

WEATHER

Table with 3 columns: Day (Thursday, Friday, Saturday), High, Low. Values: Thursday (80, 52), Friday (85, 60), Saturday (85, 62).

The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

40 Pages

Including 20 Pages of Comics

Vol 7 — No. 14

Hereford, Texas, Sunday, October 3, 1954

Price 10c per copy

Around Town

Hereford merchants were busy this week preparing for one of the largest Dollar Day events of the year on Monday, Oct. 4.

The sheriff's department this week found themselves in the position of the man who was holding a lion by the tail. Lloyd McWhirter, around 55, was arrested on counts of drunkenness and bad checks—and placed in the county jail.

Interested producers were reminded today of the five-stop Conservation tour, scheduled to leave the courthouse at 9 o'clock Tuesday, Oct. 5.

A meeting of Chinchilla breeders will be held this afternoon in Berger, says Mrs. W. A. Helton.

Most everyone, especially Indian (Continued on Page 2)

Amarillo Boosters To Arrive At 8:30 Monday Morning

Three busloads of Amarillo boosters, including the Amarillo Air Force band, will be in Hereford Monday morning to put on a short program and visit customers, according to Bill Lenderman, C-C manager.

Community Life Reviewed Tuesday By Toastmasters

The program for the Toastmaster's Club, which met Tuesday, September 28, was on different phases of community life in Hereford.



GETS 'EM OUT! Civic club attendance usually drops around 50 percent during the World Series, but the problem was solved this year when Lions Club directors borrowed a 26-inch television set for the Wednesday meeting.



UNLESS YOU GROW VEGETABLES

'Total Acreage' Plan Abandoned This Year

Producers who have been worrying about the complicated "Total Acreage Allotment program" can forget the whole thing for another 12 months.

"The so-called total acreage allotment program has been abandoned, at least for the next 12 months," said Faust Collier, ACP manager.

"Acreage removed from cotton, wheat, peanuts, rice and tobacco may be devoted to any of the feed grain, oilseed, hay, green manure or cover crops without affecting eligibility for price support on any crop on the farm," he pointed out.

Lettuce Prices Up Sharply; Supply Not Up To Demand

Prices were up sharply this past week as the demand for Hereford's premium quality lettuce jumped sharply out in front of the available supply.

Harvesting was scheduled on some of the later plantings next week, however, and the supply was expected to meet general demands over the country.

coming year will be the requirement of a base acreage for commercial vegetables, Irish potatoes, sweet potatoes, and dry edible beans for each farm on which price support will be applied for in 1955.

Two reasons were cited for abandonment of the total acreage allotment program. First was the fact that September crop reports showed feed grains shorter than anticipated in June and July; second, the enactment of flexible price support program was said to have a tendency to lessen the need for a controlled program of the sort contemplated.

Third Man, Charged With Assault On Deputy, Released On \$750 Bond

Juan Cordero, charged with "Aggravated Assault" in connection with the labor camp free-for-all, Sept. 16, in which Deputy Sheriff Charles Skelton was attacked by a group of Latin-Americans, was released this week on \$750 bond by Sheriff Lowell Sharp.

No preliminary hearing was held in the case, but Juan Cordero told officers that he would ask for a trial by jury. Two other men, charged as a result of the fray, drew long prison sentences when they plead guilty in county court.

BROTHER PAYS \$100 FINE

High School Workman Is Indicted For Rape

Other Fined \$100

Norman William Owings, 26, was indicted on a rape charge by the Randall County grand jury and continued to remain in jail when he failed to make bond in the amount of \$3,500.

Appearing in county court in Canyon, in connection with the same case, were Floyd Clifford Owings, 22, and his wife Alice. Charges in this case were "contributing toward the delinquency of a minor girl." Floyd Owings was fined \$100. Both he and Mrs. Owings were given six months in jail—with suspended sentences during the period of good behavior.

Testimony in the case contributed little to events occurring on the lake party, which led to charges by the 14-year-old girl.

Bumper Milo Yields Reported Over Area

Grain Handlers Estimates Jump Million Bushels

"The best maize I ever had in my life!" This is the story, time after time, that is causing local elevators to revise their original estimate of 6 million bushels up to "7 million—maybe more."

Possibly the most unusual situation about the present grain sorghum harvest is the high tests. Grain is averaging 60-pounds, and much of it is running 61 and 62 pounds.

"Irrigated grain sorghum will average 4,500 pounds to the acre," predicted one grain dealer. "It's the best I ever saw."

A trickle of maize trucks started rolling into local elevators around 10 days ago, but the damp, cloudy days at the end of this week have sharply cut down on the harvest.

Dry land is being harvested, as the early grain moving. Furthermore, most dry land grain was from the er fields. Junior Rose was cutting 500 to 700 pounds—and was happy about it all.

C. N. McClure started out cutting four rows on his irrigated maize, but had to drop back to three rows when the yield bogged down his new combine. His yields were thought to be running close to 6,000 pounds.

First And Second Graders Will Get Fire Truck Rides

It's Fire Prevention Week—and with it comes that "thrill of a lifetime" for all first and second graders, who will get free rides on Hereford's big red fire truck.

Local Kiwanians To Dallas Meet

W. B. Dowell, Loyd Lovel and W. H. Patton will leave Hereford early Monday morning for Dallas, where they will represent the local Kiwanis Club at the Texas-Oklahoma district meeting.

producers were unable to complete harvest, however, left them in the position of not being able to accurately calculate yields on any single tract.

Faust Collier, ACP manager, was unable to estimate what percent of the 1954 yield was going into loans. However, the loan value will increase Monday from \$2.05 to \$2.06, according to the set scales.

Storage will be no problem this year, according to grain dealers. Additional storage in the area, plus reasonable freight movements and plenty of terminal space all contribute to an ideal situation for handling the 1954 crop.

Budget Forecasts Up County Costs \$23,494 For Year

County government will cost Deaf Smith tax payers \$23,494.09 more for the coming year than in 1953, according to the County Budget, adopted Sept. 27, by the Commissioners' Court.

Division of Tax Dollars

County assessments this year are based on valuations of \$13 million. The tax rate for the new budget was unchanged, 95 cents per \$100 assessed valuation, divided as follows: jury fund .03, road and bridge fund .30, general fund .36, general improvement fund .01, hospital maintenance fund .06, hospital interest and sinking .15, and permanent improvement fund .04.

Roads Cost Most

The largest cost item to the county during the year will be roads, estimated at \$17,500 to cover road and bridge precinct expenditures, right of way purchases, construction of roads, maintenance of machinery, warrants, and interest, commissioners salaries transferred to other funds.



JOE EASLEY

STUDENT ELECTIONS Thursday morning resulted in selection of Joe Easley as president of the Student Council. Bill Albracht was named vice-president. The two won in a



BUMPER YIELDS like the above maize, caused local grain dealers this week to elevate their estimates from 6 million bushels to "7 million - or more" this week, creating \$6 to \$8 million dollars income for producers in the area.

Hereford Riders Win First Place

The Hereford Riders took first place honors and brought home a huge trophy from the New Mexico State Fair in Albuquerque last weekend. Competition in the event included nine clubs from out-of-state, along with New Mexico entries.

Twenty-five members represent the Hereford Riders Club as part of the West Texas Association of Sheriff's posses and riding clubs, and were guests of the Albuquerque Sheriff's Posse.

They left here Friday morning Saturday's activities included a five-mile and six-mile long parade Saturday morning. They went to the horse races that afternoon. They also attended a barbecue in the afternoon. That night they attended the grand entry at the rodeo grounds.

The Hereford Rider's Club was a special guest of Jack Wilson's of

Albuquerque, N. M., but formerly of Hereford.

Trail Ride Sunday

The club stabled their horses at Mr. Wilson's ranch at Sandia Mountain, where they took a trail ride Sunday morning. They split up at night, some staying in town and others out at the Wilson Ranch, although they all ate breakfast at the ranch together Sunday morning.

Nine separate units from the West Texas Association were represented. Hereford got the first place trophy for being the most colorful. Plainview won a trophy for having the most number of riders.

Those going from Hereford were Mr. and Mrs. Walter Johnson, Joe Kendall, Leo Forrest, Wiley Robertson, Ralph Sears, Harold Beauchamp, D. R. Holt, Ky Lawrence. (Continued on Page 2)



BILL ALBRACHT

close-contested race over J. B. Willis and Bob Bradley. Easley will preside over student assemblies, and over student council meetings.



THREE-YEAR MASTER TECHNICIAN PINS were presented to two mechanics at McCullough Motor Saturday. From left to right: Ray McCullough presents Charles Calloway with his pin and Ralph McCullough presents Garland Wilson with his pin.

Summerfield News

By Ann Lookingbill

The Young Married Couples' Fellowship met in the home of Mr. and Mrs. Delbert Balmum last Saturday night to enjoy an evening of fellowship together. Those present were Rev. and Mrs. Don Larkin, Steve and Gary, Mr. and Mrs. Carlyle Sargent, Mr. and Mrs. Reese Dawson, Mr. and Mrs. C. J. Lance and the host and hostesses.

Mr. and Mrs. J. W. Thomas and Barbara of Plainview were recent visitors in the home of their daughter and sister, Mr. and Mrs. Kenneth Christie.

Mrs. Lowry Walker of Pecos spent the weekend in the home of her daughter and family, Mr. and Mrs. Clifton Harper.

Ann Lookingbill spent Friday night with Mozelle Telchik in Hereford.

Mr. and Mrs. Kenneth Christie, Jimmy and Valerie were in New Deal and Plainview from Thursday through Sunday. Kenneth was helping his father with the combining.

Mr. and Mrs. Bill Lenderman and Mr. and Mrs. T. W. Alderson were recent visitors in the C. L. McGowan home.

The Intermediate B.T.U. Class and their sponsors of the Temple Baptist Church in Hereford were visitors Sunday night of our Intermediates. After services they had a social hour together in the home of Rev. and Mrs. Don Larkin. Refreshments of cookies and Cokes were served just before going home.

Mrs. L. B. Lookingbill and Ann had a surprise birthday dinner for Fred Lookingbill and Jamie Clearman Sunday in the home of the Lookingbills; Fred's birthday being Saturday and Jamie's being Sunday. Those present were Shirley and Lee DeLozier, Charlene Lee, Donald Waiser, Gene Streun, Bill and L. B. Lookingbill and the hostesses.

Mr. and Mrs. L. H. Lookingbill Sr., returned Sunday afternoon from a 10 day trip to Idaho, where they visited the Alton Lookingbills, as well as sight-seeing in Utah, Montana, Colorado and Mexico.

Mrs. J. L. Lookingbill, her sister and niece, Mrs. L. W. Clark and Jewel, of Paradise were visitors in the home of Mr. and Mrs. L. B. Lookingbill.

Rev. Don Larkin had a called meeting Friday night for all incoming officers who take their place this Sunday in both Sunday School and B.T.U.

Patsy Stork of Tucuman, N. M., came to Hereford Thursday to spend the weekend in the J. D. Burkett home.

To prevent gravy from becoming lumpy, try adding a pinch of salt to the flour that is used for thickening before mixing it with water.

A man who would weigh 190 pounds at the north pole would weigh only 189 pounds if he stood on the equator because the centrifugal force of the turning earth would counteract gravity.

Mrs. J. W. Robinson, Jr., was also an exception. She took two of those 100-50-1 pots in a row, holding the combination of the "right team and exact score" on both Friday and Saturday.

If the golfers have missed Pick "Easy-Mark" Harman around the links recently, it is due to his remodeling activities. Things are coming along fine, though, says Pick, who hopes to announce his formal opening in the near future.

Police Chief Leo Box, who attended a convention of police chiefs in New Orleans this week, returned Friday. He said 1,809 police chiefs from all 48 states and seven foreign countries attended the meeting. All of which indicates that New Orleans, for once, was well patrolled.

Read The Classifieds

H. P. S. ARE COMING!

Budget.....

(Continued from Page 1)
oxygen, lab and X-ray, new equipment and other operating costs. The hospital shows anticipated revenue of \$160,000, however, with \$7,020 in current taxes, plus \$250 in delinquent taxes in its maintenance fund.

General Fund—\$64,915
Expenditures include \$64,915 through the General fund, which includes a long list of operating costs which range from bonds.

WHAT, NO MEN!

One Hereford Firm Advertised For A Male Clerical Worker Recently

EVENING BUSINESS CLASSES

Bookkeeping 6:15 to 7:00
Typing 7:00 to 7:45
Shorthand I
Advanced Dictation

Business Courses, \$20.00 monthly Speech, fifty cents the lesson OVER BEN FRANKLIN'S

postage, clock rent (\$65) on down through election expenses. Also included was \$5,046.00 for County and District Courts, including juries and the County's pro rata part of the salaries of the District Court Reporter and the District Attorney's secretary; \$67,370.40 in salaries for other County Officials and deputies, exclusive of Commissioners and road machinery operators; \$5,400 for sheriff and deputies car expense; other traveling expenses \$2,022; \$6,500.00 for welfare and relief; \$2,500 for care and feeding of prisoners; \$3,500 for library maintenance; \$7,500 for office supplies; \$8,565.00 for maintenance of courthouse and grounds including courthouse utilities; \$1,500 for legal and audit; \$3,000 for insurance and bonds.

A total of \$80,200.00 was set aside to be used to retire warrants and bonds and to pay accrued interest, which includes Hospital Bond retired of \$10,000, together with interest and exchange of \$2,085. Permanent Improvement warrant of \$2,460 retired, together with interest and exchange of \$724—County Road Bonds retired of \$30,000, together with \$13,000 interest and exchange.

In the General Improvement Fund the expenditures amounted to \$1,400, which includes cemetery upkeep, courthouse, jail and barn improvements.

The High Plains Water Conservation district, which costs tax payers \$4,121.12 in 1953, was around the same figure, being estimated at \$4,080.

Estimated at \$43,920.40, follow: county judge \$3,950, county treasurer \$2,400, county attorney \$3,900, sheriff-assessor and deputies \$11,100, county clerk and deputies \$8,520, assessor-collector deputies \$10,650, district clerk \$3,000. Insurance accounted for \$400 in the account. Shown in the general fund were the following additional salaries: Justice of peace \$2,520, auditor \$600, librarian \$2,700, assistant librarians \$2,160, agriculture agent and assistant \$3,900, home demonstration agent and assistant \$3,000, welfare administrator \$2,250, janitors \$4,320, county service office \$2,000. Exclusive of road employees, county school superintendent's assistant and similar offices paid from other funds, the combined salary payroll was \$67,370.40.

Copy Is On File
A copy of the budget has been filed in the office of county clerk and the office of county judge, and both are open for public inspection on the part of interested citizens.

Hereford.....

(Continued from Page 1)

Jack Bradley, Curtis Barkley and Larry, Rober Wagoner, L. A. Smith, W. M. Stewart, A. T. Jones, Miss Nell Spradley, Miss Dovie Jane Jones, Miss Doris Welborne of Midland, Mrs. Woodrow Ireland Jeff Roberson, Ed Johnson and Jack Messer. The group returned Sunday evening.

'Showdown' Wins Top Honors In New Mexico Fair

The Grand championship honors in the stallion division of the American Quarter Horse Show in Albuquerque last week went to "Showdown," a three-year-old chestnut sorrel sired by O. G. Hill Jr., of Hereford, Showdown, sired by Wimpy, No. one horse of the American Quarter Horse Association Stud Book, earlier this year took championship honors at the Curry County Fair.

O. G. Hill Jr., also won grand championship honors at the Tri-State Fair in Amarillo last week with "Hickory Ann" Hill, judged as grand champion mare.

Tuckers Return From West Coast

Mr. and Mrs. F. A. Tucker took a vacation to Sacramento, Calif., where they visited his brother, Lt.

The Tuckers went through Reno and Salt Lake City, Utah, on their way out there. At Salt Lake City they went through the Mormon Tabernacle and also viewed the state capitol.

After arriving, the Tuckers were visited by Mr. and Mrs. Harold Harlens and Sgt. and Mrs. Herby Dones, former residents of Hereford.

While in California, the Tuckers went through Sutter's Mill, where gold was first discovered, and watched miners pan for gold. On their way home they spent the night in Las Vegas, Nev., and went through the Hoover Dam the next morning. They considered this excursion the most interesting and educational part of their whole trip; They found Las Vegas to be a beautiful place.

"CITY CAB GIVES RELIABLE SERVICE"

Few people stop to think about it, but a vital service is rendered in Hereford, every day, 365 days a year, by the people who drive City Cabs.

Clerks in stores, housewives going shopping, children on their way to school or a music lesson, friends going "visiting", these are just a few of the people who rely on the City Cab Company for quick, safe, courteous taxi service.

City Cab service is unsurpassed for reliability and prompt transportation anywhere in Hereford. Also the City Cab Company is noted for its quick and satisfactory delivery service. They will deliver anything from packages to dogs and cats to your home.

Paid Ad

meeting Friday night for all incoming officers who take their place this Sunday in both Sunday School and B.T.U.

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H. P. S. ARE COMING!

Around.....

(Continued from Page 1)
fairs and the holders of unlucky numbers in the numerous baseball "pots," were disgusted with the 1954 World Series. Urlin Streu, however, was getting a big hand from the service club members in having provided TV programs for at least two of the clubs.

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DOLLAR DAY SPECIALS



Wardrobe Trunk & DOLL

14" Nancy Jane

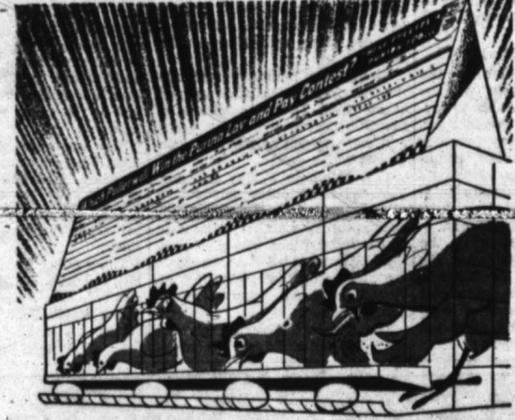
Plastic and guaranteed not to chip, crack, or peel. She walks, turns her head and sits down. Her Saran wig can be washed, waved, combed, curled and set. Moving Eyes! THE TRUNK - 18 1/2" x 12 1/2" x 6" - Sturdy overnight case that can be used when making a trip.

Reg. 11.95 & 16.95 1/2 PRICE

Buy Your Christmas Dolls Now Other Values 3.98

CAVE'S 5, 10 & 25¢ STORE

Purina Cage Eggs



GUARANTEED TO PLEASE YOU OR YOUR MONEY BACK

PURINA CAGE EGGS are produced by hens kept in cages and fed on Purino Chows for extra quality and taste. Purino cage eggs are extra good because:

- They are always clean -- the hens never touch the ground
- Eggs are cooled quickly in individual Wire Baskets
- Eggs collected often and rushed to you at the peak of goodness.

Remember -- Be sure to get the eggs in the CHECKERBOARD CARTONS

PACKARD MILLING CO.

EVERYBODY SAVES ON Dollar Day

One Group

SKIRTS Values to 8.95 **\$2.00**

One Group

WOOL SUITS Broken Sizes -- Values to \$89.95 **\$35.00**

One Group

Nylon Hose PAIR 50¢

One Group

BAGS 1/2 Price

Leather

One Group

CORDUROY JACKETS AND JERSEY BLOUSES 1/2 PRICE

One Group

CREST SWEATERS **\$14.95** Nationally Adv. - Values to 17.95

Shop Now On Our Lay-Away Plan

The Little fashion shop "Smart Clothes for Smart Women"

Brownfield Takes 33-13 Win From Whitefaces

Cubs Hold Lead Through Game

By BILLY PAUL KNOX
The Hereford Whitefaces journeyed to Brownfield Friday night and were handed a 33-13 setback by the Brownfield Cubs.
The Cubs scored the first time they got their hands on the ball and led from then on. They built a 26-6 halftime lead and added more in the final half.
Jess Scott scampered 20 yards for the first quarter for the first Brownfield touchdown.
The Whitefaces' first score came in the same quarter. Francis Boyd, standing in his own end zone for a punt, passed to G. C. Merritt for the six and Merritt traveled 94 yards for a touchdown.
Lee Jones then ran the kickoff back 80 yards for Brownfield's second touchdown.
In the second quarter, after arching 70 yards, Phil Addison

plunged over from the one.
An Addison to Scot pass netted 71 yards and another touchdown in the second quarter.
The only scoring in the third quarter was by Hereford. It came on an 18 yard pass from Godfrey to Merritt.
In the fourth quarter Vernon Brewer grabbed a Phil Addison pass and went 19 yards for the final touchdown for both teams.
First Quarter
Smith brought the kickoff back to the 30. The Herd fumbled twice on the first two plays from scrimmage and finally Boyd punted out to the Hereford 29 yard line.
Jones and Swan took it to the 20, where Jones scored. The conversion was no good.
Wayne Smith brought the kickoff back to the 23. A pass was no good, then Godfrey made 15 on a keeper. After Merritt and Godfrey took it to the Brownfield 48, Riddle skirted end for 23 yards to the Brownfield 25. Buddy Godfrey lost on three straight carries

and Francis Boyd's punt was blocked.
Jones and Addison took it to the eleven on five carries. Scot made five to the six and the Cubs lost the ball on downs.
Riddle made two but Smith lost two. Boyd then passed to Merritt on the six and he traveled the final 94 yard for a touchdown. Boyd's try for point was wide.
Lee Jones brought everybody to their feet when he returned the kickoff 80 yards to give Brownfield a 12-6 lead.
Bryant brought the kick back to 45 and Godfrey made 16 yards to the Brownfield 39, when the first quarter ended.
Second Quarter
Godfrey, Riddle and Merritt carried to the 26 and Hereford lost the ball on downs.
The Whitefaces held and Addison kicked out to the Hereford 32.
In three tries the Herd made three yards and Boyd's fine punt went to the Cubs' 20.
Addison and Jones personally

carried to the Hereford 45. Swan went to the 29 and Scot made 23 yards to the six. Addison took it over in two carries and the score was 19-6.
Smith brought the kickoff back to the 45 and Hereford lost the ball on downs.
Brownfield was penalized 15 yards but Addison passed to Scot for 71 yards and a touchdown.
Smith again brought the kickoff back to the 41 and Calloway made 16 yards before the half ended.
Third Quarter
Boyd kicked off and Bobby Dumas brought it out to the 47. Jones and Swan carried all the way to the Hereford 29 but the Cubs lost the ball on downs.
Godfrey and Smith carried to the 50, where Boyd was forced to punt out on the Brownfield 14 yard line.
They penalized back to their one and Addison punted out. G. C. Merritt made an excellent return and brought it back to the Brownfield 23 yard line.
Godfrey made five then passed to Merritt for the touchdown. Boyd's conversion was good to bring the score to 26-13.
Addison brought the kick out to the 34 and they traveled to the Hereford 40 before they lost the ball on downs.
Godfrey made a fine 20 yard run to end the third quarter.
Fourth Quarter
The fourth quarter was mostly a defensive struggle and the only score was a 19 yard pass from Phil Addison to Vernon Brewer.
Final score was 33-13.
Lee Jones and Phil Addison played standout games for Brownfield while G. C. Merritt and Buddy Godfrey were outstanding for Hereford. Merritt compiled 120 yards rushing.

Hereford	Brownfield
12 First Downs	19
346 Yards Rushing	394
112 Yards Passing	90
458 Total Offense (yards)	484
17 Passes Attempted	12
3 Passes Completed	6

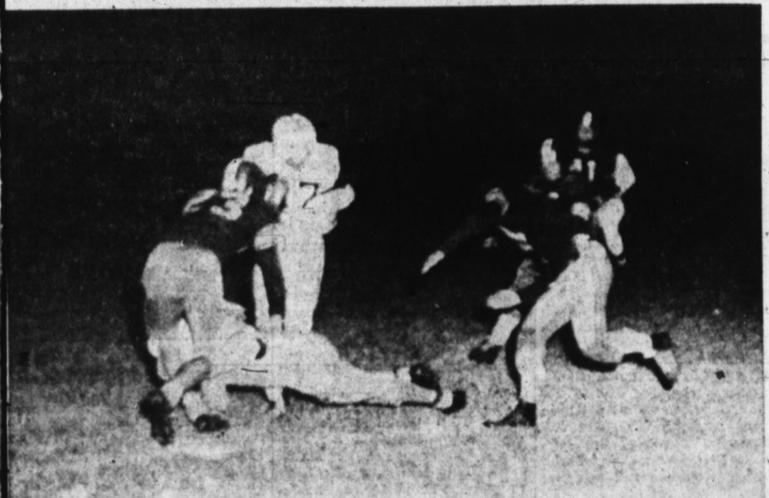
Foibles FANCY AND PLAIN

By Kent Snare
Sugarfoot Sue, I gone have to have some hep' on this one. . . I have ranted and railed at the pre-casters and the polls and now I am faced with one, on a poll which I have, always termed semi-legitimate. This week, of course, as always, during the football term, both AP and UP outs with their National Poll of that 7 day period. What I stumbled over was the UP selection. Blythely, or at least in black and white, they proclaim that Rice and Florida are tied for 17th in their opinion. In the initial contest of this season Rice thumped Florida, 34-14 and I thought, as I listened to the fray, that they exerted some compassion and no little reservation of their full ability, by withholding some talent. That is the only contest that Rice has engaged in this lap and how a club as soundly trounced as Florida was, can be rated on a par with the Oyls is beyond my concept. . . It was interesting to me, and maybe to you, that the first ten clubs of the two polls were identical in make-up, although the sequence varied. AP had them thusly: Notre Dame, Oklahoma, Iowa, UCLA, Wisconsin, Maryland, Duke, Mississippi, USC and Penn State. . . The UP lineup was this: Notre Dame, Oklahoma, Iowa, UCLA, Wisconsin, Maryland, Duke, USC, Penn State, Mississippi. I still contend that Mississippi and Maryland have no place in the first 10 on account of their powder puff type of schedule. Incidentally, I picked UCLA to beat Maryland and by now, when this blat hits the pave, maybe I should oughta be ducking, but look at those polls, both picked the Uclans over the Terps by two notches. But the Odds boys, them with the potatoes, had it Maryland and 7. Well, the returns will be in by the time you scan this and as ole Grizzle Bear said, "Somebody asides me is gone rue this here particular day." I still like that Penn State finger I pointed at the Illini, who probable won't send me their marker no more. . . Before this season broke into actuality, Collier's made this selection of the top 10: Mississippi, Maryland, Notre Dame, Texas, Oklahoma, UCLA, Illinois, Wisconsin, Michigan State, Ohio State and Georgia Tech. Of that quorum, Notre Dame took out Texas, Penn State elimi-

nated Illinois, Iowa racked Michigan State and Florida wrecked the Wrecks. . . Satevepost, bs (Before season), had an order of these: Oklahoma, Georgia Tech, Notre Dame, Maryland, Illinois, UCLA, Michigan State, Texas, Alabama and Iowa. From this aggregate they lost the same 4 as Collier's plus Alabama's defection to Mississippi Southern, which is getting to be a habit to the Tide and

which, they could easily dispense with, if they had their druthers. . . That, mind you on the evening of September the twenty-five, when in the old days a bionated-type club hadn't played a game and had none in immediate prospect except the warm-up selections. But as I maintain, those stadia is gotta be paid for or at least the interest. . . A year ago on this date, AP had this array as their

first 10: Notre Dame, Michigan State, Maryland, Michigan, UCLA, Ohio State, USC, Oklahoma, Georgia Tech and Baylor. By season's end Michigan, Ohio State, USC and Baylor had fallen from grace. On the same date, last year, UP had 'em strung out like this: Notre Dame, Michigan State, UCLA, Ohio State, USC, Maryland, Michigan, Oklahoma, Baylor and Georgia Tech. (Continued on Page 6)



WAYNE SMITH, Hereford halfback is about to be swarmed under by a group of Brownfield tacklers. No. 23 for the Cubs is Lee Allen Jones and No. 41 is Kelly Mac Sears. (Travis Caraway Photo)

District Standings

SEASON'S STANDINGS FOR DISTRICT 1-AA

Team	W	L	T	Pct.
Perryton	4	0	0	1.000
Phillips	4	0	0	1.000
Canyon	4	0	0	1.000
Dalhart	3	1	0	.750
Hereford	2	2	0	.500
Dumas	1	1	1	.500
Shamrock	0	4	0	.000

Last Week's Results
Perryton, bye
Phillips, 32; Levelland 26.
Canyon 38; Tulla 14
Dalhart 19; Clayton 0
Dumas 0, Olton 6
Hereford 13, Brownfield 33
Shamrock 0; Childress 26

Next Week's Schedule
Phillips at Perryton
Canyon at Dalhart
Hereford at Shamrock
Wellington at Dumas

Sports Events OF THE HEREFORD AREA

HATS \$3.85

VALUES TO 5.98
Stunning new hats . . . terrific values at this low price!
Felts and velvets in dressy and casual styles that you'll recognize as the season's smartest styles.

