

Thursday, high 27, low 19
Friday, high 24, low 2
Saturday, high 36, low 10
Snowfall, 7 inches

Published Every Sunday

Our Slogan: "More People - More Farms"

Including 20 Pages of Comics

VOLUME 4—NUMBER 28

The Sunday Brand, Hereford, Texas, Sunday, January 6, 1952

PRICE 10 CENTS PER COPY

SIGHTS, FACES SEEN

Around Town

World War I or World War II veterans from the state of West Virginia may apply for their bonuses at the office of the county veterans service officer, Ralph Smith, on the third floor of the courthouse.

Members of local square dance clubs have been invited to participate at the Panhandle District Square Dance Association at the fair grounds in Amarillo from 8:11 p.m. on Saturday, Jan. 19.

All the Major bowl games — Orange, Sugar, Cotton, and ORSe bowl — will be described with on the spot shots in the news reel coming to the Star theater January 13-15, according to Francis Hardwick, owner.

Russell Wingert gave a report on the U. N. Assembly in Paris at the regular meeting of the Hereford Rotary club Friday.

Dates for the Junior Livestock and Poultry show were set for February 22 and 23.

The program was presented by Sherry and Evelyn Benson.

The 1951 Kiwanis year was reviewed at Thursday's meeting of the Hereford club. President-elect Pat Sullivan made a short speech naming committees and suggesting some programs for 1952.

Two marriage licenses were issued to people in this area at Clovis during the holiday season. Licenses were issued to Patricia Jean Gonsler and Jimmie B. Hughes, both of Friona and Earnestine Darden of Hereford, and John B. Dignon of Amarillo.

The stockholders of Hotel Jim Hill will meet at the hotel at 2:30 Saturday afternoon, Jan. 12.

Pleads Not Guilty

Mike Huckert, who was charged in county court on January 2 for driving while intoxicated on December 31, pled not guilty in a preliminary hearing on January 2.

Junior Livestock Show Set For February 22, 23

More than 400 individual entries are expected to be shown in the Hereford Rotary club's sixth Annual Junior Livestock and Poultry show which will be held in Hereford on Friday and Saturday, Feb. 22 and 23, according to Hugh Clearman, county agent.

Tiefel Charged With Second DWI

Edward Louis Tiefel was charged in examiner's court on December 31 with a second offense of driving while intoxicated. He was apprehended on December 22 by Highway Patrolman James R. Kirkwood and charged on an information filed by Kirkwood.

Gerald F. ...
I want to tell you how much I love you...
How much I really love you...
I cannot ever understand what I do to you...
Unless I know it will be for some happiness on you...
I live for your beloved sake...
My all is yours to share...
And I will always try to show...
How much I really love you...
Love Best...
Cindy & Paul



How much I love you...
I want to tell you how much I love you...
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Cindy & Paul

CHRISTMAS GREETINGS from a Communist prisoner-of-war camp were sent to Mrs. Gerald Neighbors of Hereford by her husband, Sgt. Gerald Neighbors. The home-made card, the verse, and the markings on the envelope for its trip through international POW mail channels is reproduced above.

Name Chairmen For Deaf Smith C of C Committees

Deaf Smith County Chamber of Commerce committees for 1952 were named at the first meeting of the new board of directors Friday night.
New chairman of the Industrial development committee is N. D. Bartlett Jr., W. L. Davis Sr. heads of the new agriculture committee and Ray Cowsett, Chamber vice-president, will have charge of the government and civic affairs committee.

None Injured In Accident Wed.

There was no one injured when a 1950 Plymouth driven by Stanley Dorse Wardlow of Hereford skidded on icy pavement and overturned about five miles south of Friona Wednesday morning.

The date for the new membership drive by the Chamber was set for January 15-19 inclusive. Goal for the drive is more than 100 new members.
A free kick-off breakfast will start the drive Tuesday, Jan. 15 at 7:30 a.m. at Hotel Jim Hill, according to Tom McFarland, secretary-manager.

Federal Housing Project Future Not So Bright

The future of a federal low-income housing project in Hereford appeared dim following a public meeting held Friday night in Hotel Jim Hill with Ted Reed, representative of Joe Gaylord and Company, Ft. Worth architects and engineers.

Two Local Men Purchase Frank Craig Motor Co.

Luther Lesly and H. R. Vaughn have purchased the Frank Craig Motor company. They took over the business on January 2 and changed the name to Lesly and Vaughn Motor company.

Year's First Dollar Day January 7

The first of the monthly Dollar Day sale events in Hereford for the new year will be held Monday, Jan. 7. This issue of The Brand carries many money-saving items offered for this first 1952 Dollar Day by Hereford merchants.

Woman Breaks Arm In Fall On Ice

Mrs. H. I. Nickerson broke her right arm just above the wrist Friday afternoon when she slipped on an icy walk. She had stepped out on the walk to pick up her paper when the accident occurred.

Apprehend Forgers In Colorado, Oklahoma

The arrest of three men in Creed, Colo., and Woodward, Okla., ended the pre-Christmas check-forging episode which cost a Hereford merchant \$138, according to Sheriff J. C. Reese.

Thief Charged

A charge of felony theft was filed in examiner's court on December 31 against Gerald Smith. According to the complaint, which was filed by T. N. Monk, Smith did, on or about December 30, take a 1941 Ford automobile and some clothing belonging to Monk.

County Blanketed In 7-Inch Snow

Weather for the week was the most important topic in 1952 in the county as of the 10th of the month as the winter storm was coated with from six to seven inches of snow, the greatest of the year.

See 25,000 Acres Cotton In 1952

Cotton planting records are expected to fall in Deaf Smith county during 1952. According to figures quoted by County Agent Hugh Clearman this week, cotton men foresee a record acreage of as high as 25,000 acres under favorable planting conditions.

Brother-In-Law Of Hereford Man Dies Thursday

J. C. McCracken received word Thursday night of the death of his brother-in-law, C. E. Miller, 75, retired businessman of Omaha, Neb., who died at his Central City, Neb. home Thursday evening following a long illness.

Funeral Services For G. L. Rutter Sunday, Jan. 6

Funeral services for G. L. Rutter, retired rancher, will be conducted Sunday afternoon, Jan. 6, at 3 o'clock in the First Baptist church. Rev. R. H. Cagle will be in charge of the services.

DWI Charge

A charge of driving while intoxicated was filed in county court on January 5 against Ed Streu Hardware on December 19.



NEWLY-ELECTED directors of the Deaf Smith County Chamber of Commerce are shown above at their first meeting, held Friday night. They are, from left: Paul Harvey, N. D. Bartlett Jr., Ben Childers, and W. L. Davis Sr.

**NORTHWEST HEREFORD NEWS**

**News Events of 1951 From NW Hereford Community Recounted**

By Mrs. R. C. Childers  
The Northwest Hereford news has been reported since June 9, 1950. Since that time many interesting community stories and headlines have appeared in the Hereford Brand. One hundred four issues of The Brand have come into your homes this year, which means the correspondents were to have that many reports in. Here are some of the headlines which appeared in your Northwest Hereford News in 1951:  
January 4—"Parties and Visiting Open New Year in Northwest Hereford"; January 11—"Illness reported in Northwest Hereford"; January 25—"Farmers Interested in Rural Telephones"; January 27—"Face-well and Anniversary Party Held by Cultural H.D. Club"; February 4—"Northwest Hereford Reports Low of 23 and 24 degrees Below Zero"; February 25—"Farmers Are Busy Plowing Stubble; More Pipes Freeze"; March 4—"Red Cross Donations in Area Total \$137.00 Workers Report"; March 1—"Cultural Club Entertains Dawn Club with Program and Luncheon"; March 22—"Roads and Lanes Will Be Named in Northwest Hereford"; March 29—"Radio Quiz and Variety Program Feature Cultural Club Stunt Night";  
April 8—"Rainfall in Northwest Hereford is One Inch; No Hail Damage"; April 12—"Farmers Make Effort to Stop Wheat Land from Blowing"; April 19—"Cultural Club Entertains Families at Childers Granery"; May 27—"Lakes Over Roads Are Still Big Problem in N. W. Hereford"; June 27—"Lightning Kills Cow on Robert Kerschen Farm"; June 14—"R. N. Cooke Reports Tire Theft; Wolfingtons Report Water Damage"; June 24—"Northwest Hereford Resident Caught in Heavy Hail Near Buffalo"; July 5—"Father of Mrs.

J. T. Richardson Dies"; July 12—"Growing Safflower Stir Interest of Passersby in N. W. Hereford"; July 15—"Mrs. Fred Wolfington Is Elected President of Cultural H. D. Club";  
August 3—"Fifty-Six Friends Honor the Fred Wolfingtons at Surprise Shower"; August 9—"Lyla Gayle Rickman Second Over County in Bake Show"; August 12—"Safflower on Kerschen Farm Now In Full Bloom, 16 Inches High"; September 6—"Community Women Elected to Home Demonstration Council"; October 11—"Four Women of Community Enter Dress Review at Hotel Jim Hill"; November 15—"Mondays High Winds Damage Remaining Maize in Community"; December 6—"R. N. Cooke Farm Sale Lasts Way Into Night, Over 1000 Attend."

Several pictures and feature stories of the community have also appeared in The Brand in 1951. "The Tray Making Project" appeared in a feature story with a picture of members and trays. Another picture of the United Nations Flag and the Club Officers for 1951 and a feature story entitled "Deaf Smith County Women Enjoy Part in United Nations Program".

R. N. Cooke left Thursday night for Nacogoches, Texas to close a business deal there. He went by train due to the bad weather over the state. The Cookes plan to move during mid-term so that the move will not hinder the children in their school work.

In a correspondence from Joe Watson, who is formerly of this community, now of Camp Roberts, Calif. and serving in the armed forces. He reports, that he likes it fine there, and that they are having real warm weather there. In fact, he said, they were going around in their shirt sleeves. He says Mrs. Watson and the boys are living at Bakersfield, 125 miles away. Joe says he gets to go home on week-ends and holidays. He says he spent eight days home Christmas. His address is Capt. Joe Watson, Hq. 7th Arm'd Div G-4 Equip. Wpns. Pool, Camp Roberts, Calif.

The regular meeting of the Cultural Home Demonstration club will be January 40, at the home of Mrs. Louie Olson. This is the first meeting of the year, and the yearbooks will be distributed. Members should be there.

There will be a called meeting of the Marketing Committee of Council Jan. 7 at 1:45 P. M. in Mrs. Argen Drapers office.

You Will Find Many Other **BARGAINS** Thru-out The Store! All Sales Final No Exchanges No Refunds

**100 PAIR Ladies & Misses SHOES**  
Sandals, Casuals and Dress Shoes  
**\$1.89** Pair  
Values to \$7.95 Pair Special

One Group of **LADIES SHOES**  
**\$3.89** Pair  
Values to \$11.95 Special

Men's Cotton **Flannel Shirts**  
Reg. \$2.98 Values **\$2.00**

Boys' Cotton **Flannel Shirts**  
Reg. \$2.49 Value **\$1.50**

Bates "Rio Grande" **Bed Spreads**  
Full Size Special **\$5.95**

McNarch **Blankets**  
50% Wool. Satin bound edge Solid Colors Reg. \$8.95 **\$5.19**

One Group of **WOOLEN YARD GOODS**  
**1/4 OFF** Reg. Price

**Corduroy 98** c. yd.  
Reg. \$1.69 yd. Value Special

**January Clearance**  
DRESSES · SUITS · COATS · HATS... *At Big Reductions*  
**Starting DOLLAR DAY**

**LADIES DRESSES**

**SAVE 50%**

- Reg. \$29.95 Values **\$14.98**
- Reg. \$24.95 Values **\$12.48**
- Reg. \$22.95 Values **\$11.48**
- Reg. \$19.95 Values **\$9.98**
- Reg. \$16.95 Values **\$8.48**
- Reg. \$14.95 Values **\$7.48**
- Reg. \$12.95 Values **\$6.48**
- Reg. \$10.95 Values **\$5.48**

**OTHER DRESSES**

Reduced to **\$5.00**

No Alterations at These Prices

Children's **COATS**  
Reg. \$29.95 values **\$14.95**

**LADIES HATS**  
**1/2 Price**

A Few Ladies Short Sleeve **WOOL SWEATERS**  
**\$1.49**

**SAVE 50%**

**Ladies SUITS & COATS**

- Regular \$69.95 Value **\$39.95** Regular \$49.95 Value **\$29.95**
- Regular \$59.95 Value **\$34.95** Regular \$39.95 Value **\$24.95**
- Regular \$29.95 Values **\$19.95**

**Little Boys' SUITS**

- Regular \$27.50 Value **\$19.95**
- Regular \$22.95 Value **\$15.95**
- Regular \$19.95 Value **\$13.95**
- Regular \$16.95 Value **\$11.95**
- Regular \$14.95 Value **\$10.95**
- Regular \$10.95 Value **\$7.95**
- Regular \$9.95 Value **\$6.95**

**Little Boys' JACKETS & O'COATS**

Sizes 2 to 18 **1/4 OFF**

**Children's DRESSES**

**"Prissy Missy"**

- Regular \$19.95 Value **\$12.75**
- Regular \$13.95 Value **\$9.95**
- Regular \$12.95 Value **\$8.95**
- Regular \$8.95 Value **\$5.95**
- Regular \$7.95 Value **\$4.95**
- Regular \$4.95 Value **\$3.29**
- Regular \$3.95 Value **\$2.59**

**Children's NYLON SWEATERS**

- Reg. \$5.95 Value **\$3.95**
- Reg. \$3.95 Value **\$2.95**
- Reg. \$2.98 Value **\$1.89**

Platex **GIRDLES** \$1.00 off Regular Price

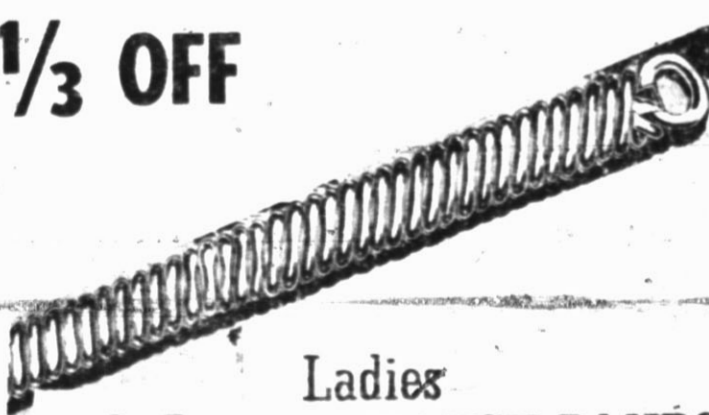
**RUTHERFORD And Company**

Today and every **SUNDAY**  
1:30 P.M.  
**KPAN**  
Faith of Our Fathers Hour

**Dollar Day**  
YOUR BUY-WORD FOR BARGAINS!

**SWEETHEART BRACELET**  
Reg. \$8.50 **now \$4.95**

**BELT BUCKLE SET**  
Your Choice



**Ladies WATCH BANDS**  
Reg. \$5.50 **now \$3.85**

**COWAN JEWELRY**  
Individually Owned and Operated  
335 N. Main St. Phone 34

# Kiwanians Install Officers Jan. 10

New officers for the Hereford Kiwanis club will be installed at a special "Ladies Night" ceremony next Thursday night.

Pat Sullivan is the new president for 1952 with Owen Bybee being installed as new vice-president. Loyd Lovell is secretary with Walter Sead as treasurer.

Directors are Roy Peet, H. V. Stanton, Lowell Sharp, Ray McCullough, Bill Phillips, Bill Patton and Gerald Wilson.

Sullivan released his committee appointments for the coming year at Thursday's meeting of the group. They include:

**Boys and Girls**  
Bill Patton, chairman; Worth Covington, Gerald Wilson, Bill Phillips.

**Agriculture and Conservation**  
Bill Nafzger, chairman; Chester Wiggins, Wayne Phillips, Dick Barrett.

**Public Affairs and Relations**  
Wally Knief, chairman; Lowell Sharp, Happy Cavness, Buren Scott.

**Support of Churches**  
Lowell Sharp, chairman; Bill Phillips, Roy Peet.

**Attendance and Membership**  
Ray Downey, chairman; Bartlett Dowell, Ben Malone.

**Convention**  
Ray Downey, chairman; Jiggs Hartman, Ruben Knox.

**House**  
Roy Peet, chairman; Fred Kroll, Joe Andrews.

**Inter-Club Relations**  
John Pool, chairman; Bob Wear, Ray McCullough, Fred Kroll.

**Kiwanis Education**  
Owen Bybee, chairman; H. V. Stanton.

**Laws and Regulations**  
Owen Bybee, chairman; Roy Smith.

**Program and Music**  
Bob Wear, chairman; H. V. Stanton, Gerald Wilson.

**Reception**  
Ray McCullough, chairman;

Joe Lowrie, Gerald Wilson, Loyd Sharp.

### Achievement

Loyd Lovell, chairman; John Pool.

### Finance

Walter Sead, chairman; Loyd Sharp, Frank Vogel.

## Two Enlistments In Air Force; New Quotas Set

Two holiday enlistments in the Air Force were announced this week by M/Sgt. Vincent M. Sicola, local recruiter, upon his return from Christmas leave.

Both men enlisted at Amarillo for four year periods.

Billy Dale Allen of Dimmitt enlisted on December 28 and was sent to Lackland Air Base for his basic training. Jackie Davison of Hereford enlisted on December 26.

He was also sent to Lackland. Sicola told The Brand that the entire Amarillo recruiting area was now limited to only two Air Force enlistees per day. This curtailment was for an indefinite period, he said. There are no quota restrictions for many branches of the regular Army, however. These Army classifications are open for two-year enlistments.

Another new Air Force directive reported by Sicola was in regard to air cadet training. Those Air Force personnel with 18 months in the service and a high school diploma will be eligible to enter cadet training if they pass the other tests.

Air Force enlistees may also join with the idea of putting in their 18 months and then applying for cadet training.

## Hospital Notes

### Patients in Hospital

Mrs. G. A. F. Parker, med.; W. P. Graham, med.; Mrs. E. A. Albracht, OB; Mrs. Frank Warren, OB; Boyd Knox, med.; Mrs. Joe Lowrie, OB; Brenda Kay Dodson, med.; Mrs. H. R. Lee, med.; Mrs. Frank Cogsdell, surg.; Mrs. A. C. Rose Jr.; Mrs. W. G. Vaughn, surg.; Mrs. A. A. Laddshaw, med.; O. J. Remling, surg.; Mrs. H. I. Nickerson, ortho.; Mrs. J. E. Cuppell, med.; Mrs. H. L. Meacham, OB; Mrs. G. E. Gibson, T; Mrs. A. C. Henneman, med.

### Patients Dismissed

Julius Galicia, med., 1-4; Mrs. Ray Hulse, med., 1-4; Angelina Garcia, OB, 1-4; Thelma Epting, med., 1-4; John Nathan Stark, surg., 1-4; Dayrel Walker, med., 1-4; Felix Albiar Jr., med., 1-2; Mrs. F. J. House, OB, 1-2; Maryleigh Whitfield, med., 1-2; Homer Henslee, med., 1-2; Alejo Martinez, med., 1-5; Mrs. Ted G. Higgins, OB, 1-5.

### Births

A son to Mr. and Mrs. Joe Lowrie January 2.  
A son, James Joseph, to Mr. and Mrs. Frank Warren January 3.

## State Theta Rho Advisor Visits Hereford Club

Mrs. Capitola Coleman of Fort Worth, Theta Rho advisor, made an official visit to the Theta Rho Girls club and the Rebekah Lodge Friday and Saturday.

This was the state official's first visit with the Theta Rho club since it organization and instruction in the work and its benefits was her main interest at the meeting held by the club Friday night at the IOOF Hall.

She presented greetings to the club from other state officials and spoke briefly of her tour of the state and meetings with other clubs. Following the club session Mrs. Coleman addressed Rebekah Lodge members at a called meeting. There she discussed the aims and objective of Theta Rho clubs and duties of Rebekahs as club sponsors.

Saturday morning Mrs. Coleman held a meeting of the board of the Theta Rho club at Hotel Jim Hill when plans for the local club were outlined and board members instructed in their official duties.

Members of the board present were: Mesdames Charlotte Calvert, noble grand; Alta Davis, Pauline Lady, Ada Hollabaugh, Earline Manning, Lydia Hopson and Ursalee Jacobsen.

Mr. and Mrs. Hugh Bookout and son spent the Christmas holidays in Arlington and Ector. They attended a 50th anniversary celebration for her parents in Arlington on December 23 and then went on to Ector to visit with his folks.

Visitors in the Bill McIver home on New Years Day were Mr. and Mrs. J. Curtis Coble and daughter from Amarillo.

Sgt. Billie Joe Williams and Pfc. Wayne Williams visited in the home of their parents, Mr. and Mrs. C. E. Williams during Christmas. They are both stationed at Chanute Air Force Base in Illinois.



YOUR BUY-WORD FOR BARGAINS!

We Are Continuing Our Big January Clearance Sale Through Monday (Dollar Day), Tuesday & Wednesday

**FALL DRESSES**  
Values to 67.50  
**1/2 Price**

One Rack  
**BETTER DRESSES**  
\$5.00

25 Only  
**BETTER BLOUSES**  
**1/2 Price**

Odds & Ends of Better  
**SLIPS & GOWNS**  
5.95 to 8.95 Values  
**\$3.00**

**All Felt Hats**  
**\$3.00**

**ALL SWEATERS**  
Values 3.95 to 12.95

**1/2 Price**

All Leather & Suede

**BAGS** Values 7.95 to 27.95  
**1/2 Price**

4 Only

**COATS** \$15.00  
Values to 59.95

All Toddler's DRESSES 1/2 Price

All Preeteen  
**DRESSES** 1/2 Price

10 Only

**FALL SUITS** 1/2 Price

All  
**Robes and Lounging Pajamas**  
Values 22.95 to 47.50

**1/2 Price**

4 Only - Better

**WINTER COATS**  
Drastically Reduced to Clear

2 Only

**CHILDREN'S COATS**  
Size 7  
**1/2 Price**

**SALE PRICES GOOD MONDAY-TUESDAY-WEDNESDAY**

All Items Cash  
No Returns or Exchanges



A Written Guarantee

**SPRED SATIN**

IS WASHABLE or your MONEY BACK!

A Washability Policy with every purchase! Ready-Mixed! Goes on without lap marks! Dries in 20 min. 14 washable satiny colors for every room in the house! Try a quart!



1.39 qt.  
4.49 gal.

**WESTERN HARDWARE**

RALPH GRAGG  
136 W 3rd ST. HEREFORD, TEXAS PHONE 704

A NICE PLACE TO MEET NICE PEOPLE

## ST. ANTHONY'S STUDY CLUB NEW YEAR'S DANCE

We cordially invite you to dance with us on

**MONDAY NIGHT, JANUARY 7th**

in the

**JIM HILL HOTEL**

Dancing from 8:30 p.m. until 1:30 a.m.

