

AT ANTHONY'S
Friday and Saturday
APRIL 1st and 2nd

MARY MORGAN
CORSETIERE

Factory Representative of
KABO CORSET CO..

will be in our store to assist you in selecting the correct garments for perfect fit, and appearance. We invite you to take advantage of her knowledge and experience which is yours for the asking.



MAGIC in Corsetry

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Here is a high art which comes only from fully matured designing talent. Today in fine corset departments, coast to coast, KABO is a word for figure glamour for every age from TEEN to QUEEN!

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YET GIVES MORE POSITIVE UPLIFT — MORE COMFORT — MORE BEAUTY



This new boneless girle reaches three inches above the waistline to nip-in the waist and accentuate a smooth-rounded, hipline. Criss-cross elastic abdominal feature gives boneless comfort control. It's a must for new fashions. Satin elastic front and back panels.

Anthony's
 THE C.R. ANTHONY CO.
 225 MAIN HEREFORD

SUMMERFIELD NEWS

Royal Ambassadors Meet Wednesday, Sandra Wright is Hostess at Party

By BOBBIE WALSER

Sandra Wright was hostess to a slumber party Friday night. Those present were Joye Jobe, Martha Brown, Georgia Lewis, Barbara Rogers, Barbara Boyd, Virginia Cwens and Sylvia McCracken.

The Ivery Miller R. A. s met at the Summerfield Baptist Church Wednesday afternoon for their second meeting. L. J. Clark is their leader. Following a short program, they played baseball. Mrs. Guy Walser served candy bars to those present: Don and Charles Russell, Joe and Gene Streun, Leaton and Richard Clark, Billy and Freddy Lookingbill, Pete and Marshall Wilson, Wayne and Donald Walser, Bill Ray Beavers, Gene Statz, Bob Noland, Larry Cannon, Chester Stewart, and L. J. Clark. Visitors were Mrs. Jim Clark, Mrs. Ed Russell, Mrs. Guy Walser, and Kenny Walser.

F. M. Wallbright and son Frank have returned to their home after a few days' hospitalization.

Mr. and Mrs. C. R. Walser, Mr. and Mrs. Earl Lance, Jerry and Ann Lance, recently returned from a two week vacation in Hot Springs, New Mexico.

Mr. and Mrs. Carl Lee, Dorothy, Charlene, Jackie and Carolyn attended the Volley ball tournament in Amarillo Saturday.

Mr. and Mrs. O. C. Stone and children spent the week end in Plainview.

Mrs. L. F. Carter spent a few days in the Deaf Smith County Hospital this week.

Mr. and Mrs. Criss Clark and family have moved 15 miles south of Summerfield.

Mr. and Mrs. Frank Huckert have been improving their farm home, having added a room and a new garage.

Mr. and Mrs. Lynn Powelson and girls have moved to Hot Springs, New Mexico to make their home, after having sold their home here.

Mr. and Mrs. Gene Johns and son have moved from Portales, New Mexico to the Lynn Powelson place here.

Mr. and Mrs. J. B. Noland, Linda, Larry and Bradly Lookingbill spent the week end in Hot Springs with Mr. and Mrs. Ky Lawrence and Jerry Bea Noland.

Mesdames Ray Johnson, B. E. Roberson, L. L. Cannon, C. R. Walser, Jim Clark, L. H. Lookingbill, Lee Curry, D. C. Walser, Charlie Noland, Guy Walser and Miss Mable Cannon attended the County Federation meeting in Hereford Friday.

Joan Walser attended the Volley-ball tournament in Amarillo Saturday.

Sixty people were present at the Summerfield Baptist Church Sunday morning. As there were no evening services, several attended church in Hereford.

PERSONALS

Mr. and Mrs. Lynn Kester and family of Amarillo were guests of relatives in Hereford Sunday. He is the son of Mr. and Mrs. F. M. Kester.

Mr. and Mrs. W. J. Reeves and daughter returned Sunday from a business trip to the South Plains last week. They spent the week end in Friona with her sister and family, Mr. and Mrs. S. T. Thornton.

Mrs. Lyle Blanton and Mrs. Todd Herrington spent Tuesday in Amarillo on business.

Mr. and Mrs. Fred Neff left last Wednesday for Dallas, where she underwent an eye operation. They are staying at the Jefferson Hotel while Mrs. Neff is under treatment following the operation. They are expected to arrive back in Hereford Saturday.

Wayne Evans and son David left by plane for St. Louis Thursday afternoon to spend a few days on business. They will stay at the Chafe Hotel and plan to return to Hereford Wednesday.

Mr. and Mrs. George L. LeGrand spent from Saturday until Monday here visiting with his parents. Mr. and Mrs. Louis LeGrand, and with her parents, Mr. and Mrs. John Sexton. They returned Monday to their home in Waco, where he is employed.

Mr. and Mrs. Herman Neff and son Allan returned Saturday from Dallas, where Allan underwent medical treatment.

Mr. and Mrs. Robert Lemmons

left Tuesday for Dallas, where Mrs. Lemmons will enter a hospital for treatment.

Mrs. Hubert White went to Bovina Monday to attend the double funeral services at the First Baptist Church for Mrs. Icy Bond and Miss Dorinda Bond, old friends of hers. The two women were killed in an automobile accident on the Canyon Highway last Friday. Funeral

services were conducted by Rev. Robert Butler, former pastor of the Methodist Church in Farwell.

Sell Thru the Want Ads!

Although the sun appears to be small, its diameter is 866,000 miles, which would make its density a million times greater than the earth's.

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Fresh Shipment
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Hunt's in Syrup
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Ranier Brand
- PEACHES** Hunt's No. 303 tall can 15c
- BLEACH** Energy Full Quart 11c

- SALMON** Humpty Dumpty Tall Can 49c
- GELATIN DESSERT** Box 4c
Shurfine Assorted Flavors
- PORK & BEANS** Tastewell No. 2 can 10c
- BAKERITE** 3 lb. can 79c
All Hydrogenated Shortening
- MACKERAL** 5 3-4 oz. glass only 15c
Boneless Fillets

Fresh FRUITS and VEGETABLES

- CALIFORNIA ORANGES** Fancy Grade "Wreck Price" lb. 7 1/2c
- PASCAL CELERY** Large Bunch 19c
- CAULIFLOWER** Head 23c
Fancy California
- RADISHES** Large Bunches 5c
- GREEN ONIONS**

- TREET OR PREM** Canned Luncheon Meat 39c
- JOHNSON'S GLO-COAT** Qts. 89c Pts. 45c
- SALAD DRESSING** Quarts 39c Pints 21c
Blue Bonnet
- COFFEE** Shurfine, none finer lb. 51c
- COFFEE** Folgers — Lb. 55c



CLEANSERS

- SURF** New Hardwater Suds Sensation 2 large Boxes for 36c
- BREEZE** Amazing No-Scum Suds 2 large boxes 39c
- FAB** With Superwetting action 2 large boxes 49c
- VEL** Large Box 29c
- MARVENE** Large Box 10c

Lifebuoy Soap 3 bars for 25c

- LONGHORN CHEESE, full Cream** lb. 35c
- FISH, Bestpakt Perch Fillets** lb. 39c
- BACON, Morrell's Sugar Cured, Sliced** lb. layer 45c
- SAUSAGE, Pure Pork, Home Made** lb. 39c
- OLEO, Admiration** 2 lbs. for 49c

- CANDY Fresh Shipment Orange Slices,** 2 lb. for 35c
- CANDY, Chocolate covered Cherries** lb. box 49c
- PAPER CUPS pkg. of 8** 2 pkgs. for 25c
With Handles for hot drinks
- POP CORN Bulk, Home Grown** 2 lbs. 25c
- DATES, Dromedary Pitted** Pkg. 21c

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Notice to the Public
Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally, at the office.

Home Demonstration Club Council Makes Plans To Attend District Meet

Plans to attend the Home Demonstration Club district meet to be held in Canyon April 14, were made Saturday at the regular monthly session of the Deaf Smith County Home Demonstration Club held in the court house Saturday afternoon. Mrs. Henry Kinsey, president, directed the meeting.

Group singing of the official Council song opened the meeting with Mrs. V. E. Dodson as leader and Mrs. T. J. Parsons, pianist.

Committee reports were given as follows: Mrs. Bob Fullwood, marketing; Mrs. Ed Cox, exhibits; Mrs. Ira Ricketts, expansion; THDA, Mrs. Earl DeHart; and Mrs. DeHart, THDA chairman, reminded delegates that reports must be filled out and returned to her by April 1. Mrs. DeHart also announced that reading lists had been placed in the county library.

Mrs. Edd Cox directed the exhibition held by the West Here-

ford Home Demonstration Club. Included were Children's garments made by Mesdames Ida Vaughn, Elton Brooks, Carlos Vaughn, Howard Gore and Jimmy Mercer. Bippus and Fairview Clubs will prepare exhibits for the next regular meeting of the council.

Mrs. Earl DeHart discussed the relation between county home demonstration clubs and the Texas Home Demonstration Association and Mrs. Tom Draper, CHDA, explained the roll calls listed in year books and discussed other special topics of interest to the council. Mrs. V. E. Dodson served as official reporter and Mrs. Earl Dyer gave instructions for electing delegates to the district meet.

Delegates to the April 14 district meet will be Mrs. Earl Dyer, delegate No. 1; Mrs. R. A. Frye, No. 2; and Mrs. Ira Scott, No. 3. Alternates will be Mrs.

Paul Hoff, Mrs. Roy Boyd, 2; and Mrs. Ethel Layman, 3. West Hereford, North Hereford, South Hereford, Wyche, Progressive and Frio Clubs registered 199 per cent representation at the meeting and other clubs represented were Bippus, Dawn, Ford, Sims, Westway, Cultural and Heiselman.

Attending were Mesdames Ronald Matthews, Ethel Layman, Lowery Walker, V. P. Walker, A. E. Jury, Henry Dobbs, J. T. Richardson, Ira Scott, A. C. Hershey, R. T. Stewart, Owen Andrews, V. E. Dodson, Fred Saltzman, P. L. Carmichael, M. T. Sparkman, J. E. Dyer, Henry Kinsey, C. P. Norton, Earl DeHart, H. M. Benson, Ira Ricketts, Tom Draper, Edd Cox, Tom Garner, C. A. Vaughn, W. A. Springer, Ida Vaughn, R. E. Barrett, R. A. Fullwood, Mary Bodkin, E. F. Ricketts, R. L. Wilson, T. J. Parsons, Grady Parsons, C. L. Bogie, E. L. Brown, Roy Boyd and Miss Ara Lewis.

Cultural Club Makes Gloves

Cultural Home Demonstration Club met with Mrs. R. C. Childers Thursday afternoon. Members answered roll call with practical hints for making leather articles and "Men of the Soil" was chosen as the club song. The lesson for the afternoon was on glove making and both leather and fabric gloves were made. The next meeting will be held in the home of Mrs. Louise Olson.

Hardy Benson, Texas Tech student from Hereford, has joined the Flying Club at the Lubbock College. He plans to fly up some week-end soon to visit his parents, Mr. and Mrs. Hardy Benson.

Dick Wilson To Be Presented In Recital



First of the spring recitals sponsored by Hereford music teachers, will be Sunday afternoon, April 3, when Mrs. Glenn Snyder will present Dick Wilson, son of Mr. and Mrs. Bob Wilson, in a piano concert at the Methodist Church at 3 o'clock. He will be assisted by David Goldston, voice pupil of Miss Mattie Mae Swisher. Ushers will be Jon George Fraser, Don Robert Crutchfield, Irene Witherspoon and Janie Womble.

