

| The Weather | | |
|--------------|---------|-------|
| Wednesday | High 22 | Low 6 |
| Thursday | 20 | 6 |
| Friday | 51 | 15 |
| .08 moisture | | |

The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

32 Pages

Including 20 Pages of Comics

VOL 6—NUMBER 31

Hereford, Texas, Sunday, January 24, 1954

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City Manager's Report Reflects City's Activities

Reports given by City Manager Cecil Massey on the City of Hereford for the last six months of 1953 show some of the problems which our community has been confronted with as a result of the change in the type of government and the substantial growth in population which has taken place in the past year.

Hereford's police department has issued 2,104 summonses for violations in the city limits, 366 summonses for moving traffic violations, 1,517 for parking meter violations, 78 for accidents, and made 221 arrests. There have been 118 investigations and escorts, 83 dogs handled, 3,777 radio calls made and 17,836 miles travelled in the patrol cars. Corporation Court collected \$4,310.90.

Fire Department
The fire department made 23 runs to 21 fires, the other two runs being first aid calls. Fire Marshall H. C. Angelo, inspected 296 buildings and 464 fire hazards.

The pumps on the trucks were operated 16 hours and 1700 feet of hose were laid. The city maintains 138 fire hydrants. Only one person is employed full time in this department.

Water, Sewage Collection
In the past six months the water and sewer department had collected \$32,157.63. Two hundred and ninety-two meters have been repaired, 67 new water taps and 36 new sewer taps have been made, while 264 connects and 239 disconnects were being made.

A total of 9,235 feet of new water lines have been laid during this period and 6,690 feet of sewer lines. Hereford's disposal station is at present in perfect condition according to the State Health Representative from Austin. The water department is also in charge of 48 inspections which were: 42 electrical, 56 gas, and 73 plumbing.

More Water Meters
The number of water meters in service as of January 1, 1954 are 1871 compared to 1795 in July of 1953. The Hereford Water Department has two full time employees, one part time employee and the water clerk.

Tax collections are considerably higher than in past years. This being the first year the city has offered discounts for early payment may account for this large collection.

The tax department collected \$105,476.37 in taxes of which \$24,129.94 was for delinquent taxes, interest and penalty. There is one girl employed in this department.

Park Department
Hereford's park department, during the last six months, has carried out one of the largest programs since the department was organized. The adding of Dameron Park has caused a triple load on the park director, however, all grass was kept mowed and all trees have been trimmed.

At the time the swimming pool closed for the winter it had made a profit of \$2,926.96. Employed in this department are the Park directors and two part-time employees throughout the summer.

More Stop Signs
The street department installed 117 stop signs and completed two blocks of paving on Beach and North Star Streets. All alleys and ditches were graded after each rain, all business streets were

swept each day, though residential areas were swept only once during this period.

In addition, the department cut and opened three new blocks. All dirt streets as well as graveled areas were graded, and all asphalt holes were patched twice during this six months period. Two full time men are employed in this department, one on the sweeper and one on the grader.

Garbage and Trash
Garbage was collected in the business district once each day and in the residential area once each week by the health and sanitation department, which handled a total of 980 loads of garbage with two trucks.

All hotels, cafes, drug stores, etc., were inspected by the health sanitarian once each month. Some 73 complaints regarding open toilets and other unhealthy conditions were also handled.

The Legal department handled 518 cases over the six months period. Nine ordinances, complaints, and contracts were drawn, in addition to legal advice being given to the commission at the regular commission meeting by the city attorney.

Around Town

Braceros (Mexican workers) who are in the United States under contract must register this month under the Allen Registration law before this month is over, according to warning being issued by government authorities. This also applies to any other alien.

A course in Conversational Spanish is now being taught, each Monday night at 7 o'clock in Friona High School. John Absker is instructing the class.

Christian Women's Fellowship of the First-Christian Church is asking for any discarded white or colored shirts that have worn out collars and sleeves. They want the shirts to make hospital gowns for colored people's hospitals and leper colonies. Anyone wishing to donate shirts may call Mrs. Robert Veigel at 1836.

Need more information about Federal individual income taxes? For 25 cents, the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., will send a copy of the 1953 edition of "Your Federal Income Tax For Individuals." Including the index, the booklet contains 148 pages, and should be a good buy for anyone who has to fill out an income tax form this year.

STANTON IMPROVING

H. V. Stanton, Junior High School principal, is in Deaf Smith County Hospital following a slight stroke. Doctors report says that he is gradually improving each day. He entered the hospital January 15. Mr. Stanton was coach of Hereford High for many years.

Jaycees Lost On Yule Decorations

Christmas shopping left many an individual's pocketbook pretty flat in Hereford, and when the bills were counted and paid for Christmas decorations, the Hereford Junior Chamber of Commerce found itself in somewhat the same predicament.

"We learned a lesson the hard way this year," Jaycee president Clint Formby said. "We aren't bitter about it, but we did find out that we will have to change our way of obtaining funds for the decorations."

Out On A Limb
"Last year we went out on a limb, ordered decorations and special materials, some of it through local merchants who let us have it at cost, and when all the bills were paid the Christmas decorations fund was not only empty, but we had dipped into the Jaycee treasury for about \$275."

"The Jaycee treasury cannot afford such things, as much as we like to help our town," Formby continued. "The Christmas program was set up as a strictly non-profit business, with Jaycees donating their time and effort. Any money brought in one year that was not needed, was carried over in a special fund until the next year."

May Ask Pledges
The Jaycee president said that this year the merchants will probably be asked to pledge before the Christmas season, and the Christmas program will depend entirely on those pledges or cash which is raised in advance.

Little Moisture Remains As Snow Melts In County

A "blue norther" that suddenly dropped temperatures in the county Wednesday morning brought a blanket of fluffy white snow to the area Wednesday night, maintaining deep freeze temperatures through Thursday, and below zero warm up Friday.

Though summery temperatures are not expected, the snow, and ice which was made from it on some streets and other places, had largely disappeared by Saturday.

Moisture Light
Moisture, which had appeared good in Hereford at the time of the snow, was actually very light, and was almost non-existent in some parts of the county. Reports from Dawn, Frio and Westway showed the greatest amount of moisture was about .10 inch. In Hereford, the moisture was only .08 inch.

The area west of Hereford seems to have gotten the most moisture, according to reports from the Westway community, where both Merlin C. Kaul and W. L. Harkrider reported .10 inch.

Down To A Trace
V. P. Walker of the Frio community said that there was not more than .05 inch of moisture received at his place from the snow, and Mrs. William Wimbler, who lives two miles north and one mile west of Dawn, reported that in the vicinity of their place only a trace of moisture was received.

Line Announces Candidacy For County Attorney

J. Edward Line today authorized The Brand to announce his candidacy for the office of County Attorney of Deaf Smith County, subject to action of the Democratic primary.

In making his announcement, Mr. Line said:

"My wife and I moved to Hereford from Vega, Texas, soon after my appointment on February 4, 1953, to fill the unexpired term of the former County Attorney, Mr. Gib K. Howard. We have been received most cordially, and we have found many friends who have made our short residence here pleasant and heartwarming."

"Since my appointment, I have attempted to conduct your office of County Attorney with as much efficiency and dispatch as possible consistent with justice and tolerance. In my efforts to accomplish these ends, I have received excellent co-operation from the officials and citizens of Deaf Smith County, for which I am very grateful."

"I wish to announce that I shall seek the office of County Attorney in the forthcoming elections, and it shall be my resolve if elected, to give the people of Deaf Smith County an ever increasing measure of effective legal performance."

TRIP TO FREDERICKSBURG

Mrs. O. Z. Golden, Mark and Kay, will leave today for Fredericksburg to spend some time with her mother, Mrs. Fred Hiltzfeld, who fell recently and has a compression fracture of a vertebrae. Gordon, her son who is in the first grade, will remain here with his father and the two men will "batch it" while she is gone. Mrs. Golden expects to return in about a week.

Mr. and Mrs. J. R. Johnson and daughter Penny, and Mrs. Seale Stevens have returned from Mount Pleasant where they attended funeral services held for J. B. Moore, uncle of Mr. Johnson.

Intersection Collision Damages Two Cars

Approximately \$350 damage was done in a two-car collision at Fifth and Main Streets, Saturday morning about 10:30 o'clock.

Charlie Isbell, driving a 1950 Hudson owned by the City Cab Company, was going west on Fifth Street through a green light. Mrs. Bertie Cocanougher, 108 W. Eighth Street, driving a 1947 Chevrolet, was going north on Main and apparently did not notice that the light was red.

The front of the Chevrolet hit the left side of the Hudson, causing \$200 damage to the Hudson and \$150 damage to the Chevrolet. Mrs. Cocanougher was charged with failure to grant the right-of-way.

WORN DOORSILLS, of which the poet spoke, will not be so evident in the new Hereford High School building, if these steel frames and sills are any indication. Setting up the frames indicates that the front wall of the auditorium will soon be going up. Material covered in the foreground is apparently

Police Issuing Warrants On All Overdue Tickets

Hereford motorists who, through thoughtlessness or for some other reason, failed to appear at City Hall to take care of traffic or parking tickets, are finding that it would have been cheaper to pay the original ticket.

Saturday morning, the Police Department had issued 38 warrants covering 152 tickets, most of them for parking violations, according to Police Chief Leo F. Box.

More Warrants Coming
"By Monday, we expect to have warrants ready on 263 more tickets," Chief Box said. He said that the average for the warrants was four tickets, though some warrants

were issued for only one ticket, and there were instances where one person would have as many as 12 tickets against their record.

In addition to the warrants, which are signed by City Magistrate Cecil Massey on complaints issued by Chief Box, the Police Department is sending out 214 second notices. The original ticket is considered as being the first notice to appear.

Five Days Allowed
"On second notices which are being mailed out today (Saturday)," Box remarked, "we will allow five days for the persons to come in. If the driver does not appear by January 28, then a warrant will be issued on January 29. The same thing will hold true for all notices sent out in the future."

In addition to the regular fines on the tickets, an additional \$3 in costs for issuing and serving the warrant is being charged.

Date Back To April
Some of the unpaid tickets which are in the police files go back as far as April, 1953. A new type ticket went into use March 13 last year, and all tickets before that date were taken out of the files, Chief Box said.

"If some people are going to be made to pay for traffic and over-parking violations, then all should be made to pay," the police chief feels. "That way there is no partiality. We aren't picking on anyone, for this is just enforcing city ordinances."

Banquet Date Set By Two Cub Scout Packs

Cub Scout Packs 51 and 52 will hold a joint Blue and Gold Banquet beginning at 6:45 o'clock the night of February 11, according to plans laid at a meeting of adult Pack leaders last week.

A program for the event, which will be held in the Hotel Jim Hill ballroom, has already been outlined.

During Anniversary Week
The banquet will be held during the Boy Scouts of America 44th Anniversary Week, which will take place February 7-13.

Pack officers and Den Mothers who attended the planning meeting, which was held in the Les Combs home, included Mr. and Mrs. Paul Conaway, Mr. and Mrs. Berry Green, Mrs. Ed Skypala, Mrs. Ansel McDowell, Mrs. Ray Howell, Mrs. Paul M. Hoff, Roy Sheppard, John Kelly and Morris Teague of Amarillo.

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Pay Your Poll Tax This Month

Saturday, fewer than 1,500 poll taxes had been paid in Deaf Smith County for 1954. This compares with 3,296 paid in 1952, the last major election year.

Remember, the citizen who doesn't vote is no better off than a person who can't vote.

Four Accidents Blamed On Snow-Covered Streets

Streets covered with ice and snow Thursday and Friday were at least partly to blame for four automobile accidents in Hereford.

Thursday afternoon there was one two-car collision, and a one-car accident which damaged the car and a stop sign.

On Friday, two skidding accidents damaged parked cars.

Approximately \$150 damage was done in a two-car collision at the

intersection of Park Avenue and 25 Mile Avenue about 12:30 o'clock Thursday afternoon. Mrs. Marie Sears, 117 N. Knight, who was driving a 1941 Chevrolet west on Park Avenue, skidded into the intersection at 25 Mile Avenue and collided with a 1948 Studebaker pickup, driven by Jack Johnson, 304 Avenue A, which was going south on 25 Mile Avenue.

Police did not issue any tickets because of the condition of the streets.

Hit Stop Sign
About 3:30 o'clock Thursday afternoon, a 1950 Nash driven by Jack Parker, 810 Miles, skidded into a stop sign at the intersection of Park Avenue and Main. He was going east on Park and was going to turn off on to Main.

According to police reports, Parker swerved to miss an oncoming car and skidded into the stop sign. About \$150 damage was done to the Nash. Parker was charged with leaving the scene of an accident and failure to report an accident.

Parked Car Damaged
Friday morning about 11:25, Raymond Wells Jr., 16, driving a 1949 Chevrolet pickup, slowed to stop at the intersection of Park Avenue and Avenue E. Minor damage was done when the pickup skidded into a parked 1948 Chevrolet belonging to Henry Cloyd.

Approximately \$10 damage was done Friday about noon when a 1948 Chevrolet semi-trailer driven by Archie L. Harris slid into a parked Chrysler owned by Mrs. Carl Sevier. The truck, owned by L. E. Ware of the Ware Pump Company, was going to park in the rear of a cafe and pulled in too close to the Chrysler. The rear end of the Chrysler was damaged. There was no damage done to the truck.

M. T. Rutter Is Candidate For Re-Election

M. T. (Marion) Rutter this week authorized The Brand to announce his candidacy for re-election to the office of Commissioner of Precinct 1, Deaf Smith County, subject to the action of the Democratic primary.

Mr. Rutter issued the following statement along with his announcement:

"I have enjoyed serving you as your county commissioner the past three years. If re-elected I will continue to serve you in the same efficient way."

"My interest has been in your personal problems, with the good of the county always in mind. I have performed my duty to the best of my ability. I will appreciate anything you see fit to do for me in the coming election."



Newsom Receives Commission In AF

John A. Newsom, son of Mr. and Mrs. G. W. Newsom, 1008 Grand Avenue, was awarded the silver wings of an Air Force pilot and the gold bars of a second lieutenant January 16 in graduation ceremonies at Vance Air Force Base in Enid, Okla.

Lt. Newsom took his primary training at Stallings Air Force Base in North Carolina and will report to Goodfield Air Force Base for training.

Youth Revival Starts Thursday

Revival services, led by youth but open to persons of all ages, will begin at 7:30 o'clock Thursday night at the Avenue Baptist Church, and will be held for four nights, ending next Sunday night.

Rev. Bob Harris, pastor of Avenue Baptist Church, said Saturday that Rev. Bill Thorn, pastor of the First Baptist Church in Panhandle, will bring the revival messages, while Joe Whittier, music director for Calvary Baptist Church in Lubbock, will lead the singing.

"We have a theme and a theme song," Rev. Harris announced. "Theme for the meetings will be 'The Magnificent Christ, and the theme song will be 'Turn Your Eyes Upon Jesus.'"

Basis for the theme is the scriptural quotation, "And I, if I be lifted up from the earth, will draw all men unto me."



Hospital Notes

Patients in Hospital
Jerry Lorene Smith, surg.; Mrs. Betty Monroe, med.; G. W. Mosely, med.; L. H. Casey, Ortho.; J. W. Terry, med.; Bill Darter, surg.; Louis Gunn, inj.; Nellie Jones, med.; A. J. Kalka, med.; L. J. Hendrix, med.; Claude Witherspoon, med.; Mrs. Wayne Thomas, OB; Mrs. Bill Brogden, OB; Mrs. Jerry Beavers, OB; William Payton, med.; Mrs. P. B. Sowell, surg.; T. L. Sparkman, med.; Mrs. Ivan Block, OB; Bill Hutson, med.; Jack Weaver, surg.; Clert Helker, surg.; Hugh Witherspoon, med.; W. T. Newman, med.; C. J. George, med.; Mrs. G. A. F. Parker, med.; Ruby Gilbert, med.; H. V. Stanton, med.

Patients Dismissed
J. F. Martin, surg., 1-19; Mrs. Doc Carter, OB, 1-22; Ed Blakney, surg., 1-21; R. E. Battles, surg., 1-19; Mrs. E. L. Norris, OB, 1-23; Mrs. Bobbie Jones, OB, 1-20; Barbara Smith, TRA, 1-18; Mrs. Pearl H. Pruitt, med., 1-20; Johnny Ray Harms, med., 1-21; Mrs. T. G. Ivie, med., 1-20; Nancy Pitcher, med., 1-20; Linda Sue Williams, surg., 1-20.

Births
Daughters to Mr. and Mrs. Doc Carter, 1-20; Mr. and Mrs. Jerry (Continued on Page 2)

Life Of Mt. Holyoke Founder Reviewed

The life story of Mary Lyon, founder of Mount Holyoke College, (South Hadley, Mass.) pioneer institution in America for the higher education of women, was given in review at the LaPlata Study Club session held Thursday evening in the home of Mrs. J. R. Johnson.

Mrs. Dalton Criswell, who gave the review, stated that Mary Lyon's goal in life was to promote higher education for women, and that Miss Lyon believed that if the women could receive higher education, the men would get it too.

She quoted Miss Lyon, who said, "If I had a thousand lives to live I would live them all for Mount Holyoke" and told how Miss Lyon went from door to door to raise the first \$1,000 from the women.

Meeting Place Changed

A short business session was held during which it was decided to hold the guest day program in the home of Mrs. Urlin Streu on

February 2, instead of at the Leroy Aven home as scheduled in year books. Other hostesses with Mrs. Streu will be Mrs. Charles Newell and Mrs. Milton Adams.

In attendance were Mesdames Milton Adams, E. L. Alexander, Leroy Aven, N. D. Bartlett Jr., Homer Brumley, H. H. Caraway, Dalton Criswell, Emil Dettman, Forthby, W. R. Hair, Lynn Kester, S. S. Dodson, Ray Downey, Clint W. J. Krumbein, Don Little, Elmer Patterson, Frank Prowell, A. J. Schroeter, Urlin Streu, J. M. Thomson and the hostess.

Potato bugs, which once fed on wild vegetation in the Rocky Mountain region, adapted itself to potatoes and has since become an important pest of that crop.

Accidents killed about 94,000 Americans in 1953.

Marriott Book Reviewed At Club

Mrs. Ray Johnson reviewed the book "Hell on Horses and Women", by Alice Marriott, at the Summerfield Study Club meeting held Thursday afternoon with Mrs. Mack Noland, Mrs. J. B. Noland as assistant hostess.

The program followed the study course outlined in year books, "Education is Application", with the topic for the day dealing with "Literature for Education."

Written About Tour

As an introduction to the book, Mrs. Johnson pointed out that the book was a result of careful study in a tour of Mexico made by the author and was taken from the saying "The cow country is fine for men and mules, but hard on women and horses."

Plans were made for the annual guest day program which is scheduled for February 4 in the home of Mrs. Forbus Blakemore.

Members present were Mesdames L. L. Cannon, Forbus Blakemore, L. J. Counselman, J. R. Euler, Ray Johnson, Earl Lance, L. H. Lookingbill Sr., Glenn Walsler, Della Walsler, Lesta Lee Neil and the hostesses.

Swimming Rules Given At Camp, Fire Meeting

Eugenia Alexander gave Wakita Camp Fire Girls some rules for swimming and floating when a meeting of the group was held at the Camp Fire Hut Wednesday afternoon. She also told how to take care of tennis and archery sets. Janice Craig and her group of Bluebirds met with the Camp Fire group to learn some new games. Later the Wakita group enjoyed games.

Those attending were Eugenia Alexander, Jane Bookout, Ann Caraway, Linda Hair, Patricia Howard, Carolyn Kirby, Melba Gay Lawrence, Marcelina Olguin, Carl Ann Newell, Linda Kay Noland, Betty and Dolly Paetzold, Dolly Jo Prowell, Nona Marie Strange, Donna Witherspoon, Linda Russell and Mrs. H. H. Caraway, leader.

At The Movies

SHANE

Showing today, Monday and Tuesday at the Star Theatre.

