

WEATHER

	High	Low
Sunday	79	40
Monday	80	42
Tuesday	79	51
Wednesday	66	36

Moisture for Oct.: 4.13
Moisture for year: 26.48
Moisture last year: 16.10

The Hereford Brand

22 Pages

Fifty-Eight Years of Service
SINCE 1901

Published Every Thursday

Our Slogan: "More People — More Farms"

59TH YEAR — NO. 43

Hereford, Texas, Thursday, October 27, 1960

Price: 10c Per Copy

Around Town

The Hereford Veterans of Foreign Wars post will hold their annual toy movie Saturday, Oct. 29, at the Star Theater. One or more toys will admit any child to the movie. The movie will begin at 1 p. m., with one showing only scheduled. The movie, "Scared Stiff," will star Jerry Lewis. Repairable toys will be distributed before Christmas by the VFW members.

Officials of the Texas Sugar Beet Growers Association are really having a busy schedule this week. They are rallying support for their drive to get a beet sugar refinery in this area. James W. Witherspoon, chairman of the group's legislative committee, said a large group of farmers turned out at Wildorado Monday night to organize for beet raising. They raised \$750 for the Association. Association (Continued on page 2)

Bryant Named For Military Honors At WT

John David Bryant, 22, son of Mr. and Mrs. Cawthon Bryant, 312 Star St., has been recognized as a Distinguished Military Student at West Texas State College in Canyon. Bryant was recognized as a DMS at a six-week summer camp at Fort Hood this year. Last week in a Reserve Officers Training Corps military service on the WT campus Bryant received the distinguished medal from Col. Edward L. Lindsey, professor of Military Service and Tactics at the college.

A 1957 graduate of Hereford High School, Bryant is second in command of the WT ROTC unit's Battle Group. He holds the rank of lieutenant colonel and is executive to Col. Winford Cates of Lefors, who is commander of the 650 men in the Battle Group.

Bryant is an accounting major at WT and plans to be an accountant after graduation. He is also a member of the college's varsity football squad.



John David Bryant
... distinguished student



PROGRAM DIRECTOR of Hereford Migrant Ministry Committee, Herb Boardman, second from right, greets Mrs. Rosalind Giles, left, and Miss Catherine W. Erwin before a Wednesday morning meeting of the Committee. Miss Erwin, of Dallas, is a representative of the United States Children's Bureau, and Mrs. Giles, of Austin, represented the U. S. Department of Public Welfare. At right is Miss Betty Whitaker of Austin, director of Migrant Ministry, Texas Council of Churches. (Staff Photo)

County Committee Discusses Migrants' Social Problems

Hereford Migrant Ministry Committee Wednesday morning met with two United States social and welfare representatives to discuss health, education and welfare among migrant families.

Meeting with the Committee were Mrs. Rosalind Giles, director of the Child Welfare Division of the Department of Public Welfare, of Austin; and Miss Catherine W. Erwin of Dallas, medical social consultant, Dallas Regional Office of the U. S. Children's Division.

Also attending the meeting, which started at 10 a. m. in the Migrant Ministry Community Center, was Miss Betty Whitaker of Austin, director of Migrant Ministry, Texas Council of Churches.

Mrs. Giles and Miss Erwin discussed with the Committee services which could be rendered by local private and public agencies in furthering health and welfare among migrant families, primarily Latin-American children.

They also discussed cooperation of state and federal agencies in those fields. Their visit is sponsored by the Texas Migrant Ministry Department and the newly-organized Texas Citizens Committee on Migrant Agricultural Workers, of which Miss Whitaker is co-chairman. The two representatives were guests at a similar meeting in Lamesa Tuesday and were scheduled to be in Lubbock Thursday.

(Continued on page 2)

2 Persons Pick 18 Winners In Football Contest

Leron Satterwhite and Dallas Phillips paced a group of red-hot football experts this week as they made 18 correct choices from the 20 games listed. Satterwhite was closest on the points between Hereford and Levelland to take the \$10 weekly prize.

Phillips and Satterwhite picked the most weekly winners for the season, as upsets and ties have played havoc with the experts during the first half of the season.

Ten persons had 17 correct guesses during the sixth week of the 12-week contest. Weekly winners receive \$10 cash, while the season winners get tickets to the Cotton Bowl. First place for the season will get two tickets, with second and third places getting one ticket each.

49 ABSENTEE VOTES

Activity Booms In Pre-Election

Pre-election day activity continued at a lively pace this week as 49 absentee ballots cast for the Nov. 8 General Election were recorded in the Deaf Smith County Clerk's office Wednesday morning.

Absentee balloting will continue through Friday, Nov. 4, at 5 p. m. Absentee votes will be accepted through mail or at the County Clerk's office.

On the local, state and national level, the Democratic Party will have Republican Party opposition in various races. The election will name a President and Vice-President, and four proposed Constitutional Amendments also are listed on the ballot.

Voters may vote a split ticket if they wish. They must have lived in the state a year and in the county six months to be eligible to vote.

A poll tax receipt or exemption certificate must be presented when voting absentee at the County Clerk's office.

Persons making application for absentee ballots by mail should send in a poll tax receipt or exemption certificate when making request for ballots.

Applications for ballots by mail will be accepted through 5 p. m., Nov. 4, and mail-in ballots will be accepted through noon on Nov. 8.

Local races of interest are for County Clerk and County Tax Assessor - Collector, both with Democratic and G. O. P. candidates. Unopposed Democratic candidates are on the bal-

County To Ask Bids On A 'Little Bull Barn'

20 Hereford Men Offer Blood For Girl's Heart Operation

Twenty Hereford residents left Hereford by plane Wednesday afternoon on a mission of mercy - their destination was Dallas, where an eight-year-old tot was to undergo major surgery Thursday morning.

Young Mary Lou Hassel, daughter of Mr. and Mrs. A. R. Hassel, Route 1, Friona, has a serious heart condition which was first discovered at the Oasis Shrine Club Children's Clinic in Hereford last May.

Mary Lou needs 11 pints of blood for the operation, which will begin at 8 a. m. Thursday.

She needs fresh blood - blood bank plasma won't do for an operation of this type. The blood will be furnished by the 20 local residents.

Modern air travel will make it possible for Mary to have the blood needed. A few decades ago, she might not have been able to have the blood so readily.

Also in Mary's favor when she goes into the operating room will be the skill in a specialist's trained fingers.

Another modern innovation which will be in the youngster's favor will be a heart and lung machine which will circulate the donors' blood through her arteries and veins during the operation.

Mary's heart will be stilled for 30-45 minutes during the operation.

Mary is one of these child-

ren who has had a heart condition since birth. Her parents might not have known Mary had a defect in heart valves if it had not been for the annual clinic here.

Blood donors, all of Hereford, include Dick Ross, Dr. L. B. Barnett, Ross Latham, Steve Clements, Bill Decker, Wayne Phillips, Harry Ben-

(Continued on page 2)

Specifications were being drawn up this week for a possible "Little Bull Barn" for Deaf Smith County.

Advertising for bids is expected to start Sunday, with bids to be opened on Thursday, Nov. 10.

Discussing the need for such a building and its general specifications occupied the Deaf Smith County Commission during its meeting Monday.

Plans adopted tentatively call for the building to be 70 by 100 feet with concrete floor, two large overhead doors, two small doors and restrooms. It will be built of steel, probably with green walls and a white top.

Construction of the building is not expected to take more than 60 days after the contract is let.

A representative of a steel building company in Clovis, N. M., conferred with the Commission on general specifications for the structure.

The building will be used as an additional show building for the annual Junior Livestock Show, for the annual horse show, as display space for the farm and home show (Continued on page 2)

Hold Rites For Norman Miller

Funeral services were conducted for Norman R. Miller, 51, of Dawn, at 2:30 p. m. Tuesday in the Dawn Baptist Church. The Rev. Charles Davenport, pastor, and the Rev. Paul McClung, former pastor, officiated.

Mr. Miller died at 8:30 a. m. Monday, Oct. 24, in Deaf Smith County Hospital after an illness of several years.

He was born Sept. 23, 1909, in Garvin County, Okla. He came to Deaf Smith County in 1931 from Garvin County.

Mr. Miller was a farmer in the Dawn community and was a member of the Dawn Baptist Church.

Survivors include his wife; two sons, Bob and Bill, both of Dawn; two daughters, Miss Lucy Beth Miller and Miss Gail Miller, both of Abilene; three brothers, H. H. Miller of Dawn, J. R. Miller of Amarillo, and W. H. Miller of Fort Worth, a sister, Miss Estelle Miller of Fort Worth.

Burial was in Rest Lawn Cemetery under direction of Gilliland Funeral Home.

Hereford Bands Take Ratings In Contest Tuesday

Bands from Hereford High School and Stanton Junior High received superior and excellent ratings in the annual Region XI Interscholastic League band marching contest in Amarillo Tuesday.

The Stanton marchers received a I (Superior) rating in inspection and II (excellent) rating for marching. Hereford High received II ratings in both inspection and marching.

Both 60-member bands were under direction of Ben R. Golehon. They performed in Bienville Stadium for the individual ratings.

The junior high marchers competed in CC division with bands from Amarillo, Pampa, and Perryton at 10 a. m. Tuesday. The Hereford High band marched in AAA division with other high school bands from Phillips and Dumas at 3:30 p. m.

The marching contests marked the first of three University Interscholastic League competitions scheduled for this year. Later in the year, concert and sight-reading contests will be held.

Marching contest judges were Tony Anderson, Henryetta (Okla.) High School; J. R. McIntyre, Permian (Odessa) High School; and O. T. Ryan, Plainview High School.



Clint Formby
... heads Tech exes

Formby Heads Texas Tech's Alumni Group

Clint Formby of Hereford, 1949 graduate of Texas Tech, has been named president of the Tech Ex-Students Association for the 1960-61 year.

Formby was elected head of the 35,000-member Association at a meeting of the Ex-Students Council last Friday during Tech's homecoming in Lubbock. He assumed duties of office immediately after the meeting. His board will meet every two months, working closely with college administration and in connection with scholarship programs.

Although 35,000 ex-students are listed as members of the Association, there are 80,000 former students of the Lubbock college. Formby was elected by members of the board of directors and presidents of all Tech ex-students clubs from various cities in Texas and surrounding states.

(Continued on page 2)

Charter Buses For Phillips Football Trip

Anyone wanting to take a charter bus to Phillips Friday evening for the Phillips Hereford football game is asked to get their reservations by 4 p. m. Thursday.

The Whiteface Booster Club is arranging for the charter buses, but the public, whether members of the club or not, is invited to go on the trip.

One or more buses will leave the high school parking lot promptly at 5 p. m. Friday for the trip, arriving in Phillips about 7:15 p. m. They will return immediately following the game.

Club president Jim Wilman suggested that persons on the trip take box lunches, since the buses will not stop enroute. He also said reservations would be held open if more than the 41 persons needed for one bus reserve seats.

Reservations may be made for the trip at Dub's Man's Shop, McDowell Drug and Hereford Bakery.

Undefeated Phillips Hawks Host Whitefaces On Friday

Rated as the Number Two team in Texas AAA football, the Phillips Blackhawks will host the improved Hereford Whitefaces Friday at 8 p. m. Phillips has won six games, while losing none to boast one of the finest records in the state. The Hawks have allowed just 13 points by their six opponents and Coach Joe Means is already eyeing the District 1-AAA crown.

Only Plainview and Littlefield have managed to score against the Hawks this season. The Blackhawks are rated second in one listing and fifth in another poll.

Phillips opened with a 14-0 win over Ector of Odessa, dropped Plainview 14-7, then blanked Breckenridge 9-0, Perryton 33-0 and Lamesa 14-0. Last week they started con-

ference play with a 22-6 victory over Littlefield. In the past, Phillips has relied mostly on speed and precision for its impressive string of victories. This year, however, the Hawks have a large starting team with slightly less speed than in previous years.

Means is expected to use the following starters: Phillip Johnson, quarterback, 144; Earl Smith, fullback and halfback, 158; Jack Gray, fullback and quarterback, 177; Delbert Duncan, halfback, 144; Eddie Pennington, end, 198; Kenny Hunt, end, 144; Bill Malone, tackle, 206; Dennis Roediger, tackle, 184; Mike Kendrick, guard, 181; Larry Shuttlesworth, guard, 161; and Ken White, center, 183.

On the other side of the ledger, Coach Bobby Williams is still being plagued by injuries.

Senior guard-fullback Jerry Clark is out for the season with an injured knee. Senior fullback Eddie Skypala came back for one play last week after being out three and one-half games with a broken collarbone. Skypala received a pinched nerve on the first play against Levelland and probably won't see action Friday.

Junior quarterback Walker Parris is out for the season with a neck injury. On Tuesday, varsity quarterback Jim Collier missed classes and practice because of a virus infection. However, he is expected to be ready Friday.

A bright note was that sophomore end Dick Plank played some last Friday after recovering from a broken arm. Plank was playing with a cast on the (Continued on page 3)

United Fund At Halfway Mark

With only slightly more than half of their goal in, workers for the Deaf Smith County United Fund this week were making plans for a house-to-house "porchlight" drive early next week.

Saturday morning, only about \$12,000 had been received, with a goal of \$23,632.50 needed to support the eight participating agencies.

General campaign chairman Lloyd Pool said final plans for the residential drive would be made later this week.

"Although rain and bad weather stopped our attempt to reach the goal in one day, we are determined to stay on the job until we get enough money to support all these groups," Pool commented.

Agencies approved for inclusion in the United Fund are:

Little League and Pee-Wee league baseball, \$1050; Pony League baseball, \$1050; Hereford Council on Alcoholism, \$400; Salvation Army, \$3000; Boy Scouts, \$3700; Red Cross, \$3500; Campfire Girls, \$3000; and Youth Employment Service, \$150.



A PICKUP TRUCK gets an inspection by the keen eyes of interested local residents who viewed new models at the Hereford Fall Mail last Saturday. Sections of Main Street were blocked off to give residents plenty of time to look — and maybe even dream of owning such vehicles. (Staff Photo)

Bull Barn...

Continued from page 1) during the Harvest Festival and for other types of large meetings and gatherings. Commissioners felt the building was needed primarily to annual junior livestock show, held in January each year. For the past two years, the show has limited entries severely because of limited space for penning and showing animals. It was necessary last year to drop the poultry division of the show because of a lack of space. Commissioners also took up other matters during the day-long meeting. Ezra Norton appeared to request county aid in paving an

Fred Cherry To Conduct Revival

Fred Cherry, full-time Baptist lay evangelist, will conduct a revival at the Temple Baptist Church, Ave. K and Fort Street, Oct. 30 through Nov. 6. Services will be conducted at 7 a. m. and 7:30 p. m. Back in the early 30s Cherry made a name for himself as a top flight end on the University of Oklahoma football team. Upon graduation he became a petroleum engineer and worked for oil companies in Oklahoma and Texas. Next, as a captain in army ordinance, he served four years in Europe during World War II. The postwar period saw Cherry in the service of the Oklahoma planning and resources board. In July, 1950, came his departure from governmental facts and figures and his entry into the field of evangelism. The change was not an abrupt one, for Cherry had been drifting steadily toward what has become his lifetime work. He devoted his spare time to spreading the work of God by speaking in jails, hospitals and at services held by church groups.

ATTENDS MEET Mrs. M. R. Rutter was in Brownfield Tuesday where she attended the Central Zone meeting of District I, Texas Garden Clubs. Mrs. Rutter is District Scrap Book Chairman.

Legal Notice

PRESENT LESSEE OF THE CONACO SERVICE STATION LOCATED AT FIRST AND CAMPBELL STREETS, HEREFORE, TEXAS I AM IN NO WAY RESPONSIBLE FOR THE DEBTS OR DEFAULTS OF ANY PRIOR LESSEE. GORDON SMITH B-43-1C

Around...

Continued from page 1) extension of Bradley Street west to the West Lawn Cemetery. This is needed, Norton said, to take funeral processions off Harrison Highway and relieve highway congestion. Commissioners agreed to participate in a 100-foot right-of-way easement could be secured. Norton said he would start immediately to get the needed right-of-way. The Commission also heard a presentation about the uses of a Class 1900 Addressograph would have in the county tax office. Jerry Lovelady of Lubbock made the presentation, explaining that the machine could print names, addresses and property description automatically for tax rolls, thus eliminating 40-60 per cent of the routine typing work for making up tax rolls. The same machine would print tax notices. Commissioners will go to the tax offices in Hale and Randall Counties on Tuesday, Nov. 1, to see the machine in action. Quoted price on the machine is \$7464.10. J. Edward Line, county attorney, also talked briefly with the Commission about handling of vital statistics for the county. An opinion from the State Department of Health, regulatory body for Texas vital statistics, will be sought.

Formby...

Continued from page 1) Formby is owner of K-PAN radio station in Hereford and is a member of Hereford Kiwanis Club. J. C. Chambers of Lubbock, class of 1954, was elected first vice-president and Earl Fuson of Dallas, class of '32, was named second vice-president. New directors of the Tech Rex, A. Tynes, of Albuquerque, N. M., G. C. "Mule" Dowell of Lubbock, Charles Duval of Littlefield, M. G. Davis of Austin, Jack Hinchey, retiring president from Amarillo, Bob Brown of Throckmorton and Bill Seales of Midland.

County...

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20 Hereford

Continued from page 1) nett, Bill Howard, J. W. Robinson, Charlie Seed, Dr. H. A. Cavness, J. P. Jones, Earnest Langley, Tommy Bryant, Sam Nunnally, Grant Hanna, Bob Hill, Blue Turpen, E. A. Edwards and Dub Reeves. The operation will be performed at Parkland Hospital in Dallas. The donors were secured by Oasis Shrine Club in Hereford. They left Hereford Airport at 3 p. m. Wednesday. Planes were furnished free of charge by Bob Hill, Lyle Blanton, Tommy Bryant, Bill Decker and Blue-Air Service.

WEIGHTY THOUGHT

BALTIMORE (AP)—If anyone offers you 200 pounds of any coin, take Carl C. Burke's word for it and choose quarters. Burke says you would get \$3,657 in quarters, as compared to only \$3,636 in halves and a paltry \$2,617 in silver dollars. Have you read the classifieds?

Around...

Continued from page 1) president Lee Benefield said that he had called to farmers in Floydada Tuesday, at Sudan on Wednesday, on Thursday and Friday in Seminole. Haynes and Kirby, a Lubbock architectural firm, has been re-

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tained to draw plans for the old folks home to be built in Hereford. They have become nationally known for an elementary school design for Andrews and for their design of the huge Lubbock Municipal Auditorium and Coliseum.

Maybe it's the twists and turns, but somehow the road to Phillips seems twice as long as the one to Lubbock, Dumas or Levelland. All are about 100 miles from Hereford, but the road to Blackhawk territory seems to be meaner. We are real pleased to see the Booster Club get up a charter bus trip for the football game trip and intend to be aboard, chewing on a chicken leg enroute. If you plan to go to the game, check by one of the three places taking reservations and find out how inexpensive it can be.

The Four-H Club Achievement Night banquet has been set for Monday, Nov. 7. It will be held in the high school cafeteria, for which we are most thankful. Last year we went, had a fine time, but caught pneumonia or some such since the Bull Barn was chilled to about 40 degrees from a blue norther outside.

The Brand is conducting a "Galloping Poll" on the presidential election. If you would like to vote, we will have a ballot in Sunday's paper for you to clip and send back. This week we have been polling all the service clubs and will have those results in the Sunday edition.

Dr. C. E. Hicks will be guest speaker at the regular meeting of the Deaf Smith County PTA Council on Thursday, Oct. 27. It will start at 8 p. m. in the board room of the high school administration building. Topic will be understanding emotional problems. Mrs. Glenn Allred, council president, said an executive meeting will be held at 7:30 p. m.

It is no secret that Phillips is undefeated and riding high in AAA football this year. The long years since Hereford has dumped the Hawks have whetted appetites for a Herd victory. We don't know how the game will end Friday night at Blackhawk Field, but it should be a dandy game. Both teams are extremely rough on defense. Regardless of the outcome, the Hereford team deserves your support.

If you want to see some good football here in Hereford, journey out Thursday evening when the Freshmen and B squads tangle with Phillips. First game will be starting at 6 p. m. and the other about 8 p. m.

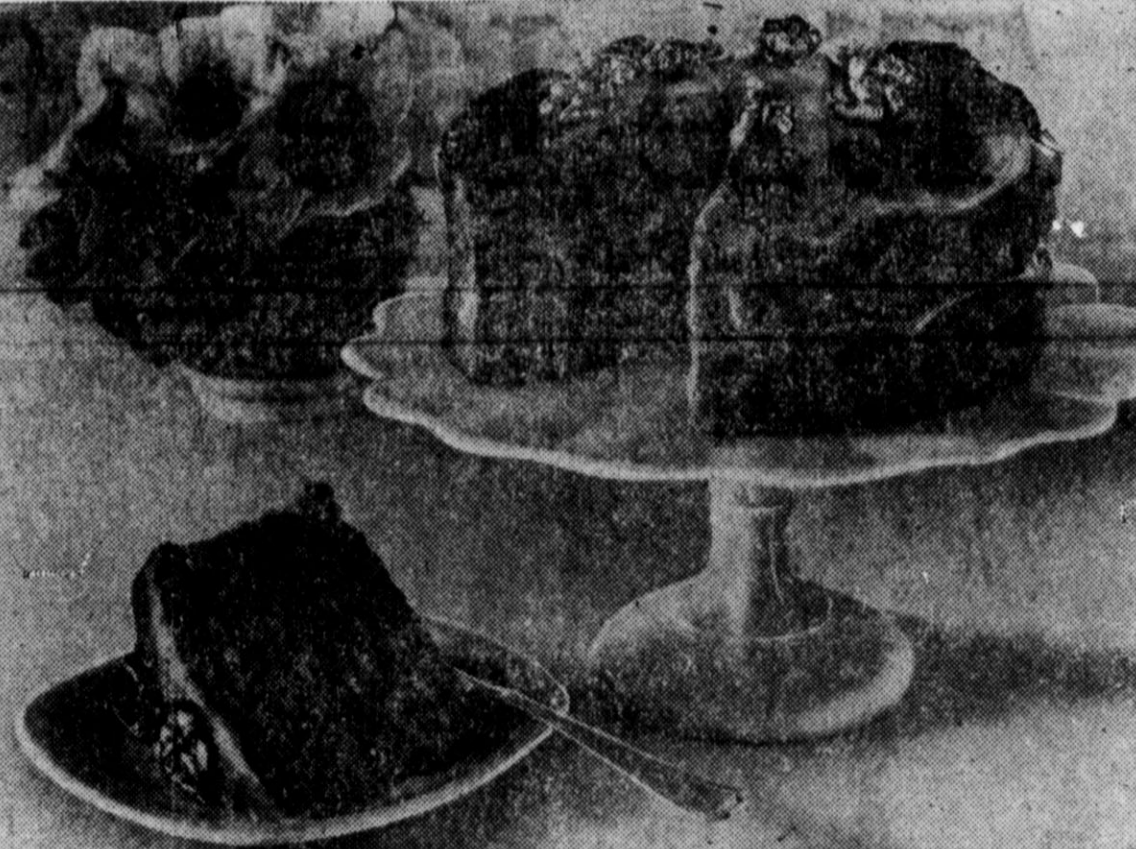
We didn't get to see the sport parachuting at the airport Sunday afternoon, but it is quite a conversation item around town. We have done a lot of foolish things in our time, but deliberately jumping out of airplanes just seems so much. However, the men who try it are most enthusiastic. Over in the New Mexico, and a few other places, even the gals are participating.

With the county planning to build another building out near the Bull Barn, we are in a quandary about what to call it. Guess we'll settle on the "Calf Barn" or maybe "Calf Castle."

Parachuting may be fun. But could be overdone. I can just see my fate: "His chute opened a bit too late."

Eight thousand year old rock paintings found in the Sahara Desert indicate that the nowbarren wasteland was once the home of elephants, giraffes and antelope.

Former jockey Johnny Adams is now a thoroughbred trainer.



A TOPLOFTY VICTORIAN spice cake is uche frosting and a modern recipe. brought up to date by using prunes, pen-

Old-Fashion Cake Rates New Praise

By CECILY BROWNSTONE
CAKE MIXES are here to stay, and most mothers of growing families uses them often. But we have not yet met the young woman who — having successfully baked, filled and frosted a cake from scratch — didn't get enormous satisfaction from her accomplishment.

In the middle of 19th Century our Victorian ladies — given the boon of commercially manufactured baking soda and baking powder — developed high and airy cakes such as no other cuisine had produced. This recipe for Prune Spice Cake with Penuche Frosting should help to keep alive the grand old American art of cake-baking.

Of the popular flavors used in the 1880's — rose, lemon, orange and spice — the last is still a particular favorite. Adding such flavor affinities with the spice as prunes and penuche is another reminder of the days of our Great Cakes. The method of making our cake has been updated to assure 20th Century cooks success; but the rest is definitely in the best of the Victorian tradition.

FROSTED PRUNE SPICE CAKE

Ingredients: 1-3/4 cups sifted flour, 1 teaspoon baking soda, 3/4 teaspoon salt, 1 teaspoon cinnamon, 1/2 teaspoon nutmeg, 1/2 teaspoon cloves, 3/4 cup sugar, 3/4 cup light brown sugar (firmly packed), 1/2 cup soft butter or margarine, 3/4 cup milk, 1 teaspoon cider or distilled white vinegar, 2 eggs, 1/2 cup chopped plumped pitted prunes, Penuche Frosting.

Method: Grease two layer cake pans (8 by 1 1/2 inches); line with waxed paper; grease paper. Sift together the flour, baking soda, salt, cinnamon, nutmeg, cloves and sugar; add brown sugar and butter. Stir milk and vinegar together and add. Beat for 2 minutes. Add eggs; beat well another 2 minutes or until smooth. Stir in prunes. Turn into prepared pans; bake in moderate (350 degrees) oven 30 to 35 minutes or until cake tester inserted in center comes out clean. Remove from oven and cool 5 minutes; turn out on wire racks; remove paper; cool. Spread Penuche Frosting between and on top of layers. If desired, garnish with prune and walnut halves.

