early March.

School...

auditorium.

The board stated that if any money remains from the bond issue, it plans to do as many of the following things as will allow:

1. Hard surface a parking area and bus-loading zone around the school.

2. Build a vocational agriculture and shop building to house this part of the school. This will probably be built out of concrete blocks and stucco.

3. Move junior high restrooms to the football stadium if feasible and not too expensive.

4. Landscape the high school grounds.

It will take about \$5000 to clear and re-erect and seed to grass and landscape the stadium, which will be located where the present softball field is now, the board explained.

"If there is not enough money to build the school, the first item that will be cut will be the cafeteria", the board's statement concluded.

Schroeter said S. O. Wilson had been named election judge for the November 17 balloting.

Mr. and Mrs. T. E. Seigler Jr. and children are in Dallas and Wichita Falls this weekend for visits with relatives and to attend some football games.

Around...

(Continued from page 1)

Edwin, on November 2 at the Amarillo Osteopathic Maternity hospital. The boy weighed 7 pounds, 1 ounce.

The Hereford Rural School District board of trustees Thursday night authorized the purchase of an electric welder for \$168 plus a discount for the old machine.

Purris Williams Jr., Hereford freshman at West Texas State college, is pledging Kappa Kappa Psi, national honorary band fraternity on campus.

Gayle Roberson, daughter of Mr. and Mrs. B. C. Roberson of Hereford, has been elected vice-president of the Home Economics club for the fall semester at West Texas State college. Miss Roberson is a sophomore student at the college.

Roy Peet, owner of Western Flower shop, presented a movie on Colorado Carnations at the meeting Thursday noon of the Hereford Kiwanis club. The movie was shown in observance of National Flower Week.

Doris Goldston was uninjured in a car-train accident Thursday night on her way to Hereford to attend a wedding. She was in one of the four cars which were derailed in the accident near Fort Worth.

Lutherans...

ings will be 14 pastors from the Panhandle and South Plains, two Lutheran chaplains from the Amarillo Air Base, and six officials of the Texas District of the Church.

This is the first time Hereford has been host to this event.

Special guest for the conference will be Rev. W. H. Bewie, former field secretary of missions for the Texas District.

The first day of the meeting will be observed with a service at 7:30 p.m. Rev. H. Peiman of Borger will deliver the sermon.

A report on missions in the district will be given by Rev. A. O. Rast, Austin, present field secretary. Included in the nearly 200 congregations in the district are 52 congregations receiving subsidy.

Chairman of the conference is Rev. Martin Hartenberger, pastor of the Trinity Lutheran church, Amarillo.

Rev. E. W. Lichstinn, local pastor, will open the conference here.



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DAYS

5 Roller Coasters to be given to the first five customers that redecorate a room with Pittsburg's Wall-hide Rubberized Satin Finish Paint.

FOUR
50,000 B. T. U.
FLOOR FURNACES
with General Control
\$75⁰⁰ ea

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1-5 Gal. and 16 one Gal. Cans of

Brown to be sold on

Dollar Day for

\$2²⁵ per gal.

12-1 Gal. Cans Grey

While They Last

\$2⁸⁵ per gal.

Real Savings On

DOORS

Entrance Door
Fir 1 3/4
Murphy
28-6⁸ ea \$13³⁰

Entrance Door
4 Lite
Fir 1 3/4
30-6⁸ ea \$23⁸⁰

Entrance Door
2 Lite
Fir 1 3/4
30-6⁸ ea \$22⁴⁰

Inside Door
28-6⁸ ea \$7⁵⁰
3 Panel 1 3/8"

Window Units with Screens

32x16
12 Lite Unit
Complete with Screen
ea \$19⁵⁴

32x24
12 Lite Units
Complete with Screen
ea \$22⁴⁴

32x24, 12 Lite
Twin Units
Complete with Screen
\$45⁷⁸

24x24, 12 Lite
Twin Units
Complete with Screen
\$39⁸⁸
Single Unit
\$19.95

Electro Line
FENCE CONTROLLERS
Reg. \$24.00 Value
\$13.95

COTTON FORKS
\$2⁹⁵

COTTON SCALES
\$3⁹⁵

Cotton Pickers
Knee-Pads
\$1⁹⁵ pr

O'Cedar
SPONGE MOPS
\$2⁹⁵

Aristocrat
MAIL BOXES
\$2⁹⁵

Hay Rack
LOOPS
30^c ea

1 Breakfast Set
\$15.00
1 Mantel
\$10.00

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Appetizing Lunch
on
DOLLAR DAY

Be sure to come to the Hereford News Stand for one of our delicious Sandwiches, Home Made Chili and Stew, Home Made Pies, Soft Drinks

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One Block East of Courthouse

Call the Lumber Number —7—

Miss Ruth Tucker Is Bride of Robert Hess in Saturday Rites

In an autumn setting of crimson and gold, Miss Ruth Tucker, daughter of Mr. and Mrs. Floyd A. Tucker of Hereford, became the bride of Robert Alton Hess, son of Mrs. T. L. Gates, Mt. Pleasant, in the First Baptist church Saturday evening at 6 o'clock. Dr. A. C. Gettys of Vernon, former professor at Mary Hardin-Baylor college, assisted by Rev. R. H. Cagle, pastor, read the vows.

Light from wedding tapers in seven branched candelabra silhouetted bouquets of crimson and gold chrysanthemums, against an altar background of greenery and fern. The candelabra and altar rail were entwined with fern.

Preceding the ceremony Mrs. Bob Lawrence, organist, played "Side by Side", the bride's college sorority song, and accompanied the soloist, Miss Mollie Shannon of Fort Worth, who sang "You Are My Song of Love" and "Because". The Bridal Chorus from "Lohengrin" was played as the processional and "Mendelssohn's Wedding March" was used as the recessional. Mrs. Lawrence played "Always" as a background for the double-ring ceremony.

The bride's attendants carried out the bride's sorority colors and wore identical dresses of gold taffeta with crimson net stoles, mitts and hats. The dresses were fashioned with low necklines and the full gathered skirts were attached to sleeveless tight fitting bodices.

They wore circlets edged in crimson net and carried crimson and gold chrysanthemums tied with contrasting ribbon.

Miss Doris Goldston of Dallas, formerly of Hereford, was maid of honor and Mrs. Gerald Wilson and Miss Janie Stephens of Longview were bridesmaids and bridesmaid respectively. Sue Brown, Plainview; and Diane Wilson wore crimson and gold taffeta dresses, serving as flower girls and Mickie Davis, wearing crimson taffeta carried the rings on a gold satin pillow.

Clint Formby served as best man and ushers were Doyle Kelley, Lamesa and Pat McCullough. Groomsman were Richard Tucker, brother of the bride, and Rex Lee. Candles were lighted by Paula Brown of Plainview and Dora Fern Goldston.

Given in marriage by her father, the bride wore a traditional wedding gown of off-white satin, fashioned princess style featuring a high round neckline, long fitted sleeves that came to petal points over the hands, and sheer

net yoke outlined with flower motif of satin. The skirt featured a plenum that swept into a chapel train.

She wore an imported Spanish lace veil which had been worn by a friend and had been in her family for 30 years, the veil was held in place by a band of pearlized orange blossoms. Her only ornament was a strand of pearls, the gift of her parents. The bridal bouquet was a cascade arrangement of white chrysanthemums and stephanotis showered with white satin streamers.

The bride's mother wore a maroon crepe dress with winter white accessories. The bridegroom's mother wore black crepe with aqua accessories. Both wore white chrysanthemum corsages.

Following the ceremony a reception was held in the home of the bride's sister, Mrs. Rex Lee, 710 Knight St. Assisting were Mrs. Doyle Kelley, Lamesa, the bride's sister; Miss Florence Goldston, Dalhart and Miss Helen Marie Kreitz, Taylor.

For the wedding trip to Ruidoso, N. M. the bride donned a pink wool gabardine suit with black nylon and lace blouse and black velvet hat. Upon their return they will make their home at 702 E. Fourth St.

Mrs. Hess is a graduate of Hereford high school and Mary Hardin-Baylor college. While at the Belton school, she was listed in "Who's Who Among Students in American Colleges and Universities," editor of college newspaper, and is a member of Theta

Wedding Is Announced

Mrs. Ben Campbell of Hereford has announced the marriage of her daughter, Miss June Heck to Oliver Lee West, son of Mr. and Mrs. B. A. West, also of Hereford.

The wedding took place in Albuquerque, N. M. on Saturday, Oct. 27. Mrs. Billy Powell of Albuquerque, close friend of the bride, was her attendant.

The bride was attired in a palomino woolen suit worn with an autumn rose blouse, brown hat and other brown accessories. She is a graduate of Hereford high school and has been employed at the First National bank for the past year.

Mr. West is engaged in farming near Hereford and the couple plan to reside in Hereford.



MRS. OLIVER WEST

Deaton-Hinkle Vows Exchanged

Mr. and Mrs. Kermie Deaton of Black announced the marriage of their daughter, Bettie Tomora, to Bobby Gene Hinkle, son of Mr. and Mrs. Lewis Hinkle of Trenton, Texas.

The wedding took place in Fort Sumner, N. M. on Monday, Oct. 29. The couple was accompanied by Mr. and Mrs. Vernon Christian of Black, cousins of the bridegroom, and by the bride's parents, Mr. and Mrs. Kermie Deaton and daughters Barbara and Veronica.

The bride was attired in a gray woolen suit featuring blue accessories. She wore heirloom pearls belong to her mother for something old and borrowed.

Following the wedding the couple left on a short wedding trip to Carlsbad, N. M. and other New Mexico points.

Former Hereford Resident Married at Wellington

A wedding of interest here is that of Jane Vaughn of Plainview and Jack Kassahn of Floydada. The nuptials were solemnized in a double ring ceremony in the home of her brother, Taylor Lowrie in Wellington on Friday, Oct. 26. The bride is the daughter of Mrs. Z. T. Lowrie of Wellington and Mr. Kassahn, formerly of Hereford, is the son of Mrs. Frank Giles.

Close friends and relatives witnessed the ceremony, which was performed by the pastor of the Wellington First Methodist church, Rev. J. F. Mitchell.

Arrangements of yellow chrysanthemums and lighted tapers provided the setting for the ceremony and background wedding music was given with recordings concluding with "The Lord's Prayer" which was played immediately after vows were spoken.

The bride's only attendant was her sister, Miss Rita Lowery of Wellington, who wore an autumn

brown frock with green accessories and a white carnation corsage. Jack Chitwood of Floydada college classmate of the bridegroom, was best man.

The bride wore a street length crepe dress in charcoal gray, fashioned with straight skirt and bolero jacket. Her accessories were in black and she wore a single orchid corsage.

Following the ceremony, refreshments were served to the wedding guests from a lace-laid table centered with yellow chrysanthemums flanked by tapers in candelabra. The bride's sister, Mrs. Clay Henry, poured, and Mrs. Taylor Lowrie served the cake.

When the couple left on a wedding trip to points in South Texas, the bride was wearing a pink tweed suit featuring black accessories.

Mrs. Kassahn attended Lipert's Business college in Plainview, and at the time of her mar-

riage, was employed in the district offices of the Southwestern Public Service company.

Mr. Kassahn is a graduate of Hereford high school and of Texas A. & M. college. He served three years in overseas duty during World War II and is now employed as county supervisor of the Farmers Home Administration in Floydada. He is a Scoutmaster in Floydada and a member of the Rotary club.

American Folk Songs Music Club Theme

Folk songs, their process of development and their place in American music, was the theme of the program presented for the Music Study club Monday afternoon at a meeting held in Ward hall.

Mrs. C. J. Mountz was leader and told of the beginning of the folk song and how they grew out of realities such as murder, children, fighting and adversities of the people.

"Because it is a song of the people it lives for generations in its original form with each person giving his or her own expression, and with the negroes and whites exchanging ideas from the beginning," she said.

Mrs. Mountz concluded by saying the best way to learn the folk songs is by example, and each member was asked to tell of a song her mother sang when she was a child.

"All the Pretty Little Horses"

Hereford. Out of town guests included: Mr. and Mrs. Paul Brown, Plainview; Mrs. T. L. Gates, Mt. Pleasant; Mr. and Mrs. Robert Daniel, Plainview; Mr. and Mrs. B. L. Hunter, Amarillo; Mr. and Mrs. Doyle Kelley, Lamesa; Mr. and Mrs. Albert Lee and Mr. and Mrs. M. C. Lee, Lakewood, N. M.; Mr. and Mrs. Joe Kreitz, Taylor and Mr. and Mrs. A. G. Rolin, Friona.

L'Allegra Members Study Youth Problems

Mrs. Darrell Blanton entertained members of L'Allegra club in her home Thursday afternoon. The program on "Spotlight on Youth and Their Problems" was directed by Mrs. Marlin Pierce who discussed "Boy and Girl Problems" pointing out the outlook for the future for each. She stressed that although the Army must be considered by the boys, they should not lose sight of careers beyond that outlook. She also discussed the influence of

drink for both boy and girl teenagers, and stated that "Adults tend to under-estimate youth and their problems".

The next program will be in the form of a guest-day affair held in the home of Mrs. O. G. Hill Jr.

Members present were: Mesdames James Edmonson, Donald Hensley, Hilton Higgins, Francis Hill, V. C. Hopson, Richard Ireland, Lee Kent, Dick Lucas, George McLean, Marlin Pierce, Floyd Ross, Bill Waldrep, Richard Winget, Wayne Thomas, and the hostess.

Ceramic Club Workshop On Dolls Thursday

Hereford Ceramic Art club met Thursday afternoon with Mrs. Phil Radovich, president of the club, gave The history of dolls both in this country and abroad and Mrs. Carl Gilliland gave a demonstration of making ceramic art dolls from the mold to completion and dressing of the doll. Dolls from one inch to 14 inches in height were shown with several imported dolls shown.

A workshop on dolls was conducted after the program and nine flower molds were distributed. The molds had been ordered by the club and club members are to use them as desired.

Members of the club present were: Mesdames O. H. Culppepper, F. M. Kester, Phil Radovich, Vivian Major, V. E. Dodson, Ed Cox, John Robinson, Carlos Vaughn, and the hostess.

Hallowe'en Party

Among the gay little Hallowe'en parties given to delight the youngsters this week was the Monday night party given by Mrs. W. W. Knief for her small daughter, Judy.

Noise-makers and serpentine were given as favors and games suggestive of October 31 were played. Cookies, Hallowe'en cup cakes and hot chocolate were served to: Carolyn Brumley, Royce Ann Gilbreath, Buz and Sara Gillenline, Cynthia Sue Reed, Joe Parker, Pamela Coltharp, Diane Wilson and Judy Knief.

Miss Oppenheimer Will Review "The Iron Mistress"

Through the courtesy of Sangers of Dallas, the Woman's Society of Christian Service of the Methodist church and the Woman's Auxiliary of St. Thomas Episcopal church will present Miss Evelyn Oppenheimer who review "The Iron Mistress" by Paul Whelan at Hotel Jim Hill on Thursday evening, Nov. 8 at 7:30 p.m.

Miss Oppenheimer, who was presented last year by the same organizations when she reviewed "Left Hand of God", needs no introduction to Hereford audiences. She is acclaimed as an artist and as an authority throughout the Southwest. She has written the committees in charge here that she considers "The Iron Mistress" the best historical novel since "Gone With the Wind."

"The Iron Mistress" is a novel of America's past based on the life of James Bowie. It is a book you can rely on for authenticity of background and even on its interpretations of events. The action is good and Texans should be grateful for such an historical research as has been made and used by the author, critics have said in appraisal of the book.

Members present were: Mesdames James Edmonson, Donald Hensley, Hilton Higgins, Francis Hill, V. C. Hopson, Richard Ireland, Lee Kent, Dick Lucas, George McLean, Marlin Pierce, Floyd Ross, Bill Waldrep, Richard Winget, Wayne Thomas, and the hostess.



MRS. ROBERT A. HESS

Alex Thompson Photo

Historical Novel is Bay View Study Club Topic

Bay View Study Club met in the home of Mrs. H. C. Williams Thursday afternoon for a program on "The American Historical Novel".

In keeping with the course of study for the year, "Moods and Trends of the Half Century", Colonial America was discussed by Mrs. F. T. Roloson, who told

of the beginnings of early literature and how the historical novel began and the reason for its revival.

She stated that the historical novel has preserved the early day history, giving authentic portrayal of the past, and listed four of its forms; 1—The historical novel proper as shown in "Death Comes to the Archbishop", 2—Period novel as in "Drums Along The Mohawk", 3—Romantic novel as exemplified in "To Have

and To Hold" and Fiction, which is the most popular form today.

Mrs. D. H. Alexander reviewed the book "Come Home At Even" by LeGrand Cannon Jr., which is built around a religious theme with setting in England and later in New England in America.

She described the book as completely expressing the thoughts, ideals and actions of the people of colonial time as they made the nation strong through their plans, ambitions,

and faith.

She said in part: "It is the story of Ellen and Robert Cargill who feel that they have failed in England and come to America through a God given promise of work and a right to happiness. Their life in Salem, Mass., and their interpretation of God's will as he struggles between God and the Devil to do what is right, his complete surrender to God and his guidance are vividly portray-

(Continued on page 3)

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(Continued on page 3)

Hershey-Alexander Vows In Dimmitt October 26

Before an improvised altar arrangement of baskets of chrysanthemums and lighted tapers in seven-branched candelabra, Miss Thelma Hershey became the bride of Dempsey Alexander in the home of the bride's parents, Mr. and Mrs. H. E. Hersey, in Dimmitt on October 26. The bridegroom is the son of Mr. and Mrs. W. J. Alexander of Kress.

Rev. Lee Stanford, pastor of the Dimmitt Methodist church, read the double ring ceremony. Candles were lighted by Carolyn Clark, niece of the bridegroom, and Elmer Hershey, brother of the bride.

A prelude of wedding music included "Memories", "Indian Love Call", and "I Love You Truly" and Miss Wanda Gollehon sang "Because" and "With This Ring". The traditional wedding marches were used.

The bride was attractive in a blue jersey frock worn with black accessories. Her flowers were white carnation fashioned into a shoulder corsage.

For her daughter's wedding, Mrs. Hershey wore a gray dress accented with a bluish pink chrysanthemum corsage. Mrs. Alexander wore a plum-colored dress

with white carnation corsage.

Following the wedding a reception was held at which time the three-tiered wedding cake served to wedding guests.

The young couple will be at home in Canyon where both are students at West Texas State college. The bride attended Hereford schools before moving with her parents to Dimmitt.

Those from Hereford attending the wedding were Mr. and Mrs. Ray Hershey, Mrs. Jim Ricketts, Ben Conklin, Mrs. M. T. Rutter and Cieta Kay, and Mrs. J. J. Clayton.

MRS. JOE REINAUER

Dried Fruits May Appear As Delicious Desserts

Dried fruits are often associated with the dull diet typified by the boarding-house table, but they may come to the table in the form of simple and delicious desserts, and when served warm have much cool-weather appeal.

If the cost is considered on a basis of return of nutrients for pennies spent, then dried fruits,

because they are exceedingly nourishing, always represent a whole lot for a little.

