

SIGHTS, FACES SEEN

Around Town

Football fans are reminded that Friday night's football game between Canyon and the Hereford Whitefeiges will start at 7:30 p.m. instead of 8 p.m.

With this issue, The Thursday Brand will publish the Sunday School attendances for all the local churches who report the information into the office. This can be done by calling 30 and information should be in sometime Monday.

Faust Collier went to Lubbock Thursday to see Mrs. Collier's father, who is a patient in Memorial Hospital.

Farm and Home Supply at 1301 Park Avenue will hold their formal opening of their new business on Saturday of this week. Refreshments of coffee, cakes and cookies will be served throughout the day. Ray Downey and Dalton Criswell are partners in the business.

Sure must have been a lot of people needing haircuts Tuesday, for there was some fuss around town about all the barber shops being closed for the day.

Jimmie Gillentine, publisher of The Brand, left Wednesday morning for Chicago where he will attend the convention of the National Editorial Association. He is the only representative of semi-weekly papers in Texas to attend the meeting.

Cecil Massey, manager of the Hereford Chamber of Commerce, will be guest speaker at the Kiwanis Club luncheon meeting today. He will give a review of the past accomplishments of the organization and an outline of its plans for the future. All members are requested to attend.

Bill Gilstrap, former lieutenant governor, will be guest speaker at the "smoker" to be held at the Hotel Jim Hill tonight at 8 o'clock by the Kiwanis club Board of Directors for new members to the organization since January 1 of this year, according to Pat Sullivan, club president.

Helen Wolfe, formerly employed at the Deaf Smith County Hospital is now with Seigler Motor Company here in Hereford.

Hospital Notes

PATIENTS IN HOSPITAL. Mrs. Jack Ward, surg.; Patty Shea, med.; Mrs. M. T. Hoar, surg.; Rosemary Vega, med.; Mrs. R. Conway, surg.; Mrs. Dora Inman, med.; Mrs. G. A. F. Parker, med.; Mrs. Julia Sowell, med.; Babv Flores, med.; Mrs. J. D. Childress, med.; Mr. W. E. Clowdus, surg.; Mrs. Lola M. Owens, surg.; Mr. H. M. Thomas, Mrs. E. E. Lavmon, med.; Doris Barnett, med.; Mrs. F. H. Woolbright, surg.; H. A. Coyness, surg.; Mrs. H. R. Green, OB; Jerry Wayne Stone, med.; Dorothy Shannon, OB; Mrs. J. F. Cheatham, OB.

Sunday School Attendances

Table listing church names and Sunday School attendances: First Baptist 627, First Methodist 261, Immanuel Lutheran 65, Church of Christ no report, Church of Nazarene 18, Assembly of God 112, Avenue Baptist 218, Presbyterian 96, First Christian 106, 7th Day Adventist 33, Total 1536.

This week The Brand will start carrying the Sunday School attendances of the local churches of the preceding Sunday, and it is requested that church secretaries or church officials call The Brand office on Mondays and give the attendance for their church.



GOLD STAR WINNER and their leaders at the 4-H Club achievement Day program Monday night at the Central school auditorium. Left to right: Colby Conkwright, leader and Don Parson, Gold Star Winner, Betty Lou McGaughey, Gold Star Winner and Mrs. T. J. Parson, leader. Staff Photo.

Several Hundred Attend 4-H Program Here Monday

The 4-H Club achievement day program was held in the Central School auditorium Monday night November 10 with Mrs. T. J. Parsons in charge.

Several hundred attended the presentation of the awards to 4-H boys and girls who were the winners in the 4-H contests. Named in the following order:

are the Contest, the Winners, the Donor, the Local Donor and the Contactor.

- 4-H GIRLS DIVISION CANNING — Carlynn Williams — Kerr Glass Mfg. Co. — J. W. Thomas — Mrs. Ott. CLOTHING — Judy Pinnell — Spool Cottin Co. — Mrs. R. L. Pinnell. FARM HOME & ELECTRIC — Ann Dyer, Betty Lou McGaughey, Mary Cayton, Paula Beth Corbett — Westinghouse Educational Foundation — Mrs. R. L. Pinnell. FOOD PREPARATION — Ann Dyer — Nash-Kelvinator — Don Little — Mrs. Ott. FROZEN FOODS — Nancy Parsons — International Harvester — Wayne Evans — Mrs. Burk. GARDEN — Nancy Parsons, Marthie Heard, Stella Hunter, Marie Hunter — Allis-Chalmers Mfg. Co. — Jack McGaughey, Mrs. Burk. GIRLS



MAYOR W. E. DAMERON dies after long illness

Mayor Dies After Long Illness Here

Funeral Services for W. E. Dameron, 65, Mayor of Hereford, who died in the Deaf Smith County hospital on Sunday, November 9 were conducted, from the First Christian Church, Tuesday at 3 p.m. with the Rev. Don Root, pastor officiating.

Mr. Dameron was serving his third term as the mayor of Hereford and had been a leader in the Hereford community for the past 40 years.

Mr. Dameron came to Hereford with his family when he was 13 years of age and attended Old Panhandle Christian College here and later studied law at Washington and Lee University and at the University of Texas.

The Weather table showing High/Low temperatures and precipitation for Sunday, Monday, Tuesday, and Wednesday.

Lettuce Not Hurt By Freeze, Cold

Lettuce sheds reported that the lettuce in the Hereford area received little if any damage by the freeze and light snow here over the weekend. The lettuce is said to still be very good.

Harvesting is expected to continue through this week and part of next week.

Santa Fe Freight Depot has shipped 1551 carloads of lettuce thus far this season according to a report Tuesday morning. This would make a fair estimate of over 3100 carloads of Hereford lettuce to leave this city since about one half of the crop is leaving by rail and the other by truck.

He was a student at the University of Texas at the time he was appointed Deaf Smith County attorney to fill a vacancy.

Later he was elected county judge which post he held at the time the Deaf Smith County hospital was built in the 1920's.

He was the first secretary and treasurer of the Deaf Smith County Registered Hereford Breeders Association, and for many years maintained one of the outstanding registered herds in the county and was especially interested in the Anxiety 4 strain.

Mr. Dameron was best known for his community service and he served three times as president of the Hereford Chamber of Commerce and during his terms as Mayor of Hereford some of the greatest strides of progress in the history of the city were made.

Funeral Service Held Here Mon. For Mrs. Ragland

Funeral services were conducted Monday afternoon at 2 p.m. for Mrs. L. A. Ragland, 52, who died at her home Sunday night at 8 p.m., following a long illness.

His special aim as mayor and all his other activities was to make the town one in which the children would be proud to live in, and backed that theory with practice.

Mrs. Ragland was born Oct. 2, 1900 in Corsicana and married L. A. Ragland December 18, 1948 in Clovis. The couple came to Hereford in 1948 from Amarillo. Services were held in the Rose Chapel of the Gilliland Funeral Home, with Bob Wear minister of the Church of Christ, of which Mrs. Ragland was a member, officiating.

He was chairman of the Boy Scout Court of Honor, vice-president of the Llano Estacado Council and an active promoter of the Camp Fire program here.

Besides her husband she is survived by two brothers, John Belt Lockney and J. R. Belt of Lubbock; four sisters, Mrs. Reba Griffin, Amarillo, Vergie Cox, Waldron, Ark., Mrs. Pearl Bell, Lockney, and Mrs. Laura Stephenson of Santa Anna, Calif. Interment was in the Lockney Cemetery with the Gilliland Funeral home in charge.

Mr. Dameron was long active in the affairs of the First Christian Church where he served as elder for 35 years and taught a Sunday school class for more than 30 years.

S. T. Lœrwald Wins This Week's Football Contest

S. T. Lœrwald has been named as first place winner in this week's Brand football guessing contest.

In the year 1920 Mr. Dameron was married to Miss Jane Gregg of Hereford and he is survived by his wife, one son, William S. Dameron of Hereford, one daughter, Mrs. C. C. Nolan of Austin; a brother, Travis M. Dameron, Amarillo; four sisters, Mrs. A. M. Jones, Mrs. W. C. Witherspoon, and Miss Francis Dameron, all of Hereford and Mrs. J. E. Lester of Pueblo, Colo., and two grandchildren.

Tied for second and third are I. L. Whitfield, Mrs. George L. Olson and O. Z. Golden.

December 1 Is Deadline To Sign Up For Conservation Practices

Farmers of this area are reminded by the PMA office that December 1 is the deadline for signing up for soil conservation practices to be carried out during the year 1953.

To get in on these approved practices for this area are urgently requested to contact their committee man and let him know just what they desire to do and what practices they wish to carry out during the next year.

Twenty-five of these committeemen are now at work in this area and have a lot to do and a lot of farmers to see before the deadline December 1. They are now working to present soil conservation practices to every farmer who wishes to participate.

Bids Will Be Opened December 1 For New City Water Well, Pump

Bids will be opened by the Hereford City Commission December 1st for the drilling of a new water well at Lake Park, according to Mayor Pro-Tem S. O. Wilson. Bids will be for the furnishing of all necessary superintendence, labor, materials, tools and equipment for the construction of one water well, and the furnishing and installing of a turbine-type, deep well pump, complete with vertical hollow shaft motor and electrical control equipment. The well is to be drilled in Lake Park and will be connected with the water line to the C Street storage tank and will be used to

boost the city's water supply next year, Wilson said. The city is advertising for the bids this week, with the deadline set at 10 a.m., December 1st. Bidders are expected to inspect the site of the work and to inform themselves regarding all local conditions.

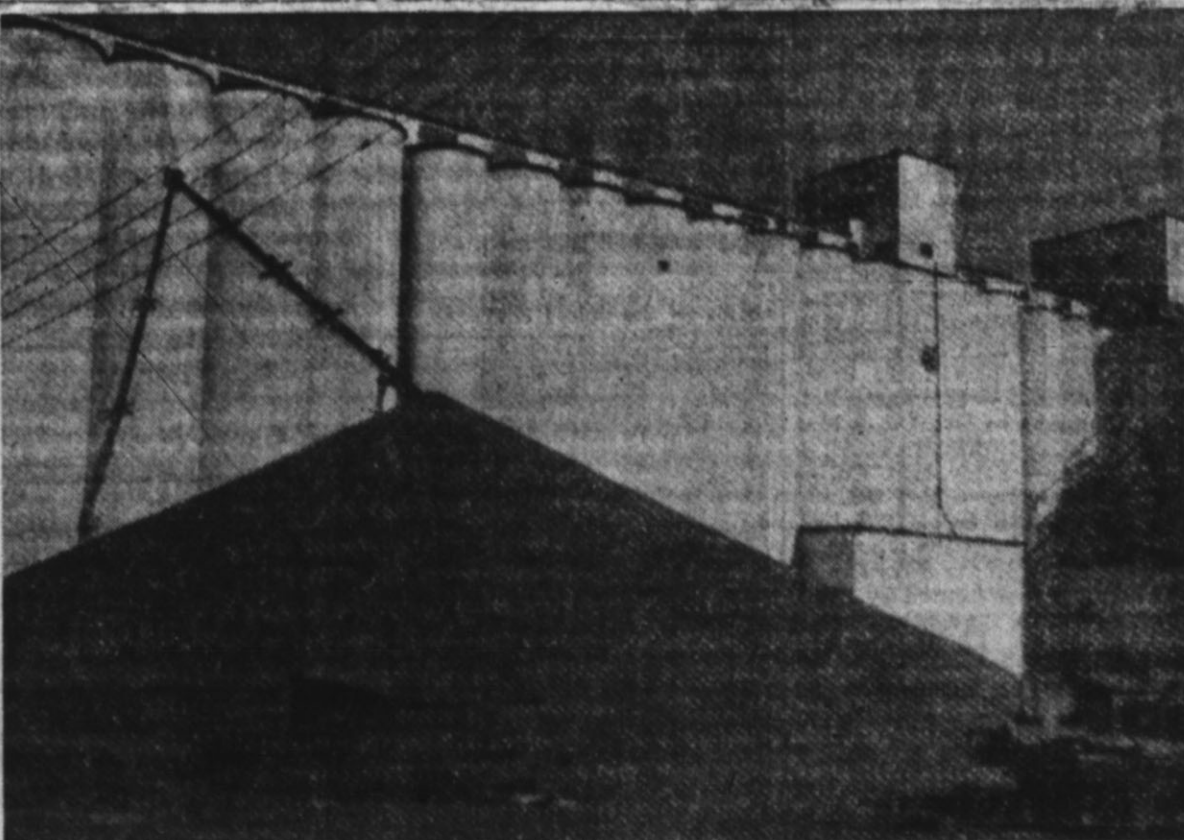
Information for bidders, proposal forms and specifications are on file in the office of the Mayor, Hereford, Texas, and Parkhill, Smith and Cooper, Consulting Engineers, 1414 Avenue J, Lubbock, Texas, and copies of these documents can be obtained from these places, Wilson added.

Farm Bureau County Convention Grows Adopts Resolutions Here

The County Convention of the Farm Bureau in a meeting held Friday November 7 at the Rock House, Veterans Park passed the following resolutions which will in turn be presented at the State

Convention of the Farm Bureau scheduled to be held at San Antonio November 11.

The resolutions passed at the Hereford convention were: Continued on page 2



MAIZE PILED SKY HIGH or nearly so, anyway, here is a huge overflow stack of grain back of Pitman Grain Elevator, and according to all reports this season it is much larger than it was last year. Note in the picture the comparative size of the tool shed in the

foreground compared to the pile of maize. Look at it any way you like it is no wonder a fellow gets confused and says 130 million bushels when actually he means pounds. Staff Photo.

COTTON, COTTON, AND MORE COTTON, trailer load after load arrives and is parked in the lineup to await processing at the Hereford Gin, on the Highway East of town. The Gin is at present operating at top speed and to full capacity and each load is handled as rapidly as possible. Last

season according to John McClesky, the Hereford Gin handled 5850 bales of cotton and he indicated that they expect about the same amount this season, the price this year however is some less than last season he said. McClesky said that inspite of the increase in cotton acreage this year the

yield will be about the same possible due to the dry spell and early freeze. The above view shows part of the cotton trailer parking waiting to be processed. The rush is now on and cotton is in its peak and the figures for cotton in this area is exceptionally high. Experiments are now underway

with a new type of cotton which can be adapted to this locality which it is hoped will mature in 120 days after planting. If this can and is accomplished it is likely that the cotton section around Hereford will become a real cotton country. Staff Photo.

Farm

(Continued from page One)
 Resolved that the gasoline tax farmers be continued.
 Resolved that Deaf Smith County Farm Bureau favor a more strict enforcement of the State commercial load limit law.
 Resolved that the Deaf Smith County Farm Bureau favor the retention of the rural road funds, in the counties as we now have them.
 Resolved that more extensive study be made of insect damage to wheat and that the additional funds be raised by the present wheat growers Association.
 Resolved that the Deaf Smith County Farm Bureau favor County and District control as against State and National control of our underground water.
 Resolved that the Deaf Smith County Farm Bureau encourage the enactment of a law permitting farmers to purchase a 30 day heavy load, pickup and truck license, in order that they may do their heavy hauling during that period.
 Resolved that the Deaf Smith County office Clerk send out cards notifying members of meetings.
 Resolved that the Deaf Smith County Farm Bureau office clerk mail out and mail the gasoline exemption forms for farmers, and that a \$1 service charge be made for this service.
 Resolved that the Deaf Smith County Farm Bureau demand that our County, State and National officials reduce expenditures.
 Resolved that the Deaf Smith County Farm Bureau favor the elimination of all soil conservation payments for soil practices.



EARLY MORNING WRECK does over \$800 damage when a pickup truck driven by Don Little and a Kirkland Pump Co. truck met at the intersection of Second and Clements streets at 8:20 a. m. Monday morning. There was no injuries reported. W. A. Patton Photo.

Resolved that the Deaf Smith County Farm Bureau favor what is known as the sliding scale parity instead of a rigid parity.
 Resolved that the Deaf Smith County, State and National Farm Bureau's sponsor a law requiring all departments of agricultural agencies to publish semi-annually in county papers an itemized statement of all expenditures of public money within each county.
 Resolved that the Deaf Smith County, State and National Farm Bureau's sponsor the law taking the Farm Credit Administration out of the Department of Agriculture and set it up as an independent agency, under the law as proposed by the National Farm Bureau, Farmers Grange, and National Council of Cooperatives, in June of last session of Congress.
 Twenty-two directors were named by the convention and one alternate.

Representatives to the State Convention from Deaf Smith County were Mr. and Mrs. P. L. Carmichael from Progressive, Mrs. V. E. Dodson, Progressive, and Mr. and Mrs. Byron Campbell of Daniel.
 The Deaf Smith county Farm Bureau has fulfilled its quota and has 350 members, this is the largest organization in the county outside the churches and represents more families, Dodson said.

All citizens are urged to take the "Pledge for Home Defense" during National Civil Defense registration, November 11-24.

Office Of Price Stabilization Order Will Slightly Increase Cigarette Selling Price

The Office of Price Stabilization has issued an order, November 8, which will have the effect of slightly raising cigarette prices from one to three cents a carton.
 Frank C. Tomlinson, OPS regional restaurant and foods chief, announced in Dallas that his agency did not expect the authorized ceiling price adjustment to have any effect on the price of an individual pack of cigarettes.
 Mr. Tomlinson declared that a recently completed OPS survey indicates it is necessary for cigarette distributors to include November, 1951 excise tax as part of their cost if they are to realize their "customary percentage margins" as required by the Herlong amendment to the Defense Production Act.

Accordingly, the OPS action allows wholesale and retail cigarette distributors to include all the Federal excise tax as part of their cost in applying customary percentage markups to determine their ceiling prices.
 Under the new order, distributors will now be permitted to include the ten-cent a carton increase in the Federal excise tax which went into effect November 1, 1951, as part of their cost before applying their markups.
 Heretofore, they have been permitted merely to tack on the exact amount of this increase after the markups were computed.
 Dining rooms, cafeterias, and snack bars operated exclusively for employees of industrial and commercial concerns will be exempt from price controls effective November 12, under a new order issued by the Office of Price Stabilization.
 The announcement of the exemption was made in Dallas by Frank C. Tomlinson, OPS regional food and restaurant branch chief.
 The exemption applies to so-called in-plant feeding establishments which are not open to the public and which are operated by concerns or employee associations solely to serve employees or association members.
 If an eating place is operated for a concern by a caterer or other person, however, the exemption applies only if the concern maintains control of the prices charged.
 Mr. Tomlinson said the agency's action was taken because such employer-controlled eating places generally charge prices which are lower than prices in public eating places, and that maintenance of successful employee-employer relations should be a sufficient check on the prices charged.

4-H

(Continued from page One)
RECORD — Patsy Dawson — Montgomery Ward — Troy Moore — Mrs. R. L. Pinnell. **HOME IMPROVEMENT** — Ann Dyer, Norma Jean McMillan — Sears Roebuck Foundation. **LEADERSHIP** — Patsy Townsend — Wilson & Company — Mr. Thomas — Mrs. Ott. **POULTRY** — Mary Cayton, Cecelia Burrus — Dearborn Motors Corporation — Mr. Kelly — Mrs. Burk. **FARM & HOME ELECTRIC** — Ann Dyer, Betty Lou McGaughey, Mary Cayton — R. E. A. — Mr. Bell. **TEXAS ELECTRIC** — Ann Dyer, 3rd in Dist. — Southwestern Public Service. **FARM BUREAU** — Betty Lou McGaughey — Farm Bureau — Virgil Dodson — E. K. Pinnell. **GOLD STAR GIRL** — Betty Lou McGaughey — Extension Service — Miss Leggett — Mrs. Ott. **DRESS REVUE** — Rhea Joyce Pinnell, Peggy Ann Browning, Barbara Pinnell, Margaret Burrus, Kay Lynn Scott, Wanda Pinnell — Simplicity Pattern Company — Mrs. Ott — Mrs. Burk. **FOOD PREPARATION** — Ann Dyer — Foley Mfg. Co. — Mr. Zimmerman — Mrs. Ott.

4-H BOYS DIVISION
 Don Parson was the winner of the Gold Star in the Boys Division and it was presented by Knox Parr while in the achievement contest. Chas. Springer was the top boy and was presented the award by C. Conkwright. V. E. Dodson gave the leadership award to Ralph Morrison, Walter Kaul won the Safety award presented by W. C. Meharg. Wayne Eans presented the Field Crop award to John Dale Kelly and Jimmy Conkwright took the Meat Animal award with J. W. Thomas presenting. Roberta Campbell presented the Sheep and Wool award to Pete Plank.
 Following the program the crowd congratulated the 4-H boy and girl Gold Star winners, Don Parson and Betty Lou McGaughey.



PAT TONE, Hardin-Simmons University Cowboy guard, is making a lot of noise on the gridiron this season. Tone, a two year letterman from Monahans, weighs 200 and stands 5-9.

Officers Named By Undergraduates

Officers for the 1952-53 school year were named recently by the four undergraduate classes at Texas Tech.
 Leading the senior class for the year will be Bill Bales, Fort Worth, president; Clydene Whitaker, Shallowater, vice president; and Patti Pipkin, Matador, secretary-treasurer.
 Junior officers are J. C. Chambers, Lubbock, president; Bill Philpott, Miami, vice president;

and Nina Spearman, Pampa, secretary-treasurer. Sophomore officers are Jay Fish, Snyder, president; Terry Young, Lubbock, vice president; and Bobbie Wilson, Dallas, secretary-treasurer; New freshmen officers are Bob Beckwith, Lubbock, president; and Don Brice, Tahoka, vice president. A run-off for secretary-treasurer will be necessary in the freshman class between Mary Alice Braselton, Plainview, and Nancy Chastain, Breckenridge. The election is scheduled for Nov. 5.

The Hereford Brand, Hereford, Texas, Thursday, Nov. 13, 1952
 er will be necessary in the freshman class between Mary Alice Braselton, Plainview, and Nancy Chastain, Breckenridge. The election is scheduled for Nov. 5.
 Clinton Eugene Roberson joined the U. S. Army October 13 and has reported to Ft. Sill, Okla., processing center. The serviceman was formally an employee of a local service station in Hereford and attended Hereford High school and Texas Tech.

