

Who Will Be Hereford's  
No. 1 Salesman  
For Month of September?

# The Sunday Brand

24 PAGES  
TODAY

Including 8 Pages of Colored Comics.

Published Every Sunday

Our Slogan: "More People—More Farms"

Hereford, Deaf Smith County, Texas, Sunday, September 12, 1948

Price 10c Per Copy

Volume 1—Number 11

## AROUND TOWN SIGHTS, FACES SEEN

Police Chief F. S. Bcklew has issued a reminder to drivers that school zone speed laws are now in effect since school is under way. The limit is 15 miles an hour and warnings are posted within a block of all streets leading to schools.

The first meeting of the Parents' Teacher Association will be held in the high school auditorium at 8 p. m., Tuesday. Mrs. Tom Draper will be in charge of the program with a theme of Food and Nutrition. A social hour will follow the program.

Pete Cowart, Chamber of Commerce secretary, this week received the bronze tablet which he ordered to be delivered in two weeks last spring, for Hereford's 50th Anniversary Celebration. A little belatedly, the already sealed time capsule casket will be embedded soon in concrete with the tablet completing the plans. Location is at the south entrance of the courthouse. It reads, "Time Capsule Contains History and Predictions Deaf Smith County, Buried 50th Anniversary, 1948. To Be Opened 100th Anniversary, 1998."

People of Hereford know that they have become well known (Continued on Page 8)

## 22 Men Sought For National Guard Service

Twenty-two men of Hereford and vicinity are needed to form a rifle company of the Texas National Guard here, Capt. O. P. Cowart, commanding officer of Company G, disclosed Saturday. Young men 17 to 18½ years old who enlist in the Guard here will be deferred from the draft as long as they serve satisfactorily, which means until they pass the draft age, according to Department of the Army Circular No. 247, Cowart said. Full details of the enlistment plan may be obtained from Cowart at the Chamber of Commerce office here.

Full strength of Company G has been set at 178.

The Draft Act provides that in states where National Guard units have not reached or cannot maintain their authorized strengths by the enlistment of persons not liable for draft, the governor may issue a proclamation stating this fact. Gov. Beauford H. Jester issued a proclamation on Aug. 10 saying the Texas Guard still needs about 1,600 men, who may be recruited from draft age young men.

Veterans with more than 90 days but less than 12 months Federal Service may also be exempt from the draft by joining the Guard. Ex-GIs, according to Cowart, may enlist at the grade held at time of discharge, or if they were in the first three pay grades may be commissioned a second lieutenant in the Guard.

Applicants will be carefully selected under this quota, largely based on ability to attend weekly training periods and summer camp. Absences may not exceed 10 percent of scheduled drills, days of field training, or a combination thereof.

Members of the senior ROTC who are also members of the Guard do not have to attend National Guard armory drills.

## Deaf Smith Delegates To Leave Monday For State Demo Meeting

Deaf Smith County delegates Saturday were preparing to leave Monday for Fort Worth to attend the state Democratic convention opening there Tuesday.

The delegates, chosen at the county convention July 31, are instructed to support Harry S. Truman for President, and Owen Brewster for Vice-president, as nominees of the party.

Delegates are Bob Lewis, Henry Sears and Robert L. Thompson. Alternates are O. P. Cowart, A. O. Thompson and Leo Forrest.

It's A Busy Life, Salesman Of Month Finds

## Partisan F. Watson Services Farm Needs Around The Clock

By PHYLLIS RADOVICH

"Hello, supersonic salesman, I need a binder sickle." The interview with Frank Watson, salesman of the month, was wedged in between requests for parts which he competently filled. Partisan Watson's life during busy harvest or planting season is frequently wedged in between requests for farm machinery parts. It's no white collar job; working hours are from 8 to 6 and whenever a farmer needs repairs. He doesn't hesitate to call on Watson even if it means getting him out of bed, but it's all part of

the co-operation that keeps agriculture rolling along. Boss Wayne Evans said the only time he ever knew about these after-hours occasions was when he went down to supply a farmer with parts only to find Watson there helping somebody else.

Award of the September salesman was made Tuesday night by Francis Hardwick at the Star Theater. Watson's wife was responsible for getting him there and she did it by saying that her mother, who was visiting and would be leaving the next day, wanted to see the show. So Watson went, totally unprepared for the surprise in store.

In fact, he said he didn't even hear the presentation speech as he knew it did not pertain to him. But he's \$100 better off now for his investment in courtesy and reliability.

Oklahoma born Watson has been with the Hereford Implement Company for about four years and came there from Vega where he moved after his discharge from service. He became interested in machinery in Adrian in 1940 when he first went to work for International Harvester.

Since his arrival in Hereford, he's had to get acquainted with all sorts of new farming devices such as potato planters and diggers and the sugar beet harvesters. "When a new device arrives," soft-voiced Watson drawled, "Wayne and I look it over and try to decide what parts will wear out first, so we can order replacement. It's not always possible to tell, but we try to keep stocked with farmers needs. A salesman also has to gauge his

(Continued on Page 8)

Gayle Marie Foster, Junior class nominee, became football queen for the 1948 Whiteface Squad when her class totaled up the largest amount of football ticket sales, in the annual contest ending Friday.

The four classes sold \$1,950 worth of season tickets, with the winning Juniors totaling \$675. Sophomores were second with \$510, Seniors, \$455 and Freshmen \$265.

The coronation of the queen will be held between the halves of one of the home games but no definite date has been set so far according to Mrs. Morris Thompson, high school secretary.

Gayle Marie will be crowned by one of the football players and her court will consist of the nominees from other classes: Geraldine Knabe, senior; Donna Jean Holman, sophomore; and Pat Frye, freshman.

The candidates were chosen Tuesday Wednesday morning at the first class meetings held by the

(Continued on page 8)

## Deaf Smith County Farmers Investing \$183,934 Into Area Soil Conservation Methods This Year

Deaf Smith County farmers are taking enough interest in the sort of future insurance provided by soil conservation measures that they are investing about \$183,934 in conservation methods this year alone according to the Agriculture Conservation Association.

Other records from the Soil Conservation office show that of the 850 farms in the area, 800 of them have been submitted to the improvements recommended for each individual farm by the SCS.

By the end of August the ACA office had issued \$87,187.46. This amount represents about 45 percent of the total cost because each farmer who received reimbursement must just a about match that amount with labor, material and machinery costs.

County allocation total was originally established at \$90,000 but since farmers have taken such an interest in these practices, Faust Collier said the lo-

# Hereford Area Sugar Beet Acreage Tripled

Local Methodists Begin Improvement Program

## Three Loaders Are Erected For Big Crop

Sugar beets, last year's Cinderella crop in Deaf Smith County, may prove even more of a bonanza this year with the tripled acreage and excellent prospects for yields reported by Odean Nixon, field representative for the American Crystal Sugar Company, which contracts this area's sugar acreage.

After 1947's inspiring start, 90 growers signed agreements with the company. There were 30 before. These men are raising 4,200 acres of beets as compared with the 1,444 grown last year, Nixon said.

Harvest will begin about October 4 and in preparation for a big crop, three beet loaders have been erected. In addition to the one in Hereford, used by all the county last year, there is now one at Dawn and Summerfield. Another production kink has been ironed out, with the setting up of piling equipment at the Hereford dump to cut delays created by any freight car shortage. Last year so few gondolas were available to send the beets up to the sugar refinery that some were sent in freight cars and harvest was held up from lack of transportation. This piling equipment will enable the shippers to dump beets on the ground much like the wheat piles created in bumper harvest years.

45 Harvesters Sold  
According to Wayne Evans, about 45 mechanical beet harvesters have been sold to be used in this area during the 1948 season. There were 14 here last year which still keeps the average about 100 acres per harvester.

With 1947 agreements, the farmers were required to either fertilize their beet land with a minimum of 75 pounds per acre (Continued on Page 5)

## Bob Wear Is Guest Speaker At Canyon Lions Club

Bob Wear, minister of the Hereford Church of Christ, was guest speaker at the regular meeting of the Canyon Lions Club Thursday.

In his brief address he emphasized the importance of working to "preserve our way of life." He said, "We must be vigilant in our responsibilities as citizens. There is too much lethargy and general indifference on the part of many people. There is a general tendency to accept and use our blessings and give little or no thought to our responsibilities. There are those who wish to destroy our way of living, and we must be on the alert to make sure that they do not succeed."

Wear reminded the group that the manner of life we know is made possible by a government which is, "of the people, by the people, and for the people" and in a further effort to stress the responsibility of citizenship he said, "We are the people."

He closed by saying that all civic groups could and should play an important part in preserving the American way of life.

## 3-Day Sales Training Program To Be Held Here Starting Wed.

A three-day sales training program to be conducted by the Chamber of Commerce retail merchants committee will begin at 10 a. m. Wednesday in the Lions-Rotary hall. Afternoon sessions also will be held at 2:30.

The program includes sales training suggestions and motion pictures released by the United States Department of Commerce.

"It is to be the advantage of each merchant in Hereford to attend this program," said O. P. Cowart, C of C secretary-manager, who will be in charge of the program. Arrangements also should be made, he said, for store employees to attend.

The retail merchants committee is composed of Sam McCallister, Paul Harvey, F. W. Leonard and Don Davison. (Continued on Page 5)

## New Look In Store Fronts Is Urged Here

The new look in store fronts would add much to the sales of the merchants inside, E. R. Hare, demonstrator and salesman for the Pittsburg-Glass Company proved before a group of business men and women Thursday.

The first of a series of clinics to be staged by the Chamber of Commerce, under the Main Street Store Front Committee headed by Jimmie Gillentine, will soon be followed by others to encourage store front improvement in Hereford.

Glass bricks of many types, along with model store fronts and literature showing how glassize old store fronts were attractively displayed.

Following a luncheon, colored (Continued on Page 5)

## Try and Find The Needle In This Hay Stack

How many bundles of hay in the tallest stack in town? Over at the corner of Roosevelt and Second St. J.

Roy Davis has stacked two bundles of his first cutting of alfalfa and the tallest of the two stacks tops off 21 bundles high.

This was raised on a 40 acre plot two miles north of town on Highway 51. Twice since June the patch has been harvested but those bundles were stored on the farm.

The bundles in these two stacks are about three feet long, two feet high and one half feet wide. Each weighs between 65 and 70 pounds. Although Davis didn't know the number of bales in each stack, total weight of the two was computed at about 170,000 pounds. There are 2600 bundles in the two stacks.

However, to find the number of bundles in just the tallest stack, you'll have to go down and count them.

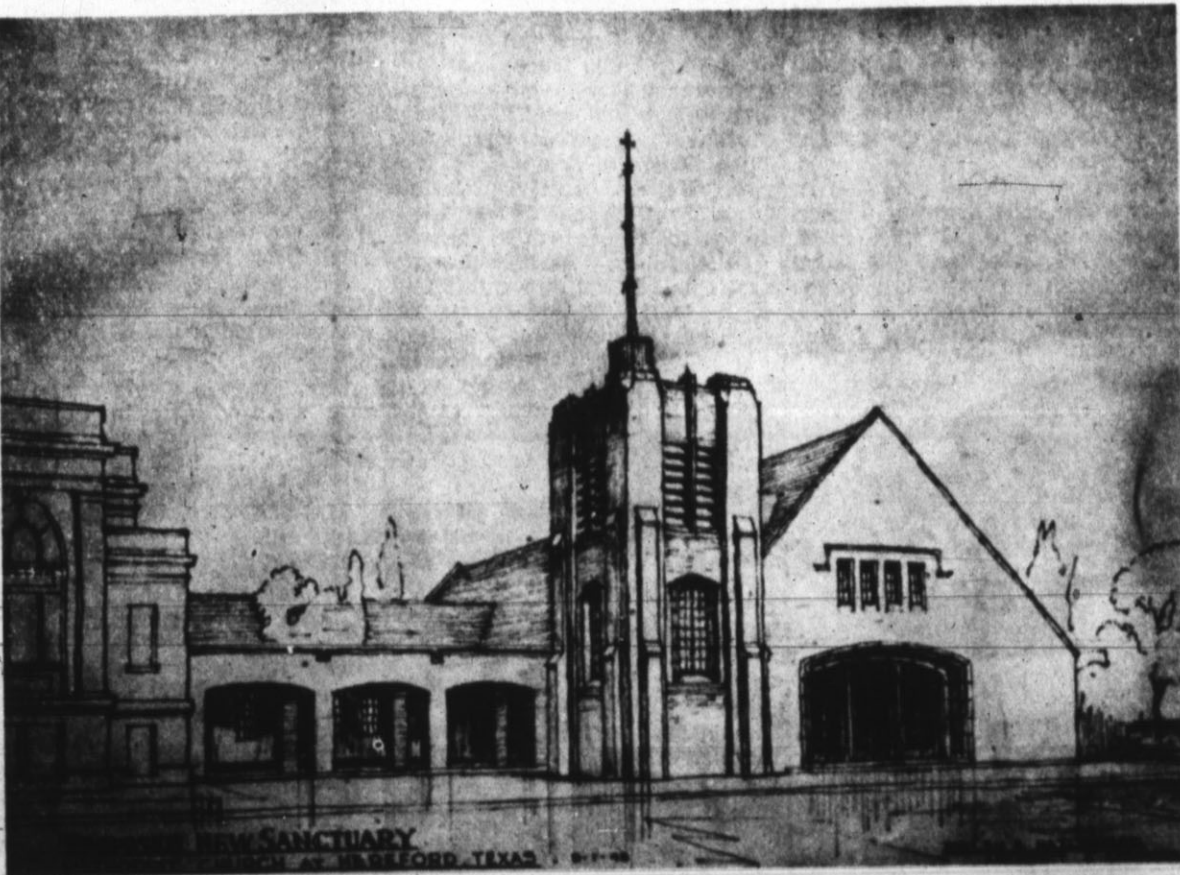
## W. M. Emmons, 74, Father Of Former Resident Here, Dies

W. M. Emmons, 74, died in the Hico hospital Saturday night, August 28. Mr. Emmons was the father of W. M. Emmons Jr., former Hereford resident who was a teacher for a number of years in the public school here and was later associated with the Soil Erosion office.

Funeral services were held in the Rico Baptist Church August 29.

Besides his wife, he is survived by six sons, two brothers, a sister, and nine grandchildren.

The sons, all graduates of A. and M. College are: W. B. Emmons of Victoria; A. B., of Sulphur Springs; W. M. Jr., of Albany; Clyde H. of Amberst and J. R. Emmons of Matador.



Hereford Methodists last week began actual work on a building program to cost over \$100,000, giving them the last word in a worship sanctuary and an improved educational building. Plans include the new church worship room pictured at top with modern heating and cooling installations. Plans also include electronics with tower chimes and public address facilities. Main floor will be on the ground without steps to climb for entrance. It will connect with the present building through corridors and a large parlor. The old building will be converted into a three-story educational unit. Over \$85,000 of the cost is subscribed. The lower photo shows the first check being drawn on the building fund. From left to right those pictured are: J. F. Messer, contractor on first excavations who received the instrument; S. O. Wilson, vice-chairman of the building committee; Cliff Hicks, building contractor; Mrs. Russell Thomas, bookkeeper for the project; and Jess Stanford, church treasurer. In front of the counter is Rev. Don Davidson, church pastor.

## McLean Tigers Nip Hereford 19-6

By WORTH COVINGTON  
Before a crowd of approximately 2,500 the Hereford Whitefaces Friday night dropped their first game of the season to the McLean Tigers by a score of 19 to 6. Johnny Griffith, 170 pound fullback for the Tigers, who was the outstanding back of the game, broke

loose for a 63 yard run for the first touchdown before the game was five minutes old. Johnny Haynes scored the second Tigers touchdown in the first quarter from the two yard line after a fifty yard drive.

Hereford's touchdown was made in the opening minutes of the fourth quarter on a quarterback sneak by Jack Stanton from the one yard line, after a 72 yard drive of end runs and line plunges featuring Bill Engman, Duane Christian, and Don Davison.

L. M. Watson scored the last McLean touchdown in the last two minutes of the game.

The Whiteface offense would look good at times with Engman and Christian making fairly nice long gains, but the downfield blocking prevented them from breaking away for touchdowns. Hereford made 14 first downs to 12 for McLean. The Hereford defense looked pretty good in the middle of the line for the seasons opener, but the defense was weak on end runs. Most of the tackles made by the Whitefaces was to high to be effective.

Play by play of the Game:  
First Quarter  
Hereford won the toss and elected to receive and McLean chose to defend the south goal. Engman took the kickoff on the 10 yard line and returned it to the 15. Davison picked up three

at left guard. Engman made seven at left guard for a first down. Christian went over left guard for two. On a hand off from Stanton, Engman rolled off 10 more yards over right guard for another first down. Davison plowed over center for six yards. Engman picked up two more at center. Davison (Continued on Page 5)

## Local DeMolay Receives Charter

The order of DeMolay received its charter Wednesday night at a joint meeting of the order and Scottish Rite Club, its sponsor.

Herman Ford, of Amarillo, former DeMolay advisor, presented the charter to the Scottish Rite officers. Henry Sears, president, A. Peterson, secretary and Alex Bateman, chairman of the advisory council, who in turn presented it to Oliver Streu. Oliver is master counselor of the DeMolays.

Following the presentation ceremony, Randolph Thomas was given the initiatory degree as a new member of the DeMolay order.

Herman Ford was relieved of his duties as DeMolay Dad which were officially given to W. A. Phipps, acting in that position since Ford has moved to Amarillo.

## County Officers Busy During Week

County police were busy this week with two cutting affrays at the Labor Camp, a hot check charge and a drunken disturbance, according to reports of Sheriff J. C. Reese.

Monday evening Gilberto Navarrez was charged with aggravated assault and jailed after attacking a companion named Chavez with a dull knife. Chavez was hospitalized for treatment but was not critically injured.

Sunday morning two labor camp citizens were charged with affray following a knife attack between Hernandez Gonzales and Angelo Martinez. Neither was badly hurt, and the two were released after they paid a fine of \$18 each to County Judge Leonard Foster.

Bob Jarman pleaded not guilty. (Continued on Page 5)





FRAME STRAIGHTENING

WHEEL BALANCING

FRONT END ALIGNMENT

**KINSEY**  
Motor Company

## Cash Prizes To Be Awarded In Judging Events Special Merchants Display Also To Be Featured

A bigger and better Farmer County Fair than ever before was promised this week by the fair association as it neared completion of plans for the annual event Sept. 23-25 at Friona. Judging will be conducted on the second day of the fair. will include beef cattle, short horns, Jersey, hogs and grains. Merchants of the area will exhibit merchandise in the merchants building and a special display of women's home arts has been provided for.

A parade featuring school bands of the area and some of the animals is scheduled for the last day.

Judges will include Raymond King, Castro county agent, beef cattle; Frank Ford of Hereford, milk and short horns. Others are to be selected.

Cash prizes to be awarded in the Jersey, milk and short horn divisions will be \$5 first prize, \$3, second prize and \$2 third prize. Winner in the hog judging contest will receive \$3, while

the two runner ups will be awarded \$2 and \$1 respectively. Hogs will be judged in various classifications and beef cattle will be divided into Hereford and Angus divisions.

Vocational agriculture and home economics students will establish educational exhibits at the fair. Mrs. A. W. Anthony will be superintendent of the women's home arts department. Practice judging by 4-H and Future Farmers of America club youths will be held Saturday morning.

Officers of the Farmer County Fair Association are Dan Ethridge, president; Levi Johnson of Oklahoma Lane, vice-president; Hulie Horn, secretary-treasurer. Other members of the directors' board are Clyde Hays of Black, Floyd Schlenker of Rhea, George Trimble of Bovina, Wepdol Christian of Oak Lane, Virgil Teague of Lazbuddy, and C. M. Henderson of Farwell.

Ollie Linder, Farmer County agent, is general superintendent of the fair; J. T. Gee, Friona agricultural teacher is assistant general superintendent; Robert Morton, Farwell agricultural teacher is superintendent of the swine division; Elmer Berryhill, Bovina agricultural teacher, is superintendent of the beef cattle division; Wilford Quickel, Farwell veteran agriculturist instructor, is superintendent of milk, short horn, Holstein, brown swiss and guernsey division; Harold Lillard, Friona veteran agriculturist teacher, is superintendent of the agricultural products division. Exhibits of the latter are limited to gallon samples of small grains, such as wheat, barley, etc; gallon samples of grain sorghums, ten ears of corn, either pop or field.

A catalogue is being published.

### Jumbo

By MRS. GLEN MAY

The Jumbo H. D. Club met Thursday in the home of Mrs. Addison Hunter. The program's theme was "Yeast Bread" in charge of Mrs. Woodrow Nelson. Refreshments were served to Mesdames Clyde Renfro, Fred Axe, Chester Wiggins, T. E. Brock, Euell White, F. A. May, Glen May, Clyde White, Sam Maynard, Woodrow Nelson, and one visitor, Mrs. Clayton Devin of Happy.

Mr. and Mrs. H. N. Nelson and family of Earth spent last Wednesday with the T. E. Brock family. Donnie Ray and Florence accompanied them home. Mr. and Mrs. Brock were in Earth Sunday to bring them home.

Mr. and Mrs. Euell White were business visitors in Stratford, Okla. last week.

Rev. and Mrs. Dennis White of Plainview spent several days last week with the White families here.

Mrs. Clayton Devin and Gracine were visitors in the Fred Axe home Thursday. Gracine remained until Sunday when Mr. and Mrs. Axe took her home.

Mr. and Mrs. Glen May and Eddie were Amarillo visitors Saturday.

Mr. and Mrs. F. E. Clowdus and children returned from Enid, Okla. Thursday. Mrs. Clowdus and children had been visiting there for the past week.

Mrs. Roy Smith and son, of Pomona, Calif. have been guests in the Clowdus home for the past week.

Mr. and Mrs. Lem Brock of Flomot, were week end guests of the Howard Bishop family.

Mr. and Mrs. Jimmy Harris of McGargle, were guests of the L. A. Matthews family this week.

Mrs. Howard Bishop and Tommie Lynn, Mrs. L. A. Matthews and Jimmy Harris visited relatives in Claude on Wednesday.

Mr. and Mrs. M. L. Simpson and Louise left Monday for a vacation in Hot Springs, New Mexico.

Howard Bishop and E. L. Matthews were business visitors in Plainview, Monday.

Mr. and Mrs. Frank Markham are parents of a baby girl, Marcia Carol, who was born August 19 in the Canyon Hospital. At present the family are staying with her parents, Mr. and Mrs. Finis Hunter.

Mrs. Howard Bishop complemented her son, Tommy Lynn, with a birthday party Tuesday, August 24. Refreshments were served to the following little

### Hospital Notes

FARMER COUNTY HOSPITAL

Patients admitted: Walter Scheuler, Friona, accid.; Eddie Bob Gray, Friona, med.; Mrs. Edwin Collier, Friona, mat.; Lavoyce Burrows, Friona, med.; Lester Harrelson, Friona, accid.; Tommy Gee, Friona, med.; Mrs. Joe M. Smith, Friona, med.; Dale Williams, Friona, med.; Lloyd McWhirter, Friona, med.; Mrs. Lida Bracken, Muleshoe, accid.; Mrs. Paul Wiggins, Friona, med.

Patients dismissed from the hospital: Walter Scheuler, Eddie Bob Gray, Mrs. Edwin Collier and baby, Lavoyce Burrows, Lester Harrelson, Tommy Gee, Mrs. James M. Smith, and Dale Williams.

All members of the Farmer hospital group are now able to join the Blue Cross Insurance by contacting the Farmer County Hospital and calling for Mrs. Moore, the manager, who will supply the information and application blanks.

guests, Nancy and Bonnie Spencer, Jimmy and Zella Axe, Eddie May and David Matthews. Phyllis and Frances Hunter left Wednesday for Slaton, where they will attend school. They have been spending the summer vacation here with their father.

### SUNDAY BASEBALL

Hereford VFW

vs. General Mills

of Amarillo  
2:30

Veterans Park

Tuesday Nite  
HEREFORD

vs. NAZARETH  
8 P. M.

## HEAR THE Gilmer - Aiken Committee Report OVER Station KPAN

11:45 o'clock Monday, Tuesday, Wednesday

September 13-14-15

### THIS WEEK ONLY

Men's Guaranteed Expansion Bands

CROWN PRINCE . . . . . Reg. \$10.00 Now \$5.00 plus tax  
ENDURA . . . . . Reg. 5.50 Now \$3.00  
EL CHARRO . . . . . Reg. 5.25 Now \$3.25 plus tax  
EAR SCREWS . . . . . \$1.95 values for \$1.00 plus tax

VALGEAN PEARL CHOKERS AT 1/2 PRICE

Nationally Advertised  
Your old watch is worth \$5.00 trade-in value on any new watch in our store.

Holmes & Edwards

Service for 8  
Regular Price \$68.50  
OUR SPECIAL PRICE  
**\$63.50**

## LAMM JEWELRY

WEST THIRD, HEREFORD



Mann's MALTED MILK Bread

You're well suited for good work in

## Dickie's SHIRTS and PANTS

It pays to look your best on the job, and you can look neat and be thrifty too, with long-wearing Dickie's Shirts and Pants. Dickie's give you smooth Army Twill fabric... men-size pockets with button-down shirt pockets... smooth fitting waist with sturdy belt loops... and other good looks and comfort features.

Get thrifty, smart-looking Dickie's NOW!

**SUIT 7.96**

Dickie's SHIRTS & PANTS

Notice To Chamber of Commerce... and you, too!

WE HAVE  
**ARROW**  
SHIRTS  
TIES  
and  
SHORTS

at  
The Popular Store



Select These Now:

- Leather Coats
- Wool Jackets
- Sweaters
- Suits
- Plaid Shirts
- Boots
- Topcoats

AND MANY OTHER FALL ITEMS!

