

Weather

Thursday, high 92, low 53
Friday, high 65, low 50
Saturday, high 72, low 51

The Sunday Brand

Our Slogan: "More People—More Farms"

40 Pages

Including 20 Pages of Comics

Published Every Sunday

The Sunday Brand, Hereford, Texas, Sunday, September 30, 1951

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VOLUME 4—NUMBER 14

SIGHTS, FACES SEEN Around Town

Incomplete returns on the water district election as of 10 p.m. Saturday show eight counties have voted to be in the district and eight have voted to stay out. Those voting FOR are: Lamb, Lubbock, Lynn, Bailey, Potter, Randall, Deaf Smith, and Hockley. Those voting to remain out of the district are: Crosby, Oldham, Swisher, Briscoe, Terry, Hale, Dickens, and Garza. Voting in the two boxes at the Deaf Smith county courthouse have been running 10-1 in favor of the district.

Urlin Streu gave a talk on the coming USO drive at the Wednesday luncheon of the Hereford Lions club.

Beginning Monday, Oct. 1, the Deaf Smith County library will be open from 9 until 1 in the morning and from 2 until 5 in the afternoon so that school children may check out books during the noon hour. A slot will be made in the door so that books may be checked in before the library opens and after it closes. Mrs. J. J. Boydston, librarian, announced this week.

The Hereford Civic chorus and anyone who is interested in singing with the group will hold a rehearsal at the First Methodist church at 3 p.m. Sunday afternoon, Sept. 30.

A new business enterprise will open in Hereford Monday.

The Village Sport Shop located at 515 Park Avenue will hold its grand opening Monday all day. There will be balloons for the children.

The shop which will be operated by Marie Cogdell and Helen McCauley will feature infants and children wear at the present time. Later on the stock will increase to serve all ages.

Persons interested in joining "Bowser's Little Culture Corner" for 1951 at the Plainview Polio Center can do so by sending their dollar for dues to Perry Bowser, c/o Polio Ward, Plainview Polio Center. Deputy Sheriff S. B. Berry, who makes frequent visits to Plainview to see his 10-year-old daughter, Charla, who is a polio patient there, said the money is used to provide motion picture entertainment for the children.

(Continued on page 2)

HD Club Dress Revue October 6

Deaf Smith county home demonstration club women will hold a Dress Revue Saturday, Oct. 6, at 2:30 in Hotel Jim Hill ball room, Argen Draper, Deaf Smith County Home Demonstration Club agent, announced this week. Approximately 120 dresses have been made by the home demonstration women this year and many of them will be modeled in the revue Saturday afternoon, Mrs. Draper said. Mrs. Raymond Childers, Mrs. Paul Rudd and Mrs. Wayne Higgins are in charge of arrangements for the Revue and Mrs. Jack Higgins will be narrator. Mrs. Robin Dan, Castro County

Fire Wednesday Causes \$100 Damage At Shirley Home

Hereford firemen were called to the Louis Shirley home at 229 Avenue J Wednesday afternoon to extinguish a fire inside the wall started by a wall gas heater. Wilma Ruth Shirley first noticed the smoke from the fire and called her mother, who was painting in a second house across the street owned by the Shirleys. The Shirley girl said she was unable to shut the burner off after she noticed the smoke. Damage was estimated at about \$100.

Four Enlist in Air Force, To Lackland AFB

Four Air Force enlistments were announced this week by M/Sgt. Hicklin Harrell, local Army and Air Force recruiter. Those enlisting are: Billy Joe Evans, son of Mr. and Mrs. Ethel Evans Riley of Hereford; Theodore Saunders Hardwick, son of Mr. and Mrs. Wm. F. Hardwick of Hereford; Harry Francis Wilhelm, son of Mr. and Mrs. Frank L. Wilhelm of Hereford; and Dick Lee McDonald, son of Mr. and Mrs. Bryan McDonald of Canyon. All four enlistments were for a four-year period. Evans and Wilhelm departed Friday night for Lackland Air Base. Hardwick and McDonald left Saturday night for Lackland.

Gib Howard is Named March of Dimes Leader

Gib Howard was appointed drive chairman of the Deaf Smith county March of Dimes campaign, it was announced this week by Paul Harvey, chairman of the Deaf Smith County Infantile Paralysis chapter.

Walter Shaller, Amarillo insurance and legal man has been appointed District Campaign advisor for 20 northwest Texas counties surrounding Amarillo in the 1952 March of Dimes Campaign, Lloyd Gregory of Houston, State chairman announced.

As campaign coordinator for these National Infantile Paralysis county chapters, Shaller will work with Armstrong, Carson, Collingsworth, Dallam, Hartley, Deaf Smith, Donley, Gray, Hansford, Hemphill, Hutchinson, Lipscomb, Moore, Ochiltree, Oldham, Potter, Randall, Roberts, Sherman and Wheeler counties in their January 2-31, 1952 fund raising activities.

The objective of the campaign, which is the National Foundation's only fund raising activity, is to enable Texas to provide care for its own polio patients and to pay its share of the national research, epidemic aid, and professional education of medical personnel programs.

Accepting the appointment, Shaller noted the high cost of continuing treatment for previous year's patients. Almost half the patients receiving financial assistance from the March of Dimes organization this year will be persons who contracted polio before 1951, Shaller said.

Visitors in the Herbert Haseloff home this past week were: Mrs. Louis Ross and sons of Vernon.

Herd Out-Scrapped Friday Night, 7-0

A stubborn, fighting Hereford grid team traded blows with the highly-touted Phillips Blackhawk at Phillips stadium Friday, bowing by a 7-0 score. In defeat, Hereford played its most brilliant game of the season. Phillips nabbed the game in the last quarter after the Blackhawk fullback Wells hit left end Hanna with a 38-yard heave to the Hereford one. Before this reverse, Hereford valiantly fought off touchdown marches by the heavier Blackhawk at their goal line. Hereford was tough when the chips were down. Words do not adequately describe the scrap and fight displayed by Coach Dalton Criswell's boys Friday night. A decided underdog, Hereford refused to be pushed back as they stopped drive after drive by the Blackhawk.

The Whites failed to capitalize on two deep penetrations, losing the ball on downs on the Phillips five and once again when a big Blackhawk overtook Morton, who was chugging towards paydirt. The locals shone more brightly on defense than on offense as the line and back charged furiously, keeping the homesteaders off balance all night.

It was when Chesty Walker's boys took to the air that they hit the scoring column. Statistically, Hereford was out-gained, both on the ground and in the air. Phillips gained 133 yards on the ground and 73 through the air while Hereford picked up 92 by rushing and 15 through the air. Fullback Bill Kelly continually kept the Phillips eleven in hot water with his magnificent kicking. The bright spot of the evening was a quick kick in the second stanza from the "T" on the third down that went for 72 yards, resting on the Phillips (Continued on page 2)



BOTH VEHICLES involved in the Saturday noon head-on crash just east of Hereford are shown above. The top photo shows the wrecked and burned REA pick-up truck. At the bottom is the 1946 Chevrolet coupe belonging to Roy Long, who works at the Arena Lettuce shed. Brand Staff Photo

Tri-County Farmers Win Many Divisions at Fair

Residents of Deaf Smith-Castro-Parmer county area were well represented in the winner's circle at the Tri-State fair last week, a run-down of the judging for the last half of fair week shows.

Among the winners are the following: Quarterhorse Division: Mares of 1950, O. G. Hill Jr., Hereford, 2nd and 5th; Mares of 1949, E. D. Hobson, Hereford, 6th; Mares of 1947 or before, O. G. Hill Jr., Hereford, 1st; Produce of Dam, Obed Caraway, Hereford, 3rd.

Additional entries in the quarterhorse division are: 1951 Filly, O. G. Hill Jr., Hereford, 1st; 1950 Filly, O. G. Hill Jr., Hereford, 2nd and 5th; 1947 Mare or older, O. G. Hill Jr., Hereford, 1st; 1948 stud, O. G. Hill Jr., Hereford, 1st; 1951 stud colt, Obed Caraway, Hereford, 1st; Produce of dam, Obed Caraway, Hereford, 3rd.

Grasses: Alfalfa, Castro county, 1st; Sudan grass, Castro county, 1st. Grain Class II: Austrian winter peas, Castro county, 1st.

Grasses Class II: Sudan grass, Castro county, 1st. Sorghums Class II: Safflower, Castro county, 1st; castor beans, Castro county, 1st.

Class IV General: Sorghum, other varieties, Castro county, 1st. Vegetable Class VI: Irish potatoes, any variety, Castro county, 1st; Honey dew or Honey ball melons, Ed Mc Leroy, Dimmitt, 1st; Bell peppers, Castro county, 1st; Pepper, other varieties, Castro county, 1st.

Durocs: Junior yearling boar, Homer Hershey, Hereford, 1st. Martin Fulcher of Black showed both the grand champion bull and grand champion female in the Brown Swiss division. J. S. Thompson and son of Friona dominated the Milking Short-horn division.

Milking shorthorns: Two-year old bull, Wolf and Thompson, Friona, 2nd; Bull calves, Thompson and Son, Friona, 3rd and 4th; Mature cows, Thompson and Son, Friona, 4th; Cows three and four years old, Thompson and Son, Friona, 2nd; Cows two years old, Thompson and Son, Friona, 1st. Thompson and Wolf, Friona, 3rd; Senior yearling heifers, Thompson and Son, Friona, 1st; Heifer calves, Darrell Thompson, Friona, 1st, Thompson and Son, Friona, 2nd and 3rd; Grand Champion, Thompson and Son, Friona, Reserve Champion, Darrell Thompson, Friona; Trio of cows, Thompson and Son, Friona, 1st; Pair of cows in milk, Thompson and Son, Friona, 1st; Graded herd, Thompson and Son, Friona, 2nd; Yearling herd, Thompson and Son, 1st; Pair calves, Thompson and Son, 1st; Get of Sire, Thompson and Son, Friona, 1st; Best under class, Thompson and Son, Friona, 1st and 2nd.

Brown Swiss: Bulls three and over, Martin Fulcher, Black; Senior yearling, Martin Fulcher; Senior bull calves, Witherspoon and Spradley, Hereford, 1st, Martin Fulcher, Black, 2nd and 3rd; Junior bull calf, Martin Fulcher, Black, 1st, Rose and Fulcher, Black, 2nd; Grand Champion, Martin Fulcher, Black; Cows four and over, Martin Fulcher, Black, 2nd and 3rd; Cows three and under four, Martin Fulcher, Black, 1st, Rose and Fulcher, Black, 2nd and 3rd; Heifers, two and under three, Robert Kerschen, Hereford, 1st, Martin Fulcher, Black, 2nd; Heifer senior yearling, Martin Fulcher, Black, 2nd; Heifer junior yearling, Martin Fulcher, Black, 1st; Heifer senior calf, Martin Fulcher, Black, 1st and 2nd; Heifer junior calf, Martin Fulcher, Black; Grand Champion Martin Fulcher, Black; Best udder cow, Martin Fulcher, Black; Dairy herd, Martin Fulcher, Black; Best three females, Martin Fulcher, Black; Get of sire, Martin Fulcher, Black; Produce of dam, Martin Fulcher, Black.

The first bale of cotton delivered to the Hereford Gin was brought in Thursday afternoon by Walter Hodges Jr., who farms near the Erie school.

Hodges 1800 pounds of cotton made a 470-pound bale, according to John McClusky, gin manager.

McClusky said the price for this premium bale would go to 40¢ per pound "or better." Hodges' cotton was Midland 15/16 for which the market is at 34½¢ per pound.

The Hereford Gin hasn't bought the bale as yet, the manager told The Brand. Hodges had some of his Mexican laborers pull the cotton and bring the bale into the gin. Hodges has not been to the gin yet.

Two bales of cotton were ginned on Friday for Mrs. E. F. Drury, who owns a farm just across the draw from the gin. Four thousand pounds of cotton were needed to make a 500-pound bale and a 552-pound bale of Mrs. Drury's cotton.

The majority of Deaf Smith's estimated 6500 acres of cotton will be ready for picking in about two weeks, McClusky estimated.

McClusky said cotton seed is being bought at the gin for 73¢ per pound as compared with the government loan price of 61½¢. Market price on cotton is now from three to six cents above government loan figures.

Will Ask \$950,000 School Bond Issue

A \$950,000 bond issue proposal to build Hereford a new high school will be put before the voters soon, probably during the month of November, according to Mayor Schroeter, president of the board of trustees.

The board will meet on October 11 and representatives of bonding firms to secure bids on the issue subject to approval of the issue by the voters.

The election on the bond issue will be held as soon as the legal

proceedings for holding the election can be completed, Schroeter told The Brand.

There are no structural changes anticipated under the new bond issue, Schroeter said. The sum of \$50,000 intended to be used for paving and building vocational shops from the present junior high school will be left out in the new fund asking, the president reported.

"The board feels like now is the time to ask for a bond election", Schroeter explained.

There will be no structural departures in the new proposed school building as against the one sought this spring unless costs go up too much, he said.

On Thursday night, the board met with Architect Macon O. Carder to get his professional advice on building now.

Schroeter said that the \$950,000 issue will not be sold all at once. About \$3 - \$350,000 of the issue will be sold as soon as approved and the rest will go as needed for construction work.

Head-On Collision Hospitalizes Two

Two local men are in good condition in the Deaf Smith county hospital following a collision about ¼ mile east of the city limits on Highway 60 Saturday noon.

Bill Craig, 22, apprentice line-man at the Deaf Smith County REA, suffered lacerations about the face and is still in the hospital. Craig was a passenger in and REA pick-up truck involved in the crash.

Roy Scott Long, who works for the Arena Company, suffered a fractured skull, a cut on his forehead, and a cut over his left eye. Long was driver and sole occupant of the other vehicle in the accident, a 1946 Chevrolet coupe.

Billy Eugene White, 22, driver of the REA truck, was treated for

bruises following the accident and released. The REA truck caught fire and burned following the collision. Both occupants of the truck were thrown clear to the right side of the truck before gasoline ignited the truck.

All three persons involved in the accident were knocked unconscious by the impact.

Damage to the REA truck was estimated unofficially at \$1200. Damage to the 1946 Chevrolet coupe was estimated at about \$1000.

White told The Brand after the accident that he and Craig were driving west on Highway 60 shortly before noon, heading for the REA garage at the finish of their day's work. The Scott auto swerved into the REA truck's

lane on the highway and couldn't get back on the right side of the road in time to avoid a collision.

Deputy Sheriff S. B. Berry, who investigated the accident, said tire marks indicated the collision occurred just four feet from the north side of Highway 60.

White said Long, who had California license plates on his car, didn't pass any other vehicle just before the impact.

After the wreck, the westbound REA truck was swung around to where it faced southwest on the south side of the pavement and the coupe was at a 90-degree angle to the highway, both vehicles laced together at the rear bumpers.

White told The Brand that both he and Craig were thrown from the right door of the truck. When White regained consciousness, he saw the truck flame up and burn, he recounted.

Long had to be extricated from his eastbound auto by passersby.

Craig and White are both apprentice linemen for the REA.

The truck fire was extinguished by the Hereford fire department.

Here is Another Monthly Hereford Brand Regional Roundup

Once each month, The Hereford Brand will prepare a roundup of news and pictures of people and events of this entire area. All those wishing to have society news or announcements, local items, or pictures appear in this monthly regional roundup are urged to send their material to The Hereford Brand. Wedding, engagement, and news pictures are welcome and will be published in this monthly roundup. Persons interested in supplying news from their particular community for this big edition are asked to contact The Brand office.

Walter Hodges Jr. Gets First Cotton

The first bale of cotton delivered to the Hereford Gin was brought in Thursday afternoon by Walter Hodges Jr., who farms near the Erie school.

Hodges 1800 pounds of cotton made a 470-pound bale, according to John McClusky, gin manager.

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The Hereford Gin hasn't bought the bale as yet, the manager told The Brand. Hodges had some of his Mexican laborers pull the cotton and bring the bale into the gin. Hodges has not been to the gin yet.

Three Indictments For Theft Ring

The district court grand jury Wednesday returned three indictments in connection with the series of farm thefts solved last week by Deaf Smith county authorities.

A fourth member of the ring, a juvenile, was put on probation in care of his parents. Ray Cargo was indicted for theft over \$50 occurring on or about May 30. He is charged with the theft of two tires, two tubes, and two wheels belonging to John Patzold.

Bond was set at \$1000.

Robert Allen Anderson and Bill Lee were both indicted for burglary of the Jeff Roberson place on or about September 16. Bond for Anderson and Lee was set at \$1000 each.

Merchants Will Participate in Road Opening

The retail merchants of Hereford will participate in the celebration of the opening of the Walcott school and Farm-to-Market road 1412 October 5.

The merchants will sponsor a free bingo game for the residents of the Walcott and Sims communities and for the landowners along the farm to market road.

Hundreds of prizes donated by the Hereford merchants will be given away at the bingo game which will be held during the afternoon.

The celebration will get underway at noon with a free barbecue and will be followed by speakers which are being contacted this week.

All the people of the Plains area are invited to attend the celebration.

Car-Truck Hit West of Town On Harrison

A total of \$500 in damages resulted from a car-truck accident which occurred seven miles west of Hereford on the Harrison highway at 12:50 p.m. Wednesday.

A 1950 Ford driven by Billie Odell was hit from behind by a 1½-ton truck loaded with milk being driven by Willis Duggan.

City Patrolman Leland Alderson, who investigated the accident, said an unidentified truck was parked in the roadway at the road. Mrs. Odell was passing the truck when the overtaking truck smashed into the rear of her car.

Damage to the Ford was \$400 and \$100 to the truck.

Whiteface...

(Continued from page 1)
 Hereford's Graham had to toss the pigskin in a hurry on several occasions, but the Herd line let the Phillips pitcher know what a hurried throw meant too.

The handful of Hereford faithful who made the trip to Phillips couldn't help but leave with a feeling of pride in their scrappy high school eleven.

One break either way could have changed the final outcome of the contest, it was that close.

The most outstanding work done by the Whiteface eleven was their stubborn goal line stand on their own 11-yard line as they beat off every attempt by the Blackhawks to hit the end zone. That was in the last seconds of the third quarter.

Kelly, Winget, Morton, and Self were all bright in the backfield for Hereford. The fine work of Quarterback Ray Graham could not be denied, either.

Some changes in the line which put Dement in at left guard and shifted Billy Gene White back to center improved the Hereford play Friday night. The whole Hereford line deserves commendation for its work Friday night.

Without superior play from all of them, the score would have been lopsided.

Play was even in the first half, with Hereford gaining one first down to none for Phillips. The Whitefaces had a total of 44 yards in the air and on the ground and the Blackhawks had 52 yards.

Hereford was knocking on the door of Phillips home ground in the second quarter after Kelly's quick kick. Wells was forced to boot for the hosts and a stiff wind blew the pill out on the Phillips 10 where Hereford started charging through for a TD. It never materialized, however, as the Herd drive fizzled on the two.

Wells was once again obliged to boot, this time to the 32, where a Hereford drive failed to gain the yardage. Phillips again gained the ball at the half.

In the second half, the black

and orange gridsters took the ball on their five following a kick by Dement. Hodges brought it out to the 29 after going once for no gain.

After another first down, the Hawks drive stalled on their 44 and they booted to Kelly on the 20. The locals brought the ball down to the 22 where they lost it on downs.

Following this, Phillips tried from their own 11, but kicked out at the quarter.

Hereford booted against the wind from their own seven after being stalled. Phillips took over on the 36.

After no gain on a ground attempt, Wells unloaded his 35-yard heave to Hanna for a Phillips TD. Wells kicked the point.

In the waning seconds of the ball game, Phillips was once again in Hereford territory, coming down from mid-field on a 38-yard toss by Wells. Here was Hereford's gallant goal-line stand. The clock stopped the game with Hereford in possession from their own eight.

STATISTICS	
H	P
4	3
92	133
15	73
107	210
4	2
2	3
0	1
8	6
231	173
3	3
25	15

STARTING LINE-UP		
H	LE	P
Thomas	LE	Hanna
Corbett	LT	Carter
Dement	LG	Sherman
White	C	Gray
Janssen	RG	White
Fish	RT	Glasgow
Boyd, F.	RE	Coggin
Graham	QB	Reddick
Winget	LF	Hodges
Morton	RH	Alexander
Kelly	FB	Wells

Substitutions, Hereford: Self, London, Hund, McCullough, Rose, Wilson.
 Mrs. Wesley Brown of Rosedale spent Friday in the C. E. Sheppard home.

Hospital Notes

Patients in Hospital
 Mrs. G. A. F. Parker, med.; Mrs. W. C. Flack, med.; Mrs. E. R. Frye, OB; Louis Wayne Sifford, accid.; Mrs. Roy Vaughn, med.; George W. Cloyd, med.; Lonnie B. Drake, surg.

Patients Dismissed
 Harry K. Pruitt, med., 9-29; Harry Whitchurch, med., 9-28; Faye Shirley, surg., 9-27; Mrs. H. V. Fields, med., 9-26; Mrs. Urlin Streu, surg., 9-29; James Boener, med., 9-29; Clara Acker, 7, 9-29.

Births
 A daughter, Janet Rae, to Mr. and Mrs. E. R. Frye September 26.

Tri-Hi-Y Meeting

Thirteen new members were present Tuesday night at the annual new members meeting of Tri-Hi-Y.

Sharon Moore gave the devotional on "Faith" and Dona Aihart told what Tri-Hi-Y meant and what their aims were.

Marilyn Barkley entertained with a song, and the business meeting was conducted. Committees were appointed.

The next meeting will be held October 9 at 7 o'clock.

Around...

(Continued from page 1)
 children hospitalized there.

Miss Junanne Smith, graduate of Hereford High school, has been accepted as a student at Woodbury college, Los Angeles. Selecting executive secretarial as her major, Miss Smith started her studies this past week with the beginning of the fall quarter.

See LUTHER PEVELEY about Real Estate Res. Phone 524-W

ted her studies this past week with the beginning of the fall quarter.

All girls interested in playing

on the women's basketball team are asked to meet at the Whiteface Barber shop at 7:30 Monday night, Oct. 8.

The meeting of the board of directors of the Hereford Mutual Concert association has been re-

scheduled for Tuesday night, Oct. 2, at 8 o'clock at Hotel Jim Hill. At this meeting Bob Thompson, representative of Prior-Menta will outline duties for campaign week.

Prizes for the free bingo game

which is being sponsored by Hereford retail merchants at the Walcott school — road opening October 5 are to be in the Chamber of Commerce office not later than Wednesday afternoon at 5 o'clock.

Farmers in this area are reminded of the field day at the Amarillo Experiment Station on October 3, beginning at 10 a.m. The tour will include stops at ranches where there are native and improved pastures.

October DOLLAR DAY

GREATEST VALUES OF THE SEASON!

20 Pair Ladies HOUSE SHOES Values to 3.95 \$1.00

Children's PANTIES 3 Pair \$1.00

Infant's Flannel GOWNS and ROBES Reg. 1.39 Value 79c

Nationally Advertised LADIES SLIPS \$2.98

4.95 values Broken Sizes from Our Regular Stock

25 Pairs Ladies CASUAL SHOES \$2.95

Mostly Ankle Straps. Values to \$6.95

Satin Covered CRIB COMFORTS \$5.00

Only 4 Left - 8.95 value

Cannon Combed Percale SHEETS Regular \$3.15 EACH \$4.95 Val. Size 72x108

Boy's Solid Color SWEAT SHIRTS Regular 1.25 Value 79c

White SHEET BLANKETS Regular \$2.49 value \$1.89 Size 70x90

Men's BELTS Western and Dress Styles Values to \$2.95 \$1.00

Group MEN'S SHIRTS \$2.49

Values to \$7.95. All Wools, Part Wools and Rayon Garbardine

Men's "Tru-Val" DRESS SHIRTS \$2.98

Whites, Fancy and Solid Colors

Children's Rayon and Cotton SLIPS 49c

A Few To Sell — 1.00 Values

RUTHERFORD & CO.

\$1 DOWN New FRIGIDAIRE Electric Ranges

HAVE ALL THESE DE LUXE FEATURES

- Cook-Master Oven Control
- Radiantube Surface Units
- High-Speed Broiler, waist-high
- Porcelain finish, inside and out
- Full-Width Storage Drawer

TWO OVENS — cook for a crowd in a hurry!

Model RO-70 Model RO-60

"WONDER OVEN" — bakes and broils at same time, or quickly converts to one BIG oven!

CLEAR ACROSS! — biggest oven in any household range

COME IN! ASK ABOUT ALL THE NEW FRIGIDAIRE ELECTRIC RANGES, NOW!

\$1 DOWN will hold any Small Appliance On our easy Christmas Lay-Away Plan

GOOD HOUSEKEEPING SHOP

Corner Main & 3rd Sts. Hereford



MRS. HARLAN DODD and her four-year-old daughter, Jerry Kay, are shown above reading a story in the living room of their new Dimmitt home. The Dodds bought the home and moved it from Lubbock, where it was constructed. They have lived in the five-room house since July of this year. Dodd is operator of Dimmitt's newest Gulf Products station. —Brand Staff Photo

tile risk changes, as those two classes account for about half of the total written premium volume.

On the dwellings, class 23, the new deduction is 50 per cent for brick protected as compared with the former 40 per cent; 51 per cent deduction on frame protected, formerly 48 per cent, and 48 per cent on frame unprotected, formerly 50 per cent.

Changes also have been made for most of the mercantile risks. The changes are: Building—brick protected, 20 per cent deduction, was 10 per cent; brick unprotected, 50 per cent deduction, was 40 per cent, and frame protected, 40 per cent deduction, was 35 per cent; contents—brick protected, 15 per cent deduction, was 12 per cent, and brick unprotected, 50 per cent deduction, was 40 per cent.

The new experience credits or

penalties for other classes as announced by Mr. Brown for October 1, are as follows:

Apartment houses and tenements, frame unprotected, 35 per cent deduction, was 30 per cent. Churches—brick protected, 25 per cent deduction, was 30 per cent; frame protected, 5 per cent deduction, formerly no credit; frame unprotected—45 per cent deduction, was 50 per cent.

Club houses—brick protected, 15 per cent deduction, was 35 per cent; brick unprotected, 15 per cent deduction, formerly no credit; frame protected and frame unprotected, 15 per cent deduction, was 35 per cent.

Fireproof risks—buildings, brick protected, 20 per cent deduction, was 10 per cent; contents—brick protected, 10 per cent deduction, was 7 per cent, and brick unprotected, 50 per cent deduction,

was 35 per cent. Foundries, machine shops, etc.—brick protected, 35 per cent deduction, was 25 per cent; brick unprotected, 25 per cent deduction, was 5 per cent; charge, frame protected, 25 per cent deduction, was 35 per cent; frame unprotected, 10 per cent added charge, was 30 per cent.

Grain elevators—frame protected, 40 per cent deduction, was 20 per cent. Hay warehouses—frame protected, 35 per cent deduction, was 25 per cent.

Hospitals, etc.—brick protected, 65 per cent deduction, was 70 per cent. Hotels—frame protected, 25 per cent deduction, was 15 per cent.

Ice factories, etc.—brick protected, 35 per cent deduction, was 25 per cent; frame protected, 50 per cent deduction, was 35 per

cent. Laundries, etc.—brick protected, 45 per cent deduction, was 30 per cent; frame protected, 25 per cent deduction, was 30 per cent. Lumber yards—brick protected, 15 per cent deduction, was 10 per cent; frame protected, 15 per cent deduction, was 10 per cent.

Packing houses—brick protected, 40 per cent deduction, was 25 per cent; frame protected, 20 per cent deduction, was 15 per cent.

Rooming houses—frame protected, 20 per cent deduction, was 15 per cent.

Schools, etc.—brick protected, 35 per cent deduction, was 10 per cent; frame protected, 40 per cent deduction, was 20 per cent, and frame unprotected, 15 per cent deduction, formerly no credit.

Sprinklered risks—buildings, frame protected, 45 per cent deduction, was 33 per cent; contents brick protected, 45 per cent deduction, was 40 per cent; brick unprotected, 10 per cent deduction, formerly no credit; frame protected, 50 per cent deduction, was 40 per cent.

Camp Fire Meet
The Tinda Camp Fire group made a tour of Hereford churches at their regular meeting Friday, Sept. 21.

Those present were: Linda Cavender, Donita Wooddell, Sue Channer, Dorothy Williams, Elmer Rockwell, Joan Fowlkes, Betty Kropf, Gladys Lee, Martha Bookout, Wilma Witherston, Denise Barnard, Glenna Garst, Carolyn Knox, Phillis Gatch, Peggy Bumpass, Ella Marie Williams.



KY LAWRENCE, a member of the Hereford Riders, is shown practicing the ring-sparring contest prior to the Riders exhibition on Tuesday night. Lawrence ended up second in the event Tuesday. —Wendell Burdine Photo

Fire Insurance Rate Changes Effective Oct. 1

Rate changes in some 23 classes, applicable principally to brick and frame protected risks, were announced this week by the fire insurance division of the Texas Board of Insurance Commissioners to become effective October 1. No estimate has been released as to the amount of premiums involved.

