

WEATHER

| | Moisture | High | Low |
|----------|----------|------|-----|
| Thursday | .60 | 79 | 51 |
| Friday | .60 | 77 | 52 |
| Saturday | T | 82 | 57 |

Moisture this Month: .60
Moisture this Year: 20.42
Moisture last Year: 18.38

The Sunday Brand

32 pages

Including 22 Colored Comics

Our Slogan, "More People — More Farms"

Published Every Sunday

HEREFORD, TEXAS, SUNDAY, OCTOBER 20, 1963

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VOL. 16 — NO. 16

Future Probed; 30 Ideas Offered

Trick Or Treat Campaign Goal Set At \$1500

Hereford's teenagers will again solicit funds this Halloween to help feed the needy children of the world through the Christian Rural Overseas Program. CROP is the food collection agency for the Church World Service.

In 1961, Hereford's donation gave 18,000 children a cup of milk each day for a full year. For this reason, the CROP Trick-or-treat program is said to answer the cry of "Give us this day our daily bread", according to Carolyn Aven, drive publicity chairman.

People are reminded that monetary donations are not the only acceptable form of donating to the program. Many farmers in the area have donated grain to the program.

With the actual donation of grain and money, the United States CROP program sent 71 (Continued on Page 6)

Around Town

Eight area youths won prizes this last week with beef cattle in junior division shows at the Texas State Fair, Dallas. They included: Jackie Andrews, Hereford, sixth for Angus steers, 850-950 pounds; Larry Minks, Hereford, second for Hereford steers, 950-1050 pounds; Debbie Thomas, Hereford, eighth for Hereford steers 850-950 pounds; Dan Thomas, Hereford, 18th the same class; Jimmy Harper, Palmer, third for Shorthorn steers, 850-950 pounds; and Dris Garrison, Adrian, seventh in same class; Danny Eppe, Palmer, second for Shorthorn steers, 750-850 pounds; and Danny Eppe, Palmer, also placed first in the senior calf division with a Shorthorn calved between Sept. 1, 1962, and Dec. 31, 1962.

Mr. and Mrs. Hardy Benson attended the annual meeting of the Association of Texas 8-11 Conservation districts Oct. 9-11 in McAllen. They call it "the best one we ever attended."

Bernard M. Jesko, formerly of Hereford, has been appointed assistant administrator of Spohn Hospital in Corpus Christi. He holds a master's degree from Xavier University, Cincinnati.

Whiteface band will enter the area marching contest in Canyon Tuesday, Oct. 22.

Cattle feeders and county agents from four states will form an organization "designed to give feeders an opportunity to pool their knowledge." The meeting will be held in the Herring Hotel, Amarillo, starting at 7 p.m. Nov. 5.



MORE THAN A SCORE OF PERSONS stood up at a public forum Thursday night and made suggestions of what Hereford and Deaf Smith County need in considering plans for the future. The meeting was sponsored by "Operation PEP" (Planning and Evaluating for Progress). Here Robert Thompson is making a suggestion for local scholarships for high school seniors. (Staff Photo)

City Bond Vote Set Tuesday

Eligible voters in Hereford go to the polls Tuesday to decide the outcome of three proposed bond issues. Two of the issues are for revenue bonds while a

third is for tax bonds needed for street improvements.

Polls open at 8 a. m. and close at 7 p. m. as residents begin voting at the city's only polling place. Ballots in the election will be cast in the City Manager's office at the City Hall.

Bond issues to be decided on would approve, if passed, \$340,000 worth of revenue bonds for water-department improvements; \$150,000 in revenue bonds for sewer department projects; and \$150,000 worth of tax bonds for construction of storm sewers within the city.

According to city officials,

failure of the bond issue at this time could possibly have adverse effects on the future growth of Hereford.

Added facilities planned under the bond programs for both water and sewer departments called for much needed construction to match the rapid and unexpected growth of the city during the past nine months.

As a building boom continued to develop outlying sections of the city, more demands have been placed on city utilities.

Under the building program for the water department, three additional city wells will

be drilled during the winter months and funds will be provided for two more at a future date.

If the bond issue does not pass, and the three wells are not drilled, commented Dudley Bayne, city manager, it will mean a "definite rationing of water next summer."

He also pointed out that by not being able to expand some main lines in the city, home owners will probably have to pay a higher rate for fire insurance protection.

Present rating by the state insurance board has given Hereford the seventh lowest key rate in the state for fire insurance.

Also planned under the water revenue bond issue is construction of a one million gallon underground storage tank and booster station to serve the north-west section of the city.

If the sewer department bonds are passed by city residents a major portion of the money provided will be used to expand the present sewer plant.

With the expansion, the plant will meet state requirements until population increases to 14,000. When the population reaches that point, the plant will require additional facilities under present state laws.

By modernizing the plant, commented Bayne, the city is trying to stay a step or two ahead of requirements laid down under the Water Pollution Control Act.

Other projects proposed call for construction of three new sewer lines to serve northern and western sections of the city. In proposing the new lines, it was pointed out that present lines serving these areas are overloaded.

The tax bond issue proposed will provide, if approved, funds for construction of storm sewers along Harrison Highway, widening of the street, and curb and gutter from Texas Street to (Continued on page 10)

Demons, Hawks Play; District To Begin Friday

Only two teams from District I-AAA played this weekend as four other district teams had open dates as they continued preparations of the season's opening I-AAA games.

The Dumas Demons, defending state-AAA champions, nudged two-time Oklahoma State Champion, Lawton, by a 7-6 score in Dumas Friday.

Dumas scored in the second quarter as quarterback Doug Holtzclaw weaved and dodged on a 47-yard run for the score.

The deciding extra point was booted by Joe Ballard with 7:17 (Continued on page 10)

Residents Look At Area's Needs

Hereford and Deaf Smith County looked at the future Thursday night at a public forum and came up with some 30 suggestions, ranging all the way from a new numbering system on homes to a year-round gymnasium and swimming pool, and from a slum clearance program to the need for "favorable" convergence in area news media.

Now the suggestions, made by more than a score of persons, will be put under close scrutiny and farmed out to committees to delve deeply into the suggestions. They will decide which of the suggestions has a "rush" tag and which are for future development, and then they will make their recommendations in the form of timetables.

The meeting, held at Community Center, was moderated by Don Zimmerman with Clint Formby in charge. The public meeting was called "Operation PEP," a committee formed out of the Chamber of Commerce although not a Chamber project as such.

The word "PEP" stands for "planning and evaluating for progress" and Formby and his committee set up the forum in the belief that ideas were the first requisite to carrying out the program. They got many ideas at the Thursday forum.

It was Mrs. Abe Davis who brought up the need, as she saw it, for a slum clearance program which would replace inadequate housing with more modern structures. She also suggested a year-round gymnasium and swimming pool, possibly to be operated under the supervision of the school system with a paid director.

Virgil Dodson liked Mrs. Davis' idea, and pointed out specific areas where housing projects are needed.

Lack of area "favorable" publicity for Hereford and Deaf Smith County was deplored by Mrs. H. A. Caviness, who said, "something ought to be done to give our area and its development favorable publicity - not just the bad things that happen here. Panhandle news media outside Hereford are inclined to mention only the bad things that happen here."

Robert Thompson, high school counselor, would like to see Hereford firms offer scholarships to seniors and then promote pupils' interest in such contests.

House numbering came in for discussion by at least two of the suggestion-givers at Thursday's forum. C. N. McClure suggested a curb-type marking system, and Lois Rutter suggested that a new street naming system, using alphabetical names in sequence, might solve the problem of locating houses in Hereford.

Don Newman urged an ordinance requiring that garbage cans be covered as a means of preventing flies.

Wayne Thomas said he believed it is time for Hereford to consider its downtown parking problems - "don't wait (Continued on page 7)

Absentee Voting On Amendments Begins Monday

Absentee balloting on four proposed amendments to the Texas Constitution begins here Monday. The casting of absentee votes will end three days before the election on Tuesday, Nov. 5, at 5 p. m., according to B. F. Cain, county clerk.

In the constitutional amendment election, Texas voters will decide on four propositions. One of these calls for repeal of the law requiring payment of a poll tax.

The second proposition on the ballot calls for an amendment authorizing assistance payments to needy aged, needy individuals who are totally disabled, needy blind and needy children.

A third proposition would give authorization to all political subdivisions within Jefferson County to establish a retirement, disability and death compensation fund covering appointive officers and employees.

The fourth proposition voters will decide would increase the Veterans' Land Fund by \$150,000,000 if approved.

Chapter Board Of AFS Holds Regular Meet

Hereford American Field Service Chapter Board met Thursday, Oct. 17, in the Hereford School Board Room. Chairman Mrs. Elmer Patterson presided during the business session.

Introduced to the board were the two exchange students now studying at Hereford High School, Cristi Holz of Austria and Sergio "Steve" Bravo of Brazil.

Mrs. Leroy Aven was appointed as home relations chairman, replacing Mrs. Earl Plank.

A meeting has been called for 9:30 a.m. Friday, Oct. 25, to screen applicants for summer or winter AFS scholarships to other countries.

Mrs. Patterson said that tentative reservations were being (Continued on Page 6)

Commissioners Seek Bids For Hospital Expansion

Bids will be received by Deaf Smith County commissioners for a \$350,000 addition to the county hospital approved by voters in a June 11 election, it was announced this past week.

Call for bids will be printed Nov. 21 and 23 and will be opened by the commissioners, Monday, Dec. 9, it was decided at a meeting of the commissioners.

The bond issue was approved 299 to 243 in the special June election to provide funds for a 20-room addition and extension renovation of existing facilities at the Deaf Smith County Hospital. This was the first hospital bond issue called since 1947, although some construction has been done by donations and time warrants during the 16-year interim.

The election was called by

the commissioners last summer after members of the hospital board unanimously agreed that the addition is needed, and a petition calling for the election was circulated.

In a formal statement issued at the time the election petition was filed, the board stated: "for the past two years, your hospital's board of managers has given serious thought and study to the question of expansion of facilities of the hospital in order to keep pace with the growing demand for health care for our people."

"As the population of our town and county has grown, so has the demand for our services grown until now the demand for hospital beds is exceeding our capacity to supply. Now it is quite evident to us that in order

to avert a serious shortage of hospital beds, we must build more bedrooms."

The statement also said that the expansion is a part of a master plan designed to permit "expansion in stages as needed."

It was pointed out that the \$350,000 will take care of all expenses of the project, including construction costs, architect's fee and necessary equipment and furnishings.

The bond fund also will provide for extensive renovation of existing units, particularly the initial unit, built in 1924. The new 20-unit wing will be built on the east side of the hospital. Each will be a private room. A nurses' station, necessary storage space and a therapy room also are included in the plans.

"The average is much better than was anticipated before harvesting in the county began," stated one elevator operator.

Price of grain is still holding at \$1.75. It is described as being "much better" than prices paid for grain last year.

In describing the harvest, grain men use the word "odd" since "just enough grain was maturing every day to keep combines busy."

According to predictions, harvesting of the 1963 crop will continue into November since some sections of the county grain will not be mature enough to harvest until after the first frost.

Ideal conditions existed until last week when humidity in the area began a steady climb. With rain showers falling over broad sections of the county, harvesting was halted Saturday.



TWENTY-EIGHT MEN learned the fine points of welding at a short course in the vocational agriculture department here this past week. The class was taught by C. B. Edwards (far right), a specialist in welding from the Texas Education Agency, College Station. (Staff Photo)



JIMMIE ALLRED of Allred Oil Co., recently was awarded a gold Lord Elgin watch by Phillips Petroleum Co. for 25 years as a dealer. He has been in business in Hereford for 28 years, and a jobber for Phillips 66 for 25 years. The award was made Oct. 5 at Santa Fe, N. M. by Assistant Division Manager Keith Fowler, Amarillo. Some 250 dealers from the Amarillo district attended.

Letter To The Editor

Dear Editor:

A few years ago I read an article in a leading protestant periodical in which the writer made the following statement: "Fifty years ago 95% of the education taught in our schools was either moral or spiritual, but now 95% of it is neither spiritual nor moral." This was brought back to my mind this week while scanning some mimeographed sheets that have been used in one of our High School algebra classes during this year.

Number one:

"Five men are in a poker game: Brown, Perkins, Turner, Jones, and Kelly. Their brands of cigarettes are Luckies, Camels, Kools, Old Golds, and Chesterfields, but not necessarily in that order. At the beginning of the game, the number of cigarettes possessed by each player was 20, 15, 8, 6, and 3, but not necessarily in that order.

During the game, at a certain time when no one was smoking, the following conditions obtained:

(a) Perkins asked for three cards.

(b) Kelly had smoked half of his original supply, or one less than Turner smoked.

(c) The Chesterfield man originally had as many more, plus half as many more, plus 2 1/2 more cigarettes than he now has.

(d) The man who was drawing to an inside straight had absent-mindedly lit the tipped end of his fifth cigarette, the last one that he smoked.

(e) The man who smoked Luckies had smoked at least two more than anyone else, including Perkins.

(f) Brown drew as many aces as he originally had cigarettes.

(g) No one had smoked all his cigarettes.

(h) The Camel man asked

"Pass Thy Hand for the Finishing Touch" by Julia Spurlock of Pan-handle is on sale at Nichols Paint & Art Supply, 232 W. Third in Fulwood Bldg.

Jones to pass Brown's matches. How many cigarettes did each man have to begin with, and of what brand? (Note: when a cigarette is smoked, it's all smoked - no fractions. Also, only Kools are tipped!!)

Mr. Editor, I think this is poor taste, if not downright sinful. With all the wholesome things abounding from which to draw illustrations, why choose poker playing and cigarette smoking to teach teen-agers? Whether this class learns anything about algebra or not, they should know all the popular brands of cigarettes, as well as the terminology of gambling before this school year is out, if this continues. It looks like this lesson did more teaching about cigarette smoking and gambling than it did about algebra. I would rather call this nutology than algebra.

Here is number two:

"In a certain bar back in Bandera there were 1440 bottles of Pearl sold in one week. Three times as many bottles of Lone Star were sold as Coors were sold. Coors sold half as many as Pearl did. How many bottles of Lone Star were sold?"

Mr. Editor, I am amazed that such teaching is being allowed in our public schools. I don't believe there is anything that will do more to corrupt the lives of teen-agers than beer drinking. Instead of familiarizing them with such things, why not do everything in our power to warn them of this danger. I believe the school has just as much responsibility where the morals of our young people are endangered as the church does. All the good we can do teaching against this evil in the one hour we have these teen-agers in a Sunday School class (if they attend any) can easily be taken away from them in the five hours they sit under such teaching during the week in school.

The Devil's design is plainly visible in this time. He is out to destroy the lives of our young people, and this He cannot do as long as they stay exposed to the word of God, and the high standard of morals it teaches. Thus we see an atheistically inclined Supreme Court ruling the Bible and prayer out of our schools and colleges. I understand that our schools have gone along with this devil-inspired move and have discontinued all religious programs among the student body. I believe Americans should answer the Supreme Court by doubling such activities in our schools.

I hope parents will raise a storm of objection to this kind of teaching, and insist on a change of program or personnel.

Yours sincerely,
Rev. V. W. Marcontell
135 Ave. G.

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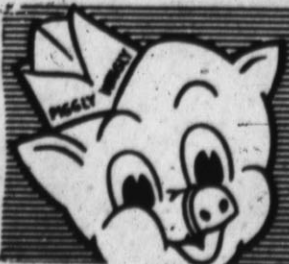
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Selective Service Board Lists Reclassifications

The following is a list of the reclassifications as released by the Deaf Smith County Selective Service Board. This list is published regularly by the Hereford Brand as a public service.

Classified as I-A are: Charles D. Williams, Bobby D. Samuelson, Jack L. Wood, Clayton F. Watkins, Richard C. Campsey, Donald D. Sudderth, Santos P. Gonzales, George R. Schulte, William W. Tucker, Newell W. Curry, George D. Lindop, Pedro Lafuente, Raymon A. Martinez, Eldon R. Rape, Manual L. Cantu Jr., Leonard L. Dollar, Donald L. Scarborough, John E. Jackson, Horace D. Beckett, John L. Frost, George W. Pruitt, Joe D. Rucker, George H. Lange Jr., Billy D. Roper, Joe M. Dutton, Curtis C. Kellman, Lawson B. Turner, Wesley L. Hatton.

Edward P. Dieter is classified as I-A-O.

Classified as I-C (Enlisted) are Bryan W. Birkenfeld, William R. J. Drerup, Lawrence E. Green, Jr., Gerald D. Fowler, and Marion Martinez, Jr.

Harold W. Presley is classified as I-C Ind.

I-D classifications are: Gary D. McLaughlin, Sammy D. Saul, Edwin W. Thomas, Kelley D. McGehee.

Classified as I-Y are: Rogelio Rojas, Carlos D. Rodriguez, Guadalupe Duran, Alfredo Z. Orozco, Amado A. Gomez, Perfecto R. Castillo, Jerry D. Lance, Jerry D. Belknap, Herbert Mungia, Adan Mungia, Jorge C. Zungia, Galen A. Hester, Frankie J. O'Donald, Baldemar Tijerina, Juan M. Murillo, Billy

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HEREFORD AND DEAF SMITH county took a look at their future Thursday night at a public forum. More than a score of suggestions were made. This staff picture was made at the forum, which had Don Zimmerman as moderator. Clint Formby was chairman of the committee.

R. Thomas, Marcelo M. Perez, Ralph E. Brockman, Billy M. Lytal and Harley J. Clark are classified as II-C.

Classified as II-S are: John R. Hamilton, Jerry D. Burnett, Bruce N. Collins, Norman W. Nelson, Kenneth T. Clearman, Clifford R. Hugh, Gordon J. Thanisch, Davey L. Berggren, Edmond T. Burgan, Larry W. Edwards, James M. Gee, Donald B. Crume, Orval L. Hughlett, Loyd A. Cain Jr., Jerry M. Cowart, Robert M. Sherley, James S. Nelson, Elmer D. Fryar, Benjamin F. Dial, Wendell K. Wilson.

Woodrow M. Boness, David L. Highers, Robert C. Peters, Stryn M. Billington, Charlie T. Flores, Marcus E. Jacobsen, James M. Goodwin, Jerry L. Vance, Michael J. Getz, Alton R. Johnson, Jimmie R. Parker Jr., Charles W. Axtell, Timothy K. Teachner, Richard N. Green, Terry D. Funk, Lawrence H. Lewis, Burris W. McGee, Dennis B. Rickman, Gary N. Foster, Errol D. Johnson, and Danny M. Glascock.

Classified as III-A are Michael S. McManigal, Jerry L. McAfee, Zeke Clements, John A. Woodson, Ralph E. Myrick, Guadalupe Martinez, Gerald R. McDowell, Felix A. Robbins, Eliseo Rivera, Glenn R. Green.

Guy C. Scoggin, David C. Lawlis.

In IV-A are Joe M. Carver, Arthur M. Cunningham, Lewis C. Willoughby, Sammy B. Lesly, Jimmy D. McBroom, Roger R. Owen, Donald L. Walser, James L. Stayton, James P. Averett, Gordon D. Womble, and John D. Gardner.

Classified in IV-D are Homer D. Akin and Gregory E. Venhaus.

Reclassified in V-A are Alfonso C. Aguirre, Jose Marie C. Rueda, Maximo J. Gallegos, Raymundo C. Holguin, and Manuel N. Soto.

Crashes Injure 10 In September

Texas Highway Patrol investigated 14 accidents on rural highways in Deaf Smith County during September, according to Sgt. W. E. Wells, supervisor of this area. The wrecks accounted for 10 persons injured and an estimated property damage of \$26,625.

For the year, through September, 73 accidents have occurred, resulting in one person killed, 26 injured and property damage of \$48,365, Sgt. Wells said.

Last month Castro County had 10 accidents during September with four injuries and property damage of \$2240. Parmer County reported four accidents with seven injured and property damage of \$5225. Randall reported 21 accidents with 16 injured and property damage of \$9655.



REPORT

The Shat-U-Aah Camp Fire group met at the Campfire Hut Tuesday, Oct. 15. The girls decided on individual Torch Bearer Ranks, and made arrangements for a party.

Members present were: Jan Scott, Mary Stoy, Susan Ballard, Jennifer Barnett, Billie Jo Witherspoon, and Camille Pavlicek. The leader, Mrs. Art Stoy, was also present.

Use Of County Building Denied

Use of the county-owned bull barn for a public dance was denied by Deaf Smith County commissioners at their meeting this past week.

The request was made by Wade Myers and Elmer Combs. Music was to have been furnished by the 'Grand Ole Opry' band. The commissioners said use of the barn has been limited to agricultural uses or to non-profit activities.

The commissioners bought a new motor grader for precinct 3 from Tom W. Carpenter Equipment Co., Amarillo, at a cost of \$18,599. Only other bid, one for \$30,346, was submitted by West Texas Equipment Co., also of Amarillo.

Following the commissioners' meeting, the court sat as a board of equalization, when "minor adjustments" were made in the property of Mike Betzen.

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The pace setter for fall by Nardis. Three-piece suit has a jacket with a full suede tri-tone front. Blouse has suede-accented scarf collar. Sizes 8 to 18. Colors: Bone knit with antelope, black walnut and sand suede. Oxford knit with dove, citron and charcoal suede.

DOUBLE KNITS

All of the vitality of Fall is fashioned into this new Nardis collection of double knits. Autumn is traditionally a time for "going and doing" and the Nardis knits offer a stunning array of styles to fit every occasion of the season. These durable double knits are of the finest 16 ounce 100% worsted wool and are knitted by Milliken especially for Nardis in 11 exciting colors.

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FARMS

640 acres, three 8 inch wells and one 6 inch well, 1800 yards of tile. 170 acres wheat, 180 milo, 10 cotton. Excellent houses and barns. On pavement. 29% down, terms to suit on balance at 5 1/2% interest. Let's go look at it.

320 acres, two wells, 90 acres wheat, 165 milo. No improvements. If you want a good half don't wait.

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J. L. Marcum EM 4-2691 Francis Hardwick EM 4-2241

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Soft Water Service
SEE or CALL

SOFT WATER SERVICE

216 N. 25 Mile Ave.

Phone EM 4-3280

HEREFORD, TEXAS

Poor Boy's Garage

1/2 Mile West of Northwest School

• Tune Ups • Electrical Systems

• Major & Minor Repairs

LOW OVERHEAD

LOW PRICES

Customer Satisfaction Guaranteed

• Lawn Mowers • Small Engines

• Automobiles • Tractors

"YOUR PROBLEMS ARE OUR BUSINESS"

Free Pick-up and Delivery

24 hrs. per day — 7 days per week

BILL McIVER

EM 4-3509

JOHNNY McIVER

EM 4-2799

EM 4-2130

OPEN HOUSE

GOLDEN SPREAD HOMES

TULIA, TEXAS

SEE OUR HOMES AT

245-248-249 BEACH STREET

and others

TUESDAY & THURSDAY - 4 to 6 P.M.

SATURDAY - 2 to 6 P.M.

"The Best Buy on Homes in Hereford"

TOTAL MOVE IN COST \$665.00

DON BROWN in TULIA

WY 5-2580

(Collect)

WY 5-3307

or Call Local Agent

MICHAEL WILSON

ROY SMITH REAL ESTATE

921 E. First

Hereford

EM 4-1800

"FARMS"

Excellent one-half section, two 8 inch wells, good house and barn. On the pavement. \$400 per acre, \$40,000 down.

Good section, three 8 inch wells on natural gas, lake pump, good allotments. \$375 per acre.

Good one-half section, two 8 inch wells on natural gas. Fair improvements, good allotments. \$425 per acre, \$45,000 down.

One-quarter section, two 8 inch wells, close to town, good allotments. \$400 per acre, 29% down.

"LOANS"

PRUDENTIAL FARM LOANS

Harold Morton

Real Estate
ROBINSON INSURANCE

Office
EM 4-2232

Home
EM4-1462

FOR SALE Miscellaneous

FOR A NEW
McCULLOUGH
MOTOR
COMPANY

345 E. Hwy 60

Phone EM 4-3150

CHRYSLER

IRRIGATION

ENGINES

Sales & Service

B-1-49-TFC

BIG RED BARN

We Buy - Sell - Trade
for anything of value.