**THE POPULAR STORE**

Use Our Lay-Away Plan

### Dorcas Circle Home Demonstration Club Activities

Dorcas Circle of the Methodist Church met Wednesday with Mrs. Richard Winget with Mrs. Richard Barnard in charge of the lesson. Mrs. Norman Gray gave the devotional and Mrs. Don Davidson gave the prayer. Those present were Mesdames Richard Barnard, Paul Conaway, W. L. Davis Jr., W. B. Dowell, G. W. Edwards, W. L. Goetsch, Norman Gray, Lee Kent, Don Martin, Earl Plank, Gene Stephens, Howard Gore, Jay Boston, Chester Shellhouse and the hostess.

The next meeting will be with Mrs. Howard Gore on September 22.

## YOUR CHILDRENS HEALTH

### SCHOOL IS HERE

Have you had your child's health needs checked? Have you advised with your doctor about his eyes, his tonsils? Does he need a vitamin builder? What about vaccines, influenza, smallpox, diphtheria and whooping cough? We have a complete stock of these serums kept under refrigeration. Have your doctor look him over.

How about his teeth? Does he often have cavities in his teeth? Cavities are considered a probable source of entry of polio germs into the nerve system of the body. It will pay to have your dentist check the condition of his teeth.

A new tooth brush and his own tube of tooth paste from our extensive stock will encourage him to keep his teeth clean.

EDWARDS

## CITY DRUG

PHONE 100

FILLING PRESCRIPTIONS IS THE MOST IMPORTANT PART OF OUR BUSINESS

# AUCTION SALE

1 O'Clock P.M.

**TUESDAY, SEPTEMBER 14**

Located at the L. B. Wolfington place 9 miles west of Hereford, 3 miles north, 3 miles west, and 1/2 miles north.

- |   |  |
|---|--|
| 9-Ft. Angel Oneway, on Rubber               | Junk Case Combine, 16-ft.                |
| Set Dempster Drills, Power Lift, 8 hole     | Steel Hog Vat                            |
| Set Dempster Drills, Lever Type, 7 hole     | 3-Row Sled                               |
| 16-10 International Drill with press wheels | International Tiller, 14 ft, with Sweeps |
| 2-Section Harrow                            | Grain Loader                             |
| 4-Section Harrow                            | Coal Stove and Pipe                      |
| John Deere Tractor, Model D                 | International Kerosene Heater            |
| John Deere Binder, 10-ft., in good shape    | Small Coleman Heater                     |
| International Binder, 10-ft.                | Living Room Suite, Makes a Bed           |
| Pipe, approximately 275 ft. of 1 inch Pipe  | Post Drill                               |
| Wagon, Iron Wheel                           | 5 Gas Barrels                            |
| Cattle Squeeze Chute                        | Garden Plow                              |
| 3-Row Lister                                | Coal Brooder and Pipe                    |

MANY OTHER ARTICLES TOO NUMEROUS TO MENTION

# FRED H. MILLER

All Goods To Be Settled For Before Leaving Property

Lloyd Otten  
B. B. Northcutt, Auctioneers

Consignments Welcomed

E. C. Eubanks, Clerk



### The Salesmanship Contest

This week marked selection of Hereford's "Top Salesman" for the second consecutive month. As you probably recall, Miss Ona Hammer was selected for July, and the August honors went to Frank Watson.

The monthly contest, sponsored by the Star Theatre, is a community service award; the plan is sponsored in the interest of better service and better merchandising over the entire community. Fundamentally, the contest was expected to produce such interest among employees that they would all offer better service in an effort to win nomination in the contest. The program, however, has never created the interest which was expected on the part of employees.

The \$50 cash prize, which may be matched by another \$50 from the firm employing the winning clerk, is perhaps not enough to interest the clerks. Or, perhaps, a few of them feel that their service is too inferior for them to be considered. Anyway, the contest is far from being an outstanding event among employees.

Customers, on the other hand, have taken some interest in the contest and have been fairly generous in mailing in nominations.

Selection of the winning clerk each month is made by a secret committee of men and women. This group visits the firm in which the clerk nominated is employed and shops with the particular clerk, noting courteous, efficient and accommodating service offered by the clerk in question. When each of the nominations have been checked, the group meets and determines the winner. The committee is changed each month, and even the sponsor does not know who will win until just before the announcement is made.

Actually, the contest is an excellent idea for the community. If successful, it would afford better service in general throughout the community—and it would continue bringing rewards to outstanding employees.

Perhaps the merchants of Hereford might improve the situation with staff meetings in which they explained the contest in full to their employees—and stated that they would match the \$50 prize with another \$50 from their own pockets.

We hate to see a good thing like this salesmanship award lag because of interest. Hereford has been setting the pace among small towns over the Southwest, and this is another "first" which should remain as a good example for other communities to follow.

If you are a customer, mention the award to clerks who are unusually nice—or otherwise. Take the time to fill out a nomination blank. After all, it is to the interest of the entire public to keep the awards going—and without your interest and support, they will lag and die. If you have a better idea for the contest, or can explain why it lacks in interest, your suggestion will be appreciated.

The following editorial comes from The Hockley County Herald and, because it fits Hereford just as well as it fits Levelland, it is being reprinted in full.

### Invest In Your Own Home City

If you have money to invest, there is no better place to invest it than in your home city of Levelland.

The city is growing like a weed, and will continue to grow.

A walk around our city shows clearly that Levelland needs hundreds of new homes. Not only homes for sale, but homes FOR RENT.

Every day heads of families come into the Chamber of Commerce and The Herald and Sun-News office, seeking accommodations so they can live in Levelland. The average is probably three a day, and may be nearer five. Many of these families are desirable citizens with children who are now forced to live elsewhere while their husbands work here or in Hockley county. They would be a real asset to our community.

Local retail stores must live off the families who live in or near Levelland. Every family is a new customer for merchants here. So 500 new families would mean that between 1000 and 1500 new customers would buy from local merchants.

There is not much risk in building houses for rent. If the family moves away, there will be two to take their place. Existing rents are ample to give a good return on the investment.

In addition to this, the buying power of all new families would be spread over the whole retail section of the city. And this indirect benefit would probably be an even better return than the actual rent collected.

But homes are not the only need in Levelland. More modern business blocks are needed. As fast as they are erected, there are a number of clients who wish to open a new business here. And the larger and more varied our business section, the better it will be for all, as a thriving, bustling group of stores draws trade.

Think it over! And if you have money to invest put it to work in your own home city.

### The Sunday Brand

Established 1948  
Published every Sunday

Hereford, Deaf Smith County, Texas

Mrs. Seth B. Holman and Jimmie Gillentine  
Owners and Publishers  
Subscription Rate: Zone 1, \$4.00 per year; Zone 2 and above, \$5.00 per year. With The Hereford Brand, both papers, Zone 1, \$4.95 per year; Zone 2, \$5.95 per year. Carrier delivery, 50c per month. Singles copies, 10c each.

Entered as second-class matter July 6, 1948 at the post office at Hereford, Texas, under the Act of March 3, 1879.

Hereford, Texas

Editor.....Jimmie Gillentine  
Society Editor.....Mrs. John McLean  
Adv. Manager.....Bert Neelley  
Shop Foreman.....Amos DeWolfs

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When your sins find you out, it's just about as bad as when the collector finds you in.

If you doubt that women are wearing fewer clothes, just take a look at the figures.

Another Letter from

### The Bootleg Philosopher



Editor's note: Bootleg Philosopher is off on economics this week, which is as good as anything for him to be off on.

Dear editor:  
If I was likely to be affected either way, I would be concerned about a recent survey which has revealed the experts don't figure this country is gonna have a depression any time soon.

If you remember, this time last year the experts was pretty sure we was gonna have a depression, or maybe a recession, or a slight dip, during '948. Wasn't no way around it. Had charts to prove it. Printed em in the papers.

But 1948 arrived and got underway and people easily taken in tightened their belts and got set, but nothin happened. Prices kept right on goin up and people forgot all about the experts and kept on makin money and spendin it at the same rate or a little faster.

Now though the experts is positive we're gonna have good times for another year at least, which is a good sign we ought to be on the alert. The road to depression is paved with predictions by the experts that we ain't got nothin to fear and good times is here to stay.

However, as I say, the matter don't affect me none. People talk about the economic situation and so forth, and they get up in the mornin feelin good or gloomy dependin on whether times are good or bad, but me, I have risen above economic conditions. I don't get ahead don't make no difference whether times are good or bad. I'm just as short of money now as I was in the last depression. Have just as hard a time meetin my bills or dodgin my creditors now as I did then. I get twice as much for a Jersey steer now as I did then; but still lack just as much makin ends meet and ain't got no more credit at the bank now, don't make no difference if the bank has got twice as much money on hand.

And I have heard there is other folks in the same boat with me. You acquainted with any?

Yours faithfully,

J. A.

### Lutheran Church Observes Mission Festival Sept. 19

The Immanuel Lutheran Church here will observe its annual mission festival on Sunday, Sept. 19, with two special services.

The services are scheduled for 10:30 a. m. and 3 p. m. with the Rev. Paul Heckmann, pastor of St. Paul's Lutheran Church of Wilson, Texas, delivering both sermons.

The local church is constructing its own building at Tenth and B Streets. Work is scheduled to be completed within a few months. In the meantime, services are being held in the county courtroom.

Women of the church will serve meals during the festival celebration at the City Hall.

The Immanuel Church is a member of the Lutheran Church, Missouri Synod. The church body supports foreign missions in Asia, Africa, Europe, South and Central America, and the Pacific Islands. It also carries on extensive work among the negroes and the Latin Americans of this country.

It has carried on its mission to the blind and deaf for more than half a century, and has many pastors engaged exclusively in work among college and university students. At the present time there are about 5000 churches and mission stations which are served by nearly 4000 pastors.

### COURTHOUSE RECORDS

Deed Of Trust

Dudley Green and wife, Ola Mae Green, Archie Scott and wife, Lola Wayne Scott to C. M. Hicks, all of lots 21 to 24 incl. Blk 24 Town of Hereford.

Dudley Green et al to Western National Life Insurance Co. lots 21 to 24 incl. Blk 24 orig. town of Hereford.

Warranty Deed

J. L. McGee and wife, Myrtle McGee, part S 62, Blk K-3 and part Blk. 11, Evans Add.

Release

The First National Bank of Hereford to Claude Benton, a judgement.

Marriage License

Arellano Gilbert and Julia Hill.

### Texas Model Champs



MODEL AUTOMOBILES designed and built by Jerry Patton, left, of Arlington, and Harold L. Simon, right, of San Antonio, have won first state awards in Texas in the senior and junior divisions, respectively, of the 1948 Fisher Body Craftsman's Guild competition. Each youth receives \$150, and in addition their models were declared regional winners for the Texas-Arizona-New Mexico area, winning for them free trips to Detroit for the Guild's national convention to compete for university scholarships.

Try a Want Ad!

Tuesday Nite  
HEREFORD  
vs.  
NAZARETH  
8 P. M.

### SUNDAY BASEBALL

Hereford VFW  
vs.  
General Mills  
of Amarillo  
2:30  
Veterans Park

### Phebean Class Has Meeting

Phebean Class of the First Baptist Church met Thursday evening, Sept. 2 in a regular meeting at the home of Mrs.

Dennis Baker. Mrs. Pat Robinson was cohostess.

Refreshments were served at the close of the meeting to Mesdames Claude Weathersbee, Travis White, Clinton Jackson, Lloyd Sharp, J. B. Harlin Dayton, Chisholm, John Winkler,

Ray Hulse, Hulon Richardson, R. A. Daniel Jr. and the hostesses.

For fast travel on ice, a penguin slides on its stomach, propelling itself with its feet and flippers.

## Announcing the Professional Services

of

### Mr. Roy Peet, Florist

who has been employed to give complete floral service to our patrons at

## WESTERN FLOWER SHOP

SPECIALIZING IN FLOWER ARRANGEMENTS AND FLOWERS FOR EVERY OCCASION

PHONE 778

109 East Second

Hereford

for  
Fall  
Fashions  
that are  
Scene Stealers



Romance by

Franklin

Just see what Franklin has done to your favorite two-piece dress! The skirt is mated with an enchanting wrap-around top that buttons on one side... then flares into a sunburst drape. For impressive moments, day or night. Exquisite rayon crepe in lovely Fall Leaf Colors.

UNBELIEVABLY SHEER!  
yet they  
cannot run!  
FANTASY  
by MOJUD



You'll swear you're wearing a moonbeam. Yet these nylon stockings cannot run. Isn't this what you've always dreamed of? For sheer enchantment ask for Fantasy in our hosiery department. Sizes 8 1/2 to 10 1/2.

THE  
Vogue  
"For the Lady of Fashion"





FRAME STRAIGHTENING

WHEEL BALANCING

FRONT END ALIGNMENT

**KINSEY**  
Motor Company

### Cash Prizes To Be Awarded In Judging Events Special Merchants Display Also To Be Featured

A bigger and better Farmer County Fair than ever before was promised this week by the fair association as it neared completion of plans for the annual event Sept. 23-25 at Friona.

Judging will be conducted on the second day of the fair. will include beef cattle, short horns, Jersey, hogs and grains. Merchants of the area will exhibit merchandise in the merchants building and a special display of women's home arts has been provided for.

A parade featuring school bands of the area and some of the animals is scheduled for the last day.

Judges will include Raymond King, Castro county agent, beef cattle; Frank Ford of Hereford, milk and short horns. Others are to be selected.

Cash prizes to be awarded in the Jersey, milk and short horn divisions will be \$5 first prize, \$3, second prize and \$2 third prize. Winner in the hog judging contest will receive \$3, while

the two runner-ups will be awarded \$2 and \$1 respectively. Hogs will be judged in various classifications and beef cattle will be divided into Hereford and Angus divisions.

Vocational agriculture and home economics students will establish educational exhibits at the fair. Mrs. A. W. Anthony will be superintendent of the women's home arts department. Practice judging by 4-H and Future Farmers of America club youths will be held Saturday morning.

Officers of the Farmer County Fair Association are Dan Ethridge, president; Levi Johnson of Oklahoma Lane, vice-president; Hulle Horn, secretary treasurer. Other members of the directors' board are Clyde Hays of Black, Floyd Schlenker of Rhea, George Trimble of Bovina, Wendol Christian of Oak Lane, Virgil Teague of Lazbuddy, and C. M. Henderson of Farwell.

Ollie Linder, Farmer County agent, is general superintendent of the fair; J. T. Gee, Friona agricultural teacher is assistant general superintendent; Robert Morton, Farwell agricultural teacher is superintendent of the swine division; Elmer Berryhill, Bovina agriculture teacher, is superintendent of the beef cattle division; Wilford Quicke, Farwell veteran agriculture instructor, is superintendent of milk, short-horn, Holstein, brown swiss and guernsey division; Harold Lillard, Friona veteran agriculture teacher, is superintendent of the agricultural products division. Exhibits of the latter are limited to gallon samples of small grains, such as wheat, barley, etc; gallon samples of grain sorghums, ten ears of corn, either pop or field.

A catalogue is being published.

### Jumbo

By MRS. GLEN MAY

The Jumbo H. D. Club met Thursday in the home of Mrs. Addison Hunter. The program's theme was "Yeast Bread" in charge of Mrs. Woodrow Nelson. Refreshments were served to Mesdames Clyde Renfro, Fred Axe, Chester Wiggins, T. E. Brock, Euell White, F. A. May, Glen May, Clyde White, Sam Maynard, Woodrow Nelson, and one visitor, Mrs. Clayton Devin of Happy.

Mr. and Mrs. H. N. Nelson and family of Earth spent last Wednesday with the T. E. Brock family. Donnie Ray and Florence accompanied them home. Mr. and Mrs. Brock were in Earth Sunday to bring them home.

Mr. and Mrs. Euelle White were business visitors in Stratford, Okla. last week.

Rev. and Mrs. Dennis White of Plainview spent several days last week with the White families here.

Mrs. Clayton Devin and Gracine were visitors in the Fred Axe home Thursday. Gracine remained until Sunday when Mr. and Mrs. Axe took her home.

Mr. and Mrs. Glen May and Eddie were Amarillo visitors Saturday.

Mr. and Mrs. F. E. Clowdus and children returned from Enid, Okla. Thursday. Mrs. Clowdus and children had been visiting there for the past week.

Mrs. Roy Smith and son, of Pomona, Calif. have been guests in the Clowdus home for the past week.

Mr. and Mrs. Lem Brock of Flomot, were week end guests of the Howard Bishop family.

Mr. and Mrs. Jimmy Harris of McGargle, were guests of the L. A. Matthews family this week.

Mrs. Howard Bishop and Tommie Lynn, Mrs. L. A. Matthews and Jimmy Harris visited relatives in Claude on Wednesday.

Mr. and Mrs. M. L. Simpson and Louise left Monday for a vacation in Hot Springs, New Mexico.

Howard Bishop and E. L. Matthews were business visitors in Plainview, Monday.

Mr. and Mrs. Frank Markham are parents of a baby girl, Marcia Carol, who was born August 19, in the Canyon Hospital. At present the family are staying with her parents, Mr. and Mrs. Finis Hunter.

Mrs. Howard Bishop complemented her son, Tommy Lynn, with a birthday party Tuesday, August 24. Refreshments were served to the following little

### Hospital Notes

FARMER COUNTY HOSPITAL

Patients admitted: Walter Scheuler, Friona, accid.; Eddie Bob Gray, Friona, med.; Mrs. Edwin Collier, Friona, mat.; Lavoyce Burrows, Friona, med.; Lester Harrelson, Friona, accid.; Tommy Gee, Friona, med.; Mrs. Joe M. Smith, Friona, med.; Dale Williams, Friona, med.; Lloyd McWhirter, Friona, med.; Mrs. Lida Bracken, Muleshoe, accid.; Mrs. Paul Wiggins, Friona, med.

Patients dismissed from the hospital: Walter Scheuler, Eddie Bob Gray, Mrs. Elwin Collier and baby, Lavoyce Burrows, Lester Harrelson, Tommy Gee, Mrs. James M. Smith, and Dale Williams.

All members of the Farmer hospital group are now able to join the Blue Cross Insurance by contacting the Farmer County Hospital and calling for Mrs. Moore, the manager, who will supply the information and application blanks.

guests, Nancy and Bonnie Spencer, Jimmy and Zella Axe, Eddie May and David Matthews. Phyllis and Frances Hunter left Wednesday for Slaton, where they will attend school. They have been spending the summer vacation here with their father.

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Hereford VFW

vs. General Mills

of Amarillo 2:30

Veterans Park

Tuesday Nite  
HEREFORD

vs. NAZARETH  
8 P. M.

## HEAR THE Gilmer - Aiken Committee Report

OVER

## Station KPAN

11:45 o'clock Monday, Tuesday, Wednesday

September 13-14-15

### THIS WEEK ONLY

Men's Guaranteed Expansion Bands

CROWN PRINCE.....Reg. \$10.00 Now \$5.00 plus tax

ENDURA.....Reg. 5.50 Now \$3.00

EL CHARRO.....Reg. 5.25 Now \$3.25 plus tax

EAR SCREWS.....\$1.95 values for \$1.00 plus tax

VALGEAN PEARL CHOKERS AT 1/2 PRICE  
Nationally Advertised  
Your old watch is worth \$5.00 trade-in value  
on any new watch in our store.

Holmes & Edwards  
Service for 8  
Regular Price \$68.50  
OUR SPECIAL PRICE  
**\$63.50**

## LAMM JEWELRY

WEST THIRD, HEREFORD



Mann's MALTED MILK Bread



You're well suited for good work in

### Dickie's SHIRTS and PANTS

It pays to look your best on the job, and you can look neat and be thrifty too, with long-wearing Dickies Shirts and Pants. Dickies give you smooth Army Twill fabric... man-size pockets with button-down shirt pockets... smooth fitting waist with sturdy belt loops... and other good looks and comfort features.

Get thrifty, smart-looking Dickies NOW!

SUIT **7.96**  
Dickies SHIRTS & PANTS

Notice To Chamber of Commerce... and you, too!

WE HAVE **ARROW** SHIRTS TIES and SHORTS



at The Popular Store

Select These Now:

- Leather Coats
- Wool Jackets
- Sweaters
- Suits
- Plaid Shirts
- Boots
- Topcoats

AND MANY OTHER FALL ITEMS!

## THE POPULAR STORE

Use Our Lay-Away Plan

### Dorcas Circle Home Demonstration Club Activities

Dorcas Circle of the Methodist Church met Wednesday with Mrs. Richard Winget, with Mrs. Richard Barnard in charge of the lesson. Mrs. Norman Gray gave the devotional and Mrs. Don Davidson gave the prayer.

Those present were Mesdames Richard Barnard, Paul Coneyway, W. L. Davis Jr., W. B. Dowell, G. W. Edwards, W. L. Goetsch, Norman Gray, Lee Kent, Don Martin, Earl Plank, Gene Stephens, Howard Gore, Jay Boston, Chester Shellhouse and the hostess.

The next meeting will be with Mrs. Howard Gore on September 22.

## YOUR CHILDRENS HEALTH

### SCHOOL IS HERE

Have you had your child's health needs checked? Have you advised with your doctor about his eyes, his tonsils? Does he need a vitamin builder? What about vaccines, influenza, smallpox, diphtheria and whooping cough? We have a complete stock of these serums kept under refrigeration. Have your doctor look him over.

How about his teeth? Does he often have cavities in his teeth? Cavities are considered a probable source of entry of polio germs into the nerve system of the body. It will pay to have your dentist check the condition of his teeth.

A new tooth brush and his own tube of tooth paste from our extensive stock will encourage him to keep his teeth clean.

EDWARDS

## CITY DRUG

PHONE 100

FILLING PRESCRIPTIONS IS THE MOST IMPORTANT PART OF OUR BUSINESS

# AUCTION SALE

1 O'Clock P.M.

## TUESDAY, SEPTEMBER 14

Located at the L. B. Wolfington place 9 miles west of Hereford, 3 miles north, 3 miles west, and 1/2 miles north.

- 9-Ft. Angel Oneway, on Rubber
- Set Dempster Drills, Power Lift, 8 hole
- Set Dempster Drills, Lever Type, 7 hole
- 16-10 International Drill with press wheels
- 2-Section Harrow
- 4-Section Harrow
- John Deere Tractor, Model D
- John Deere Binder, 10-ft., in good shape
- International Binder, 10-ft.
- Pipe, approximately 275 ft. of 1 inch Pipe
- Wagon, Iron Wheel
- Cattle Squeeze Chute
- 3-Row Lister
- Junk Case Combine, 16-ft.
- Steel Hog Vat
- 3-Row Sled
- International Tiller, 14 ft, with Sweeps
- Grain Loader
- Coal Stove and Pipe
- International Kerosene Heater
- Small Coleman Heater
- Living Room Suite, Makes a Bed
- Post Drill
- 5 Gas Barrels
- Garden Plow
- Coal Brooder and Pipe

MANY OTHER ARTICLES TOO NUMEROUS TO MENTION

# FRED H. MILLER

All Goods To Be Settled For Before Leaving Property

Loyd Otten  
B. B. Northcutt, Auctioneers

Consignments Welcomed

E. C. Eubanks, Clerk



### The Salesmanship Contest

This week marked selection of Hereford's "Top Salesman" for the second consecutive month. As you probably recall, Miss Oona Hammer was selected for July, and the August honors went to Frank Watson.

The monthly contest, sponsored by the Star Theatre, is a community service award; the plan is sponsored in the interest of better service and better merchandising over the entire community. Fundamentally, the contest was expected to produce such interest among employees that they would all offer better service in an effort to win nomination in the contest. The program, however, has never created the interest which was expected on the part of employees.

The \$50 cash prize, which may be matched by another \$50 from the firm employing the winning clerk, is perhaps not enough to interest the clerks. Or, perhaps, a few of them feel that their service is too inferior for them to be considered. Anyway, the contest is far from being an outstanding event among employees.

Customers, on the other hand, have taken some interest in the contest and have been fairly generous in mailing in nominations.

Selection of the winning clerk each month is made by a secret committee of men and women. This group visits the firm in which the clerk nominated is employed and shops with the particular clerk, noting courteous, efficient and accommodating service offered by the clerk in question. When each of the nominations have been checked, the group meets and determines the winner. The committee is changed each month, and even the sponsor does not know who will win until just before the announcement is made.

Actually, the contest is an excellent idea for the community. If successful, it would afford better service in general throughout the community—and it would continue bringing rewards to outstanding employees.

Perhaps the merchants of Hereford might improve the situation with staff meetings in which they explained the contest in full to their employees—and stated that they would match the \$50 prize with another \$50 from their own pockets.

We hate to see a good thing like this salesmanship award lag because of interest. Hereford has been setting the pace among small towns over the Southwest, and this is another "first" which should remain as a good example for other communities to follow.

If you are a customer, mention the award to clerks who are unusually nice—or, otherwise. Take the time to fill out a nomination blank. After all, it is to the interest of the entire public to keep the awards going—and without your interest and support, they will lag and die. If you have a better idea for the contest, or can explain why it lacks in interest, your suggestion will be appreciated.

The following editorial comes from The Hoekley County Herald and, because it fits Hereford just as well as it fits Levelland, it is being reprinted in full.

### Invest In Your Own Home City

If you have money to invest, there is no better place to invest it than in your home city of Levelland.

The city is growing like a weed, and will continue to grow.

A walk around our city shows clearly that Levelland needs hundreds of new homes. Not only homes for sale, but homes FOR RENT.

Every day heads of families come into the Chamber of Commerce and The Herald and Sun-News office, seeking accommodations so they can live in Levelland. The average is probably three a day, and may be nearer five. Many of these families are desirable citizens with children who are now forced to live elsewhere while their husbands work here or in Hoekley county. They would be a real asset to our community.