Dick's program will include: "Tempo De Minuetto," "Toccata" (Bach), "Sonatina in C," "Minuet in F" (Mozart), "Prelude in A Minor," "Prelude in C Minor" (Chopin), "Minuet in G," "Für Elise" (Beethoven), "The Bee" (Shubert), "The Forest Brook" (Trujussen), "Liebesfend" (Kerisler) and "Rhapsodie" (Eckstein). Friends interested in hearing the program are invited to attend.

ATTEND RELATIVE'S FUNERAL

Mr. and Mrs. Frank Terrell returned Friday after attending funeral services conducted earlier in the week for his cousin, C. B. Terrell, 60, of Fort Worth.

Mr. Terrell died suddenly from a heart attack at his home and funeral rites were conducted in Royce City where he had formerly made his home.

Mr. Terrell had been a member of the Methodist Church practically all of his life and was actively associated with the work of the First Methodist Church of Fort Worth until his death.

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THREE \$5 BASKETS OF GROCERIES TO BE GIVEN AWAY

Register Friday — Winners' Names will be posted Saturday Morning
FREE SOUVENIRS FOR EVERYONE!
Plenty of free Coffee Saturday.

BEANS	RANCH STYLE	2 for 25c
	No. 300 Cans	9 for \$1.00
Coffee	WHITE SWAN	lb. 49c
BLEACH	W. P.	2 qts. 29c
PEAS	CONCHO No. 2 CANS	15c
FLOUR	AUNT JEMIMA 25 lb.	\$1.75
TOMATOES	CONCHO No. 2 CANS	16c
Cauliflower		lb. 13c
ONIONS, Green	2 bunches	15c

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Spring Savings Days

POPULAR Spring Tonics AT SAVINGS

BEXEL Special Formula	5.95
SARSAPARILLA COMP.	89c
"B" COMPLEX VIT. 100s	59c
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50c ENOZ Moth Cryst.	29c
25c ENERGINE SHOE WHITE	19c
25c YARDLEY Hair Rinse	17c
60c MURINE	49c
WALDORF GLASS WAX	49c
1.50 TONI REFILL	1.39
70c RUBBER GLOVES	59c
SHOWER BATH SPRAY	98c
FLY SPRAYERS	49c

CURITY FIRST AID KIT
1.49

DELSEY TOILET TISSUE
3 Rolls 39c

75c
CASHMERE BOUQUET DUST POWDER
59c

MARTHA WASHINGTON EASTER CHOCOLATES
2.00 to 5.00
GIBSON EASTER CARDS

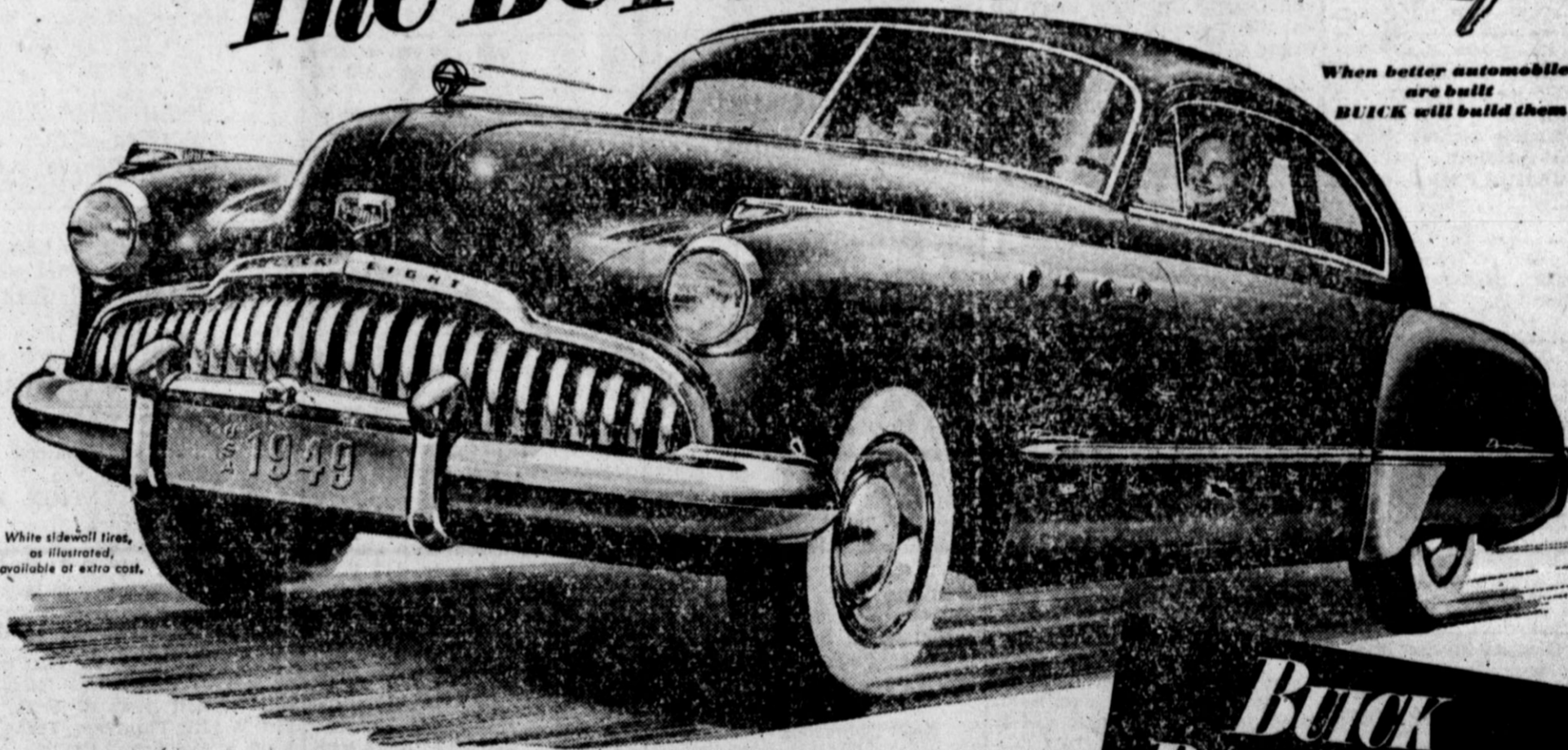
FRIDAY and SATURDAY SPECIALS

50c TEK Tooth Brush	26c
75c MOLLE Shaving Cream	39c
1.00 VITALIS Hair Tonic	69c
50c Jergens Hand Lotion	29c
60c ALKA SELTZER	39c
75c PHILLIPS MILK OF MAGNESIA	59c

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Here's a ride so firm and soft and level you begin to understand why it sets standards others strive to equal.

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HEREFORD

Grade School Operetta Holds Interest For Large Audience

One of the outstanding, cultural events of the year occurred Tuesday night at the High School Auditorium when the pupils of Central School presented the operetta, "A Little Bit of Holland," by Karin Asbrand.

Under the direction of Carl Johnson, Central School music teacher, the operetta concerned itself with two American twins, Dorothea and Theodora, who were visiting their relatives, Jan, Carl, Peter, Leisel, Katrina, and Hilda in Holland. The Dutch children go all out to acquaint their American kin with the typical Dutch customs and traditions, including presentation of the national bird, Mr. Stork, demonstration of Dutch cleanliness, and rendition of the tulip dance, all against a colorful background of Dutch houses and windmills.

Credit for excellent performances goes to Dorothy Williams as Dorothea, Martha Bookout as Theodora, Bryce Kelly as Jan, Carroll Whitesides as Carl, Frank Waldrop as Peter, Stephen Slagle as the Stork, Glenn Gault as Leisel, Linda West as Katrina, Sondra Beams as Hilda, Jimmie Bradley as Hans, and Jan Wallace as Franz. Special credit goes to Stephen Slagle, Jan Wallace and Jimmie Bradley, members of the cast who sang solos.

Tulip girls who formed the chorus and had part in most of the dances were: Carolyn Cook, Sandra Childers, Anita Mathews, Barbara Edens, Lynell Best, Suzanne Renfro, Virginia Witherspoon, Betty Ford, Ella Marie Williams, Joan Brown, Peggy Graham, Janet Chisholm, Donna Woodell, Theresa Wood, Phyllis Goettch, Wilsema Witherspoon, Charlotte Lawson, and Janet Lindley. Mrs. Elizabeth Bunesio was accompanist.

Committees in charge of production were: Mrs. J. M. Hutchison and Mrs. Elizabeth Bunesio, Dances; Mrs. Guy Herd, Mrs. W. L. Thompson, Mrs. C. D. Martin, and Mrs. Phil Radovich, Scenery; Miss Ella Aikman and Mrs. J. D. Bruner, Costumes; Mrs. Merlin Kaul, and Miss Mary Brady, Properties; Mrs. Byron Durham, Mrs. J. M. Fortenberry and Miss Vida Hicks, Flowers.

Hospital Notes

Patients discharged from the hospital: Billy Flowers, surg.; Judy Hoff, med.; Angelita Medina, med.; Donnie Hardman, surg.; Ronnie Hardman, surg.; Mrs. L. W. Loerwald, med.; Mrs. Ray Watson, med.; Mrs. A. S. Brooks, surg.; Mrs. Wayne Evans, D. B.; Reese Kesler, med.; Mrs. Earl Prather, surg.; Mrs. A. A. McMillan, surg.; C. S. Imman, med.; Ronda Kay Moore, med.; Mrs. Marie Breitting, surg.; Alma Jergins, emerg.; Mrs. Buena Breitting, med.; Mr. J. M. Parline, emerg.; Marjorie Sue Muse, & A. Sandra Harper T & A.; Mrs. Wilson Wylie, med.; Mrs. W. H. Gentry, O. B.; Jolyne Carlyle, med.; Joe Varagas, med.; Frank Perez, Jr., med.

Mrs. Francis Hardwick underwent an operation in Clovis Memorial Hospital Wednesday morning, and her condition was reported as satisfactory yesterday afternoon. Mrs. Hardwick has been confined to the hospital for the week preceding her operation, and will remain there for several days.

Rev. and Mrs. S. E. Eldridge were in Amarillo Sunday to hear Dr. Walter Maier, International Lutheran Hour speaker, deliver an address at Amarillo Municipal Auditorium.

ATTENDS MEET IN FT. WORTH
Mayor W. E. Dameron left Wednesday for Fort Worth where he visited with his son, Billy, a student at TCU. Dameron, who is Vice-President of the Christian Churches of Texas Conference, and the only officer from the Panhandle, met with other officials to plan the Conference to be held in Waco the last of April. He returned to Hereford Saturday.

A CARD OF THANKS
With deep gratitude and appreciation do I thank the Bell Telephone Co. and the local office for installing my telephone so soon after realizing my great need for one. Also to Mr. Cowart of the Chamber of Commerce, and a "Big Bouquet" goes to Jimmie Gillettine, the editor, for printing my letter.
Mrs. R. A. Wells

Hereford Women Attend Methodist Meet In Pampa

Members of the Hereford Woman's Society of Christian Service of the Methodist Church met in Pampa this week attending the annual North West Texas Conference meeting.

The sessions will be held at First Methodist Church in Pampa with the executive board dinner at 6:30 Tuesday evening. A business session opened Wednesday's program and at noon the board was complimented with a luncheon served by the W.S.C.S. of the McCullough Methodist Church. Mrs. M. B. Hilburn, Lubbock, conference president, will preside at the formal opening. Mrs. Hohner Brumley is conference recording secretary and on the program committee.

Special speakers will be heard during the three day session and different phases of the

work will be presented by leaders in the conference. Each society in the Northwest Texas Conference of the Methodist Church is expected to send a delegate. Each guild also is entitled to a delegate. There are 235 societies and 40 Wesleyan Service Guilds in the conference.

