

TEMPERATURES

| | High | Low |
|----------|------|-----|
| Thursday | 68 | 50 |
| Friday | 65 | 53 |
| Saturday | 68 | 50 |

Moisture this month: 1.41
Moisture this year: 8.31
Moisture last year: 20.43

The Sunday Brand

28 pages

Including 23 Colored Pages

Published Every Sunday

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HEREFORD, TEXAS 79045, SUNDAY, SEPTEMBER 20, 1964

6000 Attend Holly Plant Opening

Rogers, Purcell, Poage Dine With County Wheat Growers

More than 150 area wheat growers were present at a meeting of the Deaf Smith County Wheat Growers Saturday morning for a breakfast at Raney's, which was attended by Congressmen Walter Rogers, W. R. Poage and Graham Purcell.

The congressmen were in Hereford to attend the dedication ceremonies Saturday of the \$21.4-million Merrill E. Shoup Plant of Holly Sugar Corporation.

Mayor Ray Cowser issued the official welcome to the esteemed guests for the city of Hereford and the guests were introduced by President of the Texas Wheat Growers Association, Leo Witkowski.

Witkowski introduced Vice-President of the Deaf Smith County Wheat Growers, Frank Zinser Jr. and Secretary-Treasurer Clinton Jackson.

Also present at the meeting was Dick Brown, of Hartley, who introduced the directors of the Texas Wheat Growers Association. Brown is executive secretary of the Texas Wheat Growers.

Witkowski in his opening comments, announced that he

had received wires and letters for the U. S. Secretary of Agriculture Orville Freeman and Continental and Cargo Grain Companies that the wheat sold to Russia was paid for in cash. Witkowski explained that rumors had been disseminated on the wheat sale that should be cleared up by the secretary and grain companies handling the sales.

Witkowski then introduced Congressman Walter Rogers, Pampa, of the 18th Congressional District, who addressed the wheat growers.

Rogers said the wheat growers should realize that "No man has worked as hard for area wheat growers as Congressmen Poage and Purcell and accomplished as much through legislation."

Witkowski then introduced Congressman W. R. Poage, Waco, of the 11th District, who praised the leadership of Congressman Rogers in this session of the 88th congress.

"Hereford does not have so much more productive land," Poage said, "that it is able to surpass all other areas in agriculture as well as industry, but they have had the right kind of forceful leadership of Congressman Rogers."

In speaking on the wheat situation, Poage said, "People wonder why there is a wheat surplus. Well the main reason is that the people of the United States are consuming the same amount of wheat they were consuming in 1910 and the population has doubled."

Congressman Poage, who is vice-chairman of the House Committee on Agriculture and was very instrumental of promoting legislation for the Hereford Beet Sugar Industry, said, "That all of the area leadership was very instrumental in receiving the sugar beet refinery, but if the people of the United States had not needed the increase in sugar, there would be no sugar beet plant for Hereford."

Congressman Graham Purcell, Wichita Falls of the 13th Congressional District was the final speaker. Purcell was honored at an appreciation luncheon in July, by more than 600 Texas Wheat Growers, including Secretary of Agriculture Orville Freeman. Purcell is chairman of the House Agriculture Wheat Sub-Committee.

He stressed, "Farmers must tailor agriculture to the needs of the country."

(Continued on page 2)



PRINCIPAL SPEAKERS — Shown are the three principal speakers at the dedication ceremony of the Merrill E. Shoup Plant of Holly Sugar Corporation Saturday evening. Governor John Connally is shown with President of the Sugar Company Dennis O'Rourke, center, and President of Texas Sugar Beet Growers Austin Rose Jr. (Brand Staff Photo)

Governor Connally Here For Opening

More than 6000 dignitaries and visitors were on hand at the dedication ceremony of the \$21.4-million Merrill E. Shoup Plant of Holly Sugar Corporation Saturday morning, when Gov. John Connally said that the development of a sugar beet refining industry at Hereford is a demonstration of the "unlimited opportunity" in Texas for processing plants utilizing Texas raw materials.

Connally said, "Today we see a great new industry which will process this product in Texas. Sugar beets have been grown in this part of Texas for many years, but our farmers have had to ship their product to mills in Colorado."

The governor was the principal speaker in the dedication of the Shoup Plant of Holly Sugar Corporation, which is based in Colorado Springs, Colo., and operates 10 other plants in California, Montana, Wyoming and Colorado.

"This plant is more than a single new industry—it is an industry which will bring other industries and an industry which strongly bolsters the agricultural economy of this entire region."

"Its location here is a tribute to the leaders of the Hereford area and their foresight in developing sugar beets as a cash crop on the High Plains."

The Holly plant is on a 1700-acre site west of Hereford. Constructed at a cost of \$21.4 million, it will be able to produce up to 200 million pounds of sugar annually. Some 27,500 acres of sugar beets were planted this year in the Hereford area and it is hoped that acreage will be increased to 40,000 next season.

In his speech, the Governor also noted the selection of Leebuck as the site of the P. H. Hanes Knitting Company.

"At the outset, this company will use 15,000 bales of Texas cotton, but changes in growing techniques by cotton growers can produce valuable new markets at Hanes and at other knitting and spinning mills which we hope to attract to Texas."

"As an example of what we must do in the orderly industrial growth of Texas, no other state produces more of the be-"

(Continued on page 2)

Around Town

With The Brand Staff

The Walcott P-TO will hold its regular meeting Friday, Sept. 25 at 8 p.m., instead of the usual 3rd Friday in the month. Mrs. Bruce Coleman, reporter for the PTO, said that the 7th and 8th grades will give the program. All those attending are asked to bring cookies.

The West Texas State University Ex-Student Association will have a dinner Monday, at 7 p.m. at the Western Wheel Inn. Dr. Emmitt Smith, Director of Research, West Texas State University will present his program on what the University means to the area.

There will be a meeting of all Deaf Smith County Democrats Tuesday at 7:30 p.m. at the Community Center to kick off the 1964 Democratic Campaign. Campaign ideas will be discussed and refreshments will be served.

All Democrats are urged to attend, according to Jack Williams, President of the Deaf Smith County Democratic Club.

Bob Price, Republican candidate for the 18th Congressional District, will kick off his campaign in Deaf Smith County with a speech at the high school cafeteria Tuesday night at 8 o'clock.

The first Buffalo Touchdown Club meeting will be held Monday at 7:30 p.m. in the West Dining Hall of West Texas State University. The general public is invited.

Head football coach Joe Kerbel will narrate the filmed show. (Continued on page 2)

Committeemen Elected For Coming Year

Results of the election of farmers to serve as the Agricultural Stabilization and Conservation County Committee for the following year were announced Friday. Farmers elected were Frank J. Benner, Chairman; P. B. Sowell, Vice-Chairman; Billie C. Hodges, Member; C. L. McBroom, First Alternate; Andrew Kersten, Second Alternate.

The election was held at a county convention September 17, at the ASCS Office in Hereford. Electors were farmers chosen as convention delegates at recent ASC community committee elections throughout the county. Committeemen will begin serving their terms Oct. 1.

Faust Collier, Office Manager, points out that the ASC county and community farmer-committees are in charge of local administration of such national farm programs as the Agricultural Conservation program, the feed grain program, the voluntary wheat program, storage allotments and marketing quotas, the National Wool Program, the Sugar Program, commodity loans and storage facility loans. (Continued on page 2)

Herd Trounces Winless Dimmitt Bobcats, 34-7

Hereford's Wynn Buck, Frank Cain and Mike Moore led Whiteface scoring against Dimmitt's Bobcats Friday night in Whiteface Stadium, with final score standing at 34-7.

Dimmitt's only six-pointer came late in the fourth quarter when Tony Young intercepted Hereford's pass and ran 97 yards for a TD. Kick by Ronnie Kenmore gave Dimmitt another point.

Wynn Buck started off scoring on the second play of the game, when he went over left guard for a TD. The try for extra points failed.

Buck repeated with another six-pointer a few plays later in the quarter. He went over right guard to cross the goal line. A

pass to Gene Drummond was good for two more points for the Herd. This left the scoreboard at 14-0 at the end of the quarter.

Frank Cain brought in the only touchdown of the second quarter when he bucked the middle on Dimmitt's one-yard line. Kick by Gregg Richards gave Hereford another point, leaving halftime score 21-0.

Third quarter saw Cain score again when he went around the right end from Dimmitt's four-yard line. Richards' kick for extra points was no good.

In the last touchdown for the Herd, Mike Moore went around right end from Dimmitt's three-

yard line at the end of the third quarter. Extra point by Richards' kick gave the Herd their final point. Dimmitt then followed with their TD in the fourth stanza.

Herd made a try for another (Continued on page 2)

Young Campaigner Has Large Supply 'Goldwater'

By Phil Dumeau

As another presidential election rolls around, everyone seems to be getting up on a soapbox and explaining their political views to anyone who will take the time to listen to them or prefer the candidate they are chanting about.

Each election year brings about some new twist to the old game and a different type of "campaigner" seems to appear each time.

This year's election has brought about another new type, which will appear the youthful "campaigner"—so youthful it will be a decade before any of them can vote.

One noted most recently is Prehn Nanniga, 13, son of Mrs. Prehn Nanniga, 222 Bradley.

Prehn appeared in the Brand office the other day with a new type of campaign material—"Goldwater".

The first shown to the office by Prehn was a small campaign button that had a plastic container on it, which contained pure water and small flakes of gold.

The second sample of "Goldwater" was a soft drink in a can. The can is green and has Goldwater printed on it in white letters on a gold background. Under the "Goldwater" is printed, "The Right Drink for the Conservative Taste."

The gold water is distributed by the Gold-Water Distributing Co. of Granite City, Ill.

Prehn is a staunch Republican as is his granddaddy in Springfield, Ill.

"My granddaddy in Springfield has been a delegate to the past two Republican conventions," Prehn said, "and is a strong supporter for Republican Presidential Nominee Barry Goldwater."

"He sent me two cases, 48 cans of Goldwater," Prehn continued, "and a whole bunch of the campaign buttons."

"My cousins in Illinois were selling the buttons for fifty cents apiece, but the sales haven't been going so good here. According to my sources the gold in the buttons is real, but I have been having a hard time convincing my friends at school of this."

"The Goldwater is really a good drink. It tastes like a mixture of ginger ale and root beer. One can blow up on me though, before I could open it."

According to Prehn, the governor of the state of Illinois spoils at the state fair in Springfield

and the Republicans had control of the concession stands.

"The Democratic governor of the state was speaking and his capt. audience was sitting around drinking Goldwater, as nothing else was sold at the fair."

Prehn is a staunch believer in the Republican party and knows who his candidates are and what they stand for. Even though it will be eight years before he can vote he says "he likes politics and is interested in what the candidates have to say."

Prehn will vote for the first time in 1972, but who knows, he may get a lot of votes for his party between now and then.



GOLDWATER ROOTER — Prehn Nanniga is shown with a can of "Goldwater" he received from his granddaddy in Springfield, Ill. Prehn is a new type of campaigner as it will be almost a decade before he is eligible to vote. (Brand Staff Photo)



WHEAT GROWERS CONFERENCE — Shown are three congressmen with Texas Wheat Growers Association President Leo Witkowski, second from left. On the left is Congressman Walter Rogers of the 18th Congressional District. On the right is W. R. Poage, Waco, 11th Congressional District and Graham Purcell, Wichita Falls of the 13th Congressional District. Purcell is chairman of the House Wheat Sub-Committee and Poage is vice-chairman of House Agricultural Committee. (Brand Staff Photo)

Rogers...

(Continued from page 1)

and wishes of the consuming public and as everyone knows, these needs and wishes are extremely changeable, which makes the job very difficult.

"The farmer serves the consuming public and it is the far-

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James M. Gilliland, Editor and Publisher
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Bill Fenn, Adv. Mgr.
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mers responsibility to grow what the consuming public wants, because that is what they are going to buy and to sell their product is what the farmers is growing their crops for in the first place."

Purcell concluded the program by saying, "We congressmen are not going to stand up here and tell you what giant steps have been made on wheat legislation—because they have not been made. We are making progress and we are continuing to make progress, and this does not mean increased government spending."

President Witkowski adjourned the meeting at the conclusion of the address by Purcell and the congressmen were available for comments with the assembled wheat growers.

Around...

(Continued from page 1)

ing of the Buffalo season's opener against Ohio University. Also, a highlight film of the American Football League's defending champion, the San Diego Chargers, will be shown. Bob Petrich, former West Texas State tackle, is a defensive end for the Chargers.

A drawing will be held following the meeting for the door prize.

Texas Tech's twelve sororities have announced 369 new pledges for the fall semester. Pledges from Hereford include Katherine Burnard, Chi Omega; Royce Gilliland and Kathy Boston, Delta Delta Delta; and Carol Elise Craver, Sigma Kappa.

"Nueva Vida Report," a 28-



EVANGELISTIC EFFORT — The above float, presented by the Latin American Baptist of Hereford, was in the Wednesday afternoon parade celebrating Mexican Independence. The Baptist General Convention of Texas is making a gigantic evangelistic effort to witness the gospel story of Jesus Christ to the 2½ million Latin Americans in Texas. (Brand Staff Photo)

6000...

(Continued from page 1)

minute documentary film on the Latin American Baptist New Life Crusade, will be televised by KFDA-TV, Amarillo, on Sunday, Sept. 20, from 12:35 to 12:45 p.m.

The Crusade which began Aug 30 will seek to carry the gospel to 7½ million unevangelized Latin American people of Texas by the time it ends Oct. 31, said Dr. T. A. Patterson, Texas Baptist executive secretary.

About 400 local church revivals and 66 area-central and major-central campaigns are planned.

High School Football Mothers will meet at Community Center Tuesday at 8 p.m., announced Mrs. Morris Easley, vice-chairman. This will be an organizational meeting for the new school year.

All 5th Grade Camp Fire Girls of Shirley School and other girls in that grade who are interested in Camp Fire will meet with mothers at the Camp Fire Hut, 106 West 9, Thursday after school at 3:30 announces Mrs. Nathan Hopson, guardian of the group.

Farmers and ranchers in Deaf Smith, Oldham and Briscoe Counties have been declared eligible for emergency Farmer Home Administration Loans because of continued dryness, according to a telegram received Thursday from Walter Rogers, Member of Congress.

Initiation for seven new members of Rainbow Girls will be held at 7:25 Monday evening at Masonic Temple, according to Mrs. Jimmy Mercer, Mother Adviser.

Penn State's football squad includes 16 seniors.

sic chemical feedstock that goes into making synthetic fibers. Yet not one inch of these fibers is made in Texas.

"Our greatest challenge in economic development, and our brightest opportunity, is the attraction of end-product manufacturing to use our raw materials and provide skilled jobs for our growing labor force."

Connally arrived at the Hereford Municipal Airport, shortly after 10 a.m. Saturday and was whisked to the Holly Plant site, after short interviews with the assembled newsmen.

Arriving with Connally in the twin-engine plane were Attorney General Waggoner Carr, the Attorney General of Maine and the Attorney General of New York.

Congressman Walter Rogers, Pampa, of the 18th Congressional District, W. R. Poage, Waco, of the 11th Congressional District and Graham Purcell, Wichita Falls, of the 13th Congressional District were on hand for the dedication ceremony.

The official board and governing body of Holly Sugar Corporation were introduced by President and chairman of the Board of Directors Dennis O'Rourke.

O'Rourke succeeded the late Merrill E. Shoup, for whom the local plant was named. Mrs. Shoup and her two daughters of Colorado Springs were present for the ceremony.

O'Rourke said, "The plant is a living memorial to the far-sightedness and courage of Merrill E. Shoup, our late Chairman of the Board, and the other Directors and officers of Holly Sugar Corporation who committed

themselves and the resources of the corporation, both financial and human to the building of this factory. The Board of Directors was in a position in 1962 and 1963 to make its important decisions because of the earlier work of many men in the Company—men such as V.I. Morris, who was in charge of engineering and construction and who went to Europe in the fall of 1962 to search out from the European beet industry ideas for this mill, and men such as W. S. Hallam, who worked closely from the beginning with the people from the area and whose faith in the project has never faltered."

"We are dedicated to operating this great refinery at a level that will not only benefit our stockholders, but also that will make it a sparkling gem in the crown of the Southwest's economy."

"We in Holly Sugar look forward to a long and happy residence here in the High Plains area, and I pledge to you that our every effort will be bent toward good and constructive citizenship among you."

The hour-long dedicatory ceremony was presided over by O'Rourke. Austin Rose Jr., President of the Texas Sugar Beet Grower's Association, Inc. and President of the Deaf Smith County Chamber of Commerce, was on hand to extend a welcome to Holly Sugar Corporation in behalf of all the beet farmers who will supply beets for the Hereford Refinery and all the people of Deaf Smith County.

Mayor Ray Cowser extended the official welcome of the city of Hereford to the Guests and personnel of Holly Sugar Corporation.

Music for the program was furnished by the Hereford Whiteface Band of Hereford High

School. Invocation was given by the Rev. Herschel L. Thurston, pastor of the First Methodist Church, and the benediction was given by Father Cletus McGorry, pastor of St. Anthony's Church, Hereford. A color guard was furnished by the Hereford Post of the American Legion. Mrs. Dick Godwin led the sing for the ceremony.

The local beet sugar refinery will be able to produce, under the best conditions, up to as much as 20 million pounds of sugar annually. Some of the beets to be processed in the Shoup plant will be grown in New Mexico and neighboring counties.

Sugar Beets processed at the local plant will be supplied by farmers in the high plains agricultural area surrounding the industrial complex. The plant will have the capacity to process in excess of 6,000 tons of beets daily and will operate 24 hours a day, seven days a week, each fall and winter until the entire beet crop has been converted into sugar, or thick juice for storage.

The University of Texas College of Engineering will celebrate its 80th anniversary Oct. 2-3 with dedication ceremonies for a new Engineering, speeches, departmental breakfasts and seminars, a reception and banquet, and a meeting of the UT Engineering Foundation advisory council. Engineering alumni, faculty members and friends have been invited to the reunion. Major speaker for the observance will be John H. Hollomon, U. S. Assistant Secretary of Commerce for science and technology.

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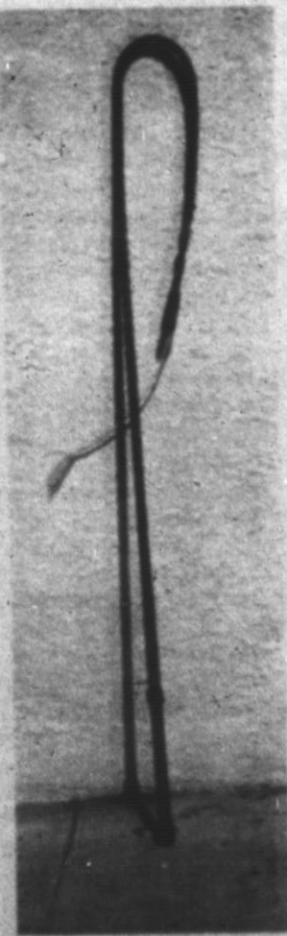
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Latin Baptist Have New Life Crusade Here

An evangelistic effort is now underway by the Baptist General Convention of Texas to witness the gospel story of Jesus Christ to the 2½ million Latin Americans in Texas.

The crusade will be a six week campaign, running through Oct. 31 of this year. Five hundred Latin American laymen, undergirded by 1,000 Anglo-American laymen, are participating in visitation and will also give their personal testimonies in 500 revivals.

The date for the local Crusade in Hereford, Texas will be September 27 through Oct. 4. The meeting will be held in Dameron Park, each evening at 8 p.m. The local preacher will be B. L. Davis pastor of the First Baptist Church of Hereford. Music will be under the direction of Duane Barrett. A seventy-five voice choir consisting of both Anglo and Latin Americans will be used during the Crusade. A

Latin American children's group will sing each evening preceding the 8 p.m. service.

The University of Texas will install a new dean in the College of Education Oct. 1. He is Dr. Wayne H. Holtzman, Hogg Professor of Psychology and Hogg Foundation for Mental Health associate director, who will succeed Dr. C. C. Colvert. Dr. Colvert will return to direction of the University's junior college programs. Dr. Holtzman, a University faculty member since 1949, has made important contributions to knowledge in his field, particularly in developing the Holtzman Inkblot Technique, a new approach to understanding personality.

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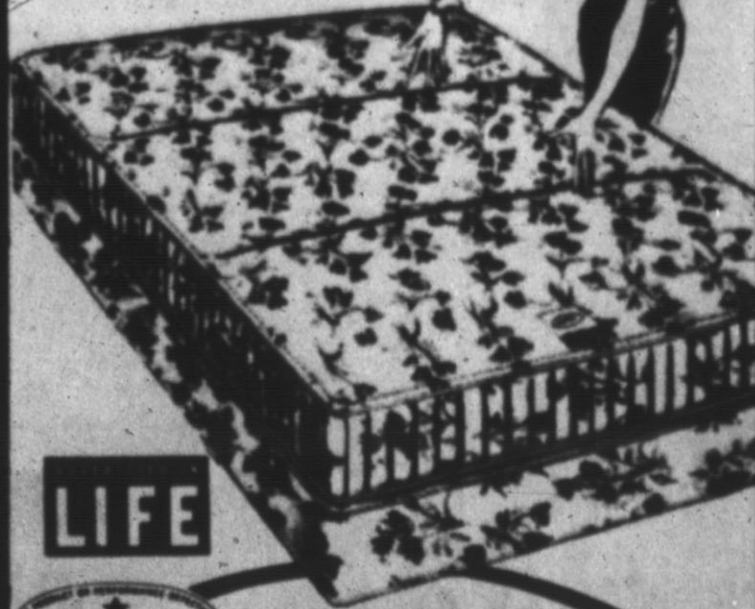
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R. W. Olmstead Present For Dedication Of Shoup Plant

Chief executives of the H. K. Ferguson Co. are J. B. Bonny, Chairman of the Board, who was present at the dedication Saturday, and Ralph W. Olmstead, president. Bonny, a native of San Francisco and a 1925 graduate of the University of California, has devoted his entire business career to the construction industry.

He joined Morrison-Knudsen in 1931 after operating his own construction firm for several years. He was appointed Los Angeles District Manager in 1932, became Vice President in 1943, a director in 1944, general manager in 1948, and was named President of M-K in 1960, a position which he presently holds in addition to Ferguson chairmanship.

Olmstead, a native of Idaho and a 13-year veteran with M-K, graduated from the University of Idaho in 1932. He earned his bachelor of laws degree in 1935 from George Washington University. During his early career he was assistant to the U. S. Secretary of Agriculture, Assistant Administrator of the Agricultural Marketing Administration, and following service as a lieutenant colonel with the U. S. Army in World War II, served as an advisor to Nationalist China Premier T. V. Soong during several years spent in China. From 1951 to 1954, he was manager of special projects for M-K at its Boise headquarters, then joined Ferguson as assistant to the president. He became vice president of Ferguson in late 1964, executive vice president in 1957, and president in December, 1958. He

was also recently elected to a vice presidency in Morrison-Knudsen.



R. W. Olmstead
President of HKF

Services Today For Pioneer, Mrs. R. F. Self

Clovis, N. M., services will be held this afternoon for Mrs. R. F. Self, 91, pioneer of the Southwest and mother of Mrs. J. V. Pickens. Services will be in the 16th and Pile Church of Christ, Clovis, at 3 p.m., CST. Burial will follow in Melrose, N. M., cemetery.

Mrs. Self was born March 17, 1873, in Honey Grove, Texas. She married R. G. Self in Texas in 1891, and later they settled in Boswell, Okla. They moved to Melrose, N. M., about 35 years ago, where they engaged in ranching. Self preceded his wife in death in 1933; and Mrs. Self then maintained her own home, first on the ranch and later in Melrose, through her 90th year. She visited frequently in the Hereford area.

