



The Sunday Brand

40 Pages

Including 20 Pages of Comics

Published Every Sunday

Our Slogan: "More People—More Farms"

Hereford, Texas, Sunday, November 9, 1952

PRICE 10 CENTS PER COPY

VOL. 5—NUMBER 20

SIGHTS, FACES SEEN Around Town

Correction: In Thursday's Brand we stated that some 130 million bushels of maize had been brought into Hereford this year that should have read 130 million pounds. Anyway, that's a mighty big pile of grain.

Grady Bowdry, Hereford's new city manager, and Mrs. Bowdry of Stamford were visitors in Hereford this week. The Bowdrys are looking for a place to live, as they are to move here in the near future when Bowdry takes office about December 5.

Happy Helpers of the Methodist church will begin working on spool dolls for needy children at Christmas time on Thursday, November 13, beginning at 2:30 p.m. All children of primary ages are invited to attend by Mrs. H. C. Williams who with the assistance of Mrs. E. Higginsbotham, is sponsoring the group.

Harmon's here in Hereford are celebrating their 12th anniversary in business with a sale.

H. and H. Furniture Company also are celebrating their 4th anniversary with a big sale.

Bob Wear was the guest speaker for the regular weekly luncheon meeting of the Exchange Club in Amarillo last Friday. His subject was, "Builders vs Wreckers."

The American Legion Annual Anniversary breakfast will be held Tuesday morning, November 11, from 5 to 8:30 a.m. at the club house.

Mr. and Mrs. Hub Homer of Hereford and Mr. and Mrs. Durgut Rouse of Farmington, N. M., are leaving Monday to attend the shoe convention in Dallas.

Mrs. Leo Price has left the City Drug and after a short vacation will go to work at the Popular Store.

The Whitefaces had a nice following to the game at Floydada Friday night. A lot of the people were there too early due to the fact that the game was supposed to have started at 7:30 but didn't get underway until 8. The game here next Friday night will start at 7:30 p.m.

Kenneth Coker made a business trip to Amarillo this week on a little buying spree for the City Drug.

Work on the sprinkling system in Lake Park is nearing completion and will be a big help in the keeping of the new stand of grass that is coming up. Pipes for the system are now being installed.

Leveling of the hospital grounds has been completed and the newly sown grass is now coming up and will add to the city's beauty in the future.

Dr. Jay Barnett and Bill Rice were visitors at the Rotary luncheon meeting here Friday. Visiting Rotarians at the meeting were Sparks Armstrong, Bob Lindsey, Sid Stone, W. H. Duckworth and Gordon Grieves. The Clovis Rotary club presented the program with W. H. Duckworth the guest speaker.

Helvey Charged With Swindling With Bad Check

Records in the office of the Deaf Smith County Clerk reveal that charges have been filed against W. T. Helvey of Hereford, November 8th.

The charge placed against Helvey is swindling with a worthless check. The instrument payable to the Pitman Service Station 104 W 1st is in the amount of \$4.

According to the complaint, it is alleged that the check was given for payment of 11.2 gallons of gasoline and \$1 in cash.



HEADING FOR FALL... Whifface back G. C. Merritt, 28 is shown about to be chased out of bounds on the Hereford 40 by Floydada defenders Kerwin Boxter, 82, Adrain Helms, 53, and W. J. Hartline, 35, in the game at Floydada Friday night. Photographer was injured on the play which netted 10 yards, and the game ended 31-0 with the Whirlwinds in front in this first conference game for the local club. Staff Photo.

Open House To Be Held At Local Schools During Education Week

American Education Week is designated for Nov. 9 to 15 for the 32 observance. Children in Today's World is the theme of the event sponsored by the National Education Association, The American Legion, The United States Office of Education and the National Congress of Parents and Teachers.

Each year during American Education Week our public schools report to their owners, 25 million people of the United States.

The living story of our schools is written in the lives of the children they serve, but a few figures show the significance of this investment in our American Democracy. An Investment in Freedom, Our Public Schools.

Today the million classroom teachers and the administrators in our public schools serve over 28,000,000 pupils. There are 85,000 school districts, 210,000 buildings and 340,000 school board members.

The public school property is valued at over nine billion dollars, an average of \$385 per pupil. And the total annual expenditures approach the six and one half billion dollar mark which is about one eighth of our present military budget. We are spending about \$280 per pupil annually to build our future human resources.

In the State of Texas there are 2,000 school districts and the elementary buildings number 4,730. There are 727 senior high school buildings and 157 junior high buildings.

The school population according to the 49-50 figure totaled 1,557,980 and the total number of teachers in the State of Texas 51,441. The total value of school prop-



AMERICAN EDUCATION WEEK, will be observed at all Hereford Schools November 9 to 15th, at which time visitors will be welcomed and special programs are planned to acquaint the public with the work and needs of local school. Staff Photo.

Whitefaces Lose To Floydada Team 31-0

Hereford's Whitefaces dropped their first conference game of the season... and the big one on their 1952 football schedule... to the Floydada Whirlwinds at Floydada Friday night to the tune of 31-0. It was a scoreless first quarter but the Whirlwinds broke loose early in the second quarter and it was their game the rest of the way.

The Whiteface line turned in some mighty fine defensive play at times led by defensive line-backer Aubrey Self, tackle Burl Fish and end Gene Dickson. The first quarter turned out to be one of those see-saw back and forth affairs but Whirlwind Dane Clark crashed over from the one

Chief Of Police Floyd Reeves Resigns Effective November 15

Hereford Chief of Police Floyd Reeves has submitted his resignation to the Mayor and City Commissioners effective as of November 15.

Chief Reeves gave as his reason for resigning, that it was absolutely necessary to spend more time with his family who live in Dalhart.

Reeves said that I have three children and they are growing fast and it is paramount that I have my family at this time. I have been on the Hereford force for the past two years and

Architect Coming To Discuss Lift Slab Buildings

William Tammings, architect who designed the highly publicized "lift-slab" buildings for Trinity University will appear before a joint meeting of the School Board and members of the Citizens' School Committee Wednesday evening, Nov. 12, at 7:30. The meeting will be held at the high school and Robert Veigel, Board President said that any interested persons are invited to attend.

Plans For New Baptist Mission Are Announced By Local Church

Plans for a new 2,500 ft. Baptist Mission were this week announced by the First Baptist church in Hereford. It will be located just across the street north from the city limits on Avenue K, generally known as the Airport Road. The site was purchased a few weeks ago and plans are now in the hands of architects.

Serving Aboard USS Leyte At Sicily

AUGUSTA, SICILY — Among the men reporting for duty aboard the attack aircraft carrier USS Leyte here, was Tommy J. Martin, seaman-1st class, son of Mrs. Myrtle Martin of 131 LaFayette St., Hereford.

The "Leading Leyte", in the past few months has operated off the east coast of the United States qualifying pilots in carrier landings. Six hundred thousand new classrooms will be needed between 1951-52 and 1957-58 at an estimated cost of at least \$18 billion; 252,000 of these units are

Second Rehearsal Set For Sunday For Handel's Messiah Production

Handel's "Messiah" will be presented at the First Methodist church here in Hereford on December 14 with the exact time to be announced at a later date.

Mattie Mae Swisher, president of the Civic Chorus, introduced new members of the Chorus present and presented Dr. A. Clyde Roller, director of the Amarillo Symphony Orchestra, who directed the first rehearsal and will direct the presentation in December. Mrs. A. J. Schroeter was pianist for the rehearsal here Sunday.

Thirty-six singers were present and Dr. Roller commended them for the excellent work for the first rehearsal. More singers are needed and the invitation is extended to all who would like to join the chorus at the next rehearsal to be held Sunday afternoon at 3 o'clock in Ward Hall, Methodist church.

County Medical Groups Holds Meet Here On Friday

The Deaf Smith County Medical Group held their regular meeting and dinner at the Jim Hill Hotel Friday night with several outstanding doctors and surgeons from Dallas attending.

The group inspected the hospital and at the dinner meeting heard Dr. Pepper Jenkins, head of the Department of Anesthesiology of South West Medical School Dallas, in a very instructive talk.

Dr. Ben Wilson, head of the Department of Surgery at South West Medical School in Dallas, and Dr. Tom Shires, Chief Surgical Resident at Parkland Hospital, Dallas, were also in attendance.

Dr. L. B. Barnett also attended being in Hereford for the week-end and visited Mrs. Lola Owens, Mrs. Barnett's mother, who is undergoing surgery Saturday.

Others present at the meeting of the medical group were; Hereford doctors, R. R. Willis, A. T. Mims, Roy Gibb, W. D. Lawrence, F. C. Glendenning, Also Dr. Jerry Calwell, Dimmitt, Dr. Jarrett and Dr. Neblett, both of Canyon, and Dr. Boswell of Canyon, Dr. Campbell and Mr. Fields, from Levelland, Dr. Metzner and wife from Friona, and Mrs. Marjith Gilliland, Mrs. Glen Anderson and Mrs. Childers.

The Weather

	High	Low
Thursday	70	30
Friday	62	33
Saturday	69	39

WINGET GOT HIM... Whiteface Dale Winget is shown above about to bring down Whirlwind back Connie Bearden, 83, after a short gain in the game Friday night. Other Floydada players shown are Brooks Chapman, 34, Adrain Helms, 53, and Dane Clark, 46. The Whirlwinds won 31-0. Staff Photo.

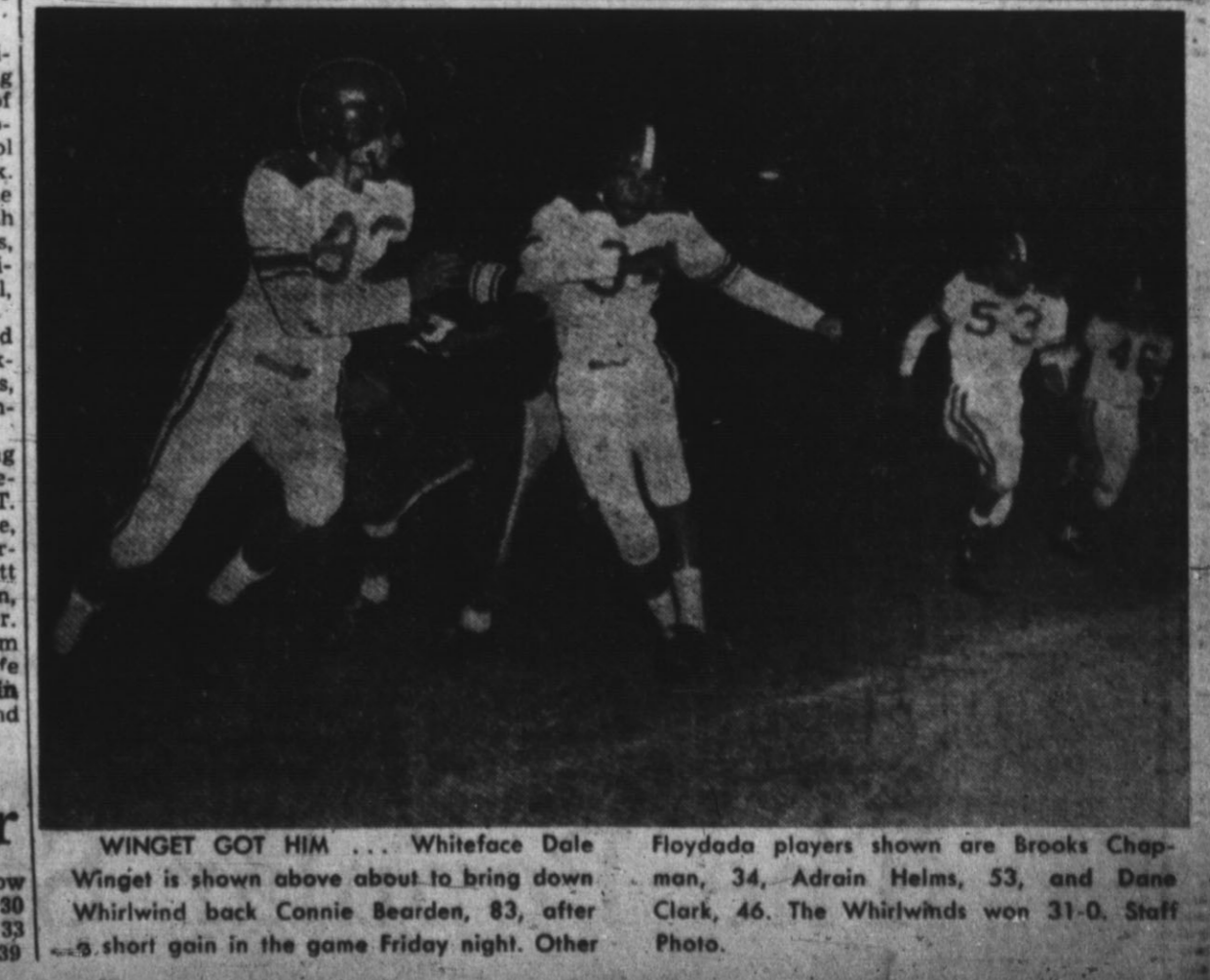
Crowe-Gulde Cement Co. Moving Plant Here Soon

The Crowe-Gulde Cement Company, with plants in Amarillo and Pan-Tex, has announced that the company will move the Pan-Tex plant to Hereford in the very near future, according to C. T. Crowe, president of the Amarillo Company.

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Attorney Ray Cowser Addressed L'Allegra Club On Civic Service

Ray Cowser, attorney, addressed L'Allegra Club members on the subject "Our Community Challenges Us For Our Services", at the regular meeting of the club held in the home of Mrs. Darrell Blanton Thursday afternoon. Mrs. R. G. Glendenning, program chairman, introduced the speaker.

"Our community challenges us for our services - It's up to the housewives and mothers to help make a better city for our children to grow up in. Mothers and housewives should inform themselves about vital issues in their communities", he said.

Concluding Cowser said, "voting is a part of our community service" and he stressed the thought that it would be better to have a non-voting tax than

a poll-tax.

During the business session the group discussed the television project being sponsored by Camp Hospital.

Those present were Mesdames: J. W. Barnett, Bruce Beene, Jack Brown, Bill Danferon, James Edmonson, O. G. Hill Jr., R. G. Glendenning, Francis Hill, V. C. Hopson, Richard Ireland, Dick Lucas, George McLean, Floyd Ross, Bill Waldrep, Richard Winget and Lee Kent. Mrs. Dean Whitehead of Prosser, Washington was a special guest.

The Double-Barred Cross which appears yearly on the Christmas Seal was adopted as the international anti-TB emblem 50 years ago.



IN TROUBLE is Whirlwind back Dane Clark, 46, as he picked up nice yardage in the game at Floydada Friday night. Two unidentified Whitefaces are shown making the tackle with Hereford's Tim Corbett, 78, coming in to assist. Staff Photo.

Open House

(Continued from page One)

needed to relieve the accumulated building shortage, another 222,000 to accommodate increasing enrollments, and 126,000 for normal replacements.

The teacher shortage in elementary grades continues to be acute. Over 75,000 new elementary teachers are needed each year, but teacher education institutions are preparing annually 46,000, of which 32,000 are four-year graduates.

If public schools are to serve today's children effectively, they must be equipped with the teacher-power, materials and financial resources needed to meet increasing enrollments. If they are to shoulder huge responsibilities in national security, their integrity must be upheld and their program strengthened. If they are to continue to be one of the best weapons in fighting the ideologies which would destroy the very foundations of free government, they must be supported, as bulwarks of security. If they are to continue to inspire and prepare to win new victories for freedom, they must not be allowed to become second-rate institutions.

The problems of all who seek to hold the line for freedom and to build a better America and a better world. American Education Week is a good time to review the history, purposes, and achievements of our schools; consider their needs and problems; emphasize their role in national security; and strengthen them for the long pull.

Visit the Hereford schools sometime during American Education Week.

MARRIAGE LICENSES

Two marriage licenses were issued at the office of the Deaf Smith county clerk according to the records. One to Adolfo A. Castillo and Leonor Candonoza, on November 7th. and one to Alfred Nathan Hopson and Janey Ann Murrell on November 8th.

Those present were Mesdames: Leon Coffin, P. L. Carmichael, Bert Coffin, Ira Ricketts, F. J. Walterscheid, Lewis West, Sam Lesly, D. Y. Edwards, Taft Mc-

ROBERT E. WAGONER



BULL HAULING Phone 1698

KEEPS 315 LBS. OF GOOD FOOD SAFE!



Frigidaire Food Freezer

Ruggedly built to give years of safe, economical, dependable food preservation. Look at these features:

- New streamlined design
- Automatic interior light
- Finger-touch counter-balanced top
- Built-in lock
- 2 handy sliding baskets
- Automatic Signal Light
- Famous Meter-Miser mechanism
- Full 9 cu. ft. storage space

\$359.75

FARM & HOME SUPPLY

Watch For Our Formal Opening

1301 Park Ave.

Phone 110

DR. MILTON C. ADAMS

OPTOMETRIST

140 West Third

Hereford, Texas

Phone 37

Office Hours—8:30 5:00

Bring in Your TRACTOR NOW!



Your tractor has had a hard year. Now, before the rush season, bring it in to us for a good going-over. We can tune it up, maybe catch a breakdown before it happens—save you expensive "time out" next summer. Bring in your other farm machines, too. A good-running machine that works right and KEEPS ON WORKING is a smart investment when there's a lot of work to do.

FARM & HOME SUPPLY

Watch For Our Formal Opening

1301 Park Ave.

Phone 1109

Everybody Likes Fruit Cake And Here Is Old Recipe That Is Good

"Everybody likes fruit cake" so the saying goes, but some people do not care for a too rich cake or one seasoned with a great deal of spice.

Mrs. T. E. Seigler makes a wonderful little cake which she likes to serve around Thanksgiving - its neither too rich nor too spicy and remains moist to the last crumb.

This recipe has been handed down from generation to generation and has been in Mrs. Seigler's family for over seventy-five years. Here it is:

Mock Fruit Cake

- 1 cup butter or shortening
- 1 cup sugar
- 1 teaspoon cinnamon
- 1/4 teaspoon allspice
- 2 eggs
- 1 cup boiling water
- 1 package mincemeat
- 2 cups flour
- 1 teaspoon soda
- 1/4 teaspoon cloves

Card of Thanks

I wish to take this means to thank each and every one for their kindness to me during my recent stay at the Deaf Smith hospital.

And my thanks to Dr. Wills and Dr. Lawrence and all the hospital staff for their kind attention. Again I say thanks to everyone.

Mrs. Bob Bicknell

Progressive Home Club Meets With Mrs. Dodson Tuesday

The Progressive Home Demonstration Club met Tuesday at the home of Mrs. V. E. Dodson with Mrs. Don Enders, Taft McGee, and Leon Coffin modeling their dresses made from plaids and stripes.

Mrs. Tom Draper talked on the selection of cooking utensils. A social is scheduled for Nov. 12 at Augustine Gregory's home and a called meeting at her home on Nov. 20. The next regular meeting will be at the home of Mrs. Sam Lesly on Nov. 18.

Those present were Mesdames: Leon Coffin, P. L. Carmichael, Bert Coffin, Ira Ricketts, F. J. Walterscheid, Lewis West, Sam Lesly, D. Y. Edwards, Taft Mc-

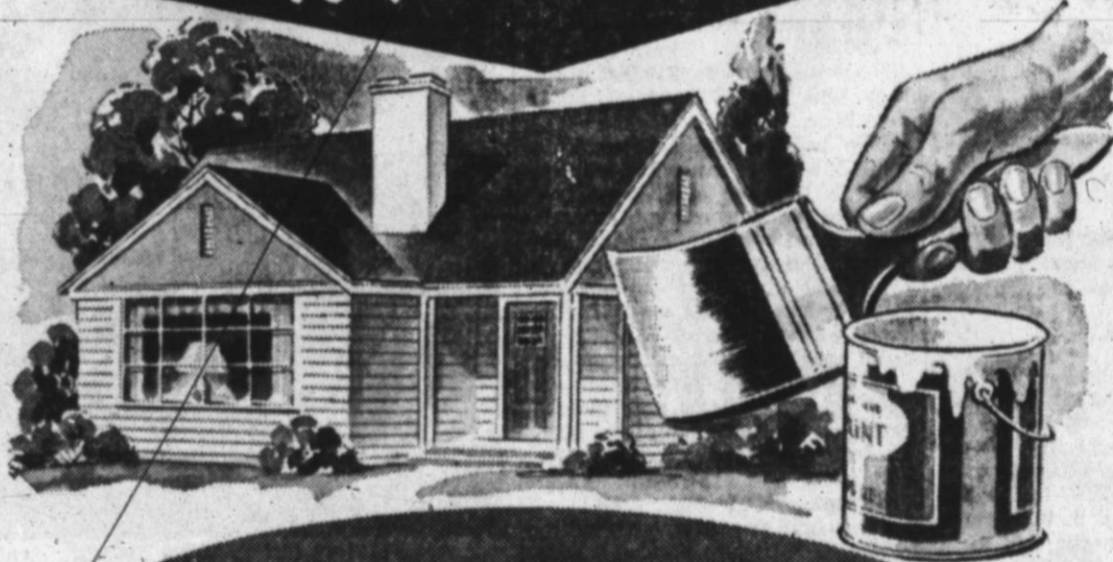


EVERYTHING *Enchanting* FOR YOUR HOLIDAY DRESS!

A Lovely Selection
Of Formals
\$25.00 to \$69.95

The Popular Store

GIVE MORE VALUE..BEAUTY to Your Home!



PAINT

You Too Can Have a Home That LOOKS LIKE NEW!

If your home looks shabby and rundown, drop by Carl McCaslin Lumber Co. and let us show you what can be done with a few buckets of that fine PITTSBURGH PAINT. Your home will look like new, add more value as well as beauty. Haven't got the ready cash? Don't let that worry you — just come on by and let us explain the advantages of using an FHA

TITLE ONE LOAN — REMEMBER:

Nothing Down — Months To Pay

With an FHA TITLE ONE LOAN!

Carl McCaslin Lumber Company

A Complete Building Service

1 Block East of the Courthouse

Phone the Lumber Number 7

PITTSBURGH PAINT

PITTSBURGH PAINT

FINAL COUNT ON COUNTY RACE	COUNTY RACE											TOTAL
	HEREFORD 1	HEREFORD 2	ROE RES. 3	SIMS 4	FORD 6	DAWN 7	GARCIA 8	BIPPUS 9	DANIEL - FAIRVIEW 5 & 10	HEREFORD 11	ABSENTEE	
NEST O. NORTHCUTT Associate Judge Civil Appeals	547	1045	50	47	66	82	55	15	58	601	116	2682
ALTER ROGERS Congress 18th Dist.	557	1043	51	48	68	82	56	15	58	608	118	2704
J. ROGERS State Senate	557	1043	50	48	67	82	55	16	58	598	120	2694
ROYD H. RICHARDS State Attorney 69th Dist.	551	1025	50	48	69	82	55	15	58	598	117	2668
OSSE M. OSBORN State Rep. 69th Dist.	551	1026	50	48	68	82	54	15	58	601	117	2670
BRUCE L. SCHLOSS County Judge	558	1031	50	48	69	82	54	15	58	606	118	2689
B. K. HOWARD County Attorney	557	1032	51	48	69	82	53	15	58	676	119	2760
ALPH SMITH County Clerk	563	1040	50	48	69	82	57	15	58	615	123	2720
CILLE POSEY District Clerk	561	1040	51	48	69	82	56	16	58	604	121	2706
WELL R. SHARP Deputy Sheriff, Tax Coll. & Assessor	564	1040	49	48	69	83	54	16	57	612	123	2715
LMA HODGES Treasurer	560	1040	50	48	69	83	55	16	61	605	121	2708
O. THOMPSON Surveyor	568	1023	50	47	69	83	56	16	61	605	121	2699
T. RUTTER Comm., 1	569					83					38	121
C. MORRISON Comm., 2		1040								607	82	1729
F. GUINN Comm., 3			51				55				1	107
G. RICHARDSON Comm., 4				48	69		16	61			5	199
L. THOMAS Justice of the Peace	567	1024	50	48	69	83	55	17	61	609	120	2703
LUCE L. WOODDELL Hide & Animal Insp.	567	1040	50	48	69	83	54	16	61	605	121	2714
D. CURTSINGER Postable	568	1022	50	48	69	82	54	16	61	603	120	2693
TOTAL VOTES	724	1380	64	59	88	88	69	26	67	775	152	3492

Three Hereford Students Named To Organization

Canyon, Nov. 1 — Three Hereford students are members of the

newly organized student chapter of Music Educators National Conference which was organized at a special meeting of West Texas State College music students with the club sponsor Lewis Stoelzing, director of the college orchestra. Purris Williams, Jr., son of Mr. and Mrs. Purris F. Williams of 803 Knight; Pat Jean Walton, daughter of Mr. and Mrs. Floyd E. Wal-

ton, Box 328; and Leta Dene Springer, daughter of Mr. and Mrs. Earl Springer of Star Route are charter members of the WT Chapter. The major purpose of the organization is "the encouragement and support of all worthwhile musical enterprises as desirable factors in making our country a better place in which to live."

Members of students chapters are junior members of the national organization, but become senior members when they reach the professional level. If the term "cup" is used in a cooking recipe, it means the equivalent of one-half pint. Therefore, two cups equal one pint, four cups equal a quart.

Soak a piece of cotton in kerosene and place inside the clock at the bottom of the case. Leave it for a few days, then remove it. It will remove much of the accumulated dust. The oldest health stamp in existence is the Christmas Seal, sold once each year to provide funds for fighting tuberculosis.

The Flattering Fluid Line... The Soft Touch
In Our Fashions Meant Especially
For You This Fall



YOU'LL see the look . . . the feel . . . the gentle air of the new season reflected in the beautifully eased silhouette . . . the not-so-wide, not-so-slim flair that distinguishes our forward-looking collection. Come in . . . choose your individual wardrobe now.

COATS
You'll be so satisfied with a stunning coat from The Vogue.
From \$34.95 to \$125.00

SUITS
Never before has the selection been so great, or the fashions so lovely.
From \$29.95 to \$99.95

DRESSES
Look to the label for the sign of true quality—and you will find so many fine labels—in our fall '52 collection.
From \$14.95 to \$59.95

THE *Vogue*

BABY BONDS
Given on all Accounts Paid By 10th of Month.

