

WEATHER

Table with 3 columns: Day (Wednesday, Thursday, Friday), High, Low. Values: Wednesday (57, 44), Thursday (64, 47), Friday (73, 51).

The Sunday Brand

36 Pages

Including 20 Pages of Comics

Published Every Sunday

Our Slogan: "More People—More Farms"

Hereford, Texas, Sunday, May 16, 1954

Price 10c per copy



PLENTY OF STEAK was the order of the day when Hereford High School Future Farmers entertained their fathers, honorary members and other special guests Thursday night in Veterans Park. After the meal was served, the boys and their guests tossed extra wood

on the coals to help ward off the cool of the night. From left are Kenneth West, who had found that a plastic fork wouldn't cut even the tenderest of steaks, Arliss Edwards, and honorary member Raylan Evans. (Staff Photo)

Reclassification Of 28 Area Men Done By Board

Twenty-eight young men of this vicinity were reclassified by Selective Service Board 18 at its recent meeting.

Eight were reclassified as IV-F, two as II-C, nine as I-C, one as I-D, one as IV-D, five as I-A and two as III-A.

Those reclassified as IV-F were: Ray H. Honea, LeGrand Morton, Leslie H. Benham, Sammy R. Stanford, David I. Curry, Donald D. Wilson, William P. Kerr and Kenneth Brock.

II-C reclassifications are Richmond Hales and Robert A. Sinclair.

Nine I-C reclassifications are: John R. Pounds, Lloyd A. Brannon, Jackie H. Luck, Dwight L. Wilson, Don R. Murrell, Glendon E. Dyer, Lynn T. Carpenter, Charles E. Verner, and Jesse E. Cox.

The I-D reclassification is William Rose.

Clyde T. Norman is the IV-D reclassification.

I-A reclassifications are Jesse O. Faulkner, Edralo Martz, Armando J. Tavarez, James I. Durham, and Jimmie L. Cramer.

Two III-A reclassifications are Dr. Clyde E. Rush and Raymond E. Zellner.

I-A classifications are registrants available for military service, I-C are members of the Armed Forces of the United States, the Coast and Geodetic Survey or the Public Health Service and certain registrants separated therefrom, II-C are those with agricultural deferments, I-D are qualified members of reserve components, or students taking military training, including ROTC and accepted aviation cadet applicants, IV-D are ministers of religion or divinity students, III-A are extreme hardship deferments, or registrants with a child or children, IV-F are those physically or mentally unfit or morally unacceptable.

Earl M. Smith Plead Guilty On DWI Charge

A fine of \$75 and 10 days in the county jail was assessed Earl M. Smith in the county court Friday after he entered a plea of guilty to a charge of driving while intoxicated.

Smith was arrested by a city officer on May 8 when the officer observed the pickup truck Smith was driving crossing the center line of Highway 60. When the officer saw Smith he followed him for quite a distance and, according to the officer, the pickup kept going over to the left hand side of the highway. At the time, there was heavy traffic on the highway, it was brought out during the trial.

The officer testified he could smell the odor of some kind of alcoholic beverage on Smith as he got out of his pickup. A fifth of whiskey about one fourth full was found in the seat of the pickup.

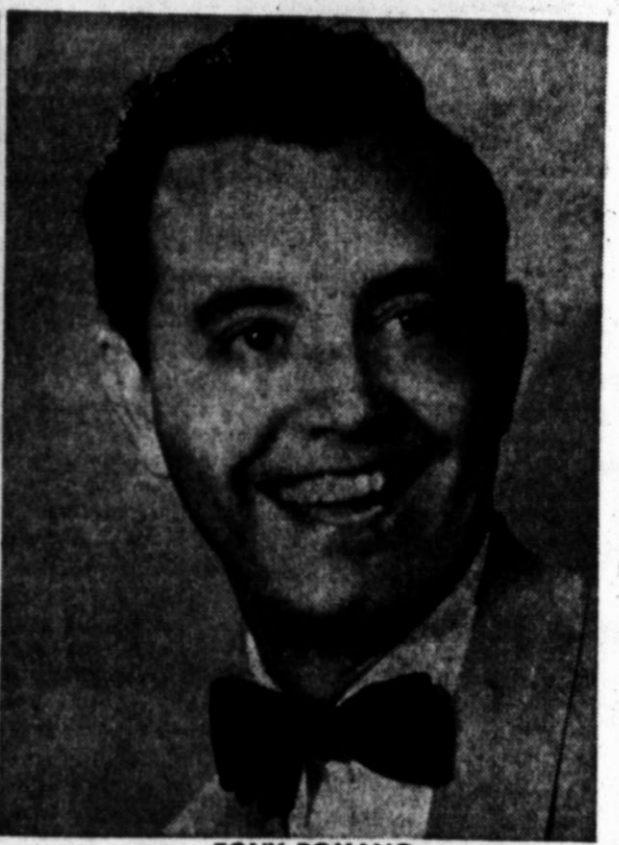
When asked by County Judge Horace L. Schloss to surrender his license, Smith refused.

(Continued on Page 2)

Movie Stars To Add Glamour To Pioneer Day



FORREST TUCKER



TONY ROMANO

Clem McSpadden To Call Rodeo

Two movie stars, a Pioneer Day Parade, and at least 22 floats in the Pioneer Day Parade will be among the attractions which will be featured during the three-day celebration.

Also, the Hereford Riders Club has announced that Clem McSpadden, a nephew of Will Rogers, has accepted their invitation to announce all events during the three nights of the rodeo, which will be another feature attraction.

Another event, which will feature the more modern pioneers of the motor car age, will be a car show sponsored by the Hereford Road Knights. The show will be held Saturday afternoon and Sunday at the Hereford Motor Company.

Hollywood Entertainers From Hollywood, Forrest Tucker and Tony Romano, his partner, who is also classified as a top-notch entertainer, are coming. They are being brought to Hereford through the co-operation of the Hereford, Texas Water Company, which distributes water from "the town without a toothache" on a commercial basis.

For the grand parade on May 27, opening day of the Pioneer celebration, three bands have indicated that they will be present. They are the Amarillo Air Force Base band, the Dimmitt High School band, and the Hereford High School band.

An "extra" for the parade will be Santa Fe's little train, which has been seen in Hereford before, and is always a top attraction for the small-try.

Floats, Queen Contestants With 22 floats also scheduled for the parade, and at least 19 beautiful young women who will be contestants for the honor of reigning as Pioneer Days Queen, the parade promises to be one of the best put on in Hereford. (See page 1, section 2, for pictures of queen candidates).

At least 20 firms in Hereford are planning special window displays to help build up the spirit of the occasion, and 20 firms are planning commercial exhibits.

Seven sheriff's posses and riding clubs have also said that they will be in Hereford to take part in the parade, it was announced Thursday night at the Riders Club meeting, and the president and secretary of the West Texas Association of Sheriffs Poses and Riflemen. (Continued on Page 2)

Junior Odd Fellows, Theta Rho To Meet

A meeting of Junior Odd Fellows and Theta Rho Clubs of the Panhandle District Association will be held in Hereford on May 30. The boys sessions will be held in the City Hall and the girls' sessions will be held in the IOOF Hall. Groups from Pampa, Amarillo, Borger and Shamrock are expected to attend.

June, Marian Smith is president of the local Theta Rho Club and Larry Kaul is chief ruler of the Junior IOOF organization.

Advisors are Mrs. Roy Calvert for the girls and G. C. Merritt for the boys.

Deardorf Services Held Saturday In Plainview

Funeral services for William H. (Bill) Deardorf, 45, 805 South 25 Mile Ave., were held Saturday morning in Plainview. He died about 4:45 o'clock Thursday morning from a heart ailment.

Deardorf had been manager of the Hereford area office of Pioneer Natural Gas Co., since Feb. 1, 1953 when he moved here from Lubbock where he had been assistant to the vice president of distribution for what was then West Texas Natural Gas Co.

He had suffered from a heart ailment for some time. It became serious Wednesday night, and he was taken to Deaf Smith County Hospital, where he died about six hours later.

Born in Indiana Deardorf was born Aug. 10, 1909 in Gary, Ind. He began his business career with Clayton Gas Company, Clayton, N. M., in July, 1928 when he started to work as a laborer.

Through hard work and the application of the knowledge he gained through his work, Deardorf worked up to the position of assistant treasurer of the Clayton Gas Co., then, in 1939, he transferred to Plainview as district manager for West Texas Gas Co.

It was in June, 1952 that Deardorf was appointed assistant to the vice president in charge of distribution of West Texas Gas Co., a position which he held until being transferred to Hereford. Over the years, of course, he had held a number of executive jobs, in addition to those already mentioned.

Bill and Esther Deardorf married Aug. 26, 1929, in Raton, N. M. They have three children: W. H. Jr., who is studying for the ministry at St. Paul's Seminary, Washington, D. C.; Don, 10; and Gloria.



W. H. DEARDORF

Active In Civic Work In Plainview, Deardorf had belonged to the Rotary Club and Toastmasters Club and had worked with the county Red Cross chapter. When he moved to Hereford, he was again active in both the Rotary Club and the Red Cross, and was a director of the Deaf Smith County chapter of the latter organization.

Funeral services were conducted at Lemons Funeral Home chapel by Rev. W. J. Reichel, pastor of St. Alice Catholic Church. Burial was in Plainview Memorial Park.

Pfc. Roy D. Underwood, son of Mr. and Mrs. E. G. Underwood of Dimmitt, is taking part in Exercise Spearhead, large-scale Army training maneuver being held this month at Ft. Hood. Pfc. Underwood entered the Army in April 1953.

Mrs. J. N. Messenger of Clovis, N. M., spent two weeks with Mrs. Bulah Messenger while her daughter, Mrs. Eva Houlette, was in Oklahoma City.

Forrest To Testify Before Commission Leo Forrest, manager of the Deaf Smith County Electric Co-op, is leaving Monday for Denver to present testimony before a task force of the Hoover Commission.

This is the water resources and power task force of the commission on organization and executive branch of the government.

Forrest is representing 77 electric co-ops in Texas which furnish electric service to 312,000 rural families or well over one million people.

He will speak on needs to conserve water resources and the need for power in this area and all of Texas.

Everyone Is Invited

Cooking School Thursday

More than \$500 in merchandise prizes, including a new 30-inch electric range will be awarded at Hereford's first All-Electric Cooking School to be held Thursday, in the Jim Hill Hotel ballroom.

The school, sponsored by electrical appliance dealers of Hereford in co-operation with Southwestern Public Service Company and The Hereford Brand, will be conducted by Fern Brannen and Jane Burt, public service specialists.

"In addition to scores of cooking tips, economy hints and actual demonstrations, the two specialists will also distribute summer recipes which every housewife will appreciate and treasure," said Cleo Meharg, manager for Southwestern Public Service.

The prizes will be awarded as door prizes following the school,

and are made possible as contributions by various merchants. Many of the smaller prizes may be seen on display in the Brand window prior to Thursday. The grand prize will be the range, which is made possible by the following dealers: Hereford Furniture Company, H and H Furniture Company, Hereford Implement Company, Morgan Appliance Company and Parker Bros. Appliance. To be eligible for prizes, persons attending the school must register at the door as they enter the ballroom. A complete list of the prizes and donors may be found on page 4 of this section of The Brand.

"HOME ECONOMISTS TOPS" The two Public Service Home Service Advisors, Fern Brannen, nationally recognized McCaill's

magazine winner, who will conduct the school, and Jane Burt, who will assist Miss Brannen, are both well-qualified and in addition, are very charming personalities," Mr. Meharg said. "Both girls are graduate home service advisors with excellent experience. They have the knack of keeping their audiences interested while still getting across worthwhile cooking information that helps the homemaker prepare more enjoyable meals, many times at less expense," said Mr. Meharg.

SCHOOL STARTS 2:30 O'CLOCK SHARP The all-electric cooking school—Hereford's first—will start sharply at 2:30 o'clock. All ladies, with their families, are cordially invited to attend. There will be no admission charge.

Pan-Tex Manager Tells About Cattle Gains Tests

A way in which every cattleman can eventually add about \$10 a head profit to his animals was told to Kiwanis Club members and their farmer and rancher guests Thursday by J. P. Smith, manager of Pan-Tex Farms.

"Beef producers are now in the process of changing models," Smith said. "We are testing bulls, trying to take the guesswork out of beef production, just like it has been taken out of dairy production animals."

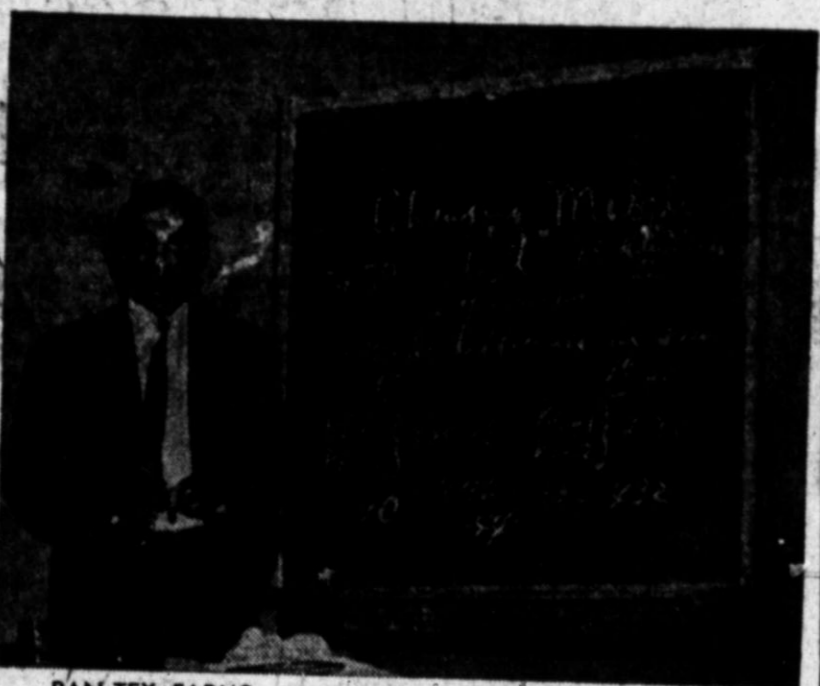
He explained that so far 450 bulls from 75 herd sires have been tested, with each of the animals on loan from one of about 40 participating breeders, who paid the feed bill on the animals.

"You can't tell much just by looking at beef cattle," Smith declared. "We have found that some of the better looking animals are not always the ones who put on the most gain for the least cost."

Smith said that the tests have shown that there can be a difference of half a pound a day in the amount of weight gained by beef animals who are fed, as nearly as possible, exactly the same amount and type of feed.

Over a four year period, though, the men checking on the animals found no appreciable difference in weight gains between Aberdeen-Angus and Hereford cattle.

Even at weaning age there is a surprising difference in the weight of animals sired by high-gain bulls compared to those sired by low-gain bulls, Smith added. "Calves from low-gain bulls averaged only 432 pounds, on the nine calves that we checked, compared to 476 pounds on the average animal sired by one of the high-gain bulls."



PAN-TEX FARMS manager J. P. Smith had solid facts to back him up when he told Kiwanis Club members and their guests that there is a great difference in cattle weight gains. A former school teacher, Smith used a blackboard to list the main points of his talk. (Staff Photo)

County Granted \$60,100 To Aid Erosion Control

This county has been granted \$60,100 under the emergency Wind Erosion Control Program, according to word received by the county Agricultural Stabilization and Conservation committee.

These funds are to be handled as conservation program money, but will be kept separately, and will be available as soon as applications for payment are made.

"Every cent of this money will be available to help pay for conservation practices, with none of it going for administrative costs," Faust G. Collier, office manager of the ASC, said Saturday. (Continued on Page 2)

Post Prevents Car From Hitting Train

Approximately \$750 damage was done to a 1948 Buick driven by Adron Collingsworth Jones 219 Lee Street, about 1:10 o'clock Friday afternoon when it collided with a signal post at the railroad crossing on Highway 51.

Jones was approaching the Santa Fe railroad crossing going north on highway 51 and apparently did not see a train that was approaching from the west. When he attempted to stop he struck approximately 165 feet and ran into the red blinker signal post. However, according to police reports, if he had not hit the post he would have hit the train.

Jones was charged with exceeding a safe and legal speed limit.

Around Town

Baccalaureate services for Hereford High School seniors will be held next Sunday (May 23) in Hereford High School auditorium.

PICTURES! PIONEER PICTURES! We still need more early day pictures for our Pioneer Days edition. We promise to take good care of your prized pictures, and to return them as soon as possible. If you live in Hereford, we will be glad to pick the pictures up if you will call us.

Dr. and Mrs. Roy J. Grubbs are announcing the arrival of a daughter born Friday morning in a Denver hospital. Dr. Grubbs is in Denver attending school. The Grubbs family will return to Hereford. (Continued on Page 2)

Choir Clinic Scheduled Here

Dr. Edwin McNeely, professor of voice at Southwestern Baptist Theological Seminary in Fort Worth, will be at the First Baptist Church this week directing a choir clinic. This will be the third clinic Dr. McNeely has directed for the local church.

The choir under the direction of Dr. McNeely will spend 45 minutes each night in the study of voice technique and an hour working on the oratorio "The Holy City" by G. Fauré. The choir will present this oratorio in concert next Sunday morning at the regular church service.

CLEAN-UP WEEK MAY 17-22

Around . . .

(Continued from Page 1)
ford July 1 when he will resume his work at the Hereford Clinic.

Just a reminder that the premier showing of "John Wesley" will be held at 7:30 o'clock tonight in the First Methodist Church. Considering there is no charge for admission this is probably one of the best entertainment buys of the season.

Stan Sigman has sold his interest

in Wallace Buick Co., and is working as a salesman for Hereford Motor Co.

Mr. and Mrs. Billy London have announced the birth of a daughter, Susan Diane, on May 10 in Denton. The young lady is the granddaughter of Mr. and Mrs. A. B. London of 503 E. Fourth St. in Hereford.

A representative from the Amarillo Social Security Office will be at the Commissioners Court Room at Hereford Wednesday morning at 9:30 o'clock to furnish

information on retirement or survivors insurance under the terms of the Federal Social Security Act. This has nothing to do with state old age assistance, unemployment compensation or the railroad retirement board program, according to J. R. Sanderson, manager of the Amarillo office.

County . . .

(Continued from Page 1)

Under the program cost-sharing on the programs will be done in two ways. First, those who requested cost-sharing on practices started after March 31 and the request was turned in no later than Saturday, and secondly, those who request cost-sharing before starting the performance of the practice.

When the work is completed, it is expected that the application for payment will be processed immediately, and a check turned over to the farm or ranch operator, Collier said.

Payments will range from 50 cents to \$1.25 per acre. These include:

Field strip cropping to protect soil from wind erosion—\$1.25.

Stubble mulching to protect soil from wind erosion—\$1.25.

Contour listing, contour chiseling, cross slope chiseling, pit cultivation or chiseling not on the contour for wind erosion control—50 cents.

Seeding grain sorghums, sweet sorghums, sudan grass, millet, barley, oats or rye to establish a cover for the control of wind erosion. (1) Sorghums in rows \$1 per acre. (2) Crops drilled or broadcast \$1.25 per acre.

Pitting or chiseling grazing land for wind erosion control—75 cents.

Deferred grazing for wind erosion control—50 cents.

Earl . . .

(Continued from Page 1)

driver's license, Smith stated that he did not have a license. Judge Schloss informed him that his privilege to drive any type of mo-

O.E.S. Elects New Officers

Officers who will take over duties at installation rites on June 1, were elected at the Order of Eastern Star meeting held Tuesday night in Masonic Hall.

Those chosen were Mrs. Opal

Movie . . .

