

WEATHER

Table with weather forecast for Saturday, Sunday, Monday, and Tuesday, including high and low temperatures.

The Hereford Brand

14 Pages

Published Every Thursday

Our Slogan: "More People—More Farms"

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YEAR—NUMBER 1

Hereford, Texas, Thursday, January 7, 1954

1307-5



MEMBERS OF THE DEAF SMITH County District for the Boy Scouts re-elected Wayne Edwards, second from left, as district chairman at their meeting at noon Tuesday in Hotel Jim Hill, then elected Neil Cooper as vice chairman. W. J. Hiatt, Llano Estacado Council executive, is standing at the left, and W. M. Teague, district Scout executive, at the right. (Staff Photo)

Boy Scout Activities Set Exceptional Record

"Scouting is reaching one boy in three in this area compared to one boy in five nationally," W. J. Hiatt, Council Boy Scout executive, told members of the district council at their monthly meeting Tuesday in Hotel Jim Hill. "This is a good record, but as long as there is even one boy who is not being reached by the program, then we still need to work harder," he added.

Around Town

All of the drought emergency feed that is expected in the near future has been shipped in, according to Hugh Clearman, County Agricultural Agent. They have been able to give thirty day supplies. There were 10 cars of cotton seed cake, two cars of oats, three cars of corn and four cars of cotton seed meal.

Conditions chairman Bruce Miller, who said that 1953 closed with four Cub packs, four troops and one Explorer Post operating in the district. There were a total of 317 boys enrolled in all the units at the end of December, a gain of 16 boys over the previous month. Canoe Trip Reservations Bert Boomer, camping and activities, said that there are about six reservations made by district Scouts for the canoe trip from Minnesota and up into Canada next summer, and it was mentioned that the World Scout Jamboree will be held in Canada in 1955.

Funeral For M. T. Hager Held Monday Afternoon

Funeral services for Moral Thomas Hager, 68, were held Monday afternoon at the Assembly of God Church with Rev. Walter Lane, pastor, officiating. Mr. Hager, who lived at 211 Bennett, died Saturday at the Deaf Smith County Hospital following a heart attack two days before. Born in Mason County He was born November 22, 1885, in Mason County, June 16, 1907, he married Maggie Gresham in Cisco and they came to Deaf Smith County from Post in 1917. Mr. Hager, known to his friends as Jack, ran a shoe repair shop on East Fifth. He had been in business there for approximately 30 years. He was an active member of the Assembly of God Church and always liked to work with the young people.

Hereford Postal Receipts Increase Over Previous Year

Records of postal receipts for the month of December, 1953, show a decided increase over the postal receipts for the same month of 1952. Jim Lipscomb, postmaster, reports that part of the increase is due to a change in the accounting system at the postoffice. Rent charged for the postoffice boxes is being applied to the receipts of the month that the rent is paid, instead of being carried over to the next month as they were under the old accounting system. In December of 1952, receipts were \$8,809.24, while in December of 1953 receipts were \$11,024.52, an increase of \$2,215.28. There is a difference of \$7,445.28 in the total postal receipts of 1952 and the total postal receipts of 1953. For the year of 1952, receipts were \$62,399.43 and for the year of 1953, receipts were \$69,842.71. Part of this increase, too, was due to the change in the accounting system which took place during 1953. Monthly postal receipt totals for the year 1953 were: January, \$6,032.29; February, \$4,078.01; March, \$4,923.01; April, \$5,794.48; May, \$4,394.67; June, \$5,455.31; July, \$5,727.48; August, \$5,653.58; September, \$4,569.64; October, \$7,478.97; November, \$4,710.75; December, \$11,024.52.

Voters To Elect Water District Board Member

The election of a Deaf Smith County Committeeman for the High Plains Underground Water Conservation District will be held Tuesday according to District Manager Tom McFarland. This election is held each year to provide officers whose duties will include the representation of water users in their respective county to the District Water Board. Specific duties will include the ruling on drilling permits, meeting with county water users and general co-ordination between users and the district officials. Committee Candidates Candidates for Committeeman in Deaf Smith County are Floyd Walton and Frank Zinzer, both of Hereford. Each resident, qualified taxpayer, voter of Deaf Smith County is urged to cast a ballot in the election. Voting stations have been set up in Hereford Courthouse with Jim J. Clark as the presiding judge. The voting stations will be open from 7 a.m. until 7 p.m.

PETIT JURORS CHOSEN

Petit jurors for the next six months in the County Court of Deaf Smith County were chosen Monday. Jimmie Allred, Bruce L. Woodell and C. C. Billingslea, a three man jury commission previously appointed by the court, reported their selection of the jurors to County Judge Horace L. Schloss.

Liquor Is Found, Car Driver Held

Driving through Hereford with just one headlight cost the driver of the car the load of beer and liquor he was carrying, and will probably cost him more before he regains his freedom. Hereford police stopped the car about 10:15 o'clock last Thursday night at First and Main after they had noticed that the car did not have but one headlight. When the driver, Casinero Reyes Flores, was unable to produce a driver's license, he was taken to City Hall so charges could be filed against him. Car Checked A check of his car at the Police Station showed that there were three cases of quart bottles of beer, and five and one half pints of whiskey in the car, which is far above the legal limit for a dry county. City officers filed charges of driving without an operator's license against Flores, then turned him over to county authorities. A further check-up on Flores is being made by the Border Patrol, and it is possible that Flores will be turned over to them. Otherwise, charges of transporting intoxicating beverages will be filed against him, according to County Attorney J. Edward Line.



Funeral Set For Logan Coy

Funeral services for Logan Coy, 66, will be held Friday morning at 10 o'clock in the Methodist Church with Rev. S. M. Dunnam, pastor, officiating and Rev. Don Davidson, pastor of the Levelland Methodist Church, assisting. Mr. Coy, who lived at 310 E. Sixth Street, died early Tuesday morning in the Littlefield Hospital following a heart attack a short time before. He had been in bad health for some time. Born In Missouri Born February 26, 1887, in Harrison County, Mo., Coy came to Texas from Missouri in 1931. In 1942, he married Bertie Roberson in Panhandle. Mr. Coy, an insurance salesman for 22 years, is well known to most of the people of Hereford. He was greatly loved by all children who knew him. Survivors include: his wife; two daughters, Thelma Eujen of Ingleswood, Calif., and Edith Stumph of Kansas City, Mo.; one son, Herbert G. of Fort Collins, Colo.; two sisters, Mrs. Nora Clouse of Grant City, Mo., and Mrs. Elpha King of Mankato, Minn.; three brothers, Charlie of Des Moines, Ia., Jim of Grant City, Mo., and George of New Richland, Minn.; and 4 grandchildren. Burial will be in West Park Cemetery under the direction of Gilliland Funeral Home.

Tickets On Sale For CoC Banquet

Tickets to the Annual Deaf Smith County Chamber of Commerce banquet, which will be held the night of January 19, go on sale today at City Drug, Rogers Drug and McDowell Drug, according to G. E. Mullins, Chamber of Commerce manager. "We have received advance orders for 200 tickets, which leaves only 150 tickets to be sold," Mullins said. "As always, this will be one of the best programs to be presented during the year. Included on the program will be the presentation of the Hereford Lions Club 'Man of the Year' award by Lions Club president J. W. Robinson," he added. Joel S. Quinones, Mexican consul at Amarillo, has accepted the invitation of the Chamber to present the speaker.

Tax Collections In City Reached New High In '53

More than 70 percent of all city taxes had been collected by January 1, according to a report given by City Manager Cecil Massey to the City-Commission at their regular meeting Monday night. Up to January 1, the city had received \$76,454.76, out of a total of \$107,275.93 shown on the city tax rolls. "These are the largest collections ever made before the first of the year," Massey said. He gave credit for the high collections to the payment plan which was put into effect last year, whereby those who pay taxes early receive a discount.

Nine Will Take Physical Examinations In February

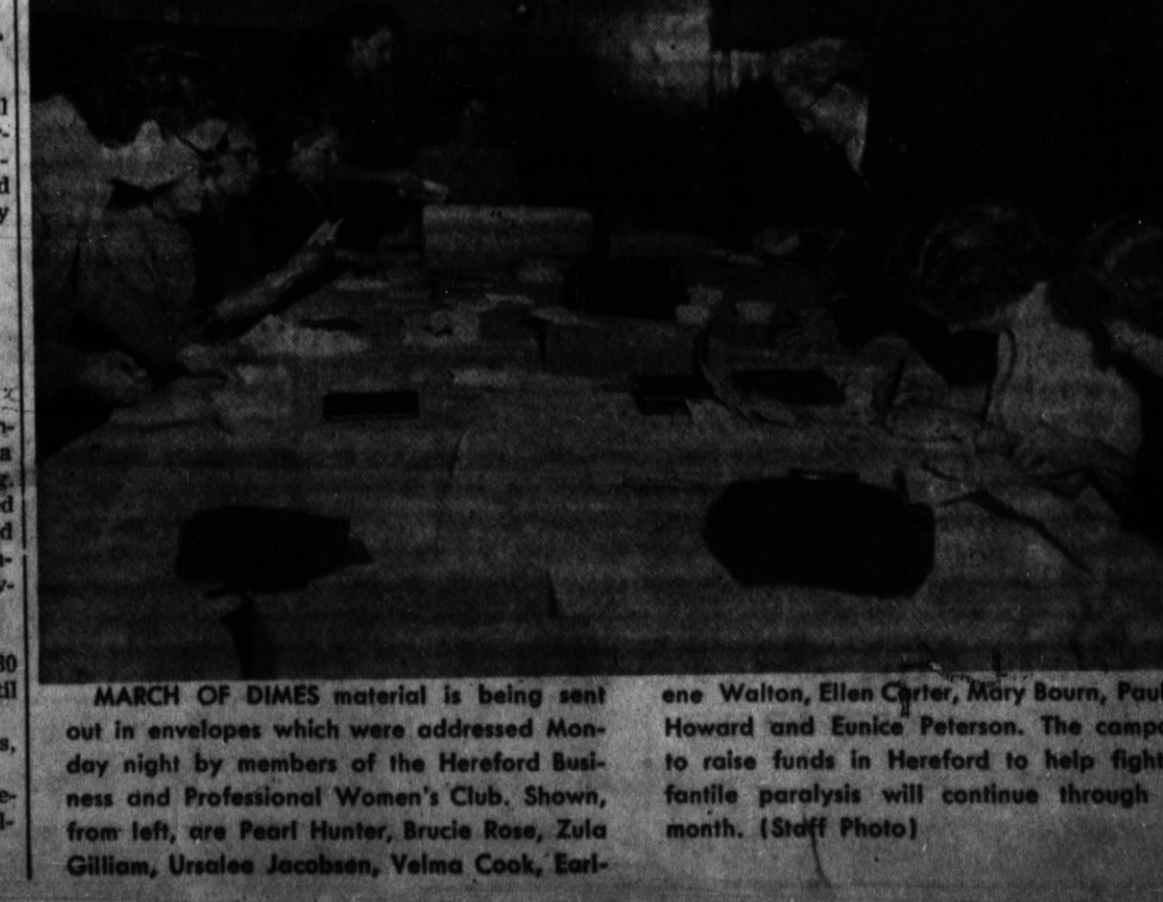
Nine men registered with Selective Service Board 18 will be called for their physical examinations February 15. State Selective Service headquarters announced a February draft quota of 1,010, the smallest monthly call in 18 months for Texas. The Texas quota in June 1952 was 384. The quota for January 1954 is 1,314. The December call, already filled, is 1,264. The November quota was 1,210. No February Physicals Because of this drop in demand for Texas manpower for the armed forces in February, and because more than 4,000 Texas youths are being sent for physical examinations in January, there will be no physical examinations in February, Brigadier General Paul L. Wakefield, state Selective Service director, said. General Wakefield's headquarters plans to have local board quotas for the February call in the offices of the boards by January 1. The state Selective director sees higher draft calls "sometime between now and July 1," he said Wednesday that "a greater number of men will be getting out of uniform during the next fiscal year, which begins at the end of June." At Least 20 Years Old Local boards must fill their February call with men 20 years old or older if they have them. If necessary to reach its quota, a board may send 19-year-olds for induction. Ninety-one out of every 100 men going into the service in December through the state draft boards were 20 years old or older. Of the nine out of every 100 who were under 20, most of them were volunteers, General Wakefield said. Volunteers are inducted ahead of all others. (Continued on Page 2)

COMMISSIONER SPEAKS Formby Tells Of Highway Problems At Rotary Club

Marshall Formby, Texas Highway Commissioner, painted a picture of the highways that was a combination of bright spots and some heavy shadows when he spoke Monday noon to the Hereford Rotary Club. "We have 50 thousand miles of paved highways which are being maintained by the State Highway Department, but we need five thousand additional miles of roads to connect towns and cities. Also, we need at least five thousand miles, and we could use 10 thousand miles, of four-lane highways for our main roads in Texas," Formby said. "I am thinking about highways like 60, 80, 81, 66, and many others. A road that carries four thousand or more cars a day certainly needs to be a four-lane highway." More Farm-To-Market The highway commissioner added that Texas needs at least 15 thousand, and possibly 20,000, miles of farm-to-market roads. Widening and improving needs to be done on at least four thousand miles of existing roads, he continued. He mentioned that about \$40 million a year is taken out of Texas in the form of Federal gasoline taxes, and this year the state will get about \$33 million back from the Federal government for highway construction. "But we think the Federal government ought to get entirely out of the taxing of gasoline," Formby stated. Right-of-Way For 51 He also mentioned that the High- (Continued on Page 2)

Mrs. Fannie Graham's Funeral Held At First Baptist Church

Funeral services for Mrs. Fannie M. Graham, 70, were held Tuesday afternoon at the First Baptist Church in Plainview with Rev. Howard Scott, pastor of the Hereford Baptist Church, officiating, and Bruce Fitzgerald, pastor of the Tulsa Baptist Church, assisting. Mrs. Graham died Monday morning in a Lubbock hospital after a lengthy illness. She is the mother of George Graham, 807 E. Fourth Street, who is superintendent of Hereford schools. Born In Alabama She was born January 26, 1883, in Jackson County, Ala. January 1, 1905, she married William Henry Graham in Princeton, Ala. They came to Texas in 1929 from Norman, Okla. Survivors include: her husband; 5 sons, Harvey of Corpus Christi, A. C. of Lubbock, George of Hereford, Charles of Dumas and Francis of Plainview; 4 sisters, Mrs. W. A. Prince of Ft. Gibson, Okla., Mrs. G. W. Wells of Plainview, Mrs. Earl Heard of Rush Springs, Okla., and Mrs. Witter Wright of Rush Springs, Okla.; one brother, Charlie Creswell of Lamesa. Burial was in Plainview Cemetery under the direction of the Gilliland Funeral Home.



MARCH OF DIMES material is being sent out in envelopes which were addressed Monday night by members of the Hereford Business and Professional Women's Club. Shown, from left, are Pearl Hunter, Bruce Ross, Zula Gilliam, Ursulae Jacobsen, Velma Cook, Earlene Walton, Ellen Carter, Mary Bourn, Paulene Howard and Eunice Peterson. The campaign to raise funds in Hereford to help fight infantile paralysis will continue through this month. (Staff Photo)

Northwest Hereford News

By Mrs. R. C. Childers
Mr. and Mrs. Don Zelner are the parents of a baby boy born Dec. 31 in the local hospital. Mrs. Zelner is a former resident of this community and is the daughter of Mr. and Mrs. A. F. Hargett, now of northern Arkansas, near Harrison.

Mr. and Mrs. A. F. Hargett and girls spent the Christmas holidays visiting in the Zelner home, and Mrs. Hargett has remained here to care for her daughter and the new baby for a week or so before returning to her home.

Mrs. O. R. Bearden and her daughter, Mrs. C. E. Johnson spent part of the Holidays visiting in Lamesa, where Mrs. Bearden resides. Mrs. Bearden is still with her daughter here recuperating from a major operation.

Ill Over Holidays
Mrs. J. T. Richardson has been ill over the holidays. They entertained many guests during the holidays, including their son Hulon Richardson and family from San Angelo.

Mrs. Pat Robinson had 35 for supper one night during the holiday season, they included relatives from Vega, Panhandle and Groom.

Bonnie Lewis was in the local hospital two days last week, but is able to go to school this week.

Paula Beth Corbett did not return to school this week. She is recovering from an appendicitis operation.

Mr. and Mrs. V. J. Walker from Summerfield have moved into the tenant house on the Paul Corbett farm. Walker is going to farm with Corbett this year.

Mrs. Ralph Hays, daughter of Mr. and Mrs. V. J. Walker was a caller in the R. C. Childers' home Monday morning.

Robert Kerschen and family of Moriarity, N. M., spent the Christmas and New Year holidays visiting with friends and relatives in Hereford and this vicinity. Kerschen was at the R. C. Childers' home Saturday afternoon.

Looking For Livestock
Johnnie Northcutt from Bellview N. M. was in this community Saturday morning looking at livestock. He is interested in buying Jersey cows.

Mrs. Ira Scott spent the day in the home of Mrs. Pat Robinson Tuesday.

Teresa Robinson, daughter of Mr. and Mrs. Pat Robinson, fell and cut a gash in her chin while playing Tuesday morning. The doctor said it did not require stitches.

Mrs. Earl DeHart visited in the home of Mrs. Paul Corbett Sunday.

Ted Eaton was working in this vicinity Tuesday morning. Eaton is the new salesman for Rawleigh Products, for Deaf Smith County.

Gone To Nacogdoches
Sue Cooke left Saturday night for her home in Nacogdoches. Sue was a house guest in the R. C. Childers' home over the Christmas and New Year's holidays.

