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Dallas 5, Texas

**WEATHER**

	Moisture	High	Low
Thursday	65	76	56
Friday	51	56	36
Saturday	63	73	53

Moisture this month: .00  
Moisture this year: 21.90  
Moisture last year: 17.85

# The Sunday Brand

30 pages

Including 22 Colored Comics

Our Slogan. "More People -- More Farms"

Published Every Sunday

VOL 16 -- NO. 22

HEREFORD, TEXAS, SUNDAY, DECEMBER 1, 1963

PRICE -- 15c PER COPY

## Christmas Plans Complete; Decorations Go Up Today

Hereford will take on the Christmas look today when decorations, including two new spectaculars, will be put in place and lighted tonight for the first time this season.

Chamber of Commerce arrangements are complete for

two other special Christmas events -- a children's sleigh ride Saturday, Dec. 14, and the annual Christmas home decorating contest.

Junior Chamber of Commerce members will put up the skyline and the new spectaculars, assisted by the police department and by Southwestern Public Service Co.

Thirteen skyline sections are to be installed. Two lighted streamers spelling out "Merry Christmas" are to be used also, but they will be seen in new locations this year; one will be strung across U. S. 385 just south of that highway's intersection with U. S. 60, and the other across U. S. 60 at the eastern intersection of Park Ave.

The Chamber of Commerce has spent \$1,400 for the three new spectaculars to be used this year for the first time. One, a giant candelabra, is to be suspended in the center of Harrison Highway and 25 Mile Ave. The other two, large illuminated outlines of Christmas trees, will be suspended across U. S. 60 medians at the intersection of U. S. 60 and U. S. 385. These new spectaculars will be turned on for the first time Sunday night. Ernest Kendall heads the decoration committee.

Meantime, plans are complete for the annual sleigh ride in what is billed as the world's largest sleigh. Children will ride free, guests of Hereford merchants and businessmen.

The giant 60-passenger sleigh, drawn by small ponies, will be in Hereford Saturday, Dec. 14 from 9:30 a. m. until 5:30 p. m. The big sleigh is equipped with a music box and with a motor which helps the Shetland ponies draw the sleigh. Harold Kids is chairman of the committee arranging for the entire Christmas program.

Children can obtain tickets free from merchants who are participating. They include May Department Store, Rogers Drug, Safeway Food Stores, Helen's Youth Shop, Plains Insurance, Western Auto Store, C. R. Anthony, F. B. Black furniture, City Drug Store, Cowan Jewelry, First National Bank, Harman's, Little's, Montgomery Ward & Co., Star Theater, Lawrence Cleaners, J. C. Penney Co., Taylor & Sons grocery, Hilton's Army Supply, Sears-Roebuck & Co., Hereford Hardware, Tannahill Variety, Rutherford & Co. and Cooper's.

Plans for another Christmas event also were announced this past week -- the annual Home Christmas Decorations Contest. Co-chairmen are Mrs. Irving Alexander and Mrs. Bill Hromas.

As last year, the contest will be divided into four categories: picture window (inside decoration), entrance-way (or garage door), outside religious theme and outside holiday theme.

(Continued on Page 8)

## Burglars Take What They Find; Loss Is Heavy

Burglars breaking into a new farm home seem to have gotten mad when they could not find anything else to take so they stole the doors.

In fact, three three-foot wide inside doors were taken from the home including the hardware required to hang them. The burglary would not have been such a great loss, if that is all that was found missing. Besides doors and hinges, drawer pulls and other hardware items were nowhere to be found in the house after the burglars left.

An estimate of the missing items by the owner, C. Palmer Norton, places the approximate loss at \$250. The home was being constructed eight miles east of Hereford just off U. S. Highway 60.

Norton reported the break-in to Deaf Smith County Sheriff's office Thursday.

The burglars entered the new home through a partially open window.

## Bond Issue Bids To Be Tabulated By City Tuesday

Bids on water, sewer, and street improvement bonds will be reviewed here Tuesday at 2 p. m. by members of Hereford City Commission, according to Dudley Bayne, city manager.

As the city began advertising for bids on the three issues, more than 30 brochures were sent to prospective bidders on the bonds, he commented.

"However," noted Bayne, "there probably will not be more than five or six bids received."

The city manager added an optimistic note stating that he believed the city could get a "reasonable" interest rate on the bids.

Tax and revenue bonds to be sold total \$650,000. Of the three issues, \$340,000 is for a water department expansion program; \$160,000 for sewer department improvements, and \$150,000 for street improvements.

Even though the water and sewer revenue bonds are separate issues, they will be bid as one, Bayne added.

## Wheat Growers Here Favor Voluntary Certificate Plan

Wheat growers in Deaf Smith County will go to the state wheat growers' convention in Wichita Falls Thursday favoring a "voluntary" wheat certificate plan, it was announced Saturday following a meeting here Friday of area growers.

The group, while adopting no official resolution favoring the voluntary plan, agreed that the voluntary program more nearly meets the needs of the wheat growers than any other proposal. Andrew Kershen, county president, explained.

It was pointed out at the meeting here that a survey made by the National Association of Wheat Growers, revealed more farmers favor such a plan than any other proposed. Leo Witkowski, Hereford, president of the state association, told the Deaf Smith County growers that 84.4 per cent of the wheat producers surveyed nationally favor the plan.

He also said that 75.5 per cent of the nation's wheat growers want some kind of a program, and only 2.2 per cent want no program at all. He told the county growers that opposition to a compulsory program was expressed by a 22.2 per cent, and that many who voted against last spring's referendum had thought that by so doing a better program would be substituted by congress for the one rejected. The survey showed 21.1 of those checked on the survey held such a belief.

The group indicated at its meeting here that it will favor Senator McGovern's pending bill which provides for the voluntary certificate plan. Actually the McGovern bill is little different from last spring's program except that the program would be

(Continued on Page 3)

## PUBLIC MEETING SET

## CAP Anniversary Plans Announced

Plans of the Hereford Composite Squadron to observe the 22nd anniversary of the Civil Air Patrol were announced Friday by the unit's commander, Charles Duval.

The unit will hold a public meeting Monday at Northwest Elementary School, beginning at 7:30 p. m.

"Teen age boys, 13 through 18, and adults, both men and women, are invited to attend the meeting and discuss the program of the CAP with any cadet or senior member of the organization," said Duval. He also noted that as a part of the program a film, "Career For Tomorrow," narrated by the late Tyrone Power will also be shown. The film was made at Langley and Wright-Patterson Air Force bases.

Benny Womble is in charge of program arrangements. In keeping with the official observance of the CAP anniversary, Mayor Ray Cowser, in a proclamation, designated the week as Civil Air Patrol Week.

In his proclamation, Mayor Cowser noted that the CAP is an auxiliary of the United States Air Force, devoted to volunteer service to the community and nation.

He pointed out that the men and women of the organization "have given unselfishly and wholeheartedly to the relief of suffering and to safeguarding lives and property of fellow Americans" by air and ground search and rescue missions and disaster relief.

Noting that December 1 was the anniversary of the CAP, the

Mayor of Hereford declared, "Now, therefore, I Ray Cowser..."

(Continued on Page 3)

## Minor Wreck Is Only Accident Over Holiday

Deaf Smith County and Hereford went without any serious accidents during the Thanksgiving holidays. By noon Saturday, no major wrecks had been reported in the area for the holiday period.

Only one minor accident was reported in either the city or the county on Thanksgiving and resulted in three cars ramming together according to Texas Highway Patrol.

The accident occurred about 6:45 p. m. six miles south of the city on U. S. 385. There were no injuries and damages to each of the vehicles involved was light.

According to a patrol officer, Mrs. A. O. McClain, 1,441 N. 38th, had slowed down to make a left turn off the highway into a private drive.

The car immediately behind her, a 1961 model sedan driven by Jimmie P. Duncan, Friona, had also slowed as a third automobile, driven by Clyde Thomas, of Grand hit it from the rear. The impact shot the vehicle forward and it hit the McClain automobile.

Damages to the McClain vehicle were placed at \$70 while damages to Duncan's automobile were placed at \$150. Damage to Thomas' automobile were estimated at \$100.



CIVIL AIR PATROL WEEK was proclaimed by Hereford Mayor Ray Cowser (left) as he noted the volunteer organization anniversary. The week is to begin Monday and will coincide with the 22nd anniversary

observance of the CAP by the Hereford Composite Squadron. After signing, Mayor Cowser turned the proclamation over to Charles Duval, local squadron commander. (Staff Photo)

## Area Cotton Growers Vote In Referendum Set Dec. 10

Deaf Smith County upland cotton producers will go to the polls Dec. 10 with the rest of the

state's cotton growers to vote on quotas for the 1964 crop, it was announced by the local Agricultural Stabilization and Conservation Office Friday.

## Around Town

Women's Auxiliary of St. Thomas Episcopal Church will serve a public Mexican dinner Saturday, Dec. 14 from 5 to 8 p. m. at 150 per plate. It is to be a part of a Christmas Bazaar starting at 10 a. m. which will include a free puppet show at 2 p. m. Homemade candy, cookies, Christmas decorations and needlework will be offered for sale. Advance dinner tickets may be had this week from any auxiliary member or from Mrs. Joe Smith.

This will be the 11th consecutive year growers have voted on quotas for their upland cotton crop, noted Frank Bener, chairman of the County ASS Committee.

Beginning with the referendum on marketing quotas for the 1964 crop, growers have approved quotas for each year's crop, he stated.

Main issue to be decided in the referendum vote by the nation's cotton growers is whether or not quotas are to be established for the 1964 crop. Allotments will not be affected by an unfavorable vote on the issue.

The second issue to be determined by cotton growers is where price supports will be set on the 1964 crop.

By law the Secretary of Agriculture is required to set marketing quotas when it is determined that supply exceeds normal demands. Estimated 1963-64 production is expected to exceed this figure by 7.8 million bales.

In order for quotas to be approved, at least two-thirds of all growers voting must vote "Yes" on the proposal.

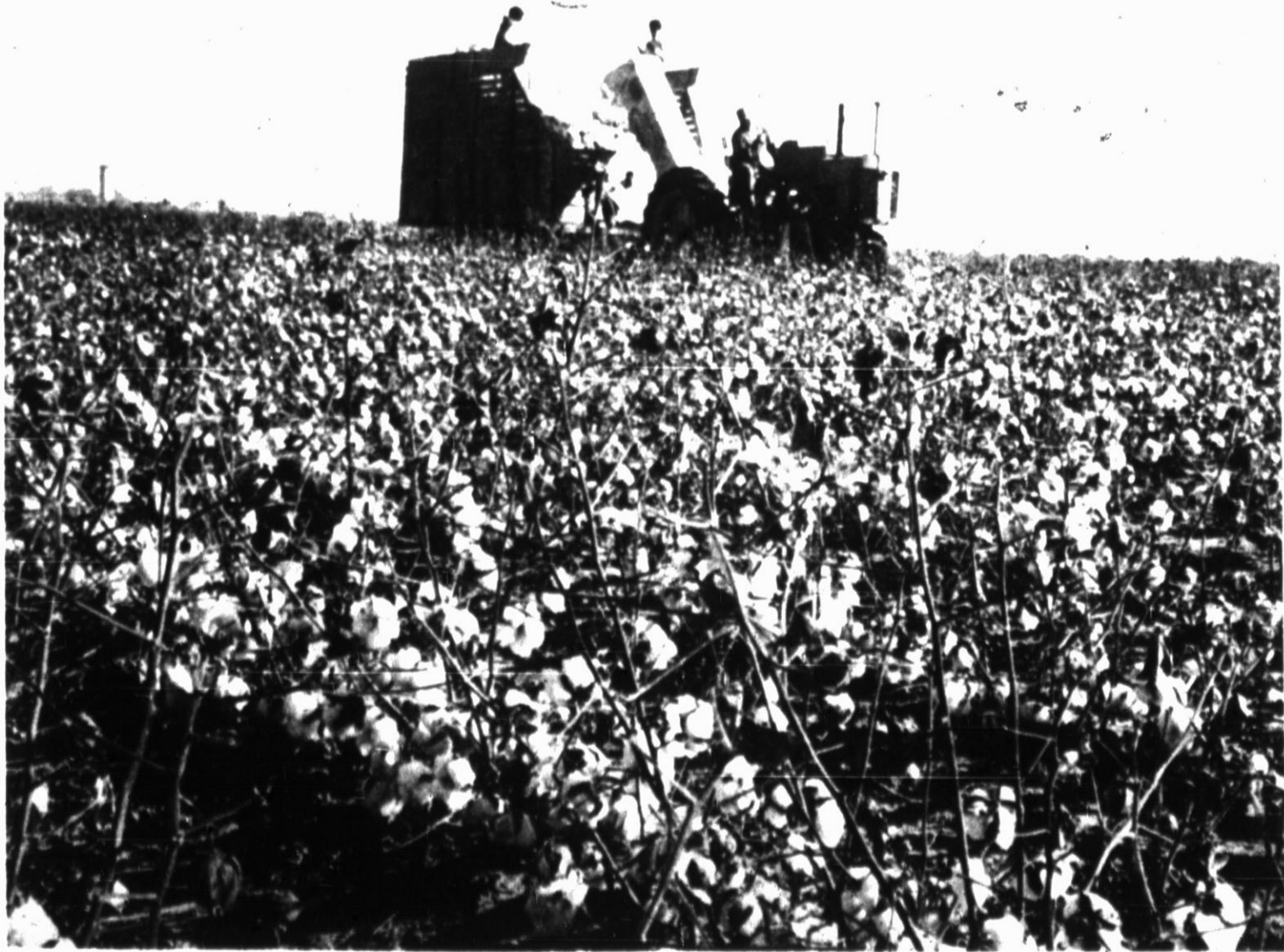
Passage of the referendum will also mean that price support level will be between 65 to 90 per cent of parity. Marketing quota penalties will apply to any excess cotton production.

## Final Scoring In Football Contest Will Be Delayed

Final scores in the Brand's football contest will not be tabulated until all games on the entry blanks have been played. Many games were postponed last weekend due to the assassination of President Kennedy.

This is the end of the contest. The first place winner will receive two free tickets to the Cotton Bowl game in Dallas New Year's Day, and the second place winner will receive one free ticket to the game.

The Brand still has a number of pictures in its show window which owners may have by calling for them. The photos are prints which appeared in The Brand



DEAF SMITH COUNTY'S 1963 cotton harvest was well underway here this week as weather conditions remained ideal. The crop this year is late, according to ginners. While severe weather during the late spring planting sea-

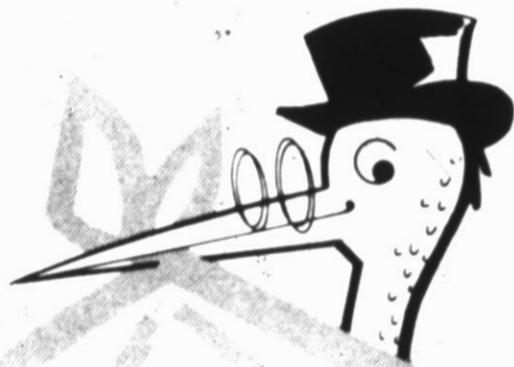
son caused severe damage and farmers were forced to replant the crop "several times", conditions this fall have benefited the crop. A late freeze allowed cotton to reach full maturity. (Staff Photo)

# Congratulations to Mr. Bill Hromas and Lankford's Flowers

on their Grand Opening in  
the new building at 900 Lee.

We are happy to have  
been chosen to furnish  
the building material  
of this addition to  
Hereford.

Foxworth - Galbraith  
Lumber Company



# Congratulations to the Brand New Lankford's Flowers in Bill Hromas new building at

900 LEE

Attend Open House Today! We are happy to have  
furnished the glass and installation in this fine  
addition to Hereford.

# Hereford Glass

1302 Park Ave.



PRESIDENT OF THE National Council of Catholic Men, Frank Heller, (center) addressed men from this diocese at the 4th annual DCCM convention here last Sunday. He's shown here with the Very Rev. Monsignor Francis Smyer, Amarillo, and Leo Witkowski, diocesan president, Hereford. (West Texas Register Photo)

## Diocesan DCCM Convention Hears National President

Frank Heller of Dallas, President of the National Council of Catholic Men, addressed some 140 men from this Diocese at the 4th annual DCCM convention held in Hereford Nov. 24. In Heller's address, he stressed the theme of "Love One Another," which he figured was a very appropriate quotation, especially at this time of the death of our President.

He quoted Pope John as a man who did more to unite Christians than any other person in the world. This was especially amazing because of the relatively short reign of Pope John. He told the men present that Pope John had given the laymen a big responsibility. He also spoke of his personal audience with the late Pope John, at which time he found him a very warm and understanding person.

He also reminded the men of the great loss of our President and that he was a man well aware of the problems of the nation and the world. He too was a man who was placed here to do a job, and we should be thankful that we Americans had him as long as we did.

In his continuing address, he also reminded us that Pope Paul VI would carry out these plans and ideas started by Pope John. He also posed the question "are we ready for the changes coming from the Council?" This, Heller said, would depend on us. "We laymen have the responsibility of Christ in the world, and this responsibility falls on each and everyone. This need of the responsibility of the laymen is greater today than ever before."

He stated that the Church needs the advice and the help of the qualified layman.

Heller explained that the DCCM was merely a coordinating organization of all existing organizations affiliated with the National Council of Catholic Men. The Catholic Hour, which has been heard over the T. V. networks for some time, is sponsored by the NCCM. He also told of the film that the NCCM sponsors, called, "I am With You." It is a story of the Councils which have been held since the time of Christ.

Heller also told the men of the St. Thomas award, which is

given by the NCCM on the diocesan level for outstanding work in the lay apostolate. Heller closed his talk with the well-known and famous prayer of St. Francis of Assisi.

Work shops for the day included Confraternity of Christian Doctrine with Dr. E. A. Albracht as chairman; Needs of the Migrant Worker with Ed Dziuk, chairman, and the Rev. John A. Wagner, secretary of the National Council for Spanish Speaking, as consultant. The Cursillo, a Preparation for the Lay Apostolate, Dr. John Albracht, chairman; and Organization and Development, Owen Semands as chairman. A general assembly was held after the noon luncheon, with reports on the work shops.

This was followed by a bus-

ness session which included a financial report, moderator's report given by the Very Rev. Msgr. Francis A. Smyer, and the president's message by Leo Witkowski, Hereford. The afternoon was closed with Benediction of the Most Blessed Sacrament, followed by refreshments served in St. Anthony's auditorium.

**BIBLES**  
Christian Book Store  
110 E. THIRD

**COWAN'S**  
12th BIRTHDAY  
SALE  
SINGLE TO 3 STRANDS  
CULTURED  
PEARLS  
\$21.95 AND UP  
Simulated Pearls  
\$2.50 AND UP

## Texas, Russian Road Programs Are Compared

Khrushchev's "We'll bury you" boast draws yawns at the Texas Highway Department. Fifty per cent more new highway miles were opened to traffic in Texas in the past fiscal year than will be built in all of the Soviet Union during 1963.

The Highway Department says a total of 977 miles of new highways were added to the Texas transportation network during fiscal 1963. This compares to just 620 new highway miles for Russia this year, according to the publication, "Highway Research Abstracts."

In addition to new highway mileage in Texas last year, old highways torn up and reconstructed to meet demands of faster vehicles and heavier payloads resulted in an additional 1734 miles of new construction over existing routes. No figures are available for such construction in the USSR.

The designated all-weather highway system in Texas totals about 65,000 miles. In 1959, the Russian hard-surfaced highway system totaled 36,000 miles.

Both networks serve a similar number of vehicles - about 5,500,000.



# We Paved The Way

at Mr. Bill Hromas' new  
building at 900 Lee  
now occupied by

# Lankford's Flowers

Attend their Grand Opening  
Today!

Robinson Construction  
company

## Join The Crowd

### ENTER WEEKLY CONTEST

for a  
Beautiful  
Santa Claus

Members Under 21 Are Eligible

## Hereford Texas Federal Credit Union

Across the Street East of Courthouse  
EM4-1888

Soil is disintegrated rock plus organic matter.

Elias Howe invented the sewing machine in 1846.

Read the Classified Ads

Give a Gift  
from  
Christian Book Store  
110 E. THIRD

**THE  
SPOTLIGHT  
is on...**

**Lankford's**  
Grand Opening Today!

Mr. Bill Hromas and  
Mr. and Mrs. Lankford  
are to be congratulated  
for this admirable  
addition to Hereford.

We are proud to have  
been chosen to install the  
heating and cooling  
systems for this ultra-  
modern building.

**Walker Refrigeration**  
SERVICE and  
**Walker Sheet Metal**



ENTRY BLANK



## Home Christmas Decorations Contest

NAME: \_\_\_\_\_

RESIDENCE STREET ADDRESS: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

Please enter my home in the category checked:

1. Picture window (inside decorations)
2. Entrance way (or garage door)
3. Outside, religious theme
4. Outside, holiday theme



**RULES:** All homes must be decorated and ready for judging by 7 p.m. on Friday, December 20th, 1963.

Entry blanks must be received in the Chamber of Commerce office on or before 5 p.m. Thursday, December 19th, 1963.

The decision of the judges will be final.  
First place winners will receive a check for \$30.00.

Second place winners will receive a check for \$15.00.

The Grand Prize winner will receive a check for \$50.00.

Homes will only be judged in the category in which they are entered.

The Grand prize winner will be selected from the four first place winners of the four categories. The winner of the grand prize will then forfeit his category prize to the second place winner in that category and the second place winner will turn his award over to the third place winner.



**BIBLES FOR CHRISTMAS**  
Christian Book Store  
110 E. THIRD

**COWAN'S**  
12th BIRTHDAY SALE  
YELLOW OR WHITE GOLD  
KING SETS  
\$27.50

**Wheat...**

(Continued from Page 1)  
a voluntary basis rather than on a compulsory plan.  
Under the McGovern bill, a 20 per cent reduction in the present 55 million-acre base would be provided. However, since the hold-over supply of wheat has been drastically reduced; wheat growers here predict the cut will be limited to 10 per cent.  
The bill would permit farmers to substitute feed grain for acreage taken out of wheat. Under his plan, a loan price of \$1.30 would be set up and 70 cents direct payment to farmers under the certificate plan. Growers here said the 70-cent fee would act as a kind of "insurance" to the wheat growers.