(Continued from Page 1)
ing Clubs plan to carry the association flag in the parade and in the grand entry at the rodeo that night.

Cowboys who will take part in the rodeo will include the Linderman brothers, according to word received from Carl LaMarr, who is furnishing the rodeo stock. Bill Linderman holds the title of "World Champion Cowboy" at the present time.

Headquarters for the rodeo performers will be the Wesson Real Estate office. Registration will open there the morning of May 25, and close at midnight on May 26.

A number of women have signified that they will take part in the girl's barrel race. Entries include "Grandma" Reynolds, of Borger, who evidently feels that skill should overcome any disadvantages she might suffer because of her age. Both amateurs and professionals can participate in this event.

Saturday, final day of both the Pioneer celebration and the rodeo, a Palmetto Polo game will be held in the afternoon between the Hereford Riders Club and the Terry County Sheriff's Posse.

This year the Riders Club will handle the concessions at the rodeo grounds, with soft drinks, popcorn, snow cones and coffee to be available at all rodeo performances.

tor vehicle in Texas was suspended for a period of time not to exceed one year from the date of the conviction.

Smith was given credit for the time he had already spent in jail.

Roberson, worthy matron; E. E. Roberson, worthy patron; Mrs. Virginia Patton, associate matron; John Patton, associate patron; Mrs. Vivian Major, secretary; Mrs. Tina Lee Roberson, treasurer; Mrs. Johnnie Sanders, conductress, and Mrs. Grace Thomas, associate conductress.

All members of the staff were presented in the East, and received gifts from the retiring worthy matron and worthy patron, Mr. and Mrs. W. L. Jones.

Plans were made for the installation rites which are scheduled for June 1 at the hall.

Refreshments were served by Mesdames J. C. McCracken, Frank Terrell and Cora Thompson. Mrs. May Hix, member of the Wellington O.E.S. chapter, was a special guest.

Home Nursing Course Chosen As Project

Wakita Camp Fire Girls elected officers at the meeting held Wednesday afternoon at the Camp Fire Hut.

The new officers are Jane Bookout, president; Linda Russell, vice president; Nona Marie Strange, secretary; and Melba Gay Lawrence, scribe.

Meiba Gay Lawrence, chairman of the float for Pioneer Day, gave a report on the plans already made for the float and a discussion was held. Members voted to take the Red Cross Home Nursing course as a summer project and it was decided to help the Bluebird groups in their summer camp plans.

Read the Classifieds

The Green Hedge Cafe
IS NOW OPEN FOR BUSINESS
 Under The Management
 of
Mrs. Carl Forbus
WATCH THIS PAPER FOR OUR FORMAL OPENING AD!



We're Starting CLEAN-UP Paint-Up FIX-UP WEEK

(May 17 thru 22)
By Having Your Car

WASHED AND LUBRICATED

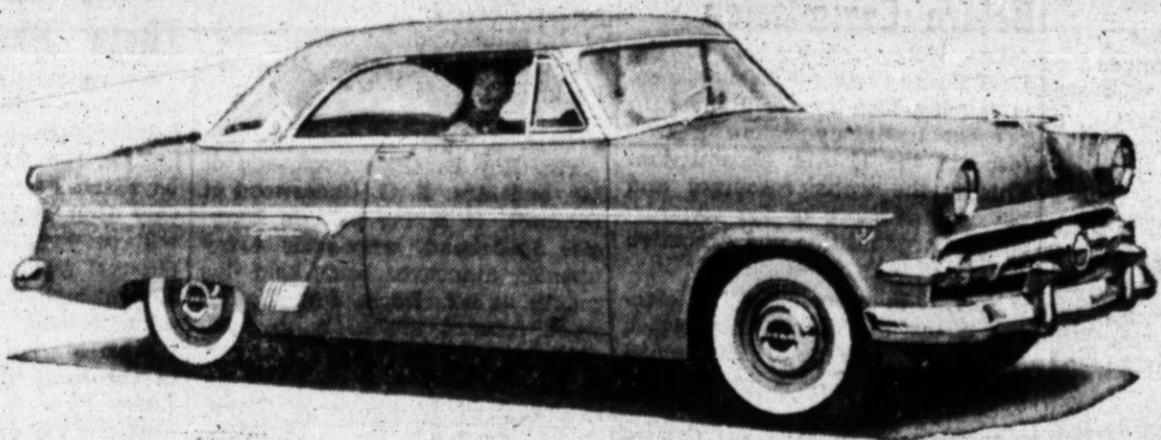
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Bridesmaids will adore it; brides will choose it for a trousseau piece; all girls will want it! A dress of sheer magic, lighter than a breeze, and beautifully detailed. Sizes 7 to 15.

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Lovely Young
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course you
can't go wrong
with



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The Little
fashion shop
"Smart Clothes for Smart Women"

Rutherford's, Knights Win Thursday Games

By Billy Paul Knox
A sharp Rutherford's team led by the four-hit pitching of Ken Walterscheid coasted to a 14-4 victory over Dawn in the first game of a twinbill last Thursday night. Summerfield smothered the Road Knights in the second game, 19-6. Dawn did not get a hit until the fifth inning when they capitalized on three walks and a single to break the goose egg. It was quite the opposite for Rutherford's. They scored in every inning, shelling two Dawn pitchers for 15 hits. They scored two in the first, second and third, one each in the fourth, fifth and sixth, and five in the seventh. Dawn scored two in the fifth and two in the seventh. Dawn drew five walks from Walterscheid while Rutherford's collected only one.

Rutherford's hit the ball well. Eight of the 14 hits were for extra bases, including three home runs. These were by Suttle, Lueb and Walterscheid. Dawn got only one extra base blow but it was a homer by Melvin May.

Rutherford's started the game off by taking a two run lead in the first inning. Knox started it off with a single and came around on Suttle's homer.

Dawn went scoreless without a hit for the first four innings.

Again the Rutherford's crew scored two in the second. Summers led off with a single. He reached third on two fly balls and scored on Walterscheid's single. Walter-

scheid came around when Walterscheid dropped Knox's flyball.

For the third time Rutherford's scored two runs in the third. Burdine led off with a single. After Albraecht doubled him home, he scored on Summers' double.

The fourth inning broke the ice when they scored only one run. Lueb circled the bases on a long drive which the leftfielder dropped.

The fifth also saw one run cross the plate for the clubbers. Albraecht singled. Hagar muffed Suttle's doubleplay ball putting runners on second and third. Albraecht scored Spark's long fly.

Dawn scored two runs collecting their first hit in the fifth. Three walks and a single pushed them across.

Again Rutherford's sent one run over the plate in the sixth. A home run by Lueb was responsible. Dawn was scoreless in their half of the sixth.

Rutherford's had their beginning in the seventh. Suttle received an error. Sparks singled putting runners on first and second. Summers tripped driving both in. Lueb got in on an error with Summers scoring. Walterscheid then clouted a round-tripper for the fifth run.

A two-run homer by Melvin May rounded out the scoring for Dawn.

Walterscheid pitched a fine game and had good backing. His team only made one error. Losing pitcher Marvin May had five errors behind him.

Knox and Summers led Rutherford's with three hits apiece. Ed Lemons, Marvin and Melvin May and Hagar collected the Dawn hits.

Summerfield kept up their pace by mauling the Road Knights 19-6 in the second game. The Farmers collected only 3 hits but Joe Streun, head of the Road Knights' to three hits.

The five-inning rule was put into effect in this game.

Summerfield took an early lead by scoring five runs in the first. Three doubles and four errors were accountable.

The Road Knights scored two in their half of the first. A double, an error and a long fly-ball produced them.

Bob Clark homered giving Summerfield their sixth run in the second. The Road Knights went scoreless in the second and third.

The Farmers scored eight runs in the third. Three hits and three errors sent them across.

Summerfield sent across one more in the fourth. It was due to a walk and an error.

Seven walks and a homer scored four runs in the fourth for the Road Knights.

Summerfield scored four in the fifth on two doubles and two walks. The Road Knights were scoreless.

Howell, Jack Streun, Campbell and Bob Clark led Summerfield with two hits apiece. Burden, Wilson and Cochran collected the

three hits collected by the Road Knights.

LINE SCORES			
Rutherford's	2 2 2 1 1 1 5		
Dawn	0 0 0 0 2 0 2		
Summerfield	5 1 8 1 4		
Road Knights	2 0 0 4 0		
BOX SCORES			
Rutherford's (14)			
Player	AB	R	H
Knox, lf	4	2	3
Burdine, 2b	3	1	1
Maxwell, 2b	2	0	1
Albraecht, ss	5	2	2
Suttle, cf	4	2	1
Sparks, rf	4	1	1
Summers, 3b	4	-1	3
Higgins, 1b	4	0	0
Lueb, c	4	3	1
Walterscheid	4	2	2
Totals	38	14	15
Dawn (4)			
Player	AB	R	H
Hagar, R. ss	4	0	1
Miller, 2b	2	0	0
Atchley, c	4	0	0
Burris, 3b	3	0	0
Hagar, J., rf, 1b	2	1	0
Lemon, W. cf, p	2	1	0
May, Marvin, p	2	0	1
Stewart, rf	1	0	0
Johnson, 1b	1	0	0
Lemon, E., rf, cf	2	1	1
Totals	28	4	4
Summerfield (19)			
Player	AB	R	H
Neil, lf	1	2	0
Fields, if	1	0	0
Clark, B., 3b	4	3	2
McCauley, cf	4	1	0
Hickins, ss	4	2	0
Baize, 2b	3	3	0
Campbell, c	3	2	2
Lookingbill, c	0	0	0
Streun, Jack, 1b	4	3	2
Howell, rf	4	3	2
Streun, Joe	4	1	1
Totals	32	19	9
Road Knights (6)			
Player	AB	R	H
McQuigg, rf	1	1	0
Bridges, rf	1	0	0
Dawson, 2b	2	1	0
Kelly, 1b	0	1	0
Urbanecyk, ss	3	0	0
Wilson, p	2	0	1
Cochran, c, cf	3	1	1
Albraecht, if	2	1	0
Burden, cf, c	1	1	1
Hennen, 3b	2	0	0
Totals	17	6	3

Mr. and Mrs. Charles Layman and two daughters of Amarillo spent Mother's Day in the home of his mother, Mrs. Ethyl Layman, 101 Grand Avenue. Other visitors in Mrs. Layman's home Mother's Day were Mr. and Mrs. Clyde Layman of Canyon.

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ANNIVERSARY SPECIAL

Men's Well Made 8 1/2 Oz. Buckhide **ARMY CLOTH PANTS**

Double stitched for double strength. Full cut for working comfort. Sanitized for perfect and lasting fit. Heavy boat sail drill pockets. Zipper fly. Wide belt loops. Good looking, dependable for work or sports. Sizes 28 to 42.

2.57
2 Pair \$5

BIRDSEYE **DIAPERS**

Soft, absorbent, sanitary, size 27x27 Birdseye diapers. Sanitized packaged one dozen the package. Value priced for Anniversary.

\$1.27 Dozen

ANNIVERSARY SPECIAL

Men's Solid Color or Stripes **BROADCLOTH PAJAMAS**

Full cut for sleeping comfort. Cool style tops with gripper fastener pants. Sanitized shrunk. Grand selection of colors. Value priced for Anniversary. Sizes A, B, C, D.

3.33 2 **6.50** Pr.

Styled For All-around Summer Comfort

Washable **Fabric Oxfords**

You'll just want to live in these smart, 3 eyelet tie cotton drill, tubbable oxfords. Thick, lightweight, ribbed rubber sole. Ideal for sports, shopping or just casual wear. In navy, faded blue, and Cuban copper. Sizes 4 to 9.

3.27

Women's & Girls' **MOCCASINS**

Handmade of washable suedeskin with soft foam rubber insole. 7 lovely colors. For just all around wear. Women's sizes 4 to 9. Children's 11 to 3.

87c

GAUZE **DIAPERS**

Anthony's own brand "World Wide" soft, absorbent, size 21x40 gauze diapers. Sanitized packaged one dozen to package. Value priced for Anniversary.

2.37 Dozen

Lovely... No Iron **Ruffie SQUAW CLOTH**

50c Yd.

The most popular fabric in America today. Requires no ironing. Non-crush, quick drying. Durable Krinkle finish. Shrinkage controlled not to exceed 2%. In 18 lovely colors that are ideal for ever so many summer uses. Special anniversary low price.

ANNIVERSARY SPECIAL

Girls' Nylon **BRIEFS**

39c 3 **\$1** Pair

Girls love to wear these perfect fitting nylon briefs with embroidered panel on sides. Double crotch for double wear. Favorite colors. Sizes S-M-L.

Thick... Thirsty... Bath **TOWELS**

3 FOR \$1

BIG 20x40 SIZE... Solids in pastel shades or colorful stripes, checks or plaids. Truly a great Anniversary saving! Check your supply stock up now for summer. You'll buy them by the dozen when you see them.

BOYS - GIRLS **BOXER SHORTS**

2 pr. \$1.00

* Favorite Colors
* Extra Comfortable

Choose from Twills, Poplins or Gabardines. Extra well made for long, rough wear. Grand assortment of colors. Sizes 2 to 6.

Look at This Value! Big 4 ft. x 6 ft. **CUT PILE RUG**

Deep, velvety cut pile rug with fringed ends. Non-skid roller coated back for safety. 10 lovely colors in Grey, Wine, Dusty Rose, Forest Green, Rose Beige, Brown, American Beauty, Blue, Hunter Green and Matize. Super Anniversary Special. Hurry for yours.

3.99
10 LOVELY COLORS

WANT ADS Phone 30 or 31

FREE Theatre Tickets to See



WEDNESDAY - THURSDAY

MAY 19 - 20

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 free ticket.

O. Let's Swap

The object of this column is to promote swapping of items you don't use any more. Just list your items, name, address or phone number. Maybe someone needs just what you have. Besides, things you swap save on taxes. Drop into The Brand office or call 30. Swap listings will carry regular classified ad rates.

BONDED STORAGE. Hereford Transfer and Storage Co. Local and long distance furniture moving. Phone 12, Box 243, Hereford, Texas. B-1-19-10-tfc.

FOR SALE: Red top cane seed, also Atlas Sargo seed. C. P. Norton. Route 1, Hereford. Phone 125-J. B-1-18-19-tfc.

BOY! Refrigerated and Evaporation type air conditioners at Parker Brothers Builders' Supply. Phone 719. B-1-14-16-tfc.

FOR SALE Vegetable, and flower plants. Tomatoes, cabbage, sweet potatoes, peppers, egg plant, cauliflower, celery, Geranium, delphinium, petunias, snapdragons, fever few, hardy carnations, asters and many others. Dahlias, cannas, and Gladiola bulbs. Hereford Floral Shop 209 Higgins St. Phone 773 B-1-18-7p

LUCKY RAWLEIGH Bulletin, sent by Ted Eaton was unclaimed this week. S-1-11-47-1p.

FAST SERVICE ON Orders for Rawleigh Products. Ted Eaton, S-1-12-47-1p.

BEDROOMS, AND Small apartment, 511 Lawton, East Sixth. S-1-9-47-1p.

2. FOR SALE Farm Equipment

DUE TO REDUCTION OF FARM OPERATION

Have the following Farm Machinery for sale.

Apex feed mill
Tractor M48 with lister
Plains one-way plow
1948 Drill
Ford one-way, 19'
Wind charger & Tower, 32 volt

Billy Wall Route No. 4,
6 miles west on Harrison, 7 miles north and 1 1/4 west on north side of road. B-2-46-3p

4. REAL ESTATE

PRUDENTIAL FARM LOANS

America's Largest Farm Lender
SAM NUNNALLY
136 Main
Lone Star Agency. B-4-37-tfc

FOR SALE: Big house surrounded by trees. Three large lots. Call 930-W on school days, before 8:00 or after 5:00; or see at 803 Knight. S-4-2-47-1c.

FOR SALE OR TRADE: for Hereford property, home and four cabins, all modern on 1 1/2 acres land in Rutlowo New Mexico. See Lester G. Webb, 503 North Jackson, Apartment 4. S-4-30-47-1c.

FOR SALE: Windmill tower sucker rod and pipe, 319 Avenue J, or call 75. B-1-14-47-3p.

FOR SALE: Shetland pony with saddle. See at 1218, 25 Mile Avenue, or call 1343-R. S-1-15-47-1k.

LOTS FOR SALE facing airport road, block 45, Evans Addition. Last house north on Avenue H. B-4-16-17-8p.

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

DUPLEX Home and Income
Four rooms and bath each side. Double Garage. Good location. Small down payment. Good terms.

Owner - J. K. Baker
Phone 589 116 N. Texas Ave S-4-41-tfc

FOR REAL ESTATE Farm Loans ... Good Terms
SEE LUTHER PEVLEY
Local Representative
TRAVELER'S INSURANCE CO.
Res. Phone 524 S-4-37-tfc

I have good things 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. Pho. 854, Res. Pho. 1489-W
P. O. Box 845 B-4-19-tfc

656 acres deeded Stock and Irrigation farm. On paving in the water belt. 1/2 grass, 1/2 cultivation. REA, Telephone, Mail Route and Bus Route.

80 acres of wheat goes. 1/2 minerals reserved. Non participating. \$72.50 per acre.

WHAT ARE YOU WAITING FOR! Glenn Weir 109 Main
Phone 200 Residence phone 802 B-4-16-tfc

FOR SALE Nice irrigated 10 acres with old improvements. A good buy, \$8,500.00.

160 acres. 80 in cultivation, 2 small irrigation wells, 5 room house, other improvements. Close to town. Price \$24,000.00. Will consider trading for house in Hereford.

New 2 bedroom brick house. Price \$9,500.00, with only \$500.00 down.

New two bedroom brick on paving. \$1,000.00 down.

Nice 4 room house, bath, \$3,500.00. Loan \$2,100.00. Will take \$500.00 cash, will trade for a car on balance, or will give terms.

Other good buys in large and small houses. If you want to build, bring in your plans, or you may like one of our plans. We would be glad to give you an estimate. Would be glad to show you some of our work.

145 Acres on paving. 2 8" wells with old improvements. \$5,000.00 down, balance good terms. Might consider trading for a house in Hereford.

J. M. Hamby Real Estate
1410 Park Avenue Call 701
Residence phone 4473
Frio Exchange B-4-46-tfc

IMMEDIATE POSSESSION

One of the nicest 170 acre farms in our area, nice home, lots of trees, in very shallow water and good 8" well. Already listed and prewatered. 30 acres of good wheat goes. You can move right in if sold soon. \$12,500 long term Prudential Loan can be assumed.

SAM NUNNALLY
LONE STAR INSURANCE AGENCY
136 MAIN PHONE 424
B-4-47-2c

THE HOME of H. Casey for sale. Would consider good trailer house on trade. Phone 1583-J. B-4-16-46-3p.

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: Four room furnished modern, clean, apartment. Several two room houses, furnished, clean, modern. Phone 9533. See 506 Grand Avenue. B-5-21-44-tfc.

WANT TO BUY Good dry land farms, reasonably well located. Phone 1163 Write Box 169 Hereford, Texas S-5-46-tfc

FOR RENT: Unfurnished duplex apartment with garage. Close in. Adults only. Phone 589. B-5-13-43-tfc.

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

FOR RENT: Three room, modern, unfurnished house. Call 507 Jackson. B-5-10-6-tfc.

FOR RENT: Nice two room furnished apartment, private bath. Refrigerator. Bills paid. Phone 838. W. T. Carmichael. B-5-17-16-tfc.

BEDROOMS CLOSE IN, with kitchen privileges. 909 Ross. Phone 847-J. B-5-10-43-tfc.

Kiwanis Club
Thurs. Noon
Hotel Jim Hill

HEREFORD No. 849 AF & AM
STATED MEETING
Mon. May 6th
R. L. Thompson, Sec'y
W. A. Bill Phipps W. M.