RUTHERFORD & CO.

Varsity-Town Clothes
MAKERS OF SMART AMERICA

black coal
brown coal
blue coal
new charcoal

coal tones make the dark suit the smart suit

The new dark trend which started with the tremendous popularity of Charcoal is smartly expanded in a wonderful way for Fall '54 by Varsity-Town's creation of additional dark rich tones of Blue Coal, Brown Coal and Black Coal.

These dramatic new dark tones are presented in a fabulous variety of solid tones, or as dark grounds enlivened with light bright dots and dash patterns. Models, too, are decidedly new.

65⁰⁰ to 69⁵⁰

Dub's Man's Shop

Phone 112

Your Dollars Buy More on **DOLLAR DAYS**

Cara Nome

CREAMS
Regular 2.50 Value
NOW **\$1.25 each**

- * Cold Cream
- * Cleansing Cream
- * Special-Dry Skin Cleansing Cream
- * Skin Cream (night cream)

Large 7 1/2 oz. jars

McDowell Drug Store

Phone 13

DOLLAR DAY Markdowns!

All Nylon **DUSTERS** (Short Robes) **\$3.95**
Special Purchase For Dollar Day

All Wool Exceptional Value Famous Brand **COATS** **39.95**

SUEDE JACKET 1 Only Size 12, Specially Priced **32.95**

1 Group Early Fall **JACKETS** **1/2 PRICE**
Broken Sizes

FORMALS
8 Only - Values to 59.95
2 Size 11 - 2 Size 14
3 Size 12 - 1 Size 16

1/2 PRICE
New Shipment - Tailored Crepe **BLOUSES** **\$4.95**
Toast
Tangerine
Green
White

Vanity Fair **PETTICOATS**
Sizes 4 to 7
Red
White
Blue
Pink **\$3.95**

ANKLETS 4 Pr. **\$1.00**
English Rib

HANKIES Ea. **\$1.00**
Dark Print

The **Vogue**

WANT ADS Phone 30 or 31

1. FOR SALE Miscellaneous

FOR SALE: 1300 bushels of Early Wichita seed wheat which has been grown locally for seven years. Priced \$2.50 per bushel. Also Michigan Winter Barley seed grown here this year. Priced \$3.00 per hundred. Located at Pitman Grain Co. Charlie Holt. Telephone Frio Exchange 4477 or call at the elevator. B-1-50-38-4c

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-tfc

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-tfc

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

BONDED STORAGE. Hereford Transfer and Storage Co. Local and long distance furniture moving. Phone 2032, Box 243, Hereford, Texas.
B-1-19-10-tfc

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

A SSB 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, 4472-Frio Exchange-night.
B-1-27-tfc

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-tfc

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

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

FOR SALE: Early Wichita Wheat. \$2.50 bushel at elevator. Phone 2007.
B-1-11-12-tfc

FOR SALE: cafe complete, 3 fridges, deep freeze, cafe range, steam table, frylator, slicer, Coke box, cash register, counter and stools, 5 booths, dishes, silverware, circulating heater, nothing lacking. Located South of courthouse in Vernon. Reasonable rent. Buy today and open tomorrow. Phone 4000-40. See W. B. Abbott, 308 Herrington, Vernon.
B-1-52-39-3c

MUST SELL two spinets and small upright, like new, at once. Present obligation must be retired. Low terms to responsible parties. Write Credit Dept., McBrayer Piano Company, 217 West 6th Street, Amarillo, Texas. B-1-33-39-3c

FOR SALE: Early Premium seed wheat. Phone 380-Davis McCracken Implement.
B-1-11-30-tfc

FOR SALE: Trailer House, extra clean. 1948 Traveltite, 21 foot, sleeps four. Widorada 5476.
B-1-13-14-3tp

HAVE 1250 feet Northern hard maple flooring left from new gymnasium. See Crowley, floor layer, at Gymnasium.
B-1-16-14-1tp

FOR SALE: Frigidaire refrigerator. Excellent condition. Phone 1004-W.
S-1-9-14-1p

FOR SALE: 21" TV, and Antennae \$175.00. Al-Mar Trailer Courts, R. C. Byrd.
B-1-13-39-2p

FOR SALE: HOLLAND BULBS, peonies, and cut flowers. Mrs. J. F. Ward, North Main.
S-1-14-13-tfc

FOR SALE: Frigidaire refrigerator. Excellent condition. Phone 1004-W.
S-1-9-13-2p

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

FOR SALE: One 1954 Gleaner SP Combine, 14' complete with maize bars, folding unloader. Slightly used. \$4,295.00. One 1953 Gleaner SP Combine, 14', complete with maize bars, folding unloader. A-1 condition \$3395.00. NOSKE BROS. MOTOR CO. HO-BART, OKLAHOMA. Day Phone 704. Night phone-49.
B-2-44-38-4c

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

1952 MODEL 27 Massey Harris Combine with maize attachment. A-1 condition. Gerald Dobbins, Hereford Camp.
B-2-15-39-4p

FOR SALE: 1947 Mack Truck, 20' Grain bed. Air brakes, 1000-20 Tires. H. F. Trimmer, Dawn. Phone 3188.
S-3-18-14-1p

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

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

FOR SALE: 3 bedroom house, to be moved, lots of built-ins, automatic dish washer, formica topped cabinets; or will trade for a 2 bedroom house of equal value in Hereford. S. B. Pulliam, Bellview, N. M.
B-4-35-14-2tp

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

\$1,000.00 DOWN
Very nice two bedroom home located at 514 Ave. K on a 75 foot lot with nice grass, trees, and fenced back yard. Single garage, not attached. Living room carpeted. \$6,500.00 loan can be assumed . . . \$75.00 monthly payment or will accept annual payments. Price \$7,500.
SAM NUNNALLY
Lone Star Agency
Pho. 424 Nite, Sunday 1711
B-4-12-tfc

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

FOR SALE
Nice, clean 320 acres. 290 in cultivation. Two good 8" wells. 2 bedroom and large den house. 40'x80' Quansett building. Two government granaries. On paying. Near Hereford. Good price. Good loan.
Also 3' bedroom home, single garage. Near school. Price \$5,000.00 plus paving. \$500.00 down, balance loan.
145 acres. Two 8" wells. \$5,000 down, balance terms.
Would appreciate your listings on anything for sale or trade.
J. M. HAMBY REAL ESTATE
Phone 701 1410 Park Ave.
B-4-12-tfc

PRUDENTIAL FARM LOANS
America's Largest Farm Lender
SAM NUNNALLY
136 Main
Lone Star Agency
B-4-37-tfc

Special - 3 bedroom home on Star Street - Priced for Quick Sale
Extra choice 1/4 sec. strong 8" well near Hereford. Price \$210.
Hugh Bookout Realty
533 E 1st St.
Hereford
Res. Ph. 1270W Of. Ph. 1674
B-4-13-3c

IRRIGATED 206 Acres. 4 miles Hereford. Adjoining highway. Natural gas. Sell; take some trade; or trade on larger place. Phone 2007.
B-4-21-12-tfc

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-tfc

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

FOR RENT: Nice 3 room unfurnished duplex apartment. Private bath. Automatic furnace. 109B Union. Phone 430.
B-5-16-37-tfc

THREE ROOM unfurnished duplex apartment 207B Bennett. Phone 916-J.
B-5-9-38-tfc

FOR RENT: Five room modern house. Newly decorated. Double garage. Phone 268-J.
S-5-12-14-1k

DESIRABLE bedroom. Private entrance. Priced reasonably. 116 Avenue A.
S-5-9-14-1k

LARGE FRONT bedroom. Phone 125-W.
S-5-9-14-1p

WANTED TO RENT or lease 43 irrigated farm. Write Box 673.
B-6-11-38-4p

NEED A HOT PLUG repaired. Call Morgan Appliance. 197.
B-6-9-13-5fc

WANTED: Young man for bookkeeper, office, and warehouse work. Must be capable and looking for a future. Apply in person to Ray Godwin manager, Crowe Gulde Cement Co. of Hereford.
B-8-30-13-tfc

BIG STEADY EARNINGS for man or woman. Distribute Nationally Advertised Walkins Products in Hereford. No experience or investment needed. Age no barrier. Easy to establish year round business, full or part time. Write Mr. C. R. Ruble, Dept. O-1, The J. R. Walkins Company, Memphis 2, Tenn.
S-8-14-1p

CUSTOM Harvesting. Have five new Massey Harris Combines. Lester Newton, 239 Avenue F, or call 277-W.
B-9-16-13-tfc

ALCOHOLICS ANONYMOUS
Phone 1358 or 2018
Meetings Thrus. Night at 8:00 P.M. 1500's Union
B-10-24-tfc

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

ENROLL your pre-school child in Lorraine's Kindergarten. Mrs. J. R. Fowkes, Harrison Highway, Phone 1574-W or 429.
B-10-18-4-tfc

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

TOASTER WON'T TOAST? Bring it to Morgan Appliance. Park Avenue.
B-10-10-13-tfc

READY BUILT HOUSES. Two bedroom as low as \$2500.00. Phone 8-2507 Farwell, Texas.
S-10-13-13-4p

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

Dr. and Mrs. John Channer left Friday night for Oklahoma City, where Dr. Channer was to attend the Oklahoma State Chiropractic Convention. They will return October 11. Their daughter, Sue, will spend that time in the Urline Streu's home and attend school.

Mr. and Mrs. Bill Reed of Crosbyton are spending the weekend with Mrs. Reed's sister, Mrs. Herman Graig, who has just returned home from St. Anthony's Hospital in Amarillo, where she has been a patient for the last two weeks.

FOR NEW AND USED parts try Hereford Wrecking Co. East highway 60. Phone 320.
B-11-15-17-tfc

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, Farmer and North Part of Castro Counties.
B-11-46-tfc

THINKING OF buying an automatic washer? Don't buy any washer until you have used and tested the Brand New 1955 Frigidaire, in your own home for seven full days with absolutely no obligation of any kind. No special plumbing needed. Installs on rubber rollers. Call Morgan Appliance for your free home trial. Phone 197.
B-11-54-13-tfc

INCOME TAX SERVICE
Room 3-338 N. Main
E. B. POSEY
S-11-11-14-tfc

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-tfc

DOOR BELL won't ring? Call Morgan Appliance. Phone 197.
B-3-9-13-tfc

Save, Recover, Add Beauty to your furniture with the latest nylon fabrics to match your color scheme.
It will be completely rebuilt by skilled workmen at the
Hinds Upholstery
310 N. McKinley
Phone 1092
B-11-13-4p

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

FOR GUARANTEED
Roofing and Sheet Metal Work, Contact Hereford Roofing and Sheet Metal.
839 East 1st St. Hwy 60
Hereford, Texas Phone 317
B-11-8-tfc

WE REPAIR electric clocks, irons, toasters, percolators and all small electrical appliances.
Phone 75, Witherspoon Electric, 129 West 3rd Street.
B-11-20-30-tfc

CUSTOM FARMING Listing, planting, plowing and harvesting. Floyd Stivers, Hereford, Texas. Box 188. Phone 936.
B-11-15-21-tfc

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. Elliston
Real Estate
132 E. 3rd Ph. 179
B-11-tfc

ERNEST L. MCGEE
Earth Moving,
Phone 2016
Dozers, crane, dragline, Backhoe service.
Hereford, Texas
B-11-36-tfc

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



ATTEMPTED AROUND END PLAY by Smith is smothered by half the Brownfield team, above. (Travis Caraway Photo)

Accident Damages Run \$1,400 For Past Week

Damages ran up to \$1,400 in four accidents reported this week through the City Police Department.

Damages Run \$200
There were \$200 worth of damages done in a collision Tuesday about 1:50 o'clock on Main Street occurring about 20 feet North of Third Street, when a 1940 Chevrolet, driven by Mrs. Garvin Lewis Green, collided with a 1949 Kaiser, owned by L. W. Houghton, which was parked on Main.

There were \$150 damages done to the Kaiser and \$50 damage to the Chevrolet.

Houghton's car was angle parked on the East side of Main, Mrs. Green was going West on Third Street when she made a right turn onto Main Street and had gone about 20 feet and struck the rear of Houghton's car with the right front fender of her car. The force of the crash pushed Houghton's front wheels upon the curb with the front bumper against the parking meter.

Mrs. Garvin Lewis Green was charged with having no operator's license and negligent collision with estimate \$550 costs.

About \$550 damage was done in a collision at the intersection of Bradley and Knight Streets Monday around 4 o'clock, when a 1950 Nash Sedan and a 1946 Chevrolet collided.

Haynes Morgan Thomas was driving the Nash and Shird Lee Smith was driving the Chevrolet.

Thomas' car was going South on Knight Street and Smith's was going West on Bradley. The front of Thomas' vehicle struck Smith's vehicle on the right side about the center.

About \$400 damage was done to the Nash and \$150 damage was done to the Chevrolet.

Smith was charged with the failure to grant the right-of-way.

Damage Is \$30
About \$50 damage was done in a collision on Main Street and about 200 feet North of Second Street Sunday around 3 o'clock, when a 1949 Oldsmobile and a 1947

Dodge collided.
Nelson R. Pierce was driving the Oldsmobile and Glenn Pierce was driving the Dodge.

Both vehicles were going South on Main Street when Nelson stopped to let another vehicle back out from the curb. When Nelson stopped Glenn ran into the back of Nelson's car.

The Oldsmobile wasn't damaged, but the Dodge had \$50 worth of damage.

Glenn Pierce was charged with following too close and defective brakes.

3-Way Crack-Up
About \$600 damage was done in a collision on South Main and about 200 feet South of New York Street Monday evening about 11:50 o'clock, when two 1938 Chevrolets and a 1953 Ford collided.

Robert D. Gottis of Selinas, Calif., was driving one 1938 Chevrolet, William J. Paetzold was driving the 1953 Ford and Marcus A. Marlar of Selinas, Calif., was driving the other 1938 Chevrolet.

Gottis and Marlar were stopped in the middle of the road and Paetzold was going South on South Main, when he failed to see the two vehicles parked on the pavement. Paetzold ran into Marlar, causing Marlar's car to slide around to the right and Paetzold's car to hit the left front fender of Gottis' car. Marlar and Gottis were parked crossways on the pavement blocking the whole road. Marlar was towing Gottis' vehicle.

Gottis' car had \$50 worth of damages. Paetzold's car had \$350 worth of damages. Marlar's car had \$200 worth of damages.

Marcus A. Marlar was charged with being improperly parked on pavement.

Methodist Groups End Study Course

The Emma Wheeler Hawkins, Alice Ward, and Dorcas Circles of The First Methodist Church have completed the study, "Christianity and Wealth," under the leadership of Mrs. Homer Brunley. Stressed was the personal responsibility of the Christian for the use of wealth in his own, his nation's, the world's.

Never before has the individual had so much power to take such responsibility.

As an outgrowth of this study the following measures were adopted. First, the Friendship Class will sponsor attendance at all youth programs and recommend that programs on the Methodist Social Creed and lessons, "What Methodists Believe," be presented to this group. Second, four women from each circle will be appointed as delegates to meetings of the United Council of Church Women, these delegates to be rotated each meeting. Third, the Fellowship Class will be responsible for having Social Creed of the Methodist Church presented to every adult class. Fourth, the Home Builders Class will sponsor a transportation committee for people who are unable to attend Sunday School and Church for lack of transportation. Fifth, that pre-marriage counseling be given to young people of the church.

The Carrie Black and Lottie Fox circles have completed the study "India, Pakistan, and Ceylon." Mrs. Ray Conaway was leader. Mrs. Tommy Hulsey directed the same study for the Alicia Circle. The action taken by these groups was a cash offering which will be sent to Rev. Marvin Keister at Lahore, Pakistan, to buy books for native Indian workers and pastors.

HEREFORD No 849 AF & AM
MM
Thru. Sept. 30th
8:00 P. M.
K. L. Thompson, Sec'y
B. E. Roberson W. M.

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

Kiwanis Club
Thurs. Noon
Hotel Jim Hill

Lions Club
meets each
Wednesday, 12 noon
Hotel Jim Hill

Hospital Notes

Patients In Hospital

Mrs. Jose Salinas, OB; Mrs. W. S. Dameron, OB; Elmer Mitchell, med.; Mrs. Jimmie Robinson, med.; Lucy Wilkins, med.; John Eggler, med.; Sarah A. Teas, med.; Carol Sparks, med.; Giles Tate, surg.; Sonja Culp, med.; Janice Ramey, surg.; Badderrama Palacios Eulacio, med.; Jim Shirley, surg.; Leroy Conklin, med.; Mrs. A. E. Edwards, med.; Mrs. Ted Tons, med.; Emma Jane Boaz, med.; Mrs. O. B. Sumner, surg.; Wirt Phillips, surg.; A. J. Self, surg.; W. F. Parker, med.; Mrs. Heien Matulich, surg.; Paulo Martinez, med.

Patients Dismissed

Lloyd McWhorter, 10-1; Mrs. Luther Ellis, 9-29; Danny Lee Massey, 9-30; Marvin Knox, 30; Juan Jose Deleon, 9-29; Wanda Jean Gilbreath, 9-30; Mrs. Eugene Fangan, 9-29; Mrs. Cornelia Scoggin, 9-29; Mrs. Ralph Price, 9-29; Linda Sue Williams, 10-1; Mrs. Doro-

thy Thomason, 9-29; and Helen Cross Pellam, 10-2.
New Births
A daughter was born to Mr. and Mrs. David Downey, 10-1.

Q. How can I make myself a beneficial "beautifying" facial mask?
A. The white of an egg, painted over face and throat, and allowed to remain 10 minutes, is good. Wash off with warm water.

REGISTERED CHRONOGRAPH WATCH TECHNICIAN

Does your watch keep good time?

IF NOT, bring it in for a free examination today. A simple adjustment or thorough cleaning may be all that is needed to put it in top-top condition.
Your Doctor of Sick & Decrepit Watches
Kenneth "Doc" Cowan

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

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

Sunday Brand, Hereford, Texas, Sunday, October 3, 1954

PENNEY'S

ALWAYS FIRST QUALITY!

TOMORROW...at Penney's

DOLLAR DAY

SAVE! SAVE! SAVE!

FIRST QUALITY!

FULL PIECES!



Advance 5881

Pinwale Corduroy! 77¢

See how Penney's helps you to save! Come take advantage of Penney's Birthday party, and buy yards and yards of corduroy!

YARD
36"/37" wide

DOLLAR DAY VALUE

Cotton Autumn TWEEDS

2 1/2 yds. \$1.00

MACHINE WASHABLE
Imagine! Woven Tweed That Resists Wrinkles, soil, Pre-shrunk! Choose from Dark to Light Shades 36".

DOLLAR DAY VALUE!

nylon tricot SLIPS

2.00

quick-drying no-iron! Non-sheer 40-denier tricot, with lace or embroidered trims. Easy to wash. White, pink; 32-44.

Also A Large Assortment In Rayon

PENNEY'S FAMOUS GABARDINE

2 Yds. For \$1.00

Firm-bodied, rich-textured acetate and rayon gabardine that machine-washes (with lukewarm water), resists shrinkage, never wants to crease... that's Hialeah! No wonder wise mamas sew school clothes with it... it's a fine value!

TO-DAY'S SPECIAL

SPECIAL COTTON PLISSE 4-GORE SLIPS

\$1.00

Timely special purchase at Penney's... you get cool, well-made, perfect quality plisse slips for only \$1.00! They're machine-washable, need no ironing. Embroidered eyelet batiste trims. White, pink. 32 all the way up to 44 Cotton Plisse Half Slips Reduced to \$1.00.



32" PRINTED SPUN RAYON SQUARES

2 FOR \$1.00

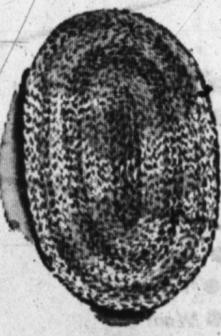
Bright fall scarves you'll wear hundreds of ways! They're of fine spun rayon with neatly fringed edges.



BRAIDED RUGS FROM CLOSEOUT OF FINE YARNS

\$1.00

Exceptional value! Because of a manufacturer's closeout of fine yarns, Penney's was able to get this special purchase of sturdy braid rugs! Now you buy several—and give each room a color boost. In red, green, blue, brown and gold. 20" x 30" oval.

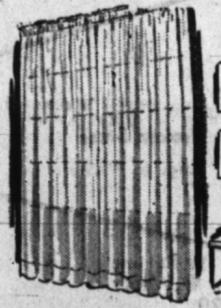


SPECIAL CHROMSPUN ACETATE PANELS

Each

88¢

Sparkling marquisettes at tremendous savings! Lovely in Penney's brilliant selection of colors that keep their first-day look, despite sun, soot or sudsing! Hemmed and headed tops... 1" side, 3" bottom hems 42" wide, 72", 81" or 90" long.



QUICK-DRYING NYLON TRICOT BRIEFS

Special Purchase!

2 FOR \$1.00

Stock up while they last! Popular tailored style with band or elastic waist, they're smooth-fitting, comfortable. Wash and dry in a wink, need no ironing. White, pink or blue.



WASHABLE CHENILLE DUSTERS

Special Purchase!

\$3.00

Extra savings on these fall-perfect robes—right at the beginning of the season! Velvety-soft, closely tufted to resemble corduroy, they're deep and cozy. 2 roomy pockets. Carmen red, peacock, melon or aqua. 10-18.

FOR MISSES AND WOMEN! CHENILLE ROBES

Special Purchase!

\$3.00

Full sweeping warmth in luscious, closely tufted, corduroy like chenille! These beauties are styled with deep double cuffs, half belt, patch pocket. Hand washable. Choose carmen red, peacock, melon or aqua. 12-20, 40-46 at the same low price!



FINE ALL WOOL Town-Clad SPLASH WEAVES

\$25.00

Expensive-looking color-flecked all wool splash weaves, tailored by Town-Clad in the trim, comfortable neat look! They look costly... actually cost far less than you'd expect to pay for fine quality suits like these! Try one on now!



MEN'S WASHABLE RAYON GABARDINE SPORT SHIRTS

Special

\$2.00

Fine quality at tremendous savings! You get machine washable rayon gabardine in many deep, high, or pastel colors, and dressy long sleeve styling with flap pockets, spread collar, adjustable cuffs, S,M,L, XL.

DOLLAR SAVING AT YOUR PENNEY STORE

One Large Table Children's & Ladies SHOES Broken Sizes 1.77	39 Pairs Men's Dress & Work SHOES Reduced to 5.00	48 Only Men's Better DRESS SHIRTS Reduced to 2.00
Men's Sport Denim Western SHIRTS With White Snap Reduced to 2.00	Boy's Nylon Pucker Sport SHIRTS Size 2 to 14 Reduced to 1.00	50 Only Men's Better TIES Reduced to 77¢
48 Pound Bleachd Flour Sacks Sacks Unhemmed 5 For 1.00	REMNANTS One Large Group Cotton, Rayons and Nylons	27 x 27 Birdseye A Good Quality DIAPERS Soft Cotton 6 For 1.00
Girls & Ladies Nylon Sheer ANKLETS 5 Pair For 1.00	11 Only Girls Cotton SKIRTS Reduced to 77¢	Ladies New Fall Dresses Dark Grounds Size 10 to 20 3.98 16 1/2 to 22 1/2
Girls Rayon PANTIES Broken Sizes 15¢	Penney 8-Oz Ranck-Craft JEANS Girls 1 to 6 1.69 7 to 14 1.98 Ladies 10-20 2.49	Extra Large Size Bath Towels Made By Cannon 2 For 1.00
Lay-A-Way For Christmas DOLLS 2.98 to 9.90	Double Plaid Pains BLANKETS 95% Cotton 5% Wool Full Bed Size 3.00	Boys Foremost 11 Oz. Sanforized Western Jeans Size 4 to 16 2.29

NEW LOW PRICE!

Penney's own famous NATION-WIDE SHEETS

\$1.69 ea.

Stock up now at special savings! Get sturdy quality muslins woven to take rugged use, lots of laundering.

Stock Up With This Low Price

NATION WIDE Bleached Sheets

72x108 1.59
81x99 1.59

Cases

36x36 39¢
42x36 39¢

NATION WIDE Colored Sheets

72x108 2.19
81x108 2.39

Case

42x36 49¢ ea.

PENNEY'S Penco Sheets

81x108 2.15

Case

42x36 46¢ ea.

BANDED-EDGE CHENILLE BEDSPREADS

\$5.00

Charming summer colors in a fluffy no-iron bedspread that looks cool, never needs ironing. Perfect for apartment or home use. Closely fringed in wavy line pattern with banded edge, rounded corners. Sun, Gold, White.

15 ONLY SOLID FOAM RUBBER LUXURY PILLOW

\$3.00

Like a pillow that never mats, never loses its unique resiliency—that's free of conventional allergies? This is it! Molded foam rubber with a zippered, Sanforized cover, white, blue, pink.

TODAY'S SPECIAL Ladies Nylon Hose

2 Pairs For \$1.15

Now's the time to stock up on leg-lovely nylon stockings at Penney's low, low price! Beautiful 60-gauge, 15-denier nylons, so sheer, yet long-wearing. Slim, dark seams, sizes 8 1/2-11. Don't miss this exciting event!

This Fall, It's Smarter To Buy At Savings!

IAA Conference Play To Open This Weekend

By BILLY PAUL KNOX

With three undefeated and untied teams, District IAA is probably the roughest district in the state.

Heading the slate are the mighty Phillips Blackhawks. The Hawks conquered the highly regarded Levelland Lobos of district IAAA by a 32-26 score last Friday night. They have scored a total of 185 points in four games for an average of 46 points per game while allowing their opponents 46 points for an average of 11 points per game. Many authorities rate the Blackhawks as the finest AA aggregation in Texas.

Have Perfect Scores

The Perryton Rangers also possess the makings of a football powerhouse. The Rangers have a perfect record but they drew a bye last week.

The other undefeated team is the Canyon Eagles. They defeated Tulia by a 38-14 count last week.