The group also favored a broadened method of providing base acreage in determining individual acreage allocations. Jay Boston was among those who spoke in favor of a six-year average system which would permit the farmer to discard his worst production year. Members felt the five-out-of-six plan would be more equitable in figuring bases than a simple two or three-year plan.  
Deaf Smith County officers elected at Friday's meeting were Andrew Kershen, president; Frank Zinzer Jr., vice-president, and Clinton Jackson, secretary-treasurer.  
The state meeting in Wichita Falls is to be followed by the National Wheat Growers Association annual convention in Amarillo, Jan. 7-10 when Secretary of Agriculture Orville Freeman will deliver the main address at the banquet Jan. 9.  
At their meeting here Friday night, Witkowski told the growers that it is impossible to keep Russia and other Communist nations from getting American wheat. He said, "We sell our wheat to Canada and other countries which in turn sell to the Red Nations anyway, so we might as well have the money which such wheat will bring and cut out the middleman."  
The group, however, did not seem to favor the 25 per cent down-payment which Russia has proposed, farmers here holding the view that the entire amount should be paid when the grain sold.  
The local group has launched its drive for members; dues are \$6 for the state association with \$2 returning for local use.  
The farmers also came out in favor of continued research in marketing and wheat use rather than in further experiments to increase the yield per acre. As one of the farmers put it: "What's the use to increase the yield which would only produce a surplus; what we need is research in marketing and in broadened methods of using wheat."  
Witkowski pointed out that wheat surplus has been greatly reduced. "In fact," he told the county growers, "our surplus now is just about normal; we need a backlog to take care of our domestic needs in case of drought."  
The United States farmer gets about 38 cents of each dollar spent for food in this country.  
From the remotest north to the farthest south, Vietnamese speak the same language and are physically similar.

**CAP...**

sert, mayor of the city of Hereford, do hereby proclaim the week beginning December 1, 1963, as "Civil Air Patrol Week" and do hereby call upon all citizens... to observe this week by participating in ceremonies designed to honor the men, women and cadets of the Civil Air Patrol."  
In noting the history of the organization, the Hereford Composite Squadron commander pointed out that the volunteer group was founded in 1941 by a group of individuals who volunteered their services and privately-owned aircraft to patrol America's coastlines and borders.  
"Throughout the years of World War II, CAP pilots flew 24 million miles on anti-submarine patrol and thousands more miles on sensitive courier missions for the Armed Forces," Duval commented.  
In explaining today's mission of the Air Force auxiliary, Duval stated that if now flies search and rescue missions throughout the united states, cooperates with all government and state agencies in training for disaster relief, and flies mercy missions to areas in time of disaster.

**Whitefaces**  
(Continued from Page 1)  
As the fourth period opened, the defenses of both teams stiffened. Hereford was only allowed six points during the final stanza of the game. Canyon made nine points on four field goals and a free shot.  
While Hereford held the lead throughout the hard-fought game increasing it as much as seven points, Canyon was continually cutting it down.  
During the final period with two minutes left, the Herd began stalling with the Eagles trying to steal and set up field goals.

**BOX SCORE**

Hereford (46)	FG	FT	F	PTS
Haney	1	0	3	2
Jackson	5	2	2	12
Ferguson	4	1	0	9
Hill	2	5	0	9
Cates	2	0	1	4
Strange	5	0	5	10
Leub	0	0	1	0
Stevens	0	0	1	0
CANYON (45)	FG	FT	F	PTS
Poole	2	2	1	6
Burgess	3	1	2	7
Moore	4	3	0	8
Bretling	1	2	1	4
Evans	3	4	5	10
Whinnery	1	1	2	3
Richardson	3	1	0	7

To furnish paper for a New York newspaper's annual use, 500,000 acres must be used.

**Warren Bros. Motor Co.**  
EM 4-1423 1219 E. 1st.  
WARREN BROS. MOTOR CO.  
**New and Used Cars**

**THIS WEEK'S SPECIAL**  
1961 CHEVROLET Impala 4 door sedan, V-8, factory air and power steering and brakes. Local owned. New white wall tires. Snowshoe white finish. Protective guarantee. **\$1795**

1962 CHEVROLET 4 door sedan. 6-Cylinder, radio and heater. Good white wall tires. Extra-clean. Fully guaranteed.

1961 PLYMOUTH Belvedere 4 door, V-8, radio, heater, automatic, and air conditioned. This is a beautiful solid white.

1961 FORD Fairlane 500. 4-door, radio, heater, Crumatic and factory air. This is a double sharp car.

1961 CHEVROLET Impala 4-door with radio, heater, automatic, power steering and brakes. Beautiful solid blue. Double sharp car.

1960 PONTIAC Bonneville 4 door hardtop, with radio, heater, automatic, power steering and brakes and air. This makes a very nice family car at a low price.

1961 Chevrolet 6 cyl. Pickup. Long, wide bed. 4 speed, radio, heater, hitch, 2 tone red and white. Lots of pickup for a reasonable price.

1959 CHEVROLET El Camino V-8 with automatic, radio and heater. Red and white finish. Local owned. Good condition, good terms.

15 Years Of Customer Satisfaction

**Helen's**  
417 Main Street  
HEREFORD, TEXAS

**DOLLAR DAY**

**DRESSES**  
\$5 Val. to 8.95  
\$8 Val. to 12.95  
\$12 Val. to 17.95

One Group **SPORTSWEAR**  
1/3 OFF

ONE GROUP **JACKETS and COATS**  
1/3 OFF\*

GIFTS FOR EVERYONE **FREE GIFT WRAP**

**Congratulations**

To Bill Hromas on his new building at 900 Lee occupied by Lankford's.

**GRAND OPENING TODAY!**

\*\*\*\*\*

Go by to see this newest addition to Hereford.

\*\*\*\*\*

Cement and Blocks in this new Building by —

**Crowe-Gulde CEMENT COMPANY OF HEREFORD**  
SINCE 1928  
HIGHWAY 80 AT BOUGH ST. HEREFORD, TEXAS  
P. O. BOX 847 - PHONE EM 4-1728

**Grand Opening**



**Sunday, December 1**  
**LOCATED AT 1001 PARK AVE.**

**Coca-Cola**

**Plus Two Sandwiches for the price of one**

**CUSTOM COOKING**  
We will cook anything that walks or flies

**FEATURING**  
Beef - Ham - Ribs - Chickens  
Sausage and Charcoal Burgers  
Also by the pound to take out

**BOB'S BAR-B-Q**  
1001 Park Ave. EM 4-0126

**THE Vogue**



**The Gift Just Right For Her**

Coats & Suits  
Pastel Skirts & Sweaters  
Slim Jims  
Hosiery

Lingerie  
Jewelry  
Scarfs  
Bags

merry gift makers

Many more gift ideas for your shopping pleasure.

**DOLLAR DAY ITEMS**  
**one day only**

One Group **Fall Hats 1/2 PRICE**

One Group **Sportswear 1/2 PRICE**

One Group Cotton & Wool **Dresses 1/2 PRICE**

One Group — Car and Sports **Coats 1/3 OFF**

No Gift Wrapping on sale items, please.

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

## Hereford Radiator

DEPENDABLE SERVICE  
120 Schley EM4 - 3355

**GLASS IS OUR BUSINESS** —  
Call Us For All Your Glass Needs  
**HEREFORD GLASS CO.**  
1302 Park Ave. INC. EM. 4-2652

Hallmark of Service  
**MARK IV REALTORS**  
618 W. Hwy. 60 EM 4-2220

**HOMES**  
Three bedrooms, 1½ baths, brick, 133 Ave. J. Carpets, drapes, central heat, fence, double garage. Will trade for smaller home. H27  
Excellent 2 bedroom completely redecorated. 829 Broadway. If you can pay rent you can own this home. Call for details. H26  
New three bedroom used brick, corner lot, large utility room, pantry, 1-¾ tile baths. Will trade for your present house. H316  
New split-level elegance, 105 Fir. Four bedrooms, 2 baths, large den, colored bath fixtures. Will trade for your old house. H319  
Three bedroom brick, 1½ baths, carpets, central heat. 1700 sq. ft. \$17,500. Large utility room and double garage. H33  
Three bedroom brick, FHA, \$350 down plus closing. 936 Ave. K. H37

**WANTED**  
640 acre farm anywhere from Westway up to Ford. Doesn't have to be perfect land. We have a buyer right now.  
10 to 15 sections of good short grass anywhere in the northern panhandle or northeastern New Mexico. The man has the money right now.

**FARMS**  
We have many farms listed in Colorado and Kansas with water potential, priced from \$137.50 an acre. F39-310-38-43.  
1950 acres in Artesia, N.M. water district. This is a closed district which means excellent water from now on. 1000 acres in cultivation, 250 acres cotton allotment. Well improved. Call for details. F55.  
One half section raw land near Dumas. \$250 an acre. Yes, it is good land; good water. F37  
Five and three quarter section ranch. Plenty of water. 150 to 175 cows. 29% down, \$32.50 an acre. R17  
Half section, North Plains. \$250.00 an acre, \$39,000 down, easy terms on balance. Three bedroom home, barn, one 8 inch well, 40 acres permanent grass for cattle. F32

**EVENINGS & SUNDAYS**  
Lloyd Pool EM 4-1207 Oliver Street EM 4-2857  
J. L. Marcum EM 4-2691 Francis Hardwick EM 4-2241

**FOR DISTILLED WATER—OZARKA WATER**  
Soft Water Service  
SEE, or CALL  
**SOFT WATER SERVICE**  
216 N. 25 Mile Ave. Phone EM 4-3280  
HEREFORD, TEXAS

**LUMBER**  
By the Bale  
N#2 2x4x8 Studs \$100.00 M. B. F.  
N#2 2x4 & 2x6 R. L. \$105.00 M. B. F.

**GOOD LUMBER**  
2"x4"x8" Studs \$60.00M. B. F.  
2"x4" and 2"x6" \$66.00M. B. F.  
1x8 and 1x12 \$66.00M. B. F.

FREE ESTIMATES  
Let us figure that remodeling job.

**HUCKERT Lumber**  
1 MILE NO. ON HIGHWAY 385

**ANOTHER Chateau INN**  
TO BE BUILT AT  
500 WEST FIRST  
Opening April 1, 1964

**HILL'S TEXACO**  
FIRST & MILES  
EM 4-1823  
CONVENIENT TO DOWNTOWN

**CUSTOM FEEDING**  
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**CHARLIE STONE**  
EM 4-2224

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

**MEAT**  
Processed For Freezer - Also RETAIL SALES  
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**BOYD MACHINE SHOP**  
1306 PARK AVE. EM 4-1055  
● Wholesale Auto Parts ● Exchange Engines  
● Crankshaft Grinding ● Crankshaft Journal Welding  
Complete Machine work on Automobile and Industrial Engines

**Bruceston Van & Storage Co.**  
When Moving To And From Hereford Call  
EM 4-2424 EM 4-1226  
**Hereford Real Estate**

Something New Has Been Added!  
Heavy Duty Front End & Frame Machine  
Experienced and Factory Trained Personnel  
**Hereford Radiator**  
120 SCHLEY EM 4-3353

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FARMS, HOMES & COMMERCIAL PROPERTY

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PRUDENTIAL FARM LOANS, CONVENTIONAL, FHA and GI HOME LOANS

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ROBINSON INSURANCE AGENCY  
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½ Mile West of Northwest School  
● Tune Ups ● Electrical Systems  
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Customer Satisfaction Guaranteed  
● Lawn Mowers ● Small Engines  
● Automobiles ● Tractors

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Free Pick-up and Delivery  
24 hrs. per day - 7 days per week

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**FOR SALE Miscellaneous**

FOR SALE Complete 36 Volume set of Funk and Wagnells encyclopedia. Like New. 232 Avenue J. Phone EM4-2003. B-1-18-20-tfx  
Complete Turn Key Installations of Pumps and Gear Drives  
**BIG "T" HEREFORD DIMMITT & FRONA TEXAS**  
Phones EM 4-0353-235-J 8-1-47-tfx

FOR SALE Complete small jewelry store. Stock and fixtures. Can be seen by appointment. 422 Taylor Street, Amarillo, Texas. DR4-4343 or DR4-6278 B-1-22-22-2G

GIRLS 13 and 14 want night baby sitting. Call EM4-1969. B-9-10-22-3C

STAUFFER reducing machine for sale, \$125.00. Phone EM 4-3502. B-1-10-22-2C

**ELECTRICAL SUPPLIES**  
We carry a complete line of Electrical Supplies for "Do-It-Yourself" additional wiring.  
**WITHERSPOON ELECTRICAL COMPANY**  
129 W. Third EM 4-0224 B-1-22-1c

**AERMOTOR MILLS AND TOWERS TURNER WELL SERVICE**  
Avenue H & Grand Ph. EM 4-0811 or EM 4-2194 B-1-21-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: 55 cows, some Herefords, some black. 25 calves on the ground. Balance will calve in next few months. Contact Lewis Etheredge, 101 Douglas, Hereford, Texas. Phone EM4-0429. B-1-29-48-2P

Johnson Outboard Motor or Arkansas Traveler Boat, or for a used boat or motor, see **KINSEY - OSBORN MOTORS**  
142 MILES AVENUE B-1-26-TFC

**BIG RED BARN**  
We Buy - Sell - Trade for anything of value. Used Furniture, Appliances and Junk.  
EM 4-3552 West Edge of Hereford Highway 60 B-1-1-TFC

ALFALFA HAY See Charlie Holt 4½ Miles West on Clovis Highway. EM 4-0402 or EM 4-3706. B-1-14-8-110p

HAVE YOU TRIED??  
The prompt, courteous and guaranteed service at **POOR BOY'S GARAGE**. Bring us all your automotive troubles. Lawn mowers to tractors.  
Bill McIver — EM 4-3309  
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TWO BEDROOM house to be moved. One mile south of Grape Vineyard. Phone BR6-4573. B-1-14-47-4P

**USED BARGAINS**  
Hotpoint electric range, Norge 30" electric range, Frigidaire electric range, \$40. Late Model GE combination washer and dryer. GE automatic washer. Frigidaire dryer. Corner China Closet in mahogany. **BUY-RITE FURNITURE**  
North End of Main Street B-1-21-tfx

FOR SALE Proven Young Angus bull. Until 12:00 Noon call EM4-3897, after 1:00 p.m. EM-4-1132. B-1-15-45-tfx

**FOR SALE Farm Equipment**

FOR SALE 1956 F-800 Ford truck with new 15½ grain box and dump. 1956 Dodge K with new 15½ grain box; dump. EM 4-2033. B-2-23-21-3P

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

**TOP QUALITY** Irrigation Dams as low as \$3.25  
**DAVIS IMPLEMENT**  
144 W 2nd EM 4-2811 B-2-18-tfx

**FOR SALE Automobiles**  
1958 Chevy Impala. Really good shape. Automatic, rolled and pitted. Real sharp. Call EM-4-0454. B-3-14-17-tfx

FOR SALE 1960 Buick four door Hardtop. Clean, Fair Mileage. 714 Blevins. EM4-2033. B-3-13-21-3P

**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**

**Wanted To Buy** from owner, up to one section good irrigated land. Write Box 506, in Hereford, Texas. B-4-22-2c

**CERTIFIED SEED FARMS**  
955 Acres: Nice 3 bedroom brick home, 2 bedroom helper house. Grain elevator, other out buildings. 5-6" irrigation wells. 2½ miles tile. Wheat and Milo allotments. All clean land, on pavement. Will sell or trade for ½ section, in Hereford School District. For further information contact:  
**DOUGLAS LAND CO.**  
Frona, Texas Phone 5541  
Joe B. Douglas Ed Hicks Phone 5531 Phone 3231 B-4-22-4c

**\$\$\$ \$\$\$\$ ONE MILLION DOLLARS** to lend on irrigated land in Deaf-Smith, Castro and Parmer counties. For **PRUDENTIAL** America's Largest Farm Lender!  
**SAM NUNNALLY**  
EM 4-0555 EM 4-2814  
**LONE STAR AGENCY**  
B-4-1-27P

**Hereford Real Estate**  
JIM CRAMER 345 West First PAT NEWELL  
Broker EM4-2424 Sales Rep EM4-1331 EM4-1608

**HOMES**  
Give your family a gift this Christmas that they will enjoy for the rest of their life. Something that will give endless hours of enjoyment for all. That is right! A new Bricktime Home. This home pictured below can be yours for only \$450 down. It is all brick, with double garage, bath and ¾ tile entry hall, three bedrooms, carpet, built in oven and range, central heat, and all of the other features that Bricktime is famous for. Call today, or go by Beach St. and see it.

**FARMS**  
The best half section we've seen for sale in a long time. Fully alloted. Over 120 acres cotton. Good barn, 2 silos, feed lot, 2 good wells, (a ten inch and an 8 inch) with all of the water you ever saw. Home and hired hand quarters. \$210,000.  
Half section dryland on pavement. \$125 per acre.  
A section and a half of Colorado wheat land with very excellent water and allotments. Priced far below what you might think.  
Half section — 2 8 inch wells - natural gas - very good motors - 12 acres cotton, 135 barley, over 100 maize. Lays well excellent water. \$450.00.  
Full section NW of Hereford, good allotments, nice home, 4 wells, \$350 per acre, \$65,000 down. 3,000 feet tile.  
Extra nice half to trade for land with good cotton on it. Must be clean, with good water.  
Half section with 70 acres of cotton, four wells all tiled together. 8The unbelievable price of \$325 per acre.

**INCOME PROPERTY**  
Duplex - Big rooms - Very clean inside. Only \$9,500.  
Duplex - Completely remodeled - \$10,500. Restaurant, doing good business.  
Motel — will trade for farm land. Gross between \$24,000 and \$27,000 per year. Good space and location. Living quarters for owner, also quarters for maid.  
Commercial highway frontage on every highway in town. When you plan your new business see us for a lot.

**LET US SELL YOUR PROPERTY. BRING US YOUR LISTINGS.**



**Buy With Confidence**  
**JUSTICE HOUSES**

Three bedroom in NW Hereford. 1400 sq. ft. Shown by appointment only. 12,000 loan balance, \$18,000 total price. Payments only \$76 per month.  
Extra large 3 bedrooms, 2 baths, brick. 2800 sq. ft., one year old. Refrigerated air, fully carpeted, drapes, basement, fence, sprinkling system, double garage. \$30,000. Shown by appointment. Immediate possession.  
Four bedroom, 2½ baths, extra large house. Small private swimming pool. Perfect for the growing family. Call for details.  
Large 3 bedroom brick, ultra modern, near school. \$630 down. Call for an appointment.

**Justice Realtors**  
Corner Main and Hwy 60.  
EM 4-1757 EM 4-2266 Box 711  
Gene Sneed Mike Justice  
EM 4-1420 Res. EM 4-0544  
Virgil Justice

# Phone EM 4-2030 W A N T A D S Phone EM 4-2030

**AS3-155 Acres**, good 6 inch well, \$375.00 per acre, \$10,000.00 down, 20 years balance.  
**AS2-160 acres** good water, good allotments, trade for 1/2 section.  
**AP3-160 acres**, good allotments, good water, \$475.00 per acre.  
**ACB-161 acres**, good allotments, good 8 inch well, \$400.00 per acre, good terms.  
**UPI-318 acres**, 8 inch well, 50 cotton, good wheat & Milo allotments, improved, 29% down.  
**DP2-380 acres**, all cultivation, 3-8 inch wells, improved, 54 cotton, balance in milo & wheat, \$600.00 per acre, 29% down, terms.  
**ED1-1120 acres**, 1100 cultivation, 6 good wells, good wheat & milo allotments, \$350 per acre.  
**GZ1-2550 grass**, North Plains, \$105.00 per acre, 15% down, balance 10 years, guaranteed water.  
**OS1-Two sections**, guaranteed water, \$150 per acre, 15% down, balance 30 years.  
**J. H. HAMBY REAL ESTATE**  
 1/2 Mile South of Underpass on Hwy 385  
 Off. Ph. EM 4-3566 RES.  
**J. M. HAMBY - EM 4-2553**  
**GERALD HAMBY - EM 4-1534**  
**DURWOOD HAMBY - EM 4-3466**  
**HAROLD HAMBY - EM 4-3454**  
 B-4-22-tfc

**821 ACRES 7 miles SW Dalhart.**  
 Approximately 725 acres of wheat and milo allotments. Still in soil bank 3 more years. Phone 867-4661, Vega, Texas. B-4-28-22-tfc

**FREE APPRAISALS**  
 We have tons of money to lend on Farms and Ranches. Long term low interest.  
**DOUGLAS LAND CO.**  
 901 Main Ph. 5541  
 Friona, Texas  
 B-4-22-tfc

**Irrigated Farm Land and Ranches.** Real Estate loans made promptly. Liberal Valuations. For safety deal with a Realtor  
**J. C. BICKETTS, REALTOR**  
 Ph. EM 4-3771-133 W. 3rd St. AT. CL. E. S. B.  
 S-4-25-TFC

**180 ACRES**  
 Near 10 inch water, 20 miles of Hereford \$210.00 per acre. Phone, **VELMA HARVEL**  
 894,4273, Levelland, Texas  
 B-4-48-4c

**WESSONS, SPECIALS**  
 Office Building For Sale: As we are moving out on the Dimmitt highway, our office building located here in Hereford at 201 25 Mile Ave. is for sale to be moved.  
 Suburban Home: Large beautiful home, beautiful location right near Hereford for sale. Price terms and other information on request.  
 20-Acre Farm: Perfect level land, located right near Hereford. 5 room modern house, good irrigation well, to sell on good terms. See us for price terms and location.  
 Phones: **EM 4-2528** **EM 4-2860**  
**WESSON REAL ESTATE**  
 Hereford, Texas  
 B-4-20-TFC

**20 ACRES**  
 Near Hereford. Irrigation well. Good land. Price \$13,500.00. 25% down, balance 10 years. Owner: **J. K. BAKER**  
 Phone EM 4-1617  
 B-4-18-TFC  
 B-4-47-tfc

**LOANS FARM & RANCH FAST SERVICE**  
**DUWARD HAMBY**  
 EM 4-3566  
 NIGHT - EM 4-3466  
 B-4-35-TFC

**DEAN BINGHAM LAND COMPANY**  
 Farms - Ranches  
 Loan Service  
 116 S. 25 Mile Ave.  
 Phone EM 4-0410  
 B-4-15-TFC

**FOR SALE**  
 3 bedroom house, fully carpeted. Fenced back yard, garage with room on back. Close to Aikman school. Assume loan at 4 1/2 %  
 811 Irving Ph. EM 4-3739  
 B-4-19-TFC

**FOR SALE**  
 Large 3 bedroom on Elm Street. 2050 feet, 100 foot lot, two full baths, fire place, nice yard and fence. Call owner at EM 4-2849 for appointment.  
 B-4-5-TFC

**BUILDINGS . . . BUILDINGS!**  
 Will build to suit tenant will build, sell land, turnkey job. Will finance long term.  
**All Steel Colored Metal Buildings**  
 There are 7 lots left in South Park . . . (B & B Oliver & Patterson Chemical) . . . there is one lot . . . 200 foot front X 196 feet on North 25 Mile Ave. (Mona Lisa Trailer Court)-Several locations on Canyon Highway.  
**SAM NUNNALLY LONE STAR AGENCY**  
 Sixth & Main  
**EM 4-0555 Nite EM 4-2814**

**CHOICE INCOME PROPERTY**  
 12 house in square block in Lubbock. Always rented. Near schools, shopping center and highway. Also farm for sale. Will trade. Box 149, Lubbock. Phone PO 5-9608- PO 2-5965  
 B-4-21-3p

