

47th Year—Number 43

Published Every Thursday

Our Slogan—More People—More Farms—

The Hereford Brand, Hereford, Texas, Thursday, October 23, 1947

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AROUND TOWN SIGHTS, FACES SEEN

If you noticed that the weather was "snippy" this morning, you were right. The West Texas Gas Co. recorded 34 degrees—two above freezing.

Slight damage resulted from the fire Wednesday afternoon at the Hereford Tourist Camp. An occupied cabin caught fire above the window, but was hurriedly extinguished by the Hereford Fire Department. Chief damages were reported on the wall and roof and were extinguished by the booster pump. Firemen said that one reason they were able to stop the fire so quick was due to the fact that private automobiles did not hinder firemen from answering the call promptly.

If you find a special card on your car next Saturday, or any Saturday following, it will be courtesy of the Boy Scouts, who will patrol meters, insert coins to save fines for motorists. You are supposed to step inside the store back of the meter and repay the coin—plus any other coins you desire.

Appreciation Day, sponsored by local merchants, will in the future be changed, from Wednesday to Thursday of each week, according to Pete Cowart, Chamber of Commerce manager. The change is made because so many of the church organizations meet on Wednesday, Cowart said, and will become effective next week.

Erection of Hereford's new traffic lights will start any day, according to city officials, who said that most of the equipment has already arrived.

"There never was and never will be a World Series like the one this year," said Cal Farley, retired Angelo sportsman and business man, in a talk before the Hereford Lions.

First Rehearsal Well Attended By 'Messiah' Group

With a large attendance at the first rehearsal for presentation of Handel's "Messiah" here, Dec. 7, Miss Mattie Mae Swisher, director, said that plans are being made for the greatest presentation ever made here. She predicted a final count of 100 singers in the presentation. "Two-thirds of our old membership was out this week, due to conflict," Miss Swisher said, "but we still had 34 enthusiastic singers on hand for the first rehearsal. The group endorsed officers and sponsorship by the Civic Chorus."

Miss Swisher was enthusiastic over several newcomers, who will take part in the presentation this season. Mrs. Dick Miller, soprano, comes here with considerable singing. (Continued on page 8)

Baptist Revival Will Feature Two Outstanding Men

The First Baptist Church of Hereford today announced a revival meeting, beginning Wednesday, Oct. 29, and continuing through Nov. 9. Two services will be held daily at 10 o'clock each evening and 7:30 o'clock each evening.

Rev. Levi Price of Tahoka will serve as evangelist, while Dallas Alford, voice and music teacher at Wyaland College, Plainview, will have charge of the singing.

"Both of these men are outstanding religious workers," said Rev. R. H. Cagle, pastor. "Rev. Price is an orator of the R. G. Lee and Dr. Truett type. Mr. Alford has served churches at Sulphur Springs and Fort Worth as music director. He is exceptionally good with youth organizations, while his choral clubs, octettes and quartettes are among the best in Texas."

"These men will be in Hereford on Wednesday night, Oct. 29, and continue through Sunday, Nov. 9."

Veterans Will Sponsor Races

Two days of Quarter Horse races have been scheduled here for Saturday and Sunday, Oct. 25-26, by the local posts of American Legion and VFW, according to announcements today.

"Forty entries have been made," said Bill Smith, Legion official, representing Texas, Colorado, Kansas, Oklahoma, and New Mexico owners.

The races will be held just east of town on the Legion property, formerly known as the State Park, and will begin at 1 o'clock each day. Five to eight races are planned for each of the two afternoons.

NEW BANK ANNOUNCES OPEN HOUSE SATURDAY



The interior view, above, was made in the new Hereford State Bank, which has announced open house Saturday afternoon from 5 to 9 o'clock. The bank has recently installed new fixtures throughout, and is anxious for the general public, to visit their new location.

Housing Project To Be Moved, Located Two Miles West Town

Yields Run High As Beet Harvest Opens This Week

With crews going full-belt in five fields, the sugar beet harvest got off to a flying start this week. Yields were running high on all reports and the 18 growers expected the harvest period to continue well into the middle of November. Six cars had been shipped at noon Wednesday.

Producers were reporting yields of 18 to 20 tons per acre as harvest got underway. However, O. B. Nixon, representative for American Crystal Sugar Co., said that the large amount of dirt would probably reduce the yields to around 10 to 15 tons when the beets were cleaned at the refinery.

Large Size Beets
Hereford beets were reported to be meeting demands of the contracts for 16 percent sugar, sometimes running even higher. The sugar content is expected to increase as harvest advances, according to Mr. Nixon.

Beet harvest at Hereford was reported around three weeks ahead of the expected schedule, Mr. Nixon said, and the Rocky Ford plant is having trouble in handling the crop. Beets from this area were reported unusually large in size, ranging from 10 to 15 pounds each.

Five New Harvesting
J. J. Paetsold, with 20 acres, is among the first to begin harvest. J. E. Stengel is digging on the Paetsold place. The Alton Fraser farms started off the season last week, but have been slowed with break-downs and interruptions. Frank Hafner, with 75 acres, has two machines digging on his place and is reporting good yields. Digging started Wednesday on the J. B. Nolan place, which had an excellent stand, and was reporting good yields.

While the above producers are using machinery, Mr. Nixon also reported that harvesting has begun hand labor in being used. High yields were also reported here. Due to cotton picking, labor was reported as extremely difficult to secure. (Continued on page 5)

Tax Assessments Do Not Include Polls This Year

Taxpayers will note that poll taxes have not been assessed on their current statements, in accordance with a new state regulation.

Poll taxes are to be assessed and paid, along with other taxes, according to the new ruling—and may be paid on or before January 31, 1948.

Since next year will be a presidential election year, a large number of polls were anticipated. However, the assessor's office asked all persons to mention poll taxes, which might be overlooked in the rush.

Stock Holders Will Be Paid; 32 Units Left

The Hereford Housing Project will be moved to a new location, adequately improved, and turned over to some responsible agency for continued non-profit operation, according to plans made and passed at a general meeting of stockholders last Friday night.

The group also voted to repay in full every person who contributed or placed money in the creation and organization of the project. It was estimated that \$8,500 remains to be paid stockholders who did not cash their checks in the first issue several months ago.

New Location Purchased
In keeping with this movement, the group voted to purchase 21 acres of land, at a cost of \$2,500, from L. Baskin. The new location will lie just south of the Santa Fe tracks, adjoining the right-of-way, approximately two miles west of town; it also adjoins the northwest corner of the new airport on Highway 51.

Thirty-four of the present 42 barracks will be moved to the new location, a water system and sanitary facilities will be provided, and other

Avenue Baptists Observe Founding

Observing their first anniversary, members of the Avenue Baptist Church Sunday, Oct. 19, celebrated the occasion with an all-day program and old-fashioned "dinner on the grounds."

The following program was arranged and presented by committees, under supervision of Roy M. Landers, Sunday School Superintendent.

Rev. R. S. Sparkman, pastor, preached both morning and evening services. Dinner was spread at 12:30 and was attended and enjoyed by a large crowd. The afternoon service began at 2 o'clock with song services led by F. A. Tucker, former Sunday School Superintendent, and Sam Sanders. Devotion, Rev. E. H. Harper; recognition of charter members by the pastor; readings by two junior girls and one intermediate boy. Song by three primaries; trio, Mrs. A. O. Thompson, Mrs. E. W. Young, and Mrs. Louise LeGrand, all of the First Baptist Church. Duett, T. F. Medlin and Mrs. R. S. Sparkman. Report of year's work, Mrs. Roy M. Landers, church clerk.

The Avenue Church was organized with 50 members, and present membership is 116, according to reports given.

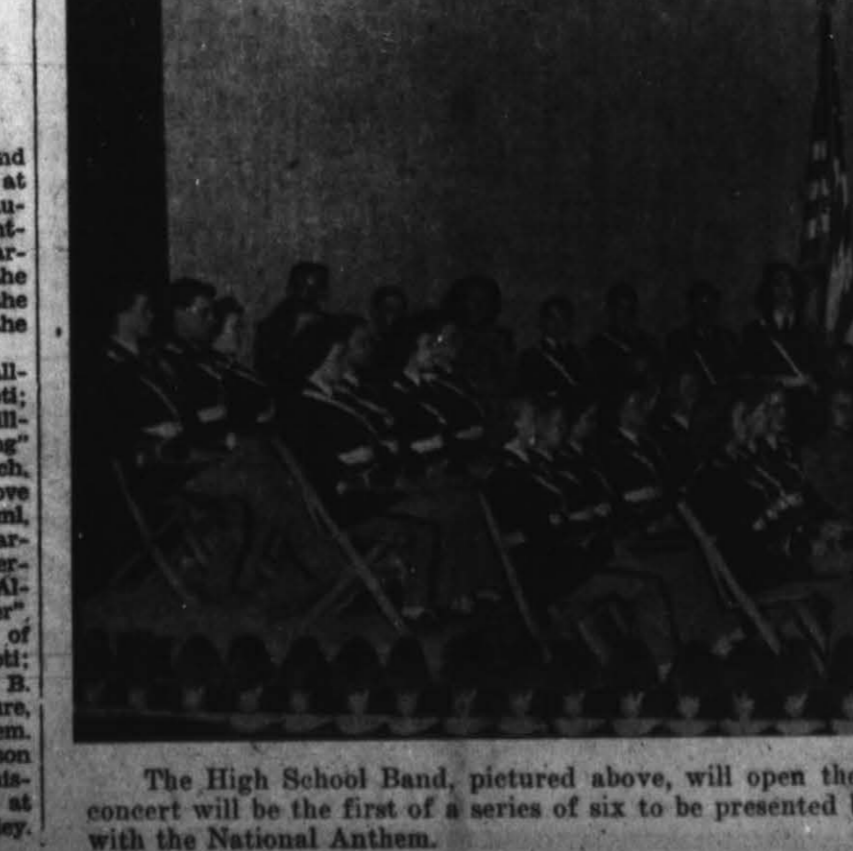
Band Concert Series Open Here Tonight

The first of a series of six band concerts will open this evening at 8 o'clock in the High School Auditorium, according to T. V. Brantley, director, who said that all arrangements have been made for the first presentation. Students in the Senior band will take part in the program tonight.

The program follows: "El Caballero", Spanish march by J. Olivadoti; "His Honor", march, Henry Fillmore; "Love's Own Sweet Song" from the Operetta "Sari", march, Emmerich Kalman; "Indian Love Call", flute solo by Rudolph Fritzl; Wanda Fish soloist; "Country Gardens", Percy Grainger; "In A Persimmon Market", Intermezzo, John Albert W. Ketzlby; "Westerner", march, J. J. Richards; "Hall of Fame", concert march, J. Olivadoti; "The New Colonial March", R. B. Hall; "Carnival of Roses", overture, J. Olivadoti. The National Anthem.

"Those who do not have season tickets, may secure single admissions, or purchase season tickets at the door," according to Mr. Brantley.

HEREFORD HIGH SCHOOL BAND WILL OPEN CONCERT SERIES HERE TONIGHT



The High School Band, pictured above, will open their Winter Concert Series in the High School Auditorium tonight, beginning at 8 o'clock. The concert will be the first of a series of six to be presented by the Senior and Junior Band students. The program tonight features 10 selections, closing with the National Anthem.

REA Expands: More Patrons; New Territory

With the announcement last week of an additional appropriation of \$350,000 for Rural Electrification construction by the Deaf Smith County Electric Cooperative, the total investment on the three-county project passed the million and one-half dollar mark.

Prior to the recent allocation, the REA had an investment of \$1,182,000 in Farmer, Castro and Deaf Smith counties, of which two units are still under construction.

Two Farmer Sub-Stations
The additional \$350,000, granted last week, will be used for the construction of 124 miles of lines and two sub-stations. The new lines will include approximately 66 miles in Farmer County, 51 miles in Castro County and 37 miles in Deaf Smith County. One of the sub-stations will be located south of Bovina and the other south of Prager, replacing the present sub-station now located near Prager.

"Materials have been ordered and contracts placed to cover construction on the new project, known as the 'P-Section'," said Leo Forrest, REA manager. "The new service will serve a portion of the people who have already signed up, made applications and secured easements. Money for the new project will be available in-around 90 days."

At the present time, the Deaf Smith REA is considered as one of the larger projects in Texas. It operates 639.3 miles of energized lines and serves 1,148 connected consumers.

"However, the two projects under construction, plus the new 124 miles will bring the total to 1,228 miles of lines, which will serve 1,238 domestic customers and 210 irrigation well consumers," Forrest said.

480 Miles in Each County
When the three projects are completed, approximately 400 miles of line will be located in each of the three counties, according to Mr. Forrest. He also estimated that Farmer County will probably have slightly more domestic consumers than either of the other two, while Deaf Smith and Castro will furnish the major portion of irrigation well consumers.

The two projects now under construction are "D-M" and "N," as

Real Estate Men Organize and Name Local Officers

A Hereford real estate board was organized and officers elected at a meeting held here Oct. 17, in affiliation with the national organization of realtors.

Officers are: J. C. Ricketts, president; E. S. Ireland, vice-president; Mrs. Bruce Rose, secretary-treasurer. Other charter members of the organization were Frank Barber, J. B. Ellison, E. B. Posey, J. G. Weir, Lee Conklin, Sam Nunnally, Charles Sowell and I. O. Crosthwait. Members of the board also extended an invitation for all other real estate dealers to become affiliated.

Camera Club Salon Attracts Wide Interest; Voting Opens Saturday

Hundreds of persons have inspected and praised the photographic work of Hereford Camera Club members included in their first annual showing, now on display in the south window of J. C. Penney Company.

Voting to select the three prize pictures will take place Saturday afternoon. Camera Club members will be on hand and will furnish ballots to all who wish to vote. Three places are to be selected, and prizes of \$12.50, \$7.50 and \$5 will be awarded by The Hereford Brand.

"We are especially anxious to know what type of pictures the pub-

City Promises Modern Swimming Pool, Ready To Go Next April

COME ON IN THE WATERS FINE



Games, Stunts, Shows... Open at 7 O'clock
Fun and Food -- For a Penny.
Headlies Hallowe'en Carnival

Games, Stunts, Shows... Open at 7 O'clock

Games, contests, plenty of eats, and side shows will be the headline features at the Hallowe'en Carnival Friday night, Oct. 31. The carnival will begin at 7 o'clock and will continue until 11:30 with all events scheduled under the lights on the Whiteface Football Field. No admission charge will be made.

Previous plans to hold the carnival following the Canyon-Hereford game have been replaced with an entire evening of entertainment, said Worth Covington, J-C committee chairman in charge of the activities.

As announced, a charge of 1 cent will be made on all foods, games and side shows. In addition, the Hereford Firemen will maintain a booth and furnish pennies for "broke kids." The only exception to this rule will be the Band Parents' hot-dog stand, where a charge of 10 cents will be made on hot-dogs.

Lots for a Penny
Foods in the 1-cent range will include ice cream, cookies, bubble gum, pumpkin pie, Kool-aid, and several others.

Five contests have been slated: Greased Pig and Greased Pole—Rayland Evans, Lowell Sharp, and G. D. Calson in charge; Sack Races, Douglas Woodell, Gus Fanderward and Hirlay Aven in charge; Pie Eating, Debbs Knox, W. R. Hair and Harry Engman, Jr. in charge; Balloon Blowing, E. J. Pepper, T. J. Clay and Jim Wheelan in charge; Centipede Race, Bartlett Dowell, Ernest Kendall and R. E. Bartlett in charge.

The following booths have been listed: Junior Chamber of Commerce (Continued on page 8)

Grant New Trial For Close Case

Motion for a new trial was granted Wednesday in the case against H. A. Close. County Judge Leonard Foster granted the new trial on grounds of the jury having communicated with the court after it went into closed session. No date has been set.

At the trial, in which Close was charged with sale of intoxicating beverages, he was fined \$500. Charges were filed and pushed by the State Liquor Control Board on ground that Close sold aromatic elixir, a pharmaceutical, containing 23 percent alcohol.

Dedication For Dawn Church Is Sunday Feature

Dedication ceremonies were held last Sunday, Oct. 19, for the Dawn Baptist Church, organized in 1943, which recently completed a modern brick building in the community.

Outstanding was the fact that all three pastors who have served the church were present for the dedication. Rev. Hardy Stevens, first pastor, delivered the morning service. Rev. R. M. Parsley, second pastor, was in charge of the dedication ceremony at 2:30, and delivered the dedication address. Rev. J. E. Byers, present pastor, conducted the services. A large crowd attended the ceremony.

In addition to the modern church building, the church also owns its parsonage, and has a conservative estimated value of \$18,000. The church was organized in 1943 with 22 charter members. Present membership is 83.

Scooter Handlers Required to Have Driver's License

Pointing out that drivers licenses are necessary for the operation of motor scooters and motor bikes, the Texas Highway Patrol this week issued a note of warning to all boys and girls.

"In addition, motorcycle licenses are necessary on the vehicles," patrolmen said.

Persons 16 years of age can make application for a driver's license in the regular manner, while those from 14 to 16 can apply for licenses through the County Judge. The special (14 to 16) licenses are available when the parent appears with the youth and shows just cause, in which case the applicant must still pass the customary driver's tests. In addition, the parent is held responsible for any action of the youth, and for any damages inflicted, according to the Highway Patrol report.

Cotton Growers Gather 75 Bales; Yields Run High

Approximately 75 bales of cotton were estimated to have been gathered during the past week as Hereford's anticipated \$400,000 cotton crop swung into production.

The new gin, under construction by Claud and Taft McCree, was not yet ready for the Hereford gin to open. Production on irrigated cotton was running up to a bale and one-half to the acre and estimates still remained at the three-fourths of a bale to the acre for the entire crop.

The Brand last week reported G. H. Whitaker as the first man to weigh in a bale of cotton for ginning in Hereford. Since that time it has been learned that Frank Wilde and D. R. Vandever were both gathering cotton and hauling into Springlake several days before the Whitaker cotton was gathered.

Cotton pickers were still hard to find. Picking was 23 a hundred with some of the pickers running around \$15 a day in the abundant yields, especially on irrigated tracts.

Date of Canyon Game Changed Thurs. Oct. 30

Hereford will meet the Canyon football team on Thursday, Oct. 30, rather than Friday, Oct. 31, as originally scheduled, according to announcements released today. The game will be played on Whiteface Field.

The date was changed at request of the Canyon coach and superintendent, according to Coach Stanton and George Graham, superintendent. It appears that the Canyon band and pep squad were scheduled for other activities on Hallowe'en night, and that more than half of the Canyon crowd would be unable to attend the game. Therefore, the date was moved back one day.

The game will start at 8 o'clock.

BETA ETA PRESENTS JEWELED PINS



Pictured above are the 10 charter members of Beta Eta who were presented with jeweled pins. Standing is Frances Young and kneeling is Lillye London. The line, left to right, includes: Adeline Koelzer, Gwen Springer, Bess Hagar, Ruth Pickens, Jane Harris, Ella Maye Martin, Marcia Koelzer and Juanita Kelly.

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Beta Etas Entertain With Impressive Candlelight Jewel Pin Ceremonial

Highlighting the season for Beta Eta Chapter of Epsilon Sigma Alpha Sorority members held a Jewel Pin Ceremonial Tuesday night, October 14, at the home of Gwendolyn Springer.

Candlelight illuminated a flower bedecked altar arrangement featuring the club colors of blue and gold. where pledges knelt on blue and gold pillows. Frances Young, program chairman, presided as the Lesson on Jewels was repeated, and as each girl repeated and accepted the vows of the rituals. Miss Young conducted the pinning ceremony with sorority badges representing an open book with Grecian lamp attached by a gold chain. The upper right and the lower left sides of the badge were studied with Jewels.

When the group had received their pins Miss Lillye London, president, presided as Miss Young repeated and accepted her vows and received her pin.

Those receiving pins were: Juanita Kelly, Marcy Koelzer, Gwendolyn Springer, Ella Mae Martin, Ruth Pickens, Jane Harris, Bess Hagar, Adeline Koelzer, Lillye London and

Frances Young. All charter members received pins except Virginia Adams, who has moved to Plainview. She will return at a later date to receive her pin in this chapter. Mrs. Troyce Stambaugh Hanna who had returned to Hereford to make her home will transfer her membership from the Plainview chapter.

Refreshments were served after the ceremony. Cake squares were decorated with the club flower, yellow jonquil, and the Greek letters of Epsilon Sigma Alpha.

Model Meeting Held

Also among recent activities of the Beta Chapter was the model meeting for rushes held at the home of the president, Lillye London, on Monday night, October 13.

After the opening ritual Marcy Koelzer, rush captain, explained the general functions of the organization and reviewed the activities of the local chapter for the past seven months since its organization.

The program chairman presented Mrs. Corinne Jennings, who spoke on "The basic fundamentals of pastels," showing some of her own

Newlyweds Are Honored Here

Mr. and Mrs. H. M. Benefield were hosts Sunday at a dinner honoring her nephew, Jack H. Sigmon and his bride of Amarillo.

Mrs. Sigmon is the former Miss Lillie Lissett Eyoub of Amarillo. She is a graduate of the University of Texas and is now a geologist for the Gulf Oil Company in Amarillo.

Mr. Sigmon, a graduate of Texas Christian University, served as 1st Lieutenant in the U. S. Engineering Corps and is now employed in the land department of the Gulf Oil Company in Amarillo.

A five-tiered wedding cake to honor the couple, was a feature of the dinner-party.

