

WEATHER	High	Low
Sunday	63	35
Monday	76	38
Wednesday	85	38
Moisture for Oct.: 1.22		
Moisture for year: 1.10		
Moisture last year: 20.16		



GOING, GOING, GONE signal auctioneers man of the auction to raise funds for the during the Community Center benefit auction Saturday in Hereford. Seated on the tall platform is Lawrence Youngblood of Amarillo while his father, Chief, stands in the center. At right is Woody Wilson, chair-

Maize Harvest Picks Up Speed Under Clear Skies

Still awaiting the first snap frost of the season, Deaf Smith County cotton and grain sorghum growers continued harvest of their crops under clear skies this week.

Maize harvest this week was reaching the full swing stage, but most cotton farmers are staving off plans for stripping, or mechanical harvesting, for about 10 more days.

Lettuce harvest continued and is feeding a slightly weaker market, and carrot harvesting continued for a fair market.

Moisture content reports on maize ranged from 11 1/2 through 14 percent Wednesday morning. Quality and yields this year is excellent, elevator managers agreed.

Nearly 600 bales of cotton have been processed thus far in Deaf Smith County. More than 10,000 acres of the crop have been planted locally, and yields should be up to two bales per acre in some fields.

Although truckloads of maize have not been lined up behind scales at elevators this week, elevator managers said that harvest of the crop picked up considerably during the past few days. Heavier influx began (Continued on Page 2)

Cotton Trailer Runs Over Child

Stephen Martinez, three-year-old son of Mr. and Mrs. Lino Martinez of Hereford, is in critical condition in the Deaf Smith County Hospital after being run over by a cotton trailer at 3 p.m. Tuesday.

The Martinez family lives in the barracks by the Hereford Cotton Gin, east on Highway 60. The boy apparently was playing around the cotton trailers at the time of the accident. The child was taken to Hereford Clinic by private car and transferred to Deaf Smith County Hospital after emergency treatment by Kreig-Marcum ambulance.

Attending physicians said the child was suffering from internal injuries.

Hold Rites For H. L. Schloss

Funeral services for H. L. Schloss, 70, of 130 Ave. D, Hereford, were held Monday at Rose Chapel of Gilman Memorial Home. The Rev. Treadwell, pastor of St. Paul's Episcopal Church, officiated. Interment was in West Park Cemetery.

Mr. Schloss, former court reporter for the 69th Judicial District and former county judge of Deaf Smith County, died at 2 p.m. Saturday in the Deaf Smith County Hospital after an illness of four years.

Mr. Schloss was born June 3, 1889, in Milwaukee, Wis., and came to Texas in 1927 from Kansas City, Mo. He was married to Ann Nicewarner in Texico, N. M., Jan. 1, 1930.

He became court reporter for 69th District in 1928 and served under Judges Reese Tatum, James W. Witherspoon, John Aldridge and Harry Schultz.

He was Deaf Smith County Judge from 1953-54. Mr. Schloss moved to Hereford in January, 1940, from Dalhart. He was a member of the Episcopal Church and the Masonic and Odd Fellows Lodges. His only immediate survivor is his wife, Ann, of Hereford.

Convene Grand Jury Thursday

The 69th District Grand Jury is scheduled to convene in District Courtroom at 10 a. m. Thursday. Meeting at that time in separate chambers will be a Jury Commission to select 16 candidates for Grand Jury duty for the February, 1960, term.

Last week, the current jurors heard only 21 of 29 cases. At the end of the second day, District Judge Harry Schultz recessed the jury and ordered them to convene again Thursday this week.

During the recent session, the jurors returned 13 indictments and eight no-bills.

Jury for the current term includes Jimmy Allred, foreman, Labry Ballard, J. L. Woodford, Ivan Block, H. V. McCabe, Mrs. Charlie Burk, C. G. Richardson, Mrs. Howard Gault, Hardy Benson, Mrs. Colby Conkright, Mrs. Pat Webb and W. H. Patton.

City Commission Approves Flag Stands In Town

Hereford City Commission in regular meeting Monday approved a request submitted by the local American Legion post placed on parking meter posts in front of downtown businesses for placement of American flags on legal holidays.

City Manager Dudley Bayne explained that Hereford merchants have agreed to the Legion's proposed project of placing uniform flags and poles in the fixtures on holidays.

Members of the local post will place the flags in the fixtures on mornings of holidays and will remove them at the end of the day. Cleaning of the flags will also be under direction of members.

In other business at the meeting, Commissioners discussed operation of Hereford Airport.



EVEN FOR A TEXAN, a candy cane this size would be plenty. But for a small-sized Texan like Jay Noland, four-year-old son of Mr. and Mrs. Mack Noland, it's an armload. The styrofoam cane, 40 inches long, is one of the interior store decorations which will be used to carry out Hereford's Candy Cane Lane theme at Yuletide. Even the light poles will become huge, red-striped canes right after Thanksgiving. (Staff Photo)

Local Officers Aid In Dragnet

The Deaf Smith County Sheriff's Department and Highway Patrol unit in Hereford Wednesday morning cooperated in a dragnet seeking to capture two men who broke out of jail in Plainview at about 7:15 a.m. Wednesday.

An area alert was sent out by Plainview officers for the two men, who were earlier arrested for robbery by assault. The escapees had not been captured Wednesday afternoon.

PAMPA, CLOVIS AND HEREFORD ENTER

State Heavyweight Champs Meet Here On Friday Night

A feature bout between two state heavyweight amateurs to be set when the Hereford Athletic Club holds its second evening of fights Friday at 8 p.m. in the Bull Barn.

Huge James Stepp of Clovis and small, hard-hitting Carl McClure of Dumas are slated to be on the card, which should be one of the best fights of the night.

Stepp, defending heavyweight champion of New Mexico, last week stopped Bill Lunsford of Plainview in 1:00 of the second round. Slow-moving, but hard-hitting, Stepp weighs about 225.

McClure last March battled his way to the Golden Gloves finals in Chicago, losing the last fight on an unpopular decision.

Carl McClure, a zinc smelter furnaceman, delights in taking on larger opponents. At 178 pounds, he is light to be in the unlimited class, but relies on speed and rock-hard blows to soften up the bigger men.

McClure and Stepp have fought twice, with McClure taking both decisions. He had to do it the hard way the last time they met, coming back to win after Stepp had scored three knock-downs in the first round.

Both Clovis and Pampa will

send fighters to Hereford Friday as the area fistic groups get ready for the regional Golden Gloves tourney in Amarillo next February.

Curtsinger Has Tops In Contest

Three ties in the major college football games last week end played havoc with local prognosticators in the Brand's weekly gridiron contest.

From the soaring heights of 18 picks last week, it took just 13 this week to get in contention.

O. C. Curtsinger and Joe Hamilton topped the pack for the weekly guessing contest as they chose the lucky 13 each. Curtsinger took the \$10 weekly cash prize with the right pick on the first tie-breaker.

For most of the guessers it was a sorrowful week as Tennessee and Alabama, SMU and Rice and Cincinnati and Wichita reported with knotted scores. Most of the pack were in the group having 9 to 11 correct choices.

Although all matches are arranged after fighters weigh in the afternoon of the bouts, several good scraps should stand out on the card, which will have about 15 fights.

Pampa coaches Ollie Wilhelm and Oren James always train tough fighters. Among the returning veterans this year will be Charles Snider and Ken "Tiger" Powell.

Snider possibly will be matched against Theo Nance of Clovis, who lost a close decision to Gary Watt of Levelland last week. Both should come within the 145-pound class.

Another possible feature bout could be between Powell, who favors the aggressive, windmill type of attack, and classy Ignacio Rodriguez of Clovis in the 126-pound weight.

Fighters from Clovis are trained by coaches Bob Stevens and Chuck Haas.

Hereford coach Don McNeese is working with a fairly-green group of fighters, outside of the five fighting Welby boys, Arthur Tjerina of Hereford, who won his 80-pound bout with a TKO in 58 seconds of the first round last week, is one of the more promising young fighters. Since starting the season, the

Around Town

Horace Schloss, former county judge and district court reporter who died here last week, was a colorful man in many respects. While living in Dalhart he worked for the Rock Island Railroad and once served as secretary to the late H. P. Greenough, then division superintendent. He also served at one time as secretary to William H. (Alfalfa Bill) Murray, the most colorful governor ever to reign in Oklahoma.

The PTA for Central and Schools will hold a chili supper on Saturday, Oct. 24, from 5-8 p.m. in the Central cafeteria. Proceeds will be used to assist the libraries at the two schools. Following the meal an open house will be held at the new Northwest school.

With an open date last week and a trip to Oklahoma City Saturday night, football fans could well turn out in great number to see Hereford's Bee and Freshmen teams Thursday evening. Both teams are undefeated thus far in Golden Spread conference and season play.

Hereford Whiteface football players, we understand, will get to see one of the nation's finest football games Saturday afternoon. They'll be guests when Oklahoma Uni-

Students Organize For CROP Drive

More than 200 Hereford youngsters will don ghost and goblin garments again this year to launch a house-to-house

\$1,000 Bond Set On DWI Charge

Ramon Sanchez Gonzales, 57, of Hereford was released on a \$1,000 bond Monday after charge of driving while intoxicated, first offense, was filed against him by Hereford police.

Gonzales was arrested after the pickup truck which he was driving was involved in an accident with an automobile driven by Miss Sonia Delores Hudson, 20, 506 Lee, Sunday afternoon.

The accident occurred on Lee St., about 600 feet north of Third. There were no injuries in the accident, which occurred at about 4:25 p.m. Sunday.

BEFORE GRAND JURY

Schreiner Death Testimony Slated

The 69th District Grand Jury Thursday is scheduled to hear testimony in connection with the Oct. 11 death of William H. (Bill) Schreiner, manager of the Texas Hotel here. Two Hereford farm hands submitted to polygraph tests administered by the Department of Public Safety regional office in Lubbock Friday and Saturday, and results of the test, were released here Monday.

From test results, the polygraph examiner reported that he believed that both men were truthful in statements they made in connection with the case, Hereford Police Chief Henry Aycock said Monday.

An Amarillo pathologist he performed an autopsy on Schreiner's body last week reported that the hotel manager's death was due to a "coronary occlusion", and that the occlusion was not brought on by any physical acts of violence, Chief Aycock pointed out.

Schreiner was found dead on a couch in the lobby of the hotel shortly after 3 a.m. Oct. 11. Aycock said there had apparently been an "altercation" in the lobby of the hotel.

Both farm hands last week were charged with drunkenness and were fined \$100, each Aycock said. One was fined in Corporation Court and the other was fined in Justice Of The Peace Court. One was still in jail in lieu of paying his fine this week.

One farm hand said that after Schreiner's death, he removed \$145 from the hotel manager's room with the intention of giving the amount to Schreiner's widow later, according to Aycock.

After police completed investigation of the death at the hotel lobby, the man said, he took the \$145 to the home of a friend in Hereford and the money was placed under a mattress in the front room of the house.

At 1:10 p.m. Monday, Oct. 12, Aycock went to the man's home and inquired about the location of the missing money. The money was then turned over to officers and is being held at police headquarters.

Schreiner's wife, however, told police she had talked to her husband by telephone about four hours before the death was

(Continued on Page 2)

Halloween night drive to collect gifts of money or farm products for Christian Rural Overseas Program (CROP).

This year's drive was outlined during a meeting at the Hereford High School auditorium at 12:30 p.m. Monday. Donnie Marcontell was elected drive chairman.

Last year, more than 200 participants in Hereford collected \$1,254 in a porchlight campaign, which was the largest total collected for a town this size in the United States.

On Oct. 31, Halloween night, drive participants will meet at the First Methodist Church at 7 p.m.

The youths will gather money, maize, cotton and livestock. Residents donating the farm products will be asked to fill out slips stating where the donation may be picked up.

A part of the nationwide program for the sixth year, the

(Continued on Page 2)



SAFE FOR FOUR MORE WEEKS, this huge flock of ducks is enjoying the bountiful maize harvest. Almost covering the lake, they present a tempting sight for the many hunters who are getting ready for open season. Season in Texas starts Nov. 15. This particular flock, one of many now feeding in the county, was photographed northeast of Hereford. (Staff Photo)

Unbeaten Vikings Host Herd Oct. 24

Unbeaten in six games, the Northeast High School Vikings of Oklahoma City will be at home Saturday night to the Hereford Whitefaces, winless in five starts.

Game time for Hereford's only Saturday game is 8 p.m. at Taft Stadium.

The Vikings currently are ranked Number Three in Oklahoma's Class A division, the equivalent of the Texas AAA league in which Hereford plays. Since starting the season, the Vikings have downed five Oklahoma City teams and one from Tulsa. They defeated John Marshall, Central, Catholic, Classen, Nathan Hale of Tulsa and U. S. Grant.

They pounded Nathan Hale, a new school, 45-6 two weeks ago and last week knocked out U. S. Grant 16-6.

In six games, only four touchdowns have been allowed to cross the Vikings' goal line.

Northeast coach Harold Meredith has a team which is strong on both offense and defense, although the team weights are not particularly impressive. Meredith has his team running from the basic T formation, the recently-revived spread, and the I formation, where all the backs are lined up directly behind the quarterback. The last formation allows a strong power blast to either side with any of the backs taking the hand-off.

Quarterbacking the Vikings is Tom Havenstrite, a left-handed spry who can pass or run with equal facility. Scouting reports indicate that left half Jackie Cowan is a powerful runner, who uses his 172 pounds to advantage.

The Viking offensive line in-

(Continued on Page 2)

Unbeaten...

(Continued From Page 1) cludes: Terry Maynard, right end, 170; Roger Bauer, right tackle, 180; Don Tappier, right guard, 170; Larry Chandler, center, 185; Paul Scott, left guard, 170; George Poe, left tackle, 180; and Bill Floyd, left end, 170.

Comprising backfield are: Tom Havenstrite, quarterback, 161; Jackie Cowan, left half, 172; George Vaughn, right

half, 153; and Ronny Chamber, fullback, 180.

Hereford's head coach Bob Williams said his third and fourth quarterbacks would call signals for the Herd this week. Jimmy Collier, who started against Roswell, probably will start the game. He will be backed up by Jimmy Brown, a senior who was moved up from the B team.

Walker Parris and Billy Dirks, the first and second unit quarterbacks, will remain on the sidelines another week.

Students...

(Continued From Page 1) local youths plan to collect CROP donation instead of goodies in order to help those less fortunate than themselves.

Linda Renfro, advertising chairman of the campaign, said 25 cents would give 19 children bread and milk every day for a month; \$1 would give 15 children a cup of milk each day for a year; \$5 would give 65 children bread and cheese daily for a year; and \$10 would provide 44 children with milk, bread and a bowl of rice daily for a year.

Further drive strategy will be made at a meeting soon. Handling the drive locally will be Jimmy Conkwright, vice-chairman, Margaret Boomer, secretary-treasurer; Twila Springer, food chairman; Beth Lemons, map chairman; Jan Reese, materials chairman; Marcontell and Miss Renfro.

Before...

(Continued From Page 1) reported to police, Aycock reported. At that time, she said, Schreiner had mentioned that he had more than \$300 in his possession.

Police this week were still trying to locate the balance of the alleged amount. Mrs. Schreiner was at a hotel she manages in Lamesa when she talked to her husband by telephone, Aycock added.

The pathologist said the autopsy indicated that Schreiner had apparently had previous heart trouble. Large scar tissue was found around the man's heart, the doctor said.

Both laborers, held without charges on investigation in connection with the death, were in the hotel lobby when police arrived to investigate.

Thanks Folks

for your business!

It has been a real pleasure to serve you during the past 2 years that we have owned and operated the DOUBLE K DRIVE-IN. We sincerely appreciate your fine patronage during this time, and we would like to take this opportunity to express our appreciation to you, and to encourage you to continue enjoying the fine food at the DOUBLE K DRIVE-IN.

Most of you know Clinton West . . . if you don't we encourage you to come out and get acquainted. You'll find that his service and food will be tops.

Ervin and Dorthy Ward



All Tied-up With

TRIOS
SHOES FOR TEENS

Black Velvet
Red Velvet

Blk. Suede
White Buck

Black Smooth

Sizes 4 to 10 \$6.95

Hereford Shoe Store

323 N. Main

Phone EM 4-1833

Around...

(Continued From Page 1) versity battles it out in Norman with Kansas University.

Chamber of Commerce president Monk Johnson, manager Bill Thompson and their wives attended the Pampa C of C banquet Tuesday night. Between 450 and 500 persons made up the capacity crowd.

Had a nice chat Saturday morning with auctioneer Lawrence Youngblood, who was on hand for the Community Center affair. Lawrence and I went to school together in Dumas when his dad, Chief, was working for Shamrock Oil and Gas. Chief, incidentally, used to be quite a famous baseball pitcher with the Washington Senators. Due to an arm injury, he was one of the major leagues' few side-arm and under-hand hurlers.

The Hereford Business and Professional Women's Club called Monday and asked us to express their appreciation to everyone who contributed food and donations to the auction.

Don't forget the fights in the Bull Barn Friday at 8 p.m. Clovis and Pampa will send their teams to do battle with Hereford boxers. The fans who were on hand last week are still talking about the fine scraps.

Hereford merchants will see some large candy displays at their meeting Friday at 10 a. m. in the Jim Hill Hotel ballroom. The exterior decorations

Maize...

(Continued From Page 1)

over the past week end. Much of the crop is already ripe in the fields. Other fields would not be harmed by a killing frost.

Some test stripping is being done in county cotton fields. Most of the crop taken to gins recently, however, was hand-picked.

State employment representative Pat Patterson said Wednesday morning that about 10 combine operators were needed. About 50 field laborers for lettuce, carrot and cotton fields also were needed, Patterson said, but the shortage is not serious.

A surprise freeze Wednesday of last week started defoliation of cotton leaves. The freeze reportedly did little, if any, harm to lettuce or carrots. Much of the frost was in a layer of air two to three feet above the ground.

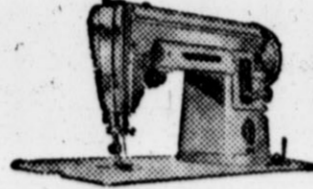
About 25 per cent of the current maize crop may be harvested, one elevator manager said Wednesday. He estimated that about 150,000 acres could be harvested this year.

Price support of the grain was dropped considerably last spring with an announcement by the Secretary of Agriculture. Many maize growers in this area, however, said they would plant as many or more acres than they had planned before the cut in price support was announced.

for the Christmas season also will be discussed. To date, the merchants have collected \$1045 of the estimated \$3000 needed to make the promotion a success.

How many words in the English language have three double letters in succession? The only one I know of is bookkeeping, or bookkeeper.

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For the convenience of our customers in

Hereford

We suggest you call the home of our AUTHORIZED SALES REPRESENTATIVE

Jeff Roberson
137 Ave. D
Phone EM 4-0262

Trade Mark of THE SINGER MFG. CO.
SINGER SEWING CENTER

Send to your telephone book only under SINGER SEWING MACHINE CO.
510 Taylor, Amarillo

ANNOUNCING

the Purchase of the

DOUBLE K DRIVE-IN

By

CLINTON WEST

I have recently purchased the Double K Drive-In from Mr. and Mrs. Ervin Ward, and have assumed management of the business.

I would like to take this opportunity to invite each and every one of you to drop by soon for one of our delicious Hamburgers, Sandwiches or soft drinks.

We plan to give you the best service possible, with a minimum of waiting and, the most delicious burgers and sandwiches in town.

Come on out . . . you'll be glad you did.

—Clinton West

New Winter Hours:

WEEKDAYS
and
SATURDAY

11 a. m. to 11 p. m.

SUNDAY

2:30 p. m. to 10 p. m.

CLOSED THURSDAY

Jewelry GIFTS

LAYAWAY for CHRISTMAS

\$100 HOLDS

Your Credit Is Good at Cowans — No Interest or Carrying Charges - Any unpaid balance on lay-aways at Christmas time may be paid in small monthly payments next year.

Choose Your Gift from Our Wide Selection of Watches, Including:

Hamiltons Bulovas
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WATCHES WATERPROOF AS LOW AS \$19.95



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Chosen by experts to measure up to the highest standards of weight, cut and color!

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LOWEST PRICES!
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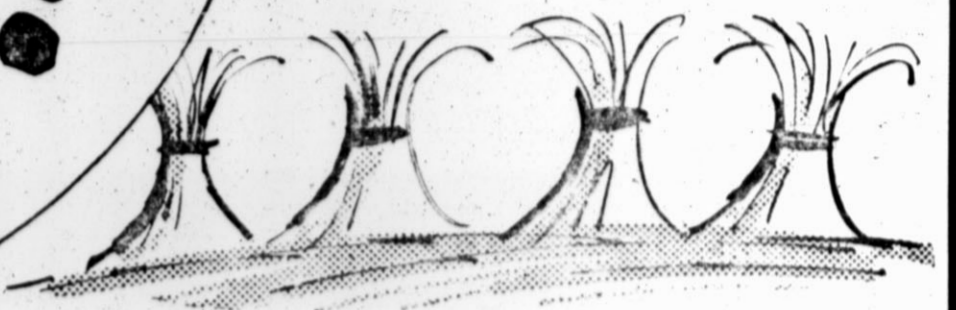
Phone EM 4-3821

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EASY PICKIN' SAVINGS
at our...

HARVEST SALE!