She is survived by one daughter, Mrs. J. V. Pickens; three sons, Elmer T. Self, Boswell, Okla.; R. E. Self, Brownfield; S. E. Self, Clovis. Deceased in 1947 was one son, Homer, Melrose. Twenty grandchildren and numerous great grand children also survive her. Grandchildren in the Hereford area are Mrs. Jane Harding, Mrs. Raymond Paetzold, Mrs. C. F. Newsom, Mrs. R. N. Yarbrough, Richard Pickens, and Homer Pickens.

Card Of Thanks

Hereford Chapter of Young Homemakers of Texas would like to say, "Thank you," to those who furnished the door prizes that were donated for Area I Convention held in Hereford Sept. 12; and to all who helped make that convention a success.

Mrs. Howard Hunter
President, Hereford Chapter

Nebraska Guests Visit In Baugous Home

Recent guests in the home of Mr. and Mrs. Don Baugous, 228 Ave. B, were Mrs. Baugous parents, Mr. and Mrs. August Dorfman, and Mrs. Dan Halthold, Mrs. Baugous' aunt, all from Wayne, Neb.

They were making a circle tour from Wichita, Kans., and on their return trip will visit another daughter in Nebraska.

Read The Classifieds
Classifieds Get Results



FIRST COTTON — Hereford's first cotton came in Friday to Hereford Gin. It was raised by Ralph Ruthart, west of Canyon. Bale weighed 530 pounds, there were 800 pounds of seed, and 25 percent lint. Shown here are Garland Ruthart, John McCleskey, gin manager, and Ralph Ruthart. (Brand Staff Photo)



RUN FOR THE MONEY — The Olympic torch is being carried from New York to Los Angeles in hopes of raising \$1 million for the Olympics in Tokyo, Japan. The Joycees from New York to Los Angeles are relaying the torch. Shown here Hereford Jaycees John Meador (right) relays the torch to Ray Palvadore. Several Little League and high school boys were on hand to carry the torch from Adrian to Glenn Rio, New Mexico. The torch and a \$1 million check will be presented to President Johnson. (Brand Staff Photo)

W. H. Reid Was Project Head For Most Of Job

Throughout most of the construction of Holly's new facility, William H. Reid has been responsible for the direction of the H. K. Ferguson Co.'s construction crews in Hereford.

A veteran of more than thirty years in the construction industry, Reid came to Hereford after concluding the construction of a High Flux Isotope reactor for the Atomic Energy Commission at Oak Ridge, Tenn.

Regrettably, illness forced Reid to retire from the Holly project recently. He has been succeeded by Robert H. Harris. Harris, 50, has been associated with the construction industry for most of his lifetime and was assigned to the Hereford project from Buenos Aires, Argentina, where he was project

manager and area superintendent on a massive chemical complex for Industrias Quimicas Argentinas Duperial, a subsidiary of the world-famous Imperial Chemical Industries, Ltd., which is headquartered in England.

Ferguson's Western District office in San Francisco carried out the design of Holly's new plant. Engineering activities were under the direction of John E. Flanders, Western District Chief Engineer. A veteran of many years with Ferguson, Flanders has been responsible for some of the company's largest and most complex engineering projects. He is a chemical engineering graduate of Iowa State College and did post graduate work at the University of Wisconsin and the University of California. He is professionally registered in many states and is highly regarded in the industry as an authority on design problems.

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SHOUP PLANT BUILDERS — Bob Harris, will complete the job for Holly Sugar Corporation, shortly after the first of the month. Project Foreman R. D. Wilson, left. The men (Brand Staff Photo)

Herd...

(Continued from Page 1)

six points toward the last of the fourth when Wynn Duck went around right end to the goal. However, ball was called back and Herd was penalized for holding.

Hereford racked up 402 yards rushing and 98 by air. Dimmitt had 89 yards rushing with 21 yards passing.

Two injuries were sustained in the game by Stan Sigman and Ricky Fangman. Sigman, who had gone into the game with an injury, "banged" himself up again, but his injury is not bad. Fangman pinched a nerve in his shoulder, but it too was not serious.

Friday night's game was the first victory for Hereford's White faces, and it was the second defeat for the Dimmitt team.

Coach Joe Brooks said, "We were real pleased with all our backs—we were just peaced with backfield all around. Ernie Williams did a real fine job running. This year we can substitute without weakening our team. Each year we see more and more seniors staying with us. Sometime we may even be three deep in backfield positions."

"We're real proud of the entire team," commented Coach J. A. Williams. "We made a lot of improvements, but there were also mistakes made. Of course this is where we learn."

Head Coach Jack Meredith said, "We were just thrilled to death that we were able to improve so much over the Plainview game." He pointed out that Littlefield, next week's opponent, had a fast team and had a good defense. They were beaten in

two previous games by Berger and Plainview, but not by large margins. Meredith voiced optimism, especially if enthusiasm is shown such as the team had on the field Friday night.

Clyde Coleman, junior high coach, said his team will be pitted against Canyon Tuesday. He said they "hope to make a good showing."

"B" team coach Ronald Speed didn't get to play Muleshoe Thursday night as planned, when the Mules cancelled out. Herd will have a "real tough" game in Plainview Thursday night.

Next game for the Whitefaces will be with Littlefield Wildcats, to be at the Littlefield Stadium. Game time has changed—for Littlefield and Levelland games, it will be at 7:30. Tickets will be on sale beginning Thursday in the high school principal's office.

Take an AUTUMN LEAF

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THE Vogue



CANDELIGHT CEREMONY — Mrs. Kenneth DeHart, at right, installed new officers Monday for Hereford Chapter of Young Homemakers of Texas. (left to right) Mrs. Raymond Gerk, reporter; Mrs. Tommy Sparkman, second vice-president; Mrs. Howard Hunter, president; and Mrs. Layton Sawyer, first vice-president. Not pictured is Mrs. James Dobbs, secretary-treasurer.

YHT Installs New Officers; Plans Club Texas Week

Installation of new officers, the Governor's Proclamation of Texas Week for the Young Homemakers of Texas, and recapping of the recent Area I convention here were on the agenda of Young Homemakers of Texas, Hereford Chapter, Monday evening in the High School Home-making Lab.

As outgoing club president, Mrs. Kenneth DeHart served as installing officer before a table laid with white satin cloth and centered with an arrangement of red roses. She based the structure of the flower, each part representative of the function of a particular club office. Each new officer lit the candle representing her office.

Inducted into new duties for the club leadership were Mrs. Howard Hunter, president; Mrs. Layton Sawyer, first vice-president; Mrs. Tommy Sparkman, second vice-president; Mrs. James Dobbs, secretary-treasurer; and Mrs. Raymond Gerk, reporter.

Mrs. Hunter, new president, presided over the business meeting, read the Governor's proclamation of Sept. 20-26 as Young Homemakers of Texas Week, and directed discussion of projects in observance of the week. Mrs. Dobbs was recognized as a new vice-president of Area I; and Mrs. Brumley as a candidate for state office at the state meeting of the organization in January.

In appreciation of her service as past president, Mrs. De-

Hart was presented with an emblem pin of the club and gavel guard. Mrs. Hunter made the presentation.

Mrs. David Brumley, former president of Area I, thanked the club, and in turn the community, for all cooperation the organization received in connection with the Area I convention held here.

Mrs. Clark Andrews, president of Central School P-T O, presented Nov. 14 project to the club. On that date four elementary schools will join in "The Worry Clinic," with Mr. Dupree of Amarillo Elementary Schools conducting the session.

These girls from High Home-making Class I were recognized for their services as baby sitters during this meeting: Rita Williams, Terri Townsend, Phyllis Richardson, Connie May, Carol Sue Perrin, and Linda Glenn.

Members present included Mrs. George Zetache, Mrs. Truman Price, Mrs. Clark Andrews, Mrs. Dobbs, Mrs. Sawyer, Mrs. Sparkman, Mrs. Brumley, Mrs. DeHart, Mrs. Hunter, and Mrs. Gerk.

Lehigh and Lafayette first played football in 1884. Lafayette won 50-0.

More than a billion trees a year are planted in the United States.

Mizambique has not yet felt the unrest sweeping so much of Africa.

La Plata Announces New Club Program For Coming Year

A study of women in various phases of activity was announced by Mrs. Emil Dettman, yearbook chairman, in presenting books to members of La Plata Study Club in a meeting at the home of Mrs. Joe Smith, 216 Ave. B, Tuesday evening. At the opening meeting of the club year at First National Bank Community Room Sept. 1, Mrs. Dettman presented a paper on the life and work of Lydia E. Pinkham.

Hostesses for the first meeting were members of the yearbook committee, including Mrs. Dettman, Mrs. Viola Chisholm, and Mrs. Dennie Richardson. Members were welcomed to the new club year by Mrs. Frank Prowell, president.

At Tuesday's meeting, Mrs. Smith discussed "Styles and Fashion of 1964." She said there are only four basic styles: one piece, two-piece, princess, and shirt-waist dresses; individual styles are created by variation of skirts, sleeves, and collars. Emphasis of the body is made by line and color.

The speaker deplored the current trend toward adoption of men's styles for women, saying, "When we see a man wearing a dress, we think it is comical; their reaction to a woman in pants is probably the same."

Members attending were Mrs. Jay Boston, Mrs. Eugene Campbell, Mrs. Chisholm, Mrs. Dettman, Mrs. Bill Michael, Mrs. Elmer Patterson, Mrs. Prowell, Mrs. Richardson, Mrs. A. J. Schroeter, Mrs. T. E. Seigler, Jr., Mrs. Phillip Shook, Mrs. Raymond White, Mrs. Louis Woodford, and the hostess.

Guests were Mrs. Carol Shugart; Mrs. Conley, mother of Mrs. Prowell; and Mrs. John Douglas Pitman, who spoke in

beating Army for the fifth straight time in football last fall, Navy has scored 128 points to the Cadets' 60 in the last five meetings.

Dale Neppel, center from East Grand Forks, Min., and Bill Wernecke, quarterback from Virginia, Min., are North Dakota's football co-captains this season.

will be withheld until the Young Farmer Awards Banquet January 8.

The Sears-Roebuck Foundation has been a key supporter of the State Association of Young Farmers since the organization was founded in 1954, and has been the sponsor of the Outstanding Young Farmer Awards Program since 1962. The program is designed to single out and honor in the field of agriculture those who have been truly outstanding in light of their opportunities. Among the qualifications sought in selection of the Outstanding Young Farmers are the following:

- (1) Have, through application of improved scientific methods, reached a high level of efficiency in farming operations.
- (2) Have overcome hardships with tenacity and courage in becoming permanently established in farming or ranching.
- (3) Have made important contributions to the advancement of rural life in their communities and in the State.
- (4) Have carried out sound soil and natural resource conservation practices.

winners will be as follows: State Winner — \$100.00 Each Area Winner — \$100.00 Each Area Runner-up — \$50.00

In addition to the bonds that will be awarded, the Sears-Roebuck Foundation will present each area winner with a handsome engraved plaque. The State Winner will receive an additional award from the Farm Journal Magazine—an engraved wrist watch.

Weldon Mason of Brownfield, president of the Young Farmer Association points out that the Sears Foundation has increased the amount of bonds to be presented by \$750.00 over previous years.

The 1964 Outstanding Young Farmer of Texas will be selected from among the ten area winners by a blue ribbon committee in Temple, Texas, Oct. 5, but announcement of the winner

Outstanding Young Farmer To Be Selected

A search is underway to locate the Outstanding Young Farmer in each of the ten vo-ag areas comprising the State Association of Young Farmers of Texas, according to the local organization.

Judging committees made up of prominent agricultural leaders have already visited or are in the process of visiting farms of Outstanding Young Farmer nominees throughout the State to study firsthand the farming programs of the various candidates. A total of \$2500 in government bonds rides on the decision of the judges. This is the amount the Sears-Roebuck Foundation will present to the 1964 area winners and their runner-ups when the Young Farmers meet in Dallas on Jan. 8-9, 1965 for their annual convention.

J. P. Plain, Director, Southwest Public Relations for the Sears Foundation, Dallas, will present the bonds and will announce the State Winner at the Young Farmer Awards Banquet Friday night, January 8. The distribution of bonds among the

behalf of the United Fund.

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PITTSBURGH® PAINTS

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SAVE OVER 20%

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ONE-COAT WHITE HOUSE PAINT

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FRIO NEWS

Homemakers Meet Tuesday In Frio Home

Frio Homemakers Club met Tuesday in the home of Mrs. T. L. Sparkman Jr. for the first meeting following the summer vacation. Election of officers was conducted by the president, Mrs. Sparkman. New officers to serve beginning in January are president, Mrs. Harlan Barber; vice president, Mrs. Richard Price; Secretary, Mrs. J. D. (Buck) Stringer; cooperative buying chairman, Mrs. W. A. Springer; Reporter, Mrs. Eugene Baldwin; Fair chairman, Mrs. Floyd Cole and Mrs. Jim Brooks, consumer reporter, Mrs. Henry Andrews.

The meeting was used to make plans for the new club year and visiting. Attending were Miss Alma Andrews, Mrs. Henry Andrews, Mrs. Laura Littrell, Mrs. Harlan Barber, Mrs. Jim Brooks, Mrs. Herb Bruns, Mrs. Dee Taylor, Mrs. Chestley Johnston, Mrs. Glenn Andrews, Mrs. Earnest Harder, Mrs. Richard Price, Mrs. Edgar Vinson, Mrs. Eugene Baldwin, Mrs. J. D. Stringer and the hostess. The next meeting will be in the home of Mrs. Harlan Barber and will be Sept. 22. Members and visitors are invited to come about 11, bring a favorite dish of food and the recipe, also bring something to sell in a "white elephant" sale — proceeds of which will be used for some worthy cause to be selected by the club. The auction will be after lunch.

Visiting the home of Mr. and Mrs. G. W. Parker Wednesday of last week were Rev. and Mrs. Bobby Stalcup, Whitewright, Rev. Stalcup, who is Mrs. Parker's nephew, is pastor of Whitewright Baptist Church, having graduated from Baptist Seminary at Fort Worth in June. They were on their way to Cheyenne, Wyo., where he will conduct a revival meeting. Mr. and Mrs. John Robinson and children and David Yandell also visited with the guests Wednesday at the Parker home.

Mrs. Buster Thomason, Royce and Annette, visited her sister, Mrs. Richard Frye, at Canyon Saturday. The Fryes were preparing to move from Canyon to Kentucky this week.

Mr. and Mrs. Clark Andrews and family were guests in the Howard Hunter home near Summerfield Monday night. Others there were the David Brumleys, Layton Sawyers and George Zetsches. The occasion was the celebration of the seventh wedding anniversary of the Hunters and Zetsches.

The couples had supper together, played "42" and visited. Mr. and Mrs. John Simpson, Mr. and Mrs. Bill Cotton and Mr. and Mrs. Robert Simpson had relatives visiting them last week. Mr. and Mrs. Les Mason, Fort Worth, Mrs. M. R. Martin and Edith Martin of Grand Prairie came Saturday and remained until Monday. Mrs. Martin continued to visit until Friday when the John Simpsons took her to Muleshoe to catch a train. They then spent the night with Mr. Simpson's niece, Mrs. F. A. Harrison, and Mr. Harrison, in Muleshoe.

Mrs. Sam Lindley of Brownwood was also visiting her parents, the John Simpsons, and other relatives. She came Tuesday and remained for a week. On Saturday she took her parents to Amarillo to attend a reunion of Mr. Simpson's relatives at San Jacinto Park.

Mrs. Leon Roberts and her daughter, Mrs. Ronnie Ford and baby, all of Wellington, came to visit from Tuesday until Thursday with the Simpsons and the other relatives. Mr. and Mrs. Charles Springer, Cory and Kristi, spent the weekend at Red River. They re-

port the resort is practically deserted now, as summer vacationers have gone. They expect the ski season to begin about November and a new crop of winter vacationers, coming for that. The Springers fished and enjoyed the scenery.

Mr. and Mrs. G. W. Parker went to Tahoka Sunday to attend the Golden wedding anniversary celebration of long time friends, Mr. and Mrs. J. D. Carter. The two families were neighbors when their children were growing up.

Mrs. D. C. Miller is spending this week in Oklahoma City with "Doc", as he works on a construction job in that area. Spending Sunday with Cheryl Cole was Debbie Stringer.

Mrs. Floyd Cole and Jana, Cheryl and Beverley were shopping in Amarillo Saturday.

FHA girls from here attending a meeting at the high school Monday night were Jana Cole, Carol Robbins, Ediana Vinson, Nancy Gripp and Sharon Garrison.

Mrs. J. E. Warrick was taken to Hereford hospital Wednesday afternoon. She was improved on Thursday.

Mr. and Mrs. Joe Simpson, Wellington, spent Wednesday night in the home of his brother, John Simpson. They were on their way to Muleshoe to visit relatives. The Robert Simpsons and Bill Cottons were also in the John Simpson home to visit the Wellington folk.

Mrs. Herbert Haseloff, Abilene, came Monday to spend several days visiting her daughter, Mrs. Joe Ed Andrews and family and also with friends in this area. Thursday morning, Mrs. Haseloff was guest of honor at a coffee at the home of Mrs. Houston Frye. Those attending were Mrs. Joe Ed Andrews, Mrs. Bill Patton, Mrs. Bill Yarbrow, Mrs. Sammy Leslie, Mrs. Herb Bruns, Mrs. Charles Frye, Mrs. Henry Andrews and Mrs. Owen Andrews.

Mr. and Mrs. Richard Price attended the wedding of Miss Joe Lynn Copeland to Bobby Charles Leland at the Spearman Methodist Church at 3 p.m. Sunday. Miss Copeland and Mrs. Price were roommates when they attended WTSU and Miss Copeland was bridesmaid at the Price wedding.

Mr. and Mrs. Homer West, Linda and Donna, moved last week to their new house located at 130 Juniper St. The home is three bedroom and of rose brick construction. Eugene Baldwin, Godfrey Baldwin, Mr. and Mrs. Frank Robbins and Charles Self helped with the moving.

Mr. and Mrs. Richard Price, Mr. and Mrs. John Key were fishing on Rita Blanco lake, near Dalhart, and at Buffalo Lake Thursday.

Mr. and Mrs. J. D. Stringer visited her brother, Arthur Betts, at his farm near Kerrick, Okla., Thursday. Frio WMO met Monday and Friday mornings and Wednesday evening for programs and prayer for state missions. Mrs. B. H. Baldwin was in charge of programs.

Mrs. Pat Robbins plans to attend WTSU this semester, driving with others from the area in a group.

Design of Shoup Plant Conducted At San Francisco

Design and construction of Holly Sugar Corporation's important new Hereford facility was carried out by The H. K. Ferguson Company, one of the foremost international industrial plant design and construction firms. Headquartered in Cleveland, Ohio, Ferguson normally employs some 5,000 people on numerous, highly diversified projects throughout the world. Of this total working force, more than 700 persons are engaged in administrative, engineering or other technical responsibilities.



Lanes — 1/2 Gal. — Assorted Flavors — Mardi-Gras

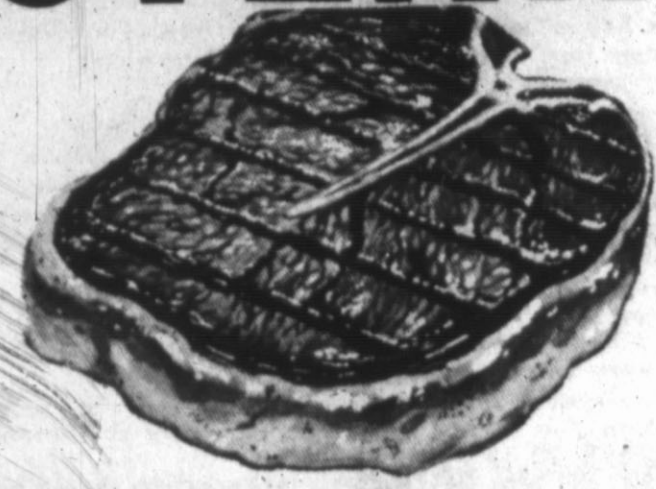
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T-BONE LOIN TIPS
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89¢
Lb.

2:99¢
STEAK



SIRLOIN or CLUB STEAK

Lb. 79¢

ARMOUR STAR FRANKS

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Lb. 89¢

HOLLY BEET SUGAR
10 Lb. Bag 98¢

PRESTONE ANTI-FREEZE
CASE OF 6 \$9.54
\$1.59
Gallon Cans Gal.

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| Borden's Van.-Choc.-Strawberry Moola-Koola 3 Qt. Cans \$1 | Bama — 18 Oz. Tumbler Red Plum Jelly 39¢ | Miracle Margarine 3 For 89¢ | Shurline — Sliced Beets 2 For 29¢ |
| Shurline — Flat Can Tuna 4 For \$1 | Shurline — Sliced Carrots 303 Can 2 For 29¢ | Shurline — 303 Can Spinach 2 For 29¢ | Shurline — Early Harvest Peas 303 Can 2 For 39¢ |

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ELLIS TAMALES
With Sauce
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Lb. 19¢

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White Onions

2 Lbs. 15¢

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| Shurline — 32 Oz. Waffle Syrup 39¢ | Shurline — 18 Oz. Peanut Butter 49¢ | Shurline — Pieces & Stems Mushrooms 4 Oz. Can 29¢ |
| Shurline — Stewed Tomatoes 303 Can 2 For 45¢ | Shurline — Squal Can Sw. Potatoes No. 3 Can 2 For 69¢ | Shurline — 303 Can Peas & Carrots 2 For 45¢ |

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PINEAPPLE
No. 2 Can Sliced
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No Beans
Big 1 1/2 Lb. Can
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Summerfield News

Col. and Mrs. Hansen Visit In Summerfield

By Mrs. Jim Lookingbill

Col. and Mrs. L. P. Hansen of Fairborn, Ohio, are expected Thursday to spend the weekend in the home of her parents, Mr. and Mrs. Ray Johnson.

Col. Hansen is on his way to bomber school at Castle AFB in California. Mrs. Hansen will return by plane Sunday to Fairborn, Ohio.

Mr. and Mrs. Guy Walsler, and Mrs. R. B. Baker were at Halfway Thursday visiting with Mr. and Mrs. Derwin Baker and children.

Mr. and Mrs. Reese Dawson and sons ate dinner Sunday in the home of her parents, Mr. and Mrs. Earl Lance Sr. They celebrated Rose's birthday.

Mr. and Mrs. Jack White and children ate dinner Sunday with his mother, Mrs. S. G. White in Muleshoe.

Mr. and Mrs. Claude McGowan, Jr. were in Farwell Thursday.

Joe Frank Huckert, son of Mr. and Mrs. Frank Huckert, left Friday to attend WTSU at Canyon.

Mr. and Mrs. Lawrence Jackson, Belva and Belinda, visited in the Jamie Clearman home Saturday night.

Mr. and Mrs. Howard Hunter attended the Young Farmers and Young Homemakers Convention and banquet in Hereford Saturday.

Their children spent the day



ATTEND OPEN HOUSE — Albert Maxwell, left and Jerry Detwiler of Hereford look over the \$43 million dollar Plant X located at Earth. Business leaders from throughout the area were guest Friday of Southwestern Public Service Co. at a barbecue and open house at the gigantic West Texas generating plant. (Brand Staff Photo)

ford postal head, three major new steps he has taken "for the best Christmas mail service the Postal Service has ever had."