Local retail stores must live off the families who live in or near Levelland. Every family is a new customer for merchants here. So 500 new families would mean that between 1000 and 1500 new customers would buy from local merchants.

There is not much risk in building houses for rent. If the family moves away, there will be two to take their place. Existing rents are ample to give a good return on the investment.

In addition to this, the buying power of all new families would be spread over the whole retail section of the city. And this indirect benefit would probably be an even better return than the actual rent collected.

But homes are not the only need in Levelland. More modern business blocks are needed. As fast as they are erected, there are a number of clients who wish to open a new business here. And the larger and more varied our business section, the better it will be for all, as a thriving, bustling group of stores draws trade.

Think it over! And if you have money to invest put it to work in your own home city.

### The Sunday Brand

Established 1948  
Published every Sunday

Hereford, Deaf Smith County, Texas

Mrs. Seth B. Holman and Jimmie Gillentine  
Owners and Publishers

Subscription Rate: Zone 1, \$4.00 per year; Zone 2 and above, \$5.00 per year. With The Hereford Brand, both papers, Zone 1, \$4.95 per year; Zone 2, \$5.95 per year. Carrier delivery, 50c per month. Single copies, 10c each.

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But 1948 arrived and got underway and people easily taken in tightened their belts and got set, but nothin happened. Prices kept right on goin up and people forgot all about the experts and kept on makin money and spendin it at the same rate or a little faster.

Now though the experts is positive we're gonna have good times for another year at least, which is a good sign we ought to be on the alert. The road to depression is paved with predictions by the experts that we ain't got nothin to fear and good times is here to stay.

However, as I say, the matter don't affect me none. People talk about the economic situation and financial conditions and so forth, and they get up in the mornin feelin good or gloomy dependin on whether times are good or bad, but me, I have risen above economic conditions. I don't get ahead don't make no difference whether times are good or bad. I'm just as short of money now as I was in the last depression. Have just as hard a time meetin my bills or dodgin my creditors now as I did then. I get twice as much for a Jersey steer now as I did then, but still lack just as much makin ends meet and ain't got no more credit at the bank now, don't make no difference if the bank has got twice as much money on hand.

And I have heard there is other folks in the same boat with me. You acquainted with any?

Yours faithfully,

J. A.

### Lutheran Church Observes Mission Festival Sept. 19

The Immanuel Lutheran Church here will observe its annual mission festival on Sunday, Sept. 19, with two special services.

The services are scheduled for 10:30 a. m. and 3 p. m. with the Rev. Paul Heckmann, pastor of St. Paul's Lutheran Church of Wilson, Texas, delivering both sermons.

The local church is constructing its own building at Tenth and B Streets. Work is scheduled to be completed within a few months. In the meantime, services are being held in the county courtroom.

Women of the church will serve meals during the festival celebration at the City Hall.

The Immanuel Church is a member of the Lutheran Church, Missouri Synod. The church body supports foreign missions in Asia, Africa, Europe, South and Central America, and the Pacific Islands. It also carries on extensive work among the negroes and the Latin Americans of this country.

It has carried on its mission to the blind and deaf for more than half a century, and has many pastors engaged exclusively in work among college and university students. At the present time there are about 8000 churches and mission stations which are served by nearly 4000 pastors.

### COURTHOUSE RECORDS

#### Deed Of Trust

Dudley Green and wife, Ola Mae Green, Archie Scott and wife, Lola Wayne Scott to C. M. Hicks, all of lots 21 to 24 incl. Blk 24 Town of Hereford.

Dudley Green et al to Western National Life Insurance Co. lots 21 to 24 incl. Blk 24 orig. town of Hereford.

#### Warranty Deed

J. L. McGee and wife, Myrtle McGee, part 6 62, Blk K-3 and part Blk. 11, Evans Add.

#### Release

The First National Bank of Hereford to Claude Benton, a judgement.

Marriage License Arellano Gilbert and Julia Hill.

### Texas Model Champs



MODEL AUTOMOBILES designed and built by Jerry Patton, left, of Arlington, and Harold L. Simon, right, of San Antonio, have won first state awards in Texas in the senior and junior divisions, respectively, of the 1948 Fisher Body Craftsman's Guild competition. Each youth receives \$150, and in addition their models were declared regional winners for the Texas-Arizona-New Mexico area, winning for them free trips to Detroit for the Guild's national convention to compete for university scholarships.

#### Try a Want Ad!

Tuesday Nite  
HEREFORD  
vs.  
NAZARETH  
8 P. M.

SUNDAY BASEBALL  
Hereford VFW

vs.  
General Mills  
of Amarillo  
2:30  
Veterans Park

### Phebean Class Has Meeting

Phebean Class of the First Baptist Church met Thursday evening, Sept. 2 in a regular meeting at the home of Mrs.

Dennis Baker. Mrs. Pat Robinson was cohostess.

Refreshments were served at the close of the meeting to Mesdames Claude Weathersbee, Travis White, Clinton Jackson, Lloyd Sharp, J. B. Harlin, Dayton Chisholm, John Winkler,

Ray Hulse, Hulon Richardson, R. A. Daniel Jr. and the hostesses.

For fast travel on ice, a penguin slides on its stomach, propelling itself with its feet and flippers.

## Announcing the Professional Services

of

### Mr. Roy Peet, Florist

who has been employed to give complete floral service to our patrons at

## WESTERN FLOWER SHOP

SPECIALIZING IN FLOWER ARRANGEMENTS AND FLOWERS FOR EVERY OCCASION

PHONE 778

109 East Second

Hereford



for  
Fall  
Fashions  
that are  
Scene Stealers

UNBELIEVABLY SHEER!  
yet they  
cannot run!  
FANTASY  
by MOJUD



Romance by Franklin

Just see what Franklin has done to your favorite two-piece dress! The skirt is mated with an enchanting wrap-around top that buttons on one side... then flares into a sunburst drape. For impressive moments, day or night. Exquisite nylon crepe in lovely Fall Leaf Colors.

You'll sweat you're wearing a moonbeam. Yet these nylon stockings cannot run. Isn't this what you've always dreamed of? For sheer enchantment ask for Fantasy in our hosiery department. Sizes 8 1/2 to 10 1/2.

THE *Vogue* "For the Lady of Fashion"



# WANT ADS

## Notice to Classified Advertisers:

Effective July 1, and thereafter, the following deadlines will be maintained regarding placement of Classified Ads in The Brand and The Sunday Brand:

**Thursday:**  
No ads will be accepted after 12 o'clock Wednesday immediately preceding publication date.

**Sunday:**  
No ads will be accepted after 12 o'clock Saturday immediately preceding publication date. Identical rates will be maintained in both publications.

1st. insertion.....4c per word  
Each Additional.....3c per word  
Classified display...75c per col. inch

No Blind ads will be accepted in either publication!

### 1. Miscellaneous FOR SALE

**They're Here!**  
**RIVERSIDE TIRES!**

Come in today for your new Riverside! For a tire that wears longer, costs less, and gives you that extra margin of safety. Switch to Riverside Tires... for more miles of greater safety. They're here for immediate delivery!

### FARMER'S DRIVE-IN

Buddy Sowell • Troy Moore  
Hiway 60—Phone 161  
B-1-2-tfc

### FOR SALE

NO. 1 CERTIFIED WESTAR SEED WHEAT From my granary 2 miles west of Hereford. Have Loader.  
T. E. SEIGLER  
426—Phone—809W  
B-31-1-1-tfc

### CATTLE FOR SALE

I can supply you on order with calves, feeders and cows. Leave your order today.  
W. R. METCALF  
321 1/2 Main Phone 710  
Hereford, Texas  
B-1-10-tfc

For sale: Certified Westar and Wichita seed wheat, \$3.00 per bushel in my granary. W. P. Axe.  
B-1-17-10-4p

For sale: Certified No. 1 Westar seed wheat in bulk or sacked and tagged. Ira Scott, one mile south, 4 east of Hereford.  
B-1-23-10-8-p

### FOR SALE

196 feet 16-inch casing. 5/16 inch steel shop made.  
J. K. BAKER  
Phone 589-W  
1-23-tfc

For sale: One solid oak breakfast table and 4 chairs. Mrs. C. D. Pinckert. Phone 308-W.  
B-1-16-37-2c

### SEED WHEAT

Certified Turkey Red. Recleaned Comanche, Westar, Tenmarq, Coppercarb and Ceresan for treating wheat.  
FRASER MILLING CO.  
B-1-11-4c

### SEED WHEAT FOR SALE

J. E. Hill, of Hereford, Texas, has a good quantity of choice Heiberling early Black Hull seed wheat, thresher run, for sale at the Pitman Grain Company, Hereford, price \$2.25 per bushel F. O. B. Contact J. E. Hill or Pitman Grain Company for car or truck lots.  
B-1-3-7tfc

### CERTIFIED SEED WHEAT

Grown from experiment station seed Pawnee, Comanche and Westar.

**JACK RENFRO**  
104 Main Hereford  
B-1-11-1c

50 or 75 acres of extra-good standing feed for burlies. C. F. Homfield, Adrian.  
B-1-13-11-2p

For sale: Used 6-foot Moline one way. John Wood Equipment Co.  
S-2-11-11-1c

For sale: Used 6 ft. Moline one-way. John Wood Equipment Co.  
S-1-11-11-1c

For sale: One good circulating heater, 3 small heaters, one small coal heater. Odd furniture. Mrs. E. W. Harrison, 315 Avenue C.  
B-1-22-11-2c

For sale: Registered blond cocker female pup. Registered American Pit bull male pup. Sorrell mare a kid pony. A four place setting of pastel Lu-Ray Pottery. Charles Newell, Hereford Super Mkt.  
S-1-30-11-1p

For sale: Alma House Trailer, 23 ft. with three rooms. Excellent condition and arrangement. Priced to sell. Eight miles west and three north of Hereford. James R. Coleman, Route 2, Friona.  
B-1-31-11-2c

### 2. Farm Equipment FOR SALE

For sale: 2 1948 Baldwin combines, cut less than 400 acres. No bonus required. A. A. Medlock, Route 3, Lubbock, 5 miles north on College Avenue. Phone 9882, before 8:00 a. m.  
B-2-31-10-4c

### FOR SALE

Nice assortment of bulbs consisting of lilies, jonquils, daffodils, narcissus, and tulips. Holland tulips and peonies to arrive soon.  
MRS. J. F. WARD  
100 E. 6th  
S-1-10-tfc

For sale: 10-ft. MM Oneway, 17-ft. Graham Hoeme, 15-ft. Krause. New Ford tractor with equipment. All in A-1 shape. Ray Suderth, Phone 2271, Farwell, Texas.  
B-2-27-10-4p

### Will Be Sold

Between 11:30 and 12:00 noon Tuesday, Sept. 14, 1948 at Plainview Livestock Auction Barn 3 self propelled, 7 foot Massey Harris Combines, 1947 models, first class condition.  
B-2-37-2p

For sale: Two model L Case Tractors on rubber and one 2 row IHC Binder. Leo Wilkowski 10 miles south on Hi-way 51 and 10 east.  
B-2-26-37-4c

For Sale: W. D. 9 International tractor. Tom Fields, 10 miles south of Adrian.  
B-2-12-36-4p

For Sale By Owner: 1 UTV factory equipped MM tractor fully equipped, less than one year old. One International 9 foot one way plow with Timken bearings on rubber. Call 405-J or write Box 721, Littlefield.  
B-2-37-2k

For sale: 1945 Model Gleaner Baldwin 12 foot combine with header transfers. In good condition. C. A. Williams, Box 161, phone 910F31, Goree, Texas.  
B-2-24-37-2k

For sale: 1 16 hole Vanbrunt Wheat drill. See H. J. Kuper 1st house west Summerfield Store.  
B-2-17-11-2p

### 3. FOR SALE Automobiles

### FOR SALE

### TRAVELITE

### TRAILER HOUSE

### FORD

### STATION WAGON

### JIM KIRBY

Phone 367-W  
B-3-35-tfc

For sale: '41 Fleetline Chevrolet Sedan. If you know this car, you know it is in good shape. Offer me a price as am going to Marines Tuesday. Call 202-W.  
S-3-30-11-1p

### TRUCKS

### All Reduced in Price

1934 Chevrolet 1/2-ton Pickup \$195.00

1937 Chevrolet 1/2-ton Pickup \$295.00

1936 Ford 1 1/2-ton Pickup with Grain Bed \$345.00

1942 Ford 1/2-ton Pickup \$995.00

### KINSEY MOTOR COMPANY

### 4. REAL ESTATE For Sale or Trade

4 room modern house and out-buildings, 1105 25-Mile Avenue. H. H. Buss.  
B-4-12-36-4p

For Sale: 160 acres good level land, 9 miles northwest of Hereford. Write owner, Box 56 Las Vegas, New Mexico.  
B-4-20-36-4k

Desirable residential lot in 900 block East 3rd Street, faces park east of hospital. Call owner, 273-J.  
B-4-17-33-tfc

For sale: 2 large lots 50 x 308 each, four large rooms and bath, double garage. Located one half block north of Highway 60 on 25 Mile Avenue. Price \$6,000.00. J. E. Dyer, Vega, Texas.  
B-4-35-37-2p

### A COLORADO RANCH

75 miles Northeast of Colorado Springs, extra well improved, adjoining county seat running 200 head of cows now.

For sale at a real bargain price, and will accept some trade or irrigated farm at Hereford. A very desirable half section, irrigated and improved, one mile from highway, \$100.00 per acre will buy, has good loan value. One desirable half section with irrigation well, good location, and only one fourth cash will handle. We still have some very desirable lots for sale.

### ROSE & BARBER Realtors

Real Estate, Loans, Insurance  
S-4-11-1c

For rent: Furnished apt. Couple only. Hereford Motor Co.  
B-5-9-37-2c

### REAL ESTATE LOANS — QUICK SERVICE AUTO LOANS

### YOU DON'T HAVE TO WAIT

**JOHN MCLEAN**  
Phone 273  
S-4-2-tfc

For sale: Several houses and lots, some bargains. See Al Medina, 408 B St.  
S-4-14-6-tfc

See me for irrigated or dry land, any size tract. Also city property. A nice cafe doing good business. A well located grocery store. One business building, corner location. Also some business lots. One well located Tourist Court with modern trailer space, and 5 room modern house and cafe building, priced to sell. Would appreciate your listings.

**I. O. CROSTHWAIT REALTOR**  
215 Main St.  
Ph. 792 Ph. 229-W  
S-4-9-tfc

For sale: Bargain 5 room house near High School. 2 bedrooms up-stairs, bedroom storage down stairs. Call 58.  
B-4-18-11-4tc

For sale or Trade: Five room modern house in Canyon. Located close to churches, schools and college. Newly decorated. Possession now. Clay Ridgeway, Alderson building.  
B-4-25-37-3c

### LAND BARGAINS

Good Ranch: 4 1/2 sections with some lease. Good improvements, well fenced, going cheap, with terms. Irrigated land. Let us show you our listings. Have some good homes. If it is a home you want we have it.

### LEE CONKLIN LUTHER PEVLEY

207 Main Phone-728  
S-4-7-tfc

### FOR SALE

7 room brick house, double brick garage, servant quarters, and cowshed, 2 lots on pavement. Price \$15,000.

7 room duplex near high school, 3 rooms rented for \$50.00 a month.

1 lot priced \$6,500, down pay \$3,000. Good terms on balance.

7 room house and garage on pavement, near grade school, price \$6,300.

3 room house, lot, price \$1,600; \$430 loan.

Other good buys in houses and lots.

### J. M. HAMBY

One mile south of Hereford.  
B-4-11-2c

### BEAUTIFUL LARGE HOME

We have exclusive listing on one of the best large homes in Hereford. This is a perfect home for a large family or for income property. Apartments in this home are now renting for \$200.00 a month plus nice spacious living quarters with private bath for owner. Lawn, shrubs and beautiful large trees. This is an exceptionally comfortable home. Let us show you.

### ROSE & BARBER REALTORS

S-4-11-1c

### 2290 ACRES IMPROVED

6 miles from pavement. Good irrigation water. With two irrigation wells will carry from \$35.00 to \$40.00 per acre farm loan. Possession of the plowed land for sowing wheat. Price \$50.00 per acre.

### T. J. CARTER REALTY

320 Main Hereford, Texas  
B-4-11-3c

### FOR SALE

Good buys in irrigated and dry land, 80 acres to 3 1/2 sections. 3 1/2 sections, improved, 1,500 acres in cultivation, remainder good grass. Price \$50 per acre. Small tracts near Hereford.

5 acres, 6 room house, bath, garage and other improvements, natural gas, electricity, school bus, mail route. Price \$8,500. Irrigated 20 acres improved, price \$15,000.

12 acres, no improvements, price \$2,400.

39 1/2 acres, priced \$4,500. Have other good buys in small tracts. See them before you buy.

### J. M. HAMBY

One mile south of Hereford.  
B-4-11-2c

### 5. FOR RENT

For rent: Tank type vacuum cleaner and attachments. Also electric floor polisher. NIPPER ELECTRIC.  
B-5-14-2-tfc

For rent: Furnished bedroom, 612 11th St. Telephone 642-W.  
B-5-9-11-tfc

For rent: Nice bedroom. Phone 415-W.  
S-5-9-11-1k

Bedroom for rent. Phone 425-J.  
B-5-9-11-tfc

Apartment for rent: Furnished or unfurnished. Elizabeth Womble.  
S-5-8-11-1c

## Four Home Games Remain On Whiteface Football Schedule

Four home games remain on the 1948 Whiteface football schedule out of 11 games scheduled, according to Coach H. V. Stanton, who said today that November 12 has been reserved as an open date to be filled later.

Despite the 9-6 loss to McLean Friday night, dopsters are picking Hereford to win the long end of the 11-game schedule, which follows:

- Sept. 17—Friona, here.
- Sept. 24—Sudan, there.
- Oct. 1—Panhandle, there.
- Oct. 8—Dumas, there.
- Oct. 15—"Canyon, here.
- Oct. 22—"Perryton, here.
- Oct. 29—Dalhart, there.
- Nov. 5—Phillips, here.
- Nov. 12—Open date.
- Nov. 19—"Tulia, there.

\*Denotes Conference games. The 1948 schedule is classed by "sideline quarterbacks" as probably the toughest ever played by the Whiteface eleven. The Perryton Rangers, doped at the top of the Class A teams in the Panhandle, along with the formidable Phillips outfit and the McLean team, all three of which were scheduled on home grounds.

Canyon and Tulia, both conference tangles, will also present rough competition for the Whiteface eleven, due to annual rivalry between the towns as part of the old conference district. Dumas and Dalhart are also carry-overs out of the old district and generally present average to better teams, while Sudan, a non-conference tangle, has also managed to keep the Whitefaces hustling for a slight edge. Friona, an unknown quantity, has been fairly easy for the Hereford eleven during recent years.

Fans who saw the McLean game Friday night were enthusiastic over the 1948 possibilities, declaring the squad this year met one of the toughest

### 6. WANTED

### LISTINGS WANTED

Honor us with your Real Estate problems.  
**FARMERS DRIVE-IN**  
Phone 161

Troy Moore Buddy Sowell  
S-6-2-tfc

Wanted to Buy: Good used cars. Milbrn Service Station.  
B-6-9-2-tfc

Wanted: Onewaying, homeing and drilling. W. W. Rhodes, Ph. 537-W.  
B-6-9-7-14p

Dressmaking and alterations. Mrs. W. W. Rhodes, Phone 537-W.  
B-6-9-7-14p

Wanted: Flowing and drilling. See Charlie Short or Richard Jowell.  
B-6-10-36-tfc

Wanted: A home; preferably 2 or 3 bedroom. Modern, simply furnished. Close in, or near hospital. Elizabeth Rea, Phone 656-W or 660.  
B-6-22-11-4p

### 7. Dressmaking-Ironing

Buttonholes made. Leave at 317 C Avenue or Acme Cleaners.  
B-7-10-36-3k

### 8. HELP WANTED

Wanted: Electrician's helper. Experience preferred, but not necessary. Earl Nipper at Nipper Electric.  
S-8-13-17-1c

### 9. Situations Wanted

Will care for children in my home by hour, day or week. Phone 216-R.  
B-9-14-11-4tc

### 10. NOTICE

### 11. BUSINESS SERVICES

Let us soften your water. Soft Water Service, 818 E. 1st. Phone 317.  
B-11-13-29-tfc

### CUSTOM COMBINING

Will be available any time for custom combining with two 1948 twelve foot McCormick-Deering machines. One self propelled and one pull type.

Also three grain trucks.  
**TED BLANCHARD**  
G. A. FRYE

For information contact either or see J. B. France, 305 E. 6th St., Phone 494-J  
B-11-37-4p

Will wash and stretch curtains. 310 W 2nd, Phone 746-J.  
B-11-10-37-2p

### 13. LOST AND FOUND

## Eli Dunlap, 94, Former Resident Here, Succumbs

Eli Dunlap, 94, a former resident of Hereford for many years died Wednesday morning in St. Anthony's Hospital in Amarillo.

Funeral arrangements were under the direction of N. S. Griggs & Sons Funeral and services were conducted Thursday in the chapel. Interment was in Lillano Cemetery in Amarillo.

Mr. Dunlap was born Sept. 22, 1854, in Arkansas. He came to Weatherford when he was five years old and later lived in Waco. In 1900, he came with his family to Canyon and moved to Hereford in 1904.

He was a cattle rancher at that time and carried on this business all through the years.

**SUNDAY BASEBALL**  
**Hereford VFW**  
vs.  
**General Mills**  
of Amarillo  
2:30  
**Veterans Park**  
**Tuesday Nite**  
**HEREFORD**  
vs.  
**NAZARETH**  
8 P. M.

Survivors, other than Mrs. Hough, are three daughters, Mrs. M. C. Garrett of Amarillo; Mrs. Clara McLean of Hereford; Mrs. Ward E. Bell of Dallas; a son, W. E. Dunlap of Hereford; three stepsons, W. L. Brodie of Los Angeles, Sterling Brodie of Whitehall, N. Y.; and E. C. Brodie of Denton; a brother Rufus Dunlap of Fort Worth; eight grandchildren and one great grand child.

Static originating in the sun has much shorter wave length than those received on the ordinary radio set.

**WE DO CUSTOM CLEANING**  
**PASTURE GRASSES**  
BROME  
CRESTED WHEAT  
PERENNIAL RYE  
ORCHARD GRASS  
**LAWN GRASSES**  
Cash Buyers of  
**CREAM, EGGS, POULTRY and HIDES**  
**West Texas**  
**FEED, SEED and HATCHERY CO.**  
HOME OF "TEXAS PRIDE" FEEDS  
Jack Wright, Manager

## The GRAHAM-HOEME PLOW

*The Revolutionary Plow*

**WE HAVE 'EM ON HAND**

Manufactured by GRAHAM-HOEME PLOW CO., INC. AMARILLO, TEXAS

Self Sharpening Points • No Side Draft Extra Light Draft • Nothing to Grease Flows All Types of Land Without Adjustments Prevents Erosion by Wind and Water Cuts Plowing Cost in Half Doubles Sub-Soil Moisture **BUILT TO LAST A LIFETIME KEEP VEGETATION ON TOP** Nature's own method is to keep vegetation on top. That cuts down evaporation, keeps the soil in place in spite of heavy winds. The Graham-Hoeme Plowing Method, with the two-inch chisel, as shown in illustration, permits water to bypass the top soil into the sub-soil. It's a moisture storage center.

**PROVEN FACTS**

On the average, enough rain falls on your farm every year to make fine crops. But, after the first few minutes of rain a smooth surface seals itself, causing run-off. It has been scientifically proven that the same field will NOT seal itself when plowed with the Graham-Hoeme All Purpose Plow with a 2-inch chisel furrow every 12 inches. This method bypasses the rainfall through the top soil and keeps a straw mulch on TOP. Upwards of three times the moisture enters the ground.

If the next day is fair and hot, the bare soil would soon be steaming and losing its moisture rapidly. BUT NOT IF THAT GROUND IS COVERED. The Graham-Hoeme Plow leaves vegetation on top to shade and protect, and moisture stays in the soil longer to bridge between rains.

These are not just opinions, but proven facts. A covered corrugated field in a good, brisk rain, will absorb 200 per cent more moisture than a bare field and 60 per cent more than a field with vegetable matter plowed into the surface. To supply this covering for the soil without the expense of artificial cover, and to place the soil in a condition to bypass the moisture through the top soil is the purpose and achievement of the Graham-Hoeme Plow.

## DAVIS-McCRACKEN

**SEE US FOR THE NEW**

# DRILL BOX

**IN STOCK—AVAILABLE**  
8, 11, and 15 ft. Lengths

**DAVIS-McCRACKEN**

Will wash and stretch curtains. 310 W 2nd, Phone 746-J.  
B-11-10-37-2p



### Sugar Beets

(Continued from Page 1)  
or to plant one acre of permanent legumes or half acre of alfalfa for every two of beets to qualify for government payments.

This sugar subsidy of \$2.50 a ton for excess of 16.5 per cent sugar content was terminated last year so these restrictions have been eliminated, but Faust Collier, Agriculture Conservation Association head said the growers were fertilizing land anyway as additional amounts of nitrogen, potash and other commercial fertilizers were demanded for repeated productivity.

**Application Prepared Locally**  
Collier also announced the state office had advised sugar beet application would be prepared locally now instead of by the state group.

The biggest acreage for the past two years has been planted by Fred S. Barrett and sons, who now have about 300 acres of beets. The largest yield last season was from the Harry Friemel place, averaging 20 tons an acre, said Nixon.

