

## Weather

Thursday, high 96, low 66  
Friday, high 97, low 67  
Saturday, high 101, low 71  
Moisture, .03

# The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

40 Pages

Including 20 Pages of Comics

VOLUME 4—NUMBER 4

The Sunday Brand, Hereford, Texas, Sunday, July 22, 1951

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## Around Town

SIGHTS, FACES SEEN

The Hereford Fire department was called to North E. street Friday to extinguish a trash fire.

Junior Thompson dropped a motor on his hand Saturday morning cutting one finger severely. Eight stitches were taken to close the cut.

Sylvester H. Sagle of Hereford, has been elected to membership in the American Aberdeen-Angus Breeders' association at Chicago, according to Secretary Frank Richards. Sagle was one of nine purebred Aberdeen-Angus breeders elected to membership in the organization during the last month from Texas.

Nan Douglas is the new hair stylist at the Beautymart. She comes to Hereford from Plainview, where she owned and operated a beauty shop.

George Graham will attend the latter part of the meeting of Texas principals and superintendents which is being held at SMU August 1 and 2.

Wayne Evans, newly-elected president of Hardin-Simmons Ex-Students' Association, is the author of a lead article outlining the future of Hardin Simmons in the current issue of "Hardin Simmons News and Views."

Linda Abby, daughter of Mrs. Frances Neff, is attending the current session of Western Life camp in Gallinas Canyon, 17 miles northwest of Las Vegas, N. M.

T. E. Siegler, manager of the Deaf Smith county hospital, today issued a statement regarding endorsement by him of hospitalization insurance. "To anyone who would stop and think," he says, "it is obvious that this hospital cannot endorse any policy or company individually. We do think that 'hospitalization insurance' is worthwhile and beneficial, and we do endorse it as a means of avoiding hardship at a time of need and stress."

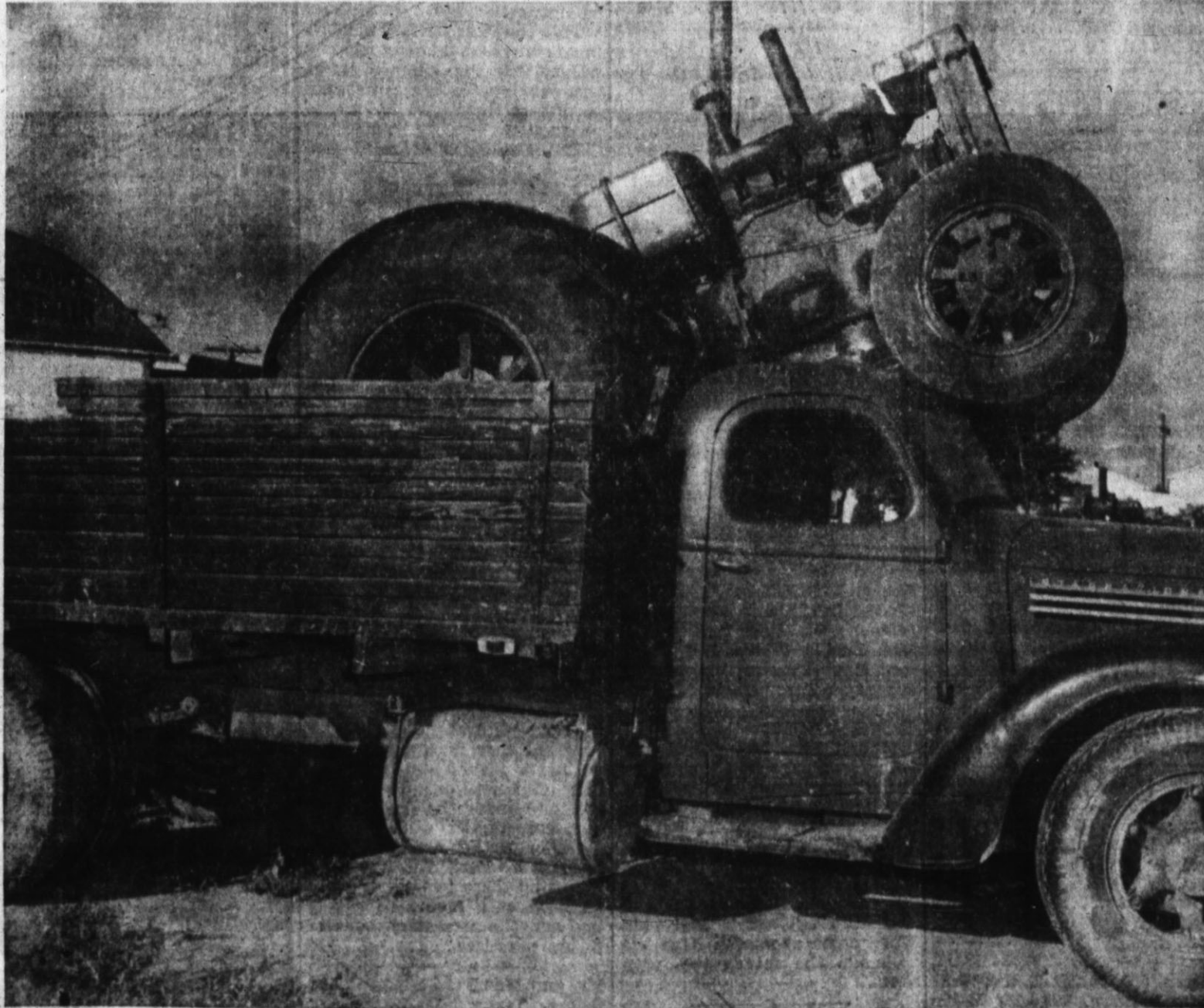
Three persons attended the game and fish meeting sponsored by the Texas Fish and Game commission Wednesday night at the courthouse. Purpose of the meeting was to recommend changes in hunting and fishing laws for the Panhandle, or to register any complaints regarding hunting and fishing regulations. The present laws were read and explained to those present.

Tom Woodford addressed the Hereford Kiwanians Thursday, telling the story of one German youth who came to the United States under a fellowship program.

Newsreel pictures of the Randolph Turpin-Sugar Ray Robinson title fight in London where Turpin took the middleweight crown from Robinson will come to the Star theater Sunday, Monday, and Tuesday, July 22-24, Francis Hardwick, theater owner said. Under normal conditions, pictures of the Jersey Joe Walcott-Ezzard Charles title bout should reach the Star screen about July 29 and 30.

Jack Owen, son of Mr. and Mrs. G. P. Owen Sr., who resides 90 miles northwest of Kansas City, Mo., got his hand caught in a post-hole digger cutting off his little finger on the right hand and crushing the two next to it. They are keeping him in the hospital, pending possible amputation of the two crushed fingers.

Mr. and Mrs. J. H. Hinds and son Dale are spending this week-end visiting relatives in New Mexico. They plan to visit relatives in Santa Fe, his brother V. S. Hinds, and family at Shiprock, and another brother, G. A. Hinds and family, in Albuquerque.



WHY A "FARM SAFETY WEEK"? Here is one of the reasons. The farmer who owned the tractor above narrowly escaped serious injury when he tried to start the tractor while it was in gear. It started, and crowded on top of the cab of the truck. Luckily, the farmer escaped injury as the moving tractor crawled out of the truck box. —Brand Staff Photo

## Bicycle Parade Route is Listed; Seeking Entries

Additional plans for the bicycle parade to be held here on August 3 for all boys and girls in the community were announced this week by Bob Wear, president of the Hereford safety council.

All contestants will pass by the judging stand, to be located along the route of the parade, to have their entries judged for one of the many prizes to be offered.

All boys and girls who wish to participate will assemble on the vacant lot north of the Baptist church building on the corner of Sixth and Main.

Beginning at this point, the parade will proceed south along Main street to Second street, east on Second street to Sampson street, north on Sampson to Third, west on Third to Main, and north on Main to the point of origin.

The reviewing stand will be located on Main between Third and Fourth. The route of parade

will pass the reviewing stand two times. All boys and girls of Hereford and vicinity are invited to participate.

Very desirable prizes will be given for the best decorated

## Four Objectors At Meeting of Tax Board Fri.

Four objectors appeared at the meeting of the Hereford tax equalization board Friday. Upon explanation by the board, they were agreeable with the findings of the group in regard to property evaluation.

The board commended Mrs. Zula Gilliam on her fine work with the tax rolls during the past year, a board spokesman said.

## Brown Swiss Tour Planned July 30

All interested persons are invited to attend the first annual tour of the Texas Brown Swiss Association's Canton No. 1 on July 30, according to Pauline Mayhon, secretary.

One hundred persons are expected to attend the tour, which will leave Hotel Jim Hill at 9:30 a.m. and stop at six

Brown Swiss farms during the all-day program.

Professors from Texas Tech will be in charge of judging and classification for the tour. Reasons for the judging classification will be given at each farm.

Farms to be visited include: Robert Kerschen, Sam Ventruella, Harold Huckert, Martin Fulcher, D. C. Burnett, and Roy Delashaw.

Lunch will be served to all at 12 noon in the Harold Huckert farm.

## Lease Savoy to Hi Nickerson

Mr. and Mrs. Dudley Green this week announced leasing of the Savoy Hotel to Hi Nickerson, who will operate the hotel in the future.

Mr. and Mrs. Green have recently remodeled their place at 301 Texas Street, where they will make their future home.

bicycle. Prizes will be given for first, second, third, fourth and fifth places. There will be a prize for the youngest rider and one for the oldest rider.

The parade marshal will be Sheriff J. C. Reese. He will be assisted by members of the city police force, state highway patrolmen, and members of the Hereford Safety Council.

Wear urged participation in the parade by all boys and girls in the community who have bicycles.

A list of the prizes to be awarded will be published in The Brand on Thursday.

## Fined \$500, Costs, Given 60 Days for Selling Liquor

George J. Haas of Hereford was fined \$500 and costs of \$28.30 and sentenced to 60 days in the county jail Saturday morning after he pled guilty to a charge of selling liquor in a dry area.

Haas was filed on in county court July 21 and tried the same day.

## Father of O. L. (Spec) Hunt Died Wednesday

Mr. and Mrs. O. L. (Spec) Hunt left Hereford Wednesday night for Cheyenne, Okla., after being notified of the death of Hunt's father, who suffered a heart attack.

Funeral services were scheduled for Sunday at 10 a.m. in the Methodist church there with interment at Temple, Okla.

The Hunts were informed by telephone and left for Cheyenne immediately.

## July Term of District Court Opens July 30

The July term of the district court will be opened on Monday, July 30 at 10 a.m. by District Judge Harry B. Schultz.

Sixteen persons were notified to report on that date for grand jury duty by District Clerk Robert Thompson. Named on the jury list were:

C. L. Bogle, G. E. Benson, Jay Boston, J. C. McCracken, James S. Stocks, L. J. Straffuss, T. E. Rohrbach, E. A. Goetsch, W. H. Blevins, Phillip Miller, Glenn Hetzler, Fred Saltzman, Arthur Brock, V. E. Dodson, Jimmie Allred, and Hugh Bookout.

## Soil Improvement Meeting Thursday

### Jerry Don Lance is Still in Critical Condition in Dallas

Jerry Don Lance, 10-year-old son of Mr. and Mrs. Earl Lance Sr. of Summerfield, who suffered serious brain injuries when he fell out of a tree at his home last Tuesday, is still in critical condition at Baylor hospital in Dallas, relatives in Hereford learned Saturday.

The youth is still unconscious. It may not be necessary to operate unless further complications develop.

### Riley I. Foster Funeral Monday In Hereford

Funeral services for Riley I. Foster were held Monday, July 16, at 10:30 in the First Baptist church of Hereford with Rev. R. H. Cagle and Rev. Don Davidson officiating.

Riley Isom Foster was born December 25, 1871, in Chattanooga, Tenn., and died July 15, in Hereford. He was one of a family of six children, all of whom preceded him in death except one sister, Mrs. Bessie Phillips, of Houston.

He moved to Fort Worth, with his parents when just a youth.

He was married to Miss Annie Nix in 1894. To this union were born eight children—four sons and four daughters. They lived in Texas until 1910, when they moved to Sedan, N. M., with their family. They lived in that community until 1934, when they moved to Clayton, where his wife preceded him in death in 1941.

Mr. Foster was converted when a young man. He was always active in civic affairs and was a pioneer worker in the schools and churches of his community. He served as County Commissioner in Union county for two terms, and was District Sanitarian with State Health Department for eight years. He was a Past Master of the Deer Creek Masonic Lodge No. 510, in Texas, later affiliating with the Masonic Lodge in Clayton, New Mexico.

Mr. Foster retired from active service in 1943 and has since alternately made his home with twin daughters, Mrs. O. G. Hill, and Mrs. W. M. Fambrough.

Survivors include: four daughters, Mrs. O. G. Hill of Hereford; Mrs. William Fambrough of Tucumcari, N. M.; Mrs. Everett Shillings of Espanola, N. M.; and Mrs. Oscar Shillings of Gallup, N. M.; and four sons, William E. Foster of Ft. Worth; Leonard D. Foster of Oklahoma City; Ira Foster of Olton; and Floyd R. Foster of Long Beach, Calif.; one sister, Mrs. Bessie Phillips; 15 grandchildren and 13 great grandchildren.

A meeting of interest to all farmers in the area will be held Thursday, July 26 at the Wildorado school house, beginning promptly at 8 p.m.

Topic of the meeting will be "soil improvement." The meeting is sponsored by the Soils Conservation Service office.

Jay Boston and Earl Springer, local farmers, will discuss their success with irrigated pastures at the meeting, according to information furnished by the SCS office here. Carl T. Wimberly, SCS director, will discuss switchgrasses and other types of grasses. W. T. Gunstenson will be on the program also. He will discuss the effects of phosphated clover in rotation on grain yields.

## Amarillo All-Stars Play Here August 1

Hereford softball fans will be given an opportunity to see some good, fast softball Wednesday night, Aug. 1 at 8:30 at Veteran's Memorial park, when the Amarillo Softball league all-

stars meet Hereford Hardware. The game, which has been a long time in the making, was arranged by Don Zimmerman, sponsor of the Hardware nine.

Hereford Hardware is leading the Hereford Softball league with eight wins and a lone loss. Their most recent win was a five-inning shutout over Dawn in which Dub Hair hurled a no-hitter.

The lineup for the Amarillo all-stars has not been released. Hereford Hardware's lineup will be its regular game lineup, as follows: Stan Barrett, ss; Bill Howard, c; Rueben Knox, cf; Blue Turpen, 3b; Dub Hair, p; George Loerwald, 2b; Wendell Burdine, lf; John Kelly, lf; Leland Alderson or Onis Carroll, rf.

## Mrs. J. J. Boston Died Thursday; Rites Sunday

Mrs. J. J. Boston, mother of Walker Boston and Jay Boston of Hereford, died Thursday night in the home of a daughter, Mrs. Bill Schehagen, at Bryan, Texas.

Funeral services for Mrs. Boston will be Sunday afternoon at 3 o'clock in the Methodist church at Tulla with Rev. Herbert Thompson officiating.

Mrs. Boston, who was born December 30, 1872 in Lawrenceburg, Ky., has been in ill health for about six months.

Survivors include: six sons, Jay and Walker Boston, Hereford; W. W. and Woody Boston, Tulla; Van Boston, Stratford; Jody Boston, Artec, N. M.; six daughters, Mrs. Howard Blackburn, Amarillo; Mrs. John Rice, Kahlotus, Wash.; Mrs. W. E. Miller, Joplin, Mo.; Mrs. John Kenneyhertz, Kansas City; Mrs. Glen Davis, Alpine, Texas; 27 grandchildren; nine great-grandchildren; two sisters and a brother.

## Pled Guilty

Doug. Henson pled guilty in county court on July 14 to theft charges filed against him. He was fined \$25 and costs of \$28.30. He paid part of his fine and laid part of it out in the county jail.

Mrs. Arden Brame left Saturday for her home in Abilene after spending the past week with her parents, Mr. and Mrs. Jack Grady in Hereford.

Mrs. W. D. West of Cold Springs is visiting her parents, Mr. and Mrs. Roy Boyd.

## Three Air Force Enlistments in Past Week

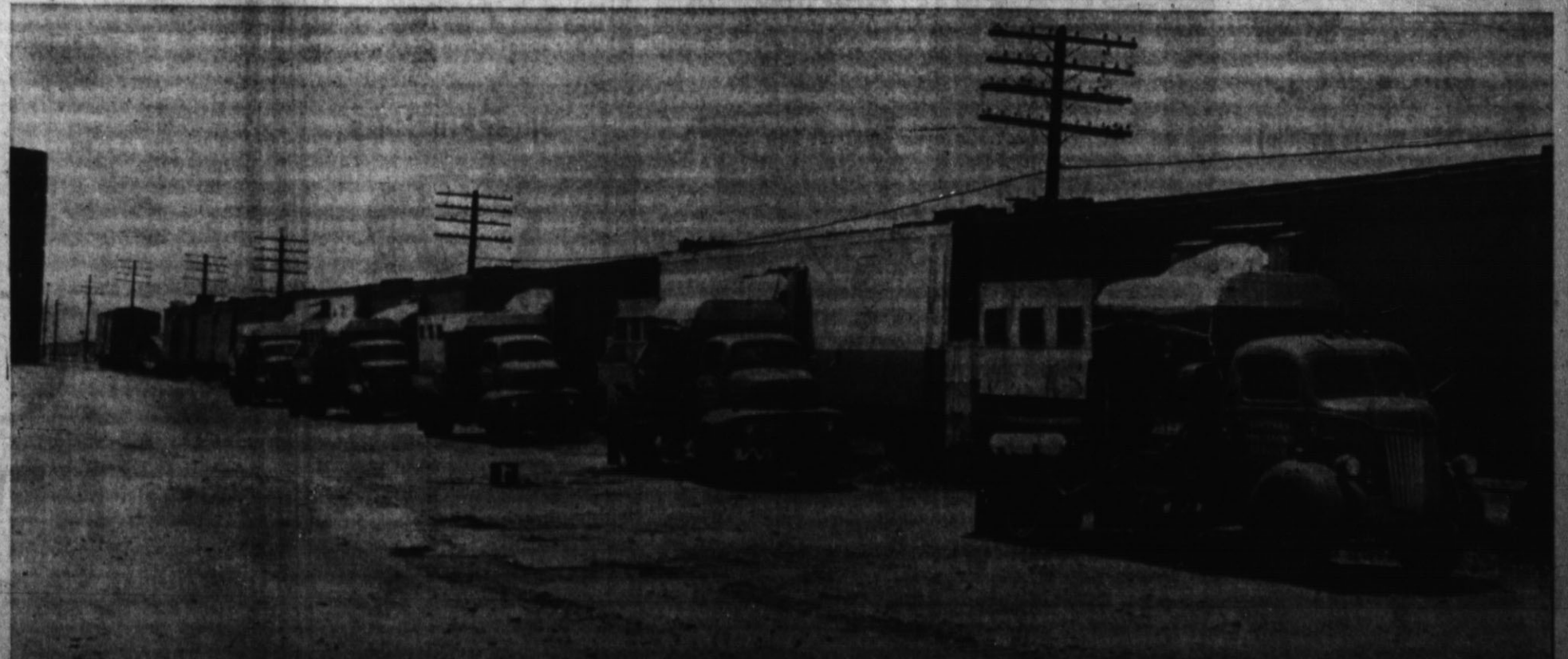
Three enlistments in the Air Forces during the past week were announced by M/Sgt. Hicklin Harrel, local recruiting officer.

Enlisting were: Wayne Elwood Williams, former assistant cashier at the Hereford State bank, son of Mr. and Mrs. C. E. Williams. Williams enlisted in the Air Force for four years. He departed from Amarillo on July 20 for Lackland Air Force base in San Antonio.

Ennis Clyde Galyon, son of Mr. and Mrs. Clyde B. Galyon of Route 1, Hart, enlisted for four years in the Air Force and left Amarillo July 20 for Lackland.

Marion Glenis Hughes, son of Mr. and Mrs. J. C. Hughes of Farwell, enlisted for a four-year period. Left Amarillo for Lackland July 19.

Mr. and Mrs. Roy Boyd and Royada and Mr. and Mrs. P. H. Luck visited in Cold Springs, Texas over the week-end. Mrs. W. D. West, formerly Barbara Boyd, returned to Hereford with them.



WITH POTATO HARVEST well underway in Deaf Smith county, the above scene becomes more and more familiar. The railroad car pre-coolers shown lined up at the Santa Fe siding in the above picture can cool one of the freight cars in about four hours. That is enough to take a load of spuds to Sweetwater or Oklahoma City before the car has to be loosed. The pre-coolers have been busy as more than 800 cars of spuds have been shipped from Hereford since the beginning of the harvest. —Brand Staff Photo

DANIEL NEWS

**Two-Week Revival Begins Sunday, July 29 at Palo Duro Baptist**

By Mrs. W. R. Moore  
A two week revival will begin Sunday, July 29, at the Palo Duro Baptist church with Rev. Eason doing the preaching. Mr. and Mrs. C. T. McBroom have been staying with T. W. McBroom at night. Mr. McBroom, who has been seriously ill, was better Saturday.

Mr. and Mrs. W. R. Moore and Wilma spent the week-end with their daughter, Mrs. Kenneth Dygert in Raton, N. M. Mr. and Mrs. R. T. Campbell have just completed remodeling and redecorating their farm home.

Mr. and Mrs. W. R. Moore and Wilma visited in the O. A. Dygert home in Plainview Tuesday.

Mrs. Thelma Axe and boys visited in the home of Fred Axe near Hereford last week. Billy Moore visited with friends in Canyon Wednesday night.

A. D. Moore of Kress was a visitor in the L. W. Tooley home Thursday.

The farmers have been very busy cleaning the weeds and grass out of their row crops. There have been cutting some wheat, too.

A nice shower of rain fell in this community last Saturday afternoon.

Mr. and Mrs. Paul Myers moved to Midland, Texas where Mrs. Myers will work in the schools.

Mr. and Mrs. J. F. Matthews visited with friends in Canyon Sunday.

Miss Ilona Dygert of Raton, N. M. is visiting in the home of Wilma Moore.

Mr. and Mrs. W. C. Roberts and children of Amarrillo visited several days last week in the home of her parents, Mr. and Mrs. M. H. Wiseman.

**Dub Hair Pitches No-Hit Game Over Dawn Thursday**

Dub Hair, Hereford Hardware softball pitcher, tossed his second no-bitter of the season Thursday, silencing Dawn bats while his mates picked up 11 hits to whitewash the losers, 10-0 in five innings.

Hair previously no-hit the Magnolia nine before play was begun on a regular season's schedule.

The Magnolia Oilers outlasted the Knights of Columbus in the first game of the night, winning an eight-inning affair, 19-18.

Back to Hair's brilliant mound performance, the tall moundmen faced only 15 men in the entire five innings. There were no walks handed out by Hair.

During the route of Hair's masterpiece, only two balls were hit out of the infield—a third-inning blow to left field by Stewart and a ball hit out to center field in the fifth by Pitcher Melvin Mays.

Hair struck out five Dawn batters. Hereford Hardware now has a tighter hold on first place in the league, leading the pack with an 8-1 mark.

The league-leaders picked up two runs in the third, four in the fourth, and five in the fifth. Dawn never had a chance to threaten, going down three up and three down all night.

Magnolia and the KC's really had a battle in the crucial ninth-inning Thursday night, with the Oilers coming out on top of the heap with a one-run margin.

Logan Bars and Bill Mallicoat shared the mound duties for the winners with Darwood Towns behind the platter. Kenney Walterscheid hurled all the way for the surging KC's and

D. Nogger handled the back-stopping chores.

K of C-18	AB	R	H
L. Walterscheid, ss	4	2	1
D. Nogger, c	5	3	3
D. Albracht, lb	5	1	1
Hencheid, lb	4	2	2
Urbaneyk, cf	4	2	2
J. Nogger, 2b	3	2	1
T. Albracht, 2b	1	1	0
J. Albracht, lf	5	3	3
Diller, rf	5	1	1
Ken Walterscheid, p	5	1	1

League Standings

Team	W	L
Hereford Hdwe.	8	1
Dawn	6	3
Hammerfield	5	4
Magnolia	4	5
C & E-Jiggs	3	6
K of C	1	8

Magnolia-19

AB	R	H	
Towns, c	5	6	3
Dosher, ss	4	1	1
Mallicoat, 3b, p	5	2	2
Bars, p, 3b	4	1	1
Herr, 2b, cf	4	0	2
Curtisger, rf	1	0	0
Caison, lf	5	0	1
Lee, cf, 2b	4	2	1
Lainig, 2b, rf	5	4	3
Morris, lf	3	3	2

Hereford Hdwe.-16

AB	R	H	
Barrett, ss	3	0	0
Howard, c	3	1	1
Knox, cf	3	2	2
Turpen, 3b	3	0	0
Hair, p	1	2	0
Loerwald, 2b	3	2	2
Burdine, lf	3	2	3
Kelly, lb	3	1	2
Alderson, rf	2	0	1
Carroll, rf	0	0	0

**Four Teachers Will Receive ME Degrees**

Four of the 19 Hereford teachers who are attending summer school at West Texas State college and Texas Tech this summer, will receive their Master of Education degrees.

Pat Sullivan completed work on his ME July 13 at Texas Tech. Mrs. Jewell Malone, Ethel Womble, and Douglas Groom will complete their degrees by fall at WTSC.

Other teachers who are working on their masters degrees this summer at WTSC are: Dalton Criswell, Mr. and Mrs. D. C. Martin, Bruce Beene, Mrs. Caythorn Bryant, Mrs. Hazel Bruner, Mr. and Mrs. Sam Henry, Vida Hicks, Mrs. Merlino Kaul, Mr. and Mrs. Purris Williams, Sr., Irma Walker, and Mrs. Lucille Smith. Bill Stanford is working on his masters degree at Texas Tech.

**RETURN HOME**  
Mr. and Mrs. Max Wood and three daughters left Wednesday for their home in Portland, Ore. after a visit here with her mother, Mrs. G. A. F. Parker, who is ill in Deaf Smith county hospital.

Margaret and Mrs. Wood have been in Hereford a month and the two girls and Mr. Wood came about ten days ago to make the return trip with them.

Mrs. Arch Conklin, Mrs. Ray Hershey, Mrs. M. T. Rutter, and Mrs. J. J. Clayton spent Monday in Dimmitt.

**County Farmers Are Using PMA-SCS Personnel Teams**

Farmers of Deaf Smith county are using the assistance provided under the Agricultural Conservation Program and the technical aid furnished by the Soil Conservation Service as a team in checking erosion and building up the soil on their farm, says Faust A. Collier, secretary of the county PMA committee.