**THREE-BEDROOM HOME**  
 1344 square feet, 1 1/2 baths. See or call, **J. M. CARTHEL**  
 336 Avenue C Ph. EM 4-0187  
 B-4-19-9c

**5. FOR RENT**  
**BUSINESS BUILDING** for rent. Suitable for garage. Phone EM4-2576. B-5-10-48-tfc  
**DUPLICATE WHITE couple.** Bills paid. No pets. 116 Avenue A. S-5-10-20-tfc  
**UNFURNISHED TWO bedroom** house. 131 North 25 Mile Avenue. S-5-10-20-tfc  
**MY HOME** for rent. Whites only. Call EM4-0028. B-5-10-22-TFC  
**NICE SPACE** for a large trailer. Call EM4-0302. B-5-10-22-1C  
**FOR RENT** three room furnished house. Close in. Whites only. Inquire at 501 Miles Avenue. B-5-15-22-1c  
**FOR RENT** two bedroom unfurnished apartment. Whites only. Call EM4-3757. B-5-10-22-2P

**APARTMENTS FOR RENT**  
 2 bedroom, 2 bath, cook top, oven, dishwasher, refrigerator. Carpeted, drapes, plumbed for washer, dryer.  
**HARRISON HIWAY & CENTRE**  
 Open 2:00 to 6:00  
 B-5-22-tfc

**APARTMENTS FOR rent.** Palo Duro Apartments. 608 East Third. B-5-10-48-tfc  
**FOR RENT** to White Adults, apartment at 613 South. 25 Mile Ave. Floor furnace heat. B-5-20-48-tfc  
**NICE TWO bedroom** furnished Apartment. Whites only. Fullwood Electric. 232 West Third. B-5-12-21-tfc  
**MODERN FURNISHED** garage apartment. With antenna. 805 North Lee Avenue. Phone EM-4-0738. B-5-12-21-tfc  
**LARGE 3 or 4 bedroom house,** \$150 month. Mark IV Realtors, EM4-220. B-5-12-21-tfc  
**FOR RENT** Office on Hwy 60. Call EM4-3566. B-5-10-45-tfc  
 Turn your surplus acres into a cash crop, grow seed. Visit with Art Stoy at Bill - Mar Associates, Inc. 146 East Second Street Hereford. Phone EM 4-0560. B-5-10-25-4-tfc  
**FOR RENT** Two bedroom house, completely redone. Double garage, Central heat. Call EM4-9016 or EM4-0553. B-5-15-47-tfc

**6. WANTED**  
**WORK WANTED:** Painting, texturing, taping, sheetrocking. All carpenter repairs. A-1 work. Ted Oldfield, Em 4-0538. B-6-14-27-tfc  
**WANTED:** Your repair work on all small electric appliances. Vern Witherspoon 201 Jackson, Hereford, Tex. B-4-31-TFC

**PAINTING, CARPENTER** repair. Special Fall and Winter rates. For appointment Call EM4-0557 S-6-12-19-tfc

**NEEDED LISTINGS** on farms, homes, businesses and commercial property. Justice Realtors. B-6-11-4-TFC

**7. Dressmaking-Ironing**  
**WANTED IRONING** in my home. 235 Avenue A. B-7-10-47-4C

**8. HELP-WANTED Want To Buy**  
**WANTED:** Baby sitter. Call EM4-0874. B-8-10-48-2C

**WANTED MEN - WOMEN - COUPLES**  
**Motel-Resort Managers**  
 Up to \$1,200 a month is waiting for those who can qualify for the hundreds of fascinating executive positions now open in modern motels and resorts from coast to coast. Pick location and climate! Employment assistance given. Cost of the course includes your lodging and meals in a 100-unit luxury motel in Denver, Colorado where you will take your 2 weeks resident training after you complete your studies. Write Motel Management, Training Division 11800 E. Colfax, Aurora, Colo. 80010 B-8-22-1p

**WAITRESSES** Wanted: Apply in person at Roney's Restaurant. B-8-10-1-tfc

**9. Situations Wanted**  
**WANTED** DEEP custom plowing. Phone 267-4023. Vega, Texas. Paul Metcalf. B-9-10-21-4P  
**FOR CUSTOM farm work,** Call Dan Jones. EM4-3225. B-9-10-46-8C

**10. NOTICE**  
**REDI-PAY HOSPITALIZATION**  
 For more information on the REDI-PAY Hospitalization Plan call or write A. M. Yocum, 201 Miles, Hereford. EM 4-1594 B-10-22-2c

**ATTENTION FARMERS!**  
 Experienced Mexican farm laborers with permanent visas now available. Call DR3-5111, or write Box 1988, Amarillo, Texas. S-10-21-2c

**NOTICE**  
 The Wesleyan Service Guild of the First Methodist Church announces it is again selling the Corsicana Fruit Cakes for the coming Holiday Season. These are now on hand. Call or see any member of the Guild.  
 Days - Call EM 4-2060  
 Nights - EM 4-3769  
 S-10-15-TFC

**WELL WORK**  
**AERMOTOR windmills, submersible pumps.**  
**J. E. TURNER**  
 Phone EM 4-2194  
 S-10-24-TFC

**DITCHING SERVICE AND SPRINKLER SYSTEMS**  
**EM 4-0343** **EM 4-1567**  
 B-10-19-TFC

**11. Business Service**  
**FWOWLER AND KELLEY**  
 Electrical Contractors  
 Residential and Commercial  
 All bids and wiring competitive.  
 Phone EM 4-2012  
 Nights phones EM 4-2012 or EM 4-1828  
 B-11-21-tfc

**Religious Plaques Styrofoam Forms**  
**Wicker Christmas Decorations**  
**Race Car Accessories**  
**HOBBY HOUSE**  
 127 West Third  
 B-11-22-tfc

**SEWING MACHINES**  
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**JEFF ROBERSON**  
 137 Ave. D. Ph. EM4-0262  
 S-11-28-TFC

**CONCRETE QUALITY WORKMANSHIP FLOORS-PATIOS DRIVEWAYS FREE ESTIMATES**  
**H. E. WESTER**  
 111 BRADLEY ST. PHONE EM 4-0408 BEFORE 8 A. M. or AFTER 5 P. M. S-11-16-TFC

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 24 hour answering service with low monthly rates. For further information call EM 4-2181. S-11-11-tfc

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 Any Size up to 3x5 inches. One Day Service  
**WATTS RUBBER STAMP CO.**  
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**TROY NEWMAN**  
 Phone EM 4-2072 B-11-42-TFC

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 Call **P&C Mechanical Contractors**  
 Phone EM 4-1042 B-11-18-TFC

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 EM 4-3572  
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 809 EAST SECOND - Magneto - Starter Generator & Electric Motors Rewind Sales & Service  
 B-11-13-TFC

**12. LIVESTOCK - Strayed - Found**  
**STRAYED WHITEFACE** steer calf branded 77 left shoulder Call G. W. Duncan, BR6-4177. Reward offered. B-12-15-22-2c

**13. LOST AND FOUND**  
**LOST BOXER** Pup, clipped ears. Small reward offered. Call EM4-1851. B-13-10-48-tfc

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1949-1951	\$40.00
1952-1954	\$45.00
1955-1956	\$50.00
1957	\$60.00
1958-1961	\$65.00

**FORD STANDARD**

1940-1951	\$35.00
1952-1954	\$40.00
1955-1956	\$45.00
1957	\$50.00
1958-1961	\$55.00

**FORD PICKUPS**

1942-1952	\$38.00
1951-1961	\$45.00
1953-1961-De-Lux	\$75.00

**FORD TRUCKS-4-SPEED**

1942-1952	\$45.00
1951-1952-SYN.	\$60.00
1953-1960-SYN.	\$75.00

**CHEVROLET OVERDRIVE**

1955-1957	\$59.00
1958-1961	\$60.00

**CHEVROLET STANDARD**

1940-1951	\$32.00
1952-1954	\$35.00
1955-1957	\$45.00
1958-1961	\$50.00

**CHEVROLETS PICKUPS**

1941-1946	\$35.00
1947-1952	\$38.00
1953-1954	\$40.00
1955-1961	\$45.00

**CHEVROLET TRUCKS 4 SPEED**

1947-1961	\$55.00
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**MERCURY STANDARD**

1955-1956	\$65.00
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**MERCURY OVERDRIVE**

1949-1951	\$40.00
1952-1954	\$45.00
1955-1956	\$75.00
1957	\$90.00
1958	\$95.00

**MUST HAVE EXCHANGE ON ALL TRANSMISSIONS**  
**WESTERN WRECKING CO.**  
 EM 4-3350  
 West On Hwy 60  
 HEREFORD, TEXAS

**THE SUNDAY BRAND**  
 Established 1948  
 Published every Sunday at 386 Main St. Hereford, Texas

James M. Gillingtine, Editor and Publisher  
 Melvin Young, Managing Editor  
 Bill Penn, Adv. Mgr.  
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Second-class postage paid at Hereford, Deaf Smith County, Texas.

**GOLDEN SPREAD HOMES**  
 "The Best Buy on homes in Hereford"

Total Move In Cost. . . \$665.00

Call **DON BROWN** - Tulsa WY 5-2580 or WY 5-3307 or Local Agent **MICHAEL ALBERT ROY** Smith Real Estate

921 E. First  
 EM 4-1800  
 Hereford, Texas

**HOUSES FOR SALE IN ANY PRICE BRACKET**  
 CALL EM 4-0555  
 Lone Star Agency

**COWAN'S 12th BIRTHDAY SALE**  
 LARGE SELECTION  
 WATCH BANDS  
 1/2 OFF

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 BY DAY, WEEK or MONTH.  
**Campbell Pontiac**  
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 PHONE EM4-0910  
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**WE PAY TOPS**

**WE PAY AMARILLO MARKET PRICES**  
 EM 4-3544 7:30 - 12 Noon  
 Hereford Sole Barm  
 Must Not Weigh Less

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**SERVICE ON ALL Washers & Dryers SUNSET APPLIANCE**  
 906 Lee EM4-3472

**Christmas Cards With a Meaning Christian Book Store**  
 110 E. THIRD

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 or **George Zetzsche**  
 Clerk  
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 BY FOWLER & BALBRAITH  
 NO DOWN PAYMENT  
 NO CLOSING COSTS

**MATTRESSES**  
 New Renovated Remanufactured  
 FREE PICKUP & DELIVERY  
 Prices are the same in Hereford as Amarillo  
 Call or Write **ANDERSON**  
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 Any Make or Model  
**SUNSET APPLIANCE**  
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**CHARLIE BELL SELLS**  
 Southwestern Life

**Colorado Rod-Weeders PTO or hydraulic drive. Cisco Rod - Weeders with hydraulic drive. Dempster Planters, Cultivators and Rotary Mowers. Lilliston Shredders & Blades. See the new M-F Diesel tractors. We have several GOOD used Combines.**  
 SEE:  
**LESLEY MOTOR CO.**  
 For the finest in farm machinery.  
 West Hi-way 60  
 Phone EM 4-1600

**COWAN'S 12th BIRTHDAY SALE**  
 BUXTON OR MEEKER LADIES & GENTS  
**BILLFOLDS**  
 NAME IN GOLD FREE

**Kwanis Club**  
 Thurs. Noon  
**100F Hall**  
 207 E. Sixth

**OPTIMIST CLUB**  
 Meets Monday Eve 6:30 p.m.  
 American Legion Hall

**Hereford Rotary Club**  
 meets every Monday at 12:05  
**RANEY'S RESTAURANT**

**STATED MEETINGS**  
 Second Monday

**Thursday Night**  
 EA  
 7:30 P.M.  
 Hereford A. F. & A. M. No. 849  
 Troy Stambaugh, Sec.  
 Bill Hutson W. M.

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

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

**ALCOHOLICS ANONYMOUS**  
 EM 4-1094  
 Regular meetings every Thursday night 8:00. Spanish speaking group Tues. 8 p.m. Open meeting last Thursday of month. Public invited. AA Fellowship Sunday 2:30 'NIT

Results Get Classifieds

Classifieds Get Results

SEE **HI-PLAINS SAVINGS and LOAN ASSOCIATION** 128 E. 3rd **FOR HOME LOANS TO BUY OR BUILD REMODEL REFINANCE**



**DE SPOTLIGHT** — DOYAL COLLIER, son of Mr. and Mrs. W. D. Collier of Route 3, is employed at Park Avenue Cleaners. He is a junior this year, and has not decided on a career. He thinks DE is an educational course because it lets students realize what is ahead of them in retailing. (Staff Photo)

**Colorado Tour By Sugar Beet Growers Is Set**

In another move designed to strengthen the agricultural potential of West Texas, the West Texas Chamber of Commerce in January will sponsor a sugar beet development tour into Colorado, open to anyone interested in growing or processing sugar beets. Hereford farmers have been advised.

The four-day tour will begin Jan. 12 in Amarillo and will include principally the Denver and Longmont areas of Colorado, announced Dennis Q. Lilly, chairman of the Agriculture and Livestock Committee of the West Texas Chamber.

One of the highlights of the tour will be a visit to the Great Western Sugar Refinery in Longmont, Colo., where sugar beets are processed, and a visit to livestock feeding facilities in the Longmont area where the sugar beet pulp is fed to livestock.

Those on the tour will also visit the Denver Stock Show on Jan. 13.

Travel will be by Burlington Railway on Pullmans, Lilly said. Cost of the tour is \$87.50, including Pullman and rail fare, hotel rooms, receptions and dinners, chartered bus fare and lunch on one day. Other expenses will be borne by the individual.

Lilly said, "This is another in a series of developmental and promotional activities by the West Texas Chamber of Commerce designed to strengthen economy in our territory. We know there is a definite opportunity for both growing sugar beets, developing refining and processing facilities in some portions of West Texas and in using the residue for feeding."

We want to do everything in our power to take advantage of this opportunity. So we are inviting West Texans and interested people from anywhere to join this January tour to see how sugar beets are grown and processed in Colorado. We hope to learn by seeing how the other fellow does it."

Reservations for the tour may be made by writing the West Texas Chamber of Commerce, P. O. Box 1561, Abilene, and enclosing a check for \$87.50, Lilly said. Reservations will be accepted on a first-come, first-served basis. Deadline for reservations is December 20, and the tour will be limited, Lilly said.

Individuals making reservations will be furnished additional details on plans as they develop.

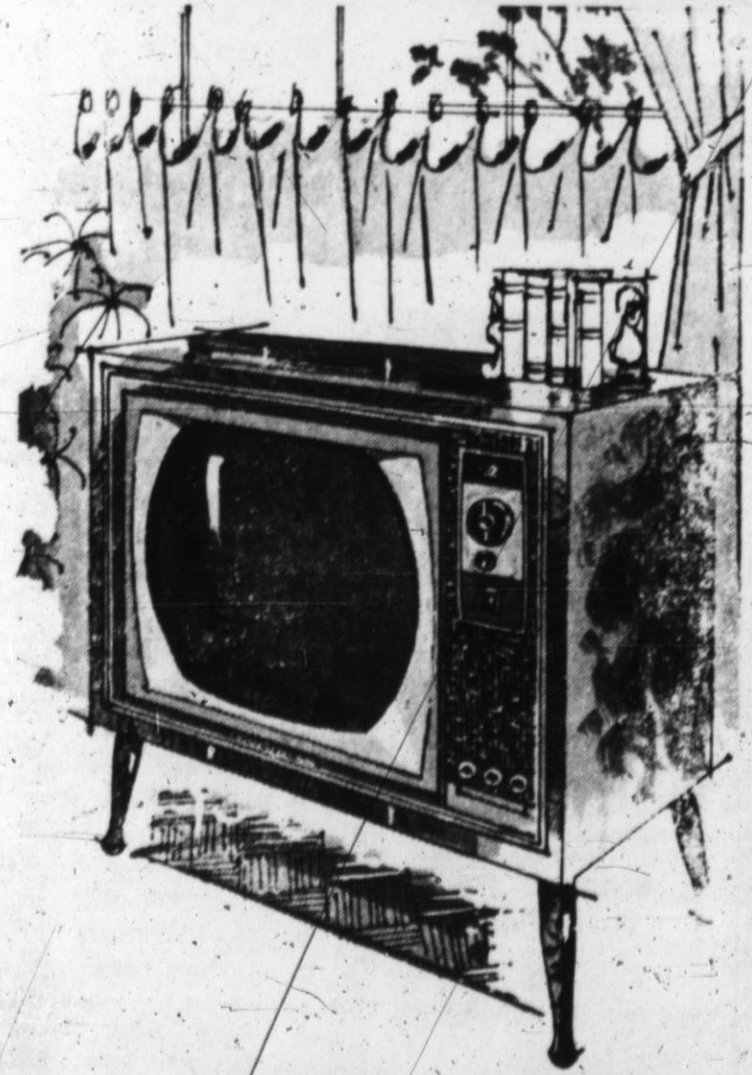
The tour will depart Amarillo at 9:30 p.m. on Sunday, January 12, and will be concluded at 8:15 a.m. on Wednesday, January 15, when the train arrives back in Amarillo.

Nitrocellulose derived mainly from wood pulp is a major ingredient of some solid-fuel propellants of rockets.

**Books For CHRISTMAS, Christian Book Store 110 E. THIRD**

**COWAN'S 12th BIRTHDAY SALE**

**NORELCO - ELECTRIC SHAVERS**  
Reg. 24.95 \$12.95  
FLOATING HEAD  
Reg. 29.95 \$17.95



Enjoy the natural look in Color TV by Sylvania. The industry's most advanced circuitry plus out front sound, high gain Tuner, 21" (meas. diag.) Bonded Picture Tube, Pre-set Fine Tuning. Contemporary design, grain finished to match walnut or mahogany furniture.

\*260 square inches of viewing area  
**CLINE'S RADIO & TV SALES & SERVICE**  
437 E. 1st EM 4-0893

**PIGGLY WIGGLY**



**CHRISTMAS CARDS**  
Reg. 89c Box

**2 FOR \$1.49**



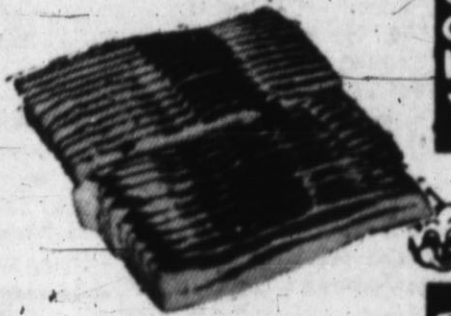
**...See what a Dollar will do for YOU!**

**MONEY STRETCHER**  
PAPER SHELL  
**PECANS**  
New Crop ALABAMA STUARTS  
3 LBS \$1  
Ellis New Crop SHELLED PECANS  
10 oz. Pkg. 69c  
PIGGLY WIGGLY DOLLAR DAYS  
USDA GOOD CHOICE

**BACON**

HORMEL

**49c**  
LB.



**CLUB SIRLOIN STEAK 79c**

USDA GOOD CHOICE  
Round and T-Bone Steak lb. 89c  
WRIGHT'S DAN  
Pork Sausage 2 LBS. 98c

**ANTI-FREEZE**

PYRO PERMANENT GAL. **\$100**

- SHURFINE — 12 oz. **8 FOR \$1**
- Macaroni or Spag.
- SHURFINE — 24 oz. Btl. **3 FOR \$1**
- Vegetable Oil
- WOLF BRAND **2 FOR \$1**
- Chili No. 2 Can
- AUSTEX — No. 300 Can **4 FOR \$1**
- Beef Tamales
- AUSTEX — With Beans **4 FOR \$1**
- Chili 300 Can
- SHURFINE — YC — Sliced **4 FOR \$1**
- or Halves — No. 2 1/2 Can
- Peaches

**MONEY STRETCHER**  
FISHERS MIXED NUTS 14 oz. CAN 69c  
Canaveral Garden Vegetables or Flowers  
JUST WATER GUARANTEED TO GROW 99c VALUE  
Introductory Offer  
**2 FOR \$1.49**  
PIGGLY WIGGLY DOLLAR DAYS

**PORK & BEANS**

VAN CAMP 300 Can **8 FOR \$1**

Borden's Buttermilk 1/2 Gal. <b>39c</b>	Borden's Half & Half pt. ctn. <b>29c</b>	Borden's Sweet Butter Cream lb. <b>79c</b>	DUNCAN HINES Pancake Mix 2 lb. Box <b>39c</b>
			WORTH WAFFLE SYRUP Waffle Syrup Qt. <b>39c</b>

MORTONS — Qt. Jar **39c**  
Salad Dressing

**MONEY STRETCHER**  
PUMPKIN or MINCEMEAT  
BANQUET FROZEN  
**PIES 3 FOR \$1**  
PIGGLY WIGGLY DOLLAR DAYS  
TEXAS TENDER

**POTATOES**

NO. 1 IDAHO RUSSETS  
10 lb. BAG **49c**



**GREEN BEANS 19c**  
lb.

DOUBLE S&H GREEN STAMPS WEDNESDAY

With \$2.50 Purchase or More



**PIGGLY WIGGLY**

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

# Mrs. Kennedy's Courage Draws Praise Of Nation

By JOY MILLER  
AP Women's Editor  
The wife of an assassinated President, as any other widow, must sooner or later pick up the pieces of her shattered world and go on living.

The stoic courage of Mrs. John F. Kennedy during the tragic ordeal of losing and burying her husband won the nation's heart.

But spouses of earlier fallen Chief Executives did not always show the same remarkable composure and self control.

Mary Todd Lincoln, for example.

She and Abraham Lincoln sat close together in the theater box that fateful April night in 1865, holding hands. Behind them were guests, Miss Clara Harris and her fiancé, Major Henry Rathbone.

Self-consciously, Mrs. Lincoln whispered to her tall, sad-faced husband: "What will Miss Harris think of my hanging on to you?" And Lincoln said, with an affectionate smile, what were to be his last words on earth, "She won't think anything about it."

A shot rang out. His fingers clasp her jerked convulsively. His blood, spattered her dress.

The First Lady's agonized screams brought attention. Then she fainted.

When the President's unconscious body was carried to a house across the street and up to a back bedroom, she followed crying and wringing her hands. Throughout the night she would approach his bedside and cover his face with kisses, only to be overcome with hysterical grief.

He died the next morning.

For the next five weeks the grief-stricken widow, the most unpopular President's wife in U. S. history, stayed in the White House, too broken in mind and spirit to think about facing a cold, disapproving world and a host of importunate creditors.

But she finally did, stripping the White House of her clothes, jewels and gifts, and shipping them to Chicago for sale at auction.

For the next 17 years, until she died in a little upstairs room in the same Springfield, Ill., home from which she had been married, she existed in an illusory world of sorrow, sickness and wild hallucinations, tormented continually by fears of poverty and assassinations.

MRS. GARFIELD DRAVE  
Lucretia Rudolph Garfield, called Crete by her husband, was made of sterner stuff.

