

Hereford...

(Continued from Page 1)
This is no time to let politics interfere with the nation's progress.

Dick Barnard, furniture store manager, said: "From a training and experience standpoint, he's capable. I think he'll make a good president." Mildred Guim, 105 Ave. B, Saturday wrote the following lines about President Kennedy's assassination: "With Jackie so

pretty, he stepped off the plane, greeting the crowds, so seemingly sane. It seemed his smile was just a bit tense, as he shook dozens of hands from over the fence."

"In the bubble-top car, 'neath the Texas sun, those shots rang out in the race death won. For the sniper's bullet was so carefully aimed, leaving the world stunned, saddened and disdainful."

"Politically many 'straddled the fence'. A man of courage to please all, he couldn't commence. So he lived his conviction with deep concern, whether for or against, the world must learn."

"To fight against enemy that will break a heart, to live in love and stand ready to depart. When the Master gives 'us' that last command. Before him in judgement, we all must stand."

Louis Woodford: "It's the most tragic thing for the people of Texas, the United States and the world. He was a young,

courageous man with a warm feeling for all people. It is sad that we cannot eliminate the radical wings that have agitated and caused trouble over the years. May I add that I think the United States is in good hands under the able leadership of President Johnson."

Hospital Notes:

Patients in Hospital
Rosalinda Esquivel, Box 602; Mrs. Leon Baker, 344 Schley; Sam Provence, Box 445; Lloyd R. Hubbard, 215 Western; Teresa Daniels, 602 East Fourth; Mrs. Lynn Warren, 336 Avenue A.; Mrs. J. Nolan Grady, 116 Avenue J; Mrs. Ida Madden, 420 Avenue J; Mrs. N. A. Greer, 118 West Central, Amarillo; James McMahan, Route 3, Friona; Fred H. Oberthier, 511 North Miles; Mrs. Anthony Braggman, Route 4; Mrs. Bob Mooney, 700 Northwest Seventh, Dimmitt; William G. Koeninger, Box 56, Vega; Mrs. Fannie M. Clingsmith, 307 Northwest Second, Dimmitt; Mary Elizabeth Foshee, Route 4; Billy Fitzgerald, 139 East Third; Mrs. G. C. Kennedy, 1436 Axtell, Clovis, N. M.; Mrs. Carolina Ortiz, General Delivery; A. H. Swigart, Box 341; Ray Dopson, 115 Gough; Jack Grady, Box 414; Mrs. Clara Shore, 304 Jowell; Mrs. P. G. Hennigh, Route 4; Mrs. Faye Brownlow, 314 Park; Mrs. Obe-J. Wilson Jr., 218 North 25 Mile Avenue; Mrs. Don Davison, 121 Avenue E; Mrs. Amanda Strong, Route 1; Eddie L. Jordan, Box 685, Plainview; Mrs. Billy Newman, 207 North Mississippi, Amarillo; Karl H. Hare, 121 Emma; Henry Tiefel, 336 East Fourth; Mrs. Anna M. Price, Box 232, Vega; Mrs. William E. Bennett, Box 243, Amherst.

Dismissals

Mrs. G. W. Williams, Mrs. H. G. Hetzler, Mrs. Mary Brumley, Mrs. James P. McCutchen, Sandra Lynn Fields, Mrs. Cleveland Rudic, Mrs. Leon O. Yell, 11-20.
Dustin Lee Wilcox, Melvin G. Powell, Ronnie Ray Burgess, Mrs. Eugene F. Gallagher, Mrs. Manuel Galvan, Mrs. Raimon Zamarripa, Patsy Johnson, Wray, Mrs. Jose Escobedo, 11-21.
Mrs. Fidel A. Esparza, Mrs. Daniel Martinez, Mrs. William E. Compton, Mrs. Alejandro A. Molina, Terry Sparks, Beverly Auten, Mrs. Virgil M. Ferguson, 11-22.
Mrs. A. J. Schroeter, 11-23.

OPTOMETRISTS

Dr. Milton C. Adams
Dr. Dale H. Wynn
335 Miles EM 4-2255

Office Hours

Mon. - Fri. 8:30-5:00
Saturdays 8:30 - 1:00
DRS. ADAMS & WYNN

Mrs. Perrin Is Speaker For Bay View Club

"We are in the midst of a social revolution brought about by the insistent demands of a minority group—the 15 million American Negroes," said Mrs. Carl Perrin as she presented a study of "The American Negro" to members of Bay View Study Club Thursday.

Mrs. Perrin traced the history of the American Negro from slavery to the present and stressed education and working opportunities. She pointed out areas of discrimination and discussed attempts toward solution of the situation.

During the business meeting, conducted by Mrs. Jack Gilliland, the club members voted to

4-H Council Met November 18

4-H Leaders' Council met Nov. 18 at the Community Center. Reports were given on the activities of the 4-H clubs in the area.

It was announced that Dec. 16 will be the date for the county wide Christmas party. Jan. 4 is the date set for the 4-H Bake Show. More details will come later.

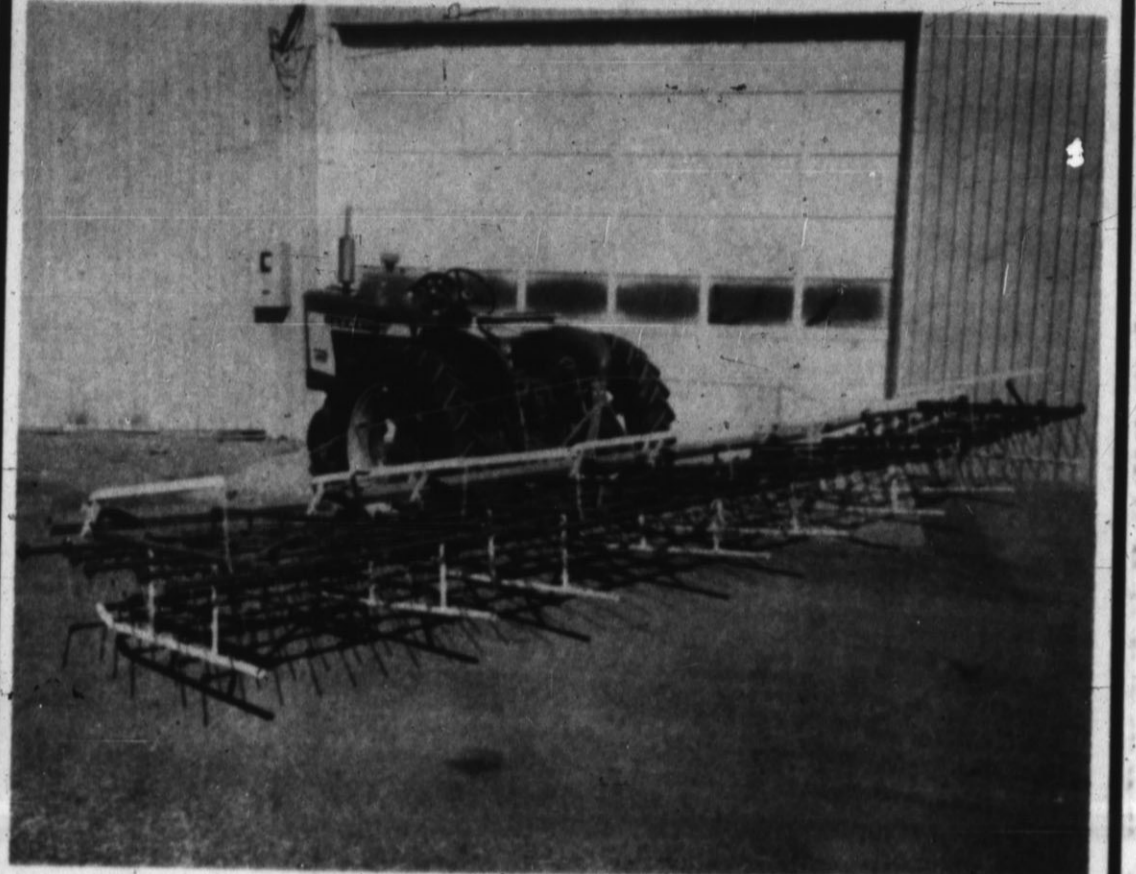
Lefty Thomas gave an evaluation on the livestock grooming division at the day long session held for 4-Hers Saturday, Nov. 9. Jean Beene gave her evaluation of the afternoon cooking session which was also held Nov. 9 in the session. Both divisions were well attended.

Reports on the achievements banquet were given by Mrs. Frank Robbins and Mrs. A. J. Bezner.

Present for the meeting were: Mrs. Harold Head, Mrs. Frank Robbins, Mrs. A. J. Bezner, Mrs. Melvin Sumner, Mrs. Orval Galley, Mrs. Norman Minks, Mrs. Leo Witkowski, Mrs. E. C. Hammett, Mrs. Jimmie Jesko, Jean Beene, assistant home demonstration agent, and Lefty Thomas, county agent.

send literacy kits to a school in Guatemala and packed a box for shipment to the hospital in Wichita Falls. Mrs. W. F. Hardwick was hostess. A guest was Mrs. Emily Hughes, Santa Fe, N. M. Others present were Mrs. Perrin, Mrs. W. H. Reid, Mrs. R. B. Miller, Mrs. Ansel McDowell, Mrs. Dexter Lillie, Mrs. J. W. Kirby, Mrs. W. S. Kerr, Mrs. A. M. Jones, Mrs. John Harper, Mrs. Jimmie Gillentine, Mrs. Gilliland, Mrs. Howard Gault, Mrs. Bruce Burney, Mrs. Richard Barnard, Mrs. Leroy Aven, and Mrs. D. H. Alexander.

ACE Coil Tine Harrow



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Beets - Cotton - Milo

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DIMMITT HIWAY



'Twas the night before Christmas and under the tree lay presents for all from Coby and me. Our portraits will bring joy and good cheer, not just at Christmas, but for many a year. Bill Brady Photography Studio, across the street east of the courthouse, phone EM 4-2610.

1 WAY TO CUT DRIVING COSTS.

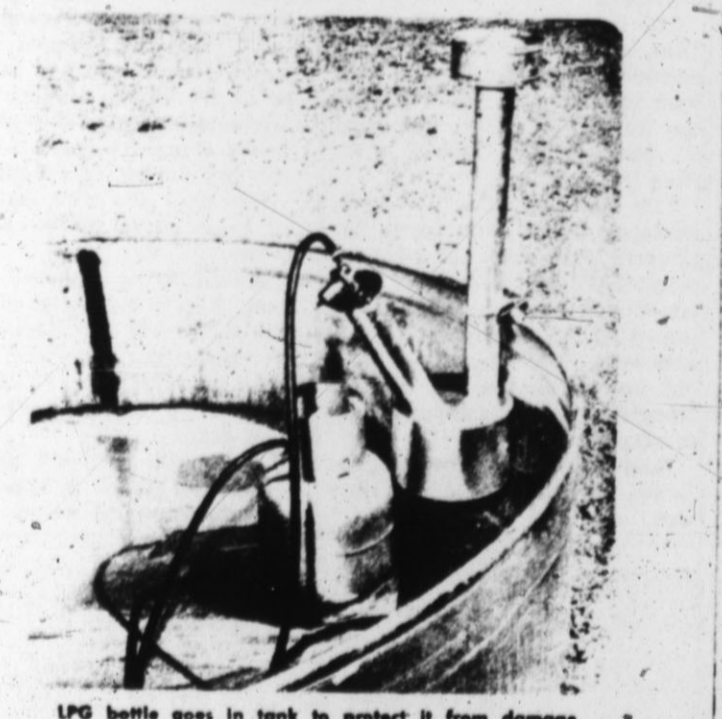
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Driving on worn tires is asking for trouble. For safety's sake, see us now!

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Now... an LPG stock tank heater you can own for little more than you'd pay for the oil-burning kind



LPG bottle goes in tank to protect it from damage. Warm water helps keep LPG liquid, readily vaporizing even at lowest temperatures.

Keeps tanks up to 12-ft. diameter ice-free for as long as three days in weather 15°-20° below!

Entire unit, including gas bottle, goes in tank to prevent damage by cattle. **\$49⁹⁵**

Packard Milling Co.

122 S. MAIN EM 4-2676

Discuss Plans For District 13 VFW Meeting

At the Nov. 18 meeting of V.F.W. Auxiliary, it was announced that the Hereford V.F.W. and Auxiliary would host the District 13 meeting Dec. 6-7. Preliminary plans were discussed, and the group will meet Dec. 2 to complete arrangements.

President Nola Ralston, Alta Davis, and Ada Hollabaugh reported a visit to the Dimmitt V.F.W. Auxiliary Tuesday night. Mrs. Hollabaugh, as district deputy inspector, made the inspection for the Dimmitt group. Members present were Alta Davis, Nola Ralston, William Clark, Orpha Nickerson, Bessie Hawkins, Rosa Evans, Martha Bridges, and Ada Hollabaugh.

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EM 4-1888

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STARTS MONDAY 1:00 P.M.
LIMITED QUANTITIES. BROKEN SIZES - OTHER ITEMS TOO NUMEROUS TO MENTION!

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Washable Woolens	2 ⁴⁴ yd.
Iridescent Suifings	1 ⁸⁸ yd.
Printed Corduroy	99c yd.
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Wears like iron, warmly lined! Perfect for boys or girls! Elastic waistband and cuffs! Machine wash.

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GIRLS	WOMENS
\$7-\$9-\$10-\$12	\$10-\$14-\$17-\$22
Boys and Mens Nylon Parkas	7.88 - 9.88

WOMEN'S BLOUSES	1.50	11 Only WOVEN SPREADS	2.99
20 ONLY Infants Knit Shirts	50c	Group of INFANTS PLAYWEAR	\$1
12 ONLY Colored Sheets	\$1	14 Only MEN'S SPORT SHIRTS	1.50
5 ONLY Infants Blankets	\$2	11 Only BOYS PAJAMAS	\$1
BLANKETS and SPREADS	\$5	9 Only THROW RUGS	\$3
Full Size — YOUR CHOICE		LADIES GIRDLIES	2 for \$5
Ladies Petti Pants	1.66	LADIES SLIPS	1 88
LADIES BETTER DRESSES	\$4-\$6-\$8	HALF OR FULL BIG SELECTION	
LADIES HOUSE DRESSES	2 for \$5	LADIES LEATHER PALM GLOVES	\$1
PILLOW SPECTACULAR		Unhemmed Flour Squares	5 for \$1
KAPOK \$2 FOAM \$3 DACRON POLYESTER \$4		21 Pair MEN'S SLACKS	\$5
WOMENS FALL SKIRTS	\$3-\$5-\$7	18 Pair BOY'S PANTS	2.50
LADIES COTTON ANKLETS	4 for \$1	SHOES REDUCED	\$3 \$4 \$5
WASHABLE CAFE CURTAINS	2 for \$5	FOR THE FAMILY	

CHARGE IT! Don't let these great buys get away! Penney's, 313 N. Main is open Monday thru Friday 9 to 6:00; Saturdays, 9 a.m. till 9 p.m.

Levelland...

(Continued from Page 1) Hereford pass to give the ball to the visitors who then put on a goal march that pushed down to the one-yard line. From there, Doug McCain cut over right period, Burton intercepted a

Two...

(Continued from Page 1) The collision occurred as a 19-32 model American-made compact, driven by Mrs. Peggy T. Cagle, 26, 215 Star, rammed broadside into a 1956 station wagon, driven by Mrs. Mae M. West, 21, 305 Ave. F.

At the time of the accident, the Cagle vehicle was headed north on McKinley. The station wagon, driven by Mrs. West, was traveling west. At the intersection, according to a Hereford Police Department spokesman, Mrs. West "failed to observe the stop sign" and was hit broadside by the oncoming automobile. The force of the impact smashed the front of the smaller

\$182,000...

(Continued from Page 1) Thomas, business manager, will consist of 25 rooms in addition to a reception room, kitchen and dining area.

It is to be built to care for older adults who are in need of constant medical attention. The third and final unit of King's Manor is the \$100,000 well-care unit to be added to the present structure.

Board members present at the Thursday meeting were D. L. Adcock, Lamesa, chairman; J. C. McCracken, Mrs. Dyalthia Benson, the Rev. Davidson, and the Rev. H. L. Thurston. Also present were representatives of the architectural firm and Barker as a representative of Hill-Burton.

Around...

(Continued from Page 1) wants a brother-sister doll, play wigs, and a bicycle, and presents for her two brothers whom she says "have been good, too."

Persons in the Hereford area again Saturday were asked to get in their enrollments immediately if they want to enter a proposed 40-hour adult Spanish course. Interested persons were asked to call Dorothy Mercer at EM4-0618. If enough people show interest, the class will be organized. Fee will be approximately \$20.

With football suits in mothballs now, the public was invited Saturday to see the Whiteface basketball team in action. The first game will be here Tuesday night when the 'Faces' meet Caprock Longhorns.

Cool...

(Continued from Page 1) The county agent says the county has between 140,000 and 150,000 acres planted to wheat this year.

Carrot harvest probably will wind up within the next two or three weeks. Generally speaking, the yield has been good and price is holding up well.

George Washington died December 14, 1799.

United...

(Continued from Page 1) Pastures are making out well, the county agent says, although native grasses are now dormant. Barley, oats and rye, although not planted extensively, will provide some pasture for cattle.

There still are persons who solicitors have been unable to contact for one reason or another, it was explained, and it is to these individuals especially that UF officials directed their plea.

Mesquite wood is a fine furniture wood.

DANCE
TO THE MUSIC OF
The Golden Spread Boys

Wednesday, Nov. 27

HEREFORD, TEXAS
BENEFIT DANCE — PUBLIC INVITED
IOOF Hall
205 E. 6th
8:00 P. M. till 12:00 P. M.

Despite their loss, the 'Faces' played a good brand of ball Friday night, frequently showing some of the best defense they had exhibited all season. Their would-be scoring plays just wouldn't seem to click.

Pigg was Levelland's most outstanding performer in Friday night's game. For defense, Roger Smith and Kent McInroe did good jobs.

Eugene Green, J. Carter and Neal Leub were Hereford's defensive stars, while Haney, Cain and Higgins did most of the ground-gaining for the Whitefaces.

The Whitefaces open their basketball season next Tuesday night, meeting the Caprock Longhorns here in the season's starter. Three tournaments are included on the 'Faces' 1963-64 cage season.

You Can Spend The Holidays In Your New AWARD HOME

There is still time to move in by Christmas if we start now. You can cook your turkey in a built-in oven and hang your stockings on a beautiful corner fireplace.

No Money Down if you have a home to trade

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Anthony's **WONDERFUL CHRISTMAS GIFTS FOR EVERYONE**

Boys' Long Sleeve SPORT SHIRTS

2.98

Sizes: 10 to 20

Long sleeve sport shirts tailored to perfection. Fashioned in new Holiday polished cotton sateen. Corded prints in medium dark tones. Button-down collars. Neatly detailed. See our grand selection — you'll want several for the young man in your life.