Music by Dick Morton and his band from Old Tascosa

Dress Semi-Formal — Price \$1.50 person

Come and dance in a good atmosphere and meet people of good taste. We take this opportunity to thank you for your past patronage. A very Happy and Prosperous New Year to you and yours.

It's bonus time!  
**3 PAIRS**  
Shaleen stockings  
for the **PRICE of 2**  
to acquaint you with the lasting beauty of them

Reg. \$1.95 Pair Now **3 PAIRS FOR \$3.90**  
15 denier-51 gauge - Original Dark seam, foot, heel  
15 denier-51 gauge - Shaleen Dark seam stocking  
Reg. \$2.25 Pair Now **3 PAIRS FOR \$4.50**  
15 denier-60 gauge - Famous Dark seam and Dark "Peaked" heel.  
15 denier-60 gauge - the Shaleen Dark seam.

an actual gift bonus of one pair of exquisite Shaleen Stockings absolutely free with the purchase of two pair. All sizes. All colors. All styles.  
**FIRST QUALITY SHALEEN STOCKINGS**

come in for yours now! phone and mail orders welcome

THE *Vogue*

# WANT ADS Phone 30-31

## FREE Theatre Tickets To See



**WEDNESDAY - THURSDAY**  
**JANUARY 9 - 10**

## 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 Draper. Box 671. B-1-16-6-tfc

We have 100 FEED MOLASSES Any Quantity  
**FRASER MILLING CO.**  
B-1-30-tfc

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

REMEMBER JANUARY 15th IS LAST DAY TO GET BLUE CROSS HOSPITAL PROTECTION  
Get Information at Hospital or First National Bank  
B-11-28-3c

OFFICE SUPPLIES: Regular lines and special orders. The Hereford Brand.  
B-1-18-tfc

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

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

**LUMBER**  
Utility Grade  
2x4s and 1x8s  
\$45 Fir  
\$65.00  
Per Thousand Feet  
**Carl McCaslin Lumber Co.**  
1 Block East of Courthouse  
Call the Lumber Number 7  
B-1-27-tfc

FOR SALE: Hampshire hogs. All sizes and ages. Registered and common. 2 mi. south on Hwy 51. Ed Dziuk.  
B-1-19-27-3p

FOR SALE: 30 tons heavy graded Kaffir bundles. J. B. Sneed 7 miles west out Harrison, 2 1/2 north.  
B-1-16-26-tfc

**FARMERS - RANCHERS**  
We have RANGE CUBES Feed 1/2 to 1 pound a day. Immediate delivery on any amount.  
Call 360 or 1635  
B-1-26-11c

FOR SALE: Twenty healthy pigs two months old at \$10 per head. J. D. Burgess 1/2 mi. North of high school.  
B-1-20-28-2p

**ALFALFA HAY FOR SALE**  
**EAR CORN**  
**C. C. BILLINGSLEA**  
6 East, 3 North, 1/2 East  
B-1-28-c

JUST RECEIVED - 1,000 USED RECORDS. 20c and UP.  
**WESTERN AUTO STORES**  
B-1-21-28-1c

FOR SALE or TRADE: One 1950 Model 8 ft. Servel Refrigerator Will trade for calves or pigs.  
B. E. Brumley, Box 608  
B-1-21-28-tfc

FOR SALE: Assortment of Roses, Flowering shrubs, fruit trees shade trees, hedge and bulbs.  
Mrs. J. F. Ward, North Main.  
S-1-19-20-tfc

YOU CAN GET Your Copy of Panhandle Cooking, the Cookbook put out by the St. Thomas Episcopal Auxiliary by calling 484 and leaving your name and address.  
4-1-27-21-tfc

### 3. FOR SALE Automobiles

**HEREFORD MOTOR CO. INC.**  
Ford & Mercury Dealers  
SPECIAL PRICE ON 1951 MERCURY DEMONSTRATOR (NEW CAR GUARANTEE)

1-1951 Ford Victoria.  
1950 Mercury 4 dr. Loaded.  
1950 Ford 2 dr. O. D., heater, permanent antifreeze, original black finish, good w/w tires, exceptionally clean.

1951 Dodge 4 dr., like new, fully equipped.  
1949 Chrysler Windsor 4 dr., whitewall tires, loaded, 27,000 actual miles.

1949 Oldsmobile 2 dr., exceptionally clean. R-H, Hydro-matic Drive.

1948 Ford 4 dr., R-H, one owner car, really nice.  
**COMMERCIALS**  
2-1951 Ford 1/2 ton pickups, fully equipped. New car guarantee. SPECIAL PRICE THIS WEEK ONLY.

NICE SELECTION OF '40 and '41 CARS TO CHOOSE FROM. ALSO HAVE NICE SELECTION OF COMMERCIAL VEHICLES.  
Phone 38 or 39  
B-3-20-tfc

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%  
**Front Wheel Aligning KINSEY MOTOR CO.**  
Phone 740  
B-3-14-tfc

### 4. REAL ESTATE

FOR SALE - Five room house on 104ft. front lot on pavement Adjoining high school playgrounds. Call 1218. Genevieve Guseman.  
B-4-19-11-tfc

FOR SALE: Modern home, carpeted throughout. Immediate possession. Phone 470-J  
S-4-10-23-tfc

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

FOR SALE  
30 acres good smooth land right near town, clean as a hound's tooth, \$8,500.  
**GLENN WEIR**  
109 Main  
Res. 452 Office 200  
B-4-49-tfc

REMEMBER JANUARY 15th IS LAST DAY TO GET BLUE CROSS HOSPITAL PROTECTION  
Get Information at Hospital or First National Bank  
B-11-28-3c

FOR SALE: A good four unit apartment house, each Apt. furnished. Consists of three rooms and bath, with private entrance. This property been built only a few years. Well located. Price \$19,000. Brings in about \$200 monthly. A good buy for someone that wants a home and income. M. A. Crum, Friona, Texas.  
S-4-58-28-1p

FOR SALE  
Seven room house, bath, breezeway, double garage, corner lot, good location. Price \$12,600, loan \$6,600 at 4%.  
6 room house, 2 baths, single garage, 1 block of Main, 1 block of church. \$2,500 down, bal. 4% loan.  
5 room brick efficiency, bath, garage attached, with carpets, good location, \$3,250 down, bal. 4% loan, might consider some trade.  
4 room house, bath, good location, \$2,200 down, bal. 4% loan.  
4 room house, bath, good location, \$1,250 down, bal. \$50 a month.  
Big 3 room house, bath, good location, \$1,000 down, bal. \$40 month.

3 rooms, bath, \$2,500, \$700 down, bal. 40 months.  
New 5 room efficiency, bath, paved driveway, one lot 60x161. Price \$7,500, \$1,100 down, bal. \$50 month.  
J. M. Hamby Real Estate  
208 East 3rd Ph. 701  
Hereford, Texas  
B-4-4-28-4p

**4 1/2% MONEY** On

**FARMS - RANCHES METCALF & BRALY**  
632 W. First St., Hwy 60  
Ph. 854 P. O. Box 845  
Hereford, Texas  
B-4-2-36-tfc

FOR SALE: Two bedroom home on 104x200' lot. Recently redecorated garage with room attached. Small barn with cement floor and electricity. Call 810.  
B-4-23-50-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  
748 acres, 600 in cultivation. One 8" irrigation well, 185 ft. to water, 36x40 barn, 12x14 granary, new 3 bedroom house. 140 acres grass, 1/2 mineral rights. \$100.00 per acre  
**GLENN WEIR**  
104 Main  
Res. 452 Office 200  
B-4-22-tfc

FOR SALL  
Irrigated 320 acres, 280 in cul. 2-8" wells, 3 bedroom home 3 room tenant house, all modern, grade A dairy barn 32x60, new barn, 1-6000 bus. granary, 2-2000 bus. granaries and other imp. Price \$200 an acre.  
Nice irrigated 330 acres, 295 cul., 2 bedroom modern house, 2 room tenant house, barn, chicken house and other imp. 4 miles of Hereford, 1 mile off paving. Price \$225 acre, \$19,800 loan.  
Nice clear 80 acres in good irrigation water. Price \$12,000, some terms.  
Good 160 acres in good irrigation water, price \$24,000. 254 acres, 130 cul., in good irrigation water, on paving. Natural gas available. Four room house and barn, near Hereford. Price \$80.00 acre. Good loan.  
Other good buys in farms from 5 acres up. Also good buys in houses, lots all sizes.  
J. M. Hamby Real Estate  
208 East Courthouse Phone 701  
B-4-4-28-4p

FOR SALE: Small four room house on 82x150' lot. Has furniture. See or call Gerald Wilson, Hereford Brand.  
B-4-18-21-tfx

WANTED-WANTED-WANTED  
We need more listings on land and City property. Let us help you find a buyer.  
Alderson & Ridgway  
238 Main Street  
Phone 397  
B-4-50-tfc

HAVE ONE HOUSE and 2 apartments. Will trade equity for a house to be moved or for farm equipment.  
B-4-19-27-4p

WANTED TO RENT: 80 or 160 acres of land for cotton. Have 4-row equipment. Phone 1430 Hereford.  
B-4-17-27-4p

WANTED TO RENT: from 160 to 200 acres irrigated land for row crop. See or write Moody Stephens. Box 204 Hereford.  
B-4-21-1-8p

FOR SALE By Owner: New seven room house with 1338 feet floor space, Utility room and large attached garage. Lots of closet space. Shown by appointment only. Phone John Phillips 1618.  
B-4-32-1-2k

OUR SPECIAL THIS WEEK  
For a limited time only-320 A. irrigated farm, 18 miles SW of Hereford, Texas, 8 rooms and bath, stucco house with basement, 16x32, electricity, butane gas, large storage water tank, barn (100x70 with loft) hallway with grain bins on one side and stalls for livestock on the other with sheds on either side, 16 stanchion Grade A dairy barn nearly new, 8" irrigation well (powered with Cadillac motor on butane) and a 100 gallon propane tank, two large ensilage pit silos, 1/2 minerals, no Johnson grass, fenced and cross fenced, tool shed and shop, chicken house, hog sheds and corals, drinking tub, 170 A. in cultivation, 150-A. in native grass (100 A. of this pasture is good level land that can be farmed), on school and mail route, 5 miles from large grain elevator, store and postoffice. This farm will carry a \$20,000 loan. Priced for quick sale \$150.00 per A.  
We have several other good farms for sale that are priced right on both irrigated and dry land. Contact us for details.  
Remember too that you can get AUTOMOBILE LIABILITY INSURANCE for as little as \$6.75 DOWN, at our office located at 533 East First street, on Hwy No. 60, Hereford, Texas.  
**HUGH BOOKOUT REALTY CO.**  
Office Ph. 1674 Res. Ph. 1270W  
B-4-28-3c

FOR RENT: 3 rooms and bath. Unfurnished Apt. Call 357-W or 113 Ave. G.  
B-5-14-28-3p

FOR RENT: Two room furnished apartment. Modern, bills paid. 901-A Union.  
B-5-11-25-tfc

FOR RENT: Four room furnished Apt. with garage. Mrs. John Jacobsen, Jr.  
B-5-12-26-tfc

FOR RENT: 310 McKinley. Clean spacious, three room efficiency, nicely furnished, electric box, private bath and entrance. Close in bills paid. Adult couple. Phone 1092.  
B-5-23-51-tfc

FOR RENT: Bedroom. Close in. 509 Ross. Phone 847-J  
B-5-9-42-tfc

FOR RENT: Nicely furnished six room house Three bedrooms 239 Lee. See J. B. Elliston or phone 179 or 86.  
B-5-20-46-tfc

Store Building for Rent-126 East 3rd. See J. B. Elliston or Phone 179.  
B-5-14-31 tfc

FOR RENT: Furnished and unfurnished Apts. Private Bath 115-B Street. Call 569  
B-5-12-22-tfc

FOR RENT: Bedroom, joining bath. Close in. Gentleman, lady, or couple. Kitchen privileges to right party. 111 West 6th.  
S-5-19-28-1k

FOR RENT: Furnished Apt. Mrs. W. M. Megert, 401 Lawton.  
S-5-9-28-1k

FOR RENT: Two room furnished house. Bills paid. \$8.00 weekly. 511 Grand.  
S-5-12-28-1k

FOR RENT: Nice clean bedroom. 201 Short. Phone 964-R  
S-5-9-28-1k

FOR RENT: Furnished Apt. Call 226. F. H. Oberthier.  
B-5-8-28-2p

FOR RENT: Two room furnished Apt. 2 blocks off Main. Phone 640-J.  
S-5-12-28-1p

REMEMBER JANUARY 15th IS LAST DAY TO GET BLUE CROSS HOSPITAL PROTECTION  
Get Information at Hospital or First National Bank  
B-11-28-3c

**6. WANTED**  
WANTED: Custom Bundle Threshing, Onewaying and Listing. Floyd Stivers, Phone 930-J  
B-6-11-23-tfc

WANTED: Stalk field or other field grazing for cattle. Will also buy bundled feed. O. G. Hill or O. G. Hill Jr., Phone 1310 or 93.  
B-6-18-40-tfc

WANTED: TO RENT: 1/2 section cotton land. Cecil Barrett. Rt. 1 Earth, Texas. Phone 3515.  
B-6-15-52-4p

**7. Dressmaking-Ironing**  
SEWING and ALTERATIONS: Mrs. Ross Fuller 306 West 6th Phone 1546  
S-7-11-22-tfc

**10. NOTICE**  
WE HAVE These Cattle out on pasture, branded: O left shoulder; -D left hip; X left hip; and C left jaw. G. W. Brumley & Sons.  
B-10-25-1-tfc

## KPAN LOG WEEK DAYS

- A. M.
- 7:45 World News
- 8:00 Local & Texas News
- 8:10 Bob & Boob Show
- 8:30 Rangers Quartet
- 8:45 Organairs
- 9:00 World News
- 9:15 Music with Streu
- 9:25 Interlude
- 9:30 Church of Christ
- 9:45 Between us Girls
- 10:00 Major Liveley
- 10:15 Dan Malloy
- 10:30 KPAN JAMBOREE
- 11:00 Man on Street
- 11:15 Morning Devotional
- 11:30 Sons of Pioneers
- 11:45 Hymn Time

P. M.  
12:00 Texas News  
12:05 News Commentary  
12:10 Interlude  
12:15 Trading Post  
12:30 World News  
12:45 Music Remote  
1:00 Dimmitt Hour  
1:30 Dimmitt Hour  
2:00 Western Jubilee  
2:30 Western Jubilee  
3:00 June Christy  
3:15 Music in Mello Mood  
3:30 Music in Mello Mood  
4:00 860 Club  
4:30 860 Club  
4:45 Uncle Remus  
5:00 Marine Band  
5:15 Music at Twilight  
5:25 Sports Review

REMEMBER JANUARY 15th IS LAST DAY TO GET BLUE CROSS HOSPITAL PROTECTION  
Get Information at Hospital or First National Bank  
B-11-28-3c

### 11. Business Services

**INCOME TAX SERVICE**  
Mrs. Clyde Cocanougher  
108 West 8th St.  
B-11-1-1-9p

**AUCTION**  
Your Farm - Dairy Cattle and Machinery  
Contact Hugh Bookout Realty. Res. Ph. 1270-W  
Office Ph. 1674  
533 East 1st on Hwy 60  
Representing Hi-Plains Auction Co.  
B-11-26-tfc

## County Agent Reports

By Hugh Clearman  
County Agent

Got an estimate on the number of acres expected to be planted in cotton this spring from one of our cotton men this week. He said under favorable planting conditions we might have 25,000 acres. That would be an increase of 15,000 to 20,000 acres above what we had in 1951. Average yields were good, the price has been favorable, and in most cases cash returns per acre compared favorably with Grain Sorghums, corn and castor beans. Sure look like more cotton acreage next year.

The Junior Livestock and Poultry Show will be held February 22 and 23. Dean W. L. Stougle will judge the livestock. All boys should check animals for parasites and apply treatment when needed.

The high cost of feed can partially be explained by looking at some figures recently released by the Bureau of Economics. Corn production for Texas in 1951 is estimated at 2870 below the 1950 figure. The current Grain Sorghum crop is estimated at 1658 than half the record crop for 1950 but is still a little above the average production. Oat production was the lowest since 1909 and Barley production was 87% below average. Feed cost is only one factor in determining price of meat on the table but it seems to be important to both producer and consumer now.

## Two New Soil Men Named To Local District

Two new technicians have been assigned to the office of the Deaf Smith County Wind Erosion District, according to O. B. Russel, conservationist. The two will be assigned primarily to adjacent counties (Randall and Oldham) which have no soil districts, but will also assist in the local district when the work load requires it.

Assigned to the local office are Joe Batson, a soil conservationist who has two years service with SCS. He comes here from Tullia. He also served as conservationist at Panhandle.

The other newcomer to the local staff is Gerald McCaskill of Lubbock, assigned here at the present time as soil scientist. In the near future he will be working with the Oldham county Production and Marketing Administration. He is a one-year SCS veteran.

Batson will be working in Randall county.

The addition of the two brings the local district's force to five workers.

## Quick - Efficient HOME LOANS

Dependable Abstract and Insurance Service  
**ELIZABETH WOMBLE**  
146 Main Phone 497  
B-11-27-tfc

## INCOME TAX RETURNS

J. K. Baker  
Phone 589 305 Roosevelt  
B-11-2-1-tfc

**J. C. "SLIM" TULFER**  
Licensed Auctioneer  
Farm Sales a Specialty  
Phone 207, Dimmitt, Tex.  
or Book Sales at the Brand Office  
B-11-1 1/2-47-8x

**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

**FOR EXPERT ALTERATIONS** for men and women see Mrs. Brown at 111 B. Harrison Highway.  
B-11-14-28-3k

### 13 LOST

STRAYED: From Alfred May's place Northwest of Dawn; 7 whiteface calves, branded O on left shoulder and Seven under-bit in left ear. G. W. Brumley.  
B-12-24-1-tfc

LOST: STRAYED OR STOLEN: One 1/2-inch electric skill drill. Will give \$10 for return or information leading to recovery.  
H. D. (Jack) Busc, Box 769.  
S-13-24-28-1p

LOST: Rhinestone necklace, between 600 block and Main on West 3rd. Phone LeRoy Boyer 30.  
B-13-15-28-3x

## Postal Receipts During 1951 Up More Than \$3000

Total gross postal receipts at the Hereford post office during 1951 increased \$3,321.37 over the 1950 annum, Postmaster Jim Lipscomb said this week.

The final figure for the year just past was \$54,198.88, Lipscomb informed The Brand, while for 1950 the total gross receipts amounted to only \$50,877.51.

December, 1951, topped all records with \$7,067.69 in aggregate receipts while the same month in 1950 produced only \$4,727.25 in revenue.

The December, 1951 quarter was also up over the same period in the preceding year with receipts of \$16,956.20 as compared with \$15,473.95 in the same period of 1950.

## Vets, Relatives Asked To Get Service Ribbons

Any veteran or next of kin of a veteran entitled to service medals of any sort including victory or theater ribbons are asked to make immediate application for them, says Ralph Smith, county veterans service officer.

Smith told The Brand he has been informed that the government has 1,700,000 service medals stored in Philadelphia and wants to give them to the former servicemen who have them coming.

The medals, he said, are taking up 23,320 square feet of floor space at an annual cost of \$17,500 to the government and those with medals coming are asked to make application.

Smith asked that anyone wishing to make application for a medal contact his office in the courthouse and he would help them.

Also, any widow or parents of a service man lost in Korea are entitled to wear a Gold Star lapel button. Forms for these are also available at the veterans service office.

There are 25 applications for World War II Gold Star buttons from the county.

## Total of 7,817 College Students Are Deferred

AUSTIN - A total of 7,817 college and university students in Texas have been deferred by state draft boards during the fall semester, Brig. Gen. Paul L. Wakefield, state Selective Service director, revealed today in a letter to college and university presidents.

The state draft director in his communication to the educational administrators, said the "college student deferment program is now functioning smoothly on the whole." He expressed appreciation for the co-operation of colleges and universities.

"The continued success of the program will depend very materially on the care with which the colleges and universities police it," General Wakefield wrote the college and university presidents.

"If a deferred student should leave school for any reason, or

fail to pursue his courses satisfactorily, it is the obligation of the college to report that fact at once to the local board.

"No student must be allowed to drop out of school without the local board's knowledge and return to his community while continuing to enjoy a deferred status. This would seriously embarrass the local board.

"It would create ill will in the community toward the whole student program and might conceivably cause the local board to refuse to grant any further student deferments.

"The boards have cooperated very effectively in the plan so far, but they cannot be expected to keep on doing so if the deferment privilege is in any way abused.

"I am sure we can count on your continued help in controlling the program and making it the success it deserves to be," General Wakefield's letter concluded.

## Mrs. J. T. McIver and Mrs. T. P. Howard were in Gainesville last week visiting Mrs. Howard's father who is seriously ill.

Stated meeting second Monday in each month. School of instruction each Thursday night.  
R. L. THOMPSON, Sec'y  
J. B. NOLAND, W. M.  
**MASONIC BULLETIN**  
Hereford Lodge 849

**NOTICE OF MEETING**  
ODD FELLOWS  
Each Monday Night  
REBEKOKHS  
Each Tuesday Night

**Veterans of Foreign Wars**  
Meets Every Thurs. 8 P.M.  
**V. F. W. CLUB HOUSE**

Hereford Rotary Club  
meets every Friday at 12:05  
Hotel Jim Hill

Kiwanis Club  
Thurs. Noon  
Hotel Jim Hill

Lions Club  
meets each Wednesday, 12 noon  
Hotel Jim Hill

## FARM LOANS

LET US TELL YOU ABOUT OUR JOHN HANCOCK FARM LOAN SERVICE.. FREE, PROMPT AND LIBERAL APPRAISALS. NO STOCK TO BUY, NO COMMISSION TO PAY. LONG TIME TERMS - LOW RATES OF INTEREST.

## INSURANCE

WE HAVE A COMPLETE INSURANCE SERVICE ON FARM IMPROVEMENTS, LIVESTOCK, CROPS, CARS AND TRUCKS.  
LET US TELL YOU HOW WE CAN SAVE YOU MONEY.

## WESSON REAL ESTATE

LOCATED WEST OF COURTHOUSE  
HEREFORD TEXAS



By JIMMIE GILLENTE

Here it is Friday and the Kent Snare have been stuck down state since the Cotton Bowl game. Don't you know Kent is walking and talking and fussing and fuming? He'll come storming in mad at us because he won the Football Contest — and talking about damages and things like that. He sure will be on the "outs" for a week or two.