From the farms . . . from the orchards . . . from the canneries and packing houses—from every corner of the country, we bring you this harvest of super values . . . this bumper crop of low, low prices. Every department is filled to overflowing with special features in fine quality foods to give you the tops in good eating at a really low cost. So stock your pantry! Stack it high. Save money in a BIG WAY at our storewide HARVEST SALE.



Arrow Brand
PINTOS
Fancy Dried 4 Lb. Bag **39¢**

Shurfresh
SALAD OIL
Full Quart **45¢**

FROZEN FOOD SALE!
LIBBY'S FAMOUS QUALITY

CHOPPED BROCCOLI
Cream Style Golden Corn
CUT CORN
PEAS
SPINACH - leaf or chopped

6 Pkgs. For **\$1**

BROCCOLI SPEARS
CUT GREEN BEANS
WHOLE BABY OKRA
CREAM PEAS

5 Pkgs. For **\$1**

Mrs. Tucker's
SHORTENING 3 Lb. Can **65¢**

Garden Club — 18 Oz. Jar
GRAPE JAM 25¢

Aunt Jemima — 2 Lb. Box
PANCAKE MIX 33¢

HILLS BROS COFFEE Lb. Can **65¢**

Energy Powdered
DETERGENT GIANT BOX **55¢**

Roxey
DOG FOOD TALL CANS 5 FOR **39¢**

Freshly Ground
Lean and Delicious
GROUND STEAK
lb **59¢**

USDA Good and Choice
CHUCK ROAST
Table Trimmed lb. **49¢**

Wrights
FRANKFURTERS
Cello Pkg. lb. **49¢**

Honey Boy
SALMON
Tall Cans **49¢**

Bluebonnet
OLEO . . . 4 Lbs. **\$1.00**

Snider's Hotter
CATSUP 14 Oz. Bottle **15¢**

Wildroot — Regular 98¢
CREAM OIL LARGE BOTTLE **69¢**

COLGATE — Economy 69¢ Tube
TOOTHPASTE **49¢**

Armour's Star
BACON
Sliced Pound Pkg. Cello lb **49¢**

Crisp Green Bullnose
BELL PEPPERS 2 Lbs. **25¢**

Fresh — Beautiful Fruit
BARTLETT PEARS lb. **15¢**

CRANBERRIES Eatmor Pound Pkg. **25¢**

ROME BEAUTY APPLES Lb. **12½¢**

FRITOS Free Can of Fritos Bean Dip with this Purchase **29¢**

Libby's Garden Sweet
PEAS No. 303 Cans 2 FOR **29¢**

Armour's Luncheon Meat
TREET 12 Oz. Can **39¢**

Hawaiian
PUNCH 3 46 Oz. Can **\$1.00**

Patio Frozen
BEEF ENCHILADAS 24 Oz. **49¢**

Maxwell House — Big 10 Oz.
INSTANT COFFEE . . **\$1.49**

Baker's Angel Flake
COCONUT 14 Oz. Pkg. **59¢**

COOPER'S

EM 4-2030

WANT ADS

1. FOR SALE Miscellaneous McCULLOUGH MOTOR COMPANY West Highway 60 Phone EM 4-3150 CHRYSLER IRRIGATION ENGINES Sales & Service B-1-49-tfc

MOVIE CAMERA sets, Eastman Kodaks, Polaroids. We have a complete selection and will sell you a camera with a small down payment. Inquire at Roger's Drug. B-1-26-3-tfc

HEREFORD GLASS CO. Expert Car Glass Installation Table Tops and Window Glass Picture Frames 392 Park Ave. Ph. EM4-2652 B-1-25-tfc

BIG RED BARN We buy-sell-trade for anything of value. Used Furniture - appliances and Junk. EM 4-3552 West Edge of Hereford Hiway 60 B-1-1-tfc

TOP QUALITY irrigation dams as low as \$3.25. Davis Implementation Co. 144 West Second. B-1-14-39-tfc

See HEREFORD GRAIN CORP. for Lawn Grass Seed Bulk Garden Seed Ground Corn Cobs for Chicken Litter Place your order now for Baby Chicks. PHONE EM 4-3755 B-1-32-tfc

TOYS year around selection. Western Auto. Third & Main. B-1-30-29p

ROWELL AND DOAN headquarters for Champlin Oil Firestone Tires Reliable Batteries Spark Plugs Filters Ignition Parts Irrigation Dams Accessories Machinery On the Farm Tire Service 423 W. 1st Hwy. 60 EM 4-1120 B-1-9-tfc

NEW MEXICO Winter Barley seed 1 bushel, A. F. Marnell 14 north on 385. B-1-11-41-12p

HARI KARI a powerful new killer fly bait coke for the control of house flies. McDowell Drug. B-1-17-3-tfc

Get Your Supply of PEAK ANTI-FREEZE at ROWELL & DOAN FARM SUPPLY EM 4-1120 423 W. 1st B-1-18-15-4C

REFRIGERATORS These prices are good until the first of the month. 11 cu. ft. Kelvinator refrigerator, Reg. \$269.95 Now 197.50

12 cu. ft. Kelvinator Automatic defrost refrigerator. Reg. \$319.95 now \$224.75 13 cu. ft. Double Door refrigerator-freezer combination, Automatic Defrost. Reg. \$429.95 now \$296.50

18 cu. ft. Refrigerator-Freezer combination. The finest combination model Reg. \$679.95 now \$489.95 9 cu. ft. Upright Freezer. Reg. \$229.95 now \$183.25 11 cu. ft. Chest type Deep-Freezer. Reg. \$279.95 now \$259.95

18 cu. ft. Chest type Deep-Freezer. Reg. \$349.95 now \$297.00 20 cu. ft. Amana Freezer. Reg. \$679.95 now \$497.95 16 cu. ft. Amana Freezer. Reg. \$579.95 now \$445.85 18 cu. ft. Deepfreeze Upright. Reg. \$699.95 now \$369.95

Amana Combination 9 cu. ft. refrigerator and 8 cu. ft. freezer. Reg. \$669.95 Now \$543.85 14 cu. ft. Gibson refrigerator. Reg. \$266.95 now \$225.00

All prices are with trade-ins. We have several good used boxes to choose from also. WALKER REFRIGERATION SERVICE 3rd at Schley EM 4-0788 B-1-16-4c

YARNS, Crochet threads, fabrics, Baby gifts, Dan's 5th Ave. Store Canyon, Texas. B-1-12-15-6c

2. FOR SALE Farm Equipment FOR SALE Lilliston Roto Speed Cutter and Repairs LESLY MOTOR COMPANY 345 E. 1st Phone EM 4-1600 B-2-3-tfc

FOR SALE, USED ENGINES 1-M & M 4 Cyl. 120 HP 8x9 1-M & M 6 Cyl. 180 HP 8x9 1-Set 1210 M & M Twins 2-V-8 LeiRoi 220 HP 1-V-12 LeiRoi 340 HP 1-8 Cyl. PC2505 Buda These Engines were removed from service in Cotton Gins. PRICED RIGHT Will Take Electric Motors in trade. LUBBOCK ELECTRIC CO. 1108 34th Lubbock, Texas Phone SH 4-2335 B-2-15-4C

FOR SALE: 1958, model 720 John Deere Diesel, (electric starter; with double 16 foot tool bar and complete Anhydrous Ammonia equipment. All in excellent condition. Phone EM4-3496. James Alston. B-2-29-15-tfc

SEE The Blue Window Storm Doors and windows now. HEREFORD STORM DOOR & WINDOW COMPANY 1221 East 1st Phone EM 4-3780 B-2-16-2c

FOR SALE: 1957, model 82 Massey Harris Combine. Phone EM 4-1888 or see Credit Union Manager, 330 Schley. B-2-17-16-2c

FOR SALE: 1954 Allis Chalmers Combine, Model 60, with motor and Heston pickups. In good condition. Johnson Cotton Stripper. Fits John Deere tractor, Denzil Pulliam Star Route, Hereford Phone PR6-4557. B-2-30-43-2p

FOR SALE 1-New 2 ton Chevrolet Truck. Less than 3,000 miles. 15' grain bed, turn signals, wheel flaps, West Coast Mirrors. Registered for 20,000 pound load. 50 model Ford Tractor and equipment. 1-IHC Cub Tractor. M. C. CAUSEY Phone EM 4-0644 B-2-16-3C

FOR SALE: Four door Ford, automatic shift, completely powered, air-condition, low mileage. See at Walsh Food Service. Contact Mr. or Mrs. Red Schneider. B-3-24-14-tfc

WHY PAY RENT 1295 A. dry land, 640 A. wheat allotment, lays perfect. 12 miles to elevator, will sell 640 A., or all for 1/2 down, balance 15 yearly payments. Price \$75.00 per acre. Will consider trading for irrigated land. 310 A. all cultivated. 2-8" wells, nice improvements. 56 A. cotton allotment. Only \$262.50 per acre. \$35,000.00 down, balance good terms. 310 A. 200 cultivated. Nice improvements. On paying. Only \$15,000.00 down, balance terms. 2-160 acre tracts, your choice for \$15,000.00 down. 3 bedroom brick on Star St. Double garage and fenced back yard. Price 15,000.00. Has approximately \$10,000.00 loan, payable \$100.00 per month. 3 bedroom brick at edge of town. Fully carpeted, 2 baths, central heat and air conditioning. Has pressure system. Price \$13,100.00. \$4,000.00 down, balance terms. Nice 2 story home with double garage on corner lot. 2 baths, 4 bedrooms and den. House is well located. Price \$16,500.00. 2 bedroom brick, attached single garage, fenced back yard, carpet in living room and hall. Price \$10,500.00. Will sell on GI or FHA. We have 2-2 bedroom homes, your choice for \$6,000.00. Pay only \$500.00 down, balance terms. WE HAVE A BUYER FOR A GOOD 160 ACRES WITH NICE IMPROVEMENTS. WE NEED LISTINGS, LARGE OR SMALL, WE HAVE THE BUYERS. WE SPECIALIZE IN SALES AND TRADES. J. M. HAMBY REAL ESTATE 1221 E. Hwy. 60 Office EM 4-1345 J. M. Hamby EM 4-2553 Gerald Hamby EM 4-1534 B-4-43-TFP

FOR SALE: 1958, model 720 John Deere Diesel, (electric starter; with double 16 foot tool bar and complete Anhydrous Ammonia equipment. All in excellent condition. Phone EM4-3496. James Alston. B-2-29-15-tfc

FOR SALE: 1957, model 82 Massey Harris Combine. Phone EM 4-1888 or see Credit Union Manager, 330 Schley. B-2-17-16-2c

FOR SALE: 1954 Allis Chalmers Combine, Model 60, with motor and Heston pickups. In good condition. Johnson Cotton Stripper. Fits John Deere tractor, Denzil Pulliam Star Route, Hereford Phone PR6-4557. B-2-30-43-2p

FOR SALE: 1-New 2 ton Chevrolet Truck. Less than 3,000 miles. 15' grain bed, turn signals, wheel flaps, West Coast Mirrors. Registered for 20,000 pound load. 50 model Ford Tractor and equipment. 1-IHC Cub Tractor. M. C. CAUSEY Phone EM 4-0644 B-2-16-3C

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FOR SALE: 1957, model 82 Massey Harris Combine. Phone EM 4-1888 or see Credit Union Manager, 330 Schley. B-2-17-16-2c

FOR SALE: Large two bedroom house, GI Loan, Call EM4-1182. B-4-10-42-4c

FOR SALE: Two bedroom stucco house, 911 Lafayette EM4-0645. B-4-9-43-9c

3 bedroom brick with attached garage only \$10,500. 3 bedroom Stucco near school \$6,800. 2 bedroom Stucco with apt. \$7,500. 4 year old 3 room \$4,000. 2 bedroom and garage must be sold. Make offer. Well improved irrigated 1/4 on Nat. gas in best water. 30 A. cotton \$250 - \$15,000 Have buyer for irrigated section, cotton not necessary. 8 G. 1.s want to buy section. If you want to sell, trade or buy, let us prove to you we'll do our best. Carthel Real Estate 206 N. 25 Mile Ave Phone EM 4-0944 B-4-43-4C

FOR RENT: Used TV \$5.00 a week includes delivery and service. Streu Hardware. B-5-13-23-tfc

FURNISHED Apartment cheap, for middle aged couple. Call EM4-0028. B-5-9-41-tfc

BEDROOMS for rent, 511 North Lawton Avenue, Phone EM4-0917. B-5-9-16-1c

FOR LEASE Good 100 acres vegetable land. 1 mile east, 1/2 mile north of Ford Grain Elevator, or 20 miles north of Hereford. 8 inch well on natural gas. Contact Weldon Allard, 404 Madison. Amarillo DR3-1296 or J. H. Allard, 1321 N. Fairfield. Amarillo DR 3-5016. B5-15-16-2c

FOR RENT: 200 acres. 3 wells, natural gas, concrete system. Close in to Hereford. 90 acres wheat, 6 acres cotton. Ross Putty, 918 Red Bud Lane Kerrville, Texas. B-5-26-15-4c

WANTED GOOD Used 20 inch boy's bicycle. Phone EM 4-0841. B-6-9-43-2c

WANTED: Auto Mechanics. Must be experienced. Largest CADILLAC-OLDSMOBILE dealer in Southwest Kansas. Plenty of work. Excellent working conditions. Large, clean, modern service Dept. Contact: Jack Stigers, Service manager, Doll Motor Co., Liberal, Kansas. MA 4-3884. B-8-15-4C

STANLEY HOME PRODUCTS needs extra help for heavy fall and Christmas business. 4 hours a day \$50. a week. For information, Call EM 4-2432. B-8-23-42-tfc

9. Situations Wanted DON'T BLAME YOUR WIFE for high fuel bills, dust and cold air in the house. See us. We can help you. HEREFORD STORM DOOR & WINDOW CO. 1221 East 1st Phone EM 4-3780 B-9-16-2c

IOOF MEETS EVERY MONDAY NIGHT 207 E. Sixth J. C. Mays, N. G.

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

Kiwanis Club Thurs. Noon IOOF Hall 207 E. Sixth

OPTIMIST CLUB Meets Tuesday Noon in the IOOF Hall

Lions Club meets each Wednesday, 12 noon Hotel Jim Hill

WILL KEEP Children in my home; do ironing, 409 Blevins, Phone EM 4-3249. B-9-12-43-1p

NEW POLAROID CAMERAS one minute finished pictures. Pay a small down payment and enjoy your camera NOW. Roger's Drug. B-10-19-3-tfc

PRIVATE INSTRUCTION Algebra one, two; Plain Geometry, Trig, physics and Chemistry. Phone EM 4-0289 after 4 weekdays. B-10-16-43-2k

WANTED Wheat pasture for calves and yearlings. Let us book your pasture while cattle are still available. Services and exchange. Phone EM4-2187. T-10-22-43-tfc

HEREFORD LIVESTOCK AUCTION SALE Sale Every Saturday at 1:00 P. M. Route 3 Gene Pope Harvey Grigsby Col. Dick Dozier, Auctioneer Phone EM 4-9021 B-10-42-TFC

HOME LOANS FARM LOANS JOHN McLEAN Ph. EM 4-0544 129 W. 3rd

For Farm, Dairy or Cattle AUCTION SALES Contact: Clinton Jackson, 807 N. Main Hereford, Phone EM 4-2624 We have given over 12 years satisfactory service in conducting auction sales in this area. If you are contemplating a sale, we would like to handle it for you. Lloyd Otten, Auctioneer Clinton Jackson, Clerk

For Price Protection Book Your Winter Cattle Feed Now! We Still Have Some Winter Barley New Mexico Rogers (New) Cordova (Cleaned and Bagged)

MAYRATH LOADERS ARE IN SHORT SUPPLY but we are still able to get some sizes. WE HAVE IN STOCK TWO 2200 BU. GRAIN BINS Packard Milling Co.

Attention Farmers: Grain Bins 1,000 Bus. Sioux Steel Bin Erected For \$420 Ready for Use In 2 Days

3,100 Bus Sioux Steel Bin Erected For \$1060 All Sizes In Between The Two Listed Call...

Ronald Kersten AVE 9-4126 Agent For Caprock Steel Building Co. Lubbock, Texas

FOR SALE Our Home and All Personal Property See at 503 Irving

Need Redi-Mix Concrete? Call CROWE GULDE Crowe-Gulde Cement Co. of Hereford Phone EM 4-1722 1st & Gough St.



By JIMMY GILLENTE
We deal in averages so much these days that I would like to meet an average man some-time. However, if he really was average, I am sure he would not admit it - because no one really and truly likes to think of himself as average.

Anyway, if you happen to be average, you will do 15 per cent of your Christmas shopping the first four days after Thanksgiving, and you will do 20 per cent more of your shopping the four days just before Christmas. This is based on national statistics - including both men and women - recently released through an advertising firm. Most of our Yuletide shopping occurs during the third week in December, when 28.2 of the people make their purchases.

From personal observation, I would say that most of those last-minute gifts are bought by men, rather than women. Perhaps this is a peculiarity around our place, but I do not think so.

It really is uncanny how the statisticians can take us apart, put us back together, come up with an average, and just about forecast what we will do. They can predict when we will get married, buy a new car, how many children we will have, and what we will eat for breakfast. They can't always tell how we are going to vote, though, and so far no one has come up with a cure for the common cold.

Remember those lions they

were trying to give away in Amarillo? Well, the circus didn't take them, and the lions are now in Hereford, along with a string of Shetland ponies. The lions "are only a couple of kittens", according to Vic Cox, their owner, who has his menagerie located east of town on the old Brumley pens site. Vic, a brother of Ralph Cox, is working on a plan to carry the animals around between super markets and feature kiddie rides. In fact, he is even growing a set of whiskers to help put the deal across.

Charlie Noland might be a good prospective member for the next shorthand class in this area. I understand that his wife and daughter have become proficient in the art of shorthand and occasionally give Charlie a bit of trouble by writing notes to each other - and leaving him in the dark.

These days you hear lots of talk about the steel strike, plus varied opinions about Ike and Taft-Hartley. Truly, this does affect all of us quite a bit. In substance, it seems that the steel companies are making a last-ditch stand to retain control of their business; namely, the right to employ as much help as they economically need - and no more! The railroads will be next, unless a miracle happens. It all boils down to the example which occurs in Hereford each time a diesel engine goes through. Although the locomotives haven't used coal for many years, the diesels are still required to carry a fireman in the cab. His only excuse - far being there - is to satisfy union demands, and to draw a nice salary. In addition, most trains pay a full day's salary for each 100 miles traveled. The situation was created back when trains traveled only 15 to 20 miles per hour, and possibly made sense at the time.

Now the run from McCook, Neb. to Akron, Colo. requires two hours to cover the 143 miles - and the engineer collects 1x43 day's wages of \$28.34.

This is known as "Featherbedding" and is one of the reasons many railroads feel that they are losing freight and passengers to other forms of transportation. Certainly, they will have a tough

time reducing rates so long as they are required to pay these impractical salaries for unnecessary labor.

Already the steel mills are feeling the same pinch. They cannot meet import steel prices - and continue to pay needless salaries merely for the purpose of featherbedding. For this reason, it is not likely that the mills will give in easily, nor is it probable that labor will be inclined to cease its fight for continuation of these extra jobs. This is especially true where labor leaders are on the spot. These leaders must continue to produce results, or they will be on the outside looking in. All in all, the steel strike is far from being settled, and could easily be renewed when the 80-day period is over.

The really big question is: "What will these things do to the American standard of living?" However, if the farmers of Deaf Smith County can take \$1.48 support (less storage) on milo, it is just possible that the firemen on those diesels can figure out something - even if they have to go to work.

And speaking of living standards, I notice where Senator Ralph Yarborough told the folks down at Friona that we should cease worrying about having too much food and start using it. It always upsets Jay Boston and Louis Woodford when I don't agree with the senator, but it looks to me as if we already have more pot bellies in this country than the law allows. Half the people I know are on diets, and the other half just don't care.

It has done one thing. The people have become so fat you seldom hear about those nudist colonies anymore. The average woman might blush at taking off her clothes in one of those places, but she just isn't going to take of her girdle. And that's that!

Everybody says this era of prosperity is due to which political party they happen to belong. If they would all tell the truth, though, I think we would have to attribute it to the guy who invented the installment

Classifieds....

(Continued from Page 4)
HAVE Your Seed Delinted now. Either saw or chemically. Green or dry seed cure out better if sacked. Phone HUB 2705, Hub Delinting Co., Hub, Texas. B-10-26-43-6c

LOOK!

Full 1" Storm Door, Z-Bar frame, wind check, closure, complete \$47.95

STORM WINDOWS

Save on fuel, keep out dust. Now only \$15.95
All Aluminum Screens. No painting or upkeep. Will not rust, corrode, or turn black. Any size \$5.65
Installation free this week at the

HEREFORD STORM DOOR & WINDOW COMPANY
1221 East 1st
Phone EM 4-3780
Highway 60 at Irving St.
OPEN SUNDAY - 1 to 5 p.m. B-10-16-2c

11. Business Services

FOR SOFT Water Service. Phone EM 4-3280. No equipment to buy, no work for you. The entire family can enjoy soft water the Service Way for as little as \$3.50 per month. Soft Water Service. B-11-34-38-tfc

HAVE 3 BALDWIN combines with Heston crop savers, 4 trucks, for hire. Phone Jack Twitchell at Bud Paetzolds. Austin Road. B-11-21-42-4P

PORTABLE disc rolling. Call EM 4-1842. Ralph Paul. B-11-9-35-tfc

plan. The quickest way to get thin, cold and hungry is to get your credit chopped off.