Used Furniture, Appliances and Junk.

EM 4-3552

West Edge Of

Hereford

Highway 60

B-1-1-TFC

Johnson Outboard Motor or Arkansas Traveler Boat, or for a used boat or motor, see

KINSEY - OSBORN

MOTORS

142 MILES AVENUE

B-1-26-TFC

USED BARGAINS

1 late model GE Combination washer and dryer. A-1 shape.

2 late model GE automatic washers. A-1 condition.

Frigidaire electric range, \$40

BUY-RITE FURNITURE

North end of Main Street

B-1-2-Hc

ALFALFA HAY See Charlie

Holt 4 1/2 Miles West on Clovis

Highway AV9-4599 or EM4-

3706.

B-1-14-8-110p

FOR SALE Newman electric 5

horse jet pump. Phone EM 4-

0876. 111 North Blevins Street.

B-1-14-30-TFC

AERMOTOR MILLS AND TOWERS

TURNER

WELL SERVICE

Avenue H & Grand

Ph. EM 4-0811 or EM 4-2194

B-1-21-TFC

HAVE YOU TRIED??

The prompt, courteous and

guaranteed service at

POOR BOY'S GARAGE

Bring us all your automotive

troubles. Lawn mowers to

tractors.

Bill McIVER — EM 4-3509

Johnny McIVER — EM 4-2130

EM 4-2799

B-1-11-Tfc

FOR SALE Flute and piccolo

with combination case. Good

condition. Sara Gillentine EM

4 - 0454.

B-1-13-27-dx

FOR SALE: Angus bull. Phone

BR6-4404. Andrews and An-

draws. Aberdeen Angus.

B-1-11-14-tfc

FOR SALE Good leafy Maize

bales. Protein 6% and better.

Phone BR6-4466.

B-1-12-42-tfc

GOOD CANE butts for sale.

Dennis Williams. Phone EM4-

0100.

B-1-10-42-tfc

FOR SALE Good used Kelvinator

Refrigerator. \$50.00. 707

North Lee. Phone EM 4-1287

B-1-12-15-tfc

FOR A NEW

CHRYSLER

IRRIGATION

ENGINE

PHONE EM 4-3150

McCULLOUGH

MOTOR

COMPANY

SALES & SERVICE

345 E. HWY 60

B-1-49-TFC

Complete
Turn Key Installations
of Pumps and Gear
Drives

BIG "T"

HEREFORD

DIMMITT &

FRONA

TEXAS

Phones EM 4-0353-235-J

S-1-47-Hc

NOTICE: Cowan Jewelry has received your Fighting Whiteface windshield decals. Free for the asking — drop by — boost our Whitefaces.

B-1-19-16-1c

FOR SALE

5" Pump, 145' setting, plus 9" suction pipe base, oil lubricated, completely reconditioned.

JOHN SEIVER

EM 4-1596 or EM 4-1610

S-1-14-3C

FOR SALE: Riding power mower. EM 4-9007. B-1-10-3-tfc

FOR SALE Farm Equipment

FOUR 3 bale cotton trailers, one moline cotton stripper. Sam Smith, Rt. 5, Hereford AV9-4417.

B-2-15-41-tfc

WE ARE DEALERS

for Peerless Grain Rollers and Feeding Equipment

DAVIS IMPLEMENT

144 W 2nd EM 4-2811

B-2-18-Hc

FOR SALE

1957 BF Moline Tractor. Suitable for vegetables. Good condition, good rubber, \$450.

1949 CHEVROLET, One ton with 1956 engine. Good rubber. Ensign Butane system, 80 gal. tank with filler hose, connection. \$225.00.

1958 Chrysler Saratoga, 4 door hardtop. New shaft and bearings, transmission completely overhauled. \$695.00.

Call EM 4-1740, after 7:00 P. M.

B-2-42-4C

TOP QUALITY

Irrigation Dams as low as \$3.25

DAVIS IMPLEMENT

144 W 2nd EM 4-2811

B-2-18-Hc

FOR SALE

1-2 row Rowbinder

1-1953 S. P. 15 Case Combine.

RALPH PACKARD

Star Rt. Hereford, Texas

S-2-10-TFC

FOR SALE 1962 International Cotton Stripper. Stripped 100 acres. Registered Chester White Boar, Ivan Block Ph.

EM4-0296 Nites.

B-2-17-35-tfc

FOR SALE

Automobiles

MILBURN MOTOR COMPANY

We Pay Cash For Used Cars

225 N. Sampson

Phone EM 4-0077

B-3-33-TFC

1956 FORD LIKE new. Four door V-8, overdrive, good tires

Uses no oil. gets 21 miles per gallon One Owner. Gene Campbell. EM4-0972 or EM4-0789.

B-3-25-15-tfc

'62 STUDEBAKER Convertible.

\$100.00 down. Call EM4-1608 or EM4-2424.

B-3-10-12-tfc

4. REAL ESTATE

For Sale Or Trade

BY OWNER/Two bedroom house in NW Hereford. Owner wants small equity, buyer assume loan. Call EM4-0388.

B-4-17-41-p

BUYING A FARM?

For Safety and Security in land ownership, get a long-term, low-payment Federal Land Bank Loan. See Woodrow B. Wilson, Mgr.

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

HOUSES

Call Gwen Leatherman at EM 4-0972 or EM 4-1650. Building Craftsman offers a nice 2 bdr. home with garage and lots of extras. Worth over \$13,000, but priced at only \$12,000. Fine location. By some builder, 2 bdr. stucco, garage, storm cellar, fenced yard. Total monthly payment, \$67.00, small down payment. Nice two bdr. home with garage, utility room, large storage bldg., attractive landscape. A good buy at \$9,000. Will trade very nice 3 bdr. brick, double garage, two baths, all the extras, approx. 1320 sq. ft. living area. Assume full-FHA loan, trade for or buy balance. New equal opportunity home built, 2 bdr., small down, approx. \$65 per month.

FARMS
835 acres on pavement near elevators, 5 wells on elect., good place. \$375 per acre. 29% down. Improved. Choice 80 A. tract on pavement with 20 A. cotton. Improved. Perfect laying irrigated 1/2 sec. on pavement. Improved. \$275 per acre, near city. Nice 1/2 sec., 2 strong 8" wells, 30 A. cotton, near city. \$450 per acre. Nice, well allotted 1/4 sec. south of city with good 8" well. Owner needs to sell this one!

LOTS
Buy a choice lot in exclusive Crestlawn Addition.

CATTLE BUYERS
Stop by and talk with Zearl Cansler or Doc Kennedy.

CAMPBELL REAL ESTATE
West U.S. 60-Ph. EM 4-0972. We don't just dabble in real estate... it's our business. S-4-15-2C

FOR SALE or TRADE
2 bedroom brick home, with garage and apartment. Priced to sell.

O. L. CLICK
505 Roosevelt
Phone EM 4-0795
B-4-10-TFC

FOR SALE
\$500.00 DOWN
3 room furnished house. Total price \$4,400.00. Inquire 321 Avenue J. Whites only. B-4-33-TFC

\$\$\$ ONE MILLION DOLLARS
To lend on irrigated land in Deaf Smith, Castro and Pecos counties. For **PRUDENTIAL** America's Largest Farm Lender!

SAM NUNNALLY
EM 4-0555 EM 4-2814
LONE STAR AGENCY
B-4-1-27F

FARMS
GOOD SECTION on paving, 4 irrigation wells, nice home, price \$400.00 per acre. Terms available.
440 ACRES close to town, 1 strong 8" well, 1 mile off paving. Price \$25.00 per acre, has \$86,000 existing loan which can be assumed.
PERFECT HALF SECTION, 2 wells, on paving, improved, will sell or trade.

HOMES
LARGE 3 BEDROOM brick, double garage, den, utility, all built-ins, 2 full baths, over 2400 sq. ft. floor space, all this for only \$29,500 and its new, might trade for your old home.

ONE OF THE BEST 2 bedroom homes in Hereford available, beautiful yard, home is brick and has single garage, located on Sunset Drive, must be seen to appreciate. Price \$17,500, will carry large loan, 2 BEDROOM BRICK with single garage, fully carpeted, \$1,000 down, balance on terms.
2 BEDROOM FRAME home, single garage, down town location, Price \$9,000, good terms available, this home is not an old home.
We have many other listings to choose from, check with us for all of your Real Estate needs, including Loans, Rentals, and all types of properties.

WHY NOT TRADE WHAT YOU HAVE FOR WHAT YOU WANT.
J. M. HAMBY REAL ESTATE
1/2 Mile South of Underpass on Hwy. 385
Off. Ph. EM 4-3566
RES.

J. M. HAMBY - EM 4-2553
GERALD HAMBY - EM 4-1534
DURWARD HAMBY - EM 4-3466
HAROLD HAMBY - EM 4-3454
B-4-15-TFC

FOR SALE OR TRADE

Clear rent property in Pampa, Texas. 3 houses, 5 lots, on paving. Close in to school and churches. Income \$150.00 per month. All for \$10,000. Ill health reason for selling. Trade for house in Hereford. Call EM 4-2712
B-4-42-2C

FOR SALE or trade for land, BUFFALO MOTEL by West Texas University. No better property in West Texas. Phone OLIVE 5-2124. Canyon, Texas.
B-4-23-42-4p

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

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

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

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

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

NEED MORE ROOM?
Then trade in your smaller F. H. A. Home in on this 4 bedroom, 2 bath, 14 x 36 Den and Formal Living Room. Double garage. Large lot. 2050 Sq. Ft.
ONLY - \$22,900
105 Fir in Hereford
Call **BEAUFORD - HILL**
in Amarillo, Collect
DR 2-5574 - 500 N. W. 8th
For key go to Doc Kirby Sales 107 Ave. H.
B-4-13-BC

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

NICE FURNISHED duplex apartment. \$50.00 per month. bills paid. 118 B Fuller. Call Paul Schroeter. EM4-1504. or EM4-0035.
B-5-17-42-TFC

FOR SALE By owner. Perfect 80 acres, irrigated. New Chevy Motor. Six and half miles from Hereford. Call EM4-1955.
B-5-17-16-TFC

FOR RENT Small clean furnished apartment. Whites. Map and wife. Come See. Cyril Muntz. 106 West 7th.
S-17-16-TFC

THREE BEDROOM house for rent. 333 Avenue J Whites only. CL 8-4135.
B-5-11-16-1c

'59 IMPALA FOUR door Hardtop. Nice Phone EM4-2047.
B-9-10-16-TFC

PRIVATE BEDROOM for rent. 428 North Jackson. Phone EM 4-0983.
B-5-5-16-TFC

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

FURNISHED APARTMENT. A. Peterson. 409 Irving. Phone EM4-3198.
B-5-10-16-TFC

THREE LARGE rooms furnished. Whites only. No pets. Phone EM4-0298 or EM4-1670.
B-5-12-16-1c

BEDROOM FOR rent. Mrs. W. M. Megart. 401 Lawton.
B-5-10-16-2c

FOR LEASE
Major Company Service Station, for lease with purchase of stock. Will take about \$750.00 cash. Doing good business.
Call EM 4-3590
S-5-12-TFC

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

All grades and kinds baled hay. Either in the field, or on a delivery basis.
HEREFORD FEED YARDS
EM 4-0172
B-6-52-1fc

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

OPEN FOR BUSINESS
Bill's Garage and Welding, North on 385.
BILL BLACKWELL
B-6-15-TFC

CUSTOM FARM Work. Call Jake Moore; Telephone EM4-1542.
B-6-10-38-13p

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

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

8. HELP WANTED
Went To Buy

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

WANTED: EXPERIENCED full time beautician. Apply in person. Village Beauty Shop, 611 Park Ave.
S-8-14-15-2c

MAN to succeed Rawleigh Dealer in Deaf Smith County, or Hereford. Over 25 preferred and car necessary. Can earn \$125 and up per week from start. See or write E. Gidden, Box 705 Canyon, or write Rawleigh, Dept. TXI 160-1145, Memphis, Tenn.
S-8-15-2P

\$65 A WEEK AND MORE
For reliable man or woman to service customers in section of Hereford. Full or part time. No investment. Write Watkins Products, Inc., Dept. C-3, P.O. Box 2447, Memphis, Tennessee.
B-8-16-1P

EXPERIENCED BEAUTICIANS, full or part time. Twentieth Century Beauty Salon. Phone EM4-0366.
B-8-12-42-2c

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

10. NOTICE
HII EVERYONE:
Just wanted to you to know that Matilda, Cyril, Geraldine and friends have arrived from England. Come by to see them before they are all gone, and be sure to bring the children, as Popeye, Bugs and The Dalmatians are here too.
127 West Third
B-10-16-1C

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

FOR HIRE
1 long 2 Row Rowbinder
1 short 2 Row Rowbinder
RALPH PACKARD
Star Route Hereford, Texas
S-10-10-TFC

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

11. Business Service
OPEN FOR BUSINESS
Bill's Garage and Welding, North on 385.
BILL BLACKWELL
B-11-15-TFC

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

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

BEGINNING ART classes start soon. One class adults, one class children. Call EM4-2100. Ronda Askew.
B-11-13-15-TFC

WE DO Custom row or broadcast bundle binding. Tommy Pierce, EM4-0181; James Pierce, EM4-2821.
B-11-14-9-TFC

CONCRETE - STUCCO REDASHING
QUALITY WORKMANSHIP FLOORS-PATIOS DRIVEWAYS
FREE ESTIMATE
H. E. WESTER
111 BRADLEY ST.
PHONE EM 4-0408
BEFORE 8 A. M. or AFTER 5 P. M.
S-1-1-16-TFC

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

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

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

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

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

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

LOST Black and White Siamese female Cat. \$10.00 Reward. J. F. Messer. Phone EM4-2762.
B-13-14-16-2c

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

CHARLIE BELL SELLS
Southwestern Life

MARTIN'S Ready To Wear
509 Park Ave. EM4-1180
When You Think Of **CLOTHING** Think Of

TV - Radio - Phonograph
All makes & Models
REPAIRS & SERVICE
HUCKERT TELEVISION
143 N. Main EM 4-3702

FOR
• Gas • Wash • Grease • Wheel Balancing • Minor Repairs
BOYD'S HUMBLE SERVICE
EM 4-1110
Hiway 60 & 385

You've Never Seen Such Thorough Service **STOP IN SOON**
Phillip "66" Products
EAST SIDE "66"
Rocky Stewart
1303 E. 1st. EM 4-2644

ALL TYPES ELECTRICAL WIRING
PHONE EM4-0910
BILL DRUMMOND
BILL'S ELECTRIC

RENT A CAR
LOW RATES

BY DAY, WEEK or MONTH.
Campbell Pontiac
115 E. 1st EM 4-2283

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

Colorado Rod-Weeders PTO or hydraulic drive. Cisco Rod - Weeders with hydraulic drive. Dumpster Planters, Cultivators and Rotary Moe. Lilliston Shredders & Blades. See the new M-F Diesel tractors. We have several GOOD used Combines.

SEE: LESLY MOTOR CO.
For the finest in farm machinery.
West Hi-way 60
Phone EM 4-1600

PROPERTY OWNERS
Steel buildings and other buildings insulated with rigid foam. Stops sweating 100%. Self extinguishing. Sound deadening, water proof. Recognized as the greatest insulation known to man. Guaranteed 20 years.

Tank lining materials. Stops all leaks. Prevents rust forever. Anyone can apply or we contact. Guaranteed 20 years.
Stop all leaking roofs. For metal, concrete, wood and built-up roofs. Successes where all others fail: Guaranteed 20 years.
Supplied only by Virden Perma-built, 4014 Bowie, Amarillo, FL 6-2761 - serving 5 states with Fiberglass, Epoxy Coatings; Polyurethane liquid foams, Polystyrene foam boards any size.

REBUILT AND GUARANTEED TRANSMISSIONS FORD OVERDRIVE
1949-1951 \$40.00
1952-1954 \$45.00
1955-1956 \$50.00
1957 \$60.00
1958-1961 \$65.00
FORD STANDARD
1940-1951 \$35.00
1952-1954 \$40.00
1955-1956 \$45.00
1957 \$50.00
1958-1961 \$55.00
FORD PICKUPS
1942-1952 \$38.00
1951-1961 \$45.00
1953-1961 De-Lux \$75.00
FORD TRUCKS-4-SPEED
1942-1952 \$45.00
1951-1952-SYN. \$60.00
1953-1960-SYN. \$75.00
CHEVROLET OVERDRIVE
1955-1957 \$59.00
1958-1961 \$60.00
CHEVROLET STANDARD
1940-1951 \$32.00
1952-1954 \$35.00
1955-1957 \$45.00
1958-1961 \$50.00
CHEVROLETS PICKUPS
1941-1946 \$35.00
1947-1952 \$38.00
1953-1954 \$40.00
1955-1961 \$45.00
CHEVROLET TRUCKS 4 SPEED
1947-1961 \$55.00
MERCURY STANDARD
1955-1956 \$65.00
MERCURY OVERDRIVE
1949-1951 \$40.00
1952-1954 \$45.00
1955-1956 \$75.00
1957 \$90.00
1958 \$95.00
MUST HAVE EXCHANGE ON ALL TRANSMISSIONS WESTERN WRECKING CO.
EM 4-3350
West On Hiway-60
HEREFORD, TEXAS

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

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

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

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

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

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

STATED MEETING
OCT. 24 - 7:30 P.M.
FC
Regular Meeting Thursday Night
Hereford A. F. & A. M. No. 849
Troy Stambaugh, Sec.
Bill Hutson W. M.

Kiwanis Club
Thurs. Noon
IOOF Hall
207 E. Sixth

Lions Club
meets each Wednesday, 12 Noon
Hotel Jim Hill

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

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

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

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

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

Brucerson
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Records

Vehicle Registrations

Jimmie Jesko, 1964 Chevrolet truck; Arnold Wall, 1964 Pontiac; Manuel Dominguez, 1953 Chevrolet pickup; Fred Gonzales, 1953 Chevrolet pickup; G. W. Duncan, 1964 Chevrolet; Floyd F. Brown, 1964 Chevrolet pickup; Paul Harvey, 1958 Chevrolet;

Janice Mercado, 1955 Chevrolet; John Mondoza, 1956 Chevrolet; Will Scunea, 1956 Chevrolet station wagon, 10-15.

Luis Anguin, 1955 Chevrolet; Floyd Fowler, 1949 Studebaker grain bed; Dorothy Parker Mosley, 1955 Chevrolet winch; Manuel Garza Leal, 1961 Chevrolet station wagon; Pasficio Lear Garza, 1961 Ford pickup; F. Clyea, 1952 GMC pickup; Hereford Pipe and Supply, 1957 Lutkin trailer; W. L. Anderson, 1964 Chevrolet; Billy Ott, 1962

Oldsmobile; Rev. Joel Treadwell, 1962 Pontiac; J. M. Cannon, 1946 Chevrolet pickup; A. T. Mims, MD, 1957 GMC truck; Rocio Garcia, 1963 Chevrolet pickup; Miles E. Reed, 1960 Chevrolet; Guadalupe Ruiz, 1957 Ford; Robert Duggan, 1957 Ford; Mrs. Marcie Kemp, 1961 Buick; Jose Leal Jr., 1959 Ford; Wendell Roe, 1955 Ford pickup; Glen Cash, 1960 Plymouth; Apolonio Ruiz, 1963 Dodge pickup; Andrew Kershen, 1954 Ford; Larry Dale Bain, 1961 Ford; Ray Williams, 1959 Plymouth; Edwin Morrison, 1959 Ford dump truck; Raynaldo Y. Sanchez, 1959 Chevrolet, 10-16.

Rafael Aguirre Solis, 1954 Mercury station wagon; M. G. Applegate, 1957 Chevrolet station wagon; Ben T. Spear, 1959 Chevrolet truck; Owen Seamounts, 1964 Oldsmobile; Melvin Henderson, 1956 Ford; John R. Miller, 1964 Oldsmobile; B. A. Reddell, 1964 Buick; Guy Louis Buck, 1950 GMC grain bed; Lawrence D. Krebs, 1964 Ford station wagon; Grady H. Dodd, 1961 Chevrolet pickup; John W. Morgan, 1960 Ford; Mark Koenig, 1957 GMC pickup; Juan Ruiz, 1962 Chevrolet; Charles R. Stone, 1957 GMC pickup; Manuel Dominguez, 1955 Buick; Robert Bartelson, 1959 Chevrolet pickup; Johnny Jackson, 1956 Pontiac; Reynaldo Diaz, 1956 Oldsmobile; Jose Ramon Alvarez, 1958 Ford; Casimiro Lucero, 1957 Oldsmobile; Randall Edwards, 1955 Chevrolet; Abelino Garcia, 1957 Ford; Harvey F. Main, 1959 Chevrolet; George Warner, 1951 Chevrolet pickup, 10-17.

Frank Cogdell, 1964 Oldsmobile; Fererico Ramirez, 1961 Chevrolet stake; Earl Chaney,

FOR RECORDS

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GREGORY MARK DEMENT, son of Mr. and Mrs. Raymond Dement of 305 Western, was honored on his third birthday with a party in his home Wednesday. The guests were served refreshments and gifts were opened. Ten guests were present for the party. (Staff Photo)

1964 Chevrolet, 10-18.

Deaths of Trust
Jessie R. Barrett, et ux, to tion: A tract of land out of Willee Dee Shreve, feme sole, to Amarillo Savings Association: A tract of land out of Block 53, Hereford and Addition.

Warranty Deeds
Joe E. Kerr to Willis Dee Shreve: A tract of land out of Block 53, Hereford and Addition.

J. O. Justice to Michael Justice: The North 72 feet of the South 176 feet of the West 100 feet of the East 125 feet of Lot 15, Block 4, Womble Addition. Jean Gilliam, feme sole, to James O. Hall, et ux: All of Lot 8 of the R. G. Blue Subdivision of a part of Blocks 1 and 2, Evans Addition.

G. W. Edwards, et ux, to Zeal Cannasser, et al: The South 1/2 of Section 37, Block K-3. Lucy Moore Warren, et vir, to Charles H. Hill: All of Lot 33 and the North 30 feet of Lot 32, Block 4, Westhaven Addition. Domingo Zamora, et ux, to Eneidian Gomez: All of Lot 5, Block 40, Whitehead Addition. Jimmy Ray Lawrence Cramer and Charles Pat Newell to Fred E. Mercer Jr., et ux: The East 50 feet of the West 100 feet of the North 100 feet of Block 66, Town of Hereford and Addition.

Marriage Licenses
John Richard Welty and Sandra Mae Beal, Oct. 17.
William Charles Bookout and Barbara Joan Rogers, Oct. 15.
Esteban Martinez and Guadalupe Maria Ramirez, Oct. 17.
Donald Lee Scarborough and Doris Jean Andrews, Oct. 19.
Noel Ayaly Esquebar and Mary Ann Aldaco, Oct. 18.

Chapter...

(Continued from page 1)

made for 12 Hereford persons to attend the 50th Anniversary Convention and Reunion of AFS in New York City next August. Fifteen persons attended Thursday's meeting.

Trick...

(Continued from Page 1)

million pounds of food overseas in 1961. The surplus alone was valued at \$3,855,050. The food was sent to more than 50 countries in Latin America, Europe, Asia, and Africa.

Goal for the Trick-or-Treat project this year has been set at \$1500, according to Virgil Dodson, drive chairman. He stated that there is a good chance for achieving the goal this year.

Persons are reminded that even the smallest donation can go a long way. One nickel will give eight children a cup of milk each day for a month. A quarter will give ten children bread and milk every day for a month. Over 400 pounds of food is distributed when a person contributes a dollar, or thirteen children will receive a cup of milk each day for a year.

All teenagers interested in this program are asked to meet in the Fellowship Hall of First Methodist Church on Halloween evening about 6:30 p.m. All who can furnish cars are encouraged to do so, according to Dodson. The cars will be needed to transport the students to the far ends of town.