Starring Joan Arthur, Alan Ladd, Van Heflin

Though the term super-western has been loosely hung on anything better than the average horse opera for some time, this is one movie that certainly earns the appellation.

Alan Ladd, as the mysterious cowboy who rides into a war between cattle baron and homesteaders, has given the best performance of his career in this movie, which is suspenseful enough to please the most exacting.

Filed in Technicolor, the movie features one brawl which leaves the winners considerably the worse for wear, for a change, and is one of the roughest filmed in recent years.

Filed under the direction of George Stevens, the photography makes the best use of the Grand Teton mountains of Wyoming, and the settings are realistic enough to be believable, which adds immeasurably to the show.

Shown most places at higher prices than usual, the film is now showing in Hereford at regular prices for adults, and 25 cents for children.

The Story Of Three Loves

Wednesday and Thursday at the Star Theatre.

Starring Pier Angel, Ethel Barrymore, Leslie Caron, Kirk Douglas, Farley Granger, James Mason, Moira Shearer, Zsa Zsa Gabor.

The Story of Three Loves is a blending of three separate stories into a sometimes tender, sometimes tragic but always fascinating romantic film. The story takes place on a boat enroute to America and all three stories are told without interruption.

ASSISTING IN CAMPAIGN

Bob Lawrence is in Atlanta, Ga., where he is assisting in a Sunday School enlargement campaign held by Baptist Churches in that area. Mrs. Lawrence and baby have gone to Breckenridge for a visit with her parents while Lawrence is in Atlanta.

Mr. and Mrs. Orville Watkins spent the past weekend in Borger with relatives.

Read The Classifieds

Hospital...

(Continued from Page 1)

Beavers, 1-21; Mr. and Mrs. Arthur Tiefel, 1-23; Mr. and Mrs. Ivan Block, 1-23; Sons to Mr. and Mrs. Wayne Thomas, 1-20; Mr. and Mrs. Bill Brogden, 1-21.

DR. MILTON C. ADAMS
OPTOMETRIST
140 West Third Hereford, Texas
Phone 37 Office Hours—8:30 5:00

SHARP & EDWARDS
Motor Co.
NEW & USED CAR VALUES
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AUTO LOANS AND FINANCING
5th & Main Phone 730

Valentine Party Planned By Young Mothers' Club

Members of Young Mother's Study Club made plans for a Valentine party at the regular club meeting held in the home of Mrs. Tommy Hulse Tuesday evening.

The party, which will honor members' husbands, will be held at the Jaycee Clubhouse on the night of February 12.

Slides Shown

Mrs. Earl Stagner, who was in charge of the program for the day, showed slides of beginners in school. The film dealt with contrasts between the new system and the old, in teaching young children to read and write.

Those attending were Mesdames H. A. Cavness, W. L. Davis Jr., Bill Lawrence, Rex Lee, L. H. Lookingbill Jr., Don Martin, Clinton Massie, Earl Stagner, John Winkler, Walter London Jr., Pat Robinson, and Mrs. Harold Banks and Mrs. Hugh Clearman who were welcomed as new members.

Mrs. F. C. Glendenning and the club.

Former College Head Decorated In Brazil

Miss Eva Louise Hyde, of Denver, Colo., for many years principal of Bennett College, a school of the Woman's Division of Christian Service, Methodist Church, in Rio de Janeiro, Brazil, was recently received at the Catete Palace and decorated by the Brazilian Government with the National Order of Merit.

The ceremony in the "White House" of Brazil was attended by many distinguished people, particularly leaders in the educational life of Brazil. The Order was conferred by Dr. Ataulpho de Paiva, Chancellor of the Order, who was accompanied by President Vargas' Ministers of State.

Miss Hyde, who retired in 1952, is returned to Rio de Janeiro as the guest of the graduating class of Bennett College.

Political Announcements

For District Clerk: Lucille Posey

For Sheriff, Tax Assessor-Collector: Lowell Sharp

For County Clerk: Ralph Smith

For County Treasurer: Velma Hodges

For County Attorney: J. Edward Line

For County Commissioner, Precinct 1: M. T. (Marion) Rutter

Mrs. Phil Radovich and Mrs. Clara Shore have returned after a three weeks' Christmas vacation with their children. Mrs. Radovich visited her daughter, Mrs. Paul Dishman, and other relatives in Austin, and Mrs. Shore visited her daughter, Mrs. D. C. Laird Jr., in Vanderbilt, and a daughter, Mrs. Aaron E. Rose, in Kermit.

The far-north Mackenzie District of Canada has 40 to 50 inches of snow a year, only about half that of the Canadian Great Lakes area says the National Geographic Society.

Colleges grew out of the voluntary association of students and teachers at universities.

Good News for all HOUSEWIVES

Save 22% on your **MILK BILL**

(This Saves you 4c per Quart)

We are Now Offering genuine **Cream O' Plains** HOMOGENIZED — VITAMIN D

MILK In Gallon Containers **80¢** per gallon

Delivered to your porch—or picked up at the creamery

CALL 680

This Same Milk Will Cost You 96c per gallon in quart bottles

and our Route man will gladly give you complete details. (HEREFORD CREAMERY CO.)

NEW! Fordson Major Diesel Tractor at SENSATIONALLY LOW PRICE!




NEVER BEFORE A VALUE LIKE THIS IN THE 3-4 PLOW TRACTOR CLASS!

Now, for the first time, a 3-4 plow diesel tractor is available in the same price range as gasoline tractors of similar power. Yet Ford's new diesel tractor saves plenty in fuel costs!

So you no longer need hesitate to step up to modern diesel farming. Now you can really cut your tractor fuel bills and be sure of dependable power. For the new Fordson Major Diesel Tractor has been tested and proved under toughest farming conditions the world over.

- Big savings in fuel costs over gasoline tractors in the same power class
- Extra lugging power on tough pulls
- More hours of operation between overhauls
- Six speeds forward, two reverse speeds
- Built-in hydraulic system
- Three-point linkage for rear attached equipment
- Easy starts in cold weather—12-volt starter



Christmas

ISN'T THE ONLY TIME FOR GIFTS

ALMOST EVERY DAY IS GIFT DAY. THERE ARE

- ★ BIRTHDAYS
- ★ ANNIVERSARIES
- ★ WEDDINGS

AND JUST PLAIN EVERYDAY WELL WISHING!

WE GIVE GUNN BROS. THRIFT STAMPS

Have you considered **HARDWARE GIFTS?**

We have an attractive line of gift items, both practical and beautiful, at a price you can afford to pay.

HEREFORD HARDWARE
216 N. Main St. Phone 567

The PRICELESS INGREDIENT

In the city of Bagdad lived Hokeem the Wise One, and many people went to him for council, which he gave freely to all, asking nothing in return.

There came to him a young man who had spent much but got little, and said: "Tell me, Wise One, what shall I do to receive the most for what I spend?"

Hokeem answered, "A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Look for the Priceless Ingredient."

"But what is this Priceless Ingredient?" asked the young man.

Spoke then the Wise One: "My son, the Priceless Ingredient of every product in the market place is the Honor and Integrity of him who makes it. Consider his name before you buy."

—YOUR REXALL STORE—

McDowell Drug Store
Phone 13

NEVER BEFORE A VALUE LIKE THIS IN THE 3-4 PLOW TRACTOR CLASS!

FIND OUT WHY FARMERS CALL IT THE OUTSTANDING TRACTOR IN THE 3-4 PLOW CLASS!

See it Today at

HEREFORD FARM EQUIP. CO.
209 N. Miles Ave. Phone 68



Connie Robinson dropped by to say "Hello". Connie once upon a time worked in the Star Theatre. This was about the period when John Roberts was manager. Connie is now located in Oregon, where he is operating a drive-in theatre. I never will agree with him about Oregon being a better country than this, but it was swell seeing him again—even if it did make me remember John Roberts.

Here's a letter from an old friend, Joseph F. Chmelik of Winter Haven, Fla. Joe says: "Sure you are right in your predictions but you don't go far enough. How about your mineralized soil? Breakfast food manufacturers paying a premium for your wheat and the old coffee mill back in circulation, grinding out wheat for a

breakfast cereal with all its minerals intact, and building good bodies and good teeth? Also Deaf Smith County products packaged on the ground and sold at premium prices, etc.?"

"I am mailing you under separate cover a prize for your optimism and hope your predictions come true. Hereford has a great future."

Mr. Chmelik is a fine fellow. I sure wonder what the prize will be. Hope it isn't a bale of hay for making such an ass of myself. However, I am still confident. This little flurry of snow was the first indication. Others will follow. They sure will. I'm not backing up. Not a bit. I still say our country will have "More in '54". More wheat, more corn, more cattle, more lettuce, more row crops, more potatoes. More everything, including money—I hope. If we don't, we'll still have more fun.

Every fellow figures the other guy is foolish in his spending, one way or another. Sensible spending is a lot like sensible living—and there are quite a few influencing factors. Lots depends on what kind of salesmanship you come across, whether it's buying or living. Some people are lucky. Some are not.

I think Senor De la Rosa's formula fits the city "gringo" much closer than the rural town resident. Actually, the tempo in smaller towns is much less rapid. People do live more. They enjoy life more. They even come closer to observing the Golden Rule. This is likewise true of the smaller newspapers as compared to the larger ones. We print lots of things which the big papers figure to be "corn" and "tripe". That's our business: recording and reflecting life in our community. Some of the larger papers are heartless. They have to be. Senor De la Rosa appealed for a happy medium between U. S. progress and Mexican enjoyment of life. I think possibly that he missed the boat when he failed to check closely upon "Grass Roots", U. S. A. We small town residents take time to do a lot of things our city cousins miss—yet we enjoy all of the modern conveniences. Since rural electrification and rural telephones came into their own, this is possibly even more apt when boiled down to actual life on the farm.

If the guitar-playing senor would leave St. Louis and its bustling suburbs and migrate inland into rural Missouri, even to Hereford, he might change his opinion. Take for instance the story Kenneth Coker tells about Pop Joyce. Lots of people will remember Pop, who has been travelling into Hereford for a wholesale drug firm for years and years. He's the chubby one whose wife always drives for him. Pop also carries a huge, huge price book in a big leather case.

It is so big, in fact, that he moans and groans when he picks it up. Well, sometime back, the boys around the City Drug framed Pop by putting four or five bricks in the case. Pop mouthed somewhat about its weight, but managed to get it into the car. Thereafter, for several weeks, he came around still complaining about the bag getting heavier all of the time. Finally, the boys couldn't keep it any longer.

"Pop," said one, "if you'd take those bricks out, it wouldn't be so heavy." Whereupon, another delved into the bag, pitched out a litter of papers, then carefully took out the five bricks. Pop's look of amazement was genuine. In fact, after 15 minutes of walling, he saw the humorous side of the event. Furthermore, he was so happy about losing the extra weight that he now feels that the bag is really light. No longer does he complain about the poundage.

The real point, though, is that it never, never would have happened in St. Louis, or Chicago or New York. It had to happen in a little town like Hereford. I really do think our friend from South of the Border is missing the boat, especially if he is looking for that place where progress blends with true enjoyment of life. I think his answer is "Little Town", U. S. A.

I also had a nice letter from A. S. Higgins of Texline, Texas. Mr. Higgins, a former school teacher, read an item some time back where I mentioned that the young people, "our most valuable crop", are migrating to other places to live. He is inclined to agree—with exceptions. He even says high school is enough education, unless they have chosen professions and, even then, they should come back to their home towns to live. He writes, in part:

"There is room for every young person (in his home town) who

can qualify as either a teacher, lawyer or doctor. There is also room for every young person in business, farming or ranching.

"Some young people think they can see greener pastures further from home, either for marriage or business. The best opportunities and the best people are right where you are."

Mr. Higgins touches upon another angle, too, which he says he has tried and proved by actual experience. It concerns the passing along of opportunities to the younger generation. He continues:

"I notice that in the last few years several men are turning over part of their businesses or ranches to their children. Why do men hold on to their property until they are old as trees? Why let children grow up without any financial or business training? Why not take them in as partners and give them training? Many an estate has been squandered because the heirs were not trained to

handle it. "Also, gift taxes are much lighter than inheritance taxes, and this is a point well worth considering. If judgment is used in transferring property to children much of the gift tax can be avoided. Many business opportunities can be created by aggressive young men and young women. The greenest pastures are right where you are."

Thanks to Mr. Higgins. It is wonderful to hear from this old timer. Mr. Higgins and men of his type pioneered this country, and his letter indicates that they did a lot of serious thinking, along with plenty of hard work in the early days.

Chromium was named for the Greek word for color because of the varied colors of its compounds. Although it stimulates the nervous system, coffee has no food value.

CARD OF THANKS
We extend our appreciation and thanks to the wonderful people of Hereford and Pijo for their kind deeds and thoughts and all the food they brought. To Dr. Barnett and the nurses at the hospital in our time of grief for our son, brother and uncle, may God bless you.
Mrs. Jocie Embry
Mr. and Mrs. Dan B. Embry and family
Mr. and Mrs. A. J. Bradley and family
Mr. and Mrs. F. J. Embry
Mr. and Mrs. Robert Allen
Mr. and Mrs. E. A. Embry and family
Mr. and Mrs. J. A. Howard and family
Mr. and Mrs. Jim Sowell
Mr. and Mrs. F. M. Woolbright
Mr. and Mrs. George Crawford
Mr. and Mrs. Raymond Moore and family
Mrs. D. McCort and family



Mrs. William Betzen Shown Holding one of her chicks, raised the "Purina Way"
RAISED 215 OF 220 CHICKS STARTED ON PURINA STARTENA
Mrs. Betzen says, "I have been raising chickens for 24 years, and this is the best I've ever done. I used 220 New Hamps and still have 215 at 6 weeks of age. Used about 800 lbs. of Purina feed", she said. Mrs. Betzen lives 4 miles north on Highway 51, and 2 miles west.

Use this modern way to Start Your Chicks Early

Raise 'em right on the floor See our heat lamp

You don't need elaborate equipment or housing to get these early chicks started. The new infra-red heat lamp does the trick—right on the floor. With this method you can start chicks that will be producing when egg prices are highest early next fall.

Every month you start chicks after January 1st and before April 1st should make them worth \$20 a hundred more as layers next fall!

ORDER CHICKS NOW!
Come in or phone. We'll get you started.

Packard Milling Co.



Carlye

Carlye's exclusive Twig print ripples gayly among knife pleats in the skirt and tucks on the sleeveless bodice. The bolero is crisply cut Moygashel linen. Sizes 6 to 14. Sizes 7 to 15. Carlye, St. Louis.



Ellen Kaye

Prophetic print, fired with gay Cape Cod rayon to brighten young lives! The vivid trim on the monotone Cobblestone print rayon crepe dress is repeated in the saucy bolero and belt. Sizes 7 to 15.

THE *Vogue*

DOUBLE

GUNN BROS. THRIFT STAMPS

WEDNESDAY

WITH \$2.50 OR MORE CASH PURCHASE

at

Cooper's MARKET
Fine Foods

WANT ADS Phone 30 or 31

FREE Theatre Tickets to See



The Story of Three Loves
Starring PIER ANGENI • ETHEL BARRYMORE
LESLIE CARON • KIRK DOUGLAS
FARLEY GRANGER • JAMES MASON
AGNES MOOREHEAD • MELINA SHEARER

WEDNESDAY - THURSDAY
JANUARY 27-28

Star Theatre

Be Sure and Ask for Your Free Tickets
With each PAID-IN-ADVANCE classified ad placed in The Brand, we will give you a free ticket.

I. FOR SALE Miscellaneous

PICTURE FRAMING with personal attention on each job. Mrs. J. J. Buckner, 224 Ave. D, Phone 751. B-1-15-43-tfc

Hereford Glass Co. Expert Car Glass Installation. Table Top and Window Glass. Picture Frames. 302 Park Ave. Ph. 1425. B-1-16-tfc

Prevent Wheat Pasture Bloat with Modern Trend Yeast Mineral. HEREFORD GRAIN CORP. B-1-21-tfc

TO SELL: 4x6 Turkish Tapestry. Call 1463-J2. B-1-19-3-2k

SHADE TREES, fruit trees, evergreens, shrubs, roses, hedge and other nursery. Mrs. J. F. Ward, North Main. S-1-17-23-tfc

CULLIGAN soft water SERVICE
presents
FULTON LEWIS Jr.
Tuesdays 6:15 P.M.
KFDA-TV
Channel 10 Amarillo
CULLIGAN SOFT WATER SERVICE
in Hereford
818 E. 1st Phone 317

The Real McCoy's
By John and George

Does your watch keep good time?
IF NOT, bring it in for a free examination today. A simple adjustment or thorough cleaning may be all that is needed to put it in tip-top condition.
Your Doctor of Sick & Deceitful Watches
Kenneth "Doc" Cowan

JOHN McLEAN Insurance Agency
"23 Years of Insurance Know How"
127 West 3rd Phone 273

3. FOR SALE Automobiles

FOR SALE: Complete water pressure system. Jet-type. Call at 225 Ave. K. Phone 1825-W, after 5 p.m. B-3-17-30-3p

FOR SALE Chicks—Berigolds, Hy-Lines, most any other type or breed you might want. PACKARD MILLING B-1-31-2c

4. REAL ESTATE

FOR SALE: 60x138 lot. Good location on paved street. Desirable neighbors. \$900. Call 1275-W after 6 p.m. B-4-tfc

If you have something for sale or trade -- see us. G. I.'s we have a farm for you. J. B. ELLISTON Real Estate 132 E. 2nd. Phone 179. B-4-39-tfc

FOR SALE: New six room home with attached garage. Very good. New carpet. Large fenced in yard. Extra large corner lot. Will consider late model car as part down payment. Shown by appointment only. Call 1519. B-4-36-3tfc

FOR SALE OR TRADE: Nice three room house. Modern. Near Shirley School. Phone 1240-W. B-1-14-31-2p

LADIES! You'll be pleased with the New Curtis Cabinets at Carl McCaslin Lumber Co. Styled for your convenience. See them today! Phone 7. B-1-23-29tfc

FOR SALE: Number one alfalfa hay. Francis Hill, 3 miles north 1/2 west. B-1-13-2-4p

SALE HIGERA BUTTS, small stalk, some grain. Loader available. 10 miles south Vega, 3 east, 1 1/2 south. Lyons brothers. Phone 912-W or collect, Adrian 2419. B-1-25-30-3p

1953 SAFEWAY TRAILER 31' All modern. Will sell cheap. Jack's Trailer Court. Edward McDonald. During week, call after 3:00. S-1-19-93-1p

SAVE \$1.60 per month... if you use a quart of milk per day. We now offer Cream O'Plains Pasteurized, Homogenized, Vitamin D Milk in gallon jugs for 80 cents per gallon. At the Hereford Creamery, or Delivered to your porch. Just call 680 for complete details. B-1-16-31-tfc

FOR SALE: Well grained hegiira bundles. Nortex seed oats. P. L. Carmichael. 6 miles east, 4 north, Hereford. B-1-18-31-tfc

FOR SALE: Several hundred bales alfalfa. Phone 2936, Friona. B-1-9-31-2p

FOR SALE: One Singer Portable, 1 Elgin Console, one Nechchi desk. All machines are guaranteed. Your Nechchi, Elina Dealer, Phone 746-J for free demonstration. B-1-24-31-1p

GREAT-GRANDMA used Rawleigh's. When you are a great-grandma, you can still get Rawleigh's from 503 Irving, Hereford. S-1-19-31-1p

REGISTERED CHRONOGRAPH WATCH TECHNICIAN
WEST OF COURT HOUSE
HEREFORD, TEXAS
B-14-31-tfc

READ THE CLASSIFIEDS

Do You Suffer from Loss of HEARING?
Bellone Will Help You
Come In, or Phone for FREE DEMONSTRATION
TEXAS HOTEL
Wed., Jan. 27, 1 to 5 o'clock
Hereford, Tex. — Phone 278
117 West 9th St., Amarillo

FOR SALE: Perfect half section, with 300A fine wheat. Two-thirds of crop goes to buyer. Well improved with brick house. Sure to have irrigation water. 30 percent down, good terms. Phone 55 or 327. Mrs. Tom Carter. S-4-36-31-1c