Television in 1952 or 1953 is almost a certainty for this section. Understand that is one of the chief reasons for the Globe-Times merger. TV will probably do more toward changing the way people live than any other single factor since mass production of the automobile. A paragraph in Time Magazine this week reported on a survey conducted by Xavier University on students. The final figures showed the students spend 3.6 hours each day viewing television — and this was seven days a week. More time, actually, than they spent in classes. Could be television revolutionize our educational system. Anyway, it will mean a lot of changes, especially with the co-axial cable hook-up. Prob-

**Sore Throat**  
of colds. Rub VapoRub on throat... chest. Melt some in mouth, too!



**VICKS VapoRub**

wise Ancient kings built kingdoms on Such moving mountains of sweet brown.

I know the people are lucky who Live in a place named for the two Eyes that drink in day like flow-ers And bodies that are strong brown towers.

Robert P. Tristram Coffin

A note accompanying the poem wonders who the author, Robert P. Tristram Coffin is, and if he passed through Hereford some-time? Anyway, Hereford is one of the few towns in the country with a poem.

I hear quite a few people brag-ging on Mrs. Jim Witherspoon's local newscasts over KPAN. She is doing an excellent job.

People, merchants especially, are also throwing quite a few bouquets to the City these days for their aggressive attitude in clearing snow from the sidewalks and streets in the business district. Very, very few of the smaller towns do anything at all along this line. It is a wonderful gesture and people certainly do appreciate the efforts of the commission and officials.

Did you ever see anything like the bank deposits at the close of business December 31? Despite the wheat failure and other re-verses, the two banks in Here-ford totaled out \$9,430,894.21. This is \$1,368,150.14 more than the two banks had on deposit at the same period just one year ago. More than one and one-third million dollar increase.

It doesn't seem possible. Henry Sears came along and I asked him about it and he said, "I guess it was all that cotton — as bad as I hate to admit it." Also, the lettuce and potato crop con-tributed heavily — but much of the money came from grain sor-ghums. These "bad" years have made Hereford more versatile

than ever before. You hear lots of talk about fertilizers and per-manent pastures and other types of scientific farming. These things, plus a bumper wheat crop in 1952, could put Hereford into the No. 1 agricultural point in the United States. Yes, sir. 1952 could easily be the community's banner year of all time.

Frank Bezer and some of the folks out on Highway 51 are working to get the street widen-ed through the city limits, from 10th Street (Union Ave.) north. Understand the project is well on it's way. This could be a very good thing, eliminating traffic hazards all along the route. Some day they will complete the Canadian bridge north of Vega- and 51 will be heavily laden with traffic — probably in 1952. It will carry thousands and thousands of South Plains and Eastern New Mexico cars into Dalhart and thence into Color-ado. Right now, it is a step-child in the road business, but 51 is destined to carry more traffic from here to Dalhart than 60 carries from here to Amarillo. The day will come, and it won't be too long.

**SOME JOKES**

Perfume salesgirl to blonde: "Just a word of advice. Don't use this stuff if you're only bluffing."

Theatre manager: I hear you are at outs with the leading lady."

Electrician: "Yeah! It was one of those quick change scenes with the stage in total darkness She asked for her tights and I thought she said lights."

Doctor: Your husband must have absolute, quite. Here's a sleeping powder."

Wife: "When do I give it to him?"

Doctor: "Don't give it to him. Take it yourself."

P. S. The Snare's got in late Friday afternoon. Kent was by Saturday morning — and sure enough I was right.

**DIMMITT NEWS**

**Holiday Reunions, Visits News Interest From Dimmitt This Week**

By Mrs. Alice Hale

We did not complain one single solitary time because we did not have a White Christmas, but Mother Nature has certainly changed her whimsical mind and put ermine swaddling clothes on the New Year Babe!

"We always make a crop in Castro following a bad winter," my next door neighbor calls, stomping merrily along. Perhaps we do, but it takes a lot of vision to see good in frozen water pipes. That is, unless you are a plumber

Miss Wanda Gollehon was home from West Texas State for a visit with her parents, Mr. and Mrs. Joe Gollehon, during the holidays.

Mr. and Mrs. Cullen Butler were here from Oklahoma to vis-it Mrs. Butler's mother, Mrs. Hyatt, last week.

Mr. and Mrs. Chas. Hestand, Charlotte, and Donny, visited Mr. and Mrs. Percy Merritt in Clovis at Christmas.

Mr. and Mrs. Lynnwood Bishop Kenneth, Linda and Lynnwood Jr. visited Mrs. Bishop's parents, Mr. and Mrs. John Price at Nim-rod, Texas, during the holidays. The Bishop family has been con-fined to its home with influenza since returning.

Mr. and Mrs. Clarence Bryant, Theresa Ann, Brenda Sue, and Sandra Lou Bryant were recent visitors in the L. M. Buckmaster home. The Bryants live at Blan-ket, Texas.

Mrs. Ed Waggoner has returned from Dallas where she un-derwent major surgery. Mrs. Waggoner's many friends are happy to see her improving so rapidly. Mrs. Waggoner's niece, Mrs. Lee Posey, is here at this time. Mrs. Posey operated the telephone business in Dimmitt at one time.

Mr. and Mrs. Dewey Morgan have had their son Charles from Fort Hood during the holidays. Mr. and Mrs. Morgan drove to Fort Hood to take Charles back to camp, on Wednesday and re-ported seeing a truck and two automobiles over turned beside the highway.

Craig Fuller, small son of Mr. and Mrs. Winifred Fuller, cele-brated his fifth birthday with a lawn party December 29th. Two delightful hours were spent in games, and yet the youngsters were loath to go home. Truly, I think some of the little guests were wishing they could just move in with Craig and stay, since Santa brought Craig play-

ground equipment to the tune of swings, seesaw, etc.

Mr. and Mrs. Bill Gladman, and small son, Jesse, were here recently to visit Mr. and Mrs. Jack Gladman, Alta Gladman, and Mr. and Mrs. Charles Lay. Bill has been working in Ama-rillo and at the Air Base.

Carroll Gregory was home from Abilene Christian college during the holidays. Carroll is the son of Mr. and Mrs. Jack Gregory. Carroll is taking a pre-med course at ACC and is doing such outstanding work that he was one of a few students asked to read papers at a recent medi-cal meeting.

Many a young Roy Rogers and budding Hop-Along Cassidy put down their pop guns and holsters and left their faithful steeds (of the Schwinn variety) to take up the three Rs again on Monday.



MRS. H. C. WELTY is in charge of alterations at the C. R. Anthony company and serves as clerk in the ladies ready-to-wear department.—Brand Staff Photo.

The little girls went back to school, too, but the first and sec-ond grades were slightly crowd-ed by the time all the Bonny Braids and Baby Coos were tuck-ed into the desk seats with their little mistresses.

Cadet Mederith Jackson from the United States Naval Base at Pensacola, Fla., was here during the holidays to visit his parents, Mr. and Mrs. F. U. Jackson. Mr. R. D. Rogers made a busi-ness trip to Lubbock Wednesday.

**JANUARY CLEARANCE**  
For  
**DOLLAR DAY**  
and While They Last  
**COATS & SUITS**

Values to 39.95	\$24 <sup>95</sup>
Values to 49.95	\$29 <sup>95</sup>
Values to 59.95	\$35 <sup>95</sup>
Values to 69.95	\$39 <sup>95</sup>
Values to 75.00	\$45 <sup>95</sup>
Values to 79.00	\$49 <sup>95</sup>

**One Group Dresses**

Gabardine, Crepe, Woolen, Corduroy

Values to 17.95	\$7 <sup>00</sup>
Values to 14.95	\$5 <sup>00</sup>
Values to 10.95	\$3 <sup>00</sup>

**Other DRESSES** Value to 39.95 **\$12<sup>00</sup>**

**CORDUROY WESKITS**  
Values to 5.95  
**\$2<sup>00</sup>**

**CORDUROY JACKETS**  
Values to 14.95  
**\$5<sup>00</sup>**

**BLOUSES** Values to 8.95 Jersey **\$5<sup>00</sup>**

**ALL WINTER HATS** **\$1<sup>00</sup>**

*The Little*  
**fashion Shop**  
Smart Clothes for Smart Women

It's Here!!

**THE HERCULES PORTABLE SAFE CHEST**

The Safe You've Been Waiting For

**COMPLETELY**

**FIRE PROOF**

Guaranteed to withstand 1700° F. within a period of 1 hour without damage to contents.

Size:

9" By 16" with 13" Depth

IDEAL FOR KEEPING IMPORTANT PAPERS and VALUABLES

**HEREFORD BRAND Phone 30**

**THIS IS-IT! The New Year Resolution**  
We Intend To Work On All Year At  
**KESTER'S**

"To Give Our Customers Better Values and the Best Possible Service" and to start the New Year off right, we offer these

**DOLLAR DAY SPECIALS**



Elgin Waterproof Watch Regularly Priced at \$39.75

Special for Only **\$27<sup>50</sup>**



This beautiful and depend-able Ladies Watch is priced

at only **\$17<sup>50</sup>**

and as an added Feature for \$ Day only

We Offer **FREE** with Each of These

Watches a Matching Expansion Band

and May We Wish Each of You a Happy New Year

Lynn Katherine Kathlyn Carolyn Bill

**KESTER'S**  
Jewelry & Gift Shop

409 Main

Across the Street from Postoffice

# Sale Starts Monday

## Ends Sat. Nite, Jan. 11

# Clearance!

# of Used Cars

### It's Screwy - - We Admit - - but The Quality and Prices-- Will Make You **SMILE & SMILE**



### 1951 FORD 2-Dr.

Deluxe 6 cyl. R-H, W-W tires, 7000 miles by one careful owner. List price \$2,081.

A bargain at

# \$1675

### 1950 FORDS

Fully equipped. All one owner cars. These are the kind of cars you like at a price you like to pay. "All have stoves and fiddles with overdrives."

Your Choice for

# \$1295

### 1951 DODGE

4 door Meadowbrook, R-H, Fluid Drive. Local Owner. Practically no miles. List price \$2580

Our Price

# \$1795

### 1949 FORDS

Radios & heaters, some with O. D., practically new tires on all these cars. Top mechanical condition.

Your Choice only

# \$1095

### 1950 FORD

Business coupe, radio & heater. Low mileage, exceptionally clean . . .

# only \$1095

### 1946 PLYMOUTH

4 door Deluxe, radio & heater, W W tires, a lot of miles left in this one and she will only cost you

# \$595

### 1946 CHEVROLET

Fleetmaster 2 door radio & heater, nice clean dependable car. Paint is scratched on one fender so we sacrifice this one for

# \$595

### 1950 MERCURY

4 door, R-H, O. D. New tires. Real nice.

# \$1595

### 1949 CHRYSLER

Windsor 4 door, radio & heater, Fluid drive, seat covers, chrome awning, sun visor, local owner. One of the cleanest '49 cars in town.

# \$1595

### '46 HUDSON SUPER 6

4 door, radio & heater. This is a clean car inside and out, good mechanical condition. Will price her at

# \$475

### '39 CHEVE

2 door, good tires, new paint, good mechanical condition. An old smoothie at

# \$295

# ALL M A K E S

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# HEREFORD MOTOR CO., Inc.

142 Miles Ave.

FORD - MERCURY DEALER

Hereford

# The Sunday Brand SOCIETY

Hereford, Texas, Sunday, January 6, 1952 Section Two

## L. A. E. Elects Officers At New Year's Day Session

New officers were elected at the New Year's Day meeting held by members of the L.A.E. club at the home of Mrs. Bob Higgins Tuesday afternoon.

Those chosen were: Mrs. Altus Higgins, president; Mrs. Phil Radovich, vice-president; Mrs. Luther Lesly, secretary-treasurer; Mrs. Jim Whelan, parliamentarian; Mrs. B. A. Reddell, council member; and Mrs. Sanford Smith, reporter.

Officers will be installed in May at the conclusion of the 1951-52 season.

Resuming its scheduled programs after the holiday vacation, Mrs. Sanford Smith, leader, reviewed the book, "Everywhere I Roam", by Ben Lucian Burman.

## Husbands Are Entertained

Members of the Dawn Study club entertained husbands New Year's Eve at a watch party held in the home of Mr. and Mrs. Carl Wimberley.

Canasta games provided entertainment for the group and refreshments were served as the old year waned and the New Year began.

Those attending the party were: Mr. and Mrs. H. V. McCabe, Mr. and Mrs. Ernest May, Mr. and Mrs. David Rodgers, Mr. and Mrs. David Rodgers, Mr. and Mrs. Baker Womble, Mr. and Mrs. Melvin May, Mr. and Mrs. Alfred Smith, Mr. and Mrs. Zed Stewart and the Wimberleys.

Mrs. Oliver Rudd returned last week from Odessa where she had visited a new grandson, Donald Roy DeGraff, son of her daughter and son-in-law, Mr. and Mrs. E. A. DeGraff. The couple and their son returned to Hereford with Mrs. Rudd for a week's visit here.

Mr. and Mrs. J. C. McCracken and son Jack who was home from Texas Tech to spend the Christmas holidays, and daughter Sylvia spent the holidays in the home of Mrs. McCracken's brother, Sam Steele and family in Fort Sumner, New Mexico.

## Owen-Phillips Vows Will Be Said January 18

Mr. and Mrs. H. C. Owen of Amarillo, formerly of Hereford, are announcing the engagement and forthcoming marriage of their daughter, Sara Beth, to Stanley John Phillips, son of Mr. and Mrs. John Phillips.

The wedding will take place here at St. Anthony's Catholic church on Friday, Jan. 18.

Miss Owen is a graduate of Hereford high school and is now employed by the Community Finance company in Amarillo.

Mr. Phillips is also a graduate of Hereford high school and has recently returned from serving 11 months in the Korean War. He is now employed at the Friona Star in Friona.



SARA BETH OWEN

"It is the story of a widower and his three small children leaving their home in the Cumberland Mountains in Tennessee and journeying to Louisiana and finally to Texas. The book contains the humor and tragedy that might be found when a man tries to rear his family alone, and in the end after his children have married or found their place in life he returns to his native community, only to find change and

disillusion." Mrs. Smith revealed. Special guests of the club were Mrs. G. T. Higgins and Mrs. J. S. Whelan of Everett, Wash., who is visiting in the home of her son, Jim Whelan.

Members present were: Mesdames Altus Higgins, Bill Jones, Boyd Knox, Luther Lesly, Phil Radovich, T. W. Roberson, Sanford Smith, George Suggs, Jim Whelan, B. A. Reddell and the hostess.

## Square Dance Clubs Have New Year Party

Fun and frolic was the keynote of the New Year's Eve party given at the clubhouse in Veteran's Memorial park Monday night by Ye Old-Fashioned Square Dance club honoring members of the Boots and Calico club and other guests.

Cecil Rockwell, vice-president of the club, was master of ceremonies and as the group danced the old year out and the New Year in the room was filled with swirling couples keeping time to "Ragtime Annie", "Taters in the Sandy Land" and "Old Joe Clark".

Members of the Boots and Calico club attending were: Messrs. and Mesdames Pete Carmichael, Virgil Dodson, Bob Mc-

Quigg, Eugene Sparks, Ed Dzuik, George Heard, Frank Walterscheid, Fred Saltzman, H. F. Trimmer, Arthur Howell, Glenn Rutter, Mrs. Katherine Hill of Espinola, N. M. a guest, Jake Gregory and Augustine Gregory. Other guests were Mr. and Mrs. Grant Fuller, Mr. and Mrs. Russell Thomas and Harold Easley.

Members of Ye Old Fashioned club attending were: Messrs. and Mesdames Wayne Dyer, Ralph Smith, Ralph Sears, Fred Axe, Jack Streun, George Jowell, Edward Roberson, J. D. Neill, Earl Springer, Joe Story, Jack France, Edwin Mauk, Mrs. Essie Cardwell, Arch Dobbins and his sister, Mrs. Katherine Jenkins.

## L'Allegra Club Turns "Spotlight On Women"

L'Allegra Study club held its first meeting of the New Year in the home of Mrs. Zula Gilliam with Mrs. Marilyn Pierce as hostess Thursday afternoon.

A short business session was followed by an interesting program presented by Mrs. Richard Winget on "Spotlight on Women of America".

Mrs. Winget chose three outstanding women of today for discussion including Margaret Higgins, the war correspondent in Korea, who, upon arriving at the front lines, was told she would return to the states because she was a woman and the danger was great. Miss Higgins replied with her stock answer, "If there were no danger I would not be here."

The second personality discussed was Marguerite Rieley, who is superintendent and a humanitarian penologist. She has inaugurated the workable theory that the important part of rehabilitation is making a woman criminal feel that you are more interested in her future than in her past.

In concluding her program Mrs. Winget told of Anna Mary Moses, better known as Grandma Moses. She quoted Grandma Moses who says in her life history; "If I hadn't started painting, I would have raised chickens for I could still do it. I would never sit back in a rocking chair wait-

ing for someone to help me." Members attending the meeting were: Mesdames James Edmonson, Hilton Higgins, V. C. Hopson, Floyd Ross, Bill Waldrep, Richard Winget, Wayne Thomas, and the hostess, Mrs. Jiggs Hartman was a guest.

## Snow Cause Of College Students Missing Classes

Enjoyment of the snow gave way to anxiety Thursday and Friday for Texas Tech students as icy road conditions continued to prevent their return for scheduled classes to the Lubbock school.

With double cuts staring them in the face, Stanley Slagle, Buddy Pickens and Jim Lookingbill decided to face the elements and made it through Thursday.

Wednesday afternoon it was broadcast over the Lubbock radio station that all students unable to reach school for Thursday classes would be excused. That made Jerry Reese, Jack McCracken and Patsy Wiltshire feel a little easier, as did the "Man On the Street" broadcast in Amarillo Thursday when students from all over the Panhandle told of being stranded in Amarillo enroute to Texas Tech. By Friday morning with clear skies overhead, but roads still unsafe, the trio was almost ready to try skiing as a mode of travel. A telephone call to the heads of departments cleared things up a bit, but the idea of the snow being fun was all gone. All those students wanted was for the stuff to melt fast enough so that they could get back to classes.

Rev. and Mrs. S. E. Eldridge and family spent the Christmas holidays visiting in Colorado.

Sunday dinner guests of Mr. and Mrs. Roy Calvert were: Mr. and Mrs. Sanford Smith, Mr. and Mrs. Joe Kendall, Mr. and Mrs. W. A. Spring and Charles.

Mr. and Mrs. James Garner returned last week from visiting relatives in Seminole and Matador.

Mr. and Mrs. Tommy Hulsey visited in the home of her mother Mrs. Roy Guthrie at Memphis.

Mr. and Mrs. Wylie Quattlebaum spent part of the Christmas holidays in Pampa with her relatives. They continued to Elk City, Okla. where they spent the last of the Christmas vacation visiting his folks.



MRS. ROBERT WOMBLE

## Janelle Hilton Bride Of Robert Womble Thursday

Nuptial vows recited at 5 o'clock Thursday afternoon united Miss Janelle Hilton, daughter of Mr. and Mrs. V. L. Hilton, and Robert W. Womble, son of Mrs. Richard Jowell and the late Johnny Womble.

The vows were read in the home of the bride's parents at 111 C Avenue.

The fireplace and mantel provided an attractive background

for the decorative arrangements which combined white roses and chrysanthemums with greenery. Candles in seven-branched candelabra completed the setting. Rev. Roy Ford read the doubling ceremony.

"I Love You Truly" and "Ah Sweet Mystery of Life" were the vocal selections played by recordings and appropriate wedding music by recordings provided musical background as guests assembled and candles were lighted. Leldon and Douglas Womble, brothers of the bridegroom, lighted the candles.

The bride, who was given in marriage by her father, wore a navy woolen suit with silk pique trim. Her blouse was of crisp white organdy with rhinestone buttons, and accessories matched her small navy faille hat. Her lapel corsage was a single white orchid. When the couple left on

a short wedding trip, the bride was wearing a spring top coat of invisible plaid design over her suit.

Following the ceremony, the guests, who included members of the families and a few close friends, were served refreshments from a beautifully appointed table laid with lace and featuring a center piece of white rosebuds and chrysanthemums. Cake squares were topped with tiny sugar spun rosebuds and leaves. Mrs. Otis Hall and Mrs. Dyalithia Bradly presided. Lewis Ray Womble, brother of the bridegroom, kept the bride's book.

Both the bride and bridegroom attended Hereford schools and plan to make their home here. Upon their return from the honeymoon trip they will live on the Womble farm east of Hereford.

## Wedding Is Announced

The marriage of Mrs. Porter McKee, formerly of Lubbock, and Ed Curtsinger, Deaf Smith county deputy sheriff, has been announced here.

The wedding took place on Tuesday, Dec. 4, in Clovis, Mrs. Curtsinger has made her home here with her daughter, Mrs. S. B. Berry, for the past several months. The couple will make their home in Hereford.

Dinner Party  
Mr. and Mrs. O. M. Dickey were hosts at a dinner party honoring Mr. and Mrs. E. L. Adams who now make their home in Bentonville, Ark., having moved there last year from Hereford.

The guests included Mr. and Mrs. E. W. Hobson whom the Adams were visiting, Mr. and Mrs. Howard Gault, Mr. and Mrs. Adam's son, and her father, W. T. Haynes of Bentonville, who came to Hereford with them to spend the holidays.

## Brooks-Morton Wedding Set For Sunday, Jan. 13



SUE BROOKS

Mr. and Mrs. A. S. Brooks have announced the engagement and approaching marriage of their daughter, Sue, to Wendall Morton, son of Mr. and Mrs. John G. Morton of this city.

The wedding date has been set for Sunday, Jan. 13, in the First Baptist church. Rev. R. H. Cagle will be the officiant.

Both the prospective bride and bridegroom attended Hereford schools and he attended Eastern New Mexico university at Portales for one semester. The young couple plan to make their home here. He is employed by the City of Hereford.

MRS. RAY BARBER

## New Year's Fruit Roll For Post-Holiday Meals, Parties

## New Year Dance Held By Jaycees

The new Jaycee clubhouse was the scene of the annual New Year dance held by the Jaycees New Year's Eve.

Bill Howard and Harold Loerwald took the lead in making arrangements for the party and Mrs. Harold Loerwald was in charge of decorations.

Those attending were: Miss Pat Hardwick and Bob Bailey of Portales, N. M.; Miss Joan Hardwick and John Sugaret of Fordice, Ark.; Mr. and Mrs. Ted Hardwick, Sam Nelson, Mr. and Mrs. Dick Lucas; Mrs. Willard Wilson of Guyton, Okla.; Mr. and Mrs. Bob Lindsey, Mr. and Mrs. Melvin Young, Mr. and Mrs. Sam Nunnally, Mr. and Mrs. Paul Conaway, Mr. and Mrs. John Kelly, Mr. and Mrs. John Aiken, Mr. and Mrs. Bill Howard and Mr. and Mrs. Harold Loerwald.