Mrs. Joe Reinauer makes individual fried pies with dried apricots when in search of a special food-treat for her family. Here is the way she does it. Individual Fried Apricot Pies Make your favorite pastry

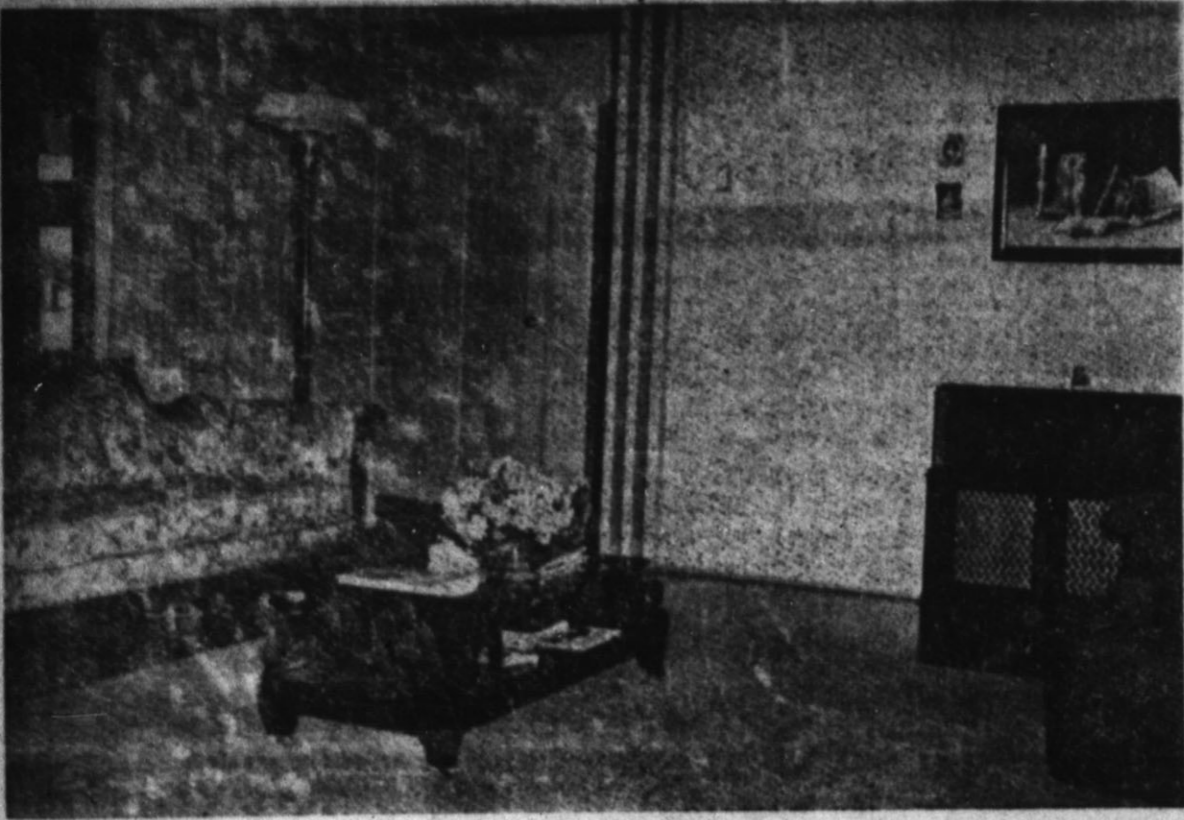
dough and roll out thin. Using saucer, cut out circles and place one heaping tablespoons of apricots, which have been soaked and sweetened to taste, on dough and fold over, making half-moon shaped individual pies. Prick holes on top and seal edges with floured fork. Fry slowly on

(Continued on page 3)

The Sunday Brand SOCIETY

Hereford, Texas, Sunday, November 4, 1951

Section Two



THIS VIEW OF the John Nichols home in Dimmitt shows the living room with a view of the entrance, which is at left. At left is the front picture window. Indirect fluorescent light fixtures are placed above the door leading from the hall to the living room. Through the door can be seen the hall closet which conceals the central heating unit. The picture at right was painted by Mr. Nichols' mother and is in an antique mahogany frame.—Brand Staff Photo.

Farm and Ranch Club Meeting On Thursday

Mrs. Frank Rickels was hostess Thursday to a luncheon meeting of the Farm and Ranch club.

Bouquets of chrysanthemums in bright fall colors were placed throughout the house.

Following the luncheon there was a brief business session.

Those attending were: Garland Solomon, Henry Melton, Julian Ferrin, Herschel Burris, Woodrow Perrin, Waldron Melton and the hostess.

Legal Notice

THE STATE OF TEXAS
County of Deaf Smith

NOTICE OF EXECUTION SALE

By virtue of an execution issued out of the District Court of Deaf Smith County, Texas, on a judgment rendered in said Court on the 30th day of July, 1951, in favor of D. L. WELTY and against IRVING H. WILLOUGHBY and wife, GLADYS WILLOUGHBY, in the case of D. L. WELTY VS. IRVING H. WIL-

LOUGHBY and wife, GLADYS WILLOUGHBY, No. 3362, in such court, I did on the 2nd day of November, 1951, at 10:30 o'clock a. m. levy upon the following described tracts and parcels of land situated in the County of Deaf Smith, State of Texas, as the property of said IRVING H. WILLOUGHBY and wife, GLADYS WILLOUGHBY, to-wit: All of Lot No. 3 and the North 1/4 of Lot No. 2 of Block "C" of K. G. Sisk Subdivision of Block No. 1 of Mabry Addition to the Town of Hereford, Deaf Smith County, Texas; and

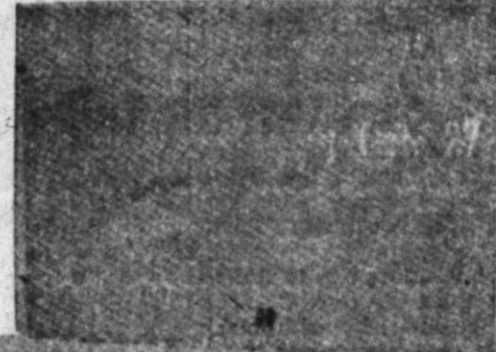
All of Lot No. 4 of Block No. 3 of Dodson's Subdivision of the East 1/4 of Block No. 4 of Events Addition to the Town of Hereford, Deaf Smith County, Texas; and on the 4th day of December, 1951; being the first Tuesday of said month, between the hours of 10:00 o'clock A. M. and 4:00 o'clock P. M. on said day, at the Courthouse door of said County, I will offer for sale and sell at public auction, for cash, all the right, title and interest of the said Irving H. Willoughby and wife, Gladys Willoughby in and to said property.

DATED at Hereford, Texas, this the 2nd day of October, 1951.
J. C. Reese, Sheriff of Deaf Smith County, TEXAS

By S. B. Berry, Deputy S-19-3-c

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Buy One Piece—or Ten. This Is Top Quality Merchandise—at REAL SAVINGS!



Exact Illustrations

Double Drawer Vanity - Large Mirror.

Reg. \$119.50
CLOSE OUT PRICE **\$89⁵⁰**



92M—CHEST - 5 Drawers
Top 17"x30", height 48"

120M—CHEST
Same as above except Silver Mist Gray.

REG. \$80.40
CLOSE OUT PRICE **\$62⁵⁰**

3 Drawer CHEST
Same fine quality.

REG. \$53.10
CLOSE OUT PRICE **\$39⁵⁰**



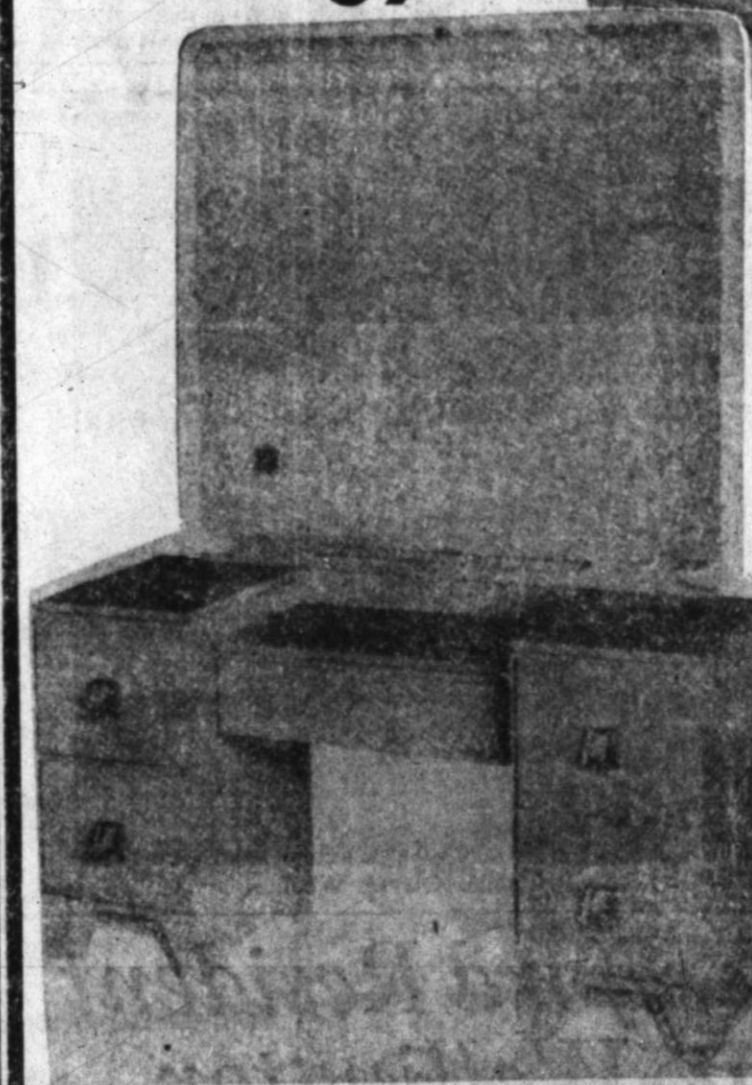
92M—VANITY
Base 17"x46"
Mirror 36"x38"

120M—VANITY
Same as above except Silver Mist Gray.

Regular \$113.40
CLOSE OUT PRICE **\$86⁵⁰**

VANITY BENCH
Reg. \$17.30
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Mixmaster
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No. 2

30-Piece Knowles Pottery
Trumpetvine Pattern

Includes

- 6 Dinner Plates
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- 6 Cups and Saucers
- 6 Lug Soups
- 1 - 9" Bowl
- 1 - 11" Bowl
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- 1 Creamer
- 1 Pr. Salt and Pepper
- 1 Gravy Boat

Special
\$27⁵⁰

No. 3

52 Piece
Guaranteed
Wm. Rogers
Silverplate
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Special

\$29⁷⁵

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BOY SCOUT TROOP 51 are shown above as they looked Wednesday night at their Hallowe'en party.—Burdine Studio Photo

Bill Waldreps, Lee Kents Host Hallowe'en Fun Frolic Party

Mr. and Mrs. Bill Waldrep and Mr. and Mrs. Lee Kent were hosts for a Hallowe'en fun frolic Tuesday night beginning at the Waldrep home and concluding at the country home of the Kents.

Colorful Hallowe'en decorations marked the Waldrep home where the fun festival got under way with judging of costumes. Mrs. Wayne Phillips and J. A. McWhorter won the best costume awards. Clues for a treasure hunt were distributed with Mr. and Mrs. Earl Stagner and Mr. and Mrs. Marlin Pierce winning the couples prize when they returned with the most loot.

Planned to harmonize with the theme of the party, guests found a spook house at the Lee Kent home where games and other entertainment were enjoyed in the basement. Refreshments carried out the All Saints Eve motif.

Those attending the party were: Messrs. and Mesdames: Earl Stagner, Marlin Pierce, Wayne Phillips, W. L. Davis Jr., George McLean, Darrell Blanton, Wayne Thomas, J. A. McWhorter, Richard Ireland, Donald Henslee, and the hosts.

Mr. and Mrs. Eugene Roberson attended Texas Tech Homecoming celebrations held in Lubbock October 27. Besides attending the homecoming football game, Mr. Roberson held some practice sessions with the Chord Bored Quartet, of which he was a member while attending the Lubbock school.

Draper 4-H Club Achievement Day Held Thursday

An achievement day program was held by the Draper 4-H Club Thursday afternoon in the Deaf Smith county court room.

Members of the group displayed things that they had made during the year.

Those present were: Mary Lou McCullough, Myra Lou Coffin, Bernadette Bezner, Ramona Frerich and Mrs. N. D. Bartlett Jr.

High School Band Names Willie Earl Waites President

The Hereford high school band elected Willie Earl Waites to serve as president for the 1951-52 school year at a recent meeting.

Chosen to serve with him were: Billy Gene White, vice-president; Earleen Plank, secretary and reporter; Mary Ruth Strange and Bobbie Drury, librarians and Bill Rose, assistant director.

Tri-Hi-Y Plans Induction Service

Plans for an induction service for new members were made at the meeting of Tri Hi Y Tuesday



VARSAITY MATERIAL for Dimmitt's Bobcats in 1961 are these two youths, shown during recess at the Dimmitt grade school. Michael Calvert, left, boots a good one while Burris McRee, right, holds the ball on his toe. The ball was caught by the camera just as it passed the McRee youth's face. Michael is the son of Mr. and Mrs. Corliss Calvert, and a first-grader in Dimmitt public schools. Burris, the son of Mr. and Mrs. M. F. McRee, is a second grader. —Brand Staff Photo

night. The service will be held November 12 at the Presbyterian church.

Lu Durham gave the devotional and Edith Miles, Mollie Bettis and Dona Airhart discussed the seven items hateful to God.

Group singing closed the meeting.

Mr. and Mrs. Francis Hardwick left Wednesday on a business and pleasure trip to Dallas.

Let's Cook...

(Continued from page 1)

both sides in very hot butter or shortening and when done place on brown paper or paper towels to soak up surplus fat. Serve while still warm.

This recipe can also be used in a hurry with canned apricots. Get already sweetened apricots and make as with the dried fruit.

Nourishment in Prunes
The lowly prune contains riboflavin and is a valuable source of this member of the Vitamin B complex.

Prune Whip
5 egg whites
20 prunes
sugar to taste
Stew prunes until soft, adding enough sugar to suit your taste. Remove the seeds and chop the prunes in small pieces. Beat the egg whites until very stiff (the success of this dish depends on the eggs being stiff enough) Add

the beaten whites to the prunes and fold in a teaspoon of vanilla as eggs are folded in. Mix well and bake in moderate oven in a buttered baker set in hot water. Thirty minutes is usually enough baking time but the top should be browned slightly. Serve with whipped cream or boiled custard.

Figs For Fall Menus

Figs should appear often in fall menus and the many varied ways they may be used include: candies, cookies, sauces and salads, not to mention the delectable pudding. This pudding recipe may be served with whipped cream or varied types of sauces.

Fig Velvet Pudding

1½ cups milk
1 tablespoon butter or margarine
1 cup bread crumbs
1 cup cooked figs
½ cup nuts
3 eggs
2/3 cup sugar
1 teaspoon vanilla
1 teaspoon lemon extract and

dash of nutmeg

Heat milk and add butter. Beat eggs well and add sugar and flavoring, and add to milk, blending well. Mix crumbs, fruit and nuts and add to milk and egg mixture. Pour in greased mold or baking dish and set in pan of hot water. Bake in moderate oven until firm.

Note — (Figs should be cooked slowly in 1 cup of water for about twenty minutes, then snip the ends and cut up fine before being mixed in the pudding.)

Historical...

(Continued from page 1)

ed, and their return to England results in long-awaited happiness and health.

Mrs. A. M. Jones, president, conducted a business session when Mrs. George Heard, explained the safety contest sponsored by the General Federation and told of the "Care For Korea" program. Members voted to send a CARE package to Korea.

A guest day program scheduled for November 15 in the home of Mrs. Francis Hardwick was planned and members will invite one guest each to the meeting.

Members attending were: Mesdames D. H. Alexander, J. R. Allison, Phillip Barkley, H. L. Benefield, Colby Conkwright, H. G. Conkwright, Howard Gault, E. W. Harrison, George Heard, A. M. Jones, Will S. Kerr, Paul Mathers, John McLean, F. T. Rolosen, J. W. Spradley, H. C. Williams, and Miss Francis Turentine.

Mr. and Mrs. Wayne Evans and children left Friday for Abilene to attend annual homecoming celebrations at Hardin-Simmons university. Mr. Evans is president of the ex-student association and a member of the university's board of regents.

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And For **\$1.00** You Can
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\$1.95 Value
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in Dessert Tan and
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VALUES
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Assorted Sizes and Shades. \$1.65 vals. \$ Day Only

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Editorials

Labor, Housing Are Major Development Obstacles

Ask almost any large-scale farm operator in Deaf Smith, Castro, or Parmer counties what his major production problem is and he'll invariably come up with the same answer—"Labor."

It's definitely true of the cotton farmer, for cotton on a large scale, is a comparatively new undertaking in this tri-county area. The farmers are not equipped to handle the labor force required to chop and later to pull this cotton.

This drawback is also true for the vegetable grower, who must have a large labor force to bring his crop in at harvest time.

The injury a lack of labor injects into the cotton picture is being graphically demonstrated in these three counties at the present time.

The same lesson was brought home to the vegetable men this summer. Lettuce has suffered a similar fate.

There can be no accurate estimate of the potential earning power that has been destroyed in these three counties through the lack of adequate field labor.

It has been tremendous, we can be sure of that.

Besides the actual drawbacks for the present time from the labor shortage, let's also consider the future development of this area in relation to the necessity of a labor supply.

Vegetable men across the nation are

enthusiastic about this area as a vegetable-producing section. Proximity to eastern markets and possibility of lower production costs are two of the prime reasons why they have their eyes on this country.

But, there is a sticker—labor. They acknowledge that as the major drawback for the immediate development of this area as a vegetable empire.

The lack of labor and adequate housing is only a temporary impediment to this area's growth. It will be overcome with the same ingenuity and industry that brought up the water to irrigate these rich farmlands.

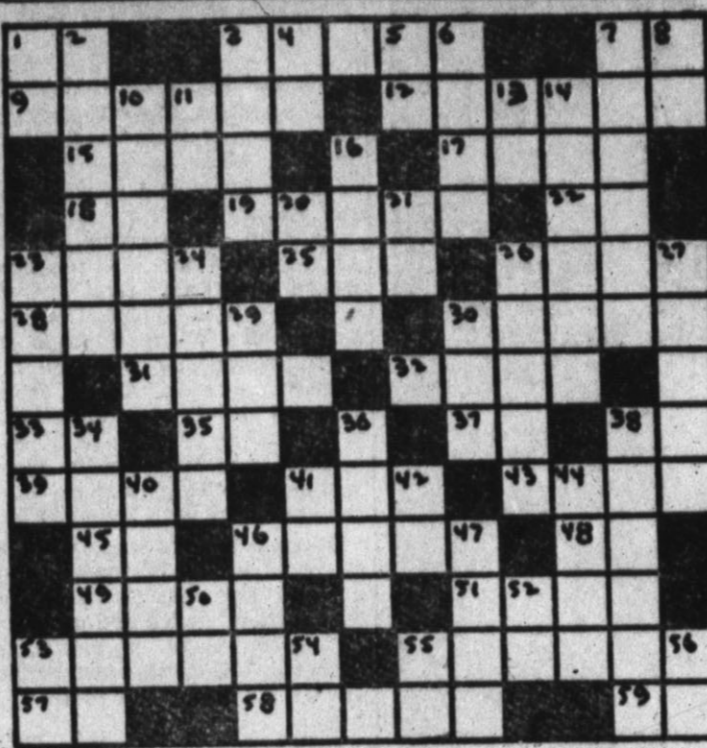
Housing for labor has been no little problem. It has held top priority in the deliberations of farm, civic, and business leaders for a long time.