See Us For **FILTER PADS FOR YOUR FORCED AIR HEATERS!**

We have a Complete stock now, and we suggest that you get yours before cold weather hits.

CARL MC CASLIN LUMBER COMPANY
A complete Building Service
1 Block East of the Courthouse
Phone the Lumber Number EM 4-3434 B-11-38-TFC

FOR ON THE FARM disc rolling call Fred Welch. We also roll scalloped discs. Phone EM 4-1543 or EM 4-3584 at night. B-11-20-39-9p

TAPING, texturing, interior and exterior painting. Call EM 4 1012. B-11-9-11-tfc.

WELL SERVICE: Commander Submersible pumps. New and used pumps and windmills Doyle Turner Well Service. EM 4-2568. B-11-16-37-tfc

FOR a complete line of veterinary instruments, vaccines, and other supplies McDowell Drug. B-11-13-3-tfc

SEPTIC TANKS and Cesspools cleaned. Locally owned. Phone EM 4-3525. B-11-9-36-26p

FREE REMOVAL of dead stock call EM 4-0511 Hereford or DR 2-3655 collect. Amarillo Rendering Co. T-11-14-23-tfc

FOR GENERAL BUILDING AND REPAIRS SEE US

We do all types of work Building & Remodeling Storm Cellars

Roofing Electrical Stucco Dashing Interior Decorating Outside Painting Perfataping Textoning

DURWARD HAMBY Ph. EM4-3685 611 Blevins 8-11-49-tfc

East highway 60 at Irving.
HEREFORD STORM DOOR & WINDOW COMPANY
1221 East 1st
Phone EM 4-3780 B-11-16-2c

ready - with - rhythmic racing!
romping!
rope-skipping!

Demure beneath the desk... or raising hob on the playground, this sturdy convertible strap sandal makes a straight "A" with the back-to-school crowd. Girls love the dual personality of the reversible strap... the pert vamp ornament. As featured on TV \$6.95 to \$7.95 Priced According to Size

Hereford Shoe Store
323 N. Main Phone EM 4-1833

Girls Go for this Trio by TRIOS SHOES FOR TEENS

still a favorite with the coke crowd

Grey, Brown and Green Suede \$6.95

Brown and Green Suede \$7.95

Black or Brown Smooth \$6.95

Hereford Shoe Store
323 N. Main Phone EM 4-1833

See the New **Buicks & Rambler Today!**

RAMBLER-AMERICAN

4 Dr. Sedan Delivered In Hereford 1960 Model **\$1949⁰⁰**

OSBORN BUICK - RAMBLER

142 N. Miles EM 4-0990

OFFICIAL ENTRY BLANK

Hereford at NE Okla. City	TIE BREAKER	Northwestern at Notre D.
Air Force at UCLA		Washington vs. Oregon
Oregon St. at Calif.		Illinois vs. Penn St.
LSU at Florida		TCU at Pittsburg
NTSC at Houston		Iowa at Purdue
Georgia at Kentucky		Stanford at USC
Indiana at Mich. St.		Baylor at Texas A&M
Michigan at Minn.		Rice at Texas
Arkansas vs. Mississippi		Ohio St. at Wisconsin
Nebraska at Missouri		Texas Tech at SMU

Name _____
Address _____

PLAYHOUSE
Hereford's New Permanent Skating Rink

GRAND OPENING
Friday, October 30th - 7:30 P. M.

FREE PRIZES
Organized and Supervised Skating Programs for Your Entertainment

Snack Bar • Spectator Seats • Rest Rooms

HEATED AND AIR CONDITIONED

Weekly Schedule

MONDAY NIGHTS Reserved for Private parties. Book your birthday, church, or club parties in advance. 10 a. m. to 12 Kid Party Children 12 years and under	TUES., WED., THURS. NIGHTS Skating 7 to 11	FRIDAY NIGHTS Skating 7 to 11 except on dance nights. Special dances will be held at various times.
SATURDAY 1:30 to 4:30 p. m. All Skates 7 p. m. to 11 p. m. All Skates	SUNDAY AFTERNOON 3:30 to 5:30 Continous Skating	

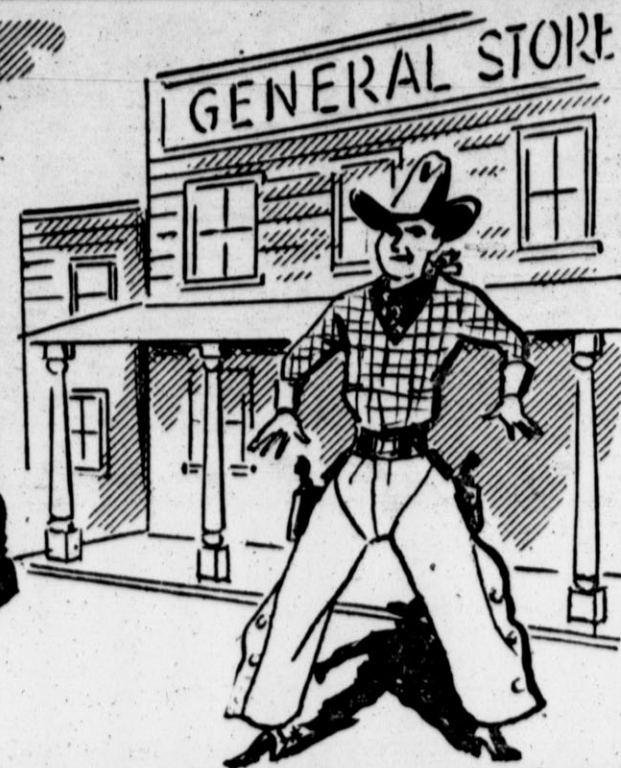
PRIVATE PARTIES MAY BE BOOKED FOR ANY WEEKDAY AFTERNOON FROM 2 to 4 p. m. Notice to all Children's Organizations: As a get acquainted offer we will give a skating party to any sponsored club or group, such as scouts, Little League, etc., any weekday from 4:30 to 6:00, ABSOLUTELY FREE. Sponsors please make reservations for your group. Offer good until Nov. 15th.

Located West Hiway 60.....
Plenty of Parking Space
Let the Playhouse be your headquarters for Clean, Wholesome Entertainment.



We're GUNNIN' DOWN HIGH PRICES

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These
Specials
Good
Thurs.
Fri.
Sat.
Oct.
22, 23
& 24

Reckon this here's a showdown between us an' high prices! Yuh see, they're bad for business as they are for your budget and we won't tolerate 'em, Ma'am! We're gunnin' for 'em all the time—and we ain't ever missed cuttin' one down to size whenever we spot one. So, you come this-away today for real hot-shot savin's on the finest grub in the chuck wagon. We're on your side, Ma'am, in the fight for more food for less money.

Maxwell House

COFFEE Lb. Can **69^c**

Duncan Hines

CAKE MIXES 3 Boxes **\$1⁰⁰**

Continental 6 Months

WAX 1/2 Gal. **\$1⁵⁹**

Food King

OLEO LBS **2²⁹^c**

STRAWBERRIES Libby's Frozen Sliced 10 Oz. Pkg. **5 FOR \$1⁰⁰**

MELLORINE Swift's Honeycup 1/2 Gal. **39^c**

Fresh Dressed Grade A

FRYERS lb **35^c**

USDA Good Beef

Round STEAK lb **1⁰⁹**

Wisconsin State Brand

Longhorn Cheese lb **49^c**

Hereford Grown

Reds

Potatoes lb **4^c** 50 Lb. Bag **1⁹⁵**

Green

Cucumbers lb **13^c**

Sweet Potatoes lb. **9^c**

Borden's 8 Oz. Pkg.

INSTANT POTATOES **27^c**

6 Bottle Ctn. Plus Deposit

R C COLA **29^c**

WESSON OIL qt. **49^c**

Van Camp's 300 Cgn

PORK & BEANS 2 FOR **25^c**

Food King

SHORTENING 3 LBS **59^c**

Georgia Purgie 2 Lb. Bag **POP CORN** **25^c**

Northern

TISSUE 2 Rolls **15^c**

Gladiola

FLOUR 10 Lb. Print Bag **85^c**

Toothpaste — Reg. 69c **CREST** **49^c**

MIRACLE WHIP Qt. **53c**

Shurfine

INSTANT COFFEE 5 Oz. Jar **65^c**

Ocean Spray — 300 Can **CRANBERRY SAUCE** 2 for **39c**

Tame, Reg. \$1.59. Plus Tax **CREME RINSE** **89c**

TAYLOR & SONS FOODS

LOW, LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

We Give S & H Green Stamps **DOUBLE** on Wed. With A \$2.50 Purchase or More

A Customer's Reactions To The New Autos

This is the time of year when new cars are everywhere. A new model is released almost every day amid the blaring of trumpets and the smooth approach of the salesmen. Succumbing to the annual "new car fever", the Brand recorded on film the reactions of a typical visitor to an auto showroom, who found himself listening to a first-class sales talk. The potential buyer, about the time the '80 models hit the market, is Richard Boyd, 11-month-old son of Mr. and Mrs. James Boyd, 508 Avenue J.

The Hereford Brand

Hereford, Texas, Thursday, October 22, 1959

Section Two

Brand Staff Photos



"Welcome sir, to the first showing of the all-new, dramatically-different Gulpgas V-8.



"Yes sir, this car features totally new concepts. Just look at those droop-wing fins, and the removable windshield and the custom interior, upholstered in the finest ostrich feathers.



"I can tell you're a person who's interested in technical advances. Our company has perfected a complete new engine design: they put it in upside down!



"Notice that we have thoughtfully provided three filler caps: one for premium quality gasoline, another for regular gas and the third, where you just insert silver dollars,



"Oh, your wife prefers a station wagon for the little monsters, er, children, while you rather like a convertible. Well, one of most popular models this year is a convertible station wagon. When the kids raise the roof (ha, ha) you'll have a fun-loving, sun-loving convertible.



"Have you given a thought to what a new car would mean to you? More prestige, less room for junk in your garage, the huge savings in shoe leather. Why, you'll be the envy of all your neighbors.



"Sir, just count the new features on the graceful Gulpgas galleon, enchanting as a pelican, cruising the highways of adventure, being the captain of your fate.



"I can see that you're impressed with our gorgeous new sculptured creation on the front of the hood. But listen to this. It unscrews and you can put water in the cooling system without opening the hood.



"Steel strike? Oh no, that won't bother our production. The Gulpgas, you see, is built from a sparkling new compound that won't dent or rust or rattle. It's called glass. A collision and you just install a new body.



"Where is the engine located? You know, the Gulpgas folks saw that people like you would raise that question. So they put one in front and another in the rear and built in a trailer hitch to pull a separate luggage carrier.



"Now then, with no obligation, let's sit down and figure how cheaply you can have this beautiful Gulpgas for your very own. We're allowing mammoth trade-ins right now, you know.



"... so with excise tax, transportation, inflated tires, foam rubber instead of wooden seats, water in the radiator, dealer's handling (very small, you know, ha, ha), insurance, interest, taxes, small amount for principal, oil, grease, door handles, glass all around... There we are! just \$365 a month for 99 months! Wait... Sir, wait just a moment. Gulpgas now puts out an economy car... Sir... waitt."

Shower Fetes Couple At Community House

By MRS. HAROLD RUDD
Mr. and Mrs. Cliff Combs were honored with a shower at the Community House Friday evening. Mrs. P. B. Sowell, Mrs. Herbert Owens, Mrs. G. C. Merritt, Mrs. Joe Wagoner, Mrs. John Hill, Mrs. Joe Landers, Mrs. B. B. Northcutt, and Mrs. Phillip Miller were the hostesses.

A lovely fall arrangement of bronze, gold and wine, baby mums flanked by tall tapers formed the centerpiece on the table laid with a silver gray cloth fringed with white. Mrs. Richard Dodson and Mrs. Jim Cates presided at the coffee and tea service.

Geneva Cates presided at the guest register. Among those present were Mr. and Mrs. Phillip Miller, Mr. and Mrs. John Hill, Mr. and Mrs. P. B. Sowell, Mr. and Mrs. W. D. Patterson, Mr. and Mrs. Bert O'Connor of Plainview, Mr. and Mrs. Elmer Combs, Mr. and Mrs. C. A. Sauley, Mrs. Roy Vaughn and daughter of Alamo-gordo, N. M., Mr. and Mrs. Richard Dodson, Glenda and Ricky, Mr. and Mrs. Jim Cates, J.C. Morrison, Mrs. Paul Rudd, Geneva and Shirley Cates, Mr. and Mrs. Kenneth Rudd, Teresa, Susan and Paul, Mr. and Mrs. Harold Rudd, Lynn, Pat-sy, Cheryl and Kit, Mr. and Mrs. J. M. Pierce, Deborah, Donna and Danny, Mr. and Mrs. Edd Baca, Mr. and Mrs. Homer Rudd and Colleen, Mr. and Mrs. G. C. Merritt, Mr. and Mrs. H. E. Owens, Mr. and Mrs. B. B. Northcutt and Sue, Mr. and Mrs. Ed Blakeney, Mrs. Joe Landers, and honorees.

The Saddle Lee Oliver 4-H girls had a fish fry in the home of Mrs. Bill Stengel Friday evening. After the fish fry, the girls and their guests went skating in Hereford. Fourteen club members, guests and Mrs. Emmitt Johnson, Mrs. Alice Cooper, Mrs. Ernest Flood, and Mrs. Buck Green, attended.

The Westway Home Demonstration Club will meet at the Community House Thursday at 2 p.m. Mrs. Everett McIntosh will be hostess. Mrs. T. B. Thomas will give a program

on "One Dish Casseroles." The Cultural Home Demonstration Club will meet in the Flame Room at the Pioneer Gas building Friday at 1 p.m. for a luncheon.

Mr. and Mrs. Buck Cunningham of Amarillo spent the week end with Mr. and Mrs. P. B. Sowell.

Mrs. James Harris of Amarillo visited with her parents, Mr. and Mrs. Everett McIntosh, Harris and children came after her Friday night.

Mrs. R. W. Mitchell and Mrs. R. L. Wilson were in Amarillo Thursday to visit with Royce Mixon in the hospital there.

Mrs. T. B. Thomas and Dieder, Connie Renfro, Donna Blythe, Kathy Barnard and Judy Wiman attended the Freshmen and Sophomore football games in Dimmitt Thursday evening.

Mr. and Mrs. Harold Rudd and children ate dinner with Mr. and Mrs. R. A. Wells in Hereford Sunday. Mr. and Mrs. Rudd went to Amarillo that afternoon and while there visited with Mr. and Mrs. T. M. Cox.

Mrs. George Ritter, Linda and Larry visited with Mrs. James Headstream in Hereford Friday afternoon.

Donna and Anna Johnson spent Sunday with Breta May Lindsey in Hereford.

Mr. and Mrs. T. L. Haiduk and Leroy and Mr. and Mrs. Dallas Wyatt and Darrell of Whitedeer, Mr. and Mrs. Lawrence Flaherty of Pampa and Mr. and Mrs. A. C. Stengel and children visited in the John Kalka home recently.

Mr. and Mrs. Joe Paetzold of Hereford spent Sunday with Mr. and Mrs. George Turrentine. Mr. and Mrs. Edward Paetzold and family visited with the group that afternoon.

Mr. and Mrs. W. A. Sims and Ronnie of Andrews spent the week end with their daughter, Mr. and Mrs. Kenneth Rudd.

Mrs. Elmer Combs, Mrs. Ben Conklin of Hereford and Mrs. Raymond Gage of Circleback, Texas, were in Oklahoma recently. They visited with Mr. and Mrs. C. R. Banser, at Shawnee, and Mrs. Eldon Pettigrew at Tecumseh.

Mr. and Mrs. Erey Lee of Sentinel, Oklahoma, left Thursday morning for home. Mrs. Ida Green of Yakima, Wash., left Saturday morning to tour the western states before returning home. These people had been guests in the Joe Landers home.

Mr. and Mrs. O. D. Smith, Glenda and Janice, of Panhandle ate dinner with Mr. and Mrs. Pat Robinson Sunday.

Mrs. Dell Creed of Lamar, Colo., is here visiting with her nephew, Mr. and Mrs. Harold Faulkner.

Mr. and Mrs. Fred Inman received word of the birth of a grandson, Donnie Wayne Maxwell of Dumas. Donnie Wayne was born on Oct. 13 and weighed eight pounds. Mr. and Mrs. Troy Maxwell of Dimmitt are the paternal grandparents.

The Golden Circle Sunday School Class of the Avenue Baptist Church met in the home of Mrs. R. M. Mason on Thursday morning. Mrs. Billy Wall, Mrs. Clois Kemp, Mrs. Ray Roberts and Mrs. Lee Roy Rickman were present for the meeting.

Mr. and Mrs. Gary Mason and children of Frio and Mr. and Mrs. H. D. Robbins of Hereford visited with Mr. and Mrs. R. L. Mason Sunday afternoon.

Mrs. Dan Reid and Gerald McCathern were honored on their birthdays Sunday in the the McCathern home Sunday. Among those present were Mr. and Mrs. J. E. McCathern, J.

P. Cleveland, Mr. and Mrs. J.E. McCathern, Jr. and family of Friona, Mr. and Mrs. M. Ball of Allison, Tex., Dan Reid, Danette and Eddy, Mrs. Gerald McCathern, Mike and Kathy, and honorees.

Mr. and Mrs. Edwin Braly of Abernathy visited with their niece, Mrs. Jack Renfro Monday.

Mr. and Mrs. David Seal of

Canyon spent the week end with Mr. and Mrs. Joe Wagoner. Mr. Seal and Mrs. Wagoner visited with Mrs. G. C. Merritt Saturday morning.

Mr. and Mrs. W. A. Sims and Ronnie of Andrews, Mr. and Mrs. Kenneth Rudd and children and Mr. and Mrs. Homer Rudd and Colleen were dinner guests in the home of Mr. and Mrs. Paul Rudd Sunday.

Mrs. R. L. Wilson helped judge the horticultural show of the Bud to Blossom Garden Club on Friday morning.

Elise Bege of Summerfield spent Sunday with Ollinda Baird.

Mr. and Mrs. Richard Winger and children of Hereford ate supper with Mr. and Mrs. Charles Owen on Friday night.

Katherine Smyth of Lubbock and nephew, Paul Smyth of Hart, spent the week end with Mr. and Mrs. Bill Roberts.

Sandra and Janie Green spent Sunday with Sharon and Linda Pulliam of Frio.

Mrs. P. B. Sowell was in Clovis on Saturday. She visited with Mr. and Mrs. Ray Singletery and Mrs. Pearl Singletery of Texico.

Mr. and Mrs. Don Salomon of Amarillo spent Friday and Saturday with Mr. and Mrs. Everett McIntosh.

Diedra Thomas spent Thursday night with Mrs. Don Hed-dins and Donna in Hereford.

Mr. and Mrs. Harold Rudd visited with Mr. and Mrs. Luther Norvell in Hereford Sunday evening.

Mrs. Ruth Walls of Pampa arrived Sunday to visit with her sister, Mrs. Alice Cooper. Mrs. W. H. Walser of Hereford visited with the ladies Monday.

Mrs. George Turrentine, Mrs. Bess Werner, Mrs. Harold Rudd and Mrs. Paul Rudd went on the Garden Club's tour of homes Friday afternoon.

Mrs. Ed Blakeney and Dale of Frio visited with Mrs. George Turrentine Saturday.

Mr. and Mrs. Bert O'Connor of Plainview arrived Thursday to visit with Mr. and Mrs. Elmer Combs.

Mr. and Mrs. J. E. McCathern and S. A. McCathern and Jau Don of Dawn met Mrs. S. A. McCathern at Campo, Colo., to attend the funeral of

(Continued on Page 4)

Hereford's First Federally Licensed Charter Service

Johnson Charter Service

FLY To FOOTBALL GAMES



24 HOUR SERVICE

Phone EM 4-0506 or Phone EM 4-0559

1,000,000
SOUND WAVES
PER SECOND



We use the McKenna Ultrasonic watch cleaner. One million vibrations of sound per second removes even microscopic particles of dirt and old oil safely from within the blind holes and crevices of the watch.

Let us show you this new Ultrasonic watch cleaner and explain its operation.

Kenneth (Doc) Cowan
Hereford's Sick
Watch Hospital
Phone EM 4-3821
**COWAN
JEWELRY**

The Hereford Brand

Published Every Thursday at 336 Main St.
Hereford, Deaf Smith County, Texas — Phone EM4-2030
Entered as second-class matter at the Post Office in Hereford, Texas under the act of March 30, 1879.
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office.