This connected effort is helping farmers to produce what is needed for the defense effort this year and at the same time to protect their land for future production.

The assistance provided under A C P, Collier explains, makes it possible for farmers to carry out soil and water conservation practices which are necessary in the public interest, he said.

Under the 1951 program, the following conservation practices have been approved for Deaf Smith county:

Construction of terraces for which necessary outlets and waterways are provided;

Construction of diversion terraces to control excess water;

Constructing or enlarging drainage ditches;

Leveling for irrigation land for which water is available;

Reorganization of a permanent farm irrigation system to conserve water and prevent erosion;

Construction of earthen dams or reservoirs for livestock water or erosion control.

Before these practices are eligible for assistance under the Agricultural Conservation Program they must be approved by a technician from the Soil Conservation Service or someone under the direction of the SCS, Collier said.

Collier further explained that farmers of Deaf Smith county are using these two services effectively as a means of carrying out the necessary conservation practices.

Mr. and Mrs. Pete McKnight of Celina, Texas left Wednesday for their homes after visiting with Mrs. Mallone's sister, Mrs. R. W. Carroll, and other relatives.

**Party Given For Lynn Thompson**

Lynn Thompson was honored on her eighth birthday with a party Wednesday afternoon given by her mother, Mrs. Robert Thompson.

The group met at the Thompson home and went in a body to the Star-Theater to see a show, and then returned to the Thompson home for refreshments on the lawn.

Those enjoying the celebration were; Pamela Clay, Colleen Reeves, Zell Crump, Ann Lance, Judith Rae Haseloff, Sandra Roberson, Judy McGee, Patsy Wooddell, Susie Ford, Leldon Womble, Lisle Patton, Douglas Womble and the honoree, Mrs. Charles Dye and son were tea guests.

Marcie Koelzer of Colorado Springs left Friday after visiting her parents, Mr. and Mrs. M. H. Koelzer. She was accompanied by Frances Young and Velma Harper who will spend a few days vacationing in Colorado Springs.

Guests in the Ed Jesko home Tuesday and Wednesday were: Mr. and Mrs. Lou Bazmore of Chicago and Mr. and Mrs. Matt Jesko of Muleshoe.

**Hereford IOOF Officers Were Installed Mon.**

The Hereford IOOF installed officers at their regular meeting, Monday night at 8:30. District Deputy Grand Master Arthur Rogers served as installing officer.

Installed were: Merlin Kaul, noble grand; John Hacker, right supporter for the noble grand; Aubrey Smith, left supporter for noble grand; Ben Conklin, secretary; J. C. Morrison, financial secretary; Bennie Northcutt, right supporter for vice-grand; Elmer Combs, left supporter for vice-grand; Frank Lookingbill, chaplin; Van Colthrop, left scene supporter, Clarence Saucy, right scene supporter; John Hicks, warden; and Adam Flowers, conductor. P. H. Luck who was to be installed a vice-grand was unable to be present and will be installed at the next meeting.

**Coming . . .**

ANNUAL  
**LIONS CARNIVAL**  
July 30 - August 4  
Rides - Games  
Fun For All  
OPEN NIGHTS  
South of Village Shopping Center

**WANTED**

EXPERIENCED  
Stenographer

**PITMAN GRAIN**

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We Are ALLOWING **\$50** Above The Blue Book Price For **TRADE-INS** Until August 14th

**TRADE US YOUR OLD Refrigerator NOW!**

We Are Still **LOOKING -** For The Oldest Refrigerator In The Area If Your Trade-In Is The Oldest You Will Win A 1951 **FRIGIDAIRE**

**Five FFA Boys Awarded Lone Star Degrees**

Five members of the Hereford Future Farmers of America chapter were awarded Lone Star Farmers degrees at the 1951 State FFA convention held last week in Houston.

Degrees were awarded to James Alston, Johnnie L. McBroom, Richard Pickens, Don Russell, and A. L. Williams Jr.

Sixty degrees were awarded to Area XI, 487 to FFA members in the entire state.

Chapter Advisor Bill Stanford accompanied the youths to Houston.

**Auto Reported Stolen, Found**

Three juveniles from Amarillo stole a 1949 Buick from the Square Deal auto lot sometime Sunday, abandoning it later north of Canyon on the Amarillo highway.

The theft was reported to Sheriff J. C. Reese on Monday evening, he said. The auto was found by state highway patrolmen on Monday.

Leland McMurray said the car contained considerable fishing equipment and some food at the time it was found. Local officials believe the juveniles also visited Buffalo after they stole the auto here and looted the fishing equipment.

Reese said the juveniles admitted to Amarillo officers that they had taken four or five other cars before they were apprehended.

**PRESCRIPTIONS**

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**EDWARDS PHARMACY**  
1st Door South Hereford Clinic

**TIME IS RUNNING OUT**

**SO**

**"LET'S MAKE A DEAL"**

Saturday, August 4th

Is

**"HIT THE JACK POT DAY"**

**\$1,000** In Cash Prizes

1st Prize \$500.00  
2nd Prize \$300.00  
3rd and 4th Prize \$100.00 Each

**Giles Motor**  
**NEW AND USED CAR LOT**  
Open Evenings

Corner Hiway 51 and 60



By JIMMIE GILLENTE

F. H. Oberthier seems to be the only citizen who thought enough about the proposed gas increase to mention it. Mr. Oberthier has consistently been a community booster—and a deep thinker on civic affairs. Here's a note he left on my typewriter:

**Jimmie:**  
"This is just a little suggestion that we investigate the proposed increase in gas rates—said to be about 15% increase. We are now paying I believe, 47½ cents per thousand. The gas profits are divided three ways—the parent Co., Sinclair Oil and Gas, and Prairie Pipe Line Co. and West Texas Gas Co. which is just the distributing Co. and has little investment. It will be remembered that when they were building into Amarillo, they were just about to promulgate a pretty stiff rate for Amarillo, when Mayor Ernest O. Thompson bought for the City of Amarillo the little six inch gas line from Huber. That put Amarillo into the gas business and the Gas Co. got very busy and made a very advantageous trade with Amarillo, and the rate they made as I remember it was and is 27 cents per thousand. In that deal Ernest Thompson saved hundreds of thousands of dollars for the people of Amarillo. Right now we need to do some serious thinking on this subject. Maybe Ernest Thompson could help us out.  
Please lets look into this proposed increase.  
Yours,  
F. H. Oberthier

In addition, Mr. Wall, West Texas Gas Company manager and his assistant were in to explain their situation more fully. They were not too happy with me, but they were very nice. They state that they are below most other gas service companies in The Panhandle and will continue below after the new rate is in force; Amarillo is, of course, an ex-

ception. They said that they gave voluntary reductions in 1935, 1937 and 1940—and that they must have the increase to continue operation and to make a fair profit. They have a lot of statistics and figures showing just what the increase will cost the average consumer and the higher consumption brackets indicate around \$6.00 a year which, they point out, is 45 or 50 cents per month; some figure only 10 and 15 cents per month. They say everything has gone up, including salaries and costs. They also say that consumption has gone up more than 10-to-1 over the territory, which helps to hold distribution costs down in most instances.

They are mighty fair and above-board in their dealings. They have all of their facts and figures in the proposal pamphlet. I like their straightforward method of dealing and, like I said in the beginning, maybe they are entitled to an increase. Anyway, more than half of the proceeds from the rate increase will go to the federal government in gas company taxes.

This is one point they never could hammer through my thick skull. Their chart deducts taxes before they achieve the 5.45 percent profit on the new rate schedule. They say that big business figures taxes just as much a part of cost of operation as salaries and materials. People who pay withholding and income taxes can't do this. The gas bills are paid out of "take home" pay. The gas company chart shows a tax cost of \$4,647,068.94 for taxes, \$659,818.29 of which is listed as Federal Income taxes under the proposed rate. They would, of course, still pay income taxes on the 5.45 percent dividend profits. Anyway, it is too fast for me and I am sure that the Railroad Commission and the City are more qualified to han-

die the situation. At least, I sure hope so. Stony Wall is always welcome and I appreciate his interest, but the talks about so many figures that it gives me the headache.

Another interesting point in the gas company figures is the fact that takes amount to more than the remainder of the operation costs. Under the proposed rate: "Purchase of Gas" costs \$1,691,872.10. "Operating Expense" is \$1,602,393.35 and "Depreciation", \$378,507.59—a total of \$3,672,773.04. When compared with the tax total of \$4,647,068.94, this shows \$974,295.90 more paid out in taxes than cost of gas, salaries, overhead and depreciation. All of which makes the cost of government pretty steep.

Some smart alec also mailed me a full page, color advertisement for the "MontaMower", a mower sold out of Grand Rapids, Mich. I can trace the culprit down to a few individuals, but I don't know which one. It's quite a story.

About 10 years ago, Alton Miller, Roger Corbett, George Stambaugh, Harry Danforth and I chipped in a few dollars each and bought one of these machines. Well, it arrived—and none of us were able to get any lawn cutting from the infernal gadget. I don't even know what finally happened to it. Anyway, none of us were very pleased about the situation. Alton, George and Harry were most unhappy over losing their investment. The loss, of course, piqued Roger and I, but our deepest regret was the fact that it wouldn't work. We had it all figured out where our wives could do the lawn mowing in short time—and being gentlemen we were trying to help them. We sincerely felt that it was too much of a chore for the women to push those heavy mowers.

I will therefore offer a reward of one cup of coffee for proof concerning the guy who mailed in the ad. He signed it "A Reader"—and typed in the wording I figure it was either George or Roger—and somehow I suspect George as the No. 1 suspect.

In addition, my wife will read this and start giving me a bunch of trouble all over again for something that happened 10 years ago. She gets some crazy ideas, anyway. I have quietly been trying to promote a fishing trip into Canada, so I could look into the newspaper

### Nothing Stolen In Break-In at Hendricks Buick

A break-in Friday night at Hendricks Buick on Highway 60 was reported to Sheriff J. C. Reese early Saturday morning.

Nothing was stolen by the prowler, Reese said, and no fingerprints that proved of value were left behind.

Entry was gained by breaking the glass in a window at the rear of the building. Nothing appeared disturbed, the sheriff stated.

The break-in was discovered by the shop foreman when he came to work Saturday morning.

Reese said that in "all probability" the break-in was committed by the same person who last week broke into the Edwards Pharmacy on Miles street.

Mrs. Laura Gardner of New Orleans, La., is visiting in the home of her daughter, Mrs. Howard Gore.

situation. I was painting a beautiful picture of the columns I could also write while on the trip, and she didn't say much. Finally, when I got through, she endorsed the idea, but altered the situation somewhat by saying: "Why don't you get a two week job on a combine crew. I believe folks around here would really be interested in following the combine crews on into Kansas and the north. I'll bet you could write some real good columns about that."

Trouble with the deal was that I had to admit to myself that she was probably correct. I couldn't say much, except mumble about the newspaper shortage which, incidentally, is a fact. We have put out the last four papers on borrowed print—and still don't know when our shipment will arrive.

It may be just a rumor, then again, it might be fact. Anyway, word is going around that Alex Thompson went up to do his part in the Red Cross blood donor campaign, they stuck the needle in his finger, took the sample and ran the test. Not satisfied, they tested and then tested again. Finally, the nurse came back, shaking her head and reported: "Mr. Thompson, I'm sorry, but your test indicates 94 percent Folders coffee."

All you have to do to get a rise out of people is just stick your neck out—a wee bit. Lyle Blanton reminds me that he is flying more than ever before. Also got a rise out of Jack Dean from the little squib about the private plane situation Jack says:

Dear Jimmie:  
"Your interest and reference to the 'flying bug' was greatly appreciated by several of us who own and fly planes. There are several who do fly and make good use of their planes for business and emergency reasons. Lyle Blanton has very well demonstrated the advantage of the airplane in case of severe emergency as well as others.

"However, a student pilot, as all have to be at one time, does not care to kill himself anymore than anyone who is learning to drive an automobile. As all things are, there are hazards that could be overcome. One thing I have in mind is the removal of hi-lines that we have around the airport. Drive out there and watch for yourself. Why not move the airport? I would say 'No'—for it is located close to town, which is to everyone's advantage; more especially when commercial flying becomes a supporting factor to the town. I do not appreciate an airport 10 or 12 miles from a town where I want to go. Our airport here has about one and a half miles of runway and could very easily have another runway if it were not for the hi-lines.

"How about some of the other boys that have the flying desire? Let's hear from you."

"I just had to say something for we need some improvement and should take steps to start such.

Sincerely yours,  
Jack Dean

Maybe I was wrong. It looks as if there is still quite a bit of interest in private planes. Nothing like a few years back, but the number who stick after the new has worn off are the boys who count.

"Cooperation would solve most of our problems. Freckles would be a nice coat of tan if they were put together."

"It is not enough to do the right thing, it must be done at the right time and place."

### Canadian Girl Will Be Bride Of Hereford Man August 11

Mr. and Mrs. E. E. Seymore of Winnepeg, Manitoba, Canada, announce the approaching marriage of their daughter, Evelyn Elizabeth, to Sam Hershey, son of Mr. and Mrs. H. L. Hershey of Hereford.

The bride-elect, who is secretary to Mr. R. E. L. Brown, McAlester Fuel company, Lubbock, is a 1950 graduate of Central High school, Lima, Ohio. She attended Angus

School of Commerce in Winnepeg before coming to Lubbock in April of this year.

Mr. Hershey is a graduate of Hereford high school, class of 1948, and will be a senior at Texas Technological college next semester.

Marriage vows will be read Saturday August 11, at the home of the bride's uncle, T. G. Seymore, 2318 Fifth Street, Lubbock.

Mrs. Don Bruhl and Mrs. Herbert Haseloff left Thursday morning for Dallas where they will buy extra merchandise for The Wonderland Toy shop.

appreciation we wish to express our thanks to the hundreds of friends who did so many deeds of kindness and love through the illness and death of W. S. Dixon.

CARD OF THANKS  
With deepest gratitude and

Mrs. W. S. Dixon & Sons

DR. MILTON C. ADAMS

OPTOMETRIST

140 West Third

Hereford, Texas

Phone 374

Office Hours—8:30 5:00

## ANTHONY'S Cinderella DRESS LAY-AWAY EVENT

### Captivating Matching Sister Frocks EXACTLY RIGHT FOR SCHOOL OR PLAY



**Dan River Plaid**  
Little Sister 3 to 6½ \$4.98  
Big Sister 7 to 12 \$5.90

Select from Brand New, Complete Stocks. A small down payment will hold your selection 'til school opens this fall!

"young fry" plaids in Cinderella look-alikes



**Novelty Plaids**  
Little Sister 3 to 6½ \$3.98  
Big Sister 7 to 14 \$4.98



**Smart Little Plaids**  
Little Sister 3 to 6½ \$4.98  
Big Sister 7 to 14 \$5.90

Famous Dan River Wrinkle-shed cotton plaid with eyelet edged sleeves and ruffle. Push-up type sleeves with wide ruffle. Flored skirt.



**Two Tone Frock**  
Little Sister 3 to 6½ \$3.98  
Big Sister 7 to 14 \$4.98



**Smart Little Plaids for the Smart Young Set**  
Little Sister 3 to 6½ \$4.98



**Snug Elasticized Bodies**  
Big Sister 7 to 14 \$5.90

The long and short of it. This pair in gingham with perky tab and pocket tops of pique. Pre-shrunk for hoppler wash days.

In plaid gingham, white pique trimmed... with one collar that looks like three. Flored peplum pockets. Captivating styles for big and little sister.



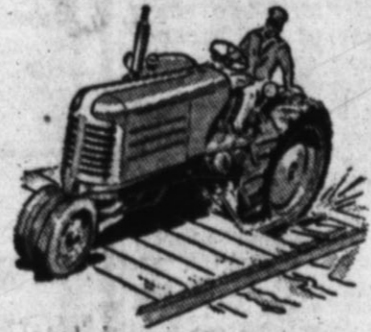
**Imported Gingham**  
Little Sister 3 to 6½ \$4.98  
Big Sister 7 to 14 \$5.90

Here's a pretty pair of imported woven gingham plaids. Smart over-blouse and soft pleated skirt. Pre-shrunk, fast colors for wash day delight.

In Sanforized broadcloth and woven gingham... push-up sleeves and princess line fitted bodice. Piped trim, solid top... flored skirt.

An authentic plaid in imported cotton gingham. Snug, elasticized bodice. Two pockets. Eyelet trim... deep circular yoke.

## Mr. Farmer Be Careful

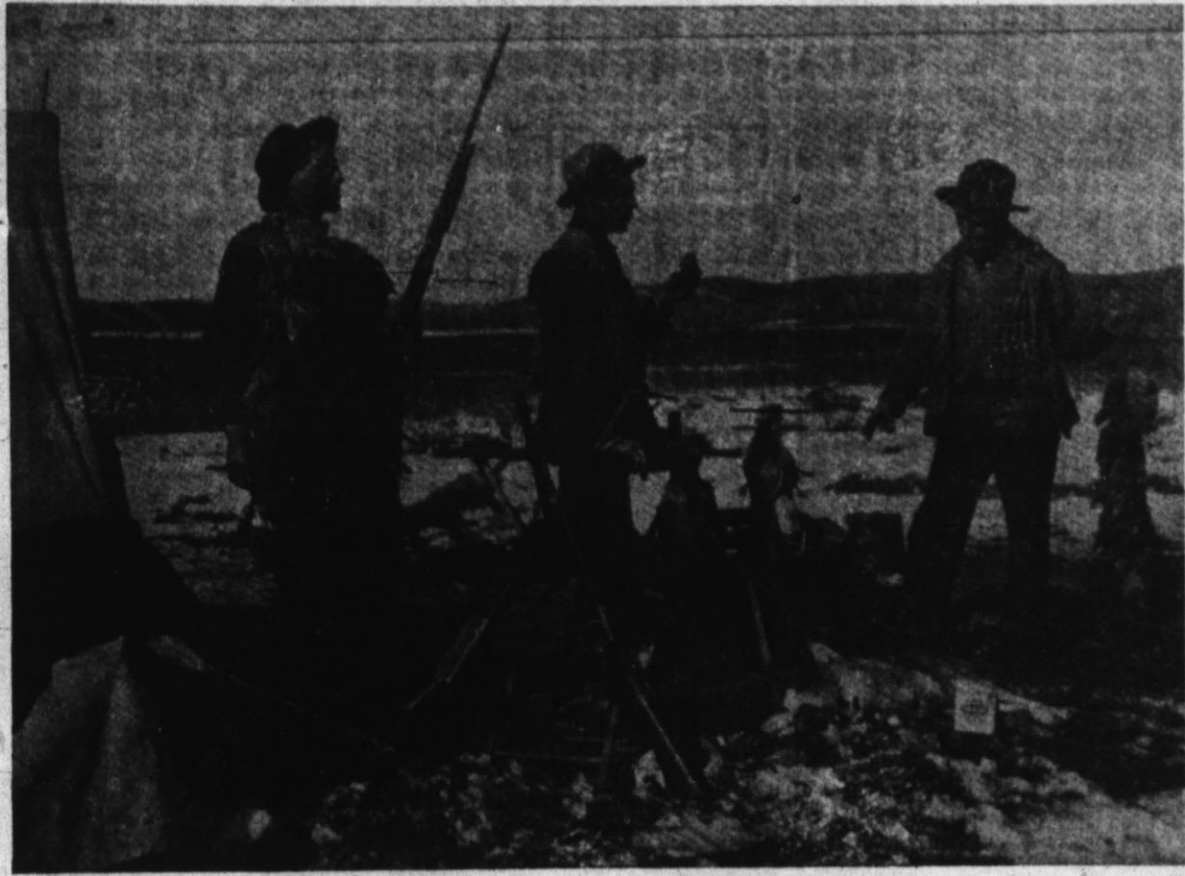


The High Rate of Deaths on the Farm Are From Accidents That Could Have Been Avoided.

Making Sure That All of Your Machinery, Tools and Other Things Around the Farm Are in Good Shape Is A Good Start On the Way Toward Farm Safety.

CONSUMERS FUEL Assn.  
Hereford, Texas





THE BRAND IS looking for identification of these three early-day hunters shown here with their quarry. Identification can be made, perhaps, by someone recognizing the scene. We are interested in finding out who the three are.

## “Limit of Growth of This Nation is Water Supply”

“The limit of the growth of this nation will be its water supply”. So say our best engineers.

For many years, city people have taken their water supply for granted, but the water shortage in the City of New York last year directed the attention of all of us to what has been happening with city users of water.

The city of Los Angeles brings its water 340 miles from the Colorado river to take care of its needs. That gives you an idea of how vital water is and what a problem it is in some cases to bring it for use.

Americans use a lot more water per person than they used to. Between 1890 and 1945, the use of water for municipal purposes increased six times while the population of the country as a whole doubled. Besides the municipal water systems, there are a great many factories that use a lot of water, which usually comes from the same watershed as the municipal systems.

Sometimes the amount of water used in these factories is tremendous. For example, it takes 65,000 gallons of water for each ton of steel produced. It takes 600 to 1,000 gallons of water for each ton of coal burned in a steam generating

plant. A big paper mill will use as much water as a city of half a million people.

Farmers, too, are using greatly increased amounts of water. From time to time, farmers will be using a greater share of water that falls on the earth. There is enough precipitation each year to average about 30 inches for the entire country.

About 22 inches of that 30 are evaporated or used by crops and trees growing on land. The other eight inches finds its way over the surface of the ground or underground, into the streams and rivers. For the country as a whole, present water supplies are good.

Our supplies are good in some of the most important agricultural regions of the country. That is the regions extending from the Great Lakes to the Gulf of Mexico and in parts of the Pacific Northwest. This area with above normal supplies includes about 31 percent of the area of the country. The area of deficient runoff makes up only 16 percent of the country.

Farmers during recent years have learned many ways to conserve water. The most important practice the farmer has learned is to lead as much as

possible of the water that falls on his farm into the ground. There it may remain within reach of the plants growing on the ground, such as pasture, cotton, corn, wheat or something else, or it may move farther down into the soil to join the water that eventually finds its way into the vast underground supplies. These are mainly responsible for keeping up the flow of streams and springs during long periods when no rain falls.

Keeping soils covered with some sort of a crop is a water conservation device open to farmers everywhere. Terraces are useful. So are contour cultivation, strip cropping, contour farming and other such measures. Ponds also help by holding water on the farm that would otherwise run off.

When we look at a big river dam with hundreds of acres of water back of it, we must remember that all the water which is held by these dams comes from the farms and forests above them. These farms and forests can do their part by letting only surplus water go on to these dams and to let that surplus water down gradually.

Many farmers over the Nation are using the water conservation practices of the Agricultural Conservation Program to aid them in their water conservation programs. As farmers become more familiar with these methods of conserving water supplies it is believed that more and more of the water that falls on the earth will be used on the farms where it falls.

### Barrett Funeral Services Wed. At Friona

FRIONA—Funeral services for H. R. Barrett who died Monday evening at the Friona hospital were held Wednesday morning at 9 o'clock at the First Baptist church of Friona with Rev. Jimmie Tidwell, Rev. Hullett and Rev. Russell Pogue officiating.

Burial was in East View cemetery in Vernon under the direction of Blackburn Brothers Funeral home in Amarillo.

Barrett was born October 3, 1869. He moved to Friona from Odell, Texas.

Survivors include: Mrs. Maude Barrett, a son, Elmer Barrett of Mt. Pleasant, Texas; two daughters, Mrs. Bertha Teveritt of Sara, Okla. and Mrs. Artie Cox of Georgia; two step children and two sisters.

Pallbearers were: Ross Terry, N. C. Tubbs, Eulan Phipps, John Terry, E. H. Louis, and Ray Clements.

Miss Mary Lou Benson of Abilene spent the week-end visiting in the home of her parents, Mr. and Mrs. Hardy Benson. Miss Benson is employed for the summer at the city tax assessor's office in Abilene. She will return this fall to Hardin-Simmons university, where she will be a senior student, majoring in journalism.

Sgt. and Mrs. Kenneth Risler of Shreveport, La., spent the week-end in Hereford with Mr. and Mrs. Bill Howard and with Mr. and Mrs. Tom Howard.

## Legal Notice

THE STATE OF TEXAS  
County of Deaf Smith  
In the Name and by the Authority of The State of Texas To:

Mrs. M. M. Smith, whose residence is unknown, the heirs and legal representatives of Mrs. M. M. Smith, deceased, whose name and residence are unknown, and the respective unknown heirs and legal representatives of all the above named parties, the unknown owner or owners of the herein-after described property and their heirs and legal representatives, whose names and places of residence are unknown, and any and all other persons, including adverse claimants, owning, or having, or claiming any legal or equitable interest in or lien upon the hereinafter described property delinquent to plaintiff—herein for taxes.

YOU ARE HEREBY NOTIFIED that suit has been brought, and is now pending in the Honorable District Court, 69th Judicial District, Deaf Smith

County, Texas, wherein Hereford Rural High School District is plaintiff; State of Texas and County of Deaf Smith, and City of Hereford are impleaded party defendants; and Mrs. M. M. Smith, and the Unknown Heirs and Legal Representatives of Mrs. M. M. Smith, deceased are defendants, by the filing by said plaintiff of a petition on the 11th day of July, 1951 and the file number of said suit being No. 3396 and the nature of which is a suit to collect delinquent ad valorem taxes on the following described property, to-wit:

All lot 7, N½ of Lot 6 and the S½ of Lot 8, Hogh's Subdivision of Block No. 33, Evans Addition to Hereford together with interest, penalties, costs, charges, and expenses of suit which have accrued and which may legally accrue thereon.

The amount of taxes due each plaintiff, exclusive of interest, penalties and costs is as follows:

Hereford Rural High School District, \$24.62;  
State of Texas and County of Deaf Smith, \$17.80;

City of Hereford, \$3.38;  
TOTAL, \$45.80.

The names of all taxing units which assess and collect taxes on said property not made party to this suit are NONE.

Plaintiff and all other taxing units who may set up their tax claims herein seek recovery of delinquent ad valorem taxes on the property hereinabove described, and in addition to the taxes all interest, penalties, and costs allowed by law thereon up to and including the day of judgment herein, and the establishment and foreclosure of liens, if any, securing the payment of same, as provided by law.

All parties to this suit, including plaintiff, defendants, and intervenors, shall take notice that claims not only for any taxes which were delinquent on said property at the time this suit was filed but all taxes becoming delinquent thereon at any time thereafter up to the day of judgment, including all interest, penalties, and costs allowed by law thereon, may, upon request therefor, be recovered herein without

further citation or notice to any parties herein, and all said parties shall take notice of and plead and answer to all claims and pleadings now on file and which may hereafter be filed, in said cause by all other parties herein, and all of those taxing units above named who may intervene herein and set up their respective tax claims against said property.

