(Courtesy of KPAN)

Our Slogan: "More People - More Farms"

VOL. 17 - NO. 15

HEREFORD, TEXAS 79045, SUNDAY, OCT. 11, 1964

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# Autumn Crops Move To Market

# Town

With The Brand Staff

Winners in Saturday's Pass, Punt and Kick contest for boys 8 through 13 are to be presented their awards by the Booster Club at its meeting in Community Center tomorrow night at 7:30, Stan Sigman, president of the club, announced Saturday. The contests for the various age

The Sacred Heart Civics club of St. Anthony's School this past week received its official charter from the Commission on Ameriean Citizenship in Washington. Newly-elected officers of the club here are Michael Engler, president: Daniel Koenig, vice-president; Frank Gallegos, recording and corresponding secretary, and Stephen McAndrews, sergeantat-arms. The theme of this year's program is "Politics is YOUR

"A few more bowlers" are still needed to fill the league rosters, bowling officials said Saturday. Men bowl on Tue-be certain problems that desday night and women on Thursday nights. Also announced was a Wednesday morning ladies leao'clock next Wednesday. Beginner bowlers are needed for

cotball-scoring contest were announced Saturday by The Brand. First place went to Bill Dirks, 208 Ave. J. with 17 right out of 20; W. O. Russell, 113 Fir, was second and James McDowell, 310 W. 6, placed

Lt.-Col. Bill A. Mortgomery, grandson of Mrs. J. W Alexander of King's Manor here, has assumed the position of chief of operations services at Headquarters, 13th Air Force, Clark AB, Philippines. He previously served in Viet Nam as an Air Force liaison officer with the Vietnamense Army. The Colonol is a graduate of Hereford

Carol Ann Edwards, daughter of Mr. and Mrs. Gaylord Newell, 426 Main, Hereofrd, is serving as hostess chairman of the women's auxiliary to the student chapter of American Veterinary

High School.

Bill Carmichael, son of Mr. and Mrs. Pete L. Carmichnel, Hereford, has enrolled for the Christian Theological Seminary, Indianapolis, The Semi-nary is a graduate institution of the Christian Churches (Disciples of Christ.)

Miss Alyce Lena McClain, daughter of Mrs. Vinita McClain. rell Williams this week sent a Hereford Independent School Dis-Wildorado, is among 102 stu-letter to the Brand in defense trict meets regularly the second dents at Wayland Baptist College, Plainview, being honored at a "Proud Heirs" dinner next article and cartoon in the Sunday

The meeting is open to the gen-(Continued on page 2)

#### Merchants Plan Nightime Sale

ioned nightgowns and night caps or at least some of them will next Friday night for a special 'midnight Madness' sale in down own Hereford, it was announced

# **Yield Is High Quality Good**;

Company Says

Published Every Sunday

Deaf Smith County's first harvest of sugar beets to be processed locally, got off to a booming start Wednesday and was were held at Aikman then halted Friday morning, due to "start-up" problems at the \$21.4-Million Merrill E. Shoup Plant of Holly Sugar. Corpora-

are far better than we had hoped to expect," District Manager Dexter Lillie said this

"The tonnage being harvested is extremely good and crop pro-

tions. Actual sugar-making was delayed at the plant, due to technical "start-up" problems in certain portions of the process-

When you have a project velop when you try to put it gue which gets under way at out and be things straightened into operation, but we are be-George Cossairt, plant superin-

percent, which is well above av-erage and tonnage has been rat-

Reports coming in Saturday , said one field in Curry County. N. M. was yielding 31 tons per acre and another was yielding 34, however, these are exceptional and the average for the entire district would

not be near that figure. The harvest has been going off without any hitches, with hauled to the plant for the first halftime deficit and allowed the play. The conversion attempt undefeated as they shut out the Plainview 32-12.

several days of the campaign. The beets began arriving at the Hereford plant by rail late Wednesday from Dawn, Frione, Bovina and Clovis, beet-loading stations, constructed by Holly

Sugar Corporation. According to Lillie, approxi-mately 7,000 tons of beets will mately 7,000 tons of beets will Between 4000 and 4500 persons records in the county tax astions, and of this number 77 have to the printer, B. F. Cain,
arrive at the plant each day
during the beginning of the harduring the beginning of the harcounty to cast their ballots in Saturday. This is an all-time county to cast their ballots in Saturday. vest and the quota will be in- county to cast their ballots in (Continued on page 2)



TONS AND TONS OF BEETS - The trucks in the center of this photograph are dwarfed by the massive piles of sugar beets that have been hauled to the Merrill E. Shoup Plant of Holly Sugar Corporation during the first three

days of harvest. According to plant officials, the harvest is in full swing and yield and sugar content are far above average in the first segment of the harvest. A picture page appears on page 6 of this issue. (Brand Staff Photo).

# Hustling Herd Dumps Lovington

less than 30 yards total offense it's first half composure. during the first half Friday evening, returned to defeat the Loaid of a flasy halfback Walter

ing very high according to plant Williams played his first game of the season Friday and led yards on the ground, the Herd to a second half on-

the second hald.

Absentee Voting Starts Wednesday

Whitefaces, who were held to before Lovington could regain 22-16.

fensive backs and iron-clad ed the Herd complete control of the bail during the second half as they racked up 264

The only score for Lovington slaught which held the Wildcats in the second half came when to 17 yards total offense during the Wildcats were punting from their own 45 yard line and Williams, Wynn Buck, Gene Mike Moore signaled for a fair Drummond, Steve Hodges and catch deep in Hereford territory, Frank Cain unleashed a running fumbling the ball on the three attack, with no aerial attempts, yard line, which was promptly the second half that caught the recovered on the three-yard line Wildcats off-guard and allowed and converted into the only score more than enough beets being the Herd to overcome an 80 of the second half on the first. The Freshman team remained a seventh grade team from

their opponents. returned strong in the second game. half and scored at well over Seventh graders at Stanton al-

#### Other Teams Also Capture Victories

Varsity posting a win Friday They will play Estacado of Plainevening, the Hereford Football view there next Thursday and teams had a clean sweep as all the B-Team will meet Nazareth five romped to victories over here.

The 8th Grade Team of Sta-The B-Team met Farwell there ton Jr High came from behind Thursday evening and defeated to score two touchdowns and them 50-0 as they continue their four extra-points to beat the winning streak. The score was Plainview 8th grade teams in 8-0 at halftime, but the B-Team the final four minutes of the

the Farwell Steers B-Team, so posted a win as they tromped

the third Hereford touchdown

The first half proved very uneventful for Hereford fans, erous touchdown drives. Finally wise. in the second quarter, Phill Har- But three relatively new crops ris carried from two yards out for this area, all of them comi for the Wildcats and made the about as a result of irrige first score of the game. Randy also are figuring in the market Kimble carried for the two point picture at this time. Biggest of

ington an 8-0 half-time lead. tackle almost at will in the se- sudden this past week. One day, cond half, with Wynn Buck fol- the beets were still in the lowing up with a thunderous ground; the next day thousands drive over center and this com- of tons of them were rolling bination provided many first Holly's brand new refinery

team came in the last play of a smaller scale in this area for the game as tackles Stan Sig- a number of years.
man, George Muse and Dick The other two crops which Lookingbill charged Quarterback are rolling to market fairly Phill Harris, cornering him in steadily right how are carrots the end zone, scoring the safety and lettuce. These harvests, too, and squelching any possibility are just the vanguard of the of a repeat performance of the bigger season yet to come. Said Hereford-Levelland game,

# Around Beet Harvest For Holly Plant Booming For Five Crops;

Five different crops, three of which were unknown to this area 25 years ago, were rolling to market Saturday as late autiumn's harvest season approach ed. But for all except one of those crops, peak harvesting operations won't be reached until late this month or in Novem

County's biggest money-making crop, was beginning flow to market and com

But one of the leading by said Saturday that "it will several days yet - maybe until after frost - before

crop will really get going." He figured: "We always or at this time of the year. It's The yield too, is good or maybe fair, but a few more days of ripening will step up both quality and the quantity.

"Overall, the outlook is g and the price is strong - \$1.85 per cwt. I believe we are going to make as good a crop as we did last year - irrigated gre sorghum I mean."

He explained that the "nights haven't done much ward ripening the grain."

The county's ASCS sum at the start of the season sh 244,356 acres planted to holding in time to prevent num- county's biggest crop, acreage

conversion attempt, giving Lov- these, of course, is sugar beets which started popping into Hol-Williams was able to slice off- ly's big storage bin all of a downs for the Herd in the second And thus was born a new industry for this area, although The clincher for the Hereford sugarbeets had been grown on

one vegetable buyer Saturday: Lovington kicked off to Here-(Continued on Page 1) (Continued on Page 2)

#### Williams Defends Position Board's

Brand, Sunday, Oct. 4 was critical of certain actions of the Board. The letter follows:

Merchants will don old-fastmode nightgowns and night caps
or at least some of the myllic schools of
the past twenty four
text Friday night for a special
midright Modness sale in down
own Hereford, it was announced
sturring by Chee Corisi, chairman, of the Downtown Merchman, of the Downtown Merchman, of the Corntown Merchman for the event, specialprice will be offered to customers
between the hours of 7 and 5
m. the tevening with half
and here will be offered to customers
between the hours of 7 and 5
m. the event special mass and meeting and
meeting.

"It has been my previete the to see the held in Austin Nov, 123-46,
the downself and the past and one told meeting as
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Superintendent of Schools Dar- "The Board of Trustees of

it necessary to have special Farmers "I read your editorial and saw the cartoon in the Sunday Brand concerning our school board meetings.

"It has been my privilege to work in the Public Schools of

Corlis explained thest each half hour, certain items will go on apecial sale-at 7, 7:30, 8, and apecial sale-at 7, 7:30, 8, and the stores will be open Friday from 9 a.m. until 5 p.m. and then will re-open at 7 o'clock for the "Moonlight Madness" event. In addition to the Friday night sale, specials also will be offered Saturday to make the weekend bargain weekend in Hereford.

The present point of the facts that delivery of our bookkeeping machine. The hour was changed so yours truly and the Board and I slone should be in the hands of the new specials also will be held accountable. However, in Hereford.

The present point was changed so yours truly and the Board and I slone should be held accountable. However, in the meeting he missed.

The hour was changed so yours truly and the Board and I slone should be new faculty members. Your reporter was given all the information concerning the part of the meeting he missed.

The bold face type pertain. The hour was changed so yours truly and the Board and I slone should be held accountable. However, in the weekend bargain weekend bargain weekend in congress in regard to beet imports."

Livesteek—"We favor the preventing in the income feed grain program is adequate."

Livesteek—"We favor the prevent all the information concerning the part of the meeting he missed.

"The bold face type pertain. (Continued as delegates to the Rural Electric Congressitives—in the weekend bargain weekend in congress in regard to beet imports."

Rural Electric Congressitives—in the weekend seed of the facts and these directors:

Lay Boston, Bill Gentry, secretary, sident; Jay Boston, Bill Gentry, Ráy-mod Hagginbotham, A. J., Be-congressitive conditions of the facts that delivery of our bookkeeping machine. The hour was changed so yours truly and the Chamber. Charles the new faculty members. Your the new faculty me

the Nov. 3 election, a check of

new their exemptions each year, and some may have been issued 10 to 15 years ago,

But aside from these long-time exemption holders, the county has 3985 persons qualfled to vote. That many have paid their

poll taxes or received exemp-

only for national candidates.

Peak Vote Of 4500 Seen For County

The only unknown quantity is Mrs. Miller's final records the number of persons who show that 3754 persons in Deaf hold poll tax exemptions issued Smith county paid their \$1.75 in previous years to people a-bove 60 years of age. Nell Miller, tion certificates were issued to such persons do not have to re- registering in the state for first time and those who have be-come 21 during the past year. In both cases - newcomers to Texas and those who have recently turned 21 - are entitled to "free" poll tax receipts for their first

dates on all levels,

and voting absentee starts next (Continued on Page 2)

# County Farm Bureau Names New Officers, Directors

Deaf Smith County directors Martin Wagner, secretary and have named Carroll Newsom as president for the new year with The officers were named by agents, the purpose being "to year and may vote for candi-dates on all levels.

Frank Ford Jr. as first vice-president, Norman Minks was ing Thursday night. It also was Farm Bureau and the fu

Meantime, ballots have gone elected second vice-president;

To Seek ing Thursday night. It also was announced that the county's Farm Bureau organization is entitled to six delegates to the good of Farm Bureau."

That the state board 'took institute operations of the insurance to be held in the Rice Hotel in Houston Nov. 8-21.

Six new board members elect-

Acreage Boost

Robert Strain was re-elected president. Other officers named include Leo Witkowski, vice-president: James Gentry, secretary-treasurer, and these directors: Jay Boston, Bill Gentry, Riggmond Higginbotham, A. J. Bezner, S. A. McCathern, Charles Hoover, L. B. Worthan, C. G. (Bill) Ellis, Virgil Weiker, Archie Love, Alfred Smith, L. H.

Livestock—"We favor the prescriptor of cotton more in line with the fact of cotton

ed by the county group late in September include Arnold Hus-mann, Frank Barrett, Homer Brumley, Norman Minks, Robert

The following resolutions, con-

#### County ...

(Continued from Page 1) o marketing field without de

That greater percent of sugar sed in the United States be roduced by farmers in this

the various states 'have ht to apportion their electthe states concerned.

That the organization oppose use of taxpayers' funds in ation to the Agency for In-tional Development to propetitors to our dom-

That "we oppose the inclus-n of farm labor under the im wage laws.

That the 1963 policy on agri-itural chemicals and drugs be

That state and national organ-ations "use all efforts to oppose y type of subsidy on livestoc That the immigration law be engthened to admit "only se who are able to take care of themselves according to the United States standards." 24 Cas Lite

lusic Lovers Attending the Amarillo Sym-nony Orchestra Concert with Eleanor Steber as guest soloist last Tuesday were Mrs. Paul Lyons, Mrs. Westle Fisher, Mrs. Keith Jorde, Mrs. Richard Jackson, Mrs. Joe Hacker, and Mrs. R. C. Godwin.

All reported an evening of susical excellence and enjoyment, well worth the trip for

#### THE SUNDAY **BRAND**

abilished every Sunday at 130 West Fourth St. Hereford, Texas 19945

sivin Young, Managing Ed Bill Penn, Adv. Mgr. Ray Martin, News Editor Lee Brown, Mech. Supt.

crution Rates: Zone 1, 14.00 per year; Zone 2 and above, \$5.00 per year. With the Hereford Brand both papers, Zone 1, \$4.95 per year, Zone 2, \$6.15 per year. Carrier delivery, cents per month, Single coples 15 cents each.

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



SENATORIAL CANDIDATE — George Bush, center, is shown with Deaf Smith County Republican Chairman Keith Jorde, left and Kenneth Rudd, Bush's county campaign chairman

at a breakfast honoring the candidate Thursday morning. A crowd of nearly 100 supporters were on hand to hear (Brand Staff Photo)

(Continued from page 1)

for the federal government."

the power of the federal govern-

Bush pointed out that foreign

aid "should be used to strength

Following the breakfast, Bush

According to Exkimo thinking,

wolf, but is the wolf who keeps

left for Lubbock where he intro-

duced Barry Goldwater.

the caribou strong."

the enemies."

attended Wayland.

#### Harvest ...

(Continued from page 1)

ply, but they'll pick up soon now, any day in fact." He said the price is con-

tinuing good and predicted that the late fall carrot crop will "produce well and bring a

actually see much lettuce until the last of the month or the voters, a first of November," he figured, "because the lettuce we have offices, three parties are re-

The fifth crop is which being marketed at this time is cotton. Deaf Smith county is not a major producer of cotton, only some 10.763 acres alloted to this county. However, qinning started three weeks ago when the first bale was reported on the local market.

But like the reached its peak. One cotton man said it will early November before "we see any

great movement of cotton." One agricultural expert summed the crop condition up like this: "All in all it's been - or will be - a good agricultural and Mrs. Garland Solomon. year, with the exception of wheat, Of course dryland pro-

#### Peak...

(Continued from page 1) Wednesday. The ballots are to

be ready before that time. Contained on the ballot this year are the names of 50 job-

seekers - four for federal offices, 14 for state offices, three for district offices and five for coun- red Brown Lettuce, too, is still moving ty positions. Three amendslowly to market. "We won't ments to the state constitution also are to be acted on by the For some national and state

seen just hasn't headed-up com- presented - Republican, Democratic and Constitutional parties. Cain has announced names of the judges appointed by the commissioners' court for the 10 Gentry. voting precincts and for the absentee box. Absentee officials will be Wayne Thomas and Jim

> Other precinct officials and voting places are as follows: Precinct No. 1, license examiner's room in the courthouse; Frank Bezner, Mrs. R. L. Simpson, Mrs. W. C. Davis and Clyde

Bob Allison.

Precinct 2, county commissioners' courtroom: Robert Veigel, J. L. Woodford, Tom Robinson, Precinct No. 3, Hubert Schmidt

duction was down considerably spurred our agricultural econoon all crops planted on such my considerably. Now if only Second-class postage paid at land, but irrigated production is we could step up our sugar beet fereford, Deaf Smith County, good, and the arrival of a full-blown sugar beet industry has future would indeed be bright."

residence, J. E. McCathern and Jack Weaver. Around ...

Precinct No. 4, Simms Community House, J. C. Fortenberry and J. S. Stocks. Precinct No. 6, Ford school house; L. J. Strafuss and Billie

Hodges. Precinct No. 8, Walcott school house; S. N. Thweatt and Eld-Precinct No. 9, Bippus com-

munity house, Clint Homfeld and Melvin Henderson, Saturday: Seven reports or dis-Precinct No. 10, Palo Dura cussions are on the agenda. church; Mrs. C. L. McBroom

and Mrs. Zelma Axe, Precinct No. 11, Central school wer to poverty was in jobs, and house; Clinton Jackson, W. L. Davis Jr., W. J. Messick, Mrs. that free enterprise should be en-Ed Wilson Jr. and W. B. Bill) couraged to expand in Texas.

George Bush, Houston oilman and Republican candidate for U. S. Senator, gave a five-point en friends, instead of buying off plan to supporters in Deaf Smith county at a Thursday morning breakfast here.

Bush said he is basing his campaign on these five points: 1. More jobs through /more free enterprise.

2. Separation of powers 3. Fiscal responsibility.

Strength in foreign policy. 5. Principles in government.

(Continued from Page 1)

Officials said the harvest is beginning in all four counties serving the Holly plant and not getting a head start in any portion of the district. "We will keep at least a two

days supply of beets piled on the lot at all times, so actual processing will not be stopped once we get it into full operation.

According to plant officials, all phases of the plant are nearing operational status, with the correction of many minor details in the processing equip-

The beets are weighed as they enter the plant and are dumped into a mechanical piler that shakes a large portion of the trash from the beets after they are unloaded from the trucks A sample is taken from the center of each load after it is dumped into the hopper.

The weight of the trash is deducted from the weight of the weight of the beets in the

The samples are carried to the Tare Laboratory, where chemists determine the quality

Yield...

for the beets, creased as plant production inthe giant beet piler onto the where more than 6,000 persons stood Sept. 19 and observed Gov. John Connally officially dedicating the plant.

The plant will be capable of handling more than 7,000 tons of sugar beets per day during the entrie campaign Daily sugar production is ex- have been recorded in Yugo-pected to exceed 1,150,000 pounds slavia, Greece, northern Africa, of sugar each day during the Iran, Afghanistan and Pakistan,

Dallas 5, Toxas

initial campaign.

Total dried beet pulp production which will largely be consumed in the Panhandle area, will exceed 35,336 tons, based upon the assumption in excess of 600,000 tons of beets are processed in the campaign. ... Total employment during the

initial sugar-making campaign is near 300 persons. Year-round em

of the beet brought to the plant. | playment is expected to exceed The sugar content and amount 100 persons. "At present we are letting the

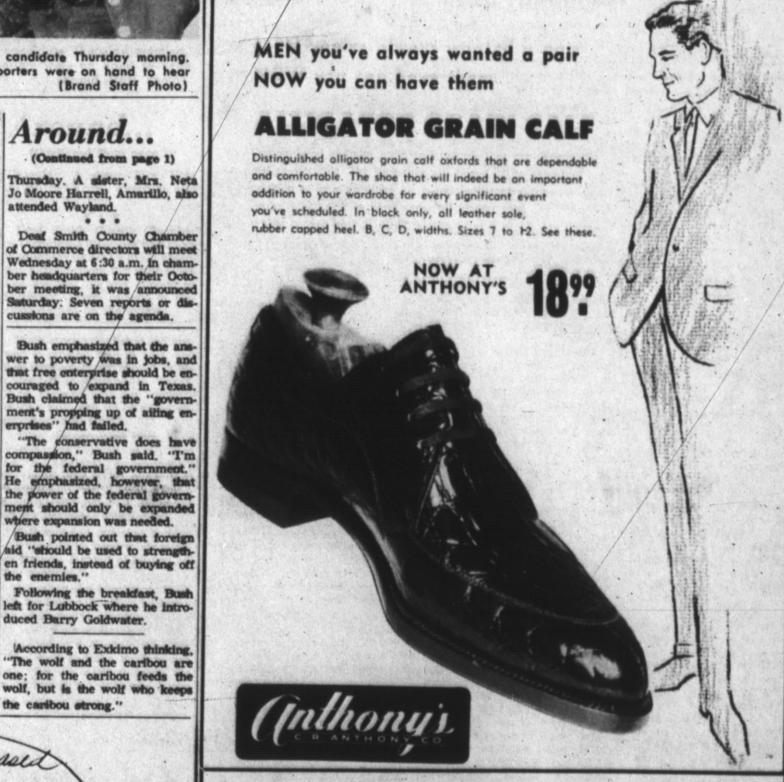
of dirt, rocks and greenery are determining factors in payment beets come in as they will, but after the process begins and The beets are dumped from everything is lined out, quotas he giant beet piler onto the will be placed and the incoming beet supply will be steady and controlled to suit processing needs," Lillie said.

> Besides the Alaska earthquake, there has been much recent activity elsewhere.Within a year earthquakes and tremors have been recorded in Yugo-Australia, Chile, Columbia, Costa Rica and the Azores.

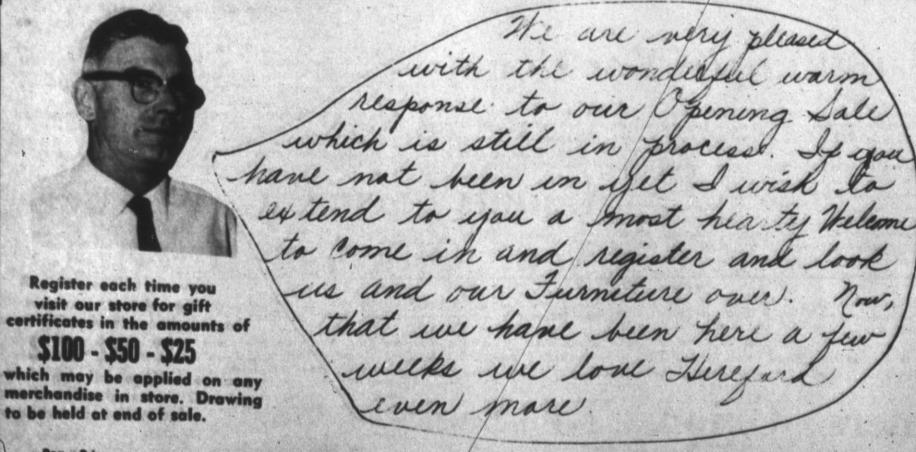
> > Missed Telephone ANSWERING SERVICE? Be Back Soon!

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The Sunday Brand Hereford, Texas, Sunday, Oct. 11, 1964







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(Eunice) Peterson is retiring after 20 years of service here with the local draft board. Virgil Dodson is shown here presenting her with a \$25 gift certificate, as I. W. Quickell,

Boving (left), and Gene Ivy, Dimmitt, members of the board, look on. Board members not present were Ray McReynolds and J. W. Kleinschmidt. Pat Manchee of Friona will be Mrs. Petersen's replacement.

(Brand Staff Photo)

#### Williams... (Continued from Page 1)

ing to "Executive Sessions" and I quote, "to top it off, they are prone to clearing the room during the regular scheduled meetings, calling for an "Executive Meeting." Mr. Young, I have checked with the Board and they can only recall two occasions when they went into executive session. I asked for one of these to discuss a problem dealing with a teacher. This session was called to prevent reflection upon the integrity of said teacher in case the information presented was false. As long as I am superintendent of schools, I shall strive to see that this procedure is followed. I doubt that you would have us do any other way.

"Concerning the reading of the minutes. At my request, we do not read the minutes of the previous meeting as each member is given an exact copy of said minutes several days prior to the next meeting. This action was taken to save time. I further point out that the minutes are public property and the general public, press, or any citizen is welcomed to read same at any time. I also point out that this procedure is used by many schools in Texas.

"I feel that Hereford is very

Age Assistance, and who are unable to pay for needed medical services, as such Government may offer not inconsistent with restrictions herein set forth,"

fortunate to have the type school for the benefit of the child board that they have. We are blessed with men of integrity who give unselfishly of their "No man stands so tall a

time and energy. future can work hand in hand Schools.

"No man stands so tall as who stoops to help a child." "I am sure we will profit The letter was signed by Darfrom this experience and in the rell Williams, Superintendent of

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## Texans To Pass On Three Amendments Next Month

school funds transfers; one and reclamation districts; prowould alter soil conservation pra- viding for an election and the ctices, and the other would per- issuance of a proclamation theremit medical aid for persons over for, 65, under certain conditions.