Member Texas Press Association
Member National Editorial Assn.
Member Associated Press

Our Slogan: "More People—More Farms"

JAMES M. GILLENTINE Publisher
H. A. TUCK News Editor

Our Value — Guaranteed Quality

FLOUR

25 Lb. Cambrie Bag **\$1.69**



Our Value — Guaranteed Quality

MARGARINE

2 LB BOX SR **29c**

Our Value — Guaranteed Quality

DOG FOOD

15 TALL CANS **\$1.00**

Our Value — Guaranteed Quality

GREEN-BEANS

4 No. 303 Cans **\$1.00**

Our Value — Guaranteed Quality

TOILET-TISSUE

Vanity 4 Roll Carton **25c**

GARDEN FRESH VEGETABLES

Steeles

SPAGHETTI

With Tomato Sauce & Cheese No. 300 Can **10c**

FINEST QUALITY MEATS

Our Value —

COCONUTS

Fresh Large Each **15c**

Our Value —

PARSNIPS

Fresh 2 Lb. Poly Bag **25c**

Our Value —

CARROTS

Fresh, Crisp U. S. No. 1 2 1 Lb. Poly Bags **15c**

Our Value —

WALNUTS

Sunripe 1 Lb. Package **49c**

Our Value —

APPLES

Fancy Rome Beauty lb. **10c**

Our Value —

BACON

Armour's Star 2 Pound Family Package **89c**

Our Value —

PORK-ROAST

Fresh Lean Tender lb. **39c**

Our Value —

SAUSAGE

Top Hand 2 LB. BAG **39c**

Our Value —

Sirloin STEAK

U.S.D.A. Good Beef lb. **87c**

Our Value —

CHEESE

Longhorn Cheddar lb. **39c**

Our Value —

SALT

Plain or Iodized 26 Oz. Round Box **8c**

Our Value Sliced

BEETS

2 No. 303 Can **23c**

Our Value —

PURE LARD

Delight 3 Lb. Carton **39c**

Our Value —

APPLE-BUTTER

28 Oz. Jar **25c**

Our Value —

POTATOES

Borden — Instant Whipped 8 Servings Pkg. **29c**

Our Value —

RUTABAGAS

Northern — Diced Turnips No. 303 Can **15c**



PET INSTANT

Non-Fat Dry Milk 8 Quart Size **67c**

Hunter's Food Store

Double Pride Stamps Every Wednesday with \$2.50 Cash Purchase

October 22 — 23 & 24 — Phone EM 4-0350 219 Sampson St.



Thrifty Shoppers! Here's your chance to save extra-big! **SAFEWAY**

GREAT 88¢ SALE



"88" is your lucky savings number this week because we've sliced price after price down to this purse-pleasing level. Take a look at the "88's" in this ad. Note the exceptional savings they offer. Then, come in and "bag" a batch of bargains.

Brooms
Evergreen
Each **88¢**

Flour
Gold Medal. "Kitchen-Tested"
10-lb. Bag **88¢**

Biscuits
Mrs. Wright's,
Buttermilk & Sweetmilk — Can
FOR **12 88¢**

Wesson Oil cure Vegetable Oil—nothing added 1/2 Gal. **88¢**

Grape Ade Welch's Qt. Can **3 FOR 88¢**

Cherries Town House Red Sour Pitted No. 303 Can **5 FOR 88¢**

Glo Coat Johnson's Floor Wax Qt. Can **88¢**

Kleenex White or Colored box of 200 **8 FOR 88¢**

Soups Campbell's Meat Varieties No. 1 Can **5 FOR 88¢**

Tomato Juice Renown 21-oz. Can **6 FOR 88¢**

Apple Sauce Town House No. 303 Can **6 FOR 88¢**

Bread Mix
Sprounce, Do it yourself,
Make Baking a pleasure,
Makes 3 loaves
3 -lb. pkg. 69¢

GLOBE
Permanent type anti-freeze, Ethylene-Glycol base.
Gal. **\$1.69**
Can

Ironing Board Pad
Complete with Silicone Cover **88¢**
Set

... Plus "Bonus Specials" Like These Money-Savers!

ICE CREAM Snow Star Vanilla, Choc., or Strawberry 1/2 Gal. Ctn. **49¢**

STRAWBERRIES California Fresh Frozen 6 1/2 Lb. Can **\$1.49**

WE GIVE GUNN BROS STAMPS

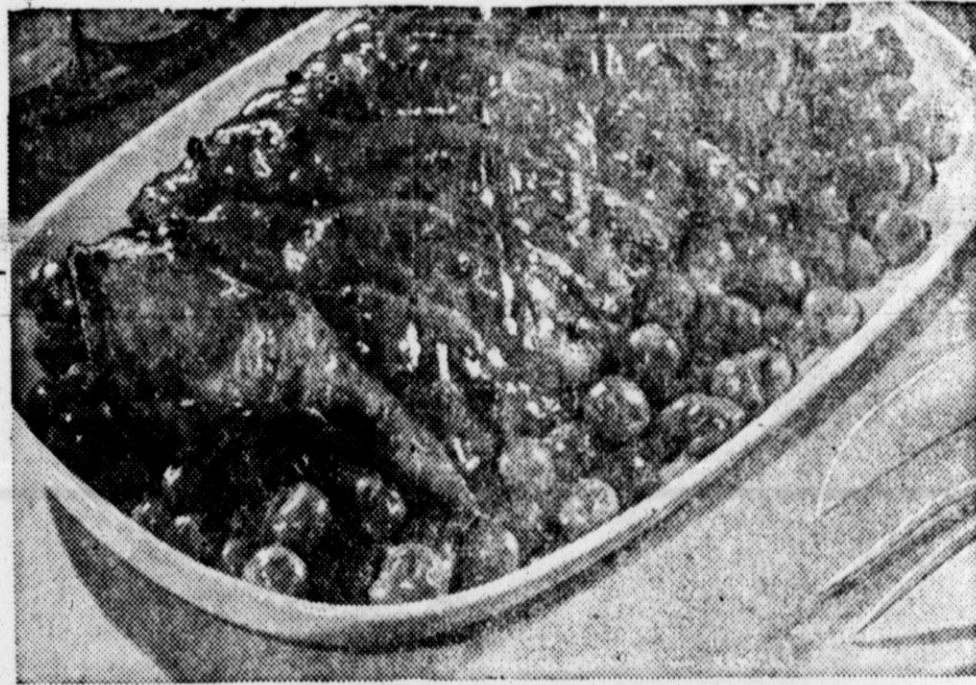
- Prune Juice Sunsweet—Qt. 2 For 88¢
- Pineapple Grapefruit Drink Hi-C—46-oz. Can 3 For 88¢
- Pineapple Juice Lalani 46-oz. Can 3 For 88¢
- Green Beans Del Monte, Cut No. 303 Can 4 For 88¢
- Tomatoes Del Monte No. 303 Can 4 For 88¢
- Olives Town House, Standard Ripe—Tall Can 4 For 88¢
- Pinto Beans Big Chief 4-lb. Cello 2 For 88¢

Lanolin Plus

- Hair Spray 2.50 Value **88¢**
- LANOLIN RICH Lotion Woodbury Reg. 1.00 Size **FOR 88¢**

WE GIVE GUNN BROS STAMPS

- Detergent Brocade, Liquid 22-oz. Can 2 For 88¢
- Apple Cider Martine'll Big 1/4-Gal. Jug 88¢
- Sliced Pineapple LaLani No. 1 1/4 Can 4 For 88¢
- Apple Cider Town House Qt. Can 35¢
- Frozen Rolls Mrs. Wright's, Cloverleaf or Parker—24 Ct. 4 For 88¢
- Flour Kitchen Craft—5-lb. Bag 39¢



APPLES Washington State Extra Fancy Red Delicious Crisp and Juicy. Lb. **19¢**

Potatoes Idaho Russetts, Bakem, Boilem Mashem, Fryem 10 lb. poly bag **59¢**

Pears California Bartlett Juicy Ripe Large Size Lb. **19¢**

Lettuce Hereford Lettuce **2 1/2 25¢**

Rhubarb California Cherry Field Try a Fresh Rhubarb Pie - Lb. **10¢**

Rutabagas Firm & Heavy, Fine Boiled or Baked Lb. **10¢**

Pork Loins **53¢**
Whole or half. Combination chops and roast if desired "2 in 1" special LB.

Pork Steak Lean Cuts from Boston Butt Portion Lb. **39¢**

Back Bone Pork Country Style Lb. **49¢**

Pork Chops Center Cut Rib Lb. **79¢**

Pork Roast Semi-Boneless Boston Butt Lb. **39¢**

Hams Hickory Smoked Rath Black Hawk 3 Lb. 12 Oz. Can **\$3.25**



603 E. Park Ave.

SAVE
Gunn Bros. Stamps
for truly fine
Christmas Gifts!



Westway...

(Continued from Page 2)
Mrs. P. Ten of Colorado Springs. Mrs. P. Ten was the mother of Mrs. S. A. McCathern.

Mr. and Mrs. G. W. Smith of Amarillo spent Saturday night and Sunday with Mr. and Mrs. Everett McIntosh.

Dan Thomas attended a weiner roast and scavenger hunt at the home of Ann Cunningham in Hereford Friday night. Dan spent the night with Mrs. Don Heddens.

Mr. and Mrs. Rawleigh Hill of Morton spent Saturday night with Mr. and Mrs. J. T. Richardson. The group visited in the Pat Robinson home Sunday afternoon.

Mr. and Mrs. Ira Scott spent last week in Coastal Bend area on business.

Mr. and Mrs. Bill Stengel and children visited with Mr. and Mrs. Felix Urbanczyk Sunday morning. That afternoon Mrs. Sam Mazurek and children and Mrs. Urbanczyk visited in the Stengel home. Mrs. Art Shaffer of Hereford ate dinner with Mrs. R. L. Wilson Saturday.

Delton Cochran of Hereford visited with Mr. and Mrs. Joe Wagoner Saturday.

Mr. and Mrs. Jack Renfro left Monday evening for the Cimarron Ranch near Boise City, Okla.

Mrs. George Turrentine and Mrs. Bess Werner visited with Mrs. Tom Draper in the Hereford hospital this week.

Mrs. Elmer Combs visited with Mrs. Ben Conklin in Hereford Thursday morning.

Mr. and Mrs. J. L. Bell and girls of Hereford visited with Mr. and Mrs. Everett McIntosh Sunday evening.

Diedra Thomas attended a slumber party in the home of Judy Wiman in Hereford Friday night.

Mr. and Mrs. Harvey Thomas and children of Clovis visited with her brother, Mr. and Mrs. Bill Stengel Saturday.

Mrs. Martha Sullivan and Holly of Hereford visited with Mr. and Mrs. Jack Renfro Sunday afternoon.

W. B. Nunley of Childress arrived Monday to see after his farming interests. He visited with Mr. and Mrs. Joe Wagoner that afternoon.

Mrs. Taft McGee and Mrs. T. J. Parsons of Hereford visited with Mrs. R. L. Wilson Sunday afternoon.

Babs Stengel spent Sunday night with her aunt, Mrs. Sam Mazurek.

Mr. and Mrs. Rex Bell of Hart ate supper with Mr. and Mrs. Bill Roberts Sunday evening.

Mrs. Joe Landers, Mrs. R. L. Wilson, Mrs. Phillip Miller, Mrs. P. B. Sowell, Mrs. C. A. Sauley and Mrs. Paul Rudd met with Mrs. Joe Wagoner Monday morning for a committee meeting.

Mrs. Roy Vaughn and daughter of Alamogordo, N. M., visited with Mr. and Mrs. C. A. Sauley this week.

Mrs. A. B. Barr of Altus, Okla., and Mrs. Ed Wilson Jr. of Hereford visited with Mrs. Jack Renfro Saturday afternoon.

Mr. and Mrs. J. E. Stengel, Mr. and Mrs. Ike Marnell, Mr. and Mrs. Leander Reinart and Bill Stengel and children ate supper with Mr. and Mrs. A. C. Stengel.

Football Contest Standings To Date

The following are results in the Hereford Brand's football contest after five weeks. The season winner, second and third will receive tickets to the annual Cotton Bowl classic in Dallas.

Dallas	60
Charles Skinner	61
W. B. Dowell	62
Mrs. Bobbie Kitchens	64
Marshall Wilson	66
Earl Stagner	63
Bill Gentry	50

Paul Schroeter	67
Stanley Slagle	56
Gloria Schroeter	63
Joe Hamilton	49
Drew Kershen	53
Mrs. A. J. Schroeter	65
LeRoy Suttle	61
Martin Salazar Jr.	35
Dean Heming	61
David Miles	47
J. R. Patterson	64
Gene King	66
James Gentry	63
Edwin Thomas	67
Ruth Loerwald	36
P. T. Clark	61
Raymond Lueb	65
E. H. Loerwald	67
Ralph Loerwald	60
Daniel Loerwald	61
C. W. Covington	67
S. T. Loerwald	59
Dixie Murphy	58
Roy Boyer	49
Roy Sheppard	65
Jerry Murphy	57
Alex Schroeter	62
Bud Martin	62

W. C. Russell	62
George Loerwald	25
Pauline Howard	58
O. C. Curtsinger	65
Sammy Curtsinger	61
Jim Bookout	62
Fred Martin	63
Shirley McCaskill	64
Gerald McCaskill	59
Frank Farmer	67
Darrel Dirks	58
Richard Oakes	47
Robert Crozier	51
Gary Story	60
Opal Elliston	57
Earline Ross	52
Cawthon Bryant	66
John David Bryant	68
Don Willoughby	49
Floy Driver	64
W. H. Kitchens	67
Ronnie Gray	56
Harold Morton	57
Terry Kirby	63
Jane Kirby	63
L. J. Clark	63
Ronnie Botkins	62

Guiletta Arnold	62
Buddy Pickens	66
Cliff Arnold	61
Kenneth Cowan	63
Wendall Burdine	62
Bill Callaway	56
Alex Glass	63
Ansel McDowell	64
Oliver Streu	50
Burnie Northcutt	44
Dan McDowell	37
Don Martin	49

Betty Pickens	46	Rita Martin	38
Archie Souder	49	Pat Miller	36
Gary Guseman	44	David Hopper	31
Dale Glakney	49	Randy Dowell	35

Hereford Woman's Sister Succumbs

Funeral services for Mrs. Aline Smith, sister of Virginia Cocanougher of Hereford, were held Monday in Pendleton, Oregon. She died in the Pendleton Hospital after an illness of several months.

Other survivors include her husband, Claude; three sons, Raymond, Robert Earl and James Albert; one daughter, Nancy, of Pendleton; her mother, Mrs. C. C. Cox of Lubbock; her father, W. J. Bill Smith of Roswell, N. M.; one brother, C. N. Cox of Hobbs, N. M.

DEMONSTRATION FLOPS

ST. CHARLES, Mo. — St. Charles County Prosecutor Andrew McCulloch was his own judge and jury recently — and his kitchen was the courtroom.

A business firm asked the prosecutor for permission to sell its fire alarm thermostat in the county. McCulloch decided to personally test the device the company said would ring when the temperature reached 160 degrees.

McCulloch put the gadget in his electric stove, set for 160 and waited. No alarm.

While the firm representative squirmed, McCulloch raised the temperature.

Finally, at 220 degrees the alarm went off.

McCulloch ruled the firm couldn't sell the alarms in St. Charles County.

QUICK EXIT

NORFOLK, Va. — A sailor testifying in a murder trial said he and some companions were watching a fight when one of the participants drew a gun and killed the other.

"What happened next?" he was asked.

"He cocked the gun again," was the reply.

"And then?"

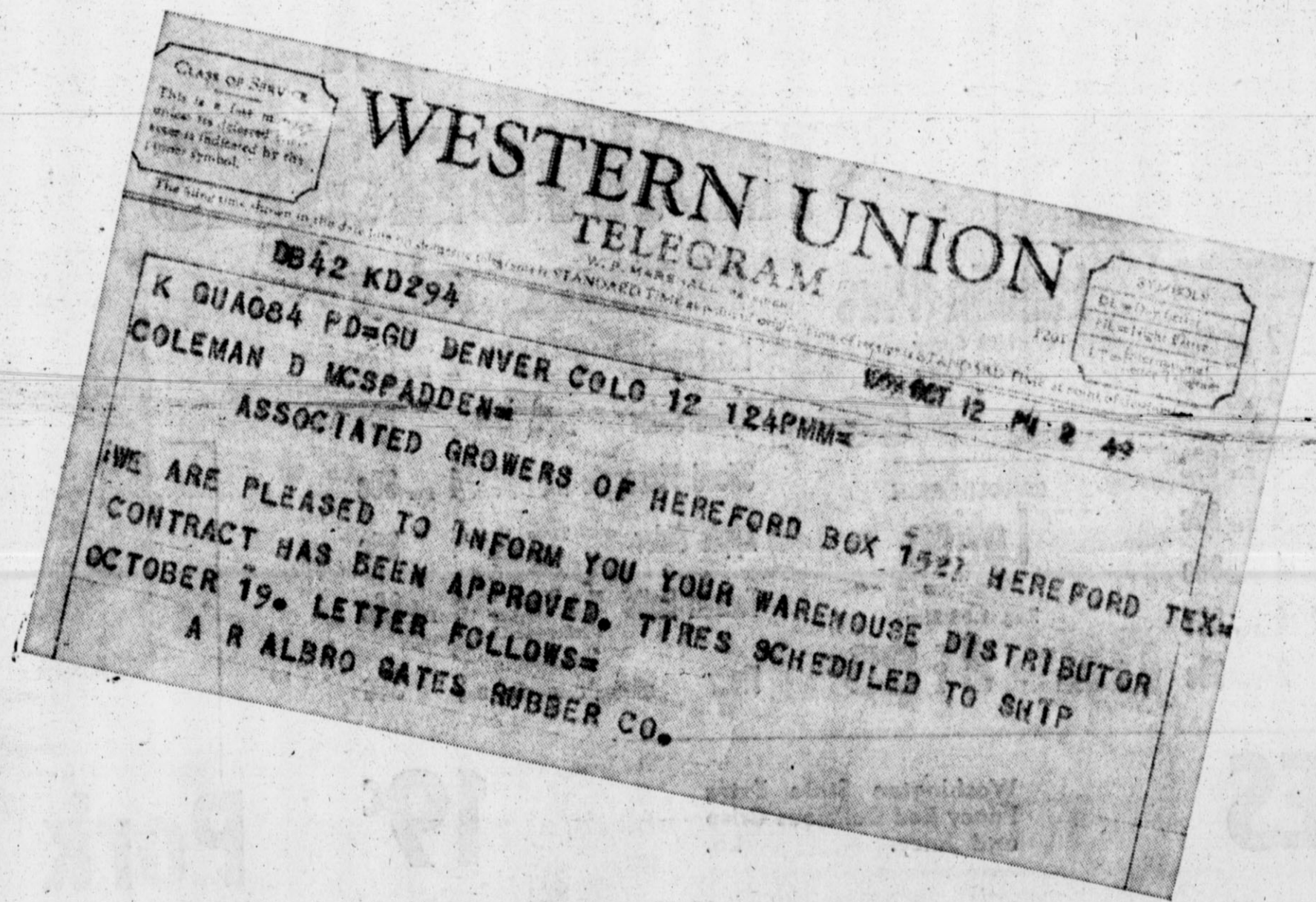
"We left."

ter of Alamogordo, N. M., visited with Mr. and Mrs. C. A. Sauley this week.

Mrs. A. B. Barr of Altus, Okla., and Mrs. Ed Wilson Jr. of Hereford visited with Mrs. Jack Renfro Saturday afternoon.

Mr. and Mrs. J. E. Stengel, Mr. and Mrs. Ike Marnell, Mr. and Mrs. Leander Reinart and Bill Stengel and children ate supper with Mr. and Mrs. A. C. Stengel.

Another Step Forward...



Ship and Travel Santa Fe

It's the only railroad under one management linking Chicago, California, Colorado, Texas and points in the busy southwest.



See your nearest Santa Fe agent

ASSOCIATED GROWERS

OF HEREFORD

Clovis Hwy.

EM 4-1527

FRIO NEWS

Robinsons Honored With Housewarming

By MRS. OWEN ANDREWS

Mr. and Mrs. Johnnie Robinson were honored with a housewarming at their home on Saturday night. The Robinsons have recently moved into their newly-purchased home. Mrs. T. L. Sparkman Jr., Mrs. Weldon Stephan and Mrs. D. C. Miller were hostesses for the occasion.

Cake and coffee were served to those present. Attending the housewarming were Mr. and Mrs. Clark Andrews, Mr. and Mrs. Weldon Stephan, Mr. and Mrs. D. C. Miller, Mr. and Mrs. David Yandell, Mrs. Bob Doughman and Kathie, Mr. and Mrs. Charles Self, Mrs. T. L. Sparkman Jr., Bonnie and Darlene, and Alma Andrews.

Friday night, several members of the community met at the community building for a 42 party. Present were Mr. and Mrs. Clark Andrews and

children. Mr. and Mrs. Weldon Stephan and daughters, Mr. and Mrs. D. C. Miller, Mr. and Mrs. Floyd Cole and children, Mrs. H. M. Mobley, Mr. and Mrs. James Dobbs, Mr. and Mrs. Henry Dobbs, Mr. and Mrs. Frank Robbins and family, Mrs. T. L. Sparkman Jr. and Darlene and Alma Andrews.

Refreshments of sandwiches and cookies were brought by the ladies.

Visiting the Clint Wards Sunday were his parents, Mr. and Mrs. W. J. Ward of Clovis and his brother, J. A. Ward of Portales.

Joe Andrews and Kenneth Frye were visiting the Barrises at Texico Sunday afternoon.

Mr. and Mrs. Robert Baldwin of Lubbock were visiting with their parents, the B. H. Baldwins, and George Deloziers during the week end.

Mr. and Mrs. Wallace White and children of Amarillo were visiting their relatives, the E. B. Berrymans and Clark Andrews on Sunday.