You are hereby commanded to appear and defend such suit on the first Monday after the expiration of forty-two (42) days from and after the date of issuance hereof, the same being the 27 day of August, A. D. 1951 (which is the return day of such citation), before the honorable District Court of Deaf Smith County, Texas, to be held at the courthouse thereof, then and there to show cause why judgment shall not be rendered for such taxes, penalties, interest and costs, and condemning said property and ordering foreclosure of the constitutional and statutory tax liens thereon for taxes due the plaintiff and the taxing units parties hereto, and those who may

intervene herein, together with all interest, penalties, and costs allowed by law up to and including the day of judgment herein, and all costs of this suit.

Issued and given under my hand and seal of said court in the City of Hereford, Deaf Smith County, Texas, this 11th day of July, A. D. 1951.

R. L. Thompson  
Clerk of the District Court  
Deaf Smith County, Texas,  
69th Judicial District.  
(SEAL)

By Lucille Posey  
Deputy  
S-3-2-c

Miss Doris Mahaffey left Friday morning for Norman, Okla. where she will visit with her mother, Mrs. Dixie Smith, for a week.

Milt Draper of Tahoka, Texas, left Tuesday after a week long visit with Mr. and Mrs. Tom Draper.



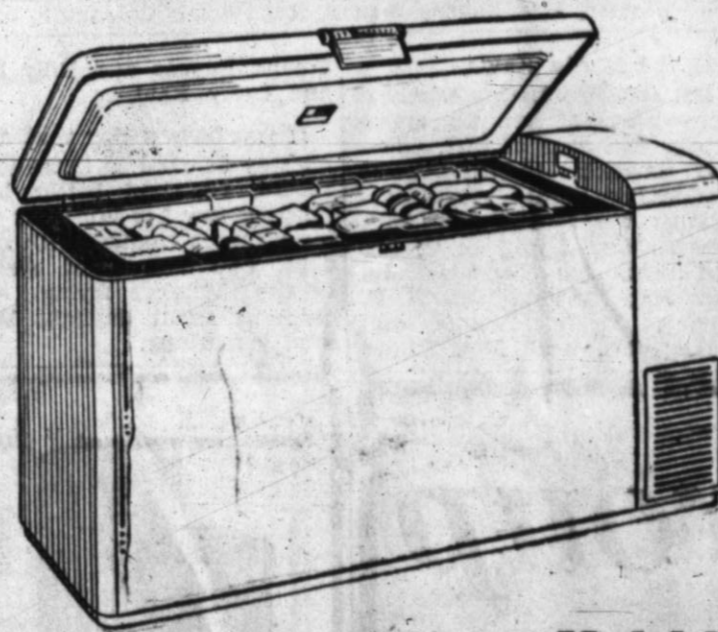
WORLD'S  
Leading  
FREEZERS

# Let IHC and HIC

Place A

## International Harvester Home Freezer

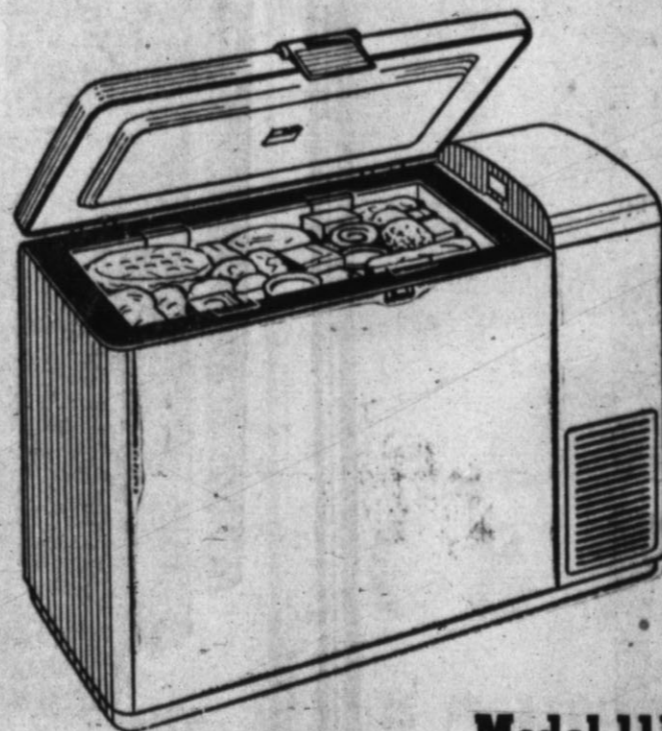
In Your Home



Model 158

FOR A 10 DAY  
FREE TRIAL!

And —

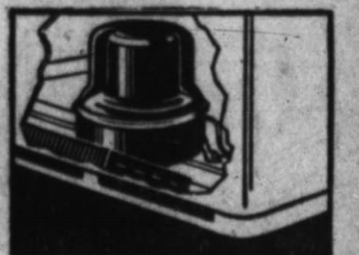


Model 111

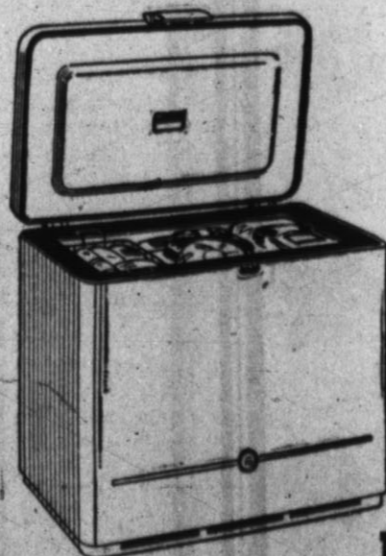
In That  
International  
Harvester  
Home Freezer  
We Will Put  
Enough Frozen  
Food to Give You  
FREEZERITIS!



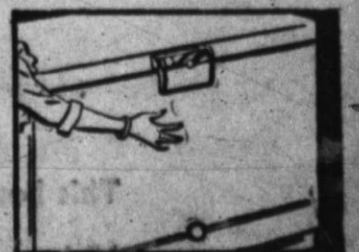
**Over-All Freezing**  
Freezes foods anywhere on all 5 inside surfaces! Add new foods easily—anywhere, anytime.



**No-Noise Operation**  
No fans—no belts—no open moving parts. Hermetically sealed unit; quiet as an IHC refrigerator.



Model 70



**Dri-Wall Cabinet!**  
Means dry floors, too! Does away with excessive moisture on cabinet exterior!

Call Us Now At 51 or 52

# HEREFORD IMPLEMENT COMPANY

### Out for vacation in Lee Riders and Lee Color Matched Shirts & Pants

LEE RIDERS, authentic western cowboy pants for Men, Women, Boys and Youths.

LEE MATCHED SHIRTS AND PANTS, rugged, good-looking for work or for your favorite hobby.



As Advertised in LIFE



Lee (Description) PANTS	2.98
Lee SHIRTS (To Match)	2.98
MEN'S Lee RIDERS (11-oz. Denim)	3.95
BOYS' Lee RIDERS (8-oz. Denim)	2.25
WOMEN'S Lee RIDERS (8-oz. Denim)	3.25

## HARMAN'S

We Give S & H GREEN STAMPS

## Mother, Grandmother of Residents Of Community Died on Tuesday

By Mrs. Elmer Combs

The community extends sincere sympathy to Mrs. Bess Werner and Mr. and Mrs. George Turrentine for the loss of their mother and grandmother, Mrs. Ridgeway, who died Tuesday night. She had been in ill health for some time.

The boy's 4-H Club met at the community house last Thursday. After the business meeting, Hugh Clearman showed the boys a film on cotton insects. Mrs. Merlin Kaul served refreshments to the following members: Jimmy, Woodrow, Wayland and Ray Northcutt, Larry and Walter Lynn Kaul, Eugene and Billy Don Combs, G. C. Merritt, Ross Joe Landers and Mr. Clearman.

There were 57 present at Sunday school Sunday. Mrs. Harold Lloyd Head gave her birthday offering. E. J. Duncan of Pampa was a visitor. The Methodist revival, which has been in progress the past week, closed Sunday night with a baptismal service in which Ann Wagoner was baptized. Those present for Sunday school and church, brought basket lunches and dinner was spread after church at the noon hour Sunday.

Mr. and Mrs. E. J. Duncan of Pampa visited in the Robert Boyd home Sunday. They also visited Mrs. Boyd in the hospital. Mrs. Duncan is Mrs. Boyd's sister.

Mrs. Pearl Durhan of Colorado City, Mrs. Jean Truly of Dallas, Mrs. V. D. Coltharp and Pamela Sue, and Mrs. L. M. Turner of Hereford were guests in the Joe Wagoner home Tuesday. Mrs. Durhan and Mrs. Truly are sisters of Mrs. Turner, Mrs. Wagoner's mother. Mr. and Mrs. Clarence Sauley, Fred Severance, and Bob Barrett of Hereford attended the ball games at Clovis, Saturday night.

Patsy and Sandra Townsend accompanied Mr. and Mrs. Harry Denges of Hereford to Winters Friday where the girls visited with their grandmother Davis over the week-end.

Junior Wilson of Faith, S. D. visited in the home of his brother, Elvin Wilson, and with

friends in the community the past week.

Mrs. Clifton Combs accompanied W. E. Combs to his home in Plainview Friday. Clifton, Eugene, and Billy Don Combs went to Plainview Saturday and Margaret returned home with them Monday.

Mrs. Glendon Harrison and sons Gary and Ronnie of Dallas are spending the week visiting in the home of her sister, Mrs. Bernie Northcutt.

Mr. and Mrs. W. B. Nunley, Jackie, Ronnie, and Rickie were callers in the Guy Lawrence home in Hereford Sunday evening.

Mrs. Merlin Kaul had a coffee for her house guest, Mrs. Ralph Durstine of Friona, Saturday morning. Mrs. Jimmy Thomas, Mrs. Elmer Combs, Mrs. Durstine and Mrs. Kaul were present.

Mr. and Mrs. Bert O'Connor of Plainview were guests Monday in the Elmer Combs home. Mr. O'Connor is Mrs. Combs' father.

Mr. and Mrs. Van Coltharp and Pamela Sue of Hereford and Mr. and Mrs. W. B. Nunley, Jackie, Ronnie, and Rickie were callers in the Elmer Combs home Sunday afternoon.

Mrs. Kenneth Rudd and little daughter came home from the hospital last Wednesday. In the hospital items of last week's Brand the Rudd's baby was listed as a son, but this was an error.

Jimmy Northcutt and Eugene Combs have been on the sick list this week.

Mr. and Mrs. P. B. Sowell and Margaret Lee were dinner guests in the David Sowell home in Hereford Sunday.

Mr. and Mrs. Van Coltharp and Pamela Sue of Hereford were supper guests in the Joe Wagoner home Tuesday night.

Mesdames Merlin Kaul, Joe Landers, Elmer Combs, Jimmy Thomas, and Ralph Durstine of Friona were in Amarillo Tuesday. The group stopped by the college in Canyon where Mrs. Kaul enrolled for the next semester of school. Mrs. Kaul will receive her degree from Canyon at the end of this semester.

## Classmates Enjoy Morning "Coke" Party

Mrs. C. P. Cockrell was hostess at an al fresco "Coke" party Friday morning honoring her daughters, Mrs. Eugene Osburn and sons, Gary Douglas and Charles Dean, of Manitou Springs, Colo., and Mrs. Carl Oldham and children, Conna Ann, and Randy of Woodward, Okla.

Guests included classmates in Hereford high school and conversation centering around high school days highlighted the get-together.

Those attending were: Mesdames Walter London Jr., Fred Barrett Jr., and Spencer, Eugene Boggs of Friona, Richard Winget and Pamela, R. A. Daniel Jr. and Karen Sue, Pat Robinson, Dick Gholson and Barbara and Ginger, Worth Covington and Gloria, Walter Seed, Charles Hill, Jack France, John Winkler and Rande, Harold Balze, Donald Henslee and Donnie and Martha, and Miss Dorothy Combs.

The children in the group were provided special entertainment in an improvised play house in the yard.

ter.

Those from this community attending the 4-H party in Hereford were: Mary Lynn, Ralph and Clarence Morrison, Larry and Walter Lynn Kaul, Eugene and Billy Don Combs, Helen Marie and C. M. Diller, Patsy Townsend, Mrs. Clarence Sauley, Ross Joe Landers, Jacquelyn, Ronald and Mrs. A. A. Brinkman, Clarence, Bucky and Patsy Caywood, and Douglas Couple.

Mrs. V. Skypala accompanied her son, Edgar Skypala and family of Hereford this week on a tour of the northwest Pacific states.

Van Coltharp of Hereford visited Friday night in the Elmer Combs home.

Several families in this community have new cars. They are the C. M. Diller's, the B. B. Northcuts, the W. B. Nunleys,

and the Merlin Kauls.

Mr. and Mrs. Bernie Northcutt were hosts at an ice cream supper in honor of Mrs. Glendon Harrison in their home Wednesday night. Those attending were: Mr. and Mrs. Preach Merritt and G. C. Mr. and Mrs. Joe Landers, and Ross Joe; Mr. and Mrs. W. B. Nunley, Jackie, Ronnie and Rickie; Mr. and Mrs. Elmer



GUESTS AT THE LAWN party given in honor of Mrs. C. P. Cockrell and Mrs. Carl Oldham are first row from left: Gloria Covington, Sande Winkler, Pamela Winget, Karen Sue Daniel, Martha and Donnie Henslee. Second row: Mrs. Robert Peterson and Johnny, Mrs. Gene Osborn and Charles, Mrs. C. B. Cockrell, Gary Osburn, Randy Oldham, Mrs. Carl Oldham, Conna Ann Oldham, Mrs. Fred Barrett Jr. and Spencer. Standing are: Mrs. Don Henslee, Mrs. Harold Balze, Dorothy Combs, Mrs. Jack France, Mrs. Walter Seed, Mrs. Pat Robinson, Mrs. Charles Hill, Mrs. R. A. Daniel, Mrs. Richard Winget, Mrs. John Winkler, Mrs. Eugene Bogers, Mrs. Worth Covington, and Mrs. Walter Lond on Jr. —Brand Staff Photo.

Combs, Eugene and Billy Don; and Larry Kaul.

If you have a dog that doesn't stay as close to home as he should, you had better leash him, for Roy Lee Wilson is taking no more chances with stray dogs. Two dogs killed over 60 of the Wilson's frying sized chickens about daylight Wednesday morning.

### H. D. Club Meets

North Hereford Home Demonstration Club met Thursday afternoon in the country home of Mrs. Fred Saltzman. Reports of committees were heard and Mesdames Oscar Vaughn, Frank Wilde and R. A. Fullwood were named to serve on the nominating committee for next year's

officers. Birthday gifts were presented to Mrs. Oscar Vaughn and Mrs. Mary Bodkin, the two oldest members of the club.

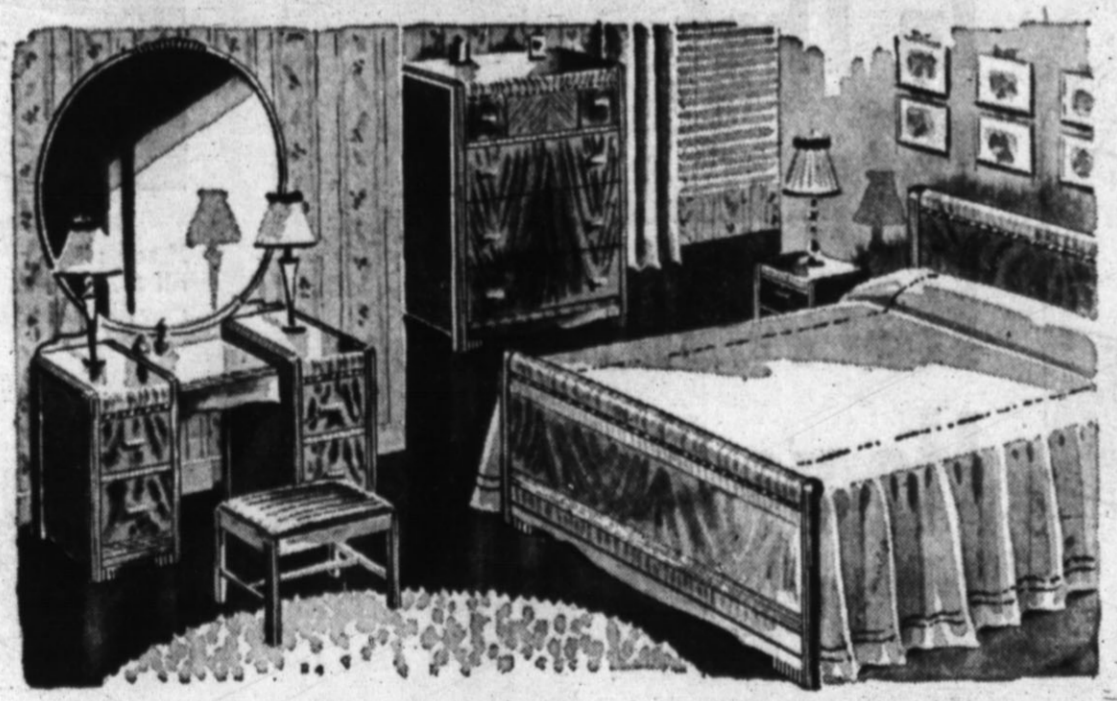
The next meeting will be held with Mrs. Tony Hoffman on August 2.

Refreshments were served to Mesdames; Frank Wilde, Oscar

Vaughn, Harold Pettyjohn, Tony Hoffman, O. C. Williams, Fred Barrett, R. E. Barrett, W. H. Russell, Otto Massie, Paul Hoff, Otto Olson, R. A. Fullwood, Bill Helton and the hostess. Special guests were Mesdames Homer Cates, Pete Carmichael, F. H. King, Birdie Roe and Tom McFarland.

# 6-Pc Bedroom Group

AN OUTSTANDING VALUE



4 Pc. Bedroom Suite	169.50	\$149 <sup>50</sup>
Innerspring Mattress	39.95	
Steel Frame Spring	18.50	
A \$217.95 Value For		

This beautiful four piece bedroom suite comes in Walnut or Mahogany, and includes Bed, Chest, Vanity and Vanity Bench. Large four drawer chest center guided. Lovely round plate glass mirror. Panel bed.

## E. B. Black Company



## We Have In Stock 37 PATTERNS Of Beautiful Inlaid Linoleum

In 6 ft. Widths - Select Yours Now!

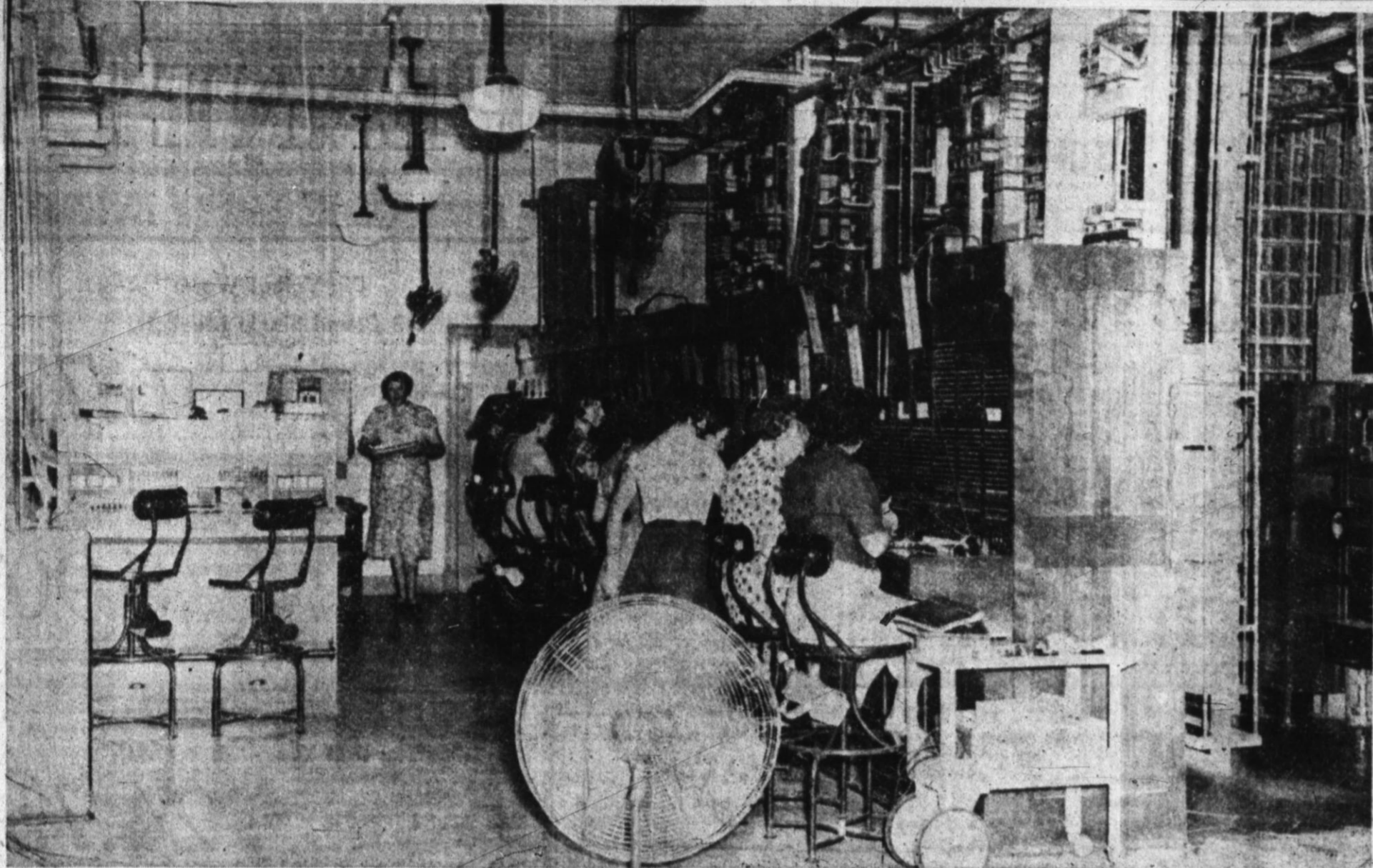
We Have A Wide Variety of Rubber CABINET TOP MATERIAL

Quaker WALL COVERING and CONGOWALL

If You're Planning to Recover Your Floor or Doing Any Similar Job Let Us Give You An Estimate.

# CARL McCASLIN LUMBER CO.

One Block East of Courthouse in Hereford Phone 7



SOUTHWESTERN BELL Telephone company's new and enlarged switchboard room is shown in the above picture. The expansion of the local branch office, which was just completed, has added nine tolls to the local exchange—two local tolls and three long-distance. Five hundred new numbers were added. New country equipment has also been added, according to Line Chief R. L. Etheridge. Capacity of the local exchange has increased from 1212 numbers to a high limit of 2727. Thirty-three operators are now employed by the local company.—Brand Staff Photo.

## SW Historical Non-Fiction is Leader in New Library Books

Historical non-fiction about the Southwest leads the parade of new books at the Deaf Smith county library this week, according to Mrs. J. J. Boydston, librarian.

"Frontier Fighter", an autobiography of George W. Coe, who fought and rode with Billy the Kid, rates at the top of the list, with "No High Adobe", by Dorothy L. Pillsbury; "The Pueblo Indian World", by Edgar Hewett and Bertha Dutton; "Arizona", by Rufus Wyllys; "Wandersong", by Eleanor Banks; and "The Wildwest of the West", by Forbes Parkhill, following closely.

Other non-fiction on the list of new books include: "What Handwriting Tells You", by M. N. Bunker; "Alaska Today", by B. W. Denison; "Flowers of the Southwest Desert", by Matt N. Dodge; "Uncle Sam's Acres", by Marion Clawson; "East of Home", by Santa Rama Rau, author of "Home to India"; "Profile of Youth", by members of the staff of the "Ladies Home Journal"; "Sails and Whales", by Captain H. A. Chippendale; "Bradley, A Soldier's Story", by General Omar Bradley; "Grapes of Canaan", by Albertine Loomis; "The Good Ways", by Delight Ansley, and "Partners: The United Nations and Youth", by Eleanor Roosevelt and Helen Ferris.

One Literary Guild selection, "Umberto's Circus", a story of a traveling European circus

## Summer Shrub Care Outlined By Extensionist

COLLEGE STATION — Take care of your shrubs during the dry summer months. Water, fertilizer and pruning are important to the life of your plants, Sadie Hatfield, Homestead Improvement specialist for the Extension Service of Texas A. & M. college, says.

Shrubs probably suffer more from mismanagement of moisture than anything else, the specialist comments. There are two ways of keeping the moisture than anything else, the shrub: first, make a depression around the plant to catch and hold as much rain water as

during the early 19th century, by Edward Bass, is featured in the new fiction books in the library.

Other fiction books are: "The Lamp is Heavy", by Sheila MacKay Russell; "The Troubled Air", by Irwin Shaw, author of "The Young Lions"; "Cameo", by Helen Topping Miller; "The Emigrants", a historical novel, by Wilhelm Moberg; "The Golden Road", a novel of adventure in the tropics during the Gold Rush, by Peter Bourne; and "Guests of Summer", by Hilde Abel.

possible. Then, once you have moisture in the soil—either from rainfall or irrigation—use somekind of mulch to keep it there.

Use layers 2 or 3 inches thick of well-rotted leaves and grass clippings or straw, rotted hay from hay stacks, or straw from wheat and oat stacks. If the soil is tight, use some sand for the leaves to work into, or use a layer of loose top soil to hold water later on. Miss Hatfield suggests using the hoe instead of the hose for the thin layer of top soil; you are likely to kill feeder roots near the surface if you dig more than 2 or 3 inches deep.

Shallow soils do not hold moisture through the summer, so it may be necessary to irrigate occasionally. The specialist says let the water run slowly until the soil is wet to a depth of 10 to 13 inches.

Check with your county home demonstration agent for specific instructions for taking care of shrubs in the area where

### IN THE SERVICE

Pfc. Clifford F. Kerr  
3628th Maint. Squad.  
3625th M & S Grp.  
Box 259-A  
Tyndall, AFB,  
Florida

Don Russell of Albuquerque spent several days this week in the home of his cousin, Mrs. Ivan Block.

## Theater Force Is Entertained

Employees of the Francis Hardwick theaters were entertained at a hamburger fry in the Hardwick back yard Monday night.