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

Lions Club
meets each
Wednesday, 12 noon
Hotel Jim Hill

FOR SALE: 60x138 lot. Good location, on paved street. Desirable neighbors. \$900. Call 1719-W1 after 6 p.m. B-4-tfc.

FOR SALE: to be moved, 2300 square foot building. Suitable to convert for living quarters. Call 1859 after 6:30 p. m. or see George Byrd. B-4-24-46-3p.

FOR RENT
FURNISHED GARAGE apartment Bills paid. Phone 963-W, 203 Park Avenue. B-5-10-18-tfc.

FURNISHED ROOMS and furnished apartment. 608 East Third. B-5-9-19-2k.

READ THE CLASSIFIED (Additional Classifieds On Page 5)

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

HOME OF AYERS SUPREME FEEDS

FIELD SEEDS

Bulk Garden Seed — Lawn
Grass Seed

BABY CHICKS

3 to 6 Weeks Old

WEST TEXAS FEED, SEED & HATCHERY CO.

Jack Wright
Hereford, Texas

HOME OF AYERS SUPREME FEEDS

Timberib

Low Cost Grain Storage

In a post-free building suitable for a hundred other uses in the future

Every wheat rancher has a vital interest in grain storage. Holdover supply is the greatest on record, and available facilities cannot begin to handle the bumper crop in prospect or the heavy barley crop that will be harvested. *Special Government inducements make it profitable to store your grain on your farm.*

For this purpose nothing equals the Timberib building. When not used for grain storage it does equally well for implement storage, loafing barn or utility building for a multitude of important uses. Here's why it's the best buy for you—

- Gives you lowest per-bushel storage cost.
- Completely prefabricated so you can erect with your own farm labor if you wish.
- Engineered for grain storage, with strength to resist outward pressure of the grain.
- Tightly built to protect against weevils and mildew.
- Interior space free from posts so that grain is worked mechanically with greatest ease.
- Available in widths from 32 to 75 feet, and as long as desired.

Today — **RIGHT NOW** — isn't a moment too soon to arrange for your grain storage. Place your order while materials are in good supply and ample help is available. See your Timberib dealer at once.

TIMBERIB BUILDING DISTRIBUTORS

P. O. Box 2061 Amarillo, Texas

I am interested in further information on Grain Storage program.

Name _____ Address _____

Directions to Farm _____

City _____

Y' ALL COME TO OUR

Hereford's First
ALL ELECTRIC
COOKING SCHOOL

THURS., MAY 20 — 2:30 P.M.

NO CHARGE --- IT'S FREE

In Addition To New Recipes Economy Tips, Cooking Hints, Etc., The Following

DOOR PRIZES

WILL BE AWARDED
GRAND PRIZE
NEW 30-INCH
ELECTRIC RANGE

H & H Furniture — Hereford Furniture
Hereford Implement — Morgan Appliance
Parker Bros. Appliance

- Complete Westinghouse Mixer H and H Furniture
- Portable Philco Radio Hereford Furniture Co.
- Sealer and Packaging Material Hereford Implement Co.
- Fully Automatic Percolator Morgan Appliance Co.
- Sunbeam Automatic Toaster Parker Bros. Appliances
- Electric Kitchen Clock City Drug Store
- Plastic Strainers For Each Lady Cooper's Market
- \$15 Necklace and Ear Screw Set Cowan's Jewelry
- Aluminum Waste Basket Streu Hardware
- Bowl and Platter Set J. C. Penney Co.
- Hand Painted Ceramic Pitcher Kester's Jewelry
- Cape Cod Fiberglass Cooler McDowell Drug
- 1 Pair Christian Dior Hose Popular Store
- Three Large Angel Food Cakes Hereford Bakery
- 12-Month Subscription, Sun. and Thurs. The Hereford Brand
- A Box of Vision Hose The Vogue
- 2-Qt. Revere Ware Sauce Pan Hereford Hardware
- 3 \$5 Baskets of Groceries Piggly Wiggly
- 12 Quarts of Ice Cream Hereford Creamery Co.
- Dress or Suit Cleaned and Pressed Corbett Cleaners
- Ladies Blouse Little Fashion Shop
- Metal Canister Set Ben Franklin Store
- Pair of Clauser Hose Rutherford and Co.
- Two Foam Rubber Cushions Rogers Drug
- 25 Lbs. Family Wash - Finished Hereford Laundry
- Surprise Food Baskets Hunter's Food Store
- \$10 Coupon on New Lawn Mower Packard Milling Co.
- Pair 66-ga., 12 Denier Humming Bird Hose Harman's
- Two \$2.50 Theatre Gift Books Star-Texas-Tower Theatres

Other Merchants who wish to contribute door prizes during the cooking school are invited to Call 30 and leave instructions at The Brand Office, not later than Monday.

**DEAF SMITH COUNTY
CHECKERBOARD NEWS**

By Frank A. Gyles, Jr.
PACKARD MILLING CO.



Mrs. Claude McGowan, who most of you know as Marjorie McGowan, called Monday, and told us a most unusual story. It seems her husband "Jelly" went out to gather the eggs from their 24 hens, that they keep in laying cages, returning to the house he told Marjorie that she could forget the egg gathering for that day as he had 24 eggs. Being a woman, of course, Marjorie had to take a peek during the day, and sure enough there was one more egg, making a total of 25 eggs from 24 hens in one day. This true story is almost as good as some that I tell around town about Purina Chows. The McGowans live about a mile west of Summerfield, and feed their hens in cages on Purina Cage Layena.

GIVING 'EM A GOOD START



Right now a lot of you folks have pullets around 10 to 12 weeks old, and that's just the right age to worm them for the first time. All of you know how important it is, and that it could make the difference in a pullet going into production early this fall when egg prices are usually highest. Purina Chex-R-Ton takes all the work out of it too. You don't have to catch each bird, and poke a pill down it, you simply feed as a complete ration for two days.

GREEN GRASS IS NOT ENOUGH



The cow in this illustration is milking herself into the pail. This often happens in the spring when grass is tender and juicy. Cows like it, but because of its high water content, they can't eat enough grass to supply nutrients for their body and production.

Sure production increases; new grass is highly stimulating. But she's producing at body expense. Then when summer rolls around,

THIS WEEK'S HEALTH HINT

A lot of pigs are being weaned this month. We recommend that when your pigs are weaned they be wormed, too.

A lot of hog men in this area have found Purina Pig Wormer an ideal method of worming. Purina Pig Wormer is effective, safe, cheap and easy to use. What more could you ask for?

Dora Ruth Inman, daughter of Fred Inman, is one young lady who is really doing a bang up job raising chickens. Her last bunch of 300 New Hamps were three weeks old last Wednesday, and she had lost only five. She raises them to sell as fryers, and so far this year has started 1500, they have all been fed on Purina Broiler Chow.



BEAUTENA SAYS, "COME SEE ME."

Beautena, the calf we grow out in our store, is back with us again this spring. So many of you people come by to see her and make friends with her that it will be a sad day when she must return to the farm.

As parents say about their children, "They're little such a short time." And on the Purina Dairy Program, Beautena isn't little very long. She's a cow before any of us realize it. Come in and let Beautena show you how cheaply calves can be grown out on the Purina Program.

MAKE OUR STORE YOUR HEADQUARTERS

If you have feeding or sanitation problems, drop into our store next time you're in town. Our trained Feeding Advisors will be glad to assist you any way they can. If you have no problems come in anyway. . . we're glad to see you.

PACKARD MILL.

Merry Buckner Nears End Of Student Teaching

Merry Nan Buckner, daughter of Mr. and Mrs. J. J. Buckner, 224 Avenue D., is completing a semester's work as a student teacher in the School of Education at North Texas State College at Denton. Miss Buckner, a graduate of Hereford High School in 1951, is a senior mathematics major. She is teaching mathematics in Denton Junior High School.

Classified

(Continued from Page 4)

FURNISHED APARTMENT. Refrigerator, bath, close in. 307 Roosevelt. B-5-9-19-2p.

FOUR LARGE ROOMS. Private bath. Linoleum on floors. Garage. No dogs. Phone 270-J. 407 Ross. S-5-15-47-1k.

THREE ROOM furnished apartment. Private bath. 300 West Sixth. S-5-9-48-1k.

FRONT BEDROOM FOR RENT. 806 Union. Phone 1866-W. B-5-9-46-3p.

FOR RENT: Brick duplex. Mrs. J. F. Ward. S-5-9-47-1fc.

FIVE ROOM furnished apartment. Mrs. W. N. Lemmon. 308 Jewell. B-5-10-19-2c.

FOR RENT: Nice modern furnished garage apartment. 805 North Lee. Phone 378-J. B-5-12-47-1fc.

FOR RENT: Four room house. 107 Fuller. See owner G. M. Vincent, 615 25 Mile Avenue. B-5-16-19-2k.

FOR RENT: Apartment. \$5.00 per week, 815 25 Mile Avenue. B-5-10-19-2k.

FOR RENT: Two room modern house, furnished. Close in. Bills paid. N. B. Hood, 343 West Second. S-5-17-47-1c.

FURNISHED Apartment, private bath, electric refrigerator. Also bedroom, private entrance, private bath. 428 North Jackson. Phone 779. B-5-17-47-2p.

NICE TWO ROOM House with bath. Furnished. 213 Kibbe. S-5-9-47-1p.

APARTMENT and bedroom at 401 Lawton. Mrs. W. M. Megart. B-5-10-47-2c.

TWO ROOM HOUSE. Also furnished apartment. Bills paid. 511 Grand. S-5-10-47-1p.

FOR RENT: Five room house, 131 North 25 Mile Avenue. S-5-10-47-1fc.

8 HELP WANTED

MEN URGENTLY NEEDED in this area to train at home for \$90 to \$125 weekly job in TV servicing and repair. You BUILD AND KEEP large 21-in. TV receiver and testing equipment. Easy pay-as-you-learn plan. Ask me for full information. Write Marvin E. Champeau, Regional Representative, Commercial Trades Institute, 1003 E. 23rd, Amarillo, Texas. B-8-56-46-4k.

\$300 to \$500 Plus Commission To experienced representative in Hereford and vicinity. No Collecting.

CONTACT DISTRICT MANAGER SOUTHERN STATES LIFE INS. CO. 2919 W. 6th Amarillo, Texas Phone 6-9228 S-8-47-1c

MAN OR WOMAN to distribute Watkins Nationally Advertised Products to established customers in Hereford. Full or part time. Earnings unlimited. No

READ THE BRAND CLASSIFIEDS

PLAN NOW --- BE THERE!

2:30 P. M. Thursday, May 20th

OVER \$500 IN FREE DOOR PRIZES

Including A NEW 30 - INCH Electric Range!

OUR DOOR PRIZE WILL BE 12 Quarts Of Cream-O-Plains ICE CREAM

car or other investment necessary. Write Mr. C. R. Ruble, Dept. T-5, The J. R. Watkins Company, Memphis 2, Tenn. B-8-41-19-3p.

10. NOTICE

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

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

STANLEY HOME PRODUCTS. Mrs. Otto Gilliland, 607 East Third. Phone 1593. S-10-10-45-5p.

11. Business Services

DOZER WORK of all kinds. Will go anywhere. Ernest McGee. Call 3386 Dawn Exchange. B-11-14-45-tfc.

RUBBER STAMPS fast service. Francis Printing Co. Ph. 1303. B-11-9-3-TFC

Save that Furniture the economy way with a re-upholstery job in smart new spring fabrics. Frames and springs checked, completely rebuilt. Made new again. Call 1092 for free estimate. J. H. Hinds Upholstery 310 N. McKinley B-11-46-3p

FOR NEW AND USED parts try Hereford Wrecking Co. East highway 60. Phone 320. B-11-15-47-tfc.

OVERNIGHT SERVICE, Dallas, Ft. Worth, Wichita Falls, Abilene, Lubbock and intermediate points. Phone 12 Miller and Miller Freight Lines. B-11-19-10-tfc.

REAL ESTATE AND LOANS E. B. POSEY, DEALER. Phone 366-Box 506, Hereford, Texas. S-11-14-tfc.

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

FOR NEW AND USED parts try Hereford Wrecking Co. East highway 60. Phone 320. B-11-15-47-tfc.

OVERNIGHT SERVICE, Dallas, Ft. Worth, Wichita Falls, Abilene, Lubbock and intermediate points. Phone 12 Miller and Miller Freight Lines. B-11-19-10-tfc.

FOR NEW AND USED parts try Hereford Wrecking Co. East highway 60. Phone 320. B-11-15-47-tfc.

OVERNIGHT SERVICE, Dallas, Ft. Worth, Wichita Falls, Abilene, Lubbock and intermediate points. Phone 12 Miller and Miller Freight Lines. B-11-19-10-tfc.

WE REPAIR electric clocks, irons, toasters, percolators and all small electrical appliances. Phone 75, Witherspoon Electric, 129 West 3rd Street. B-11-20-30-tfc

HOME & FARM LOANS See Us For The Best Service Available. John McLean Insurance Agency Phone 273 Box 267 127 W. 3rd St. Hereford, Texas

For Loans in Deaf Smith, Parmer and North Part of Castro Counties. B-11-46-tfc

FOR NEW AND USED parts try Hereford Wrecking Co. East highway 60. Phone 320. B-11-15-47-tfc.

OVERNIGHT SERVICE, Dallas, Ft. Worth, Wichita Falls, Abilene, Lubbock and intermediate points. Phone 12 Miller and Miller Freight Lines. B-11-19-10-tfc.

FOR NEW AND USED parts try Hereford Wrecking Co. East highway 60. Phone 320. B-11-15-47-tfc.



You, too, will find Savings Galore

in our big "Economy" GALLON JUGS!

Wholesome, delicious Pasteurized, homogenized Cream O' Plains Milk

Call 680 for details

80¢

Per Gallon

Delivered to Your Door or at Your Favorite Store!

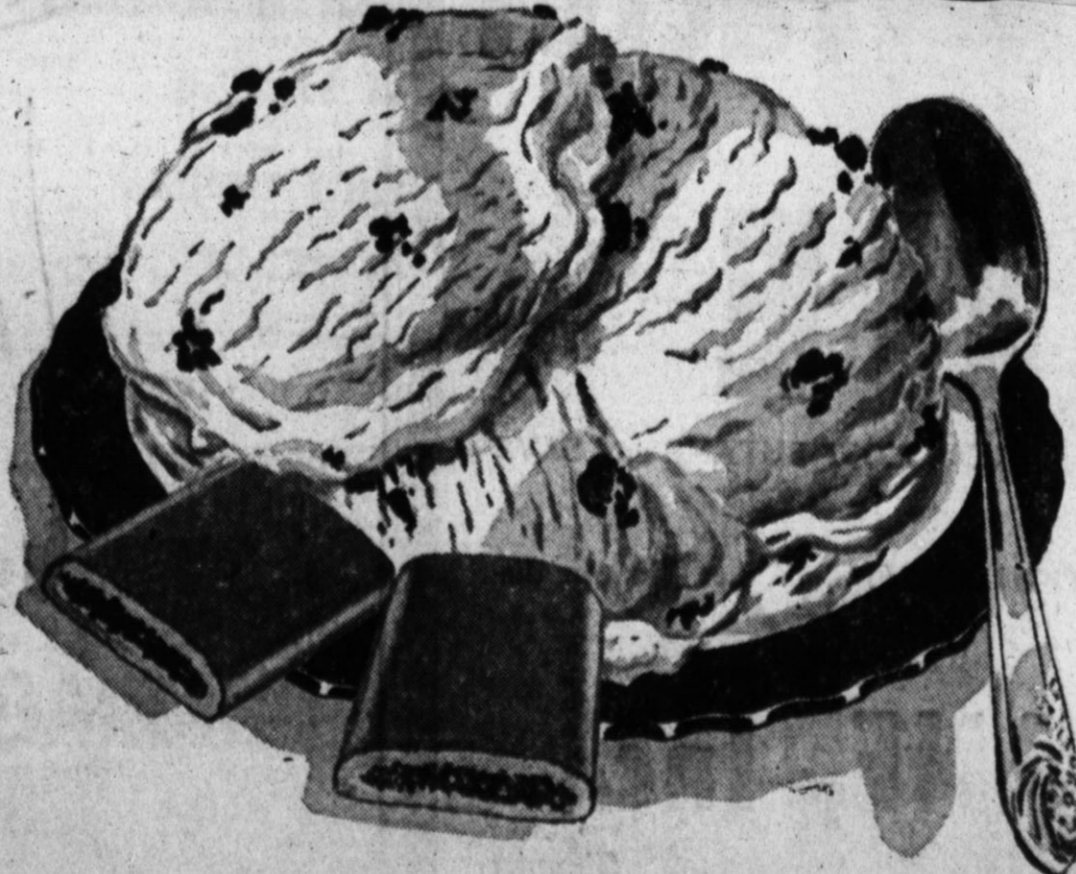
All Flavors Of ICE CREAM

PINTS - QUARTS - HALF GALLONS - GALLONS BIG DOUBLE DIP CONES

5¢ each

AT THE

HEREFORD CREAMERY



READ THE CLASSIFIED



Shore Glad to be here — us McCoys have done went and gone to work fer John and George McLean at JOHN McLEAN INSURANCE AGENCY.

Signed — Zeke (his X mark)



MAW AIN'T MUCH ON SPEAKIN' A PIECE, BUT SHE WANTS US, McCOYS TA SHORE THANK YA CRITTERS FER DOIN' YER INSURANCE BUSINESS WITH...

Maw ain't much on speaking' a piece, but she wants us McCoys ta shore thank ya critters fer doing 'yer Inshurance business with

John McLean Insurance Agency

John Phone 273 George



To paraphrase Abraham Lincoln's famous quotation: You may "please" all the people part of the time, and part of the people all of the time, but not all of the people all of the time.

In fact, there are some days when it would have been much better to have just stayed in bed. Furthermore, the life of a weather-caster is indeed a sorry lot. You can't win — even when you are right, which is seldom. Right now we have had bountiful rains, conditions are excellent and prospects

for "more in '54" are bright, all of which was duly predicted. We even beat Phillips, just like I said. What happens? Do I get an occasional smile or a pat on the back? No, sir! A delegation of farmers dropped in and started fussing about the weeds. They say we will have the biggest weed crop in history.

The worst deal, though, is cattle. The cattlemen are calling up and wanting to know if they should buy more cattle. Even neophytes like Leo Forrest are seeking advice. I

purposely avoided cattle in the predictions, but the telephone is ringing off the wall. Honest, I don't know. Like I said, these predictions are based on 100 percent hunches — and I have absolutely no inclination, one way or the other, about cattle. About grain sorghums, Yes! This year will be a record-breaker. About cattle, absolutely no feeling one way or the other; I think they are razzing me just a little bit, but my feeling about cattle is 100 percent neutral — except when sliced into club steaks and accompanied by French fried potatoes.

This All-Electric Cooking School has me worried. I am afraid the hotel ballroom won't take care of the crowd. Otherwise, things are getting along fine. Some 40-odd door prizes, including the new 30-inch electric range which the appliance dealers will give. Fern Brannen, they say, is tops — and the menus she sent down to be printed certainly indicate just that. I have been trying to figure out some way to keep all of the food she cooks. This seems only fair, since The Brand pays for it in the raw stage — but Cleo Meharg says that she will probably give that away, too. This, in my opinion, is going too far. Remember, it starts promptly at 2:30 o'clock Thursday afternoon, May 20, Hotel Jim Hill Ballroom.

