



THE KNOX COUNTY HERALD

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Greyhound fans weren't disappointed last Friday when Knox City held the Rochester team scoreless, 26 to 0. It was a real fine game and Knox City is very proud of its local boys and their coaches.

We may have been a little mellow the other night, but we thought the fans were extremely responsive not only to the football players but also to the pep squad twirlers, and band.

Next week we play Roby at Roby and then we play Loraine—date has been set for Thanksgiving day at 7:30 p.m. at Hamlin.

The Press lost one of its finest public relation men as well as a splendid man and citizen Sunday when Lon Pate, editor of the Haskell Free Press died.

Lon, at 62, had spent 52 years in the newspaper business, and 52 of them in Haskell. He began his newspapering at the age of 10!

Have you ever wondered why a columnist uses the term "we" when you know and I (we) know he means "I"?

Actually, the main reason, as a number of newsmen have told me, is that to say I or me too often doesn't leave the bitter taste in the readers' mouth as the same phrase would have if the writer said "we" or "our."

We agree that "we" sounds better and not as chummy or personal as "I" but we think a column should sound more personal, even if the reader gets tired plumb (that means entirely) out.

We never thought too much about the term until one time when we were setting type on one of our large daily newspapers and the editor used the term "we" at every opportunity.

In one of his stories he was talking about his wife and he mentioned her in this manner: "Our wife attended a picnic recently," and blah blah blah.

Imagine any editor wanting to share his wife, or for that matter she may be the type of old girl no one would want to be associated with.

Anyway, "we" has its place just like "I," and during our writing stint, we have mixed the terms to suit our fancy and own convictions.

This particular writer wrote most of the paper's editorials and was such a good writer that he could bias and influence his words not according to HIS own thinking but according to the publisher. In all sincerity he should have said "his" instead of "we."

Speaking of writers and editors—have you ever gotten mad at them when someone writes a "poison" letter and after they seem to have the argument well under hand, the "editor" has his note at the end of the story and tries to justify the predicament he got himself into?

Occasionally it is justified, but still we wonder if it is not unfair, since he always has the last word.

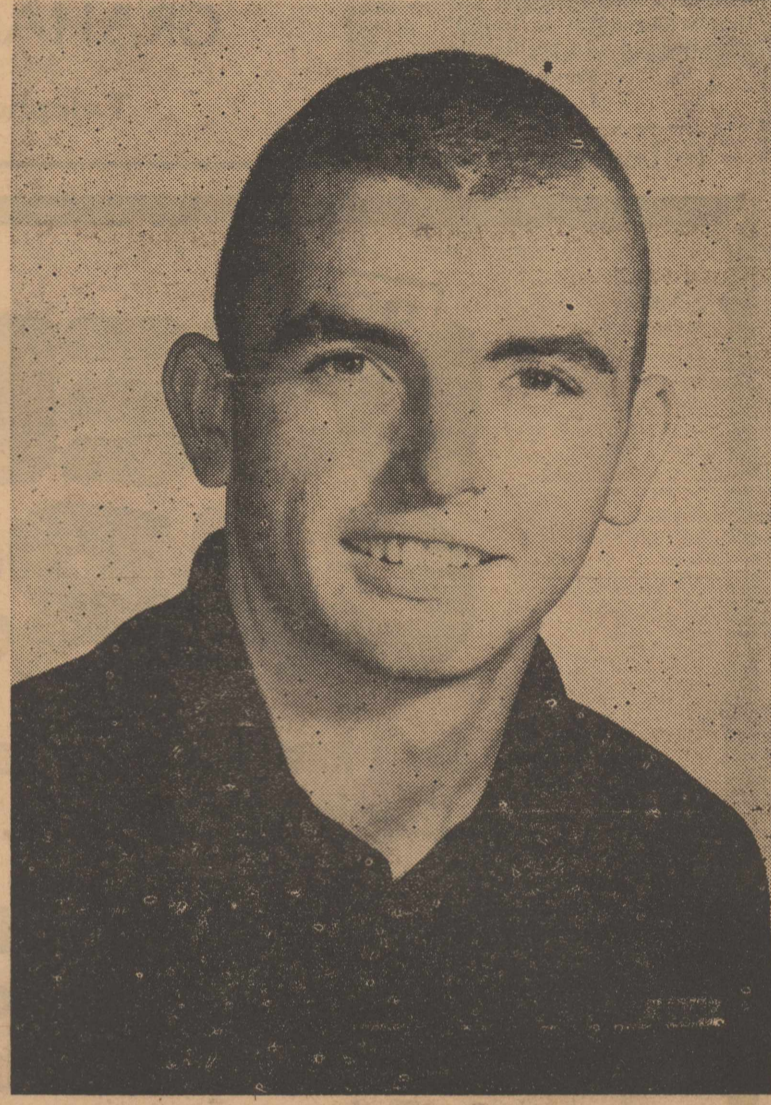
This week we received two such letters, and although we would like to add our "editors note" at the foot of each, we will let them have their say.

REMINDER — As Thanksgiving falls on Thursday and we get out each week's paper on Wednesday night, we will have to get all our news, correspondents columns and advertising in one day earlier in order that we may be closed Thursday and you can have your paper for the week end.

Be careful on the way to Roby and especially on the way home, as it would be a shame to lose what you win on your bets to the Highway Patrol and the JP at Podunk Holler.

BY THE WAY — Most of the business institutions here will be closed Thanksgiving, so remember this when you make your last minute purchases.

We, along with the other merchants, wish you and yours a Very Happy Thanksgiving!



WINS FTA TITLE — Bob Burnett was named Mr. Future Teacher of America of District 7 at the Regional meeting of the association at Abilene Christian College in Abilene Saturday, Nov. 10. He was awarded the title over 20 other contestants from Wichita Falls, Vernon, Abilene, Sweetwater, and Quanah. All spoke on "Today's Teaching, Tomorrow's Heritage." Bobby will represent the district at the state FTA convention in Dallas next March.

Future Teachers Of America Have Meeting At Abilene Christian College

The Future Teachers of America members in District VII met at Abilene Christian College on Nov. 10, for a district meeting. Those attending from Knox City were:

Mrs. Otis Cash, sponsor, Don Reeves, Mark Anderson, Cora Jan Fitzgerald, Martha Kay Waldrip, Sue Bankston, Lanny Logan, Freddie Smith, Kay Reeves, Bobby Burnett, Ronnie White, Judy Smith, and Linda Reed.

Registration was completed by 10 o'clock and the group heard an address by Billy Snow, FTA consultant from Austin.

Workshops followed the address and the group met in Sewell Auditorium for the contest of Mr. and Miss FTA at 11 o'clock.

Twelve girls and ten boys spoke on the subject "Today's Teaching — Tomorrow's Heritage." Bob Burnett and Sue Bankston represented Knox City in these contests.

In the business session, Don Reeves ran a close race for vice president of the district. Sue Bankston is a candidate for voting delegate to the state convention.

Linda Swaner Named 'Miss Firelighter'

Miss Linda Swaner, a senior at Knox City High School, was crowned Miss Firelighter of 1962 at the pre-Rochester football game bonfire last Thursday night.

She was crowned by Eddie Williams, Freddie Smith and Charlie Bateman, captains of the Greyhounds.

The Pep Club President, Anita Poteet, presented her with a gift in behalf of the Pep Club.

Linda was chosen by the Pep Club from four nominees, Ruth Cammack, Cheryl Melvin, Linda Copeland and Linda Swaner.

She is the daughter of Mr. and Mrs. Bert Swaner of Grand Prairie. She was a Knox City High School Cheer Leader her freshman year and is vice president of the Pep Club this year.

Funeral Services Held For Mrs. Lois H. Browder

Funeral services for Mrs. Lois Haynie Browder who died at the Foard County Hospital Saturday Nov. 10, were held at 2:30 p.m. Sunday at the Truscott Methodist Church with Rev. J. V. Patterson of Clarendon officiating, assisted by Rev. John Fitzgerald of Crowell.

Burial was in Truscott Cemetery. Mrs. Browder was born March 31, 1911 in Knox County and had been a resident all her life. She is survived by her husband, Carlton Browder; one son, Eddy Carl, three daughters, Carla Jo of the home, Doris Marie Womack of Bridgeport and Opal Jean Coleman of Hurst, two sisters, Mrs. Beatrice Watson, of Knox City, Miss Jewel Haynie of Truscott and one brother, Carl Haynie of Truscott.

R. C. Smith Speaks To Lions On Traffic Safety

Texas Ranger Homer T. Melton and Knox County Sheriff H. C. Stone were in charge of the program at the Lions Club Wednesday. For their program Melton introduced R. C. (Rip) Smith, Safety Education Department of the Dept. of Public Safety from Wichita Falls.

Smith thanked the club for the opportunity to speak and said he had a film he would like to show the club as, "One picture is worth 1,000 words."

"This film will probably be one you won't enjoy," Smith said "but fortunately we are showing it AFTER you've eaten."

The film was a documentary one made by the Department of Public Safety of wrecks and the victims at the scene of the accidents.

Smith said more than 40,000 die each year in traffic accidents. He said also that there had been more Americans killed in a car than all the bombs and bullets shot through them since the American Revolution. Even during the Korean conflict, more soldiers died in cars, than were lost during the war, he said.