Hereford has been divided into four areas for this year's campaign. Junior high students will cover the area within the boundary of Park Ave., 25 Mile Ave. and Highway 60. High school students will cover the rest of the town.

Those participating will receive badges and milk cartons.

Look Who's New!

Mr. and Mrs. Deviro Gomez Jr. are the parents of a daughter, Denise, born Oct. 14 at 4:48 p.m. She weighed 6 pounds and 12 ounces.

Mr. and Mrs. Andrew Walker Spurgeon are the parents of a son, Andrew Russell, born Oct. 16 at 3:18 p.m. He weighed 8 pounds and 2 1/2 ounces.

Mr. and Mrs. Frazier Dee Morris are the parents of a son, John Craig, born Oct. 17 at 1:48 a.m. He weighed 7 pounds and 11 ounces.

Mr. and Mrs. Jerry Dewayne Loflin are the parents of a daughter, Teresa Kay, born Oct. 17 at 2:37 p.m. She weighed 8 pounds and 10 ounces.

Mr. and Mrs. Kermit Eugene Strain are the parents of a son, Robert Bruce, born Oct. 17 at 11:41 p.m. He weighed 6 pounds and 8 ounces.

Joseph Latimer, Mrs. Barney E. Helton, Katherine Brand, Roy Hill, 10-19.

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for the collections, and will be assigned to different streets by the map committee.

Dodson said it would be appreciated if the people would have their donations ready so that the teenagers can cover the entire town without having to stay out too late.

Students interested in the program met at the high school and elected officers last week. Those elected were: Steve Conaway, president; Larry Hill, vice-president; Pegene Cox, secretary-treasurer; Beth Ballard, Gale Newell, and Neal Lueb, map committee; John Fowlkes, food chairman; Terry Cayless, arrangement chairman; and

Carolyn Aven, publicity chairman. Adult leaders are Virgil Dodson, Mrs. W. J. Messick, and Jerry Franz.

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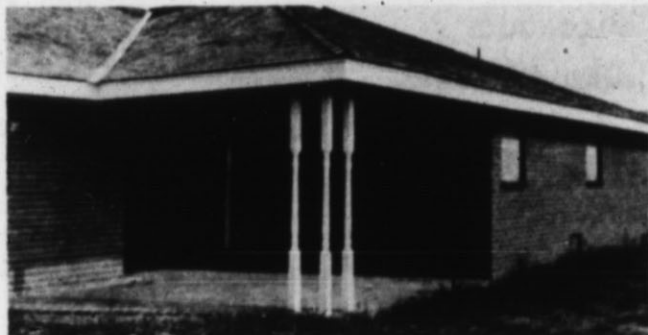
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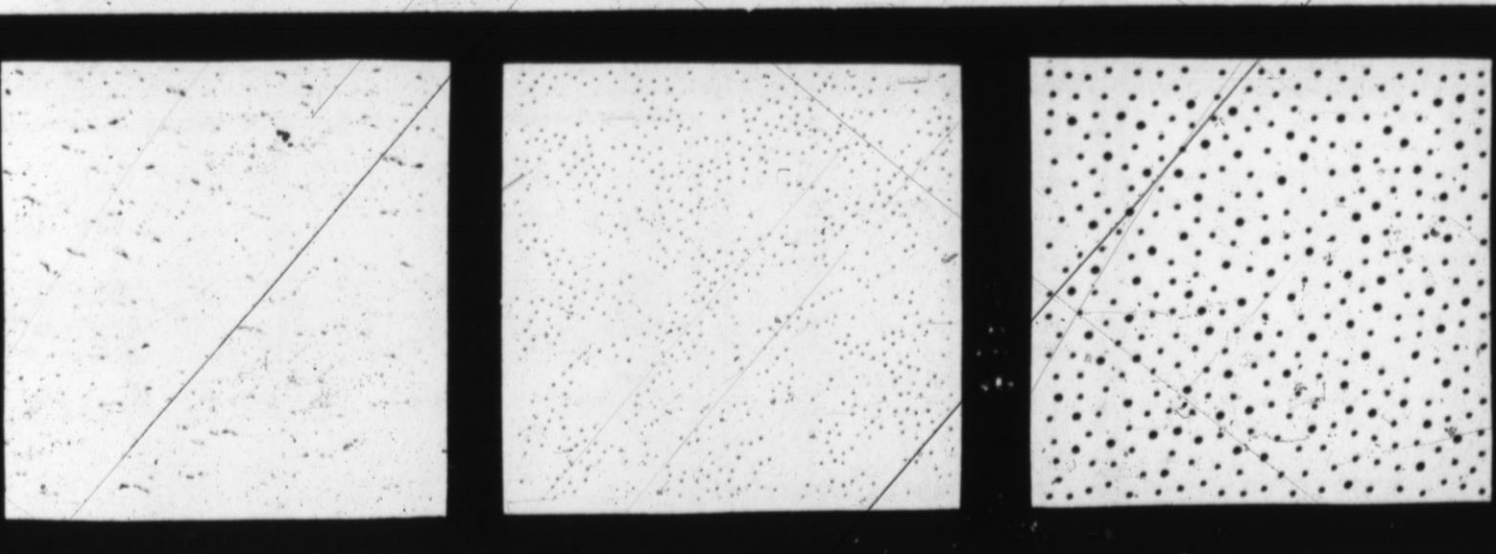
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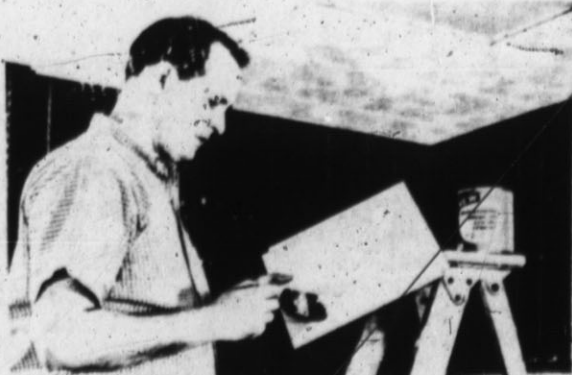
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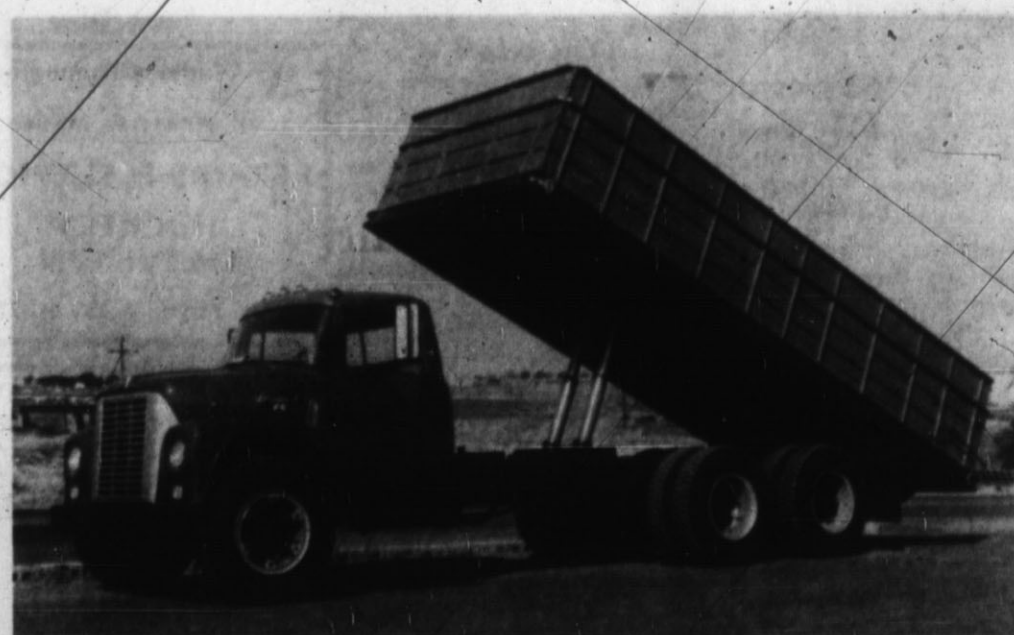
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Future...

(Continued from Page 1)

until it is too late as many cities have done to solve this vital problem." He said the answer might be in hiring a specialist in parking to survey the situation here and make recommendations.

Something needs to be done about rent-paying for the Texas Employment Commission, Formby said, since the rent is now being paid by individuals for this agency, and the Rev. H. L. Thurston offered the idea that the TEC rent cost might be included in the United Fund.

Mrs. Jewell Smith asked for a courthouse ground-floor directory and also for an adequate numbering system for the labor camp.

Andrew Kershen tossed out the idea that the city and county needs to consider the building of a huge dam for impounding water which will eventually be needed as a water source for Hereford.

The Rev. B. L. Davis asked that the planners consider that spiritual aspects in looking to the future, that Sunday desecration be avoided.

Chamber Manager Bill Thompson asked that a county-city Civil Air Patrol be considered as a means of broadening interest in this growing program.

Dick Walker asked that the city commission consider a licensing system for various home services not now included in the codes.

Formby also suggested that an "anti-litter" program be launched "to get rid of unsightly litter and beer cans."

H. A. Tuck suggested a veterans' park, similar to parks now established in many areas.

Mr. Thurston offered the suggestion that highway signs be brought up to date with Hereford's population figures, and he too supported the need for a public park.

The Rev. Fredrick Beversdorf suggested lighting baseball and softball fields to permit a more active youth sports program during summer months.

Melvin Young pointed to the driving difficulties on Park Avenue and suggested a traffic light at the intersection of that street with Avenue E. He also recommended making Third and Fourth Streets one-way thoroughfares east from Main.

Mrs. Glenn Watts suggested organization of a Little Theater group and the "cleaning up of magazine racks to eliminate trashy material." Ed Dzidk said many city boys need to be taught how to operate and maintain tractors so school drop-outs or summertime workers could earn money on farms.

Judge Hank Williams also endorsed a training school, and he asked that parking be prohibited in front of schools. He also suggested the combination of city and county police radio systems to save approximately \$10,000 a year.

The idea also was suggested by the moderator that a single taxing unit be set up to eliminate the present three-fold program. Bill Thompson asked that the matter of a building code for Hereford be considered, and Charles Sowell suggested that procurements of easements now for use in the future be considered as highways are widened with the growth of the city. He said widening may offer a problem in years to come.

Mrs. Jewel Smith asked that a study be made of the needs of a day nursery center to care for children of working mothers.

Coffee was served by the First National Bank to the 125 persons who attended the meeting; the Rotary Club served as hosts.

Formby, thanked the people for "your splendid cooperation to make this a worthwhile, down-to-earth forum." He said the people had offered many worthwhile suggestions, and that all will be studied further.

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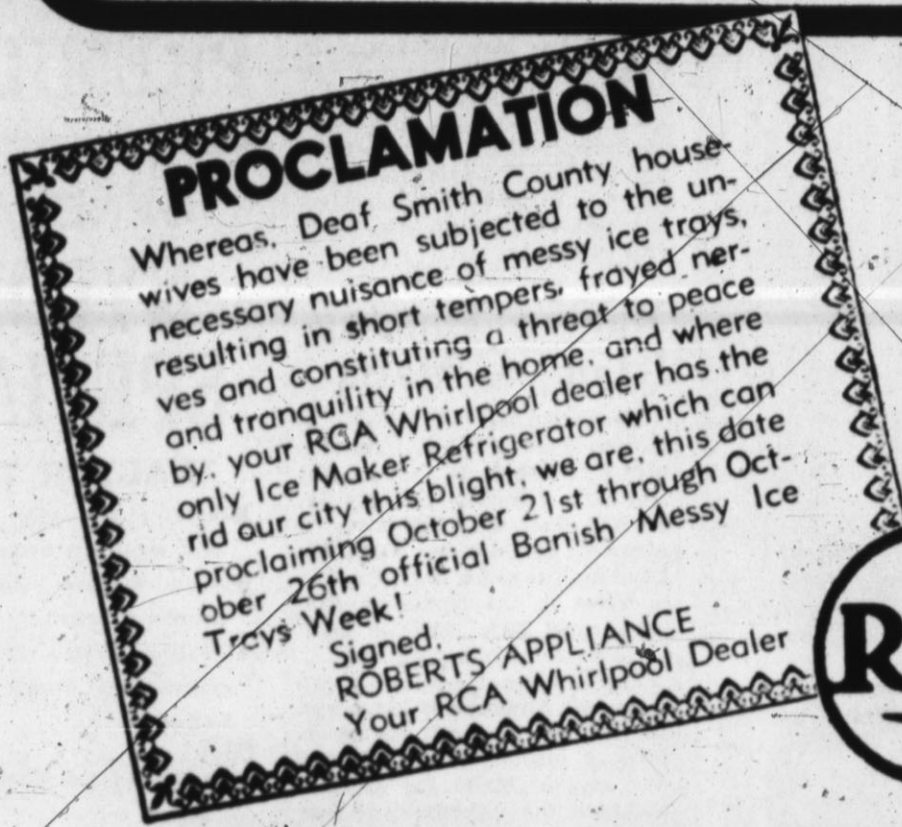
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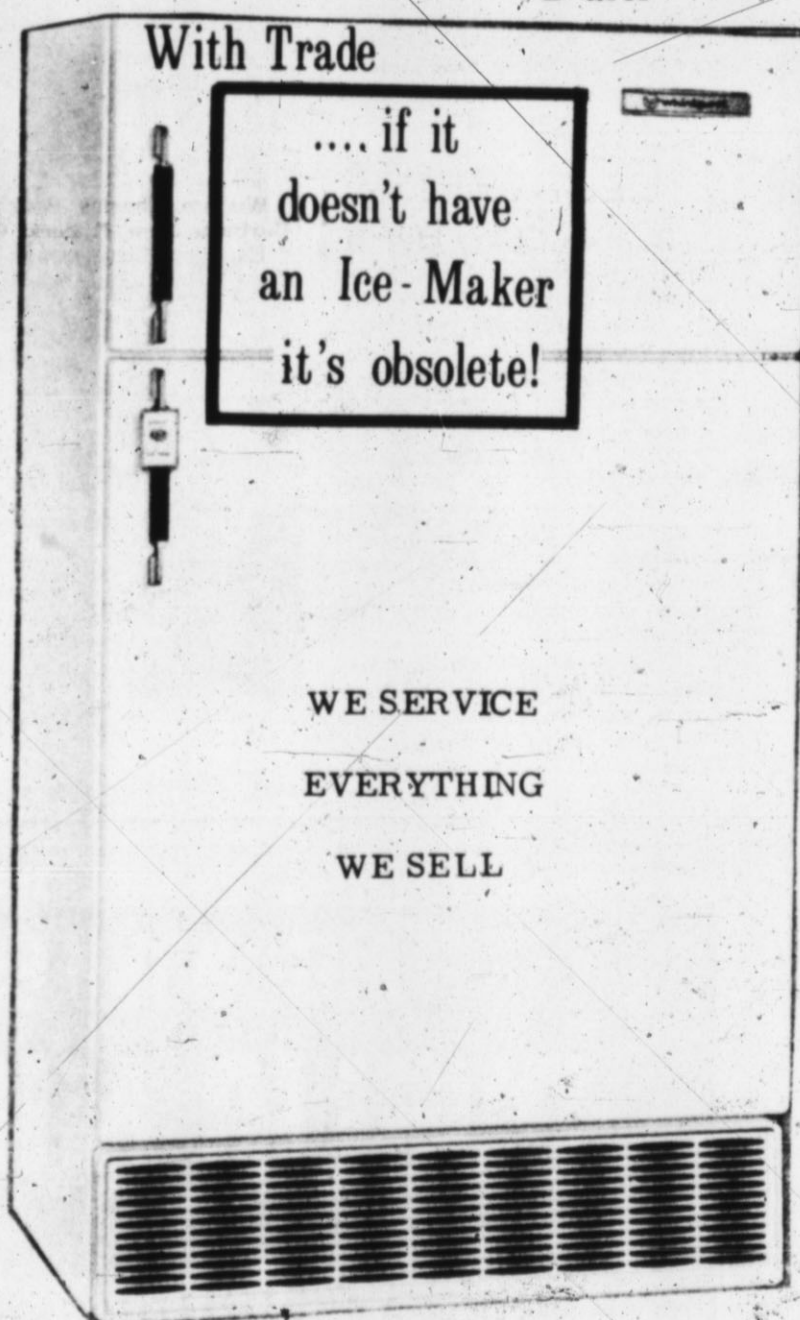
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Convention Of DCCW Is Held At Saint Anthony's

The 27th annual convention of the Amarillo Diocesan Council of Catholic Women was held in Hereford Oct. 15-16 at Saint Anthony's Catholic Church and school. Saint Anthony's Parish and the Plainview Deanery were hosts.

Among the 234 people who registered were the Very Reverend and Monsignor Francis A. Smyer, the Very Reverend Monsignor Clarence D. White, assistant general secretary of the National Catholic Welfare Conference, Washington, D. C., 31 clergy, 69 delegates, and 134 guests.

Father Angelus, in his welcoming speech, presented a challenge to the women to make

the most of the convention as he spoke the words of Pope Paul, "This is the hour of the laity. The laity must act today; tomorrow may be too late."

The theme for the two-day meeting was "Women's Responsibility to Foster the Ecumenical Spirit." In his address during the opening session Msgr. White gave a definition of the ecumenical spirit, "bringing together of all Christian men in unity," which was to be repeated in many of the workshops.

Presiding at the convention was the president of the Amarillo DCCW, Mrs. Walter Kale of Phillips. Mrs. Ed Loerwald was convention chairman. Mrs. Joseph McCarthy, NCCW president, sent a telegram of greeting from the national offices and staff.

Highlight of the convention was the banquet Tuesday at 7 p.m. in Saint Anthony's Auditorium. Mrs. Loerwald presided, the invocation was given by Msgr. Smyer, and Mayor Ray Cowser gave the address of welcome. Miss Alma Paetzold told the story of the birth of a song written by her friend, Helen Lewis. Singing the song to Our Lady of Guadalupe was Mrs. Elbert Vance, accompan-

ied by Mrs. Frances Parker. Mrs. Alton Browning of Plainview was presented a certificate of merit for service to DCCW for 1962-63 by Msgr. Smyer. This was the first award of this type to be given. Mrs. Browning is now serving as Diocesan treasurer.

Msgr. White delivered the main address of the evening. He outlined the work of Pope John XXIII to bring to fruition the ecumenical spirit that began at the conclusion of World War I. Pope John, he said, translated the theological thinking of Pope Pius XII into the language of man and put heart into the thinking of ecumenical unity.

The speaker then explained the five main phases of Encyclical *Pacem in Terris*, which Pope John addressed to "All Men of Good Will." Under the five phases, which are personal formation, family education, Christian community action, world cooperation, and pastoral exhortation, the Council of Catholic Women operate in their committee setup in fostering active lay apostolate work. In conclusion, Msgr. White urged his audience to seek truth, justice, love, and freedom in the work of Christ.

Decorations for the banquet, dedicated to St. Isidore, depicted the economy of this area. Potted cotton and sugar beet plants surrounded the Shrine of St. Isidore on the stage. The theme, "For the Manifold Fruits of Our Fields, We Thank Thee," taken from the farmers' prayer, was followed on the tables, which were decorated with cornucopias from which flowed the fruits of the fields. An arrangement of different types of grain grown in the area was placed on the speakers' table.

Msgr. White was presented a miniature Hereford bill and made an honorary citizen of Hereford at the banquet.

Mrs. Fred Haiduk, NCCW national director, province of San Antonio, addressed the group at the Wednesday luncheon. She challenged women to use church work as a stepping-stone to sanctity to exert every effort to extend the Kingdom of Christ by collective action.

Women from the Holy Family Parish in Nazareth decorated the luncheon tables with streamers of blue and gold and white flowers. At each plate was a red rose to symbolize love.

During the "Challenge '63" Panel the seven women who attended the NCCW Institute in Lincoln, Neb., asked each woman to become personally involved in the racial problem and to "bear children of good will" and "accept integration, not only mentally, but emotionally and psychologically as well."

Resolutions adopted at the convention were taken from the national resolutions but adaptable to the work of the diocese. Subject matter included "His Holiness, Pope Paul VI," communications, inter-group relations, communism, and the cancer project.

Workshops were conducted in the areas of spiritual development, confraternity of Christian doctrine, Order of Martha, organization and development, rural life, public relations, Catholic charities, youth, and family life, parent education, libraries, and literature.

The "Question Box" session answered many of the problems of council structure. Msgr. White asked the women not to avoid accepting the responsibilities of leadership. "Look on your office as a special privilege and vocation for you to do work in Christ," he urged. "Vocation may be defined as Christ saying to you 'I call you to do this for me,'" he added.

The tour of Saint Joseph's Mission created much interest

in the maternity hospital, the clinic, and the school. Guides for the tour were the Sisters, the women from Saint Joseph's, and the mission lay workers.

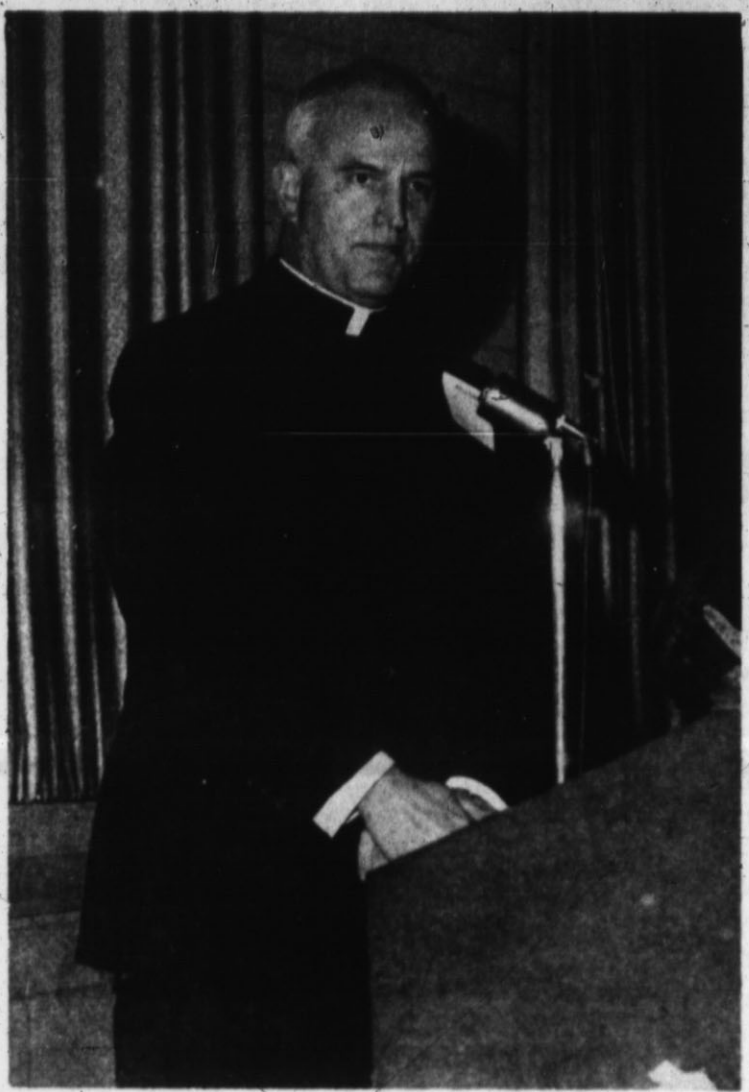
St. Mary's of Umberger and St. Mary's of Canyon made all arrangements for the Tuesday morning coffee, and St. Ann's of Bovina and St. Teresa Mission of Friona arranged the Wednesday morning coffee. The Tuesday luncheon was arranged by Immaculate Conception of Dimmitt and the Antonian Circle of Hereford. St. Anthony's Parish Council prepared the banquet Tuesday night. Hostesses for the Wednesday luncheon were Holy Family Christian Mothers' Society of Nazareth, and St. Anthony's Guild of Hereford. The women of St. Joseph's, St. Anthony's Guild, and the Order of Martha were responsible for the teas.