Actual Photo Of Zenith
Set To Be Awarded

ZENITH QUALITY TV



FREE

Zenith
21 - Inch

**Value Of Set
Is \$269⁹⁵**

INSTALLATION EXTRA
BY
Farm & Home Supply
See It On
DISPLAY

Television Set To Be Given Away Christmas Eve, Dec. 24

No Obligation - No Purchase Required
Register As Many Times As You Wish

GET FREE COUPONS AT FOLLOWING PLACES

CITY DRUG STORE

KESTER'S JEWELRY

HARMAN'S

PIGGLY WIGGLY

FARM & HOME SUPPLY

**What Could Be
A Finer Xmas Present?**

1. Award will be made at 7:30 o'clock Dec. 24, 1952
2. Decision of the judges will be final.
3. Anyone 16 years of age or older may register except participating merchants and their immediate family.

REMEMBER... THERE IS NO COST... NO PURCHASE REQUIRED...
REGISTER AS MANY TIMES AS YOU WISH. OFFICIAL COUPONS WILL BE AVAILABLE AT
PIGGLY - WIGGLY... KESTER'S JEWELRY... HARMAN'S... CITY DRUG

Starting Monday, Nov. 9th

WANT ADS

FREE Theatre Tickets To See



SUNDAY - MONDAY - TUESDAY
NOVEMBER 9 - 10 - 11

Star Theatre

Be Sure and Ask for Your Free Tickets
With each PAID-IN-ADVANCE classified ad placed in The Brand, We will give one free ticket.

FOR SALE Miscellaneous

We Have 111 FEED MOLASSES
Any Quantity
FRASER MILLING CO.
B-1-30-tfc

Chrysler Industrial Motors Sales & Service
McCullough Motor Co.
411 W. 1st. Ph. 17
B-1-9-tfc

OFFICE SUPPLIES: Regular lines and special orders. The Hereford Brand.
B-1-16-tfc

Hereford Glass Co.
Expert Car Glass Installation
Table Tops and Window Glass
1302 Park Ave. Ph. 1425
B-1-16-tfc

FOR SALE: We have 3 good used combines completely overhauled. Jack McLaughlin Pontiac Co. Phone 1000.
B-1-16-13-tfc

WELL DRILLING
See Carl or Ray Watson
East Highway 60 at Joel's Switch
B-10-43-8P

LUMBER UTILITY GRADE
2x4's \$45 - 2x6's \$45
1x8's and 1x10's \$6.50 per 100 feet
CARL McCASLIN
LUMBER COMPANY
B-1-17-17-tfc

CAGES, feed and young Parakeets birds for sale. 2025 Sheldon. Clovis, New Mexico. Phone 3204.
B-1-15-42-8K

FOR SALE: Peonies, tulips, and other bulbs from Holland. Plant now. Mrs. J. F. Ward North Main.
S-1-17-13-tfc

ROTARY RIG FOR SALE
Ideal for irrigation or shallow oil. 4 1/2" Kelly & Drill pipe. Will take 24 in on trade.
Phone 65932
Odessa, Texas
B-1-45-8C

FOR SALE: 100 ton light grain. Haled and banded Hegari. 3 miles north of Maple. Dick Lynsky.
B-1-17-45-4P

TURKEYS, ducks, geese and butcher hogs for sale. Phone 1754-J-1. Bill Notzger.
B-1-12-20-tfc

Will have used upright and spinet piano in this vicinity soon. Will sacrifice in order to retire present obligation against them. Cash or terms to responsible party will accept trade-in. Call or write.
McBRAYER-PIANO CO.
CREDIT DEPT.
217 WEST 6TH
AMARILLO, TEXAS
B-1-45-2C

FOR SALE: 600 6" and 8" cedar posts. Reasonable. Phone 1748.
B-1-11-20-tfc

FOR SALE: White turkeys. South of cemetery. Phone 1607-W. Jesse Scott.
B-1-11-20-3P

USED APPLIANCE EXTRAS
1951 18' Firestone Upright Freezer 349.95
Two 8' Coop Chest Freezers... 139.95
One 8' Wizard Freezer. 139.95
1947 8' Servel Refr. 99.95
Only 3 Gas Ranges. ea. 29.95
Apartment Electric Range 49.95
4 Burner Electric Range . 79.95
HEREFORD IMPLEMENT
B-1-45-4C

FOR SALE: Ear corn. 4 miles NE of Hereford. G. W. Hund.
B-1-12-45-2P

FOR ALTERATIONS of all kind. Guaranteed work. 133 Ave. E. Phone 1658.
B-1-12-45-4P

FOR SALE: Bendix Economat automatic washer. Used 5 months. \$175. Phone 1364.
B-1-12-45-2P

WE HAVE Tulip, Iris and Narcissus bulbs and have others arriving. Hereford Floral Shop. 209 Higgins St.
B-1-17-45-2P

BEAUTIFUL MUMS. Cut from our greenhouse at reasonable prices. Hereford Floral Shop. 209 Higgins St.
B-1-15-45-2P

2. FOR SALE Farm Equipment
FOR SALE: John Deere A tractor and cotton stripper. 2 row cultivator. Tool bar attachment. Pulling new. Good condition. \$650. 224 Ave. C. Phone 412-W. Oscar Pimms.
B-2-26-19-6P

3. FOR SALE Automobiles
FOR SALE: 1932 Nash Station Wagon. Low mileage, radio, heater, overdrive. Call Cecil Massey 267 or 1075-W.
B-3-18-45-2P

FOR SALE: 1939 Plymouth with excellent motor. Priced cheap. Can be seen at Roberson's Texaco Station, First and Miles.
B-3-19-20-1fx

4. REAL ESTATE REAL ESTATE LOANS - AUTO LOANS
YOU DON'T HAVE TO WAIT QUICK SERVICE
JOHN McLEAN
Phone 273
S-4-2-tfc

FOR SALE
By Owner
3 Bedroom Home
100-ft. lot on paving, near high school. Small orchard, storm cellar, many other conveniences. Will sell or would consider trading for larger house. Phone 1873 or see
F. A. TUCKER
206 Roosevelt
B-4-2-17-tfc

FOR SALE: Large home converted to 5 apartments. May be used as home or kept as income property. Bargain price for sale. 514 Union or Phone 495.
S-4-28-19-2k

FOR SALE
By Owner
3 sections grass. 200 acre stalk field. Good water and fences. Immediate possession. Improved R. E. A. 320 acres Private lease. Price \$30 per acer. 4 miles south, 10 miles west, Amistad, New Mexico.
FREDRICK ROUSSER
Clayton, New Mexico
B-4-20-3P

HOUSES FOR SALE:
New, two bedroom house on 100 ft. lot, fully insulated, well constructed, lots of storage space, wall to wall carpet on living room. Immediate possession. Price \$7500.00.
For any type house see us first.
Phone 9515
CAWTHON BROTHERS
B-4-20-tfc

FOR SALE: House, 2 rooms 16 x 24. To be moved. Monroe 45,000 BTU heater. 807 South 25 Mile Ave.
B-4-17-19-4P

FOR SALE
Grocery store in County seat town. OPS No. 2. About \$10,000 stock. Good terms. 118 East Second, Dalhart, Texas.
B-4-19-8P

SOUTH OF BLACK
Very nice, clean 160 acres, 30 acres grass, in good irrigation area. Unimproved. No Well. Price \$150.00
SAM NUNNALLY
Lone Star Insurance Agency
Pho. 424, Nite & Sun. 1711
B-4-45-tfc

185 A. Well improved with two irrigation wells.
160 A. All in cul. good water area. \$16,000 will handle.
650 A. Two sets of improvements. Three good irrigation wells on natural gas. These are all good tracts & priced to sell.
See Us For
FARM & RANCH LOANS
We appreciate good listing
W. R. (Bill) Metcalf
I. O. (IKE) Crosthwait
632 W. First St. On Hwy 60
Hereford, Texas
Box 845 Off. Ph. 854
Res. Ph. 229-W
S-4-20-1C

Will trade 7 room brick home in Amarillo for unimproved land near Hereford. Call 2-4781, 6-6774 or write 1917 Madison, Amarillo.
B-4-45-2C

FOR SALE
Perfect 455 acre tract of land four miles north of Friona. 10 inch irrigation well. Immediate possession. Price \$175.00 per acre. Good terms.
160 acres in irrigation district, \$100.00 per acre. Good terms.
ROY V. SMITH
On 60 Highway
Friona, Texas
B-4-43-tfc

A bargain in nice 2 bedroom home and garage on large lot at corner of Texas Ave. and Fuller street. Owner says it must sell. Possession at once.
A good 3 bedroom home on Second street. Priced at \$5,000. Some terms. One 2 bedroom home on Knight street with garage. Priced \$6,500. For other bargains in homes see
ROSE & BARBER
B-4-20-tfc

\$8,500 CASH
320 acres of good level land, no blemishes, no light soil, 1 1/2 miles off pavement. \$8,500 down and good terms on the balance.
SAM NUNNALLY
136 Main Night 1711
B-4-8-tfc

FOR SALE
One quarter section, close in, shallow water.
PRICE \$105 per acre
SAM NUNNALLY
Lone Star Insurance Agency
136 Main
Phone 424 Night & Sun. 1711
B-4-15-TFC

WE MUST SELL!
Two Bedroom Home Located at 222 Avenue A. Assume \$3,500 loan payable \$39.00 monthly and pay \$2,000 cash. Drive by and look at it... This is a bargain!!!
SAM NUNNALLY
LONE STAR INSURANCE AGENCY
Pho. 424 Nite & Sunday 1711
B-4-44-tfc

HEREFORD FARMS
Nice level 1/2 section all in cultivation. No sloping land. 1 8" irrigation well. Small house. Close in. \$28,000 cash will handle.
* * *
Beautiful 1/4 section close in and on pavement. One 8" electric irrigation well. Priced reasonably.
* * *
Choice section with two 8" irrigation wells. All level land with no waste land. Small improvements. \$60,000 cash down payment.
SAN NUNNALLY
136 Main
Nights & Sundays 1711
424
B-4-18-tfc

FOR SALE
By Owner
320 acres of good level land, no blemishes, no light soil, 1 1/2 miles off pavement. \$8,500 down and good terms on the balance.
SAM NUNNALLY
136 Main Night 1711
B-4-8-tfc

CHOICE
Irrigated and Unirrigated Farm Land. City Property
P. O. Box 506 - 338 Main
E. B. POSEY, REALTOR
Hereford, Texas
B-4-15-tfc

HEREFORD FARMS
One quarter section, close in, shallow water.
PRICE \$105 per acre
SAM NUNNALLY
Lone Star Insurance Agency
136 Main
Phone 424 Night & Sun. 1711
B-4-15-TFC

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* * *

FOR SALE
Choice section with two 8" irrigation wells. All level land with no waste land. Small improvements. \$60,000 cash down payment.
SAN NUNNALLY
136 Main
Nights & Sundays 1711
424
B-4-18-tfc

A bargain in well located, well improved section. 3 irrigation wells. Will accept some desirable trade. One improved section, 3 miles off highway in irrigation belt. The price is below anything else in that vicinity. 160 acres in cultivation. Well located. Priced \$80 per acre. Terms. 270 acres well located and in irrigation area. Priced \$85 per acre. Good terms. For other bargains see
ROSE & BARBER
B-4-20-tfc

IN PARMER COUNTY IRRIGATED FARMS. NON IRRIGATED FARM. GOOD BUSINESS PROPERTY. RANCHES AND HOMES.
O. W. RHINEHART
BOVINA, TEXAS
B-4-40-tfc

FOR SALE
Perfect 455 acre tract of land four miles north of Friona. 10 inch irrigation well. Immediate possession. Price \$175.00 per acre. Good terms.
160 acres in irrigation district, \$100.00 per acre. Good terms.
ROY V. SMITH
On 60 Highway
Friona, Texas
B-4-43-tfc

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ROSE & BARBER
B-4-20-tfc

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320 acres of good level land, no blemishes, no light soil, 1 1/2 miles off pavement. \$8,500 down and good terms on the balance.
SAM NUNNALLY
136 Main Night 1711
B-4-8-tfc

FOR SALE
Have several nice clean well located 4- and 5 room houses. Price range from \$6,500 to \$8,000. Good Terms.
GLENN WEIR, REALTOR
109 Main St.
Phone 200 Res. Phone 802
Hereford, Texas
B-4-17-tfc

SERIOUSLY!
Have Some Buyers for IRRIGATED & DRY LAND FARM TRACTS. See or write at once
J. B. ELLISTON REALTOR
Serving This Territory for 50 years
NEED YOUR LISTINGS
Box 1503 Hereford
B-4-2"-13-tfc

WESSON SPECIALS
160 ACRE IRRIGATED FARM: A Fine tract of land located in Deaf Smith County for home. \$160.00 per acre.
320 ACRE FARM: Modern improvements. 8" irrigation well. All exceptionally good land. Located in Deaf Smith County. \$165.00 per acre.
FINE SECTION OF LAND: 320 acres of good wheat. Bal. stalk stubble. Deaf Smith Co. \$67.50 per acre.
4 FINE SECTIONS: Improved. All good tillable land. Deaf Smith Co. \$52.50 per acre.
320 ACRE FARM: Extra choice farm located S/E of Dimmitt. Per acre \$210.00.
MANY OTHER GOOD BUYS IN FARMS AND RANCHES:
See or write us for particulars
WESSON REAL ESTATE
West of Court House
Phone 944 317 Sampson
Hereford, Texas
B-4-20-tfc

2 BEDROOMS
WILL SELL NEW HOME AT 311 PARK
SAM NUNNALLY
Lone Star Insurance Agency
136 Main Phone 424
B-4-46-tfc

FOR RENT
FOR RENT: Unfurnished apartment with private bath. Apply 507 Jackson.
B-5-10-45-tfc

FOR RENT: Nicely furnished apartment. Call 777 or 164-W.
B-5-9-45-tfc

FOR RENT: 4 room completely furnished apartment. Available Dec. 1st. Phone 1353.
B-5-12-45-tfc

FOR RENT: Bedroom close in. 509 Ross. Phone 847-J.
B-5-9-29-tfc

FOR RENT: Small furnished house. Call 1084-W or 961.
B-5-9-20-tfc

FOR RENT
FOR RENT: Bedroom. 511 Lawton, corner East 6th.
S-5-9-20-1P

FOR RENT: One of the better apartments. 3 large rooms. Private bath. 613 South 25 Mile Avenue. Phone 325.
B-5-19-20-tfc

FOR RENT: 2 room furnished apartment. Phone 556.
S-5-8-20-1k

FOR RENT: Nice 3 room apartment, private bath and garage. Phone 333-J.
B-5-12-20-tfc

FOR RENT: 2 room furnished apartment. Private bath. 1623-W, 108 West 8th.
S-5-12-20-1k

FOR RENT: 5 room house. Partly furnished. Close in. Couple preferred. Mrs. Parr, 505 North Miles.
S-5-16-20-1P

FOR RENT: Furnished apartment. 300 West Sixth.
S-5-9-20-1k

FOR RENT: Downstairs furnished apartment for couple. Private bath, garage. Bills paid. 514 Union.
B-5-14-20-1k

FOR RENT: Duplex apartment, unfurnished. Exceptionally desirable. Corner Miles, Park Avenue. Call 442.
B-5-13-20-tfc

6. WANTED
Mr. Farmer:
Due to the drought in Cochran County and the short crop, The Cochran County Gin Co. one block east of Muleshoe Highway in Morton can give you immediate ginning service. We can put your cotton in the loan or buy it as soon as your grade card is returned. Government bonded warehouses for your convenience. Modern gin, complete service.
Curtis Willoughby, Managing Partner, Day phone 4461
Night 2221
B-6-45-4C

WANTED: Custom plowing, planting and listing. Floyd Stivers. Phone 930J.
B-6-10-43-tfc

WANTED: Pasture grazing for cattle. O. G. Hill. Phone 93 or 1310.
B-6-12-40-tfc

WANTED TO BUY: Used duck decoys. Several dozen. Call 1297.
S-6-10-20-1k

8. HELP WANTED
WANTED: Man, woman or couple to stay in home, keep house and cook for elderly man. 212 Ave. I. Phone 319-J.
B-8-21-20-tfc

WANTED:
Industrious man to learn Appliance Sales and Service. Phone 1000 day time or 1656 night.
B-8-20 -2K

FOR RENT
FOR RENT: 2 room furnished apartment. Phone 556.
S-5-8-20-1k

FOR RENT: Nice 3 room apartment, private bath and garage. Phone 333-J.
B-5-12-20-tfc

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S-5-16-20-1P

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FOR RENT: Downstairs furnished apartment for couple. Private bath, garage. Bills paid. 514 Union.
B-5-14-20-1k

FOR RENT: Duplex apartment, unfurnished. Exceptionally desirable. Corner Miles, Park Avenue. Call 442.
B-5-13-20-tfc

9. Situations Wanted
WANTED: Ranch work. Steady and dependable. 120 B Street.
B-9-9-45-2P

WILL CARE for small children. 104 West 6th Street.
B-9-9-19-5P

WANTED: Cotton pulling. Have 2 John Deere strippers. 224 Ave. C. Phone 412-W. Oscar Pimms.
B-9-15-19-6P

(Continued on Page 5)

Kiwanis Club
Thurs. Noon
Hotel Jim Hill

NOTICE OF MEETING
ODD FELLOWS
Each Monday Night
REBEKOKHS
Each Tuesday Night

Veterans of Foreign Wars
Meets Every Thurs. 8 P.M.
V. F. W. CLUB HOUSE

Lions Club
meets every
Wednesday, 12 noon
Hotel Jim Hill

Regular Meeting Night
1st & 3rd Tues. Night
of Each Month
AMERICAN LEGION
AND AUXILIARY

Stated meeting second Monday in each month. School of instruction each Thursday night.
R. L. THOMPSON, Sec'y
Robert E. Wagoner W. M.
MASONIC BULLETIN
Hereford Lodge 849

FOR SALE
Have several nice clean well located 4- and 5 room houses. Price range from \$6,500 to \$8,000. Good Terms.
GLENN WEIR, REALTOR
109 Main St.
Phone 200 Res. Phone 802
Hereford, Texas
B-4-17-tfc

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Have Some Buyers for IRRIGATED & DRY LAND FARM TRACTS. See or write at once
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Serving This Territory for 50 years
NEED YOUR LISTINGS
Box 1503 Hereford
B-4-2"-13-tfc

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160 ACRE IRRIGATED FARM: A Fine tract of land located in Deaf Smith County for home. \$160.00 per acre.
320 ACRE FARM: Modern improvements. 8" irrigation well. All exceptionally good land. Located in Deaf Smith County. \$165.00 per acre.
FINE SECTION OF LAND: 320 acres of good wheat. Bal. stalk stubble. Deaf Smith Co. \$67.50 per acre.
4 FINE SECTIONS: Improved. All good tillable land. Deaf Smith Co. \$52.50 per acre.
320 ACRE FARM: Extra choice farm located S/E of Dimmitt. Per acre \$210.00.
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WILL SELL NEW HOME AT 311 PARK
SAM NUNNALLY
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136 Main Phone 424
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B-5-9-45-tfc

FOR RENT: 4 room completely furnished apartment. Available Dec. 1st. Phone 1353.
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B-5-9-29-tfc

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B-8-21-20-tfc

WANTED:
Industrious man to learn Appliance Sales and Service. Phone 1000 day time or 1656 night.
B-8-20 -2K



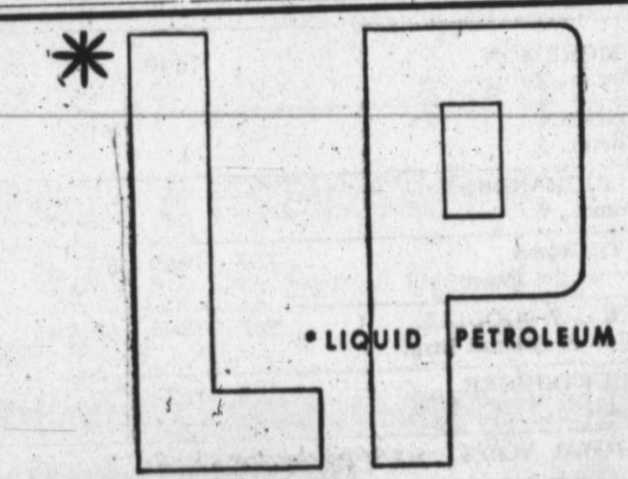
GET NEW SUBURBANITES by GOOD YEAR

• Up to 91% more "start-ability" • Up to 39% more "stop-ability"
• More rubber for longer wear • Quieter operation on dry roads
No need to dig your way out of the driveway - let Suburbanites take you out the easy way. The Suburbanite's multi-cleated tread has nearly two thousand knife-like edges that take hold on snow and ice. And when the snow melts, Suburbanite's wider, flatter tread puts plenty of rubber on the road for longer wear. Don't suffer costly delays... get New Suburbanites Today!

Truck Owners Look! This great new truck tire looks and performs just like the Suburbanite but is built to truck sizes and specifications. Available in sizes up to 7.50 x 17.
New Grip Tread by GOOD YEAR



SHELTONS TIRE EXCHANGE
303 E. 1st St. Phone 122

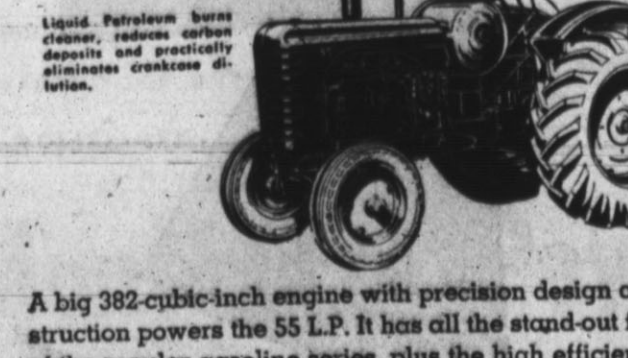


ECONOMY WITH THE WORK OUTPUT OF GASOLINE MASSEY-HARRIS 3-4 plow 44 L.P.*



The Massey-Harris 44 L.P. is custom designed and factory built for efficient operation on L.P. fuel. And because it is built as a complete L.P. unit, the 44 LP gives you the same high-power rating as the 44 Gas—the same belt and drawbar efficiency.
In addition you get the economy of operating on low-cost fuel, and the low engine upkeep that results from the use of clean-burning, high-octane L.P.
Ask for a demonstration of the 44 L.P. ... let us show you the tractor that gives you lower operating costs and maximum power in its class.

LOW MAINTENANCE HIGH POWER OUTPUT LOW FUEL COST MASSEY-HARRIS 4-5 plow 55 L.P.



A big 382-cubic-inch engine with precision design and construction powers the 55 L.P. It has all the stand-out features of the regular gasoline series, plus the high efficiency of a low upkeep cost of operating on clean-burning, high octane L.P. What's more, the 55 L.P. is factory designed a propane-butane tractor... there's no power loss as w conversion units.
See us soon, and we'll show you how to get fuel economy, low upkeep rugged lugging power for your farm... the Massey-Harris 55 L.P.
LESLEY - VAUGHN MOTOR CO
345 East 1st St. Phone 6

10. NOTICE

ALCOHOLICS Anonymous Phone 850. B-10-4-11-tfc

MADAM ARIENE

Born reader and advisor. Gives help and advises no matter what your problem. 1211 So. Buchanan, Amarillo. Everybody Welcome. 10:00 A. M. to 7:00 P. M. Satisfaction assured. B-10-20-8P

11. Business Services

ENROLL YOUR Pre-School child in Kindergarten. Mrs. J. R. Fowlkes. Harrison Highway. Phone 1574-W. 8-11-14-tfc

Mr. Farmer:

Due to the drought in Cochran County and the short crop, The Cochran County Gin, Co. one block east of Muleshoe Highway in Morton can give you immediate ginning service. We can put your cotton in the loan or buy it as soon as your grade card is returned. Government bonded warehouses for your convenience. Modern gin, complete service.

Curtis Willoughby, Managing Partner, Day phone 4461 Night 2221. B-11-45-4C

RUBBER STAMPS: Fast service. Phone 1303, Francis Printing Co. B-11-11-29-tfc

Old Process cottonseed meal and cake. You can save money by having your cattle cubes made on a custom basis. Molasses for sale, bulk or to be put on your feed. DAWN CO-OP DAWN, TEXAS Phone Hereford, I. D. Operator 5-11-20-1C

For your best trade or deal on new home appliances and T.V. Sets for Christmas See or Call Red Schneider with the new Farm and Home Supply. 1301 Park Ave. Phone 213-J or 1109 B-11-20-tfc

Concrete Walks, Driveways, Floors, Stucco, Plaster and Redashing. Free estimates. H. E. Wexler 111 Bradley Phone 417-J 5-11-19-tfc

Complete EARTH MOVING SERVICE We've Added a New Service Concrete Irrigation Ditches Using Fullerform Method and Machinery SAVE WATER - SAVE SOIL SAVE MONEY - SAVE LABOR See Us for Complete Details WALLACE CONST. Phone 399 618 West First - Hiway B-11-2-19-tfc

PLUMBING SUPPLIES, lavatories, closets, sinks, bath tubs, water heaters, soil pipe and fittings, lead pipe, traps, etc. We have practically everything for your plumbing needs. Priced right. Miller Plumbing Co. 125 Sampson. Phone 1287. B-11-34-19-tfc

Manufacturers Installers Sewer, Culvert & Irrigation Tile George W. Byrd Phone 1658 Hereford, Texas FERGUSON PIPE COMPANY Phone 2921 - Farwell, Texas T-11-11-tfc

Hospital Notes

PATIENTS DISMISSED (Patients dismissed from the hospital on November 6th were, Mary Arnold, obs.; Rose Mary Vega, med.; Mrs. Gertrude Probasco, surg.; Mrs. Bob Bicknell, was discharged on Nov. 5th. Cliff Crowell, med.; Mrs. Merton Fite, med.; and Mrs. Al Breith on Nov. 8th.)

PATIENTS IN HOSPITAL Mr. J. D. Childers, med.; Mrs. Lola M. Owens, surg.; Mr. C. G. Estrada, med.; Mr. W. E. Dameron, med.; Mary J. Pounds, OB; Mr. W. E. Clowdus, surg.; Jerry Wayne Stone, med.; Tommy McGlaun, ortho.; Mrs. J. H. Fish, med.; Mrs. Bobbie Parks, med.; Mrs. Helen Patton, OB; Mrs. Rex Lee, OB; Mrs. Luip Marez, OB; Mrs. H. M. Thomas, med.; Paulo Sanchez, med.; Mrs. G. A. F. Parker, med.; Mrs. Dora Inman, med.; Mrs. Julia Sowell, med.; Baby Florese, med.; Mrs. Walter Vines, surg.; and Mrs. Mary Acker, med.; and Mrs. H. A. Cavness, surg.

