

Weather

Thursday, high 94, low 64
Friday, high 97, low 66
Saturday, no reading

The Sunday Brand

Published Every Sunday

Our Slogan: "More People—More Farms"

42 Pages

Including 20 Pages of Comics

VOLUME 4—NUMBER 10

The Sunday Brand, Hereford, Texas, Sunday, September 2, 1951

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SIGHTS, FACES SEEN

Around Town

The Hereford swimming pool was closed for the season on Friday. City officials hoped to keep the pool open over the Labor Day week-end, but supervisory personnel had made arrangements to leave Hereford on Saturday.

Jerry Stoltz, former Brand editor, is medalist at the Brownfield Country club annual championship tournament with a 74 for the par 72 course.

OPS Specialist Sam Blake will be at the Chamber of Commerce office in Hereford on Wednesday, Sept. 12.

The second game of the Hereford Softball league playoff, between Hereford Hardware and Dawn, will be played at Veterans Memorial park on Wednesday night at 8:30.

The Hereford Kiwanis club and the Hereford Rotary club will meet September 14 in a battle of the golf links. The Rotarians challenged the Kiwanians to the meet following the latter's victory over the Lions club recently.

Members of PTA are reminded of the get-acquainted meeting which will be held Tuesday, Sept. 8 at 7:30 p.m. in the Shirley school gym. Mothers are asked to bring cakes for refreshments.

Mrs. Clarence Hollabaugh was surprised Wednesday when a chum of her first five school year days dropped by to see her. She was also surprised to hear of another school chum whom she had not seen in 30 years.

The chum has married and lives in Lubbock.

This issue of The Sunday Brand brings another new feature of local interest—"I'll Never Forget." The new feature con-

(Continued on page 6)

Loan Papers For Telephone Co-op OK'd Thursday

Contract and loan papers for the West Texas Rural Telephone cooperative were signed at a special meeting held Thursday night.

The legal papers will be sent to Washington by the cooperative's attorney, James W. Witherpoon.

Russell Thomas Hurt in Bus Crash Friday

Russell Thomas, 32 years old, was injured Friday afternoon when a Continental Trailways bus overturned and pancaked into an oncoming car near Hedley, Texas, who attends school in Wichita Falls, was coming to Hereford to spend the Labor Day holiday.

Thomas was hospitalized in Memphis with injuries to his right shoulder.

Also injured in the accident were Mr. and Mrs. Leon Kelly of Paradise who were on their way to Hereford to visit with a brother, Roy Kelly.

Here is Another Monthly Hereford Brand Regional Roundup

Once each month, The Hereford Brand will prepare a roundup of news and pictures of people and events of this entire area. All those wishing to have society news or announcements, local items, or pictures appear in this monthly regional roundup are urged to send their material to The Hereford Brand. Wedding, engagement, and news pictures are welcome and will be published in this monthly roundup. Persons interested in supplying news from their particular community for this big edition are asked to contact The Brand office.



THE WONDERFUL tropical fish were unfolded for several youngsters as they went to Shirley school, and watched the family of 30 fish in the aquarium. From left, the youngsters are: Beverly Lynn Williams, daughter of Mr. and Mrs. Glenn Williams; Joanne Carlson, daughter of Mr. and Mrs. Lawrence Carlson; Mrs. Walton; Nancy Ann Edwards, daughter of Mr. and Mrs. Calvin Edwards; and Jerry Glenn Williams, son of Mr. and Mrs. Glenn Williams. Jerry is too young to go to school yet, but he wasn't too young to enjoy watching the fish. —Brand Staff Photo.

Kiwanians Prepare Annual Observance of Kid's Day

National Kids' Day will be observed in Hereford on Saturday, Sept. 22 with a free show at 10 a.m. and refreshments for the youngsters.

Observance here is being sponsored by the Hereford Kiwanis club in conjunction with a nation-wide observance by Kiwanis international.

In Hereford, the kiddies will be treated to a free show at the Star theater and will be given refreshments. Admission to the show is free, but the youngsters are asked to bring some donation for the underprivileged children of Hereford.

The money raised through the showing of the movie will be distributed evenly between Shirley and Central schools and will be used to buy pencils, books, and tablets for those children who cannot afford to buy them.

Preliminary plans for the local observance were outlined at a meeting of the Kiwanis club on Thursday. Bob Wear is chairman of the event.

He told the group that 1100 youngsters were accommodated last year at the Kid's Day and they expect a similar turnout this year.

The free movie is furnished by Francis Hardwick, owner of the Hereford theaters.

Members of the refreshment committee are: Walter Seed, chairman; and Gerald Wilson,

Worth Covington, and Owen Bybee.

Emphasis is being placed this year. Wear said, on the youths bringing a donation, whether it be one cent or one dollar, for

the underprivileged children. This way, the youths will have the satisfaction of helping someone more unfortunate than they and still not "getting something for nothing."

Pre-Enrollment Figure at 923

A total of 923 students were registered in the Hereford public schools on Thursday and Friday, Aug. 30 and 31.

This pre-enrollment figure

does not include students from the third through the sixth grade, who were not required to sign up for the coming term.

The enrollment totals are expected to be increased with the opening of school in the grades affected by pre-enrollment, however.

In the high school, there were 381 pre-enrollees, broken down as follows:

Freshmen, 107; sophomores, 121; juniors, 99; and seniors, 54.

This is about the same number enrolled as last year.

In the junior high school, a total of 254 were enrolled, 126 of

(Continued on page 6)

Football Mothers Meeting Called For Next Tuesday

Mrs. W. T. Kelly, president of the Hereford high Football Mothers' organization, announced a meeting for Tuesday, Sept. 4 in the high school study hall at 2:30 p.m.

All mothers of football players are urged to attend the meeting.

Purpose of the meeting is to elect officers and to plan the menu for the first meal following the September 7 game here with the McLean Tigers.

Jerry Drennan Leaves Hereford For Perryton

Jerry Drennan, who has been a member of the KPAN radio staff since September, 1950, has resigned his position here. He will leave Hereford Wednesday, Sept. 5.

Drennan has accepted a sports and news broadcasting position with radio station KEYE in Perryton. The Perryton station, like KPAN, is a 250-watt.

Wanted: Home For Family of Five—Skunks!

A farmer living north of Hereford is the holder of a dubious honor—he owns, quite by chance of course—a family of five skunks.

It seems the farmer's hired hand caught a mother skunk and four of her odiferous offspring several days ago and placed them in the farmer's granary.

Since that time, the hired man quit and left the farm. Thursday, the farmer received a letter from the hired man, informing him that the skunks were in the granary.

He had forgotten to mention before he left the farm

DOLLAR DAY IN HEREFORD SET FOR SEPT. 4

The September DOLLAR DAY event in Hereford has been scheduled this month for TUESDAY, SEPT. 4 instead of on the first Monday of the month due to the Labor Day holiday.

Check your big DOLLAR DAY edition of The Hereford Brand on Sunday, Sept. 2 for outstanding bargains being offered by Hereford merchants.

Purse-pleasing values can be found in every line if you shop your DOLLAR DAY ads in your Brand.

Remember!!! DOLLAR DAYS in Hereford on Tuesday, Sept. 4.

Will Plan Concert Group Member Drive

Plans for conducting the membership drive for the Hereford Concert association during the week of October 8-13 will be formed at a meeting to be held in Hereford during the coming week, according to Jim Kirby, president of the association.

Clifford Menz, of the Pryor-Menz Concert and Lecture service, will meet with the local officers to lay plans for securing members for the coming season. Menz will be in Hereford when his work in Portales is completed. Kirby told The Brand this

week that during the past two years, Pryor-Menz has been losing money on concerts here because there weren't enough members here to pay for the type of concerts presented to Hereford music lovers.

The program for the coming season will be announced after the membership drive so the officers can get an idea of what the members would like to have in the way of professional entertainment. Members may express their preferences when they purchase their tickets, Kirby stated.

Scheduling of talent for the coming year also depends upon the amount of money raised through the local sale of memberships.

Officers of the association are Kirby, president; Faust Collier, vice-president; Mrs. R. R. Willis, secretary; and Mrs. Bessie Patterson, publicity director.

This year marks the 50th anniversary of the Pryor-Menz Concert and Lecture service, who formed the local concert association and other associations in 14 Midwest states.

Farmers OK Supports, Ask Realistic Loan Ceilings

Deaf Smith county farmers expressed their preference for the present farm support program over one giving direct payments (such as the Brannan plan) as one of their suggestions at the Family Farm meeting held by the US Department of Agriculture agencies Thursday night at the courthouse in Hereford.

The farmers went on record as approving support payments because, "The minimum wage law is the same principle and if it is a good principle for the wage-earner, it is a good principle for the farmer."

Approximately 60 farmers attended the meeting, which was the farmers' chance to tell what they did or didn't like about USDA agencies and to offer any suggestion for changes they would like to see in the USDA's programs.

The recommendations made by the farmers are being compiled by Hugh Clearman, county agent and will be sent to the Texas headquarters of the various agencies affected.

Purpose of the "Family Farm" meetings were to determine three things: parts of programs farmers wished to see eliminated, recommended changes, and suggestions for new programs. After the suggestions were made, votes were taken to see if the recommendations expressed ma-

majority sentiment.

Agency by agency, the suggestions were as follows:

Agriculture Research Administration
Set up a program for the control and eradication of Johnson grass, bindweed, and other noxious weeds. The farmers also wanted the program to be set up under the Production and Marketing Association so financial assistance in eradicating

these noxious weeds could be obtained.

Reasons for this recommendation were listed as: necessary to control these weeds or they will spread beyond control; and under the PMA, incentive for ridding the farms of the weeds would be created for farmers otherwise financially unable to do so.

Vote—27 for, 0 against.

A recommendation was also

made that more agricultural research be done locally because of the difference of the crops and problems in this area over those areas which have research stations.

Vote—29 for, 0 against.

Extension Service

The farmers recommended that the separation of the federal extension service and the general farm organizations be left to the discretion of the individual states.

Reason for this suggestion was that there is no need to have the policy determined at the national level when the states have enough power to determine their relationships.

Vote—25 for, 0 against.

Production, Marketing Adm.

Recommended that the \$2500 limit one man can earn for practices be abolished. Reasons given were that it limits the initiative of the larger farmer and is not democratic to pay a small farmer for all he does and the larger farmer for only part of what he does. (Note—It was brought out in the discussion that a man with a larger operation has a better chance to earn payments than the small operator.)

Vote—5 for, 15 against.

Recommended that we do not ask Uncle Sam for anything and

(Continued on page 2)

Parents, Teachers Meeting Tuesday

A community-wide "get-together" to get mothers and dads of school-age children acquainted with teachers in the Hereford public schools is being sponsored Tuesday night by the Parent-Teachers Association in conjunction with the Hereford Chamber of Commerce.

The meeting will be held at Shirley school beginning at 7:30.

Bruce Wooddell, president of the Chamber of Commerce, urges all parents of students from "high school down to grade school" level to attend the informal

gathering.

"We want the parents to meet the teachers—especially the ones who are new in our community", Wooddell stated.

The meeting is open to the general public, not only to parents, but parents are especially urged to attend.

Mothers who plan to attend the meeting are asked to bake a cake and bring it to the get-together. Ice cream will be furnished by the Chamber of Commerce.

L. C. Thomas New DE Instructor, Replaces Henry

L. C. Thomas of Hereford has been named distributive education instructor for the Hereford high school, according to an announcement this week by George Graham, superintendent.

Thomas replaces S. N. Henry



L. C. THOMAS

who has accepted a position in the Amarillo school system.

The new instructor received his BS and MS degrees from the North Texas State college, where he majored in economics and administrative education.

Thomas' teaching experience includes a period from 1937 to 1940 when he was grade school principal at Ranger, Texas and from 1930 to 1937 when he was grade school principal and high school math instructor at Kellar, Texas.

For the past six years, Thomas has been in the grocery business. He is co-owner of Thomas Food store. He will retain his interest in the business, he told The Brand Friday.

City Golf Championship Pairings, Schedule Set

Starting times and pairings for the Hereford Golf club championship, scheduled to start Sunday morning, were released today by Jim Terrv, club pro.

A field of 50 entries will be shooting for \$250 in assorted golf merchandise, Terry said.

Pairings for the championship and first flight will not be released until after the Calcutta pool to be held at the J. A. Pittman place Saturday night.

Players in these two flights may determine their pairings after Saturday night by calling the clubhouse.

Stan Barrett retained medalist honors with his 72 qualifying round.

The first matches will be played Sunday, Sept. 2, the second matches Monday, Sept. 3, and the finals on Sunday, Sept. 9. All flights will start at the same time on these three days, Terry said. No golfer can be disqualified until it is too late to play 18 holes of golf on the day he is scheduled to shoot.

Parings for flights two through five and tee-off times, together with qualifying scores, are:

CHAMPIONSHIP FLIGHT
Tee-off time, 1 p.m.

Stan Barrett, 72; Frank Cogdell, 74; Uelin Streu, 77; Wayne Phillips, 78; J. A. Pittman, 79; J. M. Posey, 80; Don Martin, 80; Bill Davis, 80.

FIRST FLIGHT
Tee-off time, 10:30 to 11 a.m.

Dr. R. N. Lingenfelter, 81; Punk Gillebreath, 81; Dub Hair, 82; Joe Butler, 82; Arbuckle, 82; John Renner, 81; Frank Latimer, 82; J. D. Pittman, 82.

SECOND FLIGHT
Tee-off time, 10:10-30 a.m.

Bob Lindsey, 82, vs. Earl Hendricks, 83; Mutt Webb, 82,

vs. T. J. Clay, 84; Ray Hardy, 82, vs. Joe Kerr, 83; Lloyd Neill, 83, vs. Dale Laceywell, 84.

THIRD FLIGHT
Tee-off time, 9:30-9 a.m.

Dub Reeves, 85, vs. F. A. Tucker, 87; Wendell Burdine, 86, vs. Earl Brock, 87; Bill Waldrep, 85,

vs. Harold Loerwald, 85; Ray McCullough, 87, vs. Oscar Lange, 87.

FOURTH FLIGHT
Tee-off time, 8:30-9 a.m.

C. L. Wilson, 90, vs. Junior Rothwell, 92; Keith Hodges, 91,

(Continued on page 6)



PUPPETEER MILDRED WESTER displays her talents with "Li' Abner" Saturday morning at the kiddies show at the Star theater. Part of the audience can be seen at left. Mildred is the daughter of Mr. and Mrs. H. E. Wester. —Brand Staff Photo



MR. AND MRS. KENT BIRDWELL live in the six-room home, one of Dimmitt's newest. Birdwells moved into the three bedroom home in September, 1950.—Brand Staff Photo.



Mr. and Mrs. Henry Tarlton Will Make Home In Hereford

Mr. and Mrs. Henry Tarlton with DC picture
Mr. and Mrs. Henry Tarlton who were married in the First Christian church of Clovis, on Friday, Aug. 24, will make their home in Hereford.
The bride is the former Miss Ara Lewis, foster daughter of Mrs. Ida May Vaughn. Mr. Tarlton has been associated with the wholesale division of the Texas Oil company for a number of years at Morton.

The wedding took place at 10 o'clock Friday morning with Rev. Clinton Dickinson officiating.

For her wedding, Mrs. Tarlton chose a periwinkle blue crepe dress designed with sheer yoke and square neckline with rhinestone clips. Her accessories were in white and for something old she wore her late mother's lapel watch. Her something blue was an imported handkerchief be-

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Farmers...

(Continued from page 1)

that we do away with all agencies.

Recommended that provisions be made in the farm storage loans for a foundation for farm buildings.

Reasons:—It is necessary to have a foundation and farmers cannot always raise all the money, which might prevent some farmers from building on-the-farm storage.

Recommended that this group oppose direct payments and suggest that the support program be retained because no one knows how much a direct payment program would cost and there is a good possibility that the direct payment program might cost too much.

Also, that the minimum wage law is the same principle and if the principle is a good principle for the wage-earner, it will be good for the farmer.

Vote—32 for, 0 against.

The farmers recommended that conservation payments be made by the local board at the time the work is completed by the farmer in the same manner as contractors are paid. Reasoning behind this was that if payment can be made to the contractor at that time, the same thing can be done for the farmer.

Recommended that more local control be granted in regard to payment of practices carried out which would include allowing county committee to make payment as soon as the practice is completed and checked. Also conservation practices which will be included should be determined locally and the specifications governing the practices should be determined locally.

Reasons were listed as: local people know the local problems and to cut administrative costs.

Vote—38 for, 0 against.

Soil Conservation Service
Recommended to do away with the Soil Conservation Association and give assistance through other agencies because technical help should be obtained from the extension service.

Vote—3 for, 21 against.

Recommended to do away with payments for conservation because the benefits pay for themselves and if money is needed it should be obtained through an FHA loan and because the farmer benefits more than the work costs him.

Vote—10 for, 20 against.

Farm Credit Ass'n.
The farmers recommended that appraisals of land should be raised to conform with present values because of the increased productivity of the land and the present inflated dollar.

Vote—37 for, 0 against.

Farm Home Administration
Recommended that they do away with credit restrictions on farm housing loans because the government is trying to get more people back on the farm and a farmer has a hard time trying to build under the present plan.

Vote—32 for, 1 against.

They also recommended raising the operating loan limit to \$7000 for one year and \$10,000

longing to Mrs. Vaughn.

Mr. Tarlton has four children. Ray of Morton, Mrs. J. W. Madford of Colony, Okla., Mrs. Wolford Rachel of San Antonio, and Mrs. Louise Simpson of Lubbock. Mrs. Ida May Vaughn and Mr. and Mrs. J. K. Gray accompanied the couple to Clovis for the cere-

for any amount of time with a 10-year limit to repay.

Reasons given were that \$3500 won't even buy a good used tractor these days and when the present \$3500 limit was made, a dollar meant more than it does now.

Vote—40 for, one against.
It was also recommended that additional funds for the FHA be granted to handle the increased size of the loan limit.

Crop Insurance

It was recommended that once wheat is gone off the land, farmers be allowed to follow with another crop because the land if not used for something else might even become a blow hazard.

Recommended also was the proposal that every acre under insurance stand for itself so a destroyed acreage could be replanted and not lose the insurance on it.

Vote—15 for, 0 against.

An overall recommendation was made that "in considering and planning farm policies, the USDA consider the recommendations of the American Farm Bureau Federation" because the farmers know more about their needs in policy than anyone else.

The recommendation carried, 28-0.

Jasper Vaughn Promoted To Lieut. Colonel

Jasper Vaughn, who is a major in the United States Air Force, has been promoted to Lt. Colonel, according to word received this week by his mother, Mrs. Ida Mae Vaughn.

Vaughn was stationed at Andrews field, Washington D. C. until the time of his promotion. At the present time, he is taking a three months' special course at RCA headquarters in New York. A graduate of Hereford high school, Vaughn went into the army in 1941 after completing his junior year at North Texas Agricultural college in Arlington.

During the war, Vaughn served in the India-Burma theater and after the war was stationed for a time in El Paso.

Vaughn returned to the states in February after completing 14 months service with the Air Force in Arabia. He is married and has two children.

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Cotton Farmers Urged To Investigate Loans

Cotton farmers in this area were reminded of the importance of reporting their cotton acreage to the Production and Marketing Administration, by Faust Collier, Deaf Smith county PMA executive secretary.

Collier said it was vital that his agency have acreage reports in order to get an established base for the county and also for loan information.

He urged farmers to consider the possibilities of the cotton loan program to allow for orderly marketing of their 1951 crop in an effort to avoid glutting the market and forcing the price down.

"The cotton loan is the smoothest thing our producers have," Collier commented.

According to best estimates, 16 million bales will be needed this year, Collier pointed out. Orderly marketing of the crop, spread out over a period well beyond the actual harvesting season, will help stabilize the market and protect prices.

The PMA officials pointed out the case of the 1948 crop when

over one-third of the crop was put under loan. The market advanced, the farmers repaid the loan on 28 out of every 100 bales in loan, and sold the cotton at a higher price on the market.

The balance of the loan cotton was pooled later and sold for producers by CCC with the result that \$67 million, about \$17.50 per bale, was distributed to producers over and above the cash they received at the time the cotton was placed in loan.

Loans on the 1951 cotton crop may be secured by an individual, partnership, or firms producing cotton.

The 1951 loan rate is 90% of parity as of August 1, 1951. Average per pound rates are 30.46¢ per pound for Middling 7/8 inch cotton and 31.71¢ for Middling 15/16 cotton. These rates will vary depending on the grade and staple of the cotton and the location.

Further information on the cotton loan may be obtained from the PMA office.

Crutchfield Fined For Parking Tickets

Roy Crutchfield was fined \$16 and \$9 for delinquent traffic tickets in city traffic court on Saturday by Mayor W. E. Dameron.

A warrant for Crutchfield's appearance was issued following a complaint signed by City Patrolman Leland Alderson.

Mr. and Mrs. L. G. Lunsford returned last week from Pampa

Clyde Stewart Enlists in Air Force This Week

Clyde Bruce Stewart enlisted this week in the Army Air Force for a period of four years, according to M/Sgt. Hicklin Harrell.

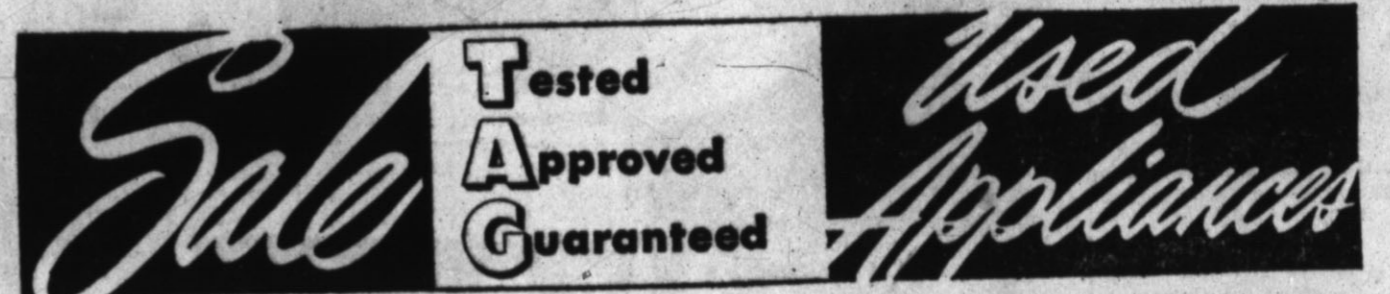
Stewart is a cousin of R. R. Stewart of Hereford. He is the son of Mr. and Mrs. J. W. Stewart, who live in May, Texas.

At the time of his enlistment, Stewart was working for W. W. Hill. He left Amarillo on Thursday night for Lackland Air Force base, San Antonio, where he will receive his basic training.

where he has been in the hospital.

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Yes! Every box sold on this special deal carries our 10-month guarantee . . . and we have some real bargains to offer in good, reconditioned boxes.

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NORTHWEST HEREFORD NEWS

Wheat Being Sown, Other Grains Beginning to Turn in Community

By Mrs. R. C. Childers
Wheat is being sown on the T. E. Seigler place, where the Grady Parsons live. Others are preparing their land for wheat. In several places, the grain is beginning to turn. On Lyle Rickmans place most of the grain has already turned.

Lettuce is beginning to make a showing now. It is being thinned out on Dr. Wills' place and on Cliff Potters place. These places both had potatoes on the land and then put in lettuce, making two crops a year off the land.

The corn in most places is past the roasting ear stage, or will not fully mature. Several crops in the vicinity will only do for ensilage. However, there are a few crops that are late that will make.

Mrs. Allie McNeill of Canyon spent Thursday in the home of Mr. and Mrs. R. C. Childers. Raym Childers Jr. went home with Mrs. McNeill to spend a few days. She is an Aunt of Mrs. Childers.

Mr. and Mrs. Wayne Johnson were dinner guests in the Richard Jowell home Wednesday night.

Mrs. A. H. Inman of Plainview spent this week in the R. C. Childers home.

Miss Doris Mahaffey was a caller in the R. N. Cooke home Wednesday.

Mrs. Lyle Rickman returned last week from Idaho where she went with her brother, Earnest Hardman, to take a load of belongings. The Hardmans are moving to Idaho as soon as they can get their crops harvested here.

Mr. and Mrs. Earl Johnson of Pampa were guests in the Wayne Johnson home Thursday and Friday.

Mrs. G. F. Witherspoon and Mrs. R. C. Childers were guests of Mr. and Mrs. Liston Wilson in Amarillo Tuesday.

Mrs. Witherspoon and Mrs. Childers attended the speech of the ex-monk of the Roman Catholic church Tuesday night at the Central Church of Christ in Amarillo.

WSCS Fall Round-Up

A western theme will be used for the motif of the Fall-Round-up which will be sponsored by the Woman's Society of Christian Service of the Methodist church Wednesday, Sept. 5, at the church.

The round-up will be held in the form of a chuck wagon feed at one o'clock with old members providing the chuck. New members will be honor guests and will not be responsible for any food.

In keeping with the round-up theme, new members will be "branded" as they are welcomed into the organization.

Hostesses for the occasion will be Mesdames Homer Brumley, chairman, Hank Williams, W. J. Stanford and Colby Conkright. In the event that old members do not receive notification of

Hereford Girl Makes Religious Profession

Miss Bernice Noggler, daughter of Mr. and Mrs. John Noggler, who has been known for the past two years as Novice Mary John, pronounced her temporary vows as a Franciscan Sister of Mary Immaculate at St. Mary's Convent, Santa Fe, N. M.

The Most Reverend Edwin V. Byrne, D. D. Archbishop of Santa Fe, officiated at the ceremonies and offered the Mass.

Among those present witnessing the ceremonies were: Rev. Father Bonaventure, S. A., from New York, uncle of the newly professed; Mr. and Mrs. John Noggler with their children, Lauriel, Dennis, Jerome, La Verne, Alice, and Rose Ann; Miss Theresa Koelzer and Mrs. John Koelzer, all of Hereford; Miss Billy Jean Jesko of Las Vegas, Miss Rose O'Grady of Las Vegas, New Mexico, and Sisters Vitalis and Francis Jerome from St. Anthony's School, Hereford.

R. S. Rutherford Stationed On Guam Island

R. S. Rutherford, son of Mrs. Effa Rutherford of Concord, Calif., is stationed on Guam according to word received in Hereford this week.

Rutherford who is a former resident of Hereford had four years of Navy training and was recently recalled and sent to Guam.

Rutherford's address is: R. S. Rutherford C71; Box 24. NCS; Navy 926; c/o FPO; San Francisco, Calif.

Jolly Teens Horizon Club Girls Guests At Weiner Roast

Members of the Jolly Teens Horizon club and guests were entertained Thursday night at a wiener roast at the Elmer Patterson home.

Games were played and scenic movies were shown.

Those attending were: Marian Wilson, Gerry Patterson, Cecelia Wilkins, Lola Verne Pitts, Nancy Patterson, Barbara Turner, Novella Arrington, Betty Arrington, Wayne Lady, Clayton Rutter, Forrest Ricketts, Keith Savage, Johnny Thompson, David Stanton, Billy Robinson, Mrs. Urlin Streu, advisor, and Mr. and Mrs. Elmer Patterson.

