

HERE ARE THE architect's sketches of the proposed Hereford High school. Construction of this building is the main purpose of the million-dollar bond issue which will be put before the voters in the early days of March. The funds which are not necessary for construction will be used to convert and remodel buildings for their new use wisely located by high school students. The new school, if approved, will be erected on the site of Whiteface field. Members of the school board have been visiting various civic clubs in Hereford and explaining the need for the new high school.

Commissioners To Protest Fund Cut

C of C Heads to Visit Sugar Beet Refinery

Three directors and the secretary-manager of the Chamber of Commerce will leave Monday for Swink, Colo., to discuss the beet situation with officials of the Holly Sugar Company.

Robert Veigel, J. R. Allison, and Don Zimmerman, directors, and Tom McFarland, manager, will make a trip through the Holly plant to get the complete sugar beet picture.

McFarland said the St. Louis valley is the only place in the central part of the United States where sugar content and tonnage per acre surpass the sugar beets grown in Deaf Smith county.

Last year 3256 acres were planted to beets in the county, with a good tonnage per acre harvested, but the sugar content was not as high as in previous years. Experts say the condition may have been due to a blight which hit the crop during the unusual summer rains. Sugar beets have been raised here extensively since 1947.

Mr. and Mrs. Herbert Haseloff and children are spending the week end in Vernon, helping her mother celebrate her birthday.



ALLRED



BYBEE

Jimmie Allred, top was named district chairman of the Deaf Smith district of the Boy Scouts of America last week. O. L. Bybee, lower photo, was elected vice-chairman.

A delegation representing the Deaf Smith County Commissioners will go to Austin Tuesday to lodge a protest before a legislative committee studying a proposal to discontinue the one cent per gallon gasoline tax on funds distributed to counties for the state road construction purposes.

The committee will be holding a hearing Tuesday night of the bill, which would give the residue of this tax payment to the state highway department. This arrangement would make it necessary for each county to secure its funds from the highway department.

Under the present set-up, each county is given a share of the fund. Distribution is made on the basis of four factors: Road mileage, car registrations, population, and valuations.

During the past 10 years, Deaf Smith county has received about \$100,000 from the fund. This money has been used for purchases of right-of-way for county and state highways, for opening of rural roads, and for engineering expenses incurred in this work.

It is the discontinuance of the fund from which the above work has been possible that the county commissioners will be protesting.

During these past 10 years, one-fourth of the state gas tax has gone toward retirement of county and state highways that have become a part of the state highway system.

Those counties with no bond (Continued on Page 2)

School Board Warns of Space Shortage by 1953

Declaring that Hereford schools will be hopelessly overcrowded in 1953 unless additional high school facilities are provided, S. H. Slagle and Howard Gault, board members Wednesday told members of the Lions Club details regarding the proposed million-dollar school bond issue.

"Unless additional room is provided by 1953 we will have to make the choice of housing classrooms in the churches, or of cutting attendance back to half-day basis for several grades", Slagle declared.

Another point brought before the meeting covered information regarding the employment of Macon O. Carder as architect. The particular phase of the discussion resulted from a question from the floor and was answered by Supt. George Graham, who reviewed the situation as follows:

"Macon Carder of Amarillo was employed some five years ago as architect on the grade school and high school gymnasium, he said. However, after building Shirley School we had \$117,000 with which to build the gymnasium and the lowest bid was \$139,000. In view of the probable necessity of a high school, the board decided not to build the gym and in 1949 found it necessary to use the \$117,000 for adding new classrooms to Shirley School.

"At this time we paid Mr. Carder \$4,500 for the gymnasium plans," he declared, pointing out that the amount represented 3.2, which he said is customary with any reputable architect.

Mr. Graham further stated that Mr. Carder allowed the Hereford district a credit of \$1,800 of the \$4,500 amount when he accepted the commission of handling architectural work of the present proposed high school building.

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Cemetery Association Votes for Perpetual Care Memorial Plan

At a meeting of the Hereford Cemetery Association Tuesday night, members voted by a 92 percent majority to convert the present association into a Perpetual Care Cemetery Association and a board of trustees was appointed for the new organization.

Trustees are B. M. Wiltshire, Henry Sears, and J. R. Allison. The perpetual care plan was made possible by the Legislature of Texas in 1945. Under terms of the law passed at that time a cemetery is established with a fund which is invested to give sufficient returns to keep the cemetery in outstanding condition. Members of the Hereford association have completed a plan by which the community can qualify as a perpetual care memorial. The cost is not prohibitive.

Application for a charter for the local perpetual care association is now in Austin.

All who are interested in the association are requested to contact members of the board.

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Father of J. W. Whelan Dies in Everett, Wash.

J. W. Whelan flew to Everett, Washington, Monday night to attend the funeral of his father, J. S. Whelan, who died suddenly Monday morning. Funeral services were held Tuesday.

Mr. Whelan, age 66, had lived in Everett about 25 years.

School Bond Issue to Voters Soon

Around Town

SIGHTS, FACES SEEN

John Aikin requests that everyone who still has an iron lung collector, milk bottle, or scroll used in the March of Dimes drive take them by Tuesday night to Harry Cayler, polo financial chairman, at the First National Bank. When complete results are in for the drive, Aikin said it will amount to as much, if not surpass, last year's total.

The Garden Beautiful Club presented \$400 to the beautification project for the hospital grounds. Two years ago the club started working on funds for the program, with their principal project being the tour of Hereford homes, an event they plan to repeat in about six weeks.

An American Legion zone meeting will be held Tuesday at 7:30 at Dimmitt, according to C. O. Wilkins, local Legion commander.

The Jaycee Bosses' night dinner is to be held Tuesday night at 7:30 at Hotel Jim Hill where Charles Dean, a humorous speaker from Plainview will be featured. Seems there is still some argument as to whether the wives of the Jaycees, or the employers of the Jaycees are the "bosses", but Dick Lucas, president, says it's the employers.

Powell Is Released On \$5000 Bond This Week

S. L. Powell, Jr., who was indicted by the grand jury last week, has made bond of \$2500 on each of two counts of forgery and has been released from the county jail, according to Sheriff J. C. Reese.



Mrs. Thornton, Age 100, Breaks Hip in Fall Saturday at Farm Home

Mrs. N. A. Thornton, age 100, is in Deaf Smith County hospital with a broken hip as a result of a fall early yesterday morning at the farm home of her grandson, Morey Bussell, with whom she lives.

Mrs. Thornton, the active little lady who was honored by the entire Panhandle when she celebrated her 100th birthday on November 7, started to look at the clock at about 3:45 yesterday morning when she slipped and fell. She also suffered a sprained arm and bruises.

Mr. and Mrs. Bussell, hearing her cry for help, found her lying on the floor. He rushed to Friona, 17 miles away, for an ambulance, which took her to Friona and then brought her on to the hospital here.

In telling the story of her life to reporters on the occasion of her birthday celebration, "Grandma" Thornton said she

had seldom been to the doctor and had never had a broken bone in her 100 years. Until a few months ago she still did bending exercises and was able to touch her feet without bending her knees. In recent months she has stayed as active as possible, never allowing anyone to wait on her.

Making her own bed, reading her Bible, writing letters to her numerous descendants, crocheting, and tating are activities which have kept Mrs. Thornton from becoming lonesome at the farm home, which is in Deaf Smith county, a few miles southwest of Bootleg, although the children and grandchildren, with whom Mrs. Thornton has made her home, have come and gone, she has lived on the same farm in Deaf Smith county.

(Continued on Page 2)

A special election for voters in the Hereford independent school district on the proposed million-dollar bond issue to construct a new high school will be held in the early part of March, according to A. J. Schroeter, president of the board.

Schroeter said Saturday that the school board will meet in a special session Tuesday night at 8 p. m. with the bonding attorneys for the prospective bond purchasers to adopt legal papers to order the election and set up the date of the election.

The president explained that at first, the board was under the impression that it was necessary to give a 20 or 30 day notice of a special election. This information, however, proved to be inaccurate and they were informed that the election could be called sooner.

The bonding attorneys told the board that a minimum of 10 days notice was all that was required by law. The 10-day limit excluded the date of advertising the election and the election day itself.

Further information on the progress of the legal procedure and the dates for the special election will be carried in The Brand as they develop.

Mrs. V. Hennen Chairman of Cancer Drive

Mrs. Virgil O. Hennen of Hereford has been selected as Deaf Smith county chairman of the American Cancer Society, according to an announcement from state headquarters.

Mrs. Hennen will direct the educational and membership drive of the American Cancer Society during April, appointing community chairmen and organizing a county-wide public education program. A message of congratulation was sent by Mr. Peddy to Mrs. Hennen, expressing appreciation for her acceptance of this post of leadership.

Other cancer control leaders in this county are Louis B. Barnett, M. D. and Mrs. Jess Carter.

Grand Opening of REA from 2-9 PM On February 14

The Deaf Smith County Electric Cooperative Inc. will hold its grand opening on Wednesday, Feb. 14.

Open house will be held for the general public from 2 p. m. to 9 p. m., according to Leo Forrest, manager.

Several power use supervisors for the Texas REA will be on hand to demonstrate the proper use of electric appliances.

Plans Near Completion for Rotary Club Junior Livestock Exhibition

Plans are taking shape rapidly for the fifth annual post-war Hereford Rotary Club Junior Livestock show which will be held Thursday, Friday, and Saturday.

Outstanding features of this four-county livestock exhibition will be the showing, judging, and the sale of some of the best pigs, calves, lambs, and poultry in Deaf Smith, Farmer, Castro and Oldham counties.

Two other popular features of the three-day event will be the barbecue sponsored by the Rotary club on Saturday and the parade at 1:30 p. m. Saturday.

Francis Hardwick, chairman of the barbecue committee, said serving will start at 11:45 a. m. and end at 12:30 p. m. Saturday. The barbecue will be served in the Norton building, Hardwick said.

Cash Prizes A total of \$353.50 in cash prizes will be awarded to the prize exhibits at the show. The schedule of awards is broken down as follows:

Calves—Grand Champion, \$35; Reserve champion, \$35. Prizes donated by the Rotary club. Heavy calf prizes will total \$43 for eight placings. Lightweight calves will total \$43 in prizes for eight placings also.

Grand champion lamb will be given \$10; Reserve champion

will be awarded \$7.50. Prizes donated by the Kiwanis club. A total of \$16 in prizes will be awarded for the first six placings in the other (all other) category.

Champion Porker The Grand Champion porker will receive \$15 donated by the Lions club and the Reserve champion will be given \$10, also

(Continued on Page 2)

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(Continued on Page 2)



VERN HICKERSON, popular magician from Amarillo, was the featured performer at the Rotary club's "ladies night" Friday evening at Hotel Jim Hill. Other numbers on the program included Mrs. George McLean, who sang and played the ukelele, and the Amarillo high school quartet comprised of Walter Foster, Adam Ortiz, Bob Davis, and Ken Box. About 150 Rotarians and Rotary-Anns attended the pheasant dinner.

NORTHWEST HEREFORD NEWS

Surprise Party Is Held; Cultural HD Club Studies First Aid

By Mrs. R. C. Childers
The Cultural Home Demonstration Club met in the home of Mrs. Wayne Johnson Thursday. Roll call was answered by 10 members.

into one of Jack Renfro's small houses and are employed by Mr. Renfro.
Mr. and Mrs. Earl Johnson and Mrs. R. C. Childers were callers in the home of Mr. and Mrs. B. F. Block Monday.

Ortho Noland Pleads Guilty on Saturday

Otho Noland of Hereford pled guilty to passing a worthless check Saturday morning before A. J. Schroeter, acting county judge.
Noland was fined \$1 plus costs of \$28.30 and made restitution of the \$5 worthless check to W. R. Williams.

Red Cross Special Group Workers Named

Robert Thompson, chairman for the annual Red Cross fund drive in Deaf Smith county, announced the names of additional workers.
Thompson said, "Although March is usually considered as Red Cross month, the divisional chairman and I plan to make a one-day canvass on Tuesday, February 27." Goal for the drive is \$6273.

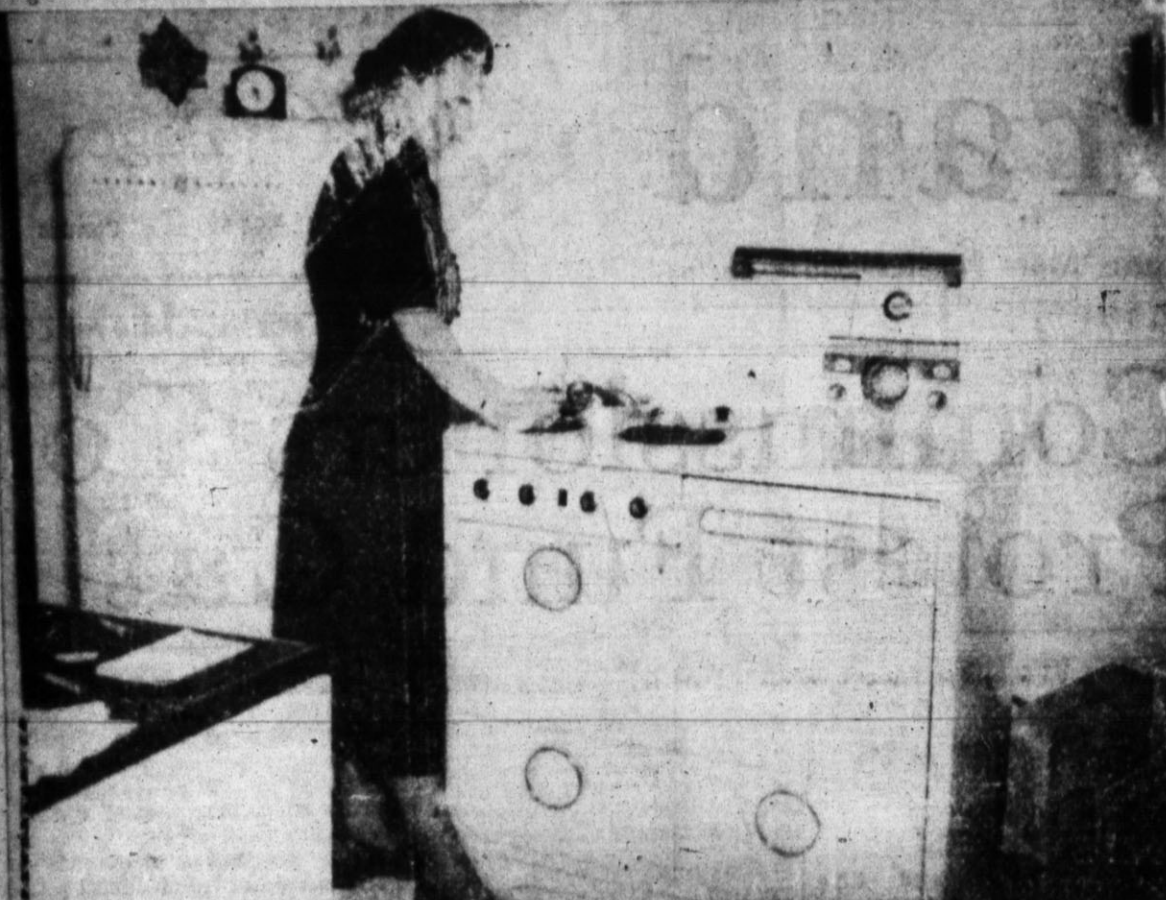
Those named to the special groups division under the chairmanship of Miss Della Stagner are:
T. E. Seigler, hospital; LeRoy Price, post office; Mrs. Dettman, high school; W. L. Thompson, junior high; Ethel Womble, Central school; Mrs. W. T. Legg, Shirley school; Sr. Vitalis, St. Anthony's school; Fred Baird, courthouse; Mrs. Zula Gilliam, City hall; and Grant Fuller, Hereford clinic.

County

(Continued from Page 1)
to retire have shared in the fund payments under the same basis of population, registrations, valuation, and mileage.



DIRECTORS OF THE REA are seated at their modern council table in the new REA building where a formal opening is being held Wednesday, February 14. The background in the photo is a light green folding leather partition which separates the directors room from the office at the entrance to the building. When not in use, the attractive partition folds back to reveal the modern kitchen at one end of the director's room. From left to right, are Sloan Osborn of Friona, G. T. Watkins of Bovina, Chairman of the Board T. E. Seigler of Hereford, Joe Birk- enfeld of Nozareh, and Dewey Wright of Dimmitt. Two directors, Tom Draper of Hereford and H. H. Miller of Dawn, were not present when the photo was made. —Brand Staff Photo



MRS. LEO FORREST, wife of the manager of the Deaf Smith County Electric Cooperative, is shown turning a roast in the deep well cook or of her electric stove. The Forrests live on Route 3, Hereford, so Mrs. Forrest, like many other housewives in Deaf Smith, Parmer, and Castro counties, would not be cooking with electricity of the present time were it not for REA.

Livestock

(Continued from Page 1)
Total awards for other classifications are: DUROCS (225 lbs. and over) \$15 for five places; CHESTER WHITES (225 a.n.d. over) \$15 for five places; DUROC (under 225) \$15 for five places; CHESTER WHITES (under 225) \$15 for five places.
POLAND CHINAS (225 a.n.d. over) \$15 for five places; Under 225, \$15 for five places; HAMP- SHIRES, 225 and over, \$15 for five places, \$15 for five places in 225 and under.
ALL OTHER HOGS, \$15 for five places in both above and under 225 pounds.
The grand champion male and the grand champion female chicken will be awarded \$250 each by the Jaycees.
Parade Marshal Bruce Woodell will be parade

marshall for the parade, which will begin at 1:30. He predicts the parade will even be larger this year than last when 56 entries participated, forming a solid line from Sixth and Main north to Park Avenue and then east to the high school. Featured will be 7 or 8 high school bands, commercial entries, 10 riding clubs, floats from many clubs of the county, and individual entries.
Riding clubs invited to participate include Dalhart, Pampa, Portales, N. M., Littlefield, Levelland, Lubbock, Dimmitt, Clovis, Tucumcari, N. M., San Jon, and Amarillo. Invitations were extended to the clubs for the Rotarians by the Hereford Riders.
Miss Doris Mahaffey, assistant HD agent, would like the FFA and FHA boys and girls to get their leg bands for poultry and entry blanks from the home demonstration office or the county agent's office in the court house.

from the fee previously paid on the gymnasium which we did not build."
Regarding the architectural fee on the proposed bond issue, (estimated \$750,000) which will be used to build a high school building, Mr. Graham said in case the bonds issue fails to pass that Macon Carder will receive one-half of one percent which will remain as a credit against the total architect fee if plans are used at a later date.
No plans and specifications are to be drawn unless the bond issue passes.

Hopson Is Injured In Auto Accident

Alfred Glenn Hopson, 19-year-old son of Mr. and Mrs. Earl Hopson, is in Deaf Smith County hospital recovering from injuries received in an automobile accident Friday evening about 6:30. Hopson has a back injury, not on the main spinal column. His condition is not serious.
Hopson, driving a 1950 Dodge pickup, was accompanied by a friend, Reuben Knox who was uninjured. The boys were going toward Summerfield, and the accident occurred near the Hereford Cannery. Hopson said he was driving about 50 or 55 miles an hour when a truck in front of him started to turn off the road. In an effort to miss the truck, he swerved the pickup. The back skidded until it hit the dirt at the edge of the pavement and the pickup turned over.
An estimate of damage to the pickup had not been made by noon yesterday.

Breaks Hip

(Continued from Page 1)
ty 30 years.
Nurses at the hospital inquired about her diet, and were surprised to learn she can eat everything she wants, despite the fact she has only four teeth and they don't hit when she chews.

School

(Continued from Page 1)
lum plans in the proposed building, and will not lose one cent

FOR SALE

Community Cleaners Reason for Sale: Owner Must Go Into the Service W. G. OWEN

We Congratulate The Deaf Smith County Electric Co-op On the Opening Of Their Fine New Home

This Plant Is Protected By An All Steel Galvanized "Realock" Chain Link Fence!

We Have Steel Fencing Available NOW For All Purposes - Write or Phone For FREE Estimates.

Western Fence Co. 2505 East 3rd St. Amarillo, Texas

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BUY A POMONA PUMP!

Declare your independence of weather... with a Pomona Deepwell Turbine Pump and a modern irrigation system. With a Pomona you'll always have the water you want... where and when you want it.
Only Pomona gives you the four big features in one pump that add up to lowest cost-per-gallon irrigation.



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Hereford Cagers To District IA Tourney Feb. 15

Hereford high school's cagers will go to Phillips, Texas on February 15 where they will compete in the District IA basketball tournament.

The first game for the White-face courtmen in the single elimination tournament will be against the Phillips high school quintet Thursday, Feb. 15 at 9 p. m.

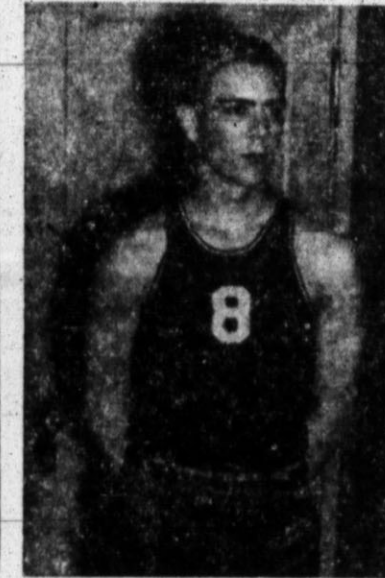
The tourney will be held February 15, 16, and 17.

Coach Wayne Stark said the following players would make the trip:

Bob Mathers, Ray Graham, Billy Gene White, Bill Kelly, Orlin Teed, Kenneth Brock, Raymond Dement, Johnnie McBroom, Marshall Wilson, and Bill Engman.



Wilson



Engman

Track Practice Now Underway for About Thirty Hopefuls

Coach Dalton Criswell said this week that uniforms have been issued to 30 track hopefuls who are not participating in basketball at Hereford high school.

Practice will get into high gear after the end of the cage season.

The boys will be working hard pointing for the district track meet at Canyon on April 7.

Dinner-Bridge Party Enjoyed

Mr. and Mrs. Richard Winget hosted a dinner-bridge at their home Friday evening.

The Valentine motif was used throughout in decorations and red carnations centered tables laid for four.

Contract games were enjoyed after the 4 course buffet dinner.

Those included in the party were Mr. and Mrs. R. A. Daniel, Jr., Mr. and Mrs. Herbert Hasehoff, Mr. and Mrs. Stan Barrett, Mr. and Mrs. George Huggins of Vega, Mr. and Mrs. Earl Stagner and the hosts.

IN THE SERVICE

Parents Send More Names of Sons In Service; Brand Seeks Addresses

Here are some addresses of servicemen sent to The Brand for publication:

Devl J. Martin
U. Division
USS Sitka Bay
CT. CVE-86
c/o FPO

San Francisco, Calif.
Darl said in his letter to his parents that it is colder in Japan than it was here in Texas when one of the Texas blizzards come up. He is on a carrier going from the U. S. to Japan. He completed his third year in the Navy on February 9. During those three years, he has been in Alaska and Washington also.

Pvt. Duane B. Williams
US 54039138
Service Co. 160th Inf.
40th Inf. Div.
Camp Cooke, Calif.

W. N. Mitchell, QM, USN
LST 914
c/o FPO
San Francisco, Calif.

Pvt. Mayes J. Mitchell
RA 18364978
Btry B, 300th AFA Battalion
APO 660
c/o PM
San Francisco, Calif.

Both the above boys are sons of Mrs. R. L. Calhoun of Hereford. Mayes was formerly at Camp Lewis, Wash., but is now enroute to the army replacement center in Yokohama, Japan. After spending two weeks there he will be sent to Korea. He left the U. S. on January 29.

First Lieutenant James Wood of the Second Armored Division, Fort Hood, is spending a week on furlough visiting in Canyon and Hereford. Until he went into service three months ago, Wood was employed at Eubanks Accounting Office. A veteran of four years service in World War II, Wood is now a personnel officer. He says he's making it all right, but if he had his "druthers," he would just as soon be home.

Lt. Merlin L. Conklin, son of Mr. and Mrs. Lee Conklin, has been promoted to the rank of Captain. He is stationed with the 15th Air Force at March Field, Riverside, California. A command pilot on a B 29, Capt. Conklin is test pilot and check pilot for his squadron. He served 3 1/2 years in World War II and has been back in the service more than two years, four months of which were spent in Korea.

Hospital Notes

Patients in Hospital: Alfred Glenn Hopson, accid.; Mrs. Henry Kuper, Summerfield, med.; Mrs. J. A. Hanegan, surg.; Phil Miller, med.; Mrs. W. J. Richardson, OB; J. B. Hill, Portales, N. M., med.; George Lutz, med.; J. F. Cheatham, Summerfield, med.; Mrs. L. J. Livesay, OB; T. O. Sparkman, Sr., surg.; Earl Glenn, Dimmitt, surg.; Mrs. B. B. Hudson, med.; Mrs. W. C. Flack, surg.; Mrs. Ida Mae Vaughn, surg.; S. E. Burlison, med.; Mrs. Geraldine Carr, OB; Mrs. Barry Orr, med.; Carroll Don Martin, med.; Mrs. Claude L. McGowan, Jr., Summerfield, OB; Mrs. T. J. Presley, Friona, surg.; Mrs. R. J. Giles, med.; Mrs. Elmer Jones, surg.; Mrs. L. J. Ohlig, OB; Cynthia Walls, med.; Mrs. Mark Koenig, OB; Mrs. Geo. B. Pace, OB; Mrs. N. A. Thornton, Friona, ortho.

Patients Dismissed: Joe L. Hamilton, surg., 2-10; Opal Roberson, med., 2-29; Mike Prather, med., 2-10; Chester Wiggins, med., 2-9; Jack Parsons, tonsil, 2-9; H. C. Angelo, surg., 2-9; Mrs. Ira Scott, med., 2-8; Betty Boone, Amarillo, med., 2-8; Bill Kuykendall, med., 2-8; J. Ray Scott, med., 2-7; Mrs. J. F. Cheatham, Summerfield, surg., 2-7; Mrs. H. E. Miller, med., 2-7; Mrs. J. W. Drake, med., 2-10

Births: a son, Thomas Lee, to Mr. and Mrs. Claude McGowan, February 7; a son, Lyle James, to Mr. and Mrs. L. J. Livesay, February 9; a son to Mr. and Mrs. George B. Pace, February 10; a son to Mr. and Mrs. M. Koenig, February 9.



Lay - A - Way
Now for
Spring
and Easter

is blooming
in our
Style
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Fresh as a Daisy—
Skirt and bolero of Cape Cod cloth.
White pique blouse and a leather belt.
There's a buttonhole in the bolero
so you can keep spring flowers up to date.
See editorial credit in March SEVENTEEN.
Carlye, St. Louis. Sizes 7 to 15.



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Valentine Gift
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Feminine Wearables!

Bolero on: an ensemble! Bolero off: a sundress! Geometrically printed sheer moves softly in the skirt, the bodice and bolero of crisp Salyna cloth. Black and Navy. Sizes 8 to 18.

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County Electric
Co-op on the Opening
of Their Lovely
New Home.

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THE CISCO KID
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Chrysler Industrial Motors Sales & Service McCullough Motor Co. 411 W. 1st. Ph. 17 B-1-9-1fc

Hereford Glass Co. Expert Car Glass Installation Table Tops and Window Glass 1002 Park Ave. Ph. 1425 B-1-16-1fc

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FERTILIZER From Commercial Feed Lots At Western Stock Yards loaded on your truck at \$1 yd. or \$2 ton. Call or Write KENNETH BUSICK Phone 3-4727 1335 Bellaire, Amarillo or call SID CARTER At Western Stock Yard in Amarillo B-1-32-8c

SAVE ON FEED Use Your Grain and Hay In A Balanced Ration Complete feed milling, processing available to you for custom feed manufacturing. We can furnish ingredients you need to mix with what you have. GRINDING MIXING MOLASSES BLENDING SWEET CUBES Also BULK MOLASSES For information and schedule write or call RODGERS GRAIN CO. Dawn, Texas B-1-30-8c

FOR SALE: Two Aerona Airplanes \$650.00 and \$750.00. Will trade on car, pickup or tractor. See Jesse Wofford one mile So. on 51. B-1-23-5-4c

FEW BUSHELS Markus Storm-proof Cotton seed. E. F. Drury, Phone 415-W. S-1-11-33-1p

FOR SALE: Assortment of fruit trees, shade trees, grapes, shrubs, hedges, evergreens and other plants. Plant now. Mrs. J. F. Ward, North Main. S-1-23-23-1fc

ARMSTRONG NURSERY LANDSCAPING SERVICE

Evergreens - Shade Trees Flowering Shrubs Let us help you with your planting plans. Junction Park Ave. & Hi-way 60 Phone 1004-W Hereford, Texas S-1-33-1c

WE HAVE Seed Barley And Seed Oats BRADLEY GRAIN CO Phone 1216 B-1-30-1fc

Book Your Baby Chicks Now HEREFORD POULTRY ANG EGG 129 Sampson Phone 1208 B-1-4-1fc

FOR SALE: Sound Mirror tape recorder. In excellent condition. See at First Baptist Church or Phone 324. B-1-17-6-4k

ONE FOUR burner Cookstove, gas, natural or Butane. R. T. Pierce, phone 12-J. B-1-13-6-2p

COLLIES—Beautiful sable and white puppies from show winning stock. Wonderful stock dogs. Satisfaction guaranteed. T. J. Myers, Happy, Texas. B-1-20-6-2p

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FARMERS Protect your valuables in a fire-proof home safe. Minimum cost. See these safes at the Hereford Brand. B-2-30-1fx

FOR SALE: U. C. Allis Chalmers tractor. Recent overhaul. New crankshaft, sleeves, and pistons. Fair tires. \$275.00. See Jesse Wofford, Airport, one mile south on 51. B-2-26-5-4c

FOR SALE: Model L. Case. New rubber on butane. In excellent condition. Price \$1,000. See at Jacobsen Bros. B-2-18-33-4p

FOR SALE: Standard U. 1949 tractor on butane. Like new. See at Davis McCracken Implement. B-2-15-33-4p

FOR SALE: 15 foot Krause one-way. 16 foot Jeffery. Gene Brownlow 114 W. 3rd. S-2-14-33-1p

FOR SALE: Windcharger 32 volt, 2000 watts, complete outfit and appliances. Plant cost \$750 alone. Priced cheap. Curtis Kendrick, Stratford, Texas. B-2-21-33-3k

COMPLETE STOCK New & Used CAR AND TRUCK PARTS HEREFORD WRECKING CO. Phone 320 709 E. 1st S-1-45-1fc

FOR SALE

50 Ft. Krause One-Way C. C. BILLINGSLEA 3 Miles North Jewell Switch B-2-33-2p

FOR SALE Automobiles

Eliminate unnecessary tire wear! Change the position of the wheels every 2 or 3 thousand miles. Correctly done, this increases the life of tires up to 25%. Bear System Front Wheel Aligning KINSEY MOTOR CO. Phone 740 B-3-14-1fc

KINSEY MOTOR CO OK Used Cars

CARS 1946 Chevrolet 2 dr. Sedan. 1949 Chevrolet Fleetline 4 dr. Deluxe 1947 Chevrolet Fleetline 2 dr. 1949 Chevrolet Club Coupe 1948 Olds 4-door sedan 1947 Chevrolet 2-door sedan 1947 Pontiac 2-door TRUCKS & PICKUPS 1949 Chevrolet 1/2 ton pickup. 1946 Studebaker 1/2 ton pickup. 1947 Dodge 1 1/2 ton truck 1948 GMC 2-ton truck 1947 Chevrolet 1/2 ton pickup 1946 Chevrolet 1/2 ton pickup T-3-6-1c

REAL ESTATE CHOICE

Irrigated and Unirrigated Farm Land. City Property P. O. Box 506 - 338 Main E. B. POSEY, REALTOR Hereford, Texas B-4-15-1fx

LIST YOUR PROPERTY WITH US FOR QUICK SALE WHEN WE ARE PREPARED TO BUY OUTRIGHT L. BASKIN, INVESTMENTS JIM HILL HOTEL B-4-38-1fc

HEREFORD HOMES

Beautiful, large 2 bedroom home in ideal location. 75' x 200' lot. Attached garage, lifetime slate roof. \$6,500.00 loan will take \$2,500.00 down and balance in \$300.00 per year 2nd. mortgage... located at 232 Ave. B. PRICE \$11,000.00 See SAM NUNNALLY or GLEN WEIR Phone 424 B-4-3-1fc

LAND FOR SALE

320 acre dairy farm, 170 acres in cultivation rest in grass. 60 acres oats and barley. Good 9 room house modern, 8" irrigation well. Ample barns and storage. School and mail Rt. A good buy at \$150 per acre. A nice loan. B-4-6-1fc

14,700 acre ranch, well located 2080 acres deeded rest good lease. Watered by wells and creeks. 7 room modern house, 1000 gal. butane tank, double garage, shop, chicken house, good sheds and corrals. Good loan. Priced at \$105,000. B-4-6-1fc

I have other good buys in both large and small tracts. Your listings will be given my personal attention. W. R. METCALF 632 W. 1st - Hiway 60 Res. Phone 902-W. Office 854 Hereford, Texas B-4-6-2c