BIRTHS To Mr. and Mrs. Rex Lee on November 5th a boy. The baby was named David Rick.

Bob Wear Appointed To 42 Man Advisory Committee Recently

Bob Wear has been appointed to a forty-two man Advisory Committee to help plan and conduct an area-wide meeting for the friends of Abilene Christian College. The meeting will be in Lubbock, Texas for the purpose of raising funds to furnish the new men's dormitory now under construction on the campus of ACC.

Flower Arrangement Demonstration Given Humming Bird Group

Mrs. M. T. Rutter gave a demonstration on flower arrangements to the Humming Blue Bird group at the Hut Wednesday afternoon. Paula Sue Moore served cookies to the guests and the following: Linda Smith, Shirley Carthel, Bernice Denny, Marilyn Jones, Beverly Robertson, Marilyn Martin, Patricia Bell, Jonelle Slack, Cecelia Loerwald, Kay Woolery, Wyndolyn Sheppard, Phyllis Ward, Mrs. Wesley Brown, Mrs. Harley Ward and Mrs. Bell.

Cultural H. D. Club First Place Winner With Record Books

SPECIAL.—The Cultural Home Demonstration club was first place winner for the second year in succession on their Record Book, which was due at the last regular meeting of the Club Reporters, Oct. 27 in the County Court room. They were judged by Mrs. Elmer Patterson and Mrs. Corinne Jennings. Announcement of their findings was given at the regular meeting of the Home Demonstration Council which was held in the County Court Room Monday afternoon.

Seven clubs turned in record books at that time. Second place winner was Bippus Home Demonstration Club, third went to the Wyche Home Demonstration Club. Other clubs turning in record books were Messenger, West Hereford, Dawn and North Hereford. Record Books are compiled mainly of the work done in the club. Its socials, newspaper clippings, club meeting and feature stories.

Each program of the year is supposed to be outlined in detail with members on the program and its guest speakers, if any. It should contain club history, complete roll, associate members, officers and committees. It should be in a permanent type binder, with heavy pages for durability. It is supposed to be a permanent record for future use.

The record books were compiled by the club reporters of the various clubs. Cultural's reporter and compiler was Mrs. R. C. Childers. Last year the book was compiled by a committee of three. They were Mrs. Earl DeHart, Mrs. C. S. Barclay and Mrs. Grady Parsons.

The record books were placed in the County Library for the Public to see at their convenience.

EXTRA-SPECIAL CATTLE TRUCKS INSURED YOU DON'T HAVE TO WAIT—WE WRITE THE POLICIES John McLean Insurance Agency Phone 273 - 127 W. 3rd B-11-7-tfc

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

13 LOST FOUND: A pair of glasses found Tuesday. Owners may have same by describing and paying for this ad. B-13-18-18-tfc

Mrs. Henry Melton Hostess To Farm And Ranch Club Thursday

The Farm and Ranch Club met in the home of Mrs. Waldron Melton Thursday with a one o'clock luncheon. The table was laid with Lotus Pottery over a chattrous covering and centered with an arrangement of bronze chrysanthemums.

Following the luncheon Mrs. Waldron Perrin, club president, presided over a short business session. Mrs. Julian Perrin had charge of the program. She gave an interesting talk on Korea, pointing out the customs and characteristics of its people and their attitude toward the war and their ambitions for a new and better Korea.

Members attending the meeting were Mmes. Buren Soywell, Frank Rickels, Carand Solomon, Woodrow Perrin, Herschel Burrus, Jack Weaver, LaVerne Davenport, A. J. Walker, Julian Perrin, Waldron Melton and the hostess, Mrs. Henry Melton.

Please tell me how I can make a good, effective, cleansing facial mask at home.

A. Beat up the white of an egg, spread this over the freshly-washed face, leave on 20 minutes, then rinse with warm and chilled waters.



PVT VIRGIL KELLEY, son of Mrs. Velera Kelley of 111 Catalpa Street, is at Fort Benning, Ga. training as a parachutist. Kelley went into service July 28 of this year. Students at Benning are required to make five jumps from an airplane in flight, including one with full equipment.



HAROLD KAESTNER has been named as pastor of the Immanuel Lutheran Church here in Hereford. Kaestner is from the state of Illinois where his parents now live.

In September 1939, he enrolled at St. Paul's Academy, and graduated from the Junior College there in January 1945. Enrolled in Concordia Seminary, St. Louis in same month and was graduated from there in June 1949. During years of Seminary served internship at Santa Ana, California and also helped in beginning new Lutheran mission in Mt. Carmel, Illinois.

Upon graduation from Concordia Seminary he accepted call to the Oakley, McAllister parish in western Kansas, serving two churches, 42 miles apart. He was married to Alice Kischnick at Vernon, Texas on June 17, 1949 and they have one child, a daughter, Marsha Ann. Kaestner has served in a special capacity to the Walthar League, the International Young Peoples' Society of the Lutheran Church.

Home On Leave Now

A/1c John A. Hix who has been stationed in Greenland for over a year, is now home on a thirty day leave and is visiting with his parents, Mr. and Mrs. Thomas Hix, Rt. 1, Hereford. Hix will report for duty at Riverside, Calif. when his leave expires. The serviceman attended school in Jumbo and Dimmitt.

SHOP SERVICE Now... READY TO SERVE YOU Better Than Ever Come in and see our modern shop facilities for faster work and better workmanship on your tractor and other farm machinery. See our system of following factory specifications for fit and adjustment of working parts. This is the way to get all the extra years of use from the ENDURANCE built into Case tractors and implements. FARM & HOME SUPPLY Watch For Our Formal Opening 1301 Park Ave. Phone 1109

Lace and Ruffle Trimmed GOWNS BRUSHED RAYON BEMBERG \$3.98 5 Lovely Styles Two tones and solids in soft, warm brushed BEMBERG. Fitted bodice... cord tie waist... elasticized fitted waist styles. Large selection of pastel shades. Extra full skirt sweep. Sizes 32 to 40. Anthony's THE G. B. ANTHONY CO.

Hospital Notes PATIENTS DISMISSED (Patients dismissed from the hospital on November 6th were, Mary Arnold, obs.; Rose Mary Vega, med.; Mrs. Gertrude Probasco, surg.; Mrs. Bob Bicknell, was discharged on Nov. 5th. Cliff Crowell, med.; Mrs. Merton Fite, med.; and Mrs. Al Breith on Nov. 8th.) PATIENTS IN HOSPITAL Mr. J. D. Childers, med.; Mrs. Lola M. Owens, surg.; Mr. C. G. Estrada, med.; Mr. W. E. Dameron, med.; Mary J. Pounds, OB; Mr. W. E. Clowdus, surg.; Jerry Wayne Stone, med.; Tommy McGlaun, ortho.; Mrs. J. H. Fish, med.; Mrs. Bobbie Parks, med.; Mrs. Helen Patton, OB; Mrs. Rex Lee, OB; Mrs. Luip Marez, OB; Mrs. H. M. Thomas, med.; Paulo Sanchez, med.; Mrs. G. A. F. Parker, med.; Mrs. Dora Inman, med.; Mrs. Julia Sowell, med.; Baby Florese, med.; Mrs. Walter Vines, surg.; and Mrs. Mary Acker, med.; and Mrs. H. A. Cavness, surg. BIRTHS To Mr. and Mrs. Rex Lee on November 5th a boy. The baby was named David Rick. Bob Wear Appointed To 42 Man Advisory Committee Recently Bob Wear has been appointed to a forty-two man Advisory Committee to help plan and conduct an area-wide meeting for the friends of Abilene Christian College. The meeting will be in Lubbock, Texas for the purpose of raising funds to furnish the new men's dormitory now under construction on the campus of ACC. Flower Arrangement Demonstration Given Humming Bird Group Mrs. M. T. Rutter gave a demonstration on flower arrangements to the Humming Blue Bird group at the Hut Wednesday afternoon. Paula Sue Moore served cookies to the guests and the following: Linda Smith, Shirley Carthel, Bernice Denny, Marilyn Jones, Beverly Robertson, Marilyn Martin, Patricia Bell, Jonelle Slack, Cecelia Loerwald, Kay Woolery, Wyndolyn Sheppard, Phyllis Ward, Mrs. Wesley Brown, Mrs. Harley Ward and Mrs. Bell.

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Mr. and Mrs. Hugh Clearman



Dorothy Hundley, Hugh L. Clearman Married in Vega

The marriage of Miss Dorothy Sam Hundley, daughter of Fred Jackson of Vega, and Hugh Lee Clearman, Deaf Smith County Agent, took place Sunday afternoon November 2 in the Baptist Church parsonage at Vega.

Rev. Milton Kresse, pastor, read the simple single-ring ceremony with the only attendants being the bride's sister, Mrs. W. N. Albright and Mr. Albright of Amarillo. Mrs. Albright wore a beige

sharkskin suit with brown accessories and corsage of yellow carnations.

The bride was attired in a navy blue suit featuring navy and gray accessories. Her off the face hat was navy, veiled in matching color. Her flowers were fashioned of pink carnations into a bridal bouquet.

Mrs. Clearman is a graduate of Vega High School and attended West Texas State College. She has been employed at the Hereford Implement Company for the past year and a half. Mr. Clearman is a graduate of

Texas A & M College and served in the Navy during World War II. He has been Deaf Smith County Agent for the past seven years. The couple plan to live in Hereford and are now at home on his farm two miles north of Hereford.

Mrs. Owen Stagner and Mrs. W. R. Scarth have gone to Abilene to visit with their children who are attending school there.

Mr. and Mrs. Don Martin and children have been visiting her parents, Mr. and Mrs. Fred Simpson, in Matador.

The Sunday Brand SOCIETY

Hereford, Texas, Sunday, November 9, 1952

Section Two

Beta Sigma Phi Enjoys Program Here Monday

Texas Kappa Iota chapter, Beta Sigma Phi Sorority met on Monday evening in the home of Mrs. John Pool. Mrs. Ernest Wade, president, conducted a brief business session.

Mrs. Byrdie Dee Fellers, program chairman for the evening, conducted the lesson "Happiness Through Control" with members filling out personality charts. Also included in the program was the discussion of "Awareness of Blessings" with members giving personal reasons for appreciation of blessings.

Members attending and taking part in the study were Mesdames: Ernest Wade, Neil Cooper, Paul Harvey, James Mercer, Kenneth Cowan, Norman Moore, Hollis Huckert, O. L. Amery and the hostess.

Mrs. Blanche Kuykendall arrived Thursday to spend a few days with her mother, Mrs. F. P. Potter, who is ill.

Legion Auxiliary Outlines Plans For Coming Activities At Meeting Tuesday

The Auxiliary of the American Legion held a business session at the Veterans Memorial Park Clubhouse Tuesday evening. Mrs. Ira Ott, president, directed the meeting.

Plans for the coming fall and winter activities were outlined. Members voted to sponsor a "can of the month" project with members bringing packages of non-perishable foods to be used in welfare projects.

Members voted to pack five overseas Christmas boxes for soldiers in Korea, and also voted to contribute to the Gift Shop in the Veteran's Hospital in Amarillo which is sponsored by Auxiliaries over the district. Members are asked to bring gifts to the next Legion-Auxiliary social night affair on Nov. 18 and gifts will be wrapped at the meeting and sent to the Amarillo hospital.

Will Sponsor Youths Clothing Box
Members of the Auxiliary decided to sponsor a youth's clothing box. Everybody is requested to contribute children's outgrown clothing which members will distribute to the most needy. Mrs.

C. O. Wilkins was named chairman of the clothing project and anyone having clothes that can be used is requested to call Mrs. Wilkins.

Plans for a bingo party for members was also discussed. Those attending were Mes-

dames: Ira Ott, James Wilde, Charles Crowell, Ray Watson, Monroe Parker, Grant Hanna, Nell Hodges, Artie Frost, Carlos Vaughn, Wilbur Davis, Ida Mae Vaughn, C. O. Wilkins, Jim Childers, Harold Pettyjohn and Guy Bogie.

"The President's Lady" Reviewed At La Plata Club Meeting Tuesday

Mrs. H. H. Caraway was hostess for the regular meeting of La Plata Club Tuesday evening.

During the business session plans were made for the annual Thanksgiving Husbands Dinner which will be held in the home of Mrs. Homer Brumley on November 18.

The forthcoming school bond election was discussed and members agreed to inform themselves concerning the issue.

Mrs. Frank Provell and Mrs. William Krumben were welcomed as new members.

Mrs. Morris Thompson gave the program, reviewing "The President's Lady" by Irving Stone. The story of Andrew Jackson and his lady who was never to be mistress of the White House.

Members present were Mesdames: Leroy Aven, N. D. Bartlett Jr., Homer Brumley, Dalton Criswell, Ray Downey, J. H. Johnson, Lynn Kester, Chas. Newell, Elmer Patterson, A. J. Schreder, C. W. Sparlock, Ullin Streu, Morris Thompson, Don Little and the hostess.

Jaycee - Ettes Install Officers



Jaycee-Ettes Officers

Jaycee-Ettes held installation of officers Wednesday night at a supper meeting held in the home of Mrs. Ray Hardy. After the covered dish supper the installation rites were held with Mrs. Melvin Young named president. Those to serve with Mrs. Young

are: Mrs. Edgar Skypala, vice-president; and Mrs. Sam Nelson, secretary-treasurer.

Those attending were Mesdames: Ray Hardy, Sam Nelson, Melvin Young, Edgar Skypala, Richard Lucas, Nolan Grady, Harold Loerwald, Jimmy Roberts and Bill Howard.

E. L. Langley Speaks On Women's Legislation At B&PW Club Meet

E. L. Langley was guest speaker for the regular session of the B & PW club held in the Jaycee Clubhouse Monday evening. Mrs. Grace Thomas was in charge of the program.

In keeping with the national B & PW clubs organization project, legislation dealing with women was the topic of discussion for the evening.

Mr. Langley talked on legislation dealing with women in the State of Texas and his talk was followed by a question and answer period with all members of the club taking part.

Also on the program were Mrs. Marie Ratcliff who told of national legislation dealing with

women, telling of the long fight made by the national organization for better legislation for women, and Mrs. Ellen Carter, who spoke on women and jury service.

Hostesses for the evening were: Kathleen Baker and Velma Cook. Members present were: Dyalitha Brady, Fave Campbell, Kathleen Caylor, Ellen Carter, Ora Coekrell, Velma Cook, Louella Cowser, Zula Gilliam, Alma Hilton, Pauline Howard, Ursalee Jacobsen, Kathleen Baker, Corinne Jennings, Pat Loerwald, Norma McMaster, Gladys Medkief, Eunice Petersen, Lucille Posey, Marie Ratcliff, Sayde Rigler, Bruce Rose, Seale Stephens, Grace Thomas, Erma Walker and Pearl West. Mrs. Leta Kaul was a guest.

Les Meres Study Club Fetes Husbands Monday

Les Meres Study Club members entertained husbands at a buffet dinner given at Hotel Jim Hill Monday night. The Thanksgiving theme was carried out in table decorations and throughout the hall.

Following the dinner games of canasta were enjoyed with prizes going to W. N. Reiger, high, and Mrs. Eugene Noel, low.

Those attending were Messrs. and Mesdames: Ed Brisendine, Joe Davenport, Dick Gholson, Howard Gore, Glenn Gripp, Spicer Gripp, Gib Howard, C. B. Hudson, W. D. Jones, Robert Lemons, Eugene Noel, Monroe Parker, W. N. Reiger, Larry Summers and Mrs. Elvin Wilson.

WCSO Of Methodist Church Holds Luncheon Meeting, Program Here

The Woman's Society of Christian Service of the Methodist Church held its regular luncheon meeting and program in Fellowship Hall Wednesday. Special guests were former pastor's wives: Mrs. J. O. Haymes and Mrs. Marvin Boyd, both of Plainview.

The program for the afternoon was on "Fruits of Evangelism" directed by Mrs. D. W. Hawkins. Others taking parts were Mesdames: F. W. Harrison, J. O. Newell and J. P. Slaton.

During the business meeting Mrs. T. Mims and Mrs. F. C. Glen-

denning were welcomed as new members and plans were made for the WCSO Bazaar and bake sale which will be held on November 22 on Main Street. Members also decided to send 24 packages to overseas servicemen for Christmas.

Mrs. J. F. Ward reported that since June 1, she had sent 1,000 garments and 100 pairs of shoes for use at mission posts.

Hostesses for the meeting were Mesdames: T. H. Coursev, Chas. Sowell, Robert Lingenfelter, W. J. Messick and Bill Davis Jr.

5th Birthday Is Celebrated Here

Gary Thomas Gore was honored on his fifth birthday at a party given by his mother Tuesday afternoon. The party was in the form of a weiner roast and picnic with birthday cake as an added feature. Favors were funny books.

Children attending were: Judy Summers, Barbara Ann Gholson, Monty Gripp, Nancy Gripp, Lynn Brisendine, Barry Hudson, Judy Crume, Jean Ann Gore and the honoree.

Mothers assisting the hostess were Mrs. C. B. Hudson, Mrs. Spicer Gripp and Mrs. Glenn Gripp.

Joe Smith Presents Talk On The Southwest To Bay View Club Here

Joe Smith was guest speaker for the Bay View Club session Thursday afternoon when members met in the home of Mrs. George Heard. Mrs. Heard, yearbook chairman, introduced the speaker who continued the course of study "The Great Southwest" by speaking on the subject "Phrases of the Southwest" choosing the Maxwell Land Grant as his main topic.

"When people visit the grave of Billy the Kid, they see but pass unnoticed the grave of Maxwell who as more important to the Southwest than many much more noted. At one time he owned millions of acres of land but was a pauper at the time of his death," he said.

Smith told of Maxwell's contribution to the Southwest and of his life as a rancher and grants of land he made to the state. The next meeting of the club will be held in the home of Mrs. Wayne Evans instead of as scheduled in yearbooks. Members present were Mes-

dames: J. P. Slaton, E. W. Harrison, C. J. Crump, Colby Conkwright, Lee Benefield, J. W. Kirby, Paul Mathers, A. M. Jones, Phillip Barkley, Will S. Kerr, Wayne Evans, D. H. Alexander, Miss Frances Turrentine, and the hostess.

South Hereford H. D. Club Meets

South Hereford Home Demonstration Club held its regular meeting with Mrs. S. S. Williams Tuesday afternoon. Mrs. Clyde Cocanougher gave the lesson demonstration.

Those attending were Miss Evelyn Bell, Mesdames: W. H. Goetsch, A. C. Flowers, Clarence Hollabaugh, John Hacker, Franklin Miller, John Draper, J. P. Slaton, Clyde Cocanougher, Ronald Matthews and the hostess.

North Hereford H. D. Club Session

North Hereford Home Demonstration club met with Mrs. Tony Hoffman Thursday afternoon. Plans were made for the annual family Thanksgiving dinner party on November 22 at the Veteran's clubhouse.

Mrs. H. E. Pettivohn gave the council report and Mrs. R. A. Fullwood gave a demonstration of knot tying and making belts from clothline rope. The next meeting will be held on November 20 with Mrs. Paul Hoff.

Members present were Mesdames: Paul Hoff, Otto Olson, H. E. Pettivohn, C. L. Whitehead, Frank Brinkman, O. C. Williams, Belle Williams, W. H. Russell, R. A. Fullwood, R. E. Barrett, Mary Bodkin, Miss Roberta Campbell and the hostess, Mrs. Carl Luke was a guest.

Mrs. Dean Whitehead and son of Prosser, Washington has arrived to visit her parents, Mr. and Mrs. W. S. Fluitt and sister, Mrs. Jack Brown.



Hereford Jaycee-Ettes

Page Two
TEXANS IN WASHINGTON

It's Moving Time At Capital For Legislators Who Are Coming Home

WASHINGTON — It's moving time at the Capitol for those whose service as legislators is coming to an end, among them Texas' own veteran Senator Tom Connally.

The process is a slow one, especially when you figure the mass of official and personal matters that can be accumulated in 36 years. Connally entered the house in 1917, went to the Senate in 1929.

For weeks Connally's staff has been busy sorting out the things that will be saved, those that will be left as government property and those that eventually will end up in a Texas museum or library. Requests have been received from a number of people and institutions wanting to add some of Connally's collection of personal papers, photographs and official correspondence to their exhibits.

When the walls are stripped in Connally's three-room suite, Capitol Hill will be the poorer. Just as the Senate Chamber itself next year will be a bit less interesting without the presence of the silver-haired and eloquent Texan.

the Senate Office Building will be minus one of the most colorful and intriguing sections.

Two of the three rooms occupied by the Senator on a fourth floor corridor contain a virtual photographic history of the times over the past three decades.

On the walls of the reception room, in the center, and in the senator's private office, hang scores of photographs of such events as the signing by the president of a declaration of war or an act setting up a depression-period relief agency. Connally, of course, is seen prominently in virtually all of them. One shows his leaving No. 10 Downing Street, the British prime minister's official residence in London.

When you enter, Connally's high-ceiling, red-carpeted office you see not only large photographs and painting of Texas cities and range lands but other reminders of the Lone Star State. There is a scale model oil derrick, the old time wooden kind, and a big guayule shrub rest on top of a cabinet with two rubber balls to show what the latex from the plant feels and looks like.

Aides of the senator say several writers and publishers want to cooperate with him in getting out an autobiography or a book of some kind on his life and views.

They say that he intends to withhold disposition of many of his personal papers and photographs to see whether they may be needed in such a volume.

Although the senator himself has never disclosed his future plans it is generally believed that he and Mrs. Connally will continue to reside here in the capital. It is pointed out that they own their own home in a very pretty and

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attractive section of Northwest Washington.

In that respect, it might be noted that there are scores of retired senators and representatives living here. They prefer the company of friends and cronies of long years in Congress rather than returning to home states where they may have actually resided only for brief periods over several past decades.

SCHOOL LUNCH ROOM MENU

- November 10 - 14
- Monday
Salmon Croquettes . . . Catsup
Buttered Green Beans
Carrot Sticks
Bread . . . Butter . . . Milk
Apples
- Tuesday
Hamburger Patties . . . Buns
Sliced Tomatoes . . . Lettuce
Onions . . . Pickles . . . Mustard
Apricot Cobbler . . . Milk
- Wednesday
Vegetable-Beef Soup (Carrots)
Potatoes . . . Tomatoes . . . Onions
Crackers . . . Cheese Sticks
Peanut Butter Sandwiches
Prune Cookies . . . Milk
- Thursday
Meat Balls
Mashed Potatoes
English Pea Salad
Bread . . . Butter . . . Milk
Ice Cream Cones
- Friday
Pinto Beans . . . Onion Rings
Harvard Beets
Fruit Salad
Bran Muffins . . . Butter . . . Milk
Honey

Q. What is the makeup routine for the perfect oval-shaped face?
A. Rouge center of cheek, blending it up over cheekbone toward the temple and carrying it lightly up under the eye, especially if you have dark circles. Keep your eyebrows natural, starting them on the line directly above inside corner of eye. Make up the mouth full, and follow its natural lines. Try to attain the full curve of the mouth.

Most hunting accidents could be prevented if hunters would observe the simple rules of safety with firearms.

Give the coffee pot a dose of baking powder at least once a week, and there will be no fear as to the fresh flavor of the coffee. Simply put a tablespoon of soda into the pot, with cold water and let boil for a few minutes. Then rinse with warm water.

Starkey-Mahaffey Wedding Vows Repeated In Oklahoma Ceremony

Mrs. George A. Smith of Norman, Oklahoma, announces the marriage of her daughter, Doris Eileen Mahaffey of Brownfield to Mr. Harold Ray Starkey of Abilene. His parents are Mr. and Mrs. Clinton H. Starkey, of Wheeler.

The wedding, a double-ring ceremony, was at the home of the bride's mother at Norman, Sunday November 2, 1952 at 3:30 p.m. with Rev. E. F. Halbock of Norman reading the vows.

Mr. and Mrs. Harold R. Starkey will be at home at 218 College Drive, Abilene, Texas after November 15.

The home was decorated with ferns and background of pink chrysanthemums served as the altar.

The bride was given-in marriage by her brother, James M. Mahaffey of Texarkana, Texas. She wore a striking artie blue wool gabardine suit and mauve blouse, with dark brown shoes and hat which was trimmed with pearls and rhinestones. She carried a corsage of pink roses.

Mrs. Carol Killingsworth of Briscoe, Texas, the matron of honor wore a dark brown suit and beige blouse. Mr. Carol Killingsworth of Briscoe was best man.

Herd replacements, next to an adequate pasture and forage program, is the biggest problem faced today by Texas dairymen. Dairymen must get into the calf raising business if they are to successfully compete with milk producers in other sections of the nation.

No wis the time to winterproof the farmstead. The recent "cold-snaps" are the forerunners of more severe weather to come. Be on the safe side and be ready.

Wedding music was played by John Jay Hughes rendering "I Love You Truly", "Because", and the "Wedding March".

The bride is a graduate of University high school at Norman and the University of Oklahoma. She taught homemaking at the Wheeler high school before accepting a position in Hereford as assistant county home demonstration agent, a position she held for two years, prior to going to Brownfield as HDA in September 1951.

The groom is a graduate of the Wheeler high school and has just returned from France where he has served in the U. S. Army for the past two years. He was formerly employed, by the Woodhouse construction company of Hereford before entering the service and is now employed at Abilene, Texas.

A reception was held at the home following the ceremony after which the couple left on their wedding trip to Lake Murray, near Ardmore, Okla.

Nominated Recently For Area Director

Leo Forrest, manager of Deaf Smith Electric Co-op, Hereford, has been nominated for director from his area to the board of directors of Texas Power Reserve, state association of Texas rural electric cooperatives, Austin.

He is nominated to succeed R. A. Yarbrough, Childress, on Texas Power Reserve's Board, where he has served as president for the past year and director for two years, maximum time permitted. Mr. Yarbrough is manager of Gate City Electric Co-op.

Election of directors to the seven-man board will be held in San Antonio, Plaza Hotel, November 6-7, at the annual membership meeting of Texas Power Reserve.

Read The Brand Want Ads

Come To The New Parish Hall
At Umbarger, Texas
For The
AUTUMN FIESTA
By St. Mary's Altar Society on
Nov. 11
Country Sausage Dinner 11:30 A. M.
Supper 5:00 P. M.

Concessions and Games
Dance 8 to 12
to the music of
CLYDE MILLER AND HIS SUNSHINE VALLEY BOYS

Now you can get this wonderful "PERSONALIZED" identification bracelet with YOUR own name ENGRAVED RIGHT ON IT!