In other games played last week, Dalhart, holders of a 3-1 record, chewed up Clayton, 19-0. Dumas lost to Otton in a 6-0 squeaker and Brownfield romped past Hereford, 33-13. Shamrock lost its fourth straight game to Childress, 26-0.

Conference Play Opens

Next week, conference play will begin with three games. Two undefeated teams collide, and another meets a strong opponent.

At the top of the card is the Phillips-Perryton game to be played at Perryton. This game will probably decide the district championship. The Blackhawks will enter the game as favorites.

Canyon meets Dalhart in another grid battle. The Eagles will be seeking to continue their undefeated ways.

At Shamrock, Hereford and Shamrock will match football talents. Shamrock hasn't won a game, and the Whitefaces have won two while losing two.

Dumas is the only team not playing a conference game. They meet the Wellington Skyrokers at Dumas.

Foibles....

(Continued from Page 3)

gia Tech. . . That double defection of Ohio State reminds me of a tale extant last winter about Woody Hayes, the O. S. tutor. Minnesota was looking for a coach after Wes Fesler's resignation. A prominent O. S. Alubum was talking to a Gopher Ex saying, "We will trade you Woody, even for your coach." The Minnesota said, "We ain't got none." The Ohioan persisted that he would still trade and even, Mr. Hayes has the floor this season, for how many more, if he loses 3, is not problematical.

Twirlers Attend Canyon Session

All six of the twirlers from Hereford High School attended the twirler's clinic at West Texas State College in Canyon yesterday. The band's sponsor, Bill Miller, accompanied the group. The girls are: Barbara Rogers, Ella Marie Williams, Bonnie Lewis, Barbara Dameron, Joan Brown and Wanda Kimbrough.

About 150 twirlers from two dozen Panhandle high schools attended the clinic and festival Saturday, according to M. J. Newman, head of the music department. The clinic was the first to be conducted in Canyon during the regular college semester.

Director was Ted Otis, five-time national twirling champion who, for the past two summers, has conducted twirling classes for the West Texas Music Camp. Instruction during the day was free, and solo and ensemble contests determined top talent to appear with Otis during a half-time show Saturday night at the West Texas-Midwestern University football game.

Otis taught more than 150 twirlers during the music camp this summer, and most of the students attending the clinic Saturday had previously studied with the famous twirler. Students enrolled for the clinic were from Canyon, Amarillo, Hereford, Allison, Briscoe, Wheeler, Dumas, Wellington, Perryton, Childress, Borger, Lockney, Sunray, Memphis, Portales, N. M., Lovington, N. M., Dimmitt, LeFors, Sudan, Slaton and Phillips.

Q. What can I do about enlarged pores in my face?

A. More frequent cleansing of the face tends to shrink these pores. Large-pored skin usually accompanies oiliness, so use lots of soap and water. Next, apply skin lotion to do an extra-careful rinsing job. Finish with vigorous patting with astringent. For party times, camouflage these pores with a heavy makeup base or skin paste.

H. P. S. ARE COMING!

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NEW RATES EFFECTIVE NOW

DARK AVE.
CITY of HEREFORD
30¢
Inside This Diamond

2 1/2 MILE AVE.
40¢
For First Mile Outside The Diamond, and
10¢ Each Additional 1/2 Mile!

114 W. 3rd Phone 54

Streu's Diary

October 1, 1954

DEAR DIARY:

I'm so utterly mad I could do something drastic — those confounded Cleveland Indians can't play ball for some weeks — they may come awake and win a game before this comes to print — I hope so. Been enjoying the telecasts on RCA Victor TV sets here at the store — at home — and over to the Hotel ballroom where we have a 24" set at your service if the games go thru Sunday. Those of you who avail yourselves of this service can thank Dick Ross, the hotel manager, EW Young who installed the set, and Grandpop Streu. We do have some RCA Victor TV sets for sale, too.

Dollar day Monday and we have a real special in remem'ry cutters — a \$2.95 value for only \$1.95 — supply is limited to one to a customer so you had better get in early. Another special is the 98 cent polyethylene E-Z Flow cat-sup and mustard dispensers — going for only 50 cents. Will probably dig up a bunch more specials by Monday morning.

Just received a big shipment of sport seats in green, yellow, red, and chartruse — ideal for football games and fishing boats — nicely upholstered in leatherette which is washable — they are padded nicely, too, for those of you whom nature shorted on padding for sitting.

Also received this week a full assortment of Dazey can openers — prices from \$1.79 to \$5.95 — all kinds, all colors — make very useful gifts. And in the gift lines — brother, we have just about everything from soap to nuts — china, pottery, glass, milk glass, wood, stainless steel — and so on from here on out. Lots of clever little gift items, too for those with limited budget.

May I suggest you tune your TV sets (preferably RCA Victor) to the RCA program on KFDD Sunday afternoons — program called "Stories of the Great Southwest." They are true stories of guys like Jesse James, Billy the Kid and other desperados of the early days. You'll enjoy them every one. We also help sponsor the Football Game of the Week — promoting Finco antennas.

Well, the tax notices are all in now — and I find it will only cost me \$5.30 per day this year for local taxes — hope yours are less, and I also hope we don't have to build any more schools for a year or two. However if there is one place where tax money will do good, it is in good schools, for the generation to follow certainly will need all the education they can get to pull out of the mess we have made the past few years.

STREU



WE'RE JUMPIN' THE GUN on Christmas

With A Dollar Day Specially Prepared for Thrifty Early Xmas Shoppers

Group of 100% Virgin Wool Ladies Sweaters Size 34 to 40 Reg. 4.98 **2.99**
● Red ● Green ● Navy ● White

Repeat of a Sellout 150 Nylon Slips ● Red ● White Reg. to 8.95 **3.99**
Full Slips & Half Slips

SKIRTS 25 **5.00**
● Jersey ● Taffeta ● Wool Size 10 to 16

All Remaining Summer DRESSES Broken Sizes Reg. to 49.95 **5.00**
● Rayons ● Wools Size 10 to 20 Reg. to 79.95

Group of 50 BLOUSES Cotton Reg. to 7.95 Odds & Ends All Sizes **1.00**

Group of 100 DOLLS Betsy McCall ● Magic Flesh ● Miss Curly ● Saucy Walker Reg. 8.95 to 15.00 **5.00**

Group of BRAS Discontinued Styles Peter Pan Reg. to 3.00 **1.00**

All Remaining Summer ● Skirts ● Pedal Pushers ● Jackets **1.00**

Ladies Nylon HOSE 60 - 12 PK Seams **69¢**

MEN'S DEPT

Our Complete Stock Men's And Boys Western & Dress **SUITS** **1/4 OFF**
No Layaways - CASH ONLY Dollar Day Only

Our Complete Stock Men's Colored Dress **SHIRTS** **1/2 PRICE**
No Layaways - CASH ONLY All Sizes & Lengths Dollar Day Only

Men's Khaki Work **SHIRTS TROUSERS** **1.99 EACH**
Broken Sizes

MEN'S NOCONA BOOTS

Reg. 27.50	Values Now	19.95
Reg. 32.50	Values Now	24.95
Reg. 35.00	Values Now	24.95
Reg. 39.50	Values Now	29.95

— Dollar Day Only —

Men's Colored **Tee Shirts** **79¢**
Sizes S - M - L 1.29 to 1.98 Values

Nylon **SOX** **79¢**
Including Stretch Sox Regular 1.00 Values

Men's Work **SOX 5 PR. FOR** **\$1**

Men's **Kerchiefs 10 FOR** **\$1**

Men's White **Tee Shirts** **79¢**
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Stripes & Blue Broken Sizes

POPULAR STORE

Top Executives



Dr. H. A. Cavness, president; Mrs. C. W. Parker, second vice-president; Mrs. R. B. Miller, first vice-president; and Mrs. Harry Cayler (seated) secretary-treasurer; look over advance reviews of the coming programs.



Young Helpfuls

At the Earnest Langley home, two year old Camille empties her piggy bank toward purchase of a student ticket for her ten year old sister, Suzanne, with Dad's encouragement.

Student Ticket Committee



Sue Kirby (standing right) sells student memberships to high school students; Sue Sumner, Joe Landers, and J. B. Wills.

"Operation CONCERT"

The Hereford Mutual Concert Association will present its annual program series this year under the auspices of Southern Town Hall Concert Bureau in the new high school auditorium. Presentations are designed for people of all ages with promise of excellent entertainment in the world of music, literature, drama and world situations.

Pictured today are some of the concert leaders who have taken active part in the expansion of the Association activities during the past several years, as well as interested newcomers.

See Story on Page 2, This Section

Art Appreciation

Carolyn Aven and her mother, Mrs. Leroy Aven, share one of childhood's classic stories.



INSPECTORS...



Mrs. J. C. McCracken (left), Mrs. Jas. W. Witherspoon and Ted Linnartz give the new high school building, where programs will be presented, the once over.

Women's Activities

Social Events — Clubs — Civic Interests
Hereford, Texas, Sunday, October 3, 1954 SECTION TWO

Progressive News

By Mrs. Ira Ricketts

C. V. Burges returned home Saturday, after several weeks stay in the hospital, following a heart attack. Mr. Burges, though still rather weak, is reported to be improving satisfactorily.

Linda Russell spent Friday night and Saturday with Dorothy Coombes.

Mary Kay Houghton spent Sunday and Sunday night with Shari Carmichael.

Mrs. Archie Dougherty of Clovis spent Thursday with her parents, Mr. and Mrs. Ira Ricketts.

Kenneth Walterscheid, who attends Price College in Amarillo, spent the weekend with his parents, Mr. and Mrs. F. J. Walterscheid.

Mr. and Mrs. Alton Kemp and daughter returned Tuesday from a vacation trip in Colorado and New Mexico.

Progressive H. D. Club meets Tuesday, October 5, with Mrs. V. E. Dodson.

Margie Kerschens spent Sunday with Jeannette Walterscheid.

Virgil Dodson and Clyde Russell spent Monday and Tuesday securing Farm Bureau memberships.

Mr. and Mrs. Paul Cavender visited Wednesday evening in the home of her parents, Mr. and Mrs. J. L. Park.

Opal Roff of Amarillo was a weekend guest of Mr. and Mrs. F. J. Walterscheid and family.

Mr. and Mrs. Lee Roy Burges and son left Wednesday evening for a visit with relatives in Oklahoma, before going on to South Dakota, where they plan to make their home.

Mrs. Virgil Dodson attended the Lone Star Study Club at the home of Mrs. Robert Thompson this week.

Mr. and Mrs. H. L. Hershey and Homer and Mr. and Mrs. Ray Hershey were luncheon guests Sunday of Mr. and Mrs. C. C. Bowman.

Mr. and Mrs. Ira Ricketts accompanied Mr. and Mrs. J. C.

W. B. Nunleys in Hereford, September 26.

Mr. and Mrs. E. E. Allen and Wayland and Marviline were callers in the Johnnie Townsend home last Sunday.

Raymond and Ralph Morrison, Mr. and Mrs. Johnnie Townsend, Pat, Sandra and Terrie of this community, John Burns of Lark, Kans., and Marviline Allen of Adrian were supper guests of the Bill Wests in the Ward community September 28.

Mrs. W. B. Nunley has been helping with the re-decorating of the Elmer Combs' home this week.

Mr. and Mrs. Girald Townsend of Frio community, David Carroll and Ray Riddle of Winters were guests in the Johnnie Townsend home last Thursday.

Everett McIntosh helped the Ted, Richardsons to move to May Farm at Dawn September 28.

Name Officers

At the regular meeting of the Westway Young People Sunday night new officers were elected, which are: president, Florene McIntosh; vice president, Ralph Morrison; secretary and treasurer, LaVera Head; group captain, number one, Billy Combs; group captain, number two, Freda Inman; chairman of the social committee, Sandra Townsend.

The first program in the new series of studies will be "Planning Pays." Billy Combs will be the leader for this program, Oct. 3.

The new time for meetings has been set at 7 o'clock in the afternoon.

Ricketts to Borger Sunday, where they visited in the home of Mr. and Mrs. B. R. Anderson. Mr. and Mrs. Ben Thomas were also visitors from Los Angeles, Calif.

Messrs. Ricketts are brothers to Mrs. Thomas and Mrs. Anderson.

Mr. and Mrs. Roy Coker and Mr. and Mrs. Floyd Coker and children of Summerfield spent Sunday as guests of Mr. and Mrs. C. V. Burges.

Mrs. Ira Scott and Kay Lynn spent Tuesday night with Mr. and Mrs. V. E. Dodson. Melba Gay Lawrence spent the night with Kay Lynn in the Dodson home.

Mr. and Mrs. F. J. Walterscheid are expecting their son, Leonard, home from Japan in the very near future. Last word was that he would be sailing for home very soon.

Mrs. J. L. Park visited Mrs. J. L. Click Wednesday afternoon.

Mrs. Bert Coffin spent Wednesday with Mr. and Mrs. Leon Coffin.

Mrs. Herman Drake and Mrs. P. L. Carmichael helped Mrs. L. B. Drake paint her kitchen and living room Monday.

Bill, June, and Jeannie, children of Mr. and Mrs. Harry Coffin, are suffering from colds.

Several have been having a tussle with colds but none is reported seriously ill.

Myrna Lou, daughter of Mr. and Mrs. Bert Coffin, has been quite ill with the "flu."

One fourth inch of rain fell in parts of the community Monday night.

Mr. and Mrs. Clyde Russell and Linda, Mr. and Mrs. V. E. Dodson and Mr. and Mrs. Ira Ricketts attended the Victory Dinner at the Christian Church Wednesday evening.

Local Teachers Attend Workshop

Five Hereford teachers were among area educational leaders who met Wednesday in the Polk Street Methodist Church in Amarillo for a workshop of District 9, Texas State Teachers Association.

They included L. C. Thomas, president of the local unit, Miss Della Stagner, coordinator, Mrs. Bob Wilson, Mrs. O. D. Lowry and J. W. Garner.

Principal speaker was Mrs. Kate Bell of Houston, TSTA president, who gave a report of the governor's convention in Houston recently when a survey of education in the 14 Southern states was given. She said 60,000 additional teachers, 400 million dollars in operating funds and one billion dollars worth of equipment are needed now just to educate children in the 14 Southern states.

Sectional sessions for discussion of professional problems were held in the afternoon and serving as consultants were Mrs. Kate Bell, president, TSTA, Houston, Charles M. Rogers, chairman Teacher Retirement System Board, Amarillo; Dr. John S. Carroll, Dean, School of Education, Texas Tech, Lubbock; Floyd Parsons, chairman, NEA-Texas Committee, Beeville; Sam B. Culpepper and John H. Lovelady, TSTA Staff, Austin and G. E. Thompson, vice president, TSTA, Kermit.

Attend TFWC Board Meet

Five Hereford women were in Canyon Tuesday to attend a board meeting of Seventh District, Texas Federation of Women's Clubs held at West Texas State College.

They were Mesdames Rex Tynes, Byrl France, A. O. Thompson, Fred Barrett and Ray Johnson.



MEET THE TEACHERS - The only new second grade teacher at Shirley School this year is Miss Lucy Givens from Dallas. She was born and raised in Dallas and is a graduate of Dallas High School. She attended college at Southern Methodist University and Texas Christian University. Miss Givens came to Hereford from Hood County, where she had been teaching. Miss Givens lists her hobby as people. Miss Givens is shown with two of her pupils. (Staff Photo)

THE REAL McCOYS BY JOHN and GEORGE



THE JOE LANDERS returned from their ranch at Los Vegas, N. M., last Saturday, September 25. They reported moisture at the ranch. They drove in rain all the way home.

Cliff Combs has returned from a trip to Midland, S. D.

Mr. and Mrs. Elmer Combs and boys were dinner guests of the

Westway News

By Mrs. Johnnie Townsend

There were 85 present for Sunday School. Mrs. Glen Williams and daughter, Beverly, gave their birthday offerings. C. T. Jackson filled the pulpit.

Mr. and Mrs. G. C. Merritt Sr., Mrs. Joe Wagoner and Mrs. Elmer Combs attended the game between the "B" team of Hereford and Tullia's "B" team at Tullia last week.

Mrs. Jack Vance and baby daughter of Sunray were visitors at Sunday School and church Sunday.

Mrs. Vance is the former Mozelle Young.

The Joe Landers returned from their ranch at Los Vegas, N. M., last Saturday, September 25. They reported moisture at the ranch. They drove in rain all the way home.

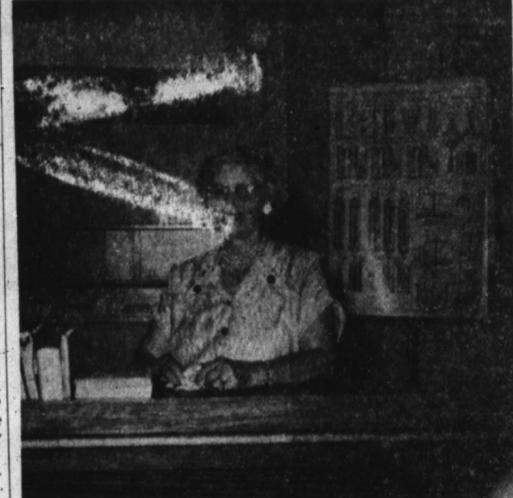
Cliff Combs has returned from a trip to Midland, S. D.

Mr. and Mrs. Elmer Combs and boys were dinner guests of the

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

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IF YOU ARE NOT INTERESTED IN BUYING INSIDE WALL PAINT AT HALF PRICE!
Having decided to discontinue handling inside wall paint we are offering WHILE IT LASTS our entire stock of about 400 Gals. of U.S.G. TEXOLITE WHITE INTERIOR IVORY WHITE in 1 and 5 Gal. cans at
HALF PRICE!
\$1.45 PER GALLON — WHILE IT LASTS!
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REMEMBER: With U.S.G. TEXOLITE You use 1/2 Gal. of warm water with each gallon of paint—therefore getting 1 1/2 gallons of paint for only \$1.45.
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Yes...with a MUSTANG REMANUFACTURED ENGINE under the hood of your car you'll
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MEET THE TEACHERS - Mrs. Roy Calvert, who teaches Science and Spanish at Hereford High School, was born and raised in Greenville although she is a graduate of Leedey high school in Oklahoma. She attended college at the School of Technology at Weatherford, Okla., and received her Masters Degree from West Texas State College. Before teaching here for the past seven years, Mrs. Calvert taught 17 years in Lefors and four years in Leedey, Okla. (Staff Photo)

Mrs. Blanton Presents Program For El Nino Study Club Group

El Nino Study Club resumed regular scheduled meetings for the fall season at the home of Mrs. Byron Durham Monday evening.

Following a short business session with Mrs. Ben Childers, president, presiding, Mrs. Darrell Blanton presented the program on "How a Young Child Grows and Learns."

Beginning with the tiny baby, Mrs. Blanton pointed out that mothers need to be ready for each stage of development, and reminded parents that children are not small adults, but rather young individuals. She warned that there is no average child and parents should study how to understand the

very young baby and the preschool child who responds so rapidly to all stimuli.

She said in part: "The young child learns by what parents provide and advances by what we let him do. His muscular growth comes easy if we provide safe places for play and dress him for comfort. Food should not be forced upon him—often he decides what is better for him. Children dislike turmoil in the home and usually want to please their parents, but new ideas should be presented slowly and enough time given for understanding. Remember that children soon learn to expect adult behavior from parents who should practice calm loving guidance when disciplining."

Members attending the meeting were Mesdames Darrell Blanton, Ivan Block, Elizabeth Bonesto, Jim Bookout, Ben Childers, T. J. Clay, Bill Decker, John Jacobson Jr., Sam Nunnally, Bill Waldrep, W. J. Reeves, and the hostess.

Lumpy Cocoa
Cocoa will not lump if a little sugar is mixed with it before pouring on the hot water or milk. And a pinch of salt greatly improves the flavor.

Bolled Potatoes
When preparing potatoes for boiling, instead of peeling the whole potato, just peel a narrow strip potato lengthwise. When cooked the skins will slip off easily.

Class Fetes New Members

Mary Martha Class of the First Baptist Church entertained new members of the class at a buffet dinner party held in the new home of the teacher, Mrs. O. M. Dickey Monday evening.

The main table, from which the dinner was served, was adorned with an arrangement of purple asters and pink floribunda roses, and small tables were centered with pink candles surrounded with pink rose petals. Mrs. John Winkler gave the invocation.

Following the dinner a program was presented by Mrs. Carroll Goss on "Remembering God's Law" based on the Scripture—Proverbs 3, 1-2. Mesdames G. D. Greeson, Jim Roberts and Floyd Coker formed a vocal trio to present several selections and the teacher was presented with a house plant for her new home. Mrs. Dickey presented the class president, Mrs. Clinton Massie, with a copy of Norman Vincent Peale's "Guide Posts."

Members in attendance were: Mesdames Carroll Goss, Warren Owen, Bill Davis, Charley Owen, Jim Whitaker, Mary Frye, Gene McWueary, Joe Hayes, Gwynne Owen, Neal Young, Carl Hollingsworth, J. D. Greeson, Floyd Coker, Jim Roberts, J. P. Jones, Ella Mae Childers, John Winkler, Carroll Newsom, Hicks Roberson, L. H. Lookingbill Jr., V. C. Hopson, James Edmonson, Clint Formby, Rex Lee, Clinton Massie, Frances Boling, Wayne Wallace and the hostess.

EXTRA YEARS OF HAPPY CARE FREE LIVING

DEFERRED ANNUITY PLAN

This is a plan for the man who can't get life insurance because of ill health, or for the man who feels he needs no more protection but wants an income in later years. Certain income in your twilight years will soothe your life. No waiting. Years of carefree, happy living.

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REPRESENTING GREAT AMERICAN RESERVE INSURANCE COMPANY

LIFE, ACCIDENT & HEALTH OLD LINE LEGAL RESERVE STOCK CO. Home Office... Dallas

Feather Pillows
To wash feather pillows, dissolve 1 lb. sal-soda and 1/2 lb. soap in 1/2 gallon boiling water. Put about 5 buckets of warm water in a tub and pour in the above solution. Next dissolve 1/2 lb. chloride of lime in 1 qt. boiling water. Let settle, then stir in tub. Beat pillows well and then put in tub, pressing down. Let them soak for an hour or more, stirring and pressing constantly with a stick. Rinse in several changes of water, press out all water possible and hang out to dry, shaking often.

Neuralgia
The eating of a good quantity of celery often proves to be an efficacious remedy for neuralgia.

See Our Complete New Selection of Deb flats in Avocado Green, Black Suede, Black Patent, Black Calf, Benedictine Calf & Black Kid.
Sizes 4 1/2 to 10 Width-AAAA to B
7.95 to 8.95
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Read The Classifieds

LOVE THAT SOFTNESS
Soft Pedals
Queen Quality
A perfectly beautiful way to relax... in the softest shoe your foot ever met. Designed to delight... by Queen Quality.
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Anthony's
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DOLLAR DAY

Lovely Rayon Taffeta

"CAN-CAN"
PETTICOAT

\$1

White with Red or Blue Hearts

Buffant half slip of gleaming rayon taffeta. In white with heart print. Three tier. Good elastic waistband. And look at this low Anthony price. Popular with ever so many skirts or dresses



Ladies Rayon Knit Gowns Lace Trim Lovely Colors

\$1

LADIES NEW FALL

Cotton Blouses

Ladies This Is The Most Blouse For The Money That We Have Ever Offered All Colors & Size 32 to 38

\$1

LADIES RAYON PANTIES

Hollywood Briefs Extra Well Made Smooth Fitting Two Bar Rayon Colors & White

3 PR. FOR **\$1**

CHILDREN'S COTTON

Training Pants

Fine White Cotton Knit Panties Fits Good Wears Well 0 to 10

6 pr. **\$1**

NEW FALL

NYLON HOSE

Fancy Heels In Black, Brown or Navy Sizes 8 1/2 to 10 1/2

\$1



PLAID SHEET BLANKETS

Ideal For Many Uses

You'll need several of these for the coming cold nights. Soft cotton, colorful plaid sheet blankets that are ideal for many uses. Size 60 x 76. Stitched bound ends for longer wear. Save.

\$1

Girls Colorful Back-To-School

COTTON DRESSES



- PRINTS
- PLAIDS
- STRIPES

An exciting group of girls pretty back to school cotton dresses. She'll love selecting from these colorful patterns and combinations. All well made to compare with more expensive frocks. Choose from smart checks, prints and striped patterns. Mothers... we urge you to see these.

\$3.00

VALUES TO 3.98

SIZES 7-12

MISSES & LADIES

Poney Tail Hats

For Sport or Dress In The New Winter Colors. See these on our Balcony

\$1

COTTON

PIECE GOODS

A Large Assortment Of New Fall Cottons When You See These You Will Want Many Pieces they Are Beautiful

2 YDS. FOR **\$1**

INFANTS COTTON

DRESSES

New Fall Colors & Styles, Stock Up Now For The Young Ladies

\$1

MISSES & LADIES

ANKLETS

Cellophane Wrapped All 5 Pr Same Size in Pkg. Assort Colors Size 4 to 10 1/2

5 PR. FOR **\$1**

ONE GROUP LADIES

BLOUSE & SKIRTS

\$1.59 Each Slightly Soiled & Broken Sizes A Real Buy If You Find Your Size

2 FOR **\$3**

LADIES HOLLYWOOD

BRIEFS

All Nylon or Cotton Plisse In Sizes 5-6-7-8 White

2 **\$1**

WOMEN'S & MISSES

DRESS SHOES

In Flat Heels Black Suede & Black Leather or Blue & Red Some In Slip on & Strap Styles

\$2.98

Sizes 8 1/2 to 3 & 4 to 9

Boys' Flannel

SPORT SHIRTS

- STRIPES
- CHECKS
- PLAIDS

\$1

- SANFORIZED
- LONG SLEEVES
- SIZES 1-6

Cheaper than you can make them. Fine quality Sanforized flannel in many bright colors every boy likes. Sport collars, long sleeves. Well made for lots of rough wear.



54 x 54

PLAID LUNCH CLOTHS

In Many Beautiful Plaids of Blue, Greens, Red

\$1

CHENILLE RUGS OR

BATH MATS

Large Assortment in Both Many colors to choose from

\$1

NEW FALL

WOOLENS

Large Assortment in New Fall Colors 54" & 60" width

2 yd. **\$2**

ONE GROUP LADIES

GOWNS or SLIPS

\$2.59 each 2 For Odd Lot & Slightly soiled garments Values to \$4.98

\$5

3 PIECE SET

LUGGAGE

Set Consists of Train Case Over Night Case & Pullman

Tan Rawhide, Brown Blue Plus 10% Tax

\$15

MEN'S CLOTH

HATS

MEN... Here is lots of quality for a real low Anthony price. Smartly styled, pre-blocked pinch front model. Stitched brim, two eyelet vents. Sweat proof grosgrain covered plastic sweat band. Water repellent, shape holding. Sizes 6 5/8 to 7 1/2. Check this top value today. You'll save.