A. O. Thompson Abstract Co.
 Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.

MARVELOUS THE GREATEST SHOW ON EARTH

BUDGET STRETCHING Food Bargains

Shampoo 59c Value **2 for 39c**

- Fitches Dandruff Remover**
- VIENNA Camp Fire** 10 for 99c
- TOMATOES Camp Fire** 1g. can 27c
- PUMPKIN White Swan** No. 303 can 17c
- Strawberry Preserves 2 lb. for 53c** Lakewood
- CATSUP Sun Spun** 14 oz. bottle 15c
- Orange Juice Shurfine** 46 oz. can 33c

Coffee With Purchase of \$4.00 In Other Merchandise **lb. 49c**

- GREEN BEANS Shurfine - Whole - No. 303 Can** 2 for 55c
- WAXED PAPER Diamond** 125 ft. roll 27c
- Pork & Beans lg. No. 2 1/2 can** 35c
- HOMINY Shurfine** No. 303 can 3 for 28c
- SWEET CORN No 303 can** 2 for 33c
- FRUIT CAKE MIX** 1 lb. box 49c

Kraft Dinner Serves Four 10c

WHITE KING WATER SOFTENER Lg. Box 23c

WHITE KING SOAP GET THE REAL THING Lg. Box 27c

Sun Ray Tenderized Hams

- SHANK HALF** lb. 51c
- WHOLE** lb. 53c
- BUTT HALF** lb. 59c

PRODUCE

- POTATOES U. S. No. 1 10 lbs.** 59c
- ORANGES Full of juice lb.** 8c **RUSSETT**

GROUND BEEF lb. 49c

BOLOGNA lb. 45c

THOMAS FOOD STORE

519 Park Ave. We Give S & H Green Stamps Phone 15

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 Hereford Saves Your Teeth — We Save Your Car
 Phone 440 Hiway 60

Hear The HARDIN - SIMMONS TEXAS TECH Football Game
 Saturday, Nov. 15th, 1:30 p. m.
 Over **KPAN - 860 on your dial**
 Brought To You By **H & W Implement Co. Earl Hendricks Buick Bradley Grain Co. Hereford State Bank**

Your official ENTRY BLANK for Football Contest

- Week Ending November 14 - 15
- Canyon at Hereford
 - Rice at Texas A&M
 - Texas at TCU
 - Texas Tech at Hardin-Simmons
 - Baylor at Houston
 - South West Texas at East Texas
 - SMU at Arkansas
 - Arizona at Texas Western
 - West Texas at Trinity
 - Wyoming at Tempe
 - Notre Dame at Michigan State
 - Iowa at Northwestern
 - Illinois at Ohio State
 - Alabama at Georgia Tech
 - Army at Penn
 - Colgate at Syracuse
 - Maryland at Mississippi
 - Princeton at Yale
 - California at Washington State
 - USC at Washington

Name _____
 Address _____

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Our Slogan: "More People—More Farms"



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

JAMES M. GILLENTINE Publisher

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Rance Club Meets

The Rance H. D. Club met Friday afternoon with Mrs. B. B. Snelair. Due to sickness in the family, Mrs. Vanni, the H. D. agent could not be present. The club started off with games

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

led by Mrs. Melvin Hamm, the recreation leader. Plans were made for a Christmas party to be in the home of Mrs. Roy Botkin. Refreshments were served to Mrs. Melvin Hamm, Roy Botkin, Jack Strann, H. G. Behrens, J. C. Clearman, Marlon Woodbright, Raleigh Rule, George DeLozier and the hostess.

Early fresh apples usually have so much flavor of their own that sauce made from them needs no extra seasoning.

Body Of Missing Floydada Man Is Found At Guthrie

PADUCAH — A body tentatively identified as that of Robert Lee Ardy, missing from his Floydada home since June 12, was found Monday 3 1/2 miles east of Guthrie.

Two cowboys, Porter Myers and Riley Thacker, found the body about 8 a.m. in a pasture some 400 yards south of the Guthrie-Benjamin Highway.

Ardy, 36 years old, had been missing since he left Floydada June 12. He had told friends he was going to Lovelland to visit a daughter.

A deformed ring finger on the right hand was the clue to identification used by Floyd County Sheriff Leland Hart and Deputy Alno May, who were called here by Cottle County officers.

The body was fully clothed except for shoes and socks, officers said. A gold pocket watch, knife and false teeth lay beside it.

In the pocket of the dead man's trousers were a billfold containing \$72 and a postcard dated June 8.

Paducah-South Plains officers launched the search for Ardy a few days after he left Floydada. His suitcase was found June 22 at Memphis. After that, leads in the case dwindled.

When an unidentified body was found in Clarendon in July Floyd County officers were called in to check on possibility that it might be the missing Floydada man. The body found in Clarendon later was identified as that of Bill Cloyd, a cafe fry cook.

Ardy was a retired farmer who had lived alone in Floydada. The body was to be returned Monday night to Harmon Funeral Home in Floydada.

Conducting the investigation here were Dist. Atty. Roy Jones, Paducah; Ranger Raymond Waters, Lubbock; King County Sheriff, Dub Holler, King County Judge V. L. Morris and Justice of the Peace Land Hight.

C of C Manager Named at Dimmitt

DIMMITT — Robert M. Curtin of Lamesa has taken over his new job as manager of the Castro County Chamber of Commerce. He succeeds Rev. D. W. Brashear, who resigned several months ago to recover from injuries suffered in an automobile accident.

Curtin was born in Midland and attended schools in Fort Worth and Monroe and Wisner, La. He served two years in the US Navy and later enrolled in Northwest Junior College, Monroe, La., where he majored in business administration.

He has served as a staff announcer on Station KIXL, Dallas, and with the sales and news departments of Station KPET, Lamesa. He also has been employed as a Delta Air Lines sales and passenger agent.

NOTICE!

FRANK TACKETT, Jr.

Is Now Associated With
BEAVERS MOTOR CO.

In Our
Tune-Up Department

We now feel that we have sufficient help to take care of your Tune-Ups without delay.

BEAVERS MOTOR COMPANY

302 East 3rd. Phone 383

Congratulations

FARM & HOME SUPPLY

Your Beautiful New Building

Is Truly An Asset To

The Community

The Hereford Brand

1st Door South Star Theatre - Hereford

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

THERE'S NO MAGIC TO IT!

**OUR BETTER BUYS
ALWAYS PLEASE
YOUR FAMILY AND
YOUR POCKETBOOK TOO!**



Snowdrift

For Cake, Pastry Frying

3 lb can 69¢

WESSON OIL

A Delicious Veg. Oil

at 59c

POP CORN

Shurfine - All Pops

2 for 39c

Mortons - Plain or Iodized
SALT box 18c

Kraft Dinner Serves 4 Box **5¢**

FLOUR

SHURFINE - NONE FINER

25 lb. bag \$1.69

CRACKERS

PREMIUM SALTINE

lb. box 23¢

COFFEE

Bright & Early Lb.

65¢

MEATS

Corn King or Goldcoin

BACON LB. **49¢**

Center Cuts

Pork Chops LB. **59¢**

Center Slices - Cured

HAM LB. **89¢**

U. S. Good Club

STEAK LB. **79¢**

Fresh Water Channel Catfish And All Meat Bar B-Q Thursday, Friday and Saturday

PRODUCE

Calif. Golden Sweet

CORN 4 EARS **29¢**

Texas Straight Neck

SQUASH LB. **10¢**

Ruby Red

Grapfruit 3 FOR **25¢**

Avacados EACH **23¢**

Try Some Of The

"Campfire" Foods

Listed Below... Really Good... Pack- ed at Denton, Texas

- PORK & BEANS** 300 can 10c
- VNENNA SAUSAGE** per can 10c
- TAMALES** 300 can 25c
- CHILI CON CARNE** no beans 45c
- BEEF STEW** No. 300 can 35c
- BLACKEYED PEAS** 300 can 12c
- PORK & BEANS** big 2 1/2 can 18c

Hershey's

Choc. Dainties
Pkg. 19c

Marshmallows

Curtis
10 oz. Pkg. 19c

FROSTEE

Lipton's Dessert
Choc. or Vanilla
2 for 23c

Kraft's

Sea Island
DRESSING
Pint 25c

SPAGHETTI

Viviana With Cheese
& Tomato Sauce
2 cans 25c

HONEY

Belt's Fancy Colo.
5 lb. bucket 99c

SYRUP, Worth maple flavor, qt. decanter 39c

ORANGE JUICE, Sunkist, Unsweetened 46 oz can 39c

GRAPE JUICE, Betsy Ross, pure, 24 oz. bottle 29c

TOMATO JUICE, Hunts 46 oz. can 29c

CAKE FLOUR, Softasilk, large package 39c

CAKE MIX, Pillsbury, Choc. & White, Both for 59c

TOILET TISSUE, Softin 1000 Sheet Roll 10c

CHEER

Giant Box

69¢

DREFT

Large Box

29¢

DUZ

Large Box

29¢

IVORY FLAKES

Large Box

29¢

P & G LDY. SOAP

5 Bars

39¢

CAMAY

Both Size

2 for 25c
Personal Size
4 for 25c

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

THE LOWER THE CANDLE BURNS—



SPORT SHOTS

Vote On Controversial Spring Football Training Due Next Year

A vote on the controversial spring football question in Texas high schools is certain next year. The advisory council of the Interscholastic League has recommended to the State Executive Committee that the matter be presented to the schools by classes and the executive committee usually does what its advisory council wants.

In the first place Interscholastic League officials are opposed to spring football anyway.

The question to be submitted will be double-barreled. One proposition calls for limiting spring football to 21 calendar days and starting fall training a week before the first Friday in September. This would give back the week lost from spring training which now is granted 30 calendar days. The other proposition would eliminate spring training entirely and start the season three weeks before the first Friday in September. The present rule does not allow the regular season to begin until Sept. 1.

The Texas High School Coaches Association wanted spring training set for 18 working days but the advisory council figured that 18 working days would mean spring training could be conducted longer than under 30 calendar days.

Opposition to spring training is based principally on the grounds that it interferes with spring sports like baseball and track.

Spring training was voted out several years ago but was voted back in 1951. The past basketball season saw a marked fall-off in the number of participating teams. At the rate of decline baseball would have been eliminated entirely in a few years.

The smaller schools -- Class AA and A -- are pretty sure to vote out spring training. The larger schools -- classes AAAA and AAA -- are most likely to take the first proposition -- a curtailment of spring training by a week. The larger schools have the manpower. The smaller schools depend on the same boys for all sports, thus a boy having to participate in spring training would handicap baseball or track.

The idea of eliminating spring training and starting the season two weeks earlier was tried before. Many schools opposed it because they said Aug. 15 to Sept. 1 was too hot a period for football.

But, it's a virtual certainty that spring training will be shorter if not eliminated entirely starting about 1954.

It is probable that if all the football coaches had gone along with the plan of allowing each sport its season unhampered there

would have been no further vote on spring training. But some of them just wouldn't do it -- they eliminated spring sports or they handicapped other sports by persisting in forcing the boys to participate in spring football.

Talmadge Canant, sports writer on the Corsicana Sun, wonders why Navarro County Junior College isn't being considered for the various junior college bowl games, particularly the Little Rose Bowl in California, since Tyler and Arlington State are.

That is a good question. Navarro has lost only one game this season -- the opener to Kilgore. It has beaten Ranger and Arlington State among others. In fact that is the only game Arlington State has lost.

Navarro has one of the outstanding records in junior college athletics and this goes for all sports, not just football.

The Big State Conference, the so-called "purity league" that has banned football because it is an overemphasized and costly sport and which does not proselytize athletes, got itself in bad with one rule that doesn't like even with those of the big colleges accused of sports overemphasis.

The Big State adopted a rule when it organized last year that said an athlete who was a professional in one sport could participate in another as an amateur. In other words a professional baseball player could play basketball in the Big State Conference. One did -- Fred Smith, a Big State League pitcher. He has played basketball at East Texas Baptist College the past two years.

But the conference received so many complaints over its practice of allowing professionals to participate as amateurs that it rescinded the rule last spring. Therefore in the future no professionals can participate in Big State Conference basketball -- that is none except Smith. Since he already has played two years it was voted to allow him to finish.

No Estimate Yet In Bank Robbery

MOBETTIE -- Estimates of loss in the burglary Monday night of the First State Bank of Mobettie cannot be completed for at least a couple of days.

Wheeler County Sheriff, Bus Dorman, Tuesday stated that bank officials could not estimate the loss until the holders of safety deposit boxes make an inventory of their loss.

The thieves who entered the bank, pried open about 20 of the boxes and removed the jewelry and cash and bonds.

Panhandle, South Plains Church Workers, Parents Invited To Regional Conference

An interdenominational Children's Work Regional Conference for church school workers and parents of the Panhandle and South Plains will be conducted at First Christian Church in Lubbock Nov. 17-18, under auspices of the National Council of Churches of Christ in the U. S. A. and Protestant church groups of West Texas.

Based on the theme "Learning With Children to Live as Christians in One World", the program will include worship, music discussion, films and addresses.

Mrs. Alice L. Godard, director of children's work, National Council of Churches of Christ in the U. S. A., Chicago, Ill., will give the keynote address, "Foundations in Our Faith for Living in One World", at 11 a.m. Monday Nov. 17, and will close the program at 3:30 p.m. Tuesday with worship and a dedication speech, "Growing as an Adult".

Mrs. Mary Esther McWhirter, Friends Service Committee, Philadelphia, Pa., will speak in a session opening at 8 p.m. Monday on "The Home and Church Working Together for a Christian Community" and will speak Tuesday morning on "The Child's Christian Nurture and World Implications".

Mrs. Godard also will be a co-ordinator of a panel discussion at 2:30 p.m. Monday on "Loyalties and Conflicts in the Lives of Children." Participating will be Mrs. Russell Denison, Lubbock, parent and church worker; Supt. Nat. Williams, Lubbock Public Schools,

State Rep. Waggoner Carr, Lubbock; the Rev. David L. Zacharias, president of Lubbock Ministerial Association; and Mrs. Mae Simmons, principal of Ella Bes elementary school, Lubbock.

Registration will open at 9 a.m. Monday. Sessions will be conducted at 10:15 a.m.; 2 p.m. and 3 p.m.; a luncheon at 12:30 p.m.; and fellowship dinner, 6 p.m. Monday. At the Fellowship dinner, a program on family Christmas customs around the world will be presented.

Tuesday sessions will be presented at 9 a.m. and 2 p.m.

Mrs. Uel D. Casby, Northwest Texas Conference director of children's work of the Methodist church, is chairman and Mrs. J. O. Lynn, Lubbock, is secretary-treasurer of the planning committee. Pre-conference study packets will be sent to persons registering in advance with Mrs. Lynn, 612 Avenue O, Lubbock. Registration fee will be \$2.50.

Hospital Notes

PATIENTS DISCHARGED

Patients discharged on Nov. 8 were: Mrs. Rex Lee, OB; Mrs. Bobbie Parks, OB; Mrs. Walter Vines, surg.; Mary Joe Pounds, OB; Discharged Nov. 9th: C. G. Estrada, med.; Tommy McClain, ortho.; Mrs. Mary Acker, med.; W. E. Dameron, deceased. On Nov. 10: Joan Fowlkes, D. J. Cummings, med.; Mrs. J. H. Fish, med.; Mrs. F. H. Willbright, surg.; and on Nov. 11th: Mrs. William C.

Davis, OB; Mrs. G. W. Morris, Mrs. H. A. Hoffman, surg.; Joe Valdez, T&A; and Paszual Masias, med.

BIRTHS

To Mr. and Mrs. H. R. Green, on Nov. 9, a girl.
To Mr. and Mrs. J. F. Cheatman on Nov. 8 a girl.
To Mr. and Mrs. L. F. Shannon on Nov. 10 a girl.

The second annual Farm and Ranch Credit School for Commercial Bankers will be held in the Memorial Student Center at Texas A & M College, December 7-10. It is sponsored by the School of Agriculture.

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THE GREATEST SHOW ON EARTH

QUALITY MEATS

SALT PORK lb. 29¢

Armour's Cello Pak

FRANKS lb. 54¢

Armour's Banner

BACON lb. 45¢

Pinkney's Country Style

SAUSAGE lb. 31¢

GROUND BEEF lb. 49¢

I'll Cut Your Steaks The Way

You Like Them



Kimbell's Fresh Green Shelled

BLACK-EYE PEAS

No. 2 Can

16¢

Kountry Kist Whole Kernel

SWEET CORN

12 Oz. Can

15¢

Fillets of Haddock

FISH lb. 63¢

Kuners

SAUERKRAUT 14 oz. can 11¢

Diamond

TOMATOES No. 2 can 15¢

Wolf Brand

CHILI No. 1 can 39¢

Diamond

PORK & BEANS 300 Size 11¢

Hunt's

TOMATO SAUCE 3 cans 25¢

Chuck Wagon

BEANS, Mexican style 300 size 29¢

Ma Brown

Blackberry PRESERVES 12 oz 33¢

Staley's Sweetose

SYRUP Pint 21¢

No Rinse Marvel

CHEER Large Size 29¢

Kimbell's

BLEACH qt. 15¢

HiLex, Fine Fabrics

BLEACH 27¢

Kimbell's

WAFFLE SYRUP Pint 19¢

Mission Sugar Peas

303 Size

13¢

Russett

POTATOES lb. 7¢

BANANAS 2 lb. 25¢

APPLES lb. 15¢

CABBAGE lb. 5¢

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Now Ready For Overseas Shipment

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NOVEMBER 15th
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For sending Christmas Packages to The Boys overseas.

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Hereford Bakery

Plans For Farm and Ranch Credit School For December 7-10 Given

Down to earth farm problems which daily face bankers as they handle farm loans will get top billing at the second annual Farm and Ranch Credit School for Commercial Bankers. The school, scheduled for the period from December 7-10, will be held in the Memorial Student Center on the campus of Texas A & M College.

According to Tyrus R. Timm, professor of agricultural economics and program chairman, the school is sponsored by the School of Agriculture under the leadership of Dean C. N. Shepardson. Activities begin with an informal gathering on the evening of December 7 and concludes at noon on the 10th.

Timm says registration is limited to commercial bankers and some 175 from every section of Texas and adjoining states are expected to attend. Among the subjects up for discussion are soil and water conservation, production efficiency, rental agreements, correspondent loans, outlook for agricultural prices and other related problems. Timm believes the information to be presented

will not only be of tremendous value to the bankers but also to farmers and ranchmen.

He calls special attention to the class sessions to be taught by O. V. Wells, chief, Bureau of Agricultural Economics, USDA, on "The Agricultural Outlook for 1953 and Beyond." Mr. Wells is internationally known for his forecasts and studies in this field. The changing agricultural picture in Texas plus the drought which is well into its third year in some sections of the state has brought many serious problems to the farm loan business, but, says Timm, bankers, as well as leaders of other credit agencies, are to be commended for the positive steps being taken to overcome these obstacles.

Credit, points out the professor, is a mighty important and necessary part of most farming and ranching operations. Also, farm and ranch loans make up a sizeable share of the business of hundreds of Texas banks. Last year he says, 158,915 Texas farmers and ranchmen borrowed \$571,923,000 from 851 commercial banks in the state for carrying on their agricultural enterprises.

Because of the great importance of this phase of the banking business, Timm adds that twenty-eight commercial banks in Texas now have on their payroll full-time agricultural representatives; farmer-banker clinics are proving very popular and that this month the first national meeting of agricultural representatives of commercial banks will be held in Louisville, Kentucky.

Timm believes that the highly commercialized farming and ranching operations in the state will continue to require large amounts of credit and on terms which fit the production and marketing patterns of Texas agriculture. Schools such as the one planned for Texas A & M in December, will help train bankers for doing a better job of fitting their operations into the complex picture of modern day agricultural production.

Timm says requests for reservations and other information on the school should be directed to Dean C. N. Shepardson, School of Agriculture, Texas A & M College, College Station, Texas.



OLDEST CONFEDERATE—Walter W. Williams (above) will be 110 years old on Nov. 14. He is the nation's oldest living Confederate veteran. His wife, Ella Mae, 78, will do most of the work for her husband's birthday party which will be a family reunion at their home near Franklin. (AP Photo)

Wayland Exes To Meet November 22

PLAINVIEW—The Wayland College homecoming queen will be crowned Saturday night, Nov. 22, at ceremonies scheduled between the games to be played by the boys and the girls basketball teams.

Games are between the Hutchinson Flying Queens and Airmail Hosiery of Dallas and the Pioneers and Amarillo Air Force Base teams.

Candidates are Norma Todd, Amarillo; ROSE STEPHEN, HEREFORD; Corrine Cook, Amarillo; Sue Craig, Big Spring; Ruth Cannon, Cotton Center; Juanita Shoemaker, Ventura, Cal.

Mary Ellen Barker, Pampa; Imogene Cearley, Amarillo; Dellanna O'Brien, Pampa; Ernestine Thornburg, White Deer; Dena Cartrite, Fairbanks; JANE WEST, HEREFORD; Carolyn McAdams, Plainview; and Molly French, Floydada.

The coronation will be a climax to homecoming festivities which begin with chapel Nov. 21, when students by secret ballot will elect the queen. In the evening Mrs. Lake Pylant will direct a one-act play, "Consolation," and present the Wayland Words Speech Choir in a program of reading, poetry, and novelty numbers.

On Nov. 22 the exes of Wayland will be honored at a 7 a.m. breakfast in Col. C. C. Slaughter Memorial Center. Other activities include a Homecoming parade in the morning, a noonday barbecue prepared by Walter Jetton of Fort Worth and an afternoon talent program. Preceding the basketball games which begin at 6:30, will be a bonfire and pep rally on the campus.

Seed sweet potatoes for next year's crop should be selected at the time this year's crop is being graded. Discard potatoes that are diseased or have undesirable flesh coloring. Those with a golden or salmon colored flesh are more desirable.

Wet litter in the poultry house is a disease hazard and adds to the possibilities for parasite troubles. On the other hand, a good

litter makes for comfort in the poultry house and is a big aid in the production of clean eggs and healthy chickens.

The Texas 4-H delegation to National 4-H Club Congress leaves Fort Worth on November 28 for Chicago and this annual meeting of the nation's outstanding 4-H members. They will return to Texas on December 5.

Please suggest a good, simple, but effective treatment for oily skin.

One effective treatment is to sponge equal parts of cologne, water, witch hazel and rosewater on the face. Try also to cut down on fatty foods in your diet.

How can I remove ammonia stains?

Ammonia will sometimes change the color of fabric on which it has been used for the removal of spots. When this is the case, the original color often can be restored by applying vinegar and water.

ELECTRIFYING!

THE GREATEST SHOW ON EARTH

Stop Taking Harsh Drugs for Constipation

End Chronic Dosing! Regain Normal Regularity This All-Vegetable Way!

King harsh drugs for constipation can punish you brutally! Their cramps and griping disrupt normal bowel action, make you feel in need of repeated dosing. When you occasionally feel constipated, get relief but save relief. Take Dr. Caldwell's Senna Laxative contained in Syrup Pops. It's all-vegetable. No salts, no harsh drugs. Dr. Caldwell's contains an extract of Senna, oldest and one of the finest natural laxatives known to medicine. Dr. Caldwell's Senna Laxative tastes good, acts mildly, brings thorough relief so fast. Helps you get regular, ends chronic dosing. Even relieves stomach distress that constipation often brings.

Money back if not satisfied. Mail orders to Box 260, N. Y. 18, N. Y.

R. CALDWELL'S SENNA LAXATIVE
Contained in pleasant-tasting Syrup Pops

Tulia Man Wins Election Contest

The winner: A. A. Hallquist of Tulia.