1. Expanded post office window hours Dec. 5 to 26 as deemed necessary by the local postmaster.

2. A six-day week Dec. 7-31 for parcel post deliveries, instead of a five-day week.

3. Completion by Nov. 1 of Phase III of ZIP Code parcel handling at about 130 more "section center" post offices (strategically-located mail massing points), providing faster delivery up to 24 hours or more for parcels with ZIP Code.

In Phase I and II, approximately 75 offices with receipts of \$5 million annually and above activated faster ZIP Code sorting and dispatch by Sept. 1. The 130 in Phase III includes offices with receipts of \$1 to \$5 million annually and above activated faster ZIP Code sorting and dispatch by Sept. 1. The 130 in Phase III includes offices with receipts of \$1 to \$5 million.

In addition, many other sectional center offices with smaller receipts will have program in operation by early December, in time to help speed delivery of Christmas gifts mailed with the ZIP Code.

The Postmaster General told Grady the Christmas plans are part of a nationwide program to bring postmasters into more responsible positions in postal management as "real partners in providing better mail service at all levels."

In PERSON

THE STATESMEN QUARTET

Plus
THE BLACKWOOD BROTHERS
Tuesday, September 22 — 8:00 P.M.
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Adults: \$1.50 advance. \$2.00 at the door
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On Every Tuesday &
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More To Eat at More Money
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| <p>WHEAT</p> <ul style="list-style-type: none"> ● Tascosa ● Kaw ● Comanche ● Improved Triumph ● Early Triumph ● Caddo ● Concho <p>RYE</p> <ul style="list-style-type: none"> ● Elbon <p>LEGUMES</p> <ul style="list-style-type: none"> ● Alfalfa ● Common Cody ● Buffalo ● Sweetclover ● Hairy Vetch ● A. W. Peas | <p>BARLEY</p> <ul style="list-style-type: none"> ● Rogers ● Cordova ● N. Mex. Winter ● Hudson ● Will <p>OATS</p> <ul style="list-style-type: none"> ● Cimarron <p>COOL SEASON GRASSES</p> <ul style="list-style-type: none"> ● Smooth Brome ● Orchard Grass ● Rye Grass ● Wheatgrass ● Tall Fescue ● Wild Rye ● Rescue Grass |
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Widest Variety - Highest Quality
Miller Seed Company
120 S. Lawton St.

dinner in Friona Sunday.

Mrs. R. R. Rule and Mrs. Almareen Brisse of Harlingen left Monday for Yellowstone National Park and other points of interest.

Mr. and Mrs. Blanton Clearman of Lamesa, spent Tuesday night and Wednesday with Mr. and Mrs. J. C. Clearman and Mary Joe.

Mr. and Mrs. L. B. Lookingbill, Mr. and Mrs. Henry Lookingbill and Mrs. Effie Crow ate

with their grandparents, Mr. and Mrs. Virgil Walker.

Mr. and Mrs. Elmer Eule of Friona visited Mr. and Mrs. Eules Sunday.

Mr. and Mrs. Blanton Clearman of Lamesa, spent Tuesday night and Wednesday with Mr. and Mrs. J. C. Clearman and Mary Joe.

Mr. and Mrs. L. B. Lookingbill, Mr. and Mrs. Henry Lookingbill and Mrs. Effie Crow ate

They brought their son Kyle here to attend WTSU at Canyon.

Sunday dinner guests in the Walsler home were the Pat Moses, Mr. and Mrs. Dervin Baker and children, Mr. and Mrs. Dan Walsler and Deann and Mrs. Lee Curry.

Mrs. Donald Shelton and Mrs. Jack Howell, and Matt, spent Monday with their parents, Mr. and Mrs. Carl Lee.

Mrs. Ray Johnson attended a tour of gardens at Clovis with the Hereford Garden Club Friday.

Mr. and Mrs. Lloyd Hayes and Mr. and Mrs. Darrell Hays, Mrs. Dale Booker and children of Tahachapi, Calif., spent two weeks in the Wayne Tate home.

They attended the Hayes Reunion at McKenzie Park in Lubbock.

Mr. and Mrs. David Hutchins, David and Dana ate dinner in the Doug Nix home Sunday.

Raymond Wiley, David Hutchins and Bob Watson of Cotton Center are spending a few days fishing at Falcon Lake.

Mrs. Wilbur Rose and children of Tullis visited Sunday in the C. L. Stovall home.

Mr. and Mrs. Jack Dulin and family of Cotton Center visited in the R. B. Baker home Sunday.

Mr. and Mrs. J. D. Anderson visited in the C. L. Stovall home Wednesday evening.

Mr. and Mrs. George Berry of Gainesville and Mr. and Mrs. Jimmy Conkright visited with Mr. and Mrs. Ray Johnson Tuesday afternoon.

Mr. and Mrs. V. L. Botkin of Tahoka visited Tuesday night and Wednesday with the son, Mr

and Mrs. Roy Botkin.

Mr. and Mrs. Dervin Baker and children are spending the week with their parents, Mr. and Mrs. Guy Walsler, and Mr. and Mrs. R. B. Baker.

Mr. and Mrs. Howard Hunter and children ate dinner in the home of her parents, Mr. and Mrs. Virgil Walker.

J. R. Euler was summoned for jury duty at Farewell this week.

Mr. and Mrs. Earl Lance Sr. and Jerry ate dinner in the Earl Lance Jr. home Tuesday.

Mr. and Mrs. David Hutchins and David were in Amarillo Tuesday.

Mr. and Mrs. Vaughn Brooks of Knox City are spending a few days with the Wayne Tates.

Mrs. Robert McDaniel of Dimmitt visited with Mrs. J. D. Anderson Thursday morning.

Mr. and Mrs. Kenneth Christie visited with Mr. and Mrs. Charles Scott and children of Plainview Monday.

They visited also with Mr. and Mrs. Dale Christie and his mother of Lubbock.

Mr. and Mrs. Fred Lookingbill and Kurt spent the night Wednesday in the Bradley Lookingbill home in Amarillo.

Kelly Lookingbill spent the night with his grandparents, Mr. and Mrs. S. C. Brewton.

Mr. and Mrs. Howard Hunter celebrated their eighth anniversary with a cookout at their home Monday night.

Those helping them celebrate were Mr. and Mrs. Layton Sawyer, Mr. and Mrs. George Zetzsche and girls, Mr. and Mrs. David Brumley and children, Mr. and Mrs. Clark Andrews and children.

Wayne Walsler took Kyle Morse to Canyon Sunday night where he will attend West Texas University.

Mr. and Mrs. Bill Lookingbill and Sidney spent the weekend in Tucumcari visiting with her mother, Mrs. Alia Latham.

Mrs. David Hayes of Dimmitt ate supper in the home of her parents, Mr. and Mrs. Earl Lance Sr. Tuesday evening.

Mr. and Mrs. L. B. Blake ate

New Policies In Effect For Post Office

Longer post office window hours, expanded delivery services and large-scale extension of the ZIP-coded parcel, post speedup are planned for Christmas, Postmaster General John A. Gronouski has advised Postmaster Nolan Grady.

Gronouski outlined to the Here-

dinner Tuesday in the home of their daughters, Mr. and Mrs. Billy Bell, and children.

Mr. and Mrs. Ted Godfrey, Jayne and Daline, ate Sunday dinner in the Troy Stafford home in Dimmitt.

When You Want The BEST in HOME INSURANCE

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| <p>Boy's Bulky Knit Sweaters \$3⁴⁷</p> | <p>Men's Insulated Boots \$14⁹⁷</p> | <p>Large Size PRELL Concentrate 73¢</p> <p>Helene Curtis Egg Shampoo \$1.00 Size 77¢</p> <p>Roll-On Deodorant BAN \$1.00 Size 77¢ Plus Tax</p> <p>TONETTE Reg. \$1.75 \$1.37 Plus Tax</p> <p>Hair Dressing CODE 10 King Size 67¢ Plus Tax</p> |
| <p>Thermo Knit Underwear Tops \$1.57 Bottoms \$1.57</p> | <p>Girl's All Cotton — Elastic Leg PANTIES 3 Pairs 89¢</p> | <p>Ladies' Nylon Half Slips \$1.87</p> |
| HOUSEWARES DEPARTMENT | | |
| <p>Aluminum Ware 15 Piece Starter Set \$8.97</p> | <p>Ironing Board Pad & Cover 67¢ \$1.00 Size</p> <p>Rollers Magnetic 67¢</p> | <p>100 Tablets Anacin \$1.09</p> <p>4 Roll Pkg. Delsey Tissue 49¢</p> <p>60 Count Bobby Pins 11¢</p> <p>Ladies Nylon Hair Brushes 77¢</p> |
| <p>All Colors Commode Seats \$2.94</p> | <p>Reg. 59¢ — 14 Oz. Insulated Tumblers Ea. 23¢</p> | <p>500 Count Laundry Basket 67¢</p> <p>School Paper 67¢</p> |

Department Investigates 12 Accidents

The Highway Patrol investigated 12 rural traffic accidents in Deaf Smith County during the month of August, according to Sergeant W. E. Wells, Highway Patrol Supervisor of this area.

These wrecks accounted for eight persons injured, and an estimated property damage of \$10,662.00.

The rural traffic accident summary for Deaf Smith County from January through August shows a total of 82 crashes resulting in 2 persons killed, 44 persons injured, and an estimated property damage of \$39,714.00.

The statistics compiled as a result of these accidents and their consequences are very alarming. However, they are increasing and more people are being killed or injured each year as a result of someone's inadequate driving procedures.

In addition, crimes of all kinds including murder, rape, armed robbery and burglaries are increasing at an alarming rate nationally as well as in our own state of Texas.

In order to try and save some of the lives lost each year and help combat the increasing crime rate, the Patrol Sergeant requests everyone to encourage eligible young men to inquire about a position with the DPS as a law enforcement officer.

According to the Sergeant there are over one hundred vacancies in the Patrol Services of the Department and a training school is scheduled to start in November. Men between the age of 21-35 years who have a high school education and desire more information about a career in law enforcement are invited to contact any member of the DPS for the additional requirements as well as job benefits and an application form.

The Sergeant stated that the examinations will be given the second Saturday in October, throughout the State, for the November training school.

Syracuse leads in its football series with West Virginia, 8 to 3. The rivalry has been renewed yearly since 1955.

Read The Classifieds Classifieds Get Results

Cultural HD Club Elects Officers For New Term

Cultural Home Demonstration Club elected a new slate of officers at their recent meeting in the home of Mrs. Art Lewis, 403 Western.

Taking office for the new term, Jan. 1, with Mrs. J. D. Love, president, will be Mrs. Louise Olson, vice-president; Mrs. Earl DeHart, secretary; Mrs. Grady Parsons, assistant secretary; Mrs. Art Lewis, reporter; Mrs. Ira Scott, assistant reporter; Mrs. Viola Williams, council delegate; Mrs. Grady Parsons, parliamentarian.

Mrs. Grady Parsons, club president, presided at the meeting, welcoming a new member, Mrs. George Olson. Roll call was answered with "My Greatest Time-Saver."

Guest speaker was Miss Becky Olson, who gave an account of her trip to Girl's State in Austin at the State School for the blind there.

Members present were Mrs. Louise Olson, Mrs. George Olson, Mrs. Viola Williams, Mrs. Pat Robinson, Mrs. DeHart, Mrs. George Parker, Mrs. Lewis, Mrs. Love, Mrs. Roy Thompson, Mrs. James Gandy, and Mrs. P. M. Houser.

Mrs. Viola Williams, 404 Western, will be hostess at the next meeting.

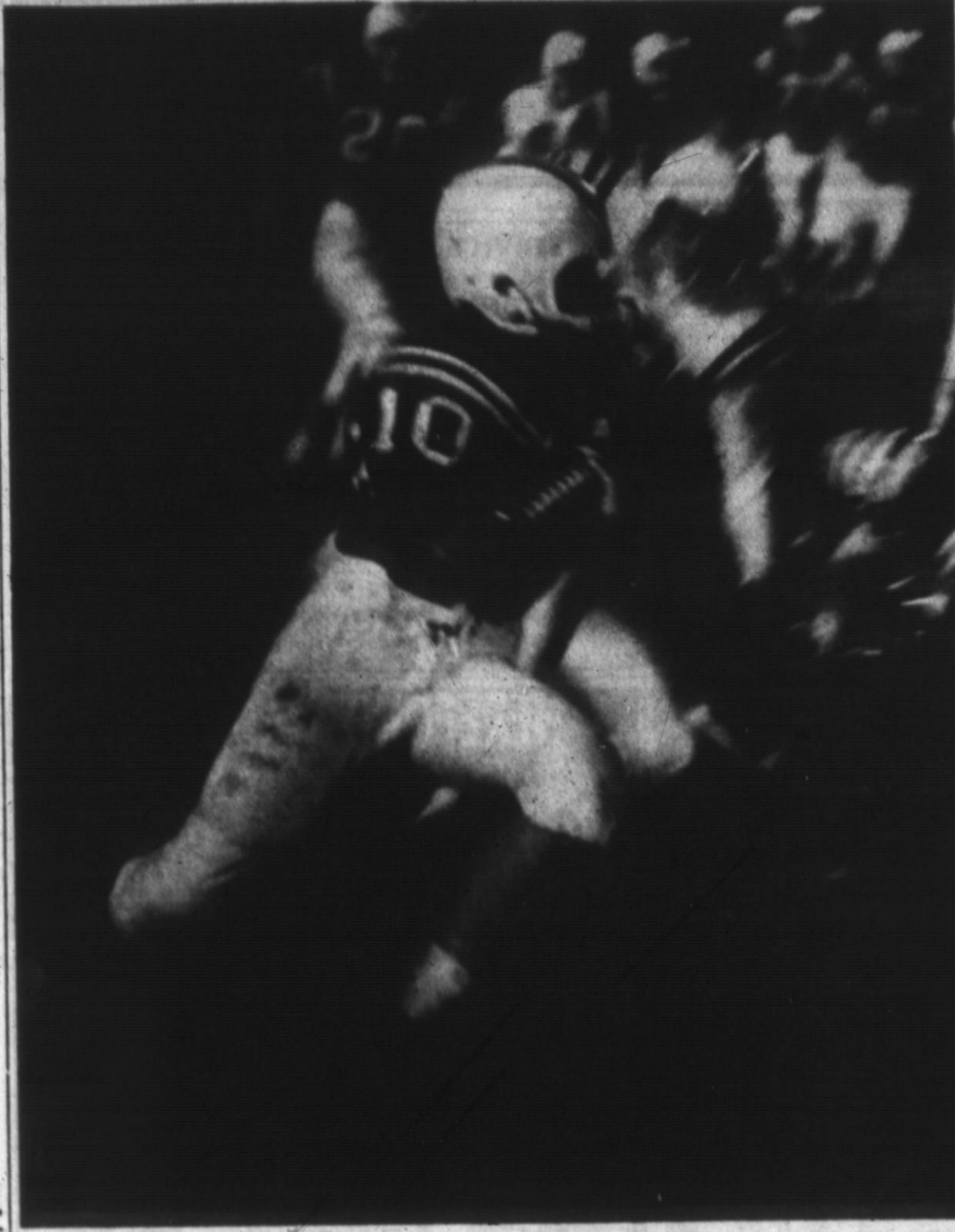
Hospital Notes:

Patients in Hospital

Mrs. Ben Roach, 2107 E. 2. Canyon; E. F. Sevier, 111 Blevins; Mrs. Sam H. Barber, General Delivery, Dawn; Mrs. Robert A. Lamm, 127 Sunset; Mrs. Lodie Sifford, King's Manor; Mrs. Mary Luella Rice, 501 W. 4.

Charles E. Parker, 804B Miles Mrs. Tommy W. Green, 115 Ave. E; Mrs. Donald E. Jackson, Route 4; Mrs. Hallie A. Kester, 204 W. 7; Mrs. C. E. Carney, 122 Fir; Mrs. Lenore M. Kribbs, 506 Buchanan, Amarillo; Mrs. Francis Smith, 120 Ave. H.

Mrs. R. Minta Pennington, 133 Ave. B; Mrs. Cecil C. Rockwell, 111 Centre; Mrs. Eli Anders, 320 Ave. A; Indefonso Zomora, General Delivery, Black; Mrs. James M. Edlemon, 209



HERD'S FIRST VICTORY — Gene Drummond, Stadium. This was the Herd's first victory Hereford back, is shown here bringing the ball around the end in the Hereford-Dimmitt game here Friday night in Whiteface (Brand Staff Photo)

Fuller; Mrs. Robert Booker, 206 Norton.
McKinney Ball, Route 5; J. S. Stooks, Route 4; William Moss, Star Route; Mrs. Fannie E. Warren, Star Route; Mrs. Terry Dean Hodges, 226 Beach; Mrs. Robert Lohr, 401 Knight; Mrs. Floyd M. Campbell, 401 Ave. K.
Mrs. Mary M. Click, 129 N. Texas; Jose R. Garcia, 702 Plu Brady; Hermengildo Castillo, Box 1029; Antonio H. Esquivel, Box 653; John W. McIver, Box 49.

Patients Dismissed
Mrs. Doyel J. Lee, Mrs. Adolfo DelToro, Bill J. Howard, J. J. Marcum, 9-16.
Mrs. R. F. Day, Mrs. Seledonao Trinidad, Jack H. Miller, Mrs. Clara B. Fry, 9-17.
Mrs. Antonio Z. Reyes, 9-18.

Couples - Event Fetes Glenn Reeves, Bride

Mr. and Mrs. Glenn Reeves, Canyon, were honored at a "couples" shower in the Flame Room of Pioneer Natural Gas Co. Sat., Sept. 12.

Reeves and his bride, the former Miss Marilyn Frances Wilmon, Afton, were married in Central Church of Christ, Canyon, just a week earlier.

In the receiving line with the honored couple were the groom's mother, Mrs. T. S. Robbs, 1017 South Jackson.
Miss Kay Nell Reeves, the groom's sister, presided at the guest registry.

The bride's chosen colors of yellow and white were accented in the serving table covered with white linen cutwork cloth over yellow and centered with an arrangement of yellow and white dahlias, asters and roses.

Hostesses alternated in serving the yellow punch and white petite squares topped with confetti yellow rose.

For this introductory-shower hostesses were Mrs. J. C. Reese, Mrs. E. W. Allen, Mrs. W. P. Axe, Mrs. Horace Hershey, Mrs. Jay Fortenberry, Mrs. Elmer Patterson, Mrs. Roy Calvert, and Mrs. Leo Forrest.

Bowling Scores

| Sunset Keglers | Whiteface Avia. |
|--------------------------------|---------------------------------|
| Tri County Fertilizer 4 0 | Piggly 1 3 4 4 |
| Farmers Drive In 4 0 | Boyd 2 2 4 4 |
| Beefmaster 3 1 | Lone Star 2 2 2 6 |
| Easter Fertilizer 3 1 | Mortons 2 2 2 6 |
| Redell Well Serv. 3 1 | Case 0 4 1 7 |
| Ray Pools 3 1 | Shell 0 4 0 8 |
| Farmers Supply 2 2 | High team series, Boyds - 2305; |
| 1st Supply 2 2 | High team game, Lee Tire - |
| Hi-Plains Savings 1 3 | 812; High Individual Series, |
| McCasin Lumber 1 3 | Buck Stringer - 546; High In- |
| Martin's Ready-to-Wear 1 3 | dividual games, Vernon Lewis |
| 1st State Bank, Vega 1 3 | and Tom Crawford - 208. |
| Hereford Welding 0 4 | |
| Hereford Insurance 0 4 | |
| High Team Series, Tri County - | |
| 2226; High Team Game, Tri | |
| County - 786; High Individual | |
| Series, Alice Lueb - 506; High | |
| Individual Game, Alice Lueb - | |
| 290. | |

| Major League | Won | Lost | Season |
|---------------------------------|-----|------|--------|
| Hereford Bakery | 3 | 1 | 7 1 |
| Consumers Fuel | 3 | 1 | 6 2 |
| Justice Realtors | 4 | 0 | 6 2 |
| Ink Spot | 2 | 2 | 5 3 |
| Hhd Radio Club | 1 | 3 | 5 5 |
| Hhd Redi-Mix | 2 | 2 | 3 5 |
| Brown Sheet Metal | 1 | 3 | 2 6 |
| Crowns | 2 | 2 | 2 6 |
| Bordens | 2 | 2 | Inc |
| Flash O Gas | 0 | 4 | Inc |
| High Team Series, Consumers | | | |
| - 2211; High team game, Con- | | | |
| sumers - 771; High individual | | | |
| series, Allen Duroy - 561; High | | | |
| individual game, Allen Duroy - | | | |
| 215. | | | |

Young Mothers' Club Will Meet Tuesday

Young Mothers' Study Club will meet in the Community Room of First National Bank Bldg. Tuesday at 8 p.m., announces Mrs. Ray P. Simson Jr. Mrs. Howard Hunter will be the hostess.

As The University of Texas begins its 81st academic year, enrollment is expected to climb to 23,577. That figure represents a gain of almost 1,400 students, including 3,400 freshmen and 3,200 transfers from other colleges. Fall semester enrollment is expected to reflect the first wave of "war babies." Although all University-owned dormitories are filled, housing is still available in privately-owned, UT-approved dormitories and residences. Classes begin Monday, Sept. 21, following a five-day period of registration and orientation, Sept. 14-18.

Hereford Redi-Mix Concrete

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2ND AMERICA'S LARGEST CIRCUS

Wonderful Surprises for Young and Old
A Triumph of Colossal Achievements

Trained Horses - Ponies - Dogs - Bears
Monkeys - Seals - Lions - Elephants
Trampoline - Tight Wire - Jugglers
Clowns

See the only MALE HIPPO exhibited with any circus ALIVE

200 PEOPLE ANIMALS ACTS

30 Performing Horses and Ponies
10 Burmese and Siamese Elephant
Cage after Cone of Jungle Animals

Laugh Provoking Clowns, Daredevil Trapeze, Artists, Glamorous Spanish Girl Aerial Spectacle — PLUS many, many more features from 23 nations around the world.

2 PERFORMANCES DAILY 6 & 8 P.M.
WILD ANIMAL ZOO AND EXHIBIT ONE HOUR EARLIER

FREE PARKING

Children 75c Adults \$1.50
Reserve Grandstand Seats Available at 60c each if desired



LITTLE SISTER — Miss Lynn Bourland, Clarendon Chapter candidate, won the Little Sister Award of Area I Young Homemakers of Texas in recent convention here. She is shown with the plaque presented her at the Awards Banquet of both Young Homemakers and Young Farmers. She was rated on character, good citizenship, and scholarship; contribution to church, school, and community activities; FHA and homemaking activities and offices held; and plans for college and professional life. (Brand Staff Photo)

FARM BUREAU MEMBERS!!

ATTEND THE ANNUAL COUNTY CONVENTION
SATURDAY NIGHT, SEPT. 26
AT THE HIGH SCHOOL CAFETERIA

FREE BARBEQUE

Served with potato salad, beans, rolls & Butter & Cherry Cobbler
(Food will be served from 7-8 — Convention will start at 7:30)

- DOOR PRIZES -

IT WON'T LAST TOO LATE — BRING THE WHOLE FAMILY

"Symbol of Quality Fashions" **MAY DEPT. & VARSITY STORES**

May Dept. & Varsity Stores "Symbol of Quality & Fashion" extends its sincere Congratulations to Holly Sugar Corp. — Pride of our Community.

This is our first year in Hereford, and we are proud to say that our decision of opening our business in Hereford was influenced primarily by the expansion of Holly Sugar Corp. into Hereford.

We are grateful to you and to all those associated in the construction of the plant — and to show our appreciation — A Special 10% discount will be given to all those Associated with Holly Sugar Corp. on all their purchases for the next three months. Just present your I.D. or check stub.