Generally the prescribed deductions have been increased on the major producing lines of dwellings and mercantile risks, but in a few classes the credits have been cut down, notably for club houses. On farm risks, fire and lightning only, the brick class deduction has been upped from 45 per cent to 60 per cent and the frame class from 25 per cent to 30 per cent.

Early this month Paul H. Brown, fire insurance commissioner, had given advance notice of the impending changes in an experiment being tried out for the benefit of recording agencies in writing up their October renewals. With the present publication of the new rates, agency offices can now handle their renewals without the necessity of adding endorsements later to take care of the changes.

For agents major interest centers in the dwelling and mercan-

Hembree Jewelry

ANSWERS YOUR DEMAND

FOR A FINE

SELF-WINDING WATCH

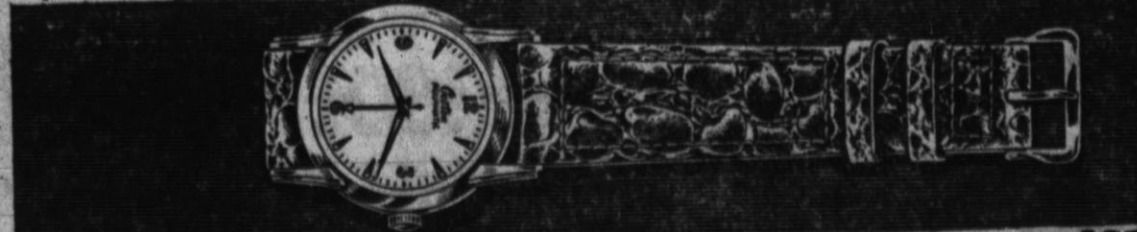
AT ONLY **\$39.95**

tax incl.

You called for it... a watch that needs no winding, no worrying ever. Croton Aquamatic is the answer... certified waterproof*, dustproof, shock-resistant, with a shatterproof crystal; the fine 17 jewel movement sealed in a beautifully designed case. See Croton Aquamatic today...



AQUAMATIC 'T'—17 jewels, non-magnetic, stainless steel back. **\$39.95**



AQUAMATIC '65'—17 jewels, non-magnetic, 10 kt. yellow gold-filled case. **\$65**

LAY-A-WAY NOW FOR XMAS

CROTON
AQUAMATIC

*CROTON WATERPROOF WATCHES STAY WATERPROOF AS LONG AS THE CRYSTAL IS INTACT. THE CASE UNOPENED, ONLY A COMPETENT JEWELER SHOULD REPLACE CRYSTAL OR CLOSE CASE TO RESTORE WATERPROOF QUALITIES.

HURRY! SCURRY! HUSTLE! BUSTLE!
it's DOLLAR DAY

FORMALS
\$19.95 to \$59.95 Values
1/2 PRICES

Group of Dark
Cotton and Crepe

BLOUSES
Vals. To **\$3.00**
\$5.95

GOWNS
BED JACKETS
SLIPS
Values to \$6.95
\$3.00

Nylon Tommie
PAJAMAS
Regular **\$9.95**
\$14.95 Val.

Rayon
PAJAMAS
Regular **\$5.00**
\$6.95 Vals.

Mickey Boy
PANTS
(Close-Outs)
Sizes 1 to 6
Values **\$2.00**
To **\$3.95**

While In Town Monday
See Our New Fall Suits
From LILLIE ANN.
New Dresses From...
CARLYLE, PAULA BROOKS, MINX MODES

THE *Vogue*

WANT ADS Phone 30-31

FREE Theatre Tickets To See



WEDNESDAY - THURSDAY
OCTOBER 3 - 4

Star Theatre

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

1. FOR SALE Miscellaneous

FOR SALE: Registered Scotch Shorthorn bulls, 7 miles south on Dimmitt Hwy. Tom Draper, Box 671. B-1-16-6-tfc

OFFICE SUPPLIES: Regular lines and special orders. The Hereford Brand. B-1-18-tfc

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

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

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

White Irrigation Motors
Now Available. Also Parts and Repairs
FRANK CRAIG
Studebaker, Massey-Harris
B-1-18-tfc

FOR SALE
Colorado grown Balboa Rye. Iced, cleaned, sacked and tagged. Also have Hairy Vetch seed.
BRADLEY GRAIN CO.
Phone 360
B-1-1 1/2"-30-tfc

FOR SALE — No. 1 certified Wichita Seed Wheat at farm 2 miles west on Harrison Highway. T. E. Seigler. Phone 680 or 809. B-1-20-31-tfc

PRAIRIE HAY
BRADLEY GRAIN CO.
Phone 360
B-1-1"-9-tfc

LAY AWAY THAT WATCH NOW FOR CHRISTMAS
17-Jewel Man's Waterproof Shockproof, \$15.00 Plus Tax.
17-Jewel Man's Waterproof Shockproof, \$17.00 Plus Tax.
17-Jewel Man's Waterproof Shockproof, \$19.00 Plus Tax.
17-Jewel Ladies 10K R. G. P. \$17.00 Plus Tax.
17-Jewel Ladies Sports Watch Waterproof, \$23.75 Plus Tax.
LAMM JEWELRY STORE
B-1-2"-38-10p

EDAR POSTS — Any size or length. J. A. Crawford, 214 Whiteface Ave. Phone 1102-J
B-1-14-12-5p

FOR SALE — Assortment of Paeonies, Lilies and bulbs from Holland. Plant Now. Mrs. J. F. Ward North Main. S-1-17-13-tfc

KINSEY MOTOR CO.
USED CAR LOT
Located corner 2nd & Schley
USED CARS
1950 Bellaire Chevrolet.
1940 Ford 4 door sedan.
1939 Chevrolet 2 door.
1947 Dodge Club Coupe.
USED TRUCKS
1941 Ford 1/2 ton pickup.
1947 GMC 3/4 ton pickup.
1947 Studebaker 1/2 ton pickup.
1946 Dodge 1 1/2 ton truck.
1942 Chev. 1 1/2 ton truck.
We have a limited supply of new pickups and trucks.
B-3-12-tfc

FOR SALE OR TRADE
1948 Buick sedanette, less than 23,000 miles. Excellent shape. Terms can be arranged. See Ray Downey at Good House-keeping Shop. B-3-1 1/2"-37-tfc

Eliminate unnecessary tire wear!
Change the position of the wheels every 2 or 3 thousand miles. Correctly done, this increases the life of tires up to 25%
Bear System
Front Wheel Aligning
KINSEY MOTOR CO.
Phone 740
B-3-14-tfc

HEREFORD MOTOR CO., INC.
Ford - Mercury Dealer
Just received a new shipment of Fords, Mercurys, trucks and pickups.
USED CARS
1949 Ford Custom 2 dr. 8 cyl. Exceptionally clean with white wall tires.
1950 Ford Custom 2 dr. 8 cyl. R/H, Q. D. One owner car.
1948 Ford 8 cyl club coupe. Excellent condition. One owner.
1949 Ford 2 dr.
1946 Plymouth 4 dr. R/H.
1941 Chevrolet 2 dr. good condition.
COMMERCIALS
1944 Dodge truck, 825 tires, long wheel base, good grain bed, oak cattle, racks, good condition.
1950 Ford F-2 pickup.
1950 Ford F-2 3/4 ton. Good motor.
We have a representative stock of new pickups and trucks.
Phone 38 or 39
B-3-11-tfc

4. REAL ESTATE
If it is a good farm loan, we can make it.
ROSE & BARBER
107 East 3rd St.
Phone 45
B-4-26-tfc

FOR SALE OR TRADE — Beautiful home in Allison Subdivision. For details contact Wesson Real Estate, 317 Sampson. Phone 944. Hereford, Texas. B-4-12-tfc

IF YOU WANT TO BUY a farm, I have from two acres up to 640 acres in irrigated land. From 5 acres up in dry land. Also big listings on houses all sizes.
Will appreciate showing you. Would also appreciate listings on trades or sales.
J. M. HAMBY
South of Courthouse Ph. 701
B-4-2-11-7p

FOR TRADE — 5 1/2 sections wheat farm, 40 mi. Northwest. Hereford, for irrigated farm in waterbelt. B. Sherrod 2105 16th Lubbock. B-4-19-37-8p

FOR SALE
623 acres of good smooth land on paving. One 8" irrigation well. Plenty of water. All in cultivation. Available to natural gas. \$125 per acre. Good terms.
GLENN WEIR
Ph. 200 Res. Ph. 452-W
109 Main, Hereford, Texas
B-4-11-tfc

FOR SALE — 1947 MM Combine 12ft cut. Auger unloader. In good condition. One man operated. \$1000 Chester Wiggins. Phone 907-W
B-2-20-12-tfc

FOR SALE — Am wrecking 1950 Buick Special 4dr. Good front end, right side, good motor, 2500 miles, standard transmission, 760-15 white sidewall tires. Neill Body Shop 128 Schley. Hereford. B-1-27-14-tfc

FOR SALE — Four room and bath. Well improved 212 Fuller Street. Phone 227-J
B-4-13-30-4p

FOR SALE or trade for cows or grass: Large house, good income. \$140.00 month. two baths corner lot, pavement on two sides. J. E. McCathern 14 miles west. B-4-27-14-3p

FOR SALE — 1/2 section and 1/4 section irrigated land, 5 miles southwest Hereford. Sid Barclay 310 West 7th Phone 696-J
B-4-20-34-tfc

FOR SALE: New modern four room house to be moved. Fully completed. Below market price. J. P. Hammons, 104 12th St. & 1st Ave. Canyon. Phone 277-J.
B-4-23-14-2p

FOR SALE
1920 acres, 450 in cultivation. balance grass, fair improvements, \$60 an acre.
GLENN WEIR
Phone 200 Res. Ph. 452-W
B-4-39-tfc

IF YOU WANT TO BUY
A house on G. I. Loan, I have 4 and 5 room and 3 bedroom houses, which can be bought on Direct G. I. Loan.
J. M. HAMBY REAL ESTATE
South of Courthouse Ph. 701
B-4-13-tfc

COLORADO RANCH
5,742 acre ranch, 4,713 deeded, 1029 acres leased. Water from springs, well and three tanks. Well sodded with buffalo and gramma. Expect anyhow 1000 acres best of level wheat land. Price \$15 acre, 29% cash good terms.
See me for ranches, large or small, up to 70,000 acres.
LEE CONKLIN
Phone 728 Res. 422-W
212 Main
B-4-2"-30-tfc

FORTY ACRES FOR SALE
4 1/2 miles south on right hand side of Dimmitt Hwy. Still in native grass, all fenced.
Call Owners
Sam Nunnelly or Glenn Weir
At 424 or 200
B-4-39-tfc

FOR SALE — Four room house, modern. 114 Fuller or Phone 80-J.
B-4-11-39-4k

We have a choice section for sale, all in cultivation and is ready for wheat planting. It is fenced and has a well and mill. Price, \$75.00 per acre, one half cash, balance in one, two and three years at 4% interest.
We have a good half section with new improvements and a new irrigation well. All in cultivation except about six acres. Price \$200.00 per acre. Has a loan of \$26000.00 on it.
168 acres with a nice home and a good irrigation well, within two miles of Highway. Price, \$225.00 per acre, terms: A very desirable half section stock farm. Good irrigation plant and fair improvements. 120 acres grass. \$125.00 an acre.
320 acres close in, 280 acres under irrigation, on REA. \$132.50 an acre.
240 acres, well improved and a good irrigation plant, located one mile off Dimmitt Highway. 160 acres farmed, balance grass and can be watered. Price \$150.00 per acre, \$12,000.00 loan. Will accept some trade.
Rose & Barber, REALTORS
107 East 3rd
Phone 45
B-4-39-2c

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

4 1/2% MONEY On
FARMS - RANCHES METCALF & BRALY
632 W. First St., Hwy 60
Ph. 854 P. O. Box 845
Hereford, Texas
B-4-2-36-tfc

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

FOR SALE — Five room house on 1944 front lot on pavement Adjoining high school playgrounds. Call 1219. Genevieve Guseman. B-4-19-11-tfc

FOR SALE — Small 4 room house on 82 x 150 lot. Price \$3500. See or call Gerald Wilson Hereford Brand. Phone 30.
B-4-20-9-tfc

5. FOR RENT
FOR RENT: One room garage apartment 319 McKinley. Phone 125-J.
B-5-9-14-2k

FOR RENT: Three room modern home on farm. Butane, Electricity. Bills paid. \$35.00 month. J. E. McCathern 14 miles west.
B-5-19-14-3p

FOR RENT: Large three room Apt. Unfurnished. 210 West 9th. See Lady upstairs.
B-5-13-14-2p

FOR RENT — One 20 x 30 corrugated steel building. Chester Pinckert. Phone 308.
B-5-11-39-2c

FOR RENT — Bedroom, close in Phone 847-J. 509 Ross.
B-5-9-34-tfc

Store Building for Rent — 126 East 3rd. See J. B. Elliston or Phone 179.
B-5-14-31 tfc

6. WANTED
Wanted to Buy: Two or three bedroom home direct from owner. Will trade. Phone 1468.
B-4-15-14-3p

WANTED TO RENT — 3-room furnished Apt. for employee of Hereford Brand. Call Jim O'Hair, shop Foreman at 30.

WANTED — Four drawer letter-size metal filing cabinet. Dale Coleman, Rt. 4, Box 129.
B-6-13-38-4p

8. HELP WANTED
NEW LAW TO CREATE PROFITABLE POSITION
How would you like to make \$1,000 to \$1,500 per month during the month of November, December and January and establish yourself in a \$10,000 to \$15,000 or better annual income? The State Farm Insurance Companies of Bloomington, Ill., composed of the State Farm Mutual Automobile Insurance Co., which is the world's largest full coverage automobile insurer with 2 million automobiles now insured; the State Farm Life Insurance Co. and the State Farm Fire Insurance Co. are interested in hiring a large number of career men for the Amarillo area. You must be between 21 and 45 years of age, college education preferred but not necessary. We will consider part-time or temporary full-time men or women during the rush period of the drivers' financial responsibility law November through January. There will be a meeting to explain our proposition Monday, October 1, 1951, 7:30 p.m. at the Jim Hill Hotel in Hereford, for Hereford and the following surrounding towns: Tulia, Canyon, Hoppy, Bovina, Farwell and Friona.
S-11-5-1k

WANTED — A man to run combine. Pay by day or acre. C. S. Gunter. Phone 1095.
B-8-16-38-3k

11. Business Services
SERVICE on any make car, truck, or industrial engine at sensible prices. All work guaranteed. Benefield Motor Co. West Hwy 60.
B-11-21-14-3c

BIG GAME HUNTERS
Make plans for your 1951 Hunting Now
Season opens Oct. 15
Deer, Elk, Black Bear, Mt. Lions
Licensed Experienced Guides
American Plan
Write, wire or call for information.
Cecil Malone
Drowsy Water Ranch
Granby Colo.
B-11-1"-5c

GOLD STAMPING, fast service. Bring your cards, napkins, etc. to Francis Printing. Phone 1303
B-11-12-13-5p

WE TRADE, sell and rent guns. Chub Pinckert. Hereford Sport Shop. East Hwy 60.
B-11-14-39-2c

WANTED — Custom plowing and Drilling. W. W. Rhodes. Phone 1621-W.
B-11-9-38-9p

CUSTOM CUTTING, Plowing, Bundle Threshing. Floyd Stivers, Ph. 930-J.
B-11-9-10-tfc

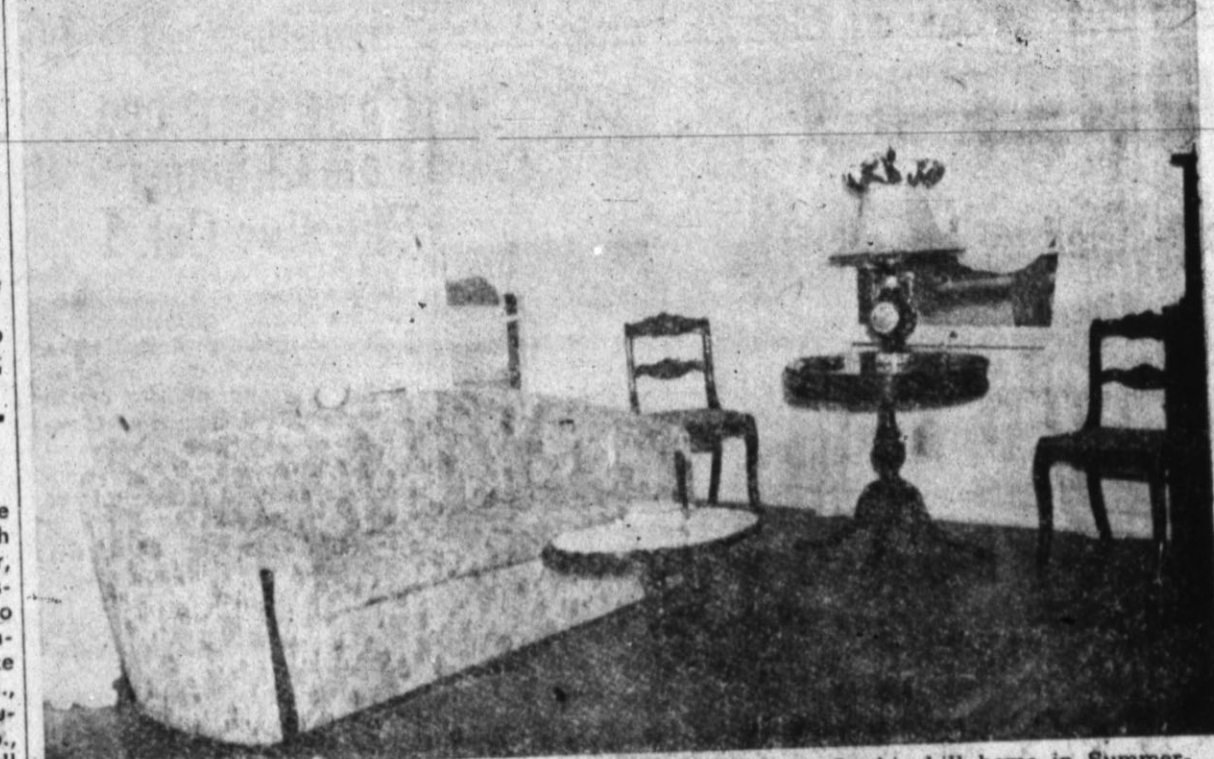
Enroll Your Pre-School Child in Hereford Kindergarten. Mrs. J. R. Fowlkes. Harrison Hwy. Phone 1574-W
B-11-15-36-tfc

UPHOLSTER AND SAVE. Don't give old furniture away. Repair, restyle as you wish in latest fabrics and plastics. Free estimate. J. H. Hinds, 310 McKinley. Phone 1092.
B-11-27-8-tfc

CUSTOM BINDING — Call 1173.
R. L. F. Stayton, 305 Jewell.
B-11-9-13-3p



A POPULAR CORNER of the Lookingbill living room dinette is shown above with its built in corner shelves. Mrs. Lookingbill's pride rests in her arrangement of dishes above the dining room table. —Brand Staff Photo



WHITE PRISCILLA curtains highlight the living room of the Lookingbill home in Summerfield, as evidenced by the above photo. —Brand Staff Photo

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

CARD OF THANKS
A card of thanks to all the wonderful people who helped me to get another start after the fire I had at my home. My deepest appreciation to all of you.
Mr. Charlie Sargent

NOTICE
The Hereford Floral Shop is not closed. We are better prepared to take care of your floral needs than ever before. We appreciate your business.
J. R. (Russell) Daniel
Hereford Floral Shop
Phone 773
T-10-1 1/2 -1p

Kiwanis Club
Thurs. Noon
Hotel Jim Hill

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

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

Hereford Rotary Club
meets every Friday at 12:05
Hotel Jim Hill

Lions Club
meets each
Wednesday, 12 noon
Hotel Jim Hill

Mrs. J. T. Carroll Reviews Book For Calliopian Club

The first study program of the 1951-52 season for the Calliopian club was presented Thursday evening at a meeting held in the country home of Mrs. Carl Perin.

A short business session was held with the president, Mrs. W. L. Davis Jr., presiding, when members discussed and approved the new plan for a Woman's clubhouse building.

Mrs. J. T. Carroll was in charge of the program for the evening and gave a review of the book "The Forgotten People" by John Steinbach.

Members attending the meeting were: Mesdames Richard Barnard, J. T. Carroll, Clyde Cave, W. L. Davis Jr., Alton Fraser, J. T. Gilbreath Jr., Roy Grubbs, George McLean, D. C. McWhorter, Bill Waldrep, Elizabeth Womble, W. J. Messick, Miss Nell Spradley, and the hostess.

Mrs. John Hamby and grandson, Ronald Glenn Anderson, are spending the week-end with her daughter, Mrs. Bill Catlett of Odessa.

WESSON REAL ESTATE

900 ACRE IRRIGATED FARM: Good set of farm improvements. 2-8" irrigation wells. 630 acres of fine level land in cultivation and irrigation. Balance good grass. Fine location on highway. Good terms. Per acre, \$150.00.

585 ACRE IRRIGATED FARM: 2 good sets of modern improvements. 2 good 8" irrigation wells, in shallow water district. All good level land in cultivation and irrigation. Good terms. Located in south part of Castro Co. Per acre, \$185.00.

240 ACRE IRRIGATED FARM: 4 room house. 8" electric irrigation well in shallow water. All perfect level land in cultivation and irrigation. 85 acres cotton, balance row crop. Extra good terms. Price, with possession and all crops, per acre, \$225.00.

OTHER GOOD BUYS: Write for descriptive list.

FARM AN DRANCH LOANS: Anywhere, for any purpose.

WESSON REAL ESTATE

West Of Courthouse
HEREFORD DIMMITT TEXAS

Grandstand Gropings

By Kent Snare

If you missed that Phillips game — you shouldn't ought to have — ungrammatically put, but concise — It was a magnificent, cohesive effort by a determined Hereford squad that every one should have witnessed — and by way of confession, I had visions of an extended trip mitigated only by a reasonably adverse score — I had even exhumed an ancient anecdote which proved to be apropos in spite of my trepidation —

In 1873, four years after Prince and Rutgers played the first intercollegiate football game in these United States, the universities of Cornell and Michigan

tried to join the parade to grid-iron glory.

A group of exuberant youths from both schools agreed to play a football game at Cleveland, a neutral site. But the plan was squelched when Andrew D. White, president of Cornell, publicly roared: "I will not permit 30 men of Cornell to travel 400 miles merely to agitate a bag of wind."

And our Mr. Kelly really agitated the "bag of wind" in the second canto — he imbedded his right toe in the prolate spheroid to such an extent that he propelled it 83 yards to where it placidly rested on the Phillips two "and

although we neglected to capitalize on his brilliant boot, it, at least, kept Phillips enmeshed within their 20 yard line for the balance of the first half.

An accolade to the transfer of Dement from full to the line, in which division there was a startling improvement, attributable to the above individual's fine work plus these additional adjuncts: the shift of Fish to guard to couple with Corbett, the placement of the quick-starting Rose at an offensive guard, the judicious insertion of Janssen, White's resurgence at center and more vigilance at the outposts, although on occasion I was afraid Phillip's number 40 was going to run all evening.

Another highlight was Morton jettling up the slot and almost getting all the way. Where did that pursuer pick up that bicycle enroute? — and the Herefords threw up a goal-line barricade that was impenetrable except for that one belated blast—I thought also, that Graham's ball handling exhibited a lot of improvement, in fact, it glittered in spots — someone will have to tell me why, for I cannot personally con-

ceive any logical reason why Cousin Chesty (after last year and this one, undoubtedly he feels as such) used number 30.

Wells, at the under spot in the first half, he's a middlin' good full but no "T" handler — and such was glaringly apparent when we had to squirm under Reddick's, number 22, deft assault in the last half, even though I thought he was a lemon squeezer on his pitch outs to the left.

However, on my pet thesis of blocking, I still concur with the grandstander in this epic: Immediately after losing another game by a lopsided score, the highly-paid football coach of a famed university was collared by an old grad — "Pardon me, sir, but do you happen to know how many students are enrolled in this college now?" the rooteer asked politely — "About ten thousand," answered the famous football coach—

"Well then," snarled the old alumnus angrily, "is it too much to ask to have just two of them in front of your ball carrier?" —



THE POPULAR STORE PRESENTS

Special Group of 35 Zip Lined and Regular



Coats

SMASHING SAVINGS IN THIS DOLLAR DAY EVENT!

\$ 48⁰⁰

All in 100% Virgin Wool

- GABARDINE
- FLEECE
- CHINCHILLA
- COVERT
- SUEDE
- SHARKSKIN

Grey, Wine, Brown, Red, Green

REGULARLY 65.00 COATS

GROUP OF SKIRTS

- Corduroy
 - Rayon Checks
 - Plaids
- Reg. to \$8.95

\$5⁰⁰

It's not "What We Say" -- but
What your Neighbors say..
Developed by homefolks... made by home felks, but most important...
PROVED and APPROVED By Home Folks



Jack Streun is seen above with his Harkins Irrigation Pump installed two years ago... In addition to general irrigation crops, Jack also is feeding out 175 head of hogs. The well is set around 170 feet—and has given trouble-free service from the date of installation. We invite and urge you to ask Jack (or any other Harkins pump owner) about the cost, installation and service these pumps offer you!

DARRELL HARKINS PUMPS

were designed in this area... to better answer the needs of This Area...

FURTHERMORE, You can

GET ONE WITHOUT WAITING OR DELAY... See Us Today.

SERVICE IS ASSURED... After all, we made 'em... and we sure can keep them running.

LONGER LIFE... because they are built and made for use in this four-county territory.

Compare our Prices... on a **TURNKEY JOB!**

DARRELL HARKINS

Highway 60, just west of Sears Grain Co.

Phone 1577

ALSO HEADQUARTERS FOR Buda Motors: natural gas, gasoline, butane and deisel powered. All sizes available Now!

REPAIR SERVICE

Yes, Sir... We Repair all
Makes and Models of Pumps
and Gear Heads. Come in and
let Fred Sims give you an estimate on all of your repair needs. Remember, we guarantee all over workmanship.

Ladies Fall
HANDBAGS

Leather, Faille, Velvet

- Brown
- Navy
- Black

Reg. to 5.95 **\$2⁹⁹**

Fall Casual Shoes

Suedes - Smooth Leathers

Fall Colors

Sizes 4 to 9
Values to \$4.50
\$ DAY ONLY **\$2⁹⁸**

Large Group BESTFORM
GIRDLES

Sizes 26-33 Nylon and Rayon

Discontinued numbers

White and Pink

Reg. to 7.95 **\$2⁹⁹**

Fall Dress Shoes

Suedes - Calfskins - Fall

Colors

Size 4 to 10
Value to \$6.95
\$ DAY ONLY **\$2⁹⁸**

NYLON HOSE

SPECIAL PURCHASE

51 Gauge, 15 Denier

\$ DAY ONLY **89^c**

Fall Casual Shoes

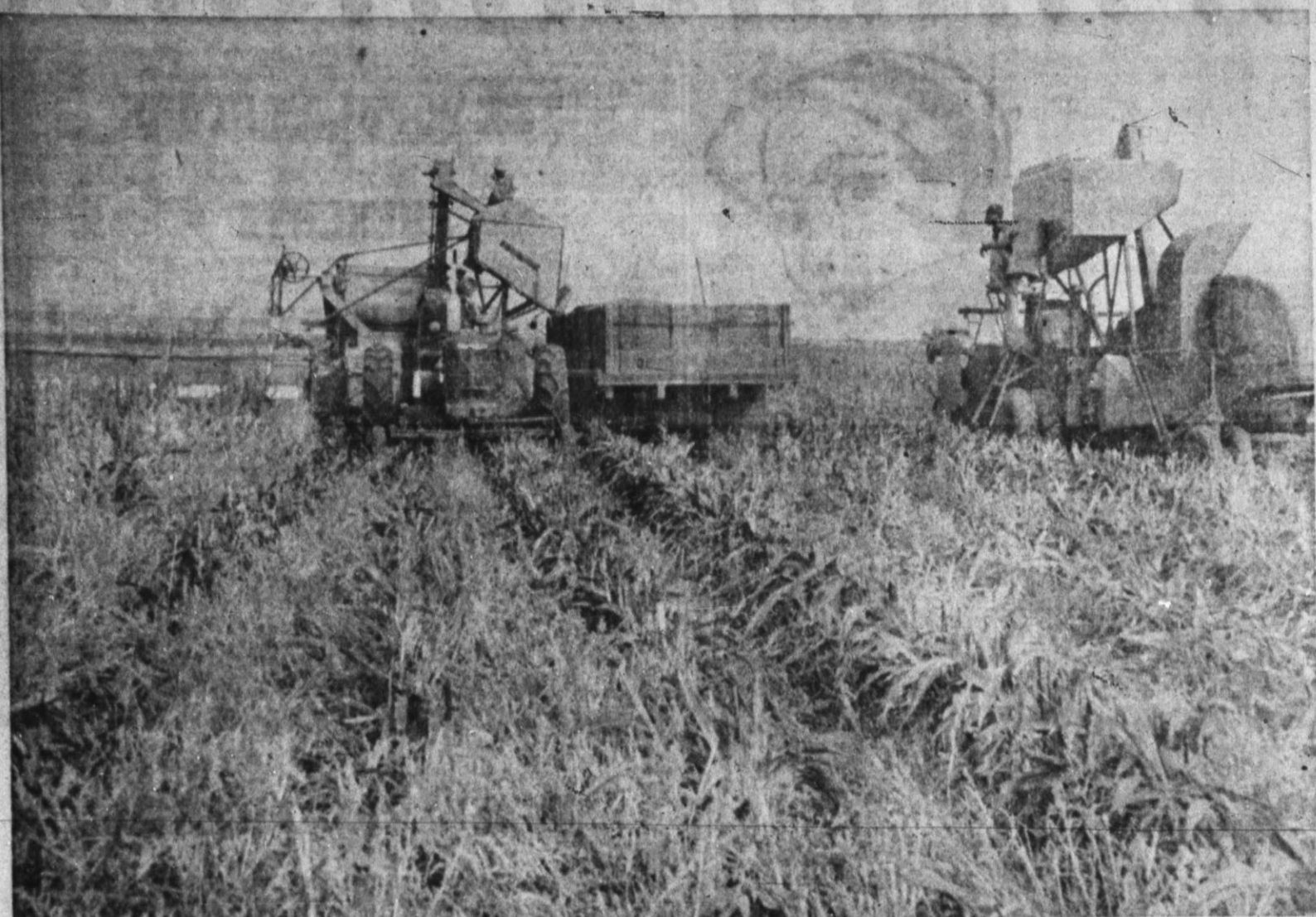
From Our Regular Stock

Values to \$6.95

\$ DAY ONLY **\$3⁹⁸**

THE POPULAR STORE





"THE BEST CROP I've ever had" was the way J. B. Wright described his feed crop shown above. Operating the combine on the left is Mr. and Mrs. J. M. Wright. The elder Wright is driving the truck unloading the combines. Lon Woodburn is operating the combine at the right. Wright estimates 70 bushels to the acre off this farm, about five miles north of Dimmitt.—Brand Staff Photo.