FOR SALE: 1/4 Section, 8" irrigation well. Can sell on G. I. \$187.50. Hugh Bookout Realty. Office Phone 1674; Residence, 1270-W. B-4-21-31-3c

FOR TRADE: 161 acres land. Well improved, under irrigation; for grassland. A. B. Dozier, Box 842, Hereford, Texas. B-4-18-31-3p

FOR SALE: By owner. Small farm, one mile north on S.L. Phone 1170 or 1856-W. Mrs. J. A. Dickson. B-4-19-31-tfc

IDEAL SECTION located in water belt. 1/2 grass, 1/2 cultivated. Fenced, cross fenced. Two stock wells. If interested, write box 673. B-4-21-29-tfc

FOR SALE OR TRADE, equity in 309 acre irrigated farm for smaller place or grazing land, in Texas or adjoining states. Call Hereford 2409 Westway exchange A. H. Borland, Route 4. S-4-31-30-2p

FOR SALE Irrigated 400 acres. Two 8" wells, 2 houses, other good improvements. Will trade equity for smaller farm. Extra nice irrigated 160 acres. Two bedroom house. Price \$210. per acre. \$17,500.00 down, ten years on balance. Irrigated 90 acres, improved; on paving. Near Hereford. \$4,000.00 down, balance good terms. New three bedroom brick with double garage, east front. Price \$16,500.00. Small down payment. B-4-29-tfc

I have good listings on FARMS - RANCHES ANY SIZE to BUY A FARM to SELL YOUR FARM to MAKE YOU A LOAN SEE W. R. METCALF REAL ESTATE 632 W. 1st St. on Highway 60 Hereford, Texas Of. Ph. 854, Res. Ph. 1489-W P. O. Box 845 B-4-19-tfc

WESSON SPECIALS 300 ACRE IRRIGATED FARM: Nice 3 bedroom home and other good improvements. 8" irrigation well in shallow water belt. 250 acres fine level, clean tillable and irrigatable land, balance fine rolling grass land. 60 acres fine wheat. Full possession. Reasonable terms. Located 7 miles of Hereford on Farm to market road. A real nice farm at an extra special bargain. Per acre \$167.50. 250 ACRE IRRIGATED FARM: Nice modern improvements, extra good 8" irrigation well. 200 acres land in cultivation, balance fine grass land. Fine location on Highway in Castro County. Will give good terms and take some trade. Per acre \$175.00. MANY OTHER GOOD BUYS IN FARMS AND RANCHES. WESSON REAL ESTATE West of Court House Hereford, Texas B-14-31-tfc

FOR RENT: Unfurnished three room house. Modern. Apply at 507 Jackson. B-5-11-48-tfc

BEDROOM CLOSE IN. 509 Ross. Telephone. 847-J. B-5-7-1-tfc

FOR RENT: Two furnished apartments. A. Petersen. Phone 839 or 1484-W. B-5-11-30-tfc

FOR RENT: 2 room furnished apartment. \$10.00 per week. A. Petersen. Call 1484-W or 839. B-5-15-31-tfc

FOR RENT: Six room house. Garage attached. Fenced in back yard, 311 Avenue J. S-5-14-31-1k

Regular Meeting Night 1st & 3rd Tues. Night of Each Month AMERICAN LEGION AND AUXILIARY

FOR RENT: Three room efficiency. Private entrance and bath. Electric box. Clean and spacious, close in. Bills paid. Adults. 310 McKinley. Phone 1092. B-5-23-31-2p

FOR RENT: Two room modern house, furnished. Close in. Utilities paid. 343 West Second. Phone 746-J. S-5-16-31-1k

GALLON MILK BOTTLES delivered to your door daily or as specified. Filled with 4 quarts of delicious Cream O'Plains Homogenized, Vitamin D Milk. Price 80 cents per gallon. This saves 22 percent on your present milk bill. Call 680 for details. Hereford Creamery Co. B-5-43-31-tfc

FOR RENT: Small unfurnished house, also furnished apartment. Hugh Bookout Realty. Office Phone 1674. Residence Phone 1270-W. B-5-17-31-3p

NICE LARGE FURNISHED apartment, private bath and garage. Phone 333-J or 603 East Fifth Street. Mrs. T. W. Alderson. B-5-19-31-tfc

FOR RENT: Three rooms and bath. Modern house. With floor furnace. Unfurnished. 404 West Second or Phone 446-W. B-5-18-31-1k

FOR RENT: Furnished, two room apartment and two bedrooms. 608 East Third. B-5-12-31-2k

MODERN COUNTRY HOME for rent. 4 miles from Hereford. Renter may keep cow, chickens, hay and garden, and care for stock for part of rent if he wishes. Inquire at 335 Avenue A. or telephone 966-J in Hereford. B-5-38-31-2p

ONE SMALL NEW 14x24 house. Modern. Bills paid. Phone 1240-W at 216 Ave. I. B-5-13-31-2p

FOR RENT: Two exceptionally nice apartments. One newly furnished three-room and bath. One six-room unfurnished. Apply Fullwood Apartments, 232 West 3rd. B-5-23-1-6c

FOR RENT: The building, formerly occupied by the bus company. Also, small two room house. Unfurnished. Phone 226. F. H. Orthier. B-5-21-3-2c

FOR RENT: Two bedroom modern house. Garage. Newly painted inside. Six miles east on 60. Virgil Owens. B-5-17-3-3p

BEDROOM FOR RENT. 806 Union. Phone 1866-W. B-5-9-3-2p

FOR RENT: Six room unfurnished house. Harrison Highway. Contact Cliff Potter. Phone 693-J. B-5-13-1-tfc

OFFICE ROOMS FOR RENT upstairs over The Brand. Reasonable rates. See E. B. Posey, room 3, or inquire at Brand Office. B-5-21-41-tfc

FOR RENT: Apartment, 3 large rooms, private bath, unfurnished. Bills paid. Phone 556. B-5-13-2-tfc

FURNISHED AND Unfurnished apartments. Private baths. Phone 569. 115 Avenue B. B-5-11-2-tfc

FOR LEASE: 320 acres land, 8 miles from town. 5 room house. Dairy barn, one 8' well. Good improvements. Cash lease only! Call 64 or inquire 130 Main, Hereford. B-5-29-29-tfc

Kiwanis Club
Thurs. Noon
Hotel Jim Hill

NOTICE OF MEETING ODD FELLOWS
Each Monday Night
REBEKAHS
Each Tuesday Night

All Kinds & Breeds of High Quality
BABY CHICKS
Pullets Straight run Cockerels
FOR SURE DELIVERY, BOOK EARLY
Poultry Supplies & Feeds
HEREFORD POULTRY & EGG CO.
129 Sampson Phone 1208
Delmo Williams, Owner

6. WANTED

LISTINGS WANTED. Especially Castro County Farms, Ranches or City Property. We may have buyers for what you need to sell. Joe Cowen Agency, Dimmitt, Texas. S-6-25-28-4c

WANTED: 100 NEW MEMBERS for Wesley Methodist Church. Located at corner of Mable and Irving Streets. S-6-16-30-6p

WANTED: a chance to save you 22 percent on your milk bill each month. Call 680 and get details about our Cream O'Plains Pasteurized, Homogenized, Vitamin D Milk for 80 cents per gallon. Delivered to your door, or picked up at the Creamery. Do it now. We are open Sundays. B-6-49-31-tfc

WILL TRADE FOR ADDING machine and typewriter together or separate. 503 Irving, Hereford. S-6-13-31-1p

8. HELP WANTED

HOUSEWIVES: Do you want your own money to spend? Have full or part time openings with National Concern. Call Clara Shore at 498-W for interview. B-8-25-3-6c

10. NOTICE

Distributors For Amolie Oil H. & W. Implement Co. Phone 5 B-10-48-tfc

GRISWOLD'S REST HOME: Good food and care. Registered Vocational Nurse Manager. Phone 781-W or 1231-J, 401 Irving Street Hereford. B-10-19-29-9p

ENROLL YOUR Pre-School child in Kindergarten. Mrs. J. R. Fowlkes. Harrison Highway. Ph. 1574-W. B-10-14-9-tfc

ALCOHOLICS ANONYMOUS Phone 1898-W3 or 1692-W B-10-24-tfc

WANTED

150 New Customers on City Delivery! THE HEREFORD BRAND Call, R. W. Sparks Ph. 1771-W B-10-2-tfx

FOR STANLEY HOME Products. See Mrs. Otto Gilliland, 607 East Third. Telephone 1593. S-10-13-31-1p

11. Business Services

WE REPAIR electric clocks, irons, toasters, percolators and all small electrical appliances. Phone 75, Witherspoon Electric, 129 West 3rd Street. B-11-20-50-tfc

Quick - Efficient HOME LOANS Dependable Abstract and Insurance Service ELIZABETH WOMBLE 146 Main Phone 497 B-11-27-tfc

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

HEREFORD No. 849 AF & AM
EA
THURSDAY JAN. 21
R. L. Thompson, Sec'y
W. A. Bill Phipps W. M.

Lions Club
meets each
Wednesday, 12 noon
Hotel Jim Hill

FOR NEW AND USED parts try Hereford Wrecking Co. East highway 60. Phone 330. B-11-15-47-tfc

RUBBER STAMPS fast service. Francis Printing Co. Ph. 1309. B-11-9-3-TFC

INCOME TAX SERVICE — Mrs. Clyde Cocanougher, 108 W. 8th. B-11-28-9tp

SAVE MONEY on lawn grass seed! Hereford Grain Corp. Phone 360. B-11-11-36-tfc

HOME & FARM LOANS See Us For The Best Service Available.
John McLean Insurance Agency Phone 273 Box 247
127 W. 3rd St. Hereford, Texas
For Loans in Deaf Smith, Farmer and North Part of Castro Counties. B-11-46-tfc
(Continued on Page 5)

INVENTORY REDUCING SALE OF NEW AND USED PIANOS! Kimball or Lester Pianos With or Without Lowery Organs As Low As \$595 (42 Months to Pay) New Pianos Rented for \$10.00 Per Month (No Hauling Charge) MEGERT PIANO COMPANY 605 Taylor • Amarillo, Texas • Phone 2-1537

Her Voice Travels 3 Miles for a Penny

HOW MUCH DOES YOUR TELEPHONE SERVICE actually cost? Recently we asked a group of telephone customers to help answer that question by keeping a record of all the calls they made and received for a week. One of the group, Mrs. Felicia Littlejohn, made and received 58 local calls. She estimates that they covered a total of 345 miles. The cost, according to Mrs. Littlejohn's figures — about three miles for a penny. "That's a real bargain," she added. SOUTHWESTERN BELL... A TEAM OF 28,000 TEXAS TELEPHONE PEOPLE... AT YOUR SERVICE.

GOVERNMENT SURPLUS
Two Bedroom homes with plumbing and wiring Size 20 x 26 \$750.00
One Bedroom efficiency \$450.00
Duplex (4 Bedroom 52 ft. x 20) \$1550.00
Duplex 42 ft. \$1250.00
Duplex 32 ft. \$950.00

Ready to move to your Farm or lot. See Len Rogers, Machovec Homes, Dumas, Tex. Phone 2-4722
Buyer pays moving cost of \$50. plus \$1.00 per mile. \$75.00 plus \$1.00 per mile on Duplex. Closed on Sundays

FARM & RANCH LOANS FOR ANY PURPOSE
Loans for putting down irrigation wells, for making improvements to your farm, for buying land, or for refinancing a burden-loan condition on a more liberal basis. Free, prompt, and liberal appraisals. Long time terms, low rate of interest. Let us consult with you about your financial problems. We might be able to help you. If you have property to sell, don't list it with us, unless you want to sell it. Phone 944 317 Sampson
WESSON REAL ESTATE
West of Court House Hereford, Texas

Poems And Poets Give Topic For Bay View Club

A program entitled "Let the Poet Speak" was presented by Mrs. Eugene Naugle at the Bay View Study Club meeting held Thursday afternoon, in the home of Mrs. Will S. Kerr.

Mrs. Naugle, also a writer of poems, has won many awards in the Panhandle Pen Women's Association and Texas Federation of Women's Clubs contests.

Her interpretations of poems written by the various authors presented, together with excerpts from letters received from the author's themselves, revealing the inspiration for the poems, and comments about the authors, most of whom are well known to Mrs. Naugle, made up a colorful and in-

formative program without being didactic.

Poets and Poems

Poets and their poems discussed featured the great, the near-great and the amateur, and included "Worship" by Mary Dickenson Boyd, "After Supper" by Helen Truax, "Night on the Prairie" by Christie Fish, "Petition" by Vera Holding, "California Redwoods" by John Davis Harvey, "Spendthrift" by Cleo Tom Terry, "Desire" by the late Ina Gregg Seed of Hereford, "The Wish" by the late Grace Guthrie of Hereford.

"The Hill Hounds" by Wm. D. Barney, "The Most Beautiful" by Rose Jasper Nickel, "November"

by Laura V. Hamner, "Love Song" by Eleanor Vance Graham, "One By One" by Violet West Sone, "The Halfway Wall" by Walter P. Adams, "The Lord's Round-Up" by Ralph Fisher, "To a Red Cardinal" by Carolyn Jane Avery, "The Birth of a Horned Toad" by Dora Sessions Perry, "Bequest" by Evelyn Oppenheimer, "Demecber Dust" by Libby Stoppel, "Seeing-Eye Dog in Church" by Dr. Arthur M. Sampley, "The Walls of Palo Duro" by Ruth Garrison Scourlock, "Without Regard" by Dr. Van Chandler, "The Day" by Grace Noll Crowell and "The Old Oil Lamp" by Margaret Rose Ak-in.

Program Committee Named

Mrs. Lee Benefield conducted a short business session with Mesdames Phil Barkley, John McLean, Leo Forrest and Jimmie Gillentine were named to serve on the 1954-55 program committee.

Before adjournment, a contribution to the March of Dimes campaign was made by the club.

Members attending were: Mesdames Phillip Barkley, Lee Benefield, C. J. Crump, Leo Forrest, Francis Hardwick, E. W. Harrison, George Hedrd, A. M. Jones, J. W. Kirby, Paul Mathers, John McLean, R. B. Miller, Eugene Naugle, J. W. Spradley, J. C. McCracken and Ansel McDowell, and Miss Frances Turrentine and the hostess.

Warren's Attend Funeral.

For Niece in Dallas . . .

Mr. and Mrs. Ed Warren were in Colorado City Sunday to attend the funeral held for a niece, Mrs. Doris Buxkemper, who died January 15 in a Dallas hospital.

Mr. and Mrs. Buxkemper suffered severe burns last August when a butane truck just ahead of them on the highway near Sweetwater, hit a cow and burst into flames. The Buxkemper car was enveloped in flames and both Mr. and Mrs. Buxkemper had been confined to the hospital since that time. Buxkemper is able to be up a part of the time now and his condition is reported to be improving.

Mrs. Buxkemper is a great-niece of Mr. and Mrs. H. M. Benefield of Hereford.

Courthouse Records

Deeds of Trust

Charles E. Houston to E. A. and W. H. Goetsch, Section No. 85, Block K-4.

D. R. Holt, et ux, to Connecticut General Life Insurance Company, all of Section No. 3, Township 3 N, Range 3 E, Capitol Syndicate Subdivision.

Charles Packard, et ux, to the Prudential Insurance Company of America, being all of the S 326.6 acres of Section 68, Block M-7.

Ned Hogan, et ux, to Era Belle Wooten, being all of the SW 1/4 of Section No. 70, Block K-3.

W. H. Blevins, et ux, to Kansas City Life Insurance Company, Kansas City, Mo., all of the N 1/2 of Section No. 72, Block K-3.

Leslie Neal, et ux, to Southwestern Life Insurance Co., being the SE part of Survey No. 21, Block No. 3.

O. L. King, et ux, to Hereford Texas Federal Credit Union, the N 189 feet of the S 521.77 feet of the W 1/2 of Block 29, Events Addition.

Tom Gonzales, et ux, to the First Federal Savings and Loan Association of Clovis, being a part of the E 1/4 of Block 77.

Charles E. Huston to the First National Bank of Amarillo, all of Section 176, Block M-7; 7.2 acres of Section 1, Block H; all of Section 175, Block M-7 and 7.5 acres out of Section 1, Block H; all in BA&E Survey.

Warranty Deeds

W. H. Goetsch, et al, to Charles E. Huston, Section No. 85, Block K-4.

W. G. Owen, et ux, to J. M. Hamby, all of the S 82 feet of the N 1/2 of Block No. 13, Ricketts Addition.

H. L. Leithead to Jesus, H. Castaneda, et ux, being a part of Block No. 5 of Welsh Addition.

George Funk to Howard A. Funk, the S 1/2 of Block No. 6 of Ricketts Addition.

Howard A. Funk to Jesse C. Scott, being the S 150 feet of the N 310 feet of Block No. 5, Ricketts Addition.

Virginia Clara Campbell to Tom Gonzales, being a part of the E 1/2 of Block 77.

Gladys Justice to Jason C. Justice, N 308.7 acres of the S 404.4

Landscaping Program Given At HD Club Meet

South Hereford Home Demonstration Club met in the home of Mrs. John Hacker Tuesday afternoon with Mrs. S. S. Williams directing the recreation period.

A demonstration in landscaping the home premises was presented by Mrs. Clara Shore and by Mrs. Tom Draper, Cultural Home Demonstration Agent. Names of new shrubs that thrive in this area were listed and the care of shrubs was emphasized in the demonstrations.

Members attending were Mesdames Clarence Hollabaugh, Cla-

ra Shore, W. A. Goetsch, A. C. Flowers, Ethel Layman, Franklin Miller, John Draper, Viola Woodson, S. S. Williams, Eldon Craig, Tom Draper and the hostess.

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Classified

(Continued from Page 4)

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... so trim and polished for your nine-to-five or vacation plans. It's Nelly Don's slim-line town dress, spiked with contrasting piping. Wrinkle-resisting butcher rayon (washable) in navy, black, red, brown, Also, sunny pastels. Sizes 8 to 18.

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NEW HOME - FREE



BILL THORN

If you are interested in acquiring the details on how you can obtain a New Home Free, come to the Youth Revival at the Avenue Baptist Church January 28 thru 31st at 7:30 P. M. each evening. If you will exercise repentance toward God and faith in the Lord Jesus Christ you can inherit the promises made to all of God's children. "In my Father's House are many Mansions. I go to prepare a place for you and if I go and prepare a place for you I will come again and receive you unto myself; that where I am, there ye may be also." Bill Thorn from Panhandle will preach and Joe Whitten of Lubbock will sing. Come



JOE WHITTEN

HURRY - DON'T DELAY

Many Other Styles Arriving Daily

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"Smart Clothes for Smart Women"

Burglars Get Alarm
 OMAHA — Several burglaries at the Okay Lock and Gun Service here prompted the owner to install an elaborate electric eye burglar alarm. Another burglar got 8 shotguns and rifles, 30 boxes of shells and the burglar alarm.

Westway News

By Kaul-Combs
 Rev. R. D. Evans filled his appointment here Sunday. He was accompanied by Mrs. Evans, Mr. and Mrs. Eddie Rogers and Carol of Hart were visitors. Birthday contributions were given by Jack Renfro, Deborah Thomas, Ross Joe Landers and Sue Northcutt. Rev. and Mrs. Evans were dinner guests Sunday in the home of Mr. and Mrs. Joe Landers.

Several Attended Singing
 Several from here attended the singing at the Grace Gospel Church at Hereford Sunday afternoon.
 Jim Auten and Marvin Morrison of Hereford went to Judsonia, Ark., last week where they attended the funeral of Jim's father. The Autens had been to Judsonia at Christmas to see the elder Mr. Auten and had been home only a few days.

Jack Weaver has returned home from Deaf Smith County Hospital after surgery last week for gallstones. Mrs. Buren Sowell and Mrs. Paul Rudd, who underwent back surgery last week, have both returned to their homes.

