



The Hereford Brand

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This Week

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Our Slogan—More People—More Farms

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BOYS RANCH DIRECTORS AND FRIENDS GATHER HERE FOR PRESENTATION BARBECUE LAST THURSDAY



Erna Norton of Hereford (second from left in top photo) presents certificate of ownership for 62 head of cattle, valued at more than \$15,000, to Cal Farley (right) for Boys Ranch at Tascosa, and Alton Weeks (center) superintendent of Boys Ranch Farm at Springlake, look on. Below is pictured a part of the herd of 39 Registered Whiteface heifers presented to the ranch. Mr. and Mrs. Dwight Axtell (top right) of Spring Lake, who gave their 1400-acre Castro county irrigated farm to Boys Ranch last year, were honored guests at the presentation barbecue, and smile broadly for the photographer; and J. B. Linn (KGNW news-caster) interviews Erna Norton (lower right). Top photos are by Alex Thompson; bottom photos by Elmer Patterson. (See story below).

AROUND TOWN SIGHTS, FACES SEEN

When our Westway correspondent reported that both the Kelly Crays were laid up with broken bones, we began wondering just what sort of family fight Kelly had got into and immediately called on Mrs. Merlin Kaul, who knows all about everything that has happened, is happening, (and we sometimes think what's going to happen) at Westway... to find out just what happened.

The trouble is, it seems that the Kelly Crays just don't get along with their cows. Mrs. Kelly came out second-best a couple of weeks ago in an encounter with one of the animals, and was laid up with a broken finger and a couple of sprained and bruised arms. Then last week, Kelly himself got run over by a cow (not the same cow, we understand) and wound up in bed with a broken leg.

Neighbors in Westway have been helping out with the farm work, and Mrs. Kaul reports privately that Kelly is having lots of company and the time of his life and doesn't seem a bit downhearted at the prospect of spending six weeks in bed.

NEW ARRIVALS IN TOWN: Mary Ann Cox, daughter of Mr. and Mrs. (Continued on page 5)

Drive for Funds In Cancer Fight Starts April 1

A drive for funds by the American Cancer Society will be launched throughout the nation on April 1, with the campaign extending through April. Deaf Smith County's quota, the first ever assigned to this county in the annual drive, will be \$448. Mrs. Joe H. Smith is county chairman for the drive. Sub-chairmen will be appointed within the next few days.

The state goal in the drive is \$447,500. Gov. W. P. Hobby is the state campaign chairman.

The drive is an annual affair in the constant campaign against America's No. 1 killer.

The Texas Division of the American Cancer Society now provides financial assistance for nine of the 18 Tumor and Diagnostic Clinics in Texas, and hopes to be able to provide for at least one such clinic in each of the 15 Councillor Districts in Texas.

Deaf Smith County is in District 3, which includes all of the Panhandle and South Plains counties. Funds raised in the annual drive are used to support research, construction of new buildings, and other projects.

Earl Springer Is Candidate For Commissioner

J. E. (Earl) Springer this week authorized The Brand to announce his candidacy for the office of Commissioner of Precinct 1, subject to action of the Democratic primary in July. A resident of this section for the past 20 years, Mr. Springer attended schools here in Hereford as a boy and remained in this community as a farmer and stockman. He feels that having lived here for the length of time has placed him in a position to know the needs and wishes of the people. "If elected, I will serve the people of Precinct 1, and Deaf Smith County to the best of my ability," Mr. Springer said. "I realize the importance of the office and will expect to devote my time to making you a good commissioner."

"WE WANTED TO DO SOMETHING FOR THE BOYS" \$15,000 Herd Given to Boys Ranch

A \$15,000 herd of cattle, gift of farmers and ranchers of Deaf Smith, Castro, Oldham, Randall and Potter counties, was presented to Boy's Ranch at a barbecue dinner in Hereford last Thursday noon. "We wanted to do something for the boys," Ezra Norton, retired Hereford rancher who promoted the gift, told Cal Farley in formally presenting the valuable herd to Boy's Ranch Thursday afternoon.

Thirty registered Hereford heifers and two valuable herd bulls, plus thirty head of steer cattle, were turned over to Boy's Ranch directors. The value of the herd is conservatively estimated at more than \$15,000.

Cal Farley of Amarillo, president of the board of directors of Boys Ranch, Inc., formally accepted the gift. "Most of us think only of making money," Farley said, but the people of this section of the country like to give. On behalf of the directors of Boys Ranch, I accept this wonderful gift for the boys." The 30 registered heifers and the two herd bulls will be placed on Boys Ranch Farm in Castro County. The 1500 acre irrigated farm given Boys Ranch last year by Mr. and Mrs. Dwight Axtell. The 30 steer cattle will be placed on the Boys Ranch at Old Tascosa. Ezra Norton himself will have charge of developing the herd, assisted by the farm manager, Cleo Shielagarger. Norton, retired farmer and rancher, offered his services to the ranch in developing the registered herd. The Hereford-Breeders-Association will register the heifers and herd bulls. Norton, who raises purebred Herefords as a hobby, conceived the idea of the gift herd more than a month ago. He set out to collect ten head of registered heifers from local breeders and ranchers... but the idea snowballed. Everybody wanted to chip in on the gift. The result was the \$15,000 herd presented to the ranch here last week. Joe Bridewell of Wichita Falls, one of the nation's leading Hereford breeders, heard of the plan and offered a \$4,000 herd bull from one of his ranches. W. W. Hill & Son of Hereford added another herd bull to the gift at Thursday's barbecue. Registered breeders who contributed the 30 head of registered Whiteface heifers were Walter Graham, J. S. Maxwell, E. H. Hare, B. E. Robinson, E. C. Reinauer, H. D. Robbins, Mal Stewart, J. R. Overstreet, Eskimo Ranch of the Jack Frost Ranches, Pitman Grain Co., Forter and Cook, George Burch & Sons, Ed East, Hunter Brothers, C. T. Guseman, August Frye, R. L. Cocanougher, H. H. Miller, Travis Dameron, Robert Veigel, H. C. Baird, Ky Lawrence, Green and Scott, O. G. Hilland Son, W. E. Dameron, George L. Miss and Son, McDonald Farms, Jim White, W. R. Higgins and Sons, E. H. and C. P. Norton, and J. R. Lawrence. Steer cattle were contributed by (Continued on page 10)

PANHANDLE YOUTH WILL BE AMBASSADORS FOR DEMOCRACY Hereford Rotarians Vote to Establish World Citizenship Foundation As An Aid to Peace

While everybody talks about International Relations, the Hereford Rotary Club, with an eye to the future, is preparing to do something about them. Hereford Rotarians hope other clubs of Rotary International will follow their example. Their goal: a permanent \$15,000 "International Citizenship Foundation" fund to be established by the Hereford Club. With the income from the permanent fund, the Foundation each year will pay the expense of one student at Plainview's Wayland College. The only provision: that the student selected shall be dedicated to the purpose of foreign service, including the diplomatic service of the United States abroad... but shall not be a foreign representative of any denominational mission board while in such foreign service. In establishing the fund, the Hereford Rotarians hope to aid in carrying out a pet theory of Wayland's President Bill Marshall. The "Marshall Plan" (Texas version) is to specialize, on the Wayland College Campus, in the training of both American and foreign students in "the American Way" for the specific purpose of carrying American ideals of Christianity and democracy to all parts of the world. Marshall believes that training of young American men and women of the right type for service abroad, both as members of the U. S. Diplomatic Service and as representatives of U. S. business, can do more friendly relations between the U. S. (Continued on page 10)

Bids Asked for New Additions to County Hospital

Bids have been asked for construction of a new addition to the Deaf Smith County Hospital. The County Commissioners this week called for sealed bids for the proposed construction. Bids will be opened on April 12. The planned addition will include a one-story addition including patient's rooms and a new surgery department; plus re-modeling of the present building. The new wing will be of concrete and tile joint, brick and asphalt tile and terraço floors. Plans for the new addition and for re-modeling of the present building have been prepared by architect Guy A. Carlender of Amarillo. A bond issue of \$150,000 was authorized last fall for construction of additions to the hospital.

Ground Is Broken On Swimming Pool

Ground has been broken and excavation started on the municipal swimming pool. The pool is scheduled for completion and opening not later than June 1, with a \$50 per day penalty clause in the contract for any time exceeding the contract limit required.

Contracts Let for 120-Block City Street Paving Project Tuesday

City Churches Plan Easter Observances

Special Easter services are planned by most Hereford Churches on Sunday, and for several congregations, the observance of the Easter season will begin tonight (Thursday). A Sunrise Service will be held Sunday morning under the sponsorship of the Young People's Federated Council. The early-morning observance will be held this year at the First Christian Church, beginning at 6 a. m. The public is invited. Special candle-light Communion services will be held tonight (Thursday) at both the First Christian Church and at the First Presbyterian Church. Rev. Roy Ford will conduct a candle-light Communion service tonight at the First Christian beginning at 7:30 o'clock; and Rev. Russell Winger has announced a special Communion service tonight at 7:30 o'clock at the Presbyterian Church. St. Anthony's Catholic Church began Easter observances this morning (Thursday) at 7 a. m. with a mass observing Holy Thursday. Knights of Columbus will provide a Guard of Honor during the day and through the night hours preceding Good Friday. Good Friday services at St. Anthony's will begin tomorrow at 12 o'clock noon with the Mass of the Pre-Sanctified, services continuing from noon until three o'clock. Holy Saturday will be celebrated with High Mass at 7 a. m. Easter Sunday will be celebrated at St. Anthony's with Low Mass at 7 a. m., a High Mass with the children's choir at 8:30 a. m., and High Mass with the adult choir at 10:30 a. m. The Women's Council of the First Christian Church will observe Good Friday with prayer services beginning at 3 o'clock in the afternoon at the church. The public is invited. Good Friday will be observed at the First Methodist Church with a movie, "The First Easter", beginning at 7:30 p. m. at the church auditorium. The public is invited. Good Friday services will be held by the Immanuel Evangelical Lutheran Church on Friday night at 7:30 p. m., when Holy Communion will be celebrated. The Lutherans will conduct an early sunrise service beginning at 7 o'clock Sunday morning. Pastor E. (Continued on page 10)

TO PREACH HERE



Rev. Lyman F. Wood (above) of Bethany Fencil College will conduct a special service Monday night at the Church of the Nazarene in Hereford.

New City Police Officer Named By Commission

P. S. (Buck) Buckalew, former deputy sheriff at Pampa, has been named by the Hereford City Commission to succeed Bruce Wooddell as City Marshal. Wooddell had resigned, effective March 15, to enter the insurance business in Hereford. The new City Marshal reported for duty here Tuesday afternoon and began his official duties on Wednesday. Buckalew resigned his position as deputy sheriff at Pampa to accept the Hereford job. He is a veteran of 12 years experience as a peace officer in Texas. Buckalew served six years on the police force at Kilgore, Texas, and four years as a deputy sheriff at Longview. For two years during the war, he was with the civilian intelligence Department of the Federal Government, working in East Texas war plants. He has been with the sheriff's office in Gray County, at Pampa, since the war. "Officer Buckalew comes to this city highly recommended," Mayor W. E. Dameron said Tuesday in announcing the new appointment. (Continued on page 10)

Work Will Start In 60 Days

Contracts were let Tuesday afternoon by the Hereford City Commission to C. Hunter Strain of San Angelo for paving of 120 blocks of city streets and 9 blocks of business alleys. Construction on the paving project is slated to start in about 60 days, and the contractor voiced a hope that the entire project would be completed this year. The contract went to the San Angelo firm on a low bid of \$352,464.92. Strain's bid was some \$28,000 under the nearest bidder for the same type of paving. The bid includes complete paving, curb and gutter. City officials and engineers were elated over the low bid, which was considerably under the most optimistic estimates by the city's engineers. The cost of paving to individual property owners will be based on the width of the street to be paved. Cost schedule per front foot, including curb and gutter, to individual property owners will be:

Table with 2 columns: Street Name, Cost per Foot. 50-Foot Street - \$4.98 per foot. 40-Foot Street - \$4.15 per foot. 36-Foot Street - \$3.85 per foot. 30-Foot Street - \$3.58 per foot. Business Alleys - \$4.17 per foot.

The paving will be a hot-mix asphalt concrete, poured in one course over a caliche base. This is the same type of paving as was used on the highway between Amarillo and Canyon, Mayor Dameron reports. Work on the project will start as soon as the necessary legal proceedings can be taken. Mayor Dameron estimated that this would require about 60 days. City engineers, the firm of Parkhill, Smith and Cooper of Lubbock, said that the low bid was very favorable, and was considered (Continued on page 10)

Red Cross Drive Only \$395 From Quota Yesterday

Deaf Smith County's 1948 Red Cross Membership drive was only \$395 short of its quota at mid-week, and drive chairmen are pushing hard to complete the campaign by the end of the month. The Membership Campaign received a big boost yesterday when the Hereford Firemen's Club turned over a check for \$200 to Drive Headquarters at their contribution to the Red Cross. Fire Chief Onias Carroll delivered the check to Mrs. Dyalthis Brady, executive secretary of the county Red Cross Chapter. More than \$800 was collected in four days last week and this week when volunteers set up collection tables at two local stores, both banks and the Post Office to solicit memberships for the drive. Booths were set up at J. C. Penney and C. E. Anthony department stores, at the First National and the Hereford State Banks, and at the Post Office on Thursday, Friday, Saturday and Monday. Manning the booths were Sank Ramey, Linnea French, Mrs. J. L. Davis, Mrs. W. F. Orr, Mrs. Glen Weir, Mrs. Florence Wilkins, Mrs. Cecil Williams, Mrs. Frank Dyles, Mrs. R. J. Richardson, Mrs. Vivian Major, Mrs. A. B. London, Mrs. Earl Phillips, Mrs. S. B. McAllen, Mrs. Herman Ford, Mrs. A. Petersen, Mrs. Jim Black, Mrs. Louis Woodford, Mrs. Charlie Williams, Mrs. Nona Jowell, Mrs. J. O. Miller, Betty Jo Carnahan and Betty Smith. In addition, the county chapter reports good response from letters mailed last week to non-resident land-owners who own property in Deaf Smith County. The drive will be pushed hard for the next seven days in an all-out effort to complete the quota before April 1. A total of \$5,245 had been collected at the Red Cross headquarters yesterday noon (Wednesday) leaving only \$395 of the county's \$5,640 quota to be collected.

Final Concert in Winter Series by Hereford Band

Hereford High School's Whiteface Band will present the final concert in its winter series at the high school auditorium tonight. Both Junior and Senior bands will be featured in the final concert. Bandmaster T. V. Brantley has announced. Emmitt Brown will be featured soloist, with a Sousaphone solo, "Solo Huber's Concert No. 4." The Junior band will take the stage for the first half of the program, opening with March Flyer by Ernest Weber. King's "The Voyager" will follow, and Emmitt Brown's solo on the Sousaphone will be next on the program. The band will conclude with "Intrepidant" by DeLamater and March Opener by Paul Weeks. Following the intermission, the Senior band will take over with the following program: "Spanish March, Amparito Roca," by Jaime Texidor; a waltz, "Mystic Night," by King; "Rendezvous" by Jean Cassels; "South of the Rio" and "Carnival of Roses" by J. O'Leary; and a march, "The Hussars," by King. The program will close with the National Anthem. The concert begins at eight o'clock tonight (Thursday) at the auditorium.

Auto Registrations High; But Rush Seen

Nearly two thousand 1948 vehicle license tags of all types had been issued by the Sheriff's office here yesterday, and clerks were still expecting a rush for tags just ahead of the April 1 deadline. Deputy Sheriff Worth Covington estimates that there are still some 1500 license plates to be issued. Over 1950 passenger car tags have been issued, plus some 450 farm homes and 120 commercials, with other types making up the balance.

Plans for Use of Bull Barn For Nat'l Guard Armory OK'd

Problem of a temporary armory for the Hereford National Guard Company was solved on Monday when Deaf Smith County Commissioners agreed to use of the County Bull Barn. Unanimous consent for the proposed re-modeling and temporary use of the building as a National Guard armory was granted by the Commissioners Court following a hearing Monday morning. Representatives of the Hereford Breeders Association, the Hereford Rotary Club, and the National Guard were present for the hearing. All individuals and organizations concerned were in agreement on the plans for the building following the hearing. County Judge Leonard Foster reported: Lt. Col. Arthur Maiz, of the Texas National Guard, representing the State Armory Board, told the Commissioners Court that the board would sign a lease for the use of the building for \$100 per month, the lease money going to finance the re-modeling and improvements, up to \$3,000. Use of the building by the National Guard need not interfere with its use as a community building for other activities. Col. Maiz said Capt. Pete Covert, who will command the Hereford National Guard Company, assured the group that the building would continue to be available for community use if it is utilized by the Guard Company. Plans call for the removal of the great amphitheatre seats, and substitution of factory made portable bleachers which Covert estimates will increase the seating capacity around the sales ring by at least 100 seats. The sales ring will be left as it is. A concrete floor will be run in the remainder of the building, and the balcony will be re-modeled to provide the supply and orderly rooms for the company. Bids are now being received for the proposed construction work. Covert said. Any contractor wanting to bid on the work may secure the plans and specifications from Capt. Covert at the office of the Hereford City Commission. (Continued on page 10)

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New REA Section Completed This Week By Walco

Construction on the 207-mile "D" and "M" sections for the Deaf Smith Rural Electric Cooperative was completed this week by the Walco Construction Co. The last tap on the big construction project was energized Tuesday. Project Manager Leo Forrest reports. Construction contracts on this section were let in October of 1946 to the Tulsa, Oklahoma, firm, but shortages of essential materials delayed the project for several months. Energizing of the entire extension has added 230 new consumers to the list already served by the Deaf Smith Cooperative. Included in the newly completed sections are two new substations, one a 3,000 KVA station located south of Hereford, and the other a 600 KVA station located south of Dimmitt. Both sub-stations are now in operation. The "D" and "M" sections included approximately 90 miles of line in both Deaf Smith and Farmer counties, and 30 miles in Castro County. Last week the local REA announced that contracts for another big new extension had been let to the H. B. Zachary Company of San Antonio, who he hoped that this project, and others now under construction by the Deaf Smith Cooperative, could be completed by the end of the current calendar year. The new section will include 154 miles of line, with approximately 37 miles in Deaf Smith County, 68 in Farmer county, and 58 in Castro county, and will add 174 new members to the network now served. The new section will bring the total miles now serviced by the Deaf Smith Cooperative to nearly 1,000, serving some 1650 families in the three-county area.

V. Ridley Asks For Election As Commissioner

Vachrel (V.) Ridley this week authorized The Brand to announce his candidacy for the office of County Commissioner from Precinct 3, subject to action of the Democratic primary in July. Mr. Ridley lives in the far northwest part of the county, 45 miles northwest of Hereford. A farmer and stockman in this county since 1928, he reports that he has operated the same place for that length of time. "I believe that I am qualified to serve the people of my Precinct," Mr. Ridley said in making his announcement. "I understand the needs and requirements of the area in which I have lived so long. I will appreciate your support."

MRS. JOHN McLEAN, Society Editor Phone 181

Ring Service Weds Pair Sunday

Before an improvised altar arranged with white tapers in wrought iron candleholders and baskets of gladiolus in the home of Mr. and Mrs. Elmer Combs in the Westway Community, Vesta Mae Johnson became the bride of W. B. Nunley Jr. Sunday in a single ring service read by Rev. Wayne Wilcox, pastor of the Westway Baptist Church and student at Wayland College, Plainview.

Attired in a white dress with black accessories, Mrs. Nunley wore a corsage of pink carnations. She was given in marriage by her father, Mr. Joe Landers, and her attendant was Mrs. Elmer Combs who wore navy with white carnation corsage. Mr. Elmer Combs served as best man, J. C. Merritt and E. A. Little lighted the tapers.

Mrs. Nunley is the daughter of Summerfield and after a short wedding trip the couple will live in

Summerfield where she teaches. Mr. Nunley, a farmer in the Westway Community, is the son of Mr. and Mrs. W. B. Nunley of Brownfield.

EASTER PRAYER SERVICE FRIDAY

Members of the Woman's Council of the First Christian Church will sponsor an Easter Prayer Service at the church Friday afternoon at 3 o'clock.

Mrs. Clyde Russell will lead the program on "Faith is the Victory" with Mrs. Herman Ford giving a supplementary talk and special music given by Mrs. B. P. Cain and Mrs. Earl Phillips. Mrs. C. H. Dyer will be pianist. The public is invited to attend the prayer service.

Mrs. Gaston Baer returned Sunday from New York and other eastern markets where she has been the last two weeks.

"Education" Is Club Topic

Mrs. Jay Boston and Mrs. Bob Higgins were cohostesses for the Pioneer Study Club Tuesday afternoon at a meeting held in the Boston home. Mrs. Burl France, president, presided.

Two members gave discussions on "Education for the Future." Mrs. Wirt Phillips spoke on the subject "Whither Education" noting educational trends which lead away from the spiritual. She gave a resume of trends in education from the time of Christ.

Mrs. B. E. Roberson told of "An American Teacher" giving life work and achievements of Dr. Jacques Baron, professor at Columbia University. She also commented on the average teacher's attitude toward present day teaching.

Members attending were Mesdames J. E. Beyer, A. B. Christian, Noah Ertion, Burl France, Bob Higgins, O. G. Hill, A. V. Hendrick, Ray Johnson, J. B. Jones, F. M. Kester, A. L. Manjeot, John Patton, Wirt Phillips, B. E. Roberson, Mary Seigler, F. L. Terrell, Al Werner, and Mrs. Boston. Mrs. H. R. Patterson of Wilmington, Ohio who was a guest of her sister, Mrs. Wirt Phillips, was a guest.

Class Is Entertained

Mary Elizabeth Class of the First Baptist Church enjoyed a social affair Thursday afternoon in the home of Mrs. Bill Jones with Mrs. Sanford Smith and Mrs. Fred Welch as cohostesses.

Mrs. Tandy Legg conducted a business session followed by the devotional lesson given by Mrs. Sank Ramey. Roll call mentioned favorite verses in Jesus' farewell message.

After games, refreshments carrying out the St. Patrick's Day theme, were served to Mesdames Glenn Boardman, Sanford Smith, John Hacker, J. L. Davis, R. L. Roota, F. A. Tucker, S. B. McLallen, Horace Schloss, Tandy Legg, Miss Ruth Tucker and the hostesses.

O. E. S. Study Club Meets

Order of Eastern Star Study Club met with Mrs. John Patton Monday afternoon for a lesson on the O. E. S. ritual. Mrs. E. G. Baird was leader. The next meeting was announced for April 12, in the home of Mrs. O. H. Oulpepper.

Those present were Mesdames; Ethel Curry, Mary Baird, Iva Coo-nougher, Guy Waiser, Ollie Brady, Jessie Terrell, Juanita Hershey, Neil Oulpepper, Vivian Major and the hostess.

NEW CLUB TO BE ORGANIZED

An organization meeting for a new Child Study Club will be held in the home of Mrs. Ben Ezell next Monday evening.

All mothers who desire to belong to a Child Study Club are invited to attend the meeting. The new club is being sponsored by the El Nino Study Club and members of that club will give assistance in the organization of the club and in carrying out organization plans.

MRS. HEDRICK'S NEPHEW VISITS

Capt. and Mrs. W. L. Bay and baby of Miami, Florida have been guests of his aunt, Mrs. E. B. Hedrick, and Mr. Hedrick.

They had been spending a vacation with relatives in California and stopped here for a brief stay enroute to Palestine and Miami. Capt. Bay is a Pan-American Airways pilot.

Mr. and Mrs. Paul Mathers left Sunday for Columbia where they will spend ten days or a couple of weeks with their daughter, Paula Mae, who is a student at Missouri Christian College. While in Missouri they will visit former Hereford friends in St. Louis.

Mrs. R. A. Fullwood and granddaughter Joan Waiser, returned on Friday from Houston where they visited Mrs. Fullwood's daughter, Mrs. F. R. Slay. Mrs. Fullwood also attended Grand Lodge of the Order of the Rebekah Order while in Houston.

Paul Lance, accompanied by his father Earl Lance was in Vernon last week to see an eye specialist.

Mr. and Mrs. Clarence Rogers of Amarillo visited in the home of his brother, Willard Rogers Sunday afternoon.

FOR EASTER!



The Hat of Your Dreams Comes From Anthony's!

Stunningly lovely. Eye-catchers that cause hearts to flutter. Straws of every type with the gay flowers that bring color and youth to any costume. Rushed to Anthony's by express in order to add joy to your Easter.

\$5.95

Anthony's
HEREFORD

On Mezzanine Floor

FARMERS WEED CONTROL

Picture Show and Discussion

FRIDAY NIGHT, MARCH 26, 8 P. M.

AT
KERR IMPLEMENT BUILDING

Although this meeting will be of special interest to Wheat Farmers, it applies to every farmer or rancher of this territory. A Sherwin-Williams Weed Control Specialist will be on hand to give detailed technical advice.

With Weed-No-More, you need not worry over rain at improper time; no, those weeds will not get a head start on your crops when you use Weed-No-More.

We Have a Fair Stock of KRAUSE PLOWS and can make delivery on most sizes IMMEDIATELY

KERR IMPLEMENT COMPANY
YOUR JOHN DEERE DEALER

Home Demonstration Clubs

Ford H. D. Club

Ford Home Demonstration Club met in the home of Mrs. Hardy Benson with Mrs. Maxey Dowd as cohostess in a St. Patrick's Day meeting. Roll call featured harmonizing colors suitable for living rooms.

During a business session plans for writing the Ford School house were discussed and council reports were heard. Mrs. Chris Wegner conducted the recreational period. Mrs. Tom Draper, CHDA, gave a demonstration of draw curtains, venetian blinds and drapes. The next meeting will be held with Mrs. Chris Wegner on April 7.

Refreshments were served to Mesdames E. E. Doak, Luther Lesly, Cecil Cayton, Chris Wegner, Earl Dyer, George Epting, Lawrence Jentzen, Tom Draper and the hostesses.

West Hereford Club

West Hereford H. D. Club met with Mrs. Jimmie Mercer Tuesday afternoon with Mrs. Tom Garner in charge of recreation. Roll call dealt with color harmony for living rooms and a demonstration of window treatment was given by Mrs. Tom Draper, CHDA.

Mrs. E. M. Cox presided in the president's chair and after the program refreshments were served to Mesdames; John Jacobson, E. M. Cox, Travis Caraway, Nell Young, Alfred Smith, Bruce Weddell, J. W. Witherspoon, Jack Flowers, Howard Gore, Carlos Vaughn, Edna Bove, R. N. Yarbo, Tom Garner, Tom Draper and the hostess.

Progressive H. D. Club

Progressive H. D. Club was entertained in the home of Mrs. F. J. Walterscheid in an all-day meeting recently. Work was done on chenille bedspreads. A short business session was held in the afternoon and a program on fabrics was given. Mrs. Floyd McGee told of labels and Mrs. C. E. Watts discussed fabrics and design. Miss Augustine Gregory told of consumer buying.

Those present were Mesdames; C. E. Watts, S. F. Stagers, V. E. Dodson, Herman Drake, Ira Ricketts, C. V. Burgess, Floyd McGee, C. C. Bowman, Calvin Edwards, H. O. Griffith, F. L. Carmichael, Horace Hershey, Tom Melugin, M. Stephenson, T. J. Parsons, D. Y. Edwards, L. A. Tester, Miss Augustine Gregory and the hostess.

Mr. and Mrs. N. E. Cass left yesterday (Wednesday) for Marlin where they will spend the next three or four weeks.

Dexterous Daphne



"I'll meet you at the BREITLING JEWELRY... I've got to pick up the watch Bill left to be repaired."

Easter Greetings

Quality Leads At Breitling Jewelry

Guaranteed Watch Repairing and Jewelry Repair

BREITLING JEWELRY
106 W. 3RD ST. PHONE 527

An Open Letter

to the
People of Hereford

A few months ago we celebrated together the joyous anniversary of the Birth of Christ. We rejoiced in recalling Heaven's Message to the Shepherds of Bethlehem: "Behold, I bring you tidings of great joy... for there is born to you today in the city of David A SAVIOR who is CHRIST THE LORD!"