"We are always sorrowful and worry when our children go into the service, but there have been more men in uniform killed and injured in cars than have been killed and injured in military training," he said.

BAND PLACES SECOND AT WF

Knox City's High School Band won a second at the Interscholastic League Marching contest held at Wichita Falls Tuesday.

The Majorettes, Sue Bankston and Samantha Graham won a first in twirling, Jinx Reeder won second and the ensemble composed of Sue, Samantha, Jinx, and Cheryl McCown, won a first.

Junior-Senior Supper Planned Tonight

Tonight, Nov. 15, is the night for the annual Junior-Senior Thanksgiving Supper which is to be held at the Knox City School Cafeteria.

Tickets are selling for \$1.05 and \$1.30 for plates to be delivered. This includes all you can eat.

Serving will start at 6 p.m. If you wish to purchase a ticket contact any Junior or Senior or their sponsors, Mrs. Cash and Mrs. Schwadlenak.

'Hounds Romp Steers, 26 To 0

Knox City's Greyhounds rolled into the playoffs Friday night by defeating the Rochester Steers, 26-0. They will wind up season play tomorrow night when they meet Roby, there. A victory in that game will make them undisputed champions of District 7-B.

The Greyhounds made 448 yards total offense in the game to push their district record to 3-0 and their season mark to 7-2. Rochester gained 210 yards offensively.

Leading the methodical Greyhound attack was Halfback Eddie Williams, who marked up three of Knox City's four touchdowns. Knox City made 19 first downs to nine for the Steers.

The opening kick hit a Rochester player in the back and the Greyhounds recovered on the 49. They went the distance in 10 plays with Williams crossing the stripe from the five-yard line.

Quarterback Brack Shaver ran the extra points.

Knox City scored in every period. In the second period, the Greyhounds drove 87 yards in just four plays to score. Williams zipped the last 33 yards for the TD, but the try for extra points failed.

The next Knox City march consumed 68 yards and eight plays. Williams climaxed this move with a 22-yard scoring jaunt. Extra points were not attempted.

Heart Association To Meet Here Monday, Nov. 19

The Texas Heart Association and it's County Councils are in the process of reorganizing.

County by county and yet all with the same purpose, meetings have been and are being held over the state. Deaths caused by heart and blood vessel diseases in Texas in 1960 totaled 38,538 representing 50.4 per cent of all deaths due to all causes. In Knox County there were 40 deaths and an estimated number afflicted of 463.

Physicians C. G. Markward, T. S. Edwards, T. P. Frizzell, D. C. Eiland and R. L. Newsome of Monday are to meet for the Knox County Heart Council at 7:30 p.m. Monday, Nov. 19, in the library of the Knox City High School to discuss plans for the year.

Mrs. Nell Thompson, Area Consultant of THA from Wichita Falls has been here discussing this plan with the doctors and will be back to show a film and discuss in an informal manner the plan that has been approved by THA and American Heart Association.

A question and answer period will be held following the talk. As Heart disease is the nation's No. 1 killer, Mrs. Thompson said she was in hopes the people of this area would attend this important meeting.

Knox County Boys Receive Tech Scholarships

About 55 top students in the school of agriculture at Texas Tech were recognized Tuesday night as winners of more than \$35,000 in scholarships, research assistantships and fellowships.

They were recognized and awards presented at the 35th annual Pig Roast sponsored by the Tech Agricultural Club in the livestock pavilion. Approximately 300 persons attended.

Knox County students at Tech receiving the scholarships were James Coppedge of Benjamin, and Joe Tidwell and Laval Verhalen of Knox City.

four pass attempts with Shaver connecting with Ken Cornett for 25 yards. Knox City was penalized four goods. Charlie Bateman tallied the

'Hounds To Play Loraine For Bi-District

Knox City Greyhounds will play Loraine in the bi-district football game Thursday, Nov. 22 at 7:30 p.m. at Hamlin, it was announced Wednesday.

Tickets will go on sale Monday at the superintendent's office at \$1.50 for reserved seats. Students who do not want reserved seats may buy tickets for 50 cents.

Candidates And Sponsors Listed For 'Miss Merry Christmas' Contest

Candidates for Miss Merry Christmas have been announced along with the business firms sponsoring the girls.

Vote for the girl of your choice at the following places, and one vote is ten cents:

- Knox City Dept. Store — Sue Bankston.
- Clonts Hdwe. and Furniture — Karen Graham.
- Kemletz Dept. Store — Samantha Graham.
- Factory Outlet Shoes — Andy Hudson.
- Lowrey's Mens Store — Claudia Reed.
- Perry Bros. — Judy Lynn Smith.
- Central Cafe — Linda Swaner.
- Fabric Shop — Carroll Tankersley.
- Owens Auto Supply — Wynette Tankersley.
- Lois' Beauty Shop — Ginny White.
- Young-Woolley Barber Shop — Linda Clayton.
- Wayne's "66" Station — Linda Denton.
- J. M. Averitt & Son Insurance — Vicky Eakman.
- Mobil Station — Wilma Farring.
- Stephens Chevrolet — Gail Fletcher.
- Model Cleaners — Thra Dell Fletcher.
- Young Fashions — Linda Hill.
- Arledge Motors — Ann Hise.
- McCarty Jewelry — Becky Howell.
- Bridges Oil Co. — Pamela McCown.
- Thompson Grocery — Mildred Posey.
- Hunt's Army Store — Carolina Rocha.
- Webb's Dept. Store — Jeanette Vinita.
- JanCharles Studio — Belle Burnett.
- Modern Beauty Shop — Glenda Cox.
- Bell Service Station — LaDacia Hendrix.
- Penman Oil Co. — Carolyn Kirk.
- White's Auto Store — Cheryl McCown.
- Guinn Sheet Metal and Plumbing — Linda Reed.
- Hoge Pharmacy — Kay Reeves.
- Skiles Bros. Humble Station — Jan Sutton.
- Coates Coffee Shop — Virginia Collins.
- Bonnie Corley Beauty Shop — Pam Darr.
- Graham Electric Co. — Cora Jan Fitzgerald.
- West Texas Utilities Co. — Frances Holcomb.
- City Barber Shop — Ila Kay Hutchinson.

remaining six-pointer on a one-yard plunge following the recovery of a fumble on the Steer nine.

Knox City completed one of times for 50 yards and the Rochester team was penalized twice for ten yards.

According to the grades reported by Coaches Ted Darland, Curtis Hines and Jim Bateman, all four starting backs, Williams, Bateman, Shaver and Johnny Montandon, made top marks.

Highest linemen scores were made by Ronnie Ward, Freddie Smith, Bobby Burnett and Simon Rocha.

Statistically Williams carried the ball 26 times for 217 yards and an 8.3 yard average. Bateman carried 20 times for 125 yards and an average of 6.3.

Montandon carried 3 times for 18 yards and a 6 yard average. Shaver carried 5 times for 23 and a 4.6 yard average. Jimmy Reyes carried twice for ten and a five-yard average.

Keck Grocery — Charla McElroy.

"M" System Super Market — Judy Meinzer.

Hamm's Texaco Station — Paula Myers.

Carver's News Stand — Elvira Rios.

Knox County Lumber Co. — Linda Copeland.

Wm. Cameron Lumber Co. — Cheryl Melvin.

Lovelace Furniture Co. — Louise Perez.

Home Lumber Co. — Wanda Mincey.

Garrison's Cafe — Mary Perez.

Egenbacher Implement Co. — Anita Poteet.

Jones Drug — Jinx Reeder.

Lone Star Gas Co. — Carol Thomas.

City Hardware — Martha Kay Waldrip.

Knox City Trading Post — Janie Escobar.

Steve's "66" Service Station — Bea Reyes.

Bob's Super Save Grocery — Cyndy Johnston.

Hospital Cafe — Glenda Wasson.

The Knox County Herald — Candace Carr.

On December 1, the votes will be counted and there will be a run-off between the four girls with the most votes.

On Dec. 11, at High School gym, a Talent Show will be presented and, Miss Merry Christmas will be crowned. All nominees will be presented at this time.

Both are sponsored by the Knox City Study Club.

Turkey Shoot To Begin At 2 Friday

Knox City Lions Club will sponsor a turkey shoot Friday and Saturday, Nov. 16 and 17 at the old post office building. The shoot will begin Friday afternoon and everyone is invited to attend. Proceeds will be used on Lions worthwhile projects.

CHRISTMAS SERVICES AT FIRST CHRISTIAN CHURCH

The First Christian Church is making plans for a Christmas program to be held at the Church Dec. 16, at 6 p.m. Mrs. Mabel Pyeatt and Mrs. E. R. Carpenter are in charge of the program assisted by Mrs. Ross Ed Lankford.

Yea, 'Hounds - Tree The Lions

Mary Janelle Albus And Richie Wayne Smith Married In Rhineland Ceremony

In an impressive ceremony performed Saturday afternoon in the Saint Joseph's Catholic Church in Rhineland, Miss Mary Janelle Albus, became the bride of Richie Wayne Smith of Stamford. The bride is the daughter of Mr. and Mrs. C. J. Albus and the bridegroom is the son of Mr. and Mrs. A. H. Smith of Hamlin. Father James Meuree, pastor of the St. Ann's Parish in Stamford, was officiant at the double ring vows and celebrant of the nuptial high mass.