IMPROVED 20 ACRES

Under irrigation, \$12,500.00. Can be handled for \$3500.00. Will consider reasonable priced house. Choice 3 acres on gas and electric line, \$1800.00. Improve and name terms. CLAUD HIGGINS Phone 544-W B-4-33-1p

FOR SALE

We have 360 acres within four miles of paving. Extra good 10 inch irrigation well. 300 acres under irrigation and 60 acres of grass. Old improvements, \$160.00 per acre. 332 acres only one mile from pavement. Two sets of improvements and a good dairy barn and irrigation well. 42 acres in grass—price \$142.50 acre. One good section with good improvements. 40 acres of grass pasture. Priced at \$75.00 an acre and would consider some trade. An improved 320 acre farm with 160 acres in pasture. This is all good farm land except about 10 acres, priced at only \$65.00 an acre. We have some nice homes for sale: One new home, very nice, five rooms in new addition to Hereford, not finished, choose your own colors. One of the nicest five room homes in Hereford, good location. A large, old home, three bed rooms, choice location and priced right. Let us show you. ROSE & BARBER 107 East Third St. Phone 45 B-4-33-2c

REAL ESTATE BARGAINS

Irrigated 171 acres, 169 in cultivation, 7 room house, granary and other improvements. REA, school bus, mail route. 40 acres on paving in good water district, all in grass, near Hereford. Price \$7875.00 loan, \$2100.00 payable in 3 years. Irrigated 80 acres 1 1/4 miles of city limits. Six room modern house, 2 room tenant house, granary, barn and other improvements. Might consider some trade. Price \$21,000.00. Irrigated 331 acres, 270 acres in cultivation, 140 acres in wheat. Three bedroom home, new 30x60 barn, two 2000 bushel granaries, other improvements, REA, school bus, mail route. Price \$140,000. Also good buys in houses and lots, all sizes. For sale or trade service station in good location. J. M. HAMBY, Real Estate 208 East 3rd Street B-4-33-1fc

FOR SALE

Irrigated 80 acres on paving, all in cul. Nice six room house, granary, barn and tenant house. 1 1/4 miles north of city limits. \$8,800 down payment. Will handle through loan. Possession when trade is made. J. M. HAMBY Real Estate 208 E. 3rd St. B-4-32-1fc

FOR RENT

FOR RENT: Tank type vacuum cleaner and attachments. Also electric floor polisher. JIPPER ELECTRIC. B-5-14-2-1fc

BEDROOM for rent. 509 Ross. Phone 847-J. B-5-9-40-1fc

VERY, VERY NICE Furnished apartment. New Furniture. Adults only. See SAM NUNNALLY Phone 424 B-5-6-1fc

TWO ROOM office suite. T. W. Alderson, phone 333-J. B-5-9-50-1fc

TWO BEDROOM unfurnished apartment. Down town. All newly decorated. T. W. Alderson, phone 333-J. B-5-14-25-1fc

FURNISHED Apartments. Inquire Hereford Motor Co. B-5-9-47-1fc

FOR RENT: Three room modern, unfurnished house. 507 Jackson. B-5-9-52-1fc

FOR RENT: Four room unfurnished duplex. Close in. Adults only. No Pets. Available after 1st. Phone 589. B-5-17-27-1fc

FOR RENT: Two 3 room furnished apartments with private baths. 115 Ave. B or call 569. B-5-16-30-1fc

FOR RENT: Three room furnished house, modern. 224 "C" Ave. B-5-10-32-1fc

FOR RENT: Furnished light housekeeping rooms. Hereford Camp. B-5-9-6-2p

FOR RENT: 310 McKinley, newly decorated three room efficiency, nicely furnished. Electric box, private bath and entrance. Close in. Bills paid. Adult couple. Phone 1092. B-5-25-6-1fc

FOR RENT: Large bedroom, close-in. New inner-spring mattress. Call 692 or see it at 219 Lee. B-5-15-6-2k

FOR RENT: Practically new home, 5 rooms and bath on ground floor, 3 rooms and bath in basement. Private entrance to basement which can be sub-let. Flower and vegetable gardens, strawberry bed. 109 Ave. A. T-5-35-6-1p

EXTRA NICE two room completely furnished apartment to adults. 711 East Third. T-5-12-6-1p

FOR RENT: Apts. Furnished and unfurnished. Also small house for rent. Green & Scott. 301 West 2nd. Phone 9. B-5-19-6-2k

FOR RENT: Three room modern house. 131 North 25 Mile Ave. S-5-11-21-1fc

FOR RENT: Five room modern house. 131 North 25 Mile Ave. S-5-11-31-1fc

FOR RENT or Sale: New 2 bedroom house, attractively decorated. Call Connie Johnson. 598-W on 501 Miles. B-5-17-33-2k

FOR RENT: One modern five room apt. and garage, part bills paid. One modern three room furnished apt. part bills paid. Phone 806-W. S-5-23-33-1k

FOR RENT: Two room furnished apt. 608 E. 3rd. S-5-9-33-1k

FOR SALE by owner: Four room house with bath and garage on pavement. 806 Lee. Phone 302 W nights or 2 daytime. Milesheer, Texas. S-4-23-1fc

REAL ESTATE LOANS - AUTO LOANS YOU DON'T HAVE TO WAIT QUICK SERVICE JOHN McLEAN Phone 273 S-4-2-1fc

WANTED To Buy: Lot or small house within walking distance of town. Phone 9005. B-4-14-6-3-p

FOR TRADE: City property and small acreage at Slaton, Texas, for land at Hereford. A. B. Dozier, Gen. Del., Hereford, Texas. B-4-21-6-3p

FOR SALE

Irrigated 80 acres on paving, all in cul. Nice six room house, granary, barn and tenant house. 1 1/4 miles north of city limits. \$8,800 down payment. Will handle through loan. Possession when trade is made. J. M. HAMBY Real Estate 208 E. 3rd St. B-4-32-1fc

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February 11-17 Honors Hereford DE Students

February 11-17 has been proclaimed as "Distributive Education Week" in Texas by Gov. Allan Shivers. Distributive education is a new course in Hereford high school, being offered for the first time this year. As the title indicates, those students taking the course are learning fundamentals of the distribution of merchandise. Their work and studies deal primarily with retailing, wholesaling, insurance, advertising, and credit associations. Under the DE program, even though the students are in town during the afternoon away from the school building, they receive one high school credit for their training, and are considered in school during the afternoon hours. Their work at their training stations is closely supervised by both the business owners and managers and the distributive education instructor, Sam Henry, who is a member of the high school faculty. Students currently enrolled in distributive education courses and the business firms in which they receive their training are: Lloyd Parsons and Alberta Higgins, C. R. Anthony and company; Jimmy Wilkins, Streu Hardware; Nora Jo McLallen, J. C. Penney company; Patricia Townsend, Perry Brothers; Helen Markham, The Hereford Brand; Rosene Dawson; Radio Station KPAN; Joan Orr, Close Drug Store; Kenneth Carrell, Whiteway Grocery and Locker company; William Rice, Kinsey Motor company; Bob Wombie, Raymond Lumber company; and Rockwell Webb, Earl Hendricks Buick.

Members attending the meeting were Mesdames Richard Barnard, J. T. Carroll, Clyde Cave, Paul Conewey, W. L. Davis, Jr., Alton Fraser, J. T. Gilbreath, Jr., Will Graham, J. E. Kirby, D. C. McWhorter, N. E. Milburn, Carl Perrin, Bill Waldrep, Miss Genevieve Eberle and the hostess.

Mrs. Emil Dettman is Guest Speaker for Calliopean Club

Mrs. Emil Dettman is guest speaker at the Calliopean Club meeting held with Mrs. Elizabeth Wombie Thursday night. Mrs. Bill Waldrep was in charge of the program. Speaking on the United Nations, Mrs. Dettman told of other organizations, mentioning the League of Nations in particular, which have been seeking international peace. She explained the five organizations within the UN; the General Peace Assembly, Security Council, Trusteeship Council, International Court of Justice and Secretariat. She asked the group to consider what the UN had done, before calling it a failure and stated that it has settled many disputes which could have led to war. She also said that such an organization during World War II would have saved many lives. T. E. Seiger represented Deaf, Smith County Hospital as chairman of the board to demonstrate the new incubator which has recently been purchased by the club and placed in the hospital.

Wanted

Wanted: Cab drivers, prefer women. Safeway Cab. Phone 888. S-6-9-33-1p

Wanted To Lease: 20 or more acres land, improved preferably irrigated. Phone 1430 after 5. B-6-15-5-1fc

ATTENTION FARMERS

We will buy your equity in milo/kafir stored under CCC loan. Phone, wire or write HERMAN DAWSON CO. Fort Worth 2, Texas Phone Fannin 5373 B-6-29-16c

Wanted: Wheat pasture for cattle. Phone 43 or 1310. O. G. Hill. B-6-12-19-1fc

MINERAL RIGHTS WANTED

DEAF SMITH - CASTRO PARMER Call SAM NUNNALLY GLENN WEIR B-6-31-1fc

Dressmaking-Ironing

FOR hemstitching see Mrs. C. C. Neu, 811 Miles, phone 1153. S-7-11-31-1fc

BUTTONHOLES: covered buttons, belts, buckles, dressmaking and alterations. Mrs. Mathis, 224 Ave. C., phone 1040. -B7-15-2-1fc

NOTICE

BABY CHICK FEED to be GIVEN AWAY at the City Hall Tuesday night, February 13, at 8 o'clock. Come and learn the answers to your baby chick problems. Refreshments will be served. This program is sponsored by BRADLEY GRAIN COMPANY B-10-6-2c

Quick - Efficient HOME LOANS

Dependable Abstract and Insurance Service ELIZABETH WOMBLE 146 Main Phone 497 B-11-27-1fc

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Approximately 200 Cubs Parents at Pot-Luck

Approximately 200 Cubs and parents attended the annual pot-luck supper of the Hereford Cub Scouts Friday night at the First Christian church. Theme of the gathering was "Strengthening the Arm of Liberty." Decorations carried out the gold and blue theme. Coy Patton, Cub commissioner, acted as master of ceremonies. Urlin Streu, District commissioner, gave the invocation and led group singing. Joe Smith gave a brief talk on his hunting experiences down state, telling of a hunting companion who imitated the call of a dying rabbit and attracted bobcats, coyotes, and snakes. Urlin Streu told of Scouting progress in Hereford in the past five years and stressed the need for adult leadership for four times as many Cubs as there now are in Hereford. Mr. Patton thanked the decoration committee and the committeemen. The decorating committee is made up of mothers from each den. They are:

Mrs. Colby Conkwright, Mrs. Homer Brumley, as co-chairmen; with Mrs. Gilbert Hooper, Mrs. W. D. Dones, Mrs. Wayne Edwards and Mrs. R. G. Scott as assistants. Committeemen are: Earl Plank, Rex Lee, R. T. Scott, Geo. Jowell, Ivan Block, who served coffee. The following advancements were made by the Cub masters: BOBCATS—Tommy Bird, Stanley Kropff; WOLF—R. C. Welte, Woody Tollenham, Harold Meacham, Jackie Hooper, Roger Hamilton, Donald Roland, Richard Smith, Vance Robinson, and Lewis Block. WOLF ARROWPOINT—Jimmy Fowlkes, Edwin Morrison. BEAR—David Brumley, Durwood Jacobs, Larry Edwards. BEAR ARROWPOINT—Phillip Roland, George Heard, Edwin Axe, Ronnie Jones, Skeet Collier, Joe Reinauer. LION—Carroll Whitesides, Jerry Luck, Jeff Minton. WEBELOS (graduation into

Scouts)—Archie Scott. Certificates and warrants and den chief cards were awarded to the following den chiefs for completing training course: Jimmie Patton, Bill Kelly, Bill Ed Calloway, Gary Slaughter, Bill Woodford, and Glenn Pierce. A service star and certificate of appreciation was awarded to Bert Cagle, who had served a year as den chief. Certificates of appreciation were given to the following den mothers: Mrs. W. D. Jones, Mrs. Colby Conkwright, Mrs. C. L. Morris, Mrs. Edd Cox, Mrs. Jason Luck, Mrs. Homer Brumley. All the dens, led by their den chiefs, gave their yells. John Hicks, Cub commissioner, announced that all Cubs and leaders will meet Sunday morning between 10:30 and 10:45 in front of the Presbyterian church in uniform. They will attend church services in a body. Hicks also announced that handicraft displays would be

placed in Streu's window Saturday. Bruce Miller gave the benediction. The program was concluded by saying the Lord's Prayer in unison. Kings Daughters Class. Kings Daughters Class of the First Baptist church met for the monthly social Thursday evening in the home of Mrs. George Suggs with Mrs. Cecil Gunter serving as assistant hostess. Mrs. M. T. Rutter gave the opening prayer and Mrs. A. L. Manjeot, guest of the class, reviewed the book, "This My Brother" by Briggs. As an introduction to the book Mrs. Manjeot said "The story depicts the Christian home life of a Pioneer Texas family and the coming of oil." Refreshments were served to Mesdames Jimmie Allred, M. T.

Deaf Smith Now Qualified For Crop Insurance

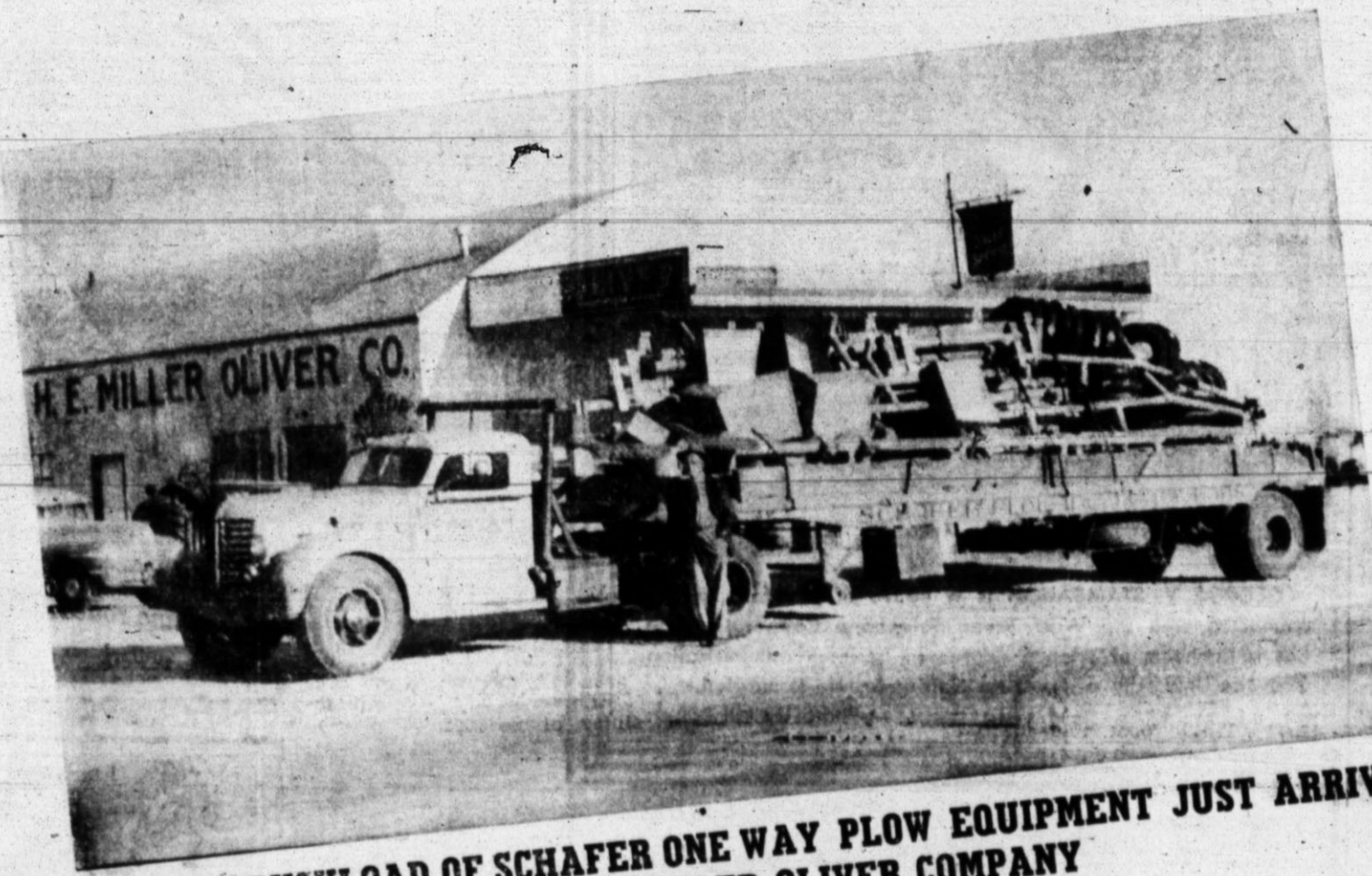
Deaf Smith county is one of 13 in Texas eligible for wheat crop insurance this year, the Federal Crop Insurance notified Texas' State Senator Tom Connally last week. The plan provides farmers with insurance protection on the money and labor invested in producing crops and against production risks beyond the control of the farmer. Last year of the 624 counties and 307,237 farms in the United States covered by the program there were 283 counties with 84,917 wheat farmers and eighty counties with 64,266 cotton farmers. The wheat farmers paid \$3,279,200 in premiums and received \$14,303,500 in indemnities for a loss ratio of 52 percent, while cotton farmers paid \$1,887,300 in premiums and drew three times as much in indemnities or \$5,661,900.

Dawn Study Club Hears Review

Mrs. David Rodgers was hostess for a meeting of the Dawn Study Club Tuesday afternoon. The program was in the hands of Mrs. H. H. Miller who reviewed the book "John Adams and the American Revolution" by Catherine D. Bowen. Describing the book Mrs. Miller said "It is the story of the dramatic events in which John Adams was a leader, and of the statesmen who worked with him for Independence. Adams himself is described as a revolutionist ready to die for independence, yet a man who loved order, loved the great traditions of Anglo Saxon Law, and loved England. Musical entertainment was provided by Lucy Beth Miller and Wanda Sue Wimberley, members of the Dawn Musettes. Those present were Mesdames William Wimberley, Zed Stewart, A. T. Frye, Benny Wumble, Clarence Beizen, F. E. Walton, Sr., N. R. Miller, Alfred Smith, H. V. McCabe, H. H. Miller, and the hostess.



"CHILD'S PLAY" say the Urbanczyk boys, Sidney, 18 months, left, and Connie, Jr., three years old, sons of Mr. and Mrs. Conrad Urbanczyk, who are thinking about washing their own clothes at their farm home three miles southwest of Hereford. The automatic washer is now available to many farm women who find this one means of saving time when there are plenty of clothes to be done.



SOLID TRUCKLOAD OF SCHAFER ONE WAY PLOW EQUIPMENT JUST ARRIVED AT THE MILLER OLIVER COMPANY

THIS IS IT!

We Don't Want To Create Scare Buying, But If You NEED Any Farm Equipment - Now Is The Time To Buy Before It Becomes More Scarce Than It Is.

AVAILABLE NOW

- ★ 4-6-8-9-12-14-18 ft. Schafer One-Way Plows
- ★ Oliver No. 33 Self Propelled Combines
- ★ Oliver 99 Tractors
- ★ Disc Breaking Plows
- ★ T. N. T. Plows

IRRIGATION SUPPLIES
TUBES
DAMS
SHOVELS

USED MACHINERY

- 1 - John Deere Tractor Model D
- 1 - Oliver 70 Row Crop Tractor
- 1 - Oliver 28x44 Tractor
- 1 - Used John Deere 9 ft. One Way (A Good One)
- 2 - 10 ft. Moline One Ways

(On Rubber and Ready to Do Your Plowing)

-- On The Way --
Cotton Harvesters --- Potato Diggers

MILLER OLIVER COMPANY

1101-E. 1st

Phone 195



THE RESPONSIBILITY of coordinating all the operations that go into supplying electric power for more than 1500 consumers in this three-county area goes to Leo Forrest, above, who is manager of the Deaf Smith Electric cooperative. Forrest was born in Portales, N. M., on March 16, 1904. He received his bachelor of arts degree from West Texas State college, and his master of arts degree at the University of New Mexico. He also attended Texas A & M and took graduate study at the University of Southern California. Forrest was employed as a commercial teacher at Texico, high school principal and commercial teacher at Ft. Sumner schools; superintendent of schools at Farwell school; and field supervisor for the Farm Credit Administration. He came to Hereford in June, 1945. The Forrests live on Route 3, Hereford. —Bill Patton Photo

Sorority Plans For Cancer Drive

Beta Sigma Phi Sorority held a meeting Tuesday night at the regular club meeting place when plans were discussed for the rush program. Theme of the rushing season is "Come, Walk With Me."

Plans were also discussed for the cancer drive which the club sponsors each year and members decided to sponsor a canasta party on April 1, with funds received going to the Cancer Society fund. Mrs. Earnest Wade is chairman of the Cancer Drive committee.

Mrs. Charles Laing gave the program on "Thought".

Members attending were Mesdames: Gene Prickett, John Rennie, Norman Whisenand, Charles Laing, Kenneth Gooch, Birdie Dee Fellers, Ben Malone. **JUVENILE HEARING** — 1-18-51 Jimmie Sparkman, Norman Moore and Ernest Wade.

are recovering from chicken pox. Carolyn has been out of school for two weeks. Mrs. Jackson has been confined to bed with a blood clot in her leg.

Donald Dean Wilson of Faith, South Dakota, arrived here last week to register for military service. He went to Amarillo and enlisted in the navy, but has no idea when he will be called.

Mickey Wilson Honored — Mr. and Mrs. Elvin Wilson were hosts at a dinner at their home here Sunday. The occasion honored the 5th birthday of their son Mickey.

Those present were Mr. and Mrs. G. W. Duncan, Becky and Ronny, Mr. and Mrs. Harold Pettijohn, Roy and Larry, Mr. and Mrs. George L. Olson and Donna Kay, Mr. and Mrs. Bernard Worthan and Jeanette, Mr. and Mrs. Clancy Worthan, Mr. and Mrs. Lilburn Hamilton and Charlotte, Mr. and Mrs. Joe Marshall all of Hereford, Mr. and Mrs. Wilson, Mickey, Darlene, and Diana.

Mr. and Mrs. Ralph Durstine of Friona were visitors last Saturday in the Merlin Kaul home.

Mr. and Mrs. Kenneth Ruid went to Odessa Sunday to visit in the home of her parents, Mr. and Mrs. W. A. Sims.

Mr. and Mrs. Elmer Combs were callers in the T. J. Parsons home north of Hereford Sunday afternoon.

Donnie Shaw of Hereford was a guest of Ralph Morrison Friday night.

Sadie Lee Oliver Club — The Sadie Lee Oliver 4-H Club met last Thursday with Mrs. C. A. Saucy. The group filled out yearbooks after the business meetings.

Those present were Mrs. J. C. Morrison, Patsy Townsend, Helen Diller, Gail and Ann Wagoner, Mary Lynn Morrison, and Mrs. Saucy.

Mrs. W. B. Nunley and children and Mrs. Elmer Combs visited in the Don Combs home at Hereford Saturday afternoon.

Mr. and Mrs. George Turrentine and baby daughter have returned home after a visit with the Daniel Turrentines and other relatives in California.

Mrs. Bess Werner has gone to Mexico, Mo., to visit her mother, Mrs. T. B. Ridgeway. Mrs. Ridgeway has not been very well.

Mr. and Mrs. Marlin Pierce and Deborah attended a dinner at the Gordon Witherspoon home last Saturday night honoring the birthday of Mrs. Orville Houser of Friona.

Carolyn and Marilyn Jackson



MARY HUND, 18, is employed as cashier at the local cooperative. Born August 12, 1932 in Marienthal, Kans., she is a high school graduate. Miss Hund, who is single, lives with her parents at Route 1, Hereford. —Photo by Bill Patton



STENOGRAPHER at the Deaf Smith Electric cooperative is Eloise Anne Barkley, 20. She was born in Plainview and attended Draughtons Business college in Lubbock and West Texas State college at Canyon. She was formerly employed at the J. C. Penney company in Hereford as cashier. She is married. —Photo by Bill Patton



GEORGE V. STAMBAUGH is a native of Hereford and is connected with the West Texas Telephone Cooperative. He has a bachelor of science degree in business administration from the University of Southern California. He is married. —Photo by Bill Patton

County Federation Of Women's Clubs To Hold Luncheon-Program Monday

Deaf Smith County Federation of Women's Clubs will hold its third quarterly luncheon-program at the Presbyterian Church Monday February 12 with the luncheon scheduled for 1 o'clock.

stration Clubs, Music Study, B&PW Club and Bay View Club.

Attend Zone Meet

The program, under the supervision of the American Home Department, will feature Mrs. R. L. Campbell, immediate past president of the THDA, as speaker. Mrs. R. C. Childers is program chairman.

Members of the Hereford Woman's Society of Christian Service of the Methodist Church were in charge of the morning devotional program at the W. S. C. S. Zone Meeting held in Happy Friday. The program opened at 10:30 a. m. and lunch was served at noon.

A patriotic number from the speech class of Hereford high school will be presented and a special musical program is being arranged. Rev. Russell Wingert will give the invocation. Hostess clubs include Westway and Wyche Home Demon-

Those from Hereford attending were Mesdames S. L. Easley, Lowey Walker, Don Davidson, E. W. Solomon, E. L. Adams and J. F. Ward.

STETSON
FIFTH AVENUE



pretty off-the-face...
soft feminine rolled
brim, veiled

FOR SALE

Community

Cleaners

Reason for Sale:

Owner Must Go

Into the Service

W. G. OWEN

WESTWAY NEWS

Westway Church Has Baptismal Service at Avenue Baptist Church

By Mrs. Elmer Combs

There were 68 in attendance for Sunday School and several more present for church services here Sunday. Moody Smith of Plainview filled his appointment. Mr. and Mrs. Marlin Pierce and Deborah and Sue and Patsy Osborn were visitors. Birthday offerings were given by Mr. and Mrs. Jack Renfro and Glen Williams. Mr. and Mrs. Clifton Combs were taken in as members of the Baptist Church and Sandra Townsend as a can-

didate for baptism. In the afternoon, a baptismal service was held at the Avenue Baptist Church at Hereford.

Mr. and Mrs. Elmer Combs, Eugene and Billy Don, and Mr. and Mrs. Clifton Combs were dinner-guests Sunday in the Don Combs home at Hereford.

Tour Southern States

Mr. and Mrs. Jack Renfro report a most enjoyable trip on their recent tour of southern states. The route they traveled included Dallas, and the coast of Texas, New Orleans in Louisiana, and along the southern coast to Florida, and down to Miami. Jack made stops in a number of cities on business pertaining to truck crops grown in this area.

They took off a few days for fishing. The main event of the trip was to attend a convention for growers at Miami. Over 3000 were in attendance from all over the world. Mrs. Renfro says that they encountered no fog in all their driving which is unusual for this time of year. Reports of the storm which prevailed here last week caused them to hurry home before it struck.

Mrs. R. W. Mitchell returned home from Littlefield last Sunday after spending two weeks with her mother, Mrs. B. A. Michael who is ill.

Visitors in the Bill Jackson home last week end included Mr. and Mrs. Al Kaping and daughter of Glendale, Calif., and Mr. and Mrs. R. B. Jackson of Hereford. The Kapings were en route from Lubbock to their home in Glendale. He graduated from Tech as an industrial engineer at the end of the first semester.

Other Martha Manning styles in Present and Women's sizes from \$8.95



the
suit-dress
with
"built-in" slenderness

Martha Manning
ILLUSION HALF SIZE DRESSES

\$16.75

Slip it on... see how it streamlines with tucks the length of the peplum-jacket... a V-neck with rounded revers... easy-to-wear gored skirt. Town Navy, Green, Winter Pink, Chalk Grey rayon crepe. Proportioned sizes, 14 1/2 to 22 1/2.

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



Congratulations
To The REA

eye-catching
tiny tucks
set off this
lovely-as-silk

TISSUE
SHANTUNG



Use Our Convenient
Lay-A-Way Plan
Buy Early

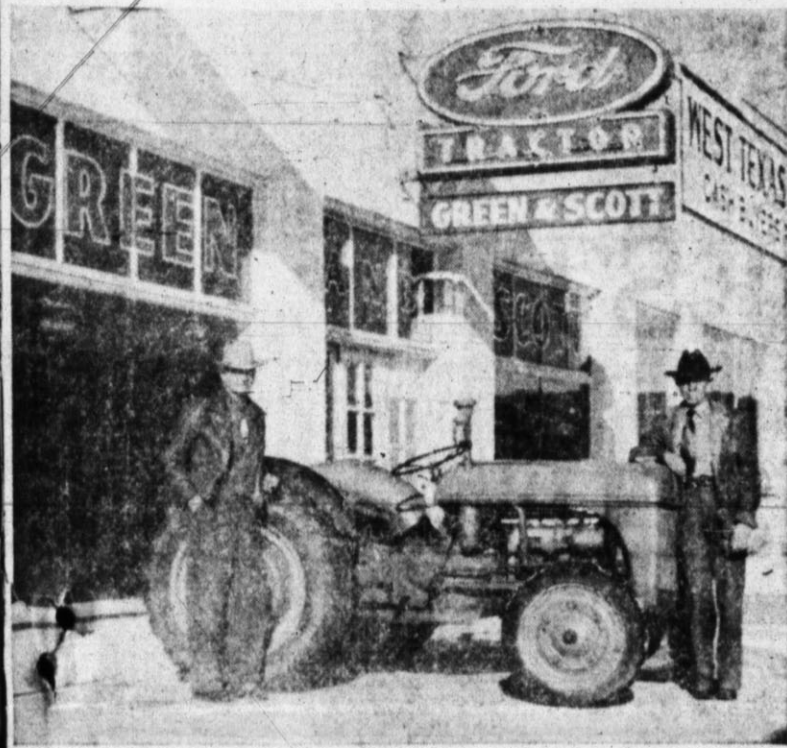
Spring Sheen Gabardine Suit

... masterpiece in tailored design
A touch of elegance on your smartly tailored suit... the long, graceful lapel, tab-trimmed and hand-needled. Very chic, very slimming with its fine, subtle lines, its clever pocket details. Three-button closing featuring hand-made, self-covered buttons. Straight, voguish skirt. Beautiful crepe lining.

The Little
Fashion Shop
Smart Clothes for Smart Women

Among the most gracious styles of the new season, Perez' new shirtwaist classic with feminine touches in the rhinestone buttons, flared skirt, little cap sleeves and tucked detailing on the collar and pockets. Lovely rayon tissue shantung in navy, iced coffee or green mint frappe. Sizes 10 to 18.

"Guess We'll Manage To Keep Busy": Green, Scott



FIRST AND LAST—Dudley Green, left, and Archie Scott are shown above with the Ford tractor which seems destined to play an important role in their lives. It was the first tractor which they ever sold as implement dealers—and the last. During their business operations they took the tractor back in trade twice following the first sale. The last transaction occurred a few weeks ago and they resold it as the last tractor sold by Green and Scott, prior to selling their automobile and tractor business to Wm. J. Schulte of El Reno.

Low Gas Pressure
Due to low pressure of gas at the Spearman terminal, schools at Canadian, Perryton, Booker and two Oklahoma towns were

closed all day Tuesday of this week. Pressure got down to 10 in Spearman, which is on the end of the line.
—The Spearman Reporter

Junior Hi Honor Roll Includes Thirty-Nine

Eight students are listed on the high honor roll for the third six weeks and 3 are on the low honor roll at Junior High school, as announced by Principal H. V. Stanton.

Eighth graders on the honor roll are: high, Norma Ruth Cummings; low, Veradelle Andrews, Virginia Brock, Gracie Belle Brunson, Mary Ellen Lee, Margaret Scott, Marolyn Williams, Joe Bill Wills, Barbara Winget, and Gwendolyn Wright.

Seventh graders making the honor list are: high, Sylvia Cox, Lynn Jones, Bill Kistler, Jack Palmer, Patricia Smith, Doris Turner, and Don Zimmerman.

Low honor roll: Barbara Allen, Frances Andrews, Key Crawford, Della Ruth Dow, Charles Green, Gail Landers, Marlene Legg, Katherine McDonald, Sammie McLallen, Eddie Morrison, Wylajeau Quattlebaum, Linda Reese, Verita Sanders, Sara Jo Smith, Merle Southern, Patsy Turner, Ruby Wilcox, Bobby Wilf, Irene Witherspoon, Wallace Woolsey, Patricia Young, and Robert Zellner.

Letter To Editor

Hereford, Texas
February 9, 1951

Editor The Brand
Hereford, Texas

Dear Editor:

"We will continue with our farm and ranch interests, also the apartments on Second Street, where we will have our office," Mr. Scott said.

"The people have been mighty nice to us—and we have no intention of leaving Hereford," the two men declared. "There might be a better country, but we haven't found it yet."

