

Mrs. August... H... enson... Joe... boys... enson... nence... phen... ver... C. A... Mrs... and

Can... insure... policy... moon... came... r, he... under

acres

WEATHER		
	High	Low
Wednesday	90	61
Thursday	85	54
Friday	84	53

# The Sunday Brand

38 Pages  
Including 20 Pages of Comics

Published Every Sunday

Our Slogan: "More People—More Farms"

Price 10¢ per copy

Vol. 7 — No. 11

Hereford, Texas, Sunday, September 12, 1954



CHOOSING THE CARNIVAL QUEEN in Hereford England was one of the pleasant tasks performed by Cecile B. Eubanks, Hereford's roving ambassador during her travels. Above, she is seen chatting with the Miss Valerie Lax, "Miss Hereford, 1953" on the left, Miss Monica Sparks, the 1954 queen. Mrs. Eubanks appears next and just behind her is Miss Jean Webb, one of the attendants this year. Another picture will be found on page 2. (Photo by Derek Evans, A.R.P.S., Hereford, England.)

## Around Town

Things were picking up around town this week. Some scattered loads of milt were being reported at local elevators, but mostly it was classified as "too wet to handle." Grain dealers still felt that harvest would get underway after Sept. 20, which also coincides with estimates on lettuce harvest.

The softball league decided on a playoff series and really got fouled up when the four teams ended in a four-way tie Thursday night. The managers flipped some coins Saturday morning and came up with a "Playoff on the Playoff." The first game will be Sunday afternoon when Piggly Wiggly will meet Summerfield, followed by Hotel Jim Hill in the second game against Rutherford.

Winners of these two games will play Tuesday night for the championship. Trophies will be awarded following the Tuesday games—if it doesn't end in another tie.

Betty Turpen is announcing classes in Conversational Spanish to be held each week for interested persons. Charles Skelton will teach the classes and Betty says they have secured the Hereford State Bank as a meeting place. Persons interested should call Mrs. Turpen at the bank.

The Little Theatre group, with approximately 50 would be Theaters, will meet again in the hotel at 8 o'clock, Tuesday, Sept. 14, reports Mrs. Harry Caylor. Plans are definitely underway for some stage presentations in Hereford this week.

Lt. Thomas A. Stubbs, USAF, of the Amarillo Air Force Base will speak at the Rotary Club Monday on the topic, "A New Look at the (Continued on Page 2)

## Local X-Ray Dates To Be Scheduled

A meeting has been set for Tuesday, September 21, at 3:30 o'clock in the Chamber of Commerce office to formulate plans and schedule a date for free chest X-rays in Hereford. The organization announcement was made by R. R. Wills, county health officer, who said that the program will be similar to that conducted here several years back and will be in connection with the State Health Department.

"We are especially anxious to have representatives from each of the service clubs and each of the women's clubs," said Dr. Wills. "The campaign was recommended by the county medical association."

The mobile unit, operated by the state, is credited with having done much to arrest tuberculosis and other chest diseases. Representatives will be present at the September 21 meeting.

## Roving Reporter 'Holds Out' On Hereford, England, Tour

Modesty, it seems, got the best of Cecile B. Eubanks, Hereford's roving reporter, who has been sending back those interesting accounts of her travels on the Continent. Anyway, she failed to "tell all" in regard to her visit in Hereford, England.

In Honorary Veep Mrs. Eubanks, among other things, was made an "honorary vice president of the sports," when she attended races at Hereford. She was judge in a beauty contest in which the Hereford Carnival Queen of 1954 was selected, and visited with the "Mayor and Mayoress." She also attended several club meetings and took part in other community functions.

Says the Hereford, England "Times" regarding her visit: "Another visitor to the sports show was Mrs. C. Eubanks, who comes from Hereford, Texas, and has been touring the country. She told our reporter that it was the first time she had seen horse jumping events. 'In our country we train horses so that we can rope steers,' she said.

"Mrs. Eubanks added that what surprised her was the restraint shown by the spectators, for spectators at all events in America were far more vociferous both in praise and condemnation."

Tip off on the activities of Hereford, Texas' unofficial ambassador came in the mail Thursday morning when a fat envelope appeared with an English cancellation. Inclosed were two pictures and a note from Derek Evans, photo-

## Three Governors To Attend Bridge Opening Sept. 26

Governors from all three states, along with highway commission members from Texas, New Mexico and Oklahoma will highlight the dedication ceremony scheduled for opening of the new Canadian River bridge at Tascosa on Sunday, September 26, according to announcements today.

The occasion will open with church services to be held in the Ross Ranch chapel at 8 o'clock, followed by a barbecue to be served at 12:30 o'clock. The Odessa Chuck Wagon Gang, which has gained nationwide fame, will be in charge of the barbecue.

The actual opening ceremony will begin promptly at 2 o'clock, the announcement said.

The formal opening is sponsored by the Highway 51 Association of Texas, and barbecue tickets have been placed in the Hereford Chamber of Commerce for sale: children 75 cents, and adults \$1.50.

rapher (A.R.P.S. in England). It was also interesting to note that the English photographer used engraved stationery. The possibility that Hereford, England, may be a sheep breeding center, along with its famous cattle, was also indicated through the fact that he consistently spelled Eubanks as "Ewebanks."

Remaining Schedule Mrs. Eubanks was scheduled to be in Stockholm Sweden, September 10-12, leaving today for Copenhagen, Denmark. Then to Paris and the French West Coast. Around October 1, she will depart from Carcassone for Barcelona, Spain, visit the Pyrenees and leave Lisbon by air for London around November 1. She is scheduled to return to Hereford around Jan. 1, 1955, according to Mrs. C. Ora Cockrell, who is handling business affairs for Mrs. Eubanks during her absence.



TED MOORE

## Ted Moore Gets Scholarship In Eastern School

Ted Moore, age 14, believes in hunches, and when he decided, if you consider the way his last one paid off.

Ted, son of Mr. and Mrs. Don Moore, will leave tomorrow for Lakeville, Conn., where he will enroll in the Hotchkiss School for Boys, an exclusive preparatory school for the training of outstanding students with "high morals, scholastic attainment and promise of future leadership."

Is Discouraged It all resulted from an item Ted read last March concerning 70 scholarships to be issued by the school for study there and abroad. (Continued on Page 2)

## Magazine Sales Approach Geared To Changing Times

"That nice kid finally worked his way through college, but now his little sister has polio!"

Such was the summary of opinion at the C-C merchants committee meeting here Friday morning, when the group discussed magazine salesmen and the currently modernized sales approach being used in this area. People who would not be defrauded were warned to ask for

ber 10-12, leaving today for Copenhagen, Denmark. Then to Paris and the French West Coast. Around October 1, she will depart from Carcassone for Barcelona, Spain, visit the Pyrenees and leave Lisbon by air for London around November 1. She is scheduled to return to Hereford around Jan. 1, 1955, according to Mrs. C. Ora Cockrell, who is handling business affairs for Mrs. Eubanks during her absence.

## Concert Members Consider Change

Probable changes in program presentation, along with altered methods of ticket sales and general handling were discussed at length Tuesday night when Hereford Mutual Concert Association members met to elect officers and review plans for the coming season.

In addition to Pryor-Metz concert series, previously presented here, the group is also investigating the Southern Town Hall Association in regard to the 1954-55 series. No definite action has been taken, however, with either company.

New officers of the local group include H. A. Cavness, president; Mrs. Dick Miller, vice president; Mrs. Cecil Parker, second vice president; Mrs. Harry Caylor, secretary treasurer, and Mrs. Paul Dishman, reporter. Dr. Cavness (Continued on Page 2)

## C-C Names New Office Assistant

Virgil Cocanougher will take over the duties of office secretary in the Chamber of Commerce on September 16, according to announcements today. He succeeds Mrs. Harold Loerwald, who will be employed as desk clerk at Hotel Jim Hill, effective the same date.

Cocanougher, 19, finished high school in Hereford last year, including commercial classes and D-E employment with Perry Brothers, where he has been working since June.

## Workmen Busy On New High School

With plasterers through with the exception of one room and painters, plumbers and electricians busy, it looks as if the new high school building will be ready to enter by Thanksgiving as planned, Supt. Geo. L. Graham said today. The masonry work is also pretty well completed, he said.

After the building is occupied, dedication services will be held later, and the public will be invited to an "open house," according to present plans.

The building will have 24 rooms, including four administrative offices, two homemaking rooms, one auditorium, which will seat about 1,000 persons, the band hall courts, and the gym. The industrial shop has four rooms.

## No Braces Needed By Polio Victim

Hereford's first 1954 polio victim, Larry Dale Frazier, four year old son of Mr. and Mrs. G. B. Frazier, 211 Kibbe, will return to his home the first of this week from West Texas Polio Center at Plainview. It is reported that he has recovered to the point where he will need no braces.

Larry Dale was stricken with polio August 9 and was taken to the polio center as soon as the case was diagnosed by local physicians. He has been in the center a month.

## Football Contest Opens This Week

Weekly prizes totaling \$10 in cash and trade, plus grand prizes of four Cotton Bowl tickets are once again offered in the Brand annual football contest, sponsored by Hereford merchants.

The page, complete with team listings, rules and prizes, will be found in this issue, and on each succeeding Sunday throughout the football season. Chief variation from last year will be inclusion of "The Breakers" to eliminate the large number of ties encountered in past years.

Contestants will again mark their entries and leave them with any sponsoring merchant which appears on the page. Weekly prizes will be awarded each Monday and the grand prize will be based upon average over the full season.

# Audit Reflects City Expansion



Jean Champan ... exchange student

The City of Hereford showed balances totaling \$148,598.10 in four funds, according to the audit report released this week. The figure, when compared with beginning balances of \$148,659.67 from the previous year, showed a decline of \$61.51 for the 12-month period ending April 30, 1954. However, the report showed expenditure of \$60,273.12 in water and sewer expansions to new areas of the city, which ordinarily would have required bond issues; the City also retired \$24,000 on bonds previously issued and paid \$20,675.76 interest and fees on the bonds.

General Fund Chief source of income for the City was from property taxes, which totaled \$98,732.90; other taxes amounted to \$9,287.19. Fines, fees and licenses brought in \$8,844 and parking meters netted \$10,360.84. Charges for current services (garbage collections, etc.) was the second highest form of revenue, totaling \$20,216.01. Other incomes were from water meter deposits, sales and refunds and amounted to \$5,984.45. Total income for the general fund showed \$153,425.39 which, with the beginning balance of \$36,601.20, totaled \$190,026.59 for the year.

The greatest expense to tax payers from the general fund was police protection, which cost \$23,602.59 for the year; next largest in cost was the health department, including garbage and trash collection, at a total of \$20,403.39. General operating expense, including salaries, supplies, fees, insurance, etc., cost \$18,894.17, and street department expenses totaled \$18,410.46. The fire department costs amounted to \$5,862, while park expenses totaled \$5,617.44. The city also purchased and replaced capital equipment to the tune of \$15,377.97. Other expenses from the general fund, including gas, oil, deposit refunds, parking meter expenses, etc., amounted to \$10,229.24. Total expenditures from the general fund amounted to \$118,347.26, leaving a balance of \$71,679.33.

Water and Sewer Fund The water and sewer fund took (Continued on Page 2)

## Exchange Student Arrives This Week

By Coelita Shelton The exchange student, Miss Jean Chapman, a 16-year-old senior, arrived in Hereford Wednesday, Sept. 8 from Sudbury, England, and has enrolled in Hereford High School. She is sponsored by the Future Homemakers of America and will stay with Mozelle Telchik, daughter of Mr. and Mrs. Edgar Telchik.

Her visit to the United States was arranged by the American Field Service. After an 11-day trip by boat, Miss Chapman spent four days in New York and then came from New York to Hereford by bus.

Four In Family Jean's family includes her mother and father, a brother, David, who is 20 years of age, and herself.

She is now taking the following subjects which are offered here in Hereford High School: English III, American History, choir, speech, and in the choice between Algebra and economics, she selected economics. (Continued on Page 2)

# Whitefaces Trample Mules 19-7 In Opening Game Friday Night

Led by the running of Wayne Smith and Buddy Godfrey, the Hereford Whitefaces opened the 1954 football season by handing the Muleshoe Mules a 19-7 setback in Whiteface Stadium Friday night. An overflow crowd witnessed the season opener for the Herd.

Coach L. B. Russell's Whitefaces rolled to a touchdown in every quarter except the second. A pass from Buddy Godfrey to Tony Riddle was good for 12 yards and a touchdown in the first quarter while Wayne Smith rammed the line for nine yards and another touchdown in the third period. Smith also accounted for the last six pointer with a line smash of seven yards in the final stanza. Francis Boyd converted the last extra point.

Raced 67 Yards Charles Waggoner, Muleshoe's outstanding player, took a pass and ran 67 yards for the Mules' only touchdown in the fourth quarter.

The Whitefaces relied entirely upon their ground game which was run off the split-T. They tried only four passes, completing two for 17 yards, one for a touchdown.

The Herd rolled up 324 yards rushing for a total offense of 305 yards. Muleshoe racked up 286 yards on the ground but passed for 71 yards to put them ahead of the Whitefaces on total offense.

Smith and Godfrey were responsible for 196 of the 288 yards gained on the ground. Godfrey ran an option play quite effectively off the line and broke away for several sprints around end. Smith gained 101 yards and Godfrey 97 but Charley Waggoner picked up 136 to take rushing honors.

Backfield Unsure The Whiteface backfield seemed a bit unsure of itself in the opening seconds of the game but they

calmed down after a few minutes. The Herd fumbled five times and lost all but two of them. Muleshoe lost none of their two fumbles.

First downs were very even for both teams. Hereford rolled up 12 to Muleshoe's 11.

After G. R. Howell had run the kickoff back, Waggoner and Doyle Rush teamed up to net 26 yards in two plays.

The Mules were then bottled up and the only attempted punt of the night by Muleshoe was blocked by

the left side of the Whiteface line and recovered by Martin Moore on the Mules' 39.

The Herd went to the 12 on two gains of 18 and 9 yards by Godfrey then scored on the pass to Riddle.

The Whitefaces took the kickoff to begin the second half. On the first play G. C. Merritt went 59 yards for a touchdown but clipping was called on the play.

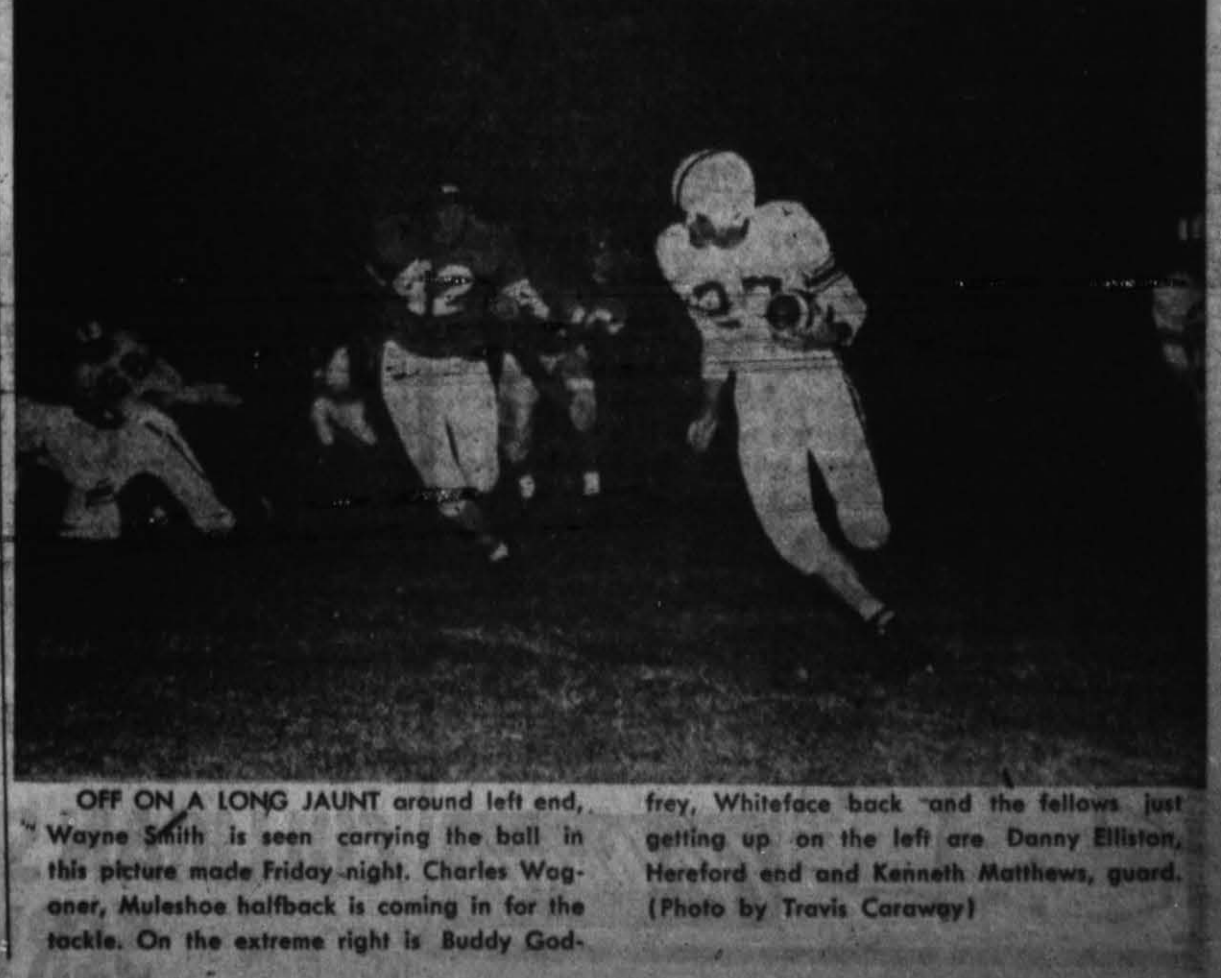
After Riddle was stopped for a short gain, Buddy Godfrey jour-

eyed 65 yards for another touchdown again to have it called back because of a penalty but the Whitefaces battled back and finally Wayne Smith scored from the nine.

Led In Fourth The Herd made it 19-0 in the fourth quarter when Smith drove over from the seven. Francis Boyd converted for the first time.

Muleshoe's only tally came with about four minutes left in the game. Eugene Shaw flipped a flat

(Continued on Page 2)



OFF ON A LONG JAUNT around left end, Wayne Smith is seen carrying the ball in this picture made Friday night. Charles Waggoner, Muleshoe halfback is coming in for the tackle. On the extreme right is Buddy Godfrey, Whiteface back and the fellows just getting up on the left are Danny Ellison, Hereford end and Kenneth Matthews, guard. (Photo by Travis Caraway)



### Ted Moore...

Continued from Page 1  
 Ted had a hunch he should apply, so he sat down and wrote for information. In reply, he got a discouraging letter in which he was informed that his application was "very late," since most of the others were already on file. The school even suggested that he wait until next year to apply.

Ted still played his hunch, though, and sent for application papers to take the competitive examination upon which the judging is partly based. In June he was notified that his application had been successful.

Scholarships are for one year,

but are renewed automatically for four years if a high scholastic record is maintained. Only 340 students are accepted and classes include only 8 students.

Ted was valedictorian of his Junior High School class and has been active in various school activities. He was a member of the band, has acted in the capacity of president of the Intermediate Group of young people in the First Methodist Church, and is an Explorer Scout.

**Honored By Classmates**  
 Wednesday evening Bill Woodford entertained with a chess party when classmates honored the young award winner. Gifts were presented and Dick Wilson entertained informally with favorite music as requested by the boys.

Those attending were Dick Wilson, Donald Zimmerman, Gwen Lovel, Carl Zimmerman, Robert Lamb, David Werthenberger, Ronald Zimmerman, Key Crawford, the honoree and the host.

### Concert.....

Continued from Page 1  
 was re-elected as president, having filled the vacancy created a few months back when Robert Bell resigned the post upon moving to Dallas.

### The SCAT



Imported French 100% wool beret type hat with visor like front trim. So versatile, it's almost a classic. In the latest fall colors: Red, Pervenche, Shocking, Copucine, Belge, Peacock, Gold

**Anthony's**

### Ladies' CHIC NEW FALL HATS

Our finest quality, and the most beautiful hats you've seen this season, shaped to flatter your profile, accented with iridescent pearl-like ornaments and rhinestones. Choose today from your nearest Anthony store, and notice the latest styling and that low Anthony price.



**3.95**



**Anthony's**



HEREFORD DISTINGUISHES welcomed Cecile B. Eubanks during her visit in England. Above she is facing the Mayor and Mayoress of Hereford, England. Extreme left is Eustace Price, president of the Chamber of Commerce and Edward J. Thur-

stone, a prominent Kolarian and chairman of the savings bond committee in the community. Mrs. Eubanks visited numerous community functions during her stay in Hereford.

### Exchange Student

Continued from Page 1  
 nomics, having already taken five full years of Algebra in the English schools.

**Schools Compared**  
 In comparing the U. S. schools with those of England she finds the following to be some of the major differences:

In England, children start school at the age of five and attend a primary school until they reach the age of seven. During the years between seven and 11, they attend a junior school. At the age of 11, an exam is given each student to determine whether he will attend high school, secondary school, or technical school.

Miss Chapman attended high school in England for five years. At the end of her five years in high school, she received what is known as her General Certificate of Education, which would be known to us as her diploma.

**Course Is Reviewed**  
 The courses which Miss Chapman took, during her five years of high school in England were: one math, includes all the following maths, which we take separately: trigonometry, plain geometry, algebra, and arithmetic; English literature and grammar; European and British History; geography; biology, French; Latin, which she didn't especially care for; gym; music; and one period a week of scripture lessons. Two subjects not offered in Miss Chapman's school are economics and speech.

The school Miss Chapman attended had seven periods a day, four in the morning and three in

the afternoon with a 30 minute break after the first two classes in the morning.

**During our interview Miss Chapman remarked, "I would say that the schools at home are much harder than they seem to be here, so far."**

In Miss Chapman's school the girls wear no make-up or jewelry. They wear set uniforms consisting of navy skirts, white blouses, and ties in the winter and checked dresses in summer. "There's no reason for this. It's just a habit," she said.

Boys and girls are not allowed to attend the same schools in England. Therefore, Miss Chapman had never seen a football game until Friday night, where she attended her first game with Mozelle. Football is played in English schools, but only by the boys.

**Football Is Wonderful.**  
 When asked for her opinion of her first game, Jean replied, "Oh! I just thought it was simply wonderful. We have nothing like that at home you see! And I enjoyed the band and pep club. They were very good. I especially like the uniforms. In fact it was all wonderful; great fun."

Jean attended her first pep rally Friday morning, she said "I thought it to be wonderful, also. It was really great fun. We have nothing such as that at home either."

She said that the weather in England was considerably "wetter" than here. In fact the past summer it has rained almost constantly.

Jean is a member of the tennis team; several clubs, one of which is the Girls Life Brigade, which is something on the order of our Girl Scouts. She also plays the piano.

**Doesn't Miss Her Tea**  
 When asked about the eating habits of the English, Miss Chapman replied, "In England the people have tea every afternoon about 4 o'clock. Then a cold meal is usually served about 7 o'clock, which might include a salad, English biscuit, etc. The main meal is usually served at lunch."

"I don't miss my afternoon tea much," was Jean's reply, when asked this question. "I've grown used to it while coming over on the ship. It doesn't bother me, really. I was usually in school at teatime, anyhow."

When asked if she drank coffee, she said, "Certainly! You may be interested to know that we drink quite a bit of coffee in England. Mostly in the middle of the morning."

**Making Many Friends**  
 Jean seems to be making friends very quickly. Although she hasn't been here quite long enough yet to give us her views on our town. She seemed to be simply fascinated by the sights in New York, where she spent the Labor Day weekend. She saw many things there.

### Around.....

Continued from Page 1  
 Air Force," according to Leslie Combs, program chairman.

Jack Fortenberry from out in the "great northwest" country reports a rain that was a rain. He says it fell in sheets Wednesday afternoon and that he could not even see one of his fields for the water. This is the best, and practically the only, rain Jack has seen in the past six years.

Barbara Sue Rogers was elected vice president of Tri-Hi-Y girls at a called meeting Tuesday night.

### Audit.....

Continued from Page 1  
 in a total of \$99,921.75, including \$85,833.57 from water sales. This amount, added to the beginning balance of \$32,182.75, gave a total of \$132,114.51 for the department.

Greatest cost in this department was \$60,275.12 for capital expenditures in the form of water and sewer lines, pumps, meters and similar costs, mostly for expansion into new areas. Previously, items of this size have resulted in bond issues. Other expenses in the department were: salaries \$33,991.38; transfer to interest and sinking fund \$13,659; disbursements and refunds \$1,306.76. Total disbursements were \$169,230.26, leaving a balance of \$22,874.25.

**Tax Bonds, Sinking Fund**  
 Beginning balance in this fund was \$57,767.62, income was \$5,185.63, giving a total of \$62,953.25.

The city retired \$17,000 in bonds, however, paying \$16,220.16 in interest and fees, which left a balance of \$29,733.09.

**Water, Sewer Revenue Bonds**  
 This account started with a balance of \$22,168.03, gained \$13,659 from transfer of funds to total \$35,767.03.

A total of \$7,000 was retired in bonds, along with payment of \$4,455.60 interest and fees, leaving a net balance of \$24,311.43.

A summary statement of the audit will be found on page 2, section 1 of this issue of The Brand.

Danny McLallen visited in the home of his parents and sister, Sammy Lou, for the past week. Danny was on his way to Fort Hood at Temple, Tex., where he will be assigned to the personnel Department. He was previously at Indianapolis, Ind., where he attended A. G. School for the past 18 weeks.

She will replace Janie Wamble, who was elected last year, and has transferred to another school. The group also plans to expand its membership.

### Whitefaces...

Continued from Page 1  
 pass to Charles Waggoner who went 67 yards for a touchdown. He also ran the extra point over.

Outstanding players for Hereford were Wayne Smith and Buddy Godfrey. John Bryant did a good job on pass defense. Charley Waggoner and Keith Buhrman stood out for Muleshoe. Hereford's next game is Friday against the Littlefield Wildcats at Littlefield.

First Downs	12	11
Yards gained rushing	324	286
Yards passing	47	71
Total yards gained	305	357
Passes attempted	4	12
Passes completed	2	2
Fumbles	5	2
Opponents fumbles recovered	0	3

The J. T. Jones' family has gone on a fishing trip to Colorado for this week.

Visitors in the Edd Jesko home last week were Albert Fritcher, and daughter, Judy, of Chickasha, Okla., and Mr. and Mrs. Frank Heitzman of Pilotpoint, Tex.

Mrs. C. C. Billingslea returned Wednesday from Alabama, where she had been called by her father's death.

Mr. and Mrs. E. E. Fridley and Mr. and Mrs. John Jacobsen Jr., returned last night from Shaduck, Okla., where they attended a funeral.

Eugene Roberson, son of Mr. and Mrs. Ed Roberson, has been visiting in the home of his parents over the weekend. Eugene is from El Paso.

Mr. and Mrs. Reuben Knox and family visited in the home of Mrs. Knox's brother and family, Mr. and Mrs. Carl Prickett, Thursday night. They live in Amarillo.

**STAR** 3 Days Starting Sun.  
 ALFRED HITCHCOCK'S  
**dial M for Murder**

**DR. MILTON C. ADAMS**  
 OPTOMETRIST  
 140 West Third Hereford, Texas  
 Phone 37 Office Hours — 8:30 — 5:00

**TIME IS MONEY**  
 Employers ..... Train Your Personnel  
 IN  
 Evening Business Classes Above McDowell Drug  
 Tuesdays, Wednesdays, Thursdays  
 6:15 To 9:15 — Mary Linnartz, Box 806  
 Beginning Gregg Shorthand, Typing, Bookkeeping if demanded; Ediphone on demand, Advanced dictation: Medical, Legal, Commercial

**COMING**  
 5 -- BIG NIGHTS -- 5  
 HEREFORD — STARTING  
**TUESDAY - SEPT. - 14**

**Henry L. BRUNK'S COMEDIANS**  
 "TRULY A GOOD SHOW"  
 OPENING PERFORMANCE  
 "Chorus Girl Tamer"  
 Plus 5 ACTS of Vaudeville  
 DON'T MISS  
 "WHY MEN LEAVE HOME"  
 Changes of VOYVIL MUSIC nightly!  
 A GOOD CLEAN SHOW FOR THE WHOLE FAMILY  
 ADULTS — 40c  
 CHILDREN — 10c  
 AUSPICES V.F.W.  
 Tent Located Hiway & Lawton  
 Doors Open 7:00 P.M.  
 Show 8:00 P.M.  
 DON'T MISS — "WHY MEN LEAVE HOME"

**Girl's Novelty VELVETEEN TRIM ALL WOOL CHECK COATS \$16.75**

She'll walk in beauty, when she wears one of these delightful creations fashioned of all wool DGM check. Single breasted, velveteen trim. Scarf lends a special touch of styling and lining. Just the thing for her new fall wardrobe.

• Tan  
 • Rose  
 • Blue

SIZES 8-14

• Blue  
 • Rose  
 • Natural

**Anthony's**

**SUDS 'CROP' IN SOFT WATER TEST**

Esther Williams tries out swimming pool filled with soap suds in giant test by Culligan Soft Water Institute to demonstrate sudsing power of completely soft water and soap. Miss Williams wears costume from her latest Metro-Goldwyn-Mayer release, "Jupiter's Darling." There are enough suds in the pool to do the family wash for about 15 years if soft water is used.

**You Too Can Have Soft Water**  
 Call  
**CULLIGAN SOFT WATER SERVICE**  
 841 E. 1st St. Phone 317

**HOME OF AYERS SUPREME FEEDS**

for better production  
 Start feeding those Pullets on  
**AYERS 20% EGG MASH**

Custom Cleaning for your Seed Wheat  
 Lawn Grass Seed

**WEST TEXAS FEED, SEED & HATCHERY CO.**  
 Jack Wright  
 Hereford, Texas

**HOME OF AYERS SUPREME FEEDS**





LIONS HAD FUN in games and stunts Thursday evening in a picnic at Dameron Park. Above Guy Lawrence is doing a request performance on the net as Jimmie Allred, who just finished looks on. Other games included sack races, spoon races and an "egg scramble," all conducted by Blue Turpen. Approximately 250 lions and their families attended the outing, which concluded with a picnic dinner of fried chicken, potato salad, ham rolls, ice cream and cold pop.

### BOY SCOUT NEWS

#### Eagle Palm Will Be Awarded Here

When the Boy Scout Court of Honor is held here at 7:30 Monday evening John David Bryant will receive the first Eagle Palm to be presented in this immediate area, according to announcements this week by Maurice Teague, district executive. Presentations are also scheduled for the evening. The meeting will be held in the Baptist Church at 7:30 o'clock under supervision of S. B. McLallen, district advancement chairman.

An Eagle Palm indicates seven merit badges in addition to Eagle Scout, said Teague, "and is very rare." Dr. M. C. Adams is the only worker in this area to have earned the award. He received his Eagle Palm back in Lubbock when he was a boy.

National Rifle Association awards are also scheduled, along with class, second class and merit badge awards. An attendance banner will be awarded the group with the greatest number of members present.

**Change Meet Dates**  
Lions Club Troop 50, Albert Maxwell, scoutmaster, will henceforth meet on Tuesdays instead of Thursdays at the Scout hut. Meeting time will be 7:30 o'clock.  
Troop 52, Methodist Sunday School Class Troop will meet at 8:30 on Tuesdays, but will move to the hut to the Methodist church, Don Zimmerman is acting scoutmaster for this troop.  
Pack 51, sponsored by the Presbyterian Church, will meet on September 17, at the church. Parents and interested boys were invited to attend this meeting.  
The monthly district committee meeting will be held in the hotel here at noon, September 14, at which time G. T. Slaughter will award a "Scouters Key."

**Need More Leaders**  
Bruce Miller and Joe Nesbitt a week conducted "boy fact" surveys at the local schools, Teague said, disclosing a definite need for additional scout and cub troops.

**MONEY has no color, no race, no religion, nor has skill --**

**Be Prepared!**  
Beginning Sept. 14 Evening Business Classes Tues., Weds., Thurs. 6:15 to 9:15  
Mary Linnartz, Box 206 Beginning Short-hand, Typing Book-keeping if demanded: Telephone on demand. Advanced dictation: Medical, Legal, Commercial Above McDowell Drug

### L.A.E. Club Begins 23rd. Year At Coffee Tuesday

L.A.E. Study Club began its 23rd year of organized club activities at a coffee held in the home of Mrs. A. N. Hopson with Mrs. Jim Loving as hostess, Tuesday morning. Coffee and other delectables were served from a buffet table centered with an arrangement of red zinnias and canna leaves. Two new members, Mrs. Guyeth Bogle and Mrs. Ellery Hargis, were welcomed as new members of the club. Plans for the coming year's activities were discussed and new

### Buffet - Dinner Opens Initial Meeting For Child Study Club

The initial session of the Child Study Club was in the form of a buffet-dinner given Thursday evening in the home of the new president, Mrs. Dale Kelly. Decorations and appointments carried out season colors, and suggestions. Announcement was made during the business meeting which followed the dinner, that the total amount collected during the emergency Mother's March of Dimes was \$1,005.00. The Mother's March was conducted by the Child Study Club with the assistance of four other child study groups. Mrs. J. C. Reese distributed the new year books and read the poem "No Greater God." She also gave an introduction to the year's work as outlined in year books. In conclusion a "Prayer For Parents" was read. Mrs. Earl Holt, Mrs. Bill Nunn and Mrs. Charles Coffman were welcomed as new members. Those attending were Mesdames Cawthon Bryant, Charles Coffman, Clyde Denton, Earl Holt, Clinton Jackson, Merlin Katal, Stanford Knox, Lawrence McGee, W. B. Nunley, Bill Nunn, J. C. Reese, John Robinson, Maurice Tannahill, Bob Wear, J. W. Witherspoon, Lisle Woodford, F. G. Witherspoon and the hostess.