Little ones enjoying the party were: Tommy and David Green, Sharon Fuller, Donna June Gladman, Idalia Poe, Mike Burkett, Craig and Bruce Fuller, Gayle and Deborah Buckmaster, Joanna Dieuffa, and Carol and Pamela Hale.

## Calliopean Club Guest Reviews "Way West"

Mrs. Corinne Jennings was guest speaker at the Calliopean Club session held with Mrs. Roy Brubbs Thursday night. Mrs. Clyde Cave was program chairman.

Mrs. Jennings reviewed the book, "The Way West", by A. B. Guthrie Jr., telling something of the author's life as an introduction to her program.

"The author, a Kentucky newspaper man, won the Pulitzer Prize award with his 'Blue Sky', which is also a story of pioneer life", she said.

"The Way West" concerns the story of a wagon train enroute from Independence, Mo., to Oregon in the days when "54-40 or Fight" was the slogan. The trip covered 1900 miles, beginning in March and ending in the fall. The strength of the characters and the indomitable will of those early day pioneers were clearly revealed as they encountered the many obstacles of the trip including the Indians, storms and even death.

Members of the club in attendance were: Mesdames B. F. Cain, J. T. Carroll, Clyde Cave, Paul Conaway, W. L. Davis Jr., Alton Fraser, J. T. Gilbreath Jr., J. E. Kirby, George McLean, D. C. McWhorter, N. E. Milburn, Bill Waldrep, Elizabeth Womble and the hostess.

## Slumber Party

Virginia Sigle entertained a group of friends at a slumber party New Year's Eve. After attending church services the group went to the midnight preview at the Star Theater and breakfast was enjoyed together New Year's morning.

Those included in the group were: Sue Smith, Joan Moore, Sharon Dee Moore, Joyce Shirley and the hostess.

Janie Lynn Clark of Dimmitt is staying with her grandmother Mrs. Elwyn Hartman this week.

## Ford Club Meets

Ford Home Demonstration club met Wednesday afternoon in the home of Mrs. Mary Williamson with the new president, Miss Hilda Both, presiding. Year books were distributed and future hostesses filled in dates for meetings.

Program subject for the afternoon was "Civil Defense" and announcement was made of a first aid course scheduled to start on Thursday, night Jan. 3 in the Ford school house at 7 o'clock. The next meeting was announced to be held with Mrs. Maxey Dowd.

Refreshments were served to Mesdames Henry Browning, Hardy Benson, Herman Both, Earl Dyer, Miss Hilda Both and the hostesses.

Jimmie Allred and R. C. Anderson, owner of Hereford Butane Gas and Allied Oil Company entertained their employees Tuesday night at a supper at Hotel Jim Hill. After the supper, the group went to the Allred home for a "42" party.

Those attending were: Mr. and Mrs. Bill Massie, Mr. and Mrs. Clarence Stevens and family, Mr. and Mrs. J. C. Allred, Carl Hutchinson, Mr. and Mrs. Cecil Oglesby and family, Mr. and Mrs. Calvin Goodin and family, Mr. and Mrs. Lee Norman and family, Mr. and Mrs. Jim Clark and family, Mr. and Mrs. J. R. Oglesby and family, Mr. and Mrs. Bob Shaw and family, Miss Wanda Block, and Mr. and Mrs. Allred and family and Mr. and Mrs. R. C. Anderson and family.

Mr. and Mrs. Dean Story and two boys of Ames, Iowa returned to their home Sunday after spending the holidays with relatives in Amarillo and with his parents, Mr. and Mrs. J. D. Story of Hereford and brother, Joe Story and family and a sister, Mrs. A. L. Behrends and family.

The Christmas cakes and puddings are likely all gone by now, and housewives may find themselves in need of fruit-laden substitutes to satisfy the family appetites, or to serve informally when guests unexpectedly appear. New Year fruit roll comes with lunch or to supper topped with whipped cream or makes its appearance with equal favor with coffee or tea.

Mrs. Ray Barber, formerly of Hereford and now of Amarillo, likes to take recipes and work them over to suit her own tastes, and she has given a contemporary version of a New Year recipe which still remains traditional. Here it is:

**New Year Fruit Roll**  
1 small box graham crackers rolled fine  
1 pound box dates  
1 pound marshmallows  
1 cup nut meats  
Enough milk, 1 tablespoon at a time, to moisten  
Cut up dates and marshmallows in small pieces and chop nuts fine. Add to rolled cracker crumbs and add milk gradually, mixing with hands until able to form a roll. Place on platter in refrigerator for several hours before serving. Slice in one-inch slices and serve with whipped cream garnished with candied cherries or pineapple cubes.  
(Note — Do not add more milk than is necessary so that when chilled it will slice evenly and stay together.)

Mrs. Clara McLean of Big Spring was in Hereford for an after-Christmas visit with her brother, W. E. Dunlap, and family. Mrs. McLean is a former Deaf Smith County librarian.

Mrs. Louise Tinsley of New York City has arrived for a visit with her parents, Mr. and Mrs. F. H. Oberthier. Mr. Oberthier is in Northwest Texas hospital in Amarillo following an injury here in an accident on Saturday before Christmas.

Reports indicate that Mr. Oberthier is doing as well as could be expected.

## NEWS ABOUT YOU AND YOUR NEIGHBORS Personals

Wilma Allen of Lubbock visited in the home of her parents, Mr. and Mrs. E. W. Allen during Christmas. Also visiting in the Allen home were her parents, Mr. and Mrs. W. C. Pierce and Bobby of Vernon.

Mr. and Mrs. Jim Barnett and children of Del Norte, Colo. are in Hereford for visits with her parents, Mr. and Mrs. Edd Cox, and his parents, Mr. and Mrs. R. E. Barnett of Black, and other relatives.

\*Mr. and Mrs. Delbert Ruland and family spent the Christmas holidays in California.

Rev. and Mrs. Roy Bickford visited in California during part of the Christmas holidays. They returned last week.

Mr. and Mrs. Roy Kelley are spending the winter in the home of their son-in-law and daughter, Mr. and Mrs. Lee Caldwell and family of Long Beach, Calif.

Paul Helmke visited in Friona on Tuesday.

Visitors of Mr. and Mrs. C. E. Williams during the Christmas holidays were: Mr. and Mrs. Earl Abbott and children, Mrs. Pearl Abbott and Mrs. Emma Coulson all of Amherst; Mrs. A. G. Kelly of Dallas and Mr. and Mrs. Sherrill Williams and family of Muleshoe.

Mr. and Mrs. Jack Reynolds of Pampa visited relatives in Hereford during the Christmas holidays.

Out-of-town guests at the Hays family Christmas tree were: Mr. and Mrs. Jim Hays and family from Dimmitt; Mr. and Mrs. Clyde Hays and family from Black and Mr. and Mrs. Irving Kimmins and son from Phillips.

## Pamela Hale Is Hostess On Her 5th Birthday

DIMMITT — Pamela Hale was hostess to a small group of friends on her fifth birthday December 27 at her parents' home in West Dimmitt.

The Santa Claus motif was carried out in dining room and living room decor. Santa's little red boots served as plate favors.

Christmas carols and children's records were played, games were enjoyed, and the older children obliged with "Rudolph, The Red Nosed Reindeer", "Jingle Bells" and similar favorites.

After cake, ice cream, ssoda pop, and candy made the little ones quieter, Clement Clarke Moore's famous Christmas poem was read, and the children touched off sparklers in a dimly lit room. Watching their shadows dance on the walls entranced the children almost as much as the sparklers did.

Little ones enjoying the party were: Tommy and David Green, Sharon Fuller, Donna June Gladman, Idalia Poe, Mike Burkett, Craig and Bruce Fuller, Gayle and Deborah Buckmaster, Joanna Dieuffa, and Carol and Pamela Hale.

## Watch Party At Dimmitt Monday

DIMMITT — One of the most delightful parties of the holiday season was a watch party held New Year's Eve in the home of Mrs. L. A. Womack in Dimmitt. The Old Year and the new were featured in the decorative scheme with Father Time getting the spotlight.

The evening was spent in playing forty-two and canasta, and in conversation about the New Year.

A turkey dinner, with all the trimmings, was served to the following guests: Mrs. Perry Graham, Mrs. B. A. Fuller, Mrs. M. H. Fowlkes, Mrs. Faye Holland, Mrs. Maggie Boren, Mrs. Bill Graham, Mrs. Willie Waggoner, Mrs. Myrtle Wright, Mrs. Pearl Sheffy, Mrs. E. B. Wright, Mrs. George Webb, all of Dimmitt, and Mrs. C. O. Burns of Amarillo.



HERE IS THE CASTRO county mystery farm for January. A first prize of \$5 will be given to any Castro county resident who identifies the place correctly. A second prize of one free wrestling ticket will be given for the second identification. There was no identification of last month's Castro farm.—Staff Photo.

## New Election Codes Take Effect As Of January 1

Residents of Deaf Smith county as well as the rest of Texas will operate under a new set of rules for elections in 1952 as the result of an act passed by the 52nd legislature and taking effect January 1.

The new election code which stirred a controversy in the legislature and brought cries from opponents that it would "destroy the Democratic party in Texas", appeared almost certain to face a court test.

However, Gov. Allan Shivers, on signing the measure expressed the opinion that "the good outweighs the bad" in the re-codification and said he hoped it will result in "cleaner, fairer elections in Texas."

The new law strikes sharply at election irregularities.

The attorney general is empowered under the act to investigate the conduct of elections, improve records and appear before

a grand jury to prosecute violations in connection with races for an office involving two or more counties.

Suits involving alleged election fraud could be filed in an adjoining county as well as the home county and if a statewide race was involved suit could be filed in Travis county.

The main controversy arose in connection with provisions that a candidate may seek office under the banner of more than one party, and permitting "any qualified voter" to take part and vote in party precinct conventions.

Shivers, answering critics of the "cross-filing" provisions, said that it "will not damage the Democratic party in any way."

The provision had been attacked as one which would destroy the Democratic party's loyalty pledge. Sponsors, however, pointed out that the primary ballot will still carry the party loyalty

pledge. Other provisions of the new law:

Making it an offense with up to \$1,000 fine to make premature announcement of election returns.

Requiring prompt report of election returns. The election judge is given 60 hours after the polls close to forward written returns to the county judge, who in turn for general and special elections must report them to the secretary of state. For primary elections, returns must be reported within 48 hours to the county clerk.

Provisions that no person shall hold or vote a proxy at a state convention. Previously, delegates have cast the vote of proxies from an unlimited number of counties.

The code requires a person contributing more than \$100 to check the candidate's official statement to see that the contribution is on the record.

Fees for statewide races also were changed. Formerly \$100, they were based on a basis of five percent of one year's salary of the office sought, which would mean a filing fee of \$600 for governor.

The filing deadline also was moved up, from the first Monday in June to the first Monday in May for candidates for state office.

### Murdock-Cummings Matched For Tag Team Event Sat.

Four tough customers will mix it up in the Bull barn Saturday night in a tag team match, the main event of the Lions club weekly grappling card.

George Overhuls, former Sandie griddler and Whitey Walberg,

### October DHIA Records Given

Randall county took the production honors in the local Dairy Herd Improvement Association for the month of October, according to figures released by H. L. Hershey, supervisor.

The Holstein and Guernsey herd of George Heard of Deaf Smith county was the top one in milk and butterfat production.

Listed among the top 10 in the association in milk production were four Holsteins from the George Heard herd.

Also among the top 10 butter fat producers were four of the Heard Holsteins.

In the 60-70 pound class and over, there were five Heard Holsteins and one owned by Denzil Pullium. In the 50-60 pound class were seven Heard Holsteins and two Guernseys.

Included in the 40-50 pound class were six Holsteins and two Guernseys of Heard's, five Holsteins from the heard of H. Kriegsbauser, two Brown Swiss and one Guernsey of Bob Kerschen's and three Holsteins of the Denzil Pullium herd.

Mr. and Mrs. Robert Kerschen and family were dinner guests of the Ed Jesko's on New Years Day.

the husky Swede from Reynoldsburg, Ohio, will tangle in a tag team with Frankie Murdock and Bob Cummings.

Murdock, the Waxahachie Sandman, will pound it out with Walberg, full nelson expert, in the second event of the night, a one-fall, 20-minute match.

In the night's opener, Bob Cummings will meet Overhuls. The young Overhuls will have his hands full when he takes on the crafty veteran from Seaside, Ore.

There's bound to be excitement as Badman Murdock comes up against the blond Walberg and easily-nettled Overhuls.

The Toney Eadens went to Seymour to visit a sister last week.

### Letter To The Editor

While reading Mr. Gillentine's splendid tribute to Kelly Gray in The Hereford Brand I was reminded of a time 37 years ago when my husband and I were invited to the Gray's farm for a "prairie dog feast" as Kelly called it.

Meeting John Gaetz in town, Kelly, who had met him at a dipping vat some time earlier, invited him to come over next Sunday and bring the Missus. I was a newcomer here, had never met either Kelly or Mrs. Gray. However, we started out that hot August morning with our horse and buggy, heading across country through pastures and wire fences, toward the Kelly Gray place which then was some miles west of the present home. The horse we drove was a little sorrel named "Jimmie," that John had got in a trade with Ramey Elliston, the buggy being a cast-off from the old Purcell livery barn.

We jogged along with our little dog, Gyppie, between us on the seat. (Gyppie had been one of a litter of pups on the John Decker farm, south of Hereford, and Mrs. Decker had given her to me some months before, the dog needing special care since one of her legs had been chewed on by an old sow, Mrs. Decker informed me.)

Well, as I said, we jogged along, passing such places as the Uncle Jesse Roberson farm, the W. G. Harris farm, (later of "Goathead Prairie") fame, but very few homes from then on, just a shack or two, buffalo grass and wire fences. I thought we'd never get there, but we finally did, and found other guests had arrived ahead of us: There were Mr. and Mrs. R. W. Shafer, Frank and Hazel Gaspell, Mr. and Mrs. Herman Gray and a bachelor named Arnold. What a feast Mrs. Gray (Myrtle) had prepared! Heaps of fried chicken, gravy, peach cobbler, etc., and the grandest biscuits! There was much conversation, fun and



A PASSING pick-up dropped the gasoline tank shown above smack in the middle of the Main-Fourth intersection on Thursday. The winch truck shown above solved the problem, but not until the incident had attracted quite a few passersby.—Brand Staff Photo.

laughter. It was easy to laugh in those days. Later in the afternoon came ice cream and cake. Then a cloud came up and it rained and rained. The others rushed to their cars making a hurried getaway, but the Grays wouldn't let us attempt to start out in all that water and mud, so we spent the night there and thoroughly enjoyed it, arriving home around 10 the next day—with little Gyppie between us on the seat. — Mrs. John Gaetz

#### CARD OF THANKS

We wish to thank Dr. Wills, T. E. Seigler, and all the nurses for their efficient care while in the hospital, for the visits, phone calls, beautiful flowers and useful gifts from our friends and neighbors.

Joe G. Evans and family

Only once has the speaker of the house ever become president. It occurred when James K. Polk was elected in 1844.



CHARLES SANDERS has been employed at Dub's Man's shop for the past three months.—Brand Staff Photo.

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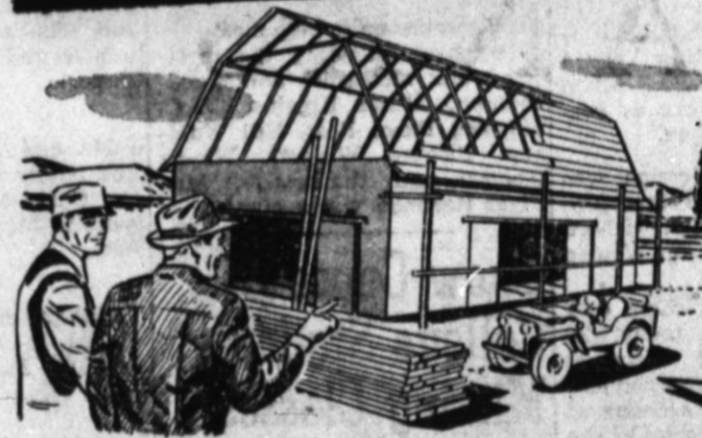
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Remodel... modernize your home now... pay later... with an F. H. A. Title 1 Loan! It is the ideal low cost way of financing home and farm dwelling property improvements. You can borrow UP TO 90% of the cost of the project in any amount UP TO \$2500. Yes, only 10% down and up to 36 months for repayments.

Don't wait! You can bring new beauty and extra comfort to your home for the wintry days ahead. Make a check-list of needed improvements; see us for estimate of the work, and enjoy new home convenience, quickly and economically.

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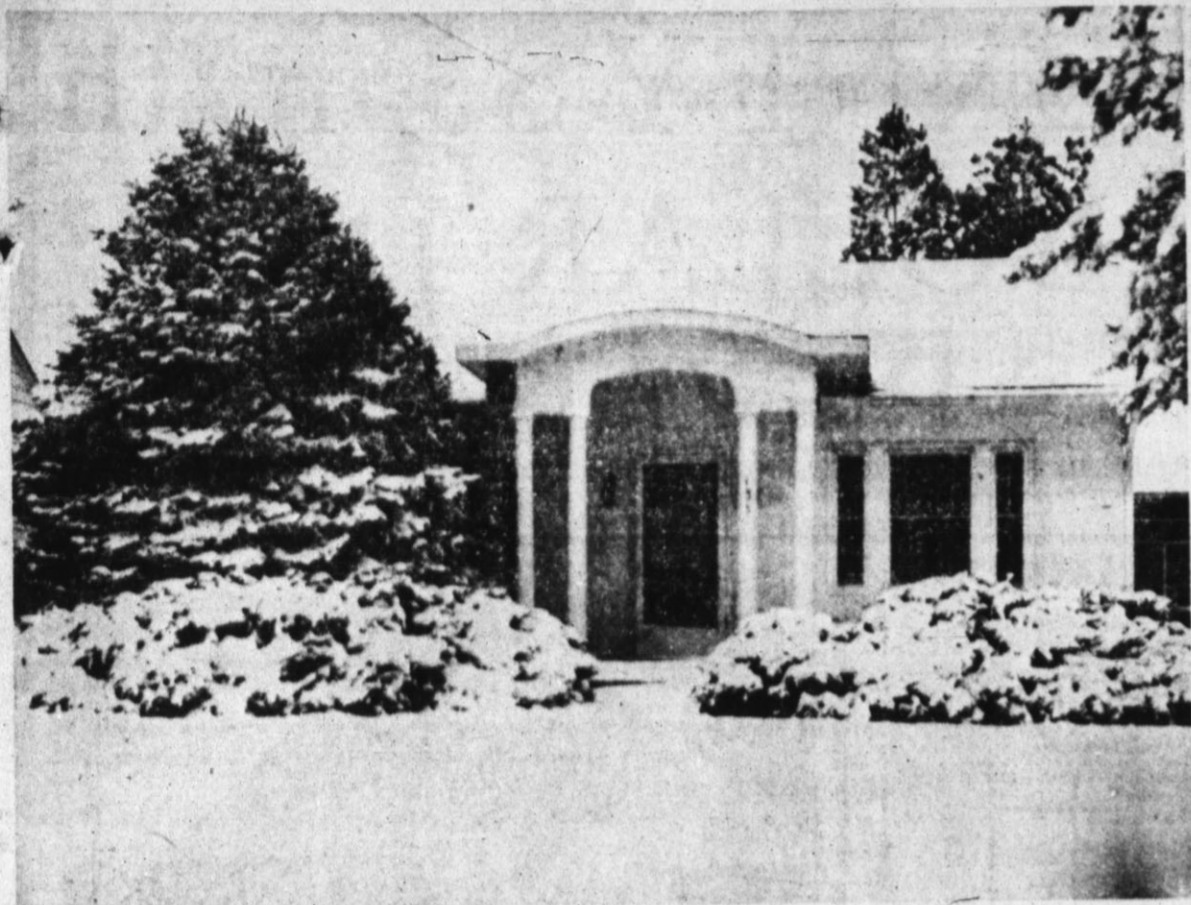
- Extra Rooms
- New Kitchen
- New Bath
- New Roof
- Windows
- Garage
- Doors
- New Floors
- Venetian Blinds
- Side Walks
- Drive Ways
- Fences

**HEREFORD LUMBER CO.**

234 E. 2nd St.

Phone 656





ANOTHER FASCINATING pattern from the seven-inch snowfall in Hereford last week was found in the firs in front of the Gaston Baer residence off Avenue B.—Brand Staff Photo.

## Local Patrolmen Amplify Truck Marking Provisions

Adequate clearance lights and reflectors for trucks and farm trailers is a "must" for legal operation on any publicly-maintained road or for approval of any vehicle under the new state auto inspection law, according to the highway patrol team of J. A. Dumas and James R. Kirkwood, local Texas road law enforcement officers.

This one category — lights and reflectors — has given the department more trouble than any other phase, Dumas said. "They, along with mud flap and turn indicator laws, provide us with about 80% of the highway violations in our territory," he added.

Because of the numerous instances where violations — mostly unwittingly — it is impossible to have 100% enforcement, he said, but the new inspection law will catch all the violators who apply for licenses.

"All trucks including farm trailers, must have the proper clearance lights and reflectors, or they are liable for prosecution," they said.

On the matter of inspection stations, four Hereford auto dealers have applied for designation as inspection stations, but final approval has not come through yet, Dumas said.

Preparatory to the deadline for inspection of vehicles, Dumas and Kirkwood plan to inform the public of various phases of the law they must comply with to pass the state minimum.

"Today's release deals with Clearance Lights and Reflectors":

(A) Every bus or truck must be equipped with two red reflectors, one on each side of the rear, and one stop light.

(B) In addition, any truck of bus 80 or more inches in width and a trailer or semi-trailer having a gross weight of more than 3000 lbs. must be equipped with:

1. On the front, two clearance lamps, one at each side.  
2. On the rear, two clearance lamps, one at each side.

3. One each side, two side marker lamps, one at or near the front and one at or near the rear.

4. One each side, two reflectors one at or near the front and one at or near the rear.

(C) Every truck tractor must be equipped as follows:

1. On the front, two clearance lamps, one at each side.  
2. On the rear, one stop light when truck-tractor is operated as a single unit.

(D) Every trailer, semi-trailer or pole trailer must have:

1. On the rear, two reflectors, one at each side.

2. If any trailer or semi-trailer is so loaded or of such dimensions as to obscure the stop light of the towing vehicle, it must then be equipped with a stop light.

(E) Front clearance lamps, side marker lamps and reflectors mounted on the front or on the side near the front shall be an amber color. Rear clearance lamps, side marker lamps and reflectors mounted on the side near the rear shall be red. Clearance lamps and side marker lamps may be mounted in combination provided illumination is given as required herein with reference to both.

(F) Reflectors are to be mounted at least 24 inches and not more than 60 inches from the ground. Side marker and clearance lamps should be mounted near the top of the vehicle, and the clearance lamps so placed as

to show the extreme width of the vehicle.

