

Weather

Thursday, high 27, low 10
Friday, high 44, low 20
Saturday, high 65, low 34

The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

42 Pages

Including 24 Pages of Comics

VOLUME 3—NUMBER 34

The Sunday Brand, Hereford, Texas, Sunday, February 18, 1951

PRICE 10 CENTS PER COPIE



GRAND CHAMPION pig of the annual Rotary Club Junior Livestock show, a Chester White, belongs to Jack Acker of Nazareth, a 4-H Club boy. —Brand Staff Photo.



RESERVE CHAMPION pig of the annual Rotary Club Junior Livestock show, a Duroc, is shown by Jack McCracken of Hereford, and FFA boy. —Brand Staff Photo.

Calf Average \$55.29 In Livestock Auction



DWAIN WALKER, a double-winner again in the 1951 show, is shown here with his grand champion calf, right, and the reserve champion at left. Walker's 900-pound grand champion brought \$2 per pound and his reserve champion brought \$1 per pound, or \$799. Pitman Grain company bought the grand champion and the Sears Grain company bought the reserve champion. —Bill Patton Photo.

Prices paid for the livestock shown in the 1951 Hereford Rotary Junior Livestock show a new high in the five-year history of the event.

Thirty-three calves through the sale ring Saturday afternoon to set an average \$55.29 per hundred, way above the 1950 average of \$38.11.

Dwaine Walker's 900-pound grand champion went to Pitman Grain company for \$2 per pound. This was double of what the 1950 grand champion, also shown by Walker brought. Last year's top brought \$1.10 per pound.

The reserve champion, shown by Walker, went to Sears Grain company for \$1 per pound. The reserve champion tipped the scales at 799 pounds. Walker received \$2599 for his two animals from the Saturday.

The calves sold for a total of \$17,945.29. Last year's sale brought a total of \$13,340.

Twenty-two lambs went on sale Saturday, bringing a total of \$1,885.58 for an average price of \$81.15.

John Bridges' grand champion, a 97-pound Southdown, for \$4 per pound, or \$384.

The reserve champion, owned by Herbert Howell, brought a total of \$190.75, selling for \$2 per pound.

Twenty-nine pigs brought a total of \$2,270.15. The grand champion, owned by Jack Acker, sold for \$93.60, a price of 40 cents per pound. Average price paid for the pigs \$42.66 per hundred.

The individual tabulations of the sale are as follows:

Producers from Ogden, Utah set the floor at 39.50 cents per pound, meaning that he buys lambs from those who sell to resell at 39.50 per pound.

John Bridges of Hart sold (continued on page 5)

Funeral Will Be Sunday for Mrs. L. J. McKensie

Funeral services will be held Sunday afternoon at 2 o'clock at the Avenue Baptist Church, Mrs. Nancy Elizabeth McKensie, age 77, who died Saturday morning at 6 o'clock at the Park County Hospital following an illness of three months.

Rev. H. V. Fields will be in charge of the services. Mrs. McKensie was a member of the Baptist Church.

Mrs. McKensie was born April 8, 1873. She was married (Continued on page 4)

Grand Champion winner of the pig show at the annual Rotary Club Junior Livestock Show is Jack Acker of Nazareth, who took home the Grand Champion banner his second consecutive year. Reserve champion of the show went to Jack McCracken of Hereford.

Jack Acker, 14-year-old son of Mr. and Mrs. Jacob Acker, had his pig, a Chester White, in top condition for the show, with all the wrinkles thoroughly scrubbed and her white hair made even a little whiter with a touch of corn starch. Jack says he just fed the pig "like usual," concentrating a lot on whole grain and sweet milk.

A member of the Castro County 4-H Club, Jack has raised pigs seven years. Last year, in addition to winning the Grand Champion place at the Hereford show, Jack showed the grand champion litter at the Tri-State Fair. Jack entered two pigs in this year's show, as did his little brother, Tom, who placed fourth in the light-weight division of Chester Whites.

First Year Winner

A beginner in the pig business, having raised pigs this year for his first time, Jack McCracken took home the Reserve Champion banner with the first pig he has ever entered in a show. A senior in Hereford High school, Jack has been a member of the Future Farmers of America three years.

The Duroc pig he showed is one from the Sears program of the local FFA chapter where pigs are given from one member of the chapter to another. Each boy who has a sow gives him as a pig in the program, gives one pig for each even number of pigs more than six in each litter. For example, he gives one pig to another chapter member if his sow has six pigs; two if she has eight; three if she has ten. Jack's pig was from a litter belonging to A. L. Williams, also a Hereford High senior.

Jack believes a "lot of corn" and sweet feed are tops in feeding. (Continued on page 6)

Mrs. Matthews Funeral to Be Held Sunday

Sunday afternoon at 2 o'clock services will be held in the First Baptist Church for Mrs. Sarah Virginia Matthews, 82, who died Friday morning at her home in Abilene.

Mrs. Matthews had lived in Hereford many years before moving to Abilene three years ago.

Rev. R. H. Cagle, pastor, will officiate. Burial will be in West (Continued on page 2)

Dwaine Walker Shows Grand, Reserve Champion

Dwaine Walker, 18-year-old son of Mr. and Mrs. V.P. Walker of Hereford, repeated his 1950 Rotary Junior Livestock Show performance and walked off with honors for having exhibited the grand champion and the reserve champion calves.

Walker's grand champion was a 900-pound Whiteface, which took top honors for the heavy calves.

His reserve champion, a 799-pound whiteface, topped the list of 26 entries in the light calf classification.

Charles Springer of Hereford Star route, showed the second place winner in the light calf division, a 696-pound whiteface.

Richard Hunter of Route 3, Hereford, showed the second place calf in the heavy classification, an 884-pound Whiteface.

There were 11 entries in the heavy calf division and 26 in the light calf division.

Placings in the heavy calf division were as follows:

First, Dwaine Walker, Second, Richard Hunter; Third, Joe Persey, Hart; Fourth, Dennis Acker, Nazareth; Seventh, Stanley Slagle, Hereford; Sixth, Joe Acker, Nazareth; Seventh, Stanley Slagle, Hereford; Eighth, Steven Slagle, Hereford; Tenth, Pat Miller, Dawn.

Placings in the light calf division were:

First, Dwaine Walker, Hereford. (Continued on page 3)

JUNIOR LIVESTOCK SHOW	
CALVES	
Grand Champion—Dwaine Walker	\$35
Reserve Champion—Dwaine Walker	\$25
Senior Division:	
First Place—Dwaine Walker, Hereford	\$10
Second Place—Richard Hunter, Hereford	\$8
Third Place—Joe Persey, Hart	\$7
Junior Division:	
First Place—Dwaine Walker, Hereford	\$10
Second Place—Charles Springer, Hereford	\$8
Third Place—Jimmy Conkright, Hereford	\$7
HOGS	
Grand Champion—Jack Acker, Nazareth	\$15
Reserve Champion—Jack McCracken, Hereford	\$10

(Continued on page 4)

Sutton Charged With Not Yielding Right Of Way in Accident

Louis Sutton of Hereford was charged by city police Friday with failure to yield the right-of-way following a collision with a 1950 Dodge pick-up driven by L. H. Lookingbill at the corner

of Second and Lee streets.

Sutton was also operating a vehicle without a driver's license. City Policeman Leland Alderson said. Sutton was driving his car, a 1937 Chevrolet west on Second street and collided with the Lookingbill vehicle which was driving south on Lee.

About \$100 damage was done to the left side of the Lookingbill vehicle and about \$100 to the Sutton vehicle.



HERE ARE TWO top lambs in the Hereford Rotary Junior Livestock show this week-end. Herbert Howell, Dimmitt, is shown at left with his 109-pound Southdown, which took reserve honors. John Bridges, right, is shown with his grand champion, a 97-pound Southdown. See story on judging inside. —Brand Staff Photo.



POULTRY SHOW WINNERS, left to right, are Kay Kershen, champion female bird; Nancy Parsons, champion parti colored pen, champion pen of show, and champion solid cock; Thelma Epting, winner of most ribbons and champion parti pullet; Paula Beth Corbett, champion parti hen; Sue Cooke, most entries in show; Sue Springer, champion solid pullet; Patricia Kaywood, champion solid cockerell; Barbara Dameron, champion solid colored pen; Nell Walker, winner of champion bird, champion parti cock, and champion male bird. —Photo by Bill Patton.

Fire Department Enters Winning Float in Parade

First prize of \$25, presented by the Rotary Club, went to the Hereford Fire Department, for the best float of the parade. The Garden Beautiful club won the second prize of \$15.

More than 50 individual and decorated floats were entered in the parade in addition to many commercial entries, making this one of the longest parades ever staged here.

Presentation of awards was made by Mrs. Troy Moore, president of the Rotary Anns, and were received by Onias Carroll for the Fire Department and Mrs. Carroll Whiteside for the Garden Beautiful Club.

The winning float featured "4-H Club Livestock Show" with a huge 4-H emblem, whiteface calf, and the letters, "Show" surrounded by a mass of crepe paper decorations. Adding a touch of individuality, the float completely covered the car which carried it down the street.

The Garden Beautiful Club entry was a rose garden, complete with rose trellises and pretty maids.

Honorable Mention The Judges, local women (Continued on page 3)



HEREFORD'S firemen were adjudged the winners of the float contest in Saturday's parade and were given the \$25 first prize. Firemen are shown above receiving the \$25 check from Mrs. Troy Moore. From left, they are: W. O. Witherspoon, Buddy Witherspoon, Onias Carroll and Mrs. Moore.



MRS. TROY MOORE is shown presenting the \$15 second prize in the float judging to Mrs. Carroll Whiteside, who represented the Garden Beautiful club.

Nell Walker Shows Champion Bird at Third Annual Show

Nell Walker, 11-year-old daughter of Mr. and Mrs. V. P. Walker of the Wyche community entered the New Hampshire cock, which was named champion bird of the third annual poultry show, which judges said was the biggest and best yet.

Representing 16 breeds of chickens, 271 birds were entered by 30 contestants.

Walker was presented a Rotary check for \$5 for raising the champion bird. A member of the Happy Homes 4-H Club, she won ribbons in the show last year. She has been a 4-H member about three years.

U. H. Mellier of Amarillo and Sunda and A. L. Barrow of Amarillo, with the Merit Feed company, served as judges of the show, handling and examining each bird carefully. Mellier, who has been a judge of the three-year show, said the competition was very keen and the show was the best that has been held here.

The Deaf Smith County Fair and the Rotary club presented 50 coops to facilitate handling and showing of the birds.

Champion Birds
The Jaycees presented \$2.50 each to the champion female, owned by Kay Kersten, and the champion male bird, owned by Nell Walker.

Sue Cooke received a sack of feed from Bradley Grain company for having the most entries in the show, totalling 24, and Thelma Epling received 50 baby chicks from Mr. Mellier for winning the most ribbons.

Rotary checks for \$2.50 each were presented the following

winners: Nancy Parsons, champion colored pen; Barbara Dameron, champion solid colored pen; Kay Kersten, champion solid hen; Nancy Parsons, champion solid cock; Patsy Kaywood, champion solid cockrell; Paula Beth Corbett, champion parti hen; Nell Walker, champion parti cock; Helen Diller, champion parti cockrell.

Bradley Grain presented a sack of feed to Sue Springer, who showed the champion solid pullet and Thelma Epling who showed the champion parti pullet. Jack Wright gave 50 baby chicks to Nancy Parsons, owner of the champion pen of the show.

Following is a list of winners of each breed, listed in order of their winning:

New Hampshire Reds
Pen Young—first, Nancy Parsons; second, Betty McGaughey; third, Betty McGaughey; fourth, Helen Diller.
Hen—first, Paula Corbett; second, Sue Cooke; third, Sue Cooke; fourth, Betty McGaughey; fifth, Paula Beth Corbett.
Pullet—first, Thelma Epling; second, Gracie Fotheringham; third, Betty McGaughey; fourth, Mary Cayton; fifth, Thelma Epling.

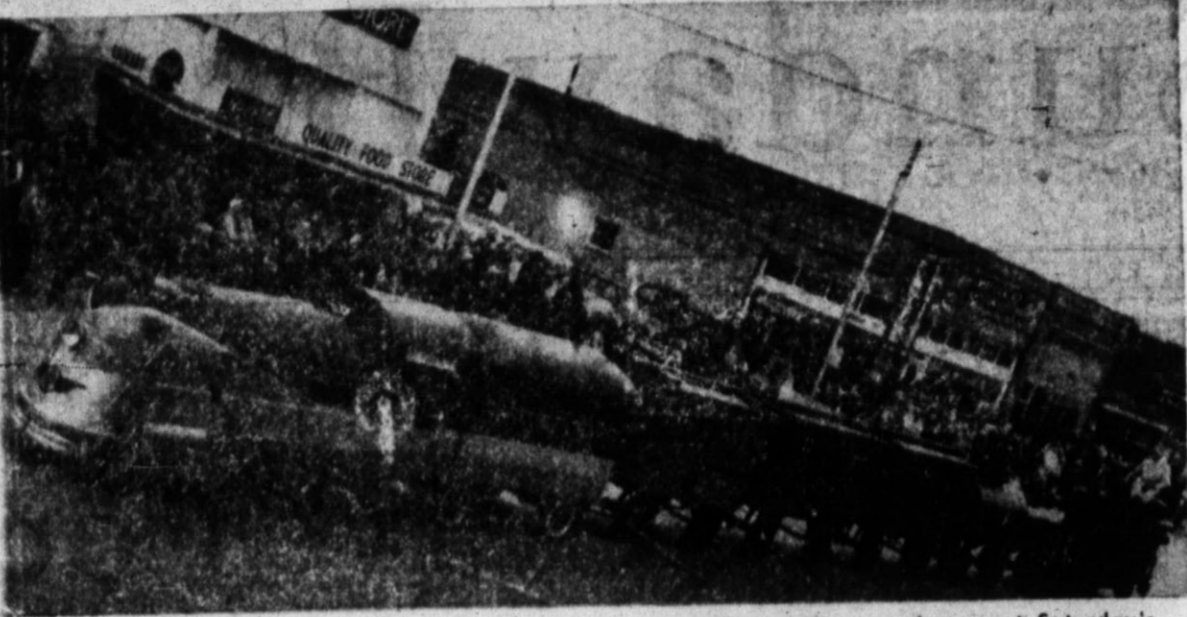
White Rocks
Pen Young—first, Patsy Kaywood; second, Ann Dyer; third, Doris Epling; fourth, Helen Diller.
Pen Old—first and second, Barbara Dawson; third, Nancy Parsons.
Hens—first, Sue Cooke; second and third, Barbara Dameron; fourth and fifth, Nell Walker.
Pullet—first, Sue Springer; second and third, Doris Epling; fourth, Thelma Epling; fifth, Sue Springer.
Cockrell—first, Doris Epling; second and third, Sue Springer.

White Leghorns
Pen Young—first, Mary Lynn Morrison.
Pen Old—first, Paula Beth Corbett.
Hen—first, second, third, and Colleen Cooke; third, Kaye Kersten; fourth, Sue Cooke; fifth, Twyla Springer.

Blue Andalusians
Pen Young—first, Patsy Dawson.
Pullet—first, second, third, fourth, and fifth, Patsy Dawson.

White Wyandottes
Pen Young—first, Doris Epling; second, Thelma Epling; third, Twyla Springer; fourth, Jane Newsom; fifth, Jane Newsom.
Pen Old—first, Thelma Epling; Hen—first, second, third, fourth, and fifth, Jane Newsom.
Pullet—first, Thelma Epling; second, Ann Dyer; third, Sue Springer; fourth, Thelma Epling; fifth, Twyla Springer.
Cockrell—first, Thelma Epling.

Black Giants
Hen—first, second, third, and Colleen Cooke; third, Kaye Kersten; fourth, Sue Cooke; fifth, Twyla Springer.



SANTA FE railroad's miniature train caught the fancy of many young viewers at Saturday's Junior Livestock parade. The train was one of the many special entries in the event, which drew the curtain down on the two-day stock show. —Brand Staff Photo.

ling; second, Sue Springer.

Barred Rocks
Pen Young—first, Ann Dyer.
Hen—first, Ann Dyer, second, Ann Dyer.
Pullet—first, second, third, and fourth, Ann Dyer; fifth, Helen Diller.
Cockrell—first and second, Helen Diller.

Dark Cornish
Hen—first, David Dziuk.
Cockrell—first, Myrna Coffin.
Pullet—second, Francis Miles, third, Judy Coffin; fourth, Francis Miles.

Buff Minorcas
Hen—first, second, third, fourth, and fifth, Sue Cooke.
Cock—first, Sue Cooke.
Pullet—first, Sue Cooke.

Rhode Island Reds
Pullet—first, Colleen Cooke; second, Thelma Epling; third, and fourth, Colleen Cooke; fifth, Thelma Epling.

Buff Orpington
Pullet—first and second, Thelma Epling.

Black Giants
Hen—first, second, third,

fourth, and fifth, Gracie Fotheringham.

White Langshan
First and second, Nell Walker.

Black Langshan
Cock—first, Nancy Parsons.

Japanese Silkies
Pen Young—first, Nancy Parsons.

Capons
First, Don Russell; second, Charley Russell.

Mrs. Matthews

(Continued from Page 1)

Park Cemetery under the direction of Glilland Funeral home.

Survivors are three sons, L. J. of Hereford, Ted of Abilene and W. J. of Eastland, a daughter, Miss Odle Matthews of Abilene, and four grandchildren.



HERE IS THE Vega high school quartet that entertained members of the Hereford Kiwanis club Thursday noon as part of an inter-club relations program.

Special Division of Canasta Tourney to Be for Teenagers

Mrs. Ernest Wade, chairman of the Beta Sigma Phi Canasta Tourney, which is to benefit the Cancer Fund, said a number of good prizes being offered for the recently announced Teenagers division of the tourney.

Details of rules and prizes, \$325 in all, are given on a full page ad in this issue. Teenagers will compete among themselves until the winner of the entire division is determined. The winning couple will then go into the regular tourney and compete against the adults.

Interesting prizes begin with the first week of play with the teenagers, Mrs. Wade said. She urged each teenage youngster to read the rules and enter the contest.

All entries must be submitted by 6 o'clock Thursday, February 22.

Dawn Community Is First To Reach Required Rural Telephone Quota

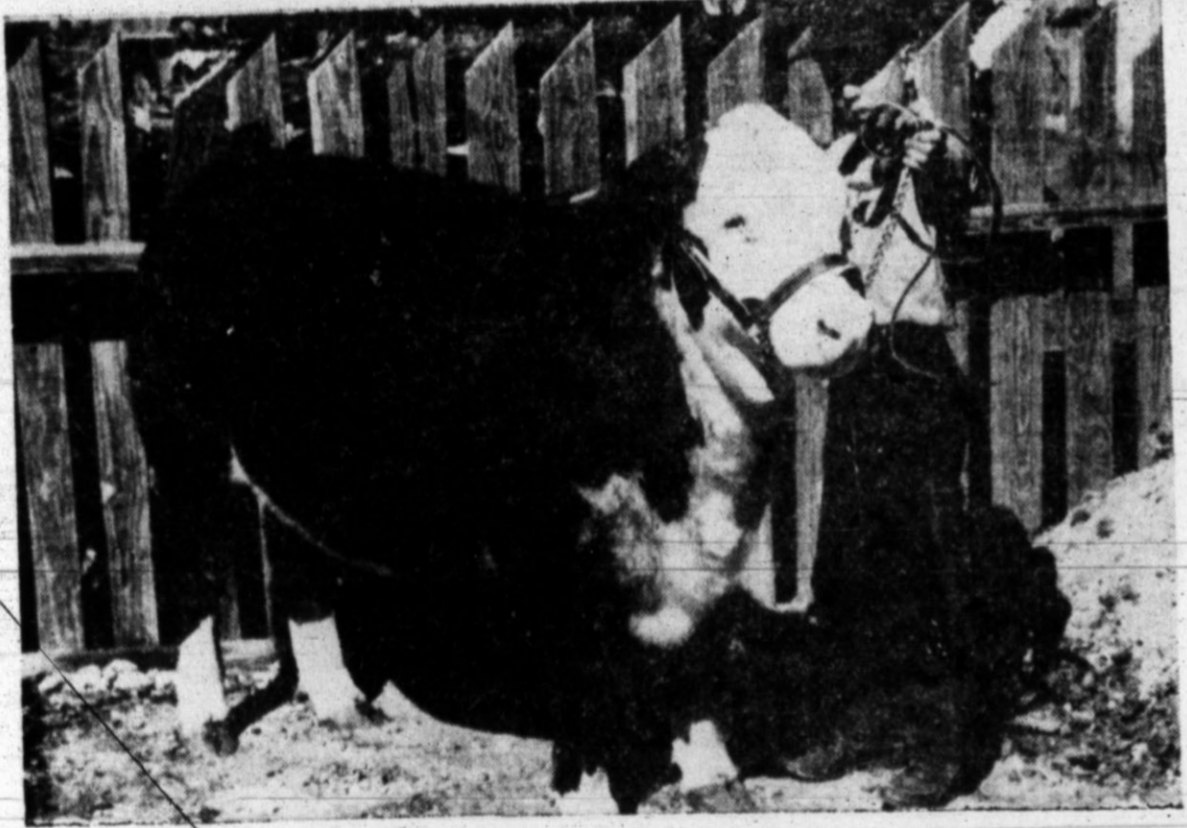
The Dawn community is the first RTA center to reach its quota in signing applicants for rural telephones, according to Leo Forrest, REA and RTA manager. Both Lakeview and Friona rural areas are nearing their quotas.

After having learned from Lubbock RTA authorities Friday that Dawn will be entitled to an automatic exchange if 65 signed for telephones under the RTA plan and paid their \$50 equity, David Rodgers of Dawn and a committee of Dawn people started contacting residents of the area. By Tuesday they had assured local RTA officials they will have 75, 10 more than required, people signed and had collected much of the equity.