### Jeanette Euler Will Attend Chicago School

Jeanette Euler left Wednesday for Chicago where she will enter McCormick Theological Seminary for graduate work in church social work. Miss Euler received her B.S. degree in elementary education from West Texas State College, Canyon, and for the past 2 1/2 years has been teaching in the public schools at Ralls and Pampa. She graduated from Hereford High School in 1948. During the past two years she has been associated with the American Youth Foundation which sponsors the widely known Camp Miniwanca at Shelby, Mich., and Camp Merrivista in New Hampshire.

Mr. and Mrs. Bill Forbus left Thursday for Dallas, where Bill will enter Baylor Dental School.

Jack McCracken and Ted Houston drove to Los Animas Thursday to Dr. Wiltshire's ranch and returned Friday.

### Softball Playoff Ends In Four Way Deadlock

By Billy Paul Knox

Well, it's not over yet. The playoffs of the Hereford Softball League ended in a four-way tie. Each team wound up with three wins and three losses in the double round-robin playoff between Hotel Jim Hill, Rutherford, Summerfield and Piggy Wigly.

Rutherford started off like a house on fire winning their first two games from Summerfield and Hotel but Piggy Wigly handed them a pair of defeats. They beat Summerfield again and lost to Jim Hill to wind up with a three and three record.

Hotel defeated Rutherford, Summerfield, and Piggy Wigly but also lost to each of the teams once. Summerfield and Piggy Wigly were actually the spoilers. When Hotel had a chance to clinch a tie for first, Summerfield handed them a 12-1 setback and again after the Farmers defeated Jim Hill, Rutherford could have won the playoffs but they lost to Piggy Wigly 7-17.

In the second meeting of the two teams, Summerfield rubbed things for Jim Hill by defeating them 12-11.

Hotel scored four in the first on hits by Howard, Parrett, air and Reppner but Summerfield tied it in the last of the first with four runs of their own.

Bob Clark blanked Jim Hill and then blasted a two-run homer to give Summerfield a 6-4 lead after two innings.

### Party Given For Former Resident

Mrs. Kenneth Clayburn of San Diego, Calif., the former Miss Eva Greeson of Hereford and Summerfield, was honored at an informal party given in the home of Mrs. Joe Story Wednesday afternoon. Seasonal flowers were used for the refreshment table and about the house.

Guests, for the most part, were classmates of Mrs. Clayburn in Hereford High School. They included Mesdames H. H. Caraway, Pele Carmichael, J. B. Noland, Jack Streun, Guy Walsler, Ruth Adams, Gertrude Wade, Lester Newton, Lookingbill, J. A. Noland, L. L. Cannon, Obe Roberson, B. K. Greeson and the honoree.

### Football Mothers Select Officers

Officers for the Football Mothers were elected at the organizational meeting Thursday, September 2. Mrs. C. C. Blinn was elected president; Mrs. Harold Westery, vice president; and Mrs. T. J. Parsons, secretary-treasurer.

They voted to continue the custom of serving meals to the football boys, their girls and parents following each home game. All boys who are wanted for football, whether or not they make a team, are to be included.

Chairmen for the meals are: Mrs. A. Y. Jansen and Mrs. D. L. Smith, Mrs. A. E. Acton and Mrs. W. M. Drake, Mrs. Troy Moore and Mrs. Jack Bradley; Mrs. Albert Stanger and Mrs. Velma Hodges; and Mrs. O. E. Easley and Mrs. Merlin Kaul.

Richard Tucker, son of Mr. and Mrs. F. A. Tucker, and Shelby Whitfield, son of Mr. and Mrs. L. I. Whitfield, will leave today for Austin, Tex., where they will attend the Texas University.

Mr. and Mrs. F. A. Tucker plan to leave for Sacramento, Calif., Monday, where they will visit his brother and family, Lt. Col. H. T. Tucker.

Mr. and Mrs. Floyd West took their son, Kenneth, to Abilene Saturday, where he will attend the A.C.C. University for this fall term. The Wests returned home today.

### Summerfield Reunion

SUMMERFIELD — One hundred and seventy-two persons registered at the fourth annual homecoming of the Summerfield Community observed Sunday in Jaycee Park.

Mrs. Cheremy Dandy, 89, came the farthest distance. She lives in Blum and is the sister of Mrs. Bentab Roberson. She and her husband improved the place where Guy Boltin now lives in the spring of 1933.

Mr. and Mrs. Alva Wilson and Mrs. Bessie Roberson of Hobbs, N. M., have been present every year. Mr. and Mrs. Percy Estes of Lumbert have been present each year. Mrs. Estes was one of the first school teachers in Summerfield.

Others from out of town were: Mr. and Mrs. John McDonald of Portales, N. M.; Mr. and Mrs. John O. Howard and Mr. and Mrs. Aaron Judd of Clovis, N. M.; Mr. and Mrs. Cecil Lookingbill and Mrs. Bill Smith of Amarillo; Mrs. Beatrice Massengill, sister of Alva Wilson, of Denver City; and Mr. and Mrs. Luther Foust and boys of Plainview.

**Harris Is President**  
A business meeting was held and it was decided that the gathering would be called "Summerfield Pioneer Association." Officers were then elected: W. G. Harris is president; Wiley Roberson, vice president; Mrs. L. L. Cannon, secretary-treasurer; Mrs. Curry and Mrs. Grace Roberson, publicity and the directors are: Mrs. Ray Johnson, Mrs. L. H. Lookingbill Sr., Roy Rogers and Miles Roberson.

Mr. and Mrs. Rocky Lee and boys spent the weekend with his parents, Mr. and Mrs. Albert Lee of Artesia, N. M.

INSURE IN SURE INSURANCE  
**PLAINS INSURANCE AGENCY**  
John H. Patton Wm. H. Patton  
All Forms of Insurance  
213 N. Main St. Phone 50

**STAR** 3 Days Starting Sun.  
ALFRED HITCHCOCK'S  
**Dial M for Murder**

**LOOK MAGAZINE CHOOSES Koretigans®**

**FOR THOSE DO-IT-YOURSELF JOBS!**

Don't take the chance of ruining your pretty housedresses or play clothes when you have hard work and messy chores to do—wear KORETIGANS by KORET OF CALIFORNIA! These garments, constructed especially for your do-it-yourself jobs of sturdy, Sanforized, Indigo Blue Denim, will not bind or restrict body movements. KORETIGANS bear a money back guarantee on these features: waist band will not lose elasticity... safety-stitched, overlapped seams will not pull out! KORETIGAN shirt is in red—guaranteed washable and of press-free cotton.

**WORK-DAY CLOTHES WITH A PLAY-DAY AIR**

Koretigan Jacket	4.95
Koretigan	
Smarty Pants	3.95

**THE Vogue**

KORETIGANS by KORET OF CALIFORNIA will be editorially featured by LOOK MAGAZINE

WORK-DAY CLOTHES WITH A PLAY-DAY AIR  
Koretigan Slack 4.95  
Koretigan Skirt 4.95  
Koretigan Shirt 2.95  
Pat. Pending



# WANT ADS Phone 30 or 31

**1. FOR SALE Miscellaneous**

**FOR SALE**  
Ozarka Water. Distilled Water. Soft Water Service. Water condition equipment of all kinds.  
**Soft Water Service**  
841 East First St. Phone 317 Hereford, Texas  
B-1-8-1fc

**Hereford Glass Co.**  
Expert Car Glass Installation. Table Top and Window Glass. Picture Frames  
802 Park Ave. Ph. 1425  
B-1-16-1fc

**SEE Hereford Grain Corp.**  
For Your Garden and Flower Seeds  
Phone 360  
B-1-33-1fc

**BONDED STORAGE, Hereford**  
Transfer and Storage Co. Local and long distance furniture moving. Phone 12, Box 243, Hereford, Texas.  
B-1-19-10-1fc

**ROSE TRELLISES and picnic tables.** Carl McCaslin Lumber Company. Phone 7.  
B-1-11-12-1fc

**A BSB grain bin. Will solve your grain storage problem.** Sizes 1000 bu., 1300 bu., 2200 bu., 2750 bu., and 3300 bu. 80% loan at 4% if wanted.  
See J. M. Hamby, 1410 Park Ave. for further information. Phone 701-Day, 4473-Frio Exchange-night.  
B-1-27-1fc

**POWER MOWERS**  
Both rotary and circular type. Priced to fit your budget.  
**CARL McCASLIN LUMBER CO.**  
A Complete Building Service  
1 Block East of the Courthouse  
Phone the Lumber Number 7  
B-1-53-1fc

**FOR SALE: Beardless Black Bull** seed wheat. T. E. Seigler. Phone 660.  
B-1-12-10-1fc

**FOR SALE: Gas range in good condition.** See after 6:00 P.M. 109 Avenue A. Mrs. Jim Wood. B-1-1736-2c

**RIGHT SIGHT Reading glasses** for reading or sewing. McDowell Drug. Phone 13.  
B-1-12-36-1fc

**WANTED**  
By Two Women  
The BIGAMIST  
B-1-37-2c

**FOR SALE: Gas range in good condition.** Reasonable. Phone 367-W. Jim Kirby.  
B-1-11-35-1fc

**FOR SALE: Early premium or Early Triumph seed wheat.** One year from Certification. \$2.50. J. K. Baker. Phone 589.  
S-1-19-5-1fc

**FOR SALE**  
1 Mahogany kidney shape desk and chair. \$40.00.  
2 pairs mahogany lamp tables \$10.00 each.  
2 pairs table lamps. \$7.50 each.  
8 piece mahogany dining room suite with drop leaf table. \$75.  
Mahogany china cabinet. \$40.  
1 pair Fireside chairs. \$12.50 each.  
1 Mahogany Imperial coffee table. \$35.00.  
1 four piece solid maple bedroom suite with practically new innerspring mattress with box springs. \$150.00  
9 foot Kelvinator Refrigerator. \$100.00.  
Practically new 6 burner, 2 oven fully automatic O'Keefe & Merritt cook stove. Regular price \$475.00. Priced \$175.00.  
1 Maytag Electric Ironer. \$35.00  
1 Bendix Automatic washing machine. Good condition. \$75.  
A Mahogany Hoffman TV set. \$200.00.  
40" TV tower, rotating type. \$80.00.  
Many other small items. See at 132 Avenue E. Lawrence McGee.  
B-1-11-2c

**FOR SALE: Walk in 6'x8' refrigerator box.** Complete with unit and in good condition. Inquire at Piggly Wiggly. Phone 117.  
B-1-20-11-1fc

**FOR SALE: Early premium seed wheat.** Wintex winter Barley seed. Phone 380.  
B-1-12-11-6c

**FOR SALE: Used Kroehler living room suite.** 209 Avenue D.  
S-1-10-11-1p

**FOR SALE: James Motorcycle,** nearly new; less than 100 miles. \$200.00. Consider some trade. Costs \$450.00 new. 803 Knight. Phone 2034-W.  
B-1-21-10-3p

**2. FOR SALE**  
**FORD TRACTOR** with row crop attachments. All good. Glenn Greer. Box 902.  
B-2-11-37-2p

**FOX Enslage cutter.** Has cut 150 acres. One No. 122 International combine. See Cleo Shellabarger, three miles north and 1/2 west of Dimmitt on Jack Miller farm.  
B-2-26-36-1fc

**FOR SALE: 1947 Oliver Combine.** \$400.00. Bobby Jones Box 1012. Phone 1751, 309 Ave. K.  
B-2-15-11-8p

**3. FOR SALE Automobiles**

**FOR SALE**  
3 49 model 21A Massey Harris Combines. A-1 Condition, priced to sell cheap.  
1 52 model 2 ton Chevrolet truck, \$1,000.00  
1 51 model Chevrolet truck with grain bed and hoist, new motor. 2 ton. Price \$1,500.00.  
1 52 model 2 ton Dodge with grain bed and hoist, new motor. \$1,500.00

2 47 model Dodge truck. A-1 condition. Grain beds. 1 1/2 ton. Price \$600.00.  
For information, call collect 116W Hobart, Oklahoma or 2700 Roosevelt, Oklahoma. Delivery will be arranged to anywhere.  
B-3-36-4k

**FOR SALE**  
6 late model grain trucks. Call Pat Patterson at Hub 2616, or Hereford Motor Company Hereford, Texas.  
B-3-11-3c

**FOR SALE**  
APARTMENT House. Good location. Consider trade. Phone 80-W.  
B-4-9-11-8p

**PRICED TO SELL** Five room house. See Kenneth Cowan.  
B-4-9-11-1fc

**TWO LOTS ON STAR** and two on K, by owner. H. H. Caraway. Phone 1872.  
B-4-15-11-4p

**FOR SALE: My home at 216 Catalpa Street.** Make me an offer. Please. Ben Janacek, Route 1, Box 50 Schulenburg, Texas.  
B-4-21-11-8k

**FIVE ROOM HOUSE,** 4 1/2 years old for sale by owner. Good location. Price right. Inquire at 134 Avenue J.  
B-4-19-11-2p

**FOR SALE OR TRADE: Nice irrigated 320 acres.** 300 in cultivation. 2 8" wells. Pumps set at 140' and 150'. Good improvements, on paving. Near Hereford. Have some 5, 10, 15, 20 and 40 acre tracts. Some improved.  
Have nice 3 bedroom brick home near school for \$4,000.00 down. Five room house, double garage, 2 lots. Price \$6,500.00. \$500.00 down, balance \$50.00 per month.  
J. M. Hamby Real Estate  
Phone 701 1410 Park Avenue  
B-4-35-1fc

**FOR SALE: New 3 room and bath house** to be moved. See at Bell's Cabinet Shop.  
B-4-16-36-2p

**FOR SALE: Three bedroom home,** by owner. 109 Avenue J.  
B-4-10-36-4p

**COLORADO LAND**  
**3000 ACRE WHEAT AND STOCK FARM:** Near Haswell Colo., to trade for land or other property, located in this part of the country.  
**PH. 944 WESSON REAL ESTATE**  
Hereford, Texas  
B-4-28-1fc

**FOR SALE: Lot 60 x 200,** located at B and 13th Street. Phone 1021-J. Roy Botsford.  
B-4-14-11-4fp

**FOR REAL ESTATE**  
Farm Loans . . . Good Terms  
**SEE LUTHER PEVLEY**  
Res. Phone 524  
S-4-37-1fc

**5. FOR RENT**  
**APARTMENTS FOR RENT:** Four room and bath. Also three room and bath. Unfurnished. Double garage. Phone 374-J.  
B-5-15-35-1fc

**FOR RENT: Three room unfurnished apartment.** Inquire at 141 North 25 Mile Avenue.  
B-5-13-33-1fc

**FURNISHED AND Unfurnished apartments.** Private baths. Phone 569. 115 Avenue B.  
B-5-11-2-1fc

**FOR RENT: Nice modern north side of duplex.** Four rooms. 708 Lee Avenue. Phone 146-J. Mrs. F. L. Lucas.  
B-5-19-5-1fc

**OFFICE ROOMS FOR RENT** upstairs over The Brand. Reasonable rates. See E. F. Posey, room 3, or inquire at Brand Office.  
B-5-21-41-1fc

**BEDROOM FOR RENT.** Phone 964-W.  
B-5-9-36-2p

**FOR RENT: Four room unfurnished duplex apartment,** with garage. Close in. Call 589.  
B-5-13-10-1fc

**BEDROOM FOR RENT.** Private entrance. Adjoining bath. 428 Jackson. Phone 779.  
B-5-11-36-2p

**FOR RENT: Three room furnished apartment,** private bath, refrigerator. Mrs. W. T. Carmichael. Phone 838.  
B-5-15-36-2fc

**BEDROOM FOR RENT.** Close in. 509 Ross. Phone 847-J.  
B-5-9-36-1fc

**BEDROOM FOR RENT.** 227 Avenue B. Phone 1007-J.  
B-5-9-11-2k

**FOR RENT: Will accept bids for cash rental** on the unimproved 41 acres described as the SW 1/4 of the SW 1/4, Section 44, Block M-2; approximately 6 miles southeast of Hereford; subject a suitable well being drilled on this property by me. Write Harold C. Hoffman, 205 Washington Boulevard, Oak Park, Illinois.  
B-5-22-11-2c

**FURNISHED APARTMENT.** Private bath. Bills paid. Phone 80W.  
B-5-9-11-4p

**FURNISHED BEDROOM** for rent. 915 Union.  
B-5-9-11-2k

**FOR RENT: Six rooms furnished.** Sleeps five. Bills paid. \$150.00 per month. Call 1766-J.  
S-5-14-11-1k

**FOR RENT: 5 room house.** Convenient location. Call 2027 or 2051 after 6 o'clock.  
S-5-14-11-1k

**SMALL FURNISHED Apartment.** Close in. Adults. No pets. Come see it. Carl Mountz.  
B-5-13-11-1fc

**FOR RENT: 2 bedroom furnished house.** Phone 1286.  
B-5-9-11-2p

**FOR RENT: Five room modern house.** Automatic furnace, utility. Phone 930.  
B-11-15-21-1fc

**NOW IS YOUR CHANCE!**  
We have several farm buyers—also quite a few trades for land in this area. You might be interested. Come in and talk it over if you would consider selling & Don't Delay!  
J. B. Ellison  
Real Estate  
132 E. 3rd Ph. 179  
B-11-1fc

**FOR MATTRESS WORK** of all kinds, call 413  
**ACME MATTRESS COMPANY** of Hereford, Texas  
B-11-25-1fc

**TEST HOLES and Well Work** of all kinds. Will go anywhere. Reddell and Suggs Drilling Contractors. Phone 3606, Dawn Exchange or 357.  
S-11-22-6-1fc

**6. WANTED**  
**WANTED**  
By Two Women  
The BIGAMIST  
B-6-37-2c

**WANTED: Will rent section of irrigated land** or try to buy on small down payment. Wayne Smith, Rt. 3, Friona.  
S-6-20-11-1p

**8. HELP WANTED**  
**WANTED: By October 15th,** practical nurse, unencumbered, to live in and care for invalid. Phone 338.  
B-8-16-36-4p

**9. Situations Wanted**  
**WANTED: Grain hauling.** J. B. Culp. Phone 2056.  
B-9-9-36-6p

**10. NOTICE**  
**ENROLL your pre-school child** in Lorraine's Kindergarten. Mrs. J. R. Fowlkes. Harrison Highway, Phone 1574-W or 429.  
B-10-17-32-1fc

**ALCOHOLICS ANONYMOUS**  
Phone 1358 or 2018  
Meetings Thrus. Night At 8:00 P.M. 1003 Union  
B-10-24-1fc

**WANTED**  
150 New Customers on City Delivery!  
**THE HEREFORD BRAND**  
Call, R. W. Sparks Ph. 1771-W  
B-10-2-1fx

**BEAUTIFUL BABY PARRAKEETS!** All colors; No. 1 stock only. Metal bird cages. Francis The Printer. 707 North Main.  
B-10-18-4-1fc

**11. Business Services**  
**FOR GUARANTEED**  
Roofing and Sheet Metal Work, contact Hereford Roofing and Sheet Metal.  
839 East 1st St. Hiway 60  
Hereford, Texas Phone 317  
B-11-8-1fc

**FOR NEW AND USED parts** try Hereford Wrecking Co. East highway 60. Phone 320.  
B-11-15-47-1fc

**HOME & FARM LOANS.**  
See Us For The Best Service Available.  
John McLean Insurance Agency  
Phone 273 Box 267  
127 W. 3rd St.  
Hereford, Texas  
For Loans in Deaf Smith, Parker and North Part of Castro Counties.  
B-11-46-1fc

**WE REPAIR electric clocks, irons, toasters, "percolators" and all small electrical appliances.** Phone 75, Witherspoon Electric. 129 West 3rd Street.  
B-11-20-50-1fc

**ERNEST L. MCGEE**  
Earth Moving.  
Phone 2016  
Dozers, cranes, dragline, Backhoe service.  
Hereford, Texas  
B-11-36-1fc

**WANTED**  
By Two Women  
The BIGAMIST  
B-11-37-2c

**CUSTOM FARMING** Listing, planting, plowing and harvesting. Floyd Stivers, Hereford, Texas. Box 188. Phone 930.  
B-11-15-21-1fc

**FACTORY AUTHORIZED FRIGIDAIRE SERVICE**  
We will service all appliances, regardless of make or model.  
**MORGAN APPLIANCE CO.**  
513 Park  
Phone 197  
B-11-1-1fc

**SAVE MONEY on lawn grass seed!** Hereford Grain Corp. Phone 360.  
B-11-11-36-1fc

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

**REAL ESTATE AND LOANS**  
E. B. POSEY, DEALER. Phone 366-Box 506, Hereford, Texas.  
S-11-14-1fc

## Northwest Hereford News

**By Mrs. R. C. Childers**  
There are reports of considerable hail damage to the crops on the Bess Werner and Joe Reinauer places in this vicinity Monday morning when one-half an inch of moisture fell around 5 o'clock.  
Mr. and Mrs. Thornton Richardson and daughter, Nancy, of Gary, Ind., are visiting his parents, Mr. and Mrs. J. T. Richardson, and sister, Mrs. Pat Robinson, and family this week.  
Emmalene, Nancy and Michael Williams visited in the home of their uncle, Earl DeHart, and family last week.  
Mr. and Mrs. Marvis Southward and Arvis attended Boys' Ranch Rodeo Monday.  
Ella Mae Childer, daughter of Mr. and Mrs. Grady Parsons, is in the local hospital this week, having submitted to major surgery the first of the week.  
Mrs. R. C. Childers and daughter, Patsy, visited in the home of Mrs. Bill Sternberg in Canyon Tuesday afternoon.  
Mr. and Mrs. Grady Parsons visited his mother, Mrs. E. O. Parsons, at her daughter's, Mrs. J. Aubrey Tolley, at Halfway, September 2.  
Mr. and Mrs. W. E. Holcomb visited in O'Donnell and Plainview recently.

**H. D. Marketing Committee Meets**  
A committee meeting of the marketing committee for the H.D. Market and Gifts was held in the agent's office Thursday morning with two members of this community attending. They were Mrs. Paul S. Corbett, who is the H.D. Market bookkeeper and treasurer; Mrs. R. C. Childers, who is chairman; Mrs. R. L. Wilson of Westway, who is secretary; and Mrs. Bert Coffin of Progressive.  
Mrs. Earl DeHart was hostess to the Cultural H. D. Club Thursday afternoon.  
Mrs. DeHart, who is marketing chairman for the club, has new fall fabric samples and is trying to complete an order. If you are interested, call Mrs. DeHart. She also has the Dolly Duzzets the club ordered in the spring and would like for the members to pick them up at their convenience.

**Rev. Robert Webb, pastor of the Faith Baptist Church at Wellington** conducted revival services at the Frio Baptist Church last week. He and the pastor, D. W. Ward and family, have been visiting homes in the community, taking lunch and doing visitation in the afternoons. Rev. Webb has spent the nights in the Olin Parris home.  
Mr. and Mrs. B. M. Sudduth are visiting their daughter and family at Salt Lake City for a few days.  
Tony Scott, a relative of Carlton Dobbins, who has been following the wheat harvest in to the Dakotas, spent Monday night with the Dobbins. He was on his way back to his home at San Angelo.  
Mr. and Mrs. Clark Andrews of El Paso spent last week end and the Labor Day holiday visiting their folks the Owen Andrews and the E. B. Berrymans.

**W.M.U. Meets**  
W.M.U. met Tuesday in the home of Mrs. H. M. Mobley for a study of Hebrews IV, led by Mrs. H. D. Robbins. Those present for the meeting were: Mesdames Robinson, D. W. Ward, Jack Jones, Carlton Dobbins, Owen Andrews, Olin Parris, Leonard Buttrill, Floyd Cole, Miss Lyla Robbins and the hostess. The ladies brought gifts for a shower for the Mitchells new son.  
Mr. and Mrs. H. D. Robbins, Lyla, Glenda and Pat moved this week to Hereford into the home which they have purchased at 806 East Third. Their daughter and family, Mr. and Mrs. Weldon Stephens plan to live on the Robbins farm here. They will move sometime in the fall.  
Mr. and Mrs. Bill Stary and children of Oklahoma City were here last weekend visiting their parents, the W. H. Thompsons, and other relatives. They and the relatives from this vicinity enjoyed Sunday dinner together in Dameron Park at Hereford.  
Mr. and Mrs. Edgar Vinson and children visited relatives at Winters last weekend. When they arrived at Big Spring to visit other relatives they learned that an uncle of Edgar's at Winters had died after they left, so they returned there for the funeral services, which were held Sunday, and returned home on Monday.  
August 29, Mr. and Mrs. Carlton Dobbins attended a family reunion of the Scott family at Abilene State Park. They are Mrs. Dobbins' relatives. They also visited Mr. Dobbins' mother at Drasco while they were away.  
Mr. and Mrs. T. L. Sparkman attended a reunion of Mr. Sparkman's relatives at the Childrens City Park last Sunday. Saturday night they stayed in the home of a sister-in-law, Mrs. Lennie Nunnally, in Childress.  
Mr. and Mrs. Leonard Irwin and family visited relatives near Washington, Okla., last weekend.  
Those spending Saturday night and Sunday in the H. M. Mobley home to attend the wedding of L. Nelle Mobley to Darwin Miller were: Rev. and Mrs. Ellis Todd and son of Plainview, Mrs. Claude Price of Floydada and Mr. and Mrs. Lee Johnson of Seminole.

**Mr. and Mrs. Charles Dones** visited in the home of Mrs. Dones' sister and husband, Mr. and Mrs. J. L. Beams, of Medford, Ore. The Beams were former residents of Hereford.

**Social Party For Manjeot's Class**  
Last Tuesday evening a social gathering at the First Baptist Church was given in honor of Mrs. A. L. Manjeot's Sunday School Class. Mesdames W. A. Midlan's, Melcolm Cassell's, and R. E. Caddell's classes gave the party.  
The purpose of the party was to get Mr. Manjeot's class, which was recently promoted to the secondary class, acquainted with the other classes.  
The party consisted of games, which were conducted by Mesdames M. T. Rutter and George L. Graham; a vocal number by Mrs. E. W. Young; a devotional by Mrs. Howard Scott; and a short skit entitled, "Growing In Christian Living," given by the following: Mesdames Wayne Lawrence, Ralph Paul, M. T. Rutter, Herbert Haseloff, Melcolm Cassells, Travis Caraway, D. C. Walsler, and Tom Howard.  
Those attending were: Mesdames Townsend Douglas, Carol White-side, D. C. Kinsey, Clyde Rayburn, R. E. Caddell, G. T. Slaughter, Betty Rice, Jake Moore, W. A. Midlan, W. J. Dickson, J. O. Clark, Geo L. Graham, M. T. Rutter, Charles Dones, Ralph Paul, W. O. Witherspoon, Art Manjeot, Carliss Anderson, Ethel Alfred, Joe Rogers, Odie Lee, Herman Drake, Herbert Haseloff, H. R. Short, D. A. Smith, Clarence Schulz, Edgar Skypala, Travis Caraway, Joe Story, Melcolm Cassells, Wayne Lawrence, Howard Scott, Glenn Witherspoon, D. C. Walsler, Tom Howard, E. W. Young and Owen Stagner.

**Orders for Christmas cards** are also being made out for club members wanting to order cards.  
Mrs. Raymond Higginbotham was a caller in the R. C. Childers home Friday morning.  
Raymond Childers Jr., left Friday with the George Suggs family for Austin, where G. W. Suggs and Raymon will enroll at Texas University for the fall term.

**Phyllis Sumner, daughter of Mr. and Mrs. M. W. Sumner,** was presented in a private recital in the home of her music teacher, Mrs. Ellis Coombes, Friday afternoon.  
Lt. Leroy Houck from Albuquerque, N. M., who is a brother of Mrs. M. W. Sumner, visited in the Sumner home this week, while enroute to Montgomery, Ala., where he will enter school.  
Mr. and Mrs. Bert Brown of Hereford and Mr. and Mrs. V. E. Dodson from the Progressive Community were guests in the M. W. Sumner home Thursday night.  
Mrs. Allie McNeill from Wayside was a visitor in the R. C. Childers' home Friday.  
Home Demonstration women can still get their health certificates at the local clinic Wednesday morning. If you are planning to sell food products in the H. D. Market, you should get your health cards.

**Mr. and Mrs. Jim Brooks** were called to Commanche the last of last week by the death of Jim's mother, Mrs. Belle Brooks, who died September 2. Funeral services were held at Commanche on September 4. Burial was in the Commanche cemetery. Mr. and Mrs. Deward Taylor and baby of Friona, children of the Jim Brooks also attended the funeral.  
Rev. Robert Webb, pastor of the Faith Baptist Church at Wellington conducted revival services at the Frio Baptist Church last week. He and the pastor, D. W. Ward and family, have been visiting homes in the community, taking lunch and doing visitation in the afternoons. Rev. Webb has spent the nights in the Olin Parris home.  
Mr. and Mrs. B. M. Sudduth are visiting their daughter and family at Salt Lake City for a few days.  
Tony Scott, a relative of Carlton Dobbins, who has been following the wheat harvest in to the Dakotas, spent Monday night with the Dobbins. He was on his way back to his home at San Angelo.  
Mr. and Mrs. Clark Andrews of El Paso spent last week end and the Labor Day holiday visiting their folks the Owen Andrews and the E. B. Berrymans.

**W.M.U. Meets**  
W.M.U. met Tuesday in the home of Mrs. H. M. Mobley for a study of Hebrews IV, led by Mrs. H. D. Robbins. Those present for the meeting were: Mesdames Robinson, D. W. Ward, Jack Jones, Carlton Dobbins, Owen Andrews, Olin Parris, Leonard Buttrill, Floyd Cole, Miss Lyla Robbins and the hostess. The ladies brought gifts for a shower for the Mitchells new son.  
Mr. and Mrs. H. D. Robbins, Lyla, Glenda and Pat moved this week to Hereford into the home which they have purchased at 806 East Third. Their daughter and family, Mr. and Mrs. Weldon Stephens plan to live on the Robbins farm here. They will move sometime in the fall.  
Mr. and Mrs. Bill Stary and children of Oklahoma City were here last weekend visiting their parents, the W. H. Thompsons, and other relatives. They and the relatives from this vicinity enjoyed Sunday dinner together in Dameron Park at Hereford.  
Mr. and Mrs. Edgar Vinson and children visited relatives at Winters last weekend. When they arrived at Big Spring to visit other relatives they learned that an uncle of Edgar's at Winters had died after they left, so they returned there for the funeral services, which were held Sunday, and returned home on Monday.  
August 29, Mr. and Mrs. Carlton Dobbins attended a family reunion of the Scott family at Abilene State Park. They are Mrs. Dobbins' relatives. They also visited Mr. Dobbins' mother at Drasco while they were away.  
Mr. and Mrs. T. L. Sparkman attended a reunion of Mr. Sparkman's relatives at the Childrens City Park last Sunday. Saturday night they stayed in the home of a sister-in-law, Mrs. Lennie Nunnally, in Childress.  
Mr. and Mrs. Leonard Irwin and family visited relatives near Washington, Okla., last weekend.  
Those spending Saturday night and Sunday in the H. M. Mobley home to attend the wedding of L. Nelle Mobley to Darwin Miller were: Rev. and Mrs. Ellis Todd and son of Plainview, Mrs. Claude Price of Floydada and Mr. and Mrs. Lee Johnson of Seminole.

**Mr. and Mrs. Charles Dones** visited in the home of Mrs. Dones' sister and husband, Mr. and Mrs. J. L. Beams, of Medford, Ore. The Beams were former residents of Hereford.

**Social Party For Manjeot's Class**  
Last Tuesday evening a social gathering at the First Baptist Church was given in honor of Mrs. A. L. Manjeot's Sunday School Class. Mesdames W. A. Midlan's, Melcolm Cassell's, and R. E. Caddell's classes gave the party.  
The purpose of the party was to get Mr. Manjeot's class, which was recently promoted to the secondary class, acquainted with the other classes.  
The party consisted of games, which were conducted by Mesdames M. T. Rutter and George L. Graham; a vocal number by Mrs. E. W. Young; a devotional by Mrs. Howard Scott; and a short skit entitled, "Growing In Christian Living," given by the following: Mesdames Wayne Lawrence, Ralph Paul, M. T. Rutter, Herbert Haseloff, Melcolm Cassells, Travis Caraway, D. C. Walsler, and Tom Howard.  
Those attending were: Mesdames Townsend Douglas, Carol White-side, D. C. Kinsey, Clyde Rayburn, R. E. Caddell, G. T. Slaughter, Betty Rice, Jake Moore, W. A. Midlan, W. J. Dickson, J. O. Clark, Geo L. Graham, M. T. Rutter, Charles Dones, Ralph Paul, W. O. Witherspoon, Art Manjeot, Carliss Anderson, Ethel Alfred, Joe Rogers, Odie Lee, Herman Drake, Herbert Haseloff, H. R. Short, D. A. Smith, Clarence Schulz, Edgar Skypala, Travis Caraway, Joe Story, Melcolm Cassells, Wayne Lawrence, Howard Scott, Glenn Witherspoon, D. C. Walsler, Tom Howard, E. W. Young and Owen Stagner.

**Orders for Christmas cards** are also being made out for club members wanting to order cards.  
Mrs. Raymond Higginbotham was a caller in the R. C. Childers home Friday morning.  
Raymond Childers Jr., left Friday with the George Suggs family for Austin, where G. W. Suggs and Raymon will enroll at Texas University for the fall term.

**Office Assistants Named At School**  
Office assistants to help in office of Hereford High School year were selected recently. G. selected to serve this year are Annette Behrend, Dolores Edwald, Sylvia McCracken, Ed Morrison, Martha Brown, Jean Quattlebaum, Daleine Tim Gay Malone, Betty Buse, Barbara Winget, Yvonne Axe, Dixie You and Frankie Culpepper.  
Duties of an office girl are answer the telephone, check tendance, make announcements, deliver messages, typing, fill and general office work.  
Junior and Senior girls are usually selected to hold the position.

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

**HEREFORD No 849 AF & A**  
Regular Slated Meeting  
Mon. Sept. 13th  
8:00 P. M.  
F. L. Thompson, Sec'y  
B. E. Roberson W. M.