As the firm grew and expanded, the two partners have followed a policy of expanding their operations. This finally resulted in construction of the modern plant which houses Hereford Motor Company, Inc., located at Second and Miles Streets. Starting with a total of four employees in 1937, they watched their payroll expand during the 13 years to an average of 30 employees during the past year.

All in all, friends who know them well agree: "They will manage to keep busy."

Golden Circle Class Meets in Phillips Home

Religion in the news was the answer given to roll call by members of the Golden Circle Class of the First Baptist Church at their meeting Friday evening in the home of Mrs. Coy Phillips.

Mrs. W. C. Lowry opened the meeting with prayer, after which Mrs. E. M. Cox, president, conducted an office clinic. Mrs. R. H. Hale, class teacher, led the devotional, and the meeting closed with the Lord's Prayer.

Present were Mesdames George Benson, Hardy Benson, Glenn Boardman, W. R. Campbell, E. M. Cox, L. Cuipepper, Leonard Davis, R. H. Hale, J. M. Hamby, Charles E. Hood, L. Z. Womble, Herman Gray, W. C. Lowry, J. E. Young, Hazel Sparks and the hostess.

Mrs. Rosa Speer just arrived in Hereford from California where she was visiting friends.

Since the early days of Texas, we have had two freak laws on our statute books that needed attention. One covered privy and separate acknowledgments of deeds or other conveyances of real estate by husband and wife, which reads as follows: "On this day personally appeared Mary Doe, wife of John Doe, known to me to be the person whose name is subscribed to the foregoing instrument, and having been examined by me privily and apart from her husband, and having the same fully explained to her she, the Mary Doe declared that she had willingly signed the same for the purpose and consideration therein expressed, and that she did not wish to retract it."

The other law provides that the wife cannot deed to the husband in Texas, but that the husband can deed to the wife. I have been trying for years to get the legislature to modify or change these statutes, with the contention that they are antiquated and almost an insult to the intelligence of our women folks, and with the further statement that no other state in the union had such freakish statutes.

A letter just received from Morris G. Cobb, our representative in the Legislature, which reads as follows: "I am glad to inform you that last Tuesday afternoon, the judiciary committee, of which I am a member, had a hearing on a Bill that would do away with a married woman's separate acknowledgments and substitute therefor the regular single acknowledgment form." The restriction on a married woman, preventing her from giving a good deed of conveyance is also being looked into. An investigation will probably reveal other freak laws on our statute books.

Yours truly,
L. Baskin

Tea Highlights Joan Riffey YWA Observance of YWA Focus Week

The Joan Riffey Y.W.A. of the First Baptist Church observed National Y.W.A. Week, February 4-10, with various programs, beginning with a book review, "Whisper Out of the Dust," given by Mrs. B. E. Roberson. On Wednesday afternoon the Y.W.A. honored the W.M.U. with a tea at the home of Mrs. B. E. Roberson. The theme was "St. Valentine" and the decorations, food, and program were carried out in accordance with the theme. The program consisted of readings by Katherine

Snare, musical selections played by Marilyn Barkley, and records played in the background.

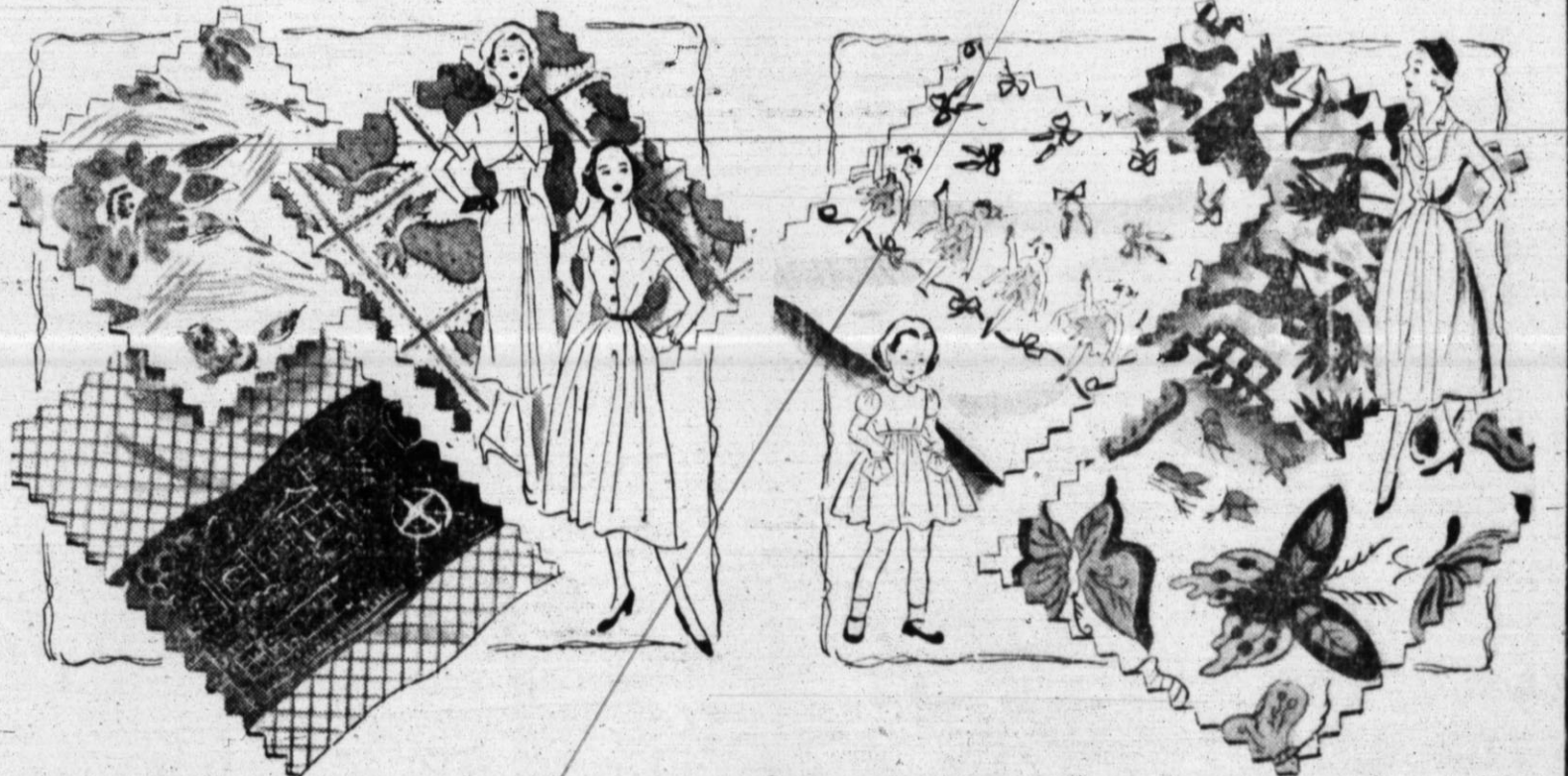
Those attending the tea were mesdames S. B. McLallen, R. N. Cooke, Lynn Kester, E. J. Kirksey, O. A. Smith, G. W. Brumley, Louie Olson, Johnny Winkler, George Graham, Owen Stagner, Clarence Schultz, W. M. Dickson, Walter Easter, J. B. Harlin, Jack Rolerson, A. H. McRight, Malcolm Cassels, Coley Arender, Lloyd Althart, Allen Powelson, John Patton, Louie LeGrand, E. W. Young, B. F. Block, Jimmie Allred, J. B. Snead, and Bob Lawrence.

Misses Kathleen Kester, Sue Cooke, Dixie Young, Wanda Kirksey, Jo Ann Yancey, Patsy Jackson, Sammie McLallen, Sandie Winkler, Sue Searth, Wanda Gunstenson, Janelle Cruitt, Clydene Allred, Bettye Snead, Ginger Witherspoon, Marlene Allred, Marilyn Barkley, and Lola Pearle Heiskell, and the hostesses, who were Mrs. B. E. Roberson, Mrs. Ray Downey, sponsors, and Katharine Snare, Dona Althart, Barbara Smith, Nora Jo McLallen, Nan Buckner, Wanda Block, and Elma Rae Hamby.

The Y.W.A. members and guests met in the home of Mrs. J. B. Snead for a "Slumberless Night" Friday.

PENNEYS R. E. A. SPECIALS

YOU SAW IT IN THE COUNTRY GENTLEMAN



Rondo Deluxe Fashion Percales
NOWHERE BUT AT THRIFTY PENNEY'S!

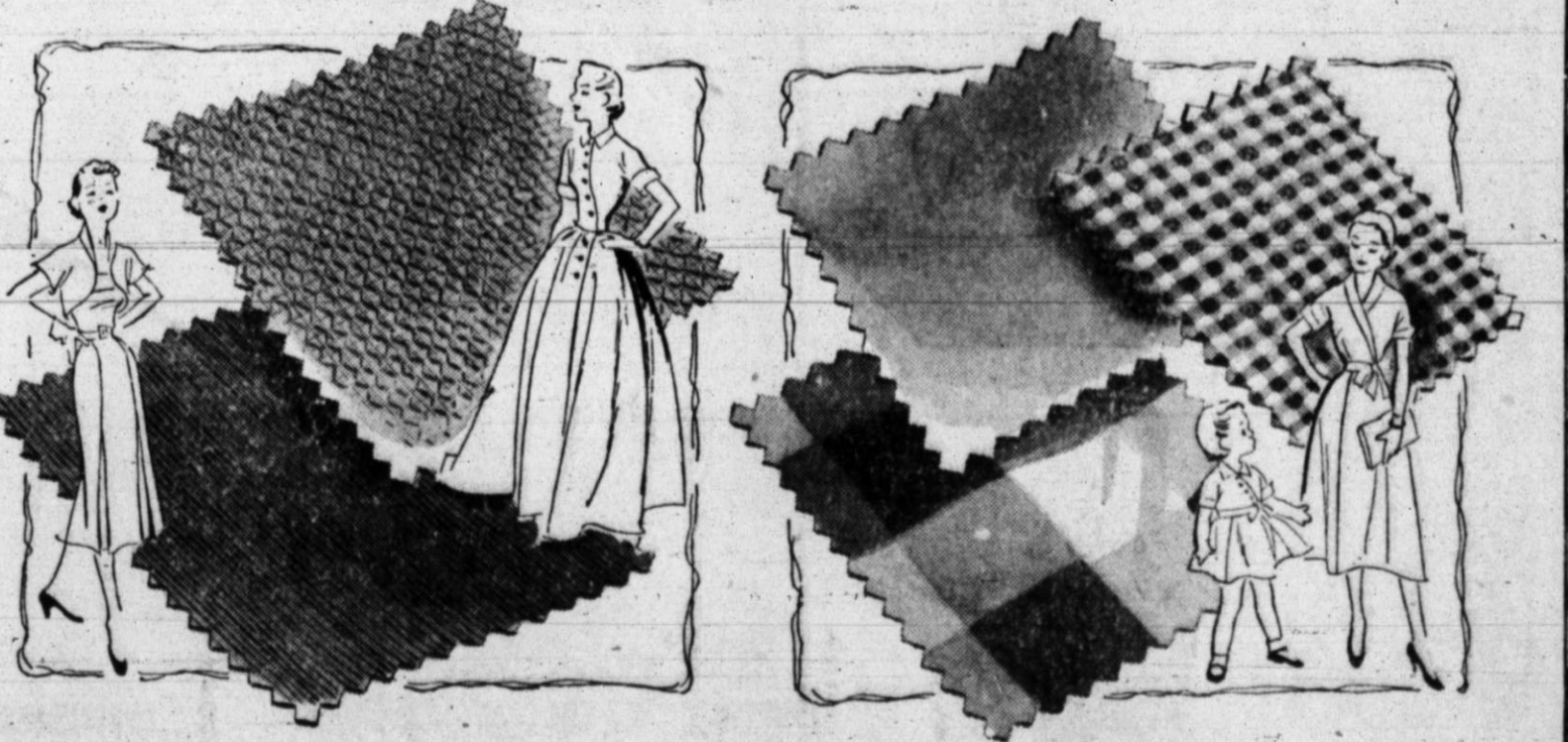
49^c yd.

Sanforized Silvermoon - QUALITY YOU NEVER EXPECT AT THIS LOW PRICE!

79^c yd.

Big ideas for you in this almost endless choice of prints, solid colors! You'll find dress designs, kiddie patterns, others planned specially for home decorating! They're all hard-working percales, so you know your sewing result will give excellent service! And look! They all just 49c a yard!

Smooth, smooth cottons with the softness of silk! Imaginative prints that play up the unusual in colorings! You'll like the superfine quality; it sews like a dream! And the dresses that result have that expensive look you want! Same fine quality in a rainbow of solid colors, 69c yd.



Permanent Finished Embossed Cottons
PENNY'S LOW PRICE IS REALLY L-O-W!

89^c yd.

Companion Colors! Sanforized Denim
SEE THEM TODAY! YOU'LL LOVE THEM!

69^c yd.

One of the "big" fashion fabrics for the Spring season! And so usable! Everybody likes its just-right crispness, the interesting textured surface! You'll like what these fashion colors do for you... the new, deeper shades, the soft pastels, the chalk white! See it, feel it in the famous honeycomb weave and the new faille stripe effect! 36 inches wide.

Sturdy, long-wearing... as always... but suddenly denim is blossoming out with a brand new look! You'll find clan plaids, checks bright as gingham, plus slimming pin stripes in exciting fashion colors with accents of black! Wonderful for slacks, shorts... and dresses! Color-matched plain shades, 59c yd.

KILOWATT SPECIALS—Good Only Feb. 14th

Chenille BED SPREADS

Heart Design Edged, Fringed

\$5.55

Crisp Organdy PRISCILLAS

Size 82x90 White & Colors

\$3.77

RAYON PANELS

48" Across Washable Sheer, Marquisette

\$1.27

Printed COTTON PLISSE

House Coats Wrap & Zip Models Size 12 to 44

\$3.98

a PREVIEW of FASHIONS

for Spring and Easter



Nardis of Dallas

Spectator-sport suit in "Old Keltic," an imported Irish linen that's crease-resistant and Sanforized. A colorful embroidered emblem adorns the breast pocket. White, natural, red, gold, navy and brown. In sizes 10 to 20. \$24.95

Classic Walled Toe PUMP

An Excellent Suit Shoe Made of Calfskin

Navy and Brown \$9.95

Others \$3.95 up

Shoes

By Foot Flairs

Modelled for comfort...fashioned for fit

Fashionably Yours

Popular Store

FOR SALE

Community Cleaners

Reason for Sale:

Owner Must Go

Into the Service

W. G. OWEN

BEST WISHES

It is with extreme pleasure we wish to congratulate the management, directors and members of the Deaf Smith County Electric Co-Op on the completion and opening of their new Home. We know that this is one of the finest buildings in the area, and it houses one of the most progressive organizations in the country.



B M F P

CONSTRUCTION CO.

GENERAL CONTRACTOR

BOX 1595

LUBBOCK, TEXAS

F. O. BENNETT

W. S. MOSS

H. A. PADGETT, JR.

The Anniversary Story

Wedding Anniversaries

1st—Paper	16th—Crystal
2nd—Cotton	20th—Tin
3rd—Wool	25th—Silver
4th—Silk	30th—Pearl
5th—Wood	35th—Coral
6th—Iron	40th—Ruby
7th—Copper	45th—Sapphire
8th—Bronze	50th—Gold
9th—Pottery	55th—Emerald
10th—Tin	60th—Diamond



Mr. and Mrs. J.R. Allison
10th Anniversary



Mr. and Mrs. E.S. Ireland
40th Anniversary



Mr. and Mrs. J.C. McCracken
20th Anniversary

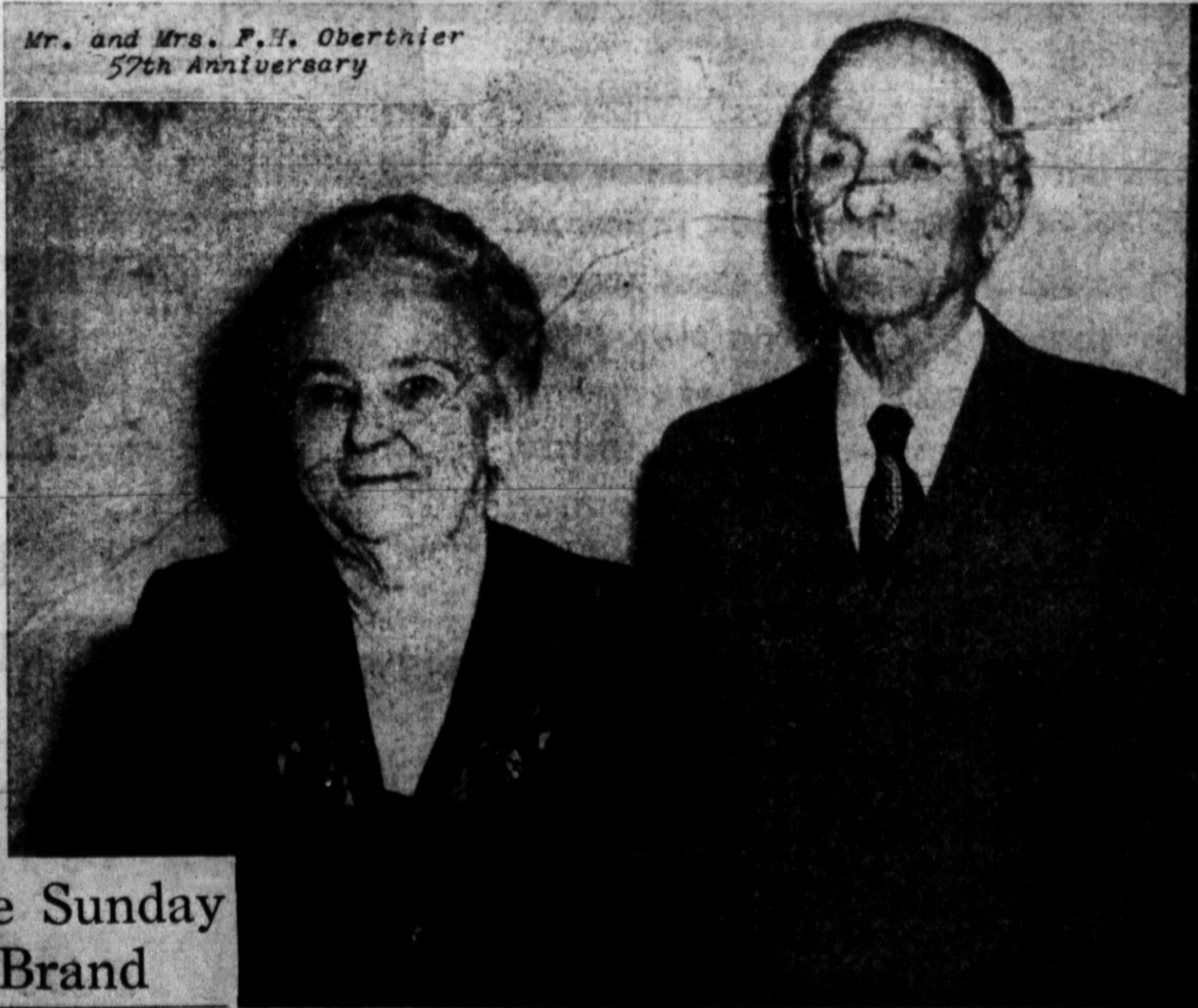


Mr. and Mrs. R.L. McGee
50th Anniversary

Anniversary
Story On
Page 6



Mayor and Mrs. W.E. Dameron
30th Anniversary



Mr. and Mrs. F.H. Oberthier
57th Anniversary

Program Of Interest Given At L. A. E. Study Club Meet

A program of interest was given at the L.A.E. Club meeting held in the home of Mrs. Luther Lesley Tuesday afternoon.

After roll call on "An Inspiration I Have Received", Mrs. Sandford Smith directed the program of poetry and song.

Mrs. Smith opened the program by reading "It Can Be Done" by Edgar A. Guest and presented Mrs. C. J. Mountz,

vocalist, who sang "I'm Waiting for Ships that Never Came In". Mrs. Smith continued by reading Edgar A. Guest's "It Couldn't Be Done", "Laugh a Little Bit" (Cooke), "Start Where You Stand" (Braley), "Be the Best Whatever You Are" (Mailick), interspersed with the songs "Smile a Little" and "Perfect Day" sung by Mrs. Mountz. Mrs. T. W. Roberson was the accompanist. The program was closed with Mrs. Smith reading "When Earth's Best Picture Is Painted" by Rudyard Kipling.

Members attending were Mesdames Bob Higgins, N. D. Bartlett, Jr., George Benson, P. L. Dishman, Altus Higgins, Bill Jones, Boyd Knox, Phil Radovich, T. W. Roberson, Sandford Smith, George Suggs, Jim Whelan, B. A. Riddell and the hostesses.

School Lunch Menus

Following are school lunch room menus to be served at each of the three cafeterias, February 12 through 16:

Monday
Egg Salad
Black-eyed Peas
Lettuce Wedges
Hot Rolls . . . Butter . . . Milk
Apples

Tuesday
Egg Pie
Mashed Potatoes
Spiced Beets
Bread . . . Butter . . . Milk
Banana Pudding

Wednesday
Beans in Tomato Sauce
Cabbage & Pimento Slaw
Cornbread . . . Butter . . . Milk
Strawberry Gelatin
Valentine Cookies

Thursday
Meat Balls and Spaghetti
Battered Green Beans
Fresh Fruit Salad

Friday
Chicken Loaf with Gravy
Mashed Potatoes
Apple-Celery Salad
Hot Rolls . . . Butter . . . Milk
Cranberry Sauce

New Officers Are Installed for County Home Demonstration Council

Installation of new officers was held Saturday Feb. 3, at the regular monthly meeting of the Deaf Smith Home Demonstration Council at the court house.

Mrs. C. P. Norton was installed chairman; Mrs. V. S. Dodson, vice-chairman; Mrs. Jack Meyers, corresponding secretary; Mrs. George Epting, recording secretary; Mrs. Joe Wagoner, treasurer; Mrs. Frank Wilde, IHDA chairman, and Mrs. Tom Draper, parliamentary adviser.

Presenting plans for the approval of the council were the following committee chairman: Mrs. Joe Wagoner, finance; Mrs. J. E. Dyer, yearbook; Mrs. Ira Ricketts, expansion and education; Mrs. Edd Cox, chairman of reporters; Mrs. R. C. Childers, marketing; and Mrs. T. J. Parsons, recreation.

Miss Doris Leggett, district agent of Amarillo, who addressed the group, said the club women will be called on in the near future for special defense work, including first aid and other projects in which they have participated during past emergencies.

A picture of the home demonstration canning project in this county last summer was recently run in the state Home Demonstration Messenger. It was reported. Letters of thanks for 31 gifts from local clubs to mental institutions were read.

Forty women representing 13 of the 14 home demonstration clubs in the county answered roll call with 12 clubs having 100 per cent representation. They were Bippus, Cultural, Ford, Dawn, Messenger, Progressive, North Hereford, South Hereford, Sims, Westway, Wyche, and Heiselman.

Shower Honors Recent Bride

The Valentine theme was emphasized in appointments and decorations for the shower-tea given for Mrs. Donald Roberson, a recent bride, Thursday afternoon at the home of Mrs. B. E. Roberson. Hearts and flowers decorated the refreshment table with red maline, red ribbon and red tapers as the accessory details.

Mrs. C. R. Lady and Mrs. F. W. Lookingbill presided at the refreshment table. Other hostesses included: Mesdames Doyle Rose, R. H. Beavers, Phil Radovich, J. H. Lomas, H. V. Williamson, J. D. Greeson, Lake Dishman, Jim Whelan, George Benson, and Bill Hutson.

Approximately 50 guests registered during the calling hours.

Baptist Circle

Hughes Circle of the First Baptist Church met Wednesday morning with Mrs. Roy Thompson. Mrs. R. A. Daniel, Jr. conducted the devotional lesson and the program was given by Mrs. Charley Calloway and Mrs. Billy Yarbro who told of home and foreign missions.

Members packed a box of clothing and food for a needy family and Mrs. Herbert Hasehoff and Mrs. W. H. Patton were welcomed as new members. Mrs. W. I. Valentine was a guest. Refreshments were served to ten members.

Members in the Texas Guard from Governor Shivers.

—The Shamrock Texan

Child Study Club Mother's March Nets \$1,000 In Polio Fund Drive

Members of the Child Study Club were pleased over the report on the Mothers' March of Dimes sponsored by the club in the recent Polio Drive. The committee reported that the Mother's March netted \$1,000, at the meeting of the club held in the home of Mrs. Dale Tinnin Thursday night.

Mrs. J. C. Reese gave a talk on "Teen Days" saying that teen-agers are busy because, to them, everything is topsy turvy. "Teen-agers have growing pains in mind, spirit and body and need the confidence of understanding parents more than at any other time," she said.

Mrs. Cawthon Bryant discussed the topic "Why Teen-Agers Quit School". She stated that 25 per cent of boys and girls quit after entering high school and listed indifference, lack of teacher interest and lack of money as some of the causes. She pointed out that the foundation of school interest is laid in the home and urged parents to encourage their children to stay in school.

During the business session members voted to enter a float in the parade held Saturday February 17 during the annual Livestock 4-H Club Show.

Members present were Mesdames: N. D. Bartlett, Jr., Cawthon Bryant, Worth Covington, George Heard, Clinton Jackson, Merlin Kaul, J. C. Reese, Earl Springer, Joe Story, J. L. Woodford, J. W. Witherspoon, H. H. Cooke and the hostess.

New Guard Unit

The National Guard Unit, which has been scheduled for Shamrock, is now in operation.

Officers of Battery C of the 474 Field Artillery Observation Battalion received their appointments in the Texas Guard from Governor Shivers.

—The Shamrock Texan

See LUTHER PEVLEY about Real Estate Res. Phone 524-W

Office Hours — 8:30 - 5:00

Dr. F. M. Kester will be in my office to serve you for the next few weeks, during my absence because of illness.

Dr. MILTON C. ADAMS

140 W. Third OPTOMETRIST Phone 37

Valentine Parties Are Delight To Youngsters and Adults, Too

St. Valentine's Day parties are for the young in heart no matter how many birthdays are added up. Children delight in the frills and fancy decorations that mark St. Valentine Day parties and everybody loves the sentimental fun and frolic of the day.

Half the fun for the party hostesses is in the serving of gay and colorful refreshments, especially for the youngsters' affairs, and many mothers like to stage their parties around the Valentine theme.

Mrs. Roger Brumley enjoys giving parties for her children and plans different and enticing refreshments to please them. Here is a recipe she used recently for strawberry hearts which is both lovely to look at and good to eat.

Strawberry Hearts
1 package strawberry jello
2 cups hot water
1/4 cup sugar

Mix all together and set aside to cool. Pour one half of jello mixture in 8 heart molds and allow to jell in refrigerator. Set remaining half of jello in refrigerator to jell. (Do not allow to get too firm). When partly congealed remove from refrigerator and whip hard with egg beater. Add 1/2 cup of frozen strawberries which have thawed. Mix well and add 1/2 cup whipped and sweetened cream and finish filling the heart molds with mixture. Return to refrigerator until ready to serve. Turn out of mold on a valentine dolly and top with a mound of whipped cream and a spoon of strawberries.

This makes wonderful party food with angel food cake or coconut strips.



CHEST COLDS VICKS VAPORUB
To relieve distress rub on comforting.

We Will START HATCHING
Monday, Feb. 12
BABY CHICKS
Thereafter Every Monday
We Buy Cream, Eggs, Poultry and Hides
West Texas Feed, Seed and Hatchery Co.
Jack Wright, Manager
HOME OF "MERIT" FEEDS
Hereford, Texas

Farewell Luncheon Courtesy is Given

Mrs. Raymond Palmer who with her family, will move soon to House, N. M., where they have purchased ranch property, was given a farewell courtesy in the form of a covered dish luncheon Wednesday in the home of Mrs. Floyd West, cohostesses with Mrs. West were Mrs. W. H. Knox and Mrs. Bonnie Bramley.

Following the luncheon at one o'clock gifts were presented to the honoree.

Those attending were Mesdames: Ulys Pierce, J. H. Hinds, Marvin Knox, A. W. Hembre, Stanford Knox, Leon Turner, Elmer Patterson, F. G. Witherspoon, Arnold Hershey, C. H. Hale, Ira Page, E. Ramey, N. D. Bartlett, Jr., Claude Higgins, N. A. Laster, Jed Miller, J. C. Reese, Dale Kelly, Bob Wear, H. E. Wester, Elmer Reynolds, the honoree and the hostess.

Sunday guests of Mr. and Mrs. Lee Conklin were their son and daughter-in-law, Mr. and Mrs. George Conklin, and son, Craig, of Amarillo.

ATTENTION! MR. FARMER

"Timely Buying Is Good Buying"

FARM CHEMICALS and INSECTICIDES

INSECTICIDES PARTICULARLY THOSE FOR COTTON AND CORN WERE IN SHORT SUPPLY LAST GROWING SEASON. IT NOW APPEARS THAT WITH THE LARGE ACREAGE INCREASE OF COTTON THE DEMAND FOR COTTON SPRAYS WILL BE EVEN GREATER THAN LAST YEAR. WE HAVE A LIMITED QUANTITY ON HAND. WHY NOT PROTECT YOURSELF BY GETTING YOURS NOW?

WE CAN DELIVER THE GOODS

BUY YOURS NOW

FERTILIZERS

THE FERTILIZER MANUFACTURERS TELL US THE DEMAND WILL EXCEED THE SUPPLY THIS YEAR. ALREADY BACKLOGS OF MATERIALS ARE EXHAUSTED AND SHIPMENTS ARE FROM DAILY PRODUCTION ONLY. PRICES ARE NOT STABLE AND THERE IS NOTHING TO INDICATE LOWER PRICES THIS SEASON. WHY NOT ESTIMATE YOUR REQUIREMENTS AND BOOK EARLY? THERE IS NOTHING TO LOSE AND YOU MAY GAIN IN TWO WAYS.

"GOOD FARMERS PLUS BETTER FARMING EQUALS A PROSPEROUS COMMUNITY"



● POTATOES ● ONIONS ● CERTIFIED SEED ● FERTILIZERS ● FARM CHEMICALS ● INSECTICIDES

The Government FROZE Prices but we are DEFROSTING Them in this big

This may be YOUR LAST CHANCE to get Top Quality merchandise at Prices like these. Come in and shop our big stock. WHY PAY MORE?

RED TAG SALE
FREE
 All Wool
 THROW RUG
 (Value to \$19.50)
 WITH ANY LIVING
 ROOM SUITE

February RED TAG

Furniture Sale!

VALUES THAT CANNOT BE DUPLICATED!