Pink And Blue Shower
 Mrs. J. E. McCathern Sr., was hostess last Saturday afternoon at a pink and blue shower honoring Mrs. Frank Parker. Games and contests provided entertainment after which the gifts were presented. Dainty refreshments were served by Mrs. McCathern to Mesdames A. A. Head, Harold Head, J. E. McCathern, Jr., Billy Jackson, Floyd Walton Sr., Floyd Walton Jr., Ralph Mitchell, and Frank Parker.

Moved To Friona
 Mr. and Mrs. Glen (Gus) Wal-

FRIONA NEWS

By Mrs. E. R. Day Sr. and Mrs. E. A. Guinn

Mrs. Loyd Shulk and daughter, June, and son, Charles, went to Sentinel, Okla., to visit her parents Friday and returned home Monday.

John Deere Day at the Herring was attended by about 200 guests who ate beans and chili, with doughnuts, coffee and Cokes at noon. Winners of the door prizes were announced at the show. First prize of a set of lister points went to Jack Patterson. Second prize a tractor seat, was won by H. A. Hyde. Third prize, a tool box, was given to Gordon Massey. Fourth prizes of three tractor tire pumps were won by A. G. Roland, Roy Williams and S. D. Rule.

Mr. and Mrs. Billie Turner were in Amarillo on business Wednesday.

Trip To Colorado
 Mr. and Mrs. Clarence Martin and children went to Lamart, Colo., Friday to visit his parents and to attend to business.

"The Gay Nineties" is the theme the Junior class chose to display their talent and other talent of the community. The title is "Mama Married A Rich Man," with Charles Allen as Papa; Rosella Landrum as Mama; Emmorie Lehnick as Aunt Emmorie; Tiny Magness as Uncle Tiny; John Parrish as Cousin John, and many talent numbers.

The admission is 50 cents for adults and high school students and 25 cents for grade school students. The play will be held in the High School auditorium January 28 at 7:30 o'clock.

ker and girls moved this week to Friona where Glen is employed on a construction job.

Mr. and Mrs. Cyril Diller and family moved last week from the Jesko place west of the store to a farm southeast of Hereford.

The J. E. McCathern Jr., family is moving this week to the Ira Scott place on the Dimmitt Road south of Hereford. They have been living on the Edith Hix place.

Fourth Birthday Celebrated
 Deborah Thomas celebrated her fourth birthday Saturday night when her mother Mrs. Jimmy Thomas entertained with a supper. Those present included Mr. and Mrs. Johnny Townsend, Sandra and Terry, Mr. and Mrs. Merlin Kaul, Larry and Walter, and Mr. and Mrs. J. C. Morrison, Mary Lyn and Judith.

Mr. and Mrs. Elmer Combs and boys spent the weekend in the W. E. Combs home at Plainview.

Mr. and Mrs. G. C. Merritt spent the weekend with relatives at Seminole.

This community had from an inch to two inches of snow here Wednesday night and temperatures dropped to near zero Thursday and Friday mornings.

Daughter For Joneses
 Mr. and Mrs. Bobby Jones announce the arrival of a daughter on January 14 at the Deaf Smith County Hospital. She has been named Audrey Gwyn. Mrs. Jones and Audrey returned to their home the last of the week.

Mr. and Mrs. Roy Lee Wilson had a TV set installed this week.

Visitors in the Roy Lee Wilson home Sunday were Mr. and Mrs. Glen Wilson and children and Mr. and Mrs. Vernon Wilson and boys of Hereford.

Tony Kaika Ill
 Tony Kaika remains quite ill at the Deaf Smith County Hospital. He suffered a heart attack last week.

Mr. and Mrs. Harold Rudd and daughters left last Thursday morning for Estancia, N. M., where they are moving to a farm in the Estancia Valley.

made the name chameleon proverbial, but the extent of actual color changes often is exaggerated in popular reports.

Cock fighting, introduced from the East became popular in the late Roman Empire and remained popular in Europe and England until quite recent times.

Bullet Doesn't Stop Fish
 HARRISBURG, Pa. — The Pennsylvania Fish Commission reports a 15 inch, 2 pound largemouth bass was pulled from a Lancaster county creek with a .22 caliber bullet imbedded an inch in its flesh just above the backbone. The bullet apparently had not prevented its living normally.

Law Students Earn, Learn
 BOSTON — Young future lawyers are "earning while learning" at the federal Appellate Court of Boston. Law students get preference for jobs in the court library which is known as "the lawyers' laboratory." The plan permits them to attend law school nights while getting a valuable practical

insight into law during the day. Officially, they are "Court criers," but that takes only a few minutes in opening and closing court ceremonies a few days a month.

Six flags have flown over Mobile, Ala.—French, British, Spanish, United States, Republic of Alabama and Confederate.

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and we invite your consideration in all phases pertaining to the grain and elevator business —or just drop in for a friendly visit!

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Pete Braxton, Mgr.

Installation Rites Held By Rebekahs

The annual installation of officers of the Rebekah Lodge was held at the IOOF Hall Tuesday night. Mrs. Ursalee Jacobsen served as installing marshal and Mrs. Pauline Lady served as deputy marshal.

The new officers include Mrs. Lucile Olson, noble grand; Mrs. Julia Wely, vice-grand; Mrs. Alene Lomenick, secretary; Mrs. Ruth Rogers, financial secretary; Mrs. Mary Bradley, treasurer; Mrs. Catherine Russell, warden; Mrs. Bobby Meacham, conductor; Mrs. Leola Turner, chaplain; Mrs. Ada Hollabaugh, district deputy; Mrs. Verna Sowell, RSN; Mrs. Edna Bowe, LSN; Mrs. Mildred Renfro, RSV; Mrs. Leatrus Clark LSV; Mrs. Roberta Combs, outside guardian; Mrs. Ola Hacker, inside guardian; Mrs. Catherine Shepherd, color bearer; Mrs. Ursalee Jacobsen, pianist; Mrs. Leta Kaul, drill captain; Mrs. Pauline Lady, parliamentarian; Mesdames Ella Cockrell and Nannie Ward, altar bearers; and Mrs. Allie Fullwood, reporter. Mrs. Edna Draper is the retiring noble grand.

Following the installation rites a program was presented by Mrs. Cockrell, who told something of the history of the founding of the IOOF Lodge in America.

She said, in part, "Oscar Wilde, an Englishman, had founded the order in England and an American, John Knott, saw an account of the IOOF activities in England which appeared in a Baltimore, Md., newspaper. He supervised the organization of the first IOOF lodge in America in 1819 in Balti-

more." Also a part of the program was the drill work presented by the Rebekah floor team. Refreshments were served to forty two members and one special guest, Mrs. Theima Chisum, whose membership is in Indianola, Okla.



MRS. CECIL LADY, MRS. JOHN DRAPER, MRS. LOUIE OLSON

Mrs. Lookingbill Named Secretary For Study Club

Mrs. Glenn Wilson and Mrs. Louis Beckman were co-hostesses for the regular meeting of LaMadre Mia Study Club at the Wilson home Monday night.

During the business session, Mrs. Bradley Lookingbill was named secretary to fill a vacancy left by Mrs. Jack Reynolds, who has moved away from Hereford.

Party Planned
Plans were made for a Valentine Party, which will be in the form of a chuck wagon supper, to be held early in February.

Mrs. Bradley Lookingbill presented the program for the evening on "Feeding Habits For Children." She stated that parents are going back to the old-fashioned methods used by our grandparents in feeding children, and listed three rules for feeding.

Safety The Hunger
First feed the child in an upright position. Second, feed a child when he shows that he is hungry. Third, give a child all he wants at each feeding so that he will be satisfied.

In attendance were Mesdames Don Fudge, Carroll Goss, Dean Herring, Glenn Hopson, Bradley Lookingbill, Hessel Miller, Bobby Owen, Troys Riddle, Eugene Sparks, Glen Wilson, Vernon Wilson, Ogle Riddle, Calvin Goodin and the hostesses.

Birthday Brings Family Together

C. S. Gunter celebrated his fiftieth birthday Sunday with a family reunion marking the day's events. Two sisters and four brothers shared in the dinner at the noon hour and the happy memories recalled during the day.

Gunter, the youngest of fourteen children, is the son of the late Mr. and Mrs. J. M. Gunter of Plainview who were pioneers of Erath County. The family moved to Shamrock in 1908 and from there they moved to Plainview in 1919.

Family Members
The sisters attending were Miss Emma Gunter of Lubbock and Mrs. Marsh Watson of Plainview. Brothers present were J. W. Gunter, Plainview, W. C. Gunter of Olton, J. H. Gunter of Conway and Ull Gunter of Canyon. Others attending were Marsh Watson and son David of Plainview, Mrs. H. L. Gunter and a nephew, Carroll Gunter and his wife of Tulsa, Mrs. W. C. Gunter and daughter Lorene of Olton, and the hostess for the get together, Mrs. C. S. Gunter.

Mrs. Barnett Presents L'Allegra Club Program

Mrs. J. W. Barnett presented the program at a meeting of L'Allegra Study Club Thursday afternoon held in the home of Mrs. Floyd Ross.

Speaking on the subject "The Age of Humanity Has Come," Mrs. Barnett told of the World Health Organization, which is a branch of United Nations. She told of the work of the organization, both in this country and abroad, in the control of certain diseases through scientific research.

After the program, a social hour (Continued on Page 2)

THE SUNDAY BRAND

Women's Activities

Social Events — Clubs — Civic Interests
Hereford, Texas, Sunday, January 24, 1954 Section Two

Beta Sigma Plans Party

Plans for the Beta Sigma Phi annual sweetheart dance were made Monday night at a social meeting of Kappa Iota chapter held in the rumpus room at the home of Mrs. Catharine Moore. Husbands will be honor guests, and a Beta Sigma Phi sweetheart will be named by the group. The party will be held at the American Legion Hall on February 16.

Plans for the annual cancer drive which is sponsored each year by the group, were also discussed. Plans will be announced before the drive gets underway on April 1.

TV And Card Games
Entertainment features for the evening were a television show "I Love Lucy", and bridge and canasta games. Hostesses were Verda Mullins and Margaret Harvey. Members attending were Betty Babione, Barbara Cooper, Margaret Harvey, Grace Hennen, Geneva King, Mary Anna Laing, Ann Line, Jo Lingenfelter, Mary Ann Massey, Dorothy Mercer, Catharine Moore, Nadine Wade, and Helen Nelson.

Social Meeting Held By Win One Class

Win One Class of the First Methodist Church held a social meeting in Ward Hall Tuesday afternoon, with Mesdames H. M. Benefield, Lee Benefield, I. E. Woolery and Miss Ona Hammer as hostesses.

Mrs. E. W. Harrison served as song leader, with Mrs. I. H. Spratt at the piano. A musical program was presented by Rev. and Mrs. S. M. Dunnam. Mrs. Dunnam played favorite hymns with variations, and Rev. Dunnam presented hymns as vocal solos.

Devotional Lesson
Mrs. D. H. Bryant gave the devotional lesson from the book of Acts, on visions and their interpretation, and a historical quiz was conducted by Mrs. Laura Thomas.

Members present were Mesdames M. M. Beavers, Pearl Bergin, T. H. Coursey, F. M. Faulkner, E. W. Harrison, I. H. Spratt, C. F. Davis, Andy Thomas, Laura Thomas, J. B. Jones, A. C. Thompson, E. J. Hudson, Luther Peevely, G. H. Whitaker, J. F. Ward, E. W. Solomon, Fred Millard, Miss Lula Botsford and the hostesses.

Mending Kid Gloves
Buttonhole around the edge of the tear before drawing together. Then over-sew the buttonhole together and the repair is substantial.



MR. AND MRS. ANTHONY F. MARNELL

W. H. PATTON PHOTO

Stengel-Marnell Nuptial Rites Held

Miss Blanche Stengel became the bride of Anthony F. Marnell in nuptial rites held Monday morning at St. Anthony's Catholic Church.

The bride is the daughter of Mr. and Mrs. John E. Stengel and Mr. Marnell is the son of Walter M. Marnell, all of this city.

Floral arrangements for the service featured white chrysanthemums and stock backed by greenery. Rev. Bartholomeu Paytas S. A., pastor of St. Anthony's Catholic Church, directed the couple in the double ring ceremony.

Pre-nuptial Concert
The pre-nuptial concert presented included organ selections played by Mrs. Arhart Reinart, and hymns sung by Edward Dzuik. Mr. Dzuik's offerings were "On This Day O Beautiful Mother", Schubert's "Ave Maria", and "Mother At Your Feet We're Kneeling". The wedding march by Rossini preceded the entrance of the wed-

ding party, and Valenti's March was used as the recessional.

Mrs. Edna Marnell attended as matron of honor. She was attired in a blue iridescent taffeta dress and carried a nosegay of pink carnations.

F. A. Marnell was best man. The ushers were Bill Stengel and Bud Stengel.

Bridal Gown
The bride, given in marriage by her father, wore a Chantilly-type lace gown over bridal satin designed with Queen Anne collar scattered with seed pearls and sequins, fitted bodice and long petal point sleeves. Her finger-tip veil of illusion was held by a bonnet brim of lace and satin, and she carried a nosegay-type bouquet of white feathered carnations and stephanotis. Her only ornament was a double strand of pearls, the gift of the bridegroom. The bride's mother wore an orchid colored dress with black ac-

cessories and corsage of white carnations.

Breakfast Is Held
Following the ceremony a breakfast was held at the home of Mr. and Mrs. Bud Stengel for the bridal party, and a reception was held later in the day at the home of the bride's parents, where the bride's table featured daisies and stock and a three-tiered wedding cake.

After a wedding trip the couple will make their home on a farm north of Hereford. Mrs. Marnell attended Texas Technological College and for the past three years she has been employed at C. R. Anthony Company Store.

Mr. Marnell, who attended Hereford High School, is a Third Degree, Knight of Columbus.

Mr. and Mrs. T. W. Alderson spent two weeks in Florida, traveling as far as Key West.

Reasons For Conductor Told At Music Club

"Why is a Conductor?" was the topic presented by Mrs. G. E. Mullins, leader, at the meeting held by the Music Study Club Monday afternoon in the home of Mrs. C. W. Parker.

In discussing the topic question, Mrs. Mullins stressed the important role of the conductor although he neither leads, writes nor plays.

"Like a stage director, he not only knows every player and his particular part, but it is his responsibility to bring all the parts together into a unit performance," she said. She brought out that Mendelssohn was the first to use a baton in conducting, and pointed to Toscanini as the greatest conductor of all time.

Musical Selections
Musical selections presented on the program were "Minuet from Symphony in E Flat (Mozart)", a duet played by Mrs. J. R. Allison and Mrs. J. D. Neill; two movements from "Sonata, Op. 2, No. 2" (Beethoven), played by Mrs. Bill Bradley and excerpts from "Symphony in D Minor, No. 4" (Francois played by Mrs. W. J. Stanford).

Invitation Accepted
Mrs. H. A. Close, president, presided over a short business session during which members accepted an invitation to attend the Happy Music Club reciprocity tea on March 5. The Hereford club will present two numbers on the program for the tea.

Members attending were Mesdames J. R. Allison, Bill Bradley, W. T. Carmichael, H. A. Close, Steve Clements, H. K. Fox, J. C. McCracken, Cecil Massey, C. J. Mountz, J. D. Neill, T. W. Robertson, A. J. Schroeter, W. J. Stanford, Bill Stanford, A. O. Thompson, S. M. Dunnam, G. E. Mullins, J. B. Jones, A. C. Thompson and Miss Mattie Mae Swisher.

Recent guests in the home of Mr. and Mrs. E. W. Hobson were Mr. and Mrs. C. G. Estell of Boise, Idaho and Mr. and Mrs. Tom Haislip of Hale Center.

Helen McCauley and Mrs. Arthur Thompson attended the American Fashion Association's Spring and Summer Market held in Dallas January 17-22.

Mrs. J. B. Jones has returned home after spending the past six months with her daughters, Mrs. Jerry Petersen and Mrs. Harvey Yantis in Minneapolis, Minn. Mrs. Jones is now at home at the Suggs apartments, 501 N. Miles Ave.

Mrs. D. H. Alexander left Thursday for Seagraves where she will attend pre-nuptial social affairs given to honor her granddaughter, Betty Hudson, daughter of Mr. and Mrs. Joe Hudson of Seagraves. Miss Hudson will be married to David H. Townsend next Thursday in the First Presbyterian Church at Seagraves. Townsend returned home this week after four years service with the U. S. Marine Corp.

Personals
Louise Green, Jack Payne Will Marry On Saturday

Mr. and Mrs. Dudley Green announce the engagement and approaching marriage of their daughter, Louise, to Mr. Jack Payne, formerly of Plainview and now of Hereford. He is the son of Mrs. Myrtle Payne of Plainview.

The wedding will take place on Saturday afternoon, January 30, at the home of the bride's parents. The couple plan to make their home on his farm ten miles north of Hereford.

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Program On Health Given At L.A.E. Club

Mrs. Boyd Knox was hostess to members of L.A.E. Study Club in the home of Mrs. George Suggs Tuesday afternoon. Roll call featured recent trends for better living.

The program on "Health for Better Living" was presented by Mrs. Harvey Brock who reviewed the life of William Osler, called the world's greatest doctor, who pioneered in the medical world for better living.

Medical Heroes
Mrs. Brock also told of "Heroes of the Medical World", naming scientists who actually do the experiments which aid all humanity. Hints for more healthful living (Continued on Page 2)

Get Acquainted Tea Is Given By Class

Members of the Friendship Class of the First Methodist Church entertained at a get-acquainted tea given in the home of Mrs. Claude McGowan Sr., Tuesday afternoon.

Members of the social committee who made up the arrangement committee included Mesdames McGowan, T. J. Parsons, Hank Williams, Miss Velma Cook and Miss Erma Walker.

Class colors of blue and gold were noted in appointments and decorations. The refreshment table was laid with a lace cloth over blue and centered with an arrange-

ment of spring daffodils and Dutch Iris. Yellow and blue tea dainties repeated the colors, and napkins were inscribed with the class name.

Keynote of Informality
Informality was the keynote of the occasion as guests came and went during the calling hours of 4 to 6 p.m.

Those signing the guest register were Mesdames S. M. Dunnam, Mary Seigler, J. W. Thomas, E. W. Hobson, Dennis Barnard, Dean Bishop, James Black, Bert Oom-



MEMBERS OF THE GUNTER FAMILY gathered in Hereford last Sunday for "the baby's birthday." The "baby", C. S. Gunter, was celebrating his 50th birthday. Brothers and sisters who helped celebrate are, from left: W. C. Gunter of

Olton; Ull C. Gunter of Canyon; Emma Gunter of Lubbock; Mrs. M. S. Watson of Plainview; J. H. Gunter of Claude, J. W. Gunter of Plainview; and C. S. (Ceel) Gunter. (Staff Photo)

Friona News

By Mrs. E. R. Day Sr.
The Friona territory was blanketed with snow Thursday morning and the moisture was very much needed. There was about 1 1/2 inches of snow.
The J. R. Farming Company that is building the road west of Friona and paving the circle west of Friona is rapidly getting the work completed. If the weather permits the circle should be finished soon.
Mrs. James Boyle entered the Parmer County Hospital Thursday morning. She will undergo surgery.
Gone To Longview
Mr. and Mrs. Boyd Knox left Wednesday for Longview where they will visit with their daughter and husband, Mr. and Mrs. John Mawer.
O. J. Beene was a business visitor in Amarillo Tuesday.
Fish Fry
Mr. and Mrs. James Boyle entertained friends with a fish fry in their home Monday evening. Those attending were Mr. and Mrs. Joe Mayer and Mr. and Mrs.

H. L. Outland and the host and hostess.
Rev. C. M. Fields is on the sick list at this writing.
There were 16 members of the local Brotherhood of the Friona Baptist Church who went to Canyon Tuesday evening for the association. The group from Friona received the banner for traveling the most miles.
Lower Farm Costs Predicted
LITTLE ROCK, Ark. — Arkansas farmers are being promised lower production costs to compensate a little for the lower prices they've been getting.
Extension Service Economist T. E. Atkinson says livestock feed and crop seeds are expected to cost less although labor costs will rise again. Atkinson does not expect another beef price drop until late 1954 although he forecast lower poultry prices.

