

WEATHER

	Moisture	High	Low
Thursday	81	41	
Friday	87	59	33
Saturday	86	66	36

Moisture this Month: 200
Moisture this year: 21.87
Moisture last year: 17.10

The Sunday Brand

28 pages

Our Slogan, "More People -- More Farms"

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Frost Comes Late, Cotton Aided



DEAF SMITH COUNTY'S United Fund com. Young campaign chairman, paints the UF sign. Campaign reached the \$7,500 mark Saturday. Thermometer up to the \$7,500 mark as three days after the kickoff. Here Melvin Dean House looks on. (Staff Photo)

Fund Drive Progresses, Monday Check-Up Set

Deaf Smith County United Fund officers and team captains will take a look-see at the progress of the 1964 campaign Monday at a special 10 a.m. meeting in the directors' room of Hereford State Bank, and the report which the workers will give probably will be a pleasing one, says Melvin Young, campaign chairman.

Up to Saturday, with many teams not yet reported, the \$7,500 mark had been crossed in the quest for a \$28,000 budget. Officers were quick to

point out that this was only a partial checkup since reports from workers are sketchy. In fact, only five of the group have completed their reports out of 37 groups who are working in this year's campaign. The drive kicked off only last Wednesday morning, and officers feel that for only three days of activity, response has been good. The weather threw the drive a curve also, dumping rain and chilling winds on this area late in the week.

Dean House, vice-chairman of

the Deaf Smith County United Fund, said the purpose of Monday morning's meeting will be to check up and discover the places where we might be lagging. He added, "We will plug these low spots and put on more steam to get the campaign rolling toward its \$28,000 goal."

He said the drive this year is ahead of last year's campaign at the same time. "We hope to have an optimistic report to give the directors," he added.

Some contributors to the fund are specifying agencies which are to receive their donations, officers pointed out. This is permitted under the rules of UF here, if a contributor prefers to donate only to certain ones of the eight agencies in the setup he may so specify those favored groups, officers explain. Some contributors have earmarked their donations for only certain agencies, and at least one contributor has limited his money to only one organization.

Officers again pointed out that the eight-agency combined drive eliminates the necessity of as many individual drives. "If the UF should fail to go over," House pointed out, "it would be necessary for the eight agencies to conduct eight individual drives, and I don't believe the people would favor that sort of a situation."

Anyone wishing to make contributions who has not been contacted or who has not yet turned in his money, may contact any of the officers or the team captains, it was explained. Officers include Neil Cooper, Mrs. W. J. Messick.

Because Thursday night's frost came 10 days to two weeks later than usual, Deaf Smith County cotton farmers stand to make thousands of additional dollars from their 1963 crop. And because the rain which preceded the first frost of the season amounted to only .27 inch, grain sorghum was not hurt, either.

These are the opinions of J. W. (Lefty) Thomas, county agent, who said farmers were lucky that the frost came late.

In fact, the frost will speed ripening of both these major crops and send both grain sorghum and cotton rolling into markets at an accelerated pace.

"We were fortunate," said the county agent, "in that the rain was small and that it was followed by an exceptionally fine day Friday. If it had continued to rain, much of the grain sorghum still standing in the fields would have fallen."

The County Agent estimates that 30 per cent of the sorghum crop has not been harvested.

The frost will serve to boost maturity of cotton, making it possible for farmers to harvest that crop much faster than before the frost.

Now, Thomas explained, the crops need "open weather" to permit winding up the harvest.

Vegetables may have suffered by the frost Thursday and Friday nights, but vegetable men said the frost was not believed heavy enough to effect the quality of lettuce.

Most of the crop had been harvested anyway before the colder weather hit this area and several firms which have been buying lettuce here had completed their work earlier in the week. One buyer said: "We wound up our buying here Wednesday and were moving most of our men out of the area. Timing, for us, was exactly right."

Wheat was not hurt by the freeze, and late-planted grain actually was aided by the moisture. One farmer told the County Agent he had just completed drilling in his wheat, and the rain Thursday night should get the crop off to a good start. Most wheat had made little progress during the recent hot, dry days.

Thomas said pastures were aided by the rainfall, but that (Continued on Page 8)

Students Collect \$1500 For CROP

In spite of cold chilling rain more than 300 Hereford junior and senior high school students turned out Thursday for the annual Christian Rural Overseas Program "Trick or Treat." Amount collected by students equaled the \$1500 goal set as plans were made for the fund raising campaign.

A final total is not available since all of the donations to the city-wide CROP drive have not been tabulated, commented Virgil Dodson, adult chairman.

"I certainly want to commend the students," said Dodson, "for working in the rain as they did. This was one of the best Halloweens we've had in the past seven years."

The annual drive each year is organized and directed by students. Officers for CROP "Trick or Treat" are elected by the student bodies of Stanton Junior High and Hereford High schools.

"Most of the credit for the success of this year's drive goes to the students for their work in organizing and directing the CROP drive," declared Dodson.

He pointed out that without the work of these officers and committee chairman, the drive would not have succeeded in reaching its goal.

Dodson commented that for the past three years Hereford has succeeded in reaching its goal. A year ago goal of the campaign was upped to \$1500 from an \$1100 figure two years ago.

Hereford is one of the top cities for its size in Texas, add-

ed the adult chairman for the door-to-door canvass.

Students began assembling in the Fellowship Hall of First Methodist Church about 7 p.m. Thursday as map chairmen began making assignments.

For two and a half hours junior and senior high students worked in the rain as the temperature dropped into the mid-40s, soliciting funds from Hereford residents.

"We wish to express our thanks to the citizens of Hereford for their participation in the door-to-door canvass," Dodson said.

He added that persons wishing to make additional contributions may do so at either Hereford State Bank or First National Bank. Dodson may also be contacted as well as Mrs. W. J. Messick.

WINNERS NAMED

Halloween Parade Termed A Success

While a bone-chilling wind whistled along Main Street, some 300 children ranging in ages from the pre-school group to sixth graders marched through the downtown section Thursday for the second annual Halloween Parade.

Judging of costumes began promptly at 4:30 p.m. as three judges representing Amarillo Chamber of Commerce selected the top three in each of three categories. Winners in each division will receive gift certificates redeemable in merchandise at any Hereford retail firm.

The parade was slated to begin at 5 p.m., but due to the cold front which moved through the area with gusty winds, youngsters began marching shortly before the scheduled time.

"The parade was very successful," commented Clete Corlis, parade chairman. Sponsoring the event again this year was the Trade Promotions Committee of Deaf Smith County Chamber of Commerce.

All of the costumes were outstanding, he continued, and the kids had a real good time.

"We hope that no one was left out," he added, "due to the cold weather, we had to start before 5 p.m."

Parade winners are, in the most original costume, Lance Martin, 6, son of Mr. and Mrs. Gerald Martin, 131 Ave. C, first; Valerie Chisholm, 8, daughter of Mrs. Viola Chisholm, 301 Western, second, and Nancy E. Brink, 8, daughter of the Rev. and Mrs. Eugene Brink, 211 Sunset, third.

In the funniest costume division of the contest, winners were Scott Turner, 8, son of Mr. and Mrs. Doyle Turner, 304 Ave. H, first; Johnnie N. C. Martinez, 7, son of Mrs. Maria Inez Cordero, 323 Ave. C, second, and Melinda Rhodes, 7, daughter of Mr. and Mrs. I. D. Rhodes, 200 South 25 Mile Ave., third.

Winners in the scariest di-

Hereford Police, Sheriff Report Quiet Halloween

Hereford experienced one of its quietest Halloweens, reported Hereford Police Department and Deaf Smith County Sheriff's Office.

According to Hereford law enforcement officers the chilling rain and wind kept many children and teenagers off the streets during the evening.

Merchants opening their stores for business expressed surprise that their windows had not been soaped. In fact, none of the downtown display windows were marked at all.

Marshall Padgett, Hereford chief of police, remarked Friday that Halloween was one of the quietest he had ever seen.

"Of course," he added, "there were some cases of vandalism and a few barrels out of place."

13,000 Pounds Of Milo Reported Stolen Thursday

The theft of approximately 13,000 pounds of grain sorghum was investigated Thursday by Deaf Smith County Sheriff's Office. Reporting the missing grain was Steve Clements, 308 Sunset.

Clements discovered that theft about 9:30 a.m. Thursday as he went to his farm, located near Hereford. He told the investigating officers that he had parked the vehicle on the north side of Four-Mile Road near his barn.

According to the sheriff's office, another vehicle has apparently been back up to Clements' truck and the grain scooped out.

Also reported missing from the truck was a grain scoop.

Kiwanis Begin Pancake Supper Ticket Sales

Kiwanis Club members began ticket sales for the annual pancake supper sponsored by the club. The supper is to be held at Hereford High School Cafeteria, Thursday, Nov. 7, from 5:30 to 8:30 p.m.

Tickets for the event may be purchased from any member of the club or at the door. Tickets are 75 cents each.

Hereford Smacks Perryton In 1-AAA Conference Setto

Two quick touchdowns, one in the opening minutes and the other in the final seconds of the game, boosted Hereford's 1-A AA rating to 1-1 Friday night when the Whitefaces defeated Perryton Rangers 14-0 at Perryton.

The real test for the Whitefaces comes next Friday when Hereford meets the Panhandle's top outfit, the Dumas Demons who smashed Littlefield Friday night by a 49-13 score.

There were plenty of mistakes by both teams, but Perryton held the edge in the fumbleless department, practically setting

up the Hereford first touchdown.

A Hereford offense that clicked pretty well throughout the game, however, was the big factor in Friday night's victory. The tally sheet showed the Rangers fumbled eight times during the game, played in 40-degree weather.

Both teams scored touchdowns that didn't count due to rule infractions. Hereford's called back III came early when Jim Hanes's 14-yard pass to Danny Thomas was blanked off. Then in the third period, Perryton end, Chester, Daugherty took a Hereford fumble and (Continued on Page 8)

First National Bank Names Wheeler Sears To Fill Post

Wheeler Sears was named today to fill the vacancy created by resignation of Mark Woodall at the First National Bank in Hereford. Sears has resigned his position in the credit department of the First National Bank in Dallas and will assume his duties here Monday.

Woodall resigned Oct. 24, and became actively associated with Bill Decker, another former Hereford resident, who is board chairman of the institution.

Mr. and Mrs. Woodall will continue to make their home in Hereford on a temporary basis until they can dispose of local

real estate and conclude other interests.

Wheeler Sears is the son of Henry Sears, president of the local bank, and is widely known in this area, having come here when he was only six-months of age. He attended Hereford schools graduating in 1957, and was active in school and community activities, including a regular spot on the Whiteface football team.

He attended Texas A & M two years, then transferred to Texas University for his last two years with other activities. Sears became associated with the First National in Dallas 18 months ago. Following his training period with the organization he has consistently been listed in the firm magazine as top producer in the First National's new business campaign. He was cited as "Producer of the Month" both in July and August.

Moving to Hereford with Sears will be his wife, Sherri, and 18-month-old son, James Wheeler.

"Naturally we hate to leave Hereford," said Woodall. "The community has been good to us, and we have made many friends. Needless to say, we expect to visit here as often as possible."

Woodall came to Hereford seven years ago and joined the First National staff installment loans department. Since that time he has been promoted to director and vice-president in

the bank, his job at the time of resignation was primarily public relations.

Decker, who also heads up banks at Hedley and White Deer, moved from Hereford to Amarillo about a year ago. He bought First State Bank stock previously held by Jack C. Vaughn, Dallas, gaining control of the institution.

Also involved in the reorganization of the First State was the resignation of Townsend Douglas, another former Hereford man as president. Douglas was formerly president of the Hereford State Bank before going to the post in Amarillo.



Wheeler Sears Fills Bank Vacancy



Mark Woodall Moves to Amarillo

Around Town

Singers from Deaf Smith County and surrounding towns will meet Sunday at 2 o'clock at Grace Gospel Church on Ave. K for a sing session. Public is invited.

The Bill Thompsons had surprise visitors from Centerville, Mich. this past week. Mr. and Mrs. Louis Vincent, Vincent, now retired, was superintendent of Schools when Thompson got his first teaching job in Centerville. The Vincents were enroute to El Paso to visit a son in the army.

Stanton junior high school will have its annual open house and parents night Monday from 7 to 9 p.m. Parents will follow abbreviated schedules of their children's classes. W. C. Quattlebaum, principal, has announced. Parents also will see exhibits of pupils' work and afterward refreshments will be served.

(Continued on page 3)



IN SPITE OF COLD, CHILLING north winds, approximately 300 pre-school and elementary school children turned out for the second annual Halloween Parade sponsored by the Trade Promotions Committee of Deaf Smith County Chamber of Commerce. Clete Corlis, parade chairman, termed the event "very successful." Awards were presented to participants winning top prizes in the three categories for costumes. (Staff Photo)



THREE MISSOURI MILITARY Academy varsity football players from Texas and Louisiana (center with Major Joe Bailey, M.M.A.'s head coach, as the Colonels prepare for their Homecoming game with Kemper Military School November 9. The cadets, 2-4-1 to date, conclude their current campaign in the traditional battle with the Yellowjackets for the gold football. From left, seated, Colonels players are Randy Carvey, wt. 144, and, 203 North Texas, Hereford, Ken Bozeman, wt. 180, back, New Iberia, La. and standing, Rodrick Craig, wt. 210, tackle, Houston.

Holly President Takes Optimistic View of Industry

The present world sugar shortage and consequent world price strength will probably continue well into next year, it was reported today by Dennis O'Rourke, President of Holly Sugar Corporation in a quarterly letter to stockholders.

Pointing out that world sugar production continues to lag behind growing world demand, the head of the nation's second largest beet sugar company said that one effect had been a recent increase in raw sugar prices from a level of about \$6.50 a hundred pounds in September to more than \$10 as of October 25.

However, he added, forward price commitments made before the new price increases, and extending into early 1964, would mean that most sugar marketed in "normal beet-marketing areas will move at prices somewhat below recent prices for raw cane sugar and materially below current quotations for refined cane sugar.

Influence of a general world sugar shortage began to be evidenced by higher prices late in 1962 and a peak price was reached in this country last May, it was stated. Prices hereafter declined, due in large part to government action designed to assure ample sugar supplies for U. S. consumers; and by September, 1963, price levels were only a little above



EASTERN NEW MEXICO University concert choir will present an assembly program in the high school auditorium here Monday, Nov. 11 as part of a 10-concert tour by the 50-member chorus. The choir, shown above, is directed by George E. Umberson. (ENMU Photo)

FOR THE GROWNUPS
MEMPHIS (AP) Some politicians will stop at nothing

when they are running for office. For instance, guess what was stuffed into trick-or-treat sacks of innocent little goblins and witches at one Memphis house last Halloween. Right. Campaign literature.

About 40 percent of the value of U.S. overseas trade and almost one million passengers move through the port of New York annually.

Pancakes . . . 75c
"The Best Ever Served"
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HIGH SCHOOL CAFETERIA

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A Complete Line of Complete Feeds

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Top Quality — Price Protected
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Seven Hereford Pupils Enrolled In OSU Classes

STILLWATER—Seven Hereford students at Oklahoma State University are among 14,280 enrolled at OSU this fall.

The total includes 12,547 resident students and 1,733 in Oklahoma State Tech, Okmulgee, said Registrar Raymond Girod. By classes there are 3,397 freshmen, 2,729 sophomores, 2,312 juniors, 2,426 seniors, 1,556 graduate students and 127 special and unclassified students.

Hereford students include: James Madison Brogdon, Larry Wayne Edwards, Judy Ellen Fowlkes, Gary L. Guseman, Anne Charita Holt, Virginia Sue Holt and Edwin Wayne Thomas.

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Here NOW America's most wanted bike! One look! One ride! And kids know why TEXAS RANGER is the favorite. A triumph in construction and safety. Buy today and save!
Use Our LAYAWAY or Pay Only Pennies a Day!

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Make their eyes light up with this



Hi-prancer Spring Horse
Molded Palomino Plastic Body!
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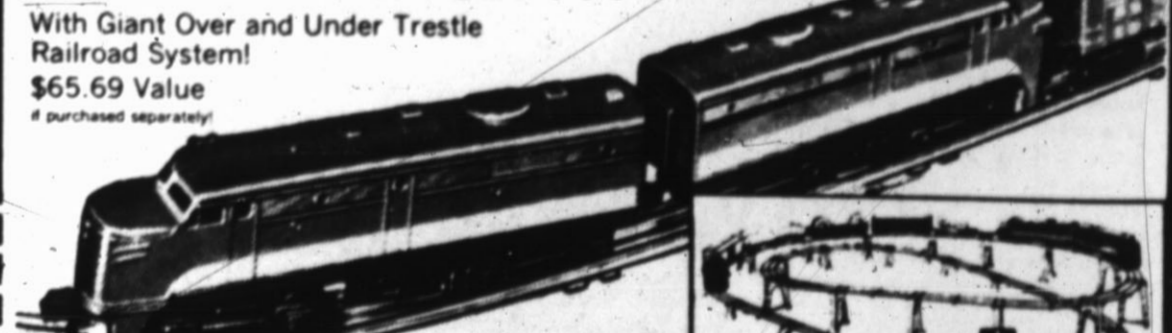
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Lionel "Texas Special" FREIGHT TRAIN SET . . .



With Giant Over and Under Trestle Railroad System!
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DISTRIBUTIVE EDUCATION students, Joe Parker, (left) and Johnny Brownlow, were among D. E. Club students who assisted with the annual Halloween Parade held Thursday. The annual event was sponsored by the Trade Promotions Committee of Deaf Smith County Chamber of Commerce. An estimated 250-300 elementary school and pre-school children participated in spite of cold, wintry weather. (Staff Photo)

Herd Basketball Schedule Told

The Hereford Whiteface basketball squad will open their 1963-64 season here on Tuesday, Nov. 26, as they play Caprock High School of Amarillo in their season opener, according to Cuby Kitchens, head basketball coach.

During their pre-conference outings, the Whitefaces have three tournament scheduled. The first is at Canyon on December 6-7. The second tournament for the Whitefaces is at Clovis, N. M., and the third at Roswell, N. M.

As a district 1-AAA opener, the Herd will journey to Perryton as the district race opens on January 10. The final game of the season is to be played here against Phillips on February 14.

Game time for all district tilts will be 6:15 p.m. for "B" squad and 8 p.m. for the varsity.

The Whitefaces schedule is:

- Nov. 26, Caprock-Amarillo, Hereford;
- Nov. 29, Canyon, Canyon;
- Dec. 3, Palo Duro-Amarillo, Palo Duro;
- Dec. 5, Dimmitt, Hereford;
- Dec. 6-7, Canyon, Tournament, Canyon;
- Dec. 13, Roswell, Roswell, N. M.

- Dec. 14, Roswell, Roswell, N. M.
- Dec. 17, Dimmitt, Dimmitt;
- Dec. 19-21, Clovis Tournament, Clovis, N. M.;
- Dec. 26-28, Roswell Tournament, Roswell, N. M.;
- Jan. 3, Canyon, Hereford;
- Jan. 7, White Deer, White Deer;
- Jan. 10, Perryton, Perryton;
- Jan. 17, Littlefield, Hereford;
- Jan. 18, White Deer, Hereford;
- Jan. 21, Levelland, Hereford;
- Jan. 24, Dumas, Dumas;
- Jan. 28, Phillips, Phillips;
- Jan. 31, Perryton, Hereford;
- Feb. 4, Littlefield, Littlefield;
- Feb. 7, Dumas, Hereford;
- Feb. 11, Levelland, Levelland;
- Feb. 14, Phillips, Hereford;

Around...

(Continued from Page 1) ed in the homemaking department.

From the Sept. 16 Fiesta, arranged by the Society of St. Joseph's of Hereford, \$2,500 was realized. It was announced Saturday. The money will be used toward building a new grade school at St. Joseph's mission at the labor camp.

While Hereford was shivering in its first near-freezing reading this past week, Houston Post said the Weather Bureau in Houston predicted warm skies "after a brisk early-morning low of 55 degrees."



by Melvin Young
Thursday night's dripping skies put the damper on many a young Goblin's hopes of filling the "trick-or-treat" sacks. The more hearty souls however, braved the inclement weather to ring door bells, spook the residents, and go home soaking wet but loaded with goodies.

Fortunately, the Goblin parade scheduled Thursday afternoon was not hampered, and at least the youngsters had the pleasure of parading down Main Street in their Halloween costumes.

And a frightening sight it was.

Parade chairman Clete Corliss reports high interest in the at 25 Mile Avenue and Ninth youngsters filling entry blanks at the chamber of commerce office and possibly a few who just got in line without filling out a blank.

It was interesting to note that the six, seven and eight-year olds coped the major portion of the prizes.

The contest was open to children through the sixth grade level. All-in-all, it was a very successful event.

And the rain didn't seem to bother the teen-agers gathering money for CROP. The kids surpassed their goal, turning in more than \$1500 with the final total to be tabulated.

Don Zimmerman dropped by Friday to give us a little dope on the hunting season for ducks and geese. Don says that people keep his telephone hot wanting to know about the season, bag limit, shooting hours, etc., and although he is very happy to help, he felt that a little publicity might help the cause. So here it is:

Dec. 1 to January 4, both dates inclusive is the season for ducks. Shooting hours begin at sunrise and end at sunset, except on opening day when shooting will begin at 12 noon. Daily bag limit is not to exceed two (2) mallards.

The season for geese opens (or opened) November 1 and closes January 14, both dates inclusive. Shooting hours: Sunrise to sunset.

The daily bag and possession limits on geese is five (5); provided such limits shall not contain more than (a) one (1) Ross' Goose, (b) two (2) Canada Geese or its subspecies, or (c)

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one (1) Canada Goose or subspecies and one (1) white-fronted goose.

The above bag limit applies to everyone except "Blim" Wester and Bill Davis, who probably wouldn't get a goose anyhow.

Bill Lankford will be moving his flower shop soon to a new building now under construction. The building will be located at 25 Mile Avenue and Ninth Street.

Mother Nature has taken her good ol' easy time in bringing the north winds down on us, but she finally decided to cool things off this week. The official temperature reading Thursday night was 32 degrees.

The blast may not have been the coldest in the world but it sent numerous auto owners scampering to the service stations for their annual winterizing. We know, 'cause we had to wait in line to get ours serviced.

Millions of words are being written these days concerning "The Tense Generation"—sometimes referred to as angry, violent youngsters, mad at the world.

Perhaps the revamping of some of our child labor laws, allowing youngsters to work would slow the leap-frogging delinquency rate.

An aching back could help

curb that "restless feeling."

We recently took another spin around Hereford, and as usual we were amazed at the many changes since our last venture. N. D. Bartlett's Latin-American addition is rapidly approaching the final stages of construction, and the large two-story apartment unit in that general area will probably be completed before the first of the year. Other construction has slowed somewhat, although there are a number of homes still to be completed. Naturally, with the beginning of winter, the frantic pace of construction that has been prevalent all summer will lessen.

Meanwhile rent property is still mighty hard to come by. However, as a few of the vegetable folks move out, the situation should ease slightly.

And while driving out in the western section of Hereford, we came across a herd of goats. Don't know who they belong to but it reminded us of our recent trip to Monterrey, Mexico. The goats thought they had the right-of-way, which is apparently true in the country south of the Rio Grande.

In view of the recent coupe in Viet Nam, we would suggest that Madame Nhu read Dale Carnegie's "How to Win Friends and Influence People."

Legal Notice

NOTICE TO BIDDERS

The City of Hereford will accept sealed bids on two one-half ton pickups not later than 2:00 P.M., Nov. 18, 1963, in the office of the City Manager, City Hall, Hereford, Texas. Contact City Manager Dudley Bayne for details and specifications.

Ray Cowser, Mayor S-17-2c

Look Who's New!

Mr. and Mrs. Donnie Ray Renner are the parents of a daughter, Amelia Dawn, born Oct. 29 at 6:26 p.m. She weighed 7 pounds and 8 ounces.

Mr. and Mrs. Robert Solomon Jackson are the parents of a son, Robert Brent, born Oct. 30 at 3:54 a.m. He weighed 7 pounds and 2 ounces.

Mr. and Mrs. Benito Martinez are the parents of a daughter, Norma Elida, born Oct. 30 at 4:53 p.m. She weighed 6 pounds 13 ounces.

Mr. and Mrs. Gerald Lee Hamby are the parents of a son, Kevin Lynn, born Oct. 30 at 8:03 p.m. He weighed 8 pounds and 13 ounces.

Mr. and Mrs. Pedro Luebeno are the parents of a son, Bobby, born Oct. 31 at 2:30 a.m. He weighed 7 pounds and 6 ounces.

Mr. and Mrs. Jesse Frank Ford Jr. are the parents of a daughter, Susan Lee, born Oct. 31 at 6:50 p.m. She weighed 9 pounds and 4 ounces.

If you bake your pastry shell in a very hot (450 degrees) oven it's likely to shrink less than if baked at moderate heat.

PANCAKE SUPPER
All You Can Eat 75c
HIGH SCHOOL CAFETERIA
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1.65	1.32	3.81	1.14
1.50	1.20	3.45	1.05
1.35	1.08	3.09	.96



ONE GROUP EARLY FALL

DRESSES

1/3 OFF

MOSTLY DARK COTTONS

ONE GROUP

5 SUITS 3 SHORT COATS

11.00 EACH

ONE GROUP SEPARATES

SKIRTS-SLIM JIMS T-SHIRTS

1/2 PRICE

AND NUMEROUS OTHER ITEMS

ONE GROUP FAMOUS BRAND

COTTON KNIT SEPARATES

1/3 OFF

SLIM JIMS JACKETS SKIRTS GREEN-RED-BLACK

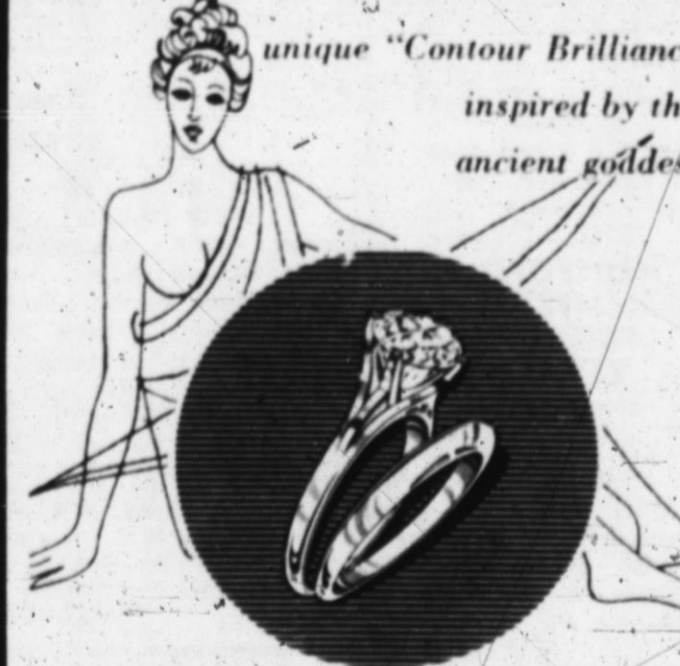
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THE DIANA

by Feature

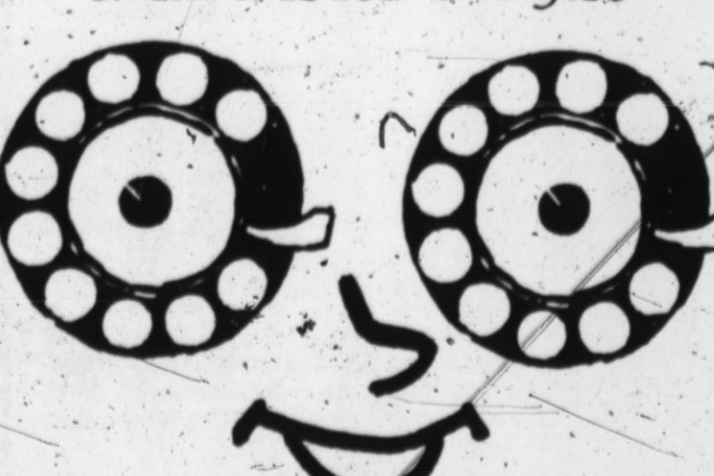
The DIANA Diamond Bridal Set, by FEATURE, introduces opulent new "CONTOUR BRILLIANCE." Resplendent diamonds lustrously adorn its contours. Only FEATURE has it! More than a set of dazzling rings, the DIANA is a perpetually bright symbol of your love... today, tomorrow... and forever.