Arrangements of white and blue cyrhanthemums were used to decorate the altar, flanked by candelabra holding votive candles, a satin and lace covered prieu dieu centered the nuptial background.

Misses Sylvia Kuehler and Donna Verhalen handed out Mass Booklets. Mrs. Lena Albus, organist, and the St. Joseph's choir, with Mrs. Marvin Zeissel as soloist provided traditional wedding music.

Mr. Albus presented his daughter in marriage. She wore an original model gown of white imported French lace and pleated tulle over ice blue satin. Designed

with Sabrina neckline outlined with scalloped lace and embroidered with iridescent sequins and seed pearls. The fitted bodice was of lace and the fully shirred skirt was made of alternating ruffle tiers of scalloped lace and pleated tulle. Her veil of ice blue illusion was held by a coronet of lace petals outlined with seed pearls and sequins to match her dress. She carried a cascade arrangement of white cattleya orchids and sweetheart roses atop a white prayer book, a gift of her paternal grandmother.

Mrs. Robert Hertel attended her sister as matron of honor. Karen Roush of Wichita Falls, neice of the groom, was maid of honor, and bridesmaids were Marilyn Albus of Wichita Falls and Linda Carol Kuehler of Abilene, cousins of the bride. The identically styled dresses of the attendants were of cotillion blue satin, made with a fitted bodice and bell shaped skirt. They were enhanced by a chantilly lace bolero scalloped in satin with elbow length sleeves. Matching slippers and white gloves completed their attire. They carried cascade arrangements of white baby poms



MRS. RICHIE WAYNE SMITH

surrounded by blue tulle and ribbon.

Serving as best man was Robert Hertel. Groomsmen included Dwight Albus, brother of the bride, and Lyndon Moore and Marion Kuehler, cousins of the bride. Ushers were Richard Roush of Wichita Falls, brother-in-law of the groom and A. J. Kuehler, uncle of the bride. Acolytes were Richard Albus, the bride's brother, and Danny Kuehler and Bobby Moore, cousins of the bride.

The bride's parents were hosts for the reception in the Columbus Club Hall following the ceremony. Decorations in the hall featured chosen colors of blue and white, the traditional wedding cake and lighted candles centered the brides table which was covered with an imported blue linen cloth.

Presiding at the guest registry

was Mrs. Charles Kotulek of Odessa, sister of the bride. Other assistants included Miss Lorene Fetsch of Wichita Falls, Donna Verhalen, Janice and Susan Kuehler.

The former Miss Albus is a Rhineland High Graduate, attended Jack's School of Beauty in Wichita Falls, and was employed at the Carasaul Beauty shop in Munday.

Smith graduated from Hamlin High School, served three years in the United States Army and is a recent graduate of the Dallas Institute Kupton-Jones, College of Mortuary Science and is employed at the Kenney Funeral home in Stamford.

After a short wedding trip the couple will be at home at 509-A Yale in Stamford.

The bridegrooms parents were hosts for the rehearsal dinner given on Friday night.

Knox Prairie Philosopher Favors Government Experiment Of Bringing Weather Forecasters Closer To Home

Editor's note: The Knox Prairie Philosopher on his Johnson grass farm on Miller Creek drops international affairs and discusses the weather this week.

Dear editor: Some people don't think the world makes any progress, but it does.

For example, take weather forecasting. A while back a little shower caught me out in the open without a raincoat and I got soaking wet. What I was doing was changing the props from the north side to the south side on a fence of mine. You'd think a fence would lean in the same direction all the time but mine leans one way a while then leans the other, and it keeps a man pretty busy sighting down it to see which side to put the props on.

At any rate, the day had been clear and sunny until I suddenly

looked up to discover a cloud had turned up and rain was pouring down.

After I got home and dried out I pulled out a newspaper I'd been saving for a rainy day which is a lot easier than cash and read a long article on a new experiment in weather forecasting.

According to it, the government is experimenting with more community forecasting stations. It's one thing, it said, to get the weather report for a general area covering a fourth of the state, but what farmers need is a station that'll forecast the weather right at home.

This will be a great improvement and a sample of progress. I don't mean to say the local station will be any more accurate than the big-city station, when you're living on a globe that's traveling through space as fast and far as this one is every 24 hours, it's possible to predict

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what the weather ought to be tomorrow but a lot easier to tell what it was yesterday and a man is still going to get caught in a rain, but the progress comes in being able to pinpoint the blame.

There's very little satisfaction in getting mad at an anonymous weather bureau in a nearby city, but when somebody living in your own community says it's going to be clear tomorrow on your own farm and it rains, you've got something to go on. You can call the bureaucrat up and tell him what you think.

In many cases, forecasting the weather is like predicting who's going to win a football game or an election. People read it, but the best way to find out is to wait and see, with the assurance that whatever it is, half the people are going to be disappointed.

Yours faithfully,
J. A.

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GOOD USED CARS

We don't have many new cars on hand, but we are getting in more each day.

Below are listed some used cars that were traded in on 1963 cars and trucks. Most are local, one owner units and mileage and condition can be verified.

1962 FORD GALAXIE--

500 Sedan, power and air. Beautiful Black.

1961 FORD GALAXIE--

4-Door, Automatic transmission, air conditioned. Black and white paint.

Two 1960 FORD GALAXIE--

4-Door Sedans, Power and air in both. One red, the other is blue. See them!

1959 FORD GALAXIE --

4-Door, power and air and an extra clean car. Color is light green.

1960 CHEVROET--

Station Wagon, 4-door, 6 cylinder, air conditioned extra nice and extra extra clean.

1956 CHEVROLET--

Station Wagon 4-door with automatic transmission, V-8 power and air conditioned. Extra sharp for a '56 model.

Two 1959 FORD PICKUPS--

One a 6 cylinder and one a V-8. Both in excellent condition. See these today!

1959 GMC PICKUP--

Pickup 6 cylinder, 4 speed transmission.

1948 INTERNTIONAL--

Pickup—Smoothest in town. A steal at \$100. Better hurry for this one!

1948 FORD--

Half ton Pickup. Old Buddy Angle Jr., so come by and make us an offer.



OUR SPECIALTY!



MORE FOOD at LESS COST!

NOTICE

These prices are also in Effect for Friday and Saturday November 23 and 24!

Armour Star 10 to 12 Lb. Avg.
Turkey Hens Pound **39¢**

Ground Beef Pound **43¢**

Burleson
FRANKS 3 Lb. Pkg. **98¢**

Market Made, Whole Hog
Sausage 3 Lbs. **1.00**

Wilson
OLEO 2 lbs. **29¢**

Star Kist
TUNA **29¢**

Gladiola
CORN MEAL 5 Lb. Bag **35¢**

Schilling, 2 Oz. Bottle
VANILLA **49¢**

Ebner's Ranger
HAMS 1/2 or whole, Lb. **55¢**

HAMS Butt Portion Lb. 49¢
Shank Portion Lb. 39¢
Center Cuts Lb. 89¢

Choice Cuts
ARM ROAST Pound **59¢**

Choice Cuts
CHUCK ROAST Pound **59¢**

Cowboy
BACON 2 Lb. Pkg. **98¢**

Wilson
Chop Pork Pound **49¢**

GLADIOLA FLOUR 5 lb. bag **39¢**

Del Monte
ASPARAGUS **35¢**

Comstock, Cherry, No. 2 Can
PIE FILLING **29¢**

Assorted Flavors, Swansdown
CAKE MIXES box **25¢**

Washington Delicious
APPLES lb. **19¢**

Reynolds 25' Roll
ALUMINUM FOIL **35¢**

Betty Crocker's, White, 14 oz. box **29¢** Hipolite, Pint Jar
FROSTING MIX **19¢**

Ocean Spray
CRNBERRIES lb. box **19¢**

Keith 24 Ct. Pkg.
FROZEN ROLLS **25¢**

Western Gold
SALAD DRESSING qt. **33¢**

Stalk
CELERY each **10¢**

Gandy's
MELLORINE 1/2 gal. **29¢**

Kraft, Philadelphia, 8 Oz. **35¢** Elcor, 4 Roll Pack
CREAM CHEESE **29¢**

Texas
ORANGES lb. **10¢**

Morton's Pumpkin or Mince Meat
PIES **39¢**

Ocean Spray, 303 Can **19¢** Del Monte, 303 Can
CRANBERRY SAUCE **2 for 25¢**

Maxwell House, Drip or Regular
COFFEE Pound **59¢**

White Swan
SHORTENING 3 Lb. Can **59¢**

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Dr. and Mrs. T. S. Edwards Celebrate 50th Anniversary

Dr. and Mrs. T. S. Edwards celebrated their fiftieth wedding anniversary Sunday, Nov. 11 at the club house.

Dr. E. B. Speck performed the ceremony fifty years ago at the home of her parents, Mr. and Mrs. Z. T. Rogers, here in Knox City.

In the receiving line Sunday were Dr. and Mrs. T. S. Edwards, their children, Mr. and Mrs. Kenneth Taylor Edwards of Brownwood, Mr. and Mrs. Tommy Hampton of Dallas, Mrs. Charles O. Turner of Lexington, Va., Capt. and Mrs. Tommy Edwards, Tommy and Jo Kathering

of Chicago, Ill. The table was covered with a gold net over gold taffeta. Silver coffee service and punch bowl, a pair of antique silver and cut glass candelabra with gold baroque candles, and white spider mums, gold freesia and yellow roses were used in the table arrangements.