Other out-of-town guests besides the bridal couple included Mrs. C. P. Sigmon, Mr. and Mrs. Howard Sigmon, all of Amarillo. Other relatives present were Mr. and Mrs. Mark Benefield, Mr. and Mrs. Ed Warren, and Mr. and Mrs. Lee Benefield.

Assembly Has Formal Initiation

Hereford Assembly No. 157, Order of the Rainbow for Girls, initiated four members in a formal ceremony at the Masonic Hall Monday night.

The girls were Patty Frye, daughter of a Mason, Reba Dones, Joyce Porter, and Nan Buckner. Friends of Rainbow Girls. Big sisters named for the initiates were: Patty Frye-Gyle Roberson; Reba Dones-Wanda Fish; Joyce Potter-Pat Longbottom; and Nan Buckner-Bobby Jane Sisk.

Special guests introduced were Wanda Rogers, Plainview, grand immortality of the Grand Assembly of the Order of Rainbow of Texas; Mrs. Ivy Stinton, Olton, and Mrs. Mrs. Bier, Plainview; mother advisors: Johene Bryant, Olton; Lou Hollingsworth, Olton; Joyce Jennings and Luan Carter, Plainview, and Patsy Sigle and Anne Morgan as past and present worthy advisors.

Patsy Sigle, past worthy advisor, was in the charge of the program. Four boys—Reuben, Knox, Bobby Hamilton, L. T. Hawks and Eugene Roberson, were introduced as Shelby Glenn and his Dusters and sang "The Eyes of Texas," "Sentimental Journey," "I Love You For Sentimental Reasons" and "If I Could Hear My Mother Pray Again."

Betty Jo Carnahan read "Compassability."

Betty Katherine Hodges, Diaple Howell, Mary Helen McGilvary and Patsy Longbottom sang, "For You," followed by the reading of Scripture by Patsy Willshire.

Betty Jo Carnahan, love and devotion girl, presented Doris Jean Smith with a white flower corsage for exemplifying Courtesy. A fellowship hour was held in conclusion and refreshments were served to the guests, which included nine girls from Olton, sixteen from Plainview, forty members of the local Assembly, fifteen Masons and order of Eastern Star members and an out-of-town guest, Miss Sallie Dennis of Greenville.

Book Review Is Given For L'Allegra Club

L'Allegra Club met in the country home of Mrs. V. C. Hopson Thursday, with Mrs. Leroy Price as co-hostess for the meeting. Mrs. Richard Winget presided.

A report on the Veteran's Memorial Park project was given by Mrs. Walter London, Jr., who outlined plans for the club to assist with the project.

Mrs. Darrell Blanton gave an excellent review of "Peace of Mind" by Joshua Loth Liebman, who is a Rabbi of Temple Israel, Boston, and one of the leading radio speakers in America. He is believed to be the first person who has been invited to become a member of a Christian Theological Seminary.—to teach Judaism to Christian clergymen.

Mrs. Blanton pointed out that it seems strange for a man in this age of turmoil and harrowing to write a book on peace of mind and doubly strange for a Rabbi, a representative of a people never having known peace. She quoted the author who says "Peace of mind is the gift that God reserves for his special protectees," and discussed at length his chapter on the ways of grief and the acceptance of death.

Members present were Mesdames Hopson, Leroy Price, Marlin Pierce, Bartley Dowell, Earl Stagner, Richard Winget, Darrell Blanton, Robert Lemons, Delbert Belmont, James Edmondson, Gerald Gollebohn, Otho Noland, Walter London Jr., W. L. Davis Jr., and Miss Gayle Knight of Friona, a guest of her aunt, Mrs. Marlin Pierce.

Mrs. Phillip Barkley spent the week-end at Lubbock with her daughter, who is a student at Texas Technological College. She was accompanied by her daughter, Marilyn.

work in pastels and that of Lillye London and Frances Young.

Guests were the three rushes, Marlin Denton, Pauline Loerwald and Marlin Plummer. Mrs. Corinne Jennings, Mrs. Ellen Carter, and Mrs. Troyce Stambaugh Hanna.

Birthday Luncheon

Thursday, Jane Harris and Marcy Koelzer were honored at a birthday luncheon given by the chapter at Ike's Cafe.

All of the members except Juanita Kelly were present. Also Mrs. Troyce Stambaugh Hanna, and Misses Marie Denton, Pauline Loerwald and Marlin Plummer.

Dawn Music Club Elects

The Dawn Music Club met Tuesday afternoon in the home of Mrs. Raymond Stewart.

A short program was presented and new officers were elected during the business meeting. They include: Mrs. Carl Wimberley, president; Mrs. R. B. Latham, vice-president; Mrs. Raymond Stewart, secretary-treasurer; Mrs. J. B. Caraway, reporter; Mrs. Loyd Airhart, parliamentarian, and Mrs. Norman Miller, choral director.

Others present were Mesdames Melvin May, John Graham and Wesley Cox.

The next meeting will be held with Mrs. Melvin May on October 28.

Mrs. J. J. Flanery of Sherman arrived Tuesday to spend a couple of weeks with her daughter, Mrs. Colby Conkright, and family. She has been visiting a sister in Carlsbad, N. M., for the past week.

Mr. and Mrs. Ed East, formerly of Hereford and now of Amarillo, spent a day in Hereford last week looking up old friends and attending to business.

St. Anthony's Parish Council

St. Anthony's Parish Council of Catholic Women met Sunday afternoon in the school hall with Mrs. Wm. Betzen in charge of the business session. Father Albert Heald gave the opening prayer and Mrs. Betzen gave a report of the convention of the Diocesan Council of Catholic Women held last week in Amarillo.

Members of the group voted to cooperate in the civic Christmas decoration project and also voted to channel the Catholic Action program through St. Anthony's Guild.

Father G. Stackmeir, pastor of the Happy Catholic Church, was the speaker for the afternoon. He told of conditions in Europe and urged the cooperation with the National Food Conservation program. He requested the organization to send food and clothing to the needy in Europe.

FEDERAL INTERNAL REVENUE COLLECTIONS AUSTIN—With no signs of relief in sight, Texas taxpayers kept feeding Uncle Sam's till during September to the tune of \$109,007,551, the University of Texas Bureau of Business Research reported.

Total federal internal revenue collections for the State from July 1 through September \$241,300,020 to exceed last year's intake for the same period by 5 per cent.

Income taxes slid 4 per cent lower than during the three-month period in the 1946-47 fiscal year, but all other kinds of taxes shoveled more money into government coffers. Employment taxes brought in 22 per cent more revenue, withholding taxes were up 19 per cent, and miscellaneous taxes advanced 7 per cent.

Americans are eating more nuts. In 1900, the average consumption was four-fifths of a pound; in 1946, one and two-fifths pounds.

THE C & R TWINS By Clay and Reeves



Good service is continued from day to day at the C & R CLEANERS. We always offer the cleaning, pressing and alteration services you want and we're always sure to have them priced at a figure that will allow you to save money on the transaction.

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Just Received and ARRIVING DAILY for your Inspection . . . and for IMMEDIATE DELIVERY a Full Line of

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and SUPPLIES including TRIMMINGS SPORTING GOODS WHEEL GOODS TOYS, etc.

HENSLEE'S HARDWARE

209 North Main Phone 567

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"SPEEDY" by Hereford MOTOR CO.

LEARNING TO DRIVE IS SO FRUSTRATING. SPEEDY—TELL ME WHAT I SHOULD DO. UP! ON THE STREET. WHAT'S THAT HANDLE, SPEEDY. THE HAND BRAKE YOU USE IN CASE OF EMERGENCY. ON—I SEE IT'S SOMETHING LIKE A BATH ROBE. YEH. AND REMEMBER THE MOST IMPORTANT THING TO LEARN ABOUT DRIVING A CAR IS IF YOU HAVE ANY TROUBLE, CALL ON HEREFORD MOTOR CO. AND THEY'LL DO YOUR REPAIR WORK REASONABLE AND MOST SATISFACTORY.

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10-ounce Box \$1.25 SARA-KA LAXATIVE Bulk Type... 1.09

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CUTICURA OINTMENT 50c SIZE (Limit 1) 36¢

100 ASPIRIN TABLETS 3-GRAIN (Limit 1) 39¢

HINKLE PILLS BOTTLE 100 25¢

WITCH HAZEL DICKINSON 16-oz. 39¢

60° ALKA-SELTZER Tube of 25 tablets... 49¢ It's effervescent... watch it fizz!

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A Perfect Shaving Team— GILLETTE GOLD TECH RAZOR & 5 BLUE BLADES 98¢ This Razor won't rust!... precise-fitting. No more misfit blades! The Best Shaves Ever

WE CARRY THE COMPLETE LINE OF FAMOUS WILKINSON PRODUCTS with a Reputation

2 oz. OIL of WINTER-GREEN 26¢ Synthetic (Limit 1)

Formula 20 Shampoo 39¢

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Save on OCTOBER SALE Specials!

Some Speedster MECHANICAL TOY RACER TOPS with TOTS... 39¢ For fun unlimited

Bad Breath? Use 50° ORIS MOUTH WASH 2 Pints 79¢

Lubricant Liquid 60° SILMINOL LAXATIVE 2 Pints 1.25

Try SAYBROOKS 50° Yeast & Iron Tablets 2 bottles of 90° 76¢

High-Potency ABOG OLAFSEN AY-TOL 100 tablet capsules... 1.79

Now—Walgreen Magnesia Tooth Paste 2 large 51¢

Coughing Cold? PINE-B TAR SYRUP 3-sources... 29¢

Loose Dandruff? 60° KREML HAIR TONIC 3-source bottle... 49¢

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WAMPOL'S Preparation, 16-ounces... 1.04

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making it one of the largest and most up-to-date in the Panhandle . . . which puts us in a position to offer the people of this community the kind of service they deserve and want.

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Rough Dry Flat work finished. Wearing apparel dried and neatly folded.

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Fluff Dry Everything dried and folded.

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"ASK YOUR NEIGHBOR—WE DO HER LAUNDRY!" SHIRTS Perfection Finished by Our New Post War Unit Experienced Operators in Every Department!

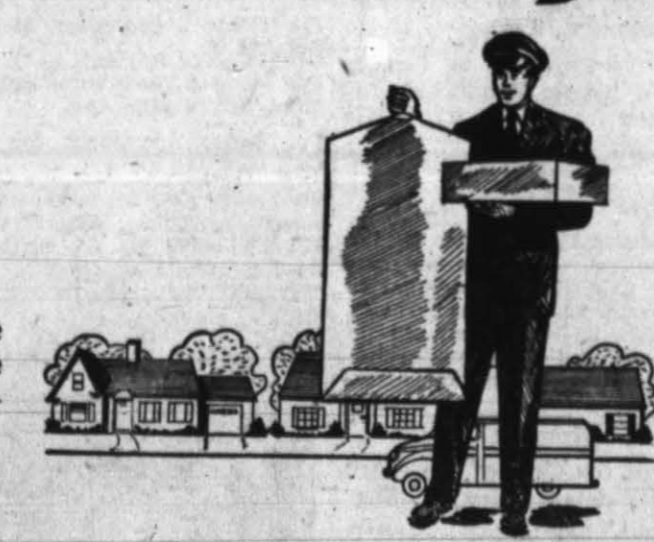
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DYEING Any article dyed that can be dyed any place. Make your old clothes look new by changing the color. All clothes returned ready for wear. Prices furnished upon request. ASK TODAY!

"Make One Call, 298, Do It All" PICK-UP AND DELIVERY SERVICE!

Hereford Laundry & Dry Cleaners

123 SCHLEY Home Owned—Home Operated F. M. Campbell & Sons



Leaders Named In Polio Drive

A county-wide campaign will again be waged this year to assist in curbing the spread of polio, according to Paul Harvey, county chairman, who said that committee leaders were named at a meeting this week.

Lyle Blanton was named as campaign chairman; Mrs. V. O. Hennen as vice-chairman in charge of women's activities; Dick Barnard, publicity; George Graham, schools; Debbis Knox, special events; Mrs. Bruce Rose, March of Dimes.

Those attending the organization meeting were: Rev. Roy Ford, E. C. Eubanks, C. C. Acker, Dyalthis Bradley, and Judge L. H. Foster.

Mrs. Hennen will attend a pre-campaign meeting in Amarillo this week, and Mr. Harvey said that leaders for the rural sections will be announced in the next few days.

REVIVAL LEADERS



REV. LEVI PRICE



DALLAS ALFORD

The two above men will have charge of the Revival Meeting which opens Wednesday, Oct. 29, at the First Baptist Church. Rev. Price is from Tahoka, and Mr. Alford is associated with Wayland College, Plainview.

Hospital Notes

Patients that have been dismissed from Deaf Smith County Hospital:

D. G. Barnard, Hereford, medical; Jerry Curtsinger, Priona, medical; Virgil McGee, Hereford, surgery; Eileen Joiner, Hereford, medical; Rose Ullbarri, Hereford, medical; Mrs. T. W. White, Hereford, OB; Mrs. D. L. Welby, Hereford, OB; Lynn Dean Robbs, Hereford, tonsil; Gloria Walsen, Summerfield, tonsil; Carol Walsen, Summerfield, tonsil; Mrs. A. E. Wright, Hereford, medical; Vickie LaRue Hopson, Hereford, tonsil; Mrs. S. E. Stanfield, Hereford, OB; Mrs. J. R. Geffken, Hereford, OB; Kenneth Finly, Hereford, tonsil; Mrs. C. I. Rudd, Hereford, surgery; Mrs. Hubert Goetzsch, Hereford, medical; Mrs. T. C. Covington, Hereford, medical; Mrs. W. R. Black, Hereford, medical; Pauline Pave Brannon, Hereford, surgery; Mrs. D. C. McWhorter, Hereford, OB; Hollie Odum, Hereford, surgery; Mrs. John Haberer, Hereford, medical; Carolyn Avon, Hereford, tonsil; Mrs. Buck Fallwell, Priona, surgery; Mary J. Kelley, Hereford, medical; Beatrice Wilhelm, Hereford, medical; Mrs. Arthur Teitel, Hereford, surgery; Mrs. Edward Johnson, Hereford, OB; James Dewey Perry, Flagler, Colo., surgery.

Patients that are now in the Hospital:

John H. Ross, Hereford, medical; H. H. Wiseman, Hereford, ortho; Mrs. Johnnie Flack, Hereford, medical; Forrest Hill, Hereford, surgery; Dale Doak, Hereford, ortho; Deri Martin, Hereford, surgery; John C. Bailey, Priona, medical; Sheldon Green, Priona, medical; Mrs. Frank Gyles Jr., Hereford, OB; Waldo Hampton, Hereford, surgery; Mrs. E. J. Pepper, Hereford, OB; Delton Cochran, Hereford, medical; Mrs. Lee McCalg, Hereford, OB; Billy Wells, Hereford, medical; Lynn Young, Hereford, medical.



Announcement of the marriage of Margaret Louise Young, daughter of Mr. and Mrs. E. W. Young, and Clarence E. Leasure, Jr., son of Mr. and Mrs. C. F. Leasure, was announced this week. The wedding took place on July 20, 1947. The complete announcement will be found on page 4, Section 2 of this issue.

'Sweater Dogs'



Maggie, 6-year-old boxer, and Killer, 1½-year-old toy terrier, show off their best creations at the "Sweater Dog of 1947" contest, a feature of national sweater week observed in Chicago.

ANNOUNCING

ORGANIZATION

of the Hereford Real Estate Board

and extending an invitation to all Real Estate dealers to become members of this board.

Following are Charter Members:

- J. C. Ricketts, president
- Elliston & Posey
- Sowell & Crosthwaite
- Weir and Conklin
- Sam Nunnally
- Rose & Barber

Consult a REALTOR before you buy or sell Real Estate.

Hereford Delegates To Attend B & PW Meeting in Amarillo

Business and Professional Women's Clubs of District Nine will have their annual convention in Amarillo October 29 and 30. The Amarillo club will be hostesses. Representatives from the Hereford club who will attend are: Lillie Loyd Poff, Frances Young, Lillie London, Marcia Koelzer, Cecil Williams and Corinne Jennings.

Registration will be at the Herring Hotel at 4:00 o'clock Saturday and will be followed by a formal banquet at the Country Club at 8 o'clock. Sunday's activities will begin at 7:30 with a breakfast in the Crystal Ballroom of the Herring Hotel. Mrs. Clifford Dunn of Amarillo, who is State Program Co-ordination Chairman, will be the speaker.

Following church services at 12:30 o'clock there will be a luncheon in Old Tascosa Room of the Herring, with Miss Marguerite Anderson as the speaker. Miss Anderson is State President of the Business and Professional Women's Clubs.

CARD OF THANKS

We wish to thank neighbors, relatives and friends for their help and expressions of sympathy during the illness and after the death of our loved one. Especially do we wish to thank Rev. Lichtman, also the doctors and nurses. Your many kindnesses will be gratefully remembered.

Mrs. Emma Frye and children. 43-1p

CARD OF THANKS

We wish to express our thanks and appreciation to everyone who was so sympathetic in our recent grievance of our baby son and grandson.

Mr. and Mrs. Herbert Goetzsch, Mr. and Mrs. Oliver Rudd, Mr. E. A. Goetzsch. 43-1p

CARD OF THANKS

We wish to express our most sincere appreciation to all our friends, nurses and doctors for the many acts of kindness shown us during our recent disaster.

Mrs. Rosa Eiler England and Glenda. 43-1k

CARD OF THANKS

May God's richest blessing rest upon all those who were so kind to us in the recent loss of our brother and uncle, W. R. Parks.

Mr. and Mrs. Hardy Benson, Hardy Jo and Mary Lou.

Robinson Takes Top Honors In Kennel Exhibit

A. C. Robinson brought home four ribbons and a cup with his English Bull, Annabella of Dulce, from the Amarillo Dog Show last Sunday.

The six-month-old female went in against strong competition of older dogs to win. She took first in best of breed, first in winner's group, first in non-sporting group and fourth in best of show out of a group of eight winners.

Two thousand people attended the first show of this kind to be staged in this district; 87 dogs were entered in the show held at the Amarillo Fair Grounds in the Automobile Building.

A second show is scheduled for April, 1948. At that time more entries are expected from Hereford, Dr. M. P. C. Adams and Mr. Robinson were the only entries to show at the fall showing.

The first winner of the entire show, classed as the best of winners which included all classes shown, was a female German Shepherd from the Llano Estacado Kennels of Clovis, New Mexico.

Large Delegation Attends El Paso Scottish Rites

With the largest number of candidates of any town, Hereford registered 10 candidates taking Scottish Rite degrees at El Paso the past week.

Candidates included: Wayne Evans, Frank Cogdell, Oscar Easley, Sandy Pluitt, Jack Brown, Bill Smith, Mac Pittman, Bill Hutson, Guy Walsen and Tom Field. Wives of the candidates who also went to El Paso were Mrs. Evans, Mrs. Cogdell, Mrs. Easley, Mrs. Pluitt, Mrs. Brown, Mrs. Smith, Mrs. Walsen and Mrs. Field.

Other 32-degree Scottish Rite members and wives who visited El Paso during the ceremonies included: Mr. and Mrs. W. C. Pittman, Mr. and Mrs. Jim Black, Mr. and Mrs. H. E. Miller, Mr. and Mrs. C. D. Carnahan, Mr. and Mrs. Ernest Medklef, Mr. and Mrs. J. B. Nolan, Mr. and Mrs. Bernard Robertson, Mr. and Mrs. Frank Cogdell. Also attending were George Suggs, Hap Higgins and Bill Hutson. Lyle Blanton, J. W. Robinson, Sylvester Single and Carl Frye flew down last Thursday and remained until Saturday for the closing ceremonies.

Farmers Home Administration made new adjustment loans to 23,654 veterans, amounting to \$30,159,937 during 1947.

In the first four months of 1947, 124 million pounds of peanuts were exported by the United States.

Mrs. Henry Gooch and Mrs. R. E. Townsend of Amarillo spent the week-end with Mrs. Beth B. Holman.

Yields Run ...

(Continued from page 1)

however. Help has been imported from Plainview, Levelland, and Earth and before the season ends, more than 150 outside laborers are expected to be at work in the beet fields here. Contacts have already been made with workers at Ida and Leames.

In addition to other troubles, beet producers are also facing the old situation of "car shortages." The fact that beets are handled much faster than potatoes was said to be causing some of the trouble. Sugar beets can be loaded at the rate of 20 cars each 10 hours, which requires fast handling to give adequate service.

The cost of harvesting and unloading at the dump was estimated at approximately \$3 to \$3.50 per ton. Hand harvesting was reported as taking longer, but as being around the same price by Mr. Nixon.

Around Town

(Continued from page one)

Club Wednesday. Farley's report on the series sightlings kept the Lions in an uproar during the entire meeting.

Fire Chief John Patton talked before the Rotary Club last week on fire prevention, and among other things warned "People who do not smoke should keep ash trays around the house for visitors."

Part of the bulbs, wire and sockets for the Christmas lighting program have already arrived, reports Dubbs Reeves, J-C chairman. He also says that plans are progressing nicely, that \$1,700 has been collected.

with a few firms still to be contacted.

Ben Ezzell, Brand news editor, will this week complete two weeks training with Tenth Air Force at Brooks Field, Texas. Capt. Ezzell expects to be back on the job next week, minus title and happy to get the training behind him.

Here's a true story. Last week Lyle Blanton went home for lunch, which was not quite ready. He strolled through the house, busy with his thoughts, picked up his hat—and started back to work—and suddenly remembered that he had not yet eaten.