Others attending from Hereford are Mrs. A. B. Christian, president of the Hereford society, and Mrs. Don Davidson.

Mrs. Uel Crosby of Lubbock, a former Hereford resident, is vice president and program chairman for the session.

Mr. and Mrs. Pat Jones and baby of Amarillo were in Hereford Sunday. They were guests of his mother, Mrs. A. M. Jones and other relatives.

PERSONALS

RELATIVES VISIT IN DISHMAN HOME

Guests in the home of Mr. and Mrs. P. L. Dishman over the week end were Mr. and Mrs. C. L. Jordan of Hedley, Mrs. Rainey Wesberry of Dallas and guests in the Dishman home Sunday were Mr. and Mrs. Billy Clifford Johnson and son Tony of Paducah, Paul Dishman, Mr. and Mrs. Dishman's son who is a student at Texas Tech. and Charles Johnson, also attending Texas Tech. were here to visit with the out-of-town relatives over the week end.

C. L. Kinsey of Hedley is visiting in the home of his son, D. C. Kinsey, this week.

TO ATTEND CONVENTION

Mrs. Lan Shore left Tuesday for Silver, where she will meet her daughter and grand-daugh-

ter, Mrs. Aaron Rose and Syble to go to Abilene to attend the Baptist Training Union Convention to begin Thursday. Syble will take part in the contests.

Mr. and Mrs. L. R. Elvins and daughter Cherry Ann left Saturday on a short trip to points in California.

Mr. and Mrs. Henry Benson and children were in Shamrock the past week end for a short visit with relatives.

Mr. and Mrs. Carl Frye have returned from Fort Worth where they spent the past week.

Sunday dinner guests at the Lyle Blanton home were his sister and family, Mr. and Mrs. Otto Samuelson of Canyon, and Mr. and Mrs. Darrel Blanton and Mr. and Mrs. Todd Herrington. The occasion was Mrs. Blanton's birthday.

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BABY FOOD Heinz Chopped STRAWBERRY	Crystal Preserves	2 cans 15c
Capitol Choco. Covered CHERRIES		12 oz. jar 38c
Libby's Jumbo No. 2 can PEAS		lb. box 29c
Heinz 14 oz. bot. KETCHUP		29c
Rosedale No. 2 1-2 can PEARS		Valley Bloom No. 2 can 7c
Sweetheart 5 lb. jar HONEY		NATIONAL 3-Minute With fire King Ovenware 1 lb. pkg. 40c
CHB Cucumber Chips		OATS Fruit Pectin pkg. 8c
PICKLES 2 12 oz. jars		SURE-JEL 2 yrs. old each 69c
		ROSE BUSHES

HEADSTART
DOG FOOD CAN 5
K.C. BAKING POWDER 23
25oz. JAR

Guaranteed MEATS

Picnics Armours Star	lb. 39c
BACON Sliced	1 lb. layer 43c
SAUSAGE Cloth Bag	Country Style lb. 32c
CHEESE Longhorn	Cream Lb. 39c
SALT PORK Side	Streaked lb. 35c
HAMBURGER All Fresh Ground	Beef lb. 39c

FURRS FRESH PRODUCE

Oranges California, Sweet	Full of Juice 2 doz 29c
APPLES Delicious	lb. 19c
LUG TOMATOES	lb. 27c
CARROTS GREEN ONIONS	Bunch 6½c
GREEN BEANS	lb. 17c
RED POTATOES 10	lb. mesh bag 45c

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50c Tooth Paste PEPSODENT	29c
Shampoo HELENE CURTIS	59c
\$1.00 Value Shampoo PRELL	59c
Complete Evenflo Nursing Units 2 for	29c
25c Val. B. C. TABLETS 2 for	29c
No. 434 POCKET COMBS 3 10c combs	5c

Bakery TREATS

Golden Brown Crusts Filled with Delicious Cherries ea. 35c

CHERRY PIES 35c

Fine For Making Sandwiches, Delicious Toasted 1 1-2 lb. loaf 20c

100% Whole Wheat Bread 20c

Fruit & Nut Filled ea. 25c

COFFEE CAKES

Fresh From Furr's Bakery lb. pkg. 31c

VANILLA WAFERS Delicious Served with Hot Coffee and Milk dozen 15c

DINNER ROLLS dozen 15c

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SPIC AND SPAN NO RINSING—NO WIPING 23c	DREFT 25c	DUZ LARGE 31c	LAVA SOAP Bath Size 2 for 29c	IVORY 7c	Gal. Bot. 56c
NEW WASHING MIRACLE TIDE 31c	IVORY SOAP MEDIUM 2 for 19c	IVORY SOAP LARGE 16c	IVORY SNOW LARGE 31c	CAMAY Medium 3 for 25c	Qt. Bot. 16c
Makes Clothes Sparkle OXYDOL g. pkg. 31c	Sunshine Krispy CRACKERS 2 lb. box 47c	Bestyett Salad Dressing Pint jar 29c	PURASNOW FLOUR 10 lb. bag 76c	Fresh Corn off the Cob Del Maiz Niblets 2 12-oz. Cans 35c	Admiration COFFEE lb. can 51c
					Shortening CRISCO 3 lb. cap 97c

Long Time Ago

25 Years Ago
The Commissioners Court of Deaf Smith County, headed by the new Judge, W. E. Dameron, held an open session in the county courtroom Monday afternoon, to which was especially invited members of the Advisory Board, local physicians, and all business men. The subject for discussion was the present status and history of the hospital to be built by the county." announced the April 1, 1924 Hereford Brand. "In opening," the Brand continues, "Judge Dameron stated that the court had heard of some criticisms of its course in the hospital matter, in the employment of the architect, in the selection of the site, and also whispers that there might be a 'frame-up' in letting the contract. He said that the court desired full and complete publicity about all these things and had asked the business men to attend so that every phase of the criticisms might be threshed out. As he has only been in office a few days and is therefore only partly informed about what has gone on in the past he called upon J. E. Hill to discuss the court's work in the past with relation to the construction of the hospital."

Big Wrestling Match
Another story informs readers of "one of the most sensational wrestling matches in the history of the Panhandle", which according to an announcement by Omer Baker, representing the Hereford Firemen "is on the cards for the near future." A match was "closed up between Cal Farley, Amarillo's little champion, and former A. E. F. champion, and Jensen, blond grappler who calls Hereford his home and has yet to lose a match here." "Many efforts," states the Brand, "to match these two men have met with failure, but Mr Baker's persuasive eloquence won out last week and Farley finally agreed to meet the clever Swede. The match will be staged in the Stock Pavilion at an early date, the exact date to be announced shortly."

And the Brand urges that "those farmers who desire to compete for the cotton prizes offered by the Hereford Chamber of Commerce and the First State Bank and Trust Company for the best yields on the 1928 crop are to be given one more week in which to file their figures, according to decision made at the weekly luncheon Monday."

CALLING ALL MEN! HERE IS WHAT YOU HAVE BEEN WAITING FOR - SO DON'T PASS IT UP!

BRAND NEW! ENORMOUS SHIPMENT -- HIGH QUALITY, NATIONALLY KNOWN HIGGINS SLACKS

IN FACT WE PURCHASED 300 PAIR DIRECT FROM THE FACTORY IN ORDER TO BRING YOU THIS TREMENDOUS SAVING.



HIGGINS SUMMER SLACKS GIVE YOU ALL FOUR:

1.

The greatest selection of patterns you've ever seen! Stripes, checks, plaids, overplaids, and plain mixture, at prices you can afford!

2.

Priced for a two-slack sale! Yes, Higgins Slacks are priced at about half what you would normally expect to pay for summer slacks.

STYLES

- Pleated
- Plains
- High-Waist
- Med-Waist
- Zipper

We Can Fit You

Sizes 27 to 52

3.

Unsurpassed, wrinkle-resistant, Dan River and Burlington Mills. Rayons wrinkle less; when wearing, spring back smooth on hanger overnight—saving plenty on the pressing bills!

4.

Higgins Slacks—a national demand, made of the wrinkle-resistant rayon suitings that are sweeping the country in great demand.

PRICED IN FOUR GROUPS

\$5.90 \$6.90 \$7.90 \$8.90

BOY'S SIZES 8 TO 16 4.95

FINE SELECTION OF MEN'S 100% ALL WOOL TROPICAL HIGGINS SLACKS PLAIN OR PLEATED 9.90

NEW SHIPMENT ARCTIC BREEZE SUITS \$37.50
TREAT YOURSELF TO SUMMER COMFORT

Hereford Store Co.

S. L. HARMON & SON PHONE 382

RESISTOL HATS . . W. L. DOUGLAS SHOES . . NELSON PAIGE SHIRTS

Fords Cost \$295
An ad from the Ford Motor Company prices Ford Touring Cars at \$295.00 f.o.b. Detroit, with the friendly reminder "If you do not wish to pay cash for your car, you can arrange for a small payment down and easy terms on the balance. Or you can buy on the Ford Weekly Purchase Plan."
An item from the Progressive column reads: "Friday was company day. Their booths dressed up. Ward, Higgins, and Progressive anxiously awaited their visitors. But to their horror, at an unusually early hour, one rather unexpected visitor—A Mr. Sand Storm, came tripping across the western pastures at a rapid rate. Surely he would frighten every one away, but not so. By noon the house was filled to an over flowing capacity. A program suitable for the occasion was rendered by the three schools. Judge Dameron, also, favored us with some timely remarks. And then there was the dinner—plenty and to spare. And then came the hour for the races, baseball, etc. But, alas! Sand Storm blinded our eyes. So summoning the crowd and gathering our books we lifted our voices in song—and despite the frightful day we were glad we lived in the Panhandle of Texas!"

Local News Items
Among the local items were: "Mrs. D. N. Cox and son, Wallace and Mrs. H. Whitechurch and Miss Bobbie Aston went to Amarillo last Friday;" "Mrs. Jennie Thompson went to Amarillo Monday to visit her daughter, Mrs. H. B. Roberts;" "Born to Mr. and Mrs. J. L. Hoffman a daughter, March 31;" "Mr. and Mrs. T. E. Suttle went to Amarillo Monday morning;" "Mrs. Lloyd Blackwell and daughter, Maxine, left for their home in Amarillo Tuesday morning. Mrs. Blackwell is a sister of Cooper Morgan and visited in the Morgan home since Sunday."



