

WEATHER

Table with weather forecast for Saturday, Sunday, Monday, and Tuesday, including high and low temperatures.

The Hereford Brand

16 Pages

Published Every Thursday

Our Slogan: "More People—More Farms"

54TH YEAR—NUMBER 8

Hereford, Texas, Thursday, February 25, 1954

PRICE 5 CENTS PER COPY

County Election Officials Named By Commissioners

Twenty-six election judges were named at the Deaf Smith County Commissioner's Court meeting Monday.

Judges in that precinct: Precinct 1—Troy Moore, Bill R. Waldrop, G. W. Newsom, Ray Corneway.

Precinct 4—Claude Bogle, C. H. Hammock. Precinct 6—Donald Hicks, L. J. Straffus.

Funeral Services Held Tuesday For H.V. Stanton



H. V. STANTON

One of Hereford's most beloved and respected school teachers, Junior High School principal H. V. Stanton, died Monday at Deaf Smith County Hospital after an illness which had kept him confined for several weeks.

A teacher in Texas for more than 31 years, and in Hereford since 1940, he seems to have been both remembered and loved by every student he ever taught.

For 28 years of his teaching career he was an active football coach, and retained his love of the game to the end, though he was apparently happy watching from the stands after his acceptance of the position as principal.

Handling students during some of the most difficult of their school years, as they made the change from children into young men and young women, he won their respect with firmness, and their love with his kindness and understanding.

Born June 29, 1894, Stanton was 59 at the time of his death, and had been quite active until a brain hemorrhage caused him to be hospitalized.

Began in 1917, where he taught for 4 1/2 months. Turned down by the military service for physical reasons, he worked for an oil company during World War I, then returned to school and received his Bachelor of Arts degree from Baylor University in 1922, with a major in mathematics. In 1938, he received his master's degree from Southern Methodist University in Dallas.

Stanton taught and coached in Denton from 1922 until 1940. It was in 1929 that the Denton football team went to the state quarter-finals.

When he came to Hereford, he was assistant coach under Mac Best for one year, assistant coach under Logan Wear the next year, and was then head coach in 1942 when the team won the regional championship by defeating Phillips on penetrations, with the score tied 7-7.

In 1944, Stanton coached the Whiteface squad which was runner-up for the bi-district title, and also coached the team which took the district trophy in 1945.

Since becoming principal of Hereford Junior High School, he had done 19 hours of graduate work at North Texas State College and West Texas State College.

"He was a man who put the welfare of others ahead of his own," said Mrs. Stanton.

J. M. Thomson Buys Wallace Buick Company

Purchase of Wallace Buick Company by J. M. Thomson was announced Monday, when Mr. Thomson took over active management of the firm. No personnel changes were announced and Mr. Thomson said that the company will continue to operate in the same location, Miles and Second, under the firm name of Thomson Buick Company.

Mr. Thomson is widely known in this area, having come to Hereford in 1946. He first engaged in the irrigation pump and engine business and later went into the lumber business and did considerable contracting in this community. He and Mrs. Thomson have both been active in community affairs. They are members of the Methodist Church, and Mr. Thomson is a member of the Hereford Rotary Club.

In addition to the Buick line, the firm will feature GMC trucks, pickups and industrial engine equipment, along with complete shop and repair service.

Claim Rejected The commissioners also decided to disallow and reject the claim of Mrs. Ethel Hairgrove against the county. The claim arose out of an accident occurring at an intersection of two county roads on December 3, between an automobile driven by Hairgrove and occupied by his wife, and a pickup truck owned by Deaf Smith County and driven by R. D. Lance Jr., a county employee.

A new county road was also accepted. The road, one mile in length, begins at the southeast corner of section 23 and the northeast corner of section 24, Block K-11, and runs one mile west to the southwest corner of section 23 and the northwest corner of section 24, Block K-11. The road is about 22 miles northwest of Hereford.

Those attending the meeting included County Judge Horace L. Schless, commissioners M. T. Rutter, J. C. Morrison, J. T. Guinn and C. G. Richardson, and sixteen women representing the members of the Wyche, Westway and North West Hereford Home Demonstration Clubs who presented their quarterly reports to the Court.

Miss Loyce Avant, assistant County Home Demonstration agent was also present.