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Men's Handsome New

SPORT SHIRTS

Special Purchase Irregular Of Better Shirts in Rayon Gabardine A Wonderful Buy at

\$2.00



- Solid Colors
- Rayon Yoke
- 2-Pockets
- Saddle Stitched
- Sizes S-M-L



MEN'S NEW FALL

SLACKS

Rayon Sheen Gabardine of Fiberene Splashes Size 28, 60, 40

\$5

MEN'S HEAVY

SWEAT SHIRTS

White or Grey Colors Heavy Fleece Inside Sizes S M L

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MEN'S COTTON CHAMBRAY

WORK SHIRT

In Blue or Grey Full Cut For Working Comfort Size 16 to 17

\$1

MEN'S LARGE

White Handkerchief

Ready Packaged 12 Hanks Neatly Wrapped, Pick Up Several Pkgs For Use By The Whole Family

\$1

CANNON **BATH TOWELS**

2 **\$1** FOR

COLORFUL PATTERNS

Extra heavy Cannon quality in a grand assortment of colors in Solids, Stripes, Plaids and Checks. You would expect to pay much, much more for any of these. Buy now. Buy them by the dozens and save.





GENE LOERWALD is responsible for the lawn in front of Loerwald Brothers Welding Shop which looks inviting enough for a picnic. Gene started the grass to cover the bare spot in front of the shop four years ago and somehow finds time to keep it watered and cut each summer in spite of all the plow points to be sharpened and the discs to be rolled. (Staff Photo)

Frio News

By Francis and Veradelle Andrews

The Home Makers Club met Tuesday in the home of Mrs. Owen Andrews for a program on Home Demonstration, "Making Small Rooms Seem Larger" and "Curtain Attractions." Mrs. Owen Andrews spoke on "Making Small Rooms Seem Larger," using illustrations and stating that plain fabrics, small designs, wall to wall floor coverings and light furniture all give roominess to a small room. Mrs. Floyd Cole talked about curtains, explaining that full double widths are necessary for attractive windows and that windows should have a decorative role in the room to bring a sense of space and a feeling of communication with the outdoors.

New officers were elected for the coming year. Elected were president, Mrs. J. H. Dobbs; vice president, Mrs. W. A. Springer; secretary, Mrs. Leonard Buttrill; and reporter, Mrs. Carl

McClintock. The next meeting will be on October 12, at the home of Mrs. J. H. Dobbs and the program will be on "Cake Baking."

Those present Tuesday were Mesdames Eugene Noel, E. F. Vogler, H. H. Dobbs, T. L. Sparlman, W. A. Springer, Arthur Blackburn, James Dobbs, B. M. Sudduth, Carl Kropp, Floyd Cole, E. H. Little, Herb Schmidt, Frank Robbins and the hostess.

Visiting their children the Ernest Harders and the Herb Schmidis, last weekend were Mr. and Mrs. D. P. Schmidt of Clinton, Okla. Jim Dozier of Clinton brought the Schmidts. He is friend of Sgt. Leonard Schmidt who was here on leave. On Tuesday, Mr. and Mrs. Schmidt, Leonard and Jim all returned to Clinton. Leonard was to report back to Ft. Benning, Ga., on Friday.

Rev. and Mrs. Ellis Todd and family of Plainview took supper Friday night in the home of their aunt, Mrs. H. M. Mobley. Garry Don and Brenda Sue White, children of Mr. and Mrs. Wallace White were able to come home from the hospital. Brenda on Saturday and Garry on Sunday. Brenda seems to be fine, but two weeks old Garry is still recuperating from his seige of pneumonia.

Mr. and Mrs. James Dobbs are working this week cleaning and re-

decorating the house where they plan to live. It is the house on the Hunt place, on the East side of the old prisoner-of-war camp. Their mothers, Mrs. J. H. Dobbs and Mrs. S. B. McLallen, have been helping them get the house all fixed up.

Mr. and Mrs. H. F. Benson, Sherry and Genelle and Mr. and Mrs. Joe Hacker were at Pampa Sunday and Monday. Mrs. Benson's niece, Mrs. Jimmy Crouch, died at Pampa and funeral services were there on Monday.

Shuyler-Harris Rites At Vega

ADRIAN — Miss Pearlina Shuyler, daughter of Mr. and Mrs. Fred Shuyler, of Woodward, Okla., and Wilbur Harris of Adrian, son of Mr. and Mrs. Hardy Harris, were united in marriage in a single ring ceremony read on the law in the home of the bride's parents September 18. Rev. Floyd Conway of Mooreland, Okla., read the service.

Given in marriage by her father, the bride wore a ballerina length dress of white antique taffeta with white lace gloves. She wore white satin shoes and carried a bouquet of pink sweetheart roses and white cotton pom poms. Her finger-tip veil of tulle was

caught to a headband of seed pearls.

Miss Dixie Cook of Selman was maid-of-honor and Mrs. Authur Jewett and Mrs. Ann Shuyler were bridesmaids. Miss Sherry Lorraine Hurst of Fort Supply was flower girl.

Bascom Harris of Channing was his brother's best man. Wesley Story of Woodward and Freddie Harris of Adrian were ushers.

Mrs. Shuyler chose to wear a blue charcoal dress with black accessories and a pink carnation corsage to her daughter's wedding. Mrs. Harris selected a blue taffeta dress with black accessories and a corsage of white carnations.

A reception was held following the ceremony. Misses Alice Hale, Wanda McMahan of Woodward, and Carol Smith of Vega served. Mrs. Ernest Abbin registered the guests.

Read The Classifieds

INSURE IN SURE INSURANCE PLAINS INSURANCE AGENCY

John H. Patton Wm. H. Patton
All Forms of Insurance Phone 50
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Buffet Supper Given For Class

Fidelis Matrons Class of the First Baptist Church held a covered dish supper in the home of Mrs. Roger Brumley Tuesday evening. The table from which the meal was served, was appointed with seasonal flowers and suggestions and a program was featured after the supper. Roll call was answered by members naming favorite school teachers. Mrs. Walter Galley of Dawn presented the program on "How Wide Is Your Boat."

Those attending were Mesdames Dalton Criswell, A. L. Manjeot, L. R. Pittman, Kenneth Coker, H. D. Blythe, Lama Beavers, Gerald Wilson, Margaret Hudson, Herman Drake, Clyde Rayburn, Otis Lee, Jimmie Mercer, J. B. Snead, Leroy Price, Alton Biggers, Mrs. Bilibrey and the hostess.

Hard Water

The amount of soap it takes to wash things in hard water depends upon the degree of hardness. A general statement is that it takes four to eight times as much soap to make a satisfactory cleaning lather when hard water is used than when soft water is available.

The New Broom

Before using the new broom, soak it for a few hours in hot, strong salt water. This will toughen the bristles and make the broom last sometimes twice as long as ordinarily.

COMPLETE



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

Tater Peelin's

Roberta Campbell

Every summer lately we've been looking for a windmill man to relieve the water situation at our house but it looks as if what we need now is someone who drills oil wells. Oil of the deep runs for several months now and we are completely mystified as to where it could be coming from. - - It would be a little odd to have an oil derrick stick out the top of the house.

— tp —

It is nice to see Mrs. P. E. C. Cowart back in town. Her blue eyes still have nearly as much sparkle as they did when we used to trapse down to their store barefoot after a pound of coffee which we waited for them to grind. That was probably the first step from the old general store type service to that of the super-market today. All of the efficiency will never replace the social influence the old store had in a community. Mrs. Cowart had time to get acquainted with her customers and she probably hasn't forgotten a one.

— tp —

Pete the Python is bound to still be down below the Caprock somewhere, because if he ever showed up on these baldies somebody would spot him a mile away. He's long enough to make a good lariat rope but a little too big to tie a loop in.

Music Study Club Will Have Two-Part Program

A two-part study course has been arranged for the Music Study Club's 1954-55 season with a series of programs on "Good Housekeeping Guide to Musical Enjoyment," the first half of the club year and a series on "Church Music in History and Practice," the second half.

The first meeting of the season was held Monday at the Tynes Park House featuring a luncheon at 12 o'clock. Mrs. H. A. Close presided at a short business session which followed the luncheon.

Announcement was made of the Seventh District, Texas Music Federation of Music Clubs convention to be held in Levelland Oct. 21 and 22. Mrs. A. O. Thompson and Miss Mattie Mae Swisher were named as delegates to the state board meeting held in Lubbock Thursday.

Miss J. C. McCracken, chairman of the year book committee, presented new year books and discussed outlines. Mrs. S. O. Wisch gave a tribute to Mrs. Bill Stanford, a member of the club who is moving to Lufkin to make her home.

The first study session of the season will be held on Oct. 11, in the home of Mrs. A. O. Thompson. Mrs. C. W. Parker will direct the program on "Opera."

Those present were Mesdames W. T. Carmichael, H. A. Close, Steve Clements, Ellis Coombes, B. Y. Croshaw, Cliff Estes, C. C. McCracken, Roy J. C. McCracken, Cecil Massey, C. J. Muntz, J. D. Neff, C. W. Parker, Earl Phillips, T. W. Roberson, A. J. Schroeter, Bill Stanford, A. O. Thompson, J. H. Hinds, S. O. Wilson, Jeff Gilbreath, S. M. Dunnam, R. P. Conway, C. R. Smith, H. L. Broadwell of Amarillo, Miss Mattie Mae Swisher and Miss Frances Dameran.

Kid Gloves

Kid gloves can be made to look like new, after cleaning them, if they are rubbed with the white of an egg.

Sore Throat

A good treatment for a sore throat is alternate gargles of peroxide and listerine, both diluted with water.

Head Completes Medics Course

FORT SAM HOUSTON, Texas—Pvt. Franklin W. Head, son of Mr. and Mrs. Earl W. Head, Rt. 1, Hereford, Tex., has completed the academic phase of training in the Operating Room Technician Course given at Medical Field Service School, Brooke Army Medical Center, and now will receive the applicatory or "on-the-job" phase of training at Brooke Army Hospital here.

The Operating Room Technician Course trains technicians who, upon graduation, are qualified to assist medical officers in surgery. Military training in this course can lead to future civilian hospital careers.

The Medical Field Service School is one of seven units of Brooke Army Medical Center, the Army's largest medical installation. The Center carries on virtually all phases of professional and technical training in military medicine as well as patient treatment and research.

School Lunch Menu

(Menus for October 4-8 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, Cheese Sticks
Buttered Green Beans
Peach Halves, Milk
Brownies

TUESDAY

Hamburger, Buns
Sliced Tomatoes, Lettuce
Onions, Pickles, Mustard
Fruited Gelatin, Milk
Cake with Orange Icing

WEDNESDAY

Meat Loaf
Buttered Whole Kernel Corn
Cabbage-Tomato-Celery Salad
Whole Wheat Rolls, Butter
Honey, Milk

THURSDAY

Fried Steak, Gravy
Mashed Potatoes
Buttered Green Peas
Bread, Butter, Milk
Cranberry Sauce

FRIDAY

Pinto Beans, Onions
Buttered Spinach
Sliced Tomatoes
Cornbread, Butter, Milk
Prune Plum Cobbler

"SOME Basketball Players ARE BETTER THAN Others!"



— and so are some motor oil! MADE better by Gid Mother Nature. Made TOUGH Tough enough to keep those blistering-hot moving parts A-P-A-R-T! Change to AMALIE — and change TODAY!



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Kester's Santa Claus LAY-A-WAY SALE!

Make your Christmas Gift selections now on this Lay-Away Sale. A small deposit will hold your gift selections until Christmas.

Regular Price \$71.50 Now Only \$51.50 SAVE . . . \$20.00	Regular Price \$159.00 Now Only \$129.00 SAVE . . . \$30.00	Regular Price \$59.50 Buy now on our Lay-Away Sale for only \$49.50 SAVE . . . \$10.00
Regular Price \$125.00 Buy Now For \$ 99.50 SAVE \$25.50	SLEEK COWHIDE WALLET A gift that's both luxurious and practical. Extra card and letter section.	

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World's only specialist in "WORRY-FREE" WATCHES

WINDS ITSELF as you wear it.

WEAR IT IN WATER

SHOCK-RESISTANT Withstands toughest bumps and jars.

ANTI-MAGNETIC Electrical and magnetic currents won't affect its accuracy.

17-JEWEL LEVER MOVEMENT

Regular \$49.75
Buy Now 39.75
SAVE \$10.00

MARSH, VIOLET PATTERN

20 Pc. Starter Set

Regular Price \$12.95
Buy Now for 6.50

SAVE 6.45

All Syracuse China Patterns

1/3 OFF

KESTER'S JEWELRY & GIFT SHOP

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LeRoy (Pete) LaMaster

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Farmer - Stockman - Veteran

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(Paid for by Deaf Smith County Farmers)

The Sunday Brand, Hereford, Texas, Sunday, October 3, 1954

P-TA Meeting Draws Crowd Of 300 Persons

"One of the best P-TA meetings they had attended" seemed to be the general opinion of more than 300 people who were present for the first meeting of the year at the High School auditorium on Monday night.

Mrs. Homer Brumley, president, welcomed the group and announced the theme for the year "We, the People." The Sixth grade chorus, under the direction of Don Moore, sang "Meet The People."

Mrs. Merlin Kaul, a teacher at Central, led the group in a num-

ber of get-acquainted games and songs. George Graham, superintendent of schools, introduced principals of the schools and they in turn, introduced their teachers.

Principals introduced were: L. C. Thomas — Fifth grade, Dalton Criswell — Sixth grade, D. C. Martin — Central, O. D. Lowry — Shirley, Don T. Martin — High School and Miss Della Stagner — coordinator for the grades. Mr. Graham announced that there are now 101 teachers in the schools and 2100 students enrolled.

Church Council Elects Mrs. Hoff

Mrs. Paul Hoff was elected president of the Council of Church Women at the meeting held Tuesday afternoon at the Wesley Methodist Church. Other officers chosen were Mrs. A. T. Mims, first vice-president; Mrs. Ray Suit, second vice president; Mrs. M. P. Vaught, recording secretary and Mrs. Frances Houston, treasurer.

During the business session members voted to sponsor the Day Center at the local Labor Camp again this year.

Mrs. W. J. Krumbeln was the leader of the program for the afternoon. Mrs. D. H. Alexander gave the devotional lesson on "Prayer" and Mrs. Earl Plank reviewed the history of the Day Center at the Labor Camp, told of what has been accomplished there, and named objectives of the future. The next meeting was set for November 5, the location to be announced later.

New Fabrics, Machines Topic Of Lone Star Club

With the study course built around the theme "We Can Do It," which will include instructive program on how to master accomplishments in many fields, the Lone Star Study Club opened its season with a study of new fabrics and machines at the meeting held with Mrs. Robert Thompson Tuesday afternoon. Mrs. W. C. Mehard was co-hostess.

Her report on new sewing machines was taken from The Buyers Guide, a magazine devoted to new products, now available.

Members attending were Mesdames L. L. Womble, Louie LeGrand, R. G. Blue, Roger Corbett, V. E. Dodson, W. S. Fluit, Leo Forrest, H. E. Henslee, E. W. Hobson, Glenn Witherspoon, Ed Warren, Earl Springer, Earl Phillips, Coy Phillips, G. W. Newsom, W. C. Meharg, Vivian Major, C. D. Kelton, Joe Kendall, John Jacobsen Jr., and the hostess.

covers to harmonize with the decor of the room.

Mrs. LeGrand told of "New Fabrics and Machines" describing new fabrics for draperies which can be washed, dried and put up again in one hour. She told of a new fabric called Pellon, which is claimed to be revolutionary in the textile industry.

Members attending were Mesdames L. L. Womble, Louie LeGrand, R. G. Blue, Roger Corbett, V. E. Dodson, W. S. Fluit, Leo Forrest, H. E. Henslee, E. W. Hobson, Glenn Witherspoon, Ed Warren, Earl Springer, Earl Phillips, Coy Phillips, G. W. Newsom, W. C. Meharg, Vivian Major, C. D. Kelton, Joe Kendall, John Jacobsen Jr., and the hostess.

Mrs. Dale Henson Is Shower Honoree

Mrs. Dale Henson, of Pampa, a recent bride, was honored at a lovely shower-tea given in the home of Mrs. John Patton Saturday afternoon Sept. 25. Mrs. Henson, formerly Miss Betty Culpepper, is the daughter of Mr. and Mrs. O. H. Culpepper.

Peace roses, asters and irises were combined in bouquet arrangements about the house and the serving table was laid with a pink organ-dy cloth with a center arrangement of pink roses.

Mrs. F. L. Alexander and Mrs. Homer Brumley presided at the table and Frankie Culpepper, the bride's sister, assisted guests in signing the guest register.

Receiving the guests were Mrs. Patton, the honoree, Mrs. O. H. Culpepper and the bride's grandmothers, Mrs. F. M. Kester and Mrs. H. D. Culpepper.

Those making up the house party as hostesses were Mesdames Bert Brown, Earl Phillips, Robert Thompson, Bob Wilson, C. O. Wilkins, Urlin Streu, S. O. Wilson, W. C. Hromas, Horace Hershey, John Robinson, A. Petersen and Mrs. Patton.

Will Make Home In California

Lt. and Mrs. Alvord Van Patton Anderson III, who have been visiting her father, C. D. Carnahan, have gone to New York for a visit with relatives before reporting to the George Air Force Base in Victorville, Calif., where Lt. Anderson will be stationed with the Air Force.

The couple was married on September 3, in Phoenix, Ariz., where she has been living with her mother, Mrs. J. Allen Evans, and he has been attending a gunnery school. Mrs. Anderson is the former Miss Betty Jo Carnahan, formerly of Hereford.

Read The Classifieds

Mental Hygiene Topic Of Pioneer Club This Week

The autumn study program of the Pioneer Study Club got underway Tuesday afternoon at a meeting of the club held with Mrs. A.G. Bell with Mrs. J. E. Beyer as assisting hostess.

Theme for the program was "Mental Hygiene for Abundant Living" with Mrs. H. E. Miller opening the program with a dis-

ussion of "Mental Hygiene Principles." "Mental hygiene is a way of cultivating mental health and while life is short, there is always room for improvement. If we enjoy mental health, we get along better with ourselves and with others," she said.

Mrs. A. J. Manjeot told the relation between "Mental hygiene and the moral Crises of our Time." War, famine, and imperialism are the things that keep our mental hygiene out of focus," she reminded the clubwomen, and recommended that people strive to understand themselves first in order

to better manage their lives, and develop better personalities.

Following the program refreshments were served from a decorated tea table with Mrs. Beyer presiding.

Members attending were Mesdames Fred Bairrett, J. E. Beyer, H. A. Close, O. H. Herring, W. E. Holcomb, Ray Johnson, F. M. Kester, A. L. Manjeot, Ralph McCullough, H. E. Miller, Mary Seigler, F. L. Terrell Rex Tynes, Bess Werner and the hostess.

Read The Classifieds

Beauty At Home

By Lynn Carter

Q. How can I exercise to reduce my overly-thick ankles?

A. Here is one of the best exercises I know. Sit in a chair with the heels of both feet on floor, knees stiff. Keeping heels on floor, make circles with your toes—first in one direction, then the other.

Q. What treatment will keep my eyes sparkling and bright-looking?

A. Regular baths with an eye-cup and a weak solution of boric acid. Or, pads of cotton soaked in witch hazel, placed over the eyes for a minute or two.

Q. Please suggest a safe skin-bleach and softener I can mix.

A. Combine one tablespoon peroxide with one of milk, and sponge face with this for several minutes, then remove with a soft cloth dipped into milk.

Q. How can I remove tartar from my teeth?

A. Lemon juice and pumice stone, rubbed over the teeth with cotton wound around an orange stick, will often prove effective.

COMMUNITY BARGAIN DAYS



Dollar Day

MONDAY, OCTOBER 4th

Children's 100%

NYLON PANTIES

Size 4 to 14
69c Value **2 Pair \$1.00**

Ladies Nylon
PANTIES

89c Value **2 Pair For \$1.00**

Kickernick Waltz Length Sheer

Nylon Gowns

Choice of Four Colors
Citron - Iris - Turquoise
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8.95 Value for **\$5.49**

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Bedspreads 1/2 Price

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"Luxite" — \$1.50 Value
HOSIERY pr. **89c**

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CORDUROY JACKETS

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Special **\$2.00**

Only A Few To Sell
At This Price

Men's Boxer

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White Only Size 28 to 40 69c Value
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CHATHAM VACATION

BLANKETS

12.95 Value

Size 66 x 84 in Matching
Plastic Case With
Shoulder Strap. Use
It For Car Robe, Football
Games and Picnics **\$8.95**

Children's Coveralls

White With Hereford Insignia
Sizes 2 to 6
4.95 Value for **\$2.98**

One Table

ASSORTED ITEMS

Some Soiled, Some
Damaged, Some Perfect **1/2 Price**

Nylon Filled

COMFORTS

Size 72 x 90
Moth Proof
Mildew Proof
\$12.95

Guaranteed By Good Housekeeping
SPECIAL PURCHASE

BLANKETS

Chatham Rancho - 72 x 84
Colors: Saddle Brown & Check Wagon Red
6.95 Value **\$4.95**

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F. H. A. TITLE 1 LOAN

MR. HOMEOWNER . . . if you've been planning to repair or remodel, then don't put it off any longer. Winter is just around the corner, and you don't need to suffer through another long winter just because you don't have the ready cash.

Come by today or call 656 and let the friendly folks at Foxworth-Galbraith Lumber Company give you a Free Estimate. And remember . . . with an F.H.A. Title 1 Loan you pay Nothing Down and up to 36 months to retire the loan.

SEE US TODAY!

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Rainbow Girls Install New Officers Saturday

Hereford Assembly, Order of the Rainbow for Girls, installed new officers in a formal ceremony Saturday night at the Masonic Hall.

Decorative appointments in the assembly room featured a pink and white color scheme with arrangements of pink roses, orchid and white daisies and other pink flowers marking the color stations and stations of the officers.

Officiating were the installing officer, Colline Brown; chaplain, Martha Brown; marshal, Melrose Wilson; recorder, Emma Jane Brown; and musician, Mrs. J. C. McCracken who is also president of the advisory board. Colline and Emma Jane Brown are both majority girls in Rainbow and Martha Brown and Melrose Wilson are past worthy advisors.

Taking over their official duties were Dorothy Veigel, worthy advisor; Sylvia McCracken, worthy associate advisor; Barbara Sue Rogers, charity; Georgia Lewis, hope; Barbara Hall, faith; Monta Kay Gragg, chaplain; Mildred Paul, love; Sandra Caraway, religion; Carla Sue Crosthwait, nature; Vella Kee Skypala, immortality; Mary Sue Suggs, fidelity; Jess Brown, patriotism; Carolyn Koster, service; Elaine Wagoner, observer; Jane Newsom, confidential observer; Sue Kirby, musician; Nancy Story, choir director; Sue Channer, drill leader.

The assembly opened with the retiring officers giving the drill and Melrose Wilson, retiring worthy advisor, presented a past worthy advisor's pin by Sylvia McCracken, and a gift from her, officers was presented by Barbara Rogers. A white Rainbow Bible was presented the outgoing worthy advisor by Mrs. Hester McLallen, who with Mr. McLallen



DOROTHY VEIGEL, WORTHY ADVISOR

serves as mother advisor and "Pop" for the Rainbow Girls.

As the incoming worthy advisor stepped through the rainbow arch in installation rites, Mrs. Louella Durham presented her with an arm bouquet of pink roses, her chosen flower for the term, and as she took her place in the East Doris Russell sang "My Friend" the term theme.

Each installed officer carried a white Bible on which rested a corsage of forget-me-nots.

The new worthy advisor introduced her parents, Mr. and Mrs. Robert Veigel, and presented them with gifts. They presented her with the Rainbow gavel. Miss Veigel also introduced her brother Robert and two special guests who are college classmates at WTSC.

To conclude the service, Lotus Root sang "The Lord's Prayer" as officers and the mother advisor knelt at the altar.

Wagoners Hosts At Wiener Roast

A party in the form of a wiener roast was held in the back yard of the Wagoner home September 27. The party was in honor of Pvt. Franklin Boyd, who is on furlough from Camp Pendleton at Ocean Side, Calif., and is returning to camp the last of the week.

Those present were: Mr. and Mrs. G. C. Merritt Sr. and G. C. Mr. and Mrs. Elmer Combs, Gene and Billy, Larry and Walter Kaul, Woodrow Northcutt, Don Keeling, Florene McIntosh, Dora Ruth Inman, Mary Lynn and Ralph Morrison, Nathan Wilson, Mr. and Mrs. Joe Wagoner, Gayle Ann and Joe Bob, Mr. and Mrs. Robert Boyu and the honoree.

Refreshments were served with Mrs. Byron Durham and Mrs. Art Lewis in presiding at the punch bowl.

Coffee Held By Summerfield Club

Summerfield Study Club met on September 23 in the home of Mrs. Earl Lance with members of the year book committee as hostesses. They included Mesdames Guy Walser, Ray Johnson and Earl Lance.

The meeting, in the form of a morning coffee, opened with a roll call on "How I May Be a Better Club member." Year books were presented by the year book chairman, Mrs. Guy Walser.

Mrs. K. W. Neill, president, gave a greeting to members and told of aims and objectives for the coming year. Mrs. J. R. Euler reviewed the federation news.

Those attending were Mesdames Lee Curry, A. F. Blakemore, L. J. Counselman, Ray Johnson, J. R. Euler, Henry Kuper, Ky Lawrence, L. B. Lookingbill, K. W. Neill, J. B. Noland, Mack Noland, C. R. Walser, Chas. Noland, Guy Walser and the hostess.

Attend Dedication Ceremony

Mr. and Mrs. Wm. McGehee were in Lockney last Sunday to attend the dedication services for the new sanctuary of the First Methodist Church. The day was also homecoming day for former members. The McGehees were accompanied by their daughter and son-in-law, Mr. and Mrs. R. O. Stark of O'Donnell, who stopped in Hereford on route home from a vacation trip to California.

READ THE CLASSIFIEDS

Let's Cook Something



The color-splashed month of October may mean only the beginning of autumn to the adult; to youngsters it means that school has already started and a routine of events has been established. Food is an obvious factor to consider, which immediately brings up the question of not only preparing

nutritious meals, but in getting children to eat the things that are good for them.

Many children lunch at school, but many more return home to eat, and for those responsible for feeding the young fry at mid-day—here is a general plan for a complete lunch, sanctioned by the Federal

Government Food Department. It consists of:

1. One-half pint of whole milk as a beverage.
2. Two ounces of lean meat, poultry, fish or cheese, or one egg, or one-half cup dry beans or peas, or four tablespoons peanut butter.
3. Three-fourths cup vegetables or fruit or both.
4. One or more portions of hot bread made of whole grain cereal or flour.
5. Two tablespoons of butter or margarine.

It is economical as well as time-saving to prepare food the entire family will eat and will satisfy the hungry youngster. For example cookies are nutritious for the children because they are usually prepared from foods high in protein—milk, eggs, oat meal or peanut butter, but the cookie jar is emp-

tyled about as fast when no children are around.

Today we give you Mrs. J. T. Gilbreath's recipe for oat meal cookies—a favorite whether you are six or sixty.

Oat Meal Cookies

- 2-3 cup shortening
- 1 cup sugar
- 2 beaten eggs
- 2 cups flour
- 2 cups rolled oats
- 1 cup raisins, boiled in 2 cups water
- 1 cup chopped nuts
- 1 teaspoon soda
- 1 teaspoon vanilla

Put raisins in water and boil until about 5 tablespoons of water remain. Cream shortening and sugar and add eggs. Mix well and add flour, oats and nuts and vanilla. Put the 1 teaspoon of soda in the raisins and water and pour into mixture. Mix all together well

and drop batter by teaspoonfuls onto greased baking sheet and bake in moderate oven (350 degrees F.) for 15 minutes. Remove from sheet immediately and cool thoroughly before storing.