She was in Elberon, N. J., waiting for the President to join her for a seashore vacation when the news was brought that he had been shot at the Washington railroad station. She received the report quietly and hurried to his side.

For 11 heartbreaking weeks she nursed him day and night. Then, a little more than six months after his inauguration, he died, Sept. 19, 1881.

Mrs. Garfield returned to Ohio and devoted herself to seeing that their children—four boys and a girl—became the upstanding citizens that would have delighted his heart. They did: James became secretary of the interior in 1907, Harry was president of Williams College, his father's alma mater; Irving was a successful lawyer; Abraham a distinguished architect. Mary made a good marriage.

For herself to cherish through the years was that sentence that

President James Garfield had confided to his diary soon after the inauguration: "Crete grows up to every emergency with fine tact and faultless taste."

MRS. MCKINLEY DESOLATE

The other First Lady to be widowed by assassination was auburn-haired Ida Saxon McKinley, coddled all her married life by a doting husband. The deaths of her two little girls and her mother, all in the first five years of marriage, turned her into an invalid, subject to epileptic seizures.

William McKinley was eternally thoughtful and loving, and she, in turn, referred to him in her diary as "My Dearest."

When he was shot at the Pan-American Exposition in Buffalo, N. Y. on Sept.

6, 1901, McKinley's first thought was of her. He cautioned his secretary: "My wife—be careful, Cortelyou, how you tell her. Oh, be careful."

She was napping at the time, and the news was withheld from her for hours until her doctor was on hand. Reports say she was considerably affected. During the week McKinley seemed to be getting better. Then late Friday afternoon he asked for his wife. For a long time she sat beside him, with his arm around her, as his life drained away.

McKinley's bier traveled from services at Buffalo to rites in Washington and on to its resting place in Canton, Okla. The bereaved widow huddled in the last coach of the special train

and prayed that the Lord would take her with her Dearest Love. She died six years later and was laid to rest beside him at the McKinley Memorial.

At the President's funeral, the pastor in his address said: "The world knows that his whole life had run in this one groove of love. Her smile was more to him than the plaudits of the multitude and for greeting his acknowledgment of them must wait."

As the earth rotates, its crust ebbs and heaves to the pull of the moon and sun.

Plato, in the dialogue "Timaeus," placed Atlantis in the Atlantic Ocean beyond the Strait of Gibraltar.

A large New York newspaper uses the equivalent of the net annual growth from 6,000 acres of commercial forest land for a Sunday edition.

United States farmers paid about \$300 million in sales taxes in 1962.

United States farmers paid about \$300 million in sales taxes in 1962.

Give a Book For CHRISTMAS  
Christian Book Store  
110 E. THIRD

COWAN'S  
12th BIRTHDAY  
SALE  
YELLOW OR WHITE GOLD  
RING SETS  
\$27.50  
UP

COWAN'S  
12th BIRTHDAY  
SALE  
NOBELCO - ELECTRIC  
SHAVERS  
Reg. 24.95 \$12.95  
FLOATING HEAD  
Reg. 29.95 \$17.95



Doors Open  
8:00 a. m.

Christmas

# Dollar Days

The fruit of fashion is found at...

Gaston's  
POPULAR STORE

This is the year to decorate your home for Christmas. Enter the Chamber of Commerce Decoration Contest.

## Ladies Ready-To-Wear

80  
**SKIRTS & CULLOTTES**  
• JANTZEN  
• WHITE STAG  
• JAMES KENROB  
• DALTON  
• Beige • Blue • Green • Brown • Red  
FALL COLORS & PASTELS  
SIZE 8 TO 18  
**\$9.00** REG. 12.95 TO 19.95  
**\$12.00**

MATCHED  
**SWEATERS** **\$8.00** **\$11.00**  
Reg. 22.95 TO 39.95

30 Beautiful  
SEBASTIAN 2 Pc. Italian Knit  
**SUITS** Reg. 69.95 & 79.95 **\$50.00**  
Sizes 8 to 16

50  
**KNIT SUITS** **\$19.00** **\$49.50**  
AND  
**DRESSES**  
• DALTON  
• KENROB Reg. 25.95 TO 89.95  
\*Sebastian

85 COTTON  
**BLOUSES** **3.99**  
• White  
• Red  
• Prints  
Reg. 5.95 to 7.95

50 long sleeve  
OXFORD BLOUSES  
White  
Pink  
Reg. 5.95 **4.99**  
size 8 to 16

125 PR. "WHITE STAG"  
**SLIM JIMS** **\$6** **\$12**  
• WOOL  
• VELVETEEN Reg. 10.95 TO 17.95

## MEN'S DEPARTMENT

BOYS <b>SWEATERS</b> Reg. 6.98 to 11.98 <b>\$5 TO \$9</b>	ONE GROUP BOYS <b>Sport Shirts</b> <b>\$1.99</b>	MEN'S <b>Sport Coats</b> Val. to 30.00 <b>\$22.50</b> Val. to 40.00 <b>\$29.95</b>
--	--	---

**MEN'S SUITS**

WERE 39.95 45.00 to 50.00 55.00 to 60.00 65.00 to 70.00 75.00 one group	NOW 34.95 39.95 50.00 55.00 60.00
--	--

1 Group Men's <b>Dress Slacks</b> <b>REDUCED</b>	1 Group Men's <b>Winter Jackets</b> <b>REDUCED</b>	1 Group Men's <b>Sport Shirts</b> <b>\$2.99</b>
--	--	---

MANY MORE ITEMS THROUGH THE STORE GREATLY REDUCED FOR DOLLAR DAY

# SHOES

DISPLAYED ON TABLES...  
**FLATS - CASUALS**  
VALUES TO 11.95  
**5.00 & 6.00**

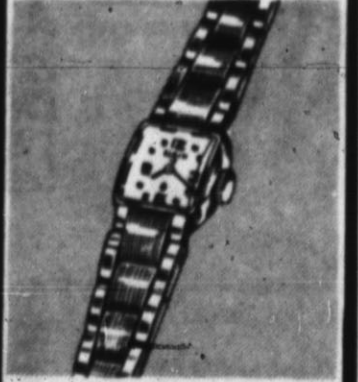
RACK  
**LADIES SHOES**  
Selected From Regular Stock  
**8.00** 2 PAIR **15.00**

LADIES  
**Dress Shoes**  
Val. To 21.95 **13.00**

GROUP  
**Flats**  
6.95  
**3.00**  
HANDBAGS

Christian Book Store  
110 E. Third

**CLOSING OUT**  
This and certain other models just in time for Christmas.



ELGIN FASCINATION. The gift she'll cherish forever. Fresh modern styling combined with unending security. This American made watch has the 19-jewel shock-resistant movement and Elgin's unbreakable mainspring. 140988

Buy this beautiful watch now for only **\$30.00** plus tax (while present stock lasts) at

**KESTER'S JEWELRY**  
Across from the Postoffice



### Cotton...

(Continued from Page 1)  
 Base 1964 allotment for Deaf Smith County has been set at 10,119 bales, according to the ASCS office.  
 With the mailing of allotment notices, producers having any questions on their acreage should contact their ASC Coun-

ty Committee as soon as possible, stated Bezner.  
 Polling places for the Dec. 10 cotton referendum are: Community A, Dawn School; Communities B and C, Driver's License Examiner's office, county courthouse; Communities D and E, Ford Community House.  
 Polls will be open from 8 a.m. to 6 p.m. Assisting in the election will be members of county home demonstration clubs.

In World War I helium filled barrage balloons protected the British North Sea Fleet.

Some nine million motor vehicles are licensed in West Germany.

**Get Your Gift Wrappings at Christian Book Store**  
 110 E. THIRD

**COWAN'S 12th BIRTHDAY SALE**  
 52 PC. SET 1847  
 ROGERS DAFFODIL  
 79.50 value  
**\$19.95**



**OFFICERS WERE NAMED** Friday night for Deaf Smith County Wheat Growers Association. From left to right are Frank Zinser Jr., vice-president; Andrew Kershen, president, and Clinton Jackson, secretary-treasurer. The organization went on record as favoring a volunteer wheat certificate plan (see story on Page 1), with a 70-cent "guarantee". (Staff Photo)

## Congratulations

### Lankford's

## OPEN HOUSE

Plains Insurance Agency  
 Since 1926  
 Jno. H. Patton W. H. Patton  
 Robert Lemons

The Maya Indians of Chichen Itza played a ball game in which the ball had to be driven into goals. These were ornately carved stone rings with 18-inch holes set into the walls 24-feet above the court.

United States farmers paid \$375 million in taxes on motor fuels in 1962.

**Gifts For CHRISTMAS**  
**Christian Book Store**  
 110 E. THIRD

**COWAN'S 12th BIRTHDAY SALE**  
 LARGE SELECTION  
 WATCH BANDS  
 1/2 OFF



**We Have A Few Late Model Pickups With A Price Just For You! For Those People Who Like More Room We Have Passenger Cars Priced From \$85 To \$3,000**

**These Prices Can Fit Your Pocket So Come In And Look At Them Milburn Motor Co.**

225 N. SAMPSON EM 4-0077



**AS GUESTS OF HEREFORD** business houses, biggest sleigh Saturday, Dec. 14. Free tickets children here will be given an opportunity can be obtained from business firms. (See again this year to ride in the world's story on Page One.)

**Christmas**  
 (Continued from Page 1)  
 Entries must be received at the Chamber of Commerce of-

**Religious Christmas Cards**  
**Christian Book Store**  
 110 E. THIRD

**COWAN'S 12th BIRTHDAY SALE**  
 BUXTON OR MEEKER LADIES & GENTS  
**BILLFOLDS**  
 NAME IN GOLD FREE

rice not later than 5 p.m. Thursday, Dec. 19. First place winners in each category will receive \$30, second place \$15, and a grand prize of \$50 will be given. Homes will be judged only in the category in which they are entered, the co-chairmen explained. Grand prize winner will be chosen from one of the four top-place category winners, and second winner in that category will be moved to first and third place to second.

### Hear Program On 'Art In Your Life'

Mrs. Don Baugous, Mrs. Robert Hickman, and Mrs. Glenn Watts presented the program, "Art in your Life," for members of Veleda Study Club at their meeting Nov. 26 in the home of Mrs. Charles Hoover. Mrs. Baugous compared different types of art to matching types of music, with a background of musical selections recorded by her husband. She also showed samples of art by the great masters to illustrate her discussion. Mrs. Hickman displayed some of her oil paintings. She used an unfinished canvas to demonstrate the steps in painting a picture and explained that she prefers to paint reproductions rather than original pictures because of the challenge presented by the reproductions. In her discussion of art hobbies, Mrs. Watts noted that the work should most of all be enjoyable, but that it can also be profitable. She stressed the fact that anyone can develop an ability to do an artistic hobby. She displayed some of her painted art productions in plaster. The business meeting was conducted by Mrs. Dale Barkley. A needy Hereford family was selected for adoption by the club, which will present them Christmas dinner, clothing, and gifts. Members were reminded of the Christmas party Dec. 10 in the home of Mrs. Hugh Clearman. Members present were Mrs. Barkley, Mrs. Baugous, Mrs. L. J. Clark, Mrs. Hugh Clearman, Mrs. Hoover, Mrs. J. R. Oglesby, Mrs. George Olson, Mrs. George Ritter, Mrs. Emmett Solomon, and Mrs. Robert Willmot. Mrs. Edward Williamson was a visitor.

**Little's**  
 237 MAIN ST. HEREFORD, TEXAS

**Christmas Dollar Day**

**DRESSES**  
 Early Fall and Mid-season  
 Included are cottons, blends and all wools

**1/3 TO 1/2 OFF**

**Sportswear**  
 Group Broken sizes  
 Skirts Pants  
 Cottons  
 Blends  
 Woolens  
**1/3 OFF**

**Hats**  
 One Group  
**1/2 Price**

**GIFT SUGGESTIONS**  
 Estee Lauder  
 Cosmetics  
 Cologne by Don Loper

**SEARS**  
 ROEBUCK AND CO.

**3 DAY Yellow Tag SALE**

**LARGE GROUP FLOOR DISPLAYS**

**1/4 TO 1/2 OFF**

Sale Includes:  
 Appliances Toys Luggage  
 Fishing Equipment Cook Ware  
 Piece Goods Tires Camera Equipment  
 Power Tools Christmas Decorations

**Look for the Yellow Tags To Fill Your Christmas Needs**

**SEARS Hereford**  
 421 N. Main 9:00 - 5:30  
 EM 4-3854  
 Tax and Small Shpg. Chgs. added

**Where?** 900 Lee

**What?** Bill Hromas' new building occupied by Lankford's Flowers of Distinction

**Why?** They're having Open House today and we'd like for you to attend and inspect this new building for which we applied the roof.

**Leaway ROOFING CO.**  
 Let us worry about your OVERHEAD  
 EM 4-1280

**BIG NEWS**

Open House At 900 Lee Today!

Bill Hromas is to be congratulated for this ultra modern addition to Hereford... And you will be enchanted by the displays of its occupant...

**Lankford's Flowers**  
 We are proud to have done the plumbing in this new building.

**Nelson's Plumbing & Heating**  
 710 W. 1st EM 4-3868



Play  
OUR NEW  
GAME



# BIG-DO

(DOUGH)

## FREE! FREE!

HUNDREDS OF DOLLARS WILL BE GIVEN AWAY

- ★ Game Number Two - Orange Card
- ★ Each Game Lasts Approximately One Week
- ★ Winner of each game receives \$ 100 CASH
- ★ Only One Grand Prize Per Family

GET YOUR FREE "BIG-DO" CARD *Today*  
NO OBLIGATION-NO PURCHASE REQUIRED  
GET COMPLETE DETAILS AT  
**COOPER'S**

**BEEF ENCHILADAS**

Patio  
Frozen  
24 oz.

**59¢**

**BATHROOM TISSUE**

DELSEY  
4 Roll Pack

**45¢**

**MARYLAND CLUB COFFEE**

lb. Can

**59¢**

**FLOUR**

GOLD MEDAL  
5 lb. Bag

**49¢**

**SHORTENING**

SHURFINE  
3 lb. Can

**59¢**

Shop our complete line of Corning Ware at Special Prices!

Corning Ware Sauce Pan	1 Qt.	\$3.49
Corning Ware 9 Cup Perculator		\$9.95
Corning Ware Electric Perculator		\$25.95
Corning Ware Electric Skillet		\$25.95
Corning Ware Tea Pot		\$5.75

Plus Many More Pieces Not Listed

**WELCHADE**

GRAPE  
DRINK  
Qt. Can

**29¢**

DUNCAN HINES Brownie Mix Box 39c	TALL CAN Carnation Milk 3 for 39c	MORTONS FROZEN Biscuits PKG. 19c
LIBBYS Bartlett Pears 303 Can 3 for 79c	SHURFINE 303 Can Applesauce 2 for 29c	ASSORTED FLAVORS Jello 3 for 29c
HUNTS Tomato Sauce 8 oz. 3 for 29c	LIBBYS - GARDEN Sweet Peas 303 Can 5 for \$1	ROSDALE CUT Green Beans 303 CAN 3 for 49c
14 oz. AEROSOL CAN Prestone De-Icer 49c	Alberto Rinse-A-Way Reg. \$1.00 79c	BAMA Apple Butter 3 lb. JAR 59c

Alka Seltzer Reg. 59¢ 49c
LIQUID Ajax Cleanser 28 oz. 55c
DETERGENT Liquid Vel 22 oz. 59c
Dry-Normal-Oily Choice Soap 2 for 39c



**PORK CHOPS**



FIRST  
CUTS

**39¢**

Center  
Cuts lb. 59c

Bologna

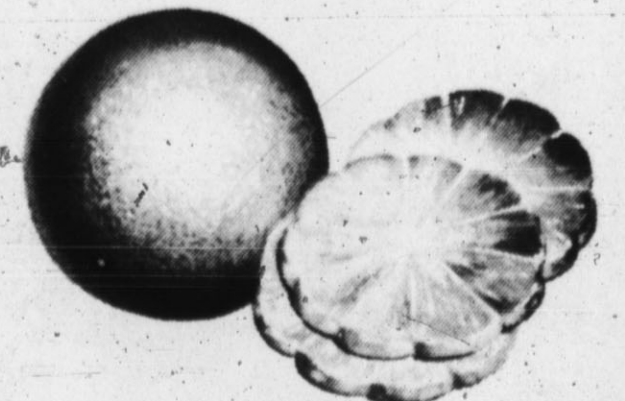
All Meat lb. 39c

Ground Beef Lean, Fresh, lb. 45c

**ORANGES**

SUNKIST  
NAVEL

**19¢**



Tangerines Lg. Juicy - lb. 17c

Sunkist Lemons lb. 15c

# COOPER'S

Mr. and Mrs. Bill Lankford  
cordially invite you to attend their  
Formal Opening and Christmas Gift Show  
Lankford's - Flowers of Distinction  
900 Lee Street Hereford, Texas  
Sunday, December 1, 1963-2:00 to 6:00 P.M.

# From Thanksgiving To Christmas

RENEE RUSSELL AND HER MOTHER, Mrs. L. B. Russell, remove the Thanksgiving decorations to make way for all the Christmas trimmings. The transition from the quiet day of Thanksgiving to preparations for Christmas is an exciting time for the Russells.

Renee, her parents, and her brother, Bill, look forward to the return of the twin sisters, Mary and Martha, from college for the joyous Christmas season. The Russells live at 211 Park Avenue.

Photo by Gardner Collins





Engaged Miss Antoinetta Lea Parker (Personal Photo)



Engaged Miss Betty Jean Thomas (Personal Photo)

**Engagements.....**

**PLAN LATE DECEMBER WEDDING**  
Mr. and Mrs. Clyde Thomas, 309 Grand, announce the engagement of their daughter, Betty Jean, to Gary Price, son of Mr. and Mrs. R. G. Price, Route 4.

Miss Thomas is a senior at Hereford High School. Her fiancé, a graduate of Moriarity, N.M. High School, is engaged in farming. A late December wedding is planned.

**CATHOLIC CEREMONY PLANNED**

Miss Antoinetta Lea Parker and Joe Mack Hale will exchange wedding vows Dec. 28 in Saint Anthony's Catholic Church. The engagement and wedding plans have been announced by the parents of the bride-to-be, Mr. and Mrs. Carl Moseley, 107 Catalpa.

Both Miss Parker and her fiancé are 1962 graduates of Hereford High School. She attended West Texas State University and is presently with Shamrock Oil and Gas Corporation, Amarillo.

Parents of the prospective bridegroom are Mr. and Mrs. J. H. Hale, 310 Avenue C. He is a student at West Texas State University and a member of Kappa Alpha Order.

**Look Who's New!**

Mr. and Mrs. Carmen Jesse DeLeon Sr. are the parents of a son Carmen Jesse Jr., born Nov. 26 at 1:29 p.m. He weighed 5 pounds and 9 1/2 ounces.

Mr. and Mrs. James Stanford Bennett are the parents of a son, Gary Leon, born Nov. 26 at 11:54 p.m. He weighed 5 pounds and 10 ounces.

Mr. and Mrs. Mark Anthony Koenig are the parents of a son, Allan Eugene, born Nov. 28 at 1:56 p.m. He weighed 10 pounds and 10 ounces.

Mr. and Mrs. José DeLaCruz are the parents of a daughter, Graciela Rebeca, born Nov. 28 at 3:10 p.m. She weighed 8 pounds and 9 ounces.

Hogs need adequate amounts of water during the winter or they will limit their intake of feed.

(Read the Classified Ads)

**COWAN'S**  
12th BIRTHDAY SALE  
PEARL JADE  
HEMATITE DIAMOND  
PENDANTS  
\$1.25 and up \$12.95 and up



**"POOL YOUR NEEDS"**  
• Home • Auto • Fire  
• Casualty • Bonds  
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We Represent  
Business Men's Assurance  
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**FAMOUS BRANDS SALE**

<p>DEL MONTE <b>PEAS</b> SAVE 15c 5 No. 303 Cans \$1.00</p>	<p>GARDEN SIDE <b>BEANS</b> CUT GREEN BEANS 8 No. 303 Cans \$1.00</p>	<p>SEA TRADER <b>TUNA</b> CHUNK TUNA SAVE 24c 4 6 oz. Cans \$1.00</p>	<p><b>SAFEWAY</b> TOMATO SAUCE HUNT'S SAVE 11c 10 8 oz. Cans \$1.00</p>
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Prices Good Thru Wed., Dec. 4 in Hereford.

Hunt's Tomato  
**CATSUP**  
SAVE 26c  
6 14 oz. Bil. \$1.00

Breakfast Gems  
**GRADE 'A' EGGS**  
GRADE "A"  
Medium Size — DOZ. 39¢

Lucerne  
**CANNED MILK**  
SAVE 8c ON MILK  
8 Tall Cans \$1.00

Highway & Kounty  
**CANNED CORN**  
WHOLE KERNEL CORN  
8 12 oz. Cans \$1.00

Piedmont  
**DRESSING**  
PIEDMONT SALAD DRESSING  
Qt. Jar 29¢

**MIX or MATCH**  
Bel Air Peaches, Brussel Sprouts,  
Chopped Broccoli, Cut Corn or  
Succotash — Stock Your Freezer  
BEL AIR FROZEN VEGETABLES  
5 Pkgs. \$1.00

**Life Book** Of Christmas Hi-Fi Record or Christmas Book ea. \$1.49  
**Margarine** Meadowlake 1 lb. Pkg. 23¢  
**Trend Dry** Safeway Price Gt. Pkg. 49¢  
**Trend Liquid** 22 oz. Btl. 49¢  
**Oxydol Detergent** Gt. Box 81¢  
**Ivory Snow** Reg. Size 35¢  
**Rinse Away** Bottle or Tube Ea. 1.00  
**Hair Spray** ADORN Ea. 1.50 \$15c Tax

**COCKTAIL PEACHES SPINACH TOMATOES**

TOWN HOUSE Fruit Cocktail  
SAVE 25c  
5 No. 303 Cans \$1.00

HIGHWAY Halves or Sliced  
SAVE 8c  
4 No. 2 1/2 Cans \$1.00

DEL MONTE Young Tender Leafs  
SAVE 11c  
7 No. 303 Cans \$1.00

HUNT'S Canned Tomatoes  
SAVE 26c  
6 No. 300 Cans \$1.00

VAN CAMP  
**PORK & BEANS**  
SAVE 16c  
8 No. 300 Cans \$1.00

WHITE MAGIC  
**DETERGENT**  
SAVE 18c ON DETERGENT  
2 Gt. Pkgs. \$1.00

*Safeway Meats Saves You More!*

**BACON**  
WRIGHT'S HICKORY SMOKED SLAB BACON  
LB. 39¢



**GROUND BEEF**

Ground Fresh Daily  
3 lbs. \$1.00

Chuck Roast USDA Choice Aged Mature Beef lb. 55¢  
Chili Wright's 1 lb. Brick — lb. 39¢  
Sausage Virginia Reel — lb. 55¢

**Round Steak** USDA Choice Aged Mature Beef lb. 89¢  
**Sirloin Steak** USDA Choice Aged Mature Beef lb. 98¢  
**T-Bone Steak** USDA Choice Aged Mature Beef lb. 98¢

**Peanut Butter**

REAL ROAST 3 lb. Jar \$1.00

**White Flour**

KITCHEN CRAFT 5 lb. Bag 45¢

**Deluxe Toys**

Laway These Christmas Toys Now at SAFEWAY

**SAFEWAY**  
We Reserve the Right to Limit Quantities

**DELICIOUS APPLES**

Washington State Extra Fancy Red Delicious  
2:29¢

Hereford Grown Clip Top Turnips lb. 8¢  
California Clip-Top Carrots 1 lb. Pkg. 15¢  
Colorado Yellow Onions 2 lbs. 25¢  
Florida Ruby Red Grapefruit 2 lbs. 29¢

**DOUBLE GUNN BROS. STAMPS**  
Wednesdays With \$2.50 Purchase or More

CHUNK TUNA Star Kist No. 1/2 Can 37¢  
Chicken of The Sea No. 1/2 Can 37¢

### 300 To Attend Lions' Dinner

Three-hundred persons are expected to attend next Tuesday night's 35th anniversary and Christmas Party of Hereford Lions club when Chester H. Lauck, Houston, is to be the speaker, says J. F. Martin, Lions President. Lauck, who is now an executive assistant with Continental Oil Co., is best known for his portrayal of Lum on the radio show, "Lum and Abner."