The farmers who contracted with the Rocky Ford agency were banking on an exciting history. Sugar beets have been raised around here in miniature plots for years. In 1942 the Santa Fe agriculture agent tried to interest local farmers in raising beets since the government was supporting the price under the wartime program, but the money to back the risk wasn't available.

So it was 1947, after farmers could draw on their own wheat and potato bank accounts that the experiment began in earnest and paid off. Sugar beets from this area were contracted for a minimum sugar content of 16.5 per cent; they paid \$14.50 a ton. However, with premiums, beets testing 18 per cent sugar brought \$17 a ton. Growers made about a quarter million dollars off their new crop.

Price Based On Content  
Planters contract with the

sugar company for their acreage a year in advance. The price they receive is based on price of sugar plus sugar content of the beets.

Sugar beets may never replace potatoes, but their advantage over spuds is the decreased initial cost per acre and the fact that they are not such delicate crops to handle. A rough cost comparison says sugar beet expense runs about \$60 per acre up to digging time, while potatoes cost about \$135.

Beets are more impervious to hail damage than any other local crop and rains during the growing season and harvest do not cause the damage or concern they do with spuds. One of the biggest problems in raising sugar beets here is getting enough water, Nixon said. They are unfeasible on land which is not irrigated.

**To Be Machine Harvested**  
County agent Hugh Clearman said that hand labor was used mainly in the weeding and thinning process this year, but beets will be machine harvested. First thinning and weeding costs run about \$14 per acre, and must be done about four to six weeks after planting. Second weeding costs are cut about in half.

Seed for planting in early spring is purchased from the contracting company. It costs about 45 cents a pound and is seeded at a cost of about two dollars per acre.

Acreage quotas, inflicted on sugar beets before the war may be snapped on again so Deaf Smith farmers impressed by this crop are planning increased plantings to build up an acreage history in case limitations are imposed.

### New Look

(continued from page 1)  
bricks and plate glass modern-slides were shown stressing the new trend in plate glass show windows which varied according to the type of the store. Large plate glass show windows which put the whole store on display were used for the hardware, grocery, bakery, flower, clothing and shoe stores. Hare, commenting on the slides, said this type caught the passerby interest and encouraged the customer to enter.

For the jewelry and all stores which have small items for display, the slides indicated small display windows were the most popular with the newest colored structural glass to offset them.

Hare suggested the average merchant could add a little each year to improve his store front without too large a cost and in that manner be adding new interest year by year.

For the home owner too there were many uses of glass brick and plate glass to modernize any type of house. The uses ran from decorative panels around doors and windows, inside and out, partitions, stairways, fire-

## Only 15 Percent of Texans Polled Believe Schools Are Adequate

The Gilmer-Alken Committee, releasing its findings this week, indicated only 15 per cent of the people in Texas believe the state schools are as good as they could be and nine out of ten thought the state should set up minimum scholastic programs that should be provided in each school community.

The committee was named by the governor to study existing conditions in schools surveying needs and accomplishments to report to the 1948 legislature.

Subdivisions of this group were named in each county to study and tabulate conditions there.

Committee members named in Deaf Smith County were George L. Graham, superintendent, Mrs. Elmer Patterson, Mrs. Argen Draper, Mrs. C. S. Perrin, A. J. Shroeter, Dr. B. M. Wiltshire, D. C. Kinsey, Jimmie Gillentine, D. J. Reeves, Leo Forrest, Francis Hardwick, Don Martin, R. D. Ford, Henry Sears, Alton Fraser, and James R. Coleman.

Results are divided into four headings: statistics on the teaching staff; surveys of high school seniors opinion on teaching and teachers; citizens opinion of teaching staff; citizens opinion of school organizations.

In Texas last year the median "take home" pay for white teachers was actually \$1,944 although public opinion surveys showed 75 per cent of the people thought \$2,400 should be the minimum salary for a teacher with a bachelor's degree and no experience. The average salary in Texas, according to Pathfinder Magazine's survey was \$1719 in 1947. This year it was raised to \$2015 before tax deductions, but Texas still ranked 44 in the nation.

The opinion survey showed that 97 per cent believe the public schools should regard training in democracy as one of its chief duties and should stress the teaching of character, good citizenship and health before reading, writing and arithmetic.

Practically to a man the citizens believed in equal education, opportunities, to city and rural, wealthy and non-wealthy students, but 65 per cent said their present district organizations denied this equality.

As to teaching as a career, high school students 67 per cent strong said they definitely would not teach and five per cent said they considered teaching as a probability. Ten per cent more teachers are needed this year, and the state Teacher Stability Index rating showed that in the past three-year period, one third of the positions were vacant.

When the adults were asked about teachers, ninety per cent declared it was of crucial importance that the schools attract and hold outstanding persons; 70 per cent said the State should adopt higher standards for licensing teachers and enforce them. Student surveys classified 30 per cent of the instructors as excellent and 10 per cent as weak. According to Pathfinder's survey, Texas requires a minimum of only three years college training.

### Keep Up With Your Friends

September Changes of Address:  
A. F. Roberts, Sabetha, Kans.  
Mrs. Walter Richards, 107 No. Fairmont, Los Angeles.  
C. C. Lisenbe, 101 River Drive, Amarillo.  
Mrs. Inez Wedel, 1702 S. End, Tucumcari, New Mexico.

places, showers, and sunporches, using the many types of glass bricks.

The use of plate glass in the home for windows, doors and other uses inside the home, is more popular than ever as all home magazines show.

Glass and light go together said Hare, and another clinic will soon be carried out here on lighting sponsored by the same group with Southwestern Public Service staging the clinic.

O. P. Cowart, Chamber of Commerce secretary revealed the town of Littlefield had improved 26 fronts in the last five months.

### Club Plans Year Book Project Here

Sunshine Club was entertained in the home of Mrs. Delbert Ruland Thursday afternoon when plans were made for new year books.

Pleasant diversion for the afternoon with sewing and musical selections given by Mrs. Oscar Vaughn. Mrs. W. W. Wells received the penny gift. Mrs. B. E. Rhoades will be hostess for the next meeting on Sept. 9.

Refreshments were served to Mesdames; J. C. Mays, W. W. Wells, Oscar Vaughn, C. E. Shepard, D. F. Mathies, Clint Lundy, Denzil Pulliam, J. W. Mor-em, Miss Mary Lu Ruland and the hostess.

### LaPlata Club Opens 1948-49 Season

One of the first of study club groups to start the 1948-49 season is the LaPlata Club which initiated activities with a barn-dance-party at the club house Wednesday night. Hostesses for the party were Mesdames Palmer Norton, Dalton Criswell, Bill Blood and Miss Genevieve Eberle.

In keeping with the theme of the party a rustic effect was created with cowboy paraphernalia and a camp-fire at one end of the room which was arranged as a hay loft. A basket-supper was enjoyed as the guests sat on the hay-covered floor. Dancing and table games provided entertainment after the supper.

Those attending were Dr. and Mrs. M. C. Adams, Messrs. and Mesdames Homer Brumley, Claude McGowen Jr., Bill Blood, Dalton Criswell, Willis Edelman, J. R. Johnson, Emil Deltman, A. J. Schroeter, Urlin Streu, Morris Thomson, Liston Wilson, Bill Wolfe, Palmer Norton and Miss

Puerto Rico was discovered by Columbus in 1493.

Europe has more independent countries than any other continent.

Pearl oysters may live from 12 to 15 years.  
A pearl oyster reaches maturity during its fourth year of life.

Shop with the Want Ads

Read the Want Ads!



**EVERY PHILCO REFRIGERATOR AT EVERY PRICE HAS A BUILT-IN FREEZER LOCKER**

Yes, every Philco Refrigerator from the lowest priced model up has a built-in Freezer Locker, a spacious, handy compartment for food freezing and the storage of frozen foods. It's an important feature designed to bring you better eating... better living... new pleasure and ease! Now on display—come in, compare!

**PLUS... ALL THESE MODERN FEATURES**

In addition, this amazing Philco Refrigerator has these services:

- "CONSERVADOR": Shelf-lined inner door keeps the foods you use most at your fingertips.
- MEAT STORAGE. Keeps meats extra-cold in high humidity.
- CRISPER DRAWER. Keeps green vegetables crisp and fresh.
- "EASY-OUT" ICE TRAYS. Just lift the lever and 14 ice cubes pop out! No melting, no forcing, no splashing! Saves time, trouble.
- MOIST-COLD COMPARTMENT. Keeps foods fresh without covers... preserves natural food flavors.

**THE MODERN REFRIGERATOR FOR MODERN LIVING!**

**HEREFORD FURNITURE COMPANY**  
THE BIG FURNITURE STORE ACROSS THE STREET FROM THE POSTOFFICE  
HEREFORD



KEEP THEM IN THE SWING OF THINGS

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## BUTTER KIST

That Bread from the Ovens of

HEREFORD BAKERY



## CALL THE POLICE

When Bandits Steal Your Money or Jewels...

**BUT, you can not stop the Big Paint Thieves: Wind, Rain, Sunshine, Dust, with the Police.**

What you need for protection against them is a well Painted Building.

**LOOK OVER YOUR HOME.**

**See What You Have Done.**

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119 West Main Street or Phone 704

Tell Him to Get Some of That Good

## GLIDDENS ENDURANCE OUTSIDE PAINT

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**SABOTAGE**

## PORTRAIT STUDIO

Entrance on 4th Street Side of  
**HEREFORD FURNITURE CO.**

WE DO STRAIGHT PORTRAIT WORK ONLY

All studio work is done by M. C. Littlejohn with a certificate in photography and with over 20 years experience in the photography business in Texas.

ALL WORK GUARANTEED TO PLEASE

### TWINE

New Shipment Arrived

### BALING TIES

### SWEEPS

At Your  
**CONSUMERS**

Hereford





Tuesday Nite  
HEREFORD  
vs.  
NAZARETH

SUNDAY BASEBALL  
Hereford VFW  
vs.  
General Mills  
of Amarillo  
2:30  
Veterans Park

### 'Petticoat Brigade' Not The Only Thing to Strike at Meat Markets

AUSTIN—The "Petticoat Brigade" is not the only thing to strike at meat markets over Texas.

"Fire has been striking meat markets more frequently recently too," reports Marvin Hall, State Fire Insurance Commissioner. "It has been attacking through small electric motors. And electric motor fires have not been discriminatory—they have been hitting other places of business more frequently lately, but not as often as markets. Hall contends that the main trouble with a fire "strike" is

that it raises prices, and it also destroys property and endangers lives.

In May there were seven small electric motor fires in business establishments in Texas, in June, 10, and in July, 11.

Of these 28 motor fires, eight occurred in meat markets and grocery stores. Four were in cleaning shops and four in cafes. The other 12 involved as many miscellaneous places of business.

They caused over \$96,000 worth of damage with individual losses running from \$16 to \$33,000. The first occurred in a feed mill, the latter in a grocery store.

To prevent small motor fires, Hall listed the following precautions for business owners and managers to follow.

1. Keep motors clean, and lubricated; do not overload.
2. Use fuses or circuit breakers of proper rating.
3. Replace frayed cords or defective insulation at once.
4. Keep combustible material away from motors.
5. Keep protective covers in place.
6. Handle portable electrical equipment carefully.
7. Call an electrician for wiring changes. Do not use makeshift temporary wiring. Observe the National Electrical Code.

#### CARD OF THANKS

We wish to thank our friends and others in Hereford for the kindness and help given during our stay at the hospital here with Turner Kirby who was injured in a car accident Monday.

Mr. and Mrs. Turner Kirby  
Mr. and Mrs. Tom Kirby

Sudden minute changes in the length of a day have been observed. For instance, it increased .004 of a second in 1897 and decreased by a like amount in 1915.

### 480 Students Enrolled At Friona Grade And High Schools; Several New Faculty Members Added

Registration of the entire Friona School was held Friday, Sept. 3, from 9 until 11:30 o'clock. The grade school enrolled 330 pupils while the high school enrolled 150, making a total enrollment of 480 students in all grades.

Supt. Dalton Caffey reported that not all students had been enrolled up to this time and it is expected that 15 more will enroll in the next two weeks.

The new term of school began Monday morning in the auditorium with an assembly. After which students attended all classes and assignments were made for a full day Wednesday. School was closed Tuesday evening.

Several new faculty members are associated with the Friona school this year, including Mr. and Mrs. D. W. Brantley.

Mr. Brantley comes from Richmond, where he was associated with the athletic department last year. His home is in Fort Worth. He is a graduate of Hardin Simmons University, Abilene. Mrs. Brantley will teach social science in the upper grades. She is a graduate of New Mexico A & M College, Las Cruces, New Mexico. She taught science in the Richmond schools last year, and her home is Las Cruces, New Mexico.

Mr. and Mrs. Cecil Robison came here from Kingsdown, Kansas where they worked in the school last year. Mr. Robison is a graduate of Northwestern Oklahoma, Alva, Oklahoma, and has had ten years teaching experience in the schools of Oklahoma and Kansas. His home is at Cushing, Okla. He will direct athletics in the grade school and teach math in the High School. Mrs. Robison is also a graduate of Northwestern State College and she has had five years teaching experience in

Oklahoma, and Kansas. She will teach eighth grade work here.

Mr. and Mrs. Cecil Belcher came here from Denton. Mr. Belcher has a degree from North Texas State Teachers college and will act as principal of the grade school and teach health and science in the upper grades. Mrs. Belcher also has her degree from North Texas State Teachers college at Denton. She will teach homemaking in high school.

Glenn Cunningham, a new comer from Denver City, did his college work at North Texas State. He will direct band and chorus in the high school and work in the grade school in public school music.

Mrs. Ethel Bengler, who has been absent from our school for a year, is returning to teach first grade.

Miss Macy Katherine Watkins of Friona is teaching her first year. She did her college training at West Texas State Teachers College, Canyon. Miss Watkins will teach English in the upper grades.

Those returning who worked in the system are: Leslie Hinds, high school principal, Bill Gibson, Science, J. T. Gee, vocational agriculture. Mrs. Fleeta Terry, English, Dorothy Wilson, commercial, Ruth Edlemon, fourth grade, Lucille Latta, third grade, Wilma Lovitt, second grade, Elaine Wilson, first grade, Lorraine Bailey, third grade.

The nave is the part of the church reserved for the laity as distinguished from the part used by the clergy. A body must create two forces if it is to fly; lift to overcome gravity, and forward propulsion to overcome drag.

John Cabot discovered Newfoundland five years after Columbus made his first voyage to the West Indies.

### Two Parties Honor California Visitors

Two parties were given Thursday to compliment Mr. and Mrs. Arthur Housley of Hayward, California who have been visiting relatives here.

Thursday morning Mrs. Travis Caraway, Mrs. Jimmie Mercer and Mrs. Alfred Smith were hosts at a coke party for Mrs. Housley at the Caraway home. Autumn flowers were used about the house to form attractive decorations.

Those present were Mesdames J. W. Witherspoon, Neal Young, G. W. Johnson, Leland McMurry, Robert Wagoner, Josie Fundenburg, Paul Harvey, Roy Boyd, Tom Garner, Ray Suit, A. N. McRight, Sam Nunnally, Misses Ginger Smith and Thornton Shirely.

#### Thursday Night Party

On Thursday night Mr. and Mrs. Jimmie Mercer were hosts at a party honoring the couple. Sandra Jo Caraway assisted guests in registering.

Varied games were enjoyed and refreshments were served to Messrs. and Mesdames H. C. Angelo, Herman Fletcher, Leland McMurry, Howard Gore, Travis Caraway, Misses Thornton Shirely and Sandra Jo Caraway and Leroy and Billy Miles.

Mrs. Hal Bruner of El Paso has returned to her home after a stay here with Mr. and Mrs. Oscar Easley and other friends.

Miss Irene Crawford has returned to her home in Amarillo after a visit with Miss Sadie Rigler and Mrs. William McGehee.



"Grandpa's hoppin' mad — says he won't shave until we get an LP-Gas Water Heater!"



Grandpa may have whiskers on his chin, but there are no whiskers on his ideas. He knows that modern life today calls for an LP-Gas Water Heater. No matter where you live, you can enjoy all the hot water you need with an LP-Gas Water Heater. And you'll be surprised at how little it costs. Write, phone, or come in to see us today.

### BLANTON BUTANE GAS CO.

#### IT'S HEREFORD WRECKING

for  
**24 HOUR  
WRECKER SERVICE**

We have two Heavy Duty Winch Trucks on duty at all times.

#### LINCO TRAILER AXLES

Keeps Your Load Level!  
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**15-in FORD WHEELS**

Visit Our

**Complete Service Department**

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IS SUPPOSED TO BE  
OUR BUSINESS, BUT ...

HERE'S THE  
INSIDE DOPE ...

WE'RE  
CONCENTRATING  
JUST NOW DOWN AT  
CARL McCASLIN  
LUMBER COMPANY  
ON  
THAT ...

#### NEW LOOK

NOT FOR MERE FASHION'S SAKE,  
BUT RATHER FOR  
YOUR CONVENIENCE

SO ..

While we're in this confusion of remodeling, you're missing a good bet if you fail to come in, rummage around, and find those hundreds of items we have right out in the middle of the floor ... maybe we've even lost the price tags on some!

WE STILL HAVE THAT  
GRANARY MATERIAL

# Carl McCaslin

## LUMBER COMPANY

1 Block East of Court House  
HEREFORD

Call the Lumber Number 7

## OUTSTANDING DRESS SLACK VALUES

At Anthony's Every Day  
Low Price

- Solids
- Checks
- Plaids
- Stripes
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All Wool and Part Wool

#### Outstanding Features:

- Zipper Fly Front
- Pleated or Plain Front
- Fitted Yet Roomy
- Plenty of Belt Loops
- Hard Finished Materials

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### ALL ALTERATIONS

# FREE

We Make 'Em Fit Right

Brand new different patterns in finer, nicer finished all wool and part wool materials. Superb tailoring by one of the countries finest slack makers. At this price you will find the new solid color shadow stripe, all wool tweed mixtures, solid colored gabardines, checks, plaids and stripes. Colors are tans, blues, browns, greys, greens, and sizes run from 28 to 44.



## Man! HAVE YOU SEEN Anthony's New "HALSEY" HATS?



They Have  
The New  
"Solite"

Sweat and Oil  
Proof Interliner  
and  
Pliofilm Crown Lining



Note:  
Extra  
Width  
of  
Interliner  
Over  
Sweet Band  
1/2 Inch Wider

This Extra Width Interliner Assures  
You Oil and Sweat Will Not Soak  
Through to the Ribbon Band

Labels of Quality and Style



# \$6.90

# 8.90

Anthony's "Halsey" pure fur felt hats have been famous for years for their fine quality. Hats of equal quality have always sold for much more elsewhere. NOW we have added to their quality, their desirability, by adding a "solite" interliner and "Pliofilm" crown liner making it practically impossible for sweat or oil to soak through and discolor the band or crown. Men, we have a color to please you, a style to please you and by far the best value at near our price. Shop at Anthony's before you buy your fall hat.

# Anthony's

THE C.R. ANTHONY CO.  
HEREFORD

# Anthony's

THE C.R. ANTHONY CO.  
HEREFORD



### Frio

BY LAMERLAS BERRYMAN

Rev. and Mrs. R. L. Shannon and daughter, Miss LaVada and son, LeRoy arrived from Meadow their former home, Thursday. Rev. Shannon will assume his duties as pastor for the Frio Baptist Church. He will teach in the Dimmitt Public school which opened Monday and Miss LaVada Shannon will also teach there.

Mr. and Mrs. H. H. Yandell and sons of Tahoka visited his brother, David Yandell and family here last week.

Mr. and Mrs. Parker of Tahoka visited their daughters, Mrs. Olin Paris and Mrs. David Yandell and their families last week.

Those attending the Home Demonstration Council meeting at the courthouse last Saturday from this community were Mesdames Frank Robbins, Henry Dobbs and Owen Andrews.

Dinner guests Sunday in the Dobbs home were Mr. and Mrs. Buck Berryman, Rev. and Mrs. Shannon and Miss LaVada and LeRoy Shannon.

Misses Lyla and Glenda Robbins visited Thursday through Saturday with their aunt, Mrs. Rhea Robbins in Canyon.

Mr. and Mrs. E. H. Little and Peggy, Misses Lyla and Betty Robbins were in Springlake Sunday afternoon.

Mr. and Mrs. Henry Andrews and Doris Gene, Mrs. J. E. Andrews and Miss Alma Andrews attended the rodeo at Boys Ranch Sunday.

Mr. and Mrs. A. Y. Jones and Dovie Jane, Mrs. Joe Benson and Myrna Kay recently returned from an outing in Colorado and New Mexico.

W. H. Andrews and J. E. Andrews accompanied Mr. and Mrs. Roscoe Burris of Texico and Fred

Andrews of Melrose to Marlow, Okla. Saturday to attend funeral services of an uncle. They returned Monday.

The Club met with Mrs. H. D. Robbins this week. Following a business session, Mrs. Argen Draper discussed colors for the personality.

The H. F. Bensons, Evelyn, Gene, Sherry and Genelle accompanied by LaMerles and Sue Berryman are in California on a two week vacation trip.

Mr. and Mrs. Warrick and J. E. Warrick visited their friends, the B. P. Clarks in Lubbock Sunday.

The T. L. Sparkman Sr. family recently visited his father, G. W. Sparkman in Amarillo.

Mr. and Mrs. C. N. McClure returned home Sunday from a trip to Fort Worth. While there they attended a family reunion.

J. H. Dobbs, W. H. Andrews and Owen Andrews were in Muleshoe and Clovis Wednesday.

Mrs. W. H. Andrews has as guests this week, her sister and family from Marlow, Okla.

Mrs. Jack Shirley and son are spending a few days with her parents, the H. E. Lindseys. Mr. Lindley will accompany his mother on a trip while the Shirleys are there.

Mrs. E. Vogler's mother and other relatives have been visiting in the Vogler home.

Mr. and Mrs. J. E. Andrews, Mrs. Owen Andrews, Clark and Glenn Andrews, went to Amarillo Friday. Veradelle, Frances and Joe Ed Andrews who had spent the week with relatives returned home with Andrews, while Clark and Glenn remained for the weekend.

Mr. and Mrs. Jack Johnson and son are staying in the Benson home while the Bensons are on a trip to California. The Johnsons are waiting for their new home to be finished which is located on the Benson place. The Johnsons are former residents of the community and he

### 20 Game Schedule Of VFW Baseball Team Ends Today

The wind up of baseball, season is here and this week will terminate the Hereford VFW's twenty game schedule with today's meet against General Mills of Amarillo and Tuesday's game with Nazareth, announced Manager Earl Woods.

Sunday's game starts off at 2:30 with the local boys batting against semi-pro General Mills. This team was not a league contender and has not played here before. Admission will be 50 and 25 cents.

Tuesday's game provides the final round up of the baseball year locally and after the night game Hereford sports fans can transfer their wholehearted affection to football. Nazareth plays the Veterans under the lights beginning at 8 p. m. Admission is also 50 and 25 cents.

Primitive man used stones as ornaments, munitions, tools, currency, household, munitions, tools, currency objects of worship.

Birds are the best flyers in the animal kingdom.

is a brother of Mrs. Benson.

Mr. and Mrs. Leonard Irwin and family were Sunday dinner guests of the W. H. Thompsons and visited later in the M. B. Odum home near Hart.

The W. H. Thompson family recently returned from a visit with daughters and families near Oklahoma City.

Mrs. Jennie Buchanan of Manteca, Calif. visited the T. L. Sparkman and A. T. Jones families enroute to visit her father in Marlow, Okla.

### Wayland College To Receive Third Of Million Dollars From Baptists

Wayland College at Plainview will receive one third of a million dollars in the next five years from a budget planned by the Baptist Executive Board meeting held in Dallas Tuesday, reported Rev. R. H. Cagle, a member of the board.

Texas Baptists unanimously

voted a \$1,000,000. budget for the next five years, working it out one year at a time, Rev. Cagle said.

At a quarterly meeting of this body, Rev. Cagle was one of the 150 leaders present and a member of the executive board who made plans for the five year

budget which will effectively take care of their schools and other needs.

Rev. Cagle has been conducting a revival at Lockney but will be back in his pulpit for two regular services Sunday. The morning service will be broadcast over Radio Station KPAN. Instead of the stewardship revival scheduled for this week, stewardship topics will be discussed for the next three Sunday and two Wednesday nights, Rev. Cagle announced.

Ducks have an almost telescopic eyesight. They can focus their eyes for near or far vision.

A penguin's diet consists almost entirely of fish, cuttlefish and crustacea obtained by diving.

**SUNDAY BASEBALL**  
**Hereford VFW**  
 vs.  
**General Mills**  
 of Amarillo  
 2:30  
 Veterans Park

**Tuesday Nite**  
**HEREFORD**  
 vs.  
**NAZARETH**  
 8 P. M.

**PENNEY'S**  
 40<sup>TH</sup> Anniversary

**BIG SAVINGS FOR YOU!**  
**STOCKS TO CHOOSE FROM!**  
**CROWDS OF THRIFTY SHOPPERS!**

**YOU'LL FIND HUNDREDS OF UNADVERTISED BARGAINS!**

Value Show . . . Our Big, Wonderful Group of Fall DRESSES

**8.90**



And at that tiny price, we think it's especially wonderful! You can pick a whole well-rounded wardrobe right now . . . party-going dresses, school-time dresses, business dresses. Here, for instance . . . a striking wool-and-rayon plaid . . . a tailored rayon gabardine . . . a compliment-catching rayon with off-shoulder drape. You'll find the rich new colors of the new season . . . in misses' and juniors' sizes . . . all Penney quality . . . all Penney-priced!

Others Priced 5.90 to 16.75

Stock Up Now at This Low Price!