No Interest or Carrying Charges
BUY NOW — PAY LATER
"Hereford's House of Diamonds"

COWAN JEWELRY

217 N. Main EM 4-3821

Dial someone out of town after dinner tonight.



After a good meal... Relax and enjoy the pleasure and companionship of a friendly chat... With someone you think of often.

A wonderful part of good living...

DIRECT DISTANCE DIALING

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

Hereford Radiator
DEPENDABLE SERVICE
120 Schley EM 4-3355

BOYD MACHINE SHOP
1306 PARK AVE EM 4-1055
• Wholesale, Auto Parts • Exchange Engines
• Crankshaft Grinding • Crankshaft Journal Welding
Complete Machine work on Automobile and Industrial Engines

OPEN FOR INSPECTION
A Home You Can Afford to Own...
at 413 Ave. C
1:00 P.M. Today
SUNDAY, NOV. 3

Three bedrooms for \$9630 \$200 down, plus closing cost. Payments \$56.17 a month, plus insurance and taxes.

If you've been looking for a home that is within range of your income, this is it.

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

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

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

F.H. KING
is announcing the dealership for
HANCOCK
EARTH MOVING EQUIPMENT
• SCRAPERS • LAND PLANES

For Sale or Lease
See this equipment at
King Sales
1 1/2 Miles north on 385 EM 4-3886

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

Poor Boy's Garage
1/2 Mile West of Northwest School
• Tune Ups • Electrical Systems
• Major & Minor Repairs

LOW OVERHEAD LOW PRICES
Customer Satisfaction Guaranteed
• Lawn Mowers • Small Engines
• Automobiles • Tractors

"YOUR PROBLEMS ARE OUR BUSINESS"
Free Pick up and Delivery
24 hrs. per day — 7 days per week

BILL McIVER EM 4-3509 JOHNNY McIVER EM 4-2130

OPEN HOUSE
GOLDEN SPREAD HOMES
TULIA, TEXAS
SEE OUR HOMES AT
245-248-249 BEACH STREET
and others
TUESDAY & THURSDAY - 4 to 6 P.M.
SATURDAY - 2 to 6 P.M.

"The Best Buy on Homes in Hereford"
TOTAL MOVE IN COST \$665.00

DON BROWN in TULIA
WY 5-2580 Collect WY 5-3307
or Call Local Agent
MICHAEL WILSON
ROY SMITH REAL ESTATE
921 E. First Hereford EM 4-1800

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

HOMES
If you need more than 2,000 sq. ft. of living space you can assume an FHA loan with payments of \$150 a month. Minimum down payment. Immediate possession. Call for details.
Beautiful home on Texas... complete in every detail. Shown by appointment only.
More space, less money. 1900 sq. ft., 4 bedrooms, bath and a half, dining room, garbage disposal, dishwasher, carpets and drapes. \$11,500
In NW Hereford. Three bedrooms, 1 1/2 baths, brick, double garage, fence and landscaping, fireplace, carpets, drapes, central heat and air. You can move right in.
New brick with payment only \$86.00 a month. Three bedrooms, garage. \$400.00 down, FHA.
Call for appointment to see the new Award Homes in NW Hereford. Priced to fit your pocketbook.

COMMERCIAL
If you are interested in the booming economy of the local area call for details on income property, capital gain investments and local businesses for sale.
Commercial frontage available on Highway 60 and 25 Mile Ave.

FARMS
640 acres, three 8 inch wells and one 6 inch well, 1800 yards of tile. 170 acres wheat, 180 milo, 10 cotton. Excellent houses and barn. On pavement. 29% down, terms to suit on balance at 5 1/2% interest. Let's go look at it.
320 acres, two wells, 90 acres wheat, 165 milo. No improvements. If you want a good half don't wait.
One section near Cheyenne Wells, Colo. 400 acre wheat allotment. \$75 an acre. \$12,000 down. Wheat crop goes. Hurry.
Half section, North Plains. \$250.00 an acre, \$39,000 down, easy terms on balance. Three bedroom home, barn, one 8 inch well, 40 acres permanent grass for cattle.

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

FOR SALE Miscellaneous
Chrysler - Plymouth AUTOMOBILES
-CHRYSLER IRRIGATION ENGINES
New & Used McCULLOUGH MOTOR CO. Sales & Service
345 East Highway 60 Phone EM 4-3150 B-1-43-TFC

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

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

USED BARGAINS
1 late model GE Combination washer and dryer, A-1 shape. Refrigerator electric range, \$40

BUY-RITE FURNITURE
North end of Main Street B-1-2-TFC

ALFALFA HAY See Charlie Holt 4 1/2 Miles West on Clovis Highway AV9-4599 or EM4-3708 B-1-14-8-110p

AERMOTOR MILLS AND TOWERS
TURNER WELL SERVICE
Avenue H & Grand Ph. EM 4-0811 or EM 4-2194 B-1-21-TFC

FOR SALE Newman electric 5 horse jet pump. Phone EM 4-0876. 111 North Blevins Street. B-1-14-30-TFC

HAVE YOU TRIED??
The prompt, courteous and guaranteed service at **POOR BOY'S GARAGE** Bring us all your automotive troubles. Lawn mowers to tractors.
Bill Mciver — EM 4-3509
Johnny Mciver — EM 4-2130
EM 4-2799 B-1-11-TFC

GOOD CANE butts for sale. Dennis Williams. Phone EM4-0100. B-1-10-43-tfc

GOOD USED gas range, \$40. - EM4-0341. B-1-10-44-3c

FOR SALE: Riding power mower. EM 4-9607. B-1-10-3-tfc

FOR SALE Two shorthorn bulls. One pointed. One horned. George Olson. B-1-11-43-5p

Complete Turn Key Installations of Pumps and Gear Drives
BIG "T" HEREFORD DIMMITT & FRONA TEXAS
Phones EM 4-0353-235-J 5-1-47-tfc

WE HAVE LIGHT FIXTURES
For every room in the house. Light bulbs—HARD TO FIND ones. Cards for your electrical appliances and many more supplies in the electrical line.
WITHERSPOON ELECTRIC COMPANY
129 W. Third EM 4-0224 B-1-18-1c

FOR SALE 1961 Westinghouse Laundromat Washer - Dryer. Transmission still under warranty. Good shape. \$150.00. Call AV 9-5141. B-1-15-18-9c

WEANER PIGS for sale. Three pups to give away. Call EM 4-3261 or EM 4-2352 B-1-13-18-tfc

FOR SALE, baby bed, rocking horse, car bed, two mahogany end tables. Call EM 4-0629 after 5:30 or come-by-311 Ave. I. B-1-44-2p

FOR SALE two bedroom suits, dressers, chests, bookcase head board beds, mattresses and box springs. Good condition. See at 206 N. 25 Mile Avenue, after 5:30 p. m. or call Pat Henley, EM 4-2030. B-1-28-18-1x

SIX YEAR old cow horse for sale. Call EM 4-1461. B-1-10-18-1c

MILLIONS of rugs have been cleaned with Blue Lustr. It's America's finest. Shampooer for rent. Hereford Hardware. B-1-17-18-1c

2. FOR SALE Farm Equipment
FOR SALE: Model 77 2-row John Deere cotton stripper, complete with blower and in good shape. Only used two seasons. Can be seen at Fleming & Sons Gin at Hwy. 60, Texas. Price \$800.00. Also four good shop made truck chassis 5 bale cotton trailers. \$250.00 each. W. H. Ayrrey Jr. Route 3, Box 36, Myrtle, Kansas. Phone FL 4-1317. B-2-18-2c

FOR SALE or trade. IHC Cotton stripper, tractor and 10 cotton trailers. Phone EM 4-2225. B-2-14-18-6c

FOR SALE 1962 International Cotton Stripper. Stripped 100 acres. Registered Chester White Boar, Ivan Block. Phone EM4-0296 Nites. B-2-17-35-tfc

FOUR 3 bale cotton trailers, one moline cotton stripper. Sam Smith, Rt. 5, Hereford AV9-4117. B-2-15-41-tfc

FOR SALE Dalmian self propelled Potato Harvester, like new. Otto Steinberg, Plainview, Texas. B-2-13-17-9c

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

FOR SALE
1—1200 gallon anhydrous ammonia tank.
6—1000 gallon nurse tanks.
4 Applicators.
Phone 285-2022, Olton, Texas B-2-43-4P

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

Buy With Confidence
DEMAND JUSTICE
HOUSES

Two bedrooms, 1500 sq. ft. Very nice. Carpeted, central heating, garage. Northwest Hereford.

Large three bedroom brick, all modern built-ins. One block from school \$17,500. Call for appointment.

Three bedrooms, 1 bath, on Long Street Brand new. \$200.00 down, \$70 closing cost. \$64 per month, \$9,000.00 total price.

Three bedroom fully carpeted, 1 1/2 baths, built-ins, brick, jacuzzi yard. NW Hereford. \$19,000.

FARMS
400 acres close in. 3 wells on natural gas. Good allotments. \$450.00 per acre.
Section with 4 wells, good allotments. Perfect land. \$400 per acre.
Large tract developed land. Eight irrigation wells, large allotments. 29% down. \$300 an acre

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

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

FARMS
One-half section, NW. 2 very strong wells, home, excellent allotments. \$450 per acre, 29% down.
Quarter section, 20 acres cotton, some grass, 2 wells. \$450 per acre, \$25,000 down.
Section, four wells, very nice home, extra good allotments. \$350 per acre, 29% down.
Half section, Pomer County, 140 acres cotton, beautiful home and land. 105% allotted. \$210,000, 29 percent.
Half section, 4 wells, 60 acres cotton, other allotments excellent. \$325, low, low down payment.
Section, \$175 per acre, Dalhart. Lays good, 6 inch water area. 95% allotted.

SMALL ACREAGES
15 acres, 4 inch well. \$4700 note—\$40,000 full price. Will trade for cattle or nice truck as equity.

INCOME PROPERTY
New duplex. \$10,950. Income \$150 per month. Buy now. Have extra income plus more in old age. Fourplex. \$17,000. Income \$250 per month.

HOMES
Three bedrooms, 2 baths, carpet, built-in range and oven. On Beach Street, 231. \$14,200, \$450 down.
Two bedrooms, 501 nylon carpet, carpet, \$7500, \$750 down. \$60 month.
Rambling Ranch. Style home, loaded. \$26,500.
Three bedrooms, 1 1/2 baths, brick, carpet, built-ins. \$12,250

We are starting 6 new Bricktime Homes with all of the famous features that only Bricktime has. Sign up for yours today!

Three bedroom, 2 baths, carpet, disposal, range & oven, double garage. \$14,750, \$450 down, \$350 loan closing costs. Move in price \$800.

We need your listings on homes and farms NOW.

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

1958 Chevy Impala. Really good shape. Automatic, rolled and pleted. Real sharp. Call EM-4-0454. B-3-14-17-tfx

'59 IMPALA FOUR door Hard-top. Nice Phone EM4-8047. B-3-10-16-tfc

1958 EDSEL. Cash, terms or trade. Lucky U Motel. B-3-8-18-1c

CITY BLOCK OF USED TRUCKS
Trailers, new International Scouts, Pickups, Trucks. Used Truck and Trailer Parts, Winches, Axles, Wheels, Etc. Johnston Truck & Supply 725-2181 — Box 638 Cross Plains B-3-17-5C

1956 FORD LIKE new. Four door V-8, overdrive, good tires. Uses no oil. gets 21 miles per gallon One Owner. Gene Campbell. EM4-0973 or EM4-0789. B-3-25-16-tfc

4. REAL ESTATE For Sale Or Trade
We are still making these fine Travelers Insurance Co. loans on farms and ranches. We give highest appraisal and quick service for refinancing for improvements or will help you purchase land.
T. J. CARTER REALTY CO.
341 Main St.
EM 4-0188 — EM 4-0469 B-4-17-3c

FOR SALE By owner. Perfect 80 acres, irrigated. New Chevy Motor. Six and half miles from Hereford. Call EM4-1955. B-4-17-16-tfc

FOR SALE by owner; 330 A, 3 wells, 1 mile of tile; 40 x 100 Wonder Building. \$25.00 per acre. Call BR 6-118. B-4-19-18-tfc

Irrigated Farm Land and Ranches. Real Estate loans made promptly. Liberal Valuations. For safety deal with a Realtor **J. C. RICKETTS, REALTOR** Ph. EM4-3771 133 W. 3rd St. S-4-25-TFC

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

SHOP FOR A LOAN
like you shop for a farm. Find out about the loan that financed a million farms and ranches—a long-term, low-payment Federal Land Bank Loan. See
Woodrow B. Wilson, Mgr.
407 Main EM 4-1464
FEDERAL LAND BANK ASSOCIATION OF HEREFORD
S-4-18-4c

1280 acres land at \$145 per acre. 1/2 section government payment at \$3,000.00 per year. 300 A wheat allotment, good milo base. Can be irrigated. No wells. Call EM 4-0038 or write,
DEAF SMITH COUNTY REAL ESTATE
519 Blevins Hereford B-4-18-4c

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

BY OWNER
3 bedroom, den, brick house. 1-1/2 bath, sun porch. Garbage disposal, dishwasher, carpets, drapes. Extra large closets. Mark Woodall.
504 Ave. 1 Ph. EM 4-3372 B-4-18-TFC

FARMS
Deaf Smith County. Good section on paving, 4 good irrigation wells, nice home. \$400.00 per acre, terms available.
Deaf Smith County. 1120 A., 1190. cultivation, 6 good wells, some tile, lake pump, extra good wheat & milo allor., \$350.00 per acre. Castro County.
322 A. 232 cultivation, 2—8 inch wells & 1—6 inch well, nat. gas, 1/2 mile of tile, 20 cotton, 13 1/2 wheat, 177 milo, 2 bedroom house & barn, \$265.00 per acre, some terms.
Deaf Smith County. 320 A. 1—8 inch & 1—6 inch well, 2 bedroom house & barn, approx. 50 wheat, 213 milo, 7.4 cotton, \$400.00 per acre, 29% down, 15 years 6% interest.
Farmer County. 160 A. 2—6 inch wells, \$400.00 per acre.
Hale County. 160 A. 8 inch well, nat. gas, 3 bedroom house, approx. 22 cotton, 10 1/2 wheat, 113 milo, \$367.50 per acre, \$20,000 down.
We have listings on the North Plains and also listings on farms, ranches, and businesses in the surrounding areas.

HOMES
Large 3 bedroom brick, double garage, den, utility, all built-ins, 2 full baths, over 2400 sq. feet floor space, all this for only \$29,500.00 and its home.
new, might trade for your old 2 bedroom frame home, single garage, down town location, price \$9,000.00 good terms available, this home is not an old home.
J. H. HAMBY, REAL ESTATE
1/2 Mile South of Underpass on Hwy 385
Off. Ph. EM 4-3566 RES.

J. M. HAMBY EM 4-2553
GERALD HAMBY EM 4-1534
DURWARD HAMBY EM 4-3466
HAROLD HAMBY EM 4-3454
B-4-44-TFC

BY OWNER
Two Bedroom Brick Carpeted, garage
FHA LOAN
Phone EM 4-2827 B-4-17-TFC

FOR SALE or TRADE
2 bedroom brick home, with garage and apartment. Priced to sell.
O. L. CLICK
505 Roosevelt
Phone EM 4-0795 B-4-10-TFC

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

FOR SALE Nice two bedroom brick house. Close to school. \$11,000.00 GI or FHA Call EM 4-3208 R. L. Bone. 319 Avenue K. B-4-22-12-tfc

3 BEDROOM
1 1/2 baths. FHA Financing Low Down Payment.
Morgan Const. Co.
Phone EM 4-0239 B-4-38-Tfc

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

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

POTENTIAL IRRIGATION LAND
Southeastern Colorado 1680 Acres—This is GOOD SOIL and 90% is level enough to irrigate—Seller will give free option so Purchaser can test hole drill for determination of irrigation water possibilities.—REA power to home site—submergible pump in stock well.—On paved highway, 8 miles from Lamar, Colorado.—Immediate possession on farm land and possession January 1st, on grass. THIS COULD BE A SLEEPER—don't pass it by—There are 5 shallow irrigation wells within 2 to 5 miles of this land, and not to be overlooked—Wells are 78 ft. deep and are 500 to 900 GPM. PRICED \$75.00 per A. with drilling option, with GOOD TERMS. We have other good listings in small ranches, irrigated farms, soil bank land, and potential irrigation land.—Let us know your needs.
Exclusively Listed By
WARMAN REALTY
945 Main St. Ph. 523-6378
Clinton Warman, Broker
Springfield, Colo.
Don't Pass us BUY B-4-18-1c

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

5. FOR RENT
TWO BEDROOM furnished house. Adults only. 122 Catalpa. Call EM4-1226. Night, EM-4-2733 days. B-5-13-17-tfc

Turn your surplus acres into a cash crop, grow seed. Visit with Art Stoy at Bill - Mar Associates, Inc. 146 East Second Street Hereford. Phone EM 4-0560. B-5-10-25-4-tfc

TWO BEDROOM unfurnished house. White couple only. 303 Avenue H. B-5-10-17-tfc

THREE OR four bedroom house for rent. \$100.00 per month. Mark IV Realtors. EM4-2220. B-5-14-16-TFC

SMALL HOUSE for rent on South Main. Call EM 4-1629. B-5-10-18-2c

UNFURNISHED two bedroom house, attached garage. 1012 Grand. \$70. B-5-10-18-1c

TWO BEDROOM unfurnished house. Whites only. No pets. EM 4-1758. B-5-10-18-tfc

APARTMENT FOR rent at Villa Park Apartments. Has dishwasher, disposal, stove, refrigerator, freezer. Otherwise unfurnished. No pets. Gas and water paid. \$150 per month. Phone EM4-0555. B-5-26-16-TFC

6. WANTED
WANTED, PAINTING and repairing. Reasonable. Phone EM 4-3471. B-6-10-11-tfc

All grades and kinds baled hay. Either in the field, or on a delivery basis.
HEREFORD FEED YARDS
EM 4-0172 B-6-52-tfc

WORK WANTED: Painting, texturing, taping, sheetrocking. All carpenter repairs. A-1 work. Ted Oldfield, Em 4-0538. B-6-14-27-tfc

WANT TO BUY: 1/2 mile 8" main line aluminum irrigation pipe, new or used. Write Box 1328, Dalhart, Texas. B-6-18-3c

WANTED: Your repair work on all small electric appliances. Vern Witherspoon 201 Jackson. Hereford, ? is. B-6-31-TFC

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

8. HELP WANTED Want To Buy
LADIES NEEDED for survey work. \$1.25 per hour, starting salary plus car expense. Car necessary. Contact Mr. Yocum EM4-1594. B-8-19-44-3c

MOTHERS
School - home coordinating work. Ten to thirty hours a week. School, church or 4-H work helpful. Excellent earnings if accepted. Write fully to Girrice Montgomery, 1100 Thunderbird Drive, Plainview, Texas. B-8-44-2c

AVON COSMETICS NEEDS ONE SPANISH WOMAN OVER 25
with car. Customers waiting service. 4 hours daily brings good income. Call Mrs. Balch, collect, Fl 6-5198, Amarillo, or write Box 1083 today. B-8-44-4c

CAREER OPPORTUNITY
Do you have a good work record? Are you disgusted with periodic or seasonal unemployment, lack of income, no opportunity for advancement? Can use a mature married man, 25 to 45, able to manage a small business. Starting income averaging \$100 to \$125 per week, developing into \$10,000 a year plus fringe benefits and expense allowance for right man. Chance for management advancement. For interview appointment, phone Hereford EM 4-0800, Thursday only, 7:00 PM to 8:00 PM. Ask for Mr. Muir, or write Personal, 1559 Parr, Amarillo, giving personal details and work history. B-8-18-2c

ROUTE SALES
Local company, needs married man with car for local route. Permanent Benefits. \$400.00 average plus expense allowance. Apply 8:00 PM Thursday only, Plains Motel, Hereford, Mr. Thomas. B-8-18-2a

WANTED: Lady to keep nursery at Sunset Lanes. Evenings, four days per week. Apply in person. B-8-16-18-2c

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

9. Situations Wanted
FOR CUSTOM Farm Work Call Dan Jones EM4-3225. Weed Shredding in Maize. B-9-12-14-10c

10. NOTICE
NOTICE
The Wesleyan Service Guild of the First Methodist Church announces it is again selling the Corsicana Fruit Cakes for the coming Holiday Season. These are now on hand. Call or see any member of the Guild.
Days - Call EM 4-2060
Nights - EM 4-3769 B-5-10-15-TFC

WELL WORK
AEROMOTOR windmills, submersible pumps.
J. E. TURNER
Phone EM 4-2194 B-5-10-24-TFC

AMAPILLO SCHOOL OF DRIVING
Complete Course for Beginners. Will come to Hereford. Write Box 183, Amarillo, Tex. B-10-17-8P

11. Business Service
DILLARD EARTH MOVING SERVICE
Bulldozer Work
TROY NEWMAN
Phone EM 4-2072 B-11-42-TFC

BILL'S GARAGE and WELDING
North on 385
Phone EM 4-2352
BILL BLACKWELL
B-11-17-TFC

START EARLY
Have the fun of making your gifts for friends and family. We also have many items made, ready to give. We have some excellent ideas for Christmas Decorations, drop in and browse around.
127 West Third B-11-17-TFC

PORTABLE DISC ROLLING
Scolloped or plain. Jacobson Brothers. Phone EM 4-1543. B-11-10-23-tfc

Plumbing & Heating Service & Repair
Call
P&C Mechanical Contractors
Phone EM 4-1042 B-11-18-TFC

LUCKY U ANSWERING SERVICE
24 hour answering service with low monthly rates. For further information call EM 4-2181. B-11-11-tfc

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

SEWING MACHINES
Vacuum Cleaners, Parts and Repairs. Disposable bags.
JEFF ROBERSON
137 Ave. D. Ph. EM4-0262 B-11-28-TFC

LET US handle all your real estate problems including free rental service. Justice Realtors. B-11-14-4-TFC

OWENS & HOLLINGSWORTH
EM 4-3572
Comercial - Industrial Residential Wiring
809 EAST SECOND
Magneto - Starter Generator & Electric Motors Rewind Sales & Service B-11-13-TFC

13. LOST AND FOUND
STRAYED FROM Skleton Feed Lots near Summerfield, three Brahma Cross heifers, one red neck. Weight about 300 pounds. Call BR6-4570. B-13-22-12-tfc

THE SUNDAY BRAND
Established 1948
Published every Sunday at 384 Main St. Hereford, Texas

James M. Gilentine, Editor and Publisher
Melvin Young, Managing Editor
Bill Penn, Adv. Mgr.
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Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 3, 1879.
Second-class postage paid at Hereford, Deaf Smith County, Texas.

Regular Meeting
Thursday Night
Hereford A. F. & A. M. No. 849
Troy Stambaugh, Sec.
Bill Hutson "W. M.