FRAME STRAIGHTENING
WHEEL BALANCING
FRONT END ALIGNMENT

KINSEY Motor Company

PLENTY FREE PARKING



OUR STORE-SERVICE QUALITY LOW PRICES ARE AS NEAR AS YOUR TELEPHONE
PHONE 143 (Prices Good Thursday-Friday and Saturday) WE DELIVER

CATSUP Del Monte 14 oz. bottle **15c** **POST TOASTIES** 2 8 oz. pkg. **25c**

RAISINS Red & White 15 o. pkg. **15c** **TUNA** Red & White Solid Pack can **43c**

KRAUT Brimfull 2 No. 2 Cans **25c** **VIENNA SAUSAGE** Red & White can **19c**

PORK & BEANS Brimfull — 3 16 oz. cans **25c** **SALMON** Red Sockeye Tall Can **65c**

GREEN BEANS Brimfull 2 No. 2 cans **39c** **SWEET PICKLES** Brimfull Pint jar **37c**

CORN Brimfull — White or Golden 2 No. 2 cans **39c** **OLIVES** Marco — Stuffed Tall Jar **35c**

PEACHES Halves in Syrup Little Boy Blue — No. 2 1-2 Can **21c** **COFFEE** Finest of Fine Blends Red & White Lb. **51c**

PEANUT BUTTER Marco qt. **65c** **COOKIES** Fancy Pkg **23c**

WAXED PAPER Waxtex 125 ft Rolls **25c** **MACARONI** Marco 1 lb. pkg. **19c**

EGG NOODLES Marco 8 oz. pkg. **16c** **PEACHES** Red & White 2 tall Cans **35c**

FLOOR WAX Old English Pint **39c** **BROWN GRAVY & BEEF** Morton can **33c**

MINUTE RICE 2 pkgs. **25c** **TOMATO JUICE** Red & White 46 oz. can **23c**

SHORTENING Red & White 3 lb. **83c** **EASTER EGG DYE** Paas Pkg. **10c**

PRESERVES 2 lb. jar **39c** **PEARS** Halves Brimfull — No. 2 1-2 Can **39c**

TROUT Whole Frosted lb. **25c** **FIGS** Dainty Pak. Frosted 12 oz. pkg. **19c**

STRAWBERRIES Frosted 16 oz. Pkg. **55c** **MIXED VEGETABLES** Frosted pkg. **35c**

PEAS & CARROTS Birds Eye Frosted Pkg. **21c** **GREEN BEANS** Cut — Frosted pkg. **31c**

PICNIC HAMS Wilsons' lb. **43c** **FRUITS & VEGETABLES**

BACON Wilson — Quality Sliced lb. **43c** **VISIT THIS DEPARTMENT FOR NEW LOW PRICES OF QUALITY MERCHANDISE**

FLAV-R-JELL 7 Delicious Flavors Red & White Gelatine Dessert Pkg. **5c**

HUNTER'S

And What's More WE KEEP OUR PRICES DOWN!

Lower prices are here — right here at CITY FOOD — and what's more, they are here to stay. You'll be able to buy these foods at these prices today, tomorrow — and next week, too. We don't believe in misleading weekend "leaders." We believe in making every price a low price every day because, in our book, that's the only way to play fair and square with customers — the only way to make their shopping easier and really economical.

ADVERTISED PRICES ALWAYS ARE GOOD AT BOTH OUR STORES. SHOP THE ONE MOST CONVENIENT TO YOU.

OLEOMARGARINE, Nu-Maid 1 lb.	23c
VELVETTA, Cheese Food, Kraft 2 lb. box	73c
SHORTENING, Crustene, 3 lb. Carton	63c
PEACHES, Halves in Heavy Syrup, Hunt's 2 1/2	25c
COFFEE, White Swan 1 lb. can	49c
PIE APPLES, Comstock, No. 2 can	23c
SPINACH, Del Monte No. 2 Can	2 for 33c
PORK & BEANS Van Camp, No. 303 can	2 for 25c
MINUTE RICE, New, Already Cooked, pkg.	13c
PURE HONEY, Burleson, 2 lb. jar	59c
HOMINY, Van Camps No. 2 cans, 2 for	25c
CRACKERS, Hi-Ho, 1 lb. box	29c
CATSUP, Libby's 14 oz. bottle	17c
MACKEREL, Van Camp Tall Can	2 for 45c
PICKLES, Sour or Dill, Treasure State qt.	27c
PRUNES, Sunsweet Tenderized, 1 lb. box	21c

CELERY lb. 15c Fresh Fruits & Vegetables

Large Fancy & Crisp

CARROTS 2 17c Fancy lge. bunches for

TURNIPS 2 lbs. for 11c Purple top

RADISHES, Fancy large bunches, 2 for 9c

ONIONS, Green, Fresh, Crisp, Large bunches 2 for 17c

SPUDS, Long Whites 10 lb. for 49c

ORANGES, California, Plenty Juice 5 lbs. 44c

MARKET VALUES

HAMS, Small Average 1st Grade 1/2 or Whole	lb. 48c
BACON, 4-8 lb. avg., by the piece, 1/2 or whole	53c
STEAKS, Loin, AA Grade	lb. 69c
LUNCH MEAT, Assorted, lb.	39c

Mr. Dallas Phillips has been employed by our No. 1 Store to better serve your Grocery needs. He comes to us well-experienced and we join with him in inviting your trade.

CITY FOODS TORES

No. 1 at Second and Main Phone 15 No. 2 on East First Phone 430

MESSANGER NEWS

Erection of New Community Center Is Project of Messenger Residents

By MRS. BOB WYLY
About forty interested people in the community met at the home of Mr. and Mrs. Wilson Wyly Friday night to discuss the possibilities of building a community center. It was decided to raise money for the project by popular subscription. The drive thus far has been very successful. The building site will be located on the northeast corner of Cecil Northcutt's land, on the Harrison Highway.

Mr. and Mrs. J. E. Rouse are visiting relatives in Oklahoma this week.

Mr. and Mrs. Harris Evans and sons visited in the home of Winford Perry in Adrian Sunday.

Mrs. Cecil Northcutt is visiting this week with her daughter Latrice, who is attending Lindwood College in St. Charles, Missouri.

Mr. and Mrs. Elmo Jones of Lubbock visited in the home of Mrs. Jones' mother, Mrs. Josie Busby over the week end.

Mrs. N. A. Brown is ill in an Amarillo hospital.

Joey Poindexter has been confined at home the last week with the measles.

Mr. and Mrs. L. E. Beene spent the week end in the home of her sister, Mrs. L. E. Holland and family of Elida, New Mexico.

Mr. and Mrs. E. M. Jack and Mrs. Alta Wyly visited with Lee Wilson in Pearson, Oklahoma last week-end.

Mr. and Mrs. Walter Zukoski of Lorenzo, Texas were the week-end visitors of the W. H. Clements family.

Mrs. J. C. Poindexter of Lubbock visited in the home of Mr. and Mrs. T. J. Poindexter Tuesday of last week. Mrs. Poindexter is the grand-mother of T. J. Poindexter.

Heiselman Club Makes Gloves

The Heiselman Home Demonstration Club met Thursday afternoon in the home of Mrs. Robert Wingate with Mrs. E. L. Brown, president in charge of the business session.

Glove making was the order of the afternoon under the direction of Mrs. Oscar Bronnimon and Mrs. Henry Kinsey. Announcement was made that the meeting scheduled for April 4 has been changed and the club will meet on April 20 with the Ford Club at the Ford School. St. Patrick's Day refreshments were served to Mesdames Henry Kinsey, Johnnie Dosier, Oscar Bronnimon, E. L. Brown, Walter Lemke, Lorin Creitz, E. B. Pounds, A. H. Jordan, Robert Caldwell, and the hostess, Mrs. Calvin Murray and Mrs. Wellon Reno were guests.

Personals

Mrs. Seth Holman spent the first few days of the week in Amarillo visiting with Mrs. H. Neeley. Mrs. Henry Gooch returned to Hereford with her for several days visit.

Mrs. W. A. Teter left Wednesday morning, called to Woodward, Oklahoma by the serious illness of her sister, Mrs. Pearl Hellhart.

Dr. and Mrs. Jack Russell and mail son, Bill of Lubbock visited Sunday with his parents, Mr. and Mrs. W. H. Russell, Dr.

Russell is a chiropractor and has just opened an office at 2023 Broadway in Lubbock.

Earl W. Wilson, former judge of Deaf Smith County, now of Childreng, was in Hereford seeing to business interests Tuesday.

Cortland, Savage, son of Mrs. Alwyn Savage, returned to Childreng with Earl W. Wilson, and visited there Tuesday and Wednesday.

Cattle Shipments

(Continued from Page 1)

Dimmitt; Louis Woodford; Mike Flynn, Amarillo; W. Mac Jackson, R. J. Ramey, Olpe, Kan.; Murphey and Ryker, Riverton, Wyo.; Charlie Fristo, Lovington, N. Mexico; Reinauer Brothers, O. G. Hill, Jr., J. S. Kemp, Dimmitt; Mrs. E. Herring, Amarillo; Charles Mapes, Dimmitt; Allen Dawson, Amarillo; W. G. Russell, Amarillo; and Joe Waggoner.

Latest figures for the month of March bring the 1949 total of cattle shipments to 13,184 head. January listed 1,895 and February 816.

"I wouldn't estimate how many head of cattle are left in the county," said Wooddell, "but there are still plenty of animals around. April is going to be a big shipping month, too."

Present Day

(Continued from Page 1)

pointed out that when the weather was good you'd find several calves in the pasture with only one cow to watch them, but if a spell of weather was brooding, every cow would be right there with her own calf.

And one rancher pointed out, if the horses in the pen were playing around and acting pretty lively, there might be trouble afoot.

"Gauging the weather gets to be an unconscious process," said Francis Hardwick. "When you depend on your own guesses, you get to watching the sunrise and sunset every day. You watch the livestock to see how they are acting. I noticed that weather usually comes in four week cycles. If its blowing one Saturday, it will blow for four Saturday's straight. Dry spells and wet spells usually run in four week cycles, too."

Of course learning to read weather by the moon was another device they all learned back in "the good old days." Nature knew, and nature told. But could man read it? That was the test.

Now its all a matter of weather charts and wind currents, weather bureaus and newscaster radio reports. People look at the sunset, exclaim "how pretty," and never worry about what it portends.

Around Town

(Continued from page 1)

guard. Suffice it to say a word to the wise, etc.

Maybe man is getting more civilized. In fact it was just 41 years ago Wednesday that Sam Gilliland and L. H. Foster were down at Georgetown, Texas. And the occasion, a public hanging! Neither Foster nor Gilliland knew the other was attending the event at the time, and for the record it was legal justice, not a mob riot.

Is our face red? Yes! Sunday the Brang printed an interview from Richard Bush of Phoenix, Ariz., who recently moved here to go into the lettuce business. Our article estimated 1,500 cars of lettuce from 3,000 acres—but the head said "15 cars" of lettuce. The 1,500 cars (half car to the acre), is correct, and our headline missed by 1,485 cars which, after all, is a lotta lettuce.

And while we are in the business, here's another correction: Last week we said it was C. C. Bowman who informed the Brand that the South main paving stretch had been completed. Actually it was H. C. Bowsher who came in with the news. Bowsher's home is right at the end of the paving, which helps explain his interest in the project.

The modern age certainly has its ups and downs. Paul Harvey made a flying business trip to Oklahoma City Tuesday, leaving English Field that morning and returning the same night. His plane hit the Amarillo area about the same time those 90-mile-an-hour gusts of wind did, and Harvey says he got the full benefit of every air current in the Panhandle. Finally the plane made a landing at Lubbock to put the passengers back on good old terra firma, and around 10:30 that night returned them to Amarillo.

— Buy It In Hereford —

THE BAPTIST HOUR

Hear Gospel Messages ... Inspiring Music
Dr. J. D. Grey Preacher

STATION KGNC
7:30 A. M. 710 on Dial
Sunday, April 3
Subject: 'Consider Jesus'

1901 — 1949

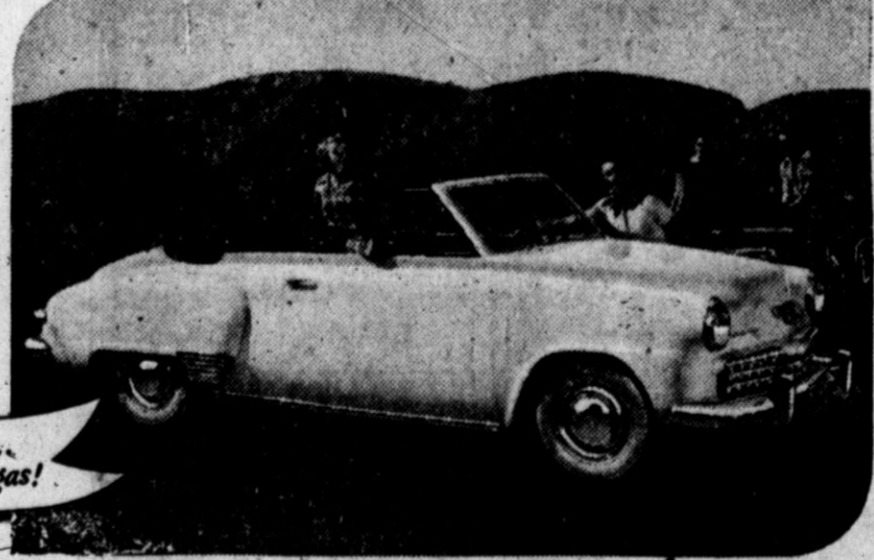
E. B. Black Co.
Furniture - Undertaking
AMBULANCE SERVICE — DAY OR NIGHT
We now offer \$150.00 Cash Burial Insurance Policy at Low Cost. See us!