Raymond Childers Jr., spent Friday and Saturday visiting in the home of Mr. and Mrs. A. H. Iman in Plainview. While there, he lost his billfold containing all his school credentials, drivers license, and other important papers, and \$10.00 in cash. It is hoped some honest person will find it and return it to its owner. Part of the papers cannot be replaced.

Raymon was taken for a plane ride in his uncle's privately-owned plane while there. It is thought that he lost his billfold at the airport some where.

Back To College
Pat Childers and Patsy Jackson took Raymon, and Leaton Clark to Canyon Sunday morning to meet a boy from Amarillo whom they ride to and from college with.

Pat Childers and Patsy Jackson attended church in Canyon at the new Church of Christ Sunday morning.

Mrs. Marvis Southward and her son Arvis have been ill with throat infection this week.

Guests in the Marvis Southward home Monday evening were friends from Friona, Mr. and Mrs. Clayton Taylor and children.

Mrs. Marti Mason is re-doing her living room this week.



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140 West Third Hereford, Texas
Phone 37 Office Hours—8:30 5:00

Mr. and Mrs. Jack Renfro visited in the R. C. Childers' home Saturday night. Another visitor in the Childers' home Saturday night was Wayne Lady.

Return From Visit

Mr. and Mrs. Jim Clements and family returned home Saturday from a two weeks' visit with his mother, Mrs. Buye Clements and his sister, Mrs. J.A. Smith and family. The Clements report the weather was terrible while they were there. Cold temperatures of 31 degrees nipped the poinsettia and other flowering shrubs, and cold winds and rain made the weather very uncomfortable. The 31 degrees was the coldest weather they have had in over two years. Two beautiful sunshiny days may mean bad weather is on the way, but rural housewives are really taking advantage of the weather. Many outside chores are being accomplished, such as lawns being watered, yards being cleaned, beds being sunned, and many other tasks put off during bad weather.

Blowing Dust
The blowing dust of Friday afternoon made one think spring was here in all its furry. A haze of dust hovered over all rural areas even after the wind had ceased Friday evening about sunset.

Wheat is being irrigated in this vicinity in several places this week. Farmers are keeping a weather eye for moisture. Dry land farmers may lose their wheat when the spring winds blow unless they get moisture of some kind. These warm days are really good for the young wheat, giving it a chance to grow. There is a lot of late wheat, put on lettuce ground that has not had a growing season as yet, and will probably be very late for harvesting next spring.

Hospital Notes

Patients in Hospital
Connie Nell Irwin, med.; Lavena Jackson, med.; Mrs. Sam Natzger, surg.; Mrs. G. A. F. Parker, med. Louis Gunn, Ind.; Bill Darter, surg. L. H. Casey, Ortho.; Mrs. Connie Smith, OB; G. W. Mosely, med.; Hugh Witherspoon, med.; Mrs. Walter Schelling, OB; Mrs. W. A. Laster, med.; Mrs. Otis Dickey, med.; T. H. Crewdson, med.; Mrs. Ted Tijerina, med.; Mrs. Rea Cox, OB; Mrs. Herbert White, med.; Mrs. James Harris, med.; Jimmy Clark, med.; Nellie Jones, med.; Mrs. Eva Burks, med.; Jimmy Lynn Cates, surg.; Mrs. P. T. Clark, surg.; Mrs. J. E. Everta, surg.; Mrs. Paul Rudd, surg.; Mrs. G. H. Harper, OB; Mrs. C. F. Newsom, OB.

Patients Dismissed
Mrs. Alex Rayna, OB, 1-4; Bonnie Lewis, med., 1-3; Jaunita Bingshey, med., 1-3; L. D. McDuff, med., 1-2; Andy Joe Fuller, med., 1-4; Dona Nicholas, med., 1-4; Mrs. Charlie George, med., 1-2; Sam Valdez Jr., med., 1-4; Clinging Smith, med., 1-3; Kerry Glynn Home, med., 1-4; Mrs. Bill Walder OB, 1-3; Mrs. Adam Resendes, OB, 1-4; R. D. Mayfield, med., 1-3; Mrs. Donald Zellner, OB, 1-3; Eva Ramirez, OB, 1-1; Larry Pettyjohn, med., 1-6.

Births
Sons to Mr. and Mrs. Walter Schelling, 1-3; and Mr. and Mrs. C. F. Newsom, 1-6. Daughters to Mr. and Mrs. Alex Rayna, 1-3; Mr. and Mrs. Rea Cox, 1-4; and Mr. and Mrs. G. H. Harper, 1-5.

Around . . .

(Continued from Page 1)
bage collection. The lids are sold at cost—\$2.50 each, and they cost more than that when they are ordered by the individual from a sheet metal company.

Rev. Jerry Frye is now holding a revival at the Assembly of God Church, 135 Avenue G. Services begin each night at 7:30 o'clock and will continue through this week and next. There will be no services on Saturday night.

Eugene Campbell, son of Mr. and Mrs. Martin Campbell, who live 1 1/2 miles southwest of town, won in the Carl-Hair Talent Show over KFDA on December 26. He will be presented with a wrist watch tonight on the show.

Mr. and Mrs. Connie Gupton of Muleshoe made a surprise visit with the T. W. Robersons here during the holidays. Mrs. Gupton and Mrs. Roberson were teachers in the Muleshoe public schools in 1920.

Formby . . .

(Continued from Page 1)

way Department has asked Hereford for enough right-of-way through Hereford on Highway 51 to build a 60-foot paving.

"No matter how much people complain that a highway ruins their property, when they start to sell the first thing they mention is that the property is on a highway," the commissioner said. "Usually, highway improvements through a town can be paid for in five years out of the increased taxes collected as the price of property goes up along the highway. This has proven true in more than one instance."

Best Roads Possible
Formby promised the Rotarians that the Texas Highway Commission will always give the state

the best roads possible with the money available, but warned that there will come a time when maintenance costs will be so high that further construction will probably have to be stopped entirely.

It was also the quarterly "wedding anniversary" meeting for the club, and six "Rotary Anna" were special guests. They are Mrs. Bill John Messick, Mrs. Bill Stanford, Mrs. Hugh Clearman, Mrs. Frank Bezner, Mrs. Dick Barnard and Mrs. Grady Rogers.

President George Heard presided at the meeting.

Mr. and Mrs. H. D. Blythe of Los Angeles are visiting in the home of their son, H. D. Blythe Jr., 239 Ave. K. The Blythes returned Tuesday night with the Blythe Mrs., who had spent the holidays in Los Angeles.

Tax . . .

(Continued from Page 1)

soon as possible.

Can Permit Renewed

The commission also renewed the operating permit of City Cab Co., owned by W. D. Isbell.

Following the approval of routine bills, the commission members then took up general plans for the coming year, discussing problems which seemed to be most pressing, and which needed to be considered first.

No Summer Rate

In planning for the coming months, it was decided that city finances would not allow a summer water rate this year, because the cost of operating the water system is so high at the present time.

BLACK NEWS

By Annie Leslie

Mr. and Mrs. Glenn Roberson and Marie were dinner guests of Dr. and Mrs. W. M. Nobles and family of Hereford New Year's day.

Mrs. Kermie Deaton and Barbara, and Mrs. L. L. Deaton and Lois were in Hereford Wednesday.

Mrs. Ellis Tatum, Weldon and Tommy Tatum and Eugenia Landrum spent the weekend at Albany visiting Mrs. Tatum's new

included Mayor Henry Sears, commissioners Wayne Edwards and Raylan Evans, City Manager Cecil Massey, and City Attorney Ray Cowser.

niece. Mary Tatum accompanied them home after spending the Christmas holidays there.

To Take Tests

Mr. and Mrs. Fern Barnett took their daughter, Judy, to Dallas Sunday where she will take tests and examinations from a specialist there. They were accompanied by Mrs. Bud Barnett of Hereford and Wistie and Betty Barnett.

Mr. and Mrs. Jim Black of Houston are here visiting her father, Toby Elmore, who is in the Amarillo hospital. They are also visiting the Dick Rockeys, H. H. Elmore and Bud Elmore.

Lt. Col. H. T. Tucker visited in the F. A. Tucker home, 206 Ross, last week. He was enroute to McClellan Air Force Base at Sacramento.

There are about 300 species of carnivorous mammals.

Mr. and Mrs. J. E. Beyer have returned from Little Rock, Ark. where they spent the holidays with their daughter and family, and Mrs. Harold Hicks. The Beyer returned Tuesday after weeks in Arkansas. They returned home by way of Kansas where they also visited relatives.

How To Relieve Bronchitis

Creomulsion relieves promptly by helping loosen and expel germs that help form the inflamed membranes. Guaranteed to please or money refunded. Creomulsion stood the test of millions of users.

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Free Delivery We Reserve Right to Limit Quantities

<p>White Swan Catsup 14 oz. 18¢</p> <p>White Swan—100% PURE COFFEE INSTANT The Cup that Cheers 2 oz. 49¢</p> <p>Libby's With Beans CHILI 16 oz. Can 28¢</p> <p>White Swan—Apple SAUCE No. 303 Can 24¢</p> <p>STRAWBERRY PRESERVES TEXO MAID 24 oz. JAR 47¢</p> <p>Mrs. Tuckers SHORTENING 3 Lb. CAN 87¢</p> <p>NEW POTATOES SMALL WHOLE White Swan, No. 303 15¢</p> <p>White Swan—Fancy New Pack GRAPEFRUIT JUICE 46 oz. CAN 27¢</p> <p>Rosedale—Golden Cream Style CORN No. 303 CAN 13¢</p> <p>Stewed Tomatoes White Swan No. 303 Can 22¢</p> <p>Pineapple Juice White Swan No. 2-Can 17¢</p> <p>Pork and Beans White Swan 16 oz. Can 10¢</p> <p>White Swan Large Prunes 1 Lb. Pkg. 29¢</p> <p>Bestyett—Hot Pickled Peppers 12 oz. Jar 14¢</p> <p>Aunt Jemima—Fancy Cream CORN-MEAL 5 Lb. BAG 39¢</p> <p>Pom-Facial Quality Toilet Tissue 2 Rolls 23¢</p> <p>Northern Luncheon NAPKINS 80 count 13¢</p>	<p>Swift's - Sliced - Oriole Bacon 1 Lb. Cello Wrapped 65¢</p> <p>GROUND BEEF Fresh Lean lb. 29¢</p> <p>Longhorn - Cheddar CHEESE lb. 44¢</p> <p>BEEF Roast Boneless Rolled Seasoned Oven Ready lb. 59¢</p> <p>White Swan—Fancy Purple PLUMS No. 2 1/2 Can 29¢</p> <p>White Swan—Pure Meat Potted Meat CAN 8¢</p> <p>SNOWDRIFT 3 Lb. CAN 69¢</p> <p>Giant Size CHEER PKG. 67¢</p> <p>White Swan TAMALES No. 300 Can 27¢</p> <p>Central America BANANAS 2 LB 27¢</p> <p>California Fuertes AVOCADOS EA 17¢</p> <p>1 Lb. Polythene Bags CARROTS 2 BAGS 25¢</p> <p>South Texas Green Onions 2 Bunches 15¢</p> <p>U. S. No. 1 Idaho Russet Potatoes 5 Lb. Polythene BAG 28¢</p>
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Random Us for Random

BUT WE'RE PROUD OF PIGGLY WIGGLY'S TOP VALUES!

Double S&H Green Stamps Every Wednesday --- Double S&H Green Stamps Every Wednesday

No. 1 Recleaned
PINTO BEANS 2 Lb. Cello Bag **19^c**

Fancy Long Grain
RICE 2 Lb. Cello BAG **29^c**

Shurfine, Halves
PEACHES No. 2 1/2 CAN **25^c**

Shortening
BAKE-RITE 3 Lb. CAN **69^c**

Hills Bros.
COFFEE Lb. CAN **69^c**

Pasco Fresh Frozen Blended ORANGE &
Grapefruit Juice 6 oz. CAN **10^c**



SALAD DRESSING
Best Maid
Pint Jar **19^c**



Premium Saltines
CRACKERS
1 Lb. Box **23^c**



Longhorn, Sugar Cured
Bacon Squares LB. **39^c**
Longhorn, 4 to 6 Lb. Avg.
PICNIC HAMS LB. **47^c**
Lean and Fresh
Ground Beef 2 LBS. **79^c**
Wansing Pure Pork
SAUSAGE LB. **69^c**
Mild or Texas Hot

STRAWBERRIES Fresh Frozen Stillwell 10 oz. Can **19^c**

Ball Point Pen Free
VANILLA WAFERS Lb. Pkg. **35^c**

Libby's Fancy, No. 303 Can
SAUER KRAUT 2 for **25^c**

Baker's Premium Shred
COCONUT 1/2 Lb. Pkg. **25^c**

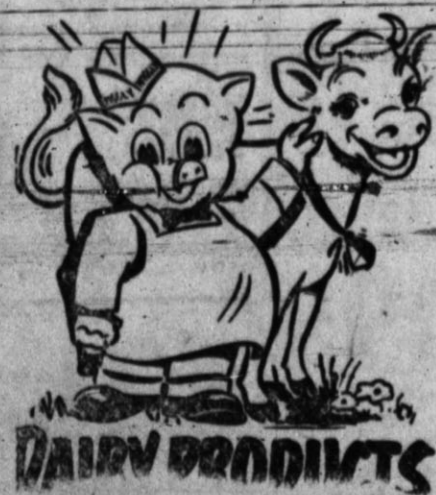
Hormel—College Pennant Free
CHILI No. 300 Plain 39^c
Can With Beans 29^c

Beverage Syrup, Makes a Gallon
GRAPETTE Any Flavor Pint **29^c**

Hormel, All Beef
TAMALES No. 300 Can **25^c**

FRYERS Whole Fresh Dressed ea. **89^c**

STEAK Choice Fed Beef Tender Clubs lb. **55^c**



Cream-O-Plains
BUTTER Fresh Daily Quarters lb. **69^c**

Borden's Country Style Creamed
Cottage Cheese 12 oz. Ctn. **23^c**

Swift's Oleo, Colored Quarters
ALLSWEET lb. **25^c**



SWEET POTATOES
South Texas Full of Sugar 6 Lb. Bag **49^c**

Fresh Country
EGGS Guaranteed Doz. **49^c**

CHEER TIDE DREFT DUZ Giant Box **67^c**



Alabama Stewart
PECANS Paper Shell lb. **29^c**

Canadian New Town
APPLES Cooking or Eating 2 lb. **33^c**

California Select
AVOCADOS ea. **19^c**

South Texas Garden Fresh
GREEN ONIONS 2 bu. **13^c**

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

WANT ADS Phone 30 or 31

FREE Theatre Tickets To See



SUNDAY - MONDAY - TUESDAY

January 10 - 11 - 12

Star Theatre

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With each PAID-IN-ADVANCE classified ad placed in The Brand, we will give you free ticket.

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WE PRODUCE EVERYTHING WE SELL. BUY MILK BY THE GALLON.

THE MILK JUG Phone 889 East Highway 60 B-1-51-tfc

FOR SALE OR TRADE: One two compartment rabbit hutch. Bill Brady, 110 Star Street. B-1-14-1-tfc

GENERATORS and starters for cars and trucks. Hereford Wiring Co., Phone 320. T-1-12-18-tfc

4. REAL ESTATE

MUST SEE

Two bedroom home at 107 west 8th street, 40 x 100 ft. lot. \$3,000 - total price. Get key at 136 Main.

Sam Nunnally Lone Star Insurance B-4-50-tfc

\$1500 cash down and \$75. a month will buy this very, very nice 2 bedroom home located at 514 Ave. K.

Call Sam Nunnally Lone Star Agency Ph. 424 Nite & Sundays 1711 B-4-25-tfc

LAND WANTED

TO SELL TO TEXAS VETERANS ON G.I. LOANS. IF YOU HAVE LAND TO SELL, CONTACT US AT ONCE.

WESSON REAL ESTATE 317 Sampson Ph. 944 Hereford, Texas B-4-43-tfc

FOR SALE: 160 Acres 3/4 miles south Dawn. \$5,000.00 down and assume Texas Veteran loan. Box 61 Dawn, or call Dawn 5328. From Hereford. B-4-24-1-2p

LOTS OF PAVEMENT in Hereford. Farms, wheat and grassland in Deaf Smith and Parmer Counties. Reasonably priced. A. O. Drake Realtor, Friona, Texas. T-4-29-1-tfc

WESSON SPECIALS

PERFECT 1/2 SECTION: Perfect land. Lays perfect for irrigating. All in cultivation. 160 acres in wheat, balance plowed. Full possession. Fine location, Deaf Smith County. \$24,000.00 loan with 12 annual equal payments at 5% int. Priced with new irrigation well cased and fully developed without pump and motor. Per acre \$150.00.

IRRIGATED 1/2 SECTION: Good improvements. 2 good irrigation wells. All good-irrigatable land in cultivation. Large indebtedness can be assumed. Will trade equity for city property. Located in Deaf Smith County. Bargain. Per acre \$165.00. Ph. 944-317 Sampson

WESSON REAL ESTATE West of Court House Hereford Texas B-4-28-tfc

PRUDENTIAL FARM LOANS

America's Largest Farm Lender SAM NUNNALLY 136 Main Lone Star Agency B-4-12-tfc

If you have something for sale or trade -- see us. G. I.'s we have a farm for you.