GOALS LIKE THIS, with the ball dropping neatly through the hoop time after time, put Hereford ahead Monday night in the game against Tulia, and helped them keep the lead even when reserves went in late in the game. Action on the court was almost stopped when such a basket was made, but started with renewed energy only a few seconds later. (Staff Photo)

Whitefaces Win Bi-District Title

Hereford Whitefaces brought out the basketball equivalent of DDT Monday night as they quelled the Tulia Hornets 63-52 in the West Texas State College fieldhouse at Canyon to win the bi-district title.

The team advanced to the regional tournament which will be held Friday and Saturday at Lubbock. Victory there would send the team on to Austin for the state playoff.

Beating Tulia gave the Whiteface basketballers their 25th win of the season. They have lost only two games, one to Amarillo and one to Phillips.

Lead Seesawed During the first quarter the lead seesawed, but Hereford gradually pulled to the fore in the second quarter, and stayed ahead during the remainder of the game. At one time the Whitefaces held a 20-point lead.

Throughout the game the herd put up a fine defense, and forced

Hereford will play Coleman in the first round of the regional tournament at Texas Tech gym in Lubbock Saturday morning at 11:30 o'clock. If Hereford wins in this tilt, she will then play the winner of the Levelland-Childress battle Saturday night.

the Hornets to make more than 50 percent of their shots at the basket from outside the keyhole. Hereford made 26 shots out of 75 attempts for a shooting percentage of 34.6. Tulia made 14 out of 59 for .237.

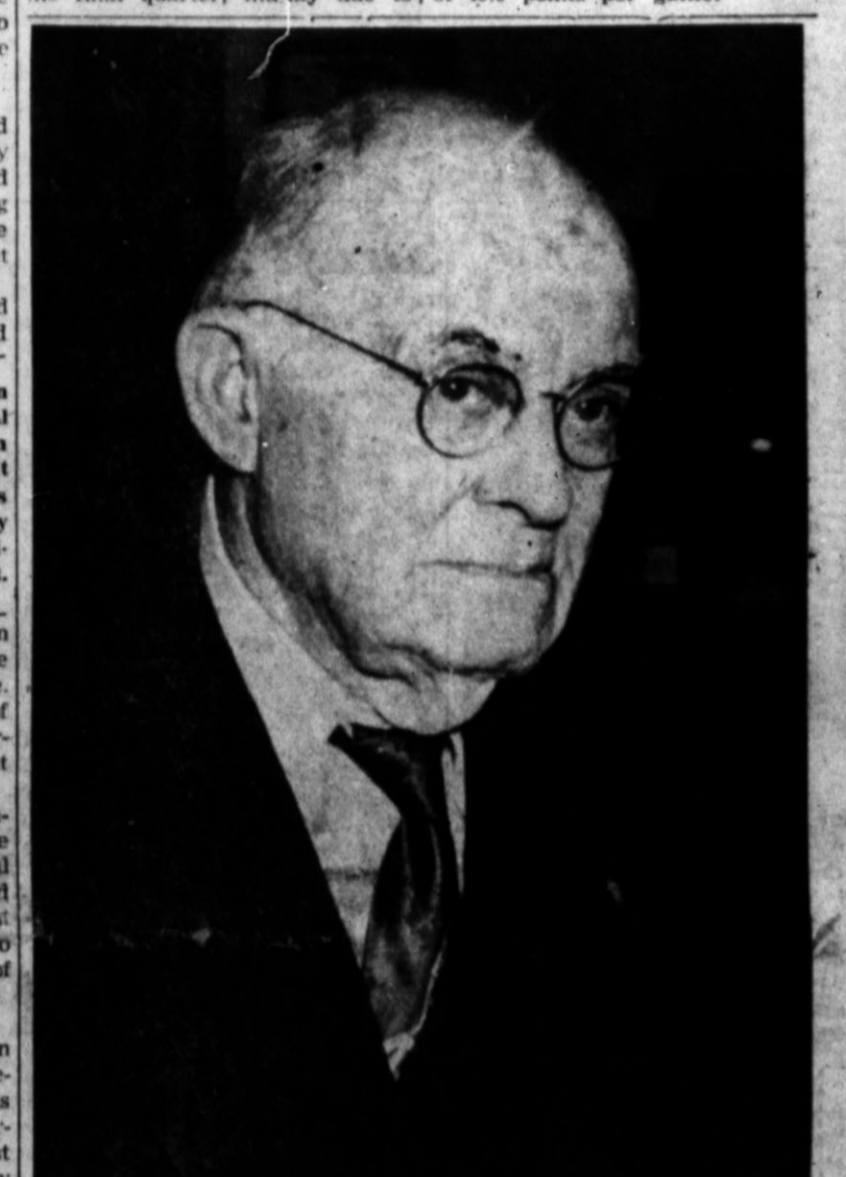
The lead changed hands continually in the initial quarter. The Hornets scored the first field goal of the game but they did not hold this lead long. The herd fought back and overtook the Hornets to gain a first quarter advantage of 17-14.