Tab or Regular Collar White Pima Dress Shirts

2 FOR \$10

Men's white Pima dress shirt styled with tab or regular collar, convertible, barrel cuff, tapered body. Masterfully detailed and tailored. Sizes 14 1/2 to 16, sleeve lengths 32 to 34. An elegant gift and one that no man has too many of!



Ladies' Pretty Petti-Pants

1.98

Sizes: 5-6-7

To make her wardrobe complete she'll need several pairs of pretty petti-pants to wear under her skirts and dresses. These are fashioned in nylon, cut and trimmed with delicate cord trim lace over sheer folded tulle. Cardinal Red White Beige Black.



Ladies Beautiful 3-Pc. Travel Set

Exquisitely tailored three piece nylon travel set. Pajamas have a front trim with 22 or 24 and button front tops. Bottoms have elastic belt. Matching robes, styled with three-quarter length sleeves and ruffled pockets. Select of Cardinal Red Navy Blue Ball Rowelud Pink. Sizes 32 to 42.



Ladies' Comfortable ONE PIECE PANTY HOSE

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One piece garment of panty, brief and interrest stockings. Smooth, comfortable, fits like a second skin. No girdles, no garters. No garter belt. Maximum comfort from your waist to your toes. All nylon, seamless. In autumn shades.

- Small
- Medium
- Medium Tall
- Tall



Heart and Hearth Warming Robe...

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Ladies quilt nylon robe, soft as a cloud and tailored with elegant, elegant, elegant sleeves. Turtleneck collar. Chimborazo wadding. Colors: Bonfire Red, Royal Blue. Sizes 16 to 18.



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COSTUME JEWELRY

5.95 TO 24.95

little Miss 66c
Other \$1.00 \$1.99

Men's and Youngmen's SWEATERS

Here are sweaters that will keep you warm, comfortable and smart looking throughout the cool seasons. Made of fine wool blends, arlon blends, mohair and wool blends, wool and nylon blends, exquisite detailing to please the most discriminating man. Wonderful selection of most popular colors and combinations... expert workmanship.



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If you are having trouble making the down payment on a house see us about a lease purchase plan on some real nice homes, 2 bedrooms through 4 bedrooms. H26, H27 and H318.
 Fireplace, den, fiberglass drapes, carpets, built-ins, 3 bedrooms, 1 1/2 baths, 150 Centre. Call for appointment H34.

New split-level elegance, 105 Fir. Four bedrooms, 2 baths, large den, colored bath fixtures. Will trade for your old house. H319.

Beautiful home on Texas... complete in every detail. Shown by appointment only.

Three bedroom brick, 1 1/2 baths, carpets, central heat. 1700 sq. ft. \$17,500. Large utility room and double garage. H33

Three bedroom brick, FHA, \$350 down plus closing. 936 Ave. K. H37

WANTED

640 acre farm anywhere from Westway up to Ford. Doesn't have to be perfect land. We have a buyer right now.

A commercial lot on 25 Mile Avenue for a hamburger stand. Party will lease or buy.

10 to 15 sections of good short grass anyplace in the northern panhandle or northeastern New Mexico. The man has the money right now.

FARMS

640 acres, three 8 inch wells and one 6 inch well, 1800 yards of tile, 170 acres wheat, 180 milo, 10 cotton. Excellent houses and barn. On pavement. 29% down, terms to suit on balance at 5 1/2% interest. Let's go look at it. F42.

One half section raw land near Dumas. \$250 an acre. Yes, it is good land; good water. F37

Five and three quarter section ranch. Plenty of water. 150 to 175 cows. 29% down, \$32.50 an acre. R17

Half section, North Plains. \$250.00 an acre, \$39,000 down, easy terms on balance. Three bedroom home, barn, one 8 inch well, 40 acres permanent grass for cattle. F33

EVENINGS & SUNDAYS

Lloyd Pool EM 4-1207 Oliver Streu EM 4-2857
 J. L. Marcum EM 4-2691 Francis Hardwick EM 4-2241

ANOTHER

Chateau INN

TO BE BUILT AT

500 WEST FIRST

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New Homes

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ENJOY THE HOLIDAYS IN A HOME OF YOUR OWN

107 Fir — Three bedrooms, 2 tile baths, carpeted, country kitchen and den. All electric. Small down; trade for your equity.

111 Fir — Three bedrooms, 2 tile baths, carpeted, country kitchen and den, living room. All electric. Move in, \$750 down.

Large 3 bedroom, 2860 sq. ft., has everything. One of Hereford's nicest. Shown by appointment only.

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 124 Gough St. EM 4-3489

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Since we have sold some of our potato land and have 2 potato sheds, we need more acres of potatoes to process and sell. We have plenty of certified seed available. (Gems, Dazocs, Lasodas, Kenobecs, Rushmores)

Call
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REXAIR - Excellent Condition	\$49.75
KIRBY and Attachments Late Model	\$87.75
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HOOVER Convertible Upright	\$34.50
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BARGAIN, POWDER table. French Provincial Cherry Wood. Perfect condition. \$49.00. Woody Wilson EM4-1464, Home EM4-2003. B-1-15-20-3C

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FOR SALE: 1956 F-800 Ford truck with new 15 1/2 grain box and dump. 1956 Dodge K with new 15 1/2 grain box; dump. EM 4-2033. B-2-25-21-3P

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1956 Chevy Impala. Really good shape. Automatic, rolled and painted. Real sharp. Call EM 4-0454. B-3-14-17-tfx

1954 CHEVROLET. \$175.00. See 20 Miles North of Hereford. Phone 287-4413. Vega. B-3-12-47-3C

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 Trailers, new International Scouts, Pickups, Trucks. Used Truck and Trailer Parts, Winches, Axles, Wheels, Etc.
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Complete Turn Key Installations of Pumps and Gear Drives

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FARMS	HOMES
<p>Half section — perfect — 10 inch water, over 120 acres cotton, nice house; Seeing is believing. \$210,000. Will trade.</p> <p>Half section, over 60 acres cotton, rest good allotments. Lays good. 4 wells, 1 1/2 miles of tile. \$325 per acre, low down payment.</p> <p>160 acres. 20 acres cotton, 20 wheat, 20 grass, 90 maize. One 8" and one 6" well \$450 per acre. Wants to sell now.</p> <p>Half section dryland at \$125 on pavement. Low down payment.</p> <p>Half section, two 8" wells, excellent water, house, good allotments. \$450 per acre, 29% down. Will trade.</p> <p>SMALL ACREAGES</p> <p>15 acres. Will trade for house or cash. \$10,950. \$4,700 loan, very reasonable payments.</p> <p>10 acres, fenced. Give an offer. Close to Hereford. Lays good. Four inch well.</p> <p>Three acres close in. \$1500 per acre.</p>	<p>On west side of Beach Street ready to move into. Three bedrooms, two baths, built-ins, carpet, double garage. \$14,200, \$450 down, \$350 closing costs.</p> <p>Brick construction. Three bedrooms, 1 1/2 baths, built-ins, carpet. \$12,500. \$400 down, \$350 closing.</p> <p>Two new homes in NW Hereford. Three bedrooms, 2 baths, carpet, fireplace, disposal, dishwasher, built-ins. See them today. \$17,500 and \$18,500.</p>

NEW! Building now! Two spacious, luxurious homes by Parker and Douglas on Westhaven Drive. Highly restricted area. Let us show you homes we have built and the plans on these new homes by Architect Houston Miller.

Two bedroom, newly decorated. 501 nylon carpet. \$7500, 10% down. No closing costs.

We will try to trade for your equity on a new home. Come by 200 Beach, 200 Aspen, 500 Westhaven or 700 Irving Streets to see our new homes. Our homes require 3% down, FHA, with closing costs.

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Buy With Confidence

JUSTICE

HOUSES

Modern three bedroom with the newest features. Excellent location, immediate occupancy. Low-down payment.

We have some very nice two bedroom homes ranging from \$8,000 to \$20,000. If you want a two bedroom home be sure and call us.

Large four bedroom house, newly decorated with new carpet and drapes. On small acreage near town.

Three bedroom with large den, fenced, excellent location near Northwest Elementary School. \$12,500, low down payment.

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

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

WESSONS, SPECIALS
Office Building For Sale: As we are moving out on the Dimmitt highway, our office building located here in Hereford at 201 25 Mile Ave. is for sale to be moved.
Suburban Home: Large beautiful home, beautiful location right near Hereford for sale. Price terms and other information on request.
20 Acre Farm: Perfect level land, located right near Hereford. 5 room modern house, good irrigation well, to sell on good terms. See us for price terms and location.
Phones: EM 4-2528 EM 4-2860
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Hereford, Texas
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HOMES
Campbell Real Estate Copy
2 DISTRESSED OWNERS MUST sell nice 3 bedroom homes in beautiful location with large loans at great losses to them. SEE US.
Large 2 bdr., 1 1/2 baths, large kitchen with extra cabinet space, Hugu game room with snooker table, double garage. Very nice. Appraised over \$20,000.00. Price \$19,400.
NEW equal opportunity home, nice location, 2 large bedrooms. Small down, \$67.00 per mo.
NICE house on Western St., either 2 or 3 bdr., beautiful location. Carpeted, \$10,000.
NEW 2 bdr. frame house on Ave. D. \$7,500.
FARMS
TABLETOP long sec. with 6 good wells tied together. Good allotments, very clean-certified seed contract available. Improved. A true BARGAIN at \$365 per acre. Will trade.
Quarter section in Castro County off Dimmitt Highway. Fully alloted, inc. cotton. Good 8" well, will trade for good half. \$425 per acre.
CHOICE 80 A. on pavement, improved, near the city.
CATTLE BUYERS, call for Zearl Consler or Doc Kennedy.
CAMPBELL REAL ESTATE
1 1/2 mi. W. on U.S. 60
E. 4-0972
Mrs. Gwen Leatherman, res. EM 4-1650
"Mutt" Wheeler, EM 4-3798
Jack Campbell
Bruce Plummer, EM 4-0798
Gene Campbell, EM 4-0789
S-4-20-2c

DEAN BINGHAM LAND COMPANY
Farms - Ranches
Loan Service
116 S. 25 Mile Ave.
Phone EM 4-0410
B-4-15-TFC
(Continued on Page 6)

SERVICE ON Black & White & Color TELEVISION Any Make or Model
SUNSET APPLIANCE
906 Lee EM4-3472

Reliance HOMES BY FOXWORTH CALBRAITH
NO DOWN PAYMENT
NO CLOSING COSTS

CHARLIE BELL SELLS Southwestern Life

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

CUSTOM FEEDING Growing - Finishing Rations
CHARLIE STONE
EM 4-2224

We have several good farms for sale, close to Hereford.
G. W. NEWSOM AGENCY
Phon. EM 4-1733
EM 4-3338

GO GO GO

You've Never Seen Such Thorough Service
STOP IN SOON
Phillip "66" Products
EAST SIDE "66"
Rocky Stewart
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TV - Radio - Phonograph All makes & Models
REPAIRS & SERVICE
HUCKERT TELEVISION
143 N. Main EM 4-3702

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

POWELL TV & RADIO SERVICE
Years of Experience On All Makes
EMMETT POWELL
105 Grand Ave.
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FOR Gas • Wash • Grease • Wheel Balancing • Minor Repairs
BOYD'S HUMBLE SERVICE
EM 4-1110
Hiway 60 & 385

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

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

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

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

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

FARMS
Deaf Smith County
1/2 section, all cultivation, 1 good 6 inch well, 23 cotton, 31 wheat, 81 milo. Priced at \$475.00 per acre, 29% down.
Castro County
1/4 section, all cultivation, 1 8 inch well, approx. one-half mile of tile, 40 cotton, 23 wheat, good milo base. Priced at \$400.00 per acre, 29% down, balance 10-15 years.
Parmer County
160 acres, 8 inch well, nat. gas, 3 bedroom house, approx. 22 cotton, 10 wheat, 113 milo. Priced at \$367.50 per acre, \$20,000.00 down.
Castro County
Nice one-half section, 2 8 inch wells, one-half mile of tile, 19 cotton, 155 milo, 40 wheat, 30 sugar beets, 3 bedroom house, \$74,500.00 down and 20 equal payments on balance.
Deaf Smith County
1120 acres, 1100 cultivation, 6 good wells, some tile, extra good wheat and milo, \$350 per acre.
We have lots of good listings on one-half, one-quarter sections, and larger. Some will trade.
44.8 acres on paving, 6 inch water area, some allot., put down well and pump for collateral, carry full price on 10 equal yearly payments. \$225 per acre.

HOMES
Large 3 bedroom house, kitchen and den combination, garage, central heat and air conditioning, close to schools, priced at \$13,500, has existing FHA loan.
FOR SALE Two bedroom home. Excellent location, immediate Occupancy. Call Av-44516.
B-4-10-45-7c

LARGE THREE Bedroom house, fenced back yard, excessive storage space. Ideal for children. Only \$84. month payments and low equity. Call EM4-0772.
B-4-22-47-2C

BUILDINGS BUILDINGS! Will build to suit tenant will build, sell land, turnkey job. Will finance long term.
All Steel Colored Metal Buildings
There are 7 lots left in South Park (B & B Oliver & Patterson Chemical), there is one lot 200 foot front X 196 feet on North 25 Mile Ave. (Mona Lisa Trailer Court) Several locations on Canyon Highway.
SAM NUNNALLY LONE STAR AGENCY
Sixth & Main
EM 4-0555 Nite EM 4-2814
B-4-19-18-1fc

NEW TWO BEDROOM 12 unit apartment house. One of the nicest in Hereford. \$1100 monthly income. Priced at \$96,000. 8 year pay out. Might take part trade.
Write Box 7058, Amarillo or call FL 6-2757.
B-4-47-2c

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

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

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

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

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

A HEALTHFUL HINT FROM YOUR PHARMACY
McDowell DRUG
EM 4-1313

WOMEN PAST 21 WITH BLADDER IRRITATION
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, **CVSTEX** usually brings fast, relaxing comfort by curbing irritating germs in strong, acid urine and by analgesic pain relief. Get **CVSTEX** at druggists. Feel better fast.

GOLDEN SPREAD HOMES
"The Best Buy on homes in Hereford"
Total Move In Cost... \$665.00
Call DON BROWN - Tullio WY 5-2580 or WY 5-3307 or Local Agent **MICHAEL WILSON** Roy Smith Real Estate

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

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

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

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

FOR DISTILLED WATER—OZARKA WATER
Soft Water Service
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HEREFORD, TEXAS

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

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

BILL DING says:
FROM ANY HOUSE HERE'S QUITE AN EARFUL.

"A COAT OF PAINT WILL MAKE ME CHEERFUL"
HUCKERT LUMBER COMPANY
1 Mile North on Hwy. 385
EM 4-0064

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 'NIF

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

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

Lions Club
meets each Wednesday, 12 Noon
Hotel Jim Hill

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

STEPHEN'S HUDSON FORD
Your Choice At \$99.00 AS IS
1952 STUDEBAKER T150-C
1951 BUICK AU9007
1952 BUICK F261-A
1954 BUICK M31-B
1954 OLDSMOBILE FF75
1953 BUICK R-25
1952 FORD 1/2 Ton R-34
- PICKUPS -
1952 FORD 1/2 Ton R-25
1953 FORD 1/2 Ton R-34
Your Choice At \$199.00 AS IS
1955 PONTIAC F-158-B
1956 PLYMOUTH STA. WAGON T-238-B
1956 OLDSMOBILE 88
Your Choice At \$299.00 AS IS
1957 FORD V-8 R-30
1957 BUICK STA. WAGON
1957 PLYMOUTH V-8
Your Choice At \$399.00 AS IS
1957 OLDSMOBILE 88 F202-B
1 - 1957 MERCURY R-24

\$99.00 SALE
YOUR CHOICE at \$899.00 as is
4 - 1960 FORD Pickups
1962 International Scout \$1599.00
YOUR CHOICE at \$1099.00 as is
4 - 1951 FORD Pickups
Monthly Payments With Reasonable Down Payment
- ONE YEAR WARRANTY -
2 - 1960 FORD GALAXIES MO. 43.07
2 - 1960 MERCURYS MO. 58.83
1961 FORD FAIRLANE MO. 48.00
1 - 1962 GALAXIE 500 MO. 63.21
1962 FORD FAIRLANE 821 MO. 59.00
1962 FORD White MO. 43.07

STEPHENS-HUDSON MOTOR COMPANY
First & Miles EM 4-2727
Hereford, Texas

THE SUNDAY BRAND
Established 1948
Published every Sunday at 136 Main St. Hereford, Texas.
James M. Gillentine, Editor and Publisher
Melvin Young, Managing Editor
Bill Penn, Adv. Mgr.
Subscription Rates: Zone 1 \$4.00 per year; Zone 2 and above \$5.00 per year. With the Hereford Brand both papers, Zone 1: \$4.95 per year. Zone 2: \$6.15 per year. Carrier delivery. 66 cents per month. Single copies 15 cents each.
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.

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

Classifieds...