Chester H. Lauck  
... as he appeared as "Lum"

The dinner, slated for 7:30 p. m., will be held at the senior high cafeteria, and will have J. W. Robinson Jr. as master of ceremonies. Special entertainment will be provided by the well-known quartet, Phil Originals from Phillips.

Group singing is to be led by Ben Gollehon, and Jim Robinson will give the pledge to the flag and Jesse Stanford the invocation. J. F. Martin is to give the welcome and D. D. Zimmerman will introduce guests. Zimmerman is International Counselor for Lions.

A feature of the program will be presentation of charter members. Dinner music will be played on the organ by Ray Martin. Lauck has been retired from show business for seven years, but he believes good "programming" could bring back radio since "it still has a lot to offer that television doesn't," the former portrayal of the backwoods Arkansas storekeeper says.

"In radio, a listener can exercise his own imagination, visualize places and characters as he would like to see them," said Lauck. "But with television, there it is... right before you. Maybe that's why TV turns up talent so fast."

Asked whether he misses the entertainment world, Lauck says he's "too busy."

"Actually," he added, "I'm still in it in a way."

Lauck says he enjoys the oil business and that there is plenty of romance and adventure in it. He believes it's less confining. He enjoys meeting people and visiting parts of the country he's never seen before.

"Never having come in contact with audiences while in radio, I'm now taking bows for the work I did for 25 years," he mused.

Lauck's career started in Arkansas in 1938. That year he and his boyhood buddy in Menard, Ark., Norris Goff, hit upon the country store characters and gave them a try on a Hot Springs radio station. Encouraged by fan mail, they went to Chicago, where a big sponsor grabbed their show immediately.

"Thinking it would only last a

### School Menu

- Elementary Cafeteria**  
**Monday**— Spanish rice, buttered corn, tossed green salad, applesauce cake, rolls, butter and milk.  
**Tuesday**— Fried chicken with gravy, mashed potatoes, slice of tomato, apricot cobbler, rolls, butter and milk.  
**Wednesday**— Chili with beans, buttered spinach, cole slaw, chocolate cake, cornbread, butter and milk.  
**Thursday**— Hamburgers, black-eyed peas, lettuce, tomato, pickles, onions, apple crisp and milk.  
**Friday**— Macaroni and cheese, English peas, carrot sticks, cookies, jello with fruit rolls, butter and milk.
- Junior-Senior Cafeteria**  
**Monday**— Spanish rice, hot tamales, buttered potatoes, whole kernel corn, tossed green salad, applesauce cake, rolls, butter and milk.  
**Tuesday**— Fried chicken, roast beef with gravy, mashed potatoes, green beans, slice of tomato, apricot cobbler, rolls, butter and milk.  
**Wednesday**— Chili with beans,

### Social Calendar

- Tuesday, Dec. 3  
 La Plata Study Club will meet with Mrs. Chisholm. A program on the West Indies will be presented by Mrs. Schroeter.  
 Xi Epsilon Alpha Chapter of Beta Sigma Phi will have a program on "Understanding Art," presented by Mrs. Baugous and Mrs. Cramer. Hostesses will be Mrs. Stipe and Mrs. Wade. Thursday, Dec. 5  
 Wyche Home Demonstration Club will meet with Mrs. L. B.

Worhan, for their Christmas program.  
 Hereford Study Club will have a Christmas dinner meeting at the Flame Room, Pioneer Natural Gas Company, at 7:15 p.m. Husbands of the members will be guests.  
 Bay View Study Club will meet in the home of Mrs. Ansel McDowell. Mrs. Bruce Burney will discuss the history of Wichita Falls State Hospital, and Mrs. A. M. Jones will present "A Christmas Story." Friday, Dec. 6  
 Garden Beautiful Club will have a Christmas Placement Show, with the theme, "Christmas Spirit." Hostesses are Mrs. McDowell and Mrs. Newton.

**COWAN'S**  
 12th BIRTHDAY  
 SALE  
 LARGE SELECTION  
 WATCH BANDS  
 1/2 OFF

# December DOLLAR DAYS



December

# DOLLAR DAYS

**Ladies' 100% Nylon SATINETTE BRIEFS**

Dainty 100% nylon tricot satinette briefs will capture her fancy with rows of lace and tiny ribbon rosettes. In white, red, beige and black. Sizes 5-8.

3 PAIR TO A BOX

2 BOXES \$5

**First Quality—Seamless NYLON HOSE**

Sheer, 400 needle seamless stockings of 15 denier nylon yarn. Fashioned in conventional knit for longer wear. Popular tan beige shade. Sizes 8 1/2-11. Christmas boxed.

3 PR. 2.50

**Men's Handsome Dress GLOVES**

Slip-on style, expertly made of fine quality vinyl, fully lined. Choose from black or grey. Sizes medium or large. Always an ideal gift.

\$1 PER PAIR

**Ladies' Luxurious Nylon GOWN & ROBE SET**

40 denier nylon tricot sleeveless gown with nylon satin and embroidery trim neck. Matching robe is styled with quarter length puff sleeves and fashioned in 15 denier nylon. Each set individually gift boxed. Regular 5.95 value, you save 95¢.

• White • Pink • Blue  
 • Sizes 32 to 40

\$5 PER SET

**Present Perfect... Soft and Pretty Robe...**

Ladies' soft, smooth 100% Orlon acrylic pile in lovely colors of Raspberry, Blueberry or Butter. Solid color tricot lining, stand-up cordigan neckline, pom-pom button trim. Beautifully tailored and detailed. Elegant and warm. Sizes: 8 to 18.

\$10

**Ladies' Pretty Printed OVER-BLOUSE**  
 And Solid Colors CAPRIS

Coordinated Colors in Candy Pink or Turquoise

\$5 EACH

Luxuriously tailored over-blouse of fine smooth printed Estron. Long sleeves, basic turn back collar. Sizes 30 to 38.

Solid color capris of 80% Rayon and 20% Silk. Fully lined, side zip. Sizes 8 to 18. Each a regular 5.95 value, you save 1.95 on the set.

**Smart Cardigan Style LAMINATED JACKET**

For Men and Young Men

• Black/White  
 • Blue/White  
 • Brown/White

\$10

80% Acetate, 20% nylon knit fabric laminated to Polyurethane foam. Vertical striped front with solid color sleeve, back and pocket trim. 2-button adjustable cuff, full 28 inches long. Save 2.95, regular 12.95 value.

**Men's Long Sleeve SPORT SHIRTS**

INDIVIDUALLY GIFT BOXED

\$4 EA.

A select group of fine fabrics in solid, prints and embroideries. 2 novelty trimmed pockets, regular two-way collar. Individually gift boxed with card attached. Sizes S-M-L-XL. Sale priced for dollar days only.

**Look at this! Men's Fine Quality WHITE DRESS SHIRTS**

• White-Pima Cotton  
 • White on White  
 • Dacron Polyester and Cotton

• Gift Boxed

2 FOR 7.50

Choose from regular or tab collar styles, convertible cuffs from regular to french style. Tapered body for perfect fit. Sizes 14 1/2 to 16, sleeve lengths 32 to 34. Two pockets. Every shirt masterfully made.

**Special Dollar Day Feature BETTER FABRICS**

Chosen from full bolts of combed cotton prints, woven fabrics, solid or printed oxford cloths, sportswear fabrics, gingham checks, cotton broadcloth and many others. Sale priced.

2 YARDS \$1

**Women's and Misses' STRETCH ROOM SOCKS**

Full foam cushioned sole. Jewel trimmed to compliment the colors in white, black, pink, blue, royal and red. One size fits ladies 5-9, misses 9-12.

\$1 PAIR

**Men's 2-Piece Luggage Set**

Durable Magna-Lite

35.00 set

2-piece set constructed to give a long service. Three-suitcase case, extremely strong and durable, contains separator and leather straps, 3 hangers and suit followers. Size 27 1/2 x 19 x 12. Companion case, rayon fabric lined, has separator and leather straps, aluminum tongue and groove closure. Size 21 1/2 x 16 1/2 x 7 1/2. Charcoal Grey, Brown.

couple of years, we merely took a leave of absence from our jobs in Arkansas," recalled Lauck. "We were more amazed than anyone when it went on a quarter of a century."

Lum and Abner were continuously on the air until 1964, when they closed their mythical Jot 'Em Down Store. During their 25 years on radio, they always projected the same casual air.

### Bayne Explains City Government To Dawn 4-H

Dudley Bayne explained the functions of the city manager and city commissioners at the meeting of the Dawn Boys 4-H club Monday, Nov. 25. Hosts for the meeting were Stephen Hoffman and his parents. The meeting was in the Dawn School House.

It was suggested by Jack Thomas that the club appoint a money-raising committee. The motion passed.

Mrs. Earl Plank handed out certificates for accomplishments on town and country business.

It was suggested by Mrs. H. H. Miller that the club have a called meeting next Monday.

Talks were given by Gerald Witkowski and Mike Engler on "Speak Up" material from a 4-H leaflet.

Jon David Miller and Stephen McAndrews gave speeches on citizenship.

Leaders present for the meeting were Mrs. Miller and Mrs. Plank.

Members present were Tommy Betzen, Mike English, Ricky and Glen Poland, Mike Engler, Dion and Jon David Miller, Kevin, Stephen, and Neil McAndrews, Jack Thomas, Stephen Hoffman, and Gerald Witkowski.

Guests present were Sergio Bravo, Earl Plank, Mr. and Mrs. Lefty Thomas, Mrs. English, Clarence Betzen, Leo Witkowski, Dudley Bayne, Mrs. Tony Hoffman, Jim McAndrews, and Jamey McAndrews.

### Westway Club Meets Nov. 28

A prayer for our nation, led by Mrs. Bess Werner, opened the Nov. 28 meeting of Westway Home Demonstration Club. Mrs. Joe Wagoner, president, then read an editorial in memory of the late President Kennedy.

A program on window treatment was presented by Mrs. Draper. After naming the various purposes of draperies, curtains, and other window coverings, she listed several things which should be remembered in choosing lengths, materials, and colors. For the amount of material to buy to make draperies, she recommended 2 1/3 times the width of the window to be covered.

Mrs. Albert Lamb was hostess for the meeting. Others present were Mrs. Kenneth Rudd, Mrs. Benton Bolln, Mrs. J. B. Odom, Mrs. Donald Douglas, Mrs. Werner, Mrs. Paul Rudd, Mrs. R. W. Mitchell, Mrs. Sammy Bolln, Mrs. Homer Rudd, Mrs. David Seal, Mrs. George Turrentine, Mrs. Wagoner, and Mrs. Joe Landers.

The next meeting will be a Christmas social in the home of Mrs. Joe Wagoner on Dec. 18 at 2:30 p.m.

**COWAN'S**  
 12th BIRTHDAY SALE  
 SHAVERS  
 Reg. 24.95 \$12.95  
 \$29.95 \$17.95

**A WORLD OF MEDICINE IN ONE STORE...**

"MORA SOMNI"  
 THESE WORDS APPEAR ON YOUR PRESCRIPTIONS...  
 your druggist must know that they mean "at bedtime"... must give you your doctor's exact directions to maintain the high standards you demand.  
**MCDOWELL DRUG**  
 EM 4-1313

**Sulfuric Acid....**  
 THE SOIL CONDITIONER THAT WILL ASSURE YOU OF GREATER YIELDS AT HARVEST TIME ON ALL CROPS DIRECT APPLICATION or APPLIED IN THE WATER  
*Lyle Blanton of Hereford, Inc.*  
 EAST HWY. 60 EM 4-0221

# THE SUNDAY BRAND Editorials

Page Four The Sunday Brand, Hereford, Texas, Sunday, Dec. 1, 1963

## "Modern Atlas"

## Panhandle Paragraphs

### New President Faces Unlimited Opportunity

"Stunned," "groping," "bewildered." No other three words in the English language could better describe a remorse-filled people as they emerge from the shock of losing a brilliant president. As we do gradually take heart once again, and survey the future, it becomes imperative that we carefully survey the assets and probabilities of our new leader. . . . for in his hands rests the fate of the United States — and the cause of freedom throughout the world.

Probably no other president in the history of our nation has ever assumed duties of the office to face greater opportunity — or greater challenge — than did Lyndon Baines Johnson last week. Let us also note that very few presidents who accepted the post have possessed the background, the "know-how" and the encouragement accorded President Johnson.

Foremost in President Johnson's long list of assets will be found a new word on the American front: "Solidarity." Not even Franklin D. Roosevelt enjoyed the general spirit of cooperation from both Democrats and Republicans which has been extended to our new leader. This is inherited in some measure due to the manner in which John Kennedy was assassinated, and it was earned in other areas when President Johnson, as Senate Majority Leader, worked with President Eisenhower and Sam Rayburn, always placing the welfare of the nation far out ahead of the wants and demands of their own party. Certainly Truman, Eisenhower or Kennedy possessed no abundance of national solidarity in public opinion to compare with that of Mr. Johnson.

Comparing the late, President Kennedy with President Johnson, there is as much difference as the proverbial "daylight and dark"; the Texas drawl and the clipped Boston accent may well speak the gulf between the personalities of the two men. President Kennedy, definitely a member of the intelligentsia, was a deep thinker . . . a planner who based many of his conclusions on ideals. President Johnson, on the other hand, may well be classified as a "doer" — a man from the masses; one who has learned most of his lessons from the school of "hard knocks" . . . a man who fights long and hard for things he considers worthwhile; a man who also knows when to strike, and how to make every stroke count most. What's more, should the occasion demand, President Johnson can be as ruthless as his enemies.

Considering the fact that he has indicated a policy of following the well-charted path which Mr. Kennedy had marked in detail, it is entirely possible that the combined abilities of these two great leaders may well write new destiny for America . . . and for the world.

President Johnson, unlike Mr. Kennedy and other elected presidents, has the added advantage of moving into the White House without a host of promises and campaign pledges. He can work for the future of the country in the manner he considers best and most efficient, even without the "strings" of promised appointments to those who under other circumstances might have made his election possible.

President Johnson is further blessed with an ideal situation regarding internal politics. Not even the most severe critic would at this time wish to lay hands on President

Kennedy and his administration and Mr. Johnson, just getting his feet on the ground, will not have sufficient record as chief administrator to criticize. Already, several leading Republicans have cancelled appearances for these very reasons. As things now stand, he is probably in a position for re-election seldom achieved in national politics.

Widely known on an international basis, President Johnson has already been accorded far more respect than enjoyed by many presidents after one or two terms, thanks to his willingness to serve, and to the foresight previously exercised by Mr. Kennedy. In many respects, this could be classified as his second greatest asset on the day he ascended to the highest office in the world and, once again, it reflects the outstanding achievement possible through combining the better qualities of both leaders.

We do not mean to say that President Johnson has no enemies, for he has many. We do not mean to say that he will make no mistakes, because he will make many. All things considered, however, it seems to us that he is afforded with a rareness of opportunity possibly never enjoyed by an incoming President of the United States, and certainly his position today is tremendously advantageous over that which he would have faced had he been nominated in San Francisco and subsequently elected in 1960.

Today, brought closer together by tragedy, many Texans, including scores in Deaf Smith county, who opposed LBJ in his race for vice-president are now solidly behind this man who has had untold responsibility thrust upon him. These people instinctively realize that while we have lost a great leader we have, at the same time, gained another; a man who, though direct in contrast, may well spread the ideals of freedom and peace throughout the world.

What more could we ask in this season of Thanksgiving 1963?

### Parking Is Still No. 1 Problem

What is Hereford going to do about its No. 1 problem — "Downtown Parking?"

You probably know the answer as well as anyone else, and this is especially true if your conclusion is: "Nothing at all." Such at least has been the experience of most towns and cities when confronted with the same problem. We might even add that the only reason this particular question ever got any serious consideration came as a result of efforts toward establishing shopping centers here during the past year.

What is happening in Hereford today has already happened in many growing towns in West Texas. In the smaller cities, such as Clovis and Plainview, the establishment of shopping centers has created a crisis among downtown merchants. In larger cities, such as Amarillo and Lubbock, many downtown merchants have been able to survive because of huge populations and tremendous trade territories. Our problem, without question, is highly comparable to that of the smaller cities.

In this part of the country at least, no town seems to have awakened to the situation before it was too late, which brings up the question of what might or might not be done for the overall welfare of the community.

The shopping center, by its very inception and success, disproves the old theory that people like to shop in cities. On the contrary, the city dweller seems to prefer shopping center. Hereford, like most other towns this size, is really not different from any large shopping center in the service it has to offer — other than adequate parking space. In fact, we might well conclude that it has more to offer than most of the shopping centers we see in Amarillo and Lubbock.

Would parking space make the difference? Frankly, we doubt if anyone could answer this question conclusively. We do know, however, that should one or more shopping centers be constructed here the downtown merchants would be in a much more highly competitive position with parking space than without it. We also know that three elements interested in continued prosperity of some 200 business firms are the owners of those firms, their landlords, and those who derive taxes from the properties and the facilities of the businesses. It seems to us that these are the people who, if any, should carefully consider all possibilities centering around the best possible solution to the downtown parking problem.

Meanwhile, we have heard a lot of talk about the merits and demerits of shopping centers. We feel sure that one will be established here when it is practical and profitable — and we all welcome and support this growth and progress in the belief that improved facilities will bring new business into the community.

Unfortunately, as things now stand, we



### TEXAN IN WASHINGTON

## 'Unique' Is The Word For Jones' Opinions

WASHINGTON (AP) — Chief Judge Marvin Jones of the U.S. Court of Claims, a Texas Congressman from 1917 to 1940, demonstrates a pungent wit in the judicial opinions he renders.

The American Bar Journal's November issue carries a special article reviewing some of the more fascinating observations of this learned 78-year-old Tex-

an whose broad experience includes services as Food Administrator during World War II.

Here are a few: In a 1962 case Jones dealt with the claim of a navy officer for allowance for support of his mother after it had been turned down by the General Accounting Office.

Jones, whose mother died in

Amarillo two years ago at the age of 102, said in his opinion: "We are persuaded to believe that those who made the decision in question were so busy in handling innumerable cases, that they did not have time to stop and face life's realities, but treated this as a routine incident. That is one of the tragedies of a crowded life."

"If this is not true, and they really took time to analyze the circumstances and still adhered to their decision, they need to take time out to lean against a haystack, chew a straw and indulge in a half hour of meditation and see if they cannot find some substance to the human equation which is always present in all the affairs of life."

In another decision, which brought Jones widespread recognition, he ruled on a case entitled "The ubiquitous Jeep, what it is?"

"The case was one in which the Union Pacific Railroad sued the government. In his opening statement, Jones said: "The Jeep, having been everywhere else, is now in court."

He held that the wartime jeep was a passenger vehicle, not a freight vehicle, and thus subject to a certain rate, even though the jeep "did much hauling." It primarily was a passenger vehicle and should be hauled under that freight rate, he said in his decision.

"I have seen my father haul everything from ploughshares to a crosscut saw in a buggy," he added, "but that hardly made the buggy a freight vehicle."

Jones, is no defender of bureaucracy, notwithstanding his long years of service in Washington.

In the latter connection he approved a claim arising out of the taking of crushed rock which had been turned down by one government agency and used by another.

"The government's position is somewhat similar to that of the boy who, entering a restaurant, ordered a piece of apple pie," he wrote.

"After it was placed on the counter before him he, boy-like, changed his mind and told the proprietor he would like to trade (Continued on Page 5)

### TELEPHONE RATE BOOST APPROVED

A series of rate boosts for General Telephone service, tied to extended area service to Whitharral and Bula, got approval of the Littlefield City Council and closed three months of negotiation. The raise, as approved, put the increased charges for new area service on business extension telephones more than primary lines. The first three stages — to pay for Whitharral service due in perhaps 90 days — will increase business extension telephone monthly rates by 25 cents; the primary telephone rate by only five cents a month. The plan calls for the tie-in of Whitharral and Bula on extended area service, additional area service to subscribers in an approximate five mile radius of Littlefield, and a direct line to the municipal airport.

COUNTY WIDE NEWS (Littlefield)

### AREA BEET ACRE HIKE ASKED

Representatives from High Plains Sugar Beet Growers Association were in Denver, Colo., Monday conferring with officials of Great Western Sugar Beet Company on details of next year's acreage. Melvin McReynolds, manager of Olton Chamber of Commerce and Agriculture, was among a group of 18 area men who attended the meeting. "Our purpose," said McReynolds, "was to try to promote an increase in sugar beet acreage for next year." The five-county makeup of High Plains growers includes Floydada, Idalou, Tulia, Plainview, and Olton. Each of the towns had a representative at the conference. Beet farmers and officials in this five-county area were confident that the 1964 acreage will be substantially expanded by Great Western.

### THE OLTON ENTERPRISE

### SCHOOL CONSTRUCTION CONTRACT LET

Work will begin immediately on the new Gruber High School and improvements on other parts of the school plant. The contract was let Tuesday to Doyle Construction Co. of Amarillo. Doyle not only came in with the low bid of \$459,770 but also with the lowest number of work days in the middle of August next year. It may take a little longer depending on the weather. The project is almost certain to be finished by the start of school next year.

### THE GRUBER INDEPENDENT

### WT TO GET RESEARCH CENTER

A \$500,000 grant from the Killgore Foundation of Amarillo has been awarded to West Texas State University for the establishment of the proposed Killgore Research Center on the campus here. Announcement of the grant came from C. E. Weymouth, A. A. Bush, and W. N. Durham Jr., trustees of the Florence Lee and C. L. Killgore Foundation. Dr. James P. Cornette, president of West Texas State, expressed "gratitude to the foundation on behalf of this institution" and said the grant would go toward construction of and equipment for the center. "The granting of these funds, we feel sure, makes it possible to secure additional funds from the National Science Foundation and other sources," Dr. Cornette said.