Mr. and Mrs. Darrell Blanton, Mr. and Mrs. G. C. Hartman, Mr. and Mrs. Ivan Block spent last week-end in Red River.

their part of the food to be furnished, they should call Mrs. Brumley, the chairman has announced.

Fall Forecasts



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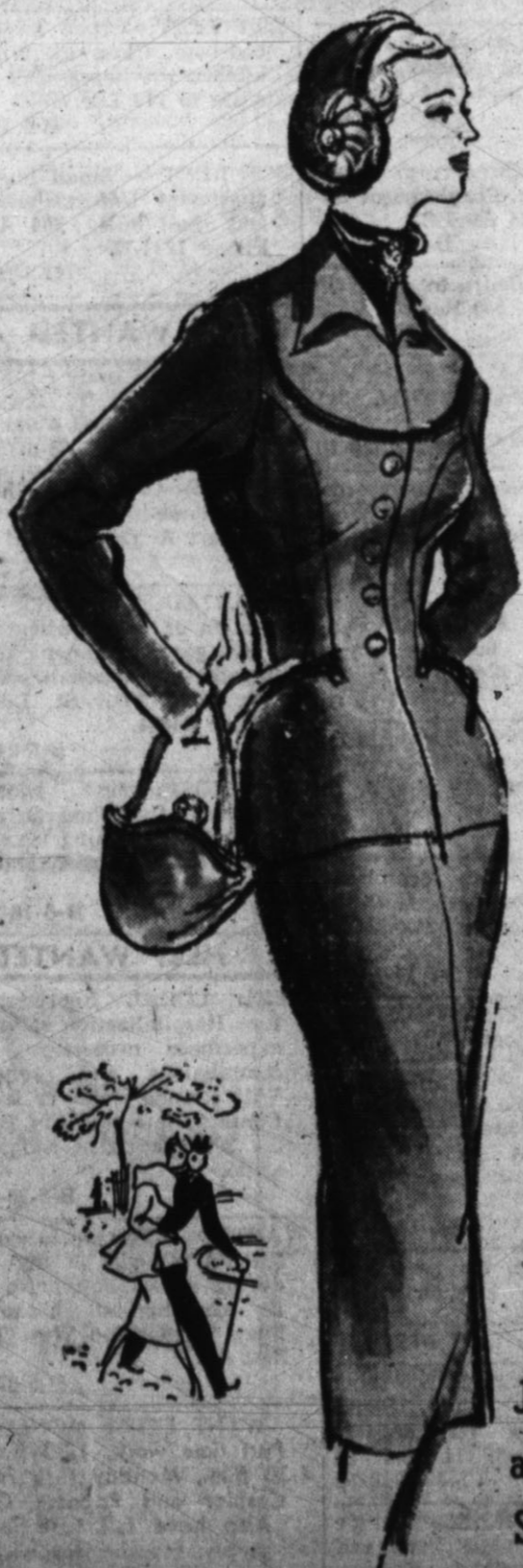


DRESSES

Styles to start your heart a-tickling! Featuring news-making fashion ideas... the pretty petticoat skirts, drop shoulders... and wool-like rayons with flannel, jersey, and menswear weaves.

SUITS

Suits this season are more precious than ever in lines that flatter and look so different! With shorter jackets, rounded hips, softer shoulder and sleeve details.



Just Received New Shipment NYLON and WOOL SWEATERS, SHIP 'N SHORE BLOUSES

★ Dollar Day Specials ★

One Group DRESSES \$5.00

Group of New Fall Dark Cotton BLOUSES Regularly \$5.95 \$4.50

Nylon Tricot GOWNS Regularly \$12.95 \$7.00

Nylon Satin and Nylon Incol SLIPS Regularly \$7.95 to \$10.95 \$5.00

THE *Vogue* DIMMITT HEREFORD

Nationally Advertised



DIAMOND RINGS

The exclusive, patented rings that completely eliminate old-fashioned twisting, tilting and shifting of rings on the finger. Exquisitely designed... beautifully made.



DeLuxe Bridal Ring Creation \$87.50

Superb Quality Diamonds \$135.00

For the Love of Your Life \$215.00



Diamonds For Your Bride-to-Be \$152.50



Wear them separately... wear them together. If you prefer, you may buy the Engagement Ring today, the Wedding Ring when you set the date.

HEMBREE JEWELRY

335 N. Main

Phone 34

WANT ADS Phone 30 or 31

FREE Theatre Tickets To See



WEDNESDAY - THURSDAY
SEPTEMBER 5 - 6

Star Theatre

Be Sure and Ask for Your Free Tickets

With each PAID-IN-ADVANCE classified ad placed in The Brand, We will give one free ticket.

1. FOR SALE Miscellaneous

FOR SALE: Registered Scotch Shorthorn bulls, 7 miles south on Dimmitt Hwy. Tom Drape, Box 671. B-1-16-6-tfc

OFFICE SUPPLIES: Regular lines and special orders. The Hereford Brand. B-1-16-1-tfc

Chrysler Industrial Motors Sales & Service McCutough Motor Co. 411 W. 1st. Ph. 17 B-1-9-tfc

We have all FEED MOLASSES Any Quantity FRASER MILLING CO. B-1-30-tfc

Hereford Glass Co. Expert Car Glass Installation Table Tops and Window Glass 1302 Park Ave. Ph. 1425 B-1-16-tfc

White Irrigation Motors Now Available. Also Parts and Repairs FRANK CRAIG Studebaker, Massey-Harris B-1-18-tfc

FOR SALE Colorado grown Balboa Rye. Recleaned, sacked and tagged. Also have Hairy Vetch seed. BRADLEY GRAIN CO. Phone 360 B-1-11-30-tfc

FOR SALE - No. 1 certified Wichita Seed Wheat at farm 2 miles west on Harrison Highway. T. E. Seigler. Phone 660 or 809. B-1-20-31-tfc

Early Wichita wheat seed. \$2.50 Marnell Brothers. 5 1/2 miles north of Hereford. B-1-12-8-10p

FOR SALE - Cut Flowers, Flowering Plants, and spray for plants. Mrs. J. F. Ward. No. Main. S-1-16-3-tfc

FOR SALE - Round Oak gas range. ABC Washing Machine. Phone 473-J. B-1-11-10-1p

WANTED TO BUY - good used half-track. Bradley Grain Co. B-1-10-10-2c

FOR SALE - 2-piece living room suite, chrome and plastic dinette set. All practically new. Call Mrs. Jimmy Sparkman 460. B-1-19-10-2p

EARLY WICHITA wheat seed. \$2.50. F. L. Alexander. Phone 1272-W. B-1-9-10-4p

FOR SALE - Winchester Model 12 pump shotgun. Has Polychoke. Good condition. Call 711 B-1-11-10-2p

FOR SALE - Good Steel guitar with amplifier. Call 1614. B-1-9-10-9p

Combine run early Wichita Seed Wheat. Well matured, excellent quality. Price \$2.50 bushel. See Glen Williams at Wesson Real Estate. B-1-20-34-4p

PRAIRIE HAY BRADLEY GRAIN CO. Phone 360 Box 889 B-1-11-9-tfc

FOR SALE - Fryers. At Hereford Floral Shop. 209 Higgins. Phone 773. B-1-11-35-2p

FOR SALE - Wheat Seed. Commanche and Westar. \$2.50 bushel. Ten miles West on Harrison Hwy. 1 1/2 miles North. Paul Rudd. B-1-20-35-4p

FREE Manuscript Covers for students. At Park Ave. Drug. Headquarters for School Supplies. S-1-13-10-2c

FOR SALE - Seed Wheat. Earl Plank, 3 miles East, 1 1/2 miles North. B-1-12-10-2k

FOR SALE - Eearly Wichita Seed Wheat. Second year from certification. Price \$2.50 bushel. Sears Grain Co. B-1-16-9-3p

600 Bushels Commanche Seed Wheat \$2.50 bushel. Avery Fisher, 18 miles south Plainview on Farm Road No. 400, Rt. 2, Petersburg, Texas. B-1-20-9-3p

FOR SALE - Argus C-3 35mm camera, flash carrying case. Like new. \$45. Wally Knief. Phone 30 or 971-M. B-1-18-35-2c

2. FOR SALE Farm Equipment

1948 UTS M M tractor, Butaine 15-30 rubber, \$1500.00. 1946 12ft. Baldwin, Electric Lift, un-loader, maize attachment, \$950. Late model 1610 Oliver Drill, \$250. Late model 1610 Case Drill on rubber, \$200. L. M. McGee, 132 Ave. E. B-2-37-10-4p

SELL OR TRADE - Late Models J. A. Case, new tires or IHWB on butane. Phone 1272-W. B-2-15-10-4p

FOR SALE - Disc Drill for Ford Tractor, used one season. Dempster make. Contact David Long. Guymon, Oklahoma. B-2-17-35-10k

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

BARGAINS IN WHEATLAND TRACTORS Late model Case L. A.'s with factory engineered butane conversion optional. JACOBSON BROS. 137 N. Miles Hereford B-2-21-29-tfc

FOR SALE - International corn picker 1-row drag type. Any two row tractor will handle from power take-off. Picker has harvested 70 acres corn. Price \$500 Guaranteed worth the money. Can be broke down to haul in pick-up. Sanders Terry. Ph. 081J3. If no answer 153-R Artesia, New Mexico. B-2-43-33-6p

FOR SALE - International Beet Harvester. Alton Fraser, Phone 484. B-2-9-34-12c

3. FOR SALE Automobiles

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

HEREFORD MOTOR CO., INC. Ford - Mercury Dealer USED CARS

1941 Chevrolet 2 dr. good condition. 1938 Chevrolet 2 dr., R/H, good rubber. 1941 Chevrolet 2 dr., good condition. 1950 Ford 2 dr. 6 cyl. 1946 Plymouth 4 dr., R/H. COMMERCIALS

1945 Chev. truck, good 825-10 ply tires, long wheel base. 1942 Chev. 1 1/2 ton truck, long wheel base. 1949 GMC 3/4 ton pickup, R/H, clean. 1947 Ford 2 ton truck, grain bed, 2 speed axle, good condition. A bargain. 1949 GMC 3/4 ton. 1950 Ford F-2 3/4 ton. motor. We have a representative stock of new pickups and trucks. Phone 38 or 39 B-3-7-tfc

KINSEY MOTOR CO. USED CAR LOT

Located corner 2nd and Schley USED CARS

1947 66 Oldsmobile coupe. USED TRUCKS

1947 GMC 3/4 ton pickup. 1942 GMC 1 1/2 ton truck. 1942 Chev. 1 1/2 ton truck. 1946 Dodge 1 1/2 ton truck. 1950 Chevrolet 1/2 ton pickup. We have a limited supply of new pickups and trucks. B-3-6-tfc

ATTENTION! White truck owners & irrigation farmers. Complete White parts & service for trucks & White "half-track" irrigation engines. Only authorized White distributor in Panhandle area.

PANHANDLE WHITE TRUCK COMPANY 2400 N. E. 8th-Amarillo, Texas Phone 3-8284 B-3-8-8p

4. REAL ESTATE

FOR LEASE 300 acre irrigated farm for cash lease. Two irrigation wells, improved. Between Amarillo and Canyon, just off pavement. For further information see C. R. SMITH & SON Over Brand Office B-4-21-33-tfc

FOR SALE: Nice two bedroom house, 111 Park Ave. Phone 292-W. Shown by appointment. Wayne Edwards. B-4-16-19-tfc

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

FOR SALE Three bedroom house and 1 acre land. Very nice, \$9500. Good terms. Five room house on paving. Very nice. \$8500. Good terms. GLENN WEIR 109 Main Phone 200 Res. Phone 452-W B-4-50-tfc

FOR SALE If it is a good farm loan, we can make it. ROSE & BARBER 107 East 3rd St. Phone 45 B-4-26-tfc

FOR SALE - By Owner. 331 Acres - Good Improvements. Good 8" Irrigation Well. Eight miles east Friona. \$160 acre Term if desired. Joe B. Douglas, Rt. 3 Friona. B-4-26-9-3p

COLORADO RANCH 5,742 acre ranch, 4,713 deeded, 1029 acres leased. Water from springs, well and three tanks. Well sodded with buffalo and gramma. Expect anyhow 1000 acres best of level wheat land. Price \$15 acre, 29% cash good terms. See me for ranches, large or small, up to 70,000 acres. LEE CONKLIN Res. 422-W Phone 728 212 Main B-4-21-30-tfc

FOR SALE - 1/2 section and 1/4 section irrigated land, 5 miles southwest Hereford. Sid Barclay 310 West 7th Phone 696-J B-4-20-34-tfc

FOR SALE - 1/2 section and 1/4 section irrigated land, 5 miles southwest Hereford. Sid Barclay 310 West 7th Phone 696-J B-4-20-34-tfc

4 ROOM MODERN EFFICIENCY HOME 315 J Street Garage attached, large rooms. Back yard iron fenced. Close to Shirley school. \$11,000 - Terms

GLENN WEIR 109 Main Phone 200 Res. Phone 452-W S-4-21-44-tfc

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

EXTRA SPECIAL FARM VALUE 412 acres irrigated farmland; 2-8" electric wells, 3 bedroom modern house on REA, 2 car garage, 1-5 room tenant house, water pressure system, 16 stanchion dairy barn, 40x-60 hay barn, with lean-to sheds, hog houses and two miles of hog wire, 4 bin granary, 1/2 mineral rights, \$175 per acre. Terms. Location 9 miles of Hereford. THIS FARM IS PRICED \$50.00 PER ACRE UNDER PRESENT VALUE, FOR QUICK SALE. HUGH BOOKOUT REALTY Phone 1270-W 533 East 1st Hereford, Texas B-4-10-2c

FOR SALE - Implement business in San Jon, N. Mexico. Will sell at inventory. Building may be leased or bought. Phone 2361 San Jon, N. Mexico. B-4-23-10-2p

FOR SALE Irrigated 340 acres, 247 in cul., 95 acres in cotton, 120 in feed, 30 ready for wheat. Six room house, bath, garage, granary, other imp. Price \$240 acre with crop and it is good. \$35,000 in loan, bal. cash. Good 160 acres all cul. in good irrigation water. Price \$135 acre, 1/3 crop years. An \$8,000 loan runs 10 years at 5%.

160 acres, 60 in cul., good irrigation district, 4 & 5 room house, grade A milk barn, on paving. Price \$22,000 with crop, \$3,200 loan. 632 acres sandy land, 350 cul., 2 sets imp., 90 acres peas, 50-feed. Price \$37.50 acre with crop. Will consider trading for houses or small acreages. Have other good buys from 2 acres up to 640 acres in dry and irrigated farms. Also houses and lots all sizes. See my listing before you buy. I will appreciate your listings on trades or sales. J. M. HAMBY, Real Estate South of Courthouse, Phone 701 B-4-41-34-4p

Wanted To Buy - A good 1/2 section or section. All cultivable either irrigated or subject to irrigation. Reply Box 384 Hereford. Will pay cash on closing. No agents. B-4-28-6-tfc

FOR SALE - Small 4 room house on 82' x 150' lot. Price \$3500. See or call Gerald Wilson Hereford Brand, Phone 30. B-4-20-9-tfc

FOR SALE, MY HOME 3 bedrooms, stucco, venetian blinds, floor furnace, hardwood floors, insulated, carpeted wall to wall, walk in closet, blue bath fixtures, drive-in garage. Lots of cabinets finished in light oak. Inlaid linoleum on bath & kitchen. 3 lots fenced, young orchard, strawberries, lots of flowers and pretty lawn. Take late model car. Will carry \$7500.00 loan. Phone 1519-M 222 Bradley, Phone 1519-M B-4-31-35-2p

FOR SALE - Small 4 room house on 82' x 150' lot. Price \$3500. See or call Gerald Wilson Hereford Brand, Phone 30. B-4-20-9-tfc

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PAULA JO BIRDWELL, two-year-old daughter of Mr. and Mrs. Kent Birdwell, is shown in the living room of her parents home. Little Paula Jo isn't posing, she's just listening to the music on her record-player.—Brand Staff Photo.

ROSE & BARBER HAVE: A good half section, eight miles out, on highway. Nice improvements and an extra good irrigation well. \$175.00 an acre. About half cash will handle it. A nice, unimproved half section—three miles from Hereford, irrigation well. Price \$42,000.00 only 29% cash. Unimproved 160 acres, one half mile off highway, nine miles from Hereford. 120 acres in cultivation, balance grass. Price \$75.00 an acre, with terms if desired. A good, well located home, four large rooms, utility porch, breakfast room and a large, well finished basement. Beautiful new six room home. Large rooms, lots of closets and lovely built-in features. LET US SHOW YOU ROSE & BARBER 107 East 3rd Phone 45 B-4-35-2c

FOR RENT - Bedroom with private bath, kitchen privileges, share living room. Lady preferred. Conveniently located. Bills paid. Phone 163-J. Mrs. J. B. McMinn 500 East 4th. B-5-26-10-3k

FOR RENT - Two room furnished Apartment. Call 521-W after six and all day Sunday. B-5-14-8-tfc

FOR RENT - Modern 3 room furnished Apt. Adults only. 603 Jackson. Call 217-W. B-5-13-35-2k

FOR RENT: apartments, furnished and unfurnished three rooms, private bath. Phone 569. 115-B-Ave B-5-12-25-tfc

Store Building for Rent—128 East 3rd. See J. B. Elliston or Phone 179. B-5-14-31-tfc

FOR RENT - Large bedroom with two closets. Adjoining bath. Near High School. 505 Lawton, Phone 772. B-5-16-9-tfc

FOR RENT - Unfurnished four room and bath duplex. Newly decorated. Close in. Adults. Phone 589 or 53. B-5-17-9-tfc

FOR RENT - Furnished light housekeeping rooms. Hereford Camp. Phone 678. S-5-10-10-1k

FOR RENT - Modern three room Apt. with private bath. 608 E. 3rd. B-5-12-35-2k

FOR RENT - Nice large front bedroom. Close in. Will give kitchen privileges. Call 692 or come to 219 Lee. B-5-19-35-2k

FOR RENT - Small four room apartment. Unfurnished, \$35.00 and half bills. 204 Ave. H. Phone 1211-R. B-5-16-35-2p

FOR RENT - Three room garage apartment. Completely furnished. 805 Lee Ave. B-5-10-35-2k

FOR RENT - Desirable furnished apartment for couple. Adults only. Bills paid. 514 Union. S-5-13-10-1k

FOR RENT - Three room garage Apt. Modern. Furnished or unfurnished 224 Ave. C. B-5-13-35-tfc

FOR RENT - Bedroom, close in Phone 847-J. 509 Ross. B-5-9-34-tfc

FOR RENT - An efficiency and bedrooms. Phone 545-W. 511 Lawton. B-5-10-10-1p

FOR RENT - Modern apartment. Private bath. Garage. 510 West 4th. Phone 248-M. B-5-12-10-2k

FOR RENT - Nice basement apartment. Air conditioned. Front and back entrance. Phone 970-W nights. Days 382 S-5-16-10-1p

FOR RENT - Nice large unfurnished apartment. Bills paid. 210 West Ninth St. Mrs. J. E. McCathern. S-5-17-10-1p

FOR RENT - Nice large bedroom adjoining bath. With or without kitchen privileges. 238 Ave. H. S-5-14-10-1p

FOR RENT - Three room furnished apartment. Bills paid. Phone 60-W or 503 25 mi. Ave. B-5-15-10-tfc

FOR RENT - Modern unfurnished apartment. 211-B Ninth Street Call O. J. Beene 2161 or 2812 Friona. B-5-16-10-2k

SMALL HOUSE for two. Also bedroom with kitchen privileges. 116 Ave. A. S-5-11-10-1p

FOR RENT - Desirable two room apartment to adults. South front, electric refrigeration, newly decorated. 711 East 3rd S-5-17-10-1p

NICELY FURNISHED large Apartment. Private bath and garage. Phone 333-J. B-5-10-35-tfc

10. NOTICE

THE MATTIE MAE Swisher Studios of singing will reopen for voice lessons Monday Sept. 3rd. For all ages. State credit for high school pupils. 108 West 5th. Phone 480-J. B-10-28-35-2k

CUSTOM Hay baling with M&M wire tie machine. Stuart Condon. Ten miles east of Hereford. B-10-15-25-tfc

MRS. D. W. HAWKINS announces the re-opening of her class in speech and expression fundamentals September 10. Tutoring given also. Phone 699-W 506 McKinley B-10-11-2c

FOR HEMSTITCHING see Mrs. C. C. Neu. Phone 1153. 811 Miles. B-11-11-52-tfc

CUSTOM CUTTING, Flowing, Bundle Threshing, Floyd Stivers, Ph. 930-J. B-11-9-10-tfc

Enroll Your Pre-School Child in Hereford Kindergarten. Mrs. J. R. Fowlkes. Harrison Hwy. Phone 1574-W B-11-15-9-4k

Quick - Efficient HOME LOANS Dependable Abstract and Insurance Service ELIZABETH WOMBLE 146 Main Phone 497 B-11-27-tfc

UPHOLSTER AND SAVE. Don't give old furniture away. Repair, restyle as you wish in latest fabrics and plastics. Free estimate. J. H. Hinds, 310 McKinley. Phone 1092. B-11-27-8-tfc

Mrs. Si Orr and Mrs. Phil Radovich visited in the home of Mrs. Radovich's sister, Mrs. W. F. Ball at Tucumcari Sunday. B-11-27-8-tfc

WANTED - To trade for Fordson tractor. See D. Y. Edwards at Sharp & Edwards Motor Co. B-6-15-10-1p

WANTED - Children to keep in my home during day. Mrs. Herbert A. Duncan, 806 Miles. B-6-tf

WANTED TO RENT - One section or more wheat land. Have good equipment and can furnish references. D. E. Waters. 2602 27th St. Lubbock. Phone 24604. B-6-24-35-3p

WANTED to rent: Nice four bedroom furnished or unfurnished house. Long time lease. Inquire Hereford Chamber of Commerce. B-6-18-26-tfc

NEED LOCAL Representative for Hospitalization sales. No experience necessary. Good commissions and renewals. Will consider man or woman. Contact National Life Benefit Co. 207 Blackburn Bldg. Amarillo. B-8-26-10-2p

WANTED - Woman to care for 2 1/2 yr. old girl in my home during school hours. No family cooking or housework. Mary Carter. 340 West Third. East Apt. B-8-27-9-3k

WANT EXTRA MONEY? Part time work. 1:30 p.m. to 4:30 p.m., Monday thru Friday. Cashier and Popcorn Girl. Also have full time job. Apply Francis Hardwick Star Theatre B-8-9-tfc

11. Business Services

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Visitors in the home of Mrs. W. M. Stovall are her sister, Mrs. Lily Baker and brother, S. H. McAteer, of Los Angeles. Mrs. Stovall, Mrs. Baker and S. H. McAteer accompanied by Mrs. Dyaltha Bradley, and Mrs. Bill Bradley and Janet visited Mrs. J. C. Gilbreath of Dimmitt Thursday.

FOR HEMSTITCHING see Mrs. C. C. Neu. Phone 1153. 811 Miles. B-11-11-52-tfc

CUSTOM CUTTING, Flowing, Bundle Threshing, Floyd Stivers, Ph. 930-J. B-11-9-10-tfc

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Wanted To Buy - A good 1/2 section or section. All cultivable either irrigated or subject to irrigation. Reply Box 384 Hereford



REGISTRATION DAY at Shirley school Friday caught many new faces in the halls of Shirley school—and some of them not so new. Shown above are three second graders who are returning to school as "veterans" of the "readin', writin', and 'rith-metic routine. In the above picture are, from the left side of the table, front to back: Lavada Shannon, second grade instructor; Mrs. George Sumner, who is enrolling her son; Mrs. Frank Vogel; Frank Vogel Jr., a second grader this fall; Andy Sumner, also a second-grader; and Roy Moffett, a second-grader; and Mrs. Tom Moffett, his mother.—Brand Staff Photo.

Toastmasters Speak on Behalf Of Foundation Before Kiwanis

Three members of the Hereford Toastmasters club spoke on behalf of the Deaf Smith County Research Foundation at Thursday's meeting of the Kiwanis club.

Speakers were Dr. M. C. Adams, Bruce L. Miller, and Francis Hardwick.

Dr. Adams spoke on the subject, "Opportunity Knocks."

Commenting on the analysis work being done in Deaf Smith county by the foundation and its possibilities both from a medical standpoint and from a financial standpoint, Dr. Adams observed, "Opportunity is knocking a second time for Deaf Smith county."

When opportunity first knocked for Deaf Smith county 10 years ago, we missed the possibilities of exploiting the favorable mineral advantage of foods and water in this area.

Bruce L. Miller was the second speaker. Miller dealt with "Planning the Economic Development of Deaf Smith County."

Hereford needs an industry, he said, for a more stable economy. With Deaf Smith county being primarily an agricultural area, we should think in terms of agriculture in planning Deaf Smith county's economic development.

"Citing a case where a special hand-kneaded bread is being shipped to Amarillo from Norwalk, Conn., Miller asked Kiwanians why — if wheat grown here is superior to others — we can't bake bread here and have it shipped to New York City and other distant points.

"If the food in Deaf Smith county is superior, it should be a good industry," he said. Superior foods grown in this area would be sold on a quality market where they would demand a premium price.

Francis Hardwick spoke on behalf of the foundation on the subject, "Give Hereford a Background."

Hereford, he said, has been getting her background through trial and error. If a background is found, it would be equivalent to sending Hereford to college.

Calling for support of the foundation in its effort to raise money for research of local soils and products to further medical science and development of this area, Hardwick told his audience, "God gave Hereford something and we're not making use of it."

Jerry Erdman Serving Aboard USS Cushing

Jerry A. Erdman, seaman apprentice, USN, son of Mr. and Mrs. A. H. Erdman of Route 1, Hereford, is serving aboard the newly re-commissioned destroyer USS Cushing which he helped to re-activate at the U. S. Naval Station, Long Beach, Calif.

The Cushing, along with two other destroyers from the Pacific Reserve Fleet, was placed back into active service at the mass re-commissioning ceremony last month.

After post-activation overhaul at a west coast Navy shipyard,

Approximately 90 Attend Friday Cub Scout Meet

Approximately 90 people attended the watermelon feed given Friday night by the Lions club and the Layman's League of the First Christian church for all boys Cub Scout age and their parents.

Following the feed, talks on Cub Scouting were given by Bob Wilson, Coy Patton, and Ellis Coombes.

Harold Mechem, assistant den master of Pack 50 presented awards to the Boy Scouts, Billy Luck, Larry Edwards, Phillips Roland, and Leldon Womble.

Bruce Miller, Pack 52 denmaster presented the Wolf award to Jimmy Bradley.

Names of the boys who signed applications to join Cub Scouting were not available.

Garden Beautiful Club Holds Meeting

Members of the Garden Beautiful Club were entertained at a pre-session coffee given by the president, Mrs. George Graham, Friday morning at her home. The first regular session of the club will be held on Friday, Sept. 7 in the home of Mrs. Frances Houston.

A short business session was held when plans for the coming year were discussed and new year books were distributed.