At Christmas the memory of the coming of the heaven-sent Savior filled our hearts with joy. We caught the spirit, we learned the lesson of Christmas. The recollection of God's love for man deepened our love for one another.

But not only Christmas, EVERY event in the life of the Savior contains a worthwhile lesson. Yet, it is no exaggeration to say that of all the incidents in His life the one that teaches the most significant truths in the most gripping manner is the culminating event of His life—His agonizing death on the Cross.

From it we learn: the extent of human wickedness... the malice of unrestrained hate... the severity of Divine Justice... the need for penance and atonement.

So deeply impressed were the early Christians with the significance of the Crucifixion that they cried out with St. Paul: "With Christ I am nailed to the cross... God forbid that I should glory save in the CROSS OF OUR LORD JESUS CHRIST!" (Gal. 2:20; 6:40).

But what about us? The religious leaders of the world today are unanimous in ascribing the terrors of the recent war—and the dangers of the new war that threatens us—to our forgetfulness of the lessons of Calvary. Never was there greater need for mankind to learn those basic truths anew!

Last year the Governor of our State issued a proclamation urging the prayerful observance of Good Friday. In general, the people of Hereford ignored it. Let us not make the same mistake this year.

Rather let our mayor reecho the Governor's plea! Let our houses of business close! Let us, the citizens, either at home or in our respective churches, spend the time from noon until three o'clock on Friday, March 26th, in prayerful meditation on the death of Christ on the Cross!

OUR PRAYERS—united with the sufferings of our Savior—WILL DO MORE THAN ANYTHING ELSE to restore to the world that GLORIOUS PEACE promised by the Christmas angels to MEN OF GOOD WILL!

Very sincerely yours,
THE KNIGHTS OF COLUMBUS
General Assembly, Fourth Degree
Hereford, Texas.

—ANTHONY'S—

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in
Quality

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"STYLESPUNS"
for Easter

Priced From \$1.19 to \$2.25

42 Gauge 30 Denier NYLON HOSE

Stylepun for honest-to-goodness long wear and smart looks this weight nylon is tops. DuPont Nylon from top to toe. Reinforced toes and heel. Spring shades. Sizes 8½ to 10½.

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Stylepun nylons recommended for dress only. Sheerest of sheer nylons that are serviceable but not woven for hard rough wear. In spring and summer shades. Smart heel styles. In three lengths, in sizes 8½ to 10½.

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Styleplus nylons that are sheer yet will take harder wear. Sheer enough for dress wear and an ideal weight for everyday work. All the new spring and summer shades. All lengths, in foot sizes 8½ to 10½.

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\$1.35

Anthony's
HEREFORD

SEVENTEEN LOCAL STUDENTS GET SUPERIOR RATINGS Junior Music Festivals Saturday Draw Large Entry Lists in Three Cities; Eighty Here

Two hundred and three youngsters entered in the three divisions of the 7th District Junior Federation of Music Festival Saturday. Miss Mattie Mae Swisher, director, announced this week. Eighty of this group were entered in the contests held in Hereford. Others were at Lubbock and Quanah. The Festival opened here with organ music by Mrs. Glenn Snyder and group singing of "America." A welcome address was made by Miss Mary Helen McGilvary, president of the Hereford Voice Club, and the response was made by

David Spring of Friona. Mrs. A. O. Thompson extended a welcome from the Hereford Music clubs. The judges, Jim Jackson and Russell Curtis, both of Amarillo, were introduced. Thirty-five entrants won the top rating, "Superior," in the entire district, and of these, 15 were awarded to Hereford entrants. Receiving "Superior" ratings here were Pat Cranfill, Doris Jane McFarland, Sally Osborn, Joyce Miller, and Ed Uri Talbot, all of Friona; Jackie Miller and Johnneen Rice of

Dimmitt; Ann Woodley of Mulhouse; Wanda Marie Kirksey, Charles Whitehead, Franklin Springer, David Goldston, Rebs Dones, and Mary Helen McGilvary of Hereford; and Billy Ray Derrick of Bovina. Hereford students who received "Excellent" ratings were Kathryn Dunn, David Brumley, Gayle Gaulk, Sandra Childers, Doris Lee Singer, Marlene Legg, John Benson, Raymond Wells, Louise Simpson, Wynogene Sowell, Jerry Witherspoon, Dwayne Walker, Jane Welch, Irvina Witherspoon, and Leta Dene Springer. Entrants receiving "Very Good" ratings were Nancy Parsons, Glenn Gaulk, Mary Ann Young, Linda Lee West, Joan Moore, Pat Kerr, Sharon Dee Moore, and Fatsy Wilshire. "Good" ratings went to Charlotte Moore and Sandra Jo Caraway.

Buckboards And Surries Wanted

Are there any buckboards, buggies, surreys, or peairie schooners left in Deaf Smith county? Committees working on plans for Hereford's 50th Anniversary Celebration here on May 8 are looking for vehicles of this type to be used in the Pioneer Parade. If you have a horse-drawn vehicle of 1890-vintage and are willing to lend it for the day, contact the Hereford Chamber of Commerce right away and let them know.

New Cub Scout Pack Will Be Organized

At a meeting of the District Boy Scout Council Tuesday night, organization of a Pack Committee and selection of leaders for a new Cub Scout Pack was completed. Earl Phillips was named chairman of the Troop Committee, according to District Commissioner Urlin Streu. B. F. Cain will serve as Cub Master, and Charlie Calloway will be assistant Cub Master. A meeting will be held next Thursday night, April 1, at Central School. The Pack will be completed at that time. Any boys of cub age (9 to 12 years) who are interested in joining the pack are invited to be present. No boys will be admitted, however, unless accompanied by one or both parents, Streu stated. A short program, including motion pictures, will be presented. Attending a two day District Nine Convention in Spur last week were Gerald Wilson, Mrs. Lora Long, Mr. and Mrs. A. O. Thompson and Rev. R. H. Cagle.

Pair Wanted in Armed Robbery in Arizona Arrested in Hereford on Tuesday Night

Tommy Livingston, about 22, formerly of Hereford, and Douglas Uzzell of San Bernardino, California, are in jail in Hereford today awaiting transfer to New Mexico and Arizona police and sheriff's departments.

Both are wanted for armed robbery in Holbrook, Arizona, and for car theft at Gallup, New Mexico. The pair were arrested in Hereford Tuesday night by W. E. (Pop) Pittman, city nightwatchman, who thought he was picking up a pair of drunk drivers. Pittman lodged the two in jail, the became suspicious after going through their car and called in the Sheriff's department.

The Ford coupe in which the two men were arrested contained a large quantity of Indian jewelry, Navajo rugs, and cash bags from a Holbrook (Arizona) bank. The coupe was registered in Gallup.

Sheriff J. C. Reese began a check-up of New Mexico and Arizona police Wednesday morning and was swiftly rewarded. The Sheriff's department at Holbrook reported that two men, answering the description of the pair arrested here, were wanted for the armed robbery of a curio shop at Painted Desert Point, near Holbrook, on March 22. Ash trays and other curio found in the loot of the curio shop bore the name of "Painted Desert Point." Gallup police, when contacted, reported that the Ford coupe had been stolen there on March 23. The pair were separated, one being lodged in county jail and the other in the city jail, while Deputy Sheriff Neal Young and City Marshal Buck Buckalew questioned them. Yesterday afternoon they agreed to waive extradition proceedings, and Sheriff Reese said they would be turned over to Gallup and Holbrook officers. No charges will be filed here.

Hi-Y Carnival At School Tuesday

Tuesday night in Carnival night at the high school. Hi-Y students at Hereford high will stage their annual Hi-Y carnival next Tuesday night, March 30, at the high school gymnasium, beginning at 7:30 p. m. Traditional carnival games, an abbreviated basketball game, and other features are included in the program. Proceeds from the carnival will go to the local Hi-Y organization.

The J. A. Pitman's plan to spend Easter visiting with their daughter Helen Ann in Kansas City where they will meet her during her Easter holidays, Helen Ann is a student in Stephens College of Columbia, Mo.

Free Show at Star For Children On Saturday Morning

A free show for children will be presented Saturday morning at the Star Theatre. The program will feature "Return of Rusty", plus a special cartoon and a two-reel comedy, and a special Easter program. "We are giving this show in appreciation for the cooperation which this theatre has enjoyed," manager Francis Hardwick said. The show will be on at 9:30 a. m. Saturday morning.

Gerald Gollehon took Mrs. Greenway to her home in Borger after a short visit in the home of her daughter, Mrs. Gollehon and family.

CARD OF THANKS
The Junior Chamber of Commerce wishes to express thanks to Mr. and Mrs. Tom Sanders, the Deaf Smith County Meat Company, the Triple E Cafe, and the owners of Veterans Memorial Park for their aid to the JayCees in enabling them to earn the money to send delegates to the State JayCee convention April 15 in El Paso.
HEREFORD JUNIOR CHAMBER OF COMMERCE
Mrs. Maud Montfort spent Saturday and Sunday with her friend Mrs. May Placey of Stratford.



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STREU Hardware Co.
HEREFORD, TEXAS

Home of SERVICE and QUALITY

Hospital Notes

DISMISSED THIS WEEK
Mrs. A. E. Hodges, medical; Mrs. H. C. Parvin, surgery; Mrs. O. E. Higgins, surgery; Jimmy Brown, medical; Mrs. Stella Morton, medical; Mrs. Jack France, medical; Edna Joan Frost, medical; Mrs. Ed Curtisinger, surgery; J. C. Parvin, surgery; Cherry Pittman, medical; Mrs. Frances Darnell, medical; Linda Byrd, medical; Buck Ward, ortho; R. A. Anderson, medical; Mrs. A. B. Schulz, medical; Mrs. James C. Mercer, medical; Rosemary Young, medical; Bob Bailey, tonsil; Meredith Ann Hooper, medical; J. O. Douglas, medical; L. F. Boyd, medical; Mrs. R. L. Dowell, medical; Mrs. Ray Mills, OB; Baby Williams, medical; Mrs. R. B. Laine, medical; Richard Owen, medical; Mrs. Ida Ricketta, medical; John Bill Black, tonsil; Mary Alice Betzen, tonsil; Timothy Betzen, tonsil; Susan Hopson, medical; and Mrs. E. L. Pellam, medical.

IN THE HOSPITAL
Mrs. W. M. Marnell, medical; L. J. Kuper, ortho; Carl Gilliland, medical; Fred Henry, medical; Mrs. Walter Cox, OB; Mrs. O. E. Roberson, surgery; Nancy Eldridge, medical; Mrs. Earl Scott, medical; Mrs. W. N. Griswald, medical; Mrs. Eugene Boggess, medical; Mrs. Tony True, surgery; Mrs. Chester Wiggins, medical; Herbert Breiting, medical; Mrs. W. T. Fincher, OB; Mrs. W. A. Laster, medical; M. C. Allen, medical; Mrs. Henry Armstrong, medical; and Mrs. Ray Mills, OB.

Women, Children May Be Drafted In Another War

WASHINGTON, D. C.—(Sp.)—Selective Service is studying plans, which if adopted, will provide for the drafting for national service of women and children as well as men in the event of another war. Appearing before a Senate Appropriations subcommittee to seek restoration of a cut in Selective Service appropriations, Gen. Lewis B. Hershey, Selective Service director, said the proposed plan is a "breath-taking idea." We have had almost no experience in trying to control everybody. He added that the plan calls for mobilization of men at a much faster rate. Mrs. Everett Pirtle spent Sunday in Levelland visiting friends and relatives.

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2-Row McCormick-Deering POTATO PLANTERS
On Rubber Tires
\$360.00
Each
Fertilizer Attachments
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PRECISION BEET & BEAN PLANTERS
On Rubber
6 Row, Number 42
16 ft.
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3-4 Inch to 2 Inch Sizes

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What values! Many styles to choose from!



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A print delight... with demure cape collar floating enchantingly over tiny waist and wonderful wide whirling skirt. In an all over print with Blue, Pink, Green predominating.
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SPORTS SHIRTS
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Cool as a Panhandle Breeze... New Spring Shipment
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Come in today for your new
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gives you that extra margin of
safety. Switch to Riverside
Tires... for more miles of
greater safety. They're here for
immediate delivery!

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Alfalfa seed for sale, sacked and
refined. Nazareth, Texas. Frank
Husman. 9-6p

Alfalfa for sale: \$1.50 per bale. 10
miles west 1 1/2 miles north of Here-
ford. Paul Rudd. 1-13-48

For sale: Remington electric adding
machine. Phone 30. The Brand
Office. 1-13-48

You fill your fuel tank less often
with a Chrysler Industrial engine.
1-13-48

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A service rendered with each
demonstration in your own
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Two million Electrolux
Cleaners made and sold
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3-48

For sale: Good grade Hampshire
boar. Phone 5. 9-13-48

For sale: Buff-Orpington setting
eggs, 75 cents. Phone 60W. Mrs. Troy
Womble. 1-13-48

For sale: One used Junior Washer,
also used portable typewriter. Phone
655. 1-13-48

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Complete, deluxe edi-
tion; loose leaf, beau-
tifully bound... and
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A Complete Cook Book
\$2.65
at the
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For sale: Baby bassinet and Comfy
Auto seat, both in excellent con-
dition. Mrs. Forest Minton.
15-1-12-48

Six black Angus Bulls, 14 months
old. Can be seen at first house west
of gin in Hereford. B. B. Northcutt,
20-1-13-48

File supper to be given at Dawn
School House Friday, March 26th
at 8:00 to benefit Soft Ball Team.
Public invited. 1-13-48

Fryers for sale. 116 Bradley. 1-13-48

For sale: 18' Trailer House with all
bills-ins. \$350. Floyd Copeland 10
miles west 2 south 1/2 west Dimmitt.
1-13-48

For sale: 196 foot 16 inch casing
5/16 inch steel shop made. J. K.
Baker. Phone 589W. 15-1-13-48

For sale: 12,000 begari bundles.
Lindsay farm. L. A. Wester. 9-1-13-48

For sale: 1 1/2 year old gentle child's
pony. 1 one year old quarter horse.
One good cow pony. Call 4943. J. B.
Francis, 611 Shelby Avenue. 1-13-48

For your lawn, Kentucky bluegrass
seed 85 cents. Clover seed \$1.15.
Phone 226. F. H. Oberthier. 1-13-48

For sale: Blonde-beige carved Wilton
carpeting and carpet base. Mrs.
Edna R. Jett. 104 Ave. F. 1-17-13-48

For sale: Small Easter rabbits. Her-
man Hund. Hereford Camp. 1-9-13-48

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the famous
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Shreds, chops, slices, rises
and strings all kinds of
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- 1 2-piece Kroehler (tapestry)
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Tractor for sale: Farmall Regular
on rubber with lister, planter and
7 foot power take off mower. J. C.
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I have for sale, a one row John
Deere planter, digger and grader—
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For sale or trade: One 1936 CC Case
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For sale: Good three row lister.
Roberta Campbell 1 1/2 miles SE
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For sale: 1-1941 Model Ford tractor
with lister and planter, cultivator,
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Master, radio and heater.

1946 Plymouth, 4-door sedan,
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1941 Dodge 5-passenger coupe,
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1938 Plymouth 4-door sedan,
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3 1937 Chevrolet 2-doors, heater
One Army half-track with
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All these cars are real bargains.
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sion.

225 acres, 195 acres in cultiva-
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houses, grade a dairy barn and
shed, one irrigation well, REA,
school bus, mail route, 9 miles
Hereford, one mile off pave-
ment. Price \$100 acre, terms
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79 1/2 acres, 4 1/2 miles Hereford,
irrigation well, 5 room house,
garage, granary shed. Price
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floors, Venetian blinds;
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Lots of good furniture,
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Butane or gas. All goes for
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Nice modern houses from 3 to
7 rooms, well located.

Six room house, 5 acres land,
two blocks off pavement, priced
\$7,500. Have equity of \$4,000
will trade for good combine,
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By owner, 6 room house, south
front; double garage, large
corner lot. Immediate posses-
sion. Location and see owner
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13-1p

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FOR RENT: One two room and one three room unfurnished apartments, modern. Ed Jesko. Phone 4257. 18-5-13-48

For rent: Nice bedroom. Phone 305-
W. 9-5-13-48

For rent: Furnished apartment. A-
valuable March 26th. 612 E. 11th.
5-13-48

For rent: Desirable furnished ap-
artment for couple. Adults only.
Bills paid. 517 E. 11th. 5-13-48

For rent: Front bedroom close in.
500 W. 2nd. Phone 650J. Mrs. Harry
Whitcomb. 14-5-13-48

For rent: Four 3 room, partly fur-
nished apartments. John Johnson,
Northside Grocery. 5-12-13-48

For rent: 2 room unfurnished apart-
ment. Phone 376J. 1000 35 mile
Avenue. 5-12-13-48

For rent: Furnished garage apart-
ment for man available Monday.
Warren Daniel, 106 Ave. A.
5-14-13-48

Bedroom for rent. 202 Ave. F.
5-9-13-48

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Milburn Service Station. 40-tfc

WANTED: Butcher cattle. Deaf
Smith County Meat Co. See me
at stockyards. Bonnie Brumley.
29-tfc.

Wanted: A modern house to rent.
Three bedroom preferred. Will lease
for six months or a year. Austin
Rose, Call 132 Friday or Saturday.
5-14-13-48

WANTED

Custom
SLAUGHTERING
Phone 509-J

T. S. Robbs Dean Robbs
10-tfc

Wanted: One waying, drilling and
hoeming. Phone 537W. W. W. Rhod-
es. 132 Norton. 12-2p

Wanted to buy: Gentle saddle horse.
E. G. Wright, Rte. 4, Hereford, Texas.
6-12-48

Wanted: Plowing, Onewaying, Hoem-
ing or Chiseling. See G. P. Owen
at Acme Cleaners. Phone 111.
6-13-15-48

Wanted: Job with truck. Have bob
tail truck for local or long distance
hauling. Call 229J. H. M. Goettsch.
107 Ross. 6-13-48

Wanted: Local hauling and moving
at reasonable rates. Call 225J or see
R. J. King at 204 Norton. 6-16-13-48

Hereford High School Writer Has Article Published in National Echo

An article by Olin Cosby, writer for The Whiteface, Hereford High School newspaper, was re-published in the National Echo, a bi-weekly newspaper published by the American School Press Association at State College, Pennsylvania, last week.

The article was written for The Whiteface, which is published weekly by Hereford high schools students under the direction of Joe Smith.

Cosby's article, on free lance writing, follows:

Free lance work has many advantages not found in any other work. One of the most important of these is that it may be part time. A person may hold down a job in another occupation and write in his spare time. Later, after he has attained some success, he may give up his bread and butter job and devote his entire time to writing.

"Some writers make fabulous sums; the majority earn very little. For instance, Margaret Mitchell spent ten years writing her 'Gone With the Wind' but a million copies were sold at three dollars each in six months after publication. Writers are paid on a royalty; that is, they get a specified sum for each copy sold. Authors may sell limited rights that is, they may sell a book to a magazine for serial publication, in which case they receive a lump sum payment. They may then sell the book rights; and later sell the picture and stage rights and possibly the radio rights.

"The best advice that can be given to persons interested in writing is not to become easily discouraged. As the old proverb goes, 'A winner never quits, and a quitter never wins.'

Emergency Voice



Celebrating her successful emergency appearance at New York's Metropolitan Opera, 28-year-old Astrid Varnay lets out with a melodic note of relief. She got home from shopping one recent evening, too tired to cook supper for her husband, and the Met called for her to substitute for Helen Traubel as Isolde in Wagner's Tristan and Isolde. Miss Traubel had lost her voice. So 40 minutes later Astrid made her seventh appearance in the role in seven years.

Drive for Funds

(Continued from page one)

trol and assistance programs in the fight against cancer. Cooperating are the Texas State Medical Association, Texas Division of the American Cancer Society, Texas State Department, and the State Cancer Hospital.

Thirty to fifty per cent of cancers are curable now if recognized in time, the doctors point out. Time is the vital factor . . . and every effort is being made to increase the availability and services of the diagnostic clinics.

A meeting of three districts was held in Lubbock Monday to complete plans for the 1946 drive. H. Winston Hull of Midland was the speaker there. Mrs. Smith represented Deaf Smith County at the meeting.

V. O. Hennen reports that Blue Cross dues for members of the Hereford Community Group will become due April 1, and the deadline is April 10. Dues are payable to Mr. Hennen at the First National Bank.

Around Town

(Continued from page one)

Mrs. Walter Cox, arrived on March 17; Bonnie Louise Fincher, daughter of Mr. and Mrs. Willard Thomas Fincher, on March 22; and Sharon Rae Mills daughter of Mr. and Mrs. Marcellas Ramon Mills, on March 23 . . . all at the Deaf Smith County Hospital.

Matt Gilliland has a new Ford, and says it's his first Ford since way back when he bought the first four-door Model T ever driven in Hereford. Any arguments?

Travel is educational. There's no doubt about it. Our Man Friday (Stan Phillips) reports on an interesting conversation overheard at a filling station at Dawn the other day. A car bearing an Illinois license had stopped to fill the radiator with water, and after filling up with water, and after filling up with water, and after filling up with water, which should guarantee his engine forevermore from dental decay) the driver offered payment and showed considerable surprise when informed that the water was free. The Illinois, it seems, had an idea that this was a desert country and that water had to be hauled from a distance, and was naturally surprised when the precious stuff was offered free.

We'd naturally like to be able to report that he'd read about Deaf Smith water and was so impressed with its value that he wanted to pay for every drop . . . but our man Friday insists that this was not the case. Our visitor from the Big Lakes country would have been even more surprised if he'd known that he was standing on one of the biggest fresh water lakes in the country . . . a hundred feet straight down. Or had somebody been kidding us about these wells?

Progressive Community which tries to live up to its name, is having an Easter Dinner Sunday at the schoolhouse. There'll be special Easter music, and Rev. Roy Ford, pastor of the First Christian Church in Hereford, will speak in the afternoon. The basket lunch begins at 1 o'clock . . . the program at 2:30. An Easter Egg Hunt for the youngsters will follow the program.

From California comes word of a new arrival in the home of a couple of former Herefordites, Mr. and Mrs. L. R. Blevins. It's little Miss Cherry Ann, born March 16, at Carmichael, California, a suburb of Sacramento. Mrs. Blevins will be remembered here as the former Lillian Brown, sister of Mrs. Elmer Patterson.

CARD OF THANKS
I wish to thank friends and loved ones for their many kindnesses, flowers, good-will and get-well cards I received when I was crippled in a fall recently. I appreciate them and they did much toward my recovery.
Minnie L. Walker.

Read the Want Ads!

Winners in "Best-Dressed" Cowboy And Cowgirl Contest Are Named

Final prize winners in the Star Theatre's contest to select the "best dressed" cowboy and cowgirl among local youngsters were picked at the Star Tuesday night.

Roger McQuigg and Rosella Thomas were first place winners, manager Francis Hardwick announced. Roger was awarded a leather vest and chaps, and Rosella was a pair of cowboy boots.

Ted Freeman won a pair of riding pants, but preferred a pair of levis instead; and Pamela Clay won the levi jacket. Vicki Sue Hopson and Mike Wilson, third place winners, were each awarded a western belt. Other contestants in the final

elimination were Ovid Lee Finckert, Patti Skypala, Carol Ann Newell, Marilyn Kay Newell, and Steve Slagle. Each received a pair of levis.

Expected home for the Easter holidays from Texas A & M College are J. W. Robinson, son of Mr. and Mrs. J. Wallace Robinson, and Roger Corbett Jr., son of Mr. and Mrs. Roger Corbett.

Miss Jackie Moore of Floydada has arrived in Hereford to take charge of the Western Union Office. Miss Opal Berry who has been doing relief work for the last two weeks has returned to Quannah.

Local Teachers Get JRC Accident Prevention Rating

Junior Red Cross Accident Prevention certificates are being awarded this week to four teachers in the Hereford schools.

The certificates will be awarded this week by E. C. Subanks, chairman of the Deaf Smith County Red Cross chapter.

Certificates are going to Miss Ella May Alkman, Mrs. Mildred O. Ramey, Miss Inez Osborne Welch, and H. V. Stanton.

Awarding the certificates was announced this week in a letter to the county chapter from Miss Georgia Balm, correspondent for First Aid, Water Safety and Accident Prevention Service of the American Red Cross.

"We hope that each of these in-

structors will be able to teach classes in accident prevention in the schools during the year," Miss Balm said in announcing the awards.

Glenn Ricketts of Phillips University in Oklahoma is spending the Easter holidays with his parents, Mr. and Mrs. Ira Ricketts. Also visiting in the Ricketts home was a niece Betty Jean McBrayer from Canyon over Sunday.

Mr. and Mrs. Robert L. Thompson and family left Friday for Dallas where they visited Mrs. Thompson's father, Troy Womble who recently underwent an operation in the hospital there. Mr. Womble is doing so well that it is believed he will be able to return home shortly. Mrs. Len Shore, his niece, who has been his nurse and another daughter, Miss Ethel Womble returned to Hereford from Dallas Sunday, with Robert Thompson.

Don Holman of the Hereford News stand and two daughters of Amarillo spent the weekend in Hereford with Mrs. Holman who had charge of the business in Mr. Holman's absence.

Mr. and Mrs. Homer Brunley were Lubbock visitors Monday and Tuesday. Both attended business while there and visited the calf show.

The Dallas Symphony at the Amarillo Municipal Auditorium last week drew a good crowd from Hereford. Some of those to attend were Hugh Clearman, Marian Plummer, Marie Denton, Mary Jane Morgan, Bill Phillips, Mr. and Mrs. Urfin Streu, Werner, Marcy and Adeline Koelzer, Mr. and Mrs. F. G. Collier and Frances Young.

Mr. and Mrs. Jasper Coekret were Amarillo visitors Monday.

Read the Want Ads!

AFTER-EASTER CLEARANCE



Girls' SUITS and Coats Reduced
All SPRING and SUMMER SUITS AND COATS
Reduced to Sell at Once

You can find most any Color or Size

SMALL GIRLS COATS \$7 & \$8
Sizes 1 to 6
Regular \$10.90 & \$11.90

LARGER GIRLS COATS \$9.00
Size 7 to 14
Regular \$14.75, Reduced to—

GIRLS SUITS \$9.00
Size 7 to 14
\$14.75 Price Reduced to—



Suits Reduced

All of our Ladies' Spring Suits REDUCED TO SELL

LADIES' SPRING SUITS \$15.00
\$22.75 and \$24.75 Price,
Reduced to

OUR BEST LADIES' SUITS \$20.00
\$29.75 Price,
Reduced to

16 ONLY—LADIES' BLOUSES AND SHIRTS \$2 & \$3
Re-priced to sell at—

Dresses Reduced

Two Large Bocks LADIES' SPRING COTTON AND RAYON DRESSES

28 Only—Ladies' COTTON STREET DRESS \$2.00
\$2.98 and \$3.98, reduced to—

33 Only—LADIES' COTTON & RAYON STREET DRESSES \$4.00
\$5.90 Price Reduced to—

14 Only—OUR BETTER FROCKS \$6 to \$9
\$7.90 to \$14.75 Price
Reduced to sell at—



These Prices Will Be Good Friday 26th and Saturday 27th

RAYON AND COTTON SUITING FOR LADIES' SKIRTS, JACKETS OR SUITS, 50" Wide, Reduced to— \$1.00 yd.