Just had a telephone call from a lady out near Westway. She wants to know if you have to have an electric stove to come to the school. The answer is "No." Anyone can come. Everyone is invited. The cooking will be done on electric stoves; two of them, to be correct, but the recipes can be cooked wherever there is a fire. They may make you wish you had an electric stove by showing you how easy it is, but no one will twist your arm. There is absolutely no obligation. All you have to do to win a prize is "be there and be lucky enough to have your name drawn." As usual, the merchants have been most liberal in supporting the school.

I keep getting word of a fertilizer plant that might locate here.

The stories I hear say that the plant would employ around 100 people and that it would be some sort of endowment deal for McMurray College. They need around \$5,000 to finance the expenses incurred in negotiating a loan, etc. The stories I heard indicate the deal is on the up and up. This sounds like a good deal, provided the promoter is shooting square — and those who are investigating him indicate as much. Such an industry would mean a lot to Hereford. Such a payroll would be invaluable in the community. Salaries would amount to 250,000 or so dollars a year. Actually, it is a gamble with long odds. Contributors could easily lose their \$5,000 but, if it pans out, they would reap a golden harvest on such a small investment.

I heard one old boy say: "They didn't give me anything when I came to Hereford!" Maybe he is right. They didn't give me anything either, but any time a merchant can invest \$50 or \$100 — and establish such a payroll in the community, he is sure giving himself a good deal. Industries are widely sought. They go where they get the best deals. Arkansas has literally boomed itself into the limelight by attracting industries. Most places furnish the site and many times the building. The only thing that sounds wrong about this deal is the small amount sought. If it were \$25,000 it would be more in line. On the other hand, it could easily be a good deal, just what the community needs. If so, we are fortunate. If a good solid committee investigates and comes in with an OK, the whole town should pitch in and do the job in a big way.

Right now, a payroll of this type would mean more to Hereford than any other single thing. It would balance an otherwise seasonal economy. Get a complete report, then think it over carefully — especially if you are thinking about turning thumbs down. It could be an excellent investment. Don't think about what the other fellow is getting, instead concentrate on what it could mean to YOU!

I've been watching this Army

Counsel Welch on TV occasionally. He is sure polite, suave and smooth. He is the only man who can really handle McCarthy. I have decided that this is the way I should deal with Old Streu in the future. Besides that I may have actually done the old boy wrong. Last week I said he went fishing up in the mountains and got stuck in a snow bank. Actually, Streu didn't go fishing at all. He went on his own time and at his own expense in an effort to locate a camp for some Senior Campfire Girls. He did get stuck, but it is absolutely untrue that he made Mrs. Streu and the two Campfire Girls (Betty Culpepper and Ceclia Wilkins) get out and push.

When you get down to brass tacks, Old Streu is an excellent neighbor. He is at his very best when you DON'T BORROW things

from him and, in case you do, he is at his second best when you go to the trouble to take them back. Streu and I feud quite a bit, but I have to admit that he is really a decent sort of chap.

More good news. The Camera Club is about to reorganize. They did a lot of good for the community. In addition to the semi-pros, they also want some youngsters to help train. If you are interested in making better pictures see Bill Patton, Travis Caraway or Kenneth Coker. They plan on calling a meeting, maybe this week.

We just got a release or two from Mrs. Earl Eubanks, who is now touring Europe. She will send more if we wire her. I think they are pretty good. Let us know if you like them. Maybe I am overboard on this subject, but I al-

The Sunday Brand, Hereford, Texas, Sunday, May 16, 1954
ways hankered to travel around mendsous interest. Anyway, it and do Bull Columns. It appears would be nice to hear some com- ment, pro or con, about her pieces.

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Star Performers in Penney's SUMMER DRESS Carnival

Carefree No-Iron Glamour
In Nylon Plisse Print Dresses!
In Penney's Summer Dress Carnival



\$5⁹⁰

Misses', Half Sizes

Star performers in Penney's Summer Dress Carnival! Glamour-styled with bouffant and semi-bouffant skirts, surplice or deep v-necklines, they're lovely practicalities, too, because they wash and dry in a jiffy, need little or no ironing. Choose from exciting multicolor prints.

for misses and half sizes

RAYON BEMBERG DRESS BUYS!

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Silken-soft rayon Bemberg... whisper-soft to wear, a cinch to launder! Simply, classically styled — they're the dresses to fit any occasion with a mere switch of accessories all summer long! They're tempting buys at only 3.98... why not choose more than one print at this low price?



You're a Doll in the "LITTLE GIRL" LOOK DRESS

\$12⁹⁰



The fashion "steal" of the year... at Penney's now! Juniors take on the "little girl" look in demure, patterned cotton dresses! Cool, sleeveless styles with dainty, feminine details to point up that "ever young" look. Pastel perfect colors in junior sizes.

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Now is the time to Change over, with ENSIGN CARBUREATION EQUIPMENT. Let Blanton Butane convert your tractor today.

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Northwest Hereford News

By Mrs. R. C. Childers
Mr. and Mrs. A. P. Hodby and
Donna Jean were supper guests in

the home of Mr. and Mrs. R. E. Hargis and daughters Linda and Jan Sunday.

Dinner guests in the Leona and Leroy Packard home Sunday were Mr. and Mrs. Charles Packard and daughters, Mrs. C. J. Troxell and Dorothy, Mrs. R. E. Greathouse and family and Mr. and Mrs. L. N. Blevins of Lubbock.

Mrs. Leona Packard and sister, Dorothy Troxell made a business trip to Amarillo Monday.

Mr. and Mrs. Marvis Southward and son spent Mother's Day with her parents in Lubbock.

Mr. and Mrs. Orville Southward of Headrick, Okla., spent Saturday afternoon visiting in the home of her brother, Marvis Southward, and family.

Mrs. W. E. Holecomb and Mrs. J. T. Richardson were ill and unable to attend the regular meeting of the Cultural Home Demonstration Club Thursday.

Michael McDonald moved his parents, Mr. and Mrs. J. H. McDonald, to Amarillo Wednesday where they will operate a tourist court in the west part of town.

The bridge washed out on the road going north from Summerfield on a west fork of the Tierra Blanca Creek Tuesday night, causing bus driver Purris Williams to be an hour late in making his route in this vicinity. The water was flowing about two feet deep over the first crossing from Harrison to Highway 60 about 5:30 o'clock Tuesday afternoon, when your correspondent attempted to cross, decided it would be too dangerous and backed one-half mile to turn around and came home by way of Hereford.

Mrs. Leona Packard was hostess for the Cultural Home Demonstration Club Thursday.

Mrs. Edgar Telchik was elected as a nominee to go to the state

meeting in Dallas.

Mrs. R. C. Childers attended a committee meeting for the H. D. Choral Club in the home of Mrs. Taft McGee Thursday afternoon.

Members of the producers market committee met in the home demonstration agent's office Friday morning to make additional plans for opening a market in the near future. Members attending were Mrs. Roy Lee Wilson, Mrs. W. R. Scarth, Mrs. Tom Draper, Miss Evelyn Bell, and Mrs. R. C. Childers, who serves the group as chairman.

Westway News

Combs and Saulcy
Mr. and Mrs. Joe Landers and Ross Joe were dinner guests in the W. B. Nunley home in Hereford Sunday. Others present were Mr. and Mrs. Guy Lawrence and Melba Gay, R. M. Gunn, Mr. and Mrs. Forrest Ricketts and Janet Lee, and Mr. and Mrs. Jim Madole of Clovis, N. M.

Cliff, Billy Dan and Eugene Combs, and Teddy Alsup of Amarillo spent the weekend in the W. E. Combs home in Plainview. Mr. and Mrs. Elmer Combs were dinner guests in the W. E. Combs' home Sunday. They also called on Mr. and Mrs. Bert O'Connor in Plainview and Mr. and Mrs. Finis Wright in Dimmitt.

Mrs. G. C. Merritt, Mrs. Clarence Saulcy and Mrs. Woody Cummings were callers Monday in the Carl Smythe home in Hereford. Ross Joe Landers spent Sunday night in the home of his sister, Mrs. W. B. Nunley.

Mrs. Clarence Saulcy went to a bone specialist in Amarillo Tuesday to have her finger examined. Mrs. Saulcy will enter the hospital to have surgery next week. Mrs. Elmer Combs, Mrs. Woody Cummings and Mrs. Carl Smythe of Hereford accompanied Mrs. Saulcy.

Rosebud corsages were presented to each mother before church services Sunday morning. There were 87 present and the Methodist pastor, C. T. Jackson, filled the pulpit.

Mr. and Mrs. Carl Smythe of Hereford were supper guests in the Woody Cummings' home Monday night. After supper guests were Mr. and Mrs. Joe Wagner, Mr. and Mrs. G. C. Merritt and Mr. and Mrs. Clarence Saulcy. The group enjoyed several games of pitch.

The much looked for and needed moisture was fully appreciated by every farmer in this community. Precipitation ranged from an inch to better than three inches. The dry land farmers in the west and northern part of the community feel that hopes for a grain crop have been restored. Many irrigation wells have been turned off and the farmers will be ready for plantings as soon as it is dry enough.

Mr. and Mrs. Roy Landers and Glynda Kay were supper guests in the Joe Landers' home Monday night.

Mr. and Mrs. P. B. Sowell have spent several days in Amarillo with their daughter, Margaret, who is in Northwest Texas Hospital. They have also visited Sgt. and Mrs. David Sowell and Diane.

Joint Piano, Voice Recital Set For Tuesday

Piano students of Mrs. B. Y. Crosthwait, and voice students of Mrs. C. J. Mountz, will be presented in a joint recital at 8 o'clock Tuesday evening in the educational building of the First Baptist Church. Merle Carmichael, guest pianist, will present one selection. Those who will appear are Sara Gillentine, Gale Blythe, Nancy Mauk, Judy Bradley, Sandy Blythe, Sandra Roberson, Carlie Smith, Linda Smith, Charlotte Moore, Nancy Boardman, Terry Smith, Pamela Clay, Eddie Skypala, Greg Combs, Sally Whiteside, Judy McGee, Bobby Jackson, Anne Wingert, Ann Smith, Van Smith, Carla Sue Crosthwait, Gayle Newell, Sharon Tinnin and Gary Roberson.

Guest Entertained With Informal Coffee

Mrs. W. K. Krumbain entertained Thursday morning with an informal coffee honoring her aunt, Mrs. Pearl Hallenberg of Minneapolis, Minn., who has been a guest in the Krumbain home for the past week.

Those attending to meet the Minnesota guest were Mesdames H. M. Cogswell, Ralph McCullough, J. R. Allison, Maynard Buck, O. P. Cowart, J. R. Johnson, Lee Conklin, Henry Hastings, T. E. Seigler

Westway Home Demonstration Club which was to have met in the Leo Ohlig home was postponed due to illness. The next regular meeting will be May 28 in the home of Mrs. G. C. Merritt.

Mr. and Mrs. Harold Rudd and children of Estancia, N. M., spent a few days last week in the home of their parents, the Paul Rudds, and the R. A. Wells of Hereford. They returned to their home Tuesday.

Mother's Day visitors in the Bill Franks home were Mr. and Mrs. W. C. Meharg, Cleveland and Melton, Mr. and Mrs. Ralph Singletary, Judy, Duane and Eddie. Mr. and Mrs. E. O. Mays, Linda and Gloria and Billy Martin of Amarillo and Mrs. S. A. Mays of Arlington. Mrs. Mays is the mother of Mrs. Franks.

Mrs. W. B. Nunley, Ronnie and Rickie of Hereford and Mrs. Elmer Combs were callers Wednesday in the Joe Waggoner home.

Mr. and Mrs. Grady Wilson Jr., Jay Lynne and Manely Ann of Spurgis, S. D., spent several days in the Elvin Wilson home and visiting old friends in the community.

Homer Rudd of Ft. Bliss, Mr. and Mrs. Harold Rudd and children of Estancia, N. M., and Mr. and Mrs. Kenneth Rudd and children ate Mother's Day dinner with the Paul Rudds.

Mrs. Bess Werner, Mrs. Johnnie Turrentine and Mrs. Joe Landers were callers Thursday in the P. H. Gilliland home in Hereford.

J. B. Little spent last week visiting in the home of his daughter, Mrs. C. C. Griffin, in Amarillo. Mr. and Mrs. Griffin brought him home last weekend.

Brother C. T. Jackson was a dinner guest in the Clarence Morrison home Sunday. Others present were Mr. and Mrs. Merlin Kaul, Larry and Walter, and Mr. and Mrs. Jimmie Thomas, Deidra, Dannie and Debbie.

Jr., J. T. Gilbreath Jr., B. F. Cain, Dick Miller, B. M. Wiltshire, D. H. Alexander, Joe Smith and Mildard Nobles, and Miss Bea Barrett.

Mrs. Hallenberg was enroute home from Marino, Calif., where she visited relatives and stopped here for the brief visit before returning to her home Saturday.

Temple Baptist Young People Are Entertained

Mr. and Mrs. T. B. Cox entertained the Young People's class of the Temple Baptist Church with a party in their farm home Thursday night.

Members of the group were entertained by ring games and pen-

cil game contests. Refreshments of punch and sandwiches were served to the following young people: Peggy Sowell, Leroy Packard, Doyle Cox, Jackie Allman, Jean Glass, Mary Beth Sparks, Mrs. Russel Pogue, Frank Jones and the host and hostess.

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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 top condition.

Your Doctor of Sick &

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Anyone interested in buying a tourist court in good mid-West Texas towns -- send your inquiries to P. O. Box No. 175, Joshua, Texas.

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and time to run those

New Sidewalks And Driveways

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for Redi-Mix Concrete!

Crowe-Gulde Cement Co.
of Hereford
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Step --- High, Wide & Handsome for GRADUATION - And All Summer!

City Club
SHOES for MEN

BEST BUY BAR NONE!

Keep Cool, too! City Club's new summer styles were designed with the weather in mind. See these great new styles ... all sensibly priced!



All sizes and widths



\$11.95 to \$14.95

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GRADE A RAW MILK

Delivered Daily

Gallons Only 80c

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Buy \$9.00 Coupon Book GOOD FOR 12 GALLONS

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Like Mother - Like Daughters

squaw dresses



Dad's best girls look alike in colorful, gay Basila Squaw Dresses. Scooped sunshine tops, wide sashes, and twice-encircled flounced skirts add up to just what the whole family likes best! They're made of fine cotton broadcloth, enhanced with Indian Print in gold or aqua with black.

Sizes 10 to 18

\$5.95

Sizes 3 to 6X

\$3.95

Sizes 8 to 14

\$4.95

RUTHERFORD & CO.

Sunday Afternoon Piano Recital Set

Piano students of Mrs. Bill Brady will be presented in a recital held Sunday afternoon at 3 o'clock in the First Christian Church. The public is cordially invited to attend the program.

Those who will take part in the recital are Cheryl Edmondson, Connie Keat, Carol Keat, Martha Wiltshire, Twyla Springer, Margaret Boomer, Alice Merland Sue Springer and Peggy Gilbreath.

Each earthworm is both a male and a female.

An ostrich usually has a nest of 32 to 45 eggs.

Tails of comets always point away from the sun and scientists believe this is caused by the pressure of ions on the material in the tail.

COMPLETE RADIATOR SERVICE



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Hereford Radiator Serv.
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W. G. (BILL) HARRIS makes a suggestion to Dr. J. A. Hill concerning the inscription to be placed in one of the complimentary copies of "One Main's Faith" during the autograph party held Thursday afternoon in the B. E. Roberson home. (Staff Photo)

Let's Cook Something



Ribbon Salad — Just Right for Spring and Summer Days

Jellied salads take on a starring role during the spring and summer months and this Ribbon Salad has lots of eye appeal and adds glamour and palatability to any meal. It is quite versatile too, and ideal for parties or luncheons. Children love this salad which makes it appropriate for birthday parties as well as for the oldsters.

Mrs. Roger Brumley's sister-in-law, Mrs. J. O. Baker of Dallas, uses this recipe often. Since Mrs. Brumley has been using it her family favors it over any other salad. Make it in advance for leisurely serving as desired.

Ribbon Salad

Part 1 — Mix 1 box of Strawberry Jello in 2 cups of boiling water and chill. Pour into a square or oblong Pyrex dish and allow to set in refrigerator.

Part 2 — Place 20 marshmallows in top of double boiler and allow to melt. When melted, mix 1 box of Lemon Jello with 3/4 cup boiling water and stir well. Pour over marshmallows and beat well. Then add 1 small package of Philadelphia Cream Cheese and beat with electric mixer until smooth. When thoroughly cool, mix 1 cup of sweet cream (whipped) with Jello mixture and chill but do not allow to set. Pour over Strawberry

The Sunday Brand, Hereford, Texas, Sunday, May 16, 1954

Jello mixture already set, and return to refrigerator to set. Cut in squares to serve.

Part 3 — Mix another box of Strawberry Jello and water exactly as part 1, and chill but do not allow to set. Pour over the Lemon

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29.95 22.00

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Size 10 Thru 20

10 Wool Suits

	Reg.	Now
Navy Size 7	\$55.00	\$28.00
Navy Size 9	\$55.00	\$28.00
Sharkskin Size 12	\$49.95	\$25.00
Red Size 12	\$69.95	\$39.00
Beige Size 12	\$69.95	\$39.00
2 Boxy Size 13	\$55.00	\$28.00
3 Silk Size 12, 14, 16	\$79.95	\$40.00

9 Wool Toppers

	Reg.	Now
3 White, Size 8, 12, 14	\$39.95	\$19.00
1 Pink Size 12	\$39.95	\$19.00
1 Red Size 10	\$39.95	\$19.00
1 Beige Size 12	\$39.95	\$19.00
1 Sharkskin Size 12	\$35.00	\$17.00
1 Rose Size 12	\$49.95	\$23.00
1 Blue Size 10	\$49.95	\$23.00

Large Group

Size 32 to 38

COTTON BLOUSES

Ship & Shore Short Sleeve

\$1.99

Group of Linen

SKIRTS

Reg. to \$17.95

Size 10 to 18

\$6.00

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BLOUSES

- Linen
- Pure Silk

Reg. \$7.95 to \$10.95

\$5.00

Ladies Nylon

HOSE

Dark Seams

Spring Colors

69¢

1 Special Group Ladies

DRESS SHOES

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Odd Lots

Broken Sizes Values to \$10.95

Price **1/2**

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EVERY ELGIN WATCH REDUCED 20%

ALL NEW 1954 MODELS!

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EASY CREDIT, TOO

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Greatest Saving Opportunity in ELGIN'S 90-Year History ENDS SOON!

Buy Now For Gift Giving and SAVE!

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VALERIE 17 jewels, Nylon cord. Regular Price \$27.50. **NOW ONLY \$30.00**

Lord Elgin ALDRIDGE 23 jewels, 14k gold filled. Reg. price \$71.50. **NOW ONLY \$57.20**

DONORA 19 jewels, 14k gold. Regular Price \$71.50. **NOW ONLY \$57.20**

SIBBY 17 jewels, Curved crystal. Regular Price \$27.50. **NOW ONLY \$30.00**

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FAIRBANKS 17 jewels, Self-winding. Regular Price \$69.50. **NOW ONLY \$55.50**

Prices incl. Fed. Tax

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EVERY ELGIN has Guaranteed DURAPOWER MAINSPRING The Heart That Never Breaks

Hospital Notes

Patients in the Hospital

Mrs. R. E. Barrett, H. I. Nickerson, Lula Morgan, Clifton Ray Leasure, O. G. Hill Sr., Mrs. Ervin Robinson Sr., Cora Elma Geer, Jerry Wayne Campbell, Samuel Verdon Watts, Kenneth Charles Laing, Mary Alice Dobson, E. F. Byrd, J. F. Miller, Mrs. Lois Dobson, Melvin Burgess, Clay H. Angelo, Mrs. G. A. F. Parker, Mrs. Glenn Watts, A. H. Howell, Mrs. Clyde Barker, Mrs. Ola Green.