Members attending the coffee were: Mesdames Tom Carter, S. L. Easley, E. W. Harrison, E. W. Hobson, Frances Houston, D. C. Kinsey, J. W. Kirby, F. P. Lyons, R. B. Minshel, G. P. Owen, Carl Perrin, Helen Pipkin, D. B. Roberson, Mary Seigler, W. J. Stanford, J. W. Thomas, Carroll Whiteside, Gerald Wilson, J. L. Woodford, Dick Miller, J. B. Harlin, the hostess and a special guest, Mrs. M. E. Felton of Fort Worth, who is a guest in the home of her sister, Mrs. J. W. Thomas.

The Cushing will become part of the Destroyer Force, U. S. Atlantic Fleet.

Kathy Ellerd Honored on Her Second Birthday

Kathy Ellerd was honored on her second birthday, by a party given in the home of her parents, Mr. and Mrs. Oyd Ellerd, Wednesday night.

Those attending were: Mr. and Mrs. Coy Phillips and Lynda, Mr. and Mrs. C. T. Thompson, Mr. and Mrs. Lewis Phillips and Barbara; Mr. and Mrs. Roy Vaughn, Glenda and Pamela; Mr. and Mrs. Clint Williamson, Linda and Charles Ray; Mrs. Bill Vaughn and Shelia; Mrs. Frank Byrd and Della. Mrs. Frank West, Travis and Chester Lee, Mrs. Elbert Byrd and Linda; Virginia and Jeanette Isabel, Cynthia Ellerd, Lola, Vonda, Wanda, and Vinita Pitts, Raymond and Charles Lefel, Verlon Meridith, Mrs. John Ellerd, Ruby and Marie of Portales; and Mr. and Mrs. Oyd Ellerd.

SW Bell Public Relations Man Rotary Speaker

Don Hanson, public relations man from Dallas branch of Southwestern Bell Telephone company, was guest speaker at the noon meeting of the Hereford Rotary club Friday.

Oran Thomas, Amarillo district manager introduced the speaker who took the group behind the switchboard and told what all had to be done in order that Hereford people might get the service they do.

Hanson commented that 11,000 local calls and 500 long distance calls were placed daily in Hereford.

Samples of the equipment used by the company were shown and discussed by Hanson. He also discussed improvements that have been made and will be made in the near future.

Jack Brumley With Guard Unit In Louisiana

Jack Brumley, son of Mr. and Mrs. B. E. Brumley of Hereford, is in Camp Polk, La., training with the National Guard's 36th division.

Brumley, a sergeant in regimental headquarters, will be with the summer training unit two weeks. Sgt. Brumley enlisted in the National Guard three years ago as a recruit and has been promoted through the ranks to sergeant.

Sgt. Brumley is attached to the National Guard infantry unit with headquarters in Amarillo, and trains there once weekly. He left with his unit August 18.

Mr. and Mrs. Roy Sorrows and son, Bobby, of Corpus Christi have been visiting in the home of Mr. and Mrs. C. E. Sheppard this week.

Cortland Savage, son of Mrs. Alwyn Savage, who has spent the summer in Alaska working for the Alaska railroad has returned home.

Mr. and Mrs. James E. Philpot and son, Norris and daughter, Kay Frances, of Dallas are spending the week with Mr. and Mrs. Marion C. Causey.

SPECIAL PURCHASE FOR DOLLAR DAY



COATS

\$ 48⁰⁰



Zip - In Coats and Regular In Your Favorite Fabrics

- GABARDINE
- FLEECE
- CHINCHILLA
- COVERT
- SHARKSKIN

Grey, Wine, Green, Navy, Brown

Regular to \$70.00

Sizes 8 - 20

NYLON HOSE

Reg. \$1.69

Latest Fall Shades
Fancy Heels
Dark Seams
Size 8 - 10 1/2

98¢

Group of Strapless

BRAS \$1⁰⁰
Cotton & Nylon - 32-38
Black, White, Reg. to 3.00

A Large Selection Corduroy

JACKETS \$8⁰⁰
Navy, Red, Green, Brown
Reg. to 14.95. Size 10-16

New Fall

BAGS \$2⁹⁹
Velvet, Leather, Fauxle, Bk.,
Navy, Brown. Reg. to 5.95

Best Form

GIRDLES 1/2 off
Sizes 24-33 Nylon & Cotton
Reg. to 7.50

35 From Our Regular Stock

SKIRTS \$5⁰⁰
Corduroy, Plaid, Wool, Reg.
to 8.95 - Size 10-18

Group of Childrens'

PANTYS \$1⁰⁰
3 For
Reg. 79c each
Broken Sizes, Rayon, Cotton,

When APPEARANCE Means So Much

Back-to-School wardrobes must be clean and neat. Children take pride in a neat, personal appearance when their clothes are regularly and properly cleaned. More and more mothers know that they can depend on us for all their family dry-cleaning.

CONVENIENTLY LOCATED NEAR SHIRLEY SCHOOL AND THE HIGH SCHOOL.
ALSO 24 HOUR SERVICE

LINDSEY CLEANERS

Park Ave. Village

Phone 1497



POPULAR STORE

Enroll...

(Continued from page 1)
them in seventh grade and 128 of them in the eighth grade.
At Shirley, there is an enrollment of 161 students, 82 first-graders and 79 in the second grade.
Central school reported a total of 127, 60 in the first and 67 in the second grades.

Golf...

(Continued from page 1)
vs. Clyde Cave, 94; Bill Miller, 90, vs. Pat Corbett, 92; Sam Nelson, 92, vs. Bruce Wooddell, 94.
FIFTH FLIGHT
Tee-off time, 8-8:30 a.m.
J. A. McWhorter, 94, vs. Pic Harmon, 97; Dick Lucas, 96, vs. O. L. Click, 103; J. W. Barrett, 94, vs. H. E. Miller, 98; Charlie Steed, 97, vs. Henry Benson, 103; Gene Harmon, 104, vs. Windsor Laceywell, 107.
Terry asked all players to follow tee-off times closely on all days of play so as to avoid congestion on the course.

Around...

(Continued from page 1)
sists of reminiscences by old-time residents of this area. Aunt

Jennie Thompson is the author of the first article. We invite ALL old-timers from this entire area to send in their favorite recollections of people, events, institutions, or any other part of the by-gone days now part of West Texas lore. The Brand welcomes all articles. Share your experiences or memories with your friends and neighbors. Please make articles AT LEAST 750 words in length.

Mrs. C. F. Smith slipped in the outside doorway as she was leaving Earline's Flower shop at noon Wednesday and broke her wrist.

About 35 Hereford and Dim-About 35 Hereford and Dim-and their families were guests Wednesday night of the encampment branch of the Odd Fellows.

This entertainment was a regular fifth Wednesday night entertainment which is sponsored by the encampment branch. Several guests from Earth were present at the entertainment.

Hereford people who attended the Baptist workers conference Thursday at Summerfield were: Mrs. Lee Kendall, Mrs. Wirt Phillips, Mrs. Joe Evans, Mrs. Phil Radovich, Mrs. Si Orr, Mrs. Matt Gilliland, Mrs. S. B. McLallen.

Hospital Notes

Patients in Hospital: Mrs. Dan Guseman, surg.; Luther Roy Flowers, med.; Janie Samora, med.; Mrs. E. Bridges, OB; Mrs. H. H. Marshall; Mrs. Jimmy Monroe, surg.; Mrs. C. A. Kemp, OB; Edwin Lee Bridges, ortho.; Mrs. Guy Lawrence, acid.; Mrs. Ed Jesko, surg.; Walter Galley, acid.; Don Combs, med.; Louis Wayne Sifford, acid.; Mrs. W. C. Witherspoon, med.; Mrs. G. A. F. Parker, med.; Mrs. W. C. Flack, med.; Mrs. R. W. Pitman, OB.

Patients Dismissed: Mrs. H. V. Fields, med., 8-31; Mrs. J. C. Landrum, med., 8-31; Mrs. Bettye Stanford, OB, 8-31; Charlie Warden, med., 8-30; Felix Maisias, med., 8-29; Mrs. Tom Williams, OB, 8-29; Mrs. Palmer Norton, OB, 9-1; Mrs. T. E. Brisendine, OB, 8-30; Mrs. Dewey Dykes, OB, 9-1.

Births: A son, Cyrus Gary, to Mr. and Mrs. Don Moore August 29. A son, Michael Clarence, to Mr. and Mrs. C. A. Kemp August 31.

Mr. and Mrs. Bruce Hunter attended the Shriners convention at Amarillo Friday and Saturday.

Gridders Looking Fine; Bruises Slowing Some

Hereford's Whiteface gridmen are coming along fine in their pre-season workouts, Coach Dalton Criswell said today.

The local squad had to call off an intended scrimmage session with Plainview because of quite a few bruises. Coach Criswell said he wants to favor those bruised boys and keep them in shape for the opener against McLean here Friday night.

Criswell said that the boys were working hard and in fine shape save for the bruises and charley horses.

Hereford "can get a 194-pound line" together, but weight alone will not be the determining factor, the mentor stated.

Ray Graham, 155-pound senior, has been working in the quarterback slot and is looking fine and improving daily.

A Labor Day practice will be held at 3 p.m. Monday and a second practice at 8 p.m. Monday. That will conclude the two-a-day practice sessions.

Criswell said that three of his former gridgers are working out with college teams for the first time.

Jack Stanton is working out

with Tulsa university currently and Dale Doak and Bill Engman have been working out with the Eastern New Mexico university squad at Portales. Doak worked out last year with the ENMU squad and is doing the same this year.
College drills started Saturday.

Miss Mary Bourn of Chicago, is spending a two-weeks vacation here with her mother, Mrs. J. D. Bourn, and sisters, Mrs. Essie Cardwell and Mrs. Fred Fuqua of Amarillo. The group spent the past week-end at the ranch home of Mr. and Mrs. Fred Fuqua near Old Tascosa. On Tuesday, Mrs. Fuqua and Miss Bourn were entertained at a luncheon given in Amarillo. Miss Bourn expects to return to Chicago about September 1.

Mr. and Mrs. Hartland Caraway returned to Hope, Ark. Monday after coming to Hereford to get their daughters, Ann and Kay who had been visiting friends and relatives in Hereford, Hart, Canyon and Dawn for the past month.



THIS PILE OF JUNK was an automobile before it was rolled and hit by a train Thursday night in Amarillo. The car, a 1940 Plymouth, was driven by Earl Lowery of Hereford on Amarillo's South Washington street at about 10:30 p.m. Thursday. Details of the accident are not clear, but it was believed the auto, owned by the Square Deal Auto company at the time, failed to make the curve and rolled up on the railroad tracks, resting on its top. Lowery kicked his way out a window and freed himself before the car was hit by an oncoming train. Lowery escaped with minor injuries. This picture was taken after the wreckage had been loaded atop a flat bed truck and brought to Hereford. Damage to the car was \$1150.
—Brand Staff Photo



SEPTEMBER DOLLAR DAY VALUES

Small Group Summer DRESSES Values To \$26.95 \$5⁰⁰	
NYLON HOSE Values to \$1.95 \$1⁰⁰	NYLON BRIEFS Special \$1⁵⁰
Blended Rayon Gabardine SUITS Special \$22⁹⁵	
BLOUSES Vals. To \$6.95 \$2⁹⁸	One Group CORSETS Vals. To \$10.95 \$3⁹⁸ Values To \$9.95 \$4⁰⁰
Group BRAS 2.98 Value \$1⁵⁰	
NYLON SLIPS Values To \$7.95 \$4⁹⁷	 Smart Clothes for Smart Women

Dollar Day

ARE HERE AGAIN!

With Super Savings

At

CARL McCASLIN LUMBER CO.

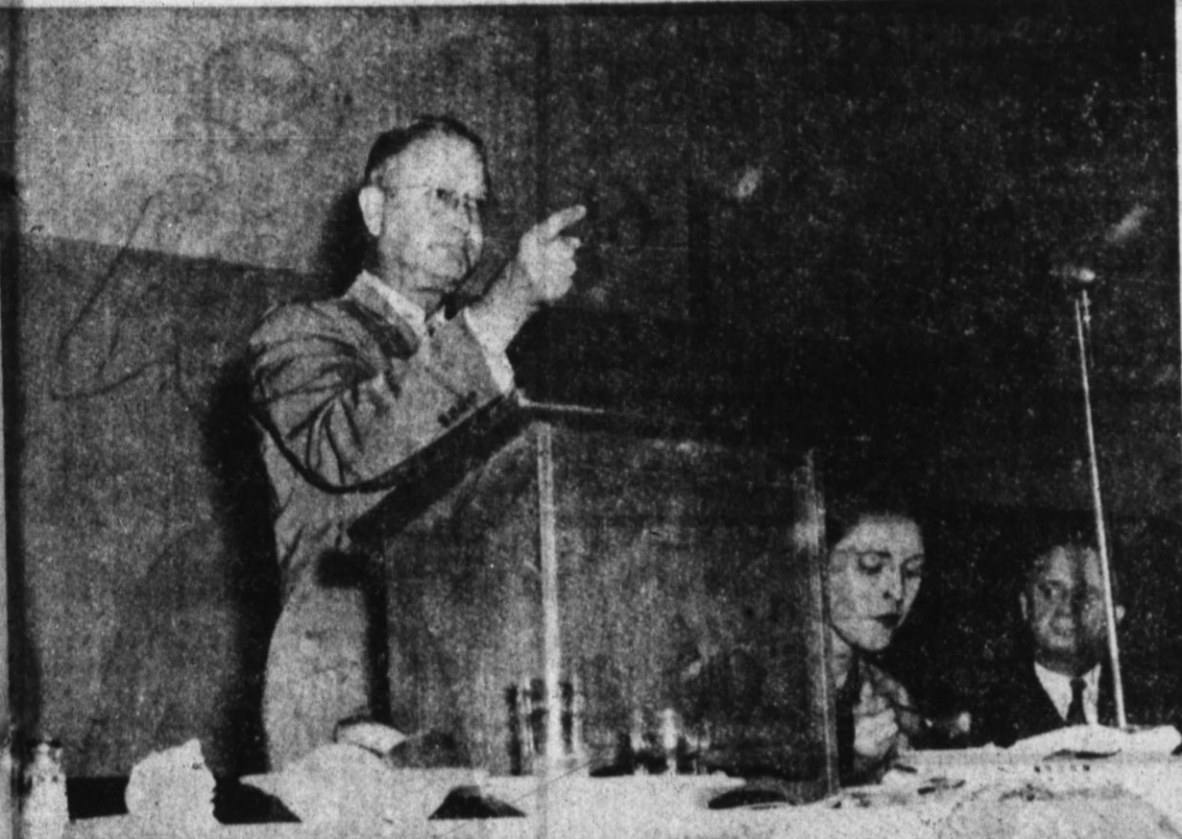
One Block East of the Courthouse in Hereford

BARB WIRE 80 Rod Spools 12 1/2 ga. - 2 point \$9⁰⁰ Here's Real SAVINGS	Plenty of Elec. Fencers Batteries Insulators —At Real Values
2 x 2 FENCE STAKES 12^c 4 Ft. - Unsharpened - Each	PITCHFORKS 4 Prong \$2⁶⁵ Reg. \$4 Value
GARDEN RAKES Reg. \$1.15 Value 69^c ea	GARDEN HOES Reg. \$2.00 Value \$1²⁹
WEED CUTTERS Reg. \$1.50 Value \$1¹⁰	

We Will Be Closed Monday, Labor Day

Carl McCaslin LUMBER COMPANY

1 Block East Courthouse Call the Lumber Number 7



DR. FLOYD GOLDEN, president of Eastern New Mexico university at Portales, was guest speaker at the noon luncheon of the Hereford Lions club Wednesday. He spoke on the responsibility that citizens have to their national, state, and local governments.—Brand Staff Photo.

Hereford Hardware Takes First Final Play - Off

Hereford Hardware took the first game of the final playoffs in the Hereford Softball league Wednesday by downing Dawn 19-2.

Second game of the best two-out-of-three series will be played this week.

The league leaders got their 19 runs on 18 hits. They committed only two errors. Dawn was held to eight hits and was guilty of seven miscues.

Hair and Howard formed the battery for Hereford Hardware.

Marvin May, W. Lemon, and E. Lemon formed the battery for the losers.

Hereford Hdwe—19	AB R H
Barrett, ss	6 1 2
Burdine, 3b, lf	5 2 2
Knox, cf	5 3 1
Kelly, lb	5 4 4
Alderson, rf, lf	4 3 2
Rair, p	5 1 3
Loerwald, 2b	3 1 1
Carroll, 3b	4 2 0
Miller, rf	1 0 0
Howard, c	4 2 3

Dawn—2	AB R H
Caraway, cf	4 0 2
Melvin May, lf	4 0 1
Stewart, rf	4 1 2
Marvin May, p, 2b	3 1 1
White, ss	3 0 1
E. Lemon, c	3 0 0
Robinson, 3b	3 0 1
Burrus, lb	2 0 0
McBroom, 2b	1 0 0
W. Lemon, p	2 0 0

Courthouse Records

WARRANTY DEEDS

Emma V. Clayton to Herbert A. Duncan et ux, E 40' Lot 4, Blk. 52, Ot
John Douglas Harper et al to W. Q. Duggan, W 270 A. of E 540 A. S. N. Garvin Tract
Ace D. Hooper et al to Meredith Ireland, Lots 39 & 40, Vardeman & Hough's Sub. of Blk. 35, Evans Add.
Hereford Housing Project to

Most Rev. Lawrence J. Fitz-Simon, Lot 14, Blk. 2, Hereford Housing Project Sub. of pt. Sec. 111, Blk. M-7

Henry A. Irlbeck to N. P. Spradley, S 1/2 Sec. 25, T3N, R2E
Carl Luke et ux to C. H. Hale et ux, pt. Lot 6, Blk. 2, Womble Add.

Ezra Norton, Receiver to First Baptist Church of Hereford, Lots 2 & 1, Blk. 15, OT

Paul Ramsey et ux to Herman Casey, Lot 13, R. Severn's Sub. of W 1/2 Blk. 24, Evans, Add.

N. P. Spradley to Henry A. Irlbeck, S 1/2 Sec. 25, T3N, R2E

Edgar Telchik et ux to Frank Brinkman, pt. Sur. 92, Blk. K-3

DEEDS OF TRUST
Frank Brinkman to Edgar Telchik, pt. Sur. 92, Blk. K-3

W. Q. Duggan et ux to John Hancock Life Insurance Co., W 270 A. of E 540 A. of S. N. Garvin Tract.

Herbert A. Duncan et ux, to Emma V. Clayton, E 40' Lot 4, Blk. 52, OT

H. W. Engle et ux to W. S. Kerr, W 326.84 A. of Sec. 10, Blk. K-7

C. H. Hale et ux to First Federal Savings & Loan Association, pt. Lot 6 Blk. 2, Womble Add.

Henry A. Irlbeck to Gertrude M. Irlbeck, S 1/2 Sec. 25, T3N, R2E.

RELEASES
First National Bank to Gaylord Newell et ux, E 60' Lots 11 & 12, Blk. 28, OT

Henry Hastings to Lyle Blanton et al, Lots 3-6, Inclusive, Blk. 29, Whitehead Add.

Edward Jesko to Herman Casey et ux, Lot 12, R. Severn's Sub. of W 1/2 Blk. 24, Evans Add

H. Y. Overstreet to James W. Witherspoon et al, Lots 13, 14, 15 & 16 Blk. 24, OT

J. A. Pitman to E. Ward, Sr. et ux, pt. Blk. 11, Evans Add.

QUIT-CLAIM DEED
E. M. Carter, Jr. et al to Elmer Combs, 2 A. of N 1/2 Sec. 51, Blk. K-8.

Mrs. R. D. Cowan of Aurora, Mo. is visiting her mother, Mrs. J. E. Gyles and brothers, Frank and Wilson.

Ramblers Defeat Farwell Thursday

The Hereford Ramblers walloped Farwell Thursday night in a game under the arcs at the Veterans Memorial park. Score of the affray was 16-3.

Hereford banged out 16 hits off the offerings of Farwell's Peterson. Betty Holland, on the hill for the locals, meted out eight bingles.

Holland and Witherspoon formed the local battery while Farwell had Peterson on the mound and Randall behind the bat.

Farwell—3	AB R H
Henson, 3b	5 1 2

R. Meeks, ss	5 0 1
Ranton, lb	4 0 2
Reed, 2b	4 0 1
Ham, lf	4 0 1
F. Meeks, rf	4 0 0
Randall, c	3 1 1
Dollar, cf	3 1 0
Peterson, p	3 1 0
	35 3 8

Hereford—16	AB R H
Holland, p	5 3 2
Caraway, cf	4 2 2
Martin, rf	5 0 1
Brown, lb	5 4 4
Harper, 2b	4 0 0

Malm, ss	4 2 1
Porch, 3b	5 1 3
Witherspoon, c	4 3 3
Renfro, lf	5 1 3
	41 16 19

Minor Injuries In Accident On Thursday

Minor injuries were suffered by Mr. and Mrs. Tony Denny and their two-year-old son Thursday evening in a car-truck accident on Highway 51, south of Highway 60.

The Denny vehicle, a 1938 Ford pick-up, was struck by a 10-ton semi-trailer truck and tractor carrying another semi-trailer, ac-

ording to City Patrolman Leonard Alderson, who investigated the accident.

Denny was heading south on Highway 51 and the semi-truck, driven by Toral Thurman Bishop of Odessa, was driving north. Bishop turned left into the path of the pick-up, Alderson reported.

About \$50 in damage was done to the semi-truck and \$100 in damage was done to the Denny pick-up.

Charges of failure to yield the right-of-way were filed against Bishop.

Mr. and Mrs. Bill Howard returned recently from a weeks vacation at Drowsey Water ranch at Grande, Colo. Returning to Hereford with them for a four day stay was Mae Krivch of Chicago.

Funeral Services Held Friday For Raynold Herr Jr.

Funeral services for Raynold John Herr Jr., infant son of Mr. and Mrs. Raynold John Herr, were held Friday afternoon at 2:30 at St. Anthony's church with Fr. Nathaniel Maddin officiating.

Burial was in the St. Anthony's cemetery.

The infant was born August 30 at the Lingenfelter clinic and died Friday, Aug. 31, at the Arrillo Osteopathic hospital.

Survivors other than his parents are: a brother, Rodney, maternal grandparents, Mr. and Mrs. A. E. Stone and paternal grandparents, Mr. and Mrs. E. A. Herr.

RUTHERFORD'S BRING YOU ...

HUGE DOLLAR DAY SAVINGS!

Children's Anklets

Values to 39c. Mostly Whites **10c** pr.

EXTRA SPECIAL

Boys' Cotton Fannel SPORT SHIRTS

Regular \$1.89
2.95 Val.

Ideal for back-to-school. Heavy weight sanforized and pre-shrunk. Bold Western Patterns.

7 Girls' All Wool

COATS

2 size 7, 2 size 12, and 3 size 14. A real savings if you can find the size you want. A \$15.95 value. **\$9.75**

Men's White

SWEAT SHIRTS

For the man who likes to putter around in the yard. Sizes 34 to 36. Regularly \$1.95. Dollar Day Only. **\$1.49**

Men's Canvas

WORK GLOVES

Full 8 oz. weight. A regular 39c glove. Special for Dollar Day Only. **24c** pr.

Men's True Value

DRESS SHIRTS

Solid colors, figures and solid whites. The white shirt with collar guaranteed to outwear the rest of the shirt, at the low price of ... **\$2.98**

Table of

Boys' 8 oz.

JEANS

Value To \$2.49 **\$1.89**

Sanforized. First quality ... broken sizes on brands being discontinued. 1 to 16.

Table of

Ladies and Children's

SWEATERS

Priced from **\$2.49** to **\$3.95**

Nylon and Wool. Every sweater an excellent buy, and you can't miss this savings.

Men's 8 oz.

DUNGAREES

Sanforized blue denim ... broken sizes. Regular \$2.98 value for ... **\$2.29**

Men's Army Twill

KHAKI PANTS

Khaki all year round work garment. Broken sizes. A regular \$2.98 pant for ... **\$2.29**

NYLON HOSE

Regular 1.95 Vals. **\$1.00**

First quality of a nationally advertised line. Broken sizes from our regular stock.

80 Square PRINTS

Regularly 49c yd.

39c yd.

Consists of florals, stripes, checks and solid colors. Dollar Day Only!

"Bunny Esmond" BABY BLANKETS

Regular \$3.49 Val. **\$2.49**

36x50 size satin binding. Colors white, blue, pink, green and yellow. Special for Dollar Day.

REVIVAL SERVICES

AVENUE BAPTIST CHURCH
130 N. 25 Mile Ave.

SEPT.

5 - 16

SERVICES

TWICE

DAILY

10 A.M.

8 P.M.

Rev. Jack Sizemore Evangelist



Gospel

Singing

Rev. Jack Sizemore

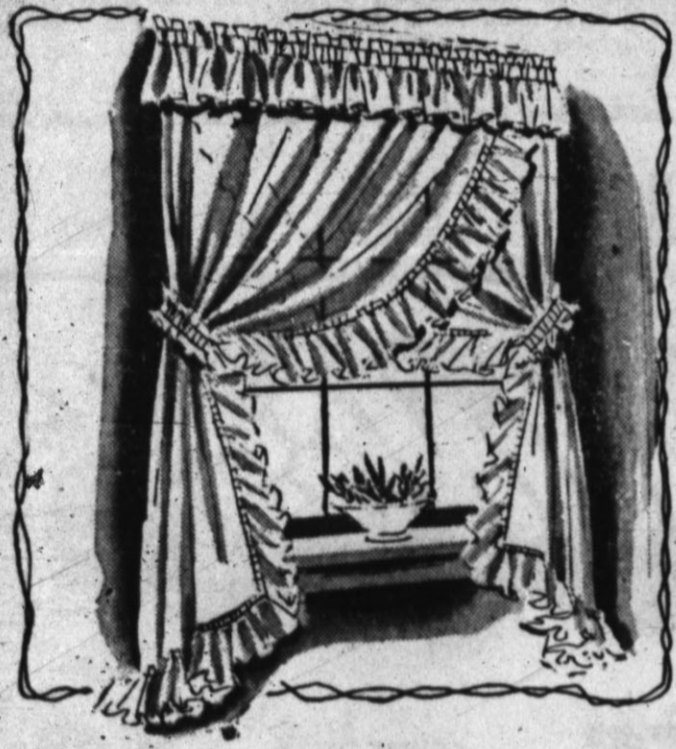
Bible

Preaching

Sponsor of "The Old Time Religion" Broadcast
"Come now, and let us reason together, saith the Lord though your sins be as scarlet, they shall be as white as snow, though they be red like crimson, they shall be as wool." Isaiah 1:18.

RUTHERFORD & CO.

TUESDAY ONLY! ..save a mint of money!
RUN! HURRY! SCURRY! HUSTLE! FLY!
PENNEY'S DOLLAR DAY



**Permanent Finish
Organdy Priscillas**

DEEP, DEEP
8" RUFFLES

3⁸⁸
PR

(80" wide-standard window length)

No tiny 5", 6", or even 7" ruffles, but big, crisp 8" French-headed ruffles. See them in frosty white, or in sun-drenched pastels that will brighten your room with the prettiest colors you've seen. Permanent finish assures you of new-like freshness even after many washings. But come look for yourself, buy a pair for every window.