(G) Reflectors which are required must be visible from a distance of, from 50 feet to 500 feet. Clearance and side marker lamps must be visible for 500 feet under normal atmospheric conditions.

### School Lunch Room Menus

January 7-11  
**Monday**  
Salmon Croquettes-Tomato Sauce  
Buttered Green Beans  
Fruit Salad  
Bread-Butter-Milk  
Prune Spice Cake.  
**Tuesday**  
Barbequed Frankfurters  
Mashed Potatoes — Cheese Wedges  
Combination Vegetable Salad  
Hot Rolls-Butter-Milk

**Wednesday**  
Ham Patties  
Candied Sweet Potatoes  
Lime-Pineapple Salad  
Bread — Butter — Milk  
Apples  
**Thursday**  
Meat Balls and Spaghetti  
Buttered Sweet Peas  
Apple-Celery-Raisin Salad  
Bread — Butter — Milk  
Ice Cream Sticks  
**Friday**  
Pinto Beans-Onion Slices  
Chilled Tomatoes or Greens  
Cabbage-Carrot Salad  
Cornbread — Butter — Milk  
Cherry Cobbler

**Need to Increase Living Space?**

**Make Necessary Additions Now Use Our Low Cost HOME IMPROVEMENT LOAN Get Full Details Today**

**First Federal Savings & Loan Association**  
Clovis, N. M.  
See ELIZABETH WOMBLE  
148 N. Main St. Phone 497

**CARD OF THANKS**  
We wish to express our thanks and appreciation to the many friends for their kindness and sympathy shown us during the illness and at the death of our beloved husband and father and we also want to thank the nurses and Dr. Wells for all they did. Also Rev. H. V. Fields, the pallbearers, singers and all who assisted. We would also like to thank all those who brought food.

Mrs. J. W. Teas  
Mr. and Mrs. Alva Teas and son  
Mr. and Mrs. J. C. Teas and family  
Monroe Teas,  
Mr. and Mrs. Homer Teas,  
Mrs. Annie Shackelford  
Mrs. Pearl Tucker and son

**Texas Pair Win In 4-H Public Speaking**

Delmar Lee Jaschke, 14, of Victoria, and Barbara Ann Place, 14, of Crawford, Texas, have received recognition for a job well done. They are thrilled with the excitement of being chosen state winners in the 4-H Public Speaking program. Delmar and Barbara Ann do not underestimate the necessity for being well-informed and projecting their thoughts and ideas fluently and interestingly. Because of its interest in rural youth, the Pure Oil Co. provides merit awards in this program. Barbara Ann received a set of silverware, while Delmar was presented with a 17-jewel gold watch. In his speech on "What 4-H Work Has Done for Me, My Home and My Community," Delmar showed how 4-H work had benefited every member of the family by teaching useful work skills and efficient methods and providing recreational outlets. Similarly, other families learned to work together, and all productive, and cooperative community.

In "Speak Up for Freedom" Barbara Ann draws a parallel between America's fight for freedom in colonial times, and the fight our country faces today. The danger, Barbara warns, is not only from the outside, but from within ourselves. We cannot be apathetic about freedom, she reasons. We must work, perhaps fight for it. Certainly, we must speak up for it.

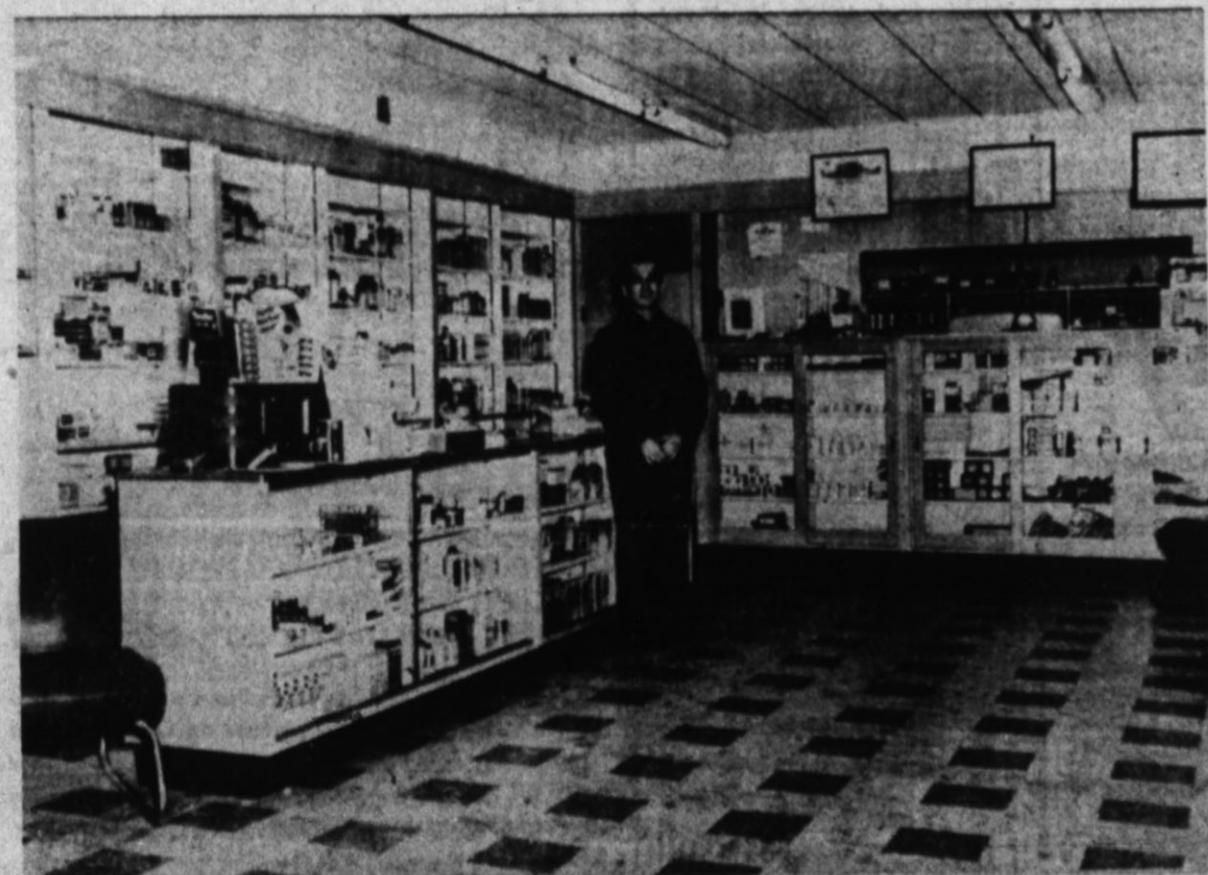
This activity is conducted under the direction of the Extension Service of the State Agricultural College and USDA cooperating.

Just A Word To Say

# THANKS

To Our Friends and Customers On Our

## Second Anniversary



Just two short years ago we opened the Edward's Pharmacy next to the Hereford Clinic for your convenience. Our two years of service to you have indeed been pleasant and we are looking forward to many more years of serving you, the people of Hereford and surrounding communities. We're mighty proud of this new modern pharmacy and by your acceptance, you have shown your appreciation.

On this occasion we wish to again pledge the best service possible, based on professional know-how, honesty, integrity, courtesy and dependability.

—Wayne Edwards

For All Your Drug Needs  
Visit  
**EDWARDS PHARMACY**

**TV's Tallest**

MILDRED HUGHES, who appears as the statuesque maid on "The Victor Borge Show," is the tallest gal in television. Discovered by a talent scout when she was New Jersey high school girl, six-foot, three-inch high Mildred became a Broadway showgirl and Fifth Avenue model before attaining her present role as feminine foil to Borge, the pixie-Paderewski.

# JANUARY CLEARANCE

**ON LADIES**  
**Fall & Winter Shoes**  
Beginning  
**DOLLAR DAY**

New spring shoes are arriving daily. To make room for them we are offering you our fall and winter shoes at Amazingly Low Prices. Come early ... as you'll want more than one pair ... Don't miss these Super Values.

THREE LARGE GROUPS TO CHOOSE FROM  
Doors open 8:30 Monday Morning, Jan. 7th

One Group of  
**QUEEN QUALITY and VELVET-STEP DRESS SHOES** \$2<sup>99</sup>  
In Black & Brown Suede  
Values from \$9.95 to \$12.95 - Clearance Price

One Group of  
**QUEEN QUALITY DRESS SHOES** \$3<sup>99</sup>  
High and Medium Heels, Suedes Only.  
Values to \$12.95 - Clearance Price

**School Girls and Infants SOCKS**  
In All Colors  
Clearance Price  
**3 PAIR \$1**

One Group of  
**DRESS FLATS**  
In Black & Brown Suede, Values To \$8.95  
Clearance price  
**\$3<sup>99</sup>**

**HEREFORD SHOE STORE**  
X-RAY FITTING  
323 N. Main St. Hereford, Texas

**PENNEY'S**  
ALWAYS FIRST QUALITY!

**HURRY! TOMORROW - 9: A. M.!**

# WHITE GOODS

**NOW! STOCK YOUR LINEN CLOSET AND SAVE!**



Penney's own, famous  
**NATION-WIDE®**  
sturdy muslin sheets give you years of wear!

Extra long-wearing, because Penney's packs plenty of quality into these sheets! They're tightly-woven of fine long staple cotton, with even hems, firm selvages, fine workmanship! And see Penney's price! It's outstandingly low! Hurry! Fill your linen closet now, for years to come!

**\$1.99**  
81"x99" 2.23  
81"x108" 2.23  
72"x99" 1.94  
72"x108" 1.99  
42"x36" CASES 46c



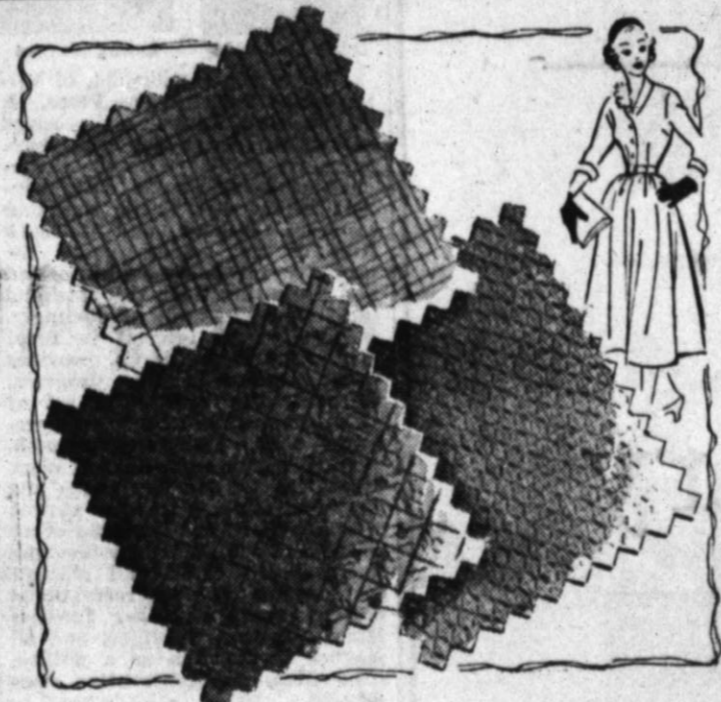
Penney's Own  
**Rondo Percales**

CRISP PRINTS!  
RICH SOLIDS!

**39c** YD.

(35"/36" wide)

Sew dresses for yourself, your daughter; sew spreads and curtains for your home; sew pajamas, shirts for Dad and brother! You'll find a pattern in Rondo for everything on your Spring sewing list. You'll love the brilliantly styled prints, the deep dramatic solid colors! Come see them!



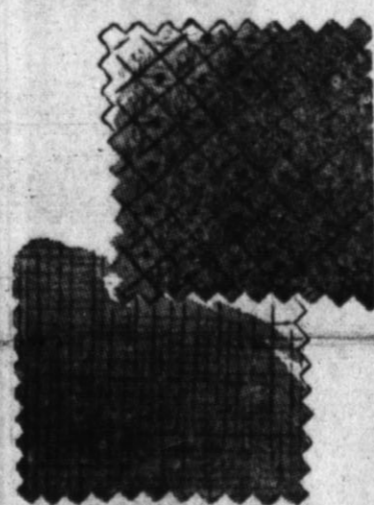
**Solid Color Embossed Cottons**

MORE IMPORTANT  
THIS SPRING!

**69c** YD.

(35"/36" wide)

Smart combination of surface interest plus highly dramatic colors! You'll like the check and damask patterns, and especially the exciting new embossed shantung design that looks so costly! These cottons are practical, too, because they're wash-fast, resist soiling and wrinkling, and they're pre-shrunk!



**SOLID WAFFLE PIQUE**

**59c** yd.

(35"/36" wide)

There's fashion in that wavy-in-waffle effect! Make waffle pique the mainstay of your spring wardrobe. Choose white or pastel and deep shades.



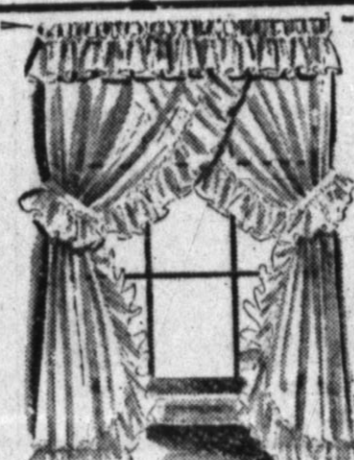
**WAFFLE PIQUE**

**59c** yd.

(36" wide)

Again, waffle pique makes fashion news! You'll like this crisp cool fabric with textured surface finish interest. And Penney's has a wide selection to choose from.

## PENNEY'S Jan 7th DOLLAR DAY SPECIALS



ORGANDY PRISCILLAS

**\$3.88** Pr.

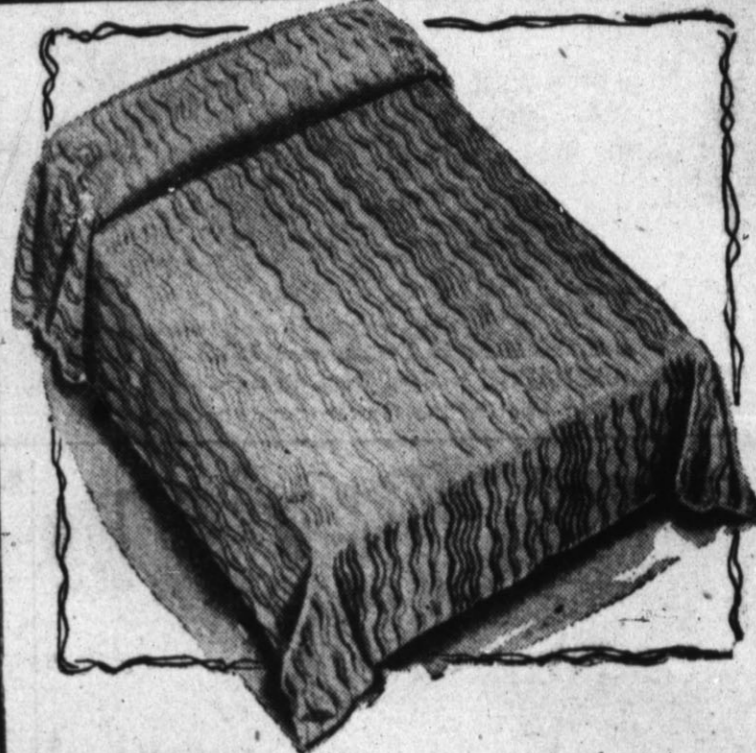
Permanent finish means they never need starching! Wide 8" picot ed ruffles, back hemming are some of the plus features! Real values!



BUTCHER RAYON

**59c** yd.

Freshrunk and crease resistant to keep its crisp look longer. Come see Penney's rainbow warray of colors. You'll find value in every yard! Hand washable!



**Wavy-Line Chenille Spreads**

**\$2.99** (full or twin)

Count on thrifty Penney's to come up with a chenille spread that looks costlier than the low 2.99 price. Just see what you get! Thick rows of soft, fluffy chenille in an interesting and decorative wavy-line design! Come see these sparkling colors!

**Buy Today On Penney's Lay-A-Way Plan**



**BIG! THICK!**

**Cannon Towels -Luxury Quality!**

HOME-GLAMOUR COLORS! SEE THEM!  
22"x44" bath towels

**67c**

Big, thick, wrap-up-size bath towels you'll match with wash cloths, face towels—they're famous Cannons! And they're made with packed-close loops for tingly rubdowns! So long-wearing! And you choose from lovely colors: mimosa yellow, aqua, petal pink, flamingo, citron, white!  
16"x26" Face Towels  
Matching Wash Cloths

37c  
17c



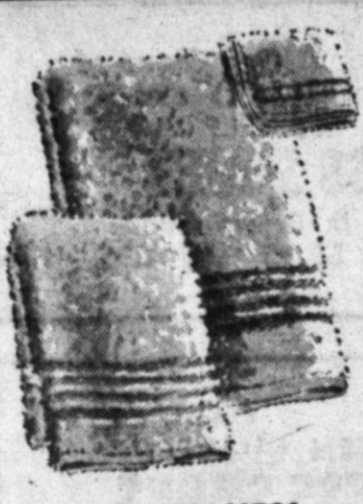
**NEW LOW PRICE!**

FAMOUS PENCO LUXURY SHEETS

**\$2.69**

81"x108"

Extra-smooth, snowy-soft, super-fine quality muslins! They're priced remarkably low, now, at Penney's! Come shop during January White Goods Event! You Save!  
81"x99" 2.49  
72"x108" 2.49  
Cases, 42"x36" 33c



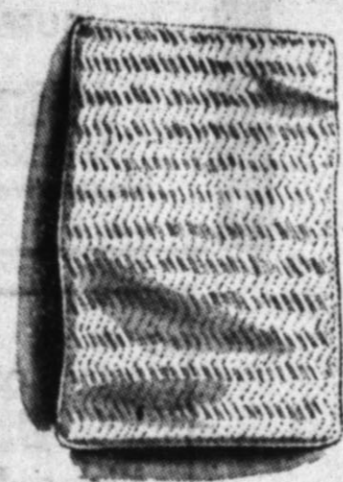
HIT VALUES!

CANNON TOWELS

**44c**

bath towel

Face Towel 27c  
Wash Cloths, 2 for 27c  
Penney's prices are rock-bottom low! Thick, famous Cannon towels in a host of home-glamour colors come snap up plenty of these now!  
Twin Size 2.98



MATRESS PROTECTOR

**\$3.98**

(full size)

These are sturdy pads with zig-zag stitching that keeps filling in place, prevents bunching!

**PENNEY'S BIG MAC MATCHED SETS**

TWILL SHIRTS

TWILL PANTS

ONLY **2.79** ONLY **2.98**

Rugged cotton twill shirts and pants built to take plenty of hard wear! They're Sanforized and vat-dyed; won't fade or shrink out of fit! They're proportion-sized to fit you perfectly—give you action-free comfort without bagging or binding! Shirts have extra long tails to prevent "riding up." Pants have heavy duty zipper flies. Shirts 14½-17. Pants 29-48.

**SANFORIZED! VAT-DYED!**

**WAVY-LINE CHENILLE SPREADS**  
SPARKLING COLORS

SHE'LL LOVE!

**4.98**

(twin or full)

Row after row of velvet-y soft, pin-point chenille in the popular wavy line design! Generous 4" bullion fringe matches color of spread. Choose from white, yellow, red, forest green, blue, charreuse, dusty rose, aqua, pink, chocolate brown, cocoa, grey.





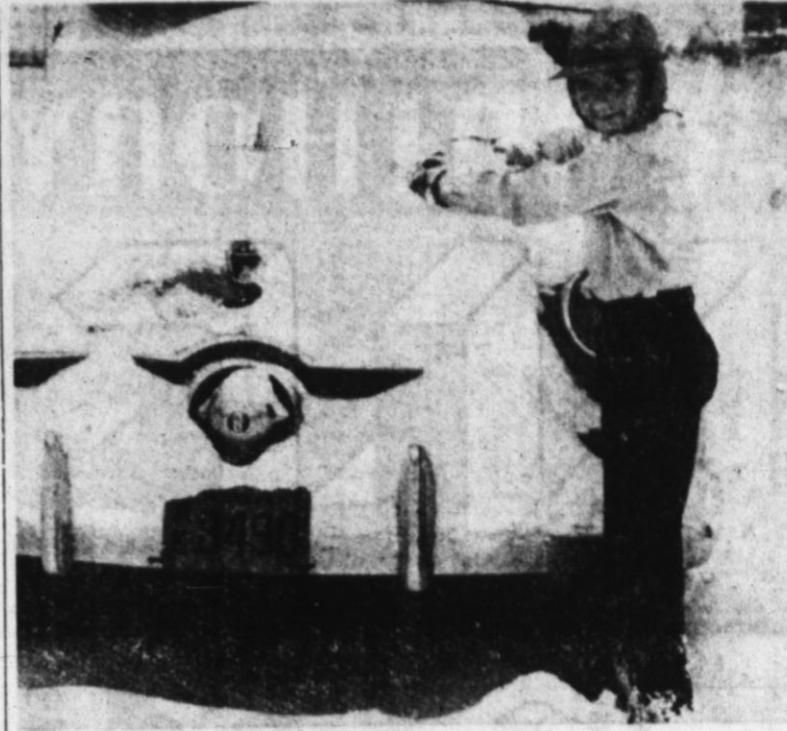
MRS. LEATRUS CLARK is in charge of alterations at Ruth-erford and Company. She has been employed at the store since November 1950.—Brand Staff Photo.