RED TAG SALE
1/3 off
 On All
 TABLE LAMPS
 And All
 FLOOR LAMPS

Drop Leaf
**TABLE &
 CHAIRS**
 Reg. Price \$109.50
\$139.50

Chrome
**DINETTE
 SUITES**
 Priced \$89.50
 From To \$189.50

LIVING ROOM SUITES

2 Piece Suite by **Kroehler** Reg. \$269.50 **\$219.50** Sale Price

Platform ROCKERS



Nice Selection Colors, Styles and Covers

\$39⁵⁰
 To
 \$79⁵⁰

One Only
 2 pc. Sectional
LIVING ROOM SUITE
 Reg. \$149.50 **\$119⁵⁰** Grey

One Only
KROEHLER
LIVING ROOM SUITE
 Reg. \$219.50 **\$189⁵⁰** Blue

BEDROOM SUITES

4 Pc. Suite Reg. \$129.50

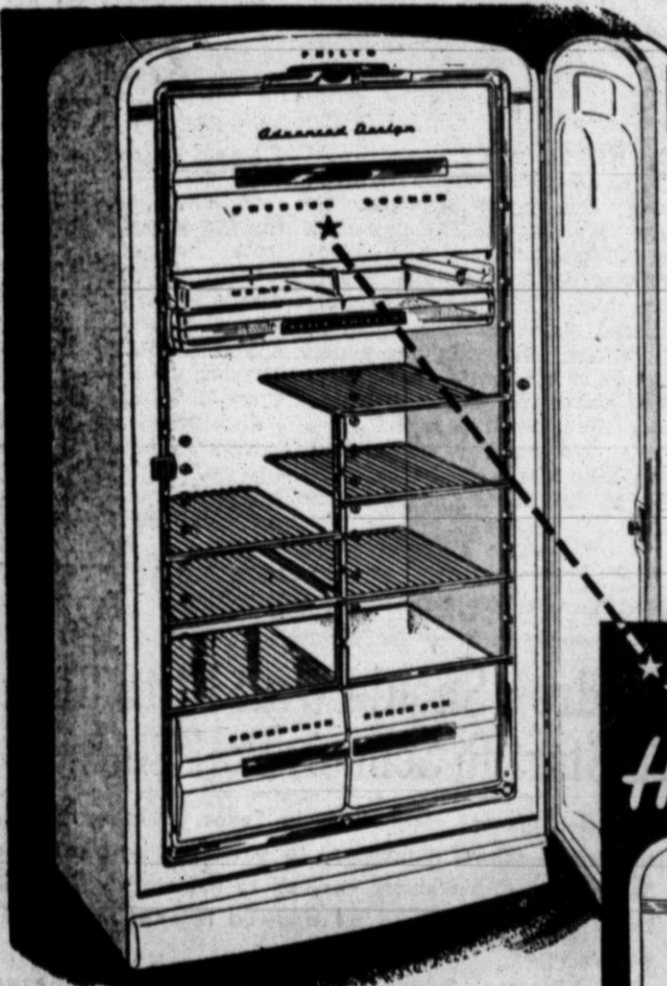
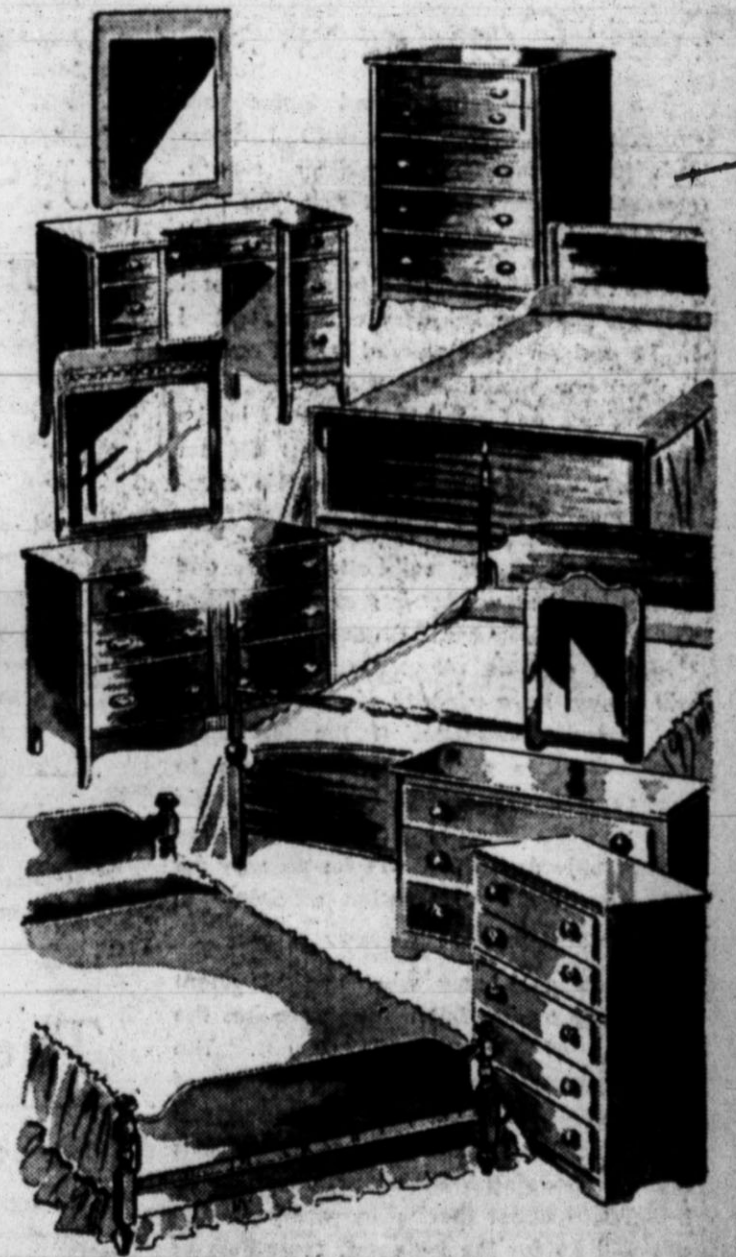
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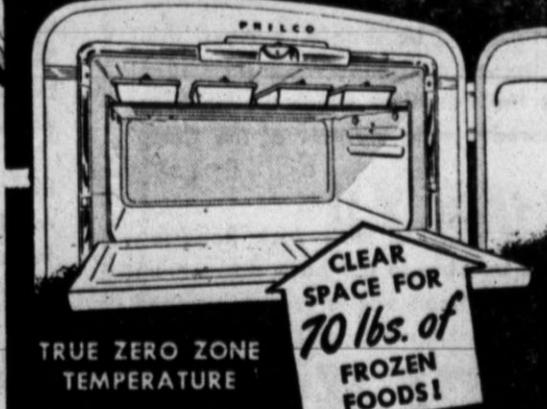
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TRUE ZERO ZONE TEMPERATURE
 CLEAR SPACE FOR 70 lbs. of FROZEN FOODS!

NOTICE TO DRAFTEES of Deaf Smith, Parmer, Castro and Randall Counties . . . scheduled to leave Feb. 15:

Bob T. Adams, James A. Whitson, Leander J. Reinart, Clyde A. Layman.
 Edward J. Ramaekers, Delbert George McBroom, Fidells Ehly, Charles E. Acker, Julian C. Huseman, David V. Acker.
 Clarence E. Veasey, Carl D. J. Klemm, Ray Paul Tandy, Kenneth H. Finck, Lawrence E. Kolk, Stacy Queen, Edward R. Hart, Karl Hutchison.

You are invited to be our guests for Supper Monday Night, Feb. 12. Meet us at the Hereford Furniture Store at 7:30 o'clock.

FREE INSTALLATION
 On Any Philco Electric Range Sold!

**ALL LAMP TABLES
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and \$10 A Month - Until Your Down Payment Is Made.
 This Assures Your Refrigerator at Current Prices!

Editorials

We Share REA Benefits

THE Washington Merry-Go-Round

Today, Hereford businessmen join in congratulating the Deaf Smith County Electric Cooperative on the grand opening of its new building.

This event marks another step forward for an institution that means much to the present-day Southwest and its production.

Such a step is significant not only to the cooperative and its consumers, but to all of us who depend in any way upon the rural residents of Deaf Smith, Farmer, and Castro counties.

That, essentially, means every man, woman, and child in these three counties.

Those who have been privileged to watch the growth of the Deaf Smith County Electric Cooperative have also watched history being made.

In the short span of less than 14 years, electrical energy—supplied to rural consumers through the cooperative—has helped transformed this area from an agricultural section dependent upon the whims of the weather to one where man has overcome the elements and enriched the soil that nourishes not only him and his family, but his neighbors all over the face of the earth.

This expansion is another in a long line of tributes to the vision of those hardy pioneers who believed in their land to the extent that they undertook this vast plan to supply vital electric power to stimulate production.

The marked improvement in productivity of the soil in this area is not the only advantage derived from rural electrification. Now, thanks to this program, the people in rural areas can enjoy the comforts hitherto limited to residents of the city.

It doesn't call for too much reminiscing to recall the days when electric lights for the rural home or barn were unheard of. Who would have thought that—before 1937—a farm wife living miles away from

any town in this tri-county area could clean her home with an electric vacuum cleaner, do the family wash with the aid of electric appliances, or store several weeks' groceries in a freezer?

As the farmer prospered in this area, so did the businessman in Hereford and other towns in this area. As the businessman prospered, so did his employees. This prosperity was passed on down the line to where it has affected each and every one of us.

Cooperatives do not represent the true strength of America. They did not build America. America was built on a system of private enterprise and that system must be our main stock-in-trade if we want to preserve complete freedom.

Cooperatives have, however, played a prominent role in filling the breach where private enterprise, by the nature of its operation, could not fill the bill. This fact can't be denied. Such was the case with the Deaf Smith County Electric Cooperative.

Private enterprise would be hesitant, perhaps unable, to invest the more than two million dollars represented by the distribution system of the Deaf Smith Co-Op to serve 2,219 consumers scattered over such a tremendous area.

That is where in-cooperative steps into the picture. Determined people with a will to improve their lot through this type of undertaking—that's the spirit behind such a public service cooperative.

As stated before, rural electrification has done an outstanding job—through irrigation systems—of changing this arid land into rich, fertile cropland. The Deaf Smith County Electric Cooperative can be proud of its record and—as the largest consumer and distributor of electric energy in Texas, New Mexico, and Arizona—can be assured that it has played an enviable part in the agricultural development of the Southwest.

would enable timid congressmen to vote for the passage of a law, giving the defense council such powers, without laying themselves liable to a dangerous political attack the next time they go before the voters.

U. S. Population Continues To Grow

According to Census Bureau estimates, there were 3,704,000 births in the United States during 1950. This was an excess of 1,243,000 over deaths recorded.

The figure means that the United States had, according to the estimate, 152,340,000 people as 1951 got underway. It disproves the theory, expressed by the experts some years ago, that the population of this nation was fast becoming static and that the United States could not expect continued growth of population.

The Sunday Brand is thoroughly behind the effort to reduce highway accidents but unless juries are ready to put careless and drunken drivers behind the bars, the traffic fatality list will grow.

The Sunday Brand

Hereford, Texas
Established 1948
Published every Sunday



James M. Gillentine, Editor and Publisher

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Hereford, Deaf Smith County, Texas

News Editor W. W. Knief
Society Editor Mrs. John McLean
Adv. Manager Carl Sundeen
Shop Foreman Jim O'Hair

Mistakes Not Rehashed

IT HAS BEEN the policy of the brass hats that military mistakes, no matter how glaring, are not to be rehashed after they are made. That perhaps is why even the files on northern military blunders in the Civil War still are secret.

That is also why our intelligence error in the Battle of the Bulge, which cost the lives of thousands of young men, still remains uninvestigated; with the general then in charge of U.S. intelligence being promoted to be No. 2 man in the central intelligence agency.

And that is also why the naval commanders responsible for shooting down and killing 400 U.S. and British paratroopers in the invasion of Sicily never were investigated.

American newspapermen, including this columnist, have written about these tragic errors. But no official investigation ever was made public.

Likewise suppressed may be the tragic Korean errors which cost us the greatest proportionate casualties in history and the greatest land-army defeat in history. Certainly they will not be published if Senator McCarthy has his way.

It was to shed light on some of these errors that this columnist published paraphrased excerpts from General MacArthur's cabled estimates of a U.S. Chinese strength. These showed that while MacArthur was announcing more than 1,000,000 Chinese in Korea or on the border, and that "a bottomless flow of Chinese manpower continues to flow into Korea," actually only about 96,000 Chinese sent the 8th army on its headlong 120-mile retreat.

Errors of Command
There was a good reason why I used paraphrased official cables from MacArthur. If I had not, Senator McCarthy would have accused me of lying, or manufacturing the Chinese figures out of whole cloth.

Faced with the official texts, he could not very well accuse me of lying, so he accused me of permitting the deciphering of coded messages. This the Secretary of the Army denied.

McCarthy also implied that I had given secrets to the enemy. This was absurd on the face of it. The column in question dealt with Chinese military strength, and the Chinese obviously knew their own strength. Furthermore, it was published on Dec. 30, one month after the 8th army's tragic retreat, and facts published after battle don't give much help to the enemy.

However, after a battle, the people whose sons are lost and whose country is injured are entitled to know the reasons for defeat. The reasons in this case were errors in command. They were not the fault of the troops on the field of battle.

The reasons for this particular defeat began at Wake Island, and go back in part to two factors—a brilliant, strong-minded general who knew exactly what he wanted, and a president not versed in military strategy who, as a former National Guard artillery captain, was dazzled by braid and brass.

The Big Risk
At Wake Island, General MacArthur proposed exactly what he later executed—a lightning dash by American troops up to the Manchurian border, a pause on the border only long enough to symbolize victory, then a march home by Christmas.

In talking to Truman, MacArthur even used the words "home by Christmas." He admitted that the Chinese might be provoked into attack. But he predicted they would not cross the Yalu river in force and confidently added that, if they did, he could take care of them.

MacArthur also argued that the North Korean guerrillas would be destroyed by the severe Korean winter, and that the South Korean army would be strong enough to protect its homeland without a large U.N. army.

President Truman was hesitant. He questioned the necessity of marching all the way to the Chinese border, also the wisdom of pulling American troops out too quickly.

MacArthur replied that "occupations are failures," that the execution of war prisoners is "foolish," and it would be best to leave Korea in the hands of Koreans.

Although Truman remained hesitant, he never gave MacArthur direct orders not to march to the border.

A stronger president, such as Franklin Roosevelt, probably would have argued MacArthur down. A stronger military adviser to the President might have done likewise. Time and again Churchill and Roosevelt, conferring with the generals, dominated military decisions in the last war. And although never published, it was astute Adm. Chester Nimitz, commander of the fleet in the Pacific, who managed to reverse MacArthur's plan to stage the first Philippine landing not Mindanao—where the japs were prepared—but in the Gulf of Leyte.

WISDOM FROM THE AGES



The BOOTLEG Philosopher

Editor's note: The Bootleg Philosopher on his farm near Bootleg has thawed out after the cold snap, his letter this week reveals.

I was out here yesterday still trying to thaw out from the cold spell we had, as far as I'm concerned, the kind of weather we had during that spell can just skip me from here on out, most folks spent the time worryin' about their livestock but after the temperature goes below 32 I stop worryin' about my cows and start worryin' about myself, at any rate, after the sun came out and I was convinced it was gone to stay out a while I eased out of the house and wandered around and found a copy of a newspaper which has frozen stiff durin' the blizzard but was now as limp as the day it came off the press and picked out a sunny spot and started catchin' up on the news.

After I caught up on the war news, found out which side had Seoul this week and what the United Nations was votin' on, they've got their votin' down pretty good now but ain't had much luck gettin' anybody to pay any attention to the re-

sults. I got on down to the home front news and read where an agricultural expert has been worryin' about farmers doin' too good a job this comin' year in meeting the nation's production needs. This expert was warnin' farmers in their all-out effort to produce not to harm their soil through over-enthusiasm to produce more.

This may be good advice for some farmers, but I will appreciate you tellin' the experts from Austin to Washington, that with all the things they got to worry about they can ease their minds when it comes to worryin' about me producin' too much. I stopped wearin' out my soil years ago, not so much on account of what it was doin' to the soil as anything I can do, it's hold the line when it comes to gettin' over-enthusiastic about plowin'. Me and the experts see eye to eye on that.

And if it don't rain around here, my neighbors may not produce any more this year than I do, and I'm frank to say there ain't no nation on earth can win a war on that sort of production.

Yours faithfully,
J. A.

'Tater Peelin's

By Roberta Campbell

Sorry Keith, you WERE playin' with the eighth grade basket ball team in the double header, instead of the seventh.

Death came to one of our favorite teachers at West Texas State last week—Dr. Stuart Candron who made the study of government such a fascinating subject for us. Dr. Hills tribute to him was very beautifully done but another tribute which is more pleasant in detail and made us very happy was Canyon's Chamber of Commerce award as "woman of the year" to Miss Ruth Cross, Dean of Women at the College.

Well this is the week that the club calves will have their hair in curls, the lambs and poultry will have their toenails trimmed and the pigs will have their skins scrubbed pink in an effort to remove the last smell of a hog as they move into the Lull Barn for the Junior Livestock Show, Friday and Saturday.

And as always, a lot of folks will be droolin' over all that prime beef on the hoof but we will be happy when they open the cute and turn us in for the barbecue which we hope to finish off with more pie baked by the mothers of the Camp Fire Girls.

It takes all kinds of people etc., etc. Here Jack Roberson seems pleased enough just to be able to get back down town while Glenn Weir who has also been sick is terribly worried because he feels so good that he knows it can't last and that he is bound to feel worse again.

Suppose out of common decency we should extend a wish that he will feel worse so he can feel better.

Louisa's Letter

Dear Louisa,

I have a problem and would like your advice. I have been going with a boy for over six months now, steady. I am very fond of him and know he would make a wonderful husband. I am sure he is very much in love with me. My folks approve of marriage with him.

Before I met this boy I was going with a man quite a bit older than I. I fell desperately in love with him. So much so, that I am miserable.

We dated for about three months and he was transferred to another town. We didn't write for a while afterwards now I have received several letters from him and he says he loves me. This man has been married and has two children.

Louisa, I am terribly mixed up but I feel that I can never be happy without him. And yet I am not sure he would be as good a husband as the fellow I

(Continued on Page 6)

Panhandle Paragraphs

Frozen Cow

Call us Doubting Thomas if you like, but we don't believe the story about Olton farmers discarded their milk pails during the cold spell. We've heard some tall tales, but this 'stacking of streams of frozen milk and carrying them to the house like cord wood tops the list.

This is even worse than Howard Hall's fish story.
—The Olton Enterprise

Door Hinges

My vote for the most interesting single feature of the Texas Capitol building would go to the door hinges. They were especially cast for the purpose and have grown richer with age. At present they are being removed and refurbished to look like new and still retain their original dignity.

—Matador Tribune

Good Wheat Prospects

The prospects for the wheat crop are excellent, says W. G. Vinzant, county agricultural agent.

There is good bottom moisture even though the top three or four inches of soil is dry. The wheat is small now, and does not take a great deal of moisture, but it is healthy and lively, he explained.

—The Portales Tribune

Prisoner Celebrates

Sub-zero temperatures that have caused many home owners inconvenience with frozen water pipes during the past few days failed to deprive one of Sheriff Fowlke's prisoners of his pleasures while in a celebrating mood even though he was locked up in the local jail. The gentleman, a new arrival in Dimmitt, imbibed alcoholic spirits in excess of the amount necessary to fortify the inner man against the lower and lowering temperatures. As a result his actions or behavior attracted the attention of Sheriff Fowlke who immediately lodged the gentleman in the county jail. To continue his spree of celebrating the Panhandle's coldest spell in several years the inmate turned the water faucets on in the jail cell and reclined on the bunk in his cell for a good nights rest. The next morning the Sheriff discovered the overflowing conditions in the courthouse, shut the water off and turned the prisoner out before he could damage any more county property.

—Castro County News

My friend John Feltz has an old fashioned remedy for frost-bitten or frozen feet. According to John, you slice yourself some onions and stew them lightly and then soak your feet in the stew as hot as possible, keeping it warm throughout some thirty minutes of soaking per treatment. Two treatments said John as he handed me his check for twenty five for March of Dimes, cured a foot that had pained him for years each time the weather turned sharply cold.
—Moore County News

Icy Reception

E. L. (Smockey) Price received a very icy reception when he went to work Tuesday morning. No, it wasn't that a bill collector was waiting at his barber shop door for him. It was really ice, and water, quite a bit of it. Seems that the water line which runs from his shop to the apartment above the shop had frozen some time Monday night. As a result, the water came pouring down into Smockey's barber shop and M. D. Bentley's insurance office.

—The McLean News

At least one burglar is working for cheap wages in this vicinity. Twenty-five cents in pennies and one bad check for \$13.50 was the total loot taken recently from the Jack Miller Service Station and Liquor Store in Panhandle. Untouched by the burglar or burglars was an undisclosed figure of currency in a hiding place in the store. None of the merchandise was taken.
—The Groom News

SUNDAY'S CURRENT QUESTION

Children Should Wait Until Six To Start to School, Poll Shows

Under present regulations in Texas, children are allowed to start to school if they are six years old by the first day of September. Other states vary as to the starting age. Do you believe children should be allowed to start to school at an earlier age?

F. M. Kester—Personally, I do not. I believe that experience has proven that you can start the children too soon in the regular grades. Kindergarten is all right for the little tots. As far as the regular course of study is concerned, six is soon enough. I think you can advance children too far for their age and mental capabilities. Some children may be more apt than others, but we have to base it on the average child.

Roy Bickford—Personally, I don't. I believe a child will learn faster and do better if he starts at the age of six.

Mrs. Lee Conklin—No. Because most children are too young by the time they get through school to know exactly what they want to be.

Mrs. Byron Durham—No, I think their coordination and the development of their eyes is the reason for holding them back. Their eyes are not ready for near-point work before they are six years old.

Mrs. Dick Gholson—I think if they are six by the first of January following the opening of school in September, they should be allowed to start in September. It makes it awfully hard on the children whose birthdays fall shortly after the start of school.

Mrs. D. C. Martin—No, I don't. I think that much difference in their age makes it better for the child. I have taught when they were allowed to start earlier, and I think that if they are already six by the time school starts, they are better off. If they can do the work when they are younger, they can do it just that much better when they get to that advanced age. That has been my experience.

La Plata Study Club Hears Story of Washington, D. C.

LaPlata Study Club met with Mrs. S. S. Dodson Tuesday evening in regular session.

Following the opening of the meeting by the president, Mrs. J. R. Johnson, the club members heard A. J. Schroeter discuss briefly the proposed school bond election. He outlined the plan for the building and said that \$700,000 would be spent on the actual construction which would allow the remainder of the amount voted in bonds to be used for furnishings and repairs and adjustments. He stated that if the bonds failed to carry, the architect's fee would only be 1 percent of the cost of the building, which would not be wasted because his plans would be filed and used at a later date when bonds would be voted.

Mrs. Emil Dettman presented the program for the evening on Washington, D. C., giving a brief history of the city and telling of the selection of the site. She told of the burning of the capitol in 1912 and listed many interesting things to see when visiting in the city.

During the business meeting plans were made for the club to enter a float in the parade held Saturday February 17 during the Show.

The next meeting will be held with Mrs. Ray Downey on February 20.

Members in attendance were

Mesdames Leroy Aven, W. E. Blood, W. B. Boston, Homer Brumley, Les Combs, Dalton Criswell, Emil Dettman, J. R. Johnson, Charles Newell, Palmer Norton, Elmer Patterson, A. J. Schroeter, Chas. Spurlock, Urlin Streu, Morris Thompson, Lynn Kester, Ray Downey, Miss Genevieve Eberle and the hostess.

Bride-Elect Is Shower Honoree

Miss Inez Tucker, bride-elect of Doyle Kelly of Lamesa, was named honoree at a shower-tea given Tuesday afternoon in the home of Mrs. George Graham. Other hostesses included Mesdames Carroll Whitesides, D. C. Kinsey, Gerald Wilson, G. P. Owen, E. W. Young, J. M. Thompson, T. B. Cox, Jimmie Allred, Eugene Sparks, and Owen Stagner.

Frisly and fancy decorations carried out a Valentine theme for the refreshment table featuring the bride-elect's colors in rainbow ribbon that laced the large valentine center piece. Pink carnations and white candles entwined with pastel shaded sweet peas completed the table decorations. A pink linen cloth laid the table.

Mrs. Graham greeted the guests and Mrs. A. F. Tucker, mother of the bride to be, the honoree and the bridegroom-elect's mother, Mrs. R. W. Kelly of Lamesa, stood to receive the callers. Mrs. Stagner and Mrs. Allred presided at the silver tea service and Mrs. Sparks was at the guest book.

Guests registering were: Mesdames R. C. Anderson, Moody Stephens, J. B. Harlin, Jack Roberson, E. J. Kirksey, R. E. Speck, and H. L. Couch of Lamesa, W. R. Scarth, Dalton Criswell, Hardy Benson, Roger Brumley, B. E. Roberson, L. L. LeGrand, Clarence Schultz, A. A. Simons, L. H. Lookingbill, Jr., W. J. Dickson, S. B. McLallen, Bob Lawrence, R. H. Cagle, A. N. McRight, Allen Powelson, Wayne Evans, Homer Brumley, J. B. Speed, Miss Lola Pearle Heiskell, members of the house party and the honoree.



TUNNY WILSON AND BUDDY GODFREY are pictured with friends at the birthday party honoring the two boys last Saturday night at the club house which was gaily decorated with red and blue streamers and other gay and colorful items.

Two Birthdays Celebrated At Square-Dance

Red and blue streamers and other gay and colorful decorations decked the club house Saturday night at a birthday celebration honoring Tunny Wilson and Buddy Godfrey on their 14th birthdays.

Hostesses were the boys' mothers, Mrs. W. J. Wilson and Mrs. C. C. Billingslea. Square dancing provided entertainment with Bob Lewis as the caller. Featured in the refreshments were the two birthday cakes with red candles adding to the festive scene.

Attending were: Sue Cooke, Jackie Burrus, Keith Hodges,

Joe Easley, Dale Hinds, Joe Bill Barnard, Barbara Winget, Col-wills, Homer Hershey, Jamie Line Brown, Martha Brown, Arthur, John Benson, Kenneth Sandra Wright, Barbara Rogers, Carmichael, Elmer Mitchell, Bonnie Lewis, Sylvia McCrack, Emmett Brown, Bertha Godfrey, Bonnie Johnson, Colline Bill Rose, Sharon Moore, Bill Cooke, Mr. and Mrs. Bob Lewis, Bookout, Sue Smith, Randy Mrs. C. C. Billingslea, Mrs. Thomas, Johnny Boyce, Abbie Zaudte Brown, Mr. and Mrs. W. Longbottom, Billy White, Sue J. Wilson and the honoree.

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Large Crowd PTA Members Hear School Bond Election Discussion

A large crowd of parents and teachers heard A. J. Schroeter, president of the local school board, discuss the forthcoming bond election at the regular meeting of the Hereford Parent-Teacher Association at Shirley School gymnasium Monday evening. The speaker was introduced by Robert Thompson, first vice-president of the association.

"The board feels that the school patrons have a right to know the crowded condition which the district will face in the fall of 1952, calculated on the basis of normal growth and on the number of children who will advance from grade school to junior high, and from junior to high school in two years," Mr. Schroeter said.

He warned that it would be necessary at that time to hold classes in borrowed or rented quarters or to resort to half-day sessions, should the bond election fail at this time. He outlined briefly plans for the \$700,000 high school building and other school improvements and repairs to be included in the proposed \$1,000,000 bond issue.

Mr. Schroeter commented that the board had entered into tentative contract for sale of the bonds at the lowest rate of interest known in many years for such bonds. They thought it wise to make the arrangements, subject to the approval of the voters, since bonding companies pointed out a definite possibility that a federal tax may be imposed on now tax-free bonds in the near future. He revealed that the increase in school tax valuations necessary to retire the proposed issue and to provide necessary teaching and maintenance expense would be approximately 30 per cent. He explained that a citizen who paid \$50 school tax in 1950 next year would pay \$65 if the issue carries.

Supl. George Graham was asked to review school population figures. He revealed that the actual attendance has doubled since 1944, and that the senior class of 1952 will be the last small class to be graduated.

Mrs. Earl Springer, president, conducted the business meeting, when the association voted to offer its assistance to the school board in distributing information leaflets prior to the bond

election. Mrs. Merlin Kaul directed a period of recreation, when new residents were introduced. The hospitality committee, with Mrs. D. C. Kinsey as chairman, served refreshments to approximately 150 persons.

Home Demonstration Club Activities

Dawn H. D. Club Dawn Home Demonstration Club met Friday in the home of Mrs. H. Fuller for a lesson on preliminaries of sewing conducted by CHDA, Mrs. Tom Draper. Two new members were welcomed; Mrs. E. B. Draper and Mrs. Dudley Rutherford. Mrs. Rutherford was named reporter for the club.

Those attending were Mesdames; R. B. Brown, W. T. Beavers, W. U. Adams, R. T. Stewart, T. L. Sparkman, Jr., J. B. Caraway, R. C. Hershey, Zed Stewart, John Carothers, Tom Draper, the new members and the hostess. The next meeting will be with Mrs. R. T. Stewart on February 16.

South Hereford Club Mrs. John Draper was hostess for the South Hereford Home Demonstration Club Tuesday afternoon with two special roll calls opening the meeting. Mrs. Lowrey Walker outlined the proper procedure for a committee appointed to make amendments to the constitution, and Miss Evelyn Bell gave "News For Shoppers."

Mrs. Marlin Gilliland presented a program on "The Care of the Sick in the Home" giving a demonstration of caring for an unconscious patient.

Mrs. Julia Sowell told how to keep the home medicine cabinet well stocked with emergency

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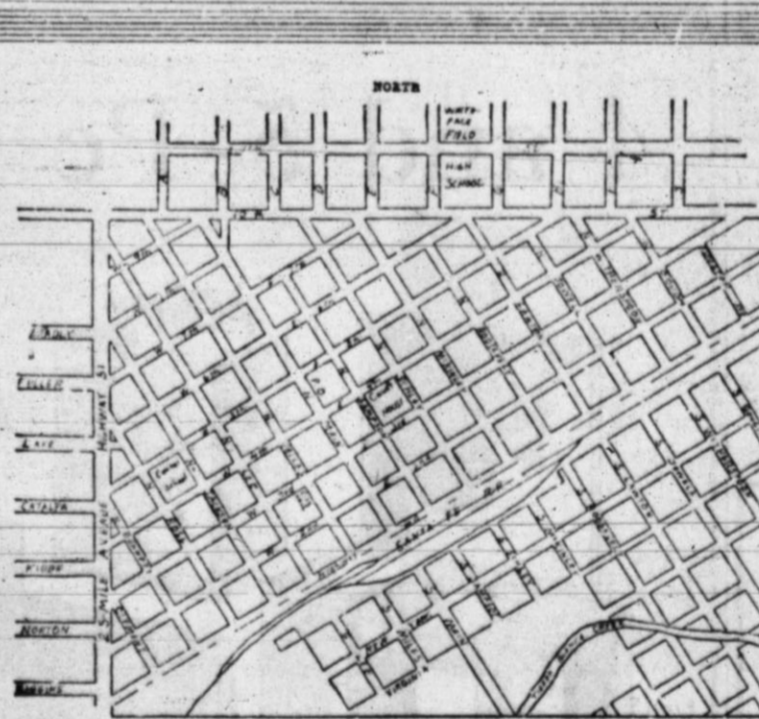
Mrs. O. F. Henson Is Honoree at Shower

At the regular meeting of the Merry Workers this week, a star shower was given for Mrs. O. F. Henson in the home of Mrs. Lola Blankenship, 236 25 Mile Avenue.

After several games were played, the hostess served cake and coffee to Mesdames Henson, O. L. Landers, W. J. Post, Paul Lee, D. M. Holbert, Harry Taylor, Jean Bradshaw, F. N. Higgins, Ted Higgins, A. D. Thompson, Mary Lou Cannon, J. C. Blankenship, and Betty L. Fox. Mrs. Post, Mrs. Higgins, and Mrs. Fox are new members of the Merry Workers.

supplies.

The president of the club conducted a short business meeting when Mrs. W. J. Hacker was named vice-president and the next meeting was announced for February 20 in the home of Mrs. A. C. Flowers. The Council meeting was announced for February 24, at the court house.



STREET MAP OF HEREFORD, TEXAS



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that will add sugar
'n' spice 'n' everything
nice to your Spring
suits!



\$5.90

Sally forth into Spring with a beautiful new suit, yes, by all means! But make sure the blouse you wear DOES something for it! Like showing a collar outlined with lace . . . or perhaps some delicate drawwork . . . or a sheer nylon mesh yoke. We've selected three, each with an unusual yoke effect, to sweeten and spice your costume. Of fine rayon crepe or tissue faille . . . white, lilac, pink, mint, navy, magnolia, mauve pink, coral, or lemon in the group. Sizes 32 to 38.

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

Oklahoma Pioneers Celebrate 50th Wedding Anniversary At Home Here

A couple who remember Indian Raids in Oklahoma Territory looked back over the past fifty years, some of them particularly hard and some of them good, as they celebrated their golden wedding anniversary Sunday.

They are Mr. and Mrs. R. L. McGee, and if they seem two genuinely happy individuals whose faces shine with an inner light, they are just running true to form. They have always been that way.

One Sunday morning long and long ago, Miss Mattie Montgomery and Robert L. McGee were married in the home of the minister of the Church of Christ, near St. Louis, Oklahoma. Then they attended church services in the little community church and had dinner with her parents. Their honeymoon included brief visits in the community with relatives and a wagon trip to Shawnee to buy furniture. The morning of the wedding was bitterly cold and a terrific wind was blowing, she recalled. "He shook so while the preacher was performing the ceremony I was afraid he was having a chill," she said.

Mrs. McGee is a native Texan, born in Young County and moved to Indian Territory with her family when a child. He was born near Fayetteville, Arkansas and at the age of 9 made the trip to Indian Territory with his six brothers and widowed mother in a covered wagon in 1893.

"Women can be pretty slow in making up their minds," he said. "It took her four years." They moved into a two-room house on a forty acre farm and lived there five years. They bought 80 acres near St. Louis and for 25 years made that their home. He bought more land near Shawnee and Tuttle developing good farms on each place. Cotton and corn were the main crops and each year they were able to realize enough profits to buy more land. He liked that old double shovel and the turning plow, all he had to work with,

and he got along fine with the Indians. He remembers no real trouble with them but they will never forget one of the scares they had. Two Seminoles had killed a white woman and the settlers strung them up to a tree and burned them alive. When the word came that the Seminoles were on the march, killing and burning everything in their path, the settlers were terrified and fled their homes taking what they could carry into Tecumseh. All night long they stood ready to defend the town but the Indians never appeared. In the confusion everybody was running but the Indians had been running the other way all of the time.

In 1927 they struck oil on their land near St. Louis and before long oil was flowing on all three farms. Several of the boys had moved to Deaf Smith County and in 1946 Mr. and Mrs. McGee were persuaded to move here. Both liked Hereford but confess a secret yearning to go back to the farm where they lived 23 years. "Looks like there's not much for old folks to do. I used to like to hunt wild game in Oklahoma but now that's all over," he commented.

The couple has ten children. The seven boys are: Lawrence, Taft, Floyd, Ernest of Hereford; Lee of Bentonville, Ark.; Alvin of Seminole, Okla., and Lloyd of Portales, New Mexico. Their three daughters are Mrs. Bertha Perry of Shawnee, Okla., Mrs. Neva Cooke and Mrs. Vida Skelton of Amarillo. There are 32 grandchildren and 3 great-grandchildren.