RAYON GABARDINE
(38" wide) **77^c** yd.

Just see some of the rich colors; colors tinged with the crisp look of Fall. Best of all you pay a low 77c yd. for fine rayon, gabardine.

Men's Bargain Underwear

Men's Cotton Briefs 50c
Broadcloth Shorts 57c

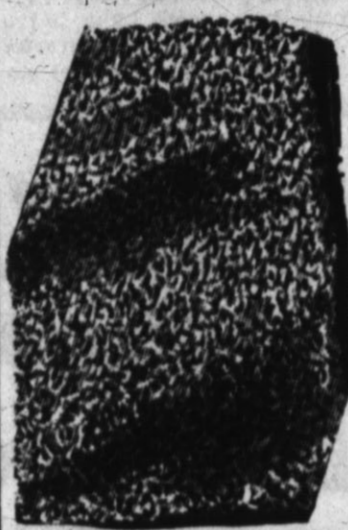


Solid Color and Printed NOVELTY COTTONS

POPLINS! BROADCLOTH! SLUB AND NOVELTY WEAVES!

1^c an inch

These are not seconds or imperfects; they're perfect quality cottons going for a mere 1c an inch! What a wonderful opportunity to grab up yardage for dresses, shirts, pajamas, all in one low, low price! Come, pick from bright shades, rich dark colors, whites, pastels, and colorful prints.



COTTON LOOP RUGS

22x44 \$2.00
24x45 \$3.00
34x54 \$5.00
48x72 \$8.00

Two ply heavy cotton yarns firmly sewn on heavy duck. Non-skid back prevents slipping. Choose from attractive decorator colors!

Ladies Rayon Crepe Slips Lace Trim

\$1.00

Ladies Rayon Knit Gowns Very Fancy

\$1.00

BARGAINS IN SHOE DEPT.

46 Pair Ladies Better Shoes Broken Size

Reduced to Sell **\$3.00**

Children's White High Shoes

Broken Size **\$2.50**

48 Pair Men's Work & Dress Value up to \$10.90

Reduced To Sell at **\$5.00**

Ladies Leather House Shoes Our Better Shoe

Reduced **\$2.00**



Men's Broadcloth Dress Shirts

EXCEPTIONAL VALUE! CHOOSE WHITE OR COLORS!

2⁰⁰

Here's a tremendous value that's hard to match anywhere. Full cut shirts, durably made of fine combed mercerized broadcloth... Sanforized for permanent fit... at Penney's now for only \$2. Hurry in... now is your chance to stock up on shirts and save yourself plenty! Sizes 14 1/2 to 17.

Boys' 11 oz. JC Jeans Sanforized Shrunken Size 4 to 6

\$1.77

Boys' Cotton Plaid Summer Dress Slacks Size 12 to 18

\$1.00

Men's Army Twill & Black with White Stripes, Western Style Work Shirts Sizes 16, 16 1/2, 17

\$1.50

Men's and Boys' Summer Sport Shirts Blue Chambray Work Shirts

\$1.00

Cotton Dresses In Fall Prints

TERRIFIC BUYS AT A SPECIAL LOW PRICE!

1⁶⁶

Fresh prints on 80 square broadcloth poplin... in a wide choice of colors, prints, styles, sizes! Pick a dress with smooth-fitting elasticized waistline... a handy zipper front style. You'll find misses' and women's sizes 12-44, half sizes 14 1/2-24 1/2!

LADIES RAYON TAILORED BLOUSE

Size 32 to 38 Asst. Colors **\$1.00**



Women's Slipper Satin Robes With Quilted Trim

\$4.44



Ladies Fancy Rayon Panties or Briefs Lace Trim

2 pair \$1.

Cannon Wash Cloths and Towels

12x12 Wash Cloth 13c
15x25 Hand Towel 33c
20x42 Bath Towel 66c



WOMEN'S SLIPPERS

\$1.29

Special! Soft comfortable felts in wine and blue. A real treat for her feet! Cushiony platforms, soft soles, healthy Sanitized linings. 4-9.



SPECIAL! NYLONS

88^c

They're first quality 54 gauge 15 denier luxury sheers! Hurry in! Newest Fall colors, sheer as sheer can be... and absolutely beautiful! Only for Dollar Days. Limited supply! Get yours!

One Rack Girls' Better Dresses Value up to \$5.90

Reduced to Sell **\$4.00**

Large Mark Down Table Rugs, Curtains, Rayon Covered Training Pants, Crib Sheets, etc. Reduced to Save Plenty

One Rack Ladies Better Fall Frocks Reduced to Save

Dollar Day Special **\$4.00**

Winter Coats For All The Family at Prices That You Can Pay



EMBOSSED PLASTIC DRAPERIES

\$1.33^{pr.}

Embossed pattern gives them a fabric look, yet they have all the easy-clean features of plastic. Complete with inset valance. 54"x90".



LACE NET PANELS

\$1.00

Slip your hand under the sheerness of these curtains, think of them in your very own living room. Luxurious looking, but amazingly serviceable. 54" wide.



VALUE! BABIES' GAUZE DIAPERS

\$3.69^{doz.}

They're cloud-soft gauge diapers, double-woven to take plenty of washings and wearings! Highly absorbent... and so kind to baby's tender skin! Stock up today! Limited quantities!



BIRDSEYE DIAPERS!

\$3.29^{doz.}

Value-priced! First quality birdseye weave diapers with hemmed selvages, big 27"x-27" size. Easy to launder, shape-retaining, highly absorbent. Hurry in now—save!

Elizabeth McReynolds Becomes Bride of Robert Duncan Here

The First Baptist church was the setting Saturday afternoon, Aug. 25 for the marriage of Miss Elizabeth McReynolds, daughter of Mr. and Mrs. W. B. McReynolds, who have recently moved from Hereford to Tulsa, and Robert Duncan, son of Mr. and Mrs. G. R. Duncan of Dimmitt.

The Reverend R. H. Cagle, pastor, was the officiant for the ceremony and Mrs. Bob Lawrence provided the wedding music. She played a medley of nuptial selections preceding the ceremony and also the traditional wedding marches.

The altar, before which the couple and their attendants stood was banked with arrangements of pastel gladioli and fern flanked by seven branched candelabra holding cathedral tapers.

Miss Mary Lou McReynolds was her sister's maid of honor. She wore a navy linen frock with navy accessories and carried a hand bouquet of white carnations. Gene Easley of Dimmitt served as best man. Linda Smith, cousin of the bride, lighted the candles.

The bride chose a street-length dress of white nylon, fashioned with sweetheart neckline, bracelet length sleeves and full, full skirt. Nailhead trim was featured at the neck and sleeves. She carried a white Bible topped with a single orchid and her only ornament was a necklace set with rhinestones, the gift of the bridegroom.

Reception

A reception in the home of the bride's grandmother, Mrs. W. C. Lowrey, followed the ceremony. Early fall flowers decorated the entertaining rooms with dahlias and asters predominating. The tiered wedding cake, topped with sugar-spun yellow rosebuds, was served by Pat Barkley and Pepper Barkley presided at the punch bowl.

When the couple left on a

honeymoon trip to Colorado Springs, Colo., the bride was wearing a two-toned gabardine suit with navy accessories. The orchid from her wedding bouquet was pinned to the lapel of the

jacket. Mrs. Duncan is a 1951 Hereford high school graduate and Mr. Duncan graduated from Dimmitt high school. After the wedding (Continued on page 6)



MRS. ROBERT DUNCAN



HEREFORD HIGH SCHOOL graduates of 1948 turned back the pages in time's book of records Saturday afternoon as a get-together was held in the home of Jacqueline Newell. The group is shown as diverse interests were discussed. Reading left to right—back row they are: Martisha Ramey, daughter of Mr. and Mrs. Sank Ramey, who will return to Denton and TSCW in September; Mrs. Calvin Godin, the former Miss Marian Longbottom; Mrs. Obed Caraway, the former Miss June Reynolds; Wanda Robinson of Friona, classmate of the hostess at West Texas State college; and Frances Walker. Seated in front at the left—Mrs. Richard Ireland, the former Miss Patsy Slagle, and Jacqueline Newell, senior student at West Texas State college. On the right (seated in front) are Martha Thomas, daughter of Mr. and Mrs. J. W. Thomas, and Mrs. John Estes, the former Miss Ja nyce Boston. Mrs. Wayne Hill, of Ropesville, the former Miss Doris Jean Hast, who also attended the party, is not shown in the picture.

Club President's Major Interests Center Around Her Home, Family

Mrs. Charles Hill is one of the youngest club presidents in the city. The former Miss Ruth Temple Hastings, she was born and reared in Hereford and is a graduate of Hereford High School.

After graduation from high school, she attended a business school in Amarillo and on July 24, 1942 she married Charles Hill, also of Hereford.

She reads just about everything that comes to their farm home four miles north of Hereford, especially those books and articles concerning children. That is the way she keeps up with events of the times too, for a son, four years old, and a daughter two, plus the duties of a farm wife just about take up all of her time.

Mrs. Hill is anxious to make a

good leader for the Young Mothers Study club—of which she is a charter member. She is very much interested in the course of study they pursue and she enjoys the contacts with other young mothers whose problems are similar. A life-long member of the Presbyterian church, she has participated in most of its activities. At present she is a member of the Woman's Council and works in the Sunday school.

She likes to sew and would like someday to study music, she was a member of the high school band, and drum-major. When time will permit, she also hopes to do some study in ceramic art. Right now, her major interest is her home and family and all things else will be relegated to some future date.

Mrs. Hill gives the impression almost of shyness, but there is no note of timidity in the way she has gone about her preparation for the fall and winter club work. She keeps in close touch with her committees which are already at work and reports year books will be ready by the first meeting date.

The year book committee is composed of Mrs. Delbert Bainum, chairman, Mrs. Bartley Dwell, Mrs. Neal Young and Mrs. Norman Gray.

Organized in 1948

The Young Mothers Study club one of Hereford's newest club groups, was organized in 1948 under the sponsorship of the El Nino Study club. Their programs have been built around the motto "Children of today are the world of tomorrow."

This year no assignments will be made—each member will select her own subject for presentation and bring it to the club in her own manner—instead of reporting on topics outlined in year books. Mrs. Hill said members hope for greater variety in the subject matter by this method, and for more timely topics.

Besides the study programs,

guest speakers will be featured and special entertainment for husbands and children will be included. Limited to twenty members, the club holds regular sessions the second and fourth Mondays in each month. The first meeting of the coming session will be held in the home of Mrs. Donald Henslee on September 10.

Music Teachers Schedule Meet

The Hereford Music Teachers Association will hold its first session of the coming year on Saturday, Sept. 8, at Hotel Jim Hill.

The luncheon meeting will be held at 12 noon and plans for the year's work will be discussed, Mrs. Ellis Coombes, president, has announced.

Plan have been completed for the teachers to present their students in regular broadcasts over KPAN and announcements will be made in advance of the dates for students to appear from time to time.

The association, which aims for the betterment of the teaching profession, invites all music teachers of the county to become members.



MRS. RAY JOHNSON

Mrs. Ray Johnson Named 7th Dist. TFWC Board Member

Mrs. Ray Johnson has been invited to become a member of the Board of Directors of the Seventh District, Texas Federation of Women's Clubs, according to a recent letter received by Mrs. Johnson from the Seventh District President, Mrs. O. M. McGinty of Spur.

Mrs. Johnson will serve as chairman of year books and in this position will receive all the yearbooks of the club of the district, and work out her own plan for judging them. She will also

(Continued on page 6)

Nita Jo Moore Weds Davis Harrell Tues.

Of interest in Hereford was the wedding Tuesday of Miss Nita Jo Moore, daughter of Mrs. Tom McClain of Wildorado, and Davis Harrell of Plainview.

The couple exchanged vows in the Palo Duro Baptist church with the pastor, a brother of the bridegroom, performing the ceremony.

The altar was decorated with tall baskets of pastel shaded gladioli and fern and double candelabra holding white cathedral tapers. Wedding music included traditional vocal and piano selections.

Attendants included the bride's sisters; Miss Joyce Moore as maid of honor, and Darlene Moore as bridesmaid. The honor maid wore yellow organdy over taffeta made with basque bodice and full skirt, and a waist corsage of orchid gladioli. The bridesmaid wore lime green organdy over taffeta fashioned similar to the honor attendant's, and a corsage of yellow gladioli. Flower girls were her sisters, Kathryn Ann and Alice Lena who carried baskets of petals.

The bridegroom's three brothers served as his attendants.

The bride, given in marriage by her brother, Harold Dean Moore, wore white organdy over taffeta with open-work embroidery featured on the long full skirt. The tight fitted bodice had a high neck with small Peter Pan collar and sleeves were long and fitted. Her short veil of illusion was held by a coronet of seed pearls and she carried a white-Bible topped with red rosebuds surrounded with feathered white carnations with streamers of love knotted ribbon.

Following the wedding a reception was held in the home of Mr. and Mrs. Dick Allred.

Following a short wedding trip, the couple will return to Plainview to make their home. Mr. Harrell is a ministerial student at Wayland college. Mrs.

Harrell, who is a graduate of Wayland college, plans to teach.



MRS. CHARLES HILL



MR. AND MRS. DAVIS HARRELL

Alex Thompson Photo

Prominent East Texas Couple Wed in Dallas

Of interest here is the announcement of the marriage of two prominent East Texas State Teachers college faculty members, both of whom are well known in this section of the state.

Miss Maude Elizabeth Noyes and Elton Davis Johnson, both of Commerce, were married Tuesday morning, Aug. 28, at 9 o'clock in the Little Church chapel of the Central Christian church in Dallas. Dr. William C. Jones, pastor of the church, officiated and Farrell Welch, of the East Texas State college music department, provided traditional wedding music on the violin. After the ceremony a wedding breakfast was held in the Baker hotel.

Mrs. Johnson is the daughter of E. J. Noyes and the late Mrs. Noyes of Lampasas. She is a graduate of the University of Texas and holds the M.A. and Ph.D. degrees from Columbia university. She has also studied at the University of Mexico. She has taught in the high school of Lampasas, in the demonstration schools of Texas A&M college and West Texas State college, in the extension division of Columbia university, and has for several years been professor of Spanish and head of the Spanish department at East Texas State Teachers college.

Mr. Johnson is the son of the late Mr. and Mrs. Lawrence Johnson, of Summerfield and is well known here. He is a brother of Ray Johnson of Summerfield and is a frequent visitor in the Johnson home. He holds the B.B.A. and M.B.A. degrees from the University of Texas and has also been a student at West Texas State college, and the Graduate School of Business at Columbia university. He will return in September following a leave of absence for graduate study at Columbia, to the East Texas State college where he is professor and head of the Department of Business Administration. During the war, Mr. Johnson served three years in the Air Force.

For the ceremony, the bride chose a two-piece dress in bronze shantung with brown accessories. Her corsage was of green slipper orchids.

For the wedding trip through New Mexico and Colorado the bride traveled in a nubby gray cotton frock featuring brandy colored accessories.

The couple will spend this weekend at the home of his brother in Summerfield and after visiting her relatives in Lampasas, they will return to Commerce to make their home.

Lance Family Holds Reunion

Families of the late J. C. Lance, R. D. Lance, and W. V. Lance held a family get-together Sunday in Edwood park, Amarillo. This was the second reunion of the Lance family, the other one held at this season last year. Members voted to make the reunion an annual affair to be held the fourth Sunday in August of each year.

Those attending were: Mr. and Mrs. Will Green, Quannah; Mr. and Mrs. C. M. Lance of Littlefield; Mrs. Addie Lance, Mr. and Mrs. Jim Clark and Leaton, Mr. and Mrs. C. J. Crump and Zell, Mr. and Mrs. W. C. Meharg and sons, Mr. and Mrs. S. L. Waiser, Mr. and Mrs. Joe Kendall, Mr.

and Mrs. C. R. Waiser, Mr. and Mrs. Geo. DeLozier, and children, Mr. and Mrs. Delbert Bainum and children, Ann Lance, Gloria and Carrol Waiser of Summerfield.

Afternoon visitors included: Mr. and Mrs. Charlie Carlton, Mr. and Mrs. J. D. Carlton, Mr. and Mrs. W. C. Meharg, Mr. and Mrs. S. R. Radcliff and son of Amarillo; Mrs. Virginia Spencer, Oklahoma City; Mrs. Lottie Lance, Dallas; T. E. Lance, Mr. and Mrs. G. W. Stevens and son, Mr. and Mrs. S. L. Hewitt of Chillicothe; Mr. and Mrs. S. E. Lance and Virginia, Mrs. Davis Blair and Mickie of Amherst; Mr. and Mrs. Willis Jones and daughter of Muleshoe; Mr. and Mrs. P. A. Lance of Sudan; Mr. and Mrs. Bill Lance and Elaine, Sudan; Mr. and Mrs. Carlos West and children of Olton; Mr. and

Mrs. Edward Stevens of Plainview; T. J. Smith, Mrs. Fannie Adrian, Mrs. Ada Smotherman, Ray Smotherman, Mr. and Mrs. Ray Mulkey, Reba Nel Mulkey, Mr. and Mrs. Floyd Epperson, and children; Mr. and Mrs. Curtis Pond, Mr. and Mrs. Henry Lowe of Dallas; and Betty Scribner of Chillicothe.

Rosie Young Feted at Party

Rosie Young was named honoree Monday evening at a birthday surprise courtesy given at the home of Sue Savage. Conversation made up the entertainment and refreshments were served.

Those attending were: Sue Cooke, Toddy Pittner, Joan Knabe, Leona Urbanczyk, Leora Wilhelm, Shirley Sharp, Sharon Moore, Sue Smith, Ruth London, Helen Markham, Joan Southern, Donna Cowsert, Melrose Whitfield, Lajan Latham, Annie Young, Mrs. L. C. Young, Mrs. Alwyn Savage, the honoree, and the hostess.

Miss McMinn Named Music Director

Miss Thelma McMinn has been appointed music director of the high school and junior high school, in the Tulia Public Schools, and assumed her duties there Thursday August 30.

Miss McMinn holds a B.A. and a masters degree from West Texas State college, Canyon, and has done special work under Paul Christiansen in Denver, and other noted musical authorities. She was head of the music department in Hereford high school for 15 years. The past year she has done private teaching in piano and during the summer was church secretary of the First Methodist church. She has been Rotary Club Sweetheart for the past five years.

Arkansas Guests Honored Sunday at Family Dinner

Mr. and Mrs. Obed Caraway were hosts at a family dinner Sunday noon honoring Mr. and Mrs. Hartland Caraway and daughters of Hope, Ark. Other relatives present for the dinner were: Mr. and Mrs. W. P. Caraway, Mr. and Mrs. E. J. Reynolds, Mr. and Mrs. E. Ramey of Hereford. Mr. and Mrs. Johnnie B. Caraway and family, of Dawn, and Mrs. Aline Leake and children of Canyon.

House Warming

Mr. and Mrs. Gerald Wilson, who have recently moved into a new home, were given a surprise house-warming Tuesday evening. Guests arrived with bring-a-dish refreshments and gifts for the home.

Those enjoying the courtesy were: Messrs. and Mesdames; Clinton Jackson, J. B. Snead, Jimmie Alfred and children, Carroll Whiteside, John Winkler and Sande, George Graham and Peggy, J. B. Harlin, Jack Kirksey, Owen Stagner, Bobby Owen and daughter, Earl Stagner and Gary, Clarence Schulz and son, Wayne Lawrence, A. O. Thompson, Jack Roberson and the honorees. Others present were Roy Peet and G. P. Owen Jr.

The Ed Joskos are redecorating their farm home in the Black community.

Student Nurse



Miss Kathryn Davis, above, daughter of Mr. and Mrs. A. H. Davis, who has begun her second year at St. Anthony's School of Nursing in Amarillo. She received her cap on March 2, 1951 and will complete her course in 1953.

Birthday Surprise

Mrs. Hattie Holman was honored at a surprise birthday party given Monday, Aug. 27 in the home of Mr. and Mrs. Roy Hill.

Games were enjoyed and gifts admired.

Those present were: Mr. and Mrs. Les Holman, Mr. and Mrs. Melvin Leffel and son, Mr. and Mrs. B. F. Perry and daughter, Clifford Hill, Raymond Earl Lef-

fel, Verlon Meridith, Mr. and Mrs. Tommy Foster, Mr. and Mrs. Roy Hill, and the honoree.

Mrs. Dudley Green and daughter Claudia, and Mrs. L. E. Schneider and daughter have returned from a recent trip to Ruidoso, N. M. and other points of interest in New Mexico.



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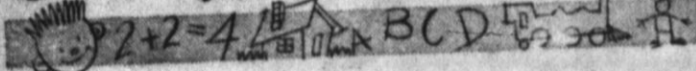
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In Black and Grey Suede

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Brown and Red, Same Shoe without Straps in Brown and Black Suede

2A and B

Ladies Medium High Wedge Heels SHOES \$3.99

In Black Suede, Brown Suede, Brown, Black and Red Leathers In Pumps and Sandals. These are Fall Shoes!



"Pep Squad" SADDLE OXFORDS

by Gollywog and Weatherbird In Brown and White and Black and White

\$6.95

Our Stock is Complete In Every Size and Width. See Us for A Perfect Fit.

3A from 4 1/2 to 10 - 2A from 4 to 10 - A from 4 to 10 - B from 3 1/2 to 10 - C from 4 to 10

Young Ladies' Back-To-School

ANKLETS

3 pair \$1.00

Size 6 1/2 to 11 in Red, Green, Beige, Brown, Copper, Navy, Maroon, Teal, Yellow and Bittersweet.

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Men's White HDKFS. 10 for **\$1**

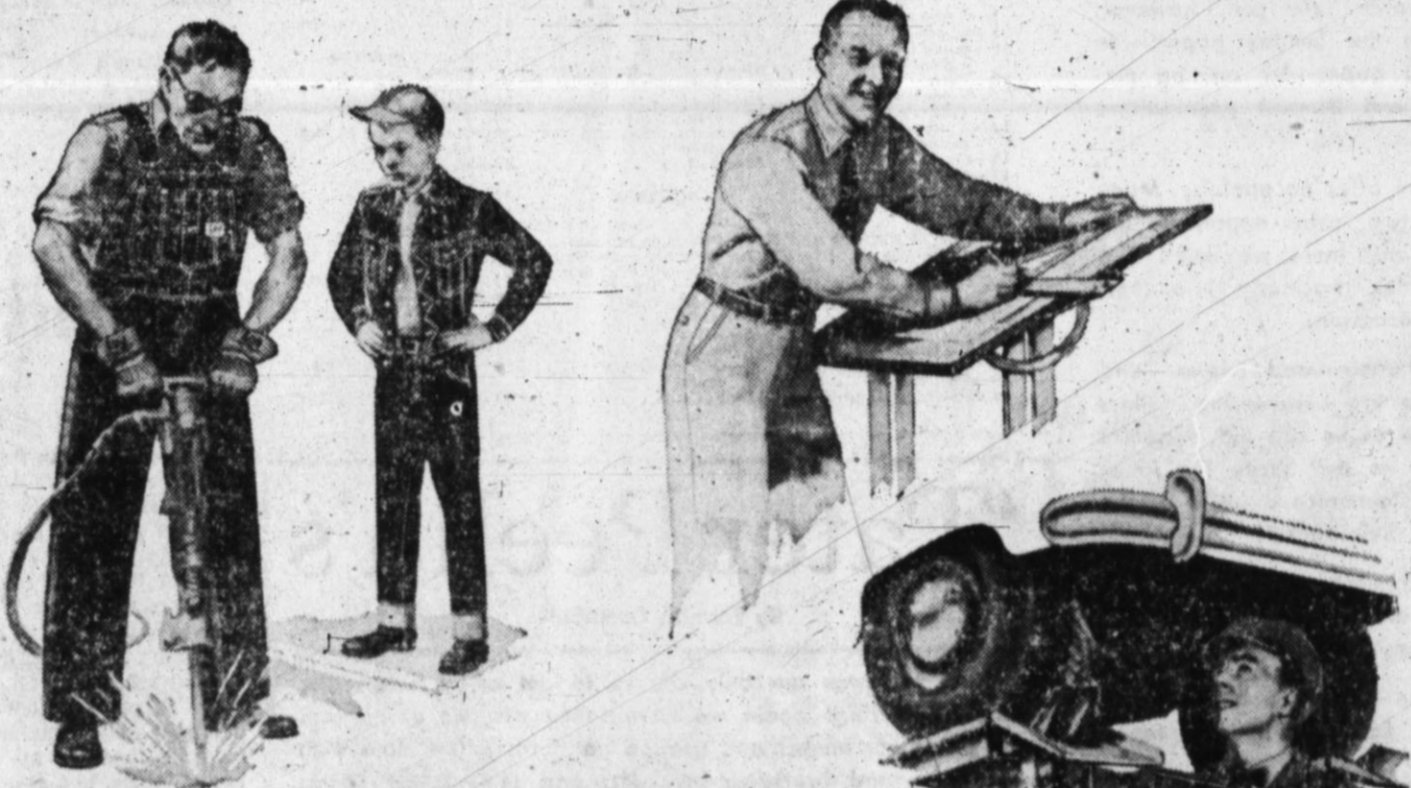
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 80 Square Print or Solids
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Misses & Ladies Fine Fabric
GLOVES STYLED by Oneonta
 Colors: Black, Brown, Flame,
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HALF - SLIPS
 White or Tea Rose **68^c**
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 New Fall Shades **\$1⁰⁰**

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- LEE TAN TWILL PANTS. Size 29 to 46 \$3.98
 - LEE POPLIN SHIRTS TO MATCH. Sizes 14 to 18 \$3.98
 - LEE MEN'S RIDERS. (Authentic Western Cowboy Pants).
 11 oz. Blue Denim. Sizes 29 to 44 \$3.95
 - LEE BOYS' RIDERS. (8 oz. Blue Denim—Cowboy Pants).
 Double Knees. Sizes 5 to 12. \$2.25
 - LEE MEN'S OVERALLS. (Long wearing Blue Denim).
 Sizes 30 to 50 \$3.95
- EXTRA SPECIAL!
 Men's Fine Quality Khaki SHIRTS or PANTS Sanforized **\$2⁹⁸**
- CHECK THIS VALUE!
 Boy's 11 oz. Blue Bell WRANGLER DENIM PANTS Men's Sizes \$3.69 **\$2⁸⁹**
- Men's LEE Blue Denim Jeans \$2.98
 Full legs, made like pants
 - Men's Genuine LEE Coveralls—Khaki Stripes \$6.49
 - Men's 11 oz. LEE Cowboy Jackets \$4.49
 - Ladies LEE Jeans \$2.98

NEW SHIPMENT Men's Fall Resistal Hats - Beautiful Colors & Styles! **\$8.50 to \$20.00**

- Men's Water Repellant SPORT HATS **\$1⁴⁹**
- One group Happy Home HOUSE DRESSES **\$2⁰⁰**
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Men's Genuine Fur Felt San Antonio Style **HATS \$6⁹⁵**

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One Group Ladies **BLOUSES 98^c**
 Size 32 to 38

Men's Black Gambler Stripe Western **SHIRTS \$4⁹⁸**
 Styled by Miller

Editorials

People Can Make Decision When Presented All Facts

The Hereford Brand's policy of distributing Sunday Brands in Dimmitt and Friona just before Hereford's monthly "Dollar Day" event has been drawing heated criticism from some quarters in recent weeks.