LADIES' NYLON HOSE 42 Gauge, New Spring Colors, First Grade, Special at— 98c

Savings in Many Other Items All Over the Store

Terry Bath Towels 25c
Ladies' Hand Bags \$1.69
Girls' and Ladies' Cotton Anklets 29c
White Sheet Blankets \$1.98
36" Print, Fast to Washing 39c
10 oz. Foremost Jeans,
Boys' Size 6 to 16 \$1.98
Men's Size 29 to 36 \$2.49
Men's Wool and Rayon Ties 98c
Men's Towncraft White Shirts \$2.98
White T Shirts, with Hereford
Whitefaces printed on 98c
Boys' T Shirts, ass't. colors, sizes 2 to 16 98c
Boys' Outing Pajamas, Size 4 to 8,
Reduced to \$1.00
Men's Khaki Shirts, Broken Sizes \$2.00
Men's Black Oxfords, Reduced to \$5.00

180 Pair Ladies' BETTER SHOES \$6.90 Values Reduced to Sell at

\$4.98



PENNEY'S IS BACK IN THE WHEEL GOODS AGAIN

WAGON \$1.69
American Beauty—Wt. 7 lbs.

WAGON \$3.69
Radio Special—Wt. 17 1/2 lbs.

WAGON \$9.90
Radio Flyer—Wt. 33 lbs.

SCOOTER \$1.69
Special—7 inch Wheel—8lbs.

SCOOTER \$5.90
Heavy—10 inch Wheel, 16 1/2 lbs.

VELOCIPED \$6.90
10" Tubular Frame \$6.90
16" Tubular Frame \$8.90

VELOCIPED \$21.75
14" Tubular Frame Chain Drive—

AT PENNEY'S

MANY CHANCES TO SAVE CASH!



Keepsake ESSEX Engagement Ring 75.00
Wedding Ring 29.75



Keepsake ARCADIA Engagement Ring 250.00
Also 450 and 600
Wedding Ring 100.00

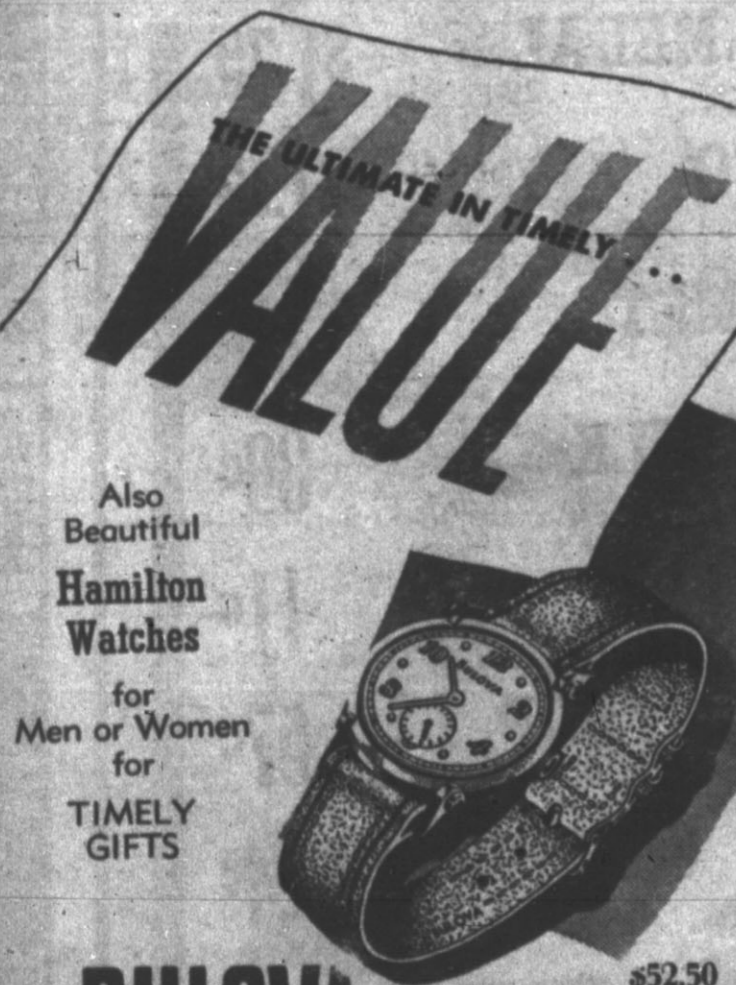
STERLING HOLLOWARE for The Nicest in GIFTS



These are-timed 17-jewel Elgin De Luxe models have 10K natural gold filled cases
SILVERWARE CRYSTAL Always a GOOD GIFT



Keepsake WEDDING \$400.00
(Engagement Ring \$300)
(Wedding Band \$100)



Also Beautiful Hamilton Watches for Men or Women for TIMELY GIFTS

BULOVA watches \$52.50
His Excellency AA 21 Jewels
For famous timepieces like these, in times like these, you can't find lower values anywhere! Come in and see our choice collection of Bulova watches today! Terms available.

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

KESTER JEWELRY

MR. AND MRS. A. W. (Bill) HEMBREE
Guaranteed Watch Repairs

316 N. Main—Telephone 34

Hereford, Texas

LOOK AT

FURRS Specials

EASTER



Bakery TREATS



Holiday VEGETABLES



- GRAPE JAM Bliss 2-lb. Jar 41c
- RICE KRISPIES Kellogg's 2 Boxes 29c
- CATSUP Snyder's 14-oz. Bottle 19c
- SWEET POTATOES Pine Grove No. 2 1/2 Tin 15c
- APPLE JELLY Musselman 12-oz. Jar 18c
- PEACHES Del Monte Spiced No. 2 1/2 Glass 37c

- MIRACLE WHIP Salad Dressing Quart Jar 61c
- TOMATO SOUP Campbell's Can 9c
- DEL MONTE APRICOTS Whole Unpeeled No. 2 1/2 Glass 36c
- PLUMS Del Monte Deluxe No. 303 Jar 22c
- NIBLETS Corn 2 12-oz. Tins 39c
- PEAS Green Giant No. 303 Tin 19c

- Date Bars 20c
- Struessel 6 for
- WHITE CAKES Assorted Icings Layer Each 74c
- FRUIT PIES Oven Fresh Assorted Each 40c
- Delicious When Served with Peaches
- CUP CAKES Assorted 6 for 20c
- HONEY PECAN ROLLS Treat the Family, Fresh Baked 6 for 20c
- COOKIES Large Size, Assorted, Fine for Lunches Doz. 25c
- 100% Whole Wheat-Salt Rising-American Rye and Pumpernickle Rye
- BREAD 1 1/2 lb. Loaf 18c
- RAISED DONUTS From Oven To You, Large 6 for 20c

- GRAPEFRUIT 31c
- 8 lb. Mesh Bag
- ORANGES 49c
- 8 lb. Mesh Bag
- LEMONS 25c
- 2 lbs.
- CABBAGE 3c
- Pound
- CARROTS 15c
- 2 Bunches
- GRAPEFRUIT 3c
- White Each
- APPLES 25c
- Delicious or Winesap 2 lbs.

- V-8 COCKTAIL 28c
- 8 Vegetable Juices 46-oz. Tin
- WHEATIES 29c
- Breakfast of Champions 2 Boxes
- CHERRIOS 31c
- An Oat Cereal Ready to Eat 2 Boxes
- PEANUT BUTTER 33c
- Peter Pan 2-lb. Jar

- GRAPEFRUIT SECTIONS 17c
- Libby's No. 2 Can
- PICKLES 25c
- Libby's No. 303 Jar
- FRUIT COCKTAIL 39c
- Libby's No. 2 1/2 Tin
- PEARS 39c
- Libby's No. 2 1/2 Can
- CORN 21c
- Libby's Whole Kernel Golden No. 2 Tin
- VEGETABLES 17c
- Libby's Mixed No. 303 Jar
- PEAS 26c
- Libby's Midget Sweet No. 303 Tin
- TOMATO JUICE 28c
- Libby's 46 oz. Tin
- PRESERVES 25c
- Libby's Peach-Apricot-Plum 16-oz. Jar

Tender Savory meals



- Kit-With Mystic Writer Easter Egg Dye 3 Pkgs. 25c
- Assorted Flavors MY-T-FINE Desserts 3 Pkgs. 21c
- Rio Sun Cut GREEN BEANS No. 2 Can 10 cans \$1

EASTER BAKING NEEDS



- GOLD MEDAL Flour 25-lb. Bag \$1.79
- CRISCO Shortening 3-lb. Tin \$1.19
- CALUMET Baking Powder 2-lb. Tin 25c
- SOFTASILK Cake Flour Large Pkg. 39c
- SUGAR C & H Powdered or Brown Lb. Pkg. 11c
- KARO SYRUP Crystal White 5-lb. Jar 57c
- CAKE COLORING Schillings 2-oz. Bottle 24c
- VANILLA EXTRACT 38c
- Schillings 2-oz. Bottle

SAY--JUST LOOK AT These DRUG VALUES

- SAL HEPATICA 60c Value 39c
- VICKS VATRONOL 50c Value Large Size 39c
- EPSOM SALTS Pound Package 9c
- ANALGESIC BALM 75c Value 1-oz. Tube 17c
- TRUSHAY LOTION 50c Value 33c
- MUM 60c Size Deodorant 43c
- LADY ESTHER 83c Size Four Purpose Cream 59c
- FITCH'S SHAMPOO 75c Size Dandruff Remover 43c
- PONDS 50c Size Face Powder 37c
- PABLUM Baby Cereal Large Size 49c

Lard 75c

3 LBS. 75c

FRYERS While they last Lb. 69c

CURED HAMS Armour's Star-Whole or Half Lb. 69c

SAUSAGE Pure Pork Lb. 49c

BACON SQUARES Sugar Cured Lb. 39c

PICNIC HAMS Armour's Star Lb. 49c

Eggs DOZEN 36c

DRESSED HENS FISH AND OYSTERS

BABY FOOD 5c

LIME RICKEY 15c

- Lemon Drops - Dixie Jellies
- Starlight Mints - Orange Slices
- CANDY Lb. 27c
- Super Suds - Rinso - Vel - Duz
- SOAP PWD. Oxydol - Dreft Large Pkg. 37c

H.E.B. GRAPEFRUIT JUICE

46-oz TIN

15c

WHY PAY MORE?

SEEK UNDER RISP PRODUCE ARRIVES VERY DAY

YOU'LL FIND SAVORY TENDER STEAKS CHOPS AND ROASTS IN ALL OF FURR'S MARKETS

SEND THE KIDDIES YOU'LL BE PLEASED

SERVING THIS AREA FOR OVER 40 YEARS

WE PAY TOP PRICES FOR QUALITY EGGS

FURR HAS THE DAILY LOW PRICES

QUALITY PRICE SERVICE

FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY

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QUALITY PRICE SERVICE

FRESH TENDER CRISP PRODUCE ARRIVES EVERY DAY

YOU'LL FIND SAVORY TENDER STEAKS CHOPS AND ROASTS IN ALL OF FURR'S MARKETS

WHY PAY MORE?

SEND THE KIDDIES YOU'LL BE PLEASED

WE PAY TOP PRICES FOR QUALITY EGGS

FURR HAS THE DAILY LOW PRICES

Teaching Demonstration Is Staged at Central School Here Tuesday

A demonstration of more than a dozen new teaching methods was witnessed by teachers in Central School Tuesday afternoon, when Miss Emma Nell Phillips conducted a demonstration reading class in room 5-B.

Miss Phillips is Elementary Consultant for the Southwest district, which includes several southwestern states, but most of her time is given to the Texas area. Her headquarters are in Dallas.

Miss Phillips teaches at least one class every day . . . and has been in the profession for 14 years.

She admits frankly that she likes teaching . . . and that she likes boys and girls . . . "because there is always something new and different to think about and to learn."

Subject of the reading lesson was "Bill Whitney and His Inventions." His invention of film, which made mass production possible, was the topic used by Miss Phillips to encourage thinking above all else in reading . . . either oral or silent.

She showed the boys and girls several of the wrong ways of oral

reading, comparing them to the correct methods. Emphasis was placed on correct posture, but she constantly lead them toward thinking as the chief aim of reading. Each new word was explained.

New ideas brought out by the pupils were commended, and "off the subject" ideas which brought on good thinking were encouraged as long as they indicated thought that would fit in with the general subject.

Miss Phillips said, "why or what the children think is by far the most important thing about teaching, as well as their facial expressions, show their alertness of thought."

"Time or set outlines and schedules are not important when teaching a child if one is getting good results of clear thinking or if strong interest is shown by the group," she added.

She carefully went into detail by illustration and example to make clear the meaning of all new words,

Easter

BY MRS. J. W. GODFREY

Mrs. Jim Brooks made a business trip to Friona.

Mr. and Mrs. Dan Allen made a trip to Anadarko, Oklahoma, last week-end to visit Mrs. Allen's grandmother, Mrs. Niles.

Mr. and Mrs. Merton Powell of Dimmitt spent the week-end with Mr. and Mrs. Allen Parker.

O. G. Denton and daughter, Dorothy of Hereford visited in the W. A. Epperson home Sunday afternoon.

Mr. and Mrs. Frank Allen visited in the Bill Craig home in Hereford Sunday.

Mrs. Roy Phillips and Mrs. Ben Medley of Hereford visited Mrs. Medley's father Wednesday afternoon.

Mr. and Mrs. A. E. Williams and Mr. and Mrs. R. C. McDonald and Ronnie of Borger spent the week-end with Mr. and Mrs. J. H. McDonald.

Mrs. J. W. Godfrey and daughter JoAnn made a business trip to Tulsa Saturday.

Mrs. Charlie Womack and Mrs. Willie Wilkinson spent Sunday afternoon with Mrs. Womack's parents, Mr. and Mrs. J. W. Godfrey. The Easter Home Demonstration Club met Wednesday at the school house and quilted two quilts which will be given to Boys Ranch.

Mr. and Mrs. L. E. Stone spent Sunday in the home of G. H. LaPlant.

Mr. and Mrs. Hollie Rainie and children spent Sunday afternoon with Mr. and Mrs. Olin LaPlant. Johnnie and JoAnn Godfrey spent Sunday afternoon with Rose and Evelyn LaPlant.

Carolyn Godfrey is on the sick list this week.

Herbert Breiling Badly Burned In Gas Explosion

Herbert Breiling is in the Deaf Smith County Hospital, receiving treatment for third degree burns, the result of a butane gas explosion in a chicken brooder house on the Breiling farm northwest of Hereford.

Breiling was badly burned about the arms and face Monday night, when he struck a match to light a

flame under a chicken brooder.

Breiling failed to notice that the gas hose connection had slipped off the burner, and there was a heavy concentration of escaping gas. The resulting explosion scattered baby chicks far and wide.

The accident occurred at about 8 o'clock Monday night.

Mr. and Mrs. C. H. Gastin of Muleshoe were in Hereford last week visiting in the home of her mother Mrs. Florence Parr.

C. D. Carnahan was in Oklahoma City this week attending Stock Shows and Stock Auctions.

Relative visiting Mr. and Mrs. A. J. Kuykendall at Dimmitt, Sunday were the parents of Mrs. Kuykendall; Mr. and Mrs. Chas. Gollibar and three children of Hereford. Also Mr. Kuykendall's mother, sister and brother of Hereford and a sister and nephew of Canyon. Mr. Kuykendall's uncle, Ketha and Edell McKensie of Hereford and Mr. and Mrs. L. J. McKensie and daughters of Loveland and Miss Maxine Gollibar and Mr. and Mrs. Carl Bayne of Hereford.


Bonnie Jean Kelly has returned from Waco where she spent a week visiting with her sister who was ill.

WE WELCOME YOU
CHURCH OF CHRIST
204 East 6th

(Sunday)

Worship 11:00 A. M.
Subject: Walking By Faith

Evening Service 7:00 P. M.
Subject: Destiny of Man
Bob Wear, Minister



Stockings of
ARTCRAFT
Elegance

New Spring Shades
Sheer and Colorful

51 Gauge Nylon 15 denier \$2.50
51 Gauge Nylon 30 denier \$1.98

also—
A Nice Seamless Hose Special Priced at . . \$1.25

The Store of Values Since 1921

THE POPULAR STORE

thoughts, and questions in connection with the lesson.

Mrs. F. G. Collier is the teacher of room 5-B.

Mr. and Mrs. Bob Lawrence of the First Baptist Church of Hereford, Texas were Hereford visitors last week end and took part in the morning and evening services of the First Baptist Church here.

Mr. and Mrs. Wirt Phillips have in their home this week as guests, Mrs. Phillips' sister and husband, Mr. and Mrs. H. C. Patterson of Wilmington, Ohio. They have been visiting in California since December and are now on their way home. Mrs. Patterson will be remembered here as Helen Sisk.

Bobbie Carnahan of Texas Tech spent the week-end home with his parents Mr. and Mrs. C. D. Carnahan.

For Easter Parading
Smart New Spring Weight

They're New Women's Footwear
They're Smart



Gray suede sandal with neat ankle strap treatment, platform sole with dress heel. \$790

New Thick Platform High heeled ankle strap with thick platform. In colors red and green. Sizes 4 to 9. \$4.98

Black patent leather, new double ankle strap, college type heel, sandal on platform. \$690

Red calfskin sling-heel pump. Medium heel and smart open toe. \$690

Black patent with high-dress heel. Double ankle strap, open toe sandal. \$790

For Your Money

Sling heel pump with dress heel, dainty self bow trim on black patent leather or gray suede. \$790

Sling heel pump and dress type heel. Medium platform, set out vamp in Balenatoque suede. \$790

Anthony's
HEREFORD

Shop the
SUPER MARKET WAY

QUALITY FOODS TO PLEASE EVERY TASTE

Your Hereford P. A. G. store offers a wide selection of outstanding quality foods to please every taste, at always the most reasonable of prices. Stop in today and shop early for your Easter dinner.

CIGARETTES—All Brands Carton \$1.65

SPINACH 2 for 25c California, Big No. 2 1/2 Can 12 for \$1.45	COFFEE Folger's 1 Lb. Can 49c
BESTYETT Salad Dressing and Spread Pint 27c	OXYDOL Large Package 33c
PAPER TOWELS Softin 2 Rolls 31c	DUZ Large Package 33c
RICE River Brand 2 Lb. Box 35c	DREFT Large Package 33c
OVEN READY BISCUITS Ballard's 2 Cans 29c	IVORY SNOW Large Package 33c
SHORTENING \$1.09 Mrs. Tucker's 3 Lb. Can	IVORY SOAP 11c Medium Bar
Betty Crocker CHIFFON CAKE made with SOFTASILK Large Box 39c RECIPE AT OUR DISPLAY	CAMAY 29c Both Size Soap 2 for
CATSUP C. H. B. 14 oz. Bottle 19c	HOT ROLL MIX Duff's 14 oz. Pkg. 27c
MACARONI Skinner's Cut 7 oz. Pkg. 10c	VANISH Can 23c
RED KIDNEY BEANS Sharfine No. 2 Can 17c	SYRUP Old Manse 12 oz. Bottle 25c
CALUMET BAKING POWDER 1 Lb. Can 19c	WOODBURY SOAP Bar 10c
PARD DOG FOOD 2 Cans 25c	CHOW MEIN NOODLES Chun King No. 2 Can 17c
PEARS No. 2 1/2 Can Isle O Gold 39c	TEA BALLS Tender Leaf 16 Count 19c
WHOLE PEELLED TOMATOES Size 300 Can Hunt's Fancy 17c	Birdseye Frozen Foods
MARASCHINO CHERRIES 8 oz. Bottle Sharfine 27c	PEACHES Sliced, Sweetened Lb. Pkg. 25c
VARIETY PACK Kellogg's 31c	BOYSENBERRIES 23 oz. Pkg. 37c
OATS Large Box Crystal Wedding 35c	LIMA BEANS Fordhook Green Pkg. 37c
GRAPEFRUIT Texas Ruby Red 6 for 29c	COOKED SQUASH Yellow Pkg. 23c
APPLES Extra Fancy Winesaps Lb. 10c	CUT CORN Fresh Off the Cob Pkg. 19c
CAULIFLOWER Snowwhite Heads Per Head 23c	PURE PORK SAUSAGE Deaf Smith County 39c Lb.
BELL PEPPERS Fancy Mexico Bullnose Lb. 23c	HAMS The Meat Strike is on, but WE WILL HAVE EVERYTHING THAT IS AVAILABLE Boneless Cured Hams For Easter Order Yours Now
ONION PLANTS Crystal Wax Bunch 9c	
ONION SETS Spanish Sweet 2 Lbs. 45c	

Hereford Super Market
For Quality 107 W. FIRST PHONE 117 For Economy GAYLORD NEWELL

New Lubbock Veterans Administration Office To Hold Formal Opening Friday, March 26th

Veterans Administration services to West Texas will receive national recognition at the official opening of VA's newly constructed and completely modern regional office building in downtown Lubbock to be held Friday, March 26th, Robert W. Sison, VA regional manager said today.

To honor all veterans in this area, Administrator of Veterans Affairs, Carl E. Gray, Jr. has designated his Executive Assistant, Omar W. Clark of the VA central office in Washington, D. C. to personally represent him and to deliver the principle address dedicating VA services of the West Texas regional office, VA announced.

Clark will speak at 11:30 AM on Friday to thousands of interested citizens who are expected to gather in front of the VA headquarters at 1800-24 19th Street in Lubbock.

He is a World War I Veteran and has been a top ranking official in the

VA Washington office since the Administration was organized in 1930 and prior to that time he was associated with the old veterans bureau before the law was enacted creating the veterans' administration.

Clark will arrive in Lubbock late Thursday afternoon and will be accompanied by H. W. Breining, Assistant Administrator for Insurance in the Washington central office. Arriving with the Washington officials will be Thomas G. Lanphier, Deputy Administrator and D. A. Miller, Assistant Deputy Administrator, of the Dallas VA branch office which serves Texas, Louisiana, and Mississippi. Director of each VA service in the Dallas Branch Office will also be on hand for the building opening ceremonies.

The regional office will conduct "open house" from 8:00 AM to 5:00 PM on Friday.

All veterans and the general public

are invited and urged to attend, manager Sison said.

Special invitations to attend the official opening have been extended to all veteran service organization officials, County Red Cross officials, federal, state, county, and city officials, newspaper editors, radio station managers, and college presidents throughout West Texas.

Sison expressed his sincere desire that a large delegation from Hereford and Deaf Smith County be present for the occasion.

"VA wants the people of Western Texas to know that this regional office belongs to them, and to inspect its new building which is set up as a model for other VA regional office buildings throughout the nation," the regional manager pointed out.

While in West Texas the officials will visit the Amarillo veterans hospital on Saturday March 27, VA announced.

Bela Elias To Use Room in Courthouse For Meeting Place

The Bela Elias have obtained permission to use one of the rooms on the fourth floor of the county courthouse for their clubroom.

Marian Plummer acting as chairman of the furnishing committee is busy locating furniture for the room and the club expects soon to be able to hold their meetings there.

Several of the members are working at night in the county assessor and sheriff's office to increase their club funds and to help out the office personal in their extra work, at the same time.

Friena Man Died Thursday at Home Of Daughter There

William V. Odum, 84, of Friena, died Thursday night at the home of his daughter, Mrs. H. H. Lloyd, at Friena.

He had been a resident of Friena since 1934.

Funeral rites were held at the First Baptist Church in Friena Saturday afternoon at 2:30 o'clock, with Rev. Seaga, Methodist pastor, officiating.

Interment was in Friena cemetery. Mr. Odum was born on September 15, 1864 in Johnson county, Texas. He moved to Farmer county from Johnson county in 1934.

Surviving him are one daughter, Mrs. Lloyd of Friena; three sons, H. H. Odum of Grandview, W. T. Odum of Quanah, and S. D. Odum of Alvarado; four sisters, Mrs. Earl Lewis of San Angelo, Mrs. Lizzie G. Henderson of Venice, and Mrs. L. E. Williams of Cleburne; and 14 grandchildren, seven great-grandchildren.

Funeral rites were under the direction of E. B. Black Co. of Hereford.

Mrs. Bess Jennings of Amarillo and her son Bobbie of Canyon, where he attends school were in Hereford last week end for the funeral services of Mrs. Lorinda Jennings which were held here Sunday.

Visitors in Hereford from Dimmitt Friday and Saturday were Mrs. Ulys Davis, Mrs. Lottie Beardson, Mrs. Elvis Burch, Mrs. George Burch and Misses Johnnie Price, and Ann Sheffy.

Mr. and Mrs. Arthur Thompson visited their son, Arthur Jr., and family in Amarillo Sunday.

Mrs. Jack Wright visited her sister, Mrs. Ulys Davis in Dimmitt Wednesday.

Mr. and Mrs. Frank Barber were Lubbock visitors Sunday where they visited their son Jack Barber.

THANK YOU

We wish to express our appreciation to everyone who contributed in any manner in making the annual Business and Professional Women's Style Show a success. We especially thank those who attended, those who exhibited, in fact—every merchant and just everyone who contributed in any manner.

Business and Professional Women's Club of Hereford

OPEN AGAIN

Yes, We're Re-opening Friday Morning, March 26, 6 A. M.

We've Re-decorated, and added little features that will make your dining at Ike's even more enjoyable.

Open EVERY DAY 6 A. M. to 12 P. M.



You'll Meet Your Friends and Neighbors Here

Morning, Noon and Night!

We offer Fine Food in an appetizing setting, served by a friendly, efficient staff. You always get the best at IKE'S whether you drop in for a light snack, merchant's lunch, or full dinner.

We invite all of you to come in, inspect our Cafe, and enjoy a pleasant visit and delicious food.

IKE'S CAFE

Mr. and Mrs. E. V. Gleaton

RED & WHITE FOODS

CHOOSE YOUR Dessert FROM THESE FINE FOODS

Easter Greetings

COFFEE Red & White	Lb. 49c
SPINACH Brimfull	2 No. 2 Cans 27c
TOMATO SOUP Red and White	2 Cans 15c
CORN Imperial Cream Style	No. 2 18c
FLOUR Gold Medal	25 Lb. Sack \$1.79
SALT Red & White	2 Round Boxes 15c
BABY FOODS Gerber's	3 Cans 20c
DRIED PRUNES Ensign	2 Lb. Pkg. 43c
MAPLE SYRUP Brimfull	Pint Bottle 32c
PEACHES Brimfull No. 2 1/2 Can	23c
SPAGHETTI With Chili or Meat Balls	No. 2 Can 15c
TAMALES Marco	Large Can 24c
TOMATOES	2 No. 2 Cans 25c
LAUNDREX Bleach	Quart 12c
WASHO Granulated Soap	31c
Shortening Red & White	3 Lb. Can \$1.13
CELERY Extra Large Fancy Stalk	21c
GRAPEFRUIT Ruby Red	12 for 49c
APPLES Winesap—Nice Size	10c
ONION PLANTS Crystal Wax—Certified	3 Bunches 25c

We Will Have Plenty Louisiana Strawberries

Complete Line Frosted Foods, Fish and Fryers

Top Grade Beef and Easter Hams

FLAV-R-JELL Gelatine Dessert-7 Flavors Pkg. **6c**

EASY TO PARK EASY TO SHOP EASY TO SAVE

WE DELIVER PHONE 143

HUNTER'S RED & WHITE FOODS

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

School-Age Child Topic For Club

Mrs. Millard Nobles and Mrs. Ben Ezell were hostesses for El Nino Study Club in the Nobles home on Monday evening.

The program dealing with the school-age child was in the hands of Mrs. Byron Durham and Mrs. Will Graham. Mrs. Durham discussed "Ups and Downs at School" giving some of her own experiences in teaching primary children.

Mrs. Will Graham talked on "Answers to Children's Questions" stressing the importance of parents answering questions their children ask.

Plans were discussed for the organization of a new child study club and announcement was made that an organization meeting will be held with Mrs. Ben Ezell next Monday night.

Special guests at the meeting included prospective members of the new club and included Mesdames: Richard Barnard, Sam Nunnally, Clarence Hamilton, John Winkler, Chas. Hill, Neil Young, Morris and Paul Harvey.

Members attending were Mesdames Elizabeth Bonagio, Jim Bookout, Ben Childers, T. J. Clay, R. A. Daniel Jr., Byron Durham, Ben Ezell, Will Graham, John Jacobson Jr., Stanford Knox, W. J. Reeves, Bruce Woodell, Paul Conway and Mrs. Nobles.

Cameron Gault of Colorado Aggies of Ft. Collins came home with Bill Hardwick and is visiting in the home of his parents, Mr. and Mrs. Howard Gault.