Situation Changes The situation was different in the second quarter. The Whitefaces used the full court press very successfully during this period. Hereford equalled their first quarter total but Tulia scored only 12 points. This brought the half-time score up to 34-28 in favor of

the fact that reserves played all of the later stages of the game. Final score was 63-52. Joe Streun was high scorer for Hereford with 14 points. Logan Cummings had 12 and Everett Allen had 11. Jan Tucker and Hamilton had 13 for Tulia.

Everett Allen is high scorer for the season with 363 points. Tom Woodford has 333 and Joe Streun has 331. Hereford has an offensive average of 67.7 points per game. They possess a defensive average of 49.9 points per game.

Reserves Used Hereford was outscored 18-15 in the final quarter, mainly due to

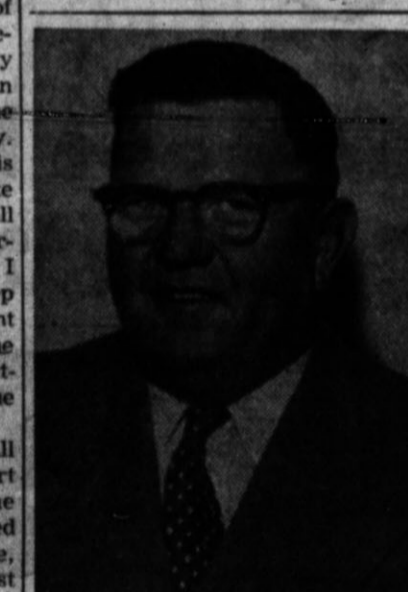


GEORGE L. MUSE DIES

Funeral Services Today For Pioneer Resident

Funeral services for George L. Muse, 80, who had made his home in Deaf Smith County since 1892, are scheduled for 2:30 o'clock this afternoon in the First Christian Church. Rev. Don Root, pastor, and Rev. Russell Wingert, pastor of the First Presbyterian Church, will officiate.

Mr. Muse died Wednesday morning



EARL PHILLIPS

Phillips To Preside At Highway Meeting

Earl Phillips, retiring president of the Texas Branch of the U. S. National Highway 60 Association, and G. E. Mullins, secretary, will be among those attending the second annual convention of the Texas and New Mexico Branch of the U. S. National Highway 60 Association in Clovis today and Friday.

Headquarters for the convention will be at the La Vista in Clovis and the first event will be a banquet at 6 o'clock tonight in the La Vista Ball Room.

Friday Session Friday morning at 9 o'clock, the first general session will be held with Earl Phillips presiding. Speakers will be C. B. Maysbark, (Continued on Page 2)

Draft Board Reclassifies 169 At February Meeting

Selective Service Board 18 reclassified 169 men at its meeting on February 16.

There are 57 reclassified in I-A; 42 in I-C; 54 in VA; nine in IV-F, six in I-D and one in III-A.

I-A classifications are: Fred R. Close, Tom M. Bonds, R. A. Cassidy, Troy L. McKillip, C. W. Seago, James M. Corbett, Donald D. Wilson, Harold W. Price, Billy L. Leasure, John O. Fields, Harold J. Morton, John A. Steelman, Elson Hemmington, Doyle Vaughn, Harold L. Jordan, Truman C. Laughery, Thomas J. Carter, William P. Kerr.

Tim J. Kelling, Jesse C. Meeks, Haskell C. Stewart, Godfrey W. Frische, Billy L. Sifford, William L. Medley, James D. Thompson, Robert E. Higgins, Jimmy A. Adams, James K. Berry, Humbert C. Garza, George W. Houlette, Raymond D. Williams, Lonie A. Denton, John T. Cronin, Francis H. Miles, Lisle T. Woodford, Tony G. Esquivel, William F. Shelton, Kit C. Sanders, Thomas W. Jasper, Loyd A. Brooks, Pat N. McCullough, Willis R. Duggan.