The Brand's action in publicizing a letter intended to silence The Brand has also drawn quite a bit of comment.

A little more than a month ago, a letter was sent from the Dimmitt Chamber of Commerce to the local C of C asking its opinion of the practice and "if you think the publisher of The Brand would feel he should not continue the practice" of distributing Brands.

This letter was published in The Brand at the insistence of The Brand. We knew there would be comment on the action, but we were willing to assume the "blame" for printing the truth.

We resented the method employed to withhold Brands from Dimmitt. We thought, too, that the people of Dimmitt were entitled to know of protests made in the name of their town.

Readers of The Brand are in the habit of reading the unbiased truth, regardless of where the chips may fall. This was no exception.

We have nothing to hide in our operations. We are ashamed of none of our tactics. Therefore, it is difficult to understand the protests following printing of the original letter.

The people of Dimmitt are intelligent enough to make their own decisions and draw their own conclusions. That's just what we're letting them do.

Following the publishing of the letter by The Brand, the Castro County News came out with a full front page column assailing our tactics.

"In fact," Publisher Nelson says in part, "Dimmitt merchants are of the opinion that the publication of the Chamber of Commerce letter had as its primary purpose the embarrassment of local business firms, as the letter could not be construed as newsworthy by any stretch of the imagination."

Not newsworthy!! Yet Publisher Nelson takes the pains to reprint the letter in full on his front page, plus The Brand's comment that delivery will be stopped at any home not wanting the Hereford paper!

That's a little inconsistent! If anyone was embarrassed by that letter, it was no fault of The Brand. Look to the source. We made no editorial comment on the whole situation until the present, save the offer to abide by the Dimmitt residents' wishes where they preferred not to have the paper delivered to them.

The Brand has no grievances with the Castro County News. We want to make that clear to all. This is not a personal issue.

Readers in Castro county are fortunate in having a newspaper in their community like the Castro County News. We know it would be impractical for The Brand to

try to COMPETE with the Castro County News even ONCE A MONTH by providing Castro county residents with more news than they get from their home town newspaper.

The Brand selected Sunday for Friona and Dimmitt distribution of the Dollar Day paper because it would in no way conflict with the release of the local papers.

We cannot consistently give these two towns fresh, live news they could not find in their local paper. We can, however, create interest in the Sunday paper—the NON-COMPETING paper—by running pictures of Friona and Dimmitt personalities and homes.

And for that we offer no apology. Many people of these two towns appreciate the added publicity and have welcomed The Brand photographer graciously into their homes on every occasion.

Hereford merchants—and Friona and Dimmitt merchants too—are losing dollars to Amarillo. None of us can kid ourselves about that. What to do? Write the Amarillo Chamber of Commerce a letter asking them to "call off their dogs?"

Nothing doing!! Give the people such a good deal at home that they CAN'T AFFORD to go to any other town!

None of us can afford to bite off our nose to spite our face or "build a fence around our town."

One Dimmitt business man sent The Brand a letter after we published the Dimmitt C of C missile. He pointed out one important bit of philosophy in his letter: "We grow big by thinking big and remain little by little thinking."

The entire letter goes like this: "As one who is in business in Dimmitt, I want to apologize for the letter written by the Dimmitt Chamber of Commerce which you published in last Sunday's paper. The business people here with whom I have talked feel as I do, that we have to admit that we should take our hats off to you for your resourcefulness in doing a good job of advertising for your town. Of course, we don't want you to take our business, but most of us feel that if we can't meet competition, then we have lost the business anyway."

"We have a fine big country out here, plenty of room for all of us. We appreciate the write-ups you have given us. We grow big by big thinking and remain little by little thinking. "Send them on down, Jimmie, we enjoy reading them, especially when they are free."

There it is. We're trying to "build a better mousetrap" so people will come to Hereford more often.

Since when has that been such a hideous goal to strive for?

The people of Castro, Farmer, and Deaf Smith counties are, in the long run, the judges. Given all the facts, they will make their own decisions regardless of what a few may try to tell them.

We enjoy the satisfaction of doing a good job for our neighboring towns and we hope we will always have a continued welcome by all residents and businessmen.—W. W. K.

The average club, or organization, will grab almost any excuse for a supper.

The Chinese Reds, it seems, are not quite so hot as they were in December.

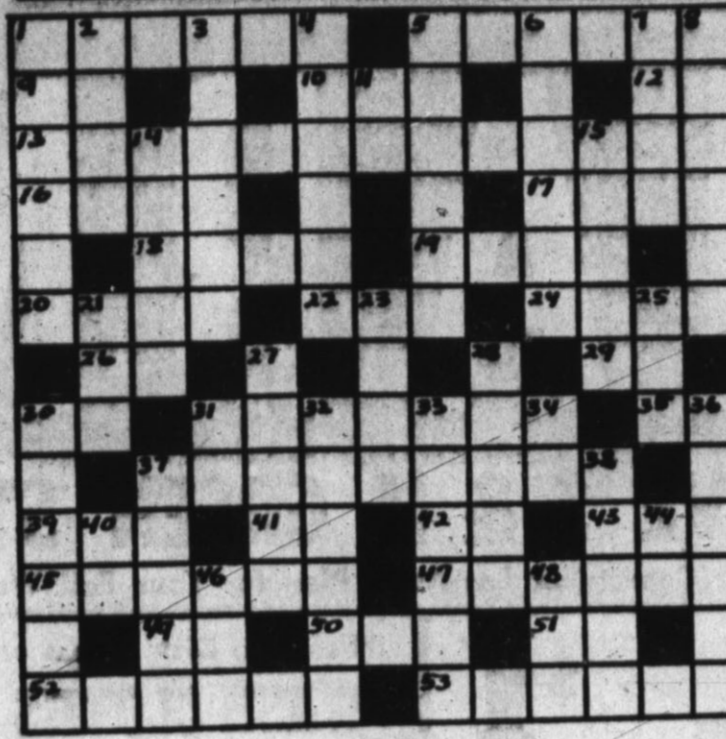
Then there are those who are worried about the possibility of being bitten by snakes.

Thrilling statistics: Giraffes grow to eighteen feet in height; who wants to be a giraffe?

We wonder what the workers of 1850 would think of the forty hour week.

Most of the people that we run across are baffled by their own ignorance.

CROSSWORD * * * By A. C. Gordon



- ACROSS**
- 1—Conventional
 - 3—Small U. S. State (abbrev.)
 - 10—Poem
 - 12—Voluntary Orders (abbrev.)
 - 13—A core of magnetic material
 - 16—Since, ago
 - 17—Not any
 - 18—Faithful
 - 19—Let it stand!
 - 20—Units (abbrev.)
 - 22—Men of medicine (abbrev.)
 - 24—Beverage
 - 26—Compare suffix
 - 29—Minister's degree (abbrev.)
 - 30—Behold!
 - 31—Opposes
 - 32—Exclamation of inquiry
 - 37—To form laws
 - 39—Man's name
 - 41—Public announcement
- General Topics**
- 42—Printer's measure
 - 43—Boy
 - 45—To wander aimlessly
 - 47—That which forms a border
 - 49—Chemical symbol for gallium
 - 50—Consume
 - 51—Man's nickname
 - 52—Accumulates and lays away
 - 53—Hastens
- DOWN**
- 1—Method of painting on freshly spread plaster
 - 2—Smoothly subservient
 - 3—One who bears heavy, spiked staves
 - 4—Domineered (abbrev.)
 - 5—Negligent
 - 6—A seal
 - 7—Smooth
 - 8—One who loves to excess
 - 11—Perform
 - 14—To penetrate
 - 15—Observed
 - 21—Combining form meaning "new"
 - 23—Former Brazilian money
 - 25—Citrus drink
 - 27—Stately, splendid
 - 28—To be erect
 - 30—Contracts for conveying real estate
 - 31—Prefix denoting "again"
 - 32—Moves sideways
 - 33—Shower icy water
 - 34—Thoroughfare (abbrev.)
 - 36—Surrounds
 - 37—In music, very slow
 - 38—To ignore
 - 40—A sacred person (abbrev.)
 - 44—Indefinite article
 - 46—Nautical propelling instrument
 - 48—To the right

I'll Never Forget



Aunt Jennie Thompson (Editor's Note: This is the first of a series of reminiscences by pioneer residents of this county. This feature will appear in The Sunday Brand each week.)

By Aunt Jennie Thompson A lot of changes have been made in this country since 1903, the year my family moved to Deaf Smith county. I am not like the man that said that he was against every change. I think most of them have been made for the better.

The country was pretty thinly settled and we located 16 miles northeast of Hereford and had to open 14 gates in making the trip one way. If the gates had been modern it would not have been so bad, but when you try to open a wire gate in a high wind with long skirts on, then you will know what I mean.

It seems the weather has changed somewhat since then. It may be that we do not remember so well, but the winters appear from now to have been much more severe.

One time in the winter of 1904, it was 10 degrees below zero all one day with a high wind blowing and frost in the air. We fed our cattle in this blizzard and my husband thought we would lose all of them. We came in to warm and one of us was looking at the pictures in a magazine and when my husband noticed him reading, he hollered out, "Don't read, the cattle are freezing." However, they didn't freeze and came thru the winter in good condition.

We went to a Fourth of July picnic at Ford school house in 1905 and wore our overcoats and built a fire in the heater and then were uncomfortably cold.

Our closest neighbor was two miles and we all had to help one another both in sickness and in health. When a neighbor went to town he brought out the mail for the neighborhood and notified them it he had any mail.

We had rural phones and used the top wire of the fence for the line. Our directory was a penciled list on a large card board and listed 47 names all on the same line. If you could not get your party, the neighbors would help by ringing for you up the line and all listened to the conversation if they happened to be at home.

By this method, all the neighbors kept up to date on the news. About the only farming that was done in those days was raising feed for the live stock. The fields were not very large and the cowboys did not like to farm.

One neighbor, when asked about planting oats in this country, proceeded to tell the newcomer to buy the best seed oats he could get, prepare the land in the best possible manner and then feed the oats to his horse.

One time a neighbor came to our house about 2 o'clock in the morning and said his wife needed help. We hitched the horse to the buggy and tied the lantern to the axle and proceeded to drive the five miles and help the stork deliver a fine baby boy.

We had lots of company from Hereford and other places and always appreciated their visits. Hardly a night passed that we did not have visitors. Most of our entertainment consisted of talking but sometimes we would play games of some kind. It seems that we had more time those days than we do now. We had a lot more work to do then on account of not having many modern conveniences.

There was an old saying that this was the grandest country in the world as the wind pumped the water, the cows cut the wood and the women did the work. The women had plenty of work to do but they seemed to thrive upon it and seemed to enjoy life.

I will soon be 93 years old and have lived here in this country more than half of my life. Hope I live a while longer so I can continue to enjoy this fine country and the fine people. Come see me, I love company.

Panhandle Paragraphs

DEED FOR THE DAY
Boy Scout deeds are generally not given any publicity but three Scouts from Gilmer last week earned publicity. When the three boys were returning from fishing, they saw a grass fire burning uncontrolled and headed for a barn and house. Since there was no one around to help, they pulled off their shirts and started fighting the fire. They would place green brush in front of the fire and when the fire would get to the brush it wouldn't burn with such intensity but that they could jump in and fight it. By repeating this act, they stopped the fire before it reached the barn and house. The owner tried to pay the boys, but they declined saying that it was just their deed for the day.

GOOD PLACE TO EAT
An elderly man walked into the Cal Boykin hotel coffee shop in Portales and asked the waitress if it was a good place to eat. She assured him that it was and he took a place at a table. The waitress brought him a glass of water—the old man thanked her and pulled a sandwich from a knapsack and proceeded to eat it. When he finished he walked over to the waitress and said, "I agree, it IS a good place to eat."

WORSE THAN ANTS
A stenographer says there is worse things than ants in your pants. The other morning when the young lady opened her desk drawer she found a four foot bull snake coiled in the drawer. According to the State Line Tribune, the stenographer contends that something worse than ants in your pants is snakes in your drawers.

'Tater Peelin's

By Roberta Campbell

Since this was our only chance to get away before the school bell rings again we have taken off our apron and put down our basket and headed north for a few days with our sister and brother-in-law, Mr. and Mrs. Ernest Jones, and their son Cliff Earl who ranch near Philip, South Dakota. This is the only place we've ever been where we were able to catch a fish bigger than the bait we were using.

Then seein' the fish fried up all nice and brown in a big dutch oven also has its magnetic powers.

Up until now we had thought maybe it was for the beautiful green of the hills and the fine grass that caused people to tough out the winters in the Dakotas but it could be a 55 bushel an acre wheat crop which they are now harvesting in South Dakota and Northern Nebraska. Green bugs must be new to them as one farmer remarked that they had them the last two years but they didn't seem to make any head way with the wheat.

Travelin' through western Kansas it was a very different story where winter kill and dry weather turned wheat fields into acres and acres of maize and a little corn.

Getting back to green bugs maybe little Nick Milburn, son of Mr. and Mrs. Emmett Milburn is lookin' forward to a business venture in the sale of lady bugs to control them.

When his mother came out to pick peas one afternoon recently, Nick brought a jar along and gathered ladybugs joyously which he then guarded carefully and fed regularly.

Mrs. Ray Jowell picked the first peas from our patch again this year for her mother up in Topeka, Kansas, and was soon followed by Mrs. Fulwood and Mrs. Vaughn two more of last years first and steady customers.

SUNDAY'S CURRENT QUESTION

Unanimous Sentiment Expressed For Local Control Over Water

Are you in favor of the locally-controlled water conservation district which will be voted on September 29? Why?

PAUL HARVEY—Yes, because I don't like someone else coming in here and telling us what we can do and what we can't. We ought to be smart enough to be able to control the water without having the government coming in and telling us when we can dig a well and when we can't.

JESSE STANFORD—I'm for it "100 and one percent," because I'm in favor of us taking care of everything we can locally and keeping it out of the hands of the state and federal government. I can't say strong enough how much I'm for it.

LEO FORREST—Yes. In the first place I don't believe that people too far away from us will know and understand our problems. If we can't have local control however I'm in favor of water control of some kind. I don't think however that someone in Austin or Washington would know enough about our problems to do a very good job of controlling the water in the district.

LYLE BLANTON—I surely am, because we don't want state control. We want to control it at home where we know what we're doing. Those fellows wouldn't know what was best for us. We know more about local conditions than some official down at Austin would. The overall problems are the same but each district has different things to consider.

C. R. WINGET—Yes, I'm afraid they will play politics more so if it is state controlled.

JOHN ESTES—If there is to be controls I'm definitely in favor of local control. The way I figure it, if there is local control with local people in charge of it, it will do away with government control.

E. O. DIXON—Yes, it's our property, why should we want something at Austin? I pay taxes on it. All they're interested in is the fee.

The Sunday Brand



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James M. Gillentine, Editor and Publisher
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Hereford, Deaf Smith County, Texas
News Editor W. W. Knief
Society Editor Mrs. John McLean
Adv. Manager Carl Sundeen
Shop Foreman Jim O'Hair

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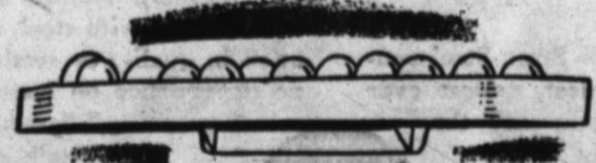
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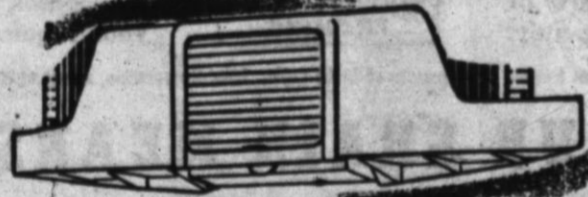
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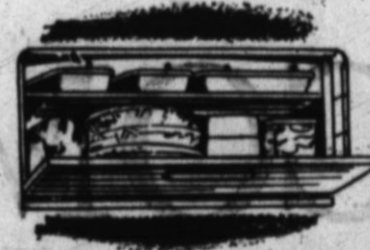
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MRS. SYDNEY C. BENNETT

Cherished Recipes From Old South Are Revealed

Many housewives consider themselves lucky when they come into possession of secret recipes from the Old South. There are many such recipes handed down from one generation to another to become heirlooms cherished as secrets. Some of those old-time recipes have never gotten beyond the immediate families, but modern ways have brought about cook books filled with "secret dishes"

and recipes are being exchanged from the four corners of the nation.

One such cherished recipe comes from Mrs. Sydney C. Bennett of Jesup, Georgia, who has been visiting her sister, Mrs. S. L. Easley in Hereford. It is her favorite cake and since in the deep South they usually serve cake with some sort of sauce, that recipe is included. It's really

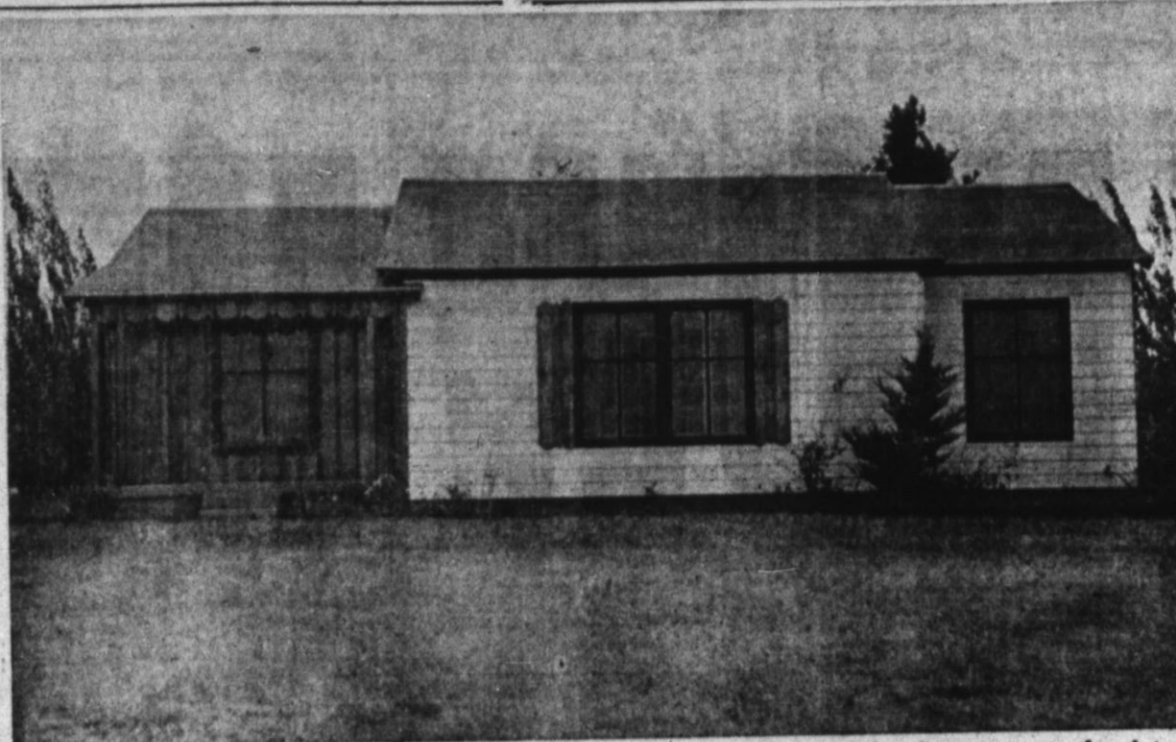
delicious.
Blackberry Cake With Sauce
 ½ cup butter
 1 cup sugar
 1½ cups flour
 2 eggs
 3 teaspoons baking powder
 ¼ teaspoon salt
 ½ cup sweet milk
 1 can blackberries (or 1 quart fresh)

Cream butter and sugar and add slightly beaten eggs. Beat well. Add baking powder and salt to flour and sift altogether. Add alternately with milk to to creamed mixture, beginning and ending with the flour. Beat thoroughly and add berries which have been drained and dredged with flour, stirring only enough to blend in the berries. Bake in slow oven, (about 275-F) and serve warm with butter sauce.

Butter Sauce
 ½ cup soft butter
 1 cup sugar
 Beat and cream together until very light and fluffy. Serve on hot or cold cake as desired. Any kind of berries may be used in this cake but Mrs. Easley says her favorite is with blue berries.

Plum Cake
 Using the same recipe, try a quart of ripe plums, seeds and all. Then prepare a plum sauce by cooking together:
 2 cups ripe plums
 1 cup sugar
 2/3 cup water
 Allow to cook slowly until thickened and serve over plum cake.

Gracie Forthingham returned this week from Aspermont where she visited relatives and friends.



THE EXTERIOR of the Jack Cowsett home in Dimmitt presents a pleasing contrast of painted siding and knotty pine. The home is on a choice lot overlooking the western entrance to the city on Highway 86.—Brand Staff Photo.

McReynolds

(Continued from page 1) trip, the couple will live in Dimmitt where he is associated with his father in the carpenter business.

Out-of-town guests included the bridegroom's parents, Mr. and Mrs. G. R. Duncan, Mrs. Farnere Greathouse, Peggy Messenger, Pat Youts, Mrs. Ben Hill Jr., Evelyn Ann Cummings and Gene Easley, all of Dimmitt. The bride's parents, Mr. and Mrs. W. B. McReynolds, of Tulia, Mary Lou McReynolds, Larry and Charles McReynolds also of Tulia and Mrs. C. E. Smith of Friona

Mrs. Johnson

(Continued from page 1) offer awards. Mrs. Johnson is a member of the Summerfield Study club which has won three first-place awards in the district with their yearbooks.

Employees Of Theaters Given Hamburger Fry

Francis Hardwick entertained the employees of the Star, Texas and Tower theatres at a hamburger fry in the back yard of his home Monday night.

Mr. Hardwick fried the hamburgers on the grill in his yard and supervised games for the group.

Highlight of the entertainment was bingo games.

Those attending were: Johnny Burkett, Mary Buse, Nellie Conklin, Helen Hanagan, Bobby Hardwick, Ted Hardwick, Joan Hardwick, Charles Osburn, Keith Hodges, Richard Hollis, Kay Howell, Mildred Kelly, Eugene Miles, Glenn Pierce, Lola Verne Pitts, J. W. Sirkel, Nancy Smith, Doris Stanfield, Dorothy Thomas,

Lois Ann Thomas, Ann Wiggins, Novalyne Wiggins, Jo Ann Yancey, Mrs. George Carlyle and the hosts.

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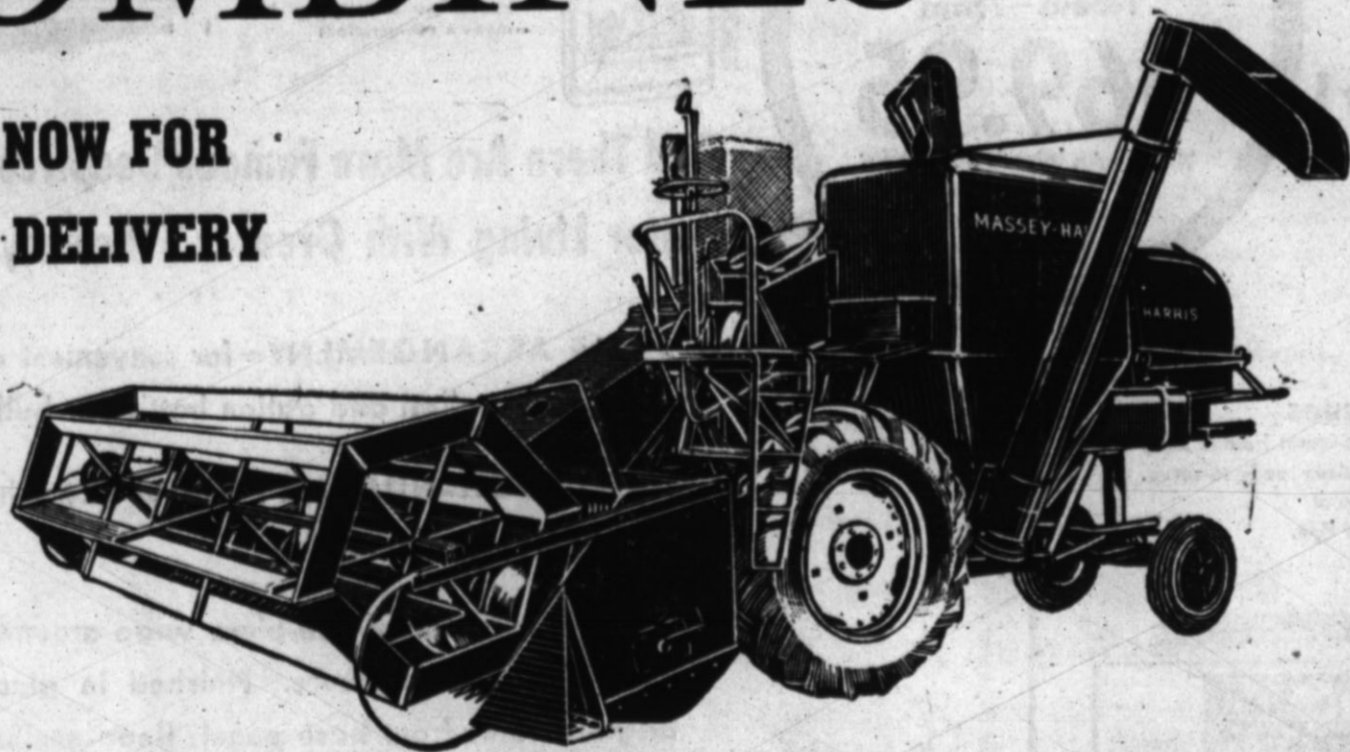
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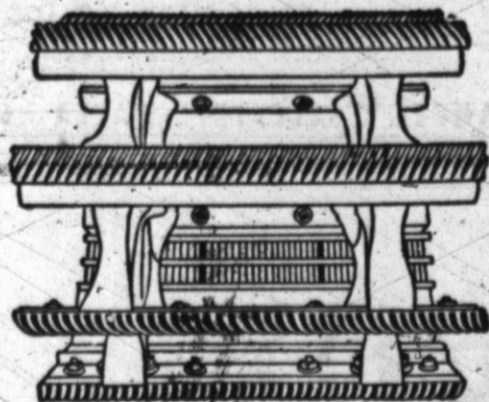
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Beauty at Home

By Lynn Carter

Q. What can I do to bleach a dark, stained-looking neck?

A. A half-lemon in a small tumblerful of water is a good remedy.

Q. How can I make up a face that is abnormally thin?

A. You can make this type of face appear broader by placing the color spot closer to the ears. However, avoid using too much rouge and also add a touch of color to the chin.