FRIO NEWS

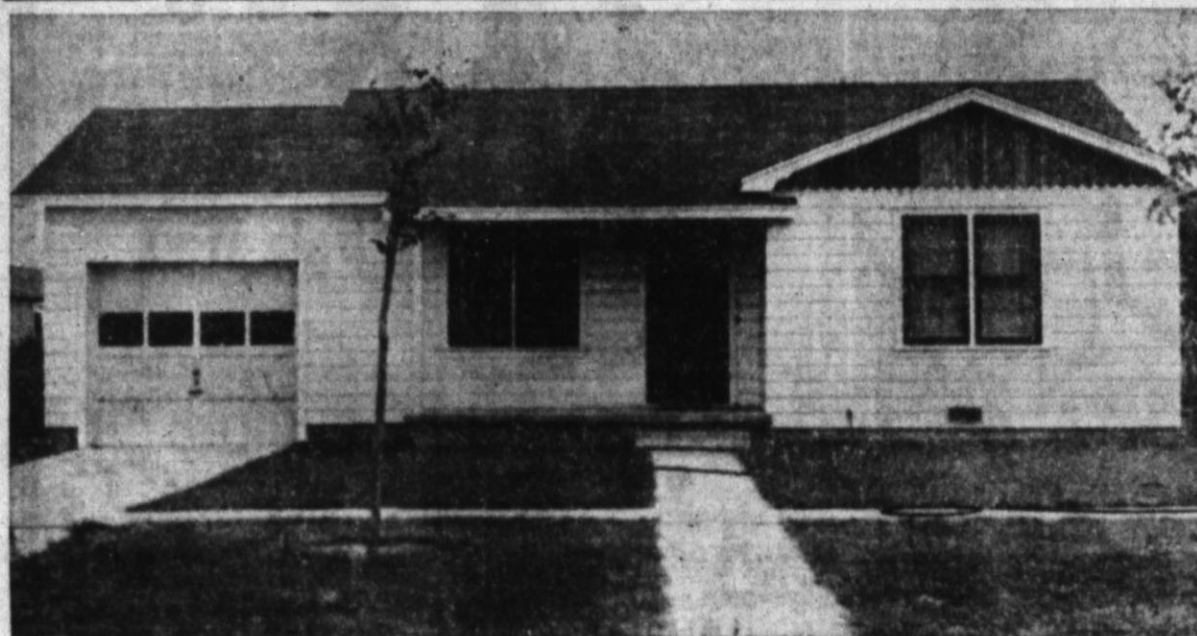
Johnsons Entertain Young People With Hayride Saturday Evening

By Mrs. Owen Andrews
Mr. and Mrs. Frank Robbins entertained Sunday with a birthday party for their daughter, Carol. Those present for the dinner were: Mr. and Mrs. H. D. Robbins, Mr. and Mrs. Fred Moreman, Mr. and Mrs. E. H. Little and Peggy, Mrs. Orville Edwards and children of Hereford, Lyla Robbins, Valera Holley, the honoree and hosts.
Donna Cole was guest of honor at a birthday party given by her mother, Mrs. Thurmon Cole Friday.
Those present were: Jana and Bill Cole, Doris Jean Andrews, Peggy Little, Carole Robbins,

Jim and Jane Shearhart, Gregg and Lark Jerrol, Marie Roberson, Linda, Jerry and Butch Blackburn and the two younger Russell children.
Mr. and Mrs. D. Johnson took a group of young people on a hay ride Saturday night. Following the hayride, Mrs. Johnson directed games and served refreshments. Those attending were: James Dobbs, Lester, Irwin, Clark Dobbs, Clark Andrews, Tommy Irwin, Glenn Andrews, Leonard Schmidt, Oma Ruth Thompson, Veradelle Andrews, Celma Irwin, Genelle Benson, and Frances Andrews.

Valera Holley, teacher friend of Lyla Robbins at Abernathy accompanied her home for a weekend visit.
Mr. and Mrs. Oscar Hunt were dinner guests Sunday of the Earl Coles.
Mr. and Mrs. A. T. Jones and Dovie spent Sunday at Dimmitt at the Joe Benson home.
Mr. and Mrs. J. B. Thompson and baby have moved to a place south of Dimmitt near the Odoms J. B. is doing farm work in that neighborhood.
Recent visitors of the Olin Parris family were her parents, the Parkers, from near Lubbock. Also visiting the Parris family were his parents, Mr. and Mrs. H. A. Parris of Lubbock.
Mr. and Mrs. F. J. Springer of Kress spent Thursday night in the home of his sister, Mrs. T. L. Sparkman Sr. Mr. and Mrs. De-

ward Roberson and children of Hereford were supper guests Thursday night and the W. A. Springers called later in the evening.
Mr. and Mrs. H. O. Markley and Shirley visited the H. J. Lindleys Sunday afternoon.
Mr. and Mrs. W. H. Thompson, Oma Ruth, Tawana and La Von spent Sunday afternoon visiting in the Bill Cole home south of Dimmitt.
Mr. and Mrs. Robert Simpson and Nell were visiting their folks at Wellington Saturday and Sunday.
Lonzo Shannon of Meadow and Lee Roy Shannon of Lamesa spent the week-end with their parents, Mr. and Mrs. R. L. Shannon.
Mr. and Mrs. W. H. Andrews and children visited Sunday afternoon with long time friends, the Walter Cohens, who live twenty miles north of Hereford.



Mrs. W. J. Frost Honored With Birthday Party

Mrs. W. J. Frost was honored with a birthday party at the recent meeting of the Merry Workers club Thursday.
Members pieced quilt blocks for the hostess, Mrs. Alva Teas. Those present were: Mesdames J. M. Lee, D. F. Henson, F. N. Higgins, Lola Blankenship, Bonnie Martin, J. W. Teas, J. M. Holbert, W. F. Frost and the hostess.
The next meeting will be held in the home of Mrs. W. J. Frost on October 11.
Mr. and Mrs. C. E. Sheppard attended church in Bovina and visited in the home of their daughter, Mrs. Robert Callaway Sunday.

MR. AND MRS. JOHN WOOD of Dimmitt are the owners of this small four-room home. They moved in the house on December 10, 1950. Wood is a postal clerk at Dimmitt.—Brand Staff Photo.

OCTOBER 1st

DOLLAR DAY SAVINGS

Group Crepe
DRESSES **\$15⁰⁰**

VALUES TO 29.98

<p>NYLON HOSE</p> <p>\$1.95 Values</p> <p>\$1⁰⁰</p>	<p>Group of CORSETS</p> <p>Regular 9.95 Val.</p> <p>\$4⁰⁰</p>	<p>JERSEY BLOUSES</p> <p>In High Shades</p> <p>\$5⁹⁵ TO \$10⁹⁵</p>
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Lay-Away Your Fall and Winter Clothing Now!

Junior or Regular Size

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The Little Fashion Shop

"Smart Clothes for Smart Women"

SPECIAL PURCHASE

SHOES

For
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\$3⁰⁰

100 PAIR LADIES
CASUAL SHOES
WEDGE HEEL ALL
SIZES

English Rib
ANKLETS 3 Pair **\$1⁰⁰**

Size 6½ to 11

HEREFORD SHOE STORE

Home of Weatherbird Shoes

323 N. Main **Phone 955**



THE HEAD TABLE at the banquet which was given in honor of Mrs. Alex Thompson Wednesday night is shown above. Seated at the table are Mrs. O. G. Hill, Alex Thompson, Merle Carmichael, Mrs. Thompson, Rev. Floyd Chaffin, Rev. R. H. Cagle, Mrs. Cagle.—Photo by E. W. Young.

Mrs. A. O. Thompson Honored on Thirty-Two Years of Service

An event of area-wide interest occurred at the Baptist church in Hereford on Wednesday night as the Sunday school honored Mrs. Alex O. Thompson on her completion of 32 years as superintendent in the Sunday school's young people's department.

Mrs. Thompson is well-known throughout this entire area and the following account of the banquet held in recognition of her long service to the church will be welcomed by her many friends:

Mrs. A. O. Thompson, who regards her 32 years as superintendent of the young people's department of the First Baptist church as one of the most rewarding experiences of her life, was honored Wednesday evening by officers of the Sunday school at a banquet given at the church.

Mrs. Thompson has resigned as superintendent of the department, but she has grown up in and with the Baptist church here and there are few phases of the church work in which she hasn't assisted in some way. So it is a safe prediction that not only her interests but her active participation in the work at times will still be seen.

Prompted by her love for the church in particular and for people in general, there would not be any adequate way of measuring Mrs. Thompson's contributions to the work through the years, and the banquet came as a fitting climax to her years of service.

The program was in the hands of Mrs. O. G. Hill, who presented the story of Mrs. Thompson's life in a review of highlighting events. Musical selections, readings and talks were interspersed at intervals to emphasize the events.

Wayne Evans, organist, played the wedding marches, her daughters and their husbands, Mr. and Mrs. A. J. Schroeter, and Mr. and Mrs. Troyce Carmichael, gave later parts in quartet music.

Her connection with the Music Study club was noted in piano music provided by Mrs. Bob Lawrence, and Wayne Evans at the organ played "Star of the East," in significance of her work in the Order of Eastern Star.

Mrs. Gerald Wilson gave a reading entitled, "Why I Teach in Sunday School."

At the conclusion of Mrs. Hill's story, gifts were presented from The Hereford Garden club, the church, members of her family, Mayor W. E. Dameron and Mrs. Dameron and other individuals.

Other interesting talks were given by Bob Lawrence, who spoke on "Goals From Here" and Rev. E. H. Cagle, who introduced Rev. Floyd Chaffin, assistant secretary of the Texas Baptist Convention, who told of the young people's work over the state.

In conclusion Mrs. Thompson introduced Jimmie Allred who will succeed her as superintendent of the department, and recommended the work which she said she will find rich in recompense and satisfaction.

Committee chairman for the banquet included Mrs. O. G. Hill, program; Mrs. A. L. Manjeot, decorations and Mrs. G. P. Owen, menu.

Miss Ethlyn Cockrell of Princeton, Indiana is visiting her sister-in-law, Mrs. C. Ora Cockrell.

Loyal Workers Name New Officers

Officers were elected at the recent meeting of the Loyal Workers Quilting club.

Elected were: Mrs. Jasper Cockrell, president; Mrs. Otto Massie, vice-president; and Mrs. John Hacker, secretary.

A quilt was compiled for Mrs. Otto Massie and a handkerchief shower was given for Mrs. John Draper, retiring president.

Shower Courtesy Honors Miss Sisk

Miss Bobbie Jane Sisk, whose wedding to Jack Reynolds will take place today, was feted at a shower courtesy given in the home of Mrs. B. E. Roberson Friday afternoon.

Hostesses and members of the house party included: Mesdames R. H. Cagle, B. M. Wiltshire, Louie LeGrand, A. L. Manjeot, Owen Stagner, Leo Forrest, J. W. Thomas, W. C. Hromas, H. L. Hershey, Jess Carter, and B. E. Roberson.

The honoree was assisted in receiving the guests by her aunt, Mrs. Jim Bookout, the bridegroom-elect's mother, Mrs. E. J. Reynolds, and his sister, Mrs. Frank A. Gyles Jr. Mrs. Obed Caraway, sister of the prospective bridegroom, presided at the guest register.

Decorations for the courtesy carried out the bride-elect's chosen colors of blue and white. The refreshment table was laid with a white linen Mexican drawnwork cloth. Suggestive of the romance, a large white foam heart covered with blue maline was placed across one end of the table. Reflected in a mirror base small crystal containers holding white blossoms surrounded the heart, and a large bow of blue satin ribbon with streamers extending to the table's edge completed the decoration. White tapers burned in candelabra to give soft illumination.

Those signing the register were: Mesdames W. L. Jones, S. B. McLallen, Lilburn Hamilton, G. P. Owen, Bobby Owen, O. R. Sanders, F. H. Oberthier, Frances Houston, J. L. Lookingbill, Vivian Major, C. R. Waiser, Frank Gyles, Paul Mathers, A. S. Hays, J. R. Hays, Homer Brumley, Floyd West, Bill Knox, Ray Conaway, D. C. Kipsey, Jimmie Allred, O. G. Hill, E. Ramey, Chas. Hood, B. E. Kendall, H. E. Danforth, S. S. Williams, J. T. Gilbreath Jr., J. R. Allison, Robert Veigel, Wayne Evans, G. W. Brumley, L. C. Thomas, John Jacobsen Jr., E. E. Fridley, J. C. Reese, Elmer Patterson, A. O. Thompson, Jimmie Witherspoon, Miss Adeline Koelzer, the honoree and members of the house party.

Kiwanis Clubs Will Observe "National Newspaper Week"

Kiwanis clubs throughout the United States, Canada, Alaska, and Hawaii will observe National Newspaper Week, October 1 to 8 by inviting publishers, editors and reporters to meetings designed primarily to draw public attention to the importance of maintaining freedom of the press.

Kiwanis International has participated in the observance of National Newspaper Week almost from its inception 12 years ago. Newspaper Association Managers, Inc., sponsor of the week, announced recently that this year's slogan will be "Your Newspaper Lights the Way of Freedom."

Kiwanis International, according to its president, Claude B. Hellmann, Baltimore, Md., each year urges its clubs now numbering more than 3,300, to observe the week because the daily and weekly press exercises "vigorous leadership in alerting the public against corruption, fraud, and other insidious elements which attempt to undermine our moral and democratic way of life."

President Hellmann said that within the past year totalitarian governments have silenced the free press, imprisoned newspaper personnel, and repressed political information in their efforts to revoke the freedom of the citizens. "In the United States and Canada, we are grateful that our Fourth Estate preserves our liberty through its constant vigilance and contributions to an informed public," he said.

State Sets Up Farm Market News Service

AUSTIN — The Texas Commissioner of Agriculture announces that beginning October 1, a state-wide agriculture market news service on perishable farm products and poultry will be available to markets, radio stations, newspapers, and others asking for the information.

Current prices, supply, demand and trends will be relayed over the state by the Commissioner's office. This service will mean increased profits to buyers and producers and increased savings and services to consumers.

The Commissioner points out that at present the prices for broilers are set at Fayetteville, Ark., while our real markets are such cities as Houston, Dallas, San Antonio, and Ft. Worth. As a result, Texas producers have been losing from half a cent to a cent a pound.

"The value of the service will be reflected during the marketing season for tomatoes, potatoes, watermelons, beans, peaches, and other perishables. Any service which provides market information helps to create a better and more stable market, greatly benefiting the producers and buyers as well as consumers," the

Mayes Mitchell Promoted to Army Corporal

Pfc. Mayes J. Mitchell, son of Mrs. R. L. Calhoun, has attained the rating of Corporal, according to word received in Hereford this week.

Cpl. Mitchell, who has been in Korea since last January is due home sometime before December 1.

Mitchell's address is: Cpl. Mayes J. Mitchell, R. A. 18364978, Btry. "B" 300th AFA, APO 301, CPM San Francisco, Calif.

Scavenger Hunt Entertainment For Tanda Club

The Tanda Camp Fire group were entertained with a scavenger hunt Friday evening.

Those attending were: Dorothy Williams, Phyllis Goettsh, Carolyn Knox, Shirley Schulte, Ella Marie Williams, Betty Kroff, Nell Walker, Betty Lou Ford, Linda Cavender, Peggy Bumpass, Barbara Wright, Gladys Lee, Martha Bookout and Denice Barnard.

Hart School Fire Damage At \$150,000

Approximately \$150,000 of damage was the result of an early morning fire Friday when the Hart consolidated school burned.

Students will only be out of school a few days, according to Superintendent R. W. Davidson, although it has not been definitely announced just where and how classes would be resumed.

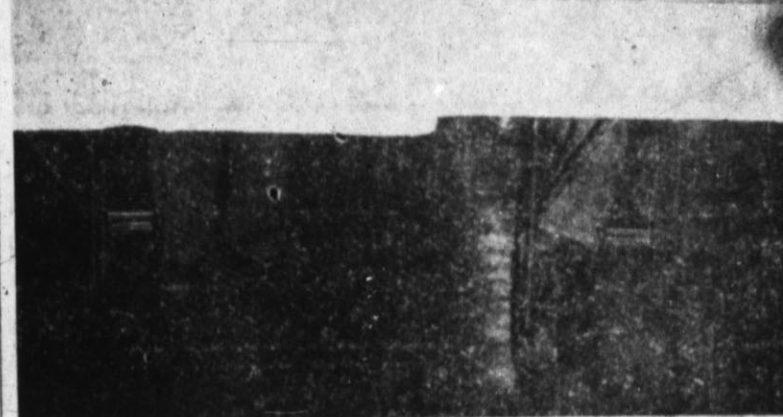
The fire was discovered by a cook at the cafeteria who has a small house on the school grounds. The noise of cracking pipes and steel beams awakened her.

Fire departments from Olton and Plainview answered the call and worked five hours trying to stop the fire although it was apparent from the first that the building could not be saved.

Commissioner asserts:

E. W. Siedschlag, who set up a similar service in South Carolina, has been appointed by the commissioner to head this Market News Service for Texas. The State provided for its part in financing this new program when the legislature appropriated \$37,500 for a two-year period. An equal amount will be put up by the federal government.

Next year, the Service will assist the livestock industry, where such services do not now exist. For example; Lubbock markets as much as, or more cattle than Ft. Worth, yet the basic price is based on 30 to 35 percent of the volume of cattle at Ft. Worth. This could mean the loss of several cents a pound to stockmen in an area like Lubbock. The big packers, realizing this, are now buying at outlying cities and shipping from these points rather than through Ft. Worth.



CITING "GRASS ROOTS" of Rotary as service to the community and to fellowman, P. F. Bridgewater, governor of the 183rd District, Friday exhorted local Rotarians to stress these "simple things" above all else. He reviewed his trip to Lake Placid which, once again, emphasized the Rotary theme, "Service Above Self." Seated beside the speaker in the above photo is Ben Childers, president of the Hereford club.—Brand Staff Photo.

Mrs. Hennen, Dr. Grubbs to Cancer Meet October 1

Dr. Roy Grubbs and Mrs. V. O. Hennen will represent Deaf Smith county at the second annual meeting of District 3-North of the American Cancer society, which will be held Monday, Oct. 1, at the American Legion hall in Amarillo.

Hi-Y Meets Tuesday

Four new members were welcomed by the Hi-Y club Tuesday night when the group met.

Bruce Beene, sponsor, presented program material to the group and explained the purposes of Hi Y.

The group discussed selling pennants for the football games.

WANT ADS GET RESULTS

and we'll save this five for our future home!

SAVING substantially and regularly for a home is the finest type of thrift

Start it Now!

First Federal Savings & Loan Association
Clovis, New Mexico
See ELIZABETH WOMBLE
148 N. Main St. Phone 497

National BPW Week Observed By Local Club

The Hereford Business and Professional Women's club are observing National Business Woman's week from September 23-29.

Monday, Sept. 24, was "Women in Uniform" day and the local group observed it with a luncheon. Clara Acker told of some of her experiences as a Wave during the war.

Radio programs were arranged for Monday, Thursday and Friday at 4 o'clock over KPAN to explain what National Business Women's week is and why it is observed.

The Place To Go for the Names You Know

Assurance of Greater Values Lies Behind Good Name Appliances

When you buy appliance, look for a good name first. There's extra value in it which means greater dependability and service—more for your money. Our wide selection of household servants bear proud names that spell quality through and through. You have a fine maker's guarantee of complete satisfaction—and ours, too! Shop Landrum Hardware first for good name appliances of great value!

We give Gunn Brothers Thrift Stamps.

SHOP LANDRUM HARDWARE FIRST!

- Appliances
- Ammunition
- Bath Fittings
- Bells
- Buckets
- Brushes
- Brooms
- Bicycles
- Cutlery
- Dishes
- Drills
- Elec. Needs
- Farm Needs
- Fencing
- Glass
- Glassware
- Garden Tools
- Hoes
- Hinges
- Irons
- Knives
- Lamps
- Milk Boxes
- Milk Cans
- Nails
- Nippers
- Nozzles
- Ovens
- Pipes
- Pumps
- Paints
- Pliers
- Plaster
- Putty
- Ropes
- Roofing
- Radion
- Saws
- Screen Wire
- Serees
- Spades
- Stoves
- Taps
- Traps
- Utensils
- Varnish
- Vises
- Waxes
- Weatherstrips
- Wire
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The Friendly Store
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Priced from 98¢ to \$24.25

Use Our LAY AWAY PLAN

A small deposit will hold any doll until Xmas. Shop now and be sure.

Our Large Stock includes the nation's leading brands:
Effanbee - Baby Coos - Ideal
Baby Gurgles - Imperial
Crown - Sayco - Arranbee
Toni

See the new... ELECTRONIC TALKING DOLL!
Just press the magic button and hear me sing, laugh, recite and pray. Guaranteed. Delivered here... \$24.45.

CAVES

5c to \$1 Store
The New Store on the Corner

Check our prices for:

PERMANENT GRASS SEEDS
LAWN GRASS SEEDS

Also On
BINDER TWINE

West Texas Feed, Seed and Hatchery Co.
Jack Wright, Manager
HOME OF "MERIT" FEEDS
Hereford, Texas

WANT ADS GET RESULTS

C.R. ANTHONY CO.

**HEREFORD
Oct. 1st**

DOLLAR DAY

SPECIAL PURCHASE Nationally Advertised Brand NYLON HOSE

Few
Slight
Imperfections



Sheer
Serviceable
60 and 51
GAUGE
15 Denier

If First Quality
Price Would Be \$1.65

74¢
Pr.

3 Pairs For \$2

Fall Shades

• Carnival • Encore • Festive • Gala • Holiday

In the newer, lovelier shades to vivify your fall wardrobe. Exquisitely sheer, extremely serviceable. Imperfections so slight they are hard to detect... they do not alter the beauty or serviceability of these nationally famous hose. You'll recognize the brand as soon as you see them. Size 8 1/2 to 10 1/2 proportioned lengths.

Men and Women
Cotton Picking
GLOVES
8 oz.
25¢

MEN'S WORK
SOCKS
5 pr. for
Long or short
10 to 12
\$1

Boy's Western Style
BUCKHIDE JEANS
9 oz. heavy denim
Size 2 to 16
\$2.29

New Low Price
MEN'S KHAKI
PANTS
8 oz. type
4 Army Twill Pants
Size 28 to 42
2.98
6 oz. Army Cloth
SHIRTS
Size 14 to 17
2.49

PULL-OVER SHIRT
Knit Bottom
\$2.00
Close out of sports or dress shirts. Not all sizes in every style. Reg 2.98 & 3.98 shirts.

MISSES & WOMEN'S
ANKLETS

Sizes
7 to 10 1/2

5 pr for **\$1**

Assortment of solid colors. Rib top to turn down. SPECIAL

GIRL'S COTTON
PANTIES



Special purchase cotton training panties. Fine knit cotton. Size 0-10.

9 pr for **\$1**

LARGE
BATH TOWELS

Large assortment of beautiful colors. Values to 79c. Special purchase.

2 for **\$1**

Some slightly irregulars

MESH
DISH CLOTH

Absorbing mesh cloth by comes bundled of assorted colors.

10 for **\$1**

New Low Price
on
SHEETS
TYPE 128

81x99	2.39
81x108	2.59
72x108	2.49
42x36 cases	55-

LADIES BLOUSES

Washable crepe & jersey asst., styles and colors. Size 32 to 40.



\$1

**ANCO CHIEF
BLANKETS**

72x84 single 25% wool, 50% rayon, 25% cotton, 3 lb.

6 in. satin binding, solid colors, boxed. Flame, Hunter Green, Cedar, Blue. Complete stock of colors.

\$7.90

**Close Out Group
LORRAINE SLIPS**

Petticoats, Children's Pajamas. We have grouped together all of the discontinued numbers of our Lorraine underwear and are

passing on, to you the bargains of a life time. Values to 3.98. Come early for best selection.

\$2.00

Ladies Two-Way
Stretch
GIRDLES

Size Small

Medium

Large

\$1

Two styles to choose from. Regular girdle & Panties

CHENILLE
SPREADS

Full bed size. Close out of regular 7.95 & 10.95 spreads. Special

\$6.66

BRUSHED BEMBERG
GOWNS

Soft EEZ Bemberg Rayon Yarn. Oh so warm. Asst. colors and styles.

\$4.19

Children's
RAYON PANTIES



Factory close out of regular 39c panties. Special Dollar Day

Sizes 1 to 10

white or pink.

5 pr

Women's Rayon

PANTIES

4 for **\$1**

Brief and panty styles. Some with lace inserts on sides. Size med. & large.

PIECE GOODS SPECIALS

80 SQ. PRINTS
Washable. You can't appreciate the value of this material until you have seen it.

29¢ yd.

COTTON PRINTS
SPECIAL PURCHASE
Plain and Novelty
cotton and rayon asst.

Percale butcher weave rayon seersucker waffle dobby weave & poplins. 3 yds. for **\$1**

WASHABLE
PRINTED RAYON
CREPE

2 Yards
Many new fall patterns to choose from **\$1**

36 INCH
BROWN
MUSLIN

5 Yds for
Excellent for making cup towels, quilt linings and many other useful items **\$1**

SHOE CLEARANCE

Broken Sizes, Discontinued Numbers in both Men's and Women's Values to 14.75. Come early for best selection.

\$8.00

MEN'S, WOMEN'S
BRIGHT COLOR
LOAFER SOCKS
Leather soles, red, green, brown. All sizes

\$1.98

COTTON PICK
SACKS

9.93 oz. duck stitched with extra heavy thread for longer wear.
10 1/2 ft. 3.49
12 ft. 3.98
14 ft. 4.49

COTTON
KNIT
U SHIRTS

3 For Irregulars of regular 59c Shirts. Dollar Day Special Size 36 to 46 **\$1**

MEN'S FINE
KNIT TEE
SHIRTS

Irregulars of regular 69c Shirts 3 For Flat knit close fitting shirts Ideal for undershirts. Size Small, med., large **\$1**

MEN'S
RAYON
ANKLE
SOCKS

Close out of regular 39c & 49c socks 4 Pr. for Genuine first quality rayon & cotton. Size 10 to 12. **\$1**

COTTON
KNIT
BRIEFS

for men irregular of regular 69c briefs. 2 for Flat knit band legs. Size S-M-L **\$1**

100% All Wool
WORSTED

SUIT SALE



\$50.00
Value
For



\$42.