Lloyd Pool and daughter, Kathy, of Abilene were guests in the Townsend Douglas home Saturday. They intend to spend several days with the Douglas family on their return trip home. They are visiting in Colorado at the present

Read The Classifieds

H. P. S. ARE COMING!

Former Resident Weds In Tulia

Announcements have been received here of the wedding of C. W. Reeves, a former Hereford resident, and Miss Esther Cobb of Tulia.

The ceremony was performed Saturday evening Sept. 25, in the Tulia Presbyterian Church with the Reverend Russell Wingert, pastor of the Hereford Presbyterian Church, reading the service. Rev. Wingert was the couple's former pastor at Tulia.

The bridegroom is a graduate of Hereford High School and played on the Whiteface Football team two years. After his parents, Mr. and Mrs. George Reeves, moved to Canyon and Tulia, he made his home with Mr. and Mrs. A. L. Manjeot.

Attending the wedding as an usher was a former classmate in Hereford High School, Fred Close of Denver. Others from Hereford attending the wedding were Mr. and Mrs. H. A. Close, Mr. and Mrs. Don Timberlake and Mr. and Mrs. A. L. Manjeot.

The couple will make their home in Tulia where he is manager of the Reeves General Merchandise Store.

MR. FARMER

It's time to think about

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SEED WHEAT

WE HAVE

WICHITA and TRIUMPH NOW IN STOCK

Good Stock of

BARLEY SEED

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BLOCK and BULK

HEREFORD GRAIN CORP.

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Size 18 x 38
CANNON TOWELS 3 For **\$1**

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Nice Size
CANNON WASH CLOTHS 12 FOR **\$1**

Special Purchase
Boy's Big **YANK** **\$1.98**

WESTERN JEANS **\$1**

Ladies - Rayon
BRIEFS 3 For **\$1**

One Table -
ODD & ENDS
LADIES SHOES **50c** Pr.

Men's Water Repellent
Two-Tone
GABARDINE JACKETS **\$5**

Puritan Crochet
THREAD 5 Balls for **\$1**

Men's Broadcloth
SHORTS 2 For **\$1**

One Group Boy's
DRESS SLACKS **\$2.98**
One Group Men's
DRESS SLACKS **\$4.98**

SPECIAL PURCHASE MEN'S
BIG YANK KHAKI PANTS **\$3.98**
Genuine - Cramerton

THANKS TO YOU, OUR VALUED CUSTOMERS: FOR THE NEW "IMPROVED" HARMAN'S STORE - - SOON We'll CELEBRATE WITH THE BIGGEST VALUE-GIVING SALE IN OUR HISTORY! GRAND OPENING SALE SOON. WATCH for it: WAIT for it! YOU will save!

HARMAN'S

EXPANSION SALE!

MEN AT WORK! WE'RE BUILDING A BETTER, EASY-TO-SHOP HARMAN'S-YOU SAVE WHILE WE WORK

DOLLAR DAY VALUES

S & H GREEN STAMPS WITH EVERY PURCHASE!

All Nylon Vanity Sets
& Scarfs
Whites & Colors
\$1.00 to \$1.69

Tish-U-Knit Sweaters
Assorted Dark Colors in Mazet, Vicara & Nylon & All Wools
\$3.98 to \$12.95

Boxed Towel Sets
Assorted Colors & Patterns
Ideal for Gifts
\$2.98 & \$3.98

STOLES
All Wool Jersey & Metallic Threaded Knitted Wool
\$3.98 to \$5.90

Lunch Cloths & Luncheon Sets in Solid Colors & Printed
\$2.69 to \$8.95

DUSTERS
Dark Plisse Prints & Checked Taffetas
\$3.98 to \$5.90

BATH SETS
Assorted Colors & Weaves
\$2.98 to \$4.98

SLIPS
Lace Trimmed All Nylon
Sizes 32 to 48
\$3.98 & \$4.98

"DAZZLE" dark solid colored discipline cotton
Dark Plaid Gingham
36 & 42 inch **98c** Yd.

GLOVES
New Shipment of double Woven Cottons Nylons, & Leathers, Assorted Colors
\$1.00 to \$4.98

Plaid "Parisquares" rayon Acetate Suiting Counter Fabrics "2-sided," Suiting, 44-inch **\$1.98 Yd.**

BELTS
All Widths, Styles & Colors All Leathers
\$1.00 to \$2.98

58 Inch Tubular Jersey
All Wool or 80% Orlon & 20% Wool, Checked & Solid Colors
\$3.98 to \$4.49 Yd.

Pajamas & Gowns
Styled By Schrank's Lace Trimmed Challis Sizes 32 to 46 **\$5.90**

Wesco rayon & acetate slub suiting 44 inch & Milium "metal insulated" lining 36 inch **\$1.49 Yd.**

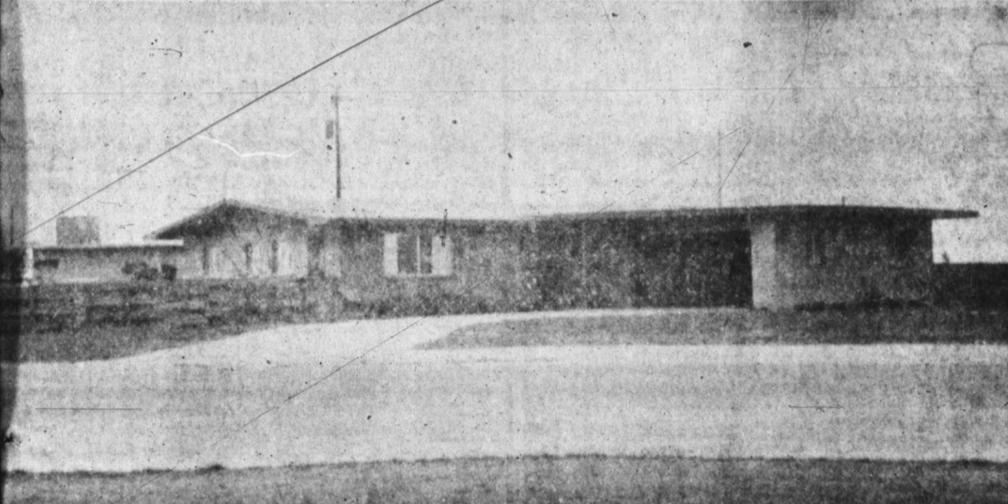
KLEENEX 6 200 Count boxes for **\$1**
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CORDUROY
8 Lovely Colors, including School colors of maroon & white
\$1.19 & \$1.49 Yd.

BLOUSES
Lucky You - If We Have Your Size
Group No. 1 49c
Group No. 2 98c

Dark Striped Outing 3 yds for
Solid Pastel Outing **\$1.00**
Solid & Printed
Valencia 80 sq. Print

House Dresses
Broken Sizes
2 For \$3.00



MRS. AND MRS. D. W. WALLACE are the owners of this Hereford home located at 115 Beach Street. It has two bedrooms, a living room, dining room, and den combined, a kitchen, bath and a single garage. The green house, built of cement blocks, was completed last November. (Staff Photo)

LONG HAIR IS SHORTER NOW!

Concert Association Will Present New Type Of Entertainment This Year

By Phyllis Dishman
Yes, culture has trimmed its skirts. This year a revamped Hereford Mutual Concert Association took a deep breath, plunged headlong into the lists of criticisms and suggestions offered by both members and non members, and looked for a way to re-arrange its set-up. And this is what the people of east Smith County had said: "We need to reorganize the financial set-up. I can't attend so many of the programs, that I don't care to buy season tickets. The programs are too 'long air' for me. I want different productions."

changes have been made. The show is on the road. As to the financial reorganization, the question is always "Where shall we get the money?" This year, tickets are being offered to interested individuals in an advance sale which is being conducted this week. As with symphony tickets in larger towns, these memberships are available to anyone interested in seeing the concerts and supporting the program. They are available at Gunn Brothers Stamp Store or may be had by writing Box 682. "During this week, the board sincerely hopes that those people who want tickets will pick them up in this advance sale procedure. If we may answer any questions or help in any way please feel free to contact any board member," said President H. A. Cavness.

is \$2.50 for the season's programs. But the money has to come in for the artists have to be paid. If enough memberships are purchased to insure securing the artists, it may be possible to offer tickets to individual programs at the door the night of the concert. The board would like to work out such an arrangement, but it hinges on the success of the advance sale. Of course, the more money secured, the more programs can be presented. Three artists have already been contracted for and will form the nucleus of this year's season. However, in addition to fine, imported talent, the association is free this year to have local and regional talent appear under its sponsorship. Any programs presented under the auspices of the Hereford Mutual Concert Association will be available to anyone holding a season ticket, no matter how many programs are added to the current schedule.

this year. Because Hereford members can attend the concerts and lecturers in Friona and Tulla, as well as some in Amarillo, without paying an additional fee, the board concentrated on offering locally a program of dramatic readings, a colored quartet and a mentalist. Then the eyebrows were raised. A hypnotist, on a concert series? Yes, indeed, said the board. He's been a proven success on Texas college campuses, has received national recognition for his amazing feats. Why shouldn't the people of Hereford have an opportunity to enjoy him. And these were the answers offered for the first three problems. But for the last there was no answer. No matter how good an idea it is, the town cannot lean on the "Other Fellow" for support. Again, this year as always, the success of the concert association depends upon the support which the people of Hereford and east Smith County can give. Even when culture cuts its hair, somebody has to pay the barber.

Let George Do It
It's a good idea, but let somebody else support it. So a beleaguered board began adding into these complaints to see what could be done. Meeting in session after session at the chamber of Commerce office, they finally found an answer to the first three problems. Consequently, for the 1954 season

Family Rate Plan
Also this year, a new Family Rate Plan has been introduced whereby an adult, buying a membership for five dollars, can also purchase one student ticket for a dollar. Regular student admission

New Type Program
And an entirely different program schedule was worked out

Shower Honors Bride-Elect

Miss Mary Hund, bride-elect of Raymond Schlabs, was named honoree at a recent shower-tea given in the home of Mrs. Carl Luke. Co-hostesses with Mrs. Luke were Mesdames Felix Urbanczyk, John Henderson, Andrew Krshen, Frank Knabe, Frank Walterscheid, Charles Schlabs, C. J. Berend, Tony Hoffman, Cyril Diller, Ed Jesko, Ed Loerwald, Wm. Betzen and Johnny Jesko. Guests were registered as they arrived by Mrs. Charles Schlabs. The entertaining rooms featured bouquets of fall flowers with roses predominating, and gifts were opened and displayed from a table centered with a lacy white umbrella tied with wedding bells, opened over a blue satin pool. A white band of white satin ribbon encircled the simulated pool and bore the inscription "Mary and Raymond—Oct. 6."

Mrs. Ed Loerwald and Miss Helen Diller gave appropriate readings and Mrs. Elbert Vance entertained with vocal selections with Mrs. A. H. Reinart at the piano, during the calling hour. Approximately 75 guests attended the shower courtesy.

Gift Courtesy For Bride-Elect

Complimenting Miss June Shulk, bride-elect of Jim McCabe, a group of friends entertained with a gift courtesy in the home of Mrs. Earl Nipper recently with Zelma Allmon, Phyllis Allmon, Lila Kropff and Earline Nipper hosting the affair.

Pink and white carnations were used in decoration of the refreshment table with a miniature bridal couple and white satin streamers inscribed with "June and Jim—Oct. 3" revealing the nuptial plans.

Miss Zelma Allmon presented accordion music for entertainment.

Those attending were Mesdames Hilry Aven, D. C. Allmon, J. H. Hinds, Bill Carthel of Dimmitt, H. V. McCabe, Wayne Carthel, Earl Nipper, Lloyd Schlabs, Patsy Hampton, Misses Lucille Hoffman, Lillian Schueler, Mary Wright, the honoree and the hostesses.

Those sending gifts were Mesdames Velma Hodges, L. O. Wilson, Eddie Mathis, A. G. Bell, Bessie Smith, H. E. Wester, Bill Youngblood, Kenneth Cowan, John Channer, Loyd Lovel, Bob Wear, Troy Newman and Mary Byrd.



MEET THE TEACHERS - A fourth grade teacher at Central School this year is Mrs. Mary Carter, who was born in Hereford. She was reared in Hereford and to Hereford High School. She went to Trinity University in San Antonio and got her ME degree at West Texas State in Canyon. This is Mrs. Carter's fifth year to teach in the Hereford Schools. She has taught about 12 years in all. Mrs. Carter's family includes her husband, her daughter, Linda, and herself. The children in the picture with Mrs. Carter are Sue Lutz and Richard Ypya.

Read The Classifieds

H. P. S. ARE COMING!



- ★ The KING and I Great Broadway Musical Show!
- ★ ICE CYCLES OF '55
- ★ AUTO DAREDEVILS
- ★ COTTON BOWL FOOTBALL
- ★ NEW WOMEN'S BLDG.
- ★ HOUSE BEAUTIFUL
- ★ AUTOMOBILE SHOW
- ★ PAN-AMERICAN LIVESTOCK
- ★ BIRD SHOW
- ★ AGRICULTURE
- ★ FREE ACTS
- ★ 10,000 FREE EXHIBITS

Plan to Go! OCT. 9-24 * DALLAS

READ THE CLASSIFIED



PRESTO

And You Are Assured A BUMPER CROP!

Not quite that easy, but you know as well as anyone else that with irrigation, your chances of growing a bumper crop are so much greater that it's almost like magic.

Drop by today and let us figure a well for your farm. Don't be left out when harvest time rolls around

USE POMONO PUMPS

LET'S TALK irrigation... with FAIRBANKS-MORSE DEEP WELL TURBINE PUMPS THE POMONA LINE

Yes, and there Fairbanks-Morse Turbine Pumps talk it at its most economical and efficient level. You see, Fairbanks-Morse Turbine Pumps... the Pomona line... have many advantages... whether you need oil or water-lubricated pumps. You can readily adjust capacities on these pumps by merely turning a nut in the top of the motor head - this means savings for you through no wasteful throttling!

And remember that all steel parts subject to corrosion in Fairbanks-Morse Pumps are protected by "Fairmortecting," a rust-repellent process that means longer life and better service from your pumps. Drop in and let's talk soon.



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Our First **ANNIVERSARY SALE** During Our 1st Anniversary **SALE** We're Offering Outstanding Values At Hereford Motor Co. TRY US!!

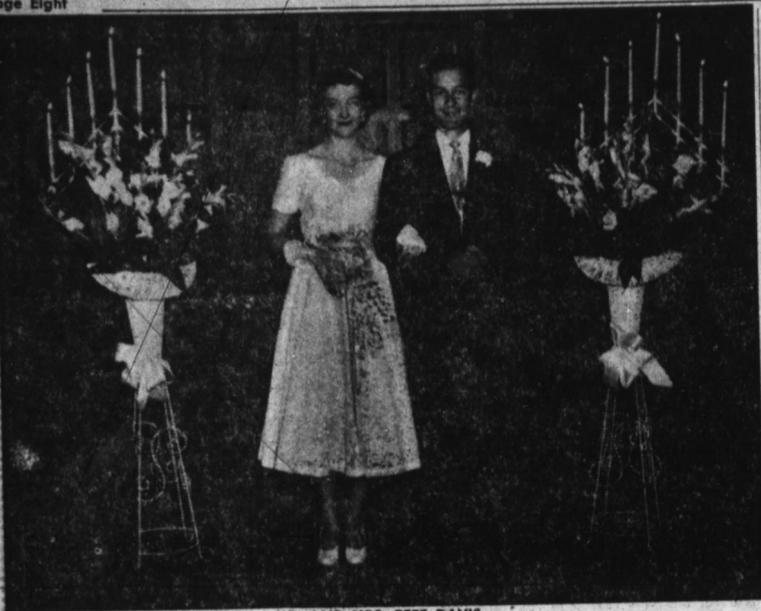
50-NEW FORDS-50
To Sell Before November 15th

Come in today and take advantage of the tremendous values offered during our 1st Anniversary Celebration. Pick your style and color from the wonderful array of new Fords on our lots. (2 Convenient locations - 2nd at Sampson and West Highway 60). Here's value you've dreamed about.

STOP - LOOK - BUY NOW DURING OUR ANNIVERSARY!

HEREFORD MOTOR CO.

2nd at Sampson Phone 39



MR. AND MRS. PETE DAVIS

Miss Neva Lynn Cox Of Pampa Becomes Bride Of Pete Davis

Announcement has been made of the wedding of Miss Neva Lynn Cox of Pampa and B. F. (Pete) Davis, son of Mr. and Mrs. Leonard Davis of this city. The bride is the daughter of Mr. and Mrs. Dean Cox of Pampa. Vows were exchanged in the

Chapel of the First Methodist Church of Pampa with Wesley Mickey, pastor of the Church of Christ, reading the double ring service. Mrs. Roy Johnson and Mrs. Raymond Williams presented the wedding music.

The bride's attendant was Mrs. Douglas McBride as matron of honor, who wore a yellow dress of lace and net over taffeta and carried a nosegay of white and blue carnations.

Best man was Wilbur Davis, brother of the bridegroom, and ushers were George Davis, the bridegroom's brother and Harold Conklin, all of Hereford. Candles were lighted by Glenn Cox, sister of the bride, and Jan Aycock of Borger.

The bride, given in marriage by her father, wore a ballerina length dress of white lace over taffeta, fashioned with portrait neckline embellished with pearls, and a full bouffant skirt. Her finger tip veil of scalloped illusion fell from a Juliet cap of white lace, also with pearl trim. White lace mitts completed her costume. The bridal bouquet was a cascade of white carnations and streamers, centered with a white orchid on a white Bible.

For the wedding trip to Carlsbad, N. M., the bride wore an avocado and gold cotton with gray lizard pumps and bag. Her corsage was a white orchid.

The bride is a graduate of Pampa High School where she was salutatorian, active in A Capella Choir, Quill and Scroll and National Honor Society. Mr. Davis is a graduate of Hereford High School and has attended Texas Technological College in Lubbock. He is a veteran of World War II and of the Korean conflict.

The couple will make their home in Lubbock where they will complete their studies at Texas Tech. He is a senior student and she is a junior. Both hold positions with the Great Plains Insurance Company and will continue their work there while working toward their degrees.

Out of town wedding guests included Mrs. Rex Higgins of Amarillo; Mr. and Mrs. Forrest Sawyer of Clarendon, C. E. Cox, Mr. and Mrs. Walter Davis, Mr. and Mrs. Walter Gene Davis, all of Fort Worth, Mr. and Mrs. P. O. Aycock and son and daughter of Borger, Mr. and Mrs. Leonard Davis, Mr. and Mrs. Wilbur Davis and George Davis of Hereford.

Newlyweds Are Honored At Party

Mr. and Mrs. Dean Saul were hosts at a buffet supper and shower honoring Mr. and Mrs. James Dobbs whose marriage took place here recently. Mrs. Dobbs is the former Miss Nora Jo McLallen.

The supper was served from a buffet table laid with a lace cloth over green and arranged with flowers in autumn colors.

After gifts were opened the group attended services at the First Baptist Church and then returned to the Saul home for coffee.

Attending were the honorees, Mr. and Mrs. S. B. McLallen and Sammie Lu, Mr. and Mrs. J. H. Dobbs and Larry of Friona, Mr. and Mrs. Lawrence Houghton and Bobby, Mr. and Mrs. Quail Duggan, Mr. and Mrs. Sanford Smith, Lupe Mayo, Mrs. Meri Parker, Mr. and Mrs. E. L. Carpenter of Dimmitt, and the hosts. Many sent gifts who were unable to attend the party.



MR. AND MRS. JOHN BURNS

Patsy Townsend Becomes Bride Of John Burns In Church Rites

In a candlelight ceremony held Wednesday, Sept. 29, at the Westway Baptist Church, Miss Patsy Jane Townsend, daughter of Mr. and Mrs. Johnie Townsend, became the bride of John R. Burns, son of Mr. and Mrs. Fred Burns of Lakin, Kans. Rev. Bob Harrison, pastor of the Avenue Baptist Church, directed the single ring service as the couple stood beneath a heart-shaped arch entwined with flowers and greenery.

Flanking candelabra held wedding tapers to give illumination, and candlelighters were Frank and Freddie Burns, twin brothers of the bridegroom.

Mrs. Merlin Kaul presented the wedding music. Attendants were Marvalene Allen, cousin of the bride, who wore a rose-beige dress with a white carnation corsage, and Raymond Morrison who served as best man.

Given in marriage by her father, the bride was dressed in a turquoise faille frock fashioned along princess lines with low neckline and bracelet length sleeves. She carried a white Bible topped with pink carnations. For something old she wore her mother's engagement ring and her borrowed something was a single strand of pearls.

Mothers of both the bride and bridegroom wore navy dresses with black accessories and they wore white carnation corsages.

Following the wedding a reception was held for relatives and close friends in the home of the bride's parents. Miss Ann Dyer and Mrs. Lewis assisted in serving from a table laid with a lace cloth over pink and appointed in pink and white flowers.

When the couple left on a short honeymoon trip to points in Kansas, the bride was wearing a navy suit with pink blouse and small navy hat. She wore the corsage lifted from the wedding bouquet.

The bride attended Hereford High School and for the past two years she has been employed in the Jack Renfro offices. At the time of her marriage she was employed at the Hereford Locker.

Mr. Burns attended Kansas schools and served four years in the Air Force. They will be at home on a farm near Lakin, Kans.

Out of town wedding guests included Mrs. Fred Burns, the bridegroom's mother of Lakin, Kans., Mrs. Nancy Peters, sister of the bridegroom, and Mrs. E. E. Allen of Adrian.

On Tuesday afternoon the bride-elect was honored at a shower tea given in the Westway Community House. Pink and white, chosen colors for the wedding, were used in table decorations. Hostesses were Mesdames Merlin Kaul, Joe Landers, Elmer Combs, Joe Waggoner, B. B. Northcutt, R. D. Wilson, G. C. Merritt, Bill West and Misses Freda Inman and Florene McIntosh.

Courthouse Records

Warranty Deeds

N. D. Bartlett Jr., to Wayne Wallace, the North 20 feet of Lot eight in Block three of Westhaven addition.

Billie Rene Boultinghouse, et al. to W. F. Rettman, Lot nine, Block one Durant Subdivision of Block 26, of Mabry addition.

New Autos

Gerald Hamby, 1954 Ford, 9-28; Leroy Aven, 1954 Ford, 9-28; C. W. Parker, 1954 Buick, 9-28; and Erney W. Smith, 1954 Chevrolet, 9-29.



Why Be Hard-Headed?
We Need

USED CARS

You Need A

NEW CAR!



Let's Get All Wrapped Up
In A Trade!

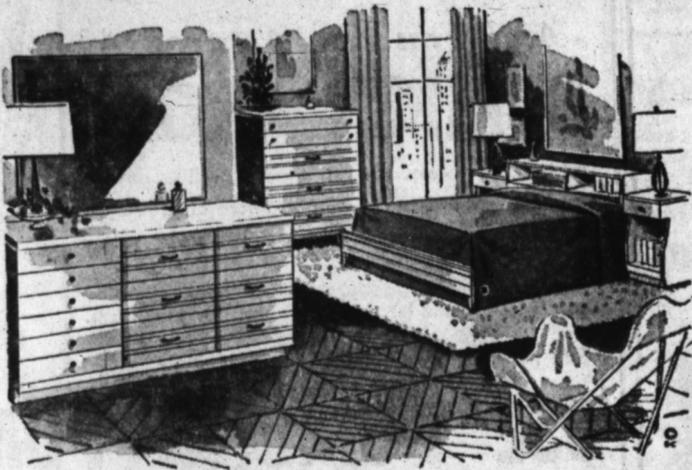
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NEW CHEVROLETS
AND OLDSMOBILES
TRULY-TEAGUE
CHEVROLET

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DON'T

Miss This Buy!



"SILVER FOX"

By Camden

TRIPLE DRESSER
BOOKCASE BED
BOX SPRING
INNER SPRING MATTRESS
(Fully Guaranteed)

Full Size

\$174⁰⁰

\$24⁰⁰ DOWN - BALANCE TERMS

As Shown In Our Display Window

H&H FURNITURE CO.

Across Street from Piggly - Wiggly

Phone 39

DOLLAR DAY ONLY



8 x 10 PORTRAIT

Limit One to the Family

YOUR SATISFACTION

GUARANTEED

COLE STUDIO

115 W. 3rd St.

Phone 782

AP NEWSFEATURES COMICS

"...AND I HAD TO START GOING STEADY IN ORDER TO FINISH AN ARGUMENT I STARTED!!"



"I BROUGHT BACK TONS OF NEW CLOTHES— AND MY OLD BOY FRIEND!!"



MODEST
VASSAR
S
D
S

MISS TILLY'S SCHOOL FOR GIRLS

"TAKE THIS LETTER TO HER FATHER— YOURS OF THE 15TH RECEIVED AND CONTENTS NOTED!!"



"I'M GOING OUT FOR FOOTBALL— THE QUARTERBACK!!"

"I'LL LET YOU BREAK TWO OF MY RECORDS IF YOU'LL LET ME BREAK ONE OF YOURS!!"

BACK TO SCHOOL



3
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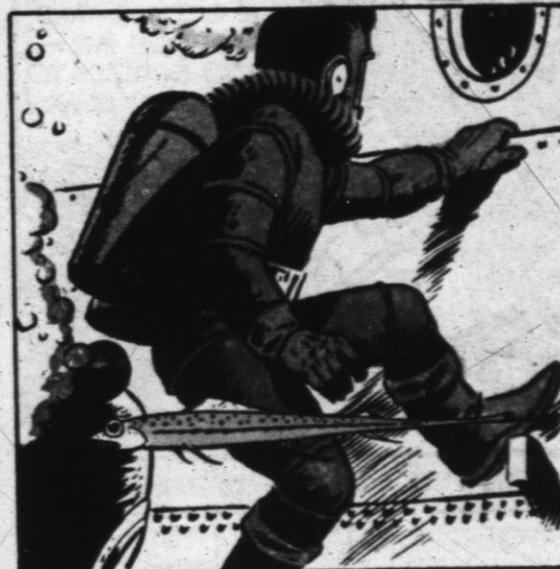
The Sunday Brand

Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, OCTOBER 3, 1954



OUR SCENE IS LAID INSIDE FLEMINGWAY'S SNUG CABIN...

DICKIE DARE

by
COLON
VALON

OKAY- YOU HEARD WHAT MR. FLEMINGWAY SAID, FELLERS! JUMP! I WANT MORE BACON!

BUT SERIOUSLY, GUYS, IT WAS MR. FLEM WHO WAS THE HERO! HE HAD A CHANCE TO BEAT IT, BUT HE STUCK, AND BEAT THE BEAR WITH HIS CRUTCH, INSTEAD!

GIVING ME A CHANCE TO ARRIVE WITH A GUN WHICH BRUTE HAD OVERLOOKED WHEN HE RANSACKED THE CABIN

BUT NOW COME YOU DID ARRIVE DAN? THAT SITUATION WAS GETTING-PARD, PARDON ME - TOO GRIZZLY TO BEAR!

BRUTE HAD LASHED LANK, PETE AND I...

NOW WHAT, MR. FLYNN - HERE'S SOMETHING NOT IN THE SCRIPT

IN SCRIPTS IT'S ALL DONE WITH MIRRORS - HEY -

THERE ARE MIRRORS - THE ONES YOU USE IN PICTURES! I CAN SEE THE END KNOT BRUTE TIED YOU WITH

I STARTED ROCKING MY TABLE...