Patients Dismissed

Mary Lou Aven, 5-11; Beneva Saiz, 5-13; Mrs. Olin LaPlant, 5-12; Juanita Buckmaster, 5-13; Margaret Buckmaster, 5-13; John Wesley Higgins, 5-13; Augustine Gregory, 5-12; Eddie Martinez, 5-11;

Births

Sons to Mr. and Mrs. Clyde Barker, 5-14; Mr. and Mrs. R. E. Barrett, 5-14.

Wilma June Sisco, 5-11; Irene Galois, 5-12; Mrs. Paul Jones, 5-10; William F. Newman, 5-11; Mrs. Sasava Carino, 5-11; Donald James Stevens, 5-12; Terry Linebaugh, 5-14; Elmer Jack Reynolds, 5-14; C. V. Cave, 5-14; Barbara Ruth Ledford, 5-15; Mrs. Don Little, 5-14; James Boever, 5-12; Pauline Rodrigue, 5-11; Ann M. Combs, 5-4; Antonio Sarsosa, 5-11; Helen Parsons, 5-12.

Pledge Tea Held By Wesley WSCS

Members of the Women's Society of Christian Service of the Wesley Methodist Church held a pledge tea at the church Tuesday evening.

Mrs. Robert Sparks conducted the devotional lesson on "Because He Loved—Been Given Much." The candle lighting pledge service was presented by Mrs. Gladys Davis, assisted by Mrs. George Terry, president of the WSCS, and Mrs. I. H. Willoughby.

Mrs. Vance Crume, assisted by Mrs. Glenn Watts, presided at the refreshment table where first in varied shades of purple were used in decoration.

Those attending were Mesdames E. L. Nangle, George Terry, Glenn Watts, C. E. Watts, C. W. Riddle, Vance Crume, C. E. Williams, Audrey Bell, A. L. Logan, W. N. Roberts, Robert Sparks, Gus Randall, I. H. Willoughby, Gladys Davis, Joe Marshall, E. H. Lee, Emma Sanders and S. F. Grant.

Mrs. and Mrs. Jimmie Jesko, and children of the Black Community returned recently from Garden Grove, Calif., where they attended the funeral of Mrs. Jesko's mother, Mrs. Bert Thomas.

Mr. and Mrs. Floyd Harrison and Charlie of Hugoton, Kan., arrived in Hereford Saturday to spend the weekend with his parents, Mr. and Mrs. R. W. Botsford, 420 Avenue E.

FREE A WONDERFUL NEW CONTOUR MATTRESS PAD AND COVER

with your purchase of a *Morning Glory* CHAMPION MATTRESS!

Get FREE with your purchase of a Morning Glory Champion Mattress a wonderful new kind of contour mattress pad and cover. It's a \$7.95 retail value and a double duty beauty! Protects your mattress and saves wear—deep fitted skirt with elastic insures snug fit over mattress. Reversible and washable.

Come in NOW... sleep in double cushioned comfort on the Morning Glory Champion Mattress—It's America's top value in quality bedding. Get your FREE contour mattress pad and cover! Offer for limited time only!

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Come in—Start Enjoying MORNING GLORY Comfort NOW!

They'll Vie For Pioneer Queen



SHIRLEY SHARP DOROTHY CLEARMAN NANCY SMITH



SYLVIA McCRACKEN MARTHA JEAN BROWN DONNIE JOHNSON



WANDA SUE WIMBERLEY CONCEPCION GARCIA NAN LONGBOTTOM

Each of the queen candidates was chosen for special reasons. SHIRLEY SHARP, sponsored by the Kiwanis Club, is club sweetheart. Daughter of Mr. and Mrs. Lowell Sharp, Shirley is secretary of the First Baptist Church. DOROTHY CLEARMAN, wife of Deaf Smith County Agricultural Agent Hugh L. Clearman, is being sponsored by the Young Mothers' Study Club. NANCY SMITH, Hereford High School senior, is being sponsored by the Star Theatre. Nancy, daughter of Mr. and Mrs. G. W. Smith, is a member of the High School band.

SYLVIA McCRACKEN, sponsored by the Bay View Study Club, is the daughter of Mr. and Mrs. J. C. McCracken. A High School sophomore, Sylvia was chosen class favorite this year, and is a twirler in the band. MARTHA JEAN BROWN, sponsored by the American Legion Auxiliary, is the daughter of Mrs. C. O. Brown. Drum major of the High School band, she has received the High School Citizen's Award, and had the honor of attending Girl's State recently. DONNIE JOHNSON, daughter of Mr. and Mrs. W. T. Johnson, Friona Route 3, is being sponsored by the Hereford High School Future Homemakers of America chapter, of which she is a member.

WANDA SUE WIMBERLEY, daughter of Mr. and Mrs. Carl

Wimberley of Dawn, is being sponsored by Rodgers Grain Co. of Dawn. A High School senior, her main interest is in the study of music. She is a member of the Pep Club and has served on the staff of the school paper. CONCEPCION GARCIA, daughter of Mr. and Mrs. Stephanjino Garcia, is being sponsored by the Sociedad de San Jose. She was chosen Cinco de Mayo queen. NAN LONG-

BOTTOM, daughter of Mr. and Mrs. Perry McMinn of Summerfield, is sponsored by the Hereford Junior Chamber of Commerce. She has served as a High School cheer leader during the past year.

FRANKIE CULPEPPER, daughter of Mr. and Mrs. O. H. Culpepper, is sponsored by the Camp Fire Leaders Association. Frankie has been a member of Camp Fire for years, and is now serving as an assistant leader. SUE BARNARD, daughter of Mr. and Mrs. Dennis Barnard, is sponsored by the La Plata Study Club. A cheer leader this year, she is a member of the senior class. GAYLE GAULT, daughter of Mr. and Mrs. Howard Gault, is sponsored by the Hereford Lions Club. She is club sweetheart, and was the club's candidate for district Lions Clubs queen. Gayle was also elected basketball sweetheart at the High School.

MEREDITH IRELAND, wife of Woodrow Ireland, is being sponsored by the Business and Professional Women's Club. Mrs. Ireland is interested in all forms of sports. She has won several trophies in tennis, and is secretary of the Hereford Riders Club. PEGGY SEWELL, daughter of Mr. and Mrs. Claud Sewell, is sponsored by the Hereford Motor Company. In 1953, she was a candidate in a Canyon High School sweetheart contest. MELBA FUDGE, wife of Don

(Continued on Page 2)



MRS. EARLENE WALTON
Pioneer Queen Contest
Chairman



ANN LINE

Women's Activities

Social Events — Clubs — Civic Interests
Hereford, Texas, Sunday, May 16, 1954 SECTION TWO



FRANKIE CULPEPPER SUE BARNARD GAYLE GAULT



MEREDITH IRELAND PEGGY SEWELL MELBA FUDGE



TEXIE GYLES PAT HAMPTON PAULINE HOWARD



MEMBERS OF THE GOLDEN CIRCLE Class of the First Baptist Church honored members of the Dorcas Class and other friends at a covered dish luncheon at the church on May 7. Back row, from left are: Mrs. Jeff Roberson, Mrs. C. E. Beauford, Mrs. Hazel Sparks, Mrs. R. L. Criswell, Mrs. Roy Thompson, Mrs. G. P. Owen, Mrs. Glenn Boardman, Mrs. H. M. Benson, Mrs. Alice Cox, Mrs. Leonard Davis, Mrs. E. Ward, Mrs. R. E. Caddell, Mrs. G. E. Harris and Mrs. H. D. Goldston. Seated are, from left: Mrs. O. M. Dickey, Mrs. C. E. Hood, Mrs. R. H. Hale, Mrs. O. H. Herring, Mrs. J. E. Young and Mrs.

W. I. Jones. Mrs. Alice Cox was general chairman. Mrs. R. L. Criswell served as entertainment chairman. Rev. Howard Scott gave the invocation and Mrs. Howard Scott sang a solo. Special music was presented by Mrs. Roy Colvert. Mrs. C. E. Hood gave the Scripture reading. The welcome was presented by Mrs. O. H. Herring and the response by Mrs. J. M. Gilliland. Mrs. R. H. Hale gave a tribute to "Mothers" and a reading "Mother's Dress" was given by Mrs. G. P. Owen in conclusion. (A. O. Thompson Photo)

DWI Released For Medical Reasons Monday

An Albany, Texas man, who plead guilty to a charge of driving while intoxicated, spent only about two days in the county jail on a 10-day jail sentence before being released for medical reasons.

Thomas Collier Moore, the defendant, was picked up about 10:30 o'clock Friday night by the Highway Patrol, after having been followed for some distance because traffic was so heavy that the Patrol car could not get along side the truck-trailer Moore was driving.

Saturday morning Moore waived a jury, and was tried by County Judge Horace L. Schloss, who fined him \$75 and sentenced him to 10 days in the county jail.

Monday a special hearing was held, at which time it was established that Moore had a heart ailment, and it would endanger his life if he was kept confined to the county jail.

After hearing the testimony, Judge Schloss rescinded his former judgment, and Moore was released from custody.

Moore was the ninth person to be convicted this year of driving while intoxicated in Deaf Smith County. Moore's Texas commercial operator's license was surrendered to Judge Schloss Saturday, and he was informed that his privilege to drive any type of motor vehicle in Texas was suspended for a period of time not to exceed one year.

Pedestrian Casualty
BATAVIA, N.Y. (AP). — Mrs. Ethel Rood, 65, went to the hospital with head injuries from a collision with another pedestrian.

Husky Cripple
ST. LOUIS (AP) — Police are puzzled. A burglar who broke into a grocery and made off with 88 pounds of coffee, butter, cheese and sausage and 20 cartons of cigarettes, forgot his crutch.

Among some species of birds, one egg in the nest is markedly different from the others. The sea and inland waters produce only about 1 per cent of the world's human food.

Cook Better— Spend Less— With an Automatic GAS Range



Illustrated above is a new deluxe Norge automatic gas range. This range features automatic ignition for burners, oven and broiler.

Leave it to the girls to know a bargain! West Texas homemakers know that gas cooking gives them instantly accurate, clean, visible heat. And they pay less for it than for any other all-automatic fuel. They also know that the modern range built to "CP" standards gives them every cooking advantage. See the ranges built to "CP" standards at your dealer's today. No range is more automatic.

Pioneer Natural Gas Company

FUEL FOR A GROWING EMPIRE

Each Of

(Continued from Page 1)

Fudge, is sponsored by La Madre Mia Study Club. She is interested in club activities, and the work of the Jaycee-Ettes.

TEXIE GYLES, wife of Frank A. Gyles Jr., is being sponsored by the Veterans of Foreign Wars. She is active in the work of the VFW Auxiliary. PAT HAMPTON, wife of Bill Hampton, is being sponsored by Deaf Smith County Electric Co-operative. A book-keeper in the co-op office, she is interested in all types of rodeo activities. PAULINE HOWARD, sponsored by the Jaycee-Ettes, is the wife of Bill Howard. She is assistant cashier at the Hereford, Texas Federal Credit Union.

ANN LINE, wife of County Attorney J. Edward Line, is being

sponsored by Texas Kappa Iota chapter, Beta Sigma Phi sorority. She was recently elected sweetheart of the Beta Sigma chapter.

Personals

Mother's Day guests in the home of Mr. and Mrs. Charles Newell were their daughter, Miss Jacqueline Newell of Amarillo, Bill Riggs of Amarillo and the Newell's niece, Miss Marilyn Sutton of Texas City who is a student at Texas Tech, Lubbock.

Mrs. C. P. Statts of St. Louis, Mo., is a guest in the home of her brother, G. W. Newsom.

Mr. and Mrs. Ray McCullough and daughter Mary Lou were guests of relatives in Oklahoma City the past weekend.

Mrs. A. L. Manjeot, District 1 Governor, Texas Garden Clubs Inc. was in Snyder Wednesday to conduct a flower arranging school for the Snyder Garden Clubs.

One mine at Greensboro Pa. has 300 miles of underground railroad and is classed as the largest bituminous coal mine in the world.



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PITMAN GRAIN CO.



PAINT-UP CLEAN-UP FIX-UP WEEK

May 17th - 22nd

THRIFTY HOMEOWNERS Will Make

Rockwell Bros. & Co.

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Knowing that at Rockwell Bros. & Co. They Will Receive

QUALITY BUILDING MATERIALS AT BUDGET PRICES!!

SEE ROCKWELL BROS. TODAY

PAINT UP CLEAN UP FIX UP

Always Use Materials From

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Phone 4

ADRIAN NEWS

By Annie Leslie

Mrs. and Mrs. E. N. Jacobson and Mrs. Anna Witt visited in Amarillo last Sunday with Mr. and Mrs. Wilson Arden and family.

Guests of Mrs. Loren Creitz Monday were Mr. and Mrs. Bob Morrison and children of Dennison.

The sophomore class had a wienie roast Wednesday night at the home of Mr. and Mrs. Ernest Frank. The group played games and watched television. All the sophomore and their sponsor, J. H. Callender, attended.

Mr. and Mrs. Bill Leslie and Margaret attended a show in Hereford Sunday.

Mrs. T. A. Preston of Amarillo visited over the weekend in the home of Mr. and Mrs. A. H. Polk. Betty Chadwick and Johnny of Tampa also visited over the weekend.

Mrs. V. E. Lemke is in a hospital in Temple recovering from an operation. She is reported to be doing better but it isn't known when she will be able to return home. Her address is Room 122, Scott and White, Temple, Texas.

Fishing at Conchas. Mr. and Mrs. Don Morgan, Donnie and Kippy were fishing this weekend at Conchas Dam, N. M. They reported the fishing to be unusually good.

F. W. Shuyler of Woodward, Okla., visited Monday and Tuesday in the Ernest Frank home. Mr. Shuyler and his family are going to move to Texas. He will be employed by the Birdwell Ranch.

Rev. Ralph Odum left Tuesday for the Methodist Camp at Ceta Canyon. Instructors from all over the district are meeting there to work out the programs for this summer's camps. He will return Thursday.

The Adrian Parent-Teachers Association met Monday at the High School auditorium. The program, a one-act play, was presented by the speech class under the direction of Mrs. Ted Bones. Following the play, P-TA president M. W. Blankenship, called the meeting to order and Mrs. R. L. Pinnell read the minutes of the last meeting.

A. P. Jones, superintendent, installed the officers for the coming year. After the meeting refreshments of punch and cookies were served by the hostesses, Mrs. Leiby Ballard, Mrs. Jake Fortenberry and Mrs. E. H. Mosteller.

Hostess To Seniors. Mrs. R. M. Grubley was the hostess at a supper given for the

senior class of Adrian High School May 4. Mrs. Grubley served ham, vegetables, salad and ice cream and cake. Guests were: Arthur Jewett, Moran Pounds, Billy Briggs, Billy D. Brown, Bobby Allen, John Powers, Joan Sheets, Lyla Mae Tompman, Mary Grubley and Mrs. Ted Bones.

Mr. and Mrs. Allen P. Jones, Raymond and June, and Annie Leslie were on a trip to Austin Thursday, Friday and Saturday, where Annie was entered in the state ready writing contests Friday. Annie did not place in the events. They stayed all night Friday in Abilene with Mrs. Jones' sister and husband, Mr. and Mrs. Earl Johnson.

The Adrian Women's Society of Christian Service was hostess to the Adrian seniors and their guests and the high school faculty and their wives Thursday morning at a breakfast. The table was laid with an aqua cloth and was decorated with maroon and white crepe paper streamers and bouquets of flowers.

The menu consisted of bacon scrambled eggs, grapefruit, hot biscuits and sweet rolls with cocoa or coffee.

Edward Pinnell visited last weekend with Lloyd Heaton.

Mrs. Hazel Chilton was a dinner guest of Mrs. W. F. Fisher Sunday.

Mr. and Mrs. Haber Holder and girls visited last weekend in Eldorado, Okla., with Mr. Holder's mother, Mrs. J. D. Holder, and Mrs. Holder's sister, Mrs. Jessa Myers. They also attended the birthday celebration of Mrs. Holder's brother, J. T. Myers, in Roosevelt Sunday.

Mr. and Mrs. Harry Badger and Mr. and Mrs. George Trout of Denver visited last weekend in the W. F. Fisher home. Mrs. Trout is a cousin of Mrs. Fisher.

The Adrian Women's Miscellaneous Society honored the High School seniors and the High School faculty and their wives with a dinner May 7 given in the Baptist Church. A May theme was used for the decoration and a lovely meal of chicken and dressing, cranberry sauce, vegetables and angel food cake topped with strawberries and whipped cream was served by the ladies.

Rev. Darrel Gaut gave the invocation and Marjorie Allen gave a reading entitled "May Madonnas." Mrs. Bones also gave a class prayer.

Walden Tamm of Amarillo, was in Adrian Wednesday holding a meeting to organize a Boy Scout Troop in Adrian. Plans were made for the troop and Allen Jones was elected scoutmaster. Loren Creitz was elected chairman of the Boy Scout

Letter To The Editor

Dear Editor:

I wish to call to your attention your report of a school board meeting held at Hereford High School May 11, 1954 and published in the Hereford Brand, May 13, 1954.

I think such report is incomplete as it states the reasons given by one member who voted against a motion but does not state the reason given by a member who voted for the motion.

Being the member who made the motion I wish to repeat for publication my remarks made in introducing the above mentioned motion. I also wish to include some remarks made on other questions that came up in the meeting.

The statement that I read at the school board meeting, and the motion that I made, are as follows: "Due to the fact that conflicting statements have been made in the past and are being made at the present time in regard to school finances and believing it will make for better understanding among our people, resulting in more harmony and all-around satisfaction, I wish to make the following motion:

"Mr. President, I move that we as the board of trustees of the Hereford Rural High School District arrange to have published in the Hereford Brand, a newspaper in Hereford Texas, in the issue following every meeting of this board, a complete and itemized statement of all disbursements for purchases and services, contractual or otherwise, to any person or firm, excepting salaried employees, and that said statement include the amount paid out to whom paid, and for what service or purchase.

"I also move that the first statement so published include an itemized account of all monies spent or contracted to be spent from the \$850,000 building fund."

In regard to auditorium seating the chair that I pointed out and said I was in favor of buying is not a plain flat board. It had the same steel framing in the hinges, sides, arms and supporting members as the most expensive chair we were shown, with back and seat form-fitting, and made of highly finished, highest quality wood obtainable, resulting in as beautiful and durable a chair as it is possible to build.

Committee: Rev. Ralph Odum, finance officer and Rev. Darrel Gaut, chairman of the examining committee.

I also stated that I believed the other departments of the building such as the classrooms, shop and commercial department were not going to be properly furnished if we were extravagant on some parts.

Since we were not extremely extravagant in the selection of the chair we purchased, I am pleased with our decision.

There were 12 visitors who stayed through all or that part of the meeting they were permitted to attend. I don't know how many realized their exclusion and left while the door was closed.

To all visitors I wish to apologize for the way you were treated. I hope you and many more of our interested patrons will attend all regular board meetings trusting you will be treated more courteously in the future.

Respectfully
H. H. Miller

At The Movies

RIDE CLEAR OF DIABLO

Showing Sunday, Monday and Tuesday at the Star Theatre.

Starring Audie Murphy, Susan Cabot and Dan Durvea.

When any young man sets out to avenge the murder of his father and brother it always adds up to exciting adventure and breathtaking entertainment. With Audie Murphy as the young man only adds to the already excellent melodramatic western.

Dan Durvea, as a laughing bad man is outstanding and it is hard to tell if Susan Cabot is for or against Murphy.

Filmed in Technicolor, "Ride Clear of Diablo" should prove to be one of Murphy's better pictures.

VICKI

Showing Wednesday and Thursday at the Star Theatre.