Forrest said the Lakeview area now lacks only 8 in reaching its goal of 60, while the Friona area is progressing on its quota of 180, with about 60 yet to go.

Forrest said 90 per cent of the quota must be signed before engineering can begin.

Mr. and Mrs. B. K. Ruikerson of Roswell, N. M., were guests one day last week of her sister and brother-in-law, Mr. and Mrs. P. H. Luck.



Congratulations....

Club Boys And Girls

You Know Your Livestock...

McRIGHT & SMITH

Knows

MACHINERY & TRACTORS

"We Appreciate Your Consideration"

McRIGHT & SMITH

216 East Third "Nelse and Smitty" Phone 2

We're All Working FOR A Better Community...

As Pioneers in the vegetable business, we have also gained considerable experience in Livestock feeding — and we full well realize the long hours spent by our 4-H and FFA Club Boys and Girls.

Furthermore, we believe Livestock to be a most important factor in this area—and we want to express our appreciation to all concerned in sponsoring the Junior Livestock Show this week-end. It was the best yet.

IT IS A PLEASURE, Therefore, to say:

Congratulations and Best Wishes

and we invite you to call upon us when we can be of service.

Growers & Shippers: Potatoes, Lettuce

Your Headquarters for "Fertilizers & Insecticides"

Associated Growers

J. J. Paetzold

Floats

(Continued from page 1)

whose names were not revealed, gave honorable mention to the following:

Reed Williams, who entered a "walking barber pole." Park Avenue Village, whose float showed a "Jack-in-the-Box" for each business in the village and a real "Jack-in-the-Box," centering the arrangement for the entire village. Hereford Plate Glass Company, who cleverly made their float of paper napkins and plate glass. They ordered 5000 paper napkins for the project and ran out.

V. F. W. float, which featured the VFW emblem in crepe paper.

The Business and Professional Women's Club, whose float dramatized various professions, including a nurse, school teacher, typist, and beauty operator.

The Red Cross—except for the patient, there was nothing make-believe about the Red Cross float. Dr. L. B. Barnett, O. Z. Golden, lab technician at Deaf Smith County hospital, Supervisor Pearl West and several nurses were busy with a patient.

Complete List

A complete list of decorated entries, bands, and riding clubs follows:

Clearing the way for the parade were the City Policemen who worked in various capacities all over town during the show. Leading the parade were Rotary Club officers, Jimmie Witherspoon, Ben Childers, and Ernest Wade on horseback, followed by L. A. Wick, district Rotary governor, in a decorated

convertible. West Texas State Band, West Texas State convertible, Eastern New Mexico University convertible, Texas Tech convertible, Rotary Annis convertible, Hereford Safety Council, Kiwanis Club, LaPata Study Club, Beta Etas, Jaycees, Canyon high school band, Cub Scouts, Troop 51 Boy Scouts, 4-H club girls, REA, Hereford Garden Club, Hereford high school band, Future Teachers of America.

Future Homemakers of America, Child Study Club, Western Flower Shop, Hereford Junior high band, Hereford Elementary School band, Santa Fe train, Calliopean Club, Hereford Lions Club Beta Sigma Phi, KPAN, Dimmitt Rodeo Association, Jaycees, American Legion Auxiliary, Lamb County Sheriff's Posse, Roosevelt County Mounted Patrol, the Hereford Riders.

Service Man Is Honored

Mr. and Mrs. R. T. Adams honored their son, Bud, who left Thursday to report in the armed service, with a supper party Tuesday night. The hostess was assisted by Mrs. B. A. West and Mrs. Fred West.

Those attending were: Mr. and Mrs. B. A. West, Mr. and Mrs. Fred West and children, Davey Adams, E. R. Williamson, Jane West, Jim Russell, Earline West, Oliver Lee West and June Heck, Preston West, and Dorothy Hundley, Ronald Crist, Plainview, Brac Daniels, student at West Texas State College, the honoree and the hosts.

Around Town

SIGHTS, FACES SEEN

Pete Cowart, former secretary-manager of the Hereford Chamber of Commerce, visited around town Friday and Saturday. Mrs. Cowart and daughters also accompanied him to Hereford and Canyon from Fort Hood where he is stationed.

Seems the dog situation in the area is getting worse. Dog owners report having their dogs poisoned on their own property. Sheep owners complain about dogs getting sheep, making a double situation. Sheriff J. C. Reese warned residents to contact the authorities before taking any drastic steps.

Hats off to the auctioneers who conducted the sale of livestock yesterday afternoon efficiently and speedily. Lloyd Otten of Clovis, auctioneer, was assisted by David Rasco of the Amarillo Globe-News, Burney Northcutt, and Donald Engel of Columbus, Pa.

Deputy Sheriff F. S. Buckalew of Midland, long-time Hereford resident and former Chief of Police here, was slugged with a home-made black jack as he fed prisoners at Midland Friday. Dick Rowan, University of Texas football player last season, arrived on the scene just in time to shut the jail door and hold it until more help came, thus preventing a jail break.

One of the prisoners had pulled a "gun" carved from a piece of soap.

Although the livestock show held the spotlight for the week end, the finding of a U. S. Signal Corps balloon also created a little stir. Seems "cosmic ray" or weather equipment terms are going to have to become a part of the vocabulary in this area, this being the second set of instruments found recently. Charlie Hoover who found the set, vows the "two little men" who piloted it just disappeared when he turned off the tiny light bulb which was still burning when he found the equipment.

Mrs. Glen May of the Jumbo Community has started writing news for her area and will appreciate residents of Jumbo helping her out with items of local interest.

An entire page ad in this edition is devoted to the Canasta Tourney being sponsored by Theta Sigma Phi to benefit the Cancer Fund. The page reveals a list of \$325 in prizes being donated for the tourney, including a newly organized division for teenagers.

After watching the clean skins of those porkers at the livestock show, with some even being made a little whiter by the use of corn starch or talcum powder, it's hard to believe they are related to those grimy old fellows that seek the nearest mudhole in the summertime.

Walker

(Continued from page 1)

ford; Second, Charles Springer, Star route, Hereford; Third, Jimmy Conkwright, Hereford; Fourth, Elyson Hennington, Hereford; Fifth, Tom Acker, Nazareth; Sixth, Jimmy Conkwright; Seventh, Stanley Slagle, Hereford; Eighth, Charles Springer; Star Route, Hereford; Ninth, John C. Wimberly, Vega; 10th, Bill Kelly, Route 4, Hereford. Other entries in their order of winning are:

Bill Kelly, Don Parsons, Don Mabley, Jimmy Joe Hill, Bruce Kelly, Gary McQuigg, Roger McQuigg, Donnie Fellers, Dickie Fellers, Bruce Kelly, Lloyd Parsons, John Bridges, Jimmy Joe Hill, Harold Key, Howard Hill, and Howard Hill.

Walker received a check for \$35 from the Rotary Club for showing the grand champion and a check for \$25 also from the Rotary club for showing the reserve champion.

Two Hereford Men Train With 40th. Inf. Division

Pvt. Duane B. Williams, 21 of Hereford, is now undergoing his basic training at Camp Cooke, Cal. with the 40th Infantry Division.

A former student of West Texas State college in Canyon, Williams was employed as warehouse foreman for Howard Gault before he was inducted into the army. He is the son of Mr. and Mrs. Carl Williams of Hereford.

Pvt. Lloyd E. Oswald, 21, of Hereford, is also in training with the 40th Division at Camp Cooke, Cal. Oswald was a clerk in the Quality Food Store in Hereford before he was inducted into the army. His mother, Mrs. Zoe M. Oswald, lives in Menan, Ida.

Pfc. J. C. Parvin, son of Mr. and Mrs. H. C. Parvin, is stationed at Fort Hood, Texas. His address is:

Pfc. J. C. Parvin
RA 183664771
Co. C, 66th MTB
2nd Armored Div.
Fort Hood, Texas.

Pfc. Jack H. Luck
1126864
Naval Ammunition Depot
Marine Barracks,
McAlester, Okla.

Cpl. Robert G. Rains
RA 18364768
Co C, 66 MTB
Fort Hood, Texas.

Pft. Harold L. Conklin
US 54065101
Hq. & Hq. Co. 1st Bn.
87th Inf. Reg't.
10th Inf. Div.
Ft. Riley,
Kans.

Billy E. Townsend, fireman, USN, son of Mr. and Mrs. Archie Townsend of Hereford, is serv-



Recruit "Kiet Kuykendall, above, is currently assigned to Battery C of the 529th Field Artillery Observation Battalion at Ft. Sill, Okla. Kuykendall, the son of Mr. and Mrs. Fowler Kuykendall of Hereford, entered service September 20, 1950.

ing presently aboard the USS Ozbourne in the Far East. A plane guard and screening ship, the Ozbourne has participated in bombardments of the Korean coast and has been on patrol duty in the Formosan area.

John Owen is serving at Camp Chaffee, Ark. His address is: Pvt. John D. Owen
54039133
Co. B 47A1B CCB
5th Armored Division
Camp Chaffee, Ark.

Sgt. R. D. Smith
3333 Harrison
Ft. Bliss
El Paso, Texas.

Pfc. Otis Smith
RA 38343478
B Btry 10th FA Bn.
APO 468
Postmaster,
San Francisco, California.

Pvt. Leonard D. Smith
US-S-4065301
Co. A 5th Engr. (c) Bn.
Ft. Lewis, Washington.

Twelve cards showing names of the boys and branch of service in which they enlisted have recently been received by the local selective service board, which serves the four-county area of Deaf Smith, Randall, Farmer and Castro counties. Many of the boys were listed in The Brand when they volunteered for service, but the list is published in the event some may have been missed. List of the boys includes:

Air Force Robert Charles Gammon of Bentonville, Ark., and Lewis Augusta Hembree of Hereford.

Navy Bobby LaWayne of Canyon and "O" Dee Guiley of Farwell.

Army Don Gilbert Hooper, Billy Ray Thompson, Frank Alfred Gilbertson, Curtis Livingston Ponder, Guy Taylor

Corneilus, Jr., and George Milton Hamilton, all of Hereford Beardean Broyles of Muleshoe and Howard Wallace Ray of San Francisco.

Pfc Bobby G. Wilson
AF 18347323
Sheppard AFB
Wichita Falls,
Tex.

Pfc Don W. Davison
18347324
3354 Student Sqd.
Chanute AFB
Ill.

Read The Want Ads

We're Proud OF THE BOYS & GIRLS WHO EXHIBITED IN THE JR. LIVESTOCK SHOW

This year, we believe, was the best yet!

We'd also like to say Congratulations to the Rotary Club Sponsors on a Job Well Done!

Bud and Estelle Hopson's

Western Wheel Inn

West Highway 60



Likes The 4-H and FFA way of Doing Things

We appreciate the time, effort and money each club member has put into his project. We look forward to the day when you take your place as leaders in our community -- a better community because of your efforts today.

Because we serve friends over the entire

Four Counties which have exhibited here this

week-end, we are more interested than

ever in you . . . and invite you to visit us.

Bess Moore
And Employees

ROXANA of TEXAS ---
RAYON SHEEN GABARDINE
NAVY

SUIT

\$19⁷⁵

Sizes 10 to 20

One button closing jacket with detachable white trim on wing collar and turn-up cuffs. Jacket is fitted style. Straight skirt with slit front. Navy only.



BLOUSES OF FINE IMPORTED
Permanent Finish
SHEER ORGANDY

Dainty Embroidery Trim

Sizes 32 to 38



Above only \$5⁹⁰

Dainty embroidery trim front . . . sweetheart collar with embroidery and lace trim. Puff sleeves with lace edging. Colors . . . white, pink, blue, and maize.

Right only \$6⁹⁰

Button front style . . . embroidery trim front. Sweetheart collar . . . cuffed short sleeves. Colors . . . white, pink, blue, maize.

Anthony's
THE G.B. ANTHONY CO.
HEREFORD

John Bridges, Herbert Howell Show Top Lambs

John Bridges, Castro county 4-H member from Hart, showed the grand champion lamb, a 97-pound Southdown, at the Hereford Rotary Junior Livestock Show Friday afternoon in Hereford.

The reserve champion honors went to Herbert Howell of Dimmitt who showed a 109-pound Southdown.

Bridges was awarded \$10 for showing the grand champion and Howell's reserve championship earned him \$7.50. Both awards were made by Bob Wear, representing the Hereford Kiwanis club, donor of the prizes.

A total of 32 lambs were entered in the competition eight in the Southdown classification and 24 in all others classification.

Ray C. Mowery, head of the department of animal husbandry at Texas Tech, judged the entries before a gallery of from 100 to 125 persons.

Bridges' entry took first place

in the Southdown division and Howell's took second. Herbert Howell's 112-pound Shropshire took first place honors in the all-others class. Shropshire took second in that class. Both boys live on Route 2, Hereford.

The winners in each class, their prize money (to first six winners) were:

SOUTHDOWN
First, \$5, John Bridges, Hart; Second, \$4, Herb Howell, Dimmitt; Third, \$3, Maxie Warren, Hereford, Route 2; Fourth, \$2, Jimmy Howell, Dimmitt; Fifth, \$1, Joe Percy Hart; Sixth, \$1, Joe Percy Hart, Hart; Seventh, Maxie Warren; and Eighth, John Bridges.

ALL OTHERS
First, \$5, Herbert Howell, Hereford, Route 2; Second, \$4, Jack Howell, Hereford, Route 2; Third, \$3, Darrell Hursley, Hereford, Route 1; Fourth, \$2, Jim-

mie Joe Hill, Vega; Fifth, \$1, O. C. Renfro, Hereford, Route 3; Sixth, \$1, O. C. Renfro; Seventh, George Drager, Hereford; Eighth, Walter Kaul, Hereford; Ninth, Larry Kaul, Hereford; Tenth, Howard Hill, Vega; Eleventh, Howard Hill; Twelfth, Metcalf, Vega; Thirteenth, Buddy Campbell, Hereford; Fourteenth, Darrel Hershey, Hereford; Fifteenth, Pluma Metcalf, Vega; Sixteenth, Pluma Metcalf; Seventeenth, Paul Higgins Wildorado, Star route; Eighteenth, Marvin Metcalf, Vega; Nineteenth, Johnny Epting, Hereford; Twentieth, Jimmie Joe Hill, Vega; Twenty-first, Paul Higgins, Wildorado, Star Route.

City Tax Rolls Show 82% Paid Before Deadline

Eighty-two per cent of the city taxes were paid before the January 31 deadline, according to Margaret Bathnart, city clerk. Approximately \$71,942.40 was paid against the total of \$87,734.63 on the tax rolls. A penalty of 1 per cent and 1-2 per cent interest accumulates on the taxes which were unpaid February 1. The taxation was made on a total valuation in Hereford of \$6,646,900.

Parking Meters Bring \$11,472 During 1950

Hereford's parking meters added a total of \$11,472.75 to city coffers during 1950, records in the office of the city clerk show.

Due to the rush of preparing tax statements and other city business, entries, in some cases, could not be made month-by-month. The figures showing monthly performance, would not be entirely accurate therefore.

Pigs

(Continued from page 1)

ing out top pigs.

The Grand Champion winner received \$15 in cash and the reserve champion \$10 from the Hereford Lions club.

Judge of the Show
Head of the Department of Animal Husbandry at Texas Tech, Ray C. Mowery served as judge of the show, inspecting each animal thoroughly and giving the boys good explanations of points considered in each animal. The many spectators who watched the judging of the 43 entries took special delight in watching each boy "corral" his pig in front of the judge.

Mowery expressed the opinion, when judging the five breed winners to select the grand champion and reserve champion, that it would be hard to distinguish between four of the five hogs if their colors were not different; the fifth was a breed of an entirely different build. He then gave reasons for selecting the Chester White the grand champion of the show.

Each breed was divided into under 225 lbs. for judging, with two classes, those over and those class. Then the grand champion and reserve champion of the five prizes being given in each class were selected from the entire class.

Following is a list of all entries, prizes, and winners in each class, with the grand champion and reserve champion being given first: (cash prizes were given by the Hereford Rotary club.)

Durocs

Champion, Jack McCracken of Hereford; reserve, Floyd Schulte of Nazareth.

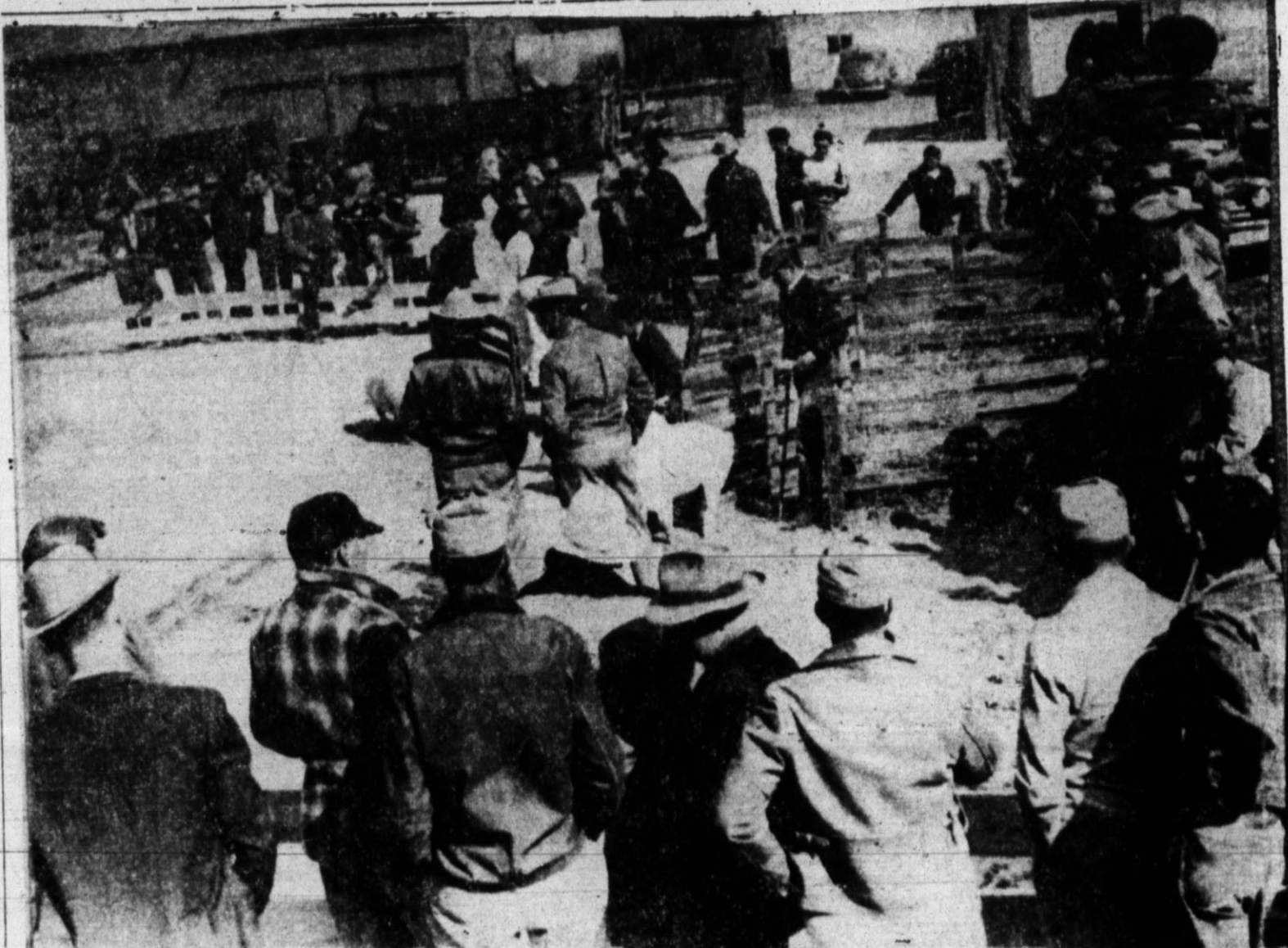
Heavy class — none entered.

Light class, first, \$5 prize, Jack McCracken of Hereford; second, \$4 prize, Floyd Schulte of Nazareth; third, \$3 prize, Floyd Schulte of Nazareth; fourth, \$2 prize, Howard Hill of Vega; fifth, \$1 prize, Travis McGahey of Wildorado; Francis Miles of Hereford.

Chester Whites

Champion, Jack Acker of Nazareth; reserve, Jerry Gleason of Muleshoe.

Heavy class, first, \$5 prize,



HERE IS A PICTURE SHOWING the interest created Friday afternoon at the Bull Barn while the swine judging was under way. —Brand Staff Photo.

Jack Acker of Nazareth.

Light class, first, \$5 prize, Jack Acker; second, \$4 prize, Jerry Gleason of Muleshoe; third, \$3 prize, Jerry Gleason; fourth, \$2 prize, Tom Acker of Nazareth; fifth, \$1 prize, Troy Christian of Farwell; Ted Conrad of Nazareth.

Poland Chinas

Champion, Harris Dunn of Friona; reserve, Jimmy Gore of Friona.

Heavy class, first, \$5 prize,

Jimmy Gore of Friona; second,

\$4 prize, Jimmy Gore; third, \$3 prize, W. A. Tinney, Jr., of Friona; fourth, \$2 prize, Jackie Rule of Friona; fifth, \$1 prize, W. A. Tinney, Jr.; Dennis Hoelting of Nazareth, Ted Godfrey of Dimmitt.

Light class, first, \$5 prize, Har-

ri Dunn of Friona; second, \$4 prize, Harris Dunn; third, \$3 prize, Bobby Warren of Dimmitt; fourth, \$2 prize, Dennis

Hoelting of Nazareth; fifth, \$1

prize, Alfonso Huseman of Nazareth; Frank Day of Hereford.