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Here's our 1st choice for boys!

...and this just had to be our 1st choice for girls!

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with youngsters and parents, too! Youngsters like the grown-up styling. Mother and Dad like the long wearing qualities and low budget prices. See our complete selection of school and dress shoes... all sizes and widths... from

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Letters To The Editor

Nov. 3, 1952
Hereford, Texas

Dear Editor:
I read a very disgusting letter on we'll supposedly say an authority on noises.
This brilliant person seems to object to the noises of the diesel engines employed by the Santa Fe Railway. I can imagine a person as one of the many people that will run down a flag-an that has their interest at heart by standing on the crossing and risking his neck to keep some responsible person from running into the side of a cut of cars, train, if he doesn't get out of the way because they think they can get across in time and save a few seconds.
I wonder if you who complain the noise of the engines ever stop to think that these same noise-mean bread and butter to a of your citizens in Hereford?
mmmmmm!!!!
T. J. Nirschl

Dear Editor:
I was made chairman of the 1952 COP program for Deaf Smith and Castro Counties, but as Castro is not putting on a county we, we solicit the support of Castro County people through means.
To start with, we raised \$1,015. the Hereford area to apply on wheat drive in July. Now we are endeavoring to raise a car-load of mlo to be shipped as soon possible.
Our drive has gone slowly, so not because people object to it, but because we have been able to contact enough workers who were willing to get out and solicit contributions. I have been unexpectedly confined to hospital for at least two weeks just when our drive should be completed, so I will not be able to do anymore personal work on the program.
But why should it be necessary for some one to contact you personally in such an important program as this? Someone made the statement to one of our solicitors, this was for a Gary Stewart. "I would give freely." My ends, this is a Gary Stewart multiplied a million times. You may not feel that you have responsibility with regard to these unfortunate over-seas, but you are Christian you know you have this responsibility. These people are in dire need: from any fault of their own, from the ravages of war, from floods and other disasters. Do not let the smug feeling that this sort of thing can't happen to you. It can, and it does to our folk -- only they live in this wonderful land plenty where there are organizations such as the Red Cross, to turn to for help -- but not so for those poor, starving folks over-seas.
I am making this appeal to everyone in Deaf Smith and Castro counties who has not contributed

Earnest L. Langley, Captain In Organized Reserves, Is Appointed Branch Director

Earnest L. Langley, a captain in the Organized Reserve, has been appointed Branch Director Ordinance, in the 4163rd Organized Reserve School - recently activated for Reserve Officers in the Panhandle.

For the past three years Captain Langley has been active in the Reserves in Austin, Texas. He served three years active duty, much of it in the European Theater. Mr. and Mrs. Langley live at 501 Park Avenue with their three children. He holds a B. A. Degree from Texas Tech, and an L. B. Degree from the University of Texas and is associated with the James W. Wittepspoon Law Offices.



Captain Earnest L. Langley

A general meeting with all Active and Inactive Reserve Officers in the Panhandle is planned for early in December. Anyone desir-

ing information about ORC School may contact Captain Langley.

"This Reserve School gives both Active and Inactive Reserve Officers an opportunity to maintain their Commissions, and at the same time they can accumulate retirement points, which are necessary to retire with pay," Langley said. He emphasized the fact that membership in the ORC School would NOT alter anyone's status of possible recall.

Students will have their choice of courses in many branches, Captain Langley explained, such as Military Government, Command and General Staff, Artillery, Medics, Engineers, Finance, Ordnance and Infantry. Beginning in January, 1953, the 4163rd ORC will meet two or three Thursday evenings each month at the ORC Army, 112 N. E. 2nd Street, Amarillo.

Specially trained instructors will head the courses, which are designed to be of practical value. The latest training equipment will be used, including motion pictures, tape recorders, actual weapons and machinery. Both cut-away versions and operating models will be employed. The training itself originates in various active duty stations, where continued experimentation and study makes the latest information available.

Let's attend to this at once and get this car of grain ready to ship during this month. Remember, God has blessed the people in this area immeasurably, not only this season, but for a number of years. Should we not lend a helping hand to those less fortunate than we? This is a small effort to help bring peace to the world.

Before you decide how much to give, get out your Bible and read Matthew 25 beginning with the 34th verse and continuing through the remainder of the chapter. You will see how this program is in direct accord with God's plan.

Thank you for your prompt attention.

Sincerely,
H. M. Thomas

Dear Editor:
I stood in line today, down at the lettuce sheds trying to get some work and saw Hereford women turned away disappointed to the heart. I don't think we Hereford women are treated a bit fair. It's OK for out of state folks to help us, but there should be at least one lettuce shed for local folks. The money is being taken from our town by passing workers, while we Hereford mothers, who need work to help our families, don't have a chance to make the money to spend in Hereford.

Signed:
A permanent resident of Hereford

PROGRESSIVE NEWS

Out-Of-Town Friends, Relatives Visit In Progressive Community

By Mrs. Ira Ricketts

Mrs. Howard Higgins and son, Darrell, of Texline were visiting in the home of her parents, Mr. and Mrs. Ira Ricketts during the past week at which time the child was taken to Amarillo for treatment and is reported as improving.

Douglas Ricketts son of Mr. and Mrs. Glenn Ricketts of Enid, Oklahoma, is reported as recovering from a light case of polio.

Mr. and Mrs. Taft McGee and Judy and Mrs. Joyce Lomas were

in Lubbock Saturday where they attended the Homecoming of Texas Tech.

Miss Augustine Gregory was the dinner guest of Miss Lucille Park Sunday.

Mrs. Clyde Russell and children were shopping in Amarillo Saturday.

Mr. and Mrs. Sam Lesly spent the week end in Duay visiting Mrs. Lesly's two sisters Mrs. C. Brady and Mrs. Leonard Dunn.

Mr. and Mrs. J. C. Claborn and children were visiting in the

home of her parents, Mr. and Mrs. Lewis West over the week end.

Dorothy Veigel spent four nights with Doris Russell while her parents were in Austin on business.

Mr. and Mrs. H. L. Stewart and children of Monahans spent the week end with Mr. and Mrs. Bert Coffin. Mr. Stewart is Mrs. Coffin's brother.

Mr. and Mrs. Virgil Dodson were Sunday dinner guests of the Ira Scott family.

Mrs. Clyde Russell and children visited with Mrs. Howard Higgins and Darrell Wednesday in the Ricketts home.

Bill Carmichael spent Saturday night with Burl Fish.

Mr. and Mrs. Paul Marion and children from the Texas Agricultural Exp. Station at Spur,

Texas visited in the home of Mr. and Mrs. Lester English.

Visitors in the P. L. Carmichael home last week were Mrs. O. M. Bente and children of San-ger, Texas.

Mr. and Mrs. Ira Ricketts were dinner guests last Sunday in the home of Mr. and Mrs. Clyde Russell.

Afternoon visitors in the Russell home were Mr. and Mrs. Jim Carter of Canyon.

Mr. and Mrs. Howard Bryan and daughter Kathy of Oxnard, Calif. visited in the home of Mr. and Mrs. P. L. Carmichael Wednesday.

Ivey Thompson of Olton spent the week end with Mr. and Mrs. Lester English and Dalton Criswell.

Ludga Russell spent last Sunday

with her cousin Marilyn Russell.

Mrs. P. L. Carmichael visited recently in Clovis with her uncle, C. D. Sorows, who is ill.

Mr. and Mrs. Ira Ricketts were on business in Amarillo recently.

Mr. and Mrs. Herbert Hasehoff left Thursday for Colorado on a hunting trip.

Christmas Seal funds have financed major discoveries in the field of medical research on tuberculosis which in 25 years have lengthened the life of the average patient by 15 years.

The annual meeting of the Texas Farm Bureau Federation will be held in San Antonio Plaza Hotel from November 10-12.



Pfc. James E. Morgan With 4th Infantry In Germany Now

Pfc. James E. Morgan, whose wife lives at Vega, Texas, is serving in Germany with the 4th Infantry Division.

Now stationed in the southern part of the country, the 4th Division is receiving intensive field training as part of the North Atlantic Treaty Organization (NATO) Army in Europe.

A 1951 graduate of West Texas State College Pfc. Morgan entered the Army in July 1951. He is serving as assistant company clerk in Company E of the 12th Infantry Regiment.

His mother, Mrs. Merle Morgan (father deceased) lives at Vega.

Here's Something To Start Talking About!



There's nothing to do but ask for and SAVE BABY BONDS! Many of the LEADING MERCHANTS in Hereford give BABY BONDS as a Bonus for your patronage!

Simply by patronizing the BABY BOND MERCHANTS of Hereford, you can contribute to the future welfare of your child. These friendly merchants give you BABY BONDS as a special BONUS SAVINGS on your purchase... which means money in the bank for your child!

You can join in this worthy plan even if you have no children, by asking for... and saving... BABY BONDS for a favored child.

After you have saved one dollar's worth of BABY BONDS, you can open an account for your child at the FIRST NATIONAL BANK of Hereford. Just watch that account GROW... and at absolutely no cost to you!

Any child under 12 years old is eligible to have a BABY BOND account... which is insured up to \$10,000 and which must remain in the bank until the child is 15 years old. In the event of death or moving away from Hereford, the money may be withdrawn.

BABY BONDS are small in size - but so LARGE in value... one cent per dollar BONUS on grocery purchase and two cents on all others. Too, the BABY BOND habit teaches children the extra value of saving... a sensible habit for all!

Start NOW... ask for BABY BONDS... SAVE BABY BONDS... and open an account for your child soon!

These Leading Hereford Merchants Give BABY BONDS

- HUNTER'S FOOD MARKET
- KINSEY MOTOR CO.
- CARL McCASLIN LUMBER CO.
- OSWALD'S FIRESTONE STORE
- ROGERS DRUG
- THE VOGUE
- DUB'S MAN'S SHOP
- HELEN'S YOUTH SHOP
- CORBETT CLEANERS

- COWAN JEWELRY
- WEST TEXAS FEED, SEED AND HATCHERY CO.
- PITMAN GRAIN CO.
- STREU HARDWARE
- STREU HARDWARE - Dimmitt
- HEREFORD IMPLEMENT CO.
- HEREFORD CREAMERY

Baby Bonds are not given on Past - Due Accounts



Your Designated BABY BOND Bank Is

THE FIRST NATIONAL BANK OF HEREFORD

YOUR dish FOR A SPICY AUTUMN

BROWNS and BLACKS

BY **Queen Quality**

Brown is footwear fashion news for fall. Choose a deep rich brown, subtle medium shade, or light golden tones... to spice up your autumn wardrobe.

Black or Brown
Sizes 5 to 11
AAAA's to B

HEREFORD SHOE STORE

\$10.95 to \$12.95
\$13.95

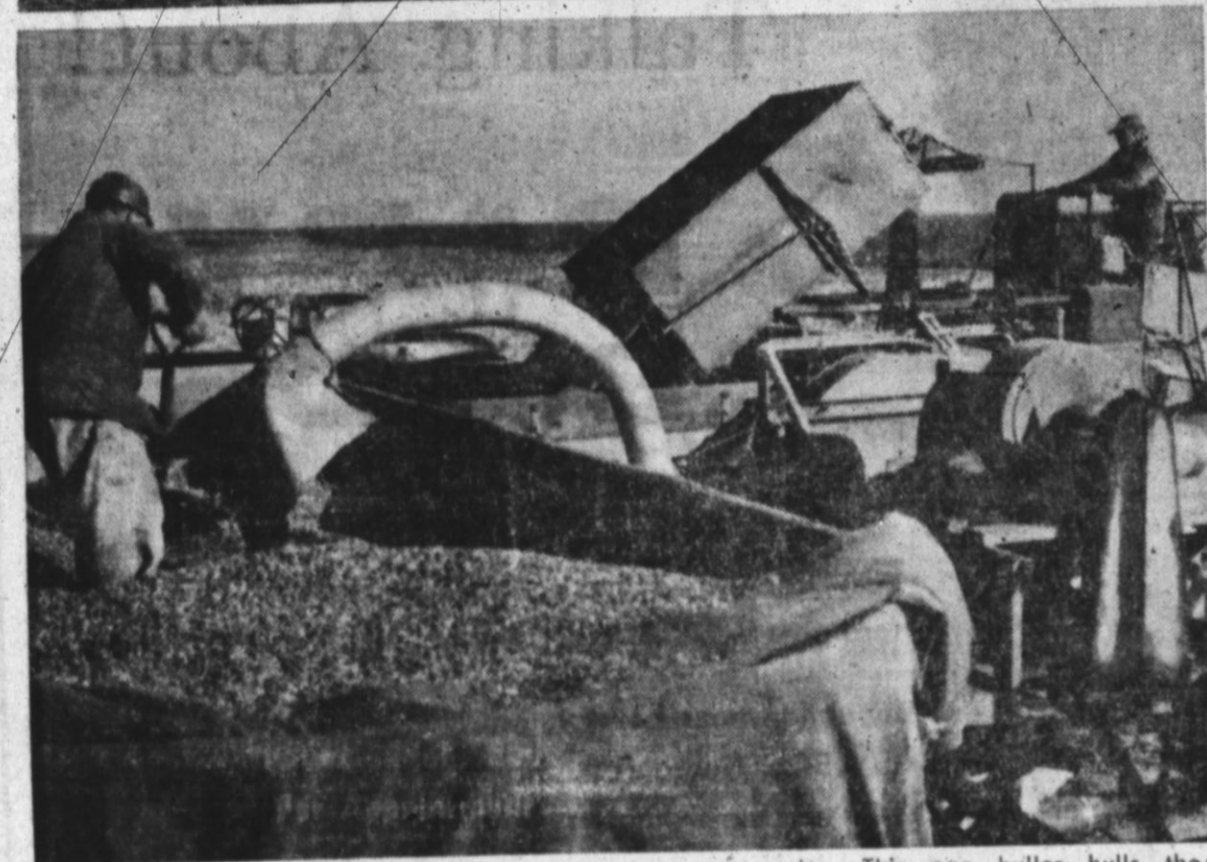
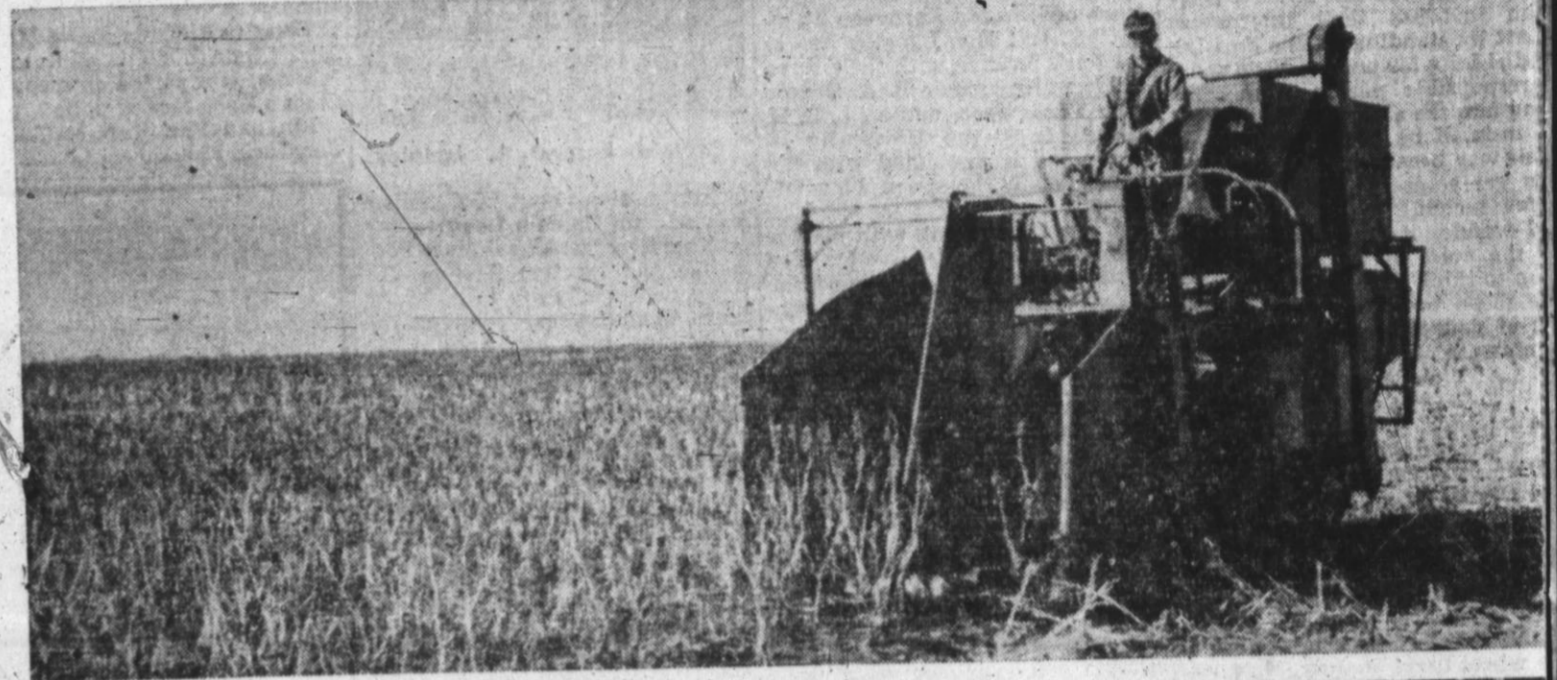
County's Cinderella Crop Now In Full Harvest

Deaf Smith County's Cinderella crop, castor beans is now in full harvest and the Mayo-Galley farm below is a busy place with harvesting of this newest money-making product for the county and area, below on the left is pic-

ured one of the three Massey-Harris combines dumping its load of unhulled beans into the huller located in the fields at the Mayo-Galley place. The beans are either hulled in the field in this manner or brought to town to be hulled.

When they are hulled in the field, the hulls are spread out over the fields again for soil builders. After hulling, the beans are blown through a pipe into the awaiting trucks. Shown on the castor bean combine on the right below is Orville Gallery

who is working in the harvest. He is shown just before came in to dump his load in the picture to the left. See of photos taken Thursday on the Mayo-Galley place. All Staff Photos.



Castor Beans, Deaf Smith County's Most Recent Money-Making Crop, Now On Its Way To Market

By John Bennett

Castor bean harvesting got underway last week here in Deaf Smith County on the Mayo and Galley farm northeast of Hereford and a visit to that place Thursday afternoon found three big combines hard at it. This 475-acre farm is believed to be the biggest of its type in the United States and according to the Baker Castor Oil Company, processors and contractors, the two are said to be the largest growers of this new crop in Deaf Smith County.

The harvesting of this unusual crop, the growing of which is relatively new in our country, began on the Gillis-Wilkins farm, with Walter Galley in charge of operations, assisted by his brother, Lester Galley, with Herman Drake as foreman of a crew including Shorty Stone, Bill Frank and Orville Gallery. The crop greatly resembles a field of cockle-burs and are removed from the plant stalk by specially designed combines built by Massey-Harris.

Some 5,000 acres of the new crop are being harvested in the High Plains area, with 3,000 of this total in the Hereford area. Ten combines are made available to the harvesting of the beans through the Production Marketing Administration. These combines are leased to farmers during harvesting time and eliminates the expense to the grower of buying expensive harvesting equipment.

The beans are hulled, either at the Baker Castor Oil Company Hulling Station in Hereford, or on the farm as is the case on the Mayo and Galley farm. Mayo and Galley last week purchased a huller at El Centro, California, and will do their own hulling in the field. The hulls are then scattered over the land as a fertilizer. Castor beans hulls have been tested and proven to have greater fertility value than fresh barnyard manure according to the Texas Agricultural Extension Service, which gives comparative values in nitrogen, phosphorus and potassium.

After the hulls are removed the castor bean is about the size of a large grain of corn or coffee

bean, but is different in shape. It contains a soft pulp from which castor oil and derivatives are obtained. About 180 products are manufactured from the castor bean, some of which are used for national defense purposes. One of the products for example, is used by our jet planes. Ladies lipstick is also derived from castor beans.

In other words, castor beans and castor have definitely moved from the 8-ounce bottle on the druggist's shelf into the 3,000-gallon tank cars of industry. Oil and chemicals obtained from the beans are now used in ever-increasing quantities in medicine, hydraulic fluids, lubricants, lacquers, electrical systems, paints, varnishes, plastics, rubber compounds, asphalt floors, textiles, nylons, printing inks, cosmetics and many other manufactured products.

The traditional use for castor oil, is of course, well known and somebody has said that Mayo and Galley have enough castor beans to provide nine doses of castor oil for every kid in Texas.

John R. Mayo conferred with Edward F. Hansen, engineer of the Baker Castor Oil Company from New York City at the Jim Hill over the week-end.

"We don't know too much about this castor bean crop," Mayo admitted, "but, naturally, Walter and myself feel pretty loosey about it."

Morrow Mayo, whose Harper essay, "The Man with a Tractor" written from his experience taught in all Texas high schools, will be remembered here, has arrived from Houston for the castor bean harvest. We asked Morrow, an old newspaperman, what his job was. "Assistant flunkie," he said proudly, "and be sure and spell my name right."

Castor beans sell for no less than 10 cents a pound as that is the present government support price on them and at times bring more than this amount. Mayo and Galley are averaging about 700 pounds to the acre this year but due to the early freeze this year on Oct. 6, their crop suffered about 36 per cent drop in yield.

Some growers in the county and neighboring counties have had as

high as 1000 pounds to the acre yield while some have reported as high as 1500 pounds. The overall average will run between 800 to 900 pounds to the acre, Mayo said Thursday.

Castor beans do not require too much water, either, according to Mayo. Castor beans need about the same amount of water to produce as milo and require about 5 months from planting time until harvest.

On the visit to the Mayo and Galley castor bean farm, we met Harry Smith, who is with the engineering department of Massey-Harris assigned to castor bean development. Smith has had quite a lot of experience in the harvesting and machinery business and has been occupied in foreign countries. Russia, Czechoslovakia and others, working and studying on farming techniques and machinery. You would think Mr. Smith is just another one of the hands working in the field when he was finally located. He was riding a combine with Walter Galley harvesting castor beans on the farm.

Everyone that we talked to on the Mayo-Galley place Thursday appeared a fully optimistic about the castor bean crop in Deaf Smith county and its future possibilities as one of the main crops of the area. It's a good money crop, and one that is fairly easily managed and cultivated... and its another crop for the county and one that is certainly in demand for many uses.

Card of Thanks

I left the hospital Friday and will be with my daughter Mrs. J. T. Mitchell in Artesia while I recuperate.

I wish to express my sincere thanks to my friends and to the hospital staff for their many kindnesses during my stay in the hospital.

Mrs. Mary J. Arnold

Tennis Rackets

Before putting away the tennis rackets for the winter, cover the strings with vaseline jelly. This will keep the strings from drying and snapping during the time the rackets are not in use.



TANK OF CROP... Shown above are the others of the big 475 acre Castor bean field, John R. Mayo on the left and Walter Galley, Walter had just pulled his combine to the huller to unload when this picture was made. Staff Photos.

Card of Thanks... We would like to express our appreciation to all our friends and neighbors for the many kindnesses, words of sympathy, flowers and thoughtful deeds tendered to us during the illness and death of our mother and mother-in-law.

The Womble Family

A LOT OF BEANS... are shown above coming out of the huller, into the awaiting trucks. Beans are bringing 10 cents a pound at the present time, which is the government

support price. This one huller hulls the beans as fast, or keeps up with, the three big combines working on the farm. Staff Photo.

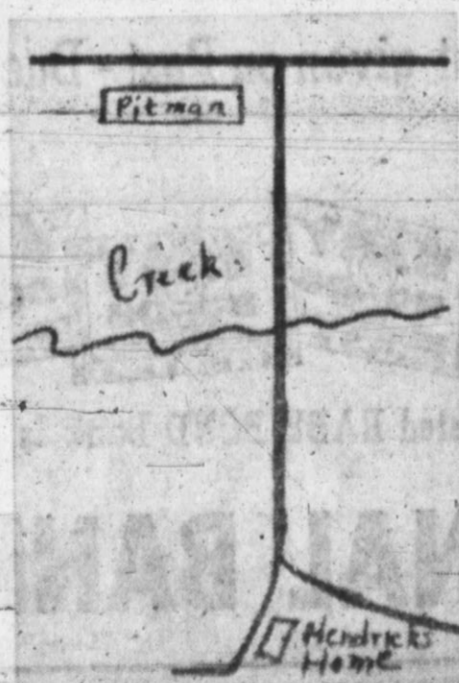
FOR SALE — 6 ROOM HOUSE



We're Going To Sell Our Country Home And Move To Town
LOVELY 6 ROOM HOUSE
With One and 1/2 Baths

LOCATED:

1 Mile South Of Pitman Grain On Farm to Market Road



Earl Hendricks

Phone 11 or 1204 For Appointment

NOW IS THE TIME TO GET BACK YOUR MONEY INVESTED IN THE WHEAT CROP

BY PASTURING — USE — ANHYDROUS AMMONIA

JUST PUT IT IN THE WATER

NO ADDITIONAL EXPENSES (EXCEPT COST OF MATERIAL)

PASTURE TWO TO THREE HEAD PER ACRE

ASK US FOR DETAILS OUR EXPERIENCED PERSONNEL WILL DELIVER IT TO YOUR FARM AND MAKE ALL THE NECESSARY SETTINGS FOR PROPER APPLICATION.

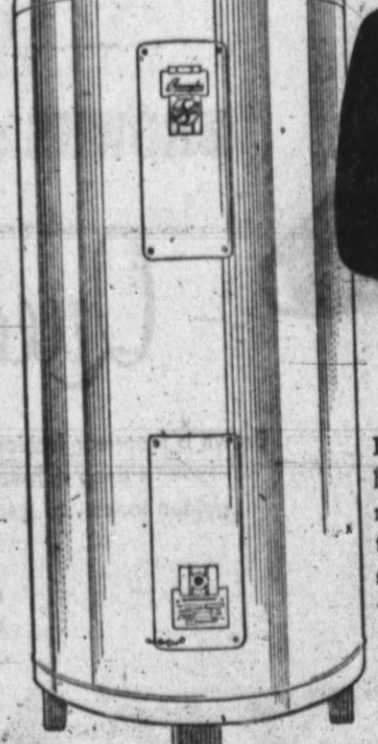
ASSOCIATED GROWERS OF HEREFORD

John J. Paetzold, Owner

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No Need to Replace This Water Heater Every Few Years

Guaranteed by Good Housekeeping



A.O. Smith Permaglas
Automatic ELECTRIC WATER HEATER

Can't RUST BECAUSE Glass CAN'T RUST!