Honored On Anniversary
Approximately 160 friends and relatives registered at the open house given at the couple's home, 407 Witherspoon, Saturday afternoon in their honor. Their three daughters and their daughters-in-law were hostesses. The refreshment table was centered with deep yellow roses flanked by yellow tapers in candelabra and featured garlands of yellow jonquils and fern encircling the center piece and the three tiered anniversary cake. Doris Jean McGee, a granddaughter, presided at the guest book.

At noon preceding the open house the couple's ten children, all of whom attended the celebration, and their families and other out-of-town guests were entertained at a dinner given at Shirley School cafeteria.

Besides the immediate family, out-of-town guests included: Mr. and Mrs. Claude Rogers, Littlefield, Mrs. Sabra Davis and daughter Peggy, Springlake, Mr. and Mrs. Floyd Rogers and children, Amherst, Mrs. G. G. Skelton and Mrs. Faye Cooke, Amarillo.

Mr. and Mrs. R. L. Simpson returned Monday from Edinburg where they spent a week. They accompanied her parents, Mr. and Mrs. C. E. Roberts of Wellington, who went to see about their property in Edinburg. They found a 20-acre orchard of grapefruit which was badly damaged by the freeze.



FIVE SMALL GUESTS helped Gayle Newell, daughter of Mr. and Mrs. Gaylord Newell, celebrate her third birthday Sunday, Feb. 4. Those attending were, from left front: Keith Blanton, Bob Reinauer, Bill Jack Gilliland, Gayle Newell, Brant Knox, and Jo Lynn Carlyle.

Gayle Newell Enjoys Third Birthday Party

Gayle Newell was honored on her third birthday at a party given by her mother, Mrs. Gaylord Newell, Sunday afternoon.

Golden Books and Wonder Books were given as favors and the group enjoyed recorded fairy tales and songs.

Those attending were: Keith Blanton, Jo Lynn Carlyle, Brant Knox, Bill Jack Gilliland, Bobbie Reinauer, Delores and Aloha Pulley of Amarillo, Carol Ann and Marilyn Newell and the honoree.

Mothers attending were Mesdames Darrell Blanton, L. W. Carlyle, Debbs Knox, Jack Gilliland, Joe Reinauer and the hostess.

Mr. and Mrs. Don Taylor have returned to their home in Louisiana, Mo., after visits here with her mother, Mrs. J. H. Pitman, and with relatives in Amarillo. Mrs. Taylor has been visiting here several weeks but Mr. Taylor came by plane to Amarillo Saturday to see his mother who is seriously ill in Amarillo. He also visited the relatives here.

The American Scene Is Subject For Music Study Club Program

Miss Frances Dameron was director of the program when a meeting of the Music Study Club was held in the home of Mrs. Bill Stanford Monday afternoon.

Continuing the study course outlined in year books for the year, "From Madrigal to Modern Music" the lesson subject was "The American Scene"—Crucible of Music.

Miss Dameron explained how the interpretation of American ideals is replacing the imitation of the European heritage, and stated that the finest performances anywhere, now take place in America for the Western hemisphere has become the musical world.

She told of the American Folklore, from which much of the music has grown, of the music of Mexico, which is of Indian and Spanish background, and which has made rapid progress in late years. She described the Latin American dance types and told of African and Cuban influences. "Even popular music such as jazz, is of much greater cultural value than the aver-

age American suspects" she said, "for here the American shows his striking talent for improvisation."

"The use of Indian tunes and the accumulation of folklore will not make great American music. Being American involves first being human, and what Americans can have an ultimate value except as the inheritor of the best of humanity," she said in conclusion.

Two selections were given in illustration of the theme; "Ragtime Bass" (Thompson) was played as a piano solo by Mrs. J. C. McCracken and Mrs. Carl Mountz sang "Ho-Mr. Piper" (Curran) with piano accompaniment by Mrs. B. Y. Crosthwait.

Members present were Mesdames: J. R. Allison, J. E. Beyer, Bill Bradley, W. T. Carmichael, H. A. Close, Ellis Coombes, B. Y. Crosthwait, W. E. Dameron, Jeff Gilbreath, C. H. Dyar, J. C. McCracken, Carl Mountz, J. D. Neill, Earl Phillips, T. W. Robertson, A. J. Schroeter, Glenn Snyder, A. C. Thompson, J. B. Jones, and the hostess.

J. M. Brownlows Celebrate 58th Anniversary

The J. M. Brownlow's count Monday, Feb. 5, as one of the most enjoyable days of their lives. With all their six children gathered for a dinner at noon, they celebrated their 58th wedding anniversary quietly and happily.

Two years ago, on their 56th anniversary, the couple held open house and scores of friends and relatives shared in celebrating the event. Monday because of Mr. Brownlow's health they settled for something simpler with only immediate members of the family.

The six children include: Mrs. Eula Carmack, who was also celebrating her birthday, Mrs. Clara Cooke, Buck Brownlow, Mrs. Jewell McNeese, Mrs. Irene Holt and Mrs. Johnny Sanders, all of Hereford. They and their families attended the dinner.

Lousia's . . .

(Continued from Page 4)
am going with now. What shall I do?
Worried—Tennessee

Answer:
I would not marry someone I was just "fond" of if I were a young girl. That is only for people who are getting along in years and are looking for companions rather than lovers.

However, a divorced man with two children is not a very good risk for a young girl. When you take into consideration the difference in your ages and the fact that he went away and didn't think enough of you to write for sometime, the chances are that you would be making a mistake in choosing him.

After all, you are young, so why not wait a while and see if it is not just infatuation you feel for this older man and not true love. You may discover that you are really in love with the boy you imagine you are only fond of if you give things a little time to work themselves out.

Lousia

Gas Meters Freeze

Business houses on the north side of the square experienced an unusual situation Thursday and Friday when the gas meters froze up, due to the presence of water in the gas mains. —The Canyon News

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For
All Your Feed Needs

Dairy Feeds Mill Feeds
Range Feeds Poultry Feeds
Hogs Feeds Rabbit Feeds
Baby Chicks Equipment
Salt Minerals

Best Quality For
Fair Prices

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AND EGG

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AVAILABLE NOW
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Some Models \$17950
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Visit us soon and select the new ROPER Gas Range that will exactly meet your requirements. Many fine models and many fine values.

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4 and 5-Pc Bedroom Suites

Priced From
\$98⁵⁰

Blonde Bedroom
Suites In This
Group

Now is the time to think about refurbishing that bedroom with new and modern bedroom furniture. We have a complete line of fine suites in modern design waterfall, panel and poster types. Lovely blonde wood that match in every detail. A choice of round or square mirrors. Yes, give your home the lilt that is spring with new bedroom furnishings.

We have a complete line of all of the things so necessary to make your new suite comfortable and charming. Soft downy pillows and relaxing mattresses. Rest assured in the contentment of new furniture.

E. B. BLACK
Since 1901

Printers Note: This Is Not Our Mistake—Francis Says It Will Turn You Upside Down with Laughs.

JAMES STEWART
HEREFORD

of all times
Pictures
Motion
the Great
now one of
Prize Play
Puzzler
wonderful
The

WITH THE
HAPPIEST LAUGHS
YOU'LL EVER
HAVE!

here comes

SUNDAY-MONDAY-TUESDAY
tar YOUR COMMUNITY CENTER

HERE IS THE FASCINATING STORY OF LILY JAMES... A GAL WHO TOOK NEW YORK BY STORM!

Lana Turner Ray Milland
"A Life of Her Own"
Tom Ewell

Louis Calhern Ann Dvorak Barry Sullivan

LADIES—Be sure to bring an extra handkerchief. This is top SOAP OPERA ENTERTAINMENT.

WEDNESDAY-THURSDAY
tar YOUR COMMUNITY CENTER

"USH" SAYS you on your wedding anniversary and hoping most sincerely that the years ahead will bring whatever means the most to you and the best of everything. Anniversaries from Sunday, February 11, through Wednesday, February 14th . . .

Congratulations

Mr. & Mrs. G. K. Muse Mr. & Mrs. R. W. Lemons
Mr. & Mrs. R. N. Yarbro Mr. & Mrs. John Gaetz
Mr. & Mrs. C. E. Hicks Mr. & Mrs. N. E. Moore
Mr. & Mrs. Noel Warley Mr. & Mrs. Jaye Sudduth
Mr. & Mrs. Charlie Sowell Mr. & Mrs. C. G. Richardson
Mr. & Mrs. J. R. Lipscomb

9 VICTIMS OF MANIAC KILLER!
DIAL 1119

MARSHALL THOMPSON - VIRGINIA FIELD
ANDREA KING - SAM LEVENE - LEON AMES

TEXAS SUNDAY
MONDAY

TEXAS TUESDAY ONLY

HITLER'S STRANGE LOVE LIFE
ADULT ENTERTAINMENT!
Eva Braun's private intimate poses!
Wild Nazi parties!

TRUE AUTHENTIC CAPTURED FILM PRODUCED BY HITLER'S PERSONAL PHOTOGRAPHER PICTURES HE NEVER DREAMED THE WORLD WOULD SEE!

plus SHAMING HAIR-RAISING EXPOSE!
"PASSION'S PAYMENT"
CRIMES OF THE GESTAPO!
A new low in human degradation!
Tragic betrayal of a million women!

Theatre
Not For Children

How You Gonna Keep 'em Down on the Farm?

A MEAL IN THE MAKING—Mrs. R. L. Simpson examines her potatoes, vegetables and roast baking in the electric roaster while her mixer puts the finishing touch on her cake mixing, preparing an entire meal quickly and economically. Mrs. Simpson, who lives five miles from Hereford, takes advantage of REA with many electrical appliances, including a deep freeze, automatic washing machine, electric refrigerator, and several small appliances. —Brand Staff Photo



Rural Electrification Answers That Question

"Keeping 'em down on the farm" following World War I was quite a problem, at that. Especially after you considered that nothing had been done for the farmer to make his life easier in the way of modern conveniences. Farmers had a serious problem in keeping good young men on the farm to help grow the food and raise the meat animals necessary to keep the nation in food. Now, thanks to rural electrification and REA, co-ops like the Deaf Smith County Electric Cooperative, "keeping 'em down on the farm" isn't a hard job at all. Especially not when housewives can enjoy luxuries and conveniences on the farm to the same degree their urban counterparts do. If you want to see what rural electrification means to Deaf Smith county farm homes, look at the pictures on this page for proof.

The Sunday Brand

Sunday Feb. 11, 1951 Section 3

A WOMAN'S WORK ON THE FARM is speeded up by use of many modern appliances, such as this ironer. Mrs. Geraldine Knabe, daughter of Mr. and Mrs. Frank Knabe, is using at their farm south of town. The modern, blonde cabinet matches other furniture in the Knabe's farm home. —Brand Staff Photo



EVEN THE DOLL CAN USE AN ELECTRIC VAPORIZER, or at least that's the opinion of Sheila Jo, left, who will be two years old in April, and her big sister, Karen, right, who will be three years old the last of this month. Children of Mr. and Mrs. Harold Baize, they live about 9 miles south of Hereford. —Brand Staff Photo



A PACKAGE OF FROZEN MEAT comes from the refrigerator to be used by Mrs. J. H. Dobbs, a farm woman who has lived in the country all her life and has had advantage of REA service six years. Among her electrical appliances which add pleasure to her life on the farm, she names her washing machine, iron, radio, and refrigerator. —Brand Staff Photo



WITH REA POWER furnished to virtually all farms in the area, farm families can have all the conveniences of their city neighbors, as demonstrated by Mrs. Henry Andrews who is using her electric vacuum cleaner while her daughter, Doris Jean, age 6, gets her feet out of the way. The Andrews, members of the Frio community, live 7 miles south of Hereford. —Brand Staff Photo

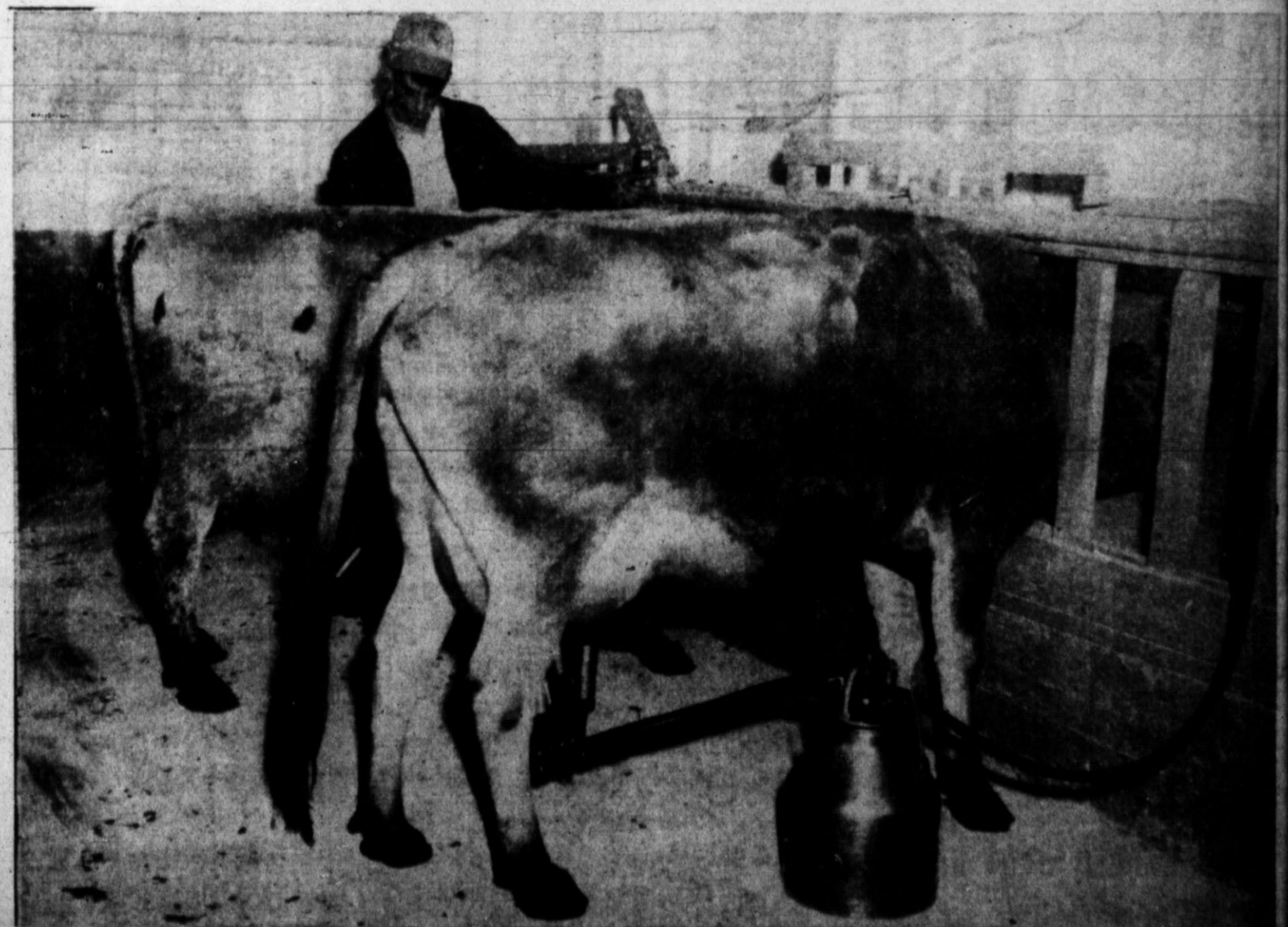


DAYS ON THE FARM AREN'T WHAT THEY USED TO BE, says Mrs. R. H. Schuder, who has lived on the farm 50 years. She doesn't know what she would do without electricity now, although she did without it until the REA built lines at Millersville about 1939. Now on the Deaf Smith Electric Co-op line, she takes advantage of its use with her electric iron, refrigerator, mixer, coffeemaker, and toaster. In the photo, she and her grandson, Harold Ray Schuder, age 4, are preparing breakfast for themselves. —Brand Staff Photo



SOMETHING GRANDPA never had are the modern milking machines being used here on the Cyril Albracht farm east of Hereford. The electric milking machine is just another one of the conveniences offered to farmers through REA. —Brand Staff Photo

(Right)



BUTCH, left, age 5, and **STINKEY** (Alen Ray), age 2, sons of Mr. and Mrs. Alton Monroe, who live two miles southeast of Hereford, really enjoy the much-publicized local water. The electric pump pressure system at their farm home, which is served by REA, assures the family of plenty of water the year around. —Brand Staff Photo

(Left)

New REA Home One of Most Modern Structures in This Area

The employees of the Deaf Smith Electric Cooperative Inc. are just getting accustomed to the new surroundings in their \$72,000 "home."

The long-awaited move was made Monday, Jan. 12—just about one month ago today.

The new home of the Deaf Smith Electric Cooperative is built on a 10-lot tract at the corner of Whitlitt Street and Highway 60.

Modern Building
Made of tile, brick, concrete, and random stone, the streamlined exterior encloses the most modern and efficient small office building to be found in this area. The "L" shaped structure is approximately 130 feet in length with a frontage of about 85 feet. The rear of the building is 41 feet in width.

A generous use of plate glass and large windows by the architect serves to emphasize the clean-cut functional lines of the building's interior as well as its exterior.

The BMFP Construction company of Lubbock was general contractor for the project. Wyatt C. Hedrick of Ft. Worth was the designer of the building.

Contracts for the work were let in June, 1950, and work started almost immediately on the new structure. As many as 25 men were employed at one time on the construction.

Approximate Cost
Approximate cost of the completed project is computed as follows:

Building (approximate cost including the light fixtures) \$72,000; land, \$5,000; Cyclone fencing, \$2500; kitchen furniture and fixtures, \$2500; black-topping, \$2500; new office furniture and fixtures, \$3750; and landscaping, \$250. The cost of



the building includes a loading dock also.

Rooms included in the new building are: director's (kitchen-demonstration room); lobby, general office, billing and minico, vault, bookkeeper's office, manager, secretary, cashier, janitor, utilization, engineer, utility, wash room for men, wash room for ladies, linemen's room, material clerk, meter room, small parts room; and five closets. There is also a room for chair storage.

A 35x41-foot garage is on the extreme north end (rear) of the building.

Since its beginning in September, 1938, the cooperative had been in the same location—129 W. Third Street. Yancey's Sewing Machine Center now occupies quarters vacated by the cooperative.

Deaf Smith County Electric Co-Op Owned by 2219 Connected Consumers

The Deaf Smith County Electric Cooperative is owned by 2219 connected consumers in Deaf Smith, Parmer, and Castro counties.

Just what rural electrification has meant to these 2219 consumers cannot be fully told here, but the benefits of rural electrification, as in the case of irrigation, are well known not only in the three affected counties, but throughout the entire United States.

It's no small item when one

realizes that there are about 475 irrigation wells being powered by electricity distributed by the Deaf Smith County Electric Cooperative.

These pumps are powered with motors ranging from the smallest at five horsepower to the largest at 50 horsepower.

According to the cooperative records, the largest consumer of REA power for irrigation purposes is Fred Barrett of Hereford who has 12 irrigation wells scattered throughout the Black area.

Miss Lola Pearle Heiskell returned Monday afternoon from Belton where she attended Charter Day celebration at Mary Hardin Baylor in observance of the 106th birthday of the school. She also attended the class of '49 reunion.

CARD OF THANKS

Thanks to my friends for the kindness shown me while I was sick. Your visits, flowers, cards, and gifts were greatly enjoyed and appreciated.

Mrs. Boyd London

Co-Op Officers, Directors Listed

Officers for the Deaf Smith County Electric Cooperative are elected annually:

President of the cooperative is T. B. Seigler, Jr. of Hereford. Vice-president is Sloan H. Osborn of Kiowa.

H. H. Miller of Dawn is secretary-treasurer of the group. James Witherspoon of Hereford is attorney.

Members of the board of directors are:

G. T. Watkins, Farwell; Tom Draper, Hereford; Joe Birkenfield, Nazareth; and Dewey L. Wright, Dimmitt.

Leo Forrest of Hereford is retained by the board of directors as manager of the cooperative. He has managed the company since 1945.



LOYD EVERETT LOVEL, 36, is office manager of the local cooperative. Born in Alfalfa, Okla., he attended Southwest State college at Weatherford, Okla., and lacks five hours of his Bachelor of Arts degree. He came to Hereford as office manager of the co-op in May, 1949. He formerly was employed in the Liberty National bank in Weatherford, Okla., as bookkeeper; U. S. Treasury National Bank Examining Department as assistant national bank examiner; with the Magnolia Petroleum company as stock auditor; and with the Public Service Company of Oklahoma in Hobart as chief clerk. Lovel is married. —Photo by Bill Patton

Rebekahs Initiate

Initiation rites for Doris Jean Burgess were held by Rebekah Lodge members Tuesday night at the IOOF Hall.

Those serving as initiation officers in the candlelight service were; Ethel Fridley, noble grand; Hazel Sparks, vice-grand; Ada Hollibaugh, secretary; Bobbie Meacham, warden; Catherine Russell, conductress; Lydia Hopson, past noble-grand; Aline Lomenick, chaplain; Ruth Smith, inside guard-lain; Mildred Renfro, R.S.N.G.; Edna Bowe, L.S.N.G.; Ruby Smith, R.S.V.G.; Amy Miller, L.S.V.G.; Charlotte Calvert, R.S.P.G.; Ola Hacker, L.S.P.G.; Edna Draper, R.S. chaplain; and Alta Davis, L.S. chaplain.

Mesdames Ola Hacker, Edna Draper and Earline Manning acted as hostess for the meeting and refreshments were served to 35 members.

Serious Ice Storm of 1940 Created Problem For Electric Cooperative

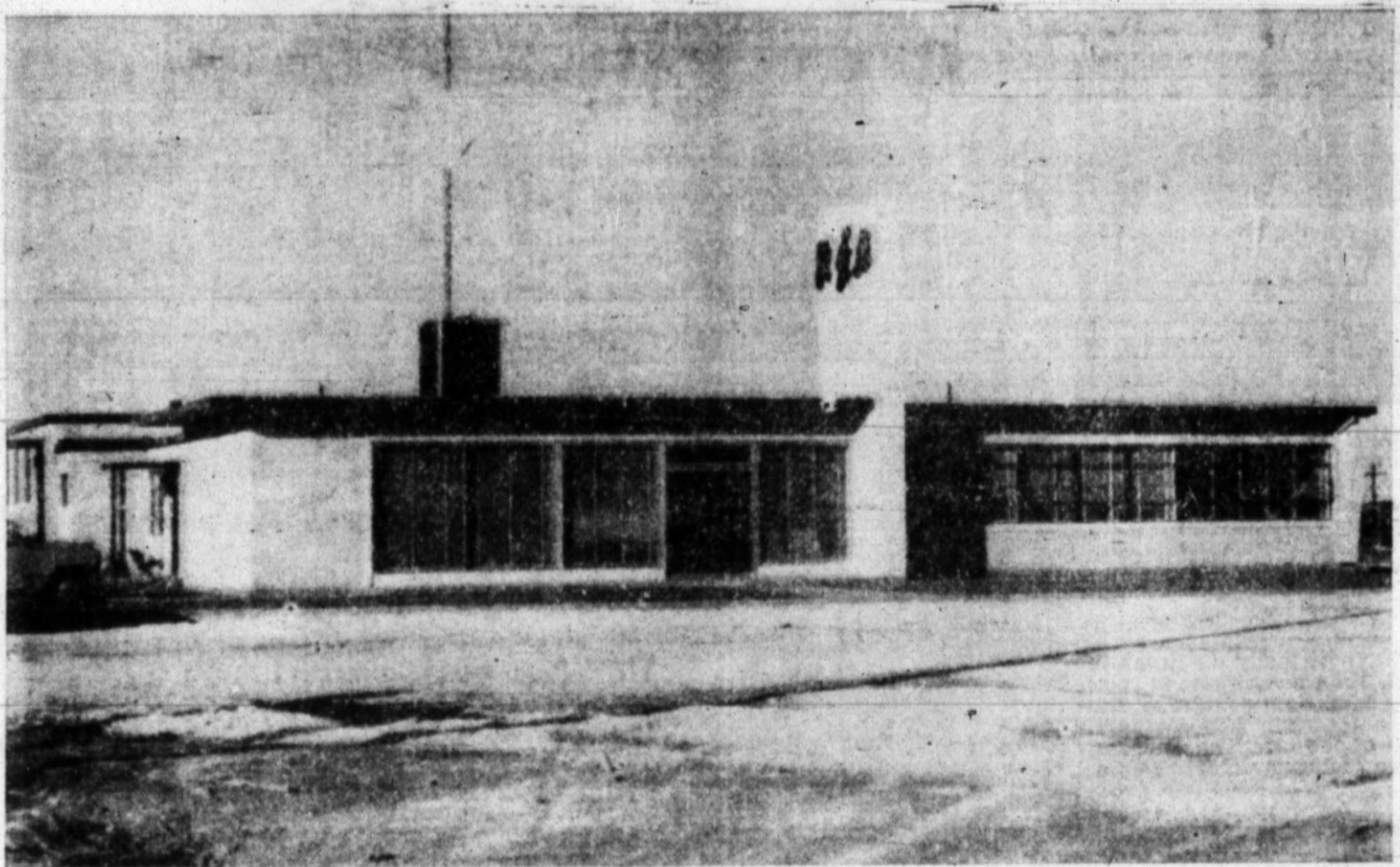
The Deaf Smith County Electric Cooperative had its share of "rough sledding" as part of its growing pains.

It was the fall of 1940. A heavy ice storm inflicted serious damage on the line system of the cooperative.

After the storm, the group was able to resume operations doing only essential construction for a total of about \$56,000.

Since that time, additional work has had to be done as a

result of the storm. The money for the work had to come from somewhere, so, during 1941, 1942, and 1943, no allowances for depreciation could be made. By 1945, an accumulation of \$54,000 was due the depreciation fund. Since 1945, that sum has been put back into the depreciation fund and, as far as this item of damage is concerned, the effects of the 1940 ice storm have been nullified.



CONGRATULATIONS

To the members of the Deaf Smith County REA on the opening of your fine new building

We want to say "Thanks" for your past, present, and future business. We also hope you continue to grow and prosper in the future.

Westinghouse Appliance Dealers to Serve Your Needs:

- H & H Furniture Co.
- Murphy - Echols Co.
- Grace Furniture Co.
- Coyan & Purdy Furniture Co.
- Taylor & Sons
- C & S Equipment Co.
- McDonald Hardware & Electric
- Johnson-Pool Tire & Appliances
- Murrell Furniture Co.

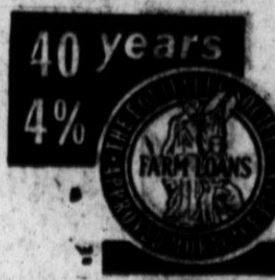
- Hereford
- Clovis
- Tucumcari
- Portales
- Canyon
- Dimmitt
- Happy
- Muleshoe
- Plainview

Westinghouse Electric Supply Co.

39 Taylor Street Amarillo, Texas

formal Opening... New REA Building Wednesday, February 14th

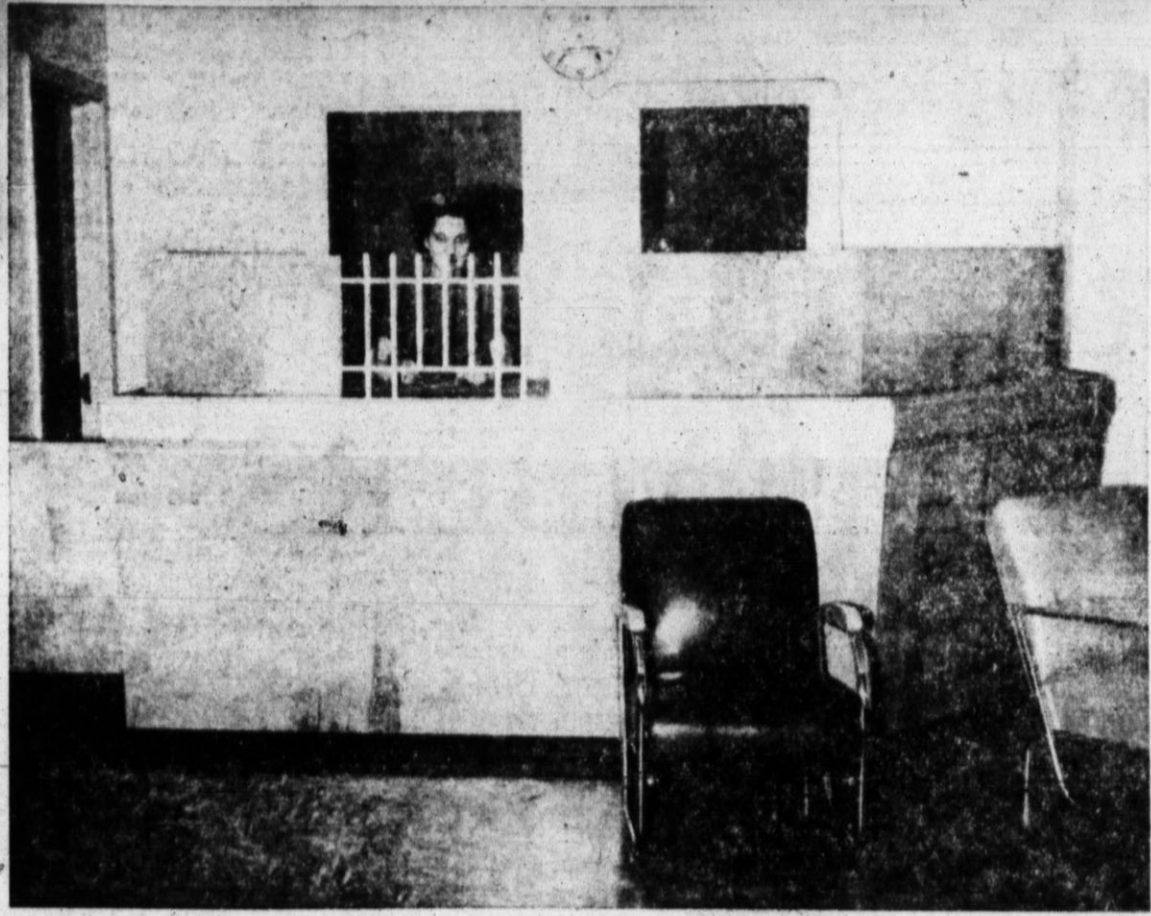
CONGRATULATIONS
And
BEST WISHES
From
AN OLD FRIEND



The First National Bank OF HEREFORD

Member: Federal Deposit Insurance Corporation Federal Reserve System

Joined for LEADERSHIP in service to farmers



HERE IS A picture of the cashier's window of the new REA building east of the city. —Bill Patton Photo



THE GENERAL office of the new REA building is shown in the above photo. Miss Adeline Koelzer, work order clerk, is shown at work at her desk. ADELIN M. KOELZER is employed at the cooperative as work clerk. Born in Electra, Texas, she attended McCullough Business School. Previous to her employment with the REA here, she was employed in Hereford as Lookkeeper. —Photo by Bill Patton



LEO FORREST, Manager REA

Congratulations

It Is With Great Pride We Wish To Congratulate Mr. Forrest, Directors and Members of the Deaf Smith County Electric Co-op On the Completion and Formal Opening of Their New Home.

Plains Insurance Agcy.

William Patton
213 N. Main

John Patton
Phone 50

Contradictory Legend of Old King Cole to be Presented Friday Night

The very contradictory legend of Old King Cole, a favorite with children, nursery age and up, is to be presented by the Clark Tree Major Children's Theatre of New York Friday evening, February 16, at the High School auditorium under the sponsorship of the business and Professional Women's Club.

"Old King Cole" is a unique dramatization based on the ancient verses learned by English-

speaking children the world over. No one knows who wrote the famous lines, but whoever the bard may have been, his lack of historical knowledge has made Old King Cole into the contradictory legend.

The rhyme described Old King Cole as being fond of his pipe and fond of his bowl, and fond of his fiddlers three, yet Old King Cole, who really lived

and ruled a portion of Britain during the third century could not have had either a pipe or a fiddler, as neither tobacco nor violins were known in Europe during his lifetime nor for many centuries afterwards.

"Nevertheless", we are told by Della Sagner, president of B & P.W. "In spite of all these historical inaccuracies, Clark Tree Major's entertaining dramatization features entirely authentic costumes and scenery, while the jolly and retund old King enjoys his pipe and his bowl and his fiddlers three, as he does in the imagination of every child

368 Trouble Calls

Linemen for the Deaf Smith County Electric Cooperative responded to 368 "trouble" calls during 1950, according to Emerson Roland, line foreman.

who has ever memorized and loved— Old King Cole was a merry old soul.

And a merry old soul was he. He called for his pipe and he called for his bowl. And he called for his fiddlers three.

Royal Ambassador Group Has Mission Program

The Royal Ambassador chapter of the First Baptist Church met Wednesday in the educational building.