Read The Classifieds



Sixth Birthday Party Held For Janet Steuick

Recently Janet Steuick celebrated her sixth birthday at the home of her parents, Mr. and Mrs. Glen Steuick.
Those helping Janet celebrate were: Donna Fulk, Carolyn, Glen and Tim Herring, Larry Steuick, Betty Fields, Lavoyce Burrow, Lavan Sparkman, Helen and Jackie Stowers, Larry and Shirley Johnson, Chuck and Connie McKinney, Sherrie Roberts, Jeanie Taylor, Ronnie Steuick.
Games were played during the evening. Mrs. Steuick served the children cake and ice cream. The cake was white with six candles and had "Happy Birthday Janet" on it.

Sunday School Class Holds Social Meeting

Members of the TEL Sunday School class of the Friona Baptist Church went to the country home of Mrs. A. J. Brock for a social evening.
Visiting and business was taken care of. Those attending were: Mesdames Lucy Jones, Claude Edelman, T. E. Louett, J. G. Baker, Spencer Hough, Clyde Scarbrough, Harry Hamilton, Miss Marie Robinson and Fay Southward.
A gift from the class was presented to Mrs. Irene Wylie. Refreshments of coffee, sandwiches and salad were served by Mrs. Brock.

Instructions Followed

EVANSVILLE, Ind. — Six fire trucks roared up to answer a false alarm. Firemen found a 59-year-old grandmother beside the alarm box. She told them she was doing what she had been told to do at a demonstration on how to operate a fire alarm.
The people of Greenland became citizens of Denmark during 1953.

Steals Car He Sold
TUCSON, Ariz. — A 25-year-old Californian felt right at home behind the wheel of a stolen car. He had sold it the week before, then stole it back.

Christmas Tree Permanent
ALBUQUERQUE, N. M. — An unopened package beneath a brown and brittle & yet somehow gay—tree continues to wait for a Christmas that will never come.
Cpl. Richard Lopez wrote in 1950 to save the Christmas tree. "I'm coming home." He was drowned in Korea before he could start the journey. His mother, Mrs. Salvadora Lopez, has kept the tree ever since. It now occupies a special room and will continue to stay there because, as Mrs. Lopez says, "He asked me to save his Christmas."

Policeman Employs Himself
STOCKHOLM — A policeman can be his own employer in Sweden. In the Bothnian port of Oermskoeldevik Patrolman Bertil Skoglund is head of the revenue board and vice chairman of the town council—both of which rank higher in authority than the town's police board.
Besides he is a full time sick insurance manager, member of the county council, chairman of (a) the pensions board, (b) elementary school board, (c) technical school board, (d) Socialist Workers' Commune, (e) Swedish Policemen's Association and (f) Scandinavian Policemen's Federation.

Doctor Gets Gift Car
MOUNT UNION, Pa. — Dr. Charles A. R. McClain is making his daily calls in a brand new auto, a gift of his fellow townsmen on his 55th anniversary in medicine. Now 78, he has no intention of retiring.

Swaps Nations, Name
PROVIDENCE, R. I. — Miss Evelyn Fischer, 25, changed her name and nationality at the same time. Born on a British liner four days before it docked in Boston, she was named Carmania in honor of the vessel.
She recently found out she was a British citizen after believing for years that her father's naturalization as an American included her. And she had never liked the name of Carmania, anyway. So the judge at the naturalization ceremony also legalized the swap of the name Evelyn for Carmania.

In 1953, the United States sold more than a billion dollars worth of gold abroad and imported none.
King Faisal II of Iraq and King Hussein I of Jordan are exactly the same age.

It's a Girl
DUARTE, Calif. — Mr. and Mrs. Donald Riggs are tired of seeing the same old birth announcements. When their new baby arrived this week, they sent out the following notices:
"Announcing the arrival of our new model.
"No change in body style this year. The wheelbase is 19 inches long. The weight is 6 pounds 13 ounces.
"We ordered the super deluxe model with the extra loud horn and the removable seat cover. Our model came equipped with blue headlights and a blonde top.
"We tagged the new model, Stephanie Dale Riggs and registered it to Mr. and Mrs. Donald Riggs, Duarte."

Accidents Taboo
OMAHA — Police Chief Henry Boesen has decreed "no more traffic accidents in Omaha."
He instructed George Winkler, director of communications to outlaw the word "accident" in reports on the police radio. Henceforth traffic mishaps will be called "collisions."
Explained the chief: An accident is "an unforeseen event that is no one's fault," but in his opinion "so-called traffic accidents occur because some one is in the wrong through lack of caution, courtesy or disregard for the law."

Man-Made Rain Scuffed
DEMING, N. M. — New Mexico ranchers—plagued by drought—have been told by Dr. E. J. Workman, president of New Mexico Institute of Mining and Technology "we do not now know how to make rain." He described silver iodine methods of seeding clouds impractical.

Get....
(Continued from Page 1)
er, S. S. Williams, O. D. Lowry, Ansel McDowell, J. C. McCracken, Carl Perrin, Claude McGowan Jr., J. W. Kirby, teacher of the class, and Misses Ona Hammer and Frances Turrentine, and members of the house party.

Mrs. Barnett.
(Continued from Page 1)
was held, during which refreshments were served to Mesdames V. C. Hopson, James Edmonson, L. H. Lookingbill Jr., F. C. Glendinning, Bill Lawrence, J. W. Barnett, Francis Hill and the hostess.

Club Program Put Stress On Modesty

"Modesty in the Home" was the program subject at the Les Meres Study Club meeting held in the home of Mrs. Joe Davenport Monday evening.
Mesdames Spicer Gripp and Bill Simpson were co-hostesses for the meeting. Mrs. Johnnie Horn was welcomed as a new member.
Mrs. J. E. McCathern Jr., was in charge of the program. She stressed the importance of teaching children modesty by example and recommended early training in the home as the children learn to become a part of the family.

Read The Classifieds

A short business session was held. At the conclusion of the program, refreshments were served to Mesdames Elvin Wilson, Johnnie Horn, Glenn Gripp, Leo Hoffman, Joe Davenport, W. D. Jones, W. N. Reiger and J. E. McCathern Jr.

Program....

(Continued from Page 1)
were also reviewed.
All members of the club were present, including Mesdames C. E. Beauford, Harvey Brock, Altus Higgins, W. L. Jones, Boyd Knox, Luther Lesley, Jim Loving, Phil Radovich, B. A. Reddell, T. W. Roberson, Sandford Smith, Arthur Stoy, Jim Whelan, and George Suggs. Mrs. Raymond Higginbotham was a guest.

*The modern hostess
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Illustrated at right is a modern automatic Maytag Gas Range. This range is built to "CP" Standards.*



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Carl McCaslin Lumber Co.
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MR. & MRS. CITIZEN!
HAVE YOU PAID YOUR POLL TAX?

It has been the peculiar blessing of America to have had a succession of great leaders whose first devotion was to all the people. And, of course, it is a basic truth, that the people put the leaders there. Of course we don't have a presidential election coming up this year, but we will have many opportunities during 1954 to cast our ballot for a better government — PROVIDED WE HAVE PAID OUR POLL TAXES!

Poll Taxes Must Be Paid By JANUARY 31st
Booths Open Downtown Saturday
And January Is Also The Last Month In Which To Pay Your Personal And Property Taxes To Avoid PENALTY and INTEREST!

LOWELL SHARP
Tax Assessor - Collector - Deaf Smith Co.

ON SUCCESSIVE NIGHTS

Herd Mangles Canyon, Reserves Lick Irish

By Billy Paul Knox
Whiteface basketballers won their fourth conference game Friday night by mangleing the Canyon Eagles 89-43, then followed up the victory on Saturday night by defeating the Shamrock Irish 78-44. In the game against Canyon, the Eagles were completely outclassed as the Herd ran up its largest score of the season. Including the Shamrock game, the Herd has now won 16 games and lost two, the losses being to Amabillo and Phillips.

throughout the game against Canyon, and never trailed on the score. They led at the quarter points by 11-9, 35-17, 66-30 and 89-43.

Hereford had three men who scored over 15 points. These were Everett Allen with 23, Joe Streun with 21 and Terry McRight with 17 points.

On Even Terms
The score of 11-9 at the end of the first quarter does not indicate the style of the game. The first period was played on even terms. The two teams battled to 11-9 score with the Whitefaces ahead

at the end of the first stanza. The Herd plucked the Eagles for 24 points while holding them to 8 points to run up a lead of 35-17 which would never be approached throughout the game by the Eagles who kept hustling throughout the game.

Stampede In Third
Hereford must have gotten some added spark at the halftime intermission because they stampeded throughout the third quarter. They had no mercy on Canyon and ruthlessly scored 31 points while holding the Eagles to 13 points in the third quarter. Third quarter score was 66-30.

The Herd was no more lenient in the fourth quarter. They continually poured infield goals and free shots. Final score was 89-43. It was the most lopsided score the Whitefaces have won by all year.

Reserves Play
In the Shamrock game, the starters played only the first quarter and about half of the second quarter. The reserves played the rest of the game and did a very fine job. The Whitefaces did not exceed the total of 89 points scored against Canyon but would have easily done so had the starters played the complete game.

Hereford started the game in very fine fashion by immediately taking a commanding 28-9 lead at the first quarter point.

The Irish were no match for the reserves as they built up a tremendous lead, of 46-15 at the two quarter point.

Herd Slacks Up
With reserves playing completely the third quarter the Herd slacked up and scored only 9 points. Shamrock scored 21. Score at the third quarter point was 55-36.

Hereford scored 23 points in the final stanza while holding Shamrock to only 8 to build up a final score of 78-44.

Hereford has now won five and lost one in conference play. They

have defeated Dumas, Dalhart, Perryton, Canyon and Shamrock. Their only loss is to Phillips. The Whitefaces should defeat the Blackhaws on the Whitefaces' home court.

Hereford plays Dalhart in a conference game Friday at Hereford.

SCHOOL LUNCH MENU

(The following menus for January 25-29 are published by the Hereford Brand as a weekly public service. Mrs. Claude Francis is supervisor of the Hereford Public Schools lunch rooms.)

Monday
Ham Loaf
Buttered Whole Kernel Corn
Combination Vegetable Salad
Hot Rolls. . . Butter. . . Honey
Sliced Peaches. . . Milk

Tuesday
Beef Stew with Tomatoes, Potatoes
Carrots, and Onions
Stewed Apricots. . . Crackers
Peanut Butter Sandwiches
Gingerbread. . . Milk

Wednesday
Dixie Frankfurters
Buttered Green Beans
Fruit Salad. . . Cheese
Bread. . . Butter. . . Milk
Ice Cream Sticks

Thursday
Hamburger. . . Buns
Sliced Tomatoes. . . Lettuce
Onions. . . Pickles. . . Mustard
Sliced Pineapple. . . Milk
Oatmeal Cookies

Friday
Pinto Beans or Beef & Gravy
Turnip Greens or Tomatoes
Cabbage and Carrot Salad
Cornbread. . . Butter. . . Milk
Prune Plum Cobbler

Pheasant Caught by Hand
SACRAMENTO, Calif. (AP)—Lloyd Fuller spotted a pheasant in an alley and caught it in his hands because it could not gain enough altitude to escape from the confining walls.

Let's Cook Something



A good, steamy chowder makes fine table fare for this time of year, and it is as easy on the pocketbook as it is on the cook.

The word chowder is of French derivation meaning pot or kettle which might suggest one of those earthenware receptacles both for cooking and serving, and what could be more attractive than a big earthenware pot brought to the table filled with steaming-hot, old-fashioned chowder.

Mrs. S. L. Easley hails from the deep South and uses many delicious old recipes originating in that section of the country. Here is one of her sister's (Mrs. Sydney Bennett of Jesup, Ga.) which is bound to please everybody.

Old-Fashioned Chowder
2 pounds beef (shoulder or neck)
1 cup corned or fresh corn (or English peas may be substituted)
6 medium-sized potatoes diced
1 cup uncooked broken macaroni
1/2 teaspoon black pepper
1 pint can tomatoes
1 onion (chopped)
Salt to taste
4 tablespoons margerine
Cut the meat in one-inch pieces and cook in boiling water until tender. Melt margerine and add onion and cook until tender, but not brown. Add onion in fat to meat and liquid in pot and then add all the other ingredients and let simmer slowly for two or three

hours. The finished product should be thick and well blended. Nice accompaniment for this chowder is toasted rolls or French bread spread with softened garlic butter. Children usually go for this and with a glass of milk a nourishing meal is assured.

CARD OF THANKS
We wish to thank the Frio Church Choir and neighbors and friends for their help and sympathy during the death of our brother.

er. Also thank Rev. D. W. Ward of the Frio Baptist Church and Rev. Paul McClung of Dawn Baptist Church for the beautiful services.
F. M. Woolbright and family

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OLDSMOBILE "ROCKET" IRRIGATION ENGINES are reliable. Here you'll find power to spare for all your irrigation needs . . . and at a price you can afford to pay. Check today on the Oldsmobile "ROCKET" IRRIGATION ENGINE. You'll be pleased with the results.

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| 10.4 Cu. ft. REFRIGERATOR Was \$309.95 Now \$229⁹⁵ | 8.5 Cu. ft. Deluxe REFRIGERATOR Was \$379.95 Now \$283⁹⁵ | Was \$399.95 REFRIGERATOR 10 Cu. ft. Deluxe Now \$297⁹⁵ | 10 Cu. ft. Deluxe REFRIGERATOR Was \$449.95 Now \$347⁹⁵ |
| 7 Cu. ft. Chest Type FREEZER Was \$289.95 Now \$239⁹⁵ | 12 Cu. ft. CHEST TYPE FREEZER Was \$419.95 Now \$369⁹⁵ | 16 Cu. ft. CHEST TYPE FREEZER Was \$519.95 Now \$459⁹⁵ | 20 Cu. ft. CHEST TYPE FREEZER Was \$599.95 Now \$499⁹⁵ |
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Editorials

Jr. Stock Show Merits Support

Announcements this week stated that the Hereford Rotary Club will alter plans for their annual Junior Livestock Show scheduled February 19-20. Major consideration in the change will be dropping of the annual barbecue.

The chief fault we can find with this step is the fact that the Rotarians have done such a wonderful job in the past that we hate to see them make one single change. On the other hand, after carefully reviewing their reasons, we are inclined to agree with the change.

Unquestionably, the barbecue adds tremendously to expense of the event; likewise, it creates much additional work from a group of volunteers who are already affording the community a tremendous service. The Rotarians feel that people truly interested in cattle and in young people will be just as enthusiastic without the barbecue as with it, and they are probably right. To

say the least, they saw a job which needed doing—and they accomplished it in Super Deluxe Style. A group which has the foresight, the will and the fortitude to tackle and handle such a tremendous chore certainly deserves every consideration when that group proposes a change.

We like the Rotarian idea of spending more time and more money on the boys and the cattle. These things are, after all, the primary objective of the Junior Livestock Show.

The Brand, therefore, wishes to again pledge the Rotary Club every possible assistance presenting the Junior Livestock Show for 1954. We feel that the public in general will take the same attitude, just as has been done in the past. Basically, this area is still a livestock empire and there is probably no other single program in the community each year which stimulates such interest and begets such splendid results as does the Junior Livestock Show each February.

C. of C. Banquet

The Deaf Smith County Chamber of Commerce banquet is now past history. Furthermore, it will be recorded as one of the best in a long series of outstanding banquets.

The occasion was outstanding in view of splendid decorations, good food, a well balanced program and an outstanding speaker. Guests from other towns and cities left the banquet room with words of praise for the entire affair. Perhaps the greatest tribute, however, was the report of total paid ticket sales amounting to 414.

People should consider the Chamber of Commerce for what it is: an investment rather than a donation. The above attendance figures indicate such meaning for the C. of C. in Hereford. Part of this goodwill is due, no doubt, to the fact that the annual banquets during the past decade, along with the one this year, have been truly outstanding.

Candidates Galore

With January 1, 1954, hardly out of sight, Deaf Smith County has been confronted with a deluge of political announcements. The announcements are chiefly from incumbents, however, and most of them are asking reelection for second terms.

Whereas, the candidates appear interested in politics, the same interest is far from existing on the part of the general public. Approximately 900 poll taxes had been paid in Deaf Smith County on January 15, a figure far short of the 3,296 total reported on the close of January, 1952, the last election year.

Naturally people whose livelihood is involved will show more rapid interest in politics. However, with school elections, special elections and other voting definitely in the offing, the public should think twice before omitting poll tax payments in 1954. In one respect at least, this year is no different from any other in that a democratic form of government cannot properly function unless the majority of the people express their opinion at the polls.

"The discovery of oil in Australia should remind Americans of the untapped wealth stored in many of the world's undeveloped countries. It is also a reminder, that this country has no monopoly on natural resources." Beaver Falls, Pa., News-Tribune.

"Charity rackets are said to net a hundred million dollars a year, according to testimony before a New York legislative committee which is attempting to draft controls for that State. The best advice we can give anyone who is approached for a contribution to some new cause is to consult the Better Business Bureau." Baltimore, Md., Daily Record.

"A well equipped farm home nowadays has conveniences and labor-saving machinery that residents of cities 50 years ago never dreamed of." SISSETON, S. D., COURIER.

"As long as the average American is free to read what he pleases, listen to whom he pleases, travel freely, speak his mind and enjoy access to all sources of entertainment, news and propaganda he desires, communism will make no significant gain in the United States." PLATTSMOUTH, NEBR., JOURNAL.



"School Daze"

QUESTION OF THE WEEK

Basketball, Parties Foremost In Student Plans For Spring

Which school activities are you looking forward to the most during the spring?

CLARENCE CAYWOOD

"I'm looking forward for our basketball boys to go to state. It would be a great honor for them to go and I don't believe that a basketball team from Hereford has ever gone to state before."

LANNY WILKINS

"I'm looking forward most to the senior trip. It will probably be at Ruidoso or Craterville. I know how much fun the other seniors have every year so I am really looking forward to it."

CHARLES QUATTLEBAUM

"I've heard so much about the senior trip that I guess that is what I am looking forward to the most. Of course, being a senior I am naturally interested and excited about it."

DORA RUTH INMAN

"I'm looking forward to the FHA party. We are having a Sweetheart party and all of the boys will wear overalls and the girls will wear aprons. I just believe that we will have a lot of fun."

JOE STRIEN

"I'm looking forward to playing in the State Basketball Tournament. I think that we have enough unity, height, and ability to make it and I believe we will."

DOROTHY VEIGEL

"I'm looking forward to the senior play. We haven't picked the play yet but it is always so much fun that I am anxious to get started on it. I'm hoping too that our basketball boys get to go to district and to state too, if they can."

LOGAN CUMMINGS

"I believe that I am looking forward mostly to the senior trip. I guess I'd like to go mainly just to get out of school."

'Tater Peelin's

By Roberta Campbell

By Roberta Campbell

Even though we didn't drink coffee until a few years ago it makes us weak to think about havin' to go back to hot water tea for breakfast but maybe that would be better than havin' high priced coffee give us indigestion. One of our grocers seems to think there isn't much possibility of anyone quittin' coffee because of the price but we did without steak at a dollar a pound and we can do the same for coffee.

Now we know for sure it's goin' to rain the 27-28 or 29 of May. That's the date the Hereford Riders have set for their rodeo.

We're not sure about our ability to grow things. We passed by Mrs. Spark's place of business on Sampson street again the other day and now we feel frustrated and defeated. There were the geraniums again in full bloom in the window while the nice cuttings she gave us last fall along with instructions on how to make them grow had terminated in exactly nothing as every one of them dried up without puttin' out as much as a single leaf.

If Roberta de la Rosa can show us where we can open shop at 9 o'clock and take 3 hours off at noon and still make a livin' farmin' then we're all for the South American way of life.



By Vern Sanford
Texas Press Association

AUSTIN — A decisive turn on the question of a special session of the Legislature was due this week as a state committee considered a way out on the teacher pay problem.