(Continued from Page 5)
\$\$\$
ONE MILLION DOLLARS
 To lend on irrigated land in Deaf Smith, Castro and Parmer counties. For **PRUDENTIAL** America's Largest Farm Lender!
SAM NUNNALLY
 EM 4-0555 EM 4-2814
LONE STAR AGENCY
 B-4-1-27P

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

FOR SALE OR TRADE
 Two bedroom home, call EM 4-0795 B-4-21-1c

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

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

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

5. FOR RENT

BEDROOM FOR rent. Close in. 509 Ross Ave. Phone EM4-1628. B-5-10-21-2c

NICE TWO bedroom furnished Apartment. Whites only. Full-wood Electric. 232 West Third. B-5-12-21-tfc

MODERN FURNISHED garage apartment. With antenna. 805 North Lee Avenue. Phone EM-4-0738. B-5-12-21-tfc

APARTMENT FOR rent 505 Roosevelt. Single white man, woman, or couple. Three room, furnished. Bills paid. \$65 month. EM4-2023. B-5-19-21-1c

BEDROOM FOR rent. Mrs. W. M. Margart. 401 Lawton St. B-5-10-21-2c

LARGE 3 or 4 bedroom house. \$150 month. Mark IV Realtors, EM4-220. B-5-12-21-tfc

FOR RENT One bedroom furnished duplex to white couple. Good bed. Good location. Utilities paid. 711 East Third. B-5-18-21-tfc

FOR RENT one bedroom furnished apartment; bills paid. EM4-2177 or EM4-1735. B-5-11-21-1P

DUPLEX. WHITE couple. Bills paid. No pets. 116 Avenue A. S-5-10-20-tfc

UNFURNISHED TWO bedroom house. 131 North 25 Mile Avenue. S-5-10-20-tfc

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

FOR RENT Office on Hiway 60. Call EM4-3566. B-5-10-45-tfc

FOR RENT Two bedroom house, completely re-done. Double garage, Central heat. Call EM4-9016 or EM4-0553. B-5-15-47-tfc

6. WANTED

WANTED: Your repair work on all small electric appliances. Vern Witherspoon, 201 Jackson. Hereford, Texas. 4-6-31-TFC

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

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

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

7. Dressmaking-Ironing

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

8. HELP WANTED

Want To Buy SEWERS WANTED IMMEDIATELY

Work at home doing simple sewing. We supply materials and pay shipping both ways. Good rate of pay. Piece work. Apply, Dept. 4, Box 7010, Adelaide Post Office, Toronto, Ontario, Canada. B-8-21-1c

OUTSIDE HELP Needed. Apply to Manager, at Double K Drive In. B-8-10-20-tfc

WANTED AT ONCE Raleigh Dealer in Deaf Smith Co. or Hereford. See E. Giddon, Box 705, Canyon or write Raleigh TXK 160-3 Memphis, Tenn. B-8-47-2p

MAN TO Succeed Raleigh Dealer in Hereford or Deaf Smith Co. Over 25 preferred and Car necessary. Can earn \$125 and per week from start. Write Raleigh's, Dept. JX1 160-1135 Memphis, Tenn. or see or write E. Giddon Box 705 Canyon. B-8-41-21-1P

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

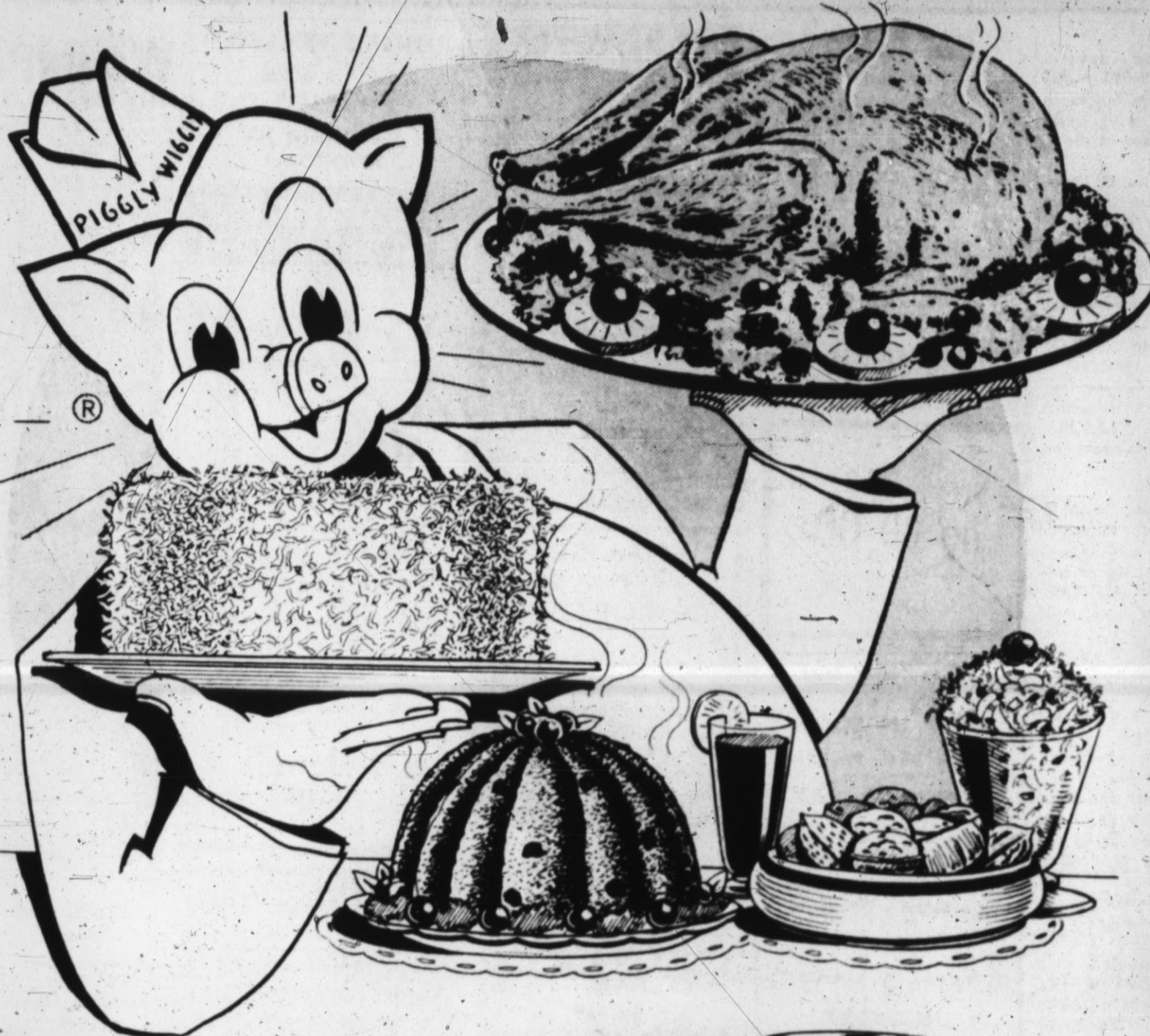
9. Situations Wanted

WANTED DEEP custom plowing. Phone 267-4023. Vega, Texas. Paul Metcalf. B-9-10-21-4P

(Continued on Page 7)

PIGGLY WIGGLY

has everything



Steak Knife SET
 Stainless Steel 6 Piece \$1.98

Carving Sets
 3 Piece Stainless Steel \$2.59

Whipping Cream
Buttermilk

Sour Cream Sealtest 8 oz. ctn. 25c
Egg Sealtest 4 Qt.

Miracle Whip
Stuffing Mix
Meads Rolls

Fritos 49¢ bag 39¢
Catsup Shurline

ICE CREAM
PUMPKIN

OYSTERS Blue Plate Cove 8 oz. 39c
MINCE MEAT Borden's 9oz. pkg. 37c

ALKA SELTZER 59¢ value 49¢
RAISINS Sunmaid Golden 15oz. 31¢

PIE PANS Worth More Aluminum 25¢
PAPER PLATES Diamond 40 ct. Polly Bag 79¢

FRUIT MIX Radiant 16oz. 69¢
DATES Dromedary Pound Pkg. 49¢

PICKLES Shurline Cucumber Sweets 4 for \$1
OLIVES Haase's Twin Pack Stuffed 69¢

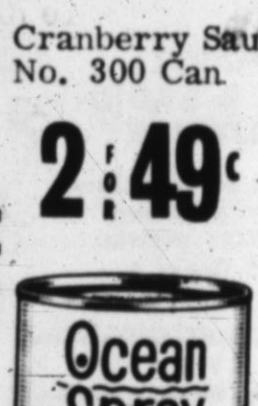
NAPKINS Kleenex Casual 75 ct. 27¢
SAGE Schillings 19¢

Poultry Seasoning Schillings 17¢
Pumpkin Pie Spice Schillings 27¢
Pie Crust Mix Betty Crocker 20oz. 39¢

EGGS SUNNY SIDE UP GRADE "A" MEDIUM DOZEN 39¢



PECANS ELLE 10 OZ. PKG. SHELLED 69¢



COFFEE MARYLAND CLUB LB. CAN 59¢

SOUP CAMPBELL'S NO. 1 CAN MEAT BASE 6 FOR \$1

YAMS EAST TEXAS 10¢

APPLES Red Rome 19¢ LB.
PUMPKINS Your Choice 25¢ LB.
PARSLEY Bunch 10¢
LEMONS Sunkist 25¢ LB.
Cranberries 25¢ LB. PKG.
Indian Corn each 19¢

ORANGES SUNKIST NAVAL 19¢ LB.

CELERY Green Fresh Crisp Pascal 2 25¢

USE QUICK SAND!
 WE WANT TO MOVE IN BY THE FIRST!

FOXY G SAYS:
 SORRY LADY - NO QUICK SAND. BUT QUICK SERVICE AND QUALITY

Reliance HOMES
 BY FOXWORTH-GALBRAITH

234 E. 2nd EM 4-1224
 HEREFORD, TEXAS

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

Everything you need for a magnificent...

Thanksgiving Dinner!

Your No. 1 dinner of the year — Thanksgiving! You'll find everything nice for Thanksgiving dinner awaiting your selection Piggly Wiggly. Turkeys—all sizes and prices! Wonderful fruits and vegetables. Traditional desserts... everything you'll need. The very nicest things, shop Piggly Wiggly!

- Cream** SEALTEST 1/2 PINT **29c**
- Cream** SEALTEST 1/2 GALLON **39c**
- Egg Nog** Sealtest **49c**
- Half & Half** Sealtest Pt. Ctn. **29c**
- Whip** KRAFT SALAD DRESSING qt. jar. **49c**
- Mix** BOND HERB SEASONED 7 oz. pkg. **2 FOR 49c**
- Is** FROZEN PARKER HOUSE 24 Ct. **2 FOR 49c**
- Peas** Libby's Frozen 10 oz. pkg. **19c**

- Potato Chips** Mead's 59¢ Bag **49c**
- Mince Pies** Morton's Frozen **35c**
- Pie Shells** 2 Pack Old South **29c**
- Lucky Whip** Aersol can 9 1/2 oz. **49c**
- Coconut** Bakers Angel Flake 14 oz. **59c**
- Marshmallow Creme** Kraft **25c**
- Aluminum Foil** Reynolds 25"x18" **59c**
- Nabisco Crackers** Pound Box **29c**
- Brown & Serve Rolls** 2: **49c**
- Fruit Cocktail** Hunt's 300 can **4: 19c**
- Asparagus** Shurfine 300 can **4: 19c**
- Cake Mix** Duncan Hines white-devil food spice-yellow **3: 19c**
- FLOUR** Shurfine 10 lb. bag **69c**

Cranberry Juice pt. jar **29c**

Westinghouse Roaster Oven
49.95 value Piggly Wiggly Price **\$32⁹⁵**



Mandarin Oranges Myco 11oz. **29c**

PUMPKIN Libby's 303 can **2 FOR 25c**

COCA COLA King Size or Regular 6 btl. ctn. **39c**

MIXED NUTS Fisher's 14 oz. can **69c**

CREAM PUMPKIN PIES

CLOVERLAKE FIRST QUALITY ALL FLAVORS

1/2 GAL. 59c
29c

MORTON'S FAMILY SIZE 20 OZ.

Double S & H Green Stamps Wednesday with \$2.50 purchase or more

PIGGLY WIGGLY WILL BE **CLOSED** THANKSGIVING DAY THURSDAY NOVEMBER 28th.

TURKEY
TOMS 18 lbs. and up **37c** NORBEST PLUMP BROAD BREASTED
HENS 9 to 14 lb. avg. **45c**

HENS Swift's 5 to 7 lb. avg. **39c**

BISCUITS SHUR-FRESH 3 FOR **25c**

FRYERS Town & Country Frozen Cut Up **29c**

HAMS Wright's Fully Cooked 1/2 or Whole **43c**

Classifieds...

(Continued from Page 6)
FOR CUSTOM farm work, Call Dan Jones. EM4-3225. B-9-10-46-8C

10. NOTICE

Man or Woman OWN YOUR OWN BUSINESS
A new item. First time offered. Start in spare time, if satisfied then work full time. Refilling and collecting money from bulk machines in this area. To qualify you must have a car, reference, \$500 to \$1,000 cash to secure territory and inventory. (Deposit secured by written contract.) Devoting a few hours a week to business your end on percentages of collections should net above average income with very good possibility of taking over full time. Income increasing accordingly. If applicant can qualify financial assistance will be given by Co. for expansion to full time position. Include phone in application. Write Box 873 Hereford. B-10-21-2p

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

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

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

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

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

RUBBER STAMPS
Any Size up to 3x5 inches. One Day Service. **WATTS RUBBER STAMP CO.** Box 593 EM 4-3259 B-11-21-tfc

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

PORTABLE DISC ROLLING
Scalloped or plain. Jacobsen Brothers. Phone EM 4-3543. B-11-30-23-tfc

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

CONCRETE QUALITY WORKMANSHIP FLOORS-PATIOS DRIVEWAYS
FREE ESTIMATES **H. E. WESTER** 1111 BRADLEY ST. PHONE EM 4-0408 BEFORE 8 A. M. or AFTER 5 P.M. S-11-16-TFC

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

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

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

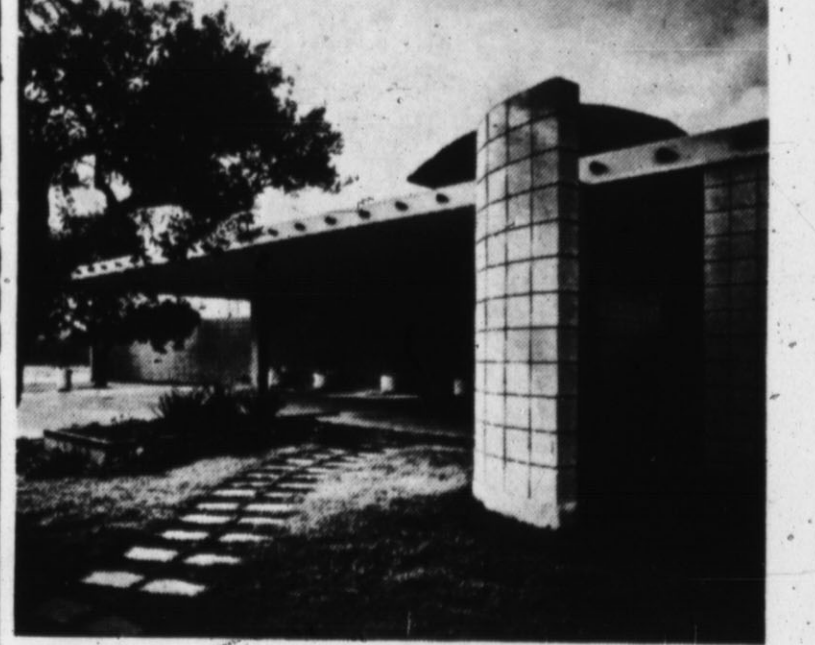
LET US handle all your real estate problems including free rental service. Justice Realtors. B-11-14-4-TFC

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

12. LIVESTOCK Strayed - Found
FOUND: 6 Brahmas with 8 on right hip. Pasture and feed change. J. W. Ballard, Rt. 1, Hereford. B-12-18-47-1P

13. LOST AND FOUND
BLACK AND WHITE Boston Terrier Bulldog. Answers to name "Tiny". Reward offered. Phone EM4-3225. 201 Grand. B-13-16-46-4C

Beards went out of fashion in 15th Century Europe when the introduction of helmets with chin pieces made a hairy face impractical. Men also began to crop their hair short in bowl fashion. The ancient Egyptian temple of Kalabsha, near Aswan, bears an inscription of about A. D. 248 sternly ordering herders to keep pigs out of the holy place.



CRO-LITE QBlock
is coming to fashionable Homes!
Beautiful, inexpensive block puts your home on a pedestal. And Q Block makes the pedestal that much sounder. Q Block assures that your new concrete masonry home is quality clear through. Rigid testing and quality control within our plant see to that! Ask your architect or builder about this new and exciting innovation coming to elegant concrete masonry homes!

Crowe-Gulde CEMENT COMPANY OF HEREFORD
SINCE 1926
HIGHWAY 90 AT SOUTH ST. HEREFORD, TEXAS
P. O. BOX 847 - PHONE EM4-1788

NEW. LOW PRICES PREMIUM FEATURES

GENERAL NYLON SPECIAL TRACTOR TIRE

- Nylon Cord—for strength and moisture proofing.
- More Rubber—where it counts to cushion shock.
- Double Cured Clear—keep clean—dig deeper—pull better.

PLUS 36 months Field Hazard Guarantee, protects your investment!



36 MONTH GUARANTEE
The General Tire & Rubber Company guarantees to the original purchaser the "All Grip Traction-Nylon Special" and "All Grip Traction-Nylon-Jumbo Lug" against failure resulting from bruise and narrow breaks, sagging, or cutting for a period of 36 months from date of purchase when used in normal farm service.

Hereford Butane

INCORPORATED
Veterans Park Road EM4-3367

STAR Continuous Daily
Week Days Open 3:15 p.m.
Sat. & Sun. Open 1:45 p.m.

Now... Thru Tuesday

FRANK SINATRA COME BLOW YOUR HORN

I tell you, chum... laughs it is...

WHEN I HIP MY KID BROTHER TO THE FACTS OF BACHELOR LIFE MAMA DOESN'T LIKE AND PAPA CALLS ME A BUM



COBB PICON RUSH ST. JOHN BLOCKER MCGUIRE BILL

STARTS WEDNESDAY



ELVIS PRESLEY
TO ACAPULCO... THE ONE PLACE THE FUN PLACE...
FUN IN ACAPULCO
HAL WALLIS PRODUCTION
TECHNICOLOR
URSULA ANDRESS - ELSA CARDENAS - PAUL LUKAS

Tower Drive-In
Hurry! Ends Tonight!

APHRODITE GODDESS OF LOVE
STEVE REEVES **THIEF OF BAGHDAD**

SPECIAL SHOWING!
Wednesday - Thursday - Friday

JOHN WAYNE DEAN MARTIN RICKY NELSON
RIO BRAVO
THE ROAR OF THE CROWD!
WALL OF NOISE



Dub Putnam



Garry Page

Plainview Youths Lead Church Services Today

"Challenge to Youth" will be the theme for the Assembly of God church service today. Speakers for the day are Dub Putnam and Garry Page, a gospel team from Plainview. Youth of the church will have charge of the services, and will be fea-

tured in special music and songs.

4-H Club Public Speaking Groups Meet Nov. 19

The senior 4-H Public Speaking Group met at the Community Center at 4:30 p.m. last Tuesday. The meeting was called to order by Lou Ann Witkowski. Maura McAndrews, topic mistress, then asked several members to speak. Joel Williamson spoke on "Animals I Disliked Most", Carole Clearman spoke on "Trouble I Have Had With Pets", and Kevin McAndrews spoke on a roping contest. Named best topic speaker was Joel Williamson. Joyce Bezner gave a prepared speech on "How Big Ranches Work Cattle".

Joel Williamson was elected educational vice-president. Members attending were: Maura McAndrews, Kevin McAndrews, Joel Williamson, Lou Ann Witkowski, Joyce Bezner, Carole Clearman, and Nancy Smith. Leaders present were Virgil Dodson and Mrs. Jean Beene. One guest, Mrs. James McAndrews, attended the meeting.