**GAYMODE\* NYLONS**

**1.15**

Who but Penney's could come up with a wonderful buy like this? Lovely, sheer, durable nylons for a low, low 1.15! Full-fashioned, 45 gauge, 30 denier of fine Gaymode quality . . . and Penney's ALONE has them! Come in. See our new-as-tomorrow shades for Fall! Sizes 8 1/2 to 10 1/2.

\*Reg. U. S. Pat. Off.

**ALL WOOL BLANKET**

3 lb. 72"x90' Blue, White, Rose, Peach, Green, or Gold . . . . . \$6

**MEN'S SHIRTS**

Craftsman Woven Broadcloth. Sanforized. A REAL VALUE at . . . . . \$2

**PAJAMAS**

Coat or Slipover Styles, Cotton Prints. Anniversary Priced at . . . . . \$2.50

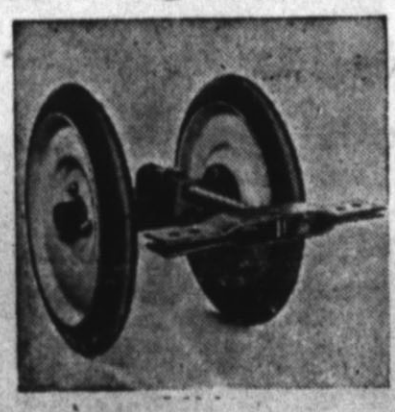
**TAILORED SLIPS**

Tailored Rayon Crepe. Tea Rose and White. Priced at . . . . . \$1.98

**KLEAN WELL**  
 Rubber - Tired  
**DRILL-PRESS WHEELS**

**SINGLE WHEELS**  
 or  
**DOUBLE YOKE**

If you have press wheel setup.



**COMPLETE ASSEMBLY**

with drawbar and attachment arms to fit any drill, if you do not have press wheel setup now on your drill.

KLEAN WELL Smooth Tread Rubber-Tired Drill Press Wheels for wheat and grain drills can be furnished for most well known makes of drills. They are easily and quickly attached. If you have steel press wheel setup, you have a choice of replacing them with the single wheels or with double yoke units. Single wheels use chilled steel bushings; double yoke has oil-impregnated hard wood bearings, requires no lubrication. If your drill has no press wheel setup at present, complete assemblies are available. Special design, semi-pneumatic cushion type tire fits furrow contour better, giving uniform soil pressure over entire seed bed. Produces earlier germination, a better stand and sturdier plants. Off-set wheels on double yoke units are reversible for 8-inch and 10-inch drills and for 12-inch and 14-inch drills. Sets for any size drill are available.

**If it's worth drilling, it's worth doing RIGHT!**

Use KLEAN WELL Rubber-Tired Drill Press Wheels to insure your wheat coming up quickly (before the soil has had time to dry out) and to get a good, even stand.

**YOU CAN BUY THEM IN HEREFORD FROM THE FOLLOWING DEALERS:**

- JACOBSEN BROS.**
- DAVIS-McCRACKEN**
- KERR IMPLEMENT CO.**
- H. E. MILLER OLIVER CO.**

Distributed by Kirby Sales Co., 106 Ave. H, Hereford

**PAY CASH - CARRY IT - AND SAVE!**



### Deaf Smith

(Continued from Page 1)

and now on maintenance. There are 496,880 acres under the conservation plans.

Contoured land: 118,692 acres  
 Cover crops: 6173 acres  
 Crop residue: 227,234 acres  
 Strip cropping: 85552 acres  
 Range improvement: 209,515 acres  
 Pasture improvement: 3,614 acres  
 Range land seeded with grasses: 4,692 acres  
 Tree planting: 2 acres  
 Dams built: 88  
 Terraces: 536 miles  
 Field diversion terraces: 19 miles  
 Leveling land for irrigation: 3,493 acres  
 Irrigation lines and improved water cultivation: 103,616 acres

### Jaycees Complete

(Continued on page 1)

long with a 54 foot skirt two feet high. There are about 1825 square feet in the combined signs.

The purpose of these signs, according to Jaycees is to advertise for Hereford on the same basis that the signs at county boundaries do for Deaf Smith, announcing to tourists their arrival at the famed agriculture-and-no-tooth-decay center.

Sign language declares the name of the town, the slogan, a greeting to visitors, sponsoring civic club, firm names and the population, settled at 7,500. The town name and greetings are outlined in scotchlike, new long-glowing reflector light.

### McLean Tigers

(Continued from Page 1)

gained one at right guard. Engman punted from his own 42 yard line to the Tigers 20 yard line and Haynes returned to the 35 yard line. Watson made two at right tackle. Griffith went over right tackle and was tackled two or three times but the Whitefaces could not hold on to him and he scampered 63 yards for a touchdown. Watson failed to kick the extra point. McLean 6 Hereford 0.

Stanton took the kickoff on the 10 yard line and returned to the 25. Stanton made two on a quarterback sneak but Hereford was offside and were penalized five yards for offside. Christian picked up four at right tackle. Davison made two more at right guard. Engman punted on third down and the ball rolled out of bounds at midfield. Watson made six at right guard. Griffith went around left end for 15 yards to the 29 yard line. Haynes went around right end for 11 more being tackled by Stanton. Griffith and Watson carried the ball to the two yard line where Watson went over for the second touchdown. Haynes missed the extra point. McLean 12, Hereford 0.

Stanton took the kickoff on the five yard line and returned it to the 12. Christian took a pitch-out from Stanton and went around right end to the 41 yard line for a 29 yard gain. Engman made 3 at right guard as the first quarter ended.

ford to the 20 yard line where it was taken by Haynes who returned to the 39 yard line. Watson made three at right guard. Haynes lost one at center as the entire Hereford line was through on the play. Griffith failed to gain. Watson got of a beautiful punt for McLean to Stanton on the 20 yard line who returned to the 34. Christian took a pitch-out from Stanton around left for 32 yards to the McLean 34 yard line.

Engman made nine yards in two tries over guard. Davison made a first down. Christian picked up one at guard. Engman went over left guard for four. Davison picked up a first down around end taking the ball to the McLean 15 yard line. Davison made five at center. Stanton passed behind the line of scrimmage to Davison which was almost intercepted by Griffith of McLean. Engman lost a yard at guard. Stanton passed to Hamilton incomplete and the ball went over to McLean on the 11 yard line.

Griffith circled left end for 11 yards. Watson and Griffith picked up five in two tries. Griffith passed incomplete. Watson got off a 48 yard boot and the ball rolled dead on Hereford's 28 yard line. Engman took a hand off from Stanton and went for 25 yards over right tackle. Stanton passed to Hamilton for 25 more yards to the McLean's 20 yard line. Davison made three at left guard as the quarter ended.

#### Fourth Quarter

Stanton lost three at center but McLean was offside and was penalized five yards. Davison made a first down in two tries-down to the McLean's nine yard line. Engman went over right guard for eight. Stanton went over center for a touchdown on a quarterback sneak. Stanton passed to Hamilton incomplete for the extra point. McLean 12, Hereford 6.

Melugen got a low kickoff to the 30 yard line where it was returned to the 40. Griffith made 5 at right tackle. Griffith went around left end for six and a first down. Newton made one at center. Haynes circled right end for a first down to Hereford's 17 yard line.

Four plays made 11 yards for a first down on the six yard line. Watson went over left tackle for a touchdown. Haynes kicked the extra point. McLean 19, Hereford 6.

Engman took the kickoff on the 15 yard line and returned to the 45. Stanton's pass to Owens was intercepted by Griffith on McLean's 30 yard line. Newton made one at left guard. Griffith picked up 4 as the game ended. McLean 19 Hereford 6.

Stanton passed to Bobby Owens for 18 yards. Davison failed to gain around right end. Christian took another pitch-out from Stanton and circled left end for 16 yards to the 20 yard line. Davison made one and Engman failed to gain at center. Stanton's pass to Hamilton was incomplete. Stanton tried another pitch-out to Christian which failed to click and the Whitefaces lost 10 yards and the ball went over to McLean on the 30 yard line.

Kimbrough stopped Watson at line of scrimmage. Griffith circled left end for 21 yards. Watson made 25 at right tackle for a first down to the Hereford 20 yard line. Haynes made three through the middle. Owens tossed Griffith for a yard loss. Griffith failed to gain. Haynes pass to Griffith was knocked down by Davison. Hereford took over on 18 yard line. Engman made three at right tackle. Davison went over tackle for nine and a first down. Christian failed to gain. Christian picked up eight at right tackle. Engman made a first down over right guard. Stanton's pass to Owens was intercepted by Haynes on his own 41 yard line and he returned it to Hereford's 40 yard line. Griffith went around left end for 20 yards. Newton made two at center. Griffith passed incomplete. Watson picked up nine for a first down on Hereford's nine yard line. Schroeter set Griffith back for a yard loss. Griffith's pass was incomplete but the ball was brought back and McLean was penalized five yards for backfield in motion. Griffith went around right end for eight as the first half ended. McLean 12 Hereford 0.

#### Third Quarter

Melugen kicked off for Here-

### Around Town...

(Continued from page 1)

throughout the country and even overseas through the publicity they have had of being "The Town Without A Toothache," but Roberta Campbell says we still don't realize the scope of our fame. Recently following a trip through the Carlsbad Caverns she and other sightseers were reading the guest list when she heard some woman speak out, "Look, here is one from Hereford, Texas," and a man answered, "What, Hereford, Texas?" That remark came from a list of over 3,000 visitors from 37 states and four foreign countries.

A reporter was out this week looking and listening for news, in a store she overheard a woman telling what seemed to be an exciting story about some wild horses breaking out of a corral and killing some people. The reporter thinking what a story this is going to be, whispered over the clerk's shoulder, "Is this some news?" Whereupon the woman began telling the particulars and the disappointed reporter wandered on, since the incident was many miles away, Wyoming or some such place, where the woman's son had attended a rodeo and had written of it.

The Brand this week lost the first of its personnel to the service. When Stanley Phillip, from the composing room, joined the army. He went to Amarillo Tuesday evening, and from there was to go to Lubbock for his physical. He is the son of Mr. and Mrs. John D. Phillips.

Tom Alderson denies being "a man of leisure" since he sold his variety store but he roams up and down Main in a "lost manner all dressed up in his best clothes most of the time. It has been reported by Secret Agent X that he was seen one day leaning on a parking meter without paying a penny.

Rev. W. H. Cagle was proudly displaying a tie this week he had stored away for no telling how long but says he can wear now as it will match his grey suit. And it did too! A soft green with silver plume like designs. We forgot to ask him if his wife bought it.

The Federal Council of Churches who has in the past four years sponsored an annual drive to supply needs for children overseas this year will supervise a pack-a-towel-for-teenager drive. Mrs. Robert Veigle, president of the local council, announced this week. Further details will be available soon as the peak will be reached World Community Day, November 5.

Baseball season is about to close but some of the arguments among men on the street are not. There have been hot discussions about last Sunday's game when some of the people thought Stan Barrett was called out stealing in home from third. Actually, according to Earl Woods, the umpire had called out the batter, Andy Anderson on three strikes, which was also the third out.

### County Officers

(Continued from page 1)

guilty to a complaint alleging he had written a five dollar "hot" check Thursday. His bond was set at \$500 and he can not be released as he owes a previous fine, said Sheriff Reece.

Also on Thursday, Reece and Deputy C. J. Berry picked up a drunk at the Dawn school house who was creating a disturbance. He was jailed and put to work. Thirteen Latin-Americans were jailed when their holidays ended Tuesday charged with gambling at the dance hall or affray. They were released after fines were paid.

### Partisan Frank

(continued from page 1)

stock and keep his supplies up. Those men speak a language all their own. Another farmer came in ordering a time chain for a D 2. Watson said most of the men knew what particular part they needed and all he had to do was to furnish it. Sometimes, however, an owner would arrive just describing symptoms, and the two would have to figure out what particular part needed adjustment.

Another farmer came up needing a beet bed for a truck and Watson went off to fix him up. It's a busy life.

The province of Ontario, Canada, has an area of more than 412,000 square miles.

### Gayle Foster

(Continued from Page 1)

groups. Officers named for the senior class. Serving with him are Sally Womble, vice-president; Doris Jean Smith, secretary-treasurer; and Pat Longbottom, reporter.

Duane Christian was named president of the Junior class. Other officers are Claude Melugin, vice-president; Bobbie Jane Sisk, secretary; Alma Faye Knox, treasurer; and Jack Reynolds, reporter.

Sophomore officers are James Austin, president; Ted Houston, vice-president; Jeanie Holman, secretary-treasurer; and Emma Lee McNeese, reporter.

Freshmen will be led by Wanda Gunstensen, president; Devon Thompson, vice-president; Sue Skarth, secretary; and Mary Ann Beckman, treasurer.

Sell Thru the Want Adst

### CARD OF THANKS

I wish to thank this means to thank my many friends for their kindness and gifts while I was in the hospital and for my birthday.

Mrs. Leora Robinson

### SUNDAY BASEBALL

#### Hereford VFW vs. General Mills

of Amarillo 2:30 Veterans Park

### Tuesday Nite

#### HEREFORD vs. NAZARETH 8 P. M.

1901 - 1948  
 Prompt Ambulance Service  
 We now offer \$150.00 Cash Burial Insurance at low cost!  
**E. B. BLACK CO.**  
 Furniture and Undertaking  
 HEREFORD, TEXAS



**RESISTOL**  
 Self-Conforming hats  
 DESIGNED BY Harry Reinold

The unique separation of leather from hat lets a Resistol ride "free" and fit you "naturally" regardless of your headshape.

*Secret Agent*  
 Warner Bros. Production  
 "THE ADVENTURES OF DON JUAN"  
 Wears a Resistol "HAT"

...It's the "Wonder" Hat

Yes, it's a wonder the way a Resistol snugs to every contour of your head from the moment you try one on. Is your head shape Long? ... Round? ... Medium? It makes no difference to the instant-fitting Resistol "Self-Conforming" leather. You'll find immediate comfort and long lasting smartness. You'll wonder why you didn't discover Resistol sooner.

7.50, 8.50, 10.00, 15.00 and 20.

**NEW FALL MERCHANDISE ARRIVING DAILY**

Misses' Black Suede **BALLERINAS** 3.98

Ladies' **NEW FALL SUZIES** in Lovely **NOVELTY SHOES** 4.95 Up

As Featured in Glamour & Vogue

**CLOCKWISE FASHIONS**  
 CHARMING 2-PIECE CORDUROY SUITS 18.95

Boys' SANFORIZED 8 oz. BLUE DENIM **PANTS** Sizes 8 to 16 \$1.89

BE SURE TO SHOP OUR STORE FOR YOUR **SCHOOL SHOES**

**HEREFORD** Store Co. **D**  
 S. L. HARMAN & SON PHONE 382

Hereford	Statistics	McLean
34	First Downs	12
6	Passes Attempted	4
2	for 38 yards	Passes Completed
2	for 31 yd av	Passes Incomplete
1	for 5 yds	Points 2 for 43 yd av
		Penalties 2 for 10 yds

Starting Lineups
Hereford: Owens, R. E.; Klmbrough, R. F.; Reynolds, C. G.; Melugen, C. L. G.; Gresham, L. C.; Jackson, L. T.; Hamilton, L. E.; Stanton, O. B.; Davison, R. H. B.; Christian, L. H. B.; Eversman, F. B.
McLean: Shelton, R. F.; McConahie, C. G.; Brooks, L. C.; Vineyard, L. T.; Turner, L. E.; Newton, O. B.; Haynes, R. H. B.; Watson, L. H. B.; Griffith, F. B.
Substitutes for Hereford were Johnson, Donk and Schroeter.
Substitutes for McLean were Bailey, Kramer, and Henderson.

**ANNOUNCING AGENCY**

for

**AMARILLO DAILY NEWS**  
**AMARILLO GLOBE**  
**AMARILLO SUNDAY NEWS-GLOBE**

**DAILY NEWS and SUNDAY NEWS-GLOBE**  
 DELIVERED TO YOUR HOME!

GLOBE per month ..... 90c  
 NEWS per month ..... \$1.00  
 (Both including Sunday News-Globe)

**T. E. (Gene) PRICKETT**  
 AT NIPPER ELECTRIC AND RADIO REPAIR  
**PHONE 154**

**STUDENTS**  
 HIGH SCHOOL OR COLLEGE  
 Attention!  
 Our Portable Typewriter Stock Has Arrived!  
 New Two-Tone 1949 Models In Stock  
 for  
**Immediate Delivery**

**STURDY!** **EASY!** **SPEEDY!**



Standard 4-row keyboard

**79.50** plus 4.77 tax  
 Handsome Carrying Case Included!

Goes everywhere... types anything... and gives years and years of dependable service!  
 For years this machine has been the stand-by of business and professional families all over America. Every member uses it... mother for correspondence... dad for work... the children for their lessons. Survives rough and ready usage... gives a maximum of service with a minimum of repairs... and because of these six special features turns out work the equal of full sized office machines:

- ★ Self Starter paragraph key automatically indents
- ★ Long carriage return lever speeds up typing
- ★ Variable line spacer makes corrections easy
- ★ Personal touch control adjusts to operator
- ★ Paper table and scale make rest pages

**ROYAL PORTABLES**  
 Also in Stock for Immediate Delivery

**Hereford Brand**



### Students Return To Classes

The pre-college migration is in the making with vacations cut short by last minute preparations for departure, as sweet-girl high school graduates dash here and there for just the right evening gown, the perfect suit, dress or coat to match or contrast. The girls are getting ready for their collegiate careers and whether they plan to travel far or near to the colleges or universities of their choice, the busy days are filled with thrills and anticipation as they look forward to new experiences just ahead.

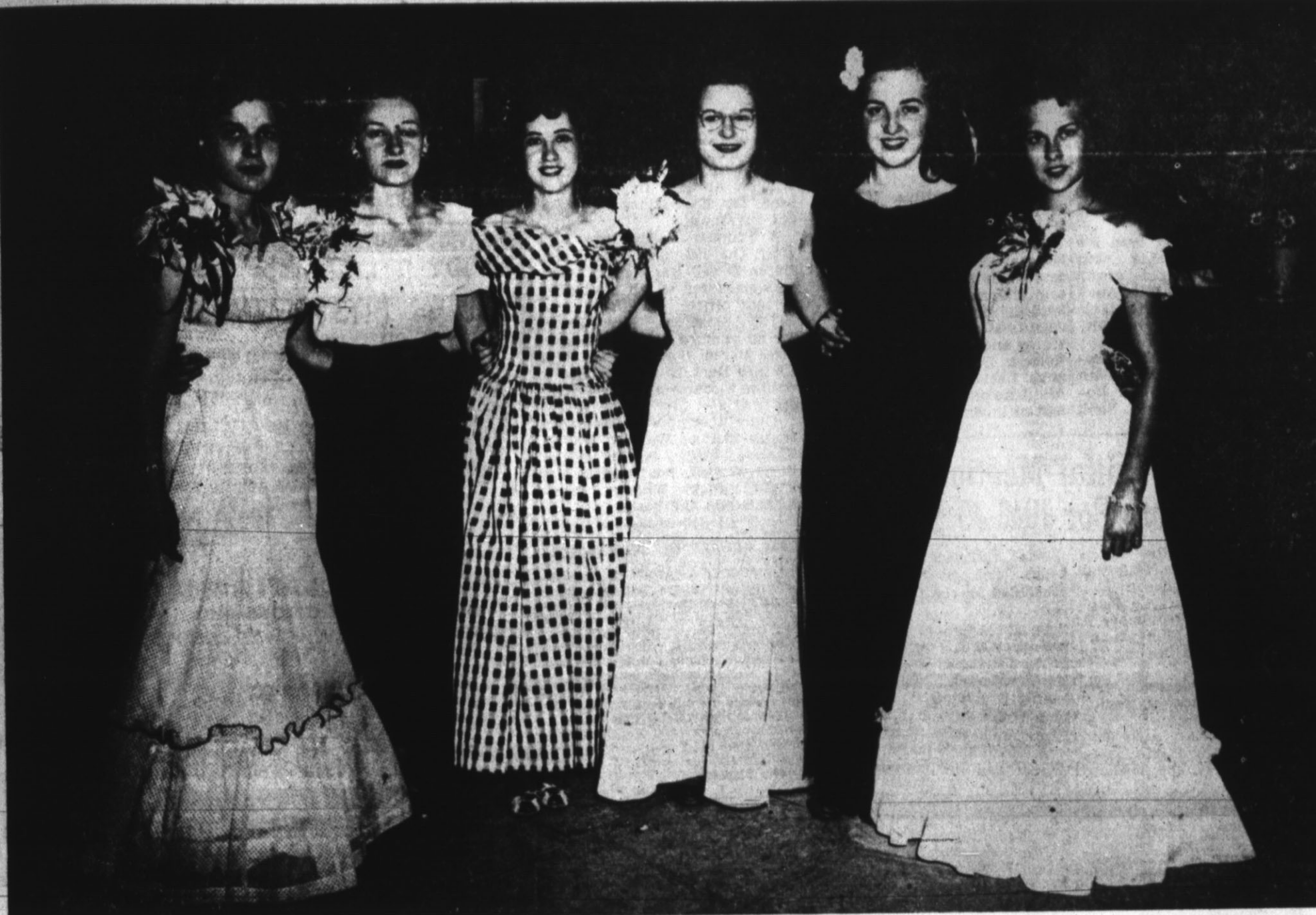
The six lovelies posing together might well be staging a small style-show as they model the evening gowns they'll be wearing to rush parties and proms. Reading from left to right, they are: Doris Hastings, daughter of Mr. and Mrs. Henry Hastings, who will enroll at West Texas State College, Canyon; Jaymie Boston, daughter of Mr. and Mrs. Jay Boston, who will attend North Texas State College at Denton; Mary Jo Mathies, daughter of Mr. and Mrs. Elmer Mathies, who leaves soon for California to attend the University of Southern California; Margaret Sowell, daughter of Mr. and Mrs. Buren Sowell, who is planning to study at West Texas State at Canyon; Jacqueline Newell, daughter of Mr. and Mrs. Charles Newell, who will be in Denton at North Texas State and Billee Ray Johnson, daughter of Mr. and Mrs. Ray Johnson, who has made reservations at West Texas, Canyon, and will get her academic course at Hardin-Simmons University. Mary Louise is wearing one of her new suits which she will be wearing at school. It is a dark rose and green Youthmore, original model worn with black accessories. The roll-brim hat is in felt and gloves and shoes are suede. A glimpse of a white tailored blouse is shown at the throat.

Barbara Boyd, with both note book and text book in hand looks pleased over an early assignment. Barbara will major in commercial art at West Texas State College, Canyon this fall. She is shown in a Debby of California casual in fuschia. The pearlized brown button trim matches her brown shoes. She is the daughter of Mr. and Mrs. Roy Boyd.

Patsy Slagle, who seems to be checking up on train schedules, is eagerly looking forward to the coming year at North Texas State College at Denton. She is modeling a Miss Los Angeles coat in wine which is the correct 9 inches from the floor and fur. Her hat, gloves and purse are in black.

Patsy is the daughter of Mr. and Mrs. Sylvester Slagle and will enroll at N. T. S. C. as a music major. A scholarship from the Sweetbriar Dress Shop in Amarillo will allow Patsy to enter the school with all tuition paid.

Mary Louise Grady, daughter of Mr. and Mrs. Jack Grady, hopes she will be receiving her share of all that mail stacked behind her. She will enter nurses training at Hendrick Memorial Hospital in Abilene this month.



MEMBERS OF THE HEREFORD SUB DEB CLUB

### Bound For College



BARBARA BOYD



MARY LOUISE GRADY



PATSY SLAGLE

### Hereford To Be Well Represented On College Campuses Of Nation

Traveling along the road by train, bus or car or sailing through the air by plane, approximately one fourth of the American nation is on its way back to school. The typical student, the fun-loving and the serious minded travel side-by-side, none expecting the same thing, but all intent upon gaining that certain amount of knowledge which will lead them on to further goals.

Among Hereford's ambitious young men and women (not pictured) who will soon be on their way are Mary Estelle LeGrand, daughter of Mr. and Mrs. Louie LeGrand; Helen Tucker, daughter of Mr. and Mrs. F. A. Tucker; Mary Lou Benson, daughter of Mr. and Mrs. Hardy Benson; G. P. Owen Jr., and Olin Cosby-Hardin-Simmons University, Abilene.

The University of Texas will enroll: Helen Acker, daughter of Mr. and Mrs. C. C. Acker; Helen Ann Pitman, daughter of Mr. and Mrs. J. A. Pitman; Don Bookout, son of Mr. and Mrs. Hugh Bookout; John Douglas Pitman, son of Mr. and Mrs. J. A. Pitman; John Harris, son of Mr. and Mrs. G. C. Harris; Barbara Burney, niece of Mr. and Mrs. R. P. Conaway; Mr. and Mrs. Wayne Thomas and Mr. and Mrs. R. L. Dowell Jr. will be in Austin where Mr. Thomas will begin his law course and Mr. Dowell will continue work already begun there.

At Texas Tech will be Homer Rudd, son of Mr. and Mrs. Paul Rudd; John S. Coombes, son of Mr. and Mrs. Ellis Coombes; Keith Hutson, son of Mr. and Mrs. Bill Hutson; Ervin Robinson Jr., son of Mr. and Mrs. Ervin Robinson Sr.; Jimmie Whitaker, son of Mr. and Mrs. Boone Whitaker; Jimmie Easley, son of Mr. and Mrs. Oscar Easley; Oliver Streu, son of Mr. and Mrs. Urlin Streu; Bobby Millard, son of Mr. and Mrs. George Millard; Donald Shipley, son of Mr. and Mrs. Charles Shipley; Hardy Benson Jr., and Pete Davis, son of Mr. and Mrs. J. L. Davis.