Now, while stocks are complete and prices are right, we offer you an outstanding suit value. Guaranteed 100% all new wool... smooth, rich gabardine and firm finished sharkskin weave. You select from fall's newest solid colors, or new sharkskin weaves in plaids, checks, stripes. Single or double breast styles. Superbly tailored for proper fit.

• Solids
• Fancies
• Regulars

FREE
Alteration

"Federation" Theme At Pioneer Meeting

"Federation" was the theme of the program presented by the Pioneer Study club Tuesday afternoon at a meeting held in the home of Mrs. B. E. Roberson. Mrs. F. M. Kester was leader. Topic for discussion was "The Road Ahead for Federated Clubs" with Mrs. Elmer Patterson as guest speaker.

Mrs. Patterson, president of Deaf Smith County Federation of Women's Clubs, told of the general federation's aims and objectives for the coming year and spoke briefly on outlines and plans for the Seventh District. She also told of the work of the

Deaf Smith County Federation. During the business session directed by Mrs. A. L. Manjeot, members discussed the woman's club building now in the discussion stage among the various clubs of the county.

Those present were: Mesdames Fred Barrett, A. G. Bell, J. E. Beyer, Bonnie Brumley, H. A. Close, N. E. Gass, Carl Gilliland, O. G. Hill, Ray Johnson, F. M. Kester, A. L. Manjeot, Ralph McCullough, H. E. Miller, Mary Seigler, Frank Terrell, R. A. Tynes, Al Werner, and the hostess.

Demonstration on Bouquets for Club

Built around the motto "Flowers are God's thoughts of beauty, taking form to gladden mortal

gaze", a program on cut flowers and winter bouquets was featured at the meeting of the Lone Star Study club held Tuesday afternoon in the home of Mrs. Jack Grady. Mrs. H. E. Henslee was cohostess.

El Nino Members Hear Textile Painting Talk

El Nino Study club met for a program in the home of Mrs. Jim Bookout Monday evening. During the business session Mrs. John Jacobsen Jr. gave a report of the federated club meeting and members discussed the proposed plan for building a woman's clubhouse.

After roll call which was answered by members naming favorite flowers, Mrs. E. W. Hobson gave a discussion of cut flowers, showing several arrangements to demonstrate how the common garden varieties can be made to form lovely arrangements for any occasion.

Mrs. W. S. Fluitt showed two arrangements of winter bouquets and told how to dry and preserve flowers, leaves and grasses. She gave an interesting demonstration how material for winter bouquets is treated to insure against loss of color and form.

Mrs. S. G. Nelson was leader of the program and introduced Mrs. Louise Hays, guest speaker, who spoke on textile painting. She explained the difference between realistic and geometric design and demonstrated combination of colors for best effects. She recommended textile painting for an inexpensive and creative hobby. She told of stencil cutting and described types of brushes, and gave an interesting demonstration, painting several patterns on tea towels. She also displayed lunch cloths with painted designs and a table was set to show types of pottery and colors to use.

Mrs. Jim Higgins, president, conducted a business session when Mrs. J. E. Springer was elected recording secretary to fill a vacancy. A discussion of the proposed "Woman's Club House" was also held.

Members present were Mesdames; R. G. Blue, Roger Corbett, W. S. Fluitt, Leo Forrest, H. E. Henslee, Jim Higgins, E. W. Hobson, Berry Jacobsen, John Jacobsen, Jr., C. D. Kelton, Joe Kendall, Coy Phillips, J. E. Springer, Robert Thompson, Ed Warren, C. O. Wilkins, L. L. Womble and the hostess.

Those attending the meeting were: Mesdames Darrell Blanton, Tessie Barnett, Ivan Block, Jim Bookout, T. J. Clay, Paul Coney, R. A. Daniel Jr., John Kelly, Bob Lindsey, S. G. Nelson, Sam Nunnally, W. H. Patton, W. J. Reeves, Edgar Skypala and Bruce Wood-dell.

B&PW Club Will Present Radio Program Series

Business and Professional Women's club held a luncheon meeting at the Wagon Wheel Inn Monday afternoon.

Miss Clara Acker discussed "Women in the Armed Forces". A member of the WAVES, Miss Acker gave first-hand information about that group and told of other divisions for women in the armed forces.

LaPlant-Bell Wedding Vows October 20

Mr. and Mrs. G. H. LaPlant of Hereford are announcing the engagement and approaching marriage of their daughter, Evelyn, to Glenn Bell, son of Mr. and Mrs. A. S. Bell, also of this city.

It was announced that the club will sponsor a weekly radio program over KPAN, Hereford. Members attending were: Clara Acker, Faye Campbell, Bruce Rose, C-Ora Cockrell, Eunice Petersen, Della Ansley, Ursalee Jacobsen, Skeeter Hall, Louella Cowser, Frances Parker, Lucille Posey, Corinne Jennings, Dyal-thia Brady, Doris Lindsey, Pauline Howard, Alma Hilton, Cecil Williams, Zulz Gilliam, Jewel Malone, Theresa Lamm, and Mrs. L. C. Thomas. Guests were Mrs. Myrtle Greer and Miss Evelyn Cockrell of Princeton, Mo.

Wedding vows will be solemnized in a single ceremony held in the country home of the bride's parents on Saturday October 20, with Rev. Roy Ford, pastor of the First Christian Church of Hereford, officiating.

Kappa Iota Chapter Elects New Officers

Kappa Iota Chapter, Beta Sigma Phi sorority held a special meeting Tuesday night in the home of Mrs. Eddie Johnson for the purpose of electing officers.

Officers named were Mrs. Eddie Johnson, president; Mrs. Gene Prickett, vice-president; Mrs. Jimmie Sparkman, recording secretary; Mrs. Ernest Wade, corresponding secretary, and Mrs. Ben Malone, treasurer.

The bride-elect has attended Dimmitt High School and Mr. Bell is a graduate of Hereford High School. He served in the U. S. Army three years with two years in the Occupation Army in Korea.

ATTEND LUBBOCK DISTRICT MEET

Attending the Seventh District, TEWC meet held in Lubbock at the Hilton hotel Thursday were: Ray Johnson, S. S. Dodson, Morris Thompson, and Rex Tynes. Presidents of all clubs in the district were also included.

The couple plan to make their home in Hereford. He is employed in the local Post Office.



MISS LaPLANT



MISS MARTHA THOMAS

In Honor Fraternity

Miss Martha Thomas, junior student at West Texas State College, Canyon, has been elected to Zeta Chapter, Kappa Omicron Phi, national honor fraternity for home economic students.

Membership is based on scholarship, personality and leadership qualifications. A "B" average in all subjects is required.

Miss Thomas is the daughter of Mr. and Mrs. J. W. Thomas and is a graduate of Hereford High School. She took part in musical activities of the school and is a member of the Methodist Church choir in Canyon. She is a member of the Hereford Assembly of The Order of Rainbow for Girls.

Sharon Moore Installed as Rainbow's Worthy Advisor

Hereford Assembly of the Order of Rainbow for Girls held its formal installation of officers ceremony at the Masonic hall Monday night.

The colorful and impressive rites were built around the incoming worthy advisors theme, "Faith, Friendship and Love", with her chosen colors of aqua, pink, and silver emphasized in appointments for the social hour which followed.

Mrs. O. H. Culpepper served as announcer and officers conducting the rites and their escorts included: Mrs. Troy Moore, installing officer with Mr. Moore as escort; Mrs. W. C. Hromas, chaplain, Mr. W. C. Hromas as escort; Bobby Jane Sisk, marshal, Rev. Roy Ford, escort; Mrs. B. E. Roberson, recorder, Mr. Roberson escort; Gayle Gault, treasurer with Rev. Don Davidson as her escort; and Virginia Sigle, musician with F. M. Kester as escort. Mrs. L. C. Thomas, mother advisor with Mr. Thomas escorting.

Officers installed were: Sharon Moore, worthy advisor; Kathryn Snare, associate worthy advisor; Joan Moore, Charity; Kathryn Kester, Hope; Marilyn Barkley, Faith; Sylvia McCracken, love; Janie Houston, religion; Norma Grace Gray, nature; Dixie Young, immortality; Mary Durham, fidelity; Lu Durham, patriotism; Martha Heard, service; Sue Barnard, chaplain; Sue Smith, drill leader; Donnie Johnson, outer observer; Frankie Dee Culpepper, confidential observer; Barbara Rogers, musician; and Carolyn Kester, choir director.

Members of the choir include: Martha Brown, Betty Hamilton, Retha Jo Godfrey, Georgia Lewis Daleine Tinnin, Barbara Winget, and Melrose Whitfield.

Following the installation, the worthy advisor introduced her parents, Mr. and Mrs. Troy Moore, and her brothers, Troy Don and Martin Reed. She presented the outgoing worthy advisor, Claudia Lewis, with a gift from her corps of officers and a past worthy advisor's pin from the Assembly.

She announced her theme for her term of office "Faith, Friendship, and Love" and presented her colors of aqua, pink and silver. Poems which she will use are "Some Faith at Any Cost" and "Love". Her special songs will be "Somewhere Over the

Wedding Plans Announced Here

Wedding plans of interest here have been announced in Amarillo. Mr. and Mrs. K. S. Reynolds, 1523 Bonham, have announced the betrothal of their daughter, Carolyn, to Jack Brumley, son of Mr. and Mrs. B. E. Brumley of Hereford.

The wedding will take place on Monday Oct. 22, in Central Church of Christ, Amarillo. Announcements were made at a tea given Sunday afternoon in the Reynolds home where de-



MISS REYNOLDS

orations and appointments carried out the bride-elects chosen colors of pink and aqua. Mrs. B. E. Brumley and Mrs. E. D. Henson of Hereford attended the tea. Miss Reynolds is a 1951 graduate of Amarillo high school. Mr. Brumley, a graduate of Hereford high school attended Amarillo Junior college and Texas A. & M. college. He is employed at Kohler Cleaners in Amarillo.

Miss Alberta Higgins Wed Sunday To Frank Bernard of Friona

The marriage of Miss Alberta Higgins, daughter of Mr. and Mrs. Fred Higgins, and Frank Bernard of Friona took place Sunday morning at 9 o'clock in the sanctuary of the Methodist Church. Rev. Don Davidson read the single ring ceremony.

Mrs. Clay Ridgway, played "Romance" by Liszt and Lloyd Parsons played "I Love You Truly" at the organ preceding the ceremony. David Goldston sang "Because" accompanied by Mrs. Ridgway who also played the wedding marches and gave musical background for the ceremony.

Attendants were Mr. and Mrs. Buck Irving of Friona. Mrs. Irving, as bridesmatron, wore rose pink taffeta made along the lines of the bride's dress, and carried a hand bouquet of white carnations. Mr. Irving served as best man.

The bride, given in marriage by her father, wore a ballerina length dress of white slipper satin fashioned with fitted bodice and high neckline with Peter Pan collar. The long fitted sleeves came to points at the hands and tiny satin buttons adorned the front of the basque from the neck to the waist line where the full skirt was attached by a cord of satin. Her waist length veil of illusion fell from a band of white carnations and she carried a white Bible with the wedding bouquet which was of red rosebuds surrounded with white feathered carnations and tied with white satin streamers.

The couple was honored at a dinner at noon given in the home of Mr. and Mrs. C. R. Higgins for the bridal party and members of the immediate family. The hostess was assisted by the

bride's mother. When the couple left for their home in Friona the bride was wearing a woolen suit in Hunters

green with brown accessories. Mr. Bernard who served two years in the Armed Service during the war, is engaged in farm-

ing near Friona. Mrs. Bernard who is a 1951 Hereford High School graduate, has lived in Hereford all her life.



MRS. FRANK BERNARD

visior, Claudia Lewis, with a gift from her corps of officers and a past worthy advisor's pin from the Assembly.

"Rainbow" and "Because". Her featured flowers will be pink rosebuds.

She announced her theme for her term of office "Faith, Friendship, and Love" and presented her colors of aqua, pink and silver. Poems which she will use are "Some Faith at Any Cost" and "Love". Her special songs will be "Somewhere Over the

The worthy advisor announced her committees for the term naming: Cheer - Virginia Sigle and Betty Hamilton; Finance - Kathryn Snare, Colleen Cooke, Carolyn Kester and Mrs. Howard Gault; Refreshments - Marilyn Lewis, Sylvia McCracken,

Marilyn Barkley and Mrs. Lynn Kester; Social - Retha Jo Godfrey, Eleanor Aven, Gayle Gault, Sue Barnard and Mrs. O. H. Culpepper.

A reception and social hour honored the officers following the installation services. Mrs. Lynn Kester presided at the refreshment table done in the worthy advisor's colors with pink rosebuds giving the floral decor.



NEW OFFICERS OF THE Hereford Order of Rainbow for Girls are shown above after installation services last Monday. They are, from left, front row: Marilyn Barkley, Katherine Snare, Sue Smith, Sharon Moore, Janie Houston, and Lu Durham. Second row, from left: Virginia Sigle, Joan Moore, Barbara Rogers, Dixie Young, Norma Grace Gray, Mary Durham. Back row from left: Kathryn Kester, Donnie Johnson, Sue Barnard, Mrs. L. C. Thomas, mother advisor; Sylvia McCracken, Martha Heard, Frankie Dee Culpepper, and Carolyn Kester. —Alex Thompson Photo

SOCIETY
The Sunday Brand

CONG. ROGERS REPORTS

"Centralization of Power" by ICC Control Warned by Rogers

CENTRALIZATION OF POWER: Much has been said about the centralization of power in Washington, and the people from our section generally are violently opposed to such centralization, as any staunch believer in the democratic form of government should be.

There is a lot more to the problem than just being for or against centralization. I want to give you one example of how centralization can be brought about and the people will not realize it until it is upon them.

Whether or not a particular field of endeavor, whether it be in agriculture, industry, or otherwise, comes within the confines of interstate commerce depends in many, many situations upon the decisions of the courts. The courts are to some degree influenced or bound by the decisions and findings of the Interstate Commerce Commission.

If the particular field of endeavor in question is held to be within the definition of interstate commerce, then that particular field of endeavor is subject to the regulations and laws of the federal government. These regulations and laws would not be applicable to that particular field of endeavor or that business if it were engaged solely in intrastate commerce, that is, commerce wholly within the state.

The interstate status has been extended to farmers in the production of their crops, and has been extended to many small businesses that are suffering from such interpretation. This procedure can take one business at a time, or one field of endeavor at a time, and eventually have practically every business or activity in the United States earmarked as being in interstate commerce and therefore subject to regulations and laws administered out of Washington, D. C. This is very dangerous and I call it to your attention briefly so that you may maintain a watchful eye, should efforts be made to bring your business or your activity within the confines of

interstate commerce. It may appear harmless to you at first, but I warn you not to be misled. This is only one of the many methods that could result in centralization of power in the United States.

ADJOURNMENT OF CONGRESS: Congress is looking forward to an adjournment within about two or three weeks. Frankly, I doubt the advisability of an adjournment this year, even though it would give an opportunity for the members to get back to their homes and visit with the people. Personally, I want that opportunity as much as anyone, but there is much legislation in the mill that needs early attention and I hope that it could be attended to before adjournment this year.

There are several legislative matters now pending that would be most beneficial to the farmers and would not involve one cent of cost to the taxpayers. This legislation is important because the harvesting of many crops is now underway and if the legislation is not passed this year, its benefits will not be available until next fall.

There are other legislative matters concerning small business that should be attended to as quickly as possible, and I would like to see these measures brought to the floor and debated before the first of the year. If they are pigeon-holed until after the first of the year, they could easily be lost in the great mass of legislation that comes before every Congress and must be disposed of during the early part of the session. Some of the pending bills are aimed at marked curtailment of bureaucratic and agency controls, and there is no better time than the present to pass these measures.

Some of the matters concern the rights of veterans and should be acted upon with the greatest possible speed. However, it appears that adjournment is in the immediate future and it will be impossible to forestall it.

I certainly would not want to see this Congress adjourn without final action being taken on the Tideland Bill. That fight has been long and hard, and I want to see the Senate pass this piece of legislation by the same majority percentage-wise as did the House. Such action by the Senate would almost insure passage over the President's veto in the final analysis.

TAXES: The talk about more taxes is completely out of the

Lutheran Hour To Open 19th Season Sunday

ST. LOUIS.—The world's most wide-spread broadcast, the international Lutheran Hour, will open its nineteenth season of broadcasting September 30 with a gigantic rally in the Chicago Stadium, it was announced today by Dr. Eugene R. Bertermann, director of the global broadcast.

Originating from Chicago's Mutual studios (WGN), the first broadcast of the nineteenth season will also feature the initial address of the Reverend Armin C. Oldsen, successor to the late Dr. Walter A. Maier, founder and

question as far as I am concerned I have stated publicly, and I repeat, that the American taxpayer has reached the saturation point in taxation and there is only one way for taxes to go from now on—that is DOWN. A great many of the members of the House with whom I have discussed the matter are in complete concurrence with me, and I do not believe that any measure for additional taxes would have even a remote chance in the House of Representatives. In fact, I doubt seriously that it would ever be forwarded out of committee. If additional funds are needed, which I doubt, they should come from savings in non-essential Government expenditures rather than from additional taxes.

VISITORS: Visitors from the district this week were: Barnes Samuels, Thomas F. Cartwright, and Mr. and Mrs. G. B. Jordan, from Amarillo; Mr. and Mrs. G. Gramer, from Panhandle; Mr. and Mrs. John H. Benton and Roberta K. Pollan, from Sunray; Mr. and Mrs. J. R. Lipscomb, from Hereford; and Mr. O. A. Schuster from Perryton

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WELDON BRIGHT
Hammond Organ & Orchestra
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A. O. Thompson Abstract Co.
Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.



REV. ARMIN C. OLDSEN
LUTHERAN HOUR SPEAKER

first speaker on the program. The rally in the afternoon, which is expected to attract 25,000 people, will feature a colorful pageant tableau—"Send Out Thy Truth" depicting the forward march of Christianity

through the centuries and culminating in a presentation of the story of the Lutheran Hour's rapid growth.

Begun on two stations in the early thirties, the broadcast has shown remarkable growth throughout the years until today it is beamed over 1,034 stations in 52 nations in 36 different languages. The Lutheran Hour conducts the world's largest Bible Correspondence Course with approximately 100,000 people enrolled in the program, and its mail exceeds 500,000 pieces annually.

The Voice of America uses the Lutheran Hour as one of the programs it beams behind the Iron Curtain, and the Armed Forces Radio Service includes the Lutheran Hour in its broadcast schedule.

Sponsored by the Lutheran Laymen's League, an organization of over 60,000 Lutheran laymen throughout the United States and Canada, the \$1,400,000 annual budget is defrayed through the contributions of its sponsors, its friends, and its listeners.



EFFICIENT arrangement of a smaller living room is the key to the decoration at the B. E. Sanders residence in Friona. This view shows the divan at extreme left in the foreground and the overstuffed chair and telephone chair at each side of the picture window. —Brand Staff Photo

NIGHT COUGHS
DUE TO COLDS
Best-known home remedy to use is...
VICKS VAPORUB

Harvesting Needs!
New McCormick
COMBINES
125 SPV 12 foot Self Propelled
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★ **USED COMBINES.**

Self Propelled

1947 McCormick 123 SP	\$1675.00
1948 McCormick 123 SP	\$2250.00

Pull Type

Case 12 foot	\$375.00
McCormick 10 foot	\$375.00
Oliver 12 foot	\$325.00
Minn-Moline 9 foot	\$375.00
Allis-Chalmers 6 foot	\$275.00

★ **USED BINDERS**

10 foot McCormick Broadcast
Two Row McCormick Tall Corn

HEREFORD IMPLEMENT CO.

GRAND OPENING

OF THE VILLAGE Sports Shop
515 PARK AVENUE

featuring
... a selection of quality merchandise, specializing in infants, boys and girls clothing:
Size range for boys—
Six months through eight years
Size range for girls:
Six months through 14 years, including Sub-Teens.

... later we plan to increase our stock to other ages. At the present time we have confined the age limits in order to serve you better.
... We think our stock is exceptional and hope you will be pleased.
Be sure to attend the Grand Opening Monday.
Marie Cogdell Helen McCauley

MONDAY
October 1st.

Dollar Day Specials
JEANS -- by Walls of Texas
BOYS JEANS
Double knee for double wear.
Sizes: 2-8, Reg. \$2.39 val. **\$1.69**

GIRL'S JEANS
Embroidered with Western Figures.
Sizes: 2-6x, reg. \$2.39 value **\$1.69**
Sizes 8 to 14, Reg. \$2.95 for \$1.89.

GIRL'S RAYON PANTIES **59c**
Sizes, 1-6x, Reg. 79c val. **59c**

GIRL'S NYLON PANTIES **\$1.29**
Sizes, 1-6x, Reg. \$1.79 **\$1.29**
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Famous for the Kiddies!

The Village Sports Shop
HELEN MCCAULEY
MARIE COGDELL

Beauty at Home

By Lynn Carter

Q. How can I help slim down my waistline through massage?
A. Bend forward slightly, pulling your tummy in as hard as you can. Pick up as much loose

fat as you possibly can between the palms and fingers of your hands, squeeze it, lift it, wring it. Then take a piece of skin tissue alternately in each hand and proceed with a kneading motion across the tummy, around the waist, and up under the arms.

Q. What colors do you recommend wearing with brown hair?
A. Medium green, scarlet, beige, orange henna, and medium brown are colors that go very nicely with the brown-haired person.

Q. Is there a toilet water I can prepare myself at home?

A. Mix together two ounces each of elder flower water and distilled water.

Q. How does one properly tweeze unwanted hairs from the eyebrows?

A. To make this as painless as possible, try patting face cream on the area. Just before tweezing place a hot washcloth over the eyebrows. Grasp one stray hair at a time, close to its root, and pull out in direction in which it grows. After tweezing, wipe the area with witch hazel or a skin lotion or a little alcohol.

Q. How should the very round face be rouged?

A. Blend the rouge high on the cheeks, close to the nose, close under the eyes. Fade it out at the edge of the cheeks, and this keeps the color highlights in the center of the face, and make it appear thinner.

Q. In what way can I cope with

ragged cuticle on my fingernails?

A. With cream or oil. It should not be clipped. It should be trained into place. Cream should be massaged in to make the cuticle soft enough to push back from the nail. Push the cuticle back, too, each time you dry your hands after washing.

Q. Is there some way I can cause a bulge at the back of my neckline to disappear?

A. This is usually caused by extensive reading, sewing, potato paring, and the like. Counteract it by rotating your head, clockwise and counter-clockwise, and hunching your shoulders up and down, and round and round.

Q. How can I cleanse my skin thoroughly without using soap and water?

A. Try wetting a piece of cotton in cold water, squeezing dry, moistening with a tonic made of witch hazel diluted with a little

toilet water, dipping this into cold cream, and applying.

Cub Scouts Study Skills and Crafts

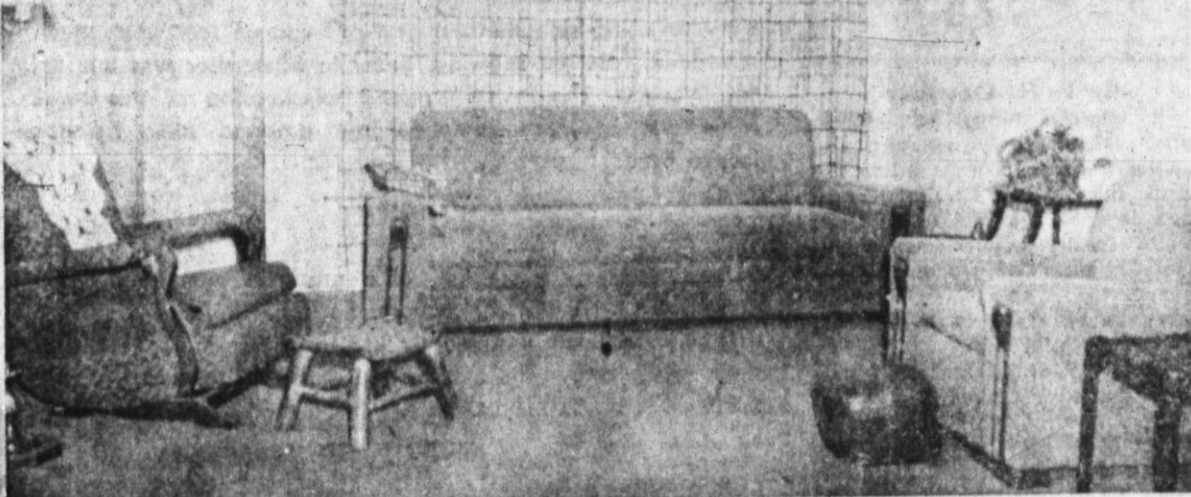
Members of Den 4, Pack 50 of the Cub Scouts studied skills and crafts at their regular meeting Monday afternoon.

The cast was selected for the Pack Skit which is to be presented October 5.

Den Chief Bert Cagle led the group in Cubbing Ideals and Harold Meacham Jr. discussed the six points on "Why Be A Scout".

The next meeting will be held October 1 at the Scout hut at 4:15. The group will practice the Pack Skit.

WANT ADS GET RESULTS



HERE IS THE LIVING room of the Jake Lamb home at Friona. The brown Bates bedspread drapes make a cool contrast with the green carpeting and the rose wool frieze living room suite. —Brand Staff Photo

NORTHWEST HEREFORD NEWS

Mrs. Argen Draper Tells Club Of County Dress Revue Oct. 6

By Mrs. R. C. Childers

The Cultural Home Demonstration club met in the home of Mrs. R. N. Cooke Thursday afternoon at 2:30 p.m. Mrs. Cooke was in charge of the recreation. She had each one list the things needed in sewing. Mrs. Earl DeHart lead the group with a list of 32 articles and won the prize.

The leader, Mrs. C. S. Barclay, introduced Mrs. Argen Draper, who told of the dress revue to be held October 6 at the Hotel Jim Hill ballroom at 2:30 p.m. She urged everyone to be there and to wear dresses made in the sewing program this year.

Mrs. Draper said that she had given six demonstrations in sewing to the clubs this year, and that she thought that the club had a very successful clothing program, over the county this year. Cultural club will have 14 dresses appearing in the review this year.

Mrs. Draper also announced that the tailoring course would start soon. She said that it was a special interest course, and that it would not affect the regular club work at all.

Mrs. Cooke reported on the meeting of the clothing demon-

strators last Monday in the agent's office, stating the needs of each one participating in the tailoring program. She announced that the first lesson in tailoring would be held October 2 in the home of Mrs. R. C. Childers at 2:30 p.m.

Mrs. Fred Wolfington, recreation chairman, announced that the club would have a Hallo-wen party in the R. N. Cooke barracks, October 19 at 8 p.m. The 4-H girls will do the decorating. Everyone is invited and each one is to bring a pie and card tables.

Mrs. Wolfington also announced that the club would have a Thanksgiving supper and a skit to follow sometime in November. The date will be announced later.

The expansion and education committee attended the reading of the budget Monday in the county court room. West Hereford reported on the civil defense program being carried out in the county and Messenger reported on T.H.D.A. The delegates who attended the state meeting also gave their report to the commissioners. There were nine women from the county who attended

the reading of the budget.

Mrs. J. T. Richardson gave a report of the Federation luncheon held in the Presbyterian church last Friday. She said Bruce Miller was the main speaker, speaking on "Medical Research for Deaf Smith County." She also stated that Miss Mattie Mae Swisher entertained with a group of her music students.

Those attending were: Mesdames R. N. Cooke, Fred Wolfington, Art Lewis, Charlie Owens, J. T. Richardson, Luie Olson, Earl DeHart, R. C. Childers, Paul S. Corbett, C. S. Barclay, one visitor, Mrs. Marti Mason, Mrs. Argen Draper and the hostess. Mr. and Mrs. Earl DeHart were Tri-State Fair visitors Tuesday.

Mr. and Mrs. J. T. Richardson were guests in the home of Mr. and Mrs. R. W. Hill of Morton Sunday

Visitors in the Marti Mason home during the week-end were her parents, Mr. and Mrs. Dick Tomlinson of Lubbock, also her brothers, and sisters-in-law, Mr. and Mrs. Ted Tomlinson of Lubbock and Mr. and Mrs. D. W. Tomlinson and Douglas of Phillips.

Mr. and Mrs. Orin Sharp of Claude visited their son and family, Mr. and Mrs. Orrin Sharp of this vicinity.

Mr. and Mrs. T. B. Cox and Elaine attended the Tri-State fair Wednesday.

Mr. and Mrs. Homer Perkle and children of Plainview visited in the R. M. Mason home Sunday afternoon.

Mr. and Mrs. J. T. Richardson announce the arrival of a new grand-daughter, named Nancy Kay, born September 22. She is the daughter of Mr. and Mrs. Thornton Richardson of Villa Park, Ill.