**Lions Club**  
meets each Wednesday, 12 noon  
**Hotel Jim Hill**

**Kiwanis Club**  
Thurs. Noon  
**Hotel Jim Hill**

**JOHN HANCOCK FARM & RANCH LOANS**  
FREE PROMPT AND LIBERAL APPRAISALS  
LONG TIME TERMS LOW INTEREST RATES  
**WESSON REAL ESTATE**  
HEREFORD, TEXAS

**TAKE TIME, TO LOOK And CONSIDER....**

**What Does Your Home Need BEFORE WINTER?**

Winter is nearing, and you'll be wise to take stock of your home now . . . find out what it needs and get those repairs made before the winter winds start whipping at your door.

At Foxworth - Galbraith Lumber Company, of Hereford, you'll find all the first quality lumber and building materials that you need. Call us today for a free estimate.

**Foxworth-Galbraith Lumber Co. Of Hereford**  
234 East Second St. formerly Hereford Lumber Phone 656



### Four-Fifths Of Highway Delegation Protects Allred's News Coverage

On our recent trip over Highway "51" which extended to Regina Canada, we note upon our return home that our activities were covered very well through news articles, telephone calls and other media by our fellow townsman and traveler, Jimmie Allred. Now it is noted that for some reason nothing much was mentioned about our "beloved Jimmie"—and believing every

man should have his day in court we do want equal time to report to our fellow citizens on some of his activities. We certainly are glad Jimmie was along, because actually he was the only member of the group that was able to pick a winner at the dog races in Denver, and believe us this certainly helped a lot on the group's morale.

Another thing we were never able to find the big bear that Jimmie said run him back on to the bus at Yellowstone National Park. Now, we don't doubt his word that there was such a bear, but we will always wonder how the bear disappeared so quick. Also at Weyburn, Canada, the group were entertained with refreshments and a meal, at which time the songs "Deep in the Heart of Texas" and "God Save the Queen" were sung. What we are still wondering, after this fine entertainment, is why Jimmie was so confused as to "Who was the Queen" they were singing about. Another thing (and we are just caught short on this with little much to say) we sure do wish that some of us had had a camera along—then Jimmie would not have been the only one along with the camera—and the only one who has pictures as evidence of the groups' activities. There are a few things, after we know what we do now, that we would have liked to record on film—and they all have to do with Jimmie's activities. Although we feel we've been double-crossed, God Bless him, we still love our Jimmie.

CITY OF HEREFORD	
Summary Statement of Receipts and Disbursements	
Fiscal Year Ended April 30, 1954	
GENERAL FUND	
BALANCE, MAY 1, 1953:	\$ 36,601.20
RECEIPTS:	
General property taxes:	
Current levy - 1953 tax rolls	\$ 91,706.32
Delinquent taxes	5,640.93
Penalties and interest	1,385.65
	98,732.90
Other local taxes	9,287.19
Fines, fees, and licenses	8,844.00
Parking meter receipts	10,360.84
Charges for current services - garbage collection, permits, etc.	20,216.01
Expense refunds	360.90
Water meter deposits	3,570.00
Other refunds, sales, etc.	2,053.55
	153,425.39
DISBURSEMENTS:	190,026.59
General governmental expenses - salaries, supplies, fees, insurance, etc.	\$ 18,894.17
Fire department expense - salaries, truck expense, etc.	5,862.00
Health department expense (garbage and trash collection) salaries, truck expense, etc.	20,403.39
Parks department expense - salaries, etc.	5,617.44
Police department expense	23,602.59
Street department expense	18,410.46
Parking meter expense	124.70
Water meter deposits refunded	3,475.90
Other nondepartmental expense	1,198.88
Purchases of oil and gas-all departments	3,699.22
Advances to water and sewer fund	1,730.54
Capital expenditures - equipment, etc.	15,327.97
	118,347.26
BALANCE, APRIL 30, 1954:	\$ 71,679.33

### CITY OF HEREFORD

Summary Statement of Receipts and Disbursements  
Fiscal Year Ended April 30, 1954  
WATER AND SEWER FUND

BALANCE, MAY 1, 1953:	\$ 32,182.76
RECEIPTS:	
Charges for current services - water rentals	\$ 95,833.57
Sale of materials - pipe, etc.	2,163.28
Expense refunds	115.96
Advances from general fund	1,730.54
Other receipts	78.40
	99,921.75
DISBURSEMENTS:	132,104.51
Department operations - salaries, power, repairs, etc.	\$ 33,991.38
Transfer to interest and sinking fund, and reserve fund for Water and Sewer Revenue Bonds	13,659.00
Other disbursements - refunds, etc.	1,306.76
Capital expenditures - water and sewer lines, pumps, meters, etc.	60,273.12
	109,230.26
BALANCE, APRIL 30, 1954:	\$ 22,874.25

### CITY OF HEREFORD

Summary Statement of Receipts and Disbursements  
Fiscal Year Ended April 30, 1954  
INTEREST AND SINKING FUND AND SPECIAL REVENUE FUND, WATER AND SEWER REVENUE BONDS

BALANCE, MAY 1, 1953:	\$ 22,108.03
RECEIPTS:	
Transfers from water and sewer fund	13,659.00
	35,767.03
DISBURSEMENTS:	
Bonds retired	\$ 7,000.00
Interest and fees	4,455.60
	11,455.60
BALANCE, APRIL 30, 1954:	\$ 24,311.43

NOTE: The above summary statements of receipt and disbursements were compiled from information contained in audit report dated June 18, 1954, prepared by Lindsey & Kiker, Certified Public Accountants, Amarillo, Texas, covering audit of the financial records of the City of Hereford, Texas, for the fiscal year ended April 30, 1954.

### Hospital Notes

**Patients In Hospital**  
Earl Poarch, acc.; Mrs. Jim Shirley, med.; Mrs. Betty Hershour, med.; Mrs. Jesse E Ford, med.; Mrs. W. F. Gillis, surg.; Mrs. J. O. Wright, med. Mrs. G. A. F. Parker, med.; Mrs. Jim Smith, OB; Mrs. Bobbie Jean Purcell, OB; Mrs. Fred Baird, OB; C. V. Burges Sr., med.; Billy Ray Tilley, med.; Mrs. Ruth Long, OB; Mrs. C. Deward Brown, med.; Frank Smith, med.; Merle Carmichael, surg.; Mrs. Ray Hardy, med.; Mrs. Oren Jones, med.; Mrs. B. H. Hayes, surg.; Carol Joe Ennis, med.; Betty Snead, surg.; Sonja Jean Culp, surg.; Mrs. Claude Higginbottom, surg.; Mrs. Glen Roberson, med.; Ella Mae Childers, surg.; Phillip Sharp, med.

**Patients Dismissed**  
Daniel Escobedo, 9-10; H. M. Benefield, 9-10; Mrs. James Winkle, 9-7; Mrs. G. W. McCathern, 9-10; Marvin Wely, 9-10; Mrs. Gladys Glenn, 9-10; Bill Kelley, 9-9; Mrs. Gerald Banner, 9-9; Mrs. Wilma Perkins, 9-9; Barbara R. Ledford, 9-8; John O. Nazworth, 9-9; Mrs. Lucy Tate, 9-9; Mrs. Charles Duvall, 9-6; Ray Bosley, 9-8; Keith Hodges, 9-8; Jimmy Robinson, 9-8; Jacqueline Box, 9-10; and Mrs. Fernando Olquin, 9-10.

### Freeman Funeral Service Pending

Funeral services are pending at Marietta, Okla., for Mrs. Fannie Rebecca Alice Freeman, 88, who died suddenly in her home at 226 Avenue H. Wednesday afternoon. Mrs. Freeman was born January 16, 1866, in Smith County, Tenn., and came to Duff Smith County from Marietta in 1947. She was married to Mac Freeman. She is a member of the Church of Christ at Marietta. Survivors include: one daughter, Mrs. Ruby Chesser of Hereford; one brother, Nix Freeman of Denton; 29 grandchildren and 32 great grandchildren. The body was taken to Marietta by Gililand Funeral home and burial will be in Marietta.

### An Old Fashioned Kitty Cat, Maybe..

Mrs. Leonard Click lays no claims when it comes to trapping, but you have to admit that some of her experiences have been unusual. To rid her K Street garage of mice, she baited a trap with cheese and placed it on the floor. Next morning she had a nice, fat mouse. The second morning, however, she found a six-inch centipede in the trap and a third morning netted another big centipede. "It's fine to get the centipedes," says Mrs. Click, "but I still have the mice."

### MEET YOUR TEAM for '54



AROL ACTON - CENTER

for the BEST in football don't miss a Whiteface Game! for the

### BEST automotive LUBRICATION

Visit Kirksey "66" Service  
Washing And Greasing -- Our Specialty  
Intersection 51 & Harrison Phone 266

## PENNEY'S ALWAYS FIRST QUALITY

It's Smarter to Get It at Savings...Shop Penney's

New —  
Luxury Blend —  
Makes

**A PRIZE COAT IN PEBBLE-TONE!**

**\$29<sup>75</sup>**

Milium-lined

Get set for a wonderful winter in this Penney beauty! Luxury blended of 93% wool, 7% Orlon, (an almost-chinchilla look) it's deftly designed in a fluid flowing silhouette with raised-welt shoulder interest, 2 lines of yoke stitching, deep button cuffs. In taupe, royal, wine, teal blue, slate grey. Misses sizes 8 to 18.

Fashion Fabric News In

**ALL WOOL CHINCHILLA COATS**

**\$29<sup>75</sup>**

Others 32-75

Never a cold moment in these luscious Penney coats! Handsomely done in wool chinchilla, they are outstandingly styled to fashion's taste, beautifully detailed to please the most exacting woman; and, many are milium-lined to give you the utmost in comfort. Red, royal blue, grey. Sizes 8 to 18.

IMPORTED PLASTIC GRAIN HANDBAGS

**\$2.98**

plus Fed. tax

Castly looking — Penney's handbags of English imported ostrich and sharkskin grain plastic. They come in the season's most wanted styles, most important colors. Find yours at Penney's — now!

**A SHORT COAT IN WOOL CHINCHILLA**

**\$24<sup>75</sup>**

Just-to-the-hip length with a classic air! Casually designed in the finest wool chinchilla, this double-breasted beauty has the neat belt-in-the-back touch slim slash pockets, generous club collar. Choose red, royal, navy, beige or peacock. Sizes 8 to 18.

For Every Feminine "Grandstander"

**THE PERT PARKA IN POPLIN**

**\$10<sup>90</sup>**

Misses' sizes 8 to 18

You'll score a fashion touchdown every time with this pert parka coat! Handsomely styled in cotton poplin, it's water-repellent, lined with contrast 3-yard weight cotton suede quilted to 8 oz. reprocessed wool. Detachable hood, dog-leash buckle fasteners. White or red with navy; navy with red. Subteen sizes, 8 to 14 ..... 9.90

Girls' sizes, 7 to 14 ..... 8.90

**WOOL ZEPHYR SWEATER CLASSICS**

Cardigan 4.98

Slipover 2.98

A boon to any wardrobe—Penney's sweater classics in fine gauge wool zephyr. Looped tunnel crew necklines. Choose from fall's most wanted colors. Sizes 34-42. Don't miss this exciting event!

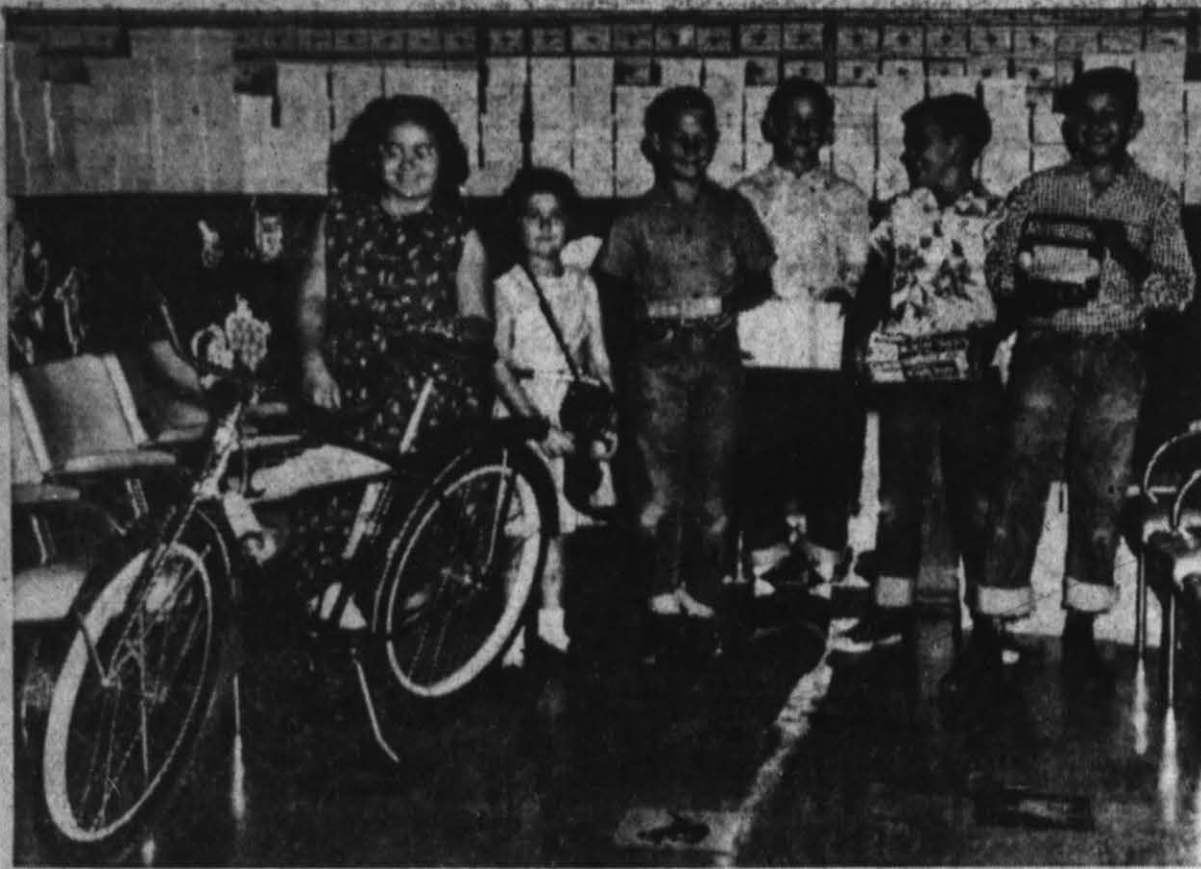
**NOW!**  
60 Gauge 15 Denier High Twist Gaymode Nylon Sheer

**HOSE**

Proportioned Lengths Size 8 1/2 to 11

**98¢**





PRIZE WINNERS AND THEIR LOOT from the Hereford Shoe Store contest are seen above. Left is Judy Dodson with the bicycle, which was grand prize; Sally Ann Jones, camera, fourth place; Neal Leub, electric train, third place; Donald Renfro, comb, brush and mirror set, ninth place; Edwin Thomas,

skates, seventh place and Carroll Don Martin, radio, second place. Other winners were Tim Gallagher, wrist watch, fifth; Jerry King, wrist watch, sixth; Mike Crawford, croquet set, eighth; Cleland Meharg, baseball and bat, tenth.

### Camp Fire Lists Meeting Times

Time schedule of the meetings of the different Camp Fire and Bluebird groups were decided upon at a meeting of the Camp Fire Leaders Friday morning.

Monday afternoon from 3:30 to 4:45 o'clock, Mrs. Clinton Jackson's Bluebirds and Mrs. F. L. Alexander's Camp Fire girls will meet at the hut. Tuesday afternoon from 2:10 to 3:10 o'clock, Mrs. Hopson's and Mrs. London's Bluebird group will meet at the hut and from 3:30 to 5:30 o'clock, Mrs. Jack Winget's Camp Fire girls will meet at the hut. At the same hour, Mrs. Homer Brumley's Horizon girls will meet at her home.

Wednesday afternoon from 2:40 to 4 o'clock, Mrs. J. T. Gilbreath Jr., Bluebirds will meet at the hut and from 3:30 to 5 o'clock, Mrs. H. H. Caraway's Camp Fire girls will meet at the hut. Thursday afternoon from 2:10 to 3:10 o'clock, Mrs. Jim Roberts' Bluebirds will meet at the hut and from 3:30 to 4:30 o'clock, Mrs. Louis Woodford's and Mrs. Billy Jackson's Camp Fire group will meet at the hut. Friday afternoon from 3 to 4 o'clock, Mrs. Jay Boston's Bluebirds will meet at the hut and from 3:30 to 4:30 o'clock Mrs. Jack Gilliland's Camp Fire group will meet at the hut. At the same hour, Mrs. Jimmie Gilentine's Camp Fire group will meet in her home.

Leaders have not been secured for the rest of the group but schedules for the groups will be announced as soon as the leaders are selected.

Mrs. H. H. Caraway, president of the leaders association, appointed a nominating committee to secure names for two vacancies in the leaders' association. Names will be submitted by the committee at the next meeting, which will be held the second Friday in October. Members of the committee are: Mrs. F. L. Alexander, chairman; Mrs. Jimmie Gilentine and Mrs. J. D. Gilbreath Jr.

Mrs. Jim Kirby, awards chairman, explained some of the rules on awards and announced that the awards committee would meet four times a year for girls to try out for awards.

Mrs. Homer Brumley, chairman of the rules committee, read rules

that applied to the upkeep of the Camp Fire hut and the bus.

On the suggestion of Mrs. Richard Barnard, extension chairman, it was decided to have a day course for Bluebird leaders sometime in the fall and if the demand was great enough they would have a day course for the Camp Fire leaders.

For the program next meeting each leader was asked to bring a party suggestion that proved successful in their group and present it to the other leaders.

Those attending the meeting were: Mrs. Clinton Jackson, Mrs. F. L. Alexander, Mrs. Hopson, Mrs. London, Mrs. Jack Winget, Mrs. Homer Brumley, Mrs. J. T. Gilbreath Jr., Mrs. H. H. Caraway, Mrs. Jim Roberts; Mrs. Louis Woodford, Mrs. Billy Jackson, Mrs. Jay Boston, Mrs. Jack Gilliland, Mrs. Jimmie Gilentine, Mrs. Richard Barnard, Mrs. Jerry Jackson and Mrs. Jim Kirby.

### Pep Club Names Leaders, Mascots

Officers and Mascots of the Hereford High School Pep Club were elected at a business meeting September 2.

Jo Hall was named president; Norma Gummis, vice president; Dalene Tinnin, secretary treasurer; Marlene Allred, historian; and Sylvia McCracken, head cheer leader.

New mascots are Jan Miller, daughter of Mr. and Mrs. Bill Miller, and Jerry Russell, son of Joach and Mrs. L. B. Russell.

There are 172 members in Pep Club this year, counting honorary and non-marching members.

Cheer leaders of the Pep Club had a slumber party Thursday night in the home of Sylvia McCracken. First, the girls enjoyed a hamburger supper, practiced and then they attended a movie.

Those attending were Kay Barnard, Barbara Winget, Barbara Hall and Sylvia McCracken.

### Read The Classifieds

### Two Day Mexican Holiday Slated For Sept. 15-16

Plans were underway Saturday for a giant two-day celebration of Mexican Independence Day in Hereford Wednesday and Thursday, September 15-16. The celebration will be sponsored by the Latin American population, assisted by the Deaf Smith Chamber of Commerce.

Festivities Wednesday will begin in Hereford with a parade at 2

### O. H. Culpeppers Attend Reunion

Mr. and Mrs. O. H. Culpepper returned Friday from attending a family reunion in Fort Worth. The Culpeppers have been attending these reunions for about 38 years now.

They came back through Sherman, Tex., where they visited Mr. Culpepper's sister and family. They visited their daughter and family, Mr. and Mrs. Featherston, in Tulsa, and some relatives living in Vernon.

The Culpeppers returned home Saturday afternoon about 2 o'clock.

### Wichita Students Party Honorees

Miss Marcella Bezner, Miss Gwendolyn Jesko, and Miss Kathleen Diller were honored with an ice cream party September 3 in the home of Mrs. Edd Jesko. The girls left Monday for Wichita, Kans., where they will attend the school at the Sacred Heart Academy.

The refreshments were served by Mesdames Johnny Jesko and Jimmy Jesko.

Those attending were: Marcella, Gwendolyn, Kathleen, Mrs. Edd Jesko, Mr. and Mrs. Jimmy Jesko and family, Mr. and Mrs. Johnny Jesko and son, David, Coleta Diller, Gerald Diller, Kenneth Diller, and Sammy Albracht.

o'clock. Speeches will be made on the south side of the courthouse at which time Queens will be announced and crowned. Wednesday evening will feature a Spanish Street Dance, also to be held south of the courthouse.

Thursday activities will be held chiefly at the Labor Camp and will continue all day, climaxing the celebration.

A meeting has been scheduled at the Chamber of Commerce office at 9 o'clock Monday morning to complete plans, Bill Lenderman, manager, said. Representatives will be on hand from the camp and committees will be listed to handle various events.

### Personals

Clinton Eugene Roberson, a student at Texas Western College, visited in the home of his parents, Mr. and Mrs. Jeff Roberson, over the Labor Day weekend.

Mrs. Wright from Montrose, Colo., mother of Mrs. Ora J. Retting of Hereford, took ill while visiting in the home of her daughter. Mrs. Wright has spent this week in the local hospital.

Mr. and Mrs. Delmar Sigle returned last night from taking Virginia to Boulder, Colo., where she will attend school for the following term at the University of Colorado.

Mr. and Mrs. James Garner are visiting in the home of his parents and other relatives in Turkey over the weekend.

The First Christian Church Circles I and II and the Women's Business Circle hold their meetings at the following times: Circle I, with Mrs. Marvin Winget in charge; Circle II, with Mrs. Free Moreman in charge; and the Women's Business Circle, with Mrs. C. Ora Cookrell in charge; will meet Tuesday evening, September 14.

Keith Savage is visiting in the home of his girl friend, Miss Carolyn Morris of Oklahoma City, Okla., over the weekend.

Mrs. Oscar C. Knowles is visiting in the home of her daughter and son-in-law, Mr. and Mrs. Ken Spare, for this week.

James Houtton and Katherine Spare left Tuesday for Albuquerque, N. M., where they will attend the University of New Mexico for the following school term.

Jack Stanton left Tuesday for Tulsa, Okla., where he will attend the Tulsa University this fall term. Jack is the son of Mrs. H. V. Stanton of Hereford. Mrs. Stanton's younger son, David, will leave Monday to go to Canyon, where he will attend West Texas University for the following school term.

### Calliopian Club Starts Year With Dinner In Langley Home

A dinner party in the home of Mrs. Earnest Langley marked the opening session of the Calliopian Club Thursday evening. Appointments centered around the football season with a football round-up as the general theme. The buffet table, from which the dinner was served, was decorated with ceramic footballs holding gold and yellow flowers. Place cards were held by tiny goal posts and small

bouquets of gold blossoms centered tables arranged for four. After the dinner party Mrs. D. C. McWhorter conducted a business session when new year books were distributed. Mrs. J. T. Carroll gave the program on "Alaska and the Aleutian Islands" in keeping with the course of study for the coming year "Adventures in the Western Hemisphere." Arrangements for the meeting

were made by the social committee including Mesdames Earnest Langley, W. J. Messick and Elizabeth Womble.

In attendance were Mesdames Richard Barnard, B. F. Cain, J. T. Carroll, Clyde Cave, Paul Coneway, W. L. Davis Jr., Alton Fraser, J. T. Gilbreath Jr., Sims, Roy Grubbs, Jim Kirby, D. C. McWhorter, W. J. Messick, N. E. Milburn, A. T. Mims, Carl Perrin, M. W. Nobles and the hostess.

Johnny Jae Morton is visiting in the home of his parents, Mr. and Mrs. Virgil Morton over the weekend. Jae will leave sometime Sunday afternoon for Temple where he is stationed.

Mr. and Mrs. Tommy Carnahan left today for Lubbock, where they plan to attend Texas Tech.

**STAR** 3 Days Starting Sun.  
ALFRED HITCHCOCK'S  
**dial M for Murder**

**MR. EMPLOYER...**  
OUR GROUP INSURANCE PLANS CAN SOLVE A PROBLEM FOR YOU.

Jack Luck  
225 Ave. K.  
Phone 1366-R

**GREAT AMERICAN RESERVE INSURANCE COMPANY**  
Life, Accident and Health  
★ OLD LINE LEGAL RESERVE STOCK COMPANY ★

*Within the reach of every woman...*

**Queen Quality** brings an exciting new fashion concept!

*...for the women who limit her spending but not her instinctive good taste!*

Widths AAAA to B  
**\$10.95 to \$11.95**

**hereford Shoe Store**

323 N. Main Phone 955

FEATHER - LIGHT BRITISH TWEED.

Tailored tweed (an import of Britain) that may be worn with or without the belt. Costume details of hand-felled velvet at the collar and the glitter of rhinestone on the breast pocket add that extra touch of glamour to your Fashionbilt. The color is a subtle shade of Black and White in sizes 10 to 20. As illustrated at right.

**Fashionbilt**

THE WONDERFUL SUIT THAT FASHIONBLT

An exciting new suiting has just crystallized... clear, sharp and beautiful as cut glass. Its crisp, interesting texture makes it one of the finest travelers you'll ever own. Miron Miko, a blend of silk and worsted, tailored into a suit with true costume interest in sizes 10 to 20. The colors are Brown and Black, colorfully nubbed.

**The Little Fashion Shop**

SHOP EARLY FOR FALL  
"Smart Clothes for Smart Women."





MR. AND MRS. DARWIN MILLER

### Beta Sigma Phi Makes Plans For Rushing Season

Attractive new year books were presented members of Texas Kappa Iota Chapter, Beta Sigma Phi Sorority at the first meeting of the fall and winter season held Tuesday night at the home of Mary Anna Laing with Betty Whitaker as co-hostess.

Year book jackets are effectively done in black felt with gold insignia and lettering. Programs follow an outline for the study of beauty in relation to The Person Beautiful, the Place Beautiful and the Life Beautiful. There are six meetings under each subject.

Year books and programs were arranged by Dorothy Mercer, chairman, Catharine Moore, Helen Langley and Margaret Harvey.

Betty Babione, president, conducted a business session when fall rush parties were planned. Members voted to include only one rush season this year instead of the two formerly sponsored. Names of prospective members were submitted and a new member, Jenese Warren, was welcomed. Mrs. Warren's membership is being transferred from Beta Sigma Phi Chapter in Monte Vista, Colo.

Members attending were Betty Babione, Barbara Cooper, Eleanor Cramer, Marian Guinn, Margaret Harvey, Geneva King, Theresa

(Continued on Page 2)

### LaNell Mobley Is Bride Of Darwin Miller Sunday

The marriage of Miss LaNell Mobley, daughter of Mrs. H. M. Mobley, to Darwin Miller took place Sunday afternoon at 5 o'clock in the Avenue Baptist Church. Rev. Ellis Todd, of Plainview, cousin of the bride, officiated.

Arrangements of full palm trees and white chrysanthemums and gladioli formed the altar background and candelabra holding white tapers provided illumination. Beverley and Barbara Cates lighted the candles.

Mrs. Bob Lawrence furnished the wedding music and accompanied Mrs. Weldon Stephan who sang "Always" and "Because."

Mrs. Lee Johnson and Mrs. Floyd Cole, sisters of the bride, served as attendants. Mrs. Johnson wore a beige shantung frock with a corsage of tallsmen roses. Mrs. Cole's dress was of rose beige silk and her corsage was fashioned of sweetheart roses. Flower girls were Jana Cole and Kaula Mobley. Kept Mobley was ring bearer.

Lee Johnson was best man and Floyd Cole was groomsmen. Ushers were Don Mobley, brother of the bride, and Clark Dobbs.

**Brother Gives Bride Away**

The bride was escorted to the altar and given in marriage by her brother, Raymond Mobley. She wore a toast brown frock fashioned with fitted waist and full skirt buttoned down the front. Her accessories were in brown, and she wore a small matching hat. She carried a white Bible topped with a single white orchid.

Mrs. Mobley, the bride's mother, wore a navy dress with picture hat in navy and a corsage of white carnations.

After the ceremony a reception was held at the home of the bride's mother. The table was laid in lace over pink and centered with an arrangement of white chrysanthemums and gladioli. Mrs. June Cates presided at the punch bowl and Mrs. Raymond Gros served the tiered wedding cake. Mrs. Raymond Mobley presided at the bride's book of names.

Following a wedding trip to Ruidoso, the couple will live in Hereford where he is employed with the R. J. Engler Construction Company. Mrs. Miller graduated from Dimmitt High School and was employed in Dimmitt before coming to Hereford. She is presently employed in the local sheriff's office and plans to continue her work there.

Mr. Miller is the son of Mr. and Mrs. W. C. Miller of Pasadena and attended schools there. He served five years in the U. S. Army, part of the time in the European theatre of war.

# Women's Activities

Social Events — Clubs — Civic Interests

Hereford, Texas, Sunday, September 12, 1954 SECTION TWO

### LaPlata Club Has Program Preview

Mrs. Homer Brumley served as hostess for LaPlata Study Club in her home Tuesday evening. The program was presented by Mrs. Leroy Aven on the study course for the year, "The Good Neighbor Tour." As yearbook chairman, Mrs. Aven entitled her program "The Preparation and Departure" discussing outlines in yearbooks which will include the study of Old Mexico and South American countries.

Others serving on the committee were Mesdames W. J. Krumbain, Dalton Criswell and Clint Formby.

During the business session the new yearbooks were distributed and Mrs. W. W. Buck was welcomed as a new member.

Mrs. J. M. Thomson of Denver, Colo., a former member of the club, gave a report of the General Federation of Women's Clubs convention held in Denver in June, which she attended as a delegate from the LaPlata Club. Mrs. Thomson gave a detailed report of convention activities, mentioning outstanding speakers, measures adopted and social activities.

Attending the meeting were Mesdames Milton Adams, F. L. Alexander, Leroy Aven, Harry Bennett, H. H. Caraway, Dalton Criswell, Emil Dettman, S. S. Dodson, Clint Formby, W. R. Hair, J. R. Johnson, Lynn Kester, W. J. Krumbain, Don Little, Elmer Patterson, Frank Frowell, A. J. Schroeter, Urlin Streu, Ansel McDowell, W. W. Buck, J. M. Thomson of Denver, Colo., and the hostess.

Mr. and Mrs. Freeman Melton, Jr., and son, Stephen, from McLean have been visiting in the home of Mr. and Mrs. Earl Phillips. Mr. McLean, their son-in-law is the superintendent of schools at McLean.



Mrs. PAUL DAVID SNIDER, who was before her recent marriage, Miss Christine Cogswell, daughter of Mr. and Mrs. Homer Miles Cogswell of 132 N. Texas Ave. The wedding took place in the parlors of the First Baptist Church in Amarillo on Sunday August 22, with the Rev. Carl E. Bates as the officiant.

Mrs. Snider received her education in Shreveport, La., where the Cogswells resided before moving to Hereford; she also attended Stephens College in Columbia, Mo. Mr. and Mrs. Snider are both employed by Braniff Airways in Amarillo.

### Personals

**SON IS BORN**

Mr. and Mrs. Jack Mellot of Pagosa Springs, Colo., have announced the birth of a son in Durango, Colo., on Friday September 3. Mrs. Mellot is the former Miss Maydelle Beavers of Hereford. Her mother, Mrs. Hall Beavers, left Friday to be with her daughter and to welcome the new grandson. The new comer has one sister, three year old Cheryl Ann.

Mr. and Mrs. Harold Banks have gone to Dallas to visit relatives. Before returning home they plan to visit in Fort Arzher and also at Texas A&M College.

### Leaton Clark Weds Dumas Girl In Church Ceremony

Before an arch bedecked with white gladioli and white leaves, flanked by candelabrum holding white wedding tapers, Miss Wanda Block of Dumas became the bride of Leaton Clark, son of Mr. and Mrs. J. O. Clark of this city. The bride is the daughter of Mr. and Mrs. B. F. Block.

Rev. Russell Pogue of Hereford read the double-ring ceremony in the First Baptist Church of Dumas on Thursday September 2.

Mrs. Robert Merton of Kress presented an organ prelude before the ceremony and accompanied David Goldston of Hereford who sang "Because" and "I Love You Truly," playing "Clair de Lune" as background accompaniment for the ceremony. The traditional wedding marches were used for the processional and the recessional.

Kenneth Block of Kress presided at the punch service. Miss Kay Griffin of Amarillo secured names of guests for the bride's book.

For the wedding trip the bride chose a gray suit with red accessories. Her corsage was the orchid lifted from the wedding bouquet.

(Continued on Page 2)

### Young Mother's Meeting

Young Mother's Study Club held its first meeting of the 1954-55 club season in the home of Mrs. Bill Brady Tuesday night.

A review of the by-laws and constitution was conducted and new yearbooks were distributed and outlines for the year's study discussed. Members of the year-

(Continued on Page 2)

### Hereford Youths Join College Trek

Scores of Hereford's teen-agers are enthusiastically planning to enter the college or university of their choice this fall. Many have already gone, and by the end of September enrollments will be complete and all will have entered upon a new way of life. Each will have his own dream of what college will mean to him, but his high hopes and ambitions are universal among the thousands as young America goes to school. In recognition of this annual quest into the world of knowledge, a special salute honors Hereford's college bound today.

WEST TEXAS STATE COLLEGE

—Among the many Hereford students planning to attend W.T. this fall are: Dorothy Veigel and Don Veigel, daughter and son of Mr. and Mrs. Robert Veigel, Ray Graham, son of Mr. and Mrs. Geo. Graham, Nancy Patterson, daughter of Mr. and Mrs. Elmer Patterson, David Stanton, son of Mrs.



A TYPICAL SCENE, enacted all over the nation as college students bid farewell to high school classmates, is shown above. The picture was made at a "Senior Class Party and Dance" held in the home of Mr. and Mrs. Earl Plank last week. Gathered for refreshments are: Lu Durham, Pat Jackson, Earline Plank, Sue Barnard, Lee Drake, Kenneth Carmichael, and Ginger Smith. (Travis Caraway Photo).