Note: To plump prunes, let 1/2 pound prunes stand in 1 pint (or enough to cover) cold water 24 hours; pit before chopping to make amount called for in recipe.

PENUCHE FROSTING

Ingredients: 2 cups light brown sugar (firmly packed), 1/2 cup milk, 1/2 cup butter or margarine.

VERSATILE HOUSEWIFE

BELLEVUE, Ohio (AP)—You can get expert discussion on a wide range of topics at the home of Dr. Paul Gilman. His wife, Bernadine, recently was admitted to the bar. Already a concert violinist, mathematics and English teacher, Mrs. Gilman received her law degree this year from the College of Law at the University of Toledo.

TRY IT SOMETIME

Good addition to macaroni salad: a garnish of deviled eggs.

Women's dress in the kingdom of Bhutan consists of a single piece of cloth the size of a bedspread which often is used as a blanket at night.

Wandering tortoises carrying lighted candles on their shells provided illumination in many Turkish gardens in the middle of the 19th Century.

Tests conducted by the Interior Department indicate that hard-shelled clams can be encouraged to grow 17 per cent faster through selective breeding methods.

Home Baked
CAKES - PIES - BREAD
Sold Each Friday Afternoon & All Day Sat.
TAYLOR & SONS
by the
Home Demonstration Market

For stability, for integrity, for convenience . . . why settle for less than the FIRST!



REVIVAL SERVICES

Temple Baptist Church



Fred Cherry
Evangelist
Oklahoma City



Buford Forrester
Singer
Amarillo, Texas

October 30 — Nov. 6

SERVICES

7:00 A. M. — 7:30 P. M.
Crown Choirs for Children at 7:15 P.M.

Public Is Invited



Finance Your New Car At The Hereford State

You'll appreciate the prompt service, convenient terms . . . you'll like our low rates because they save you money.

Hereford State Bank
'Your Friendly Bank'

WHEAT SEED
BARLEY SEED
New Mexico Winter & Cordova
TETRA PETUS RYE
WAC SEED INC.
Just West of the Underpass

You're Ridin'
High with
these

HALLOWEEN BUYS

HALLOWEEN CANDY

A Very Large Assortment

Let's Make A Delicious Fudge!

Nestle's 12 Oz. Bar

CHOC. CHIPS

37c

Tall Cans

PET MILK

2 for 29c

Kraft's 7 Oz. Jar

Marshmallow Creme

23c

ICE CREAM

Lady Borden
All Flavors

2

PTS.

49c

R. C. COLA

6 Bot. Cfn.
Plus Dep.

29c

GLEEM

Toothpaste
Reg. 53c Size

39c

BEEF STEAKS

Frozen
Eat-Mor
12 Oz.
Pkg.

55c

S. H. GREEN STAMPS

WITH
EACH

PURCHASE

BACON

Swift's
Premium
Lb. Pkg.

59c

USDA Good Beef, Lb.

LOIN STEAK

89c

USDA Good Beef, Lb.

RIB STEAK

79c

3 Lb. Can

PICNICS

\$1.98

USDA Good Beef, Lb.

PORK STEAK

49c

All Green, No. 300 Can

ASPARAGUS SPEARS

4/\$1

Fresh Shelled No. 300 Can

BLACKEYES

8/\$1

Shurfine, 14 Oz. Bottle

CATSUP

5/\$1

Shurfine, Red Sour Pitted

CHERRIES

4/\$1

Shurfine, Golden Whole Kernel or Cream

CORN

6/\$1

Shurfine, Reg. or Drip, Lb. Can

COFFEE

63c

Shurfine, No. 300 Can

CRANBERRY SAUCE

5/\$1

Shurfine, 25 Lb. Cotton Bag

FLOUR

\$1.69

Shurfine 5 Lb. Paper Bag

FLOUR

29c

Shurfine, No. 303 Can

FRUIT COCKTAIL

5/\$1

Shurfine, Cut Blue Lake, No. 303 Can

GREEN BEANS

5/\$1

Shurfine, Lb.

MARGARINE

6/\$1

Shurfine Evaporated, Tall Cans

CANNED MILK

8/\$1

Shurfine, Stuffed Manx, 7 1/4 Oz.

OLIVES

43c

Shurfine, Sliced or Halves, No. 2 1/2 Can

PEACHES

4/\$1

Shurfine Bartlett, Halves, No. 303 Can

PEARS

4/\$1

Shurfine Early Harvest No. 303 Can

PEAS

5/\$1

Shurfine, Fresh Pack, Pint

PICKLE CHIPS

4/\$1

Shurfine, Crushed, No. 2 Can

PINEAPPLE

2/\$59c

Shurfine No. 300 Can

PORK & BEANS

9/\$1

Shurfine Small, Whole, No. 2 Can

SWEET POTATOES

4/\$1

Shurfine No. 2 1/2 Can

PUMPKIN

2/39c

Roxey, Tall Cans

DOG FOOD

12/\$1

Shurfine, Qt. Jar

SALAD DRESSING

39c

Shurfine, No. 303 Can

SAUER KRAUT

6/\$1

Shurfine

SHORTENING

3 lb. can 65c

Shurfine, No. 303 Can

SPINACH

7/\$1

Shurfine, No. 303 Can

TOMATOES

5/\$1

Shurfine, Chunk Style, Flat Can

TUNA

4/\$1

Shurfine, Qt. Jar

WAFFLE SYRUP

43c

FIG BARS

Sunshine
Lb. Pkg.

35c

HOME PERMANENT \$1.29

Lilt, Reg. \$2.00 Plus Tax

TAYLOR & SONS

FOODS

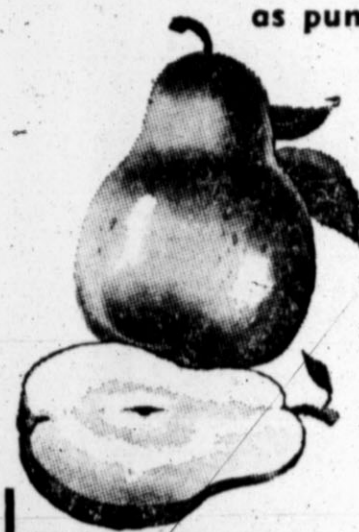
LOW, LOW EVERYDAY SHELF PRICES
PLUS S & H GREEN STAMPS

Shurfine Items Good To
Sat., Nov. 5

Other Items Good
Thur., Fri. & Sat.
Oct. 27, 28 & 29



Shop TAYLOR & SONS today for treats to please both wee witches and grown-up goblins. You're ridin' high with these HALLOWE'EN BUYS too, because we've priced 'em 'way-down-low to give you more fun food for less money! Come fill all your Hallowe'en and Partytime Needs at our store... where scarin'-up savings is as easy as pumpkin pie!



PEARS

Wash. Bartletts

lb

17c

Colo. Red

POTATOES

10
Lb.
Bag

49c

Texas, Lb. Cello Pkg.

CARROTS

2.15c



LEAPING FOR EXTRA yardage, Hereford halfback Dennis Hodges carries the leather against the Levelland Lobos Friday night at Whiteface field. Levelland's Gerald Cookston hurdles a fallen teammate to help stop Hodges' run. Levelland beat a fighting Hereford team, 14-6. (Staff Photo)



PAT MILLER and Sam Long gaze admiringly at one of the new compact automobiles displayed at the Annual Fall Mall. This auto was just one of many on view at Saturday's Main Street show. (Staff Photo)

VOTE for B. F. CAIN

NOVEMBER 8

Democratic Nominee For

COUNTY CLERK

DEAF SMITH COUNTY

Political Adv. Paid For By The
Friends and Supporters of B. F. Cain

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

PRICES GOOD THROUGH SATURDAY

IT'S TWINS!

Now! **DOUBLE** your savings during this year's holiday season!

Shurfine

CORN

at Piggly Wiggly!

WE GIVE
S & H
Green Stamps

Double Stamps On
Wed. At Piggly Wiggly

3 Lb. - 4 Oz. Can Allen's Whole

CHICKENS

SELECT FROM THESE 26

- Small Whole SWEET POTATOES No. 2 4/\$1
- SAUER KRAUT 303 Can 6 For \$1
- TOMATOES 303 Can 5 For \$1
- TOMATO SAUCE 8 Oz. 12 For \$1
- APPLE BUTTER 28 Oz. 4 For \$1
- PRESERVES Strawberry 12 Oz. 3/\$1
- WAFFLE SYRUP Qt. 43c
- OLIVES Stuffed Thrown Manz 7 1/2 Oz. 43c
- PICKLE CHIPS Fresh Pack 16 Oz. 4/\$1
- CATSUP 14 Oz. 5 For \$1
- SALAD DRESSING Qt. 39c
- Fancy 303 Can BEANS & POTATOES 6 For \$1
- SHORTENING 3 Lb. Can 65c
- SALAD OIL Shurfresh Qt. 49c
- FLOUR Print or Cotton Bag 25 Lb. \$1.69
- TOMATO JUICE Fancy 46 Oz. 2 For 59c

**OLEO
FLOUR**

Shurfresh
1 Lb. Pkgs.

Shurfine

SPECIALS BY SHURFINE

- PUMPKIN 2 1/2 Can 2 For 39c
- GRAPE JELLY 10 Oz. 2 For 45c
- ASPARAGUS All Green Cut 4 For \$1
- PORK & BEANS Spear, 303 Can 9 For \$1
- GREEN BEANS 4 Sv. Blue Lake, 303 Can 5/\$1
- SLICED BEETS 303 Can 7 For \$1
- SPINACH 303 Can 7 For \$1
- HOMINY 303 Can 10 For \$1
- BLACKEYES Fresh Shelled 300 Can 8 For \$1
- PINEAPPLE Crushed No. 2 2 For 59c

Borden's Instant

POTATOES

63c Value

New Economy
Size, 16 Servings

39c

6 FOR \$1

5 29c

Shurfine
WK or CS
Golden, 303 Can

6 FOR \$1

Mi-Cheer Seamless Beige
First Quality

NYLONS

59c
PR.

APRICOTS
Shurfine
Halves, Unpeeled
303 Can

5 FOR \$1.00

DOG FOOD
Roxey
Tall Cans

12 FOR \$1.00

TREATS FOR
TRICKSTERS

Kraft 14 Oz. **CARAMELS** **35c**

20 Pkgs. to Carton All Flavors **WRIGLEY'S GUM** **69c**

Kraft's 3 Different Kinds 1 Lb. - 14 Oz. **CARAMELS** **69c**

YOU SAVE MORE AT YOUR PIGGLY-WIGGLY

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY

7, NOVEMBER 5th

your savings
biggest event!

PEACHES TUNA COFFEE MILK

Shurfine
Sliced or Halves
Y. C. 2 1/2 Can

Shurfine
Chunk Style
6 1/2 Oz. Can

Shurfine
Reg. or Drip
5c Off Label

Shurfine
Evaporated
Tall Can

4 for \$1

4 for \$1

Lb. 63c

8 for \$1

W Free Hostess
Apron



Cranberry
Sauce
Shurfine Strained
300 Can
5 FOR \$1.00

PEARS
Shurfine Halves
Bartlett, 303 Can
4 FOR \$1.00

PEAS
Shurfine 303 Can
Early Harvest
5 FOR \$1.00

POTATOES
Shurfine Whole Irish
303 Can
8 FOR \$1.00

Melrose
HAND LOTION
Or Hand Cream
59c Value
2 FOR 69c

MEAT BUYS

SLICED BACON lb. **53c**

ROUND STEAK lb. **89c**

BISCUITS
Pillsbury - Easy Open
3 FOR 25c

VELVEETA
Kraft Cheese Spread
2 LB BOX **89c**

PRODUCE

NO. 1 RED McClure Colorado
POTATOES 10 Lb. Bag **49c**

ANANAS Central American Golden lb **15c**

PEANUTS Fresh Roasted Mexico lb **29c**

Shurfine Fruit
COCKTAIL
303 Can
5 FOR \$1

Shurfine RSP
CHERRIES
303 Can
4 FOR \$1

TURNIPS Purple Tops lb **10c**



Y MORE IN HEREFORD

PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY PIGGLY WIGGLY



BY JIMMIE GILLETTE
More and more people are talking politics these days—and you run into some fairly definite ideas. Frankly, I doubt if many votes will be changed between now and Nov. 8, but a lot of people will get worked up and will be frothing at the mouth.

I was in St. Louis over the week-end, and it sure looks as if Kennedy is running strong in that country. I went into a large print-shop and of the 10 printers, I saw, I would guess that 35 of them were wearing huge Kennedy buttons. I didn't mention politics and thank goodness, neither did they. However, I got the idea that the heavily industrialized union areas are going Democratic, and in a big way.

Back on the local scene, H. A. Tuck and the Brand news department are running their own "Galloping Poll." They have been circulating sample ballots on the Presidential race in local service clubs, but won't tell me how they are turning out. I told them they need more farmers to get a true picture of this territory. Anyway, it is rather interesting, and they tell me that they plan to run the service club results probably Sunday.

Bess Werner gave me a good talking to the other day. She says she doesn't want to hear another word about any county manager plan. She says this is foolish, and I should know better than to even mention it. I notice where the Deaf Smith County Chamber of Commerce included this question on their annual ballot and asked for an opinion from members.

It has been said that this would be a dull world if everyone agreed on all subjects, and I guess that is right. I was reading about a shoe manufacturer who was anxious to expand his territory, and sent two salesmen into different parts of Africa.

The first salesman wired back: "Impossible to sell shoes here. Everyone goes barefoot. Am coming home." The second salesman wired back the same day: "Sold 900 pair shoes in one village. Everyone has been going barefoot. Never saw so many prospects."

Mrs. Jessie Radovich of Dallas has been visiting here the past few days, and made a special trip to bring by the following joke, which amused her a lot.

The middle-aged man's wife had been badgering him for days to take some "youth pills" she bought for him. He finally relented one evening and took several of them before going to bed.

Next morning, she found it difficult to wake him. She shook him repeatedly and yelled, "Get up, it's time you were out of bed!"

"All right, all right," he answered, eyes squinted, "I'll get up—but I won't go to school."

Jack Renfro is another old boy who gave me a lecture on the fundamentals of politics. Jack says he can usually figure out what I am talking about if he mulls it over for a few weeks, but here lately I am losing him. Jack sort of figures I am basically a pretty

good boy, but am being misled, hoodwinked and generally propagandized.

Bill Dameron created somewhat of a furor when he showed up at a lumber yard clad in a working cap and a pair of carpenter's coveralls. Despite all of the kidding, he did buy a hammer and then strode out the door with a determined gleam in his eye.

Another familiar face we are glad to see in circulation is that of Earlene Ross.

A lot of folks are wondering what happened to Grant Fuller. His hands were encased in white cloth tubes, and he gave every appearance of some amateur who robbed a beehive, or some old boy who got mixed up with poison ivy.

Down through the ages people have argued whether they like summer or winter best. Personally, I am a winter man. You can put the lawn mower away in the garage, and forget the dandelions for several long, delightful months. Occasionally you may have to shovel a bit of snow, but not often. The worst thing about snow is that it will probably make the grass grow next spring. I think winter is the best season; sniffles and all.

TARGET IS ROAD DEVIL
MEXICO CITY (AP)—Reckless driving is a sin under a new edict by Roman Catholic Archbishop Jose Maria Martinez of Mexico City. The archbishop says church action would be taken against Diablos del Volante (Devils on the Wheel).

CURFEW CASH
COLUMBUS, Ohio (AP)—Paying at the rate of a penny a minute, women students at Ohio State University stayed out a total of almost 512 hours beyond curfew one night recently. They were allowed to do so—for one night—if they were willing to pay the penny a minute price. Dormitories netted \$307.14 from the venture.

DALLAS VISITORS
Mr. and Mrs. Sandy Altfeld of Dallas visited Friday evening in the home of Mr. and Mrs. Pick Harman.

Dianthus, a hardy species of the carnation family, is commonly known as Sweet William.

Winter Your Cattle On



For
TOP RESULTS
Price Protection
See
PACKARD MILLING CO.

RANCHERS CATTLE

Being held at the market selling more fresh Ranch consigned cattle than any other auction in this area.

OCTOBER 27th — THURSDAY — 11 A.M.

2000 CATTLE OF ALL CLASSES: Good and choice quality Native calves with a big percentage of these calves being light weight 250 to 350 pounds. A good supply of yearling steers and heifers. A good supply of butcher cattle attend the auction with Ten-Packer buyers offering top market price for them.

OCTOBER 29th — SATURDAY — 1 P.M.

3000 STOCKER & FEEDERS FOR THIS WEEK: This sale is not limited to load lots. Feeder cows, Stocker cows, Native Calves, Yearling Steers & Heifers.

BE YOU BUYER OR SELLER ATTEND THE RANCHERS AUCTION

(Regular Auctions every Thursday* Stockers & Feeders every Saturday)

Dalhart Livestock Auction Co.

Dalhart, Texas
Allen Swenson, Owner - Mgr.
Phone Day or Nite 249-4508

EM 4-2030 WANT ADS

1. FOR SALE Miscellaneous

McCULLOUGH MOTOR COMPANY
West Highway 60
Phone EM 4-3150
CHRYSLER IRRIGATION ENGINES
Sales & Service
B-1-49-TFC

BIG RED BARN
We Buy - Sell - Trade for anything of value. Used Furniture, Appliances and Junk.
EM 4-3552
West Edge of Hereford
Highway 60
B-1-1-TFC

HEREFORD GRAIN CORP.
FOR
• Lawn Grass Seed
• Bulk Garden Seed
• Ground Corn Cobs for Chicken Litter
• Place Your Order Now For Baby Chicks
PHONE EM 4-3755
B-1-32-TFC

BUY-RITE FURNITURE
North End of Main Street
SPECIALS
1 Used General Electric Range A-1 Condition \$60.00
1 Late Model 140 Maytag Washer.
Reconditioned used Maytag Automatic Washers. 90 day warranty. \$49.50 up.
B-1-41-TFC

DEMPSTER PLANTERS, LISTERS AND CULTIVATORS
Sales and Repair Parts
LESLEY MOTOR CO.
345 East 1st St.
Phone EM 4-1600
B-1-33-TFC

HEREFORD GLASS CO.
Expert Car Glass Installation
Table Tops and Window Glass
Picture Frames
392 Park Ave. Ph. EM 4-2652
B-1-25-TFC

FOR THE BEST BUY IN
Storm doors and windows
Electrical supplies
Plumbing supplies
Inlaid linoleum and tile
Formica
Doors and windows
Locks and hardware
Lumber and shingles
Refrigerators and stoves
Air-conditioners and heaters
Washers and dryers
GO TO HAMBY'S
1221 E. 1st St.
Phone EM 4-1345
Or Durward Hamby Phone EM 4-3685
B-1-52-TFC

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

GENERATORS and starters for cars and trucks. Hereford Wrecking Co. Phone EM 4-0680.
T-1-12-18-tfc

FOR GUARANTEED Recapping see Shelton Tire Exchange, 303 East First. Phone EM 4-0311.
T-1-10-25-tfc

FOR SALE Trailer house, 18 foot, \$325.00 111 Bradley EM 4-0408
B-1-10-43-TFC

FOR SALE Nearly new Mahogany drop leaf table and chairs. 511 Star. Phone EM 4-2049.
B-1-14-43-1c

TAKE soil away the Blue Lustre way from carpets and upholstery. It's the finest. Rent our Blue Lustre electric shampoo Machine. Streu Hardware.
B-1-23-47-2c

FOR SALE: Four A type farrowing houses, Robert Betzen. Route 5, Hereford, EM 4-1913.
B-1-13-41-8c

FOR SALE: New Mexico Stocker and Feeder Cattle. W. D. Askew. Phone EM 4-2100 or EM 4-9023.
B-1-13-14-P8

FOR SALE Young Canary Singers. — Phone EM 4-1017.
B-1-9-38-TFC

FOR SALE
1958 GMC Pick-up
Wurlitzer Blod Piano
Cement Mixer
1 Extra Nice Remington Adding machine.
Large Selection of Used Furniture and appliances.
McGEE FURNITURE CO.
B-1-17-2C

FOR SALE: Since the death of my husband, I would like to sell my stock in the Fina Service Station on East Highway 60. Plenty of stock to open. Call Mrs. R. H. Stevens EM 4-1243 before 3:00 p.m.
B-1-38-17-2c

ONE slightly used Beltone Hearing Aid. Make offer. EM 4-2135. 108 West 5th.
B-1-12-17-3P

FOR SALE: 30' Trailer House Gus Walker. 603 Irving.
B-1-9-43-3p

FOR SALE Used 21" RCA Console TV set, with new picture tube. Young's TV Service. 306 West 7th.
B-1-18-17-2C

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

SALE FELT 72", \$1.98 yard Dan's of Canyon.
B-1-9-42-4k

2. FOR SALE Farm Equipment

FOR SALE
Lillian Roto Speed Cutter and Repairs
LESLEY MOTOR COMPANY
345 E. 1st
Phone EM 4-1600
B-2-3-TFC

WE ARE DEALERS
for Peerless Grain Rollers.
Davis Implement Company,
144 W. 2nd St., Phone EM 4-2811.
B-2-35-TFC

AUCTION SALES
Get Full Value
Phil and Cal Walker
Box 611, Claude, Texas
Nite Phone Goodnight Exchange WI 4-3512.
B-2-41-4P

FOR SALE 1956 MM Pump engine, six cylinder. Robert Betzen. Route 5, Hereford, EM 4-1913.
B-2-14-41-8c

FOR SALE or Trade good used 14 foot Hume pickup reel. Reasonable. Glen Andrews. BR-6-4113.
B-2-15-17-3p

MODEL 60 Allis-Chalmers Combine with Hesston pick - up attachment. One M - M Corn picker. Lee Renfro EM 4-0786
B-2-15-43-2b

3. FOR SALE Automobiles

FOR SALE - 1955 Plymouth 4-door. - Privately owned. Call EM 4-0430 before 5 p. m. or EM 4-0165 after 5 p. m. on week ends.
B-3-18-37-tfc

We Pay Cash for Used Cars.
MILBURN MOTOR COMPANY
225 N. Sampson
Phone EM 4-0077
B-3-33-TFC

4. REAL ESTATE For Sale or Trade

We have any amount of money you need: Farm and Ranch loans; F. H. A. and G. I. home loans. Complete loan service at. . .
Fourth Street Real Estate
128 W. 4th EM 4-0023
Hereford, Texas
B-4-40-TFC

T. J. CARTER REALTY CO.
Representative of TRAVELERS INS. CO. can make the best 15 and 20 year loans on farms and ranches. We can refinance existing loans to improve or drill wells. See us for quick and excellent appraisals and commitments.
Phones: EM 4-0188 or EM 4-0469
341 N. Main St.
B-4-17-3P

FOR SALE: Four A type farrowing houses, Robert Betzen. Route 5, Hereford, EM 4-1913.
B-1-13-41-8c

FOR SALE: New Mexico Stocker and Feeder Cattle. W. D. Askew. Phone EM 4-2100 or EM 4-9023.
B-1-13-14-P8

FOR SALE: Building lot 1 1/4 mile south of Hereford. On Pavement. Phone EM 4-0490.
B-4-13-41-TFC

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B-4-13-41-TFC

FARM AND HOMES

Irrigated 320 A. on paving. 88A wheat allot, 9A cotton. Only \$15,000 down.
320 Acres, 2-8" wells. On paving, improved, \$14,000 down.
225A, on paving, improved. 2-8" wells. \$12,000 down, balance terms.
Nice 160A. 1/2 Mile off paving. 1-8" well, only 29% down.
Nice 3 bedroom brick with double garage, near schools. Price \$17,000. \$3,500 down, balance existing loan. 3 bedroom stucco, near schools. Price \$7,000. \$1,000 down, balance good terms.
2 bedroom stucco. \$6,000. \$500 down, balance terms.
2 bedroom brick. \$7,500. \$500 down, balance terms.
We have a good selection on all types of property.
Farms, Ranches, Homes, Motels, Business property and others.
WE SPECIALIZE IN SALES & TRADES. WHY NOT TRADE WHAT YOU HAVE FOR WHAT YOU WANT????
J. M. HAMBY REAL ESTATE
1221 E. Highway 60
Office Phone EM 4-1345
J. M. Hamby Res. EM 4-2553
Gerald Hamby Res EM 4-1534
B-4-42-TFC

CAFE, Trailer Court and House on lots 140' x 200' on Highway 60. Desirable for Drug, Super Market or Furniture. Consider sound trade. P. O. box 444 Friona Texas.
B-4-26-43-2p

320 ACRES
Located in the Westway area. 2 good 8 in. wells on natural gas. Large house and barn. About 1/2 grass. Ideal stock farm. \$20,000 down will handle this one.
160 ACRES
10 miles Northwest of Hereford. Liveable house, barn & pressure pump. One good 8" well. Small wheat and cotton allotments. Priced to sell. \$10,904 will handle. Option on another 160 to go with this one.
3 ROOM HOUSE
This is a nice little house on two lots. \$3,600. \$500 down.
3 BEDROOM HOUSE
Very good 3 bedroom, brick home. Good location. This house has enough storage for anyone. Priced at \$18,500. You get a lot of home for your money here.
LISTINGS WANTED FOR ALL TYPES OF REAL ESTATE, LARGE AND SMALL.
FOURTH STREET REAL ESTATE
128 W. Fourth
Phone EM 4-0023
Hereford, Texas
B-4-43-1C

EXCLUSIVE. 30A Near Muleshoe. Good land, 10" well, some underground pipe, two bedroom house on mail and school route. Priced to sell. Phone, office, 3-2749 Res. 3-6549 Texas. E. E. Holland Real Estate.
B-4-37-43-2C

NICE 4 bedroom home. 2 baths. Double car-port. Lot and shelter for 2 horses. Fenced front and back yards. \$20,000. Very small down payment.
Three bedroom home. Beautiful price. \$7,500. Low down payment, balance \$60.00 per month. Garage and carport. Close to grade school and up-town. Don't need a car here.
Extra nice two-bedroom home on Star Street. Fenced back yard, very good price at \$11,000. This one can be bought for about \$750 down, very small payments on balance. Must see to appreciate.
WE SPECIALIZE
In Sales of motels and hotels. Priced from \$45,000 to \$3,000,000. Sale, trade or 29% down. Just call or come to see us.
JUSTICE REAL ESTATE
EM 4-1757 or
Lucky U Motel, EM 4-2180
B-4-28-TFC