May Dept. & Varsity Stores

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

We Are Today Paying
(Subject to Market change)
Milo 1.80
Wheat 1.43
Compliments of
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519 Park Ave. EM4-0177
HOME OF
Deaf Smith County
Bread and Pastries

GLASS IS OUR BUSINESS —
Call Us For All Your Glass Needs —
HEREFORD GLASS CO.
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SERVICE ON
Black & White & Color
TELEVISION
Any Make or Model
SUNSET APPLIANCE
906 Lee EM4-3472

Reliance HOMES
FOXWORTH CALBRAITH
NO DOWN PAYMENT
NO CLOSING COSTS

FOR SALE Miscellaneous
KENMORE Automatic washer and dryer. Good condition. Call EM 4-3850. B-1-10-37-4p
FOR SALE: 425 gallon ball type propane tank. See at Hereford Butane. B-1-12-49-tfx
FOR SALE: King 3-B trombone, box case. Like new. (It almost is.) \$200. EM 4-0799 at night. B-1-16-41-tfx

WHEAT, RYE and Barley seed. 146 East 2nd. EM4-0560. B-1-10-12-3p
FOR SALE: Seed Wheat Improved Triumph. See Joe Schulte 3 Mi. E. on Dairy Road, or call 276-5374. B-1-16-38-4p
FOR ELECTRICAL supplies or electrical service, come by Witherspoon Electric, 129 West Third. B-1-13-37-6p
FOR SALE gas range. 4500 CFM air conditioner. Phone EM 4-0374 or see at 119 K. S-1-15-10-tfx

ATTENTION
Applications For Employment
During The Processing Campaign At The
HEREFORD HOLLY SUGAR FACTORY
Will Be Taken For MEN Only At
315 N. Sampson St., Hereford, Until
September 25th
The Office Will Be Open Daily
Monday Thru Friday from
8 a.m. 'til 12 Noon and from
1 'Till 5 p.m.
Applicants may be given a mechanical comprehension test, and all those Employed will be required to pass a Physical Examination. Shift changes weekly.

GENE BARTON
Builder EM 4-2327
CUSTOM BUILT HOMES
Under Construction at
110 and 112 Juniper
MAXIMUM LOANS ARRANGED

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

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FARMS
HOMES COMMERCIAL PROPERTY PRUDENTIAL FARM LOANS
ROBINSON INSURANCE
Office Phone EM 4-2232 Residence Phone EM 4-1462
218 West Third Street

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120 Schley St.
DEPENDABLE SERVICE

TUNE UP FOR WINTER
• BRAKE REPAIRS • GENERAL REPAIRS
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Poor Boy's Garage
1 Mile West of Hwy. 385 on Moreman Avenue
Business Phone EM 4-3509 If no Answer Call EM 4-2799 Home Phone EM 4-2130

Chrysler - Plymouth AUTOMOBILES CHRYSLER IRRIGATION ENGINES
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Complete Turn Key Installations of Pumps and Gear Drives BIG "T" PUMP CO., INC.
Sales & Service
Hereford EM 4-0353
Dimmitt 647-3444
Frona 2131
\$-1-24-tfx
ANGUS BULLS and heifers for sale. Hoover's Angus farm, EM4-1735. S-1-10-10-26p

Campbell Real Estate Offers
HOUSES
NOTHING DOWN to the right party, large 3 bdr. brick with 2 baths, all the extras, in the NW part of the city. Hurry!
3 BDR. STUCCO with fenced yard. Small down. Price \$6,500.00.
PRICED TO SELL. Ideal for rental property; 2 bdr. brick with attached garage, fenced yard, nice lawn, very clean. Priced approx. \$1,000.00 under the market. Price \$8,000.00.
\$500.00 DOWN on duplex rented to Latin-Americans. Assume loan payable approx. \$39.00 per month. Now earning approx. \$145.00 per month. OUTSTANDING BUY, only \$3,750.00 !!!
6 ROOM DUPLEX. Will carry large loan, now earning \$110.00 per mo. Price \$8,000.00
FARMS
YOU'LL FIND NO LARGER OR BETTER SELECTION OF FARMS AND RANCHES IN HEREFORD THAN WE ARE NOW SHOWING!
HIGHLY IMPROVED 1 1/2 sec. farm. 7 strong 8" wells, miles of tile, lays nicely, good allots. ONLY \$400.00 per acre.
2 PERFECT SECTIONS, very strong water, near town, none better. Buy part or all.
VERY NICE half, near town, 2 good 8" wells, good allots., inc. approx. 30 a. cotton. A good buy at \$450.00 per acre.
TRAILER HOUSES
Your choice — \$200.00 down.
Campbell Real Estate
1 1/2 Mi. W. on U.S. 60 Phone EM 4-0972
Mrs. Gwen Leatherman — EM 4-1650
Bruce Plummer — EM 4-0798
"Mutt" Wheeler — EM 4-3798
Jack Campbell
Gene Campbell — EM 4-0789

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Hallmark of Service
230 N. 25 Mile Ave. EM 4-2220
FARMS
960 acres of good, light land in southeastern Colorado. 10-inch water, two sets excellent improvements, feed pen, concrete ditches. Well over a section of leased land goes with sale. Wheat, milo and alfalfa. Total price \$325,000. Drop by the office for detail. F-533
Half section table top land, Springfield, Colo. \$100 an acre. Stop by and look at well logs. \$20,000 down. F-38
640 acres, irrigated, 263 acres wheat, 101 milo, 3 wells. \$350 an acre, 29% down. 20 years, 5 1/2%. F-420
HOMES
If you have \$500 cash and can qualify for a loan you can move right into a two or three bedroom house. Call for an appointment regarding details.
Three bedrooms, 1 1/2 baths, den, built-ins, fence, patio, drapes. Located on Star in Aikman school district. Immediate possession. Only \$17,500. H-330
Two bedroom brick with den that makes the third bedroom. Carpets, fence, birch paneling, outside storage, plumbed for washer and dryer. Shirley school. Excellent condition. Only \$11,000. Terms can be arranged to fit your pocketbook. H-223
Hardwood floors, extra large garage, 1/2 block from Aikman school. Two large bedrooms, country kitchen, carpet. You can move right in and handle the financing later. Call us for details. H-224
Two bedroom brick with attached garage, carpets. Will trade for trailer house. H-27
EVENINGS & SUNDAYS
Oliver Streu EM 4-2857 Francis Hardwick EM 4-2241
Mrs. Shelby Rogers EM 4-3266 Harold Rudd 289-5639

42 MODERN HOUSES FOR SALE TO BE MOVED
Panhandle Eastern Pipeline Co. at Sneed Camp 20 Miles East, 2 1/2 South of Dumas or 10 miles West, 2 1/2 South of Stinnett.
PRICED FROM \$1250 up to \$2950
5 Floor Plans to Choose From
BROOKSHIRE & ROWE — Contractors
Phone TR 8-3091 Stinnett
Open 9 a.m. to 6 p.m. Sunday 1 p.m. to 6 p.m.

CARSON COUNTY
Excellent irrigated section. Eight inch well, underground pipe, producing oil and gas wells, house and quonset, good allotments.

CARSON COUNTY
Half section dryland. House, windmill and level. Soil bank (part) and bindweeds.

ROBERTS COUNTY
Section farm land. 404 acres cultivation. Irrigation water available. Good allotments.
Don Patton Realtors
O'Neal Abstract Building
Phone 7711 or 7751
Panhandle, Texas

WE HAVE Tascosa, Kaw, Concho, Triumph, Bison and Wichita Wheat seed for sale. Also Rogers and Cordova barley, Elbon and Tetra-petulus rye. 146 East 2nd. Call EM4-0560. B-1-27-42-3p

FOR SALE bay gelding. Good using horse. Been used to rope steers. Call Pat Smith, 258-7559. B-1-16-10-4p
We have Distilled water and Ozark water. For more information see soft water service. J. O. Miller, Owner B-1-29-tfx

THREE TRAILER HOUSES
One 8'x20', one 8'x30', one 8'x38'. All in good shape. One like new, \$200.00 down will handle. Balance financed. Call Gene Campbell EM 4-0972 or EM 4-0879. B-1-10-tfx
Johnson Outdoor Motor or Arkansas Traveler Boat, or for a used boat or motor, see **KINSEY - OSBORN MOTORS**
142 MILES AVENUE B-1-26-TFC

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We Buy - Sell - Trade for anything of value. Used Furniture, Appliances and Junk.
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B-1-1-TFC
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For new and old homes
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305 E. 5th EM 4-0788 B-1-12-tfx
Your health is priceless. Protect yours by drinking raw vegetable juices. Good business opportunity EM 4-5398. S-1-15-12-tfx

BUILDERS PAY CASH & SAVE DOUG FIR
2x4-8, No. 2 \$95.00
2x4 and 2x6 No. 2 101.00
2x4 and 2x6 No. 3 85.00
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1x12 PP, No. 3 95.00
1x12 PP, No. 4 80.00
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Delivered in Hereford
Two bundles minimum delivery
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50 Red Angus Bulls, all serviceable age, from leading foundation herds in America. Also 10 bred heifers at Trinity Valley Exposition Fair Grounds Liberty, Texas, October 17, 1964, 1:00 p.m. For Catalog, write Gayle Ingram, Sale Manager, Box 2, Columbus, Texas 78934. S-1-12-3c

FOR SALE
One 1959 John Deere 95 combine. Two 1953 Chevrolet trucks with grain beds. One with hoist and rebuilt motor. One old 4 room house to be moved. One 20x30 all steel shop building to be moved. Registered Hereford Bulls and heifers, or cow and calf. One Janssen Pump jack. 170' setting. New motor. Good condition. Phone 276-5320 B-1-11-tfx

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Country charm!
In Beautiful
Denton Park
Featuring Holiday Living in Hereford's First Complete Planned Community
—Personalized Service in Planning—Designing—Financing—
—Quality Construction—All Brick—Highly Restricted
SEE OUR SHOW HOME — 1607 BLEVINS
New Split - Levels under Construction Now
TONY RAVIZZA
CUSTOM BUILDER
Office At 16th & Blevins EM 4-1350

Colorado Rod-Weeders PTO or hydraulic drive. Cisco Rod - Weeders with hydraulic drive. Dempster Planters, Cultivators and Rotary Mows. Lillian Shredders & Blades. See the new M-F Diesel tractors. We have several GOOD used Combines.
SEE **LESLEY MOTOR CO.**
For the finest in farm machinery.
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For Dependable, Reliable
Concrete Work
Call
Sammy Rodriguez
218 Kibbe — EM 4-3100
• Wash Gravel Jobs
• Color Patios
• Scored Patios
• Foundations
• Side Walks
• Driveways
WE SET FORMS
Plaster & Stucco Work
References Furnished

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Have a Case demonstration and this GE radio is yours FREE!
LOADERS? WE'VE GOT 'EM! take a look at these... NEW from CASE
430 Construction King
3000 lb. capacity • Case built gas or diesel engine • 7000 lb. dynamic load front axle • Buckets up to 1 cu. yd. capacity • Hydraulic power steering • 4 speed shuttle shift • 14" Easy On/Off buckets available
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Your **CASE** DEALER
CASE POWER & EQUIPMENT CO.
EM 4-2015

Buy With Confidence
DEMAND... JUSTICE
Move Up To A Better Home
Three bedrooms, large kitchen and dining room, lots of cabinet and storage space, fully carpeted. Northwest Hereford. Only \$11,000. Would trade for smaller house.
Two bedroom brick, one year old. Carpets, drapes, and nice landscaping. May take up present payments or may be refinanced. Located in northwest Hereford.
Three bedrooms, den, 2 baths, double garage, 2100 sq. ft. of living area. Located on Star Street. \$21,500. FHA financing available.
FARMS
653 acres of good grass land located at McLean, Texas. Approximately 80 acres cultivatable. Good irrigation water available. Possession immediately. \$70 per acre, 29% down.
480 acres on North Plains. Three 8 inch irrigation wells on natural gas, good allotments, improvements. \$300 per acre.
Two and one quarter sections located north of Hereford. Nine irrigation wells, on natural gas, all tied together with underground tile. \$200 per acre loan commitment. \$400 per acre.
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GENE SNEAD MKE JUSTICE
EM 4-1420 VIRGIL JUSTICE EM 4-0544

HKF Subsidiary Of M-K, World's Largest Construction Company

The H. K. Ferguson Company was founded in Cleveland in 1918 by the late Harold K. Ferguson and remained under his direction continuously until his death

in 1943. In 1950, Ferguson became a subsidiary of Morrison-Knudsen Company, Inc., which is headquartered in Boise, Idaho.

M-K, as it is familiarly known, is generally regarded as the greatest of all international heavy construction companies and has played an important role in such achievements as Hoover, Grand Coulee and Garrison Dams.

M-K's fleet of construction equipment—4,500 units representing an acquisition value of more than \$47,000,000—ranks as the largest fleet of its kind owned by any construction organization.

Among the many far-flung projects which M-K is presently carrying out are the world's largest building near Cape Kennedy, Florida, and Europe's longest suspension bridge which will span the Tagus River at Lisbon, Portugal.

As a subsidiary of Morrison-Knudsen, Ferguson has been able to expand operations into such highly technological fields as aero-space and nuclear energy. In addition to Holly's new plant, the Company is now carrying out the design and construction of facilities for steel, synthetic fibers, automobile and truck tires, fertilizers, pulp and glass, heavy and light manufacturing, warehousing, food processing, cement, chemicals and research.

Depending upon the nature of the assignment or its location, these projects are administered by Ferguson's regional offices in Cleveland, New York, San Francisco, Paris, Rome and from specially established field offices.



HOUSE & SPOUSE PROTECTOR
You're smart to protect your house in case of fire, theft, damage to contents and liability with a single State Farm Homeowners policy—at a low package rate. And you're twice as smart to protect your spouse with a State Farm life insurance policy that covers your mortgage. For full details, see your friend for life.

Jerry Shipman
345 W. 1st.
EM 4-3161

State Farm Life Insurance Company and State Farm Fire and Casualty Company, Home Office: Bloomington, Illinois.



GOVERNOR UNVEILS PLAQUE — Governor John Connally is shown unveiling the plaque which noted the date and the name of the man for whom the plant was named, the late Merrill E. Shoup. Mrs. Shoup is shown standing by

Gov. Connally, Shoup's daughter is shown standing by President of Holly Sugar Corporation Dennis O'Rourke.

(Brand Staff Photo)

BARNES & BAILEY
A SPECIAL INVITATION IS EXTENDED TO ALL SCHOOL CHILDREN TO COME TO THE SHOW GROUNDS AT 10:00 A.M. CIRCUS DAY. TO SEE THE ELEPHANTS, CAMELS, LLAMAS, LIONS, HYENA, ETC., FED AND WATERED.
Remember 10:00 A.M. Sharp
Public Invited Too

WHEAT SEED
Certified
CONCHO, TASCOSA and CADDO
ROGERS BARLEY
OTHER SELECT SEED
Let Us Do Your Seed Cleaning
WAC SEED INC.
Box 948 EM4 - 1424

Warren Bros. Motor Co.
EM 4-1423 1410 Park Ave.
WARREN BROS. MOTOR CO.
New and Used Cars
"USED CAR SPECIALS"

THIS WEEK'S SPECIAL
1961 Chevrolet Impala Coupe. Standard transmission, radio, heater, and 348 engine. Lovely pearl blue finish. This car is double sharp and mechanically perfect.
\$1495

1964 Chev Impala 2-dr. hardtop. Radio, heater, automatic with 13,000 actual miles. This is a local owned car with a reputation that can be checked.

1962 Pontiac Grand Prix. Factory air and power. Original black with red interior. Feel young again in this sporty coupe.

1962 Chevy II Nova 400 2-dr. hardtop. Standard transmission with bucket seats. Red and white finish with new white wall tires. Its not the cheapest but the nicest thing in these parts.

1962 Chev. Impala Coupe. Local one owner car. Beautiful red finish with gas saving over drive. Protective warranty.

1961 Chevrolet Impala 4-dr. hardtop. Factory air, power steering and brakes. Lovely autumn beige color. 30,000 miles. This car is extra sharp and priced with the average.

1963 Chevrolet half ton pickup. V-8 3-speed, custom cab with all the trimmings. Sharpest used pickup in Sugarland.

1963 Ford Pickup mileage maker 6. 3 speed with wide bed. 16,000 miles. 4,000 mile 90 day warranty.
16 Years of Customer Satisfaction

Complete Educational Plan For All Ages
THE WORLD BOOK ENCYCLOPEDIA
Call EM 4-1410 for Local Representative
D. C. MARTIN 130 Ave. J
Easy Terms

HEREFORD STATE BANK
FOR YOUR
AUTO FINANCING



A Kiss-me-Kate fashion by **KATE GREENAWAY**

I draw so much attention wherever I go in my new Kate Greenaway set. Straight-line gray jumper is done in crease-resistant rayon and acetate flannel... and has a giant scooped neckline... to show off my tattersall checked gingham shirt.
Sizes 2 to 3X, 3 to 6X, 7 to 14. 6.00, 8.00 & 9.00

Gastons POPULAR STORE



DIGNITARIES VISIT HEREFORD — Congressman Walter Rogers and Texas Attorney Gov. John Connally, who was principal General Waggoner Carr are shown as they great guests of the Holly Sugar Plant Dedication Saturday evening. Carr arrived with Gov. John Connally, who was principal speaker at the dedication.
(Brand Staff Photo)

Forty-five Peace Corps volunteers are currently undergoing training at The University of Texas to become medical laboratory technicians in Morocco. When their UT training ends Nov. 22, the prospective Peace Corpsmen will be sent to Morocco to serve in city and provincial hospital laboratories, dispensaries, tuberculosis, sanitariums and mobile epidemiological teams. In addition to receiving medical laboratory training, the volunteers also are engaged in area studies, French language training, American studies and world affairs, health education, first aid and personal hygiene, and physical education.

Gary Rugg, sophomore full-back at Michigan State, scored 28 touchdowns and five extra points for 178 tallies during his senior year at Pennfield High in Battle Creek, Mich.

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Jim Clark Hereford, Texas

CRUZADA BAUTISTA NUEVA VIDA
The Latin American Baptist New Life Crusade
Hereford, Texas

LUGAR: Dameron Park (Main St. & Park Avenue)
WHERE: Dameron Park

TIEMPO: Cada Noche a las 8:00
TIME: Each Evening 8:00 p.m.

FECHA: Del Dom. 27 de Septiembre al Dom. 4 de Octubre de 1964

DATE: From Sunday, Sept. 27 through Sunday, October 4, 1964

B. L. DAVIS
Evangelista

DUANE BARRETT
Director de Canto

G. E. BENITEZ, Pastor
Thompson Mission

CANTOS—MUSICA ESPECIAL SONGS SPECIAL MUSIC
MENSAJES DE INSPIRACION INSPIRATIONAL MESSAGES

¡No Falte Usted! DON'T FAIL TO ATTEND

"Nueva Vida Report," a 28-minute documentary film on the Latin American Baptist New Life Crusade, will be televised by KFDD-TV, Amarillo, on Sunday, Sept. 20, from 12:15 to 12:45 p.m.

PRICES COME

DOWN

Co. G. Doppel 1964

All Popular Brands — Reg. or King

CIGARETTES
Ctn. **\$2.59**

Down . . . down . . . down, come prices at COOPER'S. How do we do it? It's no secret — we buy as carefully as you do . . . operate efficiently . . . take advantage of special opportunities to bring you more value for less money. We give you the quality you want and prices you can't afford to pass by! Proof? Look at these super specials. Look at your neighbors flocking to COOPER'S. Better still—stop in today and see this unbeatable combination of work . . . BETTER VALUE and BIGGER SAVINGS right through your shopping list at COOPER'S.

Banquet — Apple, Peach or Cherry

FROZEN PIES 2: **49¢**

Campbell's — Meat Base — Mix or Match

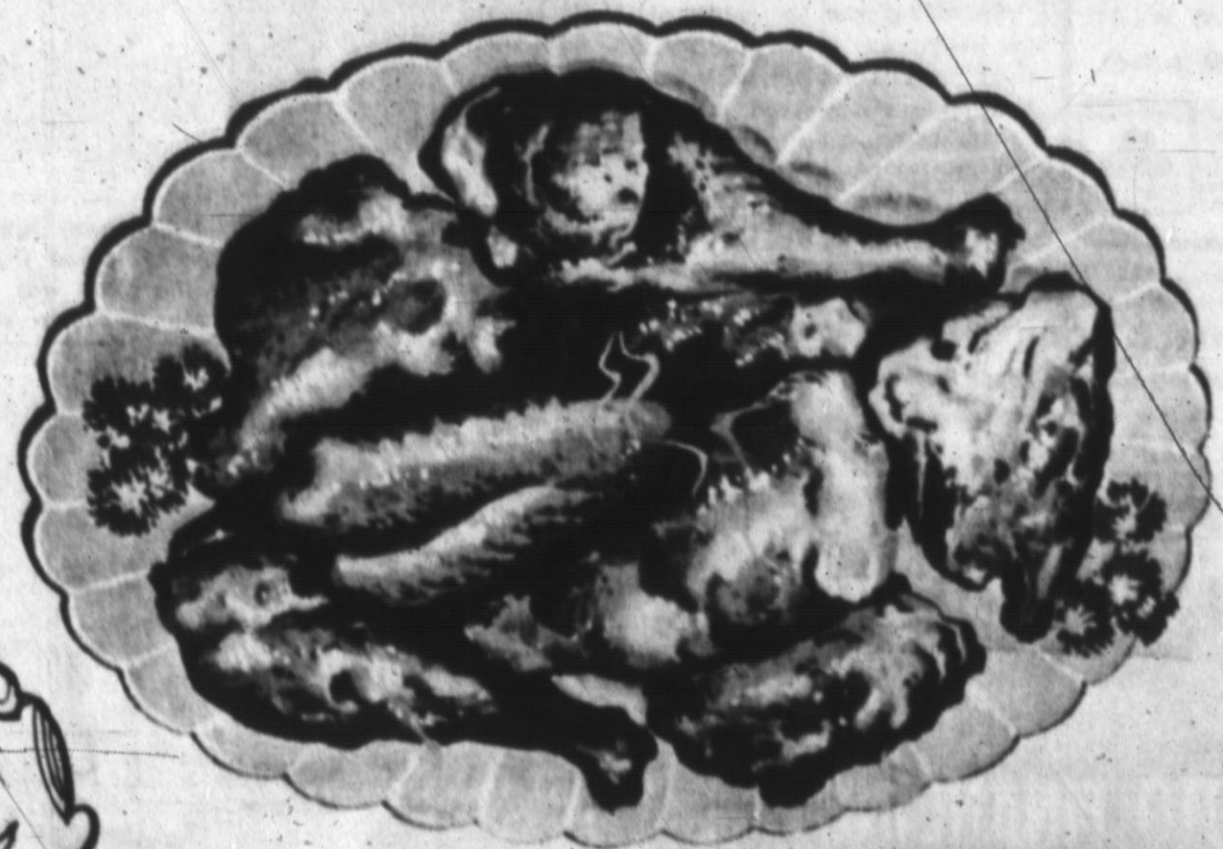
SOUPS 6: **\$1**

Universal — Steam & Dry — Reg. 12.95

IRON **\$8.88**

Melrose — Reg. \$1.10 Size

HAND LOTION
3: **97¢**



FRYERS

Town & Country
Fresh Frozen
Cut Up
2 1/2 Lb.

89¢
Lb.