General chairman for the convention was Mrs. Ed Loerwald. Mrs. George Turrentine was program chairman, and Mrs. Leo Witkowski was vice-general chairman. Mrs. Ed Paetzold, president of St. Anthony's Council of Catholic Women, assisted. Mrs. Werner Koelzer was publicity chairman.

Marine Touring Island of Malta
Mediterranean (FHTNC) Marine Private First Class Elmer L. Kimball Jr., son of Mr. and Mrs. Elmer L. Kimball Sr. of 521 Star St., Hereford, a member of Marine Battalion Landing Team 1-6, with the Sixth Fleet in the Mediterranean, left Aranci Bay, Sardinia, Sept. 16 after completing training.

The landing team is aboard ships of Amphibious Squadron 12, and will proceed to the island of Malta. During a four-day stay at Malta the Marines will have the opportunity to tour the island, and to see competitive rifle and pistol matches between fellow Marines and the British Royal Marines.

ATTEND FRIENDSHIP NIGHT
Attending the 50th anniversary and friendship night of the Order of the Eastern Star, Happy Chapter 562, Oct. 15 were Mrs. Myrtle Witherspoon, Mrs. Vivian Major, Mrs. Belle Hromas, Mrs. Juanita Hershey, Mrs. Nell Culpepper, and Mrs. Dorothy Noland.



DELIVERING THE MAIN ADDRESS AT the convention banquet is the Very Reverend Monsignor Clarence White, assistant general secretary of the National Catholic Welfare Conference, Washington, D. C. Msgr. White was also the keynote speaker for the opening session. The theme for the convention was "Women's Responsibility to Foster the Ecumenical Spirit." (Staff Photo)



MRS. ED LOERWALD, general chairman for the 27th annual convention of the Amarillo Diocesan Council of Catholic Women, is shown presiding at the banquet Tuesday evening. (Staff Photo)

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MODELING A DALTON SKIRT AND cashmere sweater set with a blazer in the Chanel "blazer" look is Miss Hedy Bailey, one of the models at the fashion show, presented recently by La Madra Mia Study Club at Hereford Country Club. A benefit show for Deaf Smith County Hospital, the show was titled "Prescription for Charm." It was

narrated by Mrs. Irving Alexander and Mrs. Dale Young, with Mrs. John Sims at the organ. In the inset is Mrs. Dick Oakes, obstetrical supervisor at the hospital, who modeled an authentic reproduction of the first official nurses uniform adopted in 1775. (Staff Photo)

FRIO NEWS

Hayride Is Held By Youth Group

By Mrs. Owen Andrews and Mrs. Charles Self

The young people of the Frio Baptist Church held a hayride and weiner roast last Saturday night. They met at the Bill Struve home. Those attending were Jana Cole, Carole Robbins, Kerry and Rita Struve, Norman Harder, Dale Williams, Nancy Axe, Sharon Seiver of Hereford, Gerald Hastings of Lubbock, and Mr. and Mrs. Charles Self and Brent.

Mr. and Mrs. Harlan Barber and Virgil went to Lamesa on Friday. They visited with Mr. and Mrs. Ballard Turner and family and also attended the Hereford-Lamesa football game. On Saturday and Sunday they visited with Mr. and Mrs. E. P. Madison of Stanton and Mr. and Mrs. Jim Franklin and family at Lenora.

The Barber's, Mr. Bill Williams, Mrs. Gail Alexander and Elton Franklin of Idaho attended a close friend's funeral, Uncle Tom Daugherty, in Colorado City on Monday. They came back as far as Idaho on Monday spending the night with Mr. and Mrs. Gail Alexander and family.

Mrs. Eula Whitford and Mrs.

Mildred Free of Earth visited with Mrs. Bill Struve and family on Thursday.

Mr. and Mrs. James Dobbs, LeAnn, and Renee visited with Mr. and Mrs. Clark Dobbs and family in Lubbock on Friday.

Visiting Mrs. H. M. Mobley night and Sunday was a sister-in-law, Mrs. Frank Miller of Odessa. Another sister-in-law, Miss Eula Mobley, of Lubbock, also visited in the Mobley home on Sunday.

The ladies brought basket lunches to church at Frio on Sunday, and a large number of persons stayed for the luncheon. Mr. and Mrs. Don Crooks were honored with a shower following the noon meal. They are living in a house on the Pastoid place near their farm since their house burned last week. Several neighbors of the Crooks came for the shower. Also attending were Mrs. Crooks' mother and sister from Plainview.

Jana Cole and Carol Robbins attended a 4-H Council meeting at Dimmitt Saturday.

Jack Andrews attended the State Fair at Dallas this week. He entered a calf in the show and placed sixth place in his division.

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Armour Star

BACON

lb. **49¢**

SNOWDRIFT ICE CREAM

MEAT BASE SOUPS



APPLES

Jonathan or York

4 lb. **49¢**



MRS. ULYS PIERCE
MRS. CLIFF FO
MRS. ULYS PIERCE
MRS. CLIFF POTTER
MRS. LEON VINTON
MRS. NORMAN LYTAL
MRS. LARRY SUMMERS
CARLOS POTTER
MAUDE HACKWORTH
TAWANA JONES



MRS. DONALD CROOKS

SHORTENING

3 LB. CAN **59¢**

SEALTEST

1/2 Gal. **59¢**

CAMPBELL'S
MIX OR MATCH

6:11

SHAMPOO

WOODBURY WITH CREME RINSE

69¢

Reg 98¢

| | |
|--|---|
| Log Cabin SYRUP 24 oz. Btl. 49¢ | Carnation INSTANT MILK 8 Qt. Box 59¢ |
| Sturgeon Bay CHERRIES 303 Can 4:11 | Hunts TOMATO JUICE 32 oz. 5:11 |
| Hunts - Solid Pack TOMATOES 300 Can 6:11 | Welchs - Frozen GRAPE JUICE 12 oz. 3:11 |
| Detergent ALL 3 lb. box 59¢ | Cleanser AJAX 21 oz. 2:35¢ |
| ANACIN Tablets Reg. 1.25 100's 98¢ | ACTION Bleach 22 oz. box 69¢ |
| Pepperidge Farm FROZEN TURNOVERS | Each 39¢ |

STOP LIGHT SPECIAL

California Styled...
Cardigan Jacket

Lightweight Warmth,
Acetate & Nylon
Laminated Scottfoam®

14.95

Men's Sizes:
S, M, L

• MacMurray
Jackets Give
you the Fabric,
Fit, and
Fashion



Masterfully tailored in every detail. Six-button cardigan, two pockets, adjustable side tabs, two-button cuffs. Muted tone stripe front panels blend just right with solid colored back and sleeve. If you'll see it, you'll want it!

CLOSED SUNDAY

Open Till 9 P. M.
Mon. -- Sat.

COOPER'S

DAWN NEWS

Miller Is Alternate To State 4-H Meet

By Mrs. Carl Wimberley
Jon David Miller has been chosen as the alternate in the State 4-H Grain Marketing contest. Winner in this division gets a trip to Chicago in January. Miller is the delegate to the county 4-H council from the Dawn Boys' 4-H Club.

The Missionary Society of the Dawn Baptist Church met Thursday afternoon at the church. Mrs. William Wimberley directed the program. Other's present were Mrs. R. T. Stewart, Mrs. Charles Davenport, Mrs. Lester English, Mrs. Walter Lemons, Mrs. Jack Ward Jr., Mrs. R. L. Johnson, Mrs. W. T. Beavers, Mrs. Rea Cox, Mrs. Edgar Le- mons, and Miss Doris Ward.

W. M. U. officers for 1963-64 are: Mrs. William Wimberley, president; Mrs. Lester English, vice-president; Mr. Edgar Lemons, secretary. Chairmen are: Mrs. R. L. Johnson, prayer; Mrs. Carl Wimberley, mission study; Mrs. Walter Lemons, community missions; and Mrs. Tay Polan, stewardship.

Mrs. Edgar Sowell returned home last Friday from a visit with her mother, Mrs. Key Williams, and her brother and his wife, Mr. and Mrs. S. D. Williams at Ballenger. Mrs. Sowell's sister and grandchildren went with her. These were Mrs. Edna Murre Williams, and Donna and Dennis Brillhart of Grumver.

LET'S GO ROLLER SKATING



**CROWE-GULDE
READY-MIXED
CONCRETE**

SAY, THIS STUFF IS GREAT... NO WONDER ALL THE GUYS SAY CROWE-GULDE CONCRETE IS THE BEST. IT COMES IN THOSE BIG WHITE TRUCKS, WITH THE FUNNY CROW ON THE SIDE... FOR THE VERY BEST IN QUALITY AND SERVICE, CALL CROWE-GULDE, AMARILLO, CANYON-HEREFORD.

Mrs. Sowell visited in the home of Dr. and Mrs. M. O. Sowell at Coleman while she was away.

Mr. and Mrs. Steve Bavousett attended the Friona Lions' Ladies' Night last Thursday evening.

On Sunday the Bavousett family went to Amarillo to meet Mrs. Bavousett's mother, Mrs. A. T. Frye of Hereford, who arrived by plane from Kentucky where she has been visiting relatives. These were a sister, Mrs. R. D. Powell of Madisonville, Ky., and a brother, W. C. Wilson of Lexington, Ky.

Mrs. William Wimberley attended the Womens Federated Clubs luncheon and meeting held in Hereford last Wednesday. Mrs. Wimberley is a member of Pioneer Study Club.

Linda Stewart has been chosen as one of the two accompanists for the Eighth Grade Girls' Performing Choir at Stanton Junior High School in Hereford.

Mr. and Mrs. H. S. Miller and sons Glen, Joe, and George Ray attended a family gathering Sunday in Amarillo at the home of Mrs. Millie Fuller. Special guests were Mr. and Mrs. A.

C. Mara of Fort Worth.

Miss Cecelia McSpadden and H. S. Fuller, students at West Texas State University in Canyon, spent the last weekend visiting in the home of Miss McSpadden's parents, Mr. and Mrs. Cecil McSpadden of Stratford.

Mrs. Ruth Onstott and son Leon of Durant, Okla. were recent visitors in the home of her sister and husband, Mr. and Mrs. Melvin May.

Mrs. Viola Denton, also of Durant, was a recent visitor in the May and Carl Cathey home. Mrs. Denton spent some time in the Cathey home when their new daughter, Cindy Lynn, was small. Mrs. Denton is Mrs. May's and Mrs. Cathey's mother.

Mrs. Carl Wimberley attended the District I convention of Texas Federation of Music Clubs in Spearman last Friday. Mrs. H. E. Miller Jr. was elected district vice-president for 1964-66.

Quite a number of local parents and their children attended the open house held recently at Northwest Elementary School in Hereford. Adults attending included Mr. and Mrs. L. W. Tooley, Mr. and Mrs. Jim McCabe, Mr. and Mrs. Glyn Persons, Mr. and Mrs. H. D. Fowler, Mr. and Mrs. Ray Clay, Mr. and Mrs. Orval Galley, Mr. and Mrs. Ted Richardson, Mr. and Mrs. Ray Polan, Mrs. H. H. Miller, Mrs. R. T. Stewart, and Mrs. J. B. Caraway.

Those from the Dawn Church who attended the annual Amarillo Baptist Association Meeting in Amarillo Tuesday were the Rev. and Mrs. Charles Davenport, Mrs. Lester English, Mrs. Edgar Lemons, and Mrs. Carl Wimberley. These ladies and Mrs. William Wimberley attended the annual W. M. U. meeting held in the morning.

Mr. and Mrs. Robert Strain and children were guests Saturday evening at a dinner in the home of Mr. and Mrs. Baker Womble in Hereford. It was for the Womble families. Honor guests were Mr. and Mrs. Robert Womble of Pensacola, Florida, Mr. and Mrs. Lewis Womble of Amarillo, Douglas Womble and Leldon Womble of Amarillo, and all the brothers and sons of Mrs. Richard Jowell of Hereford.

Robert Womble is in the Navy and stationed in Florida. Douglas has just returned from a term of overseas service in the Army in Germany. Leldon Womble has returned from a year of Army duty in Korea. He will be in Arizona after a furlough. Lewis Womble was in the Army immediately following high school.

Mrs. Jack Ward Sr., Mrs.

Jack Ward Jr., and Miss Doris Ward visited in the home of Mr. and Mrs. Jackie Green at Hale Center Friday and Saturday.

Mr. and Mrs. Green are the parents of a son born Saturday, Oct. 14. The baby has been named Terry Dwaun. Mrs. Green was formerly Joyce Ward.

New residents in the community are Mr. and Mrs. J. J. Culp and family, and Mrs. and Mrs. Darrell Culp. They have moved to the Moore farm, where the Lester English family has been living.

Bond...
(Continued from page 1)
the city limits.

While the state Highway Department has agreed to a widening program, the city must put in a storm sewer to serve the area, it has been pointed out.

Storm drainage along the highway is also needed due to the rapid development of the area from farm land to residential areas, stated the city manager.

He added that present open ditches in the area used to carry away runoff water are now cutting through residential developments.

According to Bayne, a recent increase in water rates will supply the needed funds to pay principle and interest on the two revenue bond issues.

Increased rates are expected to bring in an additional \$37,000 a year while total average principle and interest charges for the first five years are expected to be \$31,000.

Commenting on repayment of tax bonds, he stated that a raise in the tax rate would not be needed at the present time to provide funds needed to retire the bond issue.

Since total taxable property has increased \$3,120,000 during the past year, taxes on the assessed value will provide the city with an \$18,970 increase in tax money, Bayne explained.

Average principle and interest for the first five years on the bonds are expected to be \$14,000, the city manager continued.

Bayne concluded stating that money provided for in the issues would be used only for water and sewer department expansion and street improvements.

Demons...
(Continued from page 1)
remaining on the clock.

Lawton's Wolverines scored in the third quarter after partially blocking a punt. The try for extra points, however, failed.

Phillips Blackhawks were the only other district team meeting a non-conference opponent as they hosted Elk City, Okla. on Saturday.

Hereford Whitefaces make their district debut against Phillips on Friday, Oct. 25, before a homecoming crowd. Leveland Lobos will host the Dumas Demons as those two teams begin district play.

The remaining two district members, Littlefield Wildcats and Perryton Rangers, will battle in a conference opener at Perryton on Saturday, Oct. 26.

Does BLADDER IRRITATION MAKE YOU NERVOUS?
After 21 common kidney or bladder irritations affect twice as many women as men and may make you tense and nervous from too frequent, burning or itching urination both day and night. Secondly, you may lose sleep and suffer from headache, backache and feel old, tired, depressed. In such irritation, CYS-TEX usually brings fast, relaxing comfort by curbing irritating germs, in strong, acid urine and by analgesic pain relief. Get CYS-TEX at drugstore. Feel better fast.

Tots Swallow Roach Poison

Two small children, son and daughter of the Rev. and Mrs. G. E. Benitez, 907 Union, were reported improved Saturday after becoming seriously ill Friday at their home. The two swallowed a quantity of roach poison, the mother said.

Reliance HOMES
BY FOXWORTH GALBRAITH
NO DOWN PAYMENT
NO CLOSING COSTS

CUSTOM FEEDING
Growing - Finishing Rations
CHARLIE STONE
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IN ANY PRICE BRACKET
CALL EM 4-0555
Lone Star Agency

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Christian Book Store
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WE PAY TOPS

WE PAY
AMARILLO MARKET PRICES
EM 4-3514 7:30 - 12 Noon
Hereford Sale Barn
Livestock Weighed Free

CASE 530
CONSTRUCTION KING
LOADER-BACKHOE

MONEY-MAKER
...at Both Ends!

Here's the perfect combination: a 14' backhoe that reaches 16' 9 1/2' loads 11' high truck; and a high-speed, heavy-duty 2500-lb. loader with over 8' dump height; hydrostatic power steering and choice of torque converter or ferramentallic clutch, both with shuttle shift.

Let us DEMONSTRATE Today!
CASE POWER & EQUIPMENT CO.
Hereford, Texas

MINUTEMAN MATERIALS

We are happy to now be in position to serve the material needs of many of our customers. Whether it's phosphate, nitrogen, or potash you're after, look to Swift's Minuteman Brand first. We are determined to offer only uniform, reliable materials under this brand. And

LOOK TO
Hereford Growers & Shippers
AND Swift
FOR BETTER
MATERIAL SERVICE!

Albert Maxwell, Mgr.-Res. EM 4-0253
121 S. Witherspoon-EM4-3322

Ill in Deaf Smith County hospital were Gloria Benitez, 14 months old, and Danny Benitez, 2.

The father is pastor of Thompson Memorial Mexican Baptist Mission.

QUANTITY NURSERY STOCK
Armstrong
505 W. Park EM 4-1868

it's easy
to dial your own long distance calls

(A few quick, effortless turns of the dial... and you're there... listening to familiar voices discuss familiar things.)

dial direct
the modern way to keep in touch

Direct Distance Dialing lets you keep in touch the easy, personal way. And you save about one third because your call goes through at low station-to-station rates. You'll find information on how to call, along with a list of area codes, in the front pages of your telephone directory.

Buy With Confidence

DEMAND JUSTICE

HOUSES

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

Three bedrooms, 1 1/2 baths, garage. On Star Street. \$15,000 with full FHA financing.

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

Three bedroom, garage, fully carpeted, large bath and utility. One year old. \$12,500.

FARMS

400 acres close in. 3 wells on natural gas. Good allotments. \$450.00 per acre.

Section with 4 wells, good allotments. Perfect land. \$400 per acre.

Section near Brownfield. 100 acres Midland Bermuda grass, 189 acres cotton, 6 wells, sprinkler system. \$400 per acre. Low down payment or trade for smaller tract near Hereford or Plainview.

Justice Realtors
Corner Main and Hiway 60
EM 4-1757 EM 4-2266 Box 711
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KESTER'S Lay a Way SALE

DIAMOND TRIOS

3 Piece Diamond Ring Set

Either Yellow or White 14 K Gold
Regular Price \$160.00

Buy it now for only **\$150.00**

on **LAY-A-WAY**

A Small Deposit Will Hold It Until Christmas

KESTER'S JEWELRY

ACROSS FROM THE POST OFFICE IN HEREFORD

MINUTEMAN MATERIALS

We are happy to now be in position to serve the material needs of many of our customers. Whether it's phosphate, nitrogen, or potash you're after, look to Swift's Minuteman Brand first. We are determined to offer only uniform, reliable materials under this brand. And

LOOK TO
Hereford Growers & Shippers
AND Swift
FOR BETTER
MATERIAL SERVICE!

Albert Maxwell, Mgr.-Res. EM 4-0253
121 S. Witherspoon-EM4-3322

Texas Tourist Development Agency Is Now Operating

A brand new State agency dedicated to bringing more free-spending tourists to Texas now is in operation.

Texas Tourist Development Agency held its first meeting, discussed policy guidelines and set a timetable for selection of an agency to handle its \$200,000 advertising account. Advisory board members will meet on January 16-17 to pick the firm which will prepare and place its tourist-uring ads.

Sworn in as advisory board members were James M. Gaines, radio-television executive of San Antonio, chairman; Bill Berger, publisher of the Hondo Anvil-Herald; John McCarty, advertising executive of Frito-Lay, Inc., Dallas; G. A. (Pop) Mabry, public relations executive for Humble Oil and Refining Company, Houston; John Powell, hotel executive of Austin; and Chris Fox, El Paso banker.

Said Gov. John Connally: "I hope this is the beginning of a tremendous program. Your work is important to the economic future of Texas."

He commented that the 1964-65 advertising budget is so small that the state will have to "ride piggy-back" on privately financed national advertising for a few years.

He noted that Texas is sixth in the nation in population—and some statisticians believe it soon will be third. But it's below the top 10 in tourist attraction.

In 1957, 10,400,000 tourists came to this state and spent \$531,000,000. In 1962, only 9,600,000 tourists visited Texas. They spent an estimated \$471,000,000.

A "See Texas First" campaign to get Texans to spend their vacations in Texas is being planned. The agency is stepping up its administrative activity, and will add Walt Warner, Capitol correspondent to its staff.

POLITICS BOOMING
First formal affair of the coming political campaign sea-

son will be an "appreciation dinner" to be held on Oct. 19 in Austin for Sen. Ralph Yarborough, Texas' senior Senator, certain to run for another six-year term in 1964, will gather a political war chest through the dinner.

Bringing more campaign fodder to Texas will be President John F. Kennedy. He will make a two-stop trip to the Lone Star State in November.

Texas Republican Chairman Peter O'Donnell, head of the Draft Goldwater movement nationally, hopes to set up a dinner in January at which the Arizona Senator will announce his candidacy for president.

Both parties' headquarters in Austin are increasing their staffs, as they get ready for what now appears to be a humdinger of a political year in 1964. Both democrats and republicans expect the GOP to muster more strength in 1964 than they did in 1962. Republicans are so hopeful about their chances that there is real competition for the party nomination for some of the major statewide offices.

Democrats, with first-timers in the State's three top offices, may have strong competition in at least two of them. Don Yarborough of Houston says he will decide by Dec. 1, whether or not he'll run against Governor Connally in next May's primary.

Close friends of Congressman Jim Wright of Fort Worth predict he will be a candidate for the U. S. Senate.

State Rep. Horace Houston of Dallas announced his candidacy for lieutenant governor at a GOP leadership conference here.

State Sen. Franklin Spears of San Antonio is visiting newspapers and otherwise sounding out his chances in a race for the same office—as a Democrat.

Some 300 San Antonio attorneys have signed a petition urging Associate Justice Jack Poole of the Fourth Court of Civil

Appeals to run for the State Supreme Court.

Smith County District Attorney Bill Coats says that reports indicating House speaker Byron Tunnell will have trouble getting re-elected in his home district (Smith and Gregg counties) are incorrect. Says the D. A.: "The only time I hear that... is when I come to Austin. Tunnell is in good shape at home."

Four candidates for Congress are thundering along 10th District campaign trails. A special election is set for November 9. Candidates from Austin are Jake Pickle and Jack Ritter Jr., Democrats, and Jim Dobbs, Republican. The fourth, Frank B. McGehee, came all the way from Dallas to enter the Central Texas race. McGehee claims no party connections.

MOHAIR MARKET SOUGHT
Angora goat raisers brought their problem to the Texas Industrial Commission. They have asked Director Harry W. Clark for all the help his state agency can offer.

Goat raisers want to lure to Texas some mohair scouring, sorting, grading and combing industries. This so their product can be turned out in finished form. But they don't know how to go about it. As far back as they can recall, they have sold raw, ungraded, sacked mohair to buyers from four eastern firms who ship it east for finishing.

D. W. (Speedy) Hicks of Bandera said the goat raisers don't know manufacturers requirements.

Clark said the commission is ready to lend a helping hand, through research and promotion. But he added, "I foresee real obstacles in trying to sell manufacturers before style centers are established here."

James L. Powell of Fort McKavett, president of the Texas Sheep and Goat Raisers Association; L. M. Stephens of Lometa; Howard G. Hay of Bandera; Houston Smith of Texas A&M, and Armer Earwood of Sonora will work as a committee with the Industrial Commission's staff.

APPOINTMENTS MADE
Governor Connally, whose October Calendar is so crowded with out-of-town speaking engagements that he told an aide he would be home only two nights this month, managed to squeeze in time to pick five appointees to the Good Neighbor Commission.

Jack Drake of Weslaco, Robert J. Galvan of El Paso and Charles L. Nunn of Sweetwater were appointed to six-year terms. Mrs. Bob Long of Austin and Ramiro B. Martinez of McAllen were chosen to fill va-

cancies on the commission. Drake is executive vice president of the Lower Rio Grande Valley Chamber of Commerce. Galvan, Nunn and Martinez are attorneys.

Connally reappointed Walter Buckner of San Marcos as employer representative on the Industrial Accident Board. Buckner is co-owner of the San Marcos Record.