Mr. Hardwick acted as master of ceremonies, cooking the hamburgers over the grill in the open fireplace and directing games after the picnic feast.

Those present were: George, Margie, and Jo Lynne Carlyle, Nellie Conklin, Betty Culpepper, George and Rosie England, Bobby and Ted Hardwick, Pat

Loerwald, Mr. and Mrs. Francis Hardwick, Joan and Pat, Keith Hodges, Mildred Kelly, Eugene Miles, Glenn Pierce, Lola Verne Pitts, J. W. Sirkel, Doris Stanfield, Dorothy and Lois Thomas, Novalyne Wiggins and Joan Yancy.

## Dorcas Circle Enjoys Coffee

Dorcas Circle of the Methodist church was entertained in the home of Mrs. Hank Williams Wednesday morning at an informal coffee. Mrs. Wayne Edwards was cohostess. Mrs. Richard Barnard, presi-

dent, directed the business session and Mrs. Norman Gray conducted the devotional program.

Attending were: Mesdames Dale Tinnin, Glenn Watts, Jim Whelan, Don T. Martin, Richard Barnard, J. R. Fowles, Earl Plank, Bill John Messick, Leroy Aven, Norman Gray, and the hostesses.

Mr. and Mrs. Harry Kibbe and daughters, Carolyn and Panda, former residents of Hereford and now of Fullerton, Calif., visited in Hereford from Tuesday through Sunday in the home of his sister, Mrs. Ida Vaughn. They also visited with

Mr. and Mrs. Carlos Vaughn. Callers Sunday in the Ida Vaughn and Ara Lewis home were: Mr. and Mrs. John Anthony, Ronald and Freddie Mack, of Elida, N. M.; Mr. and Mrs. Carlos Vaughn; Mrs. J. T. Richardson, H. D. Tarlton of Morton, Texas; Mrs. Opal Robertson and daughter, Elaine Jones; Mr. and Mrs. V. O. Hennen of Arkansas; and Mr. and Mrs. H. V. Stanton.

Mrs. Gene Osburn, Gary and Charles Dean of Manitou Springs, Colo. and Mrs. Carl Oldham, Conna and Randy of Woodward, Okla. are visiting with their mother, Mrs. C. P. Cockrell.

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NORTHWEST HEREFORD NEWS

Potatoes, Wheat Being Harvested By Northwest Hereford Farmers

By Mrs. R. C. Childers. Rural folk are very busy these days. Those that aren't harvest potatoes are irrigating, while others are still trying to glean a little from the hail damaged wheat. Over half of an inch of rain fell in places in this vicinity Wednesday. Potatoes are being harvested on Dr. Willis' place four miles west on Harrison, and on the Rogers Brothers farms.

C. Childers home Monday was Mrs. Allie McNeill from Canyon. Mr. R. C. Childers visited Mrs. Leo Hennington and her new daughter, Suanne, Tuesday at the home of her mother Mrs. G. F. Witherspoon. Mrs. Hennington was released from the hospital Monday. Sue and Colleen Cooke both passed their drivers test Tuesday. Sue had been trying for some time to pass hers, but Colleen passed her test on her first try with no difficulty.

Miscellaneous Shower Is Courtesy For Mrs. Arden Brame, Recent Bride

Mrs. Arden Brame of Abilene, the former Miss Mary Louise Grady, was honored at a lovely courtesy in the form of a miscellaneous shower given in the home of Mrs. R. G. Blue Friday morning. Other hostesses were Mesdames: Jim Higgins, Phillip Miller, Sank Ramey, Roy Boyd, Joe Kendall, Cecil Wilkins and Jeff Roberson.

The house was decorated informally with midsummer flowers with the lace covered table centered with an arrangement of pastel shaded gladioli. Bouquets of sweet peas were used about the entertaining rooms. Appointments for the refreshment table were in crystal and Mrs. W. D. West of Cold Springs presided at the punch bowl. Mrs. Nolen Grady assisted guests in signing the register.

Mrs. Blue and the bride's mother, Mrs. Jack Grady, stood with the honoree to receive the guests.

Mrs. Brame will receive her degree in nursing at Hendrick Memorial Hospital in Abilene in September. She is a graduate of Hereford High School and many classmates and old friends were among the guests. Those registering were: Mesdames Henry Hastings, Chas. Newell, M. H. Wiseman, Bill Price, Robert Thompson, L. L. Womble, Coy Phillips, Bill Bradley, Neal Young, Lee Hopson, J. E. Young, W. D. West, Guy Newsom, Lloyd Neill, Edward Roberson, Chas. Shibley, C. E. Leasure Jr., Mary Bodkin, W. H. London Jr., Earl Phillips and members of the house party.

Those sending gifts were: Mesdames Doris Jean Hill, Robert Wagoner, Mack Beach, Rosemary Melton, Bill Hutson, Lee Kendall, Harold Rudd, Onias Carroll, Guy Lawrence, J. Wallace Robinson and R. C. McGilvary. Mesdames Royds Boyd, Guilletta Gantstenson, Jacqueline Newell, Elaine Thompson, Frances Young, Mary Kathryn Carroll, Sue Perryman, Ruth Loerwald, and Martisha Ramey.

Toastmasters Club Gives Program at Rotary Meeting Fri.

The Hereford Toastmasters club presented talks on the United Nations at Rotary club Friday at noon. Bob Wear served as master of ceremonies for the program. Robert Thomson started the talks with "The Structure and Function of the United Nations" followed by Elmer Patterson who spoke on "What About United Nations Policies Mr. President?" The last speaker, Dr. M. C. Adams, presented his views on "The U. N. - Let's Look At The Back Side of the Ledger."

Visitor Honored

Marr'e Koetzer, of Colorado Springs, Colo., who has been visiting her parents, Mr. and Mrs. M. H. Koetzer, was feted at a wicker roset at her parents home Wednesday night. Old friends enjoying the occasion were: Mrs. Jimmie Kendrick of Tulsa, Mrs. Warren Owen, Velma Harper, Virginia Curtsinger, Frances Young, Adeline Koetzer and the honoree.

Hospital Notes

Patients in Hospital Mrs. Guy Lawrence, Inl. Jack Fortenberry, surg.; W. H. Eubank, accid.; L. G. Allen, accid.; Mrs. Dewey Parker, med.; W. A. Hunter, med.; Allen Hughes, med.; Mrs. Ethel Hunter, med.; Mrs. W. C. Witherspoon, med.; Mrs. J. V. Pickens, surg.; Mrs. E. K. Turner, surg.; Addie Guthrie, med.; Delbert Drager, surg.; Melvin Kimball, med.; Ruben Sasa, med.; Esperanz Perez, med.; F. M. Hill, Jr., ortho.; Terry Lee, med.; Mrs. Vera Gonzales, OB; Cecil Morrison, accid.

Patients Dismissed Mrs. Elizabeth Womble, med., 7-20; Jane Womble, med., 7-20; Mrs. Jack Anderson, med., 7-20; Mrs. J. M. Northcutt, OB, 7-20; D. C. McWhorter, med., 7-20; Rex Garon, accid., 7-21; Josephine Garza, surg., 7-21; Ila Rose Bell, accid., 7-20; Mrs. Leroy Foster, OB, 7-19; Raymond Paetzold, med., 7-20; Mrs. Louise McElyea, med., 7-19.

Births A son to Mr. and Mrs. Ruben Gonzales July 21.

El Nino Study Club Entertains Children

Members of El Nino Study club entertained their children with a swimming party at the municipal pool Wednesday morning, followed by a picnic lunch at noon.

Those making arrangements for the annual summer affair were Mrs. Ben Childers and Mrs. Paul Coneway.

Attending were Mesdames: W. J. Reeves and Colleen, T. J. Clay and Pamela, Ben Childers and Sandra, Paul Coneway and Richard and Stephen, Sam Nelson and Stephen, Jim Bookout and Martha Ann and Jane, P. A. Daniel Jr. and Karen Sue, John Jacobson, Jr. and Marcus, John Kelly and Mike, Sam Nunnally and Donna Jean and Patsy, O. G. Hill and daughter, and two guests Mrs. Ben Childers' sister Mrs. Glenn Yareer of New London, Conn., and Mrs. Frank Snerkouski of New London, a friend.

As-You-Like-It Club To New Mex.

Members of As-You-Like-It Club were entertained by a member of the club Mrs. Lee Hanson, and Mr. Hanson in Springer, New Mexico last week end. A summer party was enjoyed Saturday evening followed by a progressive forty-two party. Mr. and Mrs. Jack Grady won high score award and low went to the R. G. Blues.

On Sunday the group went to the Cimarron Canyon for a picnic and returned to Hereford Sunday evening.

As-You-Like-It club was organized as a sewing club in 1944 and many such trips as a group have been enjoyed. The club meets twice each month as a sewing club and husbands are entertained at forty two or canasta once each month.

Members are: Mrs. Jack Grady, Mr. and Mrs. Joe Kendall, Mr. and Mrs. R. G. Blue, Mr. and Mrs. C. O. Wilkins, Mr. and Mrs. Jeff Roberson and Mr. and Mrs. Lee Hopson.

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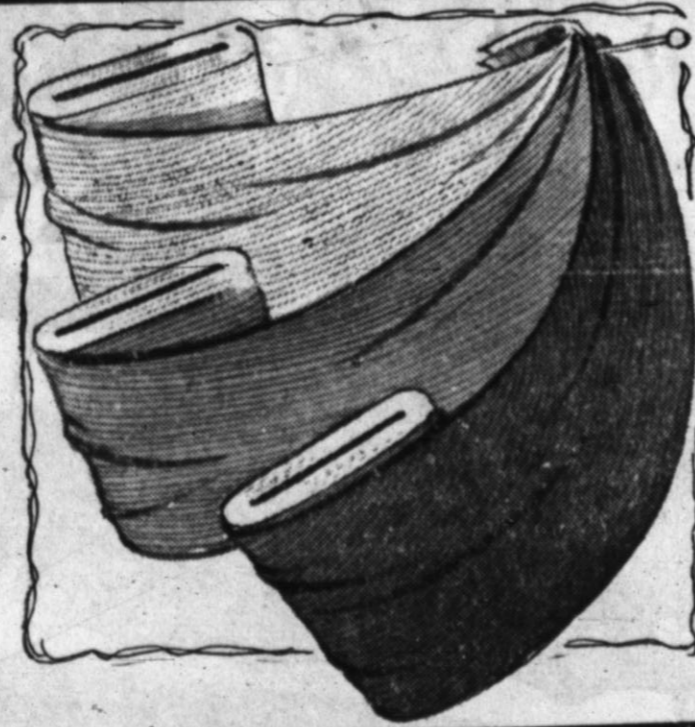
SEW NOW FOR BACK-TO-SCHOOL! 35" Wide

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You'll want to start sewing right away, soon as you see the colorful new prints! The interesting designs, the wonderful blending of color will bring joy to every home sewer. The tiny 49c yd. price tag is good news for your budget! Hurry... start sewing now!

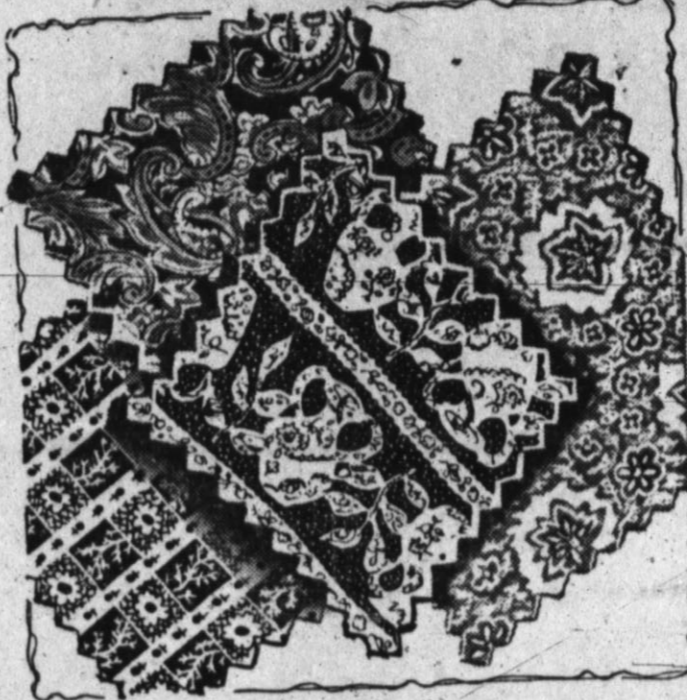
TODAY SPECIAL 80 Sq. Plain & Print Dress Lengths

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SCHOOL OPENS SOON!

SAVE more!



PENNEY'S OWN SAN-FORIZED SILVERMOON

SPARKLING NEW BACK-TO-SCHOOL PRINTS!

79c yd.

All the magnificent colors, the soft, subtle shadings of silk in a washable sanforized cotton! Come see the refreshing new prints that lend themselves to all your fall fashion sewing!

ADVANCE PATTERNS 5749, 5862. SEE PENNEY'S BACK-TO-SCHOOL FABRICS IN FULL COLOR IN THE AUGUST ISSUE OF "WOMAN'S HOME COMPANION."

BUTTER-Y SOFT! EASY DRAPING!

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Come see the galaxy of fall colors... a dazzling array of what's new in corduroy! You'll want to stitch up everything from versatile weskits to skirts that can take hard classroom wear—and still look good! Easy to sew? Of course... it's wonderfully soft! 38" wide.

MOTHERS WE KNOW IT'S EARLY, BUT WHY NOT MAKE THAT PEP-CLUB SKIRT NOW?

July Month End Clean Up Bargains-Clearance!

BOY'S SUMMER WASH SLACKS

Pre-Shunk Reduced to

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BOY'S 11 OZ.

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Coat or Pullover Style

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WHITE T SHIRTS

Boy 10 to 16

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BOY'S JACQUARD T SHIRTS

Size 10 to 16 Years

\$1.00 to \$1.79

All Ladies SUMMER HATS

Reduced to Sell

25 Hats

40 Better Hats

Reduced to 50c | Reduced to \$1.00

Girls' and Ladies Pedal Pushers

1.98 to 2.29 Values

Reduced to

1.33

Ladies Full Fashioned "Nylon Hose"

51 Gauge 15 Denier

88c

Child Swim Suits

Size 1 to 3

50c

Size 4 to 8

\$1.00

Reduced to Save

30 Ladies Summer

Blouses, Cotton and Rayon

Reduced to Save

\$1.00 and \$2.00

2 Large Racks of Girls and Ladies Dresses Skirts and Blouses Reduced to Sell

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SUMMER BLANKET EVENT

Big Value! Warm 3 Pound Single Blankets

75% Rayon 25% Wool

6.77

Double Warm - Plaid Pairs

Size 72x84 80% Cotton 15% Rayon, 5% Wool

5.90

Electric Blankets

You Dial Your Own Warmth

Size 72x84

24.75

Jacquard Blanket

Indian Design

Fleecy Texture Size 70x80

3.79

3/4 Pound Single

50% Wool, 50% Rayon

Rayon Blend Extra Weight

9.90

4 Pound

All Wool Blanket

White or Red in Multicolor Stripes

15.90

"Wool Filled"

Rayon Satin Comforters

Creamy All Wool Size 72 x 84

11.90



# H. R. Pattersons Mark Golden Wedding Event

Mr. and Mrs. H. R. Patterson who celebrated their golden wedding anniversary on Saturday, July 14, remember the dust bowl days in the 1930's when they were trying to farm in the Progressive community. Their spiritual and moral fiber was toughened, perhaps even more than their physical fiber in that struggle, as can be verified by many more farmers of that period in the history of the county.

Not ones to give up, they began to salvage what they could when it became evident that they would have to leave the farm, and within the last few years they have realized a life-long dream of a home of their own. They had bought several lots before price of city property advanced, and much of the lumber used in their modern five-room stucco house on Park avenue was collected and sorted during their stay on the farm.

It took three years to complete the work on the house which Mr. Patterson did, for the most part, alone. He refused help, explaining that he

knew just how to use his lumber and other materials to the best advantage. He did accept some help from his son, Elmer, and the other boys helped when they could.

Saturday their faces registered serenity and happiness as friends and relatives, remembering the date, stopped informally to extend good wishes and congratulations.

The couple was married at the home of the bride's parents in Grayson county on July 14, 1901, with Rev. J. W. Worley, a Methodist minister, performing the ceremony. Her parents weren't ready for her to marry, but she was ready the first time she saw him—it was love at first sight for them both. During a clandestine courtship, she made a white dress for her wedding and the first time her parents ever saw her leave the house with a young man, she was Mrs. H. R. Patterson. She made sure she would wear flowers at her wedding by growing them herself.

The young couple lived in Dexter, Cook county, for a while

and then later lived at Sadler. In 1916 they moved to Hereford bringing with them their three sons Elmer, Paul, and Ezzell. One son, John, born in Hereford died at the age of two years. If their first several years in Hereford had a special theme, it was the education of those boys. Mrs. Patterson's determination to keep the boys in school never faltered, and when remembering, she commented, "I always had the answers ready when my brothers declared I was foolish not to take the boys out of school and put them to work on a farm."

Now, having reached the period in life when they have time to enjoy activities of their choice, both spend a great deal of time in their vegetable garden and orchard. Their health is not good and she has just recovered from a serious illness, but they are still able to make flowers bloom and vegetables grow. One of their greatest pleasures is providing neighbors and their children with fresh

(Continued on page 2)



MISS ALMA FAYE KNOX

## Knox-Durham Vows Set for August 5

Mr. and Mrs. W. H. Knox are announcing the engagement and forthcoming marriage of their daughter, Alma Faye, to Ronny Durham, son of Mr. and Mrs. Byron Durham.

The wedding vows will be read in the home of the bride's parents on Sunday morning, Aug. 5, in the presence of relatives and close friends.

Both Miss Knox and Mr. Durham are graduates of Hereford high school. She has completed

her freshman year at Eastern New Mexico university, Portales, and Mr. Durham will be a junior student at the university this fall, both were honor students at ENMU last year. Miss Knox is employed by the Southwestern Public Service company in Portales.

## Three Former Residents are Entertained

Three sisters who were reared in Hereford came back Tuesday to look up old friends and visit their old home. They were the daughters of the late Mr. and Mrs. J. E. Garrison, who were pioneers of Hereford. Their father operated one of Hereford's first hardware stores. The sisters now are Mrs. Ver-

(Continued on page 2)



MR. AND MRS. DENNIS LOMAS

## McGee-Lomas Wedding Solemnized In Sanctuary of Methodist Church

The marriage of Miss Joyce McGee, daughter of Mr. and Mrs. Taft McGee, and Dennis Lomas, son of Mr. and Mrs. Harry Lomas, was solemnized Sunday afternoon, July 15, at 3 p.m. in the sanctuary of the First Methodist church. A reception was held afterward in Ward hall of the church.

Rev. Don Davidson, pastor, read the double-ring ceremony in the presence of scores of relatives and friends. Miss

Thelma McMinn organist, played "I Love You Truly", "Indian Love Call" and "O Promise Me" as a concert preceding the ceremony and "Clair De Lune" as the vows were spoken. Colleen Brown sang "Through the Years" and "Because" accompanied by Miss McMinn, and the traditional wedding marches were used for the processional and recessional.

Large arrangements of white gladioli and daisies formed altar decorations against a background of palms and green fern trees and cathedral tapers burned in seven-branched candelabra. Pews were marked by bows of white satin ribbon.

Miss Joan McGee was her sister's maid of honor and the honor-matron was Mrs. Paul Roach. Mrs. Bob Hardin of Amarillo and Ruth London were bridesmaids and Judy McGee served as junior bridesmaid. Mr. Reuben McGilvary of Lubbock was best man and Clifton Cox, Slaton; Virgil Morton, Jr., Amarillo; and Don Schmitt, were ushers.

All the feminine attendants wore summer brown taffeta frocks, designed with low bodice and low neckline cuffed with wide bertha of the taffeta which formed tiny shoulder sleeves. The full floor-length skirts were gathered to the low waistline. All wore bonnet brims of taffeta to match their dresses and short mitts tied with yellow ribbon. Each girl carried an arm bouquet of yellow daisies tied with satin ribbon.

The bride, given in marriage by her father wore a traditional gown of ivory satin that had been worn by her cousin. The bodice and traditionally pointed sleeves were of chantilly lace, and the skirt featured a front panel of lace. The high round neck was edged in a tiny ruffle of net and the full, full skirt extended into a chapel train in the back. Her veil of illusion was held by a bonnet brim of satin caught with small satin rosebuds, and fell fan-shaped to three-quarter length in the back. Her only ornament was a single strand of pearls, the gift of the bridegroom. The wedding bouquet was a detachable orchid surrounded by stephanotis with tufts of wide satin ribbon and showers of white satin lovers knots.

The mothers of the couple wore navy blue sheer dresses with pink feathered-carnation

corsages.

Reception in Ward Hall. Immediately after the wedding, a reception was held in Ward hall of the church. Yellow candles lighted the refreshment table, which was laid with a hand made lace cloth over yellow satin. The floral decor was of white gladioli and daisies in a crystal basket. Mrs. Ernest McGee presided over the tiered wedding cake which she had made for the bride, assisted by Mrs. G. C. Merritt. Mrs. James Skelton and Mrs. Johnny McGee poured punch and Bobby Jane Sisk served at the guest register.

Informal music was provided throughout the reception by Barbara Jean McGee, Patsy Wiltshire, and Gayle Marie Foster of Otton.

When the couple left on a short wedding trip the bride was wearing a tan Irish linen suit with brown trim and small white collar. Accessories were in natural shantung and she wore the orchid from the wedding bouquet. The couple will return here to make their home in the Fullwood apartments.

Both Mr. and Mrs. Lomas are graduates of Hereford high school and Mrs. Lomas attended West Texas State college for one year. Mr. Lomas attended Texas Technological college

and served two years in the Army Air Corps during the war. He is employed at Suits Auto Supply company.

Out-of-town guests at the wedding were; Mrs. Belle Long of Shawnee, Okla., grandmother of the bride; Mr. and Mrs. Jess Long; Mr. and Mrs. John Morgan; Mr. and Mrs. Floyd Perry; and Mrs. Paul Roach of Shawnee; Mr. and Mrs. Lloyd McGee and Jo Ella of Portales, N. M.; Mrs. Paul Cook and Darlene.

(Continued on page 2)

## Owens-Goldston Engagement is Announced

Mr. and Mrs. W. E. Owens of 805 Boudry St. Houston, have announced the engagement and approaching marriage of their daughter, Ernestine, to William Henry (Bill) Goldston, son of Mr. and Mrs. H. D. Goldston of Hereford.

The wedding is scheduled to take place in the Tirnity Baptist church of Houston on August 12. Following the wedding a reception will be held in the church reception hall.

After the wedding and short wedding trip the couple will return to Hereford to make their home.



ERNESTINE OWENS



MR. AND MRS. H. R. PATTERSON

Elmer Patterson Photo

## The Sunday Brand

# ◆◆ SOCIETY ◆◆

Hereford, Texas, Sunday, July 22, 1951

Section Two



THREE SISTERS who spent the day in Hereford Tuesday after years of absence. They are left to right; Mrs. Vernon L. Kemmer, 334 W. 16th street, Chicago Heights, Illinois, Mrs. J. M. Pettijohn, 653 S. Washington St., Van Wert, Ohio and Mrs. John H. Genrick, 1944 Elm Grove Rd., Milwaukee, Wis. They are the former Lucille, Lois and Zollie Garrison, respectively, daughters of the late Mr. and Mrs. J. E. Garrison of Hereford. —Brand Staff Photo

MRS. LETA BARNETT

# Mushroomed Tuna is Good Dish for Summer Weather

Mrs. Leta Barnett of Wichita Falls who visits her mother, Mrs. J. M. Boone frequently, collects recipes from all over. She likes to cook. When she doesn't need to cook for herself, she enjoys making delectable dishes for her neighbors. When she comes to Hereford she brings favorite recipes for this column and has contributed some of the recipes she obtained while traveling in Europe last summer.

A couple of weeks ago, Mrs. Barnett visited her mother here and left this recipe, which is currently her favorite, for use in The Sunday Brand. It fills hot weather needs as it is simple and practical to serve at any time and is pretty as well. Mrs. Barnett likes to serve it in oyster or crab shells.

- 1 20-cent package of potato chips
- 1 large can tuna fish
- 1 can Campbell's Cream of Mushroom Soup

Mash the potato chips fine in bag. Break tuna in small pieces and mix potato chips and tuna together. Place in buttered baking dish and spread one (undiluted) soup over top. Bake in 350-F degree oven until brown. Serve hot. If the shells are used, place a serving of the tuna mixture in shell and cover with the soup. Bake in oven until brown and serve shell on plate or several on a

large platter. Not long ago, Mrs. Barnett entertained a club group and as accompaniments to the mushroomed tuna, she served spiced apples, buttered asparagus, stuffed celery and hot rolls, topped off with cherry pie.

## McGee...

(Continued from page 1)

and Mrs. James Skelton and Mr. and Mrs. H. O. Griffith, Amarillo.

Mrs. Rebecca Lomas of House, N. M., grandmother of the bridegroom; Mr. and Mrs. W. Dwight House, N. M.; Mr. and Mrs. Glenn Lomas and family, Hot Springs, N. M.; Mr. and Mrs. Charlie Lomas and family, Clovis; Mr. and Mrs. J. E. Lomas and family, Lubbock; Mr. and Mrs. Arlie Dean, Nara Visa, N. M.; and Mr. and Mrs. B. R. Dixon, Virgil Morton Jr., and Miss Ida Campsey, Amarillo; Mr. and Mrs. Jim Harp and family, Dimmitt; Clifton Cox, Slaton; and Reuben McGilvary, Lubbock.

## Rehearsal Party

Following the rehearsal of the wedding Saturday evening, the couple was honored at an informal party in the home of Mr. and Mrs. R. C. McGilvary. Guests were members of the wedding party and their guests.

## Three...

(Continued from page 1)

hon. L. Kemmer of Chicago Heights, Illinois, the former Miss Lucille Garrison, Mrs. J. M. Pettijohn, Van Wert, Ohio, formerly Miss Lois Garrison, and Mrs. John H. Genrick of Milwaukee, Wis.

After a visit with relatives in Amarillo, the three stopped in Hereford for the day enroute to Lubbock, where they also visited relatives.

On Tuesday morning, Mrs. C. J. Mountz and Mrs. W. J. Stanford entertained at a reminiscence party honoring the visitors at the Stanford home. The honor guests and friends gathered for the occasion gave accounts of happenings of individual interest during the interim years.