Mr. and Mrs. Pat Robinson and family attended the Tri-State fair Tuesday.

Mr. and Mrs. Orrin Sharp were callers in the Fred Wolfington home Wednesday.

Mr. R. L. Maston of Levelland is visiting in the home of his son Mr. and Mrs. Marti Mason this week.

Fred Wolfington made a business trip to Clovis last Friday.

Miss Jennie Corbett has returned to her home in Niantic, Ill. after a three week visit in the home of her nephew and family Mr. and Mrs. Paul S. Corbett.

Mrs. N. A. Greer, mother of Mrs. Paul S. Corbett, spent Monday night in the Corbett home.

Mr. and Mrs. A. C. Hershey, Marvin and Patricia spent Sunday in Floyd, N. M. visiting Mr. Hershey's sister, Mrs. Dudly Buzzard and family.

Mr. and Mrs. A. H. Inman of Plainview were guests in the home of Mr. and Mrs. R. C. Childers this week. They returned to Plainview Friday morning.

Mr. and Mrs. C. S. Barclay were guests of Mr. and Mrs. Irvin Roberson Sunday. Other guests in the Roberson home Sunday were Mr. and Mrs. Bill Simpson

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IN GOOD QUALITY

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OVER 100 Patterns to Choose from



MONDAY
OCT. 6

Back again with big savings on Wall Paper. Pay Regular price for one roll—and get another roll for only 1c. This great selection includes more than 100 patterns . . . the same papers featured daily on our shelves. You'll find wallpaper for the Living Room . . . Dining Room . . . Kitchen . . . Bedroom . . . Ceilings . . . Children's Rooms . . . in fact a suitable paper for every need—and in a great variety of price ranges. The response was outstanding when we ran this same 1c \$-Day Special last Spring, so don't miss the values. You'll find new Fall patterns and Shades in the offering. Every pattern included in the 1c Sale will be marked with a tag . . . for your convenience and to avoid confusion. Come early and shop to your heart's content.

Porcelain NAIL KNOBS	\$1 per 100	CORNER KNOBS 1c each
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6 Volt Dry Cell

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Why cut or pick corn by hand when the Dearborn-Wood Bros. Corn Harvester picks corn faster and easier, and with less labor cost?

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Unique rotary snapping bar has exclusive design



that reduces shelling and helps clear trash. Entire harvester tilts forward or back for tall or short corn. Three gathering chains really keep the corn moving. Ample capacity elevator delivers corn to front or rear of wagon. Blower is standard equipment. For easier, more profitable corn picking, investigate the Dearborn-Wood Bros. Corn Harvester now!

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Buy on PROOF! ASK FOR A DEMONSTRATION

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MAKE A DIFFERENCE
where you have your prescription compounded.
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Editorials

Proposed Truck Service Boon to Hereford, Dimmitt

Of considerable interest in business circles of Dimmitt and Hereford is the fact that application has been made by a new truck line for service into Hereford. Due to policy of the Railroad Commission, service from this line will not overlap present facilities, but will open adequate transportation from an absolutely new source—and there-in lies our point.

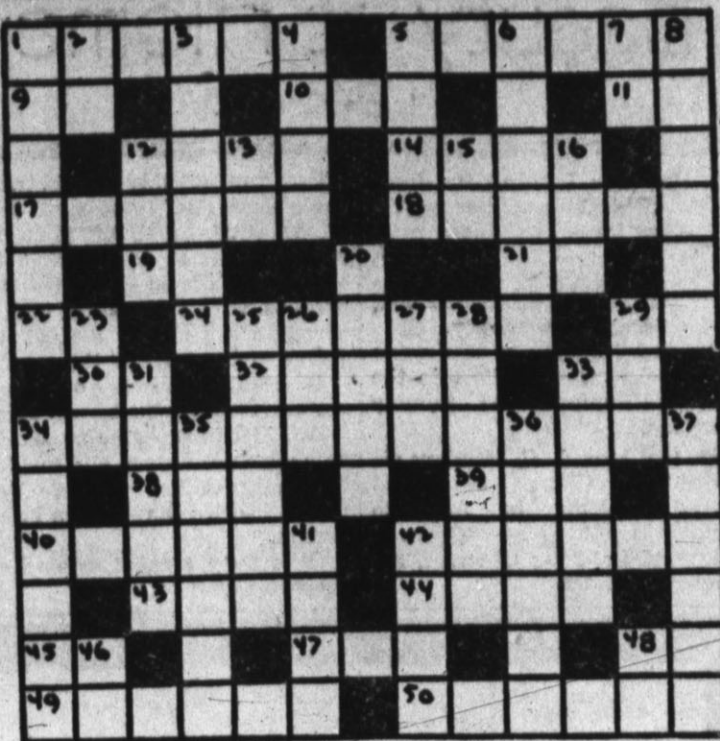
To date, Amarillo wholesalers have been the only ones who could offer fast or "rush" service into Hereford. In many instances, salesmen representing Fort Worth and Dallas firms have completely eliminated Hereford from their itinerary. A few of the more aggressive Lubbock firms have found it profitable to operate their own trucks into Hereford, many times at a loss. In addition, a shipment originating from Hereford into Lubbock travels to Amarillo, thence to Lubbock, via Canyon and Plainview and, we presume, the procedure is reversed in case of shipments from Lubbock to Hereford. Likewise, a shipment from Hereford to Canyon has frequently gone into Amarillo, changed lines and was returned to Canyon. Does this make sense? We have nothing against Amarillo

wholesalers. We trade with some of them, in fact, and will in all probability continue to do so. They have done an excellent job, especially in view of the transportation monopoly which they hold. However, we do feel that over-night service from Dallas, Fort Worth, and Lubbock will mean much to Hereford as a community. It can and should mean that wholesale houses from these points will again start calling in Hereford. This means that Hereford merchants can and will offer a greater variety of merchandise, that prices should always be competitive—because the Hereford merchant can shop more than one wholesale market.

And certainly not least, is the fact that Dimmitt, a community long in need of adequate transportation, will likewise have this same over-night service from the same three points, plus their present service.

All in all, we believe the Railroad Commission will do well to check into the situation carefully. We realize that controls are necessary on transportation and freight, but we also believe that these controls should be issued to better serve the people, and certainly not to isolate one or two communities.—J. M. G.

CROSSWORD By A. C. Gordon



- ACROSS**
- 1—European waterway (poor)
 - 5—World's widest river
 - 9—Comparative suffix
 - 10—Dance step
 - 11—Compass direction
 - 12—Land mass surrounded by water
 - 14—American "Corn State"
 - 15—Became aware of
 - 18—Land of the sheik
 - 19—One of the continents (abbrev.)
 - 21—Compass direction
 - 22—Preposition
 - 24—African natives with protruding lips
 - 29—Stamp of approval
 - 30—Either
 - 32—Native of one of the continents
 - 33—Correct
 - 34—Inhabitant of a certain continent
- DOWN**
- 1—Watery expanse between Arabia and Africa (two words)
 - 2—Time unit (abbrev.)
 - 3—Capital city of the Bahamas
 - 4—Hurried
 - 5—Continent
 - 6—Famous Egyptian dam
 - 7—Over
 - 8—New Jersey city
 - 12—Tavern
 - 13—Linguistic English (abbrev.)
 - 15—Either
 - 16—Man's nickname
 - 20—Disposition (pl.)
 - 23—Also
 - 25—Atlantic island group
 - 26—Man's name
 - 27—Scottish "go"
 - 28—A road
 - 29—Turkish weight
 - 31—Destroys
 - 33—Expanse of water on the globe
 - 34—Partook of a meal
 - 35—Follows
 - 36—To envelop
 - 37—Closer
 - 41—So be it!
 - 42—A planet
 - 43—Parental nickname
 - 48—A cry of surprise

Around the World

SUNDAY'S CURRENT QUESTION

Foreign Construction Tax Draws Varied Comment From Readers

The French government revealed this week that the American government is paying full taxes on construction in French territory at the expense of this government under the North Atlantic Treaty. What is your opinion of this?

FAUST COLLIER—I think that it will work out in the long run. We're lending them money anyway and the taxes that we pay on our construction will be that much toward the maintenance of their government. I don't see how it could be charged as an added cost.

SAM NUNNALLY—I think they ought to revoke the North Atlantic Treaty then.

FRED BAIRD—I think that it should be cut out and quick. Just recently I calculated the amount the taxpayers of the Hereford Rural high school district were paying of the Federal Foreign aids tax and it came to \$450,000. This district is in need of a \$900,000 high school. If they were relieved of the Foreign Aid tax for two years they could build the school without being out a cent more than they would by paying Foreign Aid taxes. I think that all that tax paying to the French government should be cut out.

MRS. REED WILLIAMS—I think that if we were receiving the benefits from the constructions we should have to pay taxes on it but I don't understand that we are getting any benefit from it, so I don't think that we should have to pay taxes.

JIMMY WITHERSPOON—In the first place I don't know that the statement the French government made is true and I won't believe it unless I could check the source of the information. In the second place if it is owned by the American government I think that we should pay taxes on it because if the French government had something over here we would expect them to pay taxes on it. If it was done for the benefit of the French people however I don't think that we should have to pay taxes on it.

'Tater Peelin's

By Roberta Campbell

We would guess that the pupils even surprised themselves with the exhibits they were able to collect for their school fairs last week.

In Mrs. Charlie Hodges room at Shirley where our young hopeful has a nine months lease on a desk and chair we didn't miss a single product bean' grown in Deaf Smith county. They also had a flower show, a doll show, farm machinery and a western day with everything but the ammunition.

Our one wish for last Wednesday—Circus Day in Amarillo was that we were only young enough not to notice the 92 degree temperature outside.

The weatherman is being pretty obstinate about turnin' off the heat that has seared us all summer, it seems.

One of the most interestin' things we've witnessed lately was the dry packin' of lettuce at night in the George Paetzold field.

One crew worked just ahead of the machine cuttin' the heads while another picked it up where it was crated, topped, labeled and loaded onto trucks like clock-work with belts to do the movin'.

The machine is folded up for movin' from one field to another.

Looks like October will turn out to be a month of barbe-cues.

October 4 we are scheduled to make the one at Silverton for all the students and teachers who have ever attended any school in the Silverton neighborhood.

Wonder if we will be eligible for a double servin' as we've finished high school there and taught eight years in the county.

I'll Never Forget

By F. H. Oberthier

It was in November, 1911, after some dry years and the settlers were turning back the land they had bought, and people were moving out of Deaf Smith county in bunches, when the Chamber of Commerce realized that something would have to be done to give heart to the people.

D. L. McDonald had sold several thousand acres to actual settlers near Adrian and nearly all of them had gone. The year before Portales had brought in some good irrigation wells and a bunch of us had gone over there on Aug. 10, 1910, to witness a water demonstration and we saw that they had lots of water.

Some of the old timers here remembered that a well east of Hereford (near the stock pens) had been pumped with an old steam engine by the late Mr. George Jowell, and it produced lots of water. Then we decided that maybe we DID have lots of water.

D. L. McDonald proposed that if the C of C would raise \$4000 to pay for the experiment, he would go down in the rice fields near Houston and rent a drilling rig and would put down a test well. The Chamber raised the money promptly when 40 of us subscribed \$100 each. Mr. McDonald did rent the drilling rig from Layne and Bowler of Houston as well as a pump. He immediately commenced the test well on Frio Draw. It proved to be a good one—produced lots of water though it was down in the valley. That convinced McDonald and all of us that we had the water.



F. H. OBERTHIER

The Hereford Recorder, a newspaper published in what is now the Texas hotel, put the slogan at the head of the paper: "Hereford Has the Water, Put It On the Ground."

The second well, Mr. McDonald drilled on his section north of town. There was never a time after that when Mr. Mc. ever doubted the practicability of irrigation—in fact, he said that without irrigation the High Plains was not a successful farming country.

He put down about 50 wells all around here and later drilled two wells for water supply for Plainview as well as the first well in the town of Lubbock. Later C. W. Post, the breakfast food man, bought a ranch just under the Caprock and built the town of Post.

He drilled all around Post but never got any water supply. He came up to see Mr. McDonald who told him he would have to come up on the Plains and get away from the cap at least half a mile and drill the wells and pipe the water down to his town. So he had Mac to drill his wells up on the Plains and he got plenty of water, and does to this day.

While the first well was being drilled, Mr. McDonald filed an appropriation on the water in Tierra Blanca creek, and that scared the people who owned the land. They feared that all their water would be taken from them. But their fears were unfounded and it was found impractical to try to utilize that water. It would have required dredging the creek down 15 or 20 feet to have reached a good supply of water.

But in the heat of the excitement, an indignation meeting was called at the courthouse when the matter was ironed out and everybody decided it was "much ado about nothing."

Our success at Hereford boosted the whole Plains country, and if the Hereford citizens had shared more fully Mr. McDonald's enthusiasm, the

(Continued on page 5)

Panhandle Paragraphs

BELIEVE IT OR NOT

Students at Weslaco high school were ready to send a story to Ripley's "Believe It or Not" column last week when it suddenly started snowing. Snow in September was unusual for Weslaco. There was a good explanation of this freak snowstorm however—someone had dropped some Kleenex into a fan.

THEY'RE ALL MAYORS

The Portales Tribune tells of a group of men on the city commission who are all mayors. Each of three men serving on the commission can legally use the title of mayor before their name. One is the mayor, one is the assistant mayor and the third is an ex-mayor.

CURED WITH A BUMP

A woman was being taken to the hospital because she had yawned too hard and her jaws had stuck. According to a report in the Shamrock Texan, she never got to the hospital because the ambulance in which she was riding hit a bump and snapped her jaws back in place.

WHEW!

Registrar of Tarleton State college is convinced that students obey their parents nowadays. A worried looking freshman entered the registrar's office and asked if there were any jobs for students. The registrar who had been knocking himself out looking for jobs for students shook his head sadly "Not right now, but—"

"Oh that's all right sir," the boy suddenly beamed, "I didn't want to work anyway. Just promised Dad I'd ask."

CLOSING THE BARN DOOR

A customer bought a check protector machine in an Albuquerque store and the store owner discovered too late that the customer paid for the machine with a \$47 bogus check.

DISCONTENTED COWS

A certain dairyman has 100 discontented cows on his hands, reports the Portales Tribune. Seems that someone swiped a record player that usually produces soothing symphonies at milking time. The dairyman tried radio music but it didn't work. Jive gave them the jitters, bop made them burp and even the "Jersey Bounce" wasn't so good. The cows were satisfied however when the dairyman played "highbrow" music for them on his violin.

The BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher has reached a new limit in wild ideas this week, although his proposal does have a certain appeal. Dear editor:

I ain't exactly what you'd call a cotton farmer, I ain't been so strong on plantin cotton ever since the year I decided to get rich on the stuff, planted all the land I could find to it, worked hard all spring and summer, and wound up with two notes at the bank instead of one, but I have been reflectin on the cotton situation throughout Texas this year and I think I know what the trouble is.

As you know, cotton was sellin for 45c a pound just ahead of plantin time, and the government was callin for all the stuff the South could grow, but to pacify the townpeople it put a ceilin of 45 cents on the price, against which the cotton farmers dutifully railed and ranted in a sort of token way, as privately they would be delighted to get 45 cents for all cotton they could grow. So at the government's behest, coupled with the private and legitimate wish to make some honest money, the farmers turned loose and planted a lot of cotton. Was almost tempted to do it myself, but overcame the temptation by hard thinkin and intense fishin.

Well, as you also know, despite the drought, a big crop of cotton turned up and the price started droppin. Dropped from 45 cents a pound to 35, then on down to 33, with down-graded cotton of course goin lower than that. There ain't nothin that'll lower the grade of cotton faster in the country than a light shower in town.

Now a lot of farmers were blaimin the government, they're makin a little money on cotton but you can't plant for 45-cent cotton and wind up with 33-cent cotton to no great advantage. That is, it ain't no get-rich-quick scheme. Not with everything else goin up instead of down—factors, fertilizer, seed, labor, taxes, etc.

But I think I know what the trouble is. The farmers planted the wrong variety. They planted anti-inflationary cotton in an inflationary year.

What the cotton farmer needs is a new variety of cotton, what they need is the First Year Inflationary type. With everything else goin up, you can't expect to get anywhere with cotton that goes down more than twenty-five percent right in the middle of the biggest inflation this country ever saw. Cotton that can't adapt itself to the times any better than that is mighty risky business.

If A&M College wants to render a real service to farmers, it'll start workin right now on breedin this new Inflationary Cotton, a variety you can depend on to keep pace with the times and go up in price right along with tractors, repair bills, school teachers' salaries, automobiles, groceries, hair-cuts, plumbin, taxes, etc.

Yours faithfully,
J. A.

Our Liberty Depends On Freedom of the Press

"Our liberty depends on the freedom of the press and that cannot be limited without being lost."

Those words reflected infinite wisdom when Thomas Jefferson uttered them in the youthful days of a struggling America. They are dramatically true today.

It behooves us to pause and ponder those words of the founder of one of America's great political parties. Especially during the next week, October 1-8, which has been designated as "National Newspaper Week."

Never before in the history of our nation has the watchfulness of a free press been so vital to the welfare of the American people.

Perhaps never before in the history of our nation have such great steps been taken—openly and behind-the-scenes—to silence the press, to intimidate the press, and to conspire to withhold facts from the press.

He who rules the press can sway nations. For proof of that, look only to South America where Argentina's Peron shut the doors of "La Prensa" for daring to disagree with Peron. Worse, yet, look at America, the land of the free.

Three newsmen in Louisiana were apprehended because they printed news of record in a gambling case. In Maryland, a newspaper has been barred arbitrarily by a city's mayor from attending public meetings of the city council. The newspaper's crime? Printing the TRUTH as brought out in a public meeting of the city council.

Alabama Newsmen William E. Brooks recently told Alabama newsmen that "Bills now before the legislature were introduced with mean intent to abridge freedom of the press."

This week, the President of the United States ordered that standards for classifying information now used by the state and defense departments be extended to all other departments and agencies.

President Truman hurriedly assured the people that this ruling would not be used to stifle the flow of news to the public, but would result in more information being made available to the people.

On the heels of this noble gesture by our publicity-shy chief executive comes a ruling by the Office of Price Stabilization that employees will not be permitted to disclose any information that "might be embarrassing to the bureau."

As soon as this dictatorial edict fell on unbelieving ears, a storm of protest followed. Truman sheepishly rescinded the order after our lawmakers hit the ceiling.

You think they won't try to get away with anything they can? You've seen a prime example.

Censorship? Choking off freedom of the press? ABSOLUTELY!!

It's a great game, this withholding news

The Sunday Brand



Established 1948
Published every Sunday
Hereford, Texas

James M. Gillentine, Editor and Publisher
Subscription Rate: 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, 50c per month. Single copies, 10 each.
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Hereford, Deaf Smith County, Texas
News Editor W. W. Knief
Adv. Manager Carl Sundeen
Shop Foreman Jim O'Hair

Mrs. Byron Durham Young Mother's Guest

Mrs. Charles Dye was hostess for the Young Mothers Study club in her home Monday evening.

During the business meeting presided over by Mrs. Charles Hill, members discussed and heard plans for the proposed woman's club building. Roll call was answered by members recalling "Memories of first school days".

Mrs. Wayne Edwards was program leader for the evening and introduced Mrs. Byron Durham, guest speaker, who spoke on "What to do about the child who misses the school age by only a few days or weeks." She told of the work now being done to regulate the situation by law and advised what to teach the pre-school age child before he starts to school.

Members attending were: Mesdames Delbert Bainum, W. L. Davis Jr., W. B. Dowell, G. W. Edwards, Roy Grubbs, Charles Hill, Donald Henslee, Lee Kent, Don T. Martin, Pat Robinson,

Earl Stagner, John Winkler, Neal Young, and the hostess, Mrs. L. H. Lookingbill Jr. was a guest.

Blanton Butane Employee Party

The employees of Blanton Butane in Hereford, Dimmitt and Friona and their families were entertained Saturday night at an annual barbeque.

Lyle Blanton, P. W. Williams, and Newt Harding served barbequed steaks to the group.

Special guests for the evening were: Mr. and Mrs. P. W. Williams, Mr. and Mrs. W. O. Shelton, Mr. and Mrs. Jim Barkley and Mr. and Mrs. Newt Harding.

I'll Never....

(Continued from page 4)
town of Hereford would have made a town long before it did.

However, the pumps of that time were of low efficiency and the power produced with the old Bessemer oil burning engine with a great big fly wheel and a wide heavy belt. All that made a power unit of low efficiency.

However, fuel was cheap and irrigation was a success until after World War I, when, in October, 1930, the bottom dropped out of prices. Milo grain—dropped in a week from \$1 per 100 to 45 cents, which was about 25 cents per bushel.

That depression killed irrigation, for the time being, as every one knew that you could not afford to irrigate and raise grain at any such price. So Mr. McDonald moved to Amarillo and went into drilling water wells up in the oil territory where there was more demand. But he never did abandon irrigation on his farms north of town.

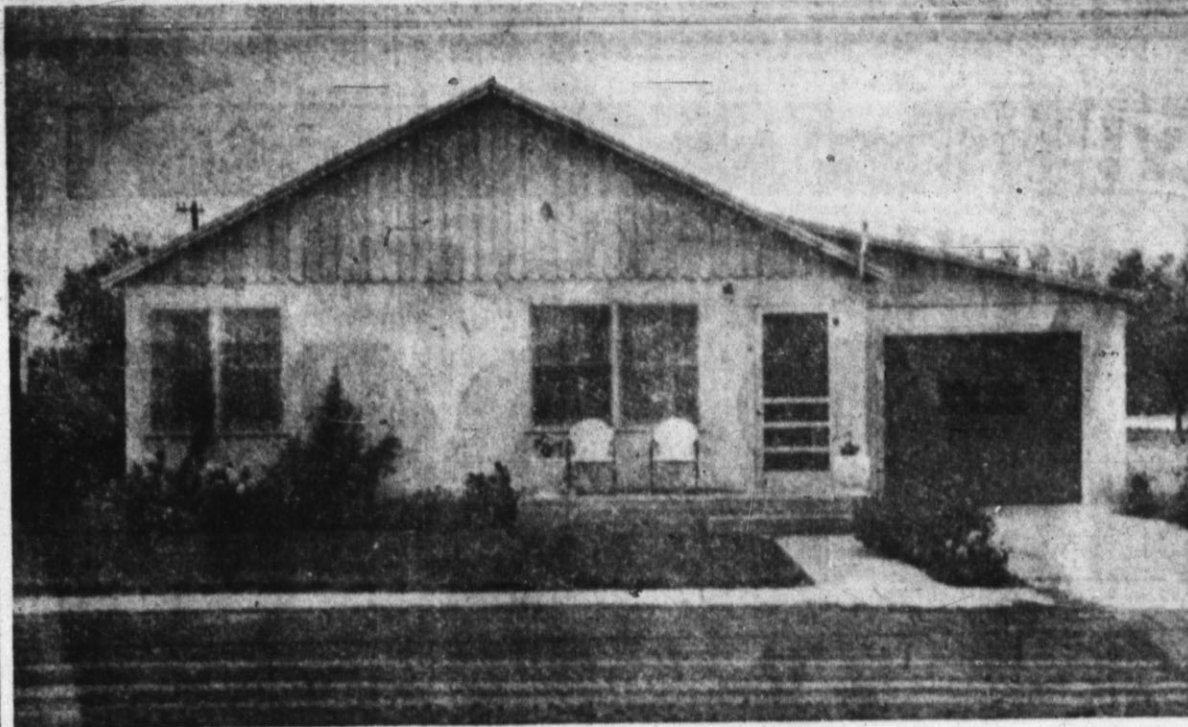
During the time of low prices many wells were neglected and it was not until Judge McGeehe landed in Hereford in 1936 and used much more efficient machinery, that irrigation came alive.

The judge started the development again, and now with support of farm prices, it has been found practical to raise this water a long way and still pay off.

It looks like The Almighty dammed up this underground water and intended it only for this Plains country. For there are no streams running off these Plains carrying any water to speak of. There is a dam all around the cap rock about a half mile wide that holds our water supply. We will never know what we owe to D. L. McDonald for his foresight and nerve in pioneering irrigation in the North Plains.

We should build a fitting monument to the memory of that great enthusiastic citizen. Let's conserve this God-given water and not waste it.

With plenty of water this land is worth three times as much as dry land. I am sorry to see some water being wasted into the roads and that should be stopped if possible, with stiff fines if necessary.



THIS OUTSIDE VIEW of the Jake Lamb home in Friona shows the unusual attractiveness of their neatly-landscaped lawn as well as the neat construction of their four-room house. —Brand Staff Photo

LET'S COOK SOMETHING

Late Fall Gardens Provide An Abundance Of Relish Vegetables

Here is a timely recipe designed for the use of late fall gardens. It may be worked up any time before frost gets the vegetables now so abundant.

Mrs. D. H. Alexander and her sister, Mrs. Gordon Alexander of Silverton have a habit of exchanging recipes. They married brothers whose tastes are similar and if one secures a good recipe, it is almost sure to find favor in the other's home.

Red and Green Relish is one Mrs. Gordon Alexander worked out and gave it to Mrs. D. H. Alexander who passes it on to you. Try it if you like relish of any sort for it is delicious. Here it is:

- Red and Green Relish**
- 3 lbs. green tomatoes
 - 3 lbs. red tomatoes
 - 3 lbs. sweet red peppers
 - 3 lbs. sweet green peppers
 - 2 lbs. onions
 - 1 bunch celery
 - 1 medium head of cabbage

Grind all ingredients and mix together and add ½ cup of salt.

Allow to stand in stone jar over night. The next morning drain until dry and place in large preserving kettle. Add 1 tablespoon

of cloves, ½ tablespoon cinnamon, ¼ cup pickling spices, 1½ quarts of vinegar, 6 cups of sugar and salt to taste. Simmer for one hour. Seal in pint jars while hot and its ready for use.

ATTEND ROSE SHOW

Garden club members who attended the Amarillo Garden club Annual Rose Show held at the Children's Home Friday were: Mesdames Jeff Gilbreath, Edna Collier, A. O. Thompson, J. P. Slaton, Jim Black, Ralph McCullough, A. L. Manjeet, John Jacobsen Jr., E. E. Fridley, E. Ramey, O. H. Herring, Otto Masie, Harry Lomas, Jack Roberson, Clarence Schulz, M. T. Rutter, O. G. Hill, Lyle Blanton and W. S. Fluitt. Mrs. McCullough and Mrs. Manjeet served as judges in the show.

Following the Rose Show, the Hereford group made a tour of Amarillo nurseries and parks in Amarillo.

ATTEND AREA MEET

Members of Kappa Iota chapter, Beta Sigma Phi, who at-

tended the Panhandle Area Session held Sunday in the Herring hotel, Amarillo, were: Mesdames Ernest Wade, Norman Moore, Jimmie Sparkman, Ben Malone, John Rennie, John Schneider and Gene Prickett.

Highlight of the session was an address given by the founder of Beta Sigma Phi, Walter W. Rose.

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Now, for your fall wardrobe, we proudly present an outstanding collection of men's fashions. You can be better dressed for business, social and casual wear this season.

SUITS

Coverts, tweeds, flannels, gabardines and all wool worsteds, also dress blues. Made by Andover an outstanding national suit manufacturer. New fall colors. Sizes 34 to 46.

TOP COATS

100% Gabardine and Covert by Cravanette. Made to fit perfect. Sizes 34 to 44 regular and 38 to 44 long.

FALL HATS

You'll find just the hat you want in Western and conventional styles by Stetson and Stevens. Regular, medium and long ovals.

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 8" RUFFLES

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Ladies Lace Trim
RAYON CREPE SLIPS
 Special Today
\$1⁰⁰

36 in.
 "NATION WIDE"
 PILLOW TUBING
49^c yd.

Ladies
BETTER RAYON KNIT GOWNS
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NYLON PANTIES
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BABY NEEDS
 27x27 BIRDSEYE DIAPERS
\$2⁶⁶ doz.
 20x40 GAUZE DIAPERS
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Penny's Vinyl
PLASTIC GARMENT BAG
 Hold 8 garments. 54 in. long. 8 in. wide, 19 in. deep. 30 in. zipper
\$1⁰⁰

COTTON RUGS
 Non Skid Back

22x44	\$2.00
24x45	\$3.00
34x54	\$5.00
48x72	\$8.00

NOW! NEW LOW PRICE!

PENNEY'S NATION-WIDE[®] MUSLIN SHEETS
ALWAYS FIRST QUALITY!

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72"x108"	\$2.39
42"x36" Cases ..	53c (81" x 99")

Shop... compare! You'll find this a value that's hard to match! Imagine getting a tightly woven, long-wearing muslin sheet for as little as this. They have even hems, firm selvages... yes, all the quality features of sheets costing much more! Rush to Penney's... stock up... save at our lowest price in months! Type 132 count

"Artcraft"
VENETIAN BLINDS
 24 in. to 36 in. widths, 64 in. long
 Special Price **\$2⁹⁸** ea.