COUNTY OFFICIALS ELECT
Texas' County Judges, and Commissioners meeting here elected Elmer Zahn of Falfurrias president. Sam Brazier of Emory was named secretary-treasurer, and Harold C. Green of Water Valley, vice president. In a resolution, the county lead-

ers said the State should get out of the property tax field and turn over the property tax to hard-pressed local governments.

PROPERTY TAX INCOME HIGH
Despite the Homestead Exemption Act of 1933, property taxes in Texas provide about five times as much revenue as the sales tax. So says the Texas Research League, which has just completed a study of the tax.

BANKS SEEK CHARTERS
Banking Commissioner J. M. Falkner has an application for a charter from the proposed Security Bank and Trust Company of Canyon.

He scheduled a State Banking Board hearing this week on the charter application of Forest State Bank, Dallas. Proposed Texas Bank and Trust Company of Midland also has applied.

Department will check into the need of a proposed Howe State Bank in Howe, Texas, on October 28.

State Savings and Loan Commissioner delayed decision on a proposed Beacon Savings and Loan Association in Plainview, at the request of the applicants.

SLANT-HOLE CASE TRIED
First of the 52 slant-hole oil well suits filed by former

Atty. Gen. Will Wilson finally came up for trial. Seven East Texas oilmen were hit with a \$4,500 penalty by District Judge Herman Jones of Austin's 53rd District Court. State asked \$139,000.

The seven men, who allegedly operated a joint oil lease in Upshur County, are H. J. Bissell, F. C. Deutsch, W. A. Hewell, W. C. Deutsch, Max Clark, George Joseph and E. W. Scates—all of Longview.

Bissell, Scates, Clark and both Deutsches have been named in subsequent suits yet to be heard.

Church Census Winds Up Today

Workers in last Sunday's religious census will do call-backs today to wind up the nose-count, says the Rev. B. L. Davis, chairman of the survey.

He said last Sunday's census-taking was "highly successful" with 140 persons turning out to take the census.

Cards will be given to the various denominations this week, he said, and ministers can contact those who indicated preference for certain churches.

Your **DOORSTEP** is as far as you have to go to keep up on World Affairs in the **Lubbock Avalanche Journal**

FOR DELIVERY CALL **LARRY FUHRMANN**

Local Distributor
EM 4-0799

26 pc. Party SET

GLASS & QUART PUNCH AND BEVERAGE BOWL
12 MATCHING CUP & SPOON SET
12 CLEAR LUCITE SEATING TABLE


This set can be YOURS!

Just for Getting to Know Mobil!

THIS IS ALL YOU HAVE TO DO...

1. Purchase 10 gallons or more of any Mobil Mega-tane Rated Gasoline.
2. Your driveway attendant will present you a card and each 10 gallon purchase entitles you to one punch on this card.
3. You receive FREE one cup with each punch until 12 punches are recorded. On the 13th punch you receive FREE 12 cup hooks and a ladle. The matching 8 quart punch bowl is yours for 99c upon completion of the final punch on the card.

Kerr Mobil Service

143 E. 1st  EM 4-9028

Shop For CHRISTMAS

DURING MCGEE'S BIG ANNIVERSARY SALE
BE SURE TO REGISTER FOR THE

FREE CARPET JOB

(Valued at \$250.00)

25 YARDS OF 100% Continuous Filament NYLON CARPET over a 40 sq. Commercial Pad

COMPLETELY INSTALLED

Drawing Oct. 31.

MODERN FURNITURE

ALL REDUCED AS MUCH AS 1/2 PRICE

LAMPS

VANITY 1/3 OFF

ONE GROUP TRADITIONAL 1/2 PRICE

FRENCH PROV. EARLY AMER. ITALIAN PROV. 15% OFF

TABLE-POLE-SWAG

FOOT STOOLS

NEW SHIPMENT EARLY AMERICAN FOAM-RUBBER CUSHIONS \$5

BRAIDED RUGS

100% WOOL SIZE 2 x 3 REG. 4.50 \$2.95

CARD TABLES

DURHAM REG. 7.95 \$4.95

ODDS & ENDS TABLES & FOLDING CHAIRS 25% OFF

McGee Furniture

Buy Quality Furniture with Confidence
Home Owned & Operated

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ATTENTION CREDIT CUSTOMERS

YOU MAY MAKE A DOWN PAYMENT NOW AND YOUR FIRST PAYMENT WON'T BE DUE UNTIL FEBRUARY

FARMERS 25% DOWN AND BALANCE IN ONE YEAR
(Quarterly Payments if Desired)

FOR DAD FOR CHRISTMAS OR ANY OTHER TIME

Beige Plastic - Reg. 189.95
STRATOLOUNGER \$129.95

Extra High Back - Extra Long Footrest
Copper Vinyl - Reg. 229.95
BARCALOUNGER \$175.00

Early Ameriran - Reg. 229.95
STRATOLOUNGER \$149.95

Early American - Ethan Allen - Reg. 205.00
RECLINER \$149.95

TRADITIONAL CHAIR & OTTOMAN

MAKES A CHAISE LOUNGE REG. 99.95 \$59.95

For Daughter for Christmas

LANE CEDAR CHESTS

SMOKE TONE REG. 99.95 CLOSEOUT PRICE \$59.50

WALNUT REG. 69.95 CLOSEOUT PRICE \$42.50

FOR MOTHER FOR CHRISTMAS

A NEW SHIPMENT JUST ARRIVED

WALL DECORATIONS

MIRRORS PICTURES 20% OFF



"THE WITCH'S BROOMSTICK," an arrangement using chrysanthemums and wood by Mrs. Gwynne Owen, attracts the attention of Mrs. A. L. Manieo and Mrs. Ed Warren. They are pictured in the den of the W. H. Gentry home, 400 Sunset, during the Tour of Homes Thursday. (Staff Photo)

Unique Flower Show Scheduled By Amarillo Club

The Paramount Terrace Garden Club will hold its annual flower show at the Children's Home, 3400 Bowie Street, Amarillo, Oct. 24, from 1:00 until 6:00 in the afternoon. Admission is \$1.00. The entire show will be staged in picture boxes. Theme for the show is "Arts and Flowers". Five artistic design classes open to members of Paramount Terrace Garden Club are entitled Drama, Literature, Music, Art and Sculpture. Invitations have been extended to other Amarillo Garden Clubs to interpret the theme of the show. Participating are Amarillo, Olsen Park, South Amarillo, West Amarillo and N.

Amarillo Garden Clubs. A trophy will be awarded to the club for their blue ribbon winner.

Horticulture featuring chrysanthemums will be exhibited in a Parisian sidewalk cafe setting. Educational exhibits have been arranged by the Panhandle Audubon Society and the Bluebirds of the Campfire Girls. Another added attraction will be an art exhibit by Mr. Clarence Maynard, an Amarillo artist. Featured in his collection will be his interpretative paintings in realistic art.

Tickets may be purchased at the door. Proceeds from ticket sales go into the fund for civic beautification and extra projects the organization adopts for community service. Current project is development of flower gardens in the north end of Fleetwood Park at 34th and Fleetwood Streets.

Last Rites For Brother Of Local Woman Saturday

E. M. Pharr, brother of Mrs. D. W. Allmon of 305 Ave. K, died Thursday, Oct. 17, following a lengthy illness. Funeral services were held at 2 p.m. Saturday in Lampasas.

Mr. Pharr was the publisher and editor of the Lampasas paper. He had been retired for 25 years.

Survivors include: J. W. Pharr, Wolf City; Mrs. D. W. Allmon, Hereford; Mrs. C. E. Berry, Floydada; Mrs. E. L. Morris, Bonham; Mrs. Roy Sparkman, Brownfield; Mrs. R. E. Ewing, Lubbock; and Mrs. W. L. Chiddix, Littlefield.

Five Men Attend CAP Wing Meet

Five Hereford men attended a Wing (state) conference of Civil Air Patrol Friday night and Saturday in the Herring Hotel in Amarillo.

Going were Charles Duvall, a first lieutenant and commander of the unit; First Lieutenant

Carrol Newson, who is executive officer; Dr. Milton Adams, a second lieutenant and finance chairman; Bill Thompson, chief Warrant officer and communications officer; and Benny Womble, a second lieutenant and information officer.

Have you read the Classifieds?

Come in and Browse Around . . .

See the wide selection of Books & Supplies

- PAPER BACK BOOKS • STATIONARY
- GAMES • MAGAZINES • RECORDS
- FICTION & NON-FICTION BOOKS
- OFFICE SUPPLIES

CHRISTIAN BOOK STORE

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WE ARE PRIVILEGED TO ANNOUNCE
MR. CLIFTON WILHITE
LEADING MANUFACTURER OF DRESSY STREET,
COCKTAIL & FORMAL DRESSES
WILL BE IN OUR STORE WITH HIS
COMPLETE HOLIDAY COLLECTION
ALL DAY, MONDAY, OCTOBER 21
9 A.M. to 5:00 P.M.
HE WILL PERSONALLY ASSIST
YOU IN YOUR SELECTION

BOOK NOW!

WAC 700 and WAC 750 for 1964

WHEAT SEED
Tascosa
Improved Triumph
BARLEY SEED
Memi and Rogers

WAC SEED INC.

Box 948

EM4 - 1424

Hereford Man In Maneuvers

Hawaiian Islands (FHTNC) —

Marine Private First Class David M. Sellers, ward of Mr. and Mrs. Billy F. Wall of 519 Avenue J, Hereford, is serving with the Fourth Marine Regiment, First Marine Division, participating in joint training maneuvers, titled operation "Dull Knife", with Pacific Fleet Amphibious Forces.

The maneuvers are taking place in the Hawaiian Islands and will include amphibious assaults on the island of Holohei.

WHY PAY MORE

When You Can Get These Low Low Prices At Whites?

1/4" Electric Drill Ram Fury **\$6⁹⁹**
Reg. \$11.95

Battery White - 6 Volt Group 1 **\$6⁸⁸**
1 Year Guarantee Exch.

Havoline Oil 20 or 30 Wt. **\$7⁸⁸**
39¢ Quart or Case

White's Anti-freeze Ethelene Glycol Base **\$1³⁸**
Gal.

Prestone Anti - Freeze **\$1⁵⁸**
Gal

Shotgun Shells 12-gauge **\$1⁷⁷**
6 - 8 Shot Box

15,000 Mile Guarantee
6:70 X 15 Tire Plus Tax & **\$7⁸⁸**
Racappable Tire

Spray Paint 16 Oz. Can **88¢**

Barbie Doll Teenage Fashion Model **\$2⁶⁶**

Road Race Set Eldon Electric **\$13⁸⁸**
2 x 4 ft. Track

Shop at WHITES
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CHRISTMAS TOYS

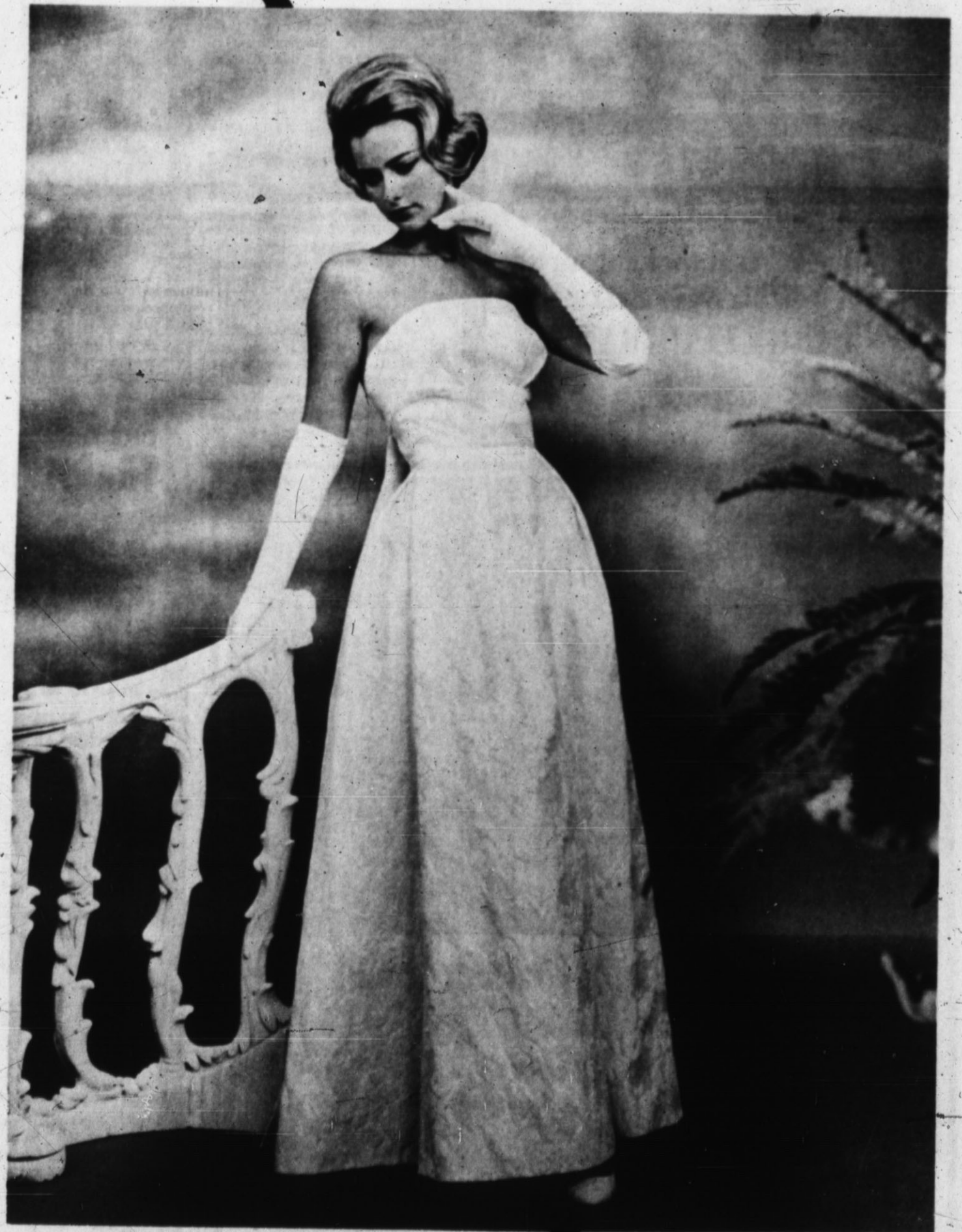
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THE SUNDAY BRAND WOMEN'S SECTION

The Sunday Brand, Hereford, Texas, Sunday, Oct. 20, 1963

SECTION TWO

Dale Stevens, Society Editor



Mrs. Troy McClain Gandy
nee Miss Joyce Ann Roe (Angel Studio)

Miss Joyce Roe, Troy Gandy Exchange Double Ring Vows

First Methodist Church was the scene of the afternoon wedding of Miss Joyce Ann Roe and Troy McClain Gandy Saturday, Oct. 12. The Rev. Herschel Thurston read the double ring ceremony.

Parents of the couple are Mr. and Mrs. Edgar Roe, Route 4, and Mr. and Mrs. C. R. Gandy, 219 Lee.

Baskets of chrysanthemums and gladioli were placed in front of two seven-branched candelabra for the wedding. White satin bows marked the pews of the family.

Traditional wedding marches by Wagner and Mendelssohn and other selections were played by Robert Bell at the organ. He also accompanied Mrs. Fred Henry as she sang "Because" and "Wedding Prayer."

The bride, who was given in marriage by her father, wore a chapel-length gown of lace. The bodice of Chantilly lace featured a Sabrina neckline with reembodyered scallops and fingertip sleeves. The skirt was styled in cascading tiers.

Her veil of imported lace descended to the elbows from a crown of crystal beads. She carried the handkerchief carried by her grandmother on her golden wedding anniversary and wore a single strand of pearls, a gift from the bridegroom. The bridal bouquet, atop a white bible, contained small white chrysanthemums and white roses tied with love knot streamers.

Maid of honor was Miss Jeanette Roe, sister of the bride. Miss Glenna Faye Gandy, sister of the groom, was bridesmaid. They wore sheath dresses of blue chiffon fashioned with overskirts. Taffeta midriffs were accented with bows. They wore matching headpieces and shoes and single strands of pearls. Their bouquets were cascades of baby chrysanthemums.

Mr. Gandy served as best man for his son, Fred Henry was groomsmen and ushers were Gary Tyler and Kenneth Lowry, brother-in-law of the groom.

For her daughter's wedding, Mrs. Roe chose a dress of blue printed jersey with black accessories. The mother of the groom wore a black and white three-piece knit suit. Each wore a corsage of orchids.

A reception in the church Fellowship Hall followed the ceremony. Guests from Nebraska, New Mexico, and Texas were registered by Miss Carol Gandy. Mrs. Kenneth Lowry, sister of the groom, served the punch, and Mrs. Grant Hanna, aunt of

the bride, cut and served the wedding cake. Assisting with the serving were Cynthia and Joetta Hanna, cousins of the bride, Elizabeth Gandy, cousin of the groom, Mrs. Jacob King, and Gay King.

The bride's table was centered with an arrangement of chrysanthemums and blue candles. Crystal and silver appointments were used.

For the wedding trip to points of interest in New Mexico, the bride chose a blue and white three-piece suit and black accessories. Her corsage of roses was lifted from the bridal bouquet.

Mrs. Gandy is a 1961 graduate of Hereford High School and is bookkeeper for Hays Implement Company. She was assistant librarian at the Methodist Church. Her husband, a 1963 graduate of Hereford High School, is a bookkeeper for Deaf Smith County Gin. They will live in Hereford.

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Miss Joan Rogers Is Bride Of Bill Bookout

A double ring ceremony read by the Rev. Bill Ware, pastor of Temple Baptist Church, united in marriage Miss Joan Rogers and Bill Bookout on Wednesday evening, Oct. 16.

The wedding was in the home of the bride's parents, Mr. and Mrs. Joe Rogers, 520 Avenue I. The groom is the son of Mrs. Jim Bookout and the late Mr. Bookout.

Tall white wedding baskets filled with white gladioli, white pom-pom chrysanthemums, and yellow chrysanthemums and tied with white satin bows decorated the wedding scene.

Given in marriage by her father, the bride wore a white wool suit, gray accessories, white short gloves, and a hat of gray feathers. She carried a bouquet of orchids on a white Bible.

Attending the bride was her sister, Miss Donna Rogers of Waco. Best man was Don McNeese.

The bride's mother, Mrs. Rogers, wore a beige silk suit and brown accessories. Mrs. Bookout, the groom's mother, chose a gray suit and black accessories. (Continued on Page 3)

Outline Procedure For Resuscitation

At the October 16 meeting of Ford Home Demonstration Club, Albert Farris and Ray Simpson from Deaf Smith County Electric Coop presented a film and demonstration on mouth-to-mouth resuscitation.

Explaining that this is the recommended method of rendering first aid when the victim's breathing has stopped because of drowning, electric shocks, heart attacks, and other reasons, the speaker outlined the procedure to be followed immediately after finding a person whose breathing has stopped. The steps include:

A. To open air passage, place victim flat on the ground, place one hand under the neck and lift, grasp nose with fingers of other hand, and tilt head back as far as possible.

B. To restore breathing, place mouth to mouth of victim and blow until victim's chest rises. Remove mouth to allow air to escape; repeat in a rhythmic fashion. If the victim is a small child, it may be best to cover his nose and mouth with the mouth.

C. To restore circulation by external heart massage, place the heel of one hand on the lower half of the sternum and the other hand on top of the first hand with the fingers not touching the chest. Press hard enough to move the sternum about one and three-fourths inches and release instantly. Repeat about once each second. When two persons are giving first aid, one should press the sternum five times and then the other should follow the mouth-to-mouth resuscitation, repeating this rhythm five to one. If one person is giving the aid, the rhythm should be fifteen heart beats to two breaths.

First aid must be rendered promptly, warned the speakers, because four minutes without breathing may cause irreparable brain damage. First aid

should be given for at least an hour before the victim is given up.

During the business meeting, conducted by Mrs. Raymond Smith, plans for a Thanksgiving dinner at Ford Community Building Nov. 23 were discussed. The next regular meetings of the club will be in the home of Mrs. A. L. Hollingsworth on Nov. 20.

Hostess for the meeting was Mrs. S. T. Wiseman. Guests were Mrs. S. A. Morgan, Mrs. Lee Sturdivant, and Mrs. Quenton Conn. Members present were Mrs. Hardy Benson, Mrs. LeRoy Edwards, Mrs. F. L. Eicke, Mrs. J. Raymond Flores, Mrs. J. C. Gossett, Mrs. A. L. Hollingsworth, Mrs. John A. Smith, Mrs. Raymond Smith, and the hostess.

Dr. Clyde Rush Is Speaker For Bay View Club

Dr. Clyde Rush was guest speaker for Bay View Study Club at their meeting Thursday evening in the Flame Room, Natural Gas Company. The topic discussed by Dr. Rush was (Continued on Page 3)

Modern Music Is Topic Discussed

"What has happened to the beauty of music?" asked Mrs. Mary Carter as she began her program on modern music for members of Music Study Club Monday.

Noting that many people have no ear for modern music because it has no melody and no prevailing tune, Mrs. Carter explained that in this music the meter is changed, the accent is displaced, and the music is syncopated.

Modern music was born in 1910 with Schoenberg, continued Mrs. Carter, and examples of modern composers are Stravinsky, Prokofiev, and Hindemith. Rhythm is the least explored and exploited element of their music, she stated.

"Instead of longing for the glorious musical past with Be-

ethoven and Chopin," concluded Mrs. Carter, "let us give contemporary artists their chance to interpret music in their own light."

Mrs. Joe Hacker, Mrs. Troys Carmichael, Mrs. Bill Brady, and Mrs. James Alston presented several musical selections.

The club met in the home of Mrs. Ellis Coombes. Co-hostess were Mrs. C. L. Wright, and Mrs. Joe Frank Clark.

Members present were Mrs. J. R. Allison, Mrs. James Alston, Mrs. Herbert Boardman, Mrs. Bill Brady, Mrs. Troys Carmichael, Mrs. S. F. Clements, Mrs. Ellis Coombes, Mrs. B. Y. Crosthwait, Mrs. Bill Dameron, Mrs. H. K. Fox, Mrs. Joe Hacker, Mrs. Bill Lankford, Mrs. Paul Lyons, Mrs. J. C. Mountz, Mrs. Bill Penn, Mrs. T. W. Roberson, Mrs. A. J. Schroeter, Mrs. Lowell Sharp, Mrs. A. O. Thompson, Mrs. W. T. Thompson, Mrs. dale Young, Mrs. Mary Carter, Mrs. R. P. Conaway, and Mrs. J. T. Gilbreath.

Mrs. Thweatt Is Hostess For HD Meeting Oct. 11

Mrs. S. N. Thweatt was hostess for the Oct. 11 meeting of Messenger Home Demonstration Club. She also presented the program on covering lamp shades. Types of shades, commonly used cloth and trimming, and protection of shades were points included in her discussion.

Members of the club held a brief discussion of the poll tax amendment and the importance of voting. Mrs. Elmer Northcutt was the presiding officer.

Guests were Mrs. Lewis of Carlsbad, N. M., and Mrs. W. L. McCullough of Bootleg. Members were Mrs. N. A. Brown, Mrs. H. D. Buse, Mrs. Elmer Northcutt, Mrs. Elton Sorrells, Mrs. S. N. Thweatt, Mrs. G. E. Pinkerton, Mrs. Ruth Coleman, and Mrs. Jerry Northcutt.

The next meeting will be in the home of Mrs. N. A. Brown on Oct. 25 at 2:30 p.m.

Fund For TV Set Increased By Xi Epsilon Alpha

Members of Xi Epsilon Alpha Chapter of Beta Sigma Phi voted to contribute to the fund for a television set for the Community Center at their meeting Tuesday evening.

Mrs. Charles Laing conducted the business meeting. Other items discussed were the plans for rituals to be held at the Nov. 5 meeting and a letter from the Plainview Chamber of Commerce welcoming members to their city for the area meeting of Beta Sigma Phi.