Those attending the party were: Mesdames Jeff Gilbreath, Cliff Estes, C. H. Dyer, W. E. Dameron, Wirt Phillips, Willie Daniel, Jessie Radovich, A. O. Thompson, J. P. Slaton, T. W. Roberson, R. P. Conaway, W. E. Dunlap, George V. Stambaugh, Richard Bernard and Misses Johnnie Estes, and Mary Lou Roberson.

After the party session the honor guests visited their old home-place, now owned by Mrs. Willie Daniel.

## Watermelon Feast

Relatives were honored at a watermelon feast given at the home of Mr. and Mrs. I. H. Willoughby Saturday evening.

Those included in the outdoor party were: Mr. and Mrs. P. G. Clay of Tachoma, Wash.; Mr. and Mrs. Glenn Kyser and family of Fort Worth; Mr. and Mrs. Harry Schulz; Mr. and Mrs. Ronald Matthews; Mr. and Mrs. Marcus Matthews; Mr. and Mrs. Gordon Witherspoon; Mr. and Mrs. Clarence Schulz; and the hosts and children.

## Patterson...

(Continued from page 1)

fruits and vegetables in season. She likes to sew and quilt, having learned the art in her home when she helped make clothing and bedding for her 10 brothers and sisters. Out of her quilt box comes, periodically, graduation and wedding gifts. She never fails to respond to a call for those less fortunate than she.

Both Mr. and Mrs. Patterson are members of the Church of Christ and are regular in their attendance. Mr. Patterson did some preaching in his younger days and spends much of his free time in reading religious literature. He writes religious articles and one of his articles on religion appeared recently in "The Firm Foundation" a religious magazine published in Austin.

Besides their three sons, Elmer of Hereford, Paul of Snyder, and Ezell of Amarillo, the couple has six grandchildren.

Sam Hershey and Evelyn Seymour of Lubbock spent Sunday in the home of his parents, Mr. and Mrs. Horace Hershey.

## Golden Circle Class Session

Golden Circle class of the First Baptist church met in the home of Mrs. Herman Gray for its regular monthly business and social session, Friday evening. Mrs. Markham gave the introduction to the program and Mrs. R. H. Hale conducted the devotional lesson on the 46th Psalm.

Mrs. Edd Cox, president of the class, conducted a business meeting where future plans for the class were discussed.

Those present were Mesdames Markham, R. H. Hale, Edd Cox, Lowery, L. E. Davis, R. E. Caddell and the hostess.

## Win One Class Honors Mrs. Ward

Win One Class of the Methodist church honored their teacher of many years, Mrs. J. F. Ward, at a birthday luncheon held at the church on Tuesday, regular meeting date. Serving as hostesses for the luncheon were Mrs. Laura Thomas, Mrs. Clara Freeman, Mrs. M. M. Beavers, and Mrs. Wm. McGehee.

After the luncheon Mrs. D. W. Hawkins entertained with readings carrying out the theme of the day and Mrs. Laura Gardener of New Orleans told of mission work in the Methodist church there. Mrs. Gardener is visiting her daughter and son-in-law, Mr. and Mrs. Howard Gore.

Rev. Don Davidson spoke on evangelism in the church and the class president, Mrs. J. E. Beyer, presented Mrs. Ward with a birthday gift from the class. Mrs. Don Davidson gave the prayer of dismissal.

Those present were: Mesdames Andy Thomas, W. L. Winget, F. M. Faulkner, D. W. Hawkins, I. E. Woolery, H. M. Benefield, E. J. Hudson, J. E. Beyer, A. C. Thompson, Clara Freeman, T. H. Coursey, Florence Parr, C. C. Bowman, Ray Hershey, Fred Millard, the honoree, and the hostesses.

Guests attending were Mesdames: Laura Gardner, J. E. Donnelly of Terra Haute, Ind., Jordan, Arch Conklin, Eleanor Hudspeth and Miss Thelma McMinn.

Mr. and Mrs. L. H. Lookingbill, Mr. and Mrs. John Winkler and Sandy, and Mr. and Mrs. Gearld Wilson and Diane visited in Amarillo Sunday with Mr. and Mrs. Cecil Lookingbill and Mrs. O. G. Wilson.

# Final CLEARANCE

ALL SUMMER STOCK AT *Drastic Price Reductions!*

## A Few Only Early Spring Dresses

WERE	NOW	WERE	NOW
\$10.95	\$6.95	\$17.95	\$11.97
\$12.95	\$7.95	\$19.95	\$12.97
\$14.95	\$8.97	\$22.95-24.95	\$14.97
\$16.95	\$10.97	\$26.95	\$16.97

Were \$29.95

Now \$19.97

Cottons, Crepes, Shantung in Berg-Wessell, Klaffer Sabell and Peg Palmer

Entire Stock

## BATHING SUITS

Regular	\$4 <sup>97</sup>
\$8.95 Values	
Regular	\$5 <sup>97</sup>
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Nylon Elastic Ripple Flaoshe-Wanted colors

Group Of

## BLOUSES

Regular	\$3 <sup>97</sup>
\$5.98 to \$7.95 Values	
Regular	\$4 <sup>97</sup>
\$8.95 Values	
Regular	\$5 <sup>97</sup>
\$10.95 Values	

Cotton, Sheers, Linens, Nylon

All

## SUMMER HATS \$2<sup>00</sup>

*The Little Fashion Shop*  
"Smart Clothes for Smart Women."

# DAIRY SALE

LOCATED: 10 Miles East of Hereford, Texas On U. S. Highway 60, or 3 Miles West of Dawn, Texas on U. S. Highway 60.

THURSDAY, JULY 26, 1951

SALE TIME 1 P. M.

## 35 -- HEAD OF HOLSTEIN CATTLE -- 35

- 25 -- Holstein Heifers springing with 2nd calves. They will all be fresh for fall production, started freshening 15th of July.
- 5 -- Holstein Cows just fresh with 3rd and 4th Calves.
- 2 -- Baby Holstein Heifers
- 3 -- Baby Holstein Bulls
- 1 -- Reg. Holstein Herd Bull (Joe V. Hales Breeding)

## DAIRY EQUIPMENT

- 1 -- Surge Milking Machine With 2 units and pipeline
- 1 -- Can Rack -- 14 can size
- 14 -- 10 gallon cans
- 1 -- Surge Aerator with water pump
- 1 -- Frigidaire Walk in Box (nearly new)
- 1 -- Double Wash Vat

OTHER MISCELLANEOUS ITEMS

MR. DAIRYMAN: If you need to build your fall base production you should find this an opportunity to do so. All cows are just fresh or springing.

ALL COWS BANGS TESTED

Certificate With Each Animal

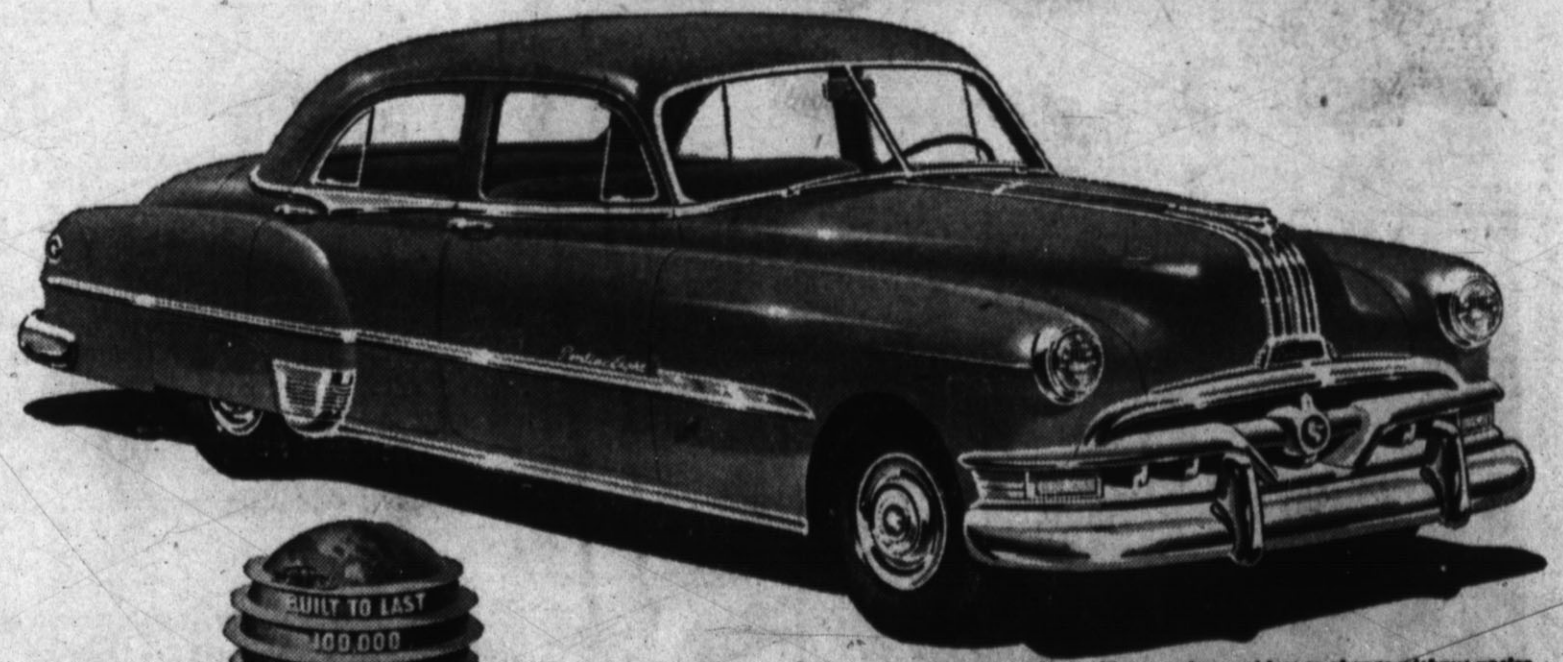
## Stuart Condron, Owner

Dawn, Texas

Richmon Hales, Auctioneer Canyon, Texas

W. E. Miller Clerk Canyon, Texas

# Dollar for Dollar you can't beat a Pontiac



## You Couldn't Make a Smarter Buy!

BEFORE you make any deal on a new car, remember this:

One of the most important things you buy when you buy a new car is its name!

Just think for a minute what the Pontiac name means:

It means a car so thoroughly good it will give you years of carefree pleasure.

It means performance so fine

you will look forward to every minute behind the wheel.

It means a car so beautiful it stands apart from everything else on the road.

The name Pontiac on your car means you are buying from a dealer who takes pride in the car he sells, the service he provides and his place in the community.

Come on in and talk deal—see how easy it is to own a Pontiac.

America's Lowest-Priced Straight Eight

Lowest-Priced Car with 6M Hydra-Matic Drive (Optional at extra cost)

Your Choice of Silver Streak Engine—Straight Eight or Six

The Most Beautiful Thing on Wheels Unaltered Body by Fisher

## PALO DURO SALES, Inc.

HIGHWAY 60 at FUNSTON

HEREFORD, TEXAS

### Perez-Odell Wedding Is Announced

Announcement has been made of the marriage of Mrs. Billie Jo Perez and James Odell of Amarillo. Mrs. Odell is the daughter of Mrs. Bessie Saulcy of the Westway community.

The couple was married in Clovis, on Sunday July 15. For her wedding the bride chose a rust-colored chiffon made upon simple lines.

Mrs. Odell is employed at Cowser and Bybee Law offices. Mr. Odell is employed by a construction company in Amarillo and they will make their home at Mrs. Odell's address, 141 E. Fourth St. in Hereford for the present.



"DOG IS MAN'S BEST FRIEND, according to Cecil Guseman, especially when compared with some of his other friends who promoted the charivari party for the newlyweds last Sunday night. Pushing the wheelbarrow is Mrs. Guseman, who didn't look quite so gay after the first block. In the background is Mac Pitman who helped sponsor the event. Photo by W. H. Patton, Jr.



Future 'rainy' days will be happy days

...when you invest THE INSURED WAY



First Federal Savings and Loan Association  
Clovis, N. Mex.  
SEE ELIZABETH WOMBLE  
148 N. Main Phone 497

### Former Members Y. W. A. Gather

Former members of the Roark Y. W. A. of the First Baptist church held a get-together at the home of a sponsor, Mrs. Jack Roberson Tuesday night. Most of the group had married and moved away and the reunion was occasioned upon their return to visit relatives.

A covered dish picnic supper on the lawn at the Roberson home was the order of entertainment. Those attending were Mrs. L. R. Frost, Abilene, the former Miss Glennis Cockrell; Mrs. Vernon Chambliss, Ft. Worth, the former Miss Audrey Cockrell; Mrs. Edgar Russell, Levelland, formerly Miss Odesa Cockrell; Mrs. George Cameron, Dimmitt, formerly Miss Kitty Kloe Harlin, Mrs. J. W. Cockrell, Monrovia, Calif.; Mr. and Mrs. Bill Roberson and daughter Sue of Amarillo, Mrs. Clarence Schulz, Mrs. J. G. Mercer, Thornton Shirley, Mrs. J. B. Harlin, and Mr. and Mrs. Jack Roberson.

### B & P W Club Holds Luncheon Meet

Business and Professional Women's club held its business luncheon in Hotel Jim Hill Monday noon with the second-vice-president, Mrs. Bruce Rose presiding.

Mrs. Frances Parker was in charge of the musical program, presenting several vocal selections accompanied by Mrs. C. H. Dyar at the piano. Mrs. Parker introduced her program by singing "The Golden Key" by Carrie Jacobs Bond who dedicated it to Business and Professional Women's Clubs of the nation.

In attendance at the meeting were: Ellen Carter, C-Ora Cockrell, Luella Cowser, Skeeter Hall, Pauline Howard, Ursalee Jacobsen, Corinne Jennings.

Ethel Lewellyn, Frances Neff, Bruce Rose, Lillian Smith, and Frances Parker, Lucille Posey, Cecil Williams.

Introducing  
NAN DOUGLAS  
Our New Beauty  
Operator-who has  
Been added To Our  
Already Excellent  
Staff of



JOHNNIE SCHEID  
LAMERLAS BERRYMAN  
GWEN SCHMITT  
GLADYS CARROLL

Styling And Beauty  
Work Can Make  
Hot Summer Days  
More Pleasant

## Beauty Mart

## E. B. Black Co.

Since 1901

### About 600 At Friona Baptist Dedication

FRIONA—Dedication services for the First Baptist church of Friona were held Sunday, July 15.

About 600 people were present at the morning service to

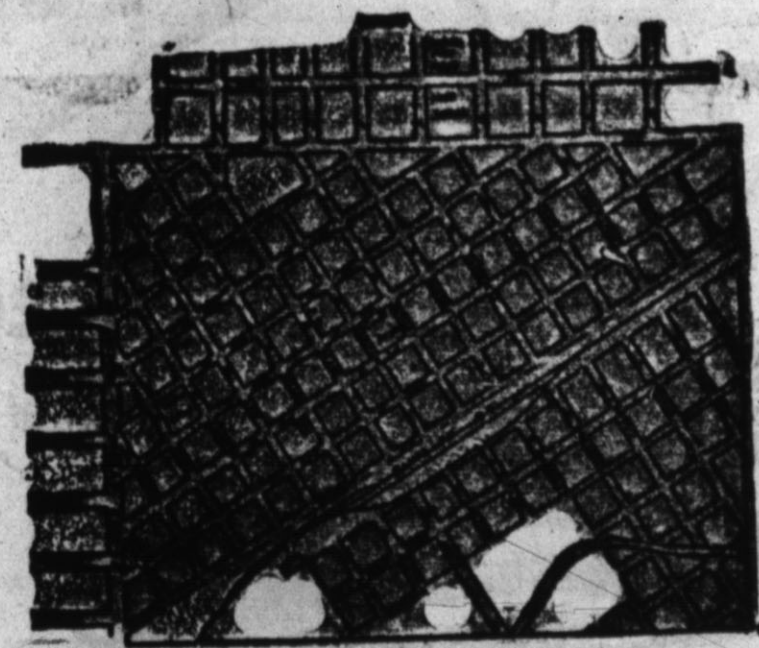
hear Rev. F. E. Swanner, district missionary from Plainview.

Program for the morning service was: a special song by Claude Miller accompanied by Mrs. Roy Miller; address by Rev. Swanner; recognition of the Dimmitt choir and former pastors as special guests; a meditation in music and chalk by Mrs. Jay Sanders accompanied by Joyce Miller; a special song by Mary Lou Miller; and recognition of former-members and visitors.

A basket lunch was held at noon and congregational singing in the afternoon was led by Charles Allen.

Special music for the evening service was provided by the girls quartet, comprised of the Miller sisters. Rev. Robert Lac-

well was to have given the evening message but at the last minute was unable to do so. Brother Russel Pogue took Rev. Lacwell's place. Baptismal services were held at the conclusion of the evening service for four people.



STREET MAP OF HEREFORD, TEXAS

BUSINESS and PROFESSIONAL

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When in need of Prompt, Dependable Service... use this Directory

Frank Cogdell  
Income Tax Service  
Office Above-Brand  
Telephone 1383

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Day and Night Service  
131 East 2nd St.  
Day-Phone Night-Phone  
951 148-J

Gililand Funeral Home

THIS SPACE  
FOR SALE

Hereford Wrecking Co.

Highway 60  
Complete Line of  
USED PARTS

See us for Expert Repair Work of All Kinds!

L. BASKIN  
INVESTMENTS  
List Your Holdings  
With Us For Quick Sale  
OFFICE  
JIM HILL HOTEL  
East Door  
Ground Floor

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

PICK-UP AND DELIVERY SERVICE  
PHONE 111  
ACME CLEANERS  
308 N. Main Hereford  
MADE TO MEASURE CLOTHES  
Put Your Winter Clothes in Moth-Proof Bags

# MONTH-END SEASON'S-END sale!

Childrens Spring And Summer Clothing  
Priced For Quick Clearance!

Children's Toddler  
**DRESSES**  
Thru Sizes 12  
Were \$3.95 Now **\$2.50**  
Were \$16.95 Now **\$9.95**

Boy's Toddler  
**SUITS**  
Thru Size 12  
Were \$3.95 Now **\$2.50**  
Were \$8.95 Now **\$5.00**

Toddler Spring  
**COATS and BONNETS**  
Were \$9.95 and \$10.95 **\$5.99**

**All Summer Hats**

GROUP SUMMER  
**ROBES** now \$1.88  
GROUP  
**HALTERS** 50c

**Swim Suits**  
Were \$1.25 Now **98c**  
Were \$3.25 Now **\$2.00**

**Slips**  
Were \$1.95 Now **\$1.35**  
Were \$2.95 Now **\$1.88**

**MATERNITY DRESSES  
BLOUSES & SKIRTS**  
Were \$4.95 Now **\$3.50**  
Were \$24.95 Now **\$15.95**

GROUP  
**SHORTS 1/3 off**  
Values To \$4.95 **\$1.50 each**

**Wonderland**  
TOT & GIFT SHOP

Dinner guests of Mr. and Mrs. Jimmy Jesko Wednesday night were Mr. and Mrs. Lilburn Hamilton, Charlotte and Patricia.

Mrs. Aden Brame of Abilene visited her parents, Mr. and Mrs. Jack Grady this past week.

# Displays, Suggestive Selling are Important

By Nelda Guy Lawrence

Attractive displays and suggestive selling are among the most important in-the-store factors in retail merchandising, a check of Hereford merchants reveals.

Most Hereford merchants agree that attractive, well-arranged displays are necessary in securing customers. The displays inside the store should be as attractive as the window arrangements, because an unattractive or "messy" display will often cause a customer to change his mind about buying an item that he came in the store expressly to buy.

Suggestive selling is accomplished in either of two ways—first, by the clerk suggesting some article similar to the one the customer has just purchased or by suggesting some article that the clerk feels the customer would be especially interested in; and secondly, by having kindred articles displayed close together. Suggestive selling is also done by featuring some article or articles in a prominent place in the store.

Changing merchandise around often will keep any display from getting "stale" and will cause the merchandise to sell better.

Courtesy on the part of the clerks is necessary when it comes to dealing with customers and pleasing them to the extent that they will return.

Some Hereford merchants think that if you have quality goods at a reasonable price that they will sell without any help.

Another idea is that unless the store handles merchandise that the clerks believe in, no amount of displaying will sell the article. They think it is the clerk's job to "sell" the customer not the customer's job to "sell" the clerk.

The peak shopping period in Hereford, when there is a good crop, is during the months of July and December, although

## DAWN NEWS

### Troy Newmans Receive Word of Grand-daughter's Serious Illness

From Thursday Brand  
By Bertha Frye

Mr. and Mrs. Troy Newman received word that their grand-daughter, Nancy Sloan, is seriously ill in an Albuquerque hospital. Nancy lived in Dawn un-

til last spring, when she moved with her parents to Encino, N. M.

Mr. and Mrs. Wesley Cox and children spent Tuesday in Los Alamos, N. M.

Mr. and Mrs. Boyd Stewart and children of Dumas spent the week-end with his parents, Mr. and Mrs. Zed Stewart.

Mr. and Mrs. Charles Corder returned home Friday after a trip of several week's duration. Mr. and Mrs. Donald May of Blackwell, Okla., are visiting her parents, Mr. and Mrs. Walt Beavers.

Mr. and Mrs. Tom Slovin and friends of Oklahoma City spent Saturday in the L. G. Allen home.

Jan Condron spent several days last week with her grandmother, Mrs. J. R. LaFon, east of Canyon.

Miss Iris Sue Brown spent last week with her grandparents, Mr. and Mrs. F. C. Lowe of Borger.

Miss Iris Brown of Claude and Norman McGill of Amarillo, spent several days last week in the home of Mr. and Mrs. Bruce Brown.

Grady Wilson Jr. and Bud Hopson of Faith, S. D., were visitors in the home of their sister, Mrs. H. H. Millard on Wednesday.

Mr. and Mrs. Wesley Cox and children attended the Jackson family reunion at Elwood park in Amarillo last Sunday.

Visiting in the J. W. Dart home Saturday were Mr. and Mrs. W. E. Dart and grandson, Kenneth, of Panhandle, and Mr. and Mrs. Bill Phillips of Hereford.

Mr. and Mrs. Charles Corder spent Sunday with Mr. and Mrs. Fred Phelps and family in

lesson on love and faith was given by Mrs. Goldston.

Members answered roll call by naming freedoms of which we are proud. During the business part of the program a nominating committee was appointed. Those named were Mrs. H. D. Goldston, Mrs. Sandford Smith, and Mrs. H. E. Miller.

Plans were made for welfare projects of the class. For entertainment, Mrs. Ralph McCullough conducted games. Refreshments were served.

Those present were Mesdames Roy Calvert, Ralph McCullough, Sandford Smith, Jeff Roberson, Louie Olson, Elwyn Hutchison, O. H. Herring, Bank Ramey, W. E. Landrum, and the hostesses.

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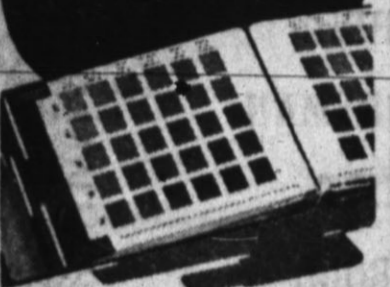
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**DECORATOR**  
Paint Colors  
AT  
BUDGET PRICES



**1,322**  
COLORS

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- Right over the counter—no waiting
- At regular paint prices
- No measuring—no muss, fuss or bother

**Hereford Glass Co.**  
The House of Glass  
Phone 1425  
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You can pay more but  
you can't buy better!

**BIGGEST** where it counts!

**BIGGEST** in shoulder room

Ford alone in the low-price field gives you 55.4 inches of shoulder room—room for three big people to sit in comfort. And you ride in comfort, too, with Ford's Automatic Ride Control leveling rough roads automatically!

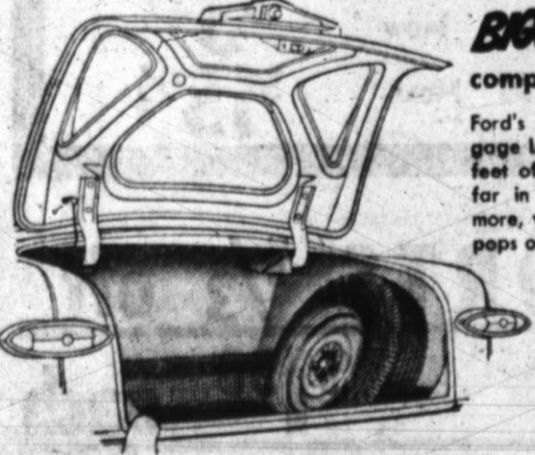


**BIGGEST** in hip room

Yes, Ford, with over five feet of hip room, is roomier than any other car in its class. And Ford alone in its class gives you new Automatic Posture Control. Touch a lever and driver's seat moves forward, adjusting automatically to right height and angle.

**BIGGEST** in luggage-compartment volume

Ford's spacious "Deep Deck" Luggage Locker provides over 24 cubic feet of storage space—biggest by far in the low-price field. What's more, with a turn of the key, the lid pops open. Nothing could be easier.



**FORD**

**BIGGEST** in savings

For the biggest savings in the low-price field, you can't beat Ford's V-8 and Six engines. For both feature the Automatic Mileage Maker, a fuel-saving system that gives you high compression performance on regular gas!

Come in and "Test Drive" it!

Equipment, accessories and trim subject to change without notice.

**HEREFORD MOTOR CO., INC.**

142 N. MILES AVE.

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**SPECIAL!**  
**KALSOMINE**  
**5 Lb. BOX 29<sup>c</sup>**

**LUMBER**  
1 x 10 \$5.50  
1 x 12 PER HUNDRED  
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**KempLumber**

109 - Miles

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# Electric Cooking Is



...as MODERN women KNOW!

The instant your finger touches the switch or pushes the button on your electric range, heat starts into the element. Why, electric cooking is fast as turning on an electric light bulb, and elements are red hot in a matter of seconds.

Electric cooking is fast, too, because when you cook electrically you cook with direct heat in contact with your utensil—pan-hugging heat that goes right into the cooking job to be done. None of the cooking heat of an electric range is wasted, for none of it goes up around the sides of the pan, only to disappear into thin air—warming up the air in the process.