Of the three amendments, greatest interest is shown aid for oldsters, and the amendment itself dealing with that proposal is the longest of the three to be

pal arising from the sale of the lands hereinbefore set apart to said school fund, shall be the. schools. And no law shall ever be enacted appropriating any part of the permanent or available school fund to any other purpose whatever; nor shall the same, or any part thereof ever be appropriated to or used for the support of any sectarian school; and the available school fund herein provided shall be distributed to the several counties according to their scholastic population and applied in such manner as may be provided by law."

Proposition No. 2 on the ballot

of the introduction of any bill amending a law creating or governing a particular conservation and reclamation district if such bill (1) adds additional land to the district, (...2) alters the taxing authority of the district with respect to the issuance of bonds, or (4) alters the qualifications or terms of office of the members of the governing body of the district."

Proposition 3 makes possible payment for medical care "on behalf of individuals 65 or over

When Texans go to the polls would ament the constitution ex- who are not recipients of Old next month they will find three tablishing certain requirements Age Assistance and who are unproposed amendments on the relative to the enactment of laws able to apay for needed medical ballot. One proposes changes in affecting particular conservation services. . . .

Existing laws would be chang-

ed to read as follows: servation and reclamation dis-trict shall be passed unless no-for medical care on behalf of tice of the intention to introduce needy individuals sixty-five (65) approved or rejected by Texas such a bill setting forth the years of age or over who are voters Nov. 3. No. 1 on the ballot proposes templated law shall have been Assistance, and who are unable to alter the constitution "so as published at least thirty (30) to pay for needed medical serto remove the authorization to days and not more than ninety vices. The payments for such tion thereof in a newspaper or such needy individuals shall be of the permanent school fund to newspapers having general cir- in such amounts as provided by culation in the county or counties the Legislature; proveded, how-More specifically the amend-ment would amend Sec. 5 to thereof is or will be located of state funds for such purposes and by delivering a copy of shall never exceed the amount. The principal of all bonds such notice and such bill to that is matchable out of and other funds, and the princi- the Governor who shall submit Federal funds for such purposes; such notice and bill to the Texas provided further, however, that successor, which shall file its re- such medical care, services or commendation as to such bill permanent school fund, and all the interest derivable therefrom and the taxes herein authorized with the Governor, Lieutenant employment of objective or subjective means, without the use of Representatives within of drugs for the purpose of asand the taxes herein authorized House of Representatives within and the taxes herein authorized and levied shall be the available school fund. The available school fund shall be applied annually to the support of the public free schools. And no law shall ever be agreefed annually annually to the support of the public free schools. And no law shall ever be agreefed annually annually to the support of the public free schools. And no law shall ever be agreefed annually to the support of the public free schools. And no law shall ever be agreefed annually to the support of the public free schools. And no law shall ever be agreefed annually to the support of the public free schools. And no law shall ever be agreefed annually to the support of the public free schools. And no law shall ever be agreefed annually to the support of the public free schools. And no law shall ever be agreefed annually to the support of the public free schools. And no law shall ever be agreefed annually to the support of the public free schools. And no law shall ever be agreefed annually to the support of the public free schools. And no law shall ever be agreefed annually to the support of the public free schools. And no law shall ever be agreefed by the Texas Water company to the support of the public free schools. And no law shall ever be agreefed by the Texas Water company to the support of the public free schools. And no law shall ever be agreefed by the Texas Water company to the support of the public free schools. And no law shall ever be agreefed by the Texas Water company to the support of the public free schools. And no law shall ever be agreefed by the Texas Water company to the support of the public free schools. And no law shall ever be agreefed by the Texas Water company to the support of the public free schools. And no law shall ever be agreefed by the Texas Water company to the support of the public free schools. And no law shall ever be agreefed by the Texas Water company to the support of the public free schools.

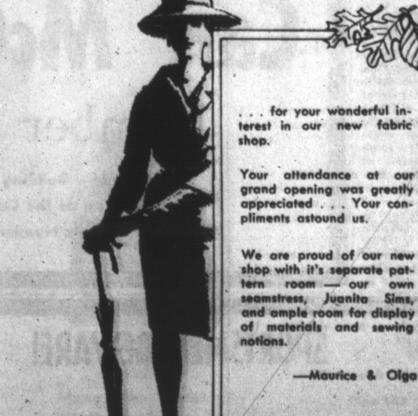
The full proposition reads: "The Legislature shall have the power to provide by General Laws and to make payment for same, under such limitations and restrictions as may be deem "(d) No law creating a con- ed by the Legislature expedient,

> "The Legislature shall have the authority to accept from the Government of the United States such financial aid in the form of medical assistance on behalf five (65) years of age or over who are not recipients of Old

> > (that really pays off)

345 W. First





We are proud of our new shop with it's separate pattern room — our own seamstress, Juanita Sims, and ample room for display of materials and sewing --- Maurice & Olga

413 North Main

EM 4-1691



DISCOUNT CENTER

"Where You Buy For Less"

Oldham, E. L.

Pottorff, Burl

#### Bowling Scores

Ray Pools, Dimmitt eddell Water lereford Insurance

Tri County Fertilizer Reddell Well Service Farmers Supply Farmers Drive In Easter Fertilizer Hi-Plains Savings Carl McCaslin Lumber Martin's Ready to Wear First Supply Co. Ray Pools, Dimmitt First State Bank, Vega Hereford Welding

High Team Series, Farmers Supply, 2238, High Team Game, Reddell Well Serv., 775, High Individual Series, Alice Lueb, 546, High Individual game, Alice Lueb, 233.

Major League Hereford Bakery Ink Spot CB Radio Club Justice Realtors Western Ammonia Brownd Sheet Metal Consumers Fuel Hereford Redi Mix Cowens Jewelry 6 14
Flash O Gas, Dimmitt 4 16
High Team Series, Justice Real-

tors, 2385. High Team Game, Justice Realtors, 827. High Individual Series, Mike Clark, 597. High Individual Game, Wendell Burdine, 224. Sunset Skittles

Thrif-T-Burger 8 12 7322 Stanley Products 7½ 12½ 735 Denton Park 5½ 14½ 68 Western Ammonia No. 2 15 7126

#### **Board To Adopt Auditors' Report**

Top business on Tuesday night's regular meeting of the school board will be the adoption of the audit report, agenda re-leased Saturday, revealed. The meeting will be held in the ad-ministraion building, starting at 8 p.m.
The board also will adopt a

policy on use of the Vocational Agriculture Department's pickup truck. Ratification of October payroll and consideration of September invoices also will be included on the program, Minutes of two previous meetings, the regular session Sept. 15, and a special meeting Sept. 30, also

are to be presented.

The public is invited to attend

#### UF Drive Hits \$4000 Mark

Campaign headquarters for the Deaf Smith County United Fund drive annouced at noon Saturday that receipts had reached \$4,062.88.

The drive this year is for \$30,000. Many campaign workers, however, had not yet made their reports, and scores of persons are yet to be contacted, it was explained.

The Philadelphia Phils capital-ized on their 36 games with the Houston Colt 45s and the New York Mets, they won 28 and lost 8 to these two foes. The Phils beat the Mets 15 out of 18.

# High Team Series, Floyd's, 1775. High Team Game, Floyd's, 655. High Individual Series, Doris Davis, 457, High Individual Game, Connie Duroy, 190.

All Starr League

Lee Tire & Supply Plains Insurance Owens & Hollingsworth

Immanuel Lutheran

Whiteface Aviation

Hospital

Notes:

Whiteface Aviation 9½ 10
Boyd Machine 9 11
Mrs. Marselino Fuentes, Route
1, Box 20A, Rio Grande City;
Mrs. Gary N. Caviness, 718
Shell Oil 7 13
Lone Star Insurance 3½ 16½
High Team Seris, Lee Tire, 2290. High Team Game, Shell Oil, 790, High Individual Series, Fred Lookingbill, 562. High Individual Game, Keith AndIndividual Game, Keith And
L. Moorehead, Jim Hill Hotel.
Mrs. Marselino Fuentes, Route
1, Box 20A, Rio Grande City;
Mrs. Gary N. Caviness, 718
Thundrbird, Apt. 4; Mrs. Frank
J. Bezner, Box 14; Jose G.
Gonzales, 414 Ave. H; Mrs. Lenore M. Kribbs, 508 Buchanan,
Amarillo; Howard E. Johnson,
1726 Dogwood, Pampa; Mrs. Lee
Curry, King's Manor, Box 68.

Mrs. Cecil C. Rockwell, 111 of the Republic, issued his

Box 1029; Mrs. Robert Jor Awtrey, 418 Long.

Mrs. Gary N. Caviness, Mrs. Marcus Fuentes, Mrs. Matias S. Hernandez, 10-7. Patients in Hospital

Mrs. Doss R. Blasingame, Box
2, Vega; Mrs. Marvin R. Wood,
Box 123, Vega; W. E. Weels,
800 Irving; Mrs. Lawson H.
Langford, 501 Lee, Dimmitt;
Martin Hernandez, Box 245; Mrs.
Anthony Brorman, Route 4; C.
L. Moorehead, Jim Hill Hotel.
Mrs. Marselino Fuentes, Route

Individual Game, Keith And- Mrs. Cecil C. Rockwell, 111 of the Republic, issued erson, 209, L. V. Wetts, 209. Centre; Hermengildo Castillo, famous Order No. 11.

See Carl McCaslin Lumber Co. For

All Your

# Electric Fence Supplies

Including

- Lhargers
- Batteries
- Posts
- Insulators, etc.

If it's for an electric fence,

we have it!!

# Carl McCaslin

Lumber Co.

A Complete Building Service 1 Block East of the Courthouse Phone the Lumber Number EM 4-3434

### SPORTSMEN BEWARE!

SHOP

## GIBSON'S DISCOUNT CENTER

FOR

**Burke-Worthington** 

111 PARK AVE.

Watch For Our Opening

# **DEAF SMITH COUNTY ELECTRIC COOPERATIVE** INCORPORATED

The following is a list of names of people we have been unable to locate who lived on our lines in the years 1951, 1952, and 1953. We have in our office Capital Credit checks for them and anybody knowing any of the addresses, please call our office at EM 4-1166.

Abbott, H. E. Alexander, F. L. Alexander, O. L. Allen, M. I Ancira, Floyd Anderson, Sam Ary, Charles Atkinson, Jack Bailey, F. B. Baird, Hugh Baldwin, F. S. Bardner, C. W. Barnett, B. L. Barnett, R. A. Barton, H. C. Beard, O. C. Beckham, A. E. Bevers, Roy Blanton, J. P Boever, Marvin J. Bovina Supply Co. Brawley, Archie Breallo, Juan Brower, Hanford Brewer, H. F. Briggs, Howard S. Brock, H. J. Brown, Louis Bryant, Coy Bryant, D. H. Buchanan, N. E. Buckelew & Son Bunn, Clay Burnett, James Burns, M. N. Buster, Jack V Caldwell, A. D. Call, Paul Campbell, Joe Carter, O. C. Carver, D. C. Case, Wesley J. Chambers, E. V. Chavez, Joe Cisco, W. D. Clampitt, J. E. Clark, Melvin Cody, Poul Collum, N. F.
Cone, M. A.
Consolidated Cooling Corp. Contreros, Reumon Cooper, Jack Creel, S. S. Cribbs, C. R. Cribbs, Ernest Crites, M. L. Crofford, F. C. Cumpton, Perry Davis, B. G. Davis, S. M. Devis, S. M.
DeMent, J. L.
Derryberry, J. A.
Dewitt, Obe
Dodd, J. T.
Downing, W. H.
Downs, Kenneth Dozier, A. B. Dozier, Edger Drury, E. F. (Mrs.) Duncan, Lee Dunham, O. R. Dunnam, A. C. Dunnam, O. R. Durham, Raymond Dykes, Dewey Jr. Easley, Gene Edons, Tonie Epperley, Roy Isperzo, Anto Evens, Virgil Farris, Edd Ferguson, Floyd Finley Bree. Finley, M. F. Floming, W. S. Fallis, R. H. The ALL

Goetes, W. B. Goff, H. L. Gollehar, Ches

Gomez, Frank Goolsby, J. M. Gordon, E. C. Gregory, Bry Grigg, Bob Gutierrez, G. Hair, L. D. Hampton, G. C. Haney, A. L. Hanneman, Albert Hardman, Ernest Hardy, O. H. Harper, G. H. Harris, Bill Harris, E. L. Harrison, H. H. Hartis, V. R. Haynes, Troy Hedge, Leo Hendrick. L. E. Henry, Earl Hernandez. D. G. Hernandez. Norbert Hernandez, P. G. Herring, Homer Hess, Frank Hicks, K. I. Hillard, Geo. W. Hodge, Leland Holland, Ed Hough, Jack Houston, J. E. Hoyle, C. C. Hudson, L. A. Hulsey, Bill Hutson, Bird Inman, Virgil Irick, Harry V Isham, Luther Jackson, B. E Jackson, H. L Jaquess, R. W Jarvis, Rodney Jones, A. D. Jones, H. S. Jones, Louie R. Jones, W. O. Kelly, W. T. Kerr, R. L. Kirkpotrick, R. E. Klutts, G. M. Knapp, Jack Knight, Pauline Kuykendall, F. D. Landers, Arthur F. Londrum, Bill Laurence, J. R Lawrey, Bob Lawson, G. A. Lawson, W. B. Leal, Juan Leithead, Horace L. Leitzell, R. C. (Mrs.) Lemar, Peter Lewis, A. N. Long, Ruben Loyd, C. P. Lucero, E. Lucero, Tony McCool, E. V. McCool, Y. L. McDonald, Michael McDuff, J. A.
McEndree, W. L.
McFarlin, Robert J.
McKenzie, K. L. McLain, A. O. McShon, C. L. Maggart, W. B. Malone, J. C. Manuel, Wm. Marshall, Rex Martin, F. A. Masten, Alton Marvis, John A Melton, Newell Montgomery, J. E. Morales, Domingo More, Clifford Morgan, E. P. Morris, Wendell M. Newkirk, J. C. Nichols & Langford Nix, John S. Nixon, George Noble, Reigh E. Noel, M. J. Northcutt, Fred Odum, Olan B.

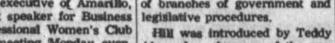
Pounds, Mary Jo Prentice, M. M. Rackler, Kenneth Redford, Jack Ray, B. F. Jr. Reese, Robert Richards, L. A. Richburg, Allen T. Riley, Joe Rio-Grande Box Disrt. Roberts, Elmer Roberts, Jesse C. Roberts, Wayne Robertson, Winifred Roland, V. O. Rollins, Sam L. Jr. Rothwell, Dewey Routh, Andrew Sande, J. T. Saxton, H. F. Schauf, A. C. Scoonover, Clyde O. Scott, Louise Mrs. Scott, Marshall Seigman, Austin K. Shanahan, Eva Shea, E. J. Shelton, A. O. Shelton, S. P. Sisco, Claud Smith, A. W. Smith, Aubry Smith, Willie Snell, Gene Jr. Staats, O. T. Stallings, N. W. Steffens, Bert Sterling, Charles Steward, Bill Steward, John Stitt, D. H. Stone, Donald Studer, Leo R Sullivan, P. J. T & T Service Station Tapley, J. W. Thomas, Arol Thomason, J. W. Thompson, C. L. Tisdale, O. B. Todd, C. O. Towns, Darwood M. Tucker, W. T. Turner, E. A. Turner, E. L. Vaughn, Oscar Vincent, E. M. Voss, Byron W. Wadlow, Freddie Wadlow, O. C. Walker, J. B. Walters Bros. Station Walters, A. D. Walters, N. N. Ward, Tom Weaver, J. Y Whaley, John W. Whaley, Ralph White, H. M. Wilkins, Lucy Willbanks, Fred Williams, James Williamson, J. D. Wilson, Vernon Winfrey, F. C. Winfrey Brothers Winkle, James Wise, J. A. Wise, J. A.
Wooten, Bob
Wolff, Jamer O.
Wood, John
Wright, C. Frank
Wright, G. T.
Wright, I. A.
Young, Elbert
Zapata, Felipe G.
Palmer, James C.
Palmer, R. W.
Palmer, W. D. Parker, B. E.

Robert C. Hill, investment basic, but authoritative, outlines ference at Perryton. Oct. 19—Next club meeting was guest speaker for Business legislative procedures. and Professional Women's Club at their meeting Monday even- Alexander, charman of the proing. His topic for the lecture gram on civic participation. She and question - and - answer period that followed was "How man, who gave an outline of the

declared as basic to good gov- tion in this community-wide efernment the obligation of people fort this autumn.

He explained the organization endar: of the Congress—the House of Oct. 25-B & PW Day at Representatives and the Senate. State Fair, Dallas. Then he traced a bill from its introduction to passage (or failure) in each of the houses, and he explained the necessary but TSTA To Hear complex committee system and the course of bills therein.

ing in party participation, beginning at the precinct level, decommended personal study of Auditorium.



Laws are Passed in Congress." local United Fund Drive and Quoting Nelson Rockfeller, he encouraged B & PW participa-

of high principles to participate Kathleen Baker presided in the in government, and basic to part- absence of Ruby Lee Hickman, icipation is an informed elector- president. She announced special dates for the B & PW cal-

Oct. 31-Nov. 1-District Con-

# the course of bills therein. State Speaker

A. H. Hooser, field representaclaring that no one has a right tive for the Texas State Teachers to be critical of government, on Association, will be the guest local or other level, if he does speaker when the Deaf Smith not share in government respon- County Unit of TSTA meets Monsibility in his home area. He re- day at 7 p.m. in the High School

Hooser will speak on "The Services, Purposes and Programof TSTA."

"Mr. Hooser is a good speaker, and he always presents an interesting and informative on TSTA," Miss Della Stagner, first vice-president for the Deaf Smith County Unit said Satur-

Hooser has been active in the Texas State Teachers Association and has served as local, district and state delegate, Local for five years.

he served ten years as class-room teacher, elementary prin-cipal, and junior high principal in the Plainview Public Schools. The public is invited to attend the meeting according to Miss

1410 Park Ave.

A. H. Hooser

EM 4-1423

Warren Bros. Motor Co.

New and Used Cars

"USED CAR SPECIALS" THIS WEEK'S SPECIAL 1961 Ford 9 passenger station wagon. V-8 radio, heater, and automatic. This will make a good family

1964 Chev Impala 2-dr. hardtop. Radio, heater, automatic with 13,000 actual miles. This is a local owned

1963 Olds Dynamic 88 4-dr. Hardtop. Fully loaded

with 11,000 guaranteed actual miles. This is the next

1962 Chevy II Nova 400 2-dr. hardtop, Standard trans-

mission with bucket seats. Red and white finish with new white wall tires. Its not the cheapest but the

1962 Chev. Impala Coupe. Local one owner car. Beautiful red finish with gas saving over drive. Protective

1963 Chevrolet Impala 4-dr. Sedan. Power steering, brakes and air, Automatic transmission. Beautiful white

1963 Ford Pickup mileage maker 6. 3 speed with wide

16 Years of Customer Satisfaction

1961 Chevrolet Impala V-8 4-dr. Sedan. Radio.

bed. 16,000 miles. 4,000 mile 90 day warranty.

car with a reputation that can be checked.

thing to a new car.

warranty.

nicest thing in these parts.

finish. This is a local owned ar.

heater, automatic and air



QUEEN'S FLOAT - Beth Ballard, president of Hereford High School's student council, is shown here putting finishing touches on the

queen's float for homecoming activities Fri-

(Brand Staff Photo)



# Plan' **'Brannon**

School Cafeteria, it was announced this past week. The dinner will be served at 7:30, and tickets may be procurred

here; program on "Legislation," by Sophie Snare, Lucille Park,

Mrs, Baker received a favor-

able report on the club bunting

project, in cooperation with the

American Businessmen's Club,

and noted that there is an ever

increasing demand for commun-

Members present at the meet-ing were Teddy Alexander, Kath-

At recent meetings of the club,

tour of the Glacier Park, Mon-

ing slides made on their trips to

ner Carr, Téxas Attorney Gen-

eral, on "Americanism." Chair-

man of the travel program was Bea Barrett; and Della Stagner

persented the recorded Carr ad-

ity-wide use of the bunting.

and Brucie Rose.

and Guyrene Carter.

Brannon, whose famous plan for agriculture drew both bitter criticism and high praise from agricultural leaders and farm-ers throughout the nation, is recognized as one of the ablest speakers on agricultural matters in the nation, sponsors of the program pointed out.

National Farmers Union and lives in Denver. This is one of the first trips in several years he has made to West Texas to speak. He is expected to outline the farm program of today and possibly will predict the trend which such programs will He is now general counsel for

#### Look Who's New!

Mr. and Mrs. Ramon Balado Oralia, born Oct. 7 at 2:27 a.m. She weighed 6 lbs. 14 ozs.

Mr. and Mrs. George Saragosa Martinez are the parents of a daughter, Carmen, born Oct. 7 at 2:34 a.m. She wieghed 6 lbs. 3% ozs.

Mr. and Mrs. Joel Bear are the parents of a daughter, Julia, born Oct. 7 at 4:56 a.m. She

Mr. and Mrs. Robert Joe Aw trey are the parents of a son, Robert Joe Jr., born Oct. 7 at 5:35 p.m. He weighed 7 lbs.

Mr. and Mrs. Gary Norris Caviness are the parents of a daughter, Lisa Lynn, born Oct. 8 at 3:57 p.m. She weighed 6 lbs.

Ancient Egyptians shaved their heads as a sign of mourning when a pet dog died.

Charles F. Brannon, Secretary | take during the next few years,

#### Legal Notice

STATEMENT REQUIRED BY THE ACT OF AUGUST 24,1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946, AND JUNE 11, 1960. (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGE-MENT AND CIRCULATION OF THE SUNDAY BRAND, published Sunday at Hereford, Texas, filed October 1, 1964.

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A total number copies print-ed (net press run); 3745; 3934; B. Paid circulation

1. To term subscribers by mail, carrier delivery or by

D. Total number of copies distributed (sum of lines B1, and C), 3552; 3768, made by me ab

# Founder To Speak

Unit President and as a Dis-trict IV Membership Chairman man administration and origina-Deaf Smith county is expected Before joining the TSTA staff, tor of the famous "Brannon to have a number of representatives at the dinner."

Speaker Thursday night at the Tickets are available at the Castro County Farmers Union door, banquet in the Dimmitt Grade

lisher, editor and managing editor are as follows: Publisher, James M. Gillentine, 507 Star Street, Hereford, Texas; News Editor, Ray Martin, Hereford, Texas; and Managing Editor V. Melvin Young, 106 Ave. I, Hereford, Texas.

Owner: James M. Gillentine, 507 Star Street, Hereford, Texas. Average number of copies each issue during preceding 12 and

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C. Free distribution (includ-ing samples) by mail, carrier delivery, or by other means

# SHOP NOW SAVE

**KESTER'S Pre-Christmas** Lav-Away SALE



Lay-away for Christmas!

**ELGIN WATCHES** 17-jewel with 2 brilliant cut dia



DATEMASTER "A"
4807-YUB (yellow), 17 jewels. Shock-resish ant. Unbreakable mainspring. Self-wind-



**ZIPPO** 

Lighters from \$3.50 with his or her initials engraved FREE.



For the boy — a Caravelle by Bulova. \$10.95 and up plus tax with his initials engraved on the



\$79.50

Many other styles and prices to choose from. Also a large stock of Ladies diamond set watches with prices from \$29.95 for an Elgin with 2 diama



or the girl — e erevelle by ve. \$12.95

LAY - AWAY SPECIALS

ACROSS FROM THE POST OFFICE IN HEREFORD

**VOTE DEMOCRATIC** 



Consider the fine legislation in favor of a sound farm economy under the democratic administration to mention only a few bills that the opposition has voted against.

SUGAR LEGISLATION — which has created 46 new busi-SUGAR LEGISLATION - which has created 46 new

businesses for the community.

THE FARM PROGRAM — which has been very profitable to farmers and businessmen alike

THE TAX CUT — which has stimulated business con-

NUCLEAR TEST BAN TREATY -

Due to the above legislation, and the victous attack being made on our Party by the apposition, we are counting on you for help with a donation and also assistance in arousing the electors to be sere and vote

You may contact the Democratic Headquarters for any Information, and may loave your denotion there.

DEMOCRATIC HEADQUARTERS 336 N. Main - EM 4-3450

Pd. for by D. S. Co. Democrats

# Sugar Beets Arriving At Holly



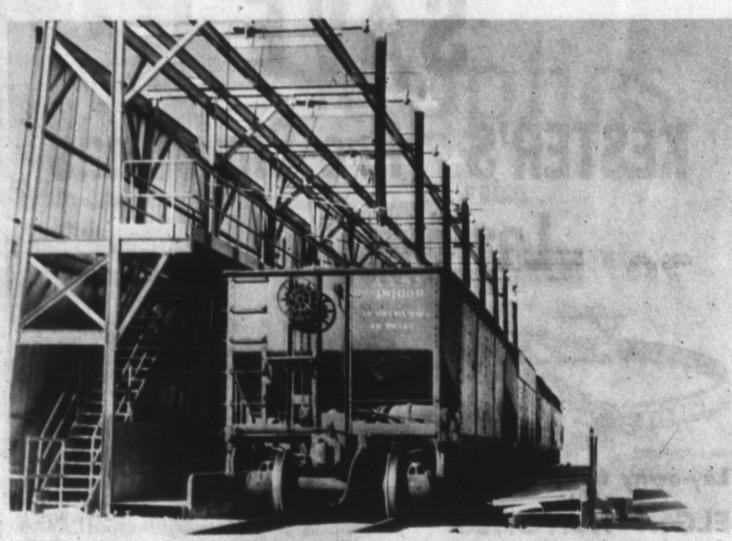
HARVEST BEGINS — This photograph shows a beet harvester in the field, digging beets on a farm 14 miles

north and three miles west of Hereford. The beet industry in Hereford, has opened new fields in tractor equipment sales and service.