The junior group met in the Community Center at the same time. The meeting was called to order by Darrell Rose, who turned the meeting over to the temporary chairman, Elise Beene. The following table topics were given: Linda Brooks, "A Foreign Country I Would Like to Visit"; Lisa Williamson, "My Favorite Vacation"; and Tommy Bezner, "Why I Like Living on the Farm".

A prepared speech on Indians was given by Lisa Williamson. Members attending the junior group were: Teresa McAndrews, Elise Beene, Lisa Williamson, Linda Brooks, Edward Hammett, and Tommy Bezner. Leaders present were Darrell Rose and Mrs. Alvin Smith.

Luther McKenzie Services Planned

Funeral services for Luther J. McKenzie, 86, will be at 2 p.m. Sunday in the Avenue Baptist Church of Hereford. Rev. H. V. Fields, pastor of the Grace Gospel Church, will officiate.

Mr. McKenzie was born Aug. 22, 1877, in Texas. He was a member of the Baptist church. Survivors include his wife, Ella, of Friona; five sons, Odell and Edell, both of Taos, N. M.; K. L. Muleshoe; Rance, Taos, N. M.; and L. J. Kinney Woods, Wash.; five daughters, Mrs. Eula Kuykendall, El Churrito, California; Mrs. Hubert White, Hereford; Mrs. Roy Tripplet, Colorado; Mrs. Owen Tripplet, Park View, N. M.; and Laverne Davis of Kinney Woods, Wash.; one sister, Mrs. L. M. Lankford of Hereford; 32 grandchildren; 28 great-grandchildren, and 2 great-great-grandchildren. Interment will be in West Park Cemetery under the direction of Gihiland Funeral Home.

VISITING IN HEREFORD

Seaman apprentice Kenneth H. May and Mrs. May, Oakland, Calif., are visiting with Mr. and Mrs. R. H. Trowbridge and the A. C. Martins. May recently graduated from electronics school and will be stationed in San Diego on a tug, the USS Sioux.

'Project Christmas Card' Launches '63 Fund Drive

"Project Christmas Card," a Hereford project which provides equipment for the hospital and aids the Future Nurses Association in Hereford, has launched its 8th year's program. It was announced Saturday by Mrs. Clyde Rush, president.

Under the program, people give money which they normally might spend to send local Christmas cards.

They may do so by depositing money in either of the Hereford banks to the name "Project Christmas Card."

Of the program the president said the contributors "demonstrate the Christmas spirit of sharing. You and your friends simply deposit money you would spend on cards and postage sent

locally, and the names of donors will be printed in the Hereford Brand."

In listing projects carried on in past years, the officers said more than \$19,000 has been provided. More than \$10,000 worth of furniture has been placed in the children's wing and the obstetrical floor of the hospital. The program also has provided \$3,000 for the purchase of a surgery table for the operating room, and an Isolette for hospital nursery.

In addition, \$1650 was used to improve the hospital kitchen; \$1700 was given to the Hereford Community Center one year to help in the furnishings, and \$1100 went toward purchase of a new delivery table for the hos-

The Sunday Brand, Hereford, Texas, Sunday, Nov. 24, 1963
training because of a scholarship program carried on by "Project Christmas Card." The scholarship goes to a graduating member of the Hereford High School Future Nurses club.
The Empire State Building in New York, with its TV tower, is more than a quarter of a mile high.
Student nurses have received a total of \$1900 toward their



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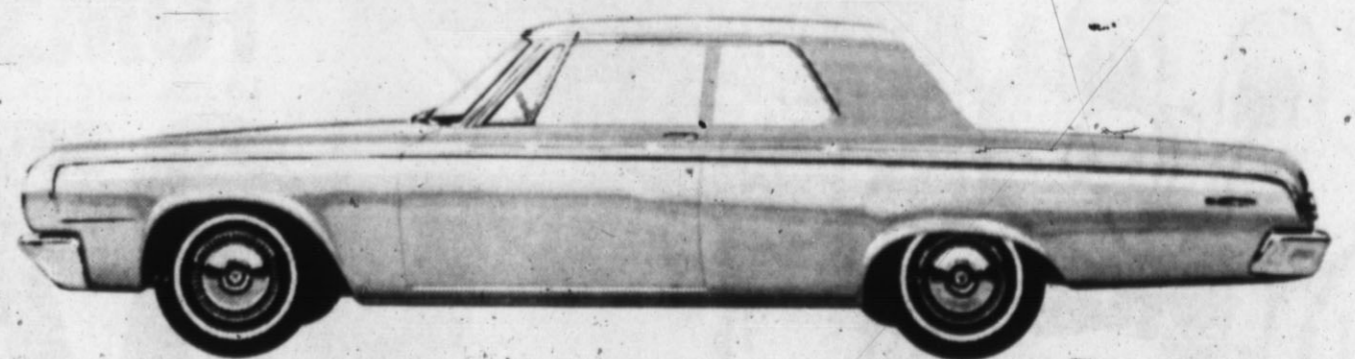
WHEAT FARMERS Now Is The Time

To voice your opinion on wheat programs and policies.

All wheat growers are invited and urged to attend a meeting Friday Nov. 29th, at the Community Center — 7:30 p. m.

**Deaf Smith County
Wheat Growers Ass'n.**

OH BOY! THE 1964 DODGE IS HERE



THE LOW-PRICE CAR THAT DOESN'T LOOK LIKE ONE OR ACT LIKE ONE

You can see for yourself that this beautiful new 1964 Dodge bears little resemblance to other low-price cars. Even on the inside there's luxury that's rare in this price range. But to know about the action, you've got to let us hand over the keys. Whether you go standard engine or optional—

you're in for a great new feel in an automobile. Quick, strong and solid. And when you get the facts and figures on our deal, you're going to make a 1964 Dodge—yours. More and more people are doing just that. And they're doing it right here where the savings are like nowhere else around.

CARAVELLE
A Product Of
BULOVA

WATERPROOF SHOCK RESISTANT

Pay Only 50c A Week

FROM ONLY **\$10.95**

Lay-A-Way Now For Christmas

KESTER'S JEWELRY
Across from the Post Office in Hereford

HI-WAY AUTO SALES
600 W. FIRST HEREFORD, TEXAS EM4-0501

BIG-DO

(DOUGH)

FREE! FREE!

HUNDREDS OF DOLLARS WILL BE GIVEN AWAY

- ★ Game Number two orange card
- ★ Each Game Lasts Approximately One Week
- ★ Winner of each game receives \$100. CASH

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

BIG-DO
(DOUGH)



Mrs. B. D. Hutson
121 Ave. I

WINNER



\$ 100

WINNER!

Thrift-Giving VALUES in THANKSGIVING FOODS



Copr. G. Doppel 1963

How much easier . . . how much more economical . . . it is to set a beautiful, bountiful Thanksgiving table for two or twenty with THRIFT-giving VALUES from COOPER'S! Here, you will find ALL the savory traditional favorites from tender turkeys to perfect pies — ALL PRICED LOW for SUPER BUYS! So why take a chance when you can take your choice of top quality foods and feast for the least. Come—do it up right at a right low cost.

TURKEYS

ROAST RITE
TURKEY TOMS
16 lbs. & Up

35¢

HALF or WHOLE
HAMS
lb. 49¢

LONGHORN
BACON
2 lbs. 98¢



PUMPKIN PIE
COTTAGE CHEESE
CRISCO SHORTENING
FOLGERS COFFEE

MORTONS FROZEN 22 oz. **29¢**

SEALTEST 2 LB. CTN. **49¢**

3 LB. CAN **69¢**

3 LB. CAN **\$1.79**

ALCOA ALUMINUM

FOIL 18" X 25" HEAVY DUTY **59¢**

SUNNYSIDE UP — Grade "A" Medium

EGGS DOZEN **39¢**

Sunshine Cookies
PECAN CRUNCH PKG. 39¢

SHURFINE CUT — BLUE LAKE
GREEN BEANS 303 CAN 5 FOR \$1

SEALTEST ICE CREAM 1/2 GAL. 59¢

RAFT — JET PUFFED
MARSHMALLOWS 10 oz. BAG 15¢

OCEAN SPRAY
CRANBERRIES

lb. Pkg. **25¢**

PASCAL CELERY Stalk 19¢

Maryland Sweet
YAMS lb. 10¢



SHURFRESH OLEO 3 FOR 49¢

NORTHERN NAPKINS 80 Ct. 2 FOR 25¢

SHURFINE — Sliced
PINEAPPLE No. 2 CAN 33¢

WHITE RAIN HAIR SPRAY Reg. \$1.64 98¢

EXTRA DRY SKIN FORMULA
JERGENS Reg. \$1.38 98¢

WE WILL BE CLOSED
THANKSGIVING DAY

COOPER'S

400 Expected For Singing Session Here

Visitors from throughout the area are expected to be present at the Central Church of Christ here today for a period of singing and fellowship. All who are interested in singing are extended an invitation to attend, according to Marvin A. Crowson, personal evangelist with the host congregation, who will serve as master of ceremonies. Singing will begin at 2:45 and end at 4:15. Invitations have been mailed to 29 neighboring congregations.

Bull Sale Set At Clarendon

The Rolling Plains Registered Beef Cattle Association will hold its 5th annual bull sale in Clarendon December 4, at 12:30 p.m. at the fair building. Walter Britten will be the auctioneer. Eighty-two bulls will be offered for sale, featuring top blood lines, good beef-producing bulls and good herd bull prospects. There will be 54 Herefords, 18 Galloways and 10 Angus bulls in the sale. The new sales arena is heated.

MAKE TRIP TO ILLINOIS

Mr. and Mrs. Joe Story have returned from a sightseeing trip through the Ozarks and visiting with relatives in Peoria and Canton, Ill. They were accompanied by their daughter and her family, Mr. and Mrs. Ron Downing and Kevin, Abilene, and his aunt and uncle, Mr. and Mrs. Walter Weiland, Amarillo. Mrs. Weiland is the former Miss Ruth Churchill, Hereford.

Instead of license plates, the royal limousine of the Maharana of Udaipur carries a brilliant gold sun disk, the family symbol for centuries.

and some 400 persons are expected to attend, Crowson said. Visiting song leaders will be featured, and several groups of young people are slated to be heard. Three groups of young people from Central Church of Christ of Hereford will present special songs. Included are a high school chorus directed by Crowson, a junior high school chorus under the direction of Joe Godfrey, and a fourth and fifth-grade chorus led by Woodie McDermitt.

Warren Bros. Motor Co.
EM 4-1423 1219 E. 1st.
WARREN BROS. MOTOR CO.

New and Used Cars

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

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

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

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

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

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

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

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

15 Years Of Customer Satisfaction

SPECIALS GOOD MON., TUES., WED., NOV. 25, 26, 27

STOCK-UP NOW FOR

THANKSGIVING TURKEY TOMS



16 to 22 lb. **39¢**

DRESSED HENS **LB. 39¢**
WRIGHT'S — Whole or Half HAM **LB. 45¢**
WRIGHT'S BACON **2 LBS. 98¢**
FRESH OYSTERS **PT. 98¢**

We Have Geese and Plenty of Small Hen Turkeys At A Popular Price!

NEW CROP **PECANS IN SHELL** **39¢** **\$1.75** **\$3.25**

KRAFT — 10 1/2 oz. SIZE MINIATURES

Marshmallows **23¢**

NEST FRESH **EGGS** **39¢**
Grade "A" Medium — Doz.

BOND — PKG. **Stuffing Mix** **29¢**

SHURFINE **Cranberry Sauce** **2 FOR 39¢**

SHOP OUR BULK CANDY DISPLAY

SHURFINE **COFFEE** **LB. 59¢**

6 Btl. Ctn. Plus Dep. **COCA COLA** **16 oz. 49¢**

CANNED NUTS **14 oz. 69¢**

SHURFINE **FRUIT COCKTAIL** **3 FOR 69¢**

CLOVERLAKE — PTS. **ICE CREAM** **5 FOR \$1**

TENDERCRUST ROLLS **BROWN N' SERVE** **2 FOR 49¢**

CRISCO **3 LB. 69¢**

PARKAY **OLEO** **LB. 25¢**

MAMMY **FRUIT CAKES** **2 1/2 LB. 89¢**

25s **ALKA SELTZER** **39¢**

SHURFINE SWEET **PICKLES** **22 oz. 39¢**

KLEENEX **NAPKINS** **50 Ct. 23¢**

CRANBERRIES **LB. 19¢**

10 LB. BAG **RED POTATOES** **29¢**

STALK **Celery** **10¢**
WINESAP — 8 LBS **Apples** **69¢**



WE WILL BE CLOSED THURS. NOV. 28 for THANKSGIVING DAY

TAYLOR & SONS FOODS

LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

★ YOUR HOME TOWN BOYS ★

CASH AND SAVE

TOY SALE

BEGINS MONDAY, NOV. 25th

DOLL BED
Reg. \$8.95 **\$6.95**

DOLL CRADLE
Reg. \$9.95 **\$7.95**

Toy Sink, Stove and Cabinet - all
24 inches high, and 36 inch Refrigerator

Combined Value of \$45.80 **Yours Unassembled for \$36.64**

BUILDING SET was \$12.95 **now \$7.95**

Kenner's Building Set Bridge & Turnpike was \$4.95 now \$3.25	Kenner's Building Set Girder & Panel was \$5.95 now \$4.50
---	--

TOY GO CART was \$14.95 **\$11.95**

Plus ATD Trading Stamps

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- 1 book - \$6.00 toward any item in our store.
- 3/4 book - \$4.40 toward any item in our store.
- 1/2 book - \$2.85 toward any item in our store.
- 1/4 book - \$1.30 toward any item in our store.
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THE BEST Trading Stamp Plan EVER OFFERED!!

A FULL \$6.00 TOWARD ANY ITEM FOR EACH FULL BOOK REDEEMED.

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Our Extra Value Stamp Plan — \$6.00 value for one full book (1200 stamps only)

FREE TOMORROW ONLY 50 EXTRA stamps with your purchase of \$1.00 or more

DOUBLE STAMPS WEDNESDAY
With \$2.50 Purchase or More

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FRIO NEWS

Community Supper Planned For Residents In Hereford

By Mrs. Charles Self And Mrs. Owen Andrews

There will be a Community Supper, at the Community Center in Hereford, Monday beginning at 6:30 p.m. Everyone is invited to bring a basket supper and spend the evening at the gathering. A Thanksgiving devotional is planned to precede the supper. Frio Home-Makers Club will sponsor the event.

Mrs. Pat Robbins was honored at a shower for her new daughter, Courtney, at the home of Mrs. Floyd Cole, Wednesday. Others attending were Mrs. H. M. Mobley, Mrs. Clark Andrews, Mrs. Owen Andrews, Mrs. Gary Mason, Mrs. Weldon Stephan, Mrs. H. D. Robbins, Mrs. Henry Dobbs, Mrs. Larry Dobbs, Mrs. Frank Robbins, T. L. Sparkman, Jr., Mrs. Earnest Harder, Miss Alma Andrews, and Mrs. Edgar Vinson. Mrs. Clark Andrews directed games and the hostess served doughnuts and coffee to guests.

Mr. and Mrs. Carlton Dobbins spent the week end visiting relatives at Winters. They attended the Winters-Ballinger High School football game on Friday.

Among those attending a housewarming at the home of Mr. and Mrs. Leonard Schmidt in the Palo Duro Community last Sunday were Mr. and Mrs. Earnest Harder and Mr. and Mrs. James Dobbs.

Mr. and Mrs. Robert Dobbins and children visited with her sister, Mrs. A. M. Harper and family at Dumas Sunday.

Those attending a W.M.U. meeting at Mrs. Homer West's home in Hereford Thursday were Mrs. Jack Rogers, Mrs. B. H. Baldwin, Miss Viola Keene, Mrs. J. D. Stringer, Mrs. Owen Andrews, Mrs. Frank Robbins, and Mrs. Clark An-

draws. The program was a review of the mission book "Mendelbalm Gate", given by Mrs. Clark Andrews.

Mr. and Mrs. Leo Hall, Beba and Ronnie, and Mr. and Mrs. Darrall Culp spent the week end visiting relatives at Wellington. Halls father, W. E. Hall, came home with them to visit.

Mr. and Mrs. Bill Struve, Kita and Kerry, visited Mr. and Mrs. Dwight Banks and family at Plainview Sunday.

Mr. and Mrs. Jim Brooks and Mr. and Mrs. L. D. Taylor, Fri-

ona, traveled to Corpus Christi, and San Antonio, and other points in those areas during the past week. They visited the J. M. Burgin family, Sinton, and met Mr. and Mrs. Larry Taylor, Friona, at Junction, where they hunted deer.

Taking Sunday dinner with Mr. and Mrs. Houston Frye were her parents, Mr. and Mrs. Wesley Brown, Dimmitt.

Mr. and Mrs. Carlton Dobbins and Mrs. Joe Scott visited the Ray Martins at Abernathy, and also went to Lubbock, on Tuesday.

Look Who's New!

Mr. and Mrs. Joe Martinez Escabedo Sr. are the parents of a son, Joe Martinez Escabedo Jr., born Nov. 19 at 7:34 p.m. He weighed 7 pounds and 1 ounce.

Mr. and Mrs. Billy Pat Newman are the parents of a son, Michael Kevin, born Nov. 20 at 3:52 a.m. He weighed 7 pounds and 11 1/2 ounces.

Mr. and Mrs. Daniel Martinez are the parents of a son, Rudy, born Nov. 20 at 7:18 a.m. He weighed 7 pounds and 5 1/2 ounces.

Mr. and Mrs. Obe Jasper Wilson Jr. are the parents of a son, Steven Paul, born Nov. 20 at 10:26 a.m. He weighed 6 pounds and 12 1/2 ounces.

Mr. and Mrs. Don Wyatt Davison are the parents of a son, Billy Dale, born Nov. 20 at 3:55 p.m. He weighed 8 pounds and 5 1/2 ounces.

Mr. and Mrs. Fidel Aleman Esparza are the parents of a daughter, Esther Alicia, born Nov. 21 at 4:03 a.m.

Mr. and Mrs. Juan M. Garcia are the parents of a son, Juan Fuentes, born Nov. 21 at 5:05 p.m. He weighed 7 pounds and 12 ounces.

Mr. and Mrs. Lynn Warren

are the parents of a daughter, Lori Ann, born Nov. 22 at 4:18 a.m. She weighed 6 pounds and 10 1/2 ounces.

Fish packle, yowl, wheeze,

honk, bark, groan and snore. National Geographic marine biologists using hydrophones report that schools of shrimp snap and groupers boom.

Many place names on Australian maps, such as Poonda, Eshel Creek, Waigan and Bal-four Downs, indicate not towns or villages but sheep and cattle stations and individual homesteads.

In Case Of Accident, Who is Liable?