T. L. Sparkman Jr. was in Dallas during the week end to attend a state meeting with other members of the District Water Board. He returned home Tuesday.

Mr. and Mrs. J. E. Andrews, Alma Andrews, Mrs. T. L. Sparkman Jr., Bonnie and Darlene were in Amarillo shopping and visiting the Charles Kings recently.

Mr. and Mrs. Kenneth Cox, Larry and Lynn and Mr. and Mrs. Charles Self went to Panhandle recently to visit Kenneth's father, H. H. Cox, who had been ill.

Mr. and Mrs. D. P. Schmidt of Clinton, Okla., are visiting their children, Herb and Leonard Schmidt, and Mrs. Earnest Harder and their families. They attended church at Frio Sunday.

Mrs. Carrie Mae Doak of Hereford was among visitors at the Frio Baptist Church Sunday evening.

L. E. Isbell, of Tahoka, died at Veterans Hospital in Big Spring Saturday morning. Funeral services were held at Sweet Street Baptist Church in Tahoka Sunday afternoon. Mrs. Isbell is a sister of Mrs. G. W. Parker. The Parkers went to be with the rest of the family Saturday.

Mr. and Mrs. Olin Parris and Walker spent Saturday night with Olin's parents, the H. A. Parris, and attended funeral services Sunday. Mr. and Mrs. Johnnie Robinson also attended the funeral.

Mr. and Mrs. David Yandell left Tuesday for a visit with their sister and family, Mr. and Mrs. Joe Autrey at Cheyenne Wells, Colo. The Autreys have a new son about three weeks old.

Mr. and Mrs. Glen Andrews had several guests in their home for Sunday dinner. They were Mr. and Mrs. Herb Schmidt and son, Mr. and Mrs. Earnest Harder and family, Mr. and Mrs. Leonard Schmidt and family of Dawn, Mr. and Mrs. D. P. Schmidt of Clinton, Okla., and Veradelle Andrews.

Mr. and Mrs. James Dobbs were Sunday dinner guests of the George Zetsches.

Among those attending the Tour of Homes recently were Mesdames B. H. Baldwin, Connie Smith, Harlan Barber, Henry Dobbs, Owen Andrews, James Dobbs, T. L. Sparkman Jr., Harlan Frye, Eugene Noel and John Smith.

Mr. and Mrs. Arthur Betts and Jimmy visited Mrs. Bett's parents, Mr. and Mrs. A. L. Logan, of Frio on Sunday. Her sister, Mrs. Carl Cole is staying with the Logans. The Coles are parents of a son born Oct. 11 at Frio. They live at El Paso and plan to return next week.

The community received word Sunday of the death of Buck Sanders of Littlefield. He was a brother of Mrs. Bill Boyd, former resident of Frio and now of Springfield, Mo. Funeral services were held at Littlefield on Tuesday afternoon.

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Anthony's
C. R. ANTHONY CO.

HARVEST OF VALUES SALE

OCTOBER 15 Thru 31st

A BUMPER CROP OF MONEY SAVERS!

Men's "King-o'-North" ORIGINAL THERMAL KNIT UNDERWEAR

For Active Outdoor Men

- Non Allergic • Absorbant
- Shrink-Resist • Mothproof

SHIRTS 2.88 DRAWERS 2.88

For the man who wants nothing but the best... original Thermal Knit underwear. Wear it in zero weather or mild temperatures and be comfortable. Novy's new Artic fabric. The health underwear by Wright... for over 50 years the finest of underwear for men and boys. Long sleeve, ankle draw-

SIZES S - M L - XL

Ladies' Full Fashioned NYLON HOSIERY

60 gauge 15 denier

2 Pair 88c

You will snap up several pair of these light color, self or dark seam nylons when you see them. Sheer 60 gauge, 15 denier in sizes 8 1/2 to 11. Buy for yourself... buy for gifts. A grand Anthony value.

beautiful hob-nail bedspreads

Add luxury and beauty to your bedroom with one of these lovely hob-nail spreads. Woven with lurex, fringed borders rounded corners. Choose from full or twin size in colors of White, Pink, Sand and Aqua. Big Value... Big saving.

5.88

Real bedtime luxury at a thrifty, thrifty price. Beautiful hand-screen print designs on a blend of Rayon and Nylon. Non-allergenic, guaranteed against moth damage. Long wearing fast colors... will not run or fade. Washable, of course. 100% Acetate binding that wears two times longer than ordinary binding. 72 x 90 inches practical size for single or double bed. Pink ground or Blue and Turquoise on White ground.

\$6.99

Size 52" x 52" and 50" x 50"

Printed Luncheon CLOTHS

Colorful Floral or Modern Prints Each \$1.00

New Fall GINGHAMS

New Fall Patterns

Full Bolts 1st Quality Yd. 66c

Children's washable CAR COATS with detachable hood

7.90

Styled and tailored to stand the gaff of growing boys and girls. Quilted lined for extra warmth, zipper front, knit cuffs, detachable hood. Choose from colors of Red, Airforce Blue and Antelope. Completely washable fabric.

Men's 100% All Wool Regular or Long Model SPORT COATS

Smart 3 button model in regular or long. Three patch pockets. Masterfully tailored to compare with coats selling up to 29.50. In all of the newest and most popular patterns and colors. Sizes 35 to 46

18.33

Men's Acralon - Rayon Dress Slacks

SIZES 28 - 42 6.33

The New... The popular. Hopsacking weave in automatic wash - n - wear finish. Choose from flap back Ivy Styles or Pleated fronts. Superbly tailored for perfect fit and smart appearance. And just look at this thrifty Anthony price.

- Ivy-Styles
- Pleated Styles

men's heavy sweat shirts 1.44

Built for extra warmth and extra wear. Heavy cotton with comfortable raglan sleeves, crew neck, knit wristlets, in white or silver grey. Sizes S-M-L.

60" x 76" sheet blanket 99c

Ideal for ever so many uses. Large 60" x 76" in snow white or pastel shades. Lock stitch ends for extra wear - soft, warm and comfortable.

men's 6 inch work shoe \$5

Constructed for extra comfort and longer wear. Soft leather, blucher type upper. Sturdy cork soles, rubber heels. Sizes 6 to 12. Compare this grand value.

MEN'S INSULATED BOOTS \$13

Soft, longwearing leather uppers, leather lined and insulated for extra warmth and comfort. Heavy cork sole, plain toe. Brown only. Sizes 6 1/2 to 12. Check this thrifty Anthony price. You'll save.

Grand Collection, Ladies' NEW FALL DRESSES \$10

SIZES 10-20 14 1/2 - 24 1/2

- Cottons • Cottons-Arnel

You will get a thrill selecting from this beautiful group of new fall dresses. Choose from all cottons, blended fall mixtures, cotton and arnel. Delightfully styled, masterfully made to look so much more expensive. Shop now... compare, you'll agree, they are terrific at this low sale price.

Men & Boys Sample Shoes \$5.00

Sizes 7 to 7 1/2 4 to 4 1/2

Pay Cash Pay Less at Anthony's

Cannon bath towels 2 For 88c

Heavyweight, thrifty and colorful. Fine quality Cannon double thread towels in checks, stripes, plaids and solids. Thrifty sale priced, hurry for yours.

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EXTENSION PHONES COST \$1.00 A MONTH PLUS INSTALLATION

Call by number... it's twice as fast!

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SOLID SAVINGS at PIGGLY WIGGLY

COFFEE
Maryland Club
Lb. Can **69^c**



Apple Juice
Whitehouse
Quart Bottle **4^F\$1^R**

COKES
Reg. or King
6 Bottle Carton **29^c**

Hershey's
CHOCOLATE SYRUP
16 Oz. Can **19^c**

Pumpkin
Libby's No. 2 1/2 Can **19^c**

FLOUR
Gladiola
10 Lb. Print Bag **79^c**

Curtis
Marshmallows
10 Oz. Bags **2^F29^R^c**

CHICKENS
Swift's Premium
3 1/4 Lb. Cans **89^c**

ICE CREAM

Lane's Quality - Checked
New, Richer, Homemade
Flavor. Taste the difference!
1/2 gal. **69^c**

LANE'S ICE CREAM CONES SERVED ALL DAY SATURDAY

Blue Plate, Frozen, 10 Oz. Pkg.
BREADED SHRIMP 45^c

Ocean Beauty Frozen 7 Oz. Pkg.
BREADED OYSTERS 59^c

Kraft's Margarine
PARKAY 2^L49^B^S^c

Kraft's Dinners 2 Boxes **35^c**

Armour's Vegetable
SHORTENING 3^L59^C^B^N

Morton's Quart Jar
SALAD DRESSING 35^c

Libby's Pitted - Tall Cans
RIPE OLIVES 3^F0^R^S^c1

Shurfine
COFFEE 2^L1^C19^B^N



Pinkney's Sugar Cured 10-16 Lb. Half or Whole Lb.
Hams 39^G

BACON 49^c
Armour's Star
15c Coupon Inside
Good on the purchase
of Armour's Franks Lb.

Sausage 4^L79^B^S^c
Pinkney's
Pure
Pork

BISCUITS 3^F23^R^S^c
Pillsbury's
Sweetmilk
or
Buttermilk

FRESH FALL VEGETABLES
Home Grown Lb. Pkgs. **3^F25^R^S^c**
CARROTS

LETTUCE 5^c
Hereford
Grown
Fresh
Crisp
Heads
Each

APPLES 4^L49^B^S^c
Delicious or
Rome Beauty

GRAPES 19^c
Calif.
Red-Emperors
Lb.

CABBAGE 7 1/2^c
Medium
Size
Solid Heads
Lb.

FRUIT PIES 39^c
Morton's
Apple, Chery
Or Peach - Each

POT PIES 4^F89^R^S^c
Morton's
Beef, Chicken
or Turkey

DINNERS 2^F1^R00^S^c
Morton's
Beef, Chicken,
Salisbury Steak
Turkey or Ham

BEEF TACOS 2^F1^R00^S^c
Patio
6 In A
Pkg.

DINNERS 2^F1^R00^S^c
Patio
Complete
Mexican

Soffin
Paper Towels 2 ROLLS 35c | Macaroni or Spaghetti
Skimmers 7 Oz. Box 10c

TIDE 73^c
GIANT SIZE!

CHEER 73^c
GIANT SIZE!

**YOU SAVE
More at Your**

PIGGLY WIGGLY

STORE
Plus Valuable
S & H Green Stamps

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REP. WALTER ROGERS WRITES:

Black Gold Industry Only 100 Years Old

To the people of the 18th District:

When we consider the size, scope, and contribution of the oil industry today, it is difficult to realize it is only one hundred years old. It was, however, born on that August day in 1859 when Colonel Drake drilled down sixty-nine and one-half feet near Titusville, Pa., and found the first barrel of oil produced in America.

A great deal has already been said about this historical event and rightfully so, since it fostered the gigantic industry which provides much of our energy and our standard of living. Since the State of Texas produces some forty per cent of all domestic petroleum liquids in the United States, it is doubly fitting that we join in paying tribute this hundredth anniversary year.

It is interesting to note some of the facts and events of this first hundred years. Of the 1,729,708 wells drilled for oil and gas up to January 1, 1959, 27.3 per cent of them turned out to be dry holes. The State of Texas, with 443,827 drillings, experienced a higher percentage of dry holes with 140,450 or 31.7 per cent. Incidentally, the deepest well ever drilled, 25,340 feet, was in Texas and was a dry hole.

During 1859, the first year of domestic production, 2,000 barrels of crude oil were produced, as compared to 2,617,283,000 barrels in 1956. Of the 574,515 producing wells in the United States at the end of 1958, 179,678 of them were in Texas.

As of Dec. 31, 1958, 31 of the 48 states had oil and/or gas production, and 210 of Texas' 254 counties had production. Crude oil and natural gas production in America employs 310,019 people, of which 118,125 are in the State of Texas. The total value of crude oil, natural gas liquids, and natural gas in 1958 was \$9,303,962,000, of which more than one-third was produced in Texas.

Hard work and science have gone hand in hand in building our domestic oil industry and will continue to do so in the second century. In an earlier day, the gas from a producing well was a waste product. It is now a \$21.5 billion business and it is the nation's fifth largest industry.

We have learned that this great natural resource must be used wisely and conserved for future generations. We know that the new reserves must be constantly sought and the industry has implemented this search continually, so that as of January 1, 1959 there were 36,739,925,000 barrels of proved liquid petroleum reserves in the United States.

To me, the story of the first hundred years of domestic oil production in this country is a splendid example of the solidity and challenge of our free enterprise system. It is a story sprinkled with millionaires and paupers, heartbreak and joy, and with generous splashes of color, but it is the story of what ingenuity, hard work, and the rewards therefrom can mean to

(Continued on page 2)



TWO HEREFORD RESIDENTS are included in the 60 employees of the Panhandle Division of the Southwestern Public Service Company who will be honored guests Friday night at the 11th annual service awards dinner at the Amarillo Country Club. Cleo Meharg will receive a 20-year service award, while William G. Drummond will be honored for 10 years service. T. W. Gilstrap, division manager, will make the awards presentation to Meharg and Drummond. The 60 employees being honored this year have a combined service total of 795 years. The top award, 40 year service, will go to Ernest A. Fowler of Amarillo. (Staff Photo)

Meet Your Neighbors

THE HEREFORD BRAND

Hereford, Texas, Thursday, October 22, 1959 Section Three

BIPPUS NEWS

Harvest Starts Again After Rainy Weather

By Christine Fortenberry

After the rainy weather in the area last week, maize harvest started again. Several farmers are shocking and combining their feed and cutting bales.

Mrs. Vernon Adrian received word of the death of her brother-in-law, Clarence Martin of Canton, Tuesday. She left Thursday to be with her sister for a few days.

Mr. and Mrs. E. J. Dorris of Mosquero, N. M., celebrated their 25th anniversary in their home Sunday. Those attending from the Bippus community were Mr. and Mrs. C. F. Homfeld, Kenneth, Jerry and Glenda and Loyd Homfeld and his new bride, Barbara.

Loyd Homfeld and Barbara Sweeney of Silverton were married at Quitaque Saturday night.

Barbara is the daughter of Mr. and Mrs. R. Sweeney of Silverton, who were formerly residents of the community.

Loyd is the son of Mr. and Mrs. C. F. Homfeld of Bippus.

Mr. and Mrs. Jack Fortenberry and Christine, Mrs. Charles Higgins and Clifford and Jack Harlin Davis also attended the 25th anniversary of Mr. and Mrs. Dorris.

A reception for the Rev. and Mrs. R. D. Evans on their Golden Anniversary will be held Sunday from 2 to 5:30 p.m. in the community church.

Those attending the plastic flower demonstration recently were Mesdames Jim Perrin, C. F. Homfeld, G. V. Hall and Christine Fortenberry.

Taste Of Home Should Be Included In Christmas Gifts

"Be it ever so humble, there's no cooking like home cooking" — that's the word from the American servicemen when queried about their "druthers" on Christmas presents from home this year, according to Bill Hardwick, chairman of Deaf

County Red Cross chapter. Cookies, fruit cake, and other homemade foods topped the most-wanted list.

The list was put together from a poll of servicemen taken by the American Red Cross field directors stationed with military units around the world.

After discounting the usual requests for one-way tickets home, the poll showed homemade goodies, money, subscriptions to home town newspapers, and family photos were the most wanted Christmas presents and popular with the men in uniform.

But there are big qualifications as far as food was concerned. The men pleaded that it be packaged for mailing correctly.

Food should be packaged in coffee tins or some similar container.

(Continued on page 2)



BORING IN, Chester West of Hereford, left, takes a right thrown by Larry Vielle of Levelland. Using a long left lead, West won the decision Friday night at the Bull Barn. The 60-pound Hereford battler will be fighting again Friday at 8 p. m. when Hereford hosts boxers from Pampano and Brown. (Staff Photo)



DICKIE ELLIOTT, right, of Hereford grifts his teeth as he swings a right to the head of Ernie Watt of Levelland. The decision went to Watt in the 60-pound fight Friday night as Hereford opened its winter boxing season. (Staff Photo)

Miss Gault On OU Committee

Student and faculty committees at the University of Oklahoma are making plans for the annual Homecoming celebration which will attract thousands of alumni to the campus Saturday. Committee members include Glenna Gault, daughter of Mr. and Mrs. Howard W. Gault of Hereford, who is on the judges and awards committee.

Biggest event on the schedule, is the football game in which OU's Big Red team meets Kansas University at Memorial Stadium. The Homecoming queen, chosen from five finalists by student votes, will be crowned at half-time of the game.

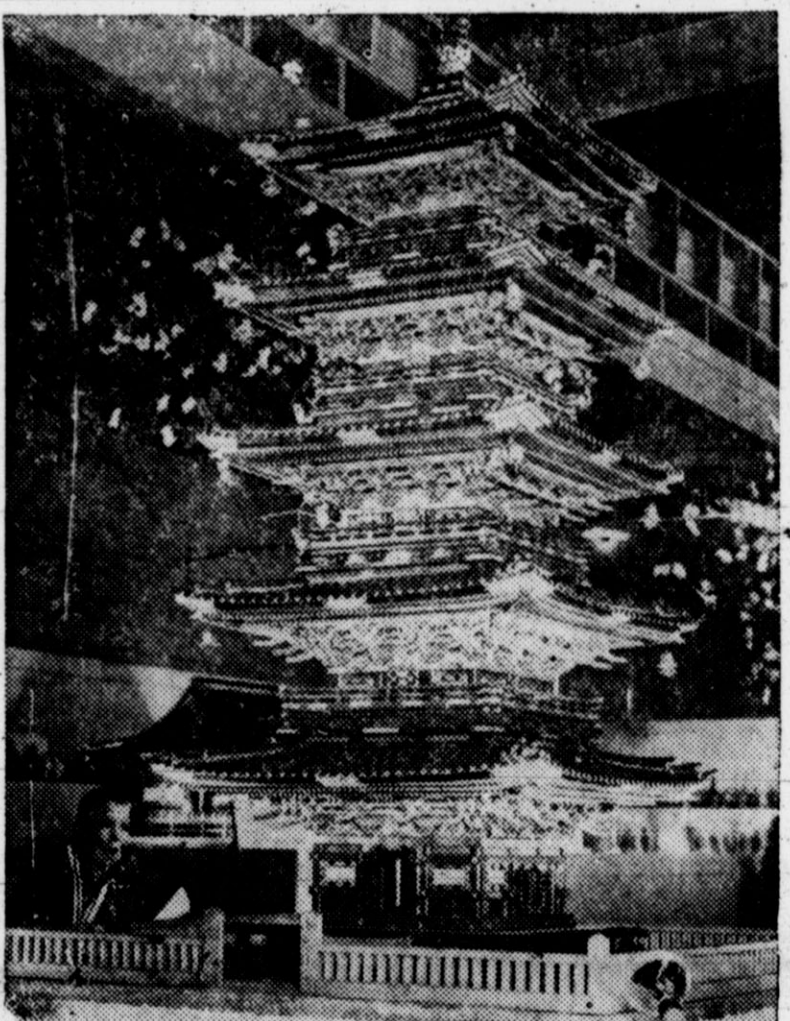
Home coming starts unofficially at 7:30 p.m. Thursday with a pep rally on the old golf course. It will be complete with a giant bonfire, salutes to members of the Big Red team and plenty of enthusiasm from cheer leaders and the OU band, "The Pride of Oklahoma."

On Saturday alumni will register during the morning in the Union lobby, where faculty members will be hosts. An alumni luncheon with door prizes is set for 11 a.m. to 1 p.m. in the Union ballroom and tickets for the buffet are \$1.35. After the game there will be an alumni reception in the ballroom and the day's events will close with a dance in the union.

Phyllis Goetsch Sorority Pledge

Phyllis Goetsch of Hereford is pledging Delta Zeta, national social sorority, at West Texas State College this fall.

She is the daughter of Mr. and Mrs. William H. Goetsch. Miss Goetsch is a sophomore secretarial science major. She is a member of the Buffalo Band and serves as vice-president of Tau Beta Sigma, national band fraternity. She is president of her Delta Zeta pledge class.



FROM 'NIKKO' EXHIBIT — This giant five-story pagoda is one of the 24 units in the 2½ million dollar Nikko Exhibition which is being shown at the 1959 State Fair of Texas in Dallas. The "City of Nikko" includes 1,100 scale model replicas of the beautiful temples and pagodas at the fabled Nikko Shrine in Japan. There are also 1,000 intricately carved and elaborated costumed dolls in the exhibition.

State Fair Of Texas Getting Set For Last Big Weekend At Dallas

Just one more big week end remains of the 1959 State Fair of Texas, rated by old-timers as the most dazzling exposition in all the fair's 74 years. The fair closes Sunday night.

The fair's big horse show will continue through Sunday, with judging of Arabian and Palomino horses and Shetland ponies Friday and Saturday morning and afternoon. The horse shows are being staged in the fair's beautiful new \$2,000,000 Livestock Coliseum.

The important junior livestock auction sales will be held this week end, with the steer sale Friday morning and the sale of lambs and pigs Saturday morning.

Saturday the State Fair will salute West Texas and also Fort Worth, with special days designated in their honor. A feature of West Texas Day will be the football game between the SMU

Mustangs and the Texas Tech Red Raiders in the Cotton Bowl at 2 p.m. Saturday.