### THE CANYON NEWS

### TWO BOND ISSUES APPROVED

A bright green light from two 3-to-1 voter decisions Tuesday pointed the way for two major improvements for Littlefield in 1964, one to bring an abundance of city water from a new and lasting source and a second to get unwanted water off U. S. Highway 84 through the city. These two were the purposes of two bond issues that voters favored Tuesday in almost identical balloting. The vote for a water system bond issue of \$988,000 was 832 for and 267 against. On a \$148,000 bond issue to drain U. S. 84, the votes were 833 for and 258 against.

LAMB COUNTY LEADER (Littlefield)

## THE BOOTLEG —Philosopher

Editor's note: The Bootleg Philosopher on his hind weed farm admires a feat of Congress, his letter this week reveals.

Dear editor: Trying to live within your budget is a problem I guess 95 per cent of the people struggle with; it doesn't make any difference how much money a man makes; his family or his government can always think of some place to put it.

In fact, I know a man who has several sources of income and a neighbor was admiring his situation, and said, "Man, you've got it made, you've got money coming in from three or four directions," and he answered, "Yeah, and for every place it's coming in, there are two places where it's going out."

I got to thinking about this when I read an article in a newspaper last night saying Congress has raised the national debt ceiling again, and I have often wondered why I can't arrange such a system myself.

Here's the way it works: actually, the debt ceiling is 285 billion dollars. When we get that far in debt, the law says hold on, you can't go any further. But every year or so, about this time the government runs out of money and Congress has to raise the ceiling so it can pay its bills. Well, it doesn't actually raise it, what it does is say, look, let's keep the ceiling where it is permanently, but temporarily let's raise it a little. Over the last 15 years the ceiling has been poched up to where it's now 309 billion, but the other day they had to add on another 6 billion, to bring it up to 315 billion.

You might say, if it's going to take a 315 billion dollar ceiling, why not just vote to put it there, but you don't understand. Everybody runs for office on a platform of economy, and no economy-minded Congressman is going to vote to increase the national debt, even though they do every session. This may sound like Congress' trying to vote that some movie actress' age shall forever remain 36, but that's because you don't understand national finance.

I'm not saying the ceiling is too high, I don't know how high the nation can stand for it to go, it's a pretty wealthy country, although I think maybe we could cut down somewhere, except the cut ought to be in some other part of the country, not around here. Any right-thinking person knows the place to cut the national debt is in New Mexico, not in Texas.

At any rate, I wouldn't mind living within my budget permanently if I could just find some way to raise it temporarily every few months for the next 15 or 20 years.

Yours faithfully,  
J. A.

### THE Sunday Brand

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Melvin Young, Managing Editor  
Ray Martin, News Editor  
Bill Penn, Adv. Mgr.  
Lee Brown, Mechanical Superintendent

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do not have a shopping center, nor do we have downtown parking. Whether either will materialize in 1964 is debatable. We do feel, however, that downtown merchants

should begin to place themselves in a competitive position — or make plans to move their own business to the shopping center when, and if, it materializes.

### Courthouse Records

**Vehicle Registrations**  
 George T. Jones, 1959 Chevrolet truck; Bob E. Penson, 1953 Dodge; Gerald Hamby, 1964 Ford; Josefa G. Carbajal, 1953 Oldsmobile; Mr. and Mrs. Melvin Burges, 1962 Buick; McCullough Motor Co., 1964 Plymouth; G. H. Whitaker Jr., 1954 Chrysler; Harold Fuitts, 1954 Chrysler; J. L. Lacombe, 1957 Chrysler; Juan R. Contreras, 1958 Plymouth; Jesus Galan, 1957 Chevrolet truck; Bryan J. Deaver, 1962 GMC truck; A. L. Moore, 1964 Pontiac; Paul Rudd, 1964 Chevrolet truck; 11-22.

Jose Lois Granada, 1955 Chevrolet; Tommy Sparkman, 1961 Chevrolet pickup; Pascual Cantu, 1957 Ford; J. H. Fish, 1963 Ford pickup; E. D. Hopson, 1959 Buick; Dionecio Gamino, 1959 Ford; Miguel G. Amaya, 1959 Ford; Angel Soto, 1956 Ford; Esequiel Rodriguez, 1955 Buick; Bartolo Medrano, 1951 Ford; Stella Garcia, 1951 Pontiac; Ray Riggs, 1953 Ford truck; Alfred Smith, 1964 Chevrolet pickup; Suite's Auto Supply Co., 1962 Rambler; George Fred Armstrong, 1955 Ford; Robert Prather, 1957 Ford; Raymon Canarez, 1964 Dodge; William D. McKinney, 1964 Dodge; Vincent Garcia, 1955 Buick; Bobby J. Manning, 1963 Chevrolet; Gene Parsley, 1962 Chevrolet; Marvin I. Finley, 1959 Rambler; James Lacombe, 1953 DeSoto; Howard Gore, 1950 Chevrolet; L. J. Inklebarger, 1957 Oldsmobile; Tom Hall, 1959 Ford; Otis Johnson, 1953 Chevrolet; J. E. Stengel, 1962 Buick; H. V. Crawford, 1963 GMC pickup; Fermin Avila, 1958 Buick; Gumerindo Ybarra, 1959 Oldsmobile; C. R. Allison, 1964 Chevrolet pickup; Leroy Aven, 1964 Chevrolet; J. R. Overstreet, 1964 Oldsmobile; L. E. (Bud) Minor, 1964 GMC pickup; J. L. Loflin, 1957 Cadillac; Raymond Martinez, 1960 Ford; Alejandro Cisneros, 1961 Chevrolet; Claude Knopp, 1960 GMC pickup; Raymond W. Bacca, 1957 DeSoto, 11-26.

Donna Elliott, 1959 Chevrolet; Reinaldo Cervantez, 1954 Oldsmobile; A. M. Johnson Jr., 1958 Chevrolet; Jesus Albair, 1959 Chevrolet pickup; Hilrey L. Aven, 1961 Chevrolet pickup; T. C. Farmer, 1955 Dodge; Matias Rodriguez, 1959 Chevrolet; Dionicio Ruiz, 1957 Ford; Dameron Hereford Ranch, 1964 Ford truck; Faustino Soliz Jr., 1957 Mercury; Alicia Rios, 1960 Mercury; L. J. Jones Jr., 1957 Ford truck; L. J. Jones Jr., 1961 Chevrolet pickup; L. J. Jones Jr., 1963 Chevrolet truck; Lois C. Rutter, 1962 Chevrolet; Moody Stephan, 1964 Buick; Roy Bodkin, 1964 Chevrolet, 11-27.

**Deeds of Trust**  
 Cranbrook Corporation to T. J. Bettles Co.: The rectangular tract of land 150 feet North and South by 335 feet East and West, out of a 100-acre tract of land in Section 110, Block M-7.

Sam Nunnally to Hi-Plains Savings and Loan Association: A part of Block 45, Town of Hereford and Addition.

Ernest Dink Watson, et ux, to Hi-Plains Savings and Loan Association: All of the North 40 feet of Lot 25 and the South 20 feet of Lot 26, France Subdivision of the East 1/2 of Block 23, Evans Addition.

Ernest Dink Watson, et ux, to Lillian Mae Hafner: All of the North 40 feet of Lot 25 and the South 10 feet of Lot 26, France Subdivision of the East 1/2 of Block 23, Evans Addition.

Ronald V. Speed, et ux, to T. J. Bettles Co.: All of Lot 7,

Block 2 of Braly First Subdivision of Blocks 5 and 12 and the South 10.65 feet of Blocks 6 and 11, Mabry Addition.

Gerald Hamby to Hi-Plains Savings and Loan Association: All of Lot 25, Block 3, Burkes Subdivision of Block 17 of Mabry Addition.

Ludwig Kovacs, et ux, to Hi-Plains Savings and Loan Association: A part of Lot 4 in Block 3, Womble Addition.

**Warranty Deeds**  
 Donald Crooks, et ux, to Elmer F. Reinart: The North 150 acres of the West 300 acres of the East 1/2 Section 69, Block M-7.

J. E. Franklin to Donald Crooks: The North 150 acres of the West 300 acres of the East 1/2 of Section 69, Block M-7.

Tom J. Clay, et ux, to Jimmie Allred: All of Lot 19 of the J. A. Fox Subdivision of a part of Block 12, Evans Addition.

Lillian Hafner to Ernest Dink Watson, et ux: All of the North 40 feet of Lot 25 and the South 10 feet of Lot 26 of France Subdivision of the East 1/2 of Block 23, Evans Addition.

Roy Paschall, et ux, to Bob Clark: All of Lot 12, Block 4, Engler Addition.

J. T. Parker and Clyde Douglas to Ronald V. Speed, et ux: All of Lot 17, Block 2 of Braly First Subdivision of Blocks 5 and 12 and the South 10.65 feet of Blocks 6 and 11, Mabry Addition.

G. A. McNabb, et ux, to Hi-Plains Savings and Loan Association: The East 90 feet of Lot 1, all of Lot 2, Block 16, Original Town of Hereford.

Quinton Conn, et ux, to LeRoy Price, et ux: The North 60 feet of Lot 2, Block 75, Hereford and Addition.

Charles H. Hill, et ux, to Ray Carille: All of Lot 33 and the North 30 feet of Lot 32, Block 4, Westhaven Addition.

David M. Hicks, et ux, to Lloyd Shackelford, et al: All of Section 12, Block K-6.

Carl W. McInroe to S. K. Rogers: The South 1/2 of Section 41, Block K-8.

**Marriage Licenses**  
 Morris Ector Deaton and Rebecca Gale Asher, Nov. 23.  
 William McCracken Nolan and Linda Kay Allen, Nov. 26.  
 Ronald Lloyd Rayburn and Anne Carolyn Guthrie, Nov. 28.  
 Pat Crowland Miller and Martha Gem Todd, Nov. 27.  
 Ivan Block Jr. and Carol Annette Deaton, Nov. 27.  
 Antonio Arellano and Ignacia Villegas Elizondo, Nov. 30.

### Unique...

(Continued from Page 4)  
 the pie for a piece of cheese. Upon eating the cheese and starting to leave the proprietor asked him to pay for the cheese.

"The boy said: 'I traded you the pie for the cheese.' The proprietor replied, 'but you didn't pay me for the pie.' and the boy responded, 'but I didn't get the pie.'"

"Through these years that boy's logic has troubled me. I am equally troubled by the position of the defendant in this case."

### Merry Maidens 4-H Club Sees Demonstration

Merry Maidens 4-H Club met Nov. 11 at the Community Center. The speaker, Mrs. Jean Beene, gave a demonstration on products for the bake show, which will be held in January. Mrs. Beene showed banana nut bread, brownies, and prune bread.

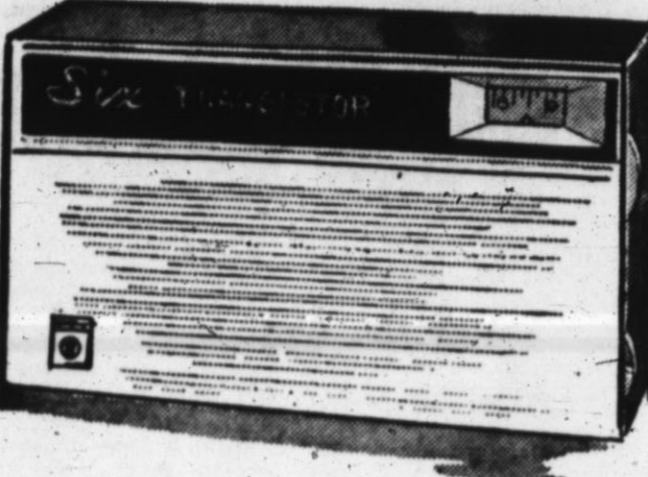
The club members had refreshments and played games following the meeting.

Visitors present for the meeting were Sandra Yocam and Judy Beizer.

Members present were Thelma Warren, Mary Ann Vaneoe, Connie Walker, Dorothy Marnell, Sandy Fry, Toni White, Patricia Herr, Patsy Paetzold, Lou Ann Witkowski, and Jane Witkowski.

There are many insecticides that can be used on beef cattle but only a few that are safe for dairy cattle.

# Holiday Dollar Days



**6-TRANSISTOR PORTABLE WITH 9-VOLT BATTERY!**  
**788**

Great gift! The best portable radio buy we've ever offered! 2" speaker! Iron core "over size" antenna! Pocket size! "Spot-dial" tuning! 90 day warranty against defective materials and workmanship!



**MEN'S SHIRTS**  
**PICK ANY STYLE, COLOR FOR DRESS OR SPORT AT**  
**just 2 for \$5**

Richly woven cotton dress shirts. Striped or white, buttondown 'n' snap-tab styling. Lighter, brighter plaids, patterns, embroideries! Stripes 'n' solids too. Buttondown or regular collar style! Pick his favorites!



**CHOICE SELECTION ON DRESS 'N SPORTSHIRTS!**

**BOYS' 3 for \$5**  
 sizes 6 to 18

Colorful cotton broadcloth sportshirts, combed cotton oxford dress shirts are wash 'n' wear wonders that almost iron themselves. Penney extras of choice cottons with full tapered ivy styling. Shop now!



**GIVE A SWISS MOVEMENT, 17 JEWEL TOWNCRAFT!**  
**only 12.88**

For that special man or woman! Penney's own Towncraft! Choose from dressy, classic, sport models! Yellow and white! Round for ladies and men, oval for ladies! At this price, why not buy several!



**BILLFOLDS IN RICH GRAIN LEATHERS FOR MEN**  
**only \$3**

Look like they cost much more. Quality leathers, durably stitched with features you know he wants. Gift value!



**PLAIN COLORS and ROSE STREWN TOWEL ENSEMBLES!**

**\$1**  
 24 x 46" bath towel  
 hand towel 2 for \$1  
 wash cloth 4 for \$1  
 Luxury 2 ply low pile cotton terrys! Colorful screen print rose bouquets.



**SPECTACULAR JEWELRY BUY FROM CORO!**  
 ass't necklaces, earrings, bracelets and pins!

You know the Coro name... it tells you quick... this is the latest styling! As for assortment name it! Stone sets, tailored golden metals, beads by the bushels! Paris says "the biggest pins" we've got 'em! Casual necklaces, chain-on-chain collars and bibs... earrings that dangle 'n' swirl, sit round 'n' pert... we've got 'em all! Bracelets take a bold approach... so do we! Big savings!

**\$1**



**HOLIDAY SLEEPWEAR AT ONE FABULOUS LOW**  
**2.88**

So delicate... nylon tricot shift gowns and baby doll pajamas... wash beautifully, and keep their fresh new look washing after washing! Both styles have embroidery and nylon lace trim! Pastels, S,M,L.



**SAVE ON BOYS' COTTON KNIT PAJAMAS!**

**3 for \$5**  
 sizes 6 to 18

Soft, action-free comfort from 100% cotton knit! With rib knit cuffs! Easy-care too! In handsome solid colors!



**SAVINGS... ON GIFT ROBE GREATS! FOR HER**

**6.99**

Quilts in nylon tricot or print Estroon acetate! Soft little Suedes in Arnel triacetate 'n' nylon! In sizes 10 to 18.

**GIRLS ROBES 3.99**



**ALL-SEASON SLACK SETS... YOU PAY ONLY**

**4.99**  
 8 to 18

Terrific value! For just 4.99 you can have this top fashion look! Rayon blouses in attractive prints top off the trim cotton and rayon slub woven slacks! Fabulous savings! So versatile too... wear 'em year 'round!

### QUALITY PRINTING

Office Supplies



144 W. 4th. EM4-0430

### \$SPECIALS

**HO RACE CAR SETS**

Reg. \$19.95 for \$15.00  
Reg. \$29.95 for \$25.00

**MOSAIC KITS**

Reg. \$10.00 for \$8.00  
Reg. \$5.00 for \$3.75

### HOBBY HOUSE

127 West Third

**Shop Penney's AND SAVE! Buy now with your PENNEY CHARGE CARD**

313 North Main - Open week days 9:00 to 6:00 - Saturdays 9:00 to 9:00



A HEREFORD GIRL, Charita Holt (left, second row) is head twirler for Oklahoma State University, Stillwater, and her sister, Virginia Holt, shown immediately behind Charita, is also a member of the Tensins. Others, all from Oklahoma are (starting at front) Jacquelyn Colville, Altus; Carol Sue Butler, Cushing; Sharryn Tucker, Pawnee; Karen Hnes, Altus; Priscilla Stroup, Newkirk; Joy Hodgens, Weleetka; Anne Eby, Perry, and Cheryl Bittle, Checotah. (OSU Photo)

**Legal Notice**

All interested persons are advised that the construction or improvement of FM Highway 2856 between US Hwy. 60 and FM Hwy. 1058 is being planned by the Texas Highway Commission. The contemplated location will pass through, enter or bypass the city town or village of Hereford. Preliminary drawings, plans or sketches showing the proposed location are on file at the Resident Engineer's office at Canyon, Texas. Any interested citizen may request that a public hearing be held respect-

ing such proposed location and the economic effect of such location by delivering a written request to the Resident Engineer William V. York on or before the 12th day of December, 1963. In the event such request is received, a public hearing will be scheduled and adequate notice will be given as to its time and place.

ected animals, can be guarded against by vaccinating pets.

Rabies is often found in wild animals such as skunks and in domestic ones like dogs and cats. The disease, a virus infection spread in the saliva of in-

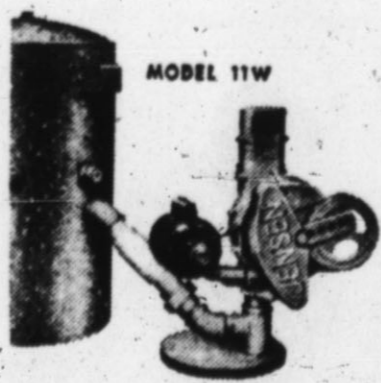
**COWAN'S 12th BIRTHDAY SALE**  
SINGLE TO 3 STRANDS  
**CULTURED PEARLS**

\$21.95 AND UP  
Simulated Pearls  
\$2.50 AND UP

**CUT OPERATING COSTS IN HALF with a JENSEN**

With a Jensen you spend only about one-half as much on your operating costs as on other makes

Yes... it only costs about half as much to operate a JENSEN as it does other makes because all JENSEN systems are counter-balanced. This adds longer life to sub-surface equipment and saves on servicing too!



The JENSEN model pictured here is one of 17 sizes. Thus you can select the exact JENSEN to economically fit your well depth and water requirements.

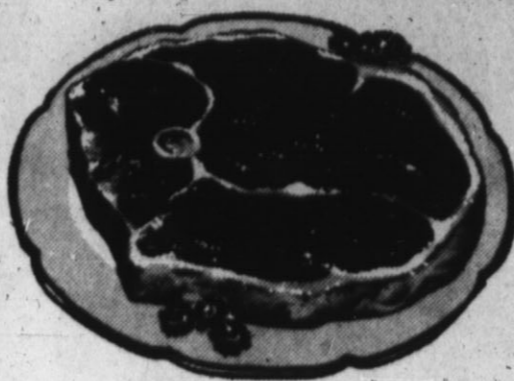
**JENSEN WATER SYSTEMS**  
Made by JENSEN BROS. MFG. CO., INC., Coffeyville, Kansas

We'd enjoy showing you how and why a JENSEN is so reliable and requires so little service.

**CARL McCASLIN**

LUMBER CO.  
A Complete Building Service  
1 Block East of the Courthouse  
Phone The Lumber Number EM 4-1434

SPECIALS GOOD MON., TUES., & WED., DECEMBER 2, 3 & 4



**Round Steak**  
**89c**  
lb.

Loin Steak lb. 79c Rib Steak lb. 79c Tenderized lb. 89c

**Shop Our Christmas Cards!**



- FOOD KING SHORTENING 3 lbs. 49c
- COFFEE INSTANT FOLGERS 6 oz.
- BISCUITS SHURFRESH 10 for
- DOG FOOD ROXEY 11 cans
- TEA LIPTON 1/2 lb.
- ICE CREAM CLOVERLAKE 1/2 gal.
- TOMATO JUICE HUNTS 46 oz. 3 for
- WAX GLO COAT 26 oz.
- POT PIES BANQUET FROZEN 5 for
- TUNA SHURFINE CHUNK STYLE 3 for
- KOTEX 12's 2 for
- Brown 'n Serve Rolls TENDERCRUST 3 for
- LUNCHEON MEAT SHURFINE - 12 oz. 2 for
- CANNED MILK SHURFINE - Tall Can 6 for
- PEACHES HUNTS - 2 1/2 CAN 3 for
- LOTION JERGENS - \$1.00 SIZE plus tax
- NYLON HOSE BY SUPER MODE Reg. 99c
- SALAD DRESSING SHURFINE - QT. 2 for
- OLEO PARKAY - LB. 3 for
- CORN OUR DARLING - CAN 5 for

**79**  
**SALE**



**Shop Our Christmas Cards!**



**PECANS** NEW CROP  
lb. 39c  
5 lbs. \$1.75  
10 lbs. \$3.25

Red Spuds 10 lbs. 29c  
Apples WINESAP - LB. 10c  
Avocados 2 for 25c

**DON'T FORGET TO REGISTER FOR THE FREE STERIO TO BE GIVEN AWAY SAT., DEC. 7**

You must be 16 years or older to Register. You need not be present to win.

**TAYLOR & SONS FOODS**

★ YOUR HOME TOWN BOYS ★ CASH AND SAVE

LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS





Mrs. Jon Richard Tackitt  
the former Miss Jayne Fedora (Personal Photo)

### Richard Tackitt, Bride Will Live In Augusta, Ga.

Miss Jayne Fedora became the bride of Jon Richard Tackitt in an afternoon ceremony read Oct. 26 by the Rev. Fagerstrom in First Assembly of God Church, Monterey, Calif.

The bride is the daughter of Mr. and Mrs. Mike Fedora, Portland, Ore. Former residents of Hereford, Mr. and Mrs. Frank Tackitt Jr., Gresham, Ore., are the parents of the bridegroom. He is the grandson of Mr. and Mrs. Virgil Morton and Mrs. Frank Tackitt, all of Hereford. Attendants were Miss Carol Tackitt and Don Shearman.

The young couple will live in Augusta, Ga. He is attending teletype school at Fort Gordon.