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Plains Insurance Agency
Since 1926
Jno. H. Patton W. H. Patton
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DELMO'S
Farm & Garden
SUPPLY

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Pre-Christmas Beef Sale

FILL YOUR FREEZER NOW and SAVE!

order now from

HOPSON MEAT CO.

1 Mile East of Bull Barn

Featuring the **DESCO** Brand Products (Deaf Smith Co.)

THESE PRICES INCLUDE:

- Cutting to your Specifications
- You may Instruct Personnel if you like
- Freezing in our New-Modern Freezer

DESCO	BEEF	DESCO	PORK
1/2 or Whole	lb. 47c	Sausage	lb. 45c
1/4 Hind	lb. 57c	Hams	lb. 83c
1/4 Fore	lb. 38c	Boneless & Hickory Smoked	

Desco **Britch Hopson**

MAY DEPT. STORE

208 N. MAIN

Christmas Sale

GETS UNDERWAY TUESDAY, NOV. 26 9 A.M.

The response to our Pre-Christmas Lay-A-Way Event has been Tremendous. Now to all of you who have not had the opportunity to shop, we sincerely urge you to shop this Town for the equal of our values. So you may be just as convinced as we are that MAY DEPT. STORE has the best buys and biggest savings in the History of Hereford.

NYLON PANTIES

LADIES 32 GAUGE NOW **3 PAIR \$1**

PEGNOIR SET BY MOVIE STAR — ROBE & GOWN Trimmed with lace REG. 6.98 NOW \$4.17	NYLON HALF SLIPS REG. 1.98 NOW \$1.00
PETTICOAT & PANTY SET REG. 2.98 ONLY \$1.87	MOJUD SEAMLESS NYLONS WIDE SELECTION OF SHADES NOW \$1.00

MEN'S ALL WORSTED WOOL — Reg. 69.00

SUITS

LIMITED OFFER **\$43.87 — 2: \$80**

MEN'S

SPORT COATS

REG. 21.98 **\$17.87**

MEN'S WHITE — WITH SNAP TABS — BUTTON DOWN OR TRADITIONAL COLLARS — BY CAMPUS

DRESS SHIRTS

REG. 3.98 **3: \$9**

FREE
A PAIR OF
NYLON HOSE

TO THE FIRST 30 LADIES TO ENTER OUR STORE!

DOUBLE BED INSULAR — ADV. IN MOST LEADING MAGAZINES

BLANKETS

FOR 9.98 NOW **\$8.87**

LADIES — Blue & Grey on White — 100% Orlon Acrylic

KNIT JACKET

TWO POCKETS ALL SIZES
REG. 10.98 **\$8.87**

100% DOUBLE COTTON KNIT — Green & White Grey & White

Ladies 3pc Set

Blue & White
REG. 17.98 **\$10.75**

FREE
150 BLANKETS
(Value to 5.95)
To The First 150 Customers Who Purchase \$25.00 worth of Merchandise CASH or LAY-A-WAY

ON CLOSEOUT

MEN'S STRIPED

OVERALLS

REG. 4.49 **\$3.29**

2 PAIR \$6.50

MEN'S WALL'S INSULATED

COVERALLS

REG. 21.98 **\$15.87**

2 PAIR \$31.00

MEN'S WELLINGTON

BOOTS

ROUGHOUT or SMOOTH LEATHER
REG. 15.98 **\$9.77**

SENSATIONAL VALUES CAN BE BROUGHT AT MAY DEPT. STORE in Full Length LAMINATED ORLON & WOOL

JERSEY COATS

REG. 21.98 **\$13.87**

NEW SHIPMENT OF LADIES

FALL DRESSES

ONE GROUP Reg. 7.98 **\$4.96** ONE GROUP Reg. 9.98 **\$6.27** ONE GROUP Reg. 18.98 **9.75 & 10.75**

WASH & WEAR
REG. 6.98

MEN'S ROBES

\$5.87

MEN'S PAJAMAS

100% COTTON
REG. 3.98 **\$2.87**

QUILT LINED ZIP-OFF REMOVABLE HOOD
REG. 21.98

MEN'S PARKAS

\$14.87

QUILT LINED — Sizes 8-18 ZIP-OFF REMOVABLE HOOD
REG. 11.98 NOW **\$7.87**

BOYS VINYL PARKAS

2: \$15

\$1.00
WILL HOLD UP TO
\$50.00
Worth of Merchandise
Till Christmas

Annual Lane Bryant Award Cites AFS Volunteer Work

American Field Service was cited for its International Scholarship Program as winner of the fifteenth Lane Bryant Annual Awards for outstanding volunteer work on behalf of the American community in 1962.

Awards were presented at a luncheon held in the Park Plaza in New York, City on Thursday.

The AFS won the award for the scholarship program designed to promote understanding and friendship among the peoples of the world. Each year high school students are brought to the United States under the program to attend high school during their senior year.

Also sponsored by the organization is an "American's Abroad" program whereby U. S. high school students spend a summer or a school year abroad.

Under the program, 2822 foreign students are studying in the United States during the 1963-64 school year. Participating in the "Americans Abroad" program during 1963 were 1123 American high school students.

Under the AFS program, Hereford has hosted 15 foreign students since the program began in 1954 when Jean Chapman came from England to live with the Edgar Telchicks.

Three Hereford students have gone abroad under the AFS "Americans Abroad" program.

Participating in the summer program were Ted Moore, son of Mr. and Mrs. Don Moore, and Ann Wingert, daughter of the Rev. and Mrs. Russell Wingert. Moore spent the summer in France and Miss Wingert was in Germany during the summer

of 1959. Eugenia Alexander, daughter of Mr. and Mrs. F. L. Alexander, now of Lubbock, attended school in Denmark during the 1958-59 school year. She is now Mrs. Harold Vorback of Quito, Ecuador. He is an Ecuadorian of Danish ancestry.

Currently attending Hereford High School under the American Field Service International Scholarship Program are Sergio Bravo of Chile and Christa Holz of Austria. Christa's American parents are Mr. and Mrs. Troys Carmichael and Sergio's are Mr. Michael and Sergio's are Mr. and Mrs. Earl Plank.

The American Field Service program has been a community project from its inception here. Hereford Future Homemakers of America took the lead in the program from its beginning under direction by Mrs. J. J. Durham, Mrs. Frank Prowell and Mrs. Joel Hodges, homemaking teachers.

Since the 1959-60 school year, the Hereford Lions Club has paid the sponsoring fee for a boy exchange student and has assisted in the program in various other ways. Other civic, church, and study groups have generously supported the program here.

American Field Service is represented in each community where a student is placed by an AFS committee. Serving on the local group are Mrs. Elmer Patterson, president; Mrs. Durham, school representative; Robert Moore, president; "Americans Abroad" coordinator; Albert Maxwell, Lions Club represen-

tative; Guy Newsom, finance chairman; Mrs. Leroy Aven, homes and adjustment; Mrs. H. H. Miller, projects; H. A. Tuck, publicity; Mrs. A. T. Mims, secretary; Carolyn Aven, student representative and FHA president; Linda Tooley, FHA president, and Janice Dean, FHA president.

Three Lane Bryant Awards are given annually—one to an individual and one to a group in the United States and one to a citizen of Europe. In the United States Mrs. Maria Isabel de Atiles Moreu of Puerto Rico won the individual award for establishment of rehabilitation centers for hand-

capped children and adults in the Commonwealth.

Mlle. Denise Legrix of France won the International Volunteer Award for her fund raising campaign which resulted in the building of France's first orthopedic center for physically handicapped children and congenital amputees.

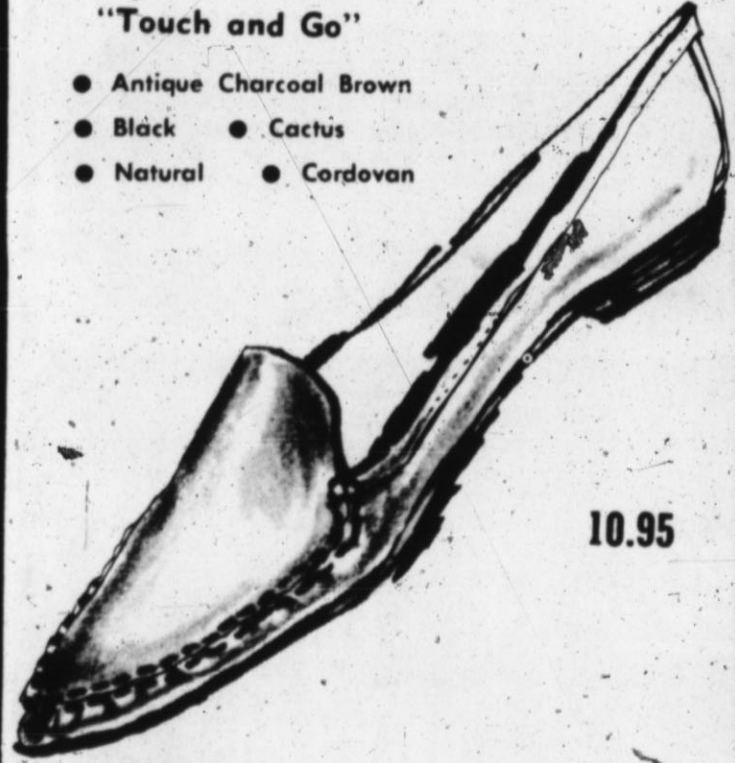
Awards consist of a \$1000 each.

Kenya, the British East African colony set for independence December 1963, was named after its glacier-topped Mount Kenya. "Kenya" comes from the Bantu word "Kilinyaa," which means the "white mountain".

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

Make this the merriest Christmas ever
make it a
Gas Light Christmas
NO DOWN PAYMENT
as low as \$2.00 per month
CONTACT ANY EMPLOYEE OF **Pioneer Natural Gas Company**
FREE FREE
With every gas light purchased during the Christmas season, a beautiful 14" holly wreath will be given at no extra cost! So hurry, place your order for Christmas now.

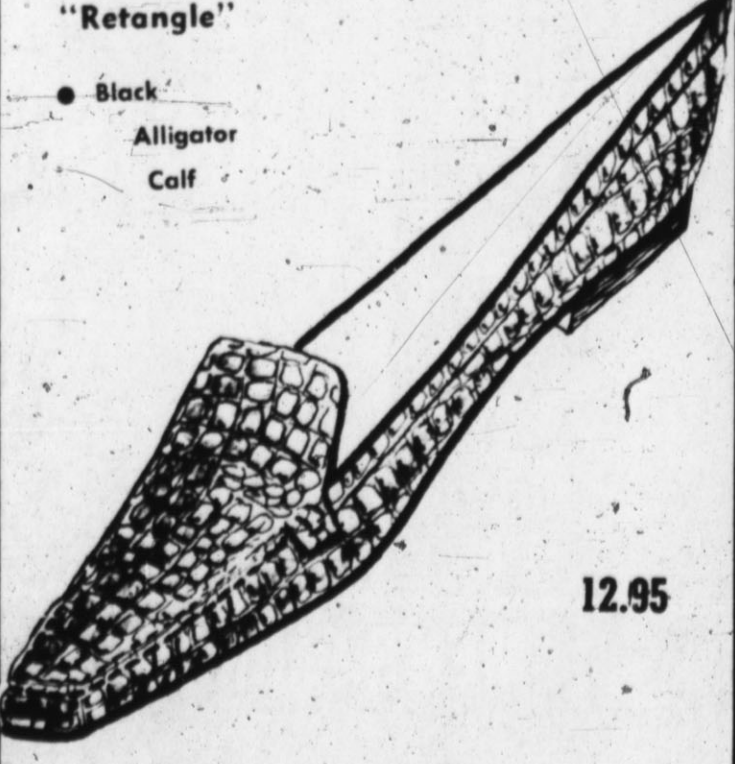
Go Casual....
"Touch and Go"
● Antique Charcoal Brown
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1Gp. Fall Suits
39.95.....Now 34.95
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For The Boys
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NAVY
CAMEL
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Reg.... Now
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8.95.... 6.25
9.95.... 6.95
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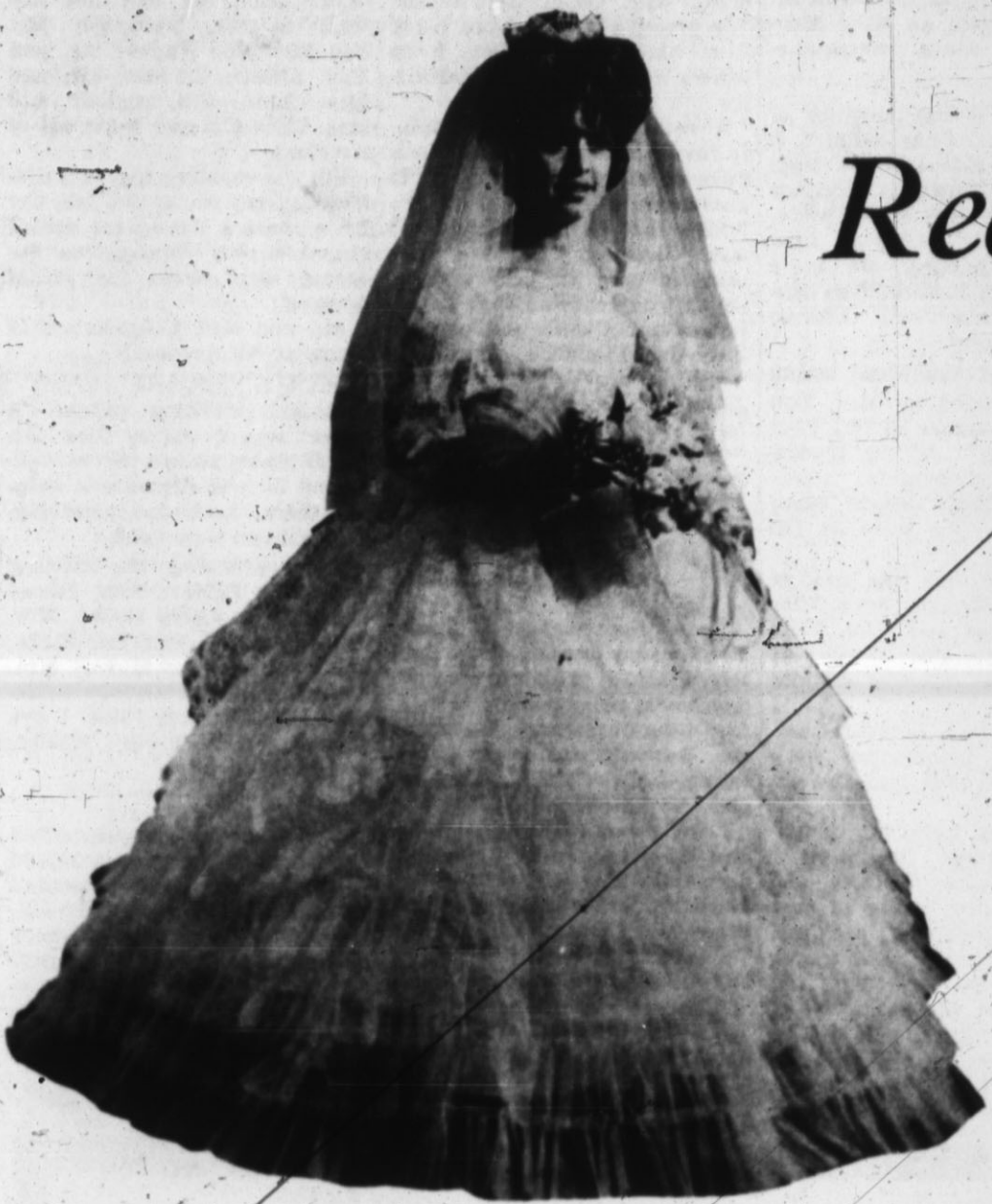
THE SUNDAY BRAND WOMEN'S SECTION

The Sunday Brand, Hereford, Texas, Sunday, Nov. 24, 1963

SECTION TWO

Dale Stevens, Society Editor

Recent & Autumn Brides.....



Mrs. Joe Chacon Brown Jr.
the former Miss Annie Chavarria (Bradly Studio)



Mrs. David Richard Hays
the former Miss Carolyn AnnLance (Angel Studio)



Mrs. Aldene Hudson Jr.
the former Miss Donna Sue Blythe (Personal Photo)



Mrs. Robert Delgado
the former Miss Mary Salinas (Bradly Studio)



Mrs. Carl Ray Carlile
the former Miss Sherry Judith Lee (Personal Photo)

Vows Are Exchanged In Twilight Ceremony

Miss Carolyn Ann Lance became the bride of David Richard Hays in a twilight ceremony Saturday, Nov. 23, in the Summerfield Baptist Church. The double ring service was read by the Rev. M. A. Smith Jr., minister of the First Baptist Church, Dimmitt.

Mr. and Mrs. Earl Lance, Summerfield, are the parents of the bride. She is a 1961 graduate of Hereford High School, where she was active in Future Homemakers of America, Future Teachers of America, Future Nurses of America, and the Journalism Club. She attended West Texas State University, Canyon.

Parents of the bridegroom are Mr. and Mrs. J. R. Hays, Dimmitt. A 1960 graduate of Dimmitt High School, he attended South Plains Junior College in Levelland and business college in Lubbock. He works with his father in the Hays Implement Co., Dimmitt.

To create the scene for the ceremony, three crescents of wedding rope joined a central sunburst arrangement with spiral candelabra and large baskets of white chrysanthemums. Musical selections included "Whither Thou Goest," "O Promise Me," "Wedding Prayer," "Blest Be the Tie," and "Wedding March" from "Midsummer Night's Dream." Vocalist was Mrs. Charles Jacks, Summerfield, and Mrs. Jamie Clearman, Hereford, was organist.

The bride, given in marriage by her father, wore a formal gown of imported silk organza and Chantilly lace. The sculptured bodice of lace featured a scalloped neckline enhanced with scattered pearls and long petal sleeves. Appliques of lace accented the skirt, which terminated in a wide chapel train.

was maid of honor. Bridesmaids were Miss Penny Hays and Miss Judy Paslay, and Miss Jennie Herrington was flower girl. Each wore a street-length dress of winter blue whipcord taffeta with a bell-shaped skirt, fitted bodice, and cap sleeves and a headband with a flat bow and circles of net. Each carried a long-stemmed white chrysanthemum tied with blue ribbon.

Carl Moore, Dimmitt, was best man. Groomsmen were Jerry Lance, brother of the bride, Billy Baker, Summerfield, and Gary Moore, Dimmitt. Pat Smith and Don Waiser were ushers. Candlelighters were Ronnie Lance, nephew of the bride, and Doug Hays, brother of the groom. Norman Hays, brother of the groom, was ringbearer.

For her daughter's wedding, Mrs. Lance chose a sheath dress of brown raw silk and beige accessories. Mrs. Hays wore a blue silk suit and black accessories. Each wore a Cattleya orchid corsage.