FOR SALE: Building lot 1 1/4 mile south of Hereford. On Pavement. Phone EM 4-0490.
B-4-13-41-TFC

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B-4-13-41-TFC

FOR SALE half section 16 miles West of Seminole, Texas in good water district. F. W. Coobs, McLean, Texas.
B-4-19-16-4p

HOMES

One of our best, 3BR Brick located in NW Hereford, this lovely home has everything; large comb. kitchen & den, large living R., lots of closet area. 2 baths, 2 car garage. See us for details.
00000
Lovely 3 BR brick in NW Hereford. 2 baths, 2 car garage, central heat and refrig. air. Double fire place, carpeted, plenty closet area. Would TRADE for small house for part of his equity.
00000
Extra nice 3BR Brick, C. heat, red wood fence, lovely lawn, on corner, near school in NE Hereford. FHA 4 1/2 % loan with Mo. pay \$74.00. Price ONLY \$14,000.00.
00000
4 BR Frame on Star St. 2 baths, large L. Rm., Den. Will FHA for \$15,000. If you need lots of room let us show you this one.
00000

FARMS
160A. on pavement, real nice home, granary, sheds, 1 strong 8" well, lays perfect for watering, no Johnson nor weeds, 3 A. Cotton & 47 A. wheat base. Price \$54,400.00 with 29% down, bal. 15 yrs. @ 5%. This is a dandy.
00000
1/2 sec. well improved, on pavement 8 mi. Hereford, lays extra good, no Johnson grass. 4 Irrigation wells, 1 1/2 Mi. underground tile, 72 A. wheat, 6 1/2 acres cotton. Price \$100,000. No loan on this farm but owner will make good terms. We have other fine farms for sale or trade also 2 fine grass ranches. See Us.
HUGH BOOKOUT REALTY
Hereford
Phone EM 4-3161
B-4-16-TFC

MAKE AN OFFER BEAUTIFUL HOME SITES
Located south of Hereford on Dimmitt highway. 150' front, 208' deep. Natural gas. Public service. Only 2 sites left. Going to sell to best offer.
N. L. WESSON
412 West 12 St.
Plainview, Texas
Phone CA 4-4922
B-4-42-TFC

MAJOR COMPANY SERVICE STATION for lease. Corner highways 385 and 60 in Hereford. For information contact A. L. Lester, Lucky U Motel, or at Station, or Call DR 2-2251, Amarillo.
B-10-29-9-tfc

VACANCY for elderly lady at 501 West Fourth. Call EM-4-1051.
B-10-9-17-3p

11. Business Services

PORTABLE Disc Rolling. Home owned, home operated, Ralph Paul, EM 4-1842.
B-11-10-16-tfc

WELL WORK
Drilling Deepening
Pressure Pumps Windmills
J. E. TURNER
Phone EM 4-2194
B-11-41-6P

EXPERT REPAIR On all type of clocks. Cowan Jewellery.
B-41-9-19-tfc

FOR GENERAL BUILDING AND REPAIRS
SEE US
We do all types of work
Building & Remodeling
Storm Cellars
Roofing Stucco
Interior Decorating
Outside Painting
Perfapating Textoning
DURWARD HAMBY
Ph. EM 4-3685 611 Blevins
B-11-49-tfc

FREE REMOVAL of dead stock call EM 4-0284 Hereford or DR 2-3655 collect. Amarillo Rendering Co.
T-11-14-23-tfc

PORTABLE DISC ROLLING
Scalloped or plain. Jacobson Brothers. Phone EM 4-1543.
B-11-10-23-tfc

Controls. Service-Sales-Repairs
OWENS and HOLLINGSWORTH
Electric Irrigation Motors —
307 E. Third - Hereford, Texas
Ph. EM 4-3545 or EM 4-3572
B-11-53-TFC

FOR RENT Two bedroom unfurnished house. 8 miles north on 385 1/2 West. Call EM 4-1408 after 5:00 p. m.
B-5-18-41-tfc

LARGE four room furnished apartment. Whites only. No pets. Phone EM 4-0694.
B-5-11-43-tfc

FOR RENT Unfurnished duplex. Private bath, 109 B Union Avenue. Call EM 4-2714.
B-5-11-43-TFC

ONE bedroom unfurnished house. Attached garage. Fenced yard. Whites only. Phone EM 4-3778.
B-5-12-17-tfc

6. WANTED

WANTED stalk and weed shredding, land planning, have 15 foot shredder, 65 foot land plane, Bud Carthel, DR 2-1791, Amarillo.
B-6-19-17-4p

8. HELP WANTED

YOUNG, MARRIED Man for clothing store in Hereford. Some experience preferred. Write, giving full qualifications, Dept. GS, Box 673; Hereford.
B-8-20-14-tfc

WOMEN WHO NEED MONEY ACT NOW
The demand for **AVON COSMETICS** is tremendous! Christmas Business is booming, with Avon openings in Dawn, Umbarger, Frio and Summerfield communities. Write Box 1083 or call Mrs. Balch, DR 2-7415, Amarillo.
B-8-17-3C

9. Situations Wanted

CUSTOM FARM work, all kinds. Robert Betzen, Route 5, Hereford, EM 4-1913.
B-9-11-41-8c

10. NOTICE

CLINTON Sales & Service
Complete Service and Repairs on all air cooled Engines & lawn mowers.
BLANTON BUTANE, INC.
Phone EM 4-0220
B-10-7-TFC

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

HOLLINGSWORTH MOTOR SERVICE
Magneto's, Starters and Generator Repair. Electric Pressure Pump Motors.
307 E. Third Ph. EM 4-3545
B-10-53-TFC

MAJOR COMPANY SERVICE STATION for lease. Corner highways 385 and 60 in Hereford. For information contact A. L. Lester, Lucky U Motel, or at Station, or Call DR 2-2251, Amarillo.
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EXPERT REPAIR On all type of clocks. Cowan Jewellery.
B-41-9-19-tfc

FOR GENERAL BUILDING AND REPAIRS
SEE US
We do all types of work
Building & Remodeling
Storm Cellars
Roofing Stucco
Interior Decorating
Outside Painting
Perfapating Textoning
DURWARD HAMBY
Ph. EM 4-3685 611 Blevins
B-11-49-tfc

FREE REMOVAL of dead stock call EM 4-0284 Hereford or DR 2-3655 collect. Amarillo Rendering Co.
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B-8-17-3C

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B-9-11-41-8c

Stanton Seventh Grade Wins Championship Without Loss

BY WAIN MILLER
BRAND SPORTS WRITER
The Stanton Junior High Seventh Grade Dogies won their Conference Championship by defeating the Coronado seventh graders from Plainview by the score of 12-6, in an exciting game played here Tuesday night.

The Dogies remained undefeated and untied during all four of their Conference games, and throughout the rest of the season. They have only one game left as they play at Friona next Tuesday. The Seventh graders have racked up 172 points, while their opponents have scored only 48 points against them in eight games.

In the game played here Tuesday night, the Dogies defeated Coronado Junior High from Plainview by the score of 12-6. Steve Hodges turned in a touchdown, while Randy Dooley scored the other of the Dogies' scores. Both scores came to climax long drives by the hustling Dogie offense.

Seventh Grade coach Archie Outer said that excellent teamwork, spirit, and outstanding cooperation led the Seventh graders to their Conference Championship.

Truly, the Seventh graders can be proud, as this is the first time a team from Stanton Junior High has ever ended up as Conference Champions in the school's history.



GILBERT E. CARLYLE, formerly of Hereford, has accepted the position of public relations assistant in the Dallas home office of Southwestern Life Insurance Company. He joined the public relations department in August, 1957, as editor of publications. He graduated with a bachelor of arts degree in journalism from North Texas State College and formerly served as sports editor and general writer for the Brand.

Hospital Notes

Patients in Hospital

Van Scott, 314 Ave. J.; Mike Glen Perry; Vega; Mrs. Vincent Waltersheid, Rt. 4; Mrs. Felisciano Ortiz, Labor Camp; Mrs. A. E. Edwards, Rt. 1; Mrs. Herman Gray, 101 Ave. B; Cansome Hay Bogle, Rt. 4; L. Park, Rt. 1; Lisa Ann Simpson, Dimmitt; Ira J. Loving, Rt. 2; Mrs. R. A. Darrow, Dumas; Mrs. C. C. Barnett, Plainview; Mrs. Joe Camarillo, 24 Ave. H.; Harry Denges, Vega; Linda Stephen, Box 204; Mrs. Fritz Hoffman, Box 83; Mrs. Douglas Ruland, Box 625; Mrs. Samie West, Rt. 5; Mrs. Lupe Morin, Gen. Del.; Mrs. Jack Tomlin, Friona; Mrs. H. Hershey, Rt. 1; Mrs. Harrison Spears, Rt. 4; Daniel Martinez, Box 225; Ted Hardwick, Friona.

Patients Dismissed

Mrs. Ernest Hernandez, Mrs. John Skaggs, Lee McAfee, Donna Raye Hudson, Mrs. George Huggs, and M. L. Simpson Jr. 10-22.
Wanda Defibaugh, Mrs. L. L. Cannon, Pete Ramos, Mrs. Francisco Vasquez, Mrs. Frank Zachary, and Cathy Crist. 10-23.
Mrs. C. W. Owen, P. H. Korstens, Mrs. Cruz Sotelo, Mrs. Reyes Estrada, and Mrs. George Letzsche. 10-24.
Mrs. Bill Hardwick, O. A. Smith, Mrs. O. A. Smith, and Teriberto Martinez. 10-25.

ATTEND CONVENTION
Mr. and Mrs. Ted G. Higgins, 22 Sunset Drive, left Thursday to attend the Texas Red Cross Conference being held in El Paso. Both Mr. and Mrs. Higgins are active in Deaf Smith Chapter in all phases of Red Cross Work.

Three-Year-Old Feted At Party

Three-year-old Craig Kerr celebrated his birthday Saturday, Oct. 22, with a birthday party in the home of his parents, Mr. and Mrs. Clifford Kerr, 204 Western.

Theme for the party was Halloween, and table decorations consisted of a jack o' lantern centerpiece, orange candles,

cups, plates and napkins, carrying out the Halloween motif. The birthday cake was decorated in various colors with orange predominating.

Favors for the children were Halloween hats, blow-outs and balloons. Each little guest was awarded a prize. After eating birthday cake and ice cream they played games in the backyard.

Children present were Vickie and Sandy Lee, Ken and Randall Maxwell, Derima Smith,

Larry Driver, Jamie Ricketts, Randy Carter, Bill Kerr and Lynn Lauderbeck.

Mothers present were Mrs. Armon Lauderbeck, Mrs. Doc Carter, Mrs. Albert Ricketts, Mrs. Kenneth Maxwell and Mrs. Pat Kerr.

Special guests included Gloria Covington, Mrs. Worth Covington, Mrs. Paul Mathers and Mrs. W. S. Kerr.

Ankara, capital of Turkey, has a population of about 500,000.

Look Who's New!

Mr. and Mrs. Vincent Waltersheid are the parents of a daughter born Oct. 22 at 3:37 p. m. and weighing seven pounds 1/2 ounce.

Mr. and Mrs. Fritz Hoffman are the parents of a son born Oct. 22 at 6:26 p. m. The baby

weighed nine pounds four 1/2 ounces.

Mr. and Mrs. Joe Camarillo are the parents of a girl born Oct. 23 at 2:30 a. m. and weighed six pounds six and 1/2 ounces.

DRIVE TO LUBBOCK

Mr. and Mrs. Jim Wiman drove to Lubbock Saturday where they attended the Texas Tech-SMU football game.

Have you read the classifieds?



Shown here are the 8-drawer Double Dresser with framed tilting Mirror; 6-drawer Chest and full size Chairback Bed.



YOUR CHOICE ANY GROUP SHOWN!

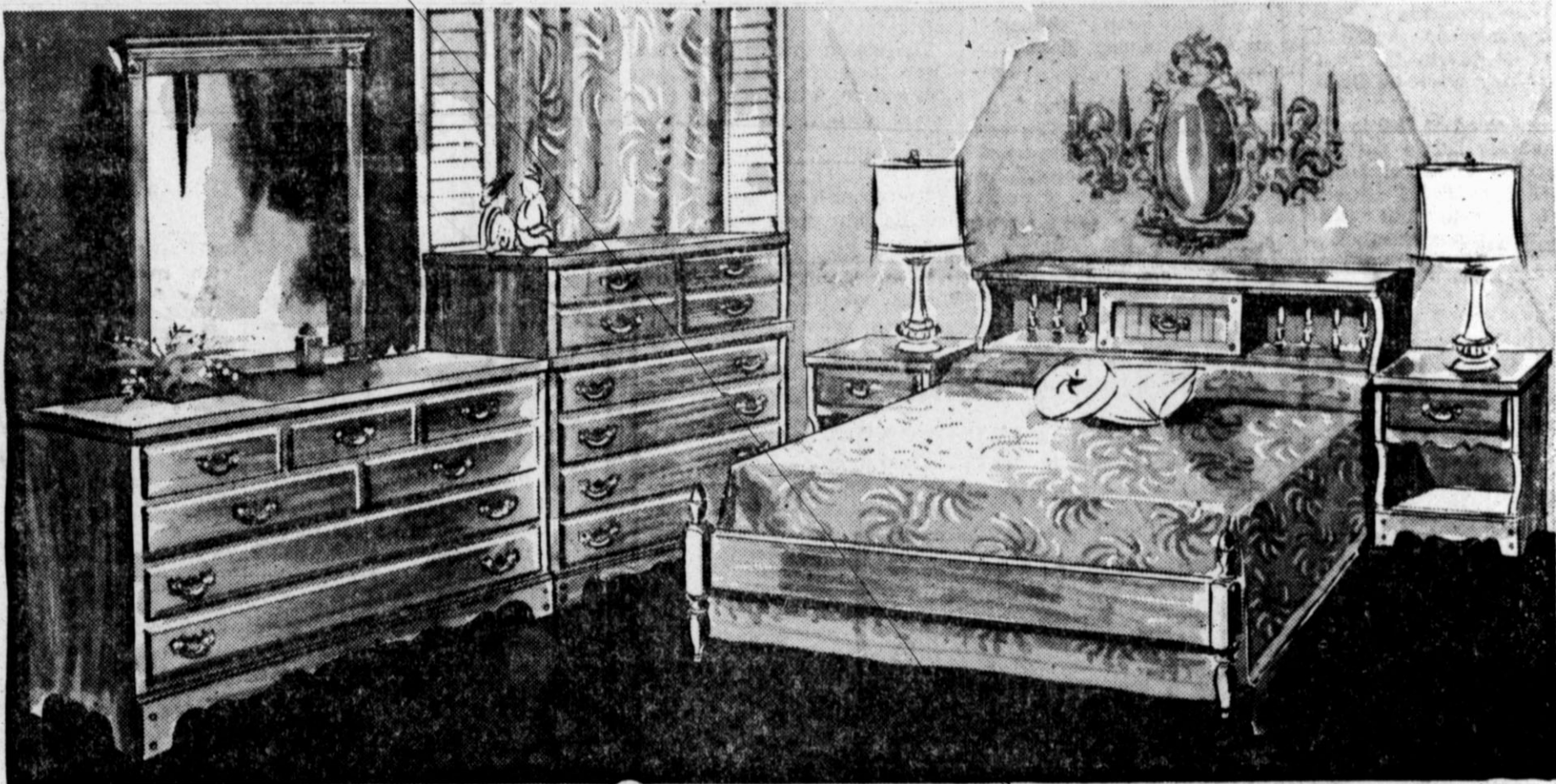
\$164⁰⁰

Includes individual pieces as illustrated. Nite tables extra.

Whether your rooms be large or small you can give them the charming Colonial atmosphere by selecting individual pieces or groups of pieces, to suit your taste, from the handsome 1776 Collection by Johnson-Carper. Many other combinations are possible in addition to the ones illustrated.

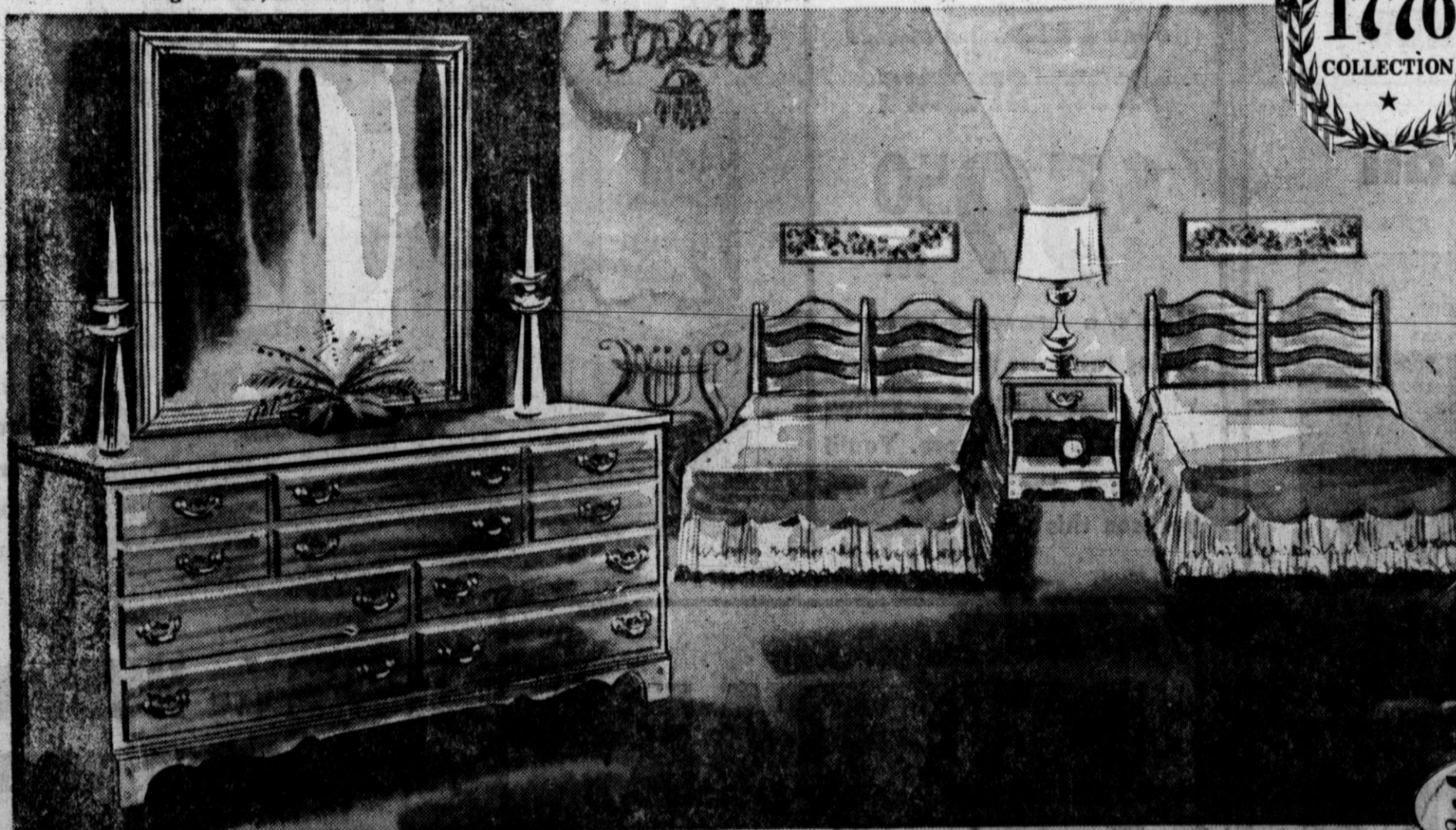


Matching high pressure laminated plastic tops resist heat, cigarette burns, solvents such as fingernail polish remover, alcohol and water.



Above: Dresser with framed tilting Mirror; Bookcase Bed and 6-drawer Chest.

Below: 10-drawer Triple Dresser, framed tilting Mirror, and two twin-size Chairback Beds.



- Desk with 6 drawers..... 62.30
- Chair..... 13.90
- Handsome High Boy, 8 drawers..... 83.05
- Cannon Ball Bed... 54.70
- Corner Desk and Chair..... 49.00
- Settler's Bed..... 39.00
- Roomy 8-drawer Chest on Chest..... 89.10
- Bachelor Chest, 4 drawers..... 49.90
- Corner Chest, 4 drawers..... 53.20
- Bachelor Chest, 4 drawers..... 49.90

H & H DISCOUNT FURNITURE CO.

West Highway 60 — Hereford, Texas



HEREFORD FALL MALL was not confined to city for display on Main Street. The craft ground-moving vehicles last Saturday — got a lot of attention as did new model a single engine plane was taxied into the cars and farm machinery. (Staff Photo)

Eighth Graders Dropped By Plainview's Coronado, 42-24

BY WAIN MILLER
BRAND SPORTS WRITER
The Eighth Grade-Stanton Dogies met their fourth downfall of the season as they were downed by Coronado Junior High from Plainview by the score of 24-42 here Tuesday night.

Speedy halfback Jimmy Jones from Coronado led his team to victory by scoring 30 of their 42 points by "out-running" any would-be Dogie tacklers.

The score stood at 28-0 in the second quarter before the Dogies managed to score. Dogie halfback Johnny Dowd crossed the goal to score the first touchdown for the Dogies shortly before the half.

Frank Cain fired a screen pass to end Lynn Cook for the extra point to set the score at 28-8 at the half.

Coronado halfback Jerry Totty turned in a 40-yard race to score in the third quarter, and then he followed through with the two extra. Frank Cain divided the final foot to climax another long Dogie drive and score in the fourth quarter, with only a minute remaining, putting the score at 16-36.

Coronado racked up two firsts, before Dogie Robert Strange stepped in to intercept a pass on the 50, with 45 seconds remaining. Frank Cain completed a pass to end Gary Robertson, who took the ball on the

40 and ran all the five before being dragged down. Dick Rogers took over from there to score with 20 seconds left. Cain completed one to Lynn Cook for the extra points.

Plainview moved the ball to the 50 in two plays, and then left half Jerry Totty saw daylight and scampered 50 yards for the final score, to make it 42-24.

The eighth graders have won three, tied one, and lost four this season, with three of these losses coming in Conference play.

The Church of Sweden now has its first three women ministers.

Courthouse Records

Vehicle Licenses

Uva Hargett, 1954 Chevrolet; Wenseslado Villegas, 1952 Chevrolet; Dicha Petroleum Corp., 1961 Chrysler; Garland McClure 1960 Ford; H. Dale Hinds, 1948 Chevrolet; V. M. Young, 1953 Ford; H. M. Kinsey, 1961 Chevrolet; Paul De La Cruz, 1961 Chevrolet; Lillian Schueler, 19-

54 Chevrolet; C. L. Collins, 1960 Ford; C. A. Jackson, 1956 Mercury, 10-22.

Robert H. Alvarez, 1954 White Tractor; Joe S. Somera, 1961 Ford; Bryant Bros. Const. Co., 1959 Chevrolet Pickup; Guadalupe G. Arroyos, 1950 Oldsmobile; Owens and Hollingsworth, 1961 Chevrolet 1/2 T.; Joe D. Garza, 1957 Chevrolet 2 T.; John B. Allen, 1958 GMC Trk. 10-24

Cecil Northern, 1954 Plymouth; Ivan Block, 1949 Int'l Trk.; C.

W. Mizner, 1939 Jaguar; Jesse Fuller, 1960 Ford; F. J. Duderstadt, 1958 Ford; Clayton S. Watkins, 1961 Ford, 10-25

Warranty Deeds

Lloyd Garner Reddock, trustee, to Hereford Texas Congregation of Jehovah's Witnesses; Lt. 6, Blk. 1, Bockstahler, Koetzel and Kokomoor Subd., part of Blk. 25, Evans Add.

Deeds of Trust

W. J. Messick to C. B. Beasley; Lt. 47, Allison Subd., Blk. 2, W 1/2 of Blk. 3, E. part of Blk.

Graveside Rites Set For Infant

Graveside services for DeWayne George Spear, infant son of Mr. and Mrs. Harrison Spear, Rt. 4, will be held Thursday at 2 p. m. in Rest Lawn Cemetery.

15, Welsh Add.

Marriage Licenses

None.

The child was born at 11:20 a. m. Tuesday and died at 2:30 p. m. Tuesday in Deaf Smith County Hospital.

He is survived by his parents, one brother and one sister; his grandparents, Mr. and Mrs. Alvy Kepphart, Pennsylvania, and Mr. and Mrs. William Spear of Ohio.

Earnest Highers, minister of the Central Church of Christ, will officiate.

Services are under direction of Marcum-Scott Funeral Home.

MIRACLE VALUES DURING THIS SPECTACULAR 2 FOR 1 LOW PRICE SALE!

BUY THIS BEAUTIFUL THREE-PIECE BEDROOM SUITE AT REG. PRICE OF

\$188⁵⁰



AND GET THIS 2-PC. SUITE FREE While They Last!

MATTRESS AND BOX SPRING \$59⁵⁰ SET

Here's a heavy duty inner-spring mattress that compares with most mattresses selling for much, much more. You'll recognize the quality when you see this set.