J. B. ELLISTON Real Estate 132 E. 2nd. Phone 179 B-4-39-tfc

I have good listings on FARMS - RANCHES ANY SIZE to BUY A FARM to SELL YOUR FARM to MAKE YOU A LOAN SEE

W. R. METCALF REAL ESTATE 632 W. 1st St. on Highway 60 Hereford, Texas Of. Ph. 854, Res. Ph. 1489-W P. O. Box 845 B-4-19-tfc

FOR SALE: 60x138 lot. Good location on paved street. Desirable neighbors. \$900. Call 1275-W after 5 P.M. B-4-1-tfc

320 ACRES at \$140.00 per acre. 200 acres summer tilled. New irrigation well and motor. 40 acres in wheat. Eight miles south Friona near Hub. James D. Mabry. B-4-28-1-4p

FOR SALE: Red's Grocery and Market on New Hwy 51, Hereford, Texas. Ideal for couple. Cash for quick sale. Consider some trade. See L. E. Schneider, 301 Knight, Hereford, Texas. B-4-30-1-3p

FOR SALE: 160 Acres 3/4 miles south Dawn. \$5,000.00 down and assume Texas Veteran loan. Box 61 Dawn, or call Dawn 5328. From Hereford. B-4-24-1-2p

EXCELLENT IRRIGATED section three miles east of Dimmitt. Three 8" wells on natural gas. \$30,000 worth of additional improvements. For more information and terms, see Charley Kent 110 Sunset Amarillo, Texas. Phone 3-1280. T-4-33-51-tfc

REAL ESTATE Irrigated Farms, Dry Land Farms, Homes and City Property.

CHARLES SOWELL Office Ph. 792 228 Main St. Box 464 Res. Ph. 193-W T-4-13-tfc

TWO BEDROOM HOME for sale, or trade for smaller place, or take good used truck for part equity. Call 758. Mrs. Lora Foster. B-4-23-1-2c

FOR SALE: 160 acres choice irrigated land. Two miles south Friona. On pavement. M. C. Watson, Friona. B-4-17-1-2p

FOR SALE Irrigated 400 acres. Two 8" wells, 2 houses, other good improvements. Will trade equity for smaller farm. Extra nice irrigated 160 acres. Two bedroom-house. Price \$210. per acre. \$17,500.00 down, ten years on balance. Irrigated 90 acres, improved; on paving. Near Hereford. \$4,000.00 down, balance good terms. New three bedroom brick with double garage, east front. Price \$16,500.00. Small down payment. Three bedroom house. Two above, 1 in basement. Double garage. Across from High School. Extra good buy. \$8,500.00. Might consider some trade. Four room house, bath, \$3,000. Only \$750.00 down. Five room efficiency, single garage. East front. \$6,000.00. Only \$1,000.00 down. We are also adding insurance to our business and will appreciate your business. Fire, Auto, Life, and Hospitalization. Come to see us. J. M. Hamby Real Estate South of Courthouse Ph. 701 B-4-1-tfc

FOR RENT: Bedroom and furnished apartment. 401 Lawton. Mrs. W. M. Megart. B-5-12-1-2c

FOR LEASE 200 ACRE FARM: Nice modern home. Electric 8" irrigation well. All good level land on cultivation and irrigation. 50 acres alfalfa. Fine location on highway near Hereford. Per A. \$25. WESSON REAL ESTATE West of Courthouse Hereford, Texas B-5-50-tfc

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

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

FOR RENT: Nice front bedroom. 238 Ave. E. T-5-9-1-1p

FOR RENT: Three rooms and bath, furnished. 211 Ave. K. T-5-10-1-1p

FOR RENT: Five room furnished house. Close in. Call 1868. T-5-10-1-1p

MODERN THREE ROOM furnished apartment. Call 112 Dub's Man's Shop, between 8 and 6. B-5-14-1-2k

COMFORTABLE UNFURNISHED apartment and small furnished house. Phone 949 or 961. B-5-11-1-tfc

FOR RENT: Furnished apartment. Call 970-W. T-5-9-1-1p

FOR RENT: Two room furnished apartment. Private bath. Bills paid. Phone 556. B-5-12-1-tfc

FOR RENT: Desirable furnished duplex. Winter rates. Utilities paid. 711 East Third. B-5-12-1-2p

6. WANTED WANTED One quarter to one section, reasonably priced grass land. See me for farms and residences. A. O. Drake Realtor Friona Parmer County Texas P. O. Box 27 Phone 3042 B-6-26-tfc

WANTED: GAY OLD DOGS WHO WANT TO STAY THAT WAY! If your dog has reached middle age—help him retain his strength and vigor! NEW PURINA DOG CHOW contains Micro-Mixed ingredients that do so much to promote a happy, peppy "dog life"! Get PURINA DOG CHOW at PACKARD MILLING CO. Phone 29 B-6-28-2c

FOR RENT: Newly decorated two room apartment. Private bath. Frigidaire. W. T. Carmichael. Phone 838. B-5-15-52-tfc

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

FURNISHED Apartment. Nicest of furniture, dishes, etc. For rent to couple only. Located at 406 North Jewell. Get key at 136 Main. Lone Star Agency. B-5-25-50-tfc

FOR CASH LEASE: 100 acres with 8" well. Phone 1885. E. T. Morgan. B-5-13-28-2c

FOR RENT: Modern 3 room garage apartment. Furnished. Bills paid. Close in. Come to 219 Lee. B-5-16-28-2k

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

FOR RENT: Five room modern house on pavement. Near school. Ruth K. Service. Call 1110 or 660. B-5-19-29-2k

FOR RENT: Three room furnished house. 131 North 25 Mile Ave. B-5-11-21-tfc

FOR RENT: Two room furnished house. 305 East 6th Street. Charles E. Hood. B-5-12-28-2p

FOR RENT: Front bedroom. 806 Union. Phone 1866-W. B-5-9-28-2k

FOR RENT: Two room modern furnished house. Bills paid. Close in. Call N. B. Hood 746-J after six P. M. T-5-19-1-1k

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FOR RENT: Five room furnished house. Close in. Call 1868. T-5-10-1-1p



TEDDY ALSUP extreme right, who lived with his aunt, Mrs. C. A. Saulcy, in the Westway community last summer, has been reunited with his mother, Mrs. Johnny Ballard, step-father and other members of the family after he had lived for eight years in an orphan's home at Tipton, Okla. The Ballards have

been in Germany for the past 17 months, while Ballard was finishing a term of service with the Army. The family is now in Amarillo where Ballard is employed at the Veteran's Hospital. Shown, from left, are Bernie Ballard, Johnny Ballard with Johnny Jr., Mrs. Ballard and Teddy.

Dawn News

By Bertha Frye

Mr. and Mrs. R. L. McAnnally attended the Cotton Bowl game at Dallas New Year's day.

Miss Mary Frye left by plane Sunday for Haines City, Fla., where she is teaching this year. She spent the Christmas holidays with her parents, Mr. and Mrs. A. T. Frye.

Miss Sallie Womble returned to Spearman Saturday after spending the holidays with her parents, the Baker Wombles. She is teaching in Spearman this year.

Returned To Camp Polk Fred Frye, who spent the Christmas holidays with his parents, Mr. and Mrs. F. A. Frye, returned to Camp Polk, La., Saturday. He planned to visit relatives in Fort Worth enroute to camp.

Mr. and Mrs. Tom Bates of Tulsa were guests New Year's day in the home of Mr. and Mrs. Baker Womble.

The Carl Wimerley family returned the first of the week from a trip to Sweetwater.

Mrs. F. C. Lowe of Borger is spending some time in the home of her daughter and son-in-law, Mr. and Mrs. Bruce Brown.

Mr. and Mrs. Ernest May of Hereford visited Tuesday night in the A. T. Frye home.

New Year's Day Guests New Year's day guests in the home of Mr. and Mrs. Clifford Stewart were Mr. and Mrs. Cecil Benton of Plainview and Mr. and Mrs. Henry Hamblin of Wayside.

The Dawn Study Club met Wednesday afternoon with Mrs. Melvin May.

Miss Mary Frye, home from Haines City, Fla., was honored with a luncheon in Amarillo New Year's day by Miss Billie Cluck of Dimmitt and Mrs. Richmond Hales of Canyon.

Dinner Guests Mr. and Mrs. W. J. Stewart of Canyon had as dinner guests Wednesday night, Mr. and Mrs. Reece Stewart and children, Mr. and Mrs. Ray T. Stewart and children, Clifford Stewart and Dorothy, Mr. and Mrs. Zed Stewart, Mr. and Mrs. John Hall and daughters of Richmond, Calif.

Dave Heizer of Rocky Ford, Colo. was a visitor in the H. H. Miller home last Thursday.

Visitors in the W. H. Fogle home during the holidays were Mrs. Albert Ernest, son and daughter of

Grand Prairie, Mr. and Mrs. Neal Fogle and children of Oceanside, Calif., Mr. and Mrs. Nolen Fields and daughters of Sundown and Mr. and Mrs. Fred Walton of Hereford.

Mrs. Jerry Albracht and children were dinner guests Wednesday in the George S. Parker home.

Mr. and Mrs. White Griffiths of Earth were New Year's day dinner guests in the R. A. Frye home.

Return From Vacation Mr. and Mrs. William Wimberley and Billy returned from a vacation trip which took them to Austin, Houston, Galveston and New Orleans, La.

Mr. and Mrs. John Hall and daughters left New Year's day for their home in Richmond, Calif., after spending the Christmas holidays here with her parents, Mr. and Mrs. Zed Stewart.

Mr. and Mrs. W. H. Miller and children are in Fort Worth this week visiting his mother and sister, Mrs. Lucy E. Miller and Miss Estelle Miller.

The Bruce Browns visited this week with relatives in Claude and Borger.

Dwayne Stewart, Mr. and Mrs. Bill Lee of Artesia, N. M., and Mr. and Mrs. Zed Stewart attended the ball games at Canyon Tuesday night.

Holiday Trip Mr. and Mrs. W. H. Fogle accompanied by her parents, Mr. and Mrs. M. W. Fields of Portales, N. M., was in El Paso during the Christmas holidays visiting relatives.

Rev. and Mrs. Paul McClung, and Kenneth returned Thursday night from a ten day trip to California.

Mr. and Mrs. J. R. Oglesby of Mobeetie spent the New Year's Holidays in the homes of their three daughters and families, the Reece Stewarts, the Ray T. Stewarts and the J. B. Caraways.

Mr. and Mrs. David Rodgers and sons of Lubbock were guests Sunday in the H. H. Miller home.

Mr. and Mrs. H. S. Fuller and children returned Saturday night

Reliable Rug, Carpet & Upholstery Cleaners in Hereford C & R Cleaners Phone 160 B-11-21-tfc

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

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

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

WANTED: Ironing to do in my home. 60 cents per hour. Mrs. Charles Pennington. 331 West 4th. B-11-16-1-2p

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

13 Lost & Found LOST: Brown and white English Springer Spaniel dog. Name is Bounce. Reward. Call 838. W. T. Carmichael, 523 Blevins. B-11-19-25-2c

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

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

HEREFORD Lions Club meets each Wednesday, 12 noon Hotel Jim Hill

HEREFORD Kiwanis Club Thurs. Noon Hotel Jim Hill

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

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

HEREFORD No. 849 AF & A

THURSDAY JAN. 7 R. L. Thompson, Sec. W. A. Bill Phipps W.

pint of moon
jars got away
the heat.

Classifieds

CY

ifton

50

Adams
Orange Juice
2 46. oz. Cans **59c**

Campbell's
Tomato Soup
can **5c**

Hunt's Whole Unpeeled
APRICOTS
No. 2 1/2 Can **25c**

JOIN YOUR NEIGHBORS IN 54 AND SAVE AMERICA'S POPULAR THRIFT STAMP

C AND C THRIFT STAMPS

We Reserve the Right to Limit Quantities
No Merchandise Sold to Grocery Merchants
or Their Agents at these Low Prices

Sunbrite CLEANER	3 Tall Cans	25c
Hunt's, 11-oz. Glass PEACH PRESERVES		18c
Champ DOG FOOD	5 Tall Cans	49c
Hunt's CUCUMBER CHIPS	12-oz Jar	19c
Pride of the Ozark, No. 2 1/2 Can SWEET POTATOES		29c
Garth, 2 No. 303 Cans GREEN BEANS		29c
Skyland, No. 2 1/2 Can FREESTONE PEACHES		31c

Supreme FIG BARS	12-oz. Pkg.	31c
Supreme, 7 1/2-oz. Pkg. VANILLA WAFERS		27c
Dinty Moore BEEF STEW	24-oz. Can	51c
Bama Red Plum JAM	2 Lb. Jar	47c
Giant Size Shampoo HALO		69c
Giant Size Hair Tonic VASELINE		79c Tax Inc.
Giant Size Lotion Shampoo LUSTRE CREAM		79c
Giant Size Cream Hair Tonic VASELINE		59c Tax Inc.
Giant Size Rapid Shave PALMOLIVE		59c

Peter Pan
Toilet Soap 5 Bars **25c**

Priority
TUNA Can **29c**

Brookdale
SALMON No. 1 Can **29c**

Remarkable
Pears No. 2 1/2 Can **29c**

CUT FROM NORTHERN GRAIN FED HOGS
FIRST CUTS
PORK CHOPS lb. **49c**

ARMOUR'S SUGAR CURED SLICED
BACON lb. **55c**

U. S. GOOD GRAIN FED MATURE BEEF
STEAK lb. **45c**

WISCONSIN—SKINLESS LONGHORN
CHEESE lb. **49c**

ALL WHITE MEAT—BONELESS
CODFISH lb. **29c**

NICE FRESH LARGE BUNCHES
PLENTY OF FLAVOR
TURNIPS BUNCH **5c**

Stokely's
Corn On The Cob
2 Cans No. 404 **69c**

MARSH SEEDLESS
GRAPEFRUIT 2 lb. **15c**

Maryland Club
COFFEE
ALL GRINDS \$1.39
2-Lb. CAN

WASHINGTON STATE RED DELICIOUS
APPLES lb. **17c**

MEDIUM SIZE SNOW WHITE
CAULIFLOWER lb. **10c**

U. S. NO. 1 COLORADO RED
POTATOES 10 lb. **33c**

Soap FAB	Lg. Box	25c
Soap FAB	Giant Box	67c
Toilet Soap, Facial Bars PALMOLIVE	2 for 15-	
Toilet Soap, Bath Bars PALMOLIVE	2 for 23c	
Toilet Soap, Facial Bars Cashmere Bouquet	2/15c	
Toilet Soap, Bath Bars Cashmere Bouquet	2/23c	
Soap SUPER SUDS	Lg. Box	19c
Soap VEL	Lg. Box	25c
Soap VEL	Giant Box	67c
Laundry Soap Crystal White	3 bars	23c

A Delicious Cake For Any Desert
ANGEL FOOD CAKE Each **19c**
Topped With Pure Orange Pineapple Preserves And Pure Butter
Streusel

ORANGE PINEAPPLE ROLLS Pkg. of 6 **29c**
A Whole Egg Batter Filled And Topped With Crushed Pineapple

PINEAPPLE FESTIVAL LAYERS 2-7 In. Layers **43c**

HURR FOOD STORES, Inc.

Bleach HI-LEX Qt. Bottle 15c 1/2 Gallon Bottle 29c	Liquid Starch STA-FLO 1/2 Gal. Bot. 45c	Pure Egg Noodles SKINNERS 14-oz. Pkg. 33c	Raisin Bran SKINNERS 10-oz. Pkg. 19c	Reynolds Wrap ALUMINUM FOIL 18x25 Roll 59c	Cleanser AJAX 2 Tall Cans 23c	Toilet Tissue SOFTEX 2 Rolls 23c	Facial Tissue CHARMIN 2-400 count boxes 45c
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Read The Classifieds

To Relieve
Misery of
COLDS
take 666
LIQUID OR TABLETS—SAME GREAT RESULTS

Frio News

By Mrs. Owen Andrews

Mr. and Mrs. Jim Brooks were in Oklahoma visiting their relatives, last week in the vicinity of Comanche.

Mr. and Mrs. H. C. Miller and family were visiting their relatives in Henrietta and Pawhuska, Okla., last week.

Mr. and Mrs. H. E. Lingley were visiting relatives at Wellington the first of this week.

Moving To Hereford

The Sam Lindleys are moving from the Warrick place to Hereford. Their new home, a three bedroom brick house on Star Street, is almost complete.

Mr. and Mrs. Billy Warrick and son will move into the Warrick place.

House For Thompsons

A new house is being built in Plainview to be moved to the Odum place for the J. B. Thompsons. It is to be ready to be moved and decorated. The J. B. Thompsons have been living in the Raymond Odum home while the Odoms spent last year at Orange, Calif. They were in California for Mr. Odum's health, but he is sufficiently improved and they are moving back to the farm again.

Mr. and Mrs. Robert Simpson and Rev. and Mrs. D. F. Ward and children had supper in the home of Mr. and Mrs. Billy Gene White at Abernathy Monday night after attending the George Parker funeral at Tahoka.

Mr. and Mrs. J. C. Simpson and children have spent the last two weeks visiting Mrs. Simpson's parents, the Austins, and other relatives at Longview and with an aunt of Mr. Simpson's at Arlington.

Visit In Wichita Falls

Mr. and Mrs. Don Cox, who have been visiting their relatives, the Thompson family, went to Wichita Falls Monday to be with Mr. Cox's relatives a few days. J. Dow Scott Jr., of Midland, nephew of Mrs. Carlton Dobbins, and Miss Jerry Lee Morton of Morton, were visitors in the Dobbins and Vinson home Sunday afternoon.

Sprained Ankle

Rev. D. W. Ward is suffering from a badly sprained ankle received while riding a horse in the mountains last week. He was visiting his parents at Raton. Although the crutches are quite inconvenient, he appreciates the fact that it was no worse.

Here for the services for Paul Thompson Sunday were Mr. and Mrs. E. L. Fisher, Mr. and Mrs. Dale Fisher of Borger, Mrs. Pearl Fisher, Mrs. Charles Gregg, Mrs. Bill Starry and Mrs. Otho Snow of Oklahoma City, Mr. and Mrs. Forrest Fisher, Mr. and Mrs. R. H. Boatman, Mr. and Mrs. Rowell Fisher, Mrs. Hiram Nickle and family of Amarillo, Mr. and Mrs. Don Fisher of Portales, N. M., and Mr. and Mrs. Roy Godman of Bushland.