Q. What causes excessively perspiring hands?

A. Extreme nervousness is the usual cause. Wash your palms in cool water and put a drop of good quality witch hazel into the palms. Relax, and take it easy.

Q. How can I make a smoother job when applying my nail polish?

A. Give the nails a good buffing before applying the polish. This also stimulates the blood

circulation and makes for healthier nails.

Q. What can be done to make rough lips smoother?

A. Massage the following gently into the lips: Oil of sweet almonds, one ounce; spermaceti, one ounce; white wax, ¼-ounce; oil of rose, six drops.

Q. What is a good treatment for very oily skin?

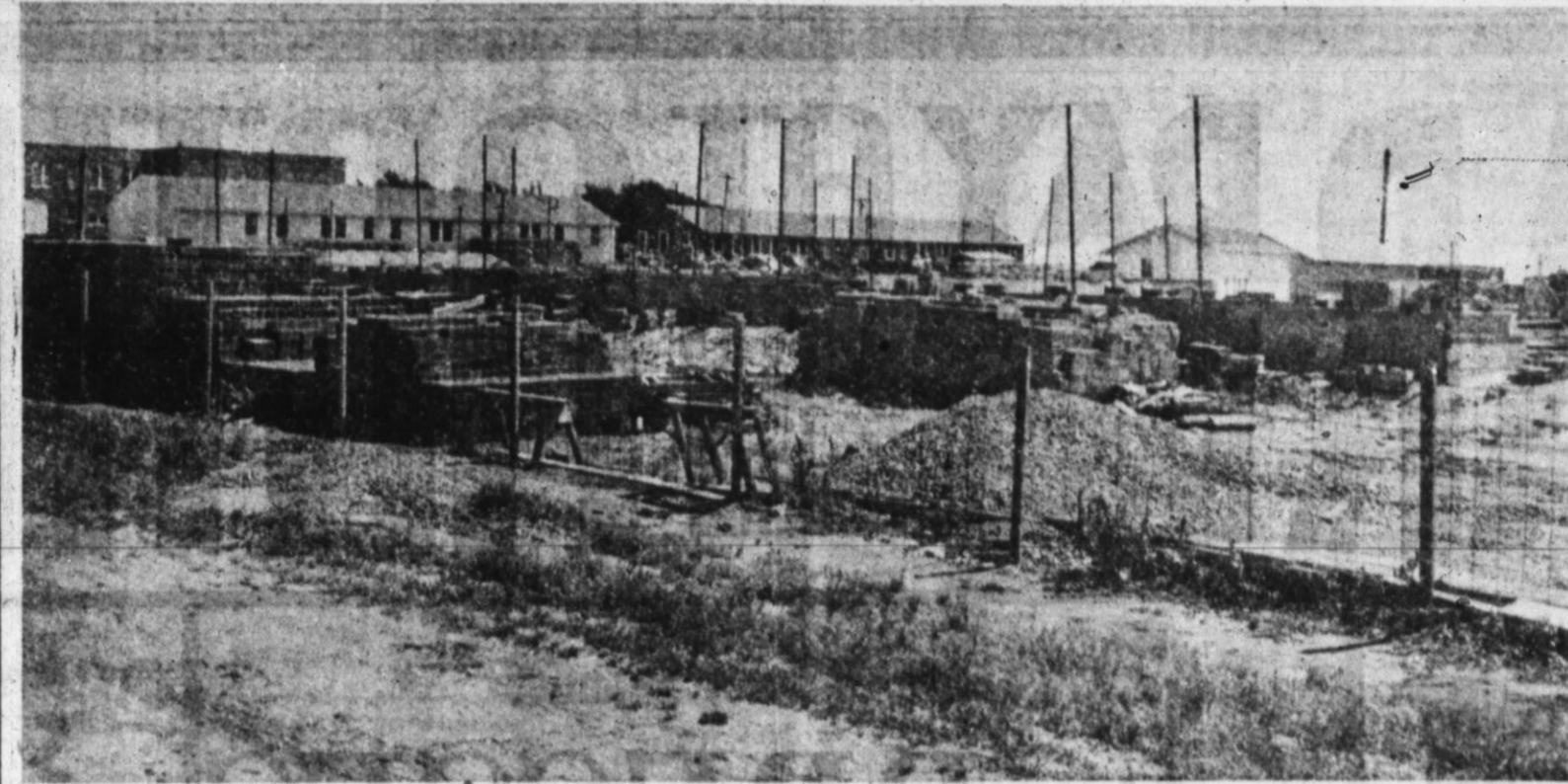
A. Scrub with a complexion brush at least three times weekly. The condition is partly due to a sluggish circulation, so whip up the bloodstream by scrubbing. Get sunshine on your face whenever it is possible when the skin is free of all cosmetics.

Q. Just how is cake makeup correctly applied?

A. Use a very wet sponge or cotton pad. Leave only a thin film over your laugh wrinkles, but a thicker coating over any blemish or eye circles. After covering face and neck, blot away excess moisture with face tissues, wait a few minutes, then press on face powder of the same shade as the cake makeup.

Q. What facial mask can I use that will also act as a leach?

A. Apply in the usual way a



THERE'S BUILDING ACTIVITY aplenty at Dimmitt high school these days, as evidenced by the above scene. Foundations for the new high school have been completed and brick work for the exterior is getting a good start now.—Brand Staff Photo.

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mixture of one beaten egg white, the juice of one lemon, and enough powdered oatmeal to make a paste.

Q. What can I do to make my crop of freckles seem less apparent?

A. Try a powder foundation in a shade deeper than your current skin tone and a face powder that matches this foundation in color.

Q. What is an effective bleach for superfluous hair?

A. Apply to the hair as often as convenient with cotton a mixture of one-half teaspoon toilet ammonia and three tablespoons peroxide.

Q. What general astringent do you recommend for the skin?

A. One of the best, and inexpensive, too, is witch hazel. Spray it on with an atomizer. It

Mrs. Dudley Green Is Club Hostess

Mrs. Dudley Green was hostess Wednesday to members of the Breakfast club of Amarillo, in which club she continues her membership after moving to Hereford several years ago. Meetings of the club are held twice each month.

The order of the day for the Wednesday session in Hereford was a luncheon held at one o'clock in the Green home. Red rosebuds centered the table where places for nine were laid. Red dahlias and other fall flowers were used about the house. After the luncheon canasta was

enjoyed. Those attending were: Mesdames Jack Edwards, Ted Bipus, Jack Hankins, A. D. Nance, Howard Smith, Tommy Evans, all of Amarillo. Mrs. Vaughn Allen of Clovis, N. M., Mrs. Morris Easley and the hostess.

week in Colorado. Mrs. Don Conklin and Charlotte Klienfelder of Lubbock were Wednesday night guests in the Ben Conklin home. They were visiting with Mr. and Mrs. Arch Conklin and Julia who left Friday morning for their home in Charleston, Ark.

Mr. and Mrs. Dale Tinnin and children and Mr. and Mrs. Earl Tinnin of Ralls vacationed last

enjoyed. Those attending were: Mesdames Jack Edwards, Ted Bipus, Jack Hankins, A. D. Nance, Howard Smith, Tommy Evans, all of Amarillo. Mrs. Vaughn Allen of Clovis, N. M., Mrs. Morris Easley and the hostess.

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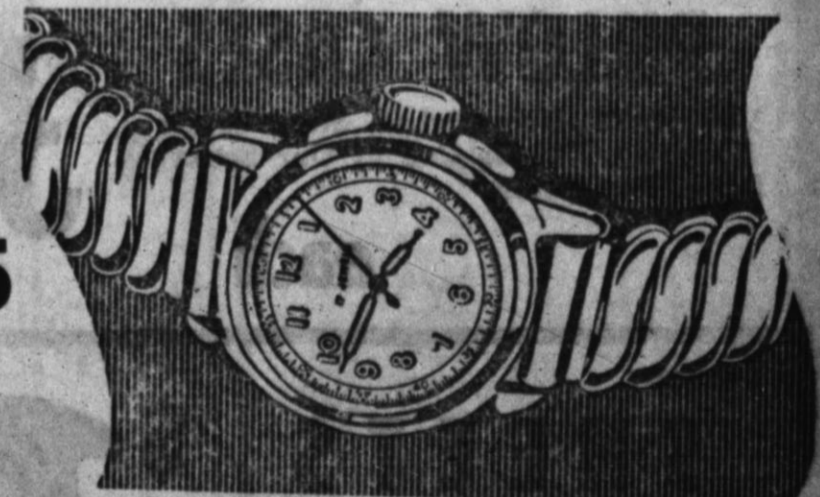
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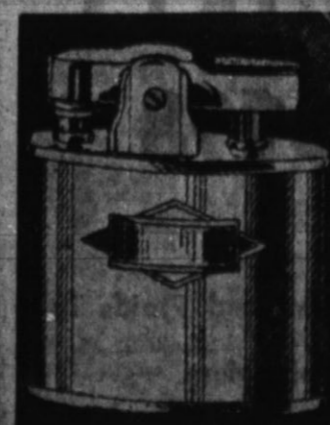


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 Irregulars of regular 69c Combed Yarn Knit Brief. Elastic Waist, Bound Legs.
 2 for

One Rack of Boy's
SUITS and JACKETS
 Values To \$11.75 **\$2.25 to \$5.00**
 This Drastic Reduction Comes Just in Time For Back-To-School Savings. Broken Sizes.

WASH CLOTHS \$ **1**
 Solids and Stripes. This is An Excellent Grade of Fine Wash Cloths At a Sensational Savings
 10 for

BIRDSEYE
DIAPERS \$ **2.29**
 Size 27x27 - A Fast Drying Diaper. Made for Baby's Comfort.
 dozen

Boy's 9 oz.
Western JEANS \$ **2.29**
 Copper Riveted - Extra Strength Denim.
 Extra Wide Turn-up Cuff. Orange Double Stitching. Size 6 to 16.
 each

COTTON SACKS
 10 ft. | 12 ft. | 14 ft.
\$3.98 | **\$4.49** | **\$4.98**
 These are Made of 9.93 oz. Duck with Two-Ply Strap, 31 inches Wide, Stitched with Heavy Duty Thread.

SPECIAL PURCHASES
PIECE GOODS
 Short Length
SATINS and TAFFETAS
3 yds. \$1.00
 Light and Dark Color

BROWN MUSLIN
5 yds. \$1.00
 Ideal for Tea Towels, etc.
 64x60 - 36 inches wide

Back-To-School
SHIRTS
\$1.98

Hawaiian Print and Plaids in a wide variety of colors.
 Size 6 to 16

SPECIAL PURCHASE
Nylon Hose
74c Pair
3 Pair \$2.00

51 and 60 Gauge - 15 Denier
 All New Fall Colors. Size 8 1/2 to 10 1/2. Short, Medium and Long.

THIMBLE THEATRE :-: Starring POPEYE

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



Montag's STATIONERY

See This Beautiful Stationery
 In Our Office.

The Brand

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The Sunday Brand

Hereford, Texas

Our Slogan: "More People—More Farms"

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BUZZ SAWYER

FEATURING HIS PAL
ROSCO SWEENEY
By ROY CRANE

NO ONE EXPECTED LUCILLE TO BE A BALL PLAYER...



BUT SO FAR, SHE'S SPARKED A TRIPLE PLAY, HIT THE LONGEST HOME RUN, AND, AS A RELIEF PITCHER IN THE 9TH, RETIRED THE SIDE ON THREE STRIKE-OUTS.

BUT IS SHE ACCLAIMED? NO!

YAH, MUSCLE-GIRL!

I BET SHE'S A MAN!

A RINGER!



SO YOU THINK YOU'RE A PITCHER, HUH? THINK YOU'RE A BABE RUTH... A STAR! BETTER THAN ME, HUH?

NO, BIG JOHN. HONEST, I DON'T.



I'LL SAY YOU AIN'T! WHO'S KNOCKED IN THE MOST RUNS?

ME, THAT'S WHO!

WUMP!



BUT IT'S YOUR TURN AT BAT, LAST OF THE NINTH, TWO OUT, AND THE WINNING RUN ON 2ND BASE, NOW'S YOUR CHANCE TO SHOW ME UP.



HIT IT! BE A STAR! WIN THE GAME ALL BY YOURSELF!

OH, DEAR! IF I HIT IT, HE WON'T LIKE ME.



STRIKE TWO!



BECAUSE YOU'RE A DAME, THEY BEEN LETTIN' ME TAKE YOUR THIRD STRIKE. BUT THIS TIME, **MUSCLE-GIRL,** YOU KIN TAKE YOUR OWN LIKE A MAN!

NO, BIG JOHN, I... I'M AFRAID I'LL MISS. YOU'RE THE BEST HITTER—PLEASE!



WELL, AHEM! SINCE I'M THE BEST HITTER—

SO!



IT'S A HOME RUN! ROARING GAP WINS 26 TO 24!

WHEE! BIG JOHN DID IT!

HE WON THE GAME!

HOT DANG! HOW WAS THAT COOKIE?

OH, BIG JOHN, I THINK YOU WERE WONDERFUL!



THANKS! AND BY THE WAY, FORGET WHAT I SAID ABOUT MUSCLES, COOKIE. YOU'RE OKAY.



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Photo

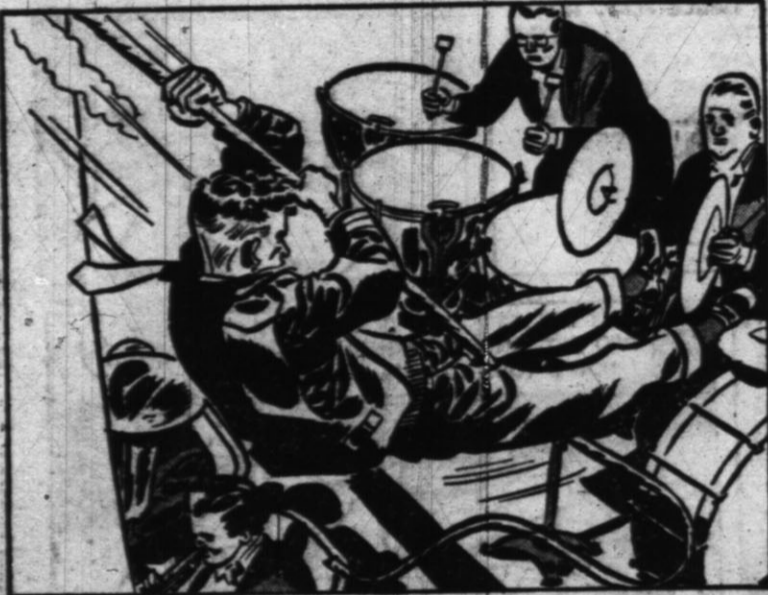
Photo

20

JOHNNY HAZARD

by FRANK ROSSIN

JOHNNY AND BRANDY PERCH PERILOUSLY ON A CATWALK HIGH ABOVE THE STAGE, AS THE POLICE CLOSE IN! IN A BOX NEAR-BY, MR. MAJOR INTENTLY SCANS HIS SCORE FOR THE MUSICAL CUE FOR MURDER! JUST BEFORE IT COMES, JOHNNY...



9-2
CONTINUED...

This Space For Sale!

For Complete Details - Inquire
THE HEREFORD BRAND
Phone 30

MANDRAKE

THE
MAGICIAN

BY LEE FALK & PHIL DAVIS

MANDRAKE AND LOTHAR—
ON THE PLANET VENUS!

"THOSE ARE OUR CHILDREN, GROWING! EVERY
FAMILY HAS A NURSERY LIKE THAT IN THE BACK
YARD!"

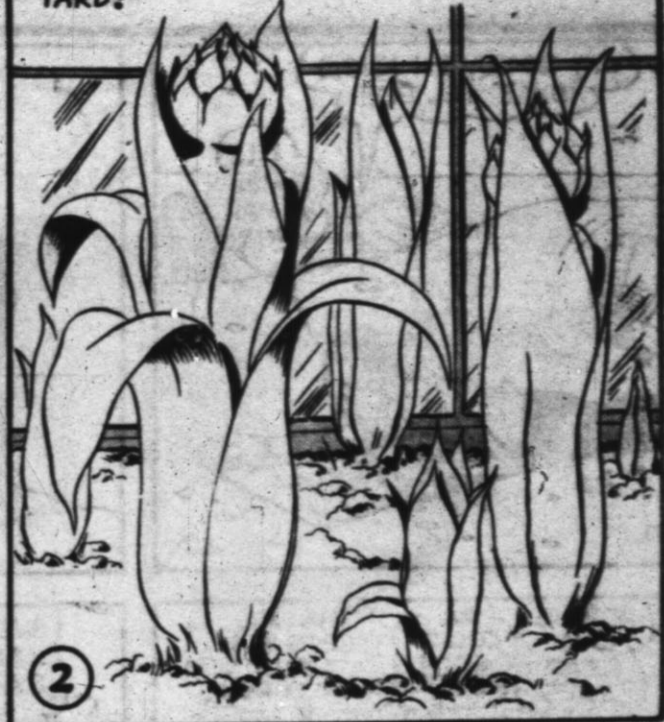
WHEN US
EAT? ME
HUNGRY.

Shh, LOTHAR. Hmm, I SEE VENUS
AND EARTH HAVE ONE THING IN
COMMON. A GARDEN.

GARDEN?
THAT'S A
NURSERY.



2



"AT A CERTAIN AGE, THEY SHED THEIR MUSKS, BREAK THEIR ROOTS
FROM THE GROUND--AND WALK! ISN'T THAT HOW YOU
RAISE CHILDREN ON EARTH?"



3

NOT QUITE.

Um--GREEN
VEGETABLE!
ME EAT!

DON'T TOUCH THAT! THAT'S MY
NEPHEW!



4

MEANWHILE, ON EARTH, WHERE POOR NARDA IS ON TRIAL FOR
THE MYSTERIOUS DISAPPEARANCE OF MANDRAKE AND LOTHAR--

GENTLEMEN OF THE JURY, HAVE YOU
REACHED A VERDICT?

WE HAVE,
YOUR HONOR.



5

9-2
COPY, 1951, KING FEATURES SYNDICATE, Inc., WORLD RIGHTS RESERVED.

THE PRISONER WILL FACE
THE JURY AND HEAR THE
VERDICT.

THEY CAN'T FIND ME
GUILTY! THEY CAN'T!
-- THEY
CAN'T!



6 NEXT WEEK = VERDICT



WE HAVE 'EM

Complete line of Desk Lamps.

Flourescent, also goose neck lamps.

Best Buys
OFFICE SUPPLIES

AT THE

BRAND

PHONE 30



GOLLY! MR. CRUM'S OFFICE WINDOW IS OPEN AND I CAN HEAR EVERYTHING THEY'RE SAYING!... IT SOUNDS LIKE IT'S ABOUT THAT ACCIDENT THAT WAS BLAMED ON QUEENIE'S FATHER!



NOW LOOK, NICK... I DON'T WANT YOU AROUND GRASSY ACRES... IF CORNY BOTTS EVER FINDS OUT IT WAS YOU WHO CRIPPLED HIM, I THINK HE'D TEAR YOU APART!

OKAY, CRUM... DON'T YOU FORGET THAT IT WAS YOU WHO HIRED ME!



I HIRED YOU TO FIX CATFOOT KENDALL'S SULKY SO IT WOULD BREAK.... AND YOU HAD TO DO IT TO CORNY'S... MY BEST DRIVER!...

THEM TWO SULKIES WAS EXACTLY ALIKE, AND SETTIN' SIDE BY SIDE... HOW WAS I TO KNOW..... HEY! WHO'S THAT KID OUT THERE?



DON'T WORRY ABOUT THAT NEW STABLE BOY... HE WOULDN'T KNOW WHAT WE'RE TALKING ABOUT IF HE HEARD... NOW HERE'S A 'C' NOTE AND I WANT YOU TO KEEP AWAY FROM HERE!



WOW! I CAN HARDLY WAIT TO TELL TEX WHAT I HEARD!



LATE THAT AFTERNOON

TEX! TEX! WHERE ARE YOU?... I'VE GOT WONDERFUL NEWS!... I KNOW THE WHOLE STORY!

EASY, LAD! SLOW UP OR YOU'LL THROW A SHOE!... I'M IN HERE WITH BLAZE!



OH, GEE WHILLIKENS, TEX! WE WERE RIGHT!... MR. CRUM HIRED A MAN CALLED NICK TO FIX QUEENIE'S FATHER'S SULKY SO IT WOULD BREAK... BUT NICK FIXED THE WRONG SULKY. I HEARD THE WHOLE THING!

'BOUT THE WAY I FIGGERED! JUST THINK, LAD... ONE CROOK'S GREEDINESS HAS CRIPPLED A FINE DRIVER LIKE CORNY BOTTS AND CAUSED ANOTHER, QUEENIE'S DAD, TO BE BARRED FROM RACING!



WELL?... WHAT DO WE DO NOW?... CAN'T WE ARREST THEM OR SOMETHING?

WHOA! EASY NOW! YOU'VE MADE A RIGHT SWELL START, RUSTY... BUT NOW WE'VE GOT TO PROVE IT!

9-2 - TO BE CONTINUED

This Space For Sale!



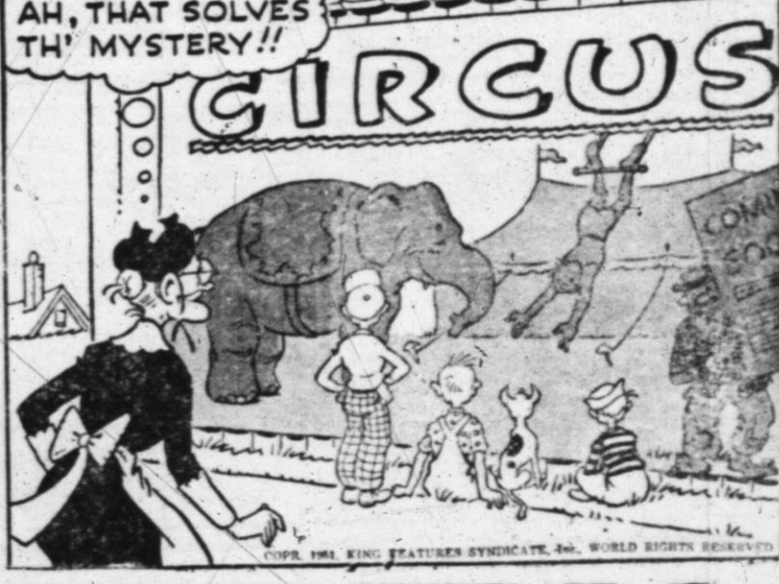
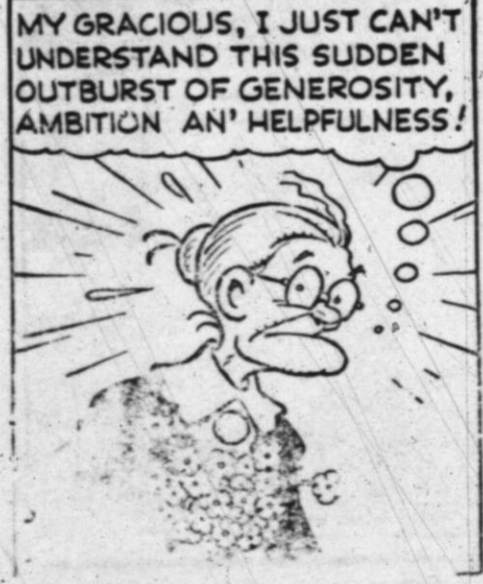
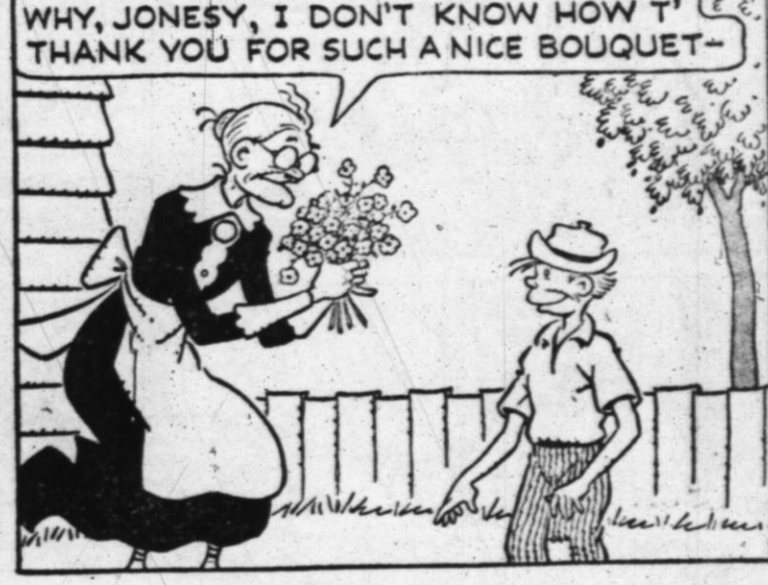
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THE HEREFORD BRAND
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above, furniture, ing and Photo.
 inments in costs and generally rated that n approx- e the 1950
 s and tak- re cotton together
 is a de- it is in- in adjust- ion to re- desirable ide equit-
 plement- grments to a flat 6 rged dur- other than percentage or Section
 has to all
 in 24 a dis- in every-ten am. or less



GRANDMA

by
CHAS. KUHN-

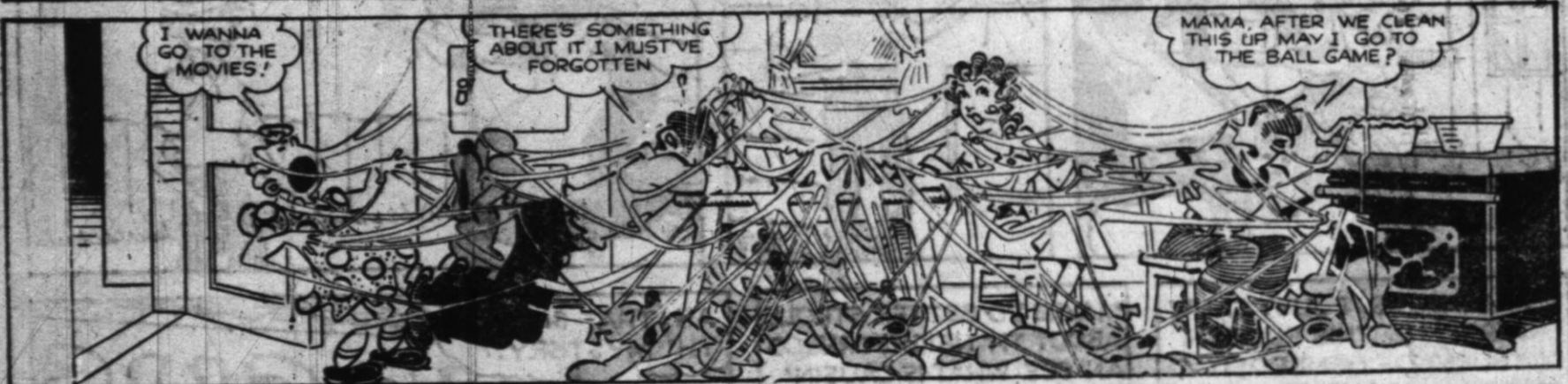


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For Complete Details
Inquire At
THE BRAND

BLONDIE

by
CHIC YOUNG



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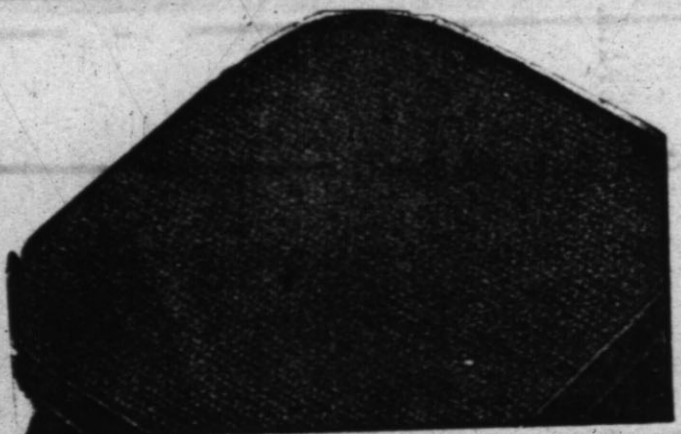
New Air Foam Cushions

- REMOVABLE COVERS
- NEW LOW PRICE

\$5.50 TO \$6.70

EXCELLENT FOR OFFICE - AUTO - TRACTOR!