Rev. P. E. Yarborough of Memphis, conference missionary and director of rural work of the Methodist Church, will preach at Westway Sunday morning at 11 o'clock, and Sunday evening at 7:30 o'clock.

The Hereford Freshman team will play Elizabeth Nixon Junior High of Amarillo at 3:30 this afternoon on Whiteface Field. The Freshman lost their last game 6-to-7 to Sam Houston, Amarillo Junior High League winner.

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Draped in the Martha Manning way to make you look younger, slimmer. The surplice neckline accented by plastic and gold-tone buttons. Colony Rayon Crepe in teal glaze, crystalline claret, blue luster, cyclamen rose. "Illusion" half sizes 16½ to 22½.

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In Susetta and Regent Patterns... in the Flowered and Plain Glass with gold trims. Complete Sets!

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Never a Ring so Cherished*

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DIAMOND RINGS

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Fashionably smart—always correct with a new Bulova watch—a masterpiece of fine watchmaking—truly the "Gift of a Lifetime"

Her eyes are all for her Keepsake! the most treasured of all diamond rings. Quality and true value are assured the purchaser of every genuine registered Keepsake Diamond Ring, by the Keepsake Certificate of Guarantee and Registration, signed by the store, and confirmed in writing by the maker. Come in and see our Keepsake collection!

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5 Big Reasons Why Big Macs* Are Best!

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Lab-tested denim—sturdily stitched, riveted.

Sanforized Chambray Full-Cut Work Shirts 1.29
Lined, dress-type collar. Full 33" Double-stitched!

Matched Work Sets of Sanforized Twill 2.98 Ea.
Sturdy, army-type twill! Precision cut for a real fit!

SANFORIZED, COLOR-FAST SPORT SHIRTS! 1.98
—Carded poplins or broadcloths! Plaids, plains. 6-18.

WARM, FLEECE LINED SWEAT SHIRTS! 1.09
Silver grey flat knit cotton. Absorbent... feels soft! 8-16.
Men's, 36-46, \$1.59

JR. BOYS' "RED RYDER" SPORT SHIRTS 98c
Flat knit with soft, absorbent fleece lining! Colors. 4-14.

SOCIETY

Party Is Given On Fourth Birthday

Lynton Allred, 4, daughter of Mr. and Mrs. Jimmie Allred, celebrated her birthday with a party on Tuesday afternoon, October 14. The birthday cake was the center of attraction and after games balloons were given as favors. Gifts were opened and refreshments were served to: Beverley Boyer, Wanda Cornelius, James Cornelius, James Ralph Richardson, Chas. Neal Calloway, Carol and Betty Renfro, Harold Anderson, Jerry Robinson, Dickie Slaughter, and the honoree.

Martha Ann Bookout Honored On Birthday

Martha Ann Bookout celebrated her eighth birthday Friday afternoon at a party given by her mother, Mrs. Jim Bookout, at their country home.

Games were played and balloon favors provided fun and frolic. After candles were blown the birthday cake and ice cream were served to: Linda Lee West, Peggy Graham, Sheila Millard, Nell Walker, Sandra Story, Wilma Witherapoon, Joan Powlike, Helen Edwards, Betty Jean Cates, Phyllis Goettch, Charlotte Moore, Donna Woodell, Ella Marie Williams, Lynda Sue Phillips, Doris Singer, Karen Smith, Clydene Allred, Gale Blythe, Oma Lee Ranaport, Shirley Pierce, Jane Bookout and the honoree.

Read the Want Ads!

Federated Clubs Luncheon Slated For Tomorrow

Deaf Smith County Federation of Women's Clubs will convene Friday, October 24 at 1 o'clock, in the first of four luncheon-program meetings scheduled for the 1947-48 club season, at the Baptist Church. Hostess clubs include Bay View, Garden Beautiful, Farm and Ranch, Prio and Pioneer Study Club.

Home Demonstration Club Activities

Mrs. Effie L. Brown, of Roswell, who was the first Home Demonstration Club president in Deaf Smith County, and also the first president of the North Hereford Club 30 years ago, was a special guest at the North Hereford Home Demonstration Club meeting held Thursday afternoon in the home of Mrs. Oscar Vaughn.

Entertainment included a vocal solo given by Miss Anna Young and a salad demonstration given by the County Home Demonstration Agent, Mrs. Tom Draper. Mrs. Fred Barrett won the Penny Ante gift. Refreshments were served to Mesdames Frank Brinkman, Fred Barrett, Otto Olson, Tom Draper, Grady Parson, Bob Fullwood, H. E. Pettyjohn, Mary Bodkin, Oscar Vaughn, C. L. Whitehead, O. L. Mandle, J. T. Richardson, George Parker, Fred Saltzman, W. H. Russell, M. H. Koelzer, D. F. Mathis,

Paul Hoff, and Pat Robinson, the special guest and the hostess.

South Hereford Club

South Hereford Home Demonstration Club met with Mrs. W. H. Goettch Tuesday afternoon. Mrs. S. S. Williams displayed a tufted bedspread and showed other samples of wiring. Halloween games were enjoyed during the recreation period and refreshments were served to Mesdames A. M. Duncan, a new member, Herman Fletcher, Noel Worley, Lee Meyers, Julia Sowell, Clarence Hollibaugh, Orin Russell, S. S. Williams, Ronald Matthews, Elmer Winkler and the hostess.

Ford H. D. Club

Ford Home Demonstration Club met on Wednesday, October 15, with Mrs. Earl Dyer. Roll call was answered by members telling what they had learned about tuffing. During the business meeting plans were made for a Thanksgiving supper-party to be held on the Friday night following Thanksgiving Day. Members also voted to finance wiring the school house for electricity.

Mrs. Tom Draper, CHDA, gave a demonstration and talk on bedspread tuffing. The next meeting was announced for Nov. 19, in the home of Mrs. Chris Wegner.

Those present were Mesdames Cecil Cayton, Chris Wegner, Hardy Benson, Maxey Dowd, F. D. Ferguson and Tom Darper.

Sims All-Day Meeting

An all-day meeting was held by the Sims Home Demonstration Club Thursday in the home of Mrs. Zerrell Thomas with a covered dish luncheon served at the noon hour. A business session was held after the luncheon, with Mrs. Orville Groneman presiding. Members voted to send salt and pepper shakers and tea towels to the school cafeteria.

Attending the meeting were Mesdames Ed Thomas, Shorly Reese, George Ferguson, Marlon Ferguson, Glen Hestler, Elmer Cook, M. W. Blankenship, Clarence Hollibaugh, J. A. Crawford, Orville Groneman and the hostess.

Frio Club Luncheon

A covered-dish luncheon was a feature of the Frio Home Demonstration Club meeting held Wednesday, Oct. 15, in the home of Mrs. H. D. Robbins. Quilting provided diversion after the luncheon. Attending the meeting were Mesdames Owen Andrews, T. L. Sparkman Jr., E. H. Little, Grace Little, Mrs. H. F. Benson, E. B. Berryman, W. A. Springer, D. O. Benson, T. L. Sparkman, Vogler, and the hostess. Another meeting will be held with Mrs. Robbins on November 5.

Even the British...



Though material shortages harass them, British fashion designers are not unfriendly to the new "long look." Here a new London creation features a skirt with hemline 14 inches from the floor, a blue and gray striped tweed suit with two rows of buttons across the waist. British women average four clothing coupons a month—this costs 18.

Rance Club

Mrs. T. P. Newton was hostess for the Rance Home Demonstration Club meeting held Wednesday, Oct. 15.

The annual election of officers was held with chosen including Mrs. George DeLoder, president; Mrs. T. P. Newton, vice-president; Mrs. L. J. Councilman, secretary-treasurer; Mrs. Kester Duran, assistant secretary-treasurer; Mrs. Jack Streun, council delegate; Mrs. Clifton Harper, reporter, and Mrs. L. A.

Beavers, recreation delegate.

A program on "Traffic Laws" was given with Mrs. Jack Streun conducting a traffic quiz. Mrs. A. F. Blakemore gave "It's the Law" and Mrs. Kester Duran told "What to do in case of highway accidents." Mrs. Streun also read a poem entitled "Driver's License."

Wyehe H. D. Club

Wyehe Home Demonstration Club was entertained in the home of Mrs. E. C. Hewitt Jr. Thursday afternoon with Mrs. Curtis Traweek, president, conducting the business meeting. Mrs. H. H. Caraway gave a report from the Federation meeting held recently, and tea towels and salt and pepper shakers were collected for the school cafeteria. Forms for annual reports were filled out according to schedule and refreshments were served to Mesdames Curtis Traweek, N. G. Elliott, E. O. Baker, H. H. Caraway, Jack Williams, Y. P. Walker, Mrs. Ott, E. C. Hewitt Sr., and the hostess.

Jumbo

Mr. and Mrs. Fred Axe and Mr. and Mrs. Clayton Devin of Happy attended the Homecoming and football game at Canyon Saturday. The Simpson family were Sunday dinner guests of the Witherspoon family in Hereford.

Mr. and Mrs. Glen May and son were week-end guests of the Enzy May family in Claude.

Mr. and Mrs. Addison Hunter and children were Sunday dinner guests of the W. A. Hunters in Hereford.

Reverend Ship filled his regular appointment here Sunday. In addition to regular services, election of officers was held. New officers are as follows: Superintendent, M. T. Sparkman; assistant superintendent, Clyde Renfro; pianist, Mrs. M. T. Sparkman; assistant pianist, Mrs. Andy Axe; secretary, Mrs. Addison Hunter; teachers, Mrs. J. R. Sharp, Mrs. M. L. Simpson, Mrs. Wayne Dyer and Mrs. Clyde Renfro. The adult and young adult classes have been combined.

Mr. and Mrs. F. A. May visited in the home of Mr. and Mrs. Clarence May of Dawn, Sunday.

All club members are urged to attend club meeting Thursday, Oct. 30, at the home of Mrs. E. L. Adams. Mr. and Mrs. John Henry Brock were week-end visitors in the home of his parents, Mr. and Mrs. T. E. Brock.

Classical School Is Study Subject For Music Club

The Classical School was the subject of an interesting discussion given by Mrs. W. E. Dameron, leader of the Music Study Club program Monday afternoon when the club met in the home of Mrs. C. O. Acker.

Musical selections illustrative of the program subject, were presented by Mrs. A. J. Schroeter and Mrs. W. J. Stanford.

Mrs. A. Schroeter played (a) Arioso (Sinfonia to Church Cantata No. 156 Beard) Bach, and (b) Jesu, Joy of Desiring—Chorale, Bach.

Mrs. Stanford played Sonata No. 9 (Mozart), followed by chorus practice under the direction of Mrs. J. C. McCracken.

Members present were Mesdames J. R. Allison, E. A. Close, Ellis Coombes, W. E. Dameron, C. H. Dyar, C. C. Ferguson, H. K. Fox, Jeff Gilbreath, J. C. McCracken, Earl Phillips, T. W. Roberson, A. J. Schroeter, Glenn Snyder, W. J. Stanford, A. O. Thompson, Miss Mattie Mae Swisher and the hostess.

Deaf Smith Riders

The Deaf Smith Riders met in the Legion Room at the City Hall Thursday, October 9, to complete the organization of the club. During the meeting they adopted and confirmed the by-laws. W. A. (Bill) Smith, president, had charge of the meeting.

Regular meeting date for the club was set for the second Thursday of each month at the City Hall. A fine of 25 cents will be assessed all who do not attend stated or called meetings without a good excuse. W. S. Fluit, the Bronco-Peeler, will collect the fines.

The club colors will be maroon and white; uniforms will conform to those colors later, when available. At present, when on parade, the club members will wear dark brown shirts, tan trousers, white ties and light colored hats.

A small group has been riding in the park each Sunday. Seven members rode one cold Sunday and others are urged to take part in the canters regardless of weather.

New members voted into the club were: Mr. and Mrs. Gilbert Hooper, Mrs. Forest Minton, Tony Eden, Jim Neill, N. Elliston and J. W. (Jimmie) Witherspoon.

Club members will ride in the parade November 11 and those who intend to ride at that time are asked to be present for the Park meetings November 2 and 9. Parade Marshals Pal Lawhorn, Jeff Roberson and Lee Hopson will be present to supervise the rehearsal.

The meeting adjourned after refreshments were served by Virgie Lee Sparks and Mrs. Wiley Roberson. Refreshment committee for next meeting is Mr. and Mrs. W. S. Fluit.

Your Waddle Reporter.

Mr. and Mrs. Hubert White were called to Bovina Monday night because of the illness of his father. His condition is reported critical.

Mrs. Walter Hogg of Claude was a guest in the home of her daughter, Mrs. Jimmie Allred, last week.

Mrs. J. A. Best has returned to her home in Claude after spending the week-end in the home of her daughter, Mrs. Robert Lemon.

District Scout Men Will Meet

Appointment of district committeemen and officials for the District Committee of Boy Scout leaders will be made at the meeting Thursday, Nov. 6, according to D. C. Kinsey, chairman.

Kinsey, who tendered his resignation after two years of service as general chairman, said that other duties and obligations were too pressing for him to continue in the post.

Other leaders at present include: Herman Ford, vice-chairman; Geo. Graham, education; Dr. Millard Nobile, health and safety; W. E. Dameron, advancement; J. C. Reese, tests; Owen Elzinger, camping and activity; Glenn Reeves, vice-chairman in Farmer County.

CONTRACT CONSTRUCTION EMPLOYMENT

AUSTIN—Construction contractors in Texas took on 15,000 workers between September 1946 and September 1947 for an 18 per cent employment gain, according to preliminary estimates by the University of Texas Bureau of Business Research and the United States Bureau of Labor Statistics.

The slight August to September hike in employment reported by contractors boosted employment to 98,412. The one-half of one per cent gain during the 30-day period failed to come up to the 3 per cent

employment jump registered from August to September last year. The construction picture had only a few bright spots during early September, and even these were of doubtful strength. The United States Gypsum Company in Sweetwater reported on September 22 that the plant was starting up again "in a small way" with supervisory personnel and some new men, but the crippling strike which began July 24 was not settled until October 7.

WE WELCOME YOU
CHURCH OF CHRIST
204 East 6th

(Sunday)
Worship 11:00 A. M.
Subject: "Lying to God"
Evening Service 7:30 P. M.
Subject: "All Things Are Ready"
Bob Wear, Minister

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GROCERIES • MEATS • FRUITS and VEGETABLES • BAKERY • DAIRY

Plenty of Free Parking Space for Our Customers

SUGAR	TUNA	47c	↓	Soup		
POWDERED OR BROWN	Fancy, Red & White	CAN				
1-LB. PACKAGE						
10c	SARDINES	29c	↓	5c		
	American	2 CANS				
	CHILI	29c				
	Hormel, No Beans	CAN				
	TAMALES	25c	↓	69c		
	Marco	LARGE CAN				
MILK, Armour's	CORNED BEEF	49c			↓	
TALL CAN	12-OUNCE CAN	25c				
	GREEN BEANS	25c				
	Big M	TWO NO. 2 CANS				
	PEAS	35c	↓	25c		
	Brimful, Alaska	TWO NO. 2 CANS				
	CURRENTS	17c				
	Red & White, fancy	11-OZ. PKG.				
	CIDER	29c	↓	29c		
	Gold Medal	QUART				
BUTTER, Swift's	DRIED PEACHES	25c			↓	29c
QUARTERS	Red & White	16-OZ. PKG.				
	PICKLES	29c				
	Brimful, Sour or Dill	QUART				
	A'cots	29c	↓	23c		
	BRIMFUL.					
	HALVES, IN SYRUP					
	NO. 2 1/2 CAN					
25c	BLACKEYED PEAS	23c	↓	49c		
	Brimful	2 CANS				
	HOT TAMALES	49c				
	Monterrey (6 for 25c)	12 FOR				
	LUX FLAKES	35c	↓	27c		
	LARGE BOX					
	RINSO	35c				
	LARGE BOX					
	LIFEBUOY SOAP	19c	↓	89c		
	TOILET SOAP	2 BARS				
	LUX toilet soap	19c				
	2 BARS FOR					
	STRAWBERRY PRESERVES	89c	↓	89c		
	PRIMROSE	2-LB. JAR				
PRODUCE... FROZEN FOODS... MEATS						
ALL AVAILABLE HIGH QUALITY MERCHANDISE! AT LOWER PRICES!						
HUNTER'S						
WE DELIVER	RED & WHITE	PHONE 143				
Easy to Park	Easy to Shop	Easy to Save				

BIG HALLOWEEN VALUES Put you in Good Spirits

75c
NOXZEMA
Skin Cream
45c

Are you haunted by the high cost of living? Then shop at CLOSE'S for Halloween values that work like a charm in giving you BIG SAVINGS that are right in the spirit of economy. Yes indeed, our low prices give you more than a "ghost of a chance" of keeping the family budget balanced. So shop here for your favorite health & beauty aids.

Bayer HAIR ARRANGER	59c
75c LISTERINE ANTISEPTIC	69c
Hudnut EGG SHAMPOO	1.00
100 TABLETS NYAL ASPIRIN	19c
IPANA	39c
Alka Seltzer	49c
Sal Hepatica	49c
Murine for your eyes	49c
Halo Shampoo	39c
Toni Sets	1.79
Drene Shampoo	89c
Vick's Salve Vap-O-Rub	69c
Bath. Alcohol	49c
Vitamins Assorted	1/2 Price

CLOSE Drug Store
PRESCRIPTION DRUGGISTS

Window Units
32x24 24x24 24x16 24x14
2-Light and 12-Light

CHECK RAIL WINDOWS
—and—
Anderson KD Frames
ALL SIZES!

CALL THE LUMBER NUMBER—7
Carl Mc Caslin
LUMBER COMPANY
1 block east of courthouse
Hereford, Texas

Just Arrived

Oil Cloth!

30 Rolls, assorted patterns and colors
46-INCHES WIDE — YARD **69c**

ALDERSON'S
PHONE 49

LaPlata Club Fetes Members at Party

Members of the LaPlata Club enjoyed a buffet supper party followed by the regular program, at the home of Mrs. Morris Thomson Tuesday evening. Mrs. Dalton Criswell was assistant hostess. Halloween suggestions marked the table appointments with the traditional jack o' lantern flanked by orange colored candles in pumpkin holders, forming the centerpiece. Carrying out a series of programs on spending the family money, a program built around the theme "This is the way we wash our clothes" was presented by Mrs. Pete Cowart and Mrs. Homer Brumley. Mrs. Cowart discussed washing machines and soaps, telling of improvements being made from time to time. She told the group that persons planning new homes could obtain valuable information from any of the appliance companies, including color charts and plans. Mrs. Brumley told of types of electric irons and ironers and suggested that prospective buyers shop the field to obtain just the right appliance suited to their individual needs. Mrs. Dalton Criswell, president, conducted a business session when members voted to send a letter to Mayor W. E. Dameron expressing their full appreciation of the local

AGENTS ATTEND MEETING
Mrs. Tom Draper, Home Demonstration Agent, and Hugh Clearman, County Agricultural Agent, attended a district meeting in Amarillo Monday and Tuesday. Subjects for the meeting were, "Rural Housing and Planning" and "Rearranging Farmsteads."
A volunteer department but endorsing the measure adopted by the El Nino Study Club suggesting the need for a trained fireman, on duty at all times.
Those attending the enjoyable affair were Mesdames Clell Best, Bill Blood, Homer Brumley, Clyde Cave, Pete Cowart, Dalton Criswell, J. R. Johnson, Dennis Knox, Palmer Norton, Elmer Easterson, A. J. Schoeber, Urline Streu, W. J. Wilson, Bill Wolfe, Misses Alderson and Genevieve Kberle and the hostess.

Does Your Heating System Belong In a Museum?



See Us for Natural and Butane Gas

Floor Furnaces Empire

Ranges Western Holly

Heaters Circulating and Clay Back

and many other Butane and Gas Appliances!

PHONE 66

*Butane and Propane Delivery Service

Hereford Butane Gas Co.

R. C. Anderson

Jimmie Allred



Leather COATS

Sizes for you Long, Tall
Johns!
Pony and Suede
Zipper and Button
Fronts.
Sizes 36 to 44

2950 TO 3750

Slack Suits

MATCHED ALL WOOL GABERDINE

Gray, Tan and Brown
Colors 2750

FOX MAN'S SHOP

HOMER FOX

302 NORTH MAIN

PHONE 112

Ticklers

By George



"The older I get, the stronger I get—I never used to be able to carry ten dollars worth of groceries in one hand."

Peggy Barnard Joins Texas Tech Social Club

Peggy Barnard, daughter of Mr. and Mrs. Denis Barnard, has been named to membership in Las Chaparritis, oldest social club for girls, at Texas Technological College, Lubbock. Peggy was initiated into the organization in candlelight rites on Sunday evening, Oct. 12, along with eight members and 27 pledges. Peggy is a graduate of Hereford High School and a sophomore student at the Lubbock college. She is a home economics major, specializing in clothing and textiles.

MRS. HOWARD TURNER IN EL PASO HOSPITAL

Mrs. Howard Turner is in the Mesa Sanatorium, 2728 Porter Ave., in El Paso, where she is suffering from a bronchial ailment. Mrs. Turner, whose home is in Roswell, N. M., went with her parents, Mr. and Mrs. W. J. Smith, to El Paso last week and entered the sanatorium for treatment. She will remain there for treatment for one month.