The need has reached the breaking point. Something has to give.

Our prediction—based solely on the present housing need and the expressed determination of the above-mentioned leaders—is that by next harvest time, a definite program for accommodating labor in each of these three counties will be operating.

With this last obstacle cleared out of the way, it will be a green light for added farm and farm-connected industrial income in Deaf Smith, Castro, and Parmer counties.—W. W. K.

CROSSWORD • • • By A. C. Gordon



- ACROSS**
- 1—Laughing exclamation
 - 2—Rural business
 - 3—Thus
 - 4—Garment-smoothing machine
 - 12—Upper region of the home (pl.)
 - 15—First name of a famous Persian poet
 - 17—Period of time
 - 18—Pronoun
 - 19—Sickroom attendant
 - 22—Chemical symbol for tellurium
 - 23—Kitchen flavorer
 - 25—Cooking essential
 - 26—Baby's vehicle
 - 28—Employers
 - 30—The first coat in painting
 - 31—Something for the housewife to repair
 - 32—Man's name
 - 33—Measure of area
 - 35—Exclamation of disgust
 - 37—Priest's measure
 - 38—Perform
 - 39—Reverly
 - 41—Action at the wash-board
- DOWN**
- 1—Exclamation of greeting
 - 2—Perfumes
 - 3—House plant
 - 4—Measure of area
 - 5—Parental nickname
 - 6—Affliction of the eye
 - 7—An Outcry
 - 8—Bone
 - 10—A popular dish straight from the barnyard
 - 11—Scottish "no"
 - 13—Chemical symbol for tellurium
 - 14—Medical
 - 15—Breakfast food
 - 20—Preposition
 - 21—Chemical symbol for stannous
 - 23—Popular flavorer
 - 24—To bear the expense of another's entertainment
 - 26—Method of writing
 - 27—A fruit
 - 29—Workshop implement
 - 30—Prefix denoting priority
 - 34—Extracts the soap out of the laundry
 - 36—Destroy
 - 38—Ornamental hangings
 - 40—Makes for easier operation
 - 41—Thoroughfare (abbrev.)
 - 42—Exist
 - 44—Cooking compartment
 - 46—The summit
 - 47—Employ
 - 50—Pronoun
 - 52—Chemical symbol for tantalum
 - 53—Ancient sun god
 - 54—Medical man
 - 55—Abbreviated U.S. western state (var.)
 - 56—Perform

I'll Never Forget

By Mrs. C. J. Mapes
Dimmitt, Texas

It was ten o'clock on the night of August 26, 1906. All of the members of the Tate family and guests of the one and only hotel of Dimmitt had retired for the night.

A violent electrical storm had centered upon the Sacro county courthouse. A bolt of lightning seemed to just rip through something nearby. My mother, Mrs. W. A. Tate, (now deceased) and owner of the hotel located some 200 yards from the courthouse, raised from her pillow just in time to see the blaze, which resembled a lowering sunset, nestled in the northwest corner of the courthouse cupola. Instantly, it served as a neon sign, as each floor of the building was in flames and a pin could have been spotted on the front porch of our little hotel.



MRS. C. J. MAPES

"Love Thy Neighbor As Thyself" was thoroughly demonstrated as our household belongings, bedding, furniture, clothing and what-have-you were removed from the hotel. As a prevention of further disaster, men were spreading blankets across the porch and front of the hotel building keeping them wet with water poured from buckets, tubs and wash-boilers, dipped from barrels transported to the scene by buckarts, wagons and sleds from the city well located on the opposite side of the fiery furnace. The porch on which the men were standing without shoes had to be kept watered because of the intense heat.

Dimmitt was then as it is now one unit in time of distress and need. Citizens were perturbed and much precaution was taken to prevent Harvey Cash, (now deceased) and county clerk at the time, from entering the burning building in effort to save the county records. And, to this day, his relatives and friends contribute his life to fervent prayer offered by his devoted wife that night under the fire-lighted canopy of heaven.

Women and children stood as near the scene as they could lamenting the tragedy, but the vigilance over the real structure lasted only 40 minutes. Nothing but the iron vault that held the county records and semblance of community gatherings was tangible, yet weary-eyed people stood motionless into the wee hours of the night. The rain that was beginning to pour down in sheets splashed from the fiery-red vault like sparks of uranium.

For 30 days smoke penetrated every crack and crevice of the vault that held the valuable records. Meandering around the smoldering ruins was strictly forbidden. At the appointed time for opening of the vault the records were perfect save a few scorched edges.

Tragic impressions brand children's mind, soul and body. I was just a towhead convalescing from an attack of measles. My brother and I waded water to our shoe-top getting to a neighbor's home, the C. F. Kerr residence, (now residing in Hereford) to spend the rest of the night. Mrs. Kerr was very kind. After feeding us and coaxing us off to bed, she contemplated baking a cake to serve with coffee to the tired neighbors. She was numerously interrupted by my measles cough and intermittent interrogations, more especially after I learned she was baking a cake and the aroma of coffee was circulating through the house. So... the baking finale was almost reached when I interrupted just once more. Mrs. Kerr ignored me but hastily added cornmeal to the cake mixture instead of flour.

Modernistically speaking, I took off. This did not rectify the mistake. However, I still maintain tragic impressions brand children's mind, soul and body—I'LL NEVER FORGET.

Panhandle Paragraphs

MEMBERSHIP DRIVE
The Shamrock Chamber of Commerce will begin a membership drive on November 8. The organization hopes to double its membership during the drive. There are now 143 members in the group.

COLORED EXPOSITION
Liberty and Chambers counties sixth annual colored exposition opened its three-day run with a parade. Many of the commercial exhibits which were used several days earlier in the Trinity Valley Exposition were saved to be used in the colored exposition. A leading Negro educator in the southwest was to be the main speaker.

B&PW CONFERENCE
The Memphis Business and Professional Women's club was host to more than 100 representatives of B&PW clubs of District 10 on Friday and Saturday. Towns represented at the conference are: Childress, Crowell, Bowie, Graham, Nacona, Electra, Olney, Quanah, Wellington, Vernon and Wichita Falls.

FIFTH ANNUAL SHOW
The Fifth Annual Southwest Texas Quarter Horse Show was held last week at Uvalde. The Chamber of Commerce sponsors the show which grows every year.

NEW LIBRARY
Ground-breaking ceremonies for a new library at Eastern New Mexico State college in Portales were held Saturday. The new library will be the latest in architecture and in library planning according to the ENMU librarian.

HOCKLEY HARVEST
Approximately 15 per cent of the estimated 170,000 bales of cotton which will be harvested in Hockley county has been ginned. The county is waiting for a killing frost so that the harvest can be completed.

BE THANKFUL YOU CAN SEE
The Spur Lions club is holding its annual "Be Thankful You Can See" drive for funds to aid the blind and those needing eye treatment or care, according to The Texas Spur. These funds have enabled the club to provide eye examinations and glasses to all members of underprivileged families during the past five years.

LAMB COUNTY CROPS
About 50 per cent of the grain sorghum crop for Lamb county has been harvested. This is approximately 220 million pounds out of the expected 400 million pounds. Labor demands are far above the amount of labor that can be secured for the cotton crop. There are 6,000 cotton pullers already in the fields in Lamb county and employment workers estimate that there are at least 4,000 more needed.

SUNDAY'S CURRENT QUESTION

Cold, Hard Winter Predicted By Readers, Explain Harbingers

What kind of winter do you think we will have? On what do you base your belief?

S. L. HARMAN JR.—I think we're going to have a cold winter. There is an old saying that when pigs carry sticks around in their mouths the winter will be bad. Besides that, Tack predicts a cold winter. Oh, yes, my wife is making me a pair of outing flannel pajamas so I know it will be cold.

MRS. D. H. BRYANT—I think that we'll have a cold winter by all the signs so far. One thing that makes me think so is the cold spell that started Wednesday night.

HUB HOMER—I don't think that it will be as cold as it was last winter because 19 below is too unusual to happen two winters in a row. I think, however, that we will have a wetter winter than we did last year. I'm basing my prediction on the records of previous years.

BURL ELLISTON—I think we're going to have one of these old he-dog winters. The cattle are growing a thick coat of hair, the trees are putting on a heavier bark, the prairie dogs are banking up and stirring around and doing a lot of eating. Just from such natural signs that I learned when I was a kid, I would say that we are in for a cold, bad winter.

MRS. J. R. JOWELL—I think it's going to be awful cold. The summer has been so hot and everything has been so unusual.

JOHN RENFRO—I think it will just be a medium winter like the rest we've been having the last few years. The way it's started off and all it just seems that way.

MRS. J. F. WARD—I think it will be a beautiful winter with lots of snow. I don't know why I think so, but I do, and it will be real wet too.

'Tater Peelin's

By Roberta Campbell

Contributions to the Jaycee's Christmas Fund always bring plenty of tangible results as the Jaycees extend their Christmas lighting program each year and Santa's visit with his sacks of goodies for the youngsters is also a big event.

Mr. and Mrs. Urlin Streu who have given so much of their time to the youth of our community perhaps got as big a bang as anybody out of one of the Halloween ghosts afoot Wednesday night.

Behind a monkey face and lookin' about the size of a postage stamp beside the other spooks in the crowd "Stinky" Monroe, son of Mr. and Mrs. Allan Monroe gave his hosts quite a chuckle when his little wee voice chimed in with "tricks or treats."

Mr. and Mrs. Bob Wilson are another husband and wife team who have meant so much to our Campfire and Scout organizations and all of us are hopin' for a speedy recovery for Mr. Wilson.

Maybe one of the tragedies of growin' old is losin' enthusiasm for snow.

Friday mornin' our ten year old could hardly wait to get his clothes on so he could load his dog on his home made sled and tear around over the yard in that thirteenth degree weather.

Added Lighting Program Should Be Welcome Here

Citizens of Hereford should welcome the recent announcement by the city of a new program to modernize the lighting capacity in Hereford's residential districts.

Adequate lighting in these areas has long been a weak point here. Some intersections which have been built up over the past few years have been completely devoid of corner lighting.

Still other intersections have been illuminated with the same type of inadequate globes for many years.

The revisions and new installations—designed to cover 88 new intersections and convert 33 more to the new capacity—will make a great change in safety at these corners.

There have been many hurdles to overcome before this program could be transferred from the planning stage to the reality phase.

Not the least of the problems was material supply. This has been overcome now

and the lighting program can be expected to get into high gear without too much more delay.

This illumination-boosting program is not a haphazard undertaking to "put lights anywhere just to get them up." Surveys of the city needs were made by the city itself as well as by officials of the Southwestern Public Service company.

The results are a blending of ideas and recommendations as to how the available lumen increase can best serve the city.

We commend the city for taking the initiative in "bringing more light" to the residential areas and for their overall program of more lighting which has doubled the city's light network since April, 1951. We also commend the Southwestern Public Service company for its cooperative attitude in helping give Hereford what is best for the largest number of people.

—W. W. K.

Farm Source of Needed Scrap Metal for Defense

Once again, the American farm has been pressed into service for the defense effort. The government, in the face of a shortage of scrap metal, has asked each farmer to scour his farm for scrap that may be added to the thousands of tons necessary to make up this steel deficit for the production might of our country.

In fact, the shortage is so serious, that the government is taking time to remind each farmer, individually, that the need is great.

Hereford's own FFA youths are organizing a program to help the farmer clean up his place and to haul away his scrap metal.

The boys use this method of raising needed cash for their spring livestock shows and the farmer gets his place tidied up while still contributing to the war effort.

This is not another patriotic utterance merely to keep people stirred up to the fact that we are at war, there is a genuine need for scrap.

Help the drive. Either contact the local FFA chapter at the Hereford high school or contact your local scrap dealer.

The need is great and YOU can help.—W. W. K.

The Sunday Brand

Established 1948
Published every Sunday
Hereford, Texas



James M. Gillentine, Editor and Publisher
Subscription Rate: Zone 1, \$4.00 per year; Zone 2 and above, \$5.00 per year. With The Hereford Brand, both papers, Zone 1, \$4.95 per year; Zone 2, \$6.15 per year. Carrier delivery, 50c per month. Single copies, 10 each.
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Hereford, Deaf Smith County, Texas
News Editor W. W. Knief
Adv. Manager Melvin Young
Shop Foreman Jim O'Hair



MR. AND MRS. W. M. KUNKLE are the owners of this five-room newest, completed in July, 1950. An interior view of this home in Dimmitt. The neat slate-sided home is one of Dimmitt's side this section. —Brand Staff Photo

Casualty Report Final Hunting Progress Sign

AUSTIN — The seasons are set, bag limits established and prospects call for pretty fair hunting for most of Texas. But the routine will not be complete until the "forms" are distributed. The "forms," according to the Texas Game & Fish Commission, go to the game wardens to cover

casualty reports. On the theory that stressing the grim side in advance might save sordid details later, the Chief Clerk explained a potent section or two in the "forms". This one implies the more common causes of hunting casualties: Cause of accident, Intentional discharge of firearm, Victim moved into line of fire without warning, Victim covered by excited shooter swinging on game, Victim unseen by shooter, Victim mistaken for game, Or—Shooter stumbled or fell, Trigger caught in brush, Club-

bing game or cover. Removing weapon from boat or vehicle, Crossing fence, Didn't know it was loaded. The Chief Clerk suggested sportsmen study these main causes of hunting accidents, become more safety conscious and help curb tragedies afield. **Beyers Return Home** Mr. and Mrs. J. E. Beyer have returned home after a month's vacation spent with friends and relatives. They went from here to Bonham where they visited with old friends and neighbors, Mr. and Mrs. C. H. Dillehay, and

on to Little Rock, Ark. for a visit with Rev. and Mrs. Harold Hicks and family, their daughter and son-in-law. In Fayetteville they saw—their granddaughter, Miss Katherine Hicks, teacher of English in the University of Arkansas. They stopped in Wichita, Kans., where they visited with his brothers and in Hutchinson where they were guests of their son, J. E. Beyer Jr., and his family. Enroute home they stopped in Amarillo for a couple of days with another son, P. L. Beyer, and family.

Lubbock OPS Office Clarifies November 1 Excise Tax Change

Bluebird Group Organized Thurs.

A new group of bluebirds was organized Thursday afternoon at the Camp Fire hut, sponsored by the Lone Star Study club. Mrs. Wesley Brown is the leader of the group and Mrs. J. D. Tyler is assistant leader. The group chose the name Humming Bluebirds and plans were made for meetings to be held each Thursday afternoon from 3 to 4 o'clock at the Camp Fire hut. Members of the group are: Kay Woolrey, Marcia Lenn Dumas, Marilyn Martin, Martha Carol Duncan, Rita Latham, Wyndolyn Sheppard, Beverly Robertson, Paula Sue Moore, Sharon Sue Scott, Patricia Bell, Bernice Denny, Marilyn Joy Jones, Sandra Kay Moore.

LUBBOCK — In response to a number of inquiries, the Office of Price Stabilization today clarified its proposals to govern pass-throughs by wholesalers and retailers of changes in certain manufacturers' excise taxes which became effective November 1. OPS has pointed out, the Lubbock district office said, that where excise taxes have traditionally been listed separately by resellers and passed on to the customer only on an actual dollars and cents basis, no percentage markup will be permitted on the tax increase. However, the recent Herlong amendment to the Defense Production Act and other factors require OPS to allow wholesalers and retailers a percentage markup on such taxes in those cases where such seller have customarily treated the amount of excise

taxes as part of the cost for markup purposes. Also, when excise taxes are eliminated or reduced the wholesale and retail ceilings must be reduced in the same manner—either on a dollars-and-cents basis or percentage-wise, according to the traditional practice in the industry. The OPS further explained that under the Herlong amendment the agency is required in any new regulation "or amendment thereto" to reflect the customary percentage margins over cost of the pre-Korean period, May 24-June 24, 1950. In view of the Herlong amendment, wholesalers and retailers who have customarily taken markups on costs including excise taxes must be permitted to continue to do so. Further, any new regulation of OPS, it was pointed out, also will have to permit markups on excise, if such markups have been customary in the industry. Where the tax pass through was straight dollars-and-cents during the base period, however, it did not affect percentage-mar-

gins, and thus the increase can be passed along without any markup on it. **W.S.C.S. Luncheon** The Woman's Society of Christian Service of the Methodist Church will hold its regular fellowship luncheon at the church Wednesday Nov. 7. Mrs. Wayne Edwards will be leader of the program. Hostesses will be Mesdames R. P. Conaway, Joe Poin-dexter, Morris Easley, and Otto Gilliland



We're Making Like Santa At KESTER'S



Katherine



Lynn (Santa)



Lillie

Select Your Christmas Gifts Now While Our Stock is Complete. Buy them on our lay-a-way Plan. \$1.00 will hold any gift until Christmas.

only \$157⁵⁰



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10 Diamonds in 14K White Gold

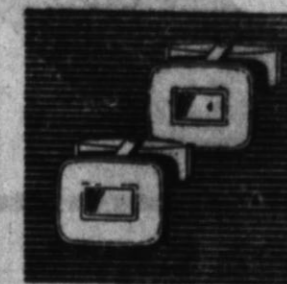
only \$157⁵⁰

\$1.00 will hold it until Christmas

only \$17⁵⁰



For this dainty ladies watch in beautiful yellow R. G. P. case. \$1.00 will hold it until Christmas.



Only \$6.00

For this attractive pair of Yellow Gold Filled Cuff Links.

His Initials Engraved Free \$1 will hold this until Christmas



Kester's Jewelry & Gift Shop

and Among Our Dollar Day Specials

is this beautiful Cigarette Lighter as Illustrated for only \$1.50



One to a customer please

50c will hold it until Christmas

Wrecks! Injuries! Deaths!



due to worn, unsafe brakes mount at an alarming rate. As cars get older, the situation grows more critical.

Now, before service facilities are over-taxed, is the time to put your brakes in condition.

Take no chances. Be sure. Be safe. Check up now.



We Suggest A Complete Check-Up Now!

REMOVE Wheels, clean Brake Drums and Shoes. INSPECT and report condition of Brake Lining.

ADJUST Pedal and Brake clearance including hand brake.

REPLENISH Hydraulic System of adjust cables of rods on models so equipped.

INSPECT and report condition of Front End Assembly and factors affecting steering control.

Let Us Get Your Car In Shape NOW

For the Coming State Auto Inspection

HEREFORD MOTOR CO., INC.

142 N. Miles Ave.

Phone 39

C.R. ANTHONY CO.