USDA Graded — Tender Aged

CHUCK ROAST Lb. **45¢**

USDA Graded

TENDERIZED STEAK Lb. **98¢**

Homemade

PURE PORK SAUSAGE Lb. **49¢**



BANANAS

Central American
2 Lbs. **27¢**

Washington Fancy Red
Apples Lb. **23¢**

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|---|---|
| Maryland Club — 1lb. Can Coffee 79¢ | Comstock — No. 2 Can Pie Apples 3 For 69¢ |
| Del Monte — Cut — 303 Can Green Beans 3 For 69¢ | Deer Brand — 303 Can Tomatoes 2 For 25¢ |
| Wishbone Deluxe — 8 Oz. French Dressing 29¢ | Easy On Spray On — 22 Oz. Starch 59¢ |
| Silver Dust — Giant Size Detergent 59¢ | Water Spot Remover — Reg. 89¢ Sparkleen 69¢ |

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| Austex — 24 Oz. — Can Beef Stew 2 For 89¢ | Hershey's — 16 Oz. Can Chocolate Syrup 19¢ |
| Austex — No Beans — 24 Oz. Chili 59¢ | Gladiola — 5 Lb. Bag Flour 45¢ |
| Austex — 300 Can Spaghetti & Meat Balls 2 For 49¢ | Kraft — Miracle — 1lb. Ctn. Margarine 2 For 59¢ |
| Bama — 18 Oz. Grape Jelly 3 For \$1 | Van Camp — 300 Can Pork & Beans 8 For \$1 |
| Ellis — 2 1/2 Can Jumbo Tomatoes 3 For \$1 | Duncan Hines — Box Blueberry Muffin Mix 39¢ |

COOPERS

The Sunday Brand Woman's Section

Carma Thomas, Society Editor

The Sunday Brand, Hereford Texas, Sunday, Sept. 20, 1964

SECTION TWO



MY HEREFORD 'TIS OF THESE — Typical of many Hereford clubs, Business and Professional Women's Club keeps its Projects Committee busy 12 months a year. Assembled here to lay plans for new projects in aiding and spurring community progress and betterment, are (seated left to right) Ruby Lee Hickman, club president and ex-officio member of the committee, C. Ora Cockrell, and Mary Helen Askew, and standing (left to right) Lucille Park, Mattie Fern Martin, Kathleen Baker, Margaret Ann Durham, and Ursalee Jacob-

sen, committee chairman. Reviewing past endeavors on their current agenda, they noted sparking original interest in the project that became King's Manor, Dr. Edward's Hospital, the Migrant Ministry, scholarship to a high school senior, Helping Camp Fire Girls, assisting Girls' Town U.S.A., Community Center needs, March of Dimes and Cancer Drive, among others. Mrs. Jacobsen notes that any club project must be an every-member endeavor.

(Brand Staff Photo)

Through Summer Into Autumn

Women At Work

FOR HOME AWAY FROM HOME — For Girls' Town U.S.A. at Whiteface, members of Cultural Home Demonstration Club have carried forward a year-long program of making and supplying linens, furnishings, and clothing. Here packing a carload, one among many such, are these club members with bed linens, draperies, and girls' skirts: from left to right, Mrs. Roy Thompson, Mrs. Art Lewis, Mrs. Viola Williams, Mrs. Louie Olson, and Mrs. Grady Parsons, club president. Clothing for the girls, tablecloths and curtains, assisting in a good grooming project (permanents and haircuts), and securing air conditioners for the establishment have been part of the club's summer-into-fall work. The Cultural Club encourage others to join them in their efforts.

(Brand Staff Photo)



ART FOR HEARTS' SAKE — "Springtime in the Rockies" or "Home on the Range" come alive on canvasses at King's Manor, where Mrs. Earl Plank, at right, gives instruction two hours weekly in oil painting and pastels. Here she assists Anna Blaké, at center, and Beulah Dobbins, at left, with their favorite hobby. Mrs. Plank is chairman of Gray Ladies, Branch of Deaf Smith County Red Cross. Joining her in this year-round association and work with residents of King's Manor are Mrs. Lefty Thomas and Mrs. Laverne Carlile (not pictured), who give instruction in other arts and crafts.

(Brand Staff Photo)



TO HORIZONS FROM BLUE BIRDS — Helping girls play and work and grow from Blue Birds to Horizon Club Members has been a year-in, year-out undertaking of these Camp Fire Girl Leaders. Meeting at the Hut to plan autumn programs for the girls are (left to right) Mrs. Ruth Dirks, Mrs. Mary Gooch, Mrs. Eleanor Gibson, Mrs. Neta Leo, and Mrs. Bulah Cargo. Their summer experiences with the girls led them through a variety of home skills, outdoor cookouts, outdoor and indoor

sports, skills in outdoor living, overnight campouts, trips to special recreation areas, summer camp at Pine Lodge, and preparation for the new school year. That they find such association and work with girls satisfying is evidenced by their long-term efforts for Camp Fire, ranging from a few years to seven consecutive years of service. They work closely with Mrs. Phillip Barkley, director of Camp Fire Girls, and always welcome new helpers to their group of leaders.

(Brand Staff Photo)



Wertenberger-Vinson Vows Read In Pantex

After their marriage in Pantex and a wedding trip to points of interest in New Mexico, Gary Eugene Wertenberger and his bride, the former Miss Carolyn Kaye Vinson, are now at home at 2103-B Second Avenue, Canyon.

The bride is the daughter of Mr. and Mrs. O. I. Vinson, Pantex. A graduate of Panhandle High School, she is a sophomore majoring in education at West Texas State University, Canyon.

Parents of the groom are Mr. and Mrs. O. Wertenberger, Route 1. Graduate of Hereford High School, Wertenberger attended WTSU before serving in the United States Army. He is presently employed at KGNC-TV, Amarillo.

For their wedding Thursday evening, Sept. 10, the Pantex Baptist Church was decorated with altar arrangements of gladioli, mums, and roses and 14 branch candelabra lighting the kneeling rail. The Rev. Dale Cain, minister of the church, performed the double ring ceremony.

Mrs. Mary Ruth Smith, Panhandle pianist, presented traditional wedding music and accompanied Mrs. R. J. Murray, Hart, vocalist, in "One Hand, One Heart," "Whither Thou Goest," and "The Wedding Prayer."

Given in marriage by her fa-

ther, the bride was gowned in snowdrift French satin designed with fitted, tapered-sleeved bodice and controlled front skirt panel, with fullness of unpressed side pleats sweeping into full chapel train held by tailored self-bow at back waistline. Imported Alencon lace re-embroidered with seed pearls outlined the scooped neckline and applied lace motifs frosted the skirt and chapel train. Her elbow-length veil of silk illusion fell from a crown of seed pearls. She carried a white orchid with cascading feathered carnations atop a white Bible.

Maid of Honor for her sister was Miss Adonna Vinson. Bridesmaids were Miss Bette Henry, Happy; Miss Brenda Williams, and Miss Linda Urbanczyk, both of Panhandle. Bridesmatron was Mrs. Mike James, Panhandle. They wore identically fashioned dresses of red satin peau de soie having rounded neckline and long sleeves. They wore matching red shoes and pillbox hats of self material. They carried cascade bouquets of feathered mums and carnations.

Flower girl was Belinda Dunn, cousin of the bride, Wichita Falls

and candlelighters were Maria Juanita Bryant and Keith Bryant, cousins of the bride, Stinnett.

Best man was Louis Strovass, Houston. Groomsmen were Ervin Wertenberger, brother of the groom, Canyon; Ronnie Parks, Paducah; David Dzuik and Chas. Everett, both of Hereford. Serving as ushers were Curtis H. Downs III, Pantex; Gary Tidings, Amarillo; and Dick Lowry, Colorado City.

For her daughter's wedding Mrs. Vinson wore a brown knit dress and matching hat and accessories. Mrs. Wertenberger chose a light green dress with matching accessories and hat. They wore orchid corsages.

After the wedding a reception was held in Fellowship Hall of the church. Miss Carolyn Garner and Mrs. J. R. Doughten, White Deer, presided at the bride's table with its centerpiece of red and white carnations.

For travel the bride wore a two-piece suit of black and white checked wool and black accessories. Her corsage was the orchid lifted from the bridal bouquet.



Mrs. Gary Eugene Wertenberger (Miss Carolyn Kaye Vinson)

(Palo Duro Studio Photo)

Bayview Luncheon Opens Fall Season

Luncheon at Hereford Country Club Thursday marked a new year of study and fellowship for Bayview Study Club.

Serving as hostesses at this early autumn event, were the social committee: Mrs. Lee Benefield, Mrs. Dexter Lillie, Mrs. John Harper, and Mrs. Phillip Barkley. Mrs. R. B. Miller gave the invocation, Mrs. W. J. Gilliland, president, presided at a brief business session.

In a special announcement, Mrs. John D. Pittman presented matters concerning the United Fund Drive.

After distribution of yearbooks, Mrs. Carl Perrin, committee chairman, gave an outline of the new program with its headline of "A Look at Our Times." Mrs. Perrin read "President Hoover's 50th birthday message, in which he pointed out greater changes during the last generation than in any prior time in our country's history."

On the yearbook committee with Mrs. Perrin were Mrs. Ansel McDowell and Mrs. Leroy Aven.

Members present at the luncheon were Mrs. Colby Conkright, Mrs. W. J. Gilliland, Mrs. Jimmie Gillentine, Mrs. Howard Gault, Mrs. Richard Barnard,

Mrs. Francis Hardwick, Mrs. D. H. Alexander, Mrs. W. H. Reid, Mrs. W. S. Kerr, and Mrs. A. M. Jones.

Also Mrs. J. W. Kirby, Mrs. Miller, Mrs. Perrin, Mrs. McDowell, Mrs. Aven and the hostesses Mrs. Benefield, Mrs. Lillie, Mrs. Barkley, and Mrs. Harper.

At the first club program of the season, Mrs. John Harper will give the discussion on "Our Increased Leisure," October 11 in the home of Mrs. W. S. Kerr, 130 Aspen.

Special Lutheran Service To Be Held Today

Special services and activities will be held today at Immanuel Lutheran Church, Park Ave. and B, in commemoration of Immanuel's 50th year as a Christian congregation.

The congregation was organized in 1914 and services were held in the county courthouse for 35 years. In 1949, the present building was constructed,

mostly by members at an unbelievable cost of \$8,000. A few years ago, the house at 307 Park Ave. was purchased for future expansion. These houses are used for Sunday School purposes and church office. Plans are being discussed now for a new educational building in the not too distant future.

In the last 2 years, the members of Immanuel have created the Christian Bookstore for use by all churches and townspeople, and also sponsor a daily Bible program over KPAN. Current membership is 180. Present pastor is Fred Beversdorf.

Pastor E. F. Heinicke of Trinity Lutheran Church of Amarillo will be the guest speaker at both services today. At 2 p.m. two special movies will be shown

School Menus

MONDAY - Fair Day.
TUESDAY - Veal Cutlets with gravy, Buttered corn, Fruit cobbler, Hot rolls and butter, 1/2 pt. milk.

WEDNESDAY - Chow Mein with noodles, Pinto beans, Cole Slaw, Cookie, Cornbread and butter, 1/2 pt. milk.

THURSDAY - Fried Chicken with gravy, Mashed potatoes, Corn-

bination salad, Apple Crisp, hot rolls and butter, 1/2 pt. milk.
FRIDAY - Stew and crackers (2 meat dishes to be prepared at Stanton, only), Macaroni and cheese - (Elementary Schools Meat Dish), Peas and Carrots, Banana Pudding, slice bread, 1/2 pt. milk.

St. Anthony's School
MONDAY - Fair day.
TUESDAY - Hot dogs, Potato Salad, Tomato wedge, Coconut cake, milk.
WEDNESDAY - Pinto Beans, Stuffed celery, Buttered broccoli, Cinnamon Rolls, Cornbread, butter, milk.
THURSDAY - Fried chicken, Creamed potatoes, Jellied carrots and Pineapple Salad, Ap-

one of which is aimed especially for children's interest. The public is invited to attend these services and various functions.

Mrs. Lloyd Has Farewell Coffee For Miss Young

Honoring Miss Marilyn Young Mrs. Robert L. Lloyd entertained with a farewell coffee at her Simms country home Friday, Sept. 11.

Miss Young, daughter of the E. S. Youngs, was preparing to return to Texas Technological College to resume her senior studies, majoring in elementary education.

In college atmosphere, guests were served from a buffet table laid in white linen and centered with an arrangement of red carnations and white spider mums accented by figurine of girl graduate in cap and gown; napkins were rolled like diplomas.

With the honoree, Miss Young, and her mother, Mrs. E. L. Young, the guests registering included Mrs. James Bullard, Mrs. J. M. Booth, Mrs. Leland Burns, Mrs. Noel Berry, Mrs. Julian Perrin, Mrs. Lewis West, and Mrs. A. B. Higgins.

Also Mrs. Jim Perrin, Mrs. Alton Ehresman, Mrs. Luther Lesly, Mrs. Floyd West, and Miss Louann Higgins.

On Your
GRAND OPENING
Saturday & Sunday, Sept. 19 & 20

It was our privilege to have furnished large quantities of lumber, plywood, nails and other building materials to H. K. Ferguson Company, Inc. We wish to congratulate the Ferguson Company on their fine building job and on their trained personnel, who were wonderful to work with.

Now that the job is done, we wish to congratulate Holly Sugar Corp. for giving the fine farmers of this area the opportunity to diversify their agriculture; and for giving this community an economic boost. We are proud to have Holly with us and especially proud to have all the employees who will make Hereford their home.

FOXWORTH-GALBRAITH LUMBER COMPANY

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MANAGER

OF HEREFORD
LUMBER AND BUILDING MATERIAL

234 E. 2nd
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pie, Rolls, butter, mild. role, Green beans, Tossed salad, Peanut-butter cookies.

STAR Continuous Sat. & Sun. From 1:45
Week Days From 6:45 P.M.

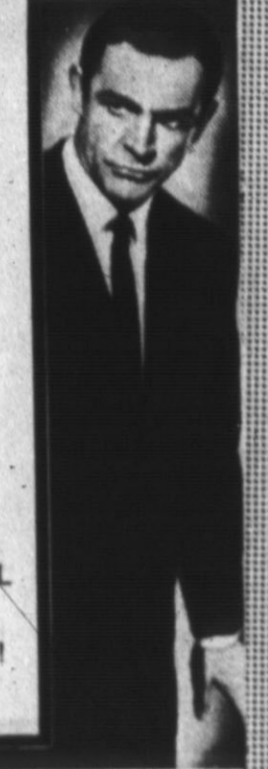
NOW... thru Monday

UNIVERSAL CITY STUDIOS

ALFRED HITCHCOCK'S Suspenseful Sex Mystery! 'MARNIE'



THE MORE HE LOVED HER... THE MORE SHE HATED HIM... FOR TRYING TO UNRAVEL HER SECRET!



starring **TIPPI HEDREN - SEAN CONNERY**

with **DIANE BAKER MARTIN GABEL** Screenplay by JAY PRESSON ALLEN
From the Novel by WINSTON GRAHAM Directed by ALFRED HITCHCOCK
A Universal Release **TECHNICOLOR**

Adult Entertainment

WHY "Marnie" did what she did unfolds in the last 10 minutes... so NO one will be admitted!

Tuesday for 5 Big Days

LEADVILLE'S JUMPIN' TONIGHT

-'Cause **MOLLY'S** STRUCK IT RICH!

KICK OFF YOUR BOOTS AND FALL IN LOVE WITH --

the **Unsinkable MOLLY BROWN** in COLOR

STARRING **DEBBIE REYNOLDS**
HARVE PRESNEIL

with ACADEMY AWARD WINNER **ED BEGLEY**
AND MUSIC BY MEREDITH WILLSON

Tower Drive-In Theatre

Box Office Opens 7:15 - Sho At Dusk!

Now... Thru Tuesday

CENSORED
banned this year in "THE THING"
...can you stand the horror in
GODZILLA VS THE THING
-COLORSCOPE-

Plus: Big Co-Hit

"Voyage To End Of Universe"
Starring Dennis Stephens

Wed. - Thurs. - Fri.
\$1.00 PER CARLOAD \$1.00

"Mondo Cane"

"Frantic"



TROPICAL BREAKFAST — In jungle atmosphere of jungle fruits, flowers, music, artcrafts, La Madre Mia Study Club held its initial breakfast-meeting of the autumn season. Shown here, left to right, in patio setting are hostesses for the occasion (the yearbook committee): Mrs. W. C. Russell, chairman, Mrs. Charles Frye, Mrs. Eugene Sparks, club president, and Mrs. Bill Lankford. (Brand Staff Photo)

Jungle Breakfast Begins La Madre Mia's Season

With African Jungle Breakfast La Madre Mia Study Club began its autumn activities at the home of Mrs. Bill Lankford, 136 Greenwood St., Thursday, Sept. 10.

Hostesses at this opening event were the yearbook committee: Mrs. W. C. Russell, chairman, Mrs. Bill Lankford, Mrs. Charles Frye, and Mrs. Eugene Sparks, ex-officio member as club president.

Recordings of jungle music gave background for the patio breakfast. Lending atmosphere also were tropical handicrafts, arrangements of fruits and flowers, and stuffed jungle animals.

Mrs. Sparks presided at the business session when committee reports were given, secret pals gifts were exchanged, and secret pals of the past year were revealed.

Mrs. Russell directed the program for the meeting, including the reading of the club's constitution and by-laws with brief round-table discussion and the presentation of yearbooks and outline of forthcoming programs for the club.

On calendar is the club's Sept. 24 meeting in the Flame Room of Pioneer Natural Gas Co. Mrs. Russell will direct the program on "The Art of Makeup"; a guest

speaker with illustrated lecture will feature the practical session for all members.

Attending the jungle breakfast were Mrs. John Beasley, Mrs. Jerry Detwiler, Mrs. Dean Herring, Mrs. Gene King, Mrs. Jerry Landers, Mrs. G. C. Merrill Jr., Mrs. Harold Morton, Mrs. Bobby Owen, Mrs. Dean Paul, Mrs. Richard Pickens, and Mrs. Vance Robinson.

Also Mrs. John Smith, Mrs. Hugh Sullivan, Mrs. Lee Drake and the hostesses, Mrs. Lankford, Mrs. Sparks, Mrs. Frye, and Mrs. Russell.

Wertenbergers Honor Bridal Party At Dinner

Mr. and Mrs. O. Wertenberg honored their son, Gary Eugene, and his then bride-elect, the former Miss Carolyn Kaye Vinson, Pantex, at a rehearsal dinner at Rice's Dining Room, Amarillo, Tuesday evening, Sept. 8.

In addition to members of the wedding party, special guests included the parents of the bride,

Mr. and Mrs. O. I. Vinson, Pantex, and other members of families of the wedding principals, including, was the Wertenberg, the groom's oldest brother. He had just returned from duty with the U. S. Armed Forces in Germany in time to attend his brother's wedding.

Guests also were the Rev. Da-

vid Cain, marriage officiant, and Mrs. Cain; and the wedding musicians, Mrs. Mary Ruth Smith, Panhandle, and Mrs. R. J. Murray, Hart.

Special feature of the evening was the presentation of gifts to the wedding attendants—pearls for the bride's and pearl tie tacks for the groom's. Hand-painted plates, painted by the groom's mother, were given to Mr. and Mrs. Cain and to the musicians for the wedding.

The Wertenberg-Vinson wedding was an event of Thursday evening, Sept. 10, in Pantex Baptist Church.

ONLY FIVE YEARS AGO...



dosages of many drugs employed today had not yet been established. Amount of medication is of concern to both doctor and druggist.

McDOWELL DRUG
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Hereford Garden Club Take Clovis Garden Pilgrimage

A pilgrimage to Clovis gardens is the latest event on the calendar of Hereford Garden Club. Under the direction of Mrs. R. Daugherty of Clovis Garden Club, 15 Hereford members made a pilgrimage Friday, Sept. 11, that began with coffee at the Trailways Cafe and concluded with the flower show at the Curry, N. M., County Fair.

The club made their second stop at the Sunken Garden in Clovis City Park, making a special study of ground covers and use of rocks.

The Japanese Garden of Mr. and Mrs. Howard Gore, 2615 Giddings St., was the third stop. The garden featured the four seasons of the year. The hostess explained the landscape design and its tradition, depicted by plantings and accessories. Of special interest were the lamps, gate, bridge, meditation bench, chimneys, and waterfall. The garden was lighted for night display, when shadows accent garden beauty: George A. Gunels was the landscape architect who designed and planted the garden.

A modern garden, the fourth stop, featured rocks, pebbles in colors, and huge pieces of weathered wood.

The flower show, the last stop, held especial interest for those members who are now planning their Christmas flower show.

During luncheon at the Silver Grill, Mrs. O. G. Hill Sr., chairman of the yearbook committee, passed out the new yearbooks and gave brief pointers on future club events.

At the October 5 meeting Mrs. Ray Carille will conduct a workshop on the making of holiday

candles.

Mrs. W. C. Hromas and Mrs. Ray Johnson arranged this pilgrimage attended by Mrs. S. S. Williams, club president, Mrs. R. L. Wilson, Mrs. Emmett Hale, Mrs. John N. Jacobson Jr., Mrs. J. V. Pickens, Mrs. Arthur Stoy, Mrs. Roy Calvert, and Mrs. O. G. Hill Sr.

Also Mrs. A. O. Thompson, Mrs. C. D. Kelton, Mrs. Sam Morgan, Mrs. Ray Carille, Mrs. A. L. Manjeot, Mrs. Hromas, and Mrs. Johnson.

Shower Honors Miss Jean Allen, Bride-Elect

Miss Norma Jean Allen, bride-elect of Jerry Dee Easton, was honored with a miscellaneous shower at the home of Mrs. Al Lee, 112 Ranger Drive, Thursday evening.

Guests were registered by Miss Deborah Lee and Mrs. Emmett Johnson. In the receiving line were Mrs. Lee, Mrs. E. W. Allen, mother of the bride-to-be, Miss Allen, and Mrs. Henry Easton, mother of the prospective bridegroom.

Hostesses were Mesdames, W. H. Garrett, Joe Pitts, W. P. Axe, Denzil Pulliam, Dale Young, Harvey Rowland, Ernest Flood, Irvin Reeves, Elmer Patterson, Mrs. Johnson, and Mrs. Lee.

Refreshments were served from a table covered with a cut-work linen cloth over blue and centered with an arrangement of white asters in a two-tiered crystal bowl flanked by blue candles in crystal holders. Miss Lee, Mrs. Young, and Mrs. Axe alternated at the punch bowl. Gifts were shown by other hostesses.

Signing the guest register Mrs. L. E. Fooks, Mrs. Bill Mitchell, Mrs. Alvin Smith, Mrs. Kenneth Maxwell, Mrs. Troy Benefield, Mrs. Wayne B. Stark, Mrs. Jack Beach, Mrs. Don Robinson, Mrs. Stan Knox, Mrs. Alton McLaughlin, Mrs. A. M. Hare, Mrs. J. B. Odom, Mrs.

followed, members enjoyed games of bridge.

Attending the dinner were Mrs. Irving Alexander, Mrs. Bruce Beene, Mrs. Alton Fraser, Mrs. Crump, Mrs. Roy Grubbs, Mrs. Earnest Langley, Mrs. D. C. McWhorter, Mrs. N. E. Milburn, Mrs. A. T. Mims, Mrs. Weslie Owen, and the hostesses, Mrs. Perrin, Mrs. Gault, Mrs. Gilbreath, and Mrs. McDowell.

"World Affairs" marks the next meeting of the club next Thursday evening.

Calliopian Club Begins Season At Social Event

A dinner in the home of Mrs. Ansel McDowell, 207 North Texas, opened the autumn season for Calliopian Club Thursday, Sept. 10.

Bouquets of summer flowers decorated Mrs. McDowell's home for this initial dinner, with buffet table and quartet tables centered with special arrangements of garden blooms.