### Hospital Notes:

#### Patients in Hospital

A. H. Swigart, Box 341; E. Jack Grady, Box 414; Mrs. James S. Bennett, 411 Avenue J; Eva Noyola, Box 602; Mrs. Martin Garcia, 105 Brevard; Fred H. Oberthier, 511 North Miles; Charles R. Sayles, 342 Avenue E; Mrs. J. Nolan Grady, 116 Avenue J; Mrs. Anthony Brorman, Route 5; Mrs. Carolina Ortiz, General Delivery; Mrs. Ruth Coleman, Route 2, Friona; N. G. Kelly, 919 South Walnut, Idalou; Karl H. Hare, 121 Emma; James McMahan, Route 3, Friona; Mrs. Amanda Strong, Route 1; Mrs. Ida Madden, 420 Avenue J; Cindy Sanders, 303 West Ninth; Mrs. N. A. Greer, 118 West Central, Amarillo; Mrs. Felicita Baros, 1312 Romero, Las Vegas, N. M.; Mrs. Mark A. Koenig, Route 3; Mary Elizabeth Foshee, Route 4; Virgil Young, 107 Avenue F; Eddie L. Jordan, Box 685, Plainview; Dub Reeves, 123 Star; Mrs. Clara Shore, 304 Jowell; Tom E. Bugbee, Goodnight; Mrs. Woodrow W. Welty, 230 North 25 Mile Avenue; Mrs. Dell Newman, 414 Avenue J; Karen LaNetta Portwood, Box 804, Dimmitt; Mrs. Mollie E. Thomas, 715 Southwest Side Avenue, Littlefield; Joe Rodriguez, General Delivery; Raymond P. Coneway Sr., Route 3; Mrs. Benny S. Pacheco, 323 Avenue E; Rolan Jordan, Box 161, Vega; Manuel Vasquez, Box 22, Summerfield.

**Dismissals**  
Mrs. William M. Bennett, Mrs. Anna M. Price, Mrs. Annie M. Clingsmith, Mrs. Bob Mooney, Gail Gamez, John R. Pruitt Jr., Mrs. Jose DeLa Cruz, Mrs. Leroy E. Carlton, 11-27.  
Mrs. G. C. Kennedy, Mrs. Robert A. Aguirre, Mrs. Carmen J. DeLeon, Mrs. Jacob A. King, John S. Baker, Mrs. Harold G. Bass, Refugio A. Perez, Mrs. Alfred Reyna, 11-28.  
James Milton Ponder, John H. Simpson, Mrs. Charles E. Armstrong, James Brice Ricketts, Ray Dopson, 11-29.

**STUFFED TOMATOES**  
6 large (2 pounds) tomatoes  
1 cup fine or medium grated carrot  
1 carton (8 ounces) creamstyle cottage cheese  
1 teaspoon salt  
1/4 teaspoon black pepper  
1 tablespoon minced fresh chives  
Paprika and lettuce  
Wash tomatoes; cut a thin slice from bottoms if necessary to have them stand straight. Remove centers from stem end in large plug shape; remove seeds with fingers from centers, dice and reserve. Remove any seeds from tomato cups; drain upside-down in refrigerator. Mix diced tomato (from centers), carrot, cottage cheese, salt, pepper and chives. Pile into chilled tomato cups. Sprinkle with paprika; serve on lettuce.



DE SPOTLIGHT—HELEN HEAD, daughter of Mrs. and Mrs. Earl W. Head of Route 1, works at Tannahill Variety through the distributive education program at Hereford High School. Helen comments that DE is a very interesting program, and she thinks DE is very helpful and should be taken by anyone who is interested in retailing. She is a junior, and plans to be a secretary. (Staff Photo)

Elevations in Arizona vary from 141 to 6,907 feet.

There are some 300 astronomy clubs in the U. S. A.

Birmingham, Ala., is known as the "Pittsburgh of the South".

Seeds of mistletoe are carried almost entirely by birds.

Average annual rainfall at Phoenix, Arizona, is 7.62 inches.

Shenandoah is Shawnee name meaning "Daughter of the Stars".

The rotary cylinder printing press was invented by Richard M. Hoe in 184.

George Washington laid the corner stone of the Capitol in Washington in 1793.

Read the Classified Ads

**Are You Looking For a New Home?**

You owe it to yourself to compare the outstanding quality and numerous features offered you in an AWARD HOME. We will also build from your plans.

Call for your own personal showing of the remaining Award Homes at  
112 Gum and  
213 Ranger

**MARK IV REALTORS**  
618 W. Hwy. 60 EM4-2220

**Bob Pugh Builder**

**INSURE THEM ALL**

- 1 POLICY
- 1 PREMIUM
- 1 AGENT

Our package policy covers everything, without costly overlapping coverage. Save money; call now for details.

**Lone Star Agency**

Sam Nunnally  
Lloyd Sharp  
601 MAIN  
PH. EMERSON 4-0555

**THE BRIDE COOKS SUPPER**  
Something different, inspired by the Chinese cuisine.

Tomato Juice Crackers  
Fried Rice with Crabmeat  
Chicken Chow Mein or Pepper Steak  
Honeydew Melon Beverage

**FRIED RICE WITH CRABMEAT**  
1 tablespoon salad (not olive) oil  
1 1/2 cups chilled cooked rice  
1-1/2 teaspoons instant onion  
1 can (3 ounces) chopped mushrooms, drained  
5 or 6 (one-half of a 5-ounce can) water chestnuts, sliced  
8 ounces frozen king crabmeat, thawed  
4 teaspoons soy sauce  
Heat the oil in a 9- or 10-inch skillet; add the rice, onion, mushrooms, water chestnuts, crabmeat and soy sauce; mix well. Heat fairly rapidly stirring as necessary. Makes 3 to 4 servings if served with another Chinese main dish.

**COWAN'S 12th BIRTHDAY SALE**

22 PM - 5ET 1847  
ROCKERS DANCEHALL

Watches  
**\$19.95**

**COWAN'S 12th BIRTHDAY SALE**

Watches  
**\$11.95**

ST. DOWN - ST. WEEK

**A. O. THOMPSON ABSTRACT CO.**

Mr. & Mrs. A. J. Schroeter,  
Mgrs. Courthouse  
P. O. Box 73  
Phone EM 4-1504

Showing Blocks  
Free City Maps

**Shoe Sale**

**FLATS LOW STACK HEELS MEDIUM HEELS & HIGH HEELS**

REG.	NOW
14.95	\$7.50
12.95	\$6.50
10.95	\$5.50
8.95	\$4.50
7.98	\$4.00
6.98	\$3.50
5.98	\$3.00

THESE PRICES DOLLAR-DAY ONLY ALL SALES FINAL

Shoes Pictured used for illustration only.

**Congratulations**

**Lankford's**  
flowers of distinction

**On Their Grand Opening Sunday, Dec. 1st**

We are happy to have the privilege of furnishing the building for the new Lankford's... And wish to say it has been a pleasure to work with these nice people,  
Mr. and Mrs. Bill Lankford

**W.C. (Bill) HROMAS**

**Rutherford & Co.**

### Coast Guard to Seek Applicants

College graduates and college seniors graduating in January, 1964 may apply for the Coast Guard Officer Candidate School class starting February 9. Upon completion of 17 weeks' training, graduates will be com-

missioned ensign in the U. S. Coast Guard Reserve. Those who qualify may fulfill their military obligation through this program.

The Coast Guard Officer Candidate School is at the Reserve Training Center in historic Yorktown, Va., on the York River.

For further information, write Commandant (PTP-2), U. S. Coast Guard, Washington, D.C.,



### Coy Tice

graduate of Jessie Lees and a student trophy winner in hair styling at the school, is now a full time operator at the Village Beauty Shop.

Coy Tice

Mona Husband

another addition to the staff, is available for appointments Fridays and Saturdays.

All Of Us Welcome You

### Village Beauty Shop

EDITH 611-B PARK AVE. ADDIE EM 4-1270



SURROUNDED BY WHITE UNIFORMS, Robert Strange hangs desperately to the basketball during the final minutes of play in the Hereford-Canyon Eagle game Friday. The Whitefaces edged the Eagles by a one-point margin, 46-

45, to take their second win of the season in their second start. Hereford jumped off to an early lead and maintained it throughout the game. (Staff Photo)

**FEATHERED HIS PROP**  
**GUAYMAS, Mexico (AP)** — Ralph Kennedy of Los Angeles feathered his prop the hard way while flying near Guaymas. The pilot said his small private airplane collided with a buzzard, cracking the propeller. Kennedy made an emergency landing on the beach near the city.

**OUT OF STATER**  
**OKLAHOMA CITY (AP)** — Oklahoma's state parks drew nearly nine million visitors — about three and a half times the total population of the state in the 1960 census — during 1962. But state Planning and Resources Board surveys show that more than half the Oklahomans interviewed have never spent any time in a state park.



**DE SPOTLIGHT** — MARTHA HUDSON, daughter of Mr. and Mrs. A. J. Hudson of 600 Star St., plans to be a registered nurse. She commented that DE helps a lot in getting to know your line of work. Martha is a junior in high school. She is employed at The Vogue. (Staff Photo)



**DE SPOTLIGHT** — SAMMY GARZA, son of Mr. and Mrs. B. G. Garza, 500 Irving, is employed at C. R. Anthony Co. in cooperation with the distributive education program at Hereford High School. Sammy is a junior in high school, and plans to have a military career. (Staff Photo)

**BREWSTER, Wash. (AP)** — Is it a science fiction caterpillar? Nope. That contraction crawling up and down Herb Freeman's strawberry patch with 14 pairs of feelers out front is only a berry picker. The feelers are human arms. To get his berries picked in a hurry, Freeman threw automation into reverse and invented a labor-making machine. It looks something like an old-fashioned biplane, but the upper wing is only a flat awning to keep the hot summer sun off the pickers. The lower wing has 14 soft cushions where 14 pampered pickers recline on their tummies and pluck ripe berries as the machine snalls down the field at 250 feet an hour. Last year, says Freeman, half the crop of his 10-acre field was lost for lack of pickers. People just don't like to spend a day crabbing along a berry row in the burning sun, developing a permanent stoop. "I had to make picking easier so I put this contraction together," Freeman says. "I started with an old wheat combine and worked both ways with pipe, angle iron and whatever was handy." A conveyor belt just under the pickers' noses delivers the ripe berries to a central bin. The noise of the engine helps keep the pickers from falling asleep on their traveling patio.

### CARD OF THANKS

We would like to express our heartfelt thanks to our friends and neighbors for their kindness and expressions of sympathy, for their prayers, the food and flowers following the loss of our

husband and father. Mrs. Joe Marnell and family

"Monticello", name of Thomas Jefferson's home, means "little mountain" in Italian. The life of the dollar bill is 13 to 14 months.

## Hereford Redi-Mix Concrete

Complete Pouring & Finish Work  
 Free Estimates  
 No job too large or too small  
 Phone EM 4-0228

## NEW. LOW PRICES PREMIUM FEATURES

### GENERAL NYLON SPECIAL

**TRACTOR TIRE**  
 • Nylon Cord—for strength and moisture proofing.  
 • More Rubber—where it counts to cushion shock.  
 • Double Cured Cleat—keep clean—dig deeper—pull better.

**PLUS**  
 36 months Field Hazard Guarantee protects your investment.



**90 MONTH GUARANTEE**  
 The General Tire & Rubber Company guarantees to the original purchaser the "All Grip Traction-Resistant" and "All Grip Traction-Resistant" tires against failure resulting from bruise and foreign objects, puncture, or cutting for a period of 90 months from date of purchase when used in normal farm service.

**Hereford Butane**  
 INCORPORATED  
 Veterans Park Road EM4-3367

**Hereford State Bank**  
 FOR YOUR  
**Auto Financing**

**FEED El Rancho FEEDS**  
 A Complete Line of Complete Feeds

### El Rancho Range Cubes

Top Quality — Price Protected  
 Delivered to Barn — New Burlap Bags

**SAVE** By Booking Winter Feed Now - For Immediate or Future Delivery. Booking for Delivery thru April.

**DELMO'S Farm & Garden SUPPLY**  
 211 S. 25 Mile Ave. EM 4-2172

Texas is not compact country. It's Caliente country. Out here we need a car that can knock off 500 high-speed miles without even breathing hard. A car that takes the drudgery and backache out of our wide open spaces. The new Comet Caliente is such a car. It rides big. Handles light. Moves quickly. Look it over. From behind the wheel, if you wish. If ever a car was made for Texas, this is it. **COMET CALIENTE!**



**STEPHENS-HUDSON MOTOR CO.**  
 FIRST & MILES - HEREFORD, TEXAS

**HOLIDAY GREETINGS**  
**1/3 OFF SALE**

Starting Monday, Dec. 2, doors open at 8:30 a.m. and close at 7 p.m. weekdays and 8:30 a.m. until 9:00 p.m. Saturdays. This is your opportunity to save on Christmas gifts in clothing and gift shop items.

<b>DRESSES</b> Bonded Wool, Arnel, Pure Silk values to \$28.95 <b>\$19.30</b>	<b>COATS</b> Cashmere and All Wool Mink Collar or Plain values to \$89.95 <b>\$59.95</b>
<b>SUITS</b> Wool or Pure Silk \$49.95 values <b>\$33.30</b>	<b>SKIRTS</b> All Wool - Pleated & Straight \$10.95 & \$14.95 values <b>\$7.30 &amp; \$9.97</b>
<b>BLOUSES</b> Reg. \$2.95 - \$3.95 - \$4.95 <b>\$1.98 \$2.63 \$3.30</b>	<b>SWEATERS</b> Reg. \$6.95 to \$18.95 <b>\$4.63 \$12.63</b>
<b>MATERNITY WEAR</b> 1/3 off Regular Price	<b>BABY'S NEEDS</b> 1/3 off Regular Price
<b>HAND BAGS</b> Reg. \$4.95 and \$12.95 <b>\$3.30 &amp; \$8.63</b>	<b>REGISTER</b> for FREE WEEKLY PRIZES and the GRAND PRIZE to be given Christmas Eve Nite

**MARTIN'S READY-TO-WEAR**  
 509 Park Ave.  
 \*Across the street from Cooper's Market



By Melvin Young

December 1st... just 20 more shopping days until Christmas. Hereford's stores have brightened up the past few days and from where we stand it appears that they are loaded with enough gift ideas to alk the average household budget before you really get started. Trees have appeared in all the stores and the town in general is beginning to take on a holiday atmosphere.

In spite of this, it is still hard to realize that the Christmas season is upon us. This, we suppose, is primarily due to the fact that the autumn weather has been so nice and when the weather is so pleasant, we tend to feel there will never be another bad day. And how nice it would be if this were true. . . . at least it would be nice to completely skip the blizzards of winter and the sand storms of March and April.

Naturally, we want a few snow storms during the winter months, but we much prefer the nice gentle snows that come wafting down on the stillest of days, leaving a six or seven inch layer of softness on the streets and fields. These 'storms' give us much pleasure plus the fact that they add their much-needed moisture to quench the thirst of our many fields of wheat.

But no. . . that's not the type of snow storm that we normally receive in this part of the country. Rather, we must endure the type that would blow the whiskers from old Saint Nick and freeze the bloomin' knobs off the smoke house door.

So button up your overcoats, folks. . . it will be here soon whether we're ready or not.

Mr. and Mrs. S. T. Wiseman, along with Mr. and Mrs. John Beckman left Hereford Saturday morning for a week's stay in Camargo, Mexico. They plan to do a bit of fishing while there. Camargo is located about 250 miles southeast of El Paso in the state of Chihuahua. We understand that it is a city about the size of Hereford and is apparently a pretty nice resort area.

The face of Hereford is con-

**COWAN'S**  
12th BIRTHDAY SALE  
STATIONERY, BOOKS, GENTS' BILLFOLDS  
NAME IN GOLD FREE

**OPTOMETRISTS**  
Dr. Milton C. Adams  
Dr. Dale H. Wynn  
335 Miles EM 4-2255  
Office Hours  
Mon. - Fri. 8:30-5:00  
Saturdays 8:30 - 1:00  
DRS. ADAMS & WYNN

stantly changing. We wonder each day what the next change will be. The Hi-Plains Savings & Loan Association has about finished their new home, and the Hereford Brand will be moving soon to a new location on West 4th street, just east of the Ink Spot.

Another land mark, the old Ireland Motor Company building on West Third, is now being renovated. Bill Lanford has moved his flower shop into a new building at 900 Lee Street and will hold grand opening and Annual Christmas Open House this Sunday.

Another new business, Bob's Pit-Bar-B-Q has opened at the corner of Park Avenue and Avenue I. They too, will hold their Grand Opening this Sunday. On the same block with Bob's Bar-B-Q is also Nick's Automatic Laundry. This business has been open only a week. This particular location has been used by the Hereford Optimist Club for the past several years to store and sell Christmas trees.

And in driving south on 385, we notice that Patterson Chemical Company has just about completed their new facilities. The business will be located directly north of B&B/Oliver Company on the Dimmitt Highway.

Naturally, we like to brag about Hereford and the rapid rate of growth, but the fact of the matter is, Hereford is just one from a long, long list of Texas cities and towns that have shown a remarkable rate of growth in the past ten years.

We have just received a copy of the new Texas Almanac, published by the Dallas Morning News and sent to us compliments of George T. Grader, State Fe Railway Public Relations director, and we find it to be a most interesting and comprehensive report on the Lone Star State. Many towns and cities throughout the state have shown from 50 to 75 per cent increases in the past ten years. Many increasing 15 to 20 per cent in just the last two years.

Big pleasure and great happiness are but the consummation of many little pleasures and deeds of kindness bound together, as a loaf of bread is many crumbs in the aggregate. Happiness is the art of finding joy and satisfaction in the little privileges of life: a quiet hour in the sun, instead of a faraway journey; a little outing in the nearby woods, instead of long trips away; an hour with a friend, instead of an extended visit with relatives; a few pages of a book, instead of hours of reading at a time; a flash of sunset, a single beautiful flower, a passing smile, a single beautiful flower, a passing smile, a kindly word, a little gift bestowed anonymously, a little thoughtfulness here and there as the days slip by. These are the crumbs of happiness. Do not despise them, lest when the evening find you, you be a-hungred and disconsolate. — Anon.

Mexico won its independence from Spain in 1822.

Arrowroot is derived from the roots of Sago Palms.

### Irrigation Gas Users Reject Pioneer Offer

The board of Plains Irrigation Gas Users Association have rejected proposals made by Pioneer Natural Gas Co., Bruce Parr, president of the board, said Saturday. The meeting of the board, composed of gas users from 14 counties, met in Plainview recently and asked Parr to name a committee to reply to the gas company.

The rejected proposal from Pioneer had suggested that the

users agree (1) that 7.45 per cent rate of return was a reasonable rate on irrigation gas, and (2) that the method of allocation used before the Railroad Commission be the basis of any check and study of rates.

The Plains group, in its reply to Pioneer, took issue with the statements made by Pioneer, claiming that "no farmer was a party to the hearing (before the Railroad commission)."

The Gas Users Board, in the letter to Pioneer said: "In the first place, we could not agree that any 7.45 rate of return is fair for irrigation gas when the Railroad Commission has never allowed to any utility a greater return than 6 per cent," adding

"although we do not feel that farmers should be discriminated against by paying a 7.45 percent rate of return, our members feel that the actual rate of return on irrigation gas is substantially higher than that. . . ."

The farm group had asked Pioneer to permit Dr. E. A. Steinberger, a rate consultant hired by the Plains farmers, to check workpapers of rate accounts hired by the gas company by which they arrived at the 7.45 per cent rate of return.

Parr's letter concluded: "We deeply regret that you cannot see fit to permit Dr. Steinberger to review your calculations and records. In view of the facts. . . our board has concluded that we

cannot agree to the conditions contained in your letter."

**THANKSGIVING SUPPER**  
Members of Mothers' Needle Club and their husbands met in the Pioneer Flame Room Nov. 22 at 6:30 p.m. for the traditional Thanksgiving supper. Those present were Mr. and Mrs. Haskel Benson, Mr. and Mrs. A. H. Cook, Mr. and Mrs. Adam Flowers, Mr. and Mrs. W. H. Awtrey Sr., Mr. and Mrs. H. E. Lindley, Mr. and Mrs. J. L. Shirley, Mr. and Mrs. H. D. Robbins, Mr. and Mrs. Norris Wesson, Mrs. Annie Springer, Mrs. A. H. Swigart, Mrs. Mae Green, and Mr. and Mrs. Ralph Paul, hostess.

### Legal Notice

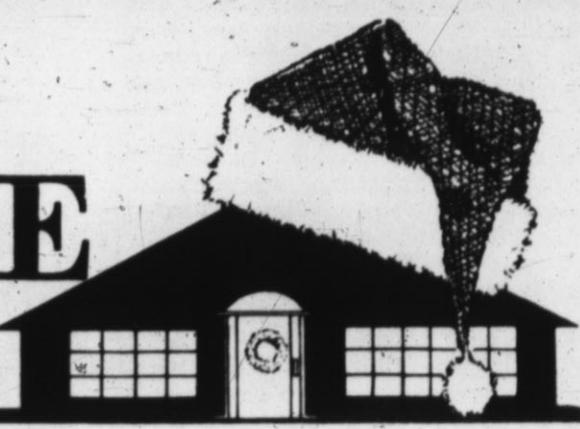
Notice is hereby given that the Commissioners Court of Deaf Smith County has intent to adjust salaries of some of the elected and appointed officials of said County. Salary adjustments will be made effective January 1, 1964, in the manner prescribed by law.  
H. C. Williams  
County Judge  
Deaf Smith County  
C-22-2C

will be studies in marine biology, for although this ocean contains the world's most productive fishing grounds, it has an unusually high fish mortality rate.

**COWAN'S**  
12th BIRTHDAY SALE  
YELLOW OR WHITE GOLD KING SETS  
\$27.50

# FOR YOUR HOLIDAY HOME

...where Santa hangs his hat!



These prices  
Good From  
Now till  
Christmas

**PICTURES MIRRORS WALL DECORATIONS**  
20% OFF

**DURHAM CARD TABLES FEDERAL EAGLE DESIGN** REG. 7.95 **\$5.99**  
**ALL ARTIFICIAL FRUIT & FLOWERS** 1/4 OFF  
**DECORATOR PILLOWS** VELVET - SATIN - SILK CORDUROY 1/3 OFF

**FIGURINES-TABLE DECORATIONS CIGARETTE SETS BIRD CLIPS VANITY BOWLS SMALL GIFTS** \$1.50 AND UP

**DACRON BED PILLOWS** REG. 3.95 EACH **\$5.50** PAIR  
**EARLY AMERICAN BRASS DESK LIGHTS**  
**ETHAN ALLEN CIGARETTE TABLES** REG. 11.90 **\$8.50**

Shop Our Complete Selection of Living Room, Dining Room and Bedroom Furniture. Check our Payment Plan. A down payment now holds your first monthly payment until March 1.