### Attendants

Attending the bride as maid-of-honor, Miss Martha Johnson of Lubbock wore a dress of white satin and carried a sheaf of pink carnations. Mrs. Kenny Gear of Hereford, honor matron, wore a dress of aqua satin and carried pink carnations. Patti and Marcia Block, sisters of the bride, served as flower girls. They wore white satin dresses and carried white baskets of pink rose petals. Louis Block of Hereford and Kenny Block of Kress, cousins of the bride, lighted the candles.

Richard Clark served his brother as best man and L. J. Clark, cousin of the bridegroom, was groomsmen. Ushers were Billy Robinson and Raymon Childers, both of Hereford.

The bride, given in marriage by her father, wore a gown of white slipper satin fashioned with a fitted jacket with Peter Pan collar and full skirt. Her shoulder length veil of tulle was attached to a lace cap and she carried a white orchid streamered with stephanotis and satin ribbon on a white Bible.

The bride's mother selected a black crepe dress with black and white accessories. The bridegroom's mother wore a navy shantung with navy accessories. Their corsages were of white feathered carnations.

**Reception in Church**

Following the reception the bride's parents were hosts at a reception at the church. Mrs. Ivan Block of Hereford served the tiered wedding confection and Mrs.

(Continued on Page 2)



MR. AND MRS. LEATON CLARK



### Hereford....

(Continued from Page 1)  
Mrs. Carnahan will live in Austin while he attends the University.  
**BOB JONES UNIVERSITY** — E. W. Solomon, son of Mr. and Mrs. E. W. Solomon Sr., has gone to Greenville, S. C., where he will be a freshman student at Bob Jones University.

**UNIVERSITY OF OKLAHOMA** — Gayle Gault left last week for Norman, Okla., where she has enrolled at the University of Oklahoma. She is the daughter of Mr. and Mrs. Howard Gault.

**TEXAS TECH** — Hereford students at Texas Technological College, Lubbock, the coming school term will be: Norma Grace Gray, daughter of Mr. and Mrs. Norman Gray, Lee Drake, son of Mr. and Mrs. Herman Drake, Gayle Biggers, daughter of Mr. and Mrs. Alton Biggers, Kenneth Carmichael, son of Mr. and Mrs. P. L. Carmichael, Duwayne Wallace, son of Mrs. Virginia Wallace, Robert Miller, son of Mr. and Mrs. H. E. Miller, Dale Winget, son of Mrs. Evelyn Winget, Johnny McIver, son of Mr. and Mrs. J. W. McIver, Burl Fish, son of Mr. and Mrs. S. E. Fish, Charles Whitehead, son of Mrs. R. R. Willis, Eugene Campbell, son of Mr. and Mrs. Martin Campbell, Jack McCracken, son of Mr. and Mrs. J. C. McCracken, Phil McCullough, son of Mr. and Mrs. Ralph McCullough, Mr. and Mrs. Tommy D. Carnahan. He is the son of C. D. Carnahan and Mrs. Carnahan is the daughter of Mr. and Mrs. Earl Phillips. Earline Plank, daughter of Mr. and

Mrs. Earl Plank, Sharon Moore, daughter of Mr. and Mrs. Troy Moore, Eddie Reinauer, son of Mr. and Mrs. Eddie Reinauer Sr., Carroll Jones, son of Mrs. H. E. Wester, and Norman Bartlett, son of Mr. and Mrs. N. D. Bartlett Jr.

**McMURRY COLLEGE** — Elna Bishop, daughter of Mr. and Mrs. Dean Bishop, will attend McMurry College, Abilene, transferring from West Texas State College. Nancy Crawford, daughter of Mr. and Mrs. H. V. Crawford will also attend McMurry.

**WENTWORTH MILITARY ACADEMY** — Robert Russell, son of Mr. and Mrs. Clyde Russell reported for the opening of the first semester at Wentworth Military Academy, Lexington, Mo., on September 6.

**OKLA. A&M COLLEGE** — Miss Wanda Moll, who has spent the summer here with her aunt, Mrs. Merlin Kibul, will attend Oklahoma A&M College at Stillwater this fall. She attended the College of Home Economics in her home town of Hiawatha, Kan., and Lon Morris Junior College at Jacksonville last year.

**UNIVERSITY OF NEW MEXICO** — Jane Houston and her mother, Mrs. Frances Houston, left Tuesday for Albuquerque, N. M., where Jane will enroll at the University of New Mexico.

**HARDIN-SIMMONS** — Attending Hardin-Simmons University at Abilene will be Patsy Jackson, daughter of Mr. and Mrs. Clinton Jackson, Marilyn Legg, daughter of Mr. and Mrs. Tandy Legg, June Marian Smith, daughter of Mr. and Mrs. O. A. Smith, and Sue Scarth, daughter of Mr. and Mrs. W. R.

Scarth, and Wanda Wimberley, daughter of Mr. and Mrs. Carl Wimberley of Dawn, will enroll in the Hendrix Memorial Hospital for nurses training.

**TEXAS A&M COLLEGE** — Pat Kerr, son of Mr. and Mrs. Will S. Kerr, Peyton Ramey, son of Mr. and Mrs. Sank Ramey, and David Goldston, son of Mr. and Mrs. H. D. Goldston, will attend Texas A&M College.

**UNIVERSITY OF COLORADO** — Virginia Sigle, daughter of Mr. and Mrs. Delmar Sigle, Tommy Woodford, son of Mr. and Mrs. Lisle Woodford, will attend the University of Colorado at Boulder. La Jean Latham, daughter of Mr. and Mrs. M. R. Latham will be a freshman student at the Boulder school.

**COLORADO WOMEN'S COLLEGE** — At Denver, Sue Barnard, daughter of Mr. and Mrs. D. C. Barnard, will be attending Colorado Women's College.

**TARLETON STATE** — Mary Durham, daughter of Mr. and Mrs. J. J. Durham, has enrolled at Tarleton State College at Stevenson.

**ENMU** — Those who will be attending Eastern New Mexico University at Portales this fall will be Mr. and Mrs. Joe Hacker, Joan and Gene Moore, daughter and son of Mrs. Bess Moore, Bobby Higgins, son of Mr. and Mrs. Fred Higgins, Raymond Dement, son of Mr. and Mrs. B. C. Dement, and Terry McRight, son of Mr. and Mrs. Nelson McRight.

**ABILENE CHRISTIAN COLLEGE** — Attending Abilene Christian College will be Barbara McGee, daughter of Mr. and Mrs. Lawrence McGee, Kenneth West,

son of Mr. and Mrs. Floyd West, and Shirley McCullough, daughter of Mr. and Mrs. Ray McCullough. Also attending ACC will be Harold Brothers of Nashville, Tenn. who will go from Hereford where he has been a house guest of Mr. and Mrs. Ray McCullough.

**NTSC, DENTON** — Tim and Roger Corbett Jr., will return to North Texas State College, Denton for the coming school term. They are sons of Mr. and Mrs. Roger Corbett Sr.

**PHILLIPS UNIVERSITY** — Billy Robinson will attend Phillips University at Enid, Okla. He is the son of Mr. and Mrs. John Robinson.

Four from Hereford will enter North West Texas Hospital School of Nursing in Amarillo. They include Cecelia Wilkins, daughter of Mr. and Mrs. C. O. Wilkins, Gracie Fotheringham, daughter of Mr. and Mrs. Bob Fotheringham, Ginger Smith, daughter of Mr. and Mrs. Alfred Smith and Frankie Criswell, daughter of Mr. and Mrs. R. L. Criswell. Miss Criswell has had 18 months of previous training at Parkland Hospital, Dallas, and for the past two years she has

### Beta Sigma....

(Continued from Page 1)  
Lamb, Helen Langley, Pat Linden, Ann Line, Mary Ann Massey, Dorothy Mercer, Helen Nelson, Jama Pool, Emma Suit, Jenice Warren, Margaret Witherspoon and the hostesses.

### Young....

(Continued from Page 1)  
book committee were Mesdames Rex Lee, chairman, H. A. Cavness and Harold Banks.

Members voted to join with other Child Study Clubs of the city each year in the Mother's March of Dimes as one of the club projects.

Those present were Mesdames been employed at the Deaf Smith County Hospital.

**PARKLAND HOSPITAL** — Lu Durham, daughter of Mr. and Mrs. Byron Durham, will enter Parkland Hospital in Dallas for nurses training on September 20.

Tommy Hulsey, W. B. Dowell, Rex Lee, L. H. Lookingbill Jr., Clinton Massie, John Winkler, Gearld Hale, Wayne Wallace, Gwynne Owen and the hostesses.

### Leaton....

(Continued from Page 1)  
quet.

Mr. and Mrs. Clark are graduates of Hereford High School. She attended West Texas State College, Canyon, where she was a member of Buffalo Gals, Phi Gamma Nu Sorority and Baptist Student Union.

Mr. Clark is attending the University of Texas where he is a student in the school of pharmacy and a member of the Longhorn Pharmaceutical Association. The couple is now at home at 1143 1/2 Airport Blvd. Austin, Texas.

Visitors in the home of Mr. and Mrs. H. D. Goldston on Labor Day weekend were: Mr. and Mrs. Mark Goldston and daughter of Lubbock, Mr. and Mrs. Gerald Pinkston of Haskel, Lt. and Mrs. Phil Goldston and sons of El Paso, Mr. and Mrs. Bill Goldston and sons

## La Madre Mia Study Club Begins Year With Breakfast

LaMadre Mia Study Club began the 1954-55 club season at a breakfast held in the home of the new president, Mrs. Dean Herring, Tuesday morning. Mrs. Troys Riddle served as co-hostess.

Quartet tables, arranged for the breakfast, were centered with single carnations in bud vases carrying out the club colors of blue and pink. Secret pals for the summer months, were revealed and gifts were presented.

A short business session was held when the plans for the coming year's work were outlined. Members voted to assist in the annual Mother's March of Dimes as a yearly project, and new year books were distributed and reviewed by the year book committee. Those serving on the committee were Mesdames Carroll

of Spearman and Mr. and Mrs. Steve Goldston and son of Kansas City.

Goss, Glenn Hopson and Louis Beckman.

The constitution and by-laws were read and a question and answer period conducted.

The president appointed Mrs. Glenn Hopson and Mrs. Louis Beckman to serve on the telephone committee for the coming year.

Attending the opening session were Mesdames Louis Beckman, Don Fudge, Carroll Goss, Glenn Hopson, Dean Herring, Dennis Lomas, Herschel Miller, Bobby Owen, Stanley Phillip, Ogle Riddle, Troys Riddle, Eugene Sparks, Gled Wilson and Vernon Wilson.

Mr. and Mrs. Jerry Jacobs, of Canyon have been visiting in the home of her parents, Mr. and Mrs. H. E. Miller. The couples went to Amarillo Thursday evening to eat supper, and attend a movie. Both couples were celebrating their anniversaries.

# Free... OF EXTRA CHARGE!



## SILVERPLATED SERVICE for 8

Just look! 52-pieces of superb silverplated flatware! Made by one of America's leading silversmiths. It's the regal "Churchill" pattern and each set comes with a tarnish proof wood chest. Just see what you get... free of extra charge when you buy a beautiful big Bendix TV.

Free gift of imported gold trimmed bon-bon dish... just for getting a free demonstration.

- 16 teaspoons • 8 salad forks • 8 dinner forks • 2 Serving spoons
- 8 hollow handle knives with stainless steel blades • 8 soup spoons
- 1 sugar spoon • 1 butter knife

... WHEN YOU BUY A



### Bendix TV PLUS

trade in allowance up to \$100 for your old TV set

PAY AS LITTLE AS \$189 WEEKLY


Bendix TV is built by the world's largest maker of precision electronic instruments in the world. It's the name millions trust.

**Check These Bendix TV Features**

- Long distance 2-speed tuner.
- 24-tubes! Not 15 or 17.
- All wood cabinets! Not plastic, metal or fabric.
- Available UHF-VHF.
- Long distance reception. Out-pulls... out performs. This set doesn't care where you live!
- Sound and sight design. Sight down... sound up.
- Available with twin Picture-Phonic sound.
- Trouble free Power House custom chassis.
- High-Fidelity Permanent Magnetic speaker.

**Parker Bros. Builder's Supply**  
1306 Park Ave. Phone 719

# WANTED




"SNAG" CLOTHESPIN



"RIP" CLOTHESPOLE



"HEAVY" CLOTHESBASKET




"RUSTY" CLOTHESLINE

## CLOTHES-DRYING CULPRITS


"Sheriff" Reddy Kilowatt is offering a reward of comfort, convenience and time-saving to homemakers who capture—and eliminate—these clothes-drying culprits by installing an electric clothes dryer.

The offenses of these culprits are notorious. "Snag" Clothespin specializes in putting "dog-ears" on your clothes. "Rip" Clothespole enjoys catching a high-flying sheet when the wind is blowing and slashing it in the middle. "Heavy" Clothesbasket gets extreme pleasure from providing an annual 2-ton load back and forth to the clothesline, and "Rusty" Clothesline thinks there should be a streak along the hanging edge of all your clothes—and puts it there.

Your Reddy Kilowatt Appliance Dealer can end the careers of these culprits quickly—see him for an electric clothes dryer.



SOUTHWESTERN  
**PUBLIC SERVICE**  
COMPANY



SEE YOUR REDDY KILOWATT APPLIANCE DEALER





## EASTER NEWS

**By Mrs. L. B. Wortham**  
Mrs. Eda Robinson of Hawthorne Calif., is visiting her daughter and family Mr. and Mrs. J. H. Burnett and Gary, before returning home. Mr. and Mrs. Earnest Flood and family have moved to Dimmitt. Mr. and Mrs. Steve Glenn are parents of a baby girl. Mr. and Mrs. D. R. Johnson moved into the community last Thursday. Mr. and Mrs. Murry Hall and Greg spent the weekend with the Markleys.

Visitors in the J. H. Flood home recently were his brother and family of Fontono, Calif. Mr. and Mrs. Judd Burnett from Duke, Okla., are visiting their son and family, Mr. and Mrs. J. H. Burnett.

**Sprains Ankle**  
John H. Burnett had the misfortune of badly spraining his right ankle last Monday and has been on crutches several days. Mr. and Mrs. Leo Hall and daughters spent Sunday in the

home of Mr. and Mrs. Olin LaPlant.  
Mr. and Mrs. Noble Shodgrass and children of Ames, Okla., and Mr. and Mrs. Ronald Fisher and son of Enid, Okla., spent Sunday evening with Mr. and Mrs. Olin LaPlant.  
Mr. and Mrs. H. O. Markley attended church in Hereford Friday night.  
Mr. and Mrs. Larry McGwinn and daughter, Sandy, of Memphis, visited in the William Moss home last week.

## Good Neighbor Party Is Given

Neighbors were entertained at a coffee given by Mrs. Ralph McCullough Thursday morning at her home on Texas Avenue.

Twenty seven neighbors enjoyed chatting over coffee cups with conversation topics centering around interests of the past summer.

Mrs. Ray McCullough presided at the refreshment table which was laid with a pink linen and lace cloth and centered with an arrangement of roses in a silver bowl.

Those present were Mesdames H. M. Cogswell, T. J. Caldwell of Benton, La., M. W. Nobles, O. G. Hill Jr., Frank Knabe, Ray McCullough, C. W. Owens, O. M. Dickey, W. J. Krumben, R. A. McNeese, B. F. Cain, H. M. Thomas, J. R. Allison, R. A. Tynes, W. C. Thomas, Howard Scott, W. L. Davis Jr., Leo Hoffman, George Brumley, J. M. Brownlow, O. R. Sanders, Dennis Lomas, Lawrence McGee, Jim Higgins, Bob Lamb, Carl Luke and the hostess.

## School Lunch Menu

(Menus for September 13-17 are published by the Hereford Brand as a weekly public service. Mrs. Claude Francis is supervisor of the Hereford Public Schools lunch rooms.)

- MONDAY**  
Beef Sandwiches  
Potato Salad . . . Cheese Sticks  
Sliced Tomatoes  
Orange Halves . . . Milk
- TUESDAY**  
Meat Balls  
Baked Potatoes . . . Tomato Wedge  
Buttered Green Beans  
Hot Rolls . . . Butter . . . Milk  
Ice Cream Sticks
- WEDNESDAY**  
Red Beans . . . Onions  
Buttered Spinach  
Combination Vegetable Salad  
Cornbread . . . Butter . . . Milk  
Pineapple - Apricot Cobbler
- THURSDAY**  
Hamburger . . . Buns  
Sliced Tomatoes . . . Lettuce  
Onions . . . Pickles . . . Mustard  
Potato Chips . . . Milk  
Fruited Gelatin
- FRIDAY**  
Fish Sticks . . . Lemons  
Buttered Whole Kernel Corn  
Cabbage Slaw  
Bread . . . Butter . . . Milk  
Cherry Cobbler

LINDA MARIE HALLUM, three-and one-half year old daughter of Captain Allen L. Hallum, missing in action in Korea since October, 1950, and Mike Rader, whose father is also missing in action while on a mission in Korea, are shown with medals which were posthumously awarded to their fathers Aug. 26 at Long Beach Air Force Base in California. Linda received the Purple Heart, Air Medal, Oak Leaf Cluster and Presidents' Accolade. Capt. Hallum, son of Mrs. S. F.

Smith, 503 Miles, was born in Leonard, Dec. 2, 1921, but was reared in Hereford and attended school here. He graduated from Hereford High School in 1940 and that summer completed a course at Commercial School of Art in San Antonio. He entered the service January 24, 1942. Capt. Hallum was serving as bombardier aboard a B-26 Invader, when he failed to return from a night intruder mission.

**STAR** 3 Days Starting Sun.  
ALFRED HITCHCOCK'S  
**dial M for Murder**

Mr. and Mrs. Delmar Sigle and Mr. and Mrs. M. R. Latham have gone to Boulder, Colo., accompanied by their daughters, Virginia Sigle, and LaJean Latham, who will attend the University of Colo-

rado this year. Miss Sigle is returning for her sophomore year and Miss Latham will be a freshman.



DON SIGLE — TACKLE

## Meet Your Team For '54

And Meet Your friends at

**HEREFORD MOTOR CO.**

for the deal of a  
**Lifetime!**



**COMPARE PRICES** . . . then you'll KNOW that  
**HEREFORD MOTOR CO. SELLS AS LOW AS ANYBODY**

Don't be misled by out of town "deals". Remember . . . All Ford dealers buy at the same price . . . SO . . . Trade at home, and be sure you get what you pay for.

**HEREFORD MOTOR COMPANY**

2nd at Sampson

Phone 39

## Shower Honors Recent Bride

Mrs. Bob Noland a recent bride, was complimented at a shower tea recently in the home of Mrs. Paulus Blankenship in Summerfield. The refreshment table was laid with an antique linen cloth and centered with a galaxy of mid-summer flowers in a rainbow of colors. Gloria Walker and Linda Kay Noland presided at the table and Betty Jean Noland and Carolyn Knox registered the guests.

Recorded music provided appropriate background entertainment for the party. Approximately 40 guests attended.  
Hostesses for the informal courtesy were Mesdames Blakemore, Ky. Lawrence, J. B. Noland, L. B. Lookingbill, L. H. Lookingbill, D. C. Walker, J. M. Wright, Jack Strein, L. J. Counselman and Joe Story.

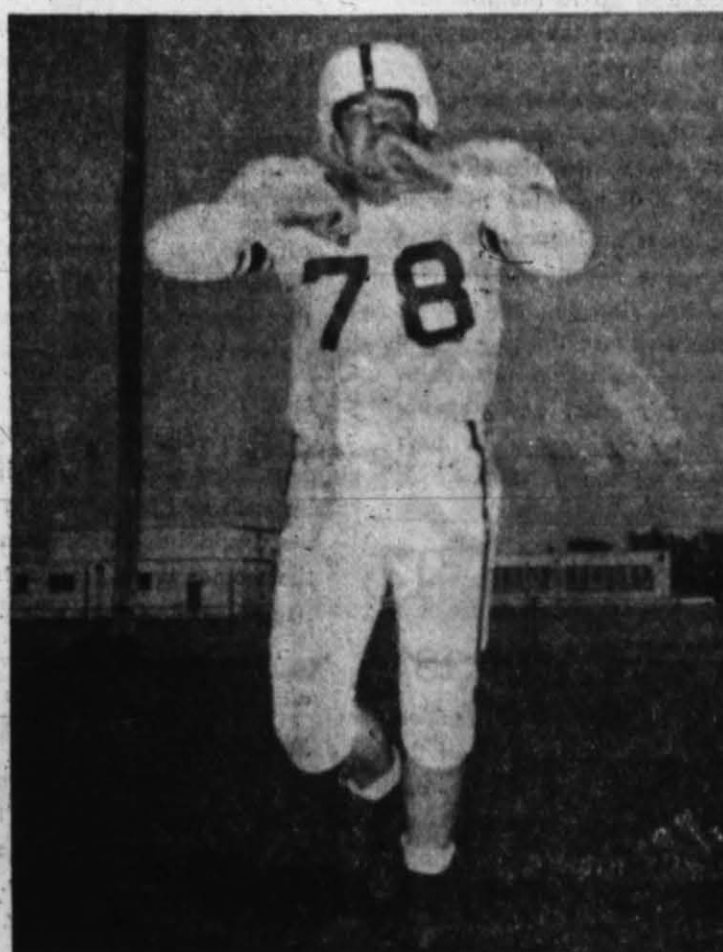
## READ THE CLASSIFIEDS

**BINDER TWINE**  
LAWN GRASS SEED — SEED TREATERS  
We Are Booking  
**EL RANCHO RANGE CUBES**  
For Future Delivery  
Contact Us Before You Buy  
**Hereford Poultry & Egg Co.**  
129 Sampson Delmo Williams, Owner Phone 1208

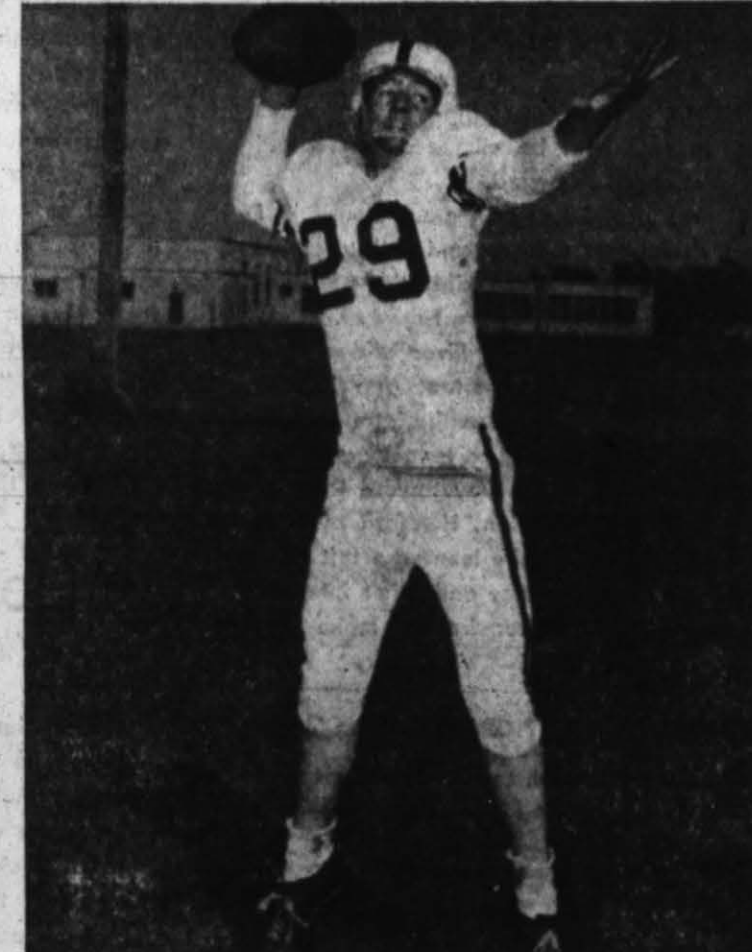
## TROY SHIELD SCHOOL OF THE DANCE

Ballet Tap Acrobatics  
**ENROLLMENT - SEPT. 17, 1954**  
1:00 - 5:00 p.m. 513 Park Ave.

## MEET YOUR TEAM FOR '54

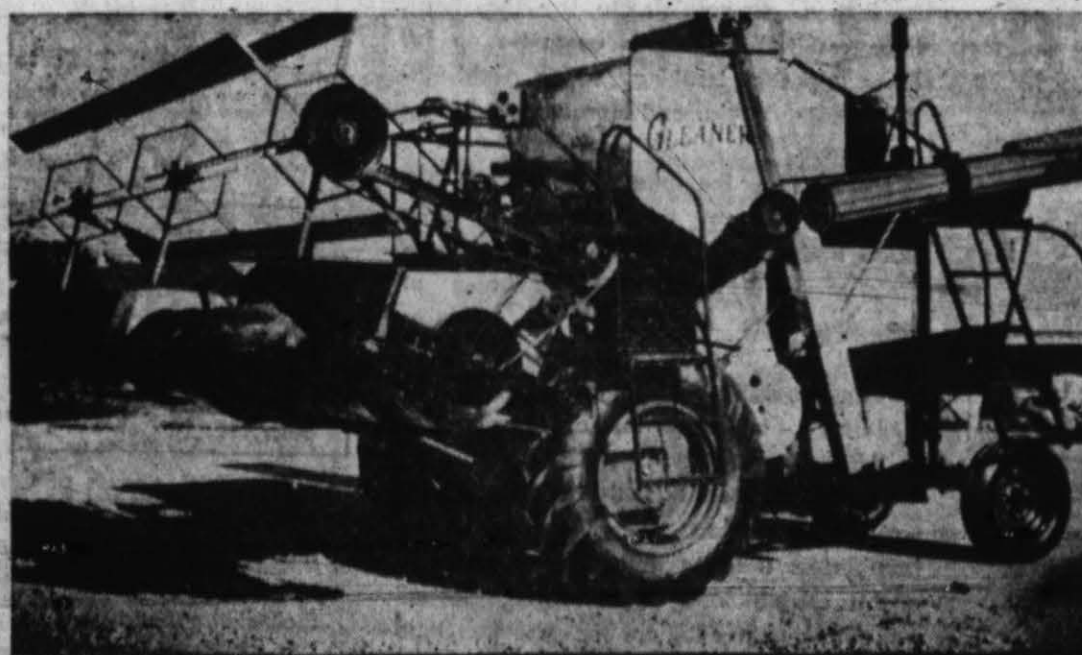


MARTIN REED MOORE — TACKLE



JOHN BRYANT — BACK

We're **BEHIND** the Whitface Team and



You'll Be

## AHEAD

With the Big New  
**1955 MODEL**  
**GLEANER -**  
Baldwin Combine

- **HYDRAULIC SPEED CONTROL**
- **AUTOMATIC DRY DISC CLUTCH**
- **HINGED BIN UNLOADER**

Don't buy "last-year's" Models . . . see the New 1955 GLEANER - BALDWIN SELF-PROPELLED COMBINES Now on display at Hereford Farm Equipment Co. The above is just a sample of many new features incorporated in the new 1955 Gleaner-Baldwin Combines. See it today!

**Hereford Farm Equipment Co.**

Phone 68

## READ THE CLASSIFIEDS

**WATCH YOUR AIRING TIMES**  
**Skips Nothing**  
NEW ELECTRONIC Watch Timing Instrument  
CHECKS EVERY DETAIL  
ONLY WITH **The Paulson TIME-O-GRAP**  
IN THIS COMPLETE SERVICE PACKAGE ONLY WITH THE PAULSON TIME-O-GRAP CAN THE "LIFETIME" SPEED OF THE WATCH BE GUARANTEED BY THE MANUFACTURER'S PROVED RECORD FOR ACCURACY.  
The Paulson Recording Page for Each Movement Shows How the Watch Performs Under Real Conditions.  
Your doctor of all sick & decrepit watches.  
Kenneth "Doc" Cowan  
**Cowan Jewelry**



# Editorials

## Acreage Transfers Boon To Producers

Recent releases announced a slight alteration in the wheat allotment program which will mean much to producers in this area. The new laws will allow transfer of wheat allotments between producers, when cleared through proper government channels.

As simple as it sounds, the transfers do provide advantages for both parties. The farmer who needs more acreage gets it, while the farmer with excess acreage this year merely "lends it out" to his neighbor, thus retaining his base acreage for another year and contributing to the over-all county quota set up. With such a two-fold benefit, the plan will unquestionably be popular.

Heretofore, many producers have planted more wheat than they really wanted simply in order to retain their allotments. A percentage of all wheat planted is harvested, thus increasing the surplus. Others, at the same time, have been severely penalized from lack of basic allotment. This transfer plan was used successfully on cotton this year before being extended into the small grains program.

Producers in this area and, possibly, in many others have long sought such a transfer plan. For some reason, it has been overlooked and denied. Most people had just about attributed the whole thing to "red tape" and given up the battle when the plan got recent approval. Secretary Benson's administration, generally most unpopular, did strike a keynote of approval with the new plan chiefly because it "adds up" to the average man on the farm.

## Eyes Of Texas Lettuce Acreage Viewed Canada Normal This Year

Just back from a 4,500 mile trip, which carried them the full length of International Parks Highway and into Canada, a Hereford delegation this week reported enthusiastic acceptance at every point along the route.

The Canadians even greeted the delegation with "Deep in the Heart of Texas", and turned all out to entertain those who made the long trip. Increased interest was reported at every stop north from Texas along the route.

This was what the Texans wanted most. They realize that interest within the towns and counties along the way will ultimately result in interest from the various states and, in turn, will be climaxed by federal designation of the road.

For the past 20 years a small handful of Texans between Odessa and Dalhart have visualized dreams concerning the possibilities of International Parks Highway. Completion of the Canadian River bridge concluded Texas most important gap in the road. Their tenacity and enthusiasm accomplished this and that same tenacity and enthusiasm is well on its way toward the desired federal designation. Hereford owes a debt of gratitude to the men who left their businesses, their families and other interests to devote the time required to make the trip.

Lettuce took a licking here in 1953, and that is common knowledge. The very fact that growers sustained enough confidence in the crop to come right back and plant another 4,000 acres, however, is possibly more important than will be the outcome of the current harvest.

Right now, the quality is well above average and yields bid to be outstanding. Hereford's central location, in addition, affords rail differentials which cannot be overlooked in mid-West and Eastern markets. All of these things add up to the fact that lettuce is a definite part of the economy of this area.

Possibly even more than other crops, net returns on lettuce fluctuate. Spreading income over a period of years, therefore, is almost as essential as being able to grow the crop. Periodic losses on lettuce are more often the rule than the exception. The real factor lies in the fact that the more substantial growers realize these things -- and are back in the business again this year. It speaks well for the area, and possibly indicates even greater ability and business acumen on the part of the growers.

## Concert Group To Alter Operations

Quandaries occur in the best of families, but the one now faced by members of the Hereford Mutual Concert Association appears to be of gigantic proportions.

The association has, in the past, gone right down the line with Pryor-Metz Concert Association, including restricted ticket sales to "members only" and a somewhat limited choice of program typing. These things, according to some members, have held back general advancement of the organization. Complaints, to say the least, have resulted in serious consideration for other types of booking, which might include more popular and more widely known performers.

Members on the other side are quick to point out, however, that the public is often fickle and does not consistently back up their complaints with ticket purchases at the door. The Lions Club, for instance, brought Dick Jergens and his orchestra to Hereford in 1953 with a resulting gate of \$224.50 -- and a net take of approximately \$400.

Dwindling interest in the unquestionably worthwhile concert series, on the other hand, does indicate that possible changes might expand and improve the annual presentation. In addition, the very fact that officers and members have their finger on the pulse of the community indicates that they will probably adopt a successful program for 1954-55.

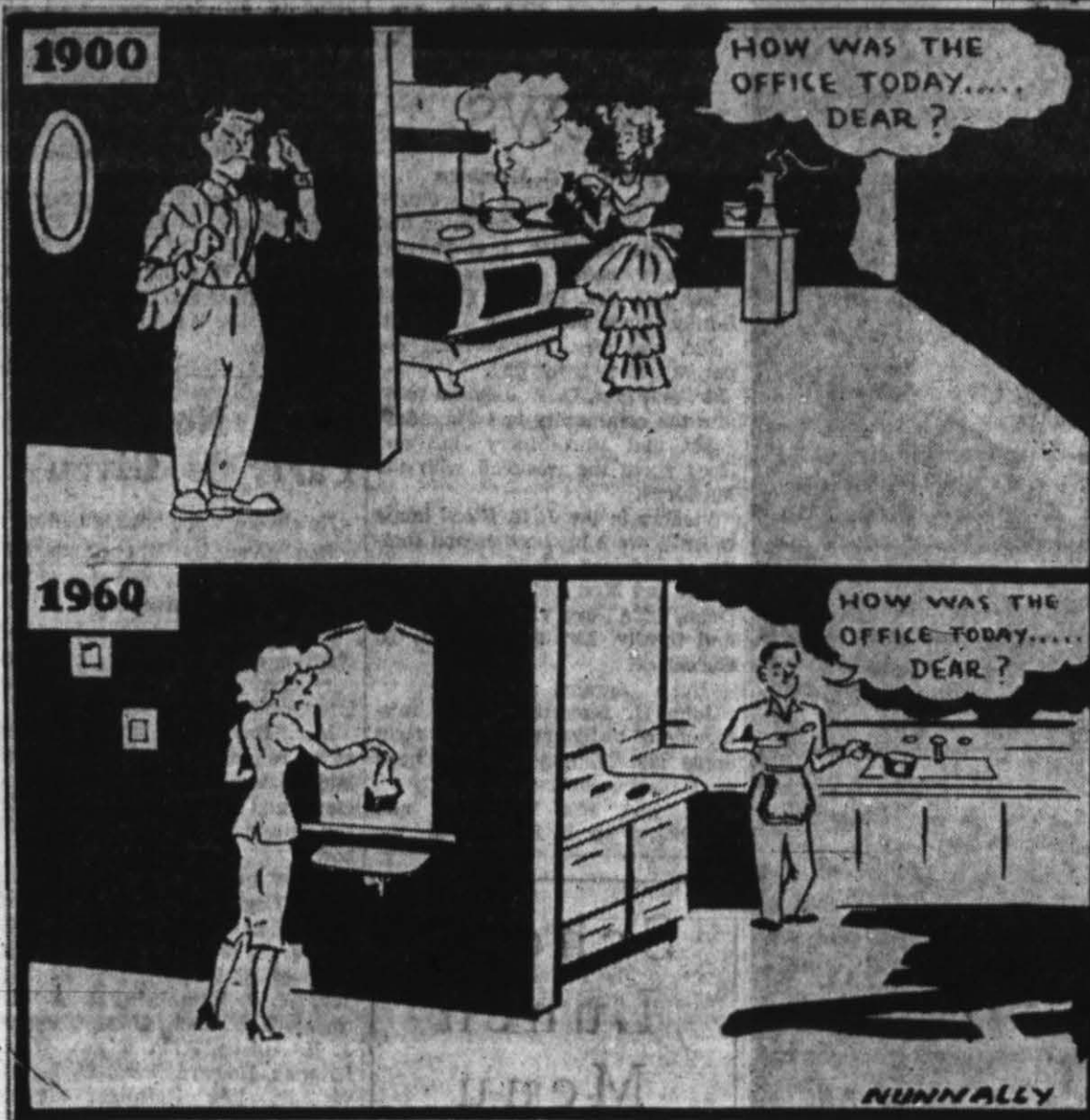
A business is only as good as the persons running it, and that's why businessmen are unpredictable, over the long haul.