Mrs. Harold Beauchamp presented a program on the sense of sight. She stated that human beings must learn to see with their eyes just as they learn to use their arms, legs, and hands for different things. She used a diagram to illustrate the parts of the eye and the reflection of images.

"Certain colors exercises an influence upon our emotions," continued Mrs. Beauchamp. She then explained that this can often be traced to the direct action of color on the nerves of the eyes. "The true mystery of the world is the visible, not the invisible," she concluded.

The meeting was held at the Community Center. Hostesses were Mrs. Carl Hollingsworth and Mrs. R. J. Cramer. Others present were Mrs. Harold Beauchamp, Mrs. Charles Bell, Mrs. Bob Brotherton of Canyon, Mrs. Charles Laing, Mrs. Hicks Roberson, Mrs. John Schneider, Mrs. Larry Summers, and Mrs. Max Stripe.

Rebekahs Back Friona Woman For Area Post

Hereford Rebekahs met Tuesday in the IOOF Hall. The group agreed to support Mrs. Juanita Reed of the Friona Lodge for District 4 deputy president for the next term.

Mrs. Mae Smith, noble grand, conducted the business meeting. Other items discussed were an invitation from the Friona lodge to attend a Halloween party at their lodge hall Oct. 26 and plans for a Halloween party at the Hereford IOOF Temple Oct. 29.

Host couple for the meeting were Mr. and Mrs. Sam Smith. Guests from Friona were Mrs. Fern White, Mrs. Inez Sherley, Mrs. Addie Moyer, and Mrs. Pat Fallwell.

Members present were Sam Smith, A. R. Rogers, Quail Duggan, Mrs. Belle Clark, Mrs. Ruby Baker, Mrs. Alyene Lomnick, Mrs. Ruth Rogers, Mrs. Addie Stallings, Mrs. Anna Conklin, Mrs. Eugene Manning, Mrs. Georgia Holliman, Mrs. Ursulae Jacobson, Mrs. Avis Brown, Mrs. Lois Duggan, Mrs. Jackie Bishop, Mrs. Ocie Altman, Mrs. Lydia Hopson, Mrs. Leona Love, Mrs. Nellie Beauford, Mrs. Alta Davis, Mrs. Orpha Nickerson, Mrs. Mae Smith, and Mrs. Ada Hollabaugh.

After the business meeting, the team captain, Mrs. Anna Conklin, announced that the team would practice teamwork.

Mrs. Elmo Hall Discusses Poll Tax Amendment

"If the state amendment to abolish the poll tax is passed by the voters in the November election, it will eliminate payment of a poll tax in order to vote in state elections," Mrs. Elmo Hall told members of Bip-Home Demonstration Club Wednesday as she discussed the amendment.

The group met in the home of Mrs. Hall. The presiding officer was Mrs. Jim Bradley, and Mrs. V. T. Adrian was program chairman. Others present were Mrs. C. V. Homfeld and Mrs. Charlie Burke.

Mrs. Culpepper And Mrs. Baird Honored By OES

At the Oct. 8 meeting of the Order of the Eastern Star in the Masonic Temple, Mrs. Nell Culpepper, who was recently appointed Deputy Grand Matron of the Order of the Eastern Star, was escorted to the East and introduced. Escorted to the East to receive her fifty year pin was Mrs. Mary Baird. (Continued on Page 3)

Mrs. Miller Is Elected District Vice-President

Mrs. H. E. Miller Jr. of Dawn was elected vice-president of the District I Texas Federation of Music Clubs at their convention in Spearman Oct. 11.

Other officers who will serve from 1964-66 with Mrs. Miller

are the president, Mrs. Dan Spencer of Dalhart; the recording secretary, Mrs. Newcomb Rice of Borger; the treasurer, Mrs. Hiram Cudd of Wellington; parliamentarian, Mrs. B. W. Moore of Amarillo; historian, Mrs. Lonnie Richardson of Pampa; and the auditor, Mrs. H. P. Cates of Spearman.

Delegates from this area attending the convention were Mrs. A. O. Thompson, a member of the Hereford Music Club, and Mrs. Carl Wimberley, a member of the Dawn Music Club. Mrs. Thompson is currently district parliamentarian and chairman of the ways and means committee. Mrs. Wimberley is National Music Week chairman.

Both Mrs. Thompson and Mrs. Wimberley gave reports on their activities. Mrs. Thompson also gave the report of the Festival chairman, Mrs. A. J. Schroeter of Hereford.

Mrs. J. B. Caraway of Dawn received special commendation at the convention because of her efficient work as Hymns of the Month chairman.

Dawn Music Club received an award of "merit" from the National Federation of Music Clubs for its 1962-63 yearbook. The yearbook placed third in the division for small clubs with a score of 96 points. Wellington

Social Calendar

Tuesday, Oct. 22

Pioneer Study Club will meet at 2:30 p.m. at King's Manor for a "Golden Age" party. Chairman is Mrs. N. E. Gass.

West Hereford Home Demonstration Club will meet with Mrs. Vern Witherspoon for a program on the state poll tax amendment.

Lone Star Study Club will meet with Mrs. Thelma Chisum and Mrs. Chris Jacobsen. Mrs. V. E. Dodson will present the program, "Springtime in the Rockies."

Young Mothers Study Club will have a Halloween party for the children from 7:30-9 p.m. Hostesses are Mrs. Sartain and Mrs. Dirks.

Wednesday, Oct. 23

Valeda Study Club will meet in the home of Mrs. J. R. Oglesby. The program is on the migrant problem.

Thursday, Oct. 24

Saint Anthony's Guild will meet at 8 p.m. for a Youth Club debate on "Government Is Your Business" and a bulb exchange. Hostesses are Mrs. G. W. Hund, Mrs. Leon Vinton, Mrs. Conrad Urbanczyk, and Mrs. Harold Kreighausen.

La Madre Mia Study Club will meet in the home of Mrs. John Smith for a program on hair fashion, presented by Mrs. Don Brush.

Wyche Home Demonstration Club will meet at 9:30 a.m. in the First National Bank for a program on United Fund. Hostesses are Mrs. Charles Packard, Mrs. Don Crooks, and Mrs. C. F. Newsom.

Sims Study Club will meet with Mrs. Jim Perrin for a program on Christmas candles.

Westway Home Demonstration Club will meet in the home of Mrs. Joe Landers. Mrs. Werner will discuss the state poll tax amendment.

Calliope Club will meet with Mrs. Gilbreath. Mrs. Perrin will present a program on the English language.

Friday, Oct. 25

Cultural Home Demonstration Club will meet with Mrs. Jackson for a program on the state poll tax amendment.

Messenger Home Demonstration Club will meet in the home of Mrs. N. A. Brown for a program on the United Fund.



Engaged
Miss Deborah Lyn Buckmaster
(Houtchen's Studio, Dimmitt)

Engagements.....

TO WED IN DIMMITT

The engagement and approaching marriage of their daughter, Deborah Lyn, and Billy B. Baker have been announced by Mr. and Mrs. T. S. Buckmaster of Dimmitt. Mr. and Mrs. R. B. Baker of Summerfield are the parents of the bridegroom-to-be.

Wedding vows will be exchanged at 7 p.m. Saturday, Oct. 26, in the First Baptist Baptist Church, Dimmitt.

Miss Buckmaster is a 1963 graduate of Dimmitt High School, where she was a member of the Bobcat Band and various clubs. She is a freshman at West Texas State University. Her fiancé, a 1960 graduate of Hereford High School, is farming near Summerfield.

NOVEMBER WEDDING

A twilight ceremony Saturday, Nov. 23, in the Summerfield Baptist Church will unite in marriage Miss Carolyn Ann Lance and David Richard Hays. The Rev. M. A. Smith Jr., Dimmitt, will read the double ring ceremony.

Mr. and Mrs. Earl Lance of Summerfield have announced the engagement and wedding plans of their daughter. A 1961 graduate of Hereford High School, she attended West Texas State University in Canyon and is now with the H. K. Ferguson Company.

Parents of the prospective bridegroom are Mr. and Mrs. J. R. Hays of Dimmitt. He is a 1960 graduate of Dimmitt High School and attended South Plains Junior College in Levelland and a business college in Lubbock. He is with Hays Implement Company, Dimmitt.



Engaged
Miss Carolyn Ann Lance (Angel Studio)

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

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| Georgia at Kentucky | Georgia at Kentucky |
| UCLA at Illinois | UCLA at Illinois |
| Iowa at Purdue | Iowa at Purdue |
| OSU at Kansas | OSU at Kansas |
| Mich. St. at Northwestern | Mich. State at Northwestern |
| Michigan at Minnesota | Michigan at Minnesota |
| Pittsburgh at Navy | Pittsburgh at Navy |
| N. Carolina at S. Carolina | N. Carolina at S. Carolina |
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| Williams at Tufts | Williams at Tufts |

Winners Of Last Week's Contest


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| Arizona at WTSU | Phillips | Michigan at Minnesota |
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| Baylor at Texas A&M | Arizona | N. Carolina at S. Carolina |
| Dartmouth at Harvard | WTSU | Notre Dame at Stanford |
| LSU at Florida Univ. | Rice | Ohio St. at Wisconsin |
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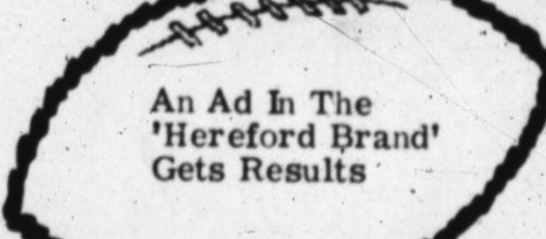
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by Melvin Young
Operation PEP rolled off to a good start Thursday night at the Community Center as approximately 125 people gathered to voice their opinions. Problems arising ranged from markings of house numbers to a dam on Tierra Blanca Creek.

Andrew Kershen, local farmer, suggested that plans should be made to place a dam on Tierra Blanca, and C. N. McClure's pet gripe was the lack of numbers on houses around town. Another participant suggested that an ordinance should be passed to require the placing of lids on trash cans.

These, of course, are only a few of the many problems that were covered by the town hall type meeting and chances are, from this gathering will come solutions to many of the little nagging problems that have confronted the citizens of Deaf Smith County.

We think the meeting was excellent. The idea of local citizens gathering to evaluate the situation, and to try to ease the pains of a growing community is good. Certainly, this group cannot hope to solve all the problems that confront a rapidly expanding city, but at least the ground work has been set and we're a little more informed as to what problems we need to face first.

Most people of course, have at least one pet gripe concerning their area, but few find a media through which to express themselves. Operation pep has provided such a vehicle, and we're hoping that the organization can be continued and perhaps expanded

to fill this need. The town hall meeting reminds us of the Chamber of Commerce breakfasts that were once so popular in Hereford. In case you're a newcomer to the area, we might explain that the breakfasts were held one morning each month with the general public attending. If you had a suggestion for the betterment of Hereford, that was the place to voice it.

"We're not sure why the meetings were discontinued but, as is the history of most of these things, interest probably dropped to the point that they no longer accomplished the purpose."

"We still think the idea is good. Whether it is carried on through PEP (Planning and Evaluating for Progress) or through the old type Chamber breakfasts, is probably not important. The fact is however, that the general public needs a vehicle through which to express its ideas and gripes."

The Nebraska pheasant season has opened, and Herefordites by the score are streaming to the north. Reminds us of the migrating of the ducks each fall. It could be however, that we're just "green-eyed" with jealousy since we haven't the time (not to mention the funds) for a pheasant hunting excursion.

We did get the old double-barreled shotgun out and clean it up. Can't tell when a stray chicken might appear in our back yard.

Among the pheasant hunters now bagging their limit (we're sure) are Lee Carter, Neil Cooper, N. D. Bartlett, Jr., Ross Latham, Marcus Latham and Liston Wilson. Mr. Wilson is a

former Hereford resident now living at Post, Texas.

The person with a chip on his shoulder always carries an unnecessary burden.

Area farmers have been taking advantage of the dry weather to harvest a bumper milo crop, but most would probably welcome a nice, gentle rain now. It's hard to decide on which needs to be done first... harvest grain or water the thirsty wheat.

Of course, they usually wind-up doing both at the same time, but it sure does "play heck" with their coffee drinking.

Money is something that things run into and people run out of.

Culpepper...

(Continued from page 1)
Mrs. Dorothy Noland, grand matron, presided. Business included the announcement that the deputy grand matron visit to the chapter would be Nov. 12 and the appointment of Mrs. Linda Straw as marshal. She was then installed by Mrs. Belle Hromas as installing officer and Mrs. Opal Roberson as installing marshal.

Mrs. Noland gave the grand chapter report on the Resplendent Light session of the 81st grand chapter of Texas meeting held in Lubbock in 1964.

An invitation to attend the Muleshoe chapter friendship night Oct. 29 was read. Mrs. Clara Brown gave birthday messages to Mrs. Frances Davenport, Mrs. Belle Hromas, Mrs. Norma Coffey, and Mrs. Irene Holt.

Refreshments were served to 30 members and guests by Mrs. Hromas, Mrs. Bessie Hill, and Mr. and Mrs. Horace Hershey. Visitors welcomed were Mr. and Mrs. Edwige Ramey of Dimmitt Chapter 819, Mr. and Mrs. John Grant of San Juan Chapter 726, and Mrs. Lucille Spencer of Rose Douglas Chapter 475, Wichita, Kan.

School Menu

Elementary Cafeterias
MONDAY: Meat loaf, buttered potatoes, combination salad, apple cobbler, rolls, butter and milk.

TUESDAY: Hot dogs with chili, black-eyed peas, celery sticks, cinnamon rolls and milk.

WEDNESDAY: Pinto beans with ham, mixed greens, cole slaw, apricot cobbler, cornbread, butter and milk.

THURSDAY: Turkey and dressing with gravy, green beans, cranberry sauce, stuffed celery, orange sheet cake, yeast biscuits, butter and milk.

FRIDAY: Deep sea doodle, scalloped potatoes, carrot sticks, banana pudding, rolls, butter and milk.

Junior-Senior High Cafeteria
MONDAY: Meat loaf, beef ravioli, buttered potatoes, mixed vegetables, combination salad, apple cobbler, rolls, butter and milk.

TUESDAY: Hot dogs with chili, Yankee burger, black-eyed peas, spiced beets, tossed green salad, cookies, fruit and milk.

WEDNESDAY: Ranch style

Land Takes Part In War Exercise

EASTERN PACIFIC (FHTNC)—Joe C. Land, airman apprentice, USN, son of Mr. and Mrs. C. N. Land of Star Route, Hereford, serving aboard the attack aircraft carrier USS Kitty Hawk operating out of San Diego, Calif., participated in exercise "Black Bear" in the Eastern Pacific, Sept. 30 through Oct. 4.

The exercise was a major fleet strike and anti-air warfare practice which centered around the Kitty Hawk. It was designed to evaluate the effectiveness of fleet units under realistic conditions.

beans with tamale, sauer kraut and vienna sausage, buttered corn, mixed greens, cole slaw, apricot cobbler, cornbread, butter and milk.

THURSDAY: Turkey and dressing with gravy, sliced ham, green beans, cranberry sauce, stuffed celery orange sheet cake, hot biscuits, butter and milk.

FRIDAY: Deep sea doodle, stuffed weiners, scalloped potatoes, English peas, carrot sticks, cookies, rolls, butter and milk.

Dr. Rush...

(Continued from page 1)
"Medical Advances in the Last 25 Years."

In the art of medicine, said the doctor, some changes have been good, others not so good. Among the advances he discussed were pills, shots, diagnostic procedures, the use of electronics, medical periodicals, laboratories and laboratory tests, training for nurses and nurses' aides, treatment for psychoneurotics, surgery, blood greatest strides, he continued, have been made in physiology.

Mrs. W. J. Gilliland conducted the business meeting. Letters of thanks were read from the A. I. D. Mission in Guatemala for club assistance and from Boy's Ranch. The program was presented by Mrs. W. S. Kerr, who introduced the speaker.

Hostess for the meeting was Mrs. Gilliland. Others present were Mrs. D. H. Alexander, Mrs. Leroy Aven, Mrs. Richard Barnard, Mrs. H. L. Benefield, Mrs. Colby Conkwright, Mrs. Howard Gault, Mrs. Jimmie Gillentine, Mrs. John Harper, Mrs. W. S. Kerr, Mrs. J. W. Kirby, Mrs. Dexter Lillie, Mrs. Ansel McDowell, Mrs. P. B. Miller, Mrs. W. H. Reid, Mrs. Carl Perrin, and a guest, Mrs. Ruth Budlong.

Miss Rogers

Each wore an orchid corsage. A reception followed the ceremony. Guests were registered



JULIA INGRAM SPURLOCK autographs a copy of her book, PASS THY HAND FOR THE FINISHING TOUCH, during the annual Tour of Homes sponsored by Garden-Beautiful Club. Looking on are Mrs. Verna Lyons and Mrs. Jess Robinson, members of the committee for the J. W. Robinson home on the Harrison Highway. (Staff Photo)

by Miss Rosie Rogers, sister of the bride. Miss Donna Rogers and Mrs. Pat Hampton served refreshments.

The bride's table was laid with a bouquet of white carnations, yellow chrysanthemums, and green fern in a tall formal vase. Ceramic cupid accented the arrangement. The white three-tiered wedding cake was

decorated with yellow roses. A 1960 graduate of Hereford High School, the bride attended West Texas State University for two years and is now with Witherspoon, Aiken, Thomas, and Langley, a law firm. The bridegroom, also a graduate of Hereford High School, is with a local construction firm.

After a wedding trip to the mountains of New Mexico, Mr. and Mrs. Bookout will be at home at 207 Avenue B. Out of town guests for the wedding included the bride's sister, Miss Donna Rogers, a student at Baylor University in Waco, and Mr. and Mrs. Carl Hall of Wichita Falls. Mrs. Hall is the sister of the groom.

ROBERTS APPLIANCE
224 N. MAIN EM 4-1588

Whirlpool Connoisseur MARK 30
"Hereford's Oldest Appliance Dealer"

FRIGIDAIRE Flair
40" FLAIR RANGE

JERRY'S APPLIANCE
513 PARK AVE. EM4 - 3505

"NO NEED TO BE A GROWN-UP!"

says Melinda, daughter of Mr. and Mrs. Mike McDonald, 112 Brentwood, Levelland, Texas

Melinda isn't an expert cook yet—but, she's learning fast under the watchful eye of Mrs. McDonald. Melinda has already mastered the art of baking small delicacies... does a fine

job, too, thank you. The point is that electric cooking is easy and anyone, who wants to, can get perfect results every time thanks to electricity's accurately controlled heat.

SPECIAL OFFER

Get your electric range now and become the best cook ever—and, if you're a Southwestern Public Service customer, you'll get a free 12 to 30-cup West Bend Party Perk too—great for parties and family gatherings.



for modern and automatic cooking
Catalina Electric Ranges

\$239.95
With Trade

WHITE'S the Home of Greater Values
330 N. Main EM4-0574

Westinghouse Simplest to Cook On
Easiest To Clean

Sunset Appliance Center
906 Lee EM 4-3472

HURRY! HURRY! HURRY!

FIRST 100 LADIES ENTERING OUR STORE MONDAY MORNING WILL RECEIVE FREE A LOVELY SURPRISE GIFT

DRESS

SPECIAL COAT BUY!

LAMINATED JERSEY FUR-COLLAR

COLORS - RED BLUE, BLACK

\$19.88



LOUISE READY-TO-WEAR



JONAH'S WALE CORDUROY

SUBURBAN COATS

COLORS - ANTELOPE, BEIGE AND BLUE - SIZES 8-16

ANNIVERSARY SPECIAL!

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LADIES NYLON FULL LENGTH

SLIPS

BY PANDORA 3.98 VALUE 2.88

LADIES NYLON HALF-SLIPS

BEAUTIFUL COLORS \$1.69



Featuring the season's it wanted fabrics... styles...

Amel Jersey Dacron and Cotton 100% Cotton Fortel and Cotton Sateens 100% Cotton Broadcloth

\$8.97

ANNIVERSARY SPECIAL



MILDRED P.C. GOODS & LINGERIE

LACE MAGIC CARNIVAL BRA



6 EXCITING COLORS

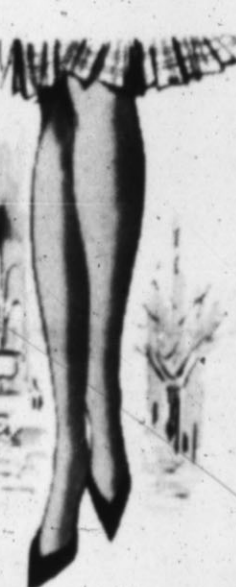
WHITE, PINK RED, BLACK BEIGE & BLUE 2.50

fall Hosiery

400-NEEDLE SEAMLESS NYLONS

ANNIVERSARY SPECIAL

67¢ PR.



MARY GENERAL FLUNKY

the fall look in Millinery



SEE OUR LARGE SELECTION OF NEW STYLES

REG. \$5.00 VALUE J&F Worumbo Crossland Topcoat

To be properly dressed... in luxury

SIZES - REG. & LARGE ANNIVERSARY 4.18 PRICE

Cashmere Topcoat

Luxurious cashmere

\$8.50



The J&F Suit

Styling you

afford to mi a price you can

VALUES to SIZES - REG.

ANNIVERSARY SPECIAL

Sale Starts Monday Doors Open at 10:00

At this time each year we bring you our ANNIVERSARY SALE... inspired by the We believe it impossible to read the without getting a Wonderful Thrill. and of the very Highest Quality. Th ly below the regular wholesale cost. brate our 23rd ANNIVERSARY... a Wonderful Year! Thanks a million.

ANNIVERSARY YOU YOU BARGAINS

FLOUR SQUARES 5 FOR \$1

36 INCH OUTING 3 YD. FOR \$1

36 INCH UNBLEACHED MUSLIN 4 DS. FOR 99¢

WASH-CLOTHS DISH CLOTHS 10 FOR 99¢

SIZES 12 & 18 MONTH BABY PLASTIC PANTS 4 PR. FOR 99¢

LADIES STRETCH GLOVES REG. 2.50 VALUE 97¢

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

IMPORTED VELVETEEN SOLID COLORS

MACHINE WASH PINWAL CORDUROY

HEMMED FLOUR SQUARES

LADIES PIXIES

24 x 45 REVER SCATTER RUGS

CHENILLE 5.99 BEDSPREADS FULL & TWIN

MEN'S MALBORD PAJAMAS

MEN'S GENUINE LEATHER Bill Folds

EXTRA-EXTRA SPECIAL Ladies Don't miss this Value

22 X 44 TURKISH TOWELS

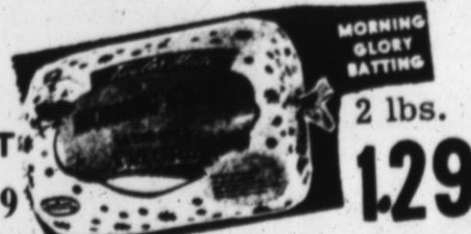


2 FOR 99¢

FAMOUS GARZA SHEETS



FITTED or 81 x 108 GUARANTEED 100 WASHINGS 2.69



MOUNTAIN MIST BATTS 1.19

54" WIDE HELLER JERSEY

2.98 VALUE

TUBULAR 100% WOOL

\$1.99 YD.

ONE GROUP LADIES HI-HEELS A FEW MID-HEELS STYLE

SHOES

VALUES to 14.96

ANNIVERSARY PRICE

6.88

SIZES ARE BROKEN



LADIES DON'T MISS THIS SHOE SALE

DURING OUR ANNIVERSARY SALE WE HAVE REDUCED OUR ENTIRE STOCK OF LADIES STYLE SHOES!

CoNNiE 10.99 Values \$8.88

Jacqueline

\$14.99 Values

ANNIVERSARY SPECIAL

\$11.88

Fashion Craft

BEAUTIFUL SHOES

12.99 Values

ANNIVERSARY SPECIAL

\$10.88

FULL RACK NEW FALL

FLATS



VALUES TO 5.95

ANNIVERSARY SPECIAL

\$3.99



LOUISE INFANT & BOYS DEPT.