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

Want

Ads

Get

Results

ELKS

Lions Club

Khwanis Club

OPTIMIST CLUB

STATED MEETING

HEREFORD BAKERY

FOR Gas Wash & Grease Wheel Balancing Minor Repairs

Home Made HOLIDAY CAKES

ANNI BRASHEAR

HEREFORD REAL ESTATE

IT'S ABOUT TIME TO REPAIR - THOSE FARM BUILDINGS OVER THERE

HUCKERT Lumber

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

MATTRESSES
New Renovated Remanufactured
FREE PICKUP & DELIVERY
Prices are the same in Hereford as Amarillo
Call or Write
ANDERSON
Mattress & Upholstering Co.
Box 802 - 205 N. Tyler Amarillo DR3 -8313

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Processed For Freezer - Also RETAIL SALES
HACKER & JESKO
1315B Park Ave. EM4-3224

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SERVICE ON
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Any Make or Model
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PTO or hydraulic drive. Cisco Rod - Weeders with hydraulic drive. Dumpster Planters, Cultivators and Rotary Mows. Lilliston Shredders & Blades. See the new M-F Diesel tractors. We have several GOOD used Combines.
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SEE **HI-PLAINS SAVINGS and LOAN ASSOCIATION** 128 E. 3rd FOR **HOME LOANS** TO BUY OR BUILD REMODEL REFINANCE



"WHAT'S THE HOLE FOR?" wonders a contestant in the annual Halloween Parade as she investigates a robot. Wearing the robot costume is Lance Martin, six-year-old son of Mr. and Mrs. Gerald Martin, 131 Ave. J. For his entry, Lance was awarded first place in the most original costume category. (Staff Photo)

Courthouse Records

Vehicle Registrations
 Cleo M. Wade, 1949 Plymouth; W. D. Owen, 1962 Chevrolet panel; Peggy Taylor, 1946 Chevrolet pickup; Joe Woods, 1954 Chrysler; Allred Oil Co., 1964 Buick; Sam Nunnally, 1962 Buick; James Burman, 1964 Ford pickup; Dwayne Gresham, 1964 Ford; Ramiro Gonzales, 1953 Ford; Walter Wideman, 1955 Buick; Marceleno Valada, 1960 Oldsmobile; Armulfo Tanguma, 1957 Ford pickup; Felix Barrientos, 1954 Chevrolet, 10-29.
 Wallie T. Nova, 1956 Ford; Jessie Perez, 1957 Ford; B. T. Spears, 1960 Chevrolet pickup; Aurora De la Cruz, 1956 Chevrolet; Perrin and Perrin, 1963 International truck; Owens and Hollingsworth, 1960 Chevrolet pickup; Antonio Barrera, 1961 Ford; John P. Gallagher, 1957 Lutkin trailer; Nolan H. Morris, 1963 Buick; D. L. Cotner, 1964 Buick; Hereford Public Schools, 1964 Ford; Maydell Young, 1957 Plymouth; Janet Montoya, 1955 Oldsmobile; Alfonso B. Zuniga, 1954 Chevrolet truck; Daniel Bazus, 1958 Plymouth; Pedro Miguel Salazar, 1957 Oldsmobile, 10-30.
 R. E. Battles, 1960 Cushman Motor scooter; Santiago Nunez, 1952 Chevrolet pickup; George Steve Meives, 1963 Chickasha house trailer; Hereford Implement Co., 1948 Hyde truck; Harold Manning, 1964 Rambler; A. T. Mims, MD, 1963 Buick; John Birkenfeld, 1963 Pontiac; Jesus Garcia, 1956 Buick; Joe Villanueva, 1956 Ford station wagon; Crisoforo DeLeon, 1961 Plymouth, 10-31.
 John H. Jones, 1953 International pickup; Victorino Gonzales, 1957 Plymouth; James A. McAndrews, 1964 Ford pickup; Guadalupe Contreras, 1950 Ford pickup, 11-1.
Deeds of Trust
 T. J. Parsons to Leonard Click: The Southeast 160 acres of land in a square out of Section 29, Block K-3.
 Paul D. Tullis to Travelers Insurance Company: All the West 1/2 of Section 9, Block E.
 Well Service Inc. to William B. Roberts: Tract 1 being the East 105 feet of the West 239 1/2 feet of Blocks 6 and 11, lying north of highway, of Durants Subdivision of Block 26, Mabry Addition; Tract 2 being part of Block 26, Mabry Addition.
 Bill W. Nelson, et ux, to T. J. Bettes Co.: All of Lot 4, Hare Addition, a subdivision of Block 14, Welsh Addition.
 George D. Funk to HI-Plains Savings and Loan Association: All of the West 158 feet of the South 1/2 of Block 7, Ricketts Addition.
 W. F. Perry to Federal Land Bank of Houston: All of Section 5, Block K-11.
 Mark Woodall, et ux, to Prudential Life Insurance Company of America: All of Lot 7, except the North 5 feet and the South 5 feet in Block 2, North Park Addition.
 J. T. Parker and Clyde Douglas to T. J. 'Bettes Company: All of Lots 8, 28, 28, and 30, Hare Addition, a subdivision of Block 14, Welsh Addition, and Lot 2, Block 3 of W. L. Braly's First Subdivision of Blocks 5 and 12, and the South 10.65 feet of Blocks 6 and 11, Mabry Addition.
 James Paetzold to Prudential Life Insurance Company of America: 223 acres of land in Section 69, Block M-7.
Warranty Deeds
 John Warren, et al, to J. M. Hamby: All of Lot 8, Block C, of Roland G. Sisk Subdivision of Block 1, Mabry Addition.
 J. T. Parker and Clyde Douglas to Bill W. Nelson, et ux: All of Lot 4, Hare Addition, a subdivision of Block 14, Welsh Addition.
 Phillip W. Shook, et ux, to Tom Templeton: The North 8 feet of Lot 21 and the South 42 feet of Lot 22 of France Subdivision of the East 1/2 of Block 23, Evans Addition.
 Leonard Click, et ux, to T. J. Parsons: All of the Southeast 160 acres of land in a square out of Section 29, Block K-3.
 A. A. Hare, et al, to Parker and Douglas: All of Lots 8, 28, 28, and 30, Hare Addition.
 Morris E. Wilson, et ux, to James Paetzold: The South 150 acres of the West 300 acres of the East 1/2 of Section 69, Block M-7.
 John J. Paetzold, et ux, to James Paetzold: First tract being 75.43 acres out of the West 1/2 of Section 69, Block M-7; Second tract being easement for purposes of egress and ingress to and from first tract over the South 30 feet of the West 502.5 varas of the West 1/2 of Section 29, Block M-7.
Marriage Licenses
 Hubert Grant White and Ertle May Kuykendall, Nov. 1.
 Juan Perez and Juanita Paderon, Nov. 1.
 Leon Arzie Davis and Sarah



TEXAS-SIZED pears are being grown by the Roy Mannings on two trees in their back yard at 325 Avenue B. The pear Mrs. Manning is holding in her left hand weighs 1 pound, six ounces, measures 13 1/2 inches in circumference and isn't even ripe yet. Trees are three years old. (Staff Photo)

FOR FICTION BOOKS SEE Christian Book Store
 110 E. Third EM 4-0550

ON THEIR HONOR
 Louisville (AP) — Jefferson County Sheriff William Cranfill had a purpose when he appointed two honorary deputies. He gave the appointments to 13-year-old and 7-year-old Vol-

ley Station boys who had run away from home. Cranfill told them "you are being deputized to see that it does not happen again."
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3 BEDROOMS - 1 1/2 BATHS
 Country Kitchen with Patio Doors - Carpet large Utility Room-Finished Garage in rear Used Brick - Fully Insulated - Built-ins Quality Floor Coverings-Acoustical Ceilings
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Little's
 237 MAIN ST. HEREFORD, TEXAS

give her dreamy Gifts of lingerie
 We have a new shipment of lingerie by Hanes. Now is a good time to start Christmas shopping. Use your charge account and our layaway plan.

We wish to thank you all for attending the Big Fall Implement Show...
 We invite you now to come by, visit with us, & check our

SALE PRICES

ALL OF THESE ITEMS ARE **NEW**

60" SHREDDER
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60" PULL TYPE SHREDDER
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 3 Point Hitch Post Hole Digger
 Many other items too numerous to mention.

All of These Items Are In A-1 Condition **USED**

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1962 OLIVER WIRE BALER	List 1500.00	Sale Price \$995
216 IHC HYDRAULIC SPINNER MOLEBOARD PLOW	List 385.00	Sale Price \$265
1955 ALLIS CHALMERS WD45 LPG	List 1495.00	Sale Price \$925
IHC RAKE		
Allis Chalmers Pull Type Mower		
Massey-Ferguson Baler		
78 New Holland Baler		

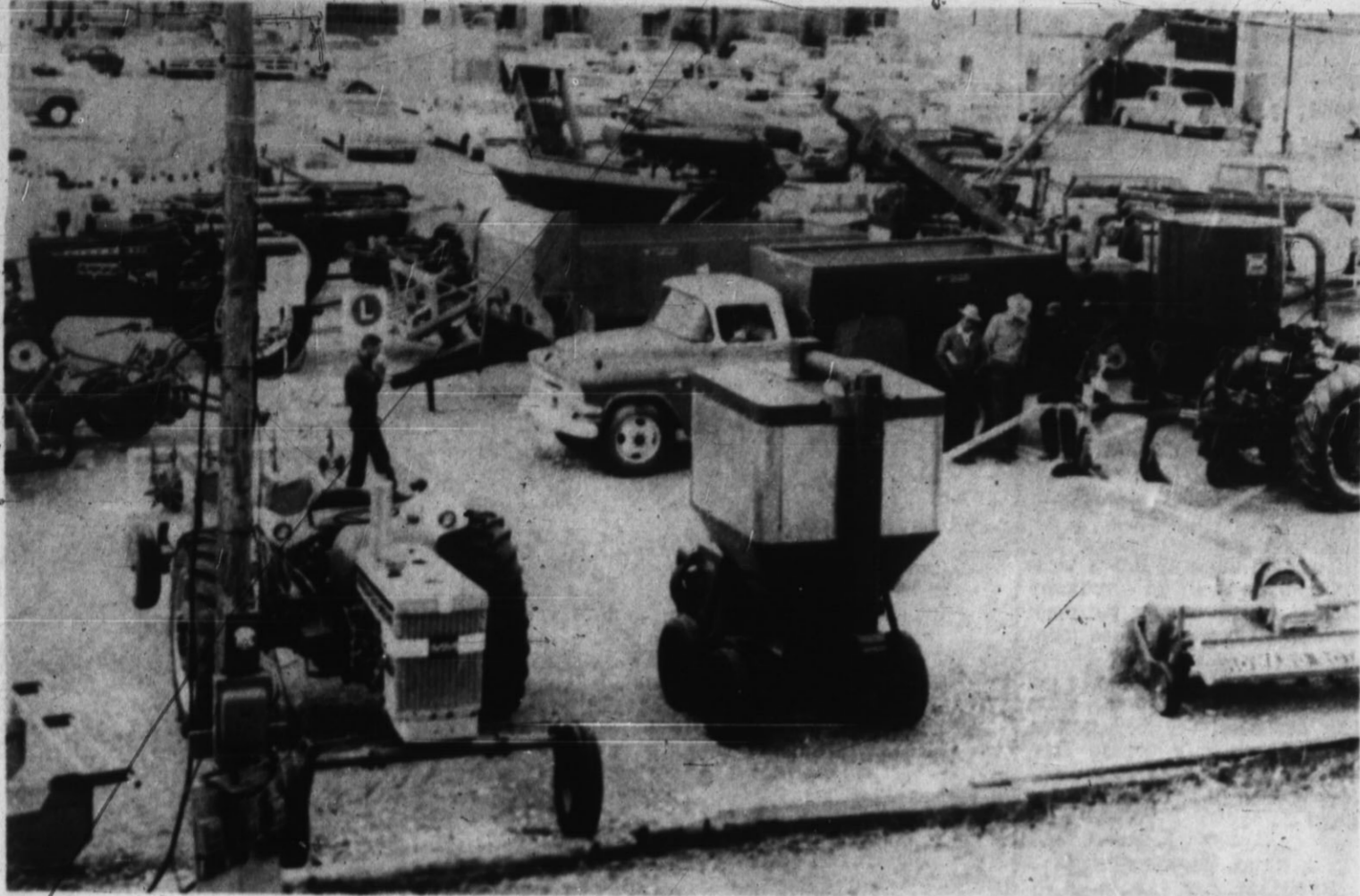
SALE PRICES On Tires-Batteries-Oil Filters-Hand Tools-etc.

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Pancakes . . . 75c
"The Best Ever Served"
THURS. EVENING
HIGH SCHOOL CAFETERIA

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 SECONDARY TO KIDNEY IRRITATION
 After 25 common kidney or bladder irritations affect twice as many women as men and may make you tense and nervous from too frequent burning or itching urinations both day and night. Nervousness may lose sleep and suffer from Head-aches, Backache and feel old, tired, depressed. In such irritation, **CYSTEX** usually brings fast, relaxing comfort by curbing irritating germs in urine and urine and by analgesic pain relief. Get **CYSTEX** at drugists. Feel better faster.

Grainmen Urged To Offer Views To Freeman
 Elbert Harp, president of the Grain Sorghum Producers Association, again Saturday urged all grain farmers to attend Monday's open meeting with Secretary of Agriculture Orville Freeman in Lubbock.
 The meeting will be held from 2 to 4 o'clock. Freeman will make a 20-minute talk to be followed by a lengthy question and answer section.
 Said Harp: "This could well be the most important farm meeting ever held on the Plains."
 "New concepts of production and marketing are being implemented daily by farmers. To keep pace new concepts in farm policy are taking shape also as we move toward international influences on our local operations. How well the producers of grain sorghum and other area crops fare in future farm policy decisions may well depend on how forceful they present their views to the Secretary during his area visit."
 Harp went on to say that, "I deem it highly important that every area farmer regardless of personal views or organizational ties attend the November 4



ELEVEN FARM equipment dealers presented their 1964 models at a down-town exhibition Saturday on the Hereford State Bank Parking lot. The picture above shows only a small part of the half-million-dollar collection of machines. (Staff Photo)



WHITEFACE EUGENE GREEN IS downed by a Peyton Ranger at the Ranger Stadium Friday night. Despite the cold, Whitefaces brought home a victory, the score being 14-0. Next game for the Whitefaces will be next Friday night at Dumas, where they will meet the Demons. (Staff Photo)



HEREFORDS TEENAGERS MET AT First Methodist Church Halloween night to collect for CROP. The teenagers collected \$1300, despite the bad weather. The goal had been set at \$1500. Shown here are Janis Hagans and David Stevens as they count the money when it is brought in by the solicitors. (Staff Photo)

NO DAY DREAMING

SPEARMAN, Tex. (AP)—The first windowless high school building in the state of Texas was dedicated here recently. The \$1 million building covering 75,000 feet of floor space is divided into three units with the latest in air-conditioning and lighting facilities.

Should electric power be disrupted, an emergency unit provides power for the entire building. Classrooms and laboratories are grouped together for maximum efficiency.

HER SIXTH SENSE

AMARILLO, Tex. (AP)—Earl D. Davis has acquired a lot of confidence in his wife's intuition. He left his billfold in his trouser pocket before retiring. The billfold contained considerable cash from a business sale made after the bank had closed.

When he awoke the following morning the billfold was gone. But the money was safe. Davis' wife had gotten worried and taken the money out of the billfold to hide it in a safe place. The thief just got an empty wallet.

CENTURY-OLD SECRET

NEW YORK (AP)—A century-old melodrama, "Lady Audley's Secret, or, Who Pushed George?" is being revived for a hinterland tour starring the English comedienne, Anna Russell.

The hokum piece, an adaptation by George Roberts from a novel of the same title by Mary Elizabeth Braddon, was produced in London in 1863; had a revival in 1933 starring Flora Robson and was a screen vehicle for Theda Bara.

TO TOUR WITH WIFE

NEW YORK (AP)—A co-starring role on Broadway has been given up by Biff McGuire, so that he can tour with his wife, Jeannie Carson.

McGuire appears in the male lead opposite Miss Carson in the bus-truck edition of the musical, "Camelot." Previously, he topped the cast in the long-run comedy "Mary, Mary."

MUST BE RECONSTRUCTED

AKRON, Ohio (AP)—Police have tracked down—piece-by-piece—the car stolen from Robert W. Bennett.

They said they found parts (a) installed in another car, (b) in a basement, (c) in a service station and (d) in a vacant lot. "The biggest single piece we can find is the hood," an awed detective commented.

Oak trees are struck with the greatest frequency by lightning. After that come the elm, pine, ash, poplar and maple.

OUT OF CANDY

GLENDALE, Ariz. (AP)—A Glendale housewife received a stern warning from police for putting dog food in Halloween trick-or-treat bags carried by neighborhood children.

The woman said she ran out of candy, so switched to dry dog food pellets.

FOR BIBLES SEE

Christian Book Store
110 E. 3rd EM 4-0550

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SALE STARTS

Monday, Nov. 4

THRU

Nov. 15

\$1.00 will hold up to \$50.00 worth of merchandise

SHOP NOW FOR CRISTMAS AND SAVE

MEN'S — Reg. 11.95

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NOW AT THE INTRODUCTORY OFFER OF

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JOHN B. STETSON WILLARD — DAVIS BANDERA

NOW ON SALE

BOYS — Vinta Flex

JACKETS

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QUILTED OR WITH BUILT-IN THERMAL INSULATION
REG. 8.98

Buy Now & Save

DRESS SLACKS

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Values To 12.95

Limit 2 pairs at this price

SENSATIONAL VALUES IN LADIES FULL LENGTH LAMINATED ORLON AND WOOL JERSEY

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We guarantee that if you are not fully satisfied in every respect with the merchandise, your money will be refunded.

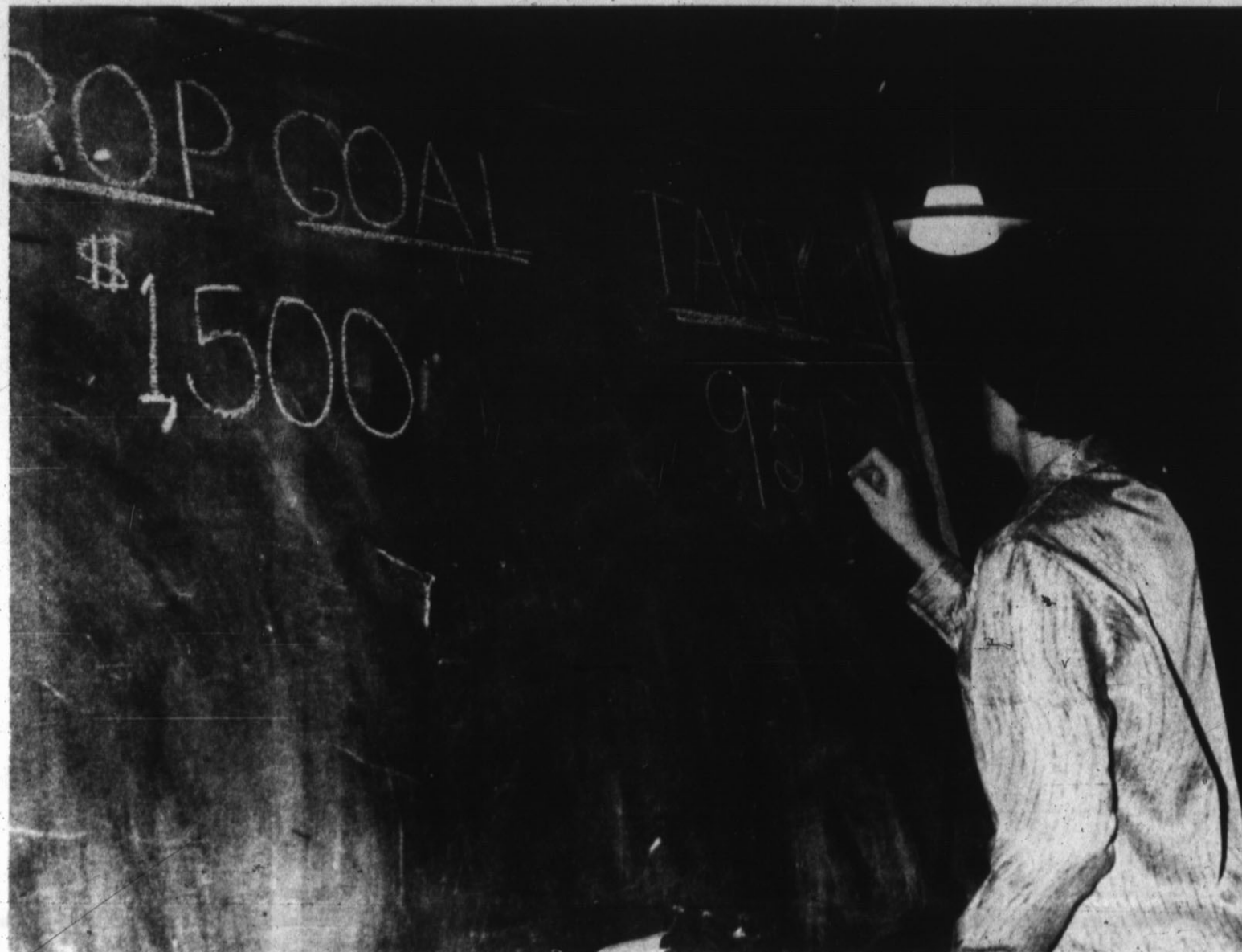
Hereford State Bank

FOR YOUR

Auto Financing

MANTEO, N.C. (AP)—One of the longest-running summer pageants, "Lost Colony," raked up a healthy 60,000 attendance this summer. The show management said it was an increase of 14 per cent from the previous season, and the biggest total since 1953.

PANCAKE SUPPER
All You Can Eat 75c
HIGH SCHOOL CAFETERIA
THURS., NOV. 7



FIRST METHODIST CHURCH WAS A meeting place Halloween night for high school and junior high students who collected for CROP. The teenagers solicited funds for the program by going from door to door, despite the bad

weather. The goal had been set at \$1500, but it was not reached. The teenagers collected more than \$1300. Shown is Carolyn Aven as she marks the increase in the donations (Staff Photo)

HALLOWEEN TIP
LOUISVILLE, Ky. (AP)—a tip for next Halloween. If you have to be away from home when the youngsters make their rounds, fill a bag with candy and set it on the porch.

John B. Lowe inaugurated the plan two years ago and found that children have a sense of fairness. A note attached to the bag suggested the trick-or-treaters "Take some. Leave some."

Last Halloween, when Lowe returned home the bag contained more candy than he purchased.

SECRETARIES FOLDED UP
MILWAUKEE (AP)—How do you ship four-goot high secretary birds from Kenya in Africa to Milwaukee?

You fold them up like a jack-knife, wrap them up—mummy fashion—with muslin, put them in a small box and place them on a jet transport.

George Spedel, director of the Milwaukee Zoo, said the zoo's four new secretary birds, which have extremely delicate legs, arrived in "beautiful condition." He credited their unique packaging.

A REAL PROTECTION
BENHAM, Tex. (AP)—A ro-sary case carried in the right pocket of his jeans is credited with saving the leg of 7-year-old Tommy Lee McIntyre when he was accidentally shot with a .22 caliber bullet.

The bullet shattered, but parts of the zipper had to be removed from Tommy's leg.



AWARDED A TROPHY by the Texas Women's Bowling Association for the highest series bowled in league play during 1962-63 was Mrs. Bea Rhodes, left. Making the presentation for Hereford Women's Bowling Association was Mrs. John E. Smith, president. During league play Mrs. Rhodes' highest three-game average was 635. The presentation was made Monday. Mrs. Rhodes is a member of the Lone Star Agency team of the Sunset Keglers league. (Staff Photo)

Hereford...

(Continued from Page 1)

dashed 50 yards to cross the goal line in a play that was called back.

It was early in the game that the Whitefaces romped over for their initial counter: Walter Williams sneaking through from the eight-yard line for the six-counter and Frank Cain booting the extra point.

So far as scoring went, nothing took place between that opening minutes' touchdown and the one which Hereford rung up only seconds before the game ended. But it was a battle of two strong teams pushing each other around for some 45 min-

utes between those two touchdowns, and the ball playing, which both teams did during that interium, made good viewing for the 3,000 fans who turned out for the game.

More than once, Hereford marched to within scoring territory, but couldn't get across the goal line. That happened three times, to be exact, but for Perryton it was the same story: the Rangers couldn't push across either.

Statistics show that Perry had the edge on yards gained.

Perryton's best drive the only one that was sustained for a series of plays, came when the Rangers took the ball on their own 8 and marched doggedly to their own 48. David Baker was thrown for a 21-yard setback while attempting to set up a pass. Then the Rangers took to the air, unsuccessfully; Jim Haney snatched a Perryton pass at the 36 and sped to the 10. This was near the end of the game, and with only 29 seconds left; it was Big Jim who marched over for that second counter.

There had been other breaks for the Whitefaces. It was on a break that the first score had been tallied after a bad toss from center gave the ball to Hereford on the Ranger 29. The scoring came about after Haney and Higgins had alternately driven the ball deep into the Perryton territory in four power plays. Then Frank Cain faked a hand-off to Higgins who lateraled to Williams at the 8, and it was from that stripe that Williams shoved across the goal line. The Whitefaces even got a break on the try for extra point; the first kick was wide, but officials called a rule infraction against Perryton, so Cain got a chance to kick the ball again. Second time it was good.

The next break came for Perryton. Despite the fact that a fumble on their own 31 had given the ball to Hereford, the Whitefaces themselves were penalized to wipe off a Haney-to-Thompson TD pass.

The final Ranger threat came in the final four minutes, the drive starting on their own 34. A 25-yard run by David Baker set up a scoring threat. However, the drive bogged down on the Hereford 4. Just one play

Letter To The Editor

Editor: In the recent past the Supreme Court dynamited the dam that has been holding back the tides of ungodliness and atheism from our public schools by ruling that it is against the Constitution to have prayer and Bible reading in them. This was done with the blessings of the Kennedy Administration, as well as some Clergymen. Some of the results are now beginning to appear.

Here is what recently took place in Red Wing, Minnesota, and published in the Avalanche Journal, Oct. 31, I quote:

"The Red Wing school Board

later, Perryton recovered a Hereford fumble to give the Rangers still another chance, and again the Rangers fumbled and Hereford took over.

In fact, fumbles played a big part in the entire evening's performance. Despite the boners, however, it was a good game throughout with Hereford exhibiting a much better brand of offensive playing than the Whitefaces had shown before.

Frost...

(Continued from Page 1)

considerably more moisture is needed. Most of the grass had already died, killed by the fall drouth, but some grass may be aided by the rain which zipped in unexpectedly late Thursday.

Fund...

(Continued from Page 1)

general chairman; Dean House, vice-chairman; Bartley Dowell, treasurer; Melvin Young, campaign chairman, and Corinne Neely, executive secretary. Agencies which are included in the UF are Hereford Athletic Club, Little League, Pony League, Salvation Army, Camp Fire Girls, Boy Scouts, Deaf Smith County Chapter Red Cross and Council on Alcoholism.

has voted to take religion out of the public schools by doing away with baccalaureates and changing the character of Christmas and Easter concerts. The Board Tuesday night announced a policy, passed by a 5-1 vote.

Here is an eye-opener published in "Christian Economics" of what has recently happened in New York: Mr. Kershner, the editor of the paper had this to say: "The next step in the movement to remove any reference to God from our schools has now been taken. New York State Commissioner of Education, Dr. James E. Allen, Jr., ruled recently that the singing or reciting of the fourth stanza of "America" had "deliberately set out to evade the Constitutional prohibition against any daily religious exercises in the public schools."

Where can we find nobler words:

Our fathers' God to Thee, Author of liberty, To Thee we sing,

Long may our land be bright With freedom's holy light. Protect us by Thy might, Great God, our King!

But now for millions of children, "America" will have no fourth stanza. In addition, Dr. Allen has ruled the words, "In God we trust," in the fourth stanza of "The Star Spangled Banner," invalidate its use in opening exercises of the schools.

Here is what recently happened in Kansas as related to me by the wife of a minister who also drives a school bus to help supplement his salary. Her words ran something like this:

"Another minister went along with her husband for the ride on one of his bus runs. A conversation sprang up between him and one of the boys on the bus who showed a keen interest in religion. When word of this reached the Superintendent he immediately sent for the bus driver and suspended him for two days, and required that he contact every family on his route and make due apologies for allowing the incident to happen. Later, when not one family could be found who raised any objection, he was re-instated. This Superintendent was a member of one of the local protestant churches."