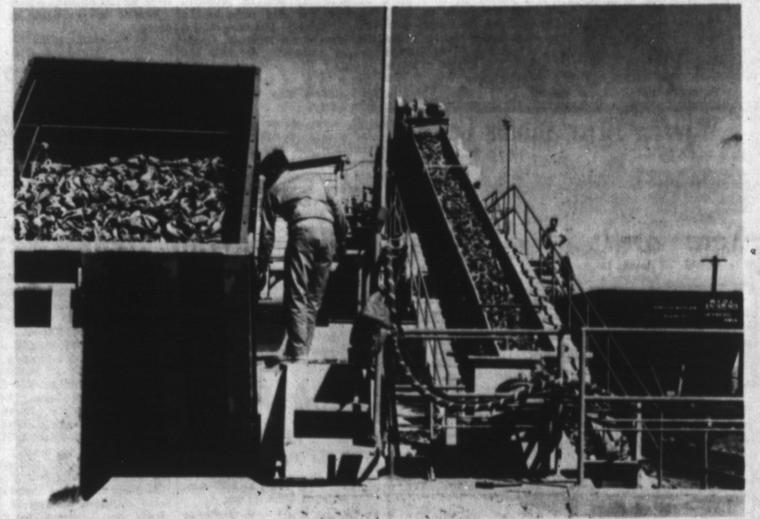
lined up at the plant Thursday, as the beets were taken like the one in the foreground, average eight tons from the field and hauled to the plant, where they were of beets per load.

TRUCKS ARRIVE — A line nearly two miles long was weighed and piled to prepare for processing. Trucks,



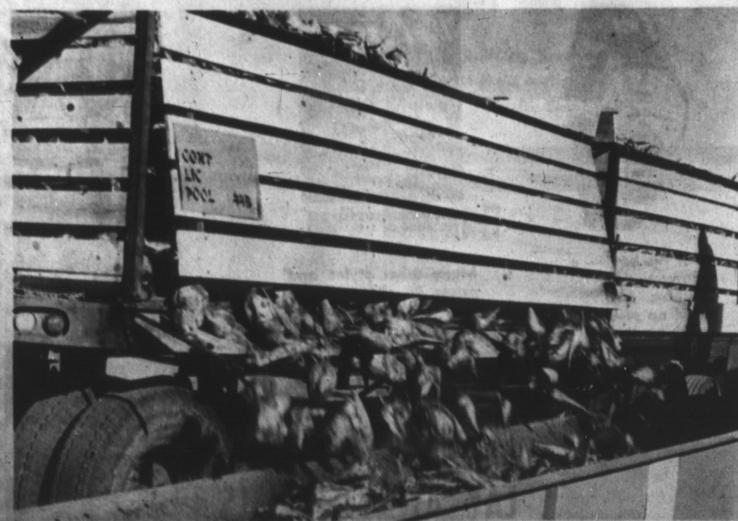
ARRIVING BY RAIL — Beets from the beet loading stations at Dawn, Clovis, Friona and Bovina arrive at the Shoup plant by rail. The beets have already been

weighed and a representative sample taken from each load. The tare has been separated at the loading stations and the beets are ready for processing.



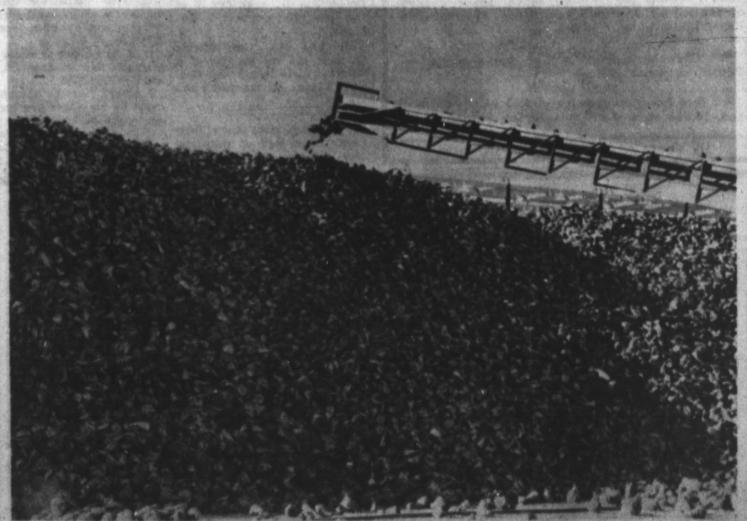
DAWN BEET LOADING STATION — This photograph shows the beet-loading station located at Dawn that is capable of receiving the beets, weighing them, taking

a representative sample and loading into rail cars for shipment to the Shoup Plant here. Stations are located at Clovis, Bovina and Friona also.



INTO THE PILER — This side-dumping truck is shown dumping it's load of beets into the beet piler that conveys the beets to the mammath pile of beets located

near the first point of processing. The dirt and greenery are partially separated from the beets in the piler. The weight of the trash is deducted from the original weight of the load.



MOUNTAIN OF BEETS — The mechanical beet piler is beets at the Shoup Plant. The beets are piled by the shown pouring more beets on the mammoth pile of machine after a large portion of the trash, dirt and greenery are separated from the load.



At the tender age of 20, Brand photographer Phil Duncan has photographed more VIP's than most people have been privileged to see. Included in his list are former Presidents Eisenhower and Kennedy, President Lyndon and hopeful Barry Goldwater. This alone would be a pretty impressive list for most photographers, but Duncan also has in his personal archives photos of Senators Ralph Yarborough and John Tower; Representatives Graham Purcell, Walter Rogers W. R. Poage; Attorney General Wagoner Carr and Governor John Connally.

He has also snapped the image of George Bush, candidate for the senate; Bob Price, candidate for Congressman; Bill Hayes, running for Joe Pool's spot as Congressman-At-Large; Jack Crichton, Republican candidate for Governor and a few lesser

Later this month, if pre-sent plans jell, Duncan will have an opportunity to start making the rounds again, President Johnson will be in Am-arillo, and although we don't know at this time who will be with Mr. Johnson, it's very possible that Duncan will get the chance to pick up another photo or two for his collection, most of which hangs on the office wall over his desk.

Oh yes, he has snapped the pictures of both Judge Hank Williams and Mayor Ray Cowsert, although he hasn't added these to the collection on the

We would say that's a pretty impressive list for a young man from the little cotton town of Memphis, Texas,

While on a trip to New York City recently, Clint Formby, LOVINGTON 0 8 0 8 - 16 owner-manager of Radio Station KPAN received a oard from tion KPAN received a oard from a keeper (Randy Kimble, run)
Hereford with a picture of the H — Walter Williams, one yard station on one side and a short plunged (Frank Cain, run)
message on the other. It said:
'Having a wonderful time; wish plunge (Frank Cain, run) you were here!" The card was

station were kidding him, Clint sat down and replied, as only Clint is capable of doing. Upon returning home however, he walked into the offices of W. R. "Dub" Hair, only to discover that Hair had sent the card. "Oh my gosh," said Formby, "Til bet the folks at the radio station are still puzzling over

station are still puzzling over the answer I sent to a letter they didn't even know about."

And things that you don't know can get you into a little hot water sometimes. For instance, Cynthia Vines, No. 1 girl Friday at the County Clerks office was upset this week when she wheeled into the county's parking lot and discovered a red Dodge parked in her private parking

Thinking the car belonged to The Brand, Cynthia hurried up-stairs to write a note for the stairs to write a note for the windshield instructing us (in no uncertain terms) to be gone and get out of her patking place. She was saved from embarassment however, when Dorothy Craig suggested that she might look at the car again.

Sure enough, it didn't belong to The Brand, It was Commissioner Donald Hick's personal automobile.

There will be a gathering to-day of friends and associates honoring County Agent and Mrs. Lefty Thomas who will be leaving Hereford soon. The meeting will be held at the Community Center from 5 to

And we received a nice note this week from Mrs. Corinne J. Neely, our friend of many years standing. The letter, addressed to all the Brand person-

We wish to thank you in s year of 1964 for all the this year of 1964 for all the fine cooperation and news you have given us in the Community. And especially your aid with our Red Cross stories. Without you we would not be able to get our services across to the people as well as we do.

"Since Newspaper Week is just around the corner—did you remember it?—now is a very good time for us to say thank you, which we do wholeheartedly."

/s/ Corinne Neely.

Corinne was absolutely right. We had forgotten that today is the beginning of National Newspaper Week. Like the me-chanic who can't keep his car running, we sometimes can't see the forest for the trees. But it is nice to have a note occassionally from folks like Mrs. Neely.

The next regular meeting of the school board will be held Tuesday, Oct. 13 at the School Administrative offices, 8 p.m. An agenda can be found elsewhere in this issue of the Brand. ·HB-

The county commissioners will meet in regular session Monday, October 12 in the Commissioners Court room of the County Courthouse. The meeting will start at 10 a.m.

"Did you learn anything in school today?" the proud fa-ther asked his son after he returned from his first day in

"I guess not," the kid said.
"I gotta go back tomorrow."

#### Hustling...

ford from their 0, but time ran out before any plays could

"We don't have much to say about the first half, but the second half provided one of the best team efforts that we have seen all season, with both offense and defense clicking at their best," Coach Jack Meredith said Saturday morning.

"Our boys did a real fine job and showed that they had a lot of determination when the chips were down."

plunge (Frank Cain, run) H — Wynn Buck, two - Wynn Buck, two unge (Cain run)

L - Kimble, one yard plunge



NOW ...

Twice Weekly



KPAN

9:55 a.m. PRESENTED BY



HEREFORD STATE

AUTO FINANCING



FLING"

SWEEPSTAKES

CARS...MINK STOLES...CASH PRIZES

HURRY! Drawings -Oct.13-Oct.27

ENTER SOON! ENTER OFTEN!

Get TIDE Sweepstakes Details Here

GIANT BOX

P-GGLY

P-GG

GGL

D-001

3-0012

P-00

Y

G

Shurfine

Frozen

Mortons

Beef, Chicken

Ham, Turkey

**ORANGE JUICE** 

T.V. DINNERS

ROUND



MEAD'S POTATO CHIPS

Gerber's Straiged - Fruits & Vegetables

King Size Filters & Regulars

CIDI OIN CTEAK **CLUB STEAK** 

BACON

Kraft's Cheese Spread

Holly Beet

Sugar

10 Lb. Bog 98¢

VELVEETA

Cudahy Chuck Wagon

Washington

State

**Red Delicious** 

Milk

**Home Grown Cabbage** 

**Texas Yellow Squash** 

FRUIT PLATE

**ць. 10с** 

With \$2.50 Purchase

or More

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Dr. Pepper

Reg. Size 39¢

ALKA SELTZER

25 Tablet **Bottle** 59c Val

P-06L

1GGLY

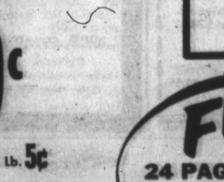
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WIGGLY PIGGLY WIGGLY

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S-1-10-10-26p

# Phone EM 4-2030 WANT ADS Phone EM 4-2030

e Are Today Paying (Subject to Market change)

> Compliments of CONTINENTAL GRAIN CO.

HEREFORD BAKERY

519 Park Ave. EM4-0177 HOME OF Deaf Smith County **Bread and Pastries** 



take a look at these ... **NEW** from CASE

**430 Construction King** 

2000 tb. capacity \* Case built gas or dissel engine \* 7000 tb. dynamic tood front axie \* Buchets up to 1 cc. yd. capacity \* Hydrostatic power-steering \* 4 apaed shuttle shift \* 10' Easy On/Off backhoe available

530 Construction King



310 series G Crawler

CASE POWER & EQUIPMENT CO. EM 4-2015



Hallmark of Service



LTORS 230 N. 25 Mile Ave. EM 4-2220

One section, Deaf Smith County, 60 acres pasture, 300 acres wheat, 200 acres milo, two 6" wells, one mile underground tile. \$275 per acre, 29% down. F-421

960 acres of good, tight land in southeastern Colorado. 10-inch water, two sets excellent improvements, feed pen, concrete ditches. Well over a section of leased land goes with sale. Wheat, mile and alfalfa. Total price \$325,000. Drop by the office for detail. F-533

One section southwest of Lubbock with guaranteed 8inch water, 55 acres cotton that can be increased to over 200 acres. On pavement no improvements at only \$80,000, F-417

-- HOMES --

Three bedroom brick, 1350 sq. ft. living area. Carpets, drapes, storm windows and doors, refrigerated air, thermoglass picture window, colored bathroom fixtures, fenced, fruit trees in back yard, 5% % interest, no closing costs. Total payment \$104 mo. Immediate possession, H-360

Two bedroom brick with den, capets, fence. You can move right in. Easy terms to a qualified buyer. H-223

Over 2100 sq. ft.; hardwood floors, full tile baths, 3 large bedrooms, large fenced back yard. Only \$23,-000. Payments \$150 per month. H-359

- EVENINGS & SUNDAYS --

Oliver Streu EM 4-2857 Francis Hardwick EM 4-2241 Mrs. Shelby Rogers EM 4-3266 Harold Rudd 289-5639

City comfort...

Country charm!

In Beautiful

Denton Ponk

Featuring Holiday Living in Hereford's First Complete Planned Community

—Personalized Service in Planning—Designing—Financing
—Quality Construction—All Brick—Highly Restricted

SEE OUR SHOW HOME - 1607 BLEVINS

New Split - Levels under Construction Now

CUSTOM BUILDER



Hereford Rotary Club

londay at 12:05 RANEY'S RESTAURANT



Thurs. IOOF



Wednesday, 12 Noon Hotel Jim Hill



Meet Each Tuesday Night, 8 P. M. At 131 East 2nd Street

1302 Park Ave.

Zeliance Homes

BY DAY, WEEK or MONTH

Campbell Pontiac 815 E. 1st EM 4-2283

> STATED MEETINGS Second Monday

> > Thursday 8:00 p.m. Practice

Troy Stambaugh, Sec. Wm. S. Powell W. M.

EM 4-2652

IS OUR BUSINESS -Call Us For All Your Glass Needs HEREFORD GLASS CO.

**BOYD MACHINE SHOP** 1306 PARK AVE.

Crankshaft Grinding Crankshaft Journal Welding Complete Machine work on Automobile and Industrial Engines

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HOMES COMMERCIAL PROPERTY PRUDENTIAL FARM LOANS

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Remanufactured FREE PICKUP & DELIVERY Your Mattress Remade \$14,90

New Springs \$24.90 Call or Write **ANDERSON** Mattress & Upholstering

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SHEET METAL CO. Nights - EM 4-2179

> OUR SERVICE DEPARTMENT equipped and staffed to you the service you

are entitled to. We appreciate your business.

· RAMBLER I BUICK Johnson Boat Motors

Kinsey-Osborn

MOTORS 142 N. Miles EM 4-0990

Colorado Rod-Weeders PTO or hydraulic drive. Cisco Rod - Weeders with hydraulic drive. Dempster Planters, Cultiva tors and Rotary Hoes.

Lilliston Shredders & Blades. See the new M-F Diesel tractors. We have several GOOD used Combines.

LESLY MOTOR CO. For the finest in farm mach-

West Hi-way 60 Phone EM 4-1600



YOUR BRAKES

For expert brake service, stop by today. Where service is tops, prices low.

Poor Boy's barage 1 Mile West of Hwy. 385

on Moreman Ave. 4-3509 — EM 4-2130 OF EM 4-2799

FOR SALE Miscellaneous

Johnson Outboard Motor or Arkansas Traveler Boat, or KINSEY - OSBORN MOTORS 142 MILES AVENUE

B-1-26-TFC FOR SALE: King 3-B trombone box case. Like new. (it almost is.) \$200. EM 4-0799 at night.

WHEAT, RYE and Barley seed 146 East 2nd, EM 4-0560.

> PHONE EM4-0910 BILL DRUMMOND BILL'S ELECTRIC

ALL TYPES

ELECTRICAL WIRING

We Need Listings or Dwellings, Farm Property.
And Business Property Col! EM 4-0555 Lone Star Agency

SERVICE ON ALL Washers & Dryers SUNSET APPLIANCE 906 Lee

EXPERT CLOCK REPAIR B Day — Alarm — Coo-Coo and Automobile COWAN JEWELRY

'Floor Coverings Are Our Specialty CUSTOM FLOOR COVERING CO. 116 W. 2nd EM 4-3265

CUSTOM FEEDING **Growing** - Finishing Rations CHARLIE STONE

EM 4-2224 Call EM 4-0555 If You Are In

The Market For Lone Star Agency

You've Never Seen Such Thorough Service STOP IN SOON

Phillip "66" Products EAST SIDE "66"

**Rocky Stewart** 1303 E. 1st. EM 4-2644

MEAT Specializing In CUSTOM SLAUGHTERING WHOLESALE - RETAIL

HACKER - JESKO Rt. 3 - Hereford EM 4-3390

> When You Think Of CLOTHING Think Of MARTIN'S Ready To Wear

509 Park Ave. EM4-1180 Gas & Wash & Great Wheel Balancing

BOYD'S HUMBLE Hiway 60 & 365

Resident Representative In Hereford Wanted for Oldsmobile - Cadillac Sales

> Must be solid, reliable, well-thought-of in the community. Most attractive compensation plan. PERSONAL CONTACT NECESSARY.

GARNER MOTORS, Amarillo

SEE TOM BROWN

sale, Hoover's Angus farm, EM4-1735.

Complete
Turn Key Installations of Pumps and Gear Drives BIG "T" PUMP CO., INC.

Sales & Service Hereford ..... EM 4-0353 Dimmitt ..... 647-3444 Friona ...... 2151

FOR SALE Five apartments to be moved. B-1-10-40-4p Have five efficiency kitchen-ettes, in one building. Size 14'x69'. It is rock wall insulated, complete bathrooms with cast iron tubs and lavatories. Copper soil pipe, oak floors covered with inlaid linoleum. All windows are Truscon steel. \$1500.00 cash. See Arthur Duff at 805 25th St., Snyder,

Texas. WE HAVE IT!

If we don't have it, it just can't be found. Light bulbs al kinds and sizes. Every Size flousescent tube, too, from the tiny ones to the 96" length ones,

WITHERSPOON ELECTRIC COMPANY EM 4-0224 127 W. Third 8-1-15-1c

FOR SALE: Alfalfa Hay, Also stocker Calves. Phone 258-B-1-10-15-tfc

PIANO FOR Sale: Blonde Lester Spinnett. See at West Mobile Lodge. North 25 Mile Avenue, Space 10, or contact Joe Godfrey. Bought new 3

years ago. FOR SALE: Insulated Camper shop built for long wheel base pickup. Call EM 4-3716. B-1-13-15-2c

FOR SALE: Complete set of Encyclopedia Brittanica, in-cluding World Atlas and Bookcase. Call EM 4-1011 or EM 4-

FOR SALE: Bookcase board, mattress and springs. Double dresser, four years old. \$65.00. Call EM 4-0508.

B-1-18-15-4fc FOR SALE: 3,000 Cane Bundles. Phone 276-5272,

after 5:00 p.m.

B-1-10-15-1 SUPER STUFF, sure nuff That's Blue Lustre for cleaning rugs and upholstery. Shampoper for rent. Hereford Hardware.

B-1-17-15-1c ELECTRIC COOK top and over built into a portable bar with Nutone built-in food center. EM 4-2220 after 6:00, EM 4-

B-1-19-41-20

ANGUS BULLS and heifers for WANT RELIABLE party in the Hereford area to take over payments on a 64 model Singer sewing machine that will zig-zag and fancy stitch. 5 payments at \$604. Write Mr. Riddle, 1114 19th Street, Lubbock, Texas.

B-1-36-15-4c FOR SALE: 425 gallon ball type propane tank. See at Hereford

B-1-12-49-tfx REAL BARGAINS IN FURNISH-

ED HOUSES TO MOVE 1-3 bedroom house \$2,200 1-3 room house \$1,000 \$2,200 1-3 bedroom house \$1,000 1-3 room house

2-3 room duplex each \$2,000 2—4 plex each 1—5 plex \$2,000 \$2,000 These houses are worth sev-

eral times the asking price.

Contact Jack & Jack Realty,

611 East Highway, Snyder, Texas. B-1-41-4c

8-1-15-3p PHILCO BENDIX gas dryer. Call EIM 4-0261 after 5:00 p.

B-1-10-41-4fc

BIG RED BARN We Buy - Sell - Trade for anything of value. Used Furniture, Applionces and Junk.

EM 4-3552 West Edge Of Hereford Highway 60 8-1-1-TFC

Chrysler - Plymouth AUTOMOBILES CHRYSLER IRRIGATION ENGINES New & Used McCULLOUGH MOTOR CO. Sales & Service 345 East Highway 60

Phone EM 4-3150 B-1-43-TFC FOR SALE: Large safe. Approximately 5500 pounds, \$100. Call EM 4-3821.

B-1-10-41-tfc FOR SALE: New shop built aluminum pickup camper. 150.00. J. E. Turner. E 2194.

INSULATION For new and old homes SHEET METAL NEEDS WALKER SHEET METAL EM 4-0788 305 E. 5th

WE HAVE Tascosa, Kaw, Comcho, Triumph, and Wichita Wheat seed for sale. Also Rogers and Cordova barley, Elbon and Tetra-petkus rye. 146 East 2nd. Call EM4-0560,

8-1-12-tfc

B-1-26-40-4P

FOR SALE Clean bright wheat straw. 60c per bale from barn. Delivery can be arranged, contact 276-5221 or Parmer 3452. B-1-20-13-tfc



Large 4 bedroom, 2 baths, brick in northwest Here-ford near Northwest School. About 12 years old. Only \$12,000. Needs some redecorating. Owner will help with this or may sell cheaper to someone interested in doing it all himself. This is a perfect opportunity to buy a low cost house and end up with a very valuable piece of property.

We have two large three bedroom, 2 baths, brick homes on Star St. Fenced yards, air-conditioned, fully carpeted and double garages. If you would like a fine home among some of Hereford's long-time, well-known citizens, this is the place to buy and either one of these homes would make a wonderful place to live. Maximum loans available or may pay cash

300 acres with 200 acres milo, two 6 inch wells fied together with underground file. 29% down. Owner

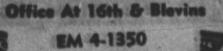
will carry balance. \$275 per acre. Perfect 80 acres with three bedroom home, 2 wells, 19 acres cotton plus other good allotments. Near town. For sale or will trade for income property.

Three sections with five irrigation wells on natural gas. 682 acres wheat, 264 acres maize. Near Hereford. 29% down. This land can be divided into smaller tracts if desired.



EM 4-2266 AIKE JUSTICE

EM 4-1350



3454.

# Phone EM 4-2030 WANT ADS Phone EM 4-2030

B-4-20-13-tfc

B-4-1-tfc

B-4-39-8c

Modern. Phone EM 4-1104. B-1-10-39-tfc

1956 37' Westwood one bedroom Trailer House, Call EM 4-3461.

FOR SALE Farm Equipment

TOP QUALITY Irrigation Dams as low as \$3.25 DAVIS IMPLEMENT

144 W 2nd EM 4-2811

B-2-18-Hc FOR SALE: Ford Truck, Old lifts. See A. L. Manjeot, Pitman Grain.

B-2-16-41-tfe

St., EM4-0640. FOR SALE: Case 1,000 Com-

bine '60 model, GMC truck '61 model, 10,000 miles, All

for 92 or Super 92 Massey-Ferguson Combine, Phone EM B-2-16-40-tfc

CUSTOM SEED Cleaning and treating with modern equipment. Call EM 4-0560. B-2-10-40-4p

**WE ARE DEALERS** for Peerless Grain Rollers and Feeding Equipment
DAVIS IMPLEMENT 144 W 2nd EM 4-2811 B-2-18-tfc

> FOR SALE Automobiles

FOR SALE: 1957 Ford Custom 300, 2-door sedan, EM 4-0799, evenings.

FOR SALE: 1958 Ford Station Wagon. Good condition, 803 Knight, EM 4-3315. B-3-11-15-2c

FOR SALE

OVER 150 TRUCKS With grain beds or hoists. Tractors with air over hydraulic brakes. From '51 to '62

Models, All prices. KISER AUTO PARTS AND TRUCK SALES 409 E. 5th St. Ph. CA 3-3912 Plainview, Texas B-3-40-9c

MILBURN MOTOR COMPANY We Pay Cash For Used Cars 225 N. Sampson Phone EM 4-0077 B-3-33-TFC

REAL ESTATE For Sale Or Trade

SALE, COLORADO

Irrigated grass ranch. 5260 acres. Shallow pumping wells. \$400,000. Owner will take Texas irrigated farm in trade. What have You? E. H. GRANTHAM Ordway, Colo.

8-4-41-5p Irrigated Farm Land and Ranches. Real Estate loans made

1952 28' American Trailer House, | 320 ACRES good land for sale, 7 miles from Dalhart V. W. CHOICE LAND, WATER, LO-Porter Box 83, Dalhart, Texas. CATION - 110 ocres right at B-4-17-40-7P

> NICE THREE BEDROOM Located at 602 W. Third. B-1-10-39-tfc Would sell, or trade for house in Dumas, Texas. Phone EM 4-3567 or EM 4-

> > B-4-40-tfc

FOR SALE BY OWNER DALLAM COUNTY, 320 acres 25 tight land, irrigated. Two 8" AN 800 ACRE EMPIRE FOR farm has the very best of im- you on it. - No. 60 veniences.

steel grain bed and hoist. nice houses. Always rented, be farmed with your left Call EM 4-0944 or EM 4-1301. Ideal for retiring couple. hand. \$450.00 per acre -B-2-24-15-1p Beautiful place to live. OWNER WANTS TO RETIRE FOR SALE Used Full Vision Cab Ph. PO 5-9608 or PO 2-5965

> FOR SALE BY OWNER 1,000 acres. Section grass, 1/2 section farmland. Good fence, good water, electricity, tele- 325 A., all cul., 160 milo, 75 bus route. 1/2 mineral rights. \$125.00 per acre.