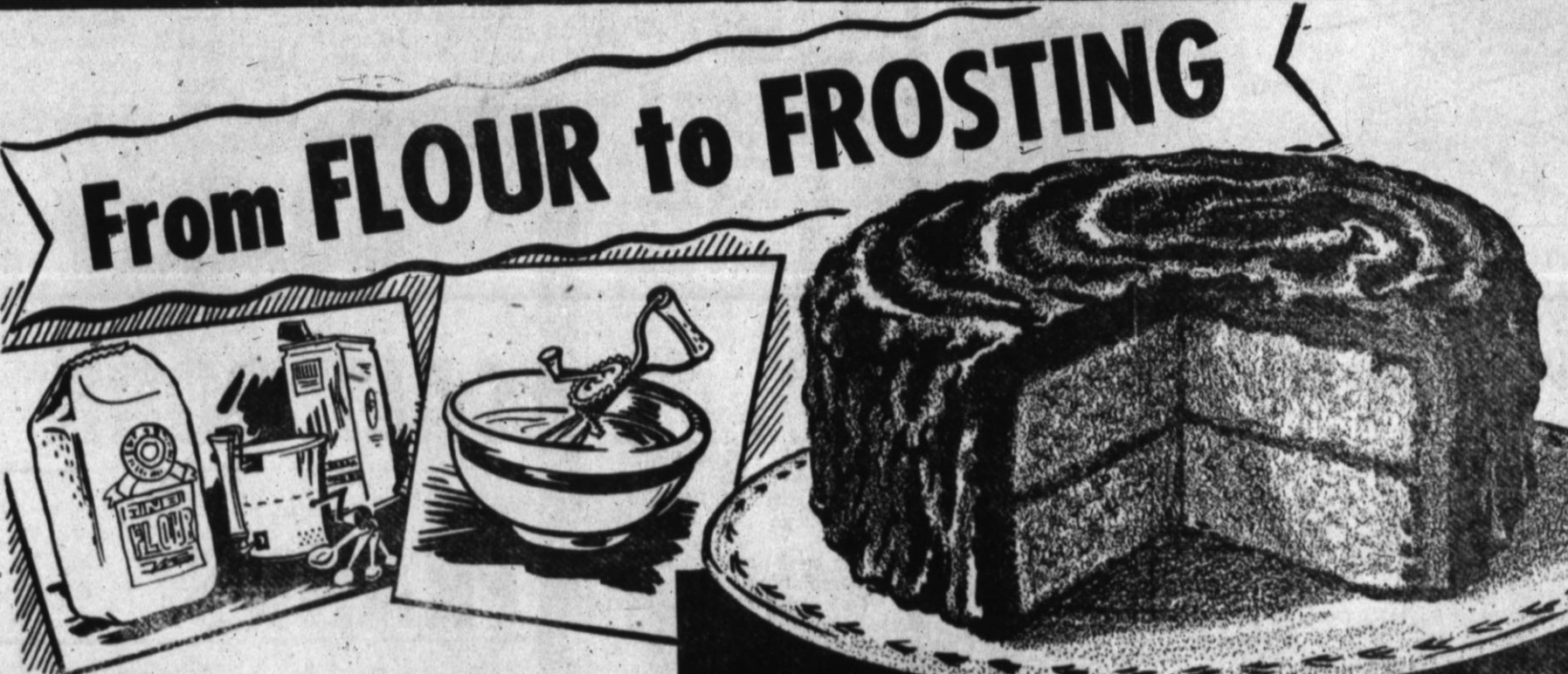
Here is a man who said Eisenhower would poll 443 votes in the Electoral College, leaving Stevenson 88 votes. He said so in his guess in the Daily News contest which closed midnight of Nov. 2. And on Nov. 4, the voters went to the polls and proved Mr. Hallquist an accurate forecaster. They totted up a total of 442 electoral votes for Ike, 89 for Stevenson.

To winner Hallquist goes the \$25 first prize; To Priscilla A. Totten, 3200 Harrison, Amarillo, goes the second prize of \$15 for a guess of 447 for Ike.

Mrs. Jake E. Ehrlich of Shattuck, Okla., the third prize of \$10 for giving Ike 436. Patsy Jo Murdoch of Felt, Okla., narrowly missed the money by guessing 450.

Approximately 1,200 Daily News readers entered the contest. As a whole they gave Ike a 2 to 1 verdict over Stevenson as winner. Few ventured into the 400 class, although Mrs. Roy Anderson of Panhandle predicted the landslide but underestimated the extent of the avalanche.

She wrote, "I think Eisenhower will have all the voters by a landslide. Here's hoping we will have someone in Washington who won't feed the world," but she set her guess at 422 votes for Ike, leaving 109 for Stevenson.



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Powdered
1 lb. Package **10c**

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FLOUR
Shurfine
10 lb. Bag **69c**
Unconditionally Guaranteed!

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SHORTENING
3 3 lb. Can **69c**
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PECANS
New Crop
Georgia lb. **39c**

NUTS, FRUITS, AND ALL YOUR BAKING SUPPLIES AT DOWN TO EARTH PRICES! CHOOSE FROM OUR BIG SELECTION AND SAVE!

The BEST BUYS in BAKING SUPPLIES

If you plan on doing some baking these weekends—or for the holidays ahead—be sure to use the best in baking supplies because QUALITY is the all-important ingredient that makes cakes tastier... pies flakier... biscuits lighter. And you can be sure of getting the finest quality makings for home bakings when you choose your needs from our full and fresh selections of famous brand products. At our low, low prices—they're the best buys in baking supplies.

Sunshine Krispy CRACKERS 2 lb. box	39c	Modart - 4 oz. SHAMPOO	49c
Shurfine - White or Yellow POP CORN 6 cans	\$1.00	Mennen's BABY MAGIC	49c
The Very Finest Shurfine MILK 7 tall cans	\$1.00	In-Plastic Container Hersheys Cello Pkgs. CHOCOLATE BITS	19c
No. 2 Can - Heart of Plains TOMATOES	15c	Maryland Club COFFEE	1 lb. 75c

WHITE KING WATER SOFTENER gl. box 45c

WHITE KING SOAP GET THE REAL THING gl. box 49c

Quality Meats	Farm-Fresh Produce
CALF LIVER All Meat	Fancy Calif. AVOCADOS each
BOLOGNA U. S. Good	LEMONS doz
BEEF ROAST Swift's Premium	Cello Package CELERY HEARTS
BACON	23c
We Have "Ready To Eat" Hams	

Order Your Thanksgiving Turkey or Duck Now! WE RESERVE THE RIGHT TO LIMIT QUANTITIES

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We'd like to show you what it can do on your farm—to save you work and save you money. How about a free demonstration?

These International advantages can't be beat

- Silver Diamond valve-in-head engine—built in the world's largest truck engine plant.
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- The traditional truck toughness that has kept International first in heavy-duty truck sales for 20 straight years.
- 115 basic models with hundreds of specialized variations. Everything from 1½-ton pickups to 90,000 lbs. GVW ratings.
- Largest exclusive truck service organization.



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Before you buy any truck, let us give you a list of farmers in this area who have recently bought new Internationals like the one you're interested in. Check with them. Find out how Internationals cut hauling costs on jobs like yours.

International L-160 series offers GVW ratings from 14,000 to 16,500 pounds, a wide variety of body styles for every farm hauling job.

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INTERNATIONAL TRUCKS

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DIMMITT NEWS

Hotel Brashears At Dimmitt Is Damaged Considerably By Blaze

By Mrs. C. J. Mapes
Hotel Brashears, owned and operated by Mrs. Etta Brashears since early 1930 was damaged by fire last week.
The room where fire originated was damaged considerably, but due to the quick action of the fire department and very little wind, the flames were confined to a small area.
"Repairing and re-decorating will be carried out without halting hotel operations," said Mrs. Brashears.
A cigarette was the determined cause of the fire.
Mrs. Faye Kenmore is enjoying a visit from her son Herschel and family from Hedley.
Herschel brought along his cotton-stripping machine and is operating early and late.
Yuletide signs are soon to be waving in the wind, as garlands of red and green tinsel, crossed and inter-crossed interlaced by multifarious bulbs and jingle bells.
Neon smiles from old Santa, atop business houses and dwellings and evergreens, are to be pointed to by exhilarated youngsters.

last week.
Mr. and Mrs. Monroe Gilmer took a short trip last week end to visit their daughter and family, Mrs. May Clevenger at St. Jo, Texas: They went from there to Ada, Okla., to visit a sister of Mr. Gilmer.
Lumbermen from Quitque, Silvertown, Tulsa, Floydada, Crosbyton, Littlefield, Levelland, Spur, Plainview and Muleshoe received a social treat from Mr. and Mrs. John Nickols upon their arrival in Dimmitt last Thursday night. 12 lumberjacks were represented.
A sumptuous meal was served by the Methodist ladies in the Fellowship Hall, at the First Methodist church to 55 guests.
A record crowd attended the "Womanless Wedding" at the High School auditorium Monday night. It was a benefit program for the band to secure uniforms.
Bill Webb, a former resident, now if Lelia Lake, is ill again. It is reported he is in Colorado for medical aid.

SNOOPIN AROUND

By The Rambler

Well we have had about all of it this week, not of course that we expect to get, but with the start of the snow and the little cold snap then a guy slams into the office and says that he wants the Hallow'een taken off the windows and the IKE stickers off the cars.
Another bird breezes in with the startling info that he has the answer to the Flying Saucers, Tea, we say, and he outs with they are Hoover Soupbones.
We rush him out of the office without messing up the place and then a real piece of news, this concerns some improvement to the Hereford water system which item will be found elsewhere in this edition. Didn't think it could be improved.
Had a call the other day from Ft. Worth wanting to know how Hereford voted, seemed surprised that the folks up here did the same as the rest of the state.
HEREFORD THIS WEEK, MOURNS THE LOSS OF MAYOR DAMERON.
Well we had a little cold snap but P.H. bet its cold in Chicago.
Too many people are thinking of security instead of opportunity, they seem more afraid of life than death.
I'll be seeing you.

Early Christmas shoppers jam Dimmitt stores, making early selections from the large, artistic display of Christmas gifts from packed store shelves and the assurance of "plenty more" in the store room".
Courtesy and smiles extended by the alert clerks, re-iterates, "Christmas comes but once a year".
The Elephants Club made a joyous day for Mrs. Clem Maples last week in her home when they gathered to celebrate her birthday.
Mrs. Maples received many lovely and useful gifts from the club, neighbors and family.
The club, a jolly twelve, have created much pleasure and usefulness throughout the year.
A state-wide stewardship meeting conducted by the Laymen of the First Methodist church is slated for the week preceding Thanksgiving.
Mrs. Mabel Carter acted as hostess for Hotel Rawlins for a number of years and still pinches occasionally, but right now she is recuperating from a recent illness. She has been a visitor in the homes of Mr. and Mrs. J. C. Fulfer Sr., and Mr. and Mrs. Cleve Tate recently.
Many new homes are under construction in Dimmitt. The home of Mr. and Mrs. Bradley Fulfer is nearing completion and Mrs. Fulfer states they plan to hold open-house on completion.
Kay and Lou Fulcher, daughters of Mr. and Mrs. Martin Fulcher are guests of their grandparents, Mayor and Mrs. E. B. Wright.
Mr. and Mrs. Fucher are attending the National Swiss Cattle Association in Chicago.
J. D. Alford and wife of Mountaineer, N. M., were looking after business interests and visiting relatives and friends in Dimmitt

Testimony Opens In Fatal Shooting Case

DUMAS — Testimony in the trial of Oran Wilson Sr., charged with the fatal shooting of his son, began Monday in 69th District Court in Dumas.
Selection of a jury was completed at 5 p.m. and court recessed until 6:45 when the night session began.
Wilson, operator of a liquor store at Etter, is charged in the Christmas Day shooting of his son, Oran Wilson Jr., a 30-year-old Amarillo salesman.
Young Wilson, a Marine veteran, died in a Dumas hospital some 15 hours after he had been shot with two bullets from a .32 Colt automatic pistol. The shooting occurred in the senior Wilson's store in Etter.
The victim's mother and his bride of a month were in the store at the time of the shooting.
Jurors who will serve in the case, which is being heard before Judge Harry Schultz of Dalhart, include: J. L. Woods, Sunray; Richard Carleton, Shamrock; W. B. Bray, Dumas; Roy Brockman; Guy Regd, Dumas; Kelly Hagood, Dumas; Woodrow Bennett, Dumas; William R. Dale, Dumas; J. G. Davlin, Dumas; C. B. Spradling; Carl Moffatt; and Gordon Bailey, Dumas.
In his questioning of jurors, Col. E. A. Simpson of Amarillo, defense attorney, indicated he would ask a suspended sentence for Wilson.
Dist. Atty. Floyd Richards of Dalhart did not qualify jurors on the death penalty.

Receives Word Of Arrival Of Grandson

Mrs. E. F. Drury, Hereford received word Tuesday night of the arrival of a new grandson, Jarry Lynn, son of Mr. and Mrs. C. E. Drury, Route 2, Midland, Texas.
The baby was born early Tuesday morning in the Midland county hospital at Midland. Mother and child are reported as doing fine. The couple have a daughter, Pamela Ann, age 2.

U. S. Good Loin STEAK lb. 79c
U. S. Good Round STEAK lb. 89c
Sliced - Tall Corn BACON lb. 49c
U. S. Good - ARM - Choice Cuts ROAST lb. 62c
Short Ribs of BEEF lb. 39c
YOUNGBLOOD'S FRYER CUTS LEGS or THIGHS lb. 98c
BREAST or WISHBONES lb. 1.08

COMPARE THESE PRICES

Lift Your Spirit's WITH A DELICIOUS BREAKFAST FROM YOUR

Salad Dressing
MIRACLE WHIP
Qt. Jar 55c

Remarkable Barlett
PEARS
No. 21-2 Can 33c

FURR'S FINEST FLOUR 25 LB BAG \$1.67

MEXICAN STYLE BEANS No. 300 Can 14c

PLAIN CHILI No. 2 Can 59c

BEEF TAMALES No. 300 Can 22c

CHICKEN TAMALES 2 No. 300 Cans 59c

CHICKEN ENCHILADES No. 303 Can 40c

BEEF ENCHILADES No. 2 Can 45c

ORANGE JUICE 2 6-oz. Cans 35c

PEACHES 12-oz. Pkg. 29c

BROCCOLI SPEARS 12-oz. Pkg. 29c

CAULIFLOWER 12-oz. Pkg. 29c

BRUSSEL SPROUTS 10-oz. Pkg. 33c

SPINACH 14-oz. Pkg. 23c

NUCOA Lb. 29c

GRAPE JUICE 24-oz. Bot. 38c

HI-LEX qt. bot. 17c

SWAN 3 Med. Bars 25c 2 Lge. Bars 25c

FINE EGG NOODLES Lb. Pkg. 29c

SPAGHETTI Lb. Pkg. 21c

MACARONI Lb. Pkg. 21c

WOODBURY'S 4 Reg. Bars 36c

WOODBURY'S 2 Bath Bars 25c

GERBERS 8-oz. Pkg. 17c

MRS. TUCKER'S SHORTENING 3-lb. CTN 69c

BIG BEN PORK & BEANS NO. 2 1/2 TINS 37c

Boiled Corned Beef and Cabbage
A McCall's Magazine Fall-Proof Recipe
3 lb. corned beef (Use hot, ramp on plate)
6 whole medium potatoes
6 whole carrots
1 head raw cabbage
1 tablespoon chopped parsley
Run meat under cold water to remove brine. Then place beef in a big kettle and cover with cold water. Cover tightly and bring to a boil. Once it's boiling, turn down heat and simmer 2 1/2 to 3 hours. Beef is done when you can pierce it easily with a fork.
Twenty minutes before meat is done, add peeled potatoes and scrubbed carrots.
Ten minutes before meat is done, add cabbage because it keeps quartered. Leave the heart or core in cabbage, because it keeps its shape and looks prettier on the platter. Serve vegetables around meat and sprinkle potatoes with chopped parsley.

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Fresh Fruits & Vegetables

U. S. No. 1 Idaho **POTATOES** 5 lb. 35c

Sweet & Juicy Calif. **ORANGES** 2 lbs. 25c

Home Grown Hereford **LETTUCE** lb. 15c

Winesap Best For Baking Or Eating **APPLES** 2 lbs. 25c

New Crop Fresh Roasted **PEANUTS** lb. cello bag 25c

Tokay **GRAPES** 2 lbs. 29c

Fresh **Cranberries** lb. cello bag 25c

BALLARD BISCUITS 2 cans 15c

COCA COLA 6 Bottle cin. 19c

Plus Deposit on Bottles

JELL-O All Flavors 3 Boxes 25c

Pinto **BEANS** 5 lb. Bag 39c

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To Relieve Misery of **COLDS take 666**
LIQUID OR TABLETS - SAME FAST RELIEF

"I like my Dearborn"

It's automatic heating of its best!

BLANTON BUTANE, INC. Phone 551

AMAZING!
THE GREATEST SHOW ON EARTH

Stokely's ASPARAGUS 2 300 Cans 59c

American Beauty Sauer Kraut 6 No. 300 Cans 59c

Sweet Sixteen OLEO 2 1 lb. Pkgs. 35c

Pride Of Ozarks Sweet Potatoes 2 no 2 1/2 cans 59c

Rotel TOMATOES 3 No. 2 Cans 57c

Garth Cut GREEN BEANS 4 303 Cans 59c

Aywon Beans & Potatoes 4 303 Cans 59c

Garth Cut BEETS 2 No. 2 Cans 25c

Swift's CORNED BEEF 12-oz. Can 54c

Hunts Whole Unpeeled APRICOTS No. 2 1/2 Can 33c

Adams Blended Juice ORANGE JUICE 46-oz. Can 29c

KARO SYRUP White, Red Label No. 5 Can 67c Dark, Blue Label No. 5 Can 67c

Milk DARICRAFT 2 Tall Cans 29c

Toilet Soap LUX 3 Reg. Bars 23c 2 Bath Bars 23c

Soap RINSO Giant Pkg. 57c

Soap RINSO Lg. Pkg. 27c

Soap BREEZE Giant Pkg. 57c

Facial Soap WOODBURY'S 4 Reg. Bars 36c

Facial Soap WOODBURY'S 2 Bath Bars 25c

Toilet Soap LIFEBOUY 2 Bath Bars 23c 3 Reg. Bars 23c

Soap SURF Giant Pkg. 65c

Baby Food Cereals GERBERS Oatmeal - Barley - Rice 8-oz. Pkg. 17c



By JIMMIE GILLENTE

Here we go again. Some of the preachers are upset. Two of them at least have voiced complaints about the column last week. They say they took no offense at the constructive criticism concerning decoration of church grounds or buildings. However, they felt it was most unfair to intimate that they could not take criticism. Maybe they are right, too. One of them says that a preacher gets more criticism than anybody else in the world.

"You can take off your coat and invite them out in the alley," he said, "but a preacher just has to grin and take it. Son," he says, "you don't know what criticism is until you have been a preacher."

I apologize to the preachers. I am sorry. I should have said "some preachers" and not been so general in scope. However, I still argue with the guy -- just a little bit -- when he says I don't know the meaning of criticism. Everyone thinks his job is the hardest, I guess, but a preacher lives a tough life. Even the preacher's children come in for a lot of static. If they do right they are often called "sissy" and if they do something out of line some people are quick to brand them as the "meanest kids in town." Really and truly, though, Hereford has a wonderful group of preachers.

Beginning to hear a little talk about the proposed school building program. Some "for" and some "against" the \$850,000 bond issue. People who have predicted that it would fail the past two times are saying "Well, it might pass." Anyway, I am glad to hear some comment. Every one should vote, regardless of his sentiment.

Jessie Radovich says people were all wrong about those rabbits running for the Rio Grande when Ike was elected. She says they first heard Stevenson was leading and tore out for the coast to protect the Tidelands. Regardless of feelings about developments the American people have a lot of fun. Sometimes, I think that is what really makes this the greatest nation in the world: our ability to retain our morale under any circumstances.

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For hospital cleanliness, get Hi-lex liquid Bleach!



Impartial survey shows



WHITE SWAN BEST AMONG SIX LEADING COFFEES!

Grant Fuller also dropped by with the straight dope in John Quincy Adams. Grant says he has a picture of the gentleman -- and that John Q. was baldheaded. Back in those days they wore wigs a lot, but Grant is really positive. Eisenhower, then, is the nation's second baldheaded president. This is really a little bit odd when you stop to remember how many bald heads there are in business and industry -- and so few in our No. 1 office. Guess maybe people vote on appearances. This time, however, they had no choice. Stevenson was also bald. Otherwise, it could have made a big difference. Maybe that's the reason.

Mayor W. E. Dameron is gone. Hereford and Texas and the United States have lost a fine man and a good citizen. Elmer, as his friends knew him, contributed much to this town and this community as any man who ever lived here. Being able to do this was, in a large measure, realization of a life-long dream of Mr. Dameron. He always retained a deep, sincere feeling of humble gratitude for success and achievement which this community made possible for him. The long, hard hours he put in as mayor, Mr. Dameron looked upon as a sort of repayment of a similar service others had invested in his behalf when he was a young man.

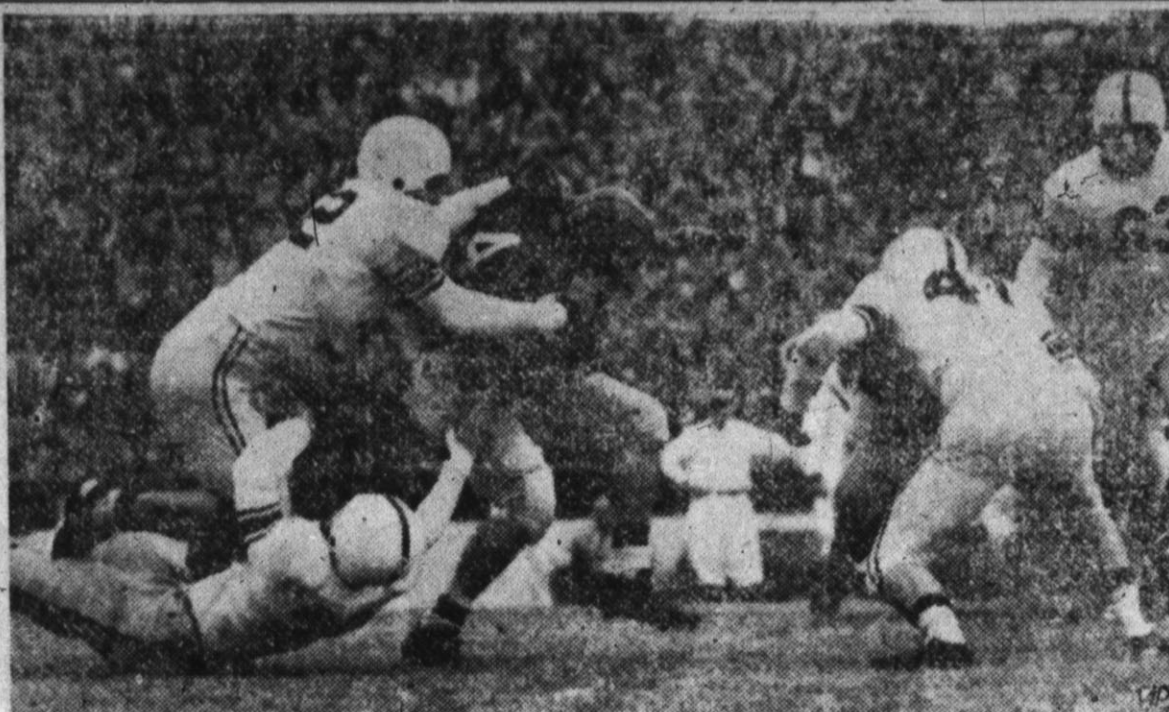
A lawyer by profession, a breeder of purebred cattle by trade, and mayor at the insistence of his neighbors and fellow citizens, Mr. Dameron lived to see many of his dreams come true. He saw Hereford, under his guidance, grow from a sleepy town of less than 2,500 into a bustling little city of more than 5,000; pavement now stands in tribute to Mr. Dameron, where cars formerly drove through dirt and mud. A home rule charter has replaced obsolete regulations; sewage and water facilities have expanded in keeping with the growth of the community. Mr. Dameron had help and assistance, of course, but to his vision and driving energy can be attributed much of the growth of this community in recent years. He was a natural born leader and, like other things he undertook, he always put his whole heart into making Hereford a better community in which to live.

Parks and park developments were a hobby of Mr. Dameron. He felt that Hereford was one of the few towns in the Southwest with available land and potential for a great and beautiful park system. He worked and staved, while his health permitted, toward this accomplishment. Unfortunately, he did not live to see it completed, in reality, but the program is in progress -- and is following the lines of which he often saw in his dreams.

If you will let your mind drift ahead a few months to perhaps June, 1953, you can see long shadows from stately trees spread across stretches of green grass in Lake Park; as they lengthen they will fall upon many people, folks like you and me. Some will be picnicking, others will be visiting and talking. These folks are from every walk of life; they are wearing short sleeve sport shirts, slacks and gay dresses; they are laughing and having fun. Suddenly, your thoughts are interrupted by shouts, squeals and yells of delight as youngsters careen down slides, ride see-saws, swing, or spin on tiny carousels. They, too, are happy and contented.