Lone Star Club Meets For Study

Mrs. Lyle Blanton was hostess for the Lone Star Study Club Tuesday afternoon with Mrs. Ed Warren assisting.

Mrs. Guy Newsom was leader of the program on "Children in the Home." She discussed "Movies and Our Children" stressing the part educational movies can have in uniting the world.

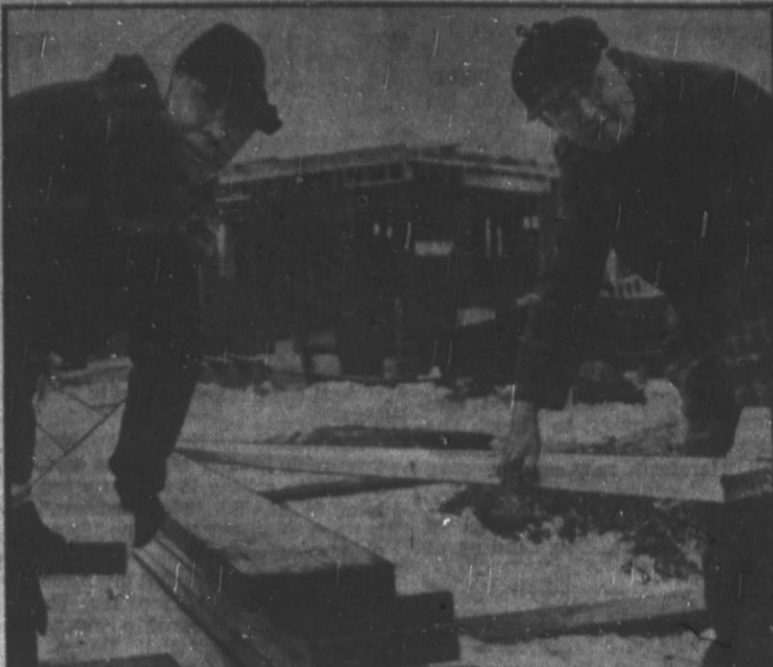
Mrs. Roger Corbett reviewed the book "Stop Annoying Your Children" by Dr. Baur in discussing "Teen Age Problems in Home Life."

Mrs. Coy Phillips gave a "Short, Short Story" taken from The Readers Digest, and bright remarks of children made up the roll call.

The next meeting will be held with Mrs. Jack Grady.

Members present were Mesdames R. G. Blue, O. L. Cline, Roger Corbett, Homer Hensler, C. D. Keaton, T. E. Major, Nelson McRight, Guy Newsom, Coy Phillips, Earl Phillips, Lawrence Womble, Ed Warren and the hostess.

Been Building Houses for 52 Years



The team of Carrie, 70, and Clarence H. Kessler, 73, has been building homes since their marriage 52 years ago. Here they work on a new house for John Bojovic at Brookfield, Wis., their fifth in the past six years.

L'Allegra Club Plans Guest Day

Plans for the annual Guest Day affair of the L'Allegra Club were discussed at the meeting held with Mrs. Johnny Winkler Thursday evening.

Mrs. Otto Noland was co-hostess. The Guest Day is scheduled for April 16.

During the business session Mrs. B. R. Waldrip was named delegate to the Seventh District, Texas Federation of Women's Clubs convention to be held April 5, 6, and 7 in Panama with Mrs. Darrell Blanton and Mrs. W. L. Davis Jr., as alternates.

Plans were discussed for the club's float in Hereford's Pioneer Day celebration and the next meeting was announced for April 1, in the home of Mrs. Geo. Robertson with Mrs. Elvin Wilson as hostess.

Mrs. Marlin Pierce was in charge of the program on "Personality Ad-

justment in Marriage."

Members present were Mesdames B. R. Waldrip, Delbert Hainman, Jack Brown, James Edmonson, Richard Winger, P. E. Hagans, Earl Stagner, Otto Noland, Marlin Pierce, Leroy Price, Lee Kent and Mrs. Winkler.

Mrs. Susie Roberts of Arvin, Cal., visited in the home of Mrs. Josie Funderberg Sunday afternoon. Mrs. Funderberg accompanied her to Erick, Oklahoma where they will visit Mr. and Mrs. Zack Funderberg and other relatives.

Get Ready for Spring Now

It's time to "spruce up," clean up, paint up and do all the things that promise to make your home bright and cheery for another season of livability.

Come in and See all the New Shades and Colors in Outside and Inside PAINTS

--It is generally known...
YOU CAN GET ALL YOUR NEEDS AT KEMP LUMBER

KEMP LUMBER COMPANY
J. W. WHELAN, Mgr.
Hereford Phone 44

Young People's Council Will Sponsor Sunrise Services

The Young People's Federated Council of churches will be in charge of the Easter Morning Sunrise Services at the First Christian Church at 6 o'clock A. M. Sunday morning.

Elaine Thompson will preside at the special program and Henry Helen McElharty will be the pianist.

Quiet music precludes the program with a call to worship by Pat Frye, followed by a prayer given by Margaret Sowell. A solo by Patsy Slagle is a special musical number planned with a reading to follow by Elvrene Phillips. Danny McElallen will give a talk to be followed by music furnished by the Hereford High School Ensemble. Betty Jo Carnahan will give an Easter Reading and Wanda Fish, a flute solo. Mary Jo Mathies will make a talk, and another number by the High School Ensemble follows.

Ella Mae Martin Feted At Shower

Honoring Miss Ella Mae Martin, bride elect of John Hnatek Jr., of Houston, members of Beta Eta Chapter, Epsilon Sigma Alpha Sorority entertained with a lingerie shower following the regular meeting of the chapter held in Miss Martin's home Monday evening.

Announcement of the engagement and forthcoming marriage was made at an Easter refreshment table, with the important news revealed in cut-outs on a yellow banner reading: Ella Mae and John, April 7. The wedding will be held at the First Baptist Church.

Miss Martin is the daughter of Mr. and Mrs. T. C. Martin and Mr. Hnatek is the son of Mr. and Mrs. John Hnatek Sr., of Hallettsville, Texas.

Rebekahs Initiate

Initiation services were held for Mrs. Cecil Lady and Mrs. Clarence Morris Tuesday night when Rebekah Lodge members held a meeting at the IOOF Hall. Mrs. Ethel Fridley acted as noble grand for the installing team assisted by Mesdames: Katherine Russell, Nannie Mae Mauk, Ursulae Jacobsen, Mildred Renfro, Louise Springer, Lizzie Robinson, Leta Kaul, Vera Sowell, Orpha Nickerson, Elizabeth Harlow, Lydia Hopson, Ruth Rogers, Leona Matthews, Allie Fullwood, Misses Virgie and Alice Sparks.

Hostesses for the social hour which followed the initiation rites were Mesdames Leta Kaul, Ida Hartman, and Leona Matthews. Mrs. J. P. Ross, past district president, and Mrs. Henry Kendall of Amarillo were special guests. Seven members of the Dimmitt Order also attended.

Beta Eta Chapter Has Program

Beta Eta Chapter of Epsilon Sigma Alpha Sorority met in the home of Ella Martin Monday evening.

Lillye London directed a business session when members voted to join the national Add-A Member drive when each member will sponsor one pledge during the spring rush season. Marcie Koelzer, rush chairman, reported that the goal for Epsilon Sigma Alpha is "twice as large, twice as strong and twice as active."

Marian Plummer reported that a club room has been secured for the local chapter and plans were discussed for re-decorating and getting the room, which is in the county court house, ready for meetings.

Ruth Pickens, Frances Young, and Marie Denton were named to plan an informal get-acquainted party to be held in the near future.

Marcie Koelzer reported on plans for an All-Panhandle meeting of Epsilon Sigma Alpha chapters and plans were discussed for the local chapter to take part in the Hereford's Pioneer Day celebration.

A called meeting of the chapter will be held Saturday noon at a local cafe to work out further plans.

A social hour was enjoyed after the program when a lingerie shower for the hostess was featured. Miss Martin will be come the bride of John Hnatek of Houston on April 12.

Special guests at the meeting were Jessie Ann Buckner, Mary Lou Allison, Velma Harper, Josie Plunk, and Lorraine Stark.

Members present were Lillye London, Ruth Pickens, Frances Young, Adeline and Marcie Koelzer, Marian Plummer, Bess Hagar, Pauline Loerwald, Juanita Kelly, Gwendolyn Springer and the hostess.

LADIES! LADIES! SHOP FOR VALUES!

SUITS - COATS
Leading Styles and Labels
\$27.50 Up

GLOVES
Leathers, Fabrics, Rayons
Pink, Red, Blue, White, Green, Etc.
Priced from **\$1.00**

LADIES' SILK BLOUSES, SCARFS, moderately priced

BAGS
All Kinds
Leather, Patents
\$2.98
Plus Tax

SANDALS, PUMPS, OXFORDS, KEDDETTES
at Prices You Can Afford!

CHILDREN'S SANDALS
White, Red, Bleak, All Sizes at Savings!

DRESSES
New Styles, Colors
Silk, Sheers, Cotton, Linens, etc.
Priced at **\$5.98 Up**

Also **KIDDIES' DRESSES**
Sizes 2 to 14
Priced from **\$2.98**

FOR LINGERIE...
See Us First
SLIPS, GOWNS, PANTIES, GIRDLES, BRASSIERES at Popular Price!

MILLINERY
The Latest Flowered Styles

SHOP OUR MEN'S AND BOYS' DEPARTMENTS FOR SAVINGS

QUALITY GOODS AT A SAVING!
POPULAR STORE
WE'VE SAVED YOU MONEY EVERY DAY SINCE 1921

Attend Easter Services Somewhere

To thoroughly enjoy Easter Sunday, start it by attending services at the Church of your choice.

Eat Your Easter Dinner With Us

SPECIAL MENU

Choice of Chilled Fruit Juice or Vegetable Soup
BAKED YOUNG HEN
Cranberry Jelly Celery Dressing
Oven Baked Potatoes
Spiced Apple with Cottage Cheese
Buttered Green Beans
Whole Kernel Corn
Hot Bread Coffee Butter
Choice of Pie

THE NEW GREEN HEDGE CAFE

Read the Want Ads!

\$15,000 Registered Herd Is Given to Boys Ranch By Hereford Breeders on Thursday

(Continued from page 1)

T. W. Roberson, Bill Ocanougher, C. D. Carnahan, J. R. Allison, B. B. Northcutt, W. S. Plott, J. R. Higgins, Ralph and Henry Hastings, Lee Benfield, Davis-McCracken, Lee Hopson, J. W. Witherspoon, Raymond Thompson, Al Smith, Fraser Milling Co. Deaf Smith County Meat Company, Kelly Gray, J. T. Gilbreath Jr., J. L. Woodford, Bob Lindsey, W. Mack Jackson, Johnson Lindsey, W. Engle, J. G. Evans, of the West, John L. Morris, and VA announce that they have purchased 150 head of cattle of their own raising to donate to the herd.

Will Harris of Summerfield, pioneer Deaf Smith county rancher, turned up at the barbecue Thursday with a surprise gift... a pure-bred Hereford calf, which he turned over to Hank Decker, superintendent of Boys Ranch, with the instructions that he wanted the boys to raise the calf and enter it in the Dalhart and Amarillo shows next year.

"I want you to come back every spring and get another calf," Harris told Decker.

Jim Hill of Hereford furnished the beef for the presentation barbecue last Thursday, and donned apron and cap, to head the serving line. The invocation was delivered by Rev. Roy Ford, pastor of the First Christian Church of Hereford.

More than 100 persons attended the barbecue.

Among the guests were Cal Farley, Tom Craig, J. R. Parrott, J. H. Dunn, and Ralph Dykeman, all of Amarillo; Bob Lindsey of Borger, and Lyb Blanton of Hereford, all directors of Boys Ranch; Hank Decker, superintendent of the Ranch at Old Tascosa; Alton Weeks, superintendent of Boys Ranch Farm at Springlake; Mrs. Weeks, Mr. and Mrs. Dwight Axtell and Cleo Shell-singer of Springlake; Ted Lokay, and other nations in the world.

New City Marshal

(Continued from page one)

"The City Commission is highly pleased at securing a man of his ability."

Buckalew, 30 years old, is a tall, rangy, slow-drawing East Texan with an infectious grin and a confident manner. Well-known in law enforcement circles throughout the state, he received high recommendations from the Texas Department of Public Safety and other law enforcement agencies.

He is married and has no children.

Mrs. Buckalew accompanied him to Hereford Tuesday, to launch the apartment-hunting routine familiar to all Hereford new-comers.

J. B. Linn and Henry Whitel of Amarillo, and Mrs. Bob Lindsey of Borger.

Rotarian Scholarship to Aid World Peace, Understanding

(Continued from page 1)

He proposes to offer a specific training for this work at Wayland College... which is bidding for recognition as the first college in the United States to specialize in this field. Where can you find a better environment for training America's ambassadors of good will, Marshall asks, "than on these Texas Plains?"

Marshall, who literally bubbles over with his big ideas, has succeeded in selling it to many top men in U. S. "big business." He has also sold it to the Hereford Rotary Club.

Rotarians Friday voted unanimous approval of a charter for their "International Citizenship Foundation" prepared by their Board of Directors under the guidance of Rotarians J. M. W. Witherspoon, Hereford attorney, and Roy W. Ford, pastor of the First Christian Church.

The purpose of the foundation is stated in the preamble:

"The Hereford Rotary Club, of Rotary International, desiring to make a definite contribution to the establishment of permanent peace among the people of the earth and realizing that such permanent peace can only be brought about by international goodwill, established on a Christian foundation of service, respect and a sense of responsibility to each other as world citizens, do hereby undertake to establish a permanent foundation fund in the sum of \$15,000, the income from which fund is to be used to carry out the purpose announced above; and said club being in accord with the aims and ideals of Wayland College to further international understanding and relationship among the peoples of the earth, does hereby create this endowment to be used by Wayland College in the manner hereafter set forth."

A board to administer the fund is to be selected by Wayland College.

The student to be selected for the scholarship each year will be picked from the Hereford area by the Hereford Ministerial Association, the President of the Hereford Rotary Club, and the President of Wayland College, acting as a committee.

"Such student shall pursue the prescribed course of study of Wayland College to equip him for some definite field of foreign service, and shall be under the jurisdiction of the president of Wayland College while pursuing such studies," the Charter provides.

In the event that the committee shall fail to select a student for the fall term of any school year prior to June 1 of any year, the charter provides that benefits of the fund for that year shall be made available to a student from any foreign country, to be selected by the President of Wayland College and approved by the committee.

The Charter which is signed by Rotary President, Dr. B. M. Wittschick, and directors Roy W. Ford, F. L. Lucas, Dr. Norman Harris, Henry Sears, and Herman Ford, was unanimously adopted by the club Friday.

Bethany Minister To Preach Monday At Nazarene Church

Rev. Liman P. Wood, field representative of Bethany Peniel College of Bethany, Oklahoma, will conduct a special service next Monday evening at the Church of the Nazarene in Hereford.

Rev. Wood and his wife will be in Hereford for one evening, and will be in charge of music and preaching services. Rev. Louis Patterson, local pastor, announced this week.

Services will begin at 8 p. m.

The Bethany Peniel College is a four-year accredited college maintained by the Churches of the Nazarene at Bethany, Oklahoma. Rev. Patterson said.

Two Celebrate At Birthday Party

Bobby Lowry, son of Mr. and Mrs. Bob Lowry, and J. W. Bowman, son of Mrs. Hope Bowman, were entertained Friday afternoon at a party given in the home of Mrs. Bowman to celebrate their birthdays. Both boys were seven years old.

Outdoor games entertained the group and favors were given. Refreshments were served to; Agatha and Ronnie Malone, Jerry Malone, Dale Dickson, Dolly Loerwald, Don Neil Coconougher, Fatsy and Donna Woodrill, Quinton Jr., and Billy Kelly, Dora Ann Lowry, Bonnie Bill Bowman, Mrs. Quinton Kelly and the honorees.

Jackie Wright spent the week end at the home of her parents, Mr. and Mrs. E. A. Wright. Jackie is a student at W. T. S. C. of Canyon.

The Carriage Trade... wears the best!



JUMPING JACKS
SOFT SHOES FOR HARD WEAR

... for "Carriage Age" children. No need to worry about letting your little one walk too soon. Jumping-Jacks are so soft and flexible, children get used to them in a minute. The unique, patented, one-piece sole will gently but firmly help develop correct walking habits. Nothing is more important to little feet than Jumping-Jacks. For all children from six months to four years of age.

\$3.95

Rutherford & Co.
Corner Main & Third Streets
Hereford, Texas
Phone 439

City Churches...

(Continued from page 1)

Lichtmann will deliver the Easter message on the subject, "Jesus, the Victorious Lord of Life."

At the Methodist Church, Easter Sunday services will begin at 10:30 a. m. Christening of babies will feature the service. There will be special music by the choir. Rev. O. B. Herring is in charge.

The Church of Christ with Minister Bob Wear in charge, will have their regular Sunday services at the usual hour.

At the First Presbyterian Church, Rev. Russell Wingert announces special Easter services on Sunday morning, with special music by the choir.

Easter morning services will be conducted at the First Christian Church at the usual hours by Rev. Roy W. Ford.

At the Assembly of God Church, were a revival meeting is in progress. Rev. S. E. Eldridge, pastor, announces special Easter morning services at the regular hours, with the ritual continuing.

Easter services Sunday morning at the Church of the Nazarene will feature songs and readings, with a special Easter sermon by the pastor, Rev. Louis Patterson.

Easter services at the Avenue Baptist Church will begin with a sunrise service at 7 o'clock Sunday morning, followed by a breakfast and fellowship hour. A special Easter program will be presented at 11 o'clock during the regular morning worship period. An Easter Egg hunt is scheduled Sunday afternoon for the youngsters.

At the First Baptist Church, the Young People will hold their annual breakfast Sunday morning at 7:30 o'clock. Regular services will be held Sunday morning, Sunday night the speaker will be Rev. Bill Farrar, state Baptist Royal Ambassador Leader. Rev. R. H. Cagle, the pastor, will begin a one-week revival meeting at Memphis Sunday night, and will direct a simultaneous revival campaign for the twelve churches in the Panhandle Baptist Association during that week.

Contracts Let...

(Continued from page one)

considerably lower than original estimates.

The bids were at \$1.35 per foot for the concrete curb and gutter, and \$1.43 per square yard for the paving.

The city will pay for paving of all street intersection, and the cost of paving along private property will be divided between the property owners.

Five bids were submitted to the City Commission Tuesday on the project.

The bidders:

C. Hunter Strain, San Angelo, \$393,464.92

Brown and Root Inc., Houston, \$421,538.34

H. B. Zachary Co., San Antonio, \$438,830.23

Texas Bitulithic Co., Dallas, \$532,478.00

The fifth bidder, J. R. Panning of Lubbock, did not enter a bid on the particular type of paving adopted. His low bid on a comparable type, however, was \$403,359.14.

Visiting in the home of Mr. and Mrs. Jack Pickens for the weekend were J. D. Fraeter and Richard Archer who are from Edouch, Texas and recently were employed at Farwell.



EASTER FOOD VALUES

Fashioned for Feasting
Priced for Savings

Come fill your Easter Basket... fill it to overflowing with all the favorite foods for the feast—and do it easily, quickly, economically. Every department offers an eye-filling, taste-thrilling array of BIG VALUE3fashioned for feasting... priced low for real savings. So don't hop around town lik a bunny. Shop at CITY FOOD and save more money!

MARKET VALUES

BACON SQ. Lb.	39c
Cudahy's Tender Maid HAMS	45c
Picnic Lb.	45c
Country Style PK. SAUSAGE Lb.	41c
Pinkney Lb.	41c
SL. BACON	56c
Pinkney Gold Crown Lb.	56c
ROAST BEEF	48c
Chuck Lb.	48c

COFFEE

Yuban... 1 lb. Jar

43c

Packed by Maxwell House

Swans Down CAKE FLOUR 2 3-4 lb. Boxes... **41c**

COMPOUND Crustene... 3 lb. Tin **\$1.19**

Crushed or Chunks PINEAPPLE Dole... No. 2 **33c**

Marshmallows Party Pack 8 oz. pkg. **19c**

APRICOTS Tall Can... 2 for **47c**
Stokley's in Heavy Syrup

CHOC. SYRUP Hershey's Pure... 1 lb. Can	17c
SPINACH Stokley's, No. 2 Can... 2 for	33c
Brooks Catsup Flavor PORK & BEANS No. 300 Cans... 2 for	29c
PRESERVES Apricot Stokley's Pure... 1 lb. Jar	29c
CHERRIES Pitted, Nancy Hanks, No. 2 Can	31c
FRUIT COCKTAIL Buffet Size	17c

CORN

Country Gentleman Stokley's No. 2 Can

19c

TREND

1 Pkg. **38c**
2 Pkgs. **39c**
Large Size Pkgs.

PRODUCE

PEAS, Honey Pod Stokley's... No. 2 Can	21c
GRAPEFRUIT JUICE Stokley's No. 2 Can... 3 for	25c
CRACKERS Hi Ho Sunshine... 1 Lb. Box	29c
VANILLA WAFERS Sunshine... 9 oz. Box	23c
Ocean Spray CRANBERRY SAUCE Ready to Serve... 1 lb. Can	27c
CELERY, Pascal Large Crisp Stalk...	23c
LETTUCE, Crisp, Firm Pound	10c
CARROTS, Dimmitt Brand, Extra Select. 2 Bunches...	25c
ORANGES, Texas Juicy, Sweet 5 lbs. for	37c
SPUDS, Reds and Whites Extra Nice 10 lbs. for	51c


WE WILL HAVE FRESH LOUISIANA STRAWBERRIES FOR THIS WEEK END

CITY Food Store

The old-time pitchman's long suit was convincing his customers that they were getting something for nothing.

Today, times have changed. Most of us realize that we have to work for the things we get. Those who are really smart may hope for luck—but they go right on working out a good, sound plan of progress for themselves, their families, and for the community in which they live.

In 1948 Hereford stands as one of Texas' Greatest Potential Agricultural Empires! The coming of industries remains only to transform our community into a small city and our farms into Garden Spots. Industry will furnish the market and the incentive for future progress. As one of the first industries in this area, we want to assure you that we have always appreciated the fine spirit of cooperation you have shown toward us. We know that you will continue with this spirit toward new industries to follow—and to again say, "Thank You" for the many favors you have shown us.



FRASER MILLING COMPANY

Every load of wheat we process provides Work, Taxes, Advertising, Greater Land Values and business for your community!

NORGE ELECTRIC REFRIGERATORS

7 ft. and 8 ft. Models

New Models

NORGE Electric Ranges

With all the New Automatic Features and Cooking Well

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E. B. Black Co.

FURNITURE — UBERTAKING
AMBULANCE SERVICE — DAY OR NIGHT



The Hereford Brand

Section 2

Published Every Thursday Our Slogan—More People—More Farms

48th Year—Number 13

The Hereford Brand, Hereford, Texas, Thursday, March 25, 1948

Price 5c Per Copy

Hereford Girl Is One of Top Six Beauties

Wilma Jean Miller, of Hereford, student at West Texas State College in Canyon, has been selected as one of the top six beauties on the campus to be featured in the 1948 edition of Le Mirage, college annual.

Le Mirage sponsored the contest and the presentation. The Le Mirage staff held a campus-wide election in which seventeen girls were chosen from the student body as candidates for the election.

Students from Hardin-Simmons University, Texas Tech College and Amarillo College were chosen as judges to make the selection of the six top-ranking beauties from the seventeen candidates chosen in the election.

Decision of the judges was announced last week. Wilma Jean is the daughter of Mr. and Mrs. H. E. Miller of Hereford. A soph. this year at West Texas State, she is a speech major, a member of Gamma Phi Sorority and Mu Kappa Delta, National Journalism fraternity.

She was the 1948 candidate from West Texas State for Sun Princess at the annual Sun Carnival and Sun Bowl football game at El Paso. She is society editor of Le Mirage, and was one of the campus beauties last year.

ONE OF SIX TOP BEAUTIES AT W. T.



Wilma Jean Miller (above), sophomore from Hereford at West Texas State College, has been selected for the second year as one of the six top beauties on the West Texas State campus. (See story at left). Photo by Austr Studio.

Randall County Judge Dies; B. Slack Appointed

Judge A. H. Hunt, county judge of Randall County for the past six years, died at Canyon last Thursday night. He was 75 years old.

Judge Hunt had recently announced his candidacy for re-election for his fourth term in office.

Randall County Commissioners, in special session Saturday, named his rival candidate, former County Judge Bernie Slack, to fill his unexpired term.

Slack had served for three terms as county judge in Randall County, having been succeeded in 1943 by Judge Hunt. He had recently announced his candidacy for the office.

Judge Slack assumed the duties of office Monday.

Funeral rites for Judge Hunt were conducted Saturday afternoon at the First Methodist Church in Canyon, with Rev. Hubert Thommen, pastor, officiating. Interment was in Canyon's Dredman Cemetery.

Judge Hunt had been a resident of Canyon for 20 years. Surviving him are his wife, Mrs. Mary A. Hunt; six sons, T. H. Hunt of Vaughan, N. M.; A. E. Hunt of Portales; D. A. Hunt of Pampa; H. L. Hunt of Dalhart; W. M. Hunt of Amarillo; and M. G. Hunt of Fortales; one daughter, Mrs. Lonnie H. Garrison of Clovis; and one sister, Mrs. Dink Bussey.

John Samuels Copmbs of Lubbock Tech visited his parents over the week end.

Baby Girl Dies When Dug-Out Collapses

Spud Support Program Will End This Year

Federal price support program on Irish potatoes will go out the window at the end of this year, unless Congress acts in the meantime to extend the price support program, the Department of Agriculture announced this week.

In a release from the Production Marketing Administration of the USDA, Secretary of Agriculture Clinton Anderson made it plain that the Agriculture Department would not attempt to extend the price support program beyond the December 31 closing date unless specifically directed by Congress to do so.

At the same time, the Department of Agriculture moved to put new teeth in price support regulations on spuds this year.

Anderson, in a letter to House and Senate committees on Agriculture, dated February 26, urged that Congress give early consideration to the price support program, pointing out that "the time has come when we must give potato growers an indication of what to expect with regard to the 1948 crop."

"In the absence of any action by Congress," Anderson continued, "this is the present situation: The Department of Agriculture will, of course, continue to support potato prices at 90 per cent of parity until December 31, 1948, the end of the two year support period following the termination of hostilities, as provided by the Steagall Amendment. This is simply a matter of carrying out existing law, which offers no alternative.

After that date, however," the Secretary concluded, "the Department does not plan to continue price supports which are specified in the Steagall Amendment unless directed to do so by Congress."

(Continued on page 7)

Among Those Running for President



There are so many people running for President one more won't hurt—bearded Dr. John Maxwell heads the Vegetarian Party ticket, with Symon Gould as running mate. They're shown announcing candidacy in the publication office of the American Vegetarian at Chicago. Dr. Maxwell has been a vegetarian for 45 years, eats fruit, vegetables, milk.

Tragedy Hits South Hereford; Two Older Children Rescued

A 22-month old child was killed, and two other little girls narrowly escaped death, when a cellar in which they were playing collapsed last Thursday afternoon.

Rosita Miller, 22-month old daughter of Mr. and Mrs. Frank Miller, was literally buried alive in a pile of earth and timber when the ruse dug-out near their home south of the tracks in the southeast part of town suddenly collapsed.

Her two small sisters, Stella, 4, and Leona, 6, who were playing with her in the cellar were dragged un-harmed from the cave-in by the children's mother, who was standing nearby.

Mrs. Miller dragged six-year old Leona, a cripple who lost a leg in the Woodward tornado last year, from the debris by the hair, and managed also to rescue 4-year old Stella, but could not move the heavy timbers covering the baby.

Mr. Miller, who is employed by the City Sanitary Department, was at the dump ground a short distance from the scene, and attracted by his wife's cries, rushed to the site.

He was discovered there, frantically digging in the wreckage, by Leroy Roberson, an employee of Phillips and Lawrence Service Station, which is across the highway, and Otto Noland.