After Ambassador-in-Chief Genie Snead called the meeting to order, Billy Legg opened the Home Mission program with a prayer. Julian Gandy was welcomed as a new member.

Present were Don Jackson, Billie Legg, Jan Wallace, John Brasley, Bobby Lowery, Charles McReynold, Robert Kinsey, Genie Snead, and Julian Gandy.

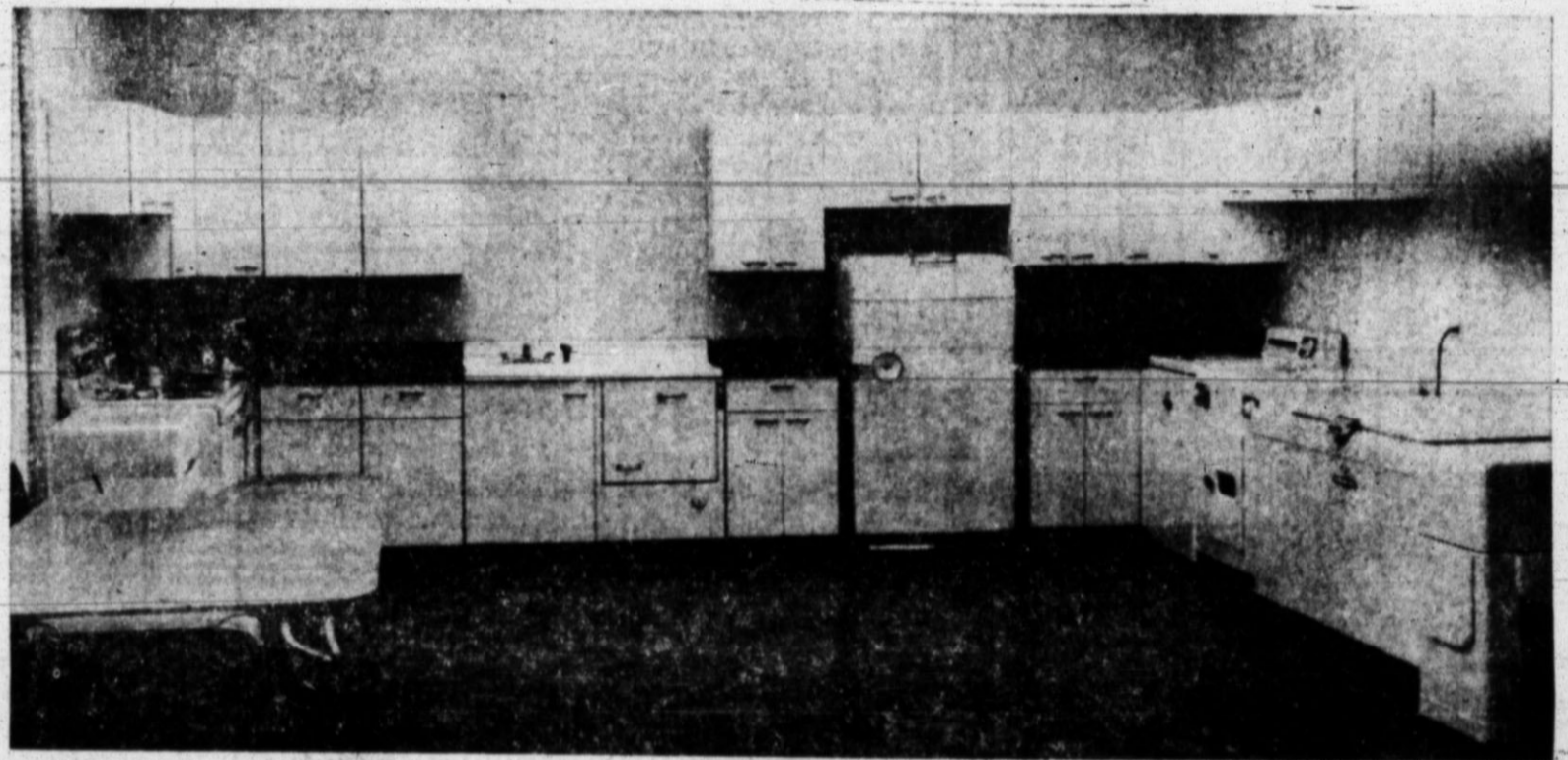
We Join The REA

Board Of Directors - - And Manager Leo Forrest

IN INVITING YOU

to attend the REA OPEN HOUSE and to inspect the New Building

Wednesday, February 14th



The Last Word In Home Efficiency Is the New REA MODEL KITCHEN — SHOWN ABOVE!

Naturally, we are proud that our firm was selected to play a part in furnishing many of the appliances . . . and we are especially anxious to have you carefully check and inspect each installation, which includes:

- Frigidaire Refrigerator
- Frigidaire Range
- Frigidaire Washing Machine
- Frigidaire Clothes Dryer
- Frigidaire Ironer
- 40-Gallon Table Top Frigidaire Water Heater
- 12 cu. foot Frigidaire Food Freezer
- Frigidaire Steel Wall and Base Cabinets
- 48-Inch Combination Sink and Disposal Unit -- by Kitchen Aid

It is our firm belief that No Better merchandise is available in the world today, and we are happy that we are selected to furnish, install and, of course, to service these appliances for the Hereford REA. You, when in need of appliances will find a friendly welcome at the Good Housekeeping Shop ... Hereford's source of first quality appliances and dependable service.

FRIGIDAIRE

The Folks at GOOD HOUSEKEEPING SHOP invite you to drop in and get acquainted

Mrs. Ray Downey
Home Economist

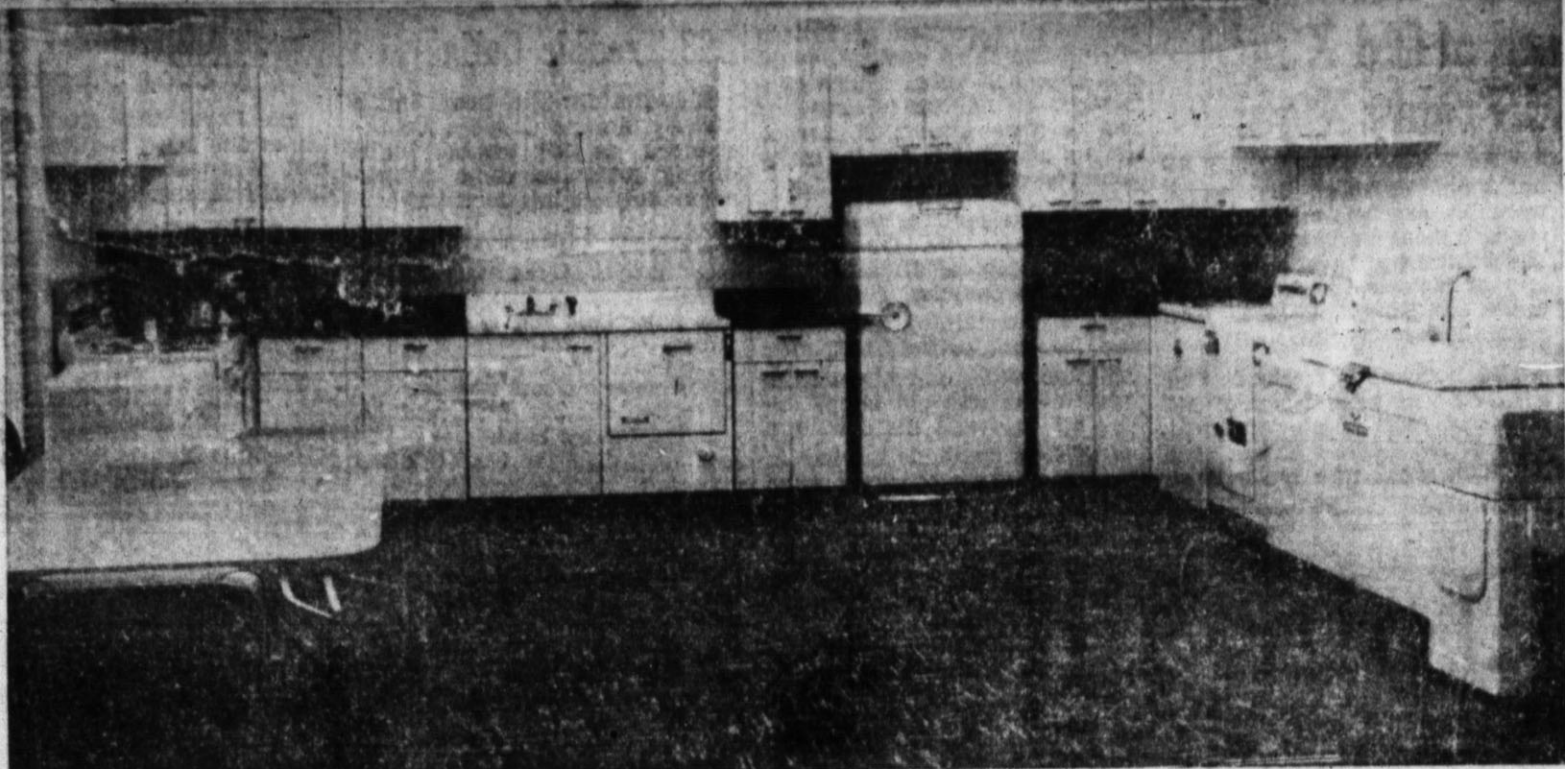
Bob Jennings
Office Mgr - Salesman

Ray Downey
Dealer

GOOD HOUSEKEEPING SHOP

Main Street at 3rd

Phone 1109



AN ALL-ELECTRIC kitchen occupies a prominent place in the west end of the new REA building. This kitchen is to be used for demonstrations and cooking schools. The electric appliances in the above scene are, from left: ironer, range, Kitchen Aide sink with electric disposal unit, and dishwasher at right side of sink cabinet; refrigerator, electric automatic hot water heater (under table in corner); automatic washer; automatic dryer; deep freeze unit; and an ironer. Approximate cost of the kitchen equipment is \$2500. Bill Patton Photo

Operating Expense Per Mile of Lines Shown

An operation record comparing the years 1949 and 1950 has been prepared by officials of the Deaf Smith County Electric Cooperative.

Total operating revenue for 1949 was \$214,602.02 as compared with \$345,979.97 in 1950. Total expense (including operation, depreciation, taxes, other deductions) for 1949 was \$200,

585.75. For 1950, the total expenses were \$294,277.68.

Net gain in 1950 was \$60,702.20 as compared with \$14,025.01 in 1949.

Consumption of power by the cooperative doubled in 1950. Cost of purchased power in 1950 was \$130,202.10 as compared with \$68,367.03 in 1949.

Total operating expense for 1950 was \$190,094.52 as compared

with \$118,829.86 in 1949.

The cost per kilowatt hour purchased in 1950 was 0.00641. Cost per KWH sold was 0.00818. Total operating revenue per mile (1539 miles of line) in 1950 was \$230.66. Total operating cost per mile in 1950 was \$191.21.

Average cost per KWH sold in 1950 dropped to 2.23c as compared with 2.74c in 1949.

Recent Bride Is Honored

Mrs. Alton Kemp, the former Miss Iona Whittington, was complimented recently at a shower-courtesy given in the home of Mrs. E. E. Doak. Hostesses were Mesdames George L. Olson, L.

L. Clark, J. M. Pickrell, Louie Olson and Doak.

Mrs. Doak, the honoree, the bride's mother, Mrs. H. B.

Whittington, and the bride groom's sister, Mrs. John Schneider made up the receiving line and Mrs. L. J. Clark kept the guest register.

The refreshment table carried out the colors used by the bride at her wedding, blue and white. Two large hearts and an arrangement of white flowers centered the table backed by lighted blue tapers. Mrs. George L. Olson poured. Calling hours were 7:30 to 8:30 p. m.

Congratulations REA MEMBERS --

on completion of your modern home

Plan Now to attend the Big, OPEN HOUSE

February 14th

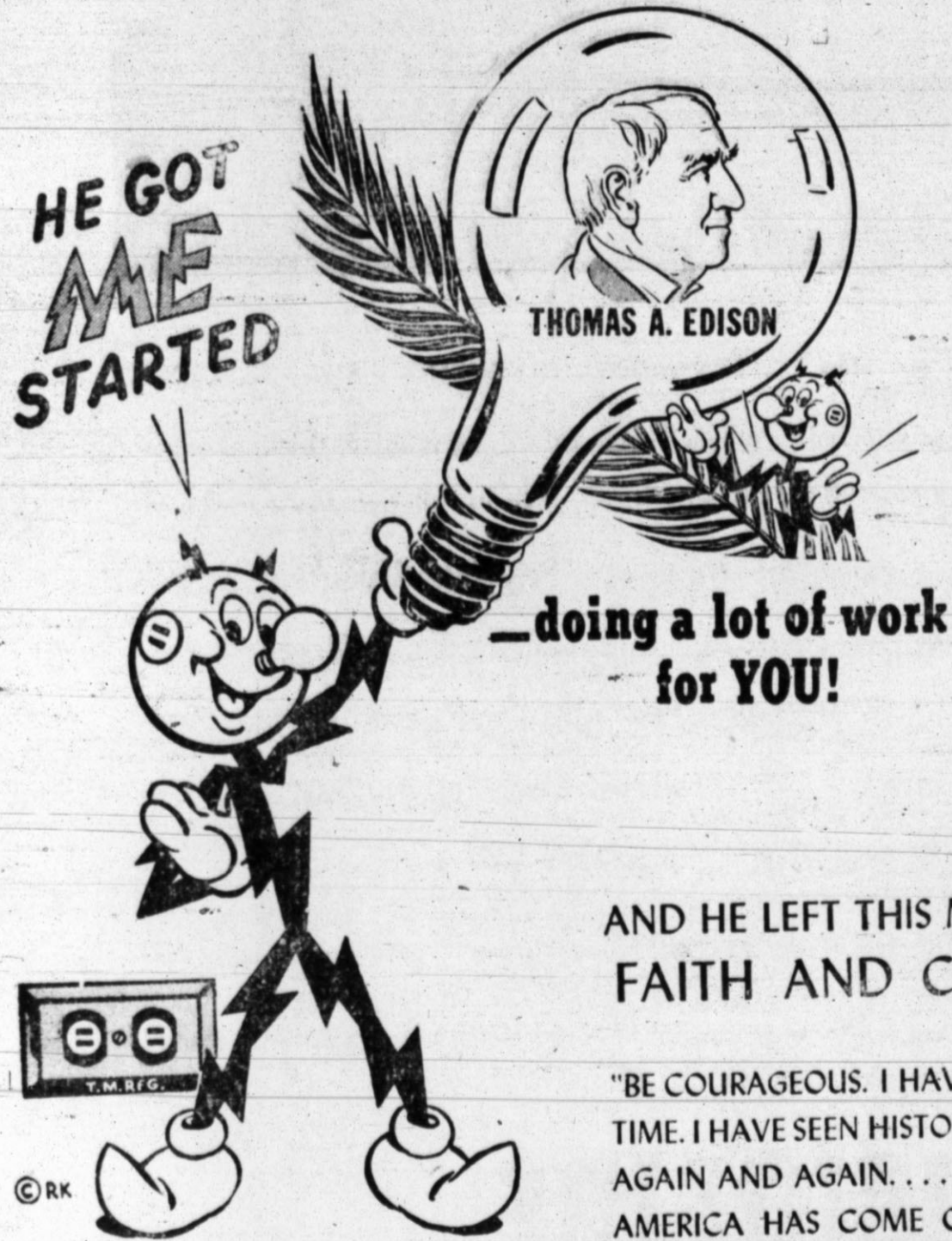
And Try When in need of MORE POWER . . . TROUBLE FREE M-I-L-E-A-G-E

Cosden

Gasoline
Oils
Greases

You're Always Welcome at the LOOP on Highway 60

Hereford Oil Co.



AND HE LEFT THIS MESSAGE OF FAITH AND COURAGE

"BE COURAGEOUS. I HAVE LIVED A LONG TIME. I HAVE SEEN HISTORY REPEAT ITSELF AGAIN AND AGAIN. . . . ALWAYS AMERICA HAS COME OUT STRONGER AND MORE PROSPEROUS. BE AS BRAVE AS YOUR FATHERS BEFORE YOU. HAVE FAITH. GO FORWARD."

FROM MR. EDISON'S SPEECH AT THE CELEBRATION OF THE 50th ANNIVERSARY OF THE INCANDESCENT LAMP.

**SOUTHWESTERN
PUBLIC SERVICE
COMPANY**

26 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE



We invite you to inspect the famous Corry Desks in the "work shop" of the new REA Building . . .

When You Attend the

Formal Opening Wednesday, Feb. 14th

When in need of office equipment for Office, Home or Farm . . . you, too, will find it profitable to shop The Brand office. Compare the famous Corry-Jamestown line for Quality, Price and Beauty — and you will join the nation-wide swing to Corry.

CONGRATULATIONS and BEST WISHES to the Board of Directors, Manager Leo Forrest and every member of the Deaf Smith County REA . . . from an old friend.

The Hereford Brand
— SINCE 1901 —

Rural Electrification Is Big Job, Figures Reveal

In case you didn't realize it, bringing rural electrification to Deaf Smith, Castro, and Parmer counties is a big job.

So big, in fact, that the Deaf Smith County Electric Co-operative, Inc., is probably the largest consumer and distributor of electrical power in the Texas-New Mexico-Arizona area. In 1949, the Deaf Smith Co-op ranked as fifth largest purchaser of this area. In 1950, the co-op doubled its consumption of electrical power, buying 20,298,150 kilowatt hours of electrical power from Southwestern Public Service company. During 1949, the Co-op purchased 10,150,380 KWH of power to hold its rank as fifth in this tri-state area.

Growth Figures

To show how much this co-operative electric company has grown, even in the last five years, consider these figures which represent the growth:

In 1945, the cooperative purchased 7,225,000 KWH of electric power. During 1950, as stated before, the cooperative consumed 20,298,150 KWH to rank near the top—if not as the leader—in consumption in a tri-state area.

In December, 1945, the co-op had 787 miles of line in the Deaf Smith, Castro, and Parmer area. In 1950, that figure had reached 1,539 miles!

Five years ago—in December, 1945—there were 490 consumers served by the Deaf Smith cooperative. By 1950, that number

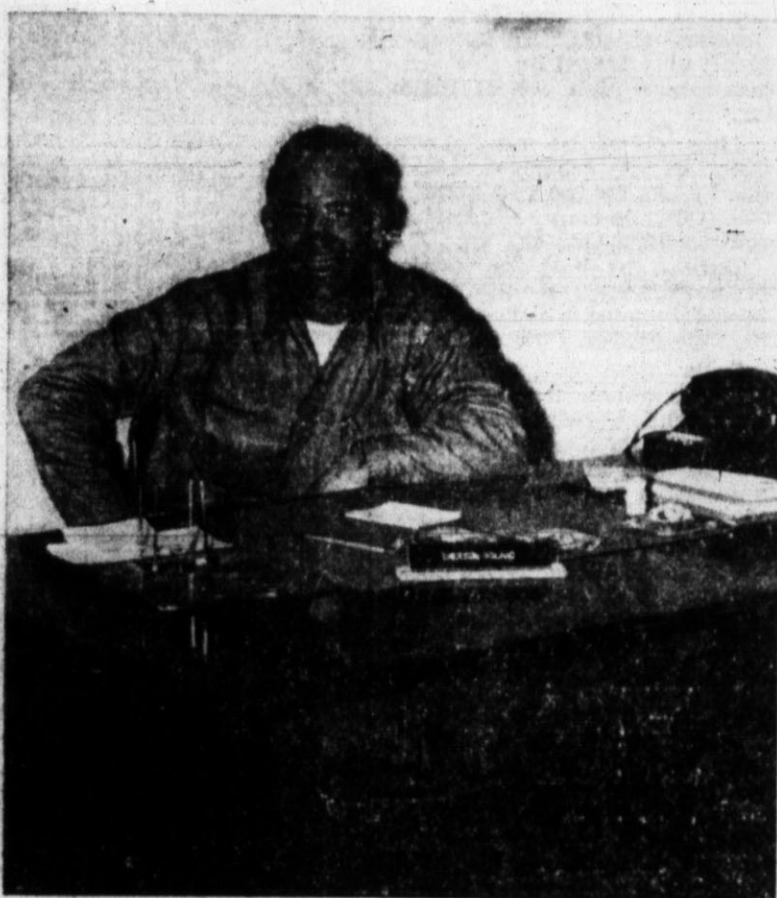
had grown to 2,219. At that time, the average monthly consumption per farm home was 111 kilowatt hours. In 1950, that number had increased to 179 kilowatt hours of consumption per family per month.

Assets \$2,103,825.86
Total assets of the Deaf Smith County Electrical Co-op total \$2,103,825.86. Of this, \$1,992,024.53 is "distribution line equipment" including six substations. The latter figure represents the cost of equipment that is out in the country.

Receipts in 1950 were \$354,979.97. Expenses for the same period were \$294,232.77, leaving a net gain of \$60,747.20.

From the facts presented above, it is apparent that the Deaf Smith County Electric Cooperative, Inc. represents a huge undertaking in its plan to serve the rural residents of Deaf Smith, Castro, and Parmer counties.

Instead of using dollars and cents as a yardstick of the worth of this cooperative, it would be better to recall how the advent of rural electrification has changed the lives of the farm people of this area from one of loneliness and back-breaking drudgery to one where the daily routine of bringing food from the soil can be done more quickly and efficiently with the aid of electrically-operated appliances designed for better living.



EMERSON ROLAND, above, is the employee with the longest period of service in the local REA cooperative. Roland, who is line foreman, came here in August, 1944. His career in electric power work dates back to 1928 when he was employed by the Texas Power and Light company. Roland was born February 29, 1912 in Kingsville, Texas. He is a high school graduate. Roland is married. —Photo by Bill Patton

Quail Wings Are Studied by Texas Game Commission

The Executive Secretary of the Game, Fish and Oyster Commission announced that 6,000 quail wings were sent into the Department's office in Austin by sportsmen during the past season. Hunters had been requested to aid in this study of quail populations in the various sections of the state.

Wildlife biologists from six regions in the state were called into Austin last week for the purpose of examining these wings.

In classifying the wings they are broken down according to the sex of the bird. By studying the shape, coloration, and growth stages of the wing, it is possible to distinguish the adult bird from the young of the year.

Normally 15 to 25 percent of the birds killed by hunters are less than one year old. Biologists consider a quail population to be in good condition when it is made up of a high percentage of young birds. Each year brings a big turnover in the individual birds making up the current population. This information was developed as a result of wing studies.

Information on hunting success was also sent in by hunters. The Executive Secretary said heaviest wing returns and greatest hunting success for the amount of time spent in the field came from the Panhandle and lower plains. Better than normal range conditions during the summer accounted for an exceptional quail crop in this area.

When the wing returns and examinations are complete, final figures will be available to complete the picture both statewide and regarding certain localities.



Congratulations

to REA Members Upon Completion of Your New, Modern Building

Remember the
FORMAL OPENING
Wednesday, Feb. 14

BEST WISHES from an old friend...
Kinsey Motor Co.

Your Chevrolet - Oldsmobile Dealer

TOPPERS WILL BE TOPS THIS SPRING

PYRAMID Styling is Extremely Smart in Rayon Gabardine

Unbelievably Low Priced

\$14⁷⁵



537 A 10 to 18



550 B 10 to 16

A. Smooth all-rayon sheen gabardine Pyramid style topper... applique trim wide wing collar... slot pockets. Colors... navy, honey, lime, red, pink, and aqua.

B. Three button topper with Queen Ann collar... slot seam pockets... four gore back, 32-inch length. Colors... coral, tangerine, lime, and gold.

C. Pyramid styled rayon gabardine topper... three button front... wing collar... turn back cuffs... novelty side pockets... navy, lime, red, pink.

All in Sizes 10 to 16

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

John H. Engman, Former Resident Dies Saturday

A Hereford resident until nearly a year ago, Jack Harris Engman, of Littlefield, age 47, died Saturday at 1:00 in an Amarillo hospital after having become seriously ill Friday morning.

Engman came to Hereford in 1936 from Amarillo and made his home here with his uncle, Harry Engman. He moved to Littlefield about a year ago.

Funeral services were held Monday morning at 9 o'clock in the Sacred Heart Cathedral in Amarillo with Rt. Rev. Msgr. John Steinlage officiating. Pallbearers were M. T. Oneal, J. S. Edwards, Ray Dierfler, John Raef, Billy Flemister, Russell H. Boyd and C. D. Anderson.

Engman, a graduate of Amarillo High School, moved to Amarillo with his parents when he was two years old.

He is survived by his mother, Mrs. Alice Dewey, and a sister, Mrs. Mae Mattsberger, both of Amarillo.

Legion Auxiliary Plans Square Dance Festival

The American Legion Auxiliary had its regular business meeting at the Legion home Tuesday evening when plans were made to sponsor a square dance festival and contribute the funds to the Heart Association.

Attending the meeting were Mesdames Wilbur Davis, Charles Crowell, Harold Pettyjohn, Cecil Wilkins, A. H. Swigart, Carl Hollingsworth, Dick Walker, W. J. Frost, Carl Smyth, Loyd Neill, Ralph Smith, James Wilde and Grant Hanna.

W. T. Exes Plan Dinner in March

Preliminary plans for the organization of a West Texas State College ex-students association in the Hereford area were made in a meeting at the office of Supt. George Graham Wednesday afternoon. Milton Morris, of Canyon, executive secretary of the ex-students association, met with the group and explained the advantages both to the ex-student and the college of such an organization.

"Your degree from West Texas State is just as good as the college from which it came," Mr. Morris declared.

Henry Sears was named temporary chairman to lead in the formation of plans for an ex-student dinner and program to be held at Hotel Jim Hill some time in March. It was agreed, tentatively that a faculty member from W. T. would be invited as speaker and pictures of the 1950 football games will be shown. Those attending the dinner will decide whether or not they want a local organization, and if so the organization will be affected and officers elected.

Man Pleads Guilty To DWI Charge

Don Holman plead guilty last Tuesday to a charge of driving while intoxicated and was fined \$50 and costs, making a total of \$79.30, in county court. He was arrested Saturday night.

WE CONGRATULATE

Deaf Smith County Electric Co-op

It's Personnel and It's Members in

Not only for their Achievement As Exemplified By Their Beautiful New Home...

But also for the Outstanding Services they have given to Deaf Smith County During the life of their organization.

HEREFORD IMPLEMENT CO.

International Harvester Refrigeration
Estate Ranges
Wincharger Generators



WORKMEN FOR THE Deaf Smith Rural Electric Cooperative, Inc., are shown above with the company's trucks. The picture was taken at the rear of the new REA building. The men are, from left: George L. Bumpass, construction foreman; Emerson Roland, line foreman; W. H. Dasher, lineman; J. B. Sowell, Jr., truck operator; D. W. Nickel, apprentice lineman; Wilbur Gibson, storeroom man; Billy Craig, apprentice lineman; Billy White, apprentice lineman; James Russell, lineman's helper; and Ed Johnson, maintenance man. One man, T. A. Paul, lineman, was not here for the picture. —Photo by Bill Patton.

WILBUR D. GIBSON, 28, storeroom man. Born April 29, 1922 at Erick, Okla. Attended Oklahoma A&M. Came to the Deaf Smith county cooperative from the Texas Highway department where he was employed as rodman. Also worked for Sandlin's, member of U. S. Air Force, worked for U. S. Department of Agriculture. Gibson is married.

theaters. Lives with parents in Hereford.
WALTER HUGHES DOSHER, 23, lineman. Born at Farwell, lives in Hereford. Attended the University of California at Los Angeles. Was formerly employed with the Pacific Telephone company, and the Arizona Power company. Dasher is married.
BILLY EUGENE WHITE, 21, apprentice lineman. Born at Clarita, Okla., March 21, 1929. Lives in Hereford with his parents. He worked for the REA

cooperative as a lineman's helper previously. White is single.
WILLIAM FRANKLIN CRAIG, 21, apprentice lineman. Craig was born in Dimmitt, May 1, 1929. He lives in Hereford with his parents. Craig is not married.
JOHN BARRETT SOWELL, JR., 22, truck operator, is a native of Hereford, being born here on October 13, 1928. He graduated from the Hereford high school. Sowell formerly worked in Hereford for C. D. Hardesty, and Lowell and

Lloyd Sharp. He is married.
THOMAS ARTHUR PAUL, 58, is employed by the cooperative as lineman. He was born September 15, 1892 in Del Ray, Mich., and he now lives in Hereford. Paul formerly worked for the City Light and Power company in Claremore, Okla.; Brush Electric in Galveston; West Texas Utilities in Abilene; and Southwestern Gas and Electric in Shreveport, La. He is single.
EDWARD N. JOHNSON, 30, maintenance man, was born June 29, 1920 in Cherokee, Okla. He now makes his home in Hereford. Johnson is a high school graduate. He was employed by the REA at Childress before coming to Hereford. He is married.

GEORGE L. BUMPASS, construction foreman, was born in Farmersville, Texas, March 10, 1909. He has been with the Deaf Smith County Electric Cooperative since 1946.
 Bumpass has been working with power companies since 1932 when he was employed as lineman with the Texas Power and Light company. From there, he went to the Waco Engineering and Construction company, first as lineman, then as line foreman, and by the time he left he was employed as construction line foreman. Bumpass is married and lives in Hereford.

D. W. NICKEL, 30, apprentice lineman, was born October 9, 1920 in Roberts county, Texas. He came to Hereford June 27, 1950. Previously, he was employed by the Swisher Electric company as apprentice lineman; was employed as a farmer; and served with the U. S. Navy from July, 1942 to October, 1945 as fire control man. Nickel is married and has three children.

B&PW Club Hears School Men Talk

Business and Professional Women's Club held its regular meeting in the City Hall Monday night with Ethel Lewellyn in charge of the program on "Our Part in a Good Town to Work In". She introduced George Graham, superintendent of Hereford schools, and Sylvester Slagle who talked on the proposed new high school building.

They told of the crowded condition of the schools and outlined plans for the new building which will be constructed if the coming bond vote carries.

During the business session plans were made for the annual bosses' banquet which is scheduled for February 19.

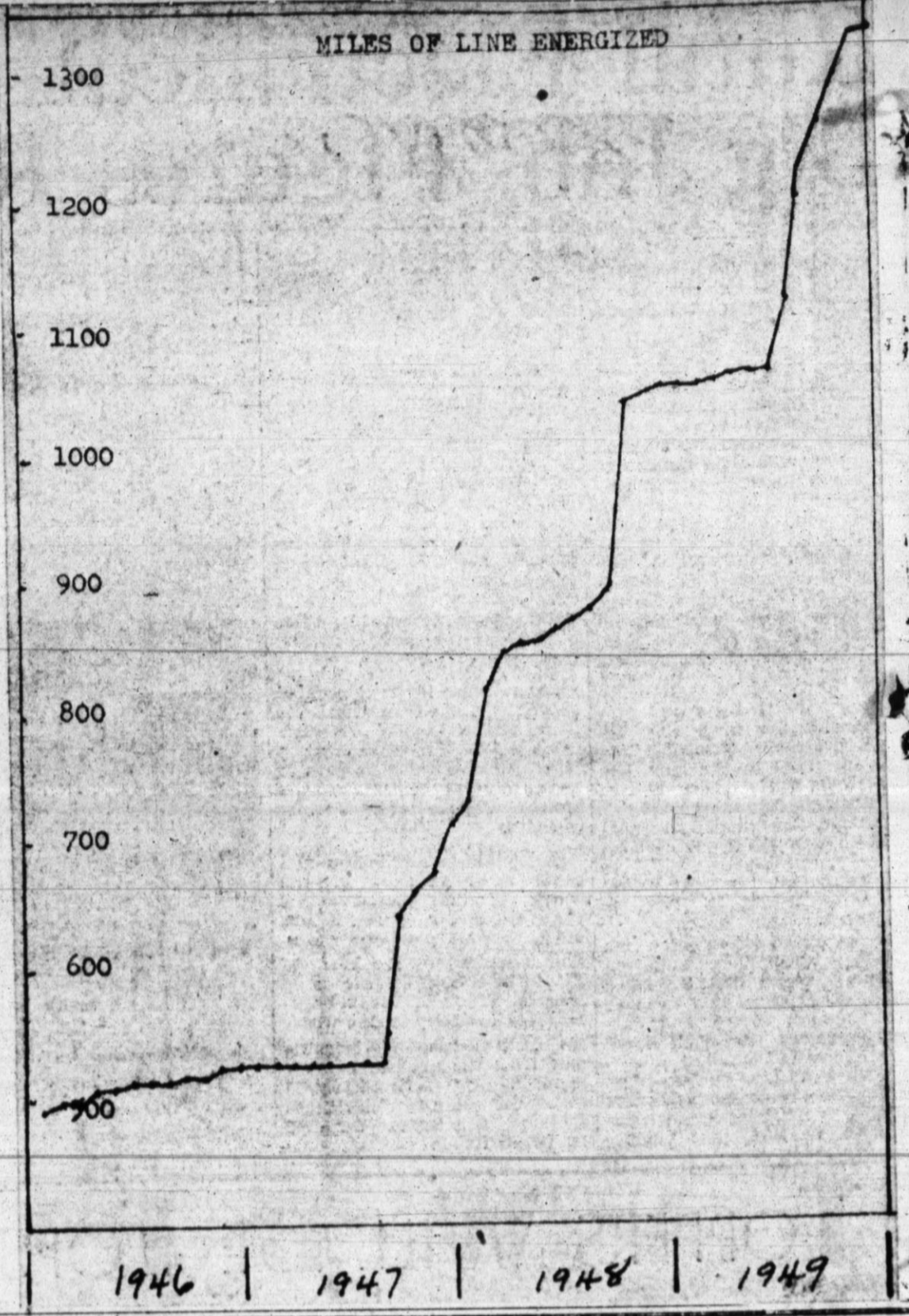
Della Stagner, president of the club, announced the date of its second presentation of the season, "Old King Cole" which will be held in the high school auditorium on Friday, February 16.