This is the picture many people will see next summer and for many summers to come. It first appeared in the mind of a little man with a shock of iron-gray hair, a little man with a fighting heart who was willing to forego convenience and comfort, even in time of illness and distress, so that his friends and neighbors, might progress and prosper.

Yes, Elmer Dameron was a fine man and a great American.



HARD DRIVING — Southern Methodist's hard driving back Jerry Norton (44) shakes off Texas A&M back John Salyer (20) as he is ridden down by an unidentified Aggie tackler on the Aggie 10-yard line for a 3-yard gain in the first quarter of the game played in Dallas. Other players are Aggie back Joe Boring (41) and guard Marshall Rush (63) and SMU center Bill Fox (52). (AP Photo)

Red Raiders May Lose Another To Hardin-Simmons Cowboys Saturday

Texas Tech's chances of breaking back into the win column don't look any brighter this week.

Now carrying a 1-6 record, the Red Raiders play always-tough Hardin-Simmons University at the Cowboys' Homecoming in Abilene Saturday afternoon.

Besides boasting the nation's No. 1 rusher in Rodney Williams, the Cowboys also sport two victories over teams that have beaten Tech.

Texas Western, 20-14 winner over Tech, fell by a 27-26 score to Hardin-Simmons in El Paso Saturday. Tech meanwhile was losing 34-19 to North Texas State, a team defeated by Hardin-Simmons 28-12.

Coach DeWitt Weaver may have to make additional changes in the Tech lineup.

His freshman fullback, James Sides of Lubbock, leading ground gainer against North Texas, is on the doubtful list after hurting his shoulder in the game. Rick Spinks of Kermit, previously Tech's best rusher, is out for the season with a broken ankle. So, the relieve Sandy Welton of Gail, Weaver may move Jim Turner of Olney to fullback.

Turner has been playing defensive halfback and sharing some of the left halfback duties.

Tech overcame a 14-point North Texas to go ahead 19-14 in the third period, but couldn't hang on. The Eagles sewed up the game with three touchdowns in the final period.

Bobby Cavazos of Kingsville scored Tech's first two touchdowns, then lateraled to Welton for the third.

Next home game is the University of Tulsa, Nov. 29.

Q. How can I put out a blaze caused by fat that has spilled on the stove?

A. Throw salt on the blazing fat to extinguish the flame. Salt thrown into the hot oven when pie or pudding boils over will do away with much of the unpleasant odor.

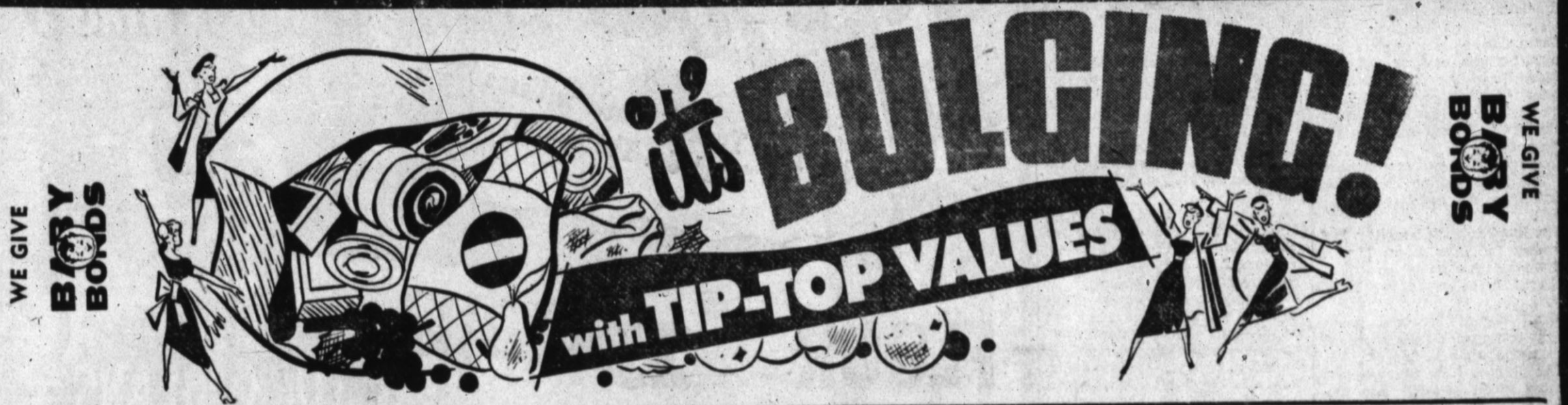
Miss Pat Walton Is Pledging College Service Organization

Miss Pat Walton, sophomore at West Texas State College, is currently pledging Buffalo Gals, girls service organization.

Daughter of Mr. and Mrs. Floyd E. Walton of Hereford, Miss Walton is a member of the Mary E. Hudspeth honor society for freshmen and sophomores, the A Cappella Choir and the WT Band. She is a music major.



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Sandwich-Spread Kraft's - Miracle Pint Jar 29c	CORN Niblet - Vacuum Packed Whole Kernel 12 oz. Can 17c	
MUSHROOMS White Swan - Item & Pieces 4 oz. Can 33c		

SPAGHETTI Ranch Style no 300 Can 17c	HERSHEYS PLAIN or NUT 25c Size Bar 19c	LUNCHEON PEAS White Swan - Fancy no 303 Can 23c
BEETS, Sliced White Swan - Fancy 2 no 303 Cans 29c		PEAS & CARROTS Libby's no 303 Can 21c
APPLE SAUCE White Swan no 303 Can 19c	KARO Blue Label no 1 1/2 Bottle 21c	FRUIT COCKTAIL Libby's - Fancy no 2 1/2 Can 37c
BEANS Ranch Style 2 no 300 Cans 25c		DIAL SOAP 2 Bath Size 37c

ORANGES TEXAS HAMLIN SWEET 6 lb. Bag 49c	TUNA Wapco - Chunk Style Can 33c	SPAM 12 oz. Can 43c
CELERY Pick-O-Morn - Wrapped Pascal lge. stalk 17c	Cranberries Eatmore lb. 29c	BACON Corn King, Sliced Layers lb. 45c
SPUDS U. S. No. 1 Texas Russet 10 lb. 56c	BEEF ROAST Good & Choice lb. 59c	BEEF Ground lb. 45c
	BEEF short ribs Good & Choice lb 39c	

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sport slants

By John Bennett

PLENTY OF DUCKS

I drove out to the Dawn area Sunday afternoon late with Cecil Massey, looking for a likely spot to hunt ducks and to see just how the duck migration had progressed this season . . . and there appears to be no shortage this season. About six o'clock and possibly a little earlier the ducks were coming into that area to grain fields by the swarms. Flock after flock were coming in from Buffalo Lake just before dark and were landing in the fields by the thousands. I don't believe I have ever seen a sight quite like it . . . one that would make any hunter get trigger-happy pretty fast. Believe it or not, we didn't take a shot at a duck. We didn't notice any geese in the flights but Cecil tells me that it is probably just a little early for them to come in in any great numbers yet.

GOOD SHOW AT THE BARN

Saturday night the wrestling fans got their money's worth in one of the best cards that has been held at the Bull Barn in several weeks. There was plenty of action . . . and plenty of excitement in the 5-man wrestle royal that was presented. Hereford's Bob Cummings, who always is the favorite when he appears at the Barn, got off to a bad start and was eliminated in the scuffle right off the bat and left for the showers. Jesse James, a good-looking wrestler from Houston, won in the final stages of the wrestle royal taking the tough Art Nelson in two out of three falls. Some of the fans got mighty excited over the whole thing.

FLOYDADA WAS TOUGH

The Floydada Whirlwinds just about proved their names in the game last Friday when they dumped the Hereford Whitefaces 31-0 in the Herd's first conference game of the season. After this game Floydada club should coast through the remainder of their conference games and take the title for this district. That game was a rough and tough one with some hard blocking and tackling on both sides. Had quite a spill in the first half when it seemed as if half the players on both teams came out of bounds and dumped me, camera and all. The camera

only went into several pieces but wasn't damaged and was able to finish the game. In taking night football pictures, the closer the play is to you, the better the pictures are likely to be . . . due to the source of light from the camera's flash equipment. But the closer you are to that play the chances of getting run over are increased. And that is just what happened . . . but I can manage to walk without a limp now. First aid from the Hereford's team managers patched up the skinned hide at the half.

CANYON MAY BE SURPRISE

The Canyon-Hereford game here this Friday at Whiteface Field may turn out to be quite a surprise . . . and don't be taking the Canyon club too lightly, either for they have a pretty good squad. Canyon dumped the Tulia eleven, the other team in this conference, Friday night to the score of 14-6, which wasn't expected. Hereford has had a lot of hard luck or something this season. They have lost games that they shouldn't have . . . and they stayed closer to other teams in scoring than they should. The Whitefaces have won over Muleshoe and Friona and that is it for the season. They have two more games, both conference games to be played here, left on their 1952 record . . . and they ought to win them. Gametime is 7:30 p.m.

SOUTHWEST CONFERENCE

Looks like it will be Texas for the Southwest Conference championship this year . . . but not for sure on this one. The Longhorns dumped the Baylor Bears 35-33 Saturday, as did Rice to Arkansas. SMU stayed in the running by beating Texas A & M but they are due for a spilling when they meet Texas . . . and Baylor, TCU played Wake Forest in an inter-sectional game winning that one 27-9 and are still to be contended with in the race.

QUITE A GAME

That Baylor-Texas game was something . . . just ask Cecil Massey if that isn't one for the books. Cecil had to buy a new shirt after that one for during the excitement, it seems he chewed both pockets off his sport shirt. Cecil played tackle for Baylor and really takes it hard when the Bears lose.

Meet Your Team . . .



DUANE WALLACE, Whiteface back wears 27 jersey and is a junior this year. This is Duane's first year out and he has been playing a lot of ball for the Herd. He weighs 152 pounds. Photo by W. H. Patton.



GENE WHITE, Whiteface end, has missed a lot of the action for the Whitefaces this season due to a shoulder injury received at Levelland. Gene hasn't suited out since that game. Photo by W. H. Patton.

Whitefaces Take On Canyon Club In Conference Game Here Friday

Hereford's Whitefaces may have their hands full here at Whiteface Field Friday night when the local club takes on the Canyon eleven in the second conference game for the Herd this season. Gametime has been changed to 7:30 for this game at the local field.

upset probably this past week when they beat the Tulia club, another member of this conference, 14-6.

Tulia was favored to win that one and was in the figuring for the title.

Floydada will be the team for the title for they not only have a hustling team . . . they have a

lot of talent to go with it. Their backs are speedy and hard running and their passing attack is also good. They turned in a game just about what the 31-0 score

over the Whitefaces showed. They led in first downs 16 to 8 over the Hereford club. That game started out to be a close one with the Whitefaces holding their own . . . play for play . . . until the Whirlwinds caught up with them. Hereford was just a little outclassed.

Hereford has played some good teams this season and it wasn't expected for them to win them all. The Whitefaces should be on equal rating as the other two remaining teams they have to meet in the conference playoff.

The Whiteface line played some fine ball Friday night at Floydada but just couldn't hold the hard-driving Clark, Bearden and Helms. Helms is a good passer and he kept the Whiteface's defensive team loosened up for his hard charging backs to gain running room.

Coach Russell's team will be in good shape for the game Friday night as no serious injuries were encountered in the game with the Whirlwinds.

The Hereford Brand SPORTS

Hereford, Texas, Thursday, November 13, 1952 Section Two

Jesse James Wins In Five-Man Wrestle Royal At Barn Saturday

Jesse James from Houston came out as the winner of a 5-man wrestle royal at the Bull Barn Saturday night, taking the roudy Art Nelson from Canada in the final two out of three falls.

Starting off the night's card in the 5-man scramble were Art Nelson, Jack O'Reilly, Jesse James, Frankie Murdock and Bob Cum-

mings. Bob Cummings, the local favorite, didn't last very long in the match as he was ganged and sent to the showers before the match was five minutes under-

way. The first man beaten (Bob Cummings) was eliminated from the match. The second and third men beaten (Frankie Hill Murdock, the second and Jack O'Reilly, the third) met in the semi-final event for two out of three falls with a 45 minute time limit.

Murdock took his first fall over O'Reilly with his sleeper hold and had the rough O'Reilly out after 11 minutes . . . O'Reilly came back in the second to win in 10 minutes with a hammer lock with knee thrusts. O'Reilly also took the 3rd and the match in a minute and a half with the same hold.

Blond and tough Art Nelson and the night's favorite, Jesse James of Houston, met in the final event in a two out of three falls with an hour time limit. James took the first fall over Nelson with a series of drop kicks and a top body press in 11 minutes, much to the delight of the fans, who took a dislike to Nelson from the moment he entered the ring. Nelson received quite an ovation of boos on all his en-

Continued on page 2

High School Games Played Last Week

- Clarendon 25, Panhandle 13
- Dumas 39, Perryton 0
- Canyon 14, Tulia 6
- Levelland 13, Muleshoe 6
- White Deer 12, McLean 7
- Stinnet 13, Groom 7
- Spearman 25, Vega 12
- Silverton 21, Matador 7
- Turkey 25, Quitaque 0
- Friona 61, Anton 33
- Bovina 13, Farwell 0
- Littlefield 53, Paducah 25
- Tehoka 32, Post 0
- Phillips 39, Dalhart 7
- Ralls 34, Lockney 7
- Crosbyton 48, Kress 7
- Seminole 41, Andrews 6
- Hobbs 20, Plainview 13
- Olton 28, Amherst 0
- Abermathy 27, Hale Center 14

FOIBLES

By Kent Snare

Canyon at Hereford — I hope somebody reads this interim interstice.

Texas A & M over Rice — On account of the subject, she being of the finer type.

Texas over TCU — I won't attempt to qualify as a crusader, but she could.

Texas Tech at Hardin-Simmons — And it is only on account of this exceptional lady, that I even attempt to scribe it, ineptly as is my wont.

Baylor over Houston — Whether anyone realizes it or not, Hereford is blessed with one particular magnificent and unselfish person, in its public school system.

East Texas over South West Texas — One who has a great and good heart and an even larger capacity for doing good.

SMU over Arkansas — Even in the course of her daily work, where she could easily be so overwrought as to lose all perspective;

Fancy and Plain

Texas Western over Arizona — But not she, even while in constant contact with the youngsters she has the foresight, the compassion and the understanding to approach and help the indigent children who come to her attention.

West Texas at Trinity — She dispenses soap, and socks, and self respect, to many a wee one.

Michigan State over Notre Dame — Deriving much satisfaction therefrom I am sure. Since therein lies her content for a good accomplishment and a big-eyed gratitude from the kinder.

Northwestern over Iowa — Natural, the backbone of America is the momma, plus the lady with momma in her. Which fortunately all of the lady types qualify for, more or less.

Illinois over Ohio State — And if they don't got a brood of their own, they find one, here and there.

Georgia Tech over Alabama — Continued on page 2

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Foibles....

(Continued from page One)

To boost this good samaritan aid, why not some additional funds for her disbursement, it will be used wisely and well.

Penn over Army — Every child whose self respect she polishes and whom she puts at ease while she starts to learn to be a decent citizen, would be a big marker to those who would help.

Syracuse over Colgate — It is beyond our comprehension, to realize how hard it is on a wee tad to be displaced for being dirty, disheveled and under-clothed, and through no fault of his.

Maryland over Mississippi — Likewise, it is incomprehensible to us, to realize how great a lift this kindly lady affords those she helps.

Princeton over Yale — She cannot maintain constant care of them but she does instill pride and hope, and observation shows much fruition from her efforts.

Washington State over California — Why wouldn't this make an excellent project for some service club?

Washington over USC — She has some good help from one fine organization, but it is insufficient and too much for them to assume wholly. You don't think the problem is here, and is enormous? Well, it is, even if we don't relish recognizing it....

Jesse James..

(Continued from page One)

agements here as he resorts to all sorts of trickery and rough play on his opponents.

Nelson came back in the second, winning that one over James with a body jack-knife in 10 minutes.

James took the match in the third fall with a jack knife scissor over Nelson in 15 minutes. It was one of the best cards at the Barn in several weeks.

Q. How can I prevent leather furniture from cracking?
A. It pays not to neglect the leather furniture. A good rubbing with linseed oil occasionally will prevent it from cracking and drying.

Winners Named In Ladies' Sunday Golf Tournament

Winners in the Sunday Ladies' Golf tournament have been named as follows:

SEMI-FINAL RESULTS: Lucille Posey defeated Helen Ann McWhorter 1 up, Genevieve Guseman beat Sybil Nell Gilbreath 5 and 4.

FINAL PAIRINGS: Lucille Posey vs. Genevieve Guseman.

FIRST FLIGHT: Final Pairings, Rowena Posey vs. Toni Kaufmann.

CHAMPIONSHIP CONSOLATION PAIRINGS: Rheba Barrett vs. winner of Tiny Lee Roberson and Kathryn Jenkins match.

FIRST FLIGHT CONSOLATION PAIRINGS: Teresa Lamm vs. winner of Jean Streu and Pat Loerwald match.

Drought Increases Fire Hazards For Texas Forests

Halloween was no joke for Texas Forest Service employees who battled wild forest fires seven days a week throughout October. Most of the fires were caused by careless smokers.

Approximately 70 per cent of 1952 forest fires in Texas occurred in October. Forest fires like nothing better than a dry fall following a dry summer. Poor visibility due to smoke and numerous accidents hampered fire control activities.

Forest fires have no respect for property or life. At least nine houses were destroyed in the two-day period of October 27 and 28. Barns, fences, hay crops, and livestock were also lost in the wild forest fires. Even the smallest fire kills little trees, trees needed to supply forest products for the next generation.

Texas Forest Service officials were discouraged by weather reports which promised no relief. Land owners were cautioned to discourage hunting in their property during the current drought. If hunting is permitted, hunters should be cautioned to refrain from smoking. Use of warming fires should be discouraged. Bush burning or burning of fields should be postponed until a safer period. Chaperone your cigarette; don't let it go out alone.

Milk Production may be cut as much as 25 per cent by heavy infestation of cattle grubs in the milking herd.

Meet Your Team....



PAUL SCHROETER, 130 pound senior back, has been out of action for about a month now with a broken foot. This is his last season with the Whitefaces. Photo by W. H. Patton.

State Health Officer George Cox Working For Increased Funds, Better Facilities

State Health Officer, Geo. W. Cox intends to put a copy of a resolution urging increased operating funds and better working facilities for the State Health Department in the hands of "all interested persons."

The resolution, calling for legislative appropriation of 62 cents per capita for public health, was passed September 22 by the State Board of Health. Current appropriations amount to 20 cents per capita.

Based on a population of 7,750,000, 62 cents per capita would yield \$4,805,000 in operating funds for the money-short department, the resolution points out, providing "sufficient money to hold together the present development and an opportunity for conservative expansion."

Part of the expansion, according to Dr. Cox, would be a research laboratory.

"The way things are now, we either neglect research work, or ask our friends in other states to conduct our work for us, and that

is limited, he said.

He said he was "only trying to build for the state a program that will give the people the best and the most in public health".

Present laboratory facilities are housed in a twenty-five year old brick building on East Fifth St., adjacent to the million dollar State Health Department building which was built in 1943.

Shelters for experimental ani-

mals occupy a large portion of laboratory space. Operating space for several divisions of laboratory activity are crowded together.

The State Board of Health described identification, prevention, and economic control of disease as the "greatest essential need at the present time."

To meet the need, the Board made available \$400,000 of federal hospital survey and construc-

tion funds which the Board administers, with the understanding the Legislature would contribute an equal amount toward a new laboratory research building.

"It is the considered judgement of the State Board of Health," the resolution reads, "that to request of the Legislature an appropriation of funds in the amount of \$4,805,000 is without question amply justified."

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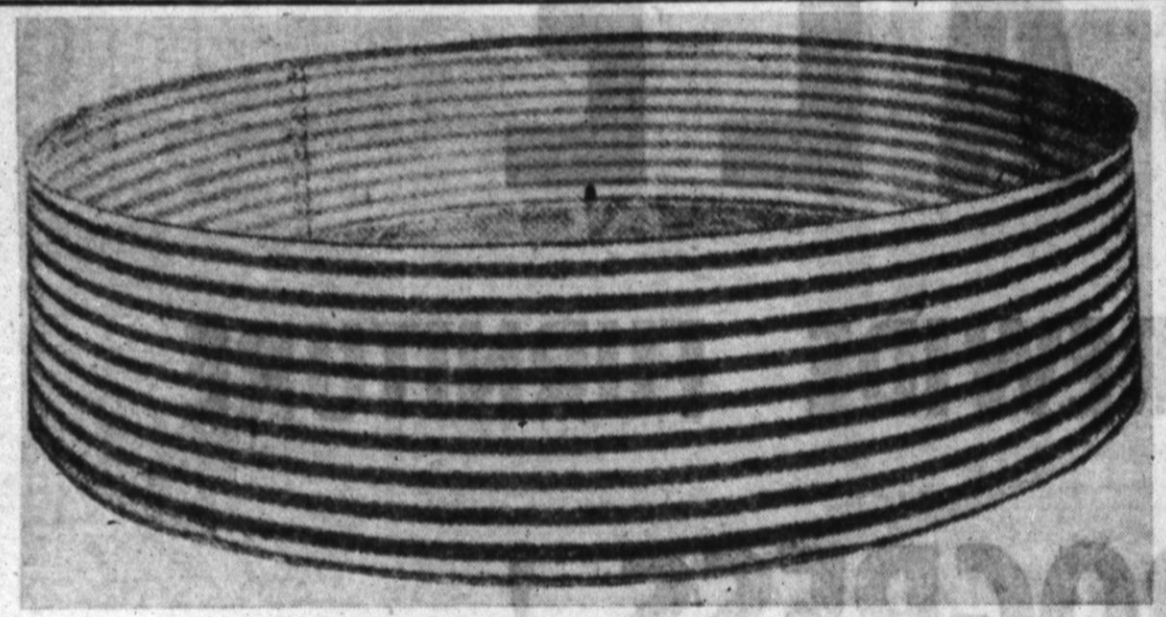
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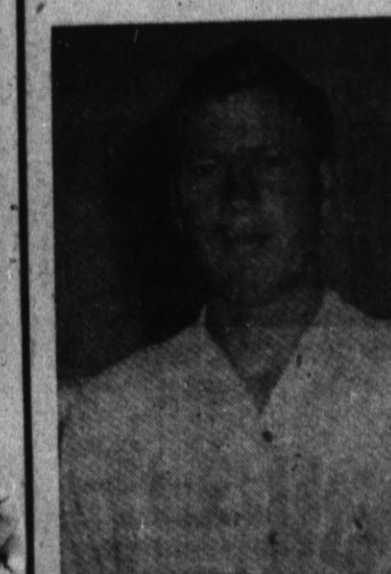
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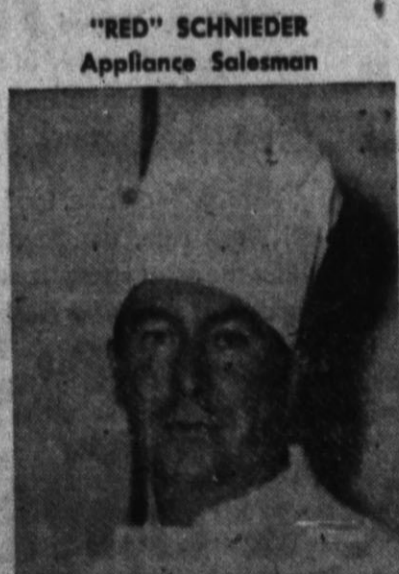
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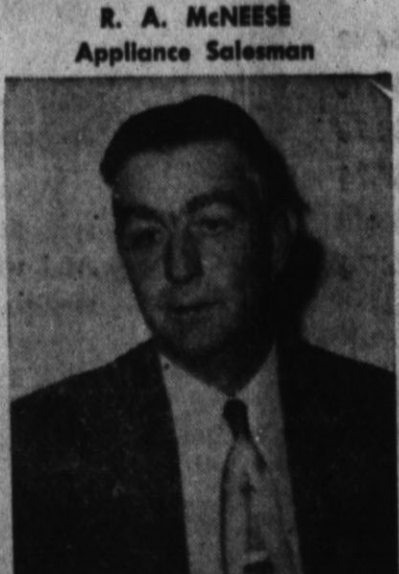
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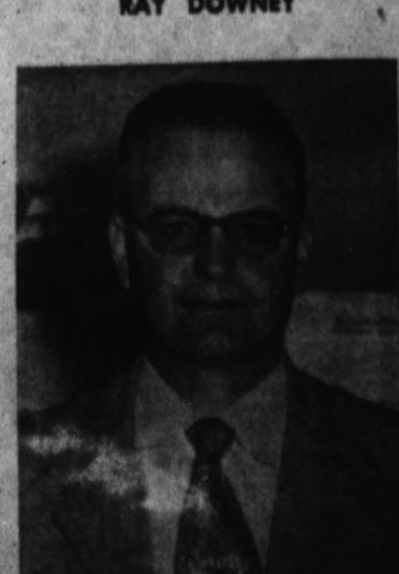
"RED" SCHNIEDER
Appliance Salesman