Two unusual events are scheduled for Sunday. The always popular North Texas Firemen's Races will be held at 1 p.m., along with fire-fighting demonstrations. And starting at 2 and 3:50 p.m. in the Cotton Bowl there will be soccer games matching the University of Houston against Texas A&M and Lowry Air Force Base against the Dallas All-Stars.

The Fair's top theatrical attractions continue on through Sunday. The Music Hall show starring the McGuire Sisters and Rowan and Martin, "Star Light! Star Bright!" will have performance at 8:30 p.m. nightly, with matinees at 2:30 p.m., Saturday and Sunday.

The all-new 19th edition of "Ice Capades" will have performances at 8:30 p.m. Friday, at 1:30, 5:30 and 9 p.m. Saturday, and at 1:30 and 5:30 p.m. Sunday.

H. D. CHATTER

Beef Roll Recipe Formula Of Good Eating At Meets

By ARGENT DRAPER

Mrs. Pat Robinson and Mrs. J. T. Richardson have been serving these good Beef Rolls at club and neighborhood get-togethers. Mrs. Robinson says that she uses a standard roll recipe. The roll recipe which we use is the one that we had in club several years ago.

BEEF ROLLS

Use your standard roll-recipe dough 15" by 6". Spread with butter ½ cup cheese. Sprinkle over dough ½ cup of dried beef. Roll beginning at wide side. Seal, cut in ¼" slices. Heat oven to 375 degrees, bake about 20 minutes.

SPEEDY STANDARD ROLLS

¼ cup warm water
1-3/4 cup milk, scalded
2 teaspoons salt
¼ cup sugar
1/3 cup shortening
2 packages active dry yeast
6 cups sifted flour (about)

Sprinkle yeast into warm water; let stand 20 min. Place milk, salt, sugar and ¼ cup shortening in large mixing bowl, and cool; when luke warm, add yeast and 3 cups flour, beat thoroughly. Gradually stir in remaining flour, adding just enough to make dough slightly softer than that for bread; turn out on flour-board and knead until smooth and elastic, adding flour as necessary. Place dough in greased bowl and brush with melted shortening; cover and let rise in warm place until doubled in bulk (for 1 to 1½ hours). Turn

cut onto board, punch down and let rest (you do, too) for 10 minutes. Knead, shape as desired and place in greased pan; brush with melted shortening, cover and let rise in warm place until very light (45 min. about). Bake in hot oven (400 - 425) for 15 or 20 minutes.

If this roll recipe rises too fast, cut the yeast to one package instead of two.

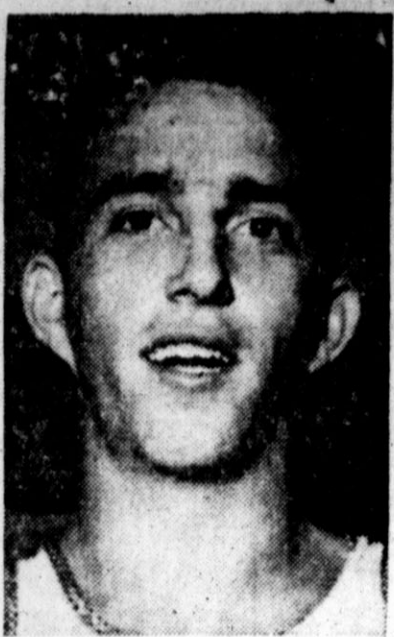
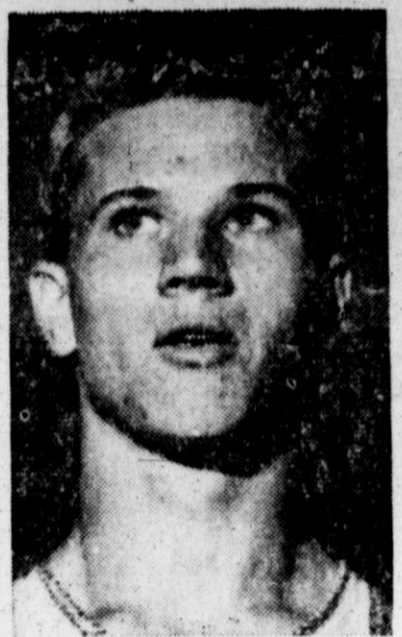
HOME MADE YEAST CAKES

Soak one commercial yeast cake in a cup of water, thicken with flour and let rise for several hours until double in bulk. Boil one large potato in sufficient water to dissolve one-half cup meal. Mix the potato, scalded meal cooled to lukewarm, one teaspoon salt, one teaspoon sugar and add the yeast. Let the

(Continued on page 2)



DISTRIBUTIVE EDUCATION SPOTLIGHT: Virginia Isbell, 18, works at H & H Furniture each afternoon through the high school D. E. program. She keeps books, files papers, answers the telephone and marks merchandise. Virginia plans to attend the University of Houston after graduation. A senior, she is the daughter of Mr. and Mrs. Charles Digby, 102 Heimback. (Staff Photo)



WT FRESHMAN team prospects from Hereford, Steve Slagle, left, and Bobby Shelton will see a lot of action this year at West Texas State's 16-game freshman schedule. Slagle, 6-3, and Shelton, 6-1, will be under the coaching of former Buff star, James Scott, captain of the 1954-55 squad.

New Staff, Young Team Start Drills

CANYON. — A new coaching staff and a young 10-man squad will attempt to rebuild West Texas State's once fabulous basketball empire.

Keith Blair, junior guard who averaged 11.6 points, and 6-6 Jim Reid, senior center with 6.3 scoring mark.

Five sophomores and a transfer from Frank Phillips Junior College — 6-4 Frank Castleberry — round out the varsity squad. The sophomores include Jim Conner, 6-8 Childress center; Jim Curtsinger, 6-4 Hereford guard; Jerry Bell, 6-3 Vernon forward; Henry Hardaway, 6-3; Claude Forward; David Seal, 6-2 Childress guard.

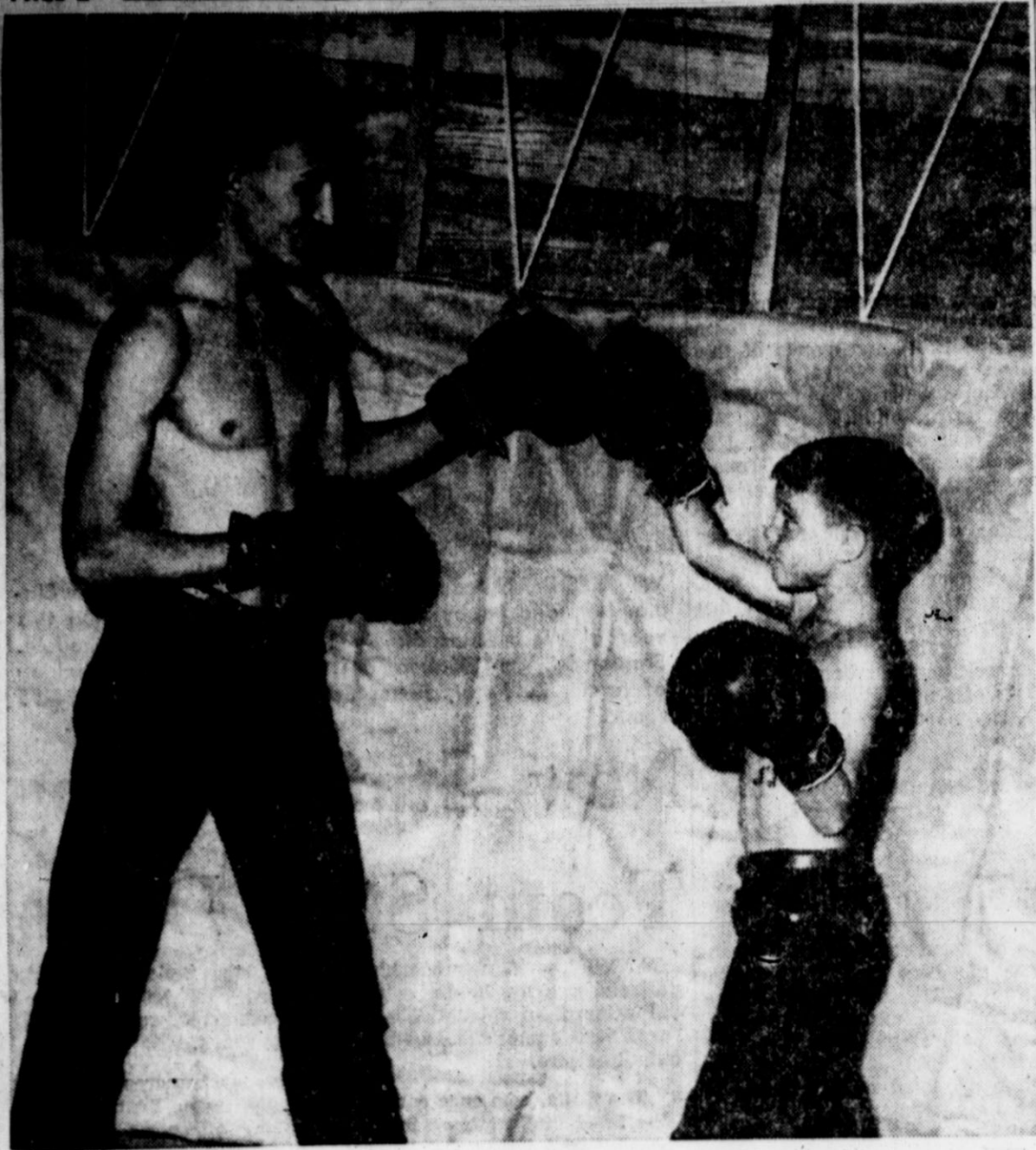
Coach LaFollette, who took Seminole High School to the State Basketball Tournament five of the last six years, operates from a double post offense. He prefers a man-to-man defense.

"I like for my teams to run if they get the opportunity," said the 6-4 slow-talking coach. "We always will be working for the shots that build high shooting percentages."

Coach LaFollette has "no comment" about the prospects of the 1959-60 Buffs. "I didn't get to see West Texas play a single game last year," he remarked, "and I won't know much about our personnel until they get under fire."

On the basis of what he has heard and read, the new Buff cage boss thinks Arizona State and New Mexico State definitely rate as the conference favorites.

(Continued on page 2)



THEY FALL HARDER is the contention of Dickie Elliott, right, as he spars with R. C. Welty. The two are among the more experienced Hereford boxers who will be fighting at the Bull Barn Friday at 8 p. m. Teams from Pampa and Clovis, N. M., will be on hand. Elliott weighs a heavy 58 pounds, while Welty is one of five fighting Welyts on the Hereford Team. R. C. weighs 130. (Staff Photo)

IN TAOS, NEW MEXICO:

Paintings, Once Banned, Greeted With Indifference

By IKE FLORES

TAOS, N.M. — Paintings by the author of "Lady Chatterley's Lover," which were banned in London, are on exhibition at Taos and they're hardly causing an arched eyebrow.

New Mexicans seem to be indifferent about the whole thing. Such was not the case when the nine paintings by D. H. Lawrence were exhibited in London in 1929. London bobbies confiscated them and the courts promptly branded them as "gross, coarse, hideous, unlovely and obscene."

This was shortly after Lawrence's controversial "Lady Chatterley's Lover" had been banned in England.

Lawrence, ill in Italy, defended his works long and loud but to no avail.

A public trial, with many authorities backing Lawrence and testifying for the right of free expression of the arts, failed to keep the paintings from being

suppressed. And, they haven't been shown anywhere since, until now.

The oil canvases, ranging in size from 39 by 58 to 9 by 11 inches, are owned by Saki Karavas, owner of La Fonda Hotel de Taos.

Karavas acquired them from the estate of Mrs. Lawrence, who died in Taos in 1956.

He has put them on exhibition in the hotel in what used to be an art gallery but is now used exclusively for the Lawrence exhibit.

Karavas won't say how much he paid for them but does say that the Aga Khan once tried to buy them in Europe from the Lawrence estate for a reported \$50,000.

A few of the pictures' titles might give a hint of their subject matter:

There's the huge "Flight with an Amazon," the smaller, but powerful "Close-up Kiss," an interpretation of Cezanne's "Rape of the Sabine Women" and another Cezanne-like painting, "Dance Sketch."

They illustrate some of Lawrence's literary themes.

Lawrence, an English man who disliked Britons, lived in New Mexico, off and on, from 1922 until his death in 1930.

This was a productive period in his life, and most of his dabbling in painting was done then. He loved New Mexico and eventually he and his wife, Frieda, bought a ranch at Valdez, near this art colony town.

Santa Fe poet and writer Witter Bynner was an intimate friend of the Lawrences.

Bynner has written an excellent biography describing many of Lawrence's peculiarities, man-

H. D....

(Continued from Page 1)

mixture rise two or three times its bulk, thicken with meal, roll out and cut into cakes. Let the cakes dry in the shade. Keep them turned to keep them from molding. This makes 18 to 20 cakes that are as strong as the original cake, but they must be given more time to rise than the compressed or moist cake.

A good meal meets the health needs of each individual in the family by providing one serving of all food groups listed in the Texas Food Standard, a daily guide for good eating. The following patterns will help you to plan meals high in important food nutrients:

BREAKFAST

Fruit or fruit juice. An egg and bacon, sausage or ham and/or ready-to-eat or cooked cereal. Bread — whole grain or enriched. Milk for children and adults. Coffee or tea for adults.

DINNER

Meat or meat alternate, Potatoes — sweet or Irish. Vegetable — green or yellow. Salad containing other vegetables or fruit. Bread — whole grain or enriched. Butter or margarine. Dessert of fruit, Milk.

SUPPER

Main dish — could be same as served for dinner. Vegetable — cooked or raw in salad. Bread — whole grain or enriched. Butter or margarine. Dessert or fruit. Milk, tea or coffee.

Foods vary in flavor, color, texture, size and shape. Foods are of good quality, appetizing and prepared to save food value. A pleasant atmosphere helps the family to enjoy meal time.

overseas and by Dec. 10 for air-mail delivery.

The Post Office also says that the farther away a man is stationed, the earlier his parcels should be mailed to insure that they reach him for Christmas.

New Staff...

(Continued from Page 1) writes: "I think the rest of us will be fighting it out for the second division with Arizona a possibly the strongest."

Coach Scott has a 11-man roster for his 16-game freshman schedule. On the squad are Pat Patterson, 6-5, Merkel; Jerry Lane, 6-5, Childress; Steve Slagle, 6-3, Hereford; Sonny Blankenship, 5-10, Gruver; Don Teague, 6-2, McAfee; Bobby Shelton, 6-1, Hereford; Harold Doyle, 5-11, Seminole; Roy Perrin, 5-11, Andrews; George Pollock, 6-3, Lorenzo; Keith Lowe, 5-11, Dimmitt, and Wayne Chenault, 6-4, Leila Lake.

Texas has 15,212 miles of railroad trackage; Rhode Island 181 miles.

Taste....

(Continued from Page 1) talner sealed tightly in a heavy corrugated pasteboard box. Cookies should be individually wrapped.

Money should be sent in the form of a money order. Personal checks are almost impossible to cash overseas.

The women in service asked the same as the men with one exception — they added expensive lingerie to their lists. Not wanted by the service men was civilian clothing, toilet articles, jewelry, wallets, and cameras. All of these may be purchased from post or base exchanges or ship stores below civilian prices.

The Post Office Department recommends that Christmas parcels should be mailed between Nov. 1 and Nov 20 for delivery by surface mail to servicemen

Dr. Milton C. Adams
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Sat. Oct. 24 8:45 P. M.

Pepe Rodriguez vs. Tony Morelli

Danny Savich vs. Bob Geigel

Sponsored by Hereford Lions Club at the

BULL BARN

Ringside \$1.50 Gen. Adm. \$1.00 Kids 50c

BILL DING SAYS:



With These Specials!

Asst. colors Reg. \$6.20
BPS PAINT now gal. \$3.25

Asst. Colors Reg. \$5.20
PAINT gal. \$3.75

Gold Bond
TEXTURE PAINT lb. 2c

Texas Perforating texture paint
TOPPING CEMENT gal. \$2.40

One Group Paint at Cost and Below!

Hardware odds and ends, marked down to COST

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104 S. MAIN - HEREFORD, TEX.

The Hereford Brand, Hereford, Texas, Thurs., Oct. 22, 1959

ence. It is generally believed she was a big settling influence on her husband.

After Lawrence's death in Europe in 1930, she had his body cremated and the ashes buried at their New Mexico ranch.

There's a shrine there now commemorating the author, and the ranch has been given to the University of New Mexico to be used by aspiring writers. Frieda Lawrence is buried near her husband's remains.

Pepsi-Cola

take home a case!



At Your Favorite Store

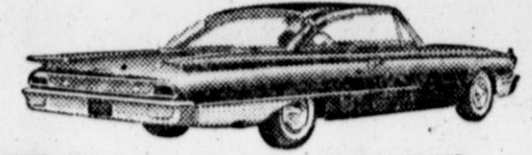
Bottled by the Pepsi Cola Bottling Co., Clovis, New Mexico

You won't believe your eyes when you see our

Wonderful New World of 60 Fords!



ALL-NEW 6-PASSENGER COUNTRY SEDAN



ALL-NEW STARLINER



ALL-NEW GALAXIE TOWN VICTORIA



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ALL-NEW FORD FALCON

Don't wait another second to see the car all America's been waiting for! The New-size Ford, the Falcon, lives up to your dreams of low price. And it's lovely to look at!

COME IN AND SEE THE COMPLETE CAR SHOW AT AMERICA'S FIRST COMPLETE AUTOMOBILE DEALER'S

Charlie Seeds Motor Co., Inc.

146 E. Second Hereford Phone EM 4-2727

RAILROAD FEATHERBEDDING:

\$500,000,000 LOSS

TO THE NATION—INCLUDING YOU—EVERY YEAR

Featherbedding on the railroads — pay for work not done or not needed — is costing the American people the shocking total of more than \$500,000,000 a year.

You pay for it every time you shop, because featherbedding costs are hidden in the price of everything you buy.

Obsolete union work rules, involving the railroad operating employees, are responsible for this gigantic burden. Right now, for instance, these rules require every diesel locomotive to carry a fireman — even though diesels have no fires to stoke, no boilers to tend.

The forthcoming negotiations between the railroads and the unions are urgently important to the whole nation.

In asking the unions to drop these featherbedding rules, all the railroads ask for is a fair day's work for a fair day's pay

AMERICAN RAILROADS

WALCOTT NEWS

First Fall Frost Hits Community

By MRS. T. L. COLLINS
The first frost was seen in the Walcott area Wednesday morning.

Mr. and Mrs. Harold Bass and Charles had family guests in their home last week. Visiting with them were Mrs. Bass's mother, Mrs. Mary Whipkey from Hayward, Calif., her aunt, Jo Chambers, and her grandmother, J. C. Witherspoon, both from Sentinal, Okla. They left Friday afternoon to return to their home.

Mr. and Mrs. Bill Bass and Mr. and Mrs. Dean Bass from Borger, visited with Mr. and Mrs. Harold Bass and son on Friday and Saturday. The group went to Hart Saturday night to visit in the home of D. A. Bass.

Mr. and Mrs. Archie Webb, Wendell and Carolyn went to Fort Sumner, N. M. Sunday to visit his parents, Mr. and Mrs. Frank Webb and Jim.

Mr. and Mrs. Arland Miller, Becky, Trudy and Lon from Floydada, visited Mr. and Mrs. Bertram Jack and Verl Miller, also from Floydada, Saturday. The group ate Sunday dinner in the home of Mr. and Mrs. E. M. Jack.

Mr. and Mrs. Don Kirby went to Plainview Sunday. Mrs. Beel Monroe attended the funeral of Mrs. Jess Smith of Melrose, N. M. on Monday afternoon in the Methodist Church there.

Mr. and Mrs. N. E. Tyler and children had guests in their home Saturday night. On Sunday, Mr. and Mrs. Jim Perrin and family from Adrian were visitors in their home.

Mr. and Mrs. S. S. Pritchard of Friona, and Allen Hoover and

son John from Amarillo, were visitors in the home of Mr. and Mrs. Jim Adkins on Sunday for dinner.

Two railroad box-cars from Clovis, N. M. were being transported by truck past Walcott School Monday. They spent Monday night in the Walcott School yard.

Mr. and Mrs. Ceell Lewis, her sister, Myrtle, and four Houston children, Doris, Marie, Bill, Garlena and David from Pampa, visited in the home of Mr. and Mrs. Jim Adkins Tuesday.

Kathy Monroe is in the Deaf Smith County Hospital in Hereford, after having her tonsils out.

Mr. and Mrs. J. M. Payne, Larry and Darla, of Hereford, visited Mr. and Mrs. Joe Rader Friday. Larry spent the week end with his grandparents.

Mrs. Shorty Hill was taken to Deaf Smith County Hospital Monday, where she spent the night before being taken to Wichita Falls Tuesday. Her husband accompanied her.

Walcott School held an assembly Wednesday morning in the school auditorium. Thomas L. Collins read Psalms 109:1-16. Group singing followed with Mrs. G. W. Downing playing the piano. That afternoon, the first six-week's report cards were given to the students.

Mrs. Bob Wyly is chairman for the Halloween Carnival plans to be held the last of the month. Mrs. Glenn Burrus and Mrs. J. V. Perrin are on the committee to help Mrs. Wyly.