Those attending the session were: Leona Blood, C-Ora Cockrell, Luella Cowser, Lola Dishman, Opal Garrison, Wilma Hill, Alma Hilton, Velma Hodges, Betty Holland, Pauline Howard, Ursalee Jacobsen, Ethel Lewellyn, Jewell Malone, Frances Parker, Lucille Posey, Bruce Rose, Lillian M. Smith, Bessie Smith, Della Stagner, Pearl West, Cecil Williams, Bessie Lee Wood and Theresa Lamm.

Service calls are an item of great expense to any type of business. For the Deaf Smith County Electrical Cooperative, which operates a fleet of seven vehicles, the cost mounts up by the end of the year.

For the 127,401 miles traveled by cooperative vehicles in 1950, the operating cost totaled \$11,081.66—an average figure of 8.70 cents per mile.

Co-op vehicles burned a total of 13,855 gallons of gasoline for a mileage average of 9.20 miles per gallon of gas. During 1950, 850 quarts of oil were used by company vehicles.



CONGRATULATIONS

Deaf Smith County Electric Co-Op
 On the Opening of Your New Home
 From All The Gang At

KPAN

860

On Your Dial

Marshall Fomby, Owner

Don Boles, General Manager



While Visiting The New Home of The Deaf Smith County Electric Co-op Be Sure To Inspect the G. F. Office Furniture.

ELLIOTT OFFICE SUPPLY

508 Taylor

Amarillo, Texas



EMERSON ROLAND - Line Foreman

CONGRATULATIONS

and

BEST WISHES

We Feel Highly Honored To Have Had A Part In the Construction of The New Home of The Deaf Smith County Electric Co-op. We Wish Them Continued Success and Greater Prosperity In the Coming Years.

WITHERSPOON ELECTRIC

333 N. Main

Phone 75

\$10,000 Radio System Speeds Trouble Calls

Vital electric power is of no value to the consumer unless the lines bringing that power into his home, barn, or to his irrigation pumps are functioning properly.

When unavoidable power failures occur on a farm where normal operations depend upon electricity, the farmer has one immediate need—a restoration of power as quickly as possible.

A realization of this situation is what has prompted the Deaf Smith County Electric Cooperative to install its own two-way communications system to facilitate servicing of trouble calls.

Range Of 25-30 Miles
The office-to-truck system, with an effective range of from 25-30 miles, is the answer to rapid and efficient channeling of all service calls.

The unit now in use by the cooperative, a 60-watt FM system operating on a frequency of 158.25 mega cycles.

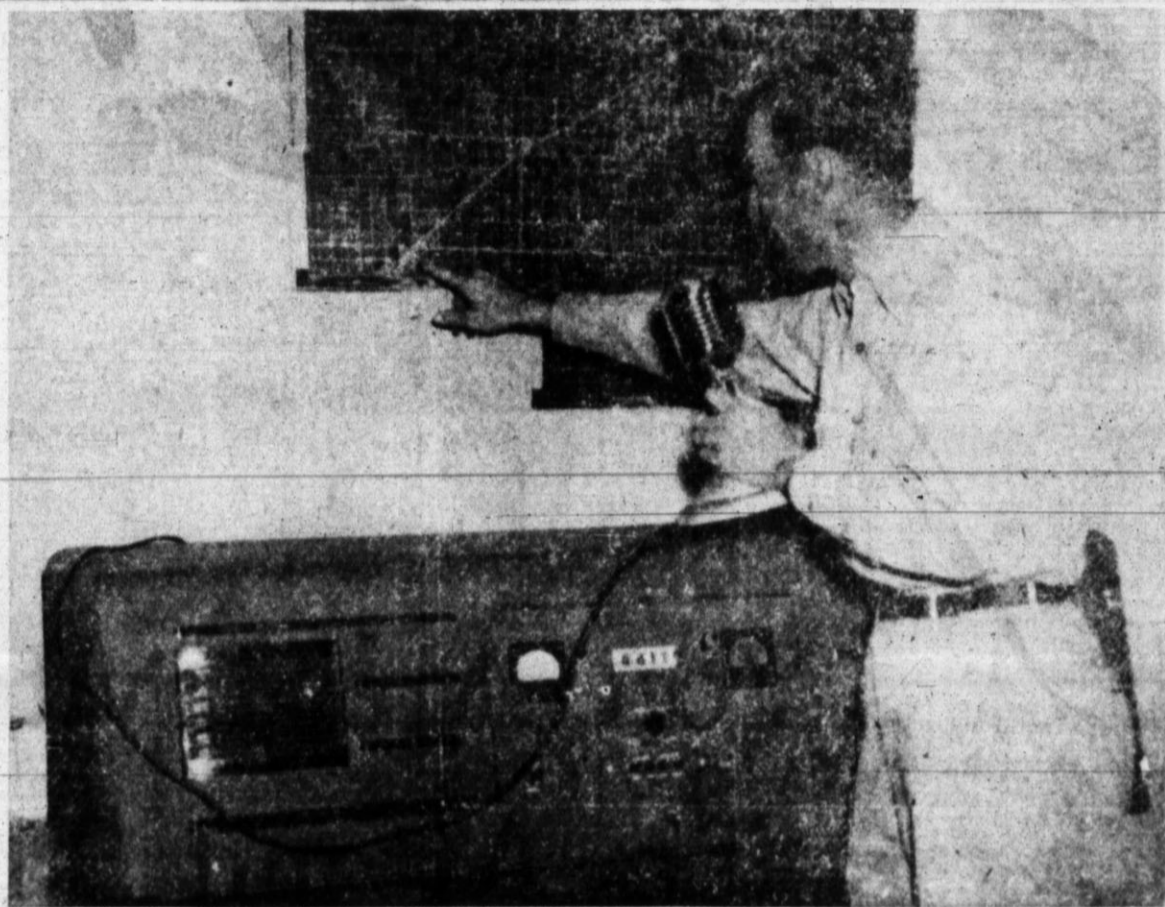
To further increase its effective range and the area which can be served without returning to the home office, a conversion is now taking place to expand the unit and increase the power to 250 watts. This would increase the effective range to 50 miles.

Cost of the communication system when converted to 250 watts will be approximately \$10,000, according to Leo Forrest, manager of the cooperative.

Increasing the range may necessitate having two land stations built. The frequency of the station will be changed to 48.78 mega cycles when the power is increased.

All operators of trucks for the cooperative are licensed radio operators, possessing a "Restricted Radio-Telephone Operator Permit" from the Federal Communications Commission. These licenses are invalid for any other than business use.

Seven Operators
There are a total of seven licensed operators among the



WILBUR GIBSON is shown above at the panel of the Deaf Smith County Electric Cooperative's two-way radio system. Effective range of the present unit is 25-30 miles. Work is now being carried out to change the power of the 60-watt to 250 watts and increase the range to 50 miles. Finished cost of the unit will be about \$10,000.

personnel of the Deaf Smith County Electric Cooperative.

Normal usage of the two-way communication system, which is operative 24 hours per day is from 15 to 25 calls per day.

This system of communication has been in use by the local cooperative since February, 1949. It is designed solely to "speed up service and get someone on the call immediately."

The 125-foot tower which sends the messages to cooperative truck drivers in the area is

located in the rear of the new building. A 12-foot antenna is located atop the tower.

Miles and time are not the only thing that can be saved and may be saved in the future by the presence of this communication system. When time is at a premium in an urgent situation, then perhaps, the rapid contact offered by this set-up may prove to be invaluable outside of the realm of performance records.

Ceramic Art Club Studies Use of Decals

Hereford Ceramic Art Club met with Mrs. John Robinson Saturday afternoon for a lesson on decals. Mrs. Vivian Major was in charge of the program discussing and demonstrating the use of decals in ceramics, china and home decorations. The next meeting will be held

Methodist WSCS Holds Luncheon

Members of the Methodist Church Woman's Society of Christian Service convened Wednesday at the church for the monthly fellowship luncheon.

Mrs. S. L. Easley, president, directed a business session and Mrs. Leroy conducted the devotional lesson and gave the prayer.

Rev. Ben Davidson, pastor, paid tribute to the W.S.C.S. for its service in local churches and around the world. He said that the group was largely responsible for the educational work of the church.

Mrs. G. W. Edwards, program chairman, introduced Mrs. Corinne Jennings who spoke on "Health of the American Indian."

Mrs. Jennings told of her experiences as a teacher of the Navajo and Apache Indians for ten years. She said the Apache tribes are stubborn and slow to progress while the Navajos accept opportunities and have advanced more rapidly. "Education is gradually overcoming their prejudices and more progress is being made in improving health conditions," Mrs. Jennings said.

Hostesses for the luncheon were Mesdames: C. B. Williams, I. H. Spratt, J. W. Thomas and E. W. Solomon.

Daughter Is Born

A daughter, Maria Antonette, was born to Lt. and Mrs. Roger Hartman at Albuquerque, N. M., on January 24. Lt. Hartman has been missing in action in Korea since July 5, 1950.

The Hartmans have two other children, a boy and a girl. Mrs. Hartman and children are making their home in Santa Fe.

in the home of Mrs. Phil Radovich.

Members attending were Mesdames: F. M. Kester, Jim Black, W. S. Fluit, Jeff Gilbreath, Vivian Major, Lloyd Neill, Phil Radovich and the hostess.



Emerson Roland and E. N. Johnson are shown above at one of the seven "air break switches" in the distribution system of the Deaf Smith County Electric Cooperative. This switch is used for by-passing and sectionalizing without interruption of service on other circuits in the system. Such contact between the central office in Hereford and service trucks in the field is made possible by use of the two-way radio system operated by the cooperative. —Brand Staff Photo

Total of \$2,290,978.57 Borrowed by Cooperative

Eleven separate loans totaling \$2,290,978.57 have been secured from the Rural Electrification Administration by the Deaf Smith County Electric Cooperative since the beginning of the local cooperative on May 15, 1937.

The first note—for a sum of \$135,000—was signed on the date mentioned above. It covered the initial activity by the local group. As service expanded, additional notes were signed for more funds to enlarge rural service.

Of the \$2,290,978.57 borrowed, \$230,919.67 has been paid back to the government. Notes amounting to \$2,060,058.90 are still outstanding.

The loans from the REA are 35-year maturity loans, bearing two per cent interest.

During 1950, \$36,571.59 of the \$60,747.20 net gain by the cooperative was applied on the outstanding loan.

An allocation was made in 1949 of \$360,000 for system improvements. No notes have been

signed for this allocation as yet, according to Leo Forrest, manager of the cooperative.

Mr. and Mrs. P. L. Beyer and Mrs. Lennis Beyer of Amarillo were in Hereford Monday to visit their parents, Mr. and Mrs. J. E. Beyer.

Mr. and Mrs. Fred Barrett, Jr., and Mrs. W. H. Russell left Wednesday for Greenville where they transacted business and visited relatives.



MORE P-O-W-E-R TO YOU --

We mean this literally, because POWER is the life-blood of the REA service to consumers and we feel sure that the new quarters will allow your officers, directors and employees to serve you better and more efficiently than ever before.

As you know from experience POWER is also the most vital factor in the performance of your tractor, truck or automobile and "All Over the World" TEXACO represents MORE POWER, smoother performance and Top Quality Service.

REMEMBER THE FORMAL OPENING WED., FEB. 14 -- AND VISIT US OFTEN.



Roberson Service Sta.

PROGRESS . . .

And
Protection
Go
Hand-in-Hand



As citizens of the big Three-County area served by R. E. A., we take pleasure in extending our congratulations to our many friends who form the giant cooperative upon completion of the modern, new building . . . and to say "Thank You" for the part we play in helping protect this investment for you — Day and Night with Dependable, Old Line Insurance.

Be Sure to Attend the

FORMAL OPENING --- WEDNESDAY, FEB. 14th

and remember, you are ALWAYS WELCOME at

John McLean Insurance Agency

We Are Serving Coffee
And Doughnuts To All
Those People Visiting Our
New Offices During the
Formal Opening Feb. 14, Between
The Hours of 2 P. M. and 9 P. M.

Flash!



EXTERIOR VIEW OF THE REA

You Are Invited
To Attend The
**FORMAL
OPENING**

of the new home of

Deaf Smith County Electric Co-op

WEDNESDAY, FEBRUARY 14th



LOBBY OF THE NEW REA BUILDING

Since this new building was made possible by the cooperative efforts of the people in the three counties that we serve we hope that you will come by and visit with us on this our opening day. We want you to make this your headquarters when you are in Hereford.

LEO FORREST, Manager

Board of Directors:

T. E. Seigler, Jr.

H. H. Miller

G. T. Watkins

Sloan H. Osborn

Joe Birkenfeld

Dewey L. Wright

Tom Draper

“This Building Is Owned By Those We Serve”

★ AP NEWSFEATURES ★ COMICS ★

WOMEN'S-WEAR-CLUBS

HE'S MY VALENTINE, COMIG VALENTINE, THAT IS! //



I'LL TAKE A DOZEN LIKE THIS ONE! //

BUT MR. GOOF, A VALENTINE DOESN'T HAVE TO BE MADE OF PAPER - IT COULD FOR INSTANCE BE A DIAMOND CLUSTER! //



BUT HE SURELY WOULDN'T GIVE YOU A VALENTINE LIKE THAT IF HE DIDN'T INTEND TO MARRY YOU AND GET IT BACK! //

OH, HE'S ALL RIGHT ON THE OTHER END OF A PHONE -- THEN YOU CAN IMAGINE IT'S TYRONE POWER! //



STATIONERY I

See This Beautiful Stationery
In Our Office.

The Brand

The Sunday Brand

Hereford, Texas

COMICS SECTION

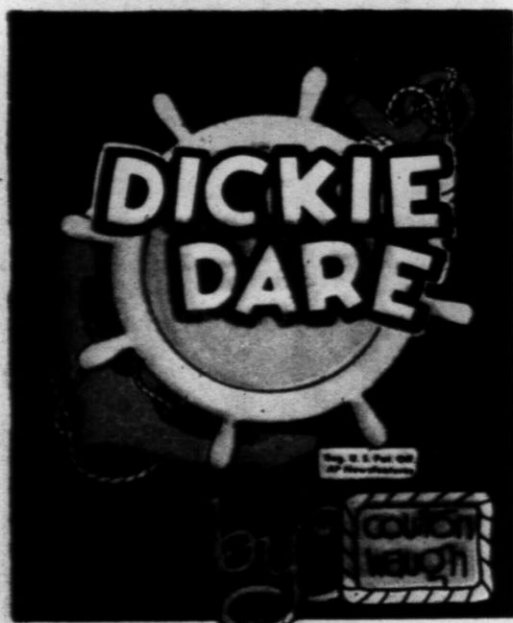
Our Slogan: "More People—More Farms"

SUNDAY, FEBRUARY 11, 1951



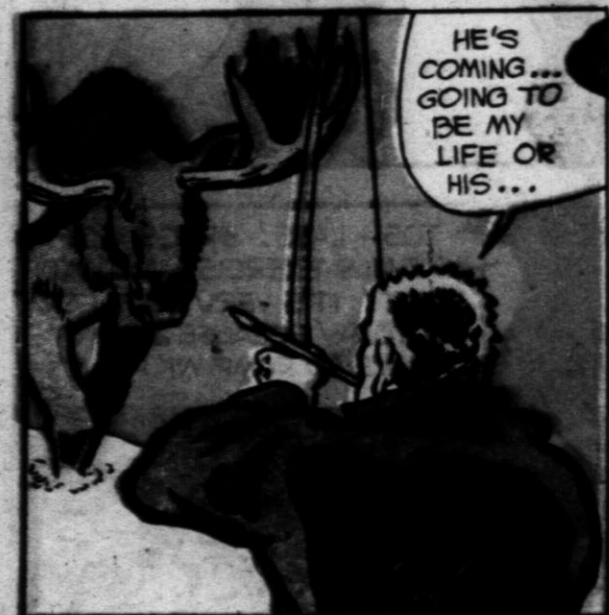
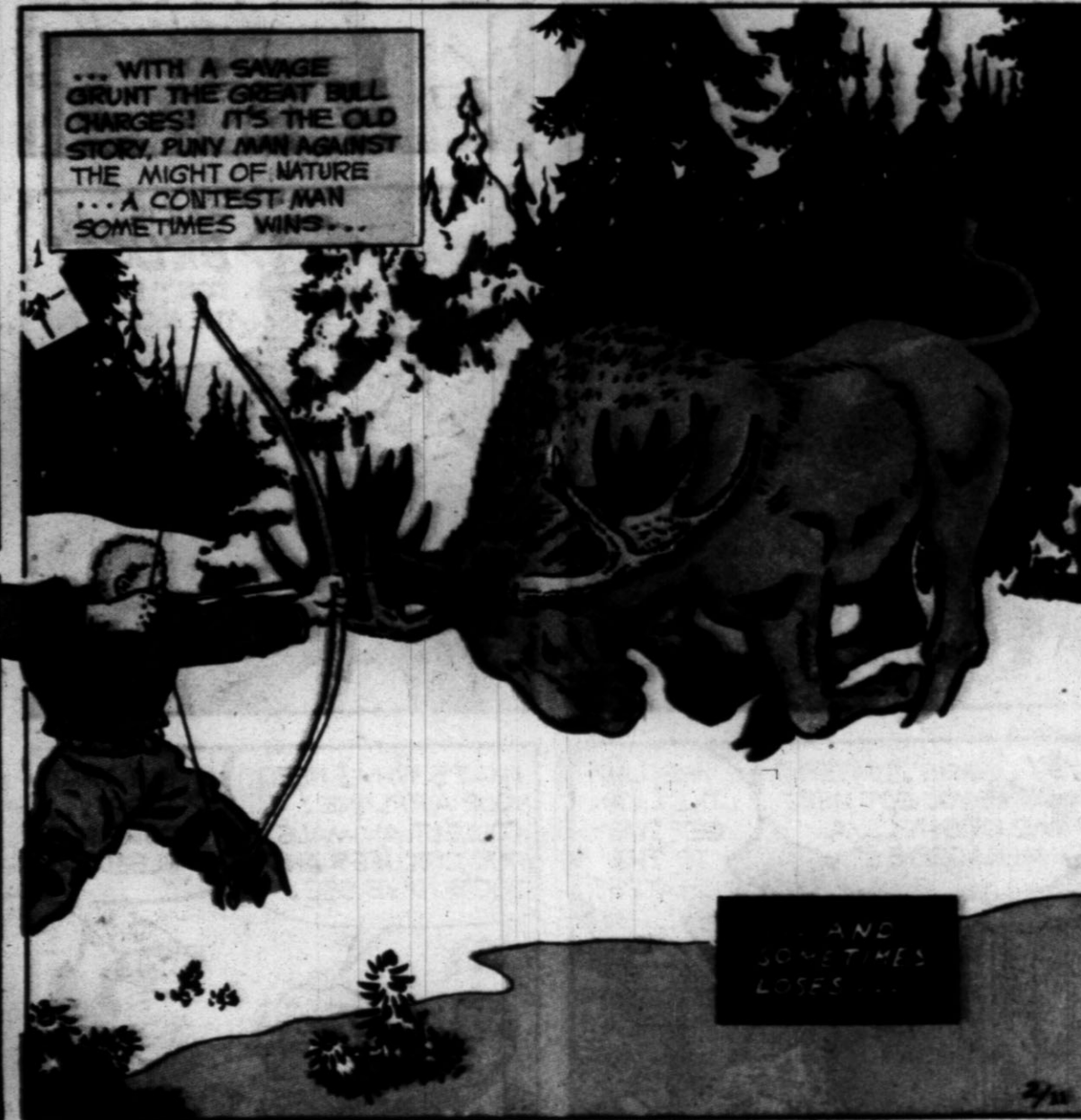
COPY 1951 KING FEATURES SYNDICATE, INC. WORLD RIGHTS RESERVED.

MILLER
LORD
SART



DICKIE'S WOODCRAFT HAS SAVED HIS OWN AND BILL BULL'S LIFE

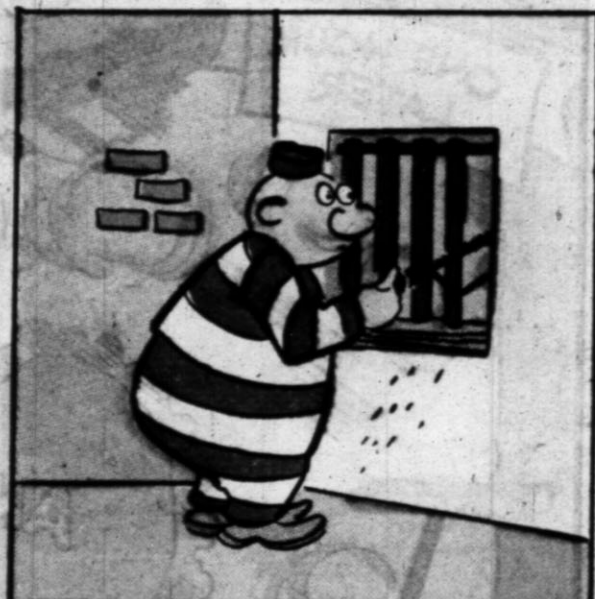
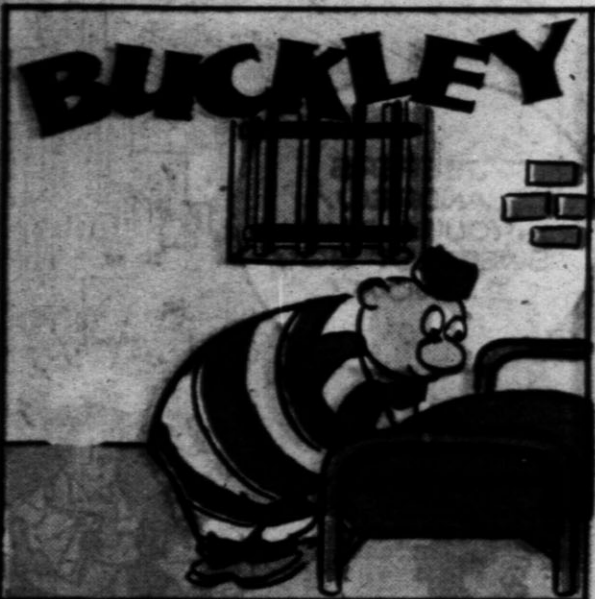
THEY HAVE A SNUG TEEPEE... NOW DICKIE HAS MADE A STRONG BOW! WITH A KNIFE-BLADE TIPPED ARROW, BILL GOES OUT TO HUNT...



The Formal Name of the H

YIPEE

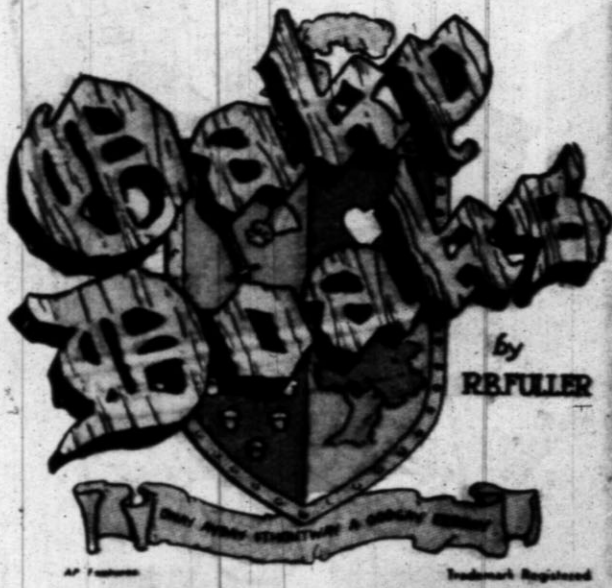




STATIONERY

See This Beautiful Stationery
In Our Office.

The Brand



HAVING RESCUED A STRANGE GIRL FROM A COUPLE OF MERCENARY VILLAINS, OAKY SUDDENLY DECIDED TO REQUEST SOMETHING OF THE SLAVE OF THE RING...

WHAT DID YOU SAY, BOSS?

I SAID I WANT NELLIE, MY HORSE!

BUT, BOSS! YOUR HOSS IS A LONG WAYS OFF!

THAT DOESN'T MATTER!

... GET ME MY HORSE!

Y-YES, SIR!

HERE'S YOUR HOSS, BOSS!

NELLIE!

NOW I'LL TAKE YOU HOME, MISS!

I HAVEN'T GOT A HOME! I'M JUST A P-POOR ORPHAN!

HERE, PUT THIS RING ON YOUR FINGER AND TELL HIM TO GET YOU A HOME!

OH, BOY! I'LL ASK FOR MORE THAN A HOME!

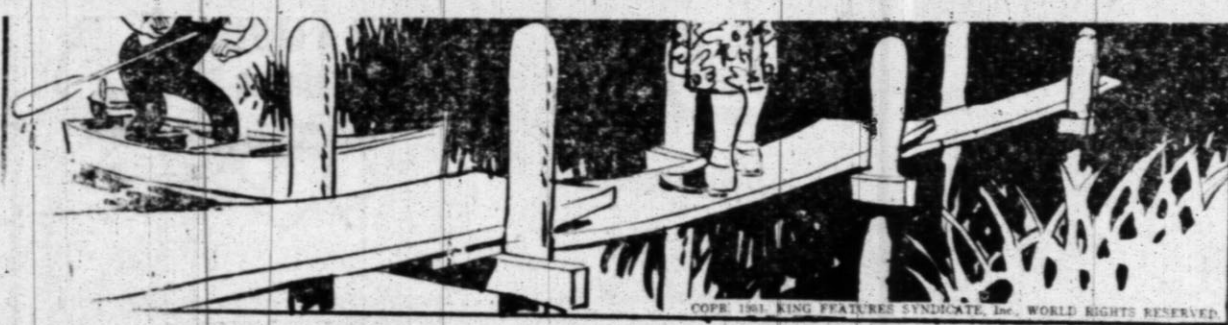
HEY!--

AND WITH THE DAWN...

YOU NEVER SHOULD'VE GIVEN THAT RING TO A DAME! I'M ALL TUCKERED OUT!!

2-11

I WANT A GREAT, BIG PALACE WITH BEAUTIFUL GARDENS! AND THOUSANDS OF EXQUISITE GOWNS, OODLES OF MONEY AND JEWELS, SCADS OF SERVANTS, AND... AND...!



FOR TODAY.

THE MCGOON



THE MAN WHO SNATCHED MY PURSE HAD BUSHY EYE-BROWS, BLUE EYES, LARGE EARS, THICK LIPS----



A MECHANICAL PORTRAIT PAINTER-- A NEW DEVICE WHICH CAN "PAINT" A PICTURE OF A FACE FROM A VERBAL DESCRIPTION WITH AMAZING SPEED AND ACCURACY WILL AID AUTHORITIES IN GETTING THE LIKENESS OF AN UNKNOWN CRIMINAL'S FACE.

FREEMAN



THERE'S MY MAN-- "SNATCH" MCGOON!

I'VE BEEN FRAMED!

YOU'RE TELLIN' ME!

AP Newsfeatures

NEIGHBORLY NEIGHBORS BY MORRIS



WELL! PLAYING HIDE AND SEEK, HEY, YOUNGSTERS / GREAT LITTLE GAME... I USED TO PLAY IT WHEN I WAS A BOY!

WANTA PLAY, MR. PETERS? YOU BE IT!

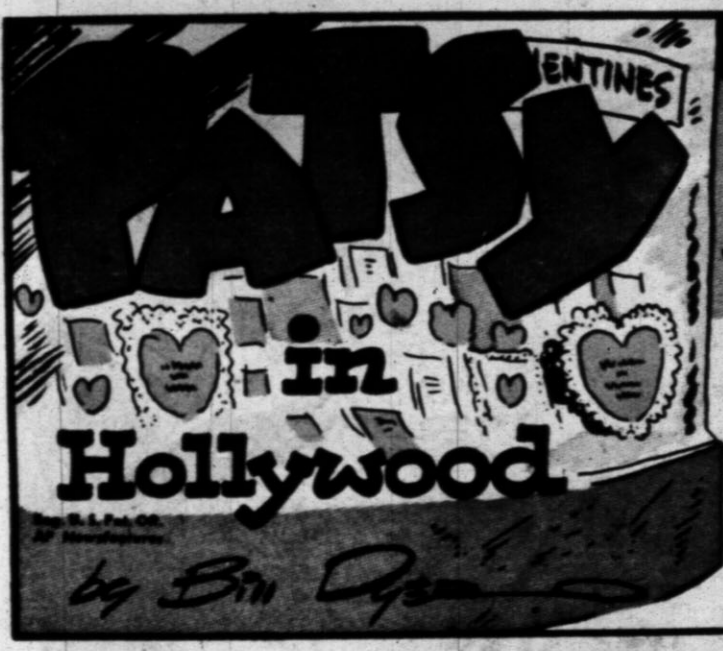


SURE... GO AHEAD AND HIDE... I'LL COUNT TO ONE HUNDRED!