Yes, electric cooking is fast. It's automatic, dependable, efficient, economical, clean, cool and convenient, too... as modern women know! See your electric appliance dealer now.

with a plus value - **It's COOL, too!**



**SOUTHWESTERN**  
**PUBLIC SERVICE**  
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26 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE

## The Fisherman's Dream FOUR-IN-ONE-ROD



No. 1 — 9-Foot Pole  
No. 2 — 7-Ft. Fly Rod  
No. 3 — 5-Ft. Casting Rod

No. 4 — Carrying Case and Case

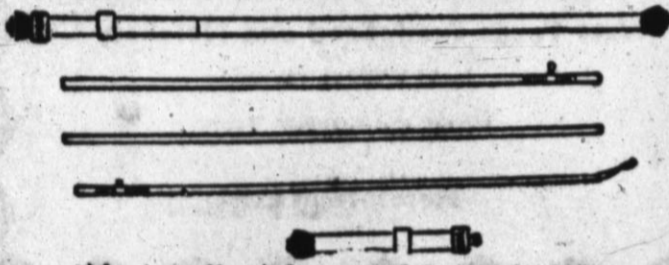
We present the newest, most versatile, most complete fishing rod ever to thrill a sportsman.

Weights only 14 ounces, the reel-seat is suitable for any type of reel.

This combination fishing rod and case is absolutely new and different. The three types of rods are made by adding sections to the 3-foot carrying case. When all sections are placed within the carrying case you have a walking case — rubber tipped on each end.

It's New •• It's Different •• It's Sensational

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Nationally Advertised Price \$12.50.  
Over 100,000 Fishing Kanes in use.  
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In this Vicinity:

The Undersigned Grant the Privilege to be Quoted in Advertising as an Owner of a Combination Fishing Kane:

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| H. L. Presley        | H. E. Patterson   |
| M. S. Benefield      | J. H. Albracht    |
| Mrs. M. S. Benefield | G. M. Covington   |
| Zay Riley            | Berry Jacobsen    |
| Donald D. Henslee    | Jack Herbert      |
| Geo. W. Duncan       | A. L. Manjeot     |
| O. B. Wilson         | J. A. Pitman      |
| Bill Cawthon, Jr.    | J. M. Pitman      |
| H. R. Seed           | John P. Gallagher |
| Mrs. D. D. Henslee   | James M. Davis    |
| A. C. Henneman       | W. Sanford        |
| Jimmie Gillentine    |                   |

LEE LITTLE'S B. F. GOODRICH STORE

Hereford, Texas

708 W. 1st St. Phone 36

## Corsage - Making Chief Hobby Of Pioneer Club President



MRS. A. L. MANJEOT

(Ed. Note) This is one of several articles now being written about the presidents of various clubs of the city.

Mrs. A. L. Manjeot, who will this fall assume the presidency of the Pioneer Study club, one of the oldest clubs in the city, started in federated club work while living in Elida, N. M., where she served as president of the Elida Woman's Club for two years. Her wide-spread interest in community life has led into many channels of service. Gardening is one of her greatest joys and has led to her chief hobby—making corsages.

She has been an active member of the Hereford Garden club since 1940 and served as president two years. She has held a district office and has served on both state and district programs. She has won both state and district honors in horticulture and artistic phases of garden club work. Her production of "The Wonderful World" flower show schedule, has been printed for distribution and has been sold to garden clubs in practically every state. She is a nationally-accredited flower show judge, having received a certificate in 1950.

Her flower wearing hobby developed from her interest in a group of high school boys, including her own son Lloyd, who needed corsages for their dates, but had no money for a florist's product. First she fashioned them for her son, and soon on every occasion where corsages were in order, Mrs. Manjeot would supply the demands. She has learned the art of making corsages, the art of wearing them, and has studied every angle and combination until she is now recognized as an authority on the subject. She is called upon to give lectures and demonstrations for various garden clubs all over the Panhandle.

Daughter of a pioneer Baptist minister, Mrs. Manjeot has been engaged in Christian service since childhood. She has taught a Sunday school class for 34 years. While serving as state young peoples' lead of New Mexico, she was elected to "Who's Who in the Southern Baptist Convention." The first Youth camp held by the Tierra Blanca association was in their home and now the Tierra Blanca Association Youth Camp is one of the largest in the world. She has been associated with the girls as well as

others in the group were: Troy Don Moore, John, Jerry, Judy and Joan Fowlkes, Bobby and Jimmy Reinauer, Mrs. Colby Conkright, the den mother, and Mesdames: J. R. Fowlkes, Ivan Block and Joe Reinauer.

Mr. and Mrs. Lloyd Luck of Lubbock spent several days last week visiting Mr. and Mrs. W. J. Reeves.

the boys and in New Mexico she established the first "Baptist Houseparty" for girls. Now the group owns and operates a youth camp in the mountains near Albuquerque. Recently she compiled the local Baptist church history into pageant form.

As a girl, she attended schools wherever her father's pastorate happened to be, graduating from Hereford high school in 1920. She attended business school and served as deputy county and district clerk and also worked in the tax assessor's office in Hereford. She had the unique experience of issuing her own marriage license.

While their own son was growing into young manhood, the Manjeot home served as "home" to 12 young people, some staying in the home as long as 12 years, others months at a time. Much of her time has been given to work with the young people of Hereford. During the war she wrote a letter each month to boys of the Baptist church, and others, in the service. She also served as hostess and secretary of the USO. She has been active in the local Red Cross chapter and welfare work of the county. She is a member of the Order

of Eastern Star and served as worthy matron of the Hereford chapter. She served as the first mother advisor of the Hereford Assembly of the Order of Rainbow for Girls and chartered the first bus to take the girls to the state assembly meet. Both Mr. and Mrs. Manjeot have been active in DeMolay work and it was always Mrs. Manjeot's pleasure to make the corsages and crowns for the DeMolay queens.

Since becoming a member of the Pioneer club, Mrs. Manjeot has served in the welfare and federation department, has served on the year book committee and as vice-president. As she contemplates the work ahead, she is mindful of the pioneering in the field of study the club has done and of the ideals which have prompted the work of the club.

Last year's study course, "Yesterday, Today, and Tomorrow" will be followed this year by the study theme, "The Road Ahead".

"The Pioneer Study club, through its program for the year is dedicated to the past presidents and the charter member, Mrs. Jennie Thompson really has the forward look and hopes to contribute real and lasting value to the community."

ity," the new president said. Those who know her well and have worked alongside her believe that Mrs. Manjeot has never failed to make worthy contribution to any organization with which she has been associated, and her club group looks forward to her leadership probably as much as she does the association.

### Six Year Old Is Given Party

Twelve guests, most of them six-year-olds, eagerly planning to start to school in September, shared in sixth birthday celebrations at a party given Richard Combs by his mother, Mrs. L. W. Combs at their home 807 Park Avenue, Tuesday.

The lunch-party carried out a circus theme with red and white colors in gay party accessories. Toy automobiles, balloons and candy canes were given as favors and games were enjoyed.

Children attending were: Bruce Benson, Clint Coneway, Stephen Coneway, Wayne Hastings, Stephen Wolfe, Nick Milburn, Donnie Henslee, Jimmy Grubbs, David Grubbs, Stephen Nelson, Mike Kelly, the honoree and his brother, Gregory.



Time To Take Out

## Trip Insurance

A Travel and All Activity Accident Policy Issued for 3 Days to 6 Months On VACATIONS - TOURS - AUTO TRIPS - CRUISES - BUSINESS TRIPS - CONVENTIONS, ANYWHERE IN THE WORLD.

Pays Up To \$25,000

The Price Is Low - The Coverage High

Inquire at . . .

John McLean Ins. Agcy.

127 W. 3rd

Phone 273

## Regarding Hospitalization Insurance

It has been brought to my attention several times in the past two weeks that salesmen are citing insurance policies as endorsed by the Deaf Smith County Hospital.

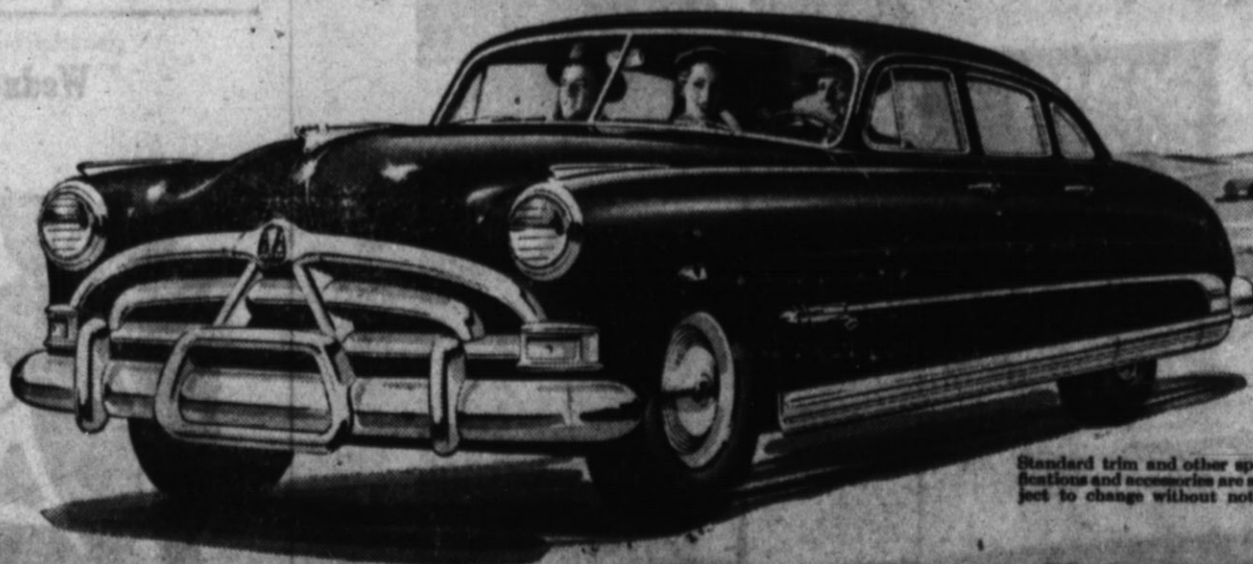
To anyone who will stop and think, it is obvious that this hospital cannot endorse any policy or company individually. We do think that "Hospitalization Insurance" is worthwhile and beneficial, and we do endorse it as a means of avoiding hardship at a time of need and stress. However, there are several companies which offer policies, most of which are sound and worthwhile.

Our only possible means along this line would be to tell you in answer to a direct question whether the individual company has met its obligations and paid hospital bills -- and then only from our books and previous records. We are always glad to help, and we do suggest that when buying hospital insurance you carefully read and re-read the policy in question, including the fine print.

Deaf Smith County Hospital

T. E. SEIGLER, MGR.

# THE DEALS WERE MAKING SHOUT "ACT NOW!"



Come in—  
DRIVE THE NATIONAL STOCK CAR CHAMPION  
Test the matchless power, stamina and safety that have made the Hudson Hornet a four-time winner in Grand National Stock Car Races. Drive the Hudson Hornet just once and you'll know why no car ever made friends so fast!

SAVE MONEY! See these beautiful new Hudsons right away — today's deals are too good to last!

Right now—best deals ever on new Hudsons—with exclusive "step-down" design for the most room, best ride and greatest safety!

You'll thrill at the surging performance of Hudson's rugged, high-compression

engines, the rock-solid strength of Monobilt body-and-frame, the luxurious beauty inside and out.

And you'll be thrilled, too, when you see the deal we can offer you today!

# HUDSON

4 custom series with prices beginning below those of many smaller cars

MOST DURABLE CAR YOUR MONEY CAN BUY

HEREFORD HUDSON COMPANY

1220 E. FIRST

HEREFORD



GUESTS AT THE birthday party Friday for Sande Winkler were, standing from left: Robby Lemons, David Hill, Gary Stagner, Donny Henslee, Lisa Hitchings, Diane Wilson, Jane Lookingbill, Sande Winkler, Linda Hicks, Cynthia Seed, Linda Zimmerman, Gloria Covington, Mary Virginia Luck, and Judy Lookingbill, seated.

### Tiny Tot Feted On Birthday

Sande Winkler was feted on her fourth birthday Thursday afternoon when her mother, Mrs. John Winkler, entertained with a lawn party. Tiny-tot games and supervised play were enjoyed and toy wrist watches were given as favors.

Birthday cake and ice cream were served to; Janie Lookingbill, David Hill, Robby Lemons, Diane Wilson, Susan Hopson, Donnie Henslee, Judy Lookingbill, Cynthia Seed, Linda Hicks of Austin, Gary Stagner, Linda Zimmerman, Lisa Hitchings, Mary Virginia Luck, and the honoree.

Mothers present were; Mesdames Charlie Hill, Robert Lemons, Gerald Wilson, V. C. Hopson, Donald Henslee, L. H. Lookingbill Jr., the honoree's

grandmother, Mrs. L. H. Lookingbill Sr. and the hostess.

Mr. and Mrs. Marian Glasscock of Garden City, Kans., visited last week in the home of Mr. and Mrs. T. J. Clay and Mr. and Mrs. Tom Clay.

G. P. Owen went to Duncan, Shawnee, and Oklahoma City, Okla. to get Mrs. Maud Owen,

Mr. and Mrs. George Hunter, Frank Owen and Harriet Hope to bring them to Hereford for a family reunion.

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

FRONT END ALIGNMENT VISUALIZER AND WHEEL BALANCING For All Makes of Cars FRANK CRAIG Studebaker, Massey-Harris

Now Is The Time for . . .

## MERIT GROWING MASH

## MERIT LAYING MASH

Plenty of Pasture and Lawn Grass Seed.

We Buy Cream, Eggs, Poultry and Hides

West Texas Feed, Seed and Hatchery Co.

Jack Wright, Manager

HOME OF "MERIT" FEEDS

Hereford, Texas

### Susan Hopson Has 4th. Birthday Party

Little Susan Hopson, daughter of Mr. and Mrs. V. C. Hopson, was named honoree at a birthday party given by her grandmother, Mrs. P. L. Dish-

man, Sunday afternoon. The party, which marked Susan's fourth birthday, was held on the lawn. The birthday table held a flower arrangement with ice cream cones featuring pink, blue and yellow carnations. The pink and white birthday cake and pink balloons completed the gay

### Rebekahs Initiate

Initiation for two new members of the Rebekah lodge was featured at a meeting held in the IOOF hall Tuesday night. They were Louise and Wanda Zumwalt.

Initiating officers included: Ursalee Jacobsen, noble grand; Verna Sowell, vice-grand; Ethel

Fridley, chaplain; Lydia Hopson, past noble-grand; Orpha Nickerson, RSNQ; Doris Burgess, LSNQ; Lillian Smith, RSVG; Anna Willier, LSVG; Edna Draper RS chaplain; Alta Davis, LS Chaplain; Charlotte Calvert, RS past-noble grand; Ola Hacker, LS past noble-grand; Catherine Russell, warden; Mildred Renfro, conductor; Earline Manning, honor officer; Althia Hutchison, inside guardian; and Pauline Lady, musician.

A report on the joint meeting of the local chapter with the Dimmitt chapter recently was given by the noble grand, Mrs. Charlotte Calvert.

Earline Manning, Alta Davis and Ruby Smith served as the hostess committee for the social hour when refreshments were served to approximately thirty-five.

Residential R.E.A. Commercial

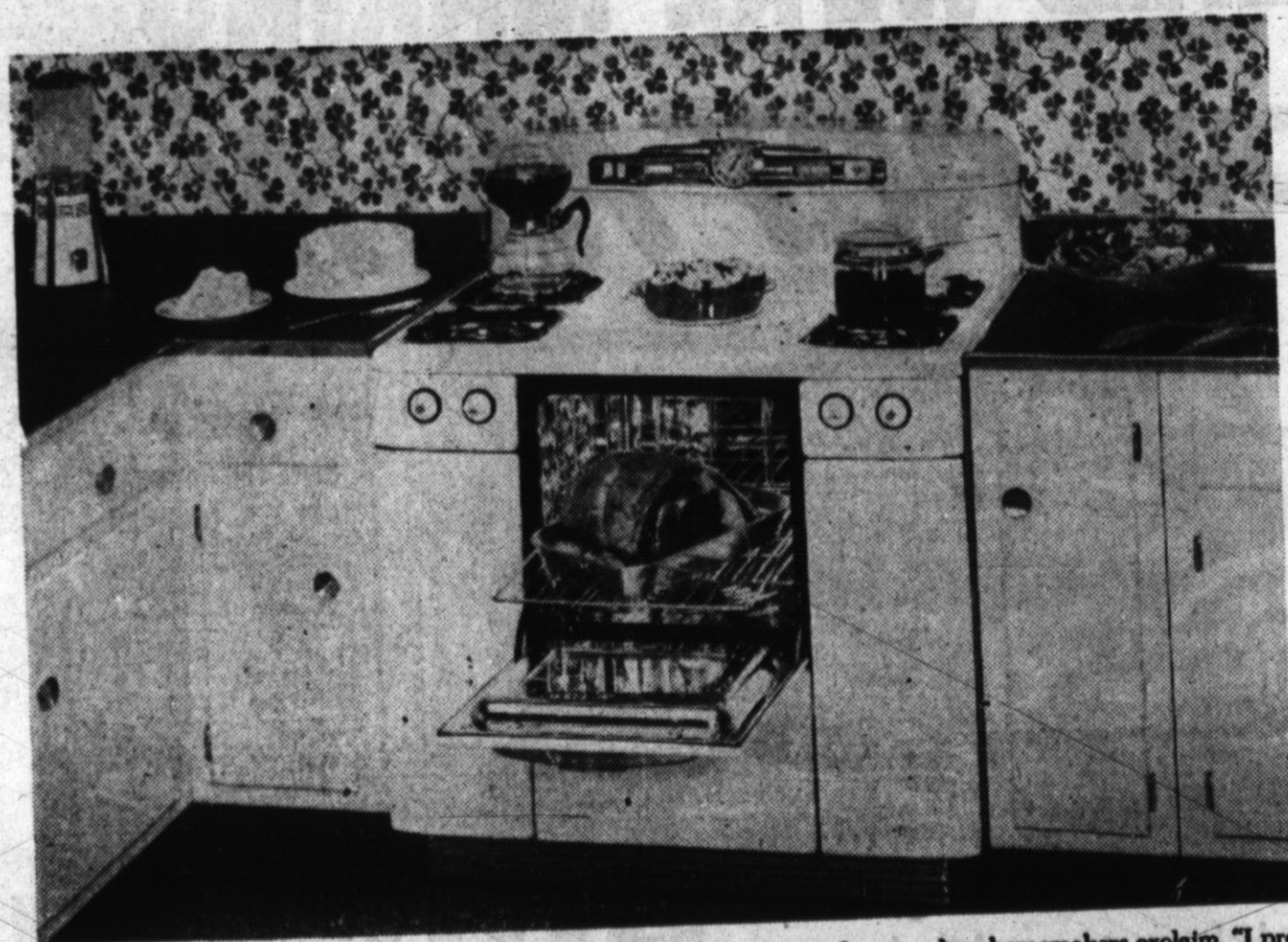
## PHIPPS AND POWELL

ELECTRICAL CONTRACTORS Hereford, Texas

You Call Today — We Call Today

Bill Phipps Phone 715 Clyde Powell Phone 887-J

"Naturally... I prefer a Gas range!"



See The Modern Gas Ranges At Your Dealers

West Texas Gas Company HELPING BUILD WEST TEXAS SINCE 1927

Again and again you hear modern homemakers exclaim, "I prefer a gas range." There are many good reasons why today's homemakers choose an automatic gas range. Gas ranges are automatic... no other type of range excels the gas range in automatic features. Actually, many new gas ranges are automatic in not just one — but three ways! Automatic heat control... set the automatic thermostat and you get any exact heat you want. Automatic lighting... turn the valve and oven and broiler or top burners light instantly — automatically. Automatic clock control... cooks complete meals automatically — leaves you free for work or play.

Enjoy a MOVIE Vacation in the Cool STAR

SUNDAY — MONDAY — TUESDAY

BEYOND FORBIDDEN FRONTIERS ...Iron men forge a path of steel for "The Iron Horse"!

COLUMBIA PICTURES PRESENTS RANDOLPH SCOTT

COLOR BY TECHNICOLOR

## SANTA FE

JANIS CARTER

COURTLAND - THOMPSON - ARCHER - ANDERSON

Also PARMOUNT NEWS SUGAR RAY vs TURPIN FIGHT

Wednesday & Thursday

The Season's TECHNICOLOR MUSICAL MASTERPIECE!

IT'S FABULOUS FRED ASTAIRE AT HIS ALL-TIME BEST

## ROYAL WEDDING

JANE ASTAIRE-POWELL

PETER LAWFORD SARAH CHURCHILL KEEMAN WYNN

## Texas

SCIENTIFICALLY COOLED SUNDAY MONDAY

BEASTS and BANDITS IN FERCE JUNGLE WAR!

JOHNNY AND HIS AMAZON QUEEN AGAINST SAVAGE MARAUDERS!

JOHNNY WEISSMULLER as Jungle Jim in FURY OF THE CONGO

SHERRY MORELAND WILLIAM HENRY LYLE TALBOT

WE CONGRATULATE YOU ON THE OCCASION OF YOUR WEDDING ANNIVERSARY

Anniversaries from Sunday, July 22nd, through Wednesday July 25th . . .

Mr. & Mrs. Dale E. Tinnin	Mr. & Mrs. H. D. Blythe, Jr.
Mr. & Mrs. Leroy Aven	Mr. & Mrs. Charles H. Hill
Mr. & Mrs. E. E. Hopson	Mr. & Mrs. Lee Kent
Mr. & Mrs. E. B. Honea	Mr. & Mrs. Don Presly
Mr. & Mrs. Joe H. Pitts	Mr. & Mrs. George Cantrell
Mr. & Mrs. D. H. Alexander	Mr. & Mrs. James Witherspoon

## TOWER

DRIVE-IN THEATRE

SUNDAY — MONDAY

SABU - Raymond Massey

## DRUMS

IN GLORIOUS TECHNICOLOR

TUESDAY - WEDNESDAY

ACTION

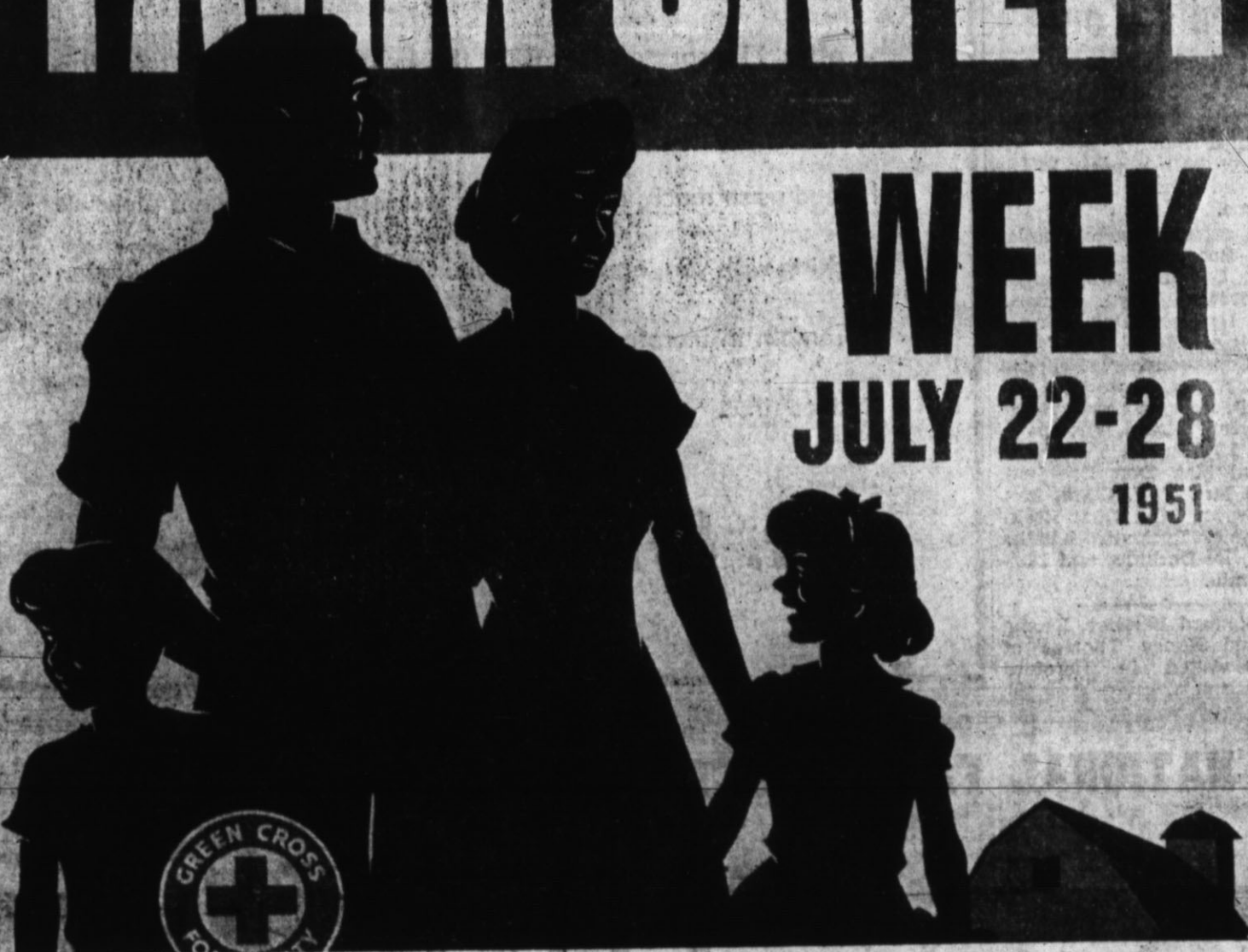
## ROCKETSHIP

EXPEDITION

LLOYD BRIDGES BOB MASSEN JOHN EMERY NOAN BEERY, JR.

# National FARM SAFETY WEEK

**WEEK**  
**JULY 22-28**  
**1951**



## Truman Urges Observance Of "Farm Safety Week"

The adoption of safer farming practices and elimination of the many dangers that make farming a hazardous occupation, have been urged by President Truman in his official proclamation of the eighth annual observance of National Farm Safety Week, July 22-28, 1951.

If farm families can be made more safety-conscious the present appalling rate of 47 farm people killed every day can be substantially reduced during the coming year, the President pointed out. This will mean an important saving of America's manpower and production which is especially vital now in view of the na-

tional emergency.

National Farm Safety Week is sponsored by the National Safety Council and the United States Department of Agriculture, in cooperation with the National Fire Protection Association, the Farm Equipment Association, the American Farm Bureau Federation, the Farmers' Union, the National Grange, and many other organizations interested in agriculture and farm life. The President of the United States has officially proclaimed National Farm Safety Week, each year, since its inception in 1944.