James M. Ketchersid, Benjamin F. McDowell, Ramon H. Ramos, Tedford C. Briggs, Buddy D. Jarman, Jerome L. Noggler, Joe P. Weatherford, Glenn E. Reeves, Andrew W. Spurgeon, David T. Spurgeon, Johnnie M. Wilson, Norris R. Busby, Clark T. Dobbs, Alvie L. Jackson and Franklin D. Jones.

Darter Services Held Wednesday

Funeral services for Bill Darter, 64, were held Wednesday afternoon in Rose Chapel with Rev. Bob Harris of the Avenue Baptist Church officiating.

Mr. Darter was born December 22, 1889. He entered Deaf Smith County Hospital in August of 1953 where he remained until the time of his death Sunday.

Survivors include: one son, Gene Darter of Victoria; one daughter, Mrs. Fred Wagner of Odessa; and one brother, Paul Darter of Tallhina, Okla.

Burial will be in West Park Cemetery under the direction of Gilliland Funeral Home.

Neighbors Prepare Farm For Planting

Strangers driving by the Marlin Pierce farm in the Westway Community on Tuesday must have thought there was a plowing contest going on, from the amount of activity which was taking place. But the activity was not a contest, but a well-organized community activity, with friends from many miles around working to disc harrow, fertilize, list and even re-list some 200 acres of ground for Pierce, who had undergone surgery twice this year, and is unable to work the land himself.

Neighbors Prepare Farm For Planting

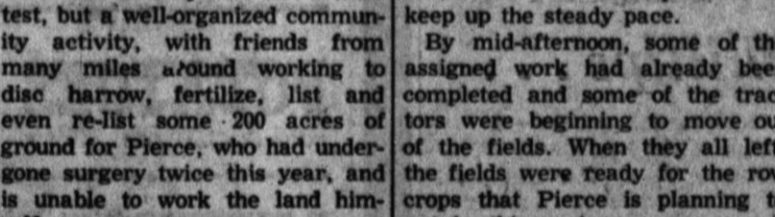
Community Spirit With a true community spirit, the men divided up the work so that some drove tractors, some un-

Neighbors Prepare Farm For Planting

loaded fertilizer, and some did other parts of the job. When lunch time came, a number of the women unpacked big lunches, and the men tucked away roast beef, vegetables and other food which would help them to keep up the steady pace. By mid-afternoon, some of the assigned work had already been completed and some of the tractors were beginning to move out of the fields. When they all left, the fields were ready for the row crops that Pierce is planning to put in this spring.

Neighbors Prepare Farm For Planting

Eighteen Tractors At one time, some 18 tractors were working on the Pierce farm. (Continued on Page 2)



THIS WAS JUST A SMALL part of the total amount of farm equipment which was used to prepare the Marlin Pierce farm Tuesday for spring planting. At one time during the day, 18 tractors were working at harrowing, list-

ing, plowing or fertilizing the 200 acres of ground which Pierce plans to put into row crops. Pierce has undergone surgery twice this year, and was unable to handle the work himself. (Staff Photo)



FOLLOWING GAMES of Flying Dutchman and Red Rover, and watching television programs, refreshments of ice cream and cake were served to the guests at Ann Braddy's seventh birthday party Saturday afternoon in the home of her parents, Mr. and Mrs. T. E. Braddy, 328 Ave. J. Those present

were from left; Sharon Tinnin, Lois Pogue, Susan Hopson, Diane Kroll, Gary Stagner, Ann Braddy, Stanley Sigman, Jerry Don McCaslin, Glenda Sue Bradford, Dale Minor, Paul Christman and Patricia Stay. (Staff Photo)



MRS. DON NOYES

**Parker-Noyes Vows Spoken In Clovis**

Mr. and Mrs. R. F. Parker announce the marriage of their daughter, Helen, to Don Noyes, son of Mr. and Mrs. B. B. Noyes. The wedding took place in Clovis, N. M., on February 6.

The bride was attired in a gray frock worn with black accessories. The bride's attendant was Miss Faye Noyes, sister of the bridegroom.

Mrs. Noyes was a senior in Hereford High School at the time of her marriage. Mr. Noyes attended Hereford Schools and spent 18 months in Army service. He is employed in Hereford.