THE HEREFORD BRAND



KING of the ROYAL MOUNTED

by
ZANE
GREY



THAT MEDDLING DOCTOR HAS RUINED EVERYTHING... BUT I HAVE ARROWS ENOUGH FOR ALL OF THEM! THEY MUST DIE!

BECAUSE HIS FLUOROSCOPE SHOWED A BOTTLE OF POISON IN JOHN GREEN'S POCKET, THE FLYING DOCTOR RETURNS WITH AN ANTIDOTE JUST IN TIME TO SAVE KING AND ROXANA!

OOO LEE
OOO LAYEE!

TH- THE
EXECUTIONER!

LOOK OUT!
DROP DOWN!



THIS IS UTTERLY FANTASTIC!
THAT'S THE HELPLESS
INVALID I X-RAYED...
HOW COULD HE
POSSIBLY GET
HERE?

THERE'S ONLY ONE
EXPLANATION... JOHN
GREEN MUST HAVE
A TWIN!



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THAT'S CORRECT, KING, BUT BLACKIE GREEN, THE BLACK SHEEP OF OUR FAMILY, DIED IN SOUTH AFRICA YEARS AGO... UNLESS HE ARRANGED THAT TO ELUDE THE AUTHORITIES!



YOU ARE RIGHT... NOT LONG AGO I LEARNED ABOUT THE STRATEGIC VALUE OF THIS VALLEY, SO I DECIDED TO KEEP JOHN UNDER A HYPNOTIC TRANCE AND USE HIS OFFICE OF BOROUGH CLERK TO OBTAIN THE FRIGHTENED FARMERS' LAND... CHEAP!

IT'S HORRIBLE, BUT THANK GOODNESS WE'VE CAUGHT THE "YODELING EXECUTIONER!"



NEXT WEEK: "The case of the FATAL FIREBUG!"

Read The Want Ads

LITTLE ANNIE ROONEY

by
BRANDON WALSH
AND
DARRELL MCCLURE



REMOVING THE GROWTH THAT IS THREATENING THE OPTIC NERVE IS A DELICATE, DIFFICULT, DANGEROUS OPERATION~

YOU MEAN OUR LITTLE GIRL MIGHT~?

OH, NO!



LITTLE ANNIE ROONEY HAS BANISHED ALL FEAR FROM OUR PATIENTS MIND~ IT GREATLY INCREASES THE CHANCES FOR SUCCESS~

READY, DOCTOR



I CAN HARDLY WAIT FOR THE OPERATION GAME TO START~ NOW I CAN WEAR THE GOLDEN GLASSES AND THE MAGIC ROBE~

HERE THEY COME NOW~



GEE, ROSE, YOU LOOK SWELL!

THAT'S BECAUSE I'M WEARING THE GOLDEN GLASSES~



DON'T CRY, DEAR~ EVERYTHING IS GOING TO BE ALL RIGHT~

THAT NICE DOCTOR IS TERRIBLE SMART~ WHEN ROSE'S RAG DOLLY'S EYE FELL OFF, HE FIXED IT ON AGAIN~ EASY AS PIE~



OH, MY GOODNESS GRACIOUS! THERE'S SOMETHIN' AWFUL IMPORTANT I GOTTA DO RIGHT NOW~



~HONEST, SHE'S AN AWFUL SWELL LITTLE KID AN' IF THE DOCTOR CAN'T FIX HER POOR, SORE EYES, SHE WON'T NEVER SEE NOTHIN' ANY MORE, NO MATTER HOW HARD SHE LOOKS~ SO PLEASE~

9-2
DARRELL MCCLURE

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**SHOP IN HEREFORD
FOR BEST BUYS**

The KATZENJAMMER KIDS



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FOR HEALTH'S SAKE ROLLER SKATE

WEEK DAYS 3:30 to 5:00 8:00 to 11:00	SATURDAY 2:30 to 5:30 8:00 to 12:00	SUNDAY 2:30 to 5:30 NO SKATING
--	---	--------------------------------------

We have Chicago SKATES in the regular and detachable types.
We will teach a class of beginners.

JOHNNY and GENE'S

CLARK LIKE

by RAY GOTTO



FANTASTICAL!
A WHOLE TEAM UP
OF BROTHUHS WHO AINT
LOST A GAME IN
YEARS!

...AND PITCHIN' TO THEM LITTLE
RASCALS WILL BE HARDER THAN
THREADIN' A NEEDLE WITH A BALE
OF HAY!



LATER... LOOK, BARNEY...
TH' HITLESS
MARVELS ARE TAKIN' TH'
FIELD!

A COLOSSAL
CREW, INDEED!



...REMINDS ME OF TH' GOOD OLD
DAYS... BEFORE I SHOOK TH'
SAWDUST OUT OF MY SHOES AND
LEFT TH' CARNIVAL FOR
GREENER PASTURES!

WULL; AH HOPE THEM
CLOWNS DON'T TURN
THIS HERE DIAMOND
INTO A MIDWAY!



AND AS DINAH LEADS OFF IN THE FIRST INNING...

SOME WIND-UP...
BUT AH'M READY
FER ANYTHING!



STRIKE ONE!

HEY... WHAT
KINDA
HURLIN'
IS THAT?

OL' SMOKY
JUST FIRED
HIS
FAST ONE,
SISTER!

Gotto
9-2

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... BUT YOU AINT SEEN
NOTHIN' TILL HE CUTS
LOOSE WITH HIS
**CHANGE-OF-
PACE PITCH!**

This Space For Sale!

For Complete Details - Inquire

THE HEREFORD BRAND

Phone 30

"Mystery Farm" Contest Opens

Beginning in this issue, Brand readers in Parmer, Castro, and Deaf Smith counties will be seeing a new feature each month in their Dollar Day paper—tri-county "mystery farms."

One lucky reader in each county will be given a \$5 bill for making the first correct identification of the "area mystery farms" by mail or phone at The Brand office.

Each issue, an aerial photo of a farm in each of the three counties will be presented. A total of \$15 in prizes will be given each month for correct identification.

A Brand staff photographer

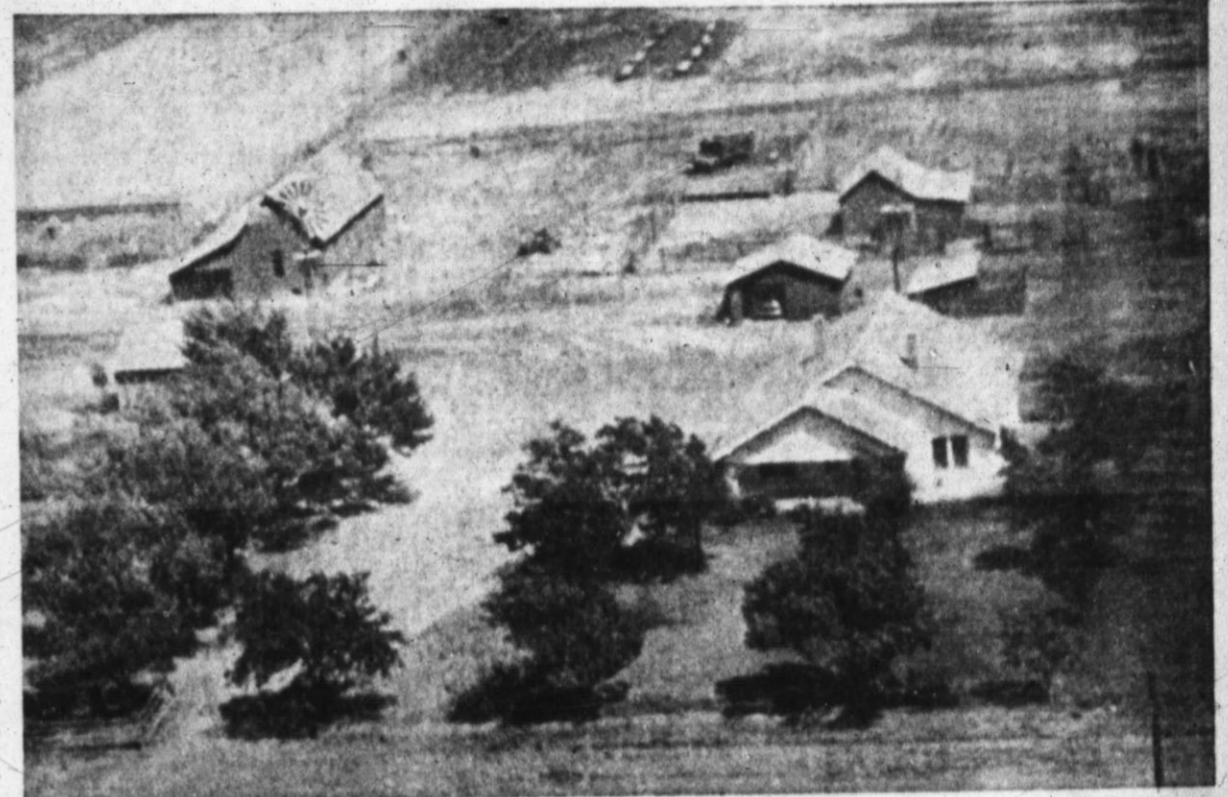
went up recently and took a series of aerial photographs of farms in the three counties. These will be used once each month in connection with The Brand's area paper.

When identifying the farms, please give your name and address, the name and address of the owner of the farm and the location of the place, like "three miles east and one mile north of Hereford." The Brand office will check the time of the call or postmark on the letter to determine the earliest correct entry.

Watch for "tri-county mystery farms" once a month in The Hereford Brand. YOU may be one of the \$5 winners.



DEAF SMITH county's first "tri-county mystery farm" is shown above. Five dollars will be paid for the first correct identification made in accordance with the story at right. Brand Staff Photo



PARMER COUNTY'S first "tri-county mystery farm" is shown above. For details on identifying the place, see the story at left. —Brand Staff Photo



HERE IS CASTRO COUNTY'S first "tri-county mystery farm". Five dollars will be paid for the first resident of the county identifying the place at The Brand office by phone or through the mail. —Brand Staff Photo



HOPALONG CASSIDY COULD never turn the trick as easily, but two Dimmitt "cowboys" and one "cowgirl" have caught their man, but good. Shown at left with his "rifle" is Craig Fuller. Sharon Fuller, Craig's sister, watches as Bruce Fuller gets "lassooed" by Robert McLean. right. The scene was observed recently while the four were playing in the McLean yard in Dimmitt. —Brand Staff Photo



OFFICERS OF THE FRIONA Chapter, U. D. Order of the Eastern Star, are shown above at the special dispensation ceremonies for the Friona chapter on August 24. They are, front row, from left: Carrie Prichard, Faye Southward, Opal Buchanan, Charles Bainum, Maurine Dunn, Lucille Collier, Carolyn Krueger, Ethel Chitwood. Back row, from left: Cleta Robson, Pearl Kinsley, Bill Buchanan, Tina Bainum, Jo Buchanan, Cornelia Kelly, Ruth Carr, Mabel Romich, Thelma Coffey, and M. H. Sylvester. —Alex Thompson Photo

Friona Chapter OES Instituted

The Friona Chapter, U. D. Order of the Eastern Star, was instituted Friday evening, Aug. 24, at the Friona Masonic hall.

The chapter was honored by the presence of Dr. H. C. Sloop, worthy grand patron, who presented the special dispensation; Birdie Easterling, past grand matron; Pat Boone, past grand patron and present chairman of the jurisprudence committee; Floyd Beas Boone, associate grand matron; Willie Mae Ross, deputy grand matron of District 2, Section 3; Carrie Ann Sloop, chairman of the committee of chapters under dispensation; and all of the grand chapter of Texas.

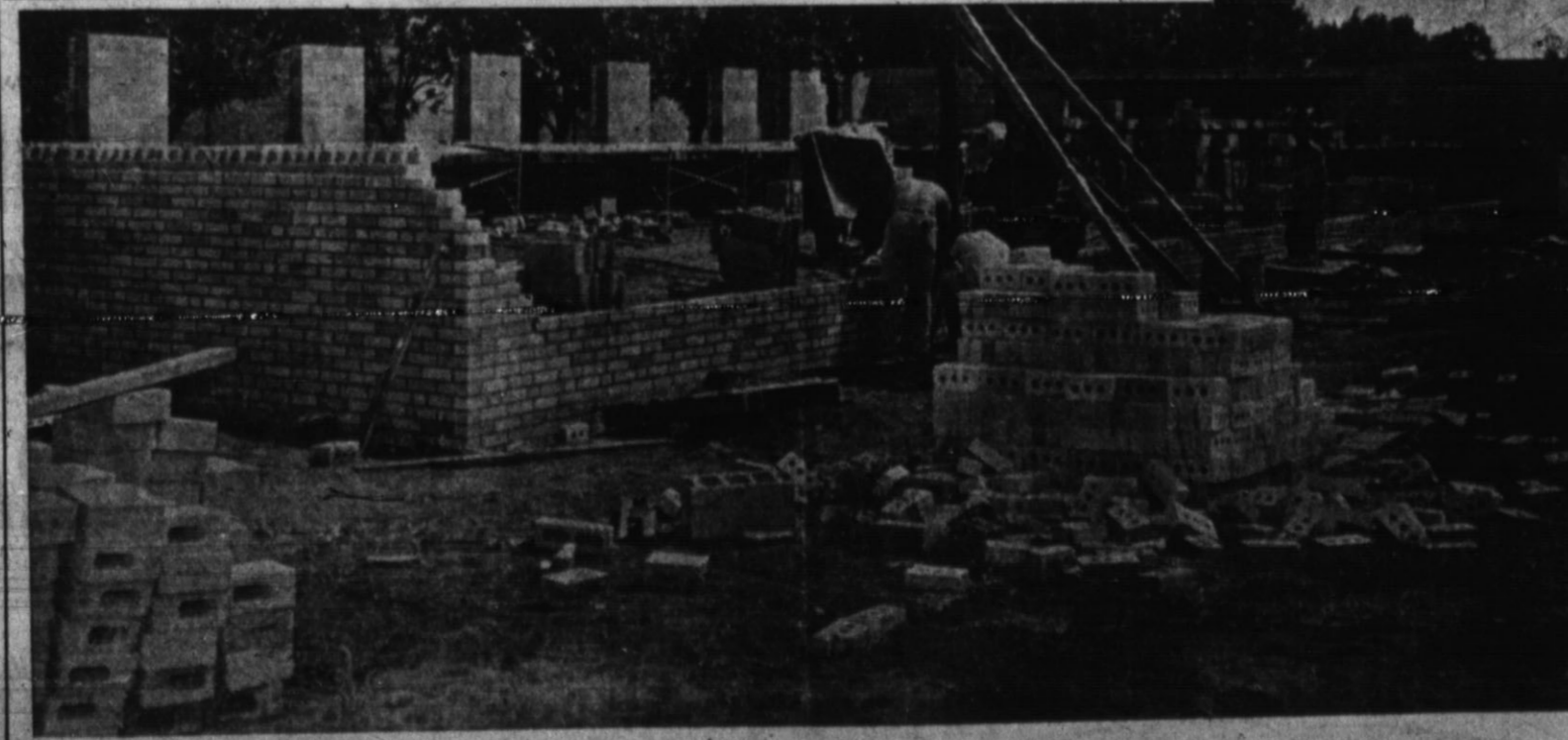
Others who served as grand officers were: Mrs. Myrtle Wither- spoon, Mrs. Neva Hastings, Mrs. Belle Hromas, Mrs. Margaret Wilson, Miss Murna Welch, Mrs. Kattie Ellison, and Charlie Ross. Serving as officers in the Fri-

ona chapter, U. D. Order of the Eastern Star, were: Opal Buchanan, worthy matron; Charles Bainum, worthy patron; Ethel Chitwood, associate matron; Bill Buchanan, associate patron; Thelma Coffey, secretary; Pearl Kinsey, treasurer; Tina Bainum, conductress; Jo Buchanan, associate conductress; Faye Southward, chaplain; Cornelia Kelly, marshal; Maurine Dunn, organist; Lucille Collier, Ada; Cleta Robinson, Ruth; Ruth Carr, Esther; Carolyn Krueger, Martha; Carrie Prichard, Electra; Mabel Romich, warder; M. H. Sylvester, sentinel.

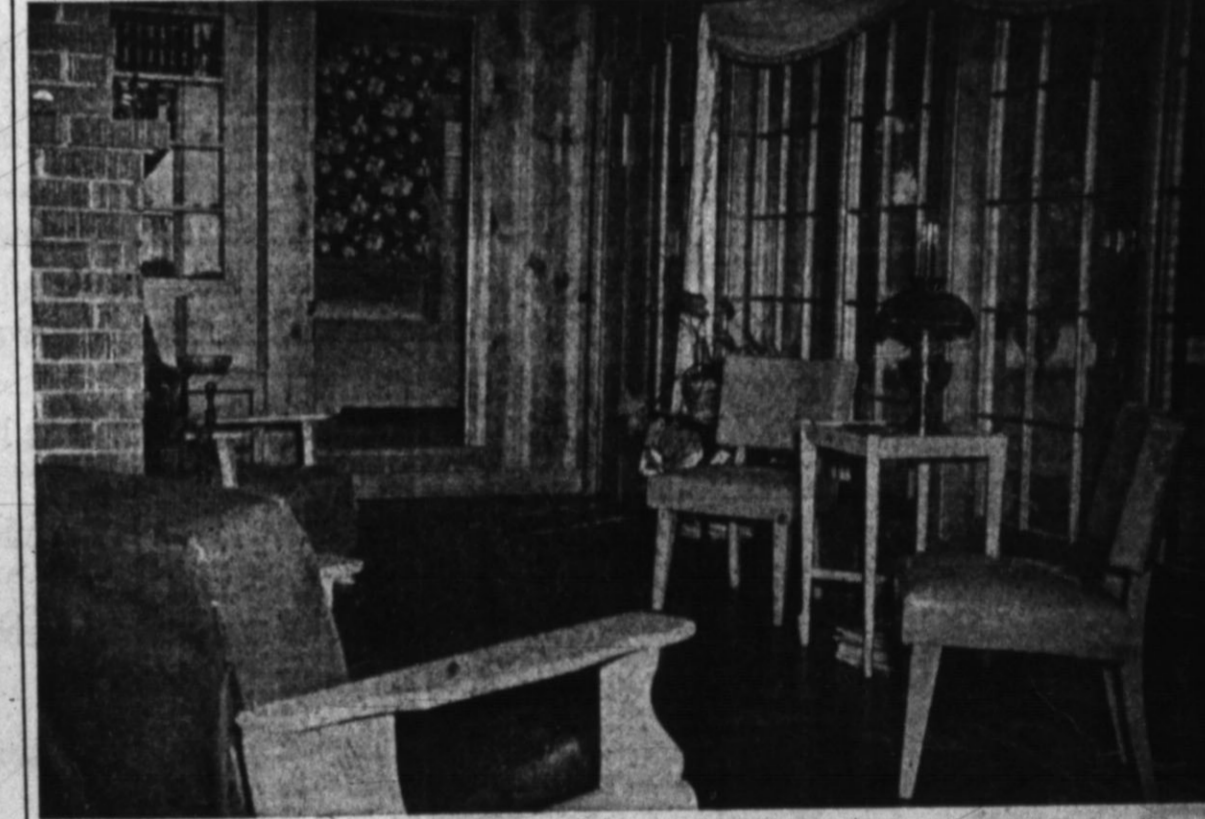
Thirty-one members were present for the institution. A social hour followed and refreshments were served.

Visitors were present from chapters in Hereford, Muleshoe, Dimmitt, Bovina and chapters in Oklahoma and California.

Mrs. Al Romich, reporter.



WORK IS PROGRESSING speedily on Friona high school's new cafeteria building, above. The brick building is being constructed by E. P. Morgan of Lubbock, and is scheduled for completion and occupancy by October 1. School in Friona is scheduled to begin September 4. In spite of the fact that construction has not started on Friona's new school building, none of the classes will have to be held off the campus except the homemaking class, which will be held in the Methodist church annex. Contracts for the new building are expected to be let in the very near future. —Brand Staff Photo



"THE MOST LIVED-IN" room in the Jack Cowser home in Dimmitt is the sun room, shown above. Finished in Knotty pine, the pleasant room is furnished throughout with limed oak furniture. Just beyond the chair at left front is the fireplace. Beyond that is the entrance to the living and dining room. The door in the background leads to the bedroom. —Brand Staff Photo.

OPS Will Allow Cotton Ginners Uniform Adjustment in Charges

The Lubbock district Office of Price Stabilization announced action has been taken to allow cotton ginners a uniform adjustment in their charges for ginning, wrapping, and baling during the 1951 season.

The action is covered by a supplementary regulation to Ceiling Price Regulation 34 effective September 1.

Section 8 of CFR 34 permits increases in rates over those charged in 1950 to persons engaged in seasonal services, such as ginning. These percentage increases are decreased by one percent in each of seven seasonal periods beginning with eight percent in the December 1, 1950 through December 18, 1950 period.

Since the season for cotton ginning does not begin at the same time for all sections in the cotton producing areas, it has been found that the decreasing percentage basis for adjustment rates is not equitable to those ginners in northerly areas who gin later in the year.

Data submitted to OPS indicates that cotton ginners gener-

ally make their commitments in early spring when their costs and cost increases are generally uniform. It is also indicated that ginning costs have risen approximately 10 percent since the 1950 season.

Based on these factors and taking into account the large cotton crop estimated for 1951, together with the fact that this is a decreasing cost industry, it is indicated that a uniform adjustment in ginning charges to reflect increased costs is desirable and necessary to provide equitable treatment.

Accordingly, the supplementary regulation permits ginners to increase their rates by a flat 6 percent over rates charged during the 1950 season, rather than using the graduated percentage rates now allowed under Section 8 of CFR 34.

Also, the action applies to all cotton ginners regardless of the number of employees, whereas under Section 8 of CFR 34 a distinction is made between services which employ more than or less than 7 persons.



ONCE AGAIN!

MR. WHEAT FARMER

We Ask That You Plant These Recommended Varieties Of Wheat

★ COMANCHE

★ WESTAR

★ WICHITA

BECAUSE . . . When Mrs. Housewife reaches for a loaf of bread or any other kind of food that comes from flour she selects that which is most pleasing to the palate of her family. When she comes across that which does not please her she immediately rejects it as inferior merchandise and refuses to buy it. So it goes from the housewife to the grocer, to the baker, then to the miller, and finally to the grain elevator who must be extra careful in the wheat they buy. That is why we know the above varieties bring the best prices and are the most acceptable.

COMANCHE

Originated in Kansas from a cross of Ora and Tenmarq—5 years old—high yields in all tests—suitable for all winter wheat territory in Oklahoma and Texas—excellent in quality—fairly good straw—good test weight—proving popular with growers who have tried it.

WESTAR

Developed for the Panhandle region of Texas—from a cross of Kanred and Hard Federation with Tenmarq—similar to Comanche but higher in yield in the Panhandle—highly resistant to leaf rust but susceptible to stem rust—excellent bread making properties—extremely popular with Plains wheat growers.

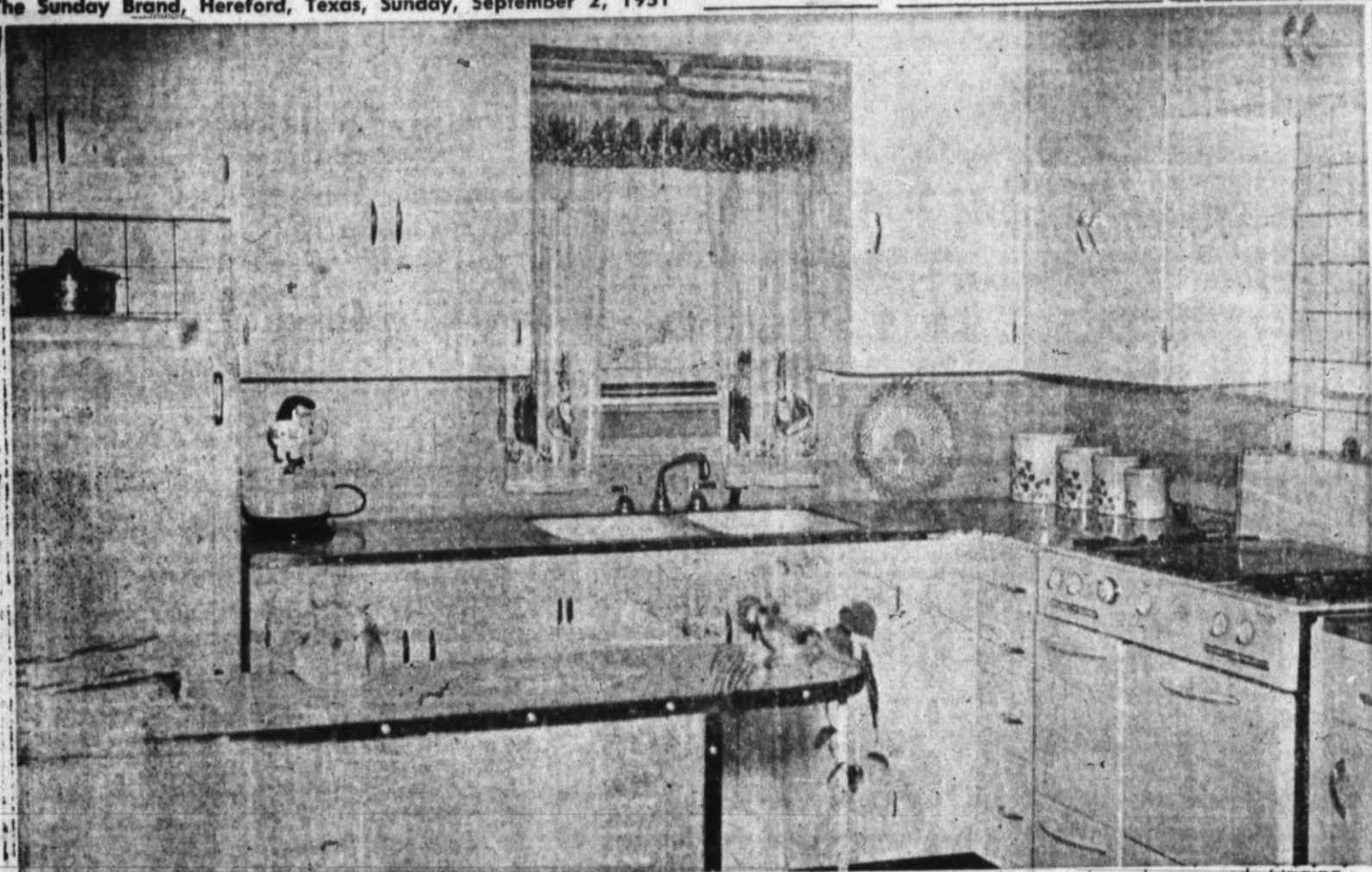
WICHITA

Early—from an Early Blackhull cross with Tenmarq—made by Kansas—similar to Early Blackhull—better straw—higher yields—superior in milling and baking—approved for Texas Plains not for Oklahoma as Triumph has out-yielded it in most tests. Popular with growers from Amarillo south and southeast.