Phone 538-4696 Adrian, Texas

FOR SALE 160A, Oklahoma Lane Community, Parmer County. Lots of

water. Improved. Also 1/2 section Curry Co., New Mexico, in water belt.

J. D. HAGLER 300 E. 11th St. Littlefield, Texas Phone 385-5150 \$-4-15-2c

WORRIED ABOUT WATER? GET WHERE THE WATER IS The greatest irrigated farm 40 acres. \$2500 down-good 1964 Chevrolet 2 ton truck, and ranch land values in the terms on bal. 3800 miles, Midwest bed and U.S. are in the San Luis Valstock racks. Twin cylinder ley of Colorado. 10' pump 2 bdr. brick, single garage, hoist. 900 tires. Price \$4350. wells pump 1,800 gal. per. central heat & air cond., car-NO TRADE. Phone OL 5-2659, Canyon, motors lifting water 25' from trade for larger house in NW Texas. FOR SALE 1959 two ton Chey- \$3,000.00 artisian water also age, built in oven & burners, rolet Truck with 16' Hemp- available from 400' depth. \$1500.00 would handle. hide grains bed and hoist. We have many 160-320-480- NW Hereford, nice 3 bdr. and Deaf Smith, Castro and Par-B-3-16-40-tfc \$250. per acre. Also 250 to ed yard, \$17,500.00.

Also unimproved land ready for development. Farm and Ranch loans available. EDWARD M. BARRY RLTY. P. O. Bex 627 - Ph. 754.2363 Center, Colorado

FOR SALE 427 acres with 177 cultivated. Located 3 miles south of Estelline on Farm to Market road. Has a 7 room modern home. Write Box 94, Estelline, Texas.

S-4-14-3c FOR SALE: Duplex. Good as Has good well and pump. 5.

location. Owner carry note. 1506 Bowie, Amarillo, DR 6-

see to appreciate. B-4-17-15-4e

FOR SALE House, 415 Star Street. Total 1640 square feet. Carpeted. 3 Near Hereford. Two small bedrooms, large kitchen, dinpromptly. Liberal Valuations.
For safety deal with a Realtor
J. C. RICKETTS, REALTOR
Ph. EM4-3771 133 W. 3rd St.
S-4-25-TFC

S-4-39-tfc

IRRIGATED LAND

town, unimproved, and can be bought on your own terms. \$500.00 per acre. - No. 50 BEAUTIFUL LOCATION - 320 acres with 2 wells, natural gas, shallow water, full allatment, southwest of Hereford on pavement. \$160,000 all cash - land will have our highest loan value - No.

pumps set at 150', 170', YOUNG FARMER TO START oceans of water. Underground ON — 2 valley systems to 12" concrete pipe, ditch water full allotments of wheat water. Natural gas. Good al- and milo. Lays like a sheet of lotments, wheat and maize. glass and one man can do Model. A-1 condition, with Best improvements. Beautiful all the farming and irrigating. large home, also tenant house, Right on the pavement just 7 modern. Large steel grain miles from a booming town on storage building. Also grain- the North Plains, About IHC two row binder. 305 Star eries. Steel shed, feeders. This \$45,000.00 cash will move B-2-10-9-tfc provements with all con- 327.5 ACRES NORTHEAST OF

Also good income property in water. Land clean. Two wells, Lubbock. Square block real nat. gas, 11/2 miles tile, can No. 179 SAM NUNNALLY

> 601 Main Nite - EM 4-2814

> > FARMS

phone, on pavement, school cotton, 25 wheat, 2-8" wells, 3/4 mi. tile, 32 by 60 barn, 1 1/2 miles off Hiway 66. consider trading for section. Deaf Smith Co., 1/2 sec., 1-8" well, 169 milo, 44 wheat, in good water, \$275.00 per A. S-4-12-tfc 320 A. on North Plains, lays extra nice, on paving, \$210.00 per A. 29% down.

Dallam Co. 320 A., 235 cul. 188 milo, 47 wheat, 2-8" down and good terms on bal. down. North Plains 640 A., all cul., 3-8" wells, extra good water, 5100 ft. tile, \$342.50 per A., consider 29% down. We have lots of other listings

on 1/4 and 1/2 sections and larger tracts, HOUSES

1000 cow ranches all with 500 ft. frontage on Country plenty of potential farm land. Club Drive. Would sell for residential or church location.
HAMBY REAL ESTATE 1/4 Mile South of Underpass An Highway 385 EM 4-3566

J. M. Hamby — EM 4-2553 Durward Hamby — EM 4-3466 Gerald Hamby — EM 4-1534 Harold Hamby — EM 4-3454 B-4-40-tfc

FOR SALE

3 bedroom home. 11/2 bath, carpeted. Large 24x36 garage. One mile from city limits.

HOUSE FOR SALE B-4-21-15-ap 3 bedroom, with carport, Fenc-FOR SALE by owner, 3 bed-room, 1% bath in NW Here-throughout. GI Loan, Would ford, deluxe two bedroom fur-ford. Call EM 4-0229. Must like to sell my equity. Near

B-4-12-tfc

HEREFORD REAL ESTATE

Aikman school. 807 Irving. Call EM 4-1129 B-4-11-tfc QUARTER SECTION

wells. 150 acres winter wheat with possession. 298-2326, Abernathy or SW 9-0400, Lubback B-4-41-6c

FOR SALE or trade by owner FOUR ROOM Furnished apart-1/2 Section near Hereford, Good Cotton and Milo Allottments 2-8" Wells. Call EM 4-0763

FOR SALE: Three bedroom

Sam Nunnally

EM 4-0555 - Days

Home - EM 4-2814

GOOD 1/2 SECTION

Land in Castro County. 2 miles

Phone EM 4-0318, Hereford

after 6:00 p.m. MUST SELL IMMEDIATELY: New three bedroom brick. 1% bath, wall to wall carpet, drapes. Good location, 249 Beach.

house, 300 Avenue J. Call EM 4-2113 for appointment. B-4-12-41-3p RENTERS WANTED! Color steel buildings built to your specifications, 2 acre lots, Patterson Chemical and Merchants Fast Freight. SOUTH PARK INDUSTRIAL SUBDIVISION

HEREFORD - In our best

LONE STAR AGENCY 8-4-15-3c EM 4-0555 - Office

14 MILES NORTHEAST HEREFORD

from Highway 385.

8-4-41-2c Nothing like this almost perfect 820 acre farm has ever been on the market, 648 acres of grain sorghums and 90 acres of cotton, (6) 8 inch derground pipe. No lakes, on phone, All Underground Utilipavement and will consider trade Exclusive listing.

Six other farms for sale in Deaf Smith County, almost any size you want with good water. Consider trades. 340 acres, with 260 level, irwells, I mile tile, nice 2 bed- rigated, cultivated acres. 9 room house, tenant house, and west and 31/2 north of Hereother imp., consider \$25,000 ford. Price \$85,000, 29% FOR RENT: Nice three room

RAY DOWNEY 2810 Duniven Circle Amarillo, Texas Phone FL 5-4631 Res. FL 6-8500 B-4-11-tfc

TO TRADE For larger farm, 258A. Two 8 wells on natural gas, 5,000 feet tile. 10 miles SW on Hiway 60.

Phone 276-5323 B-4-12-9c

S S S S To lend on irrigated land in PRUDENTIAL

America's Largest Farm Lenderl SAM NUNNALLY EM 4-0555 EM 4-2814 LONE STAR AGENCY

8-4-11-10-4p LOANS

FARM & RANCH FAST SERVICE DUWARD HAMBY EM 4-3566 NIGHT - EM 4-3466

B-4-35-TFC

FOR RENT

baths, new vinyl tile. Good Ph. EM 4-3868 or EM 4-1060 LARGE three room furnished apartment, Adults only, Bills paid, 603 Jackson, Call EM4-0298 after 4 p.m. week days

> ments. Paved off street park ing. Washer and dryer available. For information, Call Mark IV Realtors, EM 4-2220. B-5-27-13-tfc

NEWLY DECORATED Unfurn ished apartment. Large living room, two bedrooms, din-ing room, kitchen, bath and dressing room. Apply 232 West Third. B-5-20-14-4fc

ment, Bills paid. Whites only. The largest insurance company to 109 J.

B-4-22-14-3p FURNISHED Apartment, Also W. M. Megart. 401 Lawton. B-5-12-15-2c FOR RENT: One and two bed-

> room efficiency furnished a-4-2702 or EM 4-2592. B-5-14-15-20

FURNISHED APARTMENT bills paid, Garage Really clean, Redecorated and refurnished, Call EM 4-0061, B-5-12-15-4c

Completely redecorated, Floor car. furnace, 305 Avenue B. Call EM 4-0228. B-5-17-15-1c

TRAILER SPACES: 11/2 blocks 3. Chance for advancement. from school, 15.00 a month. 4. Local company. EM 4-1818.

FOR RENT: Two trailer houses near school. Couples preferred. EM 4-1818. B-5-10-15-4p

WAREHOUSE for rent or lease. 130 x 50. Across from Stephens-Hudson Motor Co. Inquire 407 Lee Ave. or EM 4-3424.

S-5-20-33-tfc NOW LEASING: Trailer spaces in West Mobile Lodge. Cenwells on natural gas with un- tral TV Antenna, Private Teleties. Phone Geneva West, EM 4-0416, 304 North 25

> Mile Avenue. B-5-35-tfc

FOR RENT: Warehouse, 116 K Street, Phone EM 4-3820 or EM 4-1172 after 5:00. B-5-12-41-2p

and bath furnished apartment for couple, Whites only, Bills paid, Floor furnace. EM 4-0188 or EM 4-0469.

B-5-20-41-2c FOR RENT To White adults three room furnished apartment, Bills paid, No pets, Roy Manning, 325 Avenue B.

FOR RENT, Office, sales room building. 308 North 25 Mile Avenue. Phone EM 4-1111. B-5-13-39-tfc

FOR RENT: 1101 East First 40' x 90' building. Ample parking. Call EM 4-2103 after 6 p.m.

B-5-14-32-tfc THREE BEDROOM Furnished apartment. Wall to wall carpet. \$20.00 per week. Water paid. White adults only, 813

Texas. EM 4-3129.

TWO BEDROOM trailer house Rent, sell, or lease. Mona Lisa Trailer Park. EM4-2220. B-5-13-14-tfc

NORTHWEST MOBILE LODGE Twenty eight Mobile Home spaces. 42'x70'. One block north of King's Manor. Call EM 4-1108 Jesse Scott.

WANTED

NEED YOUR wheat seed cleaned and treated? See us-145 East 2nd St. EM 4-0560. B-6-14-40-4p

WOULD LIKE to buy used plano. Call EM 4-1392 after 4 p.m. B-6-10-41-2c

WORK WANTED: Painting perfa-taping, textoning, sheet-rocking, any carpenter re-pairs. Ted Oldfield, EM 4-0235 or EM 4-2212 B-6-14-42-tfc

PASTURE WANTED, Jim Mc-Andrews, Phone 258-7211. B-6-10-15-3

WANTED: Your repair work on all small electric appliances. Vern Witherspoon, 201 Jack-son, Hereford, 70:138. 3-6-31-TFC

WANTED TO buy, mile stalk field. Phone EM 4-0484.

7. Dressmaking-Ironine GENERAL SEWING in my home, Call 289-5590, Mrs. John

B-7-10-15-60 B. HELP WANTED

WAITRESSES Wanted: Apply in person at Raney's Restau-

BOY-WANTED to deliver Lub-

MUTUAL OF OMAHA

209 Higgins. EM 4-0864. Come of its kind needs aggressive man or woman. Fast advancement, financial assistance. LET'S TALK. No obligation. bedroom. Whites only, Mrs. Confidential. Experience preferred but not mandatory. Call Monday through friday, nine until twelve, Earl L. Burns, Suite 202 Vaughn Building, partments. Kenny Gearn, EM Amarillo, Texas. Phone DR 2-3091.

UNUSUAL **OPPORTUNITY** 

For man between 25 & located north of B & B Oliver, FOR RENT: Unfurnished five in our sales department. Must room house. With garage. be aggressive & have good

> 1. Leads furnished. 2. Liberal commission.

B-5-10-15-4p See Bob Rogers No. 6 323 N. Sampson 1 to 5 Monday & Tuesday.

8-8-15-1c

NEED NIGHT cook, Apply in person, Sugar Bowl Drive-In. 215 South 25 Mile Avenue. B-8-15-15-2c

WANTED: Carpenters or framers. Apply at 307 Avenue F. B-8-10-15-1c

LISCENSED PLUMBER EM 4-3163.

stating qualifications and give references, to Box 673-B, Here-B-8-17-39-6c WANTED MANAGER for 2,000

Acre irrigated farm, Call Eldon Chick, Cactus, Texas. 966-2591. Write Etter Route, Dumas, Texas.

B-8-18-41-2c

FEED MILL experience, machinery installation and operation. Production of eattle and hog feed pellets. Phone Deaf Smith County Farms. EM 4-

B-8-20-41-2c

9. Situations Wanted FEED CUTTING Wanted. Have one long, one short row binder. Will cut 36" to 42" rows Call before 7:30 A.M. or after 5:30 P.M.: EM 4-2110. B-9-24-37-tfc

CUTTING WANTED: Two new combines and trucks. Call EM 4-1724 after 8:00 P. M. B-9-12-37-tfc

WILL DO baby sitting at my home, Mrs. Ted Dakil, 203 Western, Phone EM 4-3808. B-9-14-15-tfc

8-5-11-tfc 11. Business Service

HOWARD'S SERVICE: For all major appliance service call EM4-1524. B-11-10-40-9p

Melvin, Doug and Virgil FOWLER AND KELLEY Electrical Contractors Residential and Commercial All bids and wiring competi-

Phone EM 4-1345 Nights phones EM 4-2012 or EM 4-1828; EM 4-1345 B-11-21-tfc

ROTOTILLING Lawns-Gardens-Beds T. A. RHODES EM 4-0119 or EM 4-3848 5-11-9-90

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Vacuum Cleaners, Parts and Repairs. Disposable bags. JEFF ROBERSON 137 Ave. D. Pho. EM4-0262 S-11-28-TPC FOR WELL WORK

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S-11-37-He WOULD LINE to do custom buling. Call EM 4-006. B-11-10-15-be

USTOM HAULING and movin Pick up and delivery, Call EM 4-1033 or EM4-3362. Butch Freeman and Lee Loflin. B-11-17-5-tfe

CUSTOM BALING & swathin Francis R. Friemel. GY 9-22

AP SPORTS SHOTS

By Harold V. Ratliff Texas schoolboy football is state champio excellent but any assertions that one game out of 40. That was to it is the best in the country Lawton, Okia. won't hold water.

settled the question once and is superior to other states for all—Texas schoolboy football its football. The recent Oil Bo

Indignant Texans contested the assertion, pointing out that the squad that played in Pennsylvania wasn't the best Texas could produce, that half of the better boys were held over

Pennsylvania should have been players, good enough to win if the claims boy football were valid.

Plumber's helper, wanted. Con football players as any other the game because it fears the tact Jim's Plumbing Co. Call state and there were plenty to NCAA might not only halt it supply any number of teams, but wipe out the Texas coach So if Texas schoolboy football school game to boot. The co was superior to any other state ing school event is made pos WANTED DIESEL Semi-truck driver, Local resident, Write,

Fact of the matter is that Texas always has had a tough time breaking even with other states, Each year its intersectional record is even or slightly

almost 40 years to find a signiplay for what was billed as the of a conflict. national schoolboy championship.

Lubbock, Texas.

OWENS & HOLLINGSWORTH

B-11-41-41-20

EM 4-3572 Comercial - Industrial Residential Wiring 809 EAST SECOND Magneto - Starter Generator & Electric Motors Rewind Sales & Service

SERVICE ON ALL MAJOR APPLIANCES AND REFRIGERATORS S & R APPLIANCES

CUSTOM BEET HARVESTING Marbee Harvester, Five trucks. Ready to go. Paul Mentez . Bei AV 9-5357 CALL COLLECT

PIANO LESSONS. Call EM 4-3101, 301 East 6th Street. B-11-10-40-6c

B-11-14-4p

PORTABLE DISC ROLLING RTABLE Jacobser Scolloped or plais. Jacobser Brothers. Phone EM 4-1563. T & H DRILLING COMPANY

4" to 12" casing, Gravel pack or screen. Nathan Hopson EM 4-2332 D. E. Tumer EM 4-0811

12. LIVESTOCK Strayed - Foun

ford and Dimmitt, 20 wean calves. Earmarked left es Reward, Jack Bradley, EM

3. LOST AND FOUND

and white male Chilumbus puppy, Answers to the name Rowdy, Reward, Call EM 4-

Waco won 44-12 and claimed the

In the twenties Texas teams would make long trips for inter-sectional games. Cleburne once played in Dayton, Ohio, and lost 15-14 to Steele High.

Sherman, with what was considered a very strong team, met Bellefonte Academy of Pennsylvania (there's that Pennaylvania again) and was be

em 47-6, Amarillo's great team of B-8-15-1c Associated Press Sports Writer 1934-35-36 that won consecutive

> The Brownsville to When a Texas squad went to beat LaSalle High School of Chi-Hershey, Pa., in August and lost to a Pennsylvania all-star team, there were claims that this had had settled the question once game at Wichita Falls accentuwasn't better, in fact, wasn't ates the point. Oklahoma plays as good.
>
> Texas in this game and Oklahoma won. In the past five or six years Oklahoma has be creeping up on Texas, which at the start of the Oil Bowl game

won every year. The setbacks of the state in this seasons intersectional games makes another Texas-Pennsylto play in the Texas coaching school all-star game.

There is no question that Texas

this seasons intersectional games makes another Texas-Pennsylvania meeting desirable. Especould have had a better team cially, since plans are for it to if it had taken all the top boys be played after the Texas coach up to Hershey. But the facts ing school game so that the are that the squad that went to state can have all of the good

But the Texas - Pennsylvania of superiority of Texas school- game is up in the air as the result of the attitude of the Texas, you know, has about Texas High School Coaches Assofive times as many high school ciation. The association opposes then there ought to be 100 better ble through approval of the Te-players than 100 in any other xas Interscholastic League.

It seems the NCAA is look with some disfavor on the Te-xas-Pennsylvania game and may change its rules to eliminate it.

There should be nothing wrong with all-star games You would have to go back states if they do not interfered innost 40 years to find a signi-with established games of the ficant victory against the out- state associations. Texas took siders. That was the Waco team only the boys who were not RRIGATION FARMER and 2 of 1927 that rolled up 784 points going to play in the coaching grown sons. Produce feed and in 14 games and had two vicfinish livestock for market.

Box 27, phone EM 4-0484,

Hereford.

tories in its string where it scored more than 100 points.

That year Latin High School to set it after the coaching of Cleveland came to Waco to shood so there will be no chance

> One of the things the Texas Coaches Association advanced to WALL TO WALL carpet, Arm- supplement its opposition to the strong vinyl floors, ceremic tile, Kitchen cabinet tops. 100% nylon carpet, \$2.50 and up sq. yd. Easy terms. Payments starting at \$6 monthly. For free estimate call collect POrter 3-7301 or write Lee Holmes, 2102 Clovis Road, country. It seems like a whole-some rivalry between states in something that can decide qualsomething that can decide quality. It also can keep local bragging to a minimum. Texans won't be popping off about their high school football until they can score a victory. Then they might have a right to brag.

#### Former Hereford B-11-13-TPC Student Attends **Washington Meet**

RATORS
ANCES
EM 4-1302
B-11-42-rfc

Ronnie Botkin, graduate of Hereford High School and president of Texas Tech's student council, attended a meet with other student leaders in Washington, D. C. last week, The conference was called by President Johnson, who invited student leaders from all over the country. .

Government leaders attending the conference and giving talks were Secretary of Defense Ro-bert S. McNamaru, Secretary of Labor Willard Wirtz and Unit Nations Ambassador Adlai Ste Bothin left Lubbock early Sarday and returned to Tech Su

day evening. Upon his arriv he and other student, attenda a reception at the White Hou-where Lynda Johnson was h-tess. Sunday, Bottin tour points of interest and visited to Kennet.

metery.

The White House Fellows program was explained to the students by President Johnson. He said students and bushess leaders will be invited to spend 15 months in Washington learning "first hand" about government. The Fellows will be assigned to various government offsetals. 8-11-2-tfc



down. Range, oven, carpet. All brick

Beautiful, ready to move into, home on Elm. Will sell below appraisal.

Fine older home. Four bedrooms,

two baths, double garage.

in northwest Hereford.

HOMES Three bedrooms, two baths, all 80 acres perfect land. Two wells, carpet, range and oven, disposal. nice home. Will sell or trade now. Brick. \$15,900, \$600 down.

Two bedrooms, carport. Carpeted. \$750 down, \$7500 total price. 1650 sq. ft. of living area. Range and oven, Loaded. \$18,000, 10%

to Suburban Heights, \$20 a front foot.

FARMS

Section, \$10,000 down. Home, underground tile, good allotments. One half section beautiful land. Will trade for income property. Quarter section with half section to lease. Very level land.

Buy a lot in Beautiful Suburban Heights Drive west on Moreman

More than 400 persons attended ne open-air cursade meetings At the evangelist's invitation, many people went to the altar, 61 of them making a first-time public profession of faith in Christ Jesus as their Savior.

The Rev. B. L. Davis preached the first half of the week and Rev. Truett Fogle, director of the Hereford Good Will Center and Area Missionary preached on the second week.

A well attended choir sang every night under the direction of Duane Barrett. Gerald Dingus directed the Spanish congregational songs and assisted as

With seats for only 350 persons,

ANSWERING SERVICE?

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THE PATERSON

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America's Foremost Sales

Training Specialist at the

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Complete Séries . . \$24 Also Special Group Rates

MONDAY, OCTOBER 19

The six Q's (cu-s)

TUESDAY, OCTOBER 20

THURSDAY, OCTOBER 22

How to remember names. How to remember sales stories.

Нарру.

**Human relations** 

things done.

none rechnique

How to quote a price.

many families heard the gospel Benitez, in which many people message and participated in the heard the Gospel message for services from their own cars, the very first time in their lives.

there was a get together at the evangelist with the preaching basement of First Baptist Church service tonight. for a fellowship "merienda" in which people rejoiced singing Latin-American Hymns and eating genuine Mexican cookies and the evangelistic fervor during these days of religious em-

and Latin American believers inspiring others to start the the major theme and aim of this state-wide evangelistic Antonio.

movement in which there have Accord been almost 500 Spanish-speakin Baptist churches in the State of

After last Sunday services with which the Cruzada Bautista Nueva Vida was to conclude, last minute arrangements were made to engage in an immediate follow up church revival which has been conducted every night this week at the "Alex O. Thompson" Memorial Baptist Mission, under the direction of Rev. G. E. (Bill) Benitez.

These have been successful meetings, according to Rev

OPPORTUNITY COMES

FOR THE PERSON WHO REFUSES TO STAGNATE

Would you take just 3 nights . . . 2 hours each night

. to learn how to-

INCREASE YOUR SALES .. every day from now on?

to selling sucess!

THIS IS WHAT YOU LEARN:

How do 'star" salesmen achieve success?

The selling approach—Wrong and right.

Overcoming sales resistance and objections.

(You can't win unless you can close.)
Customer additional needs—Suggestion selling.

Effective speaking-"It's how you say what you say."

How to get along with your fellow employes and be

Pat Patterson's "Greatest Discoveries" for getting

For Reservation and Information Call EM 4-1860 or

The challenge—it is "No" or "Yes?"
SPONSORED BY RADIO STATION KPAN

The buying motives-why people buy,

Sales presentation and demonstration.

How to close and when to close.

is opportunity — a one-way ticket

parked nightly around the corner of Main and Sixth.

Rev. Fogle has been preaching all this week and will conclude one night after the services, his scheduled activities as local

phases has been the effective Personal testimonies were gi. and masterful performance of ven each night by both Anglo Gregorio Tello, a noted television performer from Monterred. Mexico who also has a weekly "New Life in Christ" which is T.V. prorgram, "Momentos En the major theme and aim of El Camino" in Bryan and San

> According to Rev. Davis, pas-tor of the First Baptist Church, this New Life baptist Crusade in Hereford has been one of the greatest spiritual highlights of his ministry. Rev. Benitez, local mission pastor said, "God has truly blessed us beyond all expectations."

#### Courthouse Records

Vehicle Registrations

Archie Hartsfield, 1951 Studebaker; H. E. Wester, 1964 Rambler; A. C. Lauderback/Arvella L. Lauderback, 1964 Pontiac; Holly Sugar Corp., 7 — 1964 International trucks; H. Electra Earthman, 1965 Dodge; Harlan L. Barber, 1955 Chevrolet; Mrs. Joe Rogers, 1955 Chevrolet; Jay Boston, 1965 Chevrolet truck, 10-

Leroy Aven, 1959 Buick; Jo-anne Blackwell, 1960 Renault; Jack Ward, 1957 Willys pickup; C. J. Marchman, 1957 Ford pickup; Burke Inman, 1959 Interna-tional truck; Paul B. Presser, 1951 Chevrolet; Leon Refugio, 19-55 Plymouth; Carroll L. Elliott, 1955 Plymouth; A. R. Dillard, 1965 Dodge; R. L. Pool, 1965 Dodge; Pool Sigman Agency, 19-64 Dodge; J. M. Kendrick, 19-

65 Dodge pickup, 10-7.

James L. Hagler, 1961 Tri-umph; Joe A. Allred, 1964 Ford; Jesus S. Gonzales, 1965 Mercury; Panciano Diuz, 1959 Chevrolet pickup; Jack Johnson, 19-65 Chevrolet truck; G. C. Merritt, 1957 Chevrolet truck; H. E. Owens, 1964 Buick; Vera Lee Haney, 1956 Ford; Jose M. Medina, 1955 Dodge pickup; David D. Griffin, 1965 Pontiac; Oscar Lee New, 1951 Ford; Lyle Blanton, 1965 Chevrolet truck; Wendell Burdine, 1953 Dodge, 10-8.