Laws are passed to be enforced but some people seem to have forgotten that theory -- especially as it applies to them.

Peoples are not equal, and anyone who confuses equal opportunities with absolute equality is off the deep end.

We are often mystified by television and movie dialogues which lead nowhere with a great flourish.

Tired business men might try resting.



Is it coming to this?

### QUESTION OF THE WEEK:

## Readers Say, 'Women At Work' Is Good Sign For This Nation

During the past 15 years "Life in the United States" has changed in many respects. Possibly the greatest single contributing factor has been large scale entrance of women into the fields of business and industry. Today the trend continues on an even larger scale. What final result do you think this tendency will have on the nation if it continues to expand?

#### WENDELL BURDINE:

"I think that it will help in the long run. If there ever is another war, the women can take over where the men leave off. The war is about what started women in business and industry in the first place. I think that it has been proven, too, that women do a better and neater job than men when they do work."

#### MRS. ANNA HOLMAN:

"Eventually the men will all retire and let the women take over. They will have to if the women continue to go into business and industry on a larger scale. At least, maybe then, we would have a different government and a better one if the women were presidents and such as that."

#### DENNIS LOMAS:

"I don't think that it will change too many things. After all there still has to be so many in the house."

#### MRS. HOWARD GAULT:

"It will go along a great deal on the same order that it always has been. It won't change too much. After all, there will be limitations for the women since they are really the "backbone" of the home. I don't believe that women will ever take over completely in the business field."

#### VIRGIL COCANOUGH:

"I don't think women will ever take over the country completely. They may have a good part in it, but they won't really have complete control."

#### MRS. THOMAS INMAN:

"I think that business and industry will continue in the same way it is now. Both a man and woman's opinions together couldn't help but make the world a better place to live in. Really the whole life of the family together depends upon the opinions of both in the home and in business too."

## 'Tater Peelin's

Roberta Campbell

Mrs. T. V. Reeves of Canyon, who was in Hereford visiting with friends last week thinks fathers are either showing more interest in children, or they are not so timid about letting people know that mother's aren't the only ones who hate to see their six-year-old go off to school for the first time. Several fathers of the little beginners have been observed drivin by school around the noon hour just for a peek at their offspring.

The people who make potted ham must be going bankrupt. Packer school lunch is evidently a thing of the past as every place near school which serves lunch seems to have long lines of hungry stomachs waiting for a bite to eat.

We wouldn't know just what to attribute her long life to, but one of our old ewes finally went to graze on greener pastures after being around for more than twelve years. Seven or eight years is generally considered an average life for sheep. That still leaves one of the first two lambs we bought with new dimes we had saved as we got them in change. Twelve dollars worth of them put us into the sheep business -- on a pretty small scale of course. We bought them from a Mr. Ferguson, north of the Vega highway, and brought them home under the turtle shell of the car. Smelly subject, but not a bad investment.

## Community Builders

By Lou Perry

Perhaps one of the reasons that Francis Hardwick has been an asset to this community is his opinion of the town and the people who live here -- along with his willing spirit to cooperate with all the functions of the community. Hardwick says that he likes Hereford because, "It is a good clean town. The people are above average in intelligence and have all got a mind of their own. It is just above average in about every way."

#### Born In Kansas

Hardwick was born October 29, 1903, in Emporia, Kan., although his home most of the time has been in Eastern New Mexico. He is the son of Mr. and Mrs. E. F. Hardwick. A graduate of Clovis High School, he attended college at Kansas A.E.M. In 1929, he married Dorothy Sunder in Clovis and they have four children, W. F. (Bill) Jr., who is associated with his father here in the theatre business; Patricia, who teaches in Roswell, N. M.; Ted, who is in the Air Force stationed at Walker Air Base at Roswell, N. M.; and Joan Streu, who lives in San Diego, Calif., where her husband is stationed with the Navy. He also has two grandchildren.

Living most of the time in Clovis, he has been in and out of this community since about 1920, when he ran the theatre over the weekend. He settled here in 1921, when he was associated with the theatre under the Hardwick Brothers; then, 24 years later, took the business over personally in 1945. Hardwick Brothers are pioneer theatre owners in Hereford. In addition to the Star, the Texas Theatre was put in about 1941, and the Tower-Drive-In was established in 1950.

#### Operated Ranch

Before going into the theatre business, according to Hardwick, he had been a cattleman and farmer, but due to ill health became associated with Hardwick Brothers in the theatre business.

"I like people and enjoy them, and I guess that is what I like most about my business," Hardwick said. "The thing that I dislike most about this business is that we are on such a different schedule from most people in the community and have no time off. On holidays when other people get off to play, we have to work -- and I don't like that."

Although he says that he is not much for joining organizations, we find that Hardwick has been a member of the Scottish Rite Masons since 1948, a member of Rotary for about 10 years, although he is not a charter member, a member of the golf club, a member of the Chamber of Commerce and is now chairman of the merchant committee of the Chamber of Commerce; a member of the Toastmasters Club, District Manager for the Universal Scoring Chinchilla Grading of Arizona, New Mexico, and Texas and on the Executive Board of New Mexico Cattle Growers' Association. The most important thing though, according to Hardwick, is his affiliation with the Presbyterian Church.

#### Active In Church

Rev. Russell Wingert, pastor of the First Presbyterian Church said in his opinion of Hardwick,

(Continued on Page 6)

# Panhandle Paragraphs

### TAX RATE LOWERED

City of Spur taxes were reduced from \$1.50 to \$1.40 the regular meeting of the City Commission Monday night announces W. W. Spray, city manager. The reduction will be effective on this year's assessments and will be the equivalent of approximately \$2,400, states Spray. — The Text Spur.

— pp —

### FIRST BALE OF COTTON

First bale of 1954 cotton reported in Motley county was ginned yesterday afternoon by the Roaring Springs Red Barn Gin. The cotton was grown by Curtis Murphy on the Dav farm about four miles southeast of Roaring Springs. The 48 pound bale was ginned from 1952-lbs of balls. Cottonseed from the bale weighed 750 pounds (present price of cotton seed is about \$55 ton). Caldwell Smith, manager of the gin said that merchant contributions for a 1st bale prize would probably be solicited today — Matador Tribune.

— pp —

### FALSE ALARM

"Where there's smoke there's always fire." Maybe you believe it, but members of the Levelland Fire Department don't. They rushed to 107 Jefferson Street about 7:30 Tuesday afternoon after a fire was reported there and found a resident trying to heat a can of asphalt on his stove so he could repair his roof. Some smoke damage resulted in the room, but firemen said they didn't even turn on a hose. — Hockley County Herald.

— pp —

### NEW STREET NUMBERS

Work of erecting street markers in Wheeler was started this week and will be rushed to completion, thanks to the splendid cooperation of George Gandy's veterans vocational class and members of the Wheeler Fire Department. The house numbers should be delivered soon, according to E. D. Guynes, secretary-manager of the Wheeler Chamber of Commerce. When the numbers arrive, persons may obtain them at the Chamber of Commerce office and at the same time find out what their house number will be. — Wheeler Times.

— pp —

### HART REGISTERS 310

Some 310 students were expected as registration began Wednesday in Hart Public School, according to Supt. Paul Robertson. Mr. Robertson said the school's faculty of 1 teachers was complete. The school will have a music department with a choral club this year. — Olton Enterprise.

— pp —

### SPRINGLAKE SCHOOL BONDS

Springlake School Secretary Mrs. Melton Welch reports this week that the proceeds from the bonds approved for spring were received by the Citizen's State Bank on August 30. The gross amount was \$403,073.01.

The school board has agreed not to obligate the fund until the proper location of the new building has been legally determined. — County Wide News - (Littlefield).

# The BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher may have a good idea this week, but he won't get anywhere with it.

— O —

Dear editor:

I don't know anything about international diplomacy, don't even know anything about local diplomacy or I'd figure out a way to pacify my neighbor when my cows jump my fence into his pasture, but I was reading the other day about some international diplomacy which interests me.

According to this item, the United States has just succeeded in getting West Germany or maybe it was East Germany, forget which, to accept a big shipment of food from us, and of course, and some officials in Washington hailed this as great diplomatic victory.

I have pondered this a long time and have decided I wish the government would win a few diplomatic victories over me.

For example, say the government has some surplus hay on hand and wants to let me have some, just to keep my friendship. If all I had to do was act like I wouldn't think of accepting any of that hay, ignore their offer, draw myself up a dignified huff, and hold off a while, then ungrudgingly unbend and agree that after thinkin the matter over for several days in the interest of international harmony I have decided to go ahead and accept a few loads, if they'd stack in the barn, of course, I believe I could carry out the plan and would be perfectly willing to let the government hail me as another diplomatic victory.

Or say I was passing by a store in town and the owner rushed out on the sidewalk, drug me inside, and insisted I accept a couple of shirts and a pair of shoes, just to give him another diplomatic victory. This thing has great possibilities if more people would forget about economics and brush up on diplomacy.

If you hear of anybody anywhere, whether it's the government or individuals, who are interested in practicing diplomacy in this fashion, I will be glad to serve as a sort of provin ground. I can think of dozens of diplomatic victories they could win out here on my Johnson grass farm.

Yours faithfully,  
J. A.

## The Sunday Brand



Established 1948

Published every Sunday at 336 Main St. 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 10c each.

Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 3, 1879.

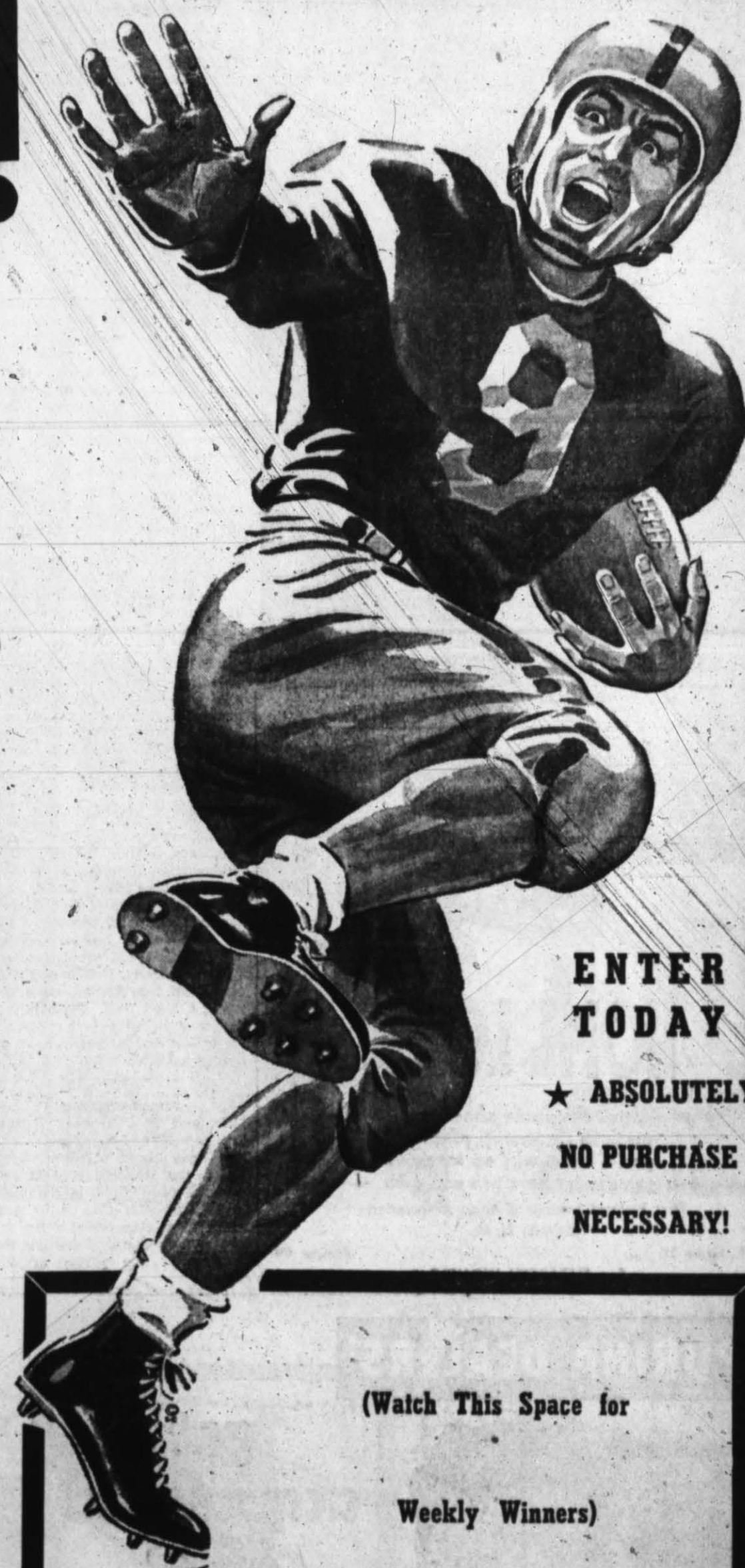
Hereford, Deaf Smith County, Texas

News Editor ..... James M. Gillentine  
Adv. Manager ..... Melvin Young  
Mech. Superintendent ..... Stanley Phillip  
Society Editor ..... Mrs. John McLeath



# Win PRIZES!

Match Wits With The Nations Experts!



**CASH PRIZES EVERY WEEK!**

**ENTER TODAY**  
★ ABSOLUTELY NO PURCHASE NECESSARY!

## OFFICIAL ENTRY BLANK

### TIE BREAKER

Hereford at Littlefield  
East Texas at Abilene Christian  
Stanford at College of Pacific  
North Texas at Mississippi  
Miss. Southern at Alabama  
Houston at Baylor  
New Mexico at Brigham Young  
Oklahoma at California  
Cincinnati at Detroit  
Georgia at Florida State  
Tulane at Georgia Tech.  
TCU at Kansas

Hereford - Littlefield  
Oklahoma - California  
TCU - Kansas

Colo. A & M at Kansas Aggies  
Maryland at Kentucky  
Memphis State at Miss. State  
Florida at Rice  
Trinity at Southwest Texas  
Texas Tech at Texas Aggies  
LSU at Texas  
Hardin - Simmons at Tulsa  
No. Car. State at Virginia Tech.  
Utah at Washington  
McMurry at West Texas  
Okla. Aggies at Wyoming  
New Mex. Aggies at Arizona

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

**ENTER TODAY**

## 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.

## PRIZES

GRAND PRIZE  
**4 COTTON BOWL TICKETS**  
1st Weekly Prize  
\$5.00 Trade In  
\$3.00 Cash At Brand — 2nd Prize  
\$2.00 Cash At Brand — 3rd Prize

(Watch This Space for Weekly Winners)

**Pick Your Winners — Deposit Entry With One Of These Firms!**

<p><b>DUB'S MAN'S SHOP</b> Home of famous Nationally Advertised Men's Wear — McGragor, Wilson Bros., Stetson Hats, Florsheim Shoes, and Varsity Town Suits Corner 3rd &amp; Main Phone 112</p>	<p><b>NEILL BODY SHOP</b> All Types of Body Work Free Estimate Painting Welding Glass Work 120 Schley Phone 1392</p>	<p><b>NEILL CLEANING CO.</b> EXPERT DRY CLEANING Free Pickup &amp; Delivery Phone 160</p>	<p><b>A SAFE COMBINATION</b> ● A Good Insurance Agent ● A Good Insurance Co. <b>John McLean Insurance Agency</b></p>	<p><b>YOU ALWAYS WIN</b> When you pick your Jewelry Needs from Cowan's Jewelry Cases. We handle Nat. known Brands. <b>YOUR DOCTOR OR SICK AND DECREPID WATCHES</b> Kenneth (Doc) Cowan <b>COWAN JEWELRY</b></p>
<p><b>BUTANE - PROPANE</b> <b>Hereford Butane, Inc.</b> Phone 1300</p>	<p>Visit <b>HEREFORD HARDWARE</b> for all Your Sporting Goods, Fishing Tackle, Guns &amp; Shells <b>HEREFORD HARDWARE</b> Phone 567</p>	<p><b>Complete Conoco Service</b> We are open day and night — the only place in town without a key. <b>PITMAN SERVICE STA.</b> Corner 1st &amp; Main Phone 588</p>	<p>Dodge - Plymouth — Dodge "Job-Rated" Trucks Always A Good Buy At <b>HALE MOTORS</b> Phone 630</p>	<p><b>ALLRED OIL CO.</b> Inc. featuring quality <b>Phillips "66" Products</b></p>
<p><b>JONES SERV. STATION</b> TEXACO Gasoline &amp; Oils Phone 440 144 W. 1st St.</p>	<p>Buy It By The Gallon <b>CREAM O'PLAINS</b> Call 680 for Home Delivery Hereford Creamery Co.</p>	<p><b>H &amp; W IMPLEMENT CO.</b> John Deere - Pontiac Phone 5</p>	<p>For All Your Laundry and Dry Cleaning Needs See <b>HEREFORD LAUNDRY &amp; DRY CLEANING</b> 2-Hour Washatorium Service Phone 298</p>	<p><b>FARMER'S DRIVE-IN</b> Shamrock - Wholesale &amp; Retail Visit Us Often For All Your Automotive Needs <b>TROY MOORE</b></p>





FRANCIS HARDWICK

### Community...

(Continued from Page 4)  
"He is a very fine man and a good church member and we appreciate him," Hardwick has served on the session, is an Elder, is Chairman of the Finance and Stewards Committee and teaches Sunday School in the Junior high group.

While he served as president of the Chamber of Commerce in 1948, the Harrison Highway was built and the drive for the Jim Hill Hotel was started. In the opinion of a lot of people in Hereford, that was one of the biggest years that Hereford ever had. Also during that term they helped get aid for enlarging the hospital and sponsored many other projects.

Although Hardwick says that he is an inactive member of the Toastmasters Club during the summer months, he is very active during the winter months and has represented them at area contests at different times.

**Plays Golf Early**  
Golf is one of Hardwick's favorite hobbies. "When I can get any one up at 6 o'clock to play with me," as he puts it, he is a member of the Golf Club and on the Board of Directors at the present time. However, Hardwick said when most men are getting off work, he is just getting ready to start and it is not too easy for him to find golfing companions.

Another of his hobbies, although it is a sideline business too, is Chitchillas. He has about 40 and says that he went into the Chitchilla business quite by accident about one year ago and enjoys it very much.

He also takes colored 35 m.m. slides as a hobby.

In his opinion of the town Hardwick says, "Since the time that I came here, Hereford has grown from a village into a small city; from a few blocks of paving until now about 80 to 90 percent of the city is paved. I believe perhaps that Hereford will grow to about 10,000 population, if it makes that much—and I do not believe it will ever go over that. Personally I like a small town better than a larger one but a larger town is usually a better town."

#### Attend Wedding

Mr. and Mrs. Thomas Inman, Mr. and Mrs. Luke Fields, and Mrs. Dora Inman of Hereford attended the wedding of Charlene Inman Friday night at the Polk Street Methodist Church in Amarillo. They also attended the reception immediately following the wedding in the parlor of the church.

## Progressive News

By Mrs. Ira Ricketts

C. V. Burges is confined to the hospital after suffering a heart attack, Wednesday. Physicians said that they couldn't tell for three days how he was doing. It is hoped that he will soon be on the road to a complete recovery.

Mr. and Mrs. V. E. Dodson, Mr. and Mrs. Bert Brown and Charles, and Maurice Maxwell and sister, Mrs. Jean Marshall, returned Monday night from a short vacation trip over the Labor Day weekend, which was spent in the Red River and Taos country.

C. C. Billingslea returned home Wednesday from Central, Ala., where she was called after the death of her father.

Miss Edah Park arrived Saturday from Denver for a week's visit with her parents, Mr. and Mrs. J. L. Park.

Ben and Harold Conklin were Sunday luncheon guests of Mr. and Mrs. H. L. Hershey and family.

Mr. and Mrs. T. J. Parsons, Nancy and Doris, Mr. and Mrs. Adam Flowers, Mr. and Mrs. Edgar Le-nons—and Mr. and Mrs. Orval Smith spent Sunday with Mr. and Mrs. Bill Flowers at Texline.

#### Return From Missouri

Mr. and Mrs. Clyde Russell arrived home Tuesday night after taking Robert to Lexington, Mo., where he enrolled in Wentworth Military Academy.

Mr. and Mrs. Charles E. Brown of Oregon City were guests Wednesday and Thursday of Mr. and Mrs. P. L. Carmichael and family.

Mrs. Brown is a sister of Pete's.

Doris and Linda Russell stayed with the Hersheys while their parents were in Kansas and Missouri.

Keafith Carmichael visited over the Labor Day weekend with Charles Quattlebaum at Ceta Glen Canyon.

Mr. and Mrs. B. R. Anderson of Borger and Mr. and Mrs. Ira Ricketts spent Sunday night and Monday with Mr. and Mrs. Archie Dougherty and family north of Clovis.

Mrs. Dougherty is a niece of Mrs. Anderson and the Ricketts' daughter.

Mrs. Clyde Russell and Doris were in Amarillo Thursday on business.

Mrs. Ben Cave and Mr. and Mrs. Clarison Cave and two daughters of Lubbock were visitors Sunday.

in the home of Mr. and Mrs. J. L. Park. They are sister and nephew of Mrs. Park.

Mr. and Mrs. Sam Hershey and son, Lowry, of Midland were weekend visitors of his parents, Mr. and Mrs. H. L. Hershey, and other relatives.

Doris and Linda Russell and Dorothy Veigel were Sunday afternoon guests of the H. L. Hersheys.

Mr. and Mrs. Ira Ricketts were Sunday dinner guests of Rev. and Mrs. Den Root and family. Other guests were Mr. and Mrs. M. W. Sumner and Phyllis, Mr. and Mrs. Jim Ricketts, Mary Beth, Ralph, Fred, J. A. and Albert Ricketts.

H. W. Matier of Semaphore spent Thursday night in the H. L. Hershey home.

#### Leave for South Dakota

Mr. and Mrs. Dee Buttrill left Thursday morning on a trip to South Dakota. Mrs. Burgin, mother of Mrs. Buttrill, is staying with the children while the parents are away.

Mrs. P. L. Carmichael attended a Coke party honoring Mrs. Kenneth Claborn of San Diego, Calif., in the home of Mrs. Joe Story Wednesday afternoon.

Shirley Ray Griffin of Amarillo spent Sunday night and Monday with Bill and Ken Carmichael.

O. P. Coffin, father of Leon Coffin, returned to his home in Dallas Sunday after a three weeks visit here with Mr. and Mrs. Coffin.

The Coffins are harvesting their onions. They expect to finish with them this week. They still have six acres of cabbage to harvest later in the fall.

Mr. and Mrs. Joe Setser and children, Larry, Marilyn and Con-

stantine, of Los Angeles, Calif., visited Tuesday and Wednesday with Mr. and Mrs. Harry Coffin and family.

Mrs. Setser and Mrs. Coffin are sisters.

## Riders Net \$125 From Activities

Results of the cake walk and bake sale were announced at the regular meeting of the Riders Club Thursday night. The two events netted the treasury approximately \$125.

Major discussion of the meeting was in regard to a trip to the New Mexico State Fair at Albuquerque September 25th and 26th included in the activities is a parade on Saturday morning at 10 o'clock and then members will go

to the horse races. A barbeque and rodeo will be held that night. Plans for a trial ride in the mountains have been worked out for Sunday. The club will be part of the delegation representing the West Texas Association of Sheriff Poses and Riding Clubs.

The club also accepted an invitation to parade at Friona at 3 o'clock Wednesday afternoon and at Dimmitt Saturday. Everyone must provide transportation for their horses to these events.

Mr. and Mrs. Francis Carthel of Lockney have been visiting in the home of Mr. and Mrs. Maurice Tannahill.

Mr. and Mrs. Douglas Williams of California have been visitors in the home of Mr. and Mrs. Lloyd Sharp during the past week.

Mr. and Mrs. Harry Coffin and family Mrs. Setser and Mrs. Coffin are sisters.

Mr. and Mrs. Dee Buttrill left Thursday morning on a trip to South Dakota. Mrs. Burgin, mother of Mrs. Buttrill, is staying with the children while the parents are away.

Mrs. P. L. Carmichael attended a Coke party honoring Mrs. Kenneth Claborn of San Diego, Calif., in the home of Mrs. Joe Story Wednesday afternoon.

Shirley Ray Griffin of Amarillo spent Sunday night and Monday with Bill and Ken Carmichael.

O. P. Coffin, father of Leon Coffin, returned to his home in Dallas Sunday after a three weeks visit here with Mr. and Mrs. Coffin.

The Coffins are harvesting their onions. They expect to finish with them this week. They still have six acres of cabbage to harvest later in the fall.

Mr. and Mrs. Joe Setser and children, Larry, Marilyn and Con-

stantine, of Los Angeles, Calif., visited Tuesday and Wednesday with Mr. and Mrs. Harry Coffin and family.

Mrs. Setser and Mrs. Coffin are sisters.

Mr. and Mrs. Dee Buttrill left Thursday morning on a trip to South Dakota. Mrs. Burgin, mother of Mrs. Buttrill, is staying with the children while the parents are away.

Mrs. P. L. Carmichael attended a Coke party honoring Mrs. Kenneth Claborn of San Diego, Calif., in the home of Mrs. Joe Story Wednesday afternoon.

Shirley Ray Griffin of Amarillo spent Sunday night and Monday with Bill and Ken Carmichael.

O. P. Coffin, father of Leon Coffin, returned to his home in Dallas Sunday after a three weeks visit here with Mr. and Mrs. Coffin.

The Coffins are harvesting their onions. They expect to finish with them this week. They still have six acres of cabbage to harvest later in the fall.

Mr. and Mrs. Joe Setser and children, Larry, Marilyn and Con-

stantine, of Los Angeles, Calif., visited Tuesday and Wednesday with Mr. and Mrs. Harry Coffin and family.

Mrs. Setser and Mrs. Coffin are sisters.

Mr. and Mrs. Dee Buttrill left Thursday morning on a trip to South Dakota. Mrs. Burgin, mother of Mrs. Buttrill, is staying with the children while the parents are away.

Mrs. P. L. Carmichael attended a Coke party honoring Mrs. Kenneth Claborn of San Diego, Calif., in the home of Mrs. Joe Story Wednesday afternoon.

Shirley Ray Griffin of Amarillo spent Sunday night and Monday with Bill and Ken Carmichael.

O. P. Coffin, father of Leon Coffin, returned to his home in Dallas Sunday after a three weeks visit here with Mr. and Mrs. Coffin.

The Coffins are harvesting their onions. They expect to finish with them this week. They still have six acres of cabbage to harvest later in the fall.

Mr. and Mrs. Joe Setser and children, Larry, Marilyn and Con-

stantine, of Los Angeles, Calif., visited Tuesday and Wednesday with Mr. and Mrs. Harry Coffin and family.

Mrs. Setser and Mrs. Coffin are sisters.

Mr. and Mrs. Dee Buttrill left Thursday morning on a trip to South Dakota. Mrs. Burgin, mother of Mrs. Buttrill, is staying with the children while the parents are away.

Mrs. P. L. Carmichael attended a Coke party honoring Mrs. Kenneth Claborn of San Diego, Calif., in the home of Mrs. Joe Story Wednesday afternoon.

Shirley Ray Griffin of Amarillo spent Sunday night and Monday with Bill and Ken Carmichael.

O. P. Coffin, father of Leon Coffin, returned to his home in Dallas Sunday after a three weeks visit here with Mr. and Mrs. Coffin.

The Coffins are harvesting their onions. They expect to finish with them this week. They still have six acres of cabbage to harvest later in the fall.

Mr. and Mrs. Joe Setser and children, Larry, Marilyn and Con-

stantine, of Los Angeles, Calif., visited Tuesday and Wednesday with Mr. and Mrs. Harry Coffin and family.

Mrs. Setser and Mrs. Coffin are sisters.

Mr. and Mrs. Dee Buttrill left Thursday morning on a trip to South Dakota. Mrs. Burgin, mother of Mrs. Buttrill, is staying with the children while the parents are away.

Mrs. P. L. Carmichael attended a Coke party honoring Mrs. Kenneth Claborn of San Diego, Calif., in the home of Mrs. Joe Story Wednesday afternoon.

Shirley Ray Griffin of Amarillo spent Sunday night and Monday with Bill and Ken Carmichael.

O. P. Coffin, father of Leon Coffin, returned to his home in Dallas Sunday after a three weeks visit here with Mr. and Mrs. Coffin.

The Coffins are harvesting their onions. They expect to finish with them this week. They still have six acres of cabbage to harvest later in the fall.

Mr. and Mrs. Joe Setser and children, Larry, Marilyn and Con-

stantine, of Los Angeles, Calif., visited Tuesday and Wednesday with Mr. and Mrs. Harry Coffin and family.

Mrs. Setser and Mrs. Coffin are sisters.

to the horse races. A barbeque and rodeo will be held that night. Plans for a trial ride in the mountains have been worked out for Sunday. The club will be part of the delegation representing the West Texas Association of Sheriff Poses and Riding Clubs.

The club also accepted an invitation to parade at Friona at 3 o'clock Wednesday afternoon and at Dimmitt Saturday. Everyone must provide transportation for their horses to these events.

Mr. and Mrs. Francis Carthel of Lockney have been visiting in the home of Mr. and Mrs. Maurice Tannahill.

Mr. and Mrs. Douglas Williams of California have been visitors in the home of Mr. and Mrs. Lloyd Sharp during the past week.

### Read The Classifieds

**COMPLETE SERVICE**

**PHONE 1597**  
Hereford Radiator Serv.  
South of Neil's Body Shop

**For ECONOMY and CONVENIENCE in Your HOME LOAN**

..get the facts about our modern financing plan and you'll know why so many of your neighbors are using it.

First Federal Savings & Loan Association  
CLOVIS, N. M.

148 N. Main St. Phone 497  
See ELIZABETH WOMBLE

Attend Wedding  
Mr. and Mrs. Thomas Inman, Mr. and Mrs. Luke Fields, and Mrs. Dora Inman of Hereford attended the wedding of Charlene Inman Friday night at the Polk Street Methodist Church in Amarillo. They also attended the reception immediately following the wedding in the parlor of the church.

### Legal Notice

TO ALL RESIDENTS OF THE CITY OF HEREFORD:

Notice is hereby given that the report of the annual independent audit of the City of Hereford for the year ending April 30, 1954 is now on file in the office of the City Manager; where it may be inspected by any interested person.

BY ORDER OF THE MAYOR:  
Thelma Jersig  
City Secretary

(SEAL) S-11-1c

**SAD .. BUT TRUE!**

We're out of Used Cars and Trucks

**SO** .. We're Offering

**EXCEPTIONALLY HIGH TRADE - IN**

for a limited time. Now is Your chance to get a "once - in - a - lifetime offer."

See Us Today

**Truly-Teague Chev.**

2nd at Schley Phone 740

**PURINA DEALERS' get acquainted offer**

Get this **Lovely Scarf**

...only 25¢ with your first purchase of a **PURINA LAYING CHOW** during September

September is ladies' month at our store. We want to make friends with many more of you women who keep poultry. So come in and get your regular \$1.29 value scarf for only 25¢ with your first order for 100 lbs. of any Purina Laying Chow.

It's a colorful "Fall Fiesta" design especially made for Purina to celebrate "Get Acquainted Month." You'll love your choice of four different color patterns.

Get up to **40% MORE EGGS** than U. S. average this fall while egg prices are best...

Another reason we offer this scarf bargain is to introduce you to the Purina way of feeding and managing pullets so you can get up to 40% more eggs this fall and early winter than most folks will get. This sounds like a lot of extra eggs—and it is! But we can tell you about the ladies who do it every fall. That's when eggs bring the best prices, and 40% more eggs can easily make you \$1.00 per pullet extra income by Christmas.

Drop in real soon and let us tell you about it. And remember, it's open house for ladies all through September at our store.

**PACKARD MILLING CO.**

The Store with the Checkerboard Sign

## V...for the many Victories ahead of the HEREFORD WHITEFACES

**BILL CALLOWAY — BACK**

**BOBBY VIEGEL — END**

## V...is for "Horsepower With A Pedigree" Chrysler Irrigation Engines

More and More irrigation farmers throughout the country are turning to CHRYSLER INDUSTRIAL IRRIGATION ENGINES for a "Full Day's Work"! Chrysler is the leader in the field... and McCullough Motor Company is the WORLD'S LARGEST Chrysler Industrial Dealer, and the ONLY factory authorized Chrysler Irrigation Engine dealer in this area. Drop by today, and let us show you the advantages of DEALING WITH A REPUTABLE FACTORY AUTHORIZED DEALER.