**Draft . . .**

(Continued from Page 1)  
J. Scott, Carl J. Smith, Billy N. Jones, Jack S. Laing, Elvis D. Hargrove, Emmett M. Potter, Charles H. Sullivan, Charles D. Barnard.

**I-C**

I-C reclassifications are: Andrew J. Jesko, Morris W. Massey, Edwin R. Hart, Oral B. Gulley, Joe B. Darden, James E. Higgins, Leq C. Bellows, Leo V. Bednorz, Elmer J. Wall, Dale M. Winders, Bearleean Broyles, Billy B. Sanders, Robert M. Hamilton, Edwin D. Allred, William H. McClement, Jerome T. Birkenfeld, Larry G. Sanford, Howard W. Hill, Lewis E. Wakefield, Al E. Jennings, Harry J. Hance, Billy R. Thompson, John W. Rhodes, Roy E. Henderson, Melborn C. Jones.

Lawrence S. Owen, James H. Kaykendall, John E. Sudduth, Tommy D. Carnahan, William O. Jones Jr., Carl G. Crow, Allan W. Wassom, Bobby R. Ratliff, Kenneth J. Lowrie, Richard L. Cardinal, Raymond H. Webb, Joe M. Woolery, Henry D. Janssen, Don Hicks, Raymond H. Smith, Bill F. Meeks, Gary T. Myers.

**IV-F**

IV-F reclassifications are: Richard G. Esquivel, Lester G. Norton, Jimmy C. Dodgin, Albert E. Clark, Robert L. Busteded, Don C. McDonald, Edralo Martiz, Raymond E. Morrison, Lawrence J. Aldaco.

Six I-D reclassifications are: Al-

vin L. Williams Jr., Richard D. Pruett, Don P. Beck, Donald B. McDonald, Richard D. Dawdy, and Robert C. Kindsey.

The III-A reclassification is Steven R. Cole.

Classifications are: I-A, registrants available for military service. I-C, members of the Armed Forces of the United States, the Coast and Geodetic Survey or the Public Health Service and certain registrants separated therefrom. V-A, registrants over the age of liability for military service.

IV-F, physically or mentally unfit or morally unacceptable. I-D, qualified members of reserve component or students taking military training, including ROTC and accepted aviation cadet applicants.

**Muse . . .**

(Continued from Page 1)  
father was elected county judge. At that time the county seat was at LaPlata, and Mr. Muse helped to build the courthouse.

He married Ollie Oglesby on July 13, 1913 in Mineral Wells, and the couple came back to Deaf Smith to make their home.

Survivors include Mrs. Muse; one son, George Keller Muse, and two grandchildren.

**Read The Classifieds**

**Stanton . . .**

(Continued from Page 1)  
own at all times, and was always anxious to do the thing that was best for the school," Superintendent George Graham said.

**Active In Clubs**

For a number of years in Denton Stanton was an active member of the Kiwanis Club, and had been a member of that organization in Hereford for the last five years, and served as president of the Hereford Kiwanis Club for the first six months of 1952, but resigned because of ill health. He was also a member of the Hereford Toastmasters Club for two years, and was president of that organization during 1952.

Stanton was also an active member of the Church of Christ. Funeral services were held Tuesday afternoon at the Hereford Church of Christ with Bob Wear, minister, officiating. Burial was in West Park Cemetery.

Gilliland Funeral Home had charge of the arrangements.

Survivors include his wife, the former Lorine Henpen, whom he married in Denton in 1925; two sons, Jack and David; and three sisters—Mrs. Emily Evans, Miss Ora Stanton and Miss Ara Stanton, all of El Paso.

**Neighbors . . .**

(Continued from Page 1)  
Among those men who worked there during the day were Joe Waggoner, Elmer Combs, Leo Ohlig, Garland Cox, Kenny Thomas, Charles Owen, Elvin Wilson, R. L. Wilson, George Turrentine, G. C. Merritt, C. A. Sauley, R. A. Daniel, Short Campbell, John Rodridge, Leon Hutton, Robert Boyd, Bobby Jones, Jim Auten, James Ray Coleman, Raymond Morrison, Clarence Morrison, Ed Blakney, Jack Renfro and Paul Rudd.