DOLLAR DAY

**MONDAY
NOV. 5**

Rayon Gabardine
Special Purchase
Short Length

2 yds for \$1

Beautiful
New Fall
Colors

Regular full bolts would
be 79c-98c

80 SQUARE
COTTON
PRINTS
New Fall Patterns

29c



Plastic DRAPES

Mfgs. discontinued numbers. Reg. \$1.98 and \$2.49 values at—
Shop early for best selections

\$1

Rayon Crepe

SLIPS

Multi bemberg slip, lace trimmed top and bottom. Size 32 to 40

\$1

White, Pink, Blue

Rayon Knit

GOWNS

Circular knit rayon gowns in Pink, Blue and Maize. Med. size only.

2 for \$1

Cotton Comforter

5 lbs. dark colored cover. Reinforced stitching. A real value.

\$5



Bath Towels
20x40-in.

2 for \$1

Lace, soft absorbent Turkish bath towels. Both first quality and irregulars included in assortment. Solids, jacquards and plaids.

White Handkerchiefs

12 For **\$1.00**

Men's and boys' handkerchiefs. Wide neat hems. A lot of hanky for so little money.



Ladies Rayon

CREPE SLIPS

Some lace trim, some plain tailored. Whites, Pinks, Blacks. Broken size from much higher price Slips—But come early.

\$3.77

Men's and Ladies

SHOES DRESS

Broken sizes! All styles to choose from in this big group. Browns, blacks, colors.

\$5

They won't last long at this Giveaway Price

Wash Cloths

Asst. colors. Soft, fluffy. Full size. No. 1 seconds of higher priced cloth

10 for \$1.00

Children's Rayon

Panties

Lace trim, factory close out of Reg. 50c garments. White, Blue, Pink, Maize, etc. 1's to 10's.

5 for \$1.00

Misses and Children's

SOCKS

Sizes 4 to 10½. Irreg. and first quality. High colors.

5 for \$1.00

Women's 80 Square Cotton Print

House Dresses

Special purchase printed and floral designs. Light backgrounds. 14 to 20 - 16 to 44.

\$1.77

Reg. 2.98 values!

FIRST QUALITY NYLONS

51 Gauge 15 Denier
60 Gauge 15 Denier

SALE 77c

In colors you'll like, in a superior quality nylon yarn that wears and wears. All nylon from top to toe. 8½ to 11.

WORK SUITS

2-pc. Suit

\$4.88

A matching Army twill shirt and pants both at one price. Semi-fortized shrunken and wet dyed. Cut to fit and will wear and wear. Shirt 14 to 17, pants 28 to 44.



Men's Gabardine

SPORT SHIRTS

Special purchase of regular \$2.98 and \$3.98 Shirts. Long sleeves, 2-way collar, long points.

2 for \$5

For warm winter wearing. Small, Med., Large

Men's Broadcloth

SHORTS

Special Purchase! Gripper fastener, elastic sides. Full cut for comfort fit. All Broadcloth stripes. Stock up now - You can't beat this value

2 for \$1

Men's Suits

All Rayon Suits 2 PANTS single or double breast models. Sizes 34 to 42.

\$35

See Them Early

Woven Double Bed Spreads

Reg. \$4.98 Values

Reduced to clear at — Blue, Rose and Green.

\$3.88

18 x 30 Inch

RUGS

Loop twist non-slip back, all colors. Ideal for door mats. Buy several.

\$1

Children's Cotton

Training Panties

Good quality combed cotton. Double crotch, snug fitting leg band.

6 for \$1.00

ALL RAYON GABARDINE SUITS - COATS

SALE PRICE **\$15.** Each

Regular and Half Sizes

Wrinkle resistant rayon gabardine coats and suits. Gorgeous styling and a wide selection of colors. Regular and half sizes.

BLOUSES

Slightly Soiled but Good

Values up to \$6.90

GROUP ONE **\$2**

GROUP TWO **\$3**

While They Last



Men's Knit

BRIEFS 2 for **\$1**

Irregulars of Reg. 69c Val. Small, Med., Large

Men's Knit

UNDERSHIRTS 3 for **\$1**

Irregulars of Reg. 69c Garment

Men's

Work Sox

Longs or short styles, asst. colors. 10's to 12's.

5 for \$1

Boys'

Sport Shirts

2 way collars, long sleeves. 6 to 16's

2 for \$3

HABERLEIN PERMANENT FINISH ORGANDY PRISCILLAS

80 x 90-in. **\$2.99 Pr.**

152 x 90-in. **\$5.99 Pr.**

Haberlein permanent finish cotton organdy. Extra full width extra wide full 7½ inch ruffles. Colors white, rose, blue, green, maize.



THIMBLE THEATRE :- Starring POPEYE

By TOM SIMS and BILL ZABOY

Registered U. S. Patent Office



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Our Slogan: "More People—More Farms"

The Sunday Brand, Hereford, Texas, Sunday, November 4, 1951

Registered U. S. Patent Office.

BUZZ SAWYER

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE —

IN A PALM BEACH ART GALLERY.

JUNK!

ABSOLUTELY NO TECHNIQUE!

WHAT AN IMPOSSIBLE TITLE... "BRAWL IN PADDY'S JOOK JOINT."

YET THERE'S SOMETHING ABOUT IT... SOMETHING CRUDE, YET POWERFUL!

THAT'S THE WORD, POWERFUL!

PRIMEVAL! IT HAS SWEAT, BLOOD, FIRE, THE WORK OF AN EX-LUMBERJACK, A NEANDERTHAL GENIUS!

ARE WE AGREED, GENTLEMEN, THAT FIRST PRIZE GOES TO "BRAWL IN PADDY'S JOOK JOINT?"

YES! NO DOUBT ABOUT IT.

FURTHERMORE, I'LL PAY \$500 FOR IT.

1st

WHAT A GAME! THERE'S THE WHISTLE ENDING THE FIRST HALF, AND THE SCORE IS TIED 24 TO 24... THE BLOCKING OF BIG JOHN CZIZAK HAS BEEN SENSATIONAL!

BETWEEN HALVES.

OH, MR. CZIZAK, I JUST WANT TO TELL YOU, YOUR PICTURE WON THE \$250 PRIZE AT PALM BEACH... AND YOU'VE BEEN OFFERED \$500 FOR IT.

254

THAT'S A TOTAL OF \$750!

SEVEN HUNNERT AN' FIFTY BUCKS? YOU MEAN ME?

SECOND HALF:

IMAGINE... SEVEN HUNNERT AN' FIFTY BUCKS FOR ONE PITCHER!

WHY, IF I WAS TO PAINT A HUNNERT PITCHERS, THAT'D BE... LE'S SEE... WHY, THAT'D BE...

LICKELY WHOOP!

GRASH BASH!

BAM!

FINAL SCORE; FRETIN-FUME 38, YIPPAHOOPY 37.

Boo, Hoo, Hoo! AND TO THINK, WE LOST BY ONLY ONE POINT!

WHAT WENT WRONG?

JUST THINK! \$750 FOR JUST ONE PITCHER!

ROY CRANE 11-A

LITTLE ANNIE ROONEY



I DON'T CARE WHAT THE MUSTY OLD LAW BOOKS SAY - IT ISN'T RIGHT - IT ISN'T FAIR - AND JUST NOBODY CAN TELL ME --

I'M NOT TELLING YOU - I'VE RETIRED FROM ACTIVE LAW PRACTICE - I CAN ONLY QUOTE YOU THE STATUTES -

BUT ISN'T THERE SOME LOOPHOLE, OR...?

PERHAPS SOME YOUNG, ACTIVE LAWYER MIGHT DISCOVER A LEGAL SCISSORS THAT WOULD CUT THE RED TAPE, BUT IT WON'T BE EASY -

HARD OR EASY, WE'LL FIND A WAY - THE FOG-BRAINED OLD FOSSILS ON THE SCHOOL BOARD SAY ANNIE ROONEY CANNOT GO TO SCHOOL BECAUSE SHE IS A HOMELESS ORPHAN -

THAT IS THE LAW

GREAT HEAVENS! THERE MUST BE SOME WAY WE CAN HELP A POOR LITTLE ORPHAN WITHOUT BEING SENT TO JAIL. AFTER ALL, ORPHANS ARE HUMAN. THEY'RE NOT ZOMBIES OR CRIMINALS!

THE LEGAL WAY IS - TAKE THE ORPHAN TO THE COURTHOUSE - SHE WILL BECOME LEGALLY A WARD OF THE COURT - PLACED IN A COUNTY INSTITUTION --

A COUNTY INSTITUTION? YOU MEAN THE COUNTY ORPHANAGE?

WE COULD NEVER DO THAT - IT WOULD BREAK HER HEART -

BUT WHY CAN'T WE GO TO SCHOOL LIKE THE OTHER CHILDREN? WHY ----?

I GUESS THERE'S TOO MANY KIDS OR NOT ENOUGH SCHOOLS - IT'S JUST LIKE THE MOVIES - IF THEY HAVE A TERRIBLE GOOD PICTURE, YOU GOTTA STAND IN LINE TO GET IN -

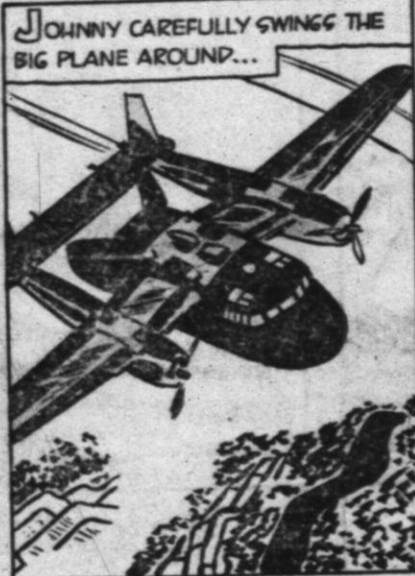
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JOHNNY HAZARD

by FRANK ROSSIN



WE HAVE 'EM

Complete line of Desk Lamps.

Flourescent, also goose neck lamps.



AT THE

BRAND

PHONE 30

BLONDIE

by
CHIC YOUNG



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The

WICKKEY MOUSE
by WALT DISNEY

SEE... THAT'S PRETTY CUTE, GOOFY!
MADE IT ALL BY MYSELF, TOO!

THEN I PUT A TOY-CAP IN THUH TORPEDO... TO KINDA GIVE IT A LITTLE EXPLOSION!

GAWRSH! I KIN HARDLY WAIT TO TRY IT OUT!

FIRE NUMBER ONE!
PHOOM

BOY!

MISSED!

AND SO... I THOUGHT I'D COME OUT LIKE A MAN AND APOLOGIZE!

BLAM

11-4

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WALT DISNEY PRESENTS
UNCLE REMUS
AND HIS TALKS OF BRER RABBIT

IT AIN'T OFTEN THAT BRER RABBIT IS AT HOME TO BRER FOX... BUT THIS TIME HE WUZ.

...AN' THEN TH' VILLIN SNUCK UP B'HIND 'IM WITH A GREAT BIG...
...ROPE!

A FEW MINUTES LATER...
I'LL JES' SNATCH SOME APPYTIZERS TILL IT GETS DARK-THEN US'LL GO UP TO MY PLACE AN' DO SOME REAL COOKIN'!
YEAH... I 'SPECK YOU IS GOT ME THIS TIME, BRER FOX!

MAYBE BRER RABBIT WILL KETCH ONTO WHUT I'M AIMIN' AT!

EZ LONG EZ BRER FOX KEEPS ON EATIN' THEM SNACKS, HE WON'T SEE ME!

YEP... BRER RABBIT IS GOT TH' SIGNAL!

THIS BETTER WURK!

OH, PLEASE, BRER FOX, DON'T SMOKE MY GRAN DADDY'S PIPE... HE DONT ALLOW NOBODY TO SMOKE IT BUT HISSELF!

YUK YUK YUK... DON'T GO TELLIN' ME WHUT TO DON'T!

PLEASE, BRER FOX, YOU IS GONNA GIT TH' REGRETS!

YOU DONT HAVE TO POLLYGIZE, BRER RABBIT- I BELIEVES IN MAKIN' MYSELF TO HOME!

KERFOOM!

BRER JACK SPARRER, YOU SURE KIN DO BIG THINGS FER SUCH A LITTLE FELLA!

EYOW!

GLAD TO GIVE YOU A HAND, BRER RABBIT!

COURAGE IS TH' SAME SIZE 'N ENNY MAN!

This Space For Sale!

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Inquire At

THE BRAND



GRANDMA

BY
CHAS. KUHN-



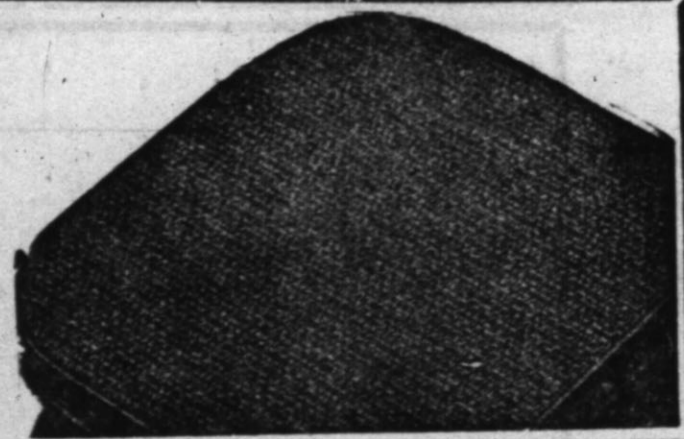
New Air Foam Cushions

- REMOVABLE COVERS
- NEW LOW PRICE

\$5.50 TO \$6.70

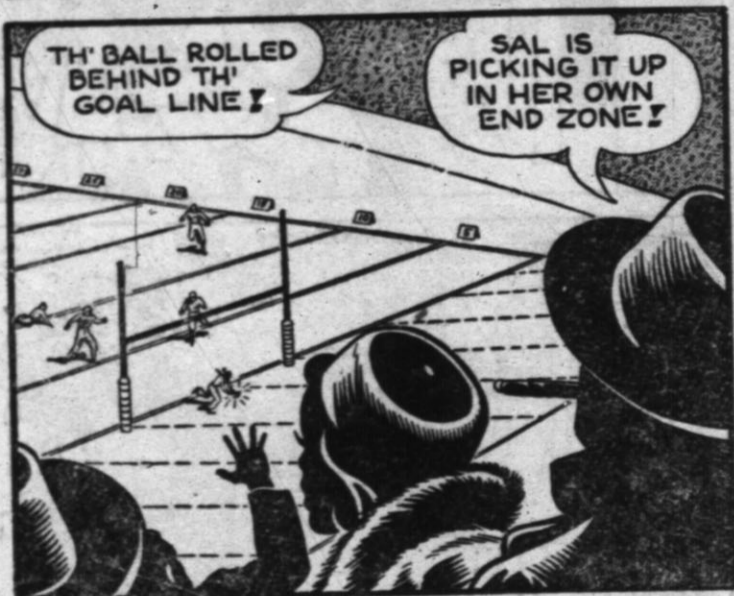
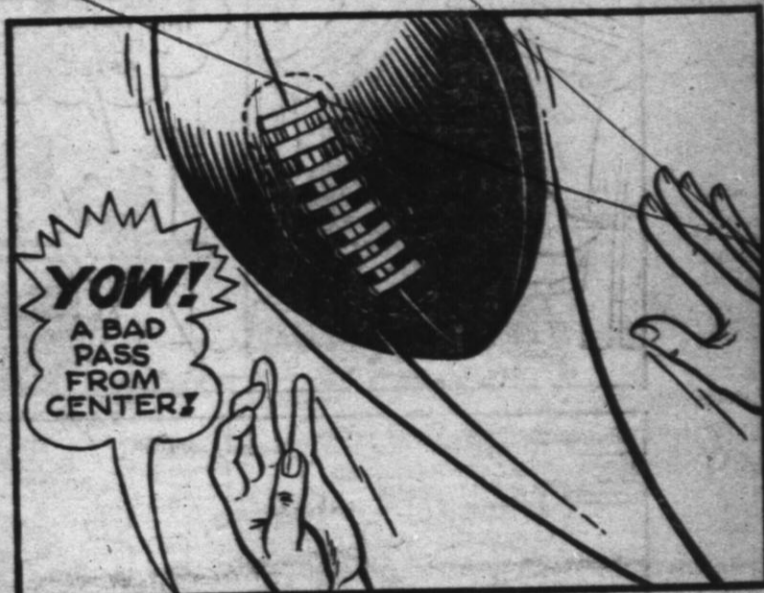
EXCELLENT FOR OFFICE - AUTO - TRACTOR!

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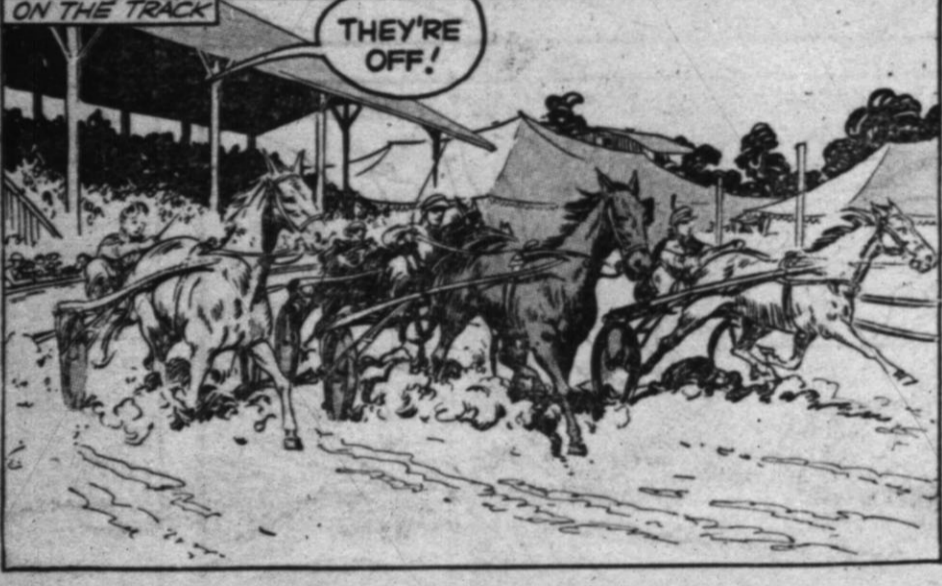
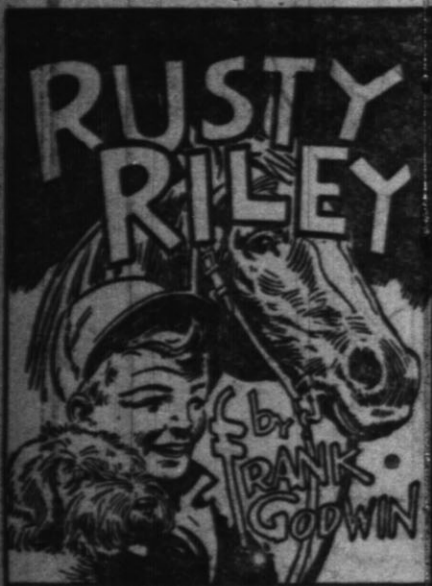


CLARK DIKE

by
RAY GOTTO



Read The Want Ads



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at Far-

KING of the ROYAL MOUNTED

by
ZANE
GREY



SCREAMIN' HOPTOADS! THIS IS AWFUL TERRIBLE... THAT POOR MAN WHAT FELL FROM TH' PLANE MUST BE 'BOUT HERE... BUT TH' SMOKE IS CRYIN' THICK! OH! OOPS! WATER...!