Mrs. S. W. Ross of Floydada was a guest in the home of Mr. and Mrs. W. McGehee the past week-end.

Hereford Group to Visit Western Area

Misses Mary Ruth Russell and Margaret Barrett, accompanied by Mr. and Mrs. Stan Barrett, leave Thursday for an extended trip through New Mexico, Colorado, Idaho and other western states. Mr. and Mrs. Barrett will remain in Idaho for a visit while Miss Russell and Miss Barrett will continue on their trip. They plan to stop in Salt Lake and other Utah cities, proceeding from there to Portland, Ore., down the west coast to San Francisco, where they will visit relatives. Before coming home they plan to spend a few days in Los Angeles and San Pedro.

ATTEND O. E. S. BIRTHDAY PARTY

Mrs. Wm. McGehee was in Lockney last week to attend the Order of Eastern Star Birthday party. Mrs. McGehee was honored as the only charter member and the only life member of the Lockney chapter.

Texas farmers bought 282,098 tons of fertilizer in the first six months of 1947, as compared with 212,858 tons for the same period in 1946.

Charles Frye, son of Carl Frye, left Friday for Tulsa where he will attend the Spartan School of Aeronautics.

Shop with the Want Ads!

The Texas Butane Dealers Association Urges You—



"For WINTER Insurance—BUY BUTANE OR PROPANE Now!"

The Texas Butane Dealers Association urges every domestic user of butane and propane to take stock of the capacity of your tank. If it cannot serve you through four winter months without refilling, you may find yourself without gas in the coldest season of the year.

During the war many new industries were developed. These industries—plastics, synthetic rubber, chemicals, etc.—use tremendous amounts of butane or propane the year round. On the other hand, domestic users burn four to seven times more gas in winter than in summer—but your dealer will be able to furnish you very little more in winter than in other seasons. On a year-round basis, there's enough butane or propane for everyone. But to lighten this winter overload, the Texas Butane Dealers Association urges users to tank ahead with a four-month's

winter supply while delivery is certain.

Just as farmers store their summer grain, or housewives can their summer fruit, heating gas users are asked to stock up when the supply is plentiful. It's "Winter-Insurance" for you: your cold-weather supply will be in your tank when you need it most. And by taking less time for your dealer's services, he can supply you and your neighbors more efficiently and economically during those critical months when roads are worst for delivery.

If you are not sure, The Texas Butane Dealers Association urges you to drop in and see your local gas dealer as soon as possible. He is your friend. He knows butane—propane, and he will do everything possible to help you get ready for winter now. Before you buy any system, see your gas dealer first!

TEXAS Butane DEALERS ASSOCIATION



Anthony's Annual Sale!

HEREFORD, TEXAS

A Beautiful Array of Quality Blankets
a sound investment for warm sound sleep

'The Anco Chief'

100% Virgin Wool
Warm 3 1/2 lb. Weight
Large 72x84 Inch

6.90

We've scooped the entire retail field in presenting you this 100% Virgin Wool Blanket for only \$6.90. A beauty for looks and what a honey for warmth. Warm 3 1/2 lb. weight, yet not heavy and bulky to sleep under. The luscious colors are pink, peach, dusty rose, blue and green with matching 4 1/2 in. satin binding. Tuck-in size 72x84.



"Anco 100"
4.98

This double blanket is 3 1/4 pounds of warmth and 72x84 inches of beauty and neat tuck-in. 5% wool deeply napped and bound with 4 1/2 inches of rayon satin. All-over plaids in Rose, Cedar, Blue and Green.

"Woolmist 1000"
9.90

Compare this 100% wool extra large 72x90 in. blanket with other brands. Lining as high as \$12 and you'll buy Woolmist and save \$2. It is 4 lbs of warmth and is bound with 6 inches of satin. Colors are Rose, Gold, Cedar, Peach, Green and Blue.

"Anco 600"
6.79

A wearable warm blanket of 25% wool, 50% rayon and 25% cotton. Has wide 5-inch satin binding and is full bed size 72x84 in. in colors of Winter Rose, Wild Peach, Blue Stock, Primrose Pink, Mint Green and White.

"Anco 300"
6.79

That ever popular 25% wool all-over plaid double blanket that is 72x84 inches. Ends bound in 4-in rayon satin and the weight is 3 1/2 lbs. Colors are Rose, Cedar, Blue and Green. Buy now!

"Rancho Circle A"
12.95

The aristocrat of 100% wool blankets... it has beauty, rich appearance, comfortable warmth... it has everything desired in a blanket. The weight is 5 1/2 lbs and the extra large tuck-in size is 72x90. Color is white with multicolored stripes.

Indian Blanket

An all cotton blanket for all-around use... as a cover for cool fall nights, as a car robe, as a camping blanket. All-over jacquard pattern.

2.39

USE ANTHONY'S CONVENIENT LAY-AWAY PLAN

A small deposit will hold your blanket until cold weather and gift-giving time.

Anthony's

Housing Project . .

(Continued from page 1)

general improvements will be made to create reasonable living conditions for residents.

The meeting was attended by 21 stockholders, representing a majority of the stock and of the individual stockholders, who went on record as favoring the above schedule.

Sell Eight Buildings
The group also voted to sell the eight buildings, which were not con-

sidered suitable to be moved, to members who showed a bona fide need for seasonal labor. Sixteen persons present wanted the eight buildings, and lots were drawn among the 16 to determine who made the purchases on price levels equal to those of previous sales, ranging from \$400 to \$750. No barracks were sold; the eight buildings included warehouses, latrines and mess halls.

The eight successful purchasers were Fred S. Barrett, building No. 534, old infirmary, 20x80, \$600; Ira Scott, building No. 535, warehouse, \$450; E. C. Reinauer, building No.

brings you the world's finest
Tuffless Innerspring Mattress



\$49⁵⁰
Box Spring to Match

Sealy

TUFFLESS INNERSPRING MATTRESS

So smooth a top... it's like sleeping on a cloud. And the innerspring unit is scientifically built to give your body "floating support" so that every tired muscle can get relaxing rest. Yes, you'll wake up fresh on a Sealy. Come in and choose from a full or twin size today.

1901 1947
E. B. Black Co.

FURNITURE — UNDERTAKING
AMBULANCE SERVICE — DAY OR NIGHT

WHY THIS BANK RECOMMENDS

40 years
4%

Long-Term



REAL ESTATE LOANS

THIS bank makes short-term farm loans to those who desire them, but we don't recommend 5 or 10 year terms unless the borrower is financially able to pay the loan in full by maturity.

Do you know what happens when a short-term loan comes due at the wrong time?

- You will have to negotiate a renewal loan.
- You may have to pay a higher interest rate.
- You may have to pay a commission.
- You probably will have abstracting or title policy and recording expense.
- And in the case of death your family may have to obtain court approval of the renewal.

No farm owner should take these chances when they can be avoided. That is why we recommend long-term loans that never have to be renewed, yet can be paid off just as fast as short-term loans.

Now, through our special arrangement with The Equitable Life Assurance Society, you can obtain loans with terms up to 40 years at this bank. Your loan is made by the bank, at the bank. You deal with folks you know . . . who are interested in your success.

Come in. Let us explain this new 40 year 4% plan. It has many money-saving features never believed possible in farm loans.

40 years



First National Bank

Member:
Federal Reserve System
Federal Deposit Insurance Corporation

Joined for LEADERSHIP in service to farmers

It's a Cattalo



A cattalo, five-eighths buffalo and three-eighths domestic bull, is shown on a government ranch at Wainwright, Alberta, Canada, where Canadian animal husbandry scientists are attempting to breed weather-resistant characteristics of the rugged buffalo into domestic beef cattle.

542, warehouse, 20x100, \$450; Hereford Potato Grower's Ass'n., building No. 544, mess hall, 20x150, \$750; Jack Renfro, building No. 545, mess hall, 20x150, \$750; W. N. Hodges, building No. 560, latrine, 20x80, \$400; J. K. Baker, building No. 561, latrine, 20x80, \$400; C. D. Potter, building No. 570, recreation hall, 20x100, \$450.

Proceeds from the sale of the buildings will be added to the present surplus of \$12,218, which will be used in defraying cost of removal, improvements, and repayment of all stockholders. It was also believed that the present Housing Project would be able to leave approximately \$1,000 in the treasury after following the above course.

The stockholders also expressed a desire to turn the labor housing project, along with any surplus, over to the county or some similar agency similar for non-profit operation when the new camp is established and improved. The group reported a profit of \$2,520 from actual operation during the past season (April 1 to the present time), which was placed in the organization funds. "We wish to make it clear that no stockholder, director or officer has made a profit from the organization," said J. K. Baker, secretary. "Our books are open for inspection, or we will be glad to furnish a complete financial statement. It is the purpose of the directors, who have given freely of their time, to turn over a well improved housing project, debt-free and with approximately \$1,000 in operating funds."

A suggestion was made from the floor to give the directors a vote of confidence and approval. Stockholders who attended the meeting last Friday night were: Joe Reinauer, representing Reinauer Bros.; J. K. Baker, Fred S. Barrett, John J. Paetzold, W. N. Hodges, Jack Renfro, representing Wood

R. E. A. . .

(Continued from page one)

listed in REA terms. The "D-M" section, including 234 miles of lines and two sub-stations, was a contract job and is almost half completed, Mr. Forrest said. "All of the lines on this project in Deaf Smith are finished, approximately 120 miles in Castro and around 20 miles in Farmer still remain to be constructed. The two sub-stations in this section include a location five miles south of Hereford, and another just south of the

and Renfro, W. N. Hodges, Dudley Green and Archie Scott, representing Hereford Motor Co.; George Jones, representing Hereford Potato Growers Ass'n.; E. C. Reinauer, Frank J. Hafner, Frank Brinkman, V. C. Hodges, W. F. Axe, Joe Ballinger, E. L. Adams, J. E. Stengel, C. D. Potter, Glenn Weir, Ira Scott, Ed Dziuk.

Dimmitt city limits.

The "N" section, also under construction, is being built by a crew maintained and operated by the local REA. It includes 216 miles of lines, which are "taps," or short extensions in all three counties. This section also includes a 6,000 K. V. A. sub-station to be located five miles northwest of Hereford on the Fred Inman place, Forrest said. This sub-station will be the largest in the entire set-up. Fifty-five line protection devices are also being installed as part of the "N" project.

When the three new projects are completed, the REA will maintain six sub-stations, Mr. Forrest pointed out, with the new "P" section including the new Friona sub-station, to replace the present one. Ultimate Electric System The Deaf Smith REA is set up with an ultimate goal of 1,810 miles of lines, at such time as the entire project is completed, which would give an increase of 582 miles over the present system and allocated lines. When completely finished, figures

First Rehearsal . . Games, Stunts . .

(Continued from page one)

ing experience in California and Oklahoma City. Mrs. Olive Hinds of Friona, also, is another new face; she has 30 years experience as a music teacher. Lee Cranfill of Friona was also mentioned as a new member of talent, along with Anne Shirley of Dimmitt; Jane Welch, Elizabeth Yarbrough, and Jean Slinger, all of Hereford.

Others who attended the first rehearsal were: Ruth Pickens, Mrs. Paul Hoff, Mrs. Jean Merritt, Mrs. Cliff Estes, Miss Florence Wilhelm, Mrs. E. W. Young, Mrs. A. O. Thompson, Mrs. Philip Barkley, Mrs. Cawthon Bryant, Mrs. Caudie Oia Brown, Marilyn Koelzer, Mrs. C. W. Parker, Adeline Koelzer, Mrs. J. E. Beyer, Mary Dyer, Mrs. R. C. McGilvary, Mrs. J. C. McCracken, Mrs. A. O. Thompson, Miss Swisher, John Rice, and Charlotte Cowan of Dimmitt; Ed Uri Talbot, Friona; Cawthon Bryant, Charles Whitehead, E. W. Young, Rev. O. B. Herring and Mrs. O. B. Herring.

anticipate approximately 2,500 consumers within the three counties, the division being around 700 miles of lines in each of the three counties.

Maps of the REA set-up in Deaf Smith, Farmer and Castro Counties now resemble a spider web over the territory. Located from Hereford, the lines run west through Friona and on to Farwell and the New Mexico line; south, the lines traverse to a point approximately eight miles south of Dimmitt; east, they go to the Randall County line, and on the north to the draw, eight miles this side of Vega.

Shop with the Want Ads!

Games, Stunts . .

(Continued from page one)

merce, two; Lions Club, two; Rotary Club, two; B. and F. W. Club, two; Band Parents, two; E. S. A. Sorority, two; Firemen, one; L'Allegro Club, one; VFW, one; American Legion will serve as M-Ps.

Every boy and girl, and even parents, have been invited to attend the carnival, which the Jay Cees hope to make into an annual event, assisted by the civic and women's club of this area. Any other clubs wishing to maintain booths were invited to contact Mr. Covington.

Pool Will . . .

(Continued from page 1)

remaining \$30,000 in making a beauty spot and general playground of Lake Park. However, present building costs indicate that little, if any, of the money will remain for park improvements.

"Fortunately, it appears that materials for the swimming pool will be available, and this is one project which we can promise to have in operation by next April—in fact, we believe long before anyone will want to swim."

Other Projects Slow

In connection with other projects voted in the same election, Mr. Dameron said that the paving is being held up by the proposed water extension program, due to the fact that it is necessary to substitute copper connections at many points before paving work is started. Since the connections are not available, this program is delayed. However, the city is working to install all curbing possible this winter in an effort to speed the paving program next Spring.

A contract has been let on the new storage tank, but shortages of other materials were said to be creating the general delay.

A detailed statement regarding the over-all program will appear in The Brand next week, covering in detail the various phases of the city expansion program and its progress.

Real Estate . . .

(Continued from page 1)

The meeting was originally slated for Oct. 10, when national officers, M. A. Roe, president, Houston, and Si Perkins, secretary, Dallas, visited here for the purpose, but the organization was delayed in order to notify more local real estate men. Assisting in the local organization were four members of the Amarillo board: Sam Albracht, president; W. A. Aker, secretary; Hugo Lowenstern, director on the state board, and R. S. White, attorney.

Object of the organization is to encourage cooperation among real estate men, and to offer public dealings on the ethics of the organization. All local members are entitled to national and state affiliations.

Over 84,000 Texas farmers are members of groups organized under the Smith-Doxey Act of 1937 to promote the improvement of cotton.

Shop with the Want Ads!

Lost!
Use the **CLASSIFIED**

AT PENNEY'S

YOU CAN EXPECT A LOT FOR YOUR MONEY



Longer, Curved Contours in
Women's Suits
29.75

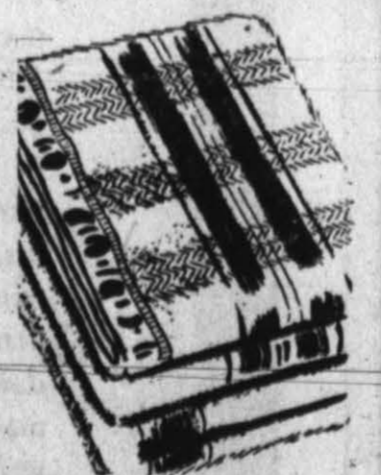
Subtly simple - buttoned higher at the neckline, more natural shoulders, curved-out hips, to minimize your waist. Slim skirts in molded lines drop to 15" from the floor. Wool and rayon fabrics in new shades.

Juniors', Misses' and Women's sizes.

Fuller, Longer!
CASUAL DRESSES
9.90

Light-hearted town-casuals of fine rayon gabardine or crepe in lovely pastel shades, styled in the new curved lines, with longer skirts! Couturier details seldom seen at this price!

In Misses' sizes.



Double Bed Size
5% Wool BLANKETS
4.98

Smart chevron plaid blankets in cotton and wool, 4 1/2 lbs., double bed size. White with rose, blue, green or cedar plaids. A BIG blanket value!

Jaquard Blanket
Westminster
25% Wool
50% Rayon
25% Cotton



For Cozy Winter Nights
All Wool BLANKETS
9.90

Soft, deeply napped virgin wool warmth in 72" x 90" 4 lb. weight in six solid tones and white. 5 year guarantee against moth damage.

RECEIVING BLANKET of absorbent, soft cotton in pink and blue. 49c



When you buy meat here, you're getting the best there is! Flavorful . . . tender . . . juicy cuts of beef, lamb or pork—all top-quality, Government-graded meat. And it's cut right—to cut your cost—because we trim away excess fat and bone before weighing. That's why—pound for pound—there's more good eating in our meat—and more big Savings for you!

TAMALES Monterrey (1/2 Doz. 25c) DOZ.	49c	BACON SQUARES LB.	49c
STEAKS AA T-Bone LB.	59c	BEEF ROAST AA MEAT LB.	43c
PIGS FEET Wilson's 14-OZ. JAR	39c	LUNCH MEAT ASSORTED LB.	43c
PUMPKIN Libby's, Large 2 1/2 can 2 CANS FOR	33c	HOMINY Brooks, No. 2 Can 3 CANS FOR	29c
COOKIES Pilgrim, Supreme 48 FOR	25c	PEAS Mission, No. 2 Size 2 FOR	33c
COCOA Our Mothers 1-Lb. Can	14c	PINEAPPLE Crushed, Lone Star No. 2 Can	29c
CRACKERS Hi-Ho Sunshine 1-Lb. Box	27c	FRUIT COCKTAIL Hearts Delight No. 1 Tall Can	29c
COMPOUND Cruelty 3-Lb. Carton	93c	SPINACH Staff-O-Life, Large 2 1/2 2 FOR	25c
COFFEE White Swan 1-Lb. Can	47c	SOAP FLAKES Nola Large Box	39c
SARDINES Custom House Each	15c		

BLEACH

NU-WAY—QUART SIZE — 2 FOR **25c**

Self-Service Produce . . .

SQUASH Yellow LB.	9c	WALNUTS New Crop LB.	37c
Cauliflower Large Heads Each	23c	CABBAGE Kraut LB.	3c
ORANGES Texas, meal size LB.	9c	GRAPEFRUIT Texas LB.	11c





The Bench Warmer

(Note: Joe Smith, High School journalism teacher and historian of Panhandle note, is guest columnist this week. Thanks to Joe for the plug on the Pep Squad and Band. His remarks are well founded and endorsed by every fan who has seen them in action this season).

BY JOE SMITH
What is it about football that induces millions of people to crowd into college and high school stadiums over the country on week-ends from September to January? Who started it? And what has been responsible for its continuance for over seventy years?

History says that the first intercollegiate game was played in 1874 between McGill College of Montreal and Harvard. The following decade found it being played by half a dozen Eastern colleges on a "rough scale."

In those days anything went. It was a survival of the fittest. The linemen used brass knuckles and police lined the fields to quell riots which were sure to occur after the game. The Flying Wedge and Round House Maul were considered foot coaching tactics.

A few years later, great names became associated with football with definite aim in view. Men who wanted to develop it into a great science rather than a brawl. Knute Rockne of Notre Dame, who cracked the whip over such great stars as George Clipp, the Four Horsemen—Sanagan, Brill, and Schwartz, spent his life making football a game that millions would want to see and thousands want to play. Pop Warner, who coached the immortal Jim Thorpe at Carlisle, saw, in the new game, characteristics that would build men and character and spent the rest of his life toward that end.

Hundreds of coaches, trainers, and leaders of young men, have spent lifetimes working with football to

Improved Line, Fast Backs Trounce Olton Mustangs 19-0

She Grosses \$25,000 a Year for This



Mildred Burke, 31-year-old Los Angeles lady wrestler, gives Bill Wolfe something to groan about with a step-over-toe hold as she demonstrates how she grossed \$25,000 last year by wrestling three to four times a week. But at right she's just like any other pert housewife, getting her husband's dinner. She's married to Billy Wolfe, former Y. M. C. A. physical education instructor in their home town, Kansas City, Mo. He saw her possibilities, became her manager and husband. The Bill Wolfe in the picture is her stepson.

produce the kind of entertainment enjoyed by so many on autumn week-ends.

What is it about football that takes fans to the stadium? Is it the roar of the crowd, or the thrill of seeing a favorite halfback dance into the secondary, stiff-arm a would-be tackler, change his pace, and race for the end-zone. Or, is it the way we sympathize with a burly lineman who, with tears and blood streaming down his face, digs deep and stops play after play that is thrown at him? Is it the tingling that we feel when a fine band

"strikes-up" the Notre Dame victory march as peppy cheer leaders do acrobatics before the crowd?

There is a pathetic side of football, too. In every game, someone has to lose. Bruising men who would fight a Bengal tiger have wept like babies because they did not have a little more to give toward winning the game.

Anything can happen in a football game, and usually does. On one occasion, Roy Reigel, great All-

(Continued on page 8)

Hereford and Canyon Lead Conference Race

Tulia, Hereford Have Open Dates This Week-End

Hereford and Canyon remained as the only two teams with 100 per cent standing in District 2-A this week, both teams having played and won two conference games each.

Canyon has been definitely established as "the team to beat" if Hereford is to win the 2-A crown this season. This comes by virtue of the fact that the Eagles trounced the strong Tulia eleven two weeks ago, plus the fact that they hung up a 43-0 win over the Friona squad last week end, as compared with Hereford's 18-0 victory.

Hereford, on the other hand, has shown consistent improvement since the season opened, and is considered by Canyon as the final hurdle in their plans to cop the crown. However, Hereford's tremendous improvement in both defensive and offensive play leaves the Hereford-Canyon tangle as a possible title game. Both teams have the strong Dimmitt eleven to contend with, and the Whitefaces still must play the Tulia boys, who trounced Dimmitt last Friday night.