Embossed
PLASTIC DIAPERS
 Size 54x90
\$1³³ pr.

SPECIAL PRINT
 80 sq. Short Lengths 36 in. wide
 Fast to Washing
29^c yd.

Lace Net
WINDOW PANELS
 Size 54 in. wide
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RAYON PANTIES
 Colors White or Pink
2 for \$1⁰⁰

RAYON PANELS
 42x80 or 42x90
 Size for Each Need
\$1⁰⁰

NOW! NEW LOW PRICE!

CANNON TOWELS
 TERRIFIC VALUE!
 OUR LOWEST PRICE IN MONTHS!
59^c
 (20" x 40" bath size)

The same moisture absorbing quality; the same plump, soft Cannon quality you want, and at our lowest price in months! Here's your chance to buy towels for yourself, for gifts! And wait till you see the sparkling colors! But hurry in... shop now and save!

BUY THE COMPLETE SET
 15" x 25" Hand Towel 33c
 12" x 12" Wash Cloth 17c

Bargain In Girl's
SCHOOL DRESSES
 Up to 5.90 values, Plain or Plaids
\$2⁰⁰ & \$3⁰⁰

One Rack Ladies Better
FALL DRESSES
 Reduced to sell at
\$3⁰⁰

Girls' and Ladies
BLUE JEANS

Girls' Sizes 1 to 6	\$1.69
Girls' Size 7 to 14	\$1.98
Ladies Size 12 to 20	\$2.49

Special mark down table of Cloths,
 Rayon Training Panties, Plastic
 Sheets, Felt Base Rugs, Reduced to
 Save Plenty.

One Rack of Ladies
COTTON HOUSE DRESSES
 and 80 sq. BRUNCH COATS
 Reduced to
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New Stock of Girls' & Ladies
NYLON SWEATERS
 Pull-over or Coat Style
\$2⁹⁸ to \$4⁹⁸

PENNEY'S SLASHES WORK CLOTHES PRICES!

NOW! SAVE ON BIG MAC MATCHED SETS

- Rugged vat dyed cotton twill!
 - Sanforized for lasting fit!
 - Smart dress type collar!
 - Full cut for freedom of action!
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 - Shirts, 14-17; pants 29-42!
- TWILL SHIRTS** **2⁴⁹** NEW LOW PRICE!
- PANTS TWILL** **2⁹⁸** NEW LOW PRICE!

CHECK THESE NEW LOW PRICES ON OUR TOP WORK CLOTHES ITEMS!

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 Men's "Big Mac"
SANFORIZED OVERALLS
 8 oz., Broken Sizes
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Men's
TOWNCRAFT DRESS SHIRTS
 Sizes 15 to 17, white or plain colors
\$1⁵⁰

5 MEN'S
 24.75 Value Horsehide
LONG LEATHER COATS
 Belted Back, Zipper Front
 Size 36, 38, 40
\$15⁰⁰

Men's
 Heavy weight, Fleece Lined
SWEAT SHIRTS
 Color: White
 Size 34 to 44
\$1⁵⁹

Men's Heavy weight Winter
UNION SUITS
 Color White
 Sizes 36 to 52
\$2⁴⁹

Our Best
\$4.49 ARMY TWILL KHAKI WORK CLOTHES
 Matched Shirts & Pants
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Men's Corduroy
WINTER CAPS
 With Flaps. Color Tan, Navy, Red
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 One large table of broken sizes
 Ladies, Girl's, Men's and Boys'
 Real buys if you can find your size

MEN'S COTTON BRIEFS
 SPECIAL PRICE
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One Large Table of
 Men's and Boys' Jeans, Sport
 Shirts, Men's All Wool Dress Slacks
 and etc. Reduced to Save Plenty.



HERE IS A VIEW of the Summerfield Baptist church showing the pulpit and the baptistry behind it. Pastor of the church is Rev. A. A. Simons. —Brand Staff Photo

Summerfield Settled in 1899

By Bobbie Walser
The story of Summerfield—a little community eight miles southwest of Hereford—began in 1899 when the Millett family settled there.

Two years after their arrival, the town was established. The Millets had as their residence a dugout on the place now owned by L. L. Cannon. They had broken about 30 acres of land south of the present Cannon farm. This was the only strip of broken ground for miles around.

Summerfield's post office was established in about 1903. It was located in a small building near the Santa Fe railroad, just east of the present post office and store. Later it was moved to the residence of N. A. Laughlin.

There was some argument about the name, since there was another Summerfield in Texas, so the post office was called "Boom." However the other town by the name of Summerfield was discontinued as a post office and Boom was again changed to Summerfield. It was named for a surveyor who surveyed all the land in and around Summerfield in the early days.

A store was started and operated by the International people. After that the G. J. Ness family operated the store.

Among the early settlers of Summerfield were the J. E. Roberson family, the Lee Wilson family, and the N. A. Laughlin family.

The Roberson home was located four and a half miles northwest of the railroad. The Lee Wilsons settled on land now owned by the S. L. Walsers, Earl Lance, and Stan Barrett.

The N. A. Laughlins settled where Charles Nolan lives now. In the same year Mr. and Mrs. Charles Sanders built their dugout on the land now owned by E. B. and J. M. Wright.

About this time more Robersons came—J. B., Charlie, B. C., D. E., and a daughter, Mrs. Witherspoon.

Mr. and Mrs. L. Johnson and sons were among the early settlers and lived where the Ray Johnson home is now located.

The first school was a half dug-

(Continued on page 2)

The Sunday Brand

Hereford, Texas, Sunday, September 30, 1951

Section Three



THE LATEST Parmer county "Mystery Farm" is shown above. Five dollars will be given to the first person to correctly identify the place. A free ticket to the Lions wrestling matches will be given for the second person making the correct identification. Last month's Parmer county mystery farm was the Fimer Euler place, Route 1, Friona. It was identified first by J. R. Euler —Brand Staff Photo

Begin Rebuilding Friona High School

Salvage work is now underway on the Friona high school by the BMFP Construction company, winners of a \$168,000 bid to rebuild the fire-gutted structure.

Superintendent Dalton Caffey said the school will be rebuilt on the present foundation, but a 151-foot by 38-foot wing will be built on the north side of the building. This new wing will house the agriculture department, band rooms, and a shop room. About half the present

shell can be used for rebuilding the Friona school.

Upon completion of the rebuilding program, the cafeteria building — now under construction and planned for temporary classrooms — will be remodeled for use as a cafeteria, the school campus will be freed from temporary buildings now used for school purposes, and a complete landscaping program will be carried out.

(Continued on page 2)

Scheller Brings First Bale of Castro Cotton

The first bale of an estimated 45,000-acre cotton crop in Castro county was brought to the Dimmitt Gin company on Monday, Sept. 24 by A. G. Scheller, who has a farm 10 miles southwest of Dimmitt.

This bale is also the first to be processed in the newly-constructed Dimmitt Gin company's plant south of the city.

Seventeen hundred pounds of cotton were used to make the 450-pound bale ginned Monday. Scheller was paid 40 cents per pound for the cotton. The market for the Midland Light Spot 7/8 staple cotton on Wednesday closed at 37.15 cents per pound.

Scheller estimated his yield would run 3/4 bale per acre on irrigated cotton. His crop suffered little hail damage.

Tom Davis, operator of the gin, estimated that about 2/3 of Castro county's cotton is irrigated. Davis set up the gin, beginning on June 11 of this year. The finishing work on the gin was just completed.

More
Friona,
Dimmitt
Summerfield
Pictures Inside



THE DIMMITT BOBCATS' starting eleven is shown in the above picture as The Brand photographer snapped them during a practice session last week. They are, from left, in the line: RE, Bill Gregory; RT, Marvin Axe; RG, Don Zeigler; C, Ray Murphy; LG, Ray Dobbs; LT, Donald Wright; LE, Wesley Smith; Backs, RH, Jack Hodges; QB, Glenn Brown; FB, Douglas Dennis; and LH, Weldon Warren. —Brand Staff Photo

Dimmitt Bobcats Reflect Work of "Mr. Winner"

Coach John Blaine, Dimmitt high school's "Mr. Winner", has made the first step in rebuilding his 1951 Bobcat gridgers a success.

With only four regulars from last year's team returning this year, Blaine opened the grid season on home grounds with a banging 67-6 tromping of the Sundown Roughnecks September 14. The week following they rode roughshod over Hale Center, 54-0.

One of Blaine's four returnees, converted Fullback Glenn Brown scored 36 points himself from the quarterback slot in the season's opener.

The four players who ended the season on last year's first string team and have returned for duty this year are Brown, all-district Tackle Marvin Axe, right halfback Jack Hodges, and right end Bill Gregory.

Bright spot in the Dimmitt lineup is Fullback Douglas Dennis, who handled all the Bobcat's flinging when the Cats take to the air.

Coach Blaine calls Dennis, a senior, the "hard luck boy of football." Dennis only has one year of competition behind him. He was knocked out of play last year after five minutes of opening game due to an injured knee. In his freshman year, the Bobcat fullback was run over by a tractor, and he nearly broke his foot on the first day of workouts this year.

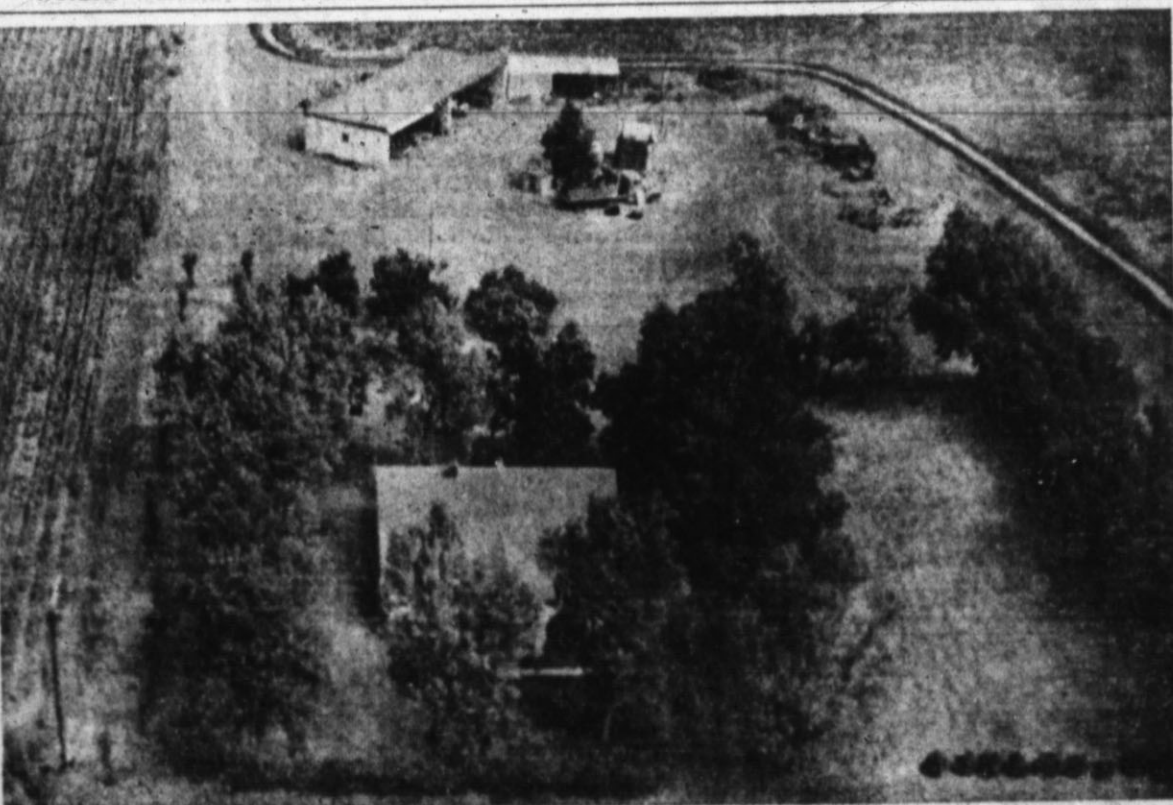
Besides possessing deadly aim with the pigskin, Dennis is fast, and a good man on the track team. In last week's 54-0 defeat of Hale Center, Dennis was exceptionally effective, Blaine said.

The "hard luck boy of football" is expected to be the strong point of the Bobcat aerial offensive this season.

The Bobcat eleven averages a light 157 pounds, but their lack of weight doesn't keep them from crossing the goal line with gratifying frequency.

Coach Blaine and Assistant Coach Aubrey Lester have 28

(Continued on page 2)



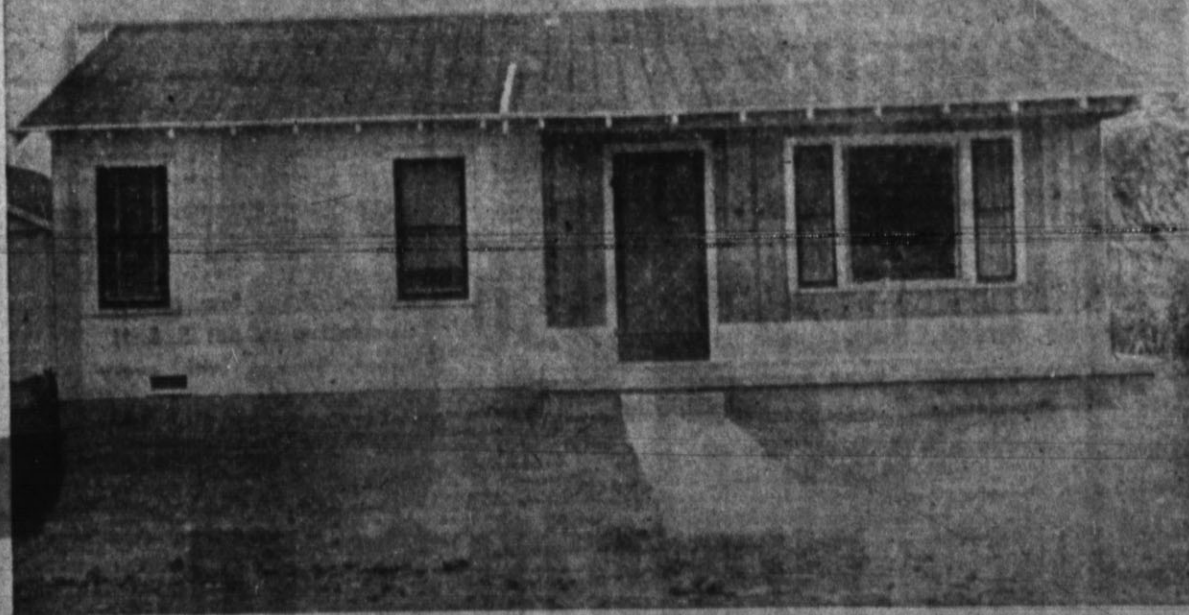
THIS DEAF SMITH county "Mystery Farm" is going to be hard to identify, but the irrigation canal running through the top of the picture will be a good clue. The first person to correctly identify this picture will be awarded \$5. The second correct answer will be a free pass to the Lions Club Wrestling matches on Saturday. Last month's Deaf Smith county farm was the Ira Scott place, identified first by his daughter, Jo Scott. —Brand Staff Photo



TOM DAVIS, operator of the Dimmitt Gin, is shown standing beside the first bale of cotton to go through the new gin. The 450-pound bale, ginned from 1700-pounds of cotton picked on the A. G. Scheller farm 10 miles southeast of Dimmitt, is the first Castro county cotton for 1951. —Brand Staff Photo



CASTRO COUNTY'S "Mystery Farm" for this issue of The Brand's area paper is shown above. Five dollars will be paid for the first correct identification of the place. A free pass to the Lions wrestling matches in Hereford on Saturday nights will be given to the second person to correctly identify the place. Last month's Castro "mystery farm" was the H. M. Nelson place, 3/4 miles west of the Castro county hospital. Castro County Agent Edd McLeroy was the first person to make the correct identification. —Brand Staff Photo



ONE OF FRIONA'S newest small homes is the B. E. Sanders home. The family moved into the four room home just before Christmas, 1950. Sanders works as carpenter for the Santa Fe railroad. The Sanders' have two sons, Billy, age 20, who is in the Army at Fort Benning, and Bobby, age nine. —Brand Staff Photo

Begin....

(Continued from page 1)

ried out. Funds for this work come from a \$150,000 bond issue approved by voters and the \$90,000 insurance adjustment granted after the loss of the former school building.

Revamping in the burned-out school is rebuilding operations get underway will include enlarging the science room, modernizing the homemaking room, and making the study hall smaller.

A fireproof vault will be incorporated into the administrative offices.

The general contract covering construction, electrical work, and mechanical work—was let September 19 to the Lubbock

firm. They began cleaning out the shell of the old building at once. Caffey said they will stockpile materials during their clean-up operations so construction can start as soon as possible afterwards.

Caffey gave no estimated finishing date for the new building.

Summerfield

(Continued from page 1)

out with four pupils. Miss Lynna Greer was the first teacher to teach in the one room building. She is now Mrs. Percy Estes of Dimmitt.

Hereford was called a 'boxing board town' and was three years old at the time Summerfield residents hauled boards from there for the school house.



THE SUMMERFIELD BAPTIST parsonage is shown in the above photo. Rev. and Mrs. A. A. Simons live in the newly-constructed. —Brand Staff Photo



THIS TRIPLE TOMATO was grown in the garden of Mrs. E. F. Sevier, Route 1, Hereford. —Brand Staff Photo.

tember 20 against Ben Contreras. He was charged with stealing a watch band from Lamm Jewellery on July 28. Contreras pled guilty on September 20 and was fined \$50 and costs by County Judge Leonard H. Foster.

COMPLETE AUTOMOTIVE SERVICE

WATCH FOR SIGNS of SAFETY

Western Battery & Electric

That spring the Methodist and Baptists organized a church. Mr. Odell was the first Sunday school superintendent and the first Baptist pastor was Rev. McGee. The first church organ was donated by Montgomery Ward. Charlie and J. P. Roberson and Mr. Clifton were the first deacons of the church.

There were only two fences in the country—the Snyder fence, one running north and south and one running east and west.

In 1902 telephones were installed in all the homes. Each phone branched off from a main line. Summerfield has gone backward in two things since 1902. There are only two phones in Summerfield—at the Summerfield store and at the elevator. Summerfield was at one time a flag station on

Texas Water Board Meeting October 1, 2

AUSTIN — Following one of the most disastrous droughts in the state's history, the Texas Water Conservation Board will hold its seventh annual convention at Houston Monday and Tuesday, Oct. 1 and 2, with a full two-day program.

A greater threat even than drought will be one of the keynotes of the convention, according to Guy C. Jackson of Anahuac, President of the Conservation Association. That threat, according to Jackson, is that of the federal government gaining control of the state's precious water supply.

To discuss this angle will be Attorney General Price Daniel, whose subject will be "Tidelands Now—Inland Waters Next". "The Tidelands seizure by the government has taught Texans that 'it can happen here', meaning if we don't keep constantly on the alert

we may awake to find our inland waters expropriated as we did the Tidelands" Jackson stated.

J. E. Sturrock, general manager of the Water Conservation Association has announced the resolutions committee will meet Sunday afternoon, Sept. 30, in the Rice hotel in advance of the convention. Resolutions will then be mimeographed and given the delegates Monday afternoon.

of Denver, Colo.; Ray Keck, Co-tulla; Ed Easterling and John W. Fulbright—of Beaumont; Victor Bouldin of Houston; O. E. Van Berg, Mercedes; Frank N. Baldwin, Houston and William E. Welsh, Secretary Manager of the National Reclamation Association, Washington, D. C.

Dimmitt...

(Continued from page 1)

Among those on the program with Attorney General Daniel will be Lachlan MacLeay, president, Mississippi Valley Association; Fred Husbands, executive vice-president and general manager, West Texas Chamber of Commerce; Paul Weaver, technical advisor to vice-president, Gulf Oil Corporation; J. C. Cantrell, chairman, soil and water resources committee, East Texas Chamber of Commerce; Archie Kahn, hydrometeorological expert

Guilty of Theft

Charges of misdemeanor theft were filed in county court Sep-

Red Chain CALF CREEP FEED

Hereford Feed Co. at **BRADLEY Grain Company**

YOU ARE PAYING FOR A QUONSET— WHY NOT OWN ONE?

PUT YOUR EQUIPMENT UNDER COVER...

GET A QUONSET

STRONG DURABLE ALL-STEEL ROT-PROOF FIRE-RESISTANT ECONOMICAL

QUONSET BUILDINGS ARE PRODUCTS OF GREAT LAKES STEEL CORPORATION

YOUR GRAIN MEANS MONEY IN THE BANK!

Assure '51 profits by taking full advantage of government support programs—Store grain on your farm in a QUONSET.

- All steel Quonsets meet all C. C. C. requirements for grain storage facilities.
- You get a fire-resistant, wind-resistant, all purpose building that is ideal for equipment storage, animal shelter and general storage.
- Financing available through your local bank or Commodity Credit Corporation.

You Are Paying For A Quonset - Why Not Own One?

FARM STEEL BUILDINGS INC

Your Authorized Quonset Dealer

West of Freight Depot on Highway 60 Phone 1651
P. O. Box 466 M. M. "Mac" Bursleson, Mgr.

the Santa Fe railroad but now, Summerfield must go to Hereford for their train service.

Three of the early settlers who still live around Summerfield are Obe Roberson, Ray Johnson, and Will Harris. Harris taught school at Summerfield in 1910 and he now farms in the west part of the community.

Today Summerfield has a Baptist church, and a modern six-room parsonage. Rev. A. A. Simons is the pastor.

There is a large elevator owned by Pitman Grain company of Hereford and operated by Carl Lee.

A combination store and post office which is run by Mr. and Mrs. L. B. Lookingbill was built about two years ago after the old store burned.

The school house which was built in 1921 has been made over into a community house since the Summerfield school children have been transferred to Hereford schools. W. C. Quattlebaum who drives one of the school buses lives in the old teacherage. Lyn Smith of Hereford drives the other bus from Summerfield.

A NEW ROOM OVERNIGHT!

Lowe Brothers

STYLE-TESTED MELLOTONE

The One Coat Flat Wall Paint

As every Mellotone color is now selected as a result of nationwide research, which determines the colors most desired and used today in interior decoration, your color program is practically eliminated by the use of Mellotone. Furthermore, it—

- Hides most surfaces with only one coat.
- May be washed repeatedly.
- Holds its beauty through years of hard wear.

Special Finishes COLORS

KEMP LUMBER CO.
109 N. Miles Ave. Ph. 44

it makes good cents to shop during

DOLLAR DAYS

-and Monday, Oct. 1st, we are offering you Real Savings on these Items!

4 Piece Blonde Finish BEDROOM SUITE

Bed, Vanity, Chest and Vanity Bench. A regular \$129.50 value.

\$89.50

Dollar Day Only

KNEEHOLE DESK

Beautiful Lined Oak Blonde Finish. Reg. \$49.50 value.

\$39.50

PLUS

Despite these low prices, you will also get 5 & H Green Stamps with every purchase!

HEREFORD FURNITURE CO.

Corner 4th & Main Sts. Phone 823

HARMAN'S

DOLLAR DAY SAVINGS!

Listed below are only a few of the Hundreds of Bargains you will find throughout the store.
WE GIVE S&H GREEN STAMPS!

STOP
for Better Values

THEY'RE HOT!
STYLE PLUS
SKIRTS
\$2.98
Many styles to choose from

GO for
These Savings

Dan River Gold Label
HANDI-CUT
Beautiful New Patterns
3 to 5 yard lengths
69^c yd

BETTER VALUES

Men, See Our New Fall Selection of
RESISTOL
SELF CONFORMING
HATS
\$8.50 - \$20

GO for
These Savings

There's none so good as GENUINE
LEE RIDERS

- | | |
|--------------------------------|--------------------------|
| Men's 11 oz. \$3.95 | Ladies Lee Jeans \$2.98 |
| Boy's 8 oz. Double Knee \$2.49 | Men's Lee Jackets \$4.49 |
| Boy's 11 oz. \$3.69 | Lee Overalls \$3.98 |



6340
12 to 20
Copper-olive-black
Navy-green-black
Red-green-black

We Give
S & H
Green
Stamps!

Kay Whitney
BY RELIANCE **\$8.95**

Galey & Lord
all combed GINGHAM Plaid
Sanforized, Wrinkle resistant

A town plaid, deep in tone, rich in color. A touch of Paris in collar and winged cuff which unbuttons flat (for ironing). A button-front with grace-giving pleats at waist.

Be Sure To See Our Lovely Selections of NEW
KAY WHITNEY DRESSES Priced from 6.90 to 8.95

6343
14 1/2 to 24 1/2
Green
Royal
Grey



Kay Whitney
BY RELIANCE **\$8.95**

Galey & Lord
all combed GINGHAM Plaid
Sanforized, Wrinkle resistant

Smart and perky with novel button-flap pockets. An exceptionally fine cotton... wrinkle resistant to keep its well groomed look.



\$3.98

Captivating Ways
A sandal with captivating ways, versatile enough to suit your mood whether casual or dressy. Fashioned of curving bands and overlaps, open and airy. Comes in multi-toned simulated snakeskin, simulated snake in brown ombre tones.

\$4.98

The Subtle Charm of Simplicity

Slip into the uncluttered poise of this handsome tie shoe with narrow curving bands of grosgrain across the vamp... and be delighted to find your feet so well-dressed. Black suede.

New Low Price
CLOTH OF GOLD
80 Sq. Sanforized
PRINTS 43^c yd.

Fine Quality
51 Gauge, 15 Denier
NYLONS
New Fall Shades **\$1.00** pr.

Misses and Ladies
Rayon Brief
PANTIES
3 PAIR FOR **\$1.00**

Nylon Verve
GIRDLES
Also Panty Style **\$2.98**

LOVELY COLORS
Corduroy
Dollar Day Special **\$1.49** yd.
Plenty of Colors
Puritan Crochet
THREAD 5 BALLS **\$1.**

Just Received
A Large Shipment
Boys & Girls School
SHOES
\$2.98 & \$3.98
Real Values
New Fall Colors
Handbags
\$1.98 and \$2.98

EXTRA SPECIAL!
Men's Fine Quality Khaki
Shirt or Pants 2.98 ea.

11 oz. Boy's Sizes **\$2.98**
Men's **\$3.69**
Ladies Jeans **2.98**

Big Fluffy DOUBLE BLANKETS
Wide Satin Binding **\$4.98**

TOWELS, 18x24 3 For **1**

WASH CLOTHS 10 For **1**

2 Lb. Morning Glory
COTTON BATS **\$1.29**
Fine Quality Single
COTTON BLANKETS **\$1.98**

School Lunch Room Menus

School Lunch Room Menus
OCTOBER 1-5

- Monday**
Frankfurters with Cheese
Mashed Potatoes
Fresh Vegetable Salad
Hot Rolls — Butter — Milk
Ice Cream Sticks
- Tuesday**
Creole Spaghetti
Buttered Green Beans
Lettuce Wedges — Carrot Sticks
Bread — Butter — Milk
Cake with Orange Icing
- Wednesday**
Pinto Beans — Onion Wedges
Buttered Turnip Greens
Cabbage-Carrot Salad
Cornbread — Butter — Milk
Cherry Cobbler
- Thursday**
Glazed Ham Patties
Potatoes with Cream Sauce
Buttered English Peas
Hot Rolls — Butter — Milk
Fruited Gelatin
- Friday**
Hamburger & Cheese Slice
Tomatoes — Lettuce — Onions
Pickles — Mustard — Mayonnaise
Buns — Butter — Milk
Sliced Peaches

Frank Cogdell

Income Tax Service
Office Above Brand
Telephone 1383

HEREFORD IMPLEMENT COMPANY

Invites You . . .

to take the wheel



WHO'S NEXT TO FIELD-PROVE THE FINEST McCORMICK W-9 TRACTOR EVER BUILT?

Yes . . . better than ever . . . the tractors already famous for top lugging ability—amazing fuel economy—year-after-year service. BOTH the gasoline-operated W-9 and WD-9 Diesels are improved 21 ways—improved from radiator to drawbar. What's more, the power of the WD-9 Diesel has been increased. Now these tractors are more efficient, easier to handle, and they cut your farming costs more than ever. But don't take our word for it. Ask us for a free demonstration. Prove it yourself—on your farm. Convenient terms with the Income Purchase Plan.