Reg. U. S. Pat. Off. AP Newsfeatures

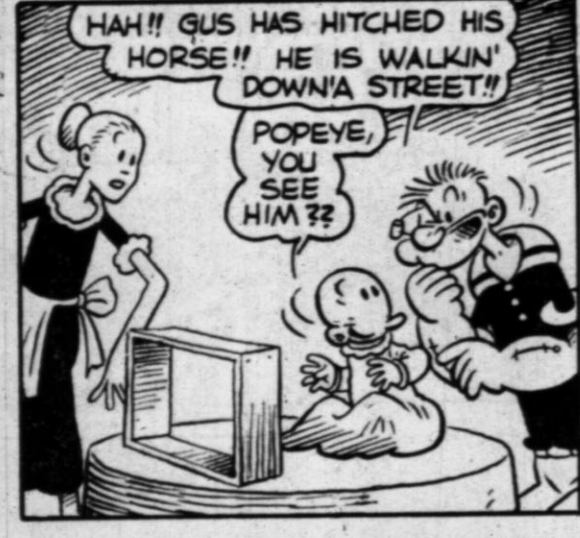
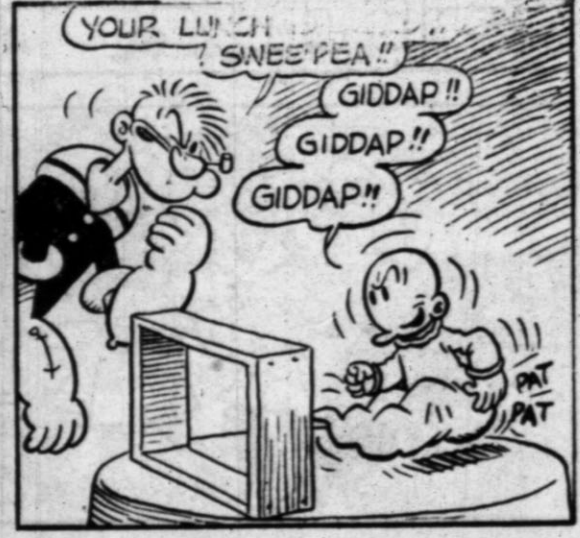
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THIMBLE THEATRE :-: Starring POPEYE

By TOM SIMS and BILL ZABOLY

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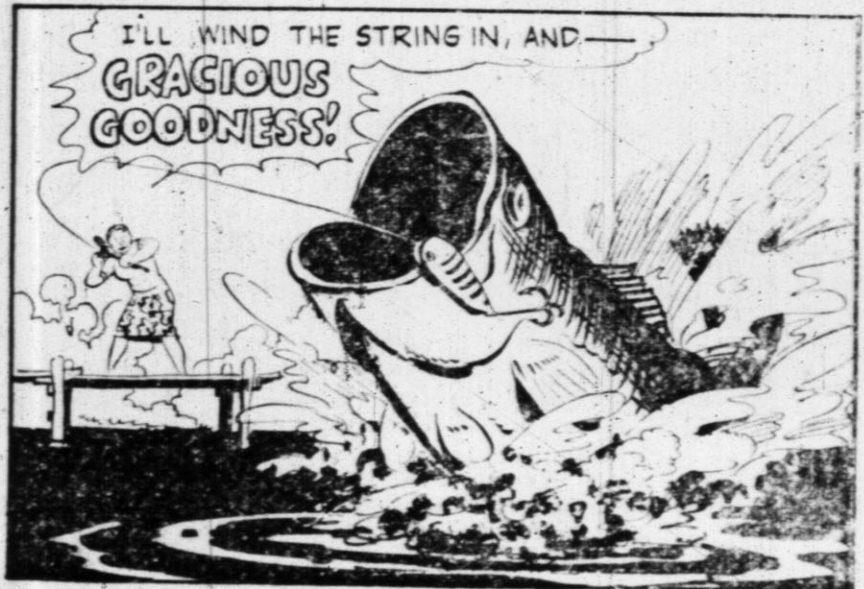
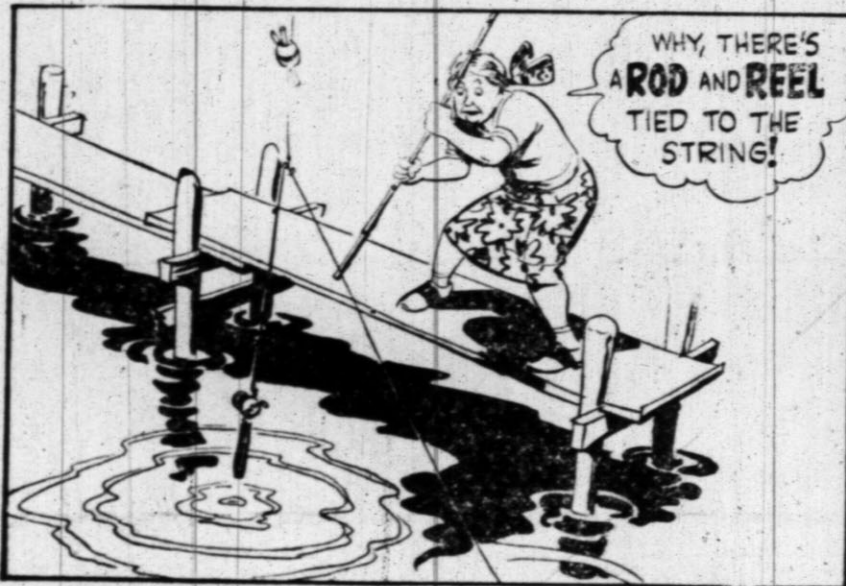
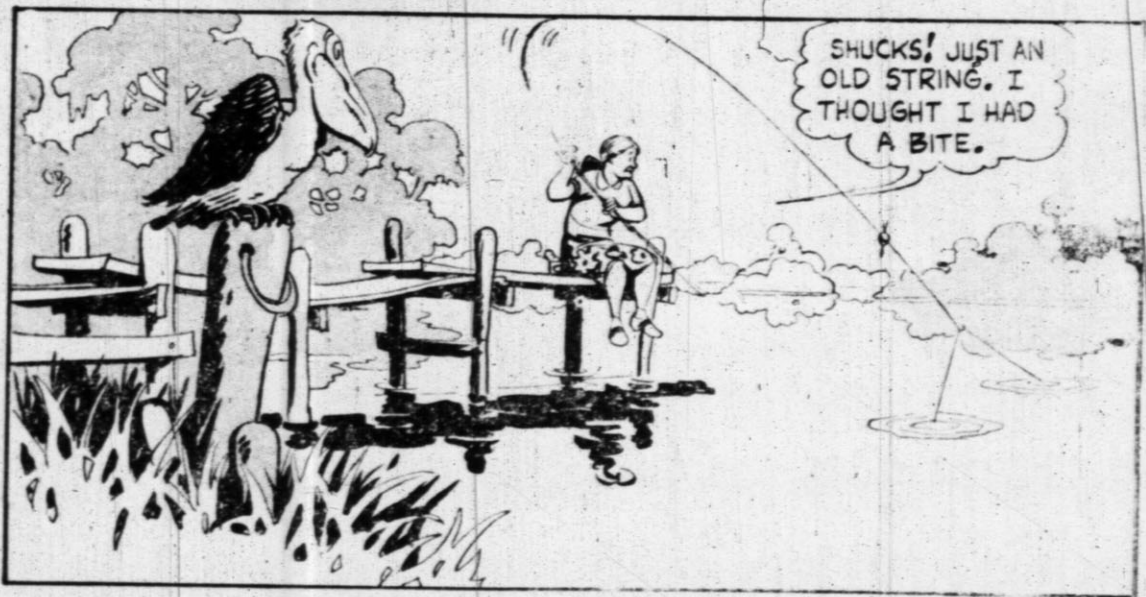
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Right Around HOME[®] with MYRTLE

by Dudley Fisher



DOCTOR KEENMYND
PSYCHIATRIST

WE JUST CAN'T UNDERSTAND IT, DOCTOR, SLUG THINKS HE'S MARRIED TO MINNIE, BUT HE ISN'T AT ALL!

SO YOU SEE, DOC, SLUG HASN'T ANY REAL TROUBLE SLUG JUST THINKS HE'S MARRIED!

HM...! I'VE HAD CASES OF MARRIED MEN WHO THOUGHT THEY WERE SINGLE, BUT A SINGLE MAN WHO THINKS HE'S MARRIED IS SOMETHING NEW!

AND SLUG THINKS HE'S THE FATHER OF TWIN BOYS, AND IT'S ALL JUST A FIGMENT OF HIS IMAGINATION!

COO-COO!
COO-COO!

AND I CAN SWEAR TO THAT 'CAUSE I LIVE RIGHT NEXT DOOR!

ALICE, STOP THAT! YOU'RE JUST MAKING UP SYMPTOMS SO THE DOCTOR WILL TELL ME TO TAKE YOU SOUTH!

BUT, SLUG, YOU'LL HAVE TO RELAX IF YOU WANT THE DOCTOR TO HELP YOU!

GOSH, MINNIE, YOU COULDN'T RELAX, EITHER, IF YOU WERE LYING ON A COUCH WITH A BUSTED SPRING!

BUT IT'S ONLY A MILD FRUSTRATION, BINGO... WHY DON'T YOU TELL THE DOC ALL ABOUT LILLIAN AND GET IT OUT OF YOUR SYSTEM?

YOU TALK TO HIM... YOU'VE GOT A SCREEN-DOOR PHOBIA!

GOSH, DOC - YOU JUST GET SLUG CONVINCED THAT HE NEVER WAS MARRIED TO MINNIE... AND THEN HE STARTS RIGHT IN ALL OVER AGAIN.

THAT JUST PROVES HE'S NOT MARRIED NOW!

GEE WHITH, MYRTLE! I DON'T THINK WE'RE THUPPOTHED TO BOUNTH!

IF YOU AIN'T DOING NOTHING TOMORROW NIGHT, MINNIE, HOW ABOUT ANOTHER DATE WITH ME?

OH, SLUG!

THAT POOR FISH DON'T KNOW WHEN HE'S WELL OFF!

2-11

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That Are Good To Eat

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Per Person

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HOTEL JIM HILL

BLONDIE

by
CHIC YOUNG

OH, BLONDIE, YOU MUST GO TO THE MOVIES TONIGHT-- IT'S SIMPLY WONDERFUL!



IT'S SO ROMANTIC-- HONESTLY, HERBERT IS SO SWEET AND AFFECTIONATE SINCE WE SAW IT

REALLY



WHEN HE PICKED HER UP IN HIS STRONG ARMS AND CARRIED HER OVER THE THRESHOLD I NEARLY SWOONED

HOW THRILLING!



DAGWOOD DARLING-- WOULD YOU LIKE TO GO TO THE MOVIES TONIGHT?

NO!



DAGWOOD, STOP DOZING --- HERE COMES THE BIG LOVE SCENE

ZZ



DAGWOOD, WAKE UP --- THE SHOW IS OVER AND WE'RE ON OUR WAY HOME



WASN'T THAT ROMANTIC WHEN HE CARRIED HER OVER THE THRESHOLD?

FNFF



ZZ



OH, WELL --- WE'VE BEEN MARRIED A LONG TIME



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CHIC YOUNG 2-11



WE HAVE 'EM

Complete line of Desk Lamps.

Flourescent, also goose neck lamps.



AT THE BRAND

PHONE 30

RUSTY RILEY by FRANK GODWIN

BY JINGO! THAT POOCH KEEPS
RUNNIN' OUT ON THAT OLD WHARF!
I'VE GOT A HUNCH RUSTY WENT
ABOARD THE HULK O' THAT
OLD SCHOONER!



I THINK YOU'RE RIGHT, TEX...
AND, JUDGING FROM THE DOG'S
ACTIONS, HE MUST BE IN SOME
SORT OF TROUBLE!

LOOK, TEX! ISN'T THAT
SOMEBODY SITTING ON
THE HATCH COVER?



YES! YES! AND
I BELIEVE IT'S
RUSTY!... COME
ON, MR. KILGORE!

SUFF'RIN' HORNED TOADS, LAD!
WHAT'RE YOU DOIN' HERE?
I THOUGHT I TOLD YOU TO HIT
THE HAY!



YOU'VE HAD US
PRETTY NERVOUS,
RUSTY!

I KNOW, TEX...
AND MR. KILGORE...
BUT I'VE GOT 'EM!
THEY THOUGHT THEY
HAD ME... BUT I FOOLED
'EM!

YOU'VE GOT WHO, RUSTY?
WHAT'RE YOU TALKIN'
ABOUT?



WHY, SQUIRE
BOGGS AND
CAPT. CLOON!
THEY'RE IN A LITTLE
CABIN UNDER THIS
HATCHWAY I'M SITTING
ON!

GREAT SNAKES, BOY! YOU'VE GOT
BOGGS AND CLOON TRAPPED
DOWN THERE?... YES! I HEAR
THEM BANGIN' ON THE HATCH!
COME ON, MR. KILGORE, WE'VE
GOT TO LET THEM OUT!



WAIT, TEX! WAIT
UNTIL I TELL YOU!
WAIT'LL I TELL YOU
WHAT THEY WERE
DOING!

JUST LOOK IN THAT CABIN!
THEY STORED AWAY A LOT OF
THOSE METAL CYLINDERS, JUST
LIKE THE ONE WE FISHED OUT
OF THE WATER NEAR OUR
BOATHOUSE!



YOU STAY BY THE
HATCH, TEX... I'LL TAKE
A LOOK!

BY GEORGE! I BELIEVE
THE BOY HAS SOLVED MY
CASE FOR ME!



OKAY, TEX... NOW WE CAN LET THOSE
TWO OUT... THANKS TO RUSTY, I
THINK WE'RE ABOUT AT THE
END OF THE CHASE!



WHAT!

HUH?

2-11-TO BE CONTINUED

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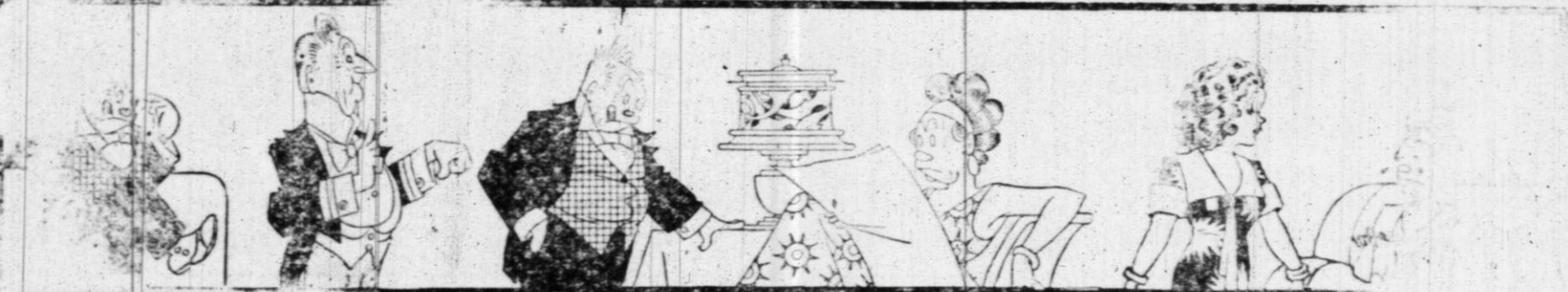
SNOOKUMS by GEOMCMANUS



Bringing Up Father

By George McManus

U. S. Patent Office



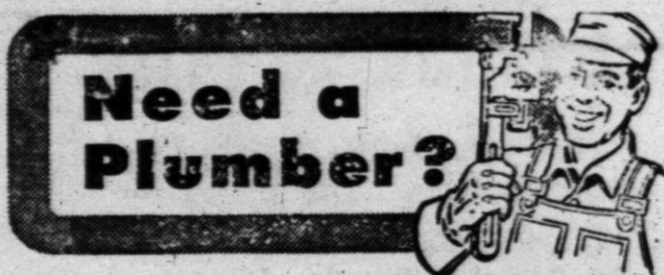
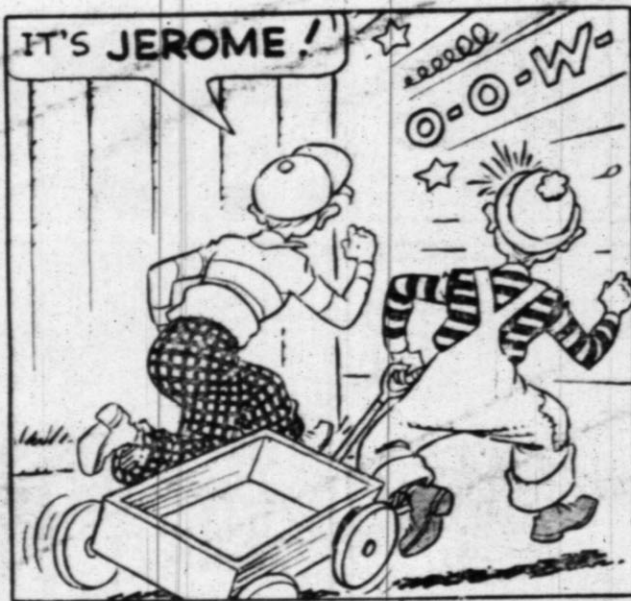
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GRANDMA by C. KUHN



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Synopsis: THE REAR GUARD OF A HORDE OF BARBARIANS TURNS TOWARD PRINCE VALIANT EGIL, RUFUS AND ARF. THEY FINGER THEIR WEAPONS AND SMILE IN ANTICIPATION.



VAL PUTS ASIDE HIS LANCE AND DRAWS THE SINGING SWORD: "REMEMBERING THE BURNING VILLAGE WE PASSED AND THE HORRIBLE EVIDENCE OF THEIR VISIT, I MUST DO A LITTLE WORK! WILL YOU JOIN ME?" THEY DO.



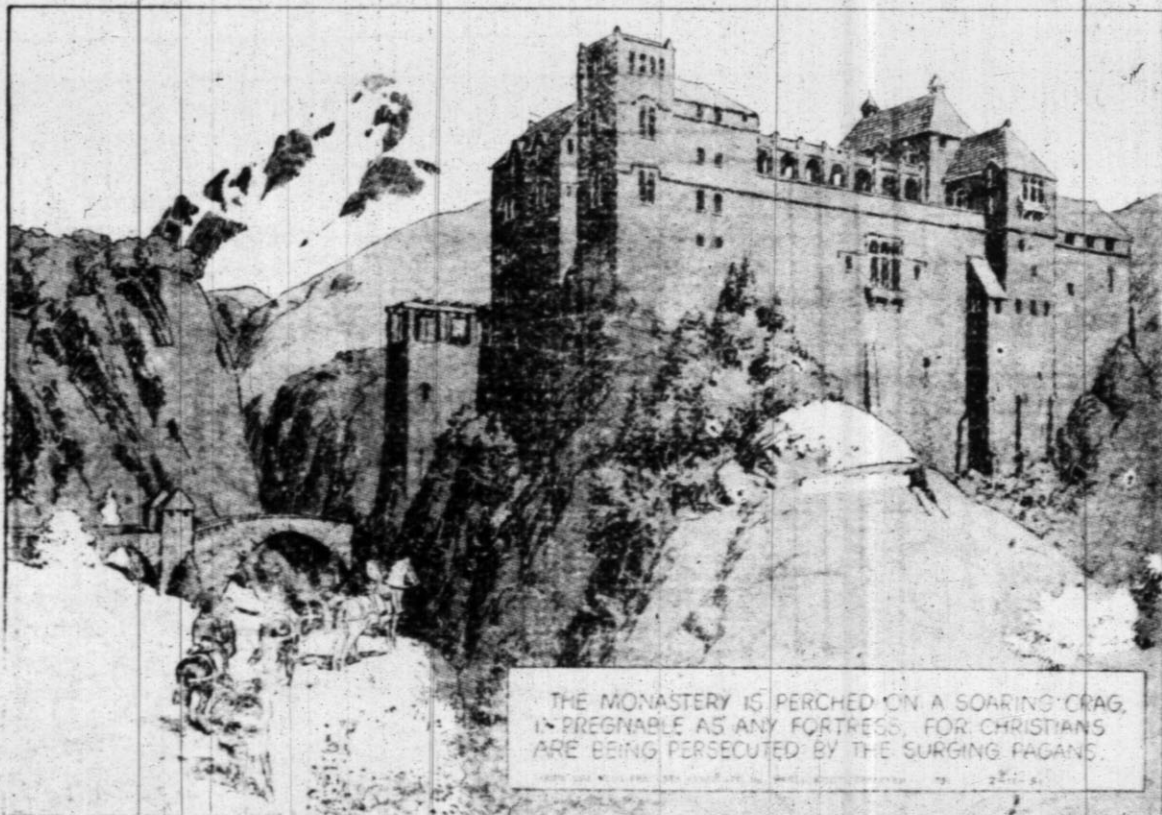
"NOW I FEEL BETTER!" SAYS VAL, "BUT THE ROAD TO MARSEILLES IS BLOCKED. WE MUST FIND A WAY ACROSS THE MOUNTAINS."



BUT TO THE EAST THE ALPS TOWER IN ICY MAJESTY, DEFYING--OR RATHER IGNORING--PUNY MEN.



THEY SHARE LUNCH WITH A WANDERING FRIAR, AND HE TELLS THEM OF A MONASTERY IN THE HILLS WHOSE ABBOT KNOWS OF A SECRET PASS.

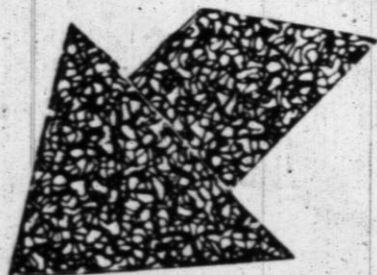


THE MONASTERY IS PERCHED ON A SOARING CRAG, IMPREGNABLE AS ANY FORTRESS, FOR CHRISTIANS ARE BEING PERSECUTED BY THE SURGING PAGANS.

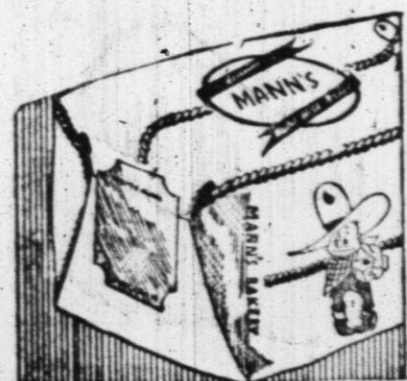


VAL AND HIS FRIENDS ARE MADE WELCOME AND ENTER INTO ONE OF THE STRANGEST SECTIONS OF MEDIEVAL LIFE.

NEXT WEEK: **Monastery Life.**



LOOK FOR THE LOAF WITH THE "LITTLE MANN"



Mann's MALTED MILK Bread

MANDRAKE

THE MAGICIAN

BY LEE FALK & PHIL DAVIS

IN THE PALACE OF THE "VENUS FLYTRAP" FLOWER--

MANDRAKE--THAT STAIRCASE--OPENED BENEATH--ME--YOU REACHED ME--JUST IN TIME! THOSE CROCODILES--

1

EASY NOW. WE'LL GO UP-STAIRS BY CLIMBING THIS RAILING. THIS WHOLE PLACE IS A DEATHTRAP!

OH--I'M EXHAUSTED --I'VE GOT TO LIE DOWN--THERE'S A BED--

CAREFUL, LOTHAR. THERE MUST BE SOMEONE IN THIS PLACE--

2

NARDA--GET OFF --THAT--BED!

OH!

3

HEY--LOOK WHAT ME SEE IN THIS ROOM!

4

A GALLERY OF STATUES--OF BOLD, HARD-LOOKING MEN--

STAY TOGETHER, AND KEEP YOUR EYES OPEN. ANYTHING CAN HAPPEN AT ANY MOMENT HERE!

THEY PASS THE STATUES-- THEN ROWS OF TREASURE CHESTS BRIMMING WITH GOLD AND JEWELS--THEN--

LOOK-- TREASURE!

LOOK-- AHEAD!

5

AHEAD, THEY SEE WHAT APPEARS TO BE A BEAUTIFUL YOUNG GIRL-- A SLEEPING PRINCESS! WHAT IS THE SECRET OF THIS STRANGE PALACE OF SUDDEN DEATH?

6

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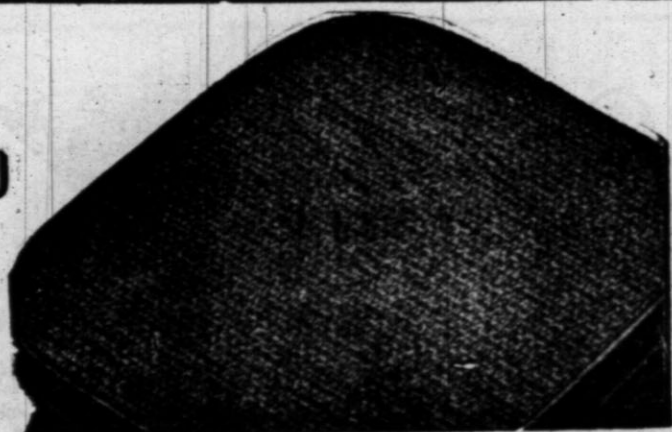
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KING of the ROYAL MOUNTED

by
ZANE
GREY



SO 'ELP ME, I HEERED THEM BLA'GUARDS PLANNIN' TO KILL AN' ROB ME AN' M' WIFE MAUD, SIR?

DON'T WORRY, MR. DRUDGE... I'LL KEEP AN EYE ON THEM!



1

AH! LISTEN! SLEIGH BELLS... OH-OH! LOOK- IT'S A RUNAWAY!



2

BLINDED BY THE HEAVY SNOW, KING WANDERS FROM THE TRAIL AND COMES UPON AN ISOLATED TAVERN IN PHANTOM HOLLOW... WHERE SOME STRANGE CHARACTERS HAVE SOUGHT SHELTER!

HELP!



3

COME ON, DRUDGE, THEY MAY BE HURT!

BLIMEY! THEM CUTTHROATS MAY LOOT MY CASH DRAWER WHILE I'M OUT... BUT IFFEN YOU SAY SO...

PHANTOM HOLLOW LODGINGS



4

W-WE'RE ALL RIGHT, OFFICER... BUT WE CAN'T GO ON WITHOUT A HORSE!

GREAT BLAZES, ARNOLD! MY JEWEL CASE... IT'S L-LOST IN TH' SNOW!



5

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HERE IT IS, ADAM... LUCKY I FOUND IT... WORTH A FORTUNE IT IS!

Y-YOU SHOULDN'T 'VE SAID THAT, ARNOLD... THESE PEOPLE MAY GET TH' WRONG IMPRESSION!

JEWELS!



6

.CONTINUED.

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The KATZENJAMMER KIDS



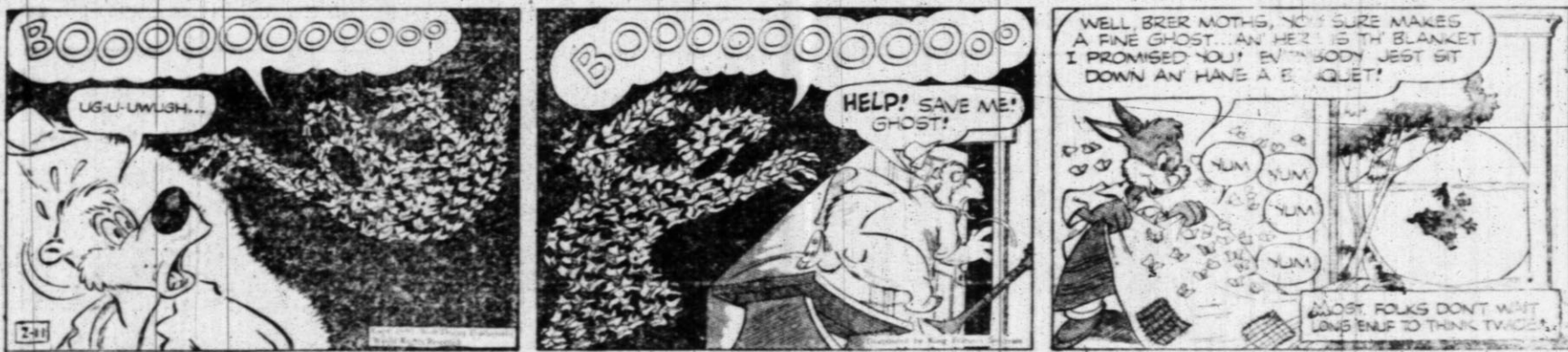
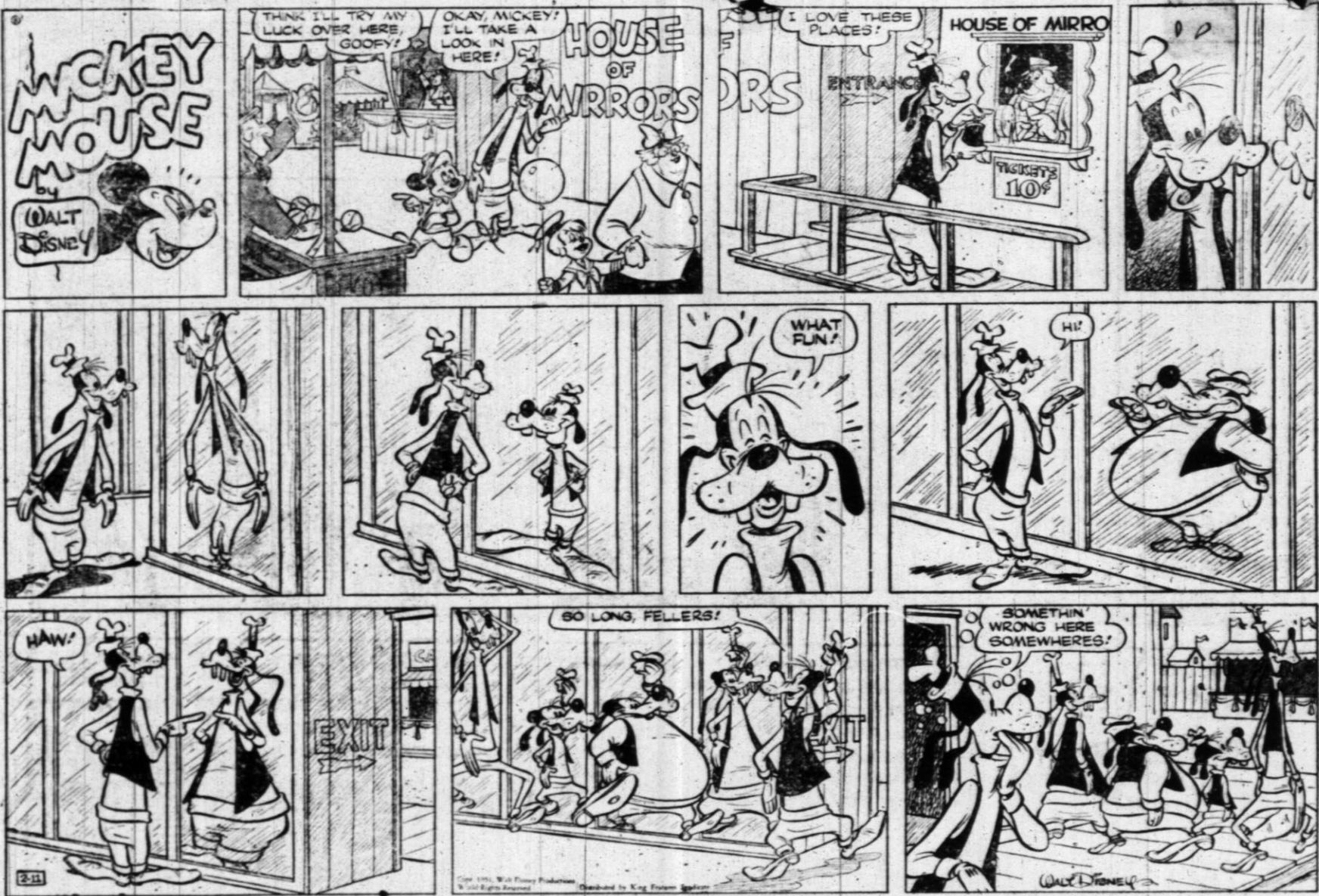
WANT ADS

It is the town what you want to buy, rent, swap, hire, lend or borrow! And the one sure-fire easiest place for buyers and way to get results is through the classified ads... the town's colliers!

★ READ FOR PROFIT!
★ USE FOR RESULTS!

Turn to the want ads to turn a neat profit! And an ad-taker is waiting to help you break into print.

PHONE 30



**PITMAN
GRAIN**

**PHONE 1
NO.**



3 S

The e Mill reford leston of Sa

JOHNNY HAZARD by FRANK ROSSBIN



JOHNNY FOILS POOG AND HIS MEN BY STAMPEDING A GANG OF HORSES INTO THEM! JUST AS HE THINKS HE HAS GOTTEN CLEAR, JOHNNY AND HIS PARTY ARE JUMPED BY A GROUP OF ARMED MEN!



DADDY, THESE ARE MY FRIENDS AND RESCUERS, JOHNNY HAZARD, FLAME AND PETEY!

I CANNOT TELL YOU HOW INDEBTED I AM TO YOU ALL!



PERHAPS I CAN REPAY SOME OF YOUR KINDNESS! PLEASE... I WOULD BE HAPPY IF YOU WOULD BE MY GUESTS! MY PLANTATION IS NOT TOO FAR!

THANK YOU, MR. GRAHAM! IT WOULD BE IMPOSSIBLE FOR US TO REFUSE!



WELL, THIS IS HOME, MR. HAZARD! I'LL HAVE THE SERVANTS SEE THAT YOU ARE MADE COMFORTABLE! DINNER IS AT SEVEN!

THANK YOU... THANK YOU, MR. GRAHAM!



...THAT NIGHT, AT EIGHT THIRTY... AH-H! FEELS GOOD TO BE BACK IN CIVILIZATION, MR. GRAHAM!

HARDLY CIVILIZATION, BUT WE CALL IT HOME! COME, MR. HAZARD... I'LL SHOW YOU OUR GROUNDS!



QUITE A LAYOUT HERE, MR. GRAHAM! ALL RUBBER??

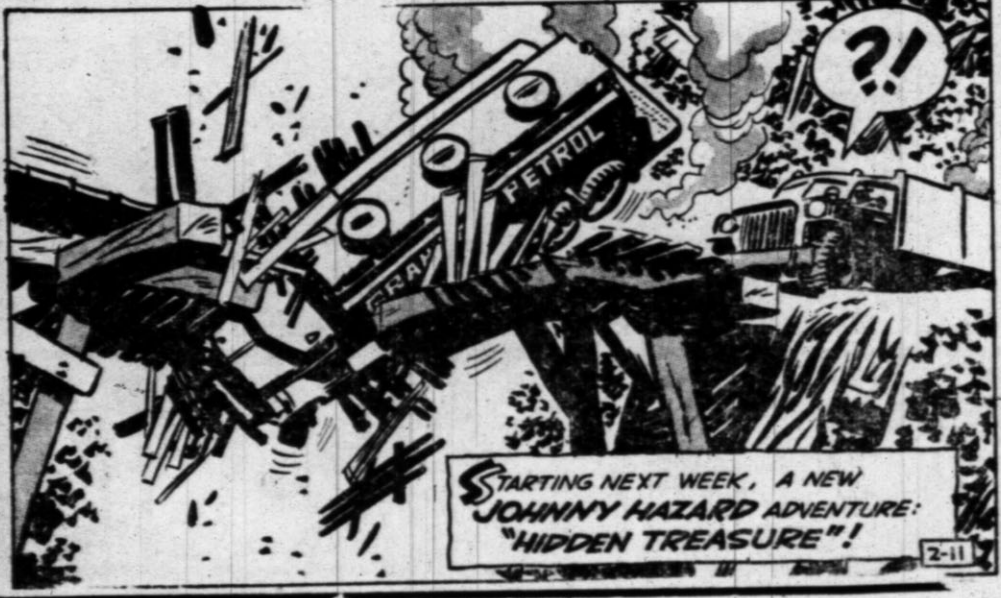


THIS AREA, YES! BUT THE MAJOR PART OF MY ENTERPRISE IS PETROLEUM DEVELOPMENT! AND RIGHT NOW IT ALSO CONSTITUTES MY MAJOR HEADACHE!

HEADACHE?



MEANWHILE, ON A ROAD LEADING TO THE GRAHAM PETROLEUM FIELDS...



STARTING NEXT WEEK, A NEW JOHNNY HAZARD ADVENTURE: "HIDDEN TREASURE"!

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2-11

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