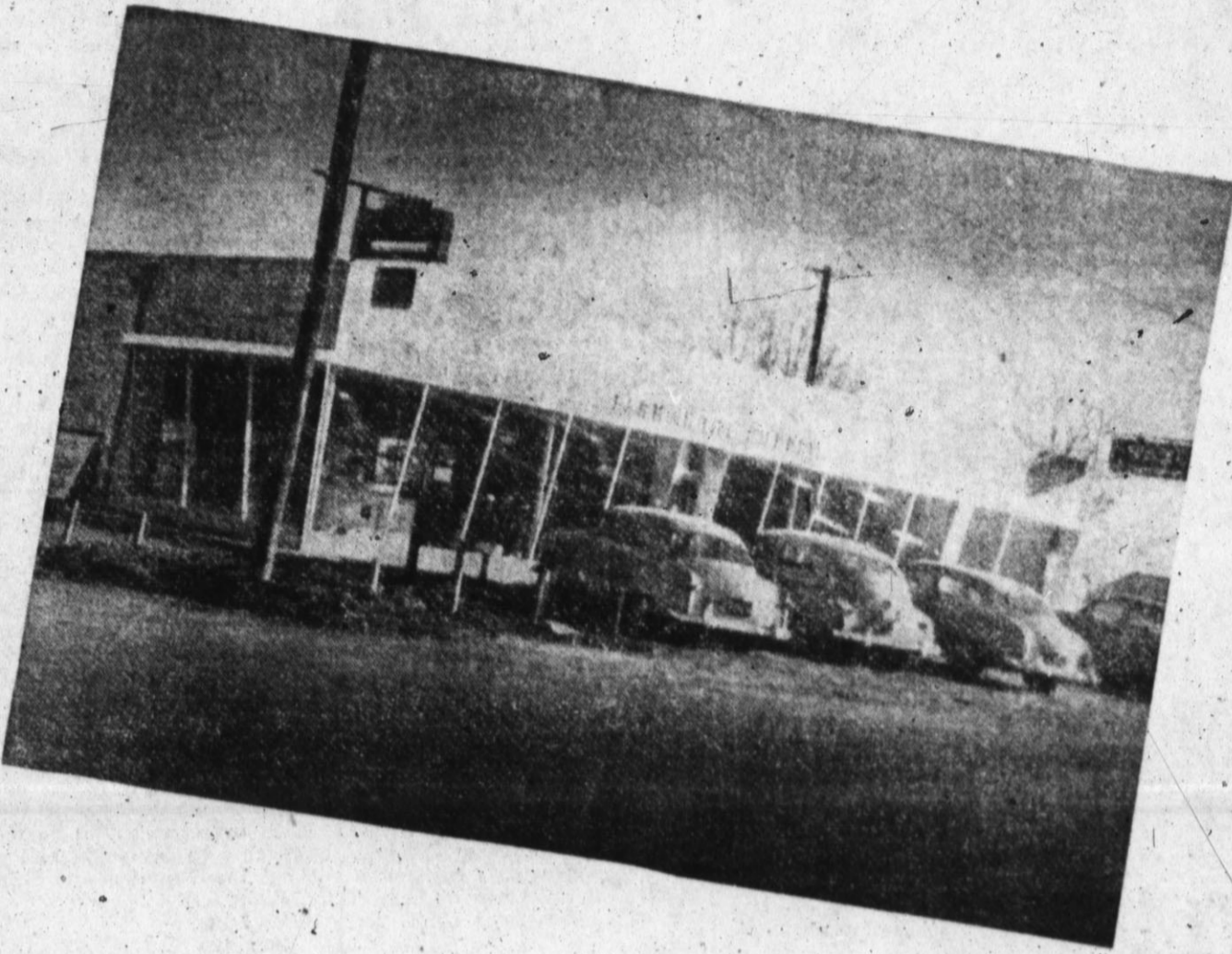
R. A. McNEES
Appliance Salesman



DALTON CRISWELL



Owners
RAY DOWNEY



Meet Your Team . . .



RICHARD TUCKER, 158 pound Whiteface end, is a senior playing his last year with the local club. Photo by W. H. Patton.

SNOOPY IN THE BULL PEN

Hi, how are things this week? Hope all's well after the trip to Floydada last Friday night. I know of a few that were more than tired over the ride up and back. The boys played a good game, though. The band and pep club and a number of other Hereford people were there pulling for the Whitefaces.

Well, well, things are blooming in the "Fish" class. Snoopy has seen a number of Freshmen together, among a few were: Houston B. and Sybil D.; Earl Dean G. and Albert R.; Bert C. and Carolyn V.; Janie W. and Wayne S.; Barbara H. and Ari A.; Kay B. and Martin Reed M.

Our best wishes to Mrs. Forrest Bridges, the former Rose Mathis. It was quite a surprise to a lot; but congratulations even if they are 3 weeks late. Also congratulations to Janey Murrell who will become a Mrs. in a few days.

Speaking of marriages, did you know that H. H. S. had a few engaged girls? To name a few, they are Betty H., La Jean L., Rhoda B., Retha G. Most of the boys the girls are engaged to are still in High School. Best wishes to all of these. From what I hear there are a few girls engaged to be engaged, but when we hear of the engagement, we'll let you know.

What is so important that the first period girls had father stand out by the gym every morning (that is when it's warm enough for the gym windows to be opened) than get ready for band? Maybe Martha or Barbara could tell us. I wonder if a few certain boys that happen to be in the gym could be the answer?

To everyone that didn't know, the school kids had the radio station all day Tuesday. They made the announcements, news programs and various other things. The Band and Chorus along with various clubs had parts on the radio.

Tuesday morning the High School and Jr. High had the opportunity to hear the High School Chorus in their first program of the year. The program consisted of two numbers which the complete chorus sang, one in which Barbara Wingert sang the solo. Then the girls sextet, Nancy Milford, Betty McGaughey, Wanda Kirksey, Nan Longbottom, Patsy Jackson and Nancy Patterson sang two numbers followed by the Boys Chorus and the program ended with the Chorus singing a special Armistice Day song, "Ballad for America" with David Stanton singing the solo part. It was a good program and enjoyed by the whole student body.

What's this I hear about all the Hereford girls going with Amarillo boys? That is not quite fair to all the Hereford boys, do you think? Maybe M. L., G. B., E. B., and M. P. could tell us why they would rather go with boys from out of town.

Here's a few couples last seen together: E. W. and Eugenia; Jackie and Martha; Barbara and Elmer; R. L. and Joan; Sharon and Bill; Sandra and Ray; Bobbie W. and Raymond M.; Sue and Eugene; Joyce and Tommy.

The couple of the week is Sue Barnard and Lee Drake. This couple has been going steady and steadily since early in the summer.

Let's everyone go to the football game Friday night and get behind the Whitefaces to BEAT CANYON!!!!

So Long, Snoopy
P. S. Start studying again because six weeks test are just around the corner and remember we all want a privilege card this six weeks.

Q. How can I avoid that disagreeable leathery smell in kid gloves?

A. Shake some rice or talcum powder into the gloves before putting them away. It will keep them fresh-smelling.

Q. How can I remove varnish stains from fabrics?

A. By saturating with turpentine, rubbing between the hands; then sponge with alcohol.

Legal Notice

NOTICE OF PUBLIC SALE OF REAL ESTATE

NOTICE is hereby given that sealed bids will be received at the office of C. C. Acker in the First National Bank, Hereford, Texas, until 3:00 o'clock P. M. Thursday, November 13, 1952, for the purchase of the following described real estate situated in Hereford, Deaf Smith County, Texas, to-wit:

TRACT NO. 1: Located on Park Avenue between "H" and "I" Streets, being a tract 104 feet East and West by 150 feet North and South, being all of Lots Nos. 5 and 6 and the West 4 feet of Lot No. 7, and the South 10 feet of the closed alley running East and West of Block No. One (1), Dodson's Subdivision of the East one-half of Block No. 4, Evants Addition to the Town of Hereford, together with all improvements thereon; Deaf Smith County, Texas, and

TRACT NO. 2: All of Lots Nos. 1, 2, 3, and 4 and the South one-half of a closed street formerly known as Narcissus Street and the North one-half of the closed alley running East and West in Block No. One (1) Dodson's Subdivision of the East one-half of Block No. 4 Evants Addition to the Town of Hereford, Deaf Smith County, Texas, being a tract 180 feet North and South by 200 feet East and West.

Tract No. 2 may be purchased in tracts of not less than 60 by 200 feet.

Walcott 4-H Members Make Earrings At Meet

The Walcott 4-H girls made earrings at their last meeting which was held this week.

During the business session the seven basic food groups were discussed.

Those present were: Donna Sue Guseman, who gave the demonstration on making earrings, Merry Kay and Royce Lee Pruitt, Margaret and Cecelia Burrus, Janell Weaver, Sharon Alexander, Carol McClure, Patricia Grider, Valeria Meier, Ettie Evelyn Walker, and Donna Guseman. Leaders present were Mrs. Vivian Burk and Mrs. Pearl Pruitt. Next meeting will be on November 21.

Hornless cattle can be fed and housed in less space and with less danger of injury. Horns have no place in the dairy herd.

The highest bidder will be expected to enter into contract and deposit ten per cent of the bid price. Terms: All cash upon approval of title.

The undersigned reserves the right to reject any and all bids.

The above property is known as the E. L. Donner Estate land on Park Avenue and "I" Street. Plat of the property may be inspected at the office of C. C. Acker in the First National Bank of Hereford, Texas.

Trustees
First Methodist Church
Hereford, Texas

The Hereford Brand, Hereford, Texas, Thursday, Nov. 13, 1952

Q. How can I improve the flavor of waffles?

A. Try adding one teaspoon of cinnamon and a quarter of a teaspoon of cloves to the waffle recipe. Serve the waffles with butter mixed with honey.

Q. How can I remove medicine stains from sheets or linens?

A. By making a paste of fuller's earth and ammonia, and applying this to the stain. Leave on until dry, and then wash out the stains with soap and water.



See
MRS. J. T. GUINN
For Your
THANKSGIVING TURKEY
We Will Not Have Turkeys At Christmas Time.
So Buy Yours Now
Route 2 Friona, Texas

SEE ME FOR ALL THREE
Auto · Life · Fire
With State Farm Insurance Companies



HUGH BOOKOUT
Phone 1270W
533 East 1st

Office 1674
Highway 60

Now Is The Time . . .

The problem is to put into practice sound land use programs which will supply enough nitrogen to maintain and replenish active organic matter, and at the same time maintain high levels of crop production.

We must find a way to obtain higher production per acre, to reduce the unit cost of corn, cotton, rice wheat and beef. No single practice will be the answer. Rather it will be the result of a combination of many practices adapted to the particular soils, climate and crops. At least we know a few of the important Soil Management Commandments.

1. We know that soils vary widely in their production capacity, and that the first step is to determine the land capability.
2. We know that a rotation system has its advantages over continuous cropping, yet the continuous one crop system is still in wide use.
3. We know that deep rooted grasses and legumes are helpful in restoring the physical structure and water holding capacity of soils, but need additions of fertilizers to succeed.
4. We know that crop residues must be conserved -- not burned, and that these high carbohydrate materials need extra nitrogen in the soil to speed their decay. The addition of 20 to 30 pounds of nitrogen per ton of straw, stalks or similar non-legume residue, returned to the soil will result in spectacular returns and measurably improve soil structure as an extra dividend.
5. We know that we must bring up the minerals of soils to a level where our minimum addition will equal crop removal and then add more to induce increased yields. Soil test to determine needs for limestone, phosphate, potash, and possible other minerals must become commonplace.
6. We know that nitrogen is the growth fertilizer. Two or three pounds of nitrogen will produce an extra bushel of corn; three pounds will produce an extra bushel of wheat; nitrogen on pasture can be made to produce four times as much milk as unfertilized areas for a return of \$5.00 or more for each dollar spent.
7. Last but not least we know that NOW IS THE TIME to plow back some of our profits into soil improvements as a safeguard against the day when we have:

**"Seven cent cotton,
Forty cent meat,
How's a poor man
Going to eat."**

One of the most important and reliable educational agencies serving small and medium sized fertilizer manufacturers is the National Fertilizer Association. In 1949 the Association surveyed 32,000 farmers and found that for every dollar spent for fertilizers, they averaged \$3.60 in crop increase. Today with the farm index at 290 and the fertilizer index at 155, the return is even greater. The Association lately reports the following returns on various products of the farm from each dollar spent on fertilizers.

Wheat	\$4.42
Beef	\$4.82
Corn	\$6.70
Milk	\$7.26
Cotton	\$8.48
Tomatoes	\$16.70

ASSOCIATED GROWERS Of Hereford

John J. Paetzold, Owner Larry Loerwald, Manager



Put Yourself in a Nash Rambler

The New Kind of Car Specifically Designed for Today's Traffic

WHEN you put yourself behind the wheel of this compact custom car, you'll discover a whole new motoring "feel."

It's a fact! In a smart Nash Rambler you'll feel equally at home in heavy city traffic or on the open highway.

You'll snake through traffic with feather-light handling ease . . . cruise effortlessly on the open road.

You'll slide into tight parking spots that other cars must pass up. And whether you're engaged in stop-and-go city driving or long distance cruising, the miles will slip by with scarcely a flicker of the gas gauge. For this is the all-time mileage record holder in the Mobilgas Economy Run—31.05 miles to the gallon with over-drive. Many owners report more!

You'll be amazed at the room that is yours to enjoy in this compact automobile. Plenty of room for your family to travel in comfort.

How safe to drive, too! For, like all Nash cars, the Rambler provides the extra strength, safety and rigidity of exclusive Nash Airlyte Construction—the newer, better way to build an automobile.

You get value *plus* in the beautiful Rambler—you enjoy a whole host of custom "extras" at no extra cost—even de luxe radio and Weather Eye Conditioned Air System.

Yes—put yourself in a Nash Rambler today. Learn why this popular new kind of car, specifically designed for today's driving and parking conditions, is the car for you. See your Nash dealer and make a "Traffic-Test" for yourself!

Nash Motors, Division Nash-Kelvinator Corp., Detroit, Mich.

PHILLIPS & LAWRENCE NASH
503 E. 1st St. Phone 97
Come drive the Rambler—compact custom companion to the Nash Golden Airlyte Ambassador and Statesman.



TOP RUNNER—Wilton (Hook) Davis (right) hides the second numeral on the jersey of Hardin-Simmons sophomore tailback Rodney Williams to signify that Williams is the Number 1 running back in the nation. Williams has gained 738 yards on 136 tries. Davis, who formerly played with the Abilene, Tex., college team, led the nation in 1947 with 1,173 yards during the regular season and picked up 236 yards more in the 1948 Harbor Bowl game against San Diego State. (AP Photo)

Legal Notice

NOTICE TO BIDDERS
Sealed proposals addressed to the Honorable Mayor and City Commission of Hereford, Texas, will be received at the City Hall until 10:00 A.M., December 1st, 1952, for furnishing all necessary superintendence, labor, materials, tools, and equipment for constructing one water well, and furnishing and installing a Turbine Type Deep Well Pump, complete with vertical hollow shaft motor and electrical control equipment. Any bid received after the time and date stated above will be returned unopened.

The successful Bidder must furnish bond on the form provided in the amount of 100% of the total contract price from a Surety Company holding a permit from the State of Texas to act as Surety, or other Surety or Sureties acceptable to the Owner.

Proposals must be submitted on the form provided, and in case of ambiguity or lack of clearness in stating the prices in the bids, the Owner reserves the right to consider the most advantageous construction thereof, or to reject the bid. The Owner reserves the right to reject any or all bids, to waive any formalities, and to accept the bid which seems most advantageous to the interest of the Owner. Bidders are expected to inspect the site of the work and to inform themselves regarding all local conditions.

Attention is called to the provisions of the Acts of the Legislature of the State of Texas concerning the wage scale and payment of prevailing wage established by the Owner. The scale of prevailing minimum wages is set forth in the specifications.

Information for bidders, proposal forms and specifications are on file in the office of the Mayor, Hereford, Texas, and Parkhill, Smith & Cooper Consulting Engineers, 1414 Avenue J, Lubbock, Texas. Copies of such documents may be secured from either the Mayor or Parkhill, Smith & Cooper.

City of Hereford, Texas
Owner
By: S. O. Wilson
Mayor Pro-Tem

O. How can I retain the colors in cretonne when laundering?
A. The next time it is necessary to launder the cretonne slip covers, or any other cretonne articles, try washing them in bran water and see if they do not retain their colors.

Suede Shoes
Rain spots on suede shoes can be removed by rubbing them gently with an emery board.



FUNDS FOR GONZALES FOUNDATION—Hardlan Ray, president of the Dallas Golfers Foundation, presents a check for \$4,649.82 to Roy Harper, assistant president of the Gonzales, Tex., Warm Foundation for Crippled Children. The check represented proceeds from the Texas Cup golf matches held in Dallas to raise funds for the foundation. Sponsors were the Dallas Golfers Association and the Dallas Women's Golf Association. Left to right: Ray, Miss Sydney Hurst, chairman of the Lakewood Women's Golfers Association and Harper. (AP Photo)

Local First Baptist Church Host For One Of Five Conferences Held

The First Baptist Church of Hereford was host of one of five regional Sunday School Conferences held this week in the Panhandle area. The other four were at Spearman, Shartrock, Dumas, and Borger.
Miss Melva Cook, Elementary Secretary with the Texas Baptist Sunday School Department, brought four outstanding workers here to lead department conferences: Mrs. G. H. Caudill and Mrs. Maynard Hadley of Oklahoma City, Mrs. Carl Gunn of San Antonio, and Miss Emma Noland of Nashville, Tenn.
More than 100 teachers, workers, pastors and educational directors attended. Among out of town people were groups from Claude Canyon, Sudan, Olton, Mulleshoe, Littlefield, Friona, Dimmitt and Frio.
These workers learned new methods of work with children from birth to 12 years of age. The meeting began at 9:30 a.m. and adjourned at 3 p.m. Bob Lawrence was in charge of local arrangements.

SPELLBOUNDING!

THE GREATEST SHOW ON EARTH

DR. MILTON C. ADAMS

OPTOMETRIST

140 West Third
Phone 37

Hereford, Texas
Office Hours—8:30-5:00



HEAR THE HERALD OF TRUTH

Church of Christ We Welcome You
CHURCH OF CHRIST
(Sunday)

Radio KPAN 9:15 A. M.
Bible Study 10:00 A. M.
Worship 11:00 A. M.

Evening:
Young People 6:45
Evening Worship 7:30
Daily Radio Program
KPAN-860 on Your Dial
9:30 A. M.

The Bible is right and it does make a difference what we BELIEVE AND PRACTICE. We invite you to all services of the church.

(Nation-Wide Broadcast)

Each Sunday
1:00 - 1:30 P.M.

THE AMERICAN BROADCASTING CO.

(KFDA - Frequency 1440)

DAWN NEWS

Mrs. Reece Stewart Honors Her Daughter With Party Thursday

Mrs. Reece Stewart entertained with a party in her home Thursday afternoon honoring her daughter, Rosemary, who was three years old. Those present were: Paul Rodgers, Jon David Miller, Buddie Stewart, Kenneth McClung, Ralph Oglesby, Howard Brown, Douglas May, Beverly Lemons, Peggy Jeans Lemons, Alice Ann Caraway, Linda Stewart, Victoria Oglesby, Iris Sue Brown, Barbara Sparkman and the honoree.

Dawn had a larger turnout of voters at the polls last Tuesday than any previous election held here.

The Dawn Musettes met Monday afternoon with Miss Aquini Miller.
Mr. and Mrs. W. V. Adams entertained with a party in their home Thursday night honoring their triplet sons, who were celebrating their eleventh birthday.

Walteen Beavers celebrated her tenth birthday on Wednesday.
The Dawn Study Club met Wednesday afternoon in the home of Mrs. Alfred May.

Mrs. Frann Battenfield of Clovis visited in the home of Mr. and Mrs. Lloyd Bentley the past two weeks.

Mrs. Carl Witt and two daughters of Panhandle visited with

Miss Bertha Frye Thursday morning.

Mr. and Mrs. Harold Lloyd Dow and young son of Clayton visited the Wait leavers Thursday. The Dows were enroute to Floydada to visit relatives.

The Dawn Home Demonstration club met Friday afternoon in the home of Mrs. C. P. Norton. Jim McCabe returned Thursday after several days in Dove Creek, Colo.

The Dawn Music club met with Mrs. Reece Stewart last Tuesday.

Visitors in the H. H. Miller home Wednesday were: Mr. and Mrs. Doyle Russell and son, Mr. and Mrs. Billie Hill and daughter of Amarillo.

Mr. and Mrs. W. W. Wimberley Sr., of Littlefield are visiting here.

Carl Wimberley is spending several weeks in Marlin.
Rev. and Mrs. Daniel Schorlermer and Janie of Amarillo were guests Thursday evening in the H. H. Miller home.

SUMMERFIELD NEWS

Servicemen Are Visitors Past Week In Summerfield Area Homes

Norman Walker, son of Mr. and Mrs. Larry Walker of Pecos, who is stationed in Amarillo spent Tuesday here. Norman ate dinner with Mr. and Mrs. L. B. Lookingbill and spent some time visiting his sister and family, Mrs. Clifton Harper. The Walkers are former residents of this community.

Also visiting Tuesday in the Lookingbill home was Jack Crockham who has been stationed in New York. Crockham is from Hereford.

Jim Suttle is home on leave after going to a training school. Suttle will be stationed in South Carolina when his leave is up.

Mrs. McGowan and family were in Ft. Worth Friday to see Mr. McGowan's aunt who is ill.

Mr. and Mrs. T. J. Slay and family of Amarillo spent Sunday visiting in the homes of Mr. and Mrs. D. E. Walser and Mr. and Mrs. Charles Noland. Mrs. Slay is the sister of Mrs. Walser and Mrs. Noland.

Mr. and Mrs. Joe Story and family spent Sunday visiting Mr. and Mrs. Andy Behrends in Flag. Mr. and Mrs. J. F. Cheatman are the proud parents of a baby

girl born November 1 at the Deaf Smith County Hospital.