## Grandstand Gropings

By Kent Snare

I really missed the Bowl games with my surmises. However in the eyeball section, I had always been led to believe that the winner of the Southwestern Conference, even one with four regular season losses, must be, by dint of elimination and necessity of survival, a ball club. Never believe it, for if you ever saw an inept, non-cohesive collection of individuals, it was TCU in the Cotton Bowl. Three times in the first half they got to spitting distance of pay dirt and never got closer, that would be when they reached the four, one, and five-yard lines in that order. That Dutch Meyer was presented with a Cadillac after the debacle . . . without doubt they pulled off a couple of wheels to compensate for his skulker, when, with the ball on the one foot line and three downs to go, Mr. Meyer deftly put in a non-aiding sub, which maneuver cost the Frogs five and the tally, for they never got it back . . . The much publicized spread turned out to be a three-step split-end double wing, with the Frogs most effective back, Floyd, as the setting duck on the deal and he really took a hammering . . . One end and two offensive guards gave him some blocking but his backfield mates had neither the opportunity nor inclination to give him much aid . . . Floyd's yardage, and he made plenty, was resultant from sheer power, some raw speed and the jehesitancy to put underfoot unwary Kaintucks who got in his foot path . . . The lack of a power formation cost the Frogs on those three go avenues, for they couldn't generate any drive from the spread or the semi-compact double wing which they tried once . . . The press gave Flowers, No. 34, the most valuable lineman award and from where I sat, while he was loud and flamboyant and much on the announcer's tongue, his chief occupation was piling on after Mattern, No. 46, and Zimmerman, No. 62 (who operated mostly in the second half and with a game gam) had done the felling . . . Parilli was a take charge guy, in addition to his passing talent and deft ball handling . . . he possesses some mannerisms that accentuate his ability and he mixes his plays well . . . Incidentally tiny No. 26, Clark, and the hot tempered No. 80, Meilinger, were top branch receivers and good pace changing feinters . . . Clark twice double footed the boys for scoring receptions . . . Meilinger, though not tallying, ate up big gobs of ground on two of the scoring surges. I didn't see it in print, but even in oversight, the outstanding Kentucky ground maneuver was a leaning get together, executed by Parilli and

Fillion, No. 21 . . . They would cluster lovingly, spin in opposite directions, and Mr. Fillion would come barreling up the slot with TCU looking askew for the apple, which incidentally Mr. Fillion had with him . . . The Kaintucks exhibited such an affinity to the ball, fumbling not once . . . Floyd fumbled on the initial Frog drive or more aptly he had it hand hammered from him and the other Frog ball loss came on the last kickoff reception when the Frogs cuffed it from the 21 to the 9, where the Cats covered and then inconsiderably tried to run up the tally, but they couldn't cram the distance in the 18 seconds left to them . . . One lifting interval was intersticed in the fray and that was in the third canto when the Frogs inserted No. 45, Bartosh; who nonchalantly ripped to his right for 9 to the TCU 29; chunked to Medanich for 22 to the cat 49; got a low-snapback and recovered up the slot, through miscellaneous Kaintucks, for six and then called a direct snap to close man Floyd who flagged his left end for 43 and the double stripe, but one more embryo drive was all the



RICHARD BYRD enjoys the snow that fell Thursday as he prepares to scoop it off a car near his home on Avenue E.—Staff Photo.

## Farmers Urged to Consider Legumes In Soil Planning

The effectiveness of grass and legumes in holding soil against erosion seems so well known that telling about it is a waste of time except for the fact that good top soil still goes down the river with every heavy rain and too many farmers are losing the best part of their farms from erosion, says Faust Collier, secretary of the Deaf Smith county PMA committee.

To bring out his point, Collier calls attention to a study made at the Northwest Appalachian Conservation experiment station at Zanesville, O. The study showed that bluegrass, limed and fertilized, was 5,227 times more effective in holding soil and 10 times more effective in conserving rainfall than continuously growing corn on the same land.

An acre of bluegrass lost an average of 38 pounds of soil annually for 8 consecutive years while the same kind of land continuously cropped to corn lost 198,000 pounds.

The chairman suggests that when Deaf Smith county farmers go over their farms this winter to plan the conservation practices to be carried out in 1952, consideration be given to the effectiveness of grass and legumes in holding and building the soil. Not only do the roots and foliage hold the moisture and

keep the land from washing away, but they add humus which makes the soil more fertile and more easily worked.

He points out that many Agricultural conservation program practices are available to help farmers get the most effective conservation results through the seeding and growing of grass and legume crops. He urges farmers to check up on seed supplies without delay to be sure of getting the kind best adapted to local conditions and to get orders in early for whatever lime and fertilizers may be needed.

## Dimmitt Highway Crews Working to Aid Motorists

DIMMITT—Mr. R. D. Rogers, manager of the Texas State Highway department's office at Dimmitt reported, Thursday that he had every piece of state and county owned equipment busy on the roads adjacent to Dimmitt. All of his men, Lloyd Killough, Junior Wyer, and other state employees were going all-out for motorists in trouble, and Rogers

## Milk Truck Tips On Icy Pavement

DIMMITT—Icy pavement was blamed for an accident that rained the milk supply in Dimmitt Wednesday. The Cloverleaf milk truck was overturned and badly damaged nine miles south of Dimmitt on Highway 51. The driver was uninjured and the truck was towed back to Plainview for repairs.

CARD OF THANKS  
I would like to thank everyone who was so kind to me during my stay in the hospital.  
Mrs. M. T. Rutter.

The battle between the Monitor and the Merrimack took place at Hampton Roads, Virginia.

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

YEYS EXAMINER  
GLASSES FITTED  
NO APPOINTMENT NECESSARY

# LEE

Optical

609 POLK ST.  
AMARILLO, TEXAS

SINGLE VISION GLASSES \$14.50 Complete

YOU MAY DUCK ME,  
BUT YOU MAY NOT  
BE ABLE TO  
DUCK AN ACCIDENT

John McLean Insurance Agency  
127 W. 3rd St. Phone 273



## REPAIR & REMODEL NOW WITH F.H.A. LOW-COST FINANCING

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- Fences - Walls
- Tile - Linoleum
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- Gutters
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- Plaster - Concrete

You Pay As Little As 10% DOWN With An  
**F. H. A. TITLE I LOAN**

Remodel . . . modernize your home now . . . pay later . . . with F. H. A. Title I Loan! It is the ideal, low-cost way of financing home and farm dwelling property improvements. You can borrow UP TO 90% of the cost of the project—in any amount UP TO \$2500. Yes, only 10% down and up to 36 months for repayment.

Don't wait! You can bring new beauty and extra comfort to your home. Make a check-list of needed improvements; see your building materials dealer or your contractor for estimate of the work, and enjoy new home convenience, quickly and economically.

COME IN TODAY  
FOR AN ESTIMATE  
ON THOSE  
NEEDED REPAIRS

# CARL McCASLIN LUMBER CO.

1 Block East of Courthouse

Phone 7

C.R. ANTHONY CO.

# DOLLAR DAY

MONDAY  
JAN. 7

Ladies  
**WINTER  
COATS**

**1/3 off**

Ladies  
**BLOUSES**

Rayon Crepe and  
Cotton Blouses  
Sizes 32 to 38

**\$1**



**Ladies  
DRESSES**

Broken Sizes

Crepes, Flannels, Corduroy

Men's Wear, Suiting and  
Gabardine

Prices Range up to \$16.75

Every Dress in  
the Group Goes at . .



One Rack of

**LADIES SKIRTS  
AND JACKETS**

Corduroys and  
Permanent Pleat  
Wool Skirts  
Values to \$8.90

**\$5<sup>00</sup>**

One Group of

**Children Coats**

Values from \$4.98  
to \$19.75  
Broken Sizes

**1/3 off**

Boys' Knit  
**POLO SHIRTS**

Blazer Stripes  
Long Sleeves

**\$1**

Men's Flannel  
**SPORT SHIRTS**

Special Purchase  
Small - Med. - Large

**\$2**

Men's  
**KNIT BREIFS**

Slightly Irreg. of Reg. 69c Briefs

**2 for \$1**

Boys' Photo Print  
**SPORT SHIRTS**

Long Sleeves  
2 Way Collar

**\$2**

Men's Wool  
Tweed and Gabardine  
**SLACKS**

\$11.75 and \$14.75 vals.  
Broken Sizes  
Free Alterations

**\$10<sup>00</sup>**

Misses and Children's  
**ANKLETS**

Solid Colors - All Sizes

**5 for \$1**

Ladies RAYON  
**PANTS**

**4 for \$1**

Boys' Knit  
**BRIEFS**

Irreg. of Reg. 49c Garments

**3 for \$1**

Men's Knit  
**UNDERSHIRTS**

**3 for \$1**

Children's  
Rayon  
**PANTIES**

**5 for \$1**

Ladies Rayon Crepe  
**GOWNS**

**2 for \$1**

Women's Rayon Crepe  
**SLIPS**

Lace Trimmed  
Sizes 34 to 40's

**\$1**

80 Square  
**COTTON  
PRINTS**

**29** yd

Large Size  
**BATH  
TOWELS**

**2 for \$1**

Full 99-Inch  
Chenille  
**BED SPREADS**

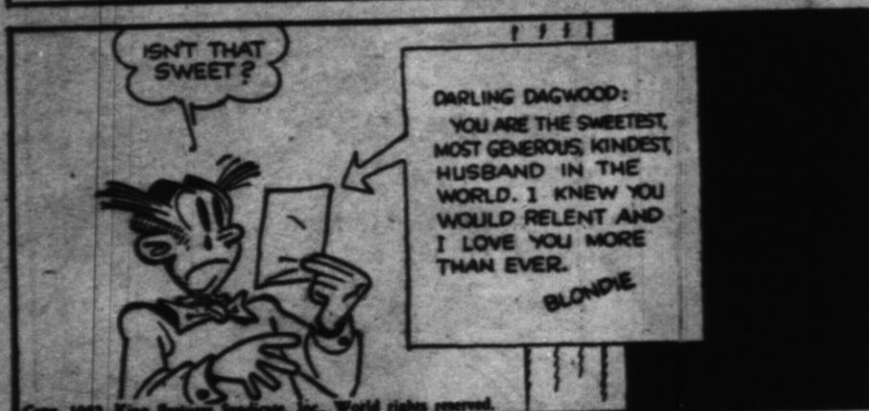
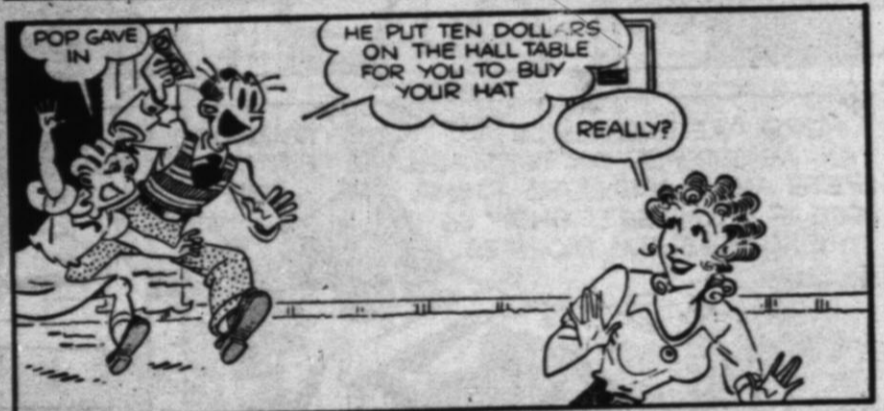
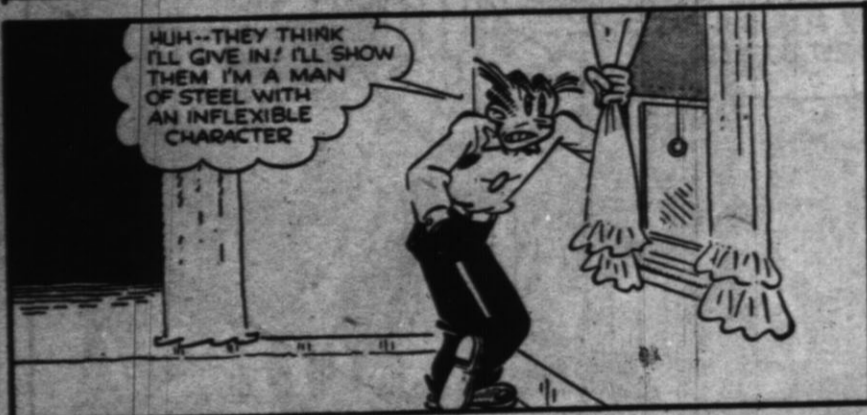
**\$3<sup>88</sup>**

One Group of  
Infants  
**COATS**

**\$3** All  
Wool

# BLONDIE

by  
CHIC YOUNG



## Montag's STATIONERY

See This Beautiful Stationery  
In Our Office.

The Brand

# The Sunday Brand

Hereford, Texas

Our Slogan: "More People—More Farms"

The Sunday Brand, Hereford, Texas, Sunday, January 6, 1952

**BUZZ SAWYER**

FEATURING HIS PAL  
**ROSCO SWEENEY**  
By **ROY CRANE**

Registered U. S. Patent Office

WELL... FOUND MY MONEY. GUESS I BETTER LEAVE BEFORE SOMETHING ELSE HAPPENS.

BUT AREN'T YOU STAYING FOR DINNER, UNCLE LUCKY? I'VE BAKED A LIME PIE.

LAND SAKES! I AIN'T IN SUCH A HURRY THAT I CAN'T EAT. BUT I DO HAFTA GET DOWN TO MY ISLAND.

YOUR ISLAND?

YUP, DOWN IN THE BAY. 3 ACRES. TROUBLE IS, I BOUGHT IT AT LOW TIDE. HIGH TIDE THERE AIN'T MUCH SHOWIN'.

PRIVATE PROPERTY

DUNNO HOW I'M EVER GONNA BUILD A HOUSE ON IT.

YOU DON'T HAVE TO BUILD A HOUSE ON IT, UNCLE LUCKY. I HAVE AN IDEA.

NOW, LOOKA HERE, NEPHEW. YOUR IDEAS HAVE BEEN CAUSIN' ME NOTHIN' BUT TROUBLE.

BUT WAIT'LL YOU SEE THIS ONE.

LOOK! THIS HOUSEBOAT OF MINE! AT HIGH TIDE, SIMPLY FLOAT IT ONTO YOUR ISLAND. FILL THE HULL FULL OF SAND, AND THERE SHE'LL BE.

FOR SALE \$500

HMM! THAT IS A SMART IDEA, NEPHEW. BUT HOW'LL I GET IT THERE?

NO TROUBLE AT ALL—THE CURRENT WILL CARRY IT.

**SOLD!**

WE'LL SPEND THE NIGHT ABOARD, AND BY MORNING WE'LL BE IN THE BAY.

**MORNING:**

NEPHEW, WAKE UP! I THINK SUMPIN'S WRONG! WE'RE A-PITCHIN'!

ROY CRANE 1-6

and  
e top  
: The  
photo

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# KING of the ROYAL MOUNTED

By  
ZANE  
GREY



THANK HEAVENS THE FIRE KEPT THE WOLF PACK AWAY THROUGH THE NIGHT, KING!

YES... AND I HAVE ONLY FOUR SHELLS LEFT TO HOLD THEM OFF ON THE TREK TODAY!



AFTER A CRASH LANDING DESTROYS THEIR SUPPLIES, KING AND NURSE DALE TRACK THROUGH THE WILDERNESS WITH TWO DESPERATE PRISONERS!

I NEED ONE OF THESE SHELLS, MOUNTIE!



... TO GET FREE OF TATE AND GET OUT OF THIS WILDERNESS ALIVE!



SO LONG, MOUNTIE! BETTER LEAVE TATE TO THE WOLVES!



OH, KING! NO FOOD--NO GUN! WHAT ARE WE GOING TO DO?

FOLLOW SLADE! HE'LL NEVER MAKE IT TO THE NEAREST OUTPOST ALONE!



CONTINUED...

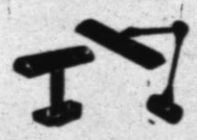
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THE HEREFORD BRAND  
Phone 30



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**WE HAVE 'EM**

Complete line of Desk Lamps.

Flourescent, also goose neck lamps.



**AT THE BRAND**

PHONE 30



# CLARK LIKE

by  
RAY GOTTO



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THE HEREFORD BRAND

# THIMBLE THEATRE :-: Starring POPEYE

By TOM SIMS and BILL ZABOLY

Registered U. S. Patent Office



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Inquire At

THE BRAND

# JOHNNY HAZARD

by FRANK ROBINSON



DEBRIS FOOLS THE FRENCH OFFICER WITH FORGED PAPERS INTO BELIEVING HE IS A MEMBER OF THE FRENCH SECRET SERVICE! FRAMED, JOHNNY AND SCOTTY ARE PUT UP AGAINST A WALL AND SENTENCED TO DEATH BEFORE THE FIRING SQUAD!



**New Air Foam Cushions**

- REMOVABLE COVERS
- NEW LOW PRICE

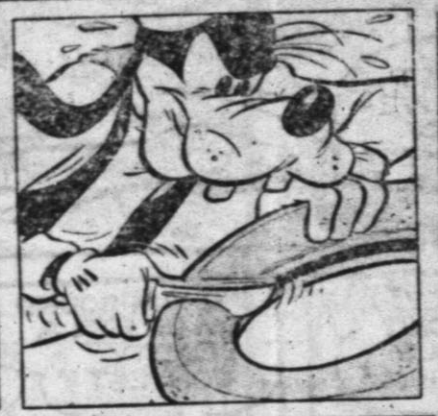
**\$5.50 TO \$6.70**

EXCELLENT FOR OFFICE - AUTO - TRACTOR!

**THE HEREFORD BRAND**

# WICKY MOUSE

WALT DISNEY



# UNCLE REMUS

AND HIS TALKS OF DEER RABBIT

MAMMY BANNY, TH' RABBIT WITCH, IS ALWAYS WILLIN' TO HELP BRER RABBIT... WHEN IT'S FER SOME GOOD.



## Read The Want Ads

**GRANDMA**  
BY  
**CHAS. KUHN-**



Check This Paper For Bargains

# MANDRAKE THE MAGICIAN

BY LEE FALK & PHIL DAVIS

HEARING THAT THE TIGERS, PRO FOOTBALL TEAM, HAVE A SENSATIONAL NEW FULLBACK, GAMBLERS WARN HIM NOT TO PLAY...

WE'RE TELLIN' YOU NOT TO PLAY --Uh--!

IF YOU KNOW WHAT'S GOOD FOR YOU--Uh--



ROUTING THE GAMBLERS, LOTHAR RETURNS TO PRACTICE, NOT UNDERSTANDING...

WONDER WHY THEM FELLAS NOT WANT ME TO PLAY FOOTBALL?



LOOK AT HIM GO! NOW WE KNOW HE'S GOOD. AND WE BET ON THE OTHER TEAM!

THAT TOUGH STUFF WAS WRONG. I'LL TRY ANOTHER APPROACH--WITH GREEN STUFF!



THAT APPROACH DIDN'T WORK--EITHER--Uh.. HE SAID --NO! Uh--



CONTINUED-

TRADE WITH YOUR NEIGHBORS ----

The Friendly Merchants Of Hereford

Friendly, Courteous Service  
Nationally Advertised Brands  
Complete Stocks Always

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

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

**THE BRAND**

PHONE-  
THIRTY

**LITTLE ANNIE ROONEY**  
 by BRANDON WALSH AND DARRELL MCCLURE




**Check This Paper For Bargains**

# THE KATZENJAMMER KIDS



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# Winter Comes To Hereford



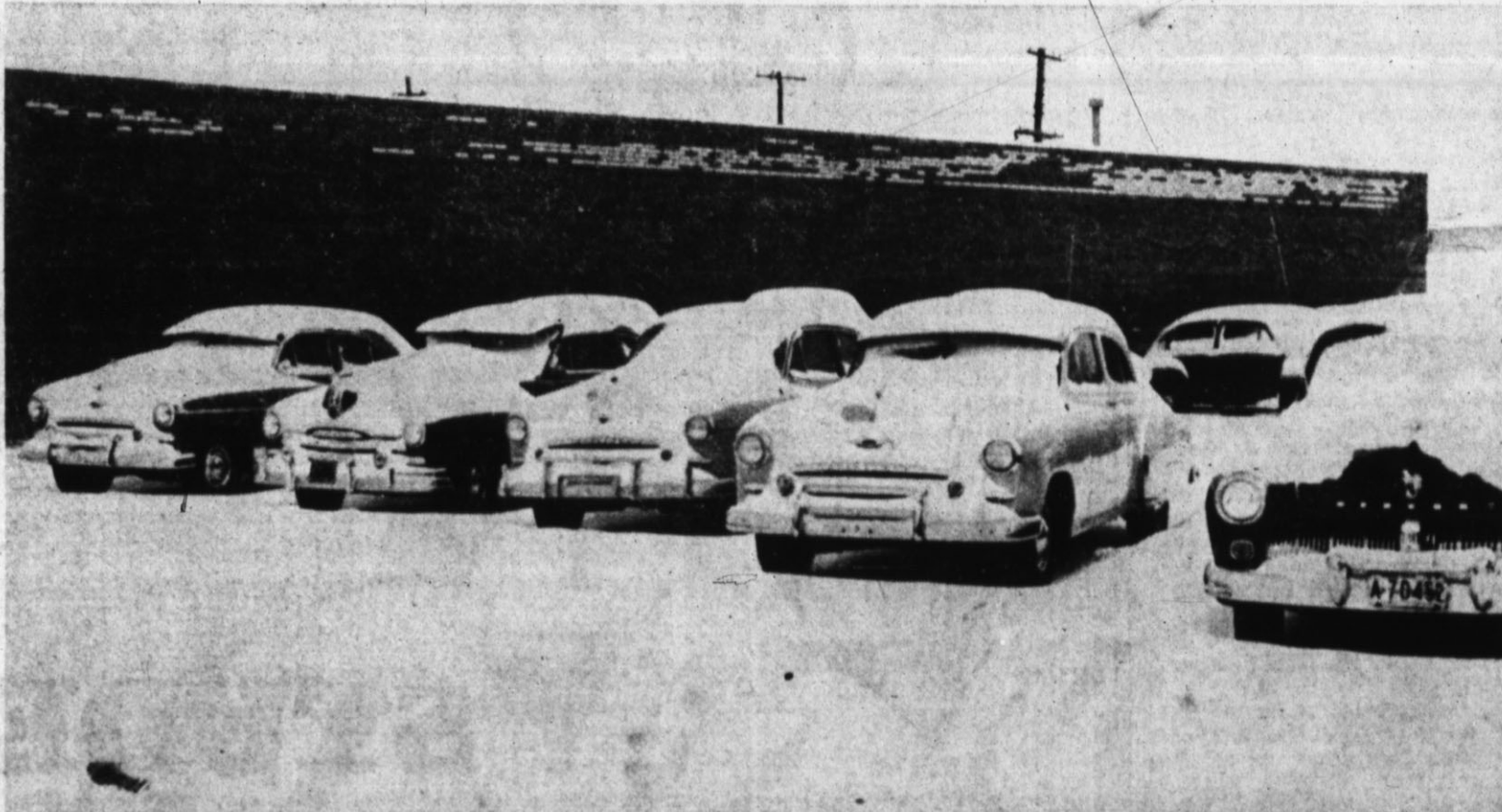
TIRE CHAINS and snow go together — that is, if you want to go anywhere. Here Joe Hellman puts chains on his pick-up before venturing out into the country Thursday. —Staff Photo



THE SNOW PRESENTED problems for stockmen who had to bring feed to their animals. Above, this herd of Herefords south of town stand as if marooned on an island of white. —Staff Photo



THE CHANCE FOR SLEDDING doesn't come too often and these two youths are taking their fun while they can. At the top is Gregory Combs, son of Mr. and Mrs. Les Combs. On the bottom is Norman Martin, son of Mr. and Mrs. Tom Martin. The dogs are unidentified. —Staff Photo