Friona is virtually out of the conference race, having lost to both Hereford and Canyon. Nor is Olton likely to offer stiff competition to the Canyon-Eagles next week-end. Dimmitt, despite their loss to Tulia, is still strong competition to all comers, with a long string of victories in their record. The Bobcats travel to Friona next Friday. Hereford and Tulia are the only

Fans Bemoan Lack of Public Address System New Stands Endangered When Boys Burned Out Amplifier On P-A Set

Several hundred fans last Friday night loudly protested the absence of Hereford's customary public address system at the Olton-Hereford game. Actually, Hereford came close to losing the entire new stadium, due to supposed vandalism on the part of inquiring youngsters. School officials and peace officers were of the opinion that boys broke into the press box during the two week period, turned on the amplifier, failed to get results, and left without turning off the electricity. Scorched places on the floor of the press box indicated that a fire was barely averted, and school officials felt that a large portion of the new stands could easily have burned had the fire started and the wind been in the right direction. Evidence that prowlers had entered through the front windows was reported following an investigation.

When Announcer Worth Covington flipped the switch last Friday night, he gave the set a few minutes to warm up, and started on preliminary announcements. Suddenly, it dawned upon him that he was talking into a "dead mike." Ralph Fullwood, chief engineer of the address system worked frantically to get the equipment into operation — even substituting smaller units—but was unable to get enough power to make the announcements practical. Fans investigated and complained the entire game. In fact, Announcer Covington, who works without pay or praise under ordinary conditions, was the only person who seemed even slightly happy about the whole thing, and even his joy was of short duration.

"This is the first game I have been able to see and enjoy this season," said Covington as he propped his feet on the table, leaned back to take things easy — and just exactly one second later, The Brand drafted him to keep statistics for the game, which he finally did. game left, when they meet Hereford on Nov. 14. Their other two games with Friona and Olton should prove easy victories for the Hornets. Summed up, Canyon stands in an enviable position with only Hereford and Dimmitt as formidable foes. Hereford is in almost as good position, and has the same foes, plus

(Continued on page 8)

Whitefaces Down Olton to Take Second Conference Game of Year

Hereford	Olton
7 First Downs	7
211 Net Ground Gains	62
10 Passes Attempted	32
3 for 37 Passes Completed	7 for 49
Intercepted by	
5 for 144 Kicks, Yds.	3 for 100
6 for 40 Penalties	0
Scoring: Touchdowns—Rudd 6-6, Wilson 1, Rudd, 6-19.	
Starting Line-up	
Hereford	Olton
McGee	E
Carlyle	E
Kimbrough	T
Johnson	T
Corbett	G
Reynolds	G
Owens	C
Knox	Q
Davison	H
Wilson	F
Rudd	H
Substitutions for Hereford: Gresham, Hawks and Engman.	

The Hereford Whitefaces definitely established themselves contenders for the conference crown last Friday night, when they turned loose a dazzling ground attack to chalk up a 19-0 victory over the Olton Mustangs. This gives the Whitefaces their second conference win of the season and leaves only Hereford and Canyon undefeated in conference play. The Whitefaces roundly outplayed the Mustangs during the first half, chalking up their entire 19 points, due to three long gallops by Rudd. The second half, more particularly the last quarter, gave Olton a slight edge on the play. Olton made only one first down during the first half, but increased the total to seven first downs during the second half. Hereford's downs were better balanced, showing four in the first half and three in the second half. Coach Stanton made several substitutions during the last half of the game, apparently to give some of his newer boys experience. The final quarter of the game was probably the most thrilling for the spectators, when Olton went into the air for a series of first downs and penetrations. Girmsley, Walden and Baughn carried the brunt of the Olton attack, but lacked the needed punch to put the ball across into pay dirt. Startling Improvement Coach Stanton's boys still showed startling improvement, especially the line which has turned a few of Stanton's hair gray this season with a long string of first-year boys. A sample of the best Whiteface football of the season was displayed as the boys held for downs three times on their own 10-yard line during the fourth period. Startling gains by slippery backs were also made possible through the strengthened Whiteface line. All three touchdowns resulted on cut-backs, off-tackle and off-guard, rather than sweeping ends plays which have heretofore counted for Hereford's gains in the Dalhart and Friona

Hereford 19, Olton 0.	Tulia 14, Dimmitt 6.
Canyon 43, Friona 6.	Canadian 6, White Deer 13.
Dalhart 6, Dumas 19.	Hollis 6, Phillips 13.
Clarendon 6, McLean 46.	Crosbyton 7, Lockney 12.
Floydada 33, Abernathy 6.	West Texas High 12, Perryton 33.
Shamrock 19, Lefors 13.	Wheeler 8, Memphis 25.
Matador 8, Balls 26.	Spur 12, Paducah 6.

Mr. and Mrs. George Cameron visited the J. B. Harian family in Plainview Sunday.

Mr. and Mrs. A. Petersen were visitors in Richard Petersen's home in Lubbock Sunday.

Visiting in the E. B. Posey home last week-end were Mr. and Mrs. E. B. Posey, Jr. of Sweetwater. Mr. and Mrs. Posey are teachers in the Public Schools there.

(Continued on page 8)

A Cordial Invitation
to Attend Open House at
The Hereford State Bank
Saturday, October 25 . . . 5 p. m. to 9 p. m.

As you may know, we have recently completed installation of our new fixtures, floor coverings and other equipment with which to serve you efficiently and conveniently.

Frankly, we are proud of our new bank and firmly believe that there is no bank in West Texas which is better equipped or staffed to offer its Patrons First Class Banking Service. For this reason, we are holding open house and we particularly invite YOU to visit us. We plan favors for the ladies and will be glad, at this time, to show you through our new home.

Directors, Officers and Employees of Hereford State Bank

OFFICERS

A. V. HENDRICK, President
DUDLEY GREEN, Vice-President (inactive)
Wm. R. PHILLIPS, Cashier

DIRECTORS

J. R. ALLISON
G. W. BRUMLEY
ROGER BRUMLEY
J. G. EVANS
DUDLEY GREEN
A. V. HENDRICK
O. G. HILL, Jr.

Long Time Ago

25 YEARS AGO

HEADLINES: "Steering Committee of Bankers Will Handle Local Cotton Movement"; Minimum of 1,500 acres required for good gin. Total of 795 pledged so far. Those pledged were J. L. Bain, Kelly Gray, G. W. Wilson, R. K. Bruner, C. Hurlburt, E. B. Black, T. T. McDermott, J. E. Hill and H. M. Smith."

Weather Man wired that frost would arrive Wednesday morning (18th). Get all those potatoes dug and the pot plants in the house.

This Year Well Informed Men Predict a Shortage of 100,000 Box-cars in November. Inquiries locally

QUICK RELIEF FROM Symptoms of Distress Arising from STOMACH ULCERS DUE TO EXCESS ACID

Free Book Tells of Home Treatment that Must Help or It Will Cost You Nothing! Over three million bottles of the WILLARD Tansarazzer have been sold for relief of symptoms of distress arising from STOMACH and Duodenal Ulcers due to Excess Acid—Poor Digestion, Sour or Upral Stomach, Gas, Heartburn, Sleeplessness, etc. due to Excess Acid. Sold on 15 days' trial! Ask for "Willard's Message" which fully explains this treatment—Free—

Halle Drug Co.—Phone 99

show that there is a shortage in Hereford, mostly stock cars, between 350 and 400 right now and the situation will be more acute before many weeks.

First Bale of Cotton Brought in; J. L. Hoffman Wins Bonus. Prions Polk Are Using Adobe for Building Houses.

Priona Swamped by Hereford HI. Score is 49 to 0.

G. W. Brumley has completed one of the best equipped hog farms to be found anywhere on Texas Plains.

New Agent Sant Fe Arrives Here to Assume Duties; J. E. Eyer of Mooreland, Okla., reached Hereford Tuesday morning.

Mrs. B. P. Guthrie was representative of Hereford at Panhandle Pen Women's meeting in Amarillo.

Mr. and Mrs. Walter Dunlap back from Dallas trip after visiting with Mr. Dunlap's mother and sister.

Mr. Oberthier left Tuesday morning for Comanche upon receipt of a telephone call stating that his wife was seriously ill of Dengue fever.

Mrs. T. Roloson left for Mayo Bros. Sanitarium.

Found in the ads: Wilkerson Motor Co.—Ford Sedan 4-Dr. \$835.00 and Ford Truck, pneumatic tires and starter, \$541.00.

Fox Mercantile—Men's blue denim overalls on sale, \$1.29; khaki pants \$1.80, 72x90 sheets, 90 cents, and ginghams at 12 1/2 cents per yd. Our Great Dollar Down Payment Sale on Hoosier Kitchen Cabinets—E. B. Black.

45 YEARS AGO

Headlines: Disastrous Fire—"Many citizens lose their winter's grass and feed." Among the losers, J. A. Fox, R. J. Sanders, S. S. Evans, G. W. Irvin, John Gordon, J. O. Lindsey, W. B. Green, Alfred Hughes, Atchison and others.

Hereford needs electric lights, waterworks and sanitary conditions. We can never hope to attain these improvements without incorporation.

Advertisements: XIT Ranch lands for sale cheap, \$3.00 to \$4.00 per acre and up.

Johnson & Roberts, Tonsorial Artists.

Mrs. A. Osborne, Fashionable Millinery and Dressmaking.

T. A. Cox, Livery, Feed and Sale Stables—good saddlers, gentle drivers, special convenience for Drummers.

J. P. Connell & W. H. Russell: Ranches, Farming Lands, Cattle and Town Property. (This one has us stumped. Can any of the old-timers recall when we had a north and south bound train?)

P. V. & N. T. Time Table: Passenger Train No. 201 leaves south bound 11:12 A. M.; No. 202 leaves north bound 4:53 P. M.

News Shorts: A wagon load of onions raised in the Panhandle were sold in Clarendon last week; Frank Gamble has purchased a new delivery wagon and is employed by the Hereford Mercantile Co. to make deliveries for that firm; Oysters served in any style at Hilton's Oyster Parlors. Also ham and eggs.

Mr. and Mrs. G. P. Owen and sons, and Mr. and Mrs. Gerald Wilson visited in the home of G. W. Owen in Littlefield Sunday.

LEGAL NOTICE

THE STATE OF TEXAS, Eugene C. Welsh, Milton Welsh, Anton Alama, Francis K. Masters, Frank A. Masters, Julia Bongers, Joseph M. Slama, Anton Slama, Anton Slama, and the unknown heirs and legal representatives of Eugene C. Welsh, deceased; Milton Welsh, deceased; Anton Alama, deceased; Francis K. Masters, deceased; Frank A. Masters, deceased; Julia Bongers, deceased; Joseph M. Slama, deceased; Anton Slama, deceased; Anton Slama, deceased and the unknown heirs and legal representatives of them and each of them, deceased, and their heirs, deceased Defendants, Greeting:

You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from

the date of the issuance of this citation, same being the 24th day of November A. D. 1947, then and there to answer Plaintiff's Petition filed in said Court, on the 8th day of October A. D. 1947, in this cause, numbered 3011 on the docket of said court, and styled D. H. Alexander Plaintiff, vs. Eugene C. Welsh, et als Defendants.



A Complete Line of **Records & Albums**
—R. C. A.
—Decca
—Capitol
Special Number for Children; Religious Records, Classical Music and Jive Bands—We've Got 'em All!
PEPPER'S RECORD SHOP
303 Main Street
Over 75,000 Records in Stock

ENGMAN'S LAUNDERALL
• Wet Wash
• Finish Work
• 100% Soft Water
Pick-up and Delivery
Phone 516
HARRY ENGMAN, Jr.



FINE PORTRAITS
Wedding Pictures, etc.
Films and Photo Finishing
Cole Photo Service
103 W. 3rd
Over Rutherfords

City Drug Store
Where Old Friends Meet
Complete RX Service
Phone 100

BOOTS AND SHOES
Repairing of all kinds We Also Rebuild and Fox Boots
Ladies' Cement Work a Specialty
Your business appreciated
W. T. "Shorty" VERNON
Formerly Powelson's Shoe Shop

TRIPLE E CAFE
Short Orders
Steaks a Specialty
A Nicer Place for the Whole Family to Eat
24-Hour Service
THE ENGMAN'S

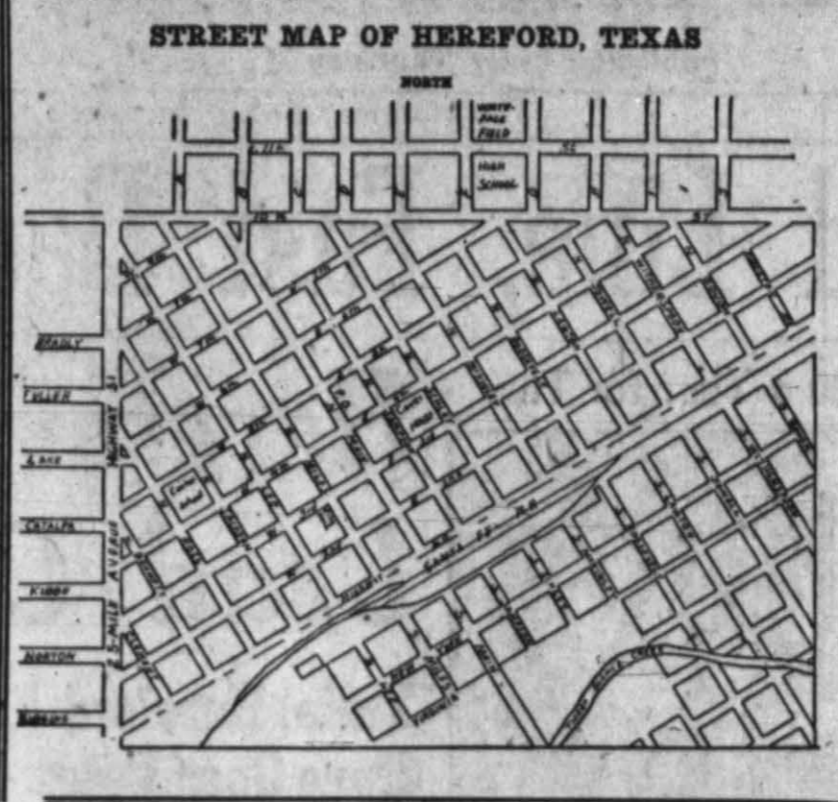


OUR WORK STANDS UP WE MAKE IT
DE SOTO PLYMOUTH
Beavers Bros. Motor Co.
301 E. 3rd Phone 383

being all the persons to whom this citation is addressed.) as is more fully shown by Plaintiff's Petition on file in this suit.
The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.
Issued and given under my hand

and the Seal of said Court, at office in Hereford, Texas, this 8th day of October A. D. 1947.
Attest:
R. L. THOMPSON, Clerk,
District Court, Deaf Smith County, Texas.
(Seal) By Lilye London, Deputy.
41-40

MASONIC BULLETIN
Hereford Lodge 848
Stated meeting second Monday in each month. School of instruction each Thursday night.
R. L. THOMPSON, Sec'y.
G. T. HIGGINS, W. M.



BUSINESS and PROFESSIONAL DIRECTORY

When in need of Prompt, Dependable Service... use this Directory

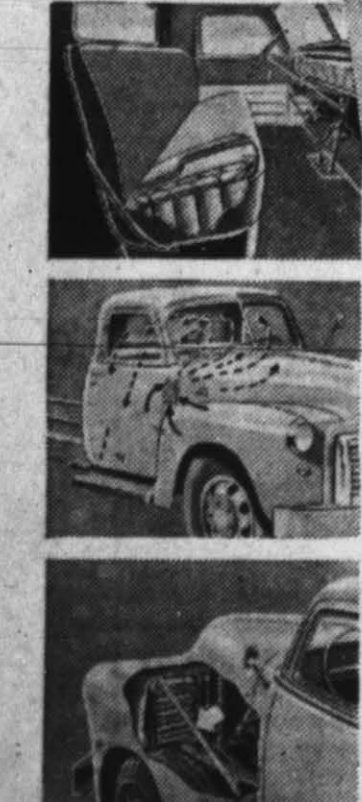
Hereford Wrecking Co. Highway 60 Complete Line of USED PARTS See us for Expert Repair Work of All Kinds!	HOUSE MOVING And Local Truck Work We buy and sell houses to be moved Phone 128-J J. F. MESSER on 25 Mile Ave. 1 block west of 13th Street	Terrell Feed Store and HEREFORD POULTRY & EGG CO. "Stanton Feeds" Phone 448-112 Sampson	LLOYD OTTEN and JACK COULTER AUCTION SALES Farm Sales—Land Cattle — Furniture Contact Earl Eubanks for booking or call Telephone No. 109
The Candy Kitchen —Coney Islands —Home-Made Candy —School Supplies 310 MAIN STREET	GENUINE Foam Rubber Cushions —For Chair or Car— Tractors, Too at the BRAND OFFICE Since 1901	The Beauty Mart "... for a LOVELIER YOU" PHONE..... 3 210 North Main	For Genuine SIOUX CITY WINCHARGERS Also Parts & Service SEE... DEAN ROBERSON or Phone 63-R ROBERSON DIST. CO. 506 W. 5th
GARGRAY BUTANE & PROPANE GASES Complete service on all Butane & Propane Systems! Appliances of all kinds Ensign Carburetors BLANTON BUTANE GAS CO. Highway 60 — Phone 551	Hereford News Stand Your Favorite NEWSPAPERS and MAGAZINES Fountain Service... Drugs... Sandwiches 301 Main Street — Phone 694	Huckert Radio Service Guaranteed RADIO REPAIRS at White's Auto Store 116 North Main	For REAL SERVICE and Quality Merchandise Try JIM BOOKOUT'S Standard Service Station Highway 60
City Drug Store Where Old Friends Meet Complete RX Service Phone 100	A. O. Thompson Abstract Co. 	HEREFORD PLANING MILL ■ SCOTTY BUCKNER ■ "We Build Anything"	For REAL SERVICE and Quality Merchandise Try JIM BOOKOUT'S Standard Service Station Highway 60
BOOTS AND SHOES Repairing of all kinds We Also Rebuild and Fox Boots Ladies' Cement Work a Specialty Your business appreciated W. T. "Shorty" VERNON Formerly Powelson's Shoe Shop	FISH, FRIED CHICKEN SIZZLING STEAKS ELITE CAFE "Home of Good Coffee" PHONE 11	McRight & Smith Garage AUTOMOTIVE and TRACTOR Supply and Service WELDERS 211 East 3rd Phone 23	FREE... Pick-Up and Delivery Service PHONE 160 It's like new — when we're Thru... C & R Cleaners
TRIPLE E CAFE Short Orders Steaks a Specialty A Nicer Place for the Whole Family to Eat 24-Hour Service THE ENGMAN'S	Witherspoon Electric Co. APPLIANCES ELECTRIC WIRING FIXTURES 113 East Third Phone 75	HEREFORD FLORAL SHOP CUT FLOWERS AND POTTED PLANTS Up-to-Date Designing 560 North Main Phone 773	Pinckert Welding Shop WE BUILD: Cattle Guards... Tanks... Branding Chutes... Feed Backs... Windmill Towers... and keep a supply of 2" and 3" Pipe We do WELDING and REPAIR JOBS of all kinds On Highway 60 * East Side of Town
OUR WORK STANDS UP WE MAKE IT DE SOTO PLYMOUTH Beavers Bros. Motor Co. 301 E. 3rd Phone 383	ELECTROLUX CLEANER AND AIR PURIFIERS Are now available for delivery—for FREE demonstration see Cecil Boyer at 504 B. Avenue D Box 844 Hereford, Texas	Philco Appliances Eureka Cleaners Hotpoint Kitchen Appl. House Wiring and House Wiring Materials RADIO REPAIRS Kelton Electric Appliance Co. 211 Main Phone 31	

DR. MILTON C. ADAMS
OPTOMETRIST
OFFICE HOURS—8:30 to 5 p. m.
121 West Third Phone 37
22-tfe

THOR... GLAD-IRONS and THOR AUTOMATIC WASHING MACHINE
With Dish Washer Attachment.

LEE LITTLE'S
GOODRICH STORE

OUT AHEAD IN *New Cab Comfort*



**Better Looking... Better Riding
Better Built and A Better Buy**

Above—Grilles are protected and reinforced by bars of heavy bumper stock. They are frame-mounted and angle-braced.
Center—Seats are adjustable 3 1/2 inches. Thick upholstery and 72 individually-wrapped springs assure extra comfort and long wear.
Below—Cabs are ventilated by a circulating fresh air system equal to the finest cars. Forced air heating and defrosting are also available.

New light and medium duty GMCs lead the field with a long list of outstanding comfort features. For roominess, there's more leg room, hip room and elbow room. For riding comfort, there's the 3-point cab mounting with rubber stabilizers... adjustable seat with nearly double the number of springs... scientific insulation and soundproofing. For visibility, there's 22% more area in windshield and windows. For ventilation, there's a revolutionary fresh air circulation system.

Add to all these comfort features the distinctively styled, rugged new front and design... improved and improved engines... stronger and sturdier chassis... and you'll appreciate why the new GMC is truly The Truck of Extra Value.



Cogdell Motor Co.
317 North Main Street Hereford, Texas

Sub-Deb Club Entertains at Dance

MRS. JOHN McLEAN, Society Editor Phone 181

Highlight of the weekend for members of the younger set was the Sub-Deb Club dance given at the club house following the Cotton-Hereford football game Friday night.