STARING IN ABJECT TERROR AT A FIGURE FALLING FROM THE LOW-FLYING HELICOPTER, THE MOUNTAIN GIRL INSTINCTIVELY RUNS TO HELP...

GONNIES! IT'S TH' RIVER! WILLIKERS GEE! THERE HE IS IN TH' WATER... IT'S A MOUNTIE! IT-IT'S SERGEANT KING!



KING! YOU SHOULD BE ASHAMED O' YOURSELF DOIN' ARRIEPLANE STUNTS AND SETTIN' OFF FIREWORKS THAT ARE BURNIN' MY SQUIRREL-HUNTIN' WOODS T' RUIN!



IVY!

SOME FIREBUG FIRED THOSE ROCKETS TO DESTROY THE DEFENSE AREA... AND IF I HADN'T LANDED IN THE RIVER, HE'D HAVE SUCCEEDED IN KILLING ME!

ROCKETS! FIREBUG! GONNIES, KING, I KIN TAKE YOU RIGHT T' TH' MAN YOU'RE A-HUNTIN'!



Produced by Stephen Slesinger, Inc.
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HOLD ON, GORK! YOU AIN'T RUNNIN' OUT 'TIL I GET PAID LIKE YOU PROMISED! I'M KEEPIN' YOU IN MY CABIN 'TIL I HAVE THET CASH!.. NOW GET T' HIKIN'!



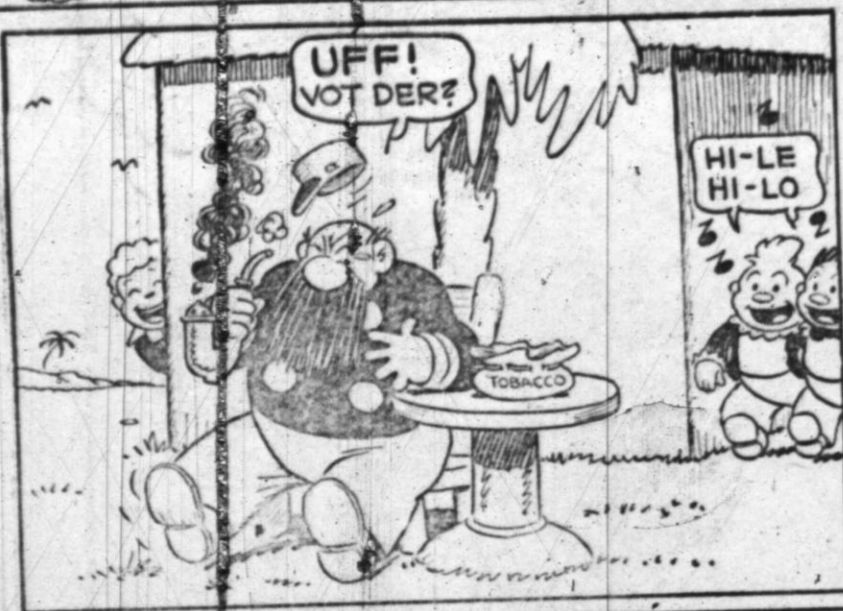
BUT OUR JOB ISN'T DONE, PYRD!

NOT FAR AWAY...

...CONTINUED...

SHOP IN HEREF ORD FOR BEST BUYS

THE KATZENJAMMER KIDS



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TRADE WITH YOUR NEIGHBORS ———
The Friendly Merchants Of Hereford

Friendly, Courteous Service
 Nationally Advertised Brands
 Complete Stocks Always

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

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

THE BRAND

PHONE
 THIRTY

MANDRAKE

THE MAGICIAN

BY LEE FALK & PHIL DAVIS

BEGINNING:
THE CARIBBEAN MYSTERY!
 ON THE WHITE SAND OF A CORAL ISLAND IN THE BALMY CARIBBEAN...
 THE DOCTOR SAID YOU NEEDED A REST AFTER THAT VENUS BUSINESS, NARDA, --SO I'LL REST FOR YOU.

MANDRAKE, DON'T BE SO LAZY! COME INTO THE WATER!



SO, WHILE MANDRAKE RESTS FOR HER, NARDA ENJOYS THE WATER-SKIING...

Wheeee!



--AND THE SPEAR-FISHING, A GREAT SPORT IN THE WARM, CRYSTAL-CLEAR CARIBBEAN WATERS--



THIS TRIP'S DOING NARDA A WORLD OF GOOD.

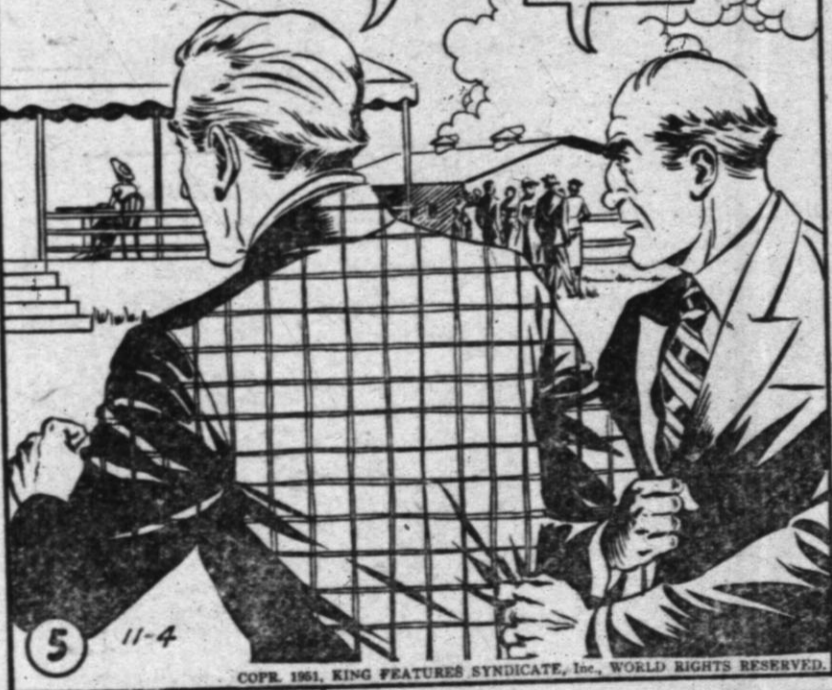
WHEE! HE WON! AH, LET'S GO TO THE BAR AND CELEBRATE WITH A LEMONADE! I'M THIRSTY.

GEE, LOOK AT THAT BABY!



HEY, SHE'S SITTING ALL ALONE. I'M GONNA INTRODUCE MYSELF. LEGGO! I KNOW WHAT I'M DOIN'!

YEAH? CUT IT OUT! WE GOT OTHER THINGS TO THINK ABOUT--AW, SPORT--



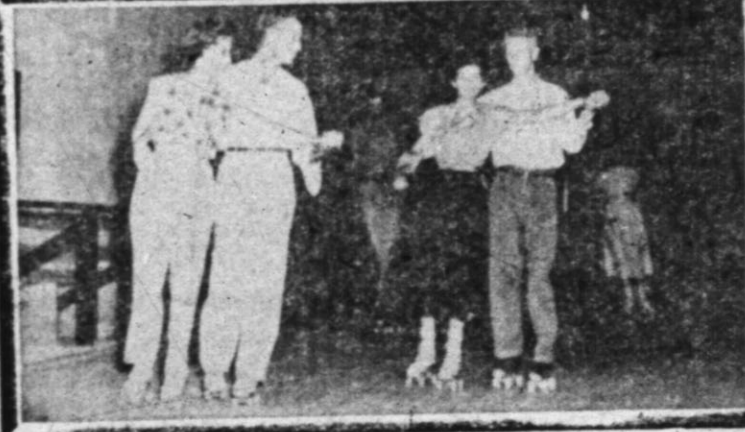
IT'S NOT SO PEACEFUL IN THE CARIBBEAN, AFTER ALL!

A PRETTY GIRL LIKE YOU SHOULDN'T BE LEFT ALONE! MIND IF I SIT DOWN?

I MOST CERTAINLY DO MIND!



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FOR HEALTH'S SAKE ROLLER SKATE

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

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

JOHNNY and GENE'S

Castro Grain Sorghum Yield at 4.5 Million Bu.

This is a good year for Castro county grain sorghums, according to County Agent Edd McLeroy, with an overall yield estimated at about 4½ million bushels.

Although the 4½ million bushel figure is not above last year's production, about 800,000 bushels were lost, McLeroy estimates, during the second week of August when the dry, hot winds hovered over the entire High Plains area.

"Some of the big heads of grain didn't yield as much as it looked

like they would, primarily due to the bad spell of growing weather in August," McLeroy added.

The heat not only hurt the dryland crop, but the irrigated as well. McLeroy's estimate earlier in the season of 1200 bushels per acre was cut by the hot winds and the prolonged dry spell that followed.

Some of the estimated 800,000 bushels which fell victim to the weather was plowed up and some was grazed.

Yields on Castro county's esti-

mated 200,000 acres of grain sorghums runs under last year's figure, although the total acreage planted to grain sorghums tops 1951. Normal acreage was estimated at 150,000 acres by McLeroy.

According to best estimates by McLeroy and grain elevator operators, dryland maize averaged about 1000 pounds per acre and irrigated produced about a ton.

With the harvest about 95% completed, McLeroy added that the county would have "made a whale of a crop" if the weather

had permitted.

There were reports of some very good yields on irrigated lands in Castro county, with one farmer making 2500 pounds on 160 acres of grain sorghums. Part of his land was fertilized while the grain sorghum on the other part followed clover.

The grain following clover yielded 4,000 pounds per acre.

The county's 65,000 acres of irrigated grain sorghums produced 65,000 tons while the remaining 135,000 acres of dryland feed feed brought in 67,000 tons.

22,000 Bales of Cotton Seen For Castro County

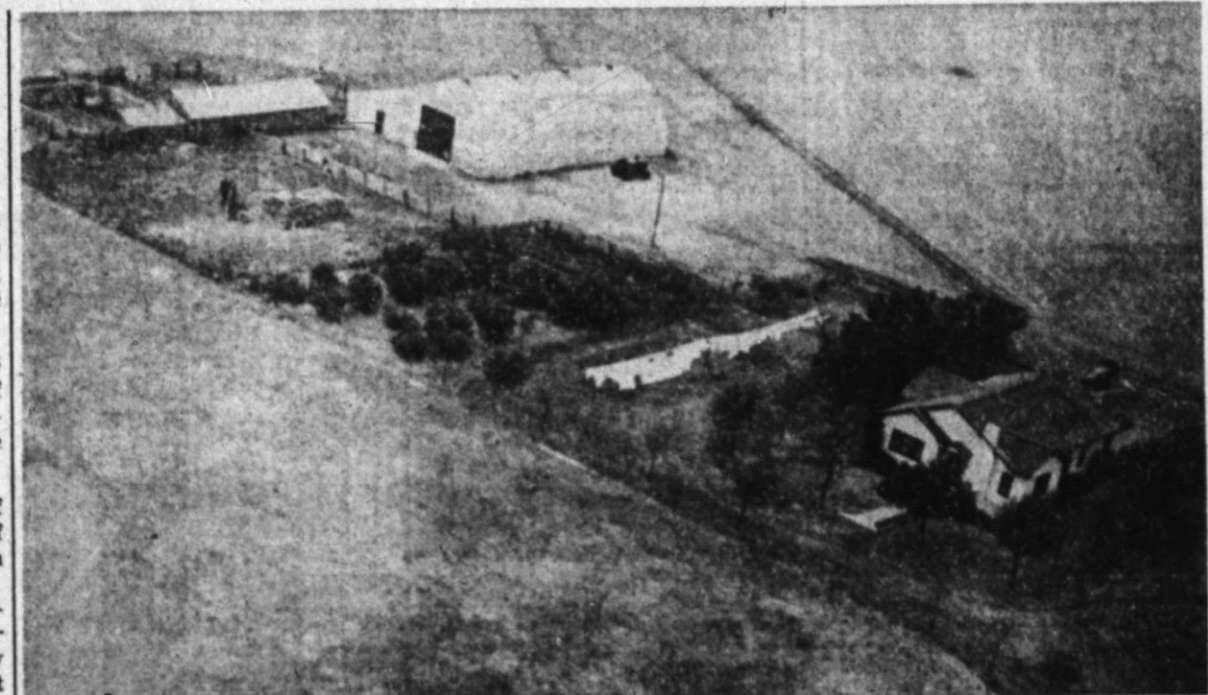
Conservative production estimates give Castro county a 22,000 bale cotton crop this year, Edd McLeroy, county agent, told The Brand last week.

Lack of labor is hurting the county crop, he said. The lack of labor stems from a lack of housing facilities to handle a large labor group.

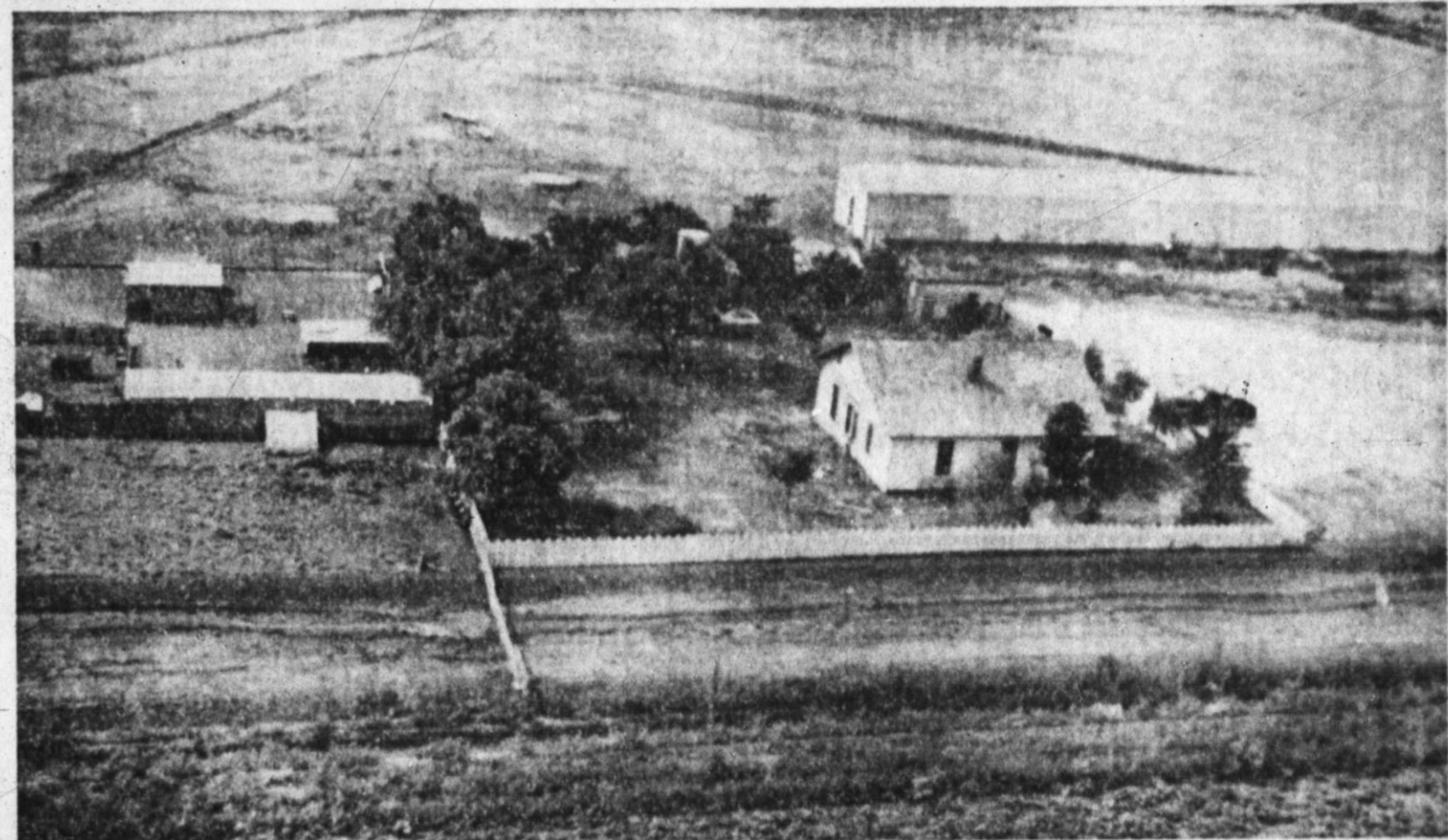
So far this year, 2000 bales of cotton have been ginned, 400 of these at the new Dimmitt Gin company.

Castro county's potential, McLeroy said, was an estimated 30,000 bales prior to the hot dry spell in August. That spell cost the county 8,000 bales in cotton potential, he estimated.

Of the county's 45,000 acres in cotton, 25,000 is irrigated and 20,000 is dryland.



CASTRO COUNTY'S newest mystery farm is shown above. A \$5 cash prize will go to the person making the first correct identification. A free ticket to the Lions wrestling matches in Hereford will be given for the second identification. Last month's farm was the Jack Miller farm, northwest of Dimmitt. Ken Jackson, Box 81, Dimmitt, made the first identification at 8:23 a.m. Sunday. R. C. Loy (no address given) made the second correct guess at 11:20 a.m. Sunday.



HERE IS THE NEWEST Deaf Smith county farm. Last month's place was the Curtis Traweck farm, which was correctly identified first by Charlie Wheeler, who made his identification at 12:01 a.m. Sunday morning, Sept. 30. Mrs. Jerry Albracht, who called at 8 a.m. Sunday, was second, and wins a wrestling ticket. The above photo carries the same prizes — \$5 for the first identification and a wrestling ticket for the second. —Brand Staff Photo

"Woman's Idea" Dominant Note In Friona Home

The Mary Boggess home in Friona is the latest word in "a woman's idea of a home"—plenty of closet and storage space, all compact and convenient.

For the five-room house of Mrs. Mary Boggess, which was completed on September 1, embodies the dreaming and planning of many years.

The result is the utmost in comfort and beauty.

"I gathered a good many of my ideas from reading 'Good Housekeeping' and 'Better Homes and Gardens,'" Mrs. Boggess says. Her home looks like the colorful pages of a typical issue of either of these homemaker's magazines, too.

Planned into the 1000 square feet of living space are living accommodations not to be found in houses hundreds of feet larger in floor space.

Cedar-lined drawers on one closet are a handy and safe place for the family's woolen blankets during the summer months.