ONE TABLE FALL

Fabrics

1.69 to 2.98 VALUE

87¢

THIS IS A GROUP OF OUR BETTER FABRICS



OUR
23rd

Birthday

WE GIVE VALUABLE
S & H GREEN STAMPS

Of The Typical Values You Will Find Through The Store!



**The J&F
Suit**
Suits you can't
afford to miss at
prices you can afford
VALUES to 59.95
REG. & LARGE
ANNIVERSARY
SPECIAL **47.88**



The MARK III
16.50
NUNN-BUSH
ANKLE-FASHIONED SHOES

19.95
ALSO
NARROW
WIDTH

RESISTOL
"Self Conforming" Hat
FOR-FALL '63



12.50



SAN ANTONIO
11.95 to 40.00

Monday Oct. 21st
at 9 a.m. Sharp

Join us for our Greatest Event... THE ANNIVERSARY... the idea that it's our Turn to Treat... the Terrific Value listed on this page... Thrill... The Merchandise is New, Fresh... The Prices in many instances actual... So come in and help us Celebrate... and accept Our Thanks for another... —Pick, Mary and Employees.

YOU CAN'T AFFORD TO MISS

| | |
|--|--|
| WASHABLE PINWALE DUROY 88¢ YD. | MEN'S S-T-R-E-T-C-H ANKLETS 87¢ 2 PR. FOR |
| WASHABLE PINWALE DUROY 88¢ YD. | MEN'S EXTRA FINE QUALITY WHITE HDKFS. 10 FOR 99¢ |
| WASHABLE PINWALE DUROY 88¢ YD. | SCHOOL BOY'S SHIRTS LONG SLEEVE 1.78 |
| WASHABLE PINWALE DUROY 88¢ YD. | 27 x 48 RAYON-PILE SCATTER RUGS 2.98 |
| WASHABLE PINWALE DUROY 88¢ YD. | LUXURY - NYLON - PILE BATH MAT-SETS 5.95 VALUE 4.88 |
| WASHABLE PINWALE DUROY 88¢ YD. | NYLON LADIES DRESS GOWNS LENGTH 4.98 VALUE 2.88 |
| WASHABLE PINWALE DUROY 88¢ YD. | MEN'S BROADCLOTH SHORTS 49¢ |
| WASHABLE PINWALE DUROY 88¢ YD. | MEN'S SANFORIZED COVERALLS 4.99 |



JOHNNY-
MEN'S DEPT.

MEN'S & BOY'S
HANES



MEN'S 8 INCH
WORK
BOOTS **7.88**



ACME
BOOTS Men's
Brown - Black
Calf or Ruff Out
Leather All Sizes **\$13.88**



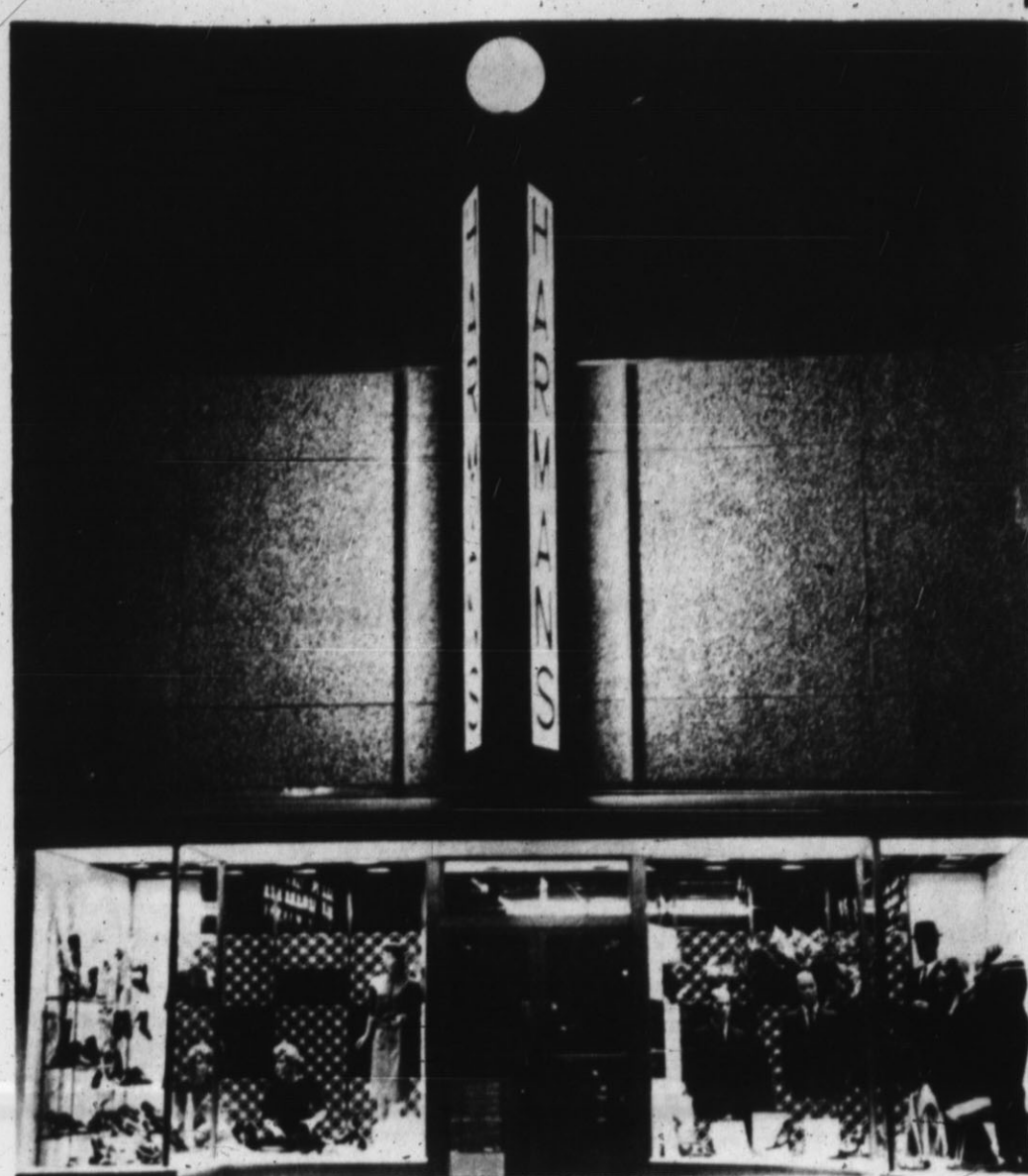
SPORTCOATS by
CRICKETEER
FINEST TAILORING &
FABRICS
SIZES - REGULAR &
LARGE
24.95 & 34.95

**NEW FALL
SLACKS**
BY-HIGGINS
HARD WORSTED - ALL WOOL
SELECT PATTERNS
PLEATED or PLAIN FRONT
19.95 TO 16.95
FULL-TABLE MEN'S
FAMOUS H-BAR-C
WESTERN SHIRTS
ANNIVERSARY 6.95
SPECIAL Value **\$5**

JUST RECEIVED A
LARGE SHIPMENT
OF COWBOY
BOOTS
By **Tony Lama**

**Hi-Top
Tennis Shoes**
Men's & Boys
White
or
Black **2.99**
EXCEPTIONAL VALUE! STURDY, RUGGED BUILT.
ARCH SUPPORT, AND REINFORCED TOE

**TEXAS
CUSTOM
COWBOY
BOOTS**
TALL TEXAN
14" STOVEPIPE
Reg. 24.95
SALE PRICE **21.88**
BOYS BOOTS
SIZES 8 1/2 to 3
NARROW CUSTO
TOE **7.95 10.95**



Botany 500
Tailored by Daroff
75.00
**The Best
Clothing Value**
'Botany' 500
tailored by Daroff
Handsome Suits
Outercoats
Sportcoats



PICK
ASSISTANT FLUNKY

Edwin Clapp
GENUINE
ALLIGATOR
65.00
BLACK
OR BROWN
LLAMAS
\$29.95

Men's **TEXAS RANCHER**
10" TOP
BLACK
BROWN
BENED. TAN
14.97
6 1/2 - 12
B & D WIDTHS
LEA. DOG. HEEL
RANCHER TOE
LEATHER SOLE
16.95 VALUE
LEATHER-LINED FOOT & TOP



MARTIN
SHOE DEPT.

the GuideStep shoe
by Johnsonian
Cushionized
DARK BROWN
OR BLACK
12.95
ALL
SIZES
& WIDTHS

ONE FULL RACK
MEN'S DRESS
OXFORDS
6.88
VALUES
TO
9.95

HARMAN'S

THE SUNDAY BRAND

Editorials

Page Six

The Sunday Brand, Hereford, Texas, Sunday, Oct. 20, 1963

Revenue Bonds Represent Growth In City Business

Citizens of Hereford will vote next Tuesday on bond issues proposals totaling \$165,000. How they will vote no doubt will determine the future, as well as the present of the community.

This particular problem is nothing new to the people of Hereford, especially since 1940, when the town started on a growth spiral which has recorded a jump from 4,000 to near 9,000 population during the 23-year period. At the same time, it presents the familiar story of taxes and rising costs of operation to which many people object.

Fortunately, in this particular bond issue, \$500,000 of the proposed \$650,000 appears in the form of revenue bonds to be retired through water and sewerage fees, leaving \$150,000 in tax bonds which have been earmarked for street improvements. To us, the issues seem clear-cut.

The revenue bonds — representing sewer and water facilities expansion — in reality should be viewed as separate and distinct. They should be seen in the same light we would view expansion by any utility company, including lights, gas and telephone.

Wheat Farmers Puzzle Freeman

We notice with more than passing interest that Secretary of Agriculture Orville Freeman is a bit puzzled and somewhat upset over reports from his advisory committee that wheat farmers will again veto his high-subsidy, strict controls program if it is presented next May.

He cannot figure why? While we are no authority on economics, we cannot help but wonder if the answer is not due to some familiar forms of government manipulation, and we do not mean Bill Sol? Take Mr. Khrushchev, for instance. Mr. K. needed wheat, and he is now able to purchase it from us for \$1.79 a bushel, despite the fact that our government actually has invested around \$2.40 per bushel in this same wheat? This is good business for Russia, but perhaps the wheat farmer suddenly has come to realize that he is the U. S. government. Therefore, he is taking the 69 cents per bushel loss.

Maybe he asks himself if it is good business to turn his financial affairs over to folks who handle other business in such fashion? Too, there is the possibility that he does not like to be dictated to in regard to his business — or how he votes. Maybe he resents threats and blackmail. Maybe he values his freedom beyond financial gain, refusing to be coerced with power tactics.

Maybe he realizes that he is the most efficient factor in American economy today. Perhaps he has even read where his continued success after success is an enigma to Russia and to all other communist countries. Maybe he figures that the fellow who delivers the goods should have a little "say so" about the way things are run.

Come to think of it, all of this sounds a lot like one of those wheat farmers in West Texas. He is still one of the most independent people we know — and we figure he will continue to be just that so long as possible.

THE Sunday Brand

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



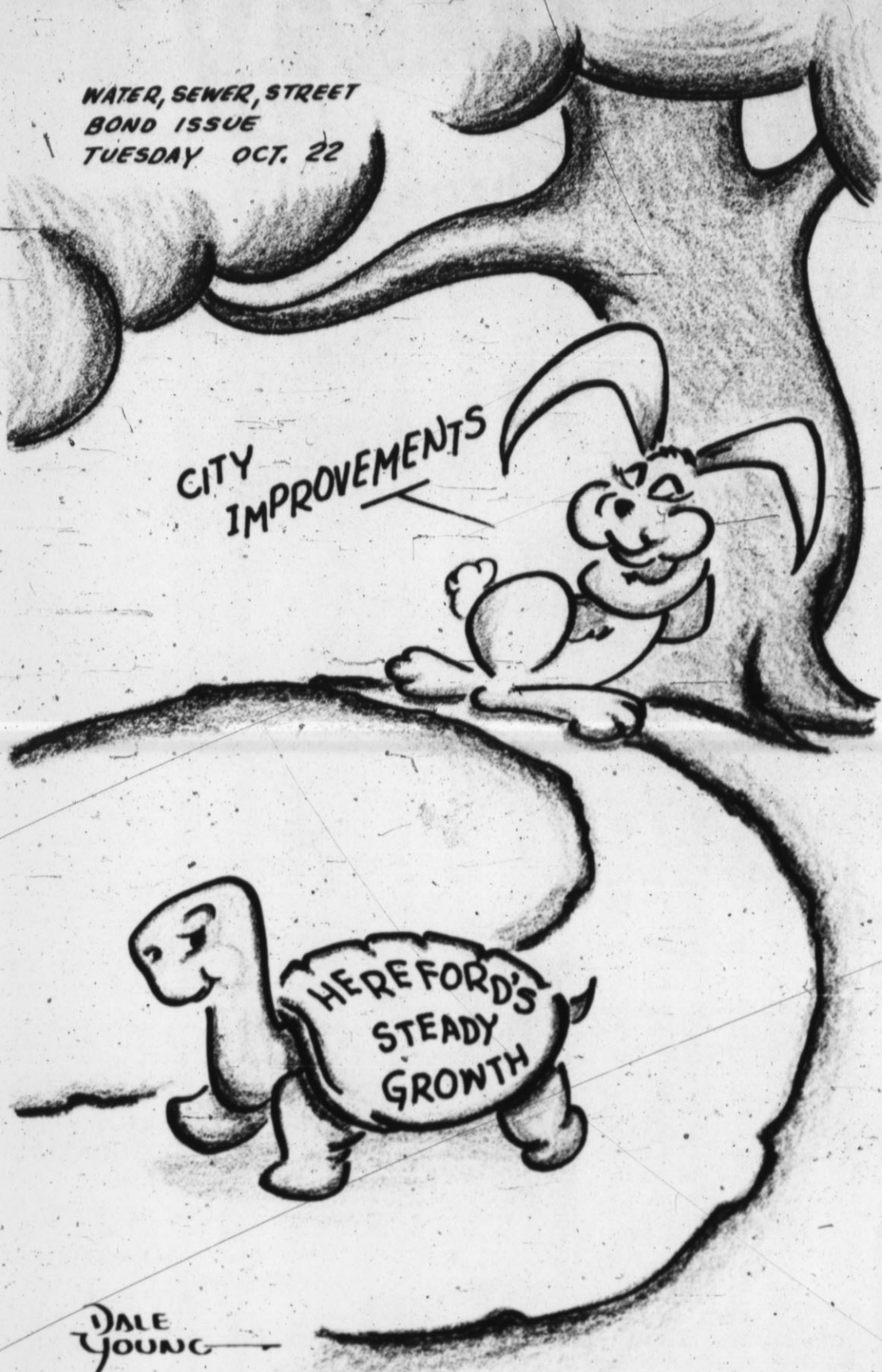
James M. Gillentine, Editor and Publisher
Melvin Young, Managing Editor
Bill Penn, Adv. Mgr.

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Classified advertising rates: 6c per word per word first insertion (60c minimum; 4c per word each additional insertion.)

"Time He Caught Up"

WATER, SEWER, STREET
BOND ISSUE
TUESDAY OCT. 22



Septic Tank Cleaning Gyp Warning Sounded

Homeowners were warned today to be on guard against gyp itinerant septic tank cleaners who rove the countryside leaving a trail of dissatisfied customers in their wake.

Bill Thompson, Manager of The typical gyp itinerant,

50 YEARS AGO

Area Growth Featured In National Magazine

Under the title of "Out West; Swinging Round The Big Farm Circle; The Story of Big Pump Mack and the Windmill Town," Hereford is made the center piece of a telling good story in the Country Gentleman, and one of our local citizens, too well known and too obviously exposed, is made the hero in the story. Hereford is called the windmilliest town in the universe and is said to have more water under the ground in close reach than the Atlantic Ocean. The story goes on to tell about the work developing the water resources of the county and the fight that Big Pump Mack had to make in order to get the citizens to permit him to test the water supply. Reference is made to the indignation mass meeting that was held when a "certain young lawyer, who had not kept the law from his youth up," made a lynch inspiring speech and with others threatened to "shoot" somebody if somebody did not let somebody's water rights alone. The story is embellished with two pictures of the irrigated fields at Hereford and the entire story will give Deaf Smith County more good advertising than ten thousand dollars would or could buy in the most widely circulated magazine. Get the story and read it for yourself; it's a real good one.

W. C. Womble, refers to the large wheat acreage for that part of the plains country as being an indication of the effort that was made to provide winter grazing for stock. "More acres than usual," he said. "Our season was fairly good, and while we have had a very large amount of rain this fall, it came too late to make winter feed, but will help the ground, and benefit the country generally. The outlook now is favorable for carrying all our stock over."

10 YEARS AGO

Rain, probably the best general rain in Deaf Smith County since 1950, fell Tuesday afternoon and Tuesday night, according to reports gathered by the Brand. With the welcome rain there was scattered hail, but that was not bad enough to cause general damage, though it did no damage in specific cases. The rain began late Tuesday afternoon east of Hereford when a tornado, which apparently did not touch ground anywhere in the county, made an angling sweep, and brought the rain and some hail with it. As the rain continued it flooded about two miles of Highway 60, starting some 6 miles east of Hereford.

— 30 —

The latest interesting development in the China-Russia Punch and Judy show is the reported defection of Chou Hsiang-pu, Chou, a Red Chinese diplomat, and his family are said to have fled from communism by defecting to the Soviet Union.

If so, Chou has set a new world's record for jumping from the fire into the frying pan.

— THE DALLAS NEWS

Panhandle Paragraphs

YOUNGSTER STRANDED ON LEDGE

One youngster won't be climbing around Palo Duro Canyon much anymore. Gwen Gilliland, 13-year-old daughter of Mr. and Mrs. James E. Gilliland of Amarillo, has little desire to experience the canyons after she was rescued from a 60-foot high ledge on Sunday afternoon. The girl and her 15-year-old brother were climbing one of the hills at Palo Duro when she decided she couldn't go any further. The girl told her brother to get her father since she could not climb back over the hill. The youth climbed over the hill and down its side to reach their parent. About 45 minutes later the girl's father, brother, and another man returned to the spot where she was stranded. With the aid of a tow chain, the men were able to get the girl from the rocky ledge. Aside from several scratches on her face, the girl was in good shape.

— THE CANYON NEWS

EMERGENCY ORDINANCE PROTESTED

A city ordinance, passed only Tuesday night as an emergency measure, drew a warm protest from Glenn Batson when the Littlefield City Council was called for another special meeting Wednesday to discuss the action. The council, while indicating sympathy for the protesting party, upheld its action on the ordinance as being "in the best interests of the city as a whole." The controversial ordinance banned the installation of above-ground tanks of more than 250 gallon capacity to be used for storage of petroleum products or liquidified petroleum gas within 150 feet of any existing structure within the city. Directly affected by the ruling and filing the protest was Batson who had leased dome property to an oil company.

— COUNTY WIDE NEWS (Littlefield)

OLD RULING RUBBED OUT

Olton City councilmen in a vote Tuesday agreed to remove all restrictions which might keep negroes from owning property within the city limits, erasing an ordinance which dated back to the early 1900's. Lots in the original Olton townsection could not be owned by Negroes. Mayor W. E. (Bill) Thomas said he thought color restrictions had been moved by past council rulings but for some reason lawyers kept asking new landowners to get clear titles. Loan company lawyers will not authorize loans on lots which restrict negroes. Councilmen voted unanimously to remove the restrictions.

— THE OLTON ENTERPRISE

PILOT WALKS AWAY FROM CRASH

Roy Harris of Stratford was treated and released from Coon Memorial Hospital in Dalhart late Sunday afternoon following a narrow escape from possible death in a plane crash. Harris was attempting to take off from a section line road which runs north of the Leo Meeks farm about three miles south of Conlen. Harris' plane, a Piper Comanche, was taking off heading east of the dirt road. As the plane crossed the Farm-to-Market road running north and south, it hit a bump and jumped into the air. The plane began settling back on the roadway and Harris jammed the throttle wide open in a last effort to regain flying speed. His effort failed and the plane continued back toward the ground. A small gust of wind veered the plane off the course between two lines of telephone poles and the left wing struck a pole about six feet off the ground. The Comanche was a total loss.

— THE STRATFORD STAR

SEVEN CITY WELLS APPROVED

Permits for seven new water wells on property of the City of Littlefield northwest of town were approved this week by the Lamb County committee of the High Plains Underground Water Conservation District. Three of the wells are on the eastern side of a 354-acre water field that presently is supplying the city, and the other four are in the corners of a nearby 80-acre tract that may be developed as additional city water supply.

LAMB COUNTY LEADER (Littlefield)

THE BOOTLEG —Philosopher

Editor's note: The Bootleg Philosopher on his blindweed farm disagrees with the experts on a modern trend in farming, his letter indicates.

Dear editor:

Sometimes you'll find that an expert is somebody who has just discovered and announced what a lot of people have known for years.

For example, I was reading a magazine last night which a salesman had left out here during the afternoon, well he didn't actually leave it, he dropped it while he was trying to beat my dog to his car, and in it I discovered a long article on the changing trends in agriculture. In case you're wondering, the salesman won.

At any rate, according to this article, some experts have discovered that the modern trend in agriculture is toward part-time farming.

This is what I'm talking about. What other kind is there?

The trend toward part-time farming set in on this blindweed farm the minute I started farming it, and I expect it to stay that way. I could name you some more who share the same view.

Part-time farming's not something new; what's new is that some farmers are now working in town too.

Understand, farming is a full-time job, there's always something to do. But that's not to say all us farmers are always doing it. Why right now I've got jobs staring me in the face which should have been done 10 years ago, but they've never stared so hard I felt like I ought to take a job in town to dodge them.

Of course, there are some young farmers who work in town and still seem to get more done on their farms than I do on mine, but this is a trend which I don't care to call attention to.

The fact remains though that part-time farming set in thousands of years ago, or whenever it was man discovered you couldn't plow when it was wet or hoe when the fish were biting, and as far as I can tell the trend is still underway.

Yours faithfully,
J. A.

Pete Progress

speaking for the Deaf Smith County Chamber of Commerce

"The problem of selling the idea that local people should trade with local business men is one of the toughest topics to approach that I know of," Pete observed. A local business man had discussed the subject with Pete just before he came in to make his weekly Progress Report and Pete was obviously disturbed about the subject.

"It is obvious that a wall can't be built around a town to keep all of the home folks here for that same wall would keep a lot of folks from neighboring towns out — and they probably represent more trade than is lost through our folks leaving. It really is necessary to get down to a study of the reasons why people shop some where else before you can find a solution — and then it may be that we will find that there is no solution.

"The first reason that people shop out of town is one that there seems to be no way to combat and that is that it is an adventure to go to the bigger city. It is different and therefore attractive. It's the old theme of the greener pasture on the other side of the fence. And then there are those that feel that there is some prestige value, some snob appeal in buying things from a name or prestige store in another city.

"But perhaps the most predominant reason is simply an attitude based upon misinformation, prejudice, or occasionally a real grievance which, assumed that merchandise offered in a smaller town is not the same quality or of comparable price to that to be found in the larger city. This person sometimes can be convinced by facts properly presented. And I stress that properly presented because too often the shop-at-home pitch is based upon an appeal to loyalty to the home town or sympathy for the local merchant who pays taxes to support the local government and schools.

"Those approaches may be music to the ear of the merchant but they seldom cut much

ice with the average shopper. Unfortunately, but realistically few residents, and this is true of the families of the merchants themselves as it is of others, are moved by any thoughts of loyalty or sympathy. They might be loyal Hereford citizens when it comes to defending the honor of their home town against criticism from outsiders but when it comes to spending the money they have earned through their own toil they are seldom given to consider the, to them, intangible benefits of shopping their own home town.