Here's one automatic water heater that doesn't need to be replaced every few years. Tank of mirror-smooth glass surfaced steel keeps your water sparkling clean... after year... you never worry about rust-stained water fixtures. Insist on a Permaglas water heater... it's made to last a lifetime!

down, convenient budget payments

M & M PLUMBING CO.

1310 Park Ave.

Phone

The Sunday Brand, Hereford, Texas, Sunday, November 9, 1952

"Love Is No Luxury" Is Reviewed For Summerfield Club Members

Mrs. Earl Lance of Summerfield was hostess Thursday afternoon for the Summerfield Study Club with Mrs. Carl Lee serving as co-hostess.

Mrs. Guy Walser, president, directed a business meeting when U. S. O. scrap books were distributed to club members who will complete them and send to Korean servicemen. A CARE package to Austria will also be sent soon.

The president named Mesdames; J. B. Noland, Leta Campbell, J. R. Euler to serve on the nominating committee for next year.

Mrs. Lesta Lee Neill reviewed "Love is no Luxury" by Bracher. In discussing the book she said, "Love is no Luxury is intended first of all as an aid in reorganizing the forces which threaten the family. Its second and more important aim is to offer practical help in creating and maintaining families which will be of true benefit to the individual and society as a whole."

"Here is a book for parents to read and keep in the home for re-reading," she said.

Members present were Mesdames; Eunice Cannon, Ella Councilman, Ethel Curry, Joan Euler, Billee Johnson, Rosa May

Lance, Inez Lee, Jeanne Lookingbill, Lillian Lookingbill, Lesta Lee Neill, Beatrice Noland, Dorothy Noland, Della Walser, Glenn Walser, and Mildred Walser. Mrs. A. A. Simon was a guest.

Local FHA Girls Present Program

Members of the local FHA organization presented the noon program at the Kiwanis club meeting at the Jim Hill Thursday. Mrs. Tommy Hulsey was in charge of the program. The girls presented a program that gave the purposes and aims of FHA.

The Board of Directors of the Kiwanis Club, will entertain new members of the organization at a "snooker" at the Jim Hill next Thursday night at 8 o'clock.

Cecil Massey, manager of the Hereford Chamber of Commerce, will be in charge of the noon program at the club meeting next Thursday and all members are urged to attend to hear Massey tell of the work in the past of the local Chamber of Commerce and some of the plans that it has for the near future.

Members present were Mesdames; Eunice Cannon, Ella Councilman, Ethel Curry, Joan Euler, Billee Johnson, Rosa May



THIRD BIRTHDAY PARTY honoring Barbara Parker was held at the home of T. L. Sparkman, Jr., Rt. 1, Hereford, last Sunday. Those attending were front row left to right: Ramona Hall, Jana Cole, Karen Johnson, Peggy Little, Barbara Sparkman, Linda Kay Stewart, back row left to right, Rosemary Stewart, Carol Robbins, Doria Jean Andrews, Diana Springer and Bonnie Sparkman. Photo by W. H. Patton.

Workers 4-H Club Members Net \$52.75 From Recent Dairy Sale

By Mrs. R. C. Childers
The Workers 4-H Club of this community, netted a total of \$52.75 at the M. G. Caywood Dairy Sale, in which parents of the girls were in charge of the lunch that day, sold to patrons of the sale.

4-H boys and girls of this vicinity and Westway will participate in the Achievement Program Monday night at the Central School. Patsy Childers will play for a sextet composed of 4-H boys and girls. Three boys from Westway will sing. They are Clarence Caywood, Ross Joe Landers, and Jimmy Northcutt.

Mr. and Mrs. Wayne Johnson returned Monday evening from Pueblo, Colo., where they were visitors in the home of Mr. and Mrs. Sam Brewer and family. Brewer is a brother of Mrs. Johnson.

John Johnson of Pampa spent the night in the Wayne Johnson home Tuesday.

Doris Russell was an overnight guest of Patsy Childers Thursday night.

Wheat on the Austin Rose farm 2 miles west of town is being fenced for pasture this week. It is really pretty wheat and should make good pasture.

Cliff Potter is harvesting the

American Red Cross High Seas Program Sends Gift Packages

Mrs. Clyde Cave, chairman of the "Christmas on the High Seas Program" for the Deaf Smith County Chapter of American Red Cross sent 25 packages this week to servicemen. Mrs. Cave was assisted in the preparing of the boxes by Mrs. J. R. Johnson, chairman of Service Groups.

Clubs and others contributing in the gift packages were Legion Auxiliary, Beta Eta's, La Plata Club, B & PW Club, Lions Club, Calliopean Club, Close Drug and Frances Young.

In a thank you note acknowledging gifts last year a serviceman wrote: "If it were not for the thoughtfulness of the good hearted people who have looked into the future, we would have had a gloomy Christmas - thousands of miles from our dear ones at home."

Believe me, the seas were high at the time the gifts were given out. Those who made these gifts possible can be sure that they are truly appreciated."

and Spring Lake. They plan to be gone about two weeks.

More farm women die of tuberculosis than women who live in cities.

FOIBLES FANCY and PLAIN

Kent Snare

On account of feeling in the pater-side, I didn't tie myself to Floydada, thinking that under the circumstances, the trip would more nearly resemble a treatment than a treat. You couldn't blame the Whitefaces if they concurred with me. Did you note that Phillips, Dumas and Floydada all had identical scoring margins over weuns, 31 points, that could lead to some completely frustrated dopesters. Phillips and Dumas will get half that tangle thrashed out at Dumas in a couple of weeks and the survivor will take by Floydada. . . Gone to crib abit from Whitney Martin, on account it's extra special plus being easy to read, quote "Everyone has his own idea as to which is the nation's best college football team."

Sometimes the idea is based on chauvinism, which is a two-bit word meaning my dad can lick your dad because I see a lot of my dad and know he can lick anybody in the world. Blind loyalty, in other words.

Sometimes the opinion is based on cold analysis, using a blend of comparative scores, man-power, attack and-defense, and coaching.

And sometimes it is just based on a hunch, much as a horse player might place his two bob on number 7 in the seventh race because he had been married seven years and had seven little exemptions.

Our own current choice, and we don't know just how we arrived at it, as the idea has just been growing from week to week, is Oh-Oh-Oh-Oklahoma, and we realize, come November 8th about 4 p.m. we may be proved to be as wrong as stealing. The Sooners, by then, will have met Notre Dame in a session that probably jarred the tubes in the sets on the nationwide TV hookup that carried the game.

They grow 'em big from that red soil down there where man-made forests of oil derricks stud the landscape. Big, rangy, and fast. And in Bud Wilkinson they have a coach who knows what to do with the material which shows up at Norman.

I guessed it would be Oklahoma and Maryland in the Sugar Bowl, thinking the Wrecks had already made an agreement on the Orange, where the proceeds were extra attractive to them last year. But Dodd and Tech got their intelligent demands, for 14,000 tickets and hotel accommodations guarantees for Tech supporters in New Orleans, plus a fat cut, and have wrapped up 50% of the Sugar's team problem.

And if'n the Okies get by the

Irish emphatically, arrangements probably will be forthcoming for them to dip into that bowl also. That tussle would have 'em hanging from the rafters, the radios and the TV's.

"For Pretty's Sake"

She'll be mighty proud, correctly fitted, and well shod for party, school and play in her pick of our cute new Poll-Parrots.

Poll-Parrot SHOES For Boys and Girls

Anthony's

THE C.R. ANTHONY CO.

DON'T LET ESCAPING HEAT

Raise
Your

FUEL BILL!

When you can get a **TITLE ONE LOAN** No Money Down, Months To Pay At

Check your home carefully for possible points of heat escape -- then correct each spot now!! Weather - stripping, storm sash and doors, insulation and other agents will help you face the approaching winter with confidence-insure heat and health for your family thru the year... see us now before the cold weather really comes.

ROCKWELL BROS & CO.

Television

Old enough to be Proven
Young enough to be Profitable

FIVE HUNDRED MILLION DOLLARS WAS PRODUCED IN MERCHANDISE SALES BY TELEVISION IN 1951

A Texas corporation presents an interesting investment opportunity in this new infant industry.

Information on this investment will be furnished without obligation.

CHILDREN'S TELEVISION FILMS, INC.
2405 SAN JACINTO, HOUSTON 4, TEXAS

Kindly send me information on the "Texas Corporation" offering an investment opportunity in television.

Name _____
Address _____ City _____ State _____

We Extend Greetings And A Word Of Appreciation On This Occasion

It's Our

THIS WEEK EDWARD'S CITY DRUG CELEBRATES IT'S FIFTH ANNIVERSARY IN HEREFORD - Five Very, Very Pleasant Years . . . We Are Looking Forward To Many More.

PERSONALLY SPEAKING . . .
Each passing day seems to provide some new and wonderful reason for making us sincerely thankful that we chose Hereford as the city in which we would make our home. The marvelous friendships we have made, and the good business we have enjoyed are only two of the reasons for which we express our gratitude.



Hereford is our home . . . you are our kind of people. On the occasion of our fifth anniversary we would be very happy for you to come in and let's talk awhile, renew friendships, recent happy experiences, and look forward to richer experiences in the future.

We have recently remodeled and expanded our store, and plan even bigger expansion for the future. We invite each and every one of our friends and customers to come in and look things over. We're sure you'll approve. THE CITY DRUG IS EXPANDING TO SERVE YOU BETTER!

Sincerely,
G. W. EDWARDS
KENNETH COKER
and Entire Staff

ABOUT OUR JOB . . .
During these five years you and ourselves have come to know one another; we have learned that no finer people exist anywhere . . . than our customers, our friends. And you have learned that we endeavor with every transaction to give honest values, courtesy with every service, and a wide variety of fine product names on our shelves. We try to be your kind of drug store.

We pledge a continuation of this type store, a store in which you can have confidence.

We pledge you the absolute integrity of prescriptions, the best nationally advertised quality merchandise at the lowest possible prices throughout the store.

5^{th.} ANNIVERSARY

In Hereford

X-Ray Examination Now Aids In Diagnosing Ailments Of Sick Soil

COLLEGE STATION, Nov. 7—X-Ray examination as an aid in diagnosing ailments of sick soils is now a reality at Texas A & M College.

The Soil Physics Section of the Department of Agronomy recently placed in operation an X-ray diffraction unit which peers into the crystalline structure of soil and clay particles, then makes a graph showing their atomic structure.

Suppose for example, that "Farmer Johnson" has a field of clay-type soil. Plants grown on the field show a need for potash, yet additions of potash to the soil show no effect. Why?

Through use of the X-ray unit, soil scientists now know that certain types of clay, suspended in layers similar to blankets on a bed, have a tendency to collapse when potash is added, trapping it and preventing it from becoming readily available.

Existing equipment indicated that such particles were present, but went no further. Now the X-ray unit links inside the particles to reveal their structural arrangement.

X-radiation equivalent to more than eight and one-half horsepower looks at the tiny particles on a glass slide. Atomic planes of the particle reflect the rays in patterns common to that type of clay.

These reflections are scanned by a Geiger counter which emits electrical impulses to draw a graph-picture of the particle. Another section of the machine operates a special camera which records a different type of picture on film. Comparison of the graph and the film gives the scientist a clear-cut idea of the particle's nature.

The X-ray unit will be used immediately on a number of problem soils, including several selected by the Southern Soil Research Committee, composed of 13 states. These states have agreed to cooperate on soil-fertility problems common to at least three of them.

In addition, it will be used on soil-fertility problems found only in Texas and neighboring states. Naturally, knowledge of soil structure and peculiarities will be useful in studies other than soil-fertility. For example, construction engineers will find it useful in computing expansion and shrinkage factors as well as heat and water transference.

Water engineers will be interested in findings of the unit in regard to effect of clays on soft water, and the unit will be used in close cooperation with the vast water resources study recently launched by the A & M College System.

Dr. George W. Kunze will operate the unit. He is a native of Warda, near La Grange and received the BS and MS degrees from A & M College. His doctorate was granted by Penn State for work in factors affecting the availability of potash in soils.

Dr. J. P. Page heads the Soil Physics Section in which a major portion of the analysis work will be done. He also is chairman of the Technical Subcommittee of the Southern Soil Research Committee, and will help to correlate activities of the committee.

Both Dr. Kunze and Dr. Page are quick to say the X-ray Diffraction unit is not a panacea for all clay soil ills. It is only one of many tools used in soil study. Just as better-known X-ray units are used in a hospital to study the human make-up and help find breaks, fractures or other ailments, so is the X-ray Diffraction unit used to study soil make-up for clues to failure and their causes.

Sore Throat and Tonsillitis

A diseased condition of the membrane lining the throat and the tonsils. The mucous membrane becomes swollen and takes on a reddish hue, an abnormal secretion of mucus takes place, at times tinged with blood.

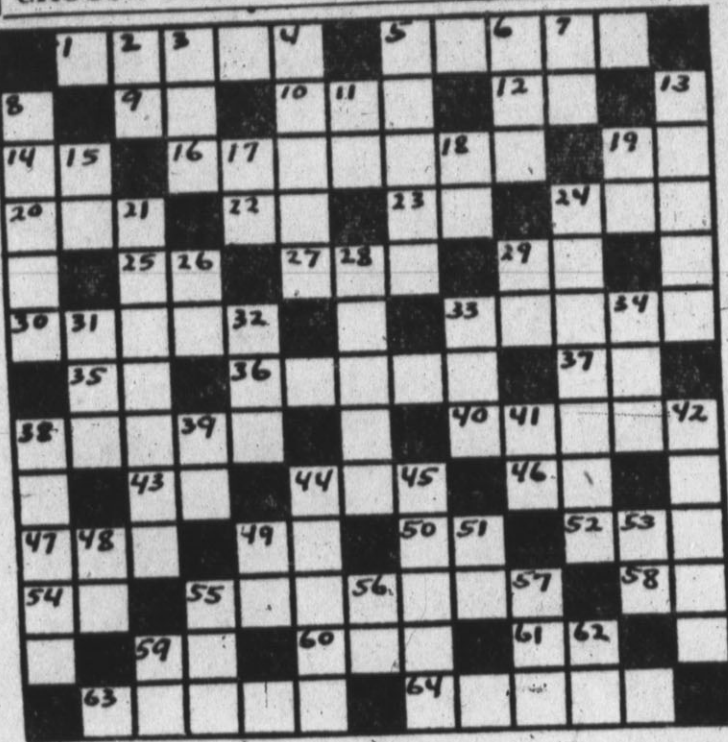
The lymphatic glands become hard and swollen, swallowing becomes increasingly painful, fever may occur, the patient feels weak and languid.

Chilling of the skin and of the extremities will force an excess of blood to the internal mucous lining of the throat. This congestion will equalize itself quickly and the swollen cells return to their natural condition, provided no interference with the supply of nerve force is present.

If weakened for any reason, the congestion will remain for days or weeks. Appropriate treatment is vital at this time. A thorough relaxation of the throat tissues and spinal nerves to remove congestion and tension. Scientific manipulations to drain the lymphatics of the accumulated toxic material and removing the pressure on the spinal nerves controlling the throat tissues are indicated. This treatment will allow sufficient nerve force to assist Nature in her healing endeavor. Removal of the cause, which is accumulated toxins and lack of nerve force, is necessary to remove the disease. Modern diet, predominantly rich in carbohydrates, will increase the swelling and waterlogging of the throat tissues. Substituting more tissue building proteins, minerals and vitamins will accelerate recovery.

DR. C. D. KELTON CHIROPRACTIC CLINIC
501 Jackson Hereford, Texas

CROSSWORD By A. C. Gordon



ACROSS

- 1—Member of the college crew
- 5—Implements held in popular game
- 9—Musical note
- 10—Site's "as sweet as apple cider"
- 12—Archaic pronoun
- 14—The end of the fight
- 16—He calls 'em as he sees 'em
- 19—Greek letter
- 20—The team that's batting
- 22—Elevated train
- 23—Mystic Sanskrit word
- 24—Daytime party
- 25—Chemical symbol for tantalum
- 27—Lamprey
- 29—Mathematical 3.1416
- 30—To throw down that top playing card again
- 33—Raced out in front of the pack
- 35—Period of time (abbrev.)
- 36—Fishing implements
- 37—King's hook (abbrev.)
- 38—Olympic event measurement
- 40—Hockey players
- 43—Man's nickname

The Sport of It

- 44—Written afterthoughts to letters (abbrev.)
- 46—Pronoun
- 47—Title of respect
- 49—Continental abbreviation
- 50—On the inside
- 52—Mineral spring
- 54—Thoroughfare (abbrev.)
- 55—Football positions
- 59—Pronoun
- 60—Big-game animal
- 61—Ancient sun god
- 63—Long distance runner
- 64—Athletics

DOWN

- 2—Belonging to
- 3—No sport in this "game"
- 4—Implement used in No. 3 Down
- 5—A song of joy
- 6—River made famous by Robert Burns
- 7—Prefix denoting "down"
- 8—Participant in a winter sport
- 11—Prefix of separation
- 13—Basketball position
- 15—Overt

- 17—College degree
- 18—Printer's measure
- 19—Pronoun
- 21—The man who begins the race
- 24—The cards that admit you to the big game
- 26—Athletic Club (abbrev.)
- 28—Fencing implements
- 29—Paternal nickname
- 31—To look over
- 32—To bobble the baseball
- 33—Greek letter
- 34—To misce
- 38—Billiard shot
- 39—Past tense suffix
- 41—Roman 101
- 42—A mark in bowling
- 44—A certain-gaited horse
- 45—Jockey's clothes
- 48—Pronoun
- 49—Chemical symbol for samarium
- 51—Compass direction
- 53—Italian river
- 55—Relating to the transmission of power to a distance
- 56—Shortened kiloliter
- 57—The sign hung up when all seats are sold
- 59—Musical note
- 62—Measure of area

Special Conference To Be Held At First Baptist Church Nov. 10

A series of conferences for workers with children in Baptist Sunday Schools has been announced for the Texas Panhandle by the state Sunday School Department of Dallas.

The first in a series of five conferences will be held at the First Baptist church, Hereford, Monday, November 10.

Miss Melva Cook, state Elementary secretary for Texas Baptists, will preside during the two-session conference and will be in charge of the Beginner department discussions.



MISS MELVA COOK to lead discussion here

The program will get underway at 9:30 a.m. with a devotional by Dr. R. H. Cagle, pastor of the host church. The afternoon session will begin at 1:30 and adjourn at 3 o'clock.

The program will include departmental conferences and general sessions on enlistment of prospects, improvement of teaching, and reaching homes for Christ.

Primary workers will hear Mrs. Maynard Hadley of Oklahoma City, who works with the Oklahoma Baptist Sunday School Department. Mrs. G. H. Caudill, who also works with the Oklahoma Sunday Schools, will lead the Cradle Roll seminar period.

Discussions concerning Juniors will be led by Mrs. Carl Gunn, Junior superintendent of the First Baptist church of San Antonio.

PRESCRIPTIONS



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Wilson Wear
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Never before—seven brilliant colors carefully blended into one classic pattern! These handsome new Wilson Brothers Argyles come in many color combinations, too. Comfortable elastic top, soft Mercerized cotton yarns. Stock up today.

Striking patterns, comfort to spare



Skipper Sportshirts

Wilson Wear
IF IT'S WILSON WEAR IT'S FAULTLESS

Bowl 'em over in a bright plaid fine rayon Skipper Sportshirt. Fits in the right places—broad shoulders for action freedom, tapered waist for comfort and trim appearance. Many colors and patterns. Best of all—they're washable. Get yours now.

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It's the new way to choose a family car! On an equal basis, before the eyes of millions, American stock cars show what they have to offer prospective owners in terms of safety, durability and performance. Hudson's all-time record speaks for itself.

The features you want in your car, SAFETY, DURABILITY, PERFORMANCE, are proved in these unbiased tests!

ALMOST every week the make of car you drive is matched with America's other popular makes in stock-car races.

To date this year, Hudsons, just like those you can buy from us, have won 44 out of 52 stock-car races, an all-time record never even approached by any other make.

These victories show beyond question that Hudson's exclusive "step-down" design (with America's lowest center of gravity) gives you road-hugging stability no other car can touch. That's safety! They prove Hudson's Monobilt body-and-frame is the safest, strongest construction used in any car. That's durability!

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For the first time in history, one car—Hudson—is champion in all three major racing associations: AAA, National Association for Stock-Car Racing, and Pacific Racing Association. In 52 races in 1952, Hudson was first 44 times in the following cities:

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| West Palm Beach, Fla. | Toledo, Ohio | Milwaukee, Wisc. |
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| Jacksonville, Fla. | Cantfield, Ohio | Richmond, Va. |
| Gardena, Calif. | San Diego, Calif. | Rochester, N.Y. |
| N. Wilkesboro, N.C. | Ocala, Fla. | Asheville, N.C. |
| Tampa, Fla. | Charlotte, N.C. | Terre Haute, Ind. |
| Martinsville, Va. | Detroit, Mich. | Atlanta, Ga. |
| Columbia, S.C. | Niagara Falls, Ont. | Springfield, Ill. |
| Macon, Ga. | Owego, N.Y. | Wilson, N.C. |
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HEREFORD HUDSON COMPANY

PHONE 723

CLARK IKE

by
RAY GOTTO

MISSING COACH FOUND ALIVE

FAMOUS FOOTBALL MENTOR
HARDROCK STONE RECOVERS
FROM AMNESIA... RETURNS TO
BOULDER TECH A YEAR AFTER
MYSTERIOUS DISAPPEARANCE



AT LAST, BACK TO THE OLD CAMPUS AGAIN!... PERHAPS I'D STILL BE LEADING THAT AIMLESS LIFE OF A STARVING BEACHCOMBER IF OZARK IKE AND YOU YOUNG LADIES HADN'T FOUND ME...



...SO HOW CAN I EVER THANK YOU FOR HELPING ME TO RECOVER MY IDENTITY?

EASY ENUFF, COACH... JUS' MAKE ROOM FER ME AN' DINAH ON TH' BENCH WHEN BOULDER TECH TANGLES WITH MIDSTATE U NEX' WEEK!



WHY, IT WILL BE A PLEASURE TO HAVE YOU AS MY GUESTS... AND NOW IF YOU'LL EXCUSE ME WHILE I JOIN MY BOYS FOR A LITTLE HEART-TO-HEART TALK...



LATER...

-AND IN CHECKING UP ON YOUR RECORD FOR THE SEASON, BOYS, I FIND THAT YOU'VE FAILED TO WIN A SINGLE GAME... WHILE MIDSTATE HAS SOUNDLY THRASHED EVERY FOE!



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OOH!... HEAR THAT, SAL?

SOUNDS LIKE OL' HARDROCK MAY WISH HE WUZ BACK A-COMBIN' THAT BEACH BEFO' THIS BRAWL IS OVUH!



-BUT PAST PERFORMANCE DOESN'T MEAN A THING IN THIS GAME!... SO WE'RE GONNA BATTLE 'EM MAN TO MAN... YARD FOR YARD... POINT FOR POINT... AND PULL TH' UPSET OF TH' YEAR!

WE HOPE!



11-9

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For Your Best Buys!

The Sunday Brand

Hereford, Texas

Our Slogan: "More People—More Farms"

BUZZ SAWYER

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE

HERE WE ARE, MR. SWEENEY.

NO TRESPASSING

POSTED KEEP OUT

WHAT A BREAK! SWEENEY'S BEEN HIRED AT \$500 A DAY TO LOOK FOR A LOST GOLD MINE IN TENNESSEE.

ED... ARE YOU SURE IT'S OKAY?

OH, YES, I'M A BIG STOCKHOLDER.

TRESPASSERS WILL BE PROSECUTED!

I WANT TO LEARN WHY THIS MINE HAS BEEN CLOSED, FRANKLY, I SUSPECT THE MANAGER HAS BEEN DIGGING THE GOLD FOR HIMSELF. HEAR ANYTHING ON YOUR BURIED-TREASURE DETECTOR?

WELL... NOT MUCH.

PING, PING!

HOT DINGIES! WE'RE CLOSE TO SOMETHING! RIGHT HERE UNDER THIS BUSH.

PING, PING, PING!

HERE'S WHERE IT'S LOUDEST! RIGHT HERE!

OH, HO! A HOLE IN THE GROUND, COVERED WITH OLD BOARDS AND A LADDER!

BY GEORGE! I'M SURE THIS IS IT, MR. SWEENEY. HURRY! BRING YOUR DETECTOR.

BUT THIS IS MORE LIKE A CAVE THAN A MINE.

YES, BUT LOOK! A PICKAX, SOMEONE'S BEEN DIGGING!

TURN ON YOUR DETECTOR. HEAR ANYTHING?

PING! PING! PING! PING!

11-9

MY GOSH! THERE ARE NUGGETS ALL OVER THE PLACE!

AND LOOK AT THIS! BARS OF GOLD! WE'VE FOUND THE LOST MINE, MR. SWEENEY!

KING of the ROYAL MOUNTED

by
ZANE
GREY



THAT JOHN MARSH TAKES CARE OF YOU--
THE LAST WITNESS WHO COULD SEND ME
TO THE GALLOWS!

1 AS KING RIDES NORTH THROUGH SPORADIC SNOW SQUALLS TO CHECK WINTER PREPARATIONS OF THE NEW SETTLERS, THE BARK OF COWARDLY SHOTS IS MUFFLED BY THE GREAT FOREST!



I'M SAFE NOW!... BLAST THIS SNOW! I CAN'T SEE WHERE I'M GOIN'! CHEE, I DON'T KNOW NOthin' ABOUT TH' WOODS... I-I'M LOST!

2



MICHEL WAS RIGHT... WE'LL HAVE TO TURN BACK, ROGUE... I'LL NEED A DOG TEAM TO VISIT THE NEW SETTLERS... OH-OH! A DRIFTING CANOE!

3 HOURS LATER...

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BULLET-RIPPED! BLOODSTAINED! IT LOOKS LIKE YOU'RE MAKING THE TRIP BACK ALONE, ROGUE... I'VE WORK TO DO HERE!

4



I-I'M LOST! I-I'LL DIE IN THIS STORM WITHOUT FOOD AND SHELTER! I-I..... WELL! LOOK AT THAT! A CAMPFIRE! HMM! I'VE WANDERED RIGHT BACK TO MARSH'S CLAIM! AIN'T I LUCKY?! PLENTY OF SUPPLIES HERE!

5

...CONTINUED.