Hampshires

Champion, Kenneth Lowrie of Bovina; reserve, Bobby Warren of Dimmitt.

Heavy class, none entered.

Light class, first, \$5 prize,

Kenneth Lowrie; second, \$4 prize, Bobby Warren; third, \$3 prize, Kenneth Lowrie; fourth, \$2 prize, Huey Lowrie of Bovina;

fifth, \$1 prize, Robert Dzuik of

Hereford; John Bridges of Hart, and Edward Dzuik of Hereford.

All Other Hogs

Champion and reserve champion, David Axe of Wildorado.

Heavy class, none entered.

Light class, first, \$5 prize,

David Axe of Wildorado, second, \$4 prize, David Axe; third, \$3 prize, Jackie Rule of Friona; fourth, \$2 prize, LaDean Adams of Dawn.

Bridal Shower Honors Mrs. Reese Dawson in B. E. Roberson Home

SUMMERFIELD (Special) Mrs. Reese Dawson, the former Miss Rosene Lance, daughter of Mr. and Mrs. Earl Lance Sr., was honored recently with a bridal shower in the home of Mrs. B. E. Roberson in Hereford.

In the receiving line were Mrs. Roberson, Mrs. Dawson, Mrs. J. M. Dawson, mother of the bridegroom, and the mother of the bride.

Hostesses for the occasion were Mesdames J. M. Wright, Charlie Noland, Jeff Roberson, Guy Walsler, Jack Streun, L. H. Lookingbill, Lee Curry, Ray Johnson, D. C. Walsler, J. B. Noland, George DeLozier, Jim Clark, and Mrs. Roberson.

Music was furnished throughout the afternoon by Mrs. K. W. Neill, and Misses Sandra Wright, Bobbie Walsler, and Ann Lookingbill.

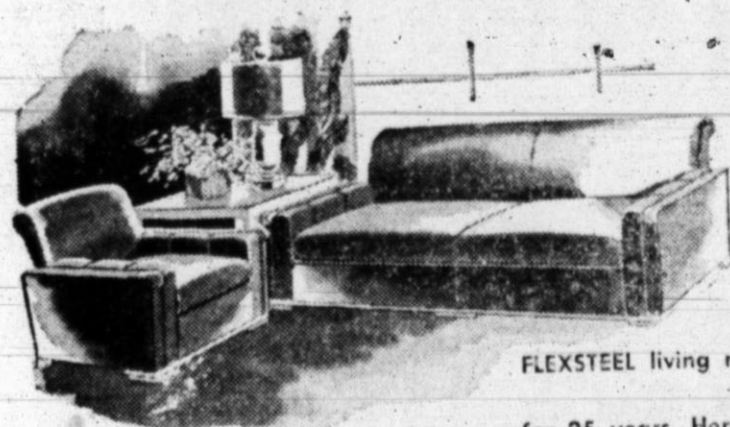
The linen-laid table was centered with an arrangement of sweet peas made into a

heart shape and reflected on a mirror, flanked by tapers. Mrs. Joe Kendall and Mrs. C. J. Crump presided at the silver tea service.

Mrs. Earl Lance Jr. presided at the guest book where the following were registered: Mesdames O. B. Summer, Obe Roberson, Carl Lee, J. F. Cheatnam, A. A. Simons, Earl Lance Jr., C. R. Walsler, J. M. Dawson, K. W. Neill, Melvin Rainey, Earl Gunther, Claude McGowen, Roy Euler, J. R. Euler, Joe Kendall, Joe Lyons, B. C. Roberson, S. L. Walsler, G. P. Owen, C. J. Crump, Word Vaughn, Ed Moseley, Garin Wheeler, Carl, Wiley Roberson, Delbert Bainum, Brady Lookingbill, Preston Hagan of Littlefield, and Misses Dorothy Lee, Ann Lookingbill, Sandra Wright, Bobbie Walsler, Mavis Hensley, Patsy Wiltshire, LaJuan White, Marco Summer, and Shirley Summer.

Spring fashion notes FOR GRACIOUS LIVING

Our smart groupings of living room furniture will give you dozens of exciting ideas for dressing up your home for spring.



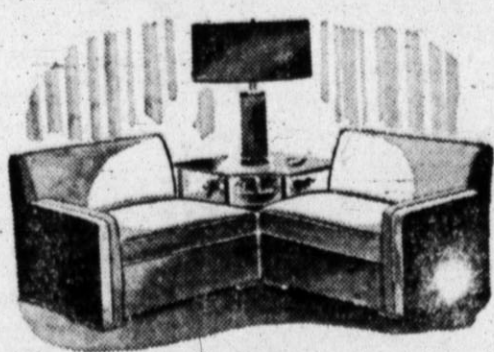
2-Pc. LIVING ROOM SUITES

FLEXSTEEL living room suites . . . construction guaranteed unconditionally for 25 years. Here is comfort and good looks for years to come. Lovely friezes and plastics. 2 and 3 cushion with or without wood trim. Wide selection of colors.

\$325

2-Pc. SECTIONALS

Two-piece three quarter length sectional suites. The ideal suite for the women who like a change of setting for every occasion. Any suite a dream for fine living. Choice of fabrics and colors.



\$220

E. B. BLACK CO. FURNITURE

SURE,

We Appreciate Your Business
And All Of That

BUT THE PURPOSE of this ad is to express our

**Appreciation
and
Congratulations**

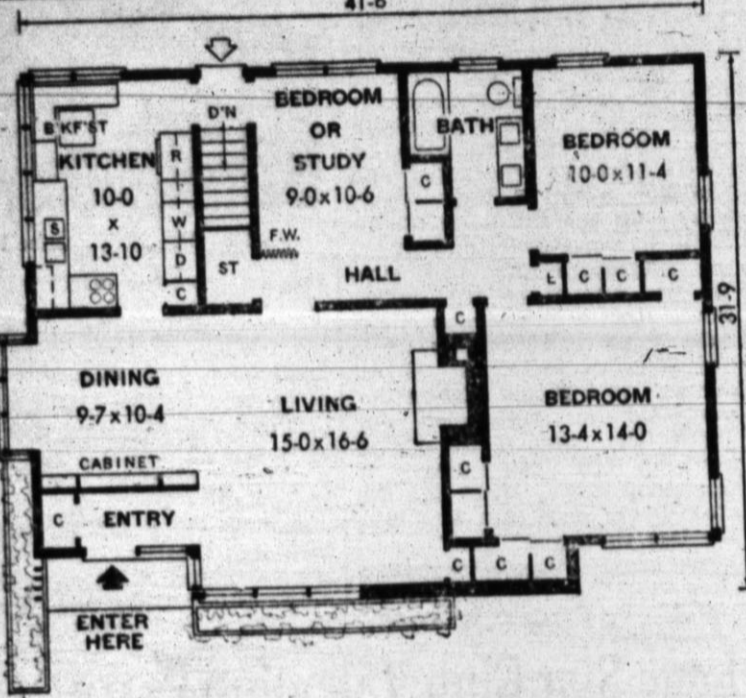
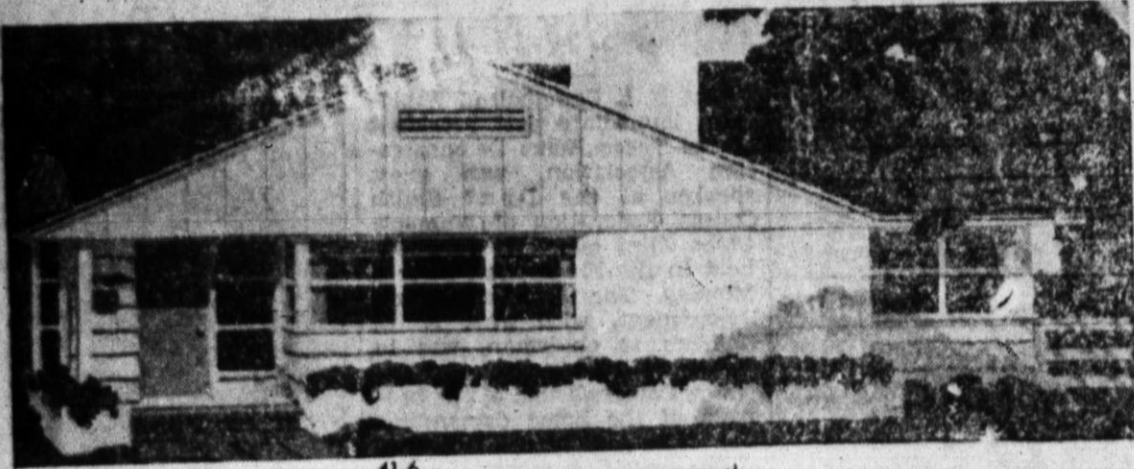
to the
**4-H & F. F. A. CLUB
Boys and Girls**

Who displayed such splendid entries in the annual Four County Stock Show here Friday and Saturday. We are proud of each of you — and of the work you are doing. If you were a winner, swell. If not, better luck next year. . . and we know that the experience you gained will prove invaluable.

We also wish to express
TO THE ROTARY CLUB AS SPONSORS
ON A "JOB WELL DONE!"

FARMER'S DRIVE-IN
Troy Moore

Small House with Large Assets



Here's a classic example of the type of house most American families look for. It's Good Housekeeping magazine's "Small House of the Month" for February. Features include: 1,250 feet of floor area; full basement; 12 closets; and fireplace. The exterior is brick veneer, vertical siding, and wood shingles. Note the abundance of windows, twin wash-basins in bathroom, and the folding wall which converts the extra bedroom or study into a second living room.

Tawanka Group Has Circle Meeting

Members of the Tawanka group of Campfire girls entertained with a Valentine party Saturday night, February 10, at the Campfire hut.

Guests and members attending were Joe Easley, Billy Bob Carmichael, Kenneth Carmichael, Tunny Wilson, Lee Drake, John Benson, Pat Newell, Buddy Godfrey, Dale Hinds, Jackie Burrus, Jamie Airhart, Lanny Wilkins, Richard Clark, Darrell Hershey, Marcella Bezner, Virginia Brock, Cieta Betzen, Martha Jean Brown, Patsy Jackson, Sylvia McCracken, Earleen Flank, Barbara Sue Rodgers, Rita Vinton, Evelyn Wilf, Sandra Wright, Kay Jowell, and sponsors, Mr. and Mrs. Earl Frank and Mrs. Caudie Ola Brown.

Jolly 4-H Girls Honor Peggy Ann Browning

A meeting of the Jolly 4-H Club girls in the home of Peggy Ann Browning on February 8 helped Peggy celebrate her 10th birthday.

The pie supper was postponed until Friday night, February 23. In the absence of the assistant home demonstration agent, Mrs. George Epling, leader, gave a demonstration and discussion of choosing dresses suitable to figure types.

Sandwiches, cake, and hot chocolate were served to Thelma Epling, Doris Epling, Geraldine Epling, Mary Cayton, Arlene Cupell, Mrs. Epling, Sunny, Peggy and Nancy Browning, and the hostess, Mrs. Browning.

Spring Fashion Show Will Be at Bovina

The annual spring fashion show, sponsored by the Bovina Half Century Club, will be presented Tuesday evening, February 20, at 8 o'clock in the American Legion Hall in Bovina.

Models from Friona, Muleshoe, Farwell, and Bovina have been invited to participate.

Mrs. A. V. Warren will be mistress of ceremonies, and Mrs. Bernard Gamaral of Clovis will serve as narrator. Official hostesses for the affair will be Mrs. Art Mast, Mrs. Howard Looney, and Mrs. A. V. Warren.

Family Reunion Held In C. R. Higgins Home

A family get-together was recently held in the home of Mr. and Mrs. C. R. Higgins where visiting was the main entertainment.

Present were Mr. and Mrs. Roy Harris and family of Pueblo, Colo., John Higgins of Pueblo, Mr. and Mrs. Ted Higgins and family, Mr. and Mrs. Fred N. Higgins, Mr. and Mrs. Homer Thomas, Mr. and Mrs. Higgins, Bob and Alberta.

Mrs. D. C. Banks Hostess To Bippus HD Club

Mrs. D. C. Banks was hostess recently at a meeting of the Bippus Home Demonstration club when Mrs. Tom Draper gave a discussion of clothing

Mrs. Durham Is Hostess To Friendship Club

Mrs. J. J. Durham was hostess this week to the Friendship Class of the First Methodist Church.

Mrs. Homer Brumley conducted the study on the founding of early Methodist Churches.

Present were Mesdames J. W. Thomas, Dean Bishop, Homer Brumley, G. D. Milner, James E. Black, Don Davidson, Erma Walker, J. W. Kirby, Edna Lee Collier, Durham, and Misses Mattie Mae Swisher and Francis Tarrentine.

Fortenberrys Honored On 39th Anniversary

Mr. and Mrs. J. G. Fortenberry were honored on their 39th anniversary by friends and relatives at their home. The evening was spent in playing games and visiting.

Lunch was served to Mr. and Mrs. Robin Fortenberry of Lockney, Mr. and Mrs. Lee Little, Mr. and Mrs. C. F. Rickels, Mr. and Mrs. Claude Bogle, Mr. and Mrs. Glen Hetzler, Mr. and Mrs. Allen Gurdell and family, Mr. and Mrs. C. F. Higgins and family, Misses Kate and Chlois Fortenberry of Amarillo, Miss Christine Fortenberry and the honorees.

Mrs. Brown Hostess To Heisleman Club

Mrs. E. L. Brown was hostess at the regular meeting of the Heisleman Home Demonstration club Monday when the president, Mrs. C. G. Richardson, had charge of the meeting.

Discussing clothing construction, Mrs. Tom Draper, HD agent, emphasized the use of the tracing wheel, tailor tacks, and staystitching with the grain of the material.

The club elected Mrs. C. G. Richardson as THDA nominee for district meeting to be held

at Dalhart in April.

Refreshments were served to Mesdames Draper, Richardson, Oscar Bronniman, Preston Davis, Frankie Kinsey, Jerry Fangman, Fred Paschel, Johnnye Doshier, Henry Kinsey, Leonard Erwin, Tony Redder, and the hostess.

The next meeting will be on February 22 in the home of Mrs. Preston Davis.

Mahaffey 4-H Club Selects Committees

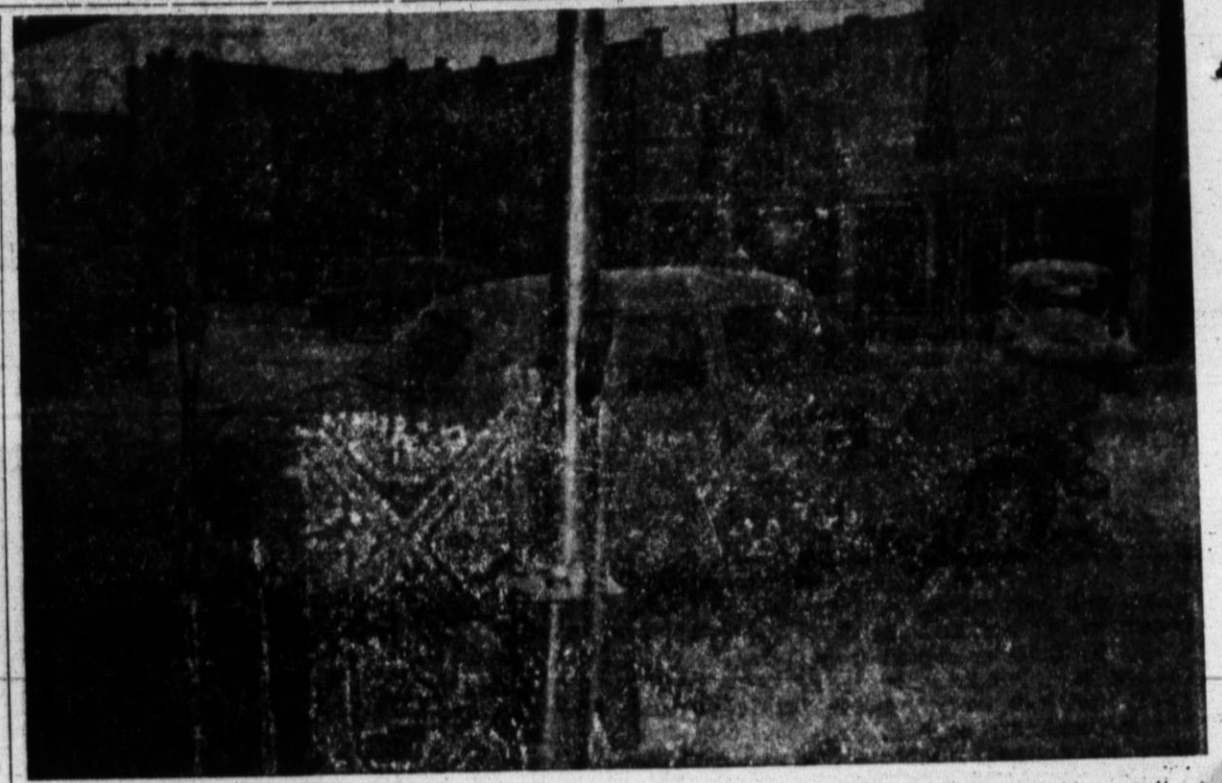
The Mahaffey 4-H Club met Saturday, February 10, in the

county commissioner's room with Wilma June Wilcox, president, in charge.

Ruby Wilcox and Nancy Parsons were appointed to serve on the program committee, and Willa Mae Wilcox and Betty Lou McGaughy were named to the recreation committee.

Mrs. T. J. Parsons discussed the different sizes in patterns, and measurements were taken of all the girls.

Present were Caroline Ham, Betty Lou McGaughy, Nancy Parsons, Ruby, Willa Mae, and Wilma June Wilcox, and Mrs. T. J. Parsons.



THERE SEEMED to be no "safe way" to back out of one of the Main street parking stalls after Tuesday night's snow glazed the streets. The taxi above is shown Wednesday morning after its driver unsuccessfully tried to back up the slight incline to the middle of the street. Many other drivers shared—to varying degrees—the baffling problem of trying to keep their cars from sliding sideways while backing out of their parking place.

Helena Rubinstein Beauty Expert at City Drug Soon

Miss Ruth Burns, a representative of Helena Rubinstein in New York, will be at City Drug in Hereford from February 26 to March 3 to consult with Hereford women on their beauty problems.

Miss Burns will use the same techniques used in the renowned "Five Day Wonder Course" taught by Madame Rubinstein in her famous Fifth Avenue salon.

A free beauty gift will be given all those who visit her.



Snow and cold weather may be the outlook for the next few months, but even the snow man takes heart when he looks southward and sees the bounty of sunny Florida citrus fruits now available. This year's crop is an excellent one, and there are plenty of oranges, grapefruit and tangerines to more than insure a daily quota of flavorful Vitamin C for every member of the family. First, there should always be a morning glass of orange juice or a half grapefruit. Grapefruit halves are good for first or last course at luncheon or dinner, and by varying the toppings, they can be served often without monotony. Oranges, grapefruit and tangerines, the little kid-glove fruit, can be used in salads, fruit cups, and to lend new flavor to vegetables, meats and fish.

"THANKS"

CONGRATULATIONS!
To the Winners In Each
Division of Our Livestock
Show... To Those Who Were
Not Winners... We'll Be Looking
Forward, With You, To Next Year!

The Officers, Board of Directors and Members of the Hereford Rotary Club
Wish to Convey Our Most Sincere Thanks to the CHAMBER OF COM-
MERCE - KIWANIS CLUB - LIONS CLUB - HEREFORD JAYCEES - BUS-
INESS and PROFESSIONAL WOMENS CLUB, All Other Clubs, Organiza-
tions and Individuals Who Helped to Make the JUNIOR LIVESTOCK
SHOW A Whopping Success.

It is Especially Gratifying to Note That Every Bit of Help We Received For
This Occasion Was VOLUNTEERED, Which Shows That the Spirit of Co-
operation Among Hereford Folks Will Continue to Make Our Town the
Grandest Place In the World to Live.

The HEREFORD ROTARY CLUB





REV. CHARLES LUTRICK, pastor of the Vega Methodist church, is shown here addressing members of the Kiwanis club in Hereford Thursday noon at Hotel Jim Hill. Rev. Lutrick's visit here was part of an inter-church exchange. Shown in the picture above are, from left: Bill Paiton, Vega Club President Cook, Hereford President John Pool, Vern Stewart, Rev. Lutrick, and Dr. Lloyd.

Valentine Motif Used For Party

The Gleaners Class of the First Baptist church met with Mrs. Lowell Sharp Friday evening for a covered dish supper party. Mrs. J. R. Johnson and Mrs. R. N. Cooke were assistant hostesses.

The Valentine motif was used in decorations for the tables and Mrs. W. A. Medlin, teacher, gave the invocation.

After a short business session following the supper, the program was presented on "Christian Growth" with Mrs. Fritz Christman as leader. Mrs. E. W. Young provided vocal music with Mrs. J. R. Allison as accompanist. Mrs. Earl DeHart directed games and the closing prayer was given by Mrs. M. A. Bettis.

Those present were: Mesdames, E. W. Young, Chas. Dones, Fritz Christman, Jim Clark, Owen Stagner, Edward Roberson, D. A. Riddell, W. A. Medlin, J. R. Allison, Alwyn Savage, M. A. Kirksey, Earl DeHart, and the hostess.

Westway Club Holds Meeting

Westway Home Demonstration club met Wednesday afternoon with Mrs. C. A. Saulcy. Mrs. Joe Wagner presided.

Mrs. Harold Rudd conducted a question contest and the floating prize was won by Mrs. Mack Jackson. Members displayed dresses in progress of making and told why they chose design and materials.

Mrs. Tom Draper, CHDA, gave a demonstration on marking with tailor tacks, carbon and

chalk, and showed the process of stay stitching.