George Franklin of the Coast Guard visited his sister, Mrs. Spieker Gripp, while he was on leave from the base in Alaska.

Off To OTS

Wade Thompson, who has spent a fifteen day leave from the Navy with his parents, the W. H. Thompsons, and other relatives, left by plane from Amarillo Monday morning. He was to fly to New York Monday and continue on to Rhode Island where he is to be in an Officers Training School.

Mr. and Mrs. Carlton Dobbins received a telephone call from their son, Robert, in Tokyo, Japan, Saturday. They said that although they couldn't hear very well, it was very definitely worth the effort. Robert has been in Korea and was in Japan on rest leave. He left here the last of May, as soon as he finished basic training at Ft. Bliss.

Underwent Tonsillectomy

Ramona Hall, six year old daughter of the Leo Halls, underwent a

tonsillectomy at the Deaf Smith County Hospital last week.

Mr. and Mrs. A. D. Johnson and children moved Tuesday to a place near Edmondson. Doyle will stay in the Epperson home until the end of the semester before changing from the Dimmitt school to the one at Plainview. Owen and W. H. Anderson were among those helping the Johnsons to move.

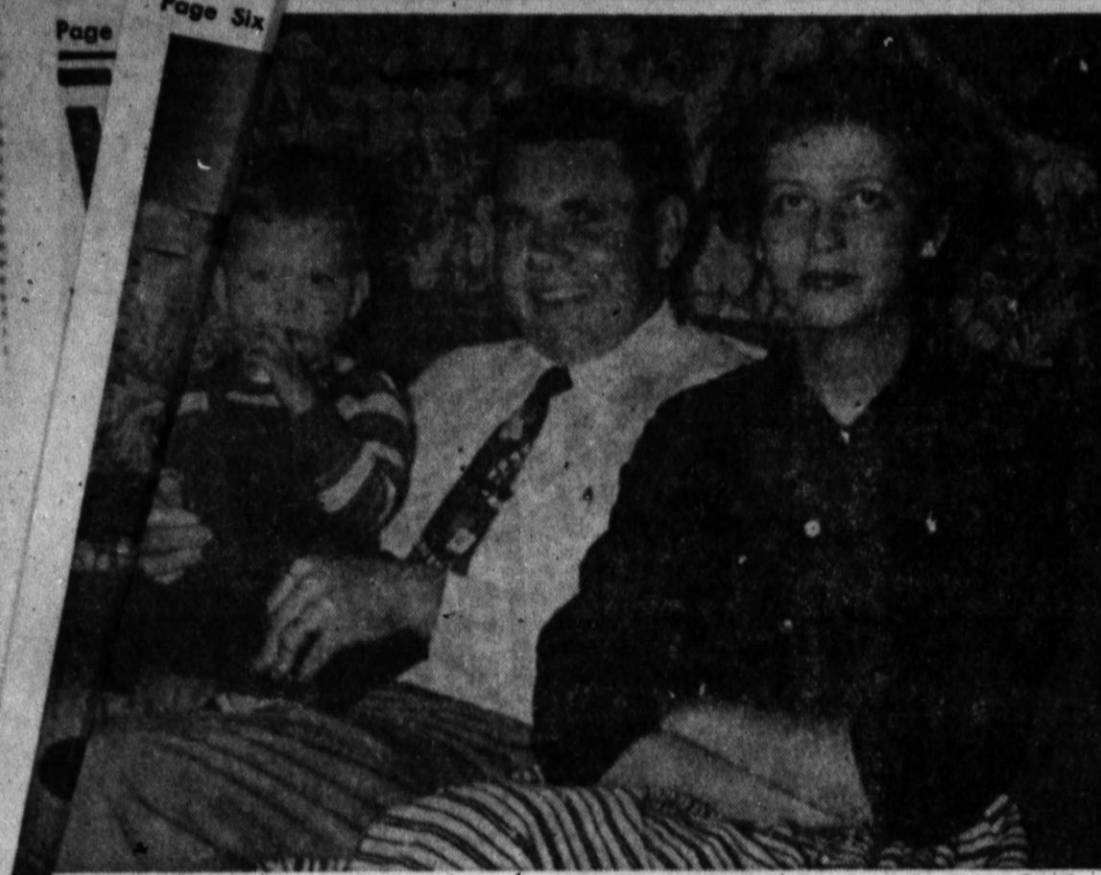
Section Is Extravagant

HARTLAND, Conn. — It would have been cheaper for this town to have had four selectmen than the usual three.

Recently a run off election was held for two candidates who tied for the third selectman's post. Cost of the election, \$200 — cost of the selectman's salary, \$50 annually.

Protect that Meter

LANCASTER, Pa. — Like everything else, the cost of parking meters is up. So Lancaster's city fathers have decided to install — experimentally — a steel beam at the curb on a downtown street to protect them. Too many meter standards have been knocked down by careless parkers.



YOUR PASTOR—Rev. Norman Grigsby, pastor of the Methodist Church at West. He received his B.S. Degree from West State College in August of 1951 and is present as an instructor in jet planes at

Amarillo Air Base. He plans to enter Southern Methodist University the first of June where he will work toward his B. D. Degree. Shown with Rev. Grigsby are his wife and son Wesley.

Friena News

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

Mr. and Mrs. J. W. Baxter and Mr. and Mrs. Billy Dean Baxter and children spent Christmas weekend with Mr. and Mrs. Bill Baxter and family and Mr. and Mrs. Calvin Martin of Lamar, Colo. They returned home Monday.

Mr. and Mrs. Richard Perkins of Bovina visited his brother, Cassie, and family here Sunday afternoon.

Instructor Visits

Vernon Mitchell, civilian instructor at the Marana Air Base near Tucson, Ariz., stopped in Friena Friday night for a visit with his cousin, Gene Guinn, before resuming his trip from Arkansas City, Kans.

Mr. and Mrs. Henry Lewis and Mr. and Mrs. D. C. Herring went to Dallas Thursday to attend the Cotton Bowl game.

Holiday In Hospital

Judy Barnett was taken to the hospital at Hereford where she spent most of the time during the holidays and is to go to Dallas for some more X-Rays soon.

Bob and Geneva Reithmeyer are the parents of a daughter, Beverly Jill, who weighed 3 pounds and 14 ounces. She was born December 28.

Mr. and Mrs. Fred Helmke and Karen spent the Christmas weekend with relatives at Shattuck.



The folks at the Big Burger Drive-In strive to give you the fastest service in town.

BIG BURGER
Sandwiches-Soft Drinks
Intersection Hiway
60 & 51

MR. FARMER
If you plan to lay a 2" to 4" gas line, 100 Feet to 100 Miles, we can sell the pipe cheaper. We are also well stocked with Irrigation Pipe, 8" to 16" at COMPETITIVE PRICES. See us for your pipe needs.
HILTON SUPPLY COMPANY
1819 East Broadway
Lubbock, Texas
Phone - 2-3041 or 2-5685

of California visited with their parents in Friena over the Christmas holidays.

Christmas In Los Angeles

Mr. and Mrs. Buck Fallwell and children spent Christmas in Los Angeles, Calif., with relatives.

Mr. and Mrs. H. J. Henderson and son returned home Saturday from California where they spent the Christmas holidays.

Odell Vaughn and James Wilder spent New Year's day with friends in Texarkana.

GIRL SCOUT NEWS

Troop 9 met at the Methodist Church basement with assistant leader, Mildred Guinn in absence of the leader, Hazel Guinn. The girls drew free hand pictures and colored them, sang songs and jumped the rope. It was Dianne Jennings turn as hostess, and assisted by Elana Beene, served ice-cream, sandwiches and Dr. Peppers to: Rebha Cope, Carolyn Herring, Patsy Hough, Marca Lynn Massey, Carolin Guinn, Judy Guinn, Kay Coffey, Jo Beth Brummitt, Mildred Guinn and Larry. Diana Taylor and Delia Ann Gaines were absent.

Troop 5 Meeting

Nadine O'Brian and Louisa Wilson met with troop 5 at the clubhouse on Monday. The girls played games and Linda O'Brian, president, and vice-president Marilyn Potts, held their regular business meeting. Louisa Wilson served candy to one visitor, Gwendolyn Green, and troop members: Lugena Guinn, Jacquelyn Magness, Monty Baker, Faye Scales, Marilyn Potts, Linda O'Brian, Carolyn Crump, Delores Elmore, Janet Sneed, Geneva Floyd, Carla Singletary. Betty Barnett was absent from the meeting.

Freshman Class Party

The Freshman class had their Christmas party December 19. They went to Clovis and skated two hours and then went to the Silver Grill and ate. Then the different cars went to different shows. There were 32 students present and eight adults. The sponsors were: Miss Evelyn Coley and Floyd Messenger, and John Abner O'Brian, Mrs. Stowers and Mr. and Mrs. Fern Barnett. They all had a good time and wish to thank the parents for taking them.

Visitor From Arapaho

Mrs. Cherry Lee Townsend of Arapaho, Okla., spent Christmas with her sister and brother-in-law Mr. and Mrs. Neal Fulks and family.

Mr. Neal Fulks is in an Amarillo hospital where he underwent spinal surgery Tuesday.

Ships from those of the Vikings to those of the 18th Century are on exhibit at Mystic Seaport, Mystic, Conn.

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The Hereford Brand
Published Every Thursday at 336 Main St.
Hereford, Deaf Smith County, Texas — Phone 30
Our Slogan: "More People—More Farms"



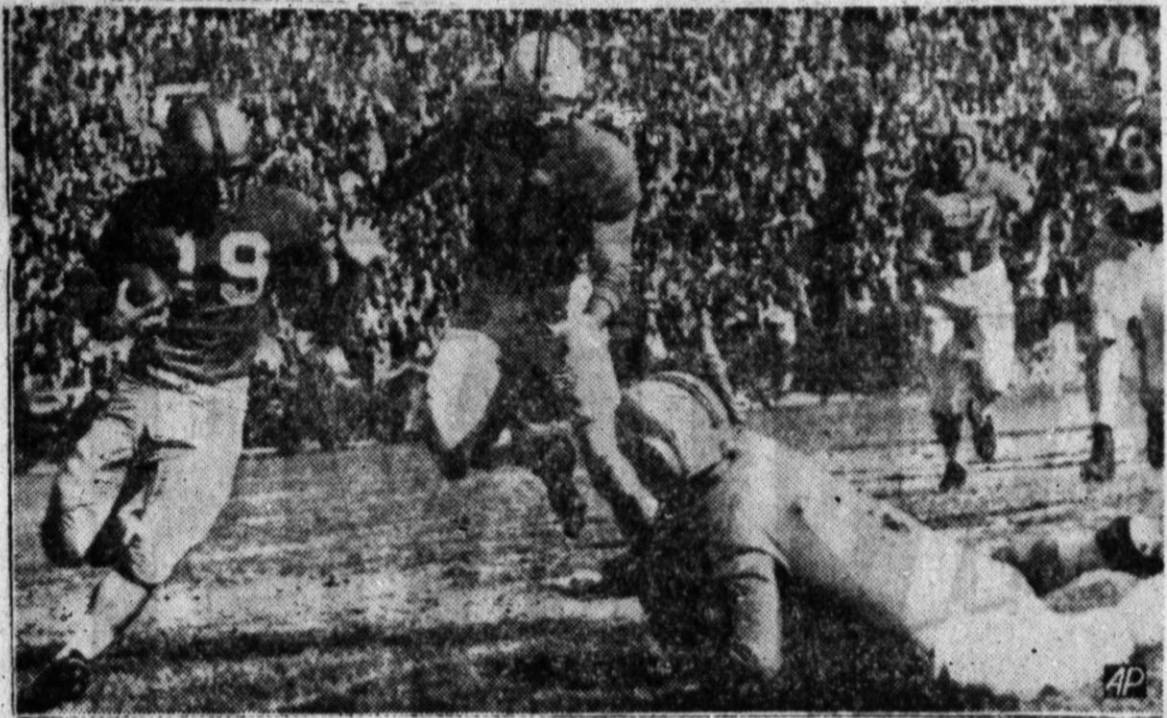
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Entered as second-class matter at the Post Office in Hereford, Texas, under the act of March 30, 1879.
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office.

WE GIVE S & H GREEN STAMPS

WE GIVE S & H GREEN STAMPS

BISCUITS	12 oz. Pkg.	57c
Puffin	6 oz. Pkg.	29c
Can		2 for 9c
CHEESE	12 oz. Pkg.	57c
Wisconsin Aged		29c
CHILI CON CARNE		39c
Gebharts	Tall Can	
PEACHES Our Value	3 Cans	\$1
Elberta, In Heavy Syrup		
PICKLES	Full Quart	27c
Best Maid		
SALAD DRESSING		25c
Best Maid	Pt. Jar	
KRISPY CRACKERS		25c
Sunshine	1 Lb.	
CHEESE	2 Lb. Box	69c
White Lily		
CAKE MIX Large Box		37
Swans Down, Any Flavor		
PORK BEANS 2 For		33c
Campfire, No. 2 1/2 Can		
TUNA Can		27c
Van Camps		
SKINNERS 2 Pkgs.		21c
Macaroni or Spaghetti		
DUZ Soap Flakes Lg. Box		19c
Coupon on Each Good for 10c		
PITTED DATES		25c
Dromedary, 7 1/2 oz. Pkg.		
TAPIACO Pkg.		21c
For Dozen of Deserts Minute Delicious		
CHINESE DINNER		65c
Meatless, Ready to heat and eat La Choy		
VIENNA SAUSAGE 3 for		25c
Campfire		
GREEN BEANS 2 for		25
Cut, Campfire No. 303 can		
Carrot 2 For		19c
Fresh Green		BU. 5c
ONIONS		
Russett	10 Lb. BAG	27c
POTATOES		
Garden Fresh		2 Bun. 9c
RADISHES		

THOMAS FOOD STORE
We Reserve Right To Limit Quantities — Double S & H
Green Stamps On Wednesday
We Give S & H Green Stamps. 519 Park Ave. Phone 15
WE GIVE S & H GREEN STAMPS



TEXAS TECH GAINS -- Halfback Don Lewis goes around right end to pick up six yards for Texas Tech in the first quarter of the Gator Bowl game with Auburn in Jacksonville, Fla. Tech won 35 to 13 and fans at the game gave Coach Dewitt Weaver a new Cadillac. (AP Wirephoto)

AT BULL BARN

Herb Parks Will Meet Sakata In Top Section Of Double Bill

Herb Parks, whom Hereford wrestling fans should well remember, is back again. The balding, quiet-natured but quick-tempered Canadian from North Bay, Ont., is matched against Mr. Sakata, vicious, chopping Japanese - taught Nisei from Hawaii, in the top section of Saturday night's double main event at the Hereford wrestling hall. **Twin Feature** In the first part of the twin feature, Tommy Martindale, acrobatic Milwaukee athlete, takes on rugged Frank Murdock of Waxahachie. Both matches are scheduled for two out of three falls or to a one-hour time limit. Either one could go the limit, and both are bound to be blustery affairs. Parks, who operates a summer sportsmen's rendezvous near North Bay, last wrestled here on March 28, last year. He met Bob Cummings, a Hereford citizen, in a quick, rough contest. During the fall and early winter, Parks wrestled, with considerable success, in the middle west, mostly around Chicago, and mostly against athletes who were considerably heavier. **May Stop Sakata** Because of his durability and his ability to come back after absorbing much punishment, Parks may be the man to put a stop to the successes of Mr. Sakata. Martindale, too, has been absent for some time, although not so long as Parks. His last Hereford appearance was on October 3. A tour through part of Canada and the midwest seems to have sharpened him considerably. He appears faster and more rugged than ever. Fans will be pulling for him to give the business to the hated Frank Murdock, who stops at nothing to gain his points and who is one of the worst breakers of wrestling rules. The Zulus of South Africa believe that every man always is accompanied by an ancestral spirit in the form of a serpent which moves underground. If the serpent dies the man dies and then the serpent comes to life again.



PVT. BILLY D. ZELLNER

Pvt. Billy Zellner Taking Basic Training At Bliss

Pvt. Billy D. Zellner, son of Mrs. Bessie Lee Zellner, 502 Ave. K, recently began eight weeks of basic training in the Antiaircraft Artillery Replacement Training Center at Ft. Bliss, Texas. Upon completion of the first eight week cycle, Pvt. Zellner will either be assigned for further training at Ft. Bliss in the techniques of antiaircraft artillery, or he will be transferred to another Training Center for schooling in some other army skill.

BY U. S. AIR FORCE

High School Graduates Being Accepted For Pilot's Training

Since November 1, the United States Air Force has been allowing outstanding and qualified high school graduates to apply for pilot's training. Earlier, all applicants had been required to complete two years of college. "It doesn't mean that the Air Force has lowered its standards on the qualifying examination or flight training," according to Captain Walter E. Foster, president of the 512 Aviation Cadet Selection Team, which comes to Hereford. **A Flying Future** "What it does mean is that the Air Force realizes that many high school graduates can qualify, but are unable to go on to college. The Air Force hopes to interest these young men in a flying future."

Captain Foster emphasized that the other previous requirements remain unchanged. The applicant must be a single male citizen between the ages of 19-26's, pass a test to determine aptitude for flying, and have high moral and personal qualifications, as determined by a board of Air Force officers. Also, the applicant must be in good physical condition, and meet rigid requirements for eyes, ears, heart, teeth, height, and weight. Qualified young men wishing to investigate the possibilities of a well-paying flying career in the Air Force can obtain full particulars from the 512 Aviation Cadet Selection Team at the Hereford Postoffice from 9 o'clock in the morning to 5 o'clock in the afternoon.