**McCullough Motor Co.**

W. Highway 60 Your Friendly Chrysler - Plymouth Dealer Phone 17



# AP NEWSFEATURES COMICS

WORLD'S EARLIEST

"I DON'T KNOW HOW I EVER GREW SO TALL, I'VE BEEN EATING SHORTENING BREAD EVER SINCE I WAS A KID!!"



"HONEST! THE THINGS MY PARENTS DO! I DON'T THINK THEY'LL EVER GROW UP!!"



"THEN I TOLD HIM RIGHT THROUGH MY BUBBLE GUM NOT TO FORGET, I WAS A LADY!!"



"YOU SHOULD HEAR THE AWFUL THINGS SHE SAYS ABOUT ME AND SHE'S ONLY KNOWN ME TWO DAYS!!"

"SURE I KNOW WHAT LUXURIES ARE -- -- THEY'RE WHAT WE DO WITHOUT!!"





# The Sunday Brand

Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, SEPTEMBER 12, 1954

**SCORCHY SMITH**  
GEORGE TUSKA

WHILE PLANNING THE TRIP, VANDERWHIT TRIES TO MAKE A FRIENDLY CREW, BUT TO NO AVAIL...

SCORCHY, THIS IS MY SON, REGGIE!

GLAD TO KNOW YOU, REGGIE!

CHARMED, I'M SURE!

WE MIGHT AS WELL GET STARTED! OPEN UP THE MOTORS, RAY!

AYE, AYE, SIR!

JUST AS SOON AS WE GET TO THE ISLAND WE'LL TAKE A TEST DIVE IN THE TANK TO SHOW YOU HOW IT WORKS!

BUT THE MAIN AREA I EXPECT TO EXPLORE IS SOUTH OF CUBA WHERE THE DEPTH IS ABOUT 22,500 FEET!

SOUNDS INTERESTING... WE SHOULD...

I'M NOT ACCUSTOMED TO BEING KEPT WAITING FOR MY DRINK! WILL YOU SUMMON THE CABIN BOY, FATHER?

SOMETIMES I THINK THIS TRIP MIGHT GET HIM OFF HIS HIGH HORSE!

YOU MIGHT HAVE SOMETHING THERE!

BOY! IN THE FUTURE I SHOULD LIKE YOU TO SEE THAT I GET PROPER SERVICE-- OTHERWISE, MY FATHER WILL PUNISH YOU!

LEMME AT HIM! I'LL PUT A DENT IN HIS HEAD!

DOWN, BOY!

CONTINUED



CRIPPLED DICKIE MADE FIRE, THEN  
A BOW AND ARROW — AND NOW —

# DICKIE DARE

— HE'S  
AFTER  
BREAKFAST!

ROAST PTARMIGAN  
ON A STICK — M-M!  
WHEN I THINK WHAT  
WE'D HAVE TO  
PAY FOR THIS  
BACK IN THE  
STATES ...

... AND  
HERE WE  
GET IT  
JUST FOR  
A COUPLE  
OF BROKEN  
LEGS!

BUT WE'VE GOT TO  
GET MOVING AND  
WORK BACK  
AROUND THE  
WATERFALL TO  
YOUR CABIN ...

RIGHT — WE  
KNOW THAT  
BRUTE LASHED  
DAN AND THE  
OTHERS IN  
THERE!

YEP, IT'S UP TO US TO  
SAVE THEM — BUT IT'S  
SURE TOUGH GOING  
WITH BROKEN LEGS  
AND CRUTCHES

LATER —

HEY, DICKIE —  
I'M WORN  
OUT — I CAN'T ...

HSST — KEEP YOUR  
VOICE DOWN,  
MR. FLEA — I SEE  
SOMETHING!

I SEE A  
LITTLE PATCH  
OF FUR — FRESH  
MEAT RIGHT  
PEP US UP!

RIGHT —  
I'LL GET  
SOME FILM  
FOOTAGE  
ON THIS

ONE DIDN'T WANT TO  
CONSIDER WHAT THAT  
"LITTLE PATCH OF FUR,"  
SURROUNDED BY  
LEAVES, MIGHT  
BE PART OF!

# YAAHR!



# LITTLE MOON FOLKS

SUNNY HAS THOUGHT OF A PLAN TO CREATE A WHOLE NEW COLONY OF "OTIZENS" TO LIVE IN PUMPKIN VALLEY WITH LONESOME OL' KING PUMPKIN PETE...

KING PUMPKIN PETE, WE CAN'T LIVE HERE WITH YOU, BUT I THINK I KNOW HOW TO FILL YOUR PUMPKIN VALLEY WITH A LOT OF "NEW FRIENDS!"

SWELL! HOW?

GHOSTY! YOU HOP ON THE FLYING GREEN DONKEY AND SCOOT HOME! BRING BACK THE BOTTLE OF LIFE-GIVING VITAMUS PILLS! HURRY, PAL! STEAM IT UP!

OKAY, OKAY, I'M STEAMIN'!

By Rome

9-12

NOW, KING! YOU GET US A COUPLA GOOD DIGGIN'-SHOVELS!

COMIN' UP, SUNNY!

?

JUST WHY ARE WE DIGGING UP ALL THE KING'S GROUND, SUNNY?

YOU'LL SEE, MOONBEAM! YOU'LL SEE!

?

?

?

CONTINUED

## HOMER HOOPEE

WHEN ARE YOU GOING TO THROW AWAY THAT ANWFUL OLD STRAW HAT?

ANY DAY NOW, DEAR.

9-12-57

YOU SAY THAT EVERY FALL, BUT IT ALWAYS SHOWS UP AGAIN IN THE SPRING!

THIS TIME I'M REALLY GOING TO GET RID OF IT!

PLOP!

OH, WELL... I GUESS IT'LL DO FOR ANOTHER YEAR.



# SPORT SLANTS

—ON ATHLETIC ACTORS.



THE 1948 and 1952 OLYMPIC DECAATHLON CHAMPION,

**Bob Mathias**, PLAYS HIMSELF IN THE MOVIE — "THE BOB MATHIAS STORY!"

9-12-54

DAD

# BENNY SORENSEN

—A JOCKEY AT THE ATLANTIC CITY RACE TRACK, HE WAS PERFORMING WITH AN ACROBATIC TROUPE ON STEEL PIER THREE YEARS AGO.



# Roy Rogers

—THE SINGING COWBOY STAR OF THE MADISON SQUARE GARDEN RODEO IS A SHARPSHOOTER ON THE GOLF COURSE AS WELL AS WITH HIS PISTOLS



## ALL BUSINESS IS LOCAL

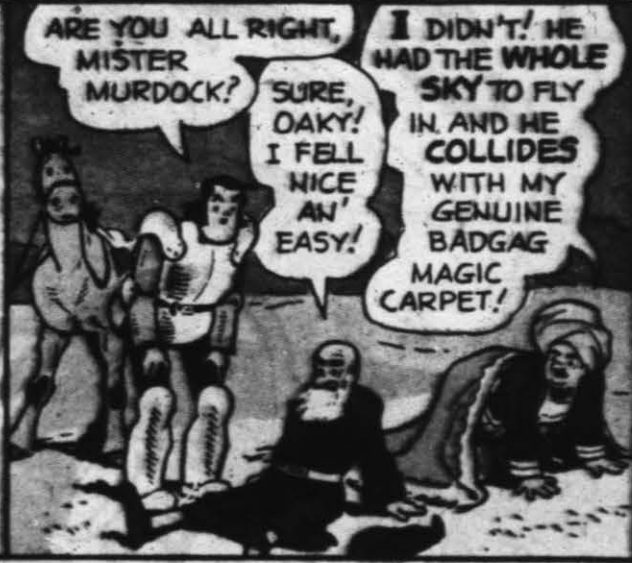
Lemonade or garden spade . . . candy bars or motor cars, you'll get a better deal if it's a local deal. Only your Hereford Merchants are equipped to give that personalized friendly attention that makes your daily shopping business a real pleasure! Shop at home!







**MURDOCK, THE ROYAL WIZARD, WAS TESTING HIS SUPER-DUPER SOUPED-UP FLYING BROOM WHEN HE HAD AN ACCIDENT...**



ARE YOU ALL RIGHT, MISTER MURDOCK?

SURE, OAKY! I FELT NICE AN' EASY!

I DIDN'T! HE HAD THE WHOLE SKY TO FLY IN AND HE COLLIDES WITH MY GENUINE BADGAG MAGIC CARPET!



BUT I WON'T SUE IF I CAN MAKE A SALE!



WHAT'S TH' IDEA OF THE FLYING BROOM?

YOU AN' I ARE GOIN' TO USE IT TO SAVE TH' KINGDOM FROM SOME REBELLIOUS OL' HAGS!



GENTLEMEN, I'M TAKING ORDERS FOR GENUINE **BADGAG MAGIC CARPETS!** FOR COMFORT, CONVENIENCE AND EASE OF OPERATION, YOU CAN'T BEAT THESE FLYING RUGS!



OAKY! LOOK!!

WITCHES! IN THE DAYTIME TOO!



SOMETIMES A GUY CAN'T MAKE A BUCK!

YOU STEER, OAKY. I'VE GOTTA GIT IN SHAPE!



AND HIGH IN THE SKY...

WHEN WE SPRINKLE OUR WITCHES' BREW ON A STORM CLOUD, FEAR AN' CONFUSION WILL RAIN DOWN ON TH' KINGDOM!

AN' KING CORNY WILL BE FORCED TO ABDICATE!



GEE, MISTER MURDOCK, YOU'RE GETTING AWFUL, ER-- BIG!

YEP! THIS JOB IS GOIN' TO TAKE TH' MOST MAGIC I EVER USED!



GIRLS! IT'S MURDOCK!!

YE OL' BAGS, I'M A-GOIN' TO CHANGE YE INTO BATS! HOCUS-POCUS!!



G-GOSH ALL HEMLOCK!



MISTER MURDOCK! YOU'RE AWFUL SKINNY!

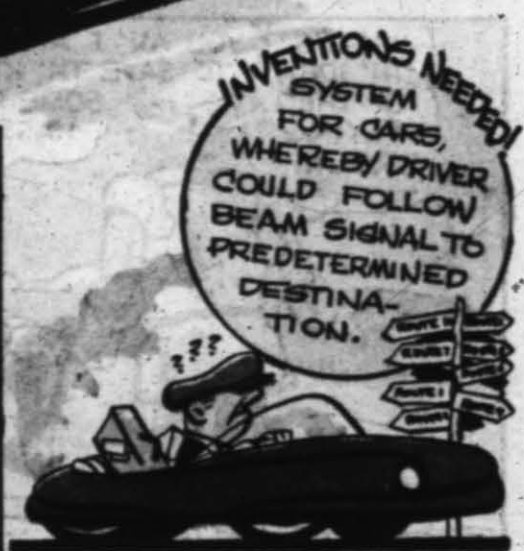
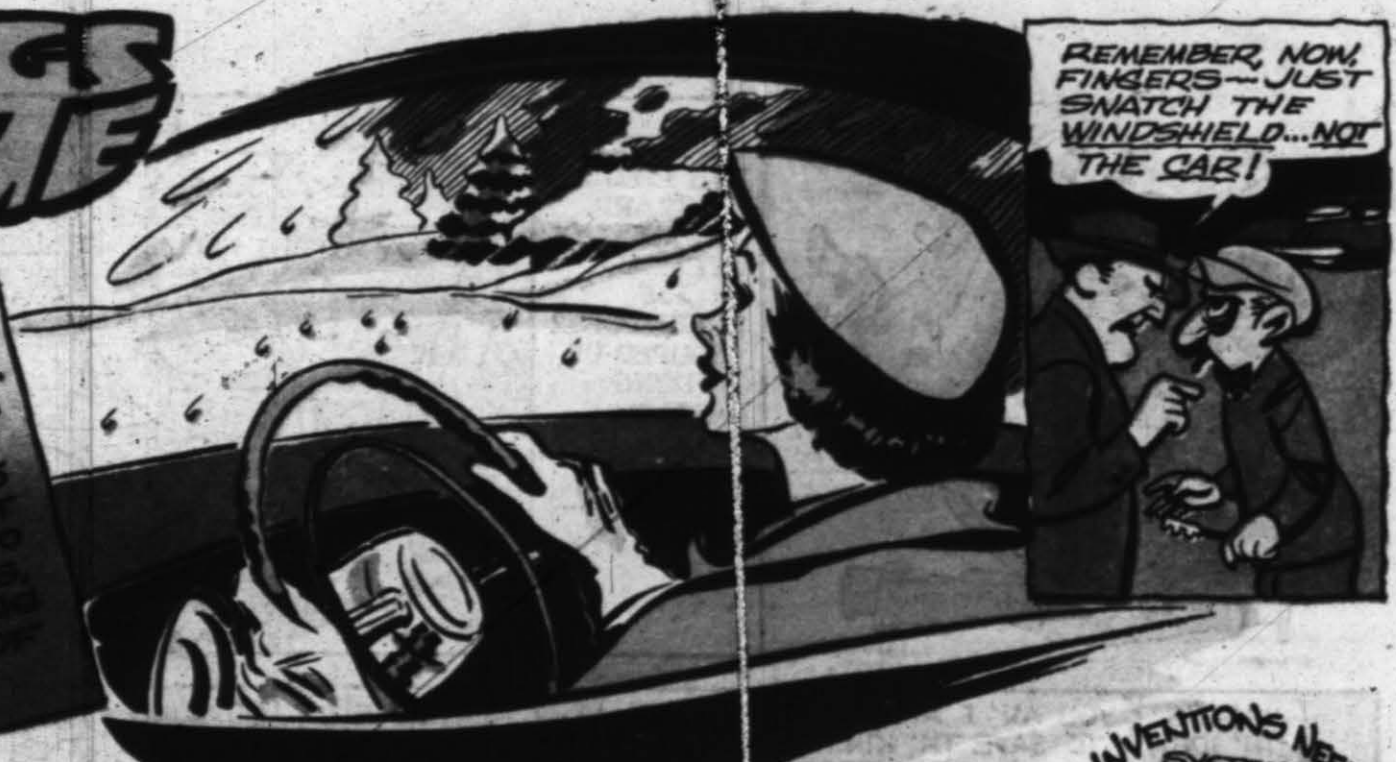
I'LL BE ALL RIGHT IN A MINUTE! USIN' THAT MUCH MAGIC TOOK A LOT OUT O' ME!





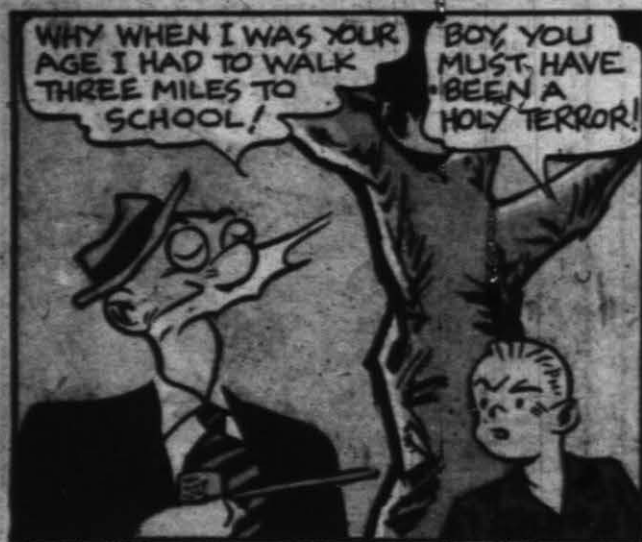
# THINGS TO COME

THERE'LL BE GOLD IN THEM THAR CAR WINDSHIELDS OF THE FUTURE... A THIN GOLD FILM BUILT INTO LAMINATED GLASS WILL CONDUCT ELECTRICITY TO WINDSHIELDS, THE KEY TO...



## NEIGHBORLY NEIGHBORS

BY MORRIS









# CLARK LIKE

by  
RAY GOTTO

**RANGERETTES vs. GLAMAZONS**

(MOAN) I DESERVE EVERY LUMP THAT DINAH AN' SAL GAVE ME FOR SCHEDULING TH' GLAMAZONS AGAINST THEIR ARCH RIVALS TH' RANGERETTES AN' RED ROSIE WITHOUT THEIR CONSENT!

ALWAYS GETTIN' US INTO TROUBLE JUS' T' MAKE A FEW EXTRA BUCKS!...

AN' RED ROSIE'S PROMISE NOT T' PULL ANY FANCY TRICKS ON US DURING THIS GAME IS WORTH LESS THAN NOTHIN'!

PLAY BALL

POUR IT ON EM, SAL!

A SHARP SINGLE...

AND A WALK...

BALL FOUR

A SACRIFICE...

A SINGLE SCORES TWO RUNS...

AND A DOUBLE PLAY RETIRES THE SIDE...

O.K., RED ROSIE, LET'S SEE WHAT YOU'VE GOT!

9-12

AH SEE IT, BUT IT JUST KAIN'T HAPPEN THAT WAY!



## ALL BUSINESS IS LOCAL

Lemonade or garden spade . . . candy bars or motor cars, you'll get a better deal if it's a local deal. Only your Hereford Merchants are equipped to give that personalized friendly attention that makes your daily shopping busines a real pleasure! Shop at home!





Features

WORLD'S GREATEST FEATURES

# The Sunday Brand

Houston, Texas

Our Slogan: "More People—More Fun!"

**BUZZ SAWYER**

FEATURING HIS PAL  
**ROSCO SWEENEY**  
By ROY CRANE

WHEN I GET BIG I'M GONNA BE AN ENGINEER.

LITTLE BUTCH GILHOOLY GREW UP WITH BUT ONE LOVE... TRAINS.

WE LOVED THEIR SMOKE, THEIR SMELL, BUT BEST OF ALL, HE LOVED THE MOURNFUL WAIL OF THEIR WHISTLES ON A RAINY NIGHT.

BUT WHEN BUTCH GREW UP HE GOT INTO TROUBLE.

I SENTENCE YOU TO LIFE.

THAT WAS 18 YEARS AGO.

18 YEARS SINCE I'VE HEARD OR SEEN A TRAIN.

THEN ONE NIGHT BUTCH BROKE OUT.

I JUST GOTTA HEAR 'EM WHISTLE.

BUT, AH, HIS DISAPPOINTMENT!

Hoot Hoot!

DIESELS! DIESELS! NOTHIN' BUT DIESELS!

WHAT'S THE MATTER, MISTER? YOU'RE CRYING.

JUST HAPPY, LADY. HAPPY! THE SMELL OF THIS LITTLE ENGINE. THE SOUND OF ITS WHISTLE. I... I GET SORTA CHOKED UP.

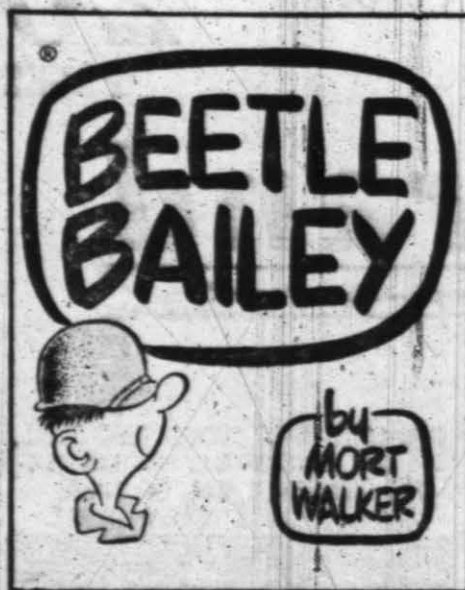
I DON'T UNDERSTAND.

WELL, YOU SEE, I BEEN AWAY FOR 18 YEARS. OVER, IN AFGHANISTAN. NO TRAINS IN AFGHANISTAN, SEE, AND YOU GOT NO IDEA HOW HOMESICK I'VE BEEN JUST TO SEE A TRAIN.

I LIKE TRAINS, TOO. HOP IN AND I'LL TAKE YOU FOR A RIDE.

WILL YOU, REALLY? I GOT \$27, MA'AM. PLEASE, COULD I RIDE \$27 WORTH?





**Shop In Hereford  
For Your Best Buys!**



**MANDRAKE**  
 THE  
**MAGICIAN**  
 BY LEE FALK & PHIL DAVIS

A GREAT NET DROPS FROM THE CLOUDS UPON THE "OCEANWIND"



MANDRAKE!

NARDA--WHAT HAPPENED?

IT'S A BIG STEEL NET!

1



THE NET-- HIT MANDRAKE--HE WAS PROTECTING ME--

2



HELP ME WITH HIM, LOTHAR --OH, WHAT HAPPENED--?

BIG STEEL NET-- FALL ON US-- FROM CLOUDS--

3



THE SAILS ARE RUINED -- BUT THE MASTS AREN'T BROKEN-- THE NET'S HOLDING US FAST--

IT MIGHT HAVE KILLED US ALL! THE LINES FROM THE NET LEAD UP INTO THE CLOUDS --WHAT ON EARTH DOES IT MEAN?

4



I DON'T KNOW, SIR. BUT WE'D BETTER GET OUT GUNS--

YES, IN A HURRY! WHO KNOWS WHAT'S UP THERE?

TOO LATE-- LOOK!

5

COPYRIGHT 1954, KING FEATURES SYNDICATE, INC., WORLD RIGHTS RESERVED.



SUDDENLY, OUT OF THE CLOUDS, SLIDING DOWN THE ROPES LIKE GREASED LIGHTNING--

6 CONTINUED--

9-12

**Trade In Hereford  
 For Your Best Buys!**



# JOHNNY HAZARD

FRANK ROSSIN



AS JOHNNY FIGHTS VIRGIL TO KEEP HIM FROM KILLING THE "SNOWMAN", THE GUN GOES OFF! THE CONCUSSION STARTS A DREAD AVALANCHE... AND...



DOWN...DOWN RUSHES THE AVALANCHE, SWEEPING SNOW, ROCK... AND VIRGIL... INTO THE VALLEY FAR BELOW!



FLAME... FLAME, YOU ALL RIGHT?

Y-YES... I THINK SO! I HEARD THE RUMBLE... GOT OUT OF MY TENT JUST IN-TIME!



WE SURE GOT AWAY LUCKY IN THIS SETBACK! WE COULD HAVE BEEN BURIED ALIVE!

BUT WE'RE IN FOR IT ANYWAY, JOHNNY! LOOK AT US... ALONE UP HERE... VERY LITTLE FOOD... AND LOST!



WE'LL SHARE OUR RATIONS WITH THE "SNOWMAN"! IN THE MORNING... WELL... WE'LL SEE WHAT WE CAN FIGURE THEN!



SHIVERING FROM THE BITTER COLD, JOHNNY AND FLAME WATCH THE SUN COME SLOWLY OVER THE PEAKS!



SURE GLAD TO SEE THAT SUN AGAIN! IT'S A CINCH WE CAN'T TAKE ANOTHER NIGHT LIKE THE LAST ONE!

J- JOHNNY... LOOK AT OUR "SNOWMAN"!



SUFFERIN' SUSIE! HE'S CHANGING COLOR!

9-12 CONTINUED...

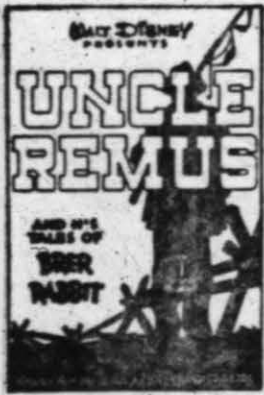


## ALL BUSINESS IS LOCAL

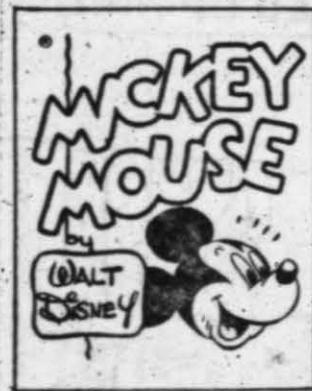
Don't go "buzzin' around" looking for bargains! Shop Hereford—where you'll find every type of merchandise—every modern service—you could possibly want. And you'll appreciate the near-to-home convenience, the extra shopping time that's yours, when your business is local! Shop at home, and save!







SUMPIN'S ALWAYS BOUND TO HAPPEN WHEN BRER RABBIT STARTS COOKIN'.



With the Friendly Merchants  
**SHOP**  
of Hereford  
Help Keep Hereford Ahead



**GRANDMA**  
by  
**CHAS. KUHN-**



**ALL BUSINESS IS LOCAL**

Our feathered neighbor above "shopped" locally . . . got what she wanted quickly, without tiresome travel. Moral: Local business is smart business. For when you shop with your Hereford Merchants, you get all the top-brand merchandise at fair and honest prices . . . plus extra service without inconvenience. Shop at home and save!







**Shop In Hereford  
For Your Best Buys!**



**THIMBLE THEATRE PRESENTS**  
**POPEYE**  
 by TOM SIMS & BILL ZABOLY



**ALL BUSINESS IS LOCAL.**

When you make a "local call" at any of your Hereford Merchants, you find famous-brands, new merchandise . . . wide selections . . . prices as low or lower than elsewhere—and the kind of courteous, individual attention that makes shopping locally a truly pleasant experience! Shop at home, and save!





# THE KATZENJAMMER KIDS



Copyright 1954, King Features Syndicate, Inc. World rights reserved.

# SHOP

With the Friendly Merchants  
of Hereford

Help Keep Hereford Ahead



# BLONDIE

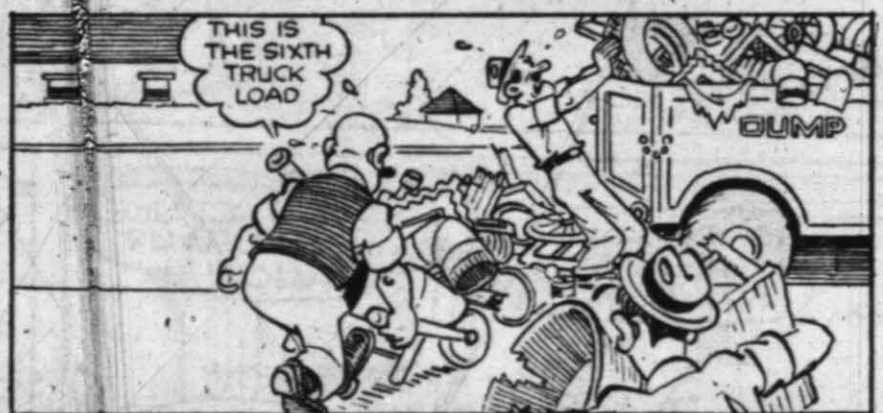
by  
CHIC YOUNG

MR. BUMSTEAD,  
WE'RE FROM THE  
KEEP YOUR CITY  
CLEAN COMMITTEE

COME  
RIGHT  
IN

WE'VE APPOINTED  
YOU CAPTAIN  
TO CLEAN UP  
ALL THE TRASH  
IN YOUR  
BLOCK

OH, BOY!  
CAPTAIN!



Trade In Hereford  
For Your Best Buys!



**LITTLE ANNIE ROONEY**

by DARRELL MCCLURE



NOW YOU SEE HOW WE DO IT, ANNIE~ WE SPREAD OUT THE NET IN A LARGE CIRCLE FROM BOAT TO BOAT~

SURE~ AN' THEN YOU HAUL IT IN ALL FULL OF MULLET AN' OTHER KINDS OF FISH~ NO WONDER YOU START FISHIN' BEFORE SUNUP~ WHILE IT'S STILL NICE AN' COOL~



NO~ WE START EARLY BECAUSE IT'S CALM AN' STILL~ I COULDN'T ROW THIS HEAVY SKIFF IN ROUGH WATER~ AND MY BROTHER PICKETT CAN'T DO THE JOB ALL BY HIMSELF~

GEE, INDIA~ I GUESS YOU'RE RIGHT~



LOOKIT, INDIA~ LOOKIT THE SNELL BIG BOAT~ WHAT KINDA BOAT IS IT?

IT'S A SHRIMPER~ AND MORE ARE COMING THROUGH BIG HERON PASS~



GOLLY~ IT'S JUST LIKE A GREAT, BIG, BEAUTIFUL WHITE YACHT~

IT SHOULD BE~ IT'S PART OF THE FAMOUS 'PROUD FLEET'~



HEY~ I JUST THOUGHT OF SOMETHIN'~ THE **LAST NAME** ON ALL OF THOSE BOATS IS THE SAME AS **YOURS~ PRIDE?!**

YES~ IT IS~ AND IM SORRY YOU NOTICED~



GEE~ IS THERE SOMETHIN' WRONG ABOUT IT?

YES~ SOMETHING VERY WRONG~ SOMEDAY I'LL TELL YOU WHY~ BUT PROMISE ME ONE THING NOW~



~PLEASE DON'T MENTION THIS TO PICKETT~ SOMETIMES WHEN HE GETS THIS CLOSE TO THE 'PROUD FLEET' HE'S SILENT AND UNHAPPY FOR THE REST OF THE DAY~ AND I CAN SEE THIS IS ONE OF THOSE DAYS~

DARRELL MCCLURE

9-12

COPYRIGHT 1964, KING FEATURES SYNDICATE, INC. WORLD RIGHTS RESERVED.

**Stop!! Shop!! Save:!** *In Hereford*



# THE WORLD THIS WEEK

## U.S. Holds Initiative in Creating Atom Power Pool

### How Big Should Big Business Be?

By J. M. ROBERTS JR.  
Associated Press News Analyst

SIGNS are blowing up of another argument in this country pretty soon over "big business."

The business community has recently broken into a rash of big mergers.

The automobile industry has led the way with Studebaker and Packard, Nash and Hudson, Kaiser-Frazer and Willys, five of them among the oldest in the business, forming three new combines in the hope of competing with Ford, Chrysler and General Motors.

There has been a broader but less sensational trend of the same type in the textile industry, where business has been spotty and in some cases downright bad since the war. Textile workers in some parts of the South were among the first to take wage cuts in order to keep their mills open when the "recession" started.

Word that Bethlehem, second largest steel producer, and Youngstown, sixth, were planning a marriage served to set off an upward movement in the stock market recently.

The department says it won't interfere with business merely because it is big, but only if competition is affected.

Right now, it said, big business is forced into the fiercest competition by market conditions.

Constant developments of new products and processes to beat one another's time result in progress and improved services to the public.

The question of how good is big business, however, remains in the background of American life even when it is not an active issue.

Both Roosevelt presidents made a great issue of it. Ever since the Civil War, when "big business" consisted largely of operations by individual families or restricted business groups, politicians have usually been able to raise a hue and cry by references to malefactors of great wealth, or some such, and all too frequently they were able to prove it.

Big business now, however, operates largely with hired managements in a curiously impersonal fashion. In many ways it is strangely responsible to its stockholders, in many ways strangely independent of them.

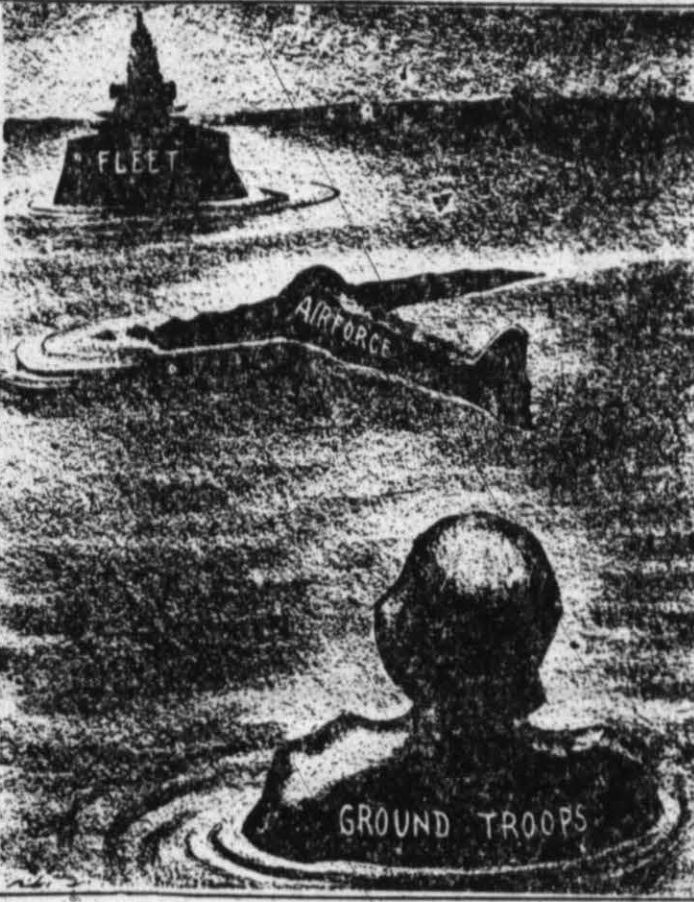
### Quotes

Thomas E. Dewey, 52, governor of New York for 12 years and twice Republican candidate for the presidency: "After the most thorough and even painful consideration, I have concluded, the time has come for me to return to private life. I shall not under any circumstances be a candidate for any public office this fall."

Prime Minister Winston Churchill: "Declarations of war may themselves have become unfashionable in the era of science and hatred, of levity and foreboding, through which mankind is steadfastly making its way."



Roberts



Fleet, Air Force, Ground Troops



'AGONIZING REAPPRAISAL'

### Russia Can't Veto Project for Peace

By TOM WHITNEY  
Associated Press Foreign Staff Writer

PRESIDENT Eisenhower disclosed that the United States has agreed with a number of other nations to go ahead with the formation of an international body to assist the peaceful uses of atomic energy.

Thus, the President made clear, the United States will not permit the Soviet Union to have any veto over international research on atomic energy for these purposes.

Other nations which wish to cooperate in the future.

For the present, he explained, Britain, Canada, France, South Africa and Australia have been consulted and Belgium will shortly be drawn into the plans.

The United States is prepared, he indicated, to make available its experience, knowledge and resources in the effort to exploit the atom for power and other peaceful uses.

Offhand it would look as if the Soviets had made a mistake. How they will attempt to retrieve it is not yet clear. One thing is obvious. The new Eisenhower atoms for peace plan will not be enough to negate its effect on peoples benefitting from it.