The social committee served as co-hostesses: Mrs. McDowell, chairman, Mrs. Jesse Gilbreath, Mrs. Cameron Gault, and Mrs. Carl Perrin.

Mrs. C. J. Crump, president, conducted a short business meeting when Mrs. E. W. Dettman, yearbook committee chairman, introduced the new yearbooks and the miscellaneous program for the year, spanning a variety of interests, including travel in North America, art and music; and particular topics with guest speakers. A lively schedule of social events marks the club calendar for the forthcoming year.

During the social hour that



SHOWER REGISTRY — Mrs. Jean Allen, bride-elect of Jerry Easton, looks over the guest book at a shower given for her in the Al Lee Home Thursday. Standing near is Miss Deborah Lee, member of the house party, who presided at the guest registry. (Brand Staff Photo)

Maternity Dress

A Tissue Wool Crepe Dress—
A shaped empire bodice with tiny covered buttons, was designed for figure-flattery while you "wait" all wool in Royal Blue, Red 16.00

We also have a nice selection of Separates, Skirts, Tops & Slim Jims.

Harman's

Donovan-Galvani

Flare Red . . . Bright Royal . . . BLACK . . . smartest of all for Fall. Donovan-Galvani combines an exquisite zephyr knit wool pullover sweater, 10.99 with a slim worsted wool flannel saddle stitched skirt. A figure-glorifier without compare! Skirt 8 to 18 \$11.90

Harman's
WE GIVE SAN GREEN STAMPS

Donovan-Galvani

Diamonds are a girl's best friend... especially when they're knitted into a worsted wool pullover sweater, their color split with multicolor stripes. 34 to 40, 10.99 To top off perfectly fitted wool flannel ankle pants, fully lined. 5-17, 6-18, 14.99 The Campus Uniform, in taupe, red or teal.

BUFFET LUNCH
on Wednesdays
11:30 to 1:15
Choice of Meat
All You Can Eat
\$1.25
Raney's Restaurant
West Hwy. 60 We Never Close

★ SOLVE YOUR OUTDOOR LIGHTING PROBLEMS WITH A . . .

GUARD AREA LIGHT

It's like having your own private street light! Reddy installs, owns and maintains this modern 7,000 lumen mercury vapor light—even changes burned out bulbs and supplies the electricity. . . and all for a low rental of only \$4.00 per month. It's ideal for drive-ins, parking lots, feed lots, farm yards and other large area illuminations.

ON AT NIGHT AUTOMATICALLY ★
OFF BY DAY AUTOMATICALLY ★
SEE YOUR PUBLIC SERVICE MANAGER ★
OR ASK YOUR PUBLIC SERVICE NEIGHBOR ★

The ELECTRIC Company

Past Matrons Honor Grand Officers Here

Sixteen Panhandle towns sent representatives to the installation luncheon of Past Matrons Club, Order of Eastern Star, that drew five grand officers as honored guests. Joint hostesses for the event Monday in Masonic Hall were Hereford and Friona Past Matrons.

Attending Grand Officers of the Grand Chapter of Texas, Order of Eastern Star, were the honorees: Robbie Yates, Stratford, Grand Examiner, and Francis Austin, Plainview, Member of the Grievances and Appeals Committee; and especially honored: Sudie Beth Hancock, Amarillo, Member of the Board of Directors of Grand Chapter Benevolences, and Thelma Bairfield, Clarendon, Grand Representative of Alabama to Texas, and Nell Culpepper, Hereford, Deputy Grand Matron District II, Section 3.

Presiding was Dorothy Noland, Junior Past Matron of the hostess club, who introduced the visiting dignitaries and those of the Hereford-Friona Club, including Belle Hromas, President of West Texas Past Matrons and Past Patrons Association; Virginia Patton, Retiring President of the local Past Matrons Club; and Rosalie Worthan, Worthy Matron of Hereford Chapter No. 312, Order of Eastern Star.

Miller-Hinkle Set Oct. 3 Date

Announcement is made of the engagement and approaching marriage of Miss Lucy Beth Miller to Jerry D. Hinkle, Friona, October 3 is the date set for the 6 p.m. wedding to be solemnized in the First Baptist Church, Friona.

The prospective bridegroom is the son of Mrs. M. W. Adams, Amarillo, and of Clyde Hinkle, Floydada. Graduate of Friona High School, Hinkle was employed at Friona State Bank prior to his entering the U. S. Army. He is presently stationed at Fort Sill, Okla.

The bride-elect is the daughter of Mrs. Norman R. Miller, Friona and formerly of Dawn, and the late Mr. Miller. A graduate

of Hereford High School, the future bride has received her R.N. from Hendrick Memorial School of Nursing, Abilene.

The prospective bridegroom is the son of Mrs. M. W. Adams, Amarillo, and of Clyde Hinkle, Floydada. Graduate of Friona High School, Hinkle was employed at Friona State Bank prior to his entering the U. S. Army. He is presently stationed at Fort Sill, Okla.



Miss Lucy Beth Miller engaged to Jerry D. Hinkle (Brady Studio Photo)

Serving as installing officer for the new officers of the local club, Gladys Manjeot referred to music and flowers as universal languages. She named a different flower as peculiarly representative of each office as she inducted the new leaders.

Installed to serve the Hereford-Friona club were Juanita Hershey, president; Ethel Chitwood, Friona, vice-president; Catharine Moore, secretary; Johnnie Sanders, reporter; and Belle Hromas, treasurer.

For this occasion arrangements of roses decorated the rooms and luncheon table. Other tables were centered with table bouquets of smaller garden flowers. Opal Roberson was in charge of decorations.

A buffet salad luncheon was served to 53 Past Matrons were present from these towns in District II, Section 3: Amarillo, Dimmitt, Clarendon, Earth, Friona, Floydada, Happy, Lockney, Muleshoe, Olton, Petersburg, Plainview, Silverton, Stratford, and Vega.

An additional visitor was the guest of Grace Thomas, Mrs. Gracie Richardson, King's Manor, member of Bethany No. 56, Hobbs, N. M.

Next meeting of the Hereford-Friona Past Matrons Club will be in December.

Card Of Thanks

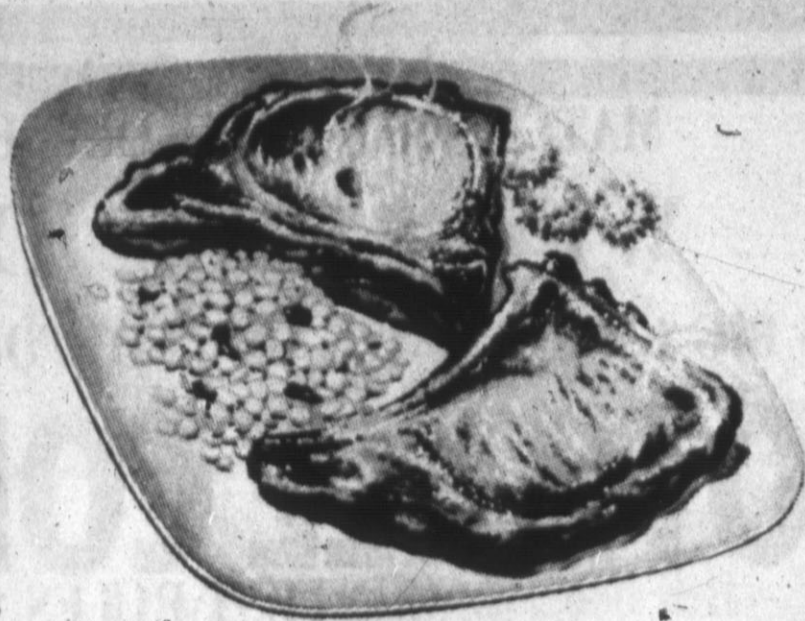
To doctors, nurses, friends, the community, we wish to express our deepest appreciation for every act and expression of assistance, kindness, and sympathy shown after the disaster that cost the life of our beloved husband and father, Don Steele. May God bless each one.

Mrs. Don Steele
Bill and Diane

When you are frying finely diced salt pork for use in a meat dish or a fish chowder, use moderate heat.

Burgers made from ground uncooked lamb will need to be cooked longer than burgers made from beef.

Note to new cooks: "parboil" means to immerse food in liquid (usually water) and partly cook.



PORK CHOPS

- RIB CENTER Lb. 59¢
- END CUTS Lb. 49¢
- Flavorwright Bacon 2 Lbs. 89¢
- Longhorn Cheese Lb. 49¢

FROZEN CREAM PIES

Morton's 25¢

GOLD MEDAL FLOUR

10 Lbs. 99¢

FACIAL TISSUE

Scotties 400 Ct. Box 4 FOR 89¢

EARLY HARVEST PEAS

Shurfine 303 Can 5 FOR \$1

ROXEY DOG FOOD

Tall Can 6 FOR 39¢

RED PLUM JAM

Bama 18 Oz. 29¢

Enchilada Dinners Patio Frozen 39¢

Bleach Clorox 1/2 Gal. 39¢

Coffee Shurfine Lb. 77¢

Canned Milk Shurfine 3 For 39¢

Crushed Pineapple Shurfine Flat Can 2 For 29¢

Chunk Style Tuna Shurfine Flat Can 4 For \$1

Salad Dressing Shurfine Qt. 39¢

Waxed Paper Waxtex Roll 25¢

Detergent Trend Reg. Size Boxes 2 For 39¢

Foil Reynolds 25' x 21" Roll 29¢

Ice Cream Borden's Glacier Club 1/2 Gal. 59¢

Dr. Pepper Reg. Size Plus Deposit 39¢

Shortening Shurfine 3 Lbs. 59¢

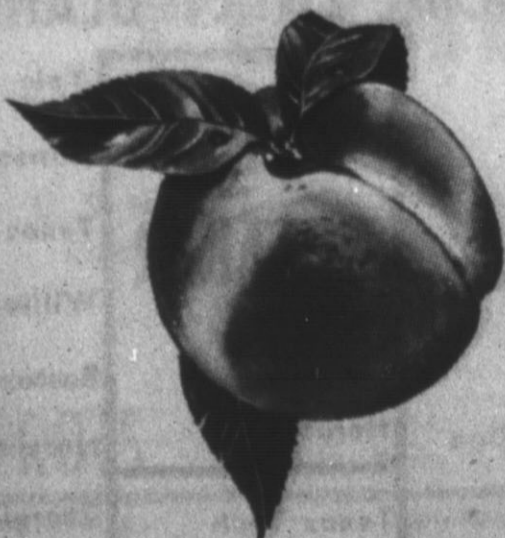
Oleo Parkay 1 Lb. 25¢

Peaches Shurfine - Yellow Cling 2 1/2 Can 25¢

Cookies Vista Pack Creams 2 Full Lbs. 49¢

Shurfresh Crackers

Lb. 21¢



PEACHES

Lb. 10¢

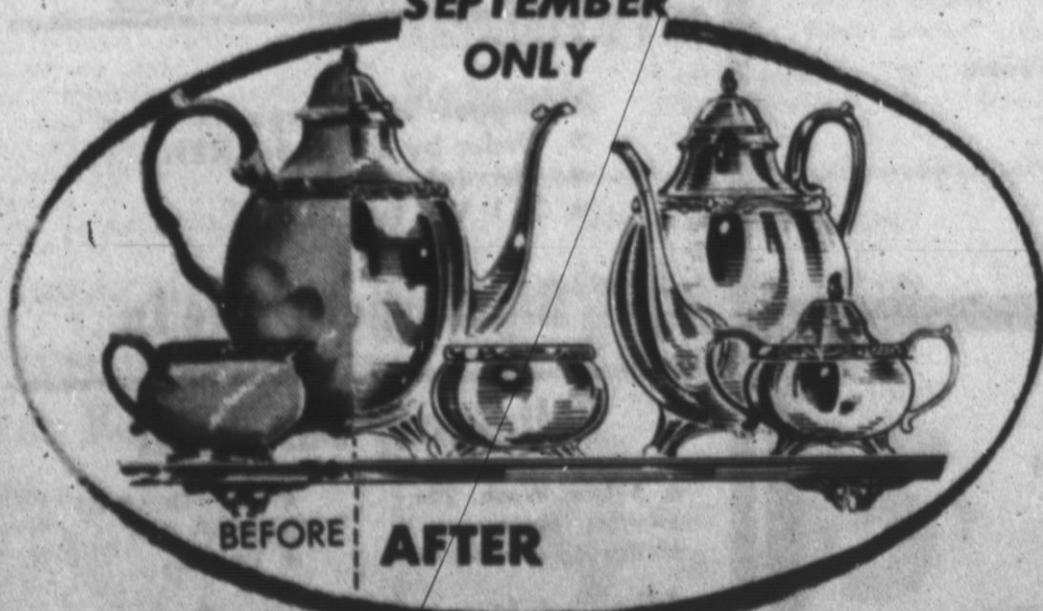
Yellow Onions Lb. 7¢

Cabbage Lb. 7¢

Lemons 2 Lbs. 29¢

Restore your silver to its original beauty during COWAN'S SILVER REPLATING SALE

SEPTEMBER ONLY



Take your precious worn silverware and heirlooms out of hiding and have them QUADRUPLE SILVERPLATED by skilled silversmiths at great savings during this Replating Sale. Since pure silver has increased over 33% in price, it is all the more reason to take advantage of these low, low replating prices.

| ARTICLE | REPLATING SALE PRICES |
|------------------------|-----------------------|
| Cream pitchers | \$ 9.95 |
| Sugar bowls | 10.95 |
| Waste bowls | 10.95 |
| Tea, coffee pots, each | 17.95 |
| Water pitchers | 17.95 |
| Trays (per sq. inch) | .10 |

END SILVER POLISHING

with Union Carbide's New Invicta Finish

- Prevents tarnish and stains for years
- Washable, even in dishwashers
- Restores to finest silver
- Won't peel, chip or discolor

Union Carbide's new INVICTA Finish is the only factory applied finish that keeps fine silver lustrous from tarnishing for years... even while in constant use. Bring your holloware in today for free estimate without obligation.

Prices for INVICTA finish are additional to silverplating prices quoted.

EXPERT REPAIR SERVICES AVAILABLE

- DENTS REMOVED... ITEMS STRAIGHTENED
- BROKEN HANDLES, LEGS, KNOBS, REPAIRED & REPLACED
- MISSING PARTS & INSULATORS REPAIRED AND REPLACED
- NEW COILS, BRUSHES, MIRRORS, THERMO'S FILLERS, KNIFE BLADES FURNISHED
- GOLD, COPPER PLATING
- STERLING AND PATTERN EXPERTLY POLISHED

LIMITED TIME ONLY... Bring Silver in TODAY!

COWAN JEWELRY

217 N. Main EM 4-2821

TAYLOR & SONS FOODS

LOW LOW EVERYDAY SHELF PRICES PLUS S & H GREEN STAMPS

YOUR HOME TOWN BOYS

CASH AND SAVE

OFFICE SUPPLIES
The Ink Spot
 PRINTING AND OFFICE SUPPLIES
 144 W. 4th EM 4-0430
 Television Headquarters in Hereford
 SERVICE ON ALL MAKES MOTOROLA SALES - SERVICE
 EM 4-1302
S & R Appliance

Patterson Chemical Co.
 Anhydrous Ammonia-Dry Liquid Fertilizers
 2-WAY RADIO EQUIPPED
 385 South EM 4-0566

Kerr Mobil Service

 143 E. 1st EM 4-9028

Surplus City Discount
 Where everything in the store is discount priced everyday. Not just a few advertised specials.
 110 Park Ave.

Continental Oil Company

 208 S. Main BENNY WOMBLE EM 4-0862

FIGHT, TEAM!
HEREFORD BAKERY
 Debs and Mildred
 519 Park Ave. EM 4-0177

Raney's Restaurant
 "FOR FINE FOOD"
 STOP IN AFTER THE GAME
Open 24 Hours
 Hwy 60' West EM 4-1775

El Sombrero
 "HOME OF FINE MEXICAN FOOD"
 Private Dining Room For Parties
GO TEAM — ALL THE WAY
 230 E. 3rd Hereford

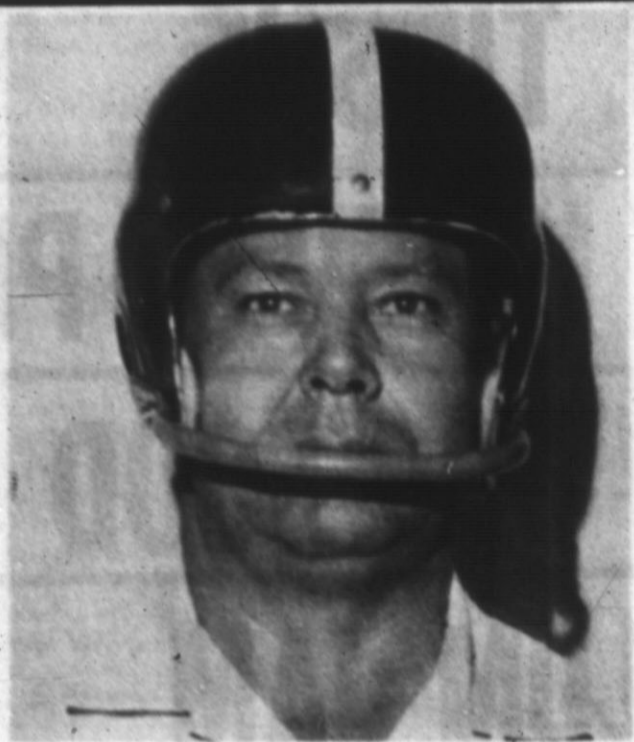
BEEFMASTER
 LIQUID FEED
BEEFMASTER LIVESTOCK Supply Co.
 205 So. 25 Mile Ave. EM 4-1304
 847 E. 1st EM 4-3448

C & W TILE TOPS
 CERAMIC CABINET TOPS FLOOR COVERING
 HEREFORD

CUSTOM JANITORIAL SERVICE
 EM 4-3165
 * Expert Work
 * Modern Equipment
 * All Work Guaranteed
 * Service on Small
Superior Janitorial Service

MATCH WITS WITH OUR EXPERTS
WIN \$12.50 CASH
PLUS BIG GRAND PRIZE OF 4 COTTON BOWL TICKETS!
FOOTBALL CONTEST
CONTEST RULES

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



James M. Boyd
 Hereford at ~~Littlefield~~
 Texas at ~~Texas Tech~~
 Arizona State at WTSU
 Southern California at ~~OU~~
 Iowa State at ~~Oklahoma St.~~
 Michigan State at ~~North Carolina~~
 Notre Dame at Wisconsin
 SMU at ~~Ohio State~~
~~Edinboro St.~~ at Slippery Rock
~~Citadel~~ at West Virginia
 Yale at ~~Connecticut~~
~~Kansas~~ at Syracuse
~~Texas A&M~~ at Houston
 William & Mary at ~~Navy~~
~~Boston College~~ at Army
 Norwich at ~~Bates~~
 Georgia at ~~Vanderbilt~~
~~Mass.~~ at Harvard
 Brigham Young at ~~Arizona~~
 Arkansas at ~~Tulsa~~



Bobby Duncan
 Hereford at ~~Littlefield~~
 Texas at ~~Texas Tech~~
 Arizona State at WTSU
 Southern California at ~~OU~~
 Iowa State at ~~Oklahoma St.~~
 Michigan State at ~~North Carolina~~
 Notre Dame at Wisconsin
 SMU at ~~Ohio State~~
~~Edinboro St.~~ at Slippery Rock
~~Citadel~~ at West Virginia
 Yale at ~~Connecticut~~
 Kansas at ~~Syracuse~~
~~Texas A&M~~ at Houston
 William & Mary at Navy
 Boston College at Army
 Norwich at ~~Bates~~
 Georgia at ~~Vanderbilt~~
~~Mass.~~ at Harvard
 Brigham Young at ~~Arizona~~
 Arkansas at ~~Tulsa~~

FIRST WEEKS WINNERS OF THE FOOTBALL CONTEST
 1st Place Fred Albracht
 2nd Place Joan Hopper
 3rd Place James McDowell

OFFICIAL ENTRY BLANK


| | | |
|----------------------------------|--------------------|--------------------------|
| Hereford at Littlefield | TIE BREAKER | Yale at Connecticut |
| Texas at Texas Tech | | Kansas at Syracuse |
| Arizona State at WTSU | | Texas A&M at Houston |
| Southern California at OU | | William & Mary at Navy |
| Iowa State at Oklahoma St. | | Boston College at Army |
| Michigan State at North Carolina | | Norwich at Bates |
| Notre Dame at Wisconsin | | Georgia at Vanderbilt |
| SMU at Ohio State | | Mass. at Harvard |
| Edinboro St. at Slippery Rock | | Brigham Young at Arizona |
| Citadel at West Virginia | | Arkansas at Tulsa |

Name _____
 Address _____

PROFESSIONAL PHARMACIST
 "FOUNTAIN DRINKS"
CITY DRUG STORE
 Nights EM 4-0348
 Quality Drugs Sick Room Supplies Sundries
 327 N. Main EM 4-1044

4# Sausage & 3 Doz. Eggs \$1.98
 1/2 Grain Fed Beef lb. 45c 10 Lbs. Steak
 Chuck lb. 45c 6 Lbs. HB
 H'made Sausage lb. 59c 7 Lbs. Roast
 2 Lbs. Fryers 14.95
 1003 Park Ave. EM 4-9076

Witts Choice Meats
May Dept. Store
 For Quality & Brand Names
 208 N. Main
May Varsity

HAYS IMPLEMENT
 South 385 Hi-Way
 HEREFORD, TEXAS


RED BARN
 FERTILIZERS - CHEMICALS
 RED BARN CHEMICALS, INC.
 LARRY KAUL SALES REPRESENTATIVE
 DEAF SMITH COUNTY GIN
 HEREFORD, TEXAS
 PHONE EM 4-3886

James M. Boyd
HUMBLE WHOLESALE

Special Agent
Ronnie Riley
 Buy the Best—Why Settle For Less
 EM 4-1070 120 N. 25 Mile Ave.
Farm Bureau INSURANCE


EAST SIDE "66" SERVICE STA.

 WASH - GREASE MINOR REPAIR JOBS ANTI-FREEZE
 ROCK STEWART - DEALER
ROCK STEWART - OWNER

* Biggest Hamburger in Town
 * Order by CB Radio KEH2119
 * EM 4-3252
 * 711 W. 1st

Big Burger Drive In
Soft Spray Car Wash
 * 5 Min. Wash. 25c * Coin Operated
 * Wash Motors * Wash Cars
 * Vacuum For Inside * Chamol
25c * New All Weather Drying Shed — Winter & Summer Proof
 107 Ave. A Open Till 10:30 p.m.

Paul's Gulf Service
 Formerly HALES GULF SERVICE
 * Brake Service * Wheel Balancing
 * Minor Auto Repair
Pickup & Delivery Road Service
 EM 4-0010 830 S. 25 Mile Ave.

COWAN JEWELRY
 FOR BETTER DIAMOND BUYS

 217 N. MAIN



J. W. "Lefty" Thomas to fill Panhandle Post

Ag Agent Will Transfer To Carson County

J.W. "Lefty" Thomas, County Agricultural Agent here for the past seven years, will become the Carson County Agricultural Agent, effective October 16, 1964. The announcement was made by the Deaf Smith County Commissioners' Court and District Agent W. W. Grisham, Jr., of the Texas Agricultural Extension Service.

County Extension personnel, they explained, are joint employees of the county, state and federal governments and are supervised by the district Extension agents.

Thomas is a graduate of Texas A & M University, with a B. S. degree in Agricultural Education, and has been an employee of the Texas Agriculture Extension Service since 1943. He served as Assistant County Agricultural Agent and County Agricultural Agent in Collingsworth County before coming to Hereford in 1958. He replaced Hugh Clearman, who resigned at that time to enter private business.