Do You Need A Typewriter In
Your Business or Home? We Have
Remington Portables On Hand
The Hereford Brand

Page Six
X-R: Diag
 COLL. X-Ray e diagnosis is now a College.
 The S Departu by place Distract the city and clay graph st ture.
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JOHNNY HAZARD

by FRANK ROSSIN

INSPECTOR KITO!
AM I EVER GLAD TO SEE YOU! HOW'D YOU KNOW WHERE TO LOOK FOR US?

EASY! YOU WERE LAST SEEN ON THE WATERFRONT BEFORE YOU DISAPPEAR! KITO HAVE HUNCH ... LIKE YANKEE HORSE PLAYER! HUNCH WIN ... YOU LOSE!

THE BARON HAS SURFACED THE ATOM SUB VIA SONAR CONTROL, AND HAS SET OUT WITH HARUNA IN HIS MOTOR SAMPAN TO REPAIR THE DAMAGED ENGINE. MEANWHILE, JOHNNY AND FLAME MEET WITH AN OLD "FRIEND"...

LOOK, INSPECTOR... THERE'S NO TIME TO LOSE! WE'VE GOT TO GET TO THE FLAGSHIP OF THE FLEET IN THE HARBOR!

KITO DO BETTER! GIVE YOU NICE JAIL CELL WITH VIEW OF HARBOR... YOU WATCH SHIPS FROM THERE, HEH?

STILL THAT ONE-TRACK MIND! FLAME... DO YOU THINK OUR ARGUMENTS WILL NET US ANYTHING?

WELL, NOW, JOHNNY... IT'S ACCORDING TO THE WAY YOU LOOK AT IT...

IT MIGHT NET US LESS TALK AND MORE ACTION!

LOTS OF POWER HERE... COULD BE LOTS OF SCRAP IRON IF THAT A-BOMB HITS IN THE MIDDLE!

SIR... REQUEST PERMISSION TO COME ABOARD AND SPEAK WITH THE CAPTAIN... ON A MATTER OF VITAL URGENCY!

HEAVE TO! WE'LL DROP A LADDER!

JOHNNY TELLS HIS STORY TO THE ADMIRAL...

AND THAT'S IT, ADMIRAL MEDWIN! UNLESS WE CAN STOP HIM, THE BARON MIGHT REPAIR THAT SUB'S ENGINE AND SEND IT RIGHT UP THIS ALLEY!

I SEE! MISTER OLSEN... HAVE AN OBSERVATION PLANE READY FOR TAKE-OFF! GO ALONG, HAZARD... YOU KNOW THE LOCATION!

THEY'VE ESCAPED! QUICKLY... HARUNA... SECURE THE SUB WHILE I BOARD IT! WE MUST TOW IT BACK TO THE ISLAND!

THE BARON'S PLAN WILL NOT BE FOILED! IF ONLY THE NAVY IS NOT AWARE OF OUR PRESENCE YET...

OKAY, SAILOR... TAKE IT AWAY!

LIKE THEY SAY IN THE FLY-BOY MOVIES... ROGER... WILCO... OVER... UNDER... UP... AND OUT!

11-9
CONTINUED...

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

MANDRAKE THE MAGICIAN

BY LEE FALK & PHIL DAVIS

IN THE WORLD OF Z: ONLY MANDRAKE'S GREAT MENTAL POWER SAVES HIM FROM THE HYPNOTIC FORCE OF THE ROLLIES.

Whew--TERRIFIC FORCE--BUT THERE MUST BE SOME WAY TO OVERCOME THESE ANIMATED PUFFBALLS-- THESE LIVING BALLOONS--



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CONTINUED-

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GRANDMA
by
CHAS. KUHN-



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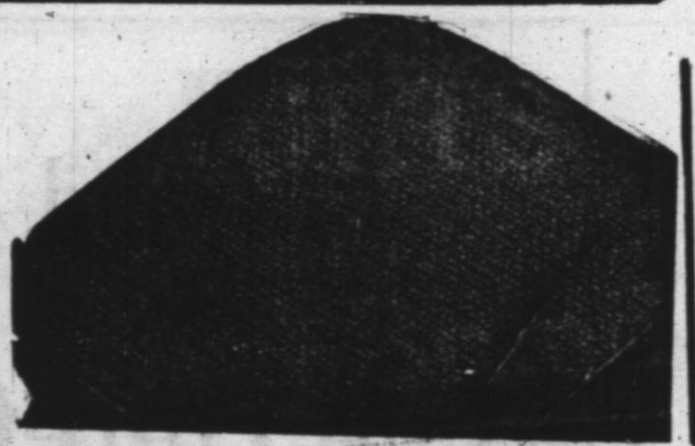
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**NEW SHIPMENT
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Also Pen Points

The Hereford Brand

\$2³⁰

BLONDIE
by
CHIC YOUNG

AH, LUCKY ME --
TWO DOLLARS AND
TWENTY CENTS LEFT
OVER THIS WEEK

I'LL PUT IT IN
THIS LITTLE BOX AND
HIDE IT FOR A
RAINY DAY

THIS SHOULD BE
A SAFE HIDING PLACE --
UP HERE BEHIND
THESE OLD HAT-
BOXES

THAT'S THE TROUBLE
WITH THESE SMALL HOUSES --
THERE ARE SO FEW
PLACES FOR HUSBANDS
TO STASH STUFF

OH, NO --
NOT AS QUICKLY
AS THAT

THE F.B.I. AND
SCOTLAND YARD
WORKING TOGETHER
COULDN'T FIND
IT DOWN HERE

WE'RE PLAYING
HIDE-AND-SEEK,
DADDY -- DID YOU
SEE SOME KIDS
HIDING DOWN
THERE?

LOOK, DADDY -- WE FOUND
A BURIED TREASURE --
TWO DOLLARS AND
TWENTY CENTS

THERE'S NO USE
TRYING TO SAVE MONEY
AROUND THIS HOUSE --
I'M GOING OUT AND
SQUANDER IT ON
THE MOST USELESS
THING I CAN
FIND

C.O.D. PACKAGE
FOR MRS
BUMSTEAD --
\$ 2.20

TO THE
PENNY!

BLONDIE,
QUICK -- TELL
ME WHAT'S
IN THIS
PACKAGE

OH, GOODY --
IT'S THE NEW
HOUSEHOLD
BUDGET BOOK
I SENT FOR

IT TELLS YOU HOW
TO MAKE YOUR
SALARY AND
EXPENSES COME
OUT EVEN
EVERY WEEK

IT CERTAINLY
WORKED GOOD
THIS WEEK

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We Have OFFICE CHAIRS to Fit Your Every Need. Drop in to See Them.

The Hereford Brand

Executive, Steno, and Lounge Chairs. The Hereford, Brand, Hereford, Texas, Thursday, Sept. 11, 1952

WICKY MOUSE
by WALT DISNEY

WELL... WHAT HAVE WE GOT HERE?
NOW YOU MUSTN'T BE JEALOUS, ELLSWORTH... THIS IS ERNEST! I'M GOIN' TO TRAIN HIM AS A RACING PIGEON!

ERNEST... LET'S YOU AND ME TAKE A SHORT FLIGHT... JUST TO GET ACQUAINTED WITH THE NEIGHBORHOOD!

WHU?

WHU?

DON'T WORRY ABOUT A THING, PAL! I KNOW THIS REGION LIKE THE BACK OF MY CLAW!

LET'S SEE YOU FIND YOUR WAY OUT OF HERE... PIGEON!

WHU? KLU?

NO NEW BOY IS GOING TO START MOVING IN ON MY ROOM AND BOARD!

SUMP'N FISHY SOMEWHERE! I BEEN TRAVELING FOR HOURS... AND I CAN'T SEEM TO FIND MY WAY OUT OF HERE?

NIGHT
GAWRSH... ELLSWORTH'S NEVER BIN LATE FER DINNER BEFORE! I WONDER IF HE'S LOST?

PHLOW!

ELLSWORTH! YOU'RE BACK!

HALP!

I NEVER KNEW YOU TO GIT LOST BEFORE! HOW DID IT HAPPEN?

LAAM... SHEDDUP AND LEAVE ALONE!

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UNCLE REMUS
AND HIS TALKS OF BRER RABBIT

BRER BAR DON'T MUCH CARE WHAR HE HYBURNATES... UNTIL HE WAKES UP.

DANG MY DANGS! THAR'S BRER BAR SLEEPIN' IN MY HAMMUCK AGAIN!

ZZZZZ

I IS GOT TO BUST 'EM OF THIS!

ZZZZZ

WELL... HERE GOES NUTHIN'... FOR SURE!

I AN'T GOT WHUT IT TAKES TO WAKE 'EM... BUT I KIN SURE TAKE 'EM WHAR IT IS!

ZZZZZ

I IS NEVER BEFORE SEED A CRITTER SPEND SO MUCH OF HIS LIFE IN ONE PERZIGSHUN!

ZZZZZ

IF THEM GNATS AN' SKEETERS DON'T WAKE 'EM... THEN SUMP'N ELSE WILL!

?

YEEOWW! ALLERGATOR! I IS DONE WAKE UP IN TH' MIDDLE OF A BAD DREAM!

IF YOU MUST HELP A LAZY CRITTER, HELP GET RID OF HIM!

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Will Handle Your Every Need In the Way of General Office Supplies. Also
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Korean Verdun

THE domestic political furor over the war in Korea was resolved at the polls this week. On the front, U.S. soldiers sought in an hour of decision to resolve the bloody contest for high ground.

The heaviest fighting was in the battle for ridges around Kumhwa. There, new Chinese artillery, developed with Russian help at the same time the United States was rebuilding the Republic of Korea army, took a tremendous toll.

Most of the loss fell on the tough new Korean army, but the U. S. Seventh Division also paid a heavy price. The fighting has cost the Chinese more than 10,000 killed and wounded—the equivalent of a Red division. All in all, the battle for the twin heights of Triangle Hill and Sniper Ridge is rated the second bloodiest engagement in the 29 months of the Korean war in the loss of highly trained troops. It is surpassed only by the Eighth Army's disastrous defeat of 1950 in North Korea.

Psychology Motivates Reds

Why were the Chinese fighting so desperately for the heights around Kumhwa?

Associated Press Correspondent John Randolph, covering the battle on the central front, cabled it was a matter of psychology—the Chinese apparently cannot tolerate a defeat by the South Korean army.

When the fight started, Allied officers called it a tough but typically limited hill attack. Instead, it developed into a virtual Verdun.

There is a possibility that had American or other strictly U.N. units tackled the job of defending the ridges, the Chinese might have made what they considered a proper effort and then withdrawn to their main positions on Osong Mountain, immediately in front of the Allied line.

Maximum Effort

With Koreans fighting the main battle, the Chinese were pulled into a grudge fight.

The fighting around Kumhwa has been marked by South Korean troops fighting over some 25 yards of ground again and again in drives to gain the crests of Triangle Hill, and Sniper Ridge.

At night, the Chinese have unleashed a hail of fire, stalling the South Korean drives and giving the way for Red troops to regain yards surrendered to South Koreans during the day.

While Allied and Communist artillery batteries duelled in the darkness, weary Allied infantrymen regrouped for new assaults on the heights.

The fact that the South Korean attacks grew stronger underlined the determination of the Allies to hold fast. The Kumhwa ridges are vital to the defense line guarding the routes to Seoul.

In Short

Urged: by Yugoslavia's Marshal Tito, that left-wing groups around the world rally in opposition to Communist parties controlled by Russia.

Rejected: by West Germany's Chancellor Konrad Adenauer, an East German bid to negotiate a pact for German unity.

Issued: by the Army, a draft call for 48,000 men in January.

Signed: by the United States and India, an agreement for the second installment of the 100 million dollar American aid program backing India's five-year plan of economic development.

Dislosed: by French military officials, that France will fill her 1952 pledge of 12 infantry divisions for NATO.

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EISENHOWER WINS IN MAMMOTH VOTE



PRESIDENT-ELECT DWIGHT D. EISENHOWER



VICE PRESIDENT-ELECT RICHARD M. NIXON

THE decisive Republican victory at the polls this week has brought a crashing end of a 20-year era of Democratic political reign. The GOP sweep has been attributed to many things, as usual in election post-mortems. Desire for a change, vexation over an indecisive war in Korea, resentment of high taxes—all have been advanced as explanations.

The personal popularity of Dwight D. Eisenhower accounts for the Republican victory as much as any one of these, however.

In one mighty blow Eisenhower demolished political ramparts which had securely sheltered the Democratic party for 20 years—namely in the "Solid South" and in the border states of Oklahoma and Maryland. It all added up to a landslide. Eisenhower led in 39 states with 442 electoral votes out of the 531—and only 266 had been needed for victory.

Ike Starts At Top

For Eisenhower, a professional soldier whose name became almost a legend during World War II, the victory was certainly as great, in its way, as any he engineered on the battlefields of Europe.

Never before had Eisenhower tried for public office, yet he has, in a single effort, vaulted all the way to the White House. In politics, the man

with the warm smile, the cry that it was time for a change, the promise to take positive steps to attain an early and honorable peace in Korea, has started at the top.

Eisenhower carried with him to victory the youthful Richard M. Nixon, California Senator who first gained national attention in the exposure of convicted perjurer Alger Hiss.

Eisenhower's victory means that to comply with his pre-election promise, he must undertake the inspection trip in Korea. He's expected to go in the period when most Presidents-elect would be busy with organizing a new administration.

Eisenhower has said of his trip to Korea that he wants information and does not intend to attempt to "boss" operations there. His sole purpose, he says, is to find some probable way to end the 28-month-old conflict.

Problems Ahead

The President-elect has been invited by President Truman to sit in on conferences dealing with foreign affairs and domestic problems—particularly in the calculation of a new budget.

Preliminary planning already has been done on the budget, which Eisenhower has said must be reduced below this year's level of 79 billion dollars. There have been indications that military spending will be trimmed back from about 46 billion to around 41 billion in the figures being assembled by President Truman.

The country never has faced exactly the situation now confronting it, with the outgoing President technically responsible for submitting a budget to Congress and for outlining the nation's problems in a state of the union message only a couple of weeks before his successor takes office.

Domestically, Eisenhower's victory ending the era of the New Deal and the Fair Deal means a clean sweep of the Truman cabinet and many other high officials.

New Cabinet

Actual immediate shifts in Government personnel may be limited to only about 2,000 jobs which are open to Presidential change. Hundreds of thousands of Government employees are under Civil Service and—barring some change in law by Congress—will continue to hold their present or comparable jobs.

Among the men Eisenhower may want to enlist for high Federal office are Gov. Thomas E. Dewey of New York, Gov. Sherman Adams of New Hampshire, GOP National Chairman Arthur Summerfield, John Foster Dulles, foreign affairs adviser, Sen. Frank Carlson of Kansas, Sen. Fred Seaton of Nebraska and Sen. James Duff of Pennsylvania.

Eisenhower's Congressional leaders are likely to be Sen. Robert A. Taft of Ohio and Rep. Joseph Martin of Massachusetts.

The tide that bore Eisenhower to the White House saw Republicans gain some seats in both Houses of Congress.

Taft's Role

Sen. Taft's campaign role in behalf of Eisenhower make it almost certain that the Ohioan will be the real leader of the GOP wing in the Senate.

Taft has been serving as chairman of the GOP Policy Committee while Sen. Styles Bridges of New Hampshire, who took no extensive part in the campaign, has been the floor leader.

The so-called progressive wing of the Republican party in the Senate has tried in the past to depose Taft. They now may find themselves in a position where they will be forced to work with the Senator because of the boost Taft gave Eisenhower in the campaign.

As the Vice President-elect, Nixon will be replaced in the Senate by an appointee of Gov. Earl Warren of California. In his new role, Nixon may wind up in the inner-circle of Eisenhower advisers.

McCarthy's Role

The re-election of Wisconsin's Sen. Joseph R. McCarthy could bring a new surge in the hunt for Communists and Red sympathizers. Eisenhower has promised to clean them out of the Government. Eisenhower has made it clear, however, that he does not subscribe to all of McCarthy's methods.

In the voting in Wisconsin Tuesday, McCarthy ran substantially behind Eisenhower. Some political observers interpreted this as a mild rebuke to the Wisconsin Senator despite the fact he had a good lead over his rival, Thomas Fairchild.

One of the great ironies of the election was the defeat of Sen. Henry Cabot Lodge, Jr., of Massachusetts by Rep. John Kennedy. This meant that one of the most prominent of Eisenhower's early supporters was a casualty in an election which saw the man he helped persuade to seek the GOP nomination gallop off with 39 states.

As for the Democrats, defeat apparently means a realignment of the party with new faces and new leaders. The party will have two titular leaders in President Truman, who stepped aside voluntarily, and Gov. Adlai Stevenson, whose original reluctance to run against Eisenhower resolved into a fighting fervor for the Democratic party as the campaign wore on.

Whether Stevenson will try it again in 1956—or ever—is a question only the future can answer. When a reporter asked him in Springfield what the chances were of his running in 1956 he replied:

"56! Have that man's head examined!"

Actually, Stevenson controls the party machinery through his hand-picked National Committee Chairman, Stephen Mitchell. Mitchell stated

after the election that the Illinois governor has become "a leader of national stature and we will hear more from him."

Lame Duck President

For the first time since 1932 this country has a lame duck President. The course Harry Truman follows from now until his term expires Jan. 20 will be influenced by national and world conditions vastly different from those which prevailed in the closing months of the Coolidge or Hoover administrations, however.

In the past, lame duck Presidents have occupied the White House in a kind of holding operation, performing routine duties until a new administration and a new Congress could take over.

The turbulent conditions of today and the heavy international responsibilities which the U.S. has taken on make the office of President of the United States anything but a holding operation regardless of whether the President himself is due soon to vacate the office.

Even though a new administration will soon take over in Washington, the President still exercises his full authority in the one that exists. It is far from likely that an administration due to disintegrate within a matter of weeks would undertake any drastic new line of policy—barring an extraordinary development abroad.

Quotes

Gov. Adlai Stevenson of Illinois: "It is traditionally American to fight hard before an election. It is equally traditional to close ranks as soon as the people have spoken."

Mrs. Maria Van Den Bogart, commenting on longevity on reaching 106: "I'm in bed every night at 9 P.M.—whether there's a good television show on or not."

United Nations

SMALL member nations crowded the U.N. docket with a flurry of resolutions this week in attempts to compromise the U.S. and Soviet positions on the prisoner of war issue which has stalled the Korean truce negotiations.

Western powers with troops fighting in Korea have backed up the United States resolution calling on the Chinese Communists and North Koreans to accept the principle of non-forcible repatriation of prisoners of war.

In addition, the Western powers have given full support to the U.N. Command's handling of the truce talks.

Soviet Position

Foreign Minister Andrei Vishinsky has presented a Soviet counter-resolution calling for the creation of a commission for the "peaceful settlement of the Korean question." The Soviet resolution recommends the inclusion on the commission of the parties "directly concerned" and makes provisions for states which are not taking a part in the war.

An Arab-Asian bloc resolution plainly sought a middle course which would allow "face-saving."

Mexico plunged into the attempts by the small countries to get a U.N.-Communist agreement on the Korean war prisoners issue with a formal proposal to allow the prisoners to go to other countries if they do not choose to return to their own lands.

U. S. Adman

The United States, however, is adamant in its insistence on no forced repatriation. The Soviets have been challenged to accept this position or come up with something concrete on the prisoner of war issue.

Vishinsky, while he has skirted around the main problem by offering his counter-resolution for the creation of a commission, has not slammed the door. He has dropped hints that the Soviet Union might be open to some kind of compromise.

The United States plainly wants the prisoner of war stumbling block ironed out in black and white—and at this Assembly session if possible.

Labor

WSB Crisis

The sorely-pressed Wage Stabilization Board had another headache added to its list when John L. Lewis negotiated a new contract with hard coal industry leaders calling for the same daily wage boost rejected by the WSB in the case of soft coal miners a week before.

The new contract for hard coal miners called for a \$1.90 daily wage boost but could not be put in effect before the WSB ruled whether the increase was inflationary.

It was doubtful from the beginning that the board would give the anthracite agreement different treatment than it did the bituminous agreement, despite the fact that hard coal pay scales are computed from an entirely different base than soft coal pay rates.

In the soft coal case, WSB industry and public members outvoted labor members and held that any increase higher than \$1.50 a day would damage the stabilization program. The ruling set off a nation-wide soft coal strike which ended after a meeting between President Truman and Lewis.

At stake in the coal union-WSB struggle was the very fate of the Wage Board itself. Some economists felt that if the WSB recommendations in the coal case were overruled by Economic Stabilizer Roger L. Putnam, there would be little reason for the continued function of the board.



STEVENSON BACKERS



FLORIDA VOTERS STAND IN LINE



EISENHOWER ROOTERS

Page Two
DIMMITT NEWS

Dimmitt High School Hallowe'en Is Big Success, Attracts Many

By Mrs. C. J. Mapes

According to the editor of Bobcat Tales, Lenora Poe, halls were packed during the entire procedure of the Hallowe'en Carnival. Eighth graders scored when the King and Queen were chosen from their grade. Mary Coke and Jackie Twiner were chosen.

Food was plentiful. All in all it proved a great success.

"This is the nicest thing that ever happened to me," exclaimed Mrs. J. H. Cox.

Sixty friends and neighbors gathered at the beautiful new Kemp home Wednesday, bringing love gifts for the honoree who is leaving soon to make her home elsewhere.

The lovely cut-work tablecloth and centerpiece of orchid chrysantheums was cleverly arranged by one of the hostesses. Hot, spiced tea and fruitcake squares were served.

Appreciation was expressed from the honoree to the guests and hostesses.

Mother Cox, who has resided in Dimmitt for many years and has made many friends that regret to see her leave.

Mrs. Ted Cox of Farwell attended the going away shower Wednesday for Mrs. J. H. Cox.

Mrs. T. A. Singer, president, presided at the meeting last week in the District Court room.

Conservation being the theme,

Mrs. R. B. Boren led an interesting panel discussion on Conservation, and Mr. John H. Alridge, a member of the Soil Conservation Committee, had a number of slides with him and they were shown.

One guest, two new members, and 12 regular members enjoyed the program.

Mr. and Mrs. Clem Maples visited relatives in Bethany, Okla., last week-end.

The B & P W club met at the Rawlings Hotel Coffee Shop Monday morning at 7:15 for a breakfast and regular business meeting.

President, Miss Hazel Merritt, presided.

After the roll call, Mrs. Faye E. Holland was appointed to present a program on Health and Safety.

Eleven members were present.

Mr. and Mrs. J. O. Ayers and family spent last week at Tankersley near San Antonio with Mrs. Ayer's parents, Mr. and Mrs. R. C. Boggs.

The Marine Band gathered many hands from over the state at Canyon the 29th, for their performance.

Dimmitt Band with their leader Mr. Ralph Smith attended.

Eight delegates will represent Dimmitt and Castro County at the Texas Farm Bureau Federation to be held at the Plaza Hotel

in San Antonio the 10, 11, and 12. National and State leaders, commodity specialists and agricultural specialists will pool their wits dealing with the problems confronting the Federation, according to Mr. Gene Ivy, service agent for Castro County Farm Bureau.

Guy Alford was visiting his nephew, Jack Zeigler and family last week.

Alford is formerly from California, but plans to make his home in Amarillo with his sister, Mrs. E. D. Coyle for a while.

W.M.U. Circle met at their regular business session. All chairmen were present. An estimated 50 women attended.

Miss Mary Davis spent the week-end at home. Mary enrolled at Tech in September.

Dimmitt FHA met in the high school Monday night for their regular club meeting and made a decision as to the Best Beau party. Date to be announced later.

Dawn School Parents' Hallowe'en Carnival Friday Nets \$120.00

The Hallowe'en carnival, sponsored by the Dawn School Parents' Council, last Friday evening, netted \$120 in their first money-raising project, for the purpose of buying needed school equipment.

Equipment needed inside the school rooms, mainly library books, was the goal selected by the Parents' Council in the first money-raising venture.

At the Council Board Meeting, Monday afternoon, Nov. 3, results of the carnival were presented by Council Chairman, Mrs. Bryon Campbell, Mr. Charles Corder, School Principal, was asked for and gave to the board, suggestions as to the most vitally needed equipment: Maps for the third-fourth grade room; books for all three rooms. Mr. Corder will order the maps. The books will be chosen by the faculty, assisted by Miss Della Stagner, County School Supervisor, to be paid for by Dawn Parents' Council.

The Dawn Parents' Council consists of Parents and Teachers cooperating solely in the capacity of a service organization to the school.

The organization is directed by a Council Board, composed of a Chairman; Secretary-Treasurer; and two room mothers representing each room. The Board Members are: Chairman, Mrs. Byron Campbell; Sec-Treas., Mrs. C. C. Stewart; and Room-Mothers from 5th-6th, Mrs. N. R. Miller and asst., Mrs. Wayne Higgins; 3rd-4th Mrs. Henry Turner, asst. Mrs. W. G. Franks; 1st-2nd, Mrs. L. W. Tooley, asst., Mrs. J. B. Caraway.

The Parents' Council was organized on the first day of school. Officers and Room Mothers elected by the mothers attending "opening exercises" of the school year. Purpose of the Parents' Council: to help the school in a physical or financial capacity, advised by the faculty, to gain vitally needed equipment for the improvement of Dawn School; by so doing, helping the faculty to help their students; the children of the Parents' Council.

Long Time Ago

45 Years Ago
Nov. 8, 1907

Deaf Smith county has been receiving its share of the big Panhandle immigration.

Among the number who have unloaded at Hereford and will settle in the Hereford country are Mrs. S. D. Shuffitt of Rogers, Texas. She with her family will settle on a part of the Sybert section.

W. A. Smith from Plymouth, Ill., unloaded two big cars here this week and will soon be identified with the great Southwest.

Fred Davis of Hardin, Missouri, not fearing that he would become too poor to get back to the good old state has cast his lot with us by unloading his effects at the Hereford Depot.

J. M. Branch of Whitehead, and has set up housekeeping on Litteral of Webb City, Mo., who has owned a ranch here for some time and was the first man to market wheat in Hereford, this season and does not believe that all Missourians are duped when they buy Panhandle land.

And last but not least is M. O. Meeks from Springdale, Ark., who has moved on to his section which lies in the four counties, Deaf Smith, Oldham, Potter and Randall, but he claims Deaf Smith as his home and says that he will give someone a contest at the Hereford Fair next fall.

All these good people have come to make the Plains their home, and two of the families hail from Missouri.

They have come among a people who know the world over for their chivalry and bravery. They need have no fear. Texans long ago shed their horns and trimmed their claws and they have settled down to the peaceful husbandry of a civilized people.