SHOP QUALITY Furniture with confidence at

# McGee Furniture



**FOOT STOOLS**  
Early American Foam 12 inch Pound \$5  
Large Selection of stack stools

All **BRAIDED RUGS** Discontinued Stock 1/3 OFF  
For Your Sweetheart **LANE CEDAR CHESTS** \$44.95 and up  
**CORDUROY CHAIR PADS** Asst. Colors \$1.95

### RECLINERS

A Perfect Family Gift

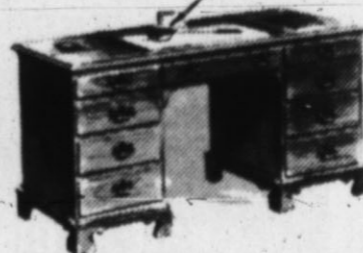
\$119.95 and up



LA-Z-BOY

### DESKS

Early American by Ethan Allen



Corner-Pedestal-Kneehole-Secretary

### ROCKING CHAIRS

EARLY AMERICAN IN MANY STYLES

ETHAN ALLAN ROCKER 43.00



### LAMPS

TABLE BOUDOIR POLE SWAG

15% OFF

EARLY AMERICAN FRENCH PROVINCIAL TRADITIONAL



## HEREFORD INSURANCE AGENCY

DEAF SMITH COUNTY ABSTRACT CO.

149 North Main EM4-0850

Elizabeth Witherspoon Don Baugous Benny Cooper

WHERE YOU FEEL "AT HOME"

REPRESENTING FIRST FEDERAL SAVINGS & LOAN ASSN. OF AMARILLO.

EM4-2586  
HEREFORD

# Children And Grandchildren Presented In Music Program

Children and grandchildren of members of Music Study Club were presented in a program of varied musical selections during the club meeting Nov. 25. The program, "Music in the Home," was led by Mrs. Cliff Estes.

Mrs. Estes opened the program with excerpts from "Something to Remember," a speech delivered by George Sokolsky during an American Legion convention in Miami Beach. This was followed by the singing of "The Star Spangled Banner" and a moment of silent prayer for the late President Kennedy.

Before presenting the children, Mrs. Estes said, "Only two kinds of children can be taught to play a musical instrument—boys and girls. Music and song are the most natural and elementary forms of self-expression in a child's life."

She then traced the development of musical interest and ability from infancy.

"The mother is the child's first music teacher. She has the power to instill a love for music in him in his infancy. Therefore sing to your child at every opportunity. You need not have an

operatic voice. A song in your heart is enough," concluded Mrs. Estes.

Musical selections included "Lucy Lockette" by Jullie Schroeter; Rodgers and Hammerstein's "You'll Never Walk Alone," by Randy Clements; Finlayson's "Jumping Jack," by David Thomas; Frosts "Beaded Moccasins," by Shelley Hacker; Weybright's arrangement of "Home on the Range," by Robert Lyons; "Waltz from 'Sleeping Beauty,'" by Kevin Young; "Cowboys on the Prairie" and "Playing Jacks," by Terri Beth Line; Tscheprowsky's "Andante Cantabile from Symphony No. 5," by Kerry Thompson; French horn; Bach's "Solfeggietto," by Linda Carter; Bakaleined-offs, "Elegy," by Merle Carmichael, oboe; "Winter Wonderland," sung by Bill, Marcella, Janet, Truitt, and Jeannine Brady; and "Bless This House," by Robert, Jane, and Elizabeth Lyons.

Mrs. Paul Lyons, first vice-president, conducted the business meeting. Hostesses were Mrs. Lyons and Mrs. A. T. Schroeter. Decorations followed the Thanksgiving theme. Mrs. A. O. Thompson and Mrs. Schroeter arranged the refreshment table. The meeting was held at the Community Center.

Visitors were Mrs. Fred Barrett, Miss Bea Barrett, Mrs. Paul Schroeter, Christa Holz, AFS student from Graz, Austria, Mrs. Fred Pinkston, Lubbock, and Mrs. Olf Young, Lubbock. Members present were Mrs. Bill Brady, Mrs. W. T. Carmichael, Mrs. S. F. Clements, Mrs. Estes, Mrs. Joe Hacker, Mrs. Lyons, Mrs. T. W. Rober-



THIS IS TERRI TOWNSEND, 4-H club member, and her "Biblical Mustard" (Mark 4:31-32) tree which she grew in her garden this year. Terri got the plant last Easter from her grandmother at Winters; now the tree is 20 feet tall but will be killed by cold weather. The seed came originally from Pecos where the tree reaches a height of 30 to 40 feet if the winter is not too severe. (Personal Photo.)

son, Mrs. Schroeter, Mrs. A. O. Thompson, Mrs. W. T. Thompson, Mrs. Dale Young, Mrs. Ray Conaway, Mrs. Wayne Thomas, Mrs. Ed Line, and new member, Mrs. Joe F. Clark.

Clean cultivation around trees when they are planted will help reduce damage from rodents, rabbits and mice. This is especially important around small trees.

Timber-based economic activities account for about five percent of the nation's gross national product and employment.

### IN PORTALES FOR THANKSGIVING

Mr. and Mrs. L. B. Barnes and Mrs. J. L. Rogers spent Thanksgiving in Portales, N. M., with Mrs. Ruth Sain and Mr. and Mrs. Rea, who is Mrs. Rogers' niece.

### VISITS MRS. ROGERS

Mrs. W. I. Kucker has returned to her home in Cleburne after a ten-day visit with Mrs. J. L. Rogers. She also visited other friends in Hereford and attended the funeral of Lewis Coke in Dimmitt Monday.



# SANTA CLAUS IS COMING TO TOWN

## SAT. DEC. 14 9:30 a.m. til 5:30 p.m.

### IN HIS 30 FOOT SLEIGH



WORLD'S LARGEST SLEIGH

PULLED BY **6 BEAUTIFUL SHETLAND PONIES**  
**FREE RIDES**  
**FOR CHILDREN**

YOU MAY GET THE NECESSARY COUPONS FOR THE RIDES FROM THE PARTICIPATING MERCHANTS. ONE TICKET WILL BE GIVEN FOR EACH PURCHASE OF ONE DOLLAR OR MORE FROM THE PARTICIPATING STORES.

LISTED BELOW IS A PARTIAL LIST OF THE PARTICIPATING MERCHANTS. WATCH THE BRAND FOR THE COMPLETE LIST.

- Western Auto Store
- Harman's
- Taylor & Sons
- May Department Store
- E. B. Black
- First National Bank
- Montgomery Ward
- Lawrence Cleaners
- Hereford Hardware
- Rutherford & Co.
- City Drug Store
- J. C. Penney Co.

- Helen's Youth Shop
- Safeway
- Sears & Roebuck
- C. R. Anthony & Co.
- Cowan Jewelry
- Little's
- Star Theater
- Helton's Army Surplus
- Plains Insurance
- Cooper's Market
- Tannahill Variety
- Rogers Drug

**STAR** CONTINUOUS DAILY  
Open Sat. & Sun. 1:45  
Week Days Open 3:15

**NOW... thru Tuesday**  
THEY HAD HIS NAME ON EVERY BULLET, BUT DIDN'T KNOW HIS FACE!

**GUNFIGHT AT COMANCHE CREEK**  
COLOR and PANAVISION

**AUDIE MURPHY**  
BEN COOPER · COLLEEN MILLER · DeFOREST KELLY · JAN MERLIN

**STARTS WEDNESDAY**

Once they're old enough to wear bikinis... it's bye-bye daddy, and hello boys!

**James Stewart**  
**Sandra Dee**

**TAKE HER, SHE'S MINE**  
COLOR BY DELUXE

AUDREY MEADOWS · ROBERT MORLEY · PHILIPPO FORQUET · JOHN McGIVER

**TOWER DRIVE-IN THEATRE**  
Open Every Fri.-Sat.-Sun.  
**HURRY! ENDS TONITE!**

Clark Gable, Eleanor Parker  
**THE KING and FOUR QUEENS**  
CINEMA SCOPE  
COLOR BY DELUXE

**ANTHONY QUINN** **MAN FROM DEL RIO**  
— KATY JURADO

## HIGH PLAINS WHOLESALE

BUILDING MATERIALS  
WHOLESALE RETAIL  
124 Gough St. EM 4-3489  
One Block South of Hospital  
F. H. LINDSEY, Mgr.

FELT	15 - 30 lb. roll	\$1.50
Asphalt Shingles	235 lb. — Colored Sq.	\$6.00
Roll Roofing	90 lb.	\$2.75
Windows	Double Hung	\$12.50
Paint	Outside White Gal.	\$1.95
Paint	Latex Interior	\$2.75
Storm Doors	Good Quality	\$29.50
Utility Red Fir	2x4 2x6	\$8.00
Finished Trim	Birch & Mahogany	12 1/2c

Let us build a new home on your lot — Shell or Finished — Nothing Down

WE BOTH LOSE MONEY IF WE DON'T BID ON YOUR MATERIAL NEEDS.

Reliable Contractors Available.

## Concepcion's Mayor Sends Greetings To Mayor Here



Miss Sharon Howard  
Shower Honoree (Avalon Studio, Lubbock)

## Shower Honors Engaged Couple

A wedding shower Saturday, Nov. 23, honored Miss Sharon Howard, Idalou, and her prospective bridegroom, Jimmy Barber. The honored couple were seated side by side in chairs marked "His" and "Hers".

Approximately 60 guests were registered by Mrs. Lloyd Shultz. A short skit presented by Mrs. David Vandell and Mrs. Olin Parris portrayed the romance of the couple with a variety of songs.

Hot pink and white, chosen colors of the bride-to-be, were used in the decorations for the Community Room at First National Bank, where the shower was held. The refreshment table, laid with white net over pink and trimmed with pink roses and pink and red satin streamers at the corners. An arrangement of pink roses in a gold-colored compote and white candles centered the table.

Hostesses were Mrs. T. L. Sparkman Jr., Mrs. Lloyd Shultz, Mrs. Olin Parris, Mrs. David Vandell, Mrs. Henry Dobbs, Mrs. Clinton Ward, Mrs. Charles Springer, Mrs. Charles Self, and Mrs. Ernest Harder.

Out of town guests included, from Idalou, Mr. and Mrs. R. C. Howard, Mr. and Mrs. B. B. Kirby, Mr. and Mrs. R. G. Alexander, Rea Howard, Jan Alexander, and Andy O'Neal; from Stanton, Mrs. Jim Franklin, Mrs. J. M. Payne, Mrs. Bob Thrallkill, and Mr. and Mrs. E. P. Madison; from Lubbock, Janice Balou, Donna Smith, Kathy Dormier, Harley Franklin, Charles Alexander, and John Sparks.

**QUALITY NURSERY STOCK**  
**Armstrong**  
505 W. Park EM 4-1868

Mayor Ray Cowser of Hereford recently received a letter from the mayor of Concepcion, Chili, through Hereford's exchange student, Sergio Bravo. With it came a small banner from Concepcion.

Mayor Cowser accepted the gift and wrote to the Concepcion mayor, Dr. Guillermo Aste Perez, to express his thanks.

Here's what the Chilean mayor's letter to Cowser said:

"Dr. Guillermo Aste Perez, mayor of Concepcion municipality sends greetings to you; the mayor of Hereford, Texas. This letter will introduce to you Sergio Bravo, one of our outstanding young men. Sergio will be coming to your community under the American Field Service exchange program.

"For many years we have been acquainted with the wonderful work of the American Field Service in exchange of your students. We feel that this program benefits both your country and ours as it gives each of us the opportunity to have a better understanding of the other's way of life. We know that the United States has a higher standard of living than that of the South American countries, and we are anxious for you of the United States to understand our problems which bring about our way of life.

"Sergio will be in your country approximately a year. We believe that you will appreciate this young man and show him all courtesies. Sergio, I am sure, will make the most of this opportunity to learn about your country, and in return will tell you about ours and make many friends for both himself and his country.

"With this letter I send greetings in the name of our city, and Sergio will present to you a small gift from this city to yours. Best wishes are extended from all the members of our governing body to the same governing body of your city."

The letter was signed, "Sincerely, Dr. Guillermo Aste Perez."

**COWAN'S**  
**12th BIRTHDAY**  
**SALE**  
PEARL JADE  
HEMATITE DIAMOND  
**PENDANTS**  
\$1.25 \$12.95  
and up and up

## Decorations And Gifts Displayed At Guild Meeting

Creative Christmas gifts and decorations were displayed during the meeting of Hereford Art Guild Tuesday evening at the Community Center. Among the items displayed were oil paintings, pastel sketches, ceramics, Christmas centerpieces, door decorations, quilted prints, and decorative aprons.

Those present were Mary Lou Aven, Ellen Carter, Frieda Conway, Louella Cowser, Carrie Mae Doak, Ella Higgins, Ruth Kerr, Susie Lipscomb, Jeanne McGee, Sarah Poarch, Alwyn Savage, Ruth Warner, Bess Werner, Roberta Wilson, Marlon Phair, and a guest, Vera Miller, Canyon.

"Roman Seal" fur is dyed rabbit.



AUTUMN SESSION of the Texas Press Association's Ad-Meet picked an advertisement by Bill Penn, Brand advertising manager, as the best in a recent ad campaign. The ad was one drawn by Penn for Hereford State Bank. Here's Penn showing the TPA plaque he received to Russell E. Carver (seated), president of the bank. Another Brand staffer, Melvin Young, placed third with a series of ads drawn for Hicks Oil and Gas Co. (Staff Photo)

## Fades away age spots!



**IT'S NEW! \$3.50**  
**IT WORKS!**  
**IT'S PROVEN!**

**CITY DRUG STORE**  
327 N. Main EM 4-1144

# SHOP BEN FRANKLIN in HEREFORD

# Where your DOLLARS PACK MORE PUNCH!

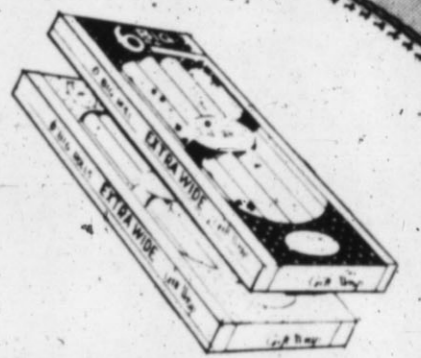
MINIATURE - AUTOMATIC  
**TAPE RECORDER**

PORTABLE  
EARPHONES  
MICROPHONE  
BATTERY-OPERATED  
WITH ROLL OF  
RECORDING TAPE  
**\$19.95**

**CHRISTMAS CARDS**

25 Lovely Designs  
Many Glitter-Trims  
Unusual quality for this low price! 50 cards and envelopes, assorted sizes.

REG. \$1.00 **77¢**



**GIFT WRAPPINGS**  
6 Rolls in Pack **88¢**

Regular Wrap - 26 x 100-in. roll - Total 600-in. per pack.  
Foil Wrap - 26 x 35-in. roll - Total 210-in. per pack.

45 PIECE SET OF  
**MELMAC DINNERWARE**

SERVICE FOR 8  
GUARANTEED  
CHIP RESISTANT  
FOR 1 YEAR  
REG. 19.95  
**\$15.88**

UNIVERSAL OR DOMINION

"HAT BOX"  
**HAIR DRYER**

COMPACT  
CARRYING CASE  
REG. 19.95  
YOUR CHOICE  
**\$12.88**

Complete Line of Christmas Bulk Candy

- SPECIAL -

BROCK CHOCOLATE COVERED

**CHERRIES**

10 oz. BOX **47¢**

Candy Gifts For Delicious Giving



**Tinsel ICICLES**  
25¢ 49¢

Reflect lights, dramatize your Christmas tree. Fire resistant.



**GLASS ORNAMENTS**  
2 & 5-8 in. size, wide selection of colors. Box of 12. **1.19**



**TREE LIGHTS**

7 independently burning lights. UL approved. **1.19**



**Spray SNOW**  
**69¢**

Decorate tree, windows, etc. Big 12-oz. can, regularly 69¢.

**We Are PROUD**

**Attend Lankford's Open House Today!**

to have furnished the roof joist and awning for this new building which is a credit to our community.

Mr. Bill Hromas and the Lankfords deserve a big hand.

**POARCH BROS.**

INC.

**Ben Franklin**

**YOUR BEST PLACE TO SHOP!**

# Harman's Christmas \$ Day

**FOLKS WE ARE SORRY! BUT DEFINITELY NO GIFT WRAPPING ON THESE DOLLAR DAY SPECIALS - THESE PRICES ARE GOOD DOLLAR DAY ONLY**



LARGE SELECTION  
**MEN'S FAMOUS BRANDS**  
**SPORT SHIRTS**

- By Wings - Marlboro  
Campus - Paddle & Saddle
- 2 Pockets 2.98
  - Tapered Fit
  - Button Down Collar 3.98
  - Wash 'N' Wear 4.98



**JONAH'S WALE CORDUROY**  
**SUBURBAN COATS**  
COLORS - Blue  
Aqua - Gold - Red - Coral & Beige  
Sizes 8 to 16  
**\$19.95**

**Fruit of the Loom**  
**SEAMLESS NYLONS**  
**2 PAIR FOR \$1.69**  
Regularly 99¢ a pair

— Group Ladies —  
Assorted Sportswear  
Cottons - Dacron & Cotton  
Slim Skirts. Pleated Skirts  
Culotte Skirts - Slim Jims  
Solid Color Blouses  
Values to 10.95  
Re-Priced in 4 Groups

**MEN'S and BOYS**  
**Hanes**  
**BRIEFS - SHORTS T-SHIRTS**  
3 for \$2.95  
Boy's as Above  
3 for \$2.35

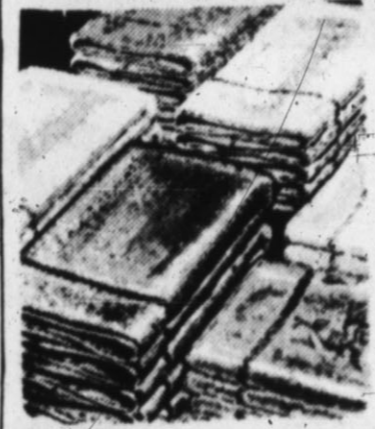


**NEW FALL SLACKS**  
By HIGGINS ALL-WOOL SELECT PATTERNS  
9.95 TO 16.95



Ladies Blue Swan  
**RAYON BRIEFS**  
2 pr. for \$1.00

\$4 \$5 \$6 & \$7  
**EXTRA-EXTRA SPECIAL**  
Ladies Don't miss this Value  
**22 X 44 TURKISH TOWELS**  
2 FOR 99¢



**SPECIAL ! MEN'S GENUINE LEATHER**  
**BILLFOLD**  
Reg. \$4.00 Value  
COLORS - BLACK BROWN - TAN  
**288 Plus Tax**

**ONE GROUP LADIES HI-HEELS A FEW MID-HEELS STYLE**  
**SHOES**  
VALUES to 14.96  
**DOLLAR-DAY SPECIAL! 4.99**  
SIZES ARE BROKEN



**One Table LADIES Gift HOUSE SHOES**  
\$5.95 Value  
**\$2.99**  
Sizes Broken



**mothers-to-be**  
as seen in Mademoiselle  
Country cotton separates  
**SKIRTS 6.95**  
**Blouse 10.95**  
**Pants 9.95**  
FASHION RIGHT STYLES  
**GOLDEN SEAL BLANKET BUY!**  
EXCEPTIONAL VALUE SOLID COLORS Size 72 X 90  
**3.97**



**GOLDEN SEAL COTTON SHEET BLANKETS**  
Wash Best—Wear Best. Satisfactory weight for year round use, size 70" x 90". Shell stitched ends.  
**\$1.97**



**Wash & Wear Prints**  
All purpose, high style, washable fabrics in a wide variety of patterns including bright, neat geometric and attractive floral designs. Outstanding color combinations in this new assortment of colorfast, all cotton, fabric.

**TERRY WASH CLOTHS**  
2 each of 5 popular pastel colors banded in a handy package of 10. 12" x 12"  
**97¢**

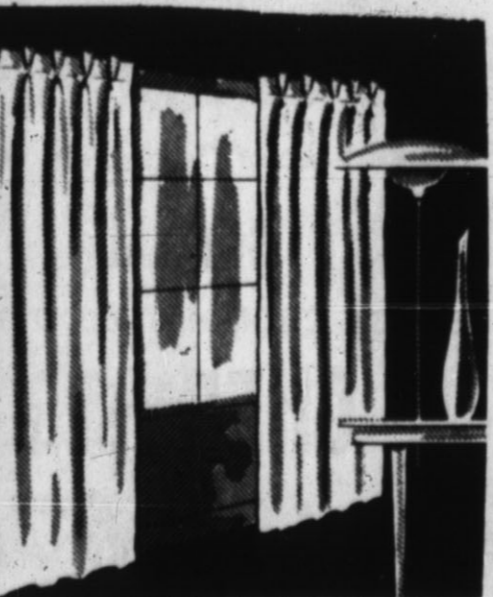


**2.98 3 pc. Set**  
**Luxury Home 3 Piece Rayon Bath Set**  
3 Piece Bath Set—100% Rayon Solid Color, with Sculptured Overlay. Washable Latex Back. 21x34 Rug with 21x24 Contour Piece and Lid Cover. Sparkling White and Beautiful Pastel Shades.

**Flour Sack Type Dish Towels**  
All Cotton bleached white muslin, laundry fresh kitchen towels. Size 27"x40".  
**Price 4 for 97¢**

**BLEACHED WHITE-MUSLIN**  
Best quality, 80 square all cotton, 36" wide. Suitable for quilting, making of garments and also many uses where quality is required.  
4 yds. **97¢**

**UNBLEACHED MUSLIN**  
36" wide, all cotton, high count. Inexpensive, smooth quality.  
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**Fiber Glass Drapes**  
Luxury texture, single width x 84" length, handwashable, wrinkle-free without ironing. No shrinking or stretching ever! Colors: White and Champagne.  
**\$5.97 pair**

**LADIES NYLON FULL LENGTH SLIPS**  
BY PANDORA 3.98 VALUE **288**

**LADIES NYLON HALF-SLIPS**  
BEAUTIFUL COLORS **\$1.69**

**MEN'S NYLON S-T-R-E-T-C-H SOCKS**  
2 pr. **87¢**

**MEN'S Broadcloth SHORTS**  
2 pr. for **\$1.00**

**Cushionized**  
DARK BROWN OR BLACK  
**12.95**

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8 for **\$1.00**

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Brown - Black Calf or Ruff Out Leather All Sizes **\$13.88**

**TALL TEXAN 14" STOVEPIPE**  
Reg. 24.95  
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SIZES 8 1/2 to 3 NARROW CUSTO TOE  
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**Ideal Xmas Gift**  
**MEN'S MARLBORO PAJAMAS**  
Neat Patterns  
all sizes **\$2.98**



**LARGE TOWEL 24" x 46" \$1.97**  
**HAND TOWEL 16" x 27" 97¢**  
**WASH CLOTH 12" x 12" 47¢**

**65% Polyester Dacron 35% Cotton**  
Washable, dries dry quickly. Needs little if any ironing. The perfectly blended fabric for sewing soft, comfortable garments.  
**88¢ yd**

# HARMAN'S

WE GIVE VALUABLE 5¢H GREEN STAMPS