Summing it all up, it amounts to about this:

1. All exercises, including baccalaureates, Christmas pageants, Easter plays, etc., may be banned from all public schools, including our own.
2. "Any spiritual help, even should an accident occur on a school bus and a student was dying, would be banned. Not a prayer could be offered or a word of comfort from the scriptures, or a word spoken to lead him to Christ.
3. God's inspired book would be banned from the premises of any public school, but the devil's inspired books could continue to enjoy an immunity while their poison philosophies poured into the unsuspecting minds of our boys and girls.
4. The name of God, and the great church He has established on the earth, could not be mentioned in a classroom, but the devil could be praised to high heaven without fear of discipline.

I don't doubt but that the day is not far away when our school board, and our school officials will have to face this and make a decision as to what our policy will be. Should they decide to follow the pattern outlined above I definitely will not pay one dime of school taxes, as I think any school has forfeited its right to the support of Christian people when it rejects God and

turns to Godless practices. In the meantime, I think a good investment right now would be to raise enough money among ourselves to send a wire of congratulations to Gov. Wallace for the heroic stand he has

taken in defying the Supreme Court, and use the rest to buy some starch to stiffen the twine string that a lot of people have instead of a backbone. V. W. Marcontell

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DRESSES Early Fall

\$3	\$5	\$8	\$12
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THIS WEEK'S SPECIAL

1961 OLDSMOBILE Dynamic 88. Four door, factory air and power equipment. Sharp, local owned luxury car.
\$1695

1962 PONTIAC CATALINA 4-door sedan. Factory air and power steering and brakes. Lovely satin blue with white top. 21,000 miles. Here is a fine family sedan at a greatly reduced price. Full guarantee.

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

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

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

1959 CHEVROLET Pickup with heater and wrap-around hitch. This pickup has lots of good service left.

1959 CHEVROLET El CAMINO, V-8, Standard transmission, radio, heater, new white wall tires. Local owned. Good trade - good terms - protective warranty.

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opens NOV. 7th

The jar of money will be given to the lucky person at the annual meeting on January 28, 1964.

ONE GUESS each time you visit the office and use one of our services or join (25¢) Credit Union.

Watch for announcement of **SANTY CONTEST** for children

HEREFORD, TEXAS FEDERAL CREDIT UNION

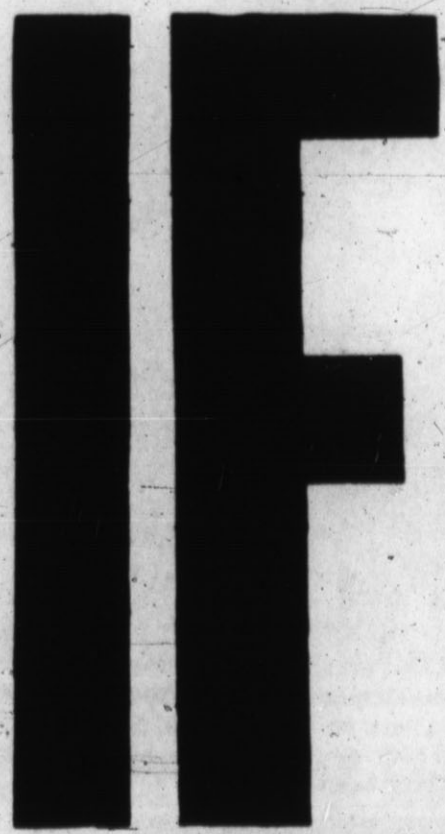
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Nothing beats the speed of...

DIRECT DISTANCE DIALING



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...the Savingest
Time of the Year!

CARNIVAL TIME



CORN CREAM STYLE OR WHOLE KERNEL GOLDEN-303 CAN 7 FOR \$1
TUNA CHUNK STYLE — Flat Can 4 FOR \$1
COFFEE SHURFINE-REG. or Drip LB. 59¢
GREEN BEANS 4 SIEVE-CUT BLUE LAKE -303 CAN 5 FOR \$1
SHORTENING 3 LBS 59¢
TOMATO JUICE 46 oz. Can 4 FOR \$1
PEACHES YELLOW CLING-SLICED OR HALVES NO. 2 1/2 CAN 4 FOR \$1
CATSUP 14 oz. Bottle 6 FOR \$1

Shurfine Apple Butter 28 oz. 4 \$1.00
 Shurfine Apple Sauce 303 6 \$1.00
 Shurfine Asparagus Sprs.-All Gr.-Cut-300 4 \$1.00
 Shurfine Beans & Potatoes 303 6 \$1.00
 Shurfine Biscuits Sweet-Buttermilk-8 oz. 13 \$1.00
 Shurfine Fresh Shelled Blackeyes 300 7 \$1.00
 Shurfine Cheese Spread 2 Lb. \$.69
 Shurfine Chili with Beans 15 oz. 4 \$1.00
 Shurfine Cranberry Sauce Str. 300 5 \$1.00
 Shurfine Cucumber Chips Fr. Pak 16 oz. 4 \$1.00
 Roxey Dog Food Tall Can 13 \$1.00
 Shurfine Flour 25 Lb. Print Bag \$1.69
 Shurfine Flour 10 Lb. Paper Bag \$.69
 Shurfine Fruit Cocktail 303 4 \$1.00
 Shurfine Grape Juice 24 oz. 3 \$1.00
 Shurfine Luncheon Meat 12 oz. 3 \$1.00
 Shurfine Macaroni or Spaghetti Elbo 12 oz. 2 \$.29
 Shurfine Margarine 1 Lb. 6 \$1.00
 Shurfine Milk Tall Can 8 \$1.00
 Shurfine Early Harvest Peas 303 5 \$1.00
 Shurfine Peanut Butter 18 oz. 2 \$1.00
 Shurfine Pineapple Crushed No. 2 4 \$1.00
 Shurfine Pineapple Juice 46 oz. 3 \$1.00
 Shurfine Pork & Beans 300 9 \$1.00
 Shurfine Potatoes Whole Irish 303 8 \$1.00
 Shurfine Swt. Potato Whole Sm. No. 3 3 \$1.00
 Shurfine Preserves Strawberry 18 oz. 2 \$.89
 Shurfine Salad Dressing 32 oz. \$.79
 Shurfine Tomatoes 303 5 \$1.00
 Shurfine Tomato Sauce 8 oz. 11 \$1.00
 Shurfine Waffle Syrup 32 oz. 2 \$.89
 Shurfine Vienna Sausage 4 oz. 5 \$1.00

GIANT SIZE
Ice Scrapers
ONLY **10¢**

RACINE ELECTRIC
Hair Clippers
\$6.95

DORMEYER
11" Electric Skillet
\$9.95

Hand Mixer
ON STAND
With Mixing Bowls
\$12.49

WESTINGHOUSE
Steam & Dry Iron
\$9.95

WESTINGHOUSE
Immersible Spoutless
8 Cup Coffee Maker
\$11.95

ACCLAIM
NYLON HOSE
51 Gauge, 15 Denier PAIR **39¢**

KLEENEX NAPKINS
50 CT. 2 PLY **2:49¢**

The Cheapest Price Anywhere For First Quality Anti-Freeze

PYRO
Permanent Type
Ethylene Glycol Base
Per Gallon **99¢**

Buy Now And Save — While The Supply Lasts

HEAD & SHOULDERS
SHAMPOO
New From PROCTOR & GAMBLE **59¢**

MELROSE
HAND LOTION
NEW 1.50 VALUE **69¢**

ARISTOCRAT
8 TRANSISTOR
Radio
With Case — Earphones
Batteries **\$11.88**

WORTHMORE ELECTRIC
Pop Corn Popper
4 QUART **\$3.88**
2 QUART **\$2.98**

PECANS ELLIS - 10 oz. Halves or Pieces NEW CROP **79¢**

POP CORN POPS - RITE White or Yellow 2 lb. BAG **29¢**

COCA COLA 6 BTL. CTN. KING or REG. **39¢**

CHILI WOLF BRAND No. 2 Can **2: \$1**

TOMATOES
FIRM-RIPE CALIFORNIA **19¢** lb.
Puts Vitality in a Salad

PORK CHOPS
FIRST CUT **49¢** lb.

COLORADO WHITE ONIONS 2 lbs. **19¢**
TEXAS ORANGES 4 lb. bag **59¢**

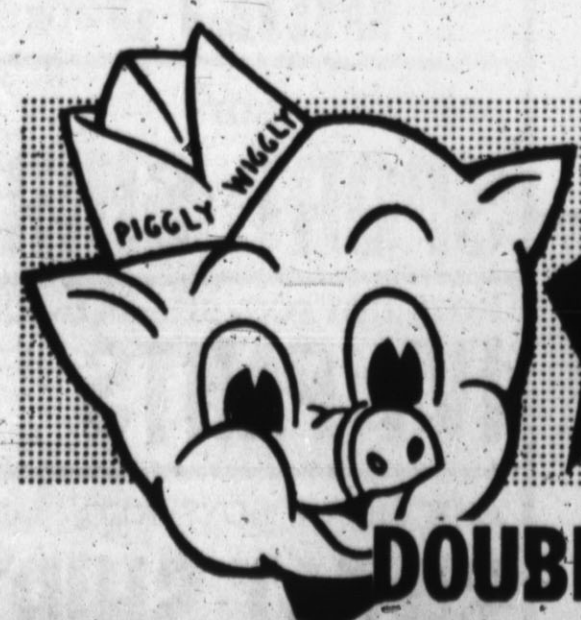
PORK CHOPS CENTER CUT lb. 69¢
BACON Wright's or Nutwood 2 lbs. **89¢**
BOLOGNA Wright's All Meat Sliced lb. **39¢**
HAMS CUDAHY'S BAR "S" Lean, No Waste lb. **89¢**

UNIVERSAL ELECTRIC
Waffle Grill
\$19.95

LANDERS ELECTRIC
Deep Fryer
10 98 Value **\$8.95**

LANDERS ELECTRIC
Knife Sharpener
\$7.95

6 PIECE
Steak Knife Set
\$1.89



Shop **Piggly Wiggly!**

DOUBLE S & H GREEN STAMPS WED.

WITH \$2.50 PURCHASE OR MORE

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

Local Residents Are Hosts Of Area Halloween Parties

By Mrs. Owen Andrews And Mrs. Charles Self
The Young Adult Training Union class enjoyed a chili supper and Halloween party at the church last Thursday night. Those attending were Mr. and Mrs. Earl Harkins and family; Mr. and Mrs. Joe Autry and family; Mr. and Mrs. Tommy Sparkman; Mr. and Mrs. Larry Dobbs; Mr. and Mrs. Jack Rogers; Mr. and Mrs. Richard Price; Mr. and Mrs. Bob Penon, and Mr. and Mrs. Charles Self.

Mr. and Mrs. Douglas Phillips and Gene of Many, La., visited with Mr. and Mrs. J. D. Stringer, Debbie and Mike, from Wednesday through Friday.

The Rev. and Mrs. Ples Todd of Commanche visited with Mrs. H. M. Mobley last Thursday morning. Mr. Todd is a nephew of Mrs. Mobley.

Visiting with Mr. and Mrs. Andy Axe and family over the weekend were Mrs. Axe's uncle and aunt from Elk City, Okla.

Mr. and Mrs. Bill Struve and family, Mr. and Mrs. D. C. Miller, and Mr. and Mrs. Floyd Cole and family had Sunday dinner with Mrs. H. M. Mobley. Mrs. Floyd Cole and Mrs. H. M. Mobley were in Plainview last Tuesday to do some shopping and to attend the seventh grade football game there.

Mr. and Mrs. Gary Mason and Mr. and Mrs. Edgar Vinson were hosts at the primary Halloween party at the Mason home. Those attending were Bonnie Hall, Carlita Vinson, Kenneth Adams, Rocky and Kirk Andrews, Sue and Marvin Smith, Cheri Mason, Rhonda Stephan, Raymond Warrick, Melissa Johnson, and Beverly Cole.

The Junior Sunday School Class had a Halloween Party at the home of Mrs. Donald Adams Thursday night. Those attending were Linda Manley, Diana Adams, Debbie and Mike Stringer, Andrea Axe, Sammie Vinson, Cheryl Cole, Eugene Warrick, Kathy Williams, Mrs. Weldon Stephan,

Mrs. Grady Manley, and the hostess. Mrs. W. W. Maddox, Homer West's mother, of Sayre, Okla., visited last week with the West family.

The Beginner's Halloween party was held at the home of Mrs. Donald Adams Thursday afternoon. Those attending were Susie Dobbins, Hal Andrews, Patti Robbins, Lanette Andrews, Jill Stephan, Mike and Jody Autry, Sandra and Russell Harkins, Patty Johnson, Linda West, Lloyd Bridges; Mrs. Clark Andrews, Mrs. Glen Andrews, Mrs. Robert Dobbins, Mrs. Homer West, Mrs. Grady Manley, and Mrs. Donald Adams.

Mr. and Mrs. James Dobbs and daughters spent the weekend visiting her parents, Mr. and Mrs. Walter Jay, at Elk City, Okla.

Mr. and Mrs. Clark Dobbs and children from Lubbock spent the weekend visiting his parents, Mr. and Mrs. Henry Dobbs, and other relatives.

They were here also to see about renting their house in Hereford. Mr. and Mrs. Johnny Robinson, Staci and Greg, moved into the Dobbs house at 1012 East Third St. Wednesday. Her parents, Mr. and Mrs. David Yandell, helped them move.

Mrs. Bill Maddox of Sayre, Okla., has been here several days visiting in the home of her son, Homer West.

Mr. and Mrs. Benito Martinez are parents of a daughter born at Deaf Smith County Hospital Wednesday. The Martinez family recently moved here from Monterrey, Mexico.

Among those attending the funeral services for Mr. and Mrs. Tommy Davis Tuesday at Rix Funeral Chapel in Lubbock were the Rev. and Mrs. G. W. Fine, Mr. and Mrs. J. H. Dobbs, Mr. and Mrs. David Yandell, and Mr. and Mrs. Bill Williams. Mrs. Davis was a sister of Grady Manley. The couple was killed in an accident near Fort Worth Friday night.

Visiting Mrs. Olin Parris Thursday were her mother-in-

law, Mrs. H. A. Parris, and Mrs. McCortjck, both of Lubbock, and Mrs. Joe Poindexter of South Dakota.

Recent visitors in the Harland Frye home were his mother, Mrs. Harry Frye, of Davenport, Iowa, and her brother, Ed Lohse, of Seattle, Wash. Mrs. Frye was there two weeks and Mr. Lohse spent one week visiting.

Kenneth Frye is spending a month in the home of an uncle, Norman Frye and family, at Davenport, Iowa. He is helping with the corn harvest.

Mr. and Mrs. Earnest Harder and family spent Tuesday and Wednesday at Clinton, Okla. They attended funeral services of an aunt.

Kenny Shadden, injured last week in a fall from a truck, was able to come home from the Deaf Smith County Hospital Thursday. He had broken five ribs, a broken collarbone and a fractured pelvic bone, but was much improved.

T. L. Sparkman Sr., who was burned Sept. 14 at his home,

Hospital

Notes:

Patients in Hospital

E. F. Sevier, 111 Blevins; Mrs. George Ramirez, General Delivery; Mrs. Charles E. Higgins, 119 Fuller; Ben R. Flowlers, 501 East Fourth; Mrs. Macon Lacombe, 300 West Sixth; Mrs. Hugh E. Ritch, Plainview; Mrs. Amanda Strong, Route 1; Roma Lee Rector, Box 1046, Friona; Hugh E. Ritch, Plainview; Mrs. Frank Ford Jr., 106 Stadium; Mrs. Charles Packard, Route 3; Mrs. Bert E. Cooper,

was released from the hospital Friday. He had undergone skin graft for the second time Monday. He has been able to spend part of the daytime hours at his home for the past week.

121 Centre; Karl H. Hare, 121 Emma; Mrs. H. B. Corbett, Box 365, Shamrock; George Wallace Thompson, 805 West Walnut, Coleman; Mrs. Robert S. Jackson, 238 Avenue J; Max Alaniz, 1422 1/2 East Harryman, Edinburg; Fediciano L. Cisneros, Box 3056, Amarillo; Mrs. Pedro Luebana, General Delivery; Mrs. Elena Martinez; Mrs. Anthony Brorman, Route 4; Mary Elizabeth Foshee, Route 4; Horace M. Tabor, General Delivery, San Saba; Mrs. Benito Martinez, Route 2; Mrs. Maud Van Horn, Thirteenth and Avenue B; David Lee Adams, 610 Jones, Dimmitt; Mrs. T. H. Cole, 609 Ireland; Mrs. James Sprouse, Box 196, Vega; Mrs. Earl L. Jameson, Route 3, Friona; Mrs. Gerald L. Hamby, 824 Blevins; Mrs. Herman Gaines, Route 4; Mrs. Ollie May, 119 Avenue J.

Dismissals
Mrs. Robert E. Brown, Mrs.

Jerald E. Dickey, Mrs. Nick Sedilla, Mrs. Edwin Morrison, Loyd G. Hamar, 10-30.
Gary V. Stagner, Alton W. Short, Kenneth Land Shadden, J. B. Cocanougher, Chip Guseman, Mrs. Horace Betts, Mrs. Roberto B. Almazan, 10-31.
T. L. Sparkman Sr., Mrs. Donnie R. Renner, Mrs. Edna E. Doak, Mrs. Sarah Janet Thomas, 11-1.

COMPLETE CEREMONY
LOUISVILLE, Ky. (AP)—Al Schansberg performed a ceremonial first cast recently at the opening of a new park lake. A one-pound bass performed a ceremonial first bite and Schansberg reeled it in.

Delicious Pancakes
By The Kiwanis
THURS., NOV. 7
HIGH SCHOOL CAFETERIA

THE FUN IS INTENDED
LAKE GENEVA, Wis. (AP)—A museum of fire fighting equipment, including a hand-drawn hand-pumped engine that took part in battling the great Chicago fire of 1871, has opened in this southern Wisconsin resort city.

Name of the museum: "The Hall of Flame."
SOUNDS LIKE TRUTH
TOLEDO, Ohio (AP)—Sign on a loan company office: "Don't marry for money... borrow it, it's cheaper."

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

REAL ESTATE • **ALL KINDS OF INSURANCE**
Lone Star Agency
LLOYD SHARP • SAM NUNNALLY
601 N. MAIN EM 4-0555

Dollar Day
Gastons
POPULAR STORE
DOORS OPEN 8:00 A.M.
ALL SALES CASH
ALL SALES FINAL
LADIES DEPARTMENT LADIES & CHILDRENS SHOES

STAR CONTINUOUS DAILY!
Sat. & Sun. From 1-45
Week Days From 3-15
NOW! THRU WEDNESDAY
She's hoping... He's ready...
He's wishing... She's willing...
DORIS DAY **JAMES GARNER**
invite you to watch them share
The Thrill Of it All!
ARLENE FRANCIS **COLOR**
STARTS THURSDAY
GIANT OF ALL THE YEAR'S GREAT HITS!
MAGNIFICENT NEW TRIUMPH FROM THE MAKER OF 'EL CID'
Samuel Bronston PRESENTS
CHARLTON HESTON
AVA GARDNER
DAVID NIVEN
55 DAYS AT PEKING
SUPER TECHNICOLOR
FLORA ROBSON • JOHN IRELAND • HARRY ANDREWS • LEO GERN • ROBERT HELPMANN • KURT KASZNER
TOWER DRIVE-IN
OPEN EVERY FRI.-SAT.-SUN.
HURRY! ENDS TONITE!
MYSTERY SUBMARINE EDWARD JUDD
JAMES ROBERTSON
LAURENCE PATHE
PARANORMAL A JOURNEY INTO UNSPEAKABLE EVIL!
A Universal Release

GROUP OF **Knit Suits** REDUCED
2 PC. & 3 PC. **1/3**
Knit Dresses
DOLLAR DAY ONLY

SHOES-SHOES-SHOES-SHOES

L	Table Children's Shoes 6.95 Val.	2⁹⁹
A	Table Red Suede Loafers Dress Flats Val. to 8.95	3⁹⁹
D	Better Dress Flats 9.95 Val.	6⁹⁹
I	Rack Ladies Style Shoes Val. to 19.95	8⁹⁹

COTTON
Skirts
Blouses **4⁰⁰**
REG. TO 12.95

LARGE ASSORTMENT WARNERS
Bras
Girdles **1/2**
DISCONTINUED STYLES PRICE

MEN'S DEPARTMENT
ONE GROUP MEN'S- DOLLAR DAY ONLY
SUITS Reg. \$55 to \$65 **\$40** Reg. \$69.95 to \$75 **\$50**

ONE GROUP MEN'S
SPORT SHIRTS **\$2.99**

ONE RACK OF ODDS & ENDS MEN'S AND BOYS
Jackets & Sport Coats **\$3⁰⁰ UP**

MENS - REG. \$1.00
KNIT **BRIEFS** OR BOXER **SHORTS** **3:2**

ONE GROUP BOYS
SPORT SHIRTS **\$1.99**

BOYS COTTON-Sizes 4 to 12-Reg. 3.98 to 4.98
IVY PANTS **\$2.99**

ONE GROUP BOYS-REG. 3.00
SWEAT SHIRTS **\$1.99**

10 LONG
Formals **30⁰⁰**
REG. TO 79.95

5 ONLY
Car Coats **\$5⁰⁰**
REG. 29.95

LARGE GROUP
Costume Jewelry **1/2** PRICE



Mrs. Joseph Dee Carthel
(Miss Barbara Jane McBroom . . . Angel Studio)

Vows Are Exchanged In Palo Duro Church

Palo Duro Baptist Church, Wildorado, was the scene of the wedding Saturday evening, Nov. 2, of Miss Barbara Jane McBroom and Joseph Dee Carthel. The double ring ceremony was read by the bride's brother, the Rev. Johnnie Lee McBroom pastor of Trinity Baptist Church, North Sacramento, California.

Mr. and Mrs. C. L. McBroom, Wildorado, are the parents of the bride, who is a 1963 graduate of Hereford High School and Draughon's Business College, Amarillo. Parents of the bridegroom are Mr. and Mrs. J. M. Carthel, Hereford. He is engaged in farming near Dawn.

Traditional wedding selections were played by Miss Jan Story, pianist. She also accompanied Miss Carolyn Watkins, Abilene, as she sang "I Love You Truly," "Whither Thou Goest," and "Wedding Prayer."

Candelabra and a kneeling bench were decorated with orange blossoms and greenery. The candelabra, forming a cathedral peak, were flanked by baskets of chrysanthemums and gladioli.

The bride, given in marriage by her father, wore a formal gown of Chantilly lace over bridal satin. The molded bodice featured a Peter Pan collar edged with seed pearls and a deep yoke of illusion outlined in lace points embroidered with seed pearls. The long, fitted sleeves tapered to points over the hands, and the bouffant skirt of lace was attached to the bodice in deep points.

Pleated lace edged the veil of illusion, which descended to the waist from a crown of seed pearls. There was a sixpiece in her shoe, and she carried a bouquet of white roses atop a white Bible.

Mrs. Wade Crist was her sister's matron of honor. She wore a long dress of white velvet with long sleeves tapered at the wrists. Her headpiece was of white velvet with tulle veiling, and she carried a single long-stemmed red rose.

Best man was the groom's brother, L. J. Carthel, Denton. Guests were seated by Bill Carthel, brother of the groom, and Wade Crist, brother-in-law of the bride.

A reception in the church fellowship hall followed the ceremony. Mrs. Richard Golden registered the guests. The bride's table was covered with red net over white and centered with white candles and a three-tiered wedding cake decorated in red. Mrs. Carol Carthel, Amarillo, and Miss Bonnie Sparkman, Hereford, served.

For the wedding trip to points of interest in New Mexico, the bride chose a suit of royal blue wool, matching accessories, and white gloves. Her corsage was lifted from the bridal bouquet. The couple will be at home north of Dawn.

How To Prepare A News Release

Editor's note: Newspaper publicity received by a club, a social event, or a special project depends primarily on the reporter or publicity chairman. In answer to the many requests for helpful information, the Brand recommends the following procedures.

General information concerning the reporting of any event:

1. Be sure that you have included the WHO, WHAT, WHEN, WHERE, and WHY—so important in a good news release.
2. Be brief. Forget all about adjectives. It is to be assumed that the decorations are beautiful, the food delicious, and the speaker informative. You may describe the decorations or give highlights of the speech.
3. Always give exact dates and times.
4. Check every print of your story for accuracy. Be very sure names and places are correctly spelled.
5. Always say "Mrs. James M. Jones," never "Mrs. Mary Jones." Remember that a widow remains "Mrs. James M. Jones," until she remarries. A divorcee drops her ex-husband's Christian name and replaces it with her maiden name, as "Mrs. Smith Jones." Women in public life may use their professional or maiden names. Use neither Miss nor Mrs. in first mention, as "Bette Davis."

For showers and other parties: A person should be selected as reporter at the time the party is being planned. It should be her duty to report the occasion, the time, the place, the receiving line, the person who registers guests, the decorations, those who serve, and the names of the hostess or hostesses as soon as possible after the event. If a picture is desired, she should call the newspaper about 24 hours before the time desired. No effort need be made to write the complete story.

(Continued on Page 2)

Home Demonstration Council Has Meeting

Deaf Smith County Home Demonstration Council met Monday in the County Courtroom. The opening exercise was given by the Bippus Club, and Mrs. V. T. Adrian read "An Essay on Woman and Man."

Mrs. A. E. Hodges was the presiding officer. Mrs. Argen Draper read a letter from Mrs. Bonnie Cox, organization specialist from Texas A&M University. Mrs. Cox commended the group for their committee recommendations and expressed a desire that the choral committee concentrate on folk songs. Mrs. Joe Landers reported that the choral committee has begun its activities.

The education committee re-

port was given by Mrs. Orval Galley. They are planning a "Meet Your Neighbor" coffee Nov. 12 from 10-11 a.m. in the Community Center. All club presidents will form the hospitality committee. Members of the publicity committee are Mrs. H. L. Hershey, Mrs. E. C. Hammett, and Mrs. Taft McGee. Program chairman is Mrs. Joe Wagoner, and registration chairman is Mrs. T. G. Parsons. Mrs. Orval Galley, Mrs. A. E. Hodges, Mrs. George Turentine, and Mrs. O. L. Williams are members of the refreshments and tables committee.

Mrs. Jean Beene reported that the 4-H Achievement Banquet would be Nov. 11 at 7 p.m. in

the high school cafeteria. The recreation committee report was given by Mrs. Taft McGee. She detailed plans for the recreation workshop Monday, Nov. 4, at the Community Center and urged all home demonstration club presidents, vice-presidents, and recreation committee members to attend.

All committee recommendations were accepted by the clubs, it was reported. It also was announced that 38 women had attended the state home demonstration report luncheon.