A reception in the educational building of the church followed the ceremony. Guests were registered by Miss Kay Woolery. The bride's table was covered with net over white satin, trimmed with silver bells tied with white satin streamers. The centerpiece was an arrangement of white carnations and candles. Friends and relatives of the bride assisted.

For her going away costume, the bride chose a white suit of mohair and gold accessories. Her corsage was the Cattleya orchid lifted from the bridal bouquet. After the wedding trip to Denver, Colo., Mr. and Mrs. Hays will be at home at 606 Southwest Sixth, Dimmitt.

The speaker explained all phases of volunteer hospital work and its importance to the patients. He particularly emphasized the importance of the gift shop and praised the Hereford unit for its outstanding volunteer work.

Mrs. Ott, who is department hospital representative, explained that the gift shop is a service made possible through donations of gifts and money from all posts in the department. Patients may select gifts for their families at no charge. She announced that volunteer workers are needed to help with the selections of the patients and urged members to help with the project from Dec. 9-12.

The dinner was attended by 37 members and guests. Legion Hall was decorated in the harvest theme. Mrs. Grant Hanna offered a prayer of thanksgiving and the closing prayer.

Guest Speaker At Dinner Gives Commendation

Guest speaker for the Thanksgiving dinner meeting of the American Legion and Auxiliary Nov. 19 was George Harris, administrative assistant to the chief of staff at the Veterans Hospital in Amarillo. He was introduced by Mrs. Ira Ott, president of the Auxiliary.

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Color In The Home Is Discussed For Progressive Club

Mrs. Ernest McGee discussed the use of color in the home for members of Progressive Home Demonstration Club at their meeting Tuesday. She described methods of using color for beauty and its effect on personality.

Mrs. Fred Austry introduced Mrs. McGee. The presiding officer was Mrs. J. D. Gilbert Jr. Plans were completed for a Christmas party in the Flame Room Dec. 12 at 6:30 p.m.

The club met in the home of Mrs. Austry. Mrs. T. L. Kimbell was a guest. Members present were Mrs. E. C. Hammett, Mrs. Alvis Jolly, Mrs. Dale Hallows, Mrs. Taft McGee, Mrs. Earl Plank, Mrs. P. L. Carmichael, Mrs. T. J. Parsons, Mrs. Gilbert, Mrs. H. L. Hershey, and the hostess.

Mrs. Hanna presented a surprise gift, a sport jacket, to Roy-Jowell for his work on the flag project. Mrs. Ott expressed appreciation for the cooperation of auxiliary members and Mrs. Hanna.

Mrs. H. L. Hershey, and the hostess.

Adrian Soldier Finishes Course

Army Pvt. John H. Gruhley, son of Mr. and Mrs. Percy H. Gruhley, Adrian, completed a six-week supply supervision course at the Quartermaster Center, Fort Lee, Va., Nov. 13.

During the course Gruhley received instruction in stock control and accounting procedures according to the principles employed in the Quartermaster Corps.

He entered the Army last May and completed basic training at Fort Polk, La.

The 23-year-old soldier is a 1958 graduate of Adrian High School.

Nearly 8.2 million persons were working on farms during the labor survey in mid-September, says the USDA. This is two percent less than last year but the number of hired workers is slightly higher.

Shower Honors Bride-To-Be, Miss Guthrie

Honored with a bridal shower Saturday, Nov. 16, was Miss Anne Guthrie, bride-elect of Ronald Rayburn. Approximately forty guests were registered by Miss Gloria Covington and Mrs. Bob Jackson.

In the receiving line with Miss Guthrie were her mother, Mrs. John Guthrie, Canyon, Mrs. Walter Seeds, Mrs. Clyde Rayburn, mother of the prospective bridegroom, and Mrs. Wayne Chigadanz, Canyon, who will be matron of honor.

Cranberry and white, the chosen colors of the bride-to-be, were used in the decorations. The refreshment table was laid with white lace and centered with an arrangement of cranberry and white chrysanthemums in a milk glass compote.

The shower was given in the home of Mrs. Seeds. Other hostesses were Mrs. Worth Covington, Mrs. C. W. Allison, Mrs. O. A. Smith, Mrs. G. T. Slaughter, Mrs. B. L. Davis, Mrs. Cecil Oglesby, Mrs. Paul Harvey, Mrs. Carlos Anderson, Mrs. W. R. Hair, Mrs. Lester English,



Miss Anne Guthrie honored with bridal shower. (Staff Photo)

Mrs. Otis Lee, Mrs. Joe Rogers, hostess gift was an electric mixer and Mrs. Clinton Jackson, Theer.

Wendy Says:

Whether it's jewelry or this beautiful Wedgewood Gift line, shop Cowan's for better values during our 12th Anniversary Sale



BRIDE AND GROOM
6 Diamond

Wedding Band Sets

Your Choice \$59⁵⁰ for both

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THE SUNDAY BRAND 'Sweetest Town In Texas'

Editorials

Page Four The Sunday Brand, Hereford, Texas, Sunday, Nov. 24, 1963

Get A Good, Tight Hold, For Growth Ride In '64

Sugar and sugar beets produced on a large scale have been the dream of many people in this area since 1909. During the past 18 months this dream moved a step nearer to reality when construction began on the huge Holly refinery west of town, and this week the Holly corporation held its director meeting in Hereford, from which emerged the prediction of a million acres of sugar beets in West Texas and New Mexico within a few short years.

Few of the early residents who fabricated the first sugar beet dream more than 50 years ago are here to see their vision materialize, but those who reside here now are beginning to realize that the project, in addition to moving Hereford into an even higher degree of diversification, can most easily affect the entire Panhandle. This of course is what counts most today but, just as back in 1909, there is a segment which does not approve of the proposed expansion.

To us, the group which will benefit most from the new refinery will be the farmer or, as the government bureau prefers, the producer. Following World War II, this immediate area dropped a tremendous amount of wheat acreage, due to popularity of grain sorghum production, and when grain sorghums were classified along with small grains many producers found themselves in a poor position when compared with returns available to South Plains cotton farmers under present government controls. We dug in, diversified still more, and have managed pretty well, "Thank You". But we still face considerable discrimination, which our improved sugar beet acreage may well help to cure. At least, we will be competitive with other crops in having a parallel of subsidized

acreage.

Prosperity of the farmer, at the same time, always spreads. As he grows and uses more products, he hires more help—and others share in his prosperity directly and indirectly. Actual plant operation will help the town some, but not to the extent which many people anticipate. We say this chiefly because we understand that the plant will employ some 300 people, many on a seasonal basis. Actual returns from this source are probably higher during the present construction period than they will be when the plant starts actual production in 1964.

These things we have seen happen in the vegetable industry, and we have another parallel in the existence of several feed lots.

Consequently, it appears that areas with acreage will realize greatest benefits from the new plant; this currently includes Deaf Smith, Castro, and Parmer counties in Texas, along with Curry County, New Mexico. Holly leaders indicated further expansion into Lamb, Bailey and Randall counties to the south and east—and later toward Moore and Dallam counties on the north.

Critics of the program point first to water consumption which, no doubt, will be sizeable. However, we doubt that so large a firm would have invested so many millions of dollars without carefully investigating this phase on a long-range basis. In addition, we know producers well enough to predict that they will grow those crops which return to them the most money from the least effort; if the go "hog wild" over sugar beets, we can rest assured that it will be due to the fact that they are more profitable than other crops. Taken from the overall viewpoint, we cannot see why we should grow less profitable crops in the process of "mining" our resources. It seems to us that it is practical to market those resources for the highest dollar available.

Seen from the standpoint of others, we stand on the threshold of opportunity, and we know for a fact that scores of other West Texas cities and towns would "give their eye-teeth" to be in the same position which Hereford and Deaf Smith county stand today. Meanwhile, whether we like it or we don't, this immediate area is faced with a new era of expansion and progress. The refinery will make a tremendous difference in the way all of us live and, as we have pointed out before, each of us should plan carefully to grow along with the community—and to take advantage of opportunities which this new expansion will afford for each of us.

The least we can do in 1964 is to "get a good hold and hang on tight", for next year we begin a long and we hope, prosperous, ride.

King's Manor Still Growing

It is with pleasure and thankfulness that most of us note the expansion of King's Manor with a 25-bed nursing care unit, which is now open for bids. At the same time, the situation emphasizes the near fairy-tale growth and operation of an important phase of our community.

From personal experience, many of us know that most of those who reside within Kings Manor are pleased and happy, and this is the most important phase of the project. It also proves the point that this immediate area is ideal for such operations in view of climate, activities and general conditions.

Rest homes already appear in practically every community this size in Canada, and are rapidly finding a place in this country. Much of the circumstance is due to changing conditions, advancing civilization and altered outlook, both of the part of older and of younger people. The homes are practical. They are here to stay.

King's Manor proves all of these things forcefully. We have been part of a successful experiment in which a new field was pioneered, at least in the Southwest. We are happy to be a part of the projected and continued growth which the operation represents.

Nuggets

School administrators—at both upper and lower stratas of learning—carry on their shoulders a great deal of the responsibility for the future of our country.

The hour calls for bold, able people in these positions. Remuneration in honor and coin of the realm should be commensurate with the responsibility involved.

Public demand that these positions be filled with people who measure up to the need of the times should be unyielding.

—The Canyon News



TEXAN IN WASHINGTON

'People - To - People' Aid Plan Proposed

WASHINGTON, (AP)—A one-time Texas college professor is heading a move the State Department hopes will strengthen the Alliance for Progress at a savings to taxpayers.

He is James H. Boren, 37, formerly of Wichita Falls, who was head of the Education and Psychology Department at Arlington State College 1954-1956.

As special assistant to Teodoro Moscoso, the U. S. Coordinator of the Alliance, Boren is promoting a sort of people-to-people or local government to local government approach in the aid agency's operations. He acts as a liaison officer in establishing relationship between

leaders in Latin American communities and officials or civic leaders in U. S. communities who want to share cultural and economic resources.

And, Boren observes, it's not just a one-way transaction with the U. S. simply lending a helping hand. The program contemplates exchanges of businessmen, not unlike student exchange programs. It is expected to produce new investment opportunities for U. S. capital.

Returning to Washington after two years in Peru, Boren elaborates on the new approach. In Peru, where he served as an official of the Administration for International Development (AID), Boren traveled thousands of miles by jeep into remote mountain communities where he saw the need for the inexpensive items that U. S. citizens take for granted.

As an example of what can be done under the Alliance for Progress program outside of government-financed activities, Boren told of the use of candles in many Peruvian villages where electric lights could be made available at low cost.

He said a civic club in a U. S. community could take on such an aid project by purchasing a small generator for about \$125. He said it would provide enough power to light up a school room where night literacy programs for adults are conducted.

It's Boren's job to promote projects of this kind by establishing the contact between interested persons here and in Latin American countries.

Rep. William S. Broomfield, R-Mich., recently placed in the Congressional Record a long article praising Boren's work and citing specifically a project involving the citizens in Cali, Colombia, and Oakland County in Michigan.

Broomfield related how a group of Oakland businessmen visited Cali and mapped plans for development of the area's resources.

"It is my belief," Broomfield said, "that this new approach offers a means of bridging these obstacles to progress, of getting our assistance down to those who need help the most."

"Further, this approach calls for maximum participation by the people themselves and an awareness of what is being done for them to a degree which

(Continued on Page 5)

Panhandle Paragraphs

FIRST SUGAR-BEET HARVEST UNDERWAY

Sugar beet harvest began Monday on the George Redinger farm setting in motion the first such harvesting of its kind in the Olton area. Beets in the vicinity were planted on an experimental basis after negotiations between Great Western Sugar Company and High Plains Sugar Beet Growers Association. Along with Redinger, there are seven other area farmers who soon will begin digging sugar beets. Redinger planted 45 acres. A total of 250 acres was divided among eight farmers. The men will be shipping beets to Longmont, Colo., via railway from Plainview. Redinger said he was well-pleased with his beet production. He believes they will make from 30 to 50 tons an acre. In beet production, 20 tons per acre is considered average. The beets have been pre-tested for sugar content every three weeks. Redinger says that 14 to 15 per cent sugar is good. On the last test, his beets were showing 16 1/2 per cent sugar content.

—THE OLTON ENTERPRISE

HIGH SCHOOL BIDS AWARDED

Beaming Littlefield School trustees unanimously accepted low bids totaling \$527,489 for construction of new high school facilities following a bid-opening session Thursday afternoon in Littlefield High School library. The school board accepted three low bids on general construction, mechanical and electrical work, and Board president Jack Barton announced trustees were "very pleased" with results of the bidding. Bennett Construction of Lubbock landed the general construction job with a low bid of \$424,850; O. W. Chisum Co. of Lubbock, won the mechanical contract on its low bid of \$63,850; while a local firm, City Electric, claimed the electrical contract on a low bid of \$39,259. Bennett estimated a construction time of 280 days on the general contract which could possibly put the school in a position to open its doors for students in September, 1964. Construction is to start as soon as materials can be ordered and delivered to the site—probably two or three weeks.

COUNTY WIDE NEWS (Littlefield)

AIR TRAFFIC FACILITY SLATED

Construction of a little white dome that will "put Berger on the map" will begin early in December, members of Berger Junior Chamber of Commerce were told at their weekly meeting Monday in Hotel Berger. A voice will be transmitted from this dome every five seconds directing busy sky-way traffic over Berger and safely on its way, according to M. E. Griffin, manager, Hutchinson County Airport. Griffin noted the station, known as Berger VOR-TAC Omni, will serve as a direction "beacon light" guiding planes "north, south, east, and west."

—BORGER NEWS HERALD

GROUP PLANS STATE SCHOOL DRIVE

A set of definite plans for Levelland's effort to secure a state supported school for the mentally retarded was adopted Tuesday night in a public meeting of approximately 55 persons in South Plains College Auditorium. Some of the approved recommendations were predicated on selection of the proposed airport site for the school while other plans would be effective regardless of the site. All of the approved plans hinge on selection of Levelland as the school location. At least 33 other West Texas towns are seeking the institution which would house approximately 2000 students and have an annual payroll over \$1 million.

—LEVELLAND DAILY SUN NEWS

HIGHWAY AMENDMENT DRAWS OPPOSITION

Petitions are being circulated in Shamrock calling for defeat of a bill in the U. S. House of Representatives which would permit the construction of service facilities on rights-of-way on the Interstate Highway System. Highway 66 has been designated as a part of that system. Copies of the petitions will be mailed to U. S. Representative Walter Rogers and to Senators John Yarborough and John Tower.

—THE SHAMROCK TEXAN

THE BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher on his Blindwood farm tries to help Congress with a ticklish problem this week.

While I have never been able to work out a plan whereby both football teams can win the same game and nobody leaves the stadium broken-hearted, I haven't given up, and to rest my mind from the problem I have been working on an idea where Congress can vote itself a raise without getting beat.

As I understand it, there's a move on to increase the salaries of numerous government officials, on the grounds you have to pay them about as much as they would make in private life or they'll quit and we'll have to take on second-rate people, although this doesn't always work out that way. For example, I've heard it argued that if we increase the pay of state legislators, say, we'll get a better quality of men, but whenever a state does, it seems to me the same men turn up running again.

At any rate, in the Washington salary problem, there's a proposal to increase Congressmen and Senators' pay by \$10,000 a year, and a lot of the members go along with this, except for one thing. While they figure they're worth \$10,000 a year more than the \$22,000 they're getting now, they'd rather have the \$22,000 than nothing, which is what they're afraid they'd get if they voted themselves a raise and got voted out of office. On the other hand, a \$10,000 raise sure looks tempting.

They might have to change the rules a little, but I have worked out a plan where they can swing it.

Let the Senate vote the House a raise. Every member of the House can then rise to oratorical heights and denounce this as a gross waste of taxes and send copies of the speeches back home. The Senate though should remain firm and ramrod the raise through. Then the House could vote the Senate a raise, and every member of the Senate could make a speech against it for home consumption.

There's more than one way to a cat.

Yours faithfully,

J. A.

THE Sunday Brand

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THE ENGAGEMENT of Miss Marilyn Kay Moreau and Richard Tuttle has been announced by her mother, Mrs. Bettye Moreau, Lincoln, Neb. Mrs. G. F. Carter, Route 4, is the mother of the prospective bridegroom. The wedding is planned for April 11, 1964. (Personal Photo)



RECEPTION WILL MARK GOLDEN ANNIVERSARY—The children of Mr. and Mrs. Alvah Christian will honor their parents on their 50th anniversary with a reception Sunday, Dec. 1, from 2-4 p. m. at Alders Gate Methodist Church, 1741 Sayles Boulevard, Abilene. Mr. and Mrs. Christian, who were married in McLean, lived in Hereford, from about 1940-1946. They have four sons, seven grandchildren, and two great-grandchildren.

Annual Dinner Held By Canton And Auxiliary

The Patriarch Militant Canton and Auxiliary met at the IOOF Hall Nov. 15 for their annual Thanksgiving dinner and entertainment. Games of progressive "42" were played. Tables were laid with white cloths with streamers of brown

and orange crepe paper across each corner. A centerpiece of fruit, autumn flowers, and leaves, miniature turkeys, and orange candles were used on the dining table. The Thanksgiving theme was followed in other decorations.

Hostesses were Lady Anna Conklin, Lady Mae Smith, Lady Bessie Lawrence, and Lady Lydia Hopson. Guests were Avis Brown, Ocie Altman, Addie Stallings, Jean Elliott, Dane and Becky Elliott, Betsy Barrett, Lida Jacobsen, Martin Urbanczyk, Joe Love, and Benny Allen.

Canton members present were Ben Conklin, Archie Love, Sam Smith, Dwayne Pittenger, Gordon Elliott, Arthur Rogers, and A. N. Hopson. Auxiliary members present were Lady Ruth Rogers, Lady Ursalee Jacobsen, Lady Nellie Beauford, Lady Leona Love, Lady Ata Davis, Lady Ada Hollibaugh, and the hostesses.

VANDALS PULLED PLUG
CHATTANOOGA (AP)—Some body pulled the plug, and a city park lost its lake. Police said vandals broke a valve controlling a drain in the rock-wall lined lake. The water ran out.

FOOD FOR THOUGHT
COVINGTON, Ky. (AP)—A Covington restaurant uses place mats with this inscription: "4,076 people died of gas last year."
"29 inhaled it."
"47 put a match to it."
"4,000 stepped on it."

Fades away age spots!