Studebaker's the '49 buy word
for a timely new kind of operating economy

GAS economy is written all over every inch of a new Studebaker's streamlined structure.

No burdensome dead weight squanders any of the gas you buy.

How much this runs into savings, any owner of a postwar Studebaker will tell you. Stop in and get the names of some people to talk to about it now.



Many a stop for fun... seldom a stop for gas!

JOHN WOOD EQUIPMENT CO.
EAST FIRST STREET

COME IN *Singin'...* GO OUT *Singin'!*

SMOKY MOUNTAIN MELODY
with **ROY ACUFF**
GUINN (BIG BOY) WILLIAMS
RUSSELL ARMS
SYBIL MERRITT

On the Trail of Outlaw DECEIT!

TIM HOLT
"GUN SMUGGLERS"

STAR FRIDAY SATURDAY

Challenge to a Lawless Empire!

BOB MITCHUM
IN **NEVADA**
PLUS **Henry, The RainMaker**

TEXAS FRIDAY SATURDAY

Congratulations,
Thursday, March 31, through Saturday, April 2
Mr. and Mrs. J. F. Reinauer
Mr. and Mrs. J. M. Calhoun
Mr. and Mrs. Angus C. DeWolfe
Mr. and Mrs. G. M. Vincent

upon the occasion of your wedding anniversary.

Color by **TECHNICOLOR**

GENE KELLY
JUDY GARLAND
MICKEY ROONEY
JUNE ALLYSON
PERRY COMO

Words and Music
with **LENA HORNE**
ANN SOTHERN
VERA-ELLEN

STAR SUNDAY MONDAY TUESDAY

White-Hot Fury...
of MEN WHO HATE and... WOMEN WHO LOVE!

WILLIAM ELLIOTT
ADRIAN BOOTH
JOSEPH SCHILDKRAUT
BRUCE CABOT

THE Gallant Legion
TEXAS SUNDAY MONDAY TUESDAY

LEGAL NOTICE

ORDINANCE NO. 339 (First published March 24, 1949) AN ORDINANCE ANNEXING THE HEREINAFTER DESCRIBED TERRITORY TO THE CITY OF HEREFORD, DEAF SMITH COUNTY, TEXAS, AND EXTENDING THE BOUNDARY LIMITS OF SAID CITY SO AS TO INCLUDE SAID HEREINAFTER DESCRIBED PROPERTY WITHIN SAID CITY LIMITS, AND GRANTING TO ALL THE INHABITANTS OF SAID TERRITORY ALL OF THE RIGHTS AND PRIVILEGES OF OTHER CITIZENS AND BINDING SAID INHABITANTS BY ALL OF THE ACTS, ORDINANCES, RESOLUTIONS AND REGULATIONS OF SAID CITY

MASONIC BULLETIN Hereford Lodge 589 Stated meeting second Monday in each month. School of instruction each Thursday night.

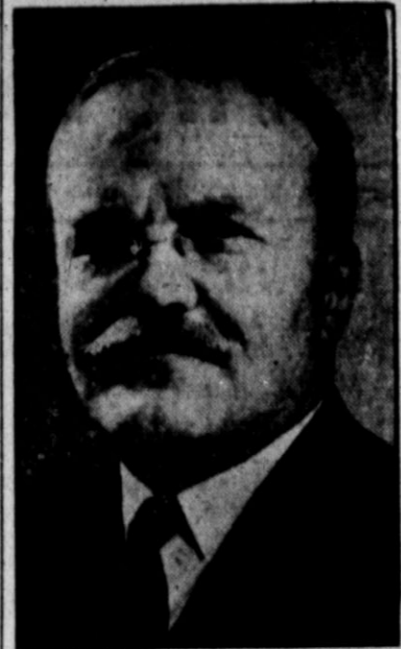
NOTICE OF MEETINGS ODD FELLOWS Each Monday Night REBEKAHS Each Tuesday Night

SONNY'S NEWS STAND Everything for your reading pleasure I solicit your magazine subscriptions. Intersection Highways 51 & 60

DR. MILTON C. ADAMS OPTOMETRIST 121 West Third Hereford, Texas Phone 37 Office hours—8:30 5:00

INSURANCE NEWS AND VIEWS IT'S HAIL INSURANCE TIME RIGHT NOW IS THE TIME TO PLAN YOUR HAIL INSURANCE PROGRAM ON YOUR GROWING CROPS With the prospects we have for wheat, it is well to think of Hail Insurance — and to think of ROSE & BARBER — the firm with 30 years of insurance and adjusting experience.

He's Out



Vyscheslav M. Molotov, above, remains a mystery to the world. The terse Russian announcement which declared that he was to be succeeded as foreign minister by Andrei Vishinsky made no mention of any post for which he may be slated.

fied to vote for members of the State Legislature; said affidavit of the above named parties further shows that each inhabitant of said territory who is qualified to vote for members of the State Legislature has had notice of and an opportunity to vote his or her choice in the matter of annexing said territory to the City of Hereford, Texas, and that a majority of those inhabitants so qualified to vote have voted in favor of becoming a part of said city; and

Senators Find Food For Talk

WASHINGTON (AP)— Food is an interesting subject to the U. S. Senate. A discussion of the Democrats' Jackson Day dinners and menus, became so long-drawn it delayed the Senate's lunch. Senator Brewster (R-Maine) started it when he said: "I felt that before any of us went to lunch it might regale us if we did have an opportunity to turn over on our tongues the delightful and apparently very delicious feast of Belshazzar with which some of our friends were regaled at the price, I am advised, of a hundred dollars a plate."

PERSONALS

Among the Hereford people who attended the Wayne King concert in Amarillo Sunday evening were Mr. and Mrs. Faust Collier, Dr. and Mrs. Will Graham, Mr. and Mrs. Hilton Higgins, Mr. and Mrs. Walter London, Miss Mattie Mae Swisher, Mr. and Mrs. Raylan Evans, Mr. and Mrs. Dub Hair, Mr. and Mrs. David Rogers, Myron Morgan, Mrs. M. E. Morgan, Miss Frances Young, G. T. Higgins, Misses Vigiie Lee Sparks and Nell Spradley, Dr. and Mrs. L. B. Barnett, Mrs. Elizabeth Womble, Miss Mildred Morehead, Mrs. Lake Dishman, Mrs. Hazel Sparks, W. A. Hacker, Mrs. Jim Witherspoon and Jerry, Misses Margaret Barrett and Phyllis Radovich.

Mr. and Mrs. Joe Kendall, Mr. and Mrs. Jeff Roberson, Mr. and Mrs. Sanford Smith, Mr. and Mrs. Andy Thomas, and Mr. and Mrs. Pete Smith returned recently from a vacation visit in Hot Springs, New Mexico.

and adopted by all members of the City Commission of the City of Hereford, Texas, on this the 17th day of March, A. D. 1949.



FRAME STRAIGHTENING WHEEL BALANCING FRONT END ALIGNMENT KINSEY Motor Company

STREET MAP OF HEREFORD, TEXAS BUSINESS and PROFESSIONAL DIRECTORY When in need of Prompt, Dependable Service... use this Directory

Hereford Wrecking Co. Highway 60 Complete Line of USED PARTS See us for Expert Repair Work of All Kinds!

HOUSE MOVING And Local Truck Work We buy and sell houses to be moved. J. F. MESSER LOCATED First House East of Gin on Highway 60 Rt. 1, Hereford

THIS SPACE FOR SALE

Gulf Service Station and Garage 1 miles west on highway 60 No job too big or too small. All work guaranteed EDWARDS-CASTER

The Candy Kitchen —Coney Islands —Home Made Candy —School Supplies 310 MAIN STREET

FIREPROOF FLOOR & WALL SAFES at The Hereford Brand

TRIPLE E CAFE Short Orders Steaks a Specialty A Nicer Place for the Whole Family to Eat 24-Hour Service ROY and ADA

J. K. (Dutch) FORE HAULING Local — Long Distance Specializing in Cattle Hauling PHONE 411-J

CARGRAY Butane & Propane GASES Complete service on all Butane & Propane systems. Appliances of all kinds Ensign Carburetors BLANTON BUTANE GAS CO. Highway 60 — Phone 551

Hereford News Stand Your Favorite NEWSPAPERS and MAGAZINES Fountain Service... Drugs... Sandwiches 301 Main Street — Phone 694

HEREFORD PLANING MILL SCOTTY BUCKNER "We Build Anything"

For REAL SERVICE and Quality Merchandise Try JIM BOOKOUT'S Standard Service Station and Hiway Cafe Highway 60

This Space For Sale

A. O. Thompson Abstract Co. Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.

McRight & Smith Garage AUTOMOTIVE and TRACTOR Supply and Service WELDERS 211 East 3rd Phone 23

MOORE'S are —Open 7 days a week —Open at 6:30 A. M. and Close at 9:00 P. M. —Headquarters for good Meats, Fresh Vegetables and a complete Grocery stock. —Headquarters for Gas and Oil Needs. MOORE'S GROCERIES GAS AND OIL Intersection Highways 51 and 60 Phone 156

PARKER BROTHERS PLANING MILL AND CONTRACTORS We build houses to be moved. Will build to your specification. Check our prices before you build. Cabinet work.

Gibson Plumbing & Heating Plumbing — Heating Work and Supplies Repair Work a Specialty FREE ESTIMATES Prompt and Courteous Service Phone 884, If No Answer, Call 207-M

FREE... Pick-Up and Delivery Service PHONE 160 It's like new — when we're thru... C & R Cleaners

WILKINS SHEET METAL AND ROOFING. All Kinds of Tin Work Air Conditioning and Heating Combine Repair FREE ESTIMATES — WE GO ANYWHERE Hereford and Tulla Located on East Hiway 60 in Hereford Phone 94

THIS SPACE FOR SALE PICK-UP AND DELIVERY SERVICE PHONE 111 ACME CLEANERS All Garments Insured 308 N. Main MADE-TO-MEASURE CLOTHES Hereford

24-Hour Service WESTERN BOILER & WELDING WORKS Portable Equipment W. L. LUGINBYHL 1-2 block off Highway 60 On Lawton Ave.

BIPPUS NEWS

Forty-Two Party is Held Saturday At The Bippus Community House

By CHRISTINE FORTENBERRY
The Community held a forty two party at the Community House Saturday night. Refreshments of cocoa, coffee, punch...

dren, Clinton Homfield and children, Jake Fortenberry and children, Misses Anna Kate, Chloe Dell, and Christine Fortenberry, Hugh Richard, Roy Fortenberry and Jimmie Bradley.

Mrs. Ann Jones Fortenberry visited in the home of J. G. Fortenberry Saturday. Mrs. Clinton Homfield visited in the E. K. Pinnell home Sunday.