Rainbow Girls Elect Officers

Officers were elected at the regular meeting of the Rainbow Girls Monday night at the Masonic Lodge. They are as follows: Martha Brown - Worthy Advisor; Melrose Whitfield - Worthy Associate Advisor; Dorothy Veigel - Charity; Sylvia McCracken - Hope; Barbara Rogers - Faith; Bonnie Loiris - Recorder; Kay Barnard - Treasurer. Janie Womble - Chaplain; Irene Witherspoon - Drill Leader; Georgia Lewis - Red; Ann Reeves - Orange; Yella Day Skypala - Yellow; Donna Rae Mc Laughlin - Green; Wanda Kimbrough - Blue; Jan Hargis - Indigo; Sandra Caraway - Violet. Sue Sowell - Confidential Observer; Virginia Cowan - Outer; Dixie Young - Musician; Doris Russell - Choir Director.

Installing Officers Installing officers were: Officer - Emma Jane Brown; Chaplain - Lu Durham; Recorder - Robert Thompson; Marshal - Colline Brown; Musician - Erlene Walton. The members of the choir are: Darlene Tinnin, Jane Newsom, Deniece Barnard, Donna Woodell, Peggy Graham, Frankie Culpeper, Paula Beth Corbett, and Clyde Allred.

Classmates Held Reunion During Holiday Period

Jacqueline Newell of Amarillo who has been spending the Christmas holidays here with her parents, Mr. and Mrs. Charles Newell, entertained a group of Hereford High School classmates during the holidays. Those attending the get together were Jaynice Estes, Marian Goodin, Patsy Ireland, June Caraway, Doris Jean Hill of Petersburg, DiAnne Roberson and the hostess. **Entrance Is Inauspicious** CHAMBERSBURG, Pa. - The intruders who broke into Shively's Dairy here one night might have a window. After smashing in the panel of the office door, the intruders turned the office upside down but left without finding any money. An envelope containing 100 had been shoved through a slot in the door but went unnoticed by the burglars because it was hidden under a piece of the paneling they knocked from the door.

Jewelry Center Rebuilt PFORZHEIM, Germany - Pforzheim, after nearly nine years, is again the jewelry manufacturing center of this country. Yet much of the ruins still remain from the devastating raid of Feb. 23, 1945 by British bombers. Of Pforzheim's 79,000 citizens, 17,600 were killed in 20 minutes. One large cross near the center of the city stands as a memorial to all.

Fire Helps Police KINGSPOINT, Tenn. - Officers searching for whisky in a vacant lot burned the grass away. In the ashes, they found four half-

gallon jars and one pint of moonshine. Ten half-gallon jars got away - they exploded in the heat. Read The Brand Classifieds

INSURE IN SURE INSURANCE
PLAINS INSURANCE AGENCY
John H. Patton Wm. H. Patton
All Forms of Insurance
213 N. Main St. Phone 50

NOTICE!

Due to the death of our father, Jack Hagar, Jack's Shoe Shop will be closed after Saturday, January 9.

We would appreciate your cooperation in picking up all work left here before this date.



Ladies!!

Hereford Now Has
A Complete
WASHATORIUM
offering you
LAUNDRY SERVICE
WHILE YOU SHOP!

IT'S NEW - IT'S TERRIFIC!

That's right ladies... now you can have your laundry done while you shop. The Hereford Laundry and Dry Cleaners has installed a complete WASHATORIUM, offering the ladies of Hereford "Individual 2-hour Laundry Service." This is a housewife's delight - now she can have her laundry both washed and dried in just 2-hours.

WASHATORIUM PRICES:

Damp Wash 6c lb. Wash and Dry 9c lb.

CASH & CARRY

WASHATORIUM ENTRANCE LOCATED ON SECOND STREET!

CURB SERVICE

-All This Plus-

Those Valuable Gunn Bros. Thrift Stamps



Hereford Laundry & Dry Cleaners

Ernest Kendall

1954 STARTER

Even Too Early for A Picture

7 Piece CHROME DINETTES
6 CHAIRS 1-72" TABLE

Two Leaf

Triple-Purpose Patented Doug-Lok exclusive chair construction.
Stronger and More Durable
Non-Marring Chair Backs
Removable Seats
Smooth Gliding, Leg Domes on all Douglas Chairs . . . Protect Floors, Rugs, Linoleum.
Extra-Comfort Soft Durable Cushion seats on all chairs.
Comfortable curved backs on all Douglas chairs.

Strongest all-metal construction utilizing the finest tubular steel throughout.
Douglite plastic top unharmed by alcohol or fruit acids.
Douglas Plastic Top can be cleaned with a damp cloth.
Original designs by Douglas, the leader. Refreshingly new, smart, graceful styling.
Triple-Plated gleaming chrome.

Colors: Chartreuse -- Yellow -- Green -- Charcoal
Coral -- Red -- Grey

REGULAR \$149.50
\$99.50 And Your Old Dinette

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Across Street from Piggly-Wiggly

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MODART
SHAMPOO
3 4 oz. JARS \$1

SWEET TREAT
PINEAPPLE
5 No. 2 CANS \$1



Self-Service Produce


FANCY CENTRAL AMERICAN
BANANAS
2 POUNDS NICE YELLOW FRUIT 29^c

Avocados 2 FOR 29^c
CABBAGE South Texas lb. 3^c

WASHINGTON FANCY D'ANJOU
Pears 2 LBS. 29^c

ALL
DETERGENT
10 POUND BOX \$2⁵⁹
IF YOU HAVEN'T TRIED THIS FINE DETERGENT — YOU WILL WANT TO AT THIS SPECIAL LOW PRICE.

WE GIVE
GUNN BROS. THRIFT STAMPS
WEDNESDAY IS
DOUBLE
STAMP DAY AT
COOPER'S



DOLLAR DAYS
It's **DOLLARS** to **CENTS**
YOU'LL SAVE PLENTY of MONEY!
The "almighty dollar" is mightier at COOPER'S great DOLLAR DAYS SALE of fine quality foods. Even a quick glance through the super values in this ad will open your eyes to how much a dollar buys here this week . . . and convince you that it's dollars to cents you'll save plenty of money by filling your pantry and freezer with our DOLLAR DAYS SPECIALS.

BAKERITE SHORTENING 3 Lb. TIN 59^c

LUNCHEON MEAT 12 oz. CAN OSCAR MAYER 39^c

FLOUR FAMOUS SHURFINE QUALITY 5 Lb BAG 39^c 25 Lb. BAG \$1⁴⁹

EGGS GUARANTEED FARM FRESH 2 DOZEN \$1

TUXEDO
TUNA
Light and Dark Meat
5 FLAT CANS \$1

VAN CAMPS No. 300 CANS
PORK and BEANS
9 CANS \$1

FOR A DELICIOUS MEAL IN ITSELF—TRY
Chicken Pot Pies
MORTON'S FROZEN 6 1/2 PKG. SERVES ONE 25^c

Quality Meats

FRESH **SPARE RIBS** lb. 49^c

TENDER FEED LOT BEEF **ROUND STEAK** lb. 65^c


SWIFT'S **BACON** Oriole Sliced 65^c

TENDER FEED LOT BEEF **RUMP ROAST** lb. 49^c

TENDER FEED LOT BEEF **PIKES PEAK ROAST** Limited Supply lb. 52^c

BIG 300 TISSUE SIZE
KLEENEX
5 BOXES \$1

REMARKABLE
PEARS
3 No. 2 1/2 CANS \$1



PHONE 840
FREE DELIVERY
WE RESERVE THE RIGHT TO LIMIT QUANTITIES

Cooper's MARKET
Fine Foods

Several Special Recipes Come From Fancy Kitchen

H. D. Chatter

By Argen Draper

Holiday meals have always been a challenge to the cook to have good fruit cakes from old favorite recipes and some new recipes.

The fruit cakes have been a pleasure to us during the holidays. Mrs. W. P. Axe sent over a perfect white fruit cake. It was cooked exactly right and was delicious. I believe it was baked in a coffee can.

This was made by the White Fruit Cake recipe Mrs. Jimmie Gillentine gave me several years ago. A lot of the women use it now and are calling it the Club Cake.

Mrs. Faust Collier made the White Fruit Cake from the recipe in the leaflet, "Eat More Pecans". Besides white raisins and pecans this cake has cherries and pineapple. She leaves the fruit whole to save time and too, she thinks it improves the flavor.

Mrs. Collier baked these individual cakes in aluminum tray-paks. I believe the recipe makes 9 miniature cakes. This is delicious cake; and Mrs. Collier is a very good cook.

Miss Avant gave us some fruit cake cookies. These were tasty and nice for refreshments. This is a recipe she got from Texas A&M Food Specialist.

Many people use fruit cake recipes that have been in the family for years and years. Mrs. C. L. Whitehead makes a fruit cake early and lets it season. It is quite an elegant cake and is delicious. It has a lot of fruit in it and makes a large cake.

Doesn't the house look bare after the holidays?

Miss Augustine Gregory and Mrs. Orval Galley have been in the office talking about the landscaping they plan to do this year. The landscaping program has gotten a good start for 1954.

This is going to be a good club year — just as good for club work as Jim Gillentine predicts for agriculture.

Holiday guests of her sisters, Mrs. Buddy Wintrey and Mrs. Dennis Baker, were Mrs. Ed Black and children of Oklahoma City.

Mrs. W. D. Jones kitchen, just out of Hereford east on Austin Road, is a delightful place to make up a refreshing drink or a cake frosting, but a visitor for the first time would be a great deal more interested in seeing what is behind the doors of the cabinets in the new kitchen.

One could hardly say it is "feminized" as used by an appliance company in their advertising program because it was the husband, Dub Jones, who planned the kitchen.

A dish washer is, of course, the dream of every housewife, but some of the other features Dub included in his plans not seen in many of the modern kitchens are a retractable platform for the food mixer, a specially built metal shelf to store a hot skillet and a nook for the tea cart between the kitchen and the dining area.

Now for the recipes — one is a mint syrup for drinks which Mrs. Jones likes to keep on hand.

Mint Syrup for Drinks
Mix together,
2 cups sugar
2 1/2 cups water

Boil for 5 minutes and pour over:
Juice of 6 lemons
Juice of 2 oranges
Grated peel of 1 orange
1 cup mint leaves or 1/4 cup dried mint leaves

Let stand covered 1 hour.
For the drink use 1-3 glass of syrup to 1 glass of water.

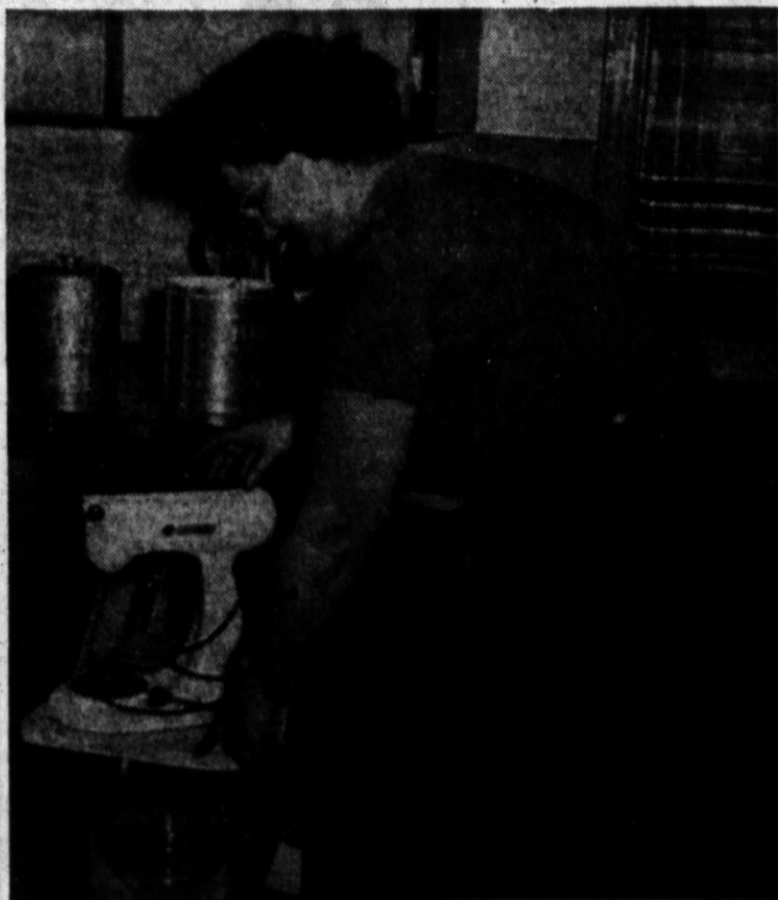
The other recipe is a simple orange frosting Mrs. Jones mixes up for a two layer cake.

Orange Frosting
Cream 1/4 cup butter, 1/2 teaspoon salt, and 1 teaspoon grated orange rind.

Blend in 4 cups sifted confectioners sugar alternately with four or 5 tablespoons orange juice.

About one-third of Americans—48 million—live in New York, Pennsylvania, Ohio, Indiana and Illinois, says the National Geographic Society.

Louisiana, Texas, Arkansas and California raise practically all the rice produced in the United States.



MRS. W. D. JONES has her electric mixer at her finger tips when she needs it, and completely out of sight when not in use as the platform on which the mixer stands may be lifted easily to a stationary position.

Purpose Of HD Council Meeting Explained By Mrs. Argen Draper

The purpose of Home Demonstration Council is to make recommendations to the clubs, Argen Draper told new members when the Council met in the County Court room on Monday afternoon.

The membership, made up of officers, club presidents, a delegate from each club, and committee chairmen, was told that it is the duty of the delegate to carry back to her club what takes place at the council meeting, and the president reports back to council

how club members vote on recommendations.

Mrs. T. J. Parsons presided at the business meeting.

New Members Introduced
Recreation was directed by Mrs. S. S. Williams and Mrs. C. C. Billingslea of the recreation committee. New members were introduced.

Minutes of the last meeting were read by Mrs. E. M. Cox and several reports for 1953 were given.

A summary of Expansion Education work was given by Mrs.

4-H Clubs Planning Work



BRAHMAS HAVE INVADDED the land of the Whiteface and seem to be doing well on wheat pasture north of Umberger. However, they don't seem to have any intentions of being sociable as they always graze away from the other cattle. Disturbed from a nap, they are shown retreating before the camera.

Mostly business looks like order of the month in the program for January.

4-H girls will elect officers in all clubs and Miss Loyce Avant, assistant Home Demonstration Agent, will present "The Qualities of an Officer" in her work with the girls.

The leaders program will be on courtesy.

Meeting Days Set
4-H boys, under the direction of Hugh Clearman, County agent, have set regular meeting days for the three clubs organized.

The Hereford group will meet on the first and third Wednesday of each month, the Westway club on the first and third Thursday and the Walcott boys on the first and third Friday.

The program of work will center around the Junior Livestock and Poultry Show to be held in February.

Happy Home 4-H Club
Christmas carols and games provided entertainment when members of the Happy Home 4-H girls club met with Jane Newsom in December.

Gifts were exchanged and a gift of appreciation was presented to Mrs. Ira Ott, the club leader.

(Continued on Page 2)

Cattlemen Worrying About Possible Snow

Increases in fat on cattle right now are usually off set by creases of worry on the livestock man's face as he wonders what would happen if snow should cover up wheat pasture that is becoming shorter each day.

Moisture and growing conditions have been favorable for several weeks to provide wheat grazing for livestock retained or restocked after the long drouth.

But few cattlemen have enough feed on hand to feed stock for any length of time. Under the present set-up, it would be almost impossible to move emergency feed fast enough to keep cattle from losing the gain they have made.

Some fields have already been grazed so short that cattle have been taken off.

In the past 20 years the population of the world has increased about 25 per cent while the food supply has increased about 5 per cent.

Your Attitudes Are Showing

By Roberta Campbell

So you don't think you could have been responsible for Junior "bustin" up the family car?

A little bulletin entitled "Highway Safety Begins at Home" issued by the National Home Demonstration Council suggests that each home maker check up on her attitudes toward highway safety.

Early training may determine what kind of a driver her child will be and the physical and emotional condition in which her family leaves home may be responsible for a highway accident.

Consciously or unconsciously a child forms the same attitudes as its parents and a mother can determine what she is doing to promote safety on our highways by asking such questions as these:

Am I as courteous when I drive as when I entertain?

Do I lose my temper and do things too hastily for safety—is safety more important than speed?

Do I boast about "getting by" a law violation?

Do I observe the traffic safety regulations I try to teach the children?

Have physical handicaps such as sight and hearing been checked for traffic safety?

And finally do members of my family leave the house to drive a car in a fit of temper or emotionally up-set because of my attitudes?

Far too many of our fatal accidents occur directly in the home without adding those on the highway to them so why not at least be sure of our attitudes toward highway safety. Don't nag the head of the house into being another statistic!

HOME ON LEAVE

Eugene Roberson has returned to El Paso where he is stationed at Fort Bliss after a two weeks' leave during the holidays with his parents, Mr. and Mrs. Jeff Roberson, here. Eugene has just completed a nine months' Radar school course and has reported to Fort Bliss for further assignment.

Indochina has an estimated population of 27 million.

Training Meeting Set For Tuesday

Mrs. V. H. Ponclet, district vice-president for THDA has announced the date of this year's THDA Training Meeting as Tuesday, January 12, from 10 o'clock in the morning to 3 in the afternoon.

Place for the meeting will be the auditorium of the Children's Home at 3400 Bowie in Amarillo.

Sack Lunch Suggested

Mrs. Ponclet asks women who attend to bring a sack lunch and suggests that they also bring a notebook, a copy of the constitution and by-laws, and the two publications, "The THDA Chairman," and "Questions and Answers Concerning the Texas Home Demonstration Association."

The training meeting is not for THDA chairmen, only but for all club members. Mrs. Ponclet would like to have a large representation from the county.