A replacement for Thomas will be decided upon in the near future, and a joint announcement will be made by the Deaf Smith County Commissioners' Court and the District Agent, W. W. Grisham, Jr., when a decision has been reached.

Commissioners, Judges To Hold Area Meeting

The County Judges and Commissioners Association of the Panhandle of Texas will hold its regular meeting Tuesday at 10 a.m. in the Herring Hotel, Amarillo, Texas.

Attending the meeting from Hereford will be County Judge H. C. (Frank) Williams; Commissioners Charley Sowell, Precinct 1; Marcus Latham, Precinct 2; J. T. Guinn, Precinct 3 and Donald Hicks, Precinct 4.

The judges and commissioners of the area discuss the problems and programs pertaining to this area, and their respective counties. The Panhandle meeting precedes the meeting of the County Judges and Commissioners Association of Texas in Corpus Christi, October 4-5, 1964. Lunch will be served to the group.

Cooperatives Present Dinner For Banquet

Deaf Smith County Electric Cooperative Inc. was among the 11 electric cooperatives sponsoring the banquet at the 4th Area Young Farmers and Young Homemakers Convention Sept. 12 here.

Nearly 500 Young Farmers and their wives and guests of the organizations attended the dinner in the Hereford High School Cafeteria. The cooperatives were well represented. Attending from here were Mr. and Mrs. Leo Forrest, Mr. and Mrs. Sam Morgan and Ray Simpson.

Chosen as the Outstanding Young Farmer was Oscar Lonnie Brownlow of Abernathy and receiving the Little Sister Award from the Young Homemakers was Lynn Bourland, 17, daughter of Mr. and Mrs. Fred Bourland of Clarendon.

Alabama's football team has 21 lettermen.

Penn State has 16 football lettermen back this fall.

Mississippi's football team this fall includes 25 lettermen. Eighteen are linemen.

Jim Miller is in his third season as Boston College football coach.



FREE

ONE CITATION STAINLESS SOUP SPOON

With The Purchase of \$5.00 or More and Coupon 4-A From Your Coupon Booklet. Redeem Coupons 4B, 4C & 4D Today

Lower Your Total Food Bill -- Shop Safeway

SAFEWAY

DOUBLE GUNN BROS. STAMPS

With \$2.50 Purchase or More

Salad Dressing
Shortening
Soft Drinks

Piedmont Low Price

Qt. Jar **29¢**

Velkay Vegetable

3 Lb. Can **59¢**

Cragmont Assorted Flavors

2 Qt. Btls. **25¢**

Breakfast Gen'l Grade 'A'

MEDIUM EGGS

Dozen **39¢**

SHOP THESE SPECIAL LOW PRICES AT SAFEWAY



Chuck Roast



U. S. Government Graded U. S. Choice Beef Blade Cuts

Lb. **49¢**

Frozen Steaks Blue Morrow 12 Oz. Pkg. Ea. **59¢**
Sliced Bacon Safeway Armour Star Lb. **59¢**

U.S.D.A. Choice Mature Beef Tender Steak

Lb. **55¢**

U.S.D.A. Choice Mature Beef Juicy, Tender

Lb. **89¢**

Manor House Grade 'A' 10 to 14 Lb. Avg.

Lb. **39¢**

Skinless Franks Sterling Brand Flavor Sealed Lb. **49¢**
Velveeta Kraft's Famous Cheese Spread 2 Lb. Box **89¢**

Coldbrook **OLEO** 2 1 Lb. Pkgs. **25¢**

SUGAR

Holly Beet Sugar **5 Lb. Bag 49¢**

FLOUR

Kitchen Craft Enriched White Flour **10 Lb. Bag 89¢**

CORN

Highway Golden Whole Kernel Golden Corn **2 12 Oz. Cans 25¢**

MILK

Lucerne Canned Milk **2 Tall Cans 25¢**

BISCUITS

Mrs. Wrights Buttermilk or Sweetmilk **4 8 Oz. Cans 29¢**

MIX 'EM or MATCH 'EM

Bel-air Premium Quality Frozen Foods

- 10 Oz. Green Peas
- 10 Oz. Yellow Squash
- 10 Oz. Chopped Broccoli
- 12 Oz. Chopped or Leaf Spinach
- 9 Oz. French Fries

5 Pkgs. \$1

Northern Bathroom

TISSUE
4 Roll Pkg. **35¢**

Ken-L-Ration

Dog Food
2 1-Lb. Cans **29¢**

Morton Salt 2 26 Oz. Boxes **27¢**

Safeway Fruits & Vegetables . . . Always Fresh

POTATOES

U. S. No. 1 Russets

10-Lb. Bag

49¢

CARROTS

U.S. No. 1 Clip Top Young & Tender

2 Lb. Bag **23¢**

California Pascal Celery

Lb. **15¢**

New Crop Arizona Yams

Lb. **15¢**

Colorado Yellow Onions

2 Lb. **15¢**

BAKERITE

Vegetable Shortening 3 Lb. Can **63¢**

Facial Tissue Truly Fine 5 Boxes For **\$1**

Waldorf Tissue 4 Roll Pkg. **39¢**

Zee Paper Towels 180 Ct. **29¢**

White Magic Detergent 50 Ct. Box **59¢**

Baggie Food Wrap 25 Ct. Pkg. **39¢**

Libby Tomato Juice 46 Oz. Can **33¢**

Ireland Chili No. 2 Can **65¢**

Facial Tissue Northern 300 Ct. Box **21¢**

Gala Paper Towels Ea. **39¢**

Prell Shampoo Concentrate Tube Lrg. **89¢**

Crest Toothpaste Ex. Lrg. Tube **69¢**

These Prices Good in Hereford Thru Wed. Sept. 23rd



Flagpole Ceremony Set For Tuesday

Pioneer Study Club will dedicate the flagpole in Mothers' Park, North Main and Park Avenue, in special ceremonies Tuesday at 2:30 p.m. The public is cordially invited to attend this dedication, which will include the presentation of a special United States flag to the city.

Mrs. Ralph McCullough, project chairman of the club, will be in charge of the program.

The order of the ceremony follows:

Invocation... The Rev. Eugene Brink.

Dedication Address... Mayor Ray Cowert.

Presentation of United States Flag to City of Hereford and surrounding territory... Mrs. I. H. Lookingbill Sr.

Raising of the Flag... Boy Scouts Troop 52, under direction of Scoutmaster Frank Ford. This troop will have charge of daily raising of the

colors during this year. Star Spangled Banner... White-face Band, directed by Ben Gollehon. Pledge of Allegiance to the Flag... Mrs. Henry Hastings. America the Beautiful... Ben Gollehon, soloist, accompanied by the White-face band.

The flag to be presented to the city at these ceremonies has flown over the Capitol of the United States and was sent with a certificate from Senator Yarborough to the club.

Mothers' Park is the property of Pioneer Study Club, the park having been deeded to the club by the owner in 1909.

The club will have its opening meeting of the season at salad luncheon in Community Center preceding the dedication service. Hostesses will be Mrs. A. G. Bell, Mrs. Frank Ball, and Mrs. Ted Paniera.

In case of inclement weather,



COFFEE HONORS BOB PRICE — Bob Price, Republican candidate for Congress, was honored with a coffee Tuesday in the home of Mrs. Frank Ford, 305 Stadium Drive. He is shown here with the hostesses, Frances Dillier, Margie Ford, Louise Wagner, Price, and Almona Holl. Not shown are Nora Gillis and Eloise McDougall. (Brand Staff Photo)

ward Hunter, Tommy Sparkman, Win Axe, Kenneth DeHart, Lynn Bob Viegel, David Brumley, Ed Boomer and guest Pete Plank.



He's nobody 'til somebody shoves him!



'BOTANY' 500 TAILORED BY DAROFF

That great, big, dominant male of yours is really a babe in the woods when it comes to selecting his own clothing. Remember... fashion is to man a thing apart, 'tis woman's whole existence. Help him see himself through your eyes. Give him a vigorous shove in the right selection. So come in today and help him pick his total wardrobe from our variety of 'Botany' 500 models, tailored with the dedicated Daroff Personal Touch: The Natural Gentleman, The Classic or Forward Fashion. We look forward to seeing you.

Sanitized* for Hygienic Freshness.
Suits 75.00 • Custom Royal 85.00
Sport Coats 39.95 • Slacks 18.95

Harman's

Fat pants never won fair maid.

J&F



Today's Watchword

Don't let just Anyone monkey with your watch!

BRING YOUR WATCH TO A SPECIALIST FOR REPAIRS

FREE inspection! Get our estimate!

Your Watch Hospital
Cowan Jewelry
217 Main

They're a sign that you're dressing like an old man. And if you dress like that what's to keep a girl from thinking you think like that? So next time you buy a suit... either check all the small details or just make sure it's a J&F. Our suits carry a date. Like cars. You can buy the 1965 models now. And even if you don't like them... at least you'll know what everyone else will be wearing.

J&F Dateline 1965* Suits: from \$59.95

WE GIVE S & H GREEN STAMPS

Harman's

Delta Kappa Gamma Sets New Program

the dedication will be held in the Community Center.

If you find it convenient to keep seasoned flour on hand, stir together thoroughly 1 cup flour, 2 teaspoons salt and 1/4 teaspoon pepper in a small jar. Cover tightly. This mixture is fine for use with meats, poultry and fish.

At a luncheon-workshop meeting Delta Xi Chapter of Delta

Kappa Gamma (International Society for Women Teachers) began their new year's work Saturday, Sept. 12, in the Fellowship Hall of First Methodist Church.

Women teachers from the chapter area, comprising Castro, Parmer, and Deaf Smith Counties, participated in the realignment of numerous organizational committees. Reassignments and pointers on future plans and duties were directed by Miss Hazel Merritt, Dimmitt, chapter president.

In the program that followed, members heard Mrs. Leta Kaul explain the etiquette of wearing the Delta Kappa Gamma pin; Mrs. Eleanor Hudspeth outline the different types of membership Delta Gamma has and the requirements of each; and Miss Lucille Park give an overview of the organization's conventions, state and regional. As a delegate to the '64 state convention, Miss Park pointed out aspects of international, state, and regional programs and purposes that make the conventions necessary and move the organization forward. She gave thumbnail sketches of key personalities of Delta Kappa Gamma at international, state, and local levels.

On display during the afternoon was the chapter scrapbook of publicity reports and related materials which Miss Park, chairman, and the committee on Publications and Publicity had compiled for 1963-64. It won for the chapter a rating of "Superior" at the annual convention in Dallas.

Assisting Miss Park on this committee were Mrs. Hattie Belling, Farwell; Miss Bea Hawkins, Dimmitt; and Miss Pearl McClain, Friona.

At this first-of-autumn reunion, members answered roll call with highlights of their vacation experiences and summer endeavors or travel.

Announcement was made that the annual High Plains Regional meeting of Delta Kappa Gamma would be held in Amarillo Oct. 10 in Tascosa High School. The all-day session begins at 9 a.m. with luncheon to be served in the cafeteria. Reservations are to be made by Oct. 7 with Mrs. Betty Patton, 1310 Van Buren, Amarillo.

For this first luncheon-workshop, Hereford members of Delta Xi Chapter were hostesses,

with Mrs. H. V. Crawford and Miss Erma Walker serving as co-chairmen.

Hereford members present included Mrs. Opal Bookout, Mrs. Caudie Ola Brown, Mrs. Alice Christman, Mrs. Eleanor Hudspeth, Mrs. Kaul, Mrs. W. T. Legg, Mrs. C. A. Morris, Mrs. J. D. Neill, Mrs. Sam Ratcliff, Mrs. Kent Snare, Miss Park, Miss Della Stagner, Mrs. V. P. Walker, Mrs. Fred Welch, Mrs. Charles Bell, Mrs. L. C. Thomas, Mrs. Crawford, and Miss Walker.

Next regular meeting of Delta Xi Chapter will be a 9:00 a.m. coffee in Friona Oct. 3 with Miss Pearl McClain and Mrs. Ethel Benger serving as co-hostesses.

Faust Collier Speaks To YF On Wheat Signup

Faust Collier, local Soil Conservation Service agent, spoke to the Hereford Young Farmers Tuesday evening on the 1964-65 Wheat Program and gave pointers to the farmers on which program to follow in the annual sign-up.

The meeting was held Tuesday evening in the Hereford Community Center, with Advisors Jess Robinson and David Nicholson present.

President George Zetsche presided at the meeting. Members present were Raymond Gerk, Lamar Price, Tony Urbancziuk, Clark Andrews, Bob Hicks, Layton Sawyer, Ho-

Harman's

PRESENTS THE NEW RESISTOL "Self-Conforming" Hat FOR FALL



The MARK III by RESISTOL "Self-Conforming" hats

Everybody wants to look inside to see what brand it is when they handle a "Kitten Finish" Resistol. It's that luxurious texture and feel that arouses their curiosity. There's nothing else like it in men's hats — and when you're wearing the correct Resistol style in Kitten Finish — you'll have it made.

\$16.95



ABOVE— One of the most flattering Resistol styles of the season is the Explorer. Slim silhouette with narrower brim gives you a smart authoritative appearance. In a variety of colors... all "Self-Conforming" comfortable with Resistol's exclusive construction. \$9.95



Right: The San Antonio— Resistol's famed staple style that's at home anywhere. In a variety of colors and brim dimensions. \$12.95 to \$40



THE PLAINS OUR MOST POPULAR WESTERN STYLE 3" brim \$12.50 3 1/4" brim \$15.00



THE LAWTON— STILL OUR POPULAR DRESS STYLE \$12.95 In All New Fall Colors

WE GIVE S & H GREEN STAMPS

Harman's

BLONDIE

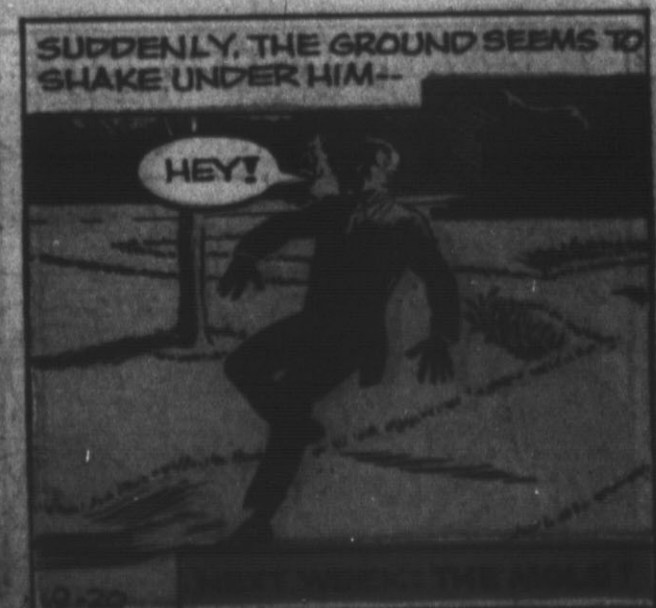
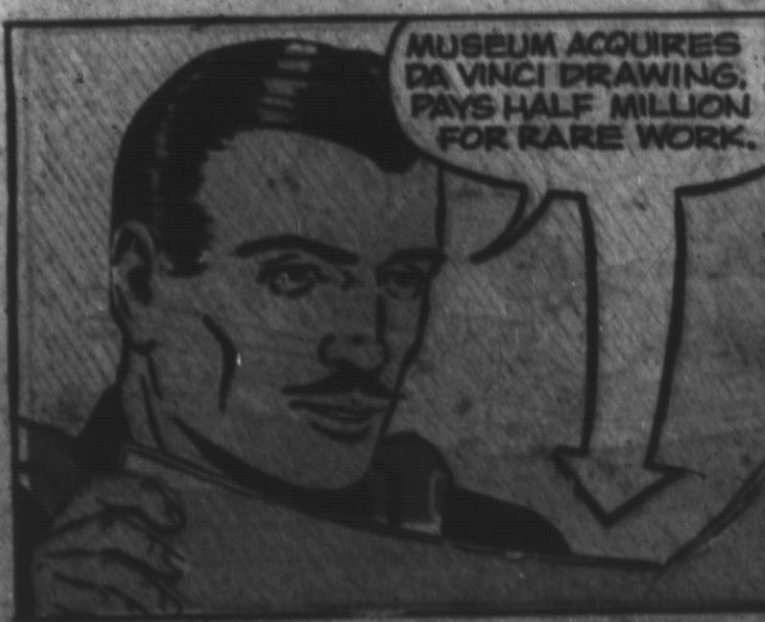
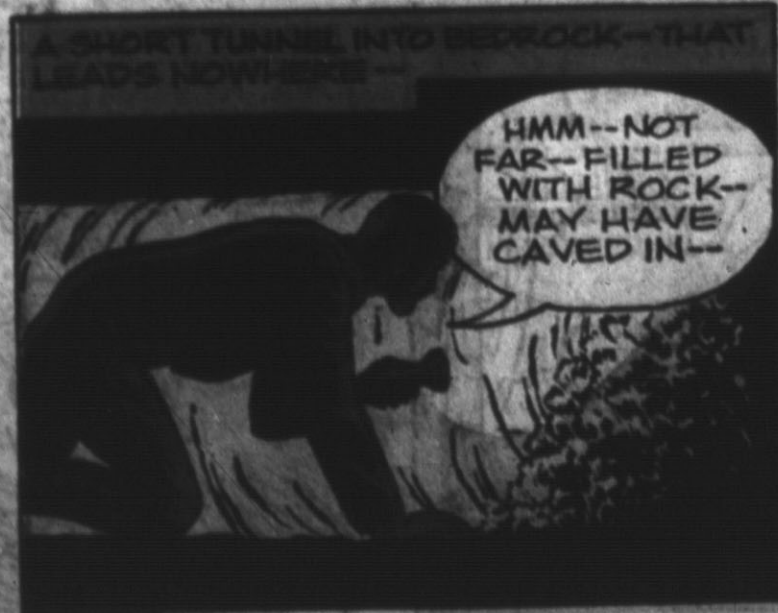
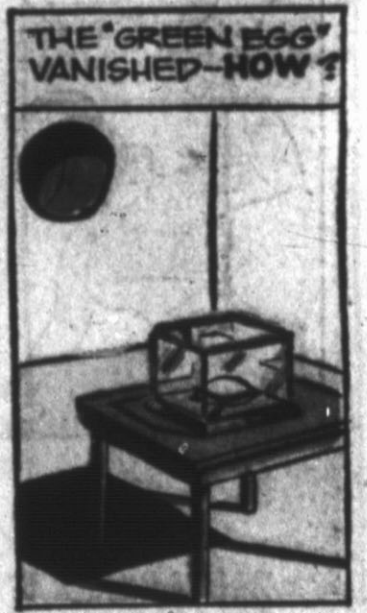
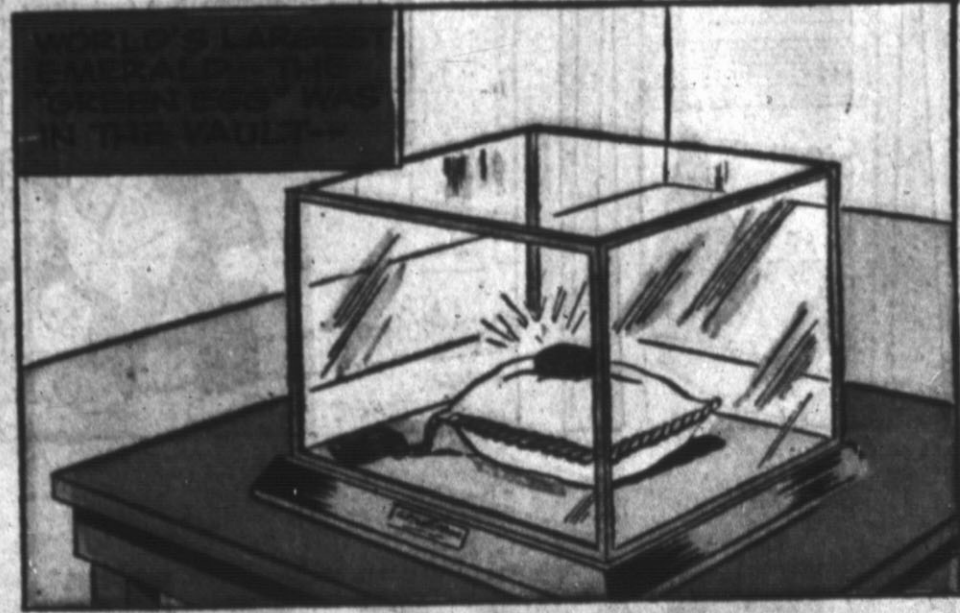
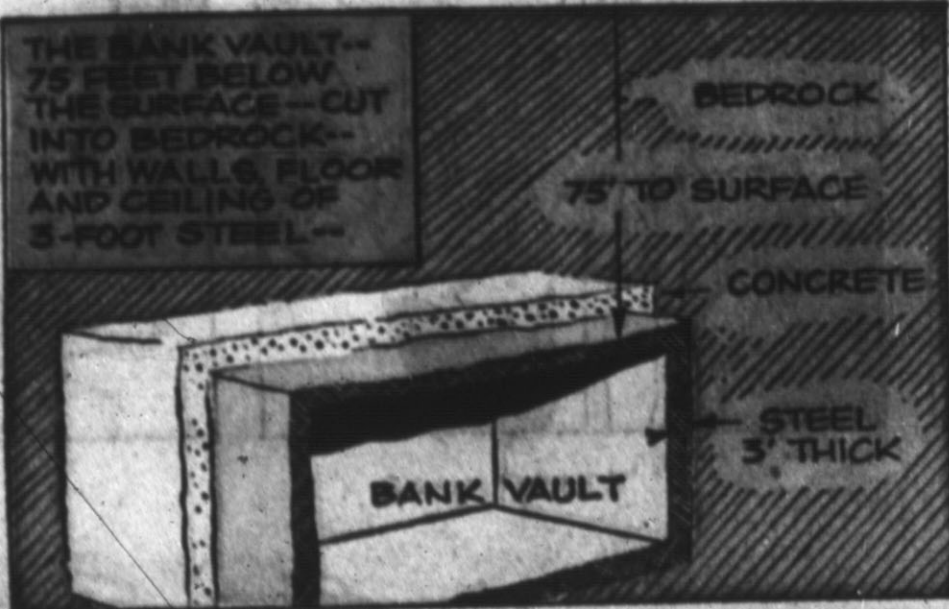
CHIC YOUNG
by YOUNG