The five tier cake was decorated in white and gold. Mrs. Dan Steakley of Temple and Mrs. Charles Markward poured coffee and punch, and Mrs. E. Q. Warren, Mrs. Hob Smith, Mrs. Henry Jean Jones and Mrs. Mabel Pyeatt furnished organ and piano music.

Relatives from out of town attending were: Mr. and Mrs. C. K. Rogers of Amarillo, E. M. Rogers of Houston, Mr. and Mrs. J. D. Hardin of West Columbia, Mrs. C. L. Bailey, Mrs. W. T. Knight and children, Sally and Tommy, and Mr. and Mrs. Jess Webb, all of Wichita Falls.

Other out of town guests were Mr. and Mrs. Fred Warren and daughter Pat, Mrs. Press Clarke of Hobbs, N. M., Mrs. J. W. Fields of Haskell, Mrs. William Taylor of Goree, Mrs. T. C. Hampton of Dallas, Mr. and Mrs. Sam Hampton of Seymour, Mr. and Mrs. Tandy Jackson of Electra, Rev. and Mrs. J. C. Mann of Arlington,

Mr. and Mrs. Ernie Wilson of Winters, Mr. and Mrs. Cecil Gregory of Stamford, Mrs. Cassie Shivers of Crowell, Mrs. Dan Steakley and Sue of Temple, Mr. and Mrs. Joe Cox of Seymour, Mr. and Mrs. Sumpter Reed of Graham, Mr. and Mrs. Tommy Kissinger and daughter of Spur, Dr. and Mrs. O. J. Emery of Fort Worth, Mrs. Ruth Dungan of Berkeley, Calif., Mr. and Mrs. Lee Coy of Seymour, Mr. and Mrs. John Albus and

Texas Tourist Trade Shows Decline For Fourth Straight Year, Survey Shows

The decline of the Texas tourist industry slowed slightly but did not stop in 1961.

The annual Tourist Industry Report compiled by the state's official tourist agency, the Texas Highway Department, revealed recently that the number of tourists visiting Texas dropped for the fourth straight year.

Total visitors to Texas during 1961 were 8,408,000, a decline of some two per cent below the 8,600,000 who visited the state in 1960.

Last year's guests spent only \$440 million in the state as compared to 1960's total expenditures of \$457 million.

The reason for the continued sag is the tourist advertising programs of other states, said Herbert C. Petry Jr., chairman of the Texas Highway Commission. "Aggressive media advertising programs by other states continue to lure prospective visitors away from Texas—a state which has no funds as yet for media advertising," Petry said.

He pointed out that the 1961 drop was slightly less than the decline registered during several previous years, and said he believed it is due to two things:

1. The effect of the "collateral"

Mrs. Lena Albus of Rhineland, Mr. and Mrs. Jim Reeves, Dr. and Mrs. David Eiland and Mrs. D. C. Eiland of Munday, Mr. and Mrs. H. A. Smith of Truscott and Joan Shaver of Abilene. Approximately 257 guests called.

Letter To Editor:

Dear Editor:

In regards to your article in last week's paper on "Women Drivers" (particularly ME), I would like to make a few comments. First of all, I don't think women drivers are as bad as men.

And I am almost sure you don't have to be able to sit still on a steep hill where the pavement is slick, with the engine on without using the brake before you are safe enough to drive without your father hanging over your neck shouting directions. Maybe I'm wrong, but I thought that was what the brake was for, to use! (At least that is what Mr. Bankston taught us in Driver Education last summer).

I guess you are a good, safe, careful, alert driver? I guess the cricks in my neck, my slightly aching back and my tendency to push a hole in the floorboard with my foot when you are driving is due to rusty brakes. Yours truly, your daughter—(still, I hope),

LINDA HILL

HERE FROM HOBBS

Mr. and Mrs. Fred Warren and children of Hobbs, N. M., visited Mr. and Mrs. Chad Wilson last weekend.

VISITS HERE

Mrs. Press Clarke of Hobbs, N. M., is here visiting in the homes of Mrs. G. A. Branton and Mrs. J. A. Wilson and other friends.

IN RUIDOSO

Mrs. J. M. Asheroft of Stamford and Mrs. O. L. Jamison spent several days in Ruidoso, N. M., recently.

IN LUBBOCK

Mr. and Mrs. Frank McAuley Jr., spent last week end in Lubbock visiting Mrs. Irene Branch and Jennifer.

HERE FROM FORT WORTH

Mr. and Mrs. J. Rollie Pray of Fort Worth spent last week end here with their daughter and family, the C. E. Williams.

tourist attraction program being waged by the Highway Department (operation of Tourist Bureau, distribution of Travel Maps and Brochures);

2. The concerted efforts of many local tourist development groups and chambers of commerce, and the assistance of the newly created Texas Tourist Council, a private organization designed to supplement state tourist-attracting activities.

"Texans are waking up to the value of the tourist industry, and this encouraging new attitude is showing some results," Petry said.

"Texas is a world within itself," Petry said. "In its variety of attractions it has everything to offer tourists except winter sports. Yet the ranking of the tourist industry in Texas gives cause for grave concern.

"Nationally, the tourist industry ranks third—below only manufacturing and agriculture. But in Texas, it ranks only 13th. However, with the proper effort we can help this industry achieve its great potential," he said.

"But the state will never really take the offensive and begin to show a gain rather than a loss until it has funds for media advertising and can compete effectively with other states," he said.

Petry said he hopes that the forthcoming session of the Texas Legislature will make available funds to launch a media advertising campaign.

Petry pointed out that the tourist industry of 1961 was, despite its decline, a valuable source of revenue for the state. Tourist dollars accounted for an estimated \$23 million in direct state taxes, and the money spent by tourists created and supported 84,000 jobs for Texans — 16,000 jobs in the accommodations, field; 59,000 in food; 5,000 in transportation; and 4,000 in miscellaneous industries.

VISITS IN JAMISON HOME

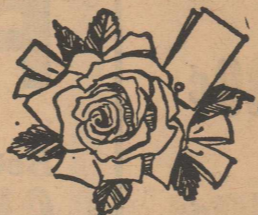
Recent guests in the home of Mrs. O. L. Jamison were Mr. and Mrs. W. C. Cannon of Lima, Peru. Mrs. Cannon will return to Knox City this week for a longer visit.

O. H. Bartley

PHONE 2454

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Public Surveyor



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COMPENSATION

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KNOX COUNTY HERALD

Published each Thursday at Knox City, Texas, and entered in the post office at Knox City, Texas, as second class matter Sept. 5, 1946, under act of March 3, 1879.

JAMES E. HILL Publisher & Editor

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Notice to the Public: Any erroneous reflection upon the character, reputation or standing of any individual, firm, or corporation, will be gladly corrected upon being called to attention of the publisher.

NOTICE

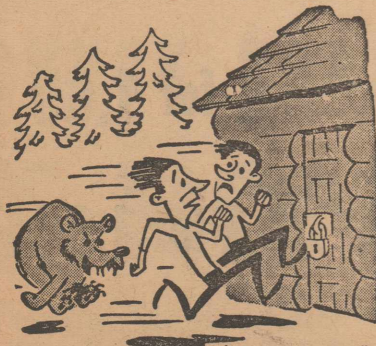
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We Feature:

Jumbo and Regular Hamburgers
Chili — Pies — Cakes — Beans
and Potato Salad to Go . . .
Please Phone Your Orders

PHONE 658-5601

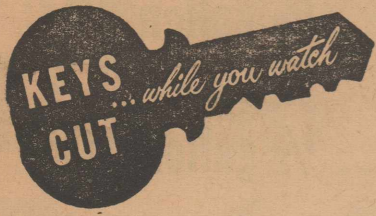
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"Y-Y-YOU MEAN YOU HAVEN'T GOT THE KEY?"

play safe!

ALWAYS HAVE AN EXTRA KEY



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"See Your Monument Before
You Buy."

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We offer fine hospitalization plan. No health questions asked on application. Issued by a major insurance company. This is an opportunity that you should not pass up. Act today . . . own this plan with the noncancellable feature. If you want to know more about this, call or write Chas. E. Collins, 604 Hamilton Bldg., Wichita Falls, Texas, Phone 723-1451.



These cars carry
Guaranteed Warranty
for one full year

1962 CHEVROLET Bel Air 4-door. 300 H.P. V-8, Power Glide, radio, heater, power steering and brakes, new tires tinted glass and safety belts. \$2395.

1961 CHEVROLET Bel Air 4-door V-8, Factory air, Power Glide, radio, heater, new tires and power steering. Only \$1895.

1959 CHEVROLET Bel Air 4-Door Hard Top V-8, radio, heater, excellent tires. Real clean and ready to go. See this one \$1295.

1957 MERCURY 4-door Sedan. Extra clean V-8, radio, heater, excellent tires and standard shift. \$745.00

1959 CHEVROLET 4-door sedan 6 cylinder, heater, excellent tires. \$995.00

1954 FORD 2-door Sedan. 6 cylinder, standard shift, good tires. Heater. Clean. Good transportation. \$325.00

1955 CHEVROLET 2-ton Truck 6 cylinder, bed and power lift, 2 speed, good tires. A real farm truck. \$1095.

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DON'T MISS THIS GREAT TIRE BUY!