Warranty Deeds

Lindsey Construction Co.: Lot 32, Sowell Addition. Jesse E. Ford to W. D. Stock

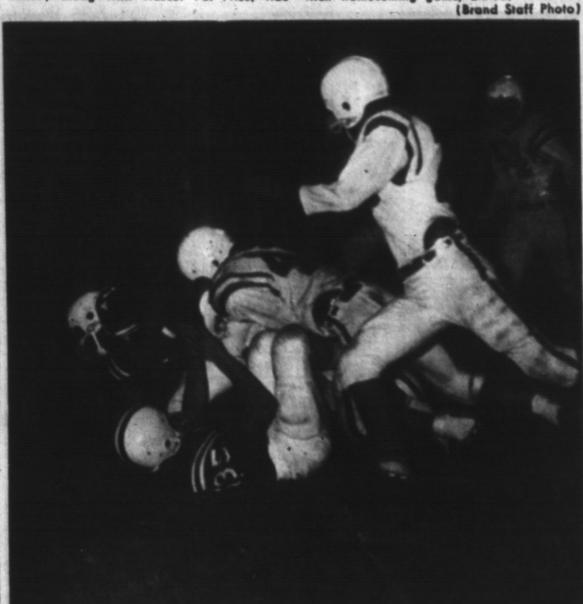
still: All of Lots 1 and 2, Ford Subdivision of the West 1/2 of Block 14, Mabry Addition. E. D. Hopson, et ux, to Bill Lookingbill, et ux: All of the East 9 feet of Lot 16 and the

West 45 feet of Lot 17 of Wills and Holland Subdivision of Blo 18, Evants Addition. QUALITY NURSERY STOCK

rmotrono



ONWARD TO VICTORY — Cheerleaders the victory bell in the homecoming parade. Cynthia Leasure, Peggy Neff and Sharon Herd ran over the Lovington Wildcats in Tinnin, along with mascot Pat Price, ride their homecoming game, 24-16.



OVER THE LINE - Herd's Gene Drummond off. Herd won their homecoming game over goes as far as he can for yardage, while Steve Hodges (35) is shown keeping them the Lovington Wildcats, 24-16. (Brand Staff Photo)

The Sunday Brand, Hereford, Texas, Sunday, Oct. 11, 1964

#### Palo Duro Rites For Ira Allred This Afternoon

will be in Palo Duro Baptist he helped build.
Church (eight miles south of Among survivo of Amarillo) at 3 p.m. today. The Rev. V. H. Huggins, pastor, will conduct the services, assisted by the Rev. Hill, associate pastor of Polk Street Methodist Church of Amarillo, and the Rev. John Mourer, pastor of Wildorado Methodist Church.

Wildorado Methodist Church.

Norman Amarillo, J. C., 204 N. Lawton; and J. B., Wichita Falls; three sisters, including Mrs. A. R. Norman Amarillo, and Mrs. Ben.

Burial will be in Palo Duro Cemetery, under direction of Blackburn-Shaw funeral dir-

A retired farmer-stockman, Allred died early Friday

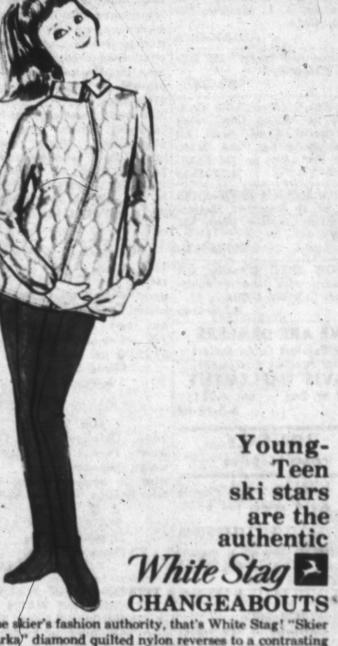
With his coming to the Pan- this season.

handle Dec. 1, 1901, from chil-licothe, Allred became a pio-neer settler 21 miles southwest of Amarillo. In the Wildorado Community he was farmer, blacksmith, railroad workman on Rock Island right-of-way, dealer in wholesale oil business, ran-Services for Ira Allred, 88, cher and carpenter.

Wildorado pioneer and brother He was a charter member of of J. C. Allred, 204 N. Lawton, Palo Duro Baptist Church, which

Among survivors of this area are his wife, Kate; a son, Joe, Amarillo; a daughter, Mrs. L. B. children; three brothers, R. M., Amarillo; J. C., 204 N. Lawton; Norman, Amarillo, and Mrs. Ben-Floyd, Plainview. Surving also are six grandchildren and 13 great-grandchildren.

The San Francisco Giants beat Northwest Texas Hospital, A. the Pittsburgh Pirates 10 times in 18 National League games



Parka" diamond quilted nylon reverses to a contrasting color; concealed hood, double-zipper; 7-14, 13.00. Authentic Ski Pants" with foot straps, the racing look n rayon-and-stretch-nylon; 7-14, 10.00







Sunday, Oct. 18 through Sunday, Oct. 25

# FIRST BAPTIST CHURCH

EVANGELIST.

HEREFORD, TEXAS



Greenville, So. Carolina

Lawton, Oklahoma

Bible Centered Preaching John Tierney Gospel Singing ...... Dale Coody

MORNING SERVICES..... 10:00 a.m. 

NURSERY OPEN FOR ALL SERVICES PUBLIC INVITED

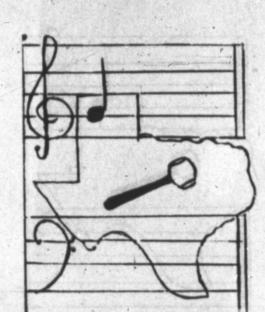


# Themes



MIND EMPLOYED IS MIND ENJOYED" -To establish their motto, L'Allegra Study Club concentrate their autumn studies on political parties and condidates, with guest speakers and party authorities on the agenda. Then they will move into the study of government — federal, state, and local. 1965 will find them contrasting philosophies of governments of the world — Capitalism, Marxism and Communism, Socialism, Fasc-

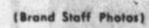
and concluding with the role of Democracy among nations. Shown here are two of the yearbook committee - Mrs. Dwaine Walker, chairman at left, and Mrs. Walter London Jr. — with Mrs. Joe Lyons, meeting of the club. Not pictured is Mrs. Joe C. Easley, club president and ex-officio member of the yearbook committee, who helped set the club theme.





1 Mubic AS AN

CAROL of the Beus Wilisper in Rosar Revers On Revers On Rosar Persecution Connector Connector





IUSIC IS AN APT — Course of study for the ear supplies Dewn Music Club's yearbook seme. Shown here are the committee doing sme. Shown here are the committee doing work an yearbook guides, pictured top bottom, for club officers (with nate unding "Dawn" in the Panhandle), for imbers, for theme (yearbook frontispiece), of for programs (one song from each program of the year). Seated, left to right, are as. Tony Haffman, Mrs. Rabert Strain, Mrs. ul Engler, and Mrs. Steve Bavousett, club esident. Not shown is Mrs. Clarence Better, chairman of yearbook committee. Variety of Music as an Art the club follows from the same of International Music. (Emphasis)

Late Romanticism and Nationalism", through Folk Music (well-laved songs of sentiment), Christmas Songs and Music in the Home; into American Music, Texas Composers, and Sacred Music, "Music as an Art" marks the special selections for plano—solo, accompaniment, duet—organ, accordian, and violin to be presented during the second of the sec the year. In keeping with recommendations of Texas Federation of Music Clubs, Dawn Music Club uses its theme to accomplish their objective: "To elevate the musical standards of each member, their homes, and

### The Sunday Brand Woman's Section

Carma Thomas, Society Editor

The Sunday Brand, Hereford, Texas, Sunday, Oct. 11, 1964



A LOOK AT OUR TIMES - Considering scientific and technological advancement of this last generation, Bay View Study Club's yearbook committee planned for members to take a long look at our times and finally come to some conclusions that move from generalities to each member's personal life. The spectrum of study flows through an af-luent society to the problem of leisure and its challenge to today's woman, moving through an analysis of Communism and modern living to what other nations think of the United States. From social problems in

book reviews and an insight into metropal tan concentration, the study broadens into cultural aspects — trends in art, language changes — and understanding of mental illness with a focus on Christiantity: Its Answer to the Needs of Today, Mrs. Carl Perrin, program chairman at center here, points to segments of the club theme for her committee workers, Mrs. Ansel McDowell, at left, and Mrs. W. J. Gililland, club president, Sharing in the yearbook planning was Mrs. Leroy Aven, not pictured here.

# Emphases



FAR AND NEAR — El Llano Study Club is just one of the clubs with United States El Llano's Yearbook Committee & foreign problems on their agenda for the Michael, Mrs. Jesse L. Geren Jr., a year, From Cuban through Viet Nam situations, they return to domestic affairs of to their club sharper awareness of home — health and medical care, through responsibilities in "This World of Committee of the c

## Hinkle-Miller Ceremony Read In Friona Church

Menus

PUBLIC SCHOOLS

MONDAY - Braised beef, steam

TUESDAY - Oven-fried chicken

with gravy, mashed potatoes,

casserole, cocoanut cream ple

THURSDAY - Pinto beans, bu-

ttered spinach, cole slaw, crispy corn bread, peach up-side-down cake and milk.

FRIDAY - Deep sea doodle, cre-

W. Adama, Amarillo, and ode Hinkle, Floydada. After aduation from Friona High hool, Hinkle was employed at form State Bank until he enred the U.S. Army. Currently is Stationed at Fort Sill, Okla.
For the wedding the church



Santa Fe

Time Inspector Jewelry & Gift

Across from Past Office Phone EM 4-1811

The Rev. Bill Burton, pastor of the church, performed the ceremony Saturday evening, Oct. 3.

The bride is the daughter of the bride baskets of white gladioli and white gladioli and white oarnations.

The bride is the daughter of the bride baskets of white gladioli and white oarnations.

The bride is the daughter of the bride bride bride bride bride is the daughter of the bride b The bride is the daughter of Mrs. Norman R. Miller, Friona and formerty of Dawn, and the late Mr. Miller. She is a graduate of Herdrick Memorial School and of Hendrick Memorial School of Nursing, Abilene.

Bob Miller, brother of the bride, in his singing "Because,", "I Love You Truly," "O Perfect maline veil over matching Channel velvet bow. Her bridal bouquet of small white crohids atop a white Bible was held by sating streamers ending in love knots. She were an heirloom ring bestreamers ending in love knots. She wore an heirloom ring be-longing to her maternal grand-mother.

Miss Gail Miller, Lubbock, was her sister's only attendant. She wore an oriental blue wool crepe sheath with matching headdress of blue circlet with French tulle ed rice, tossed green salad, green beans, icebox cookies, rolls, butter and milk. veil. She carried a white carns

Best man was Donnie Waller, Friona. Serving as ushers were Dule Smith and Dule Williams, both of Friona. tomato wedge, hot rolls, butter, apricot cobbler, and milk.
WEDNESDAY - Barbecued beef on bun, lettuce, spinach and tomato salad, cheese-potato

tion bouquet.

Mrs. Miller chose for her day ghter's wedding a Breamar blue knit suit with black accessories Mother of the groom wore a dark blue wool sheath with black were white carnations.

were write carnations.

At the reception in the church Fellowship Hall, Mrs. Bob Miller, sister-in-law of the bride, registered guests. Miss Reva Durham, Lubbock, and Miss Myrna Lee, Corsicana, served guests from a table laid in blue with country of amed peas, carrot and celery stick, apple brown butter, hot rolls, butter and milk. Juntor-Senior Cafeteria MONDAY - Braised beef, steamwith overlay of lace. Appointed rice, lettuce, green pepper, salad, green beans, ice-box cookies rolls, butter and milk. TUESDAY - Oven-fried chicken ments were in silver and crystal. After a wedding trip to points of interest in New Mexico, the with gravy, mashed potatoes, slice of tomato, apricot cobbler, rolls, butter and milk.
WEDNESDAY - Barbecued beef on bun, cheese-potato casseyoung couple will be at home in Lawton, Okla.

role, lettuce, tomato and apis ach salad, coconut cream ple

THURSDAY - Pinto beans, stew, buttered spinach, cole slaw, crispy combread, peach up-side-down cake and milk. FREDAY - Deep sea doodle, sweet peas with bacon, pimento and mushroom soup, carrot and celery sticks, apple dumplings, bread and milk.

ST. ANTHONY'S SCHOOL.

MONDAY - Pizza, baked pota-toes, tossed salad, ice cream stick, bread, butter and milk. TUESDAY - Navy beans with ham, buttered broccoli, cabbage, and green pepper salad, sugar cookies, whole-wheat

lettuce and tomato, potato sa- the Rafflesia genus, the plant blooms that may reach a yard lad, apricot cobbler and milk. produces leathery, reddish in diameter.

Mr. and Mrs. Jerry Dean Hinkle

# Study Club Has

Mrs. Ray Carlile presented a lecture and demonstration on candlemaking. She recommended Carli Laklan's production, "Candle Book," for further background material on this currently popular hobby.

in a club drawing, was present-ed the candle made in the demonstration. Then Mrs. Hale and Mrs. Johnson presented other hobbies and hobby ideas with catalogues to aid members in selecting and obtaining various hobby materials.

Members answered roll call

The Sunday Brand, Hereford, Texas, Sunday, Oct. 11, 1964 with items of interest from cur-Study Club Has
Hobby Program
La Afflatus Estudio Coub had a program on hobbles at their regular meeting Tuesday in the home of Mrs. A. N. Hopson.

Mrs. Carille, guest for the day; and members, Mrs. A. B. Higgins, Mrs. Hale, Mrs. A. H. Cook, Mrs. C. E. Beauford, Mrs. B. L. Markham, Mrs. B. A. Reddell, Mrs. Sam Morgan, Mrs. T. W. Roberson, Mrs. Johnson, Mrs. Hale, and the hostess, Mrs. Hop-

Coffee breaks in 17th Century England were so popular among the men that the women signed a petition charging: "This bitter, nasty puddle water so attracts Mrs. Emmitt Hele, program that we scarce have two pence chairman, introduced the guest to buy bread, nor can we find speaker. Mrs. Walter Johnson, our husbands even to call a mid-

> ANSWERING SERVICE COMING SOON! Call EM 4-2130

### EVERYDAY LOW PRICES With Double Stamps On Every Tuesday & Wednesday on \$2.50 or More Purchase Except Cig. HAVE YOU TRIED US! NEARLY EVERYBODY **ELSE HAS** More To Eat at More Money Saved, Try Our Store For All Your Needs **Bakers Grocery**

# Hereford Redi-Mix

Ask any coment finisher in town about of our product and our "know-how."

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1-6 P.M.

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Dowell, Mrs. Leo Witkowski, and



PINK LODGE — In good natured satire, these members of Amarillo's A. E. Shirley Eastern Star caricature the Masonic Blue Lodge. Adding comedy to their one-act play, they used names of local Masons, as well as their particular

Masonic offices and professions, in presentation of the "Pink Lodge" for Hereford Eastern Star's Masonic Night

# Satire, 'Pink Lodge', Given For Eastern Star, Masons

Eastern Star Chapter No. 312 non Gifford, Door Keeper; Mar-at their annual Masonic Night, garet Duke; senior deacon; Johwith Hereford Masons as guests nnie Williams, junior warden; Saturday evening, Oct. 3. pre- and Winnie Booth, treasurer.

under the direction of Madge Culpepper, Deputy Grand Ma-Holley, presented a dramatic sa-tron, District II, Section 3, Grand A t Adding to the comedy was the tern Star; use of the names of local Ma- Also Steve Powell, Worshiptheir professions.

included Claudine Whitley, mar- matrons and past patrons, local 25. shall; Elnora Connell, sentor and visiting, and W. C. Hromas, wardon; Nettie Chitwood, junior worthy patron of Hereford Chapsteward; Katherine Groves, jun-ior deacon; Lena Mae Beard, senior steward; Elicen Killough, W. C. Hromas, President of

B.P.O. DOES 176 Meet Monday

lough, club publicity director. in charge of decorations.

sented Amarillo's "Pink Lodge." Mrs. C. P. Morthan, worth This group of performers from matron, presided at the dinner the A. E. Shirley Eastern Star, meeting and introduced Ne11 tire on the Masonic Blue Lodge. Chapter of Texas Order of Eas-

sons, their lodge offices, and ful Master, Hereford Blue Lodge Personnel of the "Pink Lodge" ters, local and visiting; all past er, 115 Centre St., Friday, Sept. oree, Sundown; Mrs. Pat Power,

chaplain (with Lucille Moore al- Section II Past Matrons and so playing this part); Joyce Past Patrons Association, a new. and presented them to Mrs. Elwell secretary (With Fayer ly organized body in Texas, Sec. Thomas Robinson, mother of the were Mrs. Ben Childers, Mrs.

Acet Monday

B. P. O. DOES No. 176 will Rooms and tables were decorations was Mrs. Pat Power, cousin of Block, Mrs. Jake Moore, Mrs. have their regular meeting Mon- ed with arrangements of gar- the honoree. day at 8 p.m. in the Elks' Hall, den flowers, Mrs. J. B. Noland Mrs. Oscar Power and Mrs. Jimmy Mercer, and Mrs. Don announces Mrs. Ralph McCul- and Mrs. A. L. Manjeot were Jerry Moss served from tea ta-

Hostesses for the evening will Eastern Star meets again for cloth and centered with an ar-

## Mrs. Duncan Feted Bridal Shower

bride, was named honoree at a the tea hours. tea and miscellaneous shower in No. 849; all past worshipful mas- the home of Mrs. Robert Wagon-

> Now living in Clovis, N. M., the bride, the former Miss Tommie Kay Robinson, and Duncan were married here in August, ty, N. M. Mrs. Wagoner welcomed guest

Carver also in this office); Mary tion II comprises all of Texas bride; the honoree; and Miss Gloria Dameron, who was maid of honor at the wedding. Guests Falls to El Paso. Officers of Hereford Eastern also greeted Mrs. E. O. Sher-Star were hostesses at this buf-man, grandmother of the bride.

ble laid in ivory French lace

MONDAY, 9:30 a.m.

Mrs. David C. Duncan, recent | About 50 guests called during

Out-of-city guests included Mrs Marion Power, aunt of the honand Mrs. Oscar Power, Lubbock Mrs.Jerry Moss, Amarillo; Miss Gloria Dameron, Canyon; and Mrs. Emmett Sherman, Moriar-

Hostesses with Mrs. Wagoner complimenting Mrs. Duncan Mrs. Frank Cogdell, Mrs. C. R. Presiding at the guest book Dameron, Mrs. L. E. Ballard,

# Tips Given Gardners On Landscaping, Roses

#### Delta Xi Coffee Held At Friona Country Club

Delta Xi Chapter of Delta Kappa Gamma held their October meeting at Friona Country Club recently. Hostesses at the office were Friona members of this three-country chapter of the women teachers' organization.

Presenting a program were Gladys Legg, Hereford, and Koma Ratcliff, Dimmitt, Their subject was "Orientation of Program Focus: Changing Patterns in Other Cultures," Delta Kappa Gamma's theme for the year.

A special memorial service was conducted by Mrs. Claude McDougal in memory of Mrs. Irma Stark, Friona, chapter member who died May 9, 1964. Group singing was led by Miss Lucille Park, Hereford.

All members were reminded to make reservations for the October 10 regional meeting in Amarillo.

Hereford members attending the Friona coffee included Miss Park, Miss Della Stagner, Miss Madeline Bell, Mrs. Opal Book-out, Mrs. McDougal, Mrs. Char-lie Bell, Mrs. H. V. Crawford, Mrs. V. P. Walker, Mrs. Merlin Kaul, Mrs. Fred Welch, Mrs. Eleanor Hudspeth, Mrs. J. D. Neill, Mrs. Frank Prowell, Mrs. Caudie Ola Brown, Mrs. C. A. Morris, Mrs. Fritz Christman. and Mrs. Legg.

#### Joe Storys Announce Birth of Grandchild

Mrs. Joe Story has just returned from welcoming her new granddaughter, Lisa Renee Mustian, born Sept. 27 in Methodist Hospital, Lubbock, to Mr. and Mrs. Roy Mustion.

Mrs. Mustian will be remembered as Miss Nancy Story, daughter of Lisa Renee's grandparents, Mr. and Mrs. Joe Story, Harrison Highway.

A favorite food of the Eskimos on Banks Island is TV dinners. The Canadian (Arctic natives Colorado has more than 150 store the meals in a convenient ement of silver candlesticks metallis and nonmetallic min- deep freeze — a hole in the fro-

Russell Carver shared in present ing a program on "Key to Beau-Members present were Mrs.

ty Through Planned Planting" Tom Carter, Mrs. Ray Cowsert, for Garden Beautiful Club at Mrs. Marlin Gililland, Mrs. V. O. their meeting Friday, Oct. 2, Hennen, Mrs. L. H. Lookingbill, in the home of Mrs. Ruth Kerr, Mrs. Homer Newton, Mrs. G. S. 130 Aspen. Mrs. Ansel McDowell Solomon, Mrs. W. J. Stanford, served as program chairman. and Mrs. J. Howard Walker.

Speaking on "Re-Landscaping Mrs. Burney made the points that one can re-landscape with (1) foundation plantings, (2) with gardens in pots, and (3) with hanging gardens.

In "The Story of All-American Roses," Mrs. Carver named characteristics in which a rose must excel before being named as an All-American Rose. She pointed to (1) habit, (2) vigor, (disease resistance, (4) novelty, (5) floraliferousness, (6) foliage, (7) flower form, (8) bud, (9) substance, (10) color opening, ((1)) color finishing, (12) stem, and (13) fragrance,

Mrs. Kerr presided at the business session and announced that Garden Beautiful Club would cooperate this year in the landscaping of the high school

the hostess, Mrs. Kerr.

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## TO THE VOTERS OF PRECINCT 1

Also Mrs. E. W. Young, Mrs.



I have lived and farmed in Precinct 1 for the past 22 years, and feel that I know the area, the people and the problems of this Precinct as well as anyone. I would appreciate your vote and support in the general election November 3.

I have no reason to seek this post except to serve the people of Precinct 1 and Deaf Smith County. Their interests are my interests, and I would appreciate an opportunity to be your commis-

If you choose to elect me, I'll do the job to the best of my ability.

Vote For

REPUBLICAN CANDIDATE FOR COMMISSIONER, PRECINCT 1

(Paid Pol. Adv.)

Just In

Time

For

FOR HRIST

# LAMM JEWELRY SALE STARTS

THE BUS

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Christmas

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Here's Just A Sample of the Low-Low









# THE SUNDAY BRAND 'It's Past Weaning Time' Panhandle Editorials

# Parties And 'Split Tickets' Order Of

Politics are holding more and more interest and, as the general election draws nearer each week, it is logical to anticite a continued expansion of this interest. The Texas Panhandle, pretty well classified in conservative ranks of both parties, will likely come up with more "split tickets" than we have seen in a long time.

LBJ and Goldwater, for instance, will provide one of the prime reasons for ticket-splitting. Most Goldwater fans are ardent and enthusiastic, but many of them do not favor some of the GOP candidates down the remainder of the column. Johnson, by virture of being a Texan, will on the other hand draw back into the fold many Panhandle voters who moved over to the Republican ranks for president four years ago. The Deaf Smith county vote on this one will probably be a nip-and-tuck affair, but it seems to us that Johnson, at this time, has the edge — despite the fact that Nixon carried this county in the last round.

Gov. John Connally should make a clean sweep of this whole territory, including Deaf Smith county. This is because Connally has earned a second term by proving himself an outstanding governor; because he looks at both sides of every question, and because many of those who did not vote for him last round have found little quarrel with in his administration and his policies.

If Sen. Yarborough is returned to of-fice, it will be largely due to his Demo-cratic affiliation and the Demo following throughout the state. Republican George Bush stands a good chance to carry this county — and may well surprise observers all over the state.

To us, there appears little question but that Waggoner Carr, attorney general and Preston Smith, lieutenant governor, will be returned to office in Texas - and they should carry this county and territory along with Gov. Connally. Joe Pool, though not so widely known, is another candidate who will probably move back into office as congressman-at-large.

Walter Rogers, widely known over the

### Fire Prevention Year Round Job

Fire Prevention Week was just completed, this time without fanfare or promotion and — we are glad to note without any fires.

It is a good time for us to think about the occasion, however, and to renew our interest in holding down what has frequently been termed "man's greatest single

while our local fire department is efficient, capable and consistently alert, it is always possible that a large fire could completely reverse the situation. As always, big fires start from little fires — and the best possible way to hold these down is through the exercise of caution. This is true around the house, at places of business and in all public buildings.

Because apathy contributes most to

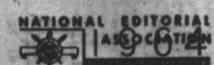
fire hazards, it is an excellent idea to make periodic checkups of conditions which might contribute to fires, and to improve conditions through which they can best be com-

Hereford has an excellent record in this respect and, only by observing Fire Prevention, each day can we expect to continue with the situation which we now en-

#### THE Sunday Brand

Established 1948 Published every Sunday at 130 W. Fourth Hereford, Texas, 79045





mes M. Gillentine, Editor and Publisher Melvin Young, Managing Editor
Ray Martin, News Editor
Bill Penn, Adv. Mgr.
Lee Brown, Mechanical Superintendent

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district, is another candidate who should be a "shoo in" next month, and this will definitely be the circumstance in Deaf Smith county, where he has consistently enjoyed support. Experience, contacts and influence in the national capital are factors which it takes a long time to build, and which the people will not relinquish rapidly.