Starring Jeanne Crain, Jean Peters and Elliott Reid.

Audiences can expect to be tense and mystified through this dramatic murder mystery drama, which is based on a novel by Steve Fisher.

Suspense mounts as love, murder and insanity mingle together to make it seem as though anyone in the movie might be guilty of the murder.

Jeanne Crain, as the star, gives her usual deft and heart-warming performance, sharing feminine acting honors with Susan Peters.



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SUPER KEM-TONE WALLS!



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... you yourself can add the beauty of shimmering designs to Super Kem-Tone walls. Just roll them on, with a special new roller and the new sensational Applikay patterns in paint. It's easy, fast ... no mess, no splatter. ... it's every bit as washable as Super Kem-Tone.

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With them you can achieve many different effects. Roll the one you choose on one or more times. Roll one over another to create a design of your own. You have unlimited possibilities to express yourself in combinations of design.

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All with a shimmering lustre that shimmers and changes with the direction of light and angle of view. Use one or more Applikay colors with any pattern or combination of patterns you may choose. ... they all harmonize with Super Kem-Tone colors.

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COME! See For Yourself!

May 17th thru 22nd
Is
Clean-Up, Fix-Up,
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SEE

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PHILCO

Electric Range With the
BIGGEST

WIDEST OVEN

In Any FULL SIZE 40"

RANGE!



ON DISPLAY

At The

ALL ELECTRIC Cooking School

THURSDAY, MAY 20th

Also Other Philco Appliances on
Display

Hereford Furniture Co.

Corner 4th & Main

Phone 823

The

FEATURE ATTRACTION

of the

ALL ELECTRIC COOKING SCHOOL

Will Be the New
Westinghouse Electric Range

With The

New Electronic Unit!



— Remember —

YOU CAN BE SURE...IF IT'S Westinghouse

H & H FURNITURE CO.

Across Street from Post Office

Phone 19



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The Sunday

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Parker Bros. Builder's Supply

H & H FURNITURE

HEREFORD

BRING YOU HEREFORD'S FIRST FEAT

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PRIZE

ELECTRIC

RANGE!

(REGISTER AT THE DOOR)

FUN!

PRIZES!

RECIPES!



FERN BRANNEN

CONDUCTING

PUBLIC SERVICE HO

AT THE JIM-HILL

THURSDAY, MAY



SOUTHWESTERN
PUBLIC SERVICE

Register at our Display for a Prize that will
SOLVE YOUR FREEZER PACKING PROBLEMS

And See These Nationally

Known and Advertised Appliances

ON DISPLAY, THURSDAY, MAY 20th

The all-new

Space King



Estate ELECTRIC RANGES

International Harvester
World's leading freezers!



International Harvester
America's
most beautiful refrigerators!



Blackstone

Fully . . .
AUTOMATIC
FLEXIBLE
MECHANICAL

— a new kind of
automatic washer

HEREFORD IMPLEMENT CO.

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STALL-ELECTRIC COOKING SCHOOL

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HOTEL BALLROOM

20-2:30 P.M.



OVER \$500 IN DOOR PRIZES!

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DEALER'S BOOTH FOR
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| PHILCO RADIO | Hereford Furniture |
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Pop, Mom and ALL THE KIDS

Will Want to See
the

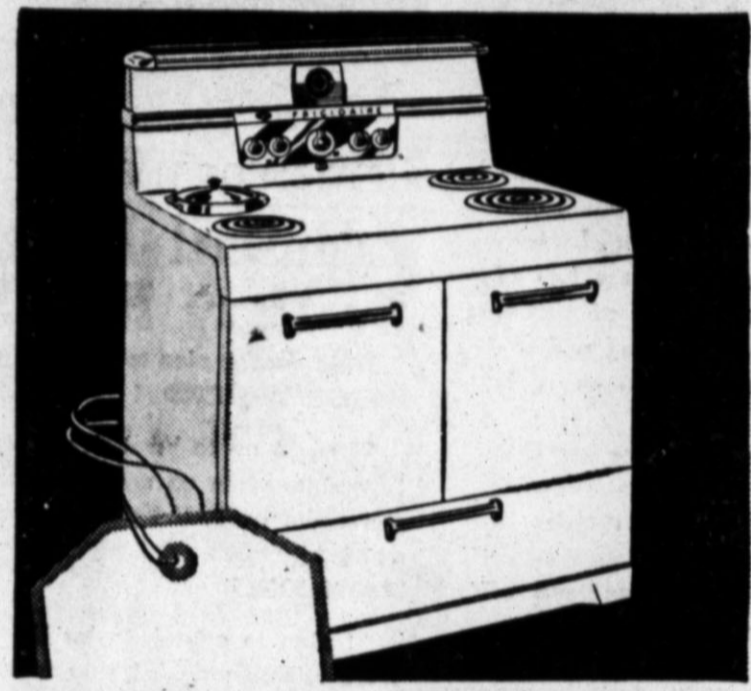
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AT THE ALL ELECTRIC COOKING SCHOOL

THURSDAY MAY 20th

New! FRIGIDAIRE *Deluxe* 20"



This Year's Biggest Bargain in Carefree Electric Cooking!

Here's modern, care-free, safe and sure Electric Cooking at its very best... and at a budget price! See how many advantages this Frigidaire Electric Range has over other ranges at much higher price!

Compare These Features!

- Cook-Master Oven Clock Control
- Double-Duty Thermizer
- Full-width Cooking-Top Lamp
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- Waist-high Broiler
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Built and Backed by
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In The Benefield Building

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YEA MAN!

It's off to see
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HOTPOINT

Push Button Electric Range
on display during the
Big

ALL ELECTRIC COOKING SCHOOL

THURSDAY, MAY 20th

MANY OTHER HOTPOINT APPLIANCES

Will Be On Display During

THE BIG ALL ELECTRIC COOKING SCHOOL

PARKER BROS. BUILDER'S SUPPLY

1306 Park Ave.

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Editorials

Cooking School Is Good Deal For You

Hereford's first All-Electric Cooking School will be held in Hotel Jim Hill Thursday afternoon, sponsored by various appliance dealers in the community. Preliminary plans indicate that the school will be complete in every detail, including door prizes totaling more than \$500 in value.

Admission will, of course, be free of charge and menus with the spotlight on summer eating will also be distributed free of charge to all ladies who attend the session. The entire deal, so far as the public is concerned, comes about as near to approaching "something for nothing" as any event ever scheduled in the community. Even those who

do not use electric cookery will find the recipes applicable to their own preferred type of cooking.

As one of the sponsors, The Brand feels that the Cooking School will furnish a definite purpose in the community. It will be entertaining, educational and, to a few, remunerative. There is no cost. There is no obligation to buy. Just be there, enjoy the evening and pick up scores of new recipes and wonderful cooking tips. Everyone is invited.

Fat Men Boosters

The secretary of Augusta's famous Fat Men's club, which received a social writeup in the Kansas City Times recently, takes issue with a sentence in a recent writeup. The man is right. His letter—

I see by Tuesday evening's Gazette that the members of the Fat Men's club are unanimously in favor of an improved Highway 54 direct from Augusta to Wichita. I also see a note to the effect that some of them buy their fishing tackle and bait in Wichita.

A careful pool of the members reveals that they are all home-town boosters, and that they purchase their fishing equipment and practically everything else here in Augusta. One or two members would not deny that they have picked up an occasional item in Wichita, but it was in a moment of weakness when they could not resist the lure of an unusually attractive display of tackle. Everyone who has the fishing bug will understand how helpless a fisherman is in such a situation.

The members wish me to assure you that they are in favor of the direct-to-Wichita route for Highway 54 mainly in order to entice Wichita residents to leave their noisy city occasionally for a few hours of peace and shopping in friendly Augusta.

Augusta (Kan.) Daily Gazette



**I'LL NEED SOME MORE!
DON'T CLOSE IT POP!**

QUESTION OF THE WEEK

Additional Education Planned By Many High School Seniors

What do you plan to do after graduating from High School?
MELROSE WHITFIELD

"I might go to West Texas State College after I graduate. I haven't made up my mind yet but if I do I will major in secretarial work. If I don't go to college I will probably get married."

FRANK JONES

"I plan to attend Baylor University at Waco and major in some scientific field. I may take a pre-medical course. I will have to work this summer to help get enough money to go to Baylor this fall."

GAYLE GAULT

"I plan to study music in Amarillo this summer and I am not sure of the college that I will attend this fall. I am considering attending the University of Oklahoma. When I go to college I plan to major in music."

LOTUS ROO

"I hope to attend Texas Christian University this fall. I will major in voice and I suppose I will teach after I finish college, that is if I can't get something better to do. I plan to work this summer if I can get a job."

DONALD MOORE

"I am planning to attend Baylor University after my graduation this month. I will major in History and I am thinking about teaching when I finish at Baylor. I suppose I will work on the farm with my parents this summer."

RALPH ATCHLEY

"I have made definite plans to attend West Texas State College if it is at all possible and major in radio and TV work. So far I have no plans for this summer."

LOGAN CUMMINGS

"After working in Littlefield this summer, I plan to attend Texas Tech this fall and major in physical education. I hope to be a coach after I graduate from Tech."



By Vern Sanford

Texas Press Association
AUSTIN — Governor Allan Shivers thinks that his opponent, Ralph W. Yarborough, "may be" receiving some financial help from Geo. Parr, the South Texas politico.

It was quite a coincidence, Shivers said, that Yarborough and Parr announced their candidacies on the same day. Parr is running for district judge.

Shivers said he supposes Yarborough will make "the same sort of campaign of personal vilification and name-calling he made two years ago."

After making these remarks to reporters, the governor left with Mrs. Shivers for a vacation in Alabama. Later he will go to Korea with several other governors, returning to Texas June 1.

Thereafter, he said, "there will be a long time for campaigning."

Yarborough's Reply
To Shivers' remarks about him, Yarborough retorted that "my opponent realizes that the political ground is slipping out from under him and is wildly slinging mud in all directions. Anybody who can manufacture that much mud in one sitting ought to go to work and do something about the drought."

Shivers and Yarborough shaped up as the leading contenders in the race for governor. Other candidates who paid their 500 filing fee were J. J. Holmes, American general contractor, and Arlon Barton "Cyclone" Davis of Dallas, a frequently a candidate for state office.

Young Demos
Young Democrats of Texas squared away into two factions, ready for the coming summer's political battles.

One side, friendly to Shivers, promised a precinct-by-precinct fight for control of the party machinery. The other faction held a meeting at San Antonio, where Yarborough was a principal speaker.

Other Races
A number of state office holders were unopposed for re-election. These included Land Commissioner Bascom Giles, Railroad Commissioner Ernest O. Thompson, Congressman - at - large Martin Dies, Comptroller Robert S. Calvert, Treasurer Jesse James and Supreme Court Justices J. E. Hickman and Clyde E. Smith, and Agriculture Commissioner John C. White.

Attorney General John Ben Shepherd drew a late-filing opponent in the person of Doug Crouch, a state representative from Denton who recently moved to Fort Worth.

Opposing Judge Few Brewster for a place on the state supreme court are Alfred M. Scott of Austin and Robert E. Keenan of Glade-water.

A three-man field set out in the race for lieutenant governor, with Ben Ramsey seeking re-election and having as his opponents

(Continued on Page 7)

Invisible Taxes

The cost of highway accidents in death, pain and suffering is a fairly familiar story to most Americans. Not so well known, however, is the costly and tearful aftermath of each fatal or serious accident in the home of every victim of carelessness on the streets and highways. For weeks or months—for periods extending over many years and even a lifetime—the family of each motor vehicle accident casualty learns how much a single mishap costs in grief, worry, never-ending bills to repair broken bodies and disfigured faces, and other expenses.

But virtually unknown is the important fact that direct or hidden costs of streets and highway accidents reach into every home to the tune of \$90 from the average family each year. That's how much is being drained from each family purse in the nation as a whole. But the cost per family runs higher than the national average in 31 states. In 17—or more than half of this above-average group—the bill is well over \$100. It ranges all the way up to \$399.44 in Nevada!

According to Paul H. Blaisdell, public safety director of the Association of Casualty and Surety Companies, families in all but five states are laying out more than \$1 a week as their share. Specific bills for these accident losses may never turn up in their mailboxes, but the costs are levied against each family just the same, even though an accident does not kill or injure one of its members—even if they don't own an automobile. That's because the charges are passed on through increased taxes, wage losses, cost of insurance, medical and hospital bills, automobile and property damage repair charges and other items.

Any family can consider itself fortunate if it escapes the human misery of these accidents, which touch the homes of some 40,000 dead and 2,000,000 injured victims in a year's time. But it must nevertheless help to share the burden of their economic costs, visible or invisible, running close to \$4,000,000,000 annually.

Safer driving by all offers hope of lessening this big pinch on the average family's purse. It will also diminish the threat of accidents to a family's safety if it insists that its driver or drivers take no unnecessary chances while at the wheel. Constantly remind them: "Slow down—lives are in your hands."

A Million Hours Is A Long Time

Deserving of more than passing interest is the release this week of a safety record of "one million man hours without a lost-time accident" by Southwestern Public Service Company.

The record, within itself, merits esteem. Its real significance, however, lies in the fact that the record was accomplished through planned safety programs in co-operation with management and employees of the company. Last year the utilities industry averaged 11.50 lost-time accidents for every million man hours worked. Southwestern Public Service, through educational campaigns, safety measures and interested employees had, even at that time, reduced their figure to 4.52 per million man hours that same year. Apparently following this same method, Southwestern Public Service completely eliminated all accidents to establish the enviable record.

Good fortune unquestionably smiled upon the company during this period and we feel sure they would be the last to say that they have totally eliminated all future accidents. However, by eliminating all possible hazards, by enforcing educational campaigns and encouraging every precaution, they certainly contributed heavily toward the 100 percent accident free record.

Chiefly, their success shows what can be done with intelligent application of safety precautions and company-wide cooperation of employees and management. The record is a challenge to every business, large and small; also, we might add to the operator of every vehicle on the highways of the nation.

"One of the plagues of the small town editor is the remark heard that 'nobody reads the local paper.' If no one does why is it that the editor gets bawled out if he allows a mis-spelled name to get into print. Why do local organizations and persons seek aid of the paper when they have some community project to put over? A community newspaper is an integral part of the family circle..." TWENTYNINE PALMS, CALIF., DESERT TRAIL

"One hundred outstanding college juniors... will receive \$500 scholarships to ease the strain for their senior year as part of the General Electric Company's multi-million dollar program to promote interest in education... All of which will remind a lot of us that we were born 'way to soon.'" AULT, COLO., PROGRESS

'Tater Peelin's

By Roberta Campbell

If you haven't heard this Alex and Audrey Thompson story either, then we feel sure you will get as big a bang out of it as we did.

Back when Ruby Carmichael, their daughter, was about three years old Alex announced one night that he believed he would fly up to roost.

After a while the little girl came up to her mother bawling and sobbed, "I can't find Daddy anywhere. He said he was going to fly up to roost but HE'S NOT IN the chicken house."

— tp —

A feller can save a crop by irrigating but water out of a ditch will not do for a plant what rain will. Maybe a good face-washing makes as much improvement on a plant as it does on a little boy. To us there aren't many things more appealing than a child with a freshly scrubbed face.

— tp —

We would appreciate it if the individual who took the radio out of our car would leave us the metal panel that came out of his so we could at least plug up the hole.

— tp —

We still have three pretty little part collie puppies we would like to give to somebody in the country. Some have called and couldn't find us at home but we are most always at home before nine in the mornings and after school is out in the afternoons. Don't give up—we eat breakfast at home.

WHEELER RIFLEMEN WIN

The Wheeler County 4-H rifle team placed first in the District One elimination contest at Pan-Tech Farms May 1.

The Wheeler County marksmen competed against teams from Gray, Randall, Potter, Hutchinson and Sherman counties. The Shamrock Texan.

Panhandle Paragraphs

NEW COACH FOR HAPPY

Jack Meredith, former assistant coach of Floydada, has been named by local school authorities to be head coach of the Happy Cowboys for the 1954-55 school term.

Meredith is known as one of the better line coaches in this part of the country. He with Mrs. Meredith and two small children plan to move to Happy in June and will probably direct a summer recreation program. Happy Herald.

— pp —

ANOTHER INCREASE ASKED

The General Telephone Company has presented the Perryton city council with another request for a rate increase which would boost the cost of telephone service about 50 percent in Perryton. This is the second request for a rate increase since the rates were raised in 1950 with the installation of the dial system. Ochiltree County Herald.

— pp —

BANK EXPANSION PLANNED

D. M. Granbery, president of Olton State Bank, announced this week that effective June 1 the capital stock of the local bank will be increased from \$50,000 to \$100,000.

Plans are underway now to build a new bank building in the near future. Location of the modern structure will be the corner of Main Avenue and 7th Street. The Olton Enterprise

— pp —

CLEAN-UP AT FARWELL

A group of Farwell women who decided that something needed to be done, worked Friday at Farwell Park, and gave the small picnic area a face-lifting.

The civic-minded women spent the day working at the park and hauled away trash, trimmed the shrubs and trees and planted flowers. The Farwell agriculture boys, under the direction of their instructor, Robert "Prof" Morton, helped to trim the trees. The State Line Tribune.

— pp —

BUS ROUTE DROPPED

TNM and O Bus service from Littlefield to Hereford was discontinued Friday, according to authorities at the local bus terminal.

The Littlefield-Hereford run was made daily by the small TNM and O bus which remained here. The bus left Littlefield at 1 p.m. and returned from Hereford at 5 p.m. Lamb County Leader.

The BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher on his Johnson grass farm is proposing one of the most unworkable plans we've ever heard of, as you'll see from reading his letter this week.

— O —

Dear editor:

I have been noticing in nearly every newspaper that turns up out here on my Johnson grass farm where nearly every candidate, regardless of the office, has come out forthrightly for more water for Texas.

One candidate I know bitterly accuses his opponent of havin done nothing about the drought.

"Here we've had a drought for five years and he hasn't done a thing about it except talk," the candidate said.

While up to now I didn't know there was anything else you could do about it except talk, in fact, a drought has always struck me as sort of like a depression, all any politician has ever figured out to do about it is deplore it, I am glad to find out more candidates are incorporating the water situation in their platforms. It's a healthy sign. It ain't that they can do anything about it, it's just that when a man's miserable he likes to have sympathy, and a politician who hasn't learned to find out what the people are disturbed about and come out against it, hasn't learned the first lesson in vote-getting.

I notice some of the politicians are pointing out that the main trouble with the water situation in Texas is that we don't keep enough of the water that falls on the state, most of it runs off into the ocean, and lots of people are proposing we build more dams, and I'm in favor of it, although I'll admit that if there were fifty dams in all directions from my place, each one backing up a thousand acres of water, and still it didn't rain on my farm and I didn't own any of that lake water, I'd be just as dry in a drought as I ever was. I haven't seen the plant yet that could survive just on whiffs of water blown in from a lake five miles away.

If you ask me, I think the politicians are failing to get at the bottom of the problem.

The reason we don't have enough water in Texas is that all the streams in the state run the wrong way.

You picture a situation where when it rains the water would head out on the land instead of down the creek to the ocean, and you'll begin to see the light. There's where our trouble is.

If the Texas Legislature will successfully attack this problem from this angle, we may start gettin somewhere, but until the situation is remedied and the earth is tilted so all the streams will start emptying water upstream instead of down, we're gonna have a drought ever time it goes three months without a rain.

Yours faithfully,
J. A.

The Sunday Brand



Established 1948
Published every Sunday at 336 Main St
Hereford, Texas

James M. Gillentine, Editor and Publisher

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

Hereford, Deaf Smith County, Texas

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

Beauty at Home

By Lynn Carter

Q. How can I remove nicotine stains from my teeth?

A. One effective remedy, although not very tasty, is to brush the teeth with a mixture of vinegar and cigar ashes (not cigarette).