- Improved MODERN TREAD!
- SOFTER, SAFER RIDE!
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FLATS FIXED --65¢ Each

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Home 658-2241

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The Dairy Mart will be closed each Monday.

We have curb service from 5 p.m. to 11 p.m. every day.

We specialize in Charcoal--

Steaks And Chicken

Shrimp In Basket and

Steak Fingers In Basket

ORDERS TO GO

DAIRY MART

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Knox City

THANKSGIVING

Let's Talk Turkey!

DURING

"M" SYSTEMS

THANKSGIVING SALE

These Prices Good Through Thanksgiving!



- Del Monte, No. 303 Can
PUMPKIN 2 for 29¢
- Sealed Can
CRISCO 3 lbs. 69¢
- Kraft, 6 1/4 Oz. Package, Salad
MARSHMALLOWS each 15¢
- Kimbell's, Whole or Jelly No. 300
CRANBERRY SAUCE tall can 19¢
- Kimbell's, 7 3-4 Oz.
OLIVES stuffed 39¢
- Kraft, 10 Oz. Pkg.
MARSHMALLOWS 19¢

- Del Monte, No. 303 Can
SWEET PEAS 5 for 1.00
- Del Monte, No. 303 Can
FRUIT COCKTAIL 4 for 1.00
- Del Monte, Flat Can
TUNA 4 for 1.00
- Gail Borden's, Fortified
SWEET MILK 1/2 gallon 49¢
- Borden's, Grade A
SWEET MILK 1/2 gallon 49¢
- PurAsnow, Print Bags Bowl Free!
FLOUR 25 lbs. 1.98
- Betty Crocker's
GINGER BREAD MIX 2 boxes 49¢

GOLD MEDAL
FLOUR 5 Lb. Bag 49¢

KIMBELL'S, Tall Cans
MILK 2 for 25¢

Kim, 400 Count
FACIAL TISSUE large box 15¢

Maryland Club, Drip or Regular
COFFEE 1 lb. can 55¢

Kimbell's, Fine, Drip or Regular
COFFEE 1 lb. can 49¢

Foremost
SWEET WHIPPING CREAM only 15¢

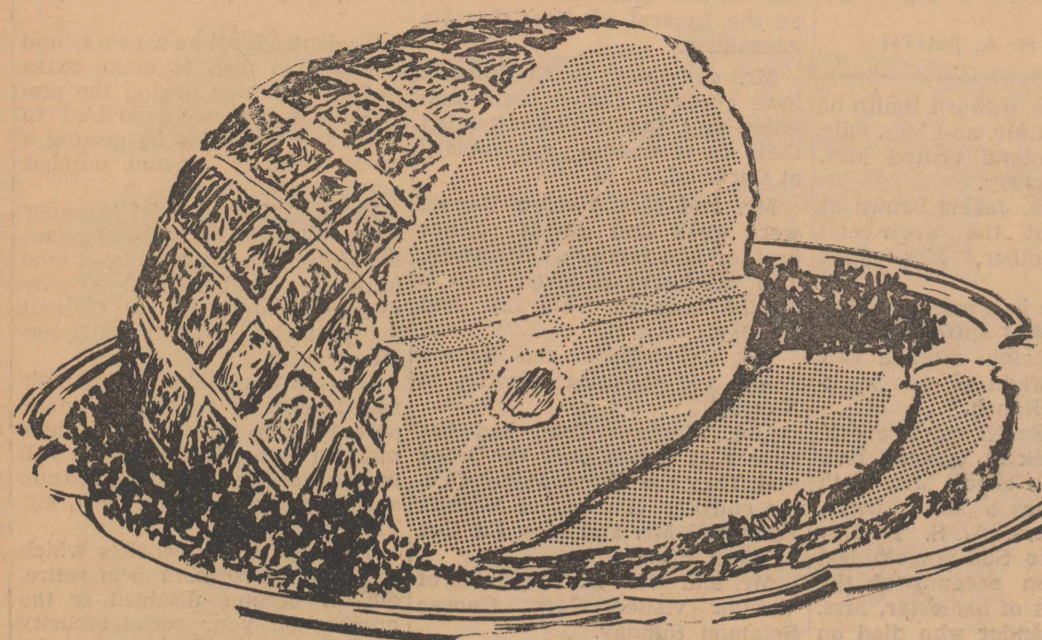
Foremost, Sweet Cream
BUTTER lb. 69¢

Foremost, 12 Oz. Cup
COTTAGE CHEESE each 15¢



- Kimbell's, 9 Oz.
MINCE MEAT pkg. 19¢
- Oak Hill, Freestone, No. 2 1/2 Can
YELLOW PEACHES 4 for 1.00

BEEF AND PORK SALE



Tender, Choice Cuts

Round Steak Pound **89¢**

Fancy Cut

Sirloin Steak Pound **69¢**

CHUCK ROAST lb. **55¢**

Choice Cuts

T-BONE Pound **73¢**

Tender, Choice Cuts

Club Steaks Pound **65¢**

Fresh and Lean Center Cuts

PORK CHOPS lb. **65¢**

Rump Roast Pound **69¢**

Beef Cutlets Pound **69¢**

Tender, Choice Cuts

ARM ROAST lb. **55¢**

Fresh and Lean

Ground Meat Pound **43¢**

Lean and Tender

Short Ribs Pound **25¢**

Fresh

CALF LIVER lb. **39¢**

Fresh

PORK LIVER lb. **29¢**

Fresh and Lean

BACK BONES lb. **65¢**

LOIN TIP STEAK lb. **89¢**

Fresh and Lean

SPARE RIBS lb. **39¢**

PORK ROAST lb. **49¢**

Fresh and Lean

PORK STEAKS lb. **45¢**

Thanksgiving Specials

Gooch's Sugar Cured

Butt or Shank Ends

HAMS Pound **39¢**

Gooch's Sugar Cured, Center Cut

Ham Slices Pound **79¢**

Fancy, Broad Breasted, USDA Grade A

12 to 14 Lbs.

Turkey Hens Pound **39¢**

Fancy, Broad Breasted, USDA Grade A

18 to 24 Lbs.

Turkey Toms Pound **33¢**

Fancy, Fat

4 to 5 Lb. Avg.

Chicken Hens Pound **43¢**

PRODUCE

Fresh

CRANBERRIES 1 lb. pkg. **19¢**

Jumbo

CELERY stalk **9¢**

Rome Beauty

APPLES lb. **15¢**

Golden Central American

BANANAS lb. **9¢**

Knox County

YAMS lb. **9¢**

Colorado Yellow

ONIONS lb. **5¢**

FROZEN FOOD SALE

Mity Nice

STRAWBERRIES 5 for **99¢**

Whole Sun, 6 Oz. Cans

ORANGE JUICE 5 for **99¢**

German Chocolate or Fresh Banana

COLONIAL CAKES each **79¢**

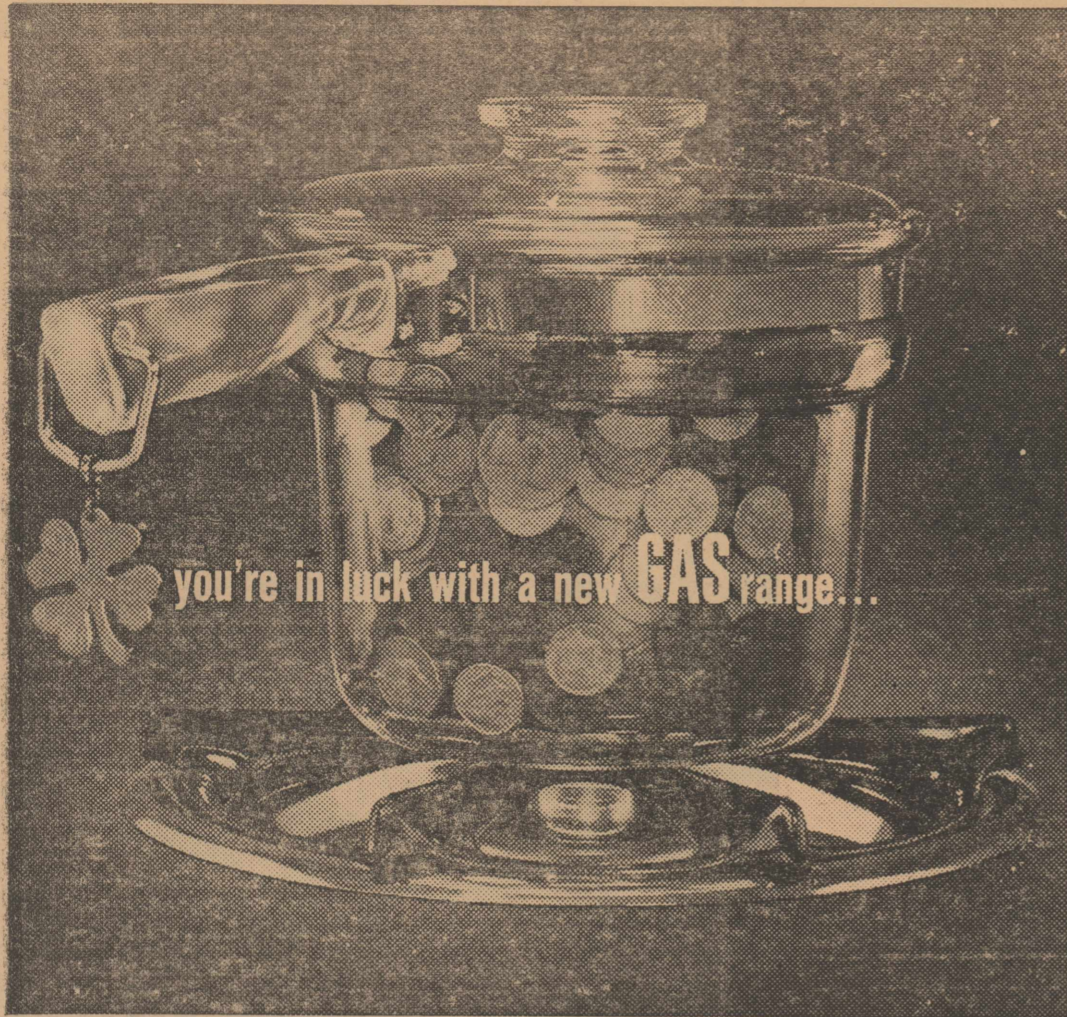
Swift's, Assorted Flavors

MELLORINE 1/2 gallon **29¢**

"M" SYSTEM SUPER MARKETS

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CITY

These Prices Good Thursday, Friday and Saturday, This Week and All Next Week!