J. W. Edgar, commissioner of education, had announced a week's delay in the all-important meeting because some of the 25 members could not be present.

Before the committee was a compromise plan to give teachers a \$402 salary increase and require local districts to pay a percentage rather than fixed amount of basic school costs.

If Committee Agrees
Governor Allan Shivers indicated that if the committee agreed on the plan he would ask the views of legislators and then make his decision about calling a special session.

A sub-committee and most Texas school administrators previously reported their approval of the plan.

Sideswipes Continued
In view of the prospect for a special session, a potential candidate for governor continued his sideswipes at the Shivers administration.

Ralph W. Yarborough, Austin attorney, declared that the governor should call special elections to fill vacancies in the House of Representatives. Yarborough was defeated by the governor in the last campaign for the office.

Governor Shivers replied that "the governor's office will decide about calling special elections when and if it decides as to the special session."

Cross-Filing Blasted
"Another 'Loyalist' and prospective candidate for governor also took a slap at Shivers, without calling any names.

Agriculture Commissioner John C. White blasted the state's cross-filing law as "a blessing for Republicans and a curse for Democrats."

"When a man cannot reconcile his personal beliefs with those of his party, then he should sever his connections with that party," White declared.

"But—under no circumstances should he use his conflicting opinions as an excuse to betray his party."

And that is the most damning charge that can be made against some of our public officials during the year 1952," he said.

Might Be An Issue
White's attacks made it apparent that he would make cross-filing an issue if he and Shivers should become opponents in this year's race for governor.

He is the only state official who refused Republican cross-filing in the 1952 elections.
Governor Shivers, on the other hand, allowed his name to be placed on the GOP ballot and helped carry Texas for Eisenhower and the Republicans.

(Continued on Page 5)

Panhandle Paragraphs

MORE POWER FOR LAMB

The Lamb County Electric Cooperative, Inc., Monday will begin a \$240,000 improvement program which includes re-building of main feeder lines from all power sources and installation of voltage regulators at sub-stations. The project will improve service and raise to 250 the number of kilowatt hours available per meter each month. COUNTY WIDE NEWS

FINES IN OLTON

A total of \$957.50 was collected in fines through Olton corporation court in 1953, according to city officials. Officials gave a breakdown by months as follows, Jan., \$32; Feb., \$154; March, \$82; April, \$13; May \$6; Aug., \$150; Sept., \$128; Oct., \$114; Nov., \$126.50; and Dec., \$25.50. THE OLTON ENTERPRISE

WANTED—30,000 ACRES

Hockley County has joined a fight by Texas cotton growers to have any increase in cotton allotments granted by the national legislature allotted on a percentage basis. Winning the battle could mean an increase of 30,000 acres—from 192,000 to 222,000 acres—in the amount of cotton county farmers may plant in 1954. THE HOCKLEY COUNTY HERALD

NEW MAINS FOR OLD

About 500 feet of two-inch gas mains are being laid on South Central Avenue in Hamlin by the Lone Star Gas Company. The mains are replacing old pipe laid several years ago, some which was only 1 1/2 inch, states Jake Lawson, local Lone Star manager. THE HAMLIN HERALD

HOGS WOULD LIKE THAT JOB

New Braunfels housewives threw away approximately 6,000 tons of garbage in 1953, and Garbage Superintendent Otto Bischoff's crew hauled it all off in just 3,288 loads. The average for a month, just in case you're interested, is 500 tons of garbage, requiring 274 truck loads to haul it to the incinerator. NEW BRAUNFELS HERALD

The BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher on his Johnson grass farm has a novel idea this week, but he won't get anywhere with it. There's a bug under the chip.

Dear editor:
There is a matter which has been bothering me lately. I've been noticing in lots of newspapers which turn up out here, I've started off the new year with a backlog of an average of four newspapers a day, who said times were gonna get tighter, that people have developed a habit of wirlin' the White House when somebody makes an important address affectin' the whole country.

For example, say Sen. Joe McCarthy makes a speech, or President Eisenhower reports on the state of the union and outlines his plans for new legislation, people immediately start wirlin' the White House their reactions.

Now this puts a big load on the President, in fact, not long ago at one time he was 3,000 telegrams behind in his counting and with the world in the delectate shape it is and domestic problems too crowdin' in on him the President just doesn't have time to be countin' telegrams.

Therefore I have a plan to relieve him of this burden. Instead of wirlin' the White House followin' one of these speeches, why can't the public notify me?

Of course, you understand I don't have any telegraphic equipment out here on my Johnson grass farm, don't even have a telephone, and frankly there wouldn't be any point in havin' Western Union messenger boys runnin' back and forth out here, tramin' down the grass and worryin' with-openin' and closing the wire gap.

Also, letters wouldn't be satisfactory either, I've got other things to do the same as the President, people's handwritin' is terrible, the mail carrier already has enough stuff to carry, and my mail box is leanin' at such an angle now a Sunday copy of most newspapers would topple it to the ground and I have no plans for doin' anything about it.

So, I have hit on a plan to give instantaneous reports on the people's reactions to speeches. If President Eisenhower is willin' to have me relieve him of this burden, I will arrange with the bank in town to open up two accounts for me, one called the Yea account, the other the Nay account.

Then when some major address is made on a national hook-up, everybody in favor of the speech, wire one dollar to the yea account; everybody opposed, wire a dollar to the nay account.

Then to find out how public sentiment is runnin', all I'll have to do is check with the bank and see what the balances are in the two accounts. All banks now have electric addin' machines and it won't be much trouble for them to keep the totals right up to the minute, and all this dougt and worry over how the public is reactin' will be eliminated.

If you think this program has any merit, I will appreciate you gettin' hold of our Congressman and havin' him call by the White House and relieve the President of this burdensome job.

Also, if you know of any controversial matters which would attract nation-wide reaction, I hope you will bring them to the fore and line up somebody to speak on them. I will remain neutral in the matter.

Yours faithfully,
J. A.

The Sunday Brand

Established 1948
Published every Sunday at 336 Main St
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James M. Gillentine, Editor and Publisher

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Hereford, Deaf Smith County, Texas

News Editor Bob Phillips
Adv. Manager Melvin Young
Mech. Superintendent Stanley Phillipps
Society Editor Mrs. John McLean

Progressive News

By Mrs. Ira Ricketts

Bill Carmichael was home over the weekend from Texas Tech at Lubbock.

Millard and Miss Augustine Gregory made a business trip to Amarillo Tuesday.

Mr. and Mrs. V. E. Dodson were visiting relatives and friends in Canyon Sunday.

Carmichael's Visited

Mr. and Mrs. Byron Campbell and boys visited in the P. L. Carmichael home Saturday morning.

Mr. and Mrs. Cecil Billingslea and Mr. and Mrs. V. E. Dodson made a business trip to Dumas Friday.

Mrs. I. W. Scott of Canyon is spending several days with her daughter and son-in-law, Mr. and Mrs. V. E. Dodson.

Mrs. Taft McGee and daughters, Judy and Mrs. Dennis Lomas, were in Amarillo Saturday.

Attend Bridal Shower

Misses Lucille Park and Lucile Hughes spent Friday night with Mrs. Paul Cavender in Amarillo. While there, they attended a bridal shower for Miss Yvonne Cavender, who left Thursday by plane for Hawaii.

In Hawaii, on January 29, she will be married to Ensign Wayne Hinds. Miss Cavender, the granddaughter of Mr. and Mrs. J. L. Park, had to be in Hawaii at least three days before the wedding date. She plans to continue her college work in Hawaii.

Mr. and Mrs. V. E. Dodson and Mr. and Mrs. P. L. Carmichael were among those attending the Chamber of Commerce banquet at the Hotel Jim Hill Tuesday.

Visit in Panhandle

Mr. and Mrs. Clyde Russell, Robert, Doris and Linda, spent Sunday with Mr. and Mrs. O. B. Russell and Marilyn in Panhandle.

Mr. and Mrs. F. J. Walterscheid, Vincent, Jeannette and Doris Jean were in Borger Sunday where they spent the day with Mr. and Mrs.

T. S. Smock and family.

Mr. and Mrs. H. L. Hershey went to Abilene Saturday to visit an aunt, Mrs. Sam Schornick over the weekend.

Lands in Japan

Mr. and Mrs. F. J. Walterscheid received a letter from Leonard Thursday saying he had landed safely in Japan after a fourteen day ocean trip. Leonard left the States December 28. When he wrote, he was at Camp Drake but didn't know what his permanent assignment would be.

Retha Jo Godfrey was home over the weekend visiting her parents, Mr. and Mrs. Cecil Billingslea, and brother Buddy. Retha Jo is a freshman at Eastern New Mexico University at Portales, N. M.

Attends Water Meeting

Virgil Dodson was in Lubbock Tuesday attending a district water conservation board meeting at the Caprock Hotel.

Kenneth Matthews spent Saturday night with Homer Hershey, Visiting Homer Sunday were Francis Boyd and Kenneth Matthews. Elvin Walterscheid spent Sunday with Johnny Buck and helped Johnny celebrate his party.

Ricketts Moving

Mr. and Mrs. Forrest Ricketts and Janet Lee are moving to Virgil Dodson's tenant house. Mr. and Mrs. Sam Hershey and son of Midland were here Sunday for a short visit.

Mr. and Mrs. Ira Ricketts visited Mr. and Mrs. Ray Hershey Sunday.

Mr. and Mrs. A. F. Marnell will be making their home with his father, W. M. Marnell, when they return from their wedding trip.

Mr. and Mrs. Dick Ellis recently moved to their home in this community. We welcome them and hope they enjoy living here.

Some Pipes Frozen

The cold weather has caused some frozen pipes but the snow is most welcome. With everyone else, we are hoping for more moisture.

Much ground has been plowed in preparation for spring planting, and some farmers are spreading fertilizer.

Mrs. H. R. Vaughn and son Ran-

Highlights..

(Continued from Page 4)

Higher May

West Texas farmers and ranchers face increasing costs for drought emergency hay.

Applications for transportation aid have been halted despite \$400,000 more in federal funds marked for the program.

Agriculture Commissioner White said the program in the future will cover half of the freight costs up to a maximum of \$10 per ton.

On past shipments the program absorbed half the total cost and the railroads the remainder. The railroads stopped their reduced rates January 1.

Too Much Freight

Freight cost payments have averaged \$12.23 per ton, according to agriculture officials. But they say that stockmen now are ordering from such states as Nevada and Idaho thereby increasing the costs to about \$35 per ton.

White estimated that aid allotments already made will exhaust the state-federal fund, if the allocations are used.

In addition, stockmen who already have allotments but have not placed orders for hay will be subject to the new payment policy.

Overcrowded Hospitals

Texas faces another serious problem in the overcrowded conditions in state hospitals.

"It is evident that with the expected increase in population overcrowding will remain a problem for years to come," the Board for State Hospitals and Special Schools reported to the governor.

Although the \$35 million seven-year building program has been going for three years, the board pointed out, it is not keeping pace with demands for bed space in the various hospitals.

Outpatient Control

According to the board, a sur-

dall, Pam Clay, and Mrs. Robert Loyd and Billy were luncheon guests Sunday of Mr. and Mrs. Sam Lesly.

Mr. and Mrs. Sam Lesly have just finished digging a new well for house use.

vey of some of the institutions showed 20,850 patients occupying space suitable for 13,200.

Recommendations to the Legislature to subsidize care of the aged in private nursing homes is planned. Also, as soon as money is available, a system of outpatient control at mental and tuberculosis hospitals will be started, the board stated.

A Fair Share

An organization of Texas cities has started an early campaign to get the attention of legislators before the regular session.

A program to obtain additional revenue from sources other than property taxes has been laid out by the League of Texas Municipalities.

Cities are "entitled to a fair share of the revenue from any increase in gasoline taxes" or any tax levied for road purposes, the league emphasized.

League members also plan to press for abolition of the ad valorem tax on motor vehicles. They would substitute an annual registration fee, increased by one-third, with the increase being paid to the city in which the vehicle owner lives.

In view of the telephone rate problem, the league will call for creation of a state public utility rate "aid service" to be financed by cities asking for help in rate fixing cases.

History Course Urged

A commission set up by the Legislature has urged all state colleges to require at least one course in American history.

Only one U. S. college in five requires study of this subject before graduation, the Texas Historical Survey Commission pointed out.

In a resolution the commission cited a survey which showed the typical college freshman as unable to specifically identify Abraham Lincoln, Thomas Jefferson, Andrew Jackson or Theodore Roosevelt.

"Hundreds of those interrogated thought that Walt Whitman was either a missionary in the Far East or an orchestra leader on the Atlantic seaboard," the resolution added.

Greater Efficiency

An act of the last Legislature is paying off with greater efficiency in state government.

State agencies were authorized to increase salaries if they could economize elsewhere. So far, pay raises have been given to 278 employees, and 28 jobs have been abolished.

Press Meeting

The Texas Press Association held its sixteenth annual meeting here during the weekend.

Among outstanding speakers for the session were Palmer Hoyt, publisher of the Denver Post and

Dr. George S. Benson, president of Harding College at Searcy, Arkansas.

Teasing The Tavern

Whether a strip tease act was reason to cancel a night club's beer license was considered by the Texas Liquor Control Board.

State law provides that "lewd or vulgar acts" may be a reason for such action.

Other charges of liquor law violations against the club located near Austin were also considered by Administrator Coke R. Stevenson, Jr.

SHORT SNORTS: The Texas Council of Churches has passed a resolution urging Protestants to accept whatever ruling the U. S. Supreme Court makes on racial segregation. Members were asked to help "insure to every person his fullest rights and opportunities as an American and as a child of God". . . Governor Allan Shivers proclaimed January 17-23 as Printing Week. . . The worldwide observance commemorates the 15th century invention of movable type and the progress in education resulting from it. . . Civil defense officials report that Texas is 38th in defense enrollment per 1,000 population.

Charles II of England once tried to suppress coffee houses on the ground they were centers of political agitation.

Weighty Coin

MONTREAL (AP) — A one-dollar piece of Swedish "plate money," issued early in the 18th Century, is in possession of Philip Spier, Montreal Numismatist. The piece weighs three pounds.

Reds Provide Farm Title

MOSCOW (AP) — In an effort to speed its drive to raise farm production and living standards in the next three years, the Soviet Government has established the honorary title of "Merited Agronomist of the Republic" to be awarded for outstanding service.

Switches States, Not Town

NEW MILFORD, Conn. (AP) — William H. Percy, railroad station agent here for 52 years, was born in New Milford, Penn., 88 years ago. He died in New Milford, Conn.

Stopper Is Disputed

READING, Pa. (AP) — You might be able to drive through the stop sign on North 13th St. here and not pay a fine.

You might have to take the matter to court though.

The state said the stop sign was erected on a state highway without permission of the state.

AUTO REPAIRS

I Have moved my shop 2 blocks north and one block west of the Hereford Fruit Market on Highway 51.

Phone 1723

Henry Weemes' Garage

For Residents of DEAF SMITH COUNTY County-wide Enrollment in GIRARDIAN HOSPITAL PLAN Begins January 25th

Watch for the Man with this Card

AUTHORIZED REPRESENTATIVE

This is to Certify that

M

has complied with the licensing requirements of the State Insurance Department, and has met the requirements of this Company as to his personal integrity, reputation and ability, and is therefore qualified and appointed as an Authorized Representative of

517 Myrick Building

Countersigned:

Lubbock, Texas

Signature

When an Authorized Girardian Representative calls on you, invest just five minutes of your time to learn what this new plan of protection will provide for you and your family. There is no obligation — it might save you hundreds of dollars in future hospital and medical bills. Our representatives expect to visit every home in the county during this special enrollment campaign.

This is the Plan you've heard advertised on the Radio

This is the Girardian Hospital Plan, with the new King-Size benefits, made possible by a combination of three new policies. You may select the complete plan, or just the portions you wish.

HOSPITAL ROOM EXPENSE, up to 200 days, per day \$ 27.00

DOCTORS' FEES FOR OPERATIONS, up to 500.00

MATERNITY BENEFITS, up to 265.00

PLUS liberal benefits for hospital extra expenses, such as:

- Operating Room
- Anesthesia
- Medicines
- Surgical Dressings
- Oxygen Therapy
- Blood Transfusions
- Hypodermics
- Iron Lung
- Ambulance

and many other valuable benefits, subject of course to the terms of the policy you select. Maternity benefits, and benefits for certain kinds of sickness subject to usual waiting periods.

Thousands Join Every Week

Liberal benefits and modest cost have made this one of the fastest growing hospital plans in the nation. Branch offices and agencies are already operating from coast to coast. Make sure that your family has this protection — every member who is in good health is eligible, from 1 day to 80 years of age.

GIRARDIAN HOSPITAL PLAN

UNDERWRITTEN AND GUARANTEED BY

Girardian Insurance Company

OLD LINE, LEGAL RESERVE

517 MYRICK BUILDING

Lubbock, Texas

ANNOUNCING!



MR. DOUGLAS MORELAND

As Our New

OFFICE MANAGER & PARTS MAN

In order that we may have more free time to devote to outside work, we have recently hired Mr. Douglas Moreland to handle our office and parts department.

Mr. Moreland hails from Amarillo, and has had considerable experience with the Oliver line, having worked with both Sales and Parts with an Amarillo Firm. He has also farmed in the past, so will be able to understand and deal with the problems that most farmers have.

We'd like for you to come in and get acquainted with Douglas. We're extremely happy to add him to our staff, and know that you will be pleased also.

Drop by, the next time you're in town!

MILLER OLIVER COMPANY

East Highway 60

Phone 195

Congressman Walter Rogers Says

First Snow In Washington Fine For Children, Rough On Autos

The Capital City has been blan-
 -eted for the past week with the
 -most beautiful layers of snow.
 Beautiful, of course, to the eye,
 -but not to the driver or the traffic
 -cop. The many hills in Washington
 -make it almost impossible to drive
 -a car on certain streets without
 -chains during a snowstorm or icy
 -condition.

In the early morning or late af-
 -ternoon, one car can get stuck on
 -a hill and block traffic for miles
 -and miles, disrupt the lives of
 -many individuals, and cause great
 -confusion. The snow was especial-
 -ly beautiful to the youngsters, who
 -had their sleds out with the first
 -flakes and were sailing down the
 -hills.

There is one hill in our neigh-
 -borhood that is always blocked off
 -to traffic during a snowstorm. It
 -is, of course, a paradise to the
 -sledding kids. An officer is always
 -on duty in the vicinity after school
 -hours and until about nine or ten
 -o'clock at night. Our children have
 -had full use of the hill and hate
 -to see the snow melt. We had one
 -accident. Our seven year-old lost
 -control of his sled and sailed into
 -the side of a parked automobile.
 -He suffered a slight concussion
 -and has been out of the running
 -for the past two or three days.

He caused Jean and me much
 -concern the first night, but is
 -fast getting back to his boisterous

self. You know, nothing is more
 -deafening than the silence of a sick
 -youngster. A fellow one time de-
 -fined a child as "a noise with
 -dirt on it."

Frankly, I prefer the noise and
 -the dirt to the stalking still that
 -engulfs the home when one of
 -them is ailing. If grown-ups could
 -retain much of the philosophy and
 -understanding of children, tem-
 -pered with the experience that is
 -acquired through the years, the
 -cause of world peace would be
 -measurably served.

President's Recommendations
 -The recommendations of Presi-
 -dent Eisenhower, in keeping with
 -his State of the Union Message,
 -are now coming to the Congress
 -almost daily. The messages re-
 -ceived so far indicate that a tre-
 -mendous amount of work, effort
 -and research has been devoted to
 -the subject treated. Comments by
 -the Members on the Floor, when
 -these messages are received, vary
 -from one extreme to the other,
 -and, of course, many of the mem-
 -bers want to adopt a wait and
 -see attitude. That is, to wait and
 -see just what legislation is offer-
 -ed by the members to carry out
 -these recommendations.