Mr. and Mrs. Buck Green former residents of this community, now of Westway, are the proud parents of a baby girl born November 10 at Deaf Smith County Hospital.

Engagement Is Announced

Mr. and Mrs. Jesse Ford have announced the engagement of their daughter, Rosa Ellen, to Alois Ben Lueb, son of Fred Lueb of Denison.

The wedding will take place on Saturday November 15 in Hereford.

Q. How can I remove iron rust from garments?

A. One of the best methods is to cut a thick slice of lemon, place it directly on the fabric over the rust marks, and then hold the material over the steaming spout of a tea kettle until they disappear.

The Backbone Of Our Great Nation Is Our

Public Schools

Visit YOUR School During

NATIONAL EDUCATION WEEK

November 9th to 15th

YOUR **BABY BANK** BONDS

THE FIRST NATIONAL BANK OF HEREFORD

Member: Federal Reserve System, Federal Deposit Insurance Corporation.

MERIT MERIT MERIT MERIT MERIT MERIT MERIT

Fresh Dressed CAPONS

For Your Thanksgiving Dinner

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

Fashion Car with a Flair for Action!

SUPER

Give Olds a look—then give it the "go"! For a thrilling lift, we recommend a "Rocket" demonstration in the flashing Super "88"! This is the car with a flair—with all of Oldsmobile's brilliant beauty—all of the "Rocket's" sensational action... The smooth, swift surge of power as the "Rocket" teams with Hydra-Matic Super Drive... The incredible ease of parking, turning, maneuvering in traffic with Oldsmobile Power Steering... The added safety and convenience of the Autronic-Eye! This is all-around driving at its best! Come in and ride the "Rocket"—there's nothing else like it!

"ROCKET" OLDSMOBILE

SEE YOUR NEAREST OLDSMOBILE DEALER

Kinsey Motor Company

2nd & Schley Phone 740

Long Time Ago

45 Years Ago
Nov. 15, 1907

On last Sunday morning the thermometer took a drop and ominous clouds appeared. In the afternoon snow began to fall and it looked like a big snow storm was coming; this however melted quite as rapidly as it touched the ground.

On Sunday night the thermometer was not able to recover itself and fell down again.

Early Monday morning a beautiful snow began to fall covering the ground about 1/2 inch, the cold wave chasing the mercury thru the freezing point about noon and soon afterwards the snow ceased to fall.

Monday night, still cold, but the thermometer fell down the shaft to the 16th story below freezing.

While this degree may seem low to a south Texas ranger the Pan-handlers went about their work with quickened step and enjoyed the change.

No stock has suffered and what at first seemed the beginning of a severe snow storm turned into a still cold wave that soon passed over.

Last Thursday just a few miles out of Amarillo, the trainmen of the regular and the two specials, all coming West had a dispute over orders.

The special claimed the right of way and tried to force the regular off on a siding.

The conductor on the regular had his orders and he expected the special to take the siding for his train.

As a result of the dispute, the three trains were held out on the plains for nearly two hours.

The passengers got off and played "mumble peg" and "wolf across the river" while the trainmen painted "blue streaks" in the air.

25 Years Ago
Nov. 17, 1927

Erection of a large warehouse in Hereford is announced and workmen began clearing ground on the site of the new brick structure. The work of tearing down the building to make room for the modern building to be erected by Mrs. M. A. Putty of Sweet Springs, Ark., at a possible esti-

mated cost of \$6,000. Hereford's fall building boom was given added impetus when the work on the project began this week, one block East of Main Street and south of the Santa Fe tracks on the location formerly occupied by the old Jones and McLean warehouse.

According to the present plans the building will be 48 by 100 feet, finished in brick and modern throughout.

Jones and McLean will possibly take the lease and may move their offices there in the near future.

Other new buildings included in the city's fall program are the new Kerby and Doughty building at the corner of third and Main street and the J. W. Clark Acksmith shop which is now under construction at the corner of Second and Miles as well as a number of modern homes near completion.

Sudangrass Seed Crop 28 Percent Smaller

The sudan grass seed crop forecast at 27,340,000 pounds of clean seed is 28 per cent smaller than last year, the U. S. Department of Agriculture reports. About 60 per cent of the present crop is made up of sweet sudan grass and the other 40 per cent of common No. 23, Wheeler and Tift. The supply of seed which includes this year's production and the carry over from last year is estimated at 33,000,000 pounds of clean seed as compared with a 1941-50 average of 58,875,100 pounds.

The acreage of sudan grass harvested for seed this year was low because a larger than usual proportion had to be cut for hay and in some sections, the soil was too dry for good germination.

TB is costing Texans \$17,500,000 yearly not including hospital buildings or the training of professional personnel to man them.

Q. What hair-style is good for the girl with a round-type face?

A. Dress hair full and soft above the ears to create the illusion of length. Use a side parting, and if you use a left-side parting, dress hair high on right side of your head to create length.



DRESS UP BIRTHDAY PARTY was held Tuesday afternoon at the home of Mrs. Walter Lane honoring her young daughter, Rebeka Su, on her fourth birthday. Those attending were left to right: Nancy Martin, Johnny Lee Presley, Brenda Kay Billingsley, Liliith Neal, Gail Layman, Betty Bridges, Joan Presley, Glenda Layman, Tommy Lane, Sue Smith and Rebeka Su Lane. The honoree is the daughter of Rev. and Mrs. Walter Lane, pastor of the Assembly of God church. Staff Photo.

If Methods Keep Pace, Full Value Can Be Had From Machines, Home Specialist Says

Only if your methods keep pace with your machines can you get full value from them. Labor-saving equipment for homemakers may require a change in habits, for old ones may handicap or even harm new equipment.

Mrs. Bernice Claytor, home management specialist for the Texas Agricultural Extension Service says instruction books usually provide the homemaker information on the use, care and repair of the machines.

For example, in using a washer the homemaker can make a poor washing job and strain the machine if she overloads it, uses the wrong detergent or does not measure the detergent. Another example of habits which some homemakers may still have is the use of bleaches regularly even

though these are hard on fabrics and unnecessary, if washers are used correctly. Some may even continue to boil clothes to whiten them as grandmother did and thus offset the time and labor-saving advantages of the machine.

One old tradition worth banishing when a new washer comes into the house is the weekly wash-day. Some authorities think a more efficient way is to spread the washing through the week, doing one load instead of four or five a day. Besides not taxing the hot water supply this method has other advantages. The specialist says many mothers have found that by washing more often, their children need fewer clothes and less frequent washing saves clothing expense and closet space.

Wahampta Group Names Officers

The Wahampta Group had a business meeting and elected officers recently. Jane Pool was selected as president, Lois Christman vice-president, Judy Coffin as secretary and Mary Thompson, scribe. A party is planned for Nov. 22.

Among those present were: Polly Monroe, Rosa Strange, Sandra Roberson, Sheryl Patterson, Jane Pool, Lois Christman, M. Newell, Bonnie Craig, Lelia Williams, Kay Cole, Verna Brown, Mary Thompson, Margaret Boomer, Karen Williams, Donna Jones and Betty Walser.

The St. Anthony's Parish will serve the annual Thanksgiving dinner at the Parish Hall on November 27 at noon according to an announcement from the ladies of the church.

FRIO NEWS

Out-Of-Town Relatives Attend Anniversary Celebration Here

By Mrs. Owen Andrews

Several more than one hundred persons attended church at Frio, Sunday morning. Quite a few were visitors here to attend the wedding anniversary celebration of the J. E. Andrews. Approximately one hundred and fifty were present during the afternoon for the festivities. Dinner was served at the church, followed by a short program and presentation of gifts.

The east room of the Frio building was redecorated last week. Floyd Tucker, of Hereford, was in charge of the work, which consisted of a total paint job. The room which was painted light green, and floors painted medium brown, is used for two Sunday School classes and also for community dining room.

Mr. and Mrs. J. H. Dobbs were in Amarillo Wednesday to visit a sister-in-law of Mrs. Dobbs, Mrs. Mary Dean Vanatta of near Los Angeles. Mrs. Vanatta is visiting her grandparents, the D. J. Muncys, in Amarillo. On Sunday afternoon, Mrs. Vanatta and the Muncys were here to visit the Dobbs.

Mrs. Roscoe Burris of Texico, was here Sunday to attend the anniversary celebration of her brother and sister-in-law, the J. E. Andrews. She spent Sunday night with another brother, W. H. Andrews. Mr. and Mrs. Ralph Hart, and Mary of Melrose, also spent Sunday night here in the home of her brother, J. E. Andrews. Mr. and Mrs. Fred Andrews and Mr. and Mrs. Wiley Andrews of Melrose, were here for the day Sunday. Among other out of town guests were Mr. and Mrs. Joe Benson and daughter, of Dimmitt, brother of Mrs. Andrews, Mrs. Wiley Simms and children of Amarillo, niece of Mrs. Andrews and the Robert Lambs of Borger.

Taking dinner in the Mobley home Thursday were a nephew, Rev. Todd and his family of Silverton. Rev. Todd is pastor of the Methodist church here.

Nelle Simpson accompanied a group of Horizon girls to Norman, Okla., for a Tri-State Regional meeting of the organization. The Robert Simpsons and Nelle

were in Fort Worth on business, recently.

Mrs. H. E. Lindley and Mrs. Sam Lindley and children, were in Amarillo Thursday and took supper with their relatives the Geo. Lindleys there.

Mrs. Jack Shirley and children of Frio were visiting the Lindleys Sunday while Jack and Sam Lindley were at Wellington.

Loyal Miller, stationed with the Navy in Norman, Okla., spent the week end with his folks, the H.

C. Millers.

Mr. and Mrs. Carl Johnson an children of Pampa, spent Saturday night in the home of his sister, Mrs. H. F. Benson.

Sherry Benson was ill and missed school from Friday until Wednesday.

Card of Thanks

We wish to take this means of thanking the doctors and nurse while in the hospital, the blood donors, Mr. Seigler and the City Drug for sending the daily and The Brand, for the flowers and cards and food brought to our home. May God's richest blessing be with you all is our prayer.

Mr. and Mrs. Roy A. Kelley and family.

BREATH-TAKING!

THE GREATEST SHOW ON EARTH

With Pride We Salute . . .

The New
**FARM & HOME
SUPPLY**

Contributing To Herefords
Progress

Plains Insurance Agency

John H. Patton

Wm. H. Patton

FORD A-1 USED CARS & TRUCKS

FOR THE BEST DEAL IN TOWN

CARS

52 FORD MAINLINE SIX

2 Door, New Rubber, Seat Covers,

Heater, Way Under List

51 NASH RAMBLER STATON WAGON

Radio, Heater, Overdrive, Custom Seat Covers,

First Class Condition Throughout

50 CHEVROLET

4 Door, Heater, Really Nice

50 PLYMOUTH SPECIAL DELUXE

Radio, Heater Cleanest in Town

46 BUICK 4 DOOR

46 PONTIAC

Club Coupe

42 DODGE 4 DOOR

Clean

42 CHEVROLET

4 Door

\$1395⁰⁰

\$1295⁰⁰

\$1295⁰⁰

\$525⁰⁰

\$475⁰⁰

\$295⁰⁰

\$150⁰⁰

TRUCKS

1950 FORD 1/2 TON

Heater, Grain Sides, Good Rubber, Clean

\$950⁰⁰

TWO 1950 CHEVROLETS 1/2 TONS

Really Nice

\$950⁰⁰ EA.

1949 CHEVROLET 1/2 TON

4 Speed, Radio, Heater, Seat Covers

\$895⁰⁰

1948 INTERNATIONAL 3-4 TON

\$475⁰⁰

1946 INTERNATIONAL 3-4 TON

\$275⁰⁰

1946 DODGE 1/2 TON

\$275⁰⁰

1948 F-6 2 TON

2 Speed, 8.25 Rubber

\$795⁰⁰

1946 FORD 2 TON

2 Speed, Grain Bed, Really Clean

\$695⁰⁰

1944 DODGE 2 TON

2 Speed, Good Rubber, Short Wheel Base

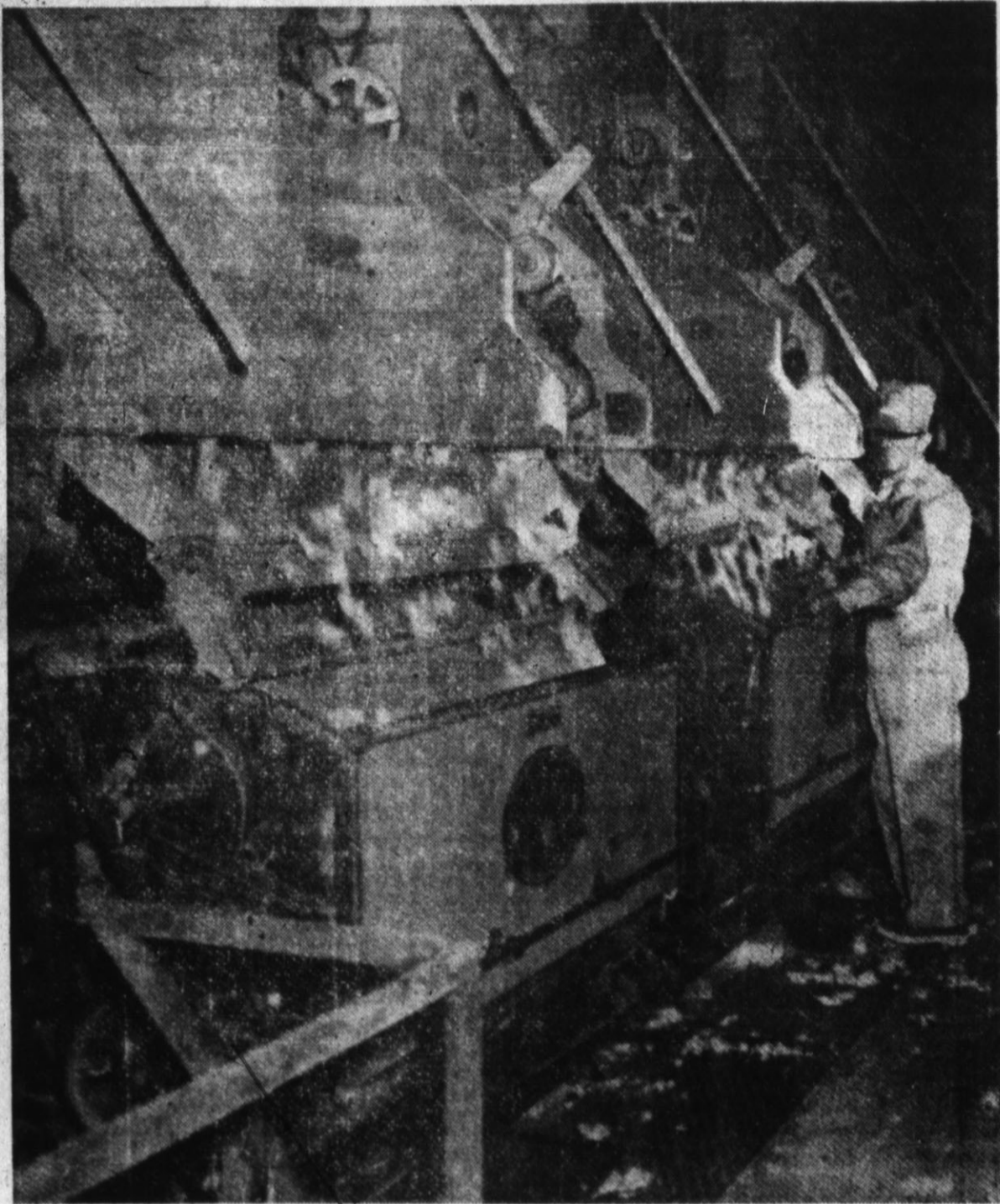
\$350⁰⁰

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Your Friendly Ford - Mercury Dealer

Phone 39



TOP SPEED IS THE WORD at the Hereford Gin as the machines running at capacity turn out bale after bale of processed cotton as workmen watch the operation and check the huge Gin to avoid break downs and delay. So far this year the Gin is ahead of last years output but the total number of bales is expected to be about the same. Staff Photo.

REAL ESTATE BOARD REPORT

We notice that L. B. Russell has bought Paul Mather's place out at the edge of town. Many of you remember the place as the old Carl Mountz home. We predict that the next building boom, which could be as long as 10 or 20 years in the future, will take in this tract and make a fortune for the owner.

How many people can remember when Frank Barber's twenty acres was in maize?

We just came back thru the best part of Oklahoma's farm land that was settled back at the turn of the century during the runs. Most of the farm land is cut into quarter sections and the improvements look like they were built around 1917. There are worlds of improvements on each quarter, most of them old but in good condition. Then right out in front of the old improvements on every other farm are nice new brick homes. We could just imagine Grandpa building a dugout, later a house . . . then the son building the outbuildings . . . and now grandson is building a new ranch style brick home.

How many of the old timers here have made the trip back out in our wheatland in the past few years? If you would like to make a nice Sunday afternoon sight-seeing trip, go north on Highway 51 to where the paved road turns west. This is 14 miles north. Then go 25 miles west to where the pavement turns south to the Harrison Highway. This is a good paved road all the way and it will amaze one the progress that has been made out in that area since 1947. New homes, electricity, new barns, most of the blown-up fence rows smoothed down, and irrigation wells way out where we never dreamed of water. What will this land look like when grandson takes over?

We have been out of town and have not caught up on the farm and home transactions for the week. Perhaps we will have more for you next Thursday.

Leonard Clark in last week's Real Estate Board report should have read Leonard Click - The error in the name is sincerely regretted.

Sister Of Local Woman Dies At Ft. Worth Saturday

Mrs. Estelle Cooper, sister of Mrs. T. W. Alderson of 803 East 5th Street, Hereford died at 5 o'clock Saturday morning at the Harris Methodist Hospital in Ft. Worth.

Burial was Sunday at Decatur, at 2 p.m. Mrs. Cooper had been ill for quite some time.

Mr. and Mrs. T. W. Alderson and daughter Mrs. Claude McGowan and two children attended the funeral.

Leo Forest Elected As Delegate To TPR Board At Meeting

C. M. Wagner of Robstown, Texas, was elected president of the Texas Power Reserve, statewide association of rural electric co-ops, at the association's annual membership meeting in San Antonio, November 6.

Wagner is manager of Nueces Electric Co-op at Robstown and has completed one year on the TPR board. Edler in the day delegates also reelected Truett W. Bailey of Cleburne to the board, and elected W. W. Cardwell of Bandera, Johnnie Ammons, Roby, Leo Forrest, Hereford, Pratt Spence, Kaufman, and T. R. Qualls, Denton.

Following election, directors met and named Wagoner president, Forrest, vice-president, and

Ammons secretary-treasurer.

The 400 electric co-op directors and managers earlier heard an address by Senator Lyndon B. Johnson in which he cited the American people for their ability to express themselves.

California Visitors

Mr. and Mrs. Earl Hooks of Chowchilla, Calif., were visitors in the E. F. Drury home last week.

Mrs. Hooks is a sister of the late Mr. E. F. Drury.

The family is on a vacation trip and will visit other relatives in Oklahoma and Florida.

Funds from the sale of Christmas Seals finance the fight against tuberculosis at city, county and state levels in Texas.

SENSATIONAL!

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You always get a **Better Deal** and a **Better Buy**

WITH CHEVROLET TRUCKS!

Better Buy Now!



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Every Chevrolet truck is factory-matched to the job—with the right power, the right capacity, right engine, transmission, springs, axle, and tires to do its work at the lowest possible cost.

Come in and see for yourself what a wonderful deal you'll get with a great new Chevrolet truck.

A better buy because . . .

THEY LIST FOR LESS
Production economies, possible because Chevrolet is the world's largest truck manufacturer, let Chevrolet trucks list for less than comparable models of any other make.

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Valve-in-Head engine design; strong and sturdy Hypoid rear axles; Flexi-Mounted cabs; rigid, channel-type frames; single-unit rear axle housings; Unit-Design bodies and many, many other features reduce costs and increase the life of your Chevrolet Advance-Design trucks.

TRADITIONALLY HIGHER TRADE-IN

Chevrolet trucks keep their value longer—proof of the greater value built into Chevrolet trucks and a wonderful plus at trade-in time.



ANTHONY'S Pre - Christmas BEDDING LAY-A-WAY EVENT...

A SMALL DEPOSIT

WILL HOLD ANY ITEM UNTIL XMAS

Marvellous values all bought for our Pre-Christmas Bedding Event. You can select the colors and kind you want for a Christmas gift now . . . Pay small deposit down and we will hold them until Christmas. Choose NOW, while our color selection is complete.

SALE STARTS TOMORROW

"ANCO CHIEF" ALL WOOL

Size 72x84

\$8.90



5-yr. Written Moth Proof Guarantee

You best blanket buy! 100% all wool in rich decorator colors: rose, blue, hunter green, light green, yellow, geranium. Deep warm pile . . . 5-year written guarantee against moth damage. Wide six-inch rayon satin binding.

"WOOLMIST" ALL WOOL

Size 72x90

\$11.95



5-yr. Written Moth proof Guarantee

Anthony's own famous Woolmist 100% all wool with deep warm spring nap. Extra heavy-weight . . . extra width, 8-inch rayon satin binding. Luscious colors: yellow, hunter green, light green, rose, blue, aqua, chartreuse, geranium. 5-year written guarantee against moth damage.

Note extra 7 1/2 foot length of this blanket.

"PURREY" NATIONALLY FAMOUS

Size 72x90

\$10.95



Warmth Wear Beauty

Now your Anthony store has nationally advertised PURREY blankets. Famous extra warmth blankets. 88% staple rayon, 12% wool. Large 72x90 inch with 7-inch rayon satin binding. Colors: white, yellow, hunter, aqua, geranium, rose, chartreuse, and blue.

COMFORT - WOOL FILLED

Size 72x84

\$7.99



A Best Buy

Rich, smooth high luster rayon satin with all over stitched design. Warm gray wool batt filled. Large 72x84 inch. Colors: rose, monti blue, stone gray, flamingo gold, lime, gooseberry green, hunter green, spring green, American beauty. Also reversible colors.

CONGRESSMEN TO ANSWER VOTERS' QUESTIONS IN STATE-WIDE MEETING AT FT. WORTH NOV. 21



Pictured above are ten of the twelve members of the U. S. House of Representatives who will discuss national and international issues with the people of the state in the second annual Texas Congressional Forum in Fort Worth, November 21.

Card of Thanks We wish to express our sincere thanks for all the cards, flowers, visits and kind words and deeds from our friends, the doctors, and nurses during the days spent in the Deaf Smith County Hospital.

Eleven Area Students Enrolled At Hardin-Simmons During Fall

ABLENE — Eleven students from Hereford and vicinity are among the 1450 enrolled at Hardin-Simmons University this fall. They are Marilyn Sue Scarth, Johnnie McBroom, Lawrence Owen, Karl Hutcheson, Larry Slaughter, Jane Welch, Bill Forbus, Reba Dones, Donna Stagner, Rosemary Cronin and Alex Schroeter.

For the first time this year H-SU is offering Reserve Officer's Training Corps courses. Freshmen and sophomore men are required to take the course in the branch general program. Advanced training is also offered.

Miss Scarth is a freshman. She is the daughter of Mr. and Mrs. Willard R. Scarth, Route 3, Hereford.

McBroom a freshman, is the son of Mr. and Mrs. C. L. McBroom, Route 1, Wildorado. He is in the ROTC program and Ministerial Council, organization for men preparing for full-time Christian work.

Owen is a senior. He is the son of Mr. and Mrs. G. P. Owen, Route 3, Hereford.

Hutcheson is the son of Mr. and Mrs. E. Hutcheson, 401 Avenue H. He is a freshman.