WINTER, 1952 MODEL CARS stand on one of Hereford's car lots. Practically every motorist found himself with a "new" car after the heavy snow Thursday. —Staff Photo



THE ICY DRIVEWAY OF the E. J. Crump residence provided a good slide for eight-year-old Zell Crump. Her mother looks on as Mr. Crump shovels the snow from the drive. —Staff Photo

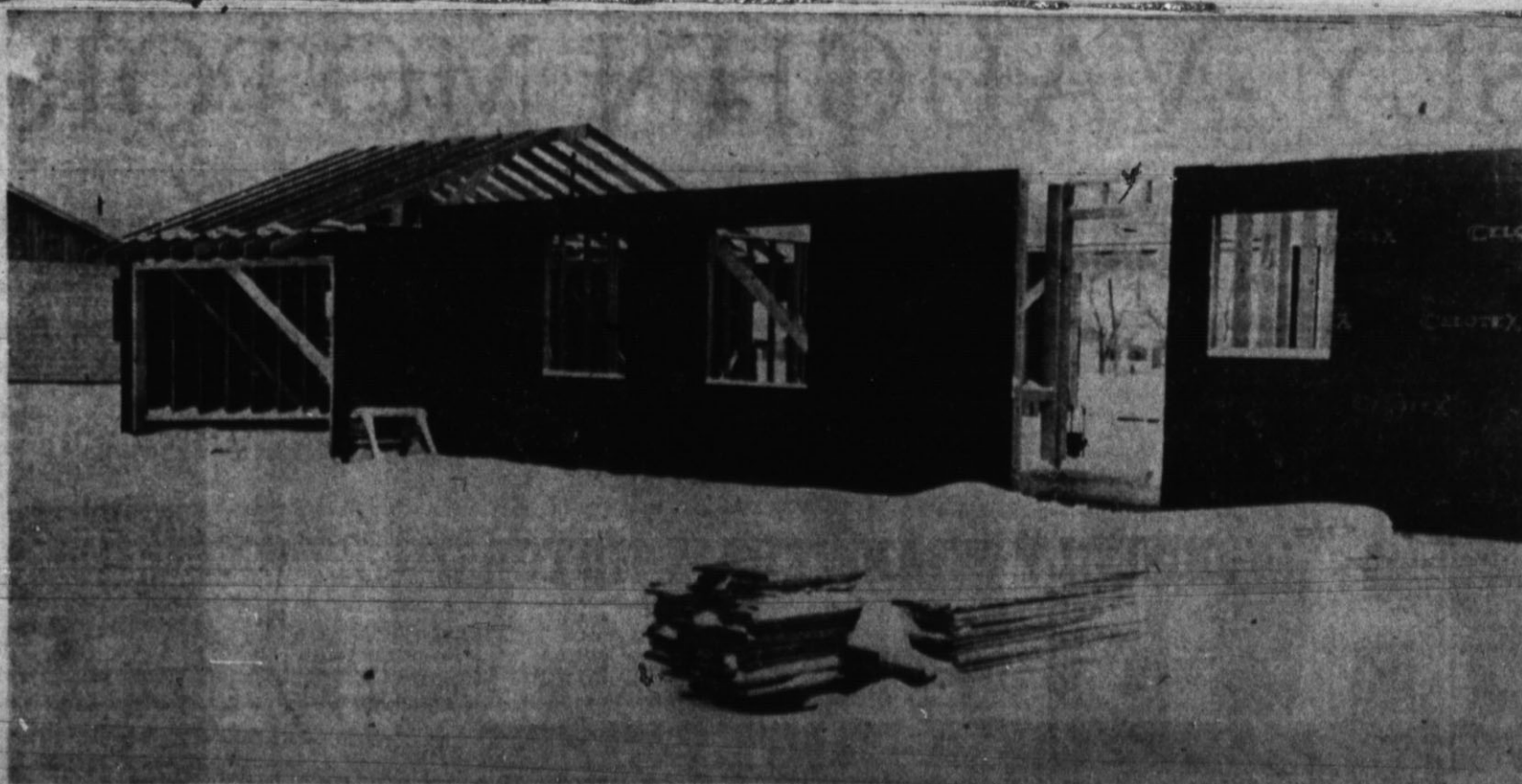


A WILD CACTUS in the front yard of the Harry Lomas residence on "B" street droops under the weight of the heavy snowfall. —Staff Photo

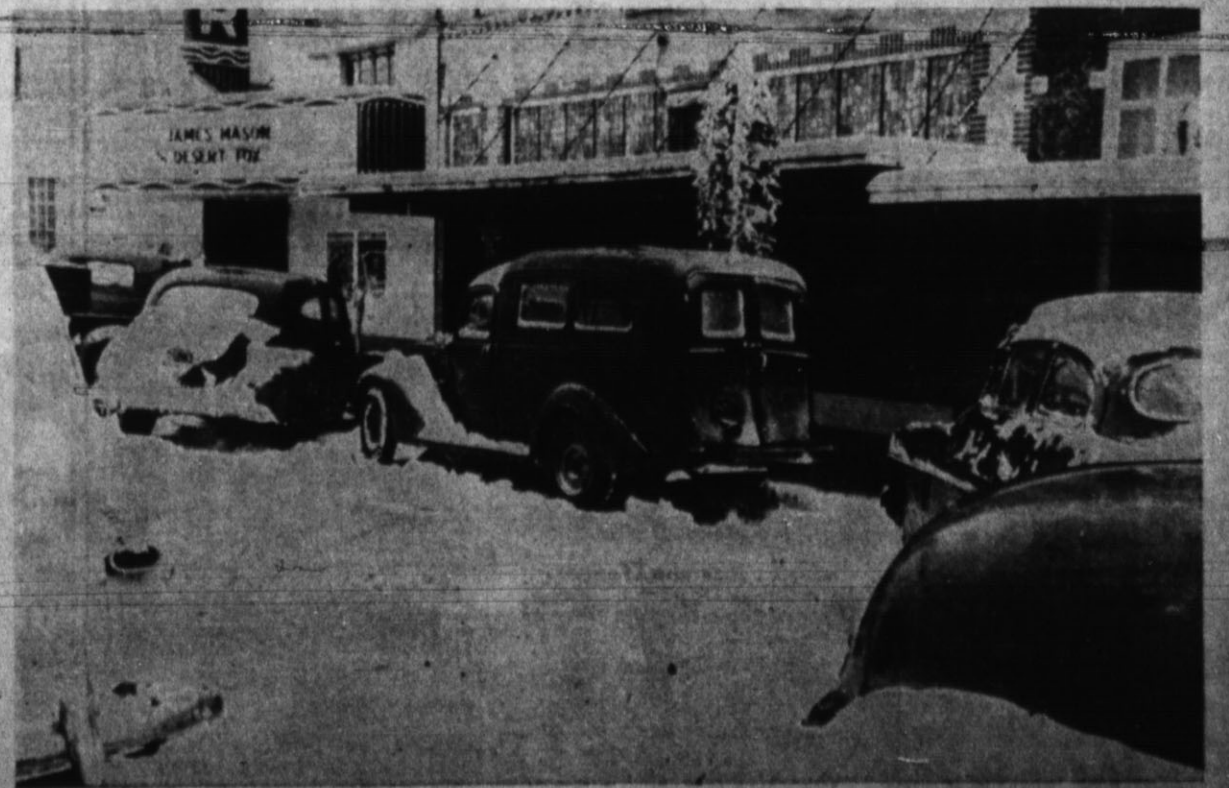
## ◆ ◆ ◆ The Sunday Brand ◆ ◆ ◆

Hereford, Texas, Sunday, January 6, 1952

Section Three



NATURE TRACKED snow in the living room of this house now under construction on Star street. Thursday's heavy snow halted all building activity in the community. —Staff Photo



RECTANGULAR PARKING took a beating after Thursday's snow glazed the streets in the business district. The scene above was repeated time after time as drivers tried unsuccessfully to back out from the curb. —Staff Photo



W. GLENN WILLIAMS pauses in his work in the shoe department at the Popular Store to pose for the Brand photographer.—Brand Staff Photo.

## Courthouse Records

**DEEDS OF TRUST**  
Dora Inman to the Federal and Bank of Houston, Sec. 16, Blk. K-8.

Thomas C. Draper et ux to W. P. Hilbrand, Sec. 22, SE 1/4, Sec. 16, Twp. 4; S 1/2, Sec. 8, Twp. 4.

Sam D. Allen to Roberta Dyar, Blk. 11, Evans Add.

Gerald W. Wilson and Anna Jo Wilson to First Federal Savings and Loan Association of Clovis, Lot 4, S3, Lot 3, Hardwick Sub., Blk. 1, Evans Add.

George E. Herbert et ux to W. P. Hiltbrand, W 320 acres, Sec. 11, Blk. K-7.

W. M. Tottenham and W. H. Franz to T. H. Campbell, SE 1/4, Sec. 12, Blk. K-7.

Mary Farmer Condon to Stanley Bassett, 126.15 acres, Pt. Sec. 24, Blk. 3.

W. F. King et ux to W. D. Hiltbrand, W 285 acres, S 1/2, Sec. 83, Blk. K-4.

Florence Guinn to N. E. Gass NE 1/4, Sec. 23, Twp.-2.

**WARRANTY DEEDS**  
R. L. Campbell et ux to Robert Byron Campbell, W 1/2, Sec. 33, Blk. 7.

R. L. Campbell et ux to Frances Elizabeth Bennett, S 1/2, Sec. 34, Blk. 7.

Eugene Curry and wife to Claude Sisco and wife, 45, S Pt. Lot 12, Lytle Sub., Pt. Blk. 13, Evans Add.

Anna Mae Valentine to W. H. Price, Lot 20, S 1/2, Lot 19, Blk. 31 1/2, Renfro and Prices Sub., Blk. 31, Evans Add.

Floyd Stephenson to W. M. Tottenham and W. H. Franz, SE 1/4, Sec. 12, Blk. K-7.

Clara Garnett et al to Anna Mae Valentine, Lot 8, Evans Sub. Blk. 36, Evans Add.

John Blake to J. A. McWhorter Lot 40, N 1/2, Lot 41, Barber Sub., Blk. 22, Evans Add.

J. T. West to Sallie D. Benson et al, 36.24 acres out of SW 1/4, NW 1/4, Sec. 63, Blk. K-3.

J. M. Brownlow et ux to Mrs. Clara Cook, Pt. Blk. 1, Womble Add.

R. R. Jackson et ux to Edith Hicks et vir, E 1/2, Sec. 3, Twp. 2.

Walt Warren et ux to Fred Turner, N 1/2, N 1/2, Blk. 22, Ricketts Add.

**QUITCLAIM DEEDS**  
G. D. Samuell to Fred S. Barrett, NW Pt. Sec. 60, Blk. K-3.

Lute Player, Norah Lofts; "The Viking", Edison Marshall; "Hard rock and Silver Sage", Ross Santee; "Chosen Country", John Dos Dassos.

Other books which were included are: "Emily Dickinson", Richard Chase, one of the American Men of Letters Series, "No Time For Tears", a polio patients fight for life, by Charles H. Andrews; "Schnozzola", the story of Jimmy Durante by Gene Fowler; "Faith Is a Song", the "Odyssey of An American Artist", by Dragonette; "The Sea Around Us" by Rachel L. Carson; "The Greatest Book Ever Written" The Old Testament Story by Fulton Oursler; "An American Enterprise" by Charles C. Carr; "Bill Mauldin's Army".

## Twenty-Three New Books At County Library.

A group of new books arrived at the Deaf Smith county library this week, according to Mrs. J. J. Boydston librarian.

Many of the new books are for the Junior section. Included in this group are: "Two's Company" Betty Cavanna; "The Puppet Master", Robert A. Heinlein; "The Martián Chronicles", a science fiction book by Ray Bradbury; "The Big Eye" a science fiction; "Slan", a science fiction, A. E. Van Vogt; and "Album of Horses" by Marguerite Henry.

Several novels also included in the list are: "Tara's Healing", Janice Holt Giles; "The Blessing", Nancy Mitford; "We Fished All Night", Williard Motley; "The

## Beauty at Home

By Lynn Carter

**Q. How does one adjust ones' foundation makeup to the type of skin?**

A. If the skin is dry, wear a creamy makeup base. If it is oily, a cake foundation. And if it has a fragile, porcelain quality, then the sheerest of tinted foundation liquids is in order.

**Q. How can I recondition splitting, dry or discolored hair?**

A. Weekly hot-oil treatments are in order here. Using warm olive oil and a swab of cotton, start at nape of hairline, and from there rub the oil over every inch of scalp. Leave oil on overnight, bandaging the hair with stripes of surgical gauze to protect the bed linen. Next morning, wash out the oil with the creamiest of shampoos you can find, rinse, and brush dry before setting.

**Q. If one's face is a little too wide, how can it be made to seem more narrow?**

A. Place rouge in a small triangle between cheekbones and nose.

**Q. What can I do about brittle fingernails?**

A. You can try regular nightly dipping of the ends of the fingers into warmed olive oil.

**Q. What kind of beauty mask can I make for a sagging chin-line?**

A. Place a strip of cotton, saturated with chilled astringent, from ear to ear, and tie firmly in place with a gauze bandage. Keep this on for at least 20 minutes while you relax with feet and hips higher than the head.

**Q. What exercise will improve my chest-line measurement?**

A. Sit cross-legged, with your back against the edge of an open door. Dig the back of your waist against the door edge. Bend arms at elbows and bush thumbs back and way back. Push hard, and repeat at least 10 times.

**Q. What will help minimize the size of legs that are rather large?**

A. The wearing of darker stockings and moderately high heels.

**Q. How should cake makeup be**

applied?

A. With an almost dripping 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, allow to set for a few minutes, then press powder of the same shade on the face. Your minor skin blemishes should then be no longer visible!

**Q. How can I treat flakiness on my skin?**

A. Mix a little kitchen salt with your cleansing cream, two nights a week.

## THE ONLY WASHER MADE

- 1 that filters water before it washes and rinses clothes.
- 2 that double-rinses clothes with amazing Automatic Spin-Rinse in just 3 minutes.
- 3 that washes and rinses at same time to do your week's wash in less than 1 hour



SEE THE NEW EASY Spinwasher

Hereford Furniture Co.

Corner Third & Main Phone 823



Now, we can offer you the **HOOVER**

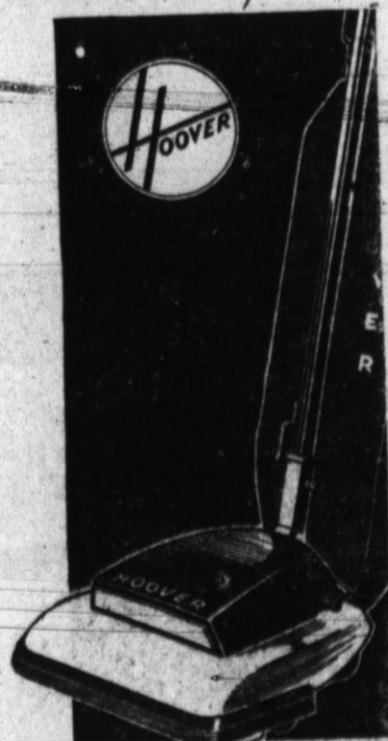
As your new Authorized Hoover Dealer we invite you to visit our store and see the famous Hoover Cleaners at our demonstration table. Or to call us for a no-obligation home showing.

**BOTH TYPES—UPRIGHT AND TANK**

The world-famous Hoover Triple-Action Cleaner beats, as it sweeps, as it cleans, brightens colors, preserves rugs.

Hoover AERO-DYNE Tank Cleaners feature extra-effective controlled suction and famous "Litter Gitter" nozzle. With Hoover's exclusive Dirt Ejector your hands never touch the dirt!

No other cleaner cleans like the Hoover. Which type do you prefer?



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Phone 823



# EVERYONE IS INVITED

Invited to come and get acquainted with your new

# STUDEBAKER MASSEY-HARRIS DEALERS

and To See the New

## 1952 STUDEBAKER

On Display

# THURSDAY, JAN. 10th

# LESLY-VAUGHN MOTOR COMPANY

East Highway 60

Phone 756

(FORMERLY FRANK CRAIG MOTORS)

Dealers for

## STUDEBAKER - MASSEY-HARRIS



owners of two large cattle ranches in Colorado and plan to make their home there.

James M. Corbett, 340 W 4th street, 1951 Plymouth 4-door sedan December 17.

Marvin Diller, Route 1, 1951 Packard 4-door sedan December 17.

Mr. and Mrs. J. A. Fitman have gone to Dallas for a short stay with her sister and family. Mr. and Mrs. Jack Mounts and son.

Mr. and Mrs. Elmer Gollehon and grand-daughter Coretta are in Hereford this week-end looking after business interests. The Gollehons recently became the

# FRIONA — Aerial Views — DIMMITT



FRIONA FROM the air is shown in the above picture, taken by The Brand when pictures of Parmer county Mystery Farms were being shot.—Brand Staff Photo



THIS VIEW OF DIMMITT from the air shows the grade school at the lower left with the business district just beyond it in the center of the picture.—Brand Staff Photo.

January the "Dog-days in a department store. It is also known as the month when we review what was left in our stocks from the past season's selling

In addition, January is the "in-between month." It is the month between the gay fall and Christmas season and the beginning of the spring season. During this transition period, you note by our newspaper advertising the extraordinary values which can be had by thrifty shoppers. And as you browse around our store, you will also note the early signs of spring in many departments. And as the month lengthens the lovely spring colors become more and more prominent.

Please bear with us during this transition month, as we wind up one season and prepare for another.

## A T HARMAN'S



### CHECK THESE "Dog Day" VALUES

RAYON JERSEY HALF SLIPS	\$1
Ladies RAYON BRIEFS	4 pr. \$1
Ladies FULL LENGTH SLIPS	\$1
One Group HALF SLIPS	79c
Children's Kick Away PANTIES	3 pr. \$1
LADIES BLOUSES	98c
One Group of SKIRTS	\$1
3.49 value OUTING GOWNS	\$1.50
Happy Home HOUSE DRESSES	2 for \$5.00

Men's all wool Higgins SLACKS	Men's Leather OXFORD Many styles	Men's Red Myrick Western SHIRTS
<b>25% OFF</b>		
<b>\$5.90</b>		<b>\$5.00</b>

Girls' ANKLETS	3 pr. for \$1
Kiddies' Rayon & Cotton Knit Pajamas	\$1.49
Ladies' Lee JEANS	\$2.98
Men's Blanket Lined Lee JACKETS	\$6.95
Men's Jelt Denim OVERALLS	\$3.95
Plenty of Men's Lee Riders	\$3.95
Gabardines, Corduroy, Corded Rayons	
Men's Long Sleeve SPORT SHIRTS	1/3 off
One Special Group Men's Quality Fur Felt HATS, 10.00 value	\$5.00

Nice Size Turkish TOWELS	3 for \$1
Cannon WASH CLOTHS	12 for \$1
Knit DISH CLOTHS	10 for \$1
Good Size SHEET BLANKETS	\$1.98
80 Sq. CLOTH OF GOLD PRINT	3 yds. \$1
8.90 value Chenille ROBES	\$3
36" PILLOW TUBING	yd. 79c
PLASTIC & OIL CLOTH	3 yds. for \$1
Foamtex Foam Rubber PILLOWS	ea. \$3
Beautiful Spring Patterns DAN RIVER HANDI-CUTS	yd. 69c
Extra Nice Double BLANKETS	\$4.98
70% Wool Single BLANKETS, in dark colors	\$4.00

5.90 values Bobby-Teen GIRLS' DRESSES	Priced to clear Only a few Left - Ladies & Girls' COATS	One Full Table Men's DRESS SHIRTS
<b>\$3.99</b>	<b>1/2 PRICE</b>	<b>\$1.96</b>

Boys' Corduroy Pants, priced to clear	\$2.50
Boys' Double Breasted Gabardine Suits	\$15.00
Boys' Sturdy School Shoes, sizes 8 1/2 to 3	\$2.98
Boys' Flannel Western Shirts	\$1.98



**Clock-wise**  
OF DALLAS  
Fashions

Lovely New Spring  
GINGHAM & CHAMBRAYS  
Styled by Clockwise & Kay Whitney

Dollar Day Feature **\$8.00**

One Rack of  
Dresses  
Values to 12.95

Priced to clear  
**\$5.00**

2 for \$8.00

One Rack  
Dresses  
Values to 11.95

**\$7.99**  
2 for \$15.00

Famous  
**Garza Sheets**  
**\$1.97**  
Made in Texas  
Size 81x99  
Type 128  
Superior  
Quality

Entire Stock  
Ladies  
HANDBAGS  
Values to 3.98  
**\$1** PLUS TAX  
Puritan  
Crochet  
Thread  
5 BALLS **\$1**

One Group  
Men's Coat Style  
Outing  
Pajamas  
3.49 Value  
**\$2.00**

**WE GIVE S & H  
GREEN STAMPS**

# HARMAN'S



## New Year's Gatherings Comprise Holiday News From Progressive

By Mrs. Ira Ricketts

Vinson, Leonard, Kenneth and Larry Walterscheid spent the New Year's week-end in Muenster, their old home, visiting relatives and friends.

Charlie Green and family spent Christmas Day in the home of his daughter, Mrs. J. E. Smith and family at Sunray.

Sunday dinner guests in the Gregory home were Mrs. Alice Hood, Mrs. Alice Love and Miss Ruth Jane Hood of Amarillo.

Celebrating with a New Year's party Monday night in the home of Mr. and Mrs. P. L. Carmichael were Mr. and Mrs. V. E. Dodson, Mr. and Mrs. Bob McQuigg and sons and Mr. and Mrs. Fred Saltzman. All enjoyed New Year's breakfast together.

Mr. and Mrs. Bert Coffin, Myrna Low and Judy spent New Year's week-end with Mr. and Mrs. R. W. Barnhart and boys, Bobbie, Jimmy and Billy Art at Claude.

Pfc. Billy Joe Evans of Denver visited Sunday night in the Gregory home.

Miss Lamerlas Berryman visit-

ed with Virginia Green Sunday afternoon.

Miss Edah Park returned to Denver Monday after spending the holidays with her parents.

Mr. and Mrs. V. E. Dodson visited with Mr. and Mrs. Walter Huntley of Excell, near Dumas, during the holidays. Mrs. Huntley is a sister of Dodson's.

Mrs. Virginia Bussell and two daughters returned to their home at Springfield, Colo., last week-end after spending the Christmas holiday with her parents, Mr. and Mrs. C. C. Bowman. The Bowsmans took her home in the car.

Mr. and Mrs. Sam Hershey of Lubbock and Joe Hershey of A&M spent Christmas with their parents, Mr. and Mrs. H. L. Hershey and brother, Homer.

Mr. and Mrs. John Pleasants of Hereford spent Wednesday in the J. L. Park home.

Mr. and Mrs. Ira Ricketts were luncheon guests in the home of Mr. and Mrs. Howard Armstrong Wednesday.