MEMO TO ADVERTISERS



Questions and Answers about NEWSPAPER ADVERTISING

Q. What are the 3 most important rules for profitable newspaper advertising?

- A. 1. Your advertising message should be new, friendly, informative, easy to read. Give facts and news about your merchandise and service.**
- 2. Advertise regularly. Make your advertising do what successful salesmen do—call on customers and prospects consistently.**
- 3. Insist on audited circulation reports that give you the FACTS about the audience that your sales messages will have when you buy newspaper advertising.**

Q. Is there a measure for the value of newspaper circulation to an advertiser such as the standards a merchant uses in buying merchandise—for example, like STERLING on silver?

A. Yes—in the well known circulation standards of the AUDIT BUREAU OF CIRCULATIONS.

Q. What is the A.B.C.?

A. The A.B.C. is a cooperative, non-profit association of 3,450 advertisers, advertising agencies and publishers in the United States and Canada. Organized in 1914. Brought order out of advertising chaos by establishing a definition for paid circulation, rules and standards for measuring, auditing and reporting the circulations of newspapers and periodicals.

Q. What does A.B.C. do for me?

A. At regular intervals one of the Bureau's large staff of experienced circulation auditors makes a thorough audit of the circulation records of each publisher member. The results of each audit are published in an easy-to-read A.B.C. report for your use and protection when you buy newspaper advertising.

Q. What are the FACTS in A.B.C. reports?

A. A.B.C. reports tell you how much circulation, where it goes, how obtained and other FACTS that help you buy advertising as you would make any sound business investment—on the basis of known values and audited information.

Q. Are all publications eligible for A.B.C. membership?

A. No. Only those with paid circulation. This is important to advertisers because it is evidence that the paper is wanted and read.

Q. Is this newspaper a member of the Audit Bureau of Circulations?

A. Yes. We are proud of our circulation. We want you to know the FACTS about the audience your selling messages will have when they appear in these pages. Ask for a copy of our latest A.B.C. report.



'54 FORD the "worth more" car declares a dividend



3 distinctive lines— 14 brilliant body styles
You'll find that each new feature in the '54 Ford is an extra dividend in driving enjoyment. For example, you get a special dividend in styling with Ford's distinctive new appearance. You get sparkling new interiors, too, that are a dividend in themselves. And you get special dividends in ride and performance... with new Ball-Joint Front Suspension... with your choice of Ford's two great new engines! And, as an additional dividend, Ford makes available all the power assists you might find only in costlier cars. Come in, Test Drive the '54 Ford.



The greatest engine advances since the original FORD V-8

BOTH NEW 1954 Ford engines have overhead valves for most efficient high-compression operation on today's fuels. Both engines have a deep-cast block with skirt that extends well below the crankshaft for greater strength and rigidity... smoother, quieter performance and extra-long engine life. Their modern short-stroke, low-friction design cuts friction losses... gives you more usable horsepower, more miles per gallon of gasoline. And new high-turbulence combustion chambers assure a more thorough mixing of fuel and air for faster, more efficient firing of fuel. Plan to Test Drive a '54 Ford. You'll find these new Ford power plants stand out as the greatest engine advances since the original Ford V-8!

'54 FORD More than ever... THE STANDARD for THE AMERICAN ROAD

Make Wednesday your day for a Test Drive

HEREFORD MOTOR CO.

W. Highway 60 Baran Scott, Owner Phone 39

The Hereford Brand The Sunday Brand
A.B.C. REPORTS — FACTS AS A BASIC MEASURE OF ADVERTISING VALUE

Whitefaces Undefeated At Levelland Tournament

The Whitefaces have proved themselves a top-notch basketball team by winning the Levelland Invitational Tournament which started January 1 and lasted through January 2. The Whitefaces faced the roughest competition thus far and came through undefeated.

The Herd took Denver City in the first round 66-59 but needed an overtime to defeat Levelland 74-71, in probably the best game of the tournament. They knocked off the Phillips Blackhawks in the finals 65-62.

Won 11, Lost 1

The Whitefaces have now won 11 and lost 1 for an offensive av-

erage of 62 points, per game while allowing the opposition an average score of 49 points.

The Herd was paced by Joe Streun throughout the tournament. Although he fouled out in the fourth quarter, he still scored 22 points against Levelland. He scored 13 against Denver City and 8 against Phillips. Also for the Whitefaces, Francis Boyd did a fine job. He was one of Hereford's leading rebounders and although his total points may not show it he came into his own as an offensive and defensive star.

First Quarter Lead

Hereford's first game was play-

ed against Denver City Friday afternoon at 2:40 o'clock. The Whitefaces started off as usual and jumped to a first quarter lead of 15-11.

In the second quarter the speedy Mustangs scored 13 points while the Whitefaces were scoring a total of 17 points to run their total to 32. Halftime score was 32-24. Everett Allen scored 14 points in the first half and Joe Streun scored 7.

Steady Ball

The Whitefaces played steady ball and gained more points on the Mustangs. The Herd scored 18 to Denver City's 12. Score at the end of the third quarter was 50-36.

The Whitefaces tried to strengthen themselves. Paced by James Conover, who sank numerous shots outside the free throw circle, Denver City scored a whopping total of 23 points to the Whitefaces 16 in the last quarter.

The Herd was actually outscored in the second half, 35-34, but the lead gained in the first half was enough to carry them over.

High Scorers

Everett Allen was high scorer for Hereford with 21 points. Conover led Denver City with 20 points.

Hereford played against Denver City without the services of their star guard, Goose Cummings, who was out of town.

In the game preceding the Whiteface tussel with Denver City, Lamesa knocked the props from under Spur 44-34 for a chance to meet Phillips, who defeated Sundown 58-36 immediately after the Whiteface game. Phillips defeated Lamesa 56-40 to gain a berth in the finals.

Levelland, who defeated Quannah 57-39 in the first round, was to meet Hereford at 10:40 Saturday morning to decide who the Blackhawks' opponent would be.

"THE" Game

The Hereford versus Levelland game was "the" game of the tournament and will not be forgotten soon by Hereford and Levelland rosters.

The game started off as a very close affair. The score see-sawed back and forth until finally the Whitefaces managed a 16-14 lead at the end of the first period.

The Whitefaces scored 21 points and the Lobos scored 22 points in the second quarter as the Levelland team gained a point on the Whitefaces. Intermission score was 37-36 in favor of the Whitefaces.

Third Quarter Lead

The Herd quickly took a 43-36 lead in the third quarter but this soon melted and the Lobos tied it up at 45-45. Throughout the rest of the third quarter, the Whitefaces scored 4 more points while Levelland was scoring only one.

Going into the fourth quarter, Hereford led 49-46. The fourth quarter was the most exciting of them all. The lead changed hands not less than five times with the Herd trailing most of the way.

With about 20 seconds left to play it looked like the Whitefaces had won it on the strength of Everett Allen's field goal which put them ahead 66-65, but Joe Streun, who had fouled out earlier in the game, became over-excited and was cheering the Whitefaces on from a spot on the floor. A technical foul was called and Level-

llovs: Streun - Hereford, Schroe-ter-Quannah; Freeman - Levelland; Smith-Phillips; Mitchell - Phillips; Casey-Denver City; Jones-Spur; Weaver-Lamesa; Wagood - Sundown; and Woodford - Hereford.

Each player on the all-tournament team was presented a golden basketball.

Scientists believe that giant squids are the largest animals without backbones.

THOSE WERE THE DAYS



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See our wide selection of back-to-school styles soon!

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THE C.R. ANTHONY CO.

Hereford

NOTICE OF ELECTION

To Be Held

Tuesday, Jan 12.

for County Committeeman of High Plains Underground Water Conservation District Number 1.

Polling Place in Deaf Smith County

Hereford Court House at Hereford, Texas

Purpose of...

(Continued on Page 2)

J. G. Fortenberry from Bippus Club. At the conclusion of the craft report, Mrs. Holcomb exhibited a lapel pin made up by a seven year old girl who used a cork, beads, star shaped sequins, and straight pins.

Native Materials Used

Native materials found about the farm have been used in the craft program the past year, according to the craft leaders' report.

All eleven clubs were represented at the meeting and nine clubs had 100 attendance. Several guests were present.

4-H Club...

(Continued from Page 1)

Award Presented

Martha Heard received an award from the Foley Food Company for work she had done on frozen foods in the past year.

Refreshments were served to the following:

Martha and Jean Logan, Twyla, and Sue Springer, Beatrice and Cecelia Wilhelm, Carolyn Williams, Martha Heard, Mrs. Ott, Miss Loyce Avant, Mrs. G. W. Newsom, Mrs. George Heard and Jane Newsom, the hostess.

fi

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Hereford, Texas

Congressman Walter Rogers Says

Former Social Security Foes Now Advocating Pension Plans

When W. Lee O'Daniel made his first successful bid in politics and was elected Governor of Texas, his name was associated in many quarters with old age pensions. In fact, O'Daniel and old age pensions became synonymous. It, no doubt, had much to do with his subsequent election to the United States Senate. Much water has gone under the bridge on the old age pension issue since that time, and some rather queer reversals have occurred.

It was generally reported that O'Daniel advocated and supported a program to pay all persons over age sixty-five a pension. There was much criticism of this proposal on a state and national basis. A substantial amount of the opposition came from sources that were self-advertised as being ultra-conservative. These sources, in many instances, condemned any payment to an aged person on the ground that it would destroy individual initiative and incentive. Many of these same sources fought the Social Security Act that was passed August 14, 1935.

Reverse Ideas

These same forces have now completely reversed themselves. They have divided into two factions, both supporting a program that will enable the aged to receive benefits. One faction wants to expand the social security program, that they fought, so that it will include every person in the United States of America. The other faction wants to follow what could be termed the original O'Daniel plan and pay everyone over sixty-five a definite amount. The second faction also advocates the use of the social security funds for meeting the costs of their proposals.

All of this will, no doubt, come out into the open in the early days of the coming session of Congress. It does not presently appear that the "pension for all" plan will meet with success. Management and labor will join hands through their associations and unions in opposing the "pension for all" plan. These same organizations will join hands in support of the program to expand the social se-

curity program to eventually include every person in the United States.

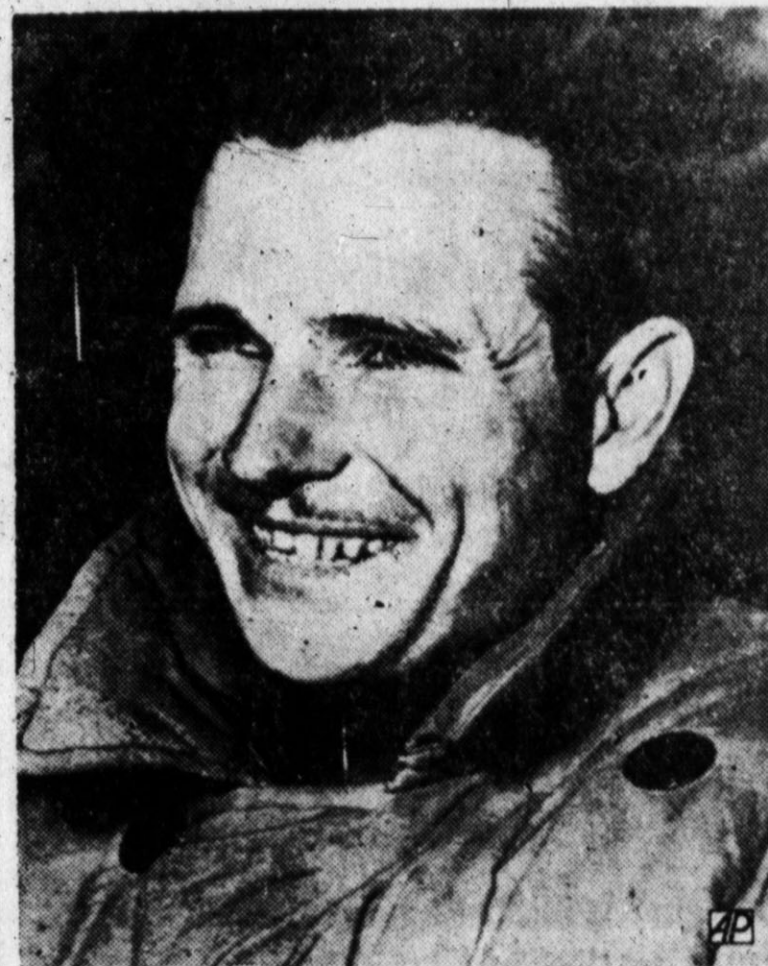
Civil Service and Veterans Preference

There has been quite a battle going on in recent months between the Civil Service Commission and several of the departments. The issue boils down to the right of the department heads to discharge employees having civil service status and veterans preference status. The most recent development has been in the Justice Department. A thirty-one year old attorney named John P. Whitsell was fired by the Justice Department.

He appealed to the Civil Service Commission, and that Commission ruled that such discharge was a violation of the Veterans Preference Act. The Justice Department refused to reinstate the young attorney. Whitsell immediately obtained counsel and commenced court action to force the Attorney General to reinstate him.

Backing Of VFW

The papers here report that he was backed in the action by the Veterans of Foreign Wars. The veterans organizations, no doubt, desire a court test of the Veterans Preference Act in view of the recent decision by Judge each of the District of Columbia that



FREEDOM SMILE -- Cpl. Claude Batchelor, 22, of Kermit, Tex., smiles broadly at Panmunjom after release from the Communist prisoner compound. He said he wanted to return a month earlier but feared for his life. (AP Wirephoto via radio from Tokyo)

shook the Civil Service Act to its very roots. Before the court had an opportunity to act on the Whitsell action, the Justice Department announced that Whitsell was being reinstated to his former position on a suspended status. This action will entitle him to back pay to June 1, the date of his original discharge from the department.

It is reported that the Justice Department is now preparing new and amended charges as grounds for his dismissal. No doubt, one or several of the veterans organizations will pursue the matter until it is finally settled by the courts. This certainly should be done, because the rights of many veterans are affected by the actions of the Justice Department in recent months in discharging veterans.

These veterans are entitled to know what their rights are under the Veterans Preference Act and to have these established by proper court findings. Whatever rights they have under this Act should be honored and recognized and should not be subject to change without notice at the whim of some bureaucrat.

The Defense Contract Directive

The recent directive of the President to channel defense contracts into areas where unemployment is beginning to show its ugly head appears very good on the surface. However, this will meet with much opposition in Congress, just as these proposals have in the past. This action simply means that a great many defense contracts that would be let in the Southland and in the West will go into the factory and industrial areas of the Middle West and the New England States. This, of course, would curtail the industrial growth and development of many sections of the South and the West. The indus-

trial areas of the Middle West and the East have long looked with alarm at the continuing and increasing trend of manufacturers to the South and West. These older industrial sections joined forces in past sessions of Congress to defeat attempts to require government supported industries in the defense field to be dispersed throughout the nation rather than concentrated in the East and Middle West.

At The Movies

The All-American
Friday and Saturday at the
Star Theatre
Starring Tony Curtis, Lori Nelson, Richard Long, Mamie Van Doren.

Football season is just behind us, and the memory of the men who did their best on the gridiron, up to and including New Year's day, is still fresh in most of our minds.

If you like football, this will be a good one — not to mention such things as Tony Curtis, who has a chance to do some barefoot acting, and Mamie Van Doren, a newcomer who is said to be a slimmed-down Marilyn Monroe. Plenty of authentic All-Americans were involved in making the picture, including producer Aaron Rosenberg and director Jesse Hibbs, so it is authentic enough.

Before World War II the annual value of world farm output per capita was about \$16.27.

The prevailing work day in Japan is nine hours.

WRESTLING

At **BULL BARN** on Highway
Sponsored By Hereford Lions Club
DOUBLE MAIN EVENT

First Event

Best 2 out of 3 Falls
or 1 Hour

HERB PARKS

—VS.—

MR. SAKATA

Second Event

Best 2 out of 3 Falls
or 1 Hour

FRANK MURDOCK

—VS.—

TOMMY MARTINDALE

SAT. JAN. 8, 8:30 P.M.



Gainfully employed people are between 40 and 45 per cent of the world's population.

Doctors do not know exactly how aspirin achieves its effects on the body.

The Simplon Alps, 12 miles long, years to build.



Presenting the mighty aristocrat of light-duty trucks—the 1954 GMC

HERE is the most extraordinary light-duty truck ever built.

It has the smart styling of a fine passenger car—a sweeping grille of modern design—a panoramic one-piece windshield—two-tone interiors with harmonizing upholstery—luxury features that will make you proud to be seen in it.

And it has a whopping 125-horsepower engine—more powerful than many trucks with a two-ton rating.

The Pickup—one of 19 models—has a box that holds up to 11 more cubic feet than last year's capacity model. Its tail gate is grain-tight—and sand-tight.

And—a truck feature pioneered by GMC—it offers the driversaving, moneysaving advantages of Truck Hydra-Matic Drive.

One final and surprising point. The price of the GMC, value for value, is unsurpassed anywhere on the truck market.

That's the story. The next move is yours. Come in and see "the world's most modern truck." And—make it soon.

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SMART . . . NEW . . . BEAUTIFUL

Spring

TOPPERS

Outstanding Assortment of Menswear
Check and Rayon Sheen Gabardine

Start your Spring Wardrobe NOW with this menswear check Topper. No outfit is complete without at least one "little" coat. The wing collar and yoke effect back and front interest set this apart as a clever style. 3/4 sleeves with turnback cuffs, slash pockets and a swish taffeta lining. Blue and pink, white and navy, grey and gold or white and grey. Sizes 10 to 18.



8.90
SIZES 10-18

EASY TO WEAR
BOXY TYPES

Here is the ideal Topper to go with your new Spring Suit. The rayon sheen Gabardine fabric comes in Red, Royal, Pink, Gold, Beige and White to blend or harmonize with anything. There is a split back wing collar, one button closing and turnback cuffs on a 3/4 bell sleeve cut in the dolman style to fit over even the bulkiest sleeves. Sizes 10 to 18.