Leaving Saturday for Bryan where they will enter Texas A & M College were Eugene Robertson, son of Mr. and Mrs. Jeff Robertson; Buddy Corbett, son of Mr. and Mrs. Roger Corbett; Gilbert Carlyle, son of Mr. and Mrs. L. W. Carlyle and Reuben Knox, son of Mr. and Mrs. Reuben Knox. They were accompanied by Mr. and Mrs. Knox. Others who will attend A & M are: Thurman Williamson, son of Mr. and Mrs. H. V. Williamson; Lyold Manjeot, son of Mr. and Mrs. A. L. Manjeot; Jack and Billy London, sons of Mr. and Mrs. Boyd London; John Estes, son of Mr. and Mrs. Cliff Estes and Roger Corbett, Buddy's brother.

J. W. Robinson, son of Mr. and Mrs. James Wallace Robinson, Jack Kassahn, son of Mrs. Frank Gyles, and James Ellis Higgins, son of Mr. and Mrs. Jim Higgins.

Colorado A & M College will enroll five Hereford boys. They are Ted and Bill Hardwick, sons of Mr. and Mrs. Ellis Coombes; (Continued on Page 8)

### A Recent Hereford Bride



Mrs. Albert Stengel was Miss Rosalie Urbanczyk before her marriage August 31 in St. Anthony's Church.

### Garden Clubs Planning Fall Flower Show

Hereford's Garden Clubs made plans for the fall flower show Friday afternoon at meetings held at the homes of members. The show is scheduled for October 15 and 16 and will be sponsored by all three clubs.

Hereford Garden Club Mrs. O. G. Hill was hostess for the Hereford Garden Club when Mrs. A. L. Manjeot discussed outlines for the forthcoming show. Mrs. Jim Black and Mrs. J. P. Slaton told of program plans for the coming year and announced that the study in horticulture of the Amaryllid family will be continued, concentrating on the Narcissus, the Amaralylis and the Memerocallis.

Mrs. Deward Roberson reported that 3803 gladioli bulbs had been ordered and that a total of 1400 had been planted for the fall garden show. Mrs. Jeff Glibbreath and Mrs. H. E. Miller were welcomed as new members of the club.

Mrs. Hill was in charge of the program for the afternoon with Mrs. Don Combs and Mrs. C. C. Ferguson giving the roll call on Alstrumaris and Agapanthus.

Mrs. Hill talked on "What Bulbs Are" taken from the Book of Bulbs by Rockwell, and Mrs. W. S. Fluitt gave a discussion of "daffodils."

Members present were Mesdames; Jim Black, Lyle Blanton, Homer Brumley, C. C. Ferguson, W. S. Fluitt, E. E. Fridley, E. W. Harrison, George Heard, A. V. Hendrick, John Jacobson Jr., C. D. Kelton, W. S. Kerr, A. L. Manjeot, E. Ramey, Deward

(Continued on Page 8)

### Roes Observe Fifty-sixth Anniversary

"Once a farmer-always a farmer" theorized J. A. Roe, pioneer farmer of this area, as he and Mrs. Roe celebrated their 56th wedding anniversary Sunday. Born and reared on a farm Mr. and Mrs. Roe have had a lifetime experience with farming. They love the land and nothing during their life-time, even in bad years-has given them more pleasure than the tilling of the soil and wresting their maintenance from it. Both are native Texans. He was born in Johnson County and she in Parker County but became childhood friends after both families had located in Wise County. They were married Sept. 4, 1892 and established a home of their own in Wise County. They moved to Hereford 20 years ago and located on a farm 22

miles west of Hereford. A year ago last May they moved to their present home northwest of Hereford in the Welsh Addition. They are members of the Methodist Church and still take active part in the life of the community. Their principal interest has been in rearing a large family to be "good solid citizens" which according to Mrs. Roe "kept us too busy for hobbies-if we had had any."

The couple has eight living children. They are Mrs. Lela Williams, Los Angeles, California; the twins, Tom of Ardmore, Okla. and Mrs. Ora Odom of Quannah; Lyold Roe of Panhandle; Faust and Weldon of Richmond, California and M. S. Roe and Mrs. Vina Edmonson

(Continued on Page 8)

### Nettie Hood And Tom Wilson Are Married Monday

In the Little Chapel-in-the-Woods at Texas State College for Women at Denton, Nettie Charlene Hood, daughter of Mr. and Mrs. Charles E. Hood, became the bride of Homer Thomas Wilson, son of Mr. and Mrs. Cecil Rockwell of Dallas, Monday morning September 6, at 10 o'clock.

The romantic little chapel, dedicated to T. S. C. W. brides, was a bower of greenery with all-white gladioli banked at the altar. Rev. James Aiken, pastor of the Arlington Heights Presbyterian Church, Fort Worth, and formerly of Hereford, read the informal single-ring ceremony.

Miss Christine Randalls of Denton, gave organ music before the ceremony and accompanied Miss Patsy Durham of Dallas, classmate of the bride at T. S. C. W., who sang "Through the Years" from a tiny balcony at one end of the chapel. As the bridal party entered the organist played the wedding march from "Lohengrin" and "I Love Thee" by Grieg as background for the ceremony. Mendelssohn's wedding march was used for the recessional.

Miss Katherine Lee Catron of Tulsa, Okla. roommate of the bride at T. S. C. W., was maid of honor. She wore a pearl gray faille suit with black accessories and white carnation corsage.

John Douglas Pitman of Hereford, cousin of the bridegroom, was best man and ushers were Edgar Wells of Hubbard and Jack Mounts of Dallas.

The bride, who was given in



MR. AND MRS. J. A. ROE

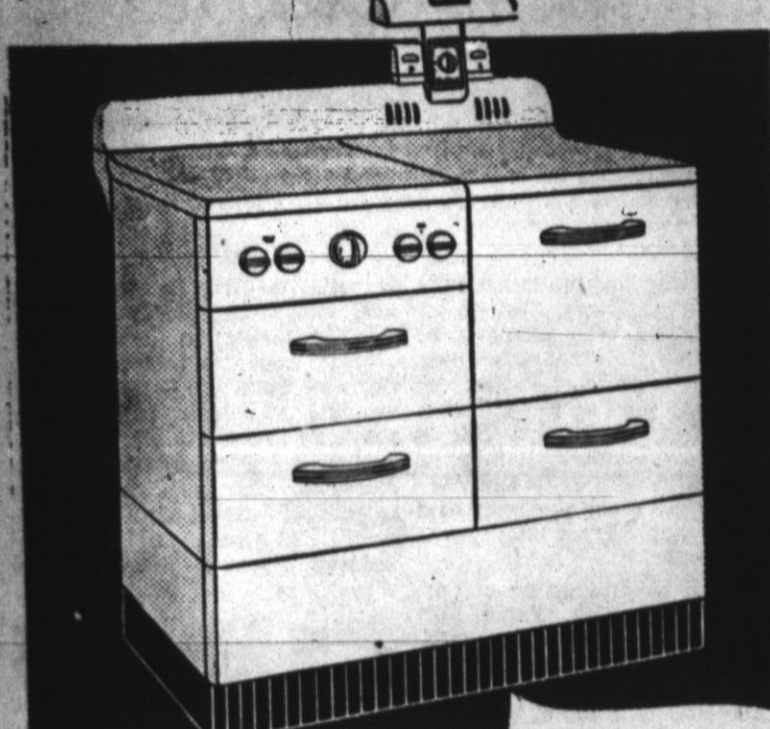
### Becomes A September Bride



MRS. HOMER THOMAS WILSON



**NOW YOUR COOKING WILL BE EASIER FASTER TASTIER**



It's fun to cook on a Florence Gas Range! Your baking, roasting and broiling will be so much easier... and Florence features save you hours of cooking time. You will like the economy of a Florence, too, and its sparkling porcelain-enamel finish is so easy to keep clean. Florence Gas Ranges are backed by over 70 years' experience.

- Check All These Features**
- Automatic-lighting top burners.
  - Famous Florence Baking Oven.
  - Accurate oven thermostat.
  - Speedy Pull-out Broiler.
  - Two slide-out service drawers.

**STREU HARDWARE COMPANY** **129.95**

**COURTHOUSE RECORDS**

**Warranty Deed**  
C. L. Brownlow et al to William McGee, all N 1/4 S 7 T 5 N R 2 E.  
Mary A. Koelzer to D. M. Cowart, Biks 15, 16 and 21 Ricketts Add.  
Elizabeth Wait et al to J. C. Perrin and C. S. Perrin, SW 1/4 S 20 T 5 N R 3 E.  
Noah Ewton and wife, Belle Ewton to Nancy Virginia Patton all lot 1 and 37 ft. along and off north side of lot 2 and 3, Bk. 30, town of Hereford.  
C. H. West and Letitia West to H. H. Buss, E 10 acres, Bk. 27, Ricketts Add. to town of Hereford.  
A. O. Thompson and Audrey Thompson to The Protestant Episcopal Board of Trustees, all Bk. 62, town of Hereford.  
Tom J. Fields to Carl G. McCaslin, 10' S 1, 2 and 3 Bradley Sub. of S 1/2 Bk. 3 of Evans Add.

**Release**  
Joe H. Elliott to Claude Benton, a judgement.  
S. V. Matthews to Elmer Northcutt, NE 1/4 S 30 T 3 N R 2 E.

**Births Recorded**  
Ricardo Vasquez, son of Mr. and Mrs. Berrito Vasquez, July 28.  
Charolotte Hanegan, daughter of Mr. and Mrs. George Henry Hanegan, August 9.  
Lou Ann Cowart, daughter of Mr. and Mrs. O. P. Cowart, August 6.  
Frances Lou Hern, daughter of Mr. and Mrs. Willie Hern, August 12.  
Raquel Rynozo, daughter of Mr. and Mrs. Pablo Rynozo, August 15.  
Richard William Hughes, son of Mr. and Mrs. John Clay Hughes, August 15.  
Joel Arellano, son of Mr. and Mrs. Regugio Arellano, August 22.

**Automobile Registration**  
Marie Carroll, Ford coupe, 1949.  
E. F. Loerwald, Dodge sedan, 1948.  
E. A. Wright, Ford sedan, 1949.  
J. G. Evans, Nash sedan, 1948.  
F. D. Hill, Dodge sedan, 1948.  
W. I. Valentine, Ford sedan, 1949.  
Friars of Attonement, Studebaker, 1948.  
Mrs. E. W. Harrison, Pontiac coupe, 1948.  
Homer Gore, Studebaker coupe, 1948.  
Joe T. Peters, Mercury, 1949.  
Ernest Medkief, Mercury, 1949.

**Recent Bride Is Honored At Shower**

Mrs. Jim Sutile, a recent bride, was complimented at a miscellaneous shower given at the home of Mrs. A. O. Thompson last week. Hostesses with Mrs. Thompson were Mesdames; Eldon Morgan, Ralph Smith, J. R. Euler, Louie LeGrand, S. J. Barclay, Roy Euler and Misses Anne Morgan, Joyce Barclay and Mary Estelle LeGrand.  
Peach gladioli were used for the refreshment table with flanking candles in pale green. Mrs. J. R. Euler and Miss Anne Morgan presided at the table and Miss Nan Buckner registered guests in the bride's book.  
Those attending were Mesdames; E. B. Moseley, Glenn Smith, Floyd Coker, W. E. Upton, R. D. Lance Jr., K. W. Nell, Elbert DeLozier, Jim Clark, J. B. George Springer, R. Schroeter, Blanch Wymore, B. E. Robertson, E. D. Hopson, Bill Knox, C. B. Thomas, H. D. Hill, D. H. Alexander, C. C. Ferguson, Bruce Plummer, J. J. Buckner, Lee Renfro, Harry Cayler, Troys Carmichael, Dyalitha Bradly, J. Wallace Robinson, Jess Carter, H. B. Whittington, Jeff Roberson, Wallace Cox, Loraine Sisk, Horace Schloss, Arthur Thompson, Willie Daniel, Misses Jeanette Euler, Betty Jane Euler, Madelle Beavers, Helen Wilson, Jessie Morris, Lilly London, Marcy and Adeline Koelzer, Iona Noland, O. B. Summers, Virginia Lookingbill, C. R. Walser, Whittington, Marian Plummer and members of the houseparty.

**First Meeting Held By Farm And Ranch Club**

The 1948-49 club season of the Farm and Ranch Club was opened Thursday with a luncheon held at the home of Mrs. A. J. Walker. Autumn flowers were used for decorations throughout the house.  
A business meeting was held after the luncheon when Mrs. Buren Sowell was elected secretary-treasurer to fill a vacancy in that office.

The president, Mrs. Henry Melton, named Mrs. Ed Thomas, Mrs. Buren Sowell and Mrs. Charles Burk to a committee to outline a course of study for the year.  
Those present were Mesdames Henry Melton, Waldron Melton, Charles Burk, Phillip Miller, Buren Sowell, Ed Thomas, Roy Pruitt, Jack Weaver, Frank Ricketts and the hostess.

**Luncheon Is Initial Meeting For L'Allegra Club For 1948-49 Year**

Initial meeting of the 1948-49 club year for L'Allegra Club was a covered dish luncheon held at the home of Mrs. Lyle Blanton on Thursday September 2, with Mrs. Darrell Blanton and Mrs. Marlin Pierce hosting the meeting.  
Tables for the luncheon were decorated with Picardy gladioli and vari-colored asters.  
Outlines for year books and the work for the coming year were discussed by Mrs. Richard

Winget who gave an interesting background for study programs scheduled for the fall and winter season.  
Those attending the luncheon-meeting were Mesdames; Delbert Bainum, W. L. Davis Jr., Bartley Dowell, James Edmondson, P. E. Hagens, V. C. Hopson, Walter London Jr., Lee Kent, Leroy Price, E. V. Stagner, B. R. Waldrip, John Winkler, Richard Winget and the hostesses.

**Coke Party Is Held**

Mrs. J. C. McCracken and Mrs. Alton Fraser were hostesses at a coke-party honoring Mrs. Hal Bruner of El Paso Monday afternoon. Mrs. Bruner is the former Miss Edna Elliott of Hereford and has been the house guest of Mrs. Oscar Easley this week.  
Cokes and other delectables

tractively arranged with Tallman roses as a center piece. Old friends enjoying the get-together were Mesdames C. C. Acker, Jimmie Gillentine, W. L. Davis Sr., Colby Conkwright, Seth B. Holman, J. H. Pitman, H. A. Close, A. A. Bateman, E. B. Hedrick, Carl McCaslin, Miriam Volz, the honoree and the hostesses.

**WOODY . . . . The Builder's Friend**

**IT'S PRETTY OLD-FASHIONED**

TO TRY TO GET ALONG IN OFFICE BUILDING OR FACTORY WITH HARD FLOORS ---

--- WHEN RESILIENT FLOORING WILL MAKE YOUR SURROUNDINGS MORE PLEASANT AND INCREASE PERSONNEL EFFICIENCY

CALL US TODAY FOR AN ESTIMATE. MANY DIFFERENT COLORS AND PATTERNS FROM WHICH TO CHOOSE.

**HEREFORD LUMBER CO.**

**IT'S Jones Service**

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**FOR COMPLETE AUTOMOTIVE SERVICE**

- TEXACO PRODUCTS
- FIRESTONE TIRES
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- WASHING (Soft Water)
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**YOUR BIG TEXACO STATION ON EAST HI-WAY 60**

**JONES SERVICE**

GEORGE JONES J. P. JONES

SHOP AT YOUR FRIENDLY **FURR** FOOD STORE

PRICES GOOD MONDAY AND TUESDAY, SEPT. 13-14

**Guaranteed MEATS**

Sugar Cured **BACON** 1 Lb. Pkg. 2 for **\$1.00**

Pure Pork **SAUSAGE** 1 Lb. Roll **42c**

**LOWER DRUG PRICES**

Modart **SHAMPOO** 49c

**TONI REFILLS** \$1.20

**WHY PAY MORE?**

Nile Brand **PEACHES** 3 No. 2 1/2 Cans **65c**

**Chisp PRODUCE**

**LETTUCE** Nice Heads Lb. **13c**

**CABBAGE** Firm and Crisp Lb. **4c**

**MARVENE SOAP** Large size . . . . . 2 for **25c**

**SILVERFOAM SOAP** Large size . . . . . 2 for **25c**

**PEAS** Happyvale . . . . . 10 lbs. **\$1.00**

**PINTO BEANS** 9 lbs. for **\$1.00**

**CORN** American Beauty . . . . . 3 Cans **45c**

**SOUP** Campbell's Spinach . . . . . Can **10c**

**FURR HAS THE Everyday LOW PRICES.**



Mrs. Kenyon Long of Wichita Falls arrived Saturday for a visit with her uncle and aunt, Mr. and Mrs. F. M. Kester.

**Increase Reported In Santa Fe Carloadings**

Santa Fe System carloadings for week ending September 4, were 26,224 compared with 25,931 for same week in 1947. Cars received from connections totaled 11,481 compared with 11,117 for same week in 1947. Total cars moved were 37,705 compared with 37,048 for same week in 1947. Santa Fe handled a total of 38,580 cars in preceding week of this year.

Labor Day holiday spent at the Santa Fe Fiesta was enjoyed by a group of Hereford people last weekend. Making the trip were Mr. and Mrs. Morris Thompson, Mr. and Mrs. Jim Black, Mr. and Mrs. Baker Womble and Sally, Mr. and Mrs. Fred Fain and Wynell and Mr. and Mrs. H. E. Miller.

**Flower Show Clinic To Be Held Friday**

A flower show clinic with all three garden clubs of Hereford participating will be held in the basement of the Methodist Church Friday Septemebr 17. The purpose of the clinic is to present information on flower show practices in preparation for the forthcoming flower-show event which is scheduled for October 15-16.

A meeting of all flower show chairman has been called for 9:30 preceding the clinic which will open at 10:30 in the morning and close at 4 p. m. Those attending the clinic will bring sack lunches for the intermission from 12 to 1 o'clock.

How to groom flowers for horticultural exhibits and how to prepare score cards for entries in flower shows will be included in the instructive period. Lessons on design will be featured and the schedule for the flower show will also be defined. A specimen will also be defined. Instructors for the day include Mrs. Forrest Minton, Mrs. R. A. Daniel Jr., Mrs. Homer Brumley and Mrs. A. L. Manjeot.

There are 15,000,000 farm implements operated by the more than three million tractors now in use in American agriculture. Each tractor on the average runs five tools, one of the reasons for the ever-increasing use of oil.

**Antique Show Is Planned Here Monday-Tuesday**

One of Hereford's first antique shows will be held tomorrow and Tuesday at the home of Mr. and Mrs. Alton Frazer, 301 East 11th Street from 10 a. m. until 5 p. m.

The show is under the supervision of the St. Thomas Episcopal Guild of Hereford and will feature such pieces as antique clocks, music boxes, cut glass crystal, covered compotes, bristol vase and bowls, copper and silver teapots and hand painted china plates.

This collection has been donated by the following people or firms: Marie Finklea, Mrs. Tex Thornton, Mrs. E. Armstrong, Little Brown House, Mrs. Eleanor Meyer, Mrs. Dempsey Wynn, Mrs. A. K. Bass, Dee's Antiques, Dell Zula, Mrs. F. E. Nichol, Mrs. J. R. Meredith, Mrs. M. A. Glover, Mrs. Ona Henson, Mrs. Earl Wyatt, Mrs. Mattie B. Feen and Mrs. Erie Upton, all of Amarillo. Lubbock donors include Mrs. J. H. Beasley, Mrs. Ted Tippe, Mrs. A. B. Cunningham, Decorators Studio, Mrs. Graco Allensworth, Mrs. Lowry, Mrs. Estelle Hendt, Mrs. Leland McCann, Mrs. Willie Thomas, Martha Morgan and Mrs. Ralph Williamson.

Judge Hamlin of Farwell, well known in this area for his gift to the West Texas Museum in Canyon, and Mary Hester from Clovis have contributed antiques to this show.

**Progressive**

Mrs. T. J. Parsons spent several days last week with her parents in Claude.

Mr. and Mrs. I. H. Box of Abilene and Mr. and Mrs. Arnold Hershey and children of Dawn were visiting Monday in the Horace Hershey home.

Mr. and Mrs. Ira Ricketts visited Wednesday through Saturday with their daughters, Mrs. Luke McBrayer and Mrs. Howard Higgins and families near Texline.

New families in the community are Mr. and Mrs. Bill Lundry, who live on the farm of Ernest McGee; Mr. and Mrs. J. B. Stafford and Mr. and Mrs. Bob Barnhart and families who live on the Lindsey farm and the Cawthons who have improved the east half of the George Byrd section.

Mr. and Mrs. D. B. Leach and Mr. Stafford were Sunday visitors in the home of Mr. and Mrs. J. B. Stafford.

Mr. and Mrs. Clyde Russell and family were Sunday dinner guests of Mr. and Mrs. Ira Ricketts.

Mr. and Mrs. Bert Coffin, Mr. and Mrs. V. E. Dodson and Mr. and Mrs. Bob Barnhart were guests for games of "84" in the Barnhart home Saturday night.

Glenn Ricketts left Sunday for Enid, Oklahoma, where he will enter for his third year in Phillips University, College of the Bible.

Miss Cuba Nell Blain spent Saturday night in the home of Mr. and Mrs. Marvin Stephenson.

Mr. and Mrs. Clyde Russell and children were supper guests in the home of the Loyd Sharps in Hereford Sunday.

Curtis and Miss Jackie Goldsmith and the Misses Margaret and Millie Ditto with Cuba Nell Blain spent Sunday night and Monday in the home of Mr. and Mrs. Marvin Stephenson.

Matt Taylor, formerly of this community made a short call in the Ira Ricketts' home Tuesday afternoon. Matt is dusting row crops for worms with a plane in the community and stopped to call.

Mr. and Mrs. A. S. Higgins and Garland of Texline were visiting old neighbors and friends here Saturday and Sunday. It was Mrs. Higgins first trip back since they left the community.

**H. D. Council Has Meeting Here**

Home Demonstration Clubs of Deaf Smith County held a council meeting at the court house Saturday afternoon with fifteen clubs represented and Dawn, Fairview, Frio, Messenger, Ford and North Hereford registering one hundred per cent in attendance. The newly organized Cultural Home Demonstration Club was officially accepted as a member of the council.

During the business session, presided over by Mrs. F. D. Ferguson, members indorsed the candidacy of Mrs. R. L. Campbell for president of the Texas Home Demonstration Association and delegates to the Association meeting which will be held in Temple on October 14-15-16 were named. They include Mrs. Earl DeHart, Cultural H. D. Club, Mrs. Palmer Norton, Dawn and Mrs. Orville Groneman, Sims. Mrs. Earl DeHart was elected T. H. D. A. chairman for 1949-50.

Demonstration for the meeting was given by Mrs. Arthur Jordan who displayed closet accessories made of plastic.

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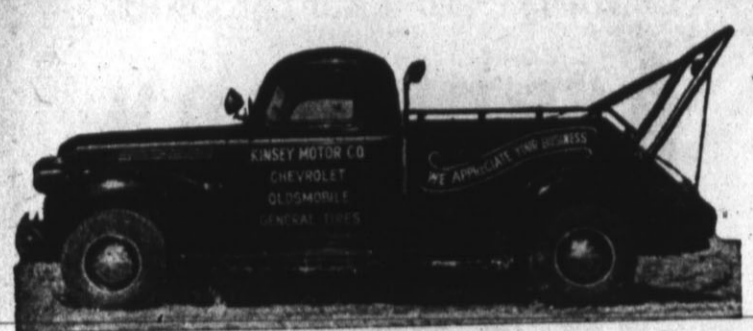
In announcing the sale of our store to S. L. Draper and Aubrey Smith, we feel that we are placing it in the best of hands. Both of these men are known to us by reputation and by experience, and we feel sure that they will continue to give you the kind of store you want and deserve.

However, our real object in this ad is to express our appreciation to each of you with whom it has been our privilege to work and live as fellow citizens.

We can truly say that you will never fully realize just how much we really do appreciate your friendship, your patronage and your associations during the 12 years we have been in Hereford. We shall always remember these things, and treasure them. Our plans are indefinite, but we do expect to make Hereford our home... and will look forward to seeing you from time to time. Again, let us say "Thank You."

MR. AND MRS. TOM ALDERSON.

**Mr. & Mrs. T. W. Alderson**



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**KINSEY MOTOR CO.**  
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Enjoy 2-oven convenience with the Patented Florence "Broilercue" and family-size oven. And you get so many other time-saving, money-saving features with this special Florence Range! That sparkling porcelain-enamel finish is so easy to clean, wipes off with a swish of a damp cloth. Florence stands for over 70 years' experience in building America's finest ranges. Make it a point to come in and see this FLORENCE Registered Gas Range.



Special "Focused Heat" Scientific "Broilercue" design gives meats a crisp crust outside...tender, flavorful juices inside.

Priced At **244.95**

**STREU**  
**Hardware Company**





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KINSEY Motor Company

### Mrs. Fred Hunzier Is Picnic Honoree

A picnic honoring Mrs. Fred Hunziker was given by her mother, Mrs. C. B. Williams in the back yard of her home Tuesday evening August 31. Mrs. Hunziker is from Track City, Tenn. and has been visiting her daughter for several weeks.

Guests at the party were Mr. and Mrs. Joe Byers, Mr. and Mrs. I. O. Crosthwait, Mr. and Mrs. A. T. Thompson, Mr. and Mrs. J. M. Gillentin, Sara and Buzz, Mrs. J. E. Castleberry of Wellington, Mrs. Gillentine's mother, Mrs. H. H. Hawkins, Mrs. Eeka Harrison and Mrs. J. F. Ward.