Slaughter is the son of Mr. and Mrs. G. T. Slaughter, 148 W. 1st. He is a member of the freshman class, ROTC, and Ministerial Council.

Miss Welch is a senior. She is the daughter of Mr. and Mrs. Fred B. Welch, Box 768. She is a member of the Home Economics Club, Hereford Club, a cappella choir, Life Service Band, Christian service organization; Young Women's Auxiliary, sponsored by the Baptist Student Union; and the BSU Greater Council, composed of various committees which lead campus religious activities. In

YWA Miss Welch is stewardship chairman. Forbus is a junior, the son of Mrs. Carl Forbus, 1613 Park Avenue. He is a member of the Cowboy Band, Rodeo Association and the Hereford Club.

Miss Dones is a junior. She is the daughter of Mr. and Mrs. Charles W. Dones, 113 Lake St. She is a member of Life Service Band, YWA, a cappella choir, and Beta Mu Kappa, honorary music fraternity.

Miss Stagner is a junior. She is the daughter of Mr. and Mrs. Owen J. Stagner, Box 564. She is a member of the Hereford Club and YWA. In YWA Miss Stagner is president of her dormitory.

Miss Cronin is a senior student. She is the daughter of Mr. and Mrs. J. D. Bruner, Route 1. She is a '52 graduate of Hendrick Memorial Hospital's school of nursing.

Schroeter is a junior. He is the son of Mr. and Mrs. A. J. Schroeter, 603 Union. Schroeter is a member of the Cowboy Band.

West Texas Exes Name Officers

Lawrence "Zeke" Brotherton, Gruyer, has been elected president of the West Texas State College Ex-Students Association, according to Milton "Buff" Morris, association secretary.

A new slate of officers, including a first and second vice president and two new members of the board of directors, was chosen through a poll-by-mail of ex-students. Three directors, elected last year, continue in office for the coming year.

First vice-president of the association is Hosea Foster, Canyon and second vice-president is D. V. Biggers, Skellytown. New directors are Mrs. Alleene McCants Ledbetter, Dumas and Vernon Harmon, Happy. Carry over directors are Roger Morris, Vega, Carroll Doshier, Amarillo and Terrell Christian, Claude.

The new president, who received his B. H. here at West Texas State in 1934 and his M. A. degree in 1939, is now superintendent of schools in Gruyer. He is married to the former Miss Esther Root, another ex-student who graduated in 1933 and they have five children. Brotherton has worked toward his Ph. D. at the University of Colorado.

Foster, now in the insurance business in Canyon, earned his B. A. here in 1935. His wife, the former Miss Frances Holman, was also graduated in 1935.

Principal of the Skellytown schools, Biggers earned his B. S. in 1935, and later, in 1950, he earned his M. E. degree at West Texas State. He has been in Skellytown for the past five years,

Ford Home Club Meets With Mrs. Cecil Clayton

The Ford Home Demonstration Club met Wednesday afternoon in the home of Mrs. Cecil Clayton. The meeting was in charge of the president, Mrs. Bill Romins and after the opening session the program was turned over to Mrs. R. C. Childers of the Cultural club who gave a very interesting demonstration in Shell Craft. Several sets of ear screws and brooches were made while the meeting was in progress.

After the program, reports were made and plans studied for the next meeting. Mrs. Bill Romins offered her resignation as president since she was moving to Hereford and Mrs. Gene Bishop was elected to fill the post.

Refreshments were served to Mesdames; D. W. Strubling, Elmer Ayers, Mae Johnson, Gene Bishop, Leroy Williamson, Willow Williamson, Earl Dyer, Henry Browning, Hardy Benson, Bill Romins and Miss Hilda Straffuss and the hostess.

The next meeting of the club will be in the home Mrs. Earl Dyer on Nov. 19.

Campaign For MacDowell Colony Funds Launched By National Group

Celebrating the 95th birthday of Mrs. Edward MacDowell, widow of the eminent American composer, and founder of the MacDowell Colony in Peterborough, New Hampshire, where 20 Pulitzer prize-winning works in fiction, drama, poetry and music have originated, the Edward MacDowell Association Inc. and the National Federation of Music Clubs have launched a nationwide drive to raise \$95,000 for the support of the Colony. The fund will be presented to Mrs. MacDowell at a dinner in the Waldorf-Astoria Hotel in New York City on November 21, the eve of Mrs. MacDowell's birthday.

steady supporter of the MacDowell Colony ever since its founding almost half a century ago, is spearheading the campaign with a series of MacDowell birthday parties, recitals, concerts and teas.

Special MacDowell benefit programs are being given throughout the country and special committees to solicit contributions to the fund have been appointed. Both the Hereford and Dawn Music Clubs have participated in the drive for funds.

Watch For K. R. A.

The National Federation of Music Clubs, which has been a

JOIN THE Fall Fashion round-up



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Wear the smartest styles in the best brand... bar none! We're talking about City Club Shoes... the best brand in leather. Better style, better workmanship, better buy City Club Shoes for real money-saving economy. Your size and width now in our store.

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Advertisement for Bell Telephone System showing various jobs: Supervisor, Billing Clerk, Installer, Switchman, Operator, Service Representative, Cable Splicer, Engineer, Lineman. Includes a large image of a woman on a telephone.

How many people does it take to make a telephone call?

Here in Texas it takes 28,000 Southwestern Bell people to handle the eleven million telephone calls you make each day. Move them all into one town with their families and you'd have a city the size of Waco. Add all their pay checks together and you'd have \$92 million a year — enough to make them important customers for every retail businessman in the towns they serve. But even more important than their numbers or their purchasing power, is the good citizenship of the people who make up your telephone team.



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*Come in today for a no-obligation drive in "America's No. 1 Styling Star"



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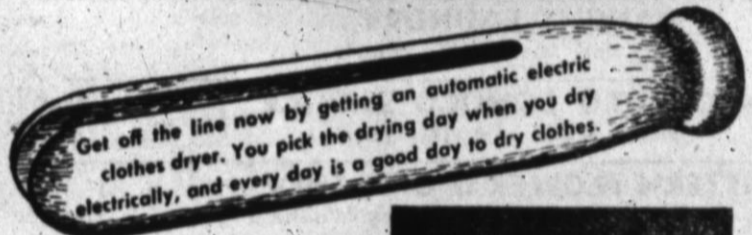
GUESTS

Donna Brown of Allison and Joyce Adkins of Rochester, both students at WTSC spent the week end in the home of the Lee Conklin. They came home with Car-

en Conklin who is doing graduate work on her master's degree at WT. Other guests in Conklin's home were their grandson, Craig Conklin, his mother, Mrs. Shirley and his grandmother, Mrs. C. H. Elrod, all of Amarillo.



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25 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE



ING DOUBLE—Twin sisters from Texas chose different... of the service when they enlisted, but they were... during a visit to Philadelphia and the Liberty Bell... independence Hall. Betty Marie Gipson, left, wears the... of a Navy WAVE. Her 18-year-old twin sister, Mary, is in Army WAC uniform. The sisters home is Fort Stockton, Tex. (AP Photo)

**New Members in
Messiah Chorus
At rehearsal**

Twelve new members joined Handel's Messiah chorus at rehearsal Sunday of the great Ward Hall in the First Methodist church. This brought membership to some 60 members for the season.

New members joining were: Carroll Coughby, Bennie Gollehon, D. Goldston, Raymond Wells, Bill Willis, Mike Cramer, Cas Whitehead, David Taylor, Irma Metcalf, Mary Ruth Oat, Sue Sumner, Nora B. Gilliers, Don Root, Lotus Root, M. T. Carmichael, Mrs. T. B. The, Mrs. F. L. Terrell, Mrs. E. Nettman, Bobbie Drury, Mrs. C. Kaul, Vella Kee Skypala, Ira Glenn and Mrs. C. E. Lee Jr.

Dr. Roller was absent at the rehearsal Sunday and Don Moore directed the rehearsal with Mrs. Margaret Schroeder at the piano. Time was spent in working parts separately. Dr. Roller will be present at next Sunday's rehearsal and will conduct rehearsals until the Messiah is presented in December.

Everyone wishing to join the chorus is urged to attend rehearsals Sunday.

The Hill boys are still serving with Uncle Sam, so writes Mrs. Ora Hill, Route 3, Hereford, Pfc. Bufford is on his way to Germany, Sgt. Archie T., the oldest of the boys, is at Camp Norman, Newfoundland, Cpl. Whiston is stationed at Atlanta, Ga. Mr. and Mrs. Hill are expecting Whiston and wife, Violet, home for Christmas.

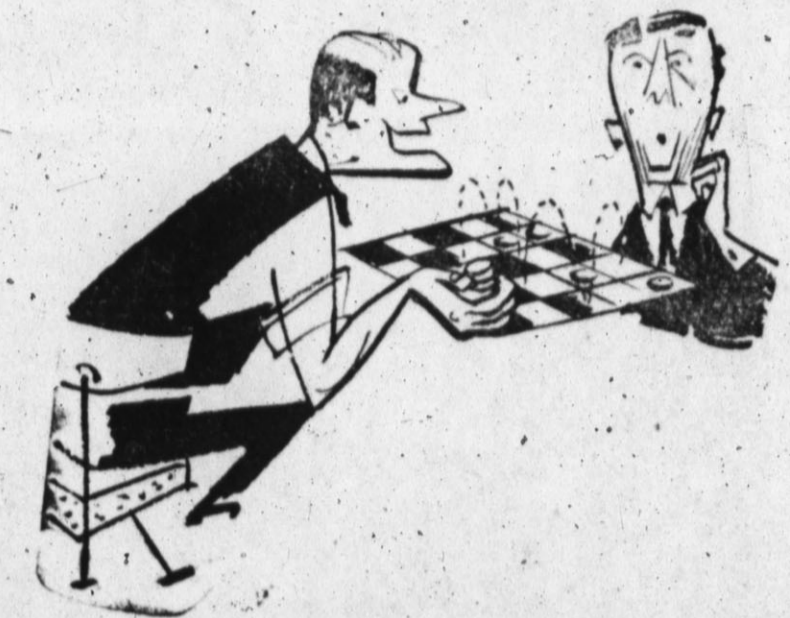


CONCERT SINGER Charles Ferguson of New York City has given up the footlights and his concert, opera and television career to become a rancher at Woolville, Texas. Ferguson, the son of Mrs. C. C. Ferguson here in Hereford, has sung leading bass roles in Hollywood bowl production and has made recordings for all the major movie studios. Ferguson was born and raised here in Hereford and graduated from the local high school.

**Ceramic Art Club
Makes Mobile Units**

Ceramic Art Club met at the Ceramic Club House Thursday afternoon. This was the first regular meeting in the club house which is at the home of Mrs. Ed Cox. Members made ceramic mobiles which will be assembled at the next session. Each member made seven mobile units putting their name on each and then glazing them in various colors. Each mobile is created in an original design and originality is stressed in shape and color. Refreshments were served in ceramic chickory cups made by the hostess. Members attending were Mesdames; V. E. Dodson, Carlos Vaughn, Phil Radovich, Carl Gilliland, R. C. Childers, Glenn Boardman and Ed Cox.

To Win at Checkers



or any other game, you must use more than your hands. In life, too, you must think and plan, if you would make progress.

Winners in the game of life usually bank a part of their earnings regularly. DO YOU?

USE OUR CONVENIENT DRIVE-IN BANKING WINDOW!

Hereford State Bank

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**Reading and Lighting
and 'Rithmetic**

Look what some figure-happy statistician just found out. From kindergarten through high school, school kids have to plow through a pile of books 18 feet high. A photograph taken of this pile of books would make your eyes ache.

Close visual work is hard on the eyes. A New York State survey of 83,000 students showed only one in 20 kids had vision defects at kindergarten age. By senior high, eye troubles affected six students in 20.

Good lighting is one readily available means of making seeing easier for these students. Lighting engineers find that over half the schools still use old, globe-type fixtures that give only one-sixth the light that ought to be on the desks.

In those schools that have installed modern lighting, teachers report that students are more eager to study, are happier and require less discipline. The teachers find their jobs easier.

To help schools analyze what light is needed, General Electric engineers work out various lighting systems in model classrooms where effects can be demonstrated and compared. A booklet is offered, "Making Schoolwork Easier on the Eyes," in which current practices are summed up. (Write the Lamp Division, Nela Park, Cleveland, Ohio.)

It is the aim of General Electric to translate its engineering help into public service at the community level.

You can put your confidence in...
GENERAL ELECTRIC

**YOU GET THE ONLY
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In the
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IT WORKS FULL-TIME! The kind of power steering you can have in the stunning new Chrysler for 1953 works for you all the time... unlike some other types of power steering which aren't effective until you exert up to 7 lbs. pressure on the steering wheel!



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IT'S EASIER! 85% of the steering effort is taken off your hands, substantially more than with any other type of power steering. Even when the car is standing still, you can actually turn the wheel with one finger. A real boon in traffic... on hard-to-negotiate driveways... or when parking!

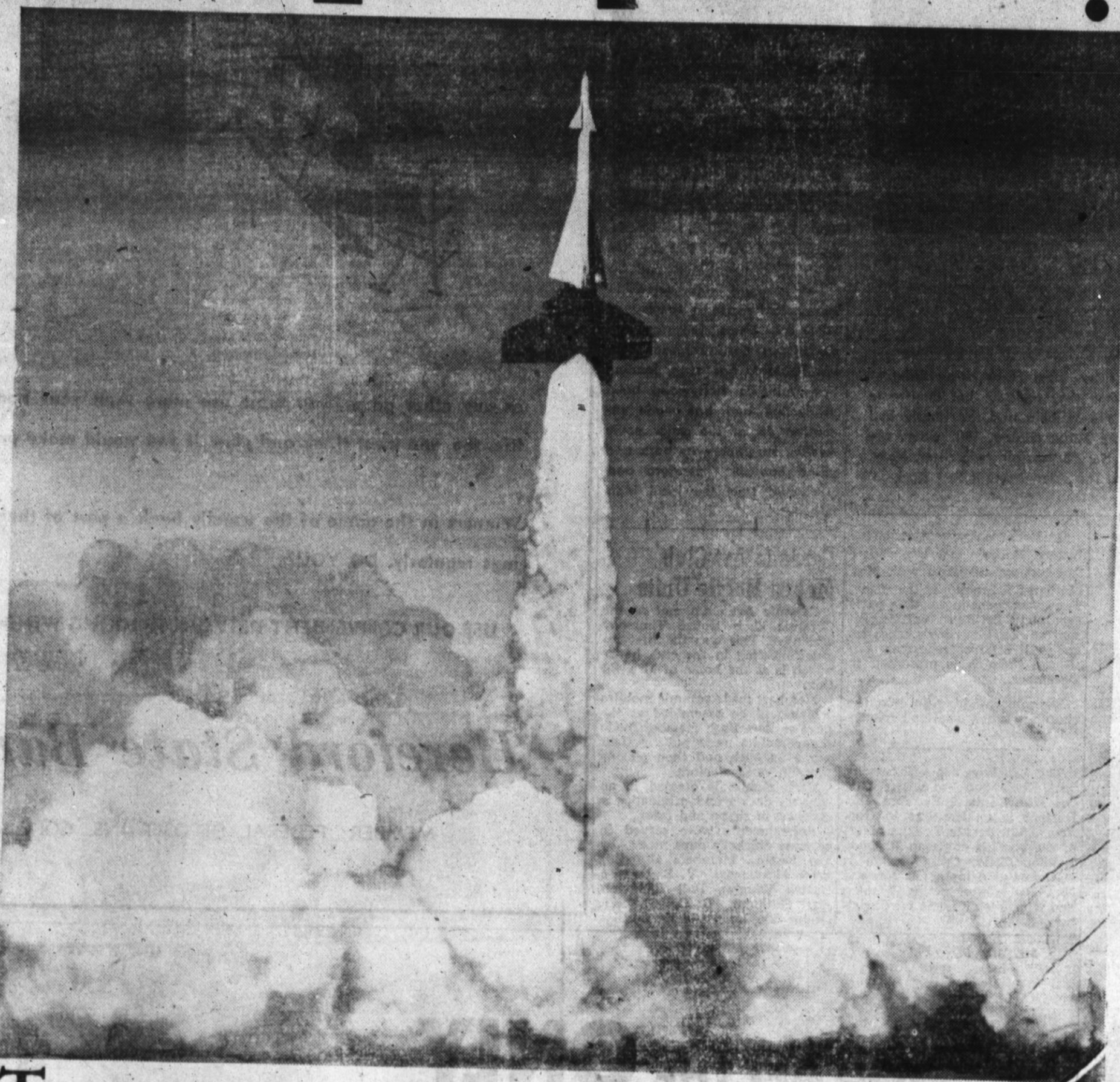
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Seek Ye The Lord While He May Be Found 3 Seconds 2 Seconds 1 Second.....!



There is the guided missile of Prayer. Do you have a stockpile of "guided missiles"? Prayer is your most powerful weapon. *Prayer closes the switch and releases the power of God.* When man has counted 3 seconds, 2 seconds, 1 second and zero hour has come, he prays in earnest. Prayer is the guided missile that went ahead of Livingston, Carey, and Judson. It saved Kraft and his cheese business. It made a success of LeTourneau's bulldozer business. Do you pray? Do you go to church? Do you send up Prayer Missiles to God? God will answer whenever you mean business.



This Church Page Is Being Published Each Week With the Hope of Getting More People to Go to Church. It is Sponsored By the Following Business Firms Who Believe We Should Attend Religious Services Regularly.

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First Methodist

Sunday school is at 9:45 a.m. at the First Methodist Church with preaching services at 10:55 a.m. and 7:30 p.m. Rehearsal for the Messiah will be in Ward Hall at 3 p.m. The MYP groups meet at 6:45 p.m.

At 9:15 a.m. Tuesday the Women's Prayer Group will meet in Ward Hall. At 3 p.m. the Win One Class will meet in Ward Hall.

At 9:30 a.m. Wednesday the Dorcas Circle will meet in Ward Hall. At 3 p.m. the Lottie Fox Circle will meet in Ward Hall and the Emma Wheeler Hawkins Circle will meet with Mrs. T. W. Alderson. The Carrie Black Circle will not meet.

Wednesday at 7 p.m. the choir will meet. At 7:30 p.m. prayer meeting will be in Ward Hall. At 8 p.m. the Methodist Men's Fellowship will meet with Cecil Massey as speaker. At 8 p.m. the Friendship Class will meet with Mrs. W. Kirby with Ernest Langley as guest speaker. His subject will be the "Psalms".

Thursday at 2:30 p.m. the Happy Helpers will meet in the Primary room. At 7:30 p.m. the Intermediates will have a party in Fellowship Hall.

At 3 p.m. Friday, Nov. 14, the Mary-Martha Class will meet with Mrs. R. L. Dowell.

The Women's Society of Christian Service will have a bazaar Saturday Nov. 22 in the building south of the Elizabeth Wombie insurance office.

St. Thomas Episcopal

Services will be held at 8 a.m. Sunday morning with Rev. Seaman conducting.

First Baptist

Sunday school at the First Baptist church is held at 9:45 and the morning worship services are held at 10:50.

Sunday evening training union will be held at 6:15 followed by the evening worship services at 7:30.

Officers and teachers meet at 6:30. Prayer meeting at 7:30 and at 8:15. Choir practice on Wednesday evening.

Results of the Revival: By transfer of Letter 15 by baptism 28.

First Christian

Sunday school is held each Sunday morning at 9:45 at the First Christian church. The morning worship service will be held at 10:50.

Evening services are at 7:30. The new pastor Rev. Don Root will fill the pulpit at morning and evening services.

Seventh Day Adventist

"Rebellion and Apostasy", lesson from the experience of Israel, will be the subject of the study period.

Memory Verse 1 Cor. 10:12.
Lesson Scripture. Numbers 16: 25; 31:1-10.

Study Help. Patriarchs and Prophets, pages 395, 405, 453 and 461. Sabbath School, 10 a.m. Worship Service, 11 a.m. The Seventh Day Adventist Church is located at Third and Lawton.

Avenue Baptist

Each Sunday morning at the Avenue Baptist Church Sunday school is held at 8:45. The morning worship services are held at 11 o'clock.

Training union is held each Sunday evening at 7 o'clock.

The Avenue Baptist church has evening worship services on Sunday evening at 8 p.m.

Mid-week prayer services at 7:30 p.m. on Wednesday night.

St. Anthony's Catholic

"Sunday Mass at 6:30, 8 and 11 a.m.

Daily Mass at 7 a.m. at the new church and 8:15 at the old church. Holy Hour at 8 Thursday.

Confessions:
Thursday from 8:30 to 9:30 p.m.
Saturday from 5 to 6 p.m. and 8 to 9 p.m.

Assembly of God

Each Sunday morning Sunday school is held at 9:45 and the morning preaching is at 11 o'clock.

Young people's and Junior children's church meets on Sunday night at 6:45. The two groups are

meeting on the lawn during the summer months.

Each Sunday morning at 8:45 over KPAN the Assembly of God church has a radio program. Prayer meeting will be held at 8 o'clock on Wednesday night.

Church of Nazarene

Each Sunday morning worship services are held at the Church of the Nazarene at 11 o'clock.

The Sunday night services are conducted at 7:45.

Sunday school hour is at 10 o'clock Sunday morning.

Rev. Jess Rains is pastor of the Church of the Nazarene which is located at Fourth and Jackson.

First Presbyterian

Sunday school is held at 9:45 each Sunday morning at the First Presbyterian church.

It is followed by morning worship at 11 o'clock.

The First Presbyterian church is located at Seventh and Lee. Rev. Russell Wingert is the pastor.

Christian Science

Christian Science services are held each Sunday morning at 11 o'clock in the Star Theater. All are invited to attend.

The man of God's creating is immortal, but this fact must be demonstrated in regenerated and purified lives. "Mortals and im-

mortals" is the subject of the Lesson-Sermon to be read in Christian Science churches this Sunday.

Church of Christ

Each Sunday morning at the Church of Christ Sunday school is held at 10 o'clock. The morning worship starts at 11 a.m.

The mid-week prayer service is held each Wednesday night at 8 p.m. at the Church of Christ.

Sunday evening the young people of the church meet for Bible study at 7:15 followed by evening worship at 8 p.m.

The Hereford Church of Christ radio broadcast over KPAN may be heard daily at 9:30 a.m.

The nationwide broadcast by the Church of Christ is each Sunday afternoon at 1 o'clock.

Immanuel Lutheran

Worship services are conducted each Sunday morning beginning with Sunday School and Bible Class at 10 a.m. A class and a trained teacher for each age group. The Divine Worship Service begins at 11 a.m.

The newly installed pastor, Harold Kaestner begins his ministry Sunday Nov. 10.

The International Broadcast of the Lutheran Hour is heard over KPAN each Sunday at 5 p.m.

The Junior Instruction Class meets on Saturday at 9 a.m.

The Ladies' Aid meets on the third Wednesday of each month at 2:30 p.m.

FRIONA NEWS

Tommy Jones Calls Parents On Friday From Anchorage, Alaska

By Mrs. E. R. Day Sr.

Lt. Ralph B. Miller Jr., a jet pilot, visited his parents recently. He is now taking gunnery training at Luke Field, Phoenix, Arizona. From there he will report to Camp Stoneman, Calif., for overseas assignment. He is the son of Mr. and Mrs. Ralph Sr. Pvt. A. D. Edens left Saturday for Camp Staleman, New Brunswick, New Jersey where he will be stationed. He has been visiting his parents, Mr. and Mrs. Tonie Edens for 21 days. He was joined here by Pvt. Charles Day of Silver City, N. M., who is stationed at the same camp. Mr. and Mrs. Elmer Euler returned home Thursday of last week from Cortez, Colo., where they had gone to attend the funeral of Mrs. Walter Lischlter. Mr. and Mrs. R. Euler of Summerfield accompanied them. Mrs. Lischlter was a sister of the Euler men. Mr. and Mrs. Bethel-Hicks returned to Friona last week from Pierre, S. D. They are here to sell their property in Friona. Mr. and Mrs. O. C. Jones were very happy last Friday morning about 7 a.m. when they received a long distance phone call from their son, Tommy, who is with the Air Force in Anchorage, Alaska. He reported he was in the best of health and was just getting home from work. Tommy works for a bus company after finishing his day for Uncle Sam.

will be in the cast for about 6 weeks.