Buy Now On
LAY-AWAY

Gentle tailoring describes this Topper to a "T". A very unusual and feminine welt yoke dramatizes the back. Modified "Fly-Away" cuffs, grosgrain lined collar and slash pockets add up to a lovely Topper that has such a wee bit of a price and such a lot of High Style. Sizes 10 to 18. Colors: Blue/Pink, White/Navy, Green/Gold, White/Grey.



TEEN TALK

BY VIVIAN BROWN

anything that's tops.

A teen-ager who tells you "he's out with the gout" isn't sick—he's just had a bad deal. Or, if it's a real bad deal, he will tell you he's had "the purple shaft."

No longer is a boy a zoot suiter or a drug store cowboy. He's a cat or a stomper. If he smokes a lot he is "beating the weed." Wanting a cigarette is "having a nicotine fit."

If a teen-ager says "shall we let's," he means "let's go." "Les-ent" means "no, let's not go," and "go, dad," means to keep on with what you were doing.

If he's upset, he's "all shook." To "tool it" means to hurry. If he makes a mistake, he has "pulled a boo-boo." Instead of stealing a kiss, he "thugs a pucker."

A girl whose homework is all done has it "make in the shade," or is "in like Flynn." She doesn't wear sunglasses, they are "shades."

A party-pooper is a killjoy; a wheel is an important person; an "odd ball" is what we used to call a "square." (Before that, it was someone who wasn't "hep to the jive.")

Back in 1944, a girl who was going steady polished only the nail on her third finger, left hand. If



TEMPTATION WAS TOO GREAT -- Rice halfback Dicky Moegle crosses the 50-yard stripe with good blocking as he streaks down the sideline toward a 95-yard touchdown run in the Cotton Bowl game in Dallas. Seeing it happen is too much for Alabama fullback Tommy Lewis (42) arrow, who gets up from the bench and begins to move along the sideline with the play. A moment later he moved

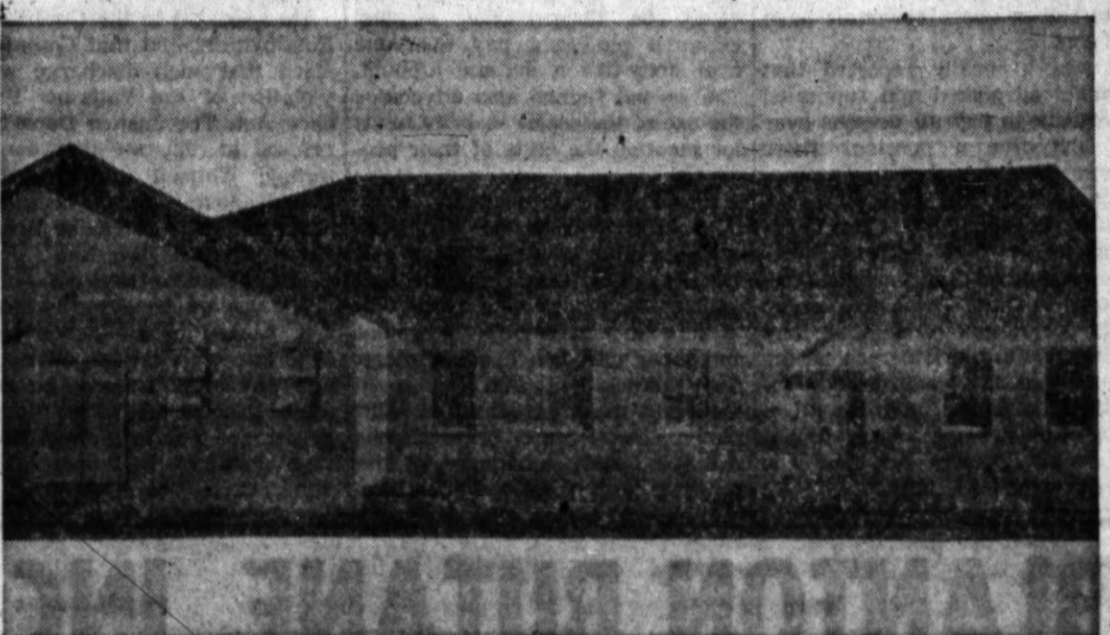
Personals

Mr. and Mrs. J. L. Rogers went to Portales, N. M., December 24 to spend the weekend with relatives. Christmas day was spent in the home of the B. C. Reas. Mrs. Rea is a niece of Mrs. Rogers. They returned home Sunday afternoon.

Mr. and Mrs. T. W. Alderson left Tuesday for Miami, Fla., accompanied by Mr. and Mrs. J. S. Smith of Brownfield. Mr. Smith will attend the REA convention there while the others sight-see.

Dr. and Mrs. Kelton are back from their vacation in New Orleans, La. They spent Christmas with Dr. Kelton's mother, Mrs. Ida Kelton in Holdenville, Okla., and came back from New Orleans by way of Houston and spent New Year's Eve with friends in Fort Worth.

A Salute to Hereford's Churches



AVENUE BAPTIST CHURCH

The Avenue Baptist Church is among the newer churches of Hereford, having been organized in 1946 by Rev. Sparkman.

Rev. Bob Harris is the present pastor with a membership of around 500. He is formerly from Lubbock, graduating from Hardin-Simmons in 1947, and his last church was at Eden, Texas.

THE FIRST NATIONAL BANK is proud of its part in assisting in the development of the fine Churches of Hereford.

THE FIRST NATIONAL BANK Of Hereford

Member: Federal Deposit Insurance Corporation, FRS

Whitface Basketballers Defeat Friona 62-45 In Game Monday

Two old rivals, Hereford and Friona, met Monday night, with the Whitefaces coming out on top, 62-45. The Herd proved too much for the Chiefs as six-foot, six-inch Joe Streun again paced Hereford. Streun, after getting off to a bad start, has been setting a tremendous pace.

The Herd got off to a very shaky start and the Chiefs took a 5-3 lead at the beginning of the game, but the Whitefaces were shocked to their senses and took a lead of 12-9 at the end of the first quarter.

Friona Keyed-Up
The Whitefaces scored only 11 points in the second quarter with the Chiefs scoring 14. Every member of the Whitface team was off during the first half and the Friona team was keyed up. The Herd was not hitting well and the defense was not working like it should.

The Whitefaces improved in the third quarter and scored 18 points while holding Friona to six. Third quarter score was 41-29.

Lead Lengthened
The Herd lengthened the 12 point lead held at the end of the third quarter to 17 points in the final period by scoring 19 points again, -too.

It wouldn't pay to learn new expressions and fads. By the time you learned them, a cat will probably be a "space kitty" and a stomper a "beat feeter."

Cats and stompers choose a hat cut with ducktail and sideburns. Square dancing and western dancing are popular, but two dances from way back—the bunny hug and the shag—have become popular again.

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Power Steering "500" 5-PLOW TRACTOR

Here at last is a Diesel tractor that's easy to start, easy to handle, easy to maintain. Besides Diesel fuel economy, it brings low-cost upkeep. It has power to do your work in less time, with less labor. It has Constant Power Take-Off, Constant Dual Valve Hydraulic Control, Double Disk Brakes, and POWER STEERING.

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No gasoline engine, no gasoline. You push the starter button of the 12-volt, heavy-duty electric system—that's all. Cold-weather starting aid uses sure-fire ether capsules.
- ✓ **"POWRCEL" CONTROLLED COMBUSTION**
Longer periods of combustion put more uniform pressure on pistons during power stroke . . . provides clean burning, and amazingly smooth, quiet power.
- ✓ **6-POINT FILTERING SYSTEM KEEPS FUEL CLEAN**
Clean fuel keeps diesels out of trouble. Case furnishes three stages of filtering in the fuel line, plus a water trap, plus micro-mesh screen in filler hole, plus air filter at tank breather.
- ✓ **7-BEARING CRANKSHAFT**
Six-cylinder engine is Case-designed, Case-built. Seven main bearings give solid support at both sides of each crank. Three cylinder heads—one for each pair of cylinders—are easy to handle in servicing, reduce possibility of warpage or gasket leakage, keep maintenance costs down.

40 Years Ahead with Overhead Valve Engines

NEW 1954 CHEVROLET

The new 1954 Bel Air 4-Door Sedan.

It stands to reason that you'll get the finest Valve-in-Head engine in the low-price field from the world's largest builder with 40 years of experience in developing and improving this type of engine. And now for '54 . . . New power! New economy of operation! Smoother, quieter, finer performance!

For 1954, Chevrolet brings you your choice of two great high-compression Valve-in-Head engines. One, the advanced "Blue-Flame 125" engine, delivering 125-h.p. and teamed with the highly perfected Powerglide Automatic Transmission, now available on all models at extra cost. And the other, the advanced "Blue-Flame 115" engine, delivering 115-h.p. and teamed with the highly improved Synchro-Mesh Transmission, providing smooth, quiet gear engagement.

Both of these engines bring you sensational new power and performance as well as new and improved gasoline economy. Come in; see and drive this smarter, livelier, thrifter Chevrolet and place your order now!

CHEVROLET

Builder of more than twice as many VALVE-IN-HEAD ENGINES as all other makers combined

FARM & HOME SUPPLY

1301 Park Avenue

KINSEY MOTOR COMPANY

2nd & Schley 11 Years Your Chevrolet-Oldsmobile Dealer Phone 740

"Strait Is The Gate, and Narrow Is the Way, Which Leadeth Unto Life"

First Christian

Sixth and Main
Rev. Don Koot, pastor
Sunday School is held each Sunday morning at 9:45 o'clock and morning worship is at 10:45 o'clock.

Wednesday evening choir rehearsal will resume and will be held at 7:30 o'clock. At 6:45 o'clock each Sunday evening age level studies are held.

The sermon for Sunday will be: "The Invisible King."

The Christian Men's Fellowship will meet at the church tonight at 7:30 o'clock.

Monday night at 7:30 o'clock, the General Church Board will meet.

Tuesday night at 8 o'clock the Business Women's Circle will meet with Mrs. Grace Coombes. Mrs. Nora Russell will be in charge of the devotional. Guest speaker will be Mrs. Robert Veigel.

Wesley Methodist

Rev. E. L. Naugle, pastor
Preaching services are at 11 o'clock and 7:45 with Sunday School at 9:45 and the MYF group meeting at 6:30 o'clock Sunday night.

Monday night at 7 o'clock the Official Board will meet.

Tuesday night at 7:30 o'clock the WSCS will meet with Mrs. Glenn Watts, 401 Grand.

Wednesday night at 7 o'clock prayer meeting will be held followed by choir practice.

Immanuel Lutheran

Park Avenue at B Street
Rev. Harold Kaestner, pastor.
Sunday School is at 10 o'clock and Morning Worship at 11 o'clock. Welcome!

First Methodist

Fifth and Main
Rev. S. M. Dunnam, pastor
Preaching services are at 10:55 o'clock Sunday morning and 5 o'clock in the evening with Sunday School at 9:45 o'clock in the morning. MYF groups meet at 6 o'clock in the evening.

Tuesday morning at 9:15 o'clock the Woman's Prayer Group will meet in Ward Hall. At 2:30 o'clock the Happy Helpers will meet in the Primary room. At 7:30 o'clock the Official Board will meet in Ward Hall.

Wednesday morning at 9:30 the Alice Ward circle will meet with Mrs. Hank Williams, the Dorcas circle will meet with Mrs. John N. Jacobsen, Jr., and the Emma Wheeler Hawkins circle will meet with Mrs. Ed Warren. At 3 o'clock the Alesia circle will meet with Mrs. Glenn Wilson, the Carrie Black circle will meet in the Junior room and the Little Fox circle will meet in Ward Hall. At 7 o'clock prayer meeting will be held in Ward Hall.

Friday, January 8, the Mary-Martha class will meet with Mrs. R. L. Dowell.

Saturday from 7 o'clock to 8 o'clock p.m. the prayer vigil will be held in the sanctuary.

Missionary Baptist Church

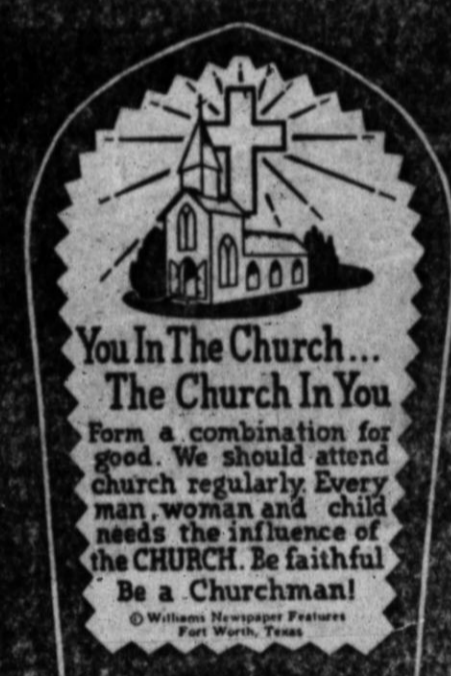
1005 Union Avenue
Rev. W. B. Shirley, pastor
Sunday school begins at 9:45 o'clock and the preaching services begin at 11 o'clock.
Evening worship services are at 8 o'clock, prayer meeting—8 o'clock Wednesday evening.



Autobiography

I was in earnest when I made a resolution... when I resolved to be faithful in church attendance. I wrote it down and signed it because I needed what worship could do for me. I went to church the first Sunday, but missed the next two. A stinging conscience drove me to God's house the next Sunday, but then the missing habit grew worse. My attendance curve was more down than up. Performance has been below pledge. My pen can't change it when my practice has fixed it. *I must write a better autobiography.* "I will pay my vows unto the Lord, in the presence of all his people," Psalm 116:18.

I will write God and His Church first.



This Series of Church Ads Is Being Published Through the Cooperation of the Local Ministerial Alliance and Is Paid For By The Undersigned Individuals and Business Institutions

Seventh Day Adventist

Third and Lawton
Elder C. C. Balsler, pastor
Sabbath School is at 9:45 o'clock and worship services are at 11 o'clock.

"How a Sinner Becomes a Saint" is the subject for lesson study January 9.

Memory Verse: "Cor. 5:21. Study Helps: "Thoughts From the Mount of Blessings," page 34. Basic Text: Eph. 2:8, 9.

The Minute-Man goal (which was \$20.50) per member has been raised for the church totaling over \$1,101.27. The territory has not all been worked so the group plans to work until finished.

The district pastor, Elder C. C. Balsler has been here assisting in the campaign.

St. Thomas Episcopal

Sunday School is held each Sunday morning at 9:45 o'clock followed by morning worship at 11 o'clock.

The text of the sermon will be, "The Christians Crowning Grace."

Assembly of God

Union and Ave. G.
Rev. Walter E. Lane, pastor
Each Sunday morning Sunday school is held at 9:45 and the morning service is at 11 o'clock. Prayer meeting and Bible Study will be held each Wednesday evening at 7:30 o'clock.

Young people meet on Sunday night at 6:30 o'clock, with the evening worship services at 7:30 o'clock.

The W.M.C. meets on Thursday afternoon at 2 o'clock.

Evangelist Jerry and Mrs. Frye begin Sunday, January 3, and will conduct a revival which will continue for two weeks. Services will begin each night at 7:30 o'clock.

Church of Jesus Christ of Latter Day Saints (Mormon)

Kendon O. Anderson, superintendent.

The Mormon church, which meets in the American Legion Hall, will have Sunday school services at 10 o'clock.

East Side Baptist

Forrest St. and Ave. K.
Rev. Russell Pogue, pastor
Sunday school will be in the morning at 9:45 o'clock and Training Union is in the evening at 6:15 o'clock. Morning worship services are at 10:30 o'clock and the evening service at 7:20 o'clock.

Teachers and officers will meet Wednesday evening at 7:15 o'clock with the Evening Prayer service following at 7:45 o'clock.

Sunbeams, R. A. and G. A. will meet at 4 o'clock each Wednesday afternoon.

St. Anthony's Catholic

Harrison Highway at 35 Mile Ave.
Father Bartholomew Paytas pastor

Sunday morning Masses are at 6:30, 8, and 10 o'clock.

Daily morning Mass is at 7 o'clock at the new church and 8:15 o'clock at the old church.

Holy Hour is each Thursday night from 8:30 to 9:30 o'clock. Confessions:

Each Thursday night from 8:30 to 9:30 o'clock.

Saturday afternoon from 5 to 6 o'clock and 8 to 9 o'clock in the evening.