Roberson and Noland dug the body of the baby out of the wreckage and rushed it to the Deaf Smith County hospital. The child was dead upon arrival.

The cellar was dug recently by a Mexican, according to reports, who had planned to live in it. It was roofed with railroad ties, which had been covered with dirt.

The children had been playing in the dug-out for several days, Mrs. Miller reported. Mrs. Miller was standing in the yard near-by when the cellar roof collapsed. It just suddenly caved in, she reported.

Time of the accident was about 3:30 o'clock Thursday afternoon. The walls of the dug-out had been excavated considerably after the timbers had been placed across the top and apparently the support-

Disaster Is Nothing New to Miller Family, Tornado Victims Last Year

Disaster has struck hard at the Frank Miller family.

Little Rosita, youngest of the Miller's six children, who was killed last Thursday afternoon in the collapse of a cellar in south Hereford, was a survivor of the tornado which struck Woodward, Oklahoma, last year.

Her older sister, 6-year old Leona, who was rescued by her mother from the collapsed cellar, had lost a leg in the Woodward storm. Leona, a student at St. Anthony's School, hops about nimbly on crutches, but has never learned to walk on the artificial limb provided for her by the Red Cross.

And Mrs. Dymphna Brady, county welfare administrator and Red Cross secretary, reports that the new artificial limb, which Leona didn't like, was burned recently in a fire which razed the home of relatives with whom the Miller's were visiting. The family moved to Hereford last year after the tornado had destroyed their home at Woodward, Miller has been employed here by the City Sanitation Department.

EXECUTIVE BOARD OF GARDEN CLUB MEETS

The executive board of the Hereford Garden Club will meet at 2 o'clock Friday afternoon preceding the regular meeting to be held at 3 o'clock in the home of Mrs. C. D. Kelton.

Mrs. J. W. Davidson left last week to visit friends and relatives in Arkansas after visiting her daughter and husband Mr. and Mrs. Tom Carroll here for a month.

Funeral Services For Miller Child Held on Sunday

Funeral services for Rosita Miller, 22-month old daughter of Mr. and Mrs. Frank Miller, were conducted Sunday afternoon at 2:30 o'clock at the chapel in the E. B. Black Funeral Home.

Rev. R. H. Cagle, pastor of the First Baptist Church of Hereford, was in charge of the rites. Interment was in West Park Cemetery. The child died of suffocation last Thursday afternoon when a cellar near the Miller home in south Hereford collapsed. (See story above).

Visiting in the R. G. Blue home for the week end were their daughters, Mrs. Sam Jolly of Amarillo and Miss Marcella Blue of Canyon where she attends school at W. S. T. C.

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Cotton Conference Slated on October 14-16 in Lubbock

COLLEGE STATION, Mar. 23 (Sp.)—The second annual nationwide cotton mechanization conference will be held October 14-16 at Lubbock. Director R. D. Lewis of the Texas Agricultural Experiment Station, announced Tuesday. Decision to hold the conference at Lubbock was reached Monday at the meeting of the 19-member mechanization steering committee of the National Cotton Council held in Memphis, Tenn. An invitation to meet in Texas was extended by the Agricultural Experiment Station and the Extension Service of the Texas A & M College, and by the Texas

State-wide Cotton Committee. Director Lewis said the mechanization group adopted as a theme for the 1948 meeting, "the challenges of the mechanization of cotton and related crops." He added that vital plans for the three-day program call for a demonstration of the various phases of mechanized cotton production, and for addresses by some of the nation's leading agricultural and mechanization authorities. Holding the conference in Lubbock will give cotton industry members from other states an opportunity to study the highly mechanized operations on the High Plains of Texas, Lewis said. Already, he pointed out, some High Plains farmers have reduced the man-hour requirements for cotton production to 6.9 per acre. Ransom E. Aldrich, Michigan City, Miss., chairman of the permanent mechanization steering committee, advised Director Lewis that attendance at the 1948 conference is

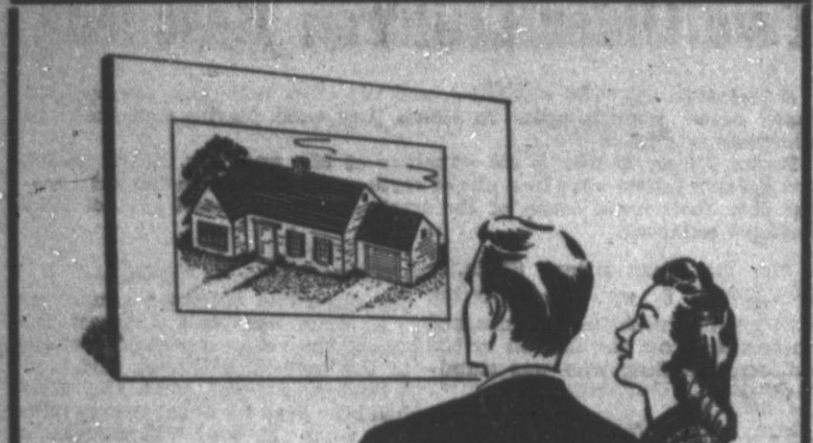
expected to exceed that of the first conference held last year at Stoneville, Miss. Nearly 1,000 representatives of agriculture, farm implement companies and governmental agencies attended the Stoneville meeting, Lewis said. Mechanization demonstrations at Lubbock will be under the supervision of D. J. Jones, superintendent of the Lubbock station. They will emphasize High Plains mechanization practices including harvesting the crop with strippers, Lewis said. Hosts to the conference will be the Texas A & M College, the Texas State-wide Cotton Committee and the Plains Ginners Association, Lewis said. Texas A & M College members of the mechanization steering committee include Director Ida P. Trotter of the extension service; Dr. J. E. Adams, head of the department of agronomy; H. P. Smith, research agricultural engineer, and D. L. Jones, superintendent of the Lubbock station.

American Theatre, and the trip was sponsored by the humanities division of the college, which each year makes visits to cultural and educational events possible for students. A junior student at Stephens, Miss Guseman is a member of the Independent association, and is active in the events in her residence, Tower Hall, largest of the 26 residence halls on the campus. She is the daughter of Cecil T. Guseman, 604 East Fifth St., Hereford. Three-fourths of the land under cultivation in the United States is sloping enough to suffer serious erosion.

A little effort to get rid of rats will pay big dividends by preventing damage to stored grains, food, baby chicks and other property. Keeping feed in rat-proof containers and using poison are two things that will aid in the war against rats. Try a Want Ad!

AMERICAN LEGION Post No. 192 Hereford, Texas Regular meeting 1st and 3rd Tuesday nights at 8:00.

MASONIC BULLETIN Hereford Lodge 848 Stated meeting second Monday in each month. School of instruction each Thursday night. H. L. THOMPSON, Sec'y. G. T. HIGGINS, W. M.



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| W. R. METCALF | E. S. IRELAND |
- J. C. RICKETTS, President
- Any Complaint Against Any Member Should be Reported

Cecilia Guseman Is In Audience for Luni-Fontanne Play

COLUMBIA, MO., Mar. 16—Among the group of over 100 Stephens College students here who went to St. Louis this past week to attend performances of "O Mistress Mine", a comedy starring Alfred Luni and Lynn Fontanne, was Miss Cecilia Guseman of Hereford, Texas. The play was presented in the

Political Announcements

The following have authorized The Brand to announce their candidacies for office, subject to action of the Democratic Primary on July 24, 1948.

- For Sheriff, Tax Assessor, and Collector: J. C. REESE (Re-election)
- For County Treasurer: MRS. VELMA HODGES (Re-election)
- For County and District Clerk: ROBERT THOMPSON (Re-election)
- For County Attorney: OWEN L. BYBEE
- For County Commissioner, Precinct Number One: TROY MOORE (Re-election)
- For County Commissioner, Precinct Number Two: J. C. (CLARENCE) MORRISON G. T. HIGGINS
- For County Commissioner, Precinct Number Three: J. T. GUINN (Re-election)
- For County Commissioner, Precinct Number Four: JOHN I. MORRIS (Re-election)
- For County Judge and Ex-Officio School Superintendent: LEONARD H. FOSTER (Re-election)

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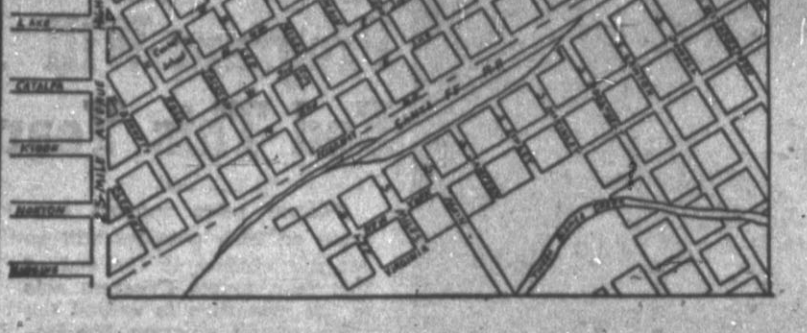
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Everyone's talking about how skirts are down... and we want to talk about the cost of electric service being down.

Yes, we said DOWN... while almost every other price has gone sky high, the cost of your dependable electric service has come down... down... down.

Today you are receiving almost twice as much electric service for your dollar as you did a few years ago. Think it over... and you'll use more electric service... your best bargain.

SOUTHWESTERN PUBLIC SERVICE COMPANY

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BUYERS STILL NEEDED FOR HOUSING PROJECTS

FHA Housing Project Nearer Reality This Week as Local Men Agree to Underwriting

One of the last big hurdles in the way of starting construction on the proposed FHA Housing Development in Hereford was overcome Monday, when local business men agreed to underwrite construction of four houses.

Contractor W. C. Schutte Jr. of Amarillo, who has submitted bids on the project, set a minimum requirement of 25 houses contracted or sale before starting the project.

To date, only 21 prospective buyers are definitely ready to sign purchase contracts, according to Chamber of Commerce secretary Pete Cowart.

Following a called meeting of the board of directors of the Chamber of Commerce Monday afternoon, however, when the project was discussed, four local men agreed to underwrite the construction of four additional houses if that number is needed to complete the project.

Cowart said. Names of the underwriters were not announced.

Opportunities are still being offered to local contractors to take on the project, Cowart said.

A committee was named by the Chamber of Commerce Monday to negotiate with one local contractor who has expressed interest in building the housing project.

Schutte, who has constructed similar projects in Plainview, Amarillo, and other West Texas cities, was interested two months ago in the local situation, and has presented plans and cost estimates on the proposed construction.

An option on a site in the northwest part of the city has been obtained for the proposed housing development.

Schutte set 25 houses as the minimum which he would be interested in building, citing the fact

Hereford Group On Good Neighbor Broadcast Sunday

Hereford was featured last Sunday afternoon on the 30-minute "Good Neighbor" program over Station KVAI in Amarillo.

The broadcast, arranged by the Hereford Chamber of Commerce in cooperation with the Amarillo radio station, was heard at 4 o'clock Sunday afternoon.

Music, under the direction of Miss Thekla McClinton, Hereford High school music teacher, featured the high school girls octette and boys sextette.

Jim Kirby was Master of Ceremonies for the broadcast, and Chamber of Commerce secretary Pete Cowart handled the commercials, advertising Hereford's 50th Anniversary celebration, which will be held on May 8.

Members of the girls Octette were Betty Kathryn Hodges, Mary Helen McElvany, Mary Kathryn Carroll, Patsy Slagle, Jacqueline Newell, Pat Longbottom, Diane Jewell and Alma Faye Knox.

Members of the boys Sextette were Rouben Knox, Eugene Robertson, Danny McLallen, Jackie Luck, L. T. Hawks, Bob Hamilton, and Don Davison.

The entertainers were treated to sandwiches and drinks after the program, Cowart reports.

D. C. Lairds Move To Jumbo Community

Mr. and Mrs. D. C. Laird Jr. and son Carroll have moved to Hereford and will live in the Jumbo Community where they will be engaged in farming and stock raising. They will be associated with E. C. Baird in this work. D. C. is the son of the late D. C. Laird, an early settler here and well known in this community for many years. Mrs. Laird is the daughter of Mr. and Mrs. Lan Shore and was born here and grew up in this community. She also worked here at the P. O. W. Camp during the war when her husband was in service.

MAY BE ON RADIO

Ellen Posey, daughter of Mr. and Mrs. E. B. Posey, who is a student in the Chicago University of Dentistry will be a guest at the Don McNeil Breakfast Club Program on Friday morning. She, with several of the girls from the University, have tickets for the program. There is a possibility that Ellen may be interviewed.

PIE SUPPER AT DAWN

A pie supper will be held at the Dawn School house Friday March 26 at 8:00 P. M. for the benefit of the Dawn softball team. Suits and equipment are needed by the group. The public is cordially invited to attend.

that quantity buying of lumber and the fact that he maintains large crews of laborers for large-scale production as the reason for the low sale costs.

Two floor plans, one for a 2-bedroom and one for a 3-bedroom house, both to meet FHA specifications, have been submitted. Cost of the completed houses is approximately \$7500 for the 2-bedroom house, and \$8500 for the 3-bedroom house.



"Yours Truly" Monogrammed Especially for You

Truly "The Blouse Beautiful." A treasure of your own indeed! And alas! The perfect gift! In luxurious soft tissue faille crepe. White only. Sizes 32-38.

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B. \$9.95 Plus Monogramming
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It is sheer nonsense to claim that Catholics adore the Virgin Mary. The First Commandment forbids the worship of anyone but God. And every one of the Ten Commandments has the whole-hearted endorsement of the Catholic Church.

Catholics do not adore Mary. They HONOR her as the most WONDERFUL WOMAN that ever lived. They are not ashamed of their love for her. They offer no excuse for their esteem of her. In honoring Mary Catholics know that they are in good company because GOD LOVED AND ESTEEMED HER FIRST!

Among all the women who ever existed . . . among all the women He might have created . . . God chose MARY to be the Mother of HIS Son. God's opinion of Mary is no secret! The Angel Gabriel—SENT FROM GOD—greeted Mary as "full of grace" and "blessed among women." (Luke 1:26-28). If God honored Mary so highly, can we be wrong in offering her our humble tribute of praise?

In their devotion to Mary Catholics see the fulfillment of Mary's own prophecy: "Behold, all generations shall call me blessed!" Towards those who know nothing of the sweetness and charm of the Mother of Christ Catholics have only the deepest sympathy—because they are missing one of the most refreshing, and most consoling, joys of life!

Anyone who wishes can learn a good deal about the Mother of our Savior by enrolling in our Correspondence Course. The Course treats of practically every phase of Catholic devotion and belief. It is given by mail and is absolutely free. If you are interested, write to

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204 East Fourth Street
Hereford, Texas

Another Letter to the Editor from . . .

The Bootleg Philosopher

Dear editor:

There are lots of folks who have accused me of being lazy, figuring the man that works the hardest and the longest accomplishes the most, whereas it doesn't always work out that way; a bird dog gets fed just as much but don't have to work near the hours a watch dog does, the man that thinks frequently gets as far ahead as the fellow that's out waitin at the turn-row for it to get daylight so he can start workin, although this is heresy with me as I blamed sure ain't never been out there at that time of day myself and don't intend to, but what I started out to say was that I was out here at Bootleg the other day seim if conditions was right for plantin if I was gonna plant, which I ain't made up my mind about yet, when I found a copy of The Dallas News which the March wind had blown against a thorn bush and since I got plenty of time to decide about plantin, ain't no use rushin in to these matters hastily, can't be worried over this year's wheat crop when I ain't gotten around to plantin last year's yet, I sat down and was surprised to read a article which reported that farmin

is the most hazardous of all occupations.

I tore that article out and took it home and laid it on the kitchen table where my wife can see it.

I knew farmin was about the riskiest enterprise there in, a man can work all year, re-plant his crop two or three times, wear himself out cultivatin it, spend all he can borrow gettin it gathered, and if something ain't wiped him out before he gets it to town, the market will go to pieces about the time he crosses the city limits, and he finds he has worked a whole year in order to owe more money than he started out owing, but I hadn't realized it was also dangerous. But this article says farmin is the most dangerous occupation there is, that more farmers are injured farmin than in any other undertakin, including industry and while I can't honestly say that's the reason I ain't farmed no more than I have in the past, it's a handy reason to have now and I intend to use it every opportunity I get. The next time one of you town birds tells me I could get ahead faster if I worked more, I'll be ready to tell you if you want more stuff produced, come out here and risk your life doin it yourself.

Yours faithfully,
J. A.

Hereford Coaches Attend School At Odessa Saturday

Coaches Dalton Criswell and H. V. Stanton attended a Coaching School in Odessa Saturday and Sunday. Representatives from 35 schools were present. Sponsors of the school were Wilson & Wals Sporting Goods Co. of El Paso.

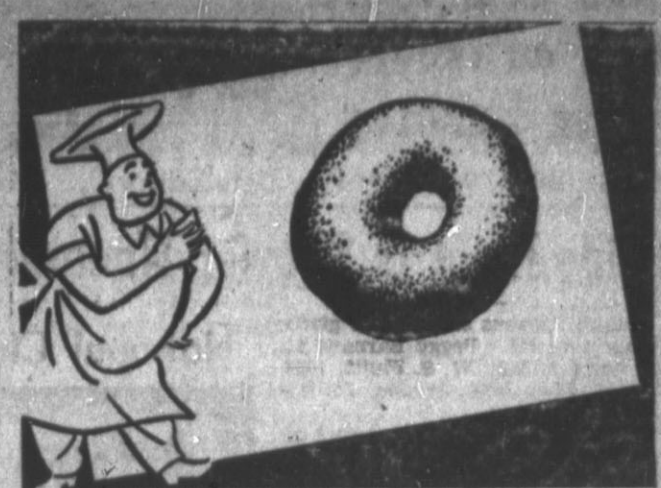
This was the second year of the school and plans were made this year to make it an annual affair.

Speakers were Coach Frank Kimbrough from WISC of Canyon; Jack Curtice from the School of Mines of El Paso; and Tonto Coleman from Abilene Christian College of Abilene, all three T-formation specialists.

A barbecue supper furnished the entertainment for the group Saturday night.

If the brooder house is given a heavy spraying with cresote or a cool tar disinfectant, the chicks should not be placed in the house for several days. The strong fumes are injurious to chicks.

Narcissus was a beautiful youth who fell in love with his own reflection in a pool.



Our Doughnuts Are Out of This World

At Your Favorite Grocery

Certainly, It's a **HEREFORD BAKERY** Product

CLOSE DRUG CLOSE DRUG CLOSE DRUG CLOSE DRUG

SAVE MONEY says our EASTER BUNNY

When it comes to Easter needs—come to Close Drug! We've a grand selection of things for your personal use . . . and for making this a Happier Easter for children, relatives, and friends. We've beauty aids by the score—and gifts galore. We've Springtime toiletries and perfumes . . . Easter candies . . . cuddly toys. "And," says the Easter Bunny, "our low, low prices save you money!"

Martha Washington EASTER CANDY Boxes \$1.50 to \$3.50

Give Her Perfume for Easter \$1.00 to \$12.50

- \$1 Hudnut Egg Shampoo 89c
- \$1 Wrisley Bath Crystals 89c
- \$1 Coty Face Powder . . . 89c
- GE Electric Blanket . \$39.75
- Cleansing Tissue, 400's . 33c
- 50c Trushay Lotion . . . 39c
- \$1 Halo Shampoo . . . 89c
- \$1.75 Goodrich Water Bottle . . . \$1.39
- 75c Dextro Malt . . . 69c

Give Her Perfume for Easter \$1.00 to \$12.50

INTRODUCING CARA NOME BEAUTY COSMETICS

A complete Beauty Toiletrie moderately priced and nationally advertised. We invite every lady to come in and have Mrs. Voiz show you this quality cosmetic.

- \$1.00 FITCH IDEAL** 89c Hair Tonic
- 50c PALMOLIVE** 39c Shaving Cream
- \$1.00 CARDUI** 59c Tonic
- 60c ALKA-SELTZER** 39c
- 75c BAYER'S** 49c Aspirin
- \$1.00 DRENE** 59c Shampoo
- \$1.25 SMA** 69c Baby Food
- 65c DICHLORCIDE** 49c 1 Lb.

ONE MORE WEEK TO GO

FOR YOUR HAIR WILDROOT GREASE-OIL .89

TAMPAX .33

Casa Nome Easter Egg Perfume \$1.25

JUST ONE MORE WEEK

—to go before someone receives THIS SWELL BIKE FREE (April 1, 1948)

SPECIAL FOR THIS WEEK

Purchase 6 DeLuxe Tooth Brushes and Receive 10 Chances on This Swell Bike. Buy Two or More Brushes for the Whole Family

Rexall MI-31 Antiseptic Solution 16 oz. 39c	Rexall Bisma Rex Anti-Acid Stomach Powder 60c size 49c	Rexall Milk of Magnesia 16 oz. 39c	Rexall Mineral Extra Heavy 16 oz. 59c	Rexall Peptonia Tonic \$1.25 size 98c
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DESIGN for HEALTH

We regard your doctor's prescription as a design plan to aid you in recovering your good health. As pharmacists we are entrusted with the responsibility of making that plan come into being—as the prescribed medicine. To fulfill this responsibility, we exert all our professional care and skill to assure a precise translation of your doctor's orders—and thus assure you of the utmost in health benefits from the medicine we compound.

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Phone 13

CLOSE DRUG CLOSE DRUG CLOSE DRUG CLOSE DRUG

WESTWAY

MRS. JOHN McLEAN, Society Editor Phone 181

Bride-Elect Is Shower Honoree

A miscellaneous shower was given in honor of Miss Peggy Barnard at the home of Mrs. W. S. Pruitt, 1936 Twenty Five Mile Avenue, Friday afternoon.

Miss Barnard is the bride-elect of Hilton Higgins and the wedding is scheduled to take place Easter Sunday.

Blue and white, colors to be used by the bride at her wedding, were featured throughout the house. A mantle piece of white stock and white gladioluses in a copper bowl lily of the valley which graced the repeated the colors in a blooming coffee table.

In the dining room the tea table laid with a madras cloth and with all silver appointments, was centered with an arrangement of white stock in a silver container surrounded by white blue ribbon nosegays. White tapers burned in silver candelabra and cake squares and other tea dainties were topped with tiny blue icing flowers. Blue tapers flanked an arrangement of white blossoms on the buffet. Mrs. Roy Crutchfield, Mrs. Raylan Evans and Mrs. Walter London Jr., poured.

The honoree, hostesses and members of the houseparty were presented with corsages. They included Mesdames Pruitt, Robert Waggoner, Frank Cogdell, Ira Foster, George Benson, Harry Caylor, Bill Hutson, O. L. Click, Don Combs, the honoree, her mother, Mrs. Dennis Barnard, her grandmother, Mrs. J. J. Crutchfield and an aunt, Miss Georgia Crutchfield, of Pampa, the bridegroom-elect's mother, Mrs. Jim Higgins and those who poured tea.

During the calling hours a musical program was provided by Mesdames Glenn Snyder, J. C. McCracken, W. J. Stanford, Miss Patsy Slagle and Miss Thelma McMinn. Those registering were Mesdames R. G. Blue, R. P. Conaway, E. D. Fox, of Amarillo, Dan Gressman, Glenn Snyder, P. P. Lyons, Ernest Medkief, Hugh Bookout, George Suggs, J. M. French, Lyle Blanton, A. L. Manjeot, Alton Fraser, Oscar Easley, J. C. McCracken, A. R. Bateman, C. C. Acker, H. A. Close, Debbs Knox, R. O. Lewis, J. O. Newell, Chas. Newell, Robert Veigel, Joe Wagoner, Dick Barnard, W. J. Stanford, L. H. Lookingbill, Johnny Dowell, Sanford Smith, Donald Roberson, Hicks Roberson, T. W. Roberson, Waldron Melton, N. D. Bartlett Jr., Misses Patsy Slagle, Thelma McMinn, Ella Aikman, Helen Acker and Ann Bateman.

Westway

MRS. CARL SCHROEDER

Mr. and Mrs. A. L. Landers visited in the Joe Landers home Friday evening.

Mr. and Mrs. Kelly Gray have both had the misfortune of being injured by a cow. Mrs. Gray suffered a broken arm, and Mr. Gray a broken leg. Neighbors have been caring for them and doing the farm work.

Mr. and Mrs. Marlin Pierce called in the Carl Schroeder home Friday night.

Mr. and Mrs. Clarence Morrison attended a birthday supper Sunday night for Jimmie Auten.

Mrs. E. H. Little Jr., is substituting as teacher at Summerfield school this week.

Mrs. Elari Scott is ill in the Deaf Smith County hospital.

Merlin Kaul visited Elsie Williamson at Hereford Sunday afternoon.

Mr. and Mrs. R. M. Gunn spent Wednesday with Mr. and Mrs. Landers.

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BRING YOUR LOAN AND INSURANCE PROBLEMS TO US!

We Are Equipped to Handle Your Needs!

Elizabeth Womble

Across the Street South from the E. B. Black Co.

Wesleyan Service Guild Meets With Ellen Bryant

The Wesleyan Service Guild met Monday night with Ellen Bryant as hostess.

Eunice Mathies read the scripture Judges 16:4-30. Prayer was by Mattie Mae Swisher followed by the lesson which was presented by Betty Whitstead. Her subject was "Delliah or the Sensual Face," continuing the group's study of women of the Bible and their faces. The program was closed by the singing of the Guild song.

Refreshments were served to the following members, Eunice Mathies, Eyrdie Dee Fellers, Nadine Wade, Betty Whitstead, Audice Dittman, Mattie Mae Swisher, Sadye Rigler, Bonnie Jean Kelly and the hostess. Two visitors were present, Mrs. Norman Gray and Mrs. J. R. Fowler.

April 19 is the date of the next meeting to be with Eula Lee Cave.

FACULTY PLAY PRESENTED

"The Absent Minded Bridegroom" was presented by members of the Hereford High School Faculty on Thursday and Friday nights and was seen by good crowds both nights. The play was sponsored by the Annual Staff and the proceeds from the play go toward the cost of the High School year book "The Round-Up."

Rev. R. H. Cagle was in Memphis Tuesday and preached at the Lake View Church in a community near there while attending a Worker's Conference.

Miss Helen Irving left Sunday for her home in Rawlins, Wyoming, after a several weeks stay in Hereford with her niece, Mrs. H. A. Close.

National Champ



Valeria Johnson, 17, proves she's not afraid of her own baking as she polishes off her national championship cherry pie at Chicago. She won a contest sponsored by the National Hatchet Club in honor of George Washington and the legendary hatchet and cherry tree. The prize was \$200 and a trip to Washington.

Mrs. Clarence Morrison spent Thursday night with her niece, Joan Frost, who is in the hospital.

Mrs. Carl Schroeder and Anna Mae spent Thursday with her sister, Mrs. A. A. McMillan.

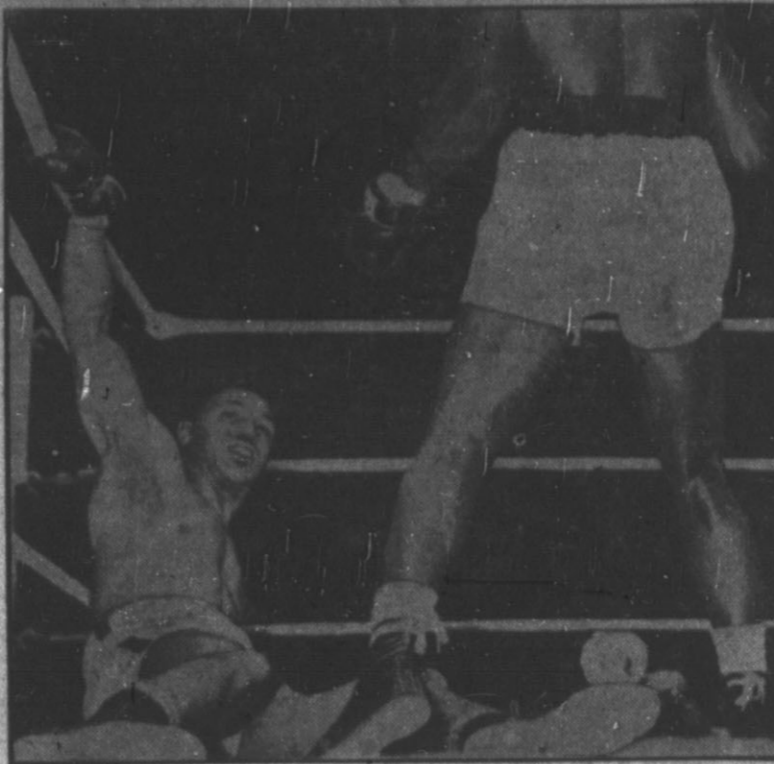
Franklin Boyd was honored with a birthday dinner in the home of his parents Sunday. Those present were Margaret Ann Scott, Larry and Norma Sue Wilson, Patsy Townsend, Lynn, Dorothy, Francis and Moselle Young, Robert Schroeder, Charles Hardman, Larry and Walter Lynn Kaul, Raymond and Ralph Morrison, Francis, Mary Katherine, and Bobbie Boyd.