DRAKE



BY LEE FALK & PHIL DAVIS



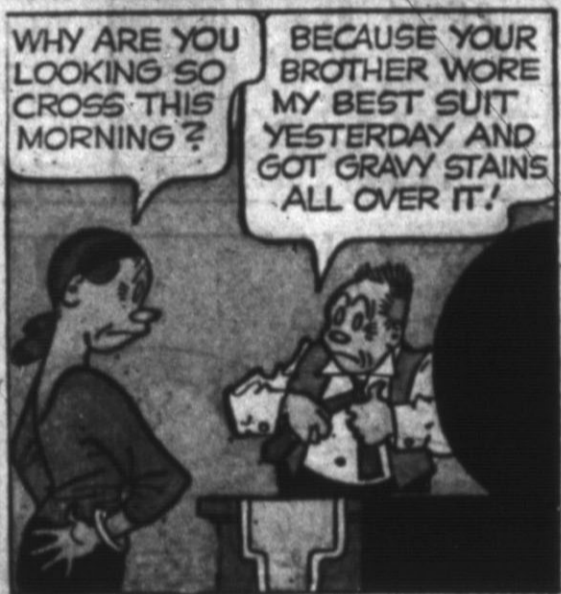
The PHANTOM

By Lee Falk



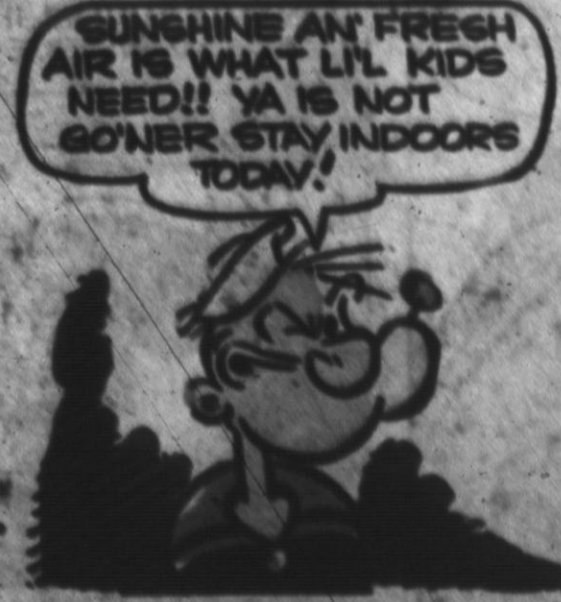
BRINGING UP FATHER

by BILL KAVANAGH & FRANK FLETCHER



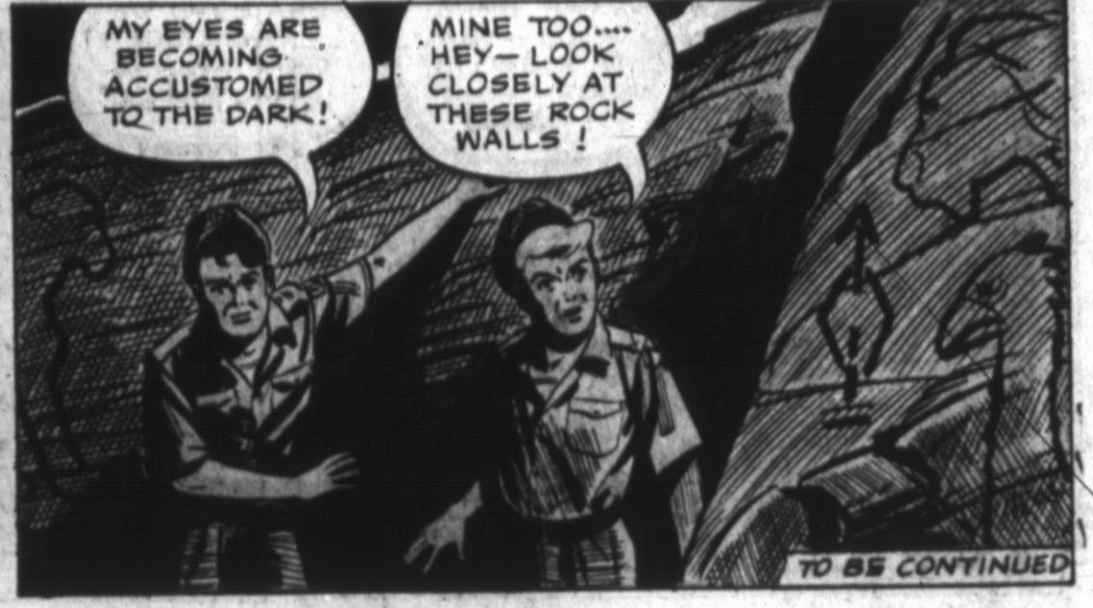
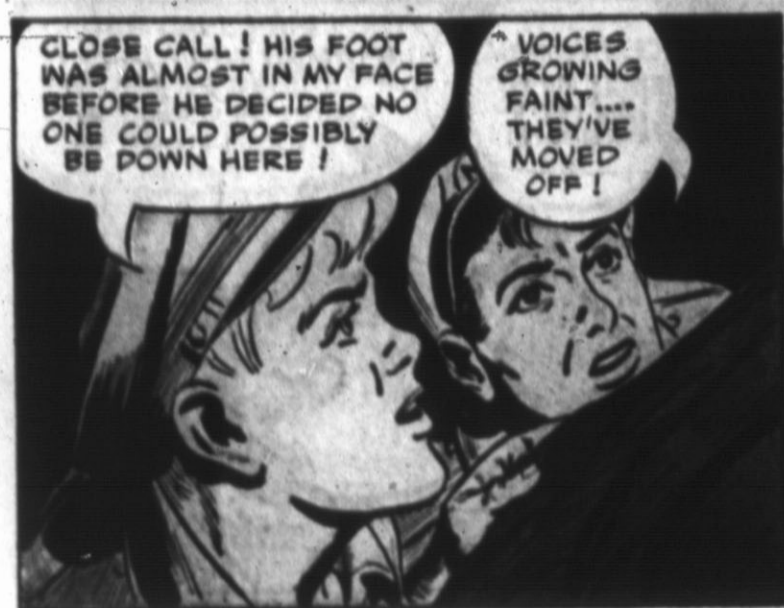
THIMBLE THEATRE starring POPEYE

by BUD SAGENDORF



TIM TYLER'S LUCK

by Lyman Young and Tom Massey



GRANDMA

by Chas. Kuhn

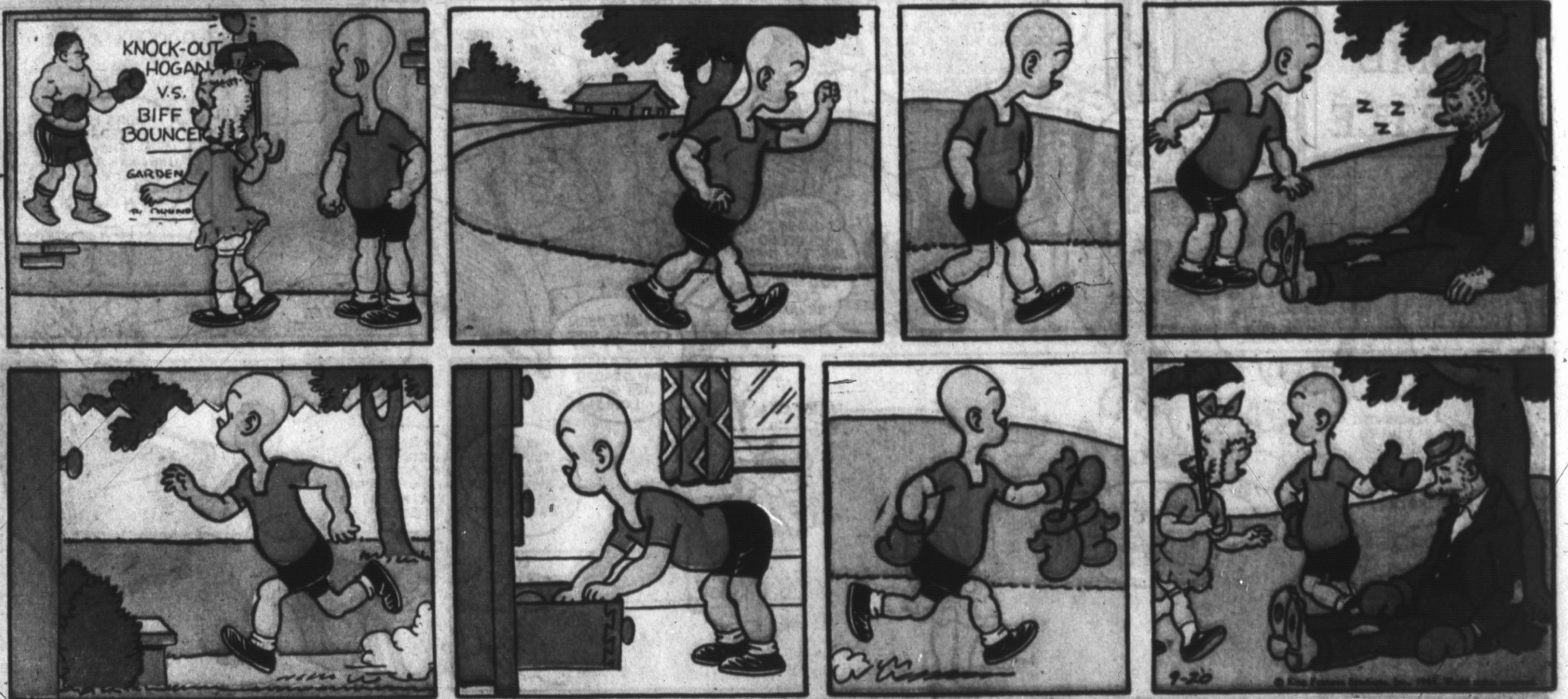


BUZ SAWYER Featuring His Pal Rosco Sweeney by ROY CRANE



HENRY

by CARL ANDERSON



The KATZENJAMMER KIDS

by JOE MUSIAL



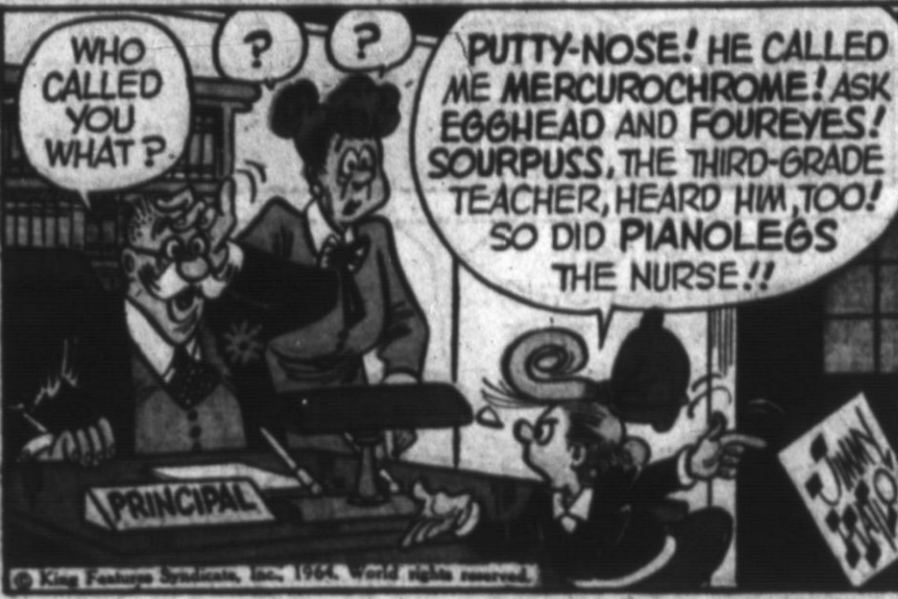
beetle bailey by mort walker



FLASH GORDON by MacRassy

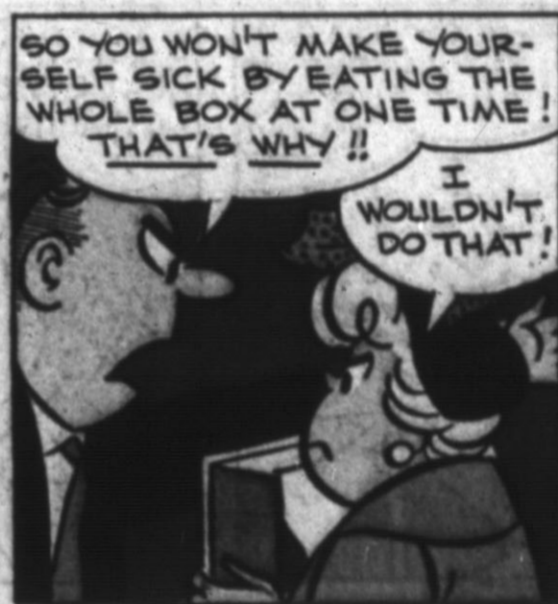


LITTLE IODINE by JIMMY HATLO



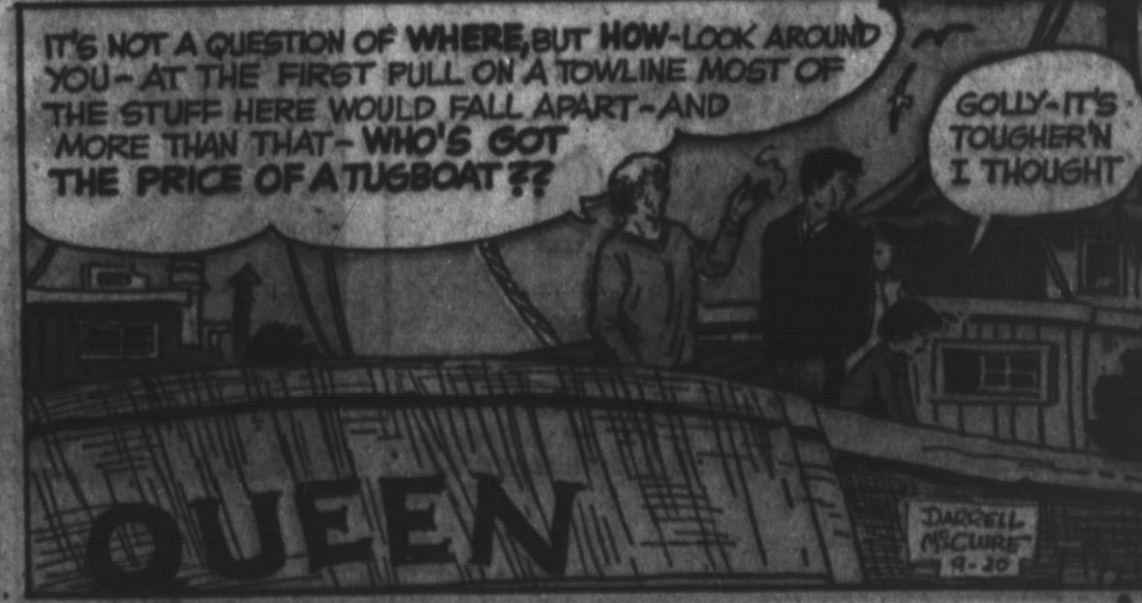
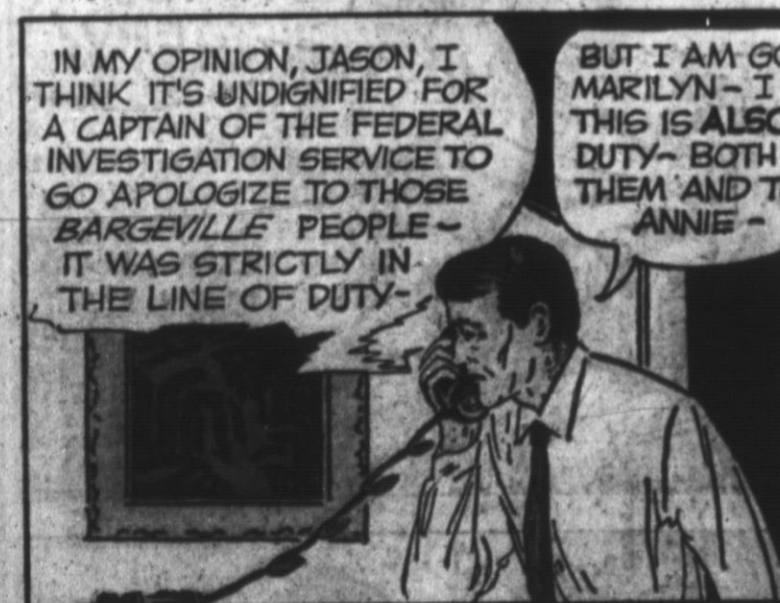
The Little Woman

by DON TORBIN



LITTLE ANNIE ROONEY

By DARRELL McCLURE

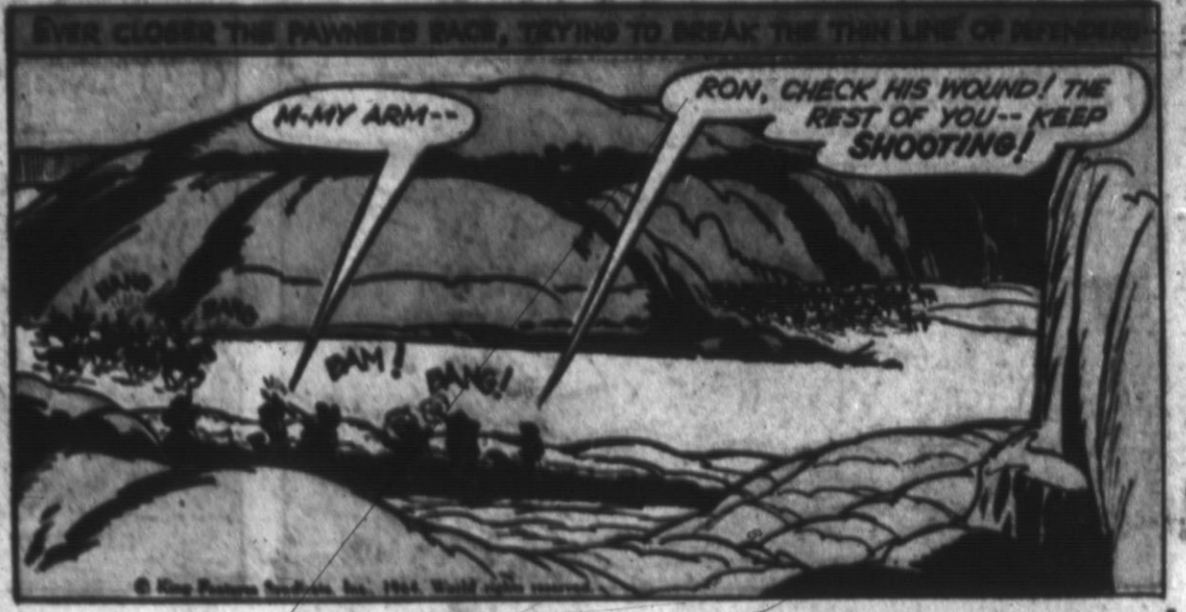
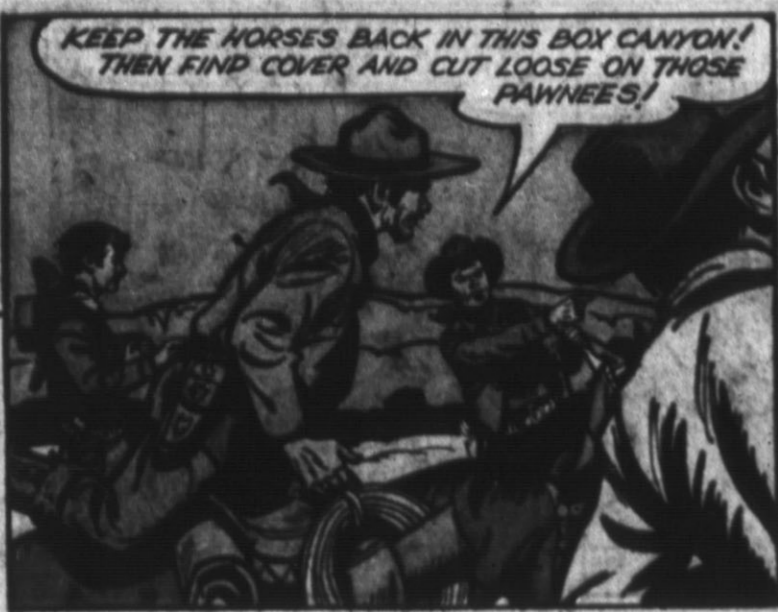


QUEEN

DARRELL McCLURE
9-20

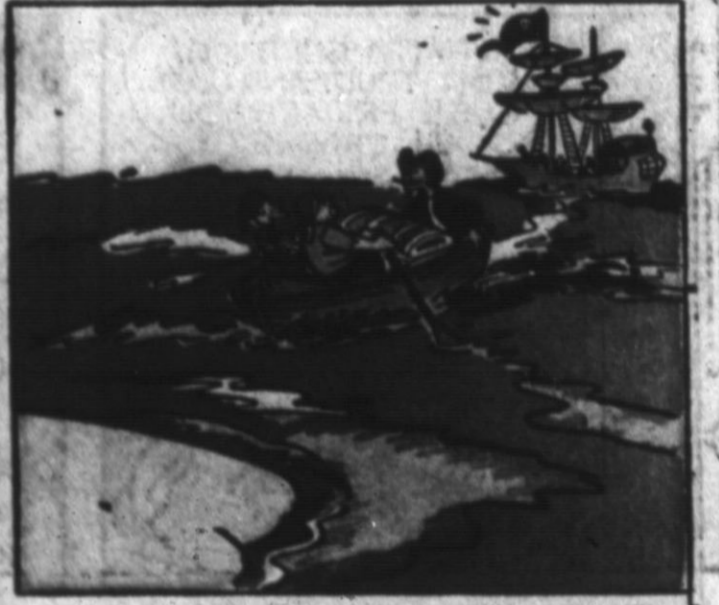
The LONE RANGER

by Charles Flanders and Paul S. Newman



DONALD DUCK

by WALT DISNEY



MICKEY MOUSE

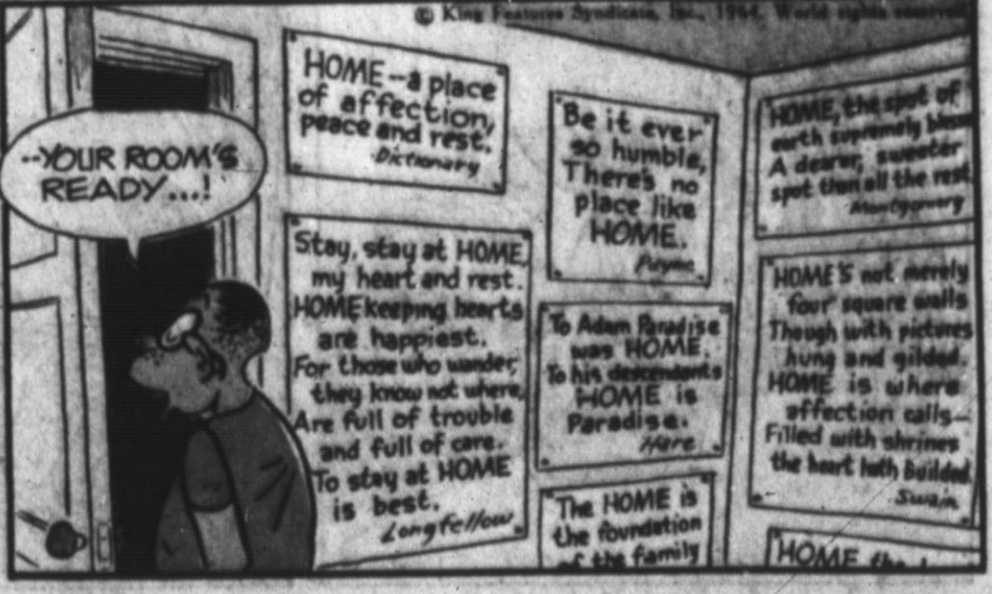
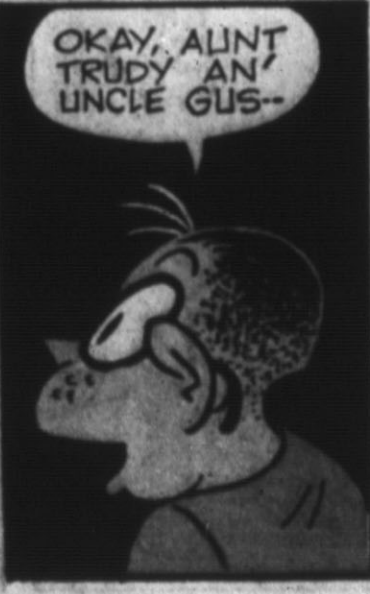
by WALT DISNEY





MISTER BREGER

by Dave Breger



BARNEY GOOGLE and SNUFFY SMITH

by FRED LASSWELL