Council recommendations were read by Mrs. C. A. Saulcy who was named nominee delegate to the district Home Demonstration club convention. The next meeting will be held with Mrs. Harold Rudd on February 28.

Valentines were exchanged and valentine refreshments were served to Mesdames Johnny Townsend, Joe Landers, Carl Schroder, Kenneth, Paul and Harold Rudd, G. C. Merritt, Elmer Combs, Joe Wagner, Mack Jackson, R. L. Wilson, John Hays, C. M. Phipps, Gene Bishop, P. B. Sowell, W. B. Nunley, J. C. Morrison, Tom Draper, and the hostess.

Card of Thanks

We wish to thank our many friends who visited and helped us while I (P. H. Luck) was sick. Thanks to the Odd Fellows for their kindness and visits.

Mr. and Mrs. P. H. Luck

Mrs. Edd Cox Is Hostess to HD Club

Hostess to the West Hereford Home Demonstration Club Tuesday afternoon was Mrs. Edd Cox, who also served as leader of the recreational period.

The president, Mrs. Howard Gore was in charge of the program as well as the business session. Mrs. Jack Flowers and Mrs. Leland McMurray gave the program on home nursing hints, as taken from the Red Cross Home Nursing Manual.

Mrs. R. H. Hale was welcomed as a new member. Other members present were Mesdames

Howard Gore, Jack Flowers, Carlos Vaughn, Ulys Pierce, Edna Bowe, John Jacobsen, Sr., Leland McMurray, Ed Cox, and Miss Evelyn Bell. Valentine refreshments were served by the hostess.



INSURANCE FOR EDUCATION . . .

Our special endowment policies will help to realize your child's later life ambitions. Then, too, there's the added advantage of low rates while he's young! See our agent for complete details.

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Ins. Agcy.
Phone 273

Insurance Pays
IT'S OWN WAY

WASHABLE CASUALS
in Dan River
"WRINKL-RID" RAYON



they simply shrug off creases!
they're smartly styled and well made!
they're finds at this low Penney price!

ONLY 590



Smart Plastic
Call Handbags \$2.98 Plus Tax
BRIGHT EASTER GIFT IDEAS FOR HER SPRING

Graceful, shirred pouches, roomy shoulder bags, handsome boxy styles . . . all these and more, in a wise, wide selection of new-in-fashion handbags for your Valentine! Come choose now . . . she'll be so proud to carry your gift this spring!



FINE SLIPS OF RAYON CREPE
\$2.98

Pretty and practical no-ironing gowns of run-resistant rayon knit with lace or nylon net trims, elasticized waists. Pink, blue, maize, white. 32-40.



LOVELY RAYON KNIT GOWNS
\$2.98

Fine multifilament rayon crepe that washes beautifully . . . in well-cut slips lavished with deep lace . . . priced for savings! In white, pink, blue. 32-40.

Lucky you . . .
if yours is one of these

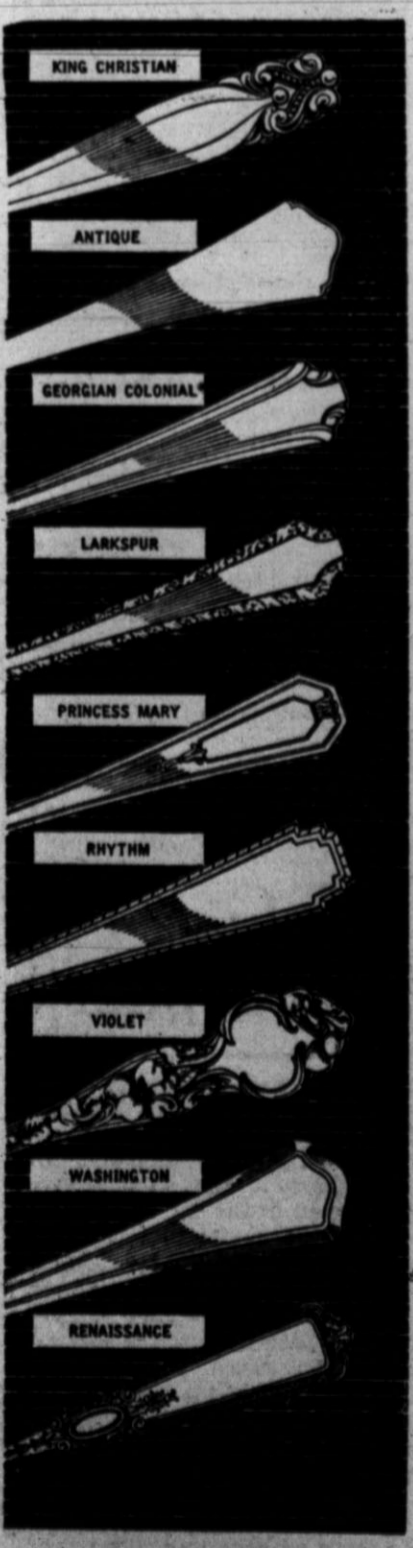
WALLACE STERLING
SILVER PATTERNS

For a limited time only you may choose from a wide selection of wanted pieces to "fill-in" or complete your silver service. A complete assortment of place-setting items and serving pieces is available, so don't delay . . . come in today.

Since these are "made-to-order" patterns we must have your order before the deadline of March 15th

Hembree Jewelry

335 N. Main Phone 34



THE SMALL HAT . . . the shape that makes you a fashion!

... the hat that brings out your personality and charm . . . the straw cloth bonnet with the young fresh look of Spring. Aim . . . flattery!
YOUR EASTER STORE

\$2.98



Our Shorty
a smart buy at only **\$16.75**

So practical . . . because it goes with any color . . . looks just as smart for your most formal evening as for your most casual day! Creamy wool suede, rayon satin lined . . . in sizes 8 to 18.

J. C. PENNEY CO.

YOUR EASTER STORE

READ THE CLASSIFIED

**STYLESPUN
COMPANION SLIPS**

of blended
NYLON
and
ACETATE
one
Tailored
one
Trimmed



750

Sizes: 32 to 44

\$2.98

753

A perfect fitting soft smooth crepe slip . . . blended nylon and acetate fabric beautifully tailored for perfect fit. Laundered beautifully . . . dries quickly and irons easily. White and pink.

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



MORE THAN 200 persons attended the grand opening of the new Deaf Smith County Electric Cooperative building on Wednesday, Feb. 14. Some of the visitors can be seen here as they are served coffee and cookies by Miss Mary Hurd, cashier at the REA office. Leo Forrest, co-op manager (light coat) is shown behind the table at right. Lloyd Lovel, office manager, is shown second from right. Visitors were served refreshments in the model kitchen which is part of the lobby at the new building.

Bootleg

Continued From Page 4

think it would be hard to find enough men willin to spend money to get elected to a office that don't pay a livin wage, but in Texas we ain't confronted by such a situation. Don't reckon there's ever been a time when we couldn't dig up somebody willin to run for the legislature. At any rate, it's hard to ask a man to abolish his district and let his constituents go without his service. It's hard to get him to do it after you ask him, as the Texas legislature is now twenty years behind in the job.

But what interested me most-ly was the complaint the editar was makin in this paper. Accordin to him, it wouldn't be fair for example to put two small counties in with a big county to make a Senatorial district, as the big county would out-vote the two combined and always elect a Senator, he said, and added: "That would be bad for the two small counties, and in the long run it wouldn't even be good for the big county."

I puzzled over that a long time. Surely he ain't arguin it's bad for a county to keep on producin a Senator? He ain't suggestin a county might rise up and say, No sir, it's your turn, we furnished a Senator for 8 long years now, it's somebody else's time? Sounds to me like he's arguin a Senator could get sort of like a in-law who has over-stayed his welcome.

But despite all the squabblin

MRS. SYLVESTER SLAGLE

Can She Bake a Cherry Pie, Billy Boy?--This Recipe Will Help Her

"Let's Cook Something" Ins.
Can She make a Cherry Pie-
Billy Boy Billy Boy
Can She Make a Cherry Pie-
Charming Billy?
—She can if she will follow Mrs. Sylvester Slagle's recipe in today's column.

Cherries, hatchets and Uncle Sam hats go hand-in-hand with a Washington's Birthday affair

don't be afraid to try it. It's festive, beautiful and good.
Cherry Chiffon Pie

1 box cherry jello
1 pint whipping cream
1-2 cup sugar
1 can (number 2) cherries, drained and cut in small pieces
2-3 cup sugar over cherries
food coloring

Drain the cherries, add the 1-3 cup sugar and enough food coloring to make a bright red.

Let set for one hour.
Dissolve the jello in 1 cup hot water. Let cool until it begins to congeal then whip with rotary beater until it is thick and foamy. Whip cream stiff and add sugar. Combine jello and cream, beating well, and add cherries which have been allowed to set. Pour in 2 seven-inch pie shells, (previously cooked) and chill. Top each serving with a fluff of whipped cream centered with one red cherry.

Meringue Shells

Another of Mrs. Slagle's favorite recipes is a really tempting dessert—festive meringue shells. Here are the ingredients:

2 egg whites
1-8 teaspoon salt
1-8 teaspoon cream of tartar
1-2 cup sugar
1-2 cup finely chopped or rolled nuts

Beat egg whites until foamy, add salt and cream of tartar and beat until very stiff. Add sugar gradually. Cut rings, hearts or shamrocks (for St. Patrick's Day) out of brown paper and grease lightly. Place meringue on shapes of paper in design preferred and bake on baking sheet in 250-F oven for 45 minutes. Makes 12 hearts or rings. Loosen meringue carefully from paper and slide onto serving dish. Fill with jello custard or pudding.

When Mrs. Slagle uses the heart molds she colors the filling red and then places the meringue heart on a lacy paper valentine to serve. For St. Patrick's Day a custard filling delicately flavored with lime and lemon and colored lime green would go fine for delicate-

ly browned meringue shamrocks.
Custard Filling
2 cups milk
1-2 cup sugar
2 tablespoons cornstarch
2 egg yolks
1 teaspoon lemon extract
few drops lime and almond extract
Beat eggs well and add milk, bring to a boil and place in double boiler. Mix the cornstarch and sugar and add to milk mixture stirring constantly, and cook in double boiler until custard is thick and creamy. Remove from heat and add the extract and color with a few drops of green food coloring. Keep covered and chill before filling meringue molds.
There is no trick at all to this if you follow directions.

**Retid The
Want Ads**

**Income Tax
Service**

Walker Frank
SEED COGDILL
Upstairs over Brand Office
Phone 1383



and the patriotic theme adds color and zest to table decorations as well as to the menu. This glorified cherry pie need cause you no last minute apprehension as it can be made well in advance of the meal. If your cooking experience is limited,

I just don't believe it's possible to divide up the state with all counties in a senatorial district exactly the same size, and in the long run it won't make too much difference. I ain't never seen a Senator who wouldn't listen to a delegation, don't make no difference how small a county it come from, and in the second place, while Russia may have the atom bomb, I doubt if it has one that recognizes county lines.



ONE OF the performers at the "ladies night" held Friday night by the Hereford Rotary Club is Mrs. George McLean, above. Mrs. McLean played the ukelele and sang for approximately 150 guests at the annual event.

We Salute the Club Boys and Girls of today as

**Builders
Of The
Future!**



TO US YOUR ENTRY represented more than a mere calf, hog or chicken. To us, it represented an investment of actual cash . . . an investment of ability and brains in choosing your stock; furthermore, it represented a difficult job which required long hours of hard work, plus tender, loving care.

WE KNOW THESE THINGS because we've done them ourselves; because we have grown up in this Plains Country—and we feel that they comprise the finest possible training a boy or girl can have.

FURTHERMORE, the risk involved is important; almost as important, perhaps, as the complicated factor of learning how to win and how to lose. We are mighty proud of the way these boys and girls conducted themselves.

WE HOPE YOU ARE ENTERING again for next year, and if we can help in any way we will be glad. Your small purchase of materials, nails or paints are just as important to us as a big job . . . and you'll receive our personal attention. Besides, we like to have you drop in at any time—if for nothing else, just to say "hello" and get better acquainted.

We also wish to pay tribute to the Rotary Club members as individuals and as sponsors of the Four County Junior Livestock Show. It is a wonderful project — as "American" as America itself.

Hereford Lumber Co.
Home Owned - Home Operated



**4-H & F. F. A. Clubbers
Rate No. 1 With Us!**

We only ask that you rate us as your friend and well wisher every day of the year.

Shelton Tire Exchange
W. O. SHELTON
PHONE 122



Canasta TOURNAMENT

ALL PROCEEDS BENEFIT CANCER DRIVE!
SPONSORED BY

BETA SIGMA PHI SORORITY
AND HEREFORD MERCHANTS

57 prizes
46 others

- TRIPLE "E" CAFE
Free Dinner for winning couple
- SUITS AUTO SUPPLY
\$5 Trade to winning man
- THE VOGUE
2 pair Shaleen Hose to winning lady
- CAVE'S 5 & 10c STORE
Canasta Cards and Tray for winning 'teen age team
- BLUE BONNET LAUNDRY
\$1.50 Credit on laundry work to Consolation winner in man and wife team
- HEREFORD INSURANCE AGENCY
\$5 Cash for winning 'teen age team
- HEREFORD BAKERY
Decorated Cake for winning man and wife team
- HEMBREE JEWELRY
\$6.50 Ranson Lighter to winning man
- CARL McCASLIN LUMBER CO.
\$2.50 merchandise to consolation winner man and wife team
- CLOSE DRUG
Canasta Set to High Scoring lady in finals
- HEREFORD HARDWARE
\$7.50 Elec. Clock to consolation winner Husband and Wife team
- PHILLIPS SERVICE STATION
10 gals. gasoline to winning husband-wife team
- SHORTY'S SHOE SHOP
One pair shoes half-sole to consolation winner of 'Teen Age team
- LITTLE FASHION SHOP
\$5 in Trade to winning lady
- MILBURN'S SERV. STATION
\$3 in Trade to winning man
- SAFeway CAB
\$5 coupon book cab rides to winning lady
- PERRY BROS. VARIETY STORE
Table lamp to winning man-wife team
- COLE PHOTO STUDIO
8x10 photo to winning 'teen age girl
- LANDRUM HARDWARE
Candy dish to consolation winner man-wife team
- STAR THEATRE
\$5 gift book to winning man-wife team
- HEREFORD FURNITURE
Sampson Card table to winning husband-wife team
- HEREFORD FLORAL SHOP
\$2 in plants to consolation winner, man-wife team
- HEREFORD FARM EQUIPMENT CO.
One brake check & adjustment to high score man in finals
- ASSOCIATED GROWERS
Gal. insecticide to winning man-wife team
- McCULLOUGH MOTORS CO.
\$2.50 credit to winning lady
- H. & H. FURNITURE
\$6.95 picture to winning couple

- HOTEL BARBER SHOP
"Mi-Hair" Scalp treatment winning man
- JIGGS SERVICE STATION
Oil Change to consolation man-wife team
- POPULAR STORE
Tex-Tan Belt to winning 'Teen Age boy
- ROBERSON SERVICE STATION
Flashlight to consolation winner, 'Teen Age boy
- JONES SERVICE STATION
Wash and Grease job to winning man-wife team
- JACK & JILL DIAPER SERVICE
A week of diaper service to winner—or friend of winning husband-wife team
- HEREFORD AUTOMATIC WASHATERIA
Free wash to winning man-wife team
- PARK AVE. BEAUTY CENTER
Shampoo, Set & Manicure to winning 'Teen age girl
- PARK AVE. DRUG STORE
Bottle Tynes' non-allergy hand and skin lotion to consolation winner, 'Teen age girl
- HUNTER'S GROCERY
\$5 in trade to winning team
- HEREFORD CERAMIC HOUSE
A ceramic gift to the winning lady
- SHARP - EDWARDS MOTOR CO.
Wash and grease job to winning man
- REED WILLIAMS BARBER SHOP
Bottle hair tonic, consolation winner man-wife team
- CANTRELL JEWELRY
\$5 in watch repair — Winning man
- HAILE DRUG STORE
Box Lucian LeLong Soap to winning lady
- HOTEL JIM HILL
2 tickets for Sunday Buffet Supper, winning man-wife team
- WADE CLEANERS
\$10 credit on pair tailored trousers, winning man
- WOMBLE-CAMPBELL MFG. CO.
\$2 in mdse. to winning lady
- HEREFORD CREAMERY
Gallon ice cream to winning couple
- McRIGHT & SMITH
\$2.50 trade, consolation winner, man-wife team
- JAS. W. WITHERSPOON
\$2.50 Cash for winning 'Teen age team
- AL FRANKS CAFE
Two dinners to winning 'teen age couple
- HEREFORD MOTOR, INC.
Wash and Grease to winning husband-wife team
- CORBETT CLEANERS
Four \$5 cleanings to last four man-wife players in contests

GRAND PRIZE
2 - \$25 War Bonds
To Winning Team

One — Awarded by Beta Sigma Phi
One — Awarded by Hereford Brand

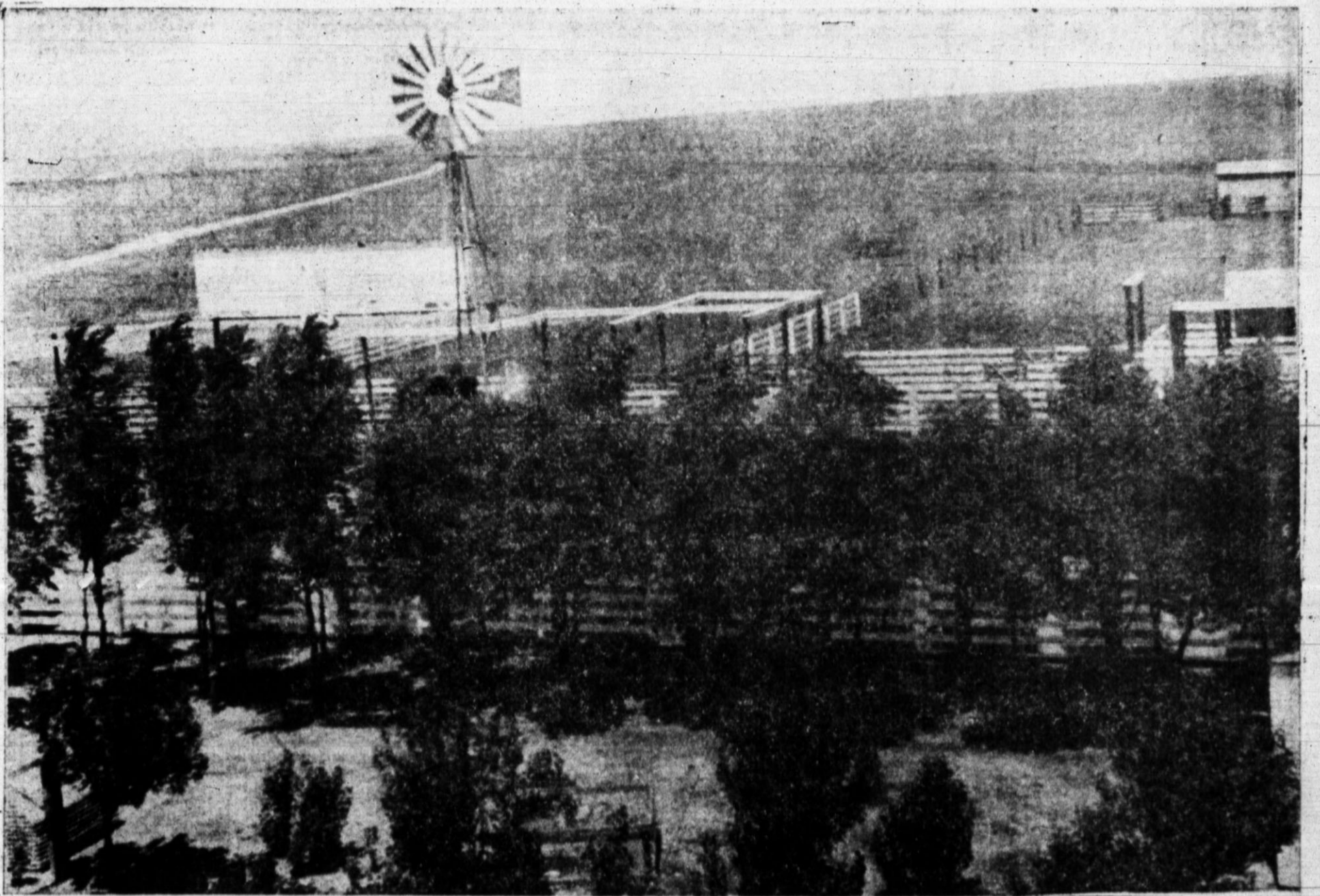
Entry Fee
\$1.00 per person
All entry fees will go directly to the Cancer Drive

CONTEST RULES

1. All entries must be submitted by 6:00 p.m., Feb. 22.
2. Entries must be made on official entry blank to be found at bottom of this page or secured from Beta Sigma Phi members. Bring or mail all entries to The Brand office (P. O. Box 673). Call 27 for additional details if necessary.
3. Enclose \$2 (\$1 each person) with each team entry.
4. Contestants can enter on one team only. All entries must be made as teams, not individuals.
5. Results from each week's matches must be turned in at The Brand office not later than Friday noon following the match. First week of play will start Mon., Feb. 26, and results of the contests during that week must be turned in by noon, Friday, Mar. 2. Results should include the score and be signed by all four players. Pairings for each week will be posted in The Sunday Brand.
6. In case one team cannot play during the scheduled week they must default to their opponents and should sign their names to the score sheet.
7. In case the teams cannot agree on a time or place to play and results are not turned in by the weekly deadline, both teams will be considered out—and the opponent they would have played next week will receive a bye.
8. Special prizes will be awarded to teams composed of: TWO WOMEN, TWO MEN, MAN & WIFE, UNMARRIED COUPLE, and HIGH SCHOOL STUDENTS. Awards will be made on basis of who goes farthest in the tournament. Regardless of classification, the last two teams remaining in the tournament will meet in the finals to determine the Grand Champion team.
9. All entry blanks will be placed in a box Friday morning, February 23, and the entries will be pulled out one at a time and placed on a chart to determine original team places.
10. Teams will play "best two out of three games" to decide the winner in each contest.
11. Teams should agree on rules before play is started in each match.
12. Penalties should be called and enforced.
13. We recommend contestants play by the Canasta Laws, adopted by the Association of American Playing Card Manufacturers and by the Regency Club of New York. Any disagreement should be settled by these rules—by the Beta Sigma Phi Tournament Committee, which includes: NADINE WADE, Phone 1070-W
JEWEL MALONE, Phone 1042-W
MARGARET JOHNSON, Phone 408-J
14. Decision of the judges will be final.