Mr. and Mrs. Loyd Hare visited in the Jack Fortenberry home Friday. Mrs. Clinton Homfield, Mr. and Mrs. Dee Banks, Mr. and Mrs. E. K. Pinnell, Mrs. Hugh Fortenberry, Jake Fortenberry, Misses Anna Kate and Christine Fortenberry attended the Senior play in Adrian Wednesday.

Mrs. E. K. Pinnell visited in the D. C. Banks home Sunday. Those attending club in the home of Mrs. Clinton Homfield Wednesday were Mesdames Howard Dunn, Roy Sifford, Harry Harris, Julian Perrin, Dee Banks, C. V. Rickels, Jake Fortenberry, Misses Anna Kate and Christine Fortenberry, and the hostess.

Mrs. Irene Ballard and Jim Perrin went to Hastell to visit with their mother who is seriously ill, Tuesday.

Cora Lee and Mac Fortenberry visited in the home of J. G. Fortenberry Saturday. D. C. Banks and Barbara Dee visited in the home of Johnnie Louis Tuesday.

Jack Fortenberry and Zerrell

Parents Of Mrs. Tucker Injured In Auto Crash

Mr. and Mrs. Lee Morris, who were seriously injured in the automobile crash occurring last night about nine o'clock on the Canyon-Amarillo Highway are the parents of Mr. F. A. Tucker of Hereford. The Morris have been visiting here with the Tucker's since last Tuesday, and were returning to Amarillo with another daughter, Mrs. W. L. Hunter and husband when the wreck occurred.

Mr. and Mrs. Tucker were called to Amarillo last night, and spent all day Saturday with their parents, Mrs. Morris, who is under treatment at Northwest Texas Hospital, suffered a broken leg and severe shock, and Mr. Morris was undergoing treatment in St. Anthony's Hospital for a brain concussion. His condition was described as critical.

The car carrying Mr. and Mrs. Hunter and 18-month-old son, Roy Lee and Mr. and Mrs. Morris Lee was turning into the driveway of the Hunter's home on Canyon road when a car containing Jack Rogers, reporter for The Amarillo Times, and Ed Brown, newscaster for Radio Station KPFA, collided with them. The newsmen were hurrying to the scene of an earlier smash-up in which six people were killed.

Mr. and Mrs. Morris, both 66 years-old, live in Gainesville.

Thomas were Lockney shoppers Thursday, and they visited with John and J. C. Fortenberry while there.

Mrs. Richard Evans visited in the Jack Fortenberry home Friday.

Richard, Roy, Donald, Jake, and Hugh Fortenberry and Clinton Homfield attended the Clovis sale Wednesday.

Roy Fortenberry and E. K. Pinnell are hauling cattle for Clinton Homfield to Fort Worth this week.

Mrs. Dee Banks, Barbara Dee, and Mrs. Johnnie Tours visited in the J. G. Fortenberry home.

Mrs. C. F. Rickels visited in the Roy Pruitt home Monday.

Rev. James McFrittridge will conduct services at the Bippus Church Sunday, April 3.

Misses Anna Kate and Christine Fortenberry attended the senior play, "The Campbells Are Coming" in Hereford Friday.

Mr. and Mrs. Thomas Faulkner were called to Gainesville this week at the death of his mother.

Bodies Of Accident Victims In Hereford

Bodies of Dorinda Bond, 43, and her mother, Mrs. Ivy Victorious Bond, 66, accident victims, remained in E. H. Black Funeral Home in Hereford prior to burial at Bovina Monday afternoon, March 28, at 3 o'clock from the Bovina Baptist Church.

Both women died as result of a traffic collision near Canyon Friday night at around 7 o'clock. They had been to Canyon with Bob Lacy, former editor, and Carolyn Kelly, editor, of the Amarillo High school paper, both of whom were also killed. The paper is printed in Canyon, and the group had been there to check proofs when the accident occurred.

Mrs. Bond is survived by five brothers: R. H. Looney, Austin; Rush Looney, Hot Springs; Hall Looney, Idalou; Perry Looney, Bovina, and Reagan Looney, Bovina. Also four sisters: Mrs. Lou Thorpe, Houston; Mrs. Winnie Petty Scottsboro, Ala.; Mrs. Ivy-lu Watkins, Lubbock and Evelyn Macon, Bovina.

Miss Bond was journalism teacher in Amarillo High School

LEGAL NOTICE

(First published March 24, 1949) Notice is hereby given that on the 17th day of March, 1949, at a regular meeting of the City Commission of Hereford, Texas, an ordinance was duly passed and adopted, being ordinance No. 340, prohibiting any dog from running at large upon any street, alley or public grounds of the City of Hereford, Texas; providing for the vaccination of every dog kept or maintained in said city against the disease of rabies at least once each year; providing for the annual tax of \$1.00 on every dog kept or maintained in the City of Hereford, Texas, such tax to be paid on or before January 1st of each year; providing for the manner of taking custody of any dog found running at large upon any street, alley or public place of said city and the disposition thereof; providing for dog tags to be placed upon said dogs and providing for a penalty, not exceeding \$25.00, for the violation of said ordinance.

Said ordinance to take effect from and after its publication. W. E. Damerot, Mayor, City of Hereford, Texas. ATTEST: Mabel Barnhart, Secretary, City of Hereford, Texas.

Dawn HD Club Holds Meeting

Dawn Home Demonstration Club met in the home of Mrs. J. M. Carathers March 18. Members worked on their gloves during the afternoon. It was announced that the next meeting will be in the home of Mrs. Orval Galley April 1.

Those attending the meeting were Mesdames O. B. Southern, W. W. Wilcox, Orval Galley, C. P. Norton, Ray Stewart, Zed Stewart, A. C. Hershey, and visitors Floyd Walton, T. B. Newman, R. C. Childers, J. D. Finley and Miss Wilma June Wilcox.

FRESH SEA FOOD Every Day

BILL SMITH FRUITS -- VEGETABLES

Second & Sampson Hereford

SAFEWAY CABS

PHONE

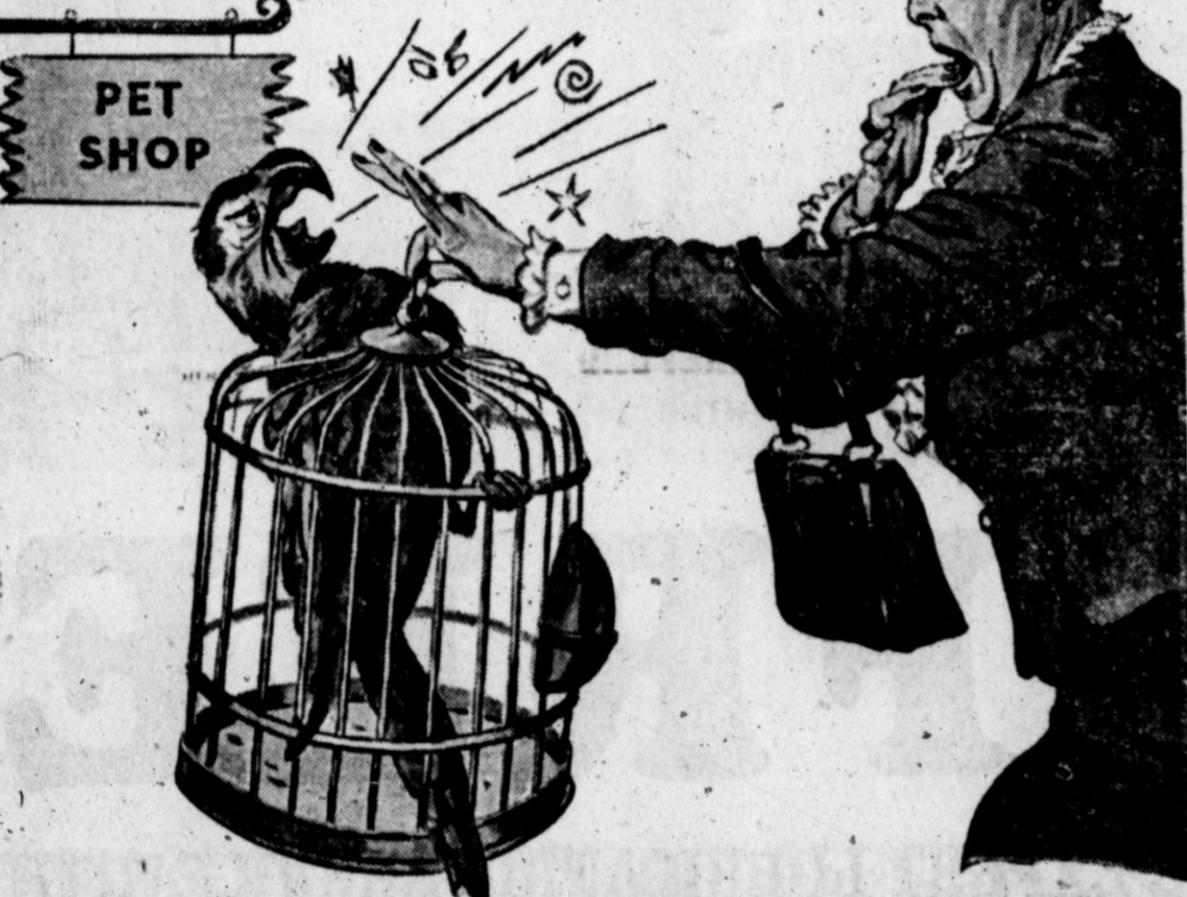
800 800

NEW CARS ONLY!

SAFEWAY CAB COMPANY BUS STATION BUILDING L. H. McMURRAY GENE BROWNLOW

BRANDED for what it is! MANN'S Malted Milk BREAD. Illustration of a man with a large loaf of bread.

A Change is in Order...



Change to OIL-PLATING!

QUIET!... Your car will keep its smoothness and power when you OIL-PLATE the engine with Conoco Nth Motor Oil. That's because there's an added ingredient in Conoco Nth that fastens a protective shield of lubricant right to the working parts.

GOES FARTHER! BEATS THE HEAT! REDUCES COST! Illustrations of a giraffe, a person sweating, and a Conoco Nth Motor Oil can.