There were 64 present at Sunday school Sunday. Rev. Wilcoxon delivered the sermon. Next Sunday an Easter program and dinner will be served. There will be an egg hunt. All the community is invited and a special invitation is extended to former residents.

Mr. and Mrs. Joe Landers were hosts at a luncheon honoring their daughter, Vesta Mae, and W. B. Nunley, Sunday. The table, laid with a lace cloth, was centered with a tiered wedding cake with bowls of pink and white sweet peas at each end. Attending were the honorees and Mr. and Mrs. R. M. Gunn, Mrs. Guy Lawrence, Nelda Guy and Melba Gay Lawrence, Mr. and Mrs. Roy Landers, Mr. and Mrs. O. L. Landers and children; Mr. and Mrs. Merlin Kaul, Mr. and Mrs. G. C. Merritt and G. C. Jr., Rev. Wayne Wilcoxon, Mrs. Wilcoxon, Mr. and Mrs. Elmer Combs, Eugene and Billy Don Combs, Mrs. Chloe Grabbe, Jackie Lynn Johnson and Mr. and Mrs. Smith of Brownfield.

Mr. and Mrs. Merlin Pierce spent the week-end in the A. C. Pierce home.

Death Store



The started store of Sam Haroudi is his last. The savage blow struck by Cincinnati's light-heavyweight, Ezard Charles, at Chicago put the Akron, O., fighter on the canvas for keeps, and he died six hours later of cerebral hemorrhage.

Shower Parties Honor Recent Bride

Hostesses honoring Mrs. Fred Barrett Jr., a recent bride, at a shower given in the home of Mrs. Wirt Phillips Thursday afternoon included Mesdames: N. E. Gass, Frank Smith, Addie Miller, Phil Radovich, A. O. Thompson, A. Peterson, Wirt Phillips and Misses Mary Ellen Henslee, Phyllis Radovich and

Carlie Rae Frye. The pink and white theme for the party was emphasized in the tea-table centerpiece of sweet peas and snap dragons. White tapers burned in crystal holders. Mary Ellen Henslee and Carlie Rae Frye poured. Guests were received by Mrs. Addie Miller, the bride, Mrs. W. E. Russell,

the bride's mother, Mrs. J. F. Geffikin, the bride's sister, Mrs. Fred Barrett Sr., the bridegroom's mother and Miss Margaret Barrett and Mrs. Charles Owen, the bridegroom's sisters.

Recorded music, arranged by Margaret Barrett and Carlie Rae Frye provided background music throughout the afternoon.

Those present were Mesdames E. E. Barrett, Ora Potter, C. A. Sauley, W. A. Romines, Carroll Whiteside, T. W. Roberson, F. W. Lambert, A. E. Rogers, Lee Conklin, John Robinson, Henry Hastings, R. G. Blue, Morris Hare, W. A. Allen, Jim Lipscomb, Dora Suggs, Pat Robinson, Fred Saltzman, J. T. Richardson, J. T. Gilbreath Jr., Chas. Hill, J. R. Allison, R. A. Daniel Jr., Willie Daniel, Nona Jewell, J. J. Clark, H. E. Henslee, J. A. Pitman, Paul M. Hoff, A. M. Jones, J. L. Jones, Jeff Gilbreath, A. O. Thompson, Louie Olson, Geo. Parker, Earl DeHart, J. I. Finley, R. W. Wood, Otto Olson, Mary Bodkin, Wayne Evans, C. H. Dyer, W. I. Johnson, H. G. Cookwright, Richard Winget, C. P. Cockrell, Noah Ewton, J. O. Newell, John Patton, Stan Barrett.

Many sent gifts who were unable to attend the party.

An evening party honoring Mr. and Mrs. Fred Barrett Jr. was enjoyed Saturday when Mr. and Mrs. C. A. Sauley entertained for the recently wedded couple.

Guests at the party included; the honoree, Mr. and Mrs. Jack Geffikin, Mr. and Mrs. Richard Barrett, Mr. and Mrs. Ray Carson and children, Margaret Barrett, Billy Sides, Ruth Carpenter and the hostess.

Summerfield Study Club Hears Book Review Thursday

SUMMERFIELD, March 23—The Summerfield Study Club met at the home of Mrs. J. B. Noland last Thursday with the president, Mrs. Noland, in charge of the business meeting.

Plans were discussed for the Federation convention, which will be held in Pampa in April. Plans were also made for the Easter Egg hunt to be held at the schoolhouse Friday afternoon.

Mrs. Kenneth Neill reviewed the book, "The Man who Killed the Bear," a story of the Pueblo Indians, by Waters.

The refreshment table was centered with a bowl of yellow roses. Mrs. Ray Johnson poured tea. Refreshments carrying out the Easter motif were served to Mesdames L. L. Cannon, Charles Noland, Mack Noland, J. E. Larrick, Britt Clark, Earl Lance, C. R. Walser, Jim Clark, L. H. Lookingbill, L. B. Lookingbill, K. W. Neill, Guy Walser, Lee Curry, Ray Johnson, B. E. Roberson, and Mrs. Olson, a visitor.

Mrs. Sallie Carter is in Amarillo and Pampa this week for brief visits with relatives.

Guests of Rey, and Mrs. O. B.

Herring Sunday were Mr. and Mrs. L. C. Littlepage, Mr. and Mrs. L. Collinsworth and Miss Oleta Mitchell, all of Snyder.

Summerfield

BY GAYLE ROBERSON

Mr. and Mrs. Pat Morse and children from Fort Worth were visiting in the home of Mr. and Mrs. Lee Curry and Mr. and Mrs. Guy Walser last week.

Mr. and Mrs. J. A. Noland are in Hot Springs, New Mexico.

Jerry Ford of Hereford spent Friday night with Wayne Walser.

There was a Training Union party at the church last Thursday night.

The Summerfield Club is entertaining the children of the community with an Easter Egg hunt on Friday, March 26, at the schoolhouse. Women of the community will gather then to quilt a quilt for Boys Ranch.

Mr. and Mrs. Ky Lawrence have gone to Lake Buchanan on a fishing trip.

Mr. and Mrs. W. F. Powell visited in the home of Mr. and Mrs. W. A. Powell Sunday.

Mrs. O. B. Roberson is in the Deaf Smith County hospital, where she underwent a surgical operation last week.

Mr. and Mrs. B. E. Roberson spent Monday night with Mrs. Roberson's parents, Mr. and Mrs. W. C. Neill of Lubbock.

Jimmy Easley, student at Texas Technological College, Lubbock, spent the week end here with his parents, Mr. and Mrs. Oscar Easley.

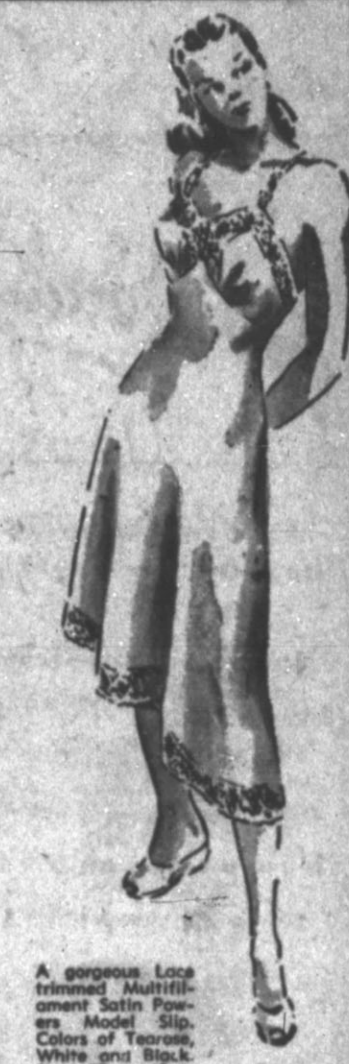
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It's been years since you have seen so many lovely slips in one store. Styling has never been lovelier, quality has never been higher. Each model sketch is from Anthony's huge stock of the newest in slips. For Easter, Spring or Summer, we have it NOW! And please note the low prices.



A gorgeous lace-trimmed Soften Powers Model Slip. Colors of Tealose, White and Black. Sizes 32 to 42. \$1.79

A Powers Model featuring the new wide lace top and skirt trim. Multifilament Crepe. Fitted waist. 40 in. Length. Full sweep skirt. White, Tealose, Blue and Moize. 32 to 42. \$3.79



Solette Rayon Crepe. Fitted four piece bralette top. 12 inch layover panel back. Full swing skirt. 40 inch length. Tealose, White, 32 to 42. \$2.79



Lovely soft Rayon Crepe Slip in tailored style. Four gore model. Fitted waist and full flare skirt. 39 inch length. 32 to 44. \$2.79



Sweetheart Multifilament Rayon Satin half slip. Two inch lace trimmed kick pleats in front. Full sweep type. Elastic waistband. White Tealose Blue. 32 to 42. \$2.79



A lavishly lace-trimmed slip of Multifilament Rayon Crepe. Divided bustline top and two six inch kick pleats in full swing skirt. 40 inch length. White, Tealose, Blue. 32 to 40. \$3.79

Suit yourself smartly

In An Anthony
SUIT
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At Anthony's you can Suit yourself smartly and at a great saving . . . and your selection will be from brand new arrivals.

The lovely materials are gabardines, coverts and chevots and they come in solids, checks, diagonals and stripes. Colors are wine, green, brown, gray and blue. Sizes 9 to 15 and 12 to 20.

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Did you know that a small payment will hold your fall suit until wanted.

On Mezzanine Floor

Anthony's
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Anthony's
HEREFORD

Dynamite was invented by Alfred Nobel in 1867.
 China was the first country to develop gunpowder.
 Elias Howe invented the sewing machine in 1846.
 Judas betrayed Jesus for 30 pieces of silver.
 Cyrus Field financed the laying of the first Atlantic cable.
 Matterhorn is a high mountain in the Swiss Alps.

HIGH COST OF LIVING STILL MAKES THE DIFFERENCE Shortage of Teachers not Relieved by Pay Raises, Says Head of Teachers Association

AUSTIN, March 17—Texas will continue to have difficulty obtaining the qualified teachers it needs despite salary increases granted by the last legislature, it was predicted here today.

"The high cost of living has more than offset the raises in pay," Miss Emma Mae Brotze of Marshall, president of the Texas State Teachers Association declared.

"We are grateful because the legislature provided a minimum salary scale of \$2,000 annually for teachers with degrees. That has made the average salary of our teachers \$2,500.

"The fact remains, however, that Texas is still under the average pay for teachers in the United States and that increasing cost of living is forcing many people to look to other lines of endeavor for their livelihood.

"Obtaining a degree which qualifies a person to teach in Texas schools is a costly process. It is quite likely that the fact that teachers receive 12 per cent less than the average pay for all persons in the United States, including laborers, is little inducement for persons to train for and enter the teaching profession."

Miss Brotze pointed out that conservative figures of the United States Bureau of Labor Statistics reveal that the cost of living has increased 63.8 per cent since before the war.

"The average salary of Texas teachers, \$2,500, is equal to a paycheck of \$1,526 in the 1935-39 period," the state teachers president said.

"In purchasing power, that means

'Morning Glory'



Inspired by the morning glory, this brown and beige checked suit has a full waist, smooth hips and swirling skirt. Note the flapped pockets and flat buttons.

persons engaged in agriculture 304.3 per cent.

"Figures for present day income are not available, but the attraction other professions hold is shown by the 1939 average income of several groups. Lawyers averaged \$4,391, physicians \$4,229, veterinarians \$2,240 and teachers \$1,600."

"The federal government's lowest grade of pay in the professional field is \$2,691, Miss Brotze declared.

"Compare that with the \$2,000 minimum in Texas and one can readily see why the federal government attracts more people than does the school room.

"Federal salaries in the professional class are as high as \$15,000 a year. I know of no position in the Texas public schools which pays anything comparable to that."

"The expenditure for education throughout the United States is only two per cent of the national income, as compared with as much as six per cent in some other countries. I am firmly convinced that if we are to staff our classrooms with persons properly trained to teach our children that it will be necessary to provide better salaries for our teachers."

Keep Eggs Cold And Covered to Keep Them Fresh

COLLEGE STATION, Mar. 23—Cold and covered is the best way to keep eggs fresh and in prime condition for eating, was the information Miss Louise Mason, extension food preparation specialist of Texas A & M College, received from USDA home economists.

The quicker eggs are placed in the refrigerator, the better they will be when used. Experiments have shown that eggs at room temperature have lost as much freshness in three days as they would have in two weeks if put in the refrigerator.

There are two good reasons for keeping them covered in the refrigerator, says Miss Mason. One is to keep them from losing moisture through their porous shell in the dry atmosphere of the refrigerator, and the other is to protect them so they will not absorb odors of "oil flavors." A covered dish or one of the closed containers for vegetables works much better than a cardboard carton or an open bowl.

Eggs should be kept far enough away from the ice container or the freezing unit so that there is no danger of their freezing. There is another thing the food specialists want to remind you of, and that is don't wash eggs until just before they are used. The dull bloom on the eggshell is a protective film which helps prevent bacteria and odors from entering the pores of the shell.

A standard gauge railroad track is 56 1/2 inches wide.

CITIZENSHIP FOR ALIEN VETS
 WASHINGTON, D. C.—A favorable report has been voted by the House Committee on the Judiciary on a bill making it possible for aliens who have served, or are serving honorably in the Armed Forces during World War I or World War II, to acquire citizenship through naturalization without the regular detained process required of non-service people. A similar law, which expired in 1946, provided for the naturalization of over 100,000 aliens then serving in the Armed Forces.

Tobias Hobson, an English stable-keeper, made customers take the horse nearest the door, hence the term "Hobson's choice" meaning to take what's offered or nothing at all.

Women don't pursue men, any more than mousetraps pursue mice.

Napoleon died on the Island of St. Helena in 1821. A red dye is made from the cochineal bug.

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 Loans, small or large, at good interest rates are made with no charge for handling.

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See Studebaker's thrilling new 1948 models!

All over America the word for style is Studebaker!

- New look outside!
- New outlook and new comfort inside!
- New Commanders!
- New Land Cruisers!
- New Champions!
- Come in now!



JOHN WOOD EQUIPMENT CO.

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Remember this
 Easter with
 photographs. See
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Prescription Specialists
 "THE SICK NEEDS THE BEST"
 G. W. Edwards

It's Being Done at Willow Run!

Kaiser-Frazer Introduces Four New 1948 Models

- The 1948 KAISER • The 1948 KAISER CUSTOM
- The 1948 FRAZER • The 1948 FRAZER MANHATTAN

AT NO INCREASE IN PRICE!

While Other New Car Prices Are Advancing

HERE'S WHY Kaiser-Frazer can make this announcement while other new car prices spiral upward. Kaiser-Frazer controls its own supply of many basic raw materials... has its own engine plant, foundry and steel mill. Materials from these sources funnel into new and modern Willow Run—the largest automobile manufacturing plant in the world under one roof.

Unfinished steel goes in one end of this great plant and comes out a quality automobile, ready to be driven away. All this is accomplished in a matter of hours, and with the economy of Kaiser-Frazer straight-line production. This is an achievement of men who are injecting new methods and ideas into an old industry.

In the new 1948 Kaiser, Frazer, Kaiser Custom, and Frazer Manhattan you get all the features

that others have attempted to copy since Kaiser-Frazer design was introduced in 1947.

So far no one has been able to more than approximate the graceful exterior body lines. No one has come near matching the roadability... the ride resulting from seats cradled between the front and rear wheels, such wide seats with both elbow and shoulder room. And none have the style features, the wide choice of colors and fabrics.

You get all this plus the many refinements made possible by years-ahead engineering and design. And, of course, all 1948 Kaiser or Frazer cars have the new Goodyear 24-pound pressure Super-Cushion tires that make bumps something you see but never feel.

Enjoy a ride today in America's newest new cars—the 1948 cars that have not gone up in price!



Wherever you drive, wherever you go, 'round the corner, down the street, there is a Kaiser-Frazer dealer ready to serve you with genuine factory parts and approved service.

We invite you to SEE, DRIVE and COMPARE Them, Today!

HEREFORD AUTO CO.

MACK McCARTY, Manager

112 Sampson Street

Phone 575

Try a Want Ad!

Red Arrow

DEMAND QUALITY



EXTRA HEAVY
TASTELESS
HIGHLY REFINED

ASK YOUR DRUGGIST

SOCIETY

MRS. JOHN McLEAN, Society Editor Phone 181

Garden Beautiful Club Studies Spring Gardening

Garden Beautiful Club met in the home of Mrs. Frank Barger Friday afternoon with Mrs. Carroll Whiteside, president, presiding. During the business session plans for the Tulp Tea were discussed and Mrs. Maurice Tannahill and Mrs. Forest Minton told interesting highlights of the State Garden Club convention held recently in Harlingen. Mrs. Clinton Jackson was in charge of the program, giving a talk on "Let's Have a Garden" and displaying garden books and catalogues.

Announcement was made that those having plants and shrubs to share to notify Mrs. F. L. Terrell.

Members attending the program were Mesdames; N. D. Bartlett Jr., J. M. French, George Graham, Frances Houston, Clinton Jackson, Louie LeGrand, Dick Miller, Forrest Minton, F. L. Terrell, Carroll Whiteside, Lisle Woodford, Mary Seigler, S. W. Kirby, L. L. Womble, Bruce Rose, Walker and the hostess.

Bay View Club Meets At Home Of Mrs. Gault

The Bay View Club met with Mrs. Howard Gault Thursday afternoon. Mrs. Colby Conkright, president, was in charge of the business session when members elected her as delegate to the Seventh District Texas Federation of Women's Clubs annual convention to be held in Pampa April 8, 9, and 10. Mrs. John McLean was named alternate.

An international program was presented with Mrs. John McLean discussing the "Progress of the United Nations", tracing its background and organization and giving the four main purposes of its charter. She quoted Dr. Herbert Vere Evatt, Australia's Minister of External Affairs, who led the fight for a better charter at San Francisco and who has been one of the most vigorous delegates in the Assembly.

Mrs. Colby Conkright talked on the "UNESCO" telling of its origin, of its leaders, of the meeting held in Mexico and of its headquarters in Paris, France. She outlined the part of the UNESCO in making the United Nations more successful and advocated a plan for club women to study what the UNESCO can do in order that they may help in bringing about permanent peace.

Members of the club present were Mesdames D. H. Alexander, H. L. Benfield, Henry Benson, Colby Conkright, E. G. Conkright, Herman Ford, Roy Ford, E. W. Harrison, George Heard, A. M. Jones, J. W. Kirby, John McLean, G. A. F. Parker, F. T. Rolosen, J. P. Slaton, J. W. Spradley, Bob Wilson, and the hostess. Guest of the club was Mrs. Gault's mother, Mrs. J. M. Cameron of Idaho.

Home Demonstration Club Activities

Wyche Home Demonstration Club met Thursday afternoon with Mrs. V. P. Walker. Reports were heard and members voted to undertake the naming of country roads in the Wyche community as a club project. Mesdames; Ira Ott, W. T. Carmichael, and E. C. Hewitt Jr., were named to serve on the committee.

The program for the afternoon dealt with "Clothing." Mrs. A. E. Jury discussed fabrics and design and Mrs. N. G. Elliston told of labels and consumers buying. The next meeting will be on April 1, in the home of Mrs. H. H. Caraway.

Those present were Mesdames; E. C. Hewitt Jr., Ira Scott, H. H. Caraway, W. T. Carmichael, A. E. Jury, N. G. Elliston, Jack Williams, W. T. Kelly, Ira Ott, H. F. Hume and Densil Pulliam.

Rance H. D. Club Has Program On "Good Grooming"


The Rance Home Demonstration Club met in the home of Mrs. H. G. Behrends Wednesday March 17 and roll call was answered by members with Beauty Aids.

A program on Good Grooming was presented. Mrs. L. A. Beavers discussed Care of the Hair. Mrs. Streun talked on Proper Make-Up and Mrs. T. P. Newton told of how to Care for the Nails.

Those present were Mesdames Jack Streu, J. M. Wright, T. P. Newton, L. A. Beavers, H. G. Behrends, A. F. Blakemore, Roy Coker, T. J. Counselman, G. H. DeLozier and a guest, Mrs. Kester Duran.

Mrs. A. F. Blakemore will be hostess for the next meeting.

FOR ONE WEEK
This Ad and 10c is Good for a
GIANT JUMBO HAMBURGER
With French Fries



Eat Lunch in a Hurry Here
HIWAY CAFE
WEST HIGHWAY 50

WASHING



LUBRICATION

STANDARD STATION

Jim Bookout

West Hiway 60

J. D. Curtsinger

— Our Business Relies on Your Business —

St. Patrick's Day Party Entertains Wyche H. D. Group

St. Patrick's Day provided the theme for the dinner-party given in the home of Mr. and Mrs. Ira Ott on Wednesday evening March 17, when husbands of members of the Wyche Home Demonstration Club were honor-guests.

A long table in the sun room was arranged in green and white. The center floral piece was of green and white blossoms and the menu carried out the Irish theme. After the dinner various games were entertainment features.

Those attending were Messrs. and Mesdames; A. E. Jury, Ira Scott, N. G. Elliston, Troys Carmichael, R. L. Ocanougher, W. T. Kelly, E. C. Hewitt Jr., Virgil Walker, L. C. Hewitt, Curtis Traveek, Mrs. Mary Ott and the hosts.

Youngsters Enjoy Easter Frolic

Party fun and games featured the Easter party given for the Junior Department of the Methodist Church Friday afternoon.

Movies shown by Colby Conkright and J. M. French entertained the group for an hour and Easter time refreshments were served to approximately fifty members of the three classes.

Leaders in the department attending were Mrs. Bob Wilson, superintendent of the children's division, Mrs. J. M. French, superintendent of the Junior department and Mesdames; Hugh Bookout, Cecil Malone and Colby Conkright.

CHURCH NEWS

The following schedule of church services is furnished by the Hereford Ministerial Association. Any other local churches desiring to list their schedule of services in these columns may do so by turning in their copy to The Brand office not later than noon on Monday of the week of publication.

FIRST BAPTIST
E. H. Cagle, Pastor
Sunday School 9:45 A. M.
Sermon 10:55 A. M.
Training Union 6:45 P. M.
Sermon 8:00 P. M.
Mid-week Services:
Wednesday 7:30 P. M.

FIRST PRESBYTERIAN
Russell A. Wingert, Pastor
Sunday School 9:45 A. M.
Morning Worship 11:00 A. M.
Evening Worship 7:30 P. M.

AVENUE BAPTIST
H. V. Fields, Pastor
Sunday School 9:45 A. M.
Morning Worship 11:00 A. M.
Training Union 7:00 P. M.
Preaching Service 8:00 P. M.
Mid-week Services:
Wednesday 7:30 P. M.

FIRST METHODIST
O. B. Herring, Pastor
Sunday School 9:45 A. M.
Morning Worship 11:00 A. M.
Youth Fellowship 6:45 P. M.
Evening Worship 7:15 P. M.
Mid-week Services:
Wednesday 7:30 P. M.

FIRST CHRISTIAN
Roy W. Ford, Pastor
Sunday Services:
Sunday School 9:45 AM
Morning Worship 10:50 AM
Junior Endeavor 6:00 PM
C Y F 6:00 PM
Evening Worship 7:00 PM
Mid-week Service every Wednesday 7:15 PM

ASSEMBLY OF GOD
S. E. Eldridge, Pastor
Sunday School 9:45 A. M.
Morning Worship 11:00 A. M.
Young People's Service 6:15 P. M.
Evangelistic Service 7:45 P. M.
Mid-week Services:
Wednesday 8:00 P. M.

CHURCH OF THE NAZARENE
Rev. Lewis Patterson, Pastor
Sunday School 10:00
Morning Worship 11:00
Evangelistic Service 7:30
Wed. Eve. Prayer Meeting 7:30 P. M.

IMMANUEL EV. LUTHERAN
"The Church of the Lutheran Hour"
E. W. Lichtsinn, Pastor
R. A. Frye, Sunday School, Supt.
Sunday School and Bible Class, 10:00 A. M.
Worship service, 11:00 A. M.
Communion service on the first Sunday of every month.
Listen to the Lutheran Hour over these stations every Sunday: KPDA, Amarillo, 2:30 A. M.; KPDM, Pampa and KHUZ, Borger at 10:30 A. M.

ST. THOMAS EPISCOPAL CHURCH
Services every first Sunday morning, 8 a. m. at County Courthouse. Rev. Walter R. Scott of Plainview in charge.

DAWN BAPTIST CHURCH
J. E. Byers, Pastor
Sunday School 10 a. m.
Morning Worship 11 a. m.
Training Union 7 p. m.
Evening Worship 8 p. m.
Midweek Service Wednesday, 7:30 p. m.

Johnny Harris Honored At Birthday Party

Mrs. Norman Harris entertained with a party Thursday afternoon to honor her son, Johnny, on his third birthday.


Outdoor games were played and home movies of "Jack Frost" and "Woodie Woodpecker" were shown. Favors were toys and Easter baskets.

Refreshments were served to; Bruce Benson, Randy and David Dowell, Paula Sue Moore, Dickie Plank, Zell Crump, Carl George McCaslin, Jimmy Conkright, Roice Gilliland, Wayne Hastings, Ruth Ann Allison, David Evans, Martha Jean Cresshouse, Corveta Gollshon, Katherine Nell Barnard, Clinton Conaway, Dwight McCarey and Stephanie L. Linckenfelter of Amarillo and the honoree.

Do This For Child's Cold

COUGHING, MUSCULAR TIGHTNESS OF

Do This For Child's Cold



AT BEDTIME rub on Vicks VapoRub. La griping action starts instantly...

WORKS FOR HOURS to relieve distress in the night even while your child sleeps!

When you rub it on throat, chest and back, Vicks VapoRub starts right to work to soothe irritation, ease coughing, relieve muscular soreness and tightness. And VapoRub keeps on working for hours in the night to bring relief. Try it!

VICKS VAPORUB

ATHLETES FOOT GERM HOW TO KILL IT IN ONE HOUR

IF NOT PLEASED, your 35c back. Ask any druggist for this strong fungicide, TE-OL. Made with 90 percent alcohol. It PENETRATES, Reaches and kills more germs faster. Today at Halle Drug Co.

There's no better way....

TO GREET A FRIEND
TO THANK A HOSTESS
TO SAY "I LOVE YOU"

Flowers for Easter....

Your favorites are here... to make your Easter perfect.



WESTERN FLOWER SHOP
Phone 778

If "Number please?" is sometimes delayed...



When you lift your telephone receiver, a light appears on the switchboard in front of several operators. Normally at least one of them can respond quickly. She picks up one of the cords in front of her and plugs it into the switchboard. This connects her with your telephone and she says, "Number, please?"

But nowadays the switchboard is temporarily crowded, serving many people who otherwise would not have service. Many more telephones are in use than ever before, and calling is at an all-time high. The switchboard at times is literally ablaze with lights—and if you should call during one of these busy times, it is possible that every one of the operators who could answer your call is busy. When that happens, a few extra seconds may elapse until you hear the familiar "Number, please?"