These predictions are, of course, a matter of opinion and observation, and we feel sure that many people will disagree. At the same time, it is interesting to note that a scant decade ago the State of Texas, including our own Deaf Smith county, was pretty well voting the straight Democratic ticket - without a second thought regarding challenges from other parties. This com-ing election in November represents the nearest thing the community has seen in a movement toward a two-party system. Furthermore, despite the hue and cry from leaders in both major parties, it also proves that the people are voting more and more for "the man", instead of for "the party."

### Area Industry On The Move

Announcement of a new feed manufacturing plant was made simultaneously with the opening operation of Holly Sugar company's manufacturing program. A meat packing plant, already scheduled, is slated for 1965 — and we feel sure that other manufacturers will seek this area for location as the months pass.

Invariably, one industry seems to fol-low another in the pattern of community progress, and we feel that another decade will transform the area tremendously in this line of development. Most progress in the line of manufacturing has been allied with agriculture, and today ht ecommunity boast more than a dozen plants, some small and

The trend is a new, but welcome form of progress, chiefly because of steady playment and payrolls. It is encouraged through existence of good highways and rail service, adequate utilities, and an abundance of production potential made possible chiefly through the existence of irrigated farm crops. These same factors, we feel, will attract additional industry this way in the future.

### A Big Car Year?

Politics, football, and perhaps even the World Series, will have to take a back seat so far as the interest of a large part of the American people are concerned, especially the male segment, during the next few days.

The new cars that are begining to glide off the assembly lines are bigger, longer and more powerful and are available in a greater variety of sizes than ever

Practically all are being substantially restyled and profiles radically changed. The manufacturers obviously believe that the public, with more money to spend, is growing tired of the compact, economy models that were so popular only a few years ago and are now ready for larger, sleeker, more powerful models. Some call it a "step-up"

The changes represent a heavy investment on the part of the manufacturers and necessarily are something of a gamble. Public taste in automobiles changes as rapidly as it does with respect to other products, and the manufacturers not only must keep abreast of these changes but stay a little ahead of them. Changes must hold up for at least a few years because the costs of making them runs into really big money.

Expectations are that prices will remain stable despite the generous terms of the new labor contracts in the industry. The manufacturers are counting upon continued high sales valume and profits to make this possible. Actually, manufacturers have held the line on prices pretty well for the past five years, and 1965 will be sixth.

This does not necessarily mean that purchasers will not pay somewhat higher prices for the cars that they buy. They may want to "move up" in the cars that they drive. There may be some "hidden" increases also. Dealer discounts may be cut a little in some cases. Some optional equip-ment may be made standard and the prices

For example, a lawyer may find that the price of heater or an air conditioning unit will be a few dollars higher than it was this past year. But increases of this kind are not likely to be enough to deter anybody who really wants to buy a new

Some people thought market forecasters were being optimistic last year when they predicted that 1964 sales, including imports, would total about 7 million cars. It is now expected that, when the actual sales figures are all in, they will total about

This means that the industry has had three big years in a row, with reason for



TEXAN IN WASHINGTON

## San Antonio Talking 'HemisFair' For

By TEX EASLEY ficials, domestic industrial and a luncheon meeting here attend-WASHINGTON, Un-Word a cultural organizations and, most ed by representatives of the bout San Antionio's plans for a gigantic fair of the Americas, to be known as "HemisFair", is getting around in the circles where at this stage of promotion, it counts most.

where, at this stage of promo-tion, it counts most. banker and businessman who one 100-acre tract in the heart also is president of Hernis air, of the city. The land is to be

That's with U. S. federal of outlined the ambitious plans at acquired and cleared under an Urban Renewal project. Total investment is estimated between \$70 million and \$100 million, in-Hereford Whitefaces \$70 million and \$100 million, including more than \$30 million in

Romp Clovis 'Cats 62-0 The Hereford Whitefaces defeated Clovis 62-0 Saturday evening. This is the short form of the story coached

on gridiron in Hereford last Saturday afternoon, From 50 YEARS AGO

the score it is evident that the Clovis team was out-classed. Only one time was Hereford in danger of being scored against. While the visitors played a plucky game, they were not fast enough for the Whitefaces. The Brand reserved space for a detailed write-up of the game, as one had been promised, but up to the last minute, none has been received and this short mention is made.

W.O.W. meet on the second and fourth Saturday nights of each month. Members should keep these dates in mind and attend.

If you have desirable, vacant houses to rent, advertise them in the Want Ads. No charges made if not rented. B. Anderson Witherspoon fixes wells and windmills.

B. Anderson Witherspoon fixes wells and windmilts.

Does tinning, plumbing, etc. Phone 330.

Last night, after two days of cloudy weather, the prophets unstopped the bottles of heaven and a fine big rain visited this section. A light shower fell in the afternoon of yesterday, but during the most part of the night there was a continuous downpour. The rainfall will measure about 1,70 in.

At the first meeting of a one act play under the direction of Bedford Forrest, will be presented to the group.

10 YEARS AGO

At the second meeting, Mrs. George McLean will direct a one act play and Mrs. Ray Johnson of Summerfield will di-

There will be work shops occasionally on makeup and other matters pertaining to Little Theatre work besides the regular meetings, according to Mrs. Harry Cayler.

Approximately 14 members were present at the meet-

Approximately 14 members were present at the meeting Thursday night.

Headlined with scheduled appearance of Highway Commissioners from Texas, New Mexico and Colorado, the Highway 51 Association will play host to an anticipated crowd of 3,500 people this afternoon when the Canadian River Bridge is dedicated.

believing that 1965 will be even better than 1964. The previous record sales year was 1955, when about 7,467,000 cars were

Same experts are saying that, because of the growth of the economy, an 8-million-

car year now can be regarded as normal. In the absence of a recession, of which there is no sign on the horizon, hopes of the industry for another record year in 1963 seem entirely warranted.

# Paragraphs

The New York World's Fair seems fairly remote and distant from Andrews, but this past summer, the fair played an Important role for most of us here in the old patch. The trand that is currently pushing the state toward a slight increase over '63's three percent gain in crude oil demand can be traced almost exclusively to the Fair. Despite elaborate plans by airlines and bus companies, most fair visitors went up by auto, and in so doing, managed to consume indirectly a portion of the 65 million barrels of crude produced in this country annually. Maybe we could start a new battle cry: "Join the war on poverty — drive, don't fiv, to the fair." don't fly, to the fair.

-James Robert In Andrews County News

Permits for new residences issued early in October have pushed the Levelland building permits total for 1964 past the \$1.5 million mark. September permits totaled \$159,125.

-Levelland Dally Sun News

Sighs of relief could be heard throughout the Olton area this week as the clouds finally broke and dry, sunny weather returned to the South Plains vicinity. Return of the sunshine ended a threat of potential damage to the area grain crop, and also ended a three-week-long delay in the harvest. By Wednesday, combines were in the fields, and the harvest pace was beginning to pick up. The resumption of harvest was a welcome occurrence for farmers, grain company operators and local merchants.

-Olton Enterprise

Americans have a great deal for which to be grateful. That they are privileged to disagree and do disagree sometimes violently, is a privilege of greater value than would ever occur to the thoughtless and indifferent who see only what is immediately in front of them.

—J. C. Phillips in Borger News-Herald

As the time is fast approaching for the Presidential election Nov. 3. Tracks has received several inquires from election Nov. 3, Tracks has received several inquires from various organizations over the nation for an estimate as to how the election will go in this area. As most of our readers know, we have our minds pretty well made up an who we are for in the election and it sure isn't Goldwater! However, we will be quick to admit this: This isn't the way we estimated Sherman County would vote. Just for kicks, and to see how close we come to being correct we guess that Goldwater would carry Sherman county by about 65 percent (Really we hope President Johnson gets more votes than 35 per cent but this was our guess.) We guessed that Gov. Connally would carry the county by a 65-70 percent margin over his Republican opponent. We also guessed that Democrat Ralph Yarborough would lose in Sherman county. We figure that Republican Bush will be Sherman county. We figure that Republican Bush will be 

That foller on Division St. says there is only about 18 inches' difference between a pat on the back and a kick in the pants.

-Speedy Nieman in The Slaten Slatenite

There is, or was, a play on Broadway entitled, "How to Succeed in Business Without Really Trying." I'm wondering why someone hasn't written a play and called it, "How to Get Into Trouble Without Really Trying." Seems to me the latter title would be very appropriate, because I know some people (one a newspaper editor), who very often gets entwined in trouble purely unintentionally.

—Jee Harrison in The Teams Spur

Nowadays the point has just about been reathed where a person who doesn't spend more than he can afford is an unpatriotic tightwad.

—James Roberts in Andrews County News

Editor's note: The Beetleg Philosopher on his Bindwood form discusses without settling the Viet Nam problem this week.

I guess you've noticed that Viet Nam has crewded out the farm problem as an issue in the Presidential race and I think I know the reason why.

Nobody knows the answer to either problem but Viet Nam is a lot further away and if nobody has the answer to a bunch of problems, the one furtherest away is the one

Speaking of the farm problem, I read the other day that a political speaker campaigning for one of the main candidates said his man didn't have the answer to the to the farm problem but if elected he would appoint a committee of leading farmers to sit down and figure out a workable program.

I don't believe the candidate knew this man was going

THE

The Very Rev. Father Louis BOOTLEG J. Blume, president of St. Mary's University in San Antonio, was one of those addressing the ga-thering of carefully selected guests in the plush new Madison Hotel. ---Philosopher

He pointed to San Antonio's big Spanish-speaking population and emphasized a point, echoed later by Assistant Secretary of State Thomas Mann, that so where else in this country would visitors from Latin America feel more at home than in the

later be used for a Latin Ameri-can educational institute or some

The HemisFair opening is scheduled in 1968 when San

Antonio celebrates its 250th an-

Alamo City.

The organizational work of get-ting the HemissEair underway is being directed by its executive vice president, Ewen C. Ding-wall, who played a similar role in connection with the Seattle in connection World's Fair.

After commenting that plans call for the HemisFair to be in call for the HemiaFair to be in the tradition of the greatest of international world fairs of the past, except that only nations of the Americas will be repres-ented, Dingwall said:

"No serious effort is being made now to premote the HemiaFair among the public. That will come in the future.
"Right now we want to pro-

"Right now we want to promote it with the nations, as one and industries

Credit for first envisioning the HemisFair, said Sinkin, goes to Rep. Henry B. Gonzalez of San Antonio, the first Texan of Latin-American background ever elected to Congress.

I don't believe the candidate knew this man was going to say that.

In the first place, if any farmers, leading ones or not, knew what kind of program would work they'd have suggested it long ago. The last thing a farmer would want to do is offer a solution to the farm problem himself. It's one thing to wake up every morning mad at Washington, and another thing to wake up mad at yourself.

Why do you think the Secretary of Agriculture is always somebody who's not a farmer? You're not going to get a farmer to go in there and hunt for an answer in Washington when he couldn't fine one on his farm.

You take me. I don't know what the answer to Viet Nam is, but I'd rather try to tell you then to tell you what the answer is to the farm problem. It's true I don't know what's going on in Viet Nam, but what makes you think I know what's going on on this Bindweed grass farm?

Things are a let more comfortable when you leave the Viet Nam problem to the farmers and the farm problem to Viet Nam.

# Demo Platform Review Letter To The Editor Given For Study Club The Editor

Charles Hoover surveyed the but the opportunity to be equal; ernment, at home and through Democratic Party Platform for (4) for security, meaning, and the Hereford Study Club at their satisfaction for those of advangage great, our nation safe.

On introducing Mr. Hoover,

against lawless disregard for ghts of others-whether in denying equal rights or in obtaining equal rights; (2) for ending discrimination based on race,

of the individual; it exists not He noted that the party plat-form takes a stand (1) firmly to subordinate the states but to supplement support where most needed. He noted the condemnation of extremism-whether to right or left.

Urging each person to become age, sex, or national origin; (3). informed, Hoover pointed out for not only equal opportunity that active participation in gov-

Mrs. Braddy, Mrs. S. L. Garrison, Mrs. Walter Hodges Jr., Mrs. Merlin Kaul, Mrs. Marvin Knox, Mrs. Baxter London, Mrs. Garland Solomon, Mrs. Art Stoy, Miss Gladys Setliff, Mrs. Maurice Tannahill, Mrs. Ed Wilson Jr., Mrs. J. W. Witherspoon, Mrs. R. N. Yarbro, Mrs. Wing-

> **Medical Auxiliary Sets** Monday Luncheon

et and the hostess Mrs Wylie

Mrs. N. D. Bartlett Jr. will

be in charge of a program on

art appreciation at the next meet

ing of the club Thursday.

favorable report on the recent

Members attending the meet-

ing were Mrs. N. D. Bartlett Jr.,

club rummage sale.

Hereford Medical Auxiliary will have its regular Juncheon meeting Monday in the home of Mrs. Wealie Owen, 909 Park

Additional plans will be made for the annual Project Christmas Cards, the organization's scholarship fund-raising plan.

Volcanoes and earthquakes are the forces which continually change geography. They can create mountains, divert rivers, form lakes, sink islands or bring

Mr. Goldwater has said that the present administration was

I cannot understand why Mr. Mrs. T. E. Braddy, program chairman, emphasized the responsibility of each one to be Dipping into the Bottom of the source as far as our country is constituted in the source and the source as far as our country is constituted in the source armies on the coast communism eventually rides in our country. Because we have been long at work of the coast communism eventually rides in our country. Because we have been long at work of the coast communism eventually rides in our country. Because we have out and the coast communism eventually rides in our country. Because we have out and the coast communism eventually rides in our country. Because we have out and the coast communism eventually rides in our country. Because we have out and the coast communism eventually rides in our country. Because we have out and the coast communism eventually rides in our country. Because we have out and the coast communism eventually rides in our country. Because we have out and the coast communism eventually rides in our country well on this road is what the coast communism eventually rides in our country is constituted in the coast communism eventually rides in our country. Because we have out and the coast communism eventually rides in our country. Because we have out and the coast communism eventually rides in our country. Because we well on this road is what the coast communism eventually rides in our country. Because we well on this road is what the coast communism eventually rides in our country. Because we well on this road is what the coast communism eventually rides in our country. Because we well on the coast communism eventually rides in our country. Because we well on the coast communism eventually rides in our country. Because we well on the coast communism eventually rides in our country. dying man, politically speak- when the United States granted alled where it all began as such is munism' should be dropped.

not become an issue in the cam- it ever since. It seems that no still are not alarmed. administration since that time Of course, Communism does re Mr. Humphrey's statement is has stopped the continual ad- come at us int its most naked of whatever is needed The Editor of course an evasion, and in terms of logic, "The Argument terms of logic, "The Argument terms of logic, "The Argument terms of logic, the Argument te terms of logic, "The Argument of the Ridiculous". A careful practically everything he asked to motes programs that give money and support to people to make them dependent upon Government and take away their intage. The state be Johnson would not wish to make it an issue. If he is lers in the Korean War and turn-called urban renewal, farm Bank one's life. That is what Cos been waiting for a rebuttal to strongly against it, he ought to ed our Navy loose to stop Chiang Payments and all other sof this ism is and does. The be On introducing Mr. Hoover, this charge but to date have be willing to say so, but perhaps Kai Shek from holding several type further this concept. Thus ofit have been long at wo so that our soldiers could meet under another name in a very well on this road is why I

believe it is sufgested that the charge of "Being Sof On Com-

In reality, it is the most vital factor in the Campaign.

Fred Beversdorf, Pasto

# BUFFET LUNCH

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11:30 to 1:15

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\$1.25 Floyd's Restaurant

We Never Close

#### me Hereford Study Club at their new of the Rereford Study Club at their new of their new of the Rereford Study Club at their new of their new of the Rereford Study Club at their new of their new of the Rereford Study Club at their new of their new of the Rereford Study Club at their new of their new of the Rereford Study Club at their new of OFFICERS H. S. WILBUR, SR. STATEMENT OF CONDITION OCTOBER 1, 1964 Chairman of the Board RUSSELL E. CARVER President/ J. A. HODGES **Executive Vice President** RESOURCES DEAN HOUSE 4,510,946.52 Loans and Discounts Vice President 919,181.25 CLIFF ESTES U. S. Government Securities Vice President 1,443,284.99 Other Securities WAYNE WILLIAMS 1,115,218.33 Cash and Due From Banks Cashier 69,500.00 Bank Building and Parking Lot NADINE WADE 9,500.00 Assistant Cashier Furniture and Fixtures MARIE MAXWELL 3,365.62 Other Assets Assistant Cashier 8,070,996.71 DIRECTORS J. R. ALLISON LIABILITIES O. L. BYBEE 150,000.00 Capital Stock RUSSELL E. CARVER 250,000.00 HOWARD GAULT Surplus J. T. GILBREATH, JR. 249,284.06 Undivided Profits and Reserves J. A. HODGES 7,021.712.65 **DEPOSITS** W. N. HODGES J. R. LIPSCOMB 400,000.00 Other Liabilities R. G. PEELER 8,070,996.71 EARL L. WILBUR H. S. WILBUR, SR.

# I IS BARRY GOLDWATER FOR?

These are the views of a man who has stood almost alone in the Senate of the United States at times, and whose judgment has been proven right by the test of time in case after case. He is a man who has had the courage to speak up for grassroots America and against the powerful pressure groups in Washington that seek special privilege over their fellow Americans. He is a man who has had the courage to speak up for grassroots America and against the powerful pressure groups in Washington that seek special privilege over their fellow Americans. He is a man who has had the courage to speak up for grassroots America and against the powerful pressure groups in Washington that seek special privilege over their fellow Americans. He cannot be bought or intimidated. For these reasons he has been the prime target of the vicious big-lie and smear technique of the Communist Party, USA. Unfortunately, some of this has been parroted by socialists, liberals and just plain political "yes men". So we are proud to present his views on the critical issues of today. Barry Goldwater is a courageous American in our finest tradition, a trusted friend to all who know him, a man who carries his home state heavily even though the registration is 2 to Democrat, a man who is admired even by his political opponents for his sincerity and sense of humor, his total lack of conceit and ego. Barry Goldwater is a family man, a ham radio operator, author of books, a skilled photographer, horseman, a sports car enthusiast, a major general in the Air Force Reserve, a patriot who wants his country to lead through morality and justice. Nobody is for Barry Goldwater except the people who know him and what he stands for. We invite you to cast the prejudice which has been so carefully implanted by the forces of the left aside and investigate for yourself.

Barry Goldwater is your kind of man. He is fighting for US in this campaign, for the future of government under our Constitution.

Social Security

He has been accused of favoring the abolishing of social security. But to read what Barry Goldwater has actually said - systems and machines for production in the free enterprise not what interpretation somebody else puts on his words — tells system. Given the tools, Americans can more than hold their a different story. The Senator has at no time advocated a reversal of Federal welfare but rather a restraint on its headlong expansion. Only in this way can individual liberty and initative

"I favor a sound Social Socurity system and I want to see it strengthened. I want to see every participant receive all the benefits his system provides. And I want to see these benefits paid in dollars with real purchasing power."

agement — least of all, the world's largest enterprise: the U. S. liances in which all other freedom and peace loving nations can education are interested only in the element of centralized control and, consequently, refuse to recognize that the states and local communities have been rapidly solving the backlog of sibility, even when it was "unpopular", as in his vote against the tax cut. While he agreed with the wish to cut taxes, in the absence of a corresponding cut in government spending he could only consider the move fiscally irresponsible and dangerously inflationary in the long run.

More than lip service and more than reduced light bills at the White House are contained in these statements of fiscal responsibility by Barry Goldwater.

"The first fiscal responsibility of government is to preserve the value of the dollar. I can do this by prudent budgeting, by living within the means of the people who pay the bills, and by encouraging individual enterprise.

Abolish the graduated income tax? No practical person ex-nced in government and its operation could suggest if perionced in government and its operation could suggest the matter barry Goldwater. But the nation's income tex structure urganity calls for serious study and reform to make it equitable and to keep if from becoming a means for penalizing

individual success.

"We must step the steady engulfment of our economy by rernment, particularly at the national level. We want a government of compassion, leadership, and restraint. This means forming a tax structure that steadily collects an increasing are of the nation's product and stiffes the private sector.

the standards of those from whom we buy. It is part and parcel of America's role as leader of the Free World.

"The best way to achieve a favorable position in world trade is to increase our own competitive ability and build better

As an active and serious student of history, Senator Goldwater knows that mankind has learned one outstanding lesson

"Republicans know that strength and the resolute will to

An abrupt withdrawal from the United Nations? Barry oldwater has never urged such a drastic step, but towards the U.N. he has consistently recommended for the United States a United States is our responsibility, not the U.N.'s And, above all, he recommends that we use the U.N. rather than let it use us.

"I support, unconditionally, the purpose the United Nations was originally intended to serve — peace among nations, based should be furnished only to friendly, anti-Communist nations.

all nations, and a common sense of justice.

Senator Goldwater's personal feelings on the racial question Senator Goldwater's personal feelings on the racial question are best demonstrated by his own acts. As Chief of Staff of the Arixona Air National Guard after World War II, he brought about its complete integration. He also contributed to the desegration of restaurants and other facilities in Phoenix by local option. The Goldwater businesses have long been desegrated.

As in all areas of his political beliefs, Goldwater holds that individual efforts, not simply laws and edicts, will tip the balance and eliminate the stigma of discrimination from American society.

Hend in hand with his belief in active cooperation with our on the basis of race, color, or creed, or on any other basis not only my words, but more importantly my actions through the our international trade is vital to the well-being of the years have repeatedly demonstrated the sincerity of my feeling of this teles. It helps raise both our own living standards and

### Education

Do the states and the local communities need Federal government guidance to solve their problems in education? Senator Barry Goldwater thinks not and, what is more, points out that federal aid inevitably means federal control of education. For the most part, he points out, federal aid simply substitutes the expensive and wasteful tax collecting facilities and the Federal government for the more efficient means of local government. Federal aid, once you take off its false disguise of "free" money - which it isn't and can never be - shows through in its true through the ages: only the strong can be free. Out strength must charater as one more act of compulsion through centralized govkeep the peace. He also recognizes that we cannot do the job ernment. As a father and a grandfather, Barry Goldwater has spoken out strong and clear on this subject . .

"It is interesting and significant that the demands for use that strength are the surest deterrents to aggression and the federal aid to education have grown louder and more insistent as As a Businessman, Senator Goldwater knows from experi- surest way to avoid war. But we should not try to do this job the need for expanding our school facilities diminishes. It is fully ence that no enterprise can ignore the methods of sound man- alone. Our leadership must bind up the torn and tattered alproblems."

Along with the vast majority of the American people, Senpolicy of realism. He has also been appalled to see our foreign afor Goldwater believes in international cooperation, not in isoy being dictated by representatives of foreign nations. In a lation. Above all he has pledged to give the nation a clear-cut hell. Senator Goldwater feels that the foreign policy of the dynamic strategy aimed at victory over Communism, not mere

was originally intended to serve — peace among nations, based should be furnished only to friendly, anti-Communist nations on mutual tolerance, respect for the sovereign independence of that are willing to join with us in the struggle for freedom. Moreall nations, and a common sense of justice. ance, not gifts. And we shoull insist that such nations contribute fair share to the common cause.

Labor Management Relations

Throughout Goldwater's thinking on the vital subject of relations between the working man and his employer, one consideration is forecast: concern for the employee as an individual. Dangerous to these individual rights is the growing practice of the Federal Government of injecting itself into both major and

the Federal Government of injecting itself into both major and minor labor disputes.

"In our complex modern economy, industrial peace is a major bulwark of the free enterprise system. To achieve industrial peace, we must maintain a balance among the rights of employees, employers and the public. This balance is best assured when laws are clear and fairly administered, and when government does not inject itself in a partisan way into dealings between employers and employees.

(Paid for by the Deaf Smith County Republican Party, Keith Jorde, Chairman)



RUSHEE MASQUERADE — Each prospective member of Kappa lota Chapter of Beta Sigma Phi dressed to represent her husband's ocupation when she went to the club masquerade party last week. Pictured above Nonnie Osborn (lumber company employee), Edwina Duncan (owner of janitorial service); second row, Virginia Fowler, (electrician), Pam Wilson (insurance sales-

man), Sherri Carlile (manager grain elevator), Barbara Heck (insurance salesman); back row, Troyce Kelly (Holly Sugar), Judith Anderson (farmer), Marilyn Carter (Holly Sugar), Dorothy Fowler (savings and loan e), and Jan Ammons (newspaper advertising). Shown below Identifying other occupations-in-costume, are (left to right) Jan Ammons, Barbara Heck, Dorothy Fowler ,and Marilyn Carter.

(Brand Staff Photos)

ADRIAN NEWS

#### Fire **Damages** Motel Adrian

Mrs. Stevens, Mrs. Wilson Arden and Mrs. Ray Jacobsen. The

cakes with coffee and punch,

The Methodist Youth Fellow-

Loveless played the organ.

and Marsha Burns gave a dra-matic reading entitled, "The

Carpenters, But Only One Cross"

Kathy Garrison gave the bene-

diction. The MYF mets every

Sunday at 5:30 and extends an

invitation to all young folks to

Mr. and Mrs. Junior Pulliam.

Amarillo, visited Saturday night

in the Charlie Pulliam home.

Brownfield, visited the Hardy

Charlene Pulliam and Tommy

nuts and mints.

small fire early Sunday damaged a cabin at Adrian Courts, reportedly caused when a box of clothes near a heater ignighted. Tommy Loveless turned in the alarm, and the Adrian fire department extinguished the blaze before extensive damage was done.

Nancy Johnson was in Hereford Monday for dental work. Ralph Perry underwent surgery Monday morning in Am-

Perry Gruhlkey and a friend, were home over the weekend from Clarendon Junior College, spending the weekend with the

George Gruhlkey family. The Adrian P-TA will have its October meting Monday at 7:30 Slocum visited in Amarillo with p.m. in the school. Program, Mrs. Bill Goodenough Friday "Together we Help a Child by morning.