\$325
In Prizes

- KESTER JEWELRY & GIFT SHOP
\$5 in trade to winning lady team
- NIPPER ELECTRIC
Kitchen clock to winning husband-wife team
- LITTLE DINER
A steak dinner to winning man
- GENE'S CHEVRON STATION
Grease job to winning lady
- HOWARD GAULT
Bag of Vertagreen Plant Food to winning couple
- EASLEY SERVICE STATION
Wash & grease job, consolation winner man-wife team
- TEXAS COMPANY
\$2.50 cash to winning couple
- WESTERN AUTO STORE
\$3 in trade to winning 'Teen age team
- RUTHERFORD & CO.
Pair hose, consolation winner man-wife team
- MOORE'S GROCERY
5 gals. gas to winning team
- WESTERN FLOWER SHOP
\$3.50 gift to winning team
- PIGGLY-WIGGLY
10 lbs. sugar to winning team
- RED'S TASTY DRIVE-INN NO. 1 & NO. 2
Two chicken dinners to winners
- GREEN HEDGE CAFE
2 choice dinners to winning ladies team
- COMMERCIAL OIL CO.
Casserole serving set, winning man-wife team
- FRASER MILLING CO.
Coffee maker to winning man-wife team
- CONSUMERS FUEL CORPORATION
1 large flashlight to 'Teen age' boy making lowest score in first round
- Other sponsors include:
- HEREFORD LUMBER COMPANY
- HEREFORD PARTS & SUPPLY
- WILKINS SHEET METAL
- JOHN McLEAN INSURANCE
- GULF SERVICE STATION
- POARCH BROS.
- KINSEY MOTOR CO.
- BIG T. PUMP CO.
- CASH WAY GROCERY
- TROY MOORE SERVICE STATION
- JACOBSEN BROS.
- M. & M. PLUMBING
- PARKER BROS. BLDG. SUPPLY
- R. J. CRAMER & SONS
- GILLILLAND FUNERAL HOME
- J. W. ROBINSON, JR.
- WITHERSPOON ELEC. CO.
- THOMAS FOOD STORE
- HEREFORD STATE BANK
- ROSE & BARBER, Realtors
- JACK RENFRO
- GLENN WEIR
- FIRST NATIONAL BANK
- LONE STAR INS. AGENCY
- FRANK CRAIG, Studebaker
- CRUMP SERVICE STATION
- LAMM JEWELRY
- D. & S. VARIETY STORE
- YANCEY SEWING MACHINE CENTER
- HEREFORD IMPLEMENT CO.
- WONDERLAND TOT SHOP
- LINDLEY FOOD STORE
- GILES MOTOR CO.
- PITMAN SERVICE STATION
- FURR FOOD
- WHITE HOUSE FRUIT MARKET
- J. C. PENNEY CO.
- AMERICAN CRYSTAL SUGAR CO.
- PACKARD MILLING CO.
- ROCKWELL BROS. & CO.
- CITY DRUG STORE
- B. F. GOODRICH STORE
- HEREFORD SHOE STORE
- PHILLIPS & LAWRENCE
- PITMAN GRAIN CO.
- BRADLEY GRAIN CO.



The Cowpokes On Guseman's "Seven-V"

Just Want To Say

'HOWDY'

AND THANKS FOR THE SWELL TIME we all had at the 4-County Junior Livestock Show Friday and Saturday . . . and what a wonderful thing it is for the boys and girls of this country to be learning how to feed out some of the finest cattle in the world. Maybe the picture shows have some of you folks fooled with the glamour and the romance of cattle punchin' and livestock feedin'—but we can tell you from first-hand experience that it's no picnic. We know what those kids had to go through to get their calves ready for the big show . . . and we ain't talking about the money, either. It's plenty hard work to get up on a cold morning and take care of that show calf . . . and furthermore, they don't get all pretty and shined-up from just standing around in the stall.

But we thought the kids did a wonderful job. Of course, they couldn't all win and that's bad . . . but it's something they have got to learn if they are ever going to be cattlemen: we mean how to lose, yet still keep their self-respect and have the determination to go right back in there and try again. That's cattle business—and us guys out on "Seven V" learned just like you kids are learning. The hard way, we mean.

WINNING, well that's something else. Harder, if anything, than learning how to lose. A graceful winner is always a swell guy. He's been through the mill, too. He knows when he wins it hurts some of his friends to lose and most times he's just a little bit sad about winning. Yes, Sir. It takes a real good man to win and keep his head. But those kids last Friday and Saturday showed they had the real stuff it takes to make a good cowpoke and a good rancher . . . and we're mighty proud of them every one.

AND SEEING AS HOW this always has been and always will fundamentally be a great cattle country, we want to take this opportunity of saying "Thanks" to those Rotarians who sponsored the big Junior Livestock Show, and to the folks who pitched in "western style" to help out and put the deal over in a big, big way. We know you're doing the country a genuine service.

We just wanted to get these things off our chest, which we have . . . and to tell you all, Sponsors and Kids, alike, to feel free to call on us for anything we can do to help keep this deal going or to make it better.



The Latch String Is Always Out at the
"Seven-V"

West On Harrison Hiway
GUSEMAN & DAWSON, Cattle Buyers



DAWN COMMUNITY NEWS

Capt. Willis C. Cordery Returning To U. S.; Misses linger at Dawn

By Bertha Frye

The mumps are still with us in the Dawn community. At least four families have one or more members ill with them.

Miss Mary Frye of Muleshoe was home over the weekend.

Mr. and Mrs. Gayle Neal are visiting relatives in California.

Principal Charles Cordery received word from his son, Captain Willis C. Cordery in Korea that he will return to the United States next month for reassignment.

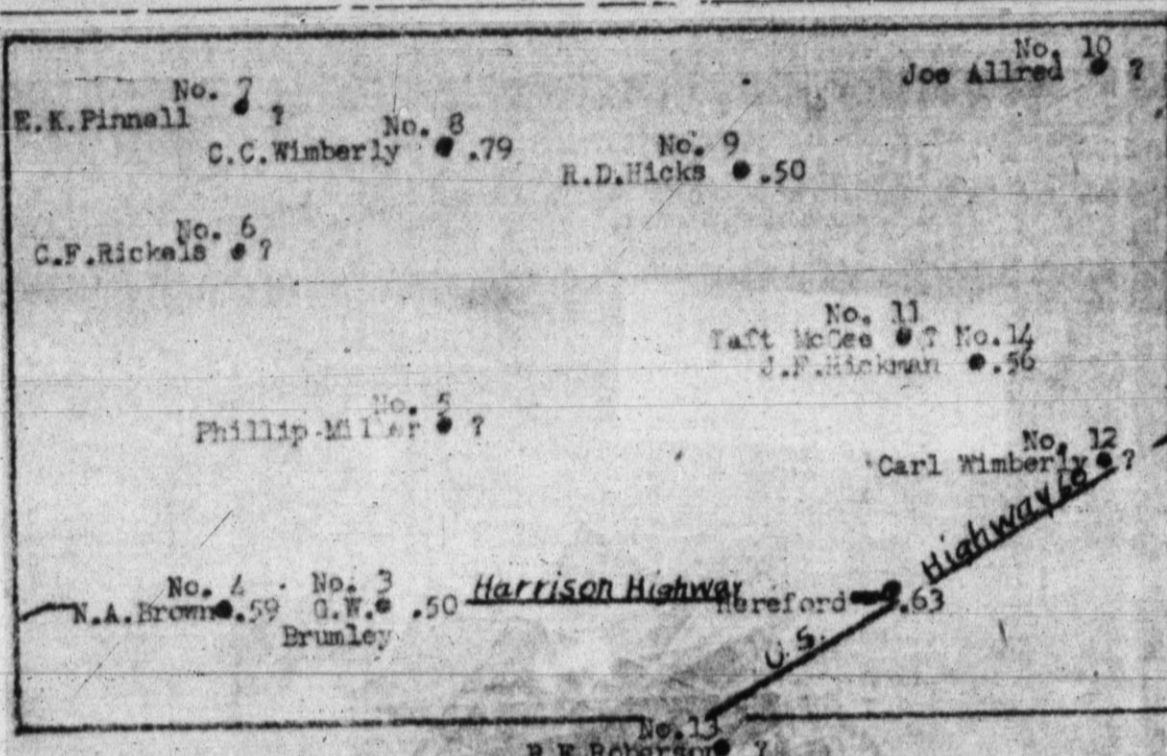
Mr. and Mrs. Boyd Stewart and children of Littlefield spent Saturday and Sunday with the

Zed Stewarts.

Mr. and Mrs. H. H. Millard and family were Sunday dinner guests in the Joe Wagoner home at Westway.

Mrs. T. L. Sparkman was hostess to a Stanley party last Thursday afternoon. Those in attendance were: Mrs. Charles Klug of Amarillo, Mrs. Hy Andrews, and Mrs. Alma Andrews of Frio, Mrs. W. J. Stewart and Mrs. Edna Duncan of Canyon, Mrs. Verdel Draper, Mrs. Ray T. Stewart, Mrs. Johnnie Carathers, and the hostess.

Mr. and Mrs. A. T. Frye enter-



JANUARY MOISTURE—the above chart is one of a series showing moisture distribution over the Deaf Smith County Wind Erosion District for January, 1951. No reports were received from stations No. 5, 6, 7, 10, 11, 12, and 13.

Guests included: Mr. and Mrs. tained at bridge Friday night. H. V. McCabe, Mr. and Mrs. Floyd Walton, Mr. and Mrs. David Rogers, Mr. and Mrs. Clarence Betzen, Mr. and Mrs. Melvin May, and the host and hostess.

Mrs. H. H. Miller and Miss Bertha Frye were in Amarillo Thursday afternoon visiting Mrs. Miller's sister, Mrs. Billie Hill. The Hills have a daughter, born Sunday, Feb. 4.

Mr. and Mrs. Clifford Stewart and Mr. and Mrs. O. D. Williams were Lubock visitors Saturday evening.

Mr. and Mrs. Will P. Caraway of Hereford were visitors in the A. T. Grye home on Sunday afternoon.

Mr. and Mrs. H. H. Miller and Mr. and Mrs. Baker Womble attended the Rotary banquet in Hereford Friday night.

Mrs. A. T. Frye is spending several days with her daughter, Mary Frye, at Muleshoe.

Dwayne Stewart and Harold

Supt. Graham to Distribute Flour At Texas Reception

Supt. and Mrs. George Graham left Thursday for Atlantic City, N. J., to attend the conference of the American Association of School Administrators, February 17 through 22.

This is Texas year at the conference with W. T. White, Dallas superintendent of schools, serving as president, and Governor Allen Shivers appearing on the program. Mr. Graham is on

Robinson were home from WSCS

Mr. and Mrs. Arnold Hershey were Sunday afternoon visitors in the Zed Stewart home.

The WMU of the Baptist church sponsored a banquet for the young people of the church at the school house last Friday night.

the committee staging a reception in honor of Supt. White. All members of the committee will wear western regalia, not the "drug store" kind, but the "beat-up hats, boots and levis" of real cowboys, Graham said.

The Hereford Chamber of Commerce and David Rodgers of Dawn have sent 500 2-lb. sacks of Deaf Smith county flour to Atlantic City to be distributed at the reception.

Sessions of the conference and the commercial and architectural exhibits are held in the Atlantic City auditorium which has a capacity of 40,000.

"Schools to Keep Us Free" is the general theme of the conference which will feature outstanding speakers, including Charles A. Wilson, president of General Motors; Harold Stassen of the University of Pennsylvania; Supt. Harold Hunt of Chicago, and for entertainment, Guy Lombardo and his Royal Canadians.

Two Service Men Honored

Mr. and Mrs. B. A. West entertained Wednesday evening to honor Francis Hunt and Bud Adams who are entering the armed service. Hunt left Friday from Pampa and Adams has received his call for February 15. Games were enjoyed and music was provided by A. M. Duncan, Jess Scott, Nelson Reigler and Oline Cummings.

Refreshments were served to Mr. and Mrs. Rube Adams and

son Bud and grandson David; Mrs. Eunice Hunt and son Francis; Mr. and Mrs. A. M. Duncan and children; Mr. and Mrs. O. C. Cummings and children; Mr. and Mrs. Lewis West and son Bill; Mr. and Mrs. Charlie Mullins of Amarillo, Dorothy Hundlee, Yvonna Shaw, Jimmy Russell, Dale Crist, Burial, Ed and Cleo West of Phoenix, Arizona; Mr. and Mrs. Nelson Reiger and son, Jess Scott, Mattie Jane West, Amarillo; June Heck, Marco and Shirley Summers, Mr. and Mrs. Fred West and children and the hosts and children.

Bluebirds

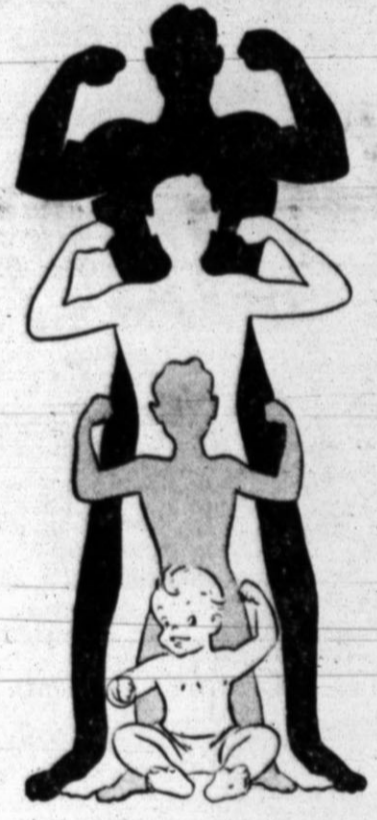
Loyal Bluebirds held Monday afternoon Camp Fire Hut with Mrs. Bookout and Mrs. F. L. Alexander, leaders, directing a lesson in candy making.

Girls attending were Lynell Best, Eugenia Alexander, Donna Witherspoon, Charla Berry, Linda Kay Noland, Carol Ann Newell, Melba Gay Lawrence, Luwanna Lookingbill, Nona Marie Strange, Mary Lynn Morrison, Virginia Witherspoon, Janie Bookout and Sandra Worley.

If You Are In Need
Of
BUTANE
Or
PROPANE
Phone 124
CONSUMER'S CO-OP
FUEL ASSN.

Congratulations
4-H and FFA BOYS & GIRLS
YOU KNOW YOUR
LIVESTOCK
and your Dads and their friends know that quality is also to be found in every job turned out by our welding shop.
Superior Workmanship is Recognized
Wherever It Is Found.
WE EXTEND BEST WISHES TO EVERY
4-H & FFA MEMBER IN THE 4 COUNTY AREA.
LOERWALD BROS.

Just As Proteins and Supplements
Makes Fine Club Calves...



MILK
builds
Strong Bodies

In raising your Club Project Calf, Hog or Poultry entry you likely found the importance of a constant source of supply of top quality foods important. We are proud to offer this area Dairy Products, second to none in quality and body building ingredients.

To those who placed high, we say: "Congratulations and Best Wishes" . . . To those who did not, we remind you of the valuable lessons learned, training which will remain with you throughout life. And most of all, don't be discouraged if you didn't win. Make up your mind to try even harder next year. Pluck and determination are two factors important to future success.



Cream O' Plains
MILK-BUTTER-ICE CREAM

Phone **860**

PRODUCTS OF
HEREFORD CREAMERY CO.

for Daily Delivery Service

CONG. ROGERS REPORTS

Atomic Weapons Tests In Nevada Tell Russia: "We Ain't Fooling"

RAILROAD STRIKES: The strikers who are resuming work are responding to Defense Mobilizer Wilson's appeal for them to demonstrate that they are Americans first. No one doubts the rights of these men to present their grievances and have fast action thereon. By the same token this should be done in an orderly manner without disrupting the transportation system of this country and subjecting the boys in Korea to possible shortages and additional hardships. Carrying of grievances is one thing; a strike against the Government in time of crisis is another.

PRICE CONTROLS: The President wants more of a price crackdown than Mobilizer Wilson has offered. Wilson is still hopeful that very rigid price controls can be avoided or postponed. It will take some search for controls that will make everybody happy and nobody mad. Undue delay, however, must be avoided if the little income person is to be properly protected.

ATOMIC ENERGY: Again, Nevada has been the atomic testing ground for the fifth time. AEC states only that it is "well satisfied." Las Vegas, 100 miles away, called this test the "worst yet," as windows crashed and the streets heaved. At Los Angeles, 300 miles away, the sky lit up for a second as windows rattled there, too. The light from the explosion was seen in Oakland, 450 miles from Las Vegas, where one witness described it as terrifying. We hope Joe Stalin "saw the light." We think he did.

FAR EAST: UN forces hold the initiative and the stepped up defense program in this country is already beginning to have its effect. Atomic bombs fired by artillery may be coming since the Nevada tests. To Russia: "We ain't fooling." Air warfare is paying off in Korea. Red China's chance for a cease fire agreement is still being seriously considered by Red China.

OUR NATIONAL STRENGTH: This country is just beginning to realize its capabilities. The present defense program is a mere hint at what the United States can do if it has to. It can build a military power that will make a potential enemy think twice before shooting. It can encourage its allies to have confidence in American strength. We don't want war and never have. But this country is beginning to build up a defense strength, that will far outstrip the rest of the world, to prevent total war. We just feel like Stalin will not sit down and write us a letter telling us about his war plans, so

we are preparing to fight any time. As free people, we know that no peace and little happiness can come until the evil power of communist rulers is broken. Certainly, with everything at stake, we have no other choice.

OUR NATIONAL WORTH: It would seem that we are a great people, but not many bother to mention it any more. Perhaps it is because of our somewhat national habit of indulging in criticism. This is a virtue, but maybe there is need of more balance. We rush to the radio or newspapers to find out how many things are wrong. Bad news is played up. If the Russians have reverses, they play it down, or more likely do not even mention it, which is worse.

COMMUNISM on the home front: The conviction of Remington probably left red faces in a broadcasting company that paid \$10,000 to him in settlement of a threatened lawsuit. These Government convictions are paying off. Pinks are leaving the Communist Party like rats leaving a sinking ship. Being what they are, they probably think the same way,—and their ship IS sinking.

Courthouse Records

Releases

J. F. Hickman to Albert W. Owen, W 100' of E 220' of N 140' Blk. 13, Ricketts Add. Clowe & Cowan, Inc. to E. R. Biggs, Sec. 14, Blk. K-3 Federal Land Bank to Mrs. Hattie Rutherford. First National Bank to J. E. McCathern, pt. Blk. 61, Hereford & Add. First National Bank of Hereford to Geo. W. Smith, E 112.71' of S 208.71' lot 15, Blk. 4, Womble Add. Herman H. Buss to M. M. Beavers, N 11.77' Lot 2 and all

Lot 3 Lytle's Sub of pt. Blk. 13, Evans Add. Ernest Brown to T. C. Covington et ux, lots 7 & 8 First Christian Church Sub. of pt. Blk. 19, Evans Add. S @ Wilson to Liston O. Wilson, S 1-2 Sec. 35, Blk. M-7 and NW 1-4 Sec. 21, T2N, R2E. Edgar Teichik to Minnie Brock et ux. R. S. Shirley to Gladys Davis, Pt. Blk. 8, Ricketts Add. Farwell Winslow, Trustee to W. L. Wylie et ux, E 1-2 Sec. 20

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



CAL FARLEY, founder of "Loys Ranch" is shown above addressing Hereford Jaycees and their Bosses Night event February 13 at Hotel Jim Hill. Men in the above picture, are from left: T. J. Clay, John Aiken, Ed Skypala, Jaycee President Dick Lucas, George McLean, who introduced Farley, and Farley.—Brand Staff Photo.

Lunch Room Menus

Following are menus to be served at each of the three school lunch rooms, this week, February 19 through 23:

Salmon Loaf, Tomato Sauce, Buttered Potatoes, Cabbage & Apple Salad, Bread-Butter, Milk, Lemon Pudding

Tuesday: Meat Balls, Brown Gravy, Mashed Potatoes, Buttered English Peas, Bread-Butter, Milk, Apples

Wednesday: Pinto Beans, Pickle-Circles, Buttered Greens, Carrot-Pineapple Salad, Cornbread-Butter, Milk, Prune Cake

Thursday: Egg-Cheese Casserole, Buttered Green Beans, Lettuce Wedges, Bread-Butter, Milk, Washington Cherry Cobbler

Friday: Glazed Ham Patties, Mashed Potatoes, Fresh Fruit Salad, Hot Rolls, Butter, Milk, Cranberry-Sauce

NOTICE!

ELDRIDGE & SCHNEIDER, Electrical Contractors

UNDER NEW OWNERSHIP OF

Phipps & Powell

ELECTRICAL CONTRACTORS

Licensed and Bonded!

Residential Bill Phipps Phone 496-J

REA

Commercial Clyde Powell Phone 887-J

BEAT RISING COSTS!