Q. What is an approved manner of creaming the face?

A. Place fingertips in center of chin, and work upward and outward to the ears. Then, starting at mouth corners, work upward and outward to the temples. Again work fingertips at sides of nose, work upward and outward to temples. Don't rub in circles and never for any reason, use downward strokes.

Q. How can I increase the gloss in my hair?

A. Add the beaten white of an egg to your regular liquid shampoo, and increase that daily brushing!

Q. What shape of fingernail is considered the most attractive?

A. The oval shape — not the pointed variety. And never file deeply at the corners. Let the nails grip your fingertips.

Q. Is there any special treatment I can give my dry hair?

A. The hot-oil treatment is as good as any. Before the regular shampoo, treat the scalp with hot oil, massaging well into the scalp, and giving some time to penetrate before shampooing.

Q. How can I whiten the skin on my elbows?

A. When using lemon juice to remove stains from your hands, rub it on your elbows as well. Occasionally use a pumice stone or paste on your elbows to wash away the dingy, thickened skin that holds stains.

Q. How can I mix my own hair-curling liquid?

A. Beat the white of an egg with an equal quantity of water.

Q. How can I make a gelatin beauty facial mask?

A. Soften an envelope of plain, unflavored gelatin in 1/4-cup of cold water and set over a fire until dissolved. Add the beaten white of an egg and 1/2-teaspoon baking soda. Finally, add two tablespoons witch hazel, and beat the mixture until frothy and bubbling. Apply a thin layer to the face and throat and allow to remain on only until dry. Then remove with cold water.

Q. What can I do to encourage slim, lovely fingers?

A. Make a practice of flapping the fingers rapidly in the air, and then massaging each finger separately from base to tip, pulling

City To Bloom
COLUMBUS, Ind. (AP) — The Chamber of Commerce offered 750 peach and dogwood trees for sale in a "Make Columbus Bloom" drive. The stock was gone in two hours and 2,200 more trees were ordered to meet the demand.

Highlights..

(Continued from Page 6)
George T. Hinson of Mineola and C. T. Johnson of Austin.

Harry N. Graves of Georgetown returned from his place on the court of criminal appeals, and the position is being sought by Alan B. Haley of Wichita Falls, Lloyd W. Davison of Austin, W. C. Graves of Dallas and Sam W. Davis of Houston.

Running against U. S. Senator Lyndon B. Johnson is State Representative Dudley T. Dougherty, wealthy Beeville rancher and oil man.

Republicans File
All those candidates listed above will seek nomination at the Democratic primaries. The Republicans will have a primary election, too, for the third time in Texas history. Here are the G. O. P. candidates:

For U. S. Senator: Carlos G. Watson of Brownsville and Willard T. Island of Houston.
For governor: Todd R. Adams of Crockett.

For commissioner of agriculture: Harold W. Linderman of Houston.
For congressman-at-large: Thomas H. Nolan of San Antonio.

More candidates may be permitted to file up to June 7, said Alvin Lane, state Republican chairman.

Two Million Voters
It is possible that more than two million votes may be cast in this year's elections.

Anyway, there are that many persons eligible to vote in Texas. Comptroller Robert S. Calvert announced that poll taxes paid add up to 1,640,101. More than half a million others may vote by getting exemptions.

In the presidential race between Eisenhower and Stevenson, Texans cast 2,075,946 votes.

More To Come
Texas' population will stand above the 12 million mark by 1975, according to a survey made by the Texas Research League.

Privately financed, the league makes studies for the state and other units of government.

If Texas' water problem is solved, the population growth will be much faster than the survey shows

Section 95, Block K-6.
Loren G. Gressman, et vir, to Martha B. Watkins, the S 1/2 of Section 95, Block K-6.

Oren E. Elliott, et ux, to R. B. Miller, all of Lot 11, Block 1, Bockstahler, Kaetzl and Kokomoors Subdivision of Block 25 of Evants Addition; all of Lot 12, Block 1, Bockstahler, Kaetzl and Kokomoors Subdivision of Block 25 of Evants Addition.

New Autos
W. G. Blackwell, 1954 Mercury, 5-6; Billy Gene Miles, 1954 Pontiac, 5-7; E. R. Sampson, 1954 Ford, 5-5; Troy Moore, 1954 Buick, 5-7; J. W. Dawson, 1954 Ford, 5-10; J. G. Fortenberry, 1954 Chevrolet, 5-10; L. E. Hubbard, 1954 Ford 5-10; D. F. Allen, 1954 Pontiac, 5-11; Dee Seivier, 195 Ford, 5-10; C. W. George Jr., 1954 Ford, 5-10; J. E. Springer, 1954 Ford, 5-12; R. L. Skov, 1954 Buick, 5-12.

said Alvin A. Burger, the league's director. The state will be wise, Burger said, to anticipate population growth and plan to provide public services for a greatly expanded population.

Not Enough Money
Agriculture Commissioner John C. White was gratified to learn that President Eisenhower had authorized the expenditure of \$10 million to aid five drought-stricken states, including Texas, but he said it wasn't enough.

Ten or 15 million dollars won't whip the drought problem, said White, "but it's a move in the right direction."

Road Situation
For a long time, Texas has had—and still has—a road problem.

To build a first-class highway system in this state will take an expenditure of \$1,665,310,000, according to the state highway department.

In a booklet titled "Texas Highway Needs," the department said: "The trunk or main highway, representing the backbone of the highway system, presents the most critical problem confronting the people of Texas."

"These trunk highways have now become outmoded and obsolete."

Next year, the Texas Good Roads Association will ask the Legislature for an additional tax on gasoline of a penny a gallon to boost revenue for highways.

Radar Rides Highways
Heavy footed drivers will be arresting themselves before long. A radar system has been installed by the Texas Department of Pub-

lic Safety to facilitate the apprehension of speeders on Texas highways.

Plan Commission
Governor Shivers appointed an Economic Advisory Commission and called a meeting of its members for May 17 to start long-range planning on a number of problems, such as recession, inflation or deflation, drought, and government.

Public officials, legislators, labor leaders, and representatives of business and agriculture make up the commission's membership.

New Officials
Dr. Henry Holle, Texan who has been a United States public health administrator in New York City, was sworn in as this state's health officer. He succeeds Dr. George W. Cox.

Mark Wentz of Big Spring was appointed state fire insurance commissioner to fill out the term of the late Paul Brown. H. C. Pittman of Waco was named a member of the Industrial Accident Board, replacing Robert L. Hill, who resigned.

Laughlin Case
On its way to the U. S. Supreme Court is the appeal of former District Judge C. Woodrow Laughlin of Alice, removed from office by the Texas Supreme Court. Meanwhile, Laughlin is seeking re-election to a new term in the same court.

Junior Colleges
Something needs to be done about junior colleges, which have been growing rapidly in number and size, says Cecil A. Morgan of Fort Worth, head of a State Board of Education committee.

Good work is being done by the junior colleges, the committee said, but new laws should be passed to regulate them. Thirty-one junior colleges are now receiving \$2,610,000 a year in state aid.

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Redbine Texas Certified 60	Redbine Texas Certified 66
Hegari Arizona Early Certified	Hegari Arizona Regular Certified
Hegari Texas Regular Certified	Kafir Common 60 Texas Certified
Kafir B/H N/C	Sudan Texas Certified SWT
Sudan Texas Fancy SWT	Cane RT Texas Certified
Cane RT Texas N/C	Atlas Sargo Texas Certified
Atlas Sargo Texas N/C	African Millet N/C
Cotton Seed, Sinkers	

1954 Model Lawn Mowers

As Advertised in Life and Post

\$102.50 **\$69.50**

Value While They Last

PACKARD MILLING CO.



Another HIDDEN TAX

The toll of the highways may reach 40,000 killed and 2,000,000 injured. These are stark statistics in themselves. *But there's another toll, too!*

Every American family of four, whether they have had an accident or not—or even if they don't own an automobile—will pay an average of \$100 a year in hidden costs as the result of speeding, reckless driving. This is the nation's highway accident bill, to be paid through increased taxes, wage losses, mounting insurance costs, medical and hospital bills, property damage and other charges. The total will run to nearly \$4,000,000,000—enough to build a city of 200,000 homes costing \$20,000 each. Believe it or not, there is an average economic loss of about \$95,000 for every person killed.

This stupendous waste can be curbed only when the American public becomes sufficiently aroused to demand concerted, nation-wide action—more law enforcement, more highway patrols, and more teeth in penalties—to rid the highways of devil-may-care drivers and moronic accident repeaters. Get back of any safety movement in your community. Think and talk safety.

When death, maiming and destruction take over the highways, someone pays—and that someone is you—it's all of us.

SLOW DOWN—LIVES ARE IN YOUR HANDS!

See Editorial On Page 4
This Series of Ads Sponsored By The

Hereford State Bank

Member: Federal Deposit Insurance System

Young Mothers' Club Installs Mrs. Hulsey As President

Installation rites for new officers Tuesday night at the Tynes Party House. Mrs. John Winkler served as installing officer.

Thru our very flexible home financing plan, your payments are made to suit your income.

LONG TIME TO PAY

HOME LOANS

First Federal Savings & Loan Association
CLOVIS, N. M.

148 N. Main St. Phone 497
See ELIZABETH WOMBLE

Girlstown Trip Reported At Club

Lone Star Study Club closed its activities for the 1953-54 season at an end-of-the-year luncheon held Tuesday at the home of Mrs. Jim Higgins.

Arrangements were made by the social committee, including Mesdames Louie LeGrand, Joe Kendall, W. C. MeHarg and Jim Higgins. The luncheon was served by the Emma Wheeler Hawkins Circle of the First Methodist Church. Mrs. John Jacobsen Jr., was in charge of decorations.

Plans were made for the club float which will be entered in the Pioneer Day Parade and Mrs. Wayne Wallace was welcomed as a new member of the club.

Those attending were Mesdames Tommy Hulsey, Bill Bradley, Steve Clements, W. B. Dowell, Bill Lawrence, Rex Lee, L. H. Lookingbill Jr., Don Martin, Clinton Massie, Earl Stagner, John Winkler, Harold Banks, Hugh Clearman, Wayne Wallace and Gerald Hale.

Mrs. R. E. Lingenfelter told of the trip made recently to Girlstown by club members, and of plans for enlargement of the home for girls as soon as possible. During the business session, when final reports were heard, plans were made for a called meeting to be held on May 25 at the home of Mrs. H. E. Henslee.

Those attending the luncheon were Mesdames W. C. MeHarg, O. L. Click, V. E. Dodson, Leo Forrest, H. E. Henslee, E. W. Hobson, John Jacobsen Jr., C. D. Kelton, Joe Kendall, Louie LeGrand, R. E. Lingenfelter, Vivian Major, Guy Newsom, Earl Springer, Robert Thompson, Ed Warren, L. L. Wombie, Coy Phillips, R. G. Blue and the hostess, Mrs. C. P. Statts of St. Louis, Mo., was a guest.

School Lunch Menu

(The following menus for May 17-21 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 Sandwiches... Cheese Sticks
Hot Potato Salad
Carrot Sticks
Fruit Salad... Milk
Oatmeal Cookies
- Tuesday**
Hamburger... Buns
Sliced Tomatoes... Lettuce
Onions... Pickles... Mustard
Sliced Peaches... Milk
Prune Spice Cake
- Wednesday**
Meat Loaf... Tomato Sauce
Buttered Whole Kernel Corn
Combination Vegetable Salad
Hot Rolls... Butter... Milk
Ice Cream Sticks
- Thursday**
Chicken Pie... Biscuit Topping
Buttered Green Beans
Cranberry Sauce
Sliced Tomatoes
Bread... Butter... Milk
Fruited Gelatin
- Friday**
Pinto Beans... Onions
Spiced Beets... Cheese Sticks
Cabbage and Tomato Salad
Cornbread... Butter... Milk
Apricot Cobbler

Mrs. Belle Hromas Elected President Of Eastern Star

Order of Eastern Star Study Club held its regular meeting in the home of Mrs. John Patton Monday afternoon.

During the business session new officers were elected. Those chosen were Mrs. Belle Hromas, president; Mrs. Vivian Major, vice-president; Mrs. Virginia Patton, secretary and Mrs. Juanita Hershey, treasurer.

Plans were made for a covered dish luncheon which will honor Mr. and Mrs. W. L. Jones, retiring worthy patron and matron of the O. E. S. who are moving soon to Colorado.

Refreshments were served to Mesdames Johnnie Sanders, Vivian Major, Belle Hromas, Nell Culpepper, Opal Roberson, Juanita Hershey, Jessie Terrell, Ralph Gragg and Bessie Jones.

Lumber To Spare
EUREKA, Calif. (AP) — Nine giant redwood trees will be cut down because they are too close to Highway 101. Some are 300 feet tall and 20 feet in diameter. Because it would cost too much to cut them into lumber, they will be left near where they fall.

Read the Classifieds

LIFE **POST** **Better Homes**

YOU'VE READ ABOUT THEM

In leading magazines...now you can see how really beautiful they are!

They're on display here... now!

AMERICAN-Standard

bathroom fixtures in color

They're easy to have NOTHING DOWN 3 FULL YEARS TO PAY

make it easy to change your color scheme as often as you like! COME IN AND SEE HOW IT'S DONE.

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Joyce Rose To Wed In Lubbock May 29

Mr. and Mrs. Austin C. Rose Sr., Harrison Highway, are announcing the engagement of their daughter Joyce to Clarence F. Johnson Jr., son of Mr. and Mrs. Clarence F. Johnson Sr., of Aberdeen, S. D.

The wedding is scheduled to take place May 29 in Ford Memorial Chapel of the First Baptist Church in Lubbock.

Both Miss Rose and her fiancé are seniors in Texas Technological College, Lubbock.

Speech Recital Set For This Afternoon

Speech students of Mrs. D. W. Hawkins will be presented in a recital program in Ward Hall of the first Methodist Church at 3 o'clock this afternoon. All interested persons are cordially invited to attend.

Those who will take part in the program are Jerry Don McCaslin, Marcus Jacobsen, Carol Sneed, Carl George McCaslin, Johnny Pool, Sandra Childers, Larry Gene Morris, Sharon Sue Scott, Danny Martin, Clint Conaway, Jane Pool, Richard Green and Dorothy Veggel. Eddie Skypala, a guest entertainer will play an accordion solo.

Luncheon Closes Pioneer Study Club's Season

Pioneer Study Club closed its 1953-54 season at a luncheon held Tuesday at the Tynes Party House. Spring flowers were used throughout the house and decorated the luncheon tables.

The program for the final session was a panel review of the past year's program, entitled "Potpourri For a Better World". Roll call was answered by members discussing miscellaneous topics.

Discussions included: Christianity—the foundation of a better world, Mrs. F. M. Kester; The Home—the cornerstone of a better world, Mrs. J. E. Beyer; Education—window to a better world, Mrs. Delmar Sigle; Conservation—aid to a better world, Mrs. Burl France; International Good Will—key to a better world, Mrs. Allen Bell; Texas Contribution to a better world—Federation of Women's Clubs, Mrs. Mary Seigler. Regular sessions will be resumed at the beginning of the club season next fall.

Those attending were Mesdames Fred Barrett, Allen Bell, J. E. Beyer, H. A. Close, N. E. Gass, O. H. Herring, F. M. Kester, Ralph McCullough, H. E. Miller, Wirt Phillips, Don Root, Mary Seigler, Delmar Sigle, F. M. Terrell, Beas Werner, J. M. Gilliland, E. S. Ireland, J. B. Jones, John Patton and the hostess, Mrs. Rex Tynes.

ANNOUNCING A 12 WEEK SERIES OF CHILDREN'S VACATION MATINEES 12 WHOLESOME FUN-PACKED MOVIES

GET YOUR SEASON TICKETS NOW!

NOW I WAKE UP SMILING!

I Take Plenty VITAMIN "R"

The Relaxation Vitamin

By SEEING A GOOD MOVIE OFTEN

STAR

SUNDAY · MONDAY · TUESDAY

A SNARLING KILLER WRITES THE ONLY LAW!

"RIDE CLEAR OF DIABLO!"

Audie MURPHY Dan DURYEA Susan CABOT

Color by TECHNICOLOR

WEDNESDAY THURSDAY

She was too BEAUTIFUL... and too DESIRABLE... to too many men... for her own good!

THE WOMAN PICTURE OF THE MONTH

VICKI

JEAN CRAIN · JEAN PETERS

Color by TECHNICOLOR

Your Theatre wishes to Honor the Occasion of Your Wedding Anniversary

Mr. and Mrs. Jack Porter Mr. and Mrs. John Torbit
Mr. and Mrs. Grady Primrose Mr. and Mrs. Fred Welch
Mr. and Mrs. E. E. Fridley Mr. and Mrs. Tom Bice
Mr. and Mrs. Robert Williams Mr. and Mrs. Jimmie Walker
Mr. and Mrs. Grady Wilson Mr. and Mrs. James Wilde
Mr. and Mrs. Conrad Clark

TOWER

DRIVE-IN THEATRE

SUNDAY MONDAY

SKIRTS AHOY!

ESTHER WILLIAMS

EVANS · BLAINE · SULLIVAN · BRASSIELLE · SKYSTINE

THE REAL-LIFE STORY OF BEN HOGAN!

FOLLOW THE SUN

GLENN FORD ANNE BAXTER DENNIS O'KEEFE

TEXAS

SUNDAY MONDAY

RANDOLPH SCOTT

CANADIAN PACIFIC

ASK FOR YOUR 15c REBATE COUPON

CLEAN-UP, FIX-UP, PAINT-UP WEEK - MAY 17-22

CLEAN-UP, PAINT-UP, FIX-UP NOW

CLEAN-UP

PAINT-UP

FIX-UP

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CARL McCASLIN LUMBER CO.

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CLARK DIKE

by
RAY GOTTO



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 busines a real pleasure! Shop at home!



Features

WORLD'S GREATEST FEATURES

The Sunday Brand

Waco, Texas

Our Magazine "More People—More Fun!"

BUZ SAWYER

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE



JOHNNY HAZARD

by FRANK ROSSIN



Shop In Hereford
For Your Best Buys!



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15-16 TO BE CONTINUED

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

LITTLE ANNIE ROONEY
by DARRELL MCCLURE

LOOKIT THE FISH BOWL FULL OF BEANS, VALINDA LEA~ IF YOU KIN GUESS HOW MANY BEANS THERE IS, YOU WIN A HUNDRED DOLLARS FREE FOR NOTHIN'~

WELL, NOT QUITE FREE, ANNIE~ THE SIGN SAYS, "ENTRY BLANKS GIVEN WITH EVERY PURCHASE OF FIFTY CENTS OR OVER~"

QUE THE NUM OF BEAN EVERY PUR ENTITLES 50¢

HEY, LOOKIT THE SWELL DOG COLLARS ON SALE AT FIFTY CENTS~ ZERO NEEDS A NEW COLLAR AN' I GOT FIFTY CENTS~

THAT'S ENOUGH TO ENTER THE CONTEST~

~ AND WHEN YOU FILL OUT THE SLIP, SEAL IT IN THE LITTLE ENVELOPE AND DROP IT IN HERE~

PICK A LUCKY NUMBER, ANNIE~

I GUESS YOU'LL THINK I'M KINDA GOOFY, VALINDA LEA, BUT I WROTE DOWN ONE-NINE-FIVE-FOUR, 1954~ THE SAME AS THE YEAR WE'RE LIVIN' IN~

I SUPPOSE THAT'S AS GOOD A GUESS AS ANY~ BUT I WOULD HAVE GUESSED AT CLOSER TO 3,000 BEANS~

GOOD HEAVENS! MELLO'S GUITAR CAN'T BE MAKING ALL OF THAT NOISE~ EITHER THE JUKE BOX HAS GONE CRAZY, OR SOMEBODY ELSE IS~ IS~ OH, NO, NOT THEM!