Six clubs were 100 per cent in attendance and all clubs were represented. Those present were C. F. Homfeld, Mrs. Jimmie D. Bradley, and Mrs. V. T. Adrian, Bippus Club; Mrs. Grady Parsons, Cultural Club; Mrs. Orval Galley and Mrs. H. S. Fuller, Dawn Club; Mrs. Hardy Benson and Mrs. Raymond Smith, Ford Club; Mrs. Elmer Northcutt, Messenger Club; Mrs. H. L. Hershey, Mrs. Taft McGee, and Mrs. J. D. Gilbert Jr., Progressive Club; Mrs. Clyde Smithers, Mrs. A. E. Hodges, and Mrs. O. L. Williams, North Hereford Club; Mrs. M. J. Koelzer and Mrs. E. B. Moseley, West Hereford Club; Mrs. Joe Landers, Mrs. W. W. Thomas, and Mrs. Joe Wagoner, Westway Club; Mrs. C. F. Newsom, Wyche Club; Mrs. Lee Roy Rogers, Young Homemakers Club; Mrs. Draper, Mrs. Beene, and two visitors, Mrs. David Seal and Doris Wilson.

Mayor Cowsert Is Guest Speaker

"Hereford had a tremendous growth in 1962, and in 1963 it has doubled that growth," Mayor Ray Cowsert told members of the Deaf Smith County Federation of Women's Clubs at their first meeting of the club year in the Community Center Tuesday.

Mayor Cowsert then discussed the effect of the growth on area prosperity and the increasing population and area of Hereford.

He predicted that the fast growth pace would continue for two or three years more. He also pointed out the productivity and interrelationship of the Deaf Smith Farmer-Castro Counties area.

For the betterment of the community, the mayor recommended more practical education and the possible addition of two years more of local instruction. "Educate the youth," he said, "so they will be prepared to remain at home and become self-employed." He also detailed the need for more parks and recreational facilities and a theater group.

"Be loyal to your community and cooperate in all community projects. Be willing to work for the interest of all and encourage industries to come to the area, for jobs will be needed for many," Mayor Cowsert concluded.

Mrs. W. C. Hromas, president, conducted the business meeting. A revised copy of the constitution and by-laws was presented and adopted. Copies were given to officers and member clubs for their use.

Mrs. Bess Werner was program chairman. Mrs. Francis Parker sang "Birds in an Elm" and "Birds."

A covered dish luncheon was served to 41 members and three guests. Clubs represented were Garden Beautiful, Lone Star Study Club, La Plata Study Club, Business and Professional Women's Club, West Hereford Home Demonstration Club, Bud to Blossom Garden Club, Music Study Club, La Afflatus Estudio Club, Hereford Garden Club, Summerfield Study Club, Westway Home Demonstration Club, Harmony Study Club, and Pioneer Study Club.

Teen-Age Panel Presents Program For El Llano Club

Six Hereford High School students participated in a general discussion of teen-age problems at the meeting Monday evening of El Llano Study Club. Such questions as steady dating, discipline, college and careers, and drinking were discussed.

Sophomore members of the

(Continued on Page 2)

Hereford Women Attend Flower Judging Course

Mrs. O. G. Hill Sr., Mrs. John N. Jacobsen Jr., Mrs. M. T. Rutter, and Mrs. A. L. Manjeot, members of Hereford Garden Club, attended a national refresher school for garden club judges in Fort Worth Oct. 28-30.

Mrs. Hill, Mrs. Manjeot, and Mrs. Jacobsen are life judges who are working toward their master certificates. Mrs. Rutter is working toward her life judge certificate.

Principal speaker for the event was Mrs. George J. Hirsh of New York City. A master judge and instructor for the national council, she is a much-sought lecturer on the art of table setting and flower arrangement. Using linens, crystal, and other accessories acquired during her wide travels, she demonstrated six table settings.

Engagement Announced

Mr. and Mrs. Joe T. Peters announce the engagement and approaching marriage of their daughter, Mary Jo, to Capt. Allen J. Monroe, United States Air Force. A late December wedding is planned.



Engaged . . . Miss Mary Jo Peters (Personal Photo)

Mrs. Thompson Presents Program On Folk Music

"The folk songs of America are an important part of the heritage of the people of America. They reflect so clearly the customs, work, play, joys, and sorrows of the people who have made our country a great nation," Mrs. Bill Thompson told members of Music Study Club Monday.

"The mass of people participate in the growth of folk songs, forever revising old materials to create new versions, and the origin of most folk songs is

uncertain," continued Mrs. Thompson.

She then discussed variation in most folk songs and the difference between folk and professional songs. "They are the songs of a people who are singing their hearts out for the pure sake of singing," she commented.

Mrs. Thompson then discussed Negro spirituals as a form of folk singing. "In Negro spirituals," she said, "American folk art reaches its highest po-

int. The spirituals are a noble and profound art which moves the hearts of men as great art will always do."

Guest artist was Mrs. Laura Walker, who sang two Negro spirituals, "Sometimes I Feel Like a Motherless Child" and "Joshua Fit the Battle of Jericho," accompanied by Mrs. R. C. Godwin. Mrs. C. J. Mountz, Mrs. T. W. Roberson, and Mrs. A. O. Thompson, accompanied by Mrs. B. Y. Crosthwait, sang "Bound for the Promised Land," "Amazing Grace," "I'm a Poor Wayfarin' Stranger," and "Lonesome Valley."

Mrs. Herbert Boardman, accompanied by Mrs. Bill Thompson, sang "Shenandoah," "Blak is the Color of my True Love's Hair," and "All the Pretty Little Horses." Accompanied by Mrs. Paul Lyons, Mrs. Bill Dameron and Mrs. Dale Young sang "Leatherwing Bat," "Keep Your Hand on the Plow," and "Oh, Freedom."

The club met in the home of

(Continued on Page 2)

Social Calendar

Sunday, Nov. 3

The Amaryllis Porcelain Art Club will have their annual exhibit and tea from 2-5 p.m. at the YWCA, Eleventh and Jackson, Amarillo. In addition to exhibits of the work of area painters, there will be displays of antique handpainted china. Mrs. W. C. Hromas, Mrs. O. H. Culpepper, and Mrs. R. F. Calvert, all of Hereford, are in charge of the tea.

Monday, Nov. 4

A recreation workshop, sponsored by the recreation committee of the Home Demonstration Council, will begin at 2:30 p.m. at the Community Center. All presidents, vice-presidents, and members of the recreation committees of the home demonstration clubs are urged to attend.

Tuesday, Nov. 5

La Afflatus Estudio Club will meet with Mrs. Robinson. Mrs. Hale and Mrs. Suggs will present the program on gardens of the southern and western United States.

Young Homemakers Home

Demonstration Club will meet with Mrs. Jackson. Mrs. Brumley will discuss "Color for the Home."

Progressive Home Demonstration Club will meet in the home of Mrs. Pete Carmichael. Mrs. Draper will discuss window treatment.

La Plata Study Club will meet with Mrs. Woodford for a program on Chili, presented by Ms. Brown.

Beta Sigma Phi rituals will

begin at 8 p.m. at the Community Center. BSP City Council is in charge of the affair, which is formal.

Thursday, Nov. 7

Hereford Study Club will meet in the home of Mrs. Knox. Mrs. Tannahill will present the program, "America for Me."

Bay View Study Club will meet with Mrs. Colby Conkright. Mrs. R. B. Miller will discuss "The New Look at Religion Today" and Mrs. W. H. Reid will discuss "Today's Church Architecture."

North Hereford Home Demonstration Club will meet in the home of Mrs. Clinton Ward. "Color for the Home" will be discussed by Mrs. A. E. Hodges.

Simms Study Craft Club will meet with Mrs. Allen Ehresman at 2:30 p.m. Mrs. D. Benson will present a program on credit.

Wyche Home Demonstration Club will meet in the home of Mrs. Charles Packard for a program on window treatment, presented by Mrs. Draper.

Friday, Nov. 8

Hereford Garden Club will meet at King's Manor for the study and planting of larkspur. Members of the social committee will be hostesses.

Messenger Home Demonstration Club will meet with Mrs. Jack Buse. Mrs. Draper will discuss window treatment.

Cultural Home Demonstration Club will meet with Mrs. Johnson. The program, "Color for the Home," will be presented by Mrs. Robinson.

North Hereford Club Discusses Dinner, Project

Members of committees for the Thanksgiving supper were appointed during the Oct. 24 meeting of North Hereford Home Demonstration Club. Other business included discussion of a project and acceptance of the resignation of Mrs. Otto Olson as assistant reporter. Mrs. John Gooch accepted the position vacated by Mrs. Olson.

Recommendations from Deaf Smith Home Demonstration Council were read by Mrs. A. E. Hodges and accepted by the club. The business meeting was conducted by Mrs. Clyde Smithers.

Club members participated in a general discussion of the poll tax amendment and the responsibility of each to know the facts and to vote. Voting machines and voting procedure when one is unable to leave the car were discussed also.

Mrs. Otto Massey was hostess. Others present were Mr. Clyde Smithers, Mrs. A. E. Hodges, Mrs. Leroy Smithers, Mrs. J. C. Williams, Mrs. Mary Bodkins, Mrs. John Gooch, Mrs. C. L. Whitehead, Mrs. R. A. Fullwood, Mrs. Otto Olson, and Mrs. O. L. Williams.

The next meeting will be in the home of Mrs. Clinton Ward.

U. S. Trade Policy Blamed For Drop In Cattle Prices

TO THE PEOPLE OF THE 18TH DISTRICT:

Cattle prices are low. Some cattlemen face financial distress. They see the current high level of beef and veal imports—a level topping 10 per cent of domestic production—as being largely responsible for their dilemma. The United States policy of low tariffs and no quotas has cramped the market for our own cattle, particularly fed beef by encouraging a flood of foreign meat products.

Fed cattle prices declined steadily during the first half of the year. Choice steers at Chicago dropped from \$30.13 in November, 1962, to a low of \$22.61 in May, 1963. They rose to an average of \$24.72 in July and ranged around a \$24 average this week.

The Agriculture Department expects fed cattle prices to average close to those of recent weeks through the remaining months of the year. "Fed cattle"—cattle held on feed to fatten them for marketing and slaughter—provide the best quality beef. Prices of cattle of lesser quality have not been so drastically affected.

Imports of beef and veal have increased from 1.8 per cent of our domestic production in 1954 to 10.6 per cent at the current level. These are the percentages of imports to domestic production for recent years: 1954, 1.8 per cent; 1955, 2.1 per cent; 1956, 1.6 per cent; 1957, 3.9 per cent; 1958, 8.7 per cent; 1960, 5.9 per cent; 1961, 7.19 per cent; 1962, 10.6 per cent.

The Agriculture Department says that more than four-fifths of the beef and veal imported is of fairly low quality and is used in the production of processed

meat products rather than sold as fresh meat.

But cattlemen say that regardless of quality, imports have come along to take a steadily increasing share of business over the meat counters. It is well known that substitution by consumers of one meat product for another has important effects on the prices of both.

The Department of Agriculture contends that supply is the major factor affecting the price of fed cattle at market.

A recent statement by the department said, "Year-to-year changes in fed cattle prices now seem to be as fully explained by changes in domestic fed cattle production as were price movements in earlier years. The sharp drop in fed cattle prices over the past several months has been associated with an upturn in fed cattle slaughter and continued heavy marketings of certain competing products."

The Department warns that ranges are carrying an increasingly large number of animals. Large increases have been noted in the number of cattle on feed. It has been a dry year—and continued dryness could bring on heavy marketings and further downward pressure on prices.

Several of the large farm organizations, while critical of the level of meat imports, are also inclined to the view that the decrease in fed cattle prices is mainly due to cyclical supply factors.

American farms and ranches produce one-fifth of our total export volume. Approximately \$300 million of our \$5 billion in agricultural exports last year was in beef and other livestock products. Most Americans be-

lieve that it is wise policy for us to seek to expand our exports, and 1963 promises to be a record year across the board.

But at the same time we should not, while pursuing aggressive trade policies, become an international dumping ground for the meat products of other nations.

Supporting the contention that we are becoming just that are these facts: During the period from 1956 to 1960 our average annual imports of all meat, converted to a carcass weight basis, amounted to 890 million pounds. In 1962, this figure was more than doubled to 1,550 million pounds. For all the rest of the world in the same period the increase was only from 5,138 million pounds to 5,496 million pounds—a gain of less than 7 percent.

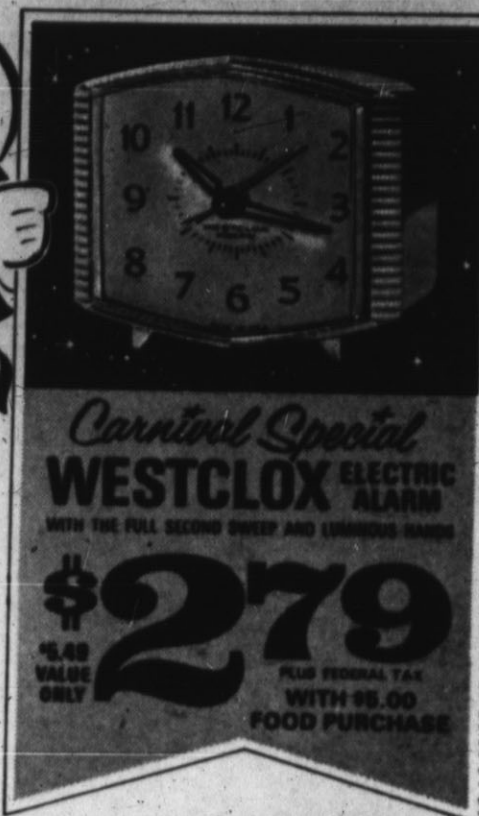
On top of that, major beef exporting countries such as Australia and New Zealand, which would seem to want a lowering of world trade barriers for their exporters, have not hesitated to protect against imports in order that their own producers do not suffer.

In the controversy over this question one thing is clear: The American cattle industry has been hurt. I believe that the high level of imports has contributed significantly to the cattlemen's problems. And I believe the time has come when technical people in the industry and in government must make a thorough review of all factors to determine the impact of imports on our domestic cattle market, to determine what level of imports should be permitted in order that American producers are not damaged.

The cattle industry has asked little of its government. We must not permit it to be damaged by unwise trade policies.

Shurfine CARNIVAL

The Savingest Time of the Year!



**STOCK UP NOW!
SAVE ALL WINTER!
TIME**

- Shurfine Macaroni or Spaghetti Elbo 12 oz. 2/3 .29
- Shurfine Margarine 1 Lb. 6/1.00
- Shurfine Milk Tall Can 8/1.00
- Shurfine Early Harvest Peas 303 5/1.00
- Shurfine Peaches Y C Sli. or Hlvs. No. 2 4/1.00
- Shurfine Peanut Butter 18 oz. 2/1.00
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- Shurfine Pineapple Juice 46 oz. 3/1.00
- Shurfine Pork & Beans 300 9/1.00
- Shurfine Potatoes Whole Irish 303 8/1.00
- Shurfine Swt. Potatoes Whole Sm. No. 3 3/1.00
- Shurfine Preserves Strawberry 18 oz. 2/1.00
- Shurfine Salad Dressing 32 oz. 2/1.00
- Shurfine Salad Oil 24 oz. 2/1.00
- Shurfine Shortening 3 Lbs. 5/1.00
- Shurfine Tomatoes 303 5/1.00
- Shurfine Tomato Juice 46 oz. 4/1.00
- Shurfine Tomato Sauce 8 oz. 11/1.00
- Shurfine Tuna Chunk Style Flat Can 4/1.00
- Shurfine Waffle Syrup 32 oz. 2/1.00
- Shurfine Vienna Sausage 4 oz. 5/1.00
- Shurfine Apple Butter 28 oz. 4/1.00
- Shurfine Apple Sauce 303 6/1.00
- Shurfine Asparagus Sprs.-All Gr. Cut-300 4/1.00
- Shurfine Beans & Potatoes 303 6/1.00
- Shurfine Biscuits Sweet-Buttermilk-8 oz. 13/1.00
- Shurfine Fresh Shelled Blackeyes 300 7/1.00
- Shurfine Catsup 14 oz. 6/1.00
- Shurfine Cheese Spread 2 Lb. 8/1.00
- Shurfine Chili with Beans 15 oz. 4/1.00
- Shurfine Coffee Reg. or Drip 1 Lb. 5/1.00
- Shurfine Corn C.S. or W.K. Golden 303 7/1.00
- Shurfine Cranberry Sauce Str. 300 5/1.00
- Shurfine Cucumber Chips Fr. Pak 16 oz. 4/1.00
- Roxey Dog Food Tall Can 13/1.00
- Shurfine Flour 25 Lb. Print Bag 1/1.00
- Shurfine Flour 10 Lb. Paper Bag 9/1.00
- Shurfine Fruit Cocktail 303 4/1.00
- Shurfine Grape Juice 24 oz. 3/1.00
- Shurfine Gr. Beans Ct. Bl. Lake 4-Sv. 303 5/1.00
- Shurfine Luncheon Meat 12 oz. 3/1.00

SEALTEST ICE CREAM 1/2 GAL **59¢**

Maxwell House INSTANT COFFEE 10 oz. **\$1.39**

Aunt Jemima PANCAKE MIX 2 lb. Box **35¢**

VITAMINS ONE-A-DAY Reg. 2.94 **\$1.98**

APPLES Extra Fancy Red Del. **17¢**



SUNKIST LEMONS lb. **15¢**

Last week to Play Football. SATURDAY Nov. 9 is last day cards given. Tuesday Nov. 12 is last day to redeem cards.

PORK CHOPS



FIRST CUTS **45¢**

CENTER CUTS 65¢
ALL MEAT BOLOGNA 39¢
BACON Wilson Certified 2 lbs. **89¢**

SEALTEST CHOC. MILK qt. 2 for **45¢**

STURGEON BAY CHERRIES 303 CAN **25¢**

ANGEL FLAKE BAKERS COCONUT 3 1/2 oz. **19¢**

COMET LONG GRAIN RICE 2 lbs. **39¢**

DUNCAN HINES Blueberry MUFFIN MIX **39¢**

POST TOASTIES 12 oz. **25¢**

PATIO - FROZEN BEEF ENCHILADAS 24 oz. **59¢**

HAIR DRESSING - BRYLCREAM Reg. 87¢ **69¢**

JOHNSONS KLEAR FLOOR WAX 26 oz. **59¢**

EASY-ON Spray on Starch 22 oz. **49¢**

8 Bars in Apothecary Jar **CAMAY SOAP** **79¢**

PLAY Football WIN 1 TO \$100.
EXCITING NEW GAME
HUNDREDS of WINNERS
Extra Point Wins *1
Safety Wins *5
Field Goal Wins *10
Touch Down Wins *25
Collect All Elements PLAYERS **WIN.. \$100.**

\$100 FOOTBALL WINNERS

Maude Hackworth	Mrs. Cliff Potter	Mrs. Norman Lytal
Mrs. Larry Summers	Mrs. Leon Vinton	Patsy Hampton
Mrs. Ulys Pierce	Carlos Potter	Mrs. Fred Turner
		Tawana Jones

- \$1 to \$25 Football Winners**
- Rauline Lady • Mrs. P. M. Miller • Katie Erdman
 - Mrs. J. C. Carter • Mrs. Fred Fox, Jr. • Roy Wilhelm
 - Mrs. Jess Robinson • Mrs. John C. Hicks • Mrs. Don Sigle
 - Mrs. Walter Seed • Mrs. Travis Shields • Mrs. Joe Brooks
 - Gladys Martin • Mrs. Norman Lytal • Mrs. J. B. Sowell
 - Mrs. R. V. Hole • Mrs. Ernie Flippo • Mrs. L. J. Matthews
 - Wilbur W. Davis • Mrs. Eddie Gandy • Mrs. Eddie Gandy
 - Mrs. J. R. Kendall • Mrs. Louis Buck • Mrs. A. T. Miris
 - Mrs. Tommy Carnahan • Mrs. A. L. Moore • Frank Daniel
 - Mrs. Wm. Green • H. L. Newman • Mrs. Charles Hood
 - Mrs. Bill J. Paetzold • Mrs. James Hund • Mrs. Ernest Neff
- Plus Many Others Not Listed

COOPERS

CLOSED SUNDAY
Open Till 9 p. m. Mon. thru Sat.

Teen-age...

(Continued from Page 1)
panel were Penny Jones and Gary Clements, Juniors were Ann Braddy and Bob Reinauer, and seniors were Janice Hagans and David Stevens. Mrs. O. G. Hill Jr. was program chairman. The presiding officer was Mrs. G. D. Cason. Mrs. Jim Bookout was hostess. Other members present were Mrs. Hill, Mrs. R. A. Daniel, Mrs. Ben Childers, Mrs. Ivan Block, and Mrs. Jack Meredith. Guests were Mrs. Jim Neill, Mrs. Pete Caviness, and Mrs. Jesse Geron.

Thompson...

(Continued from Page 1)
Mrs. Dick Godwin, Presiding officers were Mrs. B. Y. Crosthwait. Other members present were Mrs. J. R. Allison, Mrs. Herbert Boardman, Mrs. Troya Carmichael, Mrs. S. F. Clements, Mrs. Ellis Coombes, Mrs. Bill Dameron, Mrs. Cliff Estes, Mrs. H. K. Fox, Mrs. Bill Lankford, Mrs. Paul Lyons, Mrs. C. J. Mountz, Mrs. Bill Penn, Mrs. T. W. Roberson, Mrs. A. T. Schroeter, Mrs. Lowell Sharp, Mrs. Jesse Stanford, Mr. A. O. Thompson, Mrs. Dale Young, Mrs. Ray Coneway, Mrs. J. T. Gilbreath, and Mrs. S. O. Wilson.

Guests were Mrs. Eugene Brink, Mrs. Shirley Fisher, Mrs. Laura Walker, Mrs. Keith Jorde, and Mrs. Elvina Jorde.

LT. BRYANT VISITS

Lt. John David Bryant, who is stationed at Fort Polk, La., spent a few days in Hereford recently with his parents, Mr. and Mrs. Cawthon Bryant, 312 Star. Lt. Bryant, a recent graduate of West Texas State University with a major in accounting, has been promoted to the General Staff and is now in charge of the Central Post Fund on the base.

BEST PANCAKES
Ever Served in Hereford
HIGH SCHOOL CAFETERIA
THURS., NOV. 7

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

How To...

(Continued from Page 1)
For engagement announcements: The bride-to-be or her mother should report the names of the engaged couple, their parents and their addresses, any definite information about the wedding plans, and some background information about the engaged couple. This information should be turned in with a picture of the bride-to-be.

For brides: The Brand provides wedding information blanks to assist the bride and her mother in turning in the wedding information. The florist, the musicians, and the stores will assist with descriptions of flowers and decorations, music, and gowns. A picture of the bride alone should accompany the information sheet. No effort need be made to "write" the story. Pictures should be picked up as soon as possible after they appear in the paper.

For club reporters and publicity chairmen: The Brand will be happy to provide you with forms to make your reporting easier and with envelopes if you wish to mail your reports. Remember that regular meetings should be reported in a routine way. Minutes and committee reports need not be mentioned unless they are unusual in some newsworthy way.

Some notes on the program improve the report, but they should not be too detailed. One or two direct quotations and/or one or two points made by the speaker are excellent, or a program may be summarized in two or three sentences.

LET'S GO ROLLER SKATING

Sulfuric Acid....
THE SOIL CONDITIONER THAT WILL ASSURE YOU OF
GREATER YIELDS
AT HARVEST TIME ON ALL CROPS
DIRECT APPLICATION or APPLIED IN THE WATER

Lyle Blanton of Hereford, Inc.
EAST HWY. 60 EM 4-0221

Dial thousands of cities direct from your phone

It's fast and easy... to keep in touch... with out-of-town relatives and friends... when you can dial them direct.

Tonight enjoy the fun of...
DIRECT DISTANCE DIALING

MONDAY

NOV. 4th
IS
DOLLAR DAY
AT
ANTHONY'S
IN
HEREFORD
WHERE
YOU GET
MORE
FOR YOUR \$

Anthony's
YOUR FAMILY STORE
Storewide

DOLLAR DAY

<p>LADIES WIG HATS \$3.99</p>	<p>SOLID COLORS WASH CLOTHS 8 FOR \$1</p>	<p>MEN'S IRREGULAR SWEAT SHIRTS White - Grey & Color S - M - L \$1.00</p>	<p>Lorraine White BANLON BRIEFS \$1.00</p>	<p>MENS SPECIAL ALL WEATHER COATS A Coat You Can't Afford To Pass So Good Looking Regular & Longs \$12.95</p>
<p>LARGE ASSORTMENT NEW FALL JEWELRY \$1.00 PLUS TAX</p>	<p>Look Lovely Loveable Colored Foam Padded BRASSIERS \$1.50 Red, Beige, Black, Pink, Blue Matching Stretch Pants \$1.00 ONE SIZE FITS ALL SIZES</p>	<p>White - Grey & Color S - M - L \$1.00</p>	<p>MEN'S AND BOY'S SWEATERS \$ 5.95 TO \$ 24.95 Many Styles and Colors To CHOOSE FROM — SEE TODAY</p>	<p>CHILDREN'S CORDUROY CREEPERALLS Perfect For Winter Wear \$1</p>
<p>LADIES CORDUROY CAPRI PANTS \$1.99 Solids & Prints \$1.79 Girls Sizes</p>	 <p>New Fall PRINTS 2 yd. \$1 Good Selection Many New Patterns Winter is Coming OUTING FLANNEL \$1 4 YDS. Printed Cotton Outing Flannel For Many Things Famous Dan River COTTON CHECK 69c</p>	<p>Lovable BRASSIERS \$1.00</p>	<p>LADIES BLOUSES Solids & Checks ¾ Length Sleeve Sizes 32-38 \$1.00</p>	<p>MENS ALL COTTON ZIP HOOD SWEAT SHIRTS White & colors Fleece Inside For Warmth S-M-L \$2.98</p>
<p>LADIES WINTER COATS SOME WITH FUR COLLARS \$14.95 TO \$119.95</p>		<p>DORSEY WATER PROOF BABY PANTS Sizes S-M-L Assorted Colors 4 FOR \$1</p>	<p>GROUP MEN'S SHORT & LONG SLEEVE SPORT SHIRTS S-M-L Asst. Colors \$2.00</p>	<p>LADIES COTTON FULL SLIPS 32-44 sizes \$1.00</p>
<p>DOLLAR DAY ONLY One Group LADIES DRESSES Regular and Half Sizes \$10.00</p>	<p>MEN'S COTTON WORK SOCKS White - Random - Grey Anklets & Long Sizes 4 Pair \$1</p>	<p>MEN'S SPORT SHIRTS New Long Sleeves, Dark Shades Regular or Tall Men's S-M-L \$3.98</p>	<p>MENS AND BOYS JACKETS \$7.95 - \$19.95 MANY STYLES & COLORS</p>	<p>Children's Cotton TRAINING PANTS 4 Pair \$1.00</p>
<p>STRIPED WASH CLOTHS 10 FOR \$1</p>	<p>White - Random - Grey Anklets & Long Sizes 4 Pair \$1</p>	<p>SHOP OUR READY TO WEAR BALCONY FOR THE LATEST STYLES Ladies Coats Dresses Hats Sweaters Sportswear Blouses</p>	<p>MENS AND YOUNG MENS SUITS \$29.95 - \$65.00</p>	<p>MENS WHITE COMBED COTTON BRIEFS Sizes 28 - 44 Comfortable Fit 3 PAIR \$2</p>
<p>MEN'S THERMAL KNIT SHIRT & DRAWER SUIT \$4.00</p>	<p>MEN'S FUZZY WORK GLOVES Knit Wrist 3 Pair \$1</p>	<p>Ladies' Rayon HOLLYWOOD BRIEFS 3 Pair \$1</p>	<p>MENS & BOYS DRESS SHOES Blacks-Browns Slip On - Ties Broken Sizes Value to \$16.95 \$5.00</p>	<p>MENS GENUINE BLUE DENIM LEVI'S \$4.15 Young Mens White Californians \$4.98 MENS COMBED COTTON SPORT SOX Lots Of Colors Size 10-13 2 PAIR \$1</p>

THE SUNDAY BRAND Editorials

Page Four

The Sunday Brand, Hereford, Texas, Sunday, Nov. 3, 1963

New-Fangled Math System Keeps Pace With Science

Hereford, along with scores of other cities and towns across the nation, is currently inaugurating a "new look" system of mathematics. The system has general endorsement of educators and enthusiastic support from some classroom teachers but, at the same time, appears to have gained severe criticism on other fronts.