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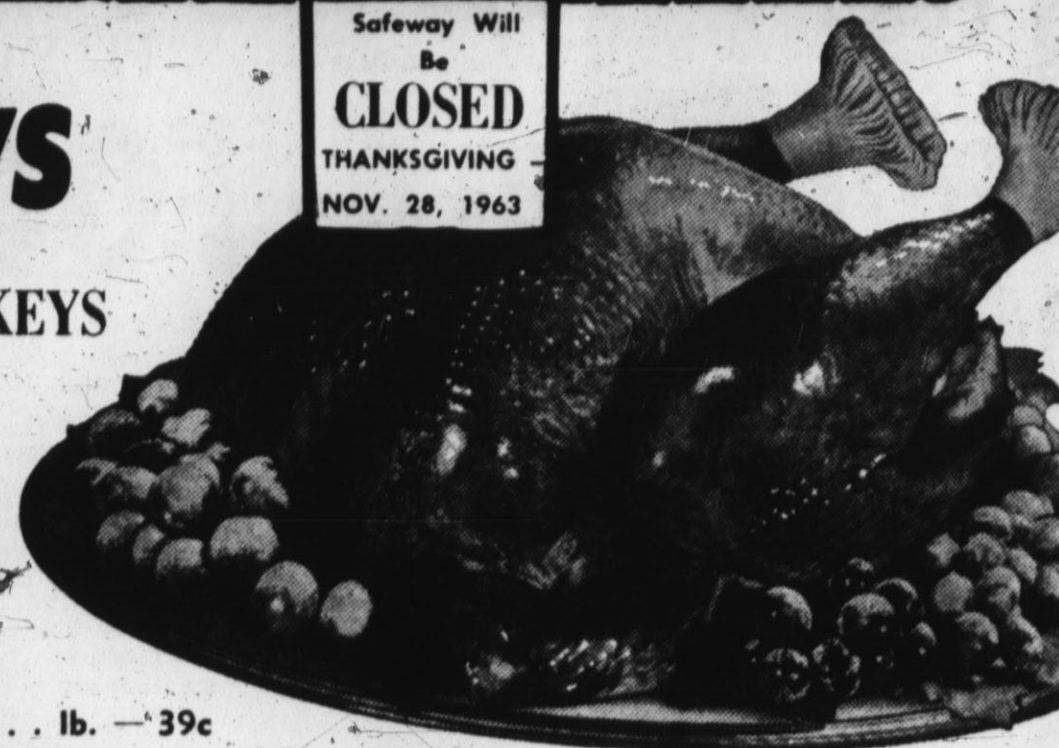
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Turkeys

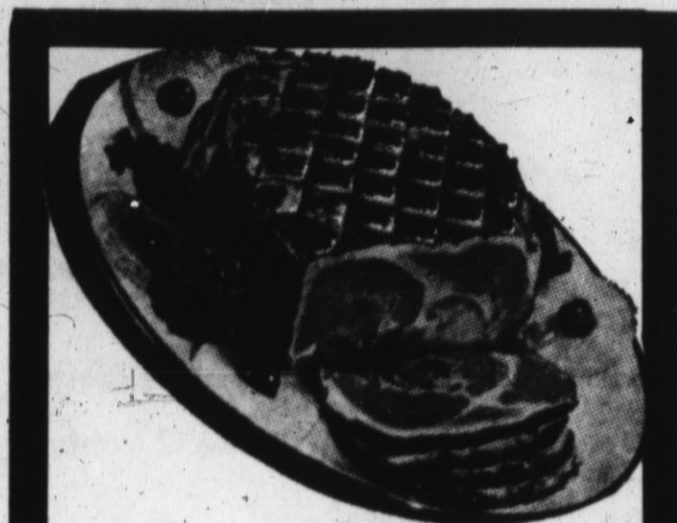
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Whole or Butt End LB. 49¢	SHANK END LB. 43¢	5 to 8 LBS. LB. 39¢	12 LBS. And Over LB. 45¢

DUCKS Long Island — lb. 49¢	Flour Kitchen Craft 10 lb. White Flour Bag 89¢	ICE CREAM Snow Star 1/2 Gal. Ctn. 59¢
OYSTERS Fresh, 12 oz. Can — ea. 89¢	Corn DEL MONTE Family Style No. 300 Reg. Price 21¢ 5 Cans \$1	
Chuck Roast USDA Good Aged Mature Beef — lb. 49¢	Egg Nog LUCERNE 1/2 Gal. Ctn. 59¢	
Ground Beef Ground Fresh Daily 3 lbs. \$1	Cake Mix Party Pride Asst. Flavors SAVE 13¢	
Cream Cheese Kraft Philadelphia 8 oz. Pkg. 33¢	Cocktail Libby's Fancy Quality No. 2 1/2 Can Reg. Price 23¢	

PIES BAMA FROZEN PUMPKIN or MINCE SAVE 14¢ 24 oz. PIE 29¢	Sherbet Pumpkin Cake Mix Cocktail
EGGS Breakfast Gem Grade "A" Medium — Doz. 39¢	
CREAM Lucerne Whipping Cream 1/2 Gal. Ctn. 35¢	
PEAS Town House Garden Fresh No. 303 Green Peas Can 15¢	

Party Pride Asst. Flavors SAVE 13¢	19¢
Libby's Fancy Quality No. 2 1/2 Can Reg. Price 23¢	19¢
Mrs. Wright's Asst. Mixes SAVE 4¢	25¢
Town House Fruit Cocktail SAVE 25¢	5 No. 303 Cans \$1

WE GIVE GUNN BROS STAMPS

C & H SUGAR Powdered or Brown 2 1-lb. Pkg. 29¢	VEL KAY SHORTENING Save 10¢ 3 lb. Can 59¢	DEL MONTE PINEAPPLE SLICED No. 1 1/4 Can 25¢	FLUFFIEST MARSHMALLOW Miniature 10 1/2 oz. Pkg. 25¢
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EAGLE RIVER Cranberry Sauce Eagle River Cranberry Sauce No. 300 Can Reg. Price 21¢ 19¢
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SHELLED PECANS 10 oz. Pkg. 69¢	Dips Lucerne 3 8 oz. Ctn. \$1	Town House Sweet Potatoes Potatoes Mrs. Wright's 6 lb. Can 29¢	BISQUICK 20 oz. Pkg. 29¢
Butter Shady Lane 1 lb. Pkg. 69¢	Peaches Hemet Spiced 3 1/2 No. 303 Can 25¢	Stuffing Mix 13 oz. Pkg. 49¢	40 oz. Pkg. 49¢
Pepper Trader Horn Black 4 Can 29¢	Dates Waldorf 16 oz. Pkg. 49¢	Seasoning 1 oz. Can 19¢	33 oz. Pkg. 57¢
		Double Gunn Bros. Stamps With Purchase of \$2.50 or More	60 oz. Pkg. 69¢

PIEDMONT Salad Dressing Piedmont Salad Dressing SAVE 6¢ Qt. Jar 29¢
CRAGMONT Beverages Asst. Flavors Party Mixes 2 Qt. Btls. 25¢

Pie Crust Mix Betty Crocker 10 oz. Box 23¢	Palmolive Soap 2 Bath Bars 31¢
Pie Crust Mix Betty Crocker 20 oz. Box 43¢	Vel Beauty Bar 2 Reg. Bars 39¢
Ginger Cake Mix Betty Crocker 14 1/2 oz. Box 33¢	Vel Powder Reg. Box 35¢
	Deodorant Secret Roll-On 75¢ & 8¢ tax
	Pepto - Bismol 8 oz. Btl. 98¢
	Waxtex 100 Ft. Roll 23¢

FRESH CRANBERRIES Ocean Spray 1 lb. Pkg. 23¢	Sweet POTATOES 3 lbs. 25¢
CELERY California Green Pascal Large Stalks Each 10¢	Fresh COCONUTS New Crop 2 For 25¢
	NUTS lb. 49¢

Morsels Nestles Chocolate 6 oz. Pkg. 25¢	Zee Table Napkins 2 80 Ct. Pkgs. 25¢
Comet Rice 2 lb. Pkg. 49¢	Pillsbury Flour 5 lb. Bag 59¢
Gaines Burgers 18 oz. Pkg. 49¢	Tang Breakfast Drink 14 oz. Jar 79¢
Mince-meat Borden's None Such 28 oz. Pkg. 65¢	Kitchen Craft Foil 25 Ft. Roll 59¢
Kraft Oil Kraft Cooking Oil 32 oz. Btl. 59¢	



EAST SIDE
"66" SERVICE STA.



WASH - GREASE
MINOR REPAIR JOBS
ANTI-FREEZE

ROCK STEWART DEALER
ROCK STEWART - OWNER

ROCKWELL BROS.



LUMBERMEN
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As Good as the Best - And Better than the Rest

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Hereford, Texas

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519 Park Ave. EM 4-0177

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208 S. Main EM 4-0862
Benny Womble, Agent



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- Letterpress Printing
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144 W. 4th EM 4-0430

Patterson Chemical Co.

Anhydrous Ammonia-Dry Liquid Fertilizers
2-WAY RADIO EQUIPPED
EM 4-0566 West Hwy. 60

The Hereford Brand

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FEATURING:
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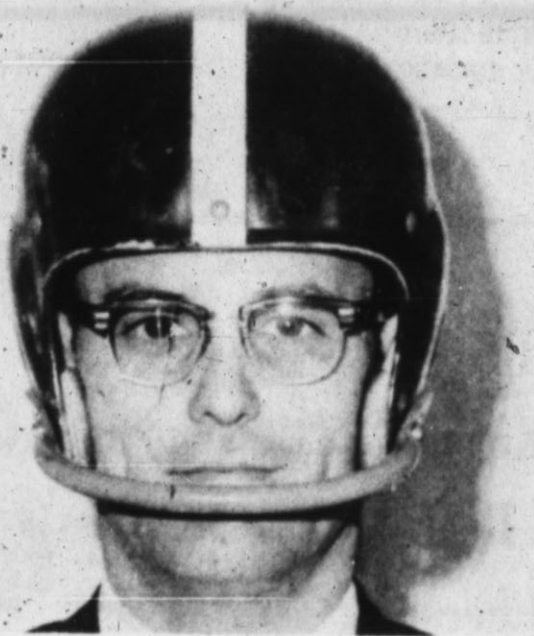
MATCH WITS WITH OUR EXPERTS

WIN \$12.50 CASH

PLUS BIG GRAND PRIZE OF 4 COTTON BOWL TICKETS!

FOOTBALL CONTEST
CONTEST RULES

1. Scratch the teams you select to loose and be sure to score the teams on the "Tie Breakers."
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.



Dean House

- Alabama at Auburn
- Arizona at Arizona St.
- Navy Vs. Army
- Baylor at Rice
- Boston Coll. at Holy Cross
- Brigham Young at N. Mexico
- Florida State at Florida
- Georgia at Georgia Tech
- Houston at Memphis State
- Pittsburgh at Miami
- Mississippi at Miss. St.
- Oklahoma St. at Okla.
- SMU at TCU
- Vanderbilt at Tennessee
- WTSU at Texas Western
- Tulsa at Wichita
- Baltimore at Wash. (pro)
- Cleveland at St. Louis (pro)
- Los Angeles at San Fran. (pro)
- San D. Marines at San Diego



Doc Cowan

- Alabama at Auburn
- Arizona at Arizona St.
- Navy Vs. Army
- Baylor at Rice
- Boston Coll. at Holy Cross
- Brigham Young at N. Mexico
- Florida State at Florida
- Georgia at Georgia Tech
- Houston at Memphis State
- Pittsburgh at Miami
- Mississippi at Miss. St.
- Oklahoma St. at Okla.
- SMU at TCU
- Vanderbilt at Tennessee
- WTSU at Texas Western
- Tulsa at Wichita
- Baltimore at Wash. (pro)
- Cleveland at St. Louis (pro)
- Los Angeles at San Fran. (pr)
- San D. Marines at San Diego

Winners' Of Last Week's Contest
Dorothy Mercer 1st Dennis Lomas 2nd Herman Schumacher 3rd

Official Entry Blank

- Alabama at Auburn
- Arizona at Arizona St.
- Navy vs. Army
- Baylor at Rice
- Boston Col. at Holy Cross
- Brigham Young at N. M.
- Florida S. at Florida
- Georgia at Georgia Tech
- Houston at Memphis S.
- Pittsburg at Miami

TIE BREAKER

- Navy
- Army
- Baylor
- Rice
- SMU
- TCU

- Mississippi at Miss. St.
- Oklahoma St. at Okla.
- SMU at TCU
- Vanderbilt at Tennessee
- WTSU at Texas Western
- Tulsa at Wichita
- Baltimore at Wash. (pro)
- Cleveland at St. Louis (pro)
- Los A. at San Fran. (pro)
- San D. Marines at San D.

NAME _____

ADDRESS _____

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HEREFORD, TEXAS



BEEFMASTER
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THIS IS THE FINAL CONTEST
THIS YEAR.
THE SUNDAY BRAND

WESTERN WHEEL INN

628 West 1st. EM 4-2070

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Don Baugous
Benny Cooper EM 4-0850



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JACK and RUBY

1301 East 1st Street

Our business is irrigation supplies! We not only sell the BEST PRODUCTS...we offer the BEST SERVICE!

GIFFORD-HILL-WESTERN

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HEREFORD STATE Bank



COWAN JEWELRY

FOR BETTER DIAMOND

BUYS

217 N. MAIN



Lions Planning Christmas Banquet, 'Lum' To Speak

Hereford Lions club will hold its 35th annual Christmas dinner and ladies' night at the senior high school cafeteria Tuesday, Dec. 3. Lion President J. F. Martin announced Saturday. Three-hundred members and guests are expected.

Speaker will be Chester H. Lauck, executive assistant for Continental Oil Co., who is better known for his long-time radio portrayal of "Lum" in the "Lum and Abner" series. He now lives in Houston.

Phil Originals, well-known vocal quartet from Phillips, will sing, and dinner music will be played by Ray Martin on the

organ. J. W. Robinson will be toastmaster.

Chairman of the program committee is Albert Maxwell. Lauck travels more than 130,000 miles annually for Conoco from coast to coast, addressing civic organizations and state and national conventions. He joined the firm in 1955.

Lauck, although known primarily as a banker and business personality, was first successful as a banker and business man. A native of Allene, Ark., he attended schools in Mena, Ark., and was graduated from the University of Arkansas, majoring in journalism. He was edi-

tor of the school's magazine. Following graduation he became associated with the Union Bank of Mena and later as manager of Citizen's Finance Corp. in Mena.

In 1931, together with Norris Goff, his boyhood friend, he formed the team of "Lum and Abner." They began their radio career in Hot Spring, Ark., and in less than two months signed a network contract, broadcasting first from Chicago and later from Cleveland and New York. Their popular folksy humor took them to Hollywood where, in addition to their radio work, they starred in mo-

tion pictures for RKO studios. "Lum and Abner" are credited with a number of "firsts" in the entertainment world. They made the first major network broadcast in 1933 from Radio City in New York; the first marathon broadcast for charity (more than 12 hours); the initial show for the Mutual radio network; and the first international broadcast by a radio team.

Lauck also is a director of the American Capitol Life Insurance Company, Houston. In 1962, he received an Honorary Doctor of Laws degree from the Atlanta Law School and a Freedom Foundation Award for a

speech entitled, "The Eleventh Hour."

Members of committees arranging the dinner are: Tommy Braddy, Tom Robinson, Mike Wilson, Virgil-Walker, Bill Gentry, Sam Long, A. H. Cook, Henry Dobbs, Charles Hoover, Charles Bell, N. D. Bartlett, Joel Hodges, Raymond White, Rex Lee, Don Zimmerman, Roy Hartman, Ed Skyjaja, Bruce Miller, Buddy Evans, Hilrey Aven, B. F. Cain, O. Z. Golden, J. F. Martin, Dub Reeves, Labry Ballard, E. W. Young, Virgil Young, Wiley Quattlebaum, Paul Harvey, Ben Gollehon, and Earl Holt.

Penney's To Use New 'Signature' In Advertising

One of America's most famous advertising slogans, "Always First Quality," will appear in new surroundings today.

That's the day J. C. Penney Co. advertisements in newspapers throughout the country will introduce the department store chain's new "signature" featuring "Penney's" and "Always First Quality."

Since its introduction in 1946, the Penney slogan has become one of the best known in the U. S., according to Cletis L. Cor-

lis, manager of Penney's department store here.

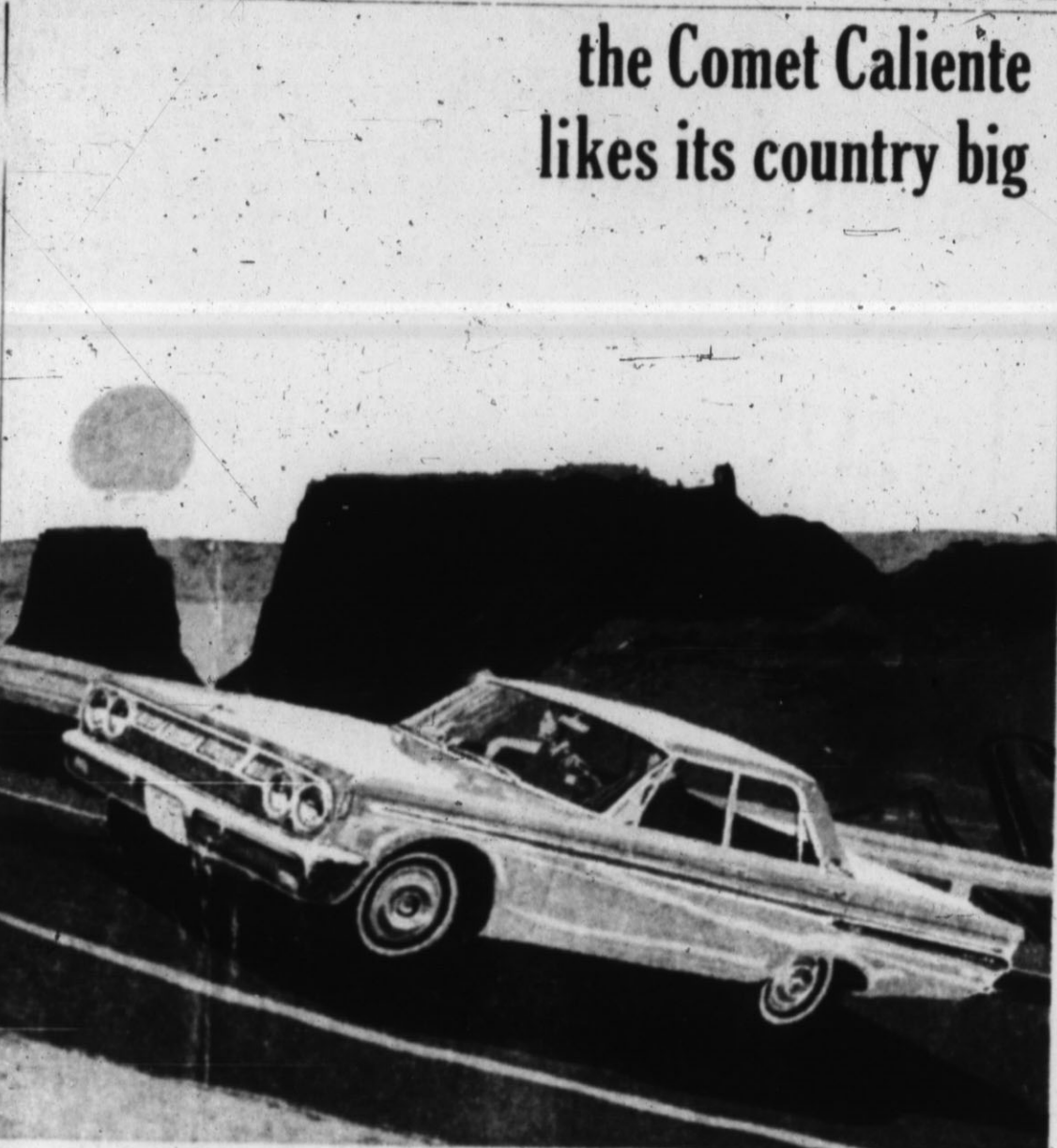
The new, modern-looking signature is designed to symbolize the Penney Company of the 1960's, reflecting new merchandise and services being offered customers. In addition to advertising, the signature will be used in packaging, labeling and other promotional areas. It was designed by Peter Schladermunt Associates, New York industrial designers.