GAS saves you a pot-full

Low-cost meal preparation is one feature that non-gas cooking doesn't begin to match. Just one of the lucky charms of GAS. And lucky for you, new GAS ranges with Burner-with-a-brain and Cook 'n' Keep ovens are on sale! Save a pot-full now.

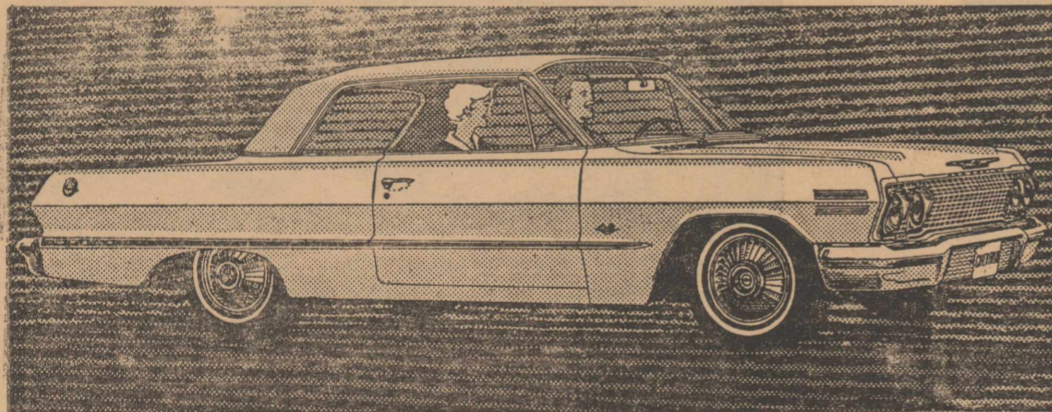
GAS APPLIANCE DEALERS lucky days gas range sale LONE STAR GAS COMPANY

From pure luxury to pure performance, your Chevrolet dealer's One-Stop Shopping Center covers all the bases!

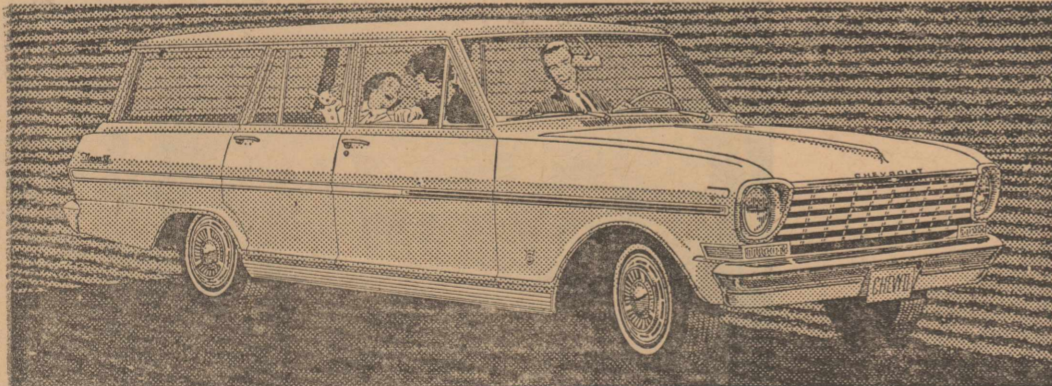
How's this for variety? The Jet-smooth '63 Chevrolet, luxurious enough to beat more expensive cars at their own game (and less upkeep, too, in the bargain) . . . the new Chevy II, all spiffed-up to make saving more fun . . . a new 150-hp Spyder package (optional



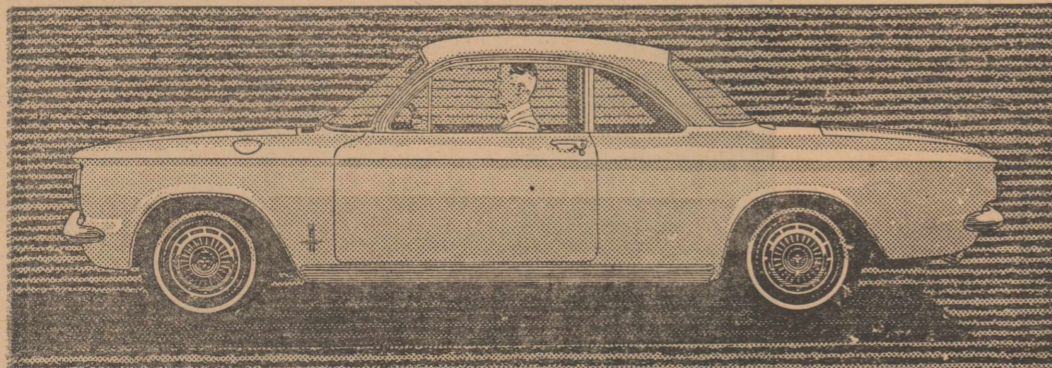
The make more people depend on



'63 CHEVROLET IMPALA SPORT COUPE—Looks expensive? Look twice at the price.



'63 CHEVY II NOVA 400 STATION WAGON—Gives modest budgets lots to brag about.



'63 CORVAIR MONZA CLUB COUPE—Lets your whole family get into the sports-car act. Ask about "Go with the Greats," a special record album of top artists and hits and see four entirely different kinds of cars at your Chevrolet dealer's—'63 Chevrolet, Chevy II, Corvair and Corvette

Stephens Chevrolet

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KNOX CITY, TEXAS

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STATE CAPITAL Highlights AND Sidelights by Vern Sanford

AUSTIN — Republicans have turned Texas into a two-party state.

The heavy vote for Jack Cox against John Connally, election of two members to the national House of Representatives and seven members to the Texas House, plus substantial Republican votes in nearly all areas, are being interpreted by many State Capitol observers as meaning that never again will the Democratic nomination be "tantamount to election."

Dallas county elected every Republican candidate for county and legislative office they had on their ballot, and gave Cox a 25,000-vote lead over Connally.

Tarrant and Harris were close. Bexar, El Paso, Travis and Nueces, the next four of the big counties, went Democratic.

Unofficial and incomplete returns indicate that Connally carried 204 counties and Cox carried 50. But it was the substantial Cox votes in the 204 counties he lost which makes this election significant.

Connally is conferring with legislators and with state boards and commissions. He will not make complete budget recommendations, since outgoing Gov. Price Daniel is required, under the Constitution, to make budget recommendations to the Legislature.

But Connally will make his own budget proposals in his message to the Legislature.

Industrialization, tourism, and higher education, and water conservation are the areas of state activity which Connally stressed most in his campaign. He will propose the creation of a Bureau of Commerce to take over tourist and industry attracting.

The new governor, with 120,000-vote margin of victory under his belt, said he holds no ill will toward areas which voted against him, that he will be governor for Republicans as well as Democrats.

Main areas where Republicans ran strong were in the oil areas of West and East Texas, in the major cities and in the Panhandle. They elected local officials in Midland, Ector, Smith, Dallas, Kerr, Bexar, Pecos, Hutchinson, Zavala and Randall Counties.

CAMPAIGNS TOO LONG — After the longest political campaign in Texas history there is a desire—on the part of many candidates, newspaper reporters who travel with the candidates, and the voting public—to return to the shorter campaign periods.

The old late-in-July, late-in-August and early-in-November voting months were far less strenuous than the present early-in-May, early-in-June and early-in-November dates.

Campaigning in the heat of the summer now is very much preferred over the cold winter months and the long, tedious battle period that extends from December to November.

Don't be surprised of there is Don't be surprised if there is old election dates. They consumed only about 120 days, compared with this year's long, drawn-out, pace-killing, man-killing, more-than-300 day battle.

Governor-Elect John Connally has been quoted as saying he would favor moving the primary elections to August or September as they are in most two-party states.

Under the present system the various party organizations close shop during the summer. Then it becomes necessary to reorganize and re-vitalize each set-up for the General Election campaign. Heretofore the momentum generated carried them through to the November election. They got it all done in one big swoop.