From what we have seen of the new system, you will still get 4 when you add 2 plus 2. The big difference is the approach. Educators and sponsors base their enthusiasm for the new system on the fact that students realize what they are doing, and, still more important, why the particular process was followed. They tell us that this new system in addition to added efficiency, will also hold the interest and attention of the student, and that it will definitely cause him to think. Because math is basically logic, the educators declare that education has won a tremendous achievement.

Perhaps our own school board and administration had a good reason, but in Hereford we seem to have approached the problem from the top instead of the bottom. Our step into new-fangled math teaching was started in high school, is scheduled for junior high next year, then into the grades in 1965. To us, and to the average layman, it does seem that we might well have started the new system on the grade levels, and brought our students right on up with the system into junior high and high school — and to this reverse procedure we might attribute most of the criticism we have heard on the local front, plus the fact that instructors must learn the new system along with students. Certainly, no basic change will ever be accomplished without considerable effort and some confusion.

The Amendments On Nov. 9 Ballot

One brief week from now, and we will vote on four important amendments to our state constitution.

The Brand is happy to note that these amendments are being reviewed and studied by many clubs and organizations in order that people may become familiar with the various proposals. At the same time, we feel sure that numerous others do not have access to complete information.

In brief, the amendments are summarized to cover the four following fields:

Repeal of the poll tax as a requirement for voting.
Elimination of residence requirements and allowance of more expenditure from state funds for needy, aged, blind, children and the disabled.

A measure to authorize retirement funds in a political subdivision within Jefferson County.

A proposal to increase the Veterans Land Fund by \$150,000,000, increasing interest rate and extending life of the program.

Of these amendments the poll tax vote is by far the most publicized and controversial. Entire copies of all four have been published in The Brand, and can be reviewed at the office by any interested individual who may have misplaced his copy.

THE Sunday Brand

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

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In a nutshell, the new approach to mathematics to a more extensive use of decimals, and this is especially true on the lower levels of basic instruction. Seen on a long range basis, there is no doubt but that our advance in science calls for improved forms of mathematics and, in our opinion, the new system, though slower at the start, will train students in such a fashion that they will ultimately handle simple problems much faster and with greater efficiency. Also to be considered is the extensive use of machines in modern business these days, and fundamental training under the new system is highly adapted to machine application.

Once the system gets in full swing, it seems to us that it will be an improvement, and such has been indicated through reports from places where extensive tests were made. At the same time, let us hope that it fares much better than the sight reading innovation of a few years back, which has resulted in our schools turning out several generations of citizens who simply cannot spell.

Meanwhile, harassed parents for a brief interval will have a ready-made excuse for not helping Junior with his arithmetic.

Cattle Rustlers Recall Old Days

History repeats itself, they say, and never was the statement more true than in a recent edition of The Brand which carried a headline offering a \$500 reward for the apprehension and conviction of cattle rustlers.

Back in the early days when this country was emerging from the influence of open ranges and vast cattle empire controls, rustling was more the rule than the exception, and criminals faced more dire punishment for rustling than for murder in some areas. Consequently, reward notices were common place.

Today, however, such thefts are rare. Fences and careful observation have long since eliminated most of the rustling activities, while modern marketing has made such thefts less profitable.

Frankly, we doubt if any extensive, highly organized cattle theft ring is operating in the area, but at the same time it is questionable if any other type of operation could succeed for very long. Meanwhile, we do have evidence that cattle rustling goes on these days, and to ignore the condition would be folly.

The best we can hope for is that the activities do not spread into the realm of automobiles, in which case it would be comparable with the old days, chiefly because everybody has at least one.

Modern Cry: Let Teacher Do It

American parents keep flooding the nation's schools with children to be educated and it must be admitted that our public school system does a marvelous job at this task.

But it has been evident during recent years that parents have been pushing off their own responsibilities to the school teacher.

The schools have been asked to shoulder more and more of the load of child rearing and the parents who are relieved of this responsibility are likely to be the same ones that gripe about higher teacher pay and heavier school taxes.

It used to be that the school teachers were expected to teach their pupils reading, writing and arithmetic, leaving the rest of it to parents and the in-laws that make up a family unit.

Nowadays there are a lot of other things expected of a teacher. We expect the teachers in our schools to teach manual training, home economics, music education, physical education, sex education, foreign languages.

Some parents, not content with having the schools take on this added load, would like to see the schools take on the religious education, too. At that, the school room prayer is likely to be the only religious education a lot of youngsters get.

The school has always served as the first break toward independence for a child. The six year old who is taken to a school building full of strange people, thrust into a strange and sometimes frightening environment, needs an understanding teacher to help him adjust.

As time goes by, the student becomes more independent, learns to live with others outside of his family. By the time he reaches junior high, in too many cases, home is merely a stop on the busy round of activities, a place to take on food and sleep and to say a brief greeting to parents and the rest of the family.

It is a fact that much, if not most, of a child's activities center around the school and its allied program. The school has

"Moving In -- Uninvited"



'Sacrifice' Sales Pitch Lures Bargain Hunters

Bargain hunters were cautioned by Bill Thompson, Manager of Deaf Smith County Chamber of Commerce, to be wary of offers which cite unusual circumstances as reasons for making

extraordinary price reductions. Thompson warned that although genuine bargains often result from unexpected events, schemers take advantage of this fact to dream up phony

situations to lure the gullible into thinking they are getting a terrific bargain.

"Housewives and businessmen currently are being solicited to buy merchandise from promoters who specialize in unusual offers designed to appeal to the purchaser's fondness for bargains," Thompson said. "According to the National Better Business Bureau, with which we are affiliated through membership, many of these unusual appeals are strictly phony."

For years, the Chamber of Commerce manager continued, one advertiser has offered business firms and their employees paint at distress prices, because they have a quantity of it in a nearby warehouse due to cancellation of an order, and are willing to sell at a sacrifice rather than to have it shipped home.

Literally thousands of processed identical letters have fooled many into thinking they were getting a bargain, he noted. When this was merely the usual method this company used to palm off their inferior merchandise.

"Housewives currently are being offered sets of waterless cookware for about one-fifth their alleged price for a variety of spurious reasons. On occasion, it is because the sets supposedly are part of a shipment of 'unclaimed freight.' Another gimmick frequently used is that the advertiser 'must liquidate' or that it must be sold to 'settle an estate,' Thompson commented.

Bargain offers are an everyday occurrence in American merchandising, and market-wise buyers know how to take advantage of them. However, when reasons given for selling at a great sacrifice are always used for selling, the practice is usually deceptive, he warned. "Furthermore, the merchandise is usually shoddy or highly overpriced. Prospective purchasers should take time to investigate, for it is quite possible that the alleged bargain offered is selling locally for even less," Thompson concluded.

50 YEARS AGO

Fair Exhibits Show Area's Agriculture

That the Texas Panhandle is becoming more and more important as a general crop county is proved conclusively by the many fine exhibits from that locality in the agricultural department of the State Fair. Many of the counties irrigate extensively, while others receive an abundance of rainfall and need no water, save that which naturally falls from the skies. Clear out on the very west edge of the Panhandle lies Deaf Smith county. Three years ago the cattle roamed at will over most of the county. Then somebody conceived the brilliant idea of boring for water. Today the number of wells would be hard to estimate, thousands of acres are incultivated, under irrigation, and the exhibit at State Fair shows a great variety of products raised. The display was several days late in reaching Dallas, and consequently could not be entered for any of the prizes. This is a great disappointment to E. Baskin and J. A. Stegall of Hereford, who are in charge, but they have, nevertheless, arranged a booth that, while not so large as some, draws many admiring looks from the State Fair visitors. Strung across the top of the booth are green and rope peppers. Peppers are not a "principal crop," yet Mr. Baskin points with pride to the fact that twelve peppers had a combined weight of six and one half pounds. To one side of the entrance is baled alfalfa hay; which is one of the principal crops, and on the other side is an immense glass jar, containing a sample of kaffir corn silage, the only one at the Fair. This kaffir corn was a portion of the crop raised by John J. Zinzer of Hereford, who made 350 tons of silage from thirty-nine acres.

10 YEARS AGO

Lettuce sheds have been working hard all week, despite muddy fields which caused a slowdown on harvesting, and the processing of the crop is "expected to continue until frost catches us," as one packer said. Soggy fields prevented the use of regular equipment without special help, so crawler-type tractors were brought in to pull trucks and trailers through the mire, though these have torn up fields so badly that it is unlikely that any more lettuce can be gotten out of the fields. About 400 cars of lettuce have been brought out of the fields since the rain. Approximately half of the harvest has been shipped off by rail, with the other half going out by truck.

charge of a student more hours than the parents does, in a great many cases, and it is to the everlasting credit of our school teachers that they do such a good job with these children.

But while schools do a good job with

giving our children an all around education, the fact remains that parents are too prone to let the schools and the teachers furnish the guidance and counseling and adjusting that ought to be done at home by parents. —Ochiltree County Herald

Panhandle Paragraphs

COUNCIL SAVES ON WELL

Oilton's City Council, by refusing to accept bids on a proposed water well two months ago, has saved the city about \$5,000. That fact was clear following the acceptance of new bids at a special council meeting last week. Total of bids for the project was \$13,542.74. At a council meeting in mid-August, the group tabled low bids which totaled \$18,404.74. After tabling two bids in mid-August, the council investigated the project further, hoping to get a cheaper price and still meet the needs of the city. Last week, the group accepted a bid of \$8963 from Peerless Pump and Goynne Drilling, both of Plainview, and a bid of \$4579.74 from Conklin Brothers, Plainview. The total came to \$13,542.74.

—THE OILTON ENTERPRISE

BOND ISSUES CALLED

The Littlefield city council reached the end of a six-weeks maze of engineering studies, advisory meetings and finance sessions Monday night with a decision to offer to city residents two bond proposals on November 19, one for water system improvements and a second for drainage of Highway 84 through town. The water proposal would beef up the city distribution system extensively and go to nearby sandhills for a new, larger water supply. The drainage proposal would install storm sewers to drain the city route of Highway 84 which often stands at 14 to 16 inches of water. The water issue will call for \$909,000 for new construction plus \$79,000 to pay off present indebtedness. . . . The drainage proposal tentatively is for \$162,193. The council hopes the amount may be lessened some by State Highway Department participation.

—LAMB COUNTY NEWS (Littlefield)

DRAINAGE BOND FIGURED

A first good omen on the upcoming Littlefield city bond election—and one worth \$14,000—came Friday from the Texas Highway Commission, which affirmed that its department will maintain a good Highway 84 business route through town and will take part in a storm sewer program necessary to the improved city route. The action will let the city lower the figure on a bond issue for this project from \$162,193 to \$148,000. The lower figure will be used when a formal call of a November 19 bond election is made by the city county Tuesday night.

—COUNTY WIDE NEWS (Littlefield)

SCHOOL GROUP WINS NATIONAL AWARD

A Waka school group has been named one of the winners of Parent's Magazine Youth Group Achievement Awards for teenage public service in 1962-63. The seventh and eighth grade group has been singled out as one of the youth groups in the entire United States and Canada to receive a certificate of honor and a silver plaque. Only 1965 groups received this honor from among 5000 entries in the contest. Waka group was given the award based on service to the school and also to the community.

—THE SUNDAY HERALD (Perryton)

VAST WT GROWTH MAPPED

Plans for a campus to accommodate a student body almost twice the size of the present City of Canyon was approved Friday for West Texas State University. Meeting here for the first time since 1959, the board gave its approval to a master plan presented by Dr. James P. Cornette and Virgil Henson, president and controller of the university. Earl Parge and Bob Hucker, Amarillo architects who presented the master plan, said it is designed to accommodate 12,000 students by 1989. West Texas presently has an enrollment of 4169. Dr. Cornette pointed out that the master plan, which had been requested by the Board of Regents, was only tentative and subject to change.

—THE CANYON NEWS

THE BOOTLEG —Philosopher

Editor's note: The Bootleg Philosopher on his bindweed farm throws up his hands in the face of an impossible job, his letter this week reveals.

Dear editor:
People are always saying a man ought to keep up with what's happening in the world, but it can't be done. Last night for example I was leaning through a high-powered national magazine and ran across a seven-page article on "U.S. Policy in Yemen."

This is what I'm talking about. Yemen? I never heard of the place, and I'll bet a year's subscription to The Hereford Brand that not over two people within ten miles of this bindweed farm ever heard of it either, yet it's a country on the foreign aid list the same as the others.

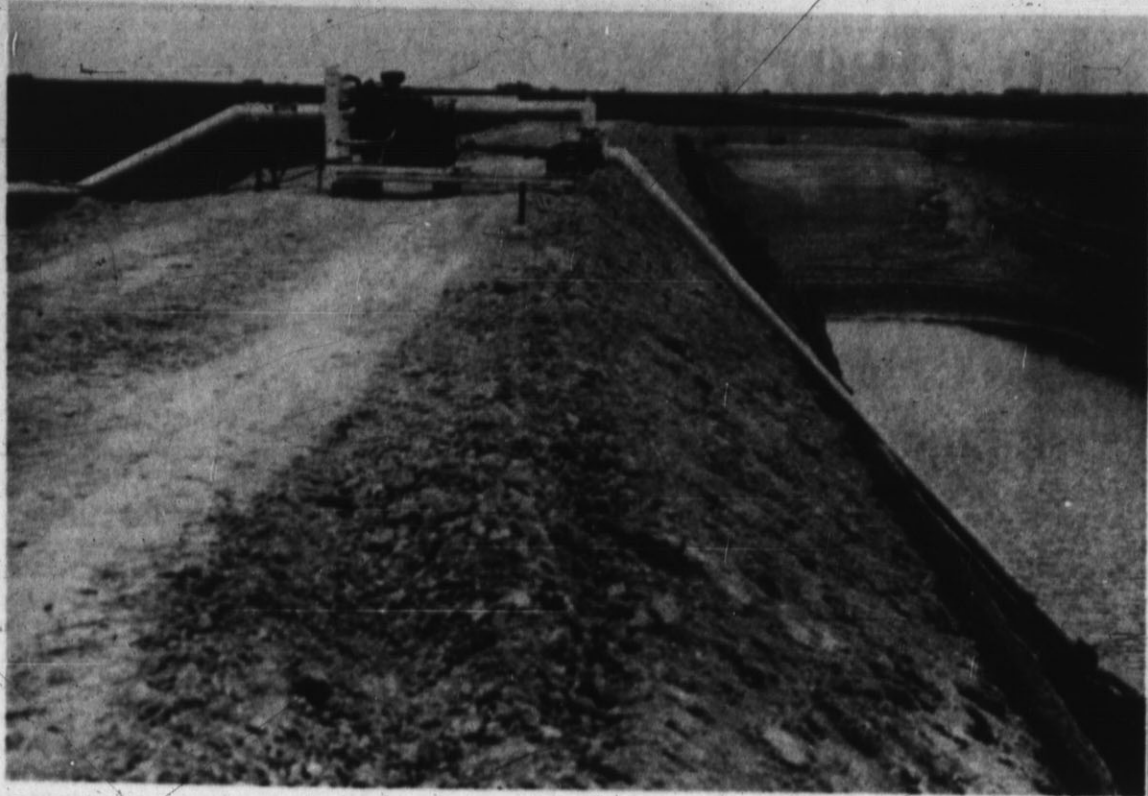
Now I don't mind admitting I didn't read that article on the grounds that if I brought myself up to date on the situation in Yemen, it would be only fair to do the same for South Viet Nam, Iran, the Congo, Algeria, South Korea, etc. through the entire list of 175 nations now on earth, and by the time I got through I'd have to start back over as the situation changes every week or two in most of those places.

This wouldn't leave me any time for farming, and if I'm not going to have any time for farming, I'd rather I'd be because of something besides the study of geography.

Trying to keep up with what's going on in the individual countries of the world is beyond my reach. It's like trying to keep up with all the politics in all the counties in all the states in the United States, when half of the time I don't even know what's going on right here in Deaf Smith County. In fact, I'll bet there aren't a dozen people within ten miles of this farm who can name all the officials in this county, and even if they can, I don't believe they'd have much edge on the rest of us.

The way I see it is, if a man keeps up with one county, one state, a few children, two or three football teams and three or four countries, he's got his hands full. I may be ignorant of most of the world, but you've got to remember that most of the world is ignorant of me. This is probably an agreeable situation all the way around.

Yours faithfully,
J. A.



ONE OF SEVERAL tests run in the Friona pump with a 550 gallon-per-minute capacity on tailwater recovery was this one on city is used. Pumping cost is 18 cents per the J. B. Taylor farm. A 4-inch centrifugal hour.

Tailwater Recovery Pays, Tests At Friona Prove

It re-circulation of "tailwater" used in farm irrigation systems profitable?

This is a question which irrigation farmers have been asking for years. Accordingly, the High Plains Underground Water Conservation district has been running a number of tests in Farmer county.

The organization has come up with these figures after checking results of tailwater re-circulation:

The most important benefit of a tailwater return system is the water salvaged. Records covering a six month period on four tailwater return systems show an average of 65 acre feet of irrigation tailwater recovered per system. There are nine wells contributing tailwater to these installations which would be an average of 29 acre feet of

irrigation tailwater recovered per contributing well.

Economists have estimated that an acre foot of water when applied for irrigation will increase the yields above dryland yields approximately \$40. Therefore, the average of 65 acre feet of irrigation tailwater recovered would have a gross value of \$2,560 per system.

The average pumping cost for fuel, both butane and electricity, on a recovery system is \$1.90 per acre foot of water. Compare this to the \$3.20 fuel cost per acre foot of water for the contributing irrigation wells. The difference in cost per acre foot of water for pumping is \$2.30. This would mean a saving of \$84.50 in fuel cost alone on the 65 acre feet of water salvaged. Once a farmer begins using

a tailwater return system he commences to find many side benefits. Probably one of the most advantageous of these is that by using the return system he can control the application of water in such a manner as to eliminate hot-spots or dry-spots without wasting water.

Benson Winner Of Toastmasters Speech Trophy

Hereford Toastmasters club, at its Thursday night dinner meeting, had Melvin Jayroe a topicmaster with political figures as the subject. Dr. Milton

School Menu

Junior-Senior Cafeteria
MONDAY — Spanish Rice, Stuffed weiners, buttered potatoes, mixed vegetables, tossed green salad, apricot cobbler, rolls, butter and milk.
TUESDAY — Barbecue on bun, hamburgers, potato chips, buttered broccoli, tomatoes, lettuce, onions, pickles, beatnik cake and milk.
WEDNESDAY — Chuck-wagon, beans, stew, spinach, hominy, cole slaw, ice box cookies, half a peach, cornbread, butter and milk.
THURSDAY — Baked turkey with gravy, beef cutlets, candied sweet potatoes, green beans, cranberry sauce, stuffed celery, apple cobbler, hot biscuits, butter and milk.
FRIDAY — Fresh catfish filet, chicken & noodles, buttered corn, steamed cabbage, carrot sticks, applesauce cake, rolls, butter and milk.

Elementary Cafeteria
MONDAY — Spanish rice, but-

C. Adams was the winner. In Thursday night's talks, Harley Benson spoke on "The Great Crisis of 1964," and Don Chaney on "Lucky Me" from the Basic Training Manual.

Benson won the best speaker's trophy, and Melvin Jayroe the best evaluator spot. Most improved speaker was Chaney. "The club will meet Friday night, Nov. 8, at the Westway community center when the club will present a typical Toastmasters program.

Melvin Jayroe has presented a United Fund talk to employees of Southwestern Public Service Co.

Don French, new general foreman of Southwestern here, was a guest at Thursday night's meeting.

Members present were Kenneth Rudd, Hardy Benson, Bill Penn, J. Raymond Flores, Melvin Jayroe, Don Chaney, Bob Rott and Dr. Melvin C. Adams.

tered potatoes, tossed green salad, apricot cobbler, rolls, butter, and milk.
TUESDAY — Barbecue on bun, potato chips, mixed greens, combination salad, Beatnik cake and milk.
WEDNESDAY — Chuck-wagon beans, spinach, cole slaw, ice box cookies, half a peach, cornbread, butter and milk.
THURSDAY — Baked turkey with gravy, candied sweet potatoes, cranberry sauce, stuffed celery, apple cobbler, hot biscuits, butter and milk.
FRIDAY — Deep sea doodle, buttered corn, carrot sticks, applesauce cake, rolls, butter and milk.

PENNEY'S DOLLAR DAY VALUES

ALWAYS FIRST QUALITY



huge pre-holiday savings on wash 'n wear prints, plaids, solids! Choose any!

3 \$5

Unbeatable for holiday giving OR wearing. An amazing selection at an even more amazing price. Choose button-downs or regular collars in soft 100% combed cottons and wrinkle fighting Dacron® polyester 'n cotton. Both need little or no ironing. In all your favorite colors and blends!

FAMILY JACKET SPECTACULAR

Due to unseasonable warm weather, our Entire Stock of Girls' and Women's Coats are now Reduced!

GIRLS'	WOMEN'S
\$7-\$9-\$10-\$12	\$10-\$14-\$17-\$22
Men's Quilted Nylon Ski Parka \$9.88	Boy's Quilted Nylon Ski Parka \$7.88



COLORFUL FLEECE-LINED PLAY SETS

2 for \$5

Wears like iron, warmly lined! Perfect for boys or girls! Elastic waistband and cuffs! Machine wash.



SPECIAL! FLANNEL SHIRTS IN BRIGHT, BOLD PLAIDS

\$1

Warm 'n soft flannel sport shirts at sensational savings... regular collar style with plastic buttons. 100% woven cotton for longer, comfortable wear. Patterns and colors galore. Stock up now and save!



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All the extras in Raschel knit thermal shirts and drawers of 100% combed cotton. Extra soft, long wearing. Value.



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Value! Cotton sweatshirt with cotton fleece lining has zip front and 2 pockets. Full cut too in great colors. Save!

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Big values on the hottest look ever! Combed cotton knit tops and nylon fleece stretch slacks! Top value! Top colors.

Penney's 313 N. Main is open Weekdays 9 to 6, Sat. 9 to 9

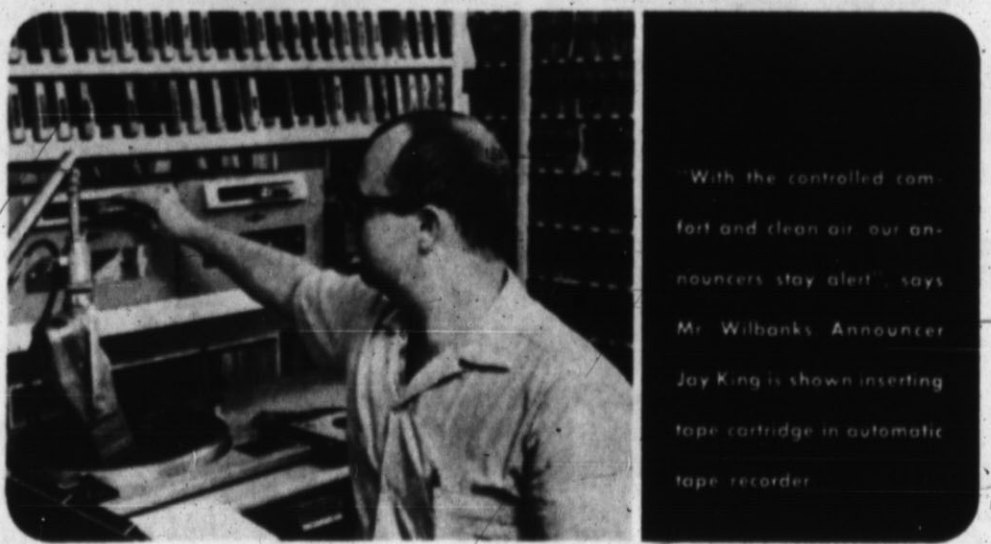


"WITH ELECTRIC HEAT WE SAVE \$200 TO \$300 A YEAR ON EQUIPMENT WEAR AND TEAR!"

SAYS **Fred Wilbanks** GENERAL MANAGER OF KRSY-RADIO, ROSWELL, N. M.



This modern, well-designed radio station has 1,500 square feet of completely electric. A versatile electric heat pump heats, heats and filters the air — automatically — 24 hours a day. Ideal here, for this radio station is on the air 24 hours every day.



With the controlled comfort and clean air, our announcers stay alert, says Mr. Wilbanks. Announcer Jay King is shown inserting tape cartridge in automatic tape recorder.



"It's pure comfort for our employees — even in minus 22 degree weather", says Mr. Wilbanks. E. L. (Abe) Lincoln, sales manager, and Mrs. Joleen Serfas, traffic coordinator, agree.

■ Fred Wilbanks is enthusiastic when he talks about his total electric radio station. "One way we save money", he says, "is through longer tape head life. Our headlife, since we've been in this clean, dust-free, electrically heated and air-conditioned building, is 3 times greater. On this, and other equipment, our savings are \$200 to \$300 a year".

Your Public Service Manager has the facts for heating your home or business electrically. Ask him!