WATCH IT, MR. FLYNN - YOU'LL FALL OVER ON US!

THAT'S THE IDEA!

BRUTE'S A GOOD MAN ON A BOAT, DICKIE! NOW, SAILORS ALWAYS TIE KNOTS WHICH CAN BE EASILY LOOSED -

I GET IT! BRUTE FINISHED HIS LASHING WITH A SLIPPERY HITCH! YOU ROLLED OVER THOSE GUYS, PULLED THE HITCH LOOSE WITH YOUR TEETH, RIGHT?

WRONG! I ROLLED TOO FAR AND WOUND UP FEELING MIGHTY FLAT!

BUT THEN LANK AND PETE STARTED TO ROCK THEIR CHAIRS!

BRACE YOURSELF, MR. FLYNN - WE'LL ROLL OVER AND REACH THE KNOT THAT'S HOLDING YOU!

THAT'S A SLIPPERY HITCH, TOO, SEE?

SO THERE YOU HAVE IT, GANG! FILL IN THE MORAL FOR YOURSELVES!

THE MORAL IS, NEVER TANGLE WITH A GUY LIKE BRUTE LARSON, HE'S TOO UNPREDICTABLE!

LITTLE MOON FOLKS

SUNNY, HAVE YOU FOUND OUT WHAT WAS IN THE PACKAGE KINS PUMPKIN PETE GAVE TO GHOSTY?

SURE DID, MOONBEAM! AND IF YOU FOLLOW ME, YOU'LL SEE, TOO!

WAIT'LL YOU SEE THE OL' BIRD! MAN! HE REALLY THINKS HE'S BIG STUFF NOW!

THAT "THING" KINS PUMPKIN PETE GAVE TO GHOSTY HAS CHANGED HIS WHOLE OUTLOOK ON LIFE!

BY Rome 10-3

HE EVEN PAINTED A BIG SIGN TO GO WITH HIS 'SET-UP'... ER... BUT I CHANGED THAT SIGN A LITTLE BIT, AND I DON'T THINK HE KNOWS IT, YET! HEH! HEH!

ARE WE NEAR HIM YET, SUNNY?

YEAH, HE'S SITTING BEHIND THAT FENCE, MOONBEAM! GO TAKE A LOOK!

-AND WHO ARE YOU SUPPOSED TO BE, GHOSTY?

JUST READ THE SIGN, GAL... AND YOU'LL FIND OUT! (HURRUMPH-H!)

RING
ROCKHEAD
GHOSTY
THE
ROCKEST

Homer HOOPEE

By Dale BURTON

AT LONG LAST... COOL, INVIGORATING AUTUMN!

NOW I CAN PUT AWAY MY WIFE'S ELECTRIC FANS!

POOR KID - SHE COULDN'T HAVE SURVIVED THE SUMMER WITHOUT THEM.

NOW I WON'T HAVE TO WORRY ABOUT CONSTANTLY TRIPPING OVER ELECTRIC FAN CORDS...

WHAT TH—!

— WATCH OUT FOR THE CORD TO MY ELECTRIC HEATER, DEAR!

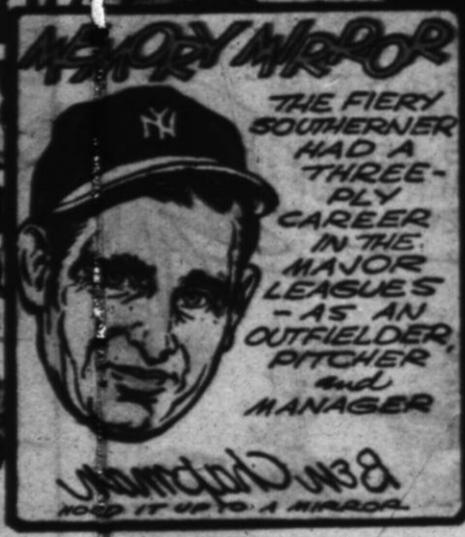
SPORT SLANTS



AL MCGUIRE

- THIS FIREBRAND IS KNOWN AS THE WILD MAN OF THE NATIONAL BASKETBALL ASSOCIATION

10-3-54



RUSS MEYER

THE FIERY SOUTHERNER HAD A THREE-PLY CAREER IN THE MAJOR LEAGUES - AS AN OUTFIELDER, PITCHER and MANAGER

10-3-54



TOMMY BOLT

BREAKS CLUBS WHEN THINGS GO WRONG ON THE GOLF COURSE

PAP!



AP Newsphotos



VERA VANE HAS DRIVEN THE ROYAL WIZARD OUT OF HIS WORKSHOP, AND HE AND OAKY ARE REPORTING THE EVENT TO KING CORNY...

BUT, MURDOCK, WHY DIDN'T YOU STOP HER WITH SOME OF YOUR MAGIC?

IT HAPPENED TOO FAST, YOUR MAJESTY!

AND SHE'S WEARING A CLOAK OF INVISIBILITY!

HA, HA, HA!

THAT'S HER, YOUR MAJESTY-- VERA VANE!

WHY ARE YOU IN MY CASTLE, MISS VANE?

YOUR MAJESTY, I WANT YOU TO FIRE YOUR ROYAL WIZARD AND HIRE ME AS YOUR ROYAL ENCHANTRESS!

I'M A VERY ENCHANTING WOMAN!

WOW! I'LL SAY!

...AND I CAN ENCHANT ANYTHING AND ANYBODY ANY TIME!

YOU CAN?!

HMPH!

AND IN AN INSTANT...

I'VE ENCHANTED YOU INTO MY ENCHANTED FOREST!

MURDOCK, YOU NEVER DID ANYTHING LIKE THIS! YOU'RE FIRED, AND SHE'S HIRED!!

G-GOSH! MONEY TREES!

LET ME SEE A SAMPLE OF YOUR WORK!

10-3

THINGY COMICS

AN INVENTOR, WHO OBVIOUSLY BELIEVES THAT EVERY INDIVIDUAL SHOULD BE HIS OWN WEATHERMAN, HAS DEVISED A POCKET-SIZE WEATHER FORECASTER.



THANKS FOR THE TIPOFF, PAL!



TAKE YOUR UMBRELLA, HORTENSE!

SOME FOLKS ARE "BLESSED" WITH BUILT-IN WEATHER FORECASTERS.

Inventions Needed:
 AUTO-MATIC MANICURE MACHINE FOR STATION WAITING ROOMS, REST ROOMS, ETC.

GEORGE



10/3



NEIGHBORLY NEIGHBORS

BY MORRIS



YOU'D A-COLLAPSED LAUGHIN', MYRA... MERVIN SAID HE WAS GOING OUT TO SEE THE FALL COLORS!



HE'S NUTS ABOUT THE FALL COLORS! ...EVERY YEAR HE WALKS AROUND GAPING AT THE FALL COLORS!



WELL, HE GOES OUT INTO THE WOODS TODAY AND WAS STARING AROUND NOT LOOKING WHERE HE WAS WALKING -



HE FALLS DOWN AN EMBANKMENT, SKINNED HIS SHINS, BLACKED BOTH EYES, REDDENED HIS NOSE AND GOT BLACK AND BLUE MARKS ALL OVER HIM -



-AND WHEN HE CAME BACK WILLIE SAYS, "SURE PRETTY FALL COLORS, MERVIN!... FALL COLORS! GET IT? HE FELL DOWN, SEE? FALL COLORS!! HA HA HA"



WELL, EVERYBODY DOWN AT THE DRUGSTORE THOUGHT IT WAS PRETTY FUNNY!

10-3



CLARK DIKE

by
ED STROPS

RED ROSIE STRUGGLES TO KEEP THE GLAMAZONS FROM SCORING THE TIE-BREAKING RUN IN THE BOTTOM OF THE SEVENTH...

A 4-4 TIE AND A RUNNER ON THIRD (SOB) AN' ANNIE OATLY SITTING UP ON TOP OF THE STANDS TRYIN TO FIX HER PNEUMATIC GUN!

AND THE BATTER FOULS OFF A PITCH...

STRIKE!

STRUCK!
(GROAN)

LOOK OUT, ANNIE!...

RED ROSIE I'VE GOT A BON TO PICK WITH YOU!

HEY, MISS, YOU CAN'T GO OUT ON THE FIELD!

NO, ANNIE, GO BACK!

... AND SHE TOLD ME THAT WHEN SHE SIGNALLED I WAS TO DEFLECT THE BALL WITH MY RUBBER PELLET GUN, TO MAKE IT LOOK LIKE A SHARP CURVE BALL...

Produced by Stephen Slevinger, Copyright 1984 by King Features Syndicate, Inc. 10-3

... I JUST THOUGHT IT WAS A GAG OR I WOULD NEVER HAVE DONE IT FOR RED!

I'M GOING TO RECOMMEND THAT RED ROSIE BE BANNED FROM THIS LEAGUE...

... AND AWARD THE GAME TO THE GLAMAZONS!

I'M GOIN' BACK TO TEXAS!

I'M GOING TO HANG MY HEAD IN SHAME!

I'M GOING!

... AFTER A NIGHTMARE LIKE THIS I NEED A VACATION!

LOOK WHO'S TALKING!

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!



Features

WORLD'S GREATEST FEATURES

PAGES

The Sunday Brand

Hartford, Texas

Our Slogan: "More People—More Fun!"

BUZ SAWYER

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE

REMEMBER SAGACIOUS (SAG) SQUATLEY AND HIS FAMILY OF DEAD BEATS?

THE SQUATLEYS HAVE PERFECTED THE ART OF LIVING WITHOUT WORKING.

WILD PIGS!

GAMEO PHEASANTS!

GET OUT AND STAY OUT!

LAST TIME THEY VISITED SWEENEY, HE HAD TO SHOVEL THEM OUT WITH A BULLDOZER.

OH, DEAR!

LUCILLE SWEENEY'S BOUGHT A MOTOR SCOOTER, AND IS GOING HOME. BY A STRANGE COINCIDENCE SHE RUNS OUT OF GAS NEAR A TUMBLE-DOWN FARMHOUSE.

MAYBE I CAN BORROW SOME.

SHHH! MAYBE IT'S A BILL COLLECTOR.

LAND SAKES! LOOK WHO'S COME TO SEE US.

MAW! MAW! WE GOT COMPANY.

WAL, MY STARS! IFFEN IT AIN'T LI'L LUCY SWEENEY.

WHAT A PLEASANT SURPRISE! COME RIGHT IN HONEY. SET DOWN. CAREFUL YOU DON'T STEP THRU THE FLOOR AN' BUST A LEG. QUILTS, GO OVER TO THE MCCRORY FARM AN' SEE IFFEN YOU CAN SHOOT SOME PHEASANTS FOR SUPPER.

REALLY? I JUST GO. I JUST CAME TO—

BUT YOU JUST GOT HERE.

IT AIN'T EVERY DAY OUR BEST FRIENDS COME TO SEE US, HONEY. WE GOTTA CELEBRATE.

AFTER ALL TH' WINTERS WE'VE SPENT AT VORE PLACE IN FLORIDA, IT WOULDN'T BE FITTEN OF US NOT TO RETURN TH' HOSPITALITY. WE WON'T TAKE NO FOR AN ANSWER, CHILD.

OH, DEAR! I'M AFRAID I'M STUCK.

REMEMBER HER, MAW? STRONG AS AN OX. HARD WORKER.

ALWAYS HELPIN' PEOPLE. IF WE'RE SMART, WE'LL FIND A WAY TO KEEP 'ER HERE, MAW.

AN' LET 'ER WORK FOR US. WHY ELSE YOU THINK I WAS SO GLAD TO SEE 'ER?

JOHNNY HAZARD

by **FRANK ROSSIN**



AS THE HUGE DRIFTS SLOWLY COVER THE TWO STILL FIGURES...

WITH THE "SNOWMAN" SET FREE, JOHNNY AND FLAME TRY TO MAKE IT BACK TO CIVILIZATION! BUT THEY ARE HOPELESSLY LOST... AND BOTH COLLAPSE IN A DRIVING BLIZZARD!



SUDDENLY...



MUCH, MUCH LATER...

FEEL WARM... CAN'T FIGURE IT OUT... AM I DEAD OR ALIVE?



WHERE AM I? HOW DID I GET HERE? WHO ARE YOU?

GENTLY... GENTLY, MY SON! YOU ARE IN OUR LAMASERY COURTYARD... WE JUST FOUND YOU! HOW YOU GOT HERE... IS A MYSTERY!



LOOK! N-NOW I KNOW... HOW WE GOT HERE... THE "ABOMINABLE SNOWMAN"!

THE MOUNTAINS HAVE PLAYED TRICKS WITH YOU, MY SON! THERE IS NO SUCH CREATURE AS THE "SNOWMAN"... THE TRACKS PROVE NOTHING!



BUT OUR PICTURES PROVE... EVERYTHING! OUR CAMERA...

JOHNNY... OUR CAMERA... IT'S GONE! B-BUT... I STILL HAVE THE CASE... IT COULDN'T BE LOST!



THAT'S JUST IT, FLAME... WE DIDN'T LOSE IT! IT WAS TAKEN... BY A BIG, SMART, GRATEFUL CREATURE!



WHILE HIGH ON MT. EVEREST...

NEXT WEEK: A NEW JOHNNY HAZARD ADVENTURE!

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

MANDRAKE

THE

MAGICIAN

BY LEE FALK & PHIL DAVIS

TIME TO BE GETTING ON! WHO WALKS THE PLANK FIRST? ANY VOLUNTEERS?

THIS IS COLD-BLOODED MURDER--!

NO ONE WALKS THE PLANK! YOU PIRATES MAY ALL CONSIDER YOURSELVES UNDER ARREST!



1

LISTEN TO HIM. WE'RE UNDER ARREST!

HE'S STILL BALMY FROM WHERE THE NET HIT HIM!

THAT'S RICH. HE'LL BE THE FIRST TO WALK!



2

GO AHEAD, START WALKIN', YOU! WE DON'T HAVE TO TIE YOU--

NO--PLENTY OF SHARKS WAITING FOR YOU!

MANDRAKE GESTURES HYPNOTICALLY!

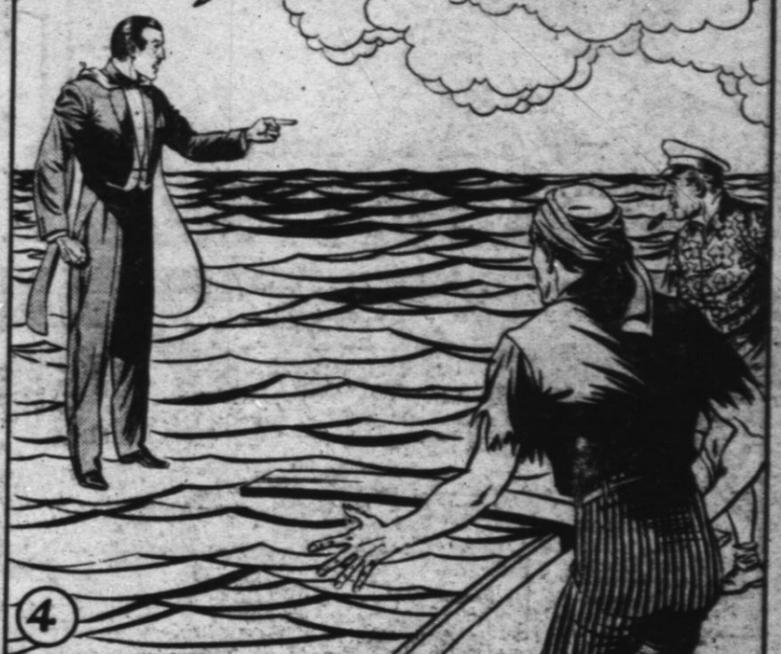
VERY WELL --I'LL WALK THE PLANK--



3

--BUT I DON'T AGREE TO GO INTO THE WATER!

ALL OVER THE SCHOONER THE PIRATES STARE --



4

--CAUGHT IN THE MIGHTY SPELL OF MANDRAKE'S MASS HYPNOTISM--

I TOLD YOU, YOU WERE UNDER ARREST-- BUT YOU WOULDN'T LISTEN! NOW-- I THINK I'LL HAVE A LOOK--



5

10-3
COPY, 1964, KING FEATURES SYNDICATE, INC. WORLD RIGHTS RESERVED.

--AT YOUR DIRIGIBLE!



6

THEIR EYES POP AS HE SEEMS TO SOAR INTO THE AIR --

CONTINUED--

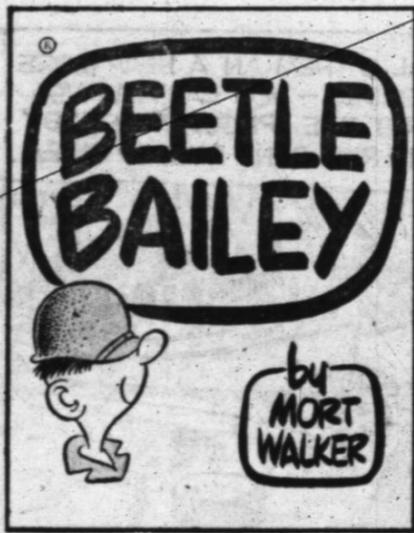
**Trade In Hereford
For Your Best Buys!**



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!





SHOP

With the Friendly Merchants
of Hereford

Help Keep Hereford Ahead

LITTLE ANNIE ROONEY

by DARRELL MCCLURE



PRIDE FISHERIES, INC.
GOL-LEE, MISS CALLIE ~ DO ALL OF THOSE BIG SHRIMP BOATS BELONG TO INDIA AN' PICKETT'S UNCLE, "KING" PRIDE ??

ALL O'THEM AN' A HEAP MORE BESIDES ~ YOU CAN ALWAYS SPOT THE "PROUD FLEET" BY THE RED BAND PAINTED ON 'EM!



EACH NEW ONE BIGGER AN' BETTER AN' FANCIER'N THE LAST 'UN ~ WHILE HIS ONLY BLOOD KIN, PICKETT AN' INDIA, SCRATCH A MEAGER LIVING FISHIN' FROM A COUPLE OF BEAKY OL' ROW-BOATS!!



BUT LOOKIT, MISS CALLIE - AIN'T THERE SOME WAY PICKETT COULD BUY A DECENT FISHIN' BOAT? LIKE MAYBE BORROWIN' MONEY FROM A BANK, OR--

THE ANSWER TO THAT IS YES AN' NO -



ALONG WITH EVERYTHING ELSE, KINGSLAND PRIDE OWNS THE BANKS HEREABOUTS LOCK, STOCK AN' BARREL - NOBODY CAN BORROW A DIME LESS'N THE KING SAYS THEY CAN HAVE IT ~

THAT'S THE "NO" PART - WHAT'S THE "YES" ?



THE "YES" PART? WELL, ALL PICKETT HAS TO DO IS TO GO CRAWLIN' ON HIS HANDS AN' KNEES TO HIS UNCLE ~ IF HE DOES THAT HE CAN HAVE ANYTHING AN' EVERYTHING HE WANTS -



- BUT DON'T START WAITIN' AROUND TO SEE THAT HAPPEN - 'CAUSE IT NEVER WILL!

PLEASE, MISS CALLIE, PLEASE - WON'TCHA TELL ME WHAT THE TROUBLE IS ALL ABOUT ???



NO, I'VE SAID ENOUGH ~ IF INDIA WANTS TO TELL YOU, THAT'S HER RIGHT ~ BUT ME ~ I'M GONNA KEEP MY BIG BLABBER-MOUTH SHUT!

DARRELL MCCLURE

10-3



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!

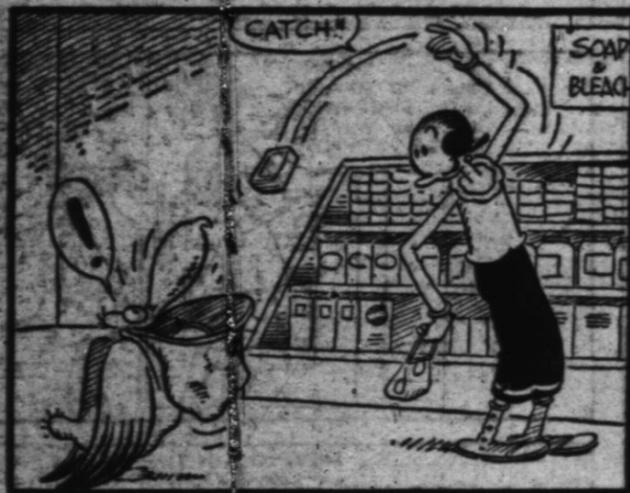


GRANDMA
by
CHAS. KUHN-

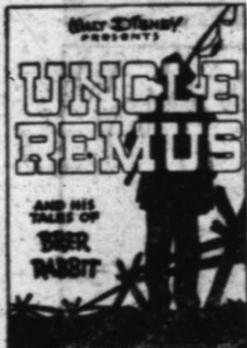
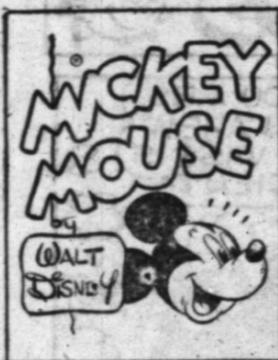


**Shop In Hereford
For Your Best Buys!**


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



Trade In Hereford
For Your Best Buys



SOMETIMES BRER RABBIT HAS TO STRETCH HISSELF TO MAKE TH' POINT CLEAR.

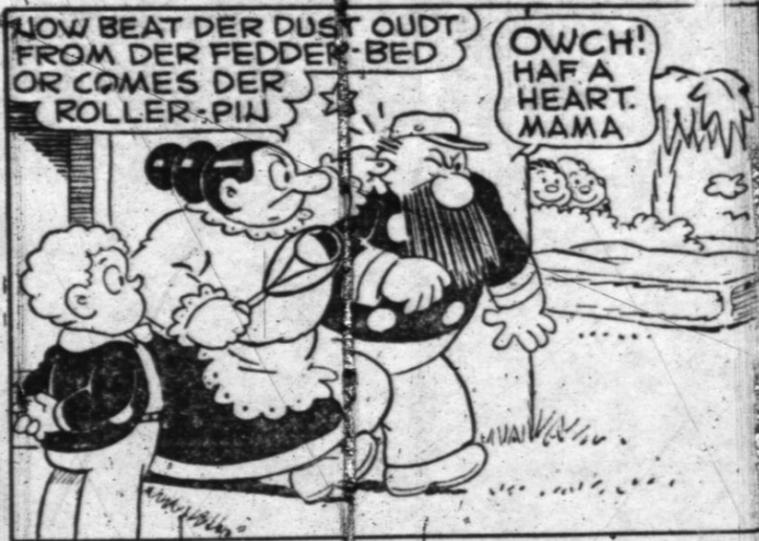


ALL BUSINESS IS LOCAL.

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



SHOP

With the Friendly Merchants

of Hereford

Help Keep Hereford Ahead

BLONDIE

by
CHIC YOUNG



**Stop!!
Shop!!
Save:!**

*In
Hereford*

The Sunday Brand

Hereford, Texas, Sunday, October 3, 1954

Section Three

EDITORIAL COMMENTS

Dial Telephones Are Step Ahead For Growing Town

The City Commission and the telephone company more or less switched places this week when the Commission went on record in requesting a dial telephone system before any rates would be considered.

Approached back in June with facts and figures which showed the Hereford exchange to be a non-profitable operation, it was up to the City to allow the raise, or to show cause why it should not be granted. Now the telephone company is on the defensive end of the deal. It is up to the company to provide improved service through installation of modern equipment,

GUEST EDITORIAL

Bridge Opens Up New Opportunity

The International Parks Highway is going to make some people a good living, others a very good living, and still others rich. In your case, which one will it be is up to you and other Brownfield people.

What is the basis for this statement? The International Parks Highway cuts straight through America's vast heartland, linking Canada to Mexico. It draws traffic from main highways leading east and west and from sideroads leading from nowhere. Possibly the two richest oil fields in the world are joined by this highway.

It passes straight through six of the 48 states, and right smack through Brownfield, Texas.

The thousands of miles of paved highway offers adventure to millions of people with money in their pockets. They can be drawn here because the International Parks Highway is bordered on both sides by scenes of breathtaking beauty. People who come this way must stop occasionally. They must sleep. They must fill their gas tanks. They have to eat and they'll buy things. You have things to sell.

This highway — and their dollars — are your golden opportunity.

You'll have to do something besides stand at the cash register and ring up sales, though. You will have to help with time and money to have the road designated as a U.S. Highway. You'll need to talk and think this highway. Everytime a tourist stops at your place you need to sell everything from the Big Bend National Park and Carlsbad Caverns north to Canada.

You need to educate yourself about this route. What's at Mt. Rushmore? I didn't remember either, but it is the park where they carved the president's head into the side of the mountains. It is just 10 miles off the Highway east of Rapid City, S. D. Custer State Park, where the 7th Cavalry made its fatal stand is near the highway; 30 miles to see the Royal Gorge, etc.

Brownfield is included in all plans for this highway, and representatives Herb Chesshir and ... have traveled the route to Canada with a booster party. Include this highway in your plans for the future. It will be important to this community. — Brownfield News.

The Sunday Brand



Published every Sunday at 336 Main St. Hereford, Texas

James M. Gillentine, Editor and Publisher

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Hereford, Deaf Smith County, Texas
News Editor James M. Gillentine
Adv. Manager Melvin Young
Mech. Superintendent Stanley Phillip
Society Editor Mrs. John McLean

or to show convincing reason for not granting the improvements.

Quite a few people, we feel sure, will be against the dial system. Most of them will be directly or indirectly influenced through the fact that relatives or friends have jobs as operators in the local office. This is the strongest argument against dials. However, with the general employment shortage in Hereford, it is doubtful that anyone will have too much trouble locating work. Around half of the operators will continue on long-distance service, provided the company sees fit to follow the City's request of retaining such a division in Hereford. This is possible, in view of the fact that Bovina and Friona long-distance calls already clear through Hereford, which is an unusually strong L-D point.

Those who are willing to forget personal interests and look at the situation from the standpoint of general community welfare however, are bound to agree with the Commission. Dial telephones represent a modern improvement in communications which is bound to come, sooner or later. Generally speaking, they cannot be kept out — because they are more efficient, practical and economical to operate. Service is actually the only item the telephone company has for sale — and dial telephones represent the ultimate in 1954 model service.

Actually, the minority which opposes dial telephones may turn out like the livery stable proprietors of years past. Today those people are driving automobiles — and enjoying them just as much as other citizens. The coming of automatic traffic lights threw thousands of traffic policemen out of jobs — and there was quite a ruckus at the time — but automatic street lights are today universal, and they have saved many lives.

Progress of the same type is, right now, causing the moving picture industry untold grief — along with the radio stations and newspapers — as TV sweeps the nation. Recognizing progress is important. Fighting it is only to join a lost cause. If the United States always turned "thumbs down" on progress, we would still be using horse-drawn plows and bathing in wash tubs.

When it comes to telephone service, Borger is a notorious bad example. The Borger system is still manually operated, and handles some 8,500 phones. Hereford is actually one of the bright spots in manual operation with 2,500 telephones but, when peak loads hit, it is impossible to handle all calls with dispatch. This is especially emphasized when peaks develop without rhyme or reason. Canyon, on the other hand, solved the situation around two years ago when they met rate increase proposals with the same answer Hereford gave this week.

The City Commissioners are cognizant of the fact that Hereford is still growing. They are aware of the fact that public welfare is based not on progress, but on acceptance of progressive measures. All in all, we think that they gave the telephone company the right answer. Our only criticism would be that it should have been done several years ago.