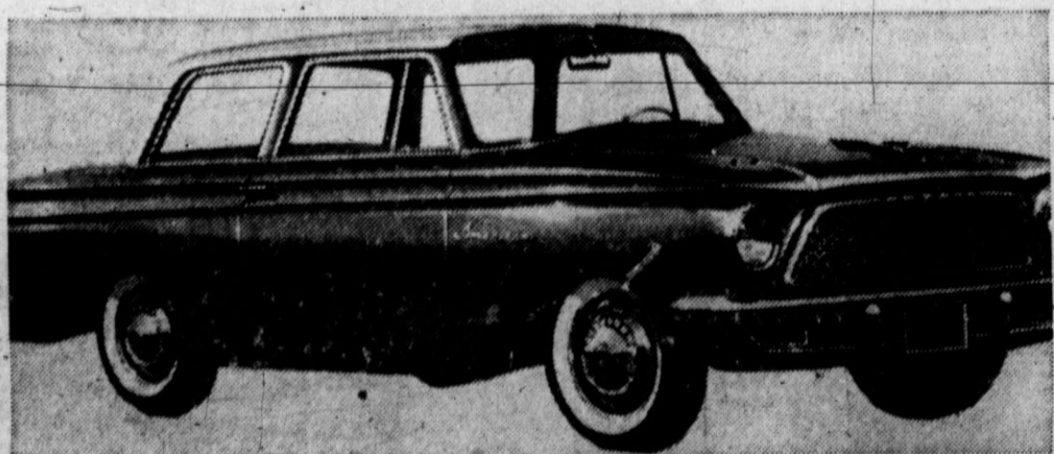


When you buy the three-piece suite above, you get this 2-piece suite free. It has a big 9 drawer, 60-in. dresser with 44x32 mirror. Top has Rel Var finish. Also, a lovely bookcase bed to match.

ARE YOU ECONOMY CAR MINDED?



IF YOU ARE... SEE THE NEW Rambler American



Take a test drive and see how Rambler has combined Economy with Driving Comfort. You'll like the 1961 Rambler American, completely new front to rear.

Kinsey-Osborn MOTORS

142 N. Miles

EM 4-0990

THE BIG RED BARN

West Highway 60 -- Hereford

HURRY - HURRY - HURRY

THESE SUITES WON'T LAST LONG
--- GET YOURS TODAY!

THE STORE WHERE YOU GET THE BEST FOR LESS!



THE QUICK, deft fingers of parachuting instructor Earle Parks of Amarillo folded the lines that later supported his weight when he made a free fall jump from 3,000 feet Sunday afternoon. Although his hands moved rapidly, he made certain every line was without a tangle as he packed the chute.



FOLDING the silk carefully, Parks has nearly completed the packing of another parachute. The chute is held in a pack by a number of elastic straps and snaps. When the ripcord is pulled after the parachutist leaves the plane, all snaps must release smoothly. He checks and double-checks every operation of packing a parachute.



LELAND SHELTON of Hereford, right, gets into his parachute before making a static line jump Sunday afternoon at Hereford Airport. Earle Parks, left, helps Shelton tighten the straps holding the parachute on his back. The four 'chutists say they would rather make jumps than eat.

'Chuting For Sport Of It



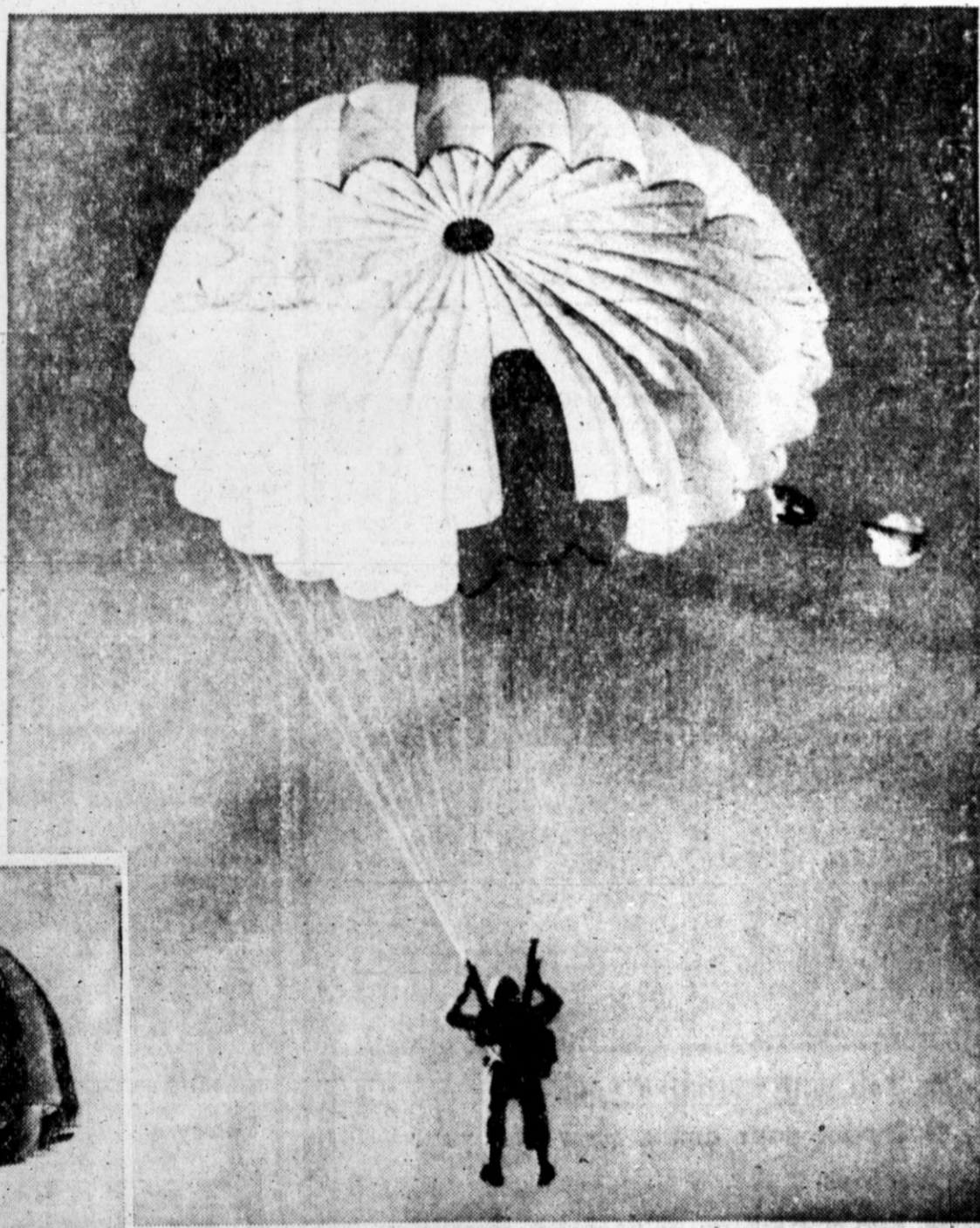
IN JUMPING POSITION, Gaylon Patterson stands on the plane's wheel while holding onto the wing strut waiting for Earle Parks to signal him to jump by tapping him on the shoulder. Patterson, formerly of Hereford and now a stu-

dent at Texas Tech in Lubbock, has made seven jumps. He made two jumps Sunday afternoon. The picture below was taken only an instant after the above shot was taken. Patterson made the jump from 3,000 feet.

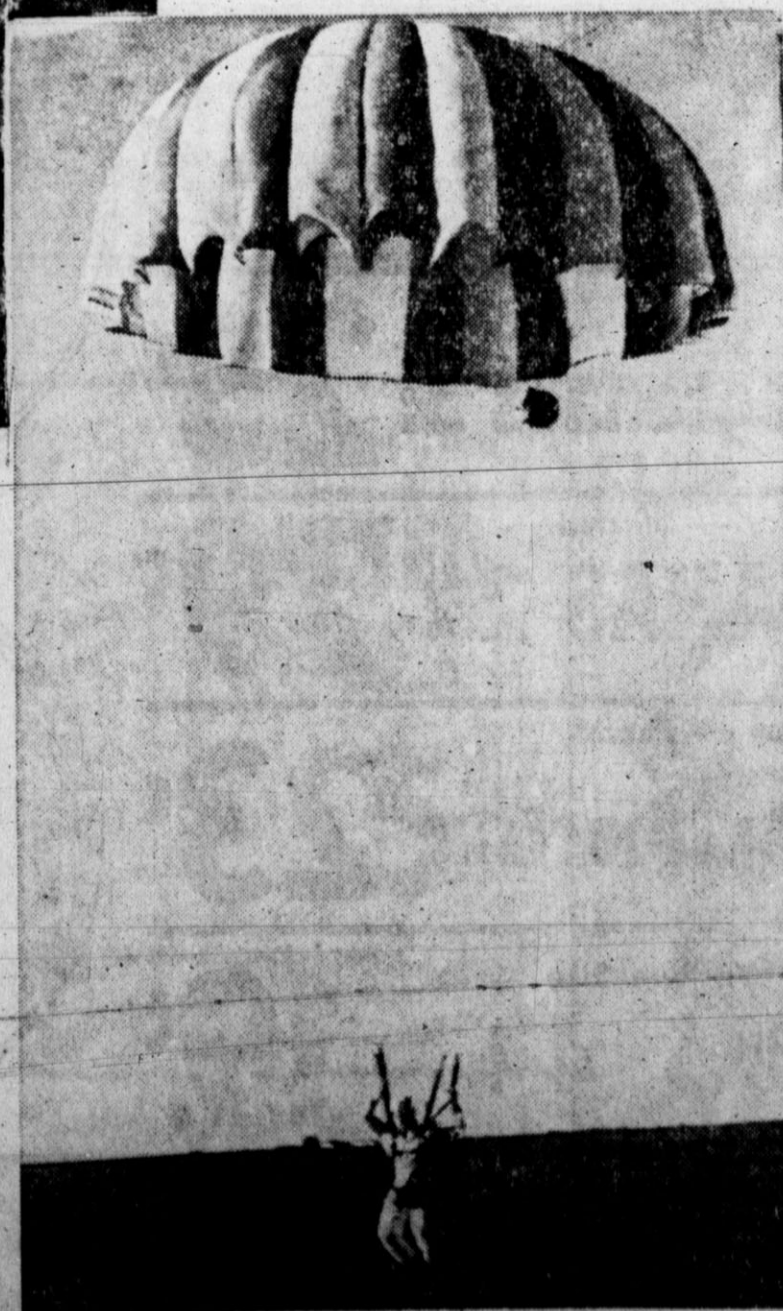
THE HEREFORD BRAND

Hereford, Texas,
Thursday, October 27, 1960
Section Two

Astounded Hereford residents gasped Sunday afternoon as four members of the Hi-Plains Sport Parachuting club made jumps from planes over Hereford Municipal Airport. Members made free falls and static line jumps from 3,000 or more feet throughout the afternoon. One of the jumpers, Leland Shelton of Hereford, is trying to get a sport parachuting club started here. Making jumps were Earle Parks of Amarillo, a parachuting instructor in the club; Gaylon Patterson, formerly of Hereford and now a student at Texas Tech; Willard Hayes of Canyon, an instructor at West Texas State College; and Shelton.



THE JUMPIN' PROFESSOR, Willard Hayes of Canyon, nears the ground after making a jump Sunday afternoon at a Hi-Plains Sport Parachuting Club exhibition at Hereford Airport. Hayes made a 20-second delay jump. He is an instructor at West Texas State College in Canyon.



COMPLETING a static line jump Sunday afternoon, Leland Shelton of Hereford hits the ground only a few yards from the target area. Shelton has made seven jumps with the club, which has headquarters in Amarillo. His instructor is Earle Parks of Amarillo. Note Shelton's legs as his feet hit the turf.



UNSTRAPPING a limp parachute from his back is Willard Hayes after completing a 4,000-foot jump Sunday afternoon. He had just made a 20-second delay jump. He has made many jumps with the Hi-Plains Sport Parachuting Club.

STAFF
PHOTOS
BY
DAN
MUDD



GAYLON PATTERSON hits the silk. Note Parks' arm above Patterson's falling body. Parks tapped Patterson on the shoulder as a silent signal to jump, then followed Patterson out the door a few seconds later. Both hit within 40 yards of the target near the airport runway.

Phillip, Albert Sciumbato Attend Meeting In Dallas

BY MRS. OWEN ANDREWS

Mrs. Carl Sciumbato and sons Phillip and Albert were in Dallas recently for the boys to attend a dealers meeting there. The boys are dealers for motor scooters, and they met in the Baker Hotel, Dallas, for a banquet and business meeting at the noon hour on Oct. 19.

The Sciumbatos visited an aunt while there and also went to the State Fair.

Mr. and Mrs. George Zetsche are the parents of a baby girl born on Oct. 21 in the Deaf Smith County Hospital. She has been named Georgia Cay. The mother and baby went home on Monday.

The other daughter, Ann, spent the weekend with her grandparents, Mr. and Mrs. Owen Andrews. She visited her cousins, Rocky and Kirk An-

draws, on Friday night.

Mr. and Mrs. J. B. Zetsche of Bowie, also grandparents of the new baby, came on Saturday and spent that night with another son, Robert and family, at Friona. Zetsche returned home Sunday and Mrs. Zetsche remained to spend several days with the George Zetsches.

Mr. and Mrs. Earl Harkins and Russel spent the weekend in Albuquerque, N. M., visiting Mrs. Harkins' sister, Mrs. Dwain McGuire and family.

Attending homecoming at Texas Tech in Lubbock Saturday were Mr. and Mrs. Olin Parris and Walker and Mr. and Mrs. Johnnie Robinson and Staci. The Robinsons visited Saturday night and Sunday in the home of his parents, Mr. and Mrs. Roy Robinson at Wilson. The Parris visited his parents, the H. A. Parris, also of the

Wilson Community.

Mr. and Mrs. T. L. Sparkman and Mr. and Mrs. G. W. Parker ate dinner together at a local diner and spent Sunday afternoon driving into New Mexico as far as the San Jon area, observing the country and visiting.

Mr. and Mrs. T. L. Sparkman spent Friday night and Sat-

urday visiting her brother, F. J. Springer and Mrs. Springer, and other relatives at Kress. Mr. and Mrs. Joe Autrey, Jodi and Mike, ate Sunday dinner with the David Yagells.

Mrs. G. W. Dalton of Plainview came Friday to spend several days visiting her daughter, Mrs. A. L. Hodges and family.

Veradelle Andrews and Alma Andrews took Loreta Fowler to Claude Saturday, where Miss Fowler met other 4-H leaders to go to A&M College at College Station. They are to attend a short course in 4-H work this week.

Mr. and Mrs. Arthur Betts and Jimmie visited relatives of Mrs. Betts, the Bedford Culp family in Hereford, Sun-

day afternoon. The Culps recently returned from Cashmere, Wash., where they lived for about a year. They are now looking for a farm in this area.

Tommie and Dale Schmidt, sons of the Herb Schmidts, Westway, stayed with Mr. and Mrs. James Dobbs Tuesday through Friday while the Schmidts were in Clinton and Correll, Okla., visiting their parents. Schmidt was doing some work for his father, D. P. Schmidt, also.

Mrs. Earnest Harder drove her parents' car and took them to their home in Clinton, Okla., Tuesday of last week. The Schmidts had been here for several months as Mrs. Schmidt has been ill and Mrs. Harder has

been caring for her. Mrs. Harder returned home by bus on Wednesday.

Mr. and Mrs. Joe Andrews of Canyon spent Saturday night and Sunday with his parents, Mr. and Mrs. Owen Andrews, and other relatives in the community.

Mr. and Mrs. Henry Dobbs returned Sunday from a 10-day visit with their fathers at Sparta, Tenn. Dobbs' father, who has been seriously ill, was improved when they left. The Dobbs visited a short time at Clinton, Okla., with the D. P. Schmidts, on the return trip. Mrs. T. L. Sparkman Jr., Mrs. James Dobbs went to Amarillo Monday to shop.

The Rev. and Mrs. B. H. Baldwin and Eugene, and Mr.

The Hereford Brand, Hereford, Texas, Thurs., Oct. 27, 1960

and Mrs. W. H. Andrews went to Abilene Saturday. They were met there by Godfrey Baldwin and Delores, who attend Texas University at Austin. They attended Hardin-Simmons homecoming festivities together.

Visiting the Mark S. Addens during the weekend were Mrs. Mrs. Floyd Guinn and her sister Ann, all of Levelland, another sister, Margie, from Plainview, and her brother Phil of Canyon. Also, Mrs. Shadden's uncle and aunt, Mr. and Mrs. Virgil Lowery, of Needles, Cal., were visiting them. When the Guinns returned home Sunday evening, they took Phil to Canyon, where he attends WT, and Magie to Plainview, where she is a student at Wayland.

The Bill Williams family of Abilene spent Sunday with the family of her cousin, Mrs. Harlan Barber.

Darlene Sparkman spent Sunday with Carol Robbins.

Dr. Milton C. Adams
OPTOMETRIST
Office Hours
8:30 - 5:00
335 Miles Avenue
Phone EM 4-2255
Hereford, Texas

Football Contest Standings To Date

Halfway mark in the Hereford Brand's football contest was reached this week, with a number of entrants still in contention for the grand prize of Cotton Bowl tickets.

Following are standings in the contest:

Cliff Arnold	64
Zula Arney	59
James Arney	58
J. S. Bennett	50
Dale Blakney	75
Jim Bookout	62
Opal Bookout	66
Ronnie Botkin	73
Ken Brock	70
Herbert Bruns	73
Cawthon Bryant	74
John David Bryant	76
Mrs. Cawthon Bryant	73
Wendell Burdine	69
L. J. Clark	84
Thomas Coffman	65
Kenneth Cowan	68
Jim Curtsinger	57
O. C. Curtsinger	65
Sammy Curtsinger	76
Greg Combs	60
David Dowell	75
W. B. Dowell	55
Johnnie Ellison	66
Opal Ellison	66
Gayle Galley	73
Ronnie Gray	80
Joe Hamilton	57
David Hopper	66
Chester Harrison	75
John Hopper	54
Gene King	79
Jake King	57
Jane Kirby	74
Terry Kirby	75
Mrs. Bobbie Kitchens	79
W. H. Kitchens	76
Daniel Loerwald	68
E. H. Loerwald	74
Harold Loerwald	72
Ralph Loerwald	73
W. O. Logan	68
Raymond Lueb	81
Janetta Maloney	67
Wendell Maloney	76
Bud Martin	72
D. C. Martin	77
Rita Martin	71
David Miles	71
Harold Morton	65
Dixie Murphy	75
Jerry Murphy	76

Ansel McDowell	74
Fred Martin	52
Pat Miller	61
Gary Paetzold	59
Gale Page	68
J. R. Patterson	73
Dallas Phillips	81
Betty Pickens	74
Buddy Pickens	75
Mrs. Gale Page	61
Roy Pettyjohn	55
Earline Ross	66
Leron Sattershite	75
Gloria Schroeter	72
Mrs. A. J. Schroeter	64
Paul Schroeter	72
Gary Story	66
Oliver Streu	61
Tyler Thomson	69
W. T. Thompson	69
Ramond Tijerina	46
Wade Thompson	49
I. L. Whitfield	74
Marshall Wilson	69
Martha Wiltshire	73
Weldon Worthan	73
Dale Young	63
Sister Genevieve	38
Jeffery Price	45

FAMILY GATHERING
The home of Mr. and Mrs. Joe Story was the scene of a family gathering Sunday. Present were Mr. and Mrs. Gaylon Patterson of Lubbock, Mr. and Mrs. Ron Downing of Sapulpa, Okla., Mrs. J. D. Story of Hereford, and Dan McDowell.

LOCKNEY VISITOR
Bud Nance of Lockney visited in the home of Mr. and Mrs. Joe Story Monday.

JOINS HONOR SOCIETY
Billie Wimberley, junior physics and math major at West Texas State College in Canyon and son of Mr. and Mrs. William Wimberley of Dawn, was recently initiated into Alpha Chi, national honor society.

VISITS SISTER
Miss Ruth Wagner spent the weekend in Lubbock, where she visited with a sister. She also attended the Texas Tech-SMU football game.

- You will winterize your car
- Insure your home, your life, your crops
- Put something aside for a rainy day
- Vote your convictions

**FOR YOUR PROTECTION
BUT...**

What About Your Health?

Did Your Know...

Chiropractic gets sick people well! Ask your friends and neighbors. You will be surprised how MANY of them use Chiropractic for their health needs.

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Hereford Chiropractic Center
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**JUST LOW PRICED
FOOD TREATS!**

Chef Boy Arde With Meat Balls
SPAGHETTI 16 Oz. Can **25¢**

DASH
DOG FOOD 2 TALL CANS **25¢**

Sweepstake
MACKEREL 15 Oz. Can **17¢**

Morton House — Sliced
BEEF & GRAVY 16 Oz. Can **49¢**

White Swan — Fancy
BEETS-DICED 2 No. 303 Cans **25¢**

Reddi-Maid
CHERRY SAUCE No. 300 Can **23¢**

York, Fancy
APPLES 4 LB. BAG **49¢**

Fancy
Pomegranates 3 FOR **25¢**

Extra Fancy — Skirted
BANANAS 2 LBS **29¢**

Extra Fancy — Pascal
Celery Hearts Large Pkg. **23¢**

Yellow — Medium Size
ONIONS 4 LBS FOR **19¢**

White Swan
Fancy Whole Peeled
APRICOTS No. 303 Can **24¢**

Del Monte
Halves or Sliced
PEACHES 4 No. 303 Cans **89¢**

Del Monte — No. 303 Can
FRUITS FOR SALAD **33¢**

Blue - Plate
OYSTERS 8 Oz. Can **39¢**

White Swan
Fancy Pure
BLACK
PEPPER 4 Oz. Can **25¢**

White Swan — Regular or Drip-
COFFEE 2 LBS **\$1.19**

U.S.D.A. Good Beef
Short Ribs of Beef lb **29¢**

U. S. D. A. Good Beef Trimmed
T-BONES lb **79¢**

U. S. D. A. Good Beef Chuck
BEEF-ROAST lb **49¢**

Swifts Eversweet
BACON 2 Lb. Family Style **89¢**

Aunt Jemima
White
CORN MEAL 5 LB. BAG **39¢**

Ocean Spray — Jellied or Whole
Cranberry SAUCE 2 No. 300 Cans **49¢**

Del Monte
APRICOT NECTOR 46 Oz. Can **39¢**

Fireside — Fancy
FIG-BARS 2 LB. PKG. **39¢**

BEANS RANCH STYLE 24 Oz. Can **19¢**

Super Save — Pure Vegetable
OLEO Lb. In Quarters **15¢**

Hunter's Food Store

Double Western Stamps Every Wednesday With \$2.50 Cash Purchase

Phone EM 4-0350

Prices Good October 27 - 28 - 29

219 Sampson St.

WALCOTT NEWS

Halloween Carnival Slated By Area P-TO Members

BY MRS. T. L. COLLINS

Walcott P-TO will sponsor a Halloween Carnival, to be held at Walcott School on Friday night, Oct. 28. People of the Walcott area are invited to be present for the evening of fun.

The finance committee with Mrs. Leland Burns as chairman is asking each family of the community to bring two cakes to be used in the cake walk, pie for selling from the kitchen, any item from fresh eggs, vegetables, to hats or funny books. These will be sold in the Country Store by Mrs. J. V. Perrin and her helpers.

Also, the committee asks that everyone look up any items of 25 cent value or less, that can and send them on to the school.

Mrs. Glenn Burrus is the "Kitchen Chairman" this year. She announced that the kitchen will be open at 7:30 p. m. for business. Hot-dogs with chili, pie, coffee, pops, etc., will be served.

Booths will open at 8 p. m. The always popular Bingo with interesting prizes will be there will be a "Scare or Spook House" with the seventh and eighth-grade and teachers in fishing pond, doll chunking, balloon darts, leg throw and fortune telling.

Mr. and Mrs. Jack Weaver, Mary Ruth, Charlene and Joe Don, also their grandmother, Mrs. Elizabeth Weaver, left their home on Saturday afternoon, Oct. 15, and drove in a hard rain to Abilene. They spent the night there with their daughter, Janell, who is attending Hardin-Simmons University. On Sunday the Weavers drove to San Antonio where they visited his brother, Mr. and Mrs. W. T. Weaver and other relatives, where his mother stayed. On Monday the Weaver family drove home. They reported that it also was raining for their return trip.

Much rain fell in the Walcott area during Saturday, Sunday and Monday. Most moisture reports were around five inches. wasps are reported to be

buzzing around most of the screen doors of homes in the have been bitten by the wasps.

Mr. and Mrs. Thomas L. Collins and Bruce left home on Saturday afternoon, Oct. 15, driving in rain. They made an overnight stop with friends, Mr. and Mrs. D. E. Troyer in Littlefield. On Sunday they drove on toward Corpus Christi in more rain and fog with water across the highway in various places.

That night they arrived to visit their son, Mr. and Mrs. Raymond L. Collins and baby Jan, and her parents, Mr. and Mrs. R. E. Allison in Corpus. While there Mrs. Collins visited the Woodlawn Elementary School. Collins visited the Culen Junior High School, and later he and Bruce went to Padre Island.

On Thursday and Friday Oct. 20-21, Mr. and Mrs. Collins attended the 82 annual State Teachers Convention held in the Memorial Coliseum near the Corpus Christi Bay.

Mrs. Mary Alexander, state president of TSTA, presided at each general session. Addresses were given by H. Roe Bartle, mayor of Kansas City, Mo., Dr. Lyman V. Ginger, dean of the College of Education, University of Kentucky. Closing program of the convention was Herb Shriner's "Pops Americana."

The Collins drove home on Saturday and Sunday in pleasant weather.

Miss Merry Yay Pruitt from Hereford visited Sunday afternoon with Mr. and Mrs. Collins and Bruce.

Mrs. J. V. Perrin and Mrs. Charlie Burk taught school at Walcott during the absence of Mr. and Mrs. Collins last week. Muddy roads Tuesday resulted in the closing of Walcott School.

Mr. and Mrs. Leland Burns, Vicki, Marsha and Chris went to Inola, Okla., on Tuesday, Oct. 18, where they visited his parents, Mr. and Mrs. A. P. Burns. His uncle, Jack Burns, died of a heart attack on Monday. They attended his funeral on

Friday afternoon, held in a Baptist Church in Tulsa. The Burns returned home on Saturday.

Mr. and Mrs. Grover Durham of Spade visited her sister, Mr. and Mrs. Joe Rader, Friday afternoon, that night, and Saturday.

Diane Kirby is back in school this week after being ill for a little while.

Electricity Subject Of 4-H Club Meet

The Dawn Boys 4-H Club met in regular session at the Dawn School house on Oct. 20 at 8 p. m.

Glen Polan gave a talk about an electric game. After his talk Jack Thomas spoke to the group on the electric watts and told about the three-pronged plug.