#### BEGAN AT END

WASHINGTON, D. C. — (AP) — Sammy Baugh, regarded by most as the greatest passer in football history, began his grid career as an end. When the ace pitcher of the Washington Redskins of the National Football League was in high school in Temple, Texas, he threw the leather back to the passers with so much more accuracy and speed than they threw to him that his coach shifted him to the backfield, where he's remained.

## Long Time Ago

FROM THE ALBUM: Elliston Land Office



Joseph F. Chemlek of Minnesota, the man wearing the hat and mustache, was here July 10, 1906, and bought one-half section of land 19 miles northwest of Kelo. The boy on the pony is his son.

#### 45 Years Ago

News Items: While riding with her young brother last Monday evening the horse became frightened and started to run and Miss Mary Tygret suffered a broken ankle and severe bruises from jumping from the buggy. Willie, who was driving, clung bravely and manfully to the reins until he saw that he was unable to manage it, when he too, jumped from the buggy, but fortunately was not injured. The horse was caught later, none the worse from its escapade.

The Brand office was visited this week by George Findlay, financial agent for the Farwell Bros., principal owners of the XIT Ranch, which is advertised for sale, Col. A. G. Boyce of Channing, the general manager of the ranch, and Ira Aten, manager of the Escarbada division.

At the ball games at the Canyon reunion, the Canyon nine defeated Amarillo in Tuesday game by a score of 23 to 8 and Hereford in Wednesday's game by a score of 11 to 12, and on the following day wiped up Amarillo again to the tune of 8 to 1. In Friday's game the Hereford boys got together and won by a score of 4 to 7, in a prettily played game.

Personals: W. P. Harris of Nevada was in town today prospecting. He

paid the office a pleasant call. S. H. Crossley, manager of the Chillicothe lumber yard, is spending a few days in town, the guest of his friend, C. B. Googler. O. L. Meeks of Whitt, who has been here for the past few weeks, left last evening for his home via Oklahoma. Mrs. C. B. Richards and children returned from Graham, where they had been visiting the past few weeks. T. H. Beach of Dimmitt was in town Wednesday enroute home from Amarillo. W. B. Phillips was in this week from his ranch in the northeast part of the county. Rev. Grones will fill Pastor Kilbourn's appointment at the courthouse next Sunday. W. E. Reid now has his meat market in operation and invites the patronage of the public elsewhere in this issue. T. J. Standifer of Grayson county recently purchased of Judge Gough the former J. A. Townsend residence property, and is building a large addition to the house.

### Sub-Deb Club Elects New Officers

New officers were named at a meeting of the Sub-Deb Club Wednesday night, Sept. 1 when members met at the home of Mary Jo Mathies. They include: Bettie Jo Carnahan, president; Betty Smith, vice-president; Mary Kathryn Carroll, secretary-reporter; Gayle Foster, treasurer.

Names for prospective pledges were presented and plans for pledge parties were discussed. After the meeting a watermelon feast was enjoyed by Barbara Boyd, Betty Smith, Mary Louise Grady, Betty Katherine Hodges, Gayle Foster, Bobbie Brownlow, Martha Thomas, Mary Kathryn Carroll, Billie Johnson, Jacqueline Newell, Pat Longbottom, Doris Hastings, Jaynice Boston and the hostess.

Shop with the Want Ads!

#### SPOTLIGHT ON SPORTS

By Homer Fox  
Big Fish Story

There is only a handful of anglers, past and present, who have landed one of the giant bluefin Tuna fish of the Atlantic coast. The famous author, Zane Grey, caught two in 1924, one of which was a world's record holder for several years.

Zane fished off Nova Scotia, with the famous fisherman Captain Laurie Mitchell as companion. The giant Tuna is a terrific fish, very hard to catch, and very hard to land. The first one that Zane Grey caught was over 8 feet long, over 6 feet in girth, and weighed 684 pounds. Herring (about a foot long) was used for bait, and a special rod, reel and line were used by Grey in fishing from a round-bottomed skiff. Once the fish was hooked, the fight began, and lasted for hours. Many miles of sea passed under the boat. Grey caught his record fish later in the year. It weighed 758 pounds. The present record for this fish is 927 lbs. The record is held by J. Verzaglia. The giant tuna, which was caught off the Massachusetts coast, was over 10 feet in length and 80 inches in girth. Man, wotta fish!

And your wife will say "Wotta Guy" when she sees you all decked out in a Stetson Hat from Fox Man's Shop, center of all sports lovers in Hereford.

FOX MAN'S SHOP  
HOMER FOX

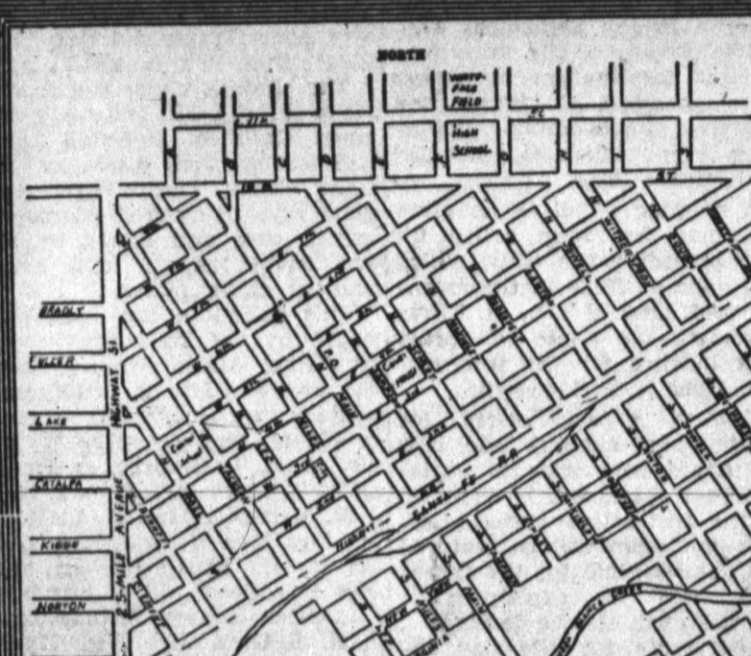
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NEW! Everything for your reading pleasure  
I solicit your magazine subscriptions.  
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#### MASONIC BULLETIN

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Special meeting second Monday in each month. School of instruction each Thursday night.  
R. L. TOMPKSON, Sec'y.  
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Hereford, Texas  
Regular meeting  
1st and 3rd Tues  
nights at 8:00.



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"NOT TOO BIG" To Render Fast, Efficient Interested Service

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## DON'T FORGET

### Fertilizer At Wheat Planting Time . .

We are all familiar with the good results obtained by planting wheat on potato ground. We think the explanation is easy and can be accounted for by three principal reasons.

FIRST—There is a considerable residue of fertilizer left unused in the soil which is immediately available to the starting wheat.

SECONDLY—There is a good supply of deep moisture stored in the subsoil as a result of the frequent irrigation.

THIRD—The soil following a potato crop is alive, active and in good mechanical condition due to the good plowing and cultivating necessary in growing a crop of potatoes. This constant stirring of the soil subjects more of it to the air and permits greater bacterial action among the soil particles.

If you do not have all potato ground for your wheat, use liberal amounts of fertilizer and get the results anyway. Many have tried it and report substantial increases in yield as well as in grazing capacity.

See us for your fertilizer requirements while supplies can be had. We sincerely believe that fertilizer applied on irrigated wheat will make more wheat and more grazing. The cost is low compared to the gain and you can apply it easily with our fertilizer drill.

### DON'T FORGET--

That A Rich Man Is The Only Man Who Can Afford Not To Use Fertilizer

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Boots Foxed and Rebuilt  
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# These New Varieties Will Grow

## COMANCHE - WESTAR - WICHITA WERE TOP YIELDERS IN THIS SECTION THIS YEAR

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At or near top in all field tests . . . good straw . . . good test weight . . . drought resistant . . . popular with all growers who try it.

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Consistently high yields . . . similar to Comanche but higher yielding in the Panhandle . . . stands well for combining . . . resistant to leaf rust . . . exceedingly popular in the Panhandle.

### WICHITA

Early . . . equal to Early Blackhull in yields . . . stands much better for combining . . . resistant to drought and disease . . . safest and surest of early varieties . . . large acreages assured in 1949!

Housewives demand quality bread . . . this requires strong gluten . . . beardless varieties have weak gluten . . . flour mills this year stayed out of areas raising beardless wheat . . . they are shipping in outside wheat to strengthen their mix . . . Exports have been heavy and are present outlet for poor baking flour . . . these are apt to be curtailed anytime . . . We must regain our local markets . . . start NOW to find seed of these new high yielding, high quality varieties!

**Avoid future discounts. Help improve our local wheat variety reputation. Seed of these new wheats already in heavy demand. See the County Agent or call on us.**

## We'll Help You Find The Seed You Need

**FRASER MILLING COMPANY**  
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### Beta Eta Chapter Holds Open-House



Guests being served punch at Beta Eta's Open House are shown in the top photo. Left to right they are Mrs. J. M. Posey, Mrs. Dyalhia Bragly, and Mrs. James W. Robinson and two club members, Miss Ruth Pickens and Miss Pauline Loerwald. Lower photo: Receiving line of Beta Eta members, left to right, Miss Bess Haga, Miss Frances Young, Mrs. Ellen Carter, Educational Director, and Miss Marion Plumer greet a guest, Miss Phyllis Radovich.

### Beta Eta Chapter Entertains At Tea To Compliment Mothers Of Members

Beta Eta Chapter of Epsilon Sigma Alpha sorority was hostess at a "Mother's tea" honoring mothers of members at the home of Mrs. Jess M. Carter Sept. 5.

The guests were greeted by Miss Bess Hagar, president of the club and as each member introduced her mother she presented her with a corsage of baby orchids.

A short program, appropriate to the theme of the party, was given. Gwyn Springer read two poems and Wanda Ward entertained with accordion music. Lillye London gave a glance-backward of the club's activities in a review of accomplishments and achievements since the organization of the chapter. She expressed the appreciation of the club for the support given by the mothers.

Yellow chrysanthemums and blue tapers decorated the lace-laid refreshment table where Marcy Koelzer and Troyce Hanna presided.

Guests attending were Mesdames J. J. Buckner, Bruce Plummer, W. H. London, Joe Curtsinger, J. A. Loerwald, Vellera Kelley, J. W. Terry, M. T. Hagar, J. B. France, J. V. Pickens, Leolia Wolfington, Sallie Carter, T. D. Stambaugh, M. H. Carter, J. E. Springer, William McGehee, J. E. Young, and Miss Billie Steinert of Fort Worth.

Members present included Jessie Ann Suttle, Marian Plummer, Lillye London, Virginia Curtsinger, Pauline Loerwald, Juanita Owen, Wanda Ward, Bess Hagar, Ruth Pickens, Marcy and Adeline Koelzer, Troyce Hanna, Gwyn Springer, Marie Denton, Frances Young, and the hostess.

### Ardian Player Is In Scrimmage At ENM College

#### Nettie Hood

(Continued from page 1)

marriage by her father, wore a smoke-gray suit in an original Gilbert design made with straight skirt and double bustle pleat in the back. She wore an off-the-face hat with beaded crown and veil and her accessories were in contrasting gray. She carried a white leather Bible topped with a single bronze orchid showered with ivory satin streamers knotted with pale yellow carnations.

The bride's mother wore a black faille tailored suit—dress with corsage of pink lilies. The bridegroom's mother was dressed in neon blue crepe and she wore a gardenia corsage.

**Reception Follows Wedding**  
A reception for the bridal party and the approximate 75 guests was held at the Virginia Carroll Lodge on the T. S. C. W. campus. The bride's table was done in all-white and the three-tiered wedding cake was topped with three tiny wedding bells held together by perched lovebirds. Miss Fatsy Durham, Margaret Morgan of Dallas served the cake and Audrey Hood, sister of the bride, presided at the guests book.

The couple left immediately after the reception for San Antonio and South Texas points. They will be at home at 105 East 19th St. in Austin where he is a student at the University of Texas.

Mrs. Wilson is a graduate of Hereford High School and received a B. S. degree from T. S. C. W. last May.

Mr. Wilson is a former Hereford resident and attended Hereford Schools, receiving his early education at Phillips Exeter Academy, Exeter, N. Y. He served with the Marine Corps

PORTALES—Scrimmage Saturday at Eastern New Mexico College was an important event for 56 football candidates. It was the final workout before Coach Al Garten chooses his 33-man squad for the 1948 grid campaign.

Garten had lots of promising material and the 10 days of practice, twice daily, were filled with rigorous blocking and tackling routines designed to bring out the best in each of the 56 men.

Choosing the squad, to be named Monday, will be a giant task, because many of the candidates responded well to the routine which included running plays from a T-formation.

Garten has been especially pleased with a potential passing combination. On the chucking end of the aerial attack have been Fullbacks Paul Cisna, Mattoon, Ill., and B. B. Lees, Big Spring, Texas, and Quarterback Ken Willis, Morton, Texas. Rex Ormon and Jerry Dockery, Borger, and W. E. Hendrickson, Hobbs, all ends, have shown up well as pass receivers.

Although others were still in the running, Garten concentrated on the following in the week's final workouts.

**Ends**—Ormon, Dockery, Hendrickson, Eddie Burgess, Hobbs, Tex Wallis and Ken Livingston, Portales.

**Tackles**—Jimmy Anderson, Brownfield, Texas; Newt Mc-

Donald, Portales; Charlie Painter, Roswell; Fred Beard, Roy and Reoford Burrows, Grady. Guards—Pat Lamb, Big Spring, Texas; John Ray, Lovington; Joe Ackley, Portales; and Charles Hoover, Adrian. Centers—Delmar Turner, Big Spring, and Al Whitehead, Roswell.

**Quarterbacks**—Willis, and Bob Pitt, Mattoon, Ill. **Halfbacks**—Billy McAllister, Morton; Moe Maddison, Jack Barrow, Big Spring; Bob Belamy, Marshall; Ray Walker, Hatch; Reed Cole, Monument; and Charles Gant, Melrose. **Fullbacks**—Lees, Cisna, and Raup Langston, Denver City.

Top prospects now on the sick list include Jerry Workman, Clovis guard; Melvin Price, Borger tackle; R. H. Denlon, Brownfield guard; and Jerry Edwards, Tahoka tackle.

**Family Party**

Mr. and Mrs. Gaylord Newell were hosts at a family party Thursday evening featuring a picnic feast on the lawn.

After the supper Mrs. Newell Hughes entertained with piano music and the host screened films of the family and a recent trip through New Mexico and Colorado. Pictures of the group were also made at the party.

Those present were Mr. and Mrs. J. O. Newell, Mr. and Mrs. Chas. Newell and family, Mr. and Mrs. Bub Newell and Milton, Mr. and Mrs. Richard Winget and Craig, Mr. and Mrs. Darrell Blanton, Mr. and Mrs. Newell Hughes and children, Mrs. Ida Ricketts and the hosts and their family.

Mr. and Mrs. William Hollabaugh announce the birth of a daughter, who was born September 8. The paternal grandparents are Mr. and Mrs. Clarence Hollabaugh of Hereford and the maternal grandparents are Mr. and Mrs. E. A. Gumbert of St. Jo, Mo.

### Personal

Clint Formby who spent the summer here with his uncle, Marshall Formby, has returned to Texas Tech for the winter session. Clint will be a senior this year and is president of the Student Council at the Lubbock College.

Mr. and Mrs. Odie Bulls are spending the week visiting friends in Bowie and Fort Worth. Mrs. C. N. Lamb will be in Burnett the next three weeks visiting relatives and friends.

# LOOK

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Pays up to \$5000.00 for Treatment of Each Person

**Hospital Services**—Room, Board, Attendants, Apparatus, Medicines.  
**Medical Services**—M. D. or Osteopath.  
**Nursing Service**—Registered Graduate Nurses, 3 a day @ \$10.00 per day each.  
**Ambulance Service**—\$25.00 each Hospital Confinement.  
**Iron Lung**—Or similar mechanical apparatus.  
**Transportation**—Railroad or Aircraft, to Hospital; patient and 1 attendant. Special plane when necessary.  
**Braces and Crutches**—As needed.

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**Alliance Life Insurance Company**  
Assets Over \$26,000,000.00

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IN EVERY FIELD THERE'S A NAME THAT STANDS FOR HIGHEST QUALITY... in Radio that name is WESTINGHOUSE.

SEE THE FAMOUS MODEL 186 ON OUR FLOOR

- HEPPLEWHITE DESIGN CABINET**  
Hand rubbed crotch mahogany; beautiful wood grain patterns. Gracefully bowed front.
- TWO TONE CONTROLS**  
One control for treble; one control for bass. Choose your own blend of tones, as never before possible.
- AUTOMIX RECORD CHANGER**  
Plays 10-inch and 12-inch records intermixed—don't worry any more about having only 10-inch or 12-inch records together—play them all without interruption!
- ELECTRONIC FEATHER TONE ARM**  
Revolutionary new arm that eliminates needle scratch and surface noise.

Other 1949 Models on Display; Combinations from \$169.95 up

No Matter how Exacting Are Your Quality Standards in a Radio...

CHOOSE WESTINGHOUSE

# KELTON ELECTRIC



As seen in full color in MADEMOISELLE



## Swansdown

interprets two new silhouettes

For autumn in the country, for autumn about town! Swansdown's flare back coat gives you a graceful carriage, a wonderful feeling of freedom as you walk. Curved yoke, poet's collar. In deep-piled Velvolaine a 100% virgin wool by Juilliard. Sizes 8 to 18.

As seen in full color in VOGUE

Belt it snug to hug your waist—wear it free to flare in back! Swansdown's newest greatcoat is as variable as your moods—as briskly beautiful as an autumn afternoon. In a rich, pure, wool covert. Sizes 8 to 18.

Our Exclusively

The Little Fashion Shop  
"Smart Clothes for Smart Women"

Just Received!  
BREWSTER and STETSON HATS,  
IN NEW FALL SHADES



## 222 Acres Are Available For Leasing

Four thousand two hundred and twenty two acres of the Pantex Ordnance Works near Amarillo are available for leasing on a yearly basis, with letter bids acceptable until September 14, according to announcement today by the regional office of War Assets Administration.

Present leases on the 15 tracts involved will expire September 30, the WAA said. Bids will be considered on each of the parcels separately, or on all or any combination of the tracts, for agricultural or grazing purposes.

Eleven of the tracts presently leased, containing 3,955 acres, are located within the main reservation of the Pantex plant, whereas four other tracts embracing 667 acres, lie within the area known as the Pantex Sewage Disposal, now serving the Amarillo Army Air Field. Plot plans are available on request to WAA's Grand Prairie office, and an area map may be inspected at the office of R. V. Derrick, WAA Plant Facility Manager at Pantex, who will also furnish information about the lands.

In some cases, the WAA said, it may be possible to provide water to some of the tracts on a fee basis.

To qualify for consideration, each bid must state the amount offered per acre per year and designate the area and acreage. Rentals will be payable semi-annually in advance, and the leases are subject to cancellation on a notice of thirty days. All letter bids should be ad-

## Back To School Parties Held Here

Back to school parties make up last minute fun for the college crowd with days at home numbered as final preparations for leave-taking get underway.

Four college-bound youths, who started to school in Hereford together and who will enroll at Texas A & M College this year as freshmen, were entertained, along with their dates, just before leaving for College Station Saturday. Mrs. Jeff Roberson was hostess at a dinner party for the group which included Eugene Roberson and Mary Helen McGilvary, Buddy Corbett and Billee Ray Johnson, Reuben Knox and Mary Kathryn Carroll, Gilbert Carlyle and Gayle Foster.

A stag party was the order of the day for a group of college boys when Mrs. Ellis Coombes entertained with a "feed" in the back yard at the Coombes home Saturday evening.

Those attending were Erwin Robinson, Pete Davis and John Samuel Coombes who will attend Texas Tech, Dwayne and Deimo Williams who will be returning to West Texas and Roger Corbett and James Ellis Higgins, both Texas A & M students.

Read the Want Ads!

dressed to Chief, Property Management Division, War Assets Administration, Box 6030, Dallas 2, Texas. The envelope should be marked "Bid—to be opened 1 p. m., September 14." Further details may be obtained by contacting the property management division of the Grand Prairie regional office.

## Recently Married Here



Mr. and Mrs. Jim Suttle, who were recently married here at the Baptist Church parsonage. Mrs. Suttle is the former Miss Jessie Ann Backner, daughter of Mr. and Mrs. J. J. Backner.

## Uncle Sam's Selective Service

1. Q—How will classification of registrants take place?  
A—Registrants will be given detailed questionnaires by their local boards which will provide basis for classification.

2. Q—How long will a registrant have to fill out this questionnaire?  
A—It must be returned completed to the local board within five days.

3. Q—If they need it, who can help the registrants in completing the questionnaire?  
A—In each local board area an Advisory Board for Registrants, composed of one or more registrants serving without pay, will assist registrants in answering the questionnaires.

4. Q—What will the questionnaire include?  
A—It will consist chiefly of questions which will divulge information on which the registrant's desirability for military training will be determined. It will call for detailed information on a registrant's family, economic, physical, and occupational conditions.

5. Q—Will this information be kept confidential?  
A—All information of a personal nature given in the questionnaire will be kept confidential.

6. Q—What is the importance of the questionnaire?  
A—On the basis of the answers given to these questions, the local boards will determine whether the registrant should be classified as available for immediate induction into training or should be temporarily or permanently deferred from the training program.

7. Q—Must claims for a deferred status be made at the time the questionnaire is filed?  
A—Yes. Unless the registrant demonstrates in his questionnaire by specific request a desire for a deferred status, he will be classed as immediately available for the training program.

8. Q—How many is it anticipated will be disqualified under the standards expected to be fixed for service?  
A—The National Director of Selective Service expresses the possibility that 40 per cent will be disqualified.

Mrs. F. H. Oberthier and daughter, Mrs. Frances Houston, left Thursday for Newburg, Texas to attend the wedding of Mrs. Oberthier's grandson, Bill Lawrence and Miss Dorothy McGuire on Sunday. Another grandson, Timothy Tinsley of

New York City, who has been visiting the Oberthiers for the past ten days, left Tuesday for Austin for registration at the University of Texas before joining the group at Newburg for the wedding.

Reuben McGilvary, son of Mr. and Mrs. R. C. McGilvary, will leave this week for Lubbock to resume his studies at Texas Tech. He is a junior business administration student.

— Buy It In Hereford —

# ANNOUNCING

## THE ASSOCIATION OF NEAL YOUNG

in the  
**Magnolia Service Station**  
as partner with  
**B. F. CAIN**

YOUR TRADE AND VISITS INVITED  
—MAGNOLIA GAS AND OILS  
—MOBILE TIRES  
—LUBRICATION AND WASH JOBS

## OPEN EVERY DAY

### MAGNOLIA SERVICE STATION

Conveniently Located at 1st and Sampson  
PHONE 191  
NEAL YOUNG B. F. CAIN

## Luncheon and Program Open Year's Activities For Dawn Study Club

Following a long-time custom, young girls of the community provided the program for the opening luncheon of the Dawn Study Club held Tuesday in the home of Mrs. Baker Womble.

The luncheon marked the beginning of the 1948-49 club year after the summer vacation. New year books are being made and the regular course of study will begin at the next meeting.

Those presenting the program were Pat Walton and Wanda Sue Wimberley, piano solos; Rosemary Cronin and Myrtle Smith who gave two piano duets, and Shirley Smith who entertained with readings. Dona Althart, Wanda Sue Wimberley and Pat Walton presented a skit.

Members of the club attending were Mesdames; Lloyd Althart, A. T. Frye, Fred Fain, Iverson Leake, Alfred May, Ernest May, Melvin May, H. V. McCabe, David Rogers, Boyd Stewart, Zed Stewart, Carl Wimberley, William Wimberley, Wilda Womble, Floyd Walton, Mary Byrd, the hostess and one guest, Mrs. J. K. McKenzie of Miami.

Miss Eleanor Altman of Midland visited with her parents, Mr. and Mrs. O. H. Altman last weekend.

## Mrs. Veigel Hostess To Bridge-Luncheon

Mrs. Robert Veigel was hostess at a bridge-luncheon, complimenting Mrs. Herman Ford who is now making her home in Amarillo, at her country home recently. Different types of arrangements in varied colors of garden flowers adorned the home with small arrangements marking tables laid for four.

Mrs. B. F. Cain was winner of the score award in contract games which followed the luncheon and a guest prize was presented to the honoree.

Those making up the three tables of players were Mesdames Ford, Ralph Hastings, Frances Houston, B. F. Cain, O. L. Cline, C. H. Dyar, Travis Dameron, J. R. Allison, Lisle Woodford, Bill Hutson and Jim Lipscomb.

Mr. and Mrs. Sam Horton of Fort Worth were week end visitors in the home of her brother, L. B. Drake.

Mrs. Jack Weaver and daughter, Jaynell of Walcott visited in the home of Mr. and Mrs. C. B. Miles Wednesday.

## Richelieu INTERNATIONAL STERLING

For you who prefer a rich, ornate pattern... one which gives full expression to the skilled workmanship of the finest silversmiths in the world... Richelieu will have an instant appeal.

The lavish grandeur of the court of 17th century France was the inspiration for this brightly carved pattern. Notice how high the floral ornament is tooled and every fine detail exquisitely cut and finished.

To appreciate International Sterling's Richelieu you must see it! Stop in today.

The six-piece place setting is only \$36.25 including Federal tax.



## Newest new watches!

### ELGINS with the DuraPower Mainspring\*

AT NO EXTRA COST

Beneath the exquisite beauty of the new Elgins is the most important watch-making development in over 200 years—the DuraPower Mainspring. It eliminates 99% of watch troubles due to steel mainspring failures. Come in and see these newest new watches.