In Europe this week the big powers began to accustom themselves more and more to life without the European Defense Community, killed by the French Parliament under leadership of Premier Pierre Mendes-France.

The consequences were just about what might have been expected. Among other things, West German Chancellor Konrad Adenauer delivered himself of some pretty bitter words about the French premier.

The gap between West Germany and France appeared to be increasing, and American support for Western Germany was growing.

It was becoming clearer that the end of EDC also means the probable end of hopes for any kind of a truly international Western European military force.

London Parley Sept. 14. These were the circumstances in which the British government, disturbed by the situation, issued a call for a nine-nation parley on trying to patch up some solution for Western European defense. The session was to convene in London Sept. 14, according to London's plan. It was hoped it would work out some solution whereby Western Germany could remain without an open break with France and without any necessity for a French Parliamentary ratification of the measure. In prospect was consideration of a proposal whereby West Germany would become associated with NATO without actually becoming a member—by means of a pact with several important NATO members including the United States and Britain. The French appeared to be unhappy even about this.

SEATO Pact. SEATO—the Southeast Asia Treaty Organization—turned out to be rather less military in emphasis than political and economic.

The new accord, patterned after ANZUS, the mutual defense pact of Australia, New Zealand and the United States, provides for common action against aggression. The treaty area comprises all of Southeast Asia and the Western Pacific, with the exception of the Chinese Nationalist stronghold on Formosa.

Eight powers were represented in Manila: the United States, Britain, France, Australia, New Zealand, the Philippines, Thailand, and Pakistan. Of these only the last three represented native Asiatic peoples. Other Southeast Asian countries such as India, Burma, Indonesia, and Ceylon were absent and hostile. These facts obviously limited the importance of the new pact to establish a front against aggression in this part of the world.

A U.S. Navy plane was shot down by Soviet planes. Statements of the opposite sides had an echo of familiarity: the Russians claimed the American craft was inside Soviet territory; the Americans claimed, and probably correctly, that it was well outside Russian borders—44 miles at sea.

Great heat was generated in Washington over the case. In the emotion of the moment one thing was being overlooked, or so it seemed. The American plane was very close to Soviet territory. The Soviets are extremely sensitive to this as they have shown in repeated previous plane incidents. The Soviets could ask what attitude Americans—government and people—would take toward a Soviet plane flying within a few score miles of Pearl Harbor or San Diego.

### Autos

New Ones Coming

The big bright hope of the auto industry right now is consumer reaction to its 1955 models.

The sleek new cars, most of them reflecting drastic changes in engineering and style, should start rolling off assembly lines around Nov. 1. They are being counted upon to pep up consumer demand, pull auto retailers out of the red, and quench the current buyers' lust for bargains.

No. 1 problem facing the industry at the moment is getting inventories of unsold 1954's out of the way before the 1955's hit the showrooms. Major efforts are being made to solve it. Production is down to its lowest levels of the year; some manufacturers are shut down tight.

At the retail end, price concessions and high trade-ins are still pretty much the rule; some dealers are giving away an electric stove or a television set with each new car sold. The alert buyer can almost always find a bargain.

Production of 1955 models will mean an upsurge in employment. The present slowdown has meant temporary layoffs for many thousands of auto workers, but most will be back on the job in about six weeks.

November 1954 Peak. By November, industry payrolls are expected to reach a new 1954 high. People who usually make good guesses say the boom will continue through January at the very least, and well into the new year if the 1955's go over as anticipated.

Still unanswered is the question of whether new car buyers—long accustomed to concessions and bargains—will be willing to pay full list prices.

### Dates

- Monday, Sept. 13. Schools open in many communities.
- Tuesday, Sept. 14. Maine general elections.
- Primary elections in New York, Massachusetts, Colorado, Minnesota, New Hampshire, Utah, Vermont, Washington, Wisconsin.
- Democratic runoff primary, Mississippi.
- Wednesday, Sept. 15. Ohio Republican convention.
- Friday, Sept. 17. Citizen's (I Am an American) Day.



AMBIDEXTROUS



MATTER OF VIEWPOINT

### In Short... SCHOOLS: Eyes on South Sidelights

Won: By Victor Seixas, 31, of Philadelphia, the men's national tennis championship at Forest Hills; the women's national tennis title, by Doris Hart.

Named: By Gov. Byrnes (D-SC), Charles E. Daniel, 59, president of a construction firm, to fill the unexpired term of Sen. Burnet R. Maybank who died of a heart attack Sept. 1.

Forecast: By the U.S. Department of Agriculture; that next summer world coffee production should move ahead of consumption—removing a prime reason for high coffee prices in recent months.

Killed: Maj. John L. Armstrong, 32, Air Force pilot during a speed test at the National Air Show at Dayton, only three days after establishing a new world speed mark of 649 m.p.h. for the 500-kilometer closed course.

Died: Glenn S. (Pop) Warner, 83, one of the nation's foremost football coaches; and Harry Conway (Bud) Fisher, 69, creator of the cartoon "Mutt and Jeff."

Announced: By the Air Force, plans to start rotation of fighter-bombers and troop-carried squadrons from the United States to Europe.

Demonstrated: By psychological tests on front-line troops in Korea, that superior combat fighters are more intelligent than other soldiers.

Segregation Problem. Despite the Supreme Court ruling last spring that racial segregation in public schools was unconstitutional, 10 of the Southern states continued to preserve the old order as school terms opened this month.

The delay is permissible because the court abstained from issuing an order to end the practice, pending an October meeting in Washington of state legal officials on how best to wipe out discrimination.

Some Barriers Drop. School segregation barriers are dropping in some states: Maryland, Missouri, Oklahoma, Arkansas, Kansas, New Mexico, West Virginia and Delaware.

Partial integration is taking place in many city schools: Washington, D. C., Baltimore, St. Louis, to name a few of the larger.

But 10 states, headed by Georgia whose governor announced he would resist the court decision if his state had to stand alone, are holding out. The others are Alabama, Louisiana, Texas, Virginia, Florida, South Carolina, Mississippi, Tennessee and Kentucky.

The Mississippi legislature met in special session this week to lay

a foundation for circumventing the court decision. The key provision is a constitutional amendment empowering the legislature to abolish public schools.

The measure proposes two methods of abolishing Mississippi public schools:

- 1. Statewide, by a two-thirds vote of the legislature.
- 2. Local option, with individual counties and school districts allowed to abolish their public schools and set up private school systems.

Leaders of the Legal Educational Advisory Committee said the amendment would go to the constitutional committees of each house as any other amendment would be handled. The LEAC rejected the idea of asking each house to go into a "committee of the whole" to consider the amendment as soon as it was introduced. Fear of charges of "steam-roller" tactics convinced the LEAC the amendment should go through usual channels.

### Aerial

Revolutionary New Jet. Britain has flight-tested an experimental jet "wingless aircraft" which takes off like an elevator from a horizontal position.

Duncan Sandys, British minister of supply, said the new experiments might lead to a revolution in aeronautical development every bit as important as that resulting from introduction of the jet engine.

The test craft becomes airborne vertically by use of downward facing jet streams, Sandys said. The streams can be varied to control the angle of climb and can be provided either by small subsidiary engines or by deflection of the jet stream from the main power units.

"I can hardly call it an aircraft for it really is no more than an aero-engine with a pilot mounted on top," he said. "A few weeks ago this strange contraption, which weighs 3½ tons, successfully lifted itself into the air without the aid of wings or rotors of any kind. It proceeded to circle around under complete control for about 10 minutes and landed again without trouble."

In Boston, the vicar of old North Church, whose Paul Revere steple crashed at the height of hurricane Carol, appealed for help in locating part of a weathervane made in 1940. Missing are the big letters N-E-W-S, indicating compass points. The weathervane was found otherwise intact after it crashed to the ground with the steeple.

In Dallas, an expectant mother tumbled to her death from a third-floor window in a hospital but doctors safely delivered her baby boy minutes later by Caesarean section.

In Stockholm, Sweden, 49 persons were arrested and four hospitalized with sabre cuts as mounted police quelled another outburst of "thrill riots." Thrill riots have become a weird weekend pastime in this capital. Similar outbreaks have occurred nearly every weekend this summer as thousands of homebound revelers mill around the city park after attending dancing, restaurants and amusement parks.

In West Hartford, Conn., Jeffrey Truesdal, 8, had to argue with officials to be allowed to enter a Labor Day community pet parade but walked off with the second prize. His entry: a can of gold worms.

### ... AFTERMATH OF WAR

AMERICAN HEROES came home from Korea as exchange of war dead between United Nations and Communists starts at Panmunjom. At right is honor guard of GIs; at left, ROK troops.



WOMEN CAPTIVES of the French Union waded ashore from landing barges at Vietri, near Hanoi, in exchange of war prisoners with the Red-led Vietnam in Indochina.

(All Rights Reserved, AP News Features)





THIS NEW HEREFORD HOME, 142 Beach Street, which was completed in March of this year, is owned by Mr. and Mrs. Melvin Young. The house has three bedrooms, a living room, kitchen, bath, car port and enclosed storage space behind the car port. It is painted dark tan with a light tan trim. (Staff Photo)

**Business Record**

Texas business may break all previous records this year. Dr. John R. Stockton, director of the University of Texas Bureau of Business Research, says his prediction will be true if the remainder of 1954 looks like the first seven months.

Stockton reported that Texas' business for the first seven months was the highest of any year's similar period. School Increase A 22.5 increase in state public school attendance is forecast by a school survey, just completed. The 308,000 daily jump in numbers of students was predicted by the Texas Research League, now preparing research reports of the Gilmer-Aiken financing program for the State Board of Education.

Enrollment in the school year ended last June was 1,569,000, the league reported.

**Liquor Revenue** July revenue of the Texas Liquor Control Board climbed \$35,000 over the July, 1953, mark, the Board's report shows.

Totals for the month showed, \$1,375,582.53 in revenue, filing of 254 criminal complaints by enforcement officers, and the seizure of one moonshine still by inspectors.

Mr. and Mrs. Bruce Miller and children spent the Labor Day weekend in Monahans.

Mr. and Mrs. Kenyon Long of Wichita Falls are visiting in the home of Mr. and Mrs. F. M. Kester. Mrs. Long is a niece of Mr. Kester.

Mrs. Kenneth Clayburn and children of San Diego, Calif., left Thursday for their home after a week's stay here with relatives and friends. Mrs. Clayburn is the former Miss Eva Greeson.

**Legal Notice**

TO ALL RESIDENTS OF THE CITY OF HEREFORD:

In accordance with the terms of the City Charter, notice is hereby given that the Honorable City Commission of the City of Hereford, July enacted and passed at its meeting held on September 7, 1954, the following ordinance imposing a penalty for the violation of its provisions, the caption of such ordinance reading as follows:

"An ordinance prescribing the necessity for and the method of issuance of building permits for the construction, alteration, repair, or moving of buildings and structures within the City of Hereford; fixing a fee for the issuance thereof; providing for a method of enforcement of this ordinance; providing a penalty for a violation of this ordinance; repealing conflicting ordinances; and providing for the validity of this ordinance."

The purpose of this ordinance is to require the issuance of a building permit by the City of Hereford before any person shall commence the erection, construction, alteration, or moving of any building or structure within said city, when such work shall be of the cost or value of \$100 or more. A fee of \$2.50 shall be charged for the issuance of each such permit. A provision is also made for the posting of a placard at the building site showing that such building permit has been issued for the work there in progress.

A penalty of not more than \$100 is provided for each violation of this ordinance, but it is further provided that the imposition of one penalty for a violation shall not excuse the violation nor permit it to continue, and that each day that such violation continues

shall constitute a separate offense. Mr. and Mrs. H. H. Marshall have returned from a visit in Colorado. **READ THE CLASSIFIEDS**



**REPOWER with MUSTANG!** Yes...with a MUSTANG REMANUFACTURED ENGINE under the hood of your car you'll: 

- DOUBLE the life of your car
- SAVE on gasoline and oil
- ENJOY new power... new performance!

 A MUSTANG carries the SAME GUARANTEE as a NEW Engine. Guaranteed trade-in allowance on your old motor. **GET THE COMPLETE MUSTANG STORY SUIT'S AUTO SUPPLY CO. Phone 500**



**Highlights and Sidelights FROM THE State CAPITOL**  
By Vera Sanford  
Texas Press Association  
AUSTIN, Tex. — Texas' conservatives, with a champion in Governor Allan Shivers, are now looking confidently toward the September 14 state Democratic convention at Mineral Wells. Control of the convention is already assured the Governor by July precinct and county conventions which were largely captured by the state's conservative element. In the Mineral Wells move to set up a solid conservative state organization for the next two years, Shivers is expected to:

1. Name a successor to Wright Morrow, conservative Democratic National Committeeman who has been denied a seat by the national committee. Morrow had agreed to step aside, but the state organization refused his resignation.

2. Lend impetus to the move by conservative elements to replace liberal Democratic National Chairman Stephen A. Mitchell with someone acceptable to Dixie and Southwestern conservatives. Mitchell has agreed to resign after the November 2 election.

With primary emphasis on healing the split in the national Democratic Party, one question has come to the fore. That is whether Texas conservatives will fight the renomination of Adlai Stevenson, who appears to be the only top Democratic contender for the presidency, in 1956. Stevenson lost the Texas vote in 1952, largely because of his views on states rights and the Texas tide lands.

**Republican Claims** Texas Republicans, claiming credit for the re-election of Shivers, asked for a show of appreciation. Jack Porter of Houston, Texas GOP chief, asked Democrats to vote for LeRoy (Pete) Lamaster

of Perryton as congressman for the 18th district in the November general election.

"There is no doubt whatever but that the Republicans of Texas pulled Governor Shivers through," said Porter. "We are calling on Democrats... to return the favor."

**New Judges** Shivers will appoint, sometime after September 14, an associate justice of the Texas Supreme Court and 10 new district judges.

Appointed to fill the position of the late Associate Justice Graham B. Smedley during the remainder of 1954 will probably be the same person nominated by the state executive committee September 13 for the job.

The name will then go on the November 2 ballot, as the Democratic nominee for the post, which is a 1953-59 term.

**Highway Award** Highest safety award presented by the National Safety Council has gone to the Texas Highway Department.

The Award of Honor is given for accident prevention achievement. Of 905 eligible organizations, only 12 received the pat-on-the-back.

**Drought Help** Four more Texas counties have been recommended for the state-federal drought program by Governor Allan Shivers.

Drought relief was asked to be extended to ranchers and farmers of Brazos, Dickens, Kent, and Montague Counties. Seventy-five have previously been approved for the aid.

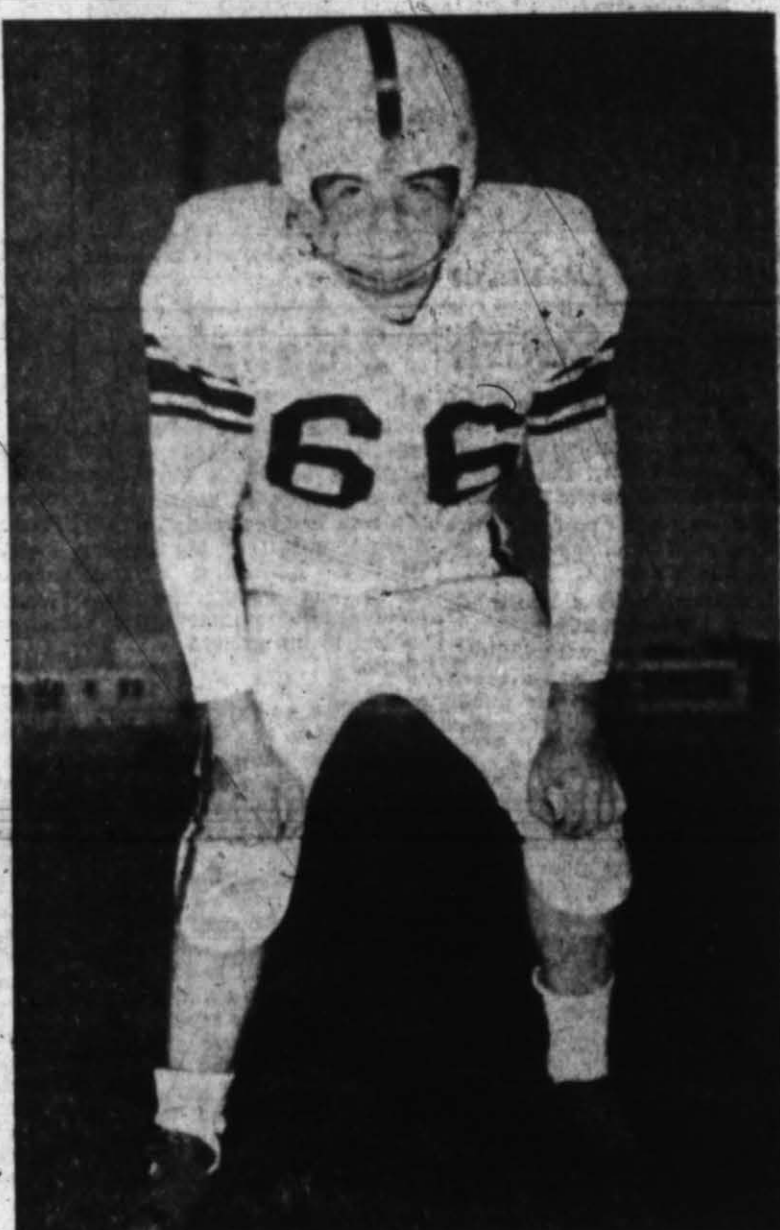
**Broadfoot to Retire** Called from retirement five months ago to replace District Judge C. Woodrow Laughlin in George Parr's South Texas kingdom, Judge A. S. Broadfoot has again announced his retirement.

Judge Broadfoot, of Bonham, was chosen by the Supreme Court after Judge Laughlin was removed. His 79th District Court includes Starr, Brooks, and Duval Counties.

Indications are, however, that Judge Laughlin may soon be back at his old bench. He has successfully campaigned for Democratic renomination for the two years remaining on his term.

Until his assumed return to the bench January 1, Governor Allan Shivers or the Supreme Court Chief Justice will appoint a successor to Judge Broadfoot.

**Meet Your Team For '54**



JOE EASLEY

We're Rootin' for the **HEREFORD WHITEFACES**

Of Course the **HEREFORD WHITEFACES** are tops with us... AND... for the **TOPS** in farm Machinery You'll find it's always best to choose

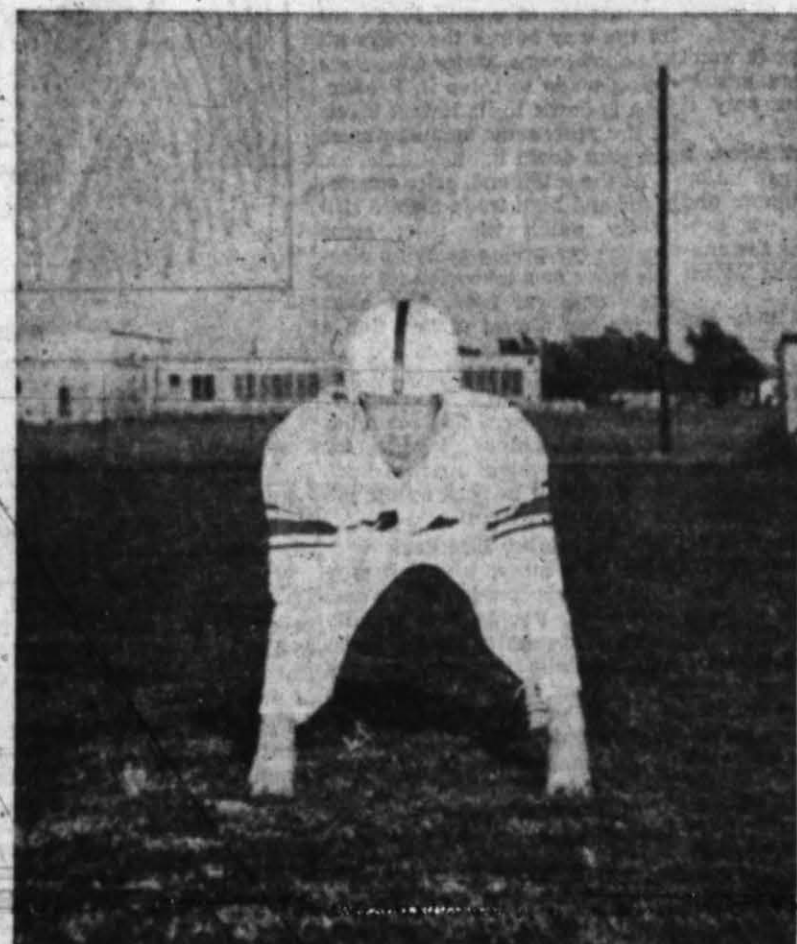
**MINNEAPOLIS-MOLINE**  
The farm implements that farmers know for the Quality

Your Local M-M Dealer **DAVIS-McCRACKEN IMPLEMENTS**

Always See Your **M-M DEALER** for Quality farm Implements

**Back The Whitefaces!**

**MEET YOUR TEAM**



BENNY DEMENT — GUARD

**FOR '54**

And When In Need Of **QUALITY BUILDING MATERIALS**

Always Visit Carl McCaslin Lumber Co. --first--

We Invite You to Use Our **BUDGET PAY PLAN!**  
**Carl McCaslin Lumber Co.**

1 Block East of the Courthouse

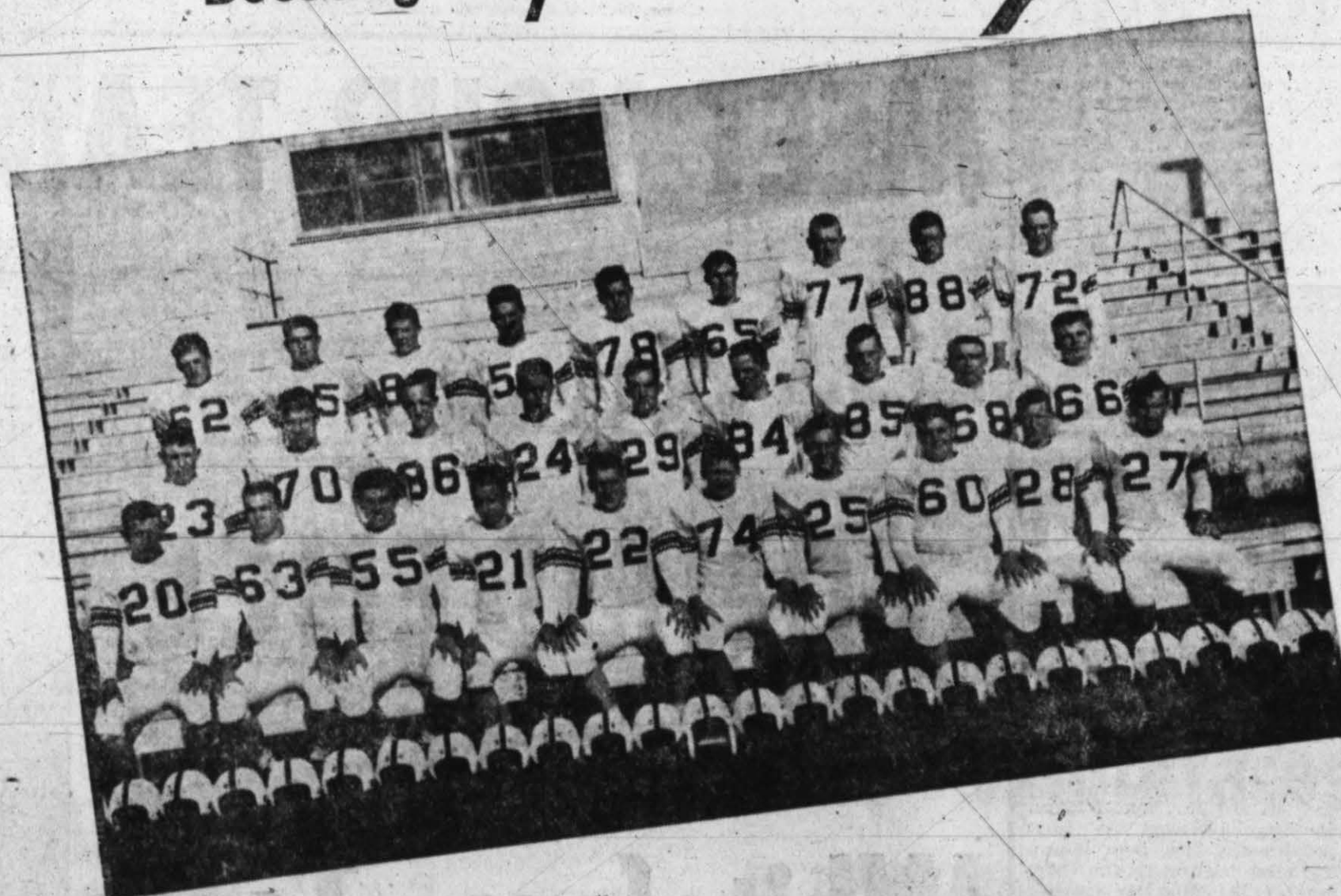
Phone the Lumber Number 7



# WHITEFACES

We'll Be There, too...  
Boosting the

WHITEFACES  
ALL THE WAY!



Of Course, You're our favorite  
team, and we're Backing You.

from all the folks at

## PITMAN GRAIN CO.





**EAGER OWLS** — Part of the Rice Owl football squad bounds out onto the practice field in an eager dash to start the 1954 season right. Left to right are R. E. Wartham, Eddie Rayburn, Ken Paul, Lew Harpold, Don Costa, La Von Cox, and Layton Coleman. (AP Wirephoto)

## ADRIAN NEWS

By Annie Igalie

Billie Grubkey and Judy Pinnell visited last weekend with Rebba Pinnell.

Mr. and Mrs. Calvin Murray of Farwell visited Sunday in the Adrian community with friends.

Mr. and Mrs. Labry Ballard are building a new home in west Hereford.

Wayne Pinnell was home Tuesday and Wednesday visiting his parents and family. Mr. and Mrs. E. K. Pinnell. Wayne is employed by the Stone Drilling Company in Seminole.

Mr. and Mrs. Dick Queen of Liberal, Kans., and boys visited in Adrian with friends over the Labor Day weekend. The Queen family are former residents of Adrian.

Mr. and Mrs. Labry Ballard and girls visited in the Al Goodin home Sunday.

Mr. and Mrs. E. C. Burks and family returned to Gravitt, Ark., Friday after visiting and working in the community during the summer. Mrs. Burke is the daughter of Mr. and Mrs. C. V. Griggs.

Bill Brown has been in the hospital in Oklahoma City, Okla., since August 31, where he underwent major surgery September 3. Mrs. Brown and Ray Brown accompanied him to Oklahoma City and Rev. Darrel Gaut and Mr. Brown's sons, Finis and Davis, left September 2 and returned September 5 from Oklahoma City, where they went to be with him during the operation.

Linda Pinnell was ill Sunday and

Monday with the flu and was unable to attend school Monday.

Carol Heaton was absent from school Wednesday, Thursday, and Friday last week because of illness following carbon monoxide poisoning.

Visitors in the Lloyd Heaton home Saturday were Mr. Heaton's brother and wife, Mr. and Mrs. Bud Heaton, of Hereford.

Visiting in the John Proctor home last weekend were Mr. and Mrs. Houston Stone and family of Sunray.

Mrs. Betty Chadwick and Johnny Bruce of Pampa visited over the Labor Day weekend in the home of her parents, Mr. and Mrs. A. H. Polk.

### Dinner Party

Mrs. E. N. Jacobson entertained at a dinner in the honor of Mrs. Heber Holder Wednesday. Guests were: Mesdames Ted Bones, W. W. Chilton, Annie Vickrey, E. H. Kromer, F. A. Kromer, B. E. Witt, E. N. Jacobson, and the honoree.

Mr. and Mrs. Henry Badger of Denver, Colo., visited last weekend in the home of their cousin, Mrs. Walter Fisher.

Mrs. Hazel Chilton is very proud of her new granddaughter. The baby girl, born August 9, is the second child of Mr. and Mrs. Mark Chilton of Sacramento, Calif. Mr. and Mrs. E. B. Bounds are visiting and vacationing in Arkansas.

Mr. and Mrs. Arthur Jewett, Wilbur Harris, Pearlina Shuyler, and Mrs. Ernest Frank and Twilla visited in Woodward, Okla., last weekend with Mr. and Mrs. Fred Shuyler. Mrs. Fred Shuyler and Mr. and Mrs. F. W. Shuyler and baby returned home with Mrs. Frank for a visit.

Mr. and Mrs. Weldon Reno and Max of Groom visited in Adrian Sunday with friends.

### Return From Trip

Mr. and Mrs. Bob Caldwell returned Monday from an eight day trip to Colorado. They fished and also visited in Salida, Colo., with Mrs. Caldwell's brother and family, Mr. and Mrs. Ray Watson and boys; in Denver with her brother and family; and in Estes, Colo., with Mr. Caldwell's sister and husband, Mr. and Mrs. Vic Coats, from Wichita, Kans.

Mrs. M. H. Zaring Sr., had a stroke last Tuesday evening. She is staying in Amarillo with Mr. and Mrs. Tommy Slocum and is getting along as well as can be expected. Mr. and Mrs. M. H. Zaring Jr., and family went into Amarillo Saturday to visit her.

Mrs. P. H. Grubkey, Mrs. Bobby Speed, Mrs. M. H. Zaring Jr., Mrs. Bill Leslie and June Leslie were in Amarillo Tuesday.

Mr. and Mrs. Johnny Zaring of Albuquerque visited Thursday through Monday in Adrian and Amarillo with Mr. and Mrs. M. H. Zaring Jr., and other relatives.

### New Daughter

A baby girl was born to Mr. and Mrs. J. R. Gelfken September 6 in Lubbock. Her name is Janet Ruth. Mrs. Gelfken is the former Nora Jean Russell, daughter of Mrs. W. H. Russell.

Mr. and Mrs. Sammy Inman and Mr. and Mrs. Harold Inman of Amarillo visited the boys' grandmother, Mrs. Dora Inman, and other relatives here in Hereford over the Labor Day weekend.

## Legal Notice

This is notice that the Public Hearing on the school budget of the Hereford Rural High School District, for the year begun on September 1, 1954, will be held at the next regular meeting of the Board of School Trustees on Tuesday evening, September 14, 1954, at 8:00 p.m., in the High School.

Everyone who is interested—school patron or tax payer—is cordially invited to be on hand and to take part in this hearing on your school budget.

Howard Gault, President, Board of School Trustees, Hereford Rural High School District.

S-10-2c.

## THE REAL McCOYS BY JOHN and GEORGE



IT STARTS BREATHIN' EVERY TIME WE TRY TO CASH HIS POLICY WITH

**John McLean Insurance Agency**  
24 Years of Insurance  
Know How  
Phone 273

## At The Movies

### "Lydia Bailey"

An achievement of rare excitement and magnificent scope, "Lydia Bailey" unfolds the story of a swashbuckling American sent by his government to the West Indies to search for the lady of the title. After braving the dangers of the jungle, he eventually locates her, falls in love and becomes embroiled in the intrigue and insurrection of the Caribbean republic as it engages in savage rebellion against the forces of Napoleon. Dale Robertson, the handsome, brawny newcomer, plays his most important role to date as the daring Yankee and he plays it to perfection. In the title role, another newcomer, blonde Anne Francis, captures the audience with her provocative and enchanting manner.

"Lydia Bailey" stars Wednesday and Thursday at the Star Theatre.

### "Cow Country"

"Cow Country," a Scott R. Dunlap production for Allied Artists and the new feature at the Tower Drive-In theatre Sunday and Monday, is a combination of entertainment values.

It is exciting outdoor romantic adventure, played against the vast sweep of southern Texas, with one of the most versatile and talented stars of Hollywood, Edmond O'Brien, heading a large and equal-

ly talented supporting cast. O'Brien's role of a man of many affairs whose gun daring, fists and a head for business lift the cattlemen in southern Texas out of a serious market depression. Helen Westcott is charming as O'Brien's fiancée but it is Peggie Castle, in the role of the daughter of an illiterate squatter, who walks away with the dramatic honors. The scene in which she bull whips an unfaithful lover, played by Bob Lowry, will be memorable to all who see it.

### "The Bigamist"

Poignant emotional drama of a man trapped by his devotion to two women, unites the talents of a quartet of Hollywood's brightest stars in Joan Fontaine, Ida Lupino, Edmond O'Brien and Edmond Gwenn.

Opening Wednesday and Thursday at the Tower Drive-In theatre, the picture, filmed in wide-screen, reveals the story of a tragic love triangle, a problem that has found its way to the front pages of newspapers and magazines and which has exacted its toll from humans caught up in the swirl of conflicting desire.

Edmond O'Brien portrays the title role of "The Bigamist" and the Misses Fontaine and Lupino, the women who suddenly and bewilderingly become aware of the other's presence. Gwenn is cast as a new type of detective—an investigator for an adoption agency who delves into the lives of a couple who seek to adopt a child and discovers the prospective father keeping an amazing secret from society.

## Will-Ellis Rites Exchanged Here

Mr. and Mrs. W. T. Vernon are announcing the marriage of their daughter, Bobby Nell Will, to Darrell Ellis, son of Mr. and Mrs. D. W. Ellis, of Littlefield.

The wedding took place on September 2, in the parsonage of the Assembly of God Church. Rev. Walter Lane performed the ceremony as the couple stood before an improvised altar of greenery and midsummer flowers.

Mrs. Walter Lane, organist, provided wedding music and sang "I Love You Truly."

Attendants were Miss Evelyn Will, sister of the bride, and O. J. Jones.

The bride was attired in a navy blue street length dress featuring a white collar and white accessories. She wore a small off the face white hat and a corsage of white carnations.

The couple will make their home in Amarillo where he will attend an Amarillo Business School.

Out of town guests were bridegroom's parents, Mr. and Mrs. D. W. Ellis, and his bride and wife, Mr. and Mrs. J. L. of Littlefield.