"Fleet owners of cars have figured their costs very carefully. They tell us that it costs ten cents per mile to operate the average automobile. This, of course, includes insurance, depreciation and all upkeep, not just gasoline costs alone. It will cost an average of \$2.40 per round trip to Amarillo. It takes a lot of savings to add up to that much and of course if the housewife valued her time that cost must be added also.

"Is there really more variety to choose from in the larger city? Perhaps so — it could be expected — but how many times have you heard people exclaim that they have discovered the very same thing in a local store that they purchased in some other town — often at a higher price.

"Well, then, what is the key to keeping more of our retail sales dollars at home?" Pete, reflected. I knew better than to try to answer his question because I knew Pete usually had an answer of his own to his questions. "The local retailers can keep those sales dollars at home by using the best merchandising methods that they know how to use. They can participate in cooperative promotional plans, sponsor their own promotions, stock the widest variety of merchandise that is practical to handle and, above all, continue to display an eagerness to serve their customers.

"Costs are comparable with

any of our competing cities — we know it and can prove it — but arguing with customers over the fact is not going to solve it. Perhaps some comparative price research run as a public informational ad would help. Sitting back and complaining about those lost sales dollars, though, is not going to help one bit. Meanwhile, let's not build any walls against our good customers in neighboring towns who prefer to shop in Hereford."

Well, Pete, that is mighty good advice. It particularly seems only right that those who make their living in business in Hereford should give their fellow business men every chance to fill their needs.



The Rev. Robert Smith, Sr.
Littlefield Man To Lead Revival

The Alex O. Thompson Memorial Chapel, the Latin-American mission of First Baptist church, will conduct a 10-day evangelistic series, starting today, with the Rev. Robert Smith Sr., as the evangelist.

Mr. Smith has been pastor of the Latin-American Baptist Mission in Littlefield for the past 14 years, but soon will start work as promoter of evangelism for the Spanish Department of the Arizona Baptist convention.

A nursery will be provided for all services.

VISIT IN ANSON

Mr. and Mrs. Olan Bryant and children and Mrs. Bobby Adams, Dimmitt, visited in Anson last weekend with their parents, Mr. and Mrs. C. C. Cooley, and grandparents, Mr. and Mrs. A. A. McDuff. They also fished on the Stamford lake.

Have You Read The Want Ads?

May Dept Store

Special Announcement

We have arranged with our manufacturer to make exclusively for us this 3 piece set of 100% Double Cotton Knit, in several styles, one of which is shown here

STYLE NO. 10194

Embroidered front with capped sleeves underblouse. Sizes 8 to 16. Colors: White/ Navy, White/ Aqua.

\$9.75

This offer is good Thru Nov. 15

30% OFF

ALL LADIES DRESSES

THRU NOV. 15th.

SPECIALS GOOD MON., TUES., & WED., OCT. 21, 22, 23

LOIN STEAK

LB. **89¢**



Round Steak lb. **89¢**
T-Bone Steak lb. **98¢**

Wright's Bacon 2 lbs. **98¢**
Rib Steak lb. **79¢**

OLEO

FOOD KING LB.

3 FOR 39¢

SHURFINE

FLOUR

5 : 39¢

TENDERCRUST

VANILLA WAFERS

15 oz. 29¢

Kraft Peach, Apricot, Pineapple

PRESERVES

18 oz. 45¢

GLACIER CLUB 1/2 GAL.

ICE CREAM

59¢

WELCH FROZEN 6 oz.

GRAPE JUICE

5 : 1

6 Btl. Ctn. 16oz. PLUS DEP.

COCA COLA

49¢

BLEACH GAL.

ENERGY

49¢

12's

KOTEX

2 : 69¢

400 CT. BOX

KLEENEX

4 : 1

COFFEE

FOLGERS LB.

59¢

MORTON'S 26 oz.

SALT

2 : 29¢

KRAFT 8 oz.

PARTY DIPS

39¢

HUNTS 300 CAN

TOMATOES

6 : 1

FISHERS 14 oz.

MIXED NUTS

69¢

PATIO BEEF FROZEN 24 oz.

ENCHILADAS

59¢

COMSTOCK NO. 2 CAN

APPLES

3 : 69¢

HAWAIIAN 46 oz.

FRUIT PUNCH

3 : 1

24 CT. BTL.

DRISTAN

69¢

REG. 12¢ ROLL

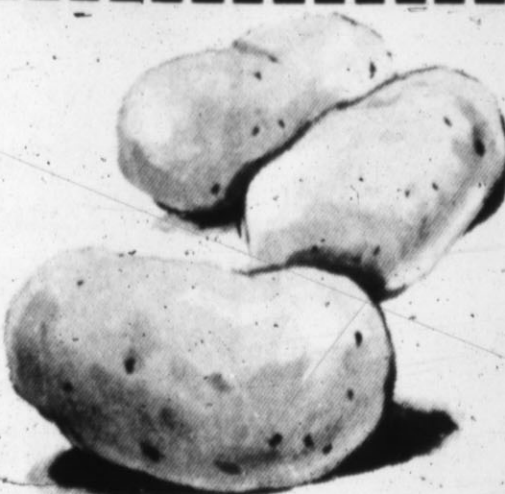
TUMS

2 : 15¢

SHORTENING

SNOW-DRIFT

3 : 59¢



POTATOES

25 lbs.

79¢

Celery
Cabbage
Apples

Stalk

15¢

lb.

5¢

lb.

10¢

or bushel for

\$2

WE NOW HAVE

WINTER CAPS

IN ASSORTED COLORS IN T STOCK

Halloween Candy for Trick or Treat

OUR STOCK IS COMPLETE

★

TAYLOR & SONS

FOODS

LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

★

YOUR HOME TOWN BOYS

CASH AND SAVE

GARCIA NEWS

Services Tuesday
For Page Infant

By Mrs. S. N. Thweatt
Graveside services for David Linn Page, two-day-old son of Mr. and Mrs. Bill Page of Hereford, were conducted at 10 a. m. Tuesday in the Friona Cemetery under the direction of Charles Horton, minister of the Sixth Street Church of Christ, officiated. In addition to his parents, survivors include his maternal grandparents, Mr. and Mrs. Elmer Northcutt of Garcia, and the paternal grandparents, Mr. and Mrs. Berlin Page of Higgins.

Mrs. M. C. Kelly of Bovina visited her sister, Mrs. G. E. Pinkerton, Thursday afternoon. Mr. and Mrs. Dewey Ellis and family of Muleshoe, formerly of Sims, visited in the Elton Sorrells home here recently.

Mr. and Mrs. James Lewis of Carlsbad, N. M., were weekend guests of Mr. and Mrs. S. N. Thweatt.

Mr. and Mrs. Charles Markham and children Judy and Jeff of Waco spent the week-end visiting their parents, Mr. and Mrs. H. D. Buse of Bootleg, and Mr. and Mrs. Markham of Hereford.

Mrs. Bruce Coleman and children spent the week-end in Lubbock visiting relatives.

VISIT J. C. McCracken's

Guests last weekend in the J. C. McCracken home were Mr. and Mrs. Sam Steele of Fort Sumner, N. M. Steele, who is Mrs. McCracken's brother, was guest speaker for Layman's Day at First Methodist Church. Also visiting were Mr. and Mrs. McCracken's children, Mrs. Pat McCullough and son's Clay and Don, of Odessa and Mr. and Mrs. Jack McCracken and sons, Mike and Jay, of Bovina.

VISITORS FROM TULIA

Mrs. T. H. Harman and daughters, Celeste and Sherylin, of Tulia visited with Mrs. Harman's parents, Mr. and Mrs. A. J. Jones, during the first part of the week.

Mr. and Mrs. Bill Grissom and Cindy of Carlsbad, N. M. were guests of Mr. and Mrs. Elton Sorrells Tuesday.

Mr. and Mrs. Eldred Brown and Tommy were guests of Mr. and Mrs. S. N. Thweatt Saturday evening.

Mrs. M. C. Kelly and Mrs. G. E. Pinkerton are visiting in Denver, Colo. They plan to return home Sunday.

ON NEWSPAPER STAFF

Margaret Diller, daughter of Mr. and Mrs. Marvin Diller, Route 1, Hereford, has been named circulation manager of the student newspaper at Sacred Heart College, Wichita. The paper, called the Pacemaker, will be issued 12 times during the 1963-64 academic year.



RECEIVING HER FIFTY YEAR PIN for 50 years of membership in Eastern Star is Mrs. H. C. Baird. The award was made during a recent meeting of the Hereford Chapter of the Order of Eastern Star. Her husband presents the award to Mrs. Baird as Mrs. Charlie Noland, worthy matron, looks on. (Bradly Studio)

PLAY LUCKY '7'
AT SAFEWAY

Nothing to Buy—No Obligation!
Get Free Lucky "7" Cards at Safeway.

SAFEWAY



WIN \$100

Recent Lucky "7" Winners!

| | |
|-----------------------|------------------|
| Endina Z. Gomez | B. E. George |
| Mrs. Ada Hollabaugh | Hilario Guerro |
| Mrs. Jack Bailey | Katherine Miller |
| Mrs. Percy M. Willson | Mrs. B. J. Pugh |

FRYERS

Fresh Dressed
1½ to 2½-Pound
Average—Low Special
Price at Safeway

lb. **29^c**

CHUCK ROAST U.S. Good Aged Mature Beef Lean Tender Roast lb. **49^c**

GROUND BEEF Ground Fresh Daily 3 lbs. **\$1⁰⁰**

Blue Star Frozen
PIES
22-oz. Pies **29^c**

Beads
O'Bleach
Lg. Size
49^c

Harvest Blossom
FLOUR
25-lb. Bag **\$1⁶⁹**

MIRACLE WHIP
Kraft Salad Dressing
Qt. **49^c**

DOUBLE GUNN BROS. STAMPS WEDNESDAY
(with purchase of \$2.50 or more)

TOMATOES

TEXAS
VINE
RIPE

2 : 29^c

ONIONS

Colorado
Yellow
Spanish

3 : 19^c

U.S. No. 1
Russet
POTATOES

10-lb. Bag **67^c**

California
Clip-Top
CARROTS

2-lb. Pkgs. **33^c**

California
Pascal
CELERY

lb. **17^c**

Grape Jelly Empress Grape Jelly or Grape Preserves 4 10-oz. Jars **\$1**

Preserves Empress Grape 20-oz. Jar **39^c**

Preserves Empress Peach 20-oz. Jar **49^c**

All Dry Laundry Detergent 3-lb. Pkg. **79^c**

All Fluffy Detergent 3-lb. Pkg. **83^c**

All Dishwasher For Automatic 20-oz. Pkg. **49^c**

All Liquid Laundry Detergent Qt. **79^c**

Blu-White 24-Count Tablets Pkg. **10^c**

Dutch Cleanser Powder 21-oz. Cbn. **25^c**

Prices Are Effective Thru Wed., Oct. 23 in Hereford



SAFEWAY

We Reserve the Right to Limit Quantities

Holiday for Two....

in

Guaymas, Mexico

4 BIG ACTION FILLED DAYS

Fishing • Swimming • Sight Seeing
• Charter Boat



Enjoy a vacation of the stars in beautiful tropical Guaymas, Mexico; at the fabulous Mirar or Beach Hotel overlooking the Gulf of California... all expenses paid by the ATEX OIL CO. Imagine four fun-filled days of swimming, boating, water skiing, and dining in the Tropicana Room with a choice orchestra, a private Cessna 210 with your own private pilot will be at your disposal—all yours if you're the lucky winner.

DRAWING WILL BE DECEMBER 21! YOU NEED NOT BE PRESENT TO WIN!

Register as often as
you like at

DEEP ROCK

Service Station

West on U.S. 60

MARVIN PAYNE,

Operator

SECOND PRIZE

100 GALLONS OF GAS

THIRD PRIZE

50 GALLONS OF GAS

ALSO: 10-10 GALLON PRIZES

This Is An Area Contest—Not A National Contest!

YOU MAY BE A WINNER—NO PURCHASE NECESSARY

MORNING & AFTERNOON PROGRAMS

MONDAY THRU FRIDAY

MONDAY THRU FRIDAY - DAYTIME
 6:27 AM SIGN ON
 6:30 AM Amarillo College Presents:
 6:30 AM Jack Tompkins Farm and Ranch News
 7:00 AM News Report with Larry Todd
 7:20 AM TV Ten Editorial
 7:30 AM Weathercast with Al Thomas
 7:40 AM World of Sports with Larry Todd
 7:45 AM Freddie the Fireman
 8:00 AM Capt. Kangaroo



9:00 AM Freddie the Fireman
 9:30 AM I-Love Lucy
 10:00 AM The McCoys
 10:30 AM Pete & Gladys
 11:00 AM Love of Life
 11:25 AM CBS News
 11:30 AM Search For Tomorrow
 11:45 AM The Guiding Light
 12:00 Noon Electronic News Report
 12:10 PM Dan True Weather Report
 12:20 PM Jack Tompkins Farm, Ranch, Markets
 12:30 PM As The World Turns
 1:00 PM Password



PASSWORD
 1:30 PM Art Linkletter's House Party
 2:00 PM To Tell The Truth
 2:25 PM CBS News
 2:30 PM Edge of Night
 3:00 PM The Secret Storm
 3:30 PM The Pioneers
 4:00 PM Freddie the Fireman
 4:30 PM Walter Cronkite-CBS News

SATURDAY

SATURDAY
 6:30 AM Comedy Time
 7:00 AM Capt. Kangaroo
 8:00 AM Alvin Show
 8:30 AM Tennessee Tuxedo
 9:00 AM Quick Draw McGraw
 9:30 AM Mighty Mouse Playhouse



10:00 AM Rin Tin Tin
 10:30 AM Roy Rogers
 11:00 AM Sky King
 11:30 AM Comedy Theater
 12:00 AM Collegiate Kickoff
 12:15 PM NCAA FOOTBALL



NCAA GAME OF THE WEEK
 3:00 PM Football Scoreboard
 3:15 PM Official Point of View
 3:30 PM SATURDAY BOXOFFICE
 5:00 PM GYNNIS
 5:30 PM Porter Wagoner Show



PORTER WAGONER

SUNDAY

SUNDAY
 8:00 AM The Fisher Family
 8:30 AM Church Service, First Baptist Church
 9:30 AM SUNDAY SHOWCASE
 11:15 AM Religious Questions
 11:45 AM PRO FOOTBALL KICK-OFF
 12:00 Noon NFL FOOTBALL



THE NATIONAL FOOTBALL LEAGUE
 2:30 PM ACTION THEATRE
 4:00 PM SUNDAY SPORTS SPECTACULAR



SUNDAY SPORTS SPECTACULAR
 4:30 PM Sheriff of Cochise
 5:00 PM 20th Century



THE TWENTIETH CENTURY
 5:30 PM Jim Pratt News Report
 5:50 PM Dan True Weather Report

The Sunday Brand

Hereford, Texas

Sunday, October 20, 1963

kfda-tv-10
 AMARILLO, TEXAS

STATION OF THE STARS



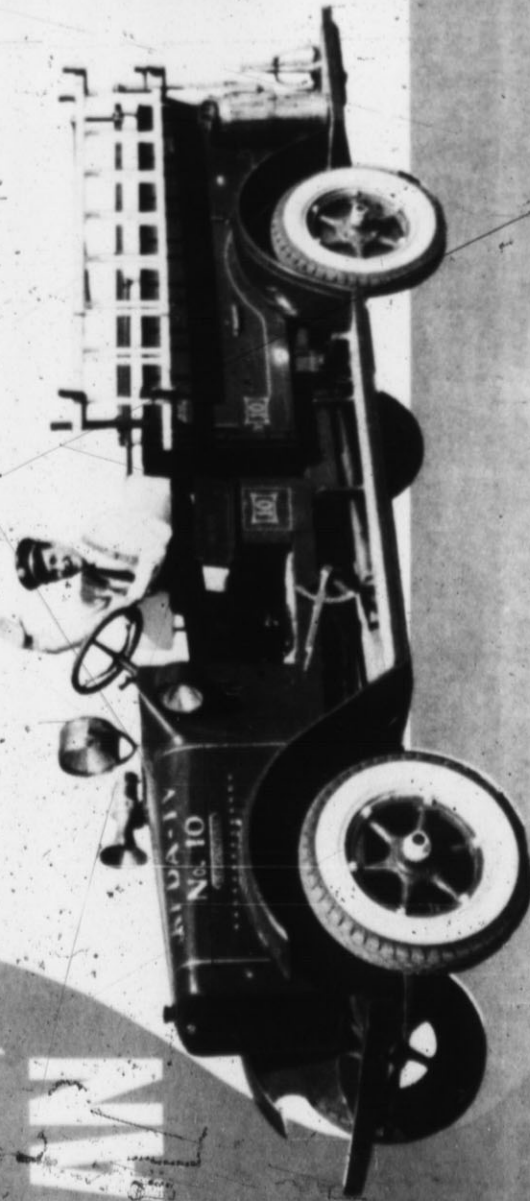
KFDA-TV FALL PROGRAM SCHEDULE



NETWORK
 STARS...
 STATION
 STARS...
 STARS...
 a galaxy of entertainment and information

KIDS FOLLOW THE STAR FIREMAN

FREDDIE THE FIREMAN

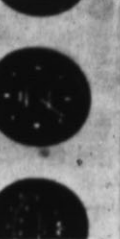


MORNING LINE-UP: 7:45 AM - 9:30 AM Captain Kangaroo, Mr. Magoo, Dick Tracy, Felix the Cat, Popeye
 AFTERNOON LINE-UP: 4:00 PM - 5:30 PM Popeye, Dick Tracy, Three Stooges, Bugs Bunny, Felix the Cat, Superman



STAR NEWS TEAM

Top newsmen Jim Pratt and Paul Young and the staff of 31 special reporters, get the news when it happens. With the help of the news team, they'll bring you the latest news from the field. TV-10 captures news happenings in record time. KFDA-TV's fleet of two-way radio cars connect with sheriff, highway patrol, police, patrol cars and ambulances. These superior facilities get the news to you first and right!



STAR WEATHER MAN

Weatherman True, trained meteorologist, plus the Showman True, make Dan True the Dean of Panhandle Weathermen. Weather forecasting from the Weather Map Machine and telegraph is amazingly accurate. Dan also gets weather bulletins from airline pilots and from radio contacts in surrounding towns. Weather information presented in clear, interesting way makes Dan True the unique weatherman.



STAR FARM REPORTER

The only complete Livestock and Farm Markets quotations on Television in our area are presented by Jack Tompkins, our Farm and Ranch Director. Jack drives to do objective and complete reporting on the Farm picture. He succeeds, by roaming the area in the TV-10 Ranch Wagon giving on-the-spot coverage, interviews, ideas and opinions. If you want to know what's going on in the Farming world, watch Jack twice daily.



STAR EDITORIAL REPORTER

National and international journalistic experience is the background for the editorial by Tom Martin. The editorials are thought-provoking and to the point. The comments and opinions are based on information gathered from throughout the nation, peering into the magazines, government documents and personal interviews. Whether the issue is national or local, it's sure to be a lively topic during Tom Martin's editorial on TV-10.



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kfda-tv
AMARILLO, TEXAS

STATION OF THE STARS

FOR COPIES OF THE TV-10 ILLUSTRATED PROGRAM SCHEDULE, MAIL THIS COUPON TO P.O. BOX 1400, AMARILLO, TEXAS.

NAME _____
ADDRESS _____
CITY _____
I WOULD LIKE TO HAVE _____ SCHEDULES.

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|------------|---------------------------|------------------------|-------------------------|--------------------------|---------------------|---------------------------|-----------------------|
| 6:00 P.M. | | | 6:00 PM TV-10 NEWS | 6:20 PM DAN TRUE WEATHER | | | |
| 6:30 P.M. | TO TELL THE TRUTH | ASSIGNMENT... | FANTASTIC | MISTER EDO | THE GREAT ADVENTURE | THE JACKIE GLEASON SHOW | MY FAVORITE MARTIAN |
| 7:00 P.M. | I'VE GOT A SECRET | THE RED SKELTON HOUR | | RAWVIDEO | ROUTE 66 | THE NEW PHIL SILVERS SHOW | THE ED SULLIVAN SHOW |
| 7:30 P.M. | THE LUCY SHOW | PETTICOAT JUNCTION | THE BEVERLY HILLBILLIES | | | | |
| 8:00 P.M. | THE DANNY THOMAS SHOW | THE JACK BENNY PROGRAM | THE DICK VAN DYKE SHOW | | THE TWILIGHT ZONE | DEFENDERS | THE JUDY GARLAND SHOW |
| 8:30 P.M. | THE ANDY GRIFFITH SHOW | | | PERRY MASON | PASSWORD | GUNSMOKE | CANDID CAMERA |
| 9:00 P.M. | THE ALFRED HITCHCOCK HOUR | THE GARRY MOORE SHOW | | THE NURSES | | | WHAT'S MY LINE? |
| 9:30 P.M. | | | | | | | |
| 10:00 P.M. | | | | | | | |
| 10:30 P.M. | | | | | | | |
| 10:55 P.M. | | | | | | | |

"THE FIFTEEN CENT FLICKER," THE ONLY STATION WITH MOVIES SEVEN NIGHTS A WEEK

Oct. 14 CRIMINAL LAWYER Pat O'Brien, Jane Wyatt
Oct. 21 GUNFIGHTERS Randolph Scott, Barbara Britton
Oct. 28 HOT ROD GIRL Loni Nanton, John Smith
Nov. 4 AMERICAN GUERRILLA IN THE PHILIPPINES
Nov. 11 THE MIAMI STORY B. Sullivan, A. Garland
Nov. 18 THE DARK PAST William Holden, Lee J. Cobb
Nov. 25 SABBIE JET Robert Stack, Colleen Gray

Oct. 16 SONG OF RUSSIA Robert Taylor, Susan Peters
Oct. 23 TWELVE O'CLOCK HIGH G. Peck, D. Jagger
Oct. 30 THE BAREFOOT CONTESSA A. Gardner, Bogart
Nov. 6 THE UNTAMED BREED Sonny Tufts, B. Britton
Nov. 12 SUDDENLY Frank Sinatra, Sterling Hayden
Nov. 19 MISSION IN MOROCCO L. Barker, J. Redding
Nov. 26 THE MAZE Richard Carlson, Veronica Hurst
Rev. 3 THE REVENGE OF THE ZOMBIES Carolee, Storm

Oct. 18 PARATROOPER Alan Ladd, Susan Stephens
Oct. 25 THE SECRET OF CONVICT LAKE Ford, Turrey
Oct. 30 CHINA GATE Gene Barry, Angie Dickinson
Nov. 6 MISS SADIE THOMPSON R. Hayworth, J. Farrow
Nov. 13 711 OCEAN DRIVE Edmund O'Brien, Jeanne Dan
Nov. 20 ANGELS ONE FIVE Jack Huston, Dupree Gray
Nov. 27 DRIVE A CROOKED ROAD M. Rooney, D. Feather

Oct. 17 CORONER CREEK B. Scott M. Chapman
Oct. 24 THUNDERING JETS Rex Reason, Audrey Dalton
Oct. 31 TWELVE ANGRY MEN Henry Fonda, Lee Cobb
Nov. 7 DOWN TO THE SEA IN SHIPS W. Wadsworth, B. Barymore
Nov. 14 WHISKEY POOL Gene Tierney, Jane Farrow
Nov. 21 BEACH HEAD Tony Curtis, Frank Lovejoy
Nov. 28 STEEL LADY Tab Hunter, Red Cameron

Oct. 19 THE UNEARLY - KING OF THE ZOMBIES
Oct. 26 THE THING - RETURN OF THE APFAN
Nov. 2 RROONS - CURSE OF THE FACELESS MAN
Nov. 9 CREEPING UNKNOWN-CURSE OF DIACULA
Nov. 16 GHOST DIVER-MONSTER PIEDRAS BLANCAS
Nov. 23 KILLERS FROM SPACE THE APE
Nov. 30 BACK FROM THE DEAD
Nov. 17 NIGHT OF THE HUNTER R. Mitchum, S. Wain
Nov. 24 PUSH OVER Fred MacMurray, Kim Novak

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NEWS FINAL