As soon as much-needed equipment can be obtained and installed, we'll be ready to handle your calls quicker and better than ever before. Meanwhile, if at times your call is not answered at once, you'll know that nimble fingers will reach it as soon as they possibly can. We appreciate your patience and understanding.

SOUTHWESTERN BELL TELEPHONE COMPANY

PORTRAIT LOVELINESS FOR SPRING

... Beauty that compliments every new costume, completes that radiant Spring elegance! You can have it for a very moderate price... expert care taken to assure you a permanent styled for YOU... for your face and your hemline!

... PHONE 65...

Make an appointment with us....

Other smart Hereford women do.

LADYFAIRE BEAUTY SHOP

Government Support Program on Potatoes Will End December 31

USDA Puts Teeth In 1948 Support Rules

(Continued from page one)

Basic conditions of eligibility for price support in the 1948 program are similar to those in 1947, but there are some important changes. Compliance with individual farm potato acreage goals is required. A new provision denies eligibility to growers who at any time during the season sell (except for officially certified seed potatoes) the following classes of spuds:

(a) Ungraded or field-run potatoes except to the Department of Agriculture or to dealers under contract to the Department.

(b) Potatoes of U. S. No. 1 grade or quality, Size B, or U. S. No. 2 grade or quality, regardless of size, except to the Department or contracting dealers, or with the prior approval of the Department, to processors, livestock feeders, or for export.

(c) Cull potatoes (those below U. S. grade No. 1 or quality, Size B, or U. S. No. 2 grade or quality, 1 7/8 minimum diameter) except to contracting dealers, or with the prior approval of the Department, to processors, livestock feeders, or for export. Payment of a service fee is re-

quired to establish eligibility for the price support program. In addition to these requirements, growers may be required to enter into written agreements with the Department of Agriculture covering these requirements and other matters, such as limiting by appropriate time periods the quantity of potatoes offered to the Department.

ELIGIBILITY FOR SPUDS TOO

There will be eligibility requirements for potatoes as well as for persons. Briefly, all potatoes produced by eligible growers will be eligible for price support except:

1. Potatoes failing to meet at least the quality requirements of U. S. No. 2 grade or quality, 1 7/8 inches minimum diameter or of U. S. No. 1 grade or quality, Size B.
2. Potatoes damaged or affected by disease, insects, frost, or other injury to extent rendering them unfit for normal consumption or unable to withstand normal shipment or storage, regardless of whether they meet U. S. grade requirements.
3. Potatoes harvested from land infested at harvest time with golden nematode or from land officially designated by a State or Federal Agency at or before planting as unfit for potato production because of disease or insect infestation.
4. Potatoes whose distribution is restricted or limited by State or Federal quarantine regulations; and
5. Potatoes found objectionable because of odor, flavor, internal discoloration, or other invisible damage, whether or not this damage is apparent at time of shipment or subject to determination by customary shipping point inspection procedure. This means that potatoes found objectionable for these reasons will be rejected to the vendor when and where the condition is discovered and that the purchase price of the entire lot will be reclaimed from the vendor, together with such transportation, storage and related costs as have been incurred.

Necessary price support during the period before potatoes customarily are placed in winter storage will be accomplished by a combination of purchase diversion and export programs carried out approximately as in other years. Insofar as possible, these operations will place emphasis on the utilization of inferior grades and sizes withheld from markets as provided above. This will have the dual result of improving the quality of potatoes available to consumers and reducing the direct cost of price support.

First efforts of the Department in the disposal of any potatoes acquired will be to place them in human food channels both at home and abroad, with due consideration of relative costs, foreign needs, and applicable laws. If these outlets are inadequate, the Department will make potatoes available for use in products which make direct or indirect contributions to the total food supply.

As in 1947, the program provides a basis for sales in consumer markets at prices below support levels, either by the Department or by dealers under contract with the Department. This provision was part of the 1947 crop program but has not been utilized up to this time. This year, Department officials said, goal compliance and market prices will be scrutinized carefully with a view to making such sales if it appears in the interest of the Department programs to do so.

After the winter storage period begins, about September 15 in most States but with necessary variations to suit local conditions, it is planned that the only means of price support will be through a loan program. Loans will be available at and

after late crop harvest time with a deadline for applications early enough to permit completion of documentation prior to December 31, and will mature later on in the spring, possibly about April 1. Department officials pointed out that this provision applies to all potatoes, regardless of location, after the dates fixed for the beginning of loan operations in each State or area.

Detailed operating procedures for carrying out these price support activities are being developed and will be put into effect when and where needed, since the loan agency is principally of interest to the late crop. Its details will be announced early enough in the summer to allow ample time for setting up the

necessary administrative machinery. The schedule of support prices for late potatoes will be announced about July 1, which is the parity base for supporting this portion of the crop. It will be designed to reflect 90 per cent parity adjusted seasonally for the July-December period. The schedule of early and intermediate crop support prices is calculated to reflect 90 per cent parity as of January 1, 1948, and as follows:

Basic support prices for potatoes in Texas, based on 100 pounds of U. S. No. 1 grade, sacked and loaded, will be \$4.15 per hundred to April 1; \$3.05 through May 2; \$2.30 through June 3; and \$2.35 through July and August.

Party Is Given

Billie Rae Johnson and Gayle Marie Foster were cohostesses at a party given Saturday night at the home of Billie Ray's parents, Mr. and Mrs. Ray Johnson, in Summerfield.

All types of fun and games were enjoyed and refreshments were served to; Mary Katherine Carroll, Patsy Longbottom, Martha Thomas, Jay-nice Boston, Jacqueline Newell, Gayle Foster, Billie Ray Johnson, Rueben Knox, Chigger Carlyle, Buddy Corbett, Eugene Roberson, Keith Hutson, Oliver Streu and Don Shipley.

Madame Curie, famous woman scientist, has contributed most to our knowledge of radium.

LEGAL NOTICE

NOTICE TO BIDDERS

Sealed proposals will be received by the Commissioners' Court, Deaf Smith County, Hereford, Texas for the construction of an addition to the Deaf Smith County Hospital at Hereford, Texas.

Address bids in care of Honorable Leonard Foster County Judge, Commissioners' Court, Hereford, Texas.

The addition is a one story patients rooms and surgery department, also remodeling present building 48' 6" x 107' and wing 48' 6" x 60' concrete and tile joint, brick, asphalt tile and terrazo floors. Roof tar and gravel over insulation.

Bids will be received up until 10:00 a. m. April 12, 1948, at the Court House, Commissioners' Court Room, Hereford, Texas.

Plans and specifications can be secured from Guy A. Carlander architect, Box 3188, Amarillo, Texas. A deposit of \$25.00 is required for plans and specifications which will be returned when plans are returned within 5 days after date of opening bids.

Additional sets of plans may be obtained for cost of reproduction on a provided plans are returned within 5 days after date of opening. The same \$25.00 deposit is required on additional plans. No certified check is required. Owner reserves right to accept or reject any or all bids and to award any formalities. Contract will require a 10% approved statutory Surety Bond, guaranteeing the fulfillment of contract and payment of all bills connected therewith.

Read the Want Ads!

DR. MILTON C. ADAMS
OPTOMETRIST
OFFICE HOURS—8:30 to 5 p. m.
121 West Third Phone 37
22-tfe



Dr. C. D. Kelton
5th and Jackson
Phone 91
for Appointment
28-tfe

BOOKKEEPING

We are located in the Buckner Bldg., Room 4, above the Hereford Brand, and will welcome you at our new location.

W. L. Alexander Beverly Alexander
Phone 709



LIVE PAINT

(of course it's Pittsburgh)

and here's who has it:

Call the Lumber Number

7

Carl McCaslin

1 Block East of Courthouse

CUT FLOWERS
and
POTTED PLANTS
The Perfect
EASTER
Gift
HEREFORD
FLORAL SHOP
Phone 773

HOW ABOUT ? IT

Will you be financially ready to quit work when you reach retirement age? Let me show you a convenient way to continue your paycheck — an inexpensive plan within your means.

Southwestern Life
Insurance Company

G. C. (Jiggs) HARTMAN
104 E. 3rd St. — Phone 45
Hereford, Texas

Ship Your Cattle To Us For A Good Competitive Market

PLENTY OF BUYERS

3503 head of cattle were sold last week. And we expect a big run of stocker cattle at our next sale; yearlings, cows, and calves.

Cattle from Hereford vicinity need no permit—we have a Texas inspector at the sale pens.

TRY US AND NOTE THE PROFIT

CATTLE AUCTION

EVERY

Wednesday and Thursday and Friday if Necessary

NEXT HORSE SALE

TUESDAY, APRIL 6

HORSE SALE EVERY OTHER TUESDAY MANAGED BY JIMMY HARGROVE

Last week we sold 225 horses and mules. There will be a Special Saddle Horse Sale on April 6.

CLOVIS CATTLE COMMISSION CO.

OWNERS

Ben Davidson Lloyd Otten
Clyde Rayl Pete Knapp

PHONE 999

CLOVIS, NEW MEXICO

Tune in KICA Every Wednesday, Thursday and Friday at 1:15 New Mexico Time for Market Report.

BOYS RANCH GIFT BRINGS ORCHIDS FROM NEWSCASTER George Young Tosses Verbal Bouquet to Deaf Smith County and Hereford Thursday Morning

Another salute to Hereford and Deaf Smith County was featured last Thursday morning in George Young's morning broadcast over Radio Station KGNC in Amarillo. Occasion for the verbal bouquet was the barbecue dinner last Thursday noon at which farmers and ranchers of the Hereford area presented a \$15,000 herd of registered cattle to Boys Ranch. (See story on Page 1).

The text of Young's broadcast follows:

"That's the news the world around

"And now it's time for our bouquet. . . .

"We send our words of compliment and appreciation today to Deaf Smith County in general and to the city of Hereford in particular.

"Our verbal bouquet is sent flying in that direction today because on this Thursday, representatives of the famous Boy's Ranch will be present-

ed with an unusual gift . . . unusual because it's one which can grow in such dimensions as to help to finance an even greater Boys Ranch program in our great Panhandle area.

"The gift from the fine people of Deaf Smith county . . . a gift valued at 15 thousand dollars or more—is a foundation herd of 30 purebred Hereford heifers and a good registered Hereford bull. A gift through which it is expected Boys Ranch can establish one of the outstanding Hereford herds in the country.

"The presentation will be made during a barbecue and ceremony at the Bull Barn in Hereford today. The prize Hereford herd will be accepted by representatives of Boys Ranch.

"Guests of honor at the barbecue and presentation ceremony will be the cattlemen of Deaf Smith county who have contributed stock for this finest of all gifts to Boys Ranch.

"And as they gather for the ceremony, these cattlemen of Deaf Smith county will meet in the honest, neighborly fashion of people of the plains. There will be no outward evidence of the great pride they feel in having been a part to this most valuable contribution, for modesty is a part of their greatness—modesty and integrity. But these cattlemen of Deaf Smith County have a right to feel proud of this great gift which is to be accepted by Boys Ranch directors at Hereford today. From a magnificent people, a purebred herd from which Boys Ranch may establish a line of Hereford cattle for which the Ranch may become even more famous.

"To the cattlemen of Deaf Smith County who have made today's gift to Boys Ranch possible . . . we send our brightest bouquet . . . our sincere congratulations . . . and an expression of appreciation on behalf of the directors and all others concerned with the operation of Boys Ranch. George Young reporting. Good morning, all."

State Health Officer Asks Clean-up Week

"A good old fashioned spring house cleaning in every city and community in Texas would do a lot of good toward furthering good health in this state," Dr. Geo. W. Cox, State Health Officer, said today, in urging all communities in the state to cooperate in Texas Clean-Up Week April 4-11.

A general clean-up program of state-wide proportions with the objective of bettering health conditions for our citizenship should include surface cleaning, drainage, the graveling of streets and alleys, the cleaning of all parks and playgrounds and the clearing of weeds and rubbish off of vacant lots.

"The destruction of mosquito breeding places and rat harborage, the proper disposal of garbage and trash and the general cleaning up of all premises will be, said Dr. Cox, "of inestimable value in helping to keep down summer health hazards such as dysentery, typhoid and poliomyelitis. Good community house-keeping and ordinary sanitary measures require the prompt removal of all waste matter in and around yards and homes in order to abate the danger of such diseases, and insure good health protection all through the state."

Dr. Cox stressed the fact that many dangerous diseases are filthy-borne, and the only possible way to control them is to eliminate the insanitary conditions responsible for their spread.

Panhandle Club to Hold All-College Dance at Amarillo

The Panhandle Club of the University of Texas is sponsoring an All-College dance at the Aviatix Club in Amarillo, Friday, March 26, 1948. The time is 8 p. m.

This dance is a continuation of the Easter dances sponsored the past two years for all college students, ex-students, and their friends who are home for the holidays.

Tickets are \$1.00 per person and will be available at the door.

Frio H. D. Club Meets March 17

FRIO, March 18—Mrs. A. E. Barnett was hostess to the Frio Home Demonstration Club on March 17. Roll call was answered with "my favorite brand."

Mrs. Owen Andrews presented the program on "fabrics and patterns for children's and ladies dresses and aprons."

Patterns were exchanged by the members.

The next meeting will be with Mrs. H. F. Benson on April 7, when Mrs. Tom Draper, CHDA, will give a demonstration on foundation patterns and on cleaning a sewing machine.

Refreshments were served at the meeting Wednesday afternoon to Mesdames David Yandell, Olin Parris, Owen Andrews, T. L. Sparkman Jr., W. A. Springer, H. E. Lindley, Henry Dobbs, Frank Robbins, and the hostess, Mrs. Barnett, and Miss Alina Andrews.

"SPEEDY" by Hereford MOTOR CO.

UNCLE SPEEDY, WHAT'S THIS WORD MEAN? PEDESTRIANS!

PEDESTRIANS, MY PET ARE PEOPLE, WHOSE CARDS HAVE NOT BEEN PROPERLY TAKEN CARE OF AND WHO SUDDENLy FIND THEMSELVES MAKING WITH THE FEET

FOR EXAMPLE—ME! I'M NOT ONE!

BECAUSE I SEE TO IT THAT

HEREFORD MOTOR CO.

REGULARLY CHECK OVER MY CAR AND KEEP IT IN FIRST CLASS RUNNING ORDER

"THAT SAYS 'NEED AND TEND TO SOME LEARNING' BELIEVE ME!"

HEREFORD MOTOR CO. *Dudley Green* HEREFORD, TEXAS *Archie Scott*

Pardon Me,
But Your Clothes Are Showing.

CORBETT CLEANERS

311 West 4th Phone 71

24 Hour Wrecker Service

KINSEY MOTOR CO.

PHONE 740 — NIGHTS 419-W

Now! No work...no waiting...no weather worries! Just twist a dial!

GETS YOUR WASHING FLUFFY, DRY IN JIG-TIME!

Makers of the wonderful, work-saving Bendix Washer announce Another big step toward washday freedom

Just pop the clothes into the porthole and set the dial. They'll be ready in just a few minutes!

A whole washer-load at a time! Sweet, fluffy and thoroughly dry for storing . . . or damp for ironing . . . whichever you dial.

Safely, gently the wash is tumbled in a satin-smooth revolving cylinder while clean, heated air blows through. And the amazing Bendix automatic Home Dryer (made by the makers of the Bendix Washer) shuts itself off when the clothes are ready.

See the Bendix Dryer in action today!

Good-bye forever to all these washday chores!

1. No more heavy, wet clothes to carry.
2. No more stooping and lifting.
3. No more clothes pin and clothes line bothers.
4. No more waiting for the weather to behave.
5. No more messed-up back yard.
6. No more rot and dust spots to mar a perfect wash.

Available in either GAS or ELECTRIC models

FREE DEMONSTRATION! EASY PAYMENT PLAN! COME IN TODAY!

COMMERCIAL OIL COMPANY
HEREFORD, TEXAS

The TRIPLE E still is in the Lead....and

We introduce ourselves with a

SPECIAL HOME-STYLE EASTER DINNER!

After you've finished one of our satisfying home-style Easter dinners—down to the last forkful of luscious strawberry shortcake (for YOUR favorite dessert!)—you'll lean back comfortably, and remember pleasantly the PERSONAL service you received, the quality of the cookery you consumed.

Having Easter Dinner at the Triple E is just like having Easter Dinner at Home . . . WITHOUT the WORRY and LABOR!

Triple E Cafe
Roy and Ada Vaughn

SAME NAME — SAME LOCATION
SAME FINE SERVICE

Special Easter Menus from \$1.25

FARM SALE

Friday, April 2, '48

11 O'CLOCK A. M.

LUNCH WILL BE SERVED BY THE JUMBO LADIES CLUB. FREE COFFEE.

Sale to be located at Marvin Spencer farm 10 miles Southeast of Hereford, Texas, on Dimmitt Highway, 4 miles East, 1 mile South, and 2 miles East of Jumbo School; 9 miles North of Dimmitt on Highway and 4 miles East.

The following described property is offered for sale, to-wit:

LIVESTOCK

- 2 Whiteface Cows and Calves
- 1 Black Heifer
- 1 Milk Cow, 7 years old
- 1 Jersey Cow, 3 years old, giving 3 gallons
- 1 Jersey Cow, 4 years old, giving 3 gallons
- 2 Sows and 8 Pigs
- Horse and Saddle

STOCK COWS

- 1 Black Cow, 5 years old
- 3 Registered Whiteface Cows, heavy springers
- 1 Red Cow, calf by side
- 1 Roan Cow, calf by side
- 5 Whiteface Cows, calves by side
- 4 Whiteface Yearling Heifers
- 1 Yearling Whiteface Polled Bull
- 1 Brindle Steer
- 1 Brindle Heifer
- 1 Roan Heifer
- 1 Mottle Face Heifer

MACHINERY, TOOLS, MISCELLANEOUS

- Red Head Loader
- Posthole Digger
- 15-ft. Krause Plow
- 4-Section Harrow
- 1940 Dodge Pickup
- 1939 Chevy Coupe in good condition
- 1947 2-ton, 2-speed axle, Dodge Truck with 30-ft. Trailer
- 5 Bushel Hog Feeder
- 2 Bundle Wagons
- Oliver 70, 4-row Lister and Planter
- 22-36 IHC on good rubber, good 8-ft. MM Power Takeoff Combine, fair
- 15-ft. Krause Oneway, fair
- 8-ft. Case Oneway, power lift, good
- 16-10 Superior Drill, 2 years old
- 16-10 IHC Wheat Drill, good
- 10 ft. IHC Broadcast Binder, good
- 10 ft. Jeffrey Plow
- Ditcher, good
- 6-Section Harrow
- 2 Two-row Knife Slides, good
- IHC 10-inch Grinder, good
- One horse-power GE Electric Motor
- Pump Jack
- Press Drill
- 2 Battery Fence Chargers
- Electric Fence Charger
- Double Drill Hitch
- Barbed Wire, about 1/2-mile
- Net Wire, 1 roll
- 300-Chick Kerosene Brooder
- Brooder House.

TERMS: Cash. All property must be settled for before removal from premises.

MARVIN SPENCER

Auctioneers: Lloyd Otten and Pete Knapp

Clerk: E. C. Eubanks

HEREFORD



Bull

By JIMMIE OILLENTINE

Everywhere you turn people are voicing approval for the firm, determined stand which the United States is taking with Russia. War Veterans are especially happy to see Uncle Sam brace up and tell Russia a few

things. The situation can well be likened to driving an automobile at night. Most of the people you meet are courteous about dimming their headlights, but occasionally you meet some fellow who insists on leaving his lights bright and blinding you. If you, too, have strong bright lights, and throw them on the offender, he will soon stomp on his dimmer. This is, of course, dangerous for both parties concerned—but it is the only way in which you can bring some people in line. On the other hand, if your lights are not bright and you cannot retaliate, it then becomes necessary to suffer through the ordeal, or to even pull off the road and stop until the offender has passed. Only force, or threat of force,

Dwight Eisenhower Will Sleep Here



This home, built in 1911 and now undergoing repairs, will be the residence of General Eisenhower when he takes over as president of Columbia University. It is near the campus, was occupied for many years by the late Dr. Nicholas Murray Butler.

MARKETS

Most southwest farm products sold around steady to a little higher during the past week, according to the Production and Marketing Administration, U. S. Department of Agriculture. Alternate up and down movements left cotton around \$1 higher. Spot middling 15/16 inch closed Monday at 34.30 cents per pound at Dallas. Southwest fruit and vegetable producing areas passed a week of generally steady to stronger markets. Increased spinach shipments from south Texas sold higher. Cabbage continued upward in the Lower Rio Grande Valley, while carrots and beets remained about steady to firm. First Valley onions rolled to strong markets. Colorado potatoes and Louisiana sweet potatoes changed little in light demand. Hammond, Louisiana, began carlot shipments of strawberries in a dull market. Eggs weakened very little last week, as the Easter season approached, and Monday's markets held mostly steady to firm at around 38 to 40 cents a dozen for current receipts in the southwest. Poultry

gained some strength last week and continued firm to higher Monday. Heavy hens ranged mostly from 27 to 30 cents. Widespread strikes of packing house workers found only half as many cattle coming to 12 midwest markets last week as the week before and generally fewer hogs and sheep. However, Texas and Oklahoma terminals attracted about as many cattle and more hogs and sheep compared to the previous week's weather-lightened receipts. Broad demand from killers, order buyers, and those packers still able to operate helped offset the effect of strike-bound plants who were out of the market, and southwest livestock prices showed more gains than losses for the week. Rather uneven trends prevailed on Monday's cattle markets, with spots of strength and weakness. Medium and good steers and yearlings ranged from \$23 to \$28 in Texas and Oklahoma, and good steers and yearlings ranged from \$25.50 to \$27 at Wichita and Denver. Active hog markets gained 50 cents to \$1.50 Monday. A spread from \$23.50 to \$24.50 took most good and choice medium weight butchers. Sows ranged mainly at \$17 to \$18.50, but San Antonio paid to \$20.50. Lambs predominated in this week's opening

Tech Engineers Get Recognition In New York

LUBBOCK, March 22—The New York State Education Department has registered curricula leading to sheep markets in slow trade. Fort Worth bought choice spring lambs to \$23.50. Grain markets fluctuated during the week but closed Monday three to six cents a bushel lower on most types. White corn netted about one or two cents gain, to sell around \$2.95 at Texas common points. No. 1 oats \$1.40 to \$1.44. Milo dropped 15 cents to \$3.70 to \$3.75 a hundred. Rice held barely steady last week, with Commodity Credit Corporation a major outlet. Wheat millfeeds averaged higher for the week, but some feeds tended lower. Increased hay offerings moved fairly well. Treated seed peanuts sold around 22 to 23 cents a pound. Southwest wool buying reached a near standstill.

the BS degree at Texas Technological College in mechanical, electrical and civil engineering, according to word received by Dr. W. M. Whyburn, president of Texas Tech, from Irwin A. Conroe, assistant commissioner for professional education of the New York department. This registration enables any Texas Tech graduate of these curricula to apply for registration as a professional engineer in New York on a basis equal to that of graduates of any other recognized engineering schools, Dean of Engineering O. V. Adams explained. The Texas Tech curricula have been recognized for some time by the national Engineering Council for Professional Development, Dean Adams stated, adding that to the best of his knowledge New York is the only state with requirements further than those of ECPD. "We are pleased to receive this further recognition of the quality of work of our college, particularly in the field of engineering," Dr. Whyburn stated, pointing out that registration of these curricula with the New York education department will be of decided benefit to Texas Tech's engineering alumni in that state.

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will stop the Russian Aggression, and even if the drive is stopped it may only be temporary. Sooner or later we will go to war with Russia. Many, many people think it should be sooner—before the Soviet becomes powerful enough to inflict more serious damage. Maybe they are right. However, we will predict that there will be no war within three to five years. Russia will definitely back down when the pressure is turned on in sufficient quantity. This is what a lot of authorities think, and what most American officials think. On the other hand, shortages will become more acute—especially on steel, automobiles, heavy machinery, typewriters, and many other items which were short during the war, will again become more scarce in August or September. Whether we have war or not, Uncle Sam will create a stock pile of equipment. More contracts will be let on airplanes, guns and army needs. Notice how many automobile manufacturers are now producing more and more trucks. These things are necessary to keep Russia in line—even if we never use them. Besides, they would be so nice to have if we actually did engage in war. Russia thinks the United States will "take anything" during an election year. They are wrong. Too many people "back home" believe the time has come to act. This feeling is seeping back into Washington. We do not want war, but neither do we want Soviet domination. The feeling is too general to be ignored. Incidentally, the demand that Trieste, a free territory be returned to Italy, was one of the very, very few smart diplomatic moves ever maneuvered by the diplomatic service of the United States. Return of the territory to Italy would weaken Russia with the Russian-controlled Yugoslavs. And if Russia backs up against the return of Trieste, it will definitely weaken the Soviet in the coming national election in Italy. American diplomacy certainly seems to be "looking up."

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Complete with card... **6c**

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WE CARRY THE COMPLETE LINE OF FAMOUS WALGREEN PRODUCTS

Drugs with a Reputation

50c Size PHILLIPS' Milk of MAGNESIA 39c

ASPIRIN TABLETS 39c
WALGREEN BOTTLE OF 100 (Limit 1)

LUX SOAP 2:19c
REGULAR CAKE (Limit 2)

RUBBING ALCOHOL 37c
PINT BOTTLE (Limit 1)

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LARGE SIZE PACKAGE (Limit 1)

40c Size ALKA-SELTZER TABLETS 49c

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RUBBER BANDS
Various widths. Package... **9c**

89c Formula 20 CREAM SHAMPOO
2 4-ounce JARS **1.09**
Buy TWO and SAVE 60c

HILLROSE-K LOTION
Saves 27c!
39c PERFECTION HAND CREAM
2 FOR **51c**
3-oz. jars

1-oz. SPIRITS of CAMPHOR 21c
(Limit 1)

1-oz. Zinc Oxide Ointment 19c
(Limit 1)

50c Size Mennen BABY OIL 43c

DR. WEST'S '1 DOUBLE'
50c Tooth Brush
50c Tooth Paste
"Muscle Pat", new. **69c**

Plastic Colored TONI HOME PERMANENT "Deluxe" \$2
Kit, only... \$2
Speedy—simple

Happy Gifts for Easter

For Joyous Occasions
GIFT and PARTY CANDY
Choose from our wide assortment of fine, popular candy.

My Pal Electric Eye **DOGGIE 98c**

Powered, Streamlined Super Train **\$1.25**

Easter Favourite **LARGE ROLY POLY 98c**
2 1/4 inch...
Colorful plastic.

COUPON SHINOLA 1 1/2 Liquid SHOE POLISH 8c
With Coupon (Limit 1)

A recent letter from D. W. Britain, Amarillo, reports that he has personally appeared before the Texas Game, Fish and Oyster Commission in an effort to get the Hereford State Park re-stocked with fish. He says that application has been duly made. He also mentions the Fish Bodeo which his club plans for Buffalo Lake and invites all interested Hereford Merchants to contact him. The address is D. W. Britain, 1409 Filmore St., Amarillo, Texas.

Life is funny. When you are young enough to enjoy a lot of things you never seem to have the opportunity or money. When you get too old to appreciate them, they always seem to come your way. For instance, I have been invited to act as judge in a Bathing Beauty Contest at Priona next Monday night. Yes sir, real, live bathing beauties. I think I was invited because of the absolute lack of hair on my head. Alex Thomson is going to help. However, they are also having a "Cutest Baby Contest" and I feel sure that Alex will want to do the judging in this division. Anyway, we are going down to Priona next Monday night—and we might have to leave in a great, big hurry.

Homer Fox does not believe the airplane is here to stay. Carl Kropff came by the other day and said that he would give free flying lessons if Homer would write up his experiences in a column in the paper each week. Boy, this was sure a natural for that meat-head. I ran a red light getting over to tell him, but Homer was very indifferent. He finally stammered around, saying he would take the matter up with his wife. It sure looks like Tess must have put her foot down, or maybe Homer forgot to even bring up the subject. There are only two other fellows we would offer this much space; one is the Booting Philosopher and the other is Kelly Gray.