If one has a list of things to do or a dozen letters to answer, it might be best to do the easiest ones first. On most occasions I find that doing what can easily be done gives my mind and courage a kind of gentle exercise that is needed for tackling the difficult task. If you have a few thank-you letters to write, do them now. Your mind can dwell on the main problems while these fringes of life are attended to. Easy activity loosens the brain cells and stimulates them. Having cleared your mind of the small problems, tackle the big one. — William Feather in Imperial Magazine.

Besides the pleasure derived from acquired knowledge, there lurks in the mind of man, and tinged with a shade of sadness, an unsatisfactory longing for something beyond the present — a striving toward regions yet unknown and unopened. — Humboldt.

Communism possesses a language which every people can understand. Its elements are hunger, envy, and death. — Heine.



The Annual Telephone Call . . .

QUESTION OF THE WEEK:

Most People Uphold City Request For Dial Telephones In Hereford

City officials this week refused to allow telephone rate increase in Hereford pending installation of a dial telephone system. What do you think of their decision?

MRS. JOHNNY BYERS

"I believe it is a very good idea. It would be so much better and faster service."

KENNETH COKER

"I would really like to see a dial system in Hereford for convenience of operation. I think Hereford is big enough for a dial system."

MRS. R. H. STEVENS

"I just think it would be wonderful. I like it so much better than I do the kind we have now."

"SHORTY" VERNON

"I think that decision would be a very good idea."

MRS. O. M. BEAVERS

"I do not believe that I would like the dial telephone system much. I like the one I have the best."

JIMMIE ALLRED

"I think it would be a very wise decision. We need a definite improvement in the Hereford System to keep up with the other towns around us."

MRS. RAY COWSERT

"Well, I certainly think their decision is right."

DON LITTLE

"I'm just definitely in favor of that decision."

MRS. J. H. BURRELL

"Well I think it would be very nice to have a dial telephone system."

BURL POTTORFF

"I think they are just about right. I believe the amount of rates they are getting now are sufficient for the service we

Community Builders

By Coelita Shelton

"Tape a quarter under the meter cover and if it's not there when you check again, you'll know I've read it."

This was the comeback developed by Onias Carroll, when he started working for the City of Hereford in 1933. Mr. Carroll's job then included checking the water meters alone, although he has helped now. But being a conscientious fellow, it made him very angry to be accused of not reading the meters. There's still nothing that riles him any more today.

During Mr. Carroll's 21 years with the City, he says he has never found any quarters.

Onias Carroll was born in Tennessee on Feb. 6, 1906 and moved to Hereford in October of 1908. He has been a resident of Hereford for 46 years now.

Mr. Carroll, age 48, moved to Hereford with his parents, Mr. and Mrs. W. A. Carroll, who now reside in Borger. The Carrolls moved to Borger in 1939. They own the "Midway Hotel" there now. They had five children, two boys and three girls.

Onias attended Hereford schools and graduated from Hereford High School in 1924. Six years later he married the former Miss Gladys Vance on June 24, 1930. They have one daughter, Mary Katherine, who also has one child, Ross Carroll Cheshire. The Cheshires reside in Amarillo.

While in school, Mr. Carroll was employed by his father, who was a cement contractor. He worked after school hours and during the summers.

Veteran City Employee

Carroll is noted in Hereford for his long service and cooperative years of work for the City. In 1933 he went to work for the City of Hereford, starting out as superintendent. He has worked for the City for 21 years now, with only an 18-month break, in which he was in the water division out at the old prisoner-of-war camp.

When Mr. Carroll went to work for the City, there was only one tower in Hereford. The water system has seemed to expand more in the last five years than ever before, he says. They had less than 500 water meters then, and only two wells. Now there are five wells together pumping about 4500 gallons a minute. The City also has 325,000 gallons storage capacity, which Carroll believes will last for awhile and maybe take care of a 25 percent increase in population. The extensions since 1933: 400 percent in fact, from 500 to 2000 meter count.

A year ago, when Bill Morton moved to South Dakota, Onias was put in charge of the whole business: garbage, streets, water, the parks etc.

Gets Night Calls

He works eight hours a day for the City and has been called at 11 and 12 o'clock at night in the winter time to cut off water, because of burst pipe lines, and other emergencies.

Mr. Carroll has been on the Hereford Fire Department force for many years and is probably one of the oldest with one of the longest records of any on the force. He joined in June of 1924.

When asked if there were anything he disliked about his City job, Mr. Carroll said, "My peeve

(Continued on Page 2)

Panhandle Paragraphs

2-YEAR OLD SNITCHES DRINKS

An Amarillo man and his wife, who said they had been taking their son to night clubs since he was two years old, faced trial Tuesday because the boy, now five, was found drunk.

The couple pleaded innocent Monday to charges of contributing to the delinquency of a minor, and went back to jail when neither could post \$1,000 bond.

Sheriff Paul Gaither said the boy was near death when he was found last Saturday night, but recovered after being taken to a hospital.

The parents said the boy snitched drinks from tables while they danced, but other persons told Gaither the man gave his son the liquor. — The Dalhart Texan.

— PP —

ROWS SPACED CLOSER

Closely spaced rows and stubble mulching of grain sorghums may soon become commonly accepted terms to Terry county farmers. Basis for this statement is the fact that at least eight farmers are in the process of obtaining good results from these practices.

Closely spaced rows refers to planting grain sorghums in rows closer than the standard 40-inch row. This term implies rows of 16 to 24-inches in width. Stubble mulching is the managing of the crop residue after the crop is harvested. — The Brownfield News.

— PP —

PORTALES ACCIDENT FATAL

A 16-year-old Hurley youth was killed in a one car accident near Portales Friday night, raising the state's traffic toll for the year to 255.

The victim and drivers of the vehicle was identified as Jack Nathan Sait.

Two teenage companions . . . Jack Murphy and Scott Murray, both 15 from Hurley . . . were injured and taken to a Lordsburg hospital.

State Police say Sait was driving too fast, lost control of his vehicle on State Highway 180 and overturned three and a half times. — The Portales Tribune.

— PP —

WANT 90% SUPPORTS

The Fieldton Farm Bureau, on a meeting Tuesday night, passed two resolutions which will be submitted to the county convention October 4.

The first resolution favored a 14 percent maximum grain sorghum moisture content for Commodity Credit Loan eligibility. The second favored 90 percent support priced on all commodities classed as basic. — County Wide News (Littlefield)

The BOOTLEG

—Philosopher

Editor's note: The Bootleg Philosopher has an odd idea this week, but it's too impractical for consideration.

— O —

Dear editor:

It's a peculiar thing, but when some people start out to do a job, they figure out the most complicated, round-about way to get it done.

Take the problem of crop surpluses.

Because me and a lot of other farmers have done such a magnificent job, this country has more stuff than it knows what to do with, except send it to Europe, and naturally this has depressed the market, which calls for prices, supports, which I'm in favor of, which in turn calls for crop controls, which is all right too.

But there's where the experts bog down.

Confronted with the job of controlling production, what do they do? They work out a complicated system of acreage controls, with loan rates of ~~from~~ how many acres of cotton or corn or maize or whatnot a farmer had in the past few years. From this they calculate how much production this country needs, then divide it by the number of acres or something there is available, and come up with a percentage figure which trickles down to the county level and is then divided among the individual farmers.

Understand, I haven't got anything against this system, but I have been thinkin over the problem and it seems to me the experts are goin about it the hard way.

Instead of acreage controls, why not substitute work control? It's not crop limitation this country needs but hour limitation.

Instead of farmers votin on how many acres they're gonna plant next year, why not vote on how many hours they're gonna work? After all, the government's problem is how much is produced, not how much land is plowed, and my system would eliminate complicated figuring and land-measuring.

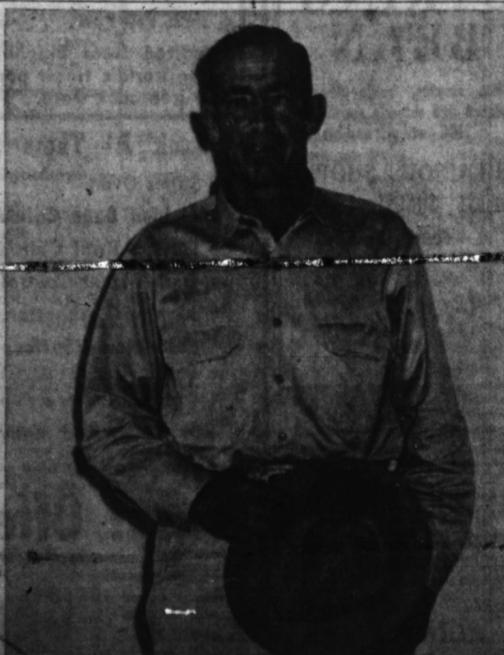
All they'd have to do is figure up how many bales of cotton say the country needs next year, multiply that by the number of hours it takes to produce a bale, divide that by the number of farmers interested in growin the stuff, and find out how many hours every farmer in the South could give to raisein cotton.

By doin the same thing for all the other crops, it would result in a work chart for every farmer, and all he'd have to do is tack it on the wall and check off his hours, and when he reached his quota, knock off and go fishin.

I guarantee this will wipe out the surplus and I for one can be depended on not to work one minute over my quota.

If you don't think this system is any good, let's see you figure out one that's better.

Yours faithfully,
J. A.



ONIAS CARROLL



OFFICERS FROM THREE COUNTIES checked over efficiency of the Radar Speed recording machines, now under test by the State Department of Public Safety. Lower photo shows the register unit of the machine. The little needle, like the speedometer of an automobile, bends across the dial to accurately register speed of passing cars.

Community...

(Continued from Page 1)

is someone calling me up on Saturday or Sunday and saying, 'I've got a stopped up city sewer.' It's part of the job, of course, but not too pleasant." Otherwise he seems to like his job very much.

Onias, being interested in the community and its youth, says, "I believe we need a community center, where the kids can play any sport they wish and which would be open to the public." Mr. Carroll is a great baseball fan and played baseball this year. He played on the Town's Team in his seventh year in school and was the "sparkplug" of Hereford's teams for years. His coaches in his younger days were Travis Dameron and D. C. Arthur. He believes that children should be taught baseball from the first grade on up. He also enjoys square dancing and is a member of the "Old Fashioned Square-Dance Club." He enjoys football as a sport, too.

Mr. Carroll is an active member of the Presbyterian Church and has been for as long as he can remember.

Hereford has, down through the years, been endowed with many citizens of ability and more spectacular jobs. When it comes to loyalty, discharge of responsibility and dependable service, however, it would be difficult to find a more dependable, conscientious man

H. P. S. ARE COMING!

than Onias Carroll. He is also to be commended upon his ability to "grow with the town" and meet expansions as their needs become apparent.

Onias Carroll, all in all, is a Community Builder who never quits, and behind the statement lies 21 years to prove the fact.

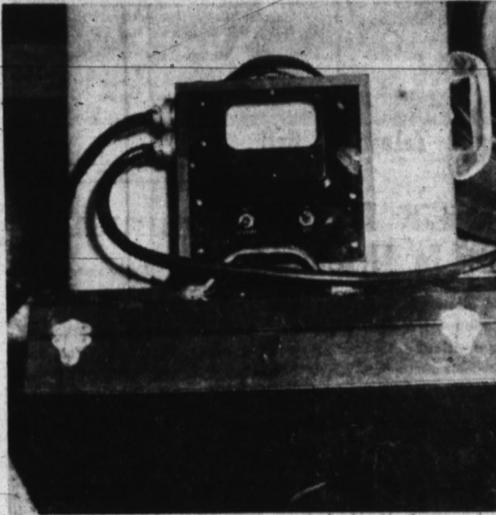
Landscaping Is HD Club Theme

Landscape Demonstrators from several Home Demonstration Clubs met at the home of Roberta Campbell for a two part program on landscaping given by Argen H. Draper, county home demonstration agent on September 23.

The first part of the program was on shrub identification. Numbers were placed on samples of shrubs grown in this locality and brought in by the women attending. Each woman identified as many as she could before a general discussion on the correct name and use of each.

A demonstration was then given by Mrs. Draper on material and methods used in laying side walk. Concrete stepping stones and cinder blocks were used. Mrs. Draper also mixed cement to be used in putting the stones together. She pointed out that the proper mixture will not crumble or will not show moisture when the top is smoothed over with a trowel.

Those attending were: Mesdames Floyd and Ernest Brown, and Mrs. J. T. Guinn from the Messenger H. D. Club; Mrs. J. E. Dyer Ford H. D. Club; Mesdames G. V. and Elmo Hall, Bippus Club; Mrs. Walter Galley and Miss Lula Botsford Dawn, Mrs. Ira



Ott and Mrs. C. C. Ellis Wyche, Mrs. Frank Brinkman and Mrs. C. L. Whitehead North Hereford, Mrs. W. H. Goettsch and Mrs. S. S. Williams South Hereford, Mrs. Draper and Miss Campbell.

Bath Sponge
To keep the bath sponge clean and sweet rub a fresh lemon thoroughly into it and then rinse thoroughly in hot water. If the sponge is very slimy, steep it in vinegar and water over night, or for about 12 hours.

Brush for Velvet
A very efficient brush for velvet hats and garments can be had by making a padding cushion of velvet about five inches long and three inches wide, inserting a piece of cardboard to stiffen it, and then stuffing with cotton. A strip of tape can be sewed on to serve as a handle.

Northwest Hereford News

By Mrs. R. C. Childers
Mrs. I. B. Hooten, of the vicinity, is visiting home of another daughter, Mrs. M. W. Livesay, in Hereford this week, after a visit in the home of Mrs. Hooten plan. Mrs. Hooten, H. L. Hooten, next week when go to south Texas to spend the week. Mr. and Mrs. C. S. Barclay and son, Larry, attended the fair in Albuquerque Saturday, where Mr. Barclay and the Hereford Rider's Club participated in the parade. The Barclays left on Friday and came home on Monday. Their young son, David, spent the four days with his grandparents, Mr. and Mrs. R. C. Childers while his parents were away.

Marionette Club Is Name Chosen For New Group

The Marionette Club was the name chosen for a new organization for girl students in St. Anthony's School when an initial meeting was held Friday afternoon at the school hall. The prize-winning name was submitted by Kathy and Karen Betzen and Emmile Pavlicek.

Purpose of the club is to provide a program for girls in the second through the eighth grades based on developing their potentialities as homemakers, learning and cultivating useful skills and developing the art of cooperative work and play. They have a costume which will include red skirt, white blouse and a red hat.

The club will be divided into four groups with Mesdames Maynard Buck, Ed Loerwald, Arhart Reinart and Jerry Albracht as leaders. Assistant leaders will be Mesdames Jim Pavlicek, C. P. Urbanczyk, Edwin Skypala and Leo Hoffman. Meetings will be held each Friday afternoon from 2:30 o'clock to 3:30 o'clock.

Officers of the group include: Mrs. Maynard Buck, chairman; Mrs. Herman Hollenstien, secretary; Mrs. Jerry Albracht, treasurer and Mrs. G. W. Schulte, reporter.

The group left a week ago Thursday. Hereford Tuesday and will leave tomorrow.

Visiting in the home of Mr. and Mrs. W. A. Dobbins, is their daughter and husband, Mr. and Mrs. P. W. Hamilton. The Hamiltons live in Hico and are on a three week's vacation. They will go to Corpus Christi from here. They arrived in Sherman, Conn., is named for Roger Sherman, a shoemaker and one of the authors of the Declaration of Independence. More than 45 per cent of U. S. deaths now occur in hospitals compared to about 33 per cent in 1936.

LUBRICATION

Is The Life Blood

of

Every Automobile

Make Sure Your Car

Has Only The Finest!



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Washing and Greasing

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Kirksey "66" Service

Intersection Highways 51 - Harrison Phone 266

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Wed., Oct. 6th

In Person

DIRECT FROM WSM NASHVILLE, TENN.

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That singing, banjo-playing wizard and comedy sensation on NBC network and his

HILARIOUS SHOW! LAFFS! SONGS! MUSIC! featuring



AUSPICES

V. F. W. Post No. 4818

At

Bull Barn Hereford, Texas

8 P.M.



IT'S TERRIFIC

With each Holpoint Electric Range Sold for A Limited Time Only We Will Give Absolutely

FREE!

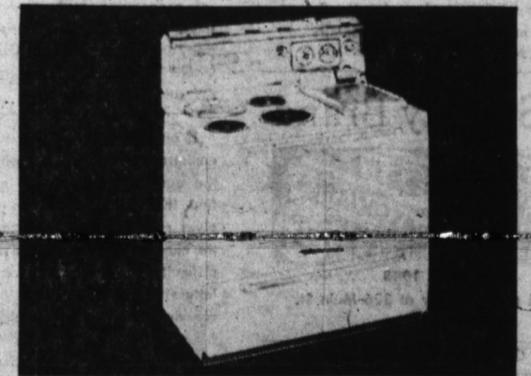
An 8 Piece TRIANON Hostess Set!

Valued at \$24.95

— Plus —

FREE INSTALLATION ON RANGE!

Priced as low as \$186.45



Here's What You Get

3 1/4 Qt. round Dutch O. Cover for Dutch Oven

1 3/4 Qt. Saucepan Cover for Saucepan

1/2 Qt. round Casserole Cover for Casserole

7 1/4 inch Skillet

6 inch Fry Pan

Imported from Belgium this is the world's finest porcelain cast iron cook ware.

Look At These Features

- Super Oven
- Golden Bake Calrod Unit
- Golden Bake Calrod Unit
- Dial-A-Heat Control
- Lighted Pushbutton Control
- Color-Keyed Surface Units
- Time Center

And many, many other outstanding features on the New 1955 Model HOTPOINT ELECTRIC RANGES!

Hurry! Offer Good For A Limited Time Only!



PARKER BROS. BUILDERS SUPPLY

1306 Park Ave.

Phone 719

"I like my Dearborn"

stays touch-cool... yet warms the far corners!"

Dearborn's amazing Cool Safety Cabinet ends the hazard of scorched walls and furniture... can't burn tiny fingers... stays touch-cool on top, sides and bottom. Circulates floods of clean, floor-warming-heat to every corner!

Come in and see our complete line! You'll be proud to own a Dearborn—the world's finest, safest gas heater.

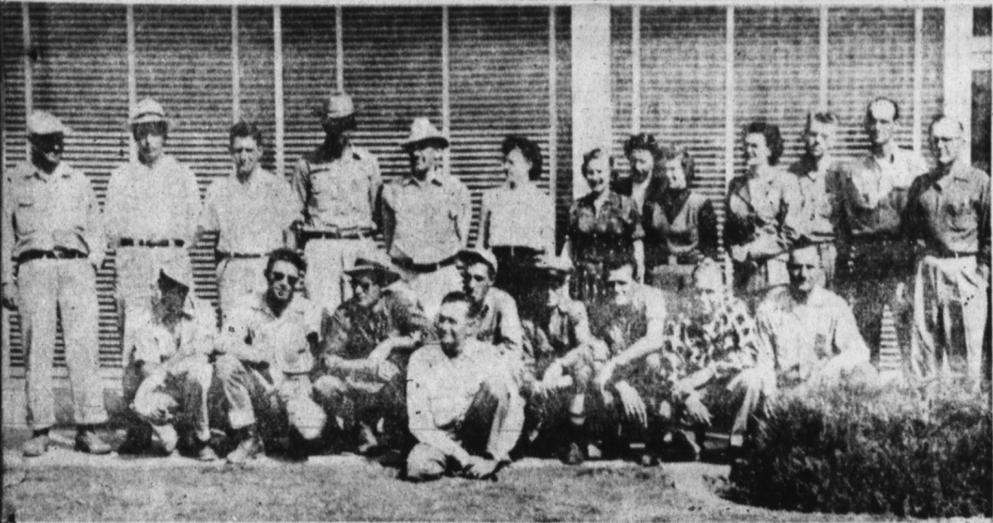
HIGH-CROWN BURNER—gives you more heat—more service—more economy.

GLO-BRITE RADIANTS—pour out abundant warmth in a jiffy.

PILOT OPERATED—no more match hunting. Wonderfully safe.

BEAUTIFUL FINISH—in handsome copper-tone furniture-finish.

BLANTON BUTANE, INC.



TWO YEARS WITHOUT AN ACCIDENT - is the record of these REA employees with the Hereford Co-op. They are, front row, left to right: W. A. Neff, Fred Fox; G. R. Smith; Troy Watson, instructor; Billy Creig; Albert Farris; Sam Woody; Emerson Roland, outside superintendent; and Ben Patterson.

On the back row from the left to the right: George Bumpass, Wilburn D. Gibson, Raymond Brown, Jack Drye, T. A. Paul, Pat Hampton, Ida Lee Hodges, Eloise Goforth, Roxy Hulsey, Adeline Vance, Loyd Lovel, Ed Johnson, and Leo Forrest.

Local REA Runs Two Years Without Lost-Time Accident

The Hereford REA was recognized this week as one of three of the 77 electric cooperatives in Texas which has gone a period of two years without a lost-time accident. The local REA employees worked a total of 162,064 hours during the period.

Figures on the 12 one-year group follow:
Spur, 14 employees, 28,575 hours, 5 vehicles, 94,949 miles, 104,709 total hours. Seymour, 15 employees, 35,030 hours, 9 vehicles, 189,392 miles, 99,916 total hours. Merkel, 27 employees, 54,786 hours, 12 vehicles, 205,807 miles, 73,687 total hours. Roby-24 employees, 56,464 hours, 11 vehicles 198,455 miles, 143,769 total hours. Floydada, 38 employees, 77,845 hours, 10 vehicles, 275,238 miles, 201,721 total hours. Wellington 18 employees, 34,662 hours 8 vehicles, 153,768 miles, 155,125 total hours. Childress 13 employees, 27,900 hours 6 vehicles, 94,979 miles, 108,297 total hours. Tulia 15 employees, 27,359 hours, 5 vehicles 132,988 miles, 39-

669 total hours. Perryton, 16 employees, 27,877 hours, 10 vehicles, 123,716 miles, 33,463 total hours. Dalhart 19 employees, 34,225 hours, 9 vehicles, 163,616 miles, 61,764 total hours. Hereford, 44 employees, 51,444 hours, 10 vehicles, 189,683 miles, 162,064 total hours. Littlefield, 16 employees, 35,687 hours, 7 vehicles, 170,477 miles, 108,233 total hours. Total, 259 employees, 491,854 hours, 102 vehicles, 1,993,068 miles, 1,292,417 total hours.

Halloween Party Is Planned For Sunshine Club

The Sunshine Club met with Mrs. C. E. Watts September 23. Roll call was answered with favorite quilt patterns. At the business meeting plans for a Halloween party to be held at the home of Mrs. T. H. Teague were discussed and also accepting new members into the club. Work on the yearbooks will be done at the next meeting. Penny ante gift was won by Mrs. Clint Lundry and the hostess gift was won by Mrs. W. E. Pitman. Members present were: Mrs.

The Sheriff Reports

By Lowell Sharp
We were invited to watch the Radar speed control gadget work a little while Monday afternoon. People seem to be radar conscious, partly because of hearing of its use in neighboring states and partly because some of the folks here had some experience. Several local people have been stopped in New Mexico and Oklahoma. It was interesting to notice how drivers slowed down as they approached. There is no guess work about the thing and it shows your speed correctly whether your speedometer is right or not. We probably won't have one soon though, as this one cost about \$1200.00, wouldn't take long to pay for one if we could prevent one wreck out of 10. With the bridge and overpass completed on the Canadian at Boys Ranch, traffic should gradually become heavier on Highway 51. Haven't had many wrecks on 51 in the past, but you can watch the increase as traffic increases. How many miles of paved highway would you guess is charged to the Hereford Sub Station of the Highway Patrol? Kirkwood and Culp, our local Highway Patrolmen must do their best to work 415 miles of paved highways plus all county roads. It would be impossible for them to cover their paved roads in one day much less work traffic like it should be worked. They have hopes of some day having more Highway Patrolmen.

about 2 or 3 more banks and that is the best we can do. The prisoners asked this morning if they could paint the inside of the jail. Guess we will oblige them. A few statistics on accidents in Texas in the month of August:
Total of all accidents 13,426
Killed in these accidents 174
Injured 4,332
Economic loss this year to date \$84,907,000
Aren't we glad we have insurance?
LRS

City Is Awarded AAA Certificate

This city's traffic safety record during 1953 received recognition today with presentation of the American Automobile Association's Award for "No pedestrian Deaths in 1953." The AAA citation, citing the city on its report in the National Pedestrian Protection Contest, was presented by Mayor Henry Sears Tuesday by Guy Lawrence, vice president of the Panhandle AAA. "The residents of the city—both pedestrians and drivers—deserve considerable credit for making this award possible," Mr. Lawrence told the Mayor during the presentation. "This record was achieved in the face of rising traffic exposure for pedestrians as a result of an increase in the number of motor vehicles. The marked reduction that has taken place in pedestrian fatalities over the years is the brightest spot in the entire traffic accident picture," said Lawrence. "Pedestrian fatalities in 1953 totaled 8,500 a reduction of 45 percent from the high point reached in 1937. During this same period of time all other traffic fatalities not involving pedestrians increased 23 percent." Mr. Lawrence said the judges of the AAA's Pedestrian Contest selected this city for citation from 1,571 communities of all sizes competing. The real reward to the city, however, he stressed, was in pedestrian lives saved and the human suffering averted. "Almost every pedestrian accident," Mr. Lawrence pointed out, "results in serious injury or death. This makes it essential to place greater emphasis each year on pedestrian protection activities."

Danna Nafzgar Is President Of New Camp Fire Group

At a meeting of Anne Winget's Camp Fire group, held on September 28, a new name was selected and new officers elected the next six months. "The new name for the group is 'Waiteoka,' which means 'to want to get together to help each other.'" The new officers elected were: Danna Nafzgar, president, Alice Kirkland, vice president, Linda Shaffer, secretary and Donna Lawrence, reporter. At the meeting, plans were made for programs up to the first of next year. The programs include a ceremonial for October 5 with the parents invited, a Halloween party and hayride; also several programs on learning how to cook and they have invited a group from the Mexican Girls to meet with them and teach the girls how to cook Mexican foods.

READ THE CLASSIFIEDS

See
KINSEY - ROBERSON BUICK CO.
For The Best Deal In Town!
Complete Selection Of Body Styles and Colors
BUICK
● Roadmasters
● Century
● Super
● Special
At the Present Time We Have No Used Cars and We're In A Position to Give High Trades.
PHONE 11



Cooking Electrically MAKES SPECIAL RECIPES EASY FOR THE ROBERTS FAMILY 3428 Julian Blvd., Amarillo, Texas

Says Mr. J. C. Roberts, "It's no trick at all to prepare my special Jambalaya in the well cooker of our electric range. I never worry about the results; they're always good. The family really goes for my Jambalaya, too."

MR. ROBERTS' RECIPE FOR JAMBALAYA
2 strips bacon, chopped
2 small onions, finely chopped
3 chicken bouillon cubes
2 cups water
3 tablespoons chopped green pepper
1 teaspoon salt
1 cup uncooked rice, washed
1 No. 2 can tomatoes
2 tablespoons chopped parsley
1 cup cooked shrimp
Sauté bacon, onion and pepper in deep-well cooker until onion is clear and bacon nearly crisp. Add bouillon cubes dissolved in the 2 cups of water. Add salt, rice and shrimp. Cover. Heat on HIGH until steam escapes. Turn switch to SIMMER and cook for 1 hour.