Sam Morgan talked about electrical wires and showed four different kinds of wires.

Members present were Robert Galley, John Miller, Glen Polan, Jack Thomas, Dick Plank, Keven and Steven McAndrews and Gary Lon Richardson.

Stephen Hoffman of Hereford, who wishes to join the club, was also present.

Refreshments were served by the McAndrews.

Former Hereford Resident Arrives At Boys Ranch

Michael Joe Coy, a former Hereford boy, is the newest arrival at Cal Farley's Boys Ranch near Amarillo where 261 boys from all over the nation are now making their home.

Welcoming the youngster to Boys Ranch were his dorm parents, a couple with children of their own who provide the normal family life found in the average American family to the 36 boys who live with them.

Michael lives in a large Colorado-stone dorm that has been donated to the Ranch to replace the wooden Army barracks some of the boys are still living in.

Michael, who is 10 years old, has enrolled in the Boys Ranch School and will eventually be attending the high school and studying for his diploma. Later, he will also have the opportunity to learn a skill from one of 14 trades that are available to the older boys from the Ranch's vocational training program.

Local Students At OSU Participate In Orientation Clinic

Two Hereford High School graduates were among 962 new freshmen at Oklahoma State University in Stillwater who took part in a college advisement and orientation clinic during August or early September.

Local freshmen who took part in the clinics are Margaret Jo Boomer, daughter of Mr. and Mrs. Bert Boomer of Hereford, and Gary Lane Guseman, son of Mr. and Mrs. D. T. Guseman, Hereford.

In addition to tests of college ability, reading, English, math vocational skills, each student attending the clinic received counseling services from regular OSU faculty members.

UNDERGOES SURGERY
Mrs. Bill Amery will enter St. Anthony's Hospital in Amarillo Thursday, where she will undergo ear surgery. She hopes to be released in about five days.

Have you read the classifieds?

Are You Feeding Cattle



Let Us Show
You Proof Of
Performance
At

**PACKARD
MILLING CO.**

Vote for Savings

Anthony's

Election Value Sale!

WIN!

A NEW 1961 F-85 OLDSMOBILE

A \$3 PIECE SET OF IMPORTED CHINA

Come in and register free—No obligation to buy—you do not have to be present to win. You must be of legal voting age.

FALL PIECE GOODS

Election Value Special

Values to 79c & 98c 36" & 44" Wide

2^F\$1^R

Ladies 4 Gore Shadow Panel

COTTON SLIPS

Embroidery Patterns

Sizes 32-44

White Only

\$1⁰⁰

Solid Color

SINGLE BLANKETS

2⁹⁹

Big size 70"x90". Warm Rayon construction. Rayon satin binding. Slight imperfections. Special sale price.

MEN'S SUITS

All Wools & Dacrons Sizes 36-42, Reg. & Long. Only 17 left. Year round fabrics, Asst. Dark Colors

24⁹⁹

100% WOOL SUITS

Compare with Suits Selling for \$49.50 3 Button Front Set In Packets Reg. and Slims Sizes 36 to 46.

\$37

Free Alterations

Boys Printed Flannel

SPORT SHIRTS

Size 1 - 6X

88^c

Bright Colorful Long Sleeves 2-Way Collar

3 Huge Group Men's

Sport Shirts

Long Sleeves—New Patterns. Handsome Two-way Collars. First Quality—Sizes S-M-L.

GROUP 1

2 FOR \$3

GROUP 2

2⁶⁶ 2 For \$5

GROUP 3

3⁶⁶ 2 For \$7

BUY THEM TODAY

Men's Current Style

DRESS HATS

\$3 & \$5

Dark Colors — All Preblocked.

Ladies' Nylon Tricot

QUILTED ROBES

SIZE 10-18

5⁶⁶

Bouquet pattern trim. Extra big pockets. In pink, blue, champagne.

Ladies' Corduroy

SLIM JIMS

Ladies 6 Ft. Long

SILK & RAYON SCARFS

Choose From Solid Colors

59^c

2^F\$1^R

Assorted solid colors and plaids. Two pockets—side zipper. Well made—slack fitting.

SIZE 10-18 **1.77**

Men's Expertly Tailored

DRESS SLACKS

Val. To \$9.95

\$6⁶⁶

Fine Quality Crease Resistant fabrics. Pleated Fronts. Extended Waistbands. Sizes 30 to 40

Huge Group Of Women's And Children's Famous Brand

SHOES

Val. to \$9.95 All Sizes All Light And Dark Colors

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Only 4 Days Left To Register For Olds & China

Children's Warm Winter

COATS

Wool and Wool blend fabrics. Solid and fancy patterns. Warmly lined—long wearing.

SIZE 7-14 **\$9**

YOUR VOTE FOR VERNA LYONS

(Mrs. F. P. Lyons)

REPUBLICAN CANDIDATE
FOR

**TAX ASSESSOR
& COLLECTOR**

DEAF SMITH COUNTY

Will Be

Appreciated

Pol. Ad. Paid for by Republican Committee

Shurfine
Apple Butter
28 Oz. **4^F\$1⁰⁰**

Shurfine
Beans & Potatoes
No. 303 **6^F\$1⁰⁰**

Shurfine
CATSUP
14 Oz. Bottle **5^F\$1⁰⁰**

Shurfine R. S. P.
CHERRIES
No. 303 Can **4^F\$1⁰⁰**

Shurfine
CRANBERRY SAUCE
No. 300 Can **5^F\$1⁰⁰**

Shurfine
FLOUR
25 Lb. Bag **\$1⁶⁹**

Shurfine
FRUIT COCKTAIL
No. 303 Can **5^F\$1⁰⁰**

Shurfine
HOMINY
No. 303 Can **10^F\$1⁰⁰**

Shurfine
SWEET POTATOES
No. 2 Can **4^F\$1⁰⁰**

Shurfine
TOMATOES
No. 303 Can **5^F\$1⁰⁰**

Shurfine Crushed No. 2 Can

PINEAPPLE 2^F 59^c



Free Hostess Apron With
Each Lb. Coffee Purchased

Lb. Can **63^c**



No. 303 Shurfine
APRICOTS
5 FOR \$1⁰⁰

No. 300 Shurfine Fresh Shell
BLACKEYES
8 FOR \$1⁰⁰

No. 303 Shurfine Sliced
BEETS
7 FOR \$1⁰⁰

No. 303 Shurfine
SPINACH
7 FOR \$1⁰⁰

No. 2 1/2 Shurfine
PUMPKIN
2 FOR 39^c

Shurfine
GRAPE JELLY
10 Oz. Jar **245^c**

Shurfine
MILK
11 Can **8^F\$1⁰⁰**

Shurfine Stuffed
OLIVES
7 1/2 Oz. Jar **43^c**

Shurfine
PICKLE CHIPS
Pt. Jar **4^F\$1⁰⁰**

Shurfine
TOMATO SAUCE
8 Oz. Can **12^F\$1⁰⁰**

Shurfine
SALAD OIL
Quart Bottle **49^c**

Shurfine
SAUR KRAUT
No. 303 Can **6^F\$1⁰⁰**



Shurfine No. 303
Whole Kernel or Cream Style
GOLDEN CORN
12 Bottle Carton

COCA COLA

Glacier Club, All Flavors

ICE CREAM



Shurfine No. 303
With Delicate Spring Fresh Flavor
PEAS 5^F\$1⁰⁰

WE GIVE VALUABLE GUNN BROS. STAMPS

COOPER'S



Bayer 100's

ASPIRIN Reg. 69c **49^c**

Coopers Special

Boulevard 72 x 90

BLANKET

Shurfine

FLOUR 5 Lb. Bag **29^c**

Alcoa

ALUMINUM FOIL Reg. 25' Roll **29^c**



8 Oz. Bottle

OVEN **49^c**



AT BORDEN'S

OCTOBER 8

6601 South Express

DOUBLE VALUES ON EVERYTHING) DURING THE

Shurfine CARNIVAL OF 1960

Breck 4 Oz. Reg. 60c

SHAMPOO 39¢

Special Factory Purchase

\$3.89

Reg. \$6.98

Curtis Reg. or Min.

Marshmallows 15¢

Wolf No. 300 Can

TAMALES 25¢

CARNIVAL SPECIALS!

CLEANER 79¢

16 Oz. Bottle

See ELSIE and her
WINS in person
her famous
Barn Boudoir

WOMEN'S HOUSE
8-29-30
Expyway Amarillo

A SHURFINE CARNIVAL SPECIAL

Shurfresh

MARGARINE

Lb. Ctn. **6 FOR \$1.00**

Roxey

DOG FOOD Tall Can **12 FOR \$1.00**

Shurfine

Salad Dressing Qt. **39¢**

Shurfine No. 303

Irish Potatoes 8 FOR \$1.00

Shurfine Chunk

TUNA Flat Can **4 FOR \$1.00**

Shurfine No. 300

Pork & Beans 9 FOR \$1.00

Shurfine

PEARS No. 303 Can **4 FOR \$1.00**

Shurfine 46 Oz. Can

Tomato Juice 2 FOR 59¢

Shurfine Yellow Cling

PEACHES No. 2 1/2 Can **4 FOR \$1**



SHURFINE

SHORTENING

THE BEST FOR CAKES
PASTRY, PIES AND
FRYING

3 Lb. Can **65¢**



SHURFINE

ASPARAGUS

STRAIGHT — FIRM
LUCIOUS STALKS

No. 300 Can **4 FOR \$1**



SHURFINE

GREEN BEANS

GARDEN FRESH FLAVOR
TEMPTING CRISPNESS

No. 303 Can **5 FOR \$1**



Shurfine

WAFFLE SYRUP

TRY THIS GOLDEN SYRUP
ON PANCAKES AND WAFFLES

Quart Jar **43¢**

Longhorn

BACON 2 Lb. Pkg. **\$1.09**

USDA Graded

ROUND STEAK

USDA Graded

lb. **89¢**

SIRLOIN STEAK

lb. **79¢**

USDA Graded

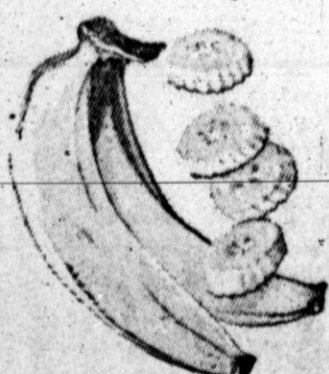
T-BONE STEAK

lb. **75¢**

Central American

BANANAS

2 LBS **25¢**



Extra Fancy Red Rome

APPLES lb. **15¢**

Firm Head

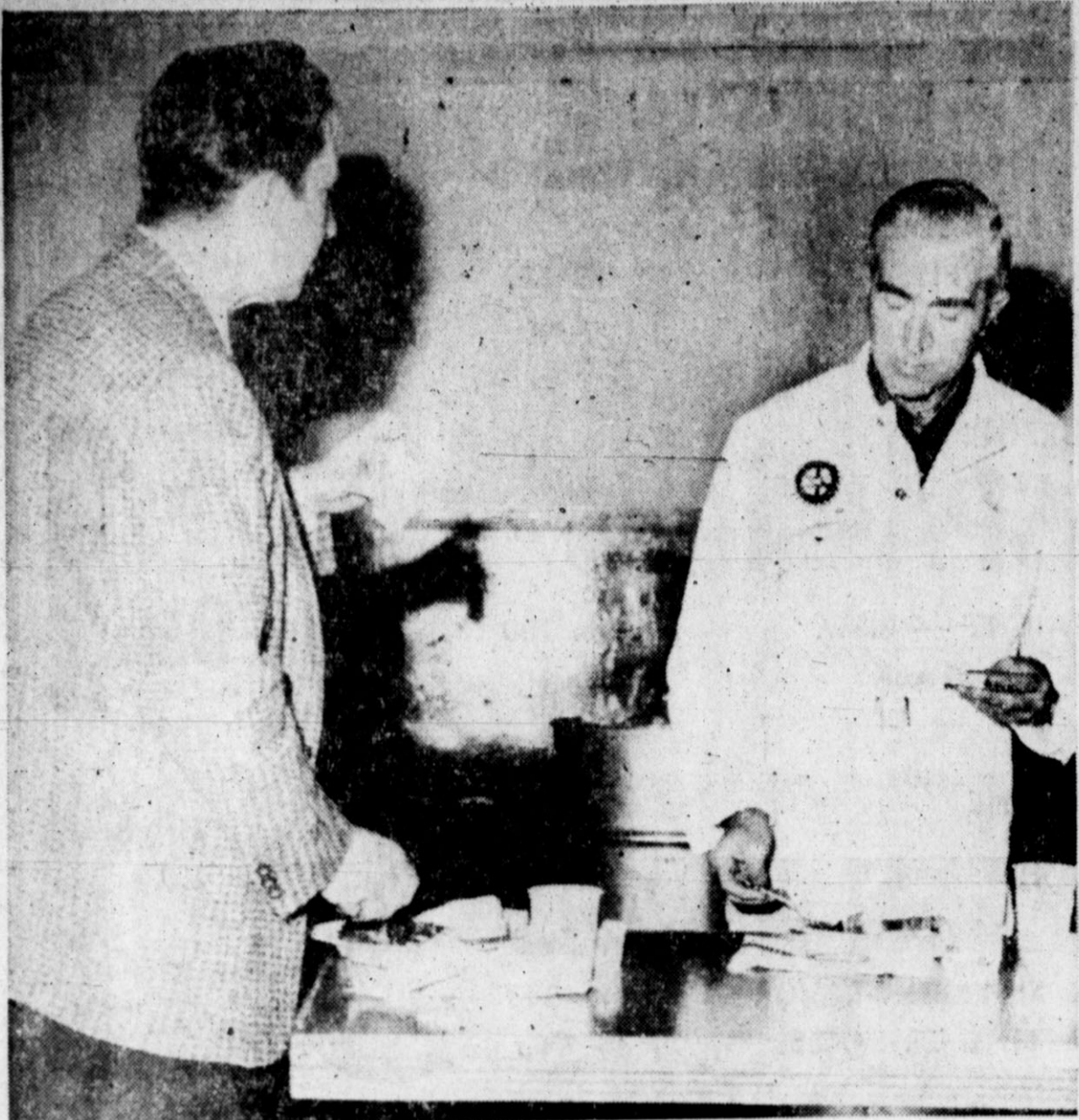
CABBAGE lb. **5¢**

Pascal

CELERY Stalk **15¢**

WE GIVE VALUABLE GUNN BROS. STAMPS

COOPER'S



A BARBECUE was one of the highlighting features of the Hereford Fall Mall Saturday. Chatting over plates of barbecue are Ansel McDowell, left, and Les Combs, both of Hereford. Hereford Rotary Club catered to more than 600 persons. (Staff Photo)

The population of Ontario has increased 50 per cent since the end of World War II.

EASTER NEWS

Henry Flood Attends Wedding In Oklahoma

By VIOLET BARTON

Mr. and Mrs. Henry Flood and granddaughter from Hereford attended the wedding of Sharon Flood Saturday in Oklahoma City, Okla. She is the daughter of Edwin Flood and lived in the Easter Community for several years.

Mr. and Mrs. Fred Walton visited with Mr. and Mrs. B. F. Brown in Las Cruces, N. M., last week. Mrs. Brown and Mrs. Walton are sisters. While in Las Cruces they enjoyed a drive through a pecan and geese farm reported to be the largest in the United States.

SCRAMBLING for a loose ball are Hereford end Wesley Poarch, in white jersey, and an unidentified Levelland player Friday night at Whiteface Field. The pass was

intended for Poarch. Coming into the play as left is Levelland's Gary McMillan. The Lobos won, 14-6. (Staff Photo)

GO TO AMARILLO

Mr. and Mrs. Ed Carr spent Sunday in Amarillo where they visited with friends and relatives.

VISIT SON IN LUBBOCK

Mr. and Mrs. John Sims spent the weekend in Lubbock with their son, Taylor, who is a junior student at Texas Tech. They also attended Tech homecoming while there.

HOME FROM COLLEGE

Miss Judy Coffin, student at Southwestern State College at San Marcos, spent the weekend visiting her parents, Mr. and Mrs. Bert Coffin, 207 Roosevelt.

SUNDAY VISITORS

Mr. and Mrs. Gary Mason of Frio spent Sunday in the home of Mr. and Mrs. H. D. Robbins. Mrs. Mason is the daughter of Mr. and Mrs. Robbins.

CALIFORNIA VISITOR

Floyd Culp flew from Los Angeles, Calif., to spend the weekend with his sister, Mrs. Raymond Jacobs and family. He returned on a Sunday evening plane.

VISITS PARENTS

Miss Kay Shirley of Amarillo spent the weekend with her parents, Mr. and Mrs. G. L. Shirley, 814 Blevins. Kay is employed by S. I. C. in Amarillo.

RETURNS FROM AUSTIN

Mrs. Jack Bradley returned Tuesday from a short trip to Austin. She visited with her son, Jim, while there. Jim is a sophomore at Texas University.

SUNDAY GUESTS

Visiting in the home of Mr. and Mrs. John Ferguson Sunday were Mr. and Mrs. Red Merrill of Boot Leg.

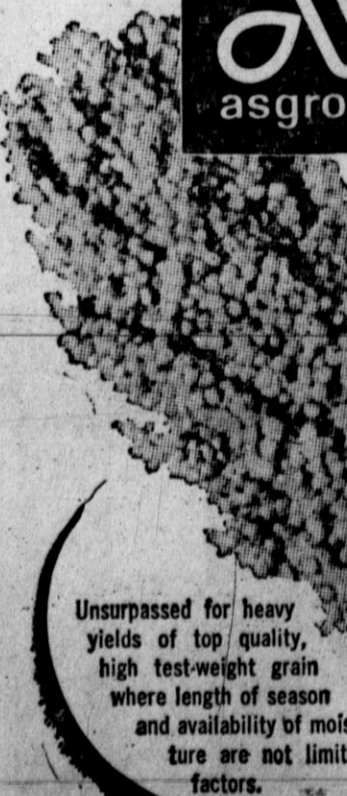
Have you read the classifieds?



Asgrow's

AMAK R-12

GRAIN
SORGHUM
HYBRID



Unsurpassed for heavy yields of top quality, high test-weight grain where length of season and availability of moisture are not limiting factors.



Asgrow Seed Company of Texas

San Antonio 11, Farwell, Robstown, Weslaco

Wrestling



SATURDAY, OCT. 29
9:00 P. M.

Double Main Event

SONNY

MYERS

Vs.

RIPPER

LEONE

BLACKIE

MENDOZA

Vs.

HANS

SCHNABEL

Sponsored by Hereford Lions Club
at the

BULL BARN

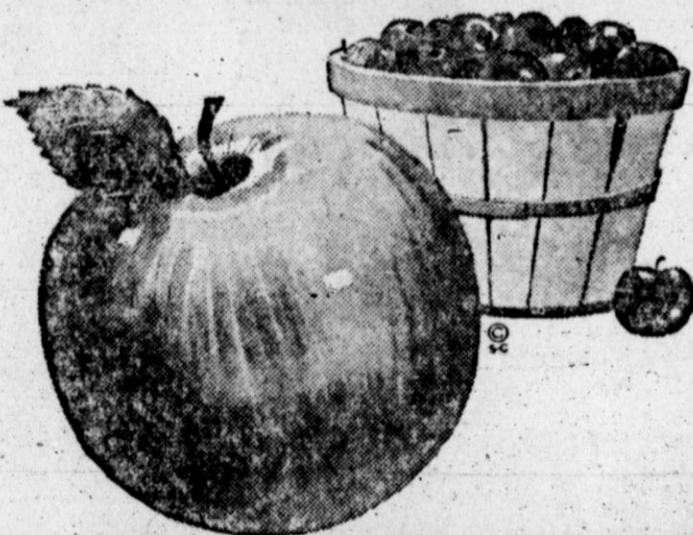
Ringside \$1.50 Gen. Adm. \$1.00 Kids 50c

dan true
and radar
weather

12 noon; 6 p.m.; 10 p.m.

kfda channel 10

NOW'S THE TIME TO BUY...



APPLES

Delicious Winesaps, Romes, and other Varieties

\$2⁵⁰ TO \$3⁵⁰
BUSHEL BUSHEL

20 LB. BAG
ORANGES \$1.59

20 LB. BAG
Grapefruit \$1.59

25 Lb. Bag White
POTATOES \$1.19

For Halloween
Pumpkins 5c Lb.

FRESH SEAFOODS

CATFISH Lb. 49c
FRESH OYSTERS Pt. 98c
JUMBO SHRIMP Lb. 98c

HEREFORD FRUIT MARKET

218 N. 25 Mile Ave.

EM 4-9016

WATCH OUT

YOUR TELEVISION SET HAS BEEN REMODELED
Three times a day your television picture tube is being converted into your own private radar screen. See . . . as only radar can show you . . . the weather headed your way. See a thunderstorm approaching Delhart — see a snow storm over Memphis. See and feel the excitement that nature gives to our Panhandle weather as Channel 10's own Radar scanner transmits what it sees directly to your TV screen. With Dan! True's lively comment, weather is exciting. See it only on Channel 10.

OFF THE Shelf

BY H. A. TUCK

Let's try a double-header this time! For fiction try **Daily Bread** by Ralph Waldo Emerson and then digest **The Waste Makers** by Vance Packard for some non-fiction.

Daily Bread is the story of Charlie Riley, former newspaper reporter who is half of a hard-hitting public relations firm in New York. The other half is suave Sanford Brooks, typical Madison Avenue type. Riley is surprised to hear rumors that Brooks is going to move the firm under the protective wing of a huge advertising company.

While Brooks tries to grab off some of the big accounts, Riley fights to save the firm despite a lack of cash. Riley also battles with his wife and has some torrid affairs with a couple of young women, one he has known a long time. Through it all, Riley is fighting an inner battle to find himself and a direction for his life. He has no real purpose and often feels he will never find it. But fight he does, with every possible weapon and the loyalty of his subordinates.

Daily Bread isn't bad fare, although the bread occasionally seems to be deferred in favor of bed and bourbon.

Now, turn your attention to the third and latest of the astonishing books by Vance Packard, **The Waste Makers**.

If his two earlier books worried you, this one should be a cinch to give you some dandy ulcers. It is concerned with the "planned obsolescence" of our economy.

Packard investigates the manufacturers who add some gimmick or piece of chrome to make last year's model out-of-date and thus no longer desirable. He deplores the annual model changes, not only in cars, but appliances, furniture, clothing and houses.

He cites many worried thinkers who wonder where this race for consumers can end...short of complete disaster.

Why must it continue in the face of shrinking natural resources? Can we continue to pour out tons of goods when our cornucopia is almost empty?

What type of a nation have we become when we must have two tons of packages materials per person each year?

Packard advocates setting up certain standards in manufacturing consumer goods such as furniture, electrical goods, fabrics and carpet. Even the manufacturers and dealers are confused, he says, by the lack of quality standards.

Packard starts his book with three short chapters to outline the problem and forecast the future, when factories may deliberately junk part of their production just to keep the assembly lines moving.

He then investigates the nine strategies that are used to move goods. Part three goes into the implications, while the fourth section is devoted to some suggested courses.

Packard makes you think when you read one of his books. More important, he makes you remember his words of caution for months to come.

He is almost a prophet without honor. And certainly his stand is not usually a popular one. Stepping behind false fronts and artificiality, he is sure to tromp on toes.

The Waste Makers was written to wake up a sleeping spirit of pride and self-reliance in America. The only question is whether the sleeping public can be awakened.

VISIT WITH FRIENDS

Mr. and Mrs. Don Fellers spent several days in Amarillo where they were guests in the home of Mr. and Mrs. Charles Davis.

VISIT IN CLAY HOME

Mr. and Mrs. Ned Craig and Mr. and Mrs. Johnny Howell of Lubbock visited Sunday in the home of Mr. and Mrs. Tom Clay.

VISIT RELATIVES

Mr. and Mrs. Bill Byers spent the weekend in Amarillo. They were guests in the home of Bill's sister, Mrs. J. B. Martin and family and also visited Mr. and Mrs. Dwayne Byers.

TAKE SUNDAY OUTING

Mr. and Mrs. Joe Morgan and daughter, Jean, accompanied by Mr. and Mrs. Earnest Roberts and children, spent Sunday at Pala Duro Canyon.

VISIT IN LIVINGTON

Mr. and Mrs. A. P. Monroe spent the weekend with Mrs. Monroe's sister, Mrs. L. E. Haarmeyer, in Livingston, N. M.

A BIRD'S-EYE VIEW of Hereford Fall Mall showed much activity among new model cars and farm implements shown on Main Street Saturday. Hundreds of Hereford and area residents turned out for the giant affair. (Staff Photo)



FULLBACK CLYDE WHITAKER carries the ball for Hereford yardage Friday night at Whiteface Field, where the Whitefaces lost a clash with the Levelland Lobos. Going in for the tackle are Levelland's Ronnie Simpson and Ronnie Brooker. The Lobos won, 14-6. (Staff Photo)

Teen Topics

about people and events around Hereford High School

This was the week for many of the organizations around Hereford High to have their initiations. The Future Homemakers, Future Farmers, and the Hi-Y all had their initiations Monday night. There were many strange sights around school following the initiations, such as green hands, and the Hi-Y boys wearing suits and ties.

And then, every so often there comes a time set aside for the school to find out just how smart students are, which more properly known as nine-weeks test. I'm afraid that is what we've been experiencing

this week. Someone once said that confidence is what one has before seeing his test papers. Basketball practice got underway last week, and a lot of the students' around H. H. S. are getting the basketball fever. Everyone seems to be expecting a good season for the boys. Hope to see the mighty Hard at State this year!

Congratulations to the band on their excellent showing at Amarillo last Tuesday. They sure worked hard to get their rating, but they think it was worth it, I'm sure.

That's the same band by Have you read the classifieds?

the way, that we saw stomping around the football field at 6:30, Tuesday morning, isn't it?

Next Monday is Halloween, and we sure hope everyone has a good time. There will be lots of parties and things to go to, and I see no reason why kids should resort to destruction and "unpractical" jokes to have their fun.

CROP will have their annual drive Monday night, and they can always use your help. Let's support the drive this year and make it a success.