BUS-RIDING CATTLEMEN came to Hereford Tuesday as part of a two-day tour of feedlots in the Lubbock-Clovis-Amarillo Triangle, stopping over here for lunch at the Bull Barn. Hereford area was called a "natural" for the complete livestock production industry. Here are the busses lined up, ready for the takeoff—except for the two passengers yet to board the busses. The Tour was sponsored by West Texas Chamber of Commerce. (Staff Photo)

Freeman To Hear Farmers' Views

Secretary of Agriculture Orville L. Freeman will visit Lubbock Monday, to learn first-hand what Panhandle farmers and ranchers across the nation are thinking and saying. T. D. Nix, acting manager, Deaf Smith County Agricultural Stabilization and Conservation office.

The Lubbock "Report and Review" meeting is scheduled for 2 p.m. in Municipal Auditorium. It is the last of an extensive series of similar meetings.

All commodities and crops have been represented: wheat, corn, cotton, feed grains, livestock, dairy and poultry farmers have turned out to present their views to Secretary Freeman.

In every meeting Freeman has emphasized that he wants to hear from individual producers. The meetings have been planned by the Secretary with arrangements being handled by USDA agencies. No private organization has a part in their planning or conduct, according to the USDA announcement.

The Secretary described the meetings as "an opportunity for me to hear what farmers and ranchers have to say about the Department of Agriculture and about farm programs and legislation."

In order that most of the time can be available for questions and recommendations, Secretary Freeman will make only a brief report on the agricultural situation.

The audience then will have an opportunity to question the Secretary using cards distributed as they enter Municipal Auditorium.

After answering the questions, the Secretary will hear and respond to comments, statements or additional questions from the floor.

Questions submitted to the Secretary, as well as a complete recording of the meeting, will be available for later study by the Secretary and his staff to guide them in the administration of existing programs and in the development of future programs.

Mr. Freeman is expected to arrive on the Texas Tech Campus about noon on November 4. He will meet first with press, radio and TV newsmen before going to the general meeting which will be open to the public.

Local Residents See ACC Musical; Visit Students

A group of Hereford residents attended the Abilene Christian College presentation of "The Musi Man", given Thursday, Oct. 24. Several of the group stayed for homecoming at the college.

Among the cast members and production crew of the musical were several Hereford students. Appearing in the cast were Sherry Patterson and Charles Kelly.

In addition to playing the part of Ethel Toffelmier, Miss Patterson was costume mistress and headed the costume crew. Jackie Fooks, son of the Rev. and Mrs. Gene Fooks, was a member of the production staff. Playing in the orchestra was Miss Kathy Knox, daughter of Mr. and Mrs. Stan Knox.

Louise Axe, daughter of Mr. and Mrs. W. P. Axe, a member of the ACC band, played in the band as it marched in and around the auditorium for the final number.

Before the presentation of the musical the Hereford students and several friends and the group held a picnic supper in Will Hair Park in Abilene.

In addition to those working with the musical, Sharon Farmer, daughter of Mr. and Mrs. Frank Farmer; Leslie McGee, son of Mr. and Mrs. Ernest McGee, and Jo Blevins, granddaughter of Mr. and Mrs. W. H. Blevins, were included in the group.

Making the trip to Abilene were Mr. and Mrs. McGee, Mr. and Mrs. Blevins, Mr. and Mrs. Dale Kelly and their daughter, Mrs. R. P. Odom of Stanton; Mr. and Mrs. Elmer Patterson; Mr. and Mrs. Marvin Crowson; Mrs. Gene Fooks, and Mrs. Stan Knox.

BEST PANCAKES
Ever Served in Hereford
HIGH SCHOOL CAFETERIA
THURS., NOV. 7



P. G. C. Cattle Cubes are higher in total digestible nutrients than cotton seed meal or cake. Also as compared with 41% protein cotton seed cake these cubes are higher in productive energy as expressed in calories.

You get more for your dollar with P.G.C. cubes

We are booking these cubes at the present time and strongly recommend that you obtain your winter needs immediately.

HEREFORD GRAIN CORPORATION

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Brick Plant Here Making New Kilns

Hereford Tile and Brick Co., which recently installed new brick-making machinery, is in the process of erecting a new kiln to bring the plant's capacity up to 65,000 bricks for each "burn" says Thomas J. Dacus, vice-president and general manager.

With present kilns, 10 or 11 days are required for each burning operation, but when the new kiln is in use the time will be reduced to eight days, Dacus says.

The firm's plant, located just east of Hereford, has undergone extensive expansion in the last few months, putting in new brickmaking machinery and a

new building to house the equipment, Dacus explained.

He says demand for the Hereford products is good, adding that "demand is ahead of our capacity to produce bricks."

The company turns out a rose-colored brick, antique white and gray at the present time, but is experimenting with whites and pinks with the prospect of having bricks of those colors on the market before long.

Dacus says 22 to 25 men are on the payroll, "all of them local residents," with Robert Ellis-Anwyl in charge of production. Ellis-Anwyl has had 35 years' experience in the ceramics business and is turning out

Mrs. R. Morgan Presents Lesson On Raised Design

Mrs. Robert Morgan presented a lesson on raised design for members of Ceramic Art Club at their meeting Thursday in the home of Mrs. John Robinson.

Refreshments were served by Mrs. Robinson to Mrs. Ray Calvert, Mrs. O. H. Culpepper, Mrs.

"a high quality line of brick at our plant."

Clay for the factory comes from a deposit north of Vega on the Tom Green ranch, and Dacus says there is enough clay in that one area "to keep our plant in operation for 300 or 400 years."

J. R. Hickman and J. A. m e s Witherspoon of Hereford are among the principal stockholders of the company.

W. C. Hromas, Mrs. W. H. Awrey Sr., and Mrs. Morgan.

The next meeting will be in the exhibit room at the First National Bank Nov. 21, with Mrs. Herbert Boardman as the hostess. Each member will exhibit an example of her art work.

Area Vegetable Conference Set For January

Vegetable men from Hereford and surrounding areas are making plans for a vegetable growers' conference to be held next January. At a meeting in Plainview Oct. 23, High Plains and Top of Texas Vegetable Growers discussed the January conference.

Among those attending from here was County Agent J. W. (Lefty) Thomas, who said the January program will hinge around mechanization, breeding of better adapted plants for mechanical harvesting, disease resistance and consumer demand. The group also will review experimental work on weed control, both by mechanical means and by chemicals.

"The consensus of opinion expressed by the group seemed to point toward these situations which may develop into more problems for the vegetable industry: Should farmers keep records of all insecticides going on in each field from year to year? the county agent said.

The idea of record-keeping on insecticides used grew out of the recent experience which some Hereford vegetable growers had when small quantities of an insecticide were found on carrots produced here.

"Vegetable diseases, in all probability, with lax controls, will become a greater problem, such as our potato diseases," Thomas explained. "They are caused by soil fungus, insects and diseased seed." He cited lettuce as an example. It is becoming more prevalent in this area, he added. "Farmers, spray people and others should become more conscious of the need for plant protection and the presence of these bacteria, fungi and viruses. We all know that when diseases once enter these plants, damage will follow."

He said the group also was concerned with market systems



PASTOR OF The First Baptist Church in Muleshoe, the Rev. Don Murray, will be speaker for First Baptist Men's Fellowship supper here Monday at 7:30 p.m., the pastor, the Rev. B. L. Davis, announced. Music has been arranged by Duane Barrett, music and education director of the church. Men are asked to bring a covered dish; meat, bread and drinks will be furnished.

available and their utilization. They also were interested in putting emphasis on production of quality vegetables rather than yield alone.

Attending the Plainview planning meeting were representatives of shippers, growers, Texas Tech, experiment station personnel and Extension Agents.

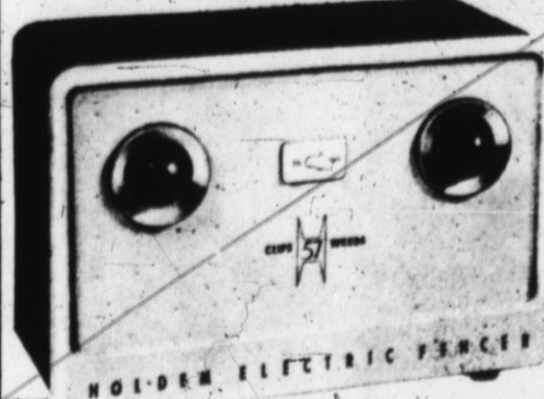
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With Weed Chopper Element built in.
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- Electric Fence Wire • Insulators
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Hereford Hardware

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SEARS ROEBUCK AND CO.
Dollar Day SPECIAL
Reconditioned—Good As New
ELECTRIC BLANKETS
Single Control \$5⁹⁹ Dual Control \$8⁹⁹
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Since our home has a Reclina-Rocker with the Good Housekeeping Guaranty Seal... We speak only to the best people!

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Adrian News

Child Dashes In Front Of Car, Is Injured Critically

By Ann Beavers
Darrell Scroggins, 2-year-old son of Mr. and Mrs. Bill Scroggins, Channing, was critically injured Saturday night when he dashed into the path of an automobile near his home. The child was rushed to Coon Memorial hospital in Dalhart where he was being treated for multiple injuries.

At latest report, his condition was listed as critical. Officers said the driver of the car was Jack Alexander of Channing. The accident occurred at 8:50 p.m. Saturday.

Home from college over the weekend to visit their parents were Calvin Peters, Sam Brown Perry Gruhkey and Kathy Dromer.

Caprock 4-H Foods group met last Wednesday afternoon in the home economics room when Mrs. Russell Patterson gave a demonstration on making muffins and Mrs. Howard Engle presented a demonstration on how to make a banana milk shake.

Fred Zonick, Pocomma, Calif. enroute to Willow Springs, Mo., visited the Brub Beavers family last week.

Mr. and Mrs. Cotton Johnson and children and Buck McNabb visited last weekend in Hollis, Okla.

Adrian Halloween carnival is to be held Thursday evening, starting at 5:30 p.m. Supper and games are planned.

The sophomore class held its class party Friday night when 22 enjoyed supper at an Amarillo restaurant, went bowling and saw a movie. Hosts were Mr. and Mrs. Harvey Floyd, Mrs. Horace Betts and Mrs. Leland Burns.

Doriss Horton won a blue ribbon on her Angus calf last week at the fair at Dallas.

Mr. and Mrs. John Horton and family were guests of the Troy Lemley family Saturday at Crosbyton.

Mr. and Mrs. Luther Wagner were guests Saturday of Mrs. Julian Fincher and A. B. Fincher in Amarillo.

Mr. and Mrs. Les Gilliam and daughter visited Mr. and Mrs.

Jimmy Gilliam and family in Hereford over the weekend, and also visited in Encohs with Mr. and Mrs. Jerry Gilliam and Vester and Linda.

Mrs. Ina Shaffer from San Jon, N. M., visited the Alford Jobe family last week.

Ray Price from Early Mark, Calif., visited the Zed Price family last Wednesday. He was enroute from Arkansas back to California.

Chubby Sasser, Kileen, visited over the weekend with the Manuel Loveless family. Also visiting the Loveless family was Mrs. Dorothy Sasser from San Jon, N. M.

Mr. and Mrs. Wilbur Harris and children visited her parents, the Fred Schylers, over the weekend in Woodward, Okla.

The Adrian Methodist church held a revival this past week with the Rev. Jesse Dea as evangelist and Robert Jacobson as song leader.

Mr. and Mrs. P. N. Johnson and family and Mr. and Mrs. Les Gilliam and daughter visited Boys' Ranch Sunday.

The Adrian seniors have started work on their school annual, selling advertising space.

The senior class presented its play Friday night, "Nowhere Fast."

The Adrian Student Council has installed a pencil and paper dispenser in the school as a fund-raising project. Funds will be used to support a scholarship.

The First Baptist Church of Adrian will begin a revival Sunday which is to continue through Nov. 10. The Rev. Charles Love, pastor of Calvary Baptist Church, Beatrice, Neb., will be the evangelist. He is a graduate of Hardin-Simmons University in Abilene, and of Southwestern Seminary in Fort Worth.

Leading the music will be Rex Manley, music director of Adrian High, with Mrs. Floyd Brown at the piano. The pastor, the Rev. Dave Sellers, says members are trying for a record attendance in Sunday School.

Legal Notice

NOTICE TO BIDDERS
Sealed proposals for furnishing and installing approximately 4,600 LF of 12-inch sanitary sewer together with miscellaneous items will be received at the office of the City Manager, City Hall, Hereford, Texas, until 2:00 P.M., November 18, 1963, and then publicly opened and read.

Bidders will be required to submit a bond of five (5%) percent of the total amount of the bid as a guarantee that the bidder will enter into the contract under the conditions set forth within ten days after notice of award of contract. The Contractor will be required to post a 100% performance bond and labor and material payment bonds. The minimum wage shall apply on this work and is the established rate for this area. The City reserves the right to reject any or all bids, to waive informalities and to accept the bid deemed to be the most advantageous to the City.

Specifications and plans may be inspected or obtained at the City Hall, Hereford, or at the office of McMorris & Associates, 6300 Canyon Drive, Route 1, Box 826, Amarillo, Texas, 79106, upon a deposit of Twenty (\$20.00) Dollars which will be refunded only to each actual bonafide bidder upon return of the Plans and Specifications.
CITY OF HEREFORD, TEXAS
By: Ray Cowsert, Mayor
5-18-2C

You can cook frozen broccoli in a moderate oven along with meat or fish. Thaw the broccoli enough to separate, then place it in a buttered 1 1/2 quart baking dish with a teaspoon of salt (for two packages of the vegetable) and a couple of tablespoons of butter or margarine. Cover tightly and bake about an hour.

Company touch: add sliced water chestnuts to cooked green peas and heat gently with butter.



WINNING FIRST PLACE as the "Tackiest" was Mrs. R. D. Wilson at the annual Halloween bowling night of Sunset Keglers Women's Bowling League. The annual event of the league was held Monday as the members competed in regular competition. (Staff Photo)

If those cans of vegetables and fruit didn't get used up last summer, serve them to your family right now. There's some loss of nutritive value when canned foods are held for a long period of time at a high temperature.

Don't bake muffins at a higher temperature than 400 or 425 degrees, even if you are in a hurry to serve them. Too high heat encourages peaking, thick crust and a coarse compact texture.

UNDER NEW MANAGEMENT



George Bloodgood

George is well qualified to hold this position and will do his utmost to offer you the best in . . .

QUALITY SERVICE

Mr. Bill Dufur, Sales, and Mr. Ben Medley will remain in their present positions.
George welcomes all old and new customers

Free Coffee & Cookies



1st Supply Co. Inc.
AUTO SUPPLIES • TOOLS • EQUIPMENT

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FIELDCREST
Heavy Winter Weight

BLANKETS

100% VIRGIN ACRYLIC
Completely Washable
Shrink Resistant
Permanently Moth Proof
Non-Allergenic
Size 72x90
\$9.98 Value

\$6.99

NYLON HOSE

Values to 1.35

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26 Only
Men's Short Sleeve

SPORT SHIRTS

4.00 value

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Group 53 Pair
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Values To 6.50

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Pair

15 ONLY

LADIES SWEATERS

Group Men's Values To \$12.95

\$2.59

\$7.98 Values

Group Men's Values To \$12.95

FELT HATS

\$1.99

\$7.98 Values

Rutherford & Co.

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Sale

PLAYTEX \$2.50 BRAS

2 for \$3.99

Save \$1.01

Save \$1.01 on these famous bras! This sale lasts only a short time, so get your Playtex soon. All these bras have the extra feature of double elastic in the back for double wear. Choice of 4 styles:

- A. Cotton & Lace—nylon lace cups fully lined with soft cool cotton.
- B. Cotton-Dacron Bras—coolness of cotton—easy care of Dacron polyester.
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- D. Fashion-Magic Bras—underlift panels for fashion's younger look.

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2. Tie Breakers will be used in case of a tie. Three prizes will be given—\$7.50 first prize; \$3.50 second prize; \$1.50 third prize.
3. Entries must be post-marked not later than 6 p.m. Friday or left at the Hereford Brand not later than 5 p.m. Friday. Address all entries to "Football Contest," Hereford Brand, Hereford, Texas.
4. Name and address must appear on your ballots.
5. Contest is open to ALL, except employees of the Hereford Brand. Sponsors and experts gladly accepted.
6. The person picking the most winners at the end of the season will receive 2 cotton Bowl Tickets. 2nd Place will receive 1, 3rd Place will receive 1, also.
7. Winners of Cash Prizes will be announced on this page each week.

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Michigan State at Purdue

WTSU at N. M. State Univ.

Clemson at North Carolina

Northwestern at Wisconsin

Pittsburgh at Notre Dame

Oregon Univ. at Wash. State

Princeton at Harvard

Stanford at USC

SMU at Texas A & M

John Carroll at Thiel

REUBEN KNOX

Hereford at Dumas

UCLA at Air Force

Arkansas at Rice

Baylor at Texas

Florida State at Georgia Tech

Florida U at Georgia

Michigan at Illinois

Kansas State at Texas Tech

TCU at LSU

Maryland at Navy

Michigan State at Purdue

WTSU at N. M. State Univ.

Clemson at North Carolina

Northwestern at Wisconsin

Pittsburgh at Notre Dame

Oregon Univ. at Wash. State

Princeton at Harvard

Stanford at USC

SMU at Texas A & M

John Carroll at Thiel

Winners Of Last Week's Contest

Duane Albrecht
1st

Therese Albrecht
2nd

Cawthon Bryant
3rd

Official Entry Blank

Hereford at Dumas

UCLA at Air Force

Arkansas at Rice

Baylor at Texas

Florida S. at Georgia Tech

Florida U. at Georgia

Michigan at Illinois

Kansas S. at Texas Tech

TCU at LSU

Maryland at Navy

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ADDRESS _____

TIE BREAKER

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Dumas

Kansas State

Texas Tech

Princeton

Harvard

Michigan S. at Purdue

WTSU at N. M. State U.

Clemson at N. Carolina

Northwestern at Wisconsin

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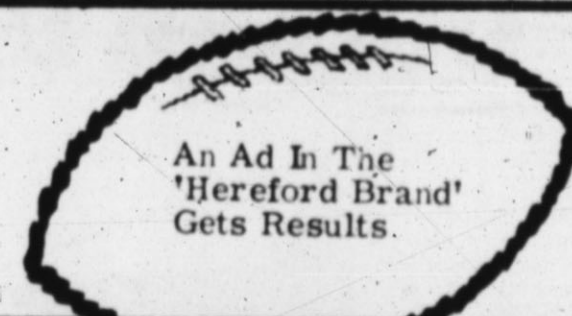
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AUSTIN HIGHLIGHTS

Court Decision Ordering Redistricting Is Appealed

By Vern Sanford
A Houston federal court's order wiping out present State congressional district lines and directing all Texas congressmen to run at-large until the legislature redistricts on the basis of population alone is on appeal to the U. S. Supreme Court.

Atty. Gen. Waggoner Carr's request for a stay of the Houston judges' decision pending final disposition of the appeal was granted by Supreme Court Justice Hugo Black.

Gov. John Connally conceded that the present line-up is unfair, with districts ranging from 113,000 to 960,000 population. But he argued that it's the responsibility of the legislature, not the federal courts. He felt that the action by the Republican majority on the court was politically planned.

GOP members filed the lawsuit attacking the population imbalance among districts.

The Governor pledged to fight the order to the last legal ditch. He termed it "ridiculous" and unprecedented. Connally stated he would call no special session on redistricting "until all other avenues of action are closed."

He felt it would be a waste of their time and \$400,000 in tax money.

His belief was that such a complicated measure could not be worked out in 30 days, especially since there have been no decisions of the U. S. Supreme Court to show what, if any, rules will be placed on Congressional redistricting.

A Georgia case will be argued in November. This may provide guidelines.

Connally believes that once the filing deadline has passed in February the Supreme Court will not interfere with the 1964 elections.

Top ranking Republicans found the Governor's tough words "shocking."

State AFL-CIO President Hank Brown said "complete and total anarchy is going to be the result of failure to redistrict before the February 3 filing deadline."

The Governor drew blasts of criticism from major cities, which are under-represented in Congress. But there was approval from rural areas. They will lose strength in Congress when the districts are re-adjusted to be more equal in size, population-wise.

THE COURTS SPEAK
Aside from congressional redistricting, the courts had plenty to say last week. State Supreme Court held that the City of Haskell can spend municipal tax money to fight building of a dam by the North Central Texas Municipal Water Authority. Its decision upheld a Court of Civil Appeals finding but overruled the trial court verdict for the Authority.

The city considered the proposed dam on Miller Creek would be detrimental to its water supply. Cities in the Authority's territory are Seymour, Knox, City, Munday, Goree, Haskell, Rule and Rochester.

Third Court of Civil Appeals agreed with Travis County District Court that the State's 1961 dedicated reserve natural gas tax is unconstitutional and prohibited by the U. S. Constitution.

stitution's 'ommerce clause.'
Tennessee Gas Transmission Company and Panhandle Eastern Pipe Line Company contested the tax.

WILDLIFE COMPROMISE
Parks and Wildlife Commission compromised on applications for free shell-dredging access to oyster reefs in Trinity and Galveston bays. It permitted dredging within 300 feet of live oyster reefs, as opposed to the usual 1,500-foot distance. But it denied dredging near five major reefs and one bird island.

Commission said in a statement, "It is reliably estimated that these revisions in regulations will make available up to two years' supply of shell to relieve current emergency needs."

Then it ordered a widespread study of shell and aggregate resources which contribute \$1,500,000 a year or 2% of the department's income. It concluded that without this important revenue the Commission, in all probability, would be forced to substantially increase fishing and hunting license fees.

FEEL RICHER?
Texans' incomes were at an all-time high in 1962 at \$20,360,000,000, reports the U. S. Department of Commerce. This was 4.4% above 1961. It means that 4.6% of the dollars earned by all Americans belonged to Texans.

But when the massive figures are put in averages, Texans fall back. Texas ranks third in population, but sixth in total personal income. New York's \$50,990,000,000 and California's \$49,180,000,000 mean that people in those states have higher average incomes than Texans.

However, back in 1929 the total personal income of Texas was \$2,700,000,000. Now it's nearly 10 times as much.

HOSPITAL FUNDS APPROVED
State Board of Health has approved \$11,200,000 in applications for federal Hill-Burton hospital aid funds on 21 projects. Grants usually finance half the construction cost.

Allocations include: Leon County Hospital, Buffalo, \$160,000; Lee Memorial Hospital, Giddings, \$100,000; Community Hospital, Luling, \$295,000; Huth Memorial Hospital, Yoakum, \$250,000; Sabine Area Home for Old Adults, Carthage, \$225,000. Grants totaling \$1,000,000 or more each were awarded hospitals in Houston, Corpus Christi, Fort Worth and El Paso.

Water Pollution Control
division of the Health Department found that the U. S. Congress had voted \$340,000 more than earlier announced for community sewage treatment plant projects. It is finding funds for several projects in addition to the 38 originally requested.

SLANT-HOLE OIL WELLS
Roy D. Payne, field supervisor for the Railroad Commission, now reports that there are 900 oil wells shut down in the giant East Texas Field, and about 300 of them have been found to be deviated.

Payne estimated that thousands of barrels of oil from deviated wells are in storage. He said operators are being given the choice of putting it back into the reservoir, or giving it free

to the county from which it came for use on roads.

TALK OIL PROBLEMS
Representatives of five independent oil associations have asked Governor Connally to examine the "serious condition" of the Texas crude oil producing business. They pointed out that other states have formed economic study groups for this purpose.

Represented in the talks with Connally were Texas Independent Producers and Royalty Owners Association, Panhandle Producers Association, Permian Basin Petroleum Association and organizations from West Central and North Central Texas.

WATER RECREATION
Governor Connally's committee charged with working out plans for full recreational use of Texas lakes plans to meet the third Monday of each month.

Committee headed by Marvin Watson, chairman of the Northeast Texas Municipal Water District, asked the Texas Water Commission to make a recreation survey of all Texas lakes. But it would be such a mammoth undertaking the commission's liaison man, Lewis Seward, demurred.

However, the State Water Development Board already has stated it will take recreational potential into account when voting on loans for community water projects.

State Highway Department has just authorized construction of 29 more boat-ramp projects, in addition to the 56 now built or programmed. Each ramp project includes a parking area, access road, incinerator, signs, and landscaping.

'FISH-TO-MARKET' ROAD
Increased requests to the State Highway Commission for "farm-to-market-type" roads, connecting towns with reservoirs, caused Highway Chairman Herb Petry Jr. of Carrizo Springs to jokingly suggest a new road classification, "Fish-to-market roads."

Latest on the list of lake builders is Brady, Tex. It will lose an old mall and school-bus route just west of town when recently-completed Brady Lake is filled. The town wants \$200,000 to build a new road around the lake and over the dam.

SHORT SNOBTS
Governor Connally appointed Gene Lehmann of Kerrville to the Upper Guadalupe River Authority; John Thompson of Beaumont to the Governor's Statewide Water Recreation Study Committee; Donald G. Austin of Chappell Hill and Charles A. Guy of Lubbock to the Texas Commission on Alcoholism.

This past week Governor Connally dedicated the new Owens Corning Fiberglass Corporation plant in Waxahatchie; visited Boys Ranch at Old Tascosa; dedicated a historical marker at Panhandle on the Carson County Court House lawn; spoke at a dinner honoring him in Amarillo and at a Lubbock Chamber of Commerce meeting.

Republican State Chairman Peter O'Donnell Jr. announced that the GOP has a new state public relations director, John Knages, formerly with United Press International's Capitol Bureau. State Rep. Olen Petty of Levelland is the fourth member to resign from the 58th Legislature. Others include former Reps. Bob Hughes and Bob Johnson of Dallas and Rep. Jack Ritter of Austin.

Rep. Dick Cory of Victoria is the new chairman of the Gulf States Marine Fisheries Commission. Governor Connally has proclaimed Nov. 3 as Texas Public Employees Week.

Large undeveloped groundwater resources are available in Refugio County, Texas Water Commission reports.

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CATSUP 14 OZ. BOTTLE	6 for \$1.
CORN CREAM STYLE OR WHOLE KERNEL GOLDEN NO. 303 CAN	7 for \$1.
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CLOVERLAKE-PTS ICE CREAM	5 for \$1	MORTON'S-FROZEN CREAM PIES	3 for \$1
FOLGERS COFFEE	59¢	BANQUET-FROZEN-MEAT POT PIES	5 for 79¢
COOKIES	49¢	SWEET POTATOES	2 for 15¢
PRUNES LB.	33¢	POTATOES RED 10 LBS.	39¢
Scotties - 400 ct.	4 for 89¢	APPLES RED DELICIOUS LB.	19¢
FACIAL TISSUES	4 for 89¢	COCA COLA Reg. or King-Plus Dep.	39¢
Campbell's - No. 1 Can	3 for 49¢	INSTANT MILK Shurfresh - 8 Qt.	49¢
SOUP	3 for 49¢	AIR FRESHNER Glade	49¢
INSTANT MILK	49¢	ANACIN 73¢ Size	59¢
AIR FRESHNER	49¢	COCA COLA	39¢



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CASH AND SAVE

THIRD IN A SERIES

Jefferson County Seeks Employee Pension Plan

Editor's Note: This is the third in a series of four condensations of amendments to be approved or rejected by Texas voters Nov. 9. The original was prepared by State Representative Bill Clayton of the 91st district.