Improving our Working Partnership," will have Dave SelVega, visited Friday evening lers as chairman. A panel of with Mrs. Frances Speed and high school students will appear children. on the program. Hostesses for A pep rally was held in the the meeting are Mrs. Leland gymnasium Friday afternoon for Burrus, Mrs. Robert Lloyd, Mrs. grades 7 through 12. New yells Charles Durham, Mrs. Austin were learned. Rose Sr., and Mrs. Billy Brown. Mr. and Mrs. Overton Harris Alfred Jobe and children vi- and children, Amarillo, and Mrs.

Lewis Jobe family. Mrs. Ruthie Gruhlkey visited Harris family over the weekend. her mother, Mrs. Wood, in Am-arillo Monday. Pat Maupin visited Mr. and Mrs. Calvin Peters and Troy at

sited Sunday in Ende with the R. Lee Petty and children,

A tea honoring Mrs. Anna Witt Romero Sunday. was held at the Methodist Church | Boy Scout Troop 32 and their Sunday afternoon at 3:30 with Scoutmasters, Grady Skaggs and 50 persons attending. Mrs. Witt Robert Jacobson, left Friday afhas lived in the Adrian com- ter school for Pounds Canyon to munity for 58 years and moved camp out until Sunday morning. to Amarillo Monday to make her Saturday night the scouts honored the Lions club with a cook-

The Methodist Church present- out. The patrol leaders are Davy ed her with a certificate for a Druhlkey and Billy Jones. The chair which whe will select her- Scouts returned home Sunday. self. The table was laid with a Fourteen attended. cutwork linern cloth and a cen- Several members of the WSCS terpiece of autumn arrange- attended a district workshop in ments of flowers in silver and Wesley Methodist Church, Here-

ford, recently. Attending from Amarillo were Those attending the special

session of the Annual Conference of Methodism recently in Lub book were the Rev, and Mrs. B. J. Foster, Mr. and Mrs. Edd Jacobson and Mr. and Mrs. Leland Burns.

Lorin Creitz, Bob Letspeich and Paul Robertson attended the school board state meeting in

Austin recently.
Paula Creitz is doing spot advertising for KLBK TV station in Lubbock. She is a sophomore at Texas Tech.

guests were served individual Gary Fassauer, 16-year-old-son of Mr. and Mrs. Arnold Fasseur, Amarillo, was injured in a bicycle accident Saturday. ship was in charge of the even-He is in an Amarillo hospital, ing services Sunday. Tommy suffering from a fractured skull. Gary is the grandson of Mrs. Vicki Burns led the services

Gene Vanderwork, Adrian. Mr. and Mrs. Neil Pounds and children, Earth, and Mr. and Mrs. Ted Boydstun and son visited Sunday with the E. B. Pounds family.

Mr. and Mrs. P. M. Johnson attended the South Plains coon

hunt over the weekend in Lubbock and brought home trophies. Mr. Johnson was second in "Coon in the Keg," and Mrs. Jacobson was second for "Coon in the Leg." Last weekend in Amarillo, Johnson won first

place with "Coon in the Barrel."

(Continued on Page 7)

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CROWE-GULDE

# Now? 65 Chevrolet



'65 Chevrolet Impala Sport Coupe-with new Sweep-line roof.

## If what you see moves you, wait'll you take the wheel

(VB's with-GRRRR!-up to 400 hp)

One look at those longer, wider lines tells you it's the kind of car you just couldn't buy before without getting into the higher price brackets. But one drive will tell you a lot more.

You've got your kind of engine going for you. There's an even half dozen available this year-anything you name from a quieter 6 to a V8 with the authority of 400 hp.

And the road feels like satin because our engineers came up with a new Full Coil suspension system, teamed it with a Wide-Stance design, and made our famous

Jet-smooth ride even smoother and more stable.

On top of that, you've got the kind of space and comfort you'd expect to pay a lot more than a Chevrolet price for. And the kind of elegance, too. Like the look of fine walnut on the Impala's new instrument panel. The tailored wall panels under the frameless curved windows. And Body by Fisher craftsmanship.

Beginning to feel like it's your kind of car? There'll be no doubt about it when you drive the real thing at your Chevrolet dealer's.

See 5 beautiful shapes for '65-Chevrolet, Chevelle, Chevy II, Corvair & Corvette-at your dealer's

HEVROLET

Don't Sears Miss This! Sears 10% on all items in Sears wonderfully new CHRISTMAS CATALOG on pages 1 through 252! See them

> **Customer Appreciation Day** Monday, October 12th

"Customer Appreciation Day" - with a big 10% discount on all items on pages 1 through 252 is our way of saying,

"Thank you for shopping at Sears" — where you always get Satisfaction Guaranteed or Your

### Christmas Shop Early!

Avaid the shopping crowds and last minute rush . . . buy now at these 10% savings! Use Sears Revolving Charge or Sears Easy Payment Plan. You also avoid ast minute disappointments

when you order early, because you get exactly what you went from big, fresh stocks of merchandise. You've everything to gain . . . try it! Order Early

When You Buy on Sears Easy Payment Plan

HEREFORD

9:00 a.m. to 9:00 p.m.

to be renewed soon!

and on Su er celeb

The Sund

FRIO N

Party

Glenn Visitio visited

Lillian

clothe

#### FRIO NEWS 88th Birthday

## Party Is Held In Floydada

Mrs. Owen Andrews Mrs. H. M. Mobley visited her sister, Mrs. Claude Price and Mr. Price at Floydada Thursday until Monday. Their mother, Mrs. Leila Taylor, Throckmorton, was visiting there and on Sunday her family helped er celebrate her 88th birthday. Others of her children, Mr. and Mrs. J. W. Taylor, Odessa, and Mrs. George Bentley, Monahans, Mrs. George Bentley, Monahams, were present as were grandchildren, Mrs Floyd Cole and family, Mrs. Docothy Johnson, Midland; Mr. and Mrs. D. C. Miller, Mr. and Mrs. Don Mobley and sons, Austin Mobley, and Mr. and Mrs. John Brittain and sons, Odessa. Also attending was Mrs. Lillian Fischer, Monday Mrs. Mobley and Mrs. Price took Mrs. Taylor back to her home at Throckmorton.

Glenn Grip and Spicer Gripp were at Panhandle, Monday, vi-siting their mother, Mrs. A. G. Gripp, and also to work with

Visiting Mrs. Charles Self, Tuesday, were Mrs. Kenneth Cox, Lazbuddie, and her daughter-inlaw Mrs. Lynn Cox, Hub, Mr. and Mrs. E. D. Hobson visited the Glenn Gripps, Sun-

day afternoon.

The girls had a cookout at the Floyd Cole home, Friday afternoon. The girls cooked a complete meal over coals as a program. Those present were (Continued on Page 10)

#### Adrian...

(continued from page 6)

Nominating committee of the Intermediate Girls Auxiliary of the Baptist church met Ocy. 4 at Rita Speed's home. Gale Gruhikey and Rita Speed, who are on the committee, counseled by Mrs. Ted Boydstun, elected these officers:

these officers:
Doris Horton, president and stewardship chairman; Laura Jobes, vice-president, membership chairman, song leader and mission study leader; Rita Speed, secretary, planist and prayer chairman; Jolene Betts, program chairman; Sharon Mic-Cown, community missions. Mer Cown, community missions; Mar tha Gruhlkey, forward steps chairman; Gale Gruhlkey, social chairman and treasurer. Mrs. Boydstun is serving as GA dir-

Boydstun is serving as GA director. GA members are solicting clothes and money for the Amarillo Good Will Center.

A surprise birthday party was given Dude Speed by Francis and Rita Speed in their home Friday. Attending were Mrs. L. E. Garrison, Kathy, Kirk, Kris and Kim; Mrs. John Horton and Mike and Tommy, Larry and Jackie Loveless.

#### Legal Notice

NOTICE TO BIDDERS

Proposals for the construction of the following buildings:

New Elementary School,
Addition to Alkman Elementary School,
School Bus Maintenance for Hereford Independent School District, Hereford, Texas, will be received at the School Administrative Offices until 8:00 P. M. Tuesday, October 20, 1964.

Bids will be received separately for the General Construction, the Plumbing, Heating and Air Conditioning, and the Electrical Work. Bids will also be received separately for the School Bus Maintenance Building The Owner reserves the right to reject any or all bids and to waive all formalities.

Plans and specifications may

Plans and specifications may be procured from Brasher, Goy-ette & Rapier, Architects-Engi-neers, 2018 - 34th Street, Lub-bock, Texas.

S-14-9c

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repairs

expert care! All others

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Be Sure to redeem other Coupons good this week at Safeway

Blue Star Frozen

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AT YOUR SAFEWAY

With Coupon 7-A and The Purchase of \$5.00 or More Thru. Oct. 17, 1964

**Assorted Varieties Artificial** 

Beautify Your Home With These Lovely

SAFEWAY

We Give

Chicken

·Salisbury Steak

Meat Loaf

Turkey Beef

#### Mix'em or Match'em

Bel-air Frozen Vegetables

10 Ox. Peas with Butter Sauce 10 Oz. Corn with Butter Sauce 10 Oz. Beans w/Butter Sauce

BISCUITS

BABY FOOD

Mrs. Wrights Sweet Milk or **Buttermilk** 

Shop Safeway for Lower Prices Plus Valuable Gunn Bros. Stamps

8 Oz.

Velkay Vegetable Shortening

Gerbers Strained Foods **Assorted Varieties** 

Shop Safeway For The Best Buvs in Meats!

These Prices Good Thru Wed., Oct. 14th In Hereford, Texas

**PORK CHOPS** 

Cut

Pork Loin Whole or Half

Lean & Tender

Pork Steak **Sliced Bacon** 

**Boston Cuts** 

**Skinless Franks Tenderized Steak**  U.S.D.A. Choice

**Breakfast Gem** Grade 'A' Medium

Kitchen Craft Enriched SAVE 8c

Holly Beet

U.S.D.A. Choice Mature Beef Full Cuts Bone-In

Crackers

Melrose

SAVE 4c

SAVE 4c

Jelly

OFFICE SUPPLIES

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SERVICE ON ALL MAKES

MOTOROLA SALES - SERVICE

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**5 & R Appliance** 

# **Patterson Chemical**

Anhydrous Ammonia-Dry Liquid Fertilizers
2-WAY RADIO EQUIPPED

385 South

EM 4-0566

## Kerr Mobil Service

143 E. 1st



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Continental Oil Company

BENNY WOMBLE

EM 4-0862

FIGHT, TEAM!

## HEREFORD BAKERY

Debs and Mildred

519 Park Ave.

EM 4-0177

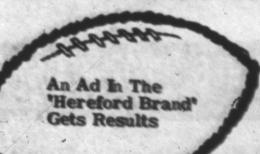
#### Floyd's Restaurant

Formerly Runey's "FOR FINE FOOD" STOP IN AFTER THE GAME

**Open 24 Hours** 

Hery 60 West

EM 4-1775



### LIQUID FEED MASTER LIVESTOC Supply Co.

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847 E. 1st

EM 4-1304 EM 4-3449

TILE . . .

#### MATCH WITS WITH OUR EXPERTS

WIN \$12.50 CASH

PLUS RIG GRAND PRIZE OF 4 COTTON BOWL TICKETS!

1: Scratch the teams you select to loose and be sure to score the teams on the "Tie Break-

Tie Breakers will be used in case of a tie. Three prizes will be given—\$7.50 first prize;
 \$3.50 second prize;
 \$1.50 third prize.
 Entries must be post-marked not later than 6 p.m. Friday or left at the Hereford Brand not later than 5 p.m. Friday. Address all entries to "Football Contest," Hereford Brand, Hereford, Texas.

Name and address must appear on your ballots.
 Contest is open to ALL, except employees of the Hereford Brand. Sponsors and experts

gladly accepted.

The person picking the most winners at the end of the season will receive 2 cotton Bowl Tickets. 2nd Place will receive 1, 3rd Place will receive 1, also.

7. Winners of Cash Prizes will be announced on this page each week.



**Mobel Williams** Fleyd's Restaurant

at Georgia at Slippery Rock

of Texas Southern Cal. at Chita-Ch. OU of disease

Navy at Coll at Virginia at Ohio Univ.

Trinity at Colle

Texas Christian of Miller of Notre Dame Purdue at Milabi **Bowling Green at Tales** Committee of Yole

Vanderbilt at @ Alabama at e at Penn State

Marinelle, of North Texas State



**Paul Hamrick** Paul's Gulf

o at Slippery Rock Texas Tech of Bank Arkenses et dise et Ohio St. er at Kansas Navy at Call at Virginia dealer at Ohio Univ. Trinity atalia of Texas A&M UCLA of Man Purdue at at Toledo to at Yale Vanderbilt at @ Alabama at Tun me at Penn State

LAST WEEKS WINNERS 100 ------3rd .....James McDowell

### OFFICIAL ENTRY BLANK

Florido St. at Georgia Glassboro at Slippery Rock Memphis St. at WTSU

Texas Tech at Baylor

Arkansas at Texas

Southern Cal. at Ohio St. **OU** of Konses

Navy at California

Army of Virginia Xavier at Ohio Univ. BREAKER

WTSU

Texas Christian at Texas A&M **UCLA at Notre Dame** Purdue at Michigan

et North Texas State

**Bowling Green at Toledo** Columbia at Yale

Vanderbilt at George Washington Alabama at Tennesses

Syracuse at Penn State

New Mexico St. of North Texas S

#### PROFESSIONAL PHARMACIST "FOUNTAIN DRINKS"

Nights EM 4-0348

DRUG STORE

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327 N. Main

1003 Park Ave. EM 4-9076

\$1.98 4# Sausage & 3 Doz. Eggs 1/2 Grain Fed Beef Ib. 45c Chuck Ib. 45c H'made Sausage Ib. 59c 10 Lbs. Steak 6 Lbs. HB

7 Lbs. Roast 2 Lbs. Fryers 14.95

Witts Choice Meats

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### Soft Spray Car Wash

\* New All Weather Drying Shed — Winter & Summer Proof 107 Ave. A Open Till 10:30 p.m.

Permerly HALES GULF SERVICE

sh Minor Auto Repair Pickup & Delivery Road Service

830 S. 25 Mile Ave.



Heading the 1965 slate will be Mrs. J. D. Gilbert re-elected as president. Assisting her will be Mrs. Dale Hallows, vice-president; Mrs. J. T. Parsons, secretary-treasurer; Hrs. H. L. Carmichael alternate council dele-gate; and Mrs. E. C. Hammett

These new officers will be innew term in early January. They will serve through the calendar

year of 1965.
Mrs. McAndrews was introduced by Mrs. H. L. Hershey.
Reviewing V an ce Packard's
"The Status Seekers" Mrs. McAndrews noted that the author
from interviews and research from interviews and research eliminates many opinions prejudices and facts once molding class or class distinction. He pointed to class and class lines as being drawn from a status system in this country determined by such things as a person's car, church, paintings owned, political party etc. From this broad portrait he hopes readers will determine who they are how they measure up, and are, how they measure up, and where they are likely to go or not go, from society's measuring

Since this book, Mrs. McAn drews noted, is not to be ac-cepted in whole but to stimulate hinking, she recommended also

thinking, she recommended also for further reading Packard's "Hidden Persuaders" and Bagdikian's "Midst of Pienty."

Presiding, Mrs. Gilbert noted that the club was well-represented at the THDA report luncheon Monday, Mrs. Hallows, who attended he THDA meeting in Houston, reviewed a program on fashion she was there, discussing briefly changing halr styles, dress lengths, shoes with round toes, hose in lace and color.

County Attorney of Deaf County, as speaker on Money—How It Is Secured

Club guest for the day was Technological College three Wingert officiating.

Mrs. McAndrews. Members preyears, majoring in accounting. The young couple are planning



Miss Virginia Carla Higgins

(... engaged to Harold Raymond Moore)

(Avalon Studio Photo)

## Miss Higgins to Wed Harold Ray Moore

engagement and forthcoming Sam Moore, Fort Smith, Ark. A

The bride-elect is the daughter of Mr. and Mrs. Jack Higgins,

marriage of Miss Virginia Carla graduate of Fort Smith Smith Higgins and Harold Raymond High School, he attended the University of Arkansis. He is now Hereford representative of Retail Credit Co.

and Used" at the next club Route 1, Wildorado. She is a meeting, to be held in the Community Room.

Route 1, Wildorado. She is a First Presbyterian Church will be the setting of the Nov. 13 wedding, with Rev. Russell A.

Specials Good Mon. - Tues. - Wed. - Oct. 12-13-14

# STEAK



T-BONE STEAK

Lb. 98¢ **LOIN STEAK** 

BONELESS STEW MEAT

Flavor Wright BACON

Morton's All Flavors Frozen

**CREAM PIES** 

25€

Frozen	Dinners	Banquet Reg. 49c		39¢
Oleo	Food King Solids — Lb.	2	For	25¢
Flour	Shurfine	10	Lb. Bag	69¢
C	All'a Cours	Meat	6 .	\$1

Miracle Whip Coffee **Toothpaste** Clorox Bleach

ш. 79¢

Cloverlake - 1/2 Gal. ICE CREAM 69¢

Zee - 400 Ct.

FACIAL TISSUE

Shurfine Canned — 12 Oz. SODA POP

Ranch Style Beans luna Chicken of the Sea Flat Can Chunk Style Crisco Foil Reynolds

25' x 12" Roll

# Bud To Blossom Stage Flower Show Friday

Presenting its annual flower show in Community Center, Friday, 3-6 p.m., Bud to Blossom

Garden Club invite the public to this event of community-wide interest.

Staged with the theme, "Ring Around the Roses," this show has as general chairman Mrs. R. N. Yarbro.

Titles of the schedule for the Artistic Division are enough to intrigue the public for further viewing of the exhibits in each class:

While the show is open to entries by members only, Mrs. Yarbro points out, new members of this season, Yarbro points out, new members of the garden flowers of this season, Yarbro points out, new members of the schedule for the club will be competing only among themselves, in Class 1 listed above—the Novice Entry. Members who will be competing in this division are competing in this division are mough to intrigue the public for further viewing of the exhibits in each class:

Mhile the show is open to entries by members only, Mrs. Saged with the theme, "Ring only among themselves, in Class 1 listed above—the Novice Entry. Members who will be competing in this division are mough to intrigue the public for the club flower for the current year, the hybrid tea rose.

L. C. Thomase Tour California, West Mrs. and Mrs. L. C. Thomas, All Sunset Drive, left last week

Judging will be done according to regular standards and awards (parent club of Bud to Blossum), ingly will be presented. Class 3. Hear the Buoy Bell Ring.
Class 4. Bell on the Cat Rings.
Class 5. Sleigh Bells Ring.
Class 6. Ring the Liberty
Bell (patriotic themes).
Class 7. Ring Around the Roses. (for brides and bridal arrangements).

Assisting Mrs. Yarbro in arrangements and on the return trip they will include Salt Lake City in their itinerary.

Among the 1,710,844 public high school graduates last year, there were 21,910 more girls than boys, reports the U. S.

Mrs. Sam Long, hospitality:

Office of Education.

NEED PLUMBING REPAIR??

Complete Plumbing Repair Service
 Electric Sewer Machine Cuts Roots out

Class 8. Vesper Bells Ring Mrs. Pat Robinson, publicity.

(sunset or religious themes.)

While the show is open to ena fine showing of all roses and

424 Sunset Drive, left last week for an extended visit in Cali-fornia with Mrs. Thomas's sister,

Mrs. H. B. Fitzpatrick.

They will be doing much sightseeing in the San Diego-Los An-

### Tender Crust — Pkg.

Brown 'n Serve Rolls

Trend Detergent

Macaroni or Spaghetti

2 For 49¢

2 For 35¢



Taylor & Sons Will Furnish The ANCHOR-HOCKING MUG

(Excluding Cigarettes)



Red Potatoes

Bananas

**Apples** 

### CHANGE FROM COOLING TO HEATING

. CHECK PILOTS

Winterize Your Home Now

- DEALERS FOR -

PAYNE

JIM'S PL'IMBING HEATING CO.

ELJER PIXTURES

Hereford, Texas

# Kappa Iota Fetes Rushees At Occupation Masquerade

member and guest was t the occupation of her husnd. Vocations represented in-aded farmer, draftsman, news-

(See Picture Page Six)

undertaker, lumber-Holly Sugar employees mason, farm store manager, dentist, loan office employnsurance salesmen, owner janitorial service, variety store manager, electrician, car

After identification of costumeupations, a model program cian), Sherri Carlile (manager

Presented also were displays of yearbook, scrapbook, illustrations of club work, and the organization insignia.

After refreshments games of crazy bridge were played.

Guests and the vocations por trayed in the wives' costumes were Carol Block (farmer), Marilyn Carter (Holly Sugar), Barbara Heck (insurance salesman) Suzy Hamblin (dentist), Edwina Duncan (owner of janitorial service), Virginia Fowler, (electri-

Complete Educational Plan For All Ages THE WORLD BOOK ENCYCLOPEDIA Call EM 4-1410 for Local Representative



Week Days from 6:45

130 Ave. J



STARTS THURSDAY For 3 Big Days!



Tower Drive-In Theatre Box Office Opens 6:45 She Starts at Dusk!

Now . . . THRU TUESDAY



PACKS THE SCREEN'S BIGGEST ROMANTIC WALLOP ELVIS Presiev COLOR Galahad

> GIG YOUNG - LOLA ALBRIGI IGAN BLACKMAN-CHARLES BRONSO

Starts WEDNESDAY \$ 1.00 Per Carload





Rushees of Kappa Ibta Chapor of Beta Sigma Phi were houred at a club masquarade at a club masquarade arty Tuesday evening in Comunity Center.

To begin the rush season each the program on "Environment, Health, Work, and Play." The club course of study for this year feature the Chelin Luchen Company of the program of study for this year features the Caslin Lumber Co. employee), Kids, Jeanette Maloney, Sarah book "Happiness." Troyce Kelly (Holly Sugar), and Miller, Doris Neely, Dollie Park-Dorothy Fowler (savings and cr, Claudia Wilson, and Joan loan employee)

## Workshops Are Held For Bud To Blossom

Mrs. A. L. Manjeot, Mrs. Del-Conducting a workshop on how mo Williams, and Mrs. Ira Scott, to make flower arrangements have helped prepare Bud to for the club show, Mrs. Ira Blossom members at their re- Scott made special demonstracent club meetings for their tions and led a round table disforthcoming flower show, sched-cussion of scoring and critical uled for Friday, Oct. 16, in Com- viewing.

flower show schedule and dis- bers were urged to make wide division. She gave six points on their "Ring Around the Roses" which each exhibit would be flower show Friday and invite different points in design.

Mrs. Delmo Williams presented a program on horticulture.

#### Frio ...

(Continued from page 7) Dianna Adams, Genie Robbins,

Jana Cole and Cheryl Cole. David LaGrone, Vega, passed Mrs. T. J. Kelly, Mrs. E away Monday in an Amarillo son, and Mrs. Al Brown. hospital. Funeral services were at Vega Thursday. The LaGrone family lived in this community during the mid-1950's and the

The family lived on J. E. Warricks place near Easter. Mrs. T. L. Sparkman, Jr. Miss

Alma Andrews and Mrs. D. O. days but was improving Thurs- and road fees.

Visiting the Homer Wests A. Springer, during the weekend and the first Mrs. Eleanore Frye, Deaven and Mrs. Carl Lee. of this week was his mother, port, Iowa, came Sept. 30 to Mr. and Mrs. J. R. Euler Mrs. Maddox, Sayre, Okla.

gers, president, in charge of the mother-in-law. Attending were and family at Panhandle Sunday. meeting and Mrs. Glenn Williams, Boothe, Dimmitt; Mrs. liams, program chairman, in Charles Frye, Mrs. Fed Walton, charge of the preview of pro-gram plans for the year.

Mrs. Ruby Stone, Mrs. Ann Car-and Mrs. J. P. Arnold Sr. in Mrs. Ray Johnson's sister of thei, Mrs. Mildred Welch, Mrs. Clovis, N. M. Tuesday evening Bunkee, La., called Saturday to

next meeting will be in the home of Mrs. Clark Andrews. The first Frye. Mrs. Burnett assisted the meeting each month will be at hostess with the party. the church and the second one Mr. and Mrs. Clark Dobbs in home of a member.

Several from here attended the shower for Mr. and Mrs. Powell, ents, Mr. and Mrs. J. H. Dobbs, newlyweds, at the H. L. Ward and other relatives here.

Mrs. Manjeot, honorary memory from Battenfield, 605 Star St., ber of the club, analyzed the Mrs. Sam Long presided. Memory Mrs. cussed scoring in the artistic and thorough preparation for Okla, to see their son, J. W., scored on design. Then she took the public to visit this annual arrangements of flowers in the club event; and members were room and used them to illustrate reminded that Bud to Blossum children while their parents are is one of the hostess clubs for away. County Federation Club Luncheon at Community Center, bill, Wade and Shelly, and Mrs.