A gay and colorful setting was arranged with a canopied ceiling of blue crepe paper studded with gleaming stars and simulated moon-glow.



Playtime Energy

Active boys and active girls both need the energy which Cream O' Plains Milk so abundantly contains. Whether for an in-between builder-upper or a drink with their regular meals, serve plenty of Cream O' Plains Milk. They will love its cool, refreshing taste. Order plenty of Cream O' Plains Milk today.

NEW—CONVENIENT
SQUARE BOTTLES

Delivered Daily
Anywhere in Hereford

PHONE...
680

GRADE A—PASTEURIZED

MILK ALL COWS ARE "TB" AND
BANGS TESTED

FOR PROMPT
DEPENDABLE DELIVERIES PHONE 680

Also on Sale in Hereford Stores.

HEREFORD CREAMERY CO.
Cream O' Plains
BRAND
FRESH BUTTER HEREFORD, TEXAS

Ticklers



"But don't get any Jack-and-the-Beanstalk ideas!"

By George

Members and their dates and guests were: Marian Longbottom, Calvin Goodin, Pat Longbottom, Claude Meligen, Helene McMillin, Harold Loerwald, Leo Hellman, Audrey Hood, Bob Hamilton, Mary Catherine Carroll, Val Young, Kathryn Davis, Burr Wilson, Billie Johnson, Homer Rudd, Patsy Slagle, Buddy Corbett, Betty Smith, Bob Bateman, Diane Jowell, Eddie Robinson, Barbara Lee of Amarillo, Lilburn Hamilton, Doris Hastings, Gilbert Carylie, Betty Katherine Hodges, Bobby Owen, Elaine Thompson, Bob Johnson, Joan Vining of Lubbock, Buddy Byrnes, Donna Baldwin of Plainview, Harry Hance, Dimmitt, Billie Forbus, Don Davison, Norman Walker, Charlie Johnson, L. H. Lookingbill, Gene Walker, Virginia Lookingbill, Oliver Streu, Ray Terry, Pat Corbett, Louise Green, Bobby Wilson, Herschel Miller, Jack Parsons, John David Owen, Dale Barkley, George Hamilton, Margaret Sowell, Bettie Jo Carnahan, Jaynee Boston, Ann Steele of Fort Sumner, N. M., Jack McCracken, Stanley Slagle, Guilletta Gunstenson, Barbara Boyd, Keith Hutson, Joe Lyons, Jacqueline Newell, Dick Koop, and Harold Loerwald (Sub-Deb big brother).

Chaperones were Mr. and Mrs. Joe H. Smith, O. T. Bailey and Leo Hellman.

False teeth wearers prize amazing new Hope Denture Powder. Sleeps easier, tending plus loosens, eat harden, foods, sleep with plate in mouth, holding maintain natural expression.

Thanks to
HOPE DENTURE POWDER

At your druggist

D. R. Carmichael and son, Troys, are back from a deer hunt in New Mexico, where they each got their deer.

Hallow'een Party Entertains Husbands

Decorations in keeping with the spirit of the season were used when members of the Farm and Ranch Club entertained in the home of Mr. and Mrs. A. J. Walker at a Hallow'een party for husbands and families.

Black cats, witches and pumpkin faces were everywhere creating festive atmosphere for forty-two and domino games. Prizes went to Mrs. E. M. Thomas and Waldron Melton in forty-two and to Mrs. Phillip Miller and G. S. Solomon in the domino games.

Refreshments suggestive of the Hallow'een season were served to Messrs. and Mesdames Henry Melton, Phillip Miller, Joe L. Hamilton, G. S. Solomon, C. P. Rickels, E. M. Thomas, Waldron Melton, Chas. Burk, and the hosts and children and Mr. N. Waldron of Clarendon.

Garden Beautiful Meets With Mrs. Frances Houston

Garden Beautiful Club met with Mrs. Frances Houston Friday afternoon with Mrs. Louise LeGrand presiding.

A program on evergreens and winter shrubs was presented by Mrs. J. M. French. Mrs. George Graham presented an arrangement for a Hallow'een table for children. A jack o' lantern, tiny pumpkin candles and marigolds were used in the demonstration.

Those attending the meeting were Mesdames Louise LeGrand, O. M. Dickie, R. B. Miller, Bob Pipkin, J. M. French, Lisle Woodford, Forrest Minton, John Jacobsen Jr., George Graham and the hostess.

Beta-Eta Charter Members Entertained

ROUTED OUT of bed at seven o'clock Sunday morning, pajama clad charter members of Beta Eta Chapter of Epsilon Sigma Alpha Sorority enjoyed a surprise breakfast at the home of Adeline and Marcy Koelzer at 7:30 o'clock. The hostesses surprised each member with the early morning "call for breakfast" and escorted the group to the Koelzer country home.

Hallow'een decorations featured the table appointments and Hallow'een colors were emphasized in the flowers used for decorations. Members heard of gay and eventful days ahead as each guest read for uses tucked beneath breakfast plates.

Those attending were: Lillye London, Ruth Pickens, Gwendolyn Springer, Bess Hagar, Frances Young, Ella Mae Martin, Jane Harris, Gertrude London of Amarillo and the hostesses.

Mrs. Gaston Beyer and daughter, Hertha, returned last week from New York, where they attended market. On their way home they stopped in Chicago and attended the wedding of a one-time schoolmate of Hertha's.



DO IT NOW

Do you realize the risk you are running by leaving uninsured the most valuable thing you possess—your life? Let's talk about your life insurance needs before it is too late.

G. C. (Jiggs) Hartman
104 E. 3rd St. Phone 46
Hereford, Texas

Southwestern Life
Country Life Insurance Company

Newells Celebrate 40th Anniversary

Mr. and Mrs. J. O. Newell, who were married forty years on October 13, were honored Sunday by their children at a dinner given at the home of Mr. and Mrs. Richard Winget. All the children were present except one daughter, Mrs. John Willoughby of Oklahoma City, who was unable to attend.

Those present were Mr. and Mrs. Charles Newell and family, Mr. and Mrs. Orland Newell and family, Mr. and Mrs. Darrell Blanton, Mr. and Mrs. Gaylord Newell and family and Mr. and Mrs. Winget and son. The couple has seven grandchildren.

The Newells were married here in 1907 and have reared their family in Hereford. He was sheriff of Deaf Smith county for eleven years.

A lovely gift, suitable to the occasion, was presented to the couple by their children.

Dorothy Mobley accompanied her parents to visit relatives in Welch over Sunday.

Mrs. Wayne Love of Clovis, was a visitor in the John Hamby home Sunday.

Ernest Kendall and Mrs. Bess Moore of The Vogue are in Dallas this week attending market. Mrs. Troy Moore is helping in the store while they are gone.

Mr. and Mrs. Robert Gellehon spent the week-end in Littlefield visiting their daughter and her husband, Mr. and Mrs. Loyd Crum.

Relief At Last For Your Cough

Cremulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Cremulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREMULSION
for Coughs, Chest Colds, Bronchitis

Just Received!
Complete New Line of
Imperial Wallpaper
Newest Patterns... Newest Colors... also Sherwin-Williams Paints

ACE BUILDERS SUPPLY CO.
1024 WEST 6TH AVENUE
AMARILLO, TEXAS
PHONE 4181

Mr. and Mrs. J. W. Terry were called to Houston Sunday by the illness of his mother.

Visitors in Bill Kendall's home for the week-end were Mr. and Mrs. Jack McCary and son, Dwight, of Amarillo.

Mr. and Mrs. J. R. Johnson and small daughter will leave for market in Dallas October 26, to be gone for the entire week. He is manager of Rutherford Co.

Complete Coverage
I FEEL LESS WORRIED, SINCE THE BOSS GOT ENOUGH INSURANCE FROM
JOHN McLEAN
AGENCY
GENERAL INSURANCE
112 W. 3RD ST. PHONE 273
HEREFORD

You can't beat Mother Nature!



Nature's Finest!

The Alaskan "Brownie" has been known to weigh up to 1500 pounds. Largest of the grizzly bear family (*Ursus horribilis*) it is mainly carnivorous... the strongest and fiercest of all American mammals.

The Crude Is The Answer To Phillips 66 Fine Motor Oils

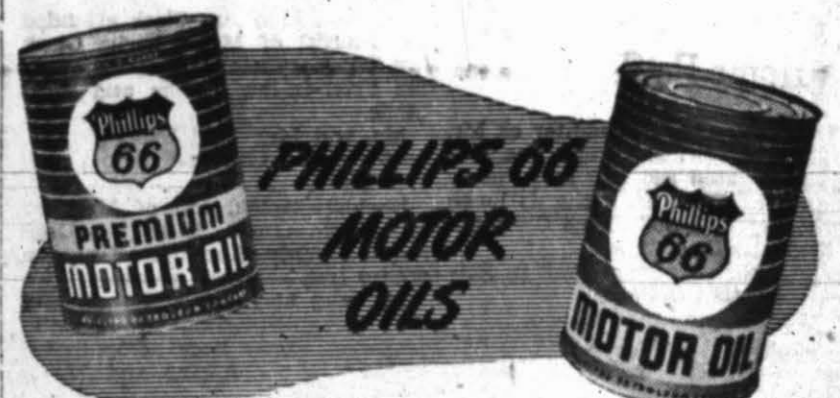
Nature outdid herself when she produced the great Alaskan Brown Bear, and she was doing a mighty fine job when she made the crudes that go into Phillips 66 Motor Oils!

Ask any oil man what that means in terms of protection for your engine. Yes, a fine crude... plus Phillips expert refining and practical experience... all these factors together turn out a smooth, tough, sturdy lubricant that's able to do a real lubricating job in your motor.

Phillips 66 Premium Oil is a brand new Phillips product. Detergent type and corrosion-resistant, Phillips 66 Premium Oil cleans, as it protects your engine.

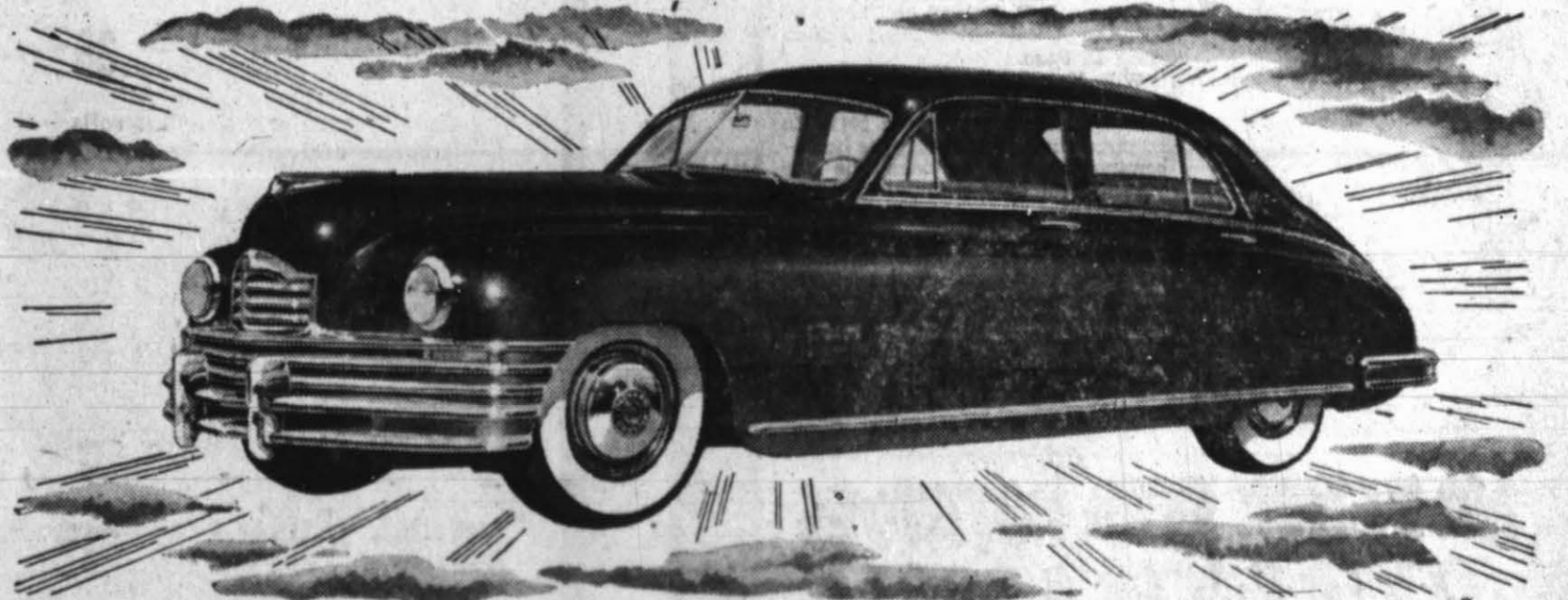
And remember, too... Phillips 66 Motor Oil has given motorists years of satisfactory lubrication!

Look for the orange-and-black Phillips 66 shield!



Not Big Ads, But "Regular" Brand Ads Get Results!

"Out of this world.... into your heart"



THREE GREAT NEW PACKARD EIGHTS FOR '48

The news is out!

The news of Packard's introduction of America's first full line of all new postwar cars!

And already, a motor-wise nation is agreeing: "Those '48 Packards are 'out of this world!'"

New Free-flow styling!

Stunning new beauty that steals right into your heart! The breeze-molded beauty of Packard Free-

flow styling... with its proud Packard identity not only preserved but enhanced!

Comfort-air ventilation!

The year's "idea" interior is tops in refreshing year-around comfort.

Tops in convenience, too—with such features as the new Console-Key instrument panel, with convenience of push-button switches, and "black-lighted" Flite-Glo dials!

"Safety-sprint" performance!

The smooth, thrifty power of three new straight-eight engines—all packed with a lightning-fast brand of reserve power that spells real safety! Power line-up for '48: 130-HP Packard Eight... 145-HP Super Eight... 160-HP Custom Eight.

Hurry to see these stunning new Packards—America's first full line of all-new postwar cars!

ASK THE MAN WHO OWNS ONE

Now on display at your nearest Packard showroom!

Roberson Motor Co.

123 West First Street

Hereford, Texas

NEW SERVEL WITH FROZEN FOOD LOCKER



Up to 60 packages of frozen foods—a whole bushel basketful—fit easily into the big Frozen Food Locker of the 1947 Servel Gas Refrigerator. And that's only one of Servel's new conveniences. For fresh foods, there's a moist cold and dry cold to keep vegetables crisp, fruits appetizing, meat tender. There's extra roominess, too, for clear-across shelves

adjust to eleven different positions.

Famous for silence, the Servel Gas Refrigerator is basically different from all others. It has no moving parts in its freezing system. Instead, a tiny gas flame does all the work. That's why, as more than 2,000,000 owners know, Servel stays silent, lasts longer. New 1947 Servel's are now on display.

Order Now for Early Delivery!

Commercial Oil Co.

Consolidated Appliances, Inc.
Amarillo, Texas

STAYS SILENT... LASTS LONGER
Servel
The GAS Refrigerator

COMMUNITY

MRS. JOHN MCLEAN, Society Editor Phone 181

Bay View Club Hears Book Review

Continuing the study of Russia, members of the Bay View Club heard Mrs. Lee Benefield review "Days and Nights," a Russian novel by Simonov. Preceding the review Mrs. George Heard discussed Soviet Fiction, giving a background of Russian literature and compared it with the literature of the western world. She told of the Pagan Folk Lore, religious writings, and that of the moderates which was developed between 1922 and 1929. In comparison with that of the western world Mrs. Heard said Russian literature seemed coarse and sometimes shocking, but was as much a part of the people as the laborer himself.

Mrs. Benefield described the book "Days and Nights" as a story of the last part of the siege of Stalin grad. She brought out the thought that no book could do use a greater service than to bring home what happened in those terrible war years. "Knowing about the war is not enough. One needs to feel the reality," she said, and in conclusion made the statement, "A book like Days and Nights helps break down the barriers to the reality of the times we live in."

Mrs. Colby Conkright, president, conducted the business meeting and Mrs. R. B. Miller was welcomed as a new member of the club.

Members present were Mesdames J. R. Allison, Phillip Barkley, Lee Benefield, Henry Benson, Essie Cardwell, Colby Conkright, H. G. Conkright, T. M. Dameron, Herman Ford, Howard Gault, E. W. Harrison, George Heard, A. M. Jones, John McLean, F. T. Roloson, J. H. Sears, J. W. Spradley, Bob Wilson, R. B. Miller and the hostess.

Marriage Is Announced Here

Mr. and Mrs. E. W. Young are announcing the marriage of their daughter, Margaret Louise, and Clarence E. Leasure, Jr., son of Mr. and Mrs. C. F. Leasure of the Jumbo community. The wedding took place on July 20, 1947.

Mrs. Leasure is a graduate of Hereford High School and until recently was attending Wayland College, Plainview.

Mr. Leasure spent two years in service with the Merchant Marines after graduating from the Dimmit High School. He is engaged in farming at the present time.

The couple is at home at 2309 West Fifth Street, Amarillo.

Dottie Hendrick In Home Ec Club

Dottie Hendrick, daughter of Mr. and Mrs. A. V. Hendrick, was formally initiated recently as a member of the Ellen H. Richards home economics club of Abilene Christian College, Abilene, Texas.

She is a freshman student in Abilene Christian College.

Read the Want Ads!

Always Fresh!



WHITE SWAN COFFEE

Out-of-Town Guests At Family Affair

Out-of-town guests provided an incentive for a family get-together Sunday at the home of Mr. and Mrs. Wirt Phillips. They included Mr. and Mrs. Frank Ball and their granddaughter, Margaret Ball, of Tucumcari, N. M., Mr. and Mrs. Carl Zemlich and three daughters, Carol, Diane and Corinne of Amarillo, and their daughter, Viola Phillips of Dallas, who has recently returned from a three months trip spent in Europe.

Others attending were Mrs. Lorraine Sick and daughter Bobby Jane, Mrs. Phil Radovich and daughter Phyllis-Jean, Bill Phillips and the hosts.

Several friends of the out-of-town visitors called in the afternoon.

New Camp Fire Group Organized

A new Camp Fire group was organized last week at the home of Mrs. Lynn Kester, who will be guardian for the group. Regular meetings will be held each Thursday and a name will be selected at the next meeting.

Officers chosen were: Dalene Tulin, president; Irene Witherspoon, vice-president; Kay Ruth Barnard, secretary; Carolyn Kester, treasurer; Verita Sanders, scribe.

Summerfield

BY MRS. GUY WALSER

A Sunday school study course is being held here this week. Rev. Pratt is teaching "The Book We Teach," which was written by J. B. Witherspoon. There were 83 present for Sunday school and church last Sunday.

Mrs. Emma Hughes of Eric, Okla., has returned after visiting in the home of her brother, J. A. Noland. Mr. and Mrs. Noland took her to Amarillo, where she boarded the train.

Mrs. Cris Clark and family visited her husband and other relatives in Littlefield, last Saturday.

Gloria and Carol Walser had their tonsils taken out last Friday. Both were able to be back in school the first of the week.

Mr. and Mrs. Jim Clark attended the funeral of Mrs. Charlie Clark last Thursday near Dallas. She was the sister-in-law of Jim and Brit Clark.

Mr. and Mrs. Earl Lance Jr. recently visited with her parents near Woodson.

Sheldon Green, son of Mr. and Mrs. Arlie Green, is in the Deaf Smith County Hospital. Everyone wishes him a speedy recovery.

Mr. and Mrs. W. A. Powell and son, Douglas, visited in Amarillo Saturday. They were accompanied by Mrs. Hazel Aikens and Mavis Hensley.

The children of the late Mr. and Mrs. G. A. Blakemore spent the week-end in the home of Mr. and Mrs. Forbis Blakemore, south of Summerfield, recently. Those present were: Mr. and Mrs. Lester Blakemore, of Sapulpa, Okla., Mr. and Mrs. G. W. Mills and Miss Eva Blakemore of Amarillo, Emmett Blakemore of Shamrock, Miss Frances Easley of Paducah, Mr. and Mrs. Edd Peacock of the Easter community.

Mr. and Mrs. B. E. Roberson, Mr. and Mrs. J. B. Noland and Mr. and Mrs. Guy Walser returned Friday from El Paso.

Will Harris attended the homecoming in Canyon last Saturday. He went to school there in 1911. He received the honor during the homecoming exercises, of being the one who had the most children to attend school there.

Some of the farmers are cutting maize. Others are threshing, while others have not yet begun. Some wheat is up where the land has been watered and other land is being watered in order that wheat may be sown.

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- VIGOROUS
- WELL-BRED
- DEPENDABLE YEAR-AFTER-YEAR

BIGGER YIELDS!
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Order your NORTH DAKOTA SEED POTATOES NOW!

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College Station . . . Fargo, North Dakota

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FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY
YOU'LL FIND SAVORY TENDER STEAKS, CHOPS AND ROASTS IN ALL OF FURR'S MARKETS
SEND THE KIDDIES YOU'LL BE PLEASED
SERVING THIS AREA FOR OVER 40 YEARS
WE PAY TOP PRICES FOR QUALITY EGGS
FURR HAS THE DAILY LOW PRICES
QUALITY PRICE SERVICE
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FURR'S

STEAKS-CHOPS OR ROASTS ARE Delicious

FARM FRESH Produce-ALWAYS!