Choose Servel The GAS Refrigerator

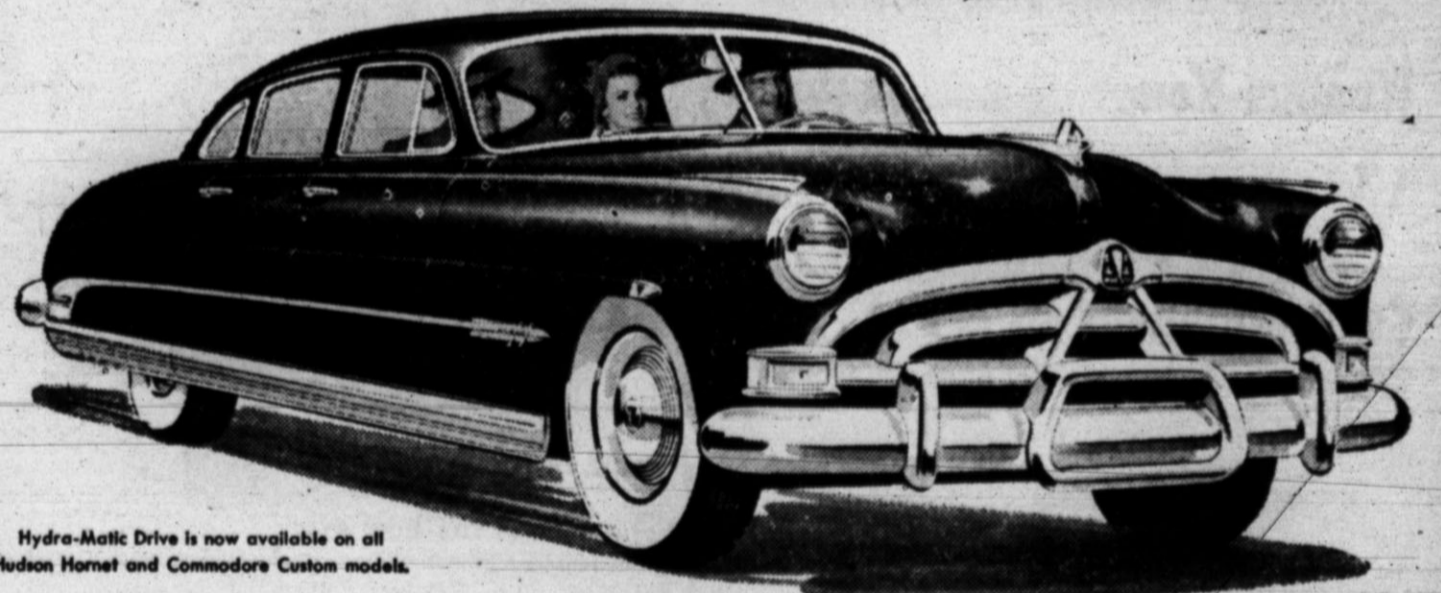
Servel, the GAS refrigerator, gives you a chance to save in face of rising costs. Its low operating cost, its new Long-Life Design, its Quick-Change Interior, make it today's best buy. Its new! Its modern! See the new models at your dealer's now.

West Texas Gas Company

HELPING BUILD WEST TEXAS SINCE 1927

Miracle H-Power

whispers while giving you New command of the road!



Hydra-Matic Drive is now available on all Hudson Hornet and Commodore Custom models.

MAYBE YOU'VE HEARD IT! The fabulous new Hudson Hornet has Miracle H-Power—lightning-like get-away—surging energy that gives you a new command of the road!

But have you heard that this great car's sensational new H-145 engine is so skillfully designed it whispers while it works—is smooth as cream?

That quietness and smoothness will be your happy discovery when you come in to try this spectacular new car!

You'll learn, too, that this amazing high-compression H-145 engine is simple in design, so upkeep costs are low and it is trouble-free in operation!

And you'll discover the car it powers is a thrilling beauty—luxurious inside—"step-down" designed to bring you the best and safest ride ever known!

Visit us—soon! Make these exciting discoveries by driving the fabulous new Hudson Hornet!

Important today—perhaps VITAL tomorrow



All Hudsons give high-compression performance on

REGULAR GAS!

Tune in THE BILLY ROSE SHOW, ABC-TV Network

Fabulous new HUDSON HORNET

Hudson... most DURABLE car your money can buy!

Hereford Hudson Co.

1221 E. FIRST

PHONE 723

Basketball Tourney, PTA Meeting, And Parties Highlight Activity

By Mrs. A. L. Cross
Mrs. C. L. Hutchens entertained the ladies club with a luncheon and canasta party last Tuesday.
Mrs. George Messenger received the door prize, while Mrs. Glen Pulliam won the floating prize.

Lunch was served to Messdames W. E. Brown, George Messenger, A. G. Windsor Laceywell, A. L. Cross, and W. P. Ridley.

Surprise Party
Mrs. George Pulliam was surprised with a birthday dinner party Sunday in her home.
When she returned home from church, friends and relatives had gathered in her home, bringing covered dishes. Mrs. Pulliam received several nice gifts.

Present were Fred Weatherspoon, Mrs. R. M. Weatherspoon, Mrs. Charlie Weatherspoon, Miss Loyce Pulliam, and Mr. and Mrs. Howard Pulliam and family, all of Clovis, Mr. and Mrs. Claude Brunett and son of Albuquerque, Mr. and Mrs. Denzil Pulliam and girls of Hereford.

YOU CAN PROTECT AGAINST FIRE LOSS
Only adequate fire insurance can save you from the expenses of fire losses! Fire can strike your home or your business—destroying everything! Investigate our full coverage insurance.

John McLean Ins. Agcy. Phone 273
Insurance Pays IT'S OWN WAY

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

Letter To Editor

Hereford, Tex.
February 13, 1951.
Dear Editor,
The Hereford School Board has presented the needs to the voters of Deaf Smith County for a new school building. Its costs, and its facilities. Publicly has been given concerning the crowded conditions that will soon be in evidence in our high school.

Are taxes too high now to permit the construction of a new building? At first glance, it would seem that taxes are too high to even consider a million dollar bond issue, but let's take some specific cases and see what the tax situation discloses.
Case 1. Hereford residential property: Was sold in July 1942 for \$4,383.89, assessed tax valuation in 1942 was \$2,000.00. This same property sold in Jan. 1949 for \$10,500.00, carrying a tax valuation of \$2,150, and increase of only \$150, while the sale value more than doubled. The actual amount of taxes paid per \$1,000 sale price in 1942 was \$4.54. The tax ratio to the sale price in 1949 was \$3.07 per \$1,000 sale price, a net decrease of \$1.47 per \$1,000.

Case 2. Hereford Residential property: A home was built at a cost something less than \$6,000. Tax assessed valuation in 1941 was \$2,500. In Sept. 1950, this home sold for \$15,000. It carried a tax assessed valuation in 1950 of \$2,620, and increase of

presented by Mrs. Glen Pulliam, Mrs. Clinton Burnett, and Mrs. Ralph Burnett.
The second grade won the prize for having the most parents present.
Refreshments of cherry pie, soda pop, and coffee were served after the program.

Win Tourney
Both the Rosedale Cowboys and Cowgirls won the County Basketball Tourney held in Clovis last week end.
The Cowgirls led the Forrest girls all the way to win 24 to 21.
The boys game was a different story. At the half the Melrose boys had four fouls, one had three and one had two.

In the third quarter of the game, the Melrose boys didn't make a score, while Rosedale made three. At the close of the game, Jimmie Trower made a free goal to tie the game, 22 to 22. An overtime was played with the game ending 24 to 26.
"Molasses", a comedy act, was

only \$120 while the sale value increased \$9,000 or 250 per cent. The tax ratio per \$1,000 in 1941 was \$4.16, while in 1950 it was \$2.62 per \$1,000 as realized from the sale price.

Case 3. Farm property: 320 acres, 3 miles from Hereford had an assessed valuation of \$5,100. Sale value at that time is unknown, but is estimated at about \$13,500 based on amount of taxes paid. On April 1, 1948, it sold for \$52,800, and carried a tax valuation of only \$6,300 compared to \$5,100 in 1940. The tax ratio per \$1,000 in 1940 was \$3.78 compared to \$1.79 in 1950.

Case 4. Farm property: Farm 320 acres, 5 miles from Hereford. Sold in Nov. 1939 for \$12,880, carried an assessed valuation of \$5,000. On Jan. 30, 1950, this farm sold for \$64,000, and at that time carried a tax valuation of only \$8,540. The tax ratio per \$1,000 sale value was \$3.88 in 1940 and \$2.00 in 1950, a decrease of \$1.88.

Thus, it is disclosed that the case in comparison to the sale tax ratio has decreased in every value. Also that the assessed valuation is far below the comparative market or sale value. The last case above shows a sale valuation of almost 500 per cent increase, while the tax valuation increased from \$5,000 to \$8,540, or a little over 50 per cent, and the tax ratio decreased from \$3.88 to \$2.00.

The conclusion is drawn that taxes are lagging far behind actual valuations. If assessed tax valuations were in proportion to actual or sale valuations, the proposed tax valuation adjustment would not be necessary. As it now stands, the proposed 30 per cent increase in property valuation will still lag behind in ratio to actual or market values.
How much does the proposed 30 per cent tax increase affect me? If I now pay \$50 in school taxes, I would then pay \$65; if you pay \$100, you would then pay \$130; if you pay \$1,000 now, you would then pay \$1,300, etc.

But the average man is now paying all the taxes he can, and cannot afford any additional taxes, you say. Suppose that the average home owner, well, say, pays \$60 a year in school taxes, probably less. That would mean to him an increase of \$18 per year; \$1.50 per month. And suppose he has three children in school, it would then mean that he would pay 50 cents per month per child in additional taxes in order for his children to have the advantages offered through adequate facilities that would be provided in a new high school building. Can Mr. Average Citizen afford that much? The question should be: Can he afford NOT to give them these advantages?

Thus, the needs facing Hereford today can readily be seen. It is through an educated citizenship that a democracy can hope to survive. Money spent

Courthouse Records

Deed of Trust
A. L. Jones to M. M. Beavers, N 11.77' Lot 2, all Lot 3 Lytle's Sub. of Blk. 13 Evans Add.
Lee Howard to Johnston Pump Co., Ne. 1-4 Sec. 10, Blk. K-7.
Leo C. Hoffman et ux to Prudential Insurance Co., S 330.2 A. Sec. 85, Blk. K-3.
Leo C. Hoffman to Minnie Brown, S 330.2 A. Sec. 85, Blk. K-3.
Herbert A. Haseloff et ux to E. T. Brooks, 50 A. Sec. 63, Blk. K-3; 2.2 A. of SE 1-4 Sec. 63, Blk. K-3.
B. F. Block et ux to First Federal Savings & Loan Association, Lots 27 & 28, Allison Sub. L. R. Blevins et ux to Kansas City Life Insurance Co., 20 A. of SE 1-4 Sec. 63, Blk. K-3.
Louis C. Beckman et ux to

for education is one of the best investments that citizens of a democracy can make. As citizens, in consideration of the obligation that we owe to the coming generations to secure the best education possible, it is paramount that we strive to see that their needs, their dreams, their ideals, and their hopes can be at least partially realized by providing ample facilities for them.
If your convictions have been to vote against the bond issue, then reconsider for the sake of the coming generations, and let's help to give them the best education possible as well as to raise the educational standard of Texas from about 35th to up near the top. Do not let our boys and girls feel that they have been let down; don't let them lose faith in you by your failure to help them; and you will secure the satisfaction of seeing America's (Herefords) citizens of today growing into useful, trained, and qualified citizens of tomorrow.

Sincerely,
Elmer Patterson,
Box 333,
Hereford, Tex.

Warranty Deeds
Leo C. Hoffman et ux to Minnie Brown, Lot 6 and S 19' Lot 7 Blk. 2.
Hester & Baskin Sub. of Blk. 3, Mabry Add.
First National Bank to Mrs. Vivian B. Major, Lot 10, all W 115' of S 1-2 Lot 11, Blk. 1; Hereford.
J. H. Burrell et ux to Roy A. Yeatts, W 1-2 Sec. 23, Blk. K-8.
Minnie Brown et vir to Leo C. Hoffman, S. 330.2 A. Sec. 85, Blk. K-3.
J. M. Brownlow et ux to Tom Hall, Lot 33 & 34 Allison Sub.
M. M. Beavers et ux to A. L. Jones, N 11.77' Lot 2 and all Lot 3, Lytle's Sub. of pt. Blk. 13, Evans Add.
Liston O. Wilson et ux to J. Hugh Neece et ux, S 1-2 Sec. 85, Blk. M-7.
J. E. Williams et ux to Flora Vincent, 1-2 interest in W 1-2 Sec. 6, Blk. 7.
Myrtle Willingham to B. F. Block, Lots 27 & 28, Allison Sub.
H. H. Townsend et ux to Lee Howard et ux, NW 1-4 & N 1-2 of NE 1-4 Sec. 20, Blk. K-8.
Emerson Roland et ux to N. D. Bartlett, Jr., Lot 63, Barber Sub. of Blk. 22, Evans Add.
R. L. McGee et ux to L. M. McGee, W 1-2 Sec. 3, Blk. K-4.

son, Sec. 33, T7N, R2E.
John Rhodes Wood et ux to Royalties Unlimited, NW 1-4 Sec. 68, Blk. K-8, W 1-2 of SW 1-4 Sec. 67, Blk. K-8.
Elbert Kesler to R. R. Wills, W 1-4 Sec. 15, W. P. McMinn Sur., W 1-2 Sec. 16.
J. B. McMinn Sur. Sec. 17, 18

& 19, J. B. McMinn Don Combs to Ja ley, 1-16 interest K-8.
Mr. and Mrs. J. R. and daughter Penny and Scrapp Johnson were in Lubbock Sunday.

ATTENTION MOTHERS!

If you want to always have that little member of the family in Fresh, Clean Clothes without the durdgery of everyday washes... here's your answer:

We are starting a new service for baby washes...

Just Call 1508

HEREFORD AUTOMATIC WASHATERIA

and get on our Baby Wash List!

We Will Pick Up Your Baby Clothes: Diapers - Bed Sheets - Shirts Cotton Blankets - Nighties - Socks Dresses ... and other articles of babies clothes on

MONDAY - WEDNESDAY - FRIDAY MORNINGS
and delivered back to you the same afternoon

9c lb. Washed and Dried
6c lb. Wet Washed

Babies clothes are washed in 180 degree soft water and rinsed 3 times in clean water.

Your clothes are washed separate from anyone elses.

CALL US -- 1508

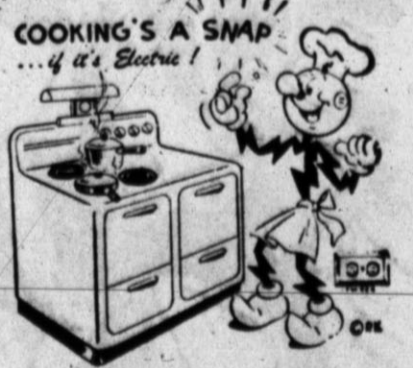


Of course - it's Electric!

No need to worry about the children accidentally turning on your electric range. They'll be perfectly safe. Little ones, growing up, can learn the fine art of cooking on an electric range. They'll learn by doing and without the necessity of your constantly watching for their safety. Arrange now with your electric appliance dealer to install YOUR new electric range. You'll love the meals it cooks. Your husband will compliment you on your good judgment. Your children can learn to cook safely.

THERE'S A MODEL FOR YOU

No matter your budget... no matter your available space... no matter the arrangement of your kitchen... there's an electric range suited to your needs. They come with elements divided... elements on the right... elements on the left... whichever fits your need. See the clean-looking, clean-cooking electric ranges, soon.



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26 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

Whether You Won Or Lost... Congratulations 4H & F. F. A. CLUBBERS

—and to The Rotary Club as sponsors of the Fifth Annual Junior Livestock Show. The event, we believe, was the best ever.

BOYS AND GIRLS, WE'RE BEHIND YOU

and remember... the better the machinery you use, the better you should be able to profit on that farm. We sincerely believe there is no better farming equipment than that we handle bearing the Oliver label... machinery that is the product of years of planning and proving. Only the merit of Oliver products could have gained them the popular acceptance they now enjoy.

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Phone 198 East Hwy. 60

Long Time Ago

25 years ago
N. C. Vogeie, Deaf Smith county poultry breeder, has been selected superintendent of the second Annual Plains Circuit Poultry Show which will be held in Hereford the second week in December, 1926. Henry Williamson was appointed assistant superintendent, J. C. Ricketts was elected secretary, and C. W. Humble and T. D. Moss were appointed directors for Deaf Smith County.

day afternoon in the local cemetery beside his wife. He was born in Hardin county, Tennessee, July 15, 1843. In 1847, he came to Hod county, Texas, where he made his home until 1899, when he moved to Silverton, Briscoe county. Here he entered business and in addition served as county treasurer of Briscoe county until he resigned that office to move to Hereford in the year 1907. Here he established the drug business known as Woodburn and Son.

The body of Col. Eionzo Tudor Woodburn, well known and beloved pioneer of the Plains country, was laid to rest Tuesday

More than 500 people were in attendance at the formal opening of G. W. Brumley's Southwest Trail Garage Tuesday evening.

The Hereford Chamber of Commerce went on record Monday, condemning the present telephone system here for inefficient service, and a number of business men expressed the opinion that the local system needed much improvement, and a manager on the ground to look after the affairs of the plant.

E. B. Black, president of the local Chamber of Commerce was authorized to take the matter up with the Southwestern Bell Telephone company and see if better service can be obtained. F. H. Oberthier, G. A. F. Parker, Mayor E. S. Ireland and President Black made talks on the local telephone situation.

45 years ago
College Notes—Miss McCracken of Hereford is a recent matriculate in the business department.

Vega News—I. A. Morgan, J. L. McGuire and W. V. Hamilton have sold out and will go to Im-



SIX DEN CHIEFS were given recognition at the annual potluck supper held February 9, at the First Christian church. In the above photo, Coy Patton is shown presenting certificates and warrants and den chief cards to: Jimmie Patton, Bert Cagle, Bill Calloway, Billy Joe Kelly, Bill Woodford, and Glenn Pierce. Cagle was given a service star and certificate of appreciation for serving a year as den chief. —Wendell Burdine Photo.

perial, California. The totals of the three deals was about \$100,000.

Gov. J. N. Browning of Amarillo was in the city Tuesday, meeting old-time friends and making new ones. He said, "I take notice the Hereford banks have about \$300,000 on deposit, while Canyon City has about \$200,000, and Amarillo banks about \$1,100,000.

"I have watched the development of the country all the way along and my candid opinion is that in the course of a year or two, there can be no lands purchased anywhere near the railroad in West Texas for less than \$20 to \$25 per acre. I sold my ranch near Amarillo a few months ago for \$12,000 and now the owner could sell it for \$10,000 profit."

W. C. Green tells us that he has ordered a new bakery outfit, same already having been shipped from the factory. It is his candid opinion that the time has arrived when Hereford will support an enterprise of the first class of this kind.

With this issue, the Brand starts out upon its sixth year, in other words the paper was five years old with the last issue. We are not inclined to be boastful in the matter but our friends tell us our publication is a "whopper" for a five-year-old.

The Wyche school house has been moved two miles west from where it formerly stood to the northeast corner of Mr. Scarborough's land, on which place it is nearer the center of the school community.

We learn from the Kansas City Star that 7820 people left Kansas City over the Santa Fe Road on the 6th inst bound for the Panhandle and that that



MRS. SANK RAMEY, Junior High teacher, is shown doing a little decorating for Valentine Day. A teacher here four years, she teaches eighth grade civics, some spelling and English. Mrs. Ramey holds her bachelor's degree from Baylor University and is working on her master's at West Texas State. —Brand Staff Photo

many more left over the same route on the following day, making in round numbers 15,240 home-seekers turned loose in this country of opportunities on the excursion.

R. H. Norton, comes forward and tells us that he has just killed a pig at his ranch west of town, which weighed 625 pounds. This animal was a thoroughbred Berkshire and was not given any extraordinary attention.

Mr. and Mrs. Ray Smith and son of Sante Fe, spent the past weekend in Hereford with his sister, Mrs. Cawthon Bryant. They stopped here enroute to Amarillo where they attended the Panhandle Hardware convention.

North Hereford Club Discusses Sewing

Main topic for the afternoon was sewing when the North Hereford Home Demonstration Club met Thursday afternoon in the home of Mrs. R. A. Fullwood.

During the roll call discussion, Mrs. Fullwood presented an article about a famous doctor, Edgar Brown Churchill, who never finished high school, but later resumed his studies and became an expert. Among his early experiences was his work

as a laboratory orderly, removing spinal chords from cats and keeping the nerves intact. He did well at this position, as there was a good supply of cats and he received \$2 each for the spinal chords.

Mrs. Toby Draper, HD agent, gave a demonstration on the correct way of cutting dresses, remodeling patterns, and using the sewing machine. As examples, she used dresses which were cut out by Mrs. Bill Helton, Mrs. Bob McGungg, and Mrs. Herbert Boardman.

Refreshments of cake, punch, and salad were served one guest.

Mrs. Doris Rutherford of Dawn, a former member of the club, Mrs. Draper, and the following members: Mesdames Mary Bodkin, Lena Olson, Fred Barrett, H. M. Koelzer, Oscar Vaughn, R. E. Barrett, Bob McGuigg, Bill Helton, Fred Saltzman, Paul H. M. Christine Pettyjohn, O. C. Williams, Herbert Boardman, and the hostess.

Mr. and Mrs. Joe Greer, of Amarillo were recent guests in the home of Mrs. Greer's sister, Mrs. D. H. Bryant.

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Best Quality For Fair Prices

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Wonderful the way
VICKS VAPORUB
IN STEAM works
when Baby catches a Croupy Cold

DEEP-ACTION RELIEF from coughs, stuffiness with every breath!
PROVED FOR YOU by millions of modern mothers!