This event is always observed in July, just ahead of the busy

harvest season when farm accidents reach the highest point of the year. Unless farmers are prepared to cope with these seasonal hazards, thousands will be killed or seriously injured during the balance of the summer, through careless handling of tractors and other machinery. Thousands more will be laid up for several weeks, at a tremendous loss of time, money, and productivity, because of mishandling of axes and other hand tools. Many victims will have missing fingers and toes.

But harvest time is not the only danger period. Safety is a year-around proposition! With the coming of winter, farm fires will become an increasing hazard. Unless precautions are taken, thousands of farm homes and out-buildings will go up in smoke.

Spring on the farm will bring another series of tractor accidents connected with plowing and harrowing. An average of 10 or more people in every county will be kicked, thrown, or stepped on by horses or cows—injuries mostly preventable by proper handling of animals!

With the coming of summer, all kinds of haying accidents will occur. Workers will fall from haystacks, or loads of hay will fall on them. Others will catch their hands in hay ropes and pulleys, or run pitch forks into their feet. Farmers' children, out of school, will be frequent victims of numerous accidents during the summer months.

By looking ahead, now, alerted to the dangers that face them, the nation's farmers can protect themselves and their families against many farm accidents by the adoption of safe practices throughout the coming year.

Every farmer and every member of his family are

urged to participate in the observance of National Farm Safety Week, both as individuals and through their farm organizations.

Because farming is the most individual of all American enterprises the adoption of safe practices to reduce the staggering farm accident toll, must be the personal responsibility of every individual who lives or works on a farm.

### Accidents Most Likely to Happen

A recent survey by the United States Department of Agriculture revealed that out of 2000 non-fatal or permanently disabling farm accidents, the greatest number—476—were due to falls.

Next were accidents involving tractors and other farm machinery—totaling 248. Others in their order of frequency were 223 accidents caused by farm animals, 179 motor vehicle accidents, 159 injuries due to careless handling of objects, such as backstraps from lifting heavy loads.

150 accidents were chalked up to hand tools—especially axes. 146 resulted from stepping on objects such as nails and striking objects with part of the body.

Falling or flying objects caused 102 farm injuries; burns or shock were responsible for 81 accidents. 153 accidents of the 2000 were due to miscellaneous or unknown causes.

The average time lost to these accidents was 18½ working days for each; average cost of medical care for each accident was \$38.92.

And—figures for fatal and permanently disabling accidents were not included!

### Safety Council List Ten "Farm Safety Week" Musts

To back up President Truman's call for the adoption of safe practices during National Farm Safety Week, July 22-28, the National Safety Council herewith lists 10 farm safety practices that will help reduce the farm accident toll if they are adopted and followed:

1. **KEEP MACHINES IN GOOD REPAIR:** Keep all guards and safety devices in place. Stop machines before unclogging, oiling or adjusting them. Don't wear floppy clothes around machines.

2. **OPERATE TRACTORS SAFELY:** Start tractors smoothly; turn corners slowly. Avoid ditch banks and soft ground. Always hitch to the drawbar.

3. **USE THE RIGHT TOOLS FOR THE JOB:** Make sure your tools are in a good, safe condition. Keep them in a safe place.

4. **WATCH YOUR STEP TO PREVENT FALLS:** Keep ladders and steps in good repair, with no loose rungs. Make sure they are easily accessible in case of emergency.

5. **SPEAK TO ANIMALS WHEN APPROACHING THEM:** Keep them calm by acting with calm self assurance yourself.

6. **KNOW AND OBEY ALL TRAFFIC LAWS:** Follow safe driving practices. Read and heed all traffic signs.

7. **BE "FIRESIGHTED":** Don't smoke around the barn. Pour gasoline or kerosene outdoors to prevent the accumulation of treacherous vapors. Dry clean outdoors. Don't use kerosene to start fires. Be careful with matches.

8. **BE A GOOD HOUSEKEEPER:** Have a place for everything and keep everything in its place.

9. **APPLY FIRST AID PROMPTLY:** Even minor injuries may be dangerous if they are not treated immediately. Keep first aid kits in the house, in the barn and on the tractor.

10. **TREAT GUNS AS IF THEY WERE LOADED:** Keep guns unloaded except when actually using them. Aim only at targets you want to shoot.

## THE SUNDAY BRAND

Sunday, July 22, 1951

Section Three



CHECK YOUR FARM

FOR

# Safety!



Will Yours be the ONE out of FIVE farm families in which an accident occurs this year? You, and only you, can eliminate the hazards that may cost a life! Make sure you know and obey these safety rules!

- Remove nails promptly from loose boards.
- Cisterns, wells, tanks, and excavations.
- Keep farmyard clear of tools, forks, rubbish and waste.
- Be sure steps and walkways are clear and well-lighted.
- Don't use kerosene to start fires.
- Don't smoke in the barn.

- Start tractors smoothly, turn corners slowly, avoid ditch banks and soft ground.
- Don't wear loose and floppy clothing around machinery.
- Use the right tools and equipment for every job. Keep tools in good repair.
- Always stop a machine before unclogging, oiling, or adjusting. Use guards and safety shields.

## Adopt Safe Practices—This Week And Every Week!!

**PITMAN SERVICE**  
104 West First

**WESTERN AUTO**  
245 North Main

**WESTERN BATTERY and ELECTRIC**  
Ellis Coombs

**SHELTON TIRE EXCHANGE**  
303 East First

**FARMERS DRIVE INN**  
403 East First

**FRANK CRAIG**  
345 East First

**HEREFORD HARDWARE**  
216 North Main

**STREU HARDWARE**  
330 North Main

**ELIZABETH WOMBLE**  
148 North Main

**DON'S GULF SERVICE**  
West Hyw 60

**LEE LITTLE'S BF GOODRICH**  
708 West First

**PALO DURO SALES**  
Hyw 60 and Funston

**WINTHROATH PUMPS INC.**  
1203 East First

**PHILLIPS SERVICE**  
Bobby Owens and H. L. Higgins

**JOHN McLEAN INS. AGCY.**  
127 West Third

Mrs. Phil Radovich and daughter, Mrs. Paul Dishman, left Tuesday for Austin where they will attend the Saturday wedding of Mrs. Radovich's niece, Kathleen Miller. Miss

Miller was born in Hereford and has returned for visits here on many occasions since moving away.

### Chairmen for Lions 4th Annual Jubilee Announced by Howard

The fourth annual Lions Club Jubilee will be held from July 30 to August 4. Site of the huge jubilee will be the lot on the corner of Park avenue and McKinley street.

Plans and committees for the jubilee were outlined and announced at Wednesday's meeting of the Lions by G.H. Howard, chairman of the event.

Chairmen and workers for the various committees are:

**PUBLICITY**  
Jimmie Gillentine and D. C. Kinsey, co-chairmen; Russell Winget and Wayne Evans.

**CONSTRUCTION**  
N. D. Bartlett Jr., chairman; Jimmie Allred, O. L. Click; and C. D. Hardesty and W. C. Me-harg, lights and power.

**RIDES PERSONNEL**  
John McLean, chairman; A. O. Thompson, H. M. Thomas, Jesse Stanford, Dr. Roy Grubbs, G. P. Owen, Maurice Tannahill, E. T. Brooks, Dr. Milton Adams, and Glenn Snyder.

**BINGO GAME**  
Harry Cayler, chairman; T. E. Seigler, Lyle Blanton, H. E. Miller, R. C. McGilvary, Don Zimmerman, Tom McFarland, and A. W. Hembree.

**DOLL RACK**  
John Kelly, chairman; J. W. Whalen, J. W. Thomas, Bill Warren, Bill Kerr.

**CONCESSIONS**  
Sam Nunnally, chairman; Ernest Medkief, T. J. Clay, Howard Gault.

**DART GAME**  
Paul Harvey, chairman; Jimmy Roberts, Dr. R. R. Wills, Robert Wagoner, Cecil Rockwell, Fred Baird, Bill Waldrep.

**CORK GUN**  
Sylvester Slagle, chairman; O. Z. Golden, Dr. J. W. Barnett, Ken Rudd, Irving Alexander, Dudley Green.

**DUNKING BOARD**  
Bruce Woodell, chairman; Guy Lawrence, co-chairman; W. J. Reeves, J. C. Reese, R. H. Cagle, George Graham. Chairman may select other likely candidates for this highly desirable chore.

**BOTTLE THROW**  
Bob Lawrence, chairman; Squeaky Roberson, Lee Benefield, Wayne Thomas, Jim Lip-

scomb, E. R. Kendall.  
**PRIZE COMMITTEE**  
Wayne Edwards, chairman; J. W. Robinson Sr., S. O. Wilson.

**CONCESSIONS**  
Jack Kirksey and Marlin Gilliland, peanuts and popcorn; Bruce Miller, chairman, cold drinks and candy; Don Davidson, Ray Coneway, Carlos Anderson.

**LIVE DUCK PITCH**  
George Brumley, chairman; Lee Kent, Clyde Cave, Bob Lewis, Jack Brady.

**PENNY PITCH**  
Homer Brumley, chairman; Harlod Close, E. C. Eubanks, W. O. Shelton, V. C. Hopson, Archie Scott.

**SLING SHOT**  
Deward Rorberson, chairman; Bill Nunn, W. L. Davis, Hub Homer, S. L. (Pick) Harman.

### Methodist Youth Entertained

The Methodist youth were entertained Sunday night after church with a party in the back yard of the Robert Thompson home.

Those attending were: Stanley Slagle, Robert Hicks, James Durham, Colline Brown, Martha Jean Brown, Lloyd Parsons, Donetta Davidson, Don Parsons, Don Seigle, Ronal Davidson, Virgil Coucanougher, Neldean Flowers, Wynogene Sowell, Bonnie Lewis, Georgia Lewis, Reece Whittington, Lynn Thompson, Mr. and Mrs. Robert Thompson, Rev. and Mrs. Don Davidson, Mr. and Mrs. T. J. Clark, Mrs. C. O. Brown, Mrs. Opal Bookout, Janie Bookout, Martha Bookout, Lu Durham, and Darlene Tinnin.

Mrs. Howard Hershey, Laoma Ruth and Nancy Thomas of Dimmitt visited in Hereford

Mr. and Mrs. Ernest May are on a two-week fishing trip to New Mexico and Colorado.

Colline Brown spent last week-end visiting her mother, Mrs. C. O. Brown.

Mrs. Hub Homer and Pat and T. H. Crewdson visited in Tucumcari Friday.



JULY 22 - 28

NATIONAL FARM

SAFETY WEEK

It Pays To Use The Best In Chemicals and Fertilizers On Your Farm

It Pays More To Use Good Sense and Avoid Unecessary Accidents.

ASSOCIATED GROWERS

John Paetzold, Owner

# announcing

LEASE OF

# The Savoy Hotel

to Hi Nickerson

— after 11 years of operating the hotel, we want to take this means of saying "Thank You" to each of our friends who have helped us so much, and to assure you that it has been a pleasure working with you, and helping your and your friends. We do plan to remain in Hereford and will look forward to seeing you from time to time.

## Mr. & Mrs. Dudley Green

NATIONAL FARM SAFETY WEEK - JULY 22 - 28

# HERE ARE THE FACTS



- 20,000 Fatalities and 1,750,000 Disabling Injuries From Farm Accidents Per Year!
- 35,000 Farm Buildings Destroyed By Fire Per Year!
- \$1,000,000,000 Estimated Annual Loss From Farm Accidents And Fires!

## ADOPT SAFE PRACTICES!

# DAVIS - McCRACKEN

Your Minneapolis - Moline Dealer

JULY 22-28

A GOOD WEEK

TO START A NEW YEAR OF



## SAFETY PRACTICES

ON YOUR FARM!

Keeping Your Equipment, Your Buildings And Your Tools In Top Shape Is One Way To Help Prevent Accidents On The Farm!

## JACOBSEN BROS.

Your Case Farm Equipment Dealers



## Farm Safety is More Important Now Than Ever

Ned H. Dearborn, president of the National Safety Council has emphasized the importance of farm safety as a means of strengthening the nation's defense measures.

The adoption of safe practices is more urgent today than ever, according to Mr. Dearborn, because there are 1,200,000 fewer farm workers than there were 10 years ago, because unskilled workers and women may have to be added to the farm labor force during the present crisis, and because farm mechanization has nearly doubled in the last 10 years.

In announcing the Council's plans for the 1951 observance of National Farm Safety Week, Mr. Dearborn said, "The purpose of this special week is to encourage all farm people to adopt safe practices on the farm and in all phases of farm life the year around."

He pointed out that most farm accidents that occurred in 1950 involved failure to adopt such safe practices.

"If this year's toll among farm people is to be reduced," Mr. Dearborn continued, "each member of every farm family must adopt safe practices and follow them at work, at home, in traffic, and at play. Farm safety must become a family affair every day in the year."

Council studies indicate that motor vehicle accidents, falls, drownings, firearms accidents, and machinery accidents are the greatest killers of farm people.

"Special phases of farm safety will be stressed each day of National Farm Safety Week to help combat these farm killers," Mr. Dearborn

said. The week will get under way by observing Sunday as Church Day in farming communities with the emphasis on, "Thou Shalt Not Kill."

The Council will again offer its Public Interest Award to farm magazines and radio networks and stations as a means of honoring those organizations which make outstanding contributions to farm safety during the year or to the success of National Farm Safety Week.

## New Company to Erect, Supply Farm Quonsets

A new business concern in Hereford — Farm Steel Building, Inc. — started operations on Monday, July 16. "Mac" Burleson, veteran in the Panhandle construction industry, is the owner of the new firm. Farm Steel Buildings, Inc., specializes in supplying and erecting Stran Steel Quonset buildings for general farm use. The new buildings are especially adapted to economical grain storage, Burleson said.

Stran Steel is the only Quonset purchased by the CCC for storage. They are available in any size, according to Burleson.

An office building is now being erected at the company site west of the Santa Fe freight depot. The company will employ a staff of four salesmen in addition to Burleson and an office secretary.

Burleson is a veteran of World War II. He is married and the father of three children: Lonnie, 14 months; Donnie, 5 1/2 years; and Margy, 3 1/2 years.

The Burlesons plan to move to Hereford from Amarillo in the near future.

## Legal Notice

THE STATE OF TEXAS  
County Of Deaf Smith  
In the Name and by the Authority of The State of Texas To:

J. H. McGehee, whose residence is unknown, the heirs and legal representatives of J. H. McGehee, deceased, whose name and residence are unknown, and the respective unknown heirs and legal representatives of all the above named parties, corporation, and the unknown stockholders of said corporation, and their heirs and legal representatives, the unknown owner or owners of the hereinafter described property and their heirs and legal representatives, whose names and places of residence are unknown, and any and all other persons, including adverse claimants, owning, or having, or claiming any legal or equitable interest in or lien upon the hereinafter described property delinquent to plaintiff—herein for taxes.

YOU ARE HEREBY NOTIFIED that suit has been brought and is now pending in the Honorable District Court, 69th Judicial District, Deaf Smith County, Texas, wherein Hereford Rural High School District is plaintiff; State of Texas and County of Deaf Smith, and City of Hereford are impleaded party defendants; and J. H. McGehee, and the unknown heirs and legal representatives of J. H. McGehee, deceased are defendants, by the filing by said plaintiff of a petition on the 13 day of July, 1951 and the file number of said suit being No. 3398 and the nature of which is a suit to collect delinquent ad valorem taxes on the following described property, to-wit:

Lots 15, 16 and 17 of the Miller & Mosley Subdivision of Block No. 26, Evans Addition

to Hereford, together with interest, penalties, costs, charges, and expenses of suit which have accrued and which may legally accrue thereon.

The amount of taxes due each plaintiff, exclusive of interest, penalties and costs, is as follows:

Hereford Rural High School District, \$41.42.  
State of Texas and County of Deaf Smith, \$26.38  
City of Hereford, \$4.05  
TOTAL \$71.85.

The names of all taxing units which assess and collect taxes on said property not made party to this suit are NONE.

Plaintiff and all other taxing units who may set up their tax claims herein seek recovery of delinquent ad valorem taxes on the property hereinabove described, and in addition to the taxes all interest, penalties, and costs allowed by law thereon up to and including the day of judgment herein, and the establishment and foreclosure of liens, if any, securing the payment of same, as provided by law.

All parties to this suit, including plaintiff, defendants, and intervenors, shall take notice that claims not only for any taxes which were delinquent on said property at the time this suit was filed but all taxes becoming delinquent thereon at any time thereafter up to the day of judgment, including all interest, penalties, and costs allowed by law thereon, may, upon request therefor, be recovered herein without further citation or notice to any parties herein, and all said parties shall take notice of and plead and answer to all claims and pleadings now on file and which may hereafter be filed in said cause by all other parties herein, and all of those taxing units above named who may intervene herein and set up their respective tax claims

against said property.

You are hereby commanded to appear and defend such suit on the first Monday after the expiration of forty-two (42) days from and after the date of issuance hereof, the same being the 27th day of August, A. D. 1951 (which is the return day of such citation), before the honorable District Court of Deaf Smith County, Texas, to be held at the courthouse thereof, then and there to show cause why judgment shall not be rendered for such taxes, penalties, interest and costs, and condemning said property and ordering foreclosure of the constitutional and statutory tax liens thereon for taxes due the plaintiff and the taxing units parties hereto, and those who may intervene herein, together with all interest, penalties, and costs allowed by law up to and including the day of judgment herein, and all cost of this suit.

Issued and given under my hand and seal of said court in the City of Hereford, Deaf Smith County, Texas, this 13 day of July, A. D. 1951.

R. L. Thompson  
Clerk of the District Court  
Deaf Smith County, Texas  
69th Judicial District.

(SEAL)  
By Evelyn Dye, Deputy.  
S-3-2c

## Presbyterian Women Meet

The Afternoon Group of the Woman's Council of the Presbyterian church met in Fellowship hall of the church for a program from the study book "Clothed with Power. Mrs. Lee Conklin was leader of the Bible study.

Mrs. Francis Hardwick gave the devotional program and Mrs. C. C. Ferguson gave the yearbook of prayer.

Refreshments were served by the social committee for the day. Mrs. Henry Hastings and Mrs. Fred Axe.

## Did You Know That . . .

ONE out of FIVE farm families saw some member killed or injured in an accident last year?

Farmers pay substantially higher rates for accident and liability insurance than most other workers and business men because of their hazardous occupation?

That farming is more dangerous than manufacturing explosives — including the Atom Bomb?

That more people were killed in farm accidents last year than died in the great Chicago fire, the sinking of the Titanic, the San Francisco

earthquake, and the Johnstown flood combined?

## Air Force Quota Change Explained.

A change in Air Force enlistment quotas has been announced here by Major H. C. Harrel, local recruiter.

Effective July 21 until July 31, the Amarillo office has alternate quotas of one and two men. On July 21, the station can take two men, and one man on July 22 alternating that way until the end of the month.

Mr. and Mrs. Gordon Alexander of Silverton spent Thursday here with his brother and her sister, Mr. and Mrs. D. H. Alexander.

## Very Few Thrip In Cotton Here, Check Shows

Very few thrip, no bollworms, and only one fleahopper were found in Deaf Smith county cotton fields inspected Saturday by County Agent Hugh Clearman, he reported this week.

Farmers who do find instances of infestation are urged to take immediate action to dispose of them. Recommended insecticides and dosages for these insects were outlined in an article in the July 15 Brand.

Mrs. B. Q. Barton of Fort Worth is here visiting her sister, Mrs. J. J. Clayton.

## Check That Wiring!

Always a measure of farm safety is to keep your electric wiring up to par so there is no overloading which causes many of the fires in farm areas. Mr. Ford, our technician, is available for your convenience to inspect your home for electrical defects. Another hazard, is unsafe appliances, those that are about worn out. A few dollars spent now could mean the savings of hundreds later.

Deaf Smith County Rural Elect. Co-op

# R. E. A!

# ACCIDENTS

## Farmers No. 1 Enemy

You can't always be lucky -- but you can use your head to save your life! Stop and think before you take chances! Most accidents can be prevented.



### "ELMER" WON'T BITE

but he can kick or gore you to death! Always handle bulls with caution!

National Farm Safety Week — July 22 - 28



### DON'T BE A FALL GUY

Always keep ladders and steps in good repair! keep stairways clear.

### WHAT A SHOCK!

Always use care in electrical repair! Have your wiring checked regularly!



### ADOPT SAFE POLICIES

### IT'S NOT A TANK . . .

and if you drive your tractor like one, you're heading for trouble!



Sponsored In The Interest Of Farm Safety!

- Grass Seeds
- Field Seeds
- Fertilizers

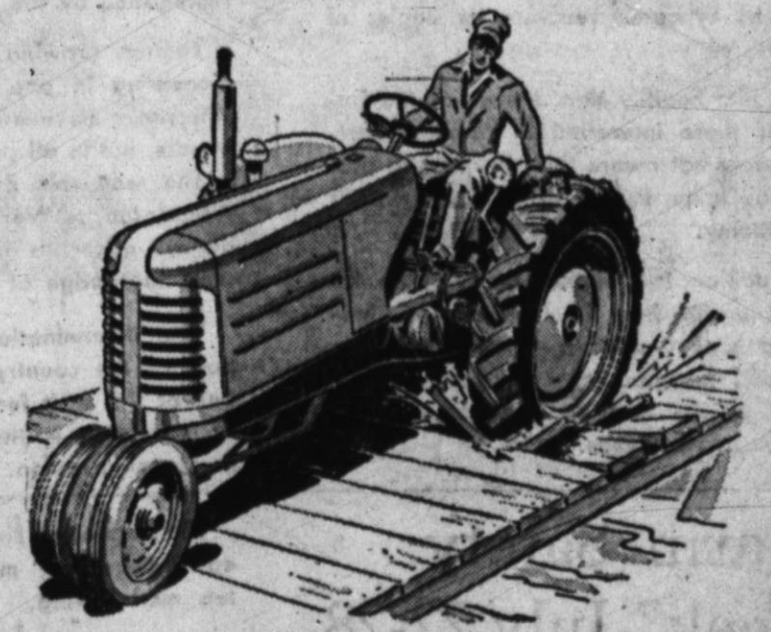


- Farm Chemical
- Insecticides
- Weed Killers

# Safety IS A GOOD INVESTMENT

FARM ACCIDENTS ARE COSTLY

# Farm Safety Week July 22-28



The careful farmer is a better farmer! The safe farm is a profitable farm! It pays off in dollars and cents as well as in peace of mind, to adopt safe farming practices. Observe National Farm Safety Week by making a through safety check of your farm buildings, equipment, machinery. Discuss accident prevention with every member of your family! Don't let an accident rob you of your life, or your livelihood!



THE FIRST NATIONAL BANK OF HEREFORD

Member: Federal Reserve System Federal Deposit Insurance Corporation

Joined for LEADERSHIP in service to farmers

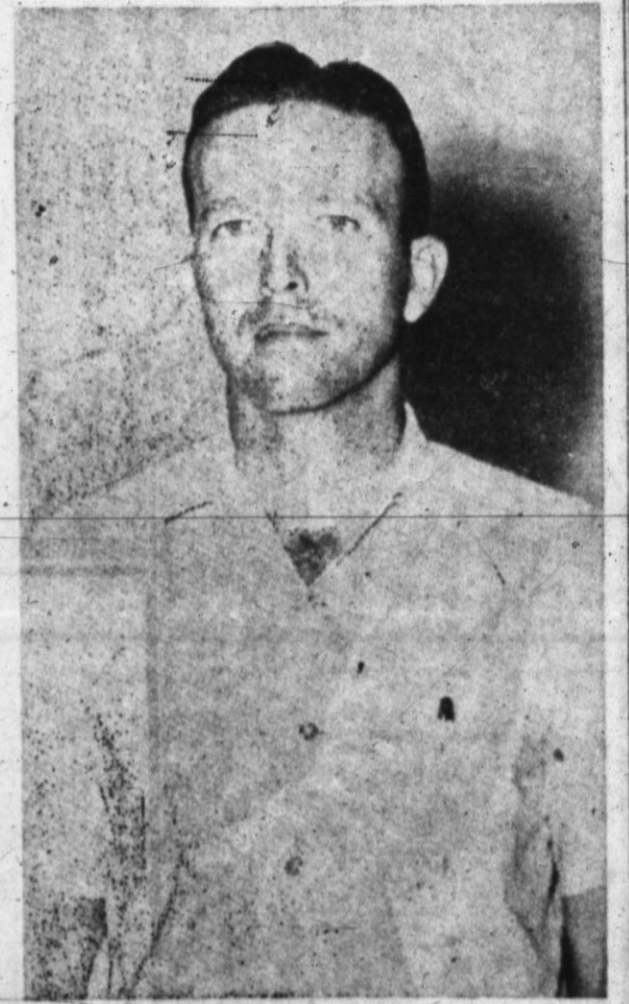


# Modern STEEL BUILDINGS Inc.

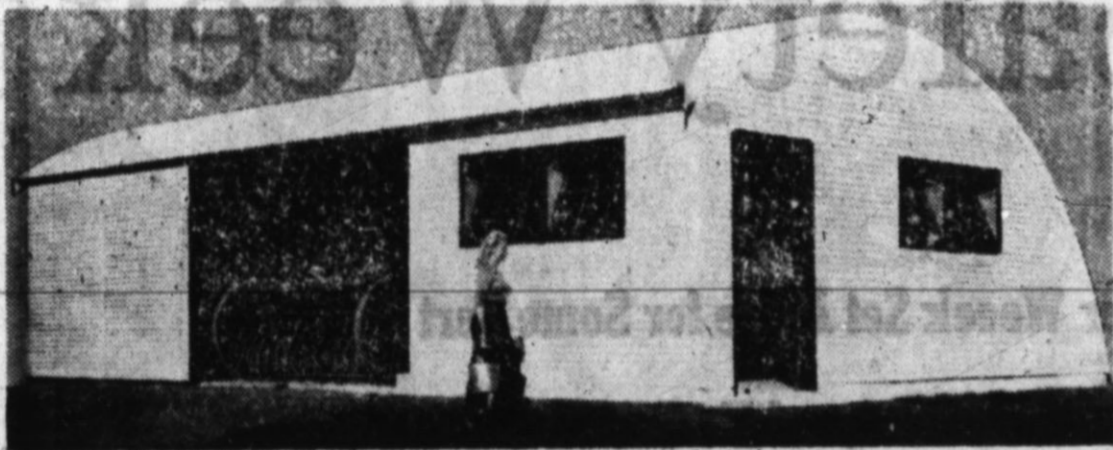
announces the appointment of  
**FARM Steel Buildings, Inc.**  
As YOUR AUTHORIZED

## QUONSET DEALER

FOR THIS AREA



"MAC" BURLESON



YOU NAIL TO STRAN STEEL

### THERE IS NO SUBSTITUTE FOR STEEL



THE FRAMEWORK'S GOT TO BE STRONG



YOUR GRAIN MEANS  
MONEY IN THE BANK!