Have you read the classifieds?



DISTRIBUTIVE EDUCATION SPOTLIGHT: Billie Jean Barnett, 16, is employed each afternoon at the Deaf Smith County R. E. A. office, where she does general office work. A junior, she would like to attend either McMurry College or Hardin-Simmons University and then enter nurses' training. Billie Jean is the daughter of Mr. and Mrs. A. E. Barnett, 612 Austin St. (Staff Photo)

COMPLETE LIQUIDATION!

Stock of Generator and Starter Parts and Shop Equipment consisting of

- * Floor Jacks
- * Battery Charger
- * Armature Lathe
- * Armature Tester
- * Parts Cabinets
- * Ignition Analyzer
- * Drop Lights
- * Extension Cords
- * Electric Motors

A good supply of points, coils, condensers, master cylinder kits, starter drives, generators, starters, transmissions, etc. Many other good items too numerous to mention.

SEE AT 503 IRVING

See Carl McCaslin Lumber Co. For

All Your

ELECTRIC FENCE SUPPLIES

Including

- Chargers
- Batteries
- Wire
- Posts
- Insulators, Etc.

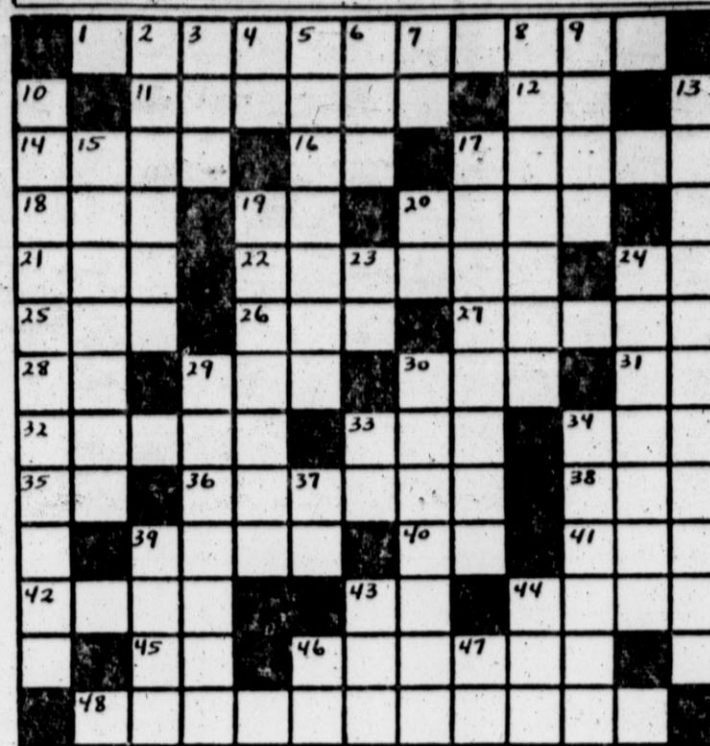
If it's for an electric fence,

we have it!!

Carl McCaslin Lumber Co.

A Complete Building Service
1 Block East of the Courthouse
Phone the Lumber Number EM 4-3434

CROSSWORD - By A. C. Gordon



- ACROSS
- 1 - Lucidity
 - 11 - Underlying
 - 12 - Perform
 - 14 - Paper suit
 - 16 - Sign of approval
 - 17 - Grain goddess
 - 18 - Beginning of an entrance
 - 19 - Half on em
 - 20 - Interweave
 - 21 - Sanctified woman (abb.)
 - 22 - Metal
 - 24 - Parent
 - 25 - Go astray
 - 26 - Precious stone
 - 27 - Church part
 - 28 - Sens (chem.)
 - 29 - Dance step
 - 30 - Lever
 - 31 - Aloit
 - 32 - Vocal part
 - 33 - ... the mark!
- DOWN
- 2 - Spirited person
 - 3 - To snuff
 - 4 - Public way (abb.)
 - 5 - Flowers
 - 6 - To pen
 - 7 - Cou (abb.)
 - 8 - Perfectly
 - 9 - Malfeasance
- 10 - Pleasant appearing
- 13 - Long cliffs
- 15 - Meal courses
- 17 - Most lucid
- 19 - Fencing position
- 20 - Shortened park
- 23 - Roman 500
- 24 - Firearms
- 29 - Indigent fellow (two wds.)
- 30 - Ancient Italian city
- 31 - Latin "you"
- 34 - Models
- 37 - Pronoun
- 39 - Scarlet O'Hara's home
- 41 - Electrical unit
- 44 - Hawaiian garland
- 46 - Prefix of joining
- 47 - Sanatorium (chem.)

Two Honored At Birthday Party

Mrs. J. F. Messer and Mrs. Ruben Muncin were honored with a birthday party at home of Mrs. J. F. Messer Thursday morning. Coffee and cake were served to those present.

The table was spread with a lace table cloth and the center piece was a dozen red roses sent by Mrs. R. J. Collier. Those attending were Mesdames, Steven Stubbs, Bonnie Morton, Jack Craig, Leonard Click, George Bumpass and R. J. Collier.

Nebraska was admitted as a state in 1867, but only after a bitter fight between two governments - territorial and state.

TAX RECOVERY
PETERSBURG, Va. (AP) - On the way to the bank, John Spain, city tax collector, dropped a deposit bag containing \$26,000 of the taxpayers' money. A number of persons stepped over it before Raymond Valentine, an attorney, picked it up and returned it.

A. O. THOMPSON ABSTRACT CO.
Complete Tract Index of all land and town lots in Deaf Smith County.
Managers
Mr. & Mrs. A. J. Schroeter.
126 East Third
Box 73
Phone EM 4-1504

Out-of-town friends, relatives at your fingertips...



Life is more fun with...
DIRECT DISTANCE DIALING

LECTURE DUE

NORMAN, Okla. (AP) - Stephen Cox, 5, provided a twist to the usual story of a lost boy found by police. When found, he was taken to the police station and held for his mother - police-woman Betty Carlson.

HARD ON POCKETBOOK

BROWNSBURG, Ind. (AP) - Mr. and Mrs. James E. Brown won't have any trouble remembering their children's birthday anniversaries. All three youngsters were born on Jan. 28 over a three-year period.



There's nothing like a new car and no new car like Chevrolet. This is the exciting Impala Convertible!

SIXTY'S

The car with the year's hottest style

SIZZLER

is getting the warmest reception of all!

And it's no wonder...

when you look at all the new and different things Chevrolet has for 1960! Come and see it!

THAT'S CHEVY!

You can tell already, by the growing number of new Chevrolets you see on the road, that this one's the sizzler for Sixty! It was bound to happen. When you make an effort to find out all the things most people want in a car, then make sure they're all designed into a car most people can afford,

you're almost certain to receive a pretty hot reception. People look over Chevrolet's 16 freshly styled '60 models. They see a choice of 24 engine-drive combinations, including a new Economy Turbo-Fire V8. They drive a Chevy. They like the way the ride has been polished and perfected with

new rubber-cushion body mounts muffling road hum and vibration. They like Chevy's wide seats, its wonderfully easy handling, the whole feeling of cruising along smoothly and comfortably in a car that never tires of travel. They just can't see a good reason for looking any farther.

Matter of fact, it looks like Chevrolet has a corner on quality and fine features in its field. Even costly cars have to look to their laurels—Chevrolet sets a new standard by matching elegance with economy. By offering luxury you've never seen before in Chevrolet's price class. We've got a hunch you'll go for this one. Just try it... and see if we aren't right!



The Superlative '60 Chevrolet... nearest to perfection a low-priced car ever came!

Top entertainment—The Dinah Shore Chevy Show—Sundays NBC-TV and the Pat Boone Chevy Showroom—Weekly on ABC-TV.

See your local authorized Chevrolet dealer

ORSBORN-NORWOOD CHEVROLET

2nd at Schley

Hereford

Phone EM4-2160

GOD WILL NEVER LEAVE or FORSAKE US

First Methodist

Fifth and Main
 Rev. H. L. Thurston, Pastor
 Thursday, Oct. 22: Prayer Group, Ward Hall, 8 p.m.; Golden Agers Art Class, 2 p.m.
 Saturday, Oct. 24: Amarillo District Youth Rally, 3 p.m. to 8 p.m. in Folk Street Methodist Church Amarillo; 2nd and 3rd Year Primaries Halloween Party, 4 p.m. to 5:30 p.m.
 Sunday, Oct. 25: Church School, 9:45 a.m.; Morning Worship, 10:55 a.m.; Evening Worship, Youth Responsibility Night, 7:30 p.m.
 Tuesday, Oct. 27: Prayer Group, Ward Hall, 9:30 a.m.
 Wednesday, Oct. 28: Kindergarten Halloween Party, 3 p.m.; Wednesday Prayer Group, 7 p.m.; Youth Council Meeting, 7 p.m.; Choir Rehearsal, 8 p.m.
 Thursday, Oct. 29: Golden Agers Art Class, 2 to 4 p.m.

Church of The Nazarene

Fourth and Jackson
 Rev. Frank Elliott, Pastor
 EM 4-1381
 Sunday School is held at 10 a.m.; Worship Service at 11 a.m.; Evening Worship Service at 7:30 p.m.
 Prayer meeting Wednesday will begin at 7:30 p.m.

Seventh Day Adventist

Third and Lawton
 J. D. Sammons, Pastor
 Song service, 9:30 a.m. Saturday. Sabbath School, 9:45 a.m. Saturday. Worship Service, 11 a.m. Saturday.
 Subject for Lesson Study Sabbath, Oct. 21: "Stewards of the Mysterious God," Memory Verse: 1 Corinthians 4:1.
 Study Helps: "The Acts of the Apostles," pages 25-34, 47-56; "The Ministry of Healing," pages 256, 257; "The Seventh-Day Adventist Bible Commentary" on lesson texts. "Lesson Help in Review and Herald" of Oct. 8.

Lesson Aim: To help us as stewards to understand our privilege and responsibility to reveal the mysteries of God to the world.

Lesson Outline: 1. The Mysteries of God; 2. The proclamation of the Gospel; 3. A Divine Obligation; 4. The accomplishment of the Commission.

Jehovah's Witnesses

North Ave. E., Converted Residence
 Wednesday at 8 p.m. there will be the Congregation Bible Study.
 Friday at 7:30 p.m. is the Service Meeting Ministry School.

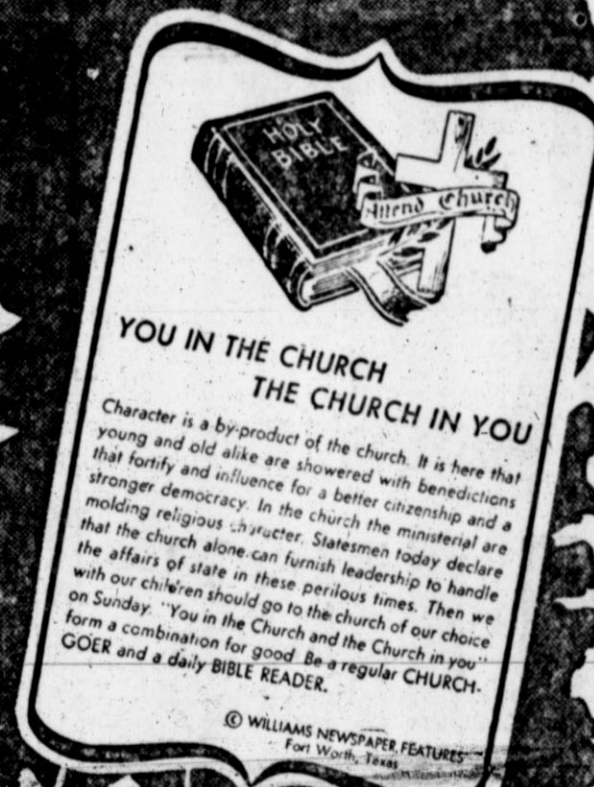
Avenue Baptist Church

123 N. 25-Mile Avenue
 Rev. A. C. Hamilton, Pastor
 Sunday School is held at 9 a.m. and Worship Service at 10 a.m. Training Union is held each Sunday at 6 p.m. Evening Worship Services are held at 6 p.m. Sundays.



HIS DAY—Our Duty

Welcome to church!... but wait a minute. Have you bothered to invite a friend or a stranger to share the pew at your church? Someone is waiting for your invitation... a business partner... a club member... a neighbor. What sort of church member are you? Do you care enough to invite another to share its blessings with you? Do you get genuine spiritual uplift in the public worship of God's house? *You are your brother's keeper.* Then, you should want to invite him to God's house. You should long for an opportunity to pray with him. Strength gained through worship in God's house on Sunday fortifies us for the entire week ahead. Then, "Come Let Us Go Into The House Of The Lord." It is His day and our duty.



Immanuel Lutheran

Park Avenue at B Street
 Rev. Andrew Szegedin, Pastor
 Phone EM 4-1668 and EM 4-1667
 Worship Service each Sunday at 11 a.m.
 Sunday School and Bible Classes at 10 a.m.
 "Call to Worship" each Sunday over Station KFAN, 860 KC. at 9:15 a.m.
 "The Lutheran Hour" each Sunday over same station, at 1:15 p.m.
 Ladies Aid meets on the third Wednesday of each month at 2:30 p.m.
 Walther League meets first and third Sunday at 7:30 p.m.
 Choir meets every Monday at 8 p.m.
 The Men's Club meets on the second Friday of each month at 7:30 p.m.
 Children's instruction classes meet each Friday at 4 p.m.
 Topic for Sunday, Oct. 18: "Setting Up Our Banners." Psalm 20:5.
 Lest We Forget: The most delicious honey is not near so pleasing to the palate as the Scriptures are to the spiritual taste. The doctrines of the Gospel, especially that which is fundamental article of our Faith, Salvation through the blood of the incarnate Lord, how inexpressibly sweet are they to the weary and heavy-laden soul! What a delightful feast do the great and precious promises of God afford to those who live upon them. The Christian feasts upon the Blessed Book of God; He finds in the joy and rejoicing of his heart; he esteems it more than his necessary food.

St. Anthony's

Harrison Highway at 25 Mile E.ve.
 Father Aloysius Craven, Pastor
 Sunday Masses are at 6:30 and 10 a.m. Sunday Evening Services are at 7:30 p.m. Daily Mass is at 7 a.m. and 8:15 a.m. Confessions are Saturday afternoon from 4 p.m. to 5 p.m. and 8 p.m. to 9 p.m.
 Thursday Holy Hour is from 8 to 9 p.m.

First Baptist

Fifth and Main
 Dr. Howard E. Scott, Pastor
 Glendon Sanders, Music-Education
 Sunday: Sunday School, 9:45 a.m.; Morning Worship, 10:55 a.m.; Services broadcast over Radio Station KPAN; Training Union, 6:45 p.m.; Evening Worship, 8 p.m.
 Monday: Truett Brotherhood fourth Tuesdays, 6 p.m.
 Wednesday: WMS Circles Tuesday: Graded Chords, 4:30 p.m. YWA meets on second and Breakfast, 6:30 a.m. meetings and visitation, 9:30 Meeting, second Monday, 12 a.m.; WMS Monthly Luncheon noon; Junior Royal Ambassadors, 6:30 p.m.; Girls Auxiliary and Sunbeams, 7 p.m.; Superintendents' Cabinet, 7 p.m.; Teachers' and Officers' Meeting, 7:15 p.m.; Mid-week Prayer Service, Church Conference, Wednesday following first Sunday in each month, 8 p.m.; Choir Rehearsal, 8:45 p.m.
 Note: All evening services 30 minutes earlier, October through March.

(Continued on page 5)

These Hereford Business Firms Make This Page Possible in the Interest of a Christian Community. Go to Church Sunday.

HEREFORD CREAMERY
 Mr. and Mrs. Elton Malone

FARM & HOME SUPPLY
 W. A. DeBusk

FIRST NATIONAL BANK
 Virgil Hennen

HUNTER'S FOOD MARKET
 Mr. and Mrs. Russell Hunter

JOHN McLEAN INS. AGENCY
 John McLean

PLAINS FERTILIZER CO.
 Glen O. Edwards

MASTER CLEANERS
 Mr. and Mrs. C. D. Fitzgerald

B. F. GOODRICH
 Don Little

HEREFORD FERTILIZER & INSECTICIDE CO.
 Norman Moore

SANDER'S HUMBLE STATION
 O. R. Sanders

ROCKWELL BROS. & CO.
 D. R. Vandever

HEREFORD HARDWARE
 Mr. and Mrs. Don Zimmerman

BLANTON BUTANE, INC.
 Darrell Blanton

BUY-RITE FURNITURE
 J. H. Fish

HEREFORD GRAIN CORP.
 Curtis O. Roach, Mgr.

ORSBORN-NORWOOD CHEV.-OLDS
 Your Chevrolet-Oldsmobile Dealer

JIM HILL HOTEL
 Mr. and Mrs. Dick Ross

CLOWE & COWAN INC.
 The Best - Pomona Pumps

ELIZABETH WITHERSPOON INSURANCE
 148 N. Main St.

GILLILLAND FUNERAL HOME
 Matt Gilliland - Marlin Gilliland

SUIT'S AUTO SUPPLY

E. B. BLACK CO.
 Dick Barnard - Jesse Stanford

CROWE-GULDE CEMENT CO.
 R. L. Layman

PIGGLY WIGGLY
 Mr. and Mrs. Gaylord Newell

ROGERS DRUG
 Mr. and Mrs. Grady Rogers

BIG T PUMP CO., INC.
 Hilrey and Leroy Aven

PITMAN SERVICE STATION
 Odice and Ed Bulls

SHELTON TIRE EXCHANGE
 W. O. and Bessie Shelton

HEREFORD IMPLEMENT CO.
 Herman Neff

LOERWALD BROS.
 Ed, George, Gene, & Harold Loerwald

FARMER'S DRIVE IN
 Troy Moore

HEREFORD STATE BANK
 Russell E. Carver, Pres.

DEARING WRECKING CO.
 Anson A. and June Dearing

McRIGHT GARAGE & SUPPLY
 Mr. and Mrs. A. N. McRight

CONSUMER'S FUEL ASS'N.
 Louie LeGrand

PITMAN GRAIN CO.
 Mr. and Mrs. J. A. Pitman

DAVIS IMPLEMENT CO.
 W. L. Davis, Jr.

HEREFORD LAUNDRY & DRY CLEANERS
 Ernest Kendall - Clinton West

CHURCH

(Continued from page 4)

Temple Baptist Church

Forrest St. and Ave. K
 Rev. Robert Laceywell, Pastor
 Sunday School begins at 9:45 a.m. and Training Union is in the evening at 6:30 p.m. Worship services are at 10:50 a.m. and 7:30 p.m.
 Wednesday prayer service will be held at 8 p.m.
 The teachers and officers meeting will begin at 7:30 p.m. Wednesday.
 Mid-week prayer services are on Wednesday at 7:30 p.m. A. 8:15 p.m. there will be choir practice.

Grace Gospel Church

Thirteenth and Avenue K
 Rev. H. V. Fields, Pastor
 Sunday School is at 9:45 a.m. and worship services convene at 11 a.m.
 Bible Study is held each Sunday at 7 p.m. and preaching service at 8 p.m.
 Wednesday prayer meeting is

held at 8 p.m.

Assembly of God

Union & Ave. G.
 Rev. V. W. Marcontell, Pastor
 Sunday School is held at 9:45 a.m. Morning worship service convenes at 11 a.m.
 C. A. service begins at 7 p.m., Junior C. A.'s meet at 8 p.m., and worship service begins at 8 p.m. each Sunday evening.
 Prayer meeting and Bible Study will be held Wednesday at 8 p.m.

St. Thomas Episcopal

Harrison Highway
 Rev. Joel C. Treadwell, Vicar
 Vicarage, 416 Star Street
 Sunday: Holy Communion, 8 a.m.; Holy Communion is celebrated on the first Sunday of each month. Church School, 9:45 a.m.
 Wednesday: Holy Communion, 10 a.m.
 Women's Division is held the third Wednesday of each month at 7:30 p.m.
 Bishop's Committee meets the third Wednesday of each month at 7:30 p.m. in the Mission Hall.

United Pentecostal

Myrtle and Blevins
 Sunday school, 10 a.m., Morning worship, 11 a.m.
 Evangelistic, 7:45 p.m.
 Wednesday night is prayer service.

Thompson Memorial Mexican Baptist Mission

Norton and Texas
 Rev. Ernest E. Atkinson, Pastor
 Sunday, Sunday School, 10 a.m.; Morning Worship, 11 a.m.; Training Union, 7 p.m.; Evening Worship, 8 p.m.
 Wednesday, Bible Study and Prayer, 7:45 p.m.
 "La Iglesia que presenta el Mensaje del Cristo Vivo"

Asemblea de Dios Templo el Calvario

Pastor Fidel Alcalá
 Bienvenidos. Cuidada en la Calle 128 E. 5th.
 Los servicios durante la semana y el Domingo.
 Como siguen: 8 de la noche Martes, Jueves, Sabado y Domingo.
 Domingo, 10 de la mañana, escuela dominical, a las 11:30 p.m.