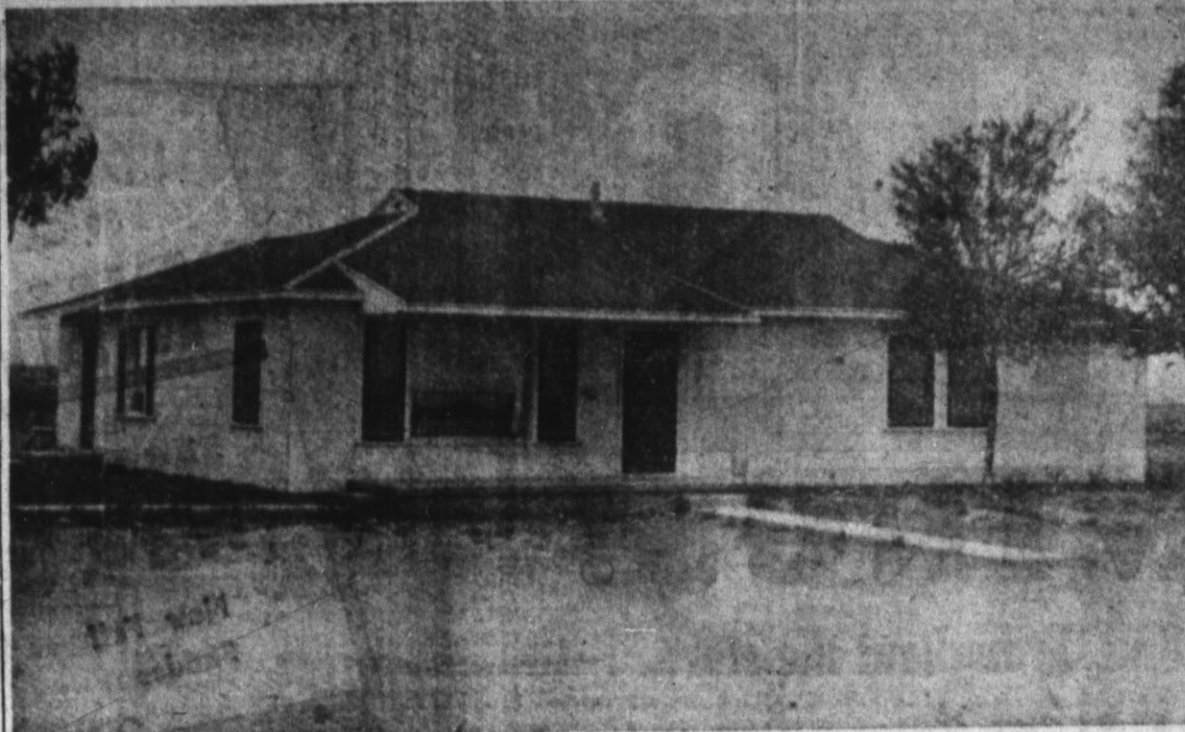
In Addition

Butane W-9's

Available Now For Your
Inspection At Our Showroom
Or A
Field Trial On YOUR FARM

READY TO GO
Used W-9 Units

BUTANE - GASOLINE - DIESEL



THE LOOKINGBILL HOME in Summerfield is shown above. The three bedroom house was completed in May, 1950. —Brand Staff Photo

Dr. Grubbs Was Speaker at Dawn HD Club

A talk on "Heart Disease" by Dr. Roy Grubbs of Hereford made up the program of the Dawn Home Demonstration club at their meeting on September 21.

Those present were: Mesdames W. J. Stewart, W. W. Wilcox, W. U. Adams, Palmer Norton, Hamlin Fuller, R. A. Frye, Walt Beavers, J. B. Caraway, and Miss Lulu Botsford.

At the September 7 meeting of the group, Mrs. Argen Draper



Cpl. Lewis A. Hembree left this week after spending a 15-day leave in the home of his parents, Mr. and Mrs. Bill Hembree. Hembree's address is: Cpl. Lewis A. Hembree, 29th Equip. and Rep. Sq., Norton AFB, San Bernardino, Calif.

gave a demonstration of the proper way to fit a sleeve into a garment. The group also discussed the tailoring course which will be taught this fall.

Those present were: Mesdames T. L. Sparkman, Cecil Payne, Hamlin Fuller, R. T. Stewart, Zed Stewart, Tom Draper, J. M. Carathers, H. R. Stewart, Henry Turner, Bill Dart, and J. B. Caraway.

WESTWAY NEWS

Men of Community Shingle Roof Of Westway Community House

Several men gathered at the Community house Thursday to shingle the roof of the building. Their wives brought basket lunches at the noon hour. Those working for the day included: Merlin Kaul, Elmer Combs, Pat Ranspot, Preach Merritt, Roy Lee Wilson, Joe Landers, Robert Boyd, Clarence Morrison and Frank Hernandez.

The Domingo Zamora family are moving from the Jack Renfro farm to a farm near Altus, Okla.

Mr. and Mrs. Glen Sparkman, Lowan and Glen Gaylan of Friona were Friday visitors of Mr. and Mrs. Ralph Durstine at the Merlin Kaul home.

W. E. Combs of Plainview was a caller in the Cliff and Elmer Combs home Friday.

Francis Boyd and Larry Kaul played football on the freshman team at Happy Wednesday. Walter Lynn Kaul, Ralph Morrison and G. C. Merritt played on the junior high team at Tulia on Thursday.

The Joe Watson family are leaving the Jack Renfro farm. Joe has been called into service and his family will go with him. The Watson's have two small sons the oldest started to school this year.

Mrs. Merlin Kaul was a guest Monday night in the Roy Calvert home at Hereford.

Mrs. Melvin Townsend and Virginia Mae of Amarillo visited in the Johnny Townsend home Sunday. Mrs. Townsend is Johnny's cousin.

Mrs. J. E. Morrison and Marvin of Hereford spent Tuesday in the Clarence Morrison home.

Mrs. Carl Schroeter of Hereford was a visitor in the Joe Landers home Monday afternoon.

The Sadie Lee Oliver 4-H club met at the Community house last Thursday. Those present included: Gayle and Ann Wagoner, Patsy Townsend, Helen Marie Diller and Mrs. Clarence Saulcy, the leader.

Mr. and Mrs. W. C. Quattlbaum and Wylagene and Mrs. Willie Tomlinson of Summerfield called in the Johnny Townsend home Sunday morning.

The W. B. Nunley family moved into Hereford Saturday.

Mr. and Mrs. Finis Wright of Amarillo were supper guests in the Elmer Combs home Tuesday night.

Albert Thomas and Dedic and Dannie Thomas were visitors Sunday in the H. D. Thomas home of Floydada.

Mr. and Mrs. Preach Merritt and G. C. and Mr. and Mrs. Elmer Combs, Eugehe and Billy Don were visitors Sunday in the Adolph Duckworth home in Tulia.

Bill Mitchel, a carpenter of Plainview, is helping Elmer and Cliff Combs complete the Cliff Combs residence. Mrs. Elmer Combs and W. E. Combs of Plainview are managing the

store.

Mr. and Mrs. J. M. Townsend and daughters were callers Sunday night in the W. C. Quattlbaum home in Summerfield.

Mr. and Mrs. Joe Landers and Ross Joe were supper guests in the W. B. Nunley home Monday night. Mrs. Elmer Combs and Mrs. Merlin Kaul called during the evening.

Mrs. O. Wilder, a long time resident of this community, is seriously ill at her home in Hereford.

Mr. and Mrs. Johnny Townsend and Terry were in Amarillo Monday.

R. M. Gunn and Mrs. Guy Lawrence were callers Wednesday evening in the Elmer Combs home.

Several farmers in this community are busy harvesting maize; others are binding their bundles and some are harvesting

and irrigating their lettuce. Mr. and Mrs. Pat Ranspot and Mr. and Mrs. Kelly Gray visited Monday in the Adolph Duckworth home in Tulia.

Mr. and Mrs. Earnest Mays are vacationing in Arkansas.

WANT ADS GET RESULTS

DR. MILTON C. ADAMS
OPTOMETRIST

140 West Third Hereford, Texas
Phone 37 Office Hours—8:30 5:00

HERE'S YOUR CHAMPION Morning Glory DREAM TEAM



ONLY \$59.50 EACH EASY TERMS
The DREAM TEAM combines the famous MORNING GLORY MATTRESS with lovely matching and balanced Box Spring to insure DOUBLE COMFORT • DOUBLE BEAUTY • DOUBLE ECONOMY

THE Morning Glory CHAMPION

Innerspring Mattress, \$59.50; Matching Box Spring, Same Price; Your Complete CHAMPION DREAM TEAM for only \$119.00. Get yours soon on easy terms from your favorite furniture store and be assured of the maximum in sleeping comfort at a minimum cost.

TAYLOR BEDDING MANUFACTURING COMPANY
WORLD'S LARGEST • TAYLOR, TEXAS

THERE'S A MORNING GLORY DREAM TEAM TO FIT YOUR BUDGET FOR EVERY BED IN YOUR HOME

E. B. Black Co.
Since 1901

WHY BUSINESS-MANAGED, Tax-paying Electric Companies?

BECAUSE:

1. BUSINESS MANAGED, TAX-PAYING ELECTRIC COMPANIES HAVE ALWAYS MET THE NATION'S POWER NEEDS.

"Power has never been too little or too late."

—J. A. KRUG, World War II Secretary of the Interior

And today, the nation's business managed, tax-paying companies have nearly twice the generating capacity they had when this nation entered World War II.

2. GOVERNMENT IN ANY BUSINESS IS SOCIALISM.

"States under the direction of this program, and finally the Nation, will take over one after the other the public utilities, mines, railroads, power plants, communications systems, waterways, and forests. All this may be done by methods perfectly legal and constitutional."

—CARL D. THOMPSON, Former Socialist Party Candidate for President

3. BUSINESS-MANAGED, TAX-PAYING COMPANIES ARE THE NATION'S SECOND LARGEST TAX-PAYER AND YET THEIR RATES ARE LOW.

"The well-advertised cheapness of public power rates is a myth from a national standpoint. The taxpayer at large is called upon to shoulder the taxes that the public power agencies escape paying, as well as to provide cheap or free capital to them."

—National City Bank of New York Economic Letter

Business-managed, tax-paying companies pay more than 20% of their gross revenues in taxes, while large public power agencies average 2% of their annual revenues.

4. THE UNIONS WHO WORK FOR BUSINESS-MANAGED, TAX-PAYING COMPANIES DON'T WANT GOVERNMENT OWNERSHIP.

"We, as taxpayers, members of organized labor, and true Americans, object to our government using funds made up in part of our taxes for the development of business in competition with a private enterprise for which we work. We fought hard and long to obtain the benefits we have today . . . Parallel power lines and duplicate generating stations will not bring cheaper power to anyone."

—Official Statement, International Brotherhood of Electrical Workers, AFL

AND, MOST IMPORTANT TO YOU, BUSINESS-MANAGED, TAX-PAYING COMPANIES PROVIDE YOU WITH ELECTRIC SERVICE AT A COST NEARLY 10% LESS THAN YOU PAID IN 1939, WHILE THE COST OF LIVING HAS RISEN 70% SINCE THAT TIME.

"The only honest argument for government power is the socialistic argument that the government should own practically everything. All the other arguments are phony."

—Yankton, South Dakota, Public Opinion

Power for Every Need!

Since the end of World War II, we have more than doubled our generating capacity. Additional units totaling more than 233,000 horsepower are scheduled to go on the line in 1952 and 1953. With these vast sources of power we are striving to meet your needs and the nation's needs for the critical days ahead.

SOUTHWESTERN

PUBLIC SERVICE COMPANY

A BUSINESS-MANAGED, TAX-PAYING ELECTRIC COMPANY

it's GAME TIME again..

match wits with the nation's football experts!

FOOTBALL CONTEST

WIN PRIZES Each Week



YOUR OFFICIAL ENTRY BLANK FOR FOOTBALL CONTEST Week Ending Oct. 6

HEREFORD Vs DUMAS

Alabama Vs Vanderbilt	Navy Vs Princeton	So. Methodist Vs Missouri
Colorado U. Vs Kansas U.	Nebraska Vs Kansas State	Texas A&M Vs Oklahoma U.
Holy Cross Vs Fordham	Northwestern Vs Army	Texas U. Vs North Carolina U.
Houston U. Vs Texas Tech	Notre Dame Vs Detroit	Washington State Vs Okla. A&M
Indiana U. Vs Pittsburgh	Ohio State Vs Michigan State	Wisconsin Vs Illinois U.
Kentucky Vs Georgia Tech	Oregon State Vs Idaho U.	Arkansas U. Vs Texas Christian
Michigan U. Vs Stanford	Purdue Vs Iowa U.	California Vs Minnesota

Name _____
Address _____

PICK YOUR WINNER! Deposit entry with one of these firms -

<p>NEVER OUT OF BOUNDS Our Prices Are Reasonable, Our Service Reliable. Bring Your Car In For A Complete Check-up DON'S GULF SERVICE 408 W. 1st Phone 1514</p>	<p>JOHN DEERE IMPLEMENTS H & W Implement Co. 618 W. 1st St. Phone 5</p>	<p>PICK A WINNER EVERY TIME! Bring Your Buick Home For That Fall Service. EARL HENDRICKS BUICK Smart Buys Buick W. Hwy. 60 Phone 11</p>	<p>COMPLETE CONOCO SERVICE We Will Service Your Car or Truck On Sunday. PALO DURO SERVICE East Hwy. 60 Phone 1350</p>
<p>PHONE 111 ACME CLEANERS Good Clean Clothes Like Good Clean Sports, Can't Be Beat PICK UP & DELIVERY SERVICE MADE TO MEASURE CLOTHES</p>	<p>ALL AMERICAN The Best and Latest In Sporting Goods - Guns - Shells - Fishing Tackle. HEREFORD HDWE. 215 N. Main Phone 567</p>	<p>THE LITTLE THINGS We Will Look Out for the Little Things In Your Insurance-Which Will Take Care of the Big Things In Time of Loss. JOHN McLEAN INSURANCE AGCY. Phone 273</p>	<p>OUR MECHANICS ARE EXPERTS We Have Bear Wheel Aligning Equipment GILES MOTOR 218 W. 3rd Phone 180</p>
<p>ALWAYS A WINNER... When You Put Hereford Bakery Products on the Table HEREFORD BAKERY 312 N. Main Phone 46</p>	<p>HEREFORD WRECKING and PARTS CO. New and Used Parts Automotive Service Wrecker Service Cylinder Reboring Welding 709 E 1st Phone 320</p>	<p>PHILLIPS & LAWRENCE NASH 503 East 1st St. Phone 97</p>	<p>JIGGS SERVICE STATION "Service In Jigg Time" TEXACO PRODUCTS 143 E. 3rd Phone 875 Across from Jim Hill Hotel</p>
<p>THERE'S THOUSANDS OF EXTRA YARDS IN GOODYEAR TIRES Vulcanizing and Recapping Let Us Fix Your Tractor Tire Right On Your Farm SHELTON TIRE EXCHANGE 303 East 1st St. Phone 122</p>	<p>DUB'S MAN'S SHOP Home of Famous Nationally Advertised Men's Wear, McGregor, Wilson Bros., Stetson Hats, Florsheim Shoes. "COME SEE US" 305 N. Main Phone 112</p>	<p>THERE'S NO TIME OUT or Wasted Time When You Put Your Car In Our Garage. FRANK CRAIG Stuebaker, Massey-Harris</p>	<p>NEILL BODY SHOP All Types of Body Work FREE ESTIMATE Painting Welding Glass Work 120 Schley Phone 1392</p>

PRIZES

Grand Prize
4 COTTON BOWL TICKETS

1st Weekly Prizes
\$5.00 In Trade At PALO DURO SERVICE
\$3.00 CASH AT BRAND
\$2.00 CASH AT BRAND

RULES

- Anyone can enter except employees of paper and their families. Use official entry blank from paper.
- Circle each team you think will win for every game on blank. Weekly prizes given those naming most winners. Cotton Bowl tickets awarded to those picking most winners over complete contest.
- Put entries in contest boxes at stores sponsoring this page. Do not bring to paper. Entries must be in by 6 o'clock Friday before games.
- ONLY ONE ENTRY ALLOWED PER CONTESTANT!
- Judges sports editor of Brand. Decisions final.

WATCH THIS SPACE FOR WEEKLY WINNERS

It's fun to win! Be an expert - Cash Prizes every week!



FORMER HEREFORD residents now in business in Dimmitt are Mr. and Mrs. O. L. (Spec) Hunt, shown above with Jewell Hunt, extreme left. The Hunts own and operate the City Drug store, just north of the Vogue in Dimmitt. —Wendell Burdine Photo

Price Control Exemptions Listed In New Ruling Sent Out By OPS

Twenty-two different types of services, which have little effect on the cost of living or which cannot practically be controlled, have been removed from price control, the Lubbock district Office of Price-Stabilization announced this week.

Among services exempted are those of real estate brokers, agents and appraisers, labor relations and public relations counsellors and advertising agencies, according to the district price executive, Ted Gehring. Gehring estimated several hundred such firms are in operation in the Lubbock district which in-

cludes Deaf Smith county, along with 68 other far West Texas counties.

The new regulation, however, points out specifically that watch and clock repair services remain under price control.

Barbers and beauticians, which already had been exempted by Congressional action, are included in the new regulation listing the exemptions. Among other exemptions are claims adjusters; dues and assessments of clubs and associations organized and operated exclusively for social, recreational and other non-profit purposes; justices of the peace;

services of mortgage brokers or mortgages in connection with negotiation, placement and securing of mortgages; newspaper carrier hand delivery services; notaries public; commissions paid to distributors of petroleum products on consignment; process servers; services supplied directly by federal, state, territorial or municipal governments or their agents; ticker services; and tree surgery services.

The exemption concerning municipal services does not apply to sales or services supplied in a private capacity by sub-contractors, lessees, licensees or concessionaires.

District price executives also reminded sellers of toys, games, Christmas decorations, lace and yarns they must file supplementary pricing charts by September 29 if they otherwise are operating under Ceiling Price Regulation 7 or if these are new categories to their business. This supplementary chart must be filed with the Lubbock District Office of Price Stabilization, 1202 Texas Avenue, Lubbock, Texas.

Courthouse Records

DEEDS OF TRUST
 F. M. Campbell et ux to Hereford Federal Credit Union, Lot 19, Ralph Smith Sub., Pt. Blk. 4, Mabry Add.
 G. W. Edwards and wife to C. B. Beasley, Lot 7, Blk. 11, Evants Add.
 R. Paul Coneway and Irene to First Federal Savings and Loan

Association of Clovis, Lot 4, N $\frac{1}{2}$, Lot 5, Blk. 63, Whitehead Add.
 Kenneth W. Hullett et ux to Southland Life Insurance Company.

OIL and GAS LEASES
 R. C. Bowden to Superior Oil Company, Sec. 60, Blk. K-5.
 R. C. Bowden to Superior Oil Company, Sec. 3, Blk. 3, Sec. 20, Blk. 7.
 R. C. Bowden to Superior Oil Company, Sec. 32, Blk. K-4, NE $\frac{1}{4}$, Sec. 33, Blk. K-4.
 R. C. Bowden to Superior Oil Company, Sec. 65, Blk. K-7, Sec. 6, Blk. K-14.
 R. E. Eckels to Waren Oil Corporation, S $\frac{1}{2}$, Sec. 22.

TRANSFER
 T. E. Seigler to First Federal Savings and Loan Association of Amarillo, Lot 7, Blk. 11, Evants Add.

WARRANTY DEEDS
 T. E. Seigler and wife to G. W. Edwards and wife, Lot 7, Blk. 11, Evants Add.
 Vera Byrnes a feme sole to Lloyd Farris, S $\frac{1}{2}$, Sec. 31, SE $\frac{1}{4}$, Sec. 36, NW $\frac{1}{4}$, Sec. 6, NE $\frac{1}{4}$, Sec. 1.

Eugene Bagwell and wife to N. F. Collum, N $\frac{1}{2}$, SW $\frac{1}{4}$, Sec. 107, Blk. M-7.
 Hereford Housing Project to Santiago Vadez, Lot 18, 19, 20, Blk. 2, Hereford Housing Project Sub., Sec. 111, Blk. M-7.

QUIT CLAIM DEEDS
 Federal Farm Mortgage to Joe F. Coffee.
 Ova A. Wimberly to C. C. Wimberly, N $\frac{1}{2}$, Sec. 80, Blk. K-11.

RELEASES
 C. Hunter Strain to Cecil Malone et ux.
 First Federal Savings and Loan Association of Clovis to F. M. Campbell and wife.
 C. Hunter Strain to Paul Matson, S $\frac{1}{2}$, E $\frac{1}{2}$, Lot 2, Blk. 2, Womble Add.

W. S. Littrell et ux to Eugene Bagwell et al, N $\frac{1}{2}$, SW $\frac{1}{4}$, Sec. 107, Blk. M-7.
 First National Bank of Amarillo to George Porter et al.

ASSIGNMENTS
 G. T. Higgins to Lloyd Farris, NW $\frac{1}{4}$, Sec. 6, NE $\frac{1}{4}$, Sec. 1; S $\frac{1}{2}$, Sec. 31, SE $\frac{1}{4}$, Sec. 36.
 Harry R. McCauley to First Federal Savings and Loan Association of Clovis, Lot 4, N $\frac{1}{2}$, Lot 5, Blk. 63, Whitehead Add.

NEW AUTOMOBILES
 W. H. Waiser, Route 3, 1951 Dodge 4-door sedan, September 17.
 Austin K. and Helen S. Seigman, 1951 Plymouth 4-door sedan, September 17.
 Peet Garnett, Vigo Park, 1951 Plymouth Belvedere, September 17.
 C. F. Davis, Box 233, 1951 Dodge 4-door sedan, September 22.

Winfred F. Perry, 1951 Dodge 2-door sedan, September 17.
 W. A. Hacker, 340 Schley, 1951 Plymouth 4-door sedan, September 18.
 Mrs. R. A. Daniel, Route 1, 1951 Oldsmobile 4-door sedan, September 19.
 Buford Bates, Route 2, Muleshoe, 1951 Ford 4-door sedan, September 19.
 Jesse T. Lebow, Nazareth, 1951 Hudson 4-door sedan, September 20.
 Jay Boston, 239 Avenue B, 1951 Buick 4-door sedan, September 19.
 C. P. Wortham, Route 3, 1951 Dodge 4-door sedan, September 20.
 J. M. White, Box 622, 1951 Plymouth suburban, September 21.
 Fred Collett, Box 307, 1951 Chrysler club coupe, September 22.

FOR ACTION AND THRILLS I RECOMMEND

The THRILLING story of Uncle Sam's UNDERWATER Commandos!

The FROGMEN

NOTHING LIKE THEM ON LAND OR UNDER THE SEA!

RICHARD WIDMARK
 DANA ANDREWS
 GARY MERRILL

THEY DEFEAT SUBMARINE FOES AND CONQUER THE JUNGLE!

SUNDAY-MONDAY-TUESDAY

Star YOUR COMMUNITY CENTER

A GUARANTEED—

MONEY BACK PICTURE

OUR SPECIAL TREAT!

PAY Once-Return FREE

Enjoy This Great MOVIE Again and Again!

Dear Patrons...

I'm so sure you'll want to see this GREAT MOVIE again and again, we're going to let you pay once, then RETURN FREE as often as you wish, upon payment only of Federal Tax required by law. You merely sign a "Return Card" as you leave the first time.

Millions of moviegoers, coast to coast, are acclaiming this picture the most heart-warming ENTERTAINMENT of the decade. Believe me, you're going to agree—it's that WONDERFUL!

The Manager

AN AMERICAN BOY HAS MADE GOOD IN THE AMERICAN WAY!

A new idol has stormed the heart of America and made ENTERTAINMENT history. Thrill to the love that almost escaped him—laugh at the tumbling country boy's hilarious escapades—listen to the greatest music your heart has ever heard.

MARIO ("BE MY LOVE")

LANZA

In M-G-M's

"The Great CARUSO"

COLOR BY TECHNICOLOR

CO-STARRING ANN BLYTH
 Dorothy KIRSTEN
 Blanche THEBOM

Action Across the Seven Seas!

FIGHTING COAST GUARD

BRIAN DONLEVY - FORREST TUCKER
 ELLA RAINES

TEXAS SUNDAY MONDAY

WE CONGRATULATE YOU ON THE OCCASION OF YOUR WEDDING ANNIVERSARY

Anniversaries from Sunday, October 7th, through Wednesday, October 10th . . .

Mr. & Mrs. Ben Janacek	Mr. & Mrs. Woodrow Garrison
Mr. & Mrs. L. C. Jordan	Mr. & Mrs. F. L. Pinkert
Mr. & Mrs. Glenn Nelson	Mr. & Mrs. D. R. Holt
Mr. & Mrs. P. M. Hoff	Mr. & Mrs. Grady Wilson, Jr.
Mr. & Mrs. Virgil Zumwalt	Mr. & Mrs. C. E. Wilhite
Mr. & Mrs. I. H. Willoughby	Mr. & Mrs. Johnny Dowell
Mr. & Mrs. Harvey Lindsey	Mr. & Mrs. J. H. Landers

TOWER DRIVE-IN THEATRE

SUNDAY — MONDAY

STRIKING! STARTLING! STAGGERING!

UNUSUAL TAUT SUSPENSE

MIGHTY JOE YOUNG

TUESDAY — WEDNESDAY

DAN DAILEY

WHEN WILLIE COMES MARCHING HOME

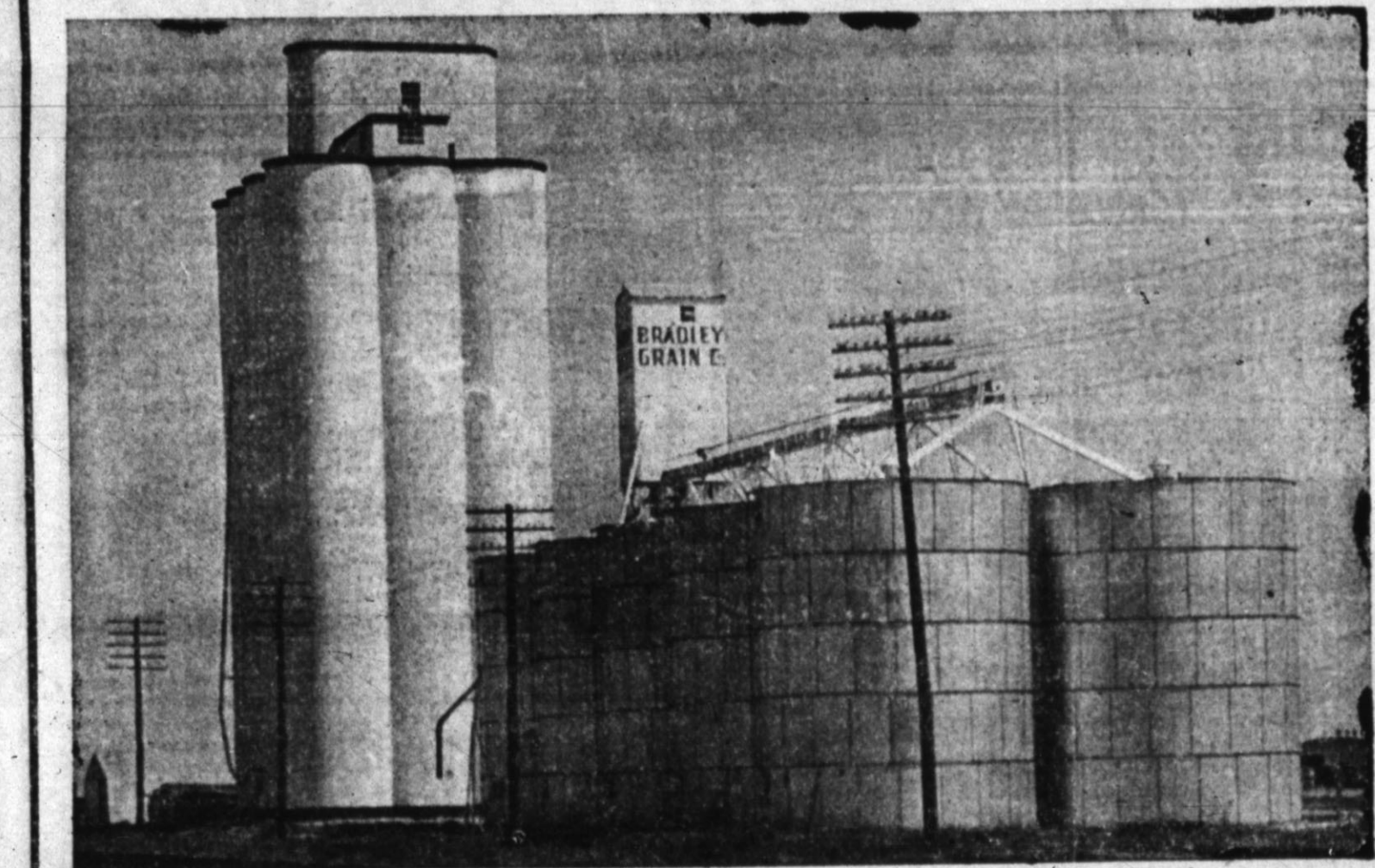
AS MAGNIFICENT AS "GONE WITH THE WIND" COLOR BY TECHNICOLOR

TAP ROOTS

VAN HEFLIN
 SUSAN HAYWARD

WEDNESDAY-THURSDAY

Star YOUR COMMUNITY CENTER



Just Follow Harrison Highway To Intersection of Highway 60-Then Cross Railroad Tracks . . . This Will Mean Quick, Courteous Service In Storing Your

GRAIN

We Will Have Plenty of Room To Handle Your Grain - Bring It To Us - We Will Really Appreciate It.