And in counting the mail at the Hereford Post Office for one seven day period of October 13 to 19 it is interesting to see, total letters 3,262 total cards 1,217, total number of pieces at pound rate, 1,051. The total pieces of mail handled during the count period was 6,166, which averaged 880 pieces per day, according to Postmaster C. Smith.

For comparison, in Sept. 1907 the receipts of the Post Office at Hereford was \$470.68 and for October \$580.69, September 1952

\$4,167.49, and for October 1952, \$5,280.27.

The cancellation for the month of September 1952 on cancelling machines only, total 119,831, according to Postmaster Jim Lipscomb.

25 Years Ago
Nov. 10, 1927

Hereford will install modern Whiteway lighting system and arrangements have been completed for the new system to cover the city completely.

The Mayor and city commissioners are ready to sign the contract with the Texas Utilities Company providing for approximately one hundred new light standards throughout the city of Hereford and a reduction of residential rate.

The announcement was made this week by Mayor E. S. Ireland and the city commissioners, that they have under consideration all ready to sign a contract with the company whereby that company will be permitted to install a complete new system of street lighting here in Hereford. The Mayor said, "I consider this a great step in the City's progress."

Twenty-five of the country's best known cattlemen attended the great auction conducted by Col. Fred Peppert here Thursday, D. L. McDonald paid the highest single price for Gwendoline 52nd.

The 25 were mostly Texans paying an average of more than \$450 per head for 60 females and bulls offered for sale.

The E. B. Black auction sale held at the Pavilion here in Hereford last Thursday established what is believed to be a record for Hereford cattle sales in America for the past 7 years.

PATIENTS DISMISSED

Patients dismissed from the hospital on Nov. 1, Mrs. J. B. Thompson, OB; On Nov. 2, Mrs. Otis Hall, surg.; Nov. 3, Mrs. Bill Brady, OB; Mrs. Gerald Banner, OB; Linda Kay Smith, obs.; Nov. 4, Mr. Ky Lawrence, surg.; Mrs. L. A. Ragland, med.; J. W. Monroe, ortho.; Mrs. Paul Cody, OB; Mrs. J. Atkinson, OB; Mrs. Troy Moore, surg.; Mrs. J. W. Whelan, surg.; Mrs. J. V. Harper, surg.; Kathleen Sue Harmon, surg.; Nov. 5, Mrs. Dela Cruz, med.; Rose Garcia, OB; and Mrs. Chas. L. Lang, OB.

Replacement Is Big Problem For Dairymen

Herd replacements, next to an adequate pasture and forage program, is the biggest problem faced today by Texas dairymen, says R. E. Burleson, dairy husbandman for the Texas Agricultural Extension Service.

Texas dairymen, he says, must get into the calf raising business if they are to successfully compete with milk producers in other sections of the nation. Texas ranks high when total dairy cow population is considered but near the bottom in production per cow. This low average must be raised, says the specialist, through a herd replacement program. Regardless of the feeding and management program used, the breeding must be there, says Burleson, before high production can be obtained.

Little progress can be made unless production records are kept on the herd and then used as the basis for making herd replacements. Here the specialist points out that a strong DHIA program can be operated in a county if as many as 20 or 25 dairymen will support it. DHIA records, says Burleson, have proved their value many times in breeding programs. The records make it an easy matter for the dairyman to locate his top producing animals and it is from these that replacements should come.

The artificial breeding program is well established in the state and Burleson says the quality of the bulls in these studs is outstanding. These associations offer to all dairymen, and especially the small herd owners, a program that can solve their herd problem. But, he adds, whether this type of breeding program is followed or not, the herd sire should be the best that can be bought with the funds available. For it is true, says Burleson, the bull is half the herd.

Mr. and Mrs. O. D. Lowry have gone to Dallas for a visit. They will meet their son Jim, a student at Texas A & M College, there.

Forehead Wrinkles

A suggested remedy for wrinkles across the forehead is to soak a linen bandage in equal parts of alcohol and the white of an egg, and bind it to the forehead, allowing it to remain overnight.

J. M. Gilliland, P. H. Gilliland, and Mrs. Reed Williams went to Perryton Tuesday to attend funeral rites held there for an aunt, Mrs. Minnie Rutherford.

Q. How can I prevent runs in hosiery?
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Streu's Diary

November 7, 1952

DEAR DIARY:

Have been waiting for two or three days now, for the world to come to an end (as forecast by the Democrats), or for all the world's problems to resolve themselves (as promised by the Republicans). To date, be darned if I can tell any difference whatsoever. Same old six and seven. Sometimes I think that politics are about the same as football games -- something to get all steamed up over, and then forget as soon as the game is over. Fleeting is glory.

Just about the time I get fed up with the human-race as a bunch of chiseling, debt-dodging no-goods some old boy will come in and pay a three or four year old bill, and my faith in humanity is once more restored -- and usually costs me another hundred or two to dead-beats. Hope springs eternal.

The flood of gift goods which has been streaming in for the last 90 days is gradually subsiding -- hope that it dwindles to a trickle -- because all the shelves are full, and the money bag is empty. The Xmas lay-away shelf is swelling, indicating that many of our customers are taking advantage of the first pick of our many gift lines. Smart girls -- and boys (a few).

Meanwhile, we have not been neglecting our plain old everyday lines of hardware -- bolts, nuts, screws, tools and the thousands of mundane items making up a good stock of hardware. After all, hardware is our first love.

and our bread-and-butter. Have been receiving considerable kidding on my TV discussions -- keep it up -- I like it. Am reminded of the guy who robbed a bank, stating it was better to be notorious than ignored. Am oftentimes amazed at the narrow margin: sometimes between publicity and notoriety.

No doubt Gillentine is now basking in the reflected glory of a bald headed president. I have never noted any particular outstanding intelligence being displayed by the shiny-pated lad, nor, for that matter by the curly-headed boys either. Frankly, in my opinion, most of the brains in this country reside within heads about halfway between -- rather like mine.

Well, old age has finally caught up with me -- what with Jean being out of town for a couple of days, I am planning a wild orgy of reading and record listening for the next two nights -- may even drink a coke or two -- bet she never leaves me to my own devices again.

It has been said that while a man will pay \$2 for a \$1 item which he needs, only a woman will pay \$1 for a \$2 item for which she has no earthly use. I have never been able to convince myself of this, tho', since I have often offered such a bargain, only to have the girls pass it by.

STREU

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Editorials

ELECTION IS OVER BUT Ike Faces Many Problems

The election is over. General Ike swept into office, carrying 39 out of the 48 states. Texas and Deaf Smith County, normally Democratic, joined the nation in making the first administrative party change in 20 long years. Excitement ran high all over the country. However, now that things are simmering down, people are beginning to think seriously about the change.

Many persons in the 30-year age bracket cannot remember effectively any other than a Democratic administration. Many questions are beginning to crop up. Will there be much change? Should we expect hard times? What will happen regarding the war situation? Draft status? Will crop support prices continue? How about taxes?

Any person in the world, including General Eisenhower, would be foolish to think that he could answer the questions correctly. Only time will tell. When people elect a president, it is comparable to a store hiring a manager. They have to take a chance on his ability, his integrity and his honesty. In addition, it is well to remember that American has for 20 years been following a socialistic trend; that every plank on the Socialistic platform in 1928 has been fulfilled — and quite a few more added from time to time. It is also well to remember that the nation has been, and still is, operating on an inflation resulting from war.

Perhaps the nearest possible answer would be a comparison with the changes in England when that country a few months back dropped the Socialist Party and returned to Churchill's staid, conservative administration. No tremendous upheaval occurred over night. Cabinet changes, yes — but it takes time for policy changes to

creep down the line. Also, it is important to remember that Truman and the Democratic Party will continue into January, 1953, when Eisenhower take office. Meanwhile, Ike can make plans and will probably try to answer many of these questions in his inaugural address.

Much will likewise depend upon Congressmen and Senators who represent our districts in Washington. A lot of the policies instituted during the past 20 years will unquestionably remain in force, and many of them are good and worthwhile. Others will be dropped and scrapped.

Eisenhower is a conservative, but not to the extent of some cohorts of the Republican Party. This, we feel, is what the American people wanted — and what they voted for in the election this week. Withholding and income taxes played a big part in the election and when you consider the financial condition of the country little relief can be anticipated along this line. Not within the next few months or perhaps even the next few years.

The most far reaching aspect of the election Tuesday lies in the fact that the American people will, when the time comes, go to the polls and vote their sentiments. Workmen ignored orders from union leaders to send several states "over" for Ike; farmers forgot subsidies and broke the solid South; industrial areas were not swayed by the future war contracts. For probably the first time since inauguration of Franklin D. Roosevelt in 1932, the people were wrought up to the point that they went to the polls with a purpose.

So long as the people vote their sentiments, whether Democratic or Republican, America has little to fear.

Ike Won In Grand Style Dealt Blow To Democrats

General Dwight D. Eisenhower added another great victory to his famous career November 4, when he won over the Democrats by a landslide majority for the office of president of the United States. And he cooled many, many people and Democrats in doing so... and me too.

Everything went just right for the General... and wrong for Governor Adlai Stevenson. Ike didn't lose the labor vote... or the farm vote... gained a lot of Democratic votes; and won by the landslide.

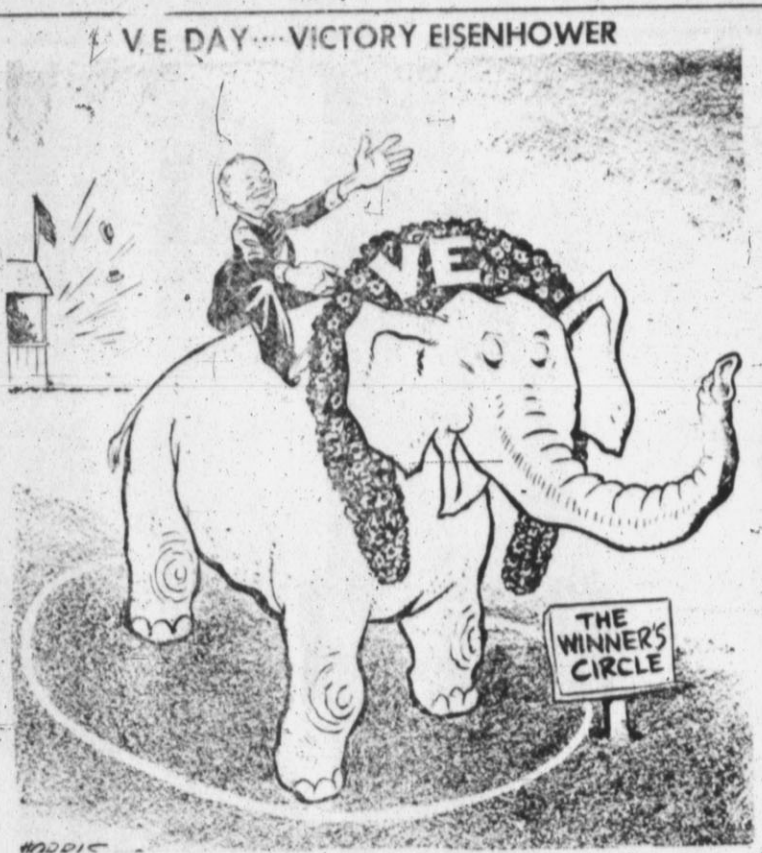
Probably two of the big surprises to Governor Stevenson was the fact that Eisenhower carried the State of Illinois... and Mr. Truman must have had his faith broken too when Missouri voted for Ike.

The Democrat failure in the election can be partly blamed on their campaign managers. I think, for campaigning tours, speeches, mailing pieces and the like seemed to be awfully light in this part of the state... and I'm sure that this was true in the entire South, where the Democrats counted on having the votes in the bag. Someone was badly fooled however... and Ike took the votes. Texas voted Republican for the second time in 100 years and Ike gained their electoral votes. The Republicans got out and worked and campaigned for their victory. President Truman can be credited with killing a big portion of the votes for the Democratic cause for he made many speeches and during the past few years he hasn't made a speech that he hasn't made somebody fighting mad.

There wasn't much doubt as to how the election was going within an hour after tabulations started rolling in, for the General gained in votes with every count. This thing of winning over what appears to be great odds is no new thing for Eisenhower, however. He has met situations as this was before but not in political battle... and he always came out the victor. He has been a fighting man all his life and career and just had this one more to go... and won it. Of course, he won partly in his name and reputation... despite the efforts to slander him.

But Governor Stevenson took the defeat in as good a fashion as the General won. When asked how he felt about losing the election, he replied that he felt like Abe Lincoln did when he stumped his toe... "he was to big to cry and it hurt too much to laugh."

Now the election is all over... and maybe everything will settle down to almost normal again. Eisenhower and the Republicans will have a slight control in both houses of Congress so maybe he will have a chance to carry out a few of the things that he said he was... anyway we will all be looking to the General for leadership in our government during the next four years. It was a record-breaking balloting... and the Republicans got their man into office... and they put him there in a very convincing manner. JHB



QUESTION OF THE WEEK

Majority Glad Ike Won Election, Agree That We Need A Change

ARE YOU SATISFIED WITH THE RESULTS OF THE RECENT ELECTION AND... WHY?

Mrs. R. G. Lewis, 811-E. 3rd.
Yes, I was very well pleased with the result of the election for Ike was the man of my choice, I think that we needed a change and maybe, I hope, this is it.
Mrs. Charles Lane 807 Knight.
Well No, I was a young child the last time the Republicans were in and I can remember the time we had and the things that we did not have, that we have today.
Mrs. Alvin C. Thompson, 110 W. 6th.
Yes, Although I am not a Republican, I really think that we need a change in the White House and for that reason I am very satisfied with the results of the election.
Mrs. H. J. Homer 235 Star.
Yes, I am satisfied with the outcome of the election, I was an Eisenhower supporter and I really was surprised that he won but I am certainly glad he won.
Mrs. J. B. Davis, 115 F. Ave.
Yes, I am perfectly satisfied with the result of the election. I feel that we needed a change and I believe that it will be for the best of the country in every way.

'Tater Peelin's

By Roberta Campbell

We know a way that J. E. Beyer can save his time and honey as we can furnish him with two or three bees a day that seem to have absolutely no inhibitions about stinging.

Time was back in the summer when it would have been just as easy to bottle up a quart but with cooler weather they only come out into the kitchen when we open a cabinet door or turn on the light at night.

We doubt if it works anyway even if we did state in this column a month or so ago that we had been stung so many times we ought to live to a ripe old age without a touch of arthritis. That was before we started to pick our cotton.

This is National Education week and you might be surprised at how wrong your child can be about some of the things he reports at home if you only take time out to visit school and get acquainted with his teachers.

Everytime we stop by Moore's Grocery we are more impressed with Mrs. Charlie Moore's nice sense of humor.

She always enjoyed visitin' with Della Stagner's father when they lived in that neighborhood and came to the store and one day lately when we were tryin' to find some help with our little cotton patch she passed on Mr. Stagner's story which he insists is true.

"One day an old farmer was worryin' to one of his neighbors about how he was ever goin' to get his cotton out and the neighbor's little boy takin' it all in piped up with, "Well, I dess, by dosh you know who planted it don't you."

Is It Possible?

I read in the paper Sunday that Pfc. James Miller of Canadian has been credited with the killing of 15 Chinese soldiers in action in Korea... which I have no reason to doubt... and which I think is quite a feat for any young soldier to be able to accomplish on the battle front. But two things in the article appear to be somewhat misplaced.

The article read as:
Private Miller, 22 years old, is credited with killing 15 charging Chinese with his Browning automatic rifle, neatly drilling each through the forehead as they swarmed up a hill in counterattack on the Korea front. I don't believe that a person who has ever seen anyone shot through the head or any other place will come out and say that it was neatly done... for it is quite a messy and unpleasant sight.

Miller's accomplishments were verified by Second Lieutenant Guerdon Sines of Houston, commander of the patrol of which Miller was a member. Sines received a battlefield promotion from second lieutenant to first lieutenant for his part in the action. Now it didn't say what his part in the action was... or whether he was just keeping score for Miller... but now it appears to me that Pfc. James Miller ought to be in line for at least corporal stripes for the small part he played in this incident... if anyone is going to be advanced in ranks. But that's the army for you. JHB

I'll Never Forget

Mr. S. B. Waters, 82, of Hereford, was born in Denton county in 1870 the son of Ben Waters one of the pioneer families of Texas. Mr. Waters was one of a family of eight children. Two boys and three girls are still living.

When the Waters family moved to Young County in 1875 the state was frontier country and the Indians had just left as the family moved in to a spot 14 miles north of Graham, Texas.

Water recalls that one could always see buffalo and he said that turkey and deer abounded in the area. Lots of wild game.

His father became one of the leading stockmen of the country and he sold his entire brand at one time for \$30,000.

At the age of 25 he married a Young County girl, a Lila Gibbs and there were four children born two boys and two girls. Both the girls are still living. One Marlin Medlin of Hereford and Phoebe Medlin of Arkansas. They married cousins.

Waters came to Hereford 15 years ago from Young County where he was interested in cattle and a prominent rancher in that county. Waters said that one of the greatest improvements besides the growth and modern facilities is the fact that the terrible dust of old is gone, and of course the towns have grown and the general weather conditions are better, not such cold winters.

Mr. Waters spoke of his sister who is older than he and said that she could tell tall tales of life in early Texas. She Mrs. Mary Ann Garvey of Archer City, who captured the 1952 trophy at the Texas-Oklahoma Fair for the oldest pioneer attending the annual event in Iowa Park, is a native Texan. She was born in Denton County, at old Elizabeth Town, now Justin. Her father was Ben Waters, one of Denton County's real pioneer ranchers, who moved to Young County in the late seventies.

Mary Ann Waters married L. C. Garvey, Indian fighter and Texas Ranger, at Elizabeth Town in 1875. Garvey had come to Texas as a young boy when he was a youth.

When Waters moved west to get more land so he could handle more cattle, he gave the Garveys a farm in Young County. They lived near Farmer in Young County for several years, then moved to Archer County in 1885. They moved into Archer City after a few years on the ranch, but Garvey continued to operate his ranch until his death in 1924.

Mrs. Garvey has been active in church work and women's organizations for many years, and still is active. She suffered a broken hip three years ago, but made a good recovery and was back in her usual routine in a year's time.

Mrs. Garvey was one of nine children, four others of whom are living. They are:

Mrs. Allie Brannum of Newcastle, Mrs. Mattie Donald of Justin, S. B. Waters of Hereford and George Waters of Amarillo.

Mrs. Garvey has four children, 11 grandchildren, 16 great-grandchildren and seven great-great-grandchildren. Her children are Mrs. Mona Lowry of Wichita Falls, R. L. Garvey of Kansas City, Walter Garvey of Oklahoma City, and Ben Garvey of Archer City.

Hunting Boat Rule Changed

The Executive Secretary of the Game and Fish Commission called Texas' hunters attention to a 1952 change in the waterfowl regulations affecting power boats.

He said gunners may now use a boat with an inboard motor or boats with an outboard motor, provided the boats are tied or secured to a permanent blind.

The law covering this phase previously forbade use of inboard motor boats altogether and stipulated that boats using outboard motors had to have the motor immobilized and placed in the bottom of the craft when it was kept in a duck blind.

The Executive Secretary said the liberalizing regulation is expected to accommodate many hunters in the coastal area where power boats are commonly used.

He cautioned hunters that use of motor boats to disturb or chase waterfowl has been tightened in motors may be used to retrieve dead or crippled ducks or geese.

Panhandle Paragraphs

Startling developments in Brady's dog-and-child poisoning case Monday pointed substantially to the work of a maniac-at-large.

Eleven ounces of cheese, in one piece, was found thrown into the yard of the Blackburn Street kindergarten. The lives of the school children housed there became alarmingly endangered when police discovered enough poison in the cheese to kill 25 dogs.

Portales is all ready for a big Christmas holiday shopping season.

First definite plans were announced yesterday after the Retail Merchants and Christmas committee made and formed plans for the Christmas season.

First on the program will be the turning on of the Christmas lights, Saturday night, Nov. 29.

Billy Donaldson, 16-year old son of Mr. and Mrs. Millard Donaldson of Allison, shot himself in the lower part of his right leg late Thursday afternoon when a pistol he was carrying in a holster accidentally discharged.

He was rushed to a hospital in Wheeler, where doctors report his wound is not serious.

Three men indicted by the Dallam county grand jury in Dalhart Monday plead guilty before District Judge Harry Schultz Thursday and received their sentences, it is learned from authorities.

Bruno Garza, indicted for child desertion, got a two-year prison sentence and two-year probation; D. F. Boles, billed for theft over \$50, got a seven-year penitentiary sentence and seven-year probation.

John Garza, indicted for theft by bailee over \$50, was given a two-year prison sentence without probation, authorities said.

Earth business men are making part of the community building into a hospital in anticipation of a doctor coming to Earth.

Dr. B. R. Hunter, of Westville, Okla., will move to Earth with his family in December and begin practice there.

The Lion's club is also sponsoring a hospital benefit dinner at the club house Thursday, to raise funds for the building changes and equipment.

Mayor A. L. Walsh and the City Commission are making every effort to get additional stop and go traffic lights on Highway 87 to slow traffic down to the speed limit prescribed by law. Mayor Walsh recently made another request for such traffic control to James G. Lott, District Engineer of the Texas Highway Department at Amarillo.

The Amarillo office does not have the final say in such matters but in a letter received by the mayor from that office it was explained that this office could make a survey. The results of this survey will be turned over to the State Highway Department at Austin. Lott went on to explain that the department in Austin is governed by the code adopted by the department in conformance with the Uniform Traffic Law in Texas.

The BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher on his Johnson grass farm has shifted from politics to farming, if you want to call it that, his letter this week reveals.

Dear editor:
Now that the election is over and I have woken up to the grim reality that regardless of all the golden promises that have been made to me I'm probably still gonna have to do my own work if it ever gets done, although I am glad to be livin' in a country where it doesn't have to get done unless I feel like it and I'm the sole judge of how I feel, I was highly interested in an article I read in a magazine last night.

Accordin' to this article, a seed which was buried fifteen feet deep in rock for 2,000 years has been found and watered and it sprouted, making a flower just as pretty as any we got today. I consider this welcome news.

It's a perfect answer to people who accuse me of being lazy, who like to ask: "What's the matter with that crop of yours? Looks like mostly weeds. No garden. Why don't you plant one?"

Under the new system, all these critics are doin' is demonstratin' a lack of patience and foresight and a knowledge of plant life. I remember as plain as if it was yesterday plantin' all kinds of seeds in my garden back in 1928, and the fact they haven't come up yet is nothing to get alarmed about. What's 20 years or so compared with 2,000? I planted a good crop of corn — wheat — rye — eight years ago, and the fact it hasn't come up yet is nothing, unless you're ignorant of the scientific facts on seeds. I never was selfish, if I don't get to harvest that crop, there's a great satisfaction in knowin' somebody in the next 2,000 years may, and as far as I'm concerned he's welcome to it. I've never seen a crop yet that wasn't easier to plant than to gather.

In fact, if the people living years ago had been more thoughtful of future generations, particularly the one I'm in, they'd have gotten more seed in the ground and we could be sittin' back now watchin' em sprout.

I hope this new discovery will silence a lot of people who like to drive around crivin' farmers and home gardeners. Just because a plot of ground is barren ain't no sign something ain't planted there. Come back 2,000 years and see for yourself and just don't be so quick to criticize.

Yours faithfully,
J. A.

The Sunday Brand
Established 1948
Published every Sunday at 336 Main St.
Hereford, Texas



Texas' Outstanding Semi-Weekly
First In ~
GENERAL EXCELLENCE
NEWS PICTURES
AGRICULTURAL PROMOTION

James M. Gillentine, Editor and Publisher

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Hereford, Deaf Smith County, Texas
Editor: John H. Bennett
City Editor: Mrs. John McLean
Manager: Melvin Young
Circulation Superintendent: Harry Underer

H & H FURNITURE'S BIG, GIGANTIC

4th ANNIVERSARY

-- BEDDING --

Our Supreme 69.50
MATTRESS For this
Event Cash & Carry **49⁵⁰**

Rubber MATTRESS and
BOX SPRINGS Set **99⁵⁰**

We Have Bunk Beds, Rollaway Beds, Holly-
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PICTURES and MIRRORS

Too Numerous To List -- All Specially Priced
For This Big Sale.

BEDROOM SUITES

Large Stock Open Stock Pieces. In Pecan,
Walnut, Cherry, Maple, Ash, Hackberry, Maho-
gany, Oak, Parchment Mahogany and Pine.
All Pieces and Suites Specially Priced For
This Big Occasion.

No. 381C - 5 Piece
Grey Walnut. Double
Dresser with Mirror. 2
Nite Stands, Full size
bed with book shelf
headboard. Chest of
drawers. A sample of
our Specials. Reg.
289.50 **195⁰⁰**

No. 5146 - Large and
Massive. Solid Oak.
Ox Yoke 4 Pc. Suite.
Ox Yoke Pulls. Best
Buy of Them All.
Reg. 329.00. Buy it
Now **259⁵⁰**

No. 47 Series Cherry. Open
Stock. Be Here Early **1/3 off**

No. 4063 - 4 Piece -
5" Large Poster Bed.
Mirror on Chest, drop
center Vanity, Bench
Light Finish. Reg.
229.50 **189⁵⁰**

No. 622 Cinnamon,
Maple. 4 Pc. (We
hate to spoil this!)
But here it is. Reg.
199.50. SALE PRICE **140⁰⁰**



Can You Guess
How Much
Corn This Turk
Will Eat

DURING OUR SALE FREE!

See the Big Thanksgiving Tur-
key in our window, to be given
ABSOLUTELY FREE to the per-
son guessing nearest to the number of kernals of corn this Turkey will eat
during our big Anniversary Sale. Sale starts Monday, November 10th. Also
other prizes.
Must be 18 years of age to Register, but need not be present to win.
PRIZES -- BARGAINS -- PRIZES -- BARGAINS at H & H FURNITURE CO.

To show our appreciation of the past years business, we have one big
sale on our anniversary every year. We've had a good year and want to
pass on a few savings to you to show our appreciation. Come see us
during this big sale. We'll be looking for you.

J. L. Hillman Ohio Hall

ALL APPLIANCES SPECIALLY PRICED FOR THIS SALE

LANDSLIDE SALE OF LIVING ROOM SUITES

50

LIVING ROOM SUITES

To Go At Reduced
Prices During This Sale

Don't Forget To Register For The
FREE PRIZES - Westinghouse Mixer
2 Westinghouse Electric Roasters

-- CHROME DINNETTES --

Our Stock Is Complete. Plenty Of Styles, Col-
ors. Priced From 69.50 to 189.50.