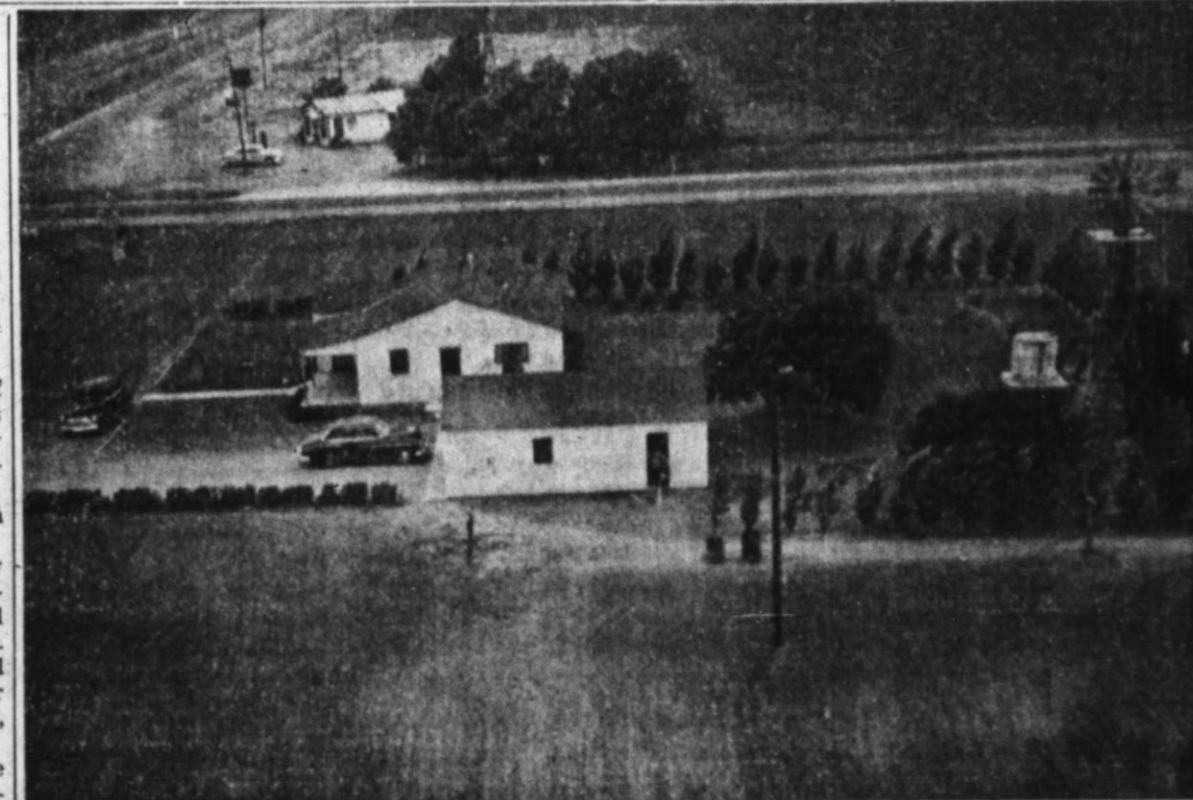
Linen closets in the same hallway leading from the living room to the two bedrooms have an unusually-large capacity — all part of Mrs. Boggess' plan for a better home.

Ample storage is provided in the bathroom also by a long wall closet having an unbelievable amount of drawer space.

The Boggess home doesn't suffer from lack of bedroom closet space, either. For in the master bedroom is a divided closet the full length of the room. The children's bedroom has the entire width given to closeting.

The living room, with its lined oak furnishings and sectional pieces utilizing the large picture window, adds the crowning attribute — comfort — to the Boggess home.

Mrs. Boggess' kitchen would do justice to any advertising campaign with its glistening chartreuse linoleum and Johnny Appleseed wallpaper pattern.



NOVEMBER'S PARMER county mystery farm is shown in the above aerial photo. The first Parmer county resident to identify the place correctly either in person, by telephone, or by letter, will be given \$5 in cash. The second person to name the place will be given a free ticket to the Lions wrestling matches in Hereford. Last month's farm was the T. W. Bewley place near Lazbuddie. Mrs. Kenneth Houlette of Friona wins the \$5 prize and Mrs. T. W. Bewley wins the second prize for the correct identifications. —Brand Staff Photo

Increased Cotton Acreage Is Paying Off in Parmer

Increased cotton acreage in Parmer county this year heralds the beginning of a new cash crop as future production estimates continue to climb even over the current 12,000 acres planted in the county.

Only about 5000 acres of cotton were planted in the county in 1950.

Cotton in Parmer county will bring all the way from ¼ bale per acre in unirrigated land to 1½ to 1¾ bales per acre in the case of irrigated crops.

These kinds of yields give meaning to the assertion by

Parmer county farmers that cotton has gained a permanent place in Parmer county agriculture.

With the advent of dry weather following the Hallowe'en night freeze, cotton-picking operations in Parmer county will get into high gear.

Mechanical pickers will be brought into the fields because of the shortage of labor in the county.

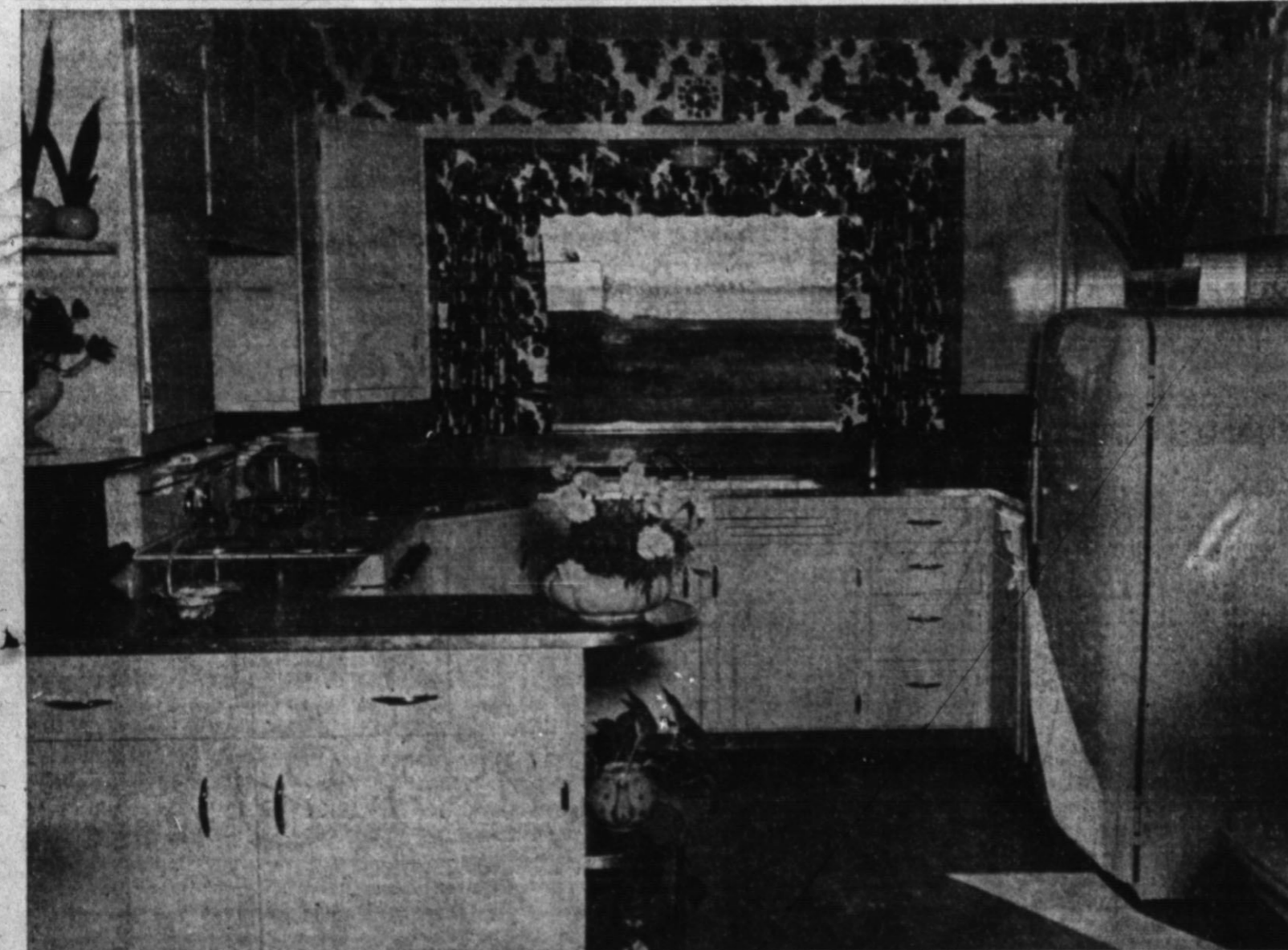
As an idea on how the season is behind for Parmer county cotton growers, the new \$85,000 North Plains Gin at Friona has

ginned only about 140 bales of cotton when the production would have been about 1000 bales if pullers were available.

Wright Williams, who with G. B. Buske and J. B. McFarland own the North Plains Gin, said he expects his gin to handle about 7000 acres of the county's 12,000-acre crop. Other gins in the county are located at Farwell and Lariat.

The Friona gin has been running good with the cotton brought in. Ginners are H. F. Brewer and J. E. Burrus. The

(Continued on page 2)



JOHNNY APPLESEED ON the drapes and wallpaper trim dominates the decorating scheme of the kitchen in the Mary Boggess home at Friona. The 10x16-foot kitchen shines with its sparkling white cupboards set off by chartreuse linoleum. In the corner of the workbench at left in the picture above, Mrs. Boggess has installed a lazy Susan for her pots and pans. This picture is taken from the breakfast nook of the kitchen. More pictures of this home inside. —Brand Staff Photo

The Sunday Brand

Hereford, Texas, Sunday, November 4, 1951

Section Three



DIMMITT'S 1951 POWERHOUSE, which has run up a total of 310 points against its opposition's 52, has a 8-0 record for the season so far. The Bobcats had an open date this week, but play Olton on November 9. Dimmitt has the highest scoring player in the High Plains in the person of Glenn Brown, who has racked up 126 points from his halfback slot. Members of the squad shown in the above picture, taken at a recent practice, are, from left: Hodges, rb; Warren, lb; Gregory, re; Axe, rt; Seigler, rt; Murphy, c; Dobbs, lg; Wright, lt; Smith, le; Brown, rh; and Dennis, fb. In front are Coach John Blaine, Manager Jackie Copeland, and Assistant Coach Aubrey Lester. —Brand Staff Photo



DUSTY ROSE AND GRAY is the color scheme used in the living room of the John Nichols home in Dimmitt. Large areas devoted to windows highlight the architectural theme of the Nichols living room. The picture window at the left in the above picture overlooks the back yard and the French doors at the right open onto the patio where future plans call for a den. Directly opposite the rear picture window is the front picture window, to the right and out of the picture. Each has about 50 square feet of glass. A dusty rose rug and drapes compliment the delicate Duncan Phyfe furniture. The living room is 16x16-feet. Other pictures of the Nichols Home inside. —Brand Staff Photo

DIMMITT NEWS

Brother of Local Woman Dies While Attempting To Aid Pair

By Mrs. C. J. Mapes

Maj. Ray Stephens, Air Force chaplain, brother of Mrs. Elzie Teague and Mrs. Clyde Dameron, lost his life from over exhaustion in an attempt to rescue two men from drowning. Major Stephens was stationed at Patrick Air Force Base, Cocoa, Fla. Funeral services were held Thursday in the Baptist church at Sulphur Springs, Texas. Interment was at Yantis Texas.

Douglas Dennis, Jessie Burch, Ray and Fay Wayne Murphy, and Miss Louise Simpson of Dimmitt, were presented in the voice recital from the Swisher Music studio in Hereford on Sunday afternoon.

Mr. and Mrs. Joe B. Mapes and daughter, Gwen, of Ft. Worth, spent Friday night in the C. J. Mapes home, and attended the homecoming at Tech Saturday. Joe graduated in 1936 in civil engineering.

Kenneth McDermitt attended the voice recital from the Swisher music studio in Hereford on Sunday afternoon. Kenneth plans to enroll soon.

Mesdames Faye Holland and R. B. Boren report a most enjoyable trip to San Diego, Calif. They accompanied Mrs. Garnett Holland there. Mrs. Holland sails on the D. E. Aultman, November 1, to join her husband, Lt. Garrett Holland, who is stationed in the Philippines, for a two-year period.

Farmers are rejoicing over the nice rain and the prospect of getting more. Wheat grazing and better range conditions look promising.

Mrs. Stovall, mother of Mrs. Sam Gilbreath of Dimmitt and Mrs. Dyaltha Bradley of Hereford, passed away at the Plains Memorial hospital in Dimmitt early Monday morning after a lingering illness.

Mesdames E. B. Wright, Faye E. Holland, R. B. Boren, Myrtle Wright, and B. A. Fuller attended the last rites of Mrs. Stovall in Hereford Tuesday.

Mesars. George and Elvis Burch, and C. J. and Bob Mapes attended the registered Hereford bull sale in Clovis Tuesday. They report a very good sale.

Mr. and Mrs. Connard Dyer and young son of San Francisco returned home this week after spending two-weeks in the homes of their parents.

Mrs. M. C. Bunker left this week to accept a position in San Francisco. Mrs. Bunker's husband, Sgt. M. C. Bunker, is stationed in Japan.

Mr. and Mrs. Clyde Dameron and family motored to Sulphur Springs Wednesday to attend the last rites for Mrs. Dameron's brother, Maj. Ray Stephens, on Thursday.

Mr. and Mrs. Elzie Teague and son will attend the funeral services of Maj. Ray Stephens in Sulphur Springs on Thursday.

Rev. and Mrs. P. J. Conkwright and their daughter, Mrs. Edwin Morrison, of Sapulpa, Okla. arrived Saturday for a short stay here with his sister-in-law, Mrs. H. G. Conkwright, and other relatives.

Spinach or Chilled Tomatoes
Cabbage-Pineapple Salad
Cornbread — Butter — Milk
Peach Crisp

Rep. Rogers Hits Texas' "1846" Government

Citing overlapping bureaus, bunglesome handling of state moneys and selfish interests as resulting in a dangerous situation in Texas, Representative Arthur Rogers of Childress Wednesday told members of the Hereford Lions Club that Texas is now operating on an "1846 model government."

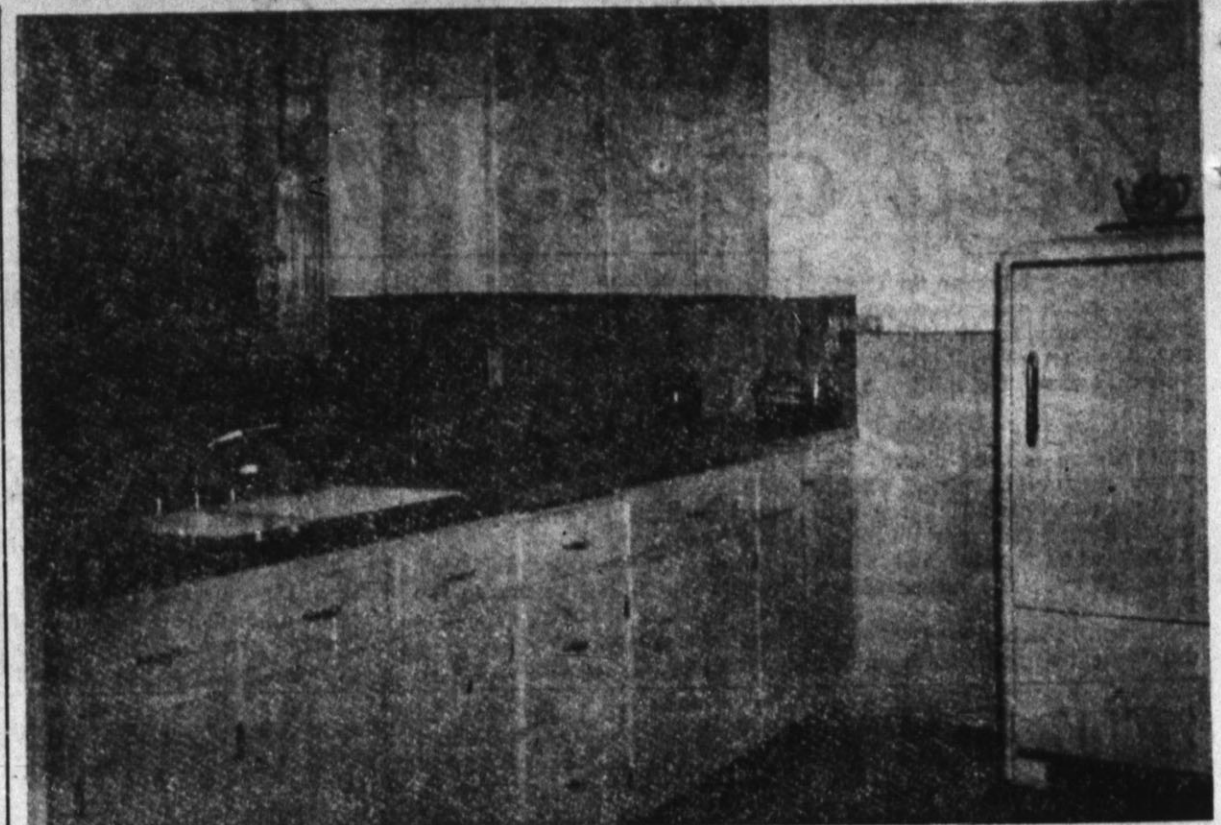
"We now have 200 separate bureaus in Texas," Rogers said. He rapped the fact that the Governor could not hire and fire many of the heads, some of whom he said could set their own salaries.

As a result Rogers said that approximately 170 million dollars lies idle in 222 accounts, but the state cannot improve hospitals for mental cases without additional taxes.

Rogers concluded his talk by pointing out that conditions will not change until the people "back home" want and demand a change, a fact which he said is true of state government as well as federal.

High School Calendar For Next 2 Weeks

- November 4 - 10, — National FHA week.
- November 5 — Southern Assembly, P-TA.
- November 6 — FHA formal initiation.
- November 8 — Board meeting, Canyon and Hereford "B" game here.
- November 9 — Canyon and Hereford football game there.
- November 10 — Concert
- November 12 — Faculty meeting
- November 13 — Hi Y, Tri Hi Y, and FTA
- November 15 — Choral program, Tulia and Hereford "B" game here.



THE KITCHEN OF the J. H. O'Rear home is the favorite of Mrs. O'Rear. Custom built wooden cabinets line the entire wall of the room.—Brand Staff Photo.



HERE IS THE new home of Mr. and Mrs. J. H. O'Rear in Friona. The new home was just completed recently and O'Rears moved in on Tuesday, Oct. 23. Construction on the new six-room home was started in July.—Brand Staff Photo.



PART OF THE LIVING room and a view of the dining room of the J. H. O'Rear home in Friona is shown above. The house has 1300 square feet of floor space, a bath and a half, and central heating furnished by a Coleman forced-air heating unit.—Brand Staff Photo.

Jolly Teens Club Have Program on Wardrobe Pointers

A program on wardrobe tips was presented Thursday afternoon at a meeting of the Jolly Teens Horizon club.

Sports wear, school clothes, formal and informal evening clothes, night wear and date clothes were the topics discussed by members of the group.

Pians were made for the annual turkey hunt to be held during November.

The next meeting will be Thursday, afternoon at the home

of Mrs. Urlin Streu. The group will work on the club scrapbook. Those present were: Janice Craig, Elna Bishop, Cecilia Wilkings, Margaret Phillips, Betty Culppepper, Nancy Patterson and Mrs. Urlin Streu.