BRADLEY GRAIN CO.

BLONDIE

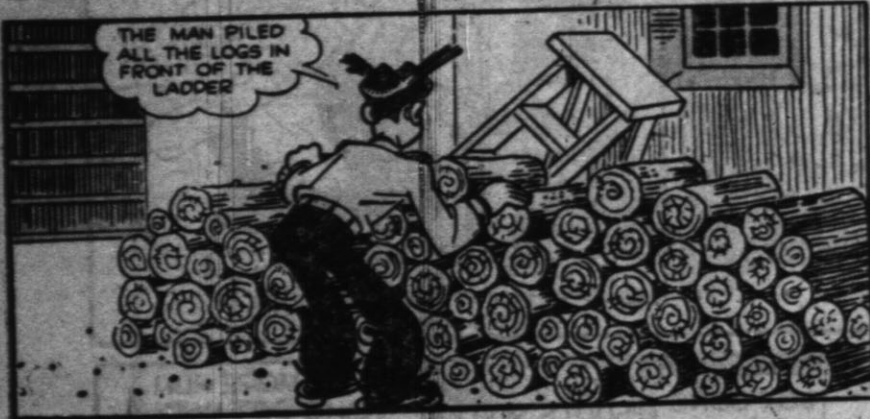
by
CHIC YOUNG



I THINK I'LL SEW UP THAT LITTLE RIP IN THE DRAPE



DAGWOOD, WILL YOU PLEASE BRING THE STEP-LADDER UP FROM THE CELLAR?



THE MAN PILED ALL THE LOGS IN FRONT OF THE LADDER



I HAD TO MOVE A WHOLE CORD OF LOGS TO GET THE LADDER

NOW, RUN UP IN THE ATTIC AND SEE IF YOU CAN FIND A CURTAIN RING



FIRST BRING THE LITTLE RADIO SO I CAN HAVE MUSK WHILE I'M WAITING

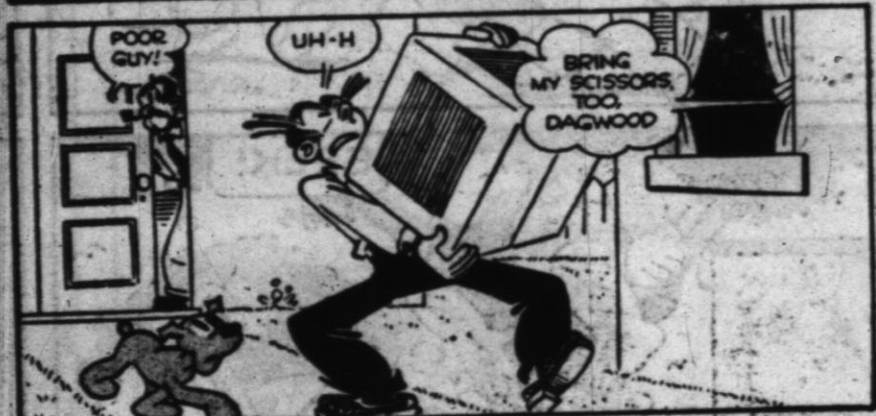


I'VE COMBED THE ATTIC FROM ONE END TO THE OTHER



HERE'S THE CURTAIN RING

NOW, RUSH NEXT DOOR AND GET MY BOX OF SCRAP MATERIAL FROM MRS. WOODLEY



POOR GUY!

UH-H

BRING MY SCISSORS, TOO, DAGWOOD



THIS IS FINE, DEAR... NOW I HAVE EVERYTHING I NEED TO MAKE THE REPAIR



THERE... A ZIP AND A ZIP AND IT'S DONE-- THESE THINGS ARE NOTHING AT ALL IF YOU JUST PITCH IN AND DO THEM



NOW, DEAR, WILL YOU PUT EVERYTHING AWAY? I'M ALL THROUGH



WHAT HAPPENED TO DADDY?

WELL, FOR GOODNESS SAKE-- I DID ALL THE WORK AND HE COLLAPSES!

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CHIC YOUNG

9-30

Montag's STATIONERY

See This Beautiful Stationery
In Our Office.

The Brand

The Sunday Brand

Hereford, Texas

Our Slogan: "More People—More Farms"

The Sunday Brand, Hereford, Texas, Sunday, September 30, 1951

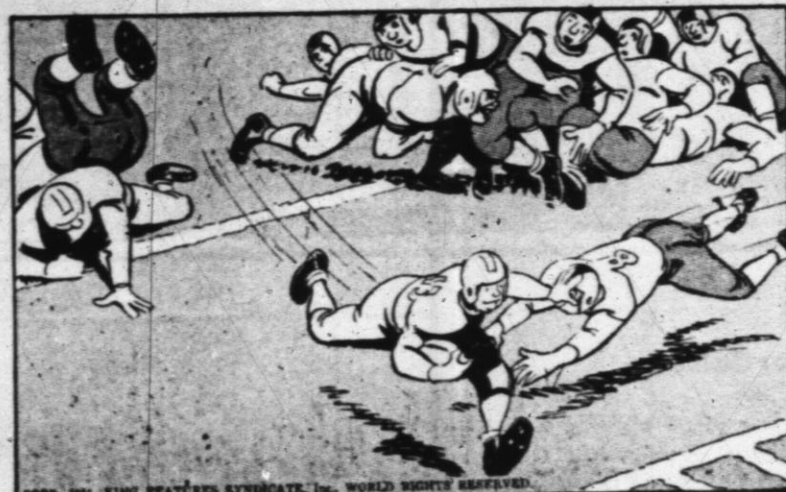
BUZZ SAWYER

FEATURING HIS PAL ROSCO SWEENEY
By ROY CRANE

BANDS! MUSIC! EXCITEMENT! YIPPAHOOPY'S 1951 FOOTBALL SEASON IS UNDERWAY. HERE'S THE KICKOFF.



ON THE VERY FIRST PLAY, YIPPAHOOPY'S SENSATIONAL GIRL FULLBACK, GALLOPING LUCILLE SWEENEY, IS HURT AND LIMPS OFF THE FIELD.



BIG JOHN GLEARS A HOLE AND BINGO! LUCILLE STREAKS 18 YARDS. ANOTHER HOLE AND IT'S 7 YARDS. ANOTHER AND IT'S 6 AND A TOUCHDOWN!

HE KICKS GOAL AND YIPPAHOOPY WINS 7 TO 6!



LITTLE ANNIE ROONEY

by
BRANDON WALSH
AND
DARRELL MCCLURE



OH, ANNIE~ LOOK AT THAT SUNSET~ IT'S TOO BEAUTIFUL TO BELIEVE~ JUST (SNIFF) LOOKING AT IT MAKES ME SO HAPPY~

I KNOW JUST HOW YOU FEEL~ BUT WE GOTTA GET READY FOR SUPPER~ WE GOTTA BE READY FOR SUPPER WHEN SUPPER IS READY FOR US~



BUT THE STARS AND MOON WILL COME OUT, AND~

DON'T WORRY~ THEY'LL BE BIGGER AN' BRIGHTER AFTER SUPPER~



WE'LL NEVER STOP THANKING AND BLESSING YOU FOR SAVING OUR LITTLE GIRL'S EYESIGHT~ IF IT TAKES A LIFETIME, WE WILL PAY YOU YOUR CUSTOMARY FEE~



THE BILL IS PAID IN FULL~ FOR ONE DOLLAR AND OTHER VALUABLE CONSIDERATIONS RECEIVED FROM MISS ROONEY~ AND I DO MEAN VALUABLE~ EVEN PRICELESS~ LIKE FAITH~ LOVE~ HAPPINESS~

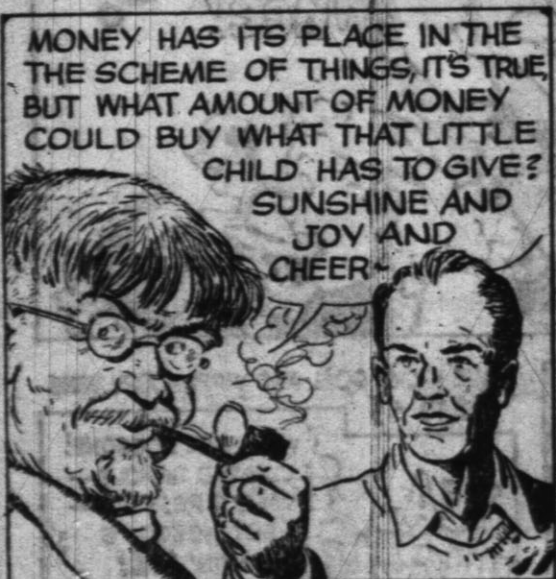


I THINK I KNOW WHAT YOU MEAN, DOCTOR, BUT~

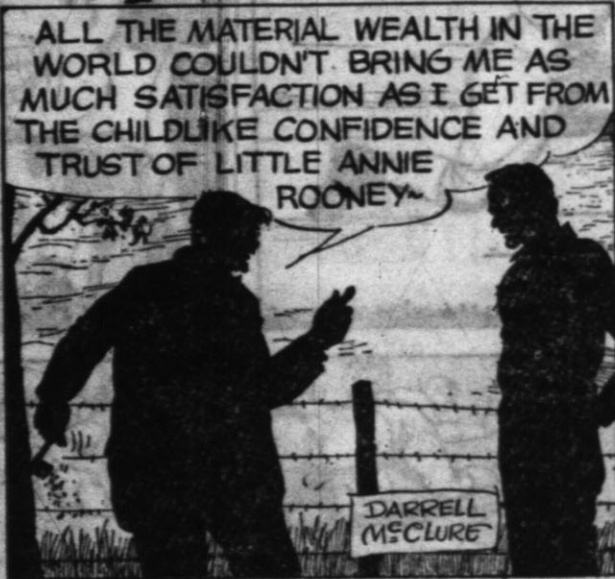
NO 'BUTS' ABOUT IT!~ WHEN I SAY THAT THE BILL IS PAID IN FULL, I'M NOT USING A FIGURE OF SPEECH~ I MEAN EXACTLY WHAT I SAY!

9-30

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MONEY HAS ITS PLACE IN THE THE SCHEME OF THINGS, IT'S TRUE, BUT WHAT AMOUNT OF MONEY COULD BUY WHAT THAT LITTLE CHILD HAS TO GIVE? SUNSHINE AND JOY AND CHEER~



ALL THE MATERIAL WEALTH IN THE WORLD COULDN'T BRING ME AS MUCH SATISFACTION AS I GET FROM THE CHILDLIKE CONFIDENCE AND TRUST OF LITTLE ANNIE ROONEY~

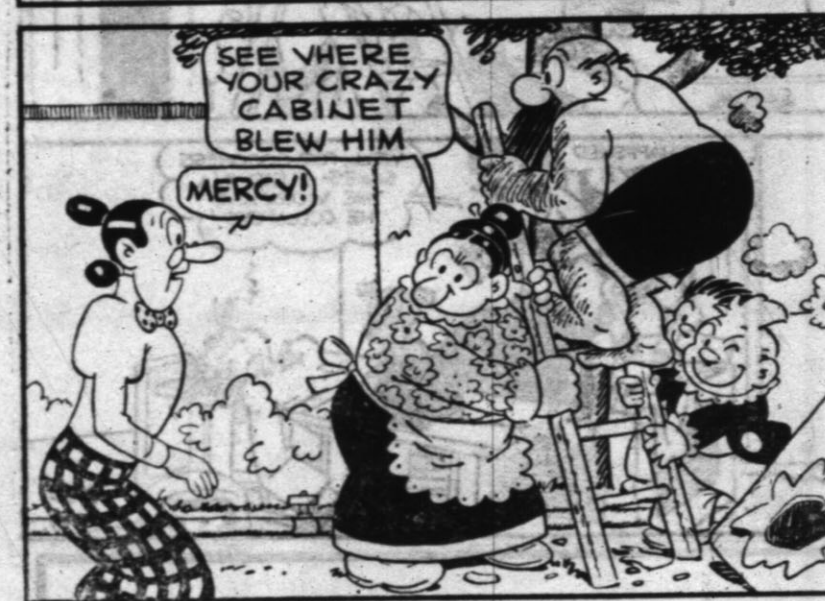
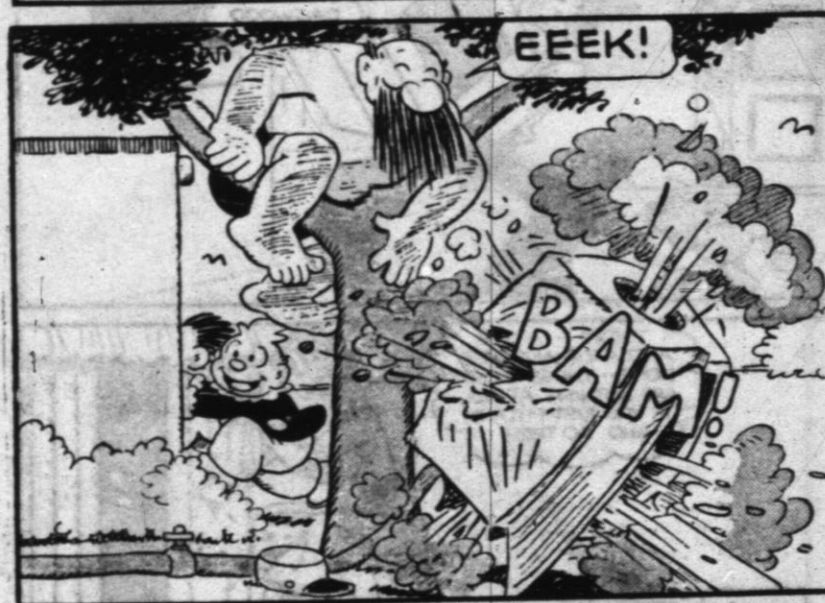


COME ON~ RUN LIKE EVERYTHING! CHICKEN AN' DUMPLIN'S AN' HOT BISCUITS AN' GRAVY AN'~ OH, GEE, HURRY!

This Space For Sale!

For Complete Details - Inquire
THE HEREFORD BRAND
Phone 30

THE KATZENJAMMER KIDS



WINNER 9-30 Copyright 1951 King Features Syndicate, Inc. World rights reserved



WE HAVE 'EM

Complete line of Desk Lamps.

Flourescent, also goose neck lamps.



AT THE

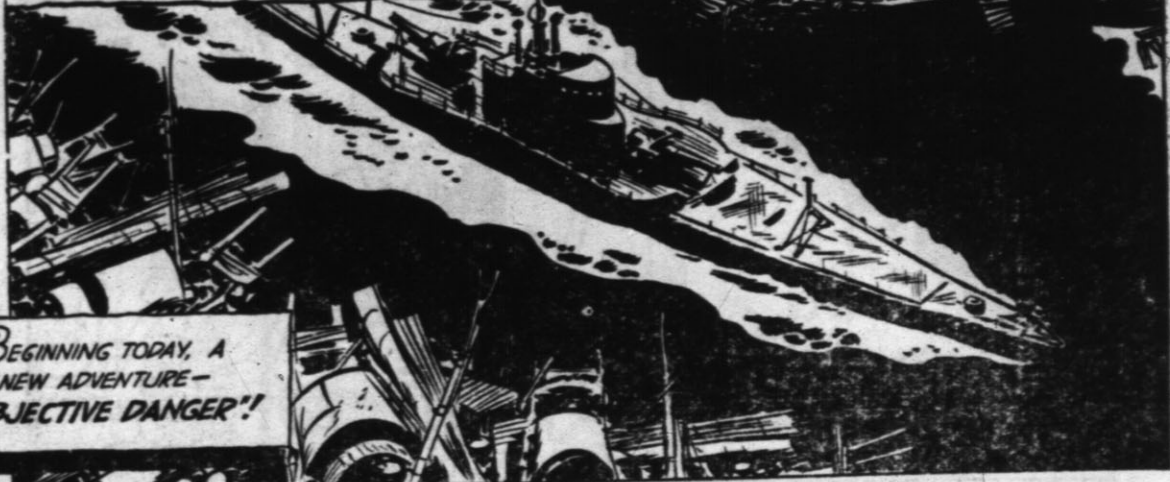
BRAND

PHONE 30

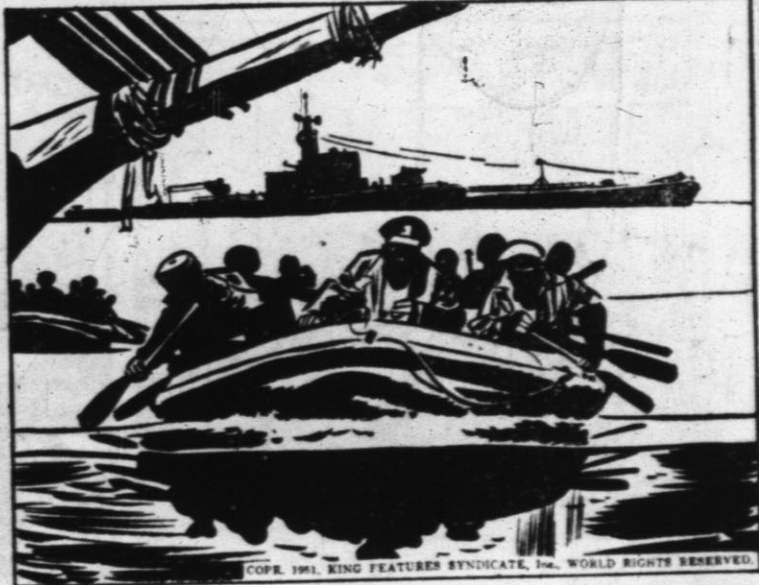
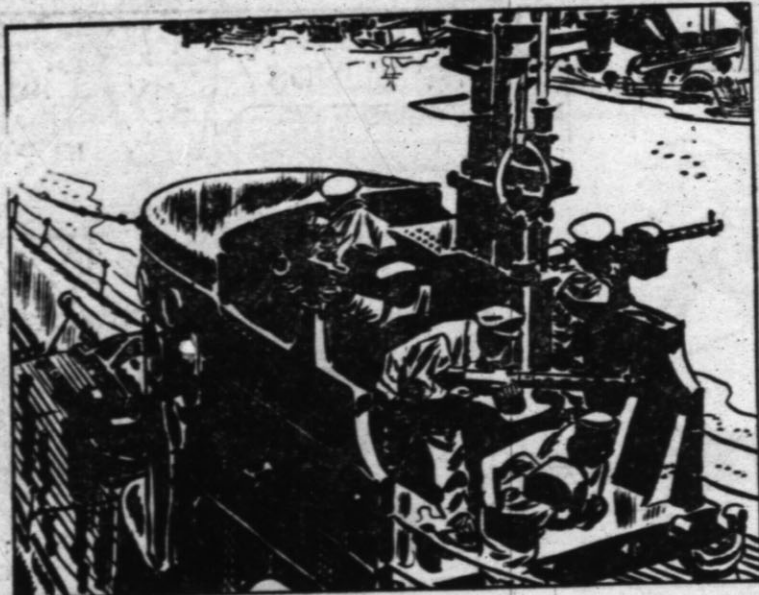
JOHNNY HAZARD

by FRANK ROBBIN

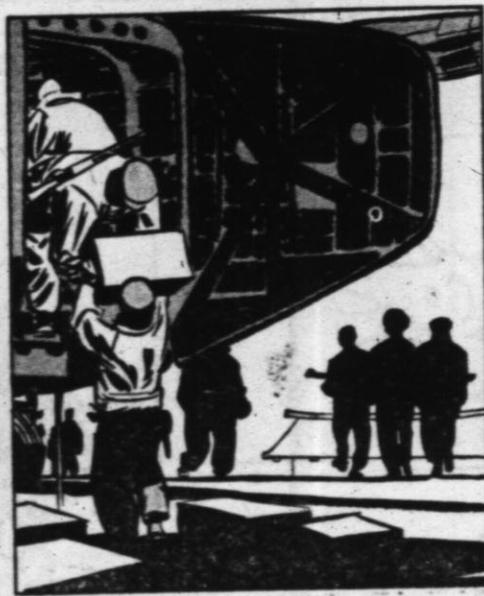
AS JOHNNY AND SCOTTY SLEEP AT THEIR HONG KONG AIRSTRIP, IN THE RIVER ADJACENT, A GRIM HULK RISES OUT OF THE WATER...



BEGINNING TODAY, A NEW ADVENTURE—
"OBJECTIVE DANGER!"



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AHH, THEY SLEEP LIKE BABEES!
GAT OP!

CONTINUED...

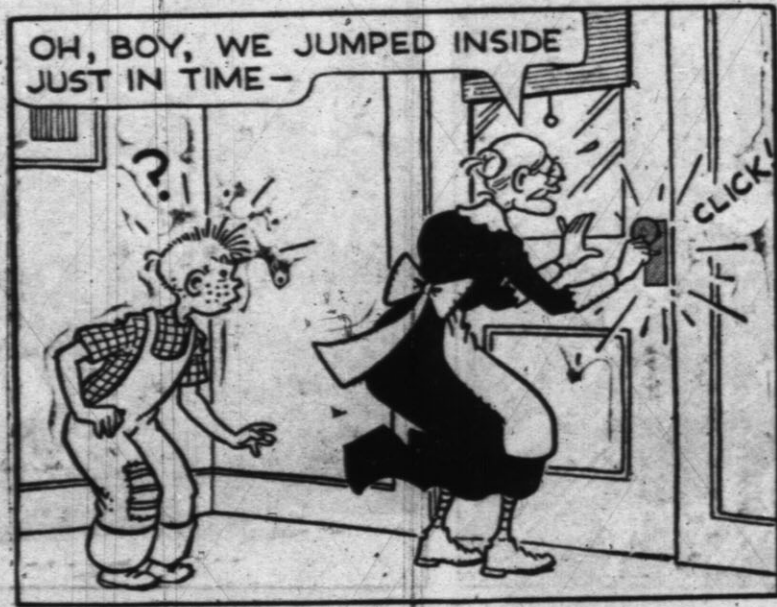
This Space For Sale!

For Complete Details

Inquire At

THE BRAND

GRANDMA
by
CHAS. KUHN-



New Air Foam Cushions

- REMOVABLE COVERS
- NEW LOW PRICE

\$5.50 TO \$6.70

EXCELLENT FOR OFFICE - AUTO - TRACTOR!

THE HEREFORD BRAND

CLARK DIKE

by
RAY GOTTO

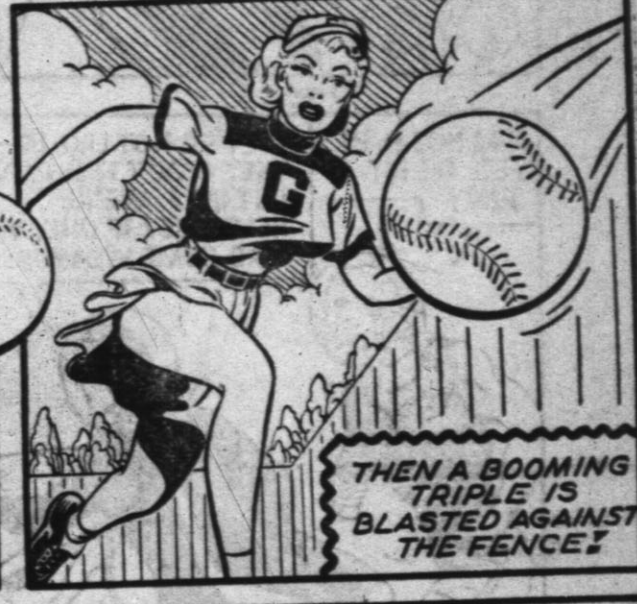
SAFE!
SAGEBRUSH SAL
STEALS HOME TO
BREAK A SCORE-
LESS DEADLOCK
IN THE TOP OF
THE ELEVENTH
INNING!...



AND AS THE HITLESS MARVELS COME TO
BAT TRAILING 1 TO 0...



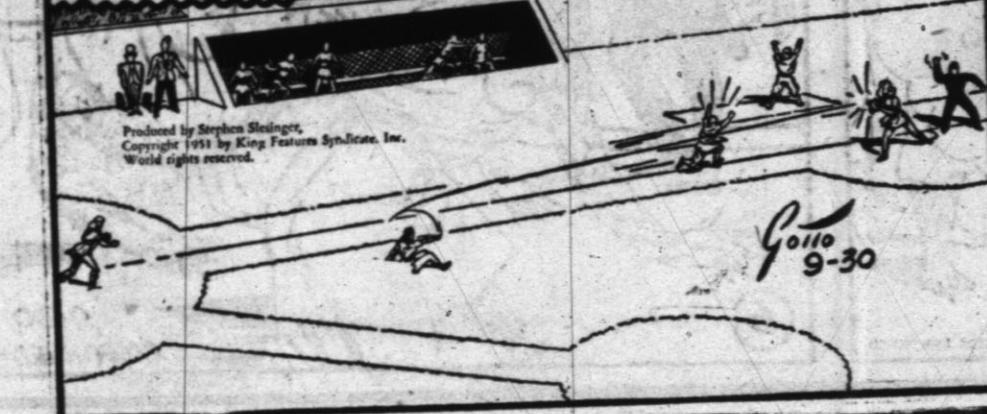
THE NEXT
BATTER FLIES
OUT TO SHORT
LEFT!



AND ON THE NEXT
PITCH THE MARVELS
TRY A SQUEEZE PLAY!



...THEN ROLLS
OVER AND
FIRES THE
BALL TO
DINAH!



BUT LOOK WHO'S
COMPLAINING...

(MOAN) THE END OF
THE SEASON, AND
NOTHIN' BUT LEAN
DAYS AHEAD FOR
OLD BARNEY
UNLESS...



EUREKA!... I HAVE
IT!... A STUPENDOUS IDEA
TO INSURE MY MEAL TICKET
IF SAL AND DINAH WILL
COOPERATE!



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Gotto
9-30

Read The Want Ads



THE TROUBLE WITH BRER POSSUM IS THAT HIS MANNERS RUN A LITTLE BIT TO TH' GREEDY SIDE!



This Space For Sale!

For Complete Details - Inquire

THE HEREFORD BRAND

Phone 30

...and also to the school-titled, school and also to the Henry of the county of P-y-de-idents re in-move- and market ember r, and four- as an -was urrent

THIMBLE THEATRE :: Starring POPEYE

By TOM SIMS and BILL ZABOLY

Registered U. S. Patent Office



FOR HEALTH'S SAKE ROLLER SKATE

WEEK DAYS	SATURDAY	SUNDAY
3:30 to 5:00	2:30 to 5:30	2:30 to 5:30
8:00 to 11:00	8:00 to 12:00	NO SKATING

We have Chicago SKATES in the regular and detachable types. We will teach a class of beginners.

JOHNNY and GENE'S

KING

of the

ROYAL MOUNTED

by ZANE GREY

OUR ONLY HOPE OF ESCAPE, KID, IS TO CATCH OUR HORSES... THE FIRE IS RACING THROUGH THE TREETOPS!

AND FASTER THAN WE CAN RUN!

1 KING AND KID'S PURSUIT OF THE FIREBUGS HAS LED THEM INTO A FLAMING TRAP!

IF THAT MOUNTIE GETS TO HIS HORSE, HE'LL ESCAPE, GORK!

LOAD THE MORTAR! DROP A COUPLE OF ROCKETS AHEAD OF 'EM!

2

ROCKETS!

WE'RE HEMMED IN! SURROUNDED BY FIRE!

3

NOW WE'VE DONE IT! THAT'S THE END OF THE MOUNTIE!

STOP THAT BOASTING AND WE'LL MAKE SURE OF IT, PYRO... BY STARTING A BIG BLAZE IN THE DEFENSE AREA! THE SMOKE JUMPERS WILL GO THERE FIRST!

4

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G-GOLLY, KING... I-I CAN HARDLY BREATHE!

TH-THE FIRE IS CONSUMING MOST OF THE OXYGEN... WE'RE TRAPPED IN A POCKET... (GASP! GASP!)

5

CONTINUED

SHOP IN HEREFORD
FOR BEST BUYS



**TRADE WITH YOUR NEIGHBORS—
The Friendly Merchants Of Hereford**

- Friendly, Courteous Service
 - Nationally Advertised Brands
 - Complete Stocks Always
- This Message Sponsored In The Interest
Of A Bigger & Better Hereford By

For The Name of the Dealer of Your Preference
In Merchandise, Shop the Ad Columns of this
Paper!

THE BRAND

PHONE
THIRTY