It's easy! Use famous Vicks VapoRub this special way—in steam. It brings relief in a hurry! Put 2 good spoonfuls of VapoRub in a vaporizer or bowl of boiling water as directed in package. Then let your child breathe in the medicated vapors.

WORLD'S BEST-KNOWN HOME REMEDY TO RELIEVE MISERIES OF COLDS!

Congratulations . . . to all CLUB MEMBERS and to the Sponsoring Rotary Club -- on Hereford's Finest Stock Show.

ALTHOUGH our primary purpose is serving the Potato grower, we are fundamentally interested in the growth and welfare of the entire community — especially our Boys and Girls. The growth of the annual livestock show, to us, represents PROGRESS for the entire Four County Area . . . and we are happy to see a continued interest in a foremost "American" achievement.

Hereford Potato Growers Association, Inc.

H. N. BENSON, Mgr.

footnotes to a **NAVY** Spring

Velvetstep
Navy's in . . . and it's a new navy, expressed in soft, supple calf, sparkling patents, lush, rich spring suedes. You'll wear navy with white, pink, yellow, and all the flowing colors of the new season! You'll love the smart, new styles in navy, in our new collections.

\$8.95 and \$9.95
AAA to B

Hereford Shoe Store
323 N. Main Phone 955

STREET MAP OF HEREFORD, TEXAS

Business and Professional DIRECTORY
When in need of Prompt, Dependable Service . . . Use this Directory

JACKSON ELECTRIC CO. Electrical Engineers Contractors Electrical Motor Rebuilding P. O. Box 982 Hereford, Texas Phone 1446	Hereford Wrecking Co. Highway 60 USED PARTS See Us For Expert Repair Work of All Kinds
Hereford News Stand Your Favorite NEWSPAPERS and MAGAZINES SCHOOL SUPPLIES Fountain Service . . . Drugs . . . Sandwiches 301 Main Street —Phone 694	L. BASKIN INVESTMENTS List Your Holdings With Us For Quick Sale OFFICE JIM HILL HOTEL East Door Ground Floor
This Space for Sale	FOAM LATEX CUSHIONS For Office, Home Car, and Tractor at the Brand Office
A. O. Thompson Abstract Co. Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.	REMINGTON TYPEWRITERS OFFICE SUPPLIES FARM AND HOME FLOOR and WALL SAFES AT YOUR HEREFORD BRAND

BOOKS ON PARADE

ANYA SETON'S
"Foxfire" Relates Struggles,
Success of Adventurous Couple

FOXFIRE
By Anya Seton
Houghton Mifflin, \$3
By Corinne Jennings

"For each, the foxfire that lured them on to the lost treasure took a different form, but for each the cold beckoning gleam sprang from the ashes of disillusion and bitterness," is one paragraph from Anya Seton's new book entitled, "Foxfire." It gives the theme of the story, one of disillusionment-but not of heartbreak for all concerned.

"Foxfire" is a luminous glow often seen on the desert comparable to a mirage, yet somehow different. In the story it stands for false ideals which the several different characters have and which some of them overcome, but not with ease.

Amanda Lawrence, a young girl of the east, meets and falls in love with Jonathan Dartland of the west. To make things more difficult for the pair, he is one-fourth Apache Indian. After their marriage, he takes her to a desert mining town

which is rugged enough for those to who are use to such a life and, of course, was extremely so for an eastern girl of culture.

Dart's heritage from his Indian mother gave him a peace and satisfaction with life and living alone or apart that Amanda could not understand or break through, though she loved him greatly.

He was not illiterate nor crude for his white father had sent him to school and to the University of Arizona. He had become a mining engineer. When Amanda met him on the S. S. Bremen he was returning from a mining project in another country.

After a heart-breaking experience in which Amanda lost her baby, she feels that Dart has failed her and turns against him. It was at this time she found an old map in his trunk when he had asked her to look in for something he needed.

After that she becomes more unhappy because Dart will not listen to her and try to find the

lost treasure which the map shows. She believes in it because Dart's father had made a study of lost treasures for years before his death. Even Dart admitted his Apache grandfather had told him of such a location as shown on the map. But it had a sacred meaning for these people and though Dart did not always believe in such, he felt a reluctance to go into the place held so by the Apache people.

Amanda sought the interest and help of the mine doctor who drank so much he was not reliable but he was the only person to whom she could turn who would help her convince Dart.

The three, through a chain of circumstance, are caught in adventure which held the shimmer of an ancient curse. They seek and find the lost treasure, but to each it had a different meaning and a fulfillment of their destiny.

Other elements of interest and local color of Arizona enter into the story convincingly and those who like the east-west combination of a love story will find this one unusual. According to the librarian, Mrs. J. J. Boydston, this novel and others by the author are in the library.

Mrs. O. G. Hill was guest speaker for the Friona Woman's Club Tuesday. She reviewed the book "Room For One More" by Rose.



ARCHIE WAYNE SCOTT, son of Mr. and Mrs. Archie Scott, is shown here being presented his Webelo award signifying his graduation from Cub Scouting. John Hicks is presenting the award to the youth while his parents look on.—Wendell Burdine Photo.

SUMMERFIELD NEWS

Summerfield Club Women Make Profit Serving Lunch at Neff Sale

By Bobbie Walsler

The club women of Summerfield made a profit of \$60 by selling coffee, cakes, sandwiches, and hot dogs at the Neff sale last Thursday.

Mrs. J. F. Chateman returned one day last week from the Deaf Smith county hospital. Her husband was taken to the hospital Thursday where he underwent an appendectomy. Both are recovering rapidly.

Mrs. Reese Dawson and Mrs. J. M. Dawson were in Amarillo Friday.

Mr. and Mrs. Claude McGewen, Jr., are the proud parents of a boy.

Mr. and Mrs. B. K. Greeson have a new granddaughter. The mother is the former Eva Greeson, now of California.

Summerfield and the area north of Summerfield was without light all night Tuesday. The trouble was not located until 9:30 the next morning.

W. H. Walsler and C. R. Walsler were in Tatabon, N. M., two days last week on business.

Fifty-four attended Sunday school Sunday morning at Summerfield, while a larger number attended the morning service. Forty were present Sunday night. Rev. A. A. Simons is now asking young people to lead the singing and play the piano. Several children of the choir

are singing special numbers now.

Mr. and Mrs. O. W. Quattlebaum of Elk City, Okla., spent Sunday in the home of their son, W. C.

Margaret Edwards of Hereford spent the week end with Delores Tisdale.

Lu Durham of Hereford was a guest of Nan Longbottom Saturday night.

Mr. and Mrs. Earl Lance Sr., Jerry and Ann, were guests in the S. L. Walsler home in Hereford Sunday.

Mr. and Mrs. W. L. Russell of Miami, Texas, and Mr. and Mrs. Frank Wilker and son of Wheeler spent the week end in the Ed Russell home. Ed and W. L. Russell are brothers, and Mrs.

Officers of Red Cross Attend Lubback Meeting

Officers of the Deaf Smith county chapter of the American Red Cross and the Junior Red Cross attended schools of instruction Friday in Lubback.

Those attending a fund-raising meeting were: Mrs. Dyalhia Bradley, ARC field representative; Robert Thompson, fund-raising chairman for the county; and Fred W. Baird, county Red Cross chairman.

Attending the sessions pertaining to Junior Red Cross work were Mrs. Cecil Lady and Mrs. Phillip Barkley, chairman and vice-chairman respectively of the Junior Red Cross.

Walker is their sister. Nan Longbottom, accompanied by Jane Huston and Patsy Jackson of Hereford, spent Saturday in Amarillo.

Here Next Week Only!



Helena Rubinstein

Beauty Consultant
direct from the New York Salon of
Helena Rubinstein

Meet the personal representative of world-famous beauty authority, Helena Rubinstein. Let her give you, with Madame Rubinstein's compliments:

A FREE BEAUTY ANALYSIS

You'll get an individual analysis of your own beauty problems, just as it's given in the New York Wonder School.

A COMPLIMENTARY 7-DAY HOME BEAUTY COURSE

You'll get a complete home beauty course, in a big illustrated 32-page book—with your free beauty analysis. Based on Helena Rubinstein's famous New York Wonder Course for which women pay \$25—it comes at absolutely no cost to you! It's packed with dozens of beauty secrets, like these below, plus a wonderful 7-day reducing diet and daily exercises.

- 1ST DAY—Learn all about how to care for dry, oily, and "over 30" skin, how to reduce hips and keep them slim.
- 2ND DAY—Are your face and throat flabby? You'll find marvelous exercises to firm them—complete with diagrams.
- 3RD DAY—Is your hair oily? Dry? Learn its complete care. Learn how to correct special skin conditions.
- 4TH DAY—9 out of 10 women make-up wrong. This tells you how to do it right!
- 5TH DAY—Want to see how your lips can actually look bigger? Smaller? Your nose less prominent? Here's the artful art of make-up—all in pictures.
- 6TH DAY—Never underestimate the importance of your eyes. Learn how to make them look larger, more radiant.
- 7TH DAY—Learn where and when and how to wear fragrance. There's a big skin care chart, plus a complete make-up and hair-do chart.

Make your appointment with Helena Rubinstein's Beauty Consultant today. Her time is limited.

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327 N. Main St.

Phone 100



as seen in
GLAMOUR
Lenbarr

Lenbarr's Glamorous Mant . on fashion for Spring. Asymmetrical design accented with rows of buttons—the newest, surest line to figure flattery. Lovely Sheer Top Rayon Crepe designed with a small collar, self cuffs, self belt. In navy, black, sandalwood and aquatone.

Misses Sizes 10 to 20

\$8.95

HARMAN'S

SPECIAL MIDNITE HORROR SHOW -- SATURDAY, FEB. 17th
TEXAS ALSO SUNDAY - MONDAY TEXAS

IT'S HORRIFIC!
HOUSE OF DRACULA
with LON CHANEY JOHN CARRADINE

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BORIS KARLOFF • J. CARROL NAISH Elena VERDUGO

QUEEN of a FRONTIER GAMBLING HOUSE! She's the most sought-after, fought-with gal in the west!
JOEL MCCREA SHELLEY WINTERS
"FRENCHIE"
Technicolor
PAUL KELLY

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HEREFORD **Star** YOUR COMMUNITY CENTER

They kicked him out of the country... and dared him to stay alive!
DEPORTED
MARTA TOREN JEFF CHANDLER

TEXAS TUESDAY ONLY

Trail of ROBIN HOOD ACTION IN TRUCOLOR!
Roy ROGERS - TRIGGER
COMING STAR FRI - SAT.

SEE HOW THE LAW CRACKED DOWN ON \$8,000,000,000 GAMBLING SYNDICATE!
711 OCEAN DRIVE
starring EDMOND O'BRIEN - JOANNE DRU
with OTTO KRUGER leading Barry Kelley - Dorothy Patrick

WEDNESDAY-THURSDAY
HEREFORD **Star** 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 18th, through Wednesday, February 21st . . .

Congratulations
Mr. & Mrs. L. M. Kelley Mr. & Mrs. Frank Daniel
Mr. & Mrs. Leroy Conklin Mr. & Mrs. R. W. Hastings
Mr. & Mrs. Howard Gore Mr. & Mrs. Charles Hood
Mr. & Mrs. J. H. Patton Mr. & Mrs. W. N. Hodges, Sr.
Mr. & Mrs. H. G. Scarborough

W.M.U. Luncheon
Held Wednesday

Women's Missionary Union of the First Baptist church held its regular monthly luncheon and program at the church Wednesday. Valentine decorations were featured for the tables which were interspersed with white cut flowers in red containers. A huge red valentine was used as a background for the speakers table.

Mrs. Carroll Whiteside was leader of the program with Mrs. George Graham presenting the

opening prayer. The speaker for the day was introduced by the program leader, was Dr. Clyde Rush who gave a health talk keynoting his remarks with the statement "Healthful living is Christian living with Christ as the Center." Mrs. J. B. Harlin gave the concluding prayer.

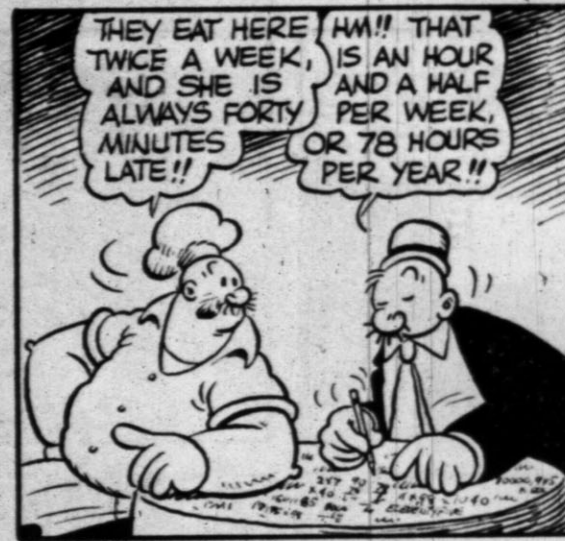
Following the program Mrs. S. B. McLallen, W. M. U. president, directed a short business session. Members of the Ramseyer Circle served as hosts for the day.

Ladies! FOR THE First TIME IN Elgin HISTORY 17 Jewel
ELGINS FOR AS LITTLE AS \$33.75 INC. FED. TAX
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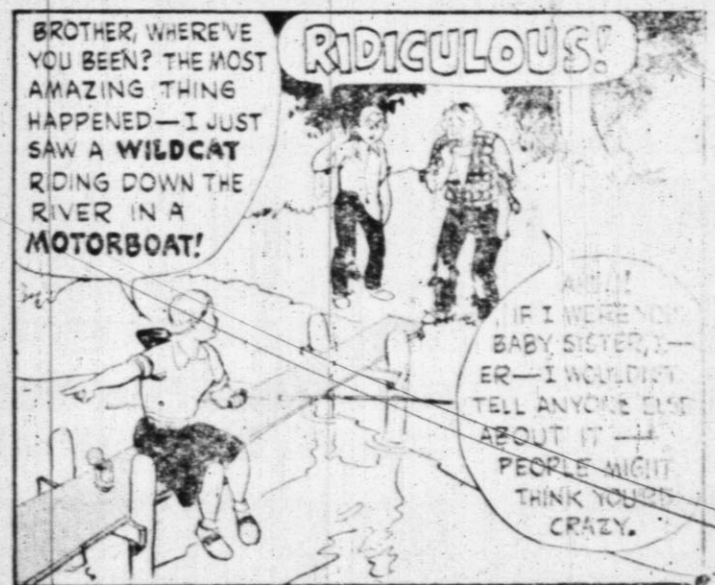
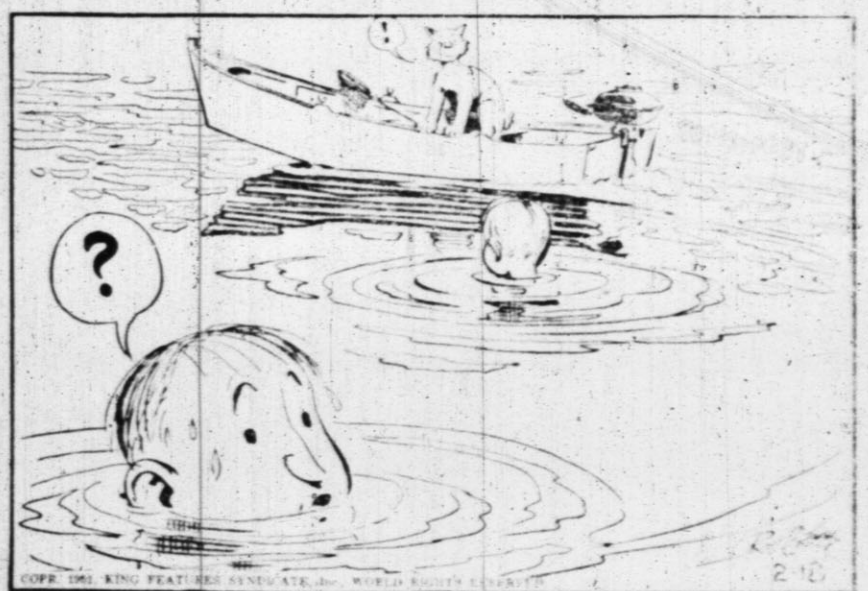
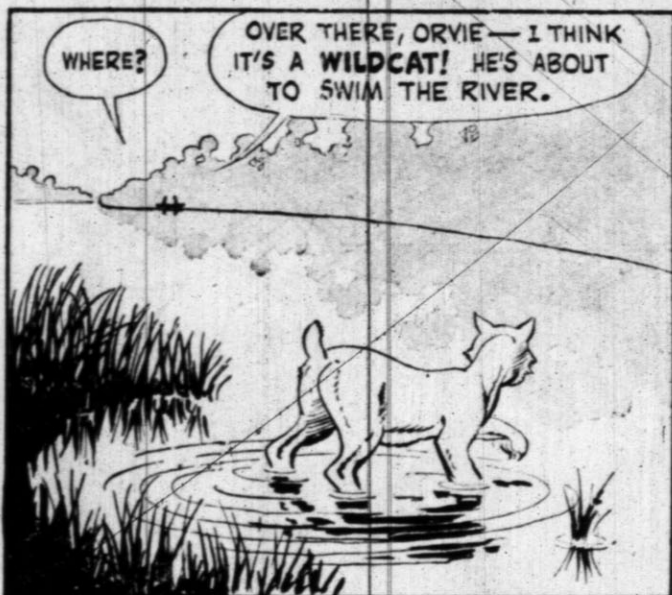
The Brand

The Sunday Brand

Hereford, Texas

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Right Around HOME[®] with MYRTLE

by Dudley Fisher



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Piping Hot Fowl and Other
Meats Plus All the Other Dishes
That Are Good To Eat

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Per Person

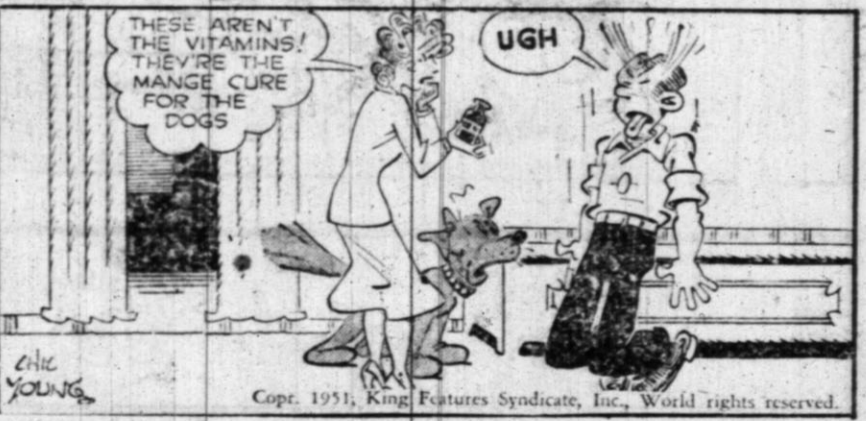
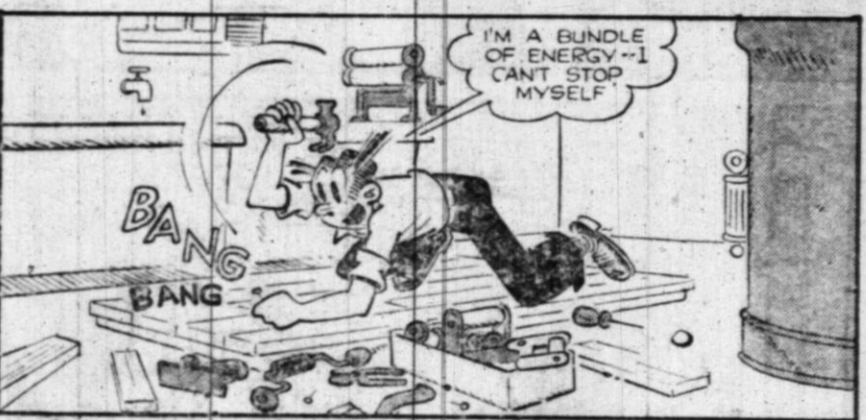
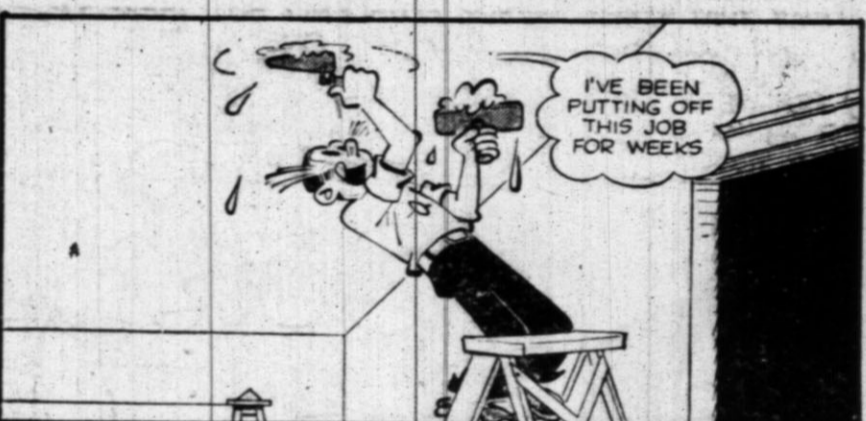
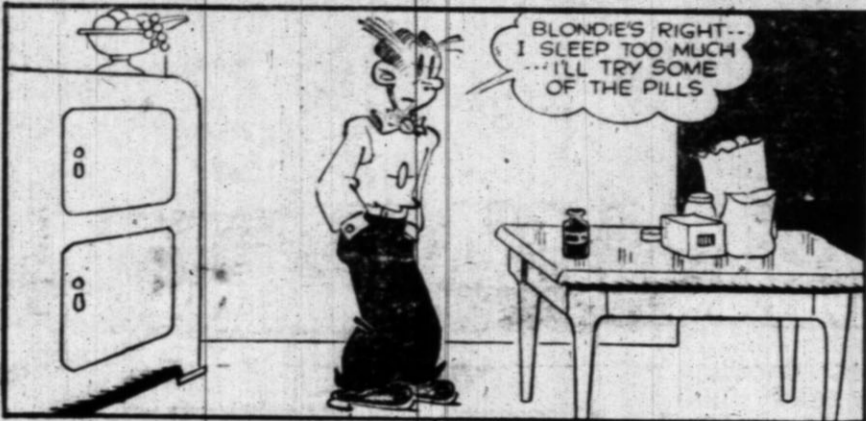
GOOD FOOD
is our business



HOTEL JIM HILL

BLONDIE

by CHIC YOUNG



CHIC YOUNG

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2-18



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by FRANK GODWIN



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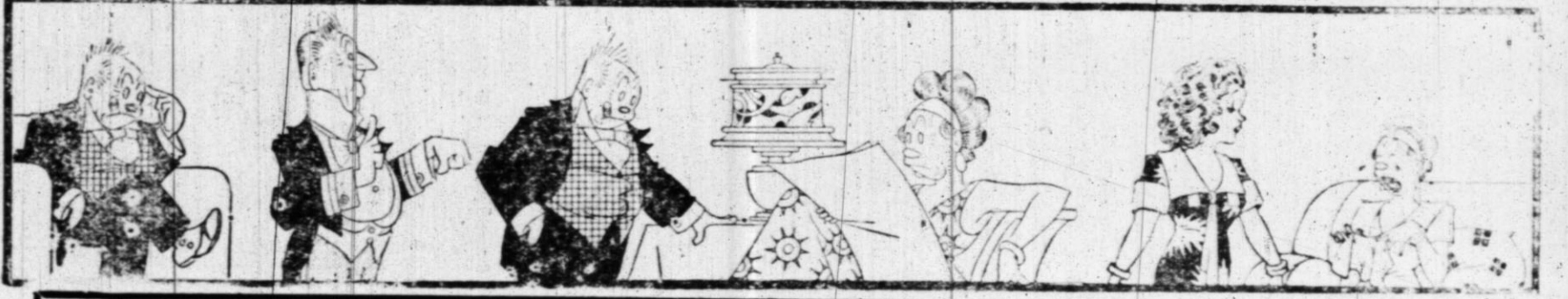
SNOOKUMS
by
GEOMCMANUS



Bringing Up Father

Registered U. S. Patent Office

By George McManus



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OZARK IKE

by RAY GOTTO

WITH OZARK'S WIZARDS TIED 7-7 WITH THE TORNADOS, THE FINAL GAME OF THE SERIES GOES INTO OVERTIME!