FRYERS
Youngblood, fresh frosted.
PER LB. 69¢

HAMS
Sugar Cured, Shank, half or whole.
PER LB. 59¢

SAUSAGE
All Pork, Country-style.
PER LB. 44¢

CHEESE
Full Cream, Longhorn.
PER LB. 49¢

HENS
Fully dressed and drawn, Oven Ready
PER LB. 49¢

CARROTS
2 BUNCHES 15¢

TURNIPS AND TOPS
. 2 BUNCHES 15¢

RADISHES
2 BUNCHES FOR 13¢

GRAPEFRUIT
8-LB. BAG 33¢

ORANGES
8-LB. BAG 43¢

SPUDS, Idaho
10-LB. BAG 49¢

TOKAY GRAPES
PER LB. 10¢

H.E.B. GRAPEFRUIT JUICE 2 46-oz TINS 39¢

CHILI SAUCE
Del Monte 12-Oz. bottle 29¢
(try on one of Furr's delicious steaks —chops or roasts)

CORN, Milford Golden 39¢
Cream style 2 No. 2 tins
(Delicious—served with beef roast, mashed potatoes, gravy, hot rolls, coffee and hot mince pie)

SHOESTRING CARROTS 19¢
C-H-B 2 No. 2 tins
(serve creamed, with peas)

STRAWBERRY Preserves 39¢
Richnut 16-oz. jar
(fine for school lunches)

BLACKBERRIES, Wolco 37¢
Treat the family 2 No. 2 tins

VIENNA SAUSAGE 31¢
Van Camps Two 1/2-Size tins
(for a quick meal, serve with pork and beans)

CRAB MEAT 54¢
Gulf Kist Tin

BEANS with BACON 27¢
Otoe 2 Tall tins

BEANS and POTATOES 45¢
Dependable 2 No. 2 tir

HOMINY 23¢
Old Fashion 3 No. 2 tins

MIXED VEGETABLES 21¢
McGarth 2 No. 2 tins

SPINACH 23¢
Frost 2 No. 2 tins

PEACHES 10-oz. 59¢
Treasure pack, dehydrated, pkg

SHAMPOO
\$1 Trelis Lanolated Cape Free 59¢

TALC 19¢
25c Size Mavis

VICK'S Vapo-Rub 49¢
75c Size

TEEL Liquid Dentrifice 19¢
25c Size

Toni Refills \$1.00
For Home Wave sets

Razor Gillette 69¢
98c Val. Gold Teck

DRUG NEEDS

LOG CABIN SYRUP 28¢
12-Ounce Bottle
(serve with golden brown flapjacks, baco n and eggs)

FOLGER'S COFFEE 53¢
Lib. Tin
(to make fishin' or huntin' trip success, take Folger's)

CHILI with BEANS 29¢
Heinz Tall tin
(everyone likes catsup, fresh crackers and chili)

TAMALES, Ellis 31¢
Two 10 1/2-Ounce Jars

FLOUR, Purasnow \$1.83
25-Lb. Sack

LUX, both size 27¢
Toilet Soap 2 Bars

TOMATO SAUCE 25¢
Del Monte 3 8-Oz. tins
(fine for soups)

PEARS 25¢
C-H-B, Hunt's No. 1 tin
(serve chilled with cottage cheese)

SPIC 'N SPAN 23¢
Cleaner Large Pkg.

NECTAR 29¢
Peach of Apricot 2 No. 2 tins

PRUNES 29¢
Del Monte in syrup, No. 2 1/2 jar

SPAGHETTI & Meat Balls 19¢
Venice Maid Lb. tin

DATE NUT BREAD 19¢
Dunbarton Oaks 12-Oz. tin

MUSTARD, CHB 24¢
C-H-B 24-Oz. jar

BURGER RELISH 32¢
C-H-B 12-Oz. jar

CATSUP 27¢
Winter Valley 2 14-Oz. bot.

TEA 19¢
Admiration 1/4-lb. pkg.

DOG FOOD 25¢
Ken L-Ration 2 tall cans

SAVE ON NATIONALLY Advertised FOODS at FURR'S

WHY PAY MORE?
FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY
YOU'LL FIND SAVORY TENDER STEAKS, CHOPS AND ROASTS IN ALL OF FURR'S MARKETS
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SERVING THIS AREA FOR OVER 40 YEARS
WE PAY TOP PRICES FOR QUALITY EGGS
FURR HAS THE DAILY LOW PRICES

Farm and Ranch Club Meeting

Mrs. Waldron Melton was hostess for the Farm and Ranch Club Thursday afternoon. The new home of the Meltons was decorated throughout in an autumn theme, with autumn flowers marking places for guests at the luncheon table.

After the luncheon a program on "The Home" was given when Mrs. C. F. Rickels read poems dealing with the program subject and Mrs. G. S. Solomon giving readings. "Kind Thoughts to Loved Ones" were read and discussed by Mrs. Phillip Miller. Members present were Mesdames C. F. Rickels, G. S. Solomon, Henry Melton, Phillip Miller, Charles Burk, Roy Pruitt and daughter Royce Lee of Merry, Kansas, the hostess and a special guest, Mrs. Sal Caso and daughter of New York City.

Lloyd Manjot and J. K. Milan left Friday for Dallas, where they attended the Texas A. & M.-T. C. U. football game.

Mrs. Arthur Thompson, manager of The Little Fashion Shop is in Dallas this week for market.

Family Get-Together

A family get-together complimented Mr. and Mrs. Donald Story of Oswego, N. Y., Sunday, when Mr. and Mrs. Joe Story entertained at a dinner given in their home. Mr. and Mrs. Story have been visiting his parents, Mr. and Mrs. J. D. Story, and his brother and family, Mr. and Mrs. Joe Story, in Hereford.

Other guests besides the honorees were Mr. and Mrs. A. L. Behrends, David, Bill and Mary Behrends of Dimmitt, Andrew Behrends of Lubbock, Mrs. Jim Florey and her daughter and family, Mr. and Mrs. John Murphy and son, all of Amarillo, and Mr. and Mrs. J. D. Story, the hosts and their family.

Mr. and Mrs. Ernest Kerr had for visitors Sunday, Mr. and Mrs. C. Luna of Portales, New Mexico. Mr. Luna is manager of the J. C. Penney Store there.

Mr. and Mrs. Troys Carmichael and daughter, Merle, returned with Mrs. Emma Carmichael to her home in Sayre, Okla., Saturday.

Mr. and Mrs. Elmer Mathies and Tommie spent several days in Winters, visiting her sister last week.

News In The World of Religion

BY W. W. REID
The Board of National Missions of the Presbyterian Church in the U. S. A. reports that it is allocating one million dollars in 1948 to assist Presbyterian groups erect new buildings in growing suburban and industrial communities across the nation. The Board has received more than 500 applications from communities in 21 Presbyteries for aid for new churches, remodeling old edifices, or the purchase of sites. These projects call for expenditures of \$13,000,000.

During the war years the American Bible Society printed and distributed more than 58,000,000 copies of the Scriptures in 158 languages. Today its presses are providing Scriptures for all the world. Reports show that in Germany, 4,000,000 Bibles, 6,000,000 New Testaments are needed; 2,500,000 New Testaments and 180,000 Bibles are asked for in Japanese; and millions more are to be prepared for the people of China, the Philippines, various European countries and Latin America.

Speaking at the recent Provincial Eucharistic Congress of the Roman Catholic Church, held in Buffalo, N. Y., Francis Cardinal Spellman, of New York City, expounded his church's attitude on labor relations. He said in part: "In His great goodness God quickened the earth for man's use, not for his abuse; for his rise, not for his ruin. Labor and capital can reap the rewards of God's goodness only if labor unstintingly produces with the skills which God has so abundantly endowed it, and capital unsparsingly distributes the produce of labor for all men's welfare. Labor has the right and duty to expand its service and usefulness to the social body and to progress through orderly processes. Capital too has its right and duty to increase its usefulness to society through free enterprise, fair competition and reasonable profits. Thus may labor and capital together glorify God in this fair land bequeathed to man, fulfilling their debt to God and their duty to relieve man's needy estate. God has gifted man with brawn and brain, and the good earth and the fruits thereof, opening before him widening avenues for service to all humankind. Possessed of these gifts, it is the sacred duty of labor and capital faithfully to remain the repository and stronghold of God's trust, rendering unselfish service to society, service which can prosper and endure only by steady production and fulsome distribution."

If world powers will repudiate intolerant methods, there needs be no war between the Soviet Union and the nations of the West, says the Federal Council of the Churches of Christ in America, in a message marking the second anniversary of

the United Nations—"World Order Day," October 26. The present time is the great moment for peace action, says the Council, adding: "Fear is perhaps the greatest peril to peace. In every area of international life governments and peoples are taking counsel primarily of their fears. The growing threats to national and social security, heightened by the permanent military insecurity of this atomic age, lead more and more to a panic psychology. The impulse to bold and generous action is paralyzed, the nerve for patient goodwill is cut, and the causes of fear are intensified. Fear among the victors delays the peace settlements and makes them more difficult. Soviet fears have deadlocked the crucial atomic negotiations and Western fears are in turn speeding up the new race in arms. Economic fears hamper effective reconstruction in Europe, and fear of depression in America is enlarging the factors of depression. The nations are caught in a vicious spiral of their reciprocal fears... The deadly consequences of fear and cynicism will not be averted by timid half-way measures, any more than by the desperate excesses of panic. The peoples and their governments, and in the first instance the people and government of the most powerful nation, must be willing to take far-sighted and sacrificial risks for peace, as they have been willing to take calculated risks in time of war. They must be willing to act as citizens of one world without the assurance of such a world. They must be willing to live by faith—faith in man's potentialities under God to create brotherhood on earth. God still rules. Only in this faith is there hope of overcoming the present crisis. The United States has an opportunity to exercise bold and generous leadership along the lines required, in responding to the present need of war-torn countries in

Combs Buys War Surplus Material

Don Combs of Hereford was among the successful bidders participating this week in the War Assets Administration's clearance of \$551,000 worth of assortments surplus property at North Camp Hood near Gatesville.

Combs was named high bidder on three of the 80 lots of goods, clothing, hardware, furniture, and machinery items in the huge clearance offering. The sale attracted 135 purchasers during three days of inspection and bidding. Most of the buyers were Texans, although a number traveled to the camp from points as distant as Kansas City, Mo. A similar clearance is being staged at the WAA's Grand Prairie warehouse from October 20 through October 22.

Ted Meyers of Amarillo visited in the Walter London and P. H. Dishman homes this week-end.

Mr. and Mrs. Billie Roberson visited with relatives in the E. B. Posey home on Sunday.

Mr. and Mrs. Donald Story of Oswego, New York, have been visiting his parents, Mr. and Mrs. J. D. Story, and his brother, Joe Story, and family.

The University of Texas has 816 members on the teaching staff, and 695 full-time teaching positions.

Europe and Asia form material and technical aid in reconstruction. A comprehensive approach to the economic crisis, such as that proposed by the Secretary of State, involves disciplines which will measure the moral stature of our people and test spiritual vitality of our churches."

How to Make Clothes Last Longer

To make your apparel last longer and stay new-looking longer—have us dry clean your wearables regularly. Expert dry cleaning preserves the fabric and the fit, assures you more wear from clothes, and definitely adds to your smart appearance. Let us serve you.

Free Pick Up and Delivery Service

Acme Cleaners
"WEAR CLEAN CLOTHES"
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Here's your chance to get the gas, oil and lubrication service your car needs. Come to G. D. STEAKLEY & SONS SUPER SERVICE... Look over our complete stock of Fisk Tires while you're here. Take advantage of our friendly, courteous service.

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Highway 60 E. of Town Phone 9

SUGAR BEET GROWERS

A Good Team for Your Beet Harvest this Year...

Two Row Beet Puller for Farmall H & M...



BASSMANN BEET LOADER

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INTERNATIONAL BEET HARVESTER

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We Still Have One of Those Famous
Winter Weiss Combination Beet & Grain Beds
for You

HEREFORD IMPLEMENT CO.

Truly Something to Cherish

Town and Country

"AMERICA'S FINEST GAS RANGE"



A Brilliant New SENSATION with extra capacity

Never before a range that so obviously fulfills your every desire for a complete, automatic cooking service. Never before such a host of features graciously embodied in a beautiful exterior. THIS IS IT. A SPACIOUS NEW GAS RANGE BY ROPER... conceived for those who desire the very finest. We invite you to examine the "Town and Country" on our display floor now. You'll be thrilled by this new approach to cooking perfection.

Stars of Cooking Performance

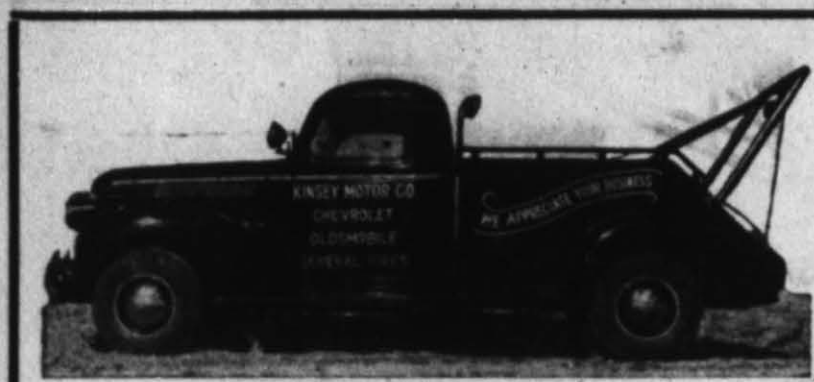
- * Two Big "3-in-1" Ovens
- * Eight Top Burners
- * Special Coffee Burner
- * Built-In Aluminum Griddle
- * Handy Snack Broiler
- * "Insta-Matic" Clock Control
- * Novel Crisping Bin
- * Toasting Compartment
- * "Insta-Flame" Automatic Lighters
- * Waist-High "Glo" Broiler

BLANTON Butane Gas Co.
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Another Letter to the Editor from . . .

The Bootleg Philosopher

I read in a copy of the Amarillo Times which I picked up down here Monday while I was checkin my pasture while my wife was puttin out the washin which is the best pasture-checkin time I know, where Congress has been in an uproar over what the average farmer is like.



24 Hour Wrecker Service

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PHILCO WEEK FROM 20th to 26th of OCTOBER

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Let us demonstrate the 'Jeep' on your farm — no obligation!

We cordially invite every farm owner to ask us for a free demonstration of the famous Universal 'Jeep' on his own land.

WRITE US—CALL US

You tell us where and when—and we'll be there with a Universal 'Jeep' for you to try out on any job you choose.



Roberson Motor Co.

123 West First Street Hereford, Texas Phone 440

For ME?



President Truman flashes a look of surprise as members of the White House News Photographers' Association present him with a miniature news camera and a movie camera.

business man who has to blow the dust off his hats before he sells em and sayin he's typical.

It may be true there is lots of farmers with no more modern standards than I got out here, but they ain't average. I got more confidence in the American farmer to say he ain't got no more ambition than I have, and I consider it a insult for Congress to be sayin so, although understand I ain't apoloizin for my farm as it suits me and if it does it ain't nothin for Congress to sweat about. I got enough to do answerin to my wife without takin on Congress to boot.

J. A. P. S. Wouldn't want to say what the typical editor is like, would you? J. L. McFarling, Jr., Texas A. & M. student, attended a parade Saturday at Fort Worth, then spent the weekend with his parents, Mr. and Mrs. J. L. McFarling. His parents, accompanied by Miss Mary Lou Ruland and Mrs. W. F. Ponsabarger of Ft. Sumner, met him at Sunset, Texas, where they visited in the home of Mr. and Mrs. Emmett McFarling.

LEGAL NOTICE

THE STATE OF TEXAS To: John Clarence Mosley, Charles Curtis Mosley, Ola Lee LaBlue, Mrs. Frank Carr, Lloyd Grantham; and the unknown heirs and legal representatives of John R. Mosley, deceased, Defendants. Greeting: You are hereby commanded to appear before the Honorable District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 1st day of December A. D. 1947, then and there to answer Plaintiff's Petition filed in said Court, on the 16th day of October A. D. 1947, in this cause, numbered 3015 on the docket of said court and styled Vivian Major, a feme sole Plaintiff, vs. E. B. Hedrick, Administrator, et al Defendants.

A brief statement of the nature of this suit is as follows: to wit: For the title to the following described land located in Deaf Smith County, Texas, to-wit: BEING a part of Block No. 22 of the Original Town of Hereford, Deaf Smith County, Texas, described by metes and bounds as follows, to-wit: BEGINNING at the Northwest corner of said Block No. 22; THENCE East with the North line of said Block a distance of 70 feet; THENCE North with the West line of said Block a distance of 140 feet to a point; THENCE in a Westerly direction parallel with the North line of said Block a distance of 70 feet to a point in the West line of said Block; THENCE North with the West line of said Block a distance of 140 feet to the place of BEGINNING, based upon the ten year Statute of Adverse Possession and Limitation of the State of Texas, in that plaintiff and her immediate grantors have held the continuous, peaceable, adverse possession of all of said land for over a period of ten

County, Texas, to-wit: BEING a part of Block No. 22 of the Original Town of Hereford, Deaf Smith County, Texas, described by metes and bounds as follows, to-wit: BEGINNING at the Northwest corner of said Block No. 22; THENCE East with the North line of said Block a distance of 70 feet; THENCE North with the West line of said Block a distance of 140 feet to a point; THENCE in a Westerly direction parallel with the North line of said Block a distance of 70 feet to a point in the West line of said Block; THENCE North with the West line of said Block a distance of 140 feet to the place of BEGINNING, based upon the ten year Statute of Adverse Possession and Limitation of the State of Texas, in that plaintiff and her immediate grantors have held the continuous, peaceable, adverse possession of all of said land for over a period of ten years, claiming and asserting the fee simple title thereto; for the reformation of deed and declaring the intention and for interpretation and construction of deed from John R. Mosley to T. E. Major.



Dr. C. D. Kelton

5th and Jackson Phone 91 for Appointment 28-tfc



Call 265 DEAD ANIMALS

Removed FREE of Charge Prompt Service West Texas Feed & Seed Co. Agents for Amarillo Rendering Co., Amarillo, Texas JACK WRIGHT, Mgr. 3-tfc

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EVERY SATURDAY NIGHT Veterans Memorial Park Club House Sponsored by AMERICAN LEGION & V.F.W. Admission \$1.00 Ladies Free

YOUR SAVINGS ARE WELCOME

CURRENT DIVIDEND RATE 3%

EACH DEPOSIT INSURED UP TO \$5,000.00

See Elizabeth Womble AGENT — HEREFORD, TEXAS



37-tfc

CHURCH NEWS

The following schedule of church services is furnished by the Hereford Ministerial Association. Any other local churches desiring to list their schedule of services in these columns may do so by turning in their copy to The Brand office not later than noon on Monday of the week of publication.

First Baptist R. H. Cagle, pastor. Sunday: Sunday School—9:45 A. M. Sermon—10:55 A. M. Training Union—6:45 P. M. Sermon—8:00 P. M. Wednesday—7:30 P. M.

First Presbyterian Church Russell A. Wingert, Pastor Sunday Sunday School—9:45 A. M. Morning worship—11 A. M. Evening worship—7:30 P. M.

Avenue Baptist Church R. S. Sparkman, pastor Sunday Sunday School—9:45 A. M. Morning Worship—11:00 A. M. Training Union—7:15 P. M. Preaching Service—8:30 P. M. P. M. Wednesday—8:00 P. M.

First Methodist Church O. B. Herring, pastor. Sunday Sunday School—9:45 A. M. Morning worship—11 A. M. Methodist Youth Fellowship at 6:15 P. M. Evening Worship—8:00 P. M. Wednesday—8:00 P. M.

First Christian Roy W. Ford, pastor Sunday Services: Sunday School—9:45 A. M. Morning Worship—11:00 A. M. Christian Youth Fellowship. 6:15 P. M. Evening Worship—7:00 P. M. Mid-week Service: Each Wednesday—7:15 P. M.

Assembly of God S. E. Eldridge, Pastor Sunday Sunday School—9:45 A. M. Morning worship—11 A. M. Young People Service—at 6:15 p.m. Evangelistic Service—7:45 P. M. Wednesday—8 P. M.

CHURCH OF THE NAZARENE Rev. Lewis Patterson, Pastor Sunday School—10:00 Morning Worship—11:00 Evangelistic Service—7:30 Wed. Eve. Proper Meeting—7:30

IMMANUEL EV. LUTHERAN 'The Church of the Lutheran Hour' E. W. Lichtsinn, Pastor R. A. Frye, Sunday School, Supt. Sunday School and Bible Class, 10:00 A. M. Worship service, 11:00 A. M. Communion service on the first Sunday of every month. Mission Festival service Oct. 19, the Rev. R. Young of Pampa, the guest speaker.

Listen to the Lutheran Hour over these stations every Sunday: KPDA, Amarillo, 9:30 A. M.; KFDN, Pampa and KHUZ, Borger at 10:30 A. M.

We've Come a Long Way from the Longhorns



Longhorns by the millions ranging the western grasslands from the Gulf Coast to Montana . . . building empires . . . making history and legend on the great cattle trails! That was sixty and more years ago. Then the railroads came, much of the range was fenced and the fate of the longhorn was sealed. Short-horn, Angus and Hereford bulls came in from the east. Gradually, the longhorns were bred out of existence, until today only a few isolated "museum" herds are left.

This is one story of continuing livestock progress, of better animals developed to meet changing conditions and needs. Who knows but that in another fifty years today's "best" may look as old fashioned as longhorns do now.