MRS. ROBERTS' RECIPE FOR SEVEN MINUTE ICING
1 1/2 cups sugar
3 egg whites
1/4 cup water
1/2 teaspoon cream of tartar
1 teaspoon vanilla
1/2 teaspoon salt
Combine all ingredients in two-quart sauce pan. Mix well. Place pan on small surface unit of electric range. Turn on medium heat. Beat ingredients with electric mixer for seven minutes or until ridges are made in the icing.

LETTE ROBERTS' RECIPE FOR HERMITS
Mix together thoroughly
1/2 cup soft shortening
1 cup brown sugar
1 egg
Stir in
1/4 cup cold coffee
Mix together and stir in
1 1/2 cups sifted flour
1/2 teaspoon soda
1/2 teaspoon cinnamon
Drop rounded teaspoonsful about 2 inches apart on lightly greased baking sheet. Bake at 400° F. for 8 to 10 minutes.

SUE ROBERTS' RECIPE FOR PIGS IN A BLANKET
6 wieners
12 strips of cheese
6 slices of bacon
Slice wieners in half lengthwise. Cut slit down center of each. Cut cheese in long strips 1/4 inch thick. Place a strip of cheese in the slit of each wiener. Wrap each wiener with 1/2 slice of bacon and secure with a toothpick. Place wieners on rack of broiler pan. Broil about 5 inches below the broiler unit until bacon is crisp. Turn and broil on other side until bacon is crisp. Serve immediately.

Take a tip from the Roberts family and enjoy your kitchen. You can, you know, if you cook the modern way, the electric way. Electric cooking is the only way to cook and stay happy as thousands of folks in this great Southwest, in which we live, have found out. Join this happy kitchen group. Banish unsightly wall smear. Be sure of perfect results every time you cook, bake or broil. Do these things with a modern range—the up-to-date electric range. There's a style, size and model to fit right in with your kitchen scheme of things.

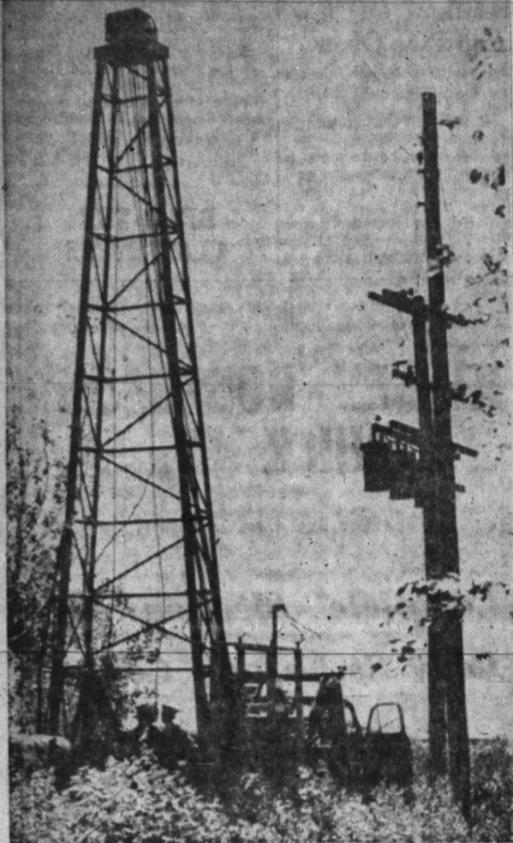
Now is the time to see your Reddy Kilowatt Electric Appliance Dealer—you'll know his store because he displays this sign.

LETTE ROBERTS' RECIPE FOR HERMITS
Mix together thoroughly
1/2 cup soft shortening
1 cup brown sugar
1 egg
Stir in
1/4 cup cold coffee
Mix together and stir in
1 1/2 cups sifted flour
1/2 teaspoon soda
1/2 teaspoon cinnamon
Drop rounded teaspoonsful about 2 inches apart on lightly greased baking sheet. Bake at 400° F. for 8 to 10 minutes.

Says Sue Roberts, "The electric broiler works so well that it's easy to make teen-age snacks in just a few minutes." And, Lette continues, "When I bake my cookies in the electric oven, they are always so good, never burned up, but real nice."

It's Time to Condition Your Home for Winter Comfort!
BE COMFORTABLE THIS WINTER!
The nights are already getting chilly and it won't be long before the old winter wind will be whistling around the doors, under the windows and up through the floors... that is, if your home isn't ready for winter.
We suggest that you check today!
• Weather Stripping • Insulation
We've got the answer for those cold, cold winter houses. Weatherstripping around the windows and doors plus good insulation will keep your home as snug as a bug in a rug.
Don't hover over a stove all winter long... see us today... we'll winterize your home so it will be comfortable through and through.
Phone 7
CARL McCASLIN LUMBER CO.
A Complete Building Service
1 Block East of the Courthouse Phone the Lumber Number 7

SOUTHWESTERN PUBLIC SERVICE COMPANY



CARROLL LISENBE BUILT the above derrick for the rig which is set-up to service an irrigation well at the Tom Draper farm on the Dimmitt Highway. The heavy equipment was designed to take care of deep wells as well as the shallow ones just put into operation. (Staff Photo)

Lisenbe Combines Experience From Oil Fields With Irrigation Wells

When Carroll Lisenbe started to work on irrigation wells, he already had enough experience in the oil fields to know what kind of equipment it takes to handle casing motors and pumps that are required to put a well in operation. With the advent of deep wells in this area, heavier equipment was often needed to service irrigation systems which were well over 200 feet in depth compared to earlier settings at as shallow as 80 feet in some instances. Carroll and Jimmie Smith, who was considered as an authority on irrigation service, made plans to build a rig that would be heavy enough to handle any type of equip-

ment they were called upon to handle but Mr. Smith lost his life in a plane accident before the rig was built. Carroll went ahead with the plans and built the derrick, which is considered able to handle the heaviest equipment to be serviced in this irrigated region. Lisenbe, who lives at 207 Avenue B and works in cooperation with Gene Brownlow and George Gideon, says that regardless of the size of the rig there is still plenty of heavy hand work necessary in the operation. The feature he likes best about their home built unit is that it only takes about 10 minutes to convert it from a 200-ton outfit to a set-up that can be used on smaller developments, including windmills which they service now and then.

Wesleyan Guild Meets On Monday

The Wesleyan Service Guild met in a business session Monday evening in the home of the president, Miss Velma Cook. Activities for the year were discussed and a devotional was presented by Mrs. Cawthon Bryant.

Refreshments of coffee and cake were served to one guest, Mrs. Glen Downing of Canyon and to the following members: Misses Mona McMasters and Mattie Mae Swisher and Mesdames J. J. Durham, W. E. Huff, S. M. Dunsam, Jim Whelan, Dyalthia Bradley, Cawthon Bryant, L. L. Chisum and Dee Lowry.

Walcott News

By Mrs. T. L. Collins
Mrs. Roy Grider returned Thursday from Altus, Okla. She was with her mother who underwent an operation. She reports that her mother is doing nicely. Mr. and Mrs. Thomas L. Collins and son, Bruce, enjoyed the Tri-State Fair in Amarillo Saturday afternoon. An added pleasure was meeting former friends and pupils, Mr. and Mrs. L. L. Scott and son, Norman, of Lockney; Mr. and Mrs. Doc Whitmire and son, Ronnie, and daughter, Pamela, of Sanford; and Mr. and Mrs. I. V. Farrell and son, John, of Dumas.

H. P. S. ARE COMING!

Read The Classifieds

We LIVE In Hereford
We PAY OUR TAXES In
Hereford

Our Workmanship Is
GUARANTEED
Legitimate Contractors

H. E. WESTER
Stucco, Concrete, Plastering and Redashing

TOO...

Early!

TO THINK OF
CHRISTMAS

WELL... *Maybe So,* BUT

It's Not far off and We Want to Talk to You About Your Credit... A Very Important Subject at Christmas Time!



You'll be looking forward to using your credit this year, and of course the merchants of Hereford want you to take advantage of the convenience of shopping on credit. BUT HOW GOOD IS YOUR CREDIT? WILL YOU BE ABLE TO SAY "CHARGE IT?"

The purpose of the Credit Association is not merely to keep people from buying things for which they cannot or will not pay for, but to encourage the sound use of credit as an indispensable part of the modern business system.

Therefore, while the Credit Association records often prevent irresponsible people from abusing the credit privilege, they also serve as a favorable reference and recommendation for those with sound credit habits.

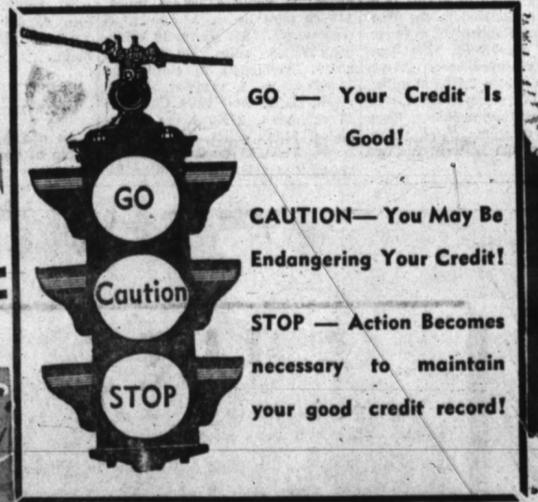
If your record on file with the Credit Association is good, you find it easy to establish your credit with new people, in a new neighborhood or even a different city. And it may help you in other directions, too, for a good credit record is a mark of character in business circles.

We hope that YOU will be able to take advantage of CREDIT this Christmas Season.

The following firms Pledge their Cooperation with You and invite You to

USE YOUR SIGNAL CREDIT SYSTEM

- | | | | |
|--|---|---|---|
| E. B. Black Company
302 N. Main Street | Hereford Butane Gas Co.
Veterans Park Road | Park Way Grocery
East Highway 60 | Kemp Lumber Company
109 N. Miles St. |
| Blanton Butane, Inc.
437 E. 1st Street | McCullough Motor Company
344 E. 3rd Street | Piggly Wiggly Store
426 N. Main Street | Jones Texaco Service Station
144 W. 1st Street |
| Consumers Oil Company
116 New York Street | Carl McCaslin Lumber Co.
411 W. 1st Street | Thomas Food Store
519 Park Avenue | Lindsey Cleaners
517 Park Ave. |
| Farmers Drive In
403 E. 1st Street | Miller-Oliver Company
1101 E. 1st Street | Walker & Hollingsworth Mfr.
305 E. 3rd Street | Loerwald Brothers
231 W. 2nd Street |
| Farm & Home Supply
1301 Park Avenue | Rockwell Bros. & Company
104 S. Main Street | Walker Refrigerator Service
305 E. 3rd St. | Lone Star Insurance Agency
136 Main St. |
| H & W Implement Co.
244 E. 3rd Street | Sharp-Edwards Motor Co.
439 N. Main Street | Hereford, Texas Federal Credit Union
317 Sampson Avenue | Parker Bros. Bldrs. Supply
1306 Park Ave. |
| Hereford Brand
336 N. Main Street | C. O. Phillips
230 W. 4th Street | N. E. Milburn Motor Co.
225 N. Sampson St. | Phillips & Lawrence Ser. Sta.
503 E. 1st Street |
| Hereford Implement Co.
331 N. Sampson Avenue | Streu Hardware Co.
330 N. Main | Ed Skypala-Borden Company
510 McKinley | Pitman Service Station
Main St. & Highway 60 |
| Hereford Farm Equip. Co., Inc.
209 N. Miles Avenue | Western Auto Assoc. Store
245 N. Main Street | Acme Cleaners
136 W. 3rd Street | Poarch Brothers
119 N. Lee |
| Hereford Furniture Company
401 N. Main Street | Lesly Motor Co.
345 E. 1st Street | B & J 66 Service Station
100 Main | Shelton Tire Exchange
303 E. 1st Street |
| Hereford Hardware Company
216 N. Main Street | City Drug Store
327 N. Main Street | Suits Auto Supply Co.
208 N. Main Street | Allred Oil Co.
Veterans Park Road |
| H & H Furniture Company
423 N. Main Street | Cooper's Market
144 W. 4th Street | Corbett Cleaners
414 Jackson | Ellis Combs
707 Lee Avenue |
| Warren Motor and Appliance
1221 E. 1st Street | B. F. Goodrich Store
708 W. 1st Street | Cowan Jewelry
335 N. Main Street | Kinsley-Roberson Buick Co.
142 N. Miles Ave. |
| Continental Oil Company
208 S. Main Street | Hunter's Food Market
219 Sampson St. | Jacobsen Brothers, Inc.
137 Miles Ave. | Kester Jewelry & Gift Shop
409 N. Main St. |
| Hereford Motor Company
2nd at Sampson | McRight & Smith
216 East 3rd | Lamm Jewelry
307 Main Street | Harman's
339 N. Main |
| Hereford Parts & Supply
252 N. Main Street | Helton Grocery & Market
329 W. 1st Street | Cream O'Plains Milk Co.
230 E. 3rd Street | Truly-Teague Chevrolet
2nd at Schley |
| | Luke's Grocery & Market
505 Grand Ave. | | |

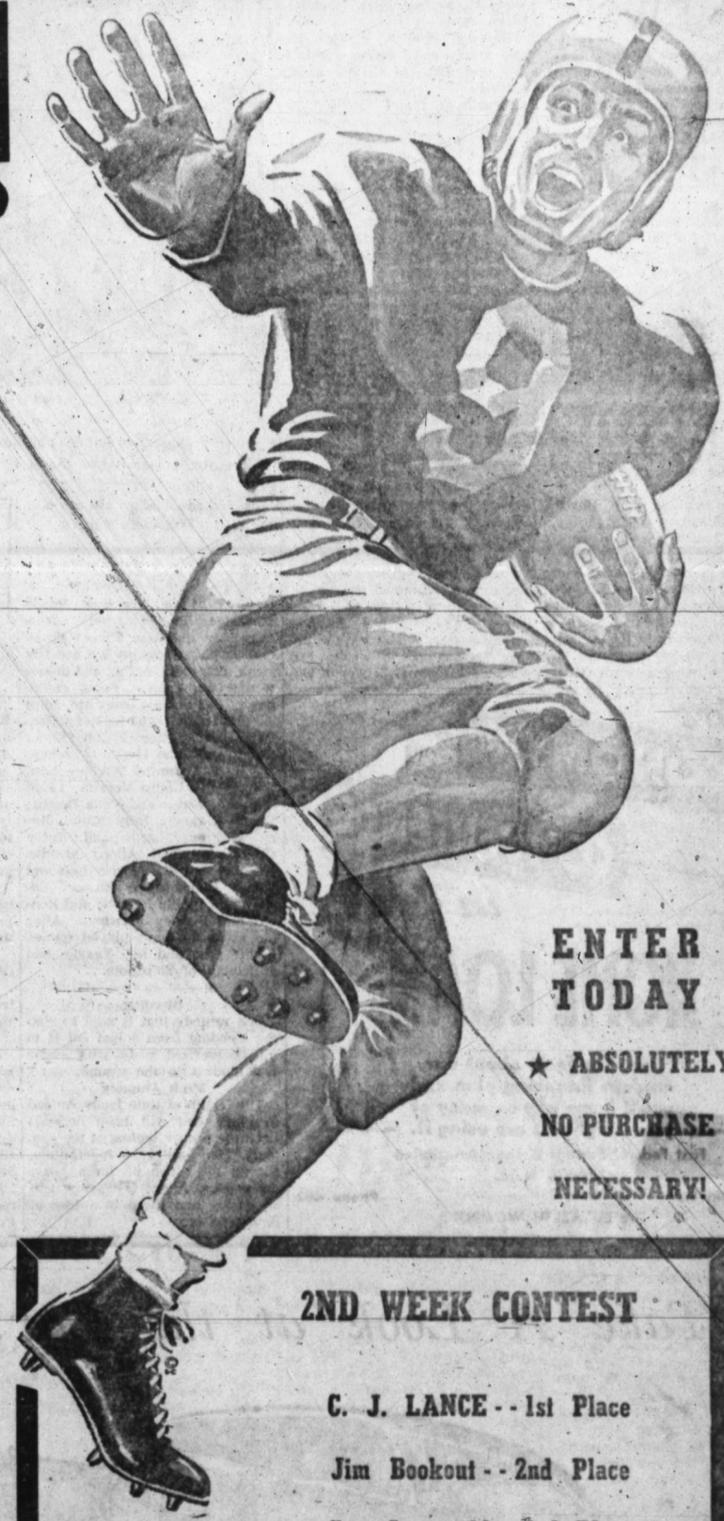


HEREFORD CREDIT ASSOCIATION

And It's Associated Members

Win PRIZES!

Match Wits With The Nations Experts!



**CASH
PRIZES
EVERY
WEEK!**

**ENTER
TODAY**

★ **ABSOLUTELY
NO PURCHASE
NECESSARY!**

OFFICIAL ENTRY BLANK

Hereford at Shamrock
Holy Cross at Miami
TCU at Southern Cal.
Colorado at Arizona
San Jose at Tempe
Baylor at Arkansas
Dartmouth at Army
Oregon at California
LSU at Georgia Tech
Texas A & M at Houston
Ohio State at Illinois
Kansas at Iowa State
Cincinnati at Marquette

Predict the Score

TIE BREAKER

Hereford _____
Shamrock _____
Holy Cross _____
Miami _____
TCU _____
Southern Cal. _____

Iowa at Michigan

Northwestern at Minnesota

Abilene Christian at Miss. Southern

SMU at Missouri

Georgia at North Carolina

Hardin-Simmons at North Texas

Kansas State at Nebraska

Pennsylvania at Princeton

Duke at Purdue

Navy at Stanford

Oklahoma vs Texas

Oklahoma A & M at Wichita

Rice at Wisconsin

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 In Trade at Neill Cleaning Co.

\$3.00 Cash At Brand — 2nd Prize

\$2.00 Cash At Brand — 3rd Prize

2ND WEEK CONTEST

C. J. LANCE -- 1st Place

Jim Bookout -- 2nd Place

Geo. Loerwald -- 3rd Place

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

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

ADRIAN NEWS

By Annie Leslie

Mrs. Annie Vickery is taking an educational course at the West Texas College Center in Amarillo on Monday nights.

Amy Ballard, daughter of Mr. and Mrs. Labry Ballard and Barry Craig, son of Mr. and Mrs. Woodrow Perrin were christened Sunday morning at the Adrian Methodist Church by Rev. Ralph Odum.

Mrs. Hazel Chilton was a luncheon guest Sunday in the home of Mrs. Walter Fisher.

Pictures were taken of the Adrian School children Monday afternoon for the annual Autrey's Studio of Amarillo made the pictures.

Mrs. Authur Jordan and Erma Lou visited in Sudan last weekend with Mrs. Jordan's mother, Mrs. Annie Seratt. Mrs. Seratt, who is ill, returned home with them.

Mr. and Mrs. A. P. Jones and Raymond were dinner guests of Mr. and Mrs. V. E. Lemke's Sunday.

Mr. and Mrs. Bascom Harris moved to Channing last Saturday, where Mr. Harris has been working at the gravelpit for sometime.

Mrs. George Paschel and Joan and June Leslie went to Herford Monday afternoon, where Joan saw the dentist.

The old bleachers in the Adrian School gym, on the west side of the gym are being reconstructed.

Plans have been made to refinish the floor next weekend. The first basketball game will be played October 19, against Hart. It will be played there.

Mr. and Mrs. J. R. Cullender and family were dinner guests of Mr. and Mrs. Al Goodin Friday evening.

Mesdames Hazel Chilton, Ted Bones and Neil Morgan were dinner guests of Mr. and Mrs. V. E. Lemke's.

Visitors from Tuesday through Saturday of last week in the John Skaggs' home were Mr. Skaggs' sister and husband, Mr. and Mrs. A. M. Jones, of San Antonio and another sister, Mrs. Joe Dodson, of Elk City, Okla. Mr. and Mrs. Skaggs, Mr. and Mrs. Jones and Mrs. Dodson all went to Clovis Friday to visit an old schoolmate of theirs. They also visited in Bovina with Mrs. J. R. Caldwell and in Friona with J. R. Caldwell, who is in the hospital there.

Mrs. Grady Pridmore took Mrs. C. V. Griggs to Amarillo Monday to see the doctor.

R. M. Gruhlkey, Mrs. E. B. Pounds, Mrs. Horace Betts and Rev. and Mrs. Darrel Gaut attended a State Training Union Conference of the Baptist Church in Amarillo Friday, September 24. The purpose of the conference was to plan the program for the Training Union for the next quarter.

J. A. Cullender's mother, Mrs. Grace Cullender, and brother, Dick Cullender, of Hartley and another brother and his wife, Mr. and Mrs. Bascom Cullender of Du-



A CROWD OF 750 persons gathered Sunday afternoon at the formal opening of the new bridge across the Canadian River, near Tascosa. Lower photo shows E. H. Thornton, Jr., chairman of the Texas Highway Commission, as he delivered the opening address. (Staff Photo.)

mas visited Monday afternoon in the J. R. Cullender's home.

Included in those attending the dedication of the new bridge across the Canadian River on the highway 51 and the Boys Ranch barbecue Sunday from Adrian were: Mr. and Mrs. Ernest Frank and Twilla. Enjoying the meal of steak, potatoes, carrots and onions were: Olin Teague, Scout executive of this district from Amarillo; A. P. Jones, Scoutmaster; Rev. Darrel Gaut; Rev. Ralph Odum; Percy and John Henry Gruhlkey; M. H. and Jimmy Zaring; Don, Donnie and Kippy Morgan; Lloyd Homfeld; Davis and Finis Brown; Danny Wagner; Billy Allen; Jerry Whitten; Lorin and Terry Creitz; Wayland Allen; Sheldon Proctor; M. W. Morris Lee, and Sidney Blankenship; Roscoe, Edward and Phillip Pinnell; and Ronald and Stanley Fuhrman. After the meal the boys played games in the gym and Mr. Teague had a display of shipmodels.

At The Movies

"Quo Vadis"

"Quo Vadis" starring at the Star Theatre Sunday, Monday and Tuesday is based on a novel written by Henryk Sienkiewicz in 1895 and for which the Polish author won a Nobel Prize in literature. His novel—and now the film—was conveyed in devices employing men and women, imprisoned by the tyranny of their times and released by their faith, against a surging and tempestuous background of authoritarianism, paganism, vice, licentiousness, cruelty, lust, bloodletting, sadism and practices long since identified with the ancient world.

The scene is Rome, where the film was made.

The picture, being a feature attraction, only calls for regular admission.

"Return to Treasure Island"

Tab Hunter, the newest bobby-sox heart-throb, and alluring Dawn Addams, are co-starring in a modern day sequel to the Robert Louis Stevenson classic, called "Return to Treasure Island." The picture, filmed in Pathe Color, will open Sunday and Monday at the Tower-Drive-In, through United Artists release. Others in the cast include Porter Hall, James Seay and William Cottrell.

Dawn Addams is cast as Jamezina Hawkins, a direct descendant of Jim Hawkins, the hero of Stevenson's "Treasure Island." She is in possession of maps and records showing just where that famous treasure is buried. A phony archaeologist, played by Porter Hall, nearly succeeds in tricking her into turning over her information to him, but is thwarted when Tab Hunter, the true archaeologist, appears on the scene.

"Torch Song"

Joan Crawford in "Torch Song" is the outstanding M-G-M attraction coming to the Star Theatre this week beginning Wednesday and Thursday. A powerful love story and emotional drama played against a backdrop of the New York musical comedy stage, the picture marks Miss Crawford's return to the studio which launched her to stardom, and also marks her first appearance in an all-Technicolor production. And, in the vibrant role of a musical comedy star blinded to everything but the adulation of her audience, the popular star has a rare opportunity to combine the dramatic talent which won her an Academy Award and three Oscar nominations with the singing and dancing ability which first won her screen recognition.

Co-starred with Miss Crawford in the role of the pianist with whom she falls in love is Michael Wilding, the handsome English actor.



taken by Gregory Peck. Both psychologically and from the standpoint of make-up, the role which Peck essays is one of the most ambitious and difficult he has ever attempted. Peck's characterization ranges from a young student to 70 years of age.

Frying Meat

When frying meat, the grease or lard in which it is fried should be hot before putting the meat in, that the meat may be seared and the juices retained.

Mustard Stains

Mustard stains can be removed from linen by boiling in water, in which washing soda (a teaspoonful to one quart of water) has been dissolved. After boiling, rub until the stains disappear.

Spinach

When washing spinach put a handful of salt in the second water and all the sand from the greens will sink to the bottom of the pan. A third washing will result in a thorough cleansing.

"Keys of the Kingdom"

From the loving pages of one of the best-loved best-sellers, "The Keys of the Kingdom" by A. J. Cronin, Twentieth Century-Fox's movie version, an encore triumph, is being brought back by popular demand to the Tower Drive-In Theatre starting Tuesday and Wednesday.

The role of Francis Chisholm, the young Scotsman, whose life is the basis of the film is

Jolly Girls 4-H Meeting Sept. 18

The Jolly Girls 4-H Club met September 18.

Ann Dyer, president, called the meeting to order. Wynona Roberts led the ritual.

Mrs. J. E. Dyer, leader, gave the demonstration on center pieces. Present were: Ann Dyer, Wynona Roberts, Peggy Browning, Sharon Bezner, Nancy Browning, Sharon Wiseman and her sister.

Mrs. Bess E. Givans had as a guest Saturday, her nephew, William, F. S. Mann, and Mrs. McConnell. They had been to Toronto, Canada and to Chicago, Ill., visiting for three weeks. They were on their way home to Los Angeles, Calif.

Read The Classifieds

STAR THEATRE

FRIDAY SATURDAY

RETURN BATTLE OF THE CENTURY

ROCKY MARCIANO

CHARLES

GLENN FORD-ANN SHERIDAN

Appointment in Honduras

ZACHARY SCOTT

STAR THEATRE

SUNDAY

TUESDAY

REGULAR

ADMISSION

QUO VADIS

FACT NO. 3

It was years in the making! Planning began twelve years ago. Research continued for a decade. Two years of technical preparation preceded the actual filming.

FACT NO. 2

The cast numbers more than 30,000 persons, with 27 principals and 235 speaking roles.

FACT NO. 1

Life and Look Magazines describe it as "The most colossal movie ever made!"

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See ELIZABETH WOMBLE

WEDNESDAY THURSDAY

JOAN SINGS... JOAN DANCES... in a new kind of love story!

Joan CRAWFORD

TORCH SONG

CO-STARRING MICHAEL WILDING

with GIG MARGORIE YOUNG - RAMBEAU

Speaking Animals

Who's What At The Zoo

COMING

UNCONQUERABLE!

In 1952—"HIGH NOON"...

In 1953—"SHANE"...

and now—the last word in motion picture might!

BURT LANCASTER

APACHE

JEAN PETERS

TEWASKA SUNDAY ONLY

Robert Mitchum Barbara Bel Geddes

BLOOD ON THE MOON

TOWER DRIVE-IN THEATRE

SUNDAY MONDAY

RETURN TO TREASURE ISLAND

HUNTER DAWN ADDAMS

TUESDAY WEDNESDAY

THE GLORIOUS STORY OF AN UNCONQUERABLE MAN

A. J. Cronin's

THE KEYS OF THE KINGDOM

Directed by JOHN M. STAHL

Produced by JOSEPH L. MANKIEWICZ

20th CENTURY-FOX

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