A La Inglesia Parroquial De San Antonio

North 25 Mile Avenue y Highway
 "Vd. Es Catolico? Pues, 'Tiene La Obligacion De Asistir A La Santa Misa Todos Los Domingos!"
 Horas De Misas En Los Domingos: 6:30 a.m.; 8 a.m.; 10 a.m.; y 8 p.m.
 Durante La Semana: 6:30 a.m. y 7:30 am

A La Mision De San Jose LABOR CAMP

Horas De Misas En Los Domingos: 8 am y 10 a.m.
 El Domingo Es El Dia Del Señor. Tiene Que Adorable. No Misa: El Sacrificio De Calvario Hay Mejor Modo Que La Santa Continuado.

Park Ave. Church of Christ

On Harrison Highway
 Worship services 10:30 a.m. Sunday; mid-week services 8 a.m. Wednesday.

Church of God

H and 13th Street
 Rev. Clarke E. Goodman, Pastor
 Sunday School, will begin at 10 a.m.; Worship service is at 11 a.m. Sunday evening worship begins at 7:30 p.m.
 Tuesday, Bible Study, 7:30 p.m. and Friday, Young Peoples Endeavor, 7:30 p.m.
 Bring your burden and carry away a smile.
 "The Church that is large enough to serve you and small enough to know you."
 Be sure to hear the Church of God national broadcast, "Forward In Faith," on KPAN Radio at 6 p.m. every Sunday.

Church of Jesus Christ of Latter Day Saints (Mormon)

EM 4 - 2582
 Leo D. Page, branch president.
 The Mormon Church meets in the Seventh - Day - Adventist Church. Sunday School services are at 10 a.m.

Wesley Methodist

419 Irving
 "In Smith, Pastor"
 Sunday: Church School, 9:45 a.m.; Vance Crume, Superintendent
 Morning worship, 11 a.m. Methodist Youth Fellowship, 6:30 p.m.
 Evening worship, 7:30 p.m.
 "See You In Church Sunday."

Central Church of Christ

Sunset Drive and Plains Ave.
 Ernest Highers, Minister
 Bible School is held each Sunday at 9:30 a.m., with the morning worship at 10:25 a.m.
 The young people meet Sunday evening at 7:10 p.m. with worship service beginning at 8 p.m.
 Wednesday prayer services are held at 7:30 p.m.

(Continued on Page 6)

THOSE WERE THE DAYS

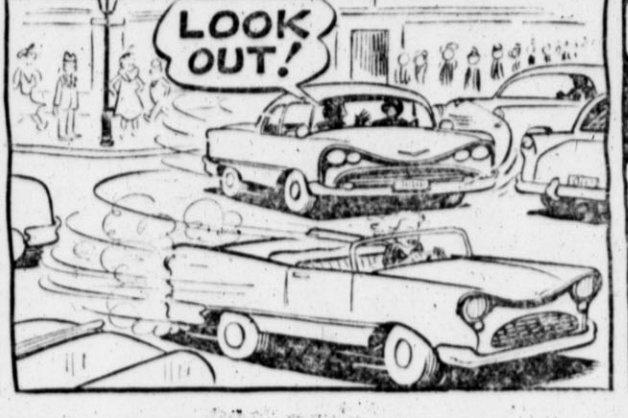
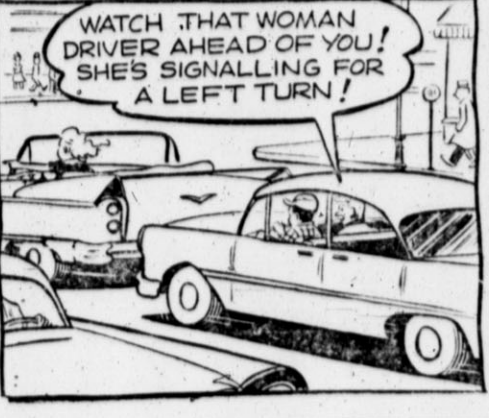


But NOW-WOW!



By ART BEEMAN

OFF MAIN STREET



By JOE DENNETT

RURAL DELIVERY



By AL SMITH

LITTLE FARMER



By KERN PEDERSON

GRANDPA'S BOY



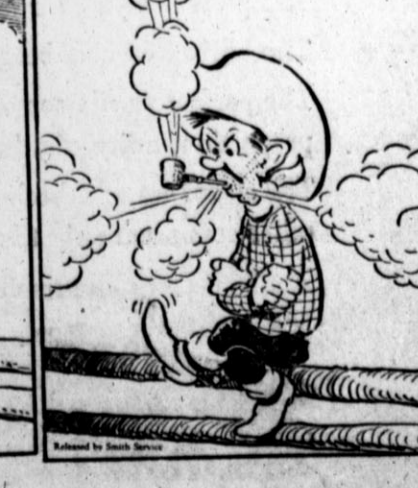
By BRAD ANDERSON

SONNY SOUTH



By AL SONNERS

GOING WEST



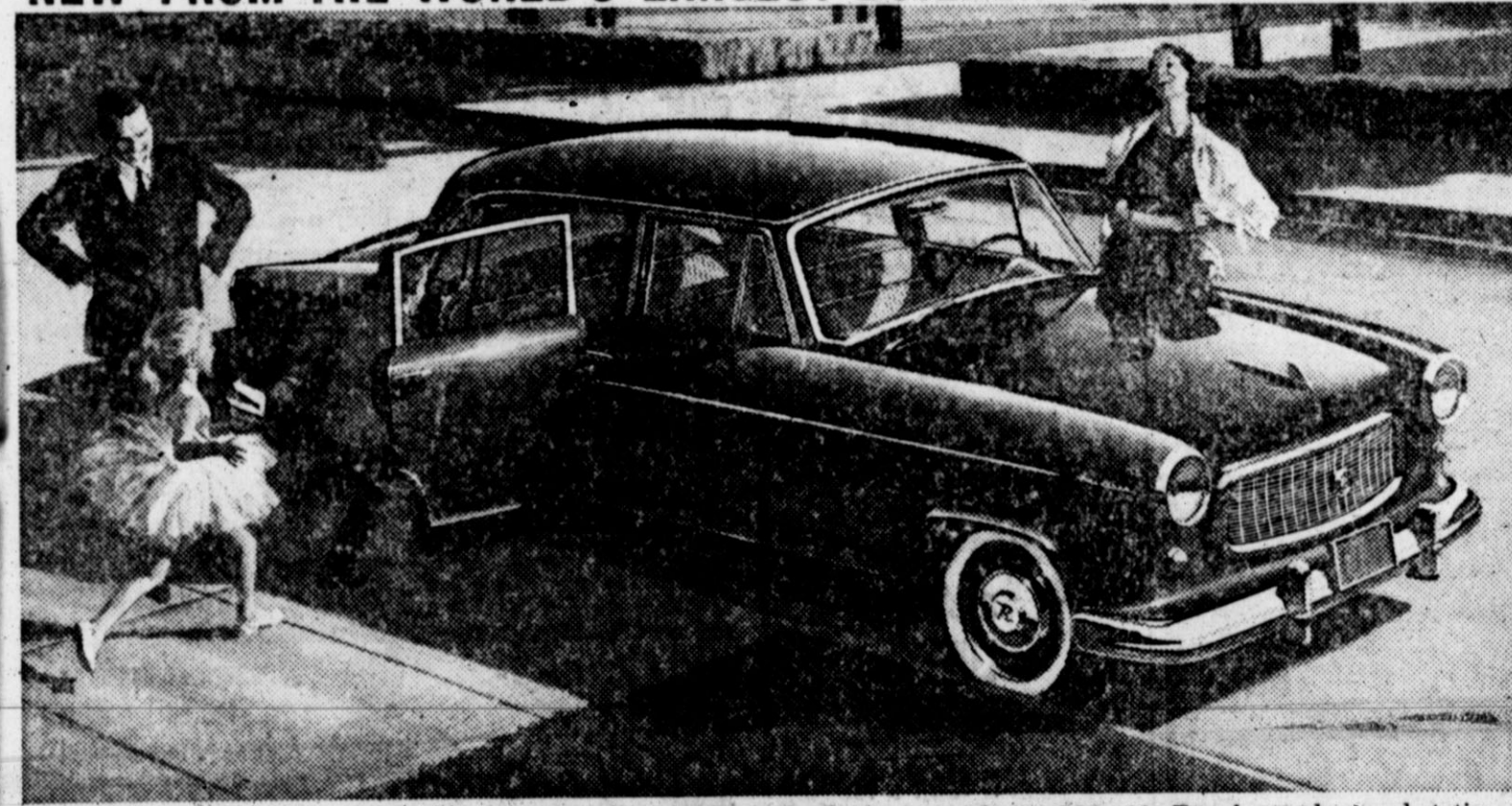
BY FRANK THOMAS

DEEMS



BY TOM OKAY!

NEW-FROM THE WORLD'S LARGEST BUILDER OF COMPACT CARS!



BY POPULAR DEMAND--A BRAND-NEW RAMBLER AMERICAN FOUR-DOOR SEDAN FOR '60. Two-door sedans and station wagons, too--official economy champs--offering fully automatic transmission, reclining seats. Shorter turning radius, easiest parking.

Come See the New Ramblers for '60

THE NEW STANDARD OF BASIC EXCELLENCE



New! Three Seats! Tailgate is a fifth door with positive key lock to keep children safe. Passengers step in easily. Easy to load, too.



New 1960 Rambler 6 or Rebel V-8. Six-passenger Four-Door Sedan, above, Four-Door Hardtop and 2- and 3-seat wagons.



New 1960 Ambassador V-8 Four-Door Hardtop by Rambler--the compact luxury car that parks anywhere. New gas economy.

See the new 1960 Compact* Ramblers--already breaking all records. See clean, modern styling that has not sacrificed headroom or ease of entrance. See the new standard of basic excellence with ideal balance: the ideal balance of

big car performance with small car economy; big car room and comfort with small car maneuverability; finest quality with low price. Single Unit Construction*, "Deep-Dip" Rustproofing*. At your Rambler dealer's today.

Only Rambler Gives You the Best of Both:
 Big car room and comfort
 Small car economy and handling ease

SEE AND DRIVE AMERICA'S

NO. 1

SUCCESS CAR

NO. 1 in compact car sales NO. 1 in established resale value NO. 1 in owner-proved economy NO. 1 in balanced qualities NO. 1 in airplane-type Single Unit design NO. 1 in quality construction and features NO. 1 in economical, trouble-free operation NO. 1 in owner loyalty



AMERICA'S OFFICIAL ECONOMY KING FOR '60



See Your Rambler Dealer Today

OSBORN BUICK-RAMBLER

142 N. Miles

Hereford

EM 4-0990



AFTER SEVERAL WEEKS of work with the light and heavy bags, Chester West of Hereford is anxious to get in the ring Friday night, when the Hereford boxing squad will have its second home bout of the season. About 15 fights are expected. West fights in the 60 pound class. (Saff Photo)



DISTRIBUTIVE EDUCATION SPOTLIGHT: Emma Gifford Crawford, 17, is employed by the J. I. Case Implement House through the on-the-job program offered by the Hereford High. She makes out tickets, keeps the account book, count and balance the cash, answers the phone and other things. A senior, she plans to enter West Texas State College next fall. She is the daughter of Luetta Gifford, 820 Knight. (Staff Photo)



DISTRIBUTIVE EDUCATION SPOTLIGHT: Sharon Newman, 16, is employed at Perry Bros. Variety Store, where she keeps merchandise in order and assists customers. She is a junior and would like to attend college or enter nursing school after graduation. Sharon is the daughter of Mr. and Mrs. H. L. Newman, 30 West Third. (Staff Photo)

CHURCH

(Continued from Page 5)

First Presbyterian

610 Lee Street
Rev. Russell Wingert, Pastor
Sunday School is held each Sunday at 9:45 a.m. followed by worship service at 11 a.m. Morning Devotional 9 a.m. Tuesday.
Choir Rehearsal, 8 p.m. Wednesday. Prayer meeting Friday at 7:30 p.m.

A LA IGLESIA PARROQUIAL

North 25 Mile Avenue y Highway
Horas De Misas En Los Domingos: 6:30 a.m.; 8 a.m.; 10 a.m.; 8 p.m.
Durante La Semana: 6:30 a.m. y 7:30 a.m.
A LA MISION DE SAN JOSE
Labor Camp
Horas De Misas Los Domingos: 8 a.m. y 10 a.m.

First Christian

West Park Ave.
Rev. Gilbert Davis Jr.
Sunday School is held at 9:30 a.m. Worship service will begin at 10:50 a.m.

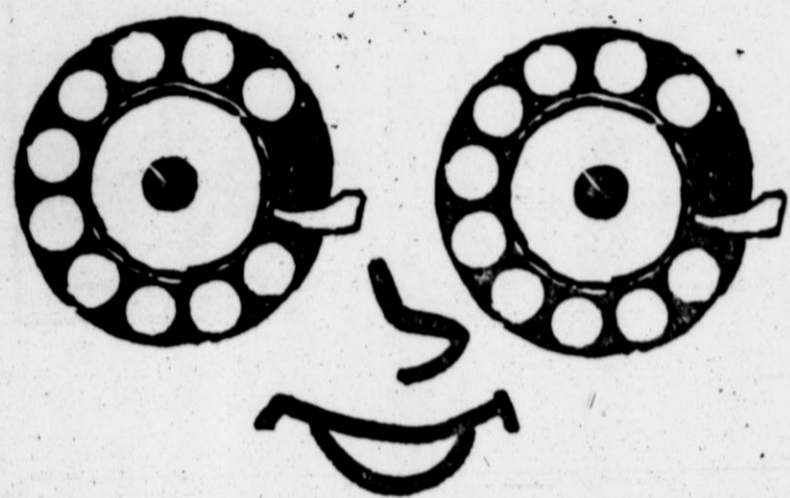
Ch-Rho and CYF meets at 7 p.m. Sundays and vesper services are at 7 p.m.
Functional Department's first Wednesday at 8 p.m.
General Church Board, second Wednesday at 8 p.m.
Choir rehearsal meets each Wednesday at 8 p.m.
Groups one and two meet at 8 a.m. on the second Tuesday
Young Matrons meet on the second Wednesday at 9:30 a.m.
Friend's visitation on Monday Tuesday, Wednesday Thursday

Miss Mary Ricketts To Be Wed Friday

Miss Mary Elizabeth Ricketts, daughter of Mrs. Jim Ricketts of Portales, N. M., and the late Mr. Ricketts, will wed Mason P. Coffin of Eunice, N. M., on Friday, Oct. 23.
Vows will be repeated at 7 p.m. in the Central Christian Church of Portales.
Miss Ricketts is a former resident of Hereford and is the granddaughter of Mr. and Mrs. Ira Ricketts of Hereford.



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Ford HD Group Holds Meeting

The Ford Home Demonstration Club met recently in the home of Mrs. LeRoy Williamson. Argen Draper, Home Demonstration agent, spoke to the group on foods and storage of vegetables.
Mrs. Draper told the group that the condition of the vegetable when gathered depends on the length of storage.
Those present were Mesdames Grady Benson, L. J. Straufuss, Bill Gilliland, J. L. Fite, S. T. Wiseman, Tom Draper, Willa Williamson and LeRoy Williamson. A guest, O.L. Reiger, was also present.

Poison from a honey bee's sting is as potent, drop for drop, as rattlesnake venom, reports the National Geographic Society.

Local Students To Be In Play

Two Hereford students will play in the first production in the new Fine Arts Building Theatre at West Texas State College, to be presented soon.
Durward Jacobs, freshman, will play the part of Snout, a rude mechanical; and John Gilliland will play Snug, a joiner.
Shakespeare's "Midsummer's Night Dream" is a comedy about what happens when the king of the elves decides to take a hand in a mortal love affair.
Jacobs won the Alpha Psi Omega Scholarship award last spring. He is a speech major and the son of Mr. and Mrs. Raymond Jacobs of Hereford.
Gilliland, son of Mr. and Mrs. Marlin Gilliland of Hereford, is a radio and television major.

SUNDAY VISITORS

Those visiting in the home of Mrs. D. W. Allmon Sunday were her sisters and families, Mrs. Roy Sparkman and Barbara from Brownfield, Mr. and Mrs. R. E. Ewing of Lubbock, Mrs. C. L. Berry from Floydada, Mrs. Madeline Sanders and son of Lockney, Mr. and Mrs. Don Ewing and sons, Mr. and Mrs. Ted Guy of Amarillo, Mr. and Mrs. Walter Hiddix, Mr. and Mrs. Tubal Cain and children of Dalhart, Mr. and Mrs. Jackie Allmon, Mrs. Walter Gracey and Mary of Brownfield and Mrs. Aaron Goff of Enid, Okla.

PLAYING NEW TUNE

WESTFIELD, N. J. — Before the turn of the century, when he was vice president of a player piano company, Charles M. Tremaine used to spend an annual fortune advertising the virtues of his product.
"I spent \$350,000 a year telling people it was a waste of time to learn to play the piano — the player piano could do it better," said the 88-year-old man. "I've been making amends ever since."
To prove it, he founded National Music Week (May 3-10 this year) in 1924 to promote the do-it-yourself kinds of music. But Tremaine himself can't play a note.

Legal Notice

"NOTICE TO BIDDERS"
The Commissioner's Court of Deaf Smith County, Texas, will receive bids addressed to the County Judge at Hereford, Texas, until 10:00 A. M. Monday November 9th, 1959, for the purchase of Four (4) 1960, - 2 Ton 6 cylinder Trucks, Medium wheel base (154"), Recirculating Heater & Defroster, 2-speed rear axle, Front & Rear turn signals, Rear Mud Flaps, Heavy Duty Rear Springs, Heavy Duty Auxiliary Overload Springs, 6-825 X 20 10 ply tires, Flat Steel Floor Bed 13 1/2 ft. 15 Ton hoist single action, F. O. B. Hereford, Texas.

Deaf Smith County Commissioners' By, H.E. Henslee Co. Judge.

T43-2c

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"I must have you — no matter what the price or penalty!"

JEAN SIMMONS

"If you marry that man you'll cheat him and cheapen yourself!"

DOROTHY MCGUIRE

"I'll be waiting — call me up when I'm alone and see!"

CLAUDE RAINS

STAR

Thursday - Friday - Saturday
Adults 65c Children 35c

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...where mystery and intrigue sweep from the dizzy heights of the Big Top!

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Friday - Saturday - Sunday Showtime 7:00

Susan Hayward

THE DAWLING, SPRAWLING STORY OF A PROUD PEOPLE'S WAY WEST!

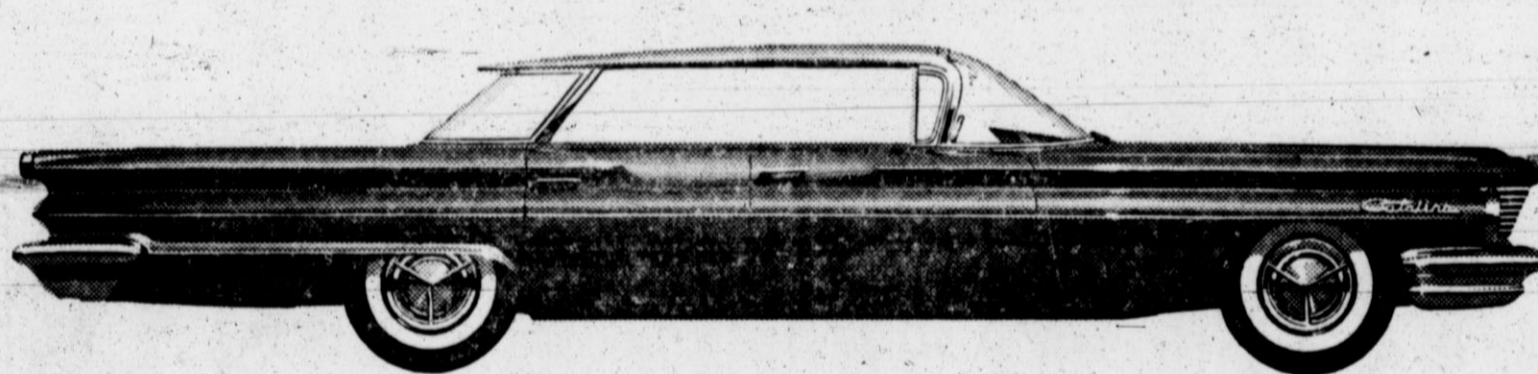
THUNDER ON THE SUN

Produced by CLARENCE GREENE - Directed by RUSSELL ROUSE - Screenplay by RUSSELL ROUSE Adaptation by A. RAYMOND STEWART STEWART STEWART - A RAYMOND STEWART PRODUCTION

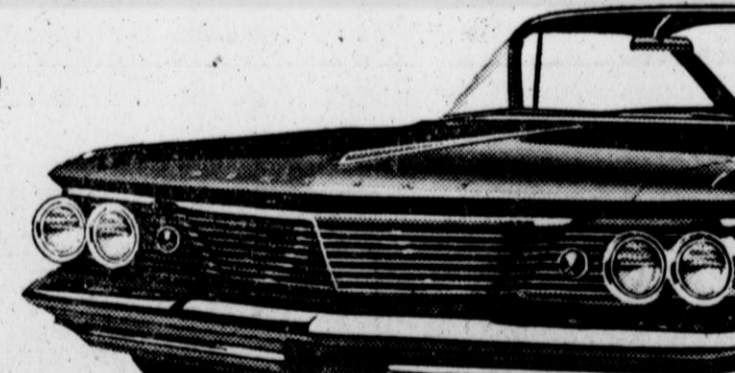
Jeff Chandler

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