With hogs, one amazing change is in the increased speed and efficiency of producing pork. Three years once was needed to raise a hog to market weight. Today, pigs often weigh 200 to 250 pounds at six months or less. Straight line and cross-bred breeding experiments seek even more efficient hogs to make weight in the same short time, but produce more meat. In lambs, development is directed toward "dual-purpose" breeds. Certain breeds have been best for wool but not best for meat. Others produced the meat but were lacking in wool. Researchers have made progress on breeds of lambs to produce both meat and good wool economically.

A first step in the improvement of any animals or any herd is to use proven sires on dams of known productive ability. The eye alone is not enough. To know production records and ancestry is vital. Bull grading programs offer greater certainty in choosing a sire. Weighing young animals at weaning time and marking them is important, especially in the selection of gilts. A "touch system" of sheep grading is proving helpful in culling large bands in little time.

On any matter pertaining to livestock breeds or breeding, Swift & Company has no favorites. We serve the interests of producers of all breeds, in all parts of the country. We urge you to watch carefully

Track Down the Facts

These are the tracks of the coyote. They look like dog tracks, but there are differences which the expert tracker can see. In the livestock business, too, sometimes things are not as they seem to be. For example, some people say we waste our grain by feeding it to animals. Instead, they think we should eat the grain ourselves. They do not realize that the millions of head of cattle and lambs that are marketed every year are little more than grass turned into meat. It is true that many of these animals are fed a certain amount of grain and other concentrates to turn them into finished meat animals. However, if it were not for cattle and lambs, 779,000,000 acres of land in the United States would produce little, if any, food for humans. To put it another way, about 51% of the total land of our nation consists of grazing land which cannot be used for producing other feeds and food.

your farm publications, and the bulletins of your state agricultural station, and the accomplishments of successful breeders for latest news about the kinds of livestock which you raise.

Martha Logan's Recipe for UPSIDE DOWN CHILI PIE

(Yields 6 servings) 1 pound ground beef 1/4 teaspoon chili powder 1/2 cup chopped onion 1/2 teaspoon salt 1 tablespoon shortening 1 teaspoon Worcestershire powder 1 cup cooked kidney beans 1 cup cooked tomatoes 1 cup cooked shortening. Add beans, seasonings, and tomatoes. Cover. Simmer gently about 15 minutes. Pour into a greased 9-inch pie plate. Top with corn bread batter. Bake in a hot oven (425 degrees F.) for 20 minutes.

Packers do not make livestock prices

In their day, the hardy, self-sufficient longhorns were the best breed for the open, unfenced ranges. In a land without transportation they actually took themselves to market. But the tough longhorns couldn't match newer breeds in beef production.

Calves from Hereford, Shorthorn and Angus bulls and from thrifty longhorn dams grew faster. They produced more and better meat from less feed. Blockier and of heavier frame, they yielded more of the more popular meat cuts. They were better money makers for farmers and ranchers. Such results encouraged selection of better foundation stock.

Each improvement in meat production has been met by increased demand for popular cuts on America's dinner tables. Livestock producers and meat packers have worked hand-in-hand to encourage greater demand for meat. But Swift & Company plays no favorites among breeds of beef producing animals. We do not make markets. . . we find them. In our buying of livestock we transmit to producers the knowledge of the kinds of meat that are preferred in various sections of the country.

The price producers receive for their livestock is governed by what the packer can get for the meat and by-products. F.M. Simpson, Agricultural Research Department

Will It Pay Me to Specialize?

by M. T. Buchanan State College of Washington "Should I specialize in some crop or enterprise, or should I diversify my operations?" Many farmers and ranchers have to find the answer to this question. For instance, in the state of Washington there are 63 distinct types of farming in this one state alone. And they should consider that the types of products which come from farms in different areas of the United States are not accidental. They are caused by the inter-action of physical and economic factors. The operation of these two forces has been hastened by mechanization, development of better crop varieties, breeds and disease-resistant strains.

Specialization, of course, leads to increased efficiency in the use of labor, equipment, capital and buildings. Marketing is an easier task and more time is available for maintenance of equipment and for planning new and better methods. A great deal of the increase in production of agricultural products has resulted from specialization. Farms have increased in size. Proportionately, the amount of labor needed has decreased, allowing more labor for use in other ways.

Specialize or diversify? There's plenty of "real life" evidence to help you in reaching a decision. Go visiting. See how your neighbor does it. It's your problem and even if you decide to make no changes from your present plan, you'll get a lot of ideas on how you can do your work better.

OUR CITY COUSIN



Sode Bill Sox... the man who gets what he wants is successful. The man who wants what he gets is happy.

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COURTHOUSE RECORDS

Warranty Deeds
Maggie Hagar and husband, M. T. Hagar to W. B. Wiltshire, part Block 76, 100 ft. S. 69 of N 50.
A. A. Brown to wife, Anna W. Brown, all SW¹/₄ S 7 T2N14E.
Mrs. Frank Kaestel to granddaughter, Ethel Layman, Lots 7 to 13 incl. No. 25 Evans Addition, Block 1.

Johnnie Kemp and wife, Iva B. Kemp to L. G. Beard and wife, Callie Inez Beard, all S 13-14, Block A, Griffith Sur. All S 8 T2N14E, 357.366, 367, all S. 34 T2N13, 640 acres; all S3 T2N13, 119.18 acres.
J. R. Deziel and wife, Thelma Daniel to Miles Roberson, all Lots No. 20 and 21 Higgins Sub. Block 8, Womble Addition.
J. B. Elliston and wife, Fannie B. Elliston and E. B. Posey and Louella Ivy Posey to Henry Brozman, NW¹/₄ S. No. 29 Block K-1, 160 acres.
C. C. Lisenbe and wife, to P. L. Burrell, part Lot 8, Block K-7, Womble Addition.

MARKETS

Many southwest farm markets set lower trends last week, but grains and cotton continued to climb, the U. S. Department of Agriculture's Production and Marketing Administration reports.

Despite current grain saving efforts, corn and milo advanced 13 to 28 cents, and wheat and barley followed with gains of 5 to 6 cents. Large world requirements remained principal strengthening factors.

Rice markets strengthened materially during the week, as demand increased and the government purchase program was announced. Alifan hay prices advanced about \$1 per ton. Lower grades of hay moved slowly. Favorable weather spurred peanut digging, but most sales went as government support prices. Buying of fall clip wool for private interests continued in Texas. Mohair remained generally slow.

Cotton harvesting made good progress but car shortage hampered movement to market. Spot sales scored a record volume for the season, although some farmers still held for higher prices. Prices advanced around \$3 for the week.

Foultry showed considerable weakness off and on during the week, but most markets steadied somewhat toward the close. Eggs held mostly unchanged. Dallas and Fort Worth bought select candied eggs at around 55 cents per dozen. New Orleans paid 63 cents for fresh grade A large eggs, and Denver gave 55 to 60 for large white. Heavy hens turned generally at 24 to 28 cents per pound, and fryers 32 to 37.

R. S. Odum and Roumella Odum to Lon Harrison and Nonnie Harrison, 160 acres NE¹/₄ S 30 Block K-7.

Deeds of Trust
W. T. Carmichael and wife, Ruby Carmichael to Troy Womble S 145 ft. and W 60 ft. Block 20, Evans Addition.
Clyde C. Renfro and wife, Neva Olivia Renfro to First Federal Savings and Loan Assn. of Amarillo, part of Lots 2 and 3, Lamberts Sub. of Lots 7-8-9, Block 6, Womble Addition.
Elmer D. Cook and wife, Frankie Cook to Kansas City Life Insurance Co. SW¹/₄ Sec. 30 Block K-3, 160 acres.
C. C. Lisenbe and wife, Gertrude L. Lisenbe to First Federal Savings and Loan Assn. of Clovis, N. M., Lot 3, Block 18, Evans Addition.
Charles M. Ray and Edna L. Ray to Kansas City Life Insurance Co., S¹/₄ S 27 T2N14E.
Lloyd C. Wolcott and wife, Loree Craig Wolcott to Hereford State Bank, all Lot 7, Evans Addition, Block 17.
L. E. Davis and wife, Thelma Davis to Carl G. McCallin, all Lot 9, Porson's Sub., Lot 3, Block 8, Evans Addition.
LaVerne Longbottom to First Federal Savings Loan Assn. of Clovis, N. M., E 100 ft. Lot 4, Block 17, Whitehead Addition.
Jodie Busby to Kansas City Life Insurance Co., all N¹/₄ Sec. 13 T2R1E.
A. V. Zumwalt and wife, Louise Beatrice Zumwalt to First Federal Savings Loan Assn. of Clovis, N. M., part Block 20, Evans Addition.
W. W. Ireland to Noah Ewton, all of Lot 4, W¹/₄ Lots 5 and 6, E¹/₄ N 40 ft. of Lot 5 in Block 31.
Charlie Phipps to Harry Doyle, all SW¹/₄ Sec. 68, Block K-8.
Raymond R. Bearden and Tiny Bell Bearden to Harry Doyle, all Lot 39 of J. O. Lyle Sub., Block 13, Evans Addition.
Lawrence E. Davis and wife, Thelma E. Davis, all Lot 9, Porson's Sub., Lot 3, Block 8, Evans Addition.
Burl Pottorff and wife, Roberta Pottorff to D. L. Welby, all Lot 20, Ralph Smith Sub., part Block 4, Mabry Addition.
Perry G. Johnson, Carl Johnson and Horace Johnson to Madeline Wood, part Block 110, DeAtley's Sub., 10-11, Womble Addition.
Frank W. Lookingbill and wife, Lena Lookingbill to Elizabeth Womble, all N¹/₄ Lot 8 and all Lot 9-10, L. A. Hough's Sub. Block 33, Evans Addition.
T. J. Baker and Ida O. Baker to Kansas City Life Insurance Co., 640 acres Sec. 39, Block 8.
G. W. Heard to Travelers Insurance Co., S¹/₄ Sec. 112, Block M-7.
Leonard Newcomb and wife, Jo Anna Newcomb to First Federal Savings and Loan Assn. Clovis, N. M., all Lot 4, Hough Sub. Block 5, Evans Addition.
Bessie Jennings to First Federal Savings and Loan Assn. of Clovis, N. M., E 5071 ft. Lot 11; W 571 Lot 12, Block 3, Womble Addition.
D. R. Holt and Irene Holt to Kansas City Life Insurance Co., Sec. 3 T and 3 NRE, 640 acres.
James W. Vines and wife, Cynthia Rose Vines to R. R. Willis, all Lots 36-37 Lyle's Sub. Block 13, Evans Add.
O. R. Sanders and Johnnie Sanders to Kansas City Life Ins. Co., 20 acres Sec. 80 K-3 T 4.
Roy Golden and wife, Daisy Golden to W. H. Cromer, part Lots 13-14-15, Higgins Sub. Lot 1, Block 8, Womble Addition.

Cauliflower season drew toward a close in Colorado's San Luis Valley, after an early-week drop in prices. Potatoes held about steady, but Arkansas Valley onions sold a little lower on light haulings. Fort Worth paid about steady to firm prices for principal supplies. Extended mild weather provided Kansas City and St. Louis with abundant local products, and many shipped in items trended lower.

Texas hog markets closed steady for the week, while other southwest terminals suffered losses up to 50 cents or more. Top hogs sold late in the week at \$28.50 at San Antonio, \$29 at Fort Worth, \$28.85 at Wichita, \$29.50 at Denver, and \$29.25 at Oklahoma City. Sows ranged mostly from \$25 to \$27.50, and pigs \$20 to \$26.

Most cattle markets lost 25 cents to \$1 compared with a week earlier. One exception was Houston, where common to medium cows sold steady at \$12 to \$14.50. Another was San Antonio, where culler and common cows brought \$11 to \$14. Culler and common cows turned at \$11.25 to \$12.50 at Fort Worth, and \$10.50 to \$13 at Oklahoma City. Wichita took common and medium grades at \$13 to \$15.

Most lamb prices weakened by 50 cents to \$1.50, and ewes 25 to 50 cents per hundred pounds for the week. However, lambs sold 50 to 75 cents higher at Denver, where choice range Colorados closed at the week's top of \$23.50. Late top at Oklahoma City was \$19.50, while Wichita bought good and choice truck-ins at \$19.50 to \$20.

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- LARGE ENOUGH WIRE for serving your present and future needs.
- ENOUGH OUTLETS AND SWITCHES for convenient living.

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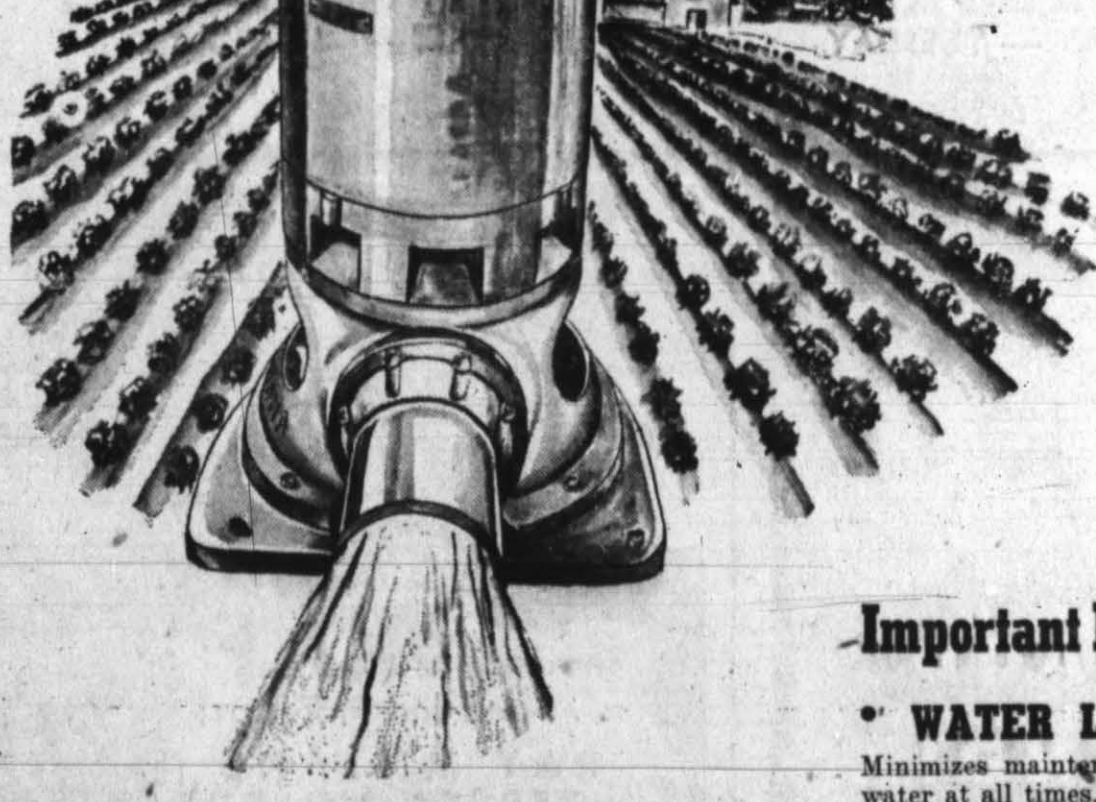
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When you rub it on throat, chest and back, Vicks VapoRub starts right to work to soothe irritation, ease coughing, relieve muscular soreness and tightness. And VapoRub keeps on working for hours in the night to bring relief. Try it! VICKS VAPORUB

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Will not sand lock. Adjustable, trouble free unusually efficient.
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Local Group Aids Auricular Foundation

A donation of \$75.00 to the Auricular Foundation, school for hard of hearing children, has been made by Beta Eta Chapter of Epistolium Alpha Sorority in cooperation with the national philanthropic project.

One of the major plans of the Foundation for the coming year is a tour to be made by a mobile unit for children with crippled hearing.

Accredited courses in audiology are now available for those who belong to the Foundation and according to the new budget, both scholarships and fellowships are included.

The intent of the Foundation is to spread benefits over the nation and it will welcome any assistance in the accomplishment of the goal.

The Beta Eta Chapter is a member of the Foundation and each girl plans to become an individual member.

The local group has also made a donation of \$25.00 to the High School cafeteria and a donation of \$10.00 to the State Cancer Fund.

Mrs. Bob Gilliland and small daughter Laura, left Monday morning for their home in Ventura, Calif. They have spent the past month here with his parents, Mr. and Mrs. F. H. Gilliland.

Whitefaces Down

(Continued from page 1)

Running Account of Game

The game opened with Olton kicking across the Hereford goal line and the ball went into play on the Hereford 20. Rudd failed to gain, Wilson picked up 4, Davison made 2; Wilson booted for 25 yards with Kimbrough making the tackle. Knox recovered a fumble on the first play and paved the way for the Hereford touchdown to follow. Davison and Rudd picked up 1 yard on two plays, a pass from Knox to Carlyle was good for 15 and a first down. Wilson skirted right end for 12 and Rudd emerged off left tackle through the line, pivoted and raced 32 yards for the first score of the game. Attempted pass for point, Carlyle to Knox, was incomplete.

Keisler received the kick-off and was downed on the Olton 35 by Davison and McGee. Olton fumbled again with Knox recovering on the Olton 40; Wilson picked up 4, Davison 1, then Wilson knifed through left guard for 15. Rudd picked up 1 and Hereford drew a 15 yard penalty for holding. With 14 yards to go, Rudd again followed perfect interference into the Olton line, straightened up, side-stepped to the right and raced 34 yards for

Hereford, Canyon

(Continued from page one)

Conference games this week will be: Hereford, open date; Dimmitt at Priona; Canyon at Olton; Tulla, open.

Conference Standing

Team	P	W	Tie	L	Pct.
Canyon	2	2	0	0	1000
Hereford	2	2	0	0	1000
Tulla	1	1	0	1	500
Dimmitt	1	0	0	1	---
Priona	2	0	0	2	---
Olton	2	0	0	2	---

No severe injuries were received in the Olton game, and a week-end of rest will allow some old bruises to heal for the grueling last half of the season.

The person who said that Coach Stanton could take a complete squad of inexperienced men and, before season's end, would be making a good run for the crown certainly knew what they were talking about.

The local boys showed disbelievers Friday night that they can play championship football. "It isn't the same team that opened the season," was heard all over the stadium Friday night. And that's true. The Herd has shown remarkable progress in five games.

It was good to see the improvement in line play. It was a smart hard charging line that took the field against Olton. Time after time, Hereford linemen charged into the Olton backfield to smear runners for losses. And the Mustang punters were rushed on every kick. The line performed smoothly on the offense. Gaping holes were opened to allow Whiteface backs to scamper for long gains. The passing attack has also improved.

There are a good many games left before the race is decided, but if the Herd continues to show the im-

Benchmarker

(Continued from page 1)

American center and captain of the University of California's Golden Bears, scooped up a fumble in the greatest classic of football—the Rose Bowl game, and raced 80 yards in the wrong direction. He was tackled by his own men on the 12-yard line from where Georgia Tech scored and won the game. Then there is the time the inebriated fan jumped the rail in full business dress and tackled a fullback on a sweeping end run as officials scratched their heads.

So three cheers for the strong men who started football, for the strong men who nursed it in its infancy, and for the strong young men who give their all each week-end to the great American fan can go, eat his box of popcorn, heckle the officials, and get one solid hour of rare excitement.

Compliments are due Miss Mary Ellen Hensley, T. V. Brantley, the Whiteface band, pep club, parents, and school officials for their untiring efforts in producing the fine band and pep club that gives such interesting and unique demonstrations at football games both at home and away.

From a spectator's point of view, a football game is a contest between two teams. Each fan knows that much time is spent by coaches getting their teams ready to take the field against competition. But few fans realize the coaching and training that is necessary to produce the fine band and pep club capable of giving demonstrations such as the one presented at the Olton game, Friday night.

Hours each day are spent, by both units, in marching, learning new formations, and new steps. Sponsors work constantly on new maneuvers and ideas that can be adapted to the personnel of the units. Pep leaders work on new yells and stunts.

The spotless uniforms worn by both groups did not get that way by chance—as any parent will testify. They must be cleaned after each game or demonstration and, in many instances, after practice drills. Much time and money is spent toward maintaining the immaculate youngsters who parade before the stadium each week-end.

A good band and pep club are ambassadors of good will from their town and community, and the people of this community may rest well assured that their children will give

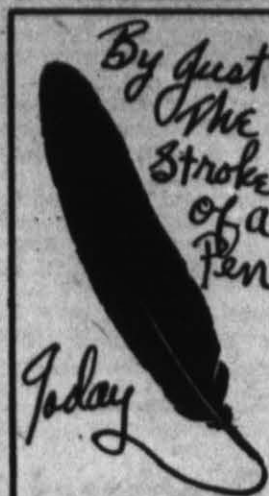
a capable demonstration wherever they go.

provement that they have shown in the past and are not riddled by injuries, they will be back in the thick of the fight come the end of the season.

Mrs. D. K. Hall and son, Truett, of Panhandle, visited in the home of her brother, J. L. McFarling, Sr., Sunday. They also visited her son, E. K. Hall.

J. K. Milan and Lloyd Manjeet returned home Monday from Fort Worth, where they attended the A. & M.-T. C. U. football game.

Guests in the Gus Ruland home last Thursday were Mrs. C. A. McNabb and daughters, Pauline and Ilean of Amarillo.



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ROMANCE! plus ACTION!

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Woman OF THE TOWN

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LITTLE MISS BROADWAY

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