> The following members were illo Wednesday. present: Mrs. B. E. Cooper, Mrs. Mr. and Mrs. Donald Shelton Calvin Edwards, Mrs. Williams, of Dimmitt spent the weekend Mrs. H. W. Patton, Mrs. Scott, in the home of her parents, daughter of Panhandle are spend ing the weekend in the J. R. Mrs. Baxter London, Mrs. Er- Mrs. Howard Hunter attended nest Kendall, Mrs. Y. N. Yarbro, the executive committee meet Mrs. T. J. Kelly, Mrs. Bill Nelling for the Young Homemakers

The telephone of tomorrow is ville Blake were in Amarillo being created. Push buttons to Monday. replace dials are already in Mr. and Mrs. Kenneth Chrischildren attended Dimmitt limited use. Frequently used the and Valerie were in Plain-men then met Senator Ralph school. inserting a plastic card into a Hereford Jr. High play Coronado port. telephone slot and touching a Jr. High. Jimmy is playing foot-button.

home in Hereford, Mrs. Robbins charges on land, property and Mrs. Ray Euler Sunday. has been ill for the past few income, plus poll, luxury, temple Mr. and Mrs. Laurence Jack-

Laura Littrell visited Mrs. Char-les King in Amarillo, Saturday the former Dianna Springer, Mrs. Jack Howell, Matt and daughter of Mr. and Mrs. George

W M U met Tuesday afternoon at the Frio Baptist Church for the first program of the new church year with Mrs. Jack Rotter and a coffee honoring her the first program of the new church year with Mrs. Jack Rotter and Children visited in the home of Mr. and Mrs. Bazil Anderson tained at a coffee honoring her the first program of the new church year with Mrs. Jack Rotter and Children visited in the home of Mr. and Mrs. Bazil Anderson tained at a coffee honoring her the first program of the new church year with Mrs. Jack Rotter and Children visited in the home of Mr. and Mrs. Bazil Anderson tained at a coffee honoring her the first program of the new church year with Mrs. Jack Rotter and Mrs. Jack Rotter and Mrs. Bazil Anderson tained at a coffee honoring her the first program of the new church year with Mrs. Jack Rotter and Mrs. Bazil Anderson tained at a coffee honoring her the first program of the new church year with Mrs. Jack Rotter and Mrs. Bazil Anderson tained at a coffee honoring her the first program of the new church year with Mrs. Jack Rotter and Mrs. Bazil Anderson tained at a coffee honoring her the first program of the new church year with Mrs. Jack Rotter and Mrs. Bazil Anderson tained at a coffee honoring her the first program of the new church year with Mrs. Jack Rotter and Mrs. Bazil Anderson tained at a coffee honoring her the first program of the new church year with Mrs. Jack Rotter and Mrs. Bazil Anderson tained at a coffee honoring her the new church year with Mrs. The new church year with Mr

and children, Lubbock, spent

### For Carefree Timekeeping We Recommend This

Wittnauer Self-Winding Watch



Almost a century of experience in fine watchmaking is your assurance of superior performance in a Wittnauer Automatic. We offer a variety of finely styled models cased in stainless steel, gold-filled and 14K gold-all fully protected against common hazards. Experts agree, you cannot get Wittnauer quality at less than Wittnauer's low prices.

Model illustrated-Wittnauer Adventurer, with fine ex pansion band, \$79.50. Others from \$49.95.

217 N. Main

Summerfield News

#### Westway Pastor Talks To Group At Summerfield

By Mrs. Jim Lookingbill The Brotherhood of the Sum-Westway Baptist Church, The Ladies Trio (Mrs. James P. Arnold, Jr., Mrs. Jamie Clear-man, and Mrs. Charles Jacks) presented the group with special music accompanied at the piano by Mrs. Joe Shultz.

Those attending were Roy Botkin, the Rev. J. P. Arnold Jr., Guy Walser, Wayne Walser, Charles Jacks, L. B. Lookingbill, L. H. Lookingbill Jr., Joe Shultz, Ky Lawrence, Chiff Allmon, Raymond Wiley, Billy Gene Cotten, Kenneth Christie, Gene Welch, George Frye, Earl Lance, and Carl Lee.

The Rev. James Arnold attended the Amarillo Baptist pas-tors' conference in Amarillo Mon

Mr. and Mrs. Jack White left Friday morning for Claremore, day afternoon. who is attending Oklahoma military Academy there.

Mrs. S. G. White of Muleshoe is staying with the White's other of Albuqueque, N. M. and Mr. obildren while their parents are Mrs. Marvin Anderson and chil-

L. B. Lookingbill were in Amar-

at the high school Monday.

School.

Benson were among visitors The Roman tax system was Mr. and Mrs. Elmer Euler at Cl Tuesday at Mrs. H. D. Robbins all inclusive at its height, with of Friona visited with Mr. and night.

the home of her parents, Mr. vistit her son, Harland Frye and attended the funeral of Bill Buch-

nold Jr. met his parents, Mr. The Missionary organization George Frye, Mrs. Houston Frye and they enjoyed mexican food say they were safe. Their home will meet on first and third Mrs. Anna Burnett, Mrs. E. O at the El Monerrey. They cele-truesday afternoons at 2:30. The Dixon, Hereford; Mrs. Wayne brated the J. P. Arnold Sr's gone to a place near the Texas Newson, Hereford, and Kenneth anniversary.

Newson, Hereford, and Kenneth Mrs. J. R. Euler visited with Hilds.

Mrs. Lee Curry at Deaf Smith
County Hospital last week,
The Rev. and Mrs. B. C. Elswick and Clyde Don had supper
Lookingbill Sr. that they were Anderson family.

Mr. and Mrs. Jamie Clearman Keith and Karley were in Am-

GENERAL

Nylon Cord—for strength

uble Cured Clear-

The Rev. and Mrs. J. P. Ar- construction.

# Music Club Presents Early Regional Music

ford Music Study Club's protional Building for their monthly win, 203 Sunset Drive, with Mrs. the Club Chorus, in "Rock of breakfast. Guest speaker was Godwin and Mrs. W. S. Fisher the Rev. James Martin of the as hostesses." the Club Chorus, in "Rock of Ages" and "Stand Up, Stand Up for Jesus"; and Mrs. Dale

program leader for the day, with the club's opening the session Allen," and "Old Chisholm the olub's opening the session

nold, Jr. were in Amarillo Wednesday in the home of their daughter, Mr. and Mrs. Raymond Wiley and children.

rends home,

National Bank. Wayne Tate is cutting maize at Spade this week. Mr. and Mrs. Stanley Benge and girls of Friona visited in

the Raymond Wiley home Sun-Mr. and Mrs. Clarence Beh-

rends were in Dimmitt Tuesday on business. Mr. and Mrs. Wilson Anderson

dren ate supper in the J. D. Mr. and Mrs. Jim Looking- Anderson home Tuesday night. Mr. and Mrs. Bob Watson and daughters of Cotten Center visited in the Raymond Wiley home Sunday afternoon,

Mr.and Mrs. Gerald Smith and Euler home.

Mrs. Ray Johnson met Mrs. L. H. Lookingbill Sr. in Canyon Wednesday afternoon. Mrs. Look Mrs. Billy Bill and Mrs. Or ingbill was returning from the board meeting of the Texas Federation of Women's Club. The meeting was in Austin. The women then met Senator Ralph

Mrs. Ted Godfrey and girls and Mrs. Ethel Lowe of Dimmitt attended the football game at Clayton N. M. last Friday

Mrs. Dervin Baker and children are spending a few days with son, Belva and Belinda visited her parents Mr. and Mrs. Guy in the home of her sister, Mr. Walser, She came to help out Miss Alma Andrews and Mrs. home, south of Hereford, Sun- and Mrs. Hat Phipps and fam- with her grandmother, Mrs. Lee Curry who is still in the hospital Mrs. Pearl Faust, Plainvelw,

Convalesent Home in Amarillo

The Rev. and Mrs. J. P. Ar- thapedic surgeon in Amarillo last

Mrs. Johnny Winkler of Ba-Monday night with the J. D. safe but the wind was very high and the water was coming down the streets.

Mrs. J. M. Wright of Dimmitt aday hybrid of English and other visited with Mrs. Jack Streun languages reduced to easily Tuesday afternoon. They visited understood terms, it has its own with Mrs. L. B. Lookingbill also. rules, vocabulary, grammar and

**NEW, LOW PRICES** 

"Early Regional Music and Its with group singing of "The Star Mrs. B. Y. Crosthwait, club Influence" is the theme of Here-Spangled Banner." Mrs. Godwin will-be presented merfield Baptist Church met gram tomorrow. The club meets in "My Days Have Been So plans will be made for the con-Monday morning in the Educa- in the home of Mrs. Dick God- Wondrous Free" by Hopkinson; vention of First District Texas

> Mrs. Joe Frank Clark will be Young and Mrs. Bill Bradly in Mrs. Joe Hacker will give

piano solo, "Sourwood Mountain," by Farwell; and Pellissier's "The Drum and Fife" will be presented by Mrs. Clark, Mr. and Mrs. J. E. McCabe Mrs. Godwin, Mrs. Bradly, and and children of Dawn had din- Mrs. Young. Accompanist for the program

ner Sunday in the Clarence Behwill be Mrs. J. C. McCracken. Mon Amis Study Club will Closing the program will be meet Tuesday Oct. 13 in the Mrs. Godwin's singing of the community room of the First club's hymn of the month, "O Word of God Incarnate."

business session when futher Federation of Music Clubs here Nov. 6 and 7. Hereford and Dawn music clubs will then serve as convention hostesses

Dr. Milton C. Adams **OPTOMETRIST** OFFICE HOURS

Mon. - Fri. 8:30-5:00

Saturday 8:30 - 1:00 EM 4-2255

#### **DEAF SMITH COUNTY** Treasurer's Report

II Casu	ici s itchoi	organic - Asia
For month beginnin September 30, 1964	g July 1, 1964 c	and ending
Jury Fund		
Balance July 1, 1964	5,198.48	
Receipts:	82.64	\$
Disbursements:		1,348.04
Balance		3,933.08
Road & Bridge Fund		
Balance July 1, 1964	145,713.80	
Receipts:	48,170.87	
Disbursements:		68,415.48
Balance		125,469.19
General Fund Balance July 1, 1964 (a	daffett 50 070 450	Cart this are
Receipts:	9,098.60	\$100 10 10 10 10 10 10 10 10 10 10 10 10
Disbursements:	7,070.00	49,979.85
Balance (a deficit)		83,931.02*
Officers Salary Fund		03,731.04
Balance July 1, 1964	4,893.78	
Receipts:	30,968.08	
Disbursements:		24,092.67
Balance		11,769.19
Hospital Maintenance Fun	d	
Balance July 1, 1964	28,028.54	
Receipts:	88,873.75	Property state
Disbursements		88,199.93
Balance	and I have been	28,702.36
Hospital Int. & Snkg. Fur		15 15 10 10 10 10
Balance July 1, 1964	117.54	
Receipts:	. 427.87	
Disbursements:	的图式 医多种样	540.00
Balance		5.41
Hospital Int. & Snkg. Fun	d (1963 Series)	
Balance July 1, 1964	9,394.01	
Receipts:	1,258,93	A-25-A-15-55-58
Disbursements:		10,652.94
Balance		10,032.74
Road Bond Int. & Snkg. Balance July 1, 1964	5,133.18	
	395.49	Air
Receipts: Disbursements:	373.42	.00
Balance	ALDERSON AND A CONTRACTOR	5,528.67
Permanent Improvement	Fund	
Balance July 1, 1964	626.97	
Receipts:	41.32	7. 10. 10. 10.
Disbursements:		.00
Balance		668.25
Lateral Road Fund		1
Balance July 1, 1964	.00	STATE OF THE PERSON
Receipts:	29,336.20	OF MENTAL MARKET
Disbursements:	1	29,336.20
Balance	THE REST OF THE PARTY OF THE PA	.00

30,653.75 Balance July 1, 1964 1,647.25 15,450.00 16,851.00 Road Machinery Wt. Fund Balance July 1, 1964 1,159.55 1,366.16 Balance Court House Snkg. Fund Balance July 1, 1964 6,231.91 206.61 3,053.40 Balance Jail Int. Snkg. Fund Balance July 1, 1964 2,833.49 413.23 2,231.50 Right of Way Int. & Snkg. Fund Balance July 1, 1964 508.64

> 4,113.78 RECAPITULATION

> > 203,256.09

771.00

126.00

147.30

4,700.00

83,931.029 11,769,19 Hospital Maint, Fund Hospital Int. & Snkg, Fund Hos. Int. Snkg (1963 Series) Permanent Imp, Fund Right of Way Fund Road Machinery Wt. Fund Right of Way Int, Snkg, Fund Court House Snkg, Fund Jail Int. & Snkg, Fund Law Library Fund 16,851.00 Law Library Fund
Road Bond Int. Sinkg. Fund
Cash: 5,528.67 Time Deposits: 73,000.00 78,528.67 4,184.54

Law Library Fund Balance July 1, 1964

Social Security Fund

alance July 1, 1964

INCORPORATED Votorons Park Rose

# Homemade Chili Sauce - It's A Treat! By Cocity Brownstons The State of the Character Stat

speciated Press Pood Editor a tried and true recipe stays ith us for a long time. That's what has happened to his rule for Homemade Chili-

main ingredients have been used in the same proportions by many a good cook over the years. But spicing is often varied: in one household a bay leaf may be added, in nother a cinnamon stick, The friend from whom we borrowed this recipe always adds, in her

words, "a fat clove of garlic." If you try this recipe, you'll have a gallon (4 quarts) of to-matoes to peel. You may want to scald the whole caboodle at once or to do so in batches, For the latter, put half a dozen tomatoes in a large piece of cheese cloth and dip into a kettle of actively boiling water for about half a minute; plunge into cold water and remove the skins be-

fore scalding the next batch.

There's nothing quite like homemade chill sauce — great to serve with cold meats, corned beef hash and many other "made" dishes. Try it, too, as an accompaniment to egg saled sandwiches for something different and delicious

HOMEMADE CHILI SAUCE 1 gallon ripe tomatoes 2 cups finely chopped onion 2 cups finely chopped sweet red peppers

1 cup sugar
3 tablespoons salt
tablespoon mustard seed
1 tablespoon celery seed
5 tablespoons mixed pickling spices plus 1 pod hot pepper 4 fat clove garlic, peeled 2½ cups distilled white vine-

Wash tomatoes in cold water: drain. Scald and remove skins;

coarsely chop.

In a large kettle, mix together the tomatoes, onion, sweet red pepper, sugar and salt. Stirring occasionally, boil gently for a-bout 45 minutes.

Tie the mustard seed, celery

IN ONF

III OIL

STREET, N. STREET, N.

TAKE A NUMBER

FROM 1 TO 10 ... ALL

MADIC ... ALL WITH

to your health when

written by your doctor

on your prescription. You trust your pharma-cist to use them ac-

McDOWELL

DRUG

EM 4-1313

STORE ...



For a colorful platter, try this

Corn and Bucon Sto

Green Poppers Broiled Tomaton

CORN AND BACON STUFFED

GREEN PEPPERS

6 medium green pappers Boiling water 2% teaspoons salt 9 ears fresh corn

3 strips bacon (1% tenspoons floor 3 tablespoons diced ple

Pepper to taste

good accompaniment for any meal of the either small or large quantities, with tomet-day — breakfast eggs through dinner roast one and peppers in plentifulness now.

FROM GRANDMA'S KITCHEN — Homemade beef, it will be just right for autumn and chili sauce is easy to make and can be a winter. This tasty sauce can be made in

seed, mixed picking spices, hot pepper pod and gartic in a cheesecloth bag; add to tomatous; dot with butter. Breit softened toward end of cooking period, until very thick — about 65 minutes.

Mix salt, pepper and sagur; ling dish. Bake in (350 degrees) oven utes.

Ing dish. Bake in (350 degrees) oven utes.

DANOGETOP SUPPER UTES.

Our jutest revision rite creamy mobil to

Add vineger; taste and add more seasonings and sugar if desired. Continue boiling gently, stirring often, until as thick as you like. Remove spice bag.

Corn and Base Pour boiling hot sauce into sterilized canning jars leaving

1/8-inch head space; put on dome lids; screw bands tight. Makes 5 to 6 pints. Note: You'll need 2 to 21/4 dosen medium-sized tomatoes to make the gallon (4 quarts) call-

AUTUMN LUNCH Crisp bacon may be added to this attractive vegetable plate.
VEGETABLE PLATE

Broiled Tomatoes
Fresh Lima Beans
Yams and Creamed Spinsch
Peach Shortcake

Beverage BROILED TOMATOES % teaspoon salt and % spoon white pepper.

1 teaspoon sugar
1 tablespoon butter
Wash tomatoes; cut a thin
slice from the top and bottom
of each; cut in half crosswise.

RANGETOP SUPPER

Green Peas v Molded Cream

% cup milk

FIII pappers with corn mixture Dot with butter. Place in a but-tered 30 by 5 by 2 mah bab

Ben Franklin

SALE

**SAVE \$1.22** 

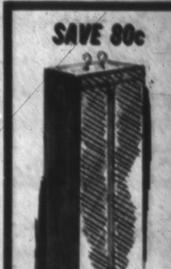
GARBAGE CAN WASTE BASKET

Big. 10-gal. size with 45-qt., poly plastic can tight-fitting lid. Metal bail in yellow, turquoise or sandalwood.

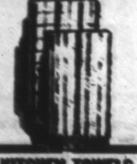


9-oz. jersey, fleeced in-side. Double thick knit wrists. Seal Brown.

> CLOSE-OUT ODDS & ENDS



Opaque taffeta vinyl in turquoise, pink, gold. Quilted front, zipper



handle. Gray.

SAVE S1.21

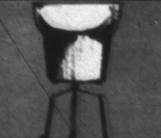
NITCHEN TOWELS 27¢

Lint-free terry cloth, extra absorbent. Choice of patterns and colors.

HAIR SPRAT 3.00 Value

**RUTH BARRY** 

:. 99¢ ≈



**URN PLANTER** 

- Big, 24%-Inch Tall 10-in. plastic pot in white, green or copper. Brass plated metal stand.

SALE SPECIALS

Reg. 59e PLASTIC PAIL .......... 37c

Reg. 15c DISH CLOTHS ..... 6/77c

Reg. 49c 45 RPM RECORDS......9c

Reg. \$1.79 LAUNDRY BASKET.....84c

FOAM PILLOWS

• Altergenic-Free Fruit-of-the-Loom in multistripe or floral print. Shredded urethane foam.



HI-LOW RUGS

30 x 50-in, size in smart, decorator colors. Grecian Key pattern.



WASH CLOTHS Extra heavy 8-oz. 10c

# **Fall Planted Seed**

#### WHEAT

#### BARLEY

- Tescose 9 Kaw
- Comanche Improved Triumph
- Early TriumphCaddoConcho

### RYE

NE COLUMN

OATS

COOL SEASO

Widest Variety - Highest Quality Miller Seed Company

120 S. Lawton St.

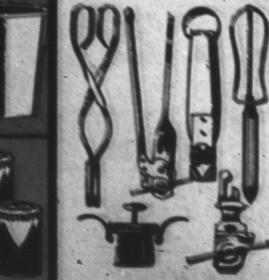


nsurance Loans and

Abstract

AGENCY

Den Benevia leany Cooper EN 4-0110



KITCHEN GADGETS All fine Ekco products . . . tongs. beverage opener, stopper, peeler, 2 can openers.





PLASTIC DRAPES



303 N. MAIN





SCOTTIES FACIAL TISSUE

GOLD MEDAL FLOUR

TENDER CRUST BREAD

10 Lb. 98¢



L 399

Mrs. Tuckers

# SHORTENING

Lipton Instant Tea

Fisher's Mixed Nuts

Red Heart Dog Food

Pinesol

28 Oz. Bottle

PUREX BLEACH

FROM ANY SIZE JAGINI INSTANT

14 Oz. Can Cleanser

3 Lb. 594

1/2 Gal. 25¢

**Vitamins** 

\$1.89

Hunt's - Solid Pack

TOMATOES

Lean and Trimmed

# PORK ROAST

Extra Lean Ground Steak

tь. 59¢

AQUA

Pork Steak Lb. 49¢

Boof - Chic. - Turkey Banquet **Pot Pies** 

FOR A REAL Each 17¢ BREAKFAST

# SAUSAGE

Pure Pork Homemade

EGGS

SAUSAGE AND



2 For 190

Cake Mix \_\_ CS or WK \_\_ 303 Can

300 Can

Libby's - 46 Oz. Can Tomato Juice

SPRAY-ON

WORLD FAMOUS COMICS

Published Every Sunday

The Sunday Brand SUNDAY, OCTOBER 11, 1964 Our Slogan: "More People -- More Farms"

-IN LOCAL NEWS -IN LOCAL PICTURES















































## The PHANTOM













## BRINGING UP



I THOUGHT YOU WERE

GOING OUT-

### FATHER

CHANGED MY



BILL KAVANAGH & FRANK FLETCHER





THAT'S ALL THE MONEY

I HAVE.









## THEATRE SUMME POPEY

FLETCHER 10-11















# TIM TYLER'S LUCK

### by Lyman Young and Tom Massey















### GRANDMA

## by Chas. Kuhn















# BUZ SAWYER Featuring His Pal Rosco Sweeney

### by Roy CRAME

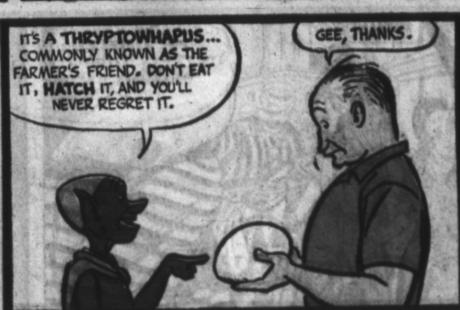








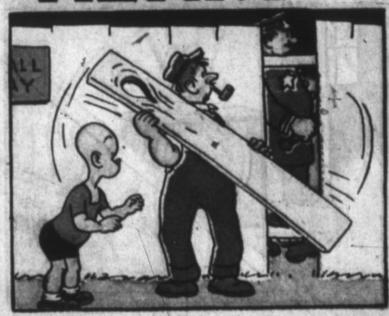






### HENRY

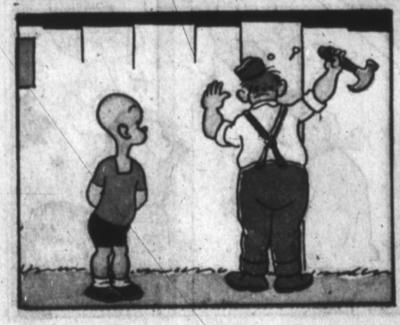


















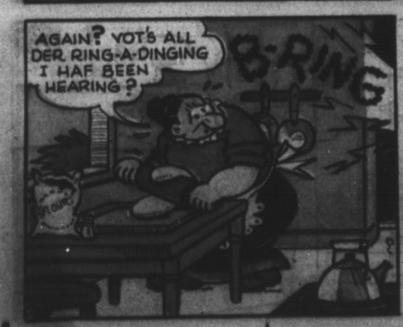
# THE KATZENJAMMER



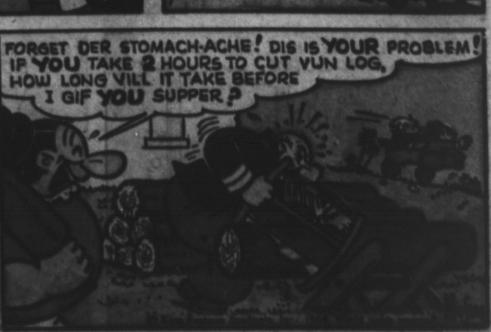




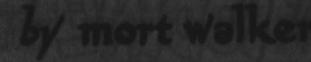








# beetle bailey







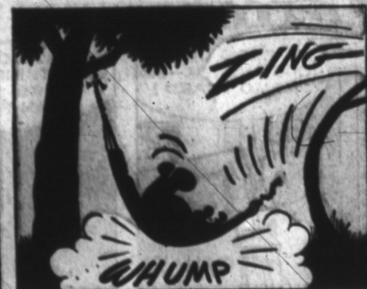










































HEH-HEH-HEH-

HEH-HEH-HA-HA-HA-

THAT







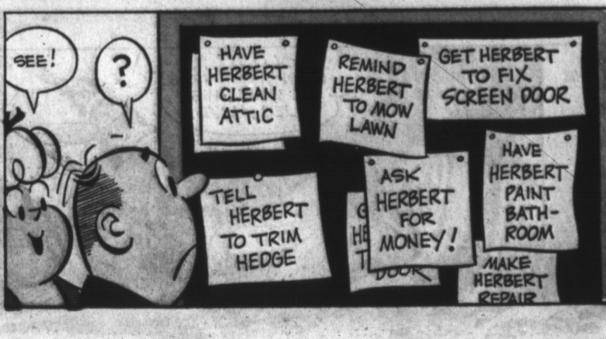














## LITTLE ANNOE BODNESY





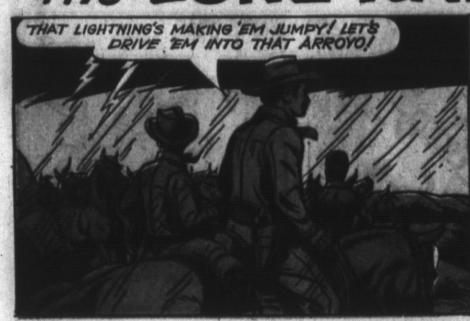


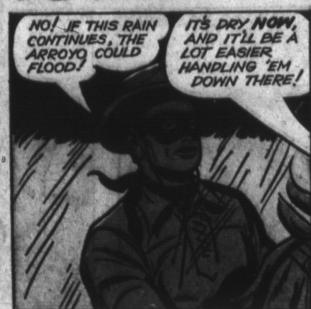






## The LONE RANGER by Charles Flanders and Paul S. Newman















DONALD DUCK

WALT DISNEY

















by WALT DISNEY

















## WALT DISNEY WINCELLES





Adopted from the stories by JOEL CHANDLER HARRIS













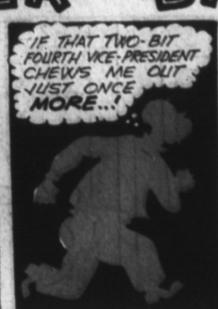


## MISTER

# BREGER

by Dave Bre





















### BARNEY GOOGLE and SNUFFY

by FRED LASSWELL