Gerry Patterson visited in the home of her parents, Mr. and Mrs. Elmer Patterson over the week-end. Miss Patterson is a freshman student at Abilene Christian college.

Miss Jewel Nunley visited in the home of her brother and sister-in-law, Mr. and Mrs. W. B. Nunley, this week.

Tuesday Mrs. Charley Shipley, Mrs. Urlin Streu and Keith Hutson visited Oliver Streu and Donald Shipley at Texas Tech in Lubbock.

Increased...

(Continued from page 1)
first bale of cotton was brought in on September 28 by Buck Fallwell, who farms southwest of Friona.
All cotton run through the gin has been middling white cotton. A 1-1/32-inch staple is the longest processed yet.
Farmer county cotton farmers are going to increase their acreage next year, they have informed Williams. The government is calling for more production and is holding acreage allot-

ments off cotton.
Labor has been the big question in Farmer county due to the fact that there has been no place to house the workers on the scale they would be needed to bring in a larger cotton as a money maker. They can make more money per acre off cotton, Williams said, than off any other crop.
About 75% of Farmer county's cotton is under irrigation. Irrigated cotton has produced a yield about 2/3 greater than on dry-land.

Mr. and Mrs. C. C. Barnett of Plainview spent Sunday here with her mother, Mrs. J. W. Beene and sister, Miss Myrtice Beene.
Mr. and Mrs. Frank Marrs are home again after a three weeks stay with relatives in Missouri. They returned home Saturday.

School Lunch Room Menus

- November 5-9
- Monday**
Ham and Lima Beans
Buttered Turnip Greens
Lettuce Wedges—Carrot Sticks
Whole Wheat Rolls — Butter
Ice Cream Sticks — Milk
- Tuesday**
Hamburger Patties
Tomatoes — Lettuce — Onions
Pickles — Mayonnaise — Mustard
Buns — Butter — Milk
Fruit Salad
- Wednesday**
Baked Irish Stew
Buttered Green Beans
Sliced Tomatoes
Bread — Butter — Milk
Peanut Butter Cookies
- Thursday**
Chicken Loaf — Giblet Gravy
Mashed Potatoes
Buttered Sweet Peas
Whole Wheat Rolls — Butter
Cranberry Sauce — Milk
- Friday**
Pinto Beans — Onions

Sore Throat
of colds. Rub VapoRub on throat... chest. Melt some in mouth, too!

with emphasis on the needs and rights of those interested...

Fire and Allied Lines
Automobile
Casualty
Fidelity
Workmen's Compensation

JOHN McLEAN
Insurance Agency
Hereford, Texas
Phone 273

Eyes Examined
Glasses Fitted
Look to **LEE Optical** for Better Vision

when your vision fails to be All it should be

Why Pay More? you can't Buy Better

featuring low prices...

SINGLE VISION GLASSES \$14.50 Complete

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AMARILLO

SAFE!

Of course - it's Electric!

No need to worry about the children accidentally turning on your electric range. They'll be perfectly safe. Little ones, growing up, can learn the fine art of cooking on an electric range. They'll learn by doing and without the necessity of your constantly watching for their safety. Arrange now with your electric appliance dealer to install YOUR new electric range. You'll love the meals it cooks. Your husband will compliment you on your good judgment. Your children can learn to cook safely.

THERE'S A MODEL FOR YOU

No matter your budget... no matter your available space... no matter the arrangement of your kitchen... there's an electric range suited to your needs. They come with elements divided... elements on the right... elements on the left... whichever fits your need. See the clean-looking, clean-cooking electric ranges, soon.

SEE YOUR Electric APPLIANCE DEALER

SOUTHWESTERN PUBLIC SERVICE COMPANY

27 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

Beauty at Home

By Lynn Carter

Q. What external care can I give hair that is ailing and falling?

A. Excessive hairfall should be your cue to see your doctor for any physical disorder. You should shampoo well at least once weekly. Dry by hand with a towel — not heat. Brush at least 10 minutes daily. Massage scalp with fingers and tonic or pomade for five minutes daily. Keep scalp loose. Give hair a good oil treatment once monthly. Keep brushes and combs scrupulously clean.

Q. How can I treat chapped hands?

A. An effective healing pomade can be made of one ounce each of cocoa butter, oil of sweet almonds, one dram pure oxide of zinc, one dram of borax, and six drops of your favorite perfume oil. Use this at night before retiring.

Q. How can I make my eyes seem larger than they really are?

A. Deepen your eyeshadow in the center of your eyelids, blending out to the outer end of the eyes.

Q. How can I properly make up a very round face?

A. Apply your rouge close to the nose and blend it upward over the cheekbones. The eyebrows should be slightly irregular, angled, and high, so as to add length to the face. Piling the

hair high helps add length, too.

Q. What can I do to keep my knees and elbows smooth and soft?

A. Rub cream into them just before taking a bath. This is an ideal time, too, to let your face cream do its work. Put it on before getting into the tub and leave it until you have finished bathing.

Q. Please suggest a good hip-slimming exercise.

A. Lie on floor. Turn slightly to one side, bending left knee for support, and bump your right hip on floor 10 times. Then bend right knee for support and bump left hip 10 times. This is fine for breaking down fatty tissues of the hips and it also aids in making the waistline more flexible.

Q. What is an easy way to add gloss to the hair?

A. By adding the beaten white of one egg to the regular shampoo.

Q. How can I eliminate the dry skin particles from a fading suntan?

A. Massage the skin with a mixture of cold cream and table salt, blend to a paste consistency. Follow with an oil massage to soften the skin.

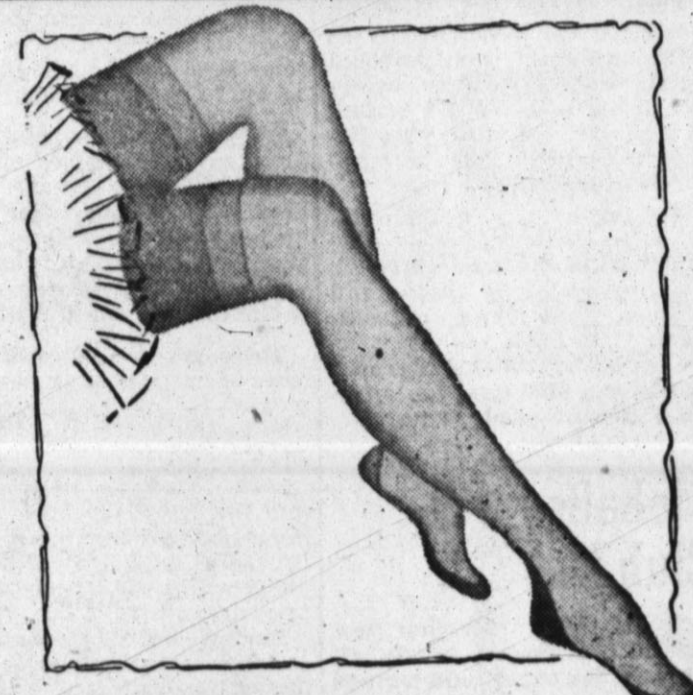
Q. How can I prevent chapped and rough lips?

A. Try using an oilier lipstick. Softening cream, rubbed into the lips at night, is also very good.

MONDAY ONLY! ..save a mint of money!

PENNEY'S DOLLAR DAY

RUN! HURRY! SCURRY! HUSTLE! FLY!



Give Gaymodes . . .
The Perfect Gift!
51 GAUGE 15 DENIER
ALWAYS FIRST
QUALITY
SIZES 9 1/2, 10, 10 1/2

66¢

How she'll love Gaymodes! Their perfect fit, smooth wonderful texture, flattering sheerness! And the colors! Smart "Go-With" fashion shades! Yes, there's a Gaymode shade for every color.



BIG VALUE!
RAYON SLIPS!
\$1.50

First quality multifilament rayon crepes with wide lace trims. Exceptional at this price! Slim fitted waists, full-cut skirts, soft pastels. Hurry in! 32-40.

Ladies Rayon Suede Gloves
Colors **98¢**
Brown & Black



Gift Hit! Cannon Terry Towels
SUN-DRENCHED SOLID COLORS!
(22"x44" bath size)

50¢

A big, man-sized towel. And the way the colors brighten up a bath, is something to shout about! See the closely woven terry loops, feel the weight and thickness of these towels. They'll soak up moisture, dry quickly! Choose from flamingo, petal pink, mimosa yellow, aqua, citron!

15"x26" Matching Face Towel 33¢
12"x12" Matching Wash Cloth 17¢

Ladies Rayon
Knit Gowns, Lace
Trim, Extra Nice
\$1.66

Our Ladies Winter Coats
are Reduced

\$29.75 VALUE	\$25.00
32.75 VALUE	\$27.00
\$39.75	\$33.00

2 Racks
Ladies Winter Dresses Reduced
From Our Better Dresses

\$4.00 & \$6.00

LADIES NYLON PANTIES
Size Small, Med., Large
\$1.00

New Stock
Girl's and Ladies Nylon Sweaters
Coat or Pull over Style
\$2.98 to \$4.98

50 Girls
Cotton Plaid
80 Sq. Dresses, Broken Size
\$1.00 & \$2.00



SPECIAL!
SLIPS
\$1.00



SPECIAL!
GARMENT BAGS
\$1.00

Outstanding value - find at Penney's, now! Sturdy 2-gauge vinyl plastic garment bags with long 30" zipper—choose yours in rose, wine, blue or charcoal 54" long, holds 8 garments.



NOW! NEW LOW PRICE!

PENNEY'S NATION-WIDE
MUSLIN SHEETS
ALWAYS FIRST QUALITY!

81"x108" \$2.59	\$2.39
72"x108" \$2.39	
42"x36" Cases . . . 53¢	(31"x99")

Shop . . . compare! You'll find this a value that's hard to match! Imagine getting a tightly woven, long-wearing muslin sheet for as little as this. They have even hems, firm selvages . . . yes, all the quality features of sheets costing much more! Rush to Penney's . . . stock up . . . save at our lowest price in months! Type 132 count

Broken Sizes
Payday Blue Overalls
What a Buy, If We Have Your Size
\$2.00

50 ONLY
Men's Better Army Twill Work Shirts
Reduced down, our Best Work Shirt
\$2.50

32 oz. Wool Zipper Jackets To Fit All

JR. BOYS' 4 TO 8	\$3.98
BOYS' 10 TO 18	\$4.98
MEN'S 36 TO 46	\$5.90

Boys'
Cloth and Corduroy Hats
Reduced to
\$1.00



Permanent Finish
Organdy Priscillas
\$3.88 pr.
DEEP, DEEP 8" RUFFLES
(80" wide-standard window lengths)

WINDOW PANELS
Rayon or Lace Pattern
Today Special **\$1.00**

REMNANTS
One Large Table. Come in and look for yourself
Reduced To Save Plenty

WHITE SHEET
Cotton Blankets, Extra Long Size 70x95
Extra Nice
\$2.00 ea

Special Purchase Sanforized Broadcloth
DRESS SHIRTS
Plain Colors
\$1.77

One Large Table of Ladies
Shoes, House Shoes, Overshoes
Broken Sizes
Reduced to **\$1.50**

24 ONLY
Ladies Cotton House Dresses
Broken Sizes
Reduced to **\$1.00**



Warm 3/4-lb. Blanket
75% Rayon, 25% Wool
EXTRA-LONG 72"x90"
SIZE! EXTRA-WIDE RAYON SATIN BINDING!
\$7.77

Just right Winter warmth—Luxury-beauty! And quality that speaks for itself, once you feel the softness and fleecy texture of these blankets! Come—buy now for your own home, for gift-giving—these have the extra loveliness of wider 6" rayon satin bindings, and you choose from beautiful colors!



NINE-MONTH-OLD Kerry Glenn Horne, son of Mr. and Mrs. Kerry Horne, is shown in the W. M. Kunkle living room in Dimmitt. Kerry Glenn is the grandson of the Kunkles.—Brand Staff Photo.

Castro Corn To Yield Average Of 35 Bushels

The corn borer took a big gouge out of Castro county corn production this year, cutting the average yield down to 35 bushels per acre.

Edd McLeroy, county agent, said that of the estimated 5000 acres of corn under irrigation in Castro county, a major portion of it went into ensilage.

Some of the corn, however, weathered the infestation by the corn ear worm and produced yields ranging from an exceptional high of about 115 bushels to a yield of 80 bushels on fertilized ground to about 20 bushels on unfertilized land.

The highest yield in the county is on the Jay Boston farm southwest of Hereford where the 20 acres seeded by Boston will produce, corn men estimate, about 115 bushels per acre.

Corn acreage in Castro county in 1950 was 8000 acres for irrigated and unirrigated planting.

Yields of Parmer County Feed Good

Inclement weather during the past week brought the Parmer county grain sorghum harvest to a standstill with about 15% of an estimated 260,000-acre crop still in the fields.

The overall yield and the per-acre yield will be below the 1950 figure, Friona elevator men told The Brand, but there are still some good records being compiled by individual producers.

Irrigated land is producing an estimated 3000 pounds of grain while dryland is expected to hit about 1200 pounds. Many farmers have beaten a 4000-pound per acre yield on irrigated land, but still many of them have fallen below the 2000 pound mark.

There are an estimated 75,000 acres of irrigated grain sorghums planted in Parmer county, according to County Agent Joe W. Jones.

Most of the grain being brought into the Friona elevators is being stored, but that being sold is finding a market of \$2.13 compared with a November 30, 1950 price of only \$1.70.

Storage on grain sorghums now cost the farmer about 14c per bushel.

The Friona Wheat Growers have a storage capacity of 1,300,000 bushels in their elevator. It is near capacity now and will be completely full when it dries out enough for farmers to resume work in the fields.

Only 300,000 bushels of wheat are in the Friona Wheat Growers elevator, so they will have a million acres of maize stored there by the end of the season.

The two elevators in Friona—the Friona Wheat Growers and the Santa Fe Grain company—have a combined storage capacity of 2,100,000 bushels. Parmer



WATCHING THE OVERFLOW cotton from the Dimmitt Gin company during ginning operations are J. L. Waters (foreground), who lives 14 miles east and five miles north of Dimmitt. In the background is Boyd Watkins, who works on the press at the gin.—Brand Staff Photo

county farmers have another estimated 1,300,000-bushel capacity in on-the-farm storage. Mr. and Mrs. Carlos A. Vaughn were in Lubbock on business Tuesday.

Mahaffey 4-H Club Met Sat.

The Mahaffey 4-H club met Saturday afternoon to discuss plans for the annual achievement day.

The next meeting will be November 10 at 2:30 in the courthouse.

Those present were: Nancy Parsons, Sue Minor, LaNelle Short, Betty McGaughey, Mrs. Argen Draper, and Mrs. M. B. McGaughey.

son, John D. Neal, Jr., 11. Mrs. Neal, formerly Miss Irene Caldwell of Huntington, W. Va., has a number of Texas relatives. She is the niece of the late Mr. and Mrs. W. P. H. McFadin, of Beaumont, a family well known

Better Mexican Trade Relations Is WTTC Theme

AMARILLO — Better trade relations with Mexico will be the theme of an address by Jack D. Neal, Acting Officer in Charge of Mexican Affairs of the U. S. Department of State, at the 34th annual convention of the West Texas Chamber of Commerce to be held here November 14, 15, and 16.

Neal is a native Texan, a resident of Marlin and Houston. In 21 years of service in the State Department he has served in Colombia, Nicaragua and Mexico. He has been chief of the Department's Division of Foreign Activity Correlation and later was

Associate Chief of the Division of Security. In 1945 he was the department's representative on the exchange vessel, "Gripsholm."

He studied in the University of Texas, 1926-30. He is a graduate of the National War College, which is the government's highest educational institution where selected personnel from the armed forces and certain civilian agencies study and prepare for the exercise of joint high level policy, command and staff functions, and for strategic planning duties.

After completion of the 1950-51 session of the National War College, Neal returned to the Department of State on special assignment in the office of the Assistant Secretary for Inter-American Affairs. Recently he assumed charge of Mexican affairs. Neal is married and has one

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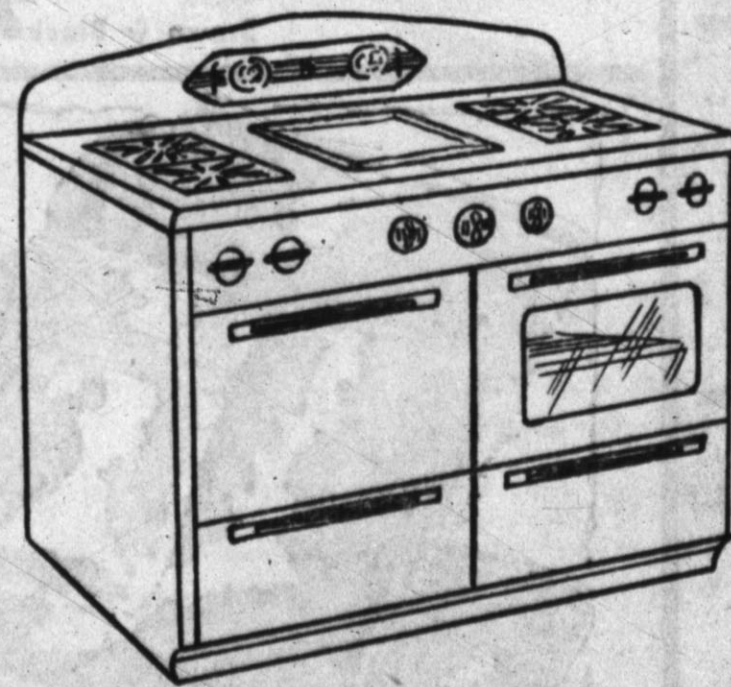
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Carl Johnson Music Student in East
 Carl Johnson, former music teacher in the Hereford public schools, is now studying at the music school of Westminster college, in Princeton, N. J.

He is studying piano, organ, conducting, harmony and dramatics, and is organist for the Lutheran church at Trenton, N. J. While in Hereford he was also director of the Methodist church youth choir.

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November 3-11 National 4-H Achievement Week

The accomplishments of Texas 4-H club boys and girls will be recognized and honored during the observance of the 1951 National 4-H Club Achievement Week, November 3-11. Volunteer local leaders of 4-H clubs will share in the honors.

In their efforts to meet the challenge of the 1951 4-H theme, "Working Together for World Understanding," 4-H members have worked to learn something about the cultures, contributions and problems of rural people in other countries.

In 1950, 118,237 boys and girls between 10 and 21 years of age were enrolled in 4,793 Texas 4-H clubs. Floyd Lynch, state 4-H leader, estimates the enrollment to be about the same during 1951. Youth from 67,732 farm homes

"April Snow" Saga of Swedish Mother and Her Lovable Family

Reviewed by **Christine Jennings**
 Snow in April and fertility are synonymous and is a promising omen for Swedish farmers as well as mothers of large families. Sigrid is the unforgettable mother of a most lovable family whose daily life and things are told in the story, "April Snow," by Lillian Budd. A genuine spiritual quality

prevades the whole novel and Sigrid's courage which triumphs over adversity, bigotry and the frailties of humanity sets a high goal.