With football and basketball going on, I guess you've heard the one about the athlete who could run a mile and only move two feet.

Well, so long, and until next week, here's hoping the mighty Whitefaces pluck those Blackhaws, for a change.

SORORITY PLEDGE

Jean Woolbright of Hereford has been pledged to Delta Zeta, national social sorority on the campus of West Texas State College, Canyon. The daughter of Mr. and Mrs. F. M. Woolbright, she is a junior business education major and graduated from Friona High School in 1957.



THE SADIE RIGLER Library Club will attend the District Library Club meeting on Oct. 29 in Lubbock. Hallie Culpepper, above, district parliamentarian, will preside at the meeting. (Brand Staff Photo)

UNDERGOING TRAINING

Pat Ferguson, who is employed at the Western Flower Shop, is undergoing a two-week training period at Fort Sill, Okla., with the Army Reserve.

TRIP TO LUBBOCK

Mr. and Mrs. Joe Henry spent Saturday in Lubbock, where they attended the Texas Tech-Southern Methodist University football game. It was Tech's homecoming.

CROSBYTON VISITORS

Mr. and Mrs. A. L. Campbell and Mrs. John Campbell of Crosbyton spent Sunday visiting in the home of Mr. and Mrs. B. D. Dement, 121 W. Park Ave.

Three-fourths of the surface of the earth is covered by oceans. Seward, Alaska, is a town of 3,000 people.

NEW SHOP MANAGER

The Holly Shop has a new manager. Miss Winona Wall recently assumed managerial duties after moving to Hereford from Bokchito, Okla. Miss Wall remarked that Hereford was one of the friendliest towns she had ever lived in and is looking forward to meeting more of its citizens.

TAKE FOLIAGE TOUR

Mr. and Mrs. Lama Beavers were among the many Hereford residents who attended the Annual Foliage Tour held at Canadian Sunday. Hundreds of area people make this tour each year to see autumn at its best.

VISIT IN WILSON

Mr. and Mrs. Albert Drager spent Sunday in Wilson where they visited Mrs. Drager's mother, Mrs. Annie Ehlers.

PENNEY'S
ALWAYS FIRST QUALITY!

HOLD EVERYTHING!

don't spend another cent till you see these

PENNEY DAY BARGAINS

BIG NEWS FOR AMERICA'S 50 MILLION GAYMODE® LEGS

New low prices for Penney Days on our all-time, best-selling **GAYMODES**

3 pairs for 2²⁵

COMPARE FOR BEAUTY! BUILT-IN QUALITY!

- Quality tailored . . . made in leading hosiery mills in America.
- Nationally famous . . . our top brands, worn by more women in America.
- Proportioned to fit . . . meticulously made to exacting Penney standards!
- Newest styles . . . Seamless, full-fashioned and stretchables. Sizes 8½ to 11.



SPECIAL BUY ON OUR COTTON SATEEN PARKA

Water - repellent, wind resistant! Quilted acrylic 'n' other fibers interlined in body 'n' sleeves! Orlon acrylic pile lined (cotton backed) zip-off hood.

\$12.00

men's sizes 36 - 46

MEN'S WOOL SUITS \$18.00 & \$24.00
BOY'S 10-14 COTTON PANTS \$2.00
MEN'S DRESS SHIRTS \$2.00
CHILDREN'S CAR COATS \$6.00

New low prices on famous for quality

TOWNCRAFT®
2 x 2 Ply Pima Cotton Broadcloth
DRESS SHIRTS

3 for \$10

5 reasons why Towncraft Pima Prince is one of the best shirt values your dollar can buy!

1. Luxury fabric
2. Quality tailoring
3. Newest styles
4. Proportioned fit
5. Laboratory tested

NOW! MORE MEN THAN EVER CAN KNOW ONE OF AMERICA'S FINEST SHIRT VALUES!



BUY! QUILTED TRICOT ROBE

\$2.77

sizes 4 to 14

Lounge in luxury with our rainbow - pastel robe . . . duster length, softly quilted in acetate tricot (cotton filled for leisure moments. Blue or pink.



EASY CARE WONDERBLEND LINGERIE

\$2

Soft, cool wonder-blend slips of Dacron polyester, nylon and cotton. Sizes: Slips 32 to 44 . . . Pettis, small, medium, large. Machine wash; little or no iron.

WOMEN'S RAYON SUITS
Machine Wash - Sizes 10 to 14

\$5

MEN'S KNIT SHIRTS

\$1.50

MEN'S FOUR-IN-HAND TIES

30c

CHILDREN'S SLIPPERS

\$2.10

MEN'S THERMAL UNDERWEAR

\$2.00

SAFEWAY



Roxbury Trick or Treat Candies!
Butterscotch Balls, Lemon Drops,
Chicken Bones or Party Mints—
Your Choice

4 Pkgs. \$1.00

CANDY BARS

Your Choice of
Hersheys, Baby
Ruth, Milky
Way, etc.

Each **3c**

Treat the Kiddies With These "Goodies"!

CRACKER JACKS	4 Boxes	29c
CAMEL KIDDIE POPS	Camel Brand 50-Ct. Pkgs.	39c
SALT WATER TAFFY	Camel 100-Ct. Brand Pkgs.	69c
BUTTERSCOTCH BALLS	Camel 30-Ct. Brand Pkgs.	29c
MARSHMALLOWS	Fluffiest 1lb. Pkg.	25c

Don't Miss These Halloween Specials!

Fruit Bars	Sunkist Orange Frozen Bars 6-Ct. Pkg.	39c
Apple Cider	Town House Brand 1/2-Gal. Ctn.	25c
Eskimo Pies	or Toasted Almond Bars 6-Ct. Pkg.	39c
Orange Drink	Lucerne 1/2-Gal. Ctn.	29c
Pumpkin Pies	Bel-Air Frozen 24-oz. Pies Ea.	39c

You're on your way to a wonderful time with...

Halloween Fun-Foods

Halloween is fun time... and for your Halloween fun Safeway is featuring all the party foods you ever heard of. You'll love our big selection. So will the "ghosts and goblins" who come calling on you. And you're on your way to wonderful savings, too, when you shop Safeway!

Prices Are Good Through
Saturday, Oct. 29th in
Hereford.



**GOLDEN BOOK
ENCYCLOPEDIA**
For Young People
Volume No. 9 **99c**

BLACK CAT: A large scoop of chocolate ice cream for the body and a smaller scoop for the head. Use candy corn for ears, raisins for eyes, shredded coconut for whiskers.

JELLO

Assorted Flavors

2 3-oz. Pkgs. **15c**

Lucerne Party Pride

ICE CREAM

1/2-Gal. Ctn. **59c**

Gladiola

FLOUR

5 lb. Pkg. **49c**

10 lb. Pkg. **97c**

LUCERNE MILK - Bonus Quality 1 Gal. Jug **95c** BARBECUE SAUCE Kraft's 18-oz. Bott. **43c**

Always Fresh—Safeway's
Fruits and Vegetables!

PUMPKINS

Large Size
Pumpkins for
Making Jack o'
Lanterns

lb. **5c**

Other Produce Specials—

Delicious Apples Washington Red Extra Fancy Apples lb. **23c**

Celery Hearts California Fresh Pascal Celery Pkg. **29c**

NO. 1 POTATOES
Colorado Red McClure All Purpose Potatoes lb. Bag **49c**

Special Meat Buys This Week at Safeway!

PORK ROAST

Fresh Picnic
Lean Boston
Cuts, Whole or
Shank Half

Don't Miss
This Safeway
Special!

lb. **29c**



TOM TURKEYS	Palo Duro Freshly Frozen 16 lbs. & Over lb.	43c
HEN TURKEYS	Palo Duro Freshly Frozen 12 to 14 lbs. lb.	49c
PORK STEAK	Lean Tender Fresh Pork Steaks for Frying lb.	39c
BABY BEEF LIVER	Sliced for Frying lb.	39c
SLICED BACON	Wilson's Crispette Lean Bacon lb. Pkg.	49c

COFFEE

Edwards
Rich Flavor

lb. Can **65c**

Folger's
Mountain Grown

lb. Can **69c**

RAISINS

Town
House—
Special
Price!

2 lb. Pkg. **39c**

BROCADE LIQUID

Mild Liquid
Detergent
For Dish
Washing

2 12-oz. Cans **49c**

Shop Safeway for Your Laundry Needs!

Palmolive Soap	Bath Bars	2 for	29c
Palmolive Soap	Reg. Bars	3 for	31c
Cashmere Bouquet	Bath Size	2 for	29c
Cashmere Bouquet	Reg. Size	3 for	31c
Vel Beauty Soap	Bath Size	2 for	39c
Vel Liquid Detergent		12-oz. Can	39c
Ad Detergent	Low Suds	3 lb. Pkg.	79c
Fab Detergent	Powdered	1g. Pkg.	35c
Ajax Cleanser	Powder	14-oz. Can	17c
Floriant Deodorant	Aerosol	5 1/2-oz. Can	79c
Vel Detergent	Powdered	1g. Pkg.	35c
Ivory Liquid Detergent		13c Off Label 32-oz. Can	85c

**PATIO
ENCHILADA
DINNERS**

11-oz. Pkg. **39c**

**PATIO
BEEF
ENCHILADAS**

1 1/2-lb. Pkg. **49c**

GLADE Aerosol Deodorant 1 1/2-oz. **79c**

COLGATE DENTAL CREAM

Large
Tube

27c

Giant
Tube

39c

Economy
Tube

53c

OXYDOL

Detergent
7c Off Label

Gt. Pkg. **74c**

LAC MIX

Powdered Milk

8-Qt. Pkg. **59c**

12-Qt. Pkg. **79c**

PUMPKIN

Libby Pie Pumpkin

2 303 Cans **25c**

APPLE CIDER

Martinelli Half Gal. **79c**

MINCEMEAT

Little Cook 9-oz. Pkg. **29c**



SAFEWAY





Former Students Star In Production

Two brothers, both former students of Hereford High School, starred in the production of Shakespeare's "Twelfth Night" as West Texas State College Oct. 19-22.

Gary Wertenburger was cast as Curio, and Erin Wertenburger was cast as Sir Andrew Aguechuk in the famed Shakespearean comedy which opened the drama season in the Branding Iron Theater.

The show was directed by William A. Moore. He was assisted by Robert D. Antrim as technical director, and Mrs. Moore as coach and assistant director.

Did You Know:

That Janie McBroome used to run races with Charles Burrus. Guess what? she always won.

That Judi Price was trying to impress some football boys in the eighth grade when she fell down the stairs in front of them and sprained her ankle?

That Nickey Bradford and Dianne Clearman used to play in the junkyard when they were in the sixth grade?

That when Terry Smith used to get mad at her parents she would go outside and sleep with the dogs?

That Terry Smith used to give Sherri Jo Carmichael black eyes in Jr. High by slamming shower doors in her face?

Clubcity

The FHA held its regular business meeting on Oct. 19. Plans for the Junior High Formal Initiation, money projects and dues were discussed.

FNA met on Oct. 19 for its regular meeting. They decided to have another rummage sale if the weather permits and they elected a vice-president to fill the position vacated by Patsy Loerwald.

The Executive Committee of the Student Council met on Oct. 19 during activity period. The committee checked all report cards turned in for privilege cards to make sure of eligibility. Privilege cards and free show passes were made out and were issued to those who were eligible. A total of forty cards and passes were issued.

The agenda for the Oct. 20 Student Council meeting was outlined by the committee. Various business items were discussed and possible action on the items was suggested. The Executive Committee is composed of Jackie Oldham, senior representative; Donna Rogers, junior representative; Connie Kent, sophomore representative; and the Student Council officers—Ken Walser, president; Joy Story, vice-president; Austin Hodges, secretary; and Wesley Poarch, parliamentarian. Sponsor of the council, Bill Phillips, also met with the committee.

Question Of The Week

The question for this week is: What would you do if Earth were invaded by another planet?

Charlie Thomas — "I would wish them good luck and hope they would make some improvements."

Nicky Bradford — "I would run."

Dianne Clearman — "Dito."

Greg Combs — "Push the PANIC button."

Randy Dowell — "Move Out."

Lynton Allred — "I would start a Communist youth movement."

Mary Lois Coker — "It depends on what they look like."

Eugene Baldwin — "I would join them."

Linda Renfro — "Ask them if they need a good female spy."

CHEERLEADER

Kylene Hodges Anticipates Coming Basketball Season

Kylene Hodges was born in Brady, Texas on April 5, 1943. She likes to lead yells at the football games and thinks being a cheerleader gives her an opportunity to really give her support to the team. She is also looking forward to basketball season.

Kylene believes that the football team is on its way to a really great season; she says they are working very hard and she is proud of them.

Kylene would like to advise next year's cheerleaders to be able to give up a lot of things and have plenty of time to devote to cheerleading. She would also like to say that it is worth every minute of it.

After graduation, plans for Kylene are to be married and perhaps to attend college.

H. H. S. is a very good school in her opinion and she will be sorry to have to leave it at the end of this year. The past summer Kylene



HMMMMMM! This looks like fun, at least for Ken Walser, who is feeding a raw egg to Jackie Andrews at the Future Farmers of America initiation. Gary Royal is sitting on a block of ice while he says the club Creed to Joe Huckert. Lee Kimball is watching from behind. (Brand Staff Photo)

New Greenhands Are Initiated By F. F. A.

Monday night, Oct. 24, the Hereford F. F. A. chapter held its formal initiation. Each freshman had to master many obstacles in order to become Greenhands.

At the end of the ceremony, each boy received the customary Greenhands which he has to wear a full week. After each boy had his hand turned green, refreshments were served.

This night will be long be remembered by all of the members, especially those boys going through the initiation.

The new greenhands are Jackie Andrews, Johnny Brown-

low, David Block, Walt Burrow, J. Carter, Steve Conevay, Ronny Duncan, Glen Fuller, Melvin House, James Corbett, Earl Jackson, Eddie Johnson, Marvin Kuper, Joel Lytal, Carl Myers, Richard Patton, Scott Ramsey, Jimmy Riley, David Reinart, Gary Royal, David

Sorrells, George Steward, Terry Watson, Arvell Williams and John Hubbard.

Senior Class Personalities

Hallie Mae Culpepper was born on May 23, 1943, in Hereford. She has attended Hereford schools for 11 years and is a senior this year.

Her hobby is swimming. Her favorite book is one that tops lots of lists, *Gone With The Wind*. She chooses fried shrimp as her favorite food. She picks "Over the Rainbow" as her song and as her favorite movie, "The Robe."

She seems to have gained the nickname "Peppers." Could this be because of her last name?

Hallie Mae plans to attend college after she graduates from high school. Her advice to new students is to have fun and then study.

Ronnie Botkin says his hobby is sports. He is one of Hereford High's outstanding basketball players. He plans to go to college and hopes to play on the college basketball team.

Ronnie was born in Tahoka, Tex. His favorite movie is "South Pacific" and his favorite song is "Storm Cloud." Some of his other favorites are as follows: food, steak; and book, *Manchurian Candidate*.

Ronnie's advice to all underclassmen is "enjoy school while you can; it will be gone before you know it."

Jane Auten, another senior personality this week, was born in Judsonia, Ark. Her favorite movie is "Oklahoma" and her favorite song also is "Oklahoma." Her favorite food is southern fried chicken.

Jane says her hobbies are sports and music. Her advice to all lower classmen is to enjoy school while you can because it won't last much longer. Her plans are undecided.

Charles Burrus is up next. He seems to be a baseball man. His hobby is playing baseball and he plans to play professional baseball after graduation.

He was born in City Lake, Tex. His favorite book is *No Time for Sergeants*. His other favorites are food, pizza; song, "Take Me Out to the Ballgame."

The only advice he offers to lower classmen is to graduate. His pastime is being with Carol.



The WHITEFACE

Hereford, Texas, Thursday, October 27, 1960

Section Three

NO 'QUITTERS' ON TEAM

Coach Bobby Williams Teacher Of The Week

Coach Bobby Williams is the teacher of the week for this week.

He was born at Pitcher, Okla. He graduated from Phillips and from Texas Tech. He decided to become a coach in 1950; he got his ambition from his coaches in high school.

He coached at Wellington in 1950 and then he coached at Phillips High School for nine years. When he was coaching at Phillips in 1954, the boys went to state. "It took a lot of hard work and giving up a lot of things people won't give up to be great," Coach Williams said.

Coach Williams has been married for seven years and

has three little girls, Debbie, Deanna, and Dawna.

The greatest experience he has had as coach is when years later boys come back and thank him for the things that he taught them.

When asked about coaching as a profession he said, "If a person likes to work with young men and then dedicate his life to the coaching profession, it is a great life."

Coach Williams thinks that the team for this year is very good and that they are a group of clean-cut young men who are working hard to make a team and good grades. There are no quitters on the team.



HEAD COACH at Hereford High School, Bobby Williams, was born in Pitcher, Okla. He graduated from Texas Tech. (Brand Staff Photo)

Distributive Education Committee Is Named

The advisory Committee for the Distributive Education program of Hereford High School consists of the following: Bill Stanford, H. H. S. principal,

Leo Forrest, manager of Deaf Smith County Electric; Paul Harvey, manager of C. R. Anthony Co.; Donald West, manager of Perry Brothers' Variety; James Roberts, owner of Roberts Appliance; and Dale Barkley, manager of Cooper's Market.

Swap Shop

Recently, ten men and women of West Texas State College were nominated for the title of "best dressed" among the students. This is sponsored by Lambda Chi Alpha, men's social fraternity. From Hereford, Phyllis Goetsch was a nominee. The top five men and women will be selected at a dance Wednesday, in the Student Union Building.

Big Spring students are being given an aptitude test to help them find the subject areas in which they need help. It also reveals one's standing in relation to the average student of his grade.

Oct. 17 the Spanish Club of Tascosa High School held a banquet in the cafeteria. The theme was a Spanish "mariachi"-combo. It was composed of three Mexican foreign exchange students who attend Price College. Costumes were worn by all the club members.

The Band King and Queen of Palo Duro High School for 1960-61 are Glenn Austin and Linda Miller. The king and queen were crowned at half-time when Palo Duro was defeated by Carter-Riverside by a score of 12 to 6.

The functions of the committee are to aid school officials and coordinators in planning a sound course of training which is fitted to community needs; to encourage the maintenance of both standards of training both in stores and in schools; and to work with the State Advisory Committee on Distributive Education.

Their responsibilities are making recommendations to the school board, the superintendent, the Director of Vocational Education, or the co-ordinator of Distributive Education pertaining to matters concerning the operation of the D. E. program in the schools.

The Advisory Committee should assume the responsibility of making constructive suggestions for the improvement of the Distributive Education program in the community.



Miss Guess Who

Terry Smith is Miss Guess Who for this week. Terry is the daughter of Mr. and Mrs. Al Smith. Her favorite color is coral.

Her two favorite movies are "A Summer Place" and "Home From the Hill." Terry doesn't have any particular hobbies.

She says, "In my spare time I just loaf." This summer Terry spent most of her time in California.

"After graduating from Hereford High, she plans to attend West Texas State one or two years. Then she plans to attend the University of Florida for the rest of her education.

Her ambition is to be a costume designer for some big department store in Los Angeles.

Mr. Guess Who

John Wayne Willoughby is the Mr. Guess Who for this week. His parents are Mr. and Mrs. Irving H. Willoughby.

His favorite color is "blue." John likes to work on model cars, collect coins and fiddle with radios. This summer he helped his father and then was hired to work on a farm. At the end of the summer John went to Washington State for a visit.

His ambition is to finish high school and then go to a television school to become an electrician. He is now a sophomore.

Whiteface Whims

Marty: "He was kicked out of school for cheating!"
Wade: "How come?"
Marty: "He was caught counting his ribs in a biology exam."

"Papa, there was a man here to see you today."
"Did he have a bill?"
"No, he had just an ordinary nose like yours."

"Young man," said the angry father from the head of the stairs. "Didn't I hear the clock strike four when you brought my daughter in?"

"You did," said the boy friend. "It was going to strike eleven, but I grabbed it and held the gong to keep it from disturbing you."

The father muttered, "Daw-gone! Why didn't I think of that one in my courting days!"

At a wedding reception a friend of the groom decided to

find out what the hundreds of people in the receiving line were saying. As he moved along, he purred, "My grandmother died today."

"How nice." "Thank you so much." How sweet of you to say so," were the responses to his announcement. No one had the slightest idea what he said, least of all the groom, who exclaimed jovially: "It's about time you took the same step, old man!"

Whiteface Staff

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Wain Miller Asst. Picture Ed.
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Put Your Best Voice Forward

A person's voice reveals what he thinks and how he feels. Your voice can be persuasive, irritating, attracting or repelling to others.

Harsh voice qualities are worst of all. This usually comes from too much tension in the throat and jaws. A person may talk too loud if he has a hearing problem, works in noisy surroundings, has feelings of inferiority or wishes to sound authoritative.

A nasal voice results when the jaw is too tight, the mouth isn't open enough, and the voice pitch is too high. If your voice is shrill, it is because your pitch is too high. The louder you speak the more your voice will tend toward a higher pitch.

The all-American speech fault is lip laziness. Some examples are the following:

1. "Whyncha" — Why don't you.
2. "Onjuice" — Orange juice.
3. "Marafack" — Matter of fact.

To brighten your speech try some of these tongue twisters:

Sister Susie's sewing shirts for soldiers.
A snifter of snuff is enough snuff for a sniff for the snuff-sniffer.

Slippery sleds slide smoothly down the slucaway.
Words should be clear but never clipped, easy but never loose, and intelligible but never drawled.

REP. WALTER ROGERS WRITES:

Federal Communications Commission

TO THE PEOPLE OF THE 18TH DISTRICT:

Something more than Warren Harding's normalcy began to enter American homes in the 1920s — it was radio, a delight-

Football Personalities

(By Whiteface Staff)

Troy Don Moore is one of the football boys. He lives at 203 Gough Street. His parents are Mr. and Mrs. Troy Moore. His favorite food is Chinese food; his favorite color is blue; the movies he likes best are "Giant" and "Raintree County"; the book he chose was "Farewell To Arms." His hobby is football. He plans to go to T. C. U. or Texas University and his ambition is to become a lawyer, dentist or an engineer. This summer Troy Don worked on a farm, and piddled around.

Joe Mack Hale is another football player this year. He lives at 310 Ave. C. His parents are Mr. and Mrs. H. H. Hale. His favorite food is steak; his favorite color is brown; the movie he likes best is "The Ten Commandments"; the book he chose was "Bridges at Toko-Ri." His hobby is riding around. He plans to go to O. S. U. and his ambition is to get out of high school as quickly as possible to go to college.

This summer he worked for Corbetts' Cleaners and loafed.

COOPERS

this complete new diet food that's swift, safe and sure... from the famous Ovaltine Laboratories NEW

MinVitine



You can lose a pound every 48 hours!

the 900 calorie diet that's scientifically balanced

the one that really works while it satisfies your hunger

chocolate, butterscotch and wonderful new coffee flavor



79c

fully new and thoroughly enchanting medium of communication destined within a few short years to revolutionize the nation's entertainment and news. With the aid of a simple crystal set and a pair of earphones, the early listener could hear a variety of sounds broadcast, in many cases, by business or educational institutions within range. The idea of a station independent within the community came later.

The first broadcasting was done on a shoestring, and since radio required only a fraction of what it does today, more and more stations went into operation. Soon two and even more broadcasters were trying to employ the same frequencies, with the result that listeners were treated only to a confusing, chaotic mixture. Although it was recognized that the airwaves belonged to the public, existing law was inadequate when it came to controlling the bedlam which arose as stations began jumping all over the

frequencies and raising their power at will.

Calvin Coolidge asked the Congress to do something, and in 1927 the Dill-White Radio Act was passed. This law established the Federal Radio Commission, which was to exert regulatory power in terms of licensing and personnel of the stations as well as frequency allocation and control of power. When this Commission came into being, there were 732 stations on the air. About 150 of them surrendered their licenses under the new rules and regulations of the law, and the Commission then devoted much of its time to straightening out those who were left.

Soon after Franklin Roosevelt assumed office in 1933, it was decided to combine the regulation of all communications in a single body. This would include not only radio, but telephone, telegraph, and — later — television as well. Some aspects of communications regulation had been administered by the Interstate Commerce Commis-

sion after its formation in 1887. But the new Federal Communications Commission, which replaced the Radio Commission in 1934, accepted responsibility for applying the law to all forms of electrical communication.

The FCC does approximately the same things with telephone and telegraph companies (but now with radio and television) that the Federal Trade Commission does with business in general. It requires the main-

tenance of certain activities in the public interest and thus prevents, say, a telephone company from arbitrarily suspending a community's service. Telephone and telegraph companies cannot alter their interstate rates without the Commission's approval, nor may the companies, as public utilities, deny reasonable service to anyone.

Most of us are more closely involved with the FCC's regulation of commercial radio and television. Here the Commission's work falls into two major categories. First, it supervises the highly technical engineering and traffic problems such as construction of equipment, assignment of call letters and frequencies, hours of service, and amount of power a station may use in its signal. Since radio and television stations are not classed as common carriers there is no regulation of time

changes, salaries, or profits.

Second, the FCC tries to insure that radio and television stations, in the broadest sense, are regulated for the public good. It does not censor programs, nor does it require that any certain types of programs be aired. Nevertheless, there is a fine line of distinction here in that broadcasters must secure renewal of their licenses every three years. The FCC can refuse this renewal if it believes the station has not lived up to its broadcasting responsibilities. It also applies standards of fairness under the law such as the famous equal time ruling on political broadcasts.

The future of FCC regulations may well present an even greater challenge than has the past. Americans are coming to expect more and more of broadcasters in the type and scope of their programs. Furthermore, the need for more radio and television stations on standard dials is becoming increasingly acute and will eventually demand concerted attention. We can therefore expect that the FCC's research and regulatory functions will become a mat-

Ford HD Club Meets Wednesday

The Ford Home Demonstration club met Wednesday, Oct. 19, in the home of Mrs. Hardy Benson with Mrs. LeRoy Williamson presiding over the meeting. The program was on "Hat Styles."