Another reason for reverting to the old dates is that the cost of maintaining a long campaign naturally is much greater than the expense involved in a short one.

ISLAND UNDER FIRE—Officials of state and federal government had a heated discussion about land values on Matogorda Island in a preliminary round in the General Land office.

Main bout will take place during the November 19 session of the U. S. District Court at Victoria, where the federal government has filed a suit to condemn a lease on some 16,000 acres of land on the island.

State of Texas will contest the suit.

U. S. has leased land on Matogorda Island since 1942 for Air Force bombing practice. But when Land Commissioner Jerry

Sadler was notified on May 31 that a new 5-year lease was in the offing, he raised objections.

Uncle Sam leases state-owned land there for less than six cents an acre annually. Some of it is subleased for grazing at 25 cents per acre.

In last week's Austin meeting between representatives of the U. S. Dept. of Justice, the State Attorney General and the Land office was learned that federal appraisal of the disputed property was made from an airplane.

Government appraiser placed a 44-cent-per-acre value on beach and grass land owned outright by the U. S.; set a six-cent value on some state land; and a zero value on other state-owned property—to reach a 25-cent rental rate.

State land was described as "marshy and boggy," but Rep. Grainger McIlhany, chairman of a legislative committee on state-owned lands, said he'd like to own "some of that worthless land," which is thought to be rich in mineral value.

Land office questioned the government's need for all the land it seeks to lease.

An Assistant to the U. S. Attorney General replied that U.S. Air Force and Navy bombing and straffing operations were subject to error—both human and mechanical—and simultaneous use by the public and armed forces would be "impractical."

EMERGENCY RESOURCES—Gov. Price Daniel appointed Major General James E. Taylor chairman of a 35-member Texas Emergency Resources Planning Committee.

In answer to a presidential request, the committee will plan for conservation and use of essential resources and services at state and local levels in case of nuclear attack, and a temporary breakdown of control of service operations.

James H. Garner, state coordinator of Civil Defense and Disaster Relief, will serve as State Emergency Planning Director. Other members of the committee include representatives of government, industry, commerce, consumers' services, labor and agriculture.

EMPLOYMENT UP — Unemployment in the state dropped in September to its lowest level since October, 1959. September showed 155,400 unemployed, compared to 170,100 in August.

Employment increased from 3,471,300 hired workers to 3,472,800. Texas Employment Commission predicted an over-all gain in employment between September and November, with a heavy concentration in non-factory industries.

FISH CREEK DAM — The Texas Water Commission authorized a permit to the City of Gainesville to build a \$1,724,143 dam system on Fish Creek, a tributary of the Red River.

Plans for the dam, which was

backed by local citizenry, 2 1/2 to one in a local bond election, will include a reservoir with storage capacity of 23-210 acre feet—supply pipeline to town, and a filter plant.

TALKING BOOKS — Only about 10 per cent of the estimated 25,000 blind people in Texas are taking advantage of a free service just for them, said Dr. Dorman H. Winfrey, director of the Texas State Library.

Winfrey said that this 10 per cent "read" about 56,467 talking books last year. But he estimated that the books which are recorded on phonograph records would be read by only 10,000 if they were told about them.

The state library circulates both talking books and Braille,

free of charge, including postage, to any eligible blind person. Inquiries about eligibility should be sent to the State Commission for the Blind, 201 East 14th St., Austin.

FARM INCOME DOWN — Between 1929 and 1961, farmers' and farm laborers' incomes showed a percentage decrease of 12.8 per cent, according to the Bureau of Business Research.

Percentages are up in mining, contract construction, manufacturing and retail trade, but down in transportation, property income and proprietors' income.

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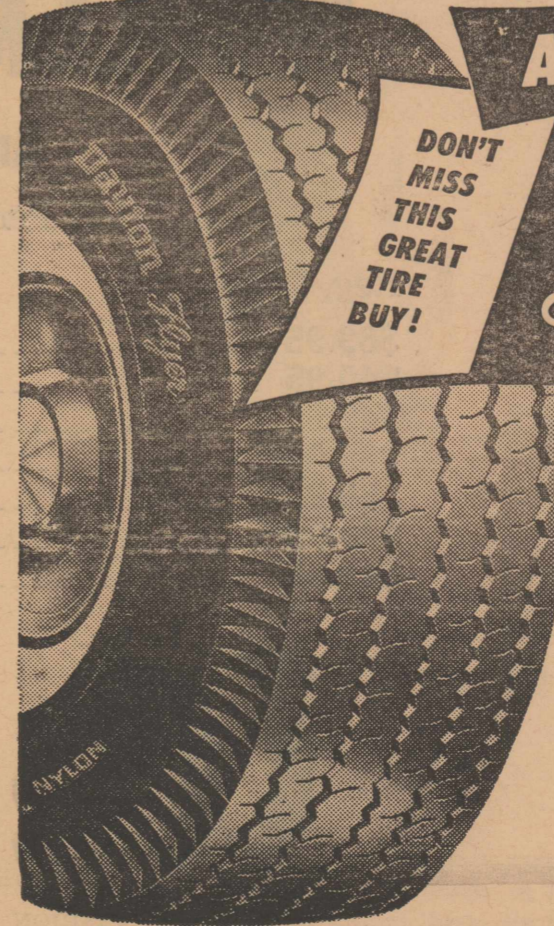
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MODEL CLEANERS

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WANT ADS

For Sale

FOR SALE — Good clean Mustang oat seed. \$1.00 per bushel. Mrs. H. A. Sullins, Vera, Texas. 4tc 49

FOR SALE — 100 acres. Plenty of water. Fair improvements. Close to Munday and pavement. See D. E. Holder, Munday 4tp43

FOR SALE — 160 acres irrigated farm land. Consider oil and gas rights. Located close to Heffner. See D. E. Holder, Munday. 4tp43

FOR SALE — 3 bedroom brick home. 2 baths, den, wall-to-wall carpeting, central heat and air, fenced back yard and water well. Located on East 7th. See Jack Arledge. ttc51

FOR SALE — One bedroom home on one and one-half lots in good location. Mr. J. D. Cook home, contact J. E. Cook, Box 612, Grants, N. M. or Joe Reeder, Jr. ttc29

NEW MATTRESSES FOR SALE, Old Mattresses made like New! Free pickup and delivery service. Satisfaction guaranteed. Bogg's Bros. Furniture. Phone 4171, Munday. ttc29

FOR SALE — 280 acres 3 and one-half miles northwest of Munday. Irrigated. Also oil wells. Also 85 acres irrigated and oil well just out of city limits in Munday. See R. M. Almanrode, Munday, Texas. ttc 49

FOR SALE 100 acres of land five miles west of Knox City. Write Sallie Walden, 501 South Main, Morton, Texas. ttc49

FOR SALE — Duroc Jersey—(Red) weaning pigs. See Bonnie or M. L. Verhalen. 2tp 50

Business Service

CUSTOM—Onewaying and grain sowing. See Allen McGaughey. ttc43

NOTICE —

If You Want To Buy or Sell a Farm Contact S. N. Reed, Licensed Real Estate Dealer.

S. N. REED

Phone Office 658-3061 Residence 658-4091 Knox City

RCA, PHILCO and ZENITH Television, Radio and Hi-Fi See our latest models before you buy. Strickland Radio & TV Service, Munday. ttc43

FOR EXPERT TV and radio repair, call Kale Electronics. Phone 658-3161. 500 Central, Knox City, Texas. ttc33

PLUMBING SUPPLIES of all types — Fixtures, pipe, fittings, faucets, traps, septic tanks. Guinn Sheet Metal & Plumbing. ttc28

INDEPENDENT Contracting — Any size job—Get our prices before you build. Pete Whitten. Telephone 658-3482. ttc24

Miscellaneous

NOTICE — Would whoever borrowed my electric grain auger from John Crownover's barn, please return it? Tom Richardson. 4tc 49

NOTICE!! — Laina Greer Beauty Preparations Advanced Concepts in Skin Care. For a Free demonstration call Lena McGee at 658-5341 or 658-3452. ttc6

NOTICE — Ford tractor owners. Let us overhaul your Ford tractor. Our mechanics are trained in the Ford school. Give us a trial. Free pickup and delivery on major overhauls. Gene Wood Tractor Sales. Phone 3631, Munday, Texas. ttc4

Wanted

WANTED — Some Good Used Furniture Lovelace Home Supply ttc 39

WANTED TO BUY—Old furniture, antiques, pewter, brass, or copper. Marye Hope Carr. Phone 658-6891. ttc 36

For Rent

HOUSE FOR RENT — Call 658-4081 or 658-5881. ttc 50

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BUTANE — PROPANE — CONOCO PRODUCTS

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P. O. Box 635 — Phone 2711 Crosbyton, Texas

PLASTIC UNDERGROUND IRRIGATION SYSTEMS

FREE ESTIMATES — 5 YEAR GUARANTEE

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NIGHT -- 658-5791

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EQUIPMENT FOR RENT:

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Air Compressor

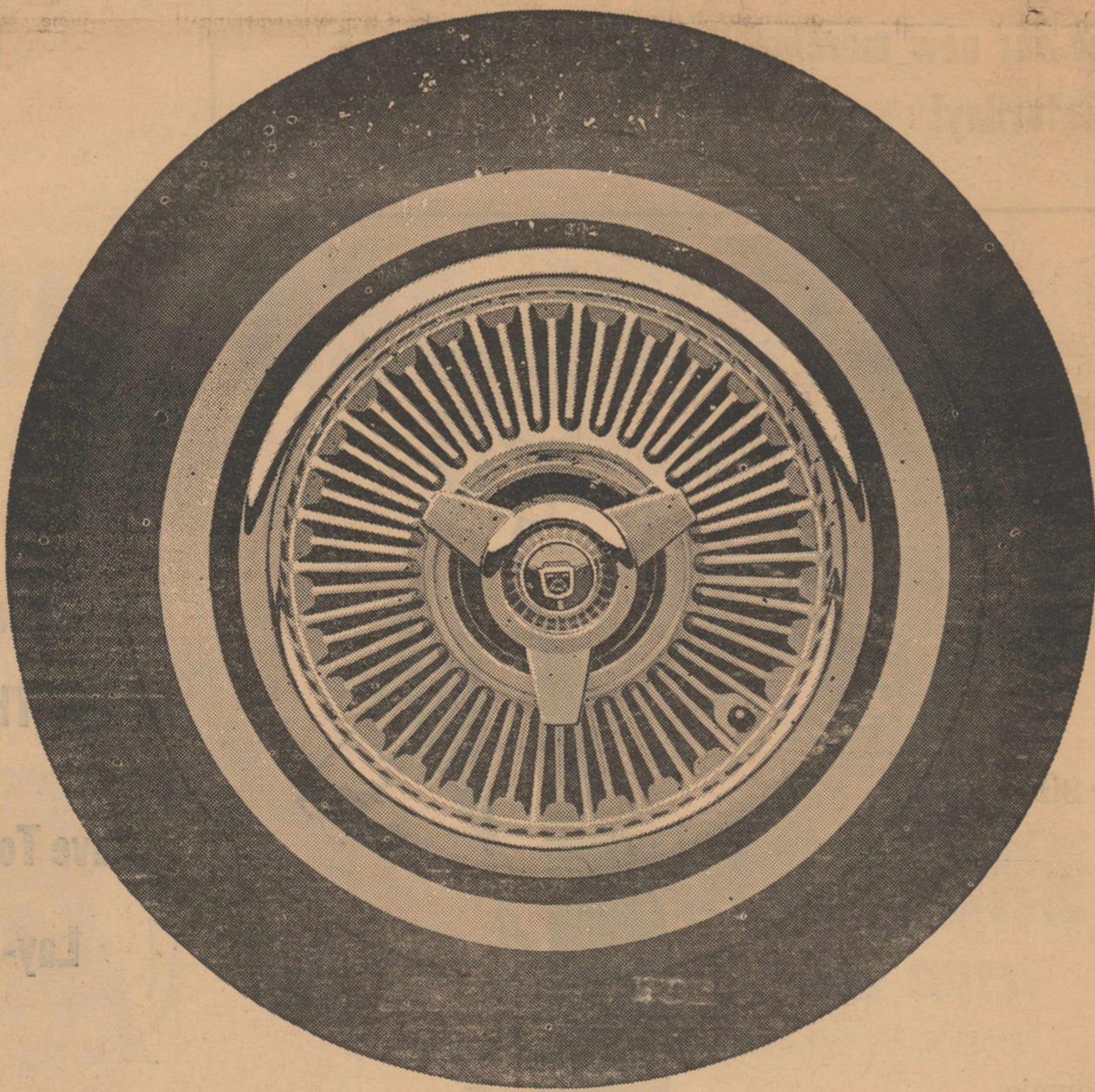
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Ford spent more than \$10,000,000 to develop a new, smoother ride in the '63 Ford Galaxie! Your Ford Dealer invites you to spend just 10 minutes in the driver's seat! You'll roll smoothly on all roads at all speeds, at all times! Only the wheels feel the bumps! This new ride in the Ford Galaxie is so incredibly smooth we can't describe it! You have to drive a Galaxie yourself! Every easy mile, all the new handling ease will be a revelation!

TRY IT TODAY—SEE YOUR



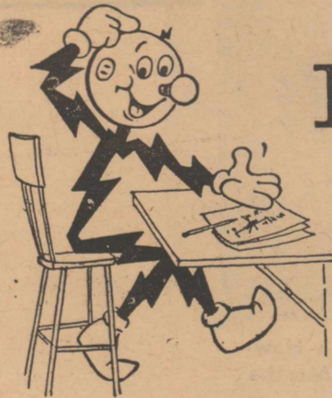
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KNOX CITY, TEXAS

PHONE 658-2301

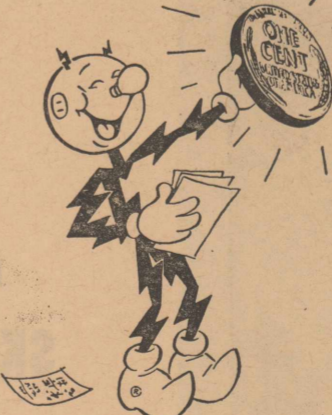
It's easy to explain...



...and it takes a lot of figuring...



but—the answer is...



1¢*per kilowatt hour for flameless electric comfort home heating!

So—see your electric heating contractor right away. Heat your home the flameless electric way this winter. Baby safe flameless electric baseboard heating is perfect for homes with small children, or people with cold feet!

Live modern at little cost—the flameless electric way!

West Texas Utilities Company an investor owned company

* Plus fuel adjustment clause

EVERYONE IS CORDIALLY INV

COKE PARTY AND

INFORMAL
Come As You Are!



CLAUDIA REED is shown trying on an "After Five" frock by Howard Wolf with the able assistance of Pat Webb, one of Webb's salesladies.



MARTHA KAY WALDRIP is shown above modeling a Howard Wolf silk ensemble, hat and bag from Webb's. Martha Kay will join the other girls in modeling Saturday.



BELLE BURNETT is shown above attired in a Jantzen Sweater Dress and Jacquard Jacket. Mrs. Roy Hines is assisting Belle in her choice of attire.

Webb's is continuing the Fall and Winter Sale of last week through Saturday, Nov. 17 in, connection with our Coke Party and Dress Review. Hours from 2:30 to 5p.m. Saturday.

The lovely models pictured on this page will join our sales staff at this time for your convenience and will model any dress or ensemble of your choice.

Webb's hasn't forgotten Dad either, for we have a large selection of Slacks, Sport Coats, Hats and Shoes to keep his attention while Mom & Daughter view the new creations being modeled. Otis Harbert will assist them in their shopping or will baby-sit for Mom.

Informal, naturally, just a Webb party and get-together for the entire family. See our new merchandise and visit your friends at our store Saturday!



it's a be-beauty

... sensational fashion seasoning collection of hats that do for you all the things a hat should do!

**COSTUME
JEWELRY
1.98 to 7.9**

Girls and Childrens

FALL SHORT COATS

Values \$17.98 to \$45.00

1/3 off

Sizes 3 to 13 Junior Sizes

Fall and Winter Brownie SKIRTS AND SWEATERS

Matched Sweaters and Skirt

1/3 off

Regular \$6.98 Skirts
Sweaters \$4.98 to \$12.98



25.00

HOWARD WOLF

Christmas Is Just
Around The Corner--

Save Today And
Lay-Away!

"ON THE TOWN" by Howard Wolf, party-perfect one-piece soft sheath in arnel crepe, with draped bands on low back, tie belt. In black, red bone. Sizes 3-15.

WITED TO WEBB'S INFORMAL D DRESS REVIEW

INFORMAL
Come As You Are!

FREE - FREE

BABY ORCHIDS

Given The Ladies All Day Saturday!



CARROLL TANKERSLEY and SAMANTHA GRAHAM are shown above modeling a Brownie Knit Sportswear ensemble by Carroll and Samantha is modeling a Jantzen Holiday Sportswear ensemble.



45.00

LONG-PLAYING

wool jersey takes a fascinating turn in Carlye's siren sleeved glove dress with its own sparkling pin. Good for the figure... versatile for the holiday season and then some.

Carlye

LADIES SUITS

All New Fall Short Coats

1/2 off

Values to \$19.95



MRS RUTH LEWIS is shown above checking the fit of the Brownie Sportswear Skirt ANDY HUDSON is wearing. At Webb's all alterations are guaranteed to the purchasers satisfaction.

FALL AND WINTER SALE

IN PROGRESS THROUGH SATURDAY

LADIES DRESS COATS

1/3 off

\$16.98 to \$159.00

WOOLEN DRESSES

And SUITS

100 Per Cent Wool



39.95

SO PERFECTLY PRETTY

with air-tucking spilling over the hips for a long-bodied look in wool jersey. A young outline of a holiday-resort dress fashioned with Carlye know-how.

Carlye

Reg. Price	Sale Price
\$69.95	\$46.43
\$49.95	\$37.22
\$45.95	\$34.95
\$35.00	\$23.34
\$29.98	\$19.97
\$25.98	\$16.98
\$19.98	\$13.62

Webb's

FIRST IN FASHION Knox City — Stamford



MRS. JOHN VINITA, saleslady at Webb's, is showing WYNETTE TANKERSLEY a Carlye Dress. Wynette is wearing a Jerry Golden Dress. Webb's invites everyone to share in their "Coke Party and Dress Revue" Saturday, 2:30 to 5 p.m.