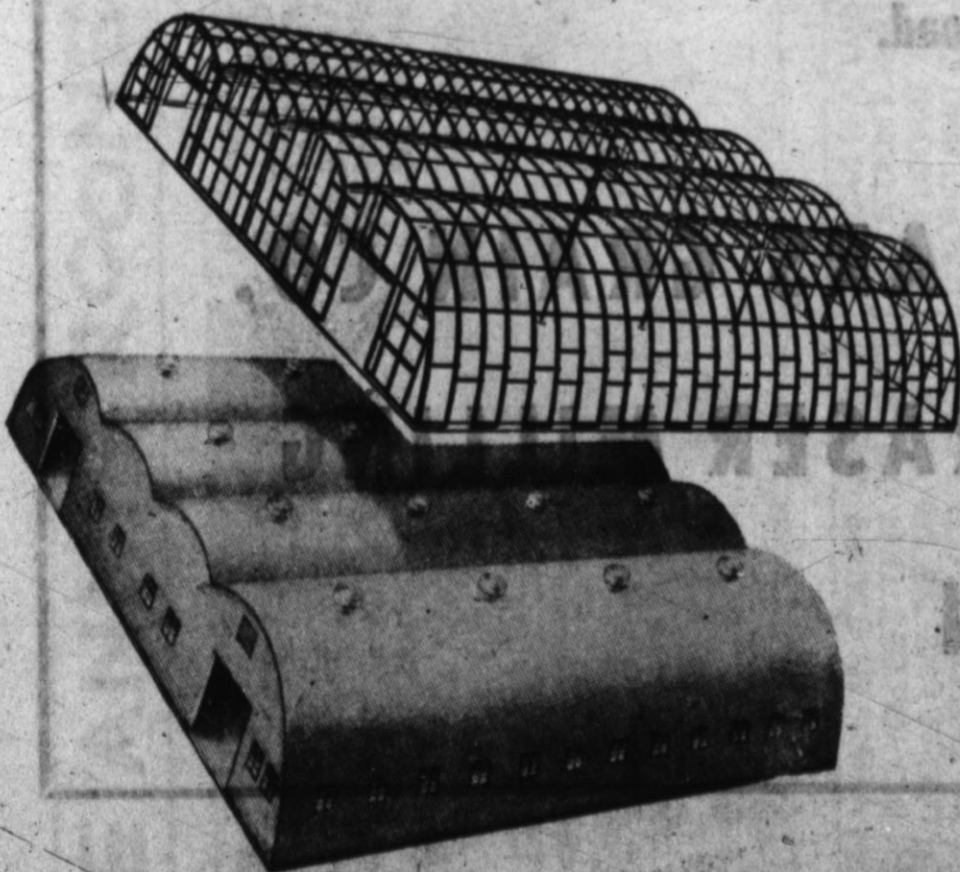
Assure '51 profits by taking full advantage of government support programs — Store grain on your farm in a QUONSET.

● All steel Quonsets meet all C. C. C. requirements for grain storage facilities.

You get a fire-resistant, wind-resistant, all purpose building that is ideal for equipment storage, animal shelter and general storage.

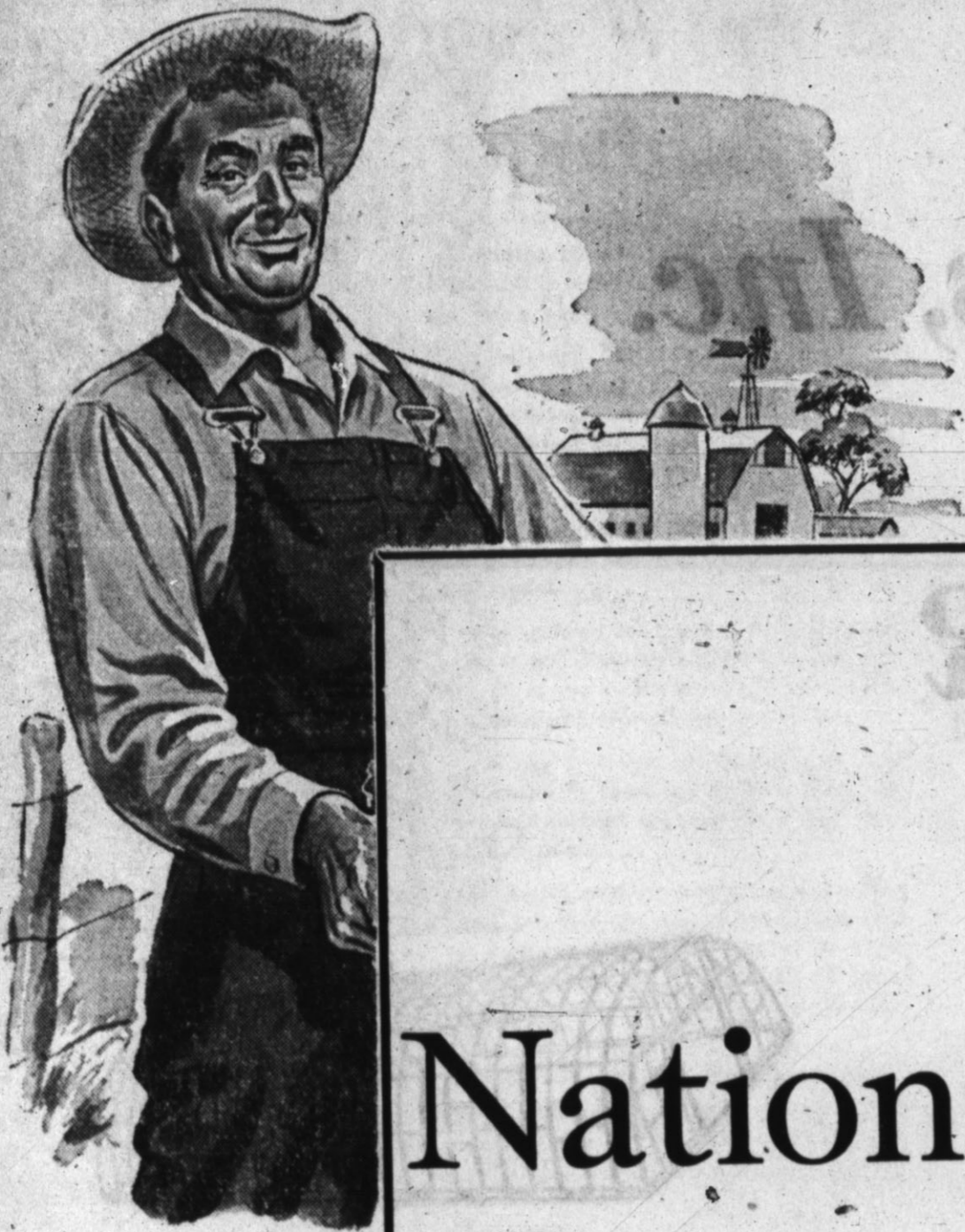
Financing available through your local bank or Commodity Credit Corporation.

- ★ NAILABILITY
- ★ UNIFORMITY
- ★ FIRE RESISTANT
- ★ RAT PROOF
- ★ WARP PROOF
- ★ FAST ERECTION
- ★ TERMITE PROOF



# FARM STEEL BUILDINGS Inc.

HEREFORD -- HIWAY 60 WEST OF FREIGHT DEPOT -- BOX 466 PHONE 1651



# This Week— National Farm Safety Week

**This Isn't Just Another Week Set Aside for Some Sort  
Of Promotion . . . It's A Week Designed To Call To  
Your Attention The Hundreds Of Hazards To Which  
You Come In Contact With Every Day On The Farm . . .  
It's A Week In Which All Of Those Little Things  
Which Might Lead To Disaster Should Be Fixed . . .  
Above All . . . It's A Week That Should Help To Keep  
You Mindful, ALL YEAR Of Your Duties Of Safety  
On The Farm And On The Road.**

**PACKARD MILLING CO.**

**SEARS GRAIN CO.**

**PITMAN GRAIN**

**FRASER MILLING**

**BRADLEY GRAIN**

# LITTLE<sup>®</sup> ANNIE ROONEY by BRANDON WALSH



## Montag's STATIONERY

See This Beautiful Stationery  
In Our Office.

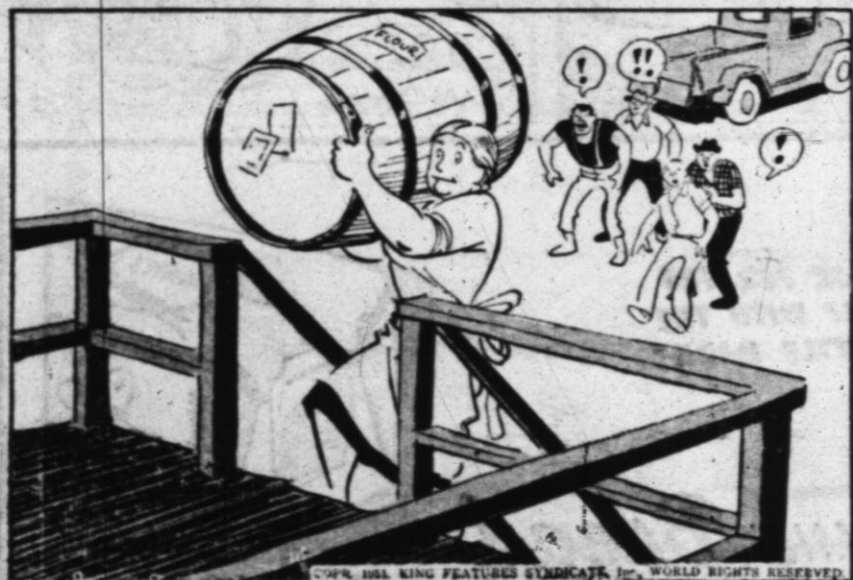
The Brand

# The Sunday Brand

Hereford, Texas

Our Slogan: "More People—More Farms"

## BUZ SAWYER by ROY CRANE



# TEENA<sup>®</sup> *by Lilla Terry*



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IT'S FRESH  
IT'S GOOD  
IT'S MANN'S

LOOK FOR THE LOOP WITH THE "LITTLE MANN"



Mann's MALTED MILK Bread

# KING of the ROYAL MOUNTED

by  
ZANE  
GREY



MERCIFUL GOODNESS,  
ERIC!... IT'S STRUCK  
DOWN KING!

THE EXECUTIONER CARES  
NOT FOR MODERN LAW  
MEN... YOU SEE,  
BURGOMASTER!



1 JUST AS KING AND THE BURGOMASTER REACH THE  
YODELING EXECUTIONER'S SECOND VICTIM, ANOTHER  
ARROW REACHES ITS MARK!

THERE! THAT WILL REALLY  
CONVINCE THESE YOKELS  
THAT THE EXECUTIONER  
IS SUPERNATURAL AND  
FEARS NOT EVEN THE  
MOUNTIES!



I'M FEARED TO QUAKING OF  
THIS HAUNT, OH, BURGOMASTER!  
I-I GO NOW TO GET  
MY FAMILY AND LEAVE THIS  
CURSED VALLEY BEFORE  
IT IS TOO LATE!

ERIC, W-WAIT!  
LOOK, KING IS  
N-NOT DEAD... HE  
MOVES!



HE WEARS A STRANGE  
SUITE OF MAIL... THE  
ARROW MERELY KNOCKED  
OUT HIS BREATH!

GASP-GASP! T-THIS  
TIME A HUNCH PAID  
OFF... I FIGURED AN  
AMBUSH AND WORE A  
BULLET-PROOF VEST!



THERE'S NOTHING MEDIEVAL ABOUT YOUR YODELING  
EXECUTIONER EXCEPT HIS METHODS! SEE THIS  
ARROW... THE POINT WAS GROUND FROM A  
PIECE OF CHROME-PLATED STEEL! QUITE  
MODERN, I'D SAY!



HMM! SURGICAL STEEL OF THE TYPE USED TO  
MAKE LEG BRACES! TAKE ME TO THAT BED-  
RIDDEN "PARALYZED" COUSIN OF YOURS  
WHO HAPPENS TO BE THE BOROUGH  
CLERK!

SO KING WEARS A STEEL  
VEST, EH? WELL, IT WON'T  
SAVE HIM FROM THIS!



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...CONTINUED...



**WE HAVE 'EM**

Complete line of Desk Lamps.

Flourescent, also goose neck lamps.



AT THE  
**BRAND**

PHONE 30



# OZARK IKE

by RAY GOTTO

EN ROUTE TO PLAY THE FAMOUS RED DEVILS, OZARK'S GLAMAZONS ARE BEING FLOWN BY A STUNT PILOT WHO SPECIALIZES IN CRACK-UPS!



MIGHTY KIND OF YOUR FRIEND DIZZY TO FLY US TO OUR GAME WITH TH' RED DEVILS, BARNEY!

IT'S KINDA IN REPAYMENT FOR WRECKIN' MY CARNIVAL WITH TH' LAST PLANE HE TRIED T' LAND!



AH HOPE HE'S MORE CAREFUL LANDIN' THIS ONE 'CAUSE I HAVE A DELICATE CONSTITUTION!



FASTEN YOUR SAFETY BELTS, GANG. WE'VE GOT SOME PRETTY DARK CLOUDS UP AHEAD!

I HOPE TH' PLANE HOLDS TOGETHER!



I AINT EVUH SEEN ANYTHIN' SO BLACK!

AN' THIS CRATE WITH NO LIGHTS!



BLACK? YA THINK THIS IS BLACK? WHY, I REMEMBER TH' TIME...

I GOT TH' STRANGEST FEELIN', DINAH!

ME TOO! ALMOS' LIKE WE'RE FLYIN'...



EKK! UPSIDE DOWN!



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RELAX, FOLKS! THAT WAS JUST OL DIZZY SHOWIN' OFF AGAIN! WE'RE OUTA TH' CLOUDS AND ON OUR WAY! HALLELUJAH!



A SHORT TIME LATER...

LOOK, OZARK! THERE'S TH' FIELD!



SIGH!

YOU SAID A MOUTHFUL, DINAH! I NEVER DID THINK WE'D LAND IN ONE PIECE!

This Space For Sale!

For Complete Details - Inquire THE HERFORD BRAND Phone 30

with the was the me- trip brand, hos- d Dr. here o the n Dr. n of n in ntel cost- con- sh- etc. week on to route Boul- Day- were

# GRANDMA by CHAS. KUHN-

GRANDMA, TH' COVER OF OUR BALL IS COMING OFF !! CAN YOU MEND IT?



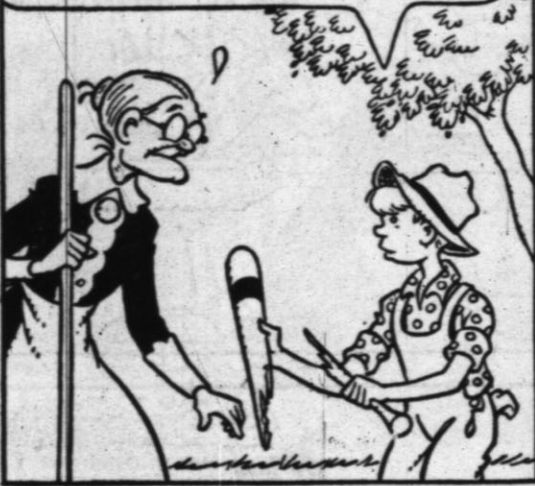
THERE, SKEETER, IT'S NOT A FANCY JOB, BUT IT'LL DO T' BAT AROUND!



YOUR GLOVE IS RIPPED AN' TH' MASK BENT, EH? WELL, COME IN AN' I'LL SEE WHAT CAN BE DONE, JOE !!



GRANDMA, CAN I BORROW A NAIL T' FIX OUR BALL BAT?



THERE YA ARE, JONESY! IT'LL LAST A WHILE LONGER-



GEE, THANKS !! ALL OUR GLOVES AN' THINGS SEEM T' BE WEARIN' OUT AT ONCE -



O.K., YOU KIDS HAVE PREPARED TH' WAY !! NOW I'LL GO OVER AN' PUT ON TH' PRESSURE !!



HI, GRANDMA, CONGRATULATIONS! DID YOU KNOW TH' KIDS VOTED YOU TH' MOST VALUABLE PLAYER ON TH' TEAM?



THEY ALSO ELECTED YOU TH' CAPTAIN AND ARE TALKIN' O' CHANGIN' TH' NAME O' TH' TEAM TO GRANDMA'S CHAMPS!



GRANDMA'S CHAMPS, IN MY HONOR?? WHY, I HAD NO IDEA--WAIT TILL I GET MY HAT !!



NOW, CAN YA THINK OF ANYTHING ELSE WE NEED, FELLERS?



This Space For Sale!

For Complete Details - Inquire  
THE HEREFORD BRAND  
Phone 30

**BLONDIE**  
by  
CHIC YOUNG



**TRADE WITH YOUR NEI GHBORS—**  
*The Friendly Merchants Of Hereford*

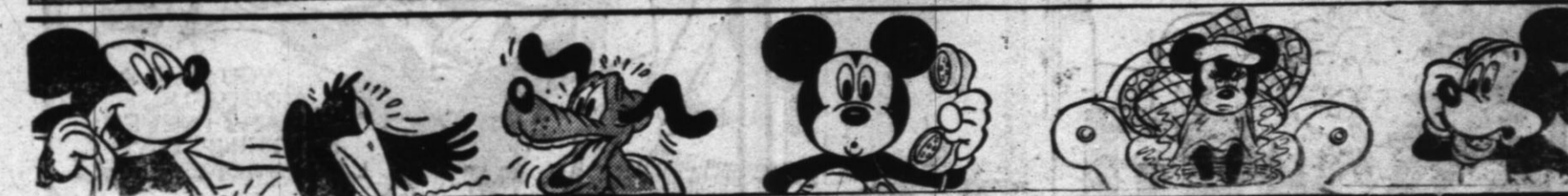
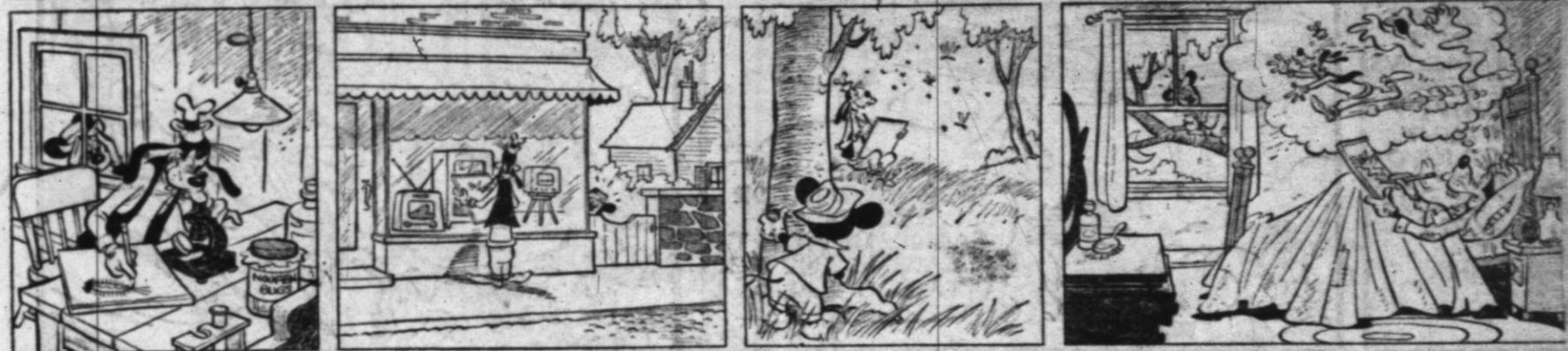
- Friendly, Courteous Service
- Nationally Advertised Brands
- Complete Stocks Always

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

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

**THE BRAND**

PHONE THIRTY



# WANT ADS

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**

# The KATZENJAMMER KIDS



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This Space For Sale!

For Complete Details - Inquire

THE HEREFORD BRAND

Phone 30

week on to Countee Bout-Day were

# JOHNNY HAZARD by FRANK ROSSON

JOHNNY!

HO! LOOKS LIKE WE'RE IN A BIT O' LUCK COMIN' 'ERE! WE'VE CAUGHT THE RINGLEADER 'IMSELF! TAKE 'IM, BOYS!

BRANDY IS ARRESTED BY THE POLICE WHO DO NOT BELIEVE HER STORY OF THE ATTEMPTED MURDER OF JACQUES-JACQUES! JOHNNY RETURNS THE STOLEN STRADIVARIUS TO THE VIOLINIST, BUT AT THAT MOMENT, THE DOOR OPENS...

NOT ON YOUR LIFE! STAY WHERE YOU ARE, OR... I SMASH THE STRAD!

NO! PLEASE?!

TAKE 'IM, H'I SAY! H'IT'S ONLY A FIDDLE!

DON'T MOVE! THAT VIOLIN IS PRICELESS ...IT CAN NEVER BE REPLACED!

RELEASE BRANDY!

HERE... CATCH!

HERE... CATCH!

THEY'LL CALL THE FRONT DESK... CAN'T GO THAT WAY! HERE, THIS WAY... COME ON!

THEY'LL CALL THE FRONT DESK... CAN'T GO THAT WAY! HERE, THIS WAY... COME ON!

STAY TOGETHER, PLEASE! THE REHEARSAL MUST START ON SCHEDULE... M. JACQUES-JACQUES IS VERY PROMPT! THE BUSES FOR THE HALL ARE OUTSIDE!

PLEASE, CAN WE HELP? WE'RE SO EXCITED ABOUT THE CONCERT, WE JUST WANT TO DO SOMETHING FOR CULTURE!

NOW I'VE SEEN EVERYTHING! THIS TOWN IS GOING MUSIC CRAZY!

OKAY! BUT NOT THOSE... THEY'RE BEING SHIPPED LATER! HERE... LUG THESE!

7-22

CONTINUED....

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

COURTESY OF  
THE HEREFORD BRAND

...the hospital... the... will... if the...  
...shrub... Lake...  
...will be... opera... the... grand... grass... would...  
...as al... parks... t bud-...  
...in the... rough-...  
...d. Ap... and...  
...really...  
...this...  
...of the...  
...k. will...  
...autal...  
...largest...  
...he in-...  
...end of...  
...ground...  
...rt will...  
...ke the...  
...in...  
...portion...  
...led in...  
...rass is...  
...ke the...  
...7-22...  
...miles...  
...COPY...  
...S...

# THIMBLE THEATRE :- Starring POPEYE

By TOM SIMS and BILL ZABOLY  
Registered U. S. Patent Office



SHOP IN HEREF ORD  
FOR BEST BUYS

# MANDRAKE

## THE MAGICIAN

BY LEE FALK & PHIL DAVIS

THE MIGHTY SPACE SHIP LANDS ON THE DRY, WIND-SWEPT SURFACE OF VENUS!

WE'RE THE FIRST HUMANS IN HISTORY TO LAND ON ANOTHER PLANET--

--AS PRISONERS! Uh--WHAT HAPPEN NOW?

THEIR WINDOW SUDDENLY LOWERS--THEY GET THEIR FIRST WHIFF OF VENUSIAN AIR--POISONOUS CARBON-DIOXIDE!

Uh--Uh--

Uh--TRY TO--HOLD BREATH--



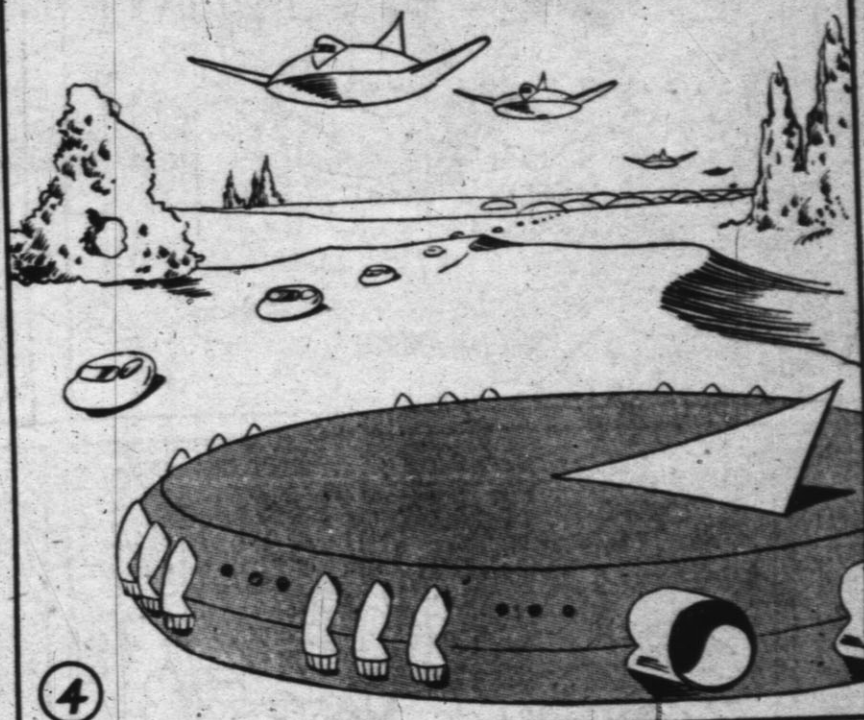
WINDOW CLOSES AT ONCE, AS OXYGEN POURS BACK INTO THEIR CABIN FROM THE INTERIOR OF THE BIG SHIP.

THAT WAS A WARNING TO US--NOT TO TRY TO ESCAPE--BY SHOWING US THE AIR IS POISONOUS TO US.

POISONOUS? Uh--WHAT KIND OF PEOPLE LIVE HERE?



AS IF ANSWERING LOTHAR'S QUESTION, LINES OF LAND AND AIR VEHICLES STREAM FROM THE DISTANT CITY, WELCOMING THE SPACE GIANT BACK FROM ITS GREAT VOYAGE.



THE VENUSIAN! THEIR FIRST GLIMPSE OF THEIR CAPTORS, AS THE SHIP'S COMMANDANT STEPS OUT!



SO THAT'S WHAT THEY LOOK LIKE--THEY'RE NOT FLESH LIKE US! THEY'RE--PLANT MEN!

VEGETABLES? OH, MIGOSH! WHAT THEY WANT WITH US!



NEXT WEEK = THE REASON...

THIS SPACE FOR SALE

THE HERFORD BRAND For Complete Details - Inquire

Phone 30