THE WELL KNOWN HILLBILLY JAMBOREE AND Barn Dance Gang FROM Nashville, Tenn. WILL BE AT HEREFORD THURSDAY, APRIL 7 NEW FORD BUILDING Auspices Hereford Junior Chamber of Commerce Featuring POPULAR STARS OF NATIONAL RADIO NETWORKS



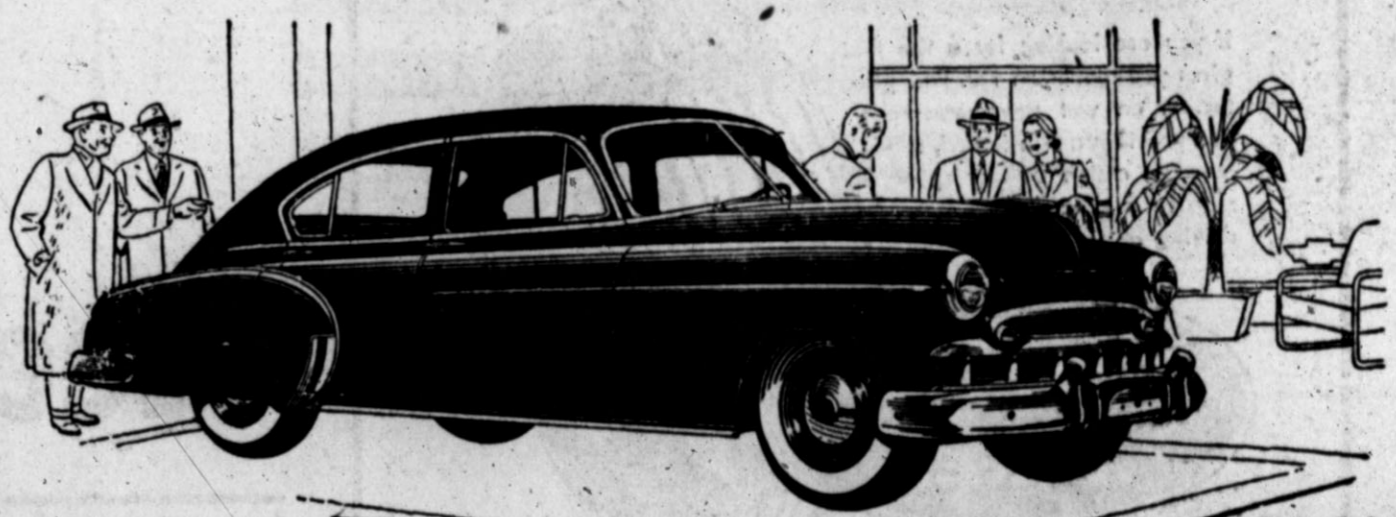
INCLUDING: MARY LOU & SCOTTY BANJO PLAYERS OF THE BLUE RIDGE JERRY & PEGGY - The Carolina Sunshine Girls TEX SPANGLER - Wizard of Steel Guitar ELMER SNEEZEWEED - World's Funniest Comedian GENE McDONALD - Noted Fiddler AND JOHNNY JOHNSON And His ALL STRING ORCHESTRA

DOORS OPEN - 8:00 P. M. SHOW STARTS - 8:30 P. M. Adults . . . \$1.00 Children . . . 50c (Tax Included) ONE TICKET GOOD FOR SHOW AND DANCE

Compare cars... compare costs... convince yourself

CHEVROLET

is the most Beautiful BUY of all



for all-round quality... for all-round value

The most Beautiful BUY for Styling

Overnight, men and women everywhere have singled out the new Chevrolet as the most beautiful buy of all. You'll find it's the most beautiful buy for styling, of course... for it alone offers the ultra-luxurious lines, colors, fittings and fabrics of Body by Fisher at lowest cost. And you'll also find that it's the most beautiful buy of all from every point of view, and on every point of value... because it alone offers all these advantages of higher-priced cars at the lowest prices and at such low cost of operation and upkeep!

The most Beautiful BUY for Comfort. You'll have the highest degree of comfort in Chevrolet's Super-Size Interior with extra-wide "Five-Foot Seats," extra-generous head, leg and elbowroom and the advanced heating and ventilating system of a car that breathes.

The most Beautiful BUY for Driving and Riding Ease—with new Center-Point Design. This remarkable 4-way engineering advance—including Center-Point Steering, Center-Point Seating, Lower Center of Gravity without loss of road clearance and Center-Point Rear Suspension—gives driving and riding results found elsewhere only in costlier cars.

The most Beautiful BUY for Thrills and Thrift. Here's the only low-priced car with a Valve-in-Head engine—the type now being adopted by higher-priced cars—and Chevrolet's world's champion engine holds all records for miles served and owners satisfied.

The most Beautiful BUY for All-Round Safety. You'll enjoy maximum safety with: (1) New Certi-Safe Hydraulic Brakes; (2) Extra-Strong Fisher Unisteel Body-Construction; (3) New Panoramic Visibility; (4) Safety Plate Glass in windshield and all windows; and (5) the super-safe Unisteel Knee-Action Ride.

NEW "DUAL-LIFE" RIVETLESS BRAKE LININGS—LAST UP TO TWICE AS LONG! Linings are secured to brake shoes by a special "Perma-Bond" process thoroughly tested and proved by millions of units under all kinds of driving conditions. Because there are no rivets to limit lining wear or score brake drums, lining life is practically doubled. Chevrolet is the first full-sized car in America to bring you this important braking advancement!

AMERICA'S CHOICE FOR 18 YEARS

First for Quality CHEVROLET at Lowest Cost

PITMAN SERVICE STATION CONOCO MAIN STREET & HIGHWAY 60 Phone WE FIX FLATS 588

KINSEY MOTOR COMPANY 224 E. THIRD PHONE 740

Hereford Oil Co

Wholesale And Retail Cosden Petro ANNOUNCES FORMAL OPENING FRIDAY,

Wholesale And Retail

GAS

OIL

TUBES

BATTERIES

TIRES

ACCESSORIES



THEY'RE SAFER

If you are looking for a tire that gives you maximum non-skid protection on wet pavements—one that provides a sure-footed, road hugging action at any speed, stop in and see these safer driving—



UNITED
Balance-Built
TIRES

United Tires are tops in mileage too. A wider, flatter tread means slower, more even wearing. Extra sidewall reinforcement protects you against blowouts and prevents trouble where failures usually occur. Dollar for dollar you can't make a better tire investment.

GET OUR LIBERAL TRADE-IN OFFER

FREE

FREE EXPERT LUBRICATION SERVICE WITH

Free Awards at 6 p. m. Friday

1st
ONE TIRE
PASSENGER CAR
AND
ONE OIL CHANGE

2nd
ONE TIRE
PASSENGER CAR

Sincere Congratulations
TO
Hereford Oil Company

Your new building is an outstanding addition to the progress of Hereford.

Please Accept
our
Heartiest Greetings
MILLER AUTO SUPPLY
Phone 72

Compliments

to
Hereford Oil Company

J. R. Fowlkes and R. N. Larmer
From

Hereford Lumber Company

WE APPRECIATE
the privilege of supplying so
many of the materials in this
modern addition to the busi-
nesses of Hereford.
GOOD LUCK!

We Join in Sending
Our Best Wishes

Your investment in this modern building
represents your interest and faith in a
growing community.

Congratulations
from
Hereford Parts & Supply Co.
Dale Tinnin, Mgr.
232 Main Phone 56

THE HEREFORD OIL COMPANY
BUILDING IS A CREDIT TO THIS
ANY COMMUNITY; IT IS A SPLE
DID ADDITION TO HEREFORD

I am pleased that you called upon
for the construction of this
modern building.

E. G. HUSTON
Building Contractor

Company

Premium Products

APRIL 1st.

**LOCATED
AT THE Y, PARK AVE. & HIGHWAY 60**

**OWNED AND OPERATED BY
J. R. FOWLKES AND R. N. LARMER**



EVERY 5 GALLONS OR MORE OF GASOLINE

Get Details Now! REGISTER!

3rd

ONE OIL CHANGE

4th

ONE OIL CHANGE

**Congratulations
Hereford Oil Company**

We're glad we were chosen to wire your new modern building — it is a distinct addition to Hereford—a move toward a better town.

**Witherspoon Electric
Company**

We Congratulate You

J. R. Fowlkes and R. N. Larmer

and wish you every success

Your
**Hereford Brand
Sunday Brand**

DISTRIBUTOR



*Stop at
the sign
of the
Cosden
Traffic
Cop!*

READY TO SERVE YOU WITH

**COSDEN HIGHER OCTANE GASOLINE
COSDEN ETHYL (Premium) GASOLINE
COSDEN PARA-FINE MOTOR OILS
VEEDOL 100% Pennsylvania MOTOR OILS**



College Photo Expert Heard At Camera Club

Tracing the history of photography since the inception of the lens about 400 B. C. Roger Whaley, photography expert from WTSC, spoke to members and guests of the Camera Club Thursday at their regular meeting in the Beta Eta Room.

He appeared as the second guest speaker in a series planned by the club.

Whaley outlined the development of the lens, pointing out the four different types of lens and their particular advantage to camera fans.

Elementary Lens

The most elementary kind is called a simple meniscus type, the kind found on the most inexpensive cameras and also the first type lens developed in history. It is essentially a prism to refract the light, but is the basic

principal upon which all lens designs are built.

The next developed was called a doublet lens. This type turns up on the better type box cameras, its advantages being that it focuses the light at one point instead of several points. As far as the camera fan is concerned this gives him a sharper image in his prints.

Third type, a rapid rectilinear lens developed about 1700 included the advantages of the other two, plus a second doublet lens. In this type they put one lens in front of the light aperture or shutter of the camera and one in back. These two lens work to counteract curvature lines which more simple lens types often form.

For example, with a simple doublet lens, a photograph with a telephone pole in the foreground would give the pole a slight curvature line. A second doublet lens cancels this effect.

The fourth and most effective lens is an astigmatic lens, which combines the advantages of the other three, plus an added combination of two different kinds of glass. On a print it gives better detail, sharper contrasts and enables one to enlarge prints more effectively. It reproduces the truest picture of the object and is the kind of lens used on all better cameras, news shots, portraits, etc.

This type was developed originally about 1881 in Jena, Germany, and has been in a perfecting process since then.

Whaley also outlined the history of photographic emulsion, relating that the first photographs were actually made about a century ago. Contemporaries,

Three Generations Of Ranchers



Little Joe Prince Maddox, 8, of Colorado City, listens intently to Texas Ranger Eddie Oliver as Oliver talks to the boy's grandfather J. P. Maddox (above, left) and the boy's father, Jim Maddox, operator of a sheep and cattle ranch at Colorado City. The picture was made during the 72nd annual Texas and Southwestern Cattle Raisers Association in Houston, Texas, March 22. (AP Wirephoto).

Daguer in France and Fox-Talbot in England were the first men to make successful photographs.

Photo Chemistry

After an intermission in the program, Whaley discussed the chemistry of photography, the involved processes in the chemistry of development, intensification and the formation of images on the lens.

Attending the meeting were Mr. and Mrs. Bill Wolfe, Mrs. Carl Perrin, Julian Perrin, O. B. Russell, H. M. Benson, Lawrence Krebs, Wyndell Cox, Bob Simpson, George LeGrand, Kenneth Coker, Henry Stahl, Dr. W. F. Graham, M. L. Simpson, Jap Dickerson, Elmer Patterson, Bill Patton, Ben Conklin and Curtis Traueck.

Tapeworms—there are several thousand kinds—infect almost all of the backbone animals of all kinds.

New 45 RPM Records Are Now On The Market

Urlin Streu announces this week receipt at Streu Hardware of the new 45 rpm records and record players, just recently perfected by RCA Victor Division after ten years of experimentation.

This new system of sound reproduction makes obsolete the standard 78 rpm players now in existence, although records for the former type will continue to be made so long as a demand for them continues. An adapter, which will fit conveniently on any type or make record player, is already on the market at a low cost.

Only seven inches in diameter, the new records are made of a plastic unbreakable material. All records are uniform in size, and the longest selections play

up to 5.3 minutes. One selection per record is the standing rule, and only one side of the record is used for recording. Up to ten records can be placed at once on the players, resulting in a playing time of more than fifty minutes without a change. Changes are completed in 1-1.3 seconds.

With a wide circle cut out in the center, together with the smallness of size, the records are simple to handle with one hand without touching the playing surface. Eighteen symphonies or more than 150 singles can be stored in one foot of bookshelf space—or records can be kept in desk drawers or between bookends without worry of being broken. Each record has a "shoulder" or region of padding around the center which protects playing surfaces from touching each other, either while on the changer or while stored.

Each record category has a special color. Red Seal classics are red, popular numbers are black, country and western records are green, children's records are yellow, blues and rhythm numbers are cerise, international records are sky blue, and popular classics are midnight blue.

Recorded entirely in the "quality zone" it is claimed that the new records are the first to be distortion-free over the entire playing surface. The new type-system is available in various forms—adapter, record players, radio-phonograph consoles, table models or in models with both the 45 rpm or 78 rpm mechanism.