Very few think that the recom-
 -mendations are conservative. In
 -fact, the general opinion is that
 -the recommendations open the
 -door to legislation that could prove

very liberal. After a recent mes-
 -sage was read to the House, one
 -of my good Southern friends quip-
 -ped the following: "If Eisenhower
 -continues on the course he is
 -now following, he won't last over
 -four terms."

Whatever the opinions might be,
 -the fact is that Congress must en-
 -act the legislation. The President's
 -recommendations will carry the
 -great weight to which they are
 -entitled, and each will be care-
 -fully weighed, as I am sure Presi-
 -dent Eisenhower wants them to
 -be, but this Congress will not be
 -stampeded by the suggestions, re-
 -commendations or directives of
 -any one individual or any pres-
 -sure group.

Committees at Work
 -It would generally appear on the
 -surface that very little is being
 -accomplished the first weeks of
 -this new session of Congress. How-
 -ever, the session has actually
 -started off with good speed.

All of the committees have been
 -working diligently on the bills as-
 -signed to them and will have
 -these ready to report to the House
 -in the very near future. The In-
 -terior and Insular Affairs Com-
 -mittee, of which I am a member,
 -has been holding sessions almost
 -daily and was the first committee
 -to report bills to the House.

The Sub-committee on Irrigation
 -and Reclamation has held exten-
 -sive hearings on the new power
 -policy advocated by the Depart-
 -ment of the Interior concerning
 -the disposal of power in the Mis-
 -souri Basin. These hearings could
 -well provide the basis for the power
 -policy of this government for

ADRIAN NEWS

By Annie Leslie

Visitors in the E. H. Mosteller
 -home Sunday were Norma Ed-
 -wards, Billy Scroggins and Jack
 -Hunt all of Channing.

Mr. and Mrs. Don Morgan and
 -family visited over the weekend
 -with Mr. and Mrs. Jim Rhodes of
 -Dalhart. Mrs. Morgan and Mrs.
 -Rhodes are sisters.

Visitors From Oklahoma
 -Bill Watson of Hodgen, Okla.,
 -arrived Sunday morning for a visit
 -in the home of his sister and her
 -husband, Mr. and Mrs. Bob Cald-
 -well.

Mr. and Mrs. Dave Hillburn and
 -family of Vega visited Mr. and
 -Mrs. Earl Roberts Sunday.

Birthday Party
 -Mrs. Manuel Loveless honored
 -her two sons, Tommy and Larry,
 -with a birthday party Sunday af-
 -ternoon. Those present enjoyed re-
 -freshments of cake, ice cream, and
 -cocoa, with favors of candy and
 -a miniature deck of cards and bal-
 -loons.

Those helping the children to
 -celebrate were Cathy Garrison,
 -Dale and Gale Gruhley, Dwayne

many years to come. This is of
 -tremendous importance because it
 -could, and no doubt will, affect
 -the lives of almost every individ-
 -ual in the United States, either
 -directly or indirectly.

One of the other sub-committees
 -of which I am a member, the Sub-
 -committee on Territories and In-
 -sular Affairs, has been holding
 -hearings on the Alaska Native
 -Lands Act. At first blush, this bill
 -would not appear to have much
 -bearing on the domestic items af-
 -fecting the lives and well being of
 -the individual citizens living in the
 -United States. However, this type
 -of legislation involves legal princi-
 -ples concerning real property
 -rights and interests, the mishand-
 -ling of which could very easily
 -cost this country tremendous sums
 -of money, to say nothing of the
 -confusion in future transactions in-
 -volving real property, both inside
 -this country and in presently own-
 -ed possessions and possessions that
 -might be acquired in the future.

Proposed Tax Relief
 -The recent action of the Ways
 -and Means Committee recom-
 -mending certain exemptions inso-
 -far as dividends were concerned
 -is not meeting with much favor
 -among the rank and file. Most
 -people think that the first tax re-
 -lief should come to those in the
 -small income brackets, rather
 -than to the coupon clippers. I
 -certainly agree and sincerely hope
 -that some affirmative action is
 -taken on my bill to increase the
 -individual exemption from \$600.00
 -to \$1,000.00 and the dependent ex-
 -emption from \$600.00 to \$750.00.
 -This would afford much needed
 -relief where it would do the most
 -good. It would go a long way in
 -helping to put shoes on the feet
 -and food in the stomachs of chil-
 -dren that really need it.

Visitors
 -S. B. Whittenburg, of Amarillo,
 -was in the Capital City for several
 -days last week, and we certainly
 -had several enjoyable visits. We
 -were sorry that his good wife,
 -Frances, and their children were
 -not with him.

Summerfield NEWS

By Ann Lookingbill

Mr. and Mrs. John Galloway of
 -Floydada visited in the homes of
 -Mr. and Mrs. Porter Johnson and
 -Mr. and Mrs. Thurman Jolinson
 -Mr. Galloway is a brother of Mrs.
 -W. L. Johnson of Hereford.

Mr. and Mrs. D. M. Tipps of
 -Ropesville were recent visitors in
 -the home of Mr. and Mrs. Leonard
 -Latham.

Attended Wedding
 -Mr. and Mrs. Leonard Latham
 -attended the wedding of her niece,
 -Miss Anna Jo Hudgins, last Friday
 -in Muleshoe.

Mr. and Mrs. John Black of
 -Amarillo spent Sunday visiting Mr.
 -and Mrs. Lee Curry. Mrs. Black
 -is a sister of Mrs. Currys.

Covered Dish Supper
 -Brotherhood met Monday night
 -at the church with each man bring-
 -ing a covered dish. Brother Bob
 -Harris of the Avenue Baptist
 -Church in Hereford brought the
 -message.

Brother Don Larkin, Carl Lee
 -and two of the Green boys attend-
 -ed the associational brotherhood
 -meeting in Canyon Tuesday night.

Mr. and Mrs. Ray Johnson and
 -Mr. and Mrs. L. H. Lookingbill
 -Sr. were visitors in Amarillo Sat-
 -urday.

Visited in Summerfield
 -Mr. and Mrs. Bradley Looking-
 -bill, Debby and David of Hereford
 -attended church Sunday morning
 -and spent the day visiting with
 -Mr. and Mrs. Melvin Ratney and
 -boys.

Jake Clearman has been to Sem-
 -inole and Lamasa visiting.

Ray Bodkin and Clifton Harper
 -have been to Cameron on business.

Mr. and Mrs. Earl Lance, Jerry
 -Don, Ann and Mr. and Mrs. C. J.
 -Lance were in Amarillo Saturday.

Lance Home Visitors
 -Mr. and Mrs. E. B. Mosley and
 -their granddaughter Linda, of
 -Hereford, visited in the home of
 -Mr. and Mrs. Earl Lance Sunday.
 -Mrs. Mosley is a sister of Mrs.
 -Lance.

Mrs. Elynn Hartman and Mrs.
 -Jack Clark were in Amarillo Tues-
 -day.

Charlene Lee and Ann Looking-
 -bill spent Sunday with Gene
 -Streun.

Mr. and Mrs. Weldon Seplain of
 -Hereford attended church Sunday
 -morning and spent the day with
 -Johnny and Sandra Fields in the
 -home of Mr. and Mrs. J. M.
 -Wright.

Kenneth Christie was in Lub-
 -bock Monday attending to busi-
 -ness.

Visited in Lockney
 -Mr. and Mrs. O. L. Noland and
 -Othenna spent the weekend visit-
 -ing relatives in Lockney.

L. H. Lookingbill Sr., and L. H.
 -Lookingbill Jr., were in Clovis
 -Wednesday on business.

Mr. and Mrs. Charlie Walsler
 -and Mr. and Mrs. Guy Walsler at-
 -tended the funeral of a brother of
 -Charlie Walsler in Wheeler Wednes-
 -day.

Male Dignity Preserved
 -WINCHESTER, Mass. (AP)—Boys
 -in a third-grade painting class at
 -Mystic Public School objected to
 -wearing smocks because "We don't
 -want to look like sissies." Their
 -teachers encouraged the boys to
 -wear "one of Daddy's old shirts."

Dishes Not His Dish
 -INDIANAPOLIS (AP)—A divorce
 -was granted when a man told the
 -court his wife made him wash the
 -dishes or take her out to dinner.
 -"It was very expensive," he
 -added.

Burglars Mistfire
 -DERBY, Conn. (AP)—Two
 -stood side by side at Murphy au-
 -tors establishment. Burglars rip-
 -ped one of them open. It was
 -empty. They didn't touch the oth-
 -er. It contained \$100.

STAR
 3 (MORE) (ASK SOMEONE)
 (DAYS) (WHO HAS SEEN IT)
SUNDAY-MONDAY-TUESDAY
 REGULAR ADULT ADMISSION
 25c FOR CHILDREN 25c

These never
 was a picture
 like it!

SHANE

COLOR BY TECHNICOLOR

He won a boy's faith
 and a land's love...
 forever!

ALAN LADD - JEAN ARTHUR - VAN HEFLIN
 -GEORGE STEVENS'
SHANE

BRANDON DE WILDE - JACK PALANCE
 -COLLAR BUCKLEMAN - PRODUCED AND DIRECTED BY GEORGE STEVENS
 BY A. SUTHERLAND, JR. - NATIONAL DIALOGUE BY JACK BIER
 BASED ON THE BOOK BY JACK SCHAPIRO
 A PARAVANT PICTURE

WEDNESDAY - THURSDAY
A MUST ON YOUR MOVIE CALENDAR
 A splendid blending of three separate Stories—
 Sometime tender—Sometimes tragic... but
 always fascinating.

ONE IS YOUR KIND OF LOVE—

Story of Three Loves

STAR THEATRE ADMISSION
 ADULT — 50c plus 10c tax — Total 60c
 CHILDREN — 17c plus 3c tax — Total 20c

Anniversaries from Sunday, Jan. 25 — Wed., Jan. 27

- | | |
|---------------------------|--------------------------------|
| Mr. & Mrs. Marvin Knox | Mr. & Mrs. Jim Combs |
| Mr. & Mrs. Henry Miller | Mr. & Mrs. George S. Parker |
| Mr. & Mrs. Cavin Edwards | Mr. & Mrs. Wm. A. Warren |
| Mr. & Mrs. Jerry Albright | Mr. & Mrs. Woodrow Whitaker |
| Mr. & Mrs. P. H. Luck | Mr. & Mrs. G. H. Whitaker, Jr. |
| Mr. & Mrs. A. G. Schlabs | Mr. & Mrs. H. H. Caraway |
| Mr. & Mrs. Boone Whitaker | Mr. & Mrs. Andrew Godwin |
| Mr. & Mrs. J. O. Probst | Mr. & Mrs. Frank A. Gyles, Jr. |
| Mr. & Mrs. Alton Monroe | Mr. & Mrs. W. P. Caraway |

TEXAS SUNDAY ACTION!

THE FIGHTING SEABEES

JOHN WAYNE - DENNIS O'KEEFE - SUSAN HAYWARD

TUESDAY WEDNESDAY

AMBUSH AT TOMAHAWK

AMBUSH AT TOMAHAWK

BURT LANCASTER - JOAN CRAWFORD

TECHNICOLOR

TEXAS THEATRE ADMISSION
 ADULT — 37c plus 7c tax — Total 44c
 CHILDREN — 12c plus 2c tax — Total 14c

THE HEREFORD CLINIC
 Announces
 The Return of
Millard W. Nobles, M.D.
 To Private Practice

Practice Limited to
Radiology

OFFICE SUPPLIES -- PHONE 201
 FOR FREE DELIVERY ON YOUR OFFICE SUPPLY ORDER

PHONE 201

Genuine Steelmaster Combination
FILE & STORAGE CABINET
 Keep everything at your fingertips Make all your records im-
 -mediately available. Keep them neat and orderly. These files
 -are ideal for farm families, as well as the businessman.

\$48⁵⁰
 And Up

The Ink Spot

Phone 201 Office Supplies 115 Main
 First Door South of Texas Theatre

PHONE 201 -- OFFICE SUPPLIES

BUY A USED CAR WITH THIS TAG—and you'll buy with NEW-CAR CONFIDENCE!

This is an **OK**

6 ways better

- Thoroughly Inspected
- Reconditioned for Safety
- Reconditioned for Performance
- Reconditioned for Value
- Honestly Described

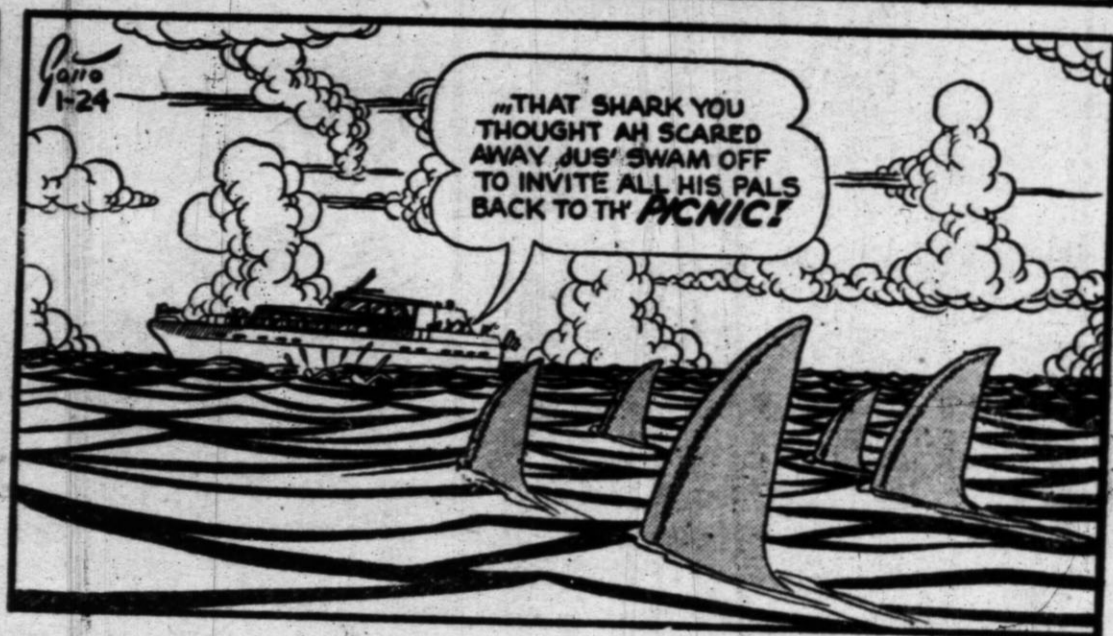
warranted in writing!

AUTHORIZED CHEVROLET DEALER

Kinsey Motor Co.
 2nd at Schley Phone 740

SHARK LIKE

by RAY GOTTO



ALL BUSINESS IS LOCAL

Don't go "buzzin' around" looking for bargains! Shop Hereford—where you'll find every type of merchandise—every modern service—you could possibly want. And you'll appreciate the near-to-home convenience, the extra shopping time that's yours, when your business is local! Shop at home, and save!



The Sunday Brand

Newport, Tenn

Our Program "More People—More Fun"

Buz Sawyer

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE

LUCILLE SWEENEY RETURNS HOME FROM HER "CONCERT" TOUR WITH THE CALLOPE.

WHERE'S BROTHER?

DIDN'T YOU GET HIS LETTER?

THE DANG GOONEY JOINED THE NAVY.

JOINED THE NAVY? BUT WHY?

DON'T ASK ME, ONE DAY HE WAS CULTIVATING TOMATOES, HAPPY AS A LARK. THEN ALONG CAME THIS NAVY LIEUTENANT.

HAVE YOU EVER CONSIDERED REENLISTING IN THE NAVY, MR. SWEENEY?

NOT ME, I'M SATISFIED RIGHT HERE ON THE FARM.

I BELIEVE YOU WERE MR. SAWYER'S AIR CREWMAN DURING THE WAR. DID YOU KNOW HE'S BEEN RECALLED TO DUTY?

BUZ? BUT WHY?

BECAUSE OF MR. SAWYER'S BACKGROUND, THE NAVY WANTED HIM TO BECOME A TEST PILOT OF SOME OF ITS HUSH-HUSH JOBS, WHILE SERVING SECRETLY AS A COUNTERSPY.

A COUNTER-SPY?

HE WANTS YOU TO WORK WITH HIM.

ME? BUT I--- AW, SHUCKS! I'M NOT CUT OUT FOR SPY WORK.

NEVERTHE-LESS---

WELL, DANG MY DINGIES! IMAGINE ME BACK IN THE NAVY!

GANGWAY FOR A REAL SAILOR, YOUNGSTERS.

WELL, LOOK WHO'S HERE--- GRAMPAW PETTIBONE HIMSELF.

HOW'S THE RHEUMATISM, GRAMP?

BRING ALONG YOUR SPARE TEETH?

WHY, LUCILLE! WHERE ARE YOU GOING?

NOW THAT BROTHER ROSCO DOESN'T NEED ME TO TAKE CARE OF HIM, I CAN DO WHAT I'VE WANTED TO DO FOR A LONG TIME. I'M GOING TO THE CITY AND GET ME A JOB.

LITTLE ANNIE ROONEY

by
BRANDON WALSH
AND
DARRELL MCCLURE



I WANT ACTION~ NOT ALIBIS~ YOU'RE JUST A BLUNDERING BRAINLESS BUNGLER WHO COULDN'T FIND A BOOK IN A PUBLIC LIBRARY~

OKAY~ QUIT SCREAMING AT ME AND I'LL EXPLAIN WHY I DIDN'T PICK UP LITTLE ANNIE ROONEY~



YOU CAN EXPLAIN ANYTHING~ BUT GO AHEAD~

IF YOU'LL KEEP QUIET I'LL EXPLAIN EVERYTHING IN SIMPLE WORDS THAT EVEN YOU CAN CATCH~ NOW, THIS IS HOW IT WAS~



WHEN I FIRST SAW THE KID IN A GLOOMY, RUINED BUILDING LIVING WITH A WHITE-HAIRED OLD COBBLER, I WASN'T DREAMING~ BUT THIS TIME I FOUND THE OLD RUIN RENOVATED~ ALL SPICK- AND-SPAN.



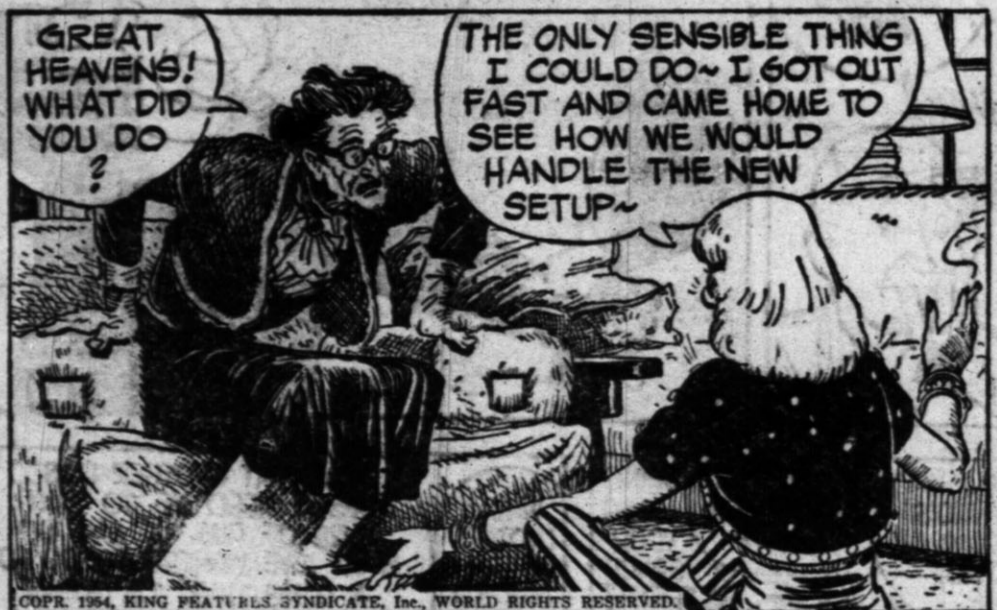
WAS THE LITTLE BRAT THERE?? WAS ~~~

I DIDN'T WANT TO BE RECOGNIZED SO I PUT ON A WIG AND DARK GLASSES~ THEN I WENT AND ASKED IF I COULD USE THEIR PHONE~



WAS ANNIE ROONEY THERE???