## Canyon Woman Open Studio Hours

Mrs. Tony Shield this week announced opening of dance at 513 Park Avenue, with trations scheduled for Sept. 17. Mrs. Shield will be assisted by Miss Pat Vandergriff, and so operate studios in Canyon.

A former student of Ted Lucille Stoddart, Charles Mann and Jack Manning, offer ballet, tap, acrobatic and social dancing. She operated a studio in Chickasha for 14 years has been associated with many schools during that period.

**READ THE CLASSIFIEDS**

## FALL REGISTRATION FOR VOICE LESSONS Class and Private

Mrs. C. W. Parker Hereford Phone 1560  
600 Blevins

# MEET YOUR TEAM FOR '54

We've Got Plenty of

# CONFIDENCE

In the

# Whiteface Team

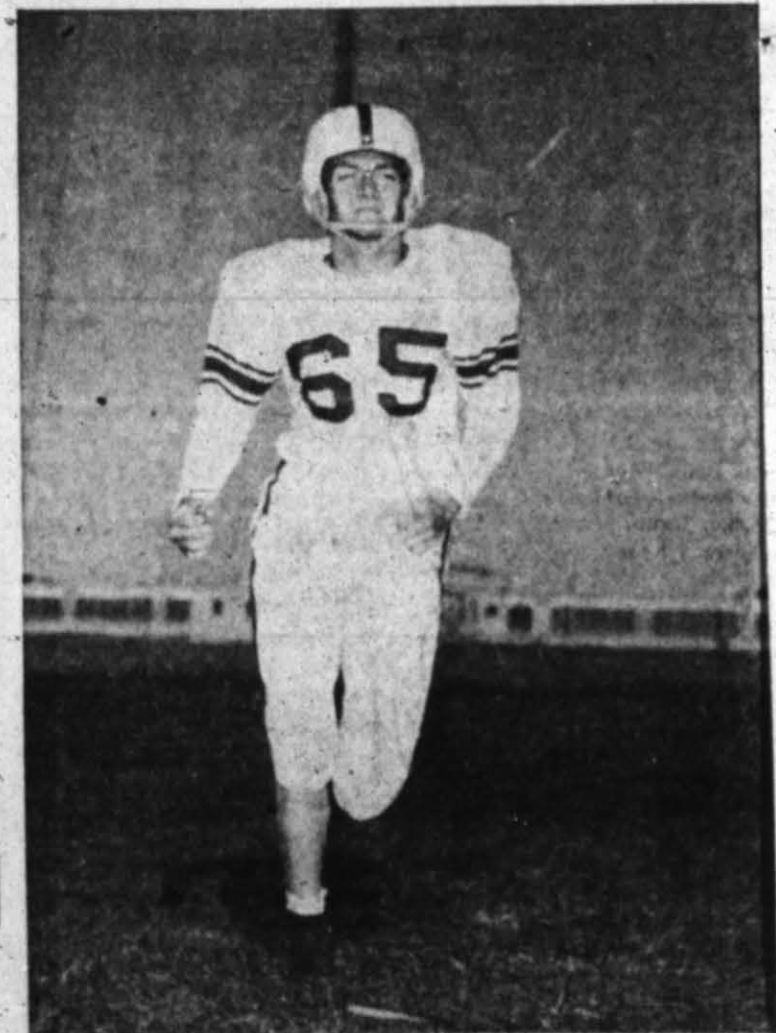
And . . . . .

## SEARS GRAIN CO.

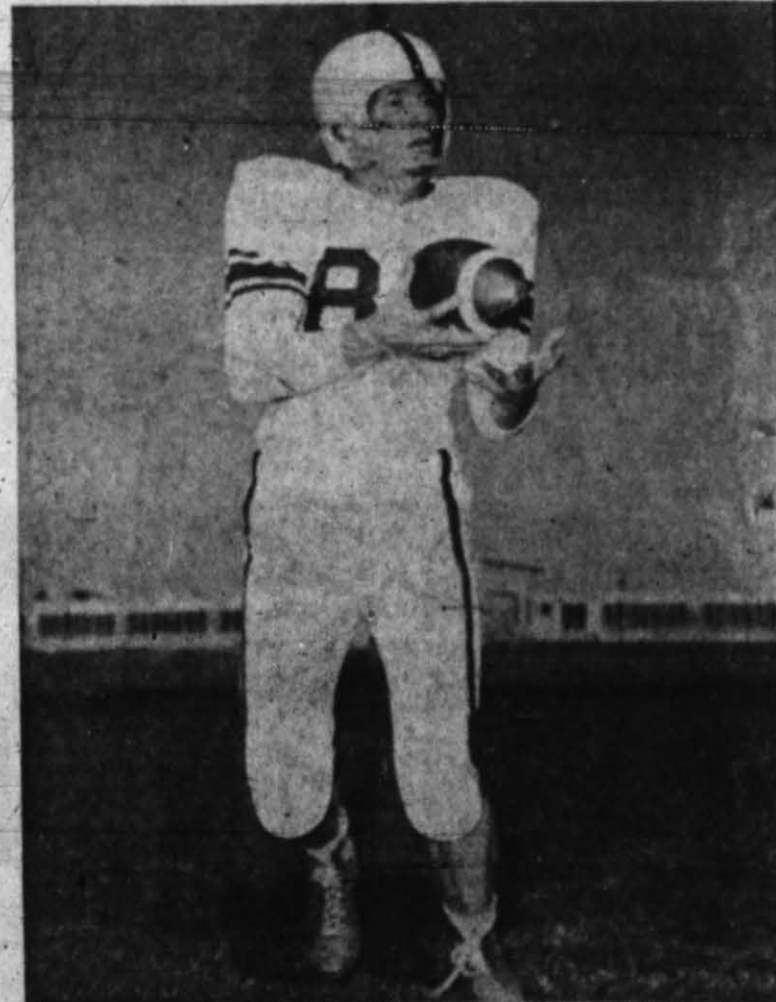
Will Merit Your Confidence, Too!

We Invite You too

BRING US YOUR MILO!



JACK PARKER — END

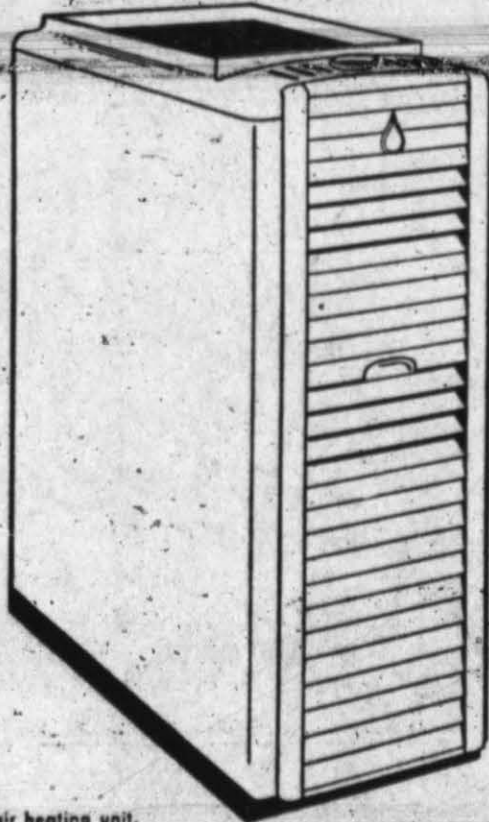


CHARLES SPRINGER — END

# Sears Grain Company

Hereford

## Enjoy Safe, Dependable Heat With A Forced Air Unit



Illustrated above is a Payne Sentry forced air heating unit.

If you are planning to build or remodel, be sure to install a central heating unit in your home. A central heating unit will give you a safe, dependable and economical supply of warm air to keep you and your family cozy and warm in winter for years to come. See your plumber or gas appliance dealer today and ask him to install a central heating unit in your home. Prepare your home for winter now.

**Pioneer Natural Gas Company**  
FUEL FOR A GROWING EMPIRE



# Hereford B-Team Will Open With Horace Mann

By Billy Paul Knox

After beginning workouts, August 23, Coach Wayne Stark and his Whiteface "B" team are preparing for their September 19th tilt with Horace Mann of Amarillo here.

Stark's squad consists mostly of freshmen with few experienced veterans. Among the most experienced are Gene Waits, Ronald Sherman, and Melton White. Waits

was a starter at guard last year and Sherman and White saw plenty of action.

Many positions are being fought for fiercely by the players. Many of the spots are undecided.

The left side of the line shows more experience than any other spot. Glenn Mutter, a sophomore, is stationed at left end at the present time, Buddy Jowell, another sophomore, is holding down left

tackle. Junior Ronald Sherman, is working at left guard while Melton White anchors the line at center.

Gene Waits is the guardsman on the right side of the line with John Latham and Sam Leslie holding down tackle and end.

Dale Taylor will probably manage the team from quarterback. He is small but very deceptive. In all probabilities the two halfback posts will be filled by Glenn Reeves and Leon Roberts. Don Hamilton, a driving fullback, will anchor the backfield.

At any rate, the junior Herefordsmen will give all of their opponents plenty of rugged competition.

## Mrs. Ralph Odom Shower Honoree

ADRIAN — Mrs. Ralph Odom was honored at a pink and blue shower by the Adrian Women's Society of Christian Service in the home of Mrs. Lorin Creitz Thursday afternoon.

The tea table was laid with a lace cloth over pink and centered with a low, round bowl with marble bubbles in the bottom, colored blue and with small pink eggshell cradles nestled among small blue flowers.

Refreshments of cake, mints and punch were served to the following guests: Mesdames Grace Baker, Earl Croff, C. A. Perrin, Nellye Davis, E. H. Masteller, Jean Finley, Myrie Polk, Alice Morgan, Nancy Johnson, Henry Creitz, P. H. Grubelkey, Bobby Banks, M. H. Zaring Jr., Labry Ballard, V. E. Lemke, E. H. Kromer, N. L. Jacobson, W. W. Chilton, Allen P. Jones, Alberta H. Bones, Annie Vieckrey, John Skaggs, Marie Harwood, Al Goodin, R. L. Fuhrmann, Wanda and Glenda, J. R. Cullender, Ed Jacobson and Darrel Gaut. Those sending gifts were: Mes-

dames Dewitt Parker, Walter Fisher, Calvin Jackson, E. E. Witt, C. W. Edwards, W. K. Pinnell, Woodrow Perrin, H. D. Tomlinson, Ernest Frank, Bill James, C. Grubelkey, Claude Bogle, Chock Garrison, John Proctor, Bessie Spande, Arthur Jewett, Chester Kidder and Bill Leslie.

Mrs. Kathryn Jenkins and nephew, Technical Sgt., Marvin E. Strickland, of Amarillo Air Force Recruiting Station were in Abilene, Cisco, and Houston last weekend.

Read the Classifieds



MRS. JOHNNY BYERS

## Beard - Byers Marriage Announced

Mr. and Mrs. O. C. Beard announced the marriage of their daughter, Frieda, to Johnny Byers on their first anniversary. The couple was secretly married in New Mexico on Sept. 3, 1953.

They will make their home in Hereford. Mr. Byers is employed by Terrell Elliott well drillers and Mrs. Byers is employed at the City Drug store. He attended Hereford High School and she attended Jefferson Davis High School at Houston.

Delbert L. Smith Jr., son of Mr. and Mrs. Delbert Smith Sr., who has been home on leave, reported to Station NHS Miramar at San Diego, Calif., Saturday. Smith recently returned after a six months cruise on the USS Randolph out of Norfolk, Va.

## Adrian Youths Name Officers

ADRIAN — Officers for the coming year were elected Friday night at a meeting of the Adrian Methodist Youth Fellowship and guests at Fellowship Hall of the Methodist Church.

Barbara Pinnell was elected president; Judy Nell Tomlinson, vice president; Doris Jewett, secretary treasurer; Rebha Pinnell, publicity; Donnie Morgan, Christian Faith; Sheldon Proctor, Fellowship director; and the sponsors, Mr. and Mrs. Allen Jones.

Those present enjoyed a supper and games.

## Let's Cook Something



### BUILD MEAL AROUND NEW CHICKEN GOUF CASSEROLE

Wonderful to serve along with samples of newly put-up relishes, chow-chows and pickles or preserves and jellies is new chicken gouf casserole. You might also accompany it with a tossed salad or your favorite cold-slaw, and top off the meal with English Apple Pudding or an old-fashioned fluffly lemon pie.

With pleasant fall days ahead of us, such a casserole would fit well into informal entertaining as well as for family fare, for it can be served for a filling luncheon or for the evening meal.

Chicken Gouf is a delightful way of preparing chicken because of its high flavor and nourishment and children go for it.

Mrs. Jack Gilliland considers this one of her fool-proof recipes and it is also one of her favorites. Mrs. O. J. Boone of Friona serves it often too, and gave the recipe to Mrs. Gilliland who shares it with you.

- Chicken Gouf**
- 1 medium sized hen
  - 1 package of cut macaroni
  - 1 package Cheddar Cheese
  - 1 can Mushroom Soup
  - 1 small can mushroom buttons
  - 1 medium sized onion
  - 1 medium sized pepper
  - Salt and pepper to taste

Boil and bone the hen and cut in bite-size pieces. Cook macaroni until tender in the chicken broth and drain. Saute chopped onion and pepper in 1/4 pound butter or oleo margarine. Make your favorite white sauce and measure 1 cup. Then add chicken, macaroni and sauteed onion and pepper. Mix together the Cheddar Cheese, soup and mushroom buttons, salt and pepper to taste and add to chicken and macaroni mixture. Mix well and pour in casserole or baking dish. Cover with 1/2 cup milk and bake in a moderate oven until brown, (about 45 minutes).

Note—this is a large recipe. Mrs. Gilliland says she often divides the recipe into two casseroles, puts one in the deep freeze for future use and bakes the other for immediate serving.

## Johnson Family Reunion Sunday

A family gathering was held Sunday at the home of Mr. and Mrs. W. A. Johnson, 1709 Mable Street, when three sons and two daughters and other relatives met for Sunday dinner.

Children attending were: Mr. and Mrs. Perry Johnson and three daughters, Linda, Theresa and Kathy, of Phoenix, Ariz.; Mr. and Mrs. Emmitt Johnson and children, Anna Jane, Donna Ruth, Jerry Keith and Billy Dale of Westway; Mr. and Mrs. Horace Johnson, 216 Avenue I; Mr. and Mrs. Earl Waites and two sons, James and Gene, 402 Mable; and Mr. and Mrs. Harvey Lindsey and children, Patsy, Verda Mae, Gerald and Dale, of Friona.

Two of Mrs. Johnson's sisters, Mrs. Ann Daughtery and Mrs. Lettie Brown, and Mrs. Brown's daughter, Dennea, also attended.

Read the Classifieds

Big Chief Homebuilder Knows You Can Save Much Wampum

By Using VERMIN PROOF - FIRE PROOF HAYDITE BLOCKS

to build 'um first class

TEEPEE !!

You too can save . . . See us before you build!

Crowe-Gulde Cement Co. PHONE 1772 of Hereford 1st & GOUGH ST.



## Meet Your Team for '54

Join Us In

## Backing the Whitefaces

IN EVERY GAME

Visit

## Hereford Grain Corporation

for all your future

## FEED and SEED NEEDS

P.G.C. FEEDS ARE QUALITY FEEDS



All P. G. C. Feeds are manufactured by formulas containing latest nutritional facts. These products contain anti-biotics where necessary and all essential vitamins and minerals to help increase your profits.



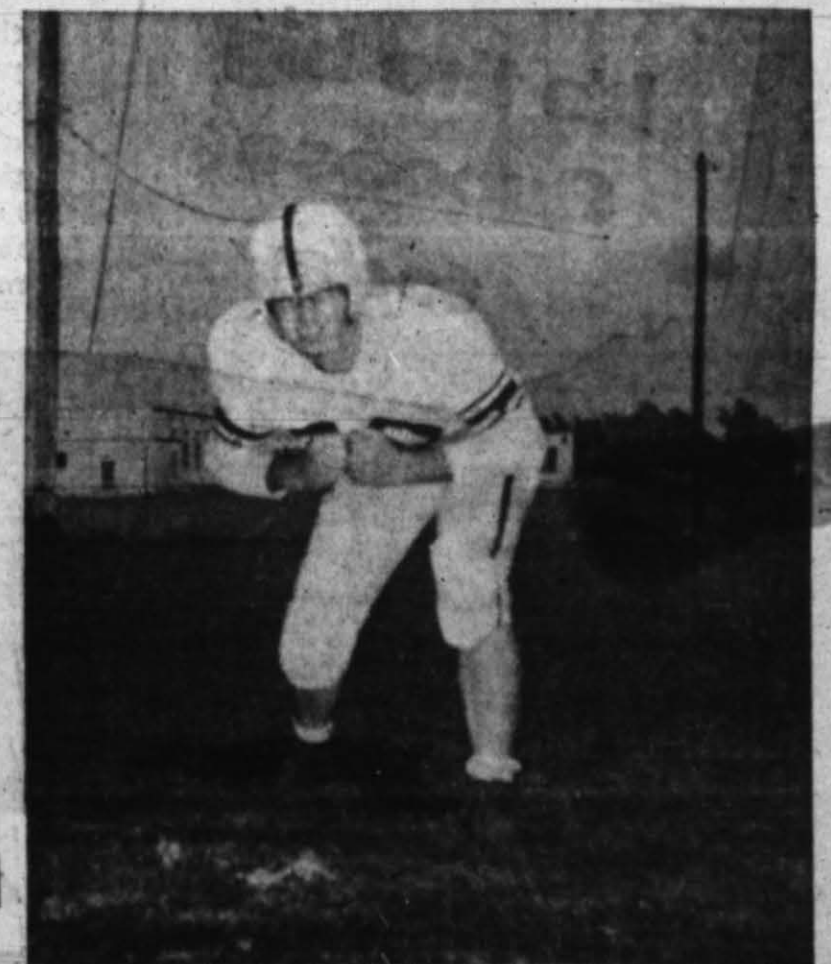
We Invite You to Bring Us Your

## MIL O

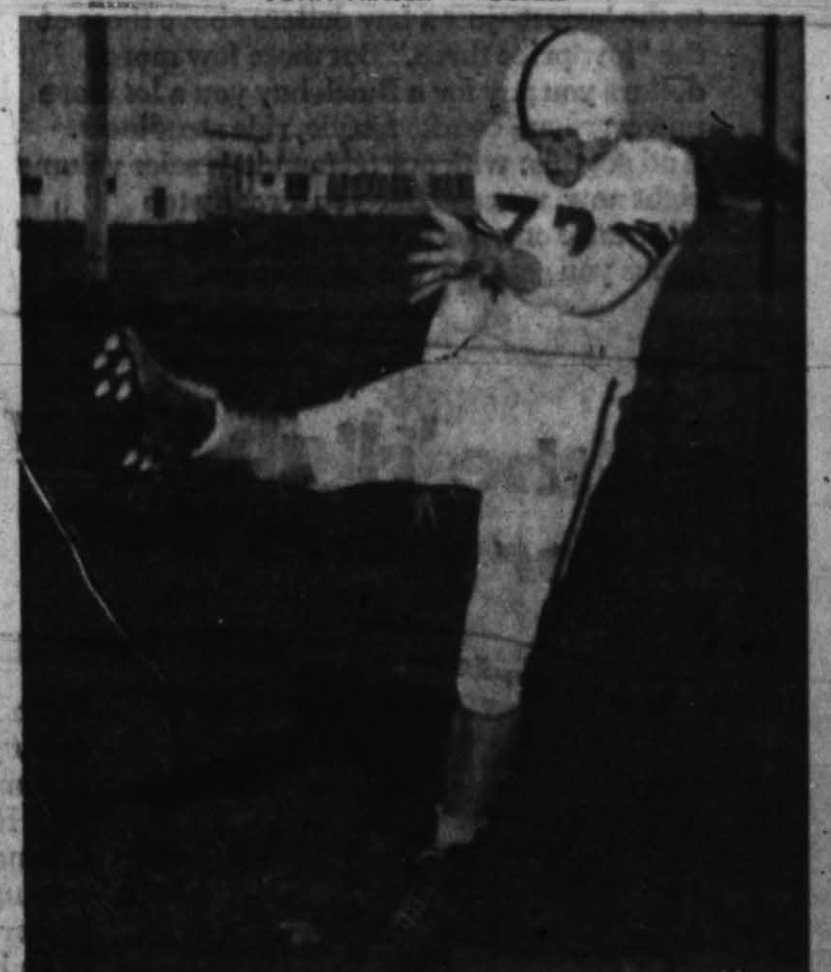
for Government Loan or Sale!

# HEREFORD GRAIN CORP.

We Appreciate Your Business

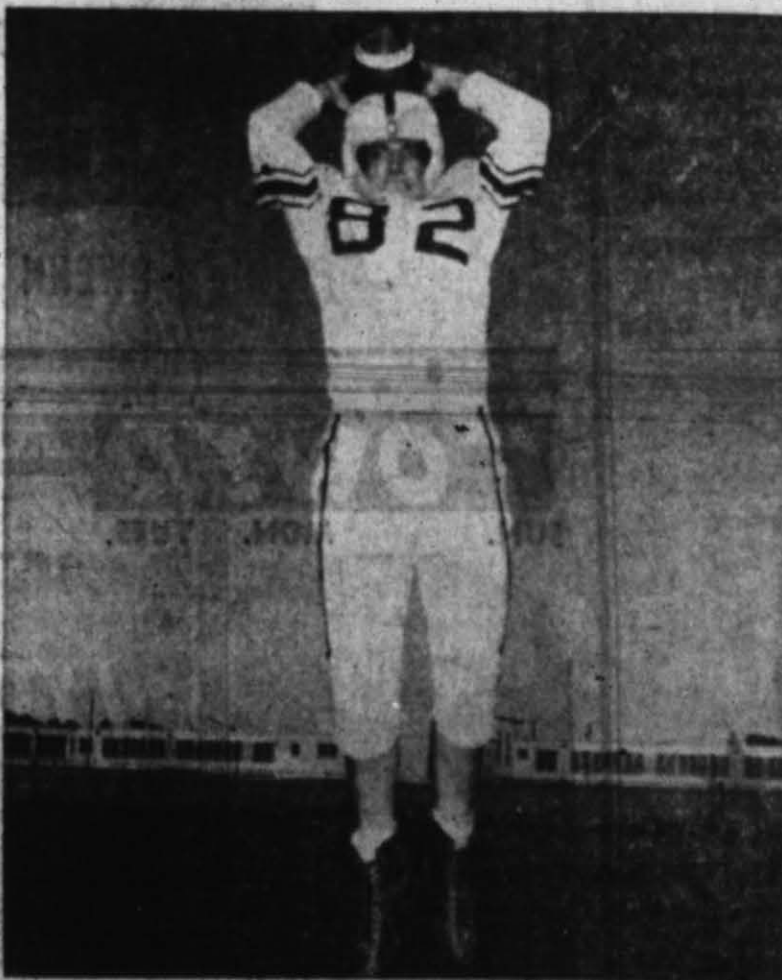


JOHN FRASER — GUARD



FRANCIS BOYD — TACKLE

## MEET YOUR TEAM for '54



LARRY KAUL — END

## GOOD LUCK WHITEFACES

We're Backing You All The Way

And We Urge You to

## COME BACK

to

## TRULY - TEAGUE CHEVROLET

for all your Auto Repairs!

2nd at Schley

Phone 740





**COW MUSCLES IN ON HOG HEAVEN** — David Wimberley, farmer northeast of Kress, Texas, believes in furnishing his hogs the best in cool comfort — an air conditioned barn. The hogs thoroughly enjoy it, usually up in front of the air outlet. Old Red, the

milk cow, can't see the point in letting all that cool air go to waste, so she muscles in on the hogs' heaven. Wimberley found his hogs wouldn't eat in extremely hot weather. They've been putting on weight since he air conditioned their quarters. (AP Photo)

drilled 20 inches into the rock with a crude bit. Each drilling operation took from three to four hours. Each time he tamped in a stick of dynamite and awaited the muted "boom."

An ordinary rock would have split, but not this one. A barrel of splintered shale and a conical-shaped hole, possibly a foot deeper than its predecessor, was the net result of hours of work, hard work under a blistering sun.

On the 30th attempt, the huge rock split into three pieces. A bulldozer pushed two of them down the hillside. "Uncle John" brought out his "gadget." The needle pointed straight down on the spot where the second piece had rested.

By all the rules of the game, that must be the spot to excavate, the spot beneath which the treasure must be hidden.

Gnawing out great chunks of the hill, the bulldozer bit deeper and deeper, rushing to complete the largest one-man prospecting venture in the history of the canyon, or of Texas.

Soon the bulldozer blade merely slid over a layer of hardpan. And man went back to work with pick and shovel.

Now he was fighting against time, diminishing supplies and finances. Pick and shovel were too slow. Once more dynamite was brought into play. Hour after hour sledge pounded bit until the hole was deep enough to place the next charge, the one that might pay off.

Finally there were only four sticks of dynamite left. In a last desperate effort the treasure hunters tamped them into a hole five feet deep.

It seemed the fuse would never reach the charge. As the seconds dragged by, "Uncle John" relived the seven years he had battled and hoped that his dream would be realized.

Came the blast. No great explosion, accompanied by a geyser of dirt and rock, merely a dull thud as the hill swallowed the shock just as it had absorbed many previous assaults.

"Uncle John," says the blast went downward, following the line of least resistance. He firmly be-

### Buried Treasures In Palo Duro Still Offers Challenge To Many Prospectors

SOMEWHERE IN PALO DURO CANYON—A once rugged hill, scarred by man's search for gold, is waiting for wind and rain to heal its wounds. Once again stubborn earth and stone have thwarted man's efforts to learn a secret and find a treasure. For many a decade the hill has withstood the assault of pick, shovel, dynamite and bulldozer. The latest effort to learn the secret of the hill has come to a halt, stopped when the money ran out and the hill held firm.

have been torn from the crest of the hill. But the secrets — and perhaps the treasure — remain safe. The treasure hunter has abandoned his task—for the time being; but he is convinced the gold and silver bullion is almost in sight. The hunt started seven years ago when two prospectors decided their predecessors had been on the right trail to a fabulous fortune said to have been cached by two cattle rustling brothers. They set up operations on a site marked by crude carvings on nearby stones. The site was verified by "gadgets" which, they said, disclosed the presence of underground minerals. They had more determination than money. After a summer of

prospecting here and there over the face of the hill, they left to earn a larger grub stake during the winter. The seasonal program continued for three years before death removed one of the partners. For the last four years, the survivor, a prospector with limitless faith in his convictions, has literally torn the hill to shreds. Once he dug to a depth of 100 feet and abandoned the project because of cave-ins and lack of ventilation. Another time, when he thought he was on the verge of success, he struck a boulder that measured over 17,000 cubic feet. He spent many days digging around the rock in hopes that a bulldozer could roll it away. Then he tried blasting. But Lady Luck is fickle. The peculiar strata of the stone made it almost impervious to dynamite. Twenty-nine times "Uncle John"



**MR. AND MRS. LESTER WIGGINS** have announced the recent marriage of their daughter Ann Wiggins to Elson Hennington of Albuquerque, N.M. The couple were married in, Albuquerque on August 26 and they are now making their home in that city where he is employed with his father who operates several filling stations.

### Courthouse Records

**Deeds of Trust**  
B. C. Goree, et ux, to Connecticut Mutual Life Insurance Company, the SE 1/4 of Section 20, W 1/2 of Section 21, S 1/2 of Section 28, and

### Legal Notice

TO ALL RESIDENTS OF THE CITY OF HEREFORD: In accordance with the terms of the City Charter, notice is hereby given that the Honorable City Commission of the City of Hereford, duly enacted and passed at its meeting held on September 7, 1954, the following ordinance imposing a penalty for the violation of its provisions, the caption of such ordinance reading as follows: "A zoning ordinance dividing the area within the corporate boundaries of the City of Hereford into districts in accordance with a city-wide comprehensive plan; defining certain terms; regulating the location, size, height, bulk and use of buildings within such respective districts; fixing the percentage of any lot or tract of land to be occupied in the various districts; regulating the size of yards, courts and open spaces in each particular district; regulating the density of population, structures, buildings, lands, industry and residences in the erection, repair, and alteration of all buildings and structures in each particular district; adopting a zoning map, making it a part of this ordinance; providing for the location and outline of all districts on said zoning map and making all figures, letters, markings and colors on said map a part of this ordinance; providing for a method of enforcement of this ordinance; providing for a certificate of occupancy and compliance; creating a board of adjustment and defining its powers and duties; providing a penalty for a violation of this ordinance; providing a method of amending and changing this ordinance; and providing for the validity of this ordinance."

the S 1/2 of Section 29 all in Township 5 N. Range 4 E. Gene Brownlow, et ux, to First Federal Savings and Loan Association of Clovis, all of Lot 13 of Petersen Subdivision of Block 2 of Mabry Addition. Katreen Wallace, et vir, to Commercial State Bank, Ranger, Tex.

**Warranty Deeds**  
J. H. Sears to H. L. Benefield, a part of Block 92.

**Marriage Licenses**  
Eddie Conrad Meil and Patsy Darlene Löfflin.

**New Autos**  
Billy J. Bratcher, 1954 Plymouth, 9-1; Urlin Streu, 1954 DeSoto, 9-2; W. R. Williams, 1954 Dodge, 9-2; Leander Reinart, 1954 Chevrolet, 9-3; Kenny Gearn, 1954 Buick, 9-3; M. D. Buttrick, 1954 Dodge, 9-7; Mrs. C. D. Kelton, 1954 Dodge, 9-3; Art Lewis, 1954 Chevrolet, 9-4; Mary E. Stapp for Stapp Clinic, 1954 Ford, 9-8.

lieves the blast penetrated the cave. It will take another grub stake and more dynamite to solve the mystery of the hills. Thwarted countless times before, "Uncle John" lives in a world of "tomorrows," and tomorrow may be "the day." As long as the needle points downward there's promise of treasure ahead.

### Brown Completes Course In Radio

Robert R. Brown, son of Mr. and Mrs. Bert Brown, recently completed the infantry radio maintenance course at Fort Benning, Georgia. This course trains selected enlisted men as radio repairmen of infantry units, thoroughly capable of repairing and maintaining all radio sets and allied equipment. Brown, a graduate of Hereford High School in 1952, entered the service in February of this year.

**TENNESSEE VISITOR**  
For the past two weeks, Harold Brothers of Nashville, Tenn., has been visiting in the home of Ray McCullough and family. The McCulloughs and Harold spent five days at Red River. Also there was a barbecue given for Sylvia McCracken, Pat McCullough, Mary Lu McCullough, Eugene Campbell, Shirley McCullough, and Harold Brothers. They spent two days at Buffalo Lake, where they took part in water-skiing, boating, and had a picnic.

The McCulloughs took Harold to Lubbock Tuesday where he was to catch a bus to A.C.C. where he will attend school this Fall. This was Harold's first visit to this part of Texas and he enjoyed it very much. He said he likes Texas very well.

Mrs. C. C. Nolen and daughters, Cindy Jane, and Lysa, from Austin are visiting in the Dameron home and will be here for two weeks. (SEAL) B-36-2c

**STAR**  
SUNDAY -- MONDAY -- TUESDAY  
STARRING RAY MILLAND · GRACE KELLY · ROBERT CUMMINGS  
ALFRED HITCHCOCK'S  
**dial M for Murder**

WEDNESDAY · THURSDAY  
WANTED BY TWO WOMEN

JOAN FONTAINE · EDMOND O'BRIEN · IDA LUPINO  
**BIGAMIST**  
and EDMUND GWENN

SEE THE NEW  
**TUMBLEBUG**

Designed for hilly, irrigated, terraced fields. No dead furrows. No back furrows. You can turn all furrows uphill to keep soil on the hillside.  
**PROVED AND IMPROVED**

STOP IN SOON!  
Get the full story on the new Minneapolis-Moline TW two-way plow.

**Demonstration On Request**  
**DAVIS - McCRACKEN**  
Your M - M Dealer

**TOWER DRIVE-IN THEATRE**  
SUN. MON. TUES. WED.  
Cold-Blooded Gunslinger and Hot-Blooded Wildcat!  
They left a crimson trail across the West!  
**EDMOND O'BRIEN**  
**COW COUNTRY**  
with HELEN WESTCOTT · BOB LOWRY · HARTON MAX LAKE · PEGGIE CASTLE

AT LAST!  
Kenneth Roberts' Long Awaited... Long-to-be-Remembered...  
**LYDIA BAILEY**  
with CHARLES KERRIN · WILLIAM MARSHALL · RILES SCHIRMER · JEAN NEHELESKO · MICHAEL BLANKFORT · PHILIP DUANE  
**DALE ROBERTSON · ANNE FRANCIS**  
with HOWARD HUGHES  
**JANE RUSSELL**  
**THE FRENCH LINE**  
with HOWARD HUGHES

**It's the big Success today**

You can read it in the sales figures—Buick's the car that's climbing to a phenomenal public preference. For Buick today is outselling all other cars in America—regardless of price class—except two of the so-called "low-price three." And every month strengthens Buick's new leadership position. It's the "hot" car for style, for power, for performance—and, most emphatically, for value.

**It's the Beautiful Buy right now**

Any way you look at it, Buick's the buy of the year, hands down. For Buick prices start close to the lowest—just a few dollars above those of the "low-price three." But those few more dollars you pay for a Buick buy you a lot more power, room, comfort, style, ride steadiness. And get this: with our tremendous sales volume right now, we can offer you a really top allowance on your present car. That's the added bonus you get from our big volume.

**It's the "High Resale" car for years from now**

No Wonder—  
**Buick Sales are Soaring!**

With Buick's year-ahead beauty today, you'll be driving a car that's right up front in the style parade of tomorrow. And when you're ready to resell your Buick, it will still be fresh and new-looking, with the modern features the others will adopt in the coming years. And that means you're bound to get a higher resale price when you do trade it in. Drop in and see this beautiful buy right now.

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

**WALLACE BUICK CO.**  
142 N. Miles Phone 12

DRIVE A BUICK  
IT'S TEXAS-BUILT  
FOR TEXANS