(Continued on Page 6)

<p>WALLACE BUICK CO. Wayne Wallace</p> <p>STAPP CHIROPRACTIC CLINIC The Way To Health</p> <p>ELIZABETH WOMBLE Loans-Insurance-Abstracts</p> <p>Western Battery & Electric Co. Ellis Coombes</p> <p>HEREFORD MOTOR CO. Buran Scott</p> <p>FURR FOOD STORES Famous Brands - Lower Prices</p> <p>GILLILLAND FUNERAL HOME Matt Gilliland - Marlin Gilliland</p> <p>SEARS GRAIN CO. Hereford - Dimmitt - Block</p>	<p>FIRST NATIONAL BANK Member FDIC - FRB E. B. Hedrick, President</p> <p>ROGERS DRUG Mr. & Mrs. Grady Rogers</p> <p>ACME CLEANERS Mr. & Mrs. G. P. Owens</p> <p>HUNTER'S FOOD MARKET Mr. & Mrs. Russell S. Hunter</p> <p>JACOBSEN BROTHERS, INC. John, Berry & Chris Jacobsen</p> <p>PALO DURO CONOCO SERVICE Harry Seed - Les Thompson</p> <p>PITMAN GRAIN CO. Mr. & Mrs. J. A. Pitman</p> <p>WALKER REFRIGERATION SERVICE Mr. & Mrs. Dick Walker</p> <p>SHELTON TIRE EXCHANGE W. O. & Bessie Shelton</p>	<p>CHRISTIANITY IS THE ROAD to the solution of the perplexing problems of the hour.</p> <p>THE CHURCHES and their messages are the guide posts on this road.</p> <p>THE PUBLIC SPIRITED FIRMS listed on this page urge Church support and attendance thus working toward a greater and more spiritual community in which to live and rear our families.</p> <p>PIGGLY-WIGGLY Mr. & Mrs. Gaylord Newell</p> <p>DAVIS & McCracken W. L. Davis - J. C. McCracken</p> <p>PITMAN SERVICE STATION Odice and Edd Bulls</p> <p>HEREFORD LUMBER CO. Mr. & Mrs. Jack Kirksey</p>	<p>H & W IMPLEMENT CO. O. H. (Dell) and Dean Herring</p> <p>HEREFORD GRAIN CORP. Formerly Bradley Grain Co.</p> <p>VAUGHT LAUNDRY Mr. & Mrs. M. P. Vaught</p> <p>CONSUMER FUEL ASS'N Dividends Paid Annually</p> <p>Southwestern Public Service Co. McHarg</p> <p>HEREFORD HARDWARE Mr. & Mrs. Don Zimmerman</p> <p>BIG T PUMP CO. Hilley and Leroy Aven</p> <p>HEREFORD CREAMERY Mr. & Mrs. Elton Malone</p> <p>KINSEY MOTOR CO. Mr. & Mrs. D. C. Kinsey</p>	<p>Associated Growers of Hereford Paetzold & Sons - L. W. Leorwald</p> <p>HEREFORD STATE BANK J. R. Allison, President</p> <p>Parker Bros. Builders Supplies C. W. - R. P. and Monroe Parker</p> <p>Hereford Laundry & Dry Cleaners Ernest Kendall</p> <p>BLANTON BUTANE, INC. Shamrock Butane & Propane</p> <p>McCULLOUGH MOTOR CO. Ralph and Ray McCullough</p> <p>E. B. BLACK CO. Dick Barnard - Jesse Stanford</p> <p>M & M PLUMBING CO. Mr. & Mrs. A. M. Hare</p> <p>HEREFORD IMPLEMENT CO. Wayne and Raylan Evans</p> <p>J. C. RICKETTS, REALTOR Complete Real Estate Service</p>
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Some old graves in Connecticut are covered with "wolf stones" which are flat stones designed to protect bodies from wolves.

Christmas Island in the Indian Ocean contains one of the world's largest deposits of phosphates.

Australian ranches produce 1,000 different types of wool.

Ancient Europeans considered the Mistletoe a magical medicine.

American Indians attached bird houses made of hollow gourds to their teepees long before Columbus discovered America.

Huron, Michigan, Erie and Ontario are all names which derive from the American Indians.

GOVERNMENT SURPLUS

Two Bedroom homes with plumbing and wiring
Size 20 x 26 \$750.00

One Bedroom efficiency \$450.00

Duplex (4 Bedroom 52 ft. x 20) \$1550.00

Duplex 42 ft. \$1250.00

Duplex 32 ft. \$950.00

Ready to move to your Farm or lot.

See Len Rogers, Machovec Homes, Dumas, Tex.

Phone 2-4722

Buyer pays moving cost of \$50. plus \$1.00 per mile. \$75.00 plus \$1.00 per mile on Duplex.

Closed on Sundays

Long Time Ago

25 Years Ago
New Year's Day, Tuesday, passed like any other day in Hereford, no one closing for the occasion except the three banks and post office. All merchants are absorbed in invoicing, rearranging stock after the Christmas rush, and in planning for 1954. There seemed little disposition to celebrate.

The weather has been clear and cold for the past few days, with a flurry of snow last Sunday. Early mornings are real zippy.

Carpenters have been busy of late restoring the seats and showing in the Sales Pavilion for use of the Hereford Breeders' Association at their sale the last of this month. The Hereford men expect a record crowd for this occasion and the Pavilion will be put in shape to accommodate both the animals to be offered in the sale as well as the big crowd of out-of-town buyers confidently looked for.

Joe Ballinger, a young man who lives at Umbarger, is advertising in this issue of the Brand for an irrigated farm to rent. Mr. Ballinger wants to try his hand at raising Irish potatoes here.

He came to this country from Iowa where he was raised in the Irish potato business and believes he can make it a paying propo-

sition in this vicinity. It is to be hoped that Mr. Ballinger finds what he is looking for. He is not the only one in this country who believes Irish potatoes can be raised profitably.

45 Years Ago
The three banks of the city last Saturday had a run of the unusual kind. The receiving tellers were kept busy all day checking in deposits and at the close of business announced a record breaking business. The grand total deposits subject to check in the three institutions now exceeds \$650,000.

In the conversation with Cashier C. W. Dodson of the First National, he expressed his optimism for the New Year by saying that he felt that 1954 would be the best year yet for Hereford that every business institution of the town would enjoy a prosperous year.

Last Tuesday morning a large force of men went to work laying the track for a spur to connect with the C. H. & G. Line. This spur begins just east of the new depot and 1,000 feet of track has been laid. The ties for the C. H. & G. are being unloaded from the spur. These ties arrived last Sunday and it required two trains to bring the shipment up from Amarillo. Other shipments are expected daily.

Murdock Disqualified Saturday For Throwing Man From Ring

The savage Samoan prince, Prince Maiva, made his first appearance in the Bull Barn Saturday night against Buck Lipscomb of Eugene, Ore. The Prince entered the ring with his ceremonial head dress of human hair. It is reported that the hair was taken from the different enemies that Prince Maiva had killed. He put on quite a show with his knife dance and the board of nails he walked on.

Murdock Disqualified
Cummings won the third fall in 6 minutes after Murdock was disqualified for throwing Cummings out of the ring and refusing to let him return. When the referee, Leo Cline, announced the disqualification,

Messages By Tom Tom
He is one of the most rugged and rough wrestlers that has ever been seen in this vicinity. He is quick and doesn't seem to mind any roughness dished out by the other wrestler. Instructions are received from his manager, Coconut Willie, by means of a tom-tom drum. The Prince will not even break a hold until he has been signaled by Coconut Willie.

The match was a two out of three fall with a one hour time limit with the Prince taking the first fall in 7 1/2 minutes with a neck breaker.

Lipscomb Took Falls
Lipscomb won the second fall in 1 1/2 minutes when the prince was disqualified for not breaking a hold. Lipscomb also won the third fall in 7 minutes because of the Prince's failure to break a hold. The main event was a two out of

three fall event with a one hour time limit between Frankie Hill Murdock of Waxahachie and Bob Cummings of Hereford.

Murdock won the first fall in 16 minutes with a sherry ice hold. Cummings won the second fall in 10 minutes with a knee action leg binder.

Courthouse Records

Warranty Deeds
G. B. Hagar, et ux, to Virgil Ritchie, Lot No. 11 of R. Severn's Subdivision of the W 1/2 of Block No. 24 of the Evans Addition.

CARD OF THANKS
I would like to thank my many friends, kinfolk and neighbors who have been so thoughtful and considerate during my recent illness. Your concern and kindness is deeply appreciated and has been a great help toward my recovery.

Mrs. A. G. Bell and Family.

The word "cattle" formerly was almost synonymous with the word "chattel."

Stop Taking Harsh Drugs for Constipation

Avoid Intestinal Upset! Get Relief This Gentle Vegetable Laxative Way!

For constipation, never take harsh drugs. They cause brutal cramps and griping, disrupt normal bowel action, make repeated doses seem needed.

When you are temporarily constipated, get relief by gentle relief—without salts, without harsh drugs. Take Dr. Caldwell's Senna Laxative contained in Syrup Pepsin. The extract of Senna in Dr. Caldwell's is one of the finest natural laxatives known to medicine.

Dr. Caldwell's Senna Laxative tastes good, gives gentle, comfortable, satisfying relief of temporary constipation for every member of the family. Helps you get "on schedule" without repeated doses. Even relieves stomach sourness that constipation often brings.

Buy Dr. Caldwell's. Money back if not satisfied. Mail bottle to Box 280, New York 18, N. Y.

CHURCH

(Continued from Page 5)
Church of Nazarene

Fourth and Jackson
Rev. Levi Louderback, pastor
Sunday school is held at 10 o'clock, worship services at 11 o'clock. Evening worship services are at 7 o'clock.
Prayer meeting is held each Wednesday night at 7 o'clock.

First Baptist
Fifth and Main
Rev. Howard Scott, pastor
Sunday school at the First Baptist church is held at 9:45 and the morning worship services are held at 10:50 o'clock.

Sunday evening, the training union will be held at 6:15 with the evening worship at 7:30 o'clock. Superintendents meeting will be held each Wednesday evening at 6:30 o'clock with teachers and officers at 6:45. Prayer meeting is held at 7:30 o'clock.

New Year's Eve watch-night service will be on Thursday night beginning at 9 o'clock.
Bob Lawrence is the educational director and Shirley Sharp is secretary.

First Presbyterian
610 Lee Street
Rev. Russell Wingert, pastor
Sunday school is held each Sunday morning at 9:45 o'clock, followed by morning worship at 11 o'clock.

Church of Christ
205 E. 6th Street
Bob Wear, minister
Bible school is held each Sunday morning at 10 o'clock, with morning worship at 11 o'clock.
The Young People meet Sunday evening at 6:45 with evening worship at 7:30 o'clock.

Wednesday evening prayer services are held at 7:30 o'clock.
The Hereford Church of Christ radio broadcast is heard daily at 9:30 over KPAN.

The nationwide broadcast by the Church of Christ is each Sunday afternoon at 1 o'clock.

Christian Science
Christian Science services are held each Sunday morning at 11 o'clock in the Star Theatre.

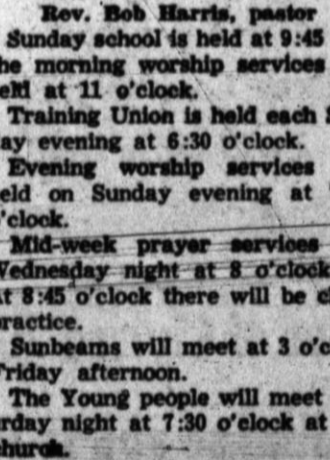
Avenue Baptist
122 N. 25 Mile Avenue
Rev. Bob Harris, pastor
Sunday school is held at 9:45 and the morning worship services are held at 11 o'clock.

Training Union is held each Sunday evening at 6:30 o'clock.
Evening worship services are held on Sunday evening at 7:30 o'clock.

Mid-week prayer services are Wednesday night at 8 o'clock.
At 8:45 o'clock there will be choir practice.

Sunbeams will meet at 3 o'clock Friday afternoon.
The Young people will meet Saturday night at 7:30 o'clock at the church.

The Real McCoy's
By John and George



RECKON THAT LITTLE GAL SHOULD BE FULLY COVERED WITH...
JOHN McLEAN
Insurance Agency
"23 Years of Insurance Know How"
127 West 2nd Phone 273

Star THEATRE
Phone 363

FRI. SAT.
A WEE-BIT OUT OF SEASON BUT A GOOD FAMILY MOVIE

THE FIGHTING, LOVING STORY OF AMERICA'S SPORTS HERO!
TONY CURTIS
THE ALL AMERICAN
starring LORI NELSON with BERNARD BICKMAN GREG PALMER - RICHARD LONG - PAUL CARAVAN

SUN. MON. TUE.
LAW AND ORDER WAS ADMINISTERED BY THUNDERING GUNS!

RANDOLPH SCOTT
THUNDER OVER THE PLAINS
in WARNERCOLOR with LEX BARKER - PHYLLIS KIRK

We Congratulate You on the Occasion of Your Wedding Anniversaries! from Thursday, Jan. 7 - Saturday Jan. 9

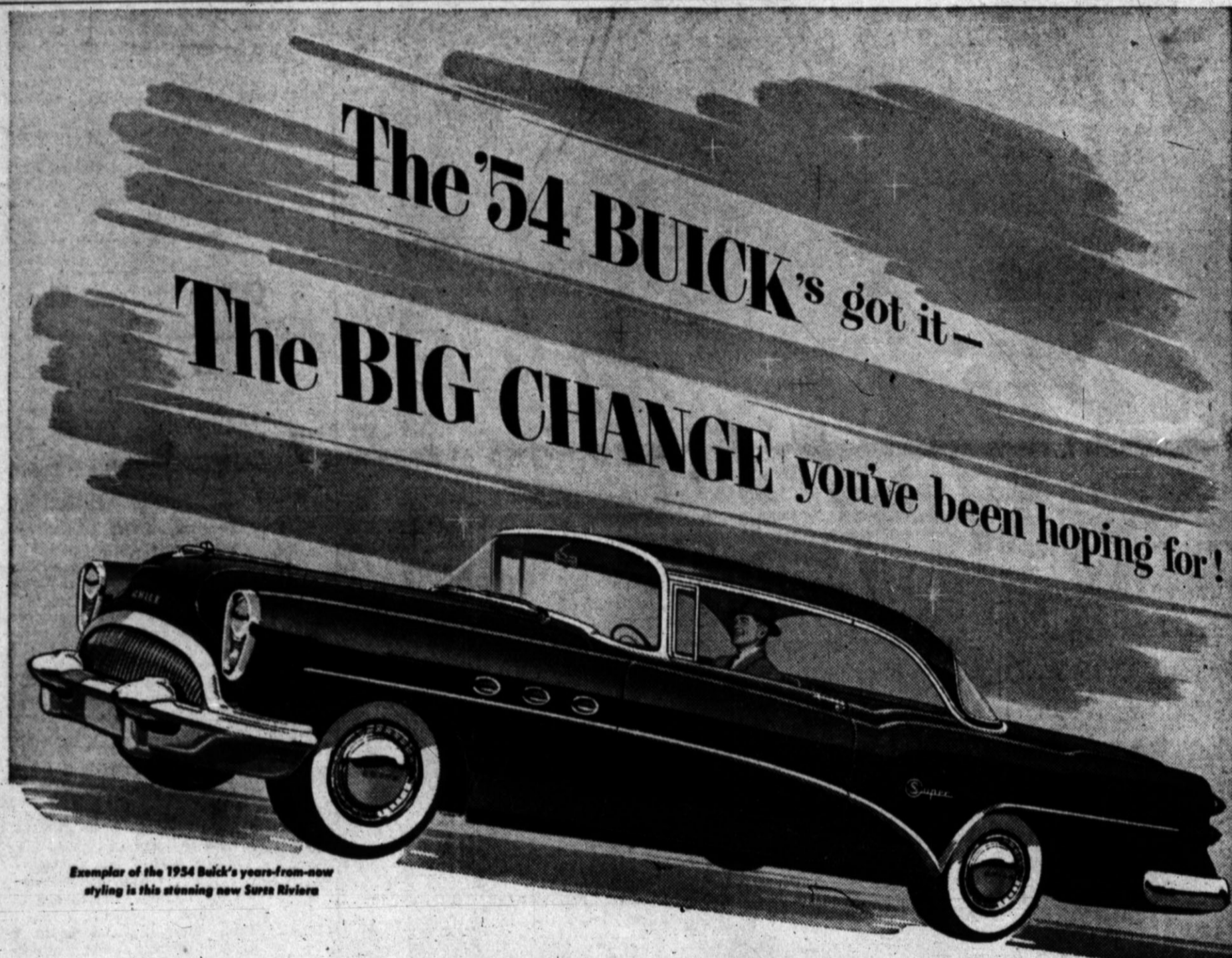
Mr. & Mrs. Homer Watson	Mr. & Mrs. V. S. Watts
Mr. & Mrs. Arland Walls	Mr. & Mrs. Newton B. Hood
Mr. & Mrs. T. A. Paul	Mr. & Mrs. Ky Lawrence
Mr. & Mrs. E. E. Layman	Mr. & Mrs. L. C. Thomas
Mr. & Mrs. Edwin R. Skypala	Mr. & Mrs. B. A. West
Mr. & Mrs. Ervin H. Ward	

FRIDAY SATURDAY SUNDAY
TEXAS ONLY

DOUBLE FEATURE
FEATURE No. 1
GARY COOPER
LORETTA YOUNG
ALONG CAME JOES
FEATURE No. 2

LEO GORCY and the BOWERY BOYS
A Night Mail
Loose IN LONDON

GHOST SHIP
WUNDER Sets the Course!
COURT HOUSE WASH



The '54 BUICK's got it—
The BIG CHANGE you've been hoping for!

Exemplar of the 1954 Buick's years-from-now styling is this stunning new Super Riviera

THE instant you see these 1954 Buicks, you'll know that something sensational has happened in automobile styling.

Here is vastly more than the usual model change-over. Here is vastly more than could be done just by warming over what Buick had before. Here is something accomplished by going far beyond artful face-lifting.

Here is that rarity of rarities—a completely new line of automobiles.

But Buick didn't stop with the bolder, fresher, swifter-lined beauty you see in raised and lengthened fender sweep—in the huge and back-swept expanse of windshield—in the lowered roofline—in the host more glamor features of exterior modernity.

They upped all horsepowers to the highest in Buick history.

They engineered a new V8 for the SPECIAL—and in the process came up with new Power-Head Pistons that boost gasoline mileage in every engine.

BUICK

the beautiful buy

They brought to market a sparkling newcomer with a famous name, the Buick CENTURY—a car with phenomenal horsepower for its weight and price—a car with more pure thrill per dollar than any Buick ever built.

And they did all this without change of the price structure which, for years, has made Buick the most popular car at its price in the world.

We invite you to come in and inspect these great beauties, these great performers, these great buys. Then you'll see why the Detroit previewers are already saying, "Buick's the beautiful buy!"

ON DISPLAY
JAN. 8

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

WALLACE BUICK CO.

142 N. Miles Avenue

Phone 11