### WATCH REPAIRING

When You Think of the Finest in Jewelry... Think of

# KESTERS

Mr. and Mrs. A. W. (Bill) Hembree

## AS SEEN IN SEPTEMBER GLAMOUR



smartly basic by *Clockwise*

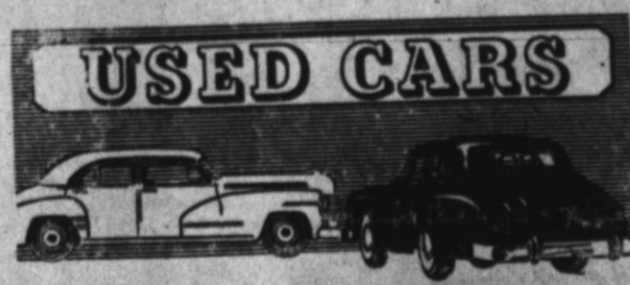
Sophisticated yet demure, a simply designed dress of Cynara rayon crepe, the graceful skirt tucked in giant squares. In boulevard brown, aquatone, smoke grey and kettle black, sizes 10-18.

16.95

## HEREFORD STORE CO.

B. L. HARMAN & SON PHONE 382

# NEWS!



**USED CARS**

**MOVED**  
TO NEW ADDRESS  
**600 EAST 1st.**  
ON HIWAY 60 HEREFORD

## SHARP - EDWARDS



Mrs. George Miller and daughter, Kathleen, have returned to Beaumont after a ten days visit in Hereford with Mrs. Miller's sisters, Mrs. Wirt Phillips and Mrs. Phil Radovich.

Mr. and Mrs. C. B. Miles attended funeral services Tuesday in Amarillo for Cooter Young, who was killed in a car wreck east of Amarillo Sunday.

### Garden Clubs

(continued from page 1)

Roberson, Marian Rutter, J. P. Slaton, A. O. Thompson, Leroy Ayen, Don Combs, Marshal Formby, the new members and the hostess.

#### Garden Beautiful Club

Mrs. Norris Larmer entertained club members of the Garden Beautiful Club Friday afternoon with the new president, Mrs. N. D. Bartlett Jr. in charge of the discussion of the flower show plans.

Mrs. Forrest Minton led the program, discussing the topic "Setting Goals" and Mrs. Gerald Wilson gave a parliamentary drill.

At the conclusion of the program Mrs. Carroll Whiteside, outgoing president, was presented with a gift.

Refreshments were served to Mesdames; Lisle Woodford, Mary Seigler, S. L. Easley, Carroll Whiteside, J. M. French, J. W. Kirby, O. M. Dickie, Forrest Minton, Gerald Wilson, J. R. Fowkes, A. O. Jordan, N. D. Bartlett Jr. George Graham, Brumel, W. M. Stovall, and the hostess.

#### Bud To Blossom Club

Bud To Blossom Club met at the home of Mrs. W. H. Patton with Mrs. H. H. Caraway, new president, presiding. After a short business session a rose pilgrimage was conducted to the homes of Mrs. Roger Brumley and Mrs. C. C. Neu.

Those present were Mesdames Paul Harvey, Arthur Telfel, George Telfel, Frances Parker, George Springer, H. H. Caraway, Norman Gray, R. A. Daniel, E. D. Hopson, Tom Howard, W. V. Hull, Lawrence McGee, Chester Wiggins, J. D. Neill and the hostess.

The next meeting will be a joint session of the three clubs when a flower show clinic will be held in preparation for the October 15 and 16 event.

### Mrs. Whiteside To Open Speech Studio

Mrs. Carroll Whiteside announces the opening Monday of a Speech Arts Studio at 609 W. Third.

Story-time and play school for pre-school children, expression lessons for all ages, coaching in techniques of public speaking and correction of speech difficulties will be Mrs. Whiteside's specialties.

Mrs. Whiteside has a Bachelor of Science degree which qualifies her to instruct these classes. She has studied speech and dramatics and has a number of years' experience teaching primary grades.

### Hereford To Be

(Continued from page 1)

of Mr. and Mrs. Francis Hardwick, Charles Frye, son of Carl Frye, Cameron Gault, son of Mr. and Mrs. Howard Gault and Joe Lyons, son of Mr. and Mrs. F. P. Lyons.

Returning to Stephens College, Columbia, Mo. will be Virginia Lyons, daughter of Mr. and Mrs. F. P. Lyons, who will complete her work there next May.

Paula Mae Mathers will return to Columbia, Mo. where she will complete her second year at Missouri Christian College. She is the daughter of Mr. and Mrs. Paul Mathers.

Elaine Thompson was accompanied by her parents to Enid, Oklahoma last week where she has enrolled at Phillips University. She is the daughter of Mr. and Mrs. Robert Thompson.

Kathryn Acker, a registered nurse, will return to Mt. St. Scholastica, Atchinson, Kansas and will receive her B. S. degree in science there next May. Kathryn is the daughter of Mr. and Mrs. C. C. Acker.

Bill Dameron left Saturday for Port Worth to continue his study at Texas Christian University. Bill is the son of Mayor and Mrs. W. E. Dameron.

Texas State College for Women, Denton, will get Betty Dunlap, daughter of Mr. and Mrs. W. E. Dunlap, a senior student, and Pat Hardwick, daughter of Mr. and Mrs. Francis Hardwick.

To the University of Denver, Colorado, will go Linnea and Doyle French, daughter and son of Mr. and Mrs. J. M. French, and Cecelia Guseman, daughter of C. T. Guseman.

Mr. and Mrs. George L. LeGrand are returning to Baylor University, Waco where he will continue pre-med work, and John Dyer will also attend Baylor this year.

Cherry Ann Forrest, daughter of Mr. and Mrs. Leo Forrest, and Mary Helen McGilvray, daughter of Mr. and Mrs. R. C. McGilvray, will attend McMurry College, Abilene and Dorothy Hendrick, daughter of Mr. and Mrs. A. V. Hendrick, will also be in Abilene, but will attend Abilene Christian College, Wayland College, Plainview, students from Hereford will include: Mettie Lee Roots, daughter of Mr. and Mrs. R. L. Roots; Florence Goldston, daughter of Mr. and Mrs. A. B. Goldston; Martisha Ramey, daughter of Mr. and Mrs. Sank Ramey; and Elesto Garrido and David Garrido, brothers from Terreon, Mexico. Elesto Garrido has been in charge of the Baptist Mexican Mission in Hereford.

Anne Morgan will be a student at Draughtons Business College, Lubbock, this year and Doris Goldston will return to Mary-Hardin Baylor at Belton.

Couples at West Texas State will be Mr. and Mrs. Bruce Beene, Mr. and Mrs. Wayne Cox, Mr. and Mrs. Bill Brady and Mr. and Mrs. David Dowell. Madelle Beavers, daughter of Mr. and Mrs. Hall Beavers, Jackie Wright, daughter of Mr. and Mrs. Jack Wright, Helen Jo Wilson, daughter of Mr. and Mrs. R. L. Wilson, and Lila Robinson will also attend W. T.

Dwayne and Delmo Williams,

### Roes Observe

(Continued from Page 1)

of Hereford. Open House Is Held Openhouse for friends of the couple was held at the Roe home Sunday afternoon from 3 until 5 o'clock with the occasion taking on added proportions in the celebration of both their birthdays, Mr. Roe's 74th.

Birthday was on Thursday preceding the anniversary celebration and Sunday marked Mrs. Roe's 73rd birthday.

The happy couple and their daughter, Mrs. Vina Edmonson, received the guests as a program on Radio Station KPAN was dedicated to them, and during the afternoon Rev. Don Davidson, pastor of the Methodist Church, gave a short talk and prayer.

Decorations for the informal party carried out the golden theme and refreshments were served from a lace-laid table by Mrs. M. S. Roe, a daughter-in-law, who served the decorated three-tiered cake, and Mrs. M. T. Hayks who laded the punch.

Out-of-town guests registering included: Messrs. and Mesdames Lyold Roe, Panhandle, S. A. Williams and Sammie, Littlefield, Frank Helm, J. E. Shropshire and Y. L. Harkinson, Plainview, and J. C. Lewis, Brownfield.

Others registering were Messrs. and Mesdames: J. G. Weir, C. L. Summers, James Edmonson and Chryl, Manuel Hawks, E. F. Sevier, Roy A. Kelley, Gay Lawrence, John McLean, W. B. Nunley Jr.; Abe Martin, Joe Landers and children, P. M. Houser, Jack Wright and Jackie, H. D. Goldston, R. L. Wilson, Grady Wilson Jr.; C. F. Rickels, O. Wilder, Merlin Kaul, A. L. Hopson and daughter, E. L. Strange, Grady Wilson Sr., N. D. Bartlett Jr., Bill Rice, M. S. Roe, A. O. Thompson, Rev. and Mrs. Don Davidson, Mesdames; Ruth K. Service, J. B. Manner and Ona, Hughes Millard, Dorothea Richards, W. N. Hodges, J. L. McIver, J. W. McIver, Grace Little, Clara Cook, Elmer Patterson and girls, J. M. Brownlow, Maurie Tannahill, Leta Drye, Also J. A. Pitman, W. A. Matecs, L. F. Boyd, J. H. Ross and Neida Guy Lawrence.

Hold Reunion Brothers and sisters of Mrs. T. W. Roberson's family held their first family reunion in 16 years Sunday at the T. W. Roberson home with about 34 persons present.

Those attending were Mr. and Mrs. A. G. Donald and Mr. and Mrs. Billy Donald of St. Petersburg, Florida. Mrs. D. C. Beebe, Norwalk, California, Mr. and Mrs. B. C. Donald and family of Fraser, Colo.; Mr. and Mrs. W. V. Gearheart, Mrs. Rena Berry of Lamesa, Mr. and Mrs. George D. Neely, Littlefield, Mr. and Mrs. Verne Beebe, Whiteface, Mrs. Carl Hoffman and Patricia Ann, Albert Berry and Mr. and Mrs. Henry McQueen of Lamesa, Mrs. Abbie Patton, Crowell, Rev. and Mrs. Frank Beauchamp and two daughters, Joan and Lela Katherine of Dumas, Mr. and Mrs. Hicks Roberson and Douglas and the hosts.

sons of Mr. and Mrs. Carl Williams will also attend West Texas State College at Canyon this year.

### Single Candle Tops Youth's Birthday Cake

A single candle topped Rodney Wilson's birthday cake Wednesday when his mother, Mrs. Vernon Wilson, entertained with a party on his first birthday. Tiny-tot games and toy automobile favors entertained the children and later pictures of the group were made.

Those present were; Nancy Boyer, Jackie Leon Clark, Cheryl Edmonson, Ricky Clark, Lonnie Coker, Clea Kay Rutter, and the little honoree.

Mothers attending the party were Mesdames; Roy Boyer, Jack Clark, James Edmonson, Harold Clark, Floyd Coker and Marion Rutter.

**ROSE & BARBER**  
**Realtors**  
 Real Estate Insurance  
 Loans  
 Phone 45 104 East 3rd St.

KEEP TUNED to Hereford's Own Radio Station **KPAN**  
 860 ON YOUR RADIO DIAL SUNUP TO SUNDOWN  
 Marshall Formby, Manager

**PREMIER DeLuxe**  
 WITH THE **MATHO-MATIC NOZZLE**  
 ... THE BIGGEST NEWS IN VACUUM CLEANING!



It's here—the one-and-only Matho-Matic Nozzle that automatically adjusts itself, with mathematical precision, to any floor surface—thick rug, thin rug, linoleum, or bare floor! This exclusive Premier feature means quicker, easier, more thorough cleaning—but it's only one of many remarkable new features that make this de luxe cleaner the finest ever built by Premier! See it, try it today!

**HERE'S HOW IT WORKS!**



SEE THE MATHO-MATIC NOZZLE IN ACTION!  
**WITHERSPOON ELECTRIC COMPANY**  
 113 East Third Phone 75

### Protect Their Sight Too!



**Better Light means Better Sight**

Protection from traffic hazards is important, but just as important today is protection from eyestrain due to improper lighting.

Growing children need more care than older folks when it comes to making sure that the light is right. Their eyes, still developing, need every bit of care and attention they can receive.

Make sure, wherever children work or play, that the light is right. Low cost electricity makes it easy—and economical too—to provide **GOOD lighting—always.**

**SOUTHWESTERN PUBLIC SERVICE COMPANY**  
 24 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

**DR. QUIZ** CONDUCTED BY **ACME CLEANERS**

THIS PREHISTORIC TEMPLE AT SALISBURY PLAIN, ENG. IS...  
 A. STONE HENGE  
 B. TOWER OF LONDON  
 C. BARNEY STONE  
 D. GIANT'S CAUSEWAY

THE BRANCH OF ZOOLOGY THAT TREATS WITH INSECTS IS...  
 A. ENTOMOLOGY  
 B. TERMINOLOGY  
 C. SEISMOLOGY

THIS INSIGNIA OF THE ARMY DENOTES WHAT BRANCH?  
 A. INSPECTOR GENERAL  
 B. ARTILLERY  
 C. SIGNAL  
 D. INFANTRY

Baffled by cleaning problems and the answers to the above? Stone Henge, Entomology and Inspector General answer the quiz... and the ACME CLEANERS can answer your dry cleaning problems.

**Acme Cleaners**  
 SUITS TAILORED TO YOUR MEASURE  
 PHONE 111 WE PICK UP AND DELIVER

**TWO BAPTIST Radio Broadcasts**  
 On Sunday  
 7:30 a. m.—The BAPTIST HOUR, Dr. Boyd Hunt of Houston, preacher, over Station KGNC, 720 on your Dial.  
 11:00 a. m. Today—Regular morning service First Baptist Church, KPAN, 860 on your Dial, Rev. R. H. Cagle, pastor. Special music and congregational singing.  
**FALL REVIVAL SEPT. 29**

ACADEMY AWARD Winner BEST PICTURE OF THE YEAR



A SHOCKING EXPOSE THAT BEGAN WITH AN AMAZING MASQUERADE!

Gregory Peck Dorothy McGuire John Garfield

**Gentleman's Agreement**

Merry Melody Cartoon

CELESTE HOLM ANNE REVERE JUNE HAVOC ALBERT DEKKER JANE WYATT DEAN STOCKWELL

**STAR** Sunday - Monday Tuesday

Scourge of the West!

HE STRUCK with the SPEED of LIGHT in the BLACK of NIGHT!

Yvonne DeCarlo Dan Duryea

**BLACK BART**

Technicolor with Jolynn Lynn Percy Kilbride Douglas Fowley

PETE SMITH YOU CAN'T WIN

**STAR** Wednesday Thursday

**ACTION** You'll relive in your memory forever!



**GUNG HO!**

RANDOLPH SCOTT J. CAROL NAISH ALAN CURTIS NOAH BERRY, Jr.

Plus **THREE STOOGES**

**TEXAS** Sunday - Monday Tuesday

HIS KIND ALWAYS OUTSMART THEMSELVES... Especially with Women!



TYRONE POWER **Nightmare Alley**

JOAN MARCUS COLLEN GRAY WELSH WALKER

Sport Short

**TEXAS** Wednesday Thursday



# The Sunday Brand

Hereford, Texas

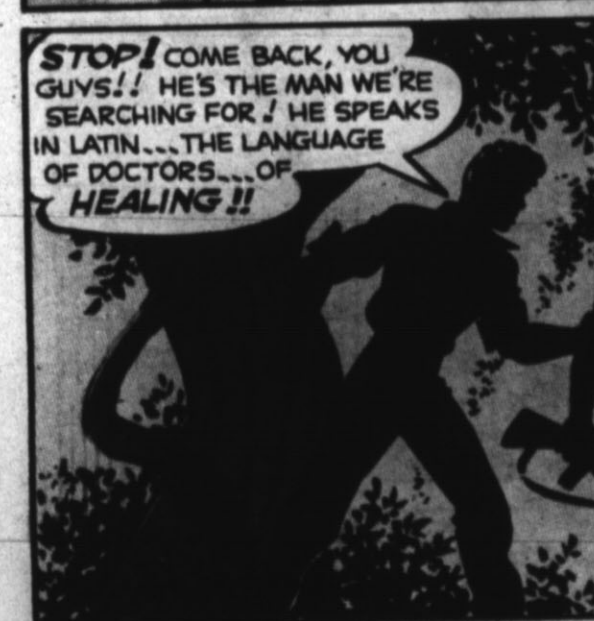
COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, SEPTEMBER 12, 1948



KWO WADDIS,







WITHIN THE SHADOW OF THE PULASKI SKYWAY, A STRANGE WESTERN TYPE SIGHT---

YEP I REMEMBER THE YEAR YORE TALKIN' 'BOVT, MARTY, THAT BRAHMA BULL GOT LOOSE AN' DANG NEAR CLEANED OUT TH' RESERVED SEATS BEFORE ANY OF US C'D LAY A ROPE ON HIM!

YI-

YIP!

YIPPEE

YIPE!

SEEMINGLY UNCONCERNED, FORT WORTH WILLY IS ACTUALLY KEEPING A SHARP EYE ON DICKIE ---



DANG KID'S A BORN RIDER ---

BUT THE MOST AMAZED PERSON THAT DICKIE IS STILL IN THE SADDLE, IS DICKIE HIMSELF!



B-BUT-- CAN IT BE?-- I'M STILL HERE-- AN' I THINK HE'S GETTIN' TIRED-- HE IS!



WELL, MEN, HO-HUM -- IT'S LIKE I SAY, -- IF ANY OF YOU NEW JERSEY COWBOYS WANT SOME ROUGH RIDING, WHY JUST---

PUT 'ER THERE PARD!



I ADMIT I INTENDED TA SHOW YEN A LESSON, BUT BY CACTUS! YA RODE BLACK DEATH, AN' I GIVE YA' CREDIT!

THANKS, PAL, I'M GLAD OUR FIRED IS OFF-- FRANKLY-- YOU JERSEY BOYS ARE REAL COWBOYS!-- NOW! AM I SORE!-- BUT AT LEAST I'M NOT A TENDERFOOT ANYMORE! "

FROM NOW ON, KID, YOU'RE JUST "TENDER!"



JUST ONE THING STILL PUZZLES ME, MARTY, HOW COME YOU COWBOYS IN THE EAST ALL TALK LIKE WESTERNERS?

NOW THET'S ALWAYS PUZZLED ME A MITE, TOO---



BIT OF COURSE WITH ME, HITS DIFFERENT-- I WUZ BORN IN WESTERN NEW JERSEY!

OOH-- NO! "BURY ME NOT" ---!





by  
RBFULLER

MAGGIE, THE QUEEN OF THE WITCHES, HAS DECIDED THAT HER NIECE, WINNIE, OUGHT TO HAVE A HUSBAND.



SUPPER'S READY!  
COME AN'  
GIT IT!!

LET'S GO, SIR  
OAKY!

SIT YE DOWN, KIDDIES, AN' I'LL  
SERVE YE  
RIGHT!



A LITTLE O' THIS LOVE POTION IN  
SIR OAKY'S SOUP, AN' HE'LL FALL  
FER WINNIE  
LIKE A TON  
O' BRICKS!



WOW! THIS  
IS HOT!!

BUT IT'S GOOD,  
AIN'T IT?



WHAT'S  
IT MADE  
OF?

RATS AN' SNAILS AN'  
PUPPY.  
DOGS'  
TAILS!



A FEW MINUTES LATER...

IS THE SOUP  
ALL WE'RE  
GOING TO HAVE  
FOR SUPPER,  
AUNT  
HAGGIE?

YEP! NOW TAKE  
SIR OAKY FER A  
NICE WALK  
N TH' MOONLIGHT!



GOSH! EVERYTHING  
AROUND HERE IS  
ER... CHANGED!

I GUESS AUNT  
HAGGIE THOUGHT  
AN ENCHANTED  
FOREST WOULD  
MAKE YOU FEEL  
ROMANTIC!

BUT...



SHE FORGOT TO GET RID  
OF THE MOSQUITOES!  
HOLD STILL, WINNIE!



HEH, HEH! BY THIS  
TIME SIR OAKY  
SHOULD BE  
POPPIN'  
THE  
QUESTION!



DRAT!

CONTINUED...



# THINGS TO COME

AN INSECTICIDE WHICH WILL KILL THE HARMFUL INSECTS IN THE GARDEN WHILE SPARING THE BENEFICIAL ONES.

HEY, MR. B! HERE COMES THE MAN WITH THE GUN! LET'S RUN FOR OUR LIVES!

I'LL STICK AROUND A WHILE - SO LONG, OLD PAL, IT WAS NICE KNOWING YOU.

WHAT I WANT IS A BUG-KILLER THAT'LL WORK ON HARMLESS INSECTS, LIKE BEES!

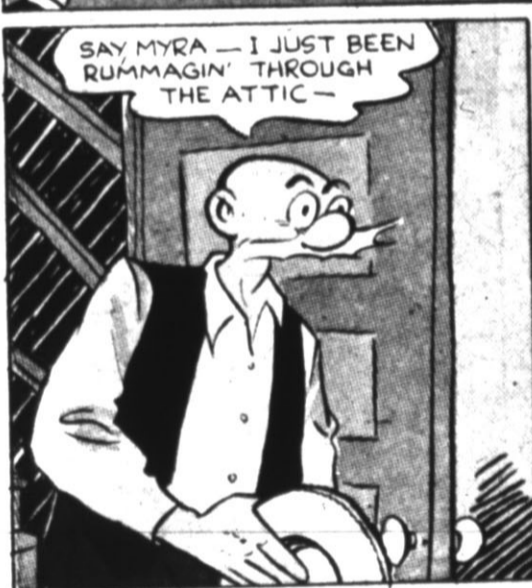
THEN MAYBE IT'S YOU SHE'S AFTER! BEAT IT, YOU MICROBE!

I KNOW THIS WON'T DO ANY GOOD! SHE'S SO TENDER-HEARTED SHE WOULDN'T HURT A FLEA!



3-12-48

## NEIGHBORLY NEIGHBORS BY MORRIS



SAY MYRA - I JUST BEEN RUMMAGIN' THROUGH THE ATTIC -



LOOK AT THESE OLD SKIMMERS WE FANCY-DANS USED TO WEAR!

WHAT A LITTLE BEAUTY!



AND HOW ABOUT THIS CHIC LITTLE NUMBER!

OH, PETERS!



THIS LITTLE FUR-BEARING PRE-HISTORIC HOMBERG WAS A JAUNTY LITTLE STYLE!

I SHOULD SAY!



AH BOY - THOSE WERE THE DAYS!



OH GOOD HEAVENS, PETERS, EACH ONE IS GETTING SILLIER!



HMM... VERY FUNNY, MYRA!... OF COURSE YOU WOULDN'T KNOW THIS IS MY CURRENT NUMBER!

Reg. U.S. Pat. Off. of Newsstand



# Alan

in  
Hollywood

Reg. U.S. Pat. Off.  
AP Newsfeatures

by Bill Dyer



9-12





# SPORT SLANTS

ON SPORTSWEAR.



THE MULTI-COLORED SPORTS SHIRTS WORN BY

**George May**  
- THE CHICAGO GOLF PRO-  
MOTER ARE HIS TRADE MARK



THE FORMER WELTER-WEIGHT KING, **Rocky Graziano**, BOASTS THAT HE DOESN'T OWN A NECKTIE

**Doc Veeck**

- THE PRESIDENT OF THE CLEVELAND INDIANS BELIEVES IN SOLID COMFORT AT ALL TIMES AND DRESSES ACCORDINGLY

9-12-48

DAD!

AP Newsfeatures



**Memory Major**

THE FORMER UNITED STATES AND BRITISH OPEN AND P.G.A. CHAMPION NEVER GAVE UP WEARING KNICKERS EVEN WHEN OTHER GOLFERS TURNED TO LONG TROUSERS

WADDERS SHOP

## POWER LOOPS by RAND TAYLOR



9-12

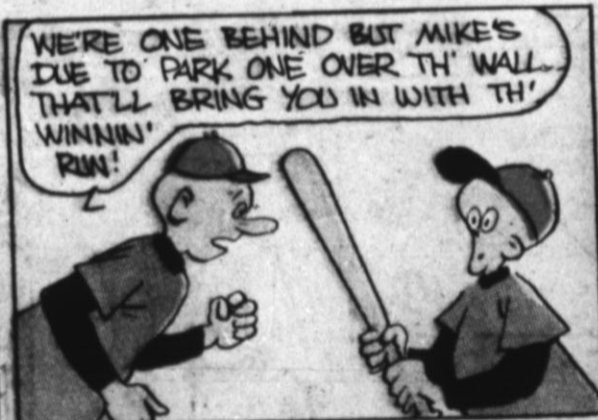
AP Newsfeatures



# HIT N' RUN



# Peter Plink





# ★ AP NEWSFEATURES ★ COMICS ★

WORLD'S

FAMOUS

BACK-STAGE

Reg. U.S. Pat. Off.  
© 1954

"HE HAS SO MUCH MONEY HE DOESN'T KNOW WHAT TO DO WITH IT, SO I TELL HIM!!"

"WELL, BUBBLES, I GEE YOU'RE ALL READY FOR THE DRESS REHEARAL!!"



"WHEN YOU SQUEEZE HER, SHE DOESN'T SAY MAMMA, SHE SAYS DADDY!!"

"YES SIR! YOU'RE JUST THE TYPE WE'RE LOOKING FOR, TWO ARMS, TWO LEGS, TWO EYES AND HAIR!!"

"THIS MARRIAGE HAD BETTER BE GOOD, I'VE NEVER BEEN IN A FLOP SHOW IN MY CAREER!!"



M. GOOF  
CASTING  
PRIVATE



JAY ALAN  
9-12