Day by day she faces all the work of a large farm and family and difficulties of an unhappy marriage to the morose Peter. She weaves the linen and woolsens which first they must raise and then goes beyond this necessity to decorate it with the most intricate patterns of her own devising. Snowflakes being only one of many sources for such patterns.

She cooks the foods which are of the Swedish peoples' own concoction and always in large quantities, with plenty for family and their friends who may come at any time, especially holidays. They are famous for their many holiday celebrations which sometimes go on for weeks.

Ever the guiding hand at the head of the house, Sigrid wants her children to know and love beauty in all its forms, from the lovely hand made pansy rug to the great carved chests, the highly polished copper that hangs by the rough fireplace with its own beauty left to them by their ancestors. And that of nature all about them.

They saw and learned from "the pattern of wild geese cut the sky and finally they heard a chattering warning to fill the sheds with 'buck' wood and see to their warm clothing."

There was great beauty in Sigrid's philosophy too, some of which she kept to herself and others which she passed on to her friends and family. Her daily prayer was her very own, "Oh Heavenly Father help me to fit the pattern of my life to the cloth which is provided me."

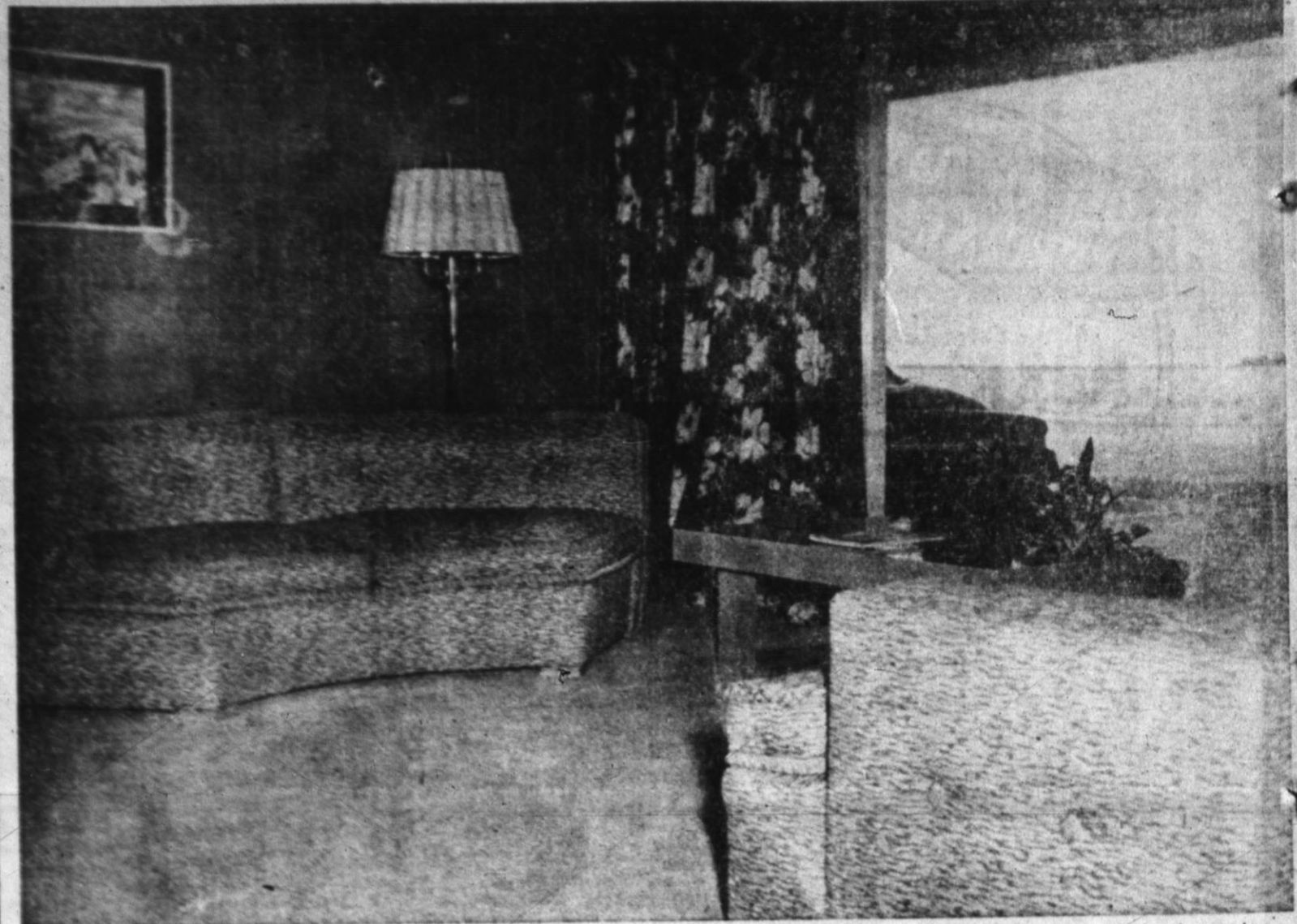
To others she might say, "Al-ways in time of a calamity, the good outshines the ill". Other musings might run, "How true that in doing for others the good comes back to us." Resulting from the fact that in oiling the new baby with oil for a number of weeks had made her own toll worn and cracked hands soft and

smooth.

As is true of large families there is lots of fun, gaiety, strong family affection and romance. Since this family lived on an island off the mainland of Sweden there appreciation of neighbors and friends on the mainland was very great.

The love story of the eldest daughter, Lissie, and Captain Lennert adds a touching note to the story.

Contributing much to the family's education with books, news from other parts of the world, gifts from strange countries and a great love for Sigrid and her children is the grand old man, Morfar, a sea captain and their grandfather. Rich in family life, customs of Sweden and those especially of Christmas, the book offers much to the reader and merits its place high on the best



THE LIVING ROOM of the Mary Boggess home in Friona looks like a page out of one of the nation's more popular home-decorating magazines. In fact, that's where most of her building and decorating ideas did originate! The color scheme of the room is a mixed green, complemented by lined oak furniture throughout. The gay faille drapes encompass a 44-foot picture window overlooking the outskirts of Friona. The grey frieze sectional is by the Crown Furniture company of Los Angeles.—Brand Staff Photo.

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Local Presbyterians Attend Meeting at Canyon on Wednesday

Fifteen officers and members of the Woman's Council of the Presbyterian church attended

Fall Presbyterial held in Canyon Wednesday. Those attending included: Mesdames Will S. Kerr, president, Henry Hastings, Lee Conklin, D. H. Alexander, Finis Hunter, M. L. Simpson Sr., Clay Ridgeway, N. E. Milburn, Bill Franz, George Millard, C. C. Ferguson, E. S. Ireland, Paul Mathers, H. A. Close and Russell Wingert.

Assisting on the program for the day were Mrs. Mathers and Mrs. Close with special vocal music given by Mrs. Russell Wingert. Mrs. Ridgeway served as accompanist.

Mr. and Mrs. Urlin Streu visited in the home of a cousin and his wife, Mr. and Mrs. E. A. Segor, in Clovis Sunday.

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Northwestern vs Purdue	N. Carolina U. vs U. of Virginia	Duke vs Wake Forest
Rice vs Arkansas U.	Tennessee vs Washington & Lee	Florida vs Georgia U.
So. California vs Stanford	Texas A.&M. vs So. Methodist	Georgia Tech vs V.M.I.
Texas U. vs Baylor	Washington State vs Idaho U.	Illinois U. vs Iowa U.
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<p>ALWAYS A WINNER... When You Put Hereford Bakery Products on the Table HEREFORD BAKERY 312 N. Main Phone 46</p>	<p>HEREFORD WRECKING and PARTS CO. New and Used Parts Automotive Service Wrecker Service Cylinder Reboring Welding 709 E 1st Phone 320</p>	<p>PHILLIPS & LAWRENCE  NASH 503 East 1st St. Phone 97</p>	<p>JIGGS SERVICE STATION "Service In Jigg Time" TEXACO PRODUCTS 143 E. 3rd Phone 875 Across from Jim Hill Hotel</p>	<p>RULES 1. Anyone can enter except employees of paper and their families. Use official entry blank from paper. 2. 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. 3. 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. 4. ONLY ONE ENTRY ALLOWED PER CONTESTANT! 5. Judges sports editor of Brand. Decisions final.</p>																										
<p>THERE'S THOUSANDS OF EXTRA YARDS IN GOODYEAR TIRES Vulcanizing and Recapping Let Us Fix Your Tractor Tire Right On Your Farm SHELTON TIRE EXCHANGE 303 East 1st St. Phone 122</p>	<p>DUB'S MAN'S SHOP Home of Famous Nationally Advertised Men's Wear, McGregor, Wilson Bros., Stetson Hats, Florsheim Shoes. "COME SEE US" 305 N. Main Phone 112</p>	<p>THERE'S NO TIME OUT or Wasted Time When You Put Your Car In Our Garage. FRANK CRAIG Stduebaker, Massey-Harris</p>	<p>NEILL BODY SHOP All Types of Body Work FREE ESTIMATE Painting Welding Glass Work 120 Schley Phone 1392</p>	<p>LEADERS FOR COTTON BOWL TICKETS</p> <table border="1"> <tbody> <tr><td>Sophie Snare</td><td>109</td></tr> <tr><td>Kent Snare</td><td>108</td></tr> <tr><td>Katherine Snare</td><td>107</td></tr> <tr><td>L. L. Whitfield</td><td>100</td></tr> <tr><td>C. W. Covington</td><td>95</td></tr> <tr><td>Dallas Phillips</td><td>94</td></tr> <tr><td>Jim Bookout</td><td>93</td></tr> <tr><td>J. B. Brown</td><td>93</td></tr> <tr><td>A. W. Goforth</td><td>93</td></tr> <tr><td>E. H. Loerwald</td><td>93</td></tr> <tr><td>Earl Stagner</td><td>93</td></tr> <tr><td>Mrs. Earl Stagner</td><td>93</td></tr> <tr><td>Mrs. I. L. Whitfield</td><td>93</td></tr> </tbody> </table>	Sophie Snare	109	Kent Snare	108	Katherine Snare	107	L. L. Whitfield	100	C. W. Covington	95	Dallas Phillips	94	Jim Bookout	93	J. B. Brown	93	A. W. Goforth	93	E. H. Loerwald	93	Earl Stagner	93	Mrs. Earl Stagner	93	Mrs. I. L. Whitfield	93
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FRIO NEWS

Frio Home Makers Club Met in Henry Dobbs Home on Wednesday

By Mrs. Owen Andrews

The Frio Home Makers club met Wednesday in the home of Mrs. Henry Dobbs for a program on "Furniture Arrangement", with Mrs. Gene Noel and Mrs. Floyd Cole giving parts of the program.

They pointed out that in decorating a room, a variety of materials should be used with patterns used sparingly and some plain surfaces and stripes or geometrical designs. Tiny pictures and articles scattered about give a cluttered look, they said, so it is considered better to use fewer and more handsome accessories in a room. Heavy pieces of furniture should be balanced, not all grouped at one side of the room and upholstered and varnished furniture mixed for a balanced look.

Those attending the meeting were: Mesdames W. A. Springer, T. L. Sparkman, C. N. McClure, Gene Noel, R. H. Little, E. F. Vogler, Floyd Cole, Jim Brooks, Harold Shearhart, H. E. Lindley, Owen Andrews, Bergen, a new member, and the hostess.

The next meeting will be on November 14 at the home of Mrs. T. L. Sparkman Sr., and will

feature cake decorating by a guest demonstrator. Taking dinner at the Henry Dobbs home Sunday were Mr. and Mrs. Herb Schmidt and sons and the D. Johnsons.

Mr. and Mrs. T. L. Sparkman called at the Finis Hunter home Sunday afternoon.

Don Mobley accidentally shot himself in the hand with a BB gun and had to have the shot removed at the Dimmitt hospital Sunday morning. Several stitches were required to close the wound in the palm.

Mrs. Fred Price of Floydada visited her sister, Mrs. H. M. Mobley, over the week-end. Mr. and Mrs. Fred Walton took supper with the T. L. Sparkmans Wednesday night.

Sunday visitors in the W. H. Thompson home were Mr. and Mrs. Raymond Odom and chil-

dren and Mrs. Odom's father Hiram Teague, of Chickasha, Okla. Mr. and Mrs. J. B. Thompson and daughter and Mrs. Eva Odom spent Saturday night and Sunday with the Thompsons.

Joe Davenport's father, who lives in Midland, was brought to the home of the Joe Davenports last Wednesday. The senior Mr. Davenport recently underwent an operation at Lubbock and will spend some time at the home of his son while recovering.

A Hallowe'en party at the Robert Simpson home on Tuesday night was enjoyed by several of the young people. They went in costume complete with disguises. Identification of each other, and games provided the entertainment for the evening. Those attending were Genelle Benson, Velma Irwin, Clark Dobbs, Tommy Irwin, James

Dobbs, Don Glenn, Leonard Schmidt, Clark Andrews, Virginia Brock, Glenn Andrews, Jean Jones, Veradelle Andrews, Frances Andrews. Mrs. Robert Simpson and Mrs. Owen Andrews were sponsors. Also present were Mr. and Mrs. John Simpson and Robert Simpson.

Mrs. Glenn Gripp has been in the hospital since a week ago Thursday. Young Monte Gripp is visiting with his grandparents, Mr. and Mrs. Gripp in Conway during his mothers' stay in the hospital.

Those who heard the news Monday were shocked to hear of the accidental death of Major Ray Stevens off the coast of Florida. Major Stevens, an army chaplain, was pastor of the Frio Baptist church back in the early thirtys while he was a preacher student at Wayland college. He

and his wife, Sally Mae, were well known and loved by the folks here and have been back to visit in recent years. Details of the death and funeral arrangements were not available, at the present writing.

Courthouse Records

WARRANTY DEEDS
 Carl G. McCaslin et ux to J. W. Barnett, S 35', Lot 2, N 64', Lot 3, Hardwick Sub., Pt. Blk. 1, Events Add.
 Floyd McGee et ux to Charlie Vasek Jr., SW 1/4, Sec. 64, Blk. K-3.
 William Havekost et ux to H. L. Betzner, S 325 acres, Sec. 15, Twp. 3.
 Gerald Gollehon and wife to Ettie Mathis a feme sole, W 90' Lot 10, E 50', N7' Lot 10, Blk. 27.
DEED OF TRUST
 Ettie Mathis a feme sole to First Federal Savings and Loan Association of Amarillo, W 90', Lot 10, E 50', N7' Lot 10, Blk. 27.
NEW AUTOMOBILES
 Sam Venturilla, Route 2, 1951 Ford 2-door October 24.
 C. W. Jones, 1951 Buick 4-door sedan October 24.
 Henry Hastings, 241 West 4th, 1951 Buick 4-door sedan October 24.
 L. L. Arnold, Rote 3, 1951 Ford 4-door sedan October 25.
 Y. B. Mayfield, Friona, 1951 Ford 2-door sedan October 25.
 Lloyd Gober, Bovina, 1951 Ford Victoria October 25.
 Ira L. Page, 225 Avenue B, 1951 Mercury October 25.
 Postelle Drilling Company, Odessa, 1951 Plymouth club coupe October 26.
 Clinton Jackson, 807 Main, 1951 Dodge 4-door sedan October 26.
 Zelma Axe, Wildorado, 1951 Ford Tudor October 26.
 J. F. Miller, Friona, 1951 Studebaker 4-door sedan, October 24.
 Charles Houston, Box 771, 1951 Mercury 4-door sedan October 25.

Shirley Draper, Carlos Vaughn 40 & 8 Officers

Shirley Draper was elected Grand Avocat and Carlos Vaughn was elected Grand Garde de la Porte at the recent meeting of the 40 & 8 of the American Legion. Carlos Vaughn also serves as sergeant at arms of the 18th District of the American Legion. Attending the meeting from Hereford were: Mr. and Mrs. Ralph Smith, Mrs. Ira Ott, Archie Dobbins, Mr. and Mrs. Carlos Vaughn and Shirley Draper.

H. D. Club Meets

North Hereford Home Demonstration club met Thursday afternoon in the home of Mrs. Bob McQuigg. Plans were made for the annual Thanksgiving supper for members and their families. The supper will be held in the home of Mr. and Mrs. R. E. Barrett on November 13.
 Mrs. R. A. Fullwood gave a demonstration on making corsages from nylon hose and presented a corsage to the hostess. The next meeting will be in the home of Mr. and Mrs. R. E. Barrett on November 15.
 Refreshments were served to: Mesdames Fred Saltzman, Maryr Bodkin, Peggy Paetzold, F. H. King, C. O. Williams, H. E. Pettyjohn, Paul Hoff, Otto Olson, C. L. Whitehead, R. A. Fullwood, J. A. Dumas, a new member, and the hostess.
 Mrs. Fern Berry and Shelia of Pampa visited last week in the home of relatives in Hereford. On Friday Mrs. Howard Gore, Mrs. Jack Flowers, Mrs. Clay Angelo and Mrs. Berry visited in Amarillo.

A Word From CASHWAY

As many of you know, we have been contemplating some changes for a long time, and we want you, our customers and friends, to know of our complete plans. Gerald Gollehon and I, along with our families, are moving to Colorado, where we expect to be engaged in the ranching business. Some of our stores have been sold, including Dimmitt, Olton, Friona and Hereford No. 2 (located on Highway 60). We still have, and will continue to operate, Hereford No. 1, Muleshoe and Earth stores.

Operating our stores has been possible due to the exceptionally outstanding type of employees we have had and, we feel, these employees have contributed greatly in the success of the stores . . . It is, therefore, with pride and pleasure that we announce the store managers from our own competent force:

HEREFORD NO. 1

- HELEN SMITH
Office Manager
- LILBURN (JOE) HAMILTON
Grocery Manager
- ROY BRITTAIN
Market Manager

MULESHOE STORE

T. L. WHITE
Manager

EARTH STORE

OGLE LORANCE
Manager

In addition, I shall personally visit with the stores each week or two and visit with the managers as has been my policy during recent years while operating the entire seven stores. Thus, we feel that we can continue to offer you the same Quality Merchandise—at Low Everyday prices, which have made your Cashway Stores the BUY-WORD among thrifty housewives over this area.

AND WHILE I do not consider this message as a goodbye, I do want to take this means of saying "Thank You" to our many friends over the territory, and of telling each of you that serving you and working with you has been a pleasure at all times. Under the new arrangement, I feel sure that you will continue to find trading at Cashway profitable and pleasant—which has at all times been our goal.

Elmer Gollehon.

Take Care of My Little Girl
 COLOR BY TECHNICOLOR
 THIS STORY BLOWS THE LID OFF SOPHISTRY LIFE!
 SEE IT AT THE TOWER DRIVE-IN THEATRE

If you turned this paper over to read this ad you are as curious to see this movie as I am

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 SUNDAY-MONDAY-TUESDAY
Star YOUR COMMUNITY CENTER
 HEREFORD
BULLFIGHTER and the LADY
 TEXAS YOUR FAMILY THEATRE
 SUNDAY MONDAY

WE CONGRATULATE YOU ON THE OCCASION OF YOUR WEDDING ANNIVERSARY
 Anniversaries from Sunday, November 4th, through Wednesday, November 7th . . .

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The PEOPLE Against O'HARA
 PAT O'BRIEN · DIANA LYNN · JOHN HODIAK

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