During the business meeting officers were re-elected for the following year. President is Mrs. LeRoy Williamson, vice-president is Mrs. Raymond Smith, secretary-treasurer is Mrs. L. J. Straffuss, council delegate is Mrs. Hardy Benson, alternate delegate is Mrs. F. L. Eicke, and reporter is Mrs. John Smith.

After the meeting each member discussed the best hat style for herself.

The next meeting will be held in Mrs. Williamson's home Nov. 2.

Refreshments of lemon chiffon cake and coffee were served from a table carrying out the Halloween motif.

Members present were Mesdames Hardy Benson, O. L. Reiger, LeRoy Williamson, L. J. Straffuss, F. L. Eicke, Raymond Smith and John A. Smith.

VISIT HOPSON HOME

Mr. and Mrs. Orville Groneman and children of Vega and Mr. and Mrs. Earl Hopson and children spent Sunday in the home of their mother, Mrs. Lucille Hopson.

RETURN TO HEREFORD

Mr. and Mrs. Tom Clay have returned to their home at 109 Park Avenue, after an extended visit in Utah and California.

Mr. and Mrs. Clay visited with their son, Ted Clay, and family in Chowchilla, Calif., and spent ten days at Mono Hot Springs.

They also visited with a daughter, Mrs. Marion Glasscock and family in Salt Lake City, Utah.

Mr. and Mrs. Clay enjoyed their trip very much but both said it nice to be back home.

The Hereford Brand, Hereford, Texas, Thurs., Oct. 27, 1960

ter of even greater importance than they were when the Commission began its activities more than 25 years ago.

WALTER ROGERS
MEMBER OF CONGRESS
18TH DISTRICT OF TEXAS

ATTEND REUNION

Mr. and Mrs. C. W. Gower and Mrs. Ansel Gower and children of Pueblo, Colo., visited in the home of Mrs. Dale Tinnin of Hereford from Thursday through Saturday. They all went to Lubbock, where they attended a family reunion in the home of a brother, Don Tusha. Over 35 persons attended.

HONORED WITH DINNER

Miss Jean Terry of Amarillo was honored with a birthday dinner Sunday, Oct. 24, in the home of her parents, Mr. and Mrs. George Terry. Present were Mr. and Mrs. Bruce Terry, Mrs. Ruth Fetter, and the honoree and her parents.

VISIT IN DUMAS

Mr. and Mrs. Kenneth DeHart and daughter, Denise, spent the weekend in Dumas in the home of Mrs. De Hart's parents, Mr. and Mrs. Henry Dow.

ATTEND MEETING

Leo Forrest, manager of Deaf Smith Electric Cooperative, attended the Regional Meeting of Electrical Cooperatives held in Dallas this past week. Texas, New Mexico and Arizona were all represented at this yearly meeting.

ATTEND CONVENTION

Mr. and Mrs. Clifford Galley, accompanied by Miss Toni Parker, attended a Retail Credit convention in Pampa over the weekend.

AT DALLAS MARKET

Mrs. Maurice Tannanli is at market in Dallas this week, where the new winter and spring merchandise is on display.

VISIT IN CLAUDE

Mr. and Mrs. S. T. Wiseman spent Sunday in Claude where they visited Mr. and Mrs. Marjorie Maddox.

WE SELL and INSTALL

- Carpet
- Felt
- Base Linoleum
- Cabinet Tops
- Inlaid Linoleum
- Tile of all Classes



E. B. Black Co.
Factory Trained Mechanics
Since 1901

Pick the one you want in one easy stop AT YOUR CHEVROLET DEALER'S

Here's almost any shape and size of car you might want—at the kind of price that'll make you want it all the more. There's a whole crew of low, low-priced new '61 Chevy Corvairs, including new wagons unlike any ever built before in the land. New Biscaynes—the lowest priced full-sized Chevrolets. Beautifully sensible Bel Airs. Elegant Impalas. And America's only authentic sports car—the Corvette. Below you see a cross-section of Chevrolet's 30 crisp new models for '61—the most varied assortment of cars ever offered under one roof. It's the greatest show on worth! Drop into your dealer's and choose your '61 car the easy way—in one convenient stop!

Chevy Impalas



Impala Convertible—Wide open for fun—with roomy new interior dimensions, too.



Impala 4-Door Sedan—Chevy's easier loading new trunk lets you stack luggage 15% higher.



Impala 2-Door Sport Coupe—Fresh elegance from the most elegant Chevrolets of all.

Chevy Bel Airs



Bel Air 2-Door Sedan—These beauties are priced just above the thriftiest full-sized Chevrolets.



Bel Air 4-Door Sport Sedan—Sensible new dimensions up front door entrance height nearly 2 inches.



Biscayne 4-Door Sedan—A full measure of Chevy comfort, space and style at small-car prices.

Chevy Station Wagon



Nomad 4-Door 6-Passenger Station Wagon—That cargo opening is nearly 5 feet across!



Chev Corvair 700 4-Door Sedan—Corvair is still the only U.S. built car that never needs water or antifreeze.



Corvair Lakeview 700 Station Wagon—America's newest wagon—with a lockable trunk up front.

Corvette



Monza 900 Club Coupe—Handsome interior features sporty bucket seats.



Greenbrier De Luxe Sports Wagon—With up to twice as much room as ordinary wagons.



Corvette—A winging new shape for America's only authentic sports car.

Announcing the opening

OF

Gordon's Conoco Sta.

E. FIRST AT SAMPSON

I would like to take this opportunity to invite you to drop by my station and let us show you what service can be like. I will handle a complete line of Conoco products plus all major brands of oil. We will have free pickup and delivery. Drop by and give us a visit.

Gordon's Conoco Sta.

EM 4-2534

Owned & Operated
By Gordon Smith

E. 1st at Sampson

See the greatest show on worth at your Chevrolet dealer's

ORSBORN - NORWOOD CHEVROLET

2nd at Schley

Hereford

EM 4-2160

ADRIAN NEWS

Basketball Season Starts Saturday Night In Happy

BY MRS. R. L. PINNELL

Basketball season started Saturday night when the A and B team girls traveled to meet Class-A Happy for a thorough touncing. The A score was 55 to 20 and the B team's score was 57 to 18. The boys will join in on Tuesday night at Hartley. Coach Johnson predicts this is the team to beat in district as they only lost four boys from the team that went to regional last year. Tentative live-up will be Hubert Bronniman, Bill Gudgell, Sidney Blankenship, Cecil Blasingame, Perry Gruhlkey or Calvin Peters.

Managers are Sandy Ferguson and Gary James. The year's schedule, which recently was set up, is as follows:
Oct. 22: A and B-girls Happy there
Oct. 25 A boys and girls Hartley there
Nov. 8 A boys and girls Channing here
Nov. 10 Jr. High boys and girls Channing there
Nov. 15 A and B boys Boys Ranch here
Nov. 18 A and B boys Happy N. M., here
Nov. 22 OPEN
Nov. 28 Jr. High boys and girls Hartley here
Nov. 29 A boys and girls Happy there

Dec. 1-2-3: Kress Tournament
Dec. 6 A and B boys, Boys Ranch there
Dec. 8-9-10 A boys and girls Friona Tourney
Dec. 13 A boys and girls Happy here
*CONFERENCE GAMES
*Dec. 16 A boys and girls Vega here
Dec. 19 Jr. High boys and girls Vega there
Dec. 20 OPEN
Dec. 22 OPEN
Jan. 3 A and B boys San Jon there
Jan. 5-6-7 A boys and girls Stratford tourney
*Jan. 10 A boys and girls Happy here
*Jan. 13 A boys and girls Channing there
Jan. 16 Jr. High boys and girls Vega here
*Jan. 20 A boys and girls Texline here
*Jan. 24 A boys and girls Hartley there
*Jan. 27 A boys and girls Channing there
Feb. 2 Jr. High boys and girls Channing there
*Feb. 3 A boys and girls Texline there
*Feb. 5 A boys and girls Hartley here
*Feb. 10 A boys and girls Vega there
*Feb. 14-16-17-18 District Tourney
Feb. 20 Jr. High boys and girls

Hartley there. The basketball boys have ordered 10 new boxer-type suits which are maroon with white trim. The girls have ordered 10 new warm-up jackets.

Rains came from amounts of seven inches at the E. B. Pounds and Jack Fortenberry residences (plus hail) to four inches plus at the Simms Community house. Feed was damaged extensively and Fortenberry reports: "It looked like I had turned in 300 head of sheep on my wheat."

The hail fell from north to south and reached as far as the H. D. Tomlinson place on the south to a lighter degree. Oldham County teachers met Monday evening at Boys Ranch for dinner with the boys and regular session that followed. Officers for the year are Jerry Jackson, agriculture teacher at Boys Ranch; Charles Harmon, President; Mrs. Ferris Kromer, Adrian primary teacher, secretary, and Milton Sanders of Wildorado.

Boys Ranch superintendent Smith spoke on "Teacher Retirement" to the 40 teachers of the district.

Mike Perry, third grade son of Mr. and Mrs. Winfred Perry, was bitten by a rattlesnake Saturday morning and is a patient in Deaf Smith County Hospital in Hereford.

Mr. and Mrs. Wesley Story and family of Woodward, Okla., visited his mother, Mr. and Mrs. Earnest Frank, this weekend. Mr. and Mrs. Grady Skaggs announce the arrival of a new daughter born Oct. 18 in Northwest Texas Hospital in Amarillo. She was named Susan Elizabeth and weighed four pounds and nine ounces. Paternal grandparents are Mr. and Mrs. John Skaggs of Adrian.

Cynthia Kromer, 1960 senior and the daughter of Mr. and Mrs. F. A. Kromer, has been bringing honors to Adrian this week from Lubbock Christian College. She was chosen one of the six cheerleaders for 1960-61. She is also one of three candidates for secretary of the freshman class. Election is to be held next week.

Parent-Teachers Association met for its first regular meeting last Monday night in the high school auditorium. After the invocation by superintendent A. P. Jones, Mrs. Howard Engle, president, conducted a business meeting. A fund-raising night was discussed and plans made for a men's style show and chili supper for Nov. 11. A "Tasting Bee" is scheduled for later.

After the benediction by Jim Clark the group retired to the cafeteria for refreshments served by Mr. and Mrs. John Horton, Mrs. Bobby Speed and Mr. and Mrs. C. F. Homfield.

The Lions Club pancake supper will be held in Fellowship Hall of the Methodist Church Saturday night, Nov. 5. Proceeds of the supper will go to further the city park.

A business meeting was held over the breakfast table at the Fincher Cafe last Thursday at 6:30 a. m. Attending were V. E. Lemke, Jim Sessions, John Horton, Don Johnson, Lorin Creitz, Skeet Fincher, John Skaggs, Jim Clark and Jess Fincher.

Cub Scouts met Thursday afternoon at the school with Johnnie Lewis and Mrs. A. P. Jones. The group practiced their fire prevention skits to be given on Monday night, Nov. 4, at Pack Night.

After the program, Mrs. George Gruhlkey served refreshments to the following: Raymond Jones, Jim Cavin, Duane Gruhlkey, Mike Perry, Jim Bob Perrin, George and Charles Harwood, Johnnie Lewis and a guest, Wayne Bronniman.

The Methodist Revival began Sunday morning with the Rev. R. L. Kirk of the Wesley Methodist Church of Amarillo as the visiting preacher. Evening services begin at 7:30. The local pastor, the Rev. Gene Moore, is leading the singing.

Mrs. Lorin Creitz substituted in the place of Coach Jim Clark Wednesday while he attended the funeral of an uncle at Lubbock.

Homecoming plans are coming along, according to president, Jake Fortenberry. Invitations are in the mail this week and the date is Nov. 25. Registration will start at 2:30 p. m. and the meal will be served by the Johnson Cafe buffet style at 6 p. m.

J. H. Benefield and grandson Bill McBride of Plainview spent from Wednesday to Saturday in the home of his son, Troy Benefield and family.

field and family.

Mr. and Mrs. Nelson Seago of Lelia Lake visited last weekend in the home of their daughter, the Rev. and Mrs. Gene Moore and daughter Susan.

Mr. and Mrs. D. R. Stinnett and family of Channing visited her parents, the V. E. Lemkes, on Sunday.

Mr. and Mrs. Phil Reynolds of LaJolla, Cal., sister of the Brown brothers, visited from Wednesday till Monday morning of last week in Adrian. On Sunday, the Brown family gathered at Roy's for a reunion.

Attending were Mrs. Irene Brown, Mr. and Mrs. Floyd Brown, Mr. and Mrs. Earl Brown, Clinton Earl and Bobby, Mr. and Mrs. Jimmy Brown, Mr. and Mrs. Billy Don Brown, Dennis and Peter, and the honored California guests.

Mrs. D. W. Morgan is attending the Amarillo Beauty School; commuting daily, with the exception of Monday.

Formal installation of newly-elected FFA officers will be held with a candlelight service Thursday evening in the new home economics department.

A group from Hereford will participate in the service to install the following: Glenda Homfield, president; Gail Brown, vice-president; Donna Brownlee secretary; Linda Gruhlkey, treasurer; Peggy Sifford, historian; Cathy Kromer, reporter; Phyllis Peters, parliamentarian; Sue Brownlee, song leader, and Paula Creitz, pianist.

Donna Brownlee was chosen personality queen and Coralie Fortenberry, posture queen this

week by secret ballot and popular class vote.

Coralie Fortenberry has honored on her birthday last weekend with a surprise party in the home of Doris Horton. The young people gathered for games and food early and after the party the girls remained for an all-night slumber party.

Enjoying the evening were Sue Brownlee, Myrna Zaring, Linda Pinnell, Phyllis Peters, Ronald Johnson, Jerry Milner,

Richard Gruhlkey, Billy Perry, Gary James, Harvey Bronniman, the honoree and the hostess, Doris Horton, and her parents, Mr. and Mrs. John Horton.

The junior class play was excellent and funds were quite satisfactory, reports everyone who attended. "We hope you enjoyed it as much as we enjoyed giving it," replied Mrs. Don Johnson, co-director. "We extend thanks for your loyal support of the class."

ALBUQUERQUE VISITOR
Mrs. Robert Miller and twin daughters of Albuquerque, N. M., are visiting in the home of Mrs. Miller's parents, Mr. and Mrs. Grady Rogers, 328 Star St. Mrs. Miller was planning to return to her New Mexico home sometime this week but has been delayed due to the twins contacting the measles. Many Hereford people will remember Mrs. Miller as the former Barbara Rogers.

Vote as a Free American!

Vote the Ticket that is BEST FOR TEXAS
HERE'S HOW TO DO IT

OFFICIAL BALLOT	
FOR PRESIDENT	FOR VICE PRESIDENT
Look for these names at the top of one of the columns:	
For President and Vice President RICHARD M. NIXON and HENRY CABOT LODGE	

1. Find the names of RICHARD M. NIXON and HENRY CABOT LODGE at the top of your ballot.
2. Leave the names NIXON and LODGE unmarked on the ballot; scratch all other names for President and Vice President.
3. To complete your ballot, leave the name of the candidate for whom you wish to vote for each office and scratch the rest.

WARNING!

You may be told that you cannot vote for Nixon and Lodge if (1) you voted in the Democratic Primary or (2) your poll tax receipt or exemption certificate is stamped "Democrat." THIS IS NOT TRUE. You CAN vote for any candidate you wish, no matter how you have voted, or not voted, in any previous primary or election. THIS IS YOUR RIGHT AS A FREE AMERICAN.

Vote November 8 for NIXON and LODGE

Texas Democrats for NIXON & LODGE, Allan Shivers, Chairman (Pd. Pol. Adv.)

GOOD GULF PRODUCTS



Hale's Gulf Service

Corner Park & Hiway 385

Mr. and Mrs. Wesley Story and family of Woodward, Okla., visited his mother, Mr. and Mrs. Earnest Frank, this weekend. Mr. and Mrs. Grady Skaggs announce the arrival of a new daughter born Oct. 18 in Northwest Texas Hospital in Amarillo. She was named Susan Elizabeth and weighed four pounds and nine ounces. Paternal grandparents are Mr. and Mrs. John Skaggs of Adrian.



You never paid so little for a car that saves so much

One Year Newer, One Year Better!
Not even in the tremendously popular 1960 Falcon did you get so much value as you now can buy in the new Falcon '61!

Who would believe a car so roomy... so wonderfully comfortable for six grownups... would squeeze so many miles out of your gas dollar? But the new Falcon does! Up

to 30 miles on every gallon of regular gas! And, you can now pick the famous Falcon Six, or the new 170 Special* for an extra dash of power.

Only Falcon gives you the winning combination of luxury and economy. The proof is at your Ford Dealer's now!



FORD Falcon '61

NO OTHER COMPACT MEASURES UP TO THE FALCON—WORLD'S MOST SUCCESSFUL NEW CAR. AT YOUR FORD DEALER'S!

CHARLIE SEEDS MOTOR CO., INC.

W. Hwy. 60 Hereford EM 4-2727

Boontonware OPEN STOCK SALE

LOWEST PRICE ON DECORATED BOONTONWARE

NEW Somerset

Remarkable value in decorated dinnerware. Made with extra melamine, unbreakable as all other Boontonware. **\$29.95** (Open stock value \$67.95)

45 pc. service for eight

Blossomtime

Briarcliffe Rose

Wheat

FREE! Exquisite Boontonware souvenir! Nothing to buy! Just come in and register with us!

WIN! Boonton Patricia 16-pc. Starter Set in the pattern of your choice. Nothing to do but register!

HEREFORD HARDWARE
216 N. MAIN EM 4-2525

OPEN STOCK 99¢
Regular Values to \$1.90

SERVICE PIECES \$1.89
Regular Values to \$3.50

Incredible values, but true. Boontonware's full-speed production during the slow season has made this fabulous factory run sale possible. Now buy the individual pieces you want at huge savings. This specially priced Boontonware will mix and match with all melamine or Melmac® dinnerware. Pick up replacements for your present set, complete your service, or start a new set. This sale is especially timely for churches and camps to stock up at unusual savings, too.

• Amazingly break-resistant • Extra measure of melamine • Dishwasher safe • Written guarantee against breakage

Buy Now At These Very Special Prices

Dinner Plate, reg. 1.90	only .99¢
Cup and Saucer, reg. 1.80	only .99¢
Luncheon Plate, reg. 1.45	only .99¢
Large 20 oz. Soup or Salad Dish, reg. 1.50	only .99¢
Dessert Dish, reg. 1.15	only .99¢
Vegetable Dish, reg. 2.95	only 1.89
Platter 12 1/4", reg. 3.50	only 1.89
Salt-Pepper Set, reg. 1.95	only .99¢
Sugar-Creamer Set, reg. 3.25	only 1.89
Butter Dish, reg. 2.95	only 1.89

Save \$25.75 on Boontonware Belle 45 pc. service for 8 with the extra cups and saucers you have always wanted (12 cups and saucers). **\$29.95**

Open stock value \$55.70.

Hurry, hurry, hurry! Free souvenirs for all! You may win a luxurious 16-piece starter set! See our gala, new Boontonware department... bigger and better than ever, featuring the greatest assortment of exquisite patterns and refreshing solid colors you'll find anywhere! All Boontonware is molded of remarkable melamine with special care. The result is incredible strength dramatically proved in the amazing tumbling barrel "torture test." Tomorrow's the big day!

LET YOUR LIGHT SO SHINE BEFORE MEN

MOBIL OIL PRODUCTS
• Cliff Kerr and Wayne Lehrer

HEREFORD CREAMERY
• Mr. and Mrs. Elton Malone

FARM & HOME SUPPLY
• W. A. DeBusk

FIRST NATIONAL BANK
• Virgil Hennen

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

McLEAN - HUTSON AGENCY
• George McLean Buddy Hutson

PLAINS FERTILIZER CO.
• Glen O. Edwards

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

B. F. GOODRICH
• Don Little

HEREFORD FERTILIZER & INSECTICIDE CO.
• Norman Moore

ROCKWELL BROS. & CO.
• D. R. Vandever

HEREFORD HARDWARE
• Mr. and Mrs. Don Zimmerman

BLANTON BUTANE, INC.
• Darrell Blanton

BUY-RITE FURNITURE
• J. H. Fish

HEREFORD GRAIN CORP.
• Curtis O. Roach, Mgr.

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

JIM HILL HOTEL
• Mr. and Mrs. Dick Ross

CLOWE & COWAN INC.
• The Best - Pomona Pumps

ELIZABETH WITHERSPOON INSURANCE
• 148 N. Main St.

GILLILAND FUNERAL HOME
• Marlin Gilliland

SUIT'S AUTO SUPPLY

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

PIGGLY WIGGLY
• Mr. and Mrs. Gaylord Newell

ROGERS DRUG
• Mr. and Mrs. Grady Rogers

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

PITMAN SERVICE STATION
• Odice and Ed Bulls

SHELTON TIRE EXCHANGE
• W. O. and Bessie Shelton

HEREFORD IMPLEMENT CO.
• Herman Neff

LOERWALD BROS.
• Ed, George, Gene and Harold Loerwald

FARMER'S DRIVE IN
• Troy Moore

HEREFORD STATE BANK
• Russell E. Carver, Pres.

DEARING WRECKING CO.
• Anson A. and June Dearing

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

CONSUMER'S FUEL ASS'N.
• Louie LeGrand

PITMAN GRAIN CO.

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

ASSOCIATED GROWERS OF HEREFORD

HEREFORD LAUNDRY & DRY CLEANERS
• Ernest Kendall

THE WAY

...the New Way. "In those days came John the Baptist, preaching... 'Repent.'" A simple statement that means so much. The man who speaks looks strange. His clothing is unattractive, his face unshaven, his body lean from fasting and prayer. But his eye is clear, his voice strong, his spirit challenging. He knows a wonderful secret and would share it. John's first word is, "Repent." *Stop working against God and yourself. He appears to be warning... sons and daughters of God, quit living like children of the Devil. Attend Sunday school, worship in church and associate yourself with good.*

You In The Church
The Church In You — form a combination for good. Every man, woman and child needs the influence of the church. So, come let us go into the house of the Lord. Let us support her program of service to humanity, be a faithful worker, a daily bible reader and attend services regularly.

Visit Church Sunday and Take a Friend Along. This Is the Best Way To Prepare for Next Week.

Jehovah's Witnesses

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

Wesley Methodist

430 Irving
John Ferguson, Pastor
Sunday: Church School, 9:45 a.m.; Morning Prayer and Sermon, 11 a.m.; Holy Communion the first Sunday of each month at 11 a.m.
Wednesday: Holy Communion, 10 a.m.
Women's Division is held the second Thursday of each month at 3 p.m. in homes.
Adult Bible Study is held the fourth Monday of each month at 7:30 p.m. in member's home.
The Bishop's Committee meets the first Monday of each month at 7:30 p.m. in the Mission Hall.

Apostolic Pentecostal Church

Myrtle and Blevins
Rev. William E. King, Pastor
Sunday School begins at 10 a.m. Morning Worship starts at 11 a.m. Evangelistic services are held Sunday evening at 8 p.m.
Wednesday evening Bible study is at 8 p.m.
Friday evening at 8 p.m. the young people meet.

Church of Jesus Christ of Latter Day Saints

(Mormon)
EM 4 - 2233
Leo D. Page, branch president.
The Mormon Church meets in the Seventh - Day - Adventist Church. Sunday School services are at 10 a.m.; Church School, 9:45 a.m.; Morning Prayer and Sermon, 11 a.m.; Holy Communion the first Sunday of each month at 11 a.m.
Wednesday: Holy Communion, 10 a.m.
Women's Division is held the second Thursday of each month at 3 p.m. in homes.
Adult Bible Study is held the fourth Monday of each month at 7:30 p.m. in member's home.
The Bishop's Committee meets the first Monday of each month at 7:30 p.m. in the Mission Hall.

Seventh Day Adventist

Third and Lawton
Elder J. L. Sammons, Pastor

"Christ Our Righteousness" is the subject for lesson study and class discussion Sabbath, Oct. 22.

Memory Verse this week is "And this is His name, whereby he shall be called The Lord, our righteousness." Jer 23:6

Study Helps: "Steps To Christ," pp. 66-70.

Note: "The righteousness of Christ consists in right actions and good works from pure, unselfish motives." Testimonies, Vol. II, page 528.

Lesson Outline (1) A Timely Message. (2) Innocence Lost. (3) The Way To Righteousness. (4) Christ's Righteousness Fits Us For Translation.

First Presbyterian

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

Park Ave. Church of Christ

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

Church of God

H and 13th Street
Rev. Clarke E. Goodman, Pastor
Sunday School will begin at 10 a.m. Worship service is at 11 a.m. Sunday evening worship begins at 7:30 p.m.

Tuesday, Bible Study, 7:30 p.m. and Friday, Young Peoples' Endeavor, 7:30 p.m.

Bring your burden and carry away a smile.

"The Church that is large enough to serve you and small enough to know you."

St. Thomas Episcopal

Harrison Highway
Rev. Joel C. Treadwell, Vicar
Vicarage, 416 Star Street
Sunday: Holy Communion, 8

First Methodist

501 N. Main

Rev. Herschel L. Thurston,
Sunday, Oct. 30: Sunday School, 9:45 a.m.; Morning Worship, 10:55 a.m.; Senior MYF Prayer Meditation, 6 p.m.; Intermediate MYF, 6 p.m.; Senior MYF, 6:15 p.m.; Evening Worship Service, First Christian Church as guests, Rev. Gilbert Davis, speaker, 7 p.m.

Monday, Oct. 31: Primary Halloween Party, Fellowship Hall 2:30 to 5:30 p.m.

Tuesday, Nov. 1: Boy Scout District Meeting, Fellowship Hall, 7:30 p.m.

Wednesday, Nov. 2: Women's Society of Christian Service luncheon, 12:30 p.m.; Wednesday Prayer Group, 7 p.m.; Commission Chairmen Meeting, 7:30 p.m.; Choir Rehearsal, 7:45 p.m.; All Commissions, Education, Christian Social Relations, Missions, Stewardship and Finance, Membership and Evangelism, 8 p.m.

Thursday, Nov. 3: Golden Age's Art Class, 2 p.m.