Amendment No. 3 on next Saturday's special ballot will deal only with political subdivisions of Jefferson county and authorizes each political subdivision in that county to provide for and administer a retirement, disability and death compensation fund for appointed officers and employees, or, in the alternative, provides that such political subdivisions, upon authorization by majority vote may elect to join the county retirement system of that county.

Amount which can be contributed by the political subdivision is restricted by the amendment to 7 1/2 per cent of the amount of compensation which each employee is paid by the subdivision, instead of the 5 per cent restriction now placed upon county contributions to the county retirement fund.

The amendment, if approved, would provide restrictions to bonds of the United States, the State of Texas, or counties or cities of the state or counties issued by an agency of the United States government.

It also would prevent recipients from receiving any other pension retirement fund or direct aid from the state if the county-type aid is accepted by the recipient.

Background runs like this: The first public employee retirement programs in Texas were established by cities oper-

ating under authority of their charters, and it was not until 1936 that the first state public employee retirement program was authorized.

Two recent attempts to bring elective officers of the county or precinct into a retirement program have been turned down by Texas voters. The first was in 1958. However, Jefferson county voters favored the proposal.

So, in 1962, a similar proposal was presented to the voters, who again defeated the amendment. Again Jefferson County favored the proposal.

This year's amendment differs from the two previous proposals in that the first two included elective as well as appointive employees to be included in the program. The amendment to be voted on Nov. 9 also is different in that it is limited to Jefferson county.

Arguments FOR the Amendment

Those who favor the amendment point out that it applies only to political subdivisions of Jefferson county, and that the people of that county should have the privilege of establishing the type of retirement system or systems for their public employees which they desire.

The restriction upon investment of retirement funds to "bonds of the United States, the State of Texas, or counties or cities of the state, or bonds issued by any agency of the United States government" guarantees the safe investment of these public moneys.

Arguments AGAINST:

There are 254 counties in Texas, all with precincts and many with various other types of political subdivisions, such as wa-

ter districts, etc.

Should amendment No. 3 be adopted, each session of the Legislature may find additional counties seeking constitutional authority to set up retirement, disability and death benefit systems for the officers and employees of these separate units of government.

Another argument against the amendment is the investment limitation which would require retirement funds to be invested in bonds of the United States, the State of Texas, etc. This, opponents of the measure feel, would lower the interest potential on the investment and could further weaken the already shaky financial base of retirement programs established at the local level.

Still a third argument against the amendment is this: The 2nd per cent increase in the amount which can be contributed by the political subdivision to the fund, allowed under the amendment, "by restricting such contributions to 7 1/2 per cent of the amount of compensation which each employee is paid by the political subdivision instead of the 5 per cent restriction" now on the statutes might endanger the retirement program with small membership. The increased benefits allowed would be difficult to sustain with contributions of the small program.

The final article dealing with amendments to be voted on Nov. 9 will appear next Thursday. Amendment No. 4: would authorize an increase of \$150 million to a total of \$350 million, in bonds or obligations that may be issued by the Veterans' Land Board.

Judge Williams Speaks To Dawn Boys' 4-H Club

County Judge H. C. Williams spoke to members of the Dawn Boys' 4-H Club for the program,

"Definition of Citizenship". The meeting was held Oct. 28 in the Dawn school, with Mr. and Mrs. May and sons acting as hosts.

Mrs. H. H. Miller announced that the Achievement Banquet would be held in the high school cafeteria Nov. 11.

It was suggested by Mrs. Thomas that the club attend the

State Fair in Dallas as a club trip.

Booklets for CROP were handed out to the junior leaders by Mrs. Earl Plank.

Gerald Witkowski gave a speech entitled "Citizenship and Democracy". Comments on citizenship were made by Jack Thomas, Kevin McAndrews,

Gary Richardson, Douglas May, and Robert Gally.

Guests present for the meeting were: County Judge H. C. Williams, Mrs. Gally, Mr. and Mrs. Thomas, Mr. Richardson, Sergio Braoo, Earl Plank, Mr. Hoffman, and Mr. Betzen.

Leaders present were Mrs. H. H. Miller and Mrs. Earl Plank.

Members present for the meeting were: Doug and Ricky May, Gary, Sam, and Ted Richardson, Thomas Betzen, Mike Engler, Robert Gally, Steven Hoffman, Kevin Stephen, and Neil McAndrews, Jon David and Dion Miller, Wayne and Glen Poland, Jack Thomas, and Gerald Witkowski.

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With its Full Coil suspension and snug insulation, it's got a ride that reminds you of the Jet-smooth kind the

way it muffles noise and cushions you from bumps.

And the fine hand of Body by Fisher craftsmen shows up beneath this one's suave good looks, too. Just listen to the solid thunk of a door closing or look at the smooth metalwork. You'll see what we mean.

Sound good so far? There's more. Like the fact that Chevelle comes in three series with eleven models—convertibles, sport coupes, sedans, wagons, even Super Sport models with front bucket seats. Like the fact that (and see if this isn't one of the nicest surprises of all) the new Chevelle comes at an easy-to-take price!

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County Irrigation Gas Users Directors Reject Proposal

Directors of the Deaf Smith County Irrigation Gas Users Association discussed recent events and future plans at a 6 a.m. breakfast meeting Tuesday October 29, at Western Wheel Inn.

Stressing the importance of a strong Gas Users Association, Wilbur Axe, county president, called upon R. C. Godwin, director of Plains Irrigation Gas Users Association, to report on recent attempts of the group "to secure a fair price for natural gas paid by the irrigation farmers in an economy of everrising costs."

Godwin referred to efforts to negotiate a compromise with Pioneer Natural Gas Company. He said that Association director met with the gas supplier and offered to negotiate a short-term contract based on a fair rate of return to the company.

Cities, Godwin asserted, have the protection of the Railroad Commission against excessive rates, but farmers have no right of appeal and can be charged any price desired by the supplier.

The directors explored a contract with the company based on a 6 1/2 per cent guaranteed return, figured after deduction of all taxes, which is the highest ever allowed by the Railroad Commission to any gas company in Texas.

"Later," Godwin continued, "Association directors were advised that Pioneer's present rate of return is 7.45 per cent, but when asked if the Association's rate consultant, Dr. E. A. Steinberger of Dallas, could check the figures used in determining this rate, Pioneer by letter addressed to the Association, advised directors that they must agree to two stipulations before it would be possible to discuss further review of the calculations made by Pioneer's rate consultants.

"These were first, that the 7.45% return, after deducting all taxes, is, Godwin read from the letter, 'a reasonable rate of return for the irrigation business; secondly, that the basis for determining the rate of return would be Docket No. 300, a hearing to establish the city gate rate, approved by the Railroad Commission earlier this year.'"

Godwin then requested in-

structions on how to represent this county at the Plains Association Board of Directors, the vote of irrigation farmers in all 14 counties of the Plains area.

Jay Boston expressed his belief that the Association should not agree to the conditions of Pioneer.

Boston referred to Docket No. 300, saying, "They told everybody, even wrote letters to all the cities, that the hearing requested before the Railroad Commission would not affect rates, but was only for their own book-keeping purposes. We sat in on the hearing in Austin, and an attorney for Pioneer petitioned to have us removed on the basis that Docket No. 300 had nothing to do with irrigation gas. Now they are using it to beat us over the head."

On a motion by Bill Gentry, the directors voted unanimously to reject the conditions of Pioneer's letter. Tom Robinson then made a motion that the county Association

mail to all its membership a letter, explaining the situation in detail, in order to determine the wishes of all county farmers in the annual meeting next January.

Other county directors present were Donald Hicks, Raymond Higginbotham, Gerald McCathern, Frank Zinser, Chester Wiggins, Billy Wayne Sisson, and Lloyd Shultz.

Neanderthal man may have performed the first surgical operations, according to Dr. T. Dale Stewart of the Smithsonian Institution. In a cave at Shanidar, Iraq, scientists found the skeleton of a man whose withered arm had been amputated above the elbow.

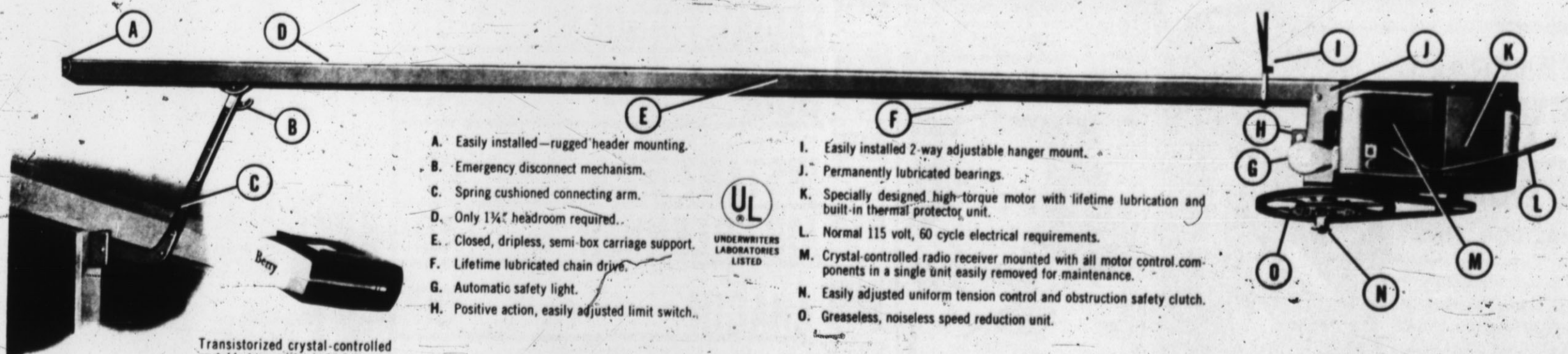
RETURN FROM CHICAGO

Mr. and Mrs. Grant Fuller have returned recently from two weeks in Chicago, where they visited his brother. They traveled by train.

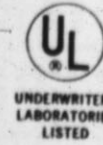
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- K. Specially designed high-torque motor with lifetime lubrication and built-in thermal protector unit.
- L. Normal 115 volt, 60 cycle electrical requirements.
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H. D. CHATTER

Big Crop Spurs Food Canning

By Argen Draper
 People are still canning food as we are getting lots of calls at the office for times of pressuring. We aren't through with this canning season, and Burl Elliott reminds us that it is time to reset berry plants. Burl has lots of dewberry plants he will give away if some of you want to dig them. They are the Austin dewberry and will give good production and provide your family with some home grown fruit.

The fall fruit is so good. Every fall it seems to be better than the year before. Some favorable comments have been made on freezing apples: both for pies, apple sauce or just plain to be seasoned later. A comment: some apples on the local market are one cent cheaper per pound than at the roadside stand in the orchard where they were raised.

Those who failed to attend the County Federation missed a very good program given by the mayor, Ray Cowert is truly sold on the community and the magic or golden triangle. He speaks of the community like a person. Communities and other organizations have personalities like individuals.

Some of the employees at the courthouse were really buzzing over the article in the Amarillo paper about Miss Sadie Lee Oliver, former home demonstration agent, and her family being eligible for the Over 65 Health Insurance Plan. The prize comment was by Mrs. Oliver, Sadie Lee's mother, when she said: "We can take the insurance as we might need it sometime." The oddity is that Mrs. Oliver is past 100 years old.

Some late research to come to the office.

COLLEGE GIRLS SPEAK THEIR MINDS

What kind of a house do you want—and expect to have after you're married?

Nearly 2,000 college girls were asked this question. And though they came from different parts of the country and had different socio-economic backgrounds, their answers were pretty much the same.

Their dream house was a modern split-level or ranch type with 3 bedrooms, 1-1/2 or more baths, ample dining space, and various mechanical conveniences. The price they expect to pay—about \$17,000.

Many hoped to design the house themselves or with the help of an architect.

Only slightly more than half wanted, or expected, to have this house in the suburbs. Twenty-four per cent chose city living; 22 per cent preferred a home in a rural area.

Actually, the students were quite realistic in their desires and expectations. They planned to start housekeeping in rented quarters. And when they got their first home, they were not demanding in it "extras."

They were, however, too optimistic about home ownership. Ninety-nine per cent said they planned to buy their own home. Statistics show only 62 per cent will reach this goal. And few are likely to hire an architect.

Students participating in this study were from Oregon State College, Pennsylvania State University and the Universities of Oregon; Tennessee and Minnesota. Prof. James E. Montgomery, formerly of Pennsylvania State University, now at Florida State University, conducted the research.

Two real important dates: Recreation Workshop for representatives of clubs Monday Nov. 4, at 2:30 in the Community Center. Nov. 12 at 10 a.m. the home demonstration council is sponsoring a "Meet Your Neighbor" coffee. Large crowds are expected for both.

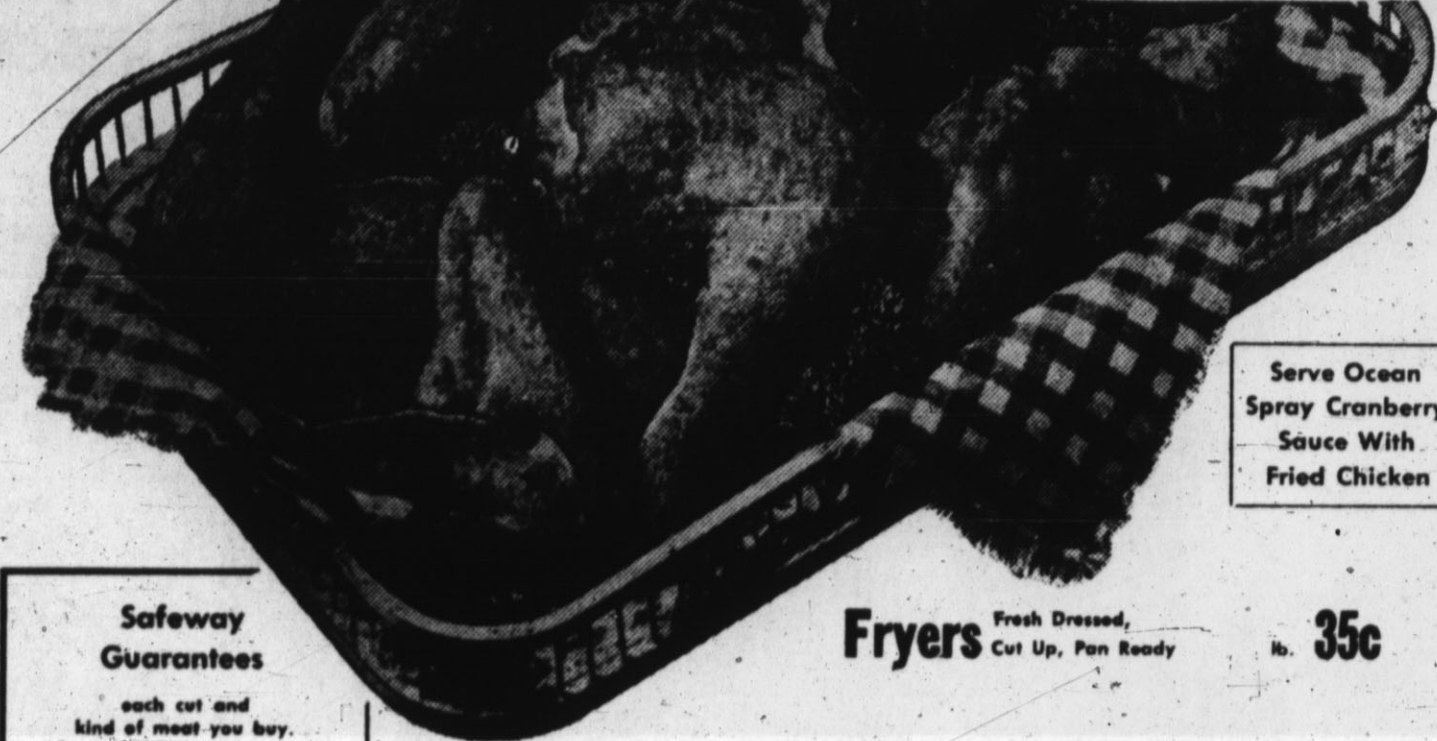
Several more meetings in November. On the 11th the 4-Hers will be awarded pts for completions. An income tax meeting with some very outstanding persons, conducting the meeting. This is November 15, 9:30-3:30 at the Community Center.

Also, in November the agent will meet home demonstration clubs, Gold Star Banquet in Amarillo, landscaping training meeting on program building, PTO program on school dropouts and then there's Thanksgiving. I'm thankful every day that I have a full schedule and that there are so many interesting things to do.

If you are cutting down rather than cutting out on a weight-watching program, spread the butter thin on your morning toast, help yourself to only a suspicion of salad dressing, and be content with very small portions of rich desserts.

SAFeway

Prices Good Thru Wed., Nov. 6 In Hereford



Serve Ocean Spray Cranberry Sauce With Fried Chicken

Fryers Fresh Dressed, Cut Up, Pan Ready lb. 35c

Safeway Guarantees
 each cut and kind of meat you buy. Our guarantee means that each meat purchase must please you completely or we return your money without fuss or quibble!

ECONOMY FRYER PARTS
 Wings & Becks 2 lb. 35c

Ground Beef Ground Fresh Daily 3 lbs. \$1.00

Spare Ribs Fresh Pork Spare Ribs 3 to 5-lb. Avg. lb. 39c

Ice Cream Snow Star Asstd Flavors 1/2-Gal. Ctn. 59c Save 20c

Preserves Shasta Asstd. Flavors 2-lb. Jar 49c

Eggs Breakfast Gem Grade 'A' Medium DOZEN 45c

FRYERS

Fresh Dressed 1 1/2 to 2 1/2-lb. Avg. Whole Fryers

29c lb.

FRYER PARTS
BREASTS Cut Fresh Daily lb. 69c
THIGHS Cut Fresh Daily lb. 59c
LEGS Cut Fresh Daily lb. 49c

CHILI
 Wilson Plain Chill 24 oz. Can 49c

CRACKERS
 Melrose Soda Crackers 1-lb. Box 19c

CHECKERBOARD service bulletin



Here's something brand-new for cattlemen... New Purina Range Blocks

Winter feeding of cattle is mighty easy and convenient the low-cost Purina Way, now that new, convenient Purina RANGE BLOCKS are here.

All you do is dump 'em out where cattle can get at 'em. Cattle do the rest.

Purina Range Blocks are the ideal way to feed your wintering-over brood cows. Cows with early calves like 'em, too... and so do the calves!

Each block contains 50 lbs. of solid supplement... just what cows and calves should have to make certain they get the vitamins, minerals and other nutrients they need not found in grain or grass.

See us for details... and a trial order of Purina RANGE BLOCKS... soon.

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TISSUE
 Lydia Grey Tissue 10-Roll Pkg. 79c

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 White Magic Bleach 1/2-Gal. Btl. 29c

OLEO
 Coldbrook Colored Solids 2 1-lb. Pkg. 25c

Harvest Time Fruit Festival!
 Central American **BANANAS** Red Delicious **APPLES**
 Florida Ruby Red or White **GRAPEFRUIT** Florida or California **ORANGES**

Mix or Match! **2 LBS 29c**

ALL BRANDS Reg. and King Size **CIGARETTES**
 Ctn. \$2.59

LIFE Book of Christmas
 Build Your Complete Set Now Available Only at Safeway
 Volume One and L. P. Record ea. \$1.49

Deluxe Toys Now at Safeway Layaway for CHRISTMAS

FLOUR Kitchen Craft 5-lb. Bag 45c

CRISCO Shortening 4c Off Label Save 10c 3-lb. Can 69c

COFFEE Edwards Rich in Flavor Save 6c 1-lb. Can 59c

CATSUP Hunts Tomato Catsup Save 6c 14-oz. Jar 15c

Nestles Quik Chocolate 1-lb. Ctn. 47c

Nestles Quik Strawberry 1-lb. Ctn. 47c

Cook Book Bread 31c

D-Con Mouse Pruffe Pkg. 43c

Ideal Dog Food 2 Tall Cans 33c

Wolf Chili Plain, No. 300 Can 55c

Liquid Ajax 28 oz. Btl. 69c

Baggies 20 ct. Pkg. 69c

Bakerite SHORTENING 3 lb. Can 73c

Mor Wilson's Canned Meat 12 oz. Can 47c

Bif Wilson's Canned Meat 12 oz. Can 47c

Prices Good Thru Wed., Nov. 6 at Hereford

Colgate Dental Cream 53c

DOUBLE Gunn Bros. Stamps



Wednesdays With The Purchase of \$2.50 or More!

We Reserve the Right to Limit Quantities

OUR 23rd Anniversary Sale

CONTINUES THRU DOLLAR DAY - NOV. 4th

Store-Wide Savings Listed Are Just A Few Of The Typical Values You Will Find Through The Store!

SPECIAL COAT BUY!
 LAMINATED JERSEY FUR-COLLAR
 COLORS - RED, BLUE, BLACK
\$19.88



DRESS PROMOTION
 Featuring the season's wanted fabrics... styles...
 Arnel Jersey, Dacron and Cotton, 100% Cotton, Fortel and Cotton, Satens, 100% Cotton Broadcloth
\$8.97



LADIES DON'T MISS THIS SHOE SALE
 DURING OUR ANNIVERSARY SALE WE HAVE REDUCED OUR ENTIRE STOCK OF LADIES STYLE SHOES!
CONNIE 10.99 Values **\$8.88**
Jacqueline \$14.99 Values **\$11.88** ANNIVERSARY SPECIAL

Men's Woven Chambray GREY DRESS SHIRTS 2 Pockets **\$2.99**
 MEN'S MALBORG PAJAMAS **2.88**
 MEN'S GENUINE LEATHER Bill Folds PLUS TAX **2.97**

FULL TABLE - MEN'S Famous H-BAR-C WESTERN SHIRTS Regular 6.95 Values **\$5.00**
 MEN'S SANFORIZED COVERALLS **4.99**



JONAH'S WALE CORDUROY SUBURBAN COATS
 COLORS - ANTELOPE, BEIGE AND BLUE - SIZES 8-16
 ANNIVERSARY SPECIAL! **16.88**

Fruit of The Loom Seamless NYLONS 2 pr. for **1.69** REG. 99c a pair


Fashion Craft BEAUTIFUL SHOES 12.99 Values ANNIVERSARY SPECIAL **\$10.88**

ONE FULL RACK MEN'S DRESS OXFORDS **6.88**
 the Guide Step shoe Cushionized DARK BROWN OR BLACK **12.95**
 Values to 9.95 all sizes




LADIES NYLON FULL LENGTH SLIPS BY PANDORA 3.98 VALUE **2.89**
 LADIES NYLON HALF-SLIPS BEAUTIFUL COLORS **\$1.69**

Ladies RAYON BRIEFS By Blue Swan 2 pr. for **99c**



FULL RACK NEW FALL FLATS VALUES TO 5.95 ANNIVERSARY SPECIAL **\$3.99**



TEXAS RANCHER 10" TOP BLACK BROWN BEND. TAN **14.97** 6 1/2 - 12 B & D WIDTHS LEA. DOG. HEEL RANCHER TOE LEATHER SOLE Reg. 16.95 Value
 MEN'S & BOY'S TALL TEXAN 14" STOVEPIPE Reg. 24.95 SALE PRICE **21.88**
 BOYS BOOTS SIZES 8 1/2 to 3 NARROW CUSTO TOE **7.95 to 10.95**



EXTRA-EXTRA SPECIAL Ladies Don't miss this Value **22 X 44 TURKISH TOWELS** 2 FOR **99c**



fall Hosiery 400 NEEDLE SEAMLESS NYLONS ANNIVERSARY SPECIAL **67c PR.**



ANNIVERSARY YOU YOU CAN'T AFFORD TO MISS BARGAINS

FLOUR SQUARES **5 FOR \$1**
 36 INCH OUTING 3 YD. FOR **\$1** COLORS - PINK - WHITE
 36 INCH UNBLEACHED MUSLIN 4 YDS. FOR **99c**

IMPORTED VELVETEEN SOLID COLORS **2.67 YD.**
 MACHINE WASHABLE PINWALE CORDUROY **88c YD.**
 HEMMED FLOUR SQUARES **4 FOR \$1**

MEN'S S-T-R-E-T-C-H ANKLETS 2 PR. FOR **87c**
 New Shipment ALLEN SPORTSWEAR PANTS 6.99 - SKIRTS 6.99 KNIT TOPS 2.99 to 7.99
 SCHOOL BOY'S LONG SLEEVE SHIRTS **1.78**

MEN'S 8 INCH WORK BOOTS **7.88**
 ACME BOOTS Men's Brown - Black Calf or Ruff Out Leather All Sizes **\$13.88**



MORNING GLORY COTTON BATTS 2 lbs. **1.29**
 Mountain Mist BATTS **1.19**

FAMOUS GARZA SHEETS 54" WIDE Tubular 100% WOOL - HELLER JERSEY \$2.98 Value **1.99 YD.**
 FITTED or 81 x 108 GUARANTEED 100 WASHINGS **2.69**

New Shipment of Ship 'n Shore BLOUSES **3.98 & 4.98**
 LADIES PIXIES **\$1.99**
 27 x 48 RAYON-PILE SCATTER RUGS **2.98**

SIZES 12 & 18 MONTH BABY PLASTIC PANTS 4 PR. FOR **99c**
 Ladies Sweater Orlon & Mohair DICKIES **2.50**
 New Shipment All Cotton - Double-Knit FABRIC 68" Wide **3.98 yd.** Colors Gold, Red, Blue, Green, Tan & Black
 CHENILLE - 5.95 VALUE BEDSPREADS FULL & TWIN SIZE

LUXURY - NYLON - PILE BATH MAT-SETS 5.95 VALUE **\$4.88**
 Men's Wash & Wear COTTON SLACKS Reg. 4.98 & 5.95 Val. Sale Price **3.99**

ONE GROUP LADIES HI-HEELS A FEW MID-HEELS STYLE SHOES VALUES to 14.99 ANNIVERSARY PRICE **6.88** SIZES ARE BROKEN
 MEN'S BROAD CLOTH SHORTS **49c pr.**



LACE MAGIC CARNIVAL BRA 6 EXCITING COLORS WHITE, PINK, RED, BLACK, BEIGE & BLUE **2.50**



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WE GIVE S&H GREEN STAMPS