AS LARGE AS LIFE~ SO WAS THE COBBLER~ BUT THE OLD COBBLER HAD CHANGED TO A HUSKY, SUSPICIOUS YOUNG MAN WITH A WIFE AND TWO CHILDREN~



GREAT HEAVENS! WHAT DID YOU DO?

THE ONLY SENSIBLE THING I COULD DO~ I GOT OUT FAST AND CAME HOME TO SEE HOW WE WOULD HANDLE THE NEW SETUP~

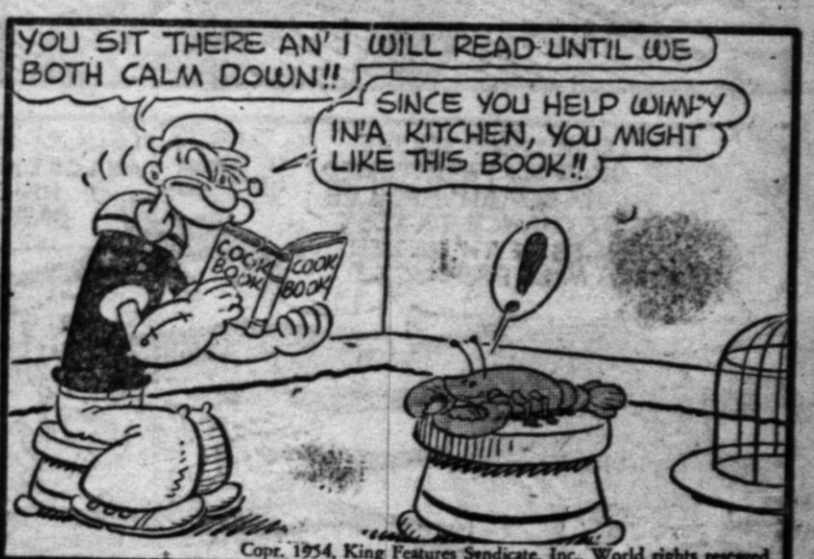


~ AN' MR. AN' MRS. COBB IS COMIN' HOME TOMORROW, ZERO, AN' THEY'RE GONNA ADOPT YOU AN' ME~ OH, GEE~ AIN'T EVERYTHING GRAND?

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DARRELL MCCLURE

Shop In Hereford
For Your Best Buys!



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TOM SIMS & BILL ZABOLY 124



ALL BUSINESS IS LOCAL

Our feathered neighbor above "shopped" locally . . . got what she wanted quickly, without tiresome travel. Moral: Local business is smart business. For when you shop with your Hereford Merchants, you get all the top-brand merchandise at fair and honest prices . . . plus extra service without inconvenience. Shop at home and save!



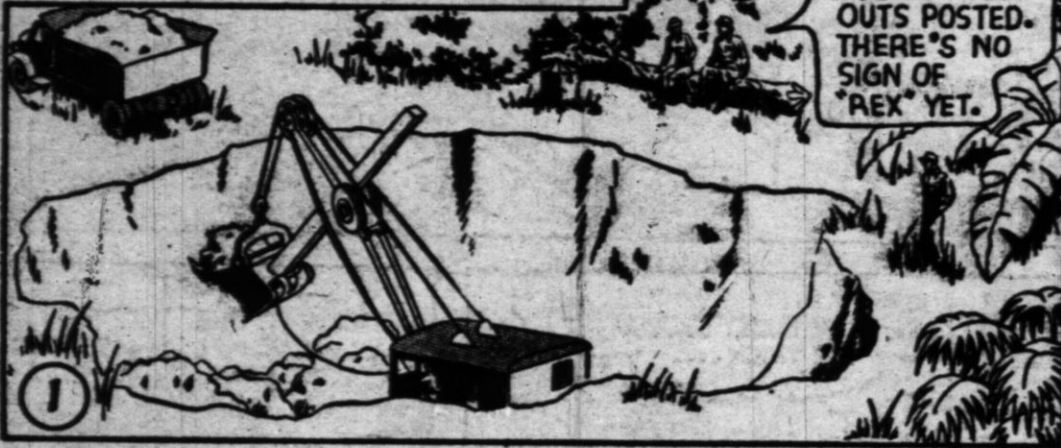
MANDRAKE THE MAGICIAN

BY LEE FALK & PHIL DAVIS

AT THE EDGE OF THE SWAMPLANDS, A GREAT HOLE IS DUG--

MANDRAKE, THIS SEEMS RIDICULOUS. TRYING TO CATCH A DINOSAUR! BESIDES--HE--MIGHT SHOW UP BEFORE YOU'RE READY!

I'VE GOT LOOK-OUTS POSTED. THERE'S NO SIGN OF "REX" YET.



IT'S A DARING PLAN. THINK YOU CAN TRAP HIM?

WHY NOT? FOOD'S SCARCE IN THE SWAMPLANDS, BECAUSE HE'S EATEN ALL THE GAME. WE'LL BAIT THE TRAP--HE'LL COME--I HOPE.



THIS COVERING WILL BE STRONG ENOUGH TO HOLD THE CATTLE--THE BAIT. BUT IT WON'T HOLD UNDER HIS ENORMOUS WEIGHT.

THIS IS A HUNTER'S DREAM. A LIVE DINOSAUR!



PLEASE GO TO THE FARM, NARDA. IF REX DOESN'T FALL INTO THE TRAP--OUR GUNS WON'T DO MUCH GOOD.

NO--I WON'T MISS THIS!



THEN, AFTER SEVERAL DAYS AND NIGHTS OF WAITING--

Shhh--SOMETHING'S COMING--

SOUNDS LIKE-- A DOUBLE-DECK BUS -- WITH LEGS!

IT'S REX!



HISSING LIKE A STEAM ENGINE, SHAKING THE GROUND AS HE COMES--TYRANNOSAURUS REX!

1-24
CONTINUED--

SHOP

With the Friendly Merchants
of Hereford
Help Keep Hereford Ahead

BLONDIE

by
CHIC YOUNG



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ALL BUSINESS IS LOCAL

When you make a "local call" at any of your Hereford Merchants, you find famous-brands, new merchandise . . . wide selections . . . prices as low or lower than elsewhere—and the kind of courteous, individual attention that makes shopping locally a truly pleasant experience! Shop at home, and save!



GRANDMA
by
CHAS. KUHN-



SHOP

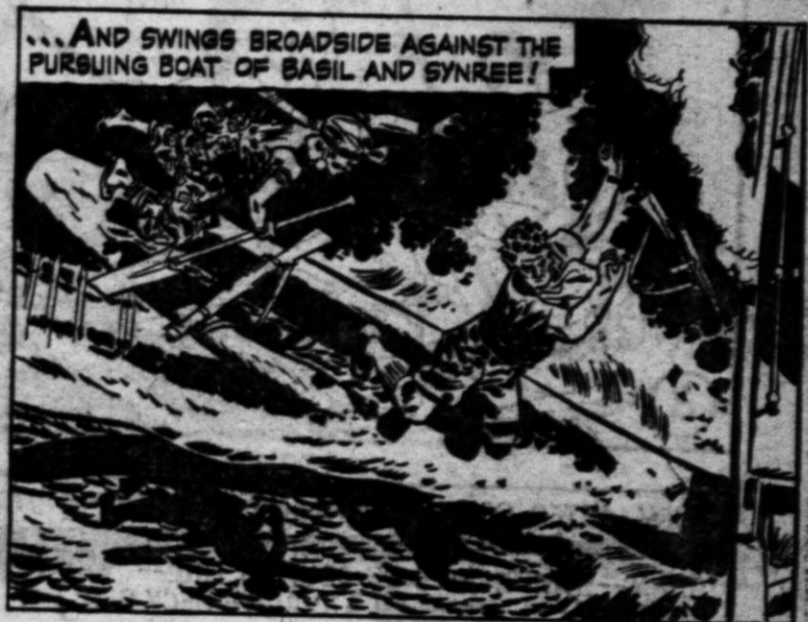
With the Friendly Merchants
of Hereford
Help Keep Hereford Ahead

JOHNNY HAZARD

by FRANK ROSSIN



AS JOHNNY AND CAPTAIN SHARK STRUGGLE ABOARD THE PACKET BOAT, BASIL AND SYNREE DRAW CLOSER IN THEIR PURSUIT TO RECAPTURE THEIR ESCAPED PRISONERS!



STARTING NEXT WEEK, A NEW JOHNNY HAZARD ADVENTURE: "MONKEY SEE... MONKEY DO!"

ALL BUSINESS IS LOCAL

Lemonade or garden spade . . . candy bars or motor cars, you'll get a better deal if it's a local deal. Only your Hereford Merchants are equipped to give that personalized friendly attention that makes your daily shopping business a real pleasure! Shop at home!



KING of the ROYAL MOUNTED

by
LANE
GREY



IT'S MCCOY! THAT'S THE PLANE! THE
PAY OFF FOR THIS WILL BE
PLENTY!

SHUT UP, FOOL!
HE'S HEARD US!



1 SEVERAL MILES FROM WHERE KING HOPPED OFF THE TRAIN IN ORE HAMMER PASS, THE OBJECT OF HIS SEARCH HAS ALREADY BEEN DISCOVERED!

DON'T TRY TO FIGHT US, MCCOY.. YOU
HAVEN'T A CHANCE!



SHOTS!.. FROM BEYOND THAT
RIDGE... COULD BE A DISTRESS
SIGNAL FROM THE LOST AVIATOR!



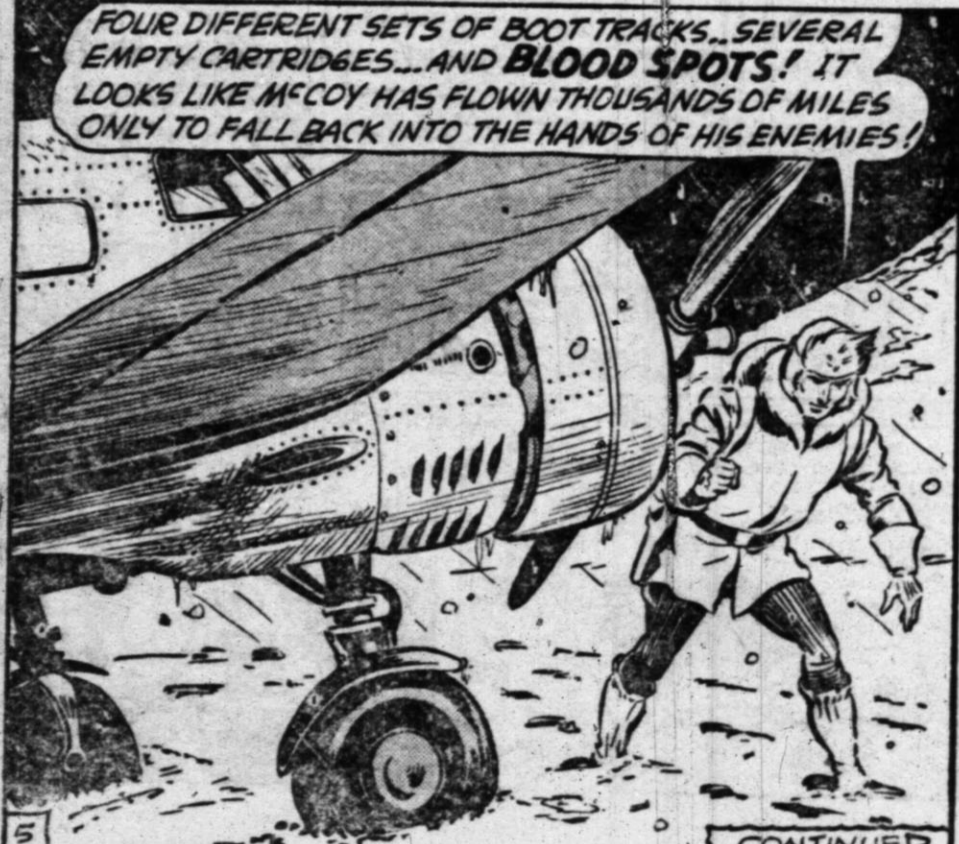
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IT WAS HIM! THERE'S THE ESCAPE PLANE...
BUT WHERE IS MCCOY?



JIM
GREY
1-24

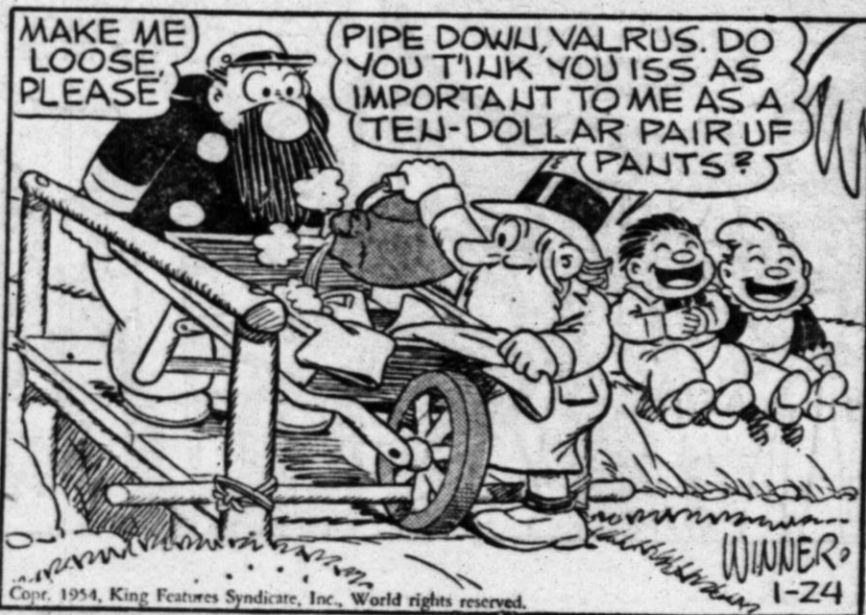
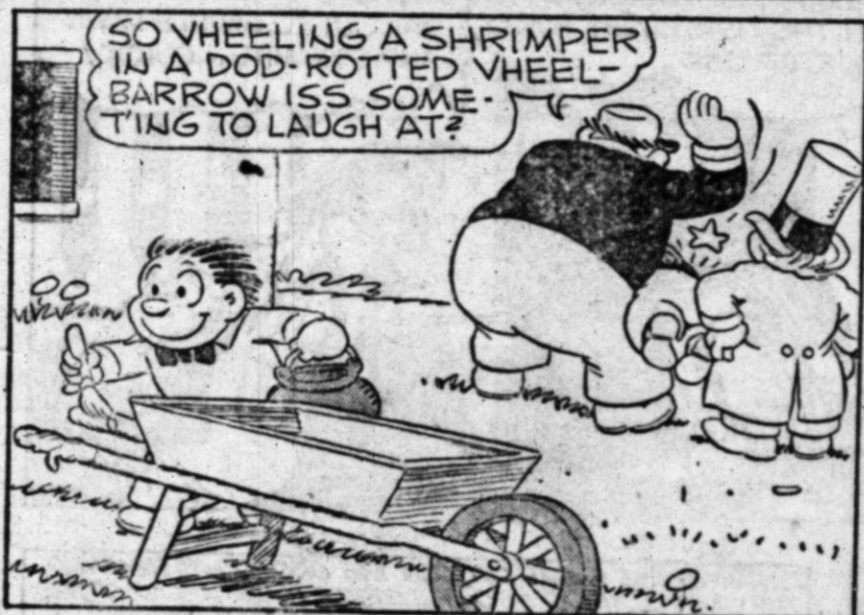
FOUR DIFFERENT SETS OF BOOT TRACKS... SEVERAL
EMPTY CARTRIDGES... AND BLOOD SPOTS! IT
LOOKS LIKE MCCOY HAS FLOWN THOUSANDS OF MILES
ONLY TO FALL BACK INTO THE HANDS OF HIS ENEMIES!



CONTINUED

Trade In Hereford
For Your Best Buys!

THE KATZENJAMMER KIDS



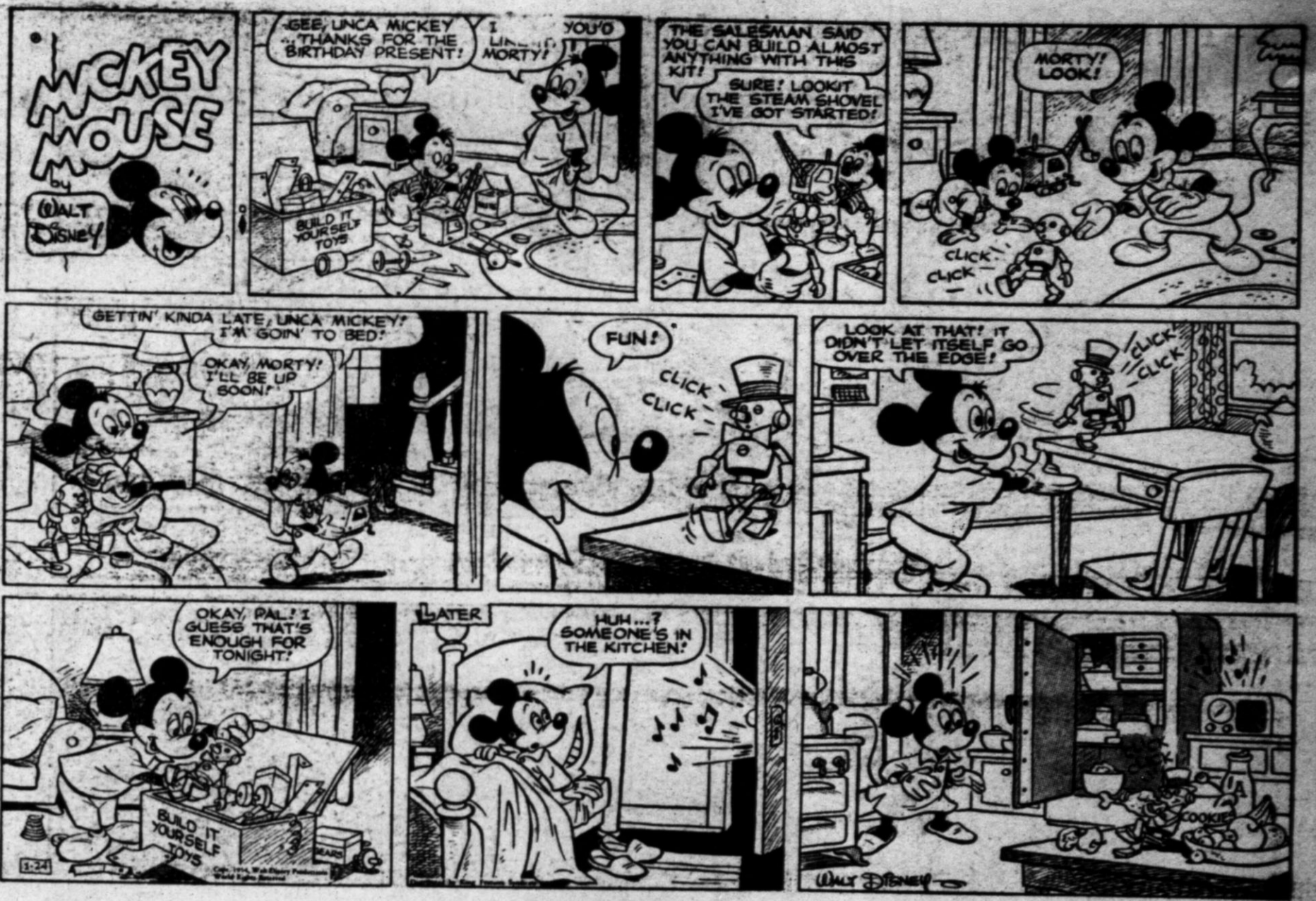
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**Shop In Hereford
For Your Best Buys!**



**Trade In Hereford
For Your Best Buys!**

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BRER RABBIT SPENDS A HEAP O' TIME GITTIN' BACK FRUM NOV-WAR



**Stop!!
Shop!!
Save!!**

*In
Hereford*