Just ran across a copy of the Sun Oil Company News, an organization magazine. It had two pictures from Hereford, including C. E. Williams, party chief, E. R. Musick, chief clerk, Pete P. Vasek, grillier, and H. E. Hoppel, operator, and stated: "The smiles on the faces of these Sun employees make it obvious that they are happy to be in the 'Town Without a Toothache.' Below is the sign (picture of highway sign) which can be seen as one enters Hereford. The absence of tooth decay in this town was recently featured on a 'We, The People' broadcast."

Public apology to Billy Patton. In printing his name recently, we said "Billy". He insists that his name is William H. Patton, and that he wants it to so appear when published in The Brand. We are sorry, Billy, and will try not to let it happen again. Wonder what the "H." stands for?

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We are not selling TERMS . . .
WHAT WE ARE SELLING
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Quality and Durability Placed Foremost

With Every Bicycle Purchase . . .

One Year's Fire and Theft **INSURANCE**

Included in Purchase Price. An Exclusive MONARK Feature.

MONARK SUPER DELUXE

The Ultimate in Boys' Bicycles

- Chrome airplane type headlight
- Mar-proof, chip resistant enamel
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- Airline style drive assembly
- Deeply padded full size saddle
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Priced \$60.50

MONARK DELUXE

A Superior Streamlined Speedster

- Triple plate crown tubular prong front fork
- Chrome plated truss rods
- Man's style saddle, full size
- Airplane style headlight, red and green safety side lenses
- Exclusive chain guard design
- Some distinctive color combinations as in Super Deluxe models.

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MONARK ROADSTER

Topnotch Value in Bicycling Thrills

- Outstanding for sleek, clean cut lines
- New arch design motorbike style frame in boys' models
- MONARK design in airplane type headlight
- Deluxe roller bearing pedals
- Double-tube balloon tires with special anti-bruise sidewall tread
- Choice of three distinctive color combinations.

Priced at \$53.50

Buy an INSURED Monark Bicycle

Streu Hardware Co.

HOME OF SERVICE AND QUALITY

Read the Want Ads!

Long Time Ago

45 YEARS AGO
 News items: Iri Aten, manager of XFF Co., reports a large number of Antelope died during the blizzard. In one pasture corner he found 90 dead. He estimated not less than 500 had died in the pastures over which he has charge. Over the entire range he estimates one fourth of them have died from cold and starvation. The new building of D. R. Cass & Son is now complete and they have occupied it with a large stock. It is a commodious building—They have one of the largest and most complete stocks in town.
 Mrs. Pannie McKemie of Gainesville will arrive in Hereford next

Wrong Turn



Traffic was tied up 10 hours on U. S. 30 west of La Grande, Ore., while workmen with ropes and timbers pulled this Consolidated Freightways truck back on the Grande Ronda River bridge. The driver, Reid Blacker, narrowly escaped death when the skid dangled him in the cab a hundred feet in the air.

Dawn Study Club Discusses Arab-Jewish Question

DAWN, March 23—The regular meeting of the Dawn Study Club was held Tuesday afternoon March 18 in the home of Mrs. Eddie Reinauer.
 After the business meeting, two articles recently published in the American Magazine were reviewed and discussed.
 Mrs. Carl Wimberly reviewed "As the Arabs See the Jews" by his Majesty, Abdullah, who rules an independent Arab Kingdom which was once a part of Palestine.
 Mrs. N. R. Miller reviewed an article giving the Jewish viewpoint on the Palestine question, written by Dr. Abba-Hillel Silver, chairman of the American section of the Jewish Agency for Palestine.
 Refreshments were served to Mesdames J. B. Caraway, Fred Pain, A. T. Frye, Melvin May, H. V. McCabe, N. R. Miller, Floyd Walton, Carl Wimberly, L. H. Bentley, Gayle Neal and the hostess.
 The next meeting of the club will be at the home of Mrs. L. A. Smith on Tuesday, April 6.

Linnea and Doyle French are home for a ten day Easter vacation with their parents Mr. and Mrs. J. M. French. They are students of Denver University of Denver, Colorado. Accompanying them was the nine year old Joan Shroyer a friend from Denver.

Jack Kassahn, son of Mrs. Frank Gyles will spend the Easter holidays at home. He will be accompanied by John Estes who will visit his parents, Mr. and Mrs. Cliff Estes. Both Jack and John are students of Texas A & M College.

Mrs. Doug. Fox of Amarillo was in Hereford last week to visit her friends and attend the shower given for Miss Peggy Barnard.

of town. W. A. Hunt.
25 YEARS AGO

Headlines:
 Mrs. Schumann Heink to sing at Panhandle Music Festival in Amarillo April 9 to 14.
 Scrappy Meeting Commercial Club at Cordova Hotel Monday.
 M. D. Womble, New Proprietor of Service Garage, Mayor Knight Speaks at Canyon Lunch Tuesday.
 H. H. S pupils will visit train of exhibits from A & M March 30. Real blizzard with whisksers Sat night. Frozen courthouse pipes in Sat. blizzard cause heavy damage. Chautauqua is to open here on 21st of May.
 Personal: Elmer Patterson is named clerk to succeed Robert Wilson, the latter going to firm of Price & Hough. J. E. Hill in Amarillo Monday on business. Miss Lella Patton is married to Port Worth man Sunday. Misses Mattie and Sena Mae Mounts returned to Canyon Tuesday morning. Miss Thelma Ogley by who has been visiting in the home of her sister Mrs. George Muse returned home to Amarillo Tuesday.

Mr. and Mrs. Frank Gyles will be among a number of people to hear Jeannette McDonald sing Thursday at the Amarillo Municipal Auditorium in Amarillo.

Mr. and Mrs. J. H. Roberson spent several days in the home of her daughter Mrs. Russell Pogue and family last week in Kress prior to the Pogues leaving for a trip to California.

Beth Brots spent the weekend at home from WTSC where she is a student. R. S. Scott who is establishing a business at Lubbock was also home for the week end.

Wednesday is named for Woden, chief god in Norse mythology.

Mr. and Mrs. Berry Jacobsen are visiting in the home of her mother at Kilgore for several days.

UNKLE HANK SEZ by H. E. MILLER

SOME OF THE BEST THINGS IN LIFE ARE FREE.



The right to worship as you please on Easter Sunday is FREE. Enjoy this privilege by attending services at the church of your choice. The H. E. MILLER OLIVER COMPANY extends EASTER GREETINGS TO ALL.

STURDY COST-REDUCING FARM EQUIPMENT
H. E. MILLER OLIVER CO.
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Look Your Best for Easter

SEE

NEW SAMPLES

Chicago Kahn Bros. Tailor-Made Suits

* FREE PICK UP AND DELIVERY *

Acme Cleaners
 "WEAR CLEAN CLOTHES"
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Also on Sale in Hereford Stores!

HEREFORD CREAMERY CO.
Cream O'Plains
 BRAND
 FRESH CREAMERY Butter HEREFORD, TEXAS

SATURDAY, MARCH 27

3:30 P. M.

FREE

Set of Nesco Stainless Steel

It's On Display

Don't Miss It

Do You Like Riddles?

Try This One:

THERE ARE 9 PINE TREES
 EACH PINE TREE HAS 9 BRANCHES
 EACH BRANCH HAS 9 TWIGS
 EACH TWIG HAS 9 ACORNS
 HOW MANY ACORNS ARE ON THE 9 TREES?
 WRONG ANSWER: 6,561.

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SPRING SUITS and COATS

In all wool Gaberdines, Crepes, Worsted
 All from famous manufacturers
 Regular \$39.95 to \$79.00

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EARLY SPRING DRESSES

In Gaberdines and Crepes
 Regular \$10.95 to \$34.95
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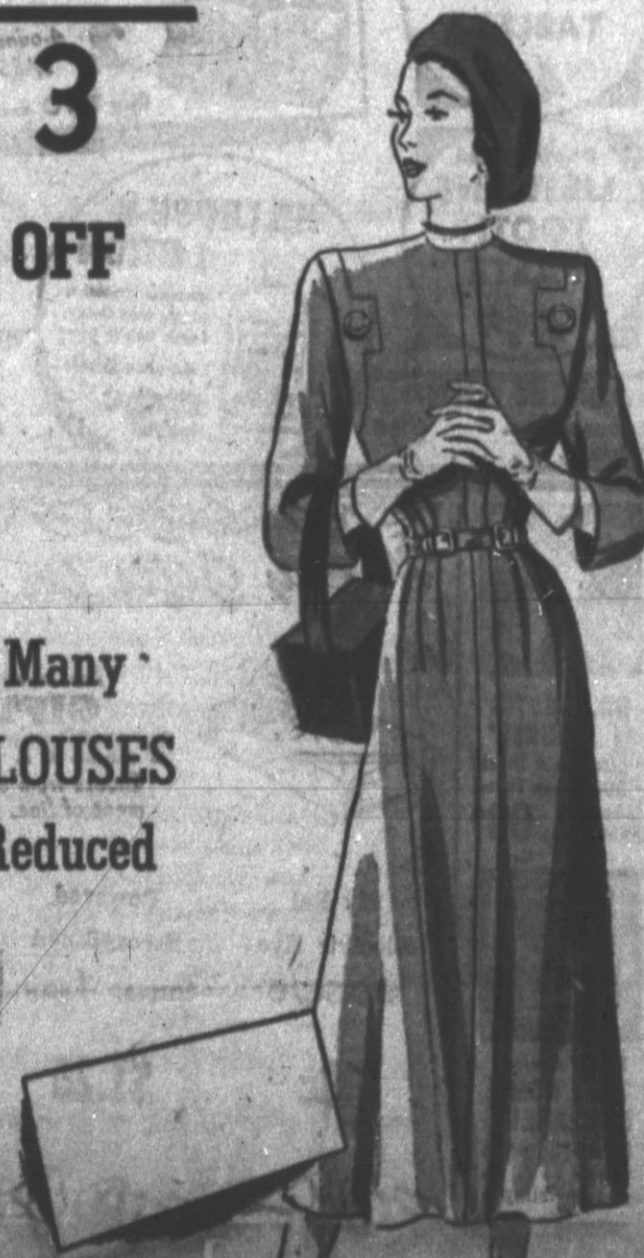
FELT HATS

Values from \$6.95 to \$12.95

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 Smart Clothes for Smart Women.

Many BLOUSES Reduced



BETTY SUE by G.D. BILL & FURM STEAKLEY



For a wash and lubrication job of the better type come down to G. D. STEAKLEY & SONS SUPER SERVICE.

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- A. ... CALL or WRITE us that you have a real estate problem.
B. ... Give the detailed information pertinent to your property on one of our comprehensive, simple cards.
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COURTHOUSE RECORDS

DEEDS OF TRUST

San Nunnally to George P. Turrentine 5 40 feet Lot 17 and all lots 18, 19, and 20 Turrentine sub. of E 1/4 Blk. 10 Evans Add.
W. J. Thomas and wife, Hester V. Thomas to First Federal Savings & Loan Assn. of Clovis all lot 9 Blk. 6 Whitehead Add.
Ebb C. Hewitt and wife, Carrie Hewitt to First National Bank all N 1/4 and SW 1/4 Sec. 2 Blk. M-7.

of Amarillo a partial release to G. E. Colleton and wife, Lena Mae Colleton all lots 9-16 and all lots 7-8 except certain plots.
R. R. Willis to Floyd Walton W 1/4 S 27 Blk. K-14.
Edith G. Hughes and A. R. Hughes to Joe Ballinger 143 1/2 acres S 20 Blk. M-7.

Safe Drivers Must Know the Traffic Rules

(Ninth of a Series)
At the baseball game, you can't tell the players without a score card, and behind the wheel you can't drive safely without knowing the traffic laws and obeying them, according to W. J. Elliott, Chief of the Texas Highway Patrol.
'It's as simple as that,' he said. 'You can't be a safe driver unless you are a smart driver—and you are not smart unless you know and obey traffic rules.'

Dawn Music Study Club In Meeting

DAWN, March 22—The Dawn Music Study Club met on March 18 in the Dawn Baptist Church, with Mrs. N. R. Miller and Mrs. Ed Byers as co-hostesses.
Mrs. Lloyd Airhart, Mrs. Ed Byers, Mrs. J. B. Caraway, Mrs. R. B. Latham, Mrs. Ray Kerschen, Mrs. N. R. Miller, Mrs. Ray T. Stewart, Mrs. Carl Wimberly, and Mrs. O. B. Southern were present.

Eyes of Texas", and "Dixie".
The meeting closed with a special session on two of the numbers to be presented at a special music program which will be held on the third Sunday afternoon in April.
The next regular meeting of the club will be on April 13 in the home of Mrs. J. B. Caraway.
Apply dormant sprays to control European red mite, San Jose scale, apple red bug, peach leaf curl and rosy aphid when buds are green tipped and the temperature is above 40 degrees.
Dispose of any canned food that shows signs of spoilage so that it cannot be eaten by humans or animals. It does not pay to take chances on food that may be harmful.
A great wooden horse was used by the Greeks to gain entry into the city of Troy.

PERCE STRINGS by KERR Implement Co.
WHEN YOU SNEAK OFF TO LODGE MEETINGS, DON'T YOUR WIFE MISS YOU?
NOT VERY OFTEN.
KERR IMPLEMENT CO.
YOU'LL BE MORE TRULY PLEASED!
KERR Implement Co.
John Deere SALES & SERVICE
HEREFORD, TEXAS

LAUNDERALL'S LATEST MODELS ARE HERE!

Kelton's installs and gives ONE year free service ... with no addition to economical purchase price.



If you want a FREEZER to put in the kitchen, here it is!

PHILCO FREEZERS

- 2 1/2 cubic ft. to 5 cubic ft. capacity
• Reaches 15 degrees to 30 degrees below zero
• Warning bell rings at 12 degrees above zero ... always on guard against electric current failure
• Big model has 3 storage compartments, one for sharp freezing
• Counter-balanced lid stay
• Specially designed thermometer
• Temperature control permits any sitting for freezing or storage
• The 2 1/2 ft. model is the lowest priced sensation of the industry!

RADIOS --- Complete Philco Line

Car Radios \$44.50 to \$105.75
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Table Models, large assortment.

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lights without matches!...
broils without pre-heating!...
cooks complete oven meals without watching!...
it's here...



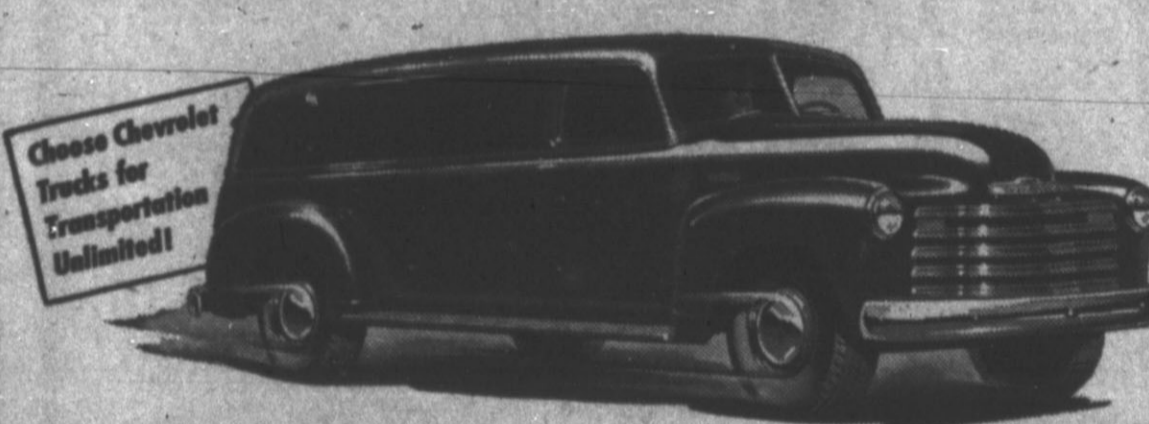
that automatic cooking wonder...

your new GAS RANGE

Please See Your Gas Range Dealer

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LOWEST IN PRICE

Only Chevrolet Advance-Design trucks have these new and finer features!
NEW CHEVROLET 4-SPEED SYNCHRO-MESH TRUCK TRANSMISSION in heavy-duty models that assure low operating costs and efficiency.
NEW STEREO COLUMN GEARSHIFT CONTROL in models with 3-speed transmissions provides greater driving ease and convenience.
NEW FOOT-OPERATED PARKING BRAKE providing clear floor area, safety and efficiency in models with 3-speed transmissions.
STEEL REAR-AXLE SHAFT ATTACHMENT to wheel hub of greater strength and durability in heavy-duty models.
NEW IMPROVED VALVE-IN-HEAD ENGINE has greater durability and operating efficiency.
THE CAB THAT "BREATHES"—Fresh air—heated in cold weather—is drawn in and used air forced out!
Plus: Unrivaled, all-steel cab construction • New, heavier springs • Full-floating hypoid rear axle • Specially designed brakes • Ball-bearing steering • Wide base wheels • and many others!

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GARDEN TRACTORS**

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- 8" Moldboard Plow
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- DANCE -

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**FRANK MILLER'S
ORCHESTRA**

AT

City Hall, Hereford

Wednesday, March 31

9:00 P. M.

ADMISSION

\$1 per person

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New Location -- New Building

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In order to serve you even better, we have moved our location to East Highway 60, directly East of Harry's Cafe.

New and complete equipment has been installed, enabling us to do any type of Tin Work or Roofing.

Place your order now for an Air Conditioner, made to order.

WE APPRECIATE YOUR BUSINESS

Wilkins Sheet Metal & Roofing

(Formerly Builders Supply & Service)

EAST HWY 60

COME OUT AND INSPECT OUR NEW FACILITIES

St. Anthony's Guild Meets On March 17th

St. Anthony's Guild met Wednesday, March 17, in the library of the Church.

During the business session, Mrs. Ed Loerwald was named chairman of the committees serving the Knights of Columbus breakfast on April 11.

Father Albert Heald then conducted a short meditation on "The Life of Joseph", after which The Litany of Passion of Our Lord was said by the group, led by Adeline Loerwald.

Winners in the gift fund raffle were Mrs. Bill Warren and Mrs. G. Hund.

Dish towels were made and presented the Sisters for their use in the convent.

Those present were Father Albert Heald and Mesdames M. H. Koelzer, Henry Hellman, G. Hund, Leon Vinton, W. J. Albracht, Ed Jesko, Felix Urbanczyk, Bill Warren, Ben Jansack, Gene Loerwald, Joe Buckert, Agnes Cardinal, Ed Loerwald, and John Henderson.

Luncheon And Program Hold Club Interest

An Easter luncheon entertained members of the Farm and Ranch Club Thursday when members met in the home of Mrs. Roy Pruitt. Centering the luncheon table was a bouquet arrangement of pastel tinted spring flowers.

After the luncheon a round table discussion featured the program with gardening as the topic of interest. Mrs. Garland Solomon won the club prize.

Those present were Mesdames: Phillip Miller, Henry Melton, Waldron Melton, Frank Rickels, Garland Solomon and the hostess.

Don Davison Is Honoree For Birthday Party

Don Davison was complimented on Wednesday March 17, with a birthday party given by Wilma Jo Robertson in the home of her parents, Mr. and Mrs. George Robertson. The surprise affair was in the form of a dinner with Easter colors featured in the table and in the tiered birthday cake. After the dinner square-dancing was enjoyed.

Those present were Robert Bateman and Sallie Womble, George Hamilton and Ruth London, Sara Beth Owen and Don Davison, Lillburn Hamilton and the hostess.

Dr. and Mrs. E. E. Joiner and son Gordon, who recently moved to Floydada from Littlefield, were in Hereford Saturday. Mrs. Joiner is the daughter of Mr. and Mrs. G. W. Brumley.

Beware Coughs from common colds That Hang On

Creomulsion relieves promptly because it goes right to the seat of the trouble to help loosen and expel germ laden phlegm, and aid nature to soothe and heal raw, tender, inflamed bronchial mucous membranes. Tell your druggist to sell you a bottle of Creomulsion with the understanding you must like the way it quickly allays the cough or you are to have your money back.

CREOMULSION for Coughs, Chest Colds, Bronchitis

Through Grade School in One Year



It took 14-year-old Nicholas Catranis (right) just one year to catch up with his grade school work—all eight grades of it! He's shown receiving the American Legion Medal for Scholastic Achievement from Edward Clamage (left) for progressing from the first through the eighth grade at Chicago's Alcott School in one year. The war stranded him in Greece for eight years. Mr. and Mrs. Theodore Catranis, his parents, look on.

Hereford F. H. A. Girls Attend Area Meeting at Plainview

The Hereford Future Homemakers girls attended an area meeting in Plainview along with almost twelve hundred other girls from towns all over the Panhandle Saturday.

The morning session of the meeting consisted of a welcome address from Plainview, group singing, roll call of schools attending, and a business session. The girls ate lunches provided for them by the Plainview, F. H. A. chapter and went on a tour of the Plainview Homemaking Department before returning for the afternoon session of the meeting.

A style show of garments made in Homemaking classes this year was the main event of the afternoon meeting. Hereford girls participated in the style show were June Reynolds, who modeled a three piece suit, and Colleen Brown, who modeled a crepe dress.

A piano solo, a marimba solo and installation of officers for next year concluded the meeting.

Those attending from Hereford were: June Reynolds, Frances Walker, Doris McGee, Joyce McGee, Anna Jewel Cox, Wilma Moore, Bobbie Brownlow, Colleen Brown, Peggy Jarman, Bonnie Hicks, Emma Jane Brown, Sue Guiley, Hazel Hanagan, Linda Betzen, Julia Cooklin, Geraldine Patterson, Patsy Dunlap, Claudia Lewis, Sandra Bateman, Billie Diffe, Wanda Zumwalt, Mary Nell Cassels, Lola Vern Pitts, Mattie Jane West, Carolyn Walker and their sponsor, Mrs. Don Little.

Jumbo

BY MRS. GLEN MAY

A large crowd attended the "42" party at the schoolhouse on Friday night.

Mr. and Mrs. Emzy May and sons were overnight guests of the Glen May family Friday night.

At an all day meeting of the Jumbo Home Demonstration Club on Thursday, Miss Mattie Lee Seago, Castro county Home Demonstration agent, gave a demonstration on "feather comforts." The meeting was held in the home of Mrs. DeLozier, and the club members brought covered dishes for the luncheon.

Florence Brock spent Thursday night in the DeLozier home.

Mrs. Clyde Renfro's mother arrived last week from Arkansas for a short visit with her daughter.

Mr. and Mrs. L. A. Matthews left Friday for Archer City to visit Mrs. Matthews' father, who has been ill. J. M. Richardson left Saturday for his home in Shreveport, La.

Mr. and Mrs. Howard Bishop and Tommie Lynn and Mr. and Mrs. Fred Axe were dinner guests of the Glen May family on Sunday.

There will be a basket dinner and Easter Egg hunt at the schoolhouse on Sunday. Rev. Sharp will preside at the services. Everyone is invited.

Junior Musicians Are Entertained

Students and guests attending the Junior Music Festival held here Saturday were entertained at a tea given in Fellowship Hall of the First Methodist Church Saturday afternoon. Members of the Music Study Club sponsored the tea with Mesdames: A. O. Thompson, C. C. Ferguson and A. J. Schroeter in charge of arrangements.

An Easter table was arranged for the tea with lace, crystal and colorful spring blooms giving the festive note. Tall tapers in the Easter colors were used and Easter bunnies, baby chicks and Easter eggs completed the setting.

Approximately 200 guests and students from Dimmitt, Muleshoe, Pampa, Borina and Hereford registered.

CARD OF THANKS

We wish to thank our neighbors and friends for their kindness and beautiful floral offerings at the recent loss of our mother, Mrs. Lorraine Jennings.

The Jennings family
Mr. and Mrs. Basil Jennings
Mr. and Mrs. W. J. Jennings
Mrs. Ethel Vogel and son of Tacoma, Washington.
Mrs. Bess Jennings, Bob and Ralph Jennings

Mrs. Dennis Baker and daughter, Oliver, left Sunday for Oklahoma City where they are guests of her sister, Mrs. Ed Black, this week.

Close Drug Store Adds Rexall Line

Close Drug in Hereford has become a member of the far-flung Rexall organization, owner Harold Close announced this week.

Franchise has been granted to the Close Drug Store by the United-Rexall Drug Company, giving Close Drug exclusive rights to sell the 5,000 Rexall drug products in Hereford.

"Under the Rexall plan," Close said, "our store retains its independence, but will at the same time be in a position to extend to our customers certain advantages which a good chain store provides, and have exclusive rights to a line of quality drug products."

"For seventeen years," Close added, "we have continually tried to improve our store, its service, and its merchandise, and we feel that the addition of the Rexall line of merchandise is a step forward. We will continue to try and give all our customers the best in quality merchandise as well as the best of prices. May we serve you better for many years to come."

North Hereford H. D. Club Meets With Mrs. DeHart

The North Hereford Home Demonstration Club met Thursday, March 18, in the home of Mrs. Earl DeHart.

Roll call was answered with color combinations for the living room. Penny ante gifts were won by Mrs. George Olson and Mrs. George Robertson, both visitors at the meeting.

Mrs. Grady Parsons resigned as Council Delegate, and Mrs. George Parker was elected to fill the vacancy. Fourteen members and five visitors were present. Mrs. Tom Draper, CHDA, talked

on "Treatment of Windows." Those present were Mesdames: Louise Olson, Paul M. Hoff, George Olson, J. T. Richardson, E. H. Dook, Fred Salzman, George Robertson, J. L. Finley, Earl A. Virden, George Brumley, O. L. Maudie, H. E. Pettyjohn, Pat Robinson, G. W. Duncan, Otto Olson, Mary Bodkin, George Parker, Tom Draper, and Earl DeHart.

The next meeting will be on April 1 at the home of Mrs. George Parker.

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Get split-second relief of Cold Miseries with 666
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In Appreciation of the Cooperation and Friendships This Theater Has Enjoyed, We Are Giving a

FREE SHOW
FOR CHILDREN
Saturday, March 27
9:30 A. M.

Including
"RETURN OF RUSTY"

Special Cartoon 2-Reel Comedy
and
SPECIAL EASTER PROGRAM

Don't forget our special passes for your baby sitter. We are grateful at the fine response and reception of this service.

LAUGHS! LOVES! LUNATICS!

The MAIN STREET KID
with AL PEARCE
JANET MARTIN - ALAN HOWBRAY

There's never a square deal in the game they play!

FRED MacMURRAY
AVA GARDNER

SINGAPORE

Paramount News
TRUMAN SPEAKS

WAKELY
in
Song of the Drifter
with "Cannonball" Taylor

Star

MR. AND MRS. THIN MAN
on the prowl again!

March 25
of Time
"Marriage and Divorce"

POWELL LOY
SONG OF THE THIN MAN
KEENAN WYNN

STAR FRIDAY SATURDAY

BLAZING GUNS
with KIN MAYNARD and HOOT GIBSON

STAR WEDNESDAY THURSDAY

THE ADVENTURES OF TOM SAWYER
with TOM KELLY
Jackie MORAN - May ROBSON
IN TECHNICOLOR

DOOM!
and
CHASING TROUBLE
with FRANKIE DARRO
Majestic Reynolds
George Cleveland
& a cast of stars

TEXAS SUNDAY - MONDAY TUESDAY

TEXAS WEDNESDAY THURSDAY

EDWARD SMALL presents
Alexander Dumas' immortal Classic
The CORSICAN BROTHERS
starring DOUGLAS FAIRBANKS, Jr.
with Ruth Warrick - Akim Tamiroff

WATCH for the BIGGEST, BEST

BEST

\$Dollar DAY

SALE

in Hereford's History!

STAR THEATRE

April 4, 5, 6

—And this bargain will be so unusual that there will be a limit of one with each Adult Ticket.

SEE

"Secret Life of Walter Mitty"