Mr. and Mrs. Oscar Baxter and J. L. were attending to business and shopping in Clovis Thursday. Mr. and Mrs. Walter Jasper of Amarillo visited his parents Mr. and Mrs. T. N. Jasper Saturday night.

Mr. and Mrs. H. K. Kendrick and son, Danny, were in Amarillo Thursday evening attending a birthday dinner honoring her father, Joe Shields.

Mr. and Mrs. T. B. Armstrong and Mr. and Mrs. E. R. Day Sr., were Sunday guests in the home of Mr. and Mrs. Elwood Vaughn.

A car driven by Mrs. Joe Brummett of Friona was hit on the right side by a car driven by Clarence Knight as she backed away from the curb in front of the City Cafe Saturday night. The 1952 Ford driven by Mrs. Brummett was damaged about \$150 according to the City Marshall. The car driven by Knight wasn't damaged.

Mrs. J. M. McAdams, who suffered a heart attack about four weeks ago was able to be in the shop Monday but unable to do any work.

Mr. and Mrs. Charlie Baxter and family of Clovis visited Sunday with his parents, Mr. and Mrs. J. W. Baxter and her father, Mr. F. S. Truitt.

Mr. and Mrs. E. M. Jack were Sunday dinner guests in the home of Mrs. Jack's sister, Mrs. Alta Wily.

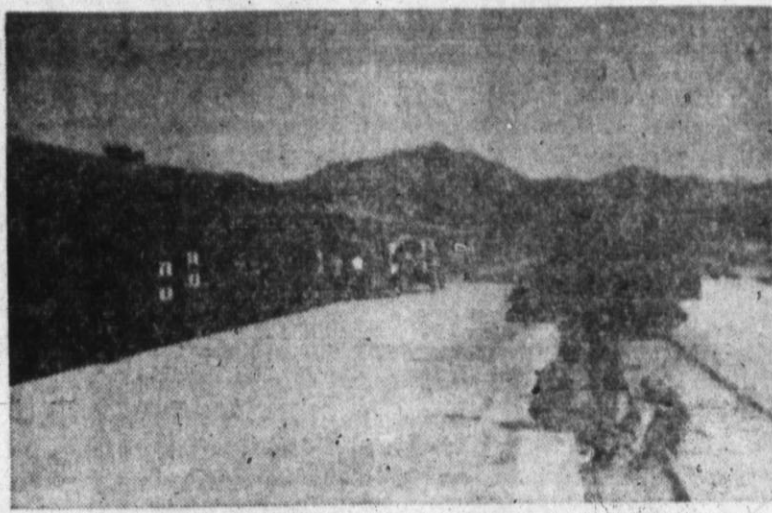
Mr. and Mrs. Orval Houser were in Santa Fe as guests of Mrs. Houser's sister-in-law, Mrs. Mary Hartman and family.

Mr. and Mrs. L. D. Pope and family and Betty Carthel were guests in the home of Mr. and Mrs. Jim Baxter Sunday. The marriage of Miss June Pleszewski to Dr. Paul Spring has been revealed. The couple were married on Oct. 3 at Roswell. The only couple attending were Mr. and Mrs. Johnnie Benger.

The bride is the daughter of Mr. and Mrs. Leo Pleszewski of Dunkirk, N. Y. She is a graduate of the Buffalo Children's Hospital where she was employed for four years before coming to the local hospital.

She came to Friona in April, 1949 and is superintendent of nurses. Dr. Paul is the son of Mr. and Mrs. F. L. Spring of Friona. He graduated from the Friona High School in 1931. He attended the Southwestern Medical Foundation in Dallas and served his internship at the University Hospital at Little Rock, Ark. He served in the army during WWII. He is now connected with the Parmer County Hospital in Friona. The couple are now on a wedding trip to New Orleans. They will be at home to their friends in about 10 days and will make their home in Friona.

Miss Sally Osborn was crowned queen of the Friona football



KOREAN RED CROSS TRAIN... is pictured above and told about Lt. Lloyd Manjeot, who is stationed in Korea, in a letter to his mother, Mrs. Art Manjeot of Hereford. Lt. Manjeot says he is glad to hear of the Bloodmobile reports here for the Red Cross for the blood gets to Korea in order. A hospital train comes up to his sector, which is the central sector not far from Whitehorse Mountains, and always goes back loaded, so I'm sure that plenty of blood is needed, Lt. Manjeot writes.

Wyche H. D. Club

Wyche Home Demonstration Club met Thursday afternoon with Mrs. Ira Scott and Mrs. W. T. Carmichael as co-hostesses. Mrs. Ira Ott gave the opening portion of the program, and members modeled dresses made of strips and plaids.

Mrs. Tom Draper talked on kitchen utensils and how to keep them and each member listed improvements made in her kitchen. The next meeting will be held with Mrs. Ira Ott on November 20.

Those present were Mesdames; W. T. Carmichael, Jim Cross, C. R. Damon, Marion Fite, Edwin Flood, Chester Haney, Truett Johnson, Ira Ott, W. C. Quattlebaum, W. R. Scarth, W. A. Wilke, Raymond Paetzold, Tom Draper, Clara Redman and Ira Scott.

West Hereford Club Plans Annual Dinner

West Hereford Home Demonstration Club met Monday afternoon with Mrs. John Jacobsen Sr. Miss Evelyn Bell was leader. Mrs. Carlos Vaughn, president, conducted a business meeting when the council report and other committee reports were heard. To introduce the program a poem was read in unison.

Mrs. Vern Witherspoon gave a demonstration in knot-craft as the lesson for the day. The annual Thanksgiving dinner for families of members was planned for November 20, and the next meeting was announced for Nov. 25 with Mrs. Frank Wilde.

Those present were Mesdames; Carlos Vaughn, Jack Flowers, Frank Wilde, Roy Boyd, Ulys Pierce, Foy Huff, Ida Mae Vaughn, R. H. Hale, Vern Witherspoon, Ed Cox, Miss Evelyn Bell, and the hostess.

There is still time in most sections of the state to plant winter legumes provided, of course, sufficient moisture falls to insure a stand.

Q. How can I exercise to improve my chest-line measurement?
A. Sit cross-legged, with back against the edge of an open door. Dig the back of your waist against the door edge. Bend arms at elbows and push thumbs back, way back. Push hard at least 10 times.

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LOVELY 6 ROOM HOUSE

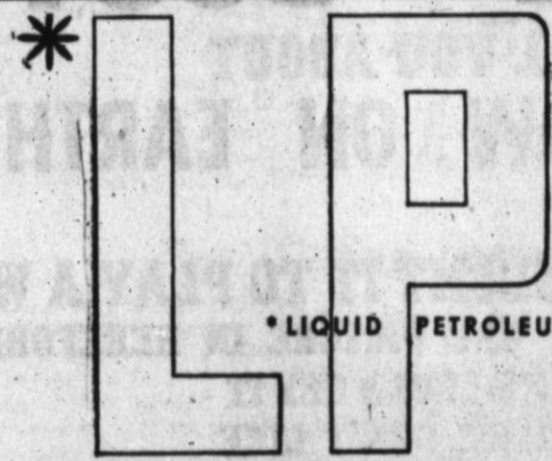
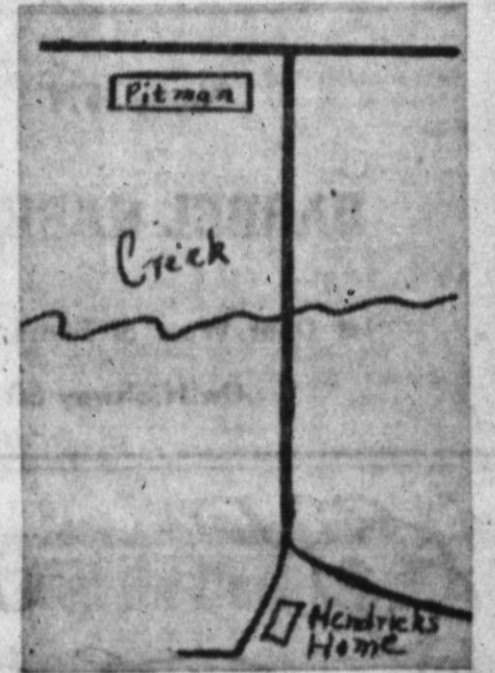
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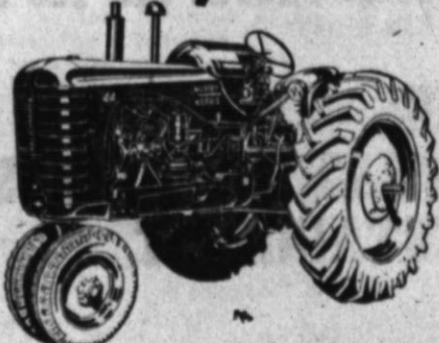
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Liquid Petroleum burns cleaner, reduces carbon deposits and practically eliminates crankcase dilution.

The Massey-Harris 44 L.P. is custom designed and factory built for efficient operation on L.P. fuel. And because it is built as a complete L.P. unit, the 44 LP gives you the same high-power rating as the 44 Gas—the same belt and drawbar efficiency.

In addition you get the economy of operating on low-cost fuel, and the low engine upkeep that results from the use of clean-burning, high-octane L.P.

Ask for a demonstration of the 44 L.P. . . let us show you the tractor that gives you lower operating costs and maximum power in its class.

✓ LOW MAINTENANCE

✓ HIGH POWER OUTPUT

✓ LOW FUEL COST

MASSEY-HARRIS

4-5 plow 55 L.P.

Liquid Petroleum burns cleaner, reduces carbon deposits and practically eliminates crankcase dilution.



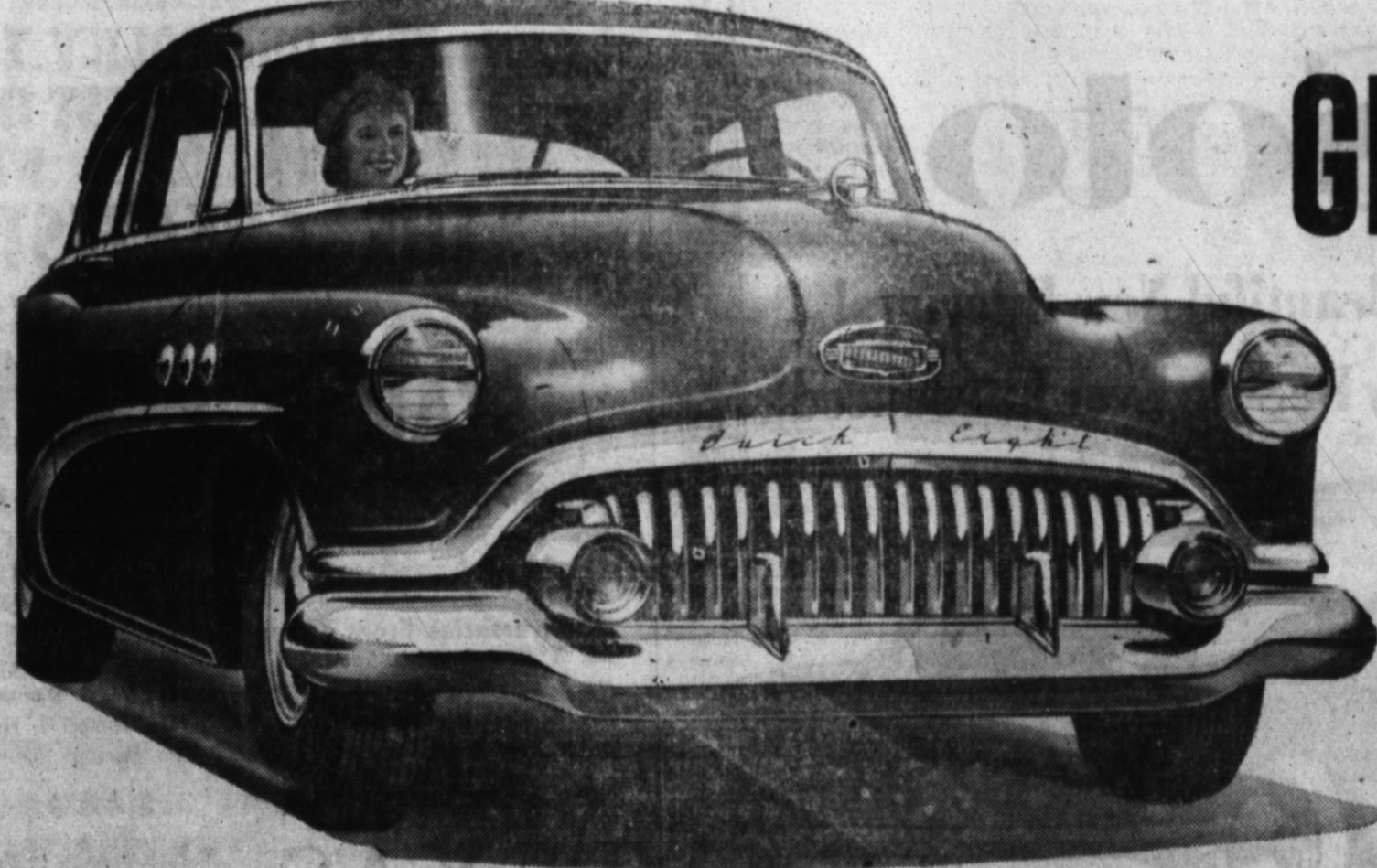
A big 382-cubic-inch engine with precision design and construction powers the 55 L.P. It has all the stand-out features of the regular gasoline series, plus the high efficiency and low upkeep costs of operating on clean-burning, high octane L.P. What's more, the 55 L.P. is factory designed as a propane-butane tractor . . . there's no power loss as with conversion units.

See us soon, and we'll show you how to get fuel economy, low upkeep and rugged logging power for your farm . . . the Massey-Harris 55 L.P.

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GREAT GOING

-any way you figure

NUMBER ONE item on most anyone's list of automobile "musts" is power—the life and lift of your going.

In this Buick SPECIAL you get a valve-in-head high-compression Fireball 8 Engine that can pour out a wealth of the thrilling power you ever held rein on—more power per dollar than you'll find elsewhere.

Number Two is ride—the way you go—the comfort and richness and luxury of your travel.

Every Buick has big soft coil springs on each wheel to cushion your way—and an unyielding torque-tube that firms and steadies your ride. Yet these are just two of the fifteen Buick ride features that cost, literally, more than a million dollars to engineer.

Then there's style, there's room, there's visibility, there's handling ease—all part of your travel—all

helping to make the difference between good going and great going.

But price is very much part of the picture, too—what you pay for what you get.

So when you add in the big horsepower rating you get in a Buick, plus the extra thrill and thrift of its Fireball performance . . .

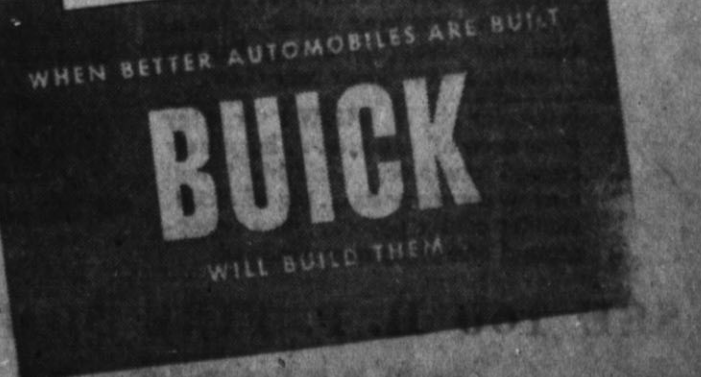
When you measure the inches of room, count up the many hours of comfort through the years, check off things like durability and solid satisfaction and high trade-in value . . .

And when you put this total against the price of a Buick—you're going to say, "Man! That's great going all the way!"

Come in and see us today or tomorrow, won't you?

Equipment, accessories, trim and models are subject to change without notice.

- Only Buick provides them all
- DYNAFLOW DRIVE*
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 - NEW WIDE-BAND BRAKES
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- Plus These, Too, On ROADMASTER
- AIRPOWER CARBURETION
 - NEW SILENCE



*Standard on Roadmaster, optional at extra cost on other Series.
**Optional at extra cost on Roadmaster and Super only.
***Optional at extra cost—available on most models.

Two great television events, The TV Football Game of the Week every Saturday and Buick Circus Hour every fourth Tuesday

EARL HENDRICKS BUICK

West Highway 60

Phone 11

Bethany Class Holds Session

Bethany Class of the First Baptist church was entertained in the home of Mrs. Viola Woodson Friday afternoon.

Mrs. Otto Massie, president, directed the business meeting and Mrs. C. J. Mountz gave the devo-

tional lesson. Special music was provided by Mrs. T. W. Roberson and Mrs. C. J. Mountz. They also led the class in group singing.

Those present were Mesdames: Wirt Phillips, W. A. Dobbins, O. to Massie, Walter Easter, Joe Evans, C. J. Mountz, R. T. Adams, John Draper, J. V. Pickens, R. T. Richardson, Willie Daniel, Phil Radovich, T. W. Roberson, Edna Bowe and the hostess.

Q. How does one go about choosing the right lipstick?

A. A good lipstick will have a velvety, creamy texture that is easy to apply -- and it will be non-drying, so that it will keep your lips soft and smooth. As to color, you should key this to your clothes. It's a good idea to build a wardrobe of lipsticks, each day using the lipstick that harmonizes with the color of the outfit you are wearing.

Better Cough Relief

When new drugs or old fail to help your cough or chest cold don't delay. Creomulsion contains only safe, helpful, proven ingredients and no narcotics to disturb nature's process. It goes into the bronchial system to aid nature soothe and heal raw, tender, inflamed bronchial membranes. Guaranteed to please or your druggist refunds money. Creomulsion has stood the test of many millions of users.

CREOMULSION

Relieves Coughs, Chest Colds, Acute Bronchitis



THE WINNERS—Two of the Texas top Democratic Party leaders who helped swing the state to Gen. Dwight D. Eisenhower are shown with their wives at a party in Austin. Left to right are: U. S. Senator-elect Price Daniel, Mrs. Daniel, Mrs. Shivers and Gov. Allan Shivers. (AP Photo)

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On Highway 60

Results Of Men's Handicap Match Play Tournament Here Are Given

The following results in the Men's handicap match play tournament held at the local golf course are given as follows:

CHAMPIONSHIP FIGHT: O. F. Lange vs Bill Amery, J. A. Pitman vs winner Stan Barrett-Bill Waldrop match, Clyde Cave vs Sam Gilbreath, Don Martin vs H. D. Blythe and Bill Davis vs winner of Wendell Burdine-M. E. Clevinger match.

CHAMPIONSHIP CONSOLATION: John D. Pitman vs Ray Hardy, Mac Pitman vs winner of Bill Miller-Dr. J. H. Channer match, Jim Garner vs Tom Howard and San Nelson vs winner of Walter Seed-Joe Butler match.

FIRST FLIGHT: Earl Hendricks vs winner of Henry Lewis-Hap Cavness match, Bob Lindsey vs winner of Dale Tinnin-Harold Loerwald match, Urlin Streu vs Dub Reeves, Andy Anderson vs Lloyd Neill and Ed

Young vs John Estes.

FIRST FIGHT CONSOLATION: Truitt Johnson vs winner of Roy Boyer-Dean Herring match, Bill Nunn vs loser of Henry Lewis-Hap Cavness match, J. A. McWhorter vs loser of Dale Tinnin-Harold Loerwald match, Louis Wilkinson vs Dr. R. E. Lingenfelder and H. A. Close vs H. A. Lamm.

Tough Steak

Tough steak can be transformed to tender meat by mixing a small quantity of vinegar and olive oil thoroughly, rubbing it on both sides of the steak, then allowing it to stand about two hours before cooking.

Texas Tuberculosis Associations will conduct their annual Christmas Seal Sale from November 17 to December 25.

Mrs. C.L. Wright of Fort Scott, Kansas, is spending a couple of weeks here with her mother, Mrs. Frank Lambert, and other relatives.

Don't get caught COLD! Drive in soon for Shamrock weatherproofing -- the cold-weather treatment that features fast-flowing oils and lubricants -- quick-to-fire, high-octane gasolines! Your Shamrock dealer will change oil; lubricate; check heater, windshield wipers, generator; clean and antifreeze the radiator; inspect and service tires and battery. Then you're ready for the worst. BUT DON'T PUT IT OFF. See your Shamrock dealer SOON!

The Shift's to Shamrock - Gasolines - Lubricants

LOST - YES - LOST

YES - I AM LOST. HOW TO TELL YOU ABOUT "THE GREATEST SHOW ON EARTH" IT'S A GREAT PICTURE -

AND WE BOUGHT IT TO PLAY A WEEK THAT IS A LONG TIME TO PLAY ONE PICTURE IN HEREFORD - BUT THAT IS THE ONLY WAY WE COULD GET IT - IT IS EXTRA ADMISSION WHICH I DON'T LIKE AND I DON'T THINK YOU DO EITHER BUT I BELIEVE YOU WILL SAY - IT'S WORTH IT -

74c - MATINEE (Except Sunday) 74c (Federal tax 11c state tax 6c)
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STAR ONE WEEK - STARTING FRIDAY

We Of The Theatres Congratulate You Upon The Occasion Of Your Wedding Anniversary Wedding Anniversary Passes - Date Nov. 10 thru Nov. 20 Will Be Honored For "The Greatest Show on Earth"

Anniversaries From Thursday, November 13 - Saturday, November 15

Mr. & Mrs. R. B. Latham	Mr. & Mrs. C. J. Berend	Mr. & Mrs. Leon Turner	Mr. & Mrs. Don E. Henslee
Mr. & Mrs. Virgil Merrill	Mr. & Mrs. W. S. Dicreffa	Mr. & Mrs. Lester V. Smith	Mr. & Mrs. Orrin Sharp
Mr. & Mrs. W. Witherspoon	Mr. & Mrs. James H. Fish	Mr. & Mrs. Glenn H. Williams	Mr. & Mrs. J. V. Pickens
Mr. & Mrs. C. M. Ray	Mr. & Mrs. Herbert Heseloff		

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<p>Friday - Saturday Double Feature</p>	<p>SUNDAY - MONDAY DOUBLE FEATURE</p>	<p>Wed. - Thurs.</p>
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Beautiful New Looks! Beautiful New Interiors!

It's The Most Beautiful New DeSoto Ever Introduced!

COME SEE IT!

BRAND NEW STYLING! Lower and longer... glamorous new chrome fender moldings... new, wider, lovelier front grille... beautiful new swept-back rear fenders... new, lower, wider rear deck!

BRAND NEW VIEW! Greater glass area all around... huge new curved one-piece windshield and narrow corner posts... big windows, slender center posts... new sweep-around one-piece rear window!

BRAND NEW INTERIORS! New, handsome upholstery... distinctive new door panels... new, lovely grained instrument panel... all harmonizing with body colors.

GREAT POWER FEATURES! The DeSoto 160 h.p. Fire Dome V-8 has America's most powerful engine design. Power Steering makes parking and turning easy as dialing a phone. Power Braking assures faster, easier, safer stops.

SEE 160, H. P. FIRE DOME V-8 and POWERMASTER SIX!

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