Penney's, which long has been the nation's No. 1 retailer of many lines of soft goods, has gradually been expanding its merchandise offerings to include hard lines departments

and thus provide customers with more complete shopping facilities, Corlis said.

It when the first seed heads begin to appear. You may lose 25 to 50 percent of the quality of the hay if it is left until it is completely seeded out.

The United States is the world's largest exporter of agricultural products, with a total of 60 million acres of our farm production being shipped abroad. About \$5.1 billion in farm products were exported in 1962.



the Comet Caliente likes its country big

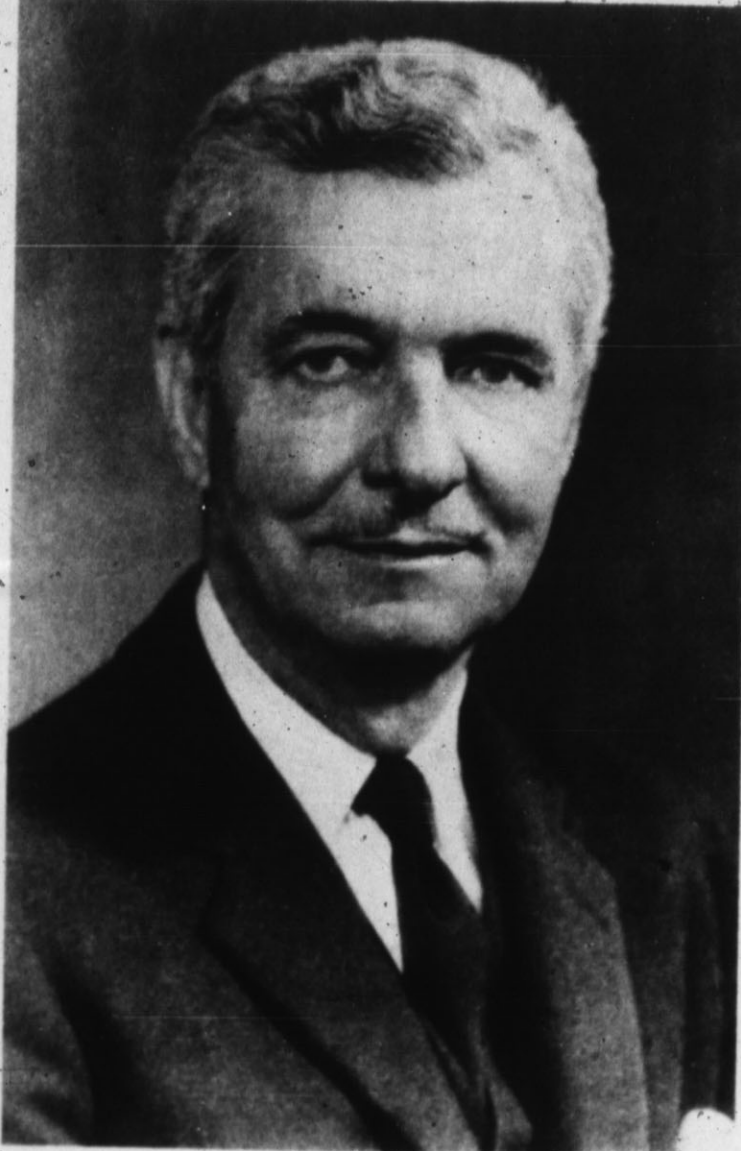
Any car that looks like this and costs like this will sell well anywhere. But a car that goes and handles like the Caliente is wasted on cramped terrain. It needs the wide open spaces to show what it's got: the handling of a small car, the ride of a big car, the dash of a sportscar and, the price of a Comet.

STEPHENS-HUDSON MOTOR CO.

FIRST & MILES

HEREFORD, TEXAS

Where you find cars just made for Texas.



Chester H. Lauck

School Menu

Elementary Cafeteria
Monday—Spanish rice, buttered corn, slice of tomato, apple

A. O. THOMPSON ABSTRACT CO.

Mr. & Mrs. A. J. Schroeter,
Mgrs.
Courthouse
P. O. Box 73
Phone EM 4-1504
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cobbler, rolls, butter and milk.
Tuesday—Hamburgers, black-eyed peas, tomatoes, lettuce, onions, pickles, pineapple upside-down cake and milk.
Wednesday—Turkey and dressing with gravy, green beans, cranberry-orange jello, ice-box cookies, rolls, butter and milk.
Thursday and Friday—No school
Junior-Senior Cafeteria
Monday—Spanish rice, baked beans, buttered corn, spinach, slice of tomato, apple cobbler, rolls, butter and milk.
Tuesday—Hamburgers, bar-B-Q on bun, potato chips, whole carrots, tomato, lettuce,

Westway 4-H Plans Christmas Program Monday

Westway Community 4-H Club met Monday, Nov. 18, at the Westway Community House to plan the Christmas program. The date has been set for Dec. 20, from 7:30 to 9:30 p.m.

Each member is to bring one gift for exchange. The club will also prepare a food box for a needy family. Each member is to bring a food item for the box.

Mrs. Ješko handed out awards to the members who were unable to attend the achievement banquet.

Boys of the club plan to meet after lunch at Mike McCathern's on the first Saturday in Dec. They will make rope halters. Each boy is to bring a 1/2 inch rope.

Hosts for the meeting were the Harold Head's and the Jimmy Jeako's.

Friona Soldier Studies Welding

Army Specialist Four Carl A. Jones, son of Mrs. Bonnie L. Jones, Friona, completed an 11-week welding course at The Ordnance Center, Aberdeen Proving Ground, Md., Nov. 8.

During the course Specialist Jones received instruction in all phases of oxyacetylene, arc and metal inert gas welding.

The 20-year-old soldier entered the Army in September 1960 and was last stationed at Fort Hood, Tex.

He attended Chickasha, Okla. High School.

onions and pickles, pineapple upside-down cake and milk.
Wednesday—Turkey and dressing with gravy, sliced ham, green beans, candied yams, cranberry-orange jello, ice-box cookies, rolls, butter and milk.
Thursday and Friday—No school

Hereford State Bank
FOR YOUR
Auto Financing

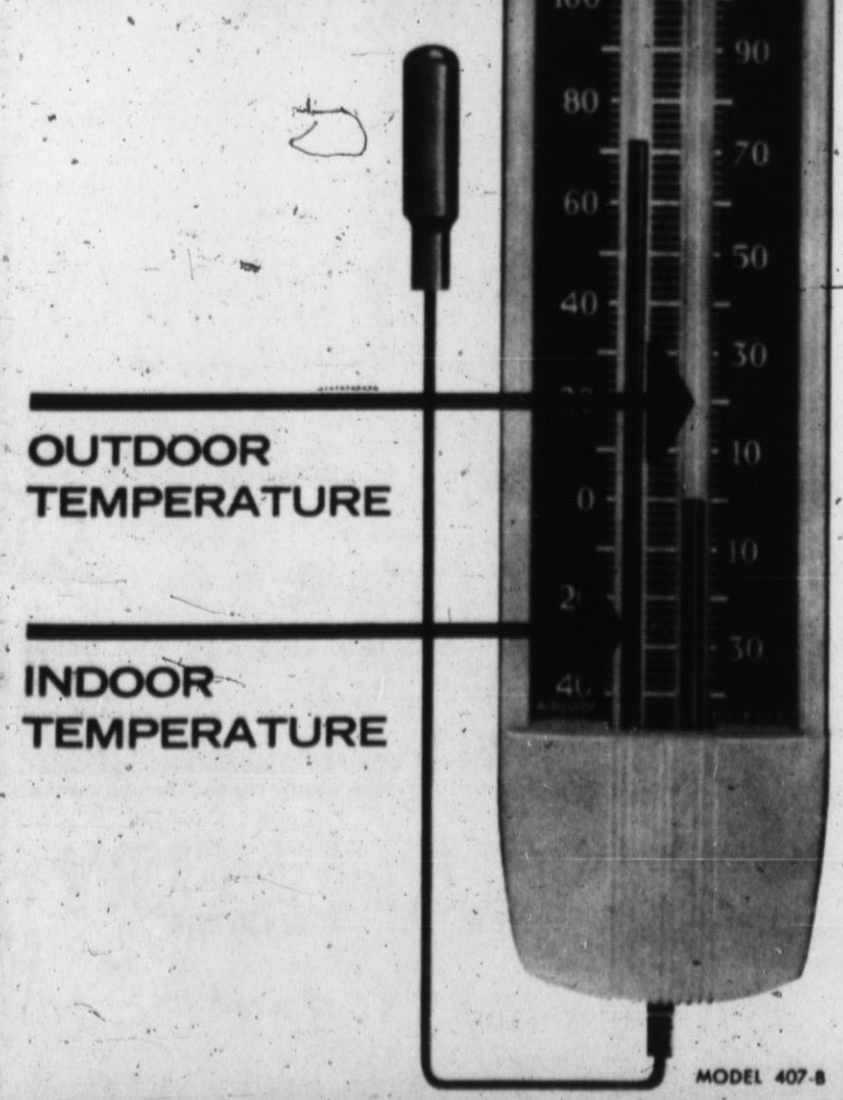
***WINTER**
***SUMMER**
***SPRING** or
***FALL**
EVERY SEASON
is more comfortable when your home is equipped with **Storm Doors & Windows**
CHECK WITH THE FOLKS AT
Carl McCaslin Lumber Company
TODAY ABOUT THE ADVANTAGES OF
ALUMINUM STORM DOORS & WINDOWS



- Cut Fuel Bills
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DON'T DELAY... SEE US TODAY!
Carl McCaslin Lumber Co.
A COMPLETE BUILDING SERVICE
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FOR YOUR TIME—THIS ATTRACTIVE, PRACTICAL INDOOR-OUTDOOR THERMOMETER...

Own your own home? Served by Southwestern Public Service Company? Willing to let our qualified electric heating representative call on you and explain why it's to your advantage to modernize your home heating system? There's no obligation—just call your Public Service office to arrange appointment in your home.

RETAIL VALUE **\$5.00**

SOUTHWESTERN PUBLIC SERVICE COMPANY

63-4

THIS IS IT! TODAY IS THE DAY

1:00 P.M. TO 6:00 P.M.

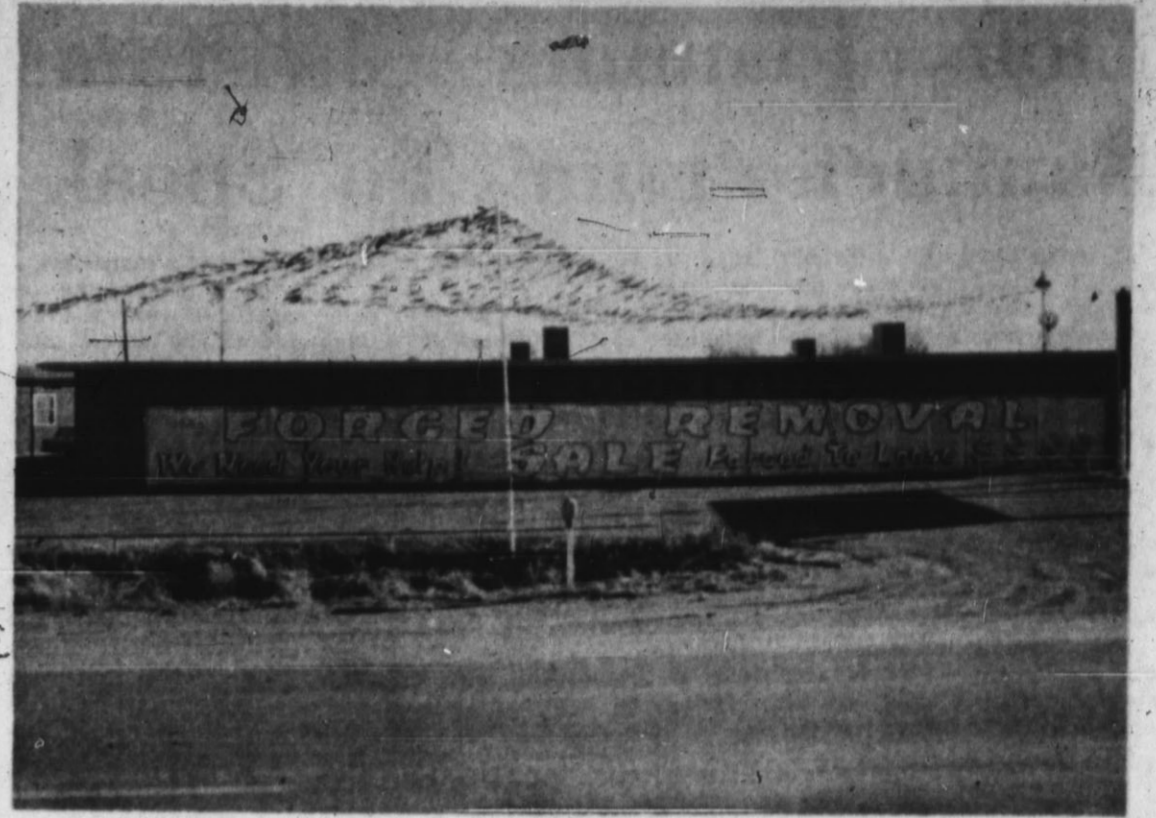
SUNDAY

SAVINGS GUARANTEED

THESE PRICES GOOD

SUNDAY

1 TO 6 PM ONLY



FREE PARKING

- 5 - HOUR SALE

2 PIECE LIVING ROOM SUITE

Nylon Covers - Foam A Reg. 369.50 Seller

\$184.77

Dozens of BASE ROCKERS from \$19.77

For 5 Hours We Will Sell 69.50 & Up Swivel Rockers For

NYLON OR PLASTIC \$38.77

MATTRESS & BOX SPRINGS PRICED AS LOW AS \$33.77

KING SIZE \$123.77

2 BOX SPRINGS & MATTRESSES CHOICE OF FOAM OR INNERSPRING

4 PIECE ENSEMBLE

MATTRESS - HEAD BOARD - BOX SPRINGS and HOLLYWOOD FRAME Full or Twin

5-HOUR PRICE \$49.77

BUNK BEDS \$28.77

FREE DELIVERY UP TO 36 MONTHS TO PAY

Sun. P.M. Only 50" French Provincial LOVE SEAT SOFAS

Foam Cushion & Back 9 Colors Reg. 189.50

\$88.77

7 PIECE 72" Table - 1 Leaf

6 Deluxe Chairs - Cushion with Foam

5 Hour Price \$77.77

Xmas Tree FREE With Purchase

Early American 4 PIECE GROUP

82" - 3 Cushion SOFA 2 Cushion LOVE SEAT TV Swivel Rocker & Ottoman Reg. priced to sell for 498.50

5 Hour Price \$258.77

50 RECLINER CHAIRS

TO SELL FOR 5 HOURS AT \$24.77 EACH

1/2 PRICE

IN MANY CASES AND EVEN LESS Pick Your Price Pick Your Buy

SAVE 30 to 50% You Can't MISS!

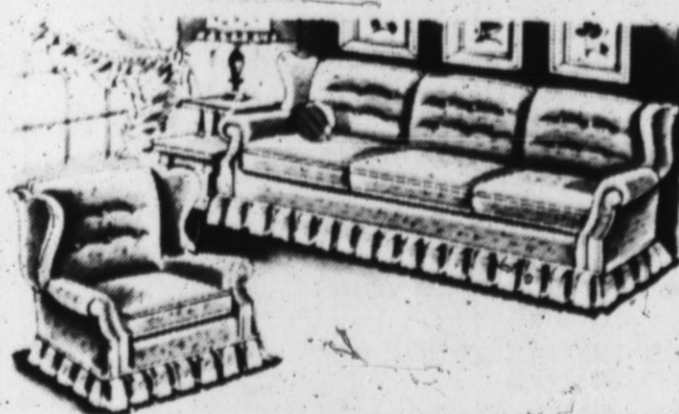
LISTED BELOW ARE A FEW OF OUR BARGAINS

Five Piece WESTERN GROUP \$137.77 3 TABLES - SOFA - ROCKER

Marble Top TABLES \$27.77

Early American PLASTIC TOP - DROP LEAF Table & 4 Chairs \$98.77

3 Piece Antique - White-Gold Bedroom Suite \$138.77 Double Dresser - Mirror - Chair Back Bed



9 X 12 LINOLEUM RUGS \$4.77

CHAIR BED \$32.77

ODD BEDS FULL or TWIN SIZE \$18.77

WALL MIRRORS \$4.77

3 Piece Livingroom Group \$137.77 Recliner Club Chair Sofa Bed

3 PIECE BEDROOM SUITE \$78.77 Walnut Finish - 5 Hour Price

Chest - Double Dresser - BS Bed



FOR 5 HOURS . YOUR CHOICE 2 PIECE SECTIONALS \$128.77

BEIGE - BROWN TURQ. - GREEN

H&H FURNITURE & BIG RED

BARN West Hiway 60 Hereford

No Refunds - No Exchange - No Approvals - No Exceptions

2 PIECE STUDIO SUITE \$76.77

5 - Hour Price \$76.77

HIDAWAY SLEEPERS Priced From

With Mattress \$128.77

5 Hour Assortment of - Fine -

SOFAS \$98.77

Pink - Turq. - Red - White - Rose Reg. Values to \$349.50

Your Choice \$98.77

New Admiral Refrigerator

5 - Hour Price \$148.77

New 36" Gas Range

5 Hour Price \$88.77