SKATIN' 20 MILES AT HIGH SPEED SURE WEARS OUT SKATE AN' SKATER! I'M BEAT!

IF YOU CAN JUST SCORE IN THIS NEXT JAM, GIRLS, YOU'LL HAVE EARNED A WEEK'S SLEEP!

WE'LL SURE TRY, OZARK! DON'T FORGET THEY'RE JUST AS TIRED AS WE ARE!

AN' GOT NO MORE SUBSTITUTES TO PUT IN ANY MORE! WE HAVE! LET'S GO!

OKAY, RED, LET'S BREAK THIS TIE SCORE AN' GO REST OUR WEARY BONES!

YOU'LL REST YOUR BONES IN TH' BALCONY IF YOU GET IN MY WAY!

BUT THE JAM IS CALLED OFF BY THE REFEREE AFTER A PILE-UP OF TIRED SKATERS! TWO MORE PLAYERS ARE CARRIED OUT!

I'VE EARNED YOU TO KEEP OUT OF MY WAY! SO...

YEOW! LET GO MY HAIR!

OOPS! SORRY, JUST THOUGHT IT COULD STAND A WAVE!

BREAK IT UP, GALS! YOU'RE BOTH JUST DOG-TIRED!

OKAY! SORRY, DINAH! GUESS I LOST MY TEMPER!

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Porro 2-18

SINCE THE TWO TEAMS HAVE BEEN PLAYIN' SUCH A SLAM-BANG GAME AND ARE ALL WORN OUT, US COACHES DECIDED T' GIVE BOTH TEAMS A REST, AN' THEN PLAY OFF THE GAME!

NEXT WEEK: INTERMISSION!

Automatic Savings
SURE Savings ---
U. S. Savings Bonds

COURTESY OF
THE HEREFORD BRAND

LITTLE ANNIE ROONEY by BRANDON WALSH

Registered U. S. Patent Office



HERE COMES THAT POOR OLD MAN AGAIN~ HE ALWAYS LOOKS SO AWFUL SAD AN' HUNGRY AN' LONESOME~



I GUESS HE AIN'T GOT ANY FRIENDS 'CAUSE HE NEVER TALKS TO ANYBODY AN' NOBODY EVER TALKS TO HIM~ HE LOOKS KINDA SICK AN' HE AIN'T GOT ANY OVERCOAT~



MAYBE WE KIN HELP HIM A LITTLE BIT~ WAG YOUR TAIL AN' ACT GLAD TO MEET HIM~

GEN'L ST



CAN YOU HELP ME?! AM I HUNGRY?! YOU THINK I LOOK SICK! HOW DARE YOU ACCOST ME?!?

PLEASE, MISTER~ I WAS ONLY TRYIN' TO HELP YOU 'CAUSE~ I MEAN I THOUGHT MAYBE~~



YOU~ HELP ME?! YOU IMPERTINENT LITTLE IMP! I'LL REPORT THIS CRUDE JOKE OF YOURS TO THE CONSTABLE~ I'LL TEACH YOU TO RESPECT YOUR BETTERS!!

PLEASE~ I DIDN'T~



GEE~ AIN'T I DUMB! I THOUGHT HE WAS A POOR, SICK, HUNGRY OLD MAN~

NO~ YOU'RE NOT DUMB~ YOU'VE TOLD THE STORY OF EVERY MISER'S LIFE IN SIX WORDS~



THAT OLD COOT WAS PETER PARSIMONS~ HE HAS DEVOTED ALL HIS MISERABLE LIFE TO MAKING MONEY~ NOW THE WORLD ENVIES HIM~ WHY I DON'T KNOW~

GEN'L STORE



~ BUT THE EYES OF YOUTH ARE THE EYES OF TRUTH~ YOU HAD EVERY REASON TO FEEL SORRY FOR HIM~ HE IS JUST A POOR, SICK, OLD MAN~

DARRELL MCCLURE 2-18

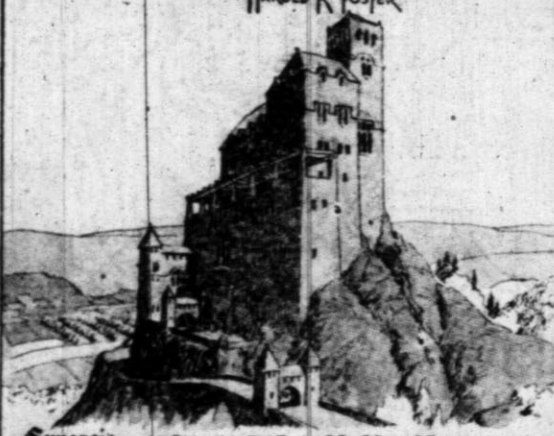
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Prince Valiant

IN THE DAYS OF KING ARTHUR
BY HAROLD R. FOSTER



Synopsis: HIGH IN THE ALPS PRINCE VALIANT AND HIS COMPANIONS TAKE SHELTER IN A MONASTERY. FROM HERE THEY HOPE TO FIND A PASS OVER THE MOUNTAINS. FOR ALL OTHER ROADS TO ROME ARE BLOCKED BY ENEMIES.



THE MONASTERY IS A FORTRESS; FOR THIS IS THE FIFTH CENTURY AND FROM THE EAST AND NORTH THE PAGAN HORDES COME, WAVE UPON WAVE, LIKE A TIDE THAT SWEEPS OVER ALL EUROPE AND EVEN TO AFRICA.



BRAVE MEN LEAVE THE SAFETY OF ITS WALLS TO TEACH CHRISTIANITY IN A TURBULENT WORLD...



WHILE MEN OF SCIENCE AND LETTERS SEEK SANCTUARY WITHIN, TO LABOR IN FIELD OR WORKSHOP FOR THE OPPORTUNITY TO CARRY ON THEIR WORKS UNMOLESTED.



VAL GOES TO THE ABBOT, TELLS OF HIS MISSION TO ROME AND ASKS FOR ASSISTANCE.



THE ABBOT READILY AGREES AND CALLS FOR A GUIDE TO SHOW THEM THE PASS OVER THE MOUNTAINS.



"THE WAY IS LONG AND PERILOUS," THE GUIDE TELLS HIM, "AND YOU WILL NEED SPECIFIC CLOTHING AND EQUIPMENT." THEN HE TAKES VAL TO THE WORKSHOP.

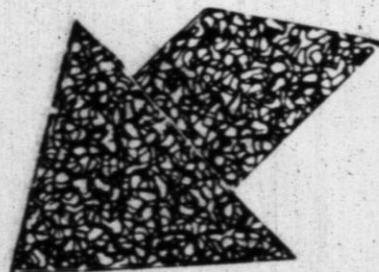


"ONLY BY USING THESE GARMENTS OF QUILTED CHAMOIS SKINS CAN YOU SURVIVE THE BITTER COLD." ALAS, YOU AND YOUR FRIENDS WILL NEED OUR ENTIRE SUPPLY.

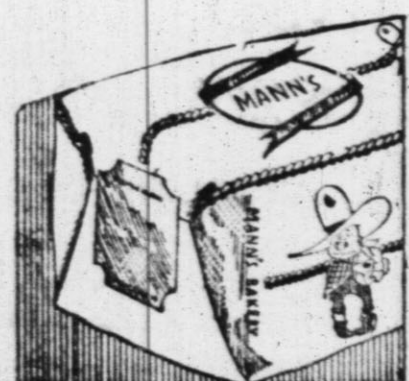


"TELL ME WHERE I MAY FIND THESE CHAMOIS AND I WILL BRING BACK A NEW SUPPLY OF SKINS!"

NEXT WEEK: The Hunter.



LOOK FOR THE LOAF WITH THE "LITTLE MANN"



Mann's MALTED MILK Bread

MANDRAKE

THE MAGICIAN

BY LEE FALK & PHIL DAVIS

IN THE "DEATH-TRAP" PALACE, AS MANDRAKE, NARDA AND LOTAR APPROACH THE "SLEEPING PRINCESS" BARS SUDDENLY ENCIRCLE THEM!

THE "SLEEPING PRINCESS" SITS UP--AND SPEAKS IN A CACKLING VOICE--

CURIOSITY KILLS MORE THAN CATS! SO YOU ESCAPED ALL MY TRAPS! CONGRATULATIONS!



--THEN, RIPPING OFF THE PLASTIC MASK AND WIG, REVEALS THE FACE OF A CRUEL LITTLE OLD MAN!

ONLY A FEW HAVE EVER GOTTEN THIS FAR. NONE CAN RESIST THE "SLEEPING PRINCESS!" HOW DID YOU ESCAPE MY CROCODILES UNDER THE STAIRS?

WHO ON EARTH ARE YOU?



THAT'S A LONG STORY. IT IS ENOUGH THAT YOU ARE HERE, AND I MUST KILL YOU. I WILL USE THE WEAPON OF MY ANCESTORS--THE CROSSBOW AND STEEL ARROW--



5 MANDRAKE GESTURES HYPNOTICALLY--THE OLD MAN FIRES THE STEEL ARROW--IT SEEMS TO SPLIT--

6

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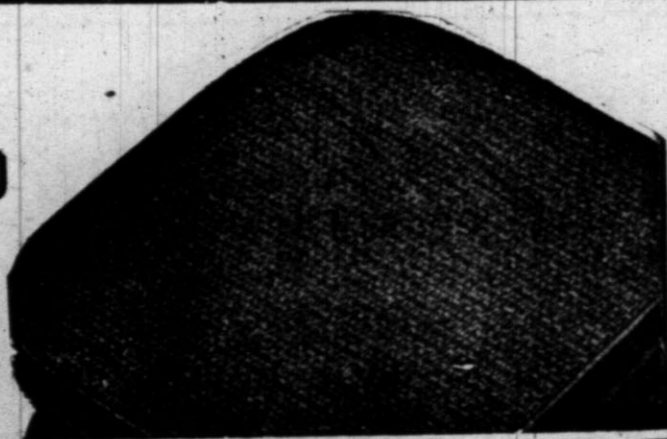
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KING[®] of the ROYAL MOUNTED

by
ZANE
GREY



BLIMEY, DID YOU 'EAR WHOT TH' BIG FELLER SAID?
I WOULDN'T MISS NOTHIN' LIKE THAT, GOVERNOR.. THAT CASE HE HAS IS FULL O' JEWELS!



WHEN ONE OF THE VICTIMS OF THE RUNAWAY SLEIGH CRASH STATES THAT HIS COMPANION'S GRIP IS FULL OF JEWELS THE RUFFIANS SHOW CONSIDERABLE INTEREST!

HERE'S A TIP, "GOVERNOR!" I'LL HAVE AN EYE ON THAT CASE, TOO, SO DON'T TRY ANY FUNNY BUSINESS!



WE WAS ALL HAPPY 'TIL YOU CAME ALONG, COPPER.. WHY DIDN'T YOU GET LOST AND FREEZE IN TH' WOODS?

ENOUGH OF THIS! LET'S GET THOSE TWO MEN TO THE INN WHERE'S IT'S WARM!



IF YOU HAVE A SPARE ROOM, INNKEEPER, I'D LIKE TO RETIRE!

GOOD IDEA, ADAM! I'M EXHAUSTED, TOO!

CERTAINLY, GENTLEMEN! RIGHT THIS WAY!



HO-HUM! I THINK I'LL HIT TH' HAY TOO!

TRUE RIGHT, OX! MEBBE TH' STORM'LL BE OVER BY DAWN AN' WE CAN LEAVE THIS JOINT!

I'M GOING TO SIT HERE WHERE I CAN WATCH EVERY DOOR ON THAT BALCONY, AND MAKE SURE YOU DON'T LEAVE WITH ADAM'S JEWEL CASE!



EVERYONE'S ASLEEP BY NOW... I CAN GET INTO ADAM'S ROOM THIS WAY, WITHOUT THAT MOUNTIE SEEING ME!



TWO HOURS LATER... CONTINUED...

This Space For Sale!



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The KATZENJAMMER KIDS



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

★ 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

WICKY MOUSE

by WALT DISNEY



UNCLE REMUS

AND HIS TALKS OF BRER RABBIT

WHEN BRER RABBIT GETS THE SPRING FEVER HE TRES MIGHTY HARD TO KEEP IT!



PITMAN GRAIN

PHONE 1 NO. 1

...ces ...nt ...ve ...in ...and ...less ...low ...er ...the ...net ...the ...was ...let ...five ...and ...ny's ...of ...hat ...the ...time ...hit ...inf. ...in ...re- ...al- ...ear ...re- ...the ...500 ...ast

JOHNNY HAZARD

by

FRANK ROSSIN



POOR SUCKERS, NEVER HAD A CHANCE! THIS JOB IS GETTING TOO RISKY FOR COMFORT!

THIS CONVINCES ME! I QUIT!

ME TOO!

STARTING TODAY: "HIDDEN TREASURE"!
JOHNNY, FLAME, PETEY AND GOOGIE GRAHAM ARE FINALLY RESCUED BY GOOGIE'S FATHER! AS THEY RELAX IN HIS PLANTATION HOME, MR. GRAHAM CONFIDES TO JOHNNY THAT HE IS CONCERNED ABOUT HIS MAJOR ACTIVITY... HIS OIL FIELDS! MEANWHILE, NOT FAR AWAY...



YOU MEN, DO NOT STOP WORK! MR. GRAHAM PAYS GOOD! GIVES BIG BONUSES! HE PROTECT YOU!

YEAH...JUST LIKE HE PROTECTED THEM! NO, SIR! I'M THROUGH!



BACK AT THE GRAHAM PLANTATION...

SO YOUR MAJOR ACTIVITY IS OIL, EH, MR. GRAHAM? SHOULD BE A PRETTY GOOD BUSINESS!

YES... IN FACT, WE'RE PLUGGING FOR A SUBSTANTIAL CONTRACT WITH THE BLUE FLAG SHIPPING LINES! IF WE CAN MOVE OUT 25,000 BARRELS THIS MONTH WE'LL OBTAIN IT!



THAT SHOULDN'T BE TOO HARD TO MEET!

N-NO... BUT PECULIAR THINGS ARE HAPPENING! LITTLE INCIDENTS THAT ARE GLOWING US UP! AND, MR. HAZARD... I REALLY NEED THAT CONTRACT! WHAT HO... SOMETHING'S UP! EXCUSE ME!



YESS... IS ANOTHER THING THIS TIME, MR. GRAHAM... ONLY THIS TIME IT IS A DEATH THING! LOOK!



HORRIBLE! H-HOW DID... IT H-HAPPEN?! ACCIDENT... I SUPPOSE?



LIKE OTHER TIMES WERE "ACCIDENT," MR. GRAHAM?! THEIR TRUCK CRASH THROUGH BRIDGE AND... POOF! ONLY, NO, MR. GRAHAM, THIS TIME NO ACCIDENT... LOOK!



WHAT'S THIS?!

I FIND THIS NEAR TRUCK! IS PIECE OF BRIDGE SUPPORT! THIS TIMBER NOT ROTTEN... NO! THIS WEAKENED BY SAW CUT!



LATER

NEVER THOUGHT MY COMPETITORS WOULD GO THIS FAR... LOOKS LIKE I'M LICKED! THE MEN HAVE QUIT... I CAN'T FULFILL MY CONTRACT...

MAYBE YOU CAN, MR. GRAHAM! I KNOW I'M JUST A GUEST IN YOUR HOUSE... BUT I'M VOLUNTEERING FOR SERVICE! I DON'T LIKE MURDER!

CONTINUED...

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The Friendly Merchants Of Hereford

- Friendly, Courteous Service
- Nationally Advertised Brands
- Complete Stocks Always

This Message Sponsored In The Interest Of A Bigger & Better Hereford By

For The Name of the Dealer of Your Preference In Merchandise, Shop the Ad Columns of this Paper!

THE BRAND

PHONE THIRTY

TEENA® BY *Lilla Terry*

YOU KNOW, IF WE DON'T DO SOMETHING PRETTY QUICK, WE'RE GONNA BE WITHOUT DATES FOR TH' FIESTA.

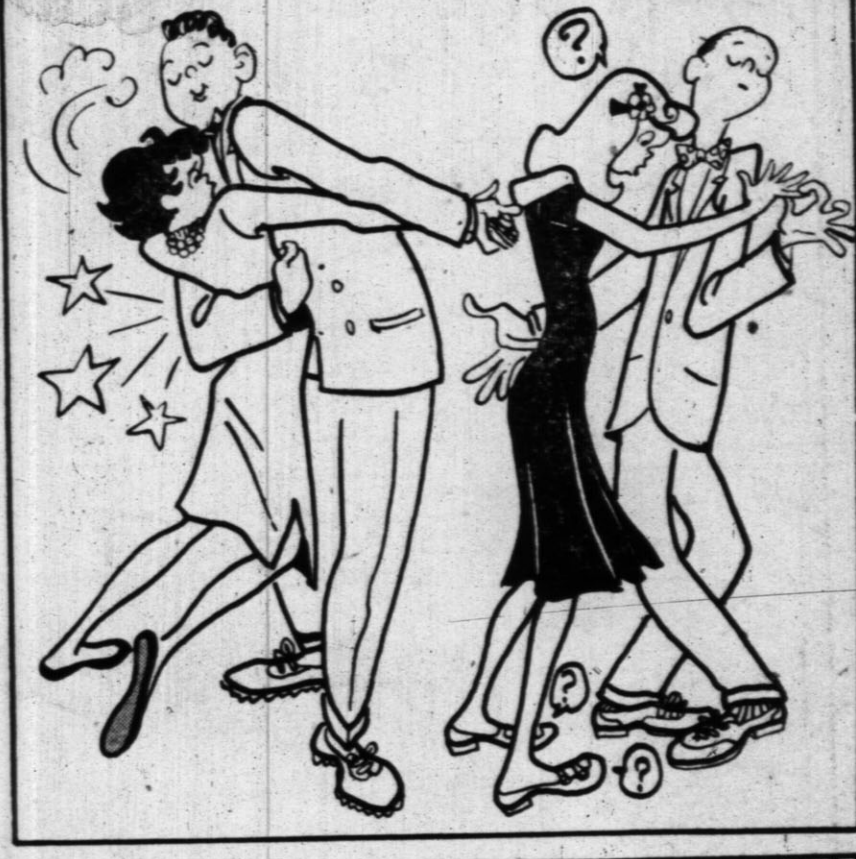
I DON'T CARE IT'S MORE FUN GOING STAG THAN BEING TIED TO ONE FELLOW ALL EVENING

OH, YEAH? LISTEN, PIPSY, THIS IS ME YOU'RE TALKIN' TO -TEENA - REMEMBER? - THE GIRL YOU ONLY HADDA DANCE EV'RY DANCE WITH THE LAST TIME WE WENT STAG. **THIS** TIME I'M GOING WITH A **DATE** EVEN IF I HAVE TO TAKE THE OFFENSIVE!!

OKAY, I'M WITH YOU - LEAD ON.

CHARLESTON? ANYONE FOR CHARLESTON?

HEY.



I GOT **SIX BIDS!** HOW 'BOUT YOU?!

WEELL, I GOT SO MANY I LOST COUNT, BUT-



Lilla Terry
2-18
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