Thompson Memorial Mexican Baptist Mission

Norton and Texas
Rev. James E. Timmons
Orden De Cultos
Domingo Por La Manana, 10 a.m.; Escuela Dominical, 11 a.m.; Culto De Adoracion.
Domingo Por La Noche, 7 p.m.; Union De Preparacion, 8 p.m.; Culto Evangelistico, Miercoles Por La Noche. Culto De Oracion Y Estudio Biblico.

A La Ingleza Parroquial De San Antonio

North 20 Mile Avenue y Highway
TVd. Es Catolico? Pues, ¡Tiene La Obligacion De Asistir A La Santa Misa Todos Los Domingos!
Horas De Misa En Los Domingos: 6:30 a.m.; 8 a.m.; 10 a.m.; y 8 p.m.
Durante La Semana: 6:30 a.m. y 7:30 am

(Continued on Page 5)

CHURCH

(Continued from Page 4)

Assembly of God

Union & Ave. G.

Rev. V. W. Marcontell, Pastor
Sunday School is held at 9:45 a.m. Morning worship service convenes at 11 a.m.

C. A. service begins at 7 p.m. Junior C. A.'s meet at 8 p.m. and worship service begins at 8 p.m. each Sunday evening.

Prayer meeting and Bible Study will be held Wednesday at 7 p.m.

First Baptist

Fifth and Main

Glendon Sanders, Minister of Music-Education

Sunday School, 9:45 a.m.; Morning Worship, 10:55 a.m.; Evening Worship, 5:30 p.m.; Training Union, 6:30 p.m. Superintendent's Cabinet, Wednesday, 7 p.m.; Teachers and officer's meeting, Wednesday 7:15 p.m.; Mid-Week Prayer Service, Wednesday, 8 p.m.; Sanctuary Choir rehearsal, Wednesday, 9 p.m. (Wednesday evening services 30 minutes earlier, October through March.)

Graded Choir Rehearsals, 4 p.m. Tuesday; WMS visitation, first Wednesday, 9:30 a.m.; Monthly luncheon and business noon; Circles meet third and fourth Wednesdays, 9:30 a.m.; meeting, second Wednesday, 12 p.m. Junior G.A.s meet Tuesday at 5 p.m.; Intermediate G.A.s, Wednesday, 7:15 p.m.; Sun-

beams, Wednesday, 7:15 p.m.; Junior Royal Ambassadors, Saturday, 9:30 a.m.; Truett Brotherhood, Monday, 6:30 a.m. Sunday Worship Services, morning and evening, broadcast over Radio Station KPAN. Listen to "The Baptist Hour" Sundays, 8 a.m. over KPAN.

Mision Calvario Metodista

V. T. Moreno, Pastor

223 Kibbe Street

Escuela Dominical, 10 a.m.; Servicio de Adoracion, 11 a.m.; Servicio de Predicacion, 7:30 p.m.; Servicio los Fieles de Oracion, 7:30 p.m.

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

Asemblea de Dios Templo el Calvario

Pastor Fidel Alcalá

Bienvenidos, Cuidados en la Calle 128 E. 5th.

Las servicias durante la semana y el Domingo.

Como sigue: 8 de la noche Martes, Jueves. Sabado y Domingo.

Domingo, 10 de la mañana, escuela dominical, a las 11:30 predication.

Avenue Baptist Church

123 N. 25-Mile Avenue

Rev. C. F. Powell, Pastor

Sunday School is held at 9:45 a.m.; Worship Service at 11 a.m.; Training Union at 7 p.m.; Evening Worship Services, 8 p.m.

Vacation Bible School June 6 through 17, from 8 to 11 a.m., for ages three to 16. All children are invited to attend.

First Christian

West Park Ave.

Rev. Gilbert Davis Jr.

Sunday School is held at 9:30 a.m. Worship service will begin at 10:50 a.m.

Chi-Rho and CYF meets at 6 p.m. Sundays and vesper services are at 7 p.m.

Functional Department's first Wednesday at 8 p.m.

General Church Board, second Wednesday at 8 p.m.

Temple Baptist Church

Forrest St. and Ave. 5

Rev. Robert Laceywell, Pastor

Sunday School begins at 9:45 a.m. and Training Union is in the evening at 6:30 p.m. Worship services are at 10:50 a.m. and 7:30 p.m.

Wednesday prayer service will be held at 8 p.m.

The teachers and officers' meeting will begin at 7:30 p.m. Wednesday.

Mid-week prayer services are on Wednesday at 7:30 p.m. At 8:15 p.m. there will be choir practice.

Central Church of Christ

Sunset Drive and Plains Ave.

Ernest Highers, Minister

Bible School is held each Sunday at 9:30 a.m. with morning worship at 10:30 a.m.

Worship service begins at 6 p.m. each Sunday evening.

Ladies Bible Study held each Wednesday morning at 10 a.m.

Wednesday prayer services are held at 7:30 p.m.

Immanuel Lutheran

Park and Avenue B.

Rev. Andrew Szegedin, Pastor

Worship Service each Sunday at 11 a.m.

Sunday School and Bible Classes at 10 a.m.

A most cordial welcome to you.

St. Anthony's

Harrison Highway at 25 Mile Ave.

Father Aloysius Craven, Pastor

Sunday Masses are at 6:30 a.m. and 10 a.m. Sunday Evening services are at 7:30 p.m. Daily

Church of The Nazarene

Fourth and Jackson

Rev. Stewart Downer, Pastor

EM 4-1381

Sunday School is held at 10 a.m.; Worship Service at 11 a.m.; Evening Worship Service at 7:30 p.m.

Prayer meeting Wednesday will begin at 7:30 p.m.

Asemblea de Dios Templo el Calvario

Pastor Fidel Alcalá

Bienvenidos, Cuidados en la Calle 128 E. 5th.

Las servicias durante la semana y el Domingo.

Como sigue: 8 de la noche Martes, Jueves. Sabado y Domingo.

Domingo, 10 de la mañana, escuela dominical, a las 11:30 predication.

Avenue Baptist Church

123 N. 25-Mile Avenue

Rev. C. F. Powell, Pastor

Sunday School is held at 9:45 a.m.; Worship Service at 11 a.m.; Training Union at 7 p.m.; Evening Worship Services, 8 p.m.

Vacation Bible School June 6 through 17, from 8 to 11 a.m., for ages three to 16. All children are invited to attend.

First Christian

West Park Ave.

Rev. Gilbert Davis Jr.

Sunday School is held at 9:30 a.m. Worship service will begin at 10:50 a.m.

Chi-Rho and CYF meets at 6 p.m. Sundays and vesper services are at 7 p.m.

Functional Department's first Wednesday at 8 p.m.

General Church Board, second Wednesday at 8 p.m.

Temple Baptist Church

Forrest St. and Ave. 5

Rev. Robert Laceywell, Pastor

Sunday School begins at 9:45 a.m. and Training Union is in the evening at 6:30 p.m. Worship services are at 10:50 a.m. and 7:30 p.m.

Wednesday prayer service will be held at 8 p.m.

The teachers and officers' meeting will begin at 7:30 p.m. Wednesday.

Mid-week prayer services are on Wednesday at 7:30 p.m. At 8:15 p.m. there will be choir practice.

Central Church of Christ

Sunset Drive and Plains Ave.

Ernest Highers, Minister

Bible School is held each Sunday at 9:30 a.m. with morning worship at 10:30 a.m.

Worship service begins at 6 p.m. each Sunday evening.

Ladies Bible Study held each Wednesday morning at 10 a.m.

Wednesday prayer services are held at 7:30 p.m.

Immanuel Lutheran

Park and Avenue B.

Rev. Andrew Szegedin, Pastor

Worship Service each Sunday at 11 a.m.

Sunday School and Bible Classes at 10 a.m.

A most cordial welcome to you.

St. Anthony's

Harrison Highway at 25 Mile Ave.

Father Aloysius Craven, Pastor

Sunday Masses are at 6:30 a.m. and 10 a.m. Sunday Evening services are at 7:30 p.m. Daily

AUSTIN HIGHLIGHTS

Volunteer Services Change Faces Of State Hospitals

BY VERN SANFORD

AUSTIN — For years a high chain link fence marked the back boundary of the Austin State Hospital grounds.

Sturdy and forbidding, with in-turned barbed wire at the top, it was a fence that suggested the plight of the people it confined. It was a depressing, prison-like, milelong fence that paralleled Lamar, one of Austin's busiest boulevards.

Now, each spring, Austinites make a point of driving out Lamar to see the mass of climbing red roses covering the fence. Today this long stretch of roses is a symbol of the change that has come to state hospitals during the past 10 years as a result of volunteer services.

University engineering students donated and planted the rose bushes. Thousands of people over the state have landscaped the grounds, re-

decorated the dining halls and reception rooms, built swimming pools, given parties, conducted classes, wrapped gifts and in hundreds of other ways brought beauty and warmth to state hospitals and schools.

In its fall report, the State Hospital Volunteer Services Council shows that volunteers gave 163,904 hours of time to state institutions during the past year. Figured at only \$1 per hour and adding in contributions of food, clothing, prizes, furniture, etc., volunteers enriched life in state institutions by more than \$538,956 during the year. This does not count considerable sums collected for all-faith chapels at several schools and hospitals.

Last year, 36,000 citizens went into 18 different state hospitals and schools to do volunteer work.

Impact of these volunteers is two-fold, says Miss Helen Colburn, coordinator of volunteer services for the State Hospital Board.

First, they help to create a pleasant environment which gives patients a better chance to respond to medical treatment.

Second, the volunteers learn the problems of the hospitals and schools and are an effective force in educating the community as to needs and goals.

"State money can't be spent for pictures or parties or swimming pools," said Miss Colburn. "It has to go for beds and food. But these other things are important. Patients respond to environment, and they respond to people. And they know the difference between people who are paid and people who come to help them out of sheer kindness."

Right now the volunteers are getting ready for their biggest undertaking of each year — Christmas. It means securing wrapping and tagging about 26,000 gifts to keep up a three-year record of having a gift

for each patient in the state system. It means decorations, trees, parties and caroling. In some cases it means setting up shops where patients can get gifts to send to their families—often more ardently desired by the patient than a gift for himself.

State Board of Insurance voted 2-to-1 not to adopt a recommended 13.3 per cent rate increase in certain types of auto insurance.

Board members R. W. Strain and Ned Price said they wanted to study the new safe driving plan more before approving any rate changes. They have been at odds with Board Chairman Penn J. Jackson who has recently advocated abolishment of mandatory merit rating. To scrap merit rating, said Dr. Strain, would penalize the 70 per cent of drivers who earn a discount for good driving records.

Board also refused by a 2-1 vote to allow insurance companies to disregard penalties against drivers involved in accidents presumably not their fault. This must be decided by a court, said Strain and Price.

Very few drivers seem to mind paying higher accident insurance rates because they are involved in accidents. But many do resent the assessment of a penalty based on traffic tickets issued. Especially tickets they feel were not warranted.

Still others contend that they are insuring their cars against accidents and not insuring themselves against traffic fines. Therefore if they are paying a premium for fines they should be reimbursed for those fines.

Average speed of Texas passenger cars on rural roads is 55.9 miles per hour, reports the State Highway Department.

This is below the legal limit of 60 miles per hour on most stretches of highway.

Average speed of buses, how-

ever, is 60.7 miles per hour. Trucks average 51.2 miles per hour. Legal limit for trucks and buses is 55.

Statewide speed survey is taken by the Department each year with concealed radar devices. Department found that 19.3 per cent of passenger cars were exceeding 60, a 2.6 per cent decrease from last year.

Texas is getting set for a bumper crop of college graduates in the sixties.

Commission on High Education reports the highest ever enrollment — 90,035 students in the 18 fully supported state colleges and universities.

This is up 5,391 from last fall and a 60 per cent increase over 10 years ago. Biggest enrollments (in state schools) are at the University of Texas, Texas Tech, North Texas State, Arlington State and Texas A&M, in that order.

Biggest gains this year were UT and Arlington State.

Release of additional federal funds will largely prevent an expected winter slowdown of highway work in Texas, State Highway Engineer D. C. Greer announced.

Only the November bid letting will be affected, said Greer.

This month the Highway Department tabulated low bids totaling \$19,030,137 for highway work. Next month the contracts are expected to total only about \$12,000,000, but by December the total should be increased again to about \$17,000,000.

This will mean fewer workers laid off for the winter by contractors doing state highway work.

SHORT SNORTS—Texas Railroad Commission announced that the eight-day oil production pattern will continue through November, making seven consecutive months of wells shut down 22-23 days a month. Daily allowable will be 2,667,508 barrels. Texas' cotton acreage allotment for 1961 will be 7,849,296 acres, the U. S. Dept. of Agriculture announced. This is a slight increase over the year's 7,777,151 acres.

Mr. and Mrs. Homer Hamilton spent the weekend in Brownfield where they visited in the home of Mrs. Hamilton's mother, Mrs. Lakey. They returned to their Hereford home late Sunday evening.

Most of us borrow money at interest to buy homes and we pay off our mortgage over a period of years. So long as we keep up these payments we "own" our homes. If we fail to make our payments, the lending institution can foreclose.

The Electric Cooperatives of Texas were built in exactly the same fashion. Members borrowed money at interest to build their own electric systems and they are paying back principle and interest while enjoying the blessings of electricity. There isn't a single cooperative in the state in arrears on its payments. Many of them have made payments in advance

The Electric Cooperatives are owned by the people who borrowed the money and who are paying back their loans with interest.

That is why these member-owners can proudly say the Electric Cooperatives are OWNED BY THOSE WE SERVE.

DEAF SMITH COUNTY ELECTRIC COOP

OFFICIAL ENTRY BLANK

Hereford at Phillips
N. Mex. St. at Ariz. St.
W. Texas at Arizona
Oklahoma at Colorado
Geo. Tech at Duke
Auburn at Florida
Kansas at Iowa
Ohio St. at Michigan St.
Alabama at Miss. St.
LSU at Miss.

TIE BREAKER

Hereford
Phillips
W. Tex.
Arizona
Tex. Tech
Rice

Notre Dame at Navy
Missouri at Nebraska
Ill. at Purdue
Tex. Tech at Rice
Pitt. at Syracuse
Arkansas at Tex A&M
Baylor at TCU
SMU at Texas
Oregon At Washington
Mich. at Wisconsin

NAME

ADDRESS

Voted Most Trouble-Free Car by Owners, year after year

... Rambler is even more trouble-free in '61



New 1961 Rambler American Deluxe 2-Door Sedan, America's lowest-priced car—room for six. One of 12 all-new models for 1961.

Save Hundreds on First Cost, Upkeep!

Rambler American seats six in roomy comfort, out-handles any other U. S. car yet can save you hundreds of dollars on first cost, upkeep, resale. Save with America's proved economy king—Rambler!

'61 Rambler American

The New American Beauty at the Lowest Price of All!

- All-New Functional Beauty. Smart, modern, will stay in style for years to come.
- All-New Ceramic-Armored Muffler and Tailpipe.
- All-New Beautifully decorated 6-passenger interiors.
- All-New Trunk Space—50% greater.
- All-New Sectional Sofa* front seats glide back and forth individually.
- All-New Airliner Reclining Seats* recline fully, make level Travel Beds.
- All-New Weather-Eye* Heating. All-New All-Season* Air Conditioning.

- All-New With More Glass Area.
- All-New 4-Door Station Wagon. 2-door wagons, too.
- All-New Convertible coming soon.
- Top Resale Value proved by 11 years and 35 billion owner-driven miles.
- 90 HP or 125 HP Six. Three transmission choices.
- Exclusive Deep-Dip! rustproofing. Single-Unit! construction.
- Championship Economy proved in all major economy runs.
- America's Lowest Prices on all Models.

*Optional at extra cost. Pioneered by American Motors

STRONGEST GUARANTEE IN AUTO HISTORY!

1. New Ceramic-Armored Muffler and Tailpipe are guaranteed against defect for the life of the car while the original buyer owns it.
2. On all new Ramblers the former standard warranty of 90 days or 4,000 miles is extended to 12 months or 12,000 miles, whichever occurs first. This warranty does not cover tire and battery replacement covered by other warranties, nor normal maintenance.

See the world's widest choice of compact cars
TROUBLE-FREE RAMBLERS
IN ALL 3 SIZES

OSBORN MOTOR CO.

142 N. Miles

Hereford

EM 4-0990



HEREFORD HIGH SCHOOL band members performed Saturday afternoon during the Hereford Fall Mall. Director of the band is Ben R. Collehan. There were many attrac-

tions along Main Street throughout the day. Sponsored by Hereford merchants, the Mall started at 11 a. m. and continued until 6 p. m. (Staff Photo)

C OF C SCOUT

'Deaf' Smith Says

TO: THE SPIRIT OF GEN-
ERAL SAM HOUSTON
FROM: THE SPIRIT OF ER-

AST'S "DEAF" SMITH
SUBJECT: TAX SUPPORT
FOR THE CHAMBER OF COM-
MERCE

STAR HANNIBAL AND HIS CRAZED ELEPHANT ARMY!

Thursday
Friday
Saturday



SuperCinescope
Technicolor and Warner Bros.

Halloween Spooktacular
— SPECIAL —
HALLOWEEN SHOW
11:30, SATURDAY, OCTOBER 29th

DRACULA
THE MOST
TERRIFYING
NAME IN THE
WORLD!

**THE RETURN OF
DRACULA**

ALL SEATS 80c

SUN. - MON. - TUES. - WED.

**NEVER BEFORE
ON THE SCREEN!**

HERCULES UNCHAINED

SEE THE MAMMOTH
WAR OF THE CHAROTS!
THE GLORIES, THE TRIUMPHS,
THE CONQUESTS OF
THE WORLD'S MOST FAMOUS MAN!

STEVE REEVES HERCULES SYLVIA KOSCINA PRIMO CARNERA

residents of the town and through their Board of City Development, those people who would not otherwise be reached through a voluntary membership effort, are made to bear their share of the cost.

In Childress, taxes on a \$12,000 house are about \$5,000 to the combined Board of City Development and Chamber of Commerce. The membership of the Chamber of Commerce recommends to the city commission of that city a list of prospective director candidates from which the City Commission may choose the directors or may choose to appoint any other tax paying citizen.

Opponents of this plan argue that the Chamber of Commerce should be entirely independent of government; that its directors and committees should be answerable only to its membership. They argue, too, that when a Chamber of Commerce is strictly dues supported, the membership takes a keener interest in the activities of the organization—that when it is tax supported it is everyone's business, and therefore really no one's concern.

Opponents are repelled by the idea that appointments to the directorate might be based on politics rather than on merit. In Childress, for example, the operation of the Board of City Development has at least twice

DRIVE TO LUBBOCK

Cuby Kitchens and Jean Herring spent Saturday in Lubbock. While there, they attended Texas Tech's homecoming and watched Southwestern Conference football at its best as Tech beat SMU 28-7.

ATTEND ANNIVERSARY

Among those attending the golden anniversary of Mr. and Mrs. A. T. Jones on Sunday, Oct. 16, were Mr. and Mrs. Russell Jones and children, C. V. Jones, a brother of A. T. Jones, Mr. and Mrs. E. J. King, Mr. and Mrs. George Robinson and Mrs. R. E. Jones, all of Childress; and Mr. and Mrs. Willie Richey of Portales, N. M.

TO ATTEND CONVENTION

Mr. and Mrs. H. M. Benson will attend the State Telephone Meeting to be held in San Antonio this weekend. Also attending is George Stambaugh.

TOWER

DRIVE-IN THEATRE
THUR. - FRI. - SAT.

UNFORGETTABLE!

BURT LANCASTER AUDREY HEPBURN

ALL THAT IS UNCONQUERABLE IN MAN... ALL THAT IS UNVANQUISHED IN WOMAN IS IN

THE UNFORGIVEN

Directed by JOHN HUSTON

AUDIE MURPHY JOHN CHARLES MURPHY SAXON BICKFORD

GARCIA NEWS

Rain Falls In Community Friday Through Tuesday

BY MRS. S. N. THWEATT

Rain began falling Friday night, Oct. 14, and the sun didn't shine until Tuesday afternoon. Rain again fell Tuesday night. J. T. Guinn reported six inches and S. N. Thweatt reported five inches. Reports were about the same throughout the community. Thursday afternoon was the last drying day since the rain started.

Earl Brown spent Monday night with his cousin, Tommy Brown.

Mr. and Mrs. Dudley Smith of Channing had supper with Mr. and Mrs. Eldred Brown recently.

Mr. and Mrs. H. D. Base and sons Johnny, Ronnie and David spent the weekend in Wellington visiting Mr. and Mrs. Pete Jones. Mrs. Jones is up and around the house now.

Mr. and Mrs. T. L. Collins attended the state teachers meeting the past week. Mrs. Collins attended the state teachers J. V. Perrin taught in Collins' place while Mrs. Charlie Burk substituted for Mrs. Collins.

School was not conducted Tuesday due to the muddy roads.

Mr. and Mrs. S. N. Thweatt made a business trip to Amarillo Monday where they also stopped.

Mr. and Mrs. Carol Busby and three sons of Abilene, Mrs. Josie Busby of Friona, were guests of Mr. and Mrs. Bruce Coleman recently.

Mr. and Mrs. Bill White and children were guests in the El Dorado home Sunday.

Mr. and Mrs. Elton Sorrell and family spent Tuesday in Amarillo.

Mr. and Mrs. Bill White, Shelton and Sharon made a trip to Amarillo Tuesday. On their way home they stopped by KVIL television station where Shelton was on a 5 o'clock program.

H. D. Base made a trip to Roswell, N. M., Tuesday and returned Wednesday afternoon.

bringing with him a load of canning apples.

Visiting Mrs. J. E. Rouse recently was her brother and wife. Mr. and Mrs. Ted Pinkerton of Woodward, Oklahoma, visited Pinkerton's mother and sister Mrs. G. E. Pinkerton and Mrs. Ruth Coleman, over the weekend.

Mrs. Elton Sorrell and daughter visited Mrs. S. N. Thweatt Wednesday afternoon.

The Messenger home Demonstration Club met recently in the home of Mrs. S. N. Thweatt. The program for the meeting was given by Mrs. N. A. Brown on soil improvement. During the business meeting there were two matters voted upon.

Also the group discussed the Thanksgiving supper for the club families. Mrs. Bruce Coleman gave a report of the sewing course. The Christmas program was changed from the home of Mrs. H. D. Base to the home of Mrs. Elton Sorrell, a new member.

Refreshments of coffee, tea and homemade doughnuts were served to the following members: Mrs. Ruth Coleman, Mrs. G. E. Pinkerton, Mrs. N. A. Brown, Mrs. Bertram Jack, Mrs. Bruce Coleman, Mrs. J. E. Rouse, Mrs. H. D. Base, Cinda

JOIN FRATERNITY
Bruce Wimberley, senior math major, and son of Mr. and Mrs. C. A. Wimberley of Brown and Carolyn Williams, senior English major, were recently initiated into Alpha Chi, national honor society. They are students at West Texas State College at Canyon.

ATTEND DALLAS MEET
Larnest Langley was in Dallas this past week where he attended the Regional Meeting of Electrical Co-ops.

Syracuse in 1960 will meet two new football opponents in Army and Miami, Fla.

**Fast, Economical
Cultivation
Means
Bigger Farm Profits**

See Us For Details
On Use Of

SULPHURIC ACID

to boost profits
**This Is Not A Fertilizer
But A Soil Conditioner**

Let Us
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Anhydrous
Ammonia
Needs

We Work With Re-
search Lab Analysis
... See us for details.

BLANTON BUTANE, INC.
On East Highway 60 Phone EM 4-0220

IN TEXAS YOU PAY 90¢ TAX ON TEN GALLONS OF GASOLINE!

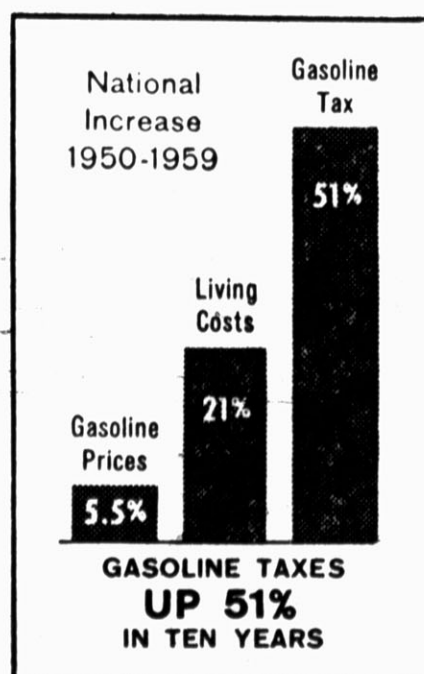
How Do You Vote?

I Believe Gasoline Taxes Are Too High!

☐ YES ☐ NO

HOW DID YOU VOTE?

No matter how you voted, these facts on gasoline taxes are important to you:



- Everywhere in Texas, car owners pay 90¢ tax on every 10 gallons of gasoline they buy!
- Gasoline taxes across the nation amount to a 50% sales tax—and that's five times as high as the tax rate on luxuries like diamonds and mink coats!
- Since World War II, there have been three increases in the Federal gasoline tax alone. This brought the Federal tax to 4 cents a gallon, in addition to the State tax of 5 cents a gallon!
- In the last ten years gasoline taxes have skyrocketed 51%—yet the price of gasoline itself has risen only 5.5% during the same period!
- Each year the average motor vehicle owner in this state pays \$78 for gasoline taxes alone. That's just a few dollars less than the average week's pay for most people!

HIGHWAYS AND GASOLINE TAXES

Your gasoline retailer, naturally, favors construction of the roads that the motoring public needs. He believes in fair and reasonable taxation for this purpose but feels that taxes on gasoline have now reached unreasonably high levels. He also believes that all special taxes on the motorist should be used only for highway purposes. Yet last year, out of every automobile tax dollar collected by the Federal Government from highway users, more than 40 cents went for non-highway purposes. If these automotive tax revenues were dedicated for highway purposes, there would be no need for the latest increase in the federal gasoline tax.

The Gasoline You Buy Is Taxed Too HIGH!

Presented in public interest by the Gasoline Tax Education Committee, 575 Lexington Avenue, New York 22, N. Y.