Mr. and Mrs. Marvin Stephenson, formerly of this community, were visitors in the Virgil Dodson home during the holidays.

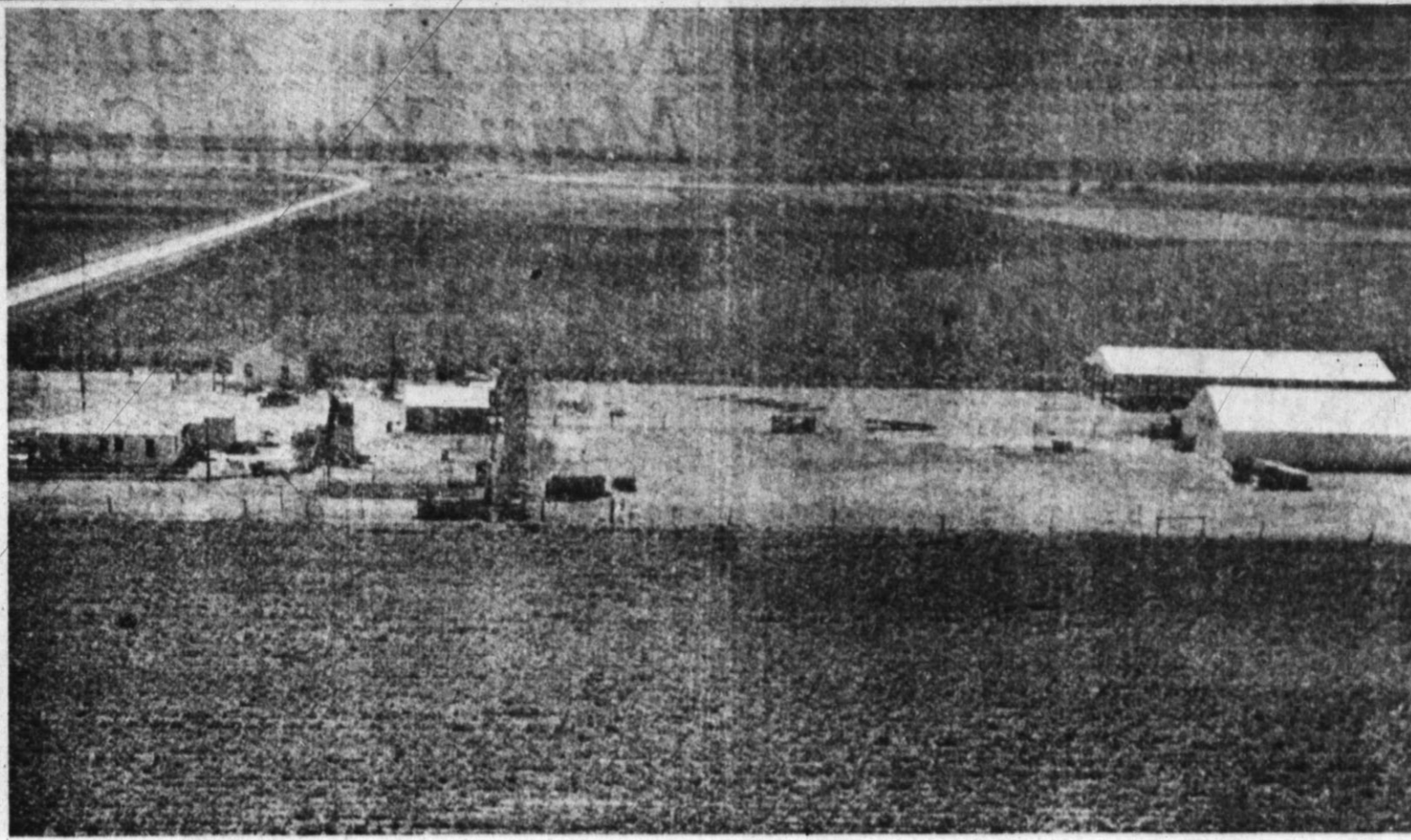
Miss Nelda Cavender, Amarillo and Miss Eloyse Donovan, Texhoma, Okla. spent part of last week visiting with their grandparents, Mr. and Mrs. J. L. Park and aunts, Misses Edah and Lucille Park.

Misses Lucille Park and Lucile Hughes visited in the C. C. Bowman home Friday night.

We are enjoying an old fashioned snow this week which will be a great benefit to wheat and also assures earlier grass than we've had the last several years.

Visitors on Christmas Day in the J. L. Park home were Mr. and Mrs. Paul Cavender and family of Amarillo, Miss Edah Park, Denver, Colo., Miss Lucille Park, Dumas.

On Sunday, Dec. 30, Mr. and Mrs. Ira Ricketts enjoyed having the following in their home: Mr. and Mrs. B. R. Anderson of Borger, Mr. and Mrs. J. C. Ricketts, Hereford; Mr. and Mrs. Jim Ricketts, Forrest, Albert, Mary Beth, Ralph and Fred; Mr. and Mrs. Clyde Russell, Robert, Doris



PARMER COUNTY'S new Mystery Farm is shown above. Five dollars will be paid to the first Parmer county resident for identifying the place, and a wrestling ticket will be given the second resident to identify the place. Last month's Parmer county farm turned out to be a Deaf Smith-Parmer county farm. It was the Virgil Walker place located on the county line. Walker himself identified the place first at 9:20 p.m. December 2 to win the \$5. Mrs. Raymond Paetzold called at 8:45 a.m. December 3 to win the wrestling ticket. Winners of the prizes may pick them up at The Brand office.—Brand Staff Photo.

and Linda; Mr. and Mrs. C. W. Daniel and Wayne, Mrs. Wiley Reynolds of Clovis, Noel, Wylie Allynda, Neil, Bell and Jane Anne Dougherty of near Clovis and Evelyn Hunter of Hereford.

Miss Lucille Park returned to her school work at Dumas Tuesday evening and Lloyd Parsons resumed his studies at WTSC on Wednesday.

T. J. Parsons, Lloyd and Don spent Tuesday with their mother and grandmother, Mrs. E. O. Parsons.

### I'll Never...

(Continued from page 4)

We traveled with another family. The trip took three long weeks. Papa was so sick that my brave mother had to do most of the driving, harness and unharness the horses, cook all

the meals on a camp fire, and take care of five small children and a sick husband.

One evening about sundown we reached the place where we parted from our friends. We had about eight more miles to go. It was cold and raining. There were no roads so Mama had to follow a barbed wire fence. Old Clabberdance, one of the horses, got so tired that his hips would bump over against the other horse. Papa got cold so Mama put him in the back of the wagon on the bed she had made for him. She made Merle (Mrs. J. O. Newell), Estelle (Mrs. W. J. Todd), and John get back with Papa—one at his feet, one at his back, and one at his stomach—to keep him warm. I sat on the seat with Mama and held the baby, Velma. About ten o'clock we saw a dim light. It was Aunt Sallie's house. We had completed our trip. Mama

never complained of the hardships that were hers to endure.

We lived on the ranch 18 months, then moved to Plainview to send the children to school. We lived there four years and moved to Hereford which was only a small place. A few of the old homes are still here. The Bill Knox home is the first house we lived in here.

My father was in a dry goods store here, then sold part to Garner Stambaugh (George V.'s father), and Lipscomb (Jim's father). It became a mercantile

company. Papa's health became worse again, so we moved to Arizona, then to Alamogordo, N. Mex. He became worse, and we returned to Hereford where he passed away at the age of forty two.

I have survived many of the Panhandle storms, but I'll always love the Plains of West Texas and call it my home.

Mrs. B. T. Bell left this week to spend the rest of the winter in Canyon with her daughter, Mrs. Harvey Cash.

## C. B. Thomas Family Affair

Mr. and Mrs. C. B. Thomas and family enjoyed a reunion at a dinner given at the Thomas home on Route 1 New Years Day.

Those attending were their three daughters and families who included: Mr. and Mrs. Ross Royce of Borger, Rev. and Mrs. M. G. Upton and children of Sun-

ray, and Mr. and Mrs. Vern Foreman and children of Stratford. A granddaughter, Mrs. William Smith and Mr. Smith, Mr. Thomas' sister, Mrs. M. E. Bradley and her granddaughter, Mildred Robinson of Clovis, N. M. and Mrs. W. E. Upton of Hereford.

Mrs. Wayne Phillips is visiting Mrs. Jim Satterwhite in Seminole, Texas this week.

Mr. and Mrs. John I. Willoughby are here visiting relatives.

## 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

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1st Door West of Sears Elevator On Highway 60

The clue for you in '52

Coming soon...

NEW 1952 STUDEBAKER

LESLEY-VAUGHN MOTOR CO.  
East Highway 60  
Phone 756

The two most amazing new ranges since electric cooking began!

NO OTHER HOUSEHOLD RANGE HAS AN OVEN THIS BIG!



**FRIGIDAIRE**  
"Thrifty-30" Electric Range

You can roast a 35-lb. turkey—or bake six pies at once—in the giant-ovens of this Frigidaire range! Yet the whole range is only 30 inches wide—fits easily in the smallest kitchen. And it has fast-heating Radiantube surface units—automatic Clock Control—porcelain finish. Full-width utensil drawer. Priced only

Also available without Clock Control, optional drawer

LETS YOU BROIL A STEAK AND BAKE A CAKE...AT THE SAME TIME...IN THE SAME OVEN!



**FRIGIDAIRE**

"Wonder Oven" Electric Range

Use the "Wonder Oven" as one big oven—or just slip in the divider, and you have two ovens with individually controlled temperatures. Also has Radiantube high-speed surface units—automatic Cook-Master Oven Clock Control—three-way Thermizer Cooker—and porcelain finish, inside and out.

Come in! Ask about all the new Frigidaire Electric Ranges today!

"Come In and Meet The Frigidaire Family"

Get acquainted with Bob Wright, our new Service Manager. He had 6 years of experience with Frigidaire at Childress before coming to Hereford. More proof that we are always trying to serve you better.

**GOOD HOUSEKEEPING SHOP**

303 N. Main St.

Phone 1109

LET REDDY DO IT!

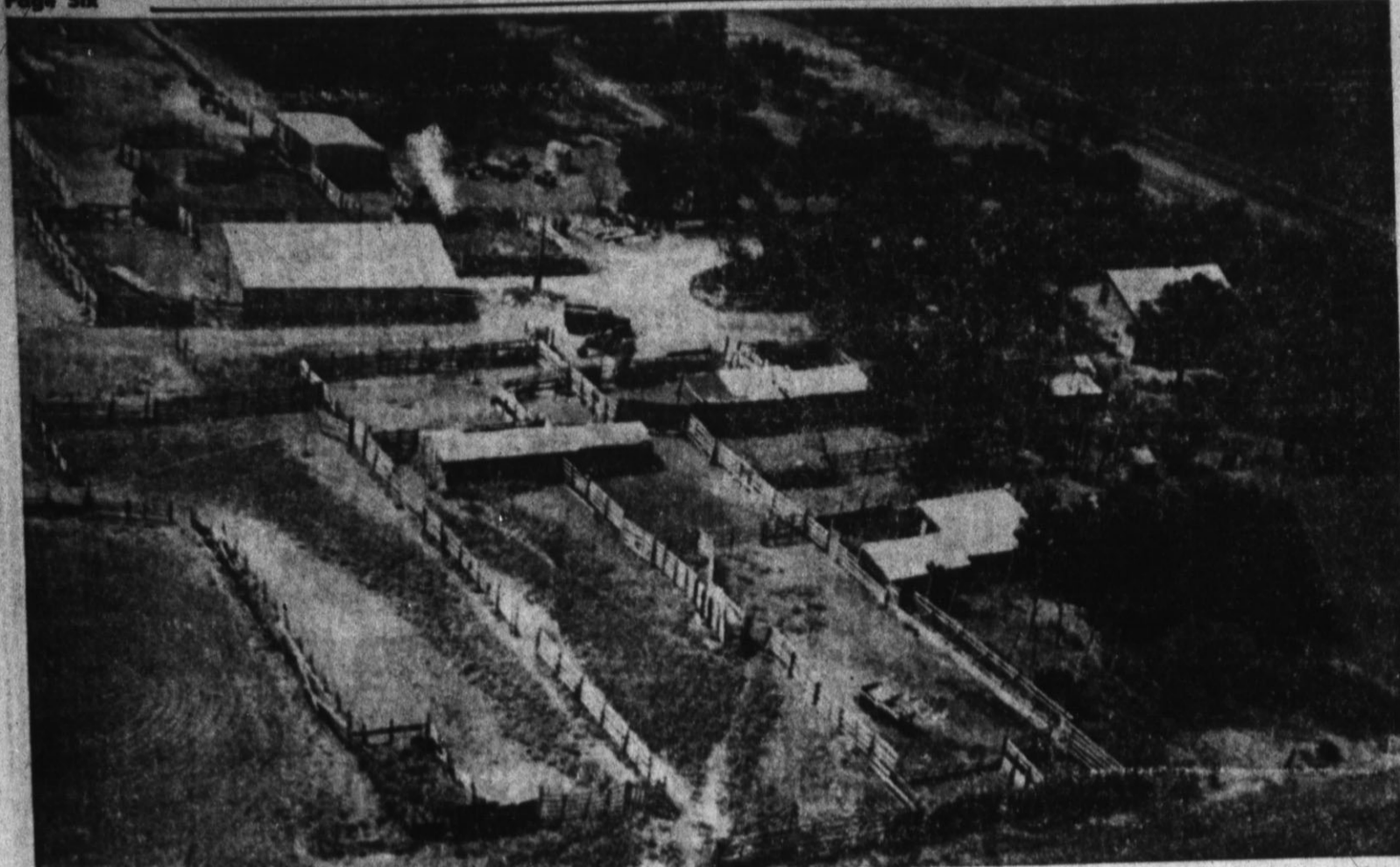
When it comes to cooking — from full course dinner to late evening snack — Let Reddy Do It! The modern electric range your appliance dealer displays — Reddy's range — is the finest range built today. Precision built — the modern electric range gives you fingertip control for accurate cooking heats — automatic time devices which make it possible for you to leave the kitchen — leave the house — while the cooking goes on — and cleanliness which keeps your kitchen as spotless as you want it.

Yes, for efficient, dependable, accurate, clean, economical cooking— Let Reddy Do It!

SEE YOUR Electric APPLIANCE DEALER!

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**PUBLIC SERVICE**  
COMPANY

27 YEARS OF GOOD CITIZENSHIP AND PUBLIC SERVICE



DEAF SMITH'S Mystery Farm for this month is shown above. The first resident of the county to identify the place—whether he lives in the city or rural area—will receive \$5 from The Brand. The second person identifying the place will get a free ticket to the Lions club wrestling matches. Last month's Deaf Smith county mystery farm was the Robert Lemon farm south of Hereford. C. R. Higgins receives the \$5 prize for the first identification, made at 8 a.m. Monday, Dec. 3. The second identification was made by Ivan Block at 8:01 a.m. December 3, just one minute later. Prizes can be picked up at The Brand office. —Brand Staff Photo.

### New Year Brings Some Changes In Postal Department Charges

The one-cent post card was not the only newcomer into the postal system with the ushering in of the new year. There have been some new limits imposed on size and weights, also. As of January 1, 1952, all parcel post mailed from Hereford (or any other first class post of-

ices) for delivery at any other first class post office within the United States is limited to 20 pounds in weight and 72 inches in combined length and girth with the exception of those mailed from other first class post offices in zones one or two. In these two zones the packages may be as much as 40 pounds in weight and not over 72 inches in combined length and girth. There is no change in present size and weight limits (70 pounds in weight and 100 inches combined length and girth) for:

1. Parcel post addressed for delivery on a rural route or star route at any post office of any class;
2. Parcel post for any second, third, or fourth class post office.
3. Parcel post addressed for delivery by an APO or FPO or any possession of the United States.

Other changes in postal regulations include: All postal cards two cents each, plus 10% handling charge in lots of 50 or more.

**Special Delivery Fees**  
All classes of mail, including air mail:  
Up to two pounds, 20c first class and 35c for other classes.  
Over two pounds, but less than 10 pounds, 35c for first class and 45c for other classes.  
Over 10 pounds, 50 cents for first class and 60 cents for other classes.

**Domestic Registered Mail Fee**  
No Indemnity ..... \$3.00  
Less than \$5.01 ..... .40  
Not more than \$25 ..... .55  
Not more than \$50 ..... .65  
Not more than \$75 ..... .75  
Not more than \$100 ..... .85

The rate scales up to \$1.75 for an indemnity of \$1,000. Fees for return receipts for domestic registered mail are: At time of mailing—7 cents. When requested subsequent to the time of mailing—15 cents. When requested at the time of mailing showing to whom, when, and the address where the article was delivered—31 cents. The new fees for domestic in-

## Need For Adult Workers Main Youth Group Need

There are approximately 45 people in Hereford who spend a combined total of about 75 hours a week working with the 250 boys and girls who are members of the Boy Scouts and Camp Fire Girls. This figure varies with the months and seasonal activities.

The 45 people include only the ones who work directly with the boys and girls as leaders. In addition to them there are committees of men and women from almost every church and club in Hereford who spend several hours a month helping plan and finance the two programs in the community.

Weekly meetings take up only a small part of the 75 hours with only about 25 hours spent in actual meetings. So for every hour spent in a meeting there are two hours spent outside the meeting planning programs keeping records, etc.

During the summer months insured mail ranges from 5 cents for a value of not more than \$5 to 35 cents for a value of not more than \$200.

No changes have been made in the fees and charges covering the following:

Restriction in delivery of registered, insured and COD mail. Notice of non-delivery of COD mail. Demurrage on COD mail. Alteration or cancellation of COD charges.

there are more and more hours spent by the adult workers as they try to make the Boy Scout and Camp Fire Girls program more interesting to the members.

Both of the organizations carry on extensive camping programs during the summer months. Camps don't "just happen", they have to be planned.

Besides the hours that are spent by the leaders planning the camps to the last detail, there are the whole days and even weeks that the adult leaders spend at the camp carrying out their plans.

During the summer months, there are extra meetings and parties in addition to the regular meetings and each one has to be planned.

Records play a big part in the Boy Scout and Camp Fire programs. Each week, several hours have to be devoted to bringing the records up to date.

Most of the groups plan programs of handicraft at various times during the year. This means extra hours have to be spent by the leader, who sometimes has to learn the handicraft so that he will be qualified to teach it to the boys and girls.

Of course, when there is a handicraft program being carried on, there has to be extra hours spent in supervision. Many extra meetings generally have to be planned in order that the projects may be finished before the boys and girls lost interest.

All this work is on a strictly volunteer basis and there are not enough adult workers to take care of the demand.

At the present time, there is one group of Cub Scouts inactive because they need a leader.

There is always a demand for more leaders because for almost every boy and girl who is in the Boy Scouts or Camp Fire Girls there is another one who can't go because there are not enough leaders.

Just recently there have been two more groups of Bluebird girls organized under the Camp Fire program and both groups have their limit of girls.

Each year there is a group of younger boys and girls who want to start in the two programs but there are not enough people who are willing to devote some of their free hours to helping the young people of Hereford in these two programs. N. G. L.

Virginia was first settled by Englishmen under the leadership of John Smith.

## Brothers Hold Get-Together

Six Roberson brothers held a get-together at the home of Mr. and Mrs. Jack Roberson New Year's Day with feasting at noon and games in the afternoon providing the day's diversion.

Those attending were Mr. and Mrs. T. W. Roberson, Mr. and Mrs. Obe Roberson, Mr. and Mrs. Jeff Roberson, Mr. and Mrs. Dock Roberson, Miles Roberson and the hosts. One brother, Clyde of California, and two sisters, Mrs. W. A. Smith of Amarillo and Miss Lou Roberson of Lubbock, were not present.

Mr. and Mrs. Bert Brown went to Iowa for Christmas.

**Frank Cogdell**  
Income Tax Service  
Office Above Brand  
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VINCENT PRICE · TIM HOLT

### HIS KIND OF WOMAN



Also DAFFY DUCK  
**STAR** SUNDAY - MONDAY - TUESDAY

THE MOST EXCITING STAR TEAM IN SCREEN HISTORY  
Robert Mitchum  
Jane Russell  
In A Fast Action Story That Has Danger As Its Keynote  
A Sultry South-of-the-Border Thriller

**ROBERT LOUIS STEVENSON'S MASTERPIECE OF TERROR!**  
**The Strange Door**  
Behind a strange door... a monstrous secret holds six lives in its evil spell!  
starring CHARLES LAUGHTON BORIS KARLOFF SALLY FORREST RICHARD STAPLEY  
Also "Florida Cowhands" Two Cartoons "Inside Cackle Corner" "Lady In Red"  
**TEXAS** SUNDAY MONDAY

**SHOP and SAVE DOLLAR DAY**

**One Group ANDOVER SUITS All Wool**  
3 Size 39-R, 1 Size 40-R, 1 Size 38-R, 2 Size 37-R, 1 Size 42-L Regular  
**\$37<sup>50</sup> - \$65<sup>00</sup> 1/2 Price**

**Genuine Field & Stream All Leather JACKETS**  
Large Sizes Only - 42 to 48  
Regular 42.50 - 47.50  
**1/2 Price**

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WE CONGRATULATE YOU ON THE OCCASION OF YOUR WEDDING ANNIVERSARY  
Anniversaries from Sunday, January 5-Wednesday, January 9

Mr. & Mrs. J. E. McCathern	Mr. & Mrs. M. P. Vaught	Mr. & Mrs. Arnold Wall	Mr. & Mrs. Leslie L. Holman	Mr. & Mrs. V. S. Watts
Mr. & Mrs. E. R. Fritz	Mr. & Mrs. N. D. Bartlett	Mr. & Mrs. E. E. Layman	Mr. & Mrs. Hoffman	Mr. & Mrs. H. C. Tucker
Mr. & Mrs. Newton B. Hood	Mr. & Mrs. Ervin H. Ward	Mr. & Ky Lawrence	Mr. & Mrs. L. C. Thomas	Mr. & Mrs. Sylvester T. Loerwald
Mr. & Mrs. B. A. West				

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The football story that's never been told before!  
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John DEREK · Donna REED  
with Sidney Blackmer · Alexander Knox  
**STAR** WEDNESDAY THURSDAY

**BLASTING THE SCREEN !!**  
Tough men and beautiful women in a town gone wild with GREED!  
EDMOND O'BRIEN · YVONNE DECARLO · BARRY FITZGERALD  
**SILVER CITY**  
RICHARD ARLEN · GLADYS GEORGE · LAURA ELLIOT  
**STAR** FRIDAY SATURDAY

FOUR GREAT STARS  
Yvonne De Carlos  
Edmond O'Brien  
Barry Fitzgerald  
Richard Arlen  
In a Thrilling Drama of the Mining Towns  
The Bad Men and the Loyal Women of the Old West