GET AN ANNIVERSARY SPECIAL

SOLID MAPLE FURNITURE

DINNING ROOM - LIVING ROOM

Sofas in Beautiful
Provencal Patterns
of Upholstery, Chart-
reuse & Brown. Mat-
tress Included.
Makes a comfortable
Bed. Reg. 249.50.

194⁰⁰

No. 258

Small Pattern Brown
and Gold Floral. 2
Cushion. It's com-
fortable Too!

159⁵⁰

60" Round Table. Now
Here it is. Makes a large
Diner or Game Table.
Reg. 104.50
No. 8036

79⁵⁰

THESE ARE ONLY A FEW LISTINGS
COME EARLY & SHOP

LANE CEDAR CHEST

Walnut, Lined Oak, Wheat, Mahogany and
Others. With Each Chest Purchased During
Our Sale We Will Give \$5.00 In Other Merch-
andise FREE!

CHROME OFFICE SUITE

3 Cushion Sofa
2 Chairs
3 Tables
Chartreuse, Dark
Green or Red
Reg. 369.00

265⁰⁰

During Our Big Sale Only

ERSARY SALE

LIVING ROOM SUITES

2 Pc. Suites -- All Fully Guaranteed
See These To Really Appreciate
Quality & Style

No. 237 - 2 Pc. Modern All the way. Tufted Back. Reversible Cushions. Green & Brown Metallic Cover. Reg. 299.50 **219⁰⁰**

No. 512 - 2 Pc. Brown Frieze. 2 Cushion Sofa. Loose Cushions. Cushionize Construction. Reg. 229.50 **165⁰⁰**

No. 368 - 2 Pc. Curved Front Sofa & Chair. Fringe. One of the best suits. Kroehler makes. 2 Cushion. Rubber and spring units. Beautiful Rose Frieze Cover. Regular 299.50 **199⁵⁰**

No. 4868 - 2 Pc. Beautiful!! Farrest Green Heavy Matilasse upholstery. Curved rubber padded arms. Reg. 289.50 **229⁵⁰**

No. 430 - 2 Pc. T-Cushion on rollers. Frieze Cover and a new color in Plum. Reg. 244.50 **185⁰⁰**

No. 360-8-2 Pc. Grey Frieze. Rubberized Curl Hair Filled. As advertised in Life Magazine. See it. Reg. 299.50 **239⁵⁰**

ODD SOFAS

No. 848 - Tufted Back. Curved Front. Bush edging. Lt. Green 2 Color Matilasse. We Hate to do this. Reg. 389.50 **299⁵⁰**

No. 4895 - Good Large 2 Cushion Roll Arm with fringe and the piece to really beautify that room you are wondering about. Reg. 219.50 **154⁵⁰**

SIMMONS HIDE-A-BED SOFA
With Mattresses

FULLMAN SLEEPERS With MATTRESSES
Green, Gold, Brown, Metallic, Beige, Tweed

PRICED TO REALLY LET YOU ENJOY 'EM

SALE STARTS MONDAY, NOV, 10th

4 SECTIONALS

2 - 3 & 4 Piece All High Quality - Good Color and Styling. Room Limits Us Here. We Cannot Get Everything In Just 2 Pages.

Hurry On These !!

Grey, Black, Beige, Persimmon, Chartreuse, Tweed, Brown

OPEN UNTIL 8:30 EACH NIGHT

for this Big

STORE WIDE SALE

Which Will Continue Thru

NOV. 15th - ONE FULL WEEK

Shop Early While Selections Are Complete

ALL SAMSON CARD TABLES & CHAIRS DRASTICALLY REDUCED

RANCH STYLE

Dessert Oak For The Den

No. 12-Club Chair in Green Plastic; Loose Cushions. Regular 89.50 **69⁵⁰**

No. 11-Divan in Sphinx Ivory Plastic. Makes Bed. Regular 169.50 **129⁵⁰**

No. 12 - Club Chair, Beautiful Green Tweed Cover. Loose Cushions. Regular 94.50 **159⁵⁰**

No. 10 - 3 Cushion Sofa. Multiple Color Tweed. It's A Dandy. Regular 199.50 **77⁵⁰**

Plenty of Wagon Wheel Chairs, Rockers Sleepers, End Tables, Coffee Tables.

OCCASIONAL CHAIRS

No. 466 - Barrell Back Rose & Grey Tapestry O. W. Mahogany. Reg. 59.50 **42⁵⁰**

No. 3-16 Pullman, Floral Tapestry, Loose Cushions Mahogany Trim. Reg. 129.50 **109⁰⁰**

No. 125 - Host Chair Gold and Grey Stripe Ideal For Any Room Reg. 54.50 **25⁰⁰**

No. 910 Tub Chair, Heavy Weight, Gold and Tan. Solid Mahogany Frame. Reg. 59.50 **39⁵⁰**

No. 149 - Modern Chair Rockly Copper, No Arms, Extra Quality Regular 59.50 **44⁵⁰**

Roomy Occasional Chair, No. 60 - Mahogany Trim. Tapestry Upholstery. Parotex Filled. Chartreuse Regular 39.50 **31⁵⁰**

No. 185 Modern Fireside or Companion Chairs. Brown and Chartreuse Covers. Heavy Spring Construction. Reg. 39.50 **29⁵⁰**

No. 771 - Plastic Kroehler Chairs Red, Yellow, Tan. Regular 34.50 **19⁵⁰**

No. 375 Kenmar Reclining Chairs. Brown & Beige Frieze. On Rollers. Hurry! Reg. 139.50 **109⁵⁰**

ODD SOFAS

No. 370 - Rose Frieze with Fringe. Buy it and Build around it! A beautiful room of Furniture! Reg. 199.50 **139⁵⁰**

No. 392 Brown Matilasse Cover Brush Edging Trim. On Rollers. Built by Pullman. The Best Buy. Reg. 389.50 **319⁰⁰**

"Candlelight Concert" To Be Presented At High School Auditorium Thursday Afternoon

A "Candlelight Concert" from North Texas State College's School of music will be presented at 2 p. m. November 13 in the High School auditorium in Hereford. Small admission charges will be made at the door.

Four music students wearing Madrigal costumes will open the program with a group of Elizabethan numbers. The stage will be lighted by candles.

Operatic arias and concert songs for piano and cello will compose the second section of the program. A performance of Verdi's one-act opera, "The Telephone", will conclude the program.

Student musicians will include Pat Porter of Shamrock, soprano; Ted Vestal of Sherman, bass; Claude Jensen of El Paso, cellist; and Elaine Welch of Henderson, pianist.

Commentator and master of ceremonies for each concert will be Dr. Walter Hodgson, dean of the NTSC School of Music.

"Candlelight Concerts" will be presented at Quanah and Memphis Nov. 10; Wellington and Tulsa, Nov. 11; Wayland College at Plainview and Borger, Nov. 12; and Hereford, Nov. 13.

Mr. and Mrs. C. L. McBroom completed their new home this past week.

Mr. E. W. Shugart has just completed remodeling his farm home.

Mrs. Ted Richardson and children visited in Littlefield with friends the past week.

Miss Joyce Moore made a trip to Dallas this week end.

Mrs. J. T. McClain is remodeling her home.

Many new irrigation wells have been reported in the Daniel community.

Lee Whitaker is helping with the W. R. Moore farm work.

Mr. and Mrs. Kenneth Dygert and daughter Ilona from Raton and Mrs. Jean Chunn of Amarillo visited in the Moore home recently.

Rev. Davis Harrel of Benton, Okla., has spent several days visiting in Daniel and in Plainview this past week.

Mrs. W. R. Moore and Mrs. Jean Chunn were recent visitors in the



TTD VESTAL of Sherman, Texas, bass. A voice scholarship student at NTSC, Vestal will sing the role of 'Ben' in "The Telephone" and ensemble numbers. He is international president of the Key Club, a Kiwanis sponsored student service organization. During the past five years he sang with the Sherman Oratorios Society.

Ronny Durham Named Vice-President To College Organization

Pioneer-Cacique, honorary service organization of Eastern New Mexico University, elected officers and selected 12 new members at a recent meeting.

Officers are Pat Pitt, Rogers, president; Ronny Durham, Hereford; vice-president; and Elta Chalk, Portales, secretary-treasurer.

New members of the organization are Sue Barnett, Clovis; Norlene Morgan, Portales; Fay Barnard, Hobbs; Lillian White, Deming; Nada Wildman, Tatum; Doyce Balko, Lingo; Albert Williams, Encino; Walter Case, Portales; Clyde Frazer, Portales; David Estes, Carlsbad; Marquita Collins, Muleshoe; and Rudell Sanders, Portales.

To be eligible for membership in Pioneer-Cacique a student must be a second-semester sophomore or higher and have a 1.5 grade-point average. Names are taken from the list of eligible students and voted on by members. Pioneer-Cacique limits membership to 50 -- 25 women and 25 men.

The purpose of the group is to offer its services to any campus organization or division that needs help. One of its services for this year to help with the cheering sections of ball games.

Card of Thanks

We wish to express our sincere thanks for so many kind deeds from the doctors and nurses at the Deaf Smith County Hospital during the illness and death of our dear brother and father and uncle. We will always be grateful to the nurses that rendered such good service to him. May God's richest Blessing rest on each of you. We want to also thank the friends that sat up and helped in any way with W. C. (Doc) Kelly.

Mrs. C. E. Coats
Mrs. A. E. Kelly
Mr. and Mrs. John Hightower
Mr. and Mrs. C. R. Pannell
Mrs. Jewel Drury and Bobbie

DANIEL NEWS

Visiting Tops Community News In Daniel Area Over Week-End

By Mrs. W. R. Moore

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SEE ME FOR ALL THREE

Auto • Life • Fire
With State Farm Insurance Companies



HUGH BOOKOUT

Phone 1270W Office 1674
533 East 1st Highway 60

Fritz Freimel home.

Mrs. Gale Higgins was the honor guest at a pink and blue shower in the home of Mrs. C. L. McBroom Friday evening, with 14 attending.

House Plants

Clean the soiled leaves of house plants by applying equal parts of milk and warm water. Use a sponge, and rub gently to prevent breaking the leaves.

You Are Invited To Hereford's Only COMPLETE WESTERN STORE & SADDLE SHOP

Visit our store opening week and register for Free Prizes! Nothing to buy - just look at what we have and register on a card - Everyone over 12 years old is eligible. Drawing will be held at 4 p. m. Saturday, Nov. 15th. **FIRST PRIZE:** Set of Wallace Western Dinnerware, worth 36.50. **Second Prize:** Ladies Fringed Western Jacket worth 24.95. **Third & Fourth Prizes:** Men's Western Shirts worth 8.95.

WESTERN SUITS

GAMBLER STRIPE

Long Coats
Short Jackets
Sharkskin
Rayon

\$32.50 up



FREE ALTERATIONS

INDIAN PRINCESS JACKETS AND WESTERN SKIRTS

Lush Velvet and Durable Corduroy Slip-on Princess Jackets in Many Shining New Colors. Matching skirts in Denim and Warm Corduroy and a Silvery Concho belt to top it off!



WESTERN WEAR FOR LITTLE FOLKS

Western Suits in Gamblers Stripe and Cotton Twill from 7.95 up.

SADDLES
ROPERS, BRONC
SADDLES OR ANY KIND
YOU NEED
139.50 to 189.50

ACCESSORIES

Navajo Blankets, Sweat Pads, Stirrups, Latigoe Straps, Anything you need from a Complete Saddle Shop. A complete Saddle repair and custom saddle making.

BRING YOUR USED SADDLE TO TRADE OR BE REPAIRED



FREE! WHILE THEY LAST

A KLIP FLOP SPUR FOR THE KIDS
A WHITE-WESTERN SHIRT WITH EACH WESTERN SUIT BOUGHT DURING OPENING WEEK
A NAVAJO SADDLE BLANKET WITH EACH SADDLE BOUGHT DURING OPENING WEEK
YOUR CHOICE OF ANY NECKTIE WITH EACH SHIRT BOUGHT DURING OPENING WEEK

TO OUR NEW NEIGHBORS IN HEREFORD AND VICINITY!

You are invited to come in and look around. We want you to get acquainted with us because we hope to serve you well a long time.

REMEMBER

The Free Prizes Which Will Be Given Saturday November 15th

COME IN AND REGISTER

We're looking for you on opening week, Monday Nov. 10 thru Nov. 15th.

R. E. (Bob) Kuentler, Mgr.

FRONTIER PANTS

Everything from Gambler Stripe Rayon to All Wool Gabardine. Priced from 8.95, and Free Alterations



LADIES Fringed WESTERN JACKETS

24.95 to 52.50
Size 10 - 20

REMEMBER: ONE DAY SERVICE on anything you need from our Amarillo Store

FRONTIER SHOP

136 Main

136 Main

(Next Door North of White's Auto)

CORDUROY WESTERN SHIRTS

\$8.95

Form Fitted
Pearl Snaps
Washable - Red, Poppy, Gold, Green or Wine



**WEEKLY WINNERS OF
7th WEEK CONTEST**

1st Prize Winner
C. W. COVINGTON

Tied for 2nd and 3rd
I. L. Whitfield
Harold L. Smith

IT'S

GAME TIME

AGAIN

Match Wits With the Nation's Football Experts!

**FOOTBALL
CONTEST
WIN**

Prizes Every Week

Your official
ENTRY BLANK for Football Contest

Week Ending November 14 - 15

- | | |
|--------------------------------|--------------------------------|
| Canyon at Hereford | Notre Dame at Michigan State |
| Rice at Texas A&M | Iowa at Northwestern |
| Texas at TCU | Illinois at Ohio State |
| Texas Tech at Hardin-Simmons | Alabama at Georgia Tech |
| Baylor at Houston | Army at Penn |
| South West Texas at East Texas | Colgate at Syracuse |
| SMU at Arkansas | Maryland at Mississippi |
| Arizona at Texas Western | Princeton at Yale |
| West Texas at Trinity | California at Washington State |
| Wyoming at Tempe | USC at Washington |

Name _____
Address _____



ENTER TODAY!

RULES

1. Anyone can enter except employees of paper and their families. Use official entry blank from paper.
2. Circle each team you think will win for every game on blank. Weekly prizes given those naming most winners. Cotton Bowl tickets awarded to those picking most winners over complete contest.
3. Put entries in contest boxes at stores sponsoring this page. Do not bring to paper. Entries must be in by 6 o'clock Friday before games.
4. ONLY ONE ENTRY ALLOWED PER CONTESTANT!
5. Judges sports editor of Brand. Decisions final.

PRIZES

- GRAND PRIZE
4 COTTON BOWL TICKETS
- 1st Weekly Prize
\$5.00 In Trade at Hereford Laundry & Dry Cleaners
- 2nd Prize
\$3.00 Cash At Brand
- 3rd Prize
\$2.00 Cash At Brand

Pick Your **WINNERS!**

Deposit Entry With One Of These Firms!

<p>Visit The PARK AVE. DRUG STORE</p> <p>Your Soft-Drink Center. Prescriptions Filled School Supplies - Gift Items</p>	<p>DUB'S MAN' SHOP Home of Famous Nationally Advertised Men's Wear, McGregor, Wilson Bros., Stetson Hats, Florsheim Shoes. "COME SEE US" Corner 3rd & Main Ph. 112</p>	<p>Always A Winner When You Put Hereford Bakery Products on the Table. Hereford Bakery 312 N. Main Phone 46</p>	<p>PHONE 111 ACME CLEANERS Good Clean Clothes - Like Good Clean Sports; Can't Be Beat. PICK UP & DELIVERY SERVICE MADE TO MEASURE CLOTHES</p>	<p>NEILL BODY SHOP All Types of Body Work FREE ESTIMATE Painting Welding Glass Work 120 Schley Phone 1392</p>	<p>ALL AMERICAN The Best and Latest in Sporting Goods - Guns - Shells - Fishing Tackle. HEREFORD HDWE. 216 N. Main Phone 567</p>	<p>THE LITTLE THINGS We Will Look Out for the Little Things in Your Insurance - Which Will Take Care of the Big Thing in Time of Loss. JOHN McLEAN Insurance Agcy. Phone 273</p>	<p>YOU ALWAYS WIN When you pick your Jewelry Needs from Cowan's Jewelry Cases. We handle only Nationally Known Brands. Your Doctor of Sick and Decrepit Watches. Kenneth (Doc) Cowan COWAN JEWELRY</p>
<p>THE SUNDAY BRAND First In Local Sports Coverage</p>	<p>JOHN DEERE IMPLEMENTS H & W Implement Co. Krause Plows - Amalie Oil 244 East 3rd St. Phone 5</p>	<p>Never Out of Bounds Our Prices are Reasonable, Our Service Reliable. See us for all your Radiator Work. Hereford Radiator Service 324 East 2nd St Phone 1597</p>	<p>COMPLETE CONOCO SERVICE We are open day and night - the only place in town without a key. PITMAN SERVICE STATION Corner 1st & Main Phone 588</p>	<p>Try B & D TRACTOR CO. New Idea Farm Machinery Ferguson Tractors Sales and Service</p>	<p>School Kids Look Their Best in Clothes Washed At VAUGHT LAUNDRY Try Us Today</p>	<p>For All Your Laundry and Dry Cleaning Needs SEE Hereford Laundry & Dry Cleaners Or Call 298 For Pickup and Delivery Ernest Kendall</p>	<p>PHILLIPS & LAWRENCE NASH 503 East 1st St. Phone 97</p>

It's Fun To Win! Be An Expert! — CASH PRIZES EVERY WEEK!

FRIONA NEWS

Out-Of-Town Guests Visit In Friona Community Past Week

By Mrs. E. R. Day Sr.

Mrs. Vaughn-Houser is visiting her sister in Plainview, who recently underwent an operation. Eva Thomas daughter of Mr. and Mrs. John Thomas suffered a broken arm while playing at the school Tuesday.

Mrs. Don Meyers and children from Los Angeles are visiting their aunt and uncle for the next three weeks, the Buster Davis. Tom Jasper received word last week that his sister, Mrs. Ann Ross had died in Tulsa. He attended the funeral services there

on Monday. Mr. and Mrs. Jack Jasper also attend the services.

The week end guest in the home of Mr. and Mrs. Leonard Coffee were Lt. and Mrs. Bill Sheehan and children who were on their way to El Paso where the officer will be stationed.

Mr. and Mrs. Otis Massey and Mr. and Mrs. Marin Massey have returned home from Dallas where they had been visiting.

Mrs. Alta Wyley visited her son and family, Porter Wyley, Sunday at San Jon.

Mrs. Oscar Baxter and family

were Sunday guests in the Jim Baxter home.

Mrs. Orval House and her father will return Tuesday from Ode, Utah where they have been visiting.

H. T. Carr Jr., son of Mr. and Mrs. H. T. Carr of Friona, a Texas Tech student, enlisted in the U. S. Navy last week.

Alice Ruth Carr who has been teaching in the Plainview Junior High School has resigned and will remain at home until her marriage to Donald E. Stanley of Canyon on November 15.

Mr. and Mrs. E. R. Day were in Amarillo Saturday and attended a birthday supper for W. A. Read, and paid a visit to Walter Jasper and their daughter Tila Rue.

Mrs. Bert Chitwood, Mrs. H. F. Brewer, Mrs. Roy Slagel, and Mrs. H. T. Carr Sr., were in Canyon Saturday morning where they were guests at a coffee in the home of Mrs. Alfred Bellah honoring Alice Ruth Carr of Friona.

Miss Jo Phillips and Miss Tracy Smith were in Amarillo Saturday afternoon on a shopping trip.

Mr. and Mrs. Ralph Shirley were hosts at a party Saturday night. Among those present were: Mr. and Mrs. Jack Spurlock of Hereford and Mr. and Mrs. Herd Stevens of Dimmitt. The evening was spent in playing 42 and canasta.

Mr. and Mrs. John Parish gave a birthday dinner for Raymond Cook Sunday.

Mr. and Mrs. Dallas E. Coldiron of Hereford visited in the home of his mother Mr. and Mrs. J. M. Bradley Sunday.

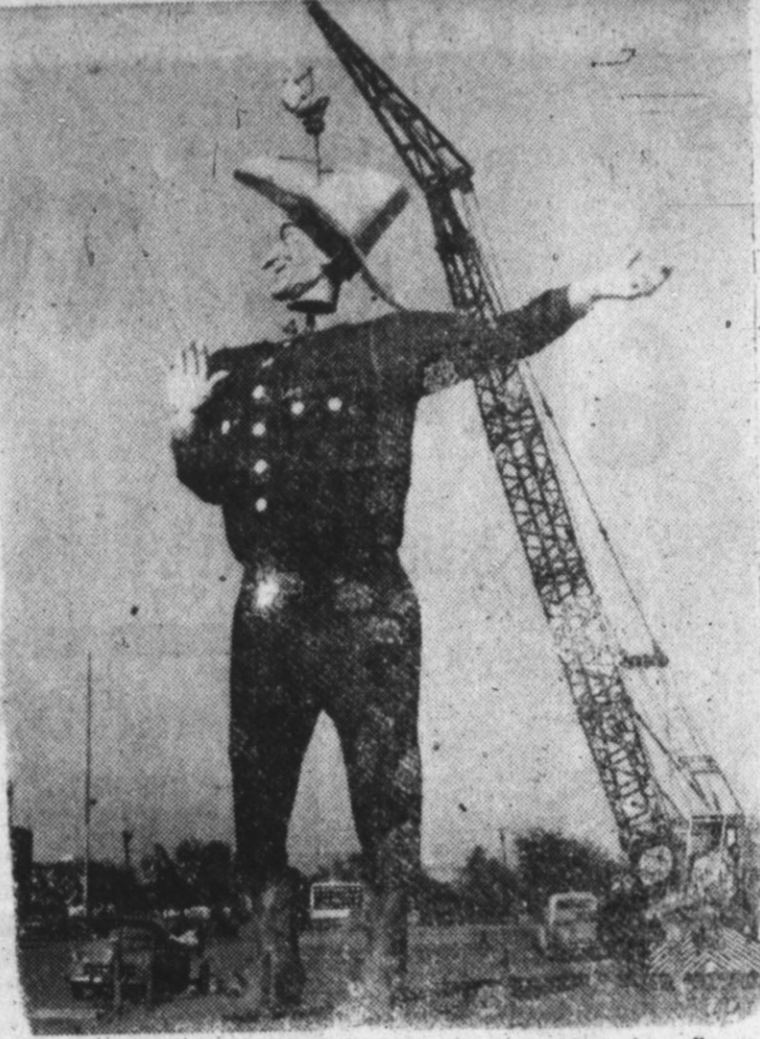
Rose Stephens Named Charter Member Of Wayland Organization

Rose Stephan, senior from Hereford has been selected as a charter member of Wayland College's new honor service organization, the Ikwas.

Girls were chosen on the basis of personality, scholarship and leadership. Besides promoting all campus activities and encouraging a school spirit, the group will provide half time entertainment for all basketball games. The Indian word, "Ikwa" means princess, and the Indian theme will be carried out in the costumes of the girls.

Rose is president of the Women's Student Government Association. She is a member of the Volunteer Mission Band and Mike and Mask Club, a radio and drama organization.

She is the daughter of Mr. and Mrs. Moody W. Stephan, Hereford.



TEX COMES DOWN—Tex, the 52-foot-high cowboy figure which stood at the State Fair of Texas in Dallas, begins coming apart at the neck as workmen dismantle him for storage. Riding on the line above the hat is Jack Bridges, the artist who designed the figure of steel, papier-mache and cloth. Bridges had half dozen helpers and 25-ton crane to take Tex apart. (AP Photo)

SUMMERFIELD-NEWS

Summerfield Baptist Church To Have Special Program In Future

By Bobbie Walser

The Summerfield Baptist church held its regular conference Wednesday night and it was decided to have the Wayland Baptist Group at the church, one Sunday night and serve them supper. The date to be announced later.

The young people of the church will entertain the group. It was announced that the time of prayer meeting had been changed from 7 to 8 o'clock.

Ky Lawrence has returned home from the Deaf Smith county hospital where he underwent surgery last week.

Mr. and Mrs. L. W. Foust and son of Plainview were Sunday visitors in the homes of Mr. and

Mrs. Lee Curry and Mr. and Mrs. Guy Walser. Other visitors in the home Sunday were Mr. and Mrs. Jim Clark and son of Hereford.

Mr. and Mrs. Doc Galloway of Hot Springs and Joddie Young of California were visitors in the Ky Lawrence home during the past week.

Major Burton of Galup, visited in Summerfield last week at the store. Burton is a former resident of this community.

Tuesday proved to be a big day in the Summerfield section with the community house buzzing with the voters. Fifty-five people turned up to vote. Eisenhower 39 and Stevenson 16.

Those officiating in the election were Messdames: Lee Curry, L. L. Cannon, Ray Johnson, W. C. Quattlebaum and Guy Walser.



HOME ON LEAVE: A 2/c Charles Busby of Fairfield A. F. B., Spokane, Washington, is home on emergency leave due to illness of his sister, Mrs. Mae Jones. Mrs. Jones is in the West Texas Hospital in Amarillo.

The Real McCoys
By John and George



AWRIGHT REVENOOR AHM GONNA LET YUH APPLY FER INSURANCE WITH

JOHN McLEAN
Insurance Agency
"23 Years of Insurance
Know How"
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EXTRA ADMISSION 74c
 EXCEPT SUNDAY
 MATINEE NIGHT
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 CHILDREN 25c AT ALL TIMES
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STORY OF A SECRET LONGING...
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Love THAT KEPT HER LIVING IN THE SHADOW OF SCANDAL!
Loretta YOUNG
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Anniversaries from Sun., November 9 - Wed., November 12	
Mr. & Mrs. C. F. Davis	Mr. & Mrs. S. C. Brewton
Mr. & Mrs. C. W. Parker	Mr. & Mrs. Les Thompson
Mr. & Mrs. G. W. Hund	Mr. & Mrs. Troy Maxwell
Mr. & Mrs. G. H. Winkler	Mr. & Mrs. Herman Neff
Mr. & Mrs. D. C. Barnard	Mr. & Mrs. Carlos A. Vaughn
Mr. & Mrs. Sanford H. Smith	Mr. & Mrs. L. A. Wall
Mr. & Mrs. W. J. Reeves	Mr. & Mrs. Edgar O. Skypal

TEXAS THE FAMILY THEATRE
SUNDAY - MONDAY



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