Juke Jonson's STEAKS CHOPS CHICKEN WAFFLES BAR-B-QUES SANDWICHES

"THEM?" WHO'S "THEM"??

COPY, 1954, KING FEATURES SYNDICATE, Inc., WORLD RIGHTS RESERVED.

"THEM" ARE THE COMBO BROTHERS~ I MIGHT HAVE KNOWN THAT WHEREVER MELLO IS THEY WOULD SHOW UP SOONER OR LATER!!

GOLLY~ I THINK THE MUSIC SOUNDS GRAND~ WHY DON'T YA LIKE IT?

THOSE JOKERS WOULD TURN UP RIGHT WHEN I'M HOPING TO SELL MELLO THE IDEA OF A STEADY, PAYING JOB~ A VINE-COVERED COTTAGE AND SOMETHING IN A JUNIOR MISS, SIZE SEVEN, WAITING AT THE DOOR WITH PIPE AND SLIPPERS!

5-16
DARRELL MCCLURE

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!

SHOP-SAVE
at your COMMUNITY MERCHANTS

GRANDMA
by
CHAS. KUHN-



SHOP

With the Friendly Merchants
of Hereford

Help Keep Hereford Ahead

MANDRAKE

THE MAGICIAN

BY LEE FALK & PHIL DAVIS

BLOWN THROUGH THE SIDE OF THE MOUNTAIN--THE "THING" FROM THE EARTH'S CORE!



1

THERE'S NOTHING LIKE THAT-- ON EARTH!

NOT ON EARTH-- INSIDE EARTH! HOT AS A BLAST FURNACE--HEAVIER THAN ANYTHING WE CAN IMAGINE--



2

THE "THING" STAGGERS THROUGH GRANITE BOULDERS AS IF THEY WERE WATER...



3

IT STAGGERS ON, ALMOST WEAKLY--AS BUSHES CATCH FIRE FROM ITS INTENSE HEAT--AND THE VERY ROCKS GIVE UNDER ITS TREMENDOUS WEIGHT...



4

IT--CAN'T BE ALIVE -- BUT IT IS--AND I THINK IT'S DYING--

IT IS DYING, NARDA! THE LIGHT PRESSURE ON OUR SURFACE IS KILLING IT!



5

SUDDENLY, THE "THING" TURNS--

IT'S COMING AT US!

IT'LL MOVE RIGHT THROUGH US! WE CAN'T ESCAPE--



6

CONTINUED-



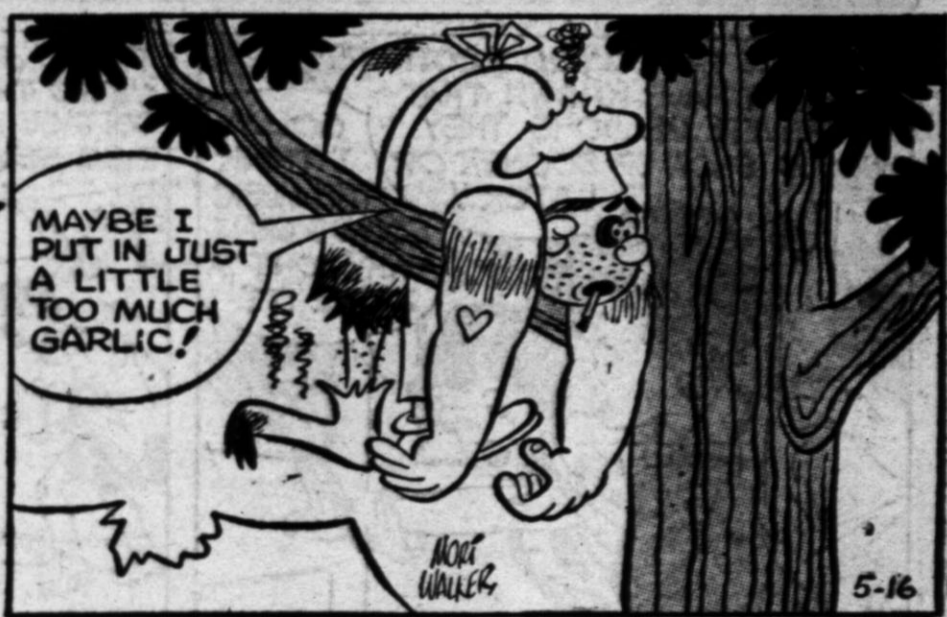
ALL BUSINESS IS LOCAL

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!



BEETLE BAILEY

by MORT WALKER



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

THE KATZENJAMMER KIDS



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

*In
Hereford*

BLONDIE

by
CHIC YOUNG

SOME GIRL WANTS TO SPEAK TO YOU ON THE PHONE



REAL SWEET AND SYRUPY, SHE SAYS, IS MR. BUMSTEAD THERE?

I DON'T KNOW ANY GIRLS



FINE THING--A MARRIED MAN--THE FATHER OF TWO LOVELY CHILDREN AND FIVE BEAUTIFUL DOGS



HONEST--YOU'RE THE ONLY GIRL I KNOW--ALL THE REST ARE MEN

ANSWER THAT PHONE



THIS IS ALICIA-- YOU REMEMBER YOU MET ME AT MRS. MCNUFF'S HOUSE

SO



SHE SAID SHE WAS PHONING FROM THE CORNER DRUGSTORE AND WOULD BE RIGHT OVER HERE



WHAT'S THE TROUBLE, MOM?

NEVER MIND--JUST TAKE THIS DOLLAR AND GO TO THE MOVIES



I SENT THE CHILDREN TO THE MOVIES SO THEY'D NEVER KNOW OF YOUR DISGRACE

I'M LEAVING HOME-- I'M GOING TO THE SOUTH POLE



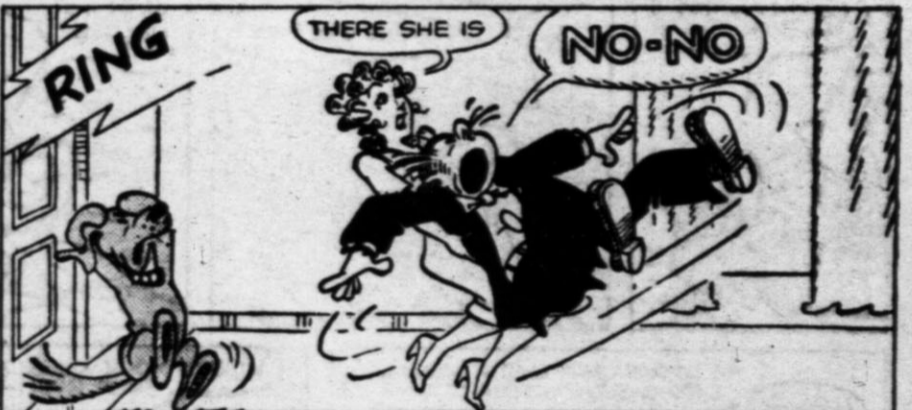
CATCH HIM, HERB. HE MUST COME BACK AND FACE THE MUSIC LIKE A MAN



RING

THERE SHE IS

NO-NO



YOU REMEMBER ME-- I'M MRS. MCNUFF'S CLEANING WOMAN-- YOU SAID I COULD HELP YOUR WIFE WITH HER SPRING CLEANING



YOU CERTAINLY ACTED GUILTY

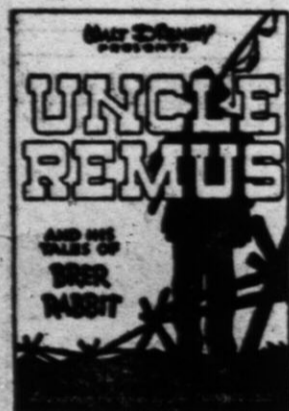
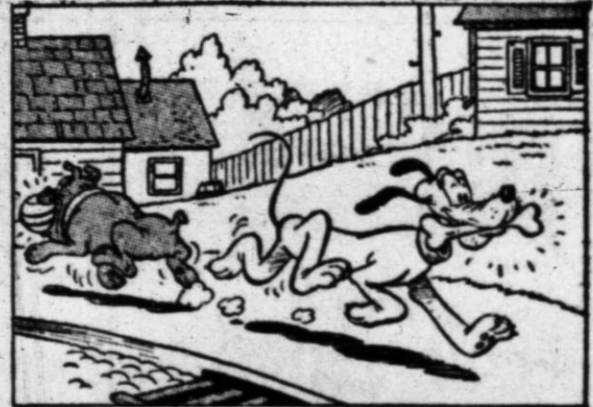
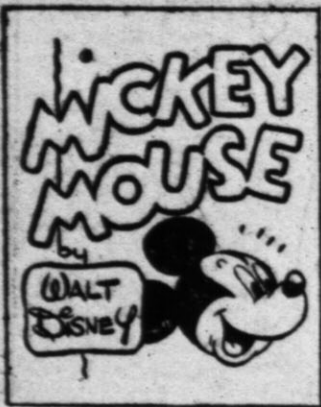
I NEVER WAS CALMER IN ALL MY LIFE



5-16

CHIC YOUNG

Trade In Hereford
For Your Best Buys!



BRER RABBIT SEZ THAR'S ALWAYS A WAY OF DOIN' TH' IMPOSSIBLE... IF YOU KNOWS HOW.



SHOP

With the Friendly Merchants
of Hereford
Help Keep Hereford Ahead

AP NEWSFEATURES COMICS

WORLD'S FASTEST SIZING-AZ

Do you have one that's fool-proof? It's for my husband!!



There must be some mistake, officer, I didn't even know I was driving a car!!



It's so English it even squeaks with an English accent!!



What does Babs need a car for? Doesn't she come to work on a broom?!

No doubt we could fix it-if we could stop some nice truck driver!!

NOR CLUB



ROUTE 4
NEXT
RIGHT



The Sunday Brand

Hereford, Texas

COMICS SECTION

Our Slogan: "More People—More Farms"

SUNDAY, MAY 16, 1954



SCORCHY SMITH

THIS MESSAGE CAME FROM SYGNA, MR. KENNARD. I'VE DECODED IT, THEY SAID IT HAD TOP PRIORITY!

THANKS, REGO!

WITH THE MINE SAFE AND BARNEY AND HIS THUGS BEING ROUNDED UP, SCORCHY IS IMPATIENT TO GET ON WITH THE SEARCH FOR MARA'S AND JONNI'S FATHER. AS THE GROUP REACHES THE MINE OFFICE, AN URGENT MESSAGE ARRIVES FOR RIK...



JUMPIN' GALAXY!

WHAT'S UP, RIK?

THE SYNDICATE HAS CALLED ME BACK TO SYGNA FOR AN IMPORTANT MISSION! HOW'D YOU LIKE TO GO WITH ME?



MARA! JONNI! I HAVE SENSATIONAL NEWS FOR YOU! YOUR FATHER HAS BEEN FOUND!

WH-WHAT?



THAT'S RIGHT, HE CRASHED ON A PLANET IN THE DELTO SYSTEM! A PARTY OF EXPLORERS FOUND HIM AND BROUGHT HIM BACK TO SYGNA!

I CAN'T BELIEVE IT! I JUST CAN'T BELIEVE IT!



THAT'S GREAT NEWS, KIDS! I GUESS YOU'LL WANT TO HEAD STRAIGHT HOME!

OF COURSE! AREN'T YOU COMING WITH US, SCORCHY?



I DON'T KNOW. I THOUGHT I MIGHT HEAD BACK TO ZODIA AND JOIN URSULA AND CAPTAIN VAN!

HOLD IT, SON! I'VE GOT A BETTER OFFER!



THE SYNDIC HAS CALLED ME BACK TO SYGNA FOR AN IMPORTANT MISSION! HOW'D YOU LIKE TO GO WITH ME?

MAYBE.. WHAT'S THE DEAL?



I WISH I KNEW! THEY WANT ME TO HEAD AN EXPEDITION TO GO TO TENOS AND CLIMB SNOWMASS!

SNOWMASS !!!? BROTHER YOU'VE JUST GOT YOURSELF A NEW RECRUIT! WHEN DO WE LEAVE?

VALIANT PASSES WESTWARD THROUGH THE PANAMA CANAL ...

DICKIE DARE

Big **COULTON WAUGH**

...UP SAILS, DICKIE, FOR A PEEK AT THE PIQUANT PACIFIC!

SURE, DAN! HO FOR THE HILARIOUS HOVELS OF HOLLYWOOD!



I'M REALLY IMPRESSED WITH YOUR IDEA OF STUDYING TO BECOME A POWER ENGINEER, CHUM!

I MEAN IT ...



I WISH I WAS QUITE SURE THAT YOU DID! YOU'VE ALWAYS BEEN SO NUTS ABOUT SAILING ...

... AND WHERE WILL THAT GET ME, DAN, JUST WALTZING THIS TUB AROUND?



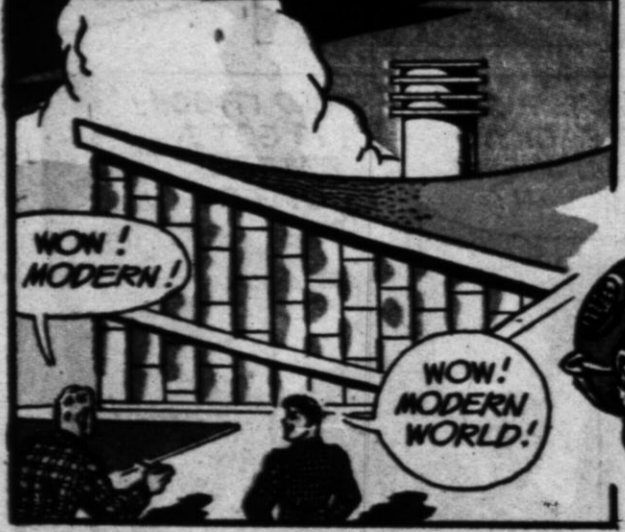
"I'M NO EINSTEIN, BUT IF I STUDY REAL HARD, THEN MAYBE SOME DAY ..."

THERE IT IS, DAN, MY NEW ELECTRONIC TUBE!



"TO MASS-PRODUCE MY TUBE, I'D NEED TO BUILD ME A TRICK FACTORY ..."

"THERE'S MORE TO MY DREAM, DAN! I WANT A CAR - NOT JUST A CAR, BUT THE CAR!"



WOW! MODERN!

WOW! MODERN WORLD!



AND A HOUSE - SO MODERN YOU CAN LIVE OUTDOORS INDOORS - OR IS IT INDOORS OUTDOORS?



"AND IN THAT HOUSE, DICKIE ...?"
"SURE-THERE'LL BE A LI'L WOMAN, BIG RAFT O' KIDS AND ALL THAT..."

BUT THE IMPORTANT THING IS, I'LL EARN LOTS AND LOTS OF LEISURE TIME ...

NOW WE'RE AT THE NUB OF YOUR DREAM! HAVE YOU PLANNED WHAT YOU'LL DO IN YOUR OFF TIME?



SAIL VALIANT, NATURALLY! WHAT ELSE?



LITTLE MOON FOLKS

GHOSTY, WHY DON'T YOU WEAR A LARGER HAT?



BECAUSE NO HAT STORE IN TOWN CARRIES ONE THAT'S LARGE ENOUGH FOR MY BIG HEAD!

WELL, I JUST HAPPEN TO KNOW WHAT CAN BE DONE ABOUT IT!



YOU DO? SAY! THAT'S WONDERFUL... LET'S HAVE IT!

OKAY! STAY PUT FOR A LITTLE MINUTE...



HEY, MOONBEAM! LET ME BORROW YOUR BIG SCRUB-BUCKET!

SURELY, SUNNY, BUT DON'T YOU RUIN IT!

I WON'T! AN' HOW'S ABOUT A BIG PIECE O' CARDBOARD?



NOW, NO PEEKIN', UNTIL I'VE FINISHED YOUR NEW HAT! ...THERE IT'S DONE!

I'VE A-WAITIN'! (SNICKER!)



IT'S YOURS UNTIL MOONBEAM WANTS TO SCRUB THE FLOOR! HEH, HEH!



HOMER HOOPEE

by *Bob Kane*
5-16-54



CAN I USE YOUR RAZOR A MINUTE, HOOPEE? I JUST WANT TO CUT THIS TANGLED STRING.



GAD, BUT THIS RAZOR IS DULL! HOW DOES HE EVER MANAGE TO SHAVE WITH IT?



NO WONDER I HAVE SUCH A HARD TIME GETTING A CLEAN SHAVE!

THANKS.



DARLING, HERE'S THE BLADE THAT BELONGS IN YOUR RAZOR---



I JUST BORROWED IT TO SHARPEN MY PENCIL.



SPORT SLANTS

-ON THE MOST COURAGEOUS

Low BRISSE

REFUSED TO ALLOW A SHRAPNEL-SHATTERED LEG TO KEEP HIM FROM PITCHING IN THE MAJOR LEAGUES



5-16-54

PAP

Babe DIDRIKSON ZAHARIAS

BEAT A DREAD DISEASE TO COME BACK AND PLAY WINNING GOLF

AP Newsphotos



LOU ENDURED 23 OPERATIONS TO PLAY BALL

Earl DAVIS

-THE OLYMPIC HIGH JUMP CHAMPION

DAVIS TOOK UP RUNNING and JUMPING TO OVERCOME THE RAVAGES OF POLIO

and WOUND UP WITH THE WORLD RECORD FOR THE HIGH JUMP -6' 11 1/2"



MEMORY MURDER

THE FRENCH WAR HERO WON THE FEATHER-WEIGHT CROWN AFTER A GERMAN BULLET HAD PASSED THROUGH and SHATTERED HIS JAW-BONE

and IT UP TO A ...



Pam 5-16



by
RB FULLER

Trademark Registered

SHORTLY
AFTER
HE LEFT
THE ROYAL
CASTLE FOR
A VACATION,
KING CORNY
MET WITH
A STRANGE
MISHAP...
AND NOW...

HE'S OUT COLD! I'LL
HAFTA GET SOME WATER
QUICK!



STOP!...



...DON'T TRY TO MAKE
A GETAWAY,
OAKY DOAKS!

HUH?!



I'LL HAVE YOUR
HEAD FOR
HITTING
ME!

G-GEE! I
DIDN'T HIT
YOU, HONEST
I DIDN'T,
YOUR
MAJESTY!



...YOU WERE TELLING ME
ABOUT YOUR GREAT FEATS
AS A KNIGHT, AND YOU
KNOCKED YOURSELF DOWN!

HMM... NOW
I REMEMBER!



OAKY, I
SUGGEST
WE GET SOME
SLEEP SO I'LL
BE ABLE TO
PERFORM SOME
FEATS OF VALOR
TOMORROW.

YES, YOUR
MAJESTY... YOU
WANTA BE
IN SHAPE
FOR YOUR
VACATION.



AND A MINUTE LATER...



THEN CAME THE DAWN...

OAKY!
I'VE BEEN
ROBBED!!



WAKE UP
AND LOOK
AT ME!

YES, YOUR
MAJESTY!

5-16



G-GOSH
ALL
HEMLOCK!

SOME
FOUL
VILLAIN
SNITCHED MY
ARMOR!-



...AND LEFT ME IN MY
UNMENTIONABLES!

THINGS TO COME

PILOTLESS FREIGHT ROCKETS WILL BE GUIDED ACROSS OCEANS AND COUNTRY AT "TERRIFIC SPEEDS AND LOW COST."



NEIGHBORLY NEIGHBORS

BY MORRIS