In the early days of the telephone the instruments were often leased in pairs, permitting two stations to talk to each other but to no one else.

The Port of New York has a total shoreline of 771 miles in New York and New Jersey, with 2,000 piers, wharves and quays.



When you come here for any of the services we render, you get prompt action.

You'll like the friendly, efficient service of this home town group.

So whatever your financial program or need, come in and talk it over with your friends at the Hereford State Bank.

Remember our . . .

SAVINGS DEPARTMENT
SAFETY DEPOSIT BOXES



Blue Cross

Dues are due April 1st

Last date for payment is April 10th

PAY V. O. HENNEN

ELECTRICAL CONTRACTING
FREE ESTIMATES
LIGHTING FIXTURES—APPLIANCES
NIPPER ELECTRIC

307 MAIN PHONE 154 HEREFORD

300 PRIZES for all the family!

brought to you by the makers of
All-Aluminum Milk Bottle Caps

All-aluminum milk bottle caps are sparkling, new protective hoods already in use by hundreds of dairies across the land.

You'll like these sanitary caps especially because they are so easy to remove and to replace. You don't need any special openers to remove them, but you don't remove them

like old-fashioned paper hoods or plug caps either.

To help teach more people how to remove these new aluminum bottle caps the easy way, we've put the simple instructions into a limerick and are offering 300 worthwhile merchandise prizes for the best last lines.

Write the Last Line for this Limerick!

Aluminum caps come off so ner
Just turn and lift—a simple feat
Don't pry it or peel it
Snap back to re-seal it

For the best last lines added to this jingle, the prizes listed at the right will be awarded every 30 days.

HERE'S HOW YOU ENTER:

- Send to us, on a plain piece of paper, the above jingle with your own best last line added.
- Print your name and address, and the name and address of your dairy, on the same side of the paper as the jingle.
- EACH ENTRY MUST BE ACCOMPANIED BY 5 ALL-ALUMINUM MILK BOTTLE CAPS. They must be all-aluminum—not paper-lined aluminum or paper-lined steel caps—but reasonably exact facsimiles will do.
- Mail to ALL-ALUMINUM CAP CONTEST, Box 5147, Brightwood Station, Indianapolis 18, Indiana.
- You may submit as many entries as you wish, in each award period, as long as each is accompanied by 5 all-aluminum milk bottle caps or reasonable facsimiles.

RULES OF CONTEST—FIRST AWARD PERIOD IS FROM MARCH 1st thru MARCH 30th, 1949. SECOND PERIOD—MARCH 31st thru to APRIL 29th. THIRD PERIOD—APRIL 30th thru MAY 29th. Entries will be judged at the end of each 30 day period, winners notified and prizes awarded as soon as possible after that date. All entries, their contents and ideas, become the property of Basco Mfg. Co. Inc., and none will be returned. All entries will be judged for rhyme, originality, clarity and aptness of thought. Judges decision final. Duplicate prizes in case of ties. Any resident of the continental United States, except employees of Basco Mfg. Co. Inc., their advertising agency, and their families, may compete. Contest is subject to all federal and state regulations. A complete list of all prize winners will be mailed to anyone at the conclusion of each 30 day period if request is accompanied by a self-addressed, stamped envelope.



100

Prizes Every 30 Days

- First award period—March 1 thru March 30
- Second period—March 31 thru April 29
- Third period—April 30 thru May 29

1st—2nd—3rd
Hotpoint Automatic Dishwasher

4th—5th—6th
Hotpoint Washing Machine

7th—8th—9th
20-inch Power Lawn Mower

10th to 15th
Hotpoint Garbage Disposal

- | | |
|---|---|
| 15th to 20th
Columbia Boy's or Girl's Bicycle | 20th to 30th
GE Portable Food Mixer |
| 30th to 40th
Durham 5-piece Bridge Set (table and chair) | 40th to 50th
GE Automatic Steam Iron |
| 50th to 60th
GE Automatic Toaster | 60th to 70th
Actioned Ball Ceiling Fan |
| 70th to 85th
Delta Favorite | 85th thru 100th
Ballar States |

Send Entries to . . .

ALL-ALUMINUM CAP CONTEST, Box 5147
Brightwood Station • Indianapolis 18, Indiana

SEE WHAT YOU BUY • BUY IT IN GLASS!



1. Hold bottle with cap on top. 2. Turn cap with thumb and index finger. 3. Lift cap off bottle. 4. Snap cap back on bottle. 5. Repeat steps 1-4 for each cap.

Hereford Creamery Company
Cream O'Plains Milk & Butter



"Pickup? Watch it on the green light!"

THAT'S WHAT OWNERS SAY
ABOUT FAST ROAD-PROVEN
MER 1949 MERCURY ENGINE!

What gives this low-to-the-road, new 1949 MERCURY such a jump on the others? Look under the hood! That exclusive new MERCURY power plant is terrific! Owners say it's not only the liveliest, the smoothest—but the thriftiest engine they've ever driven! And it is!



1949 MERCURY SIX-PASSENGER COUPE
White side-wall tires and rear wheel shields are optional.

Make your next car the proven 1949



You can be sure your 1949 Mercury's got the flashing pickup—and everything else you expect of a 1949 car! For this long, low, road-hugging Mercury's been road-proven by thousands of owners for millions of miles! You can depend on its powerful, thrifty, new 8-cylinder, V-type engine! Its new front coil springing! New, easier steering! New "super-safety" brakes! New, broader, softer seating! New increased all-round visibility! See it—and you'll say: "It's Mercury for me!"

SEE YOUR NEXT CAR AT 2

MERCURY

Hereford Motor Company

Dudley Green

Hereford, Texas

Archie Scott

RCA VICTOR

ANNOUNCES

A Completely New System Of Recorded Music

Come in and play them yourself!



A complete symphony...
a Broadway Musical...
in the palm of your hand!

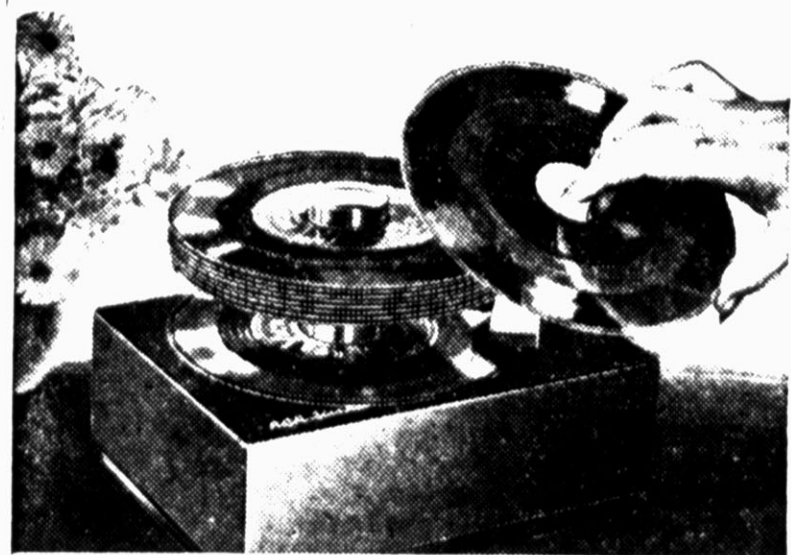
Now... music completely distortion-free! For the first time, all music grooves are in the distortion-free zone (away from the center). Never before such clarity and brilliance on records!

Now... albums and singles to fit your bookcase! An end to storage problems! The new RCA Victor records fit into a standard bookshelf... 150 to a foot!

Now... the best costs less! New non-breakable vinyl plastic records for less than conventional shellac recordings!

"Pops"... classics... every type of music in the same new 7" size... all play on the world's fastest changer!

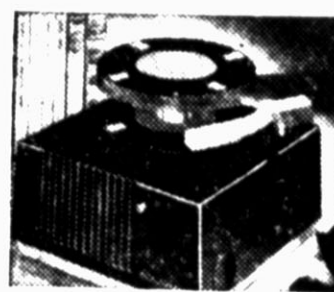
For the first time—a record and automatic player designed especially for each other



Enjoy the new RCA Victor system through your own RCA Victor 9JY radio or phonograph. This inexpensive automatic player can be quickly and easily connected to your present radio or phonograph regardless of make, AC operation.

ALSO OTHER TABLE MODELS AND CONSOLES

- A new kind of record—first to be distortion-free over 100% of playing surface.
- 7-inch non-breakable record can play as long as ordinary 12-inch.
- COSTS MUCH LESS.
- World's fastest record changer—plays up to 10 records automatically.
- Surest, easiest operating system ever.
- Records and albums fit into an ordinary bookshelf.



The new RCA Victor system in a complete phonograph. Less than 8 inches high... complete with self-contained speaker. You'll hardly believe so small a set could have such volume, could play such wonderful music, could cost so little. AC operation.

RCA Victor 9EY3

The modern, inexpensive way to enjoy recorded music

The new RCA Victor system of recorded music offers more advantages, more enjoyment than any other type of record or record-playing equipment ever designed for the home.

The non-breakable vinyl plastic records, the smaller size of record and equipment mean real savings. You can play exactly the music you want when you want it.

READ EVERY QUESTION AND ANSWER BELOW FOR AN AMAZING REVELATION OF NEW THRILLS IN STORE FOR YOU IN THIS NEW SYSTEM OF RECORDED MUSIC MADE AVAILABLE BY R. C. A. VICTOR.

What Is The New RCA Victor Record Playing System?

It is a Record and Record Playing Equipment, developed and designed for use with each other, to bring you the Most Perfect Reproduction ever devised for Home Listening.

Why Was A New System Necessary?

With the advent of the automatic changer mechanical difficulties were encountered because of lack of standardization of records. RCA developed its new system with the following objectives: 1. To develop a trouble free automatic mechanism for changing records. 2. To design the best record ever built, one with the following features: a. Distortion-free reproduction; b. Minimum surface noise; c. Maximum quality and tone; d. smallest practical size.

Why A 7-Inch Record?

The 7-inch record has many advantages:

easy handling, small, efficient, attractive, no storage problems, sturdier product with less wear same amount of music as recorded on a 10 or 12 in. record, the entire recorded surface limited to the quality zone.

What Is The Quality Zone?

It is that portion of the record in which no distortion occurs. The new RCA Victor record combines size and speed and groove size to produce a distortion free reproduction over 100% of the playing surface.

Is This A Long-Play Record?

No, the new record has a playing time of up to five minutes, twenty seconds.

Is The Changer Trouble-Free?

It is so compactly designed that servicing has been brought to a minimum—it has 75% fewer parts than the conventional changer.

Can I Use This System With My Present Radio?

Yes, you may purchase an attachment which will play through your present radio or phonograph, regardless of make.

Is The Player Completely Automatic?

Yes.

What Type Of Needle Is Used With This New Player?

There is no needle! This system uses an improved "silent sapphire" permanent point pickup.

How Much Cheaper Are The Records?

Up to 33% in albums, and 24% in single records, depending upon the type of entertainment you want.

Will The Fine Grooves Present a Problem?

No. The records are so designed, with a center shoulder providing air space between each record, that the playing surfaces do not touch while the records are on the changer or in storage. Further, the large center hole and the size of the record itself permits easy and careful handling of the record.

What Do You Mean By A Color Code?

Each musical category will be recorded on a different color record! This permits you to segregate your record library into classifications by means of color identification.

How Heavy Are The Albums?

For example, a four-record set weighs a mere 6½ ounces as compared with the old album weighing 4½ pounds! Every record, in an album, or individually, is enclosed in a protective transparent cellophane sleeve.

See It - Hear It
Play It Yourself

AT STREU'S