**PITMAN GRAIN CO.
BRADLEY GRAIN CO.
FRASER MILLING CO.**

**PACKARD MILLING CO.
RODGERS GRAIN, DAWN
SEARS GRAIN CO.**





THIS VIEW SHOWS the kitchen of the Jack Tedford home in Friona. Yellow and green is the color scheme used. Originally planned as a five-room home, the Tedford residence has a counter-top partition between the kitchen and the room adjacent.—Brand Staff Photo.



A TERRA COTTA fireplace is the dominant innovation in the living room of the Jack Cowert home in Dimmitt. To the right of the picture is the piano, which lends proper atmosphere to the dignified two-tone green color scheme of the room. Rust and green slip covers of the sofa complete the pattern.—Brand Staff Photo.

1950 Lubbock Cotton Test Results Shown

COLLEGE STATION—Results of cotton defoliation tests conducted on experimental plots and in commercial fields at Lubbock in 1950 have been released by the Texas Agricultural Experiment station.

Hi-Bred, Stormproof No. 1 and Deltapine (TPSA) were the most easily defoliated varieties in this test, in which Aero Cyanamid, special grade, defoliant was used, reported E. L. Thaxton, Jr., junior agronomist at the Lubbock Experiment Station.

In the test with three rates of several different chemical defoliants, best results were obtained with Sodium cyanamid at 10 pounds per acre and Shed-a-Leaf at 7 pounds.

Six commercial defoliants were applied on a uniform field of cotton under the direction of a representative of each chemical company. The chlorate-based defoliants gave the best results for total defoliation in this test.

Thaxton reported that at least 30 gallons of spray solution per acre were necessary to eliminate dry burn in a test on the best spray concentration.

Complete results of these experiments are given in Progress Report 1382, which is available from the Publications Office, College Station, Texas.

Mr. and Mrs. George Graham spent last week at the bedside of his mother, Mrs. W. H. Graham who was seriously ill at a San Antonio hospital.

Mr. and Mrs. Freeman Melton Jr. left Sunday to accept positions on the faculty of the McLean public schools. Mrs. Melton, the former Rosemary Phillips, will teach the second grade. Mr. Melton, after receiving his ME degree at West Texas State college this summer will be assistant coach.

Argen Draper Returns From Tailoring School

Argen Draper, Deaf Smith county home demonstration agent, returned last week from a three week course on tailoring at Texas State college for women at Denton.

The course which was taught by an A&M specialist was part of a special inservice training program being sponsored by the extension service of Texas A&M. This fall, Mrs. Draper will teach the Deaf Smith county home demonstration women tail-

oring, so that they will be able to make their own wool coats and suits.

Ivan Bailey of Dallas is spending the week with Raymond Webb.

Mr. and Mrs. Clay Angelo, accompanied by his mother, Mrs. Marie Angelo, took Diana Benoit to Butte, Mont. On the way back they visited relatives in Wyoming and Denver.

Mr. and Mrs. Dean Robbs visited for a week in the home of his brother and sister-in-law, Mr. and Mrs. L. W. Robbs, of Lantry, S. D.

Frank Cogdell

Income Tax Service

Office Above Brand

Telephone 1383

HERE ARE TWO DEAF SMITH COUNTY PRODUCTS

at your favorite food store in Hereford

Deaf Smith County Grains

"Arrowhead" Stone Ground WHOLE WHEAT FLOUR & CORN MEAL

EASY AS A-B-C!

PHILCO

Simplified 3-Speed Record Changing

New for 1951

At last... the confusion of 3 different record speeds and 3 different sizes is ended! Even a child will find the new Philco Changer "easy as A-B-C" to operate.

Up to 5 hours of continuous music

Philco 1731. Has everything! Philco Simplified 3-Speed Record Changer, Super-Tone Reproducer, Superb FM-AM radio. Exquisite Mahogany veneer cabinet. Challenges all comparison at only

Easy Terms

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WITH *Lowe Brothers*

HIGH STANDARD HOUSE PAINT

PER GAL. ONLY **530** IN 5-GAL. CANS

Top value always, LOWE BROTHERS HIGH STANDARD HOUSE PAINT today costs less for surface protection—less than ever to use. Covers solidly more surface per gallon than "cheap" paint. Spreads easily and evenly. Cuts labor cost. Lasts longer. Don't miss this value special!

KEMP LUMBER CO.

109 Miles Ave. Phone 44

a winning lineup of VALUES!

FOR SEPTEMBER DOLLAR DAY!

One Rack Med. Weight **JACKETS**

REGULAR 10.95 VALS **\$7.95**

Assorted Colors - Just the Thing for Back-To-School

One Lot of Wilson Brothers **PAJAMAS**

Reg. \$3.95 Vals. **\$2.95**

Reg. \$5.00 Vals. **\$3.95**

Reg. \$7.95 Val. **\$5.00**

No-Belt Style Assorted color

Sizes A, B, C, D.

One Table **SPORT SOCKS**

Regularly 75c each

3 pairs \$1.50

A Real Value

One Table Fortune **DRESS SHOES**

Regular **\$5.00**

10.95 Vals.

Size B, C, D, 6 1/2 to 11 - Mostly Small Sizes

JUSTIN COWBOY BOOT CLOSE-OUTS

One Group

REGULAR \$24.75 VALS **\$19.95**

Sizes 7 1/2 B, 10B, 10 1/2 B, 6 1/2 D, 7 1/2 D, 9 1/2 D, 11D, 12D.

One Group

VALUES TO \$36.00 **\$27.00**

Sizes 7D, 7 1/2 D, 9D, 10 1/2 D.

One Group **WESTERN SUITS**

Regularly \$35.00 **\$29.50**

Authentic Western Wear by Levi Strauss. Wool Gabardine, Zipper front. Rayon lined.

We Will Feature This Fall A Complete Line of McGregor Sportswear For Men!

DUB'S MAN'S SHOP

305 N. Main Phone 112

Hereford, Texas, Sunday, September 2, 1951



A CARPENTER'S IDEA of a home is the four-room Glen Stevick residence in Friona. Built in January, 1950, the house has extra large bedrooms and sliding doors throughout. The Stevick laundry is in the garage. This is the second home the Stevicks have built. Their next one will incorporate the newest home building kinks.—Brand Staff Photo.



RONNIE AND JANET, the two children of Mr. and Mrs. Glen Stevick, are shown in the living room of the Stevick home in Friona. Ronnie is one year old and Janet will be four in January.—Brand Staff Photo.

BOOKS ON PARADE

"What Handwriting Tells You" For Study, Not Casual Reading

Unless you are interested in the science of grapho-analysis, or the art of analysis of your own handwriting, that of your friends and the study of famous people's for comparison, the book "What Handwriting Tells You" will not appeal. It is for study and not for casual reading.

The author, M. N. Bunker, was interested in penmanship for many years before he took up the study of it under famous teachers, then worked many more years analyzing the handwriting of his friends before he made it a business and profession.

Before writing this book, he wrote for various magazines and continued the study of it until today he is an accepted authority on the subject and has analyzed the handwriting of famous people as well as that of the average man from many parts of the world.

Besides handwriting he has had specimens of paintbrush writing and that done with pen or pencil held in the mouth of those unable to use their arms and hands. None of this makes any difference in reading of one's character as the strokes are made just the same and that is what is used in the reading of handwriting.

Bunker has given a condensed key to grapho-analysis in this volume and one which with study and application a person may become adept at the art, with continued practice.

Of interest is the author's conclusions of the Lindbergh-Hauptmann case of which he says, he considers the case as still not closed and that the man who wrote the ransom note was not Hauptmann, though he might have done the kidnapping and even the actual murder. The writer of the note was a talker and could no more help talking than he could help breathing and that is the mystery of Hauptmann—he never did talk at the trial.

Bunker did not take an active part in the case although he did see specimens of handwriting connected with the case before Hauptmann's conviction and more since then.

He also gives a very feasible explanation to the mystery of the popularity of the movie star, Valentino which seems to be lasting even today with clubs formed and the reshewing of his pictures in his honor.

"Criminals reveal their true natures in handwriting" is the heading of one chapter and in it Bunker gives one not easily-forgotten test which will always stand up he says and one that everybody should know for his own protection and that of others.

Important points and charts to follow, are given briefly with illustrations in a few chapters beginning with an easily understood and applied emotional chart, which is guided by the slant of the writing; the rules which show your self reliance, determination and the key consonants and vowels are stressed. Of these d, b, c, a, o, and e's are important and how you dot your i's.

There are 16 ways a "t" is used as a key, and the height of the letters and the tallness of their stems as well as the loops of letters like g, f and y all tell something about the writer. These are a few of the guides given as important.

This art is not to be confused with fortune telling by any means. It does not tell of the future or of the past but of the character of the person being studied. It is done by analysis and for that reason many accountants and such professions are deeply interested in the subject.

For someone wishing to develop a new and interesting hobby that will bring them new friends and a better understanding of people, the librarian, Mrs. J. J.

Boydston of the County Library recommends this book which is now available there.

A.O. Thompson Abstract Co. logo with a star in a circle.

Complete tract index of all lands and town lots in Deaf Smith County. Write us for information.



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

ATTENTION FARMERS!! Seeding Time Of Irrigated Pasture Is Near At Hand

We now have in stock a complete line of grass and legume seed recommended for permanent pasture seedings in Deaf Smith County. The following grasses and legumes are tops in purity and germination and are found in the better irrigated pastures in Deaf Smith and surrounding counties—

- Smooth Southern Brome
Perennial Rye
Orchard
Alfa Fescue
Kentucky 31 Fescue
Intermediate Wheatgrass
Ladino Clover
Madrid Clover
Yellow Blossom Sweet Clover

Pasture Hints

"Sound planning and management makes the difference between a PASTURE and a plot of GRASS."

16-10 McCORMICK DRILLS

On Low Wheeled Rubber

10-8 McCormick Fertilizer Drills

On Low Wheeled Rubber

10-ft McCormick Broadcast Binders

Long Seat Pipe - Large Bundle Carrier with Pneumatic Wheel

McCORMICK BINDER TWINE

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Contact John Estes,

Our Field Representative for

ON THE FARM

Planning of Your Pasture Program



We carry a complete line of Fertilizers, Insecticides and Farm Chemicals.

To supplement that irrigated pasture seed Hairy Vetch and Rye mixture for winter grazing, early spring grazing and soil improvement.

NOW ON HAND FOR FALL SEEDING

Hairy Vetch
Balboa Rye

★ Buffalo Alfalfa (Certified)
★★ North Texas Extra Fancy Alfalfa

North Texas Common Alfalfa

* Contact us for information about this strain of Alfalfa which is resistant to Alfalfa Wilt.
** This is extra nice seed grown in the Vernon area.



INSTALLING GRAND OFFICERS for the Friona Chapter, U. D., Order of the Eastern Star, Friday, Aug. 24 at Dimmitt are shown above. They are, from left, front row: Carrie Ann Sloop, Willie Mae Ross, Birdie Easterling, Dr. H. C. Sloop, Mrs. Flora Best Boone, Pat Boone; second row, from left: Charles Ross, Katie Ellison, Bell Hromas, Myrtle Witherspoon, Murna Welch, and Margaret Wilson.—Alex Thompson Photo.

Legal Notice

THE STATE OF TEXAS
TO: Burr Davidson Defendant,
Greetings:

You are hereby commanded to appear before the Honorable 69th District Court of Deaf Smith County at the Court House thereof, in Hereford, Texas, at or before 10 o'clock A. M. of the first Monday next after the expiration of forty-two days from the date of the issuance of this citation, same being the 24th day of September A. D. 1951, then and there to answer Plaintiff's Petition filed in said Court, on the 6th day of August A. D. 1951, in this cause, numbered 3409 on the docket of said court and styled Mrs. Gladys Davidson vs. Burr Davidson Defendant.

A brief statement of the nature of this suit is as follows, to wit: Suit for divorce as is more fully shown by Plaintiff's Petition on file in this suit.

The officer executing this process shall promptly execute the same according to law, and make due return as the law directs.

Issued and given under my hand and the Seal of said Court, at office in Hereford, Texas this 9th day of August A. D. 1951.

Attest:
R. L. Thompson Clerk,
District Court, Deaf Smith County, Texas
(SEAL)
By Evelyn Dye, Deputy.

S-7-4-c

Mr. and Mrs. George E. Bra... today for a weeks vacation trip shear and children plan to leave to Artesia, N. M.

Now Available

- ★ NEW PUMPS
- ★ NEW AND USED PIPE
- ★ CATTLE GUARDS

We Are Prepared and Equipped To Repair and Rebuild Any and All Makes Pumps and Gear Heads

Phone 1577

DARREL HARKINS

1st Door West of Sears Elevator
On Highway 60

WESTWAY NEWS

Revival at Westway Baptist Church Will Begin September 2

From Thursday Brand By Mrs. Elmer Combs
There were 51 present for Sunday school Sunday morning. Mr. Osborn, a layman of the Methodist church of Friona, was guest speaker in the absence of the Methodist pastor, Bill Thomas. Danny Thomas gave his birthday offering. The Kenneth Ladd family of Amarillo were visitors. The revival meeting of the Westway Baptist church will begin September 2. There will be a prayer services both Friday and Saturday night of this week. Evangelist Joe Koyser will be present to assist Rev. Partain in the meeting.
Mr. and Mrs. Finis Wright of Amarillo were supper guests in

the Elmer Combs home Saturday night.
Mrs. Merlin Kaul received her B. S. degree from West Texas State Teacher's college in Canyon Friday night in an outdoor commencement service. The exercises were in the stadium at the college. Those from this community attending were: Mrs. Ralph Durstine, Mr. and Mrs. Robert Boyd, Mr. and Mrs. Elmer Combs, Mr. and Mrs. Merlin Kaul, Larry and Walter Lynn, Mr. and Mrs. Joe Landers and Ross Joe. After the services Mrs. Kaul was hostess to the group for "coffee" at a downtown restaurant. The Kauls left from Canyon to visit to points in Kansas and Nebraska Friday night.

Mr. and Mrs. B. B. Northcut and family returned last Wednesday from a tour of the eastern states and Canada.

H. D. Tarlton of Morton and Ara Lewis of Hereford were married in Clovis last Friday morning. Mr. and Mrs. Kelly Gray and Mrs. Ida Vaughn of Hereford accompanied them to Clovis and attended the wedding services.

Mr. and Mrs. Clarence Sauley attended the Old Settler's reunion at Roaring Spring, Tex. over the weekend. While there they visited in the home of Mrs. Sauley's daughter, Mrs. L. A. Mullins.

B. B. Northcut was auctioneer at the sale of Mrs. H. H. Millards in Hereford Saturday. Elmer Combs was clerk and Mrs. Joe Wagoner and Mrs. Elmer Combs also assisted at the sale.

The E. E. Allen family of Adrain were callers in the Johnny Townsend home Sunday. The Allen's were enroute from a visit of Mrs. Allen's and Mrs. Townsend's mother at Winters to their home in Adrain.

Margaret Sowell was a weekend visitor in the home of her parents, Mr. and Mrs. P. B. Sowell. Mrs. Sowell took Margaret back to Amarillo Monday.

Elmer Combs attend a meeting of the county school board at the courthouse Saturday afternoon.

Rickie Lee Nunley had to be taken to the doctor Thursday when he was bitten by several red ants. There were no severe after affects however.

Helen Jo Wilson, who has been employed during the summer months in the office of Dr. J. W. Barnett, is spending a few days in the home of her parents, Mr. and Mrs. Roy Lee Wilson, before school starts. Helen Jo will be on the teaching staff at Rails high school again this fall.

Mrs. Van Colthrop and Pamela Sue of Hereford were callers in the Joe Wagoner home Monday afternoon.

Mr. and Mrs. Preach Merritt and G. C. attended a reunion of Mrs. Merritt's family at Seminole, Tex., from Saturday until Monday.

Mr. and Mrs. Ralph Durstine of Friona are staying at the Kaul home while they are away. Durstine has an interest in the lettuce crop on the Kaul farm.

Elmer Combs, Eugene and Billy Don and Johnny Townsend were fishing at Buffalo lake Sunday. They met with ill luck when they lost the motor from their boat before they had an opportunity to do any fishing.

This community received a little over an inch of rain Saturday night and Sunday. Several farmers were able to turn their wells off.

Elvin Wilson has returned from a visit with his parents, Mr. and Mrs. Grady Wilson, of Faith, S. D.

Mrs. Joe Landers and Ross Joe were callers in the Roy Landers home in Hereford Saturday afternoon.

Melba Gay Lawrence returned to her home in Hereford Sunday after spending several days visiting the W. B. Nunley family.

Mexican Consul in Hereford Tuesday, Addressed JCs

Joel Quinones, Mexican consul from Amarillo, was guest speaker at the regular noon meeting of the Jaycees Tuesday.

Sr. Quinones told of his work during the 26 years he has been in the United States. He has been consul in 14 different states during the time.

During the day T. J. Clay and John Aiken took the consul on a tour of Hereford and Deaf Smith county. In the afternoon, he gave a 15 minute radio program on, "The Time I Have Been in This Country."



CLANS FOR THE CLAN

A family of fashion takes the highland fling. The brightest, sniciest, gayest plaid to grace a bonnie lassie. White pique joins the fun by collaring and cuffing (detachable on the larger sizes). All three in easy to launder rayon.

Sizes 3 to 6X - \$8.95

JUST RECEIVED

A Complete New Stock of Fall Clothes for Baby!

Wonderland

Eyes Examined
Glasses Fitted
Look to **LEE Optical** for Better Vision

when your vision fails to be ALL it should be

Why Pay More? you can't Buy Better

featuring Two low prices

SINGLE VISION GLASSES \$14.50 Complete

KRYPTOK BIPOCAL GLASSES \$18.50 Complete

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LEE Optical
609 POLK STREET
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AVAILABLE FOR IMMEDIATE DELIVERY

DEMPSTER NO. 21 LISTER TYPE FURROW-SEEDING MACHINE



You can produce healthy, profit-making plants with the newly improved No. 21 Dempster Deep Furrow-Seeding Machine, because it plants your seed deep down in the moist fertile subsoil. The 6 in. wide furrows protect the seed from winter-kill, soil-blowing and drought so it can germinate early into strong, sturdy plants.

You'll find it pays to investigate the lister type No. 21 Dempster Deep Furrow-Seeding Machine before you buy. Let us show you how the new adjustable run feed box and packer wheels sow your seed for more successful plant growth, especially if you need to penetrate a tough, heavy stubble mulch in the seed bed.

The Dempster No. 21 Deep Furrow-Seeding Machine is an eight hole drill with furrow openers spaced at 14" apart. It is equipped with new adjustable internal run seed cup which combines the even flowing qualities of the double run feed and the adjustability of the fluted feed. This makes the machine a very satisfactory means for planting

small grains such as wheat, oats, barley, rye and all types of sorghum, beans and peas. Rows may be spaced 14", 28" or 42", as desired. When adjusted and operated properly this machine will give satisfactory service for many years.

MEANS LESS WORK . . . GETS MORE INCOME
DAVIS — McCracken
Your Minneapolis-Moline Dealer



THE OLD AND THE NEW views at Friona are shown in this Brand photo. In the foreground of the picture and at right can be seen paving gutter forms for laying the new pavement in Friona. In the background is a completed curb and gutter around the corner.—Brand Staff Photo.

Bus Drivers, Routes, Named

Bus drivers and their destinations were released this week by Superintendent George Graham.

Number 13, Joe Ed Cupell, Shirley; number 20, D. O. Benson, Central; number 14, I. L. Whitfield, Shirley; number 9, Butch Elliston, Shirley; number 23, Jay Shaw, high school from Dawn; number 11, E. N. McDill, Dawn; number 24, W. T. Beavers, Dawn; number 15, J. W. Garner, Shirley; number 21, Don Moore, Shirley; number 19, David Miles, Shirley; number 10, LeRoy Burgess, Shirley; number 17, Mrs. Beatrice Hutson, Central; number 4, Joe Smith, Central; number 8, Bruce Beene, Central; number 12, Walter Thompson, Central; number 7, L. L. Smith, Central; and number 18, W. C. Quatlebaum, Central.

Buses will run Tuesday morning.



WORKMEN ARE preparing Friona streets for laying of curb and gutter along one of the many blocks slated for improvement there this summer. This scene is typical in Friona these days as the town is quiet with building and improvement activity.—Brand Staff Photo.

**COMPLETE
AUTOMOTIVE
SERVICE**

**WATCH FOR
SIGNS of SAFETY**

Western Battery & Electric

Seventeenth Annual Reunion of Murt Daily Sr. Family Sunday

The 17th annual reunion of the pioneer Murt Daily Sr. family of Ochiltree county was held at the home of Mr. and Mrs. J. T. Guinn, 25 miles west of Hereford on Sunday afternoon, Aug. 26.

Attending were first, second, and third generation descendants of the late Mr. Daily, first treasurer of Ochiltree county. Several guests were invited.

Guests began to arrive at the Guinn home on Saturday. Sunday's activities were topped by a huge family-style dinner spread on tables under the trees. Singing, picture-taking, and visiting were features of the afternoon.

Enjoying the get-together were Mr. and Mrs. H. L. Smith and Mr. and Mrs. Allen B. Daily, Burke and Keith, Logan, Okla.; Mr. and Mrs. Arthur Williams, Beaver, Okla.; Mrs. George Guinn, Los Angeles; Mrs. Nellie Daily, Mr. and Mrs. Ben Luttrell, and Tim Magness, Friona; Mr. and Mrs. Elmer Patterson and Nancy, Barbara Turner, and Mrs.

C. C. Ferguson, Hereford. Mr. and Mrs. Freddie Jergenson and Rickey Lynn, Mr. and Mrs. Roy J. Phillips and Randy, Mr. and Mrs. Archie Burk Daily, Beverly, Jack, Bill, and Darlene, Mr. and Mrs. G. B. Hennigh and Karon, Mr. and Mrs. Earl Owens, Joyce Rogers, Mr. and Mrs. Roy Hennigh, Melba and Margaret, and Shirley Ann Laurie, all of Darouzett;

G. C. Brillhart, Spearman; Mrs. O. B. Harvey Jr., Carol Ann and Gary, Shamrock; and Mr. and Mrs. J. T. Guinn and Dorothy Neil.

Miss Betty June Euler has returned to Raton, N. M., where she has resumed her duties as art instructor and art supervisor in the elementary schools. Miss Euler has spent the summer in Greeley, Colo. where she has been doing graduate work in education at Colorado State college.

Mr. and Mrs. S. F. Thornton of Friona are vacationing at Monument Lake, Colo.

CALLING ALL WOMEN!



Free FROZEN FOOD DEMONSTRATION

at **BEA KITCHEN** FRIDAY, SEPTEMBER 7 2:30 P. M.

with **INTERNATIONAL HARVESTER FREEZERS**

Learn how miraculously simple modern freezing is! Cook triple-portion meals—serve one, freeze two for meals-in-minutes later! Save money by buying foods in quantities! Eliminate shopping trips! Our International Harvester Home Economist shows you how. Come, and enjoy this revelation in modern living!

See meats, fruits, vegetables—cakes, pies, breads—prepared for freezing in minutes!

Learn how easily you can save time, money, effort by following proven IH methods!

Plus—DOOR PRIZES REFRESHMENTS (No Obligation!)

Hereford Implement Co.

THE ACID-TONGUED FUNSTER in ANOTHER DING-DONG HILARIOUS COMEDY!

CLIFTON WEBB

Happy times are here again

Mr. Belvedere Rings the Bell

JOANNE DRU · HUGH MARLOWE · ZERO MOSTEL

SUNDAY-MONDAY-TUESDAY

star YOUR COMMUNITY CENTER

DISHONOR... DEATH... HER FATE IN A COURAGEOUS FIGHT FOR HER COUNTRY!

I was an AMERICAN SPY

ANN DVORAK
GENE EVANS
DOUGLAS KENNEDY
RICHARD LOO · PHILIP AHN

Texas SUNDAY MONDAY

Wednesday STAR Thursday

ALAN LADD blasts away with fists and a .45

Based on actual cases from THE POST OFFICE DEPARTMENT FILES!

Appointment with DANGER
ALAN LADD—PHYLLIS CALVERT

PAUL STEWART · JAN STERLING · Jack Webb

Latest MARCH OF TIME

CRISIS IN IRAN

WHILE BLAZING HEADLINES FOCUS ON IRAN, THE WORLD'S NEWEST POWDER-KEG, MARCH OF TIME CAMERA CREWS FILM IN THIS STRANGE MOSLEM LAND THE CRUCIAL BATTLE OF OIL AND POLITICS.

JOSEPH STALIN · SHAH OF IRAN

WE CONGRATULATE YOU ON THE OCCASION OF YOUR WEDDING ANNIVERSARY

Anniversaries from Sunday, September 2nd, through Wednesday, September 5th ..

Mr. & Mrs. K. E. Deaton	Mr. & Mrs. B. F. Cain	Mr. & Mrs. T. J. Clay	Mr. & Mrs. Pete Livesay
Mr. & Mrs. Ralph Sears	Mr. & Mrs. Charles Spurlock	Mr. & Mrs. Jack Wright	Mr. & Mrs. Harold Sewell
Mr. & Mrs. C. A. Betzen	Mr. & Mrs. F. M. Campbell	Mr. & Mrs. E. O. Neff	Mr. & Mrs. Arch Conklin
Mr. & Mrs. A. E. Barnett	Mr. & Mrs. C. P. Grimes	Mr. & Mrs. E. A. Wright	Mr. & Mrs. Hollobough
			Mrs. E. B. Jowell

FIREWORK DISPLAY LABOR DAY MONDAY, SEPTEMBER 3rd

Sunday - Monday **THE STEEL HELMET**

Tuesday - Wednesday **Francis**

Thursday - Friday **Mrs. Mike**

Saturday Only **BRIMSTONE**

ENTERTAINMENT UNDER THE STARS NO BABY SITTER TROUBLE HERE Come As You Are

TOWER DRIVE-IN