Women who helped prepare and serve the lunch included Mrs. G. C. Merritt, Mrs. George Turrentine, Mrs. R. L. Wilson, Mrs. Elvin Wilson, Mrs. Charles Owen, Mrs. Jimmy Thomas, Mrs. Leo Ohlig, Mrs. Elmer Combs, Mrs. Garland Cox, Mrs. C. A. Sauley, Mrs. Ed Blakney and Mrs. Sylvia Cox.

Mrs. Pierce's sister, Mrs. Andrzejewski, of Detroit, also helped in preparing the serving the meal.

**Phillips . . .**

(Continued from Page 1)  
director of the New Mexico Tourist Bureau; Harry Harville, president of the National Highway 60 Association; and Hollis McGinnes, secretary of the U. S. National Highway 60 Association.

Friday at noon a luncheon will be held at the La Vista with Lloyd Bloodworth, manager of New Mexico's Boys Ranch, as speaker.

The second business session will be held Friday afternoon at 1:30 o'clock. Elections will be held at this time and selection of the 1955 convention city will be made.

The convention will adjourn Friday afternoon.

The population of the United States was 161,200,000 at the end of 1953.

Since World War II, France has rebuilt 5,000 bridges, destroyed in the conflict, but has 2,550 to go before all replacements are made.

The average American ate about 100 pounds more food in 1953 than he did in the late years of the '30s, but consumed no more calories.

**The Crestline Skyliner**

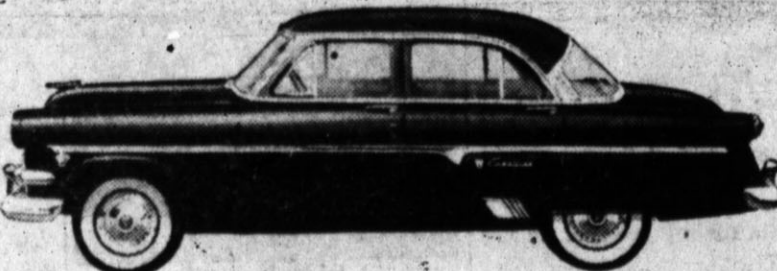
It's another Ford first in styling . . . another Ford exclusive in the low-price field. Its tinted transparent roof-panel gives an open car feeling. And, as in all 1954 Fords, you choose either the 115-h.p. I-block Six or 130-h.p. Y-block V-8.



**The 3 newest Fords in Ford's line of 28 great models**

**The Crestline Fordor**

With this new model, Ford continues to set the trend in styling for '54. You can have it as automatic as you want it with optional\* Fordomatic, Master-Guide power steering, Swift-Sure Power Brakes, Power-Lift Windows and 4-Way Power Front Seat.



**The Customline Ranch Wagon**

Like the Mainline Ranch Wagon, this two-door, six-passenger beauty converts to a cargo hauler in seconds. And on all Fords, you get new Ball-Joint Front Suspension . . . the greatest advance in chassis design in 20 years!



Test Drive the '54 Ford More than ever The Standard for The American Road! F.D.A.F.

**HEREFORD MOTOR CO.**

2nd at Sampson Buran Scott, Owner Phone 39

**WE GIVE S & H GREEN STAMPS**

**PANTRY STOCK-UP SALE!**

FRESH STRAWBERRIES IN OUR PRODUCE DEPT.

**SHORTENING** 3 lb. Ctn. **69c**

Kimbell's

**APPLE BUTTER** 28 oz. Jar **27c**

Russell

**GRAPE JUICE** Qt. **33c**

Betsy Ross

**SYRUP** 5 Lb. Bucket **43c**

Blackburn Maple

**PICKLES** Qt. **29c**

Sour or Dill, Best Maid

**Tomato Preserves** 12 oz. Jar **23c**

Monarch

**TOILET TISSUE** 2 For **23c**

White Velvet - Soft As The Clouds

**PRESERVES** 12 oz. Jar **25c**

Pure Peach, Mrs. Winston

**COFFEE** Lb. Can **\$1.01**

Maryland Club

**PRESERVES** 2 Lbs. **54c**

Pure Pineapple, Mrs. Winston

**SOUP** Can **10c**

Cream of Tomato, Heinz

**Flour** \$ **1.79**

Sunbonnet Sue 25 lb. Bag

**CHILI** Tall Can **37c**

Gebhardt's

**MASHMALLOWS** Pkg. **15c**

Sunshine

**Macaroni PRODUCTS** 2 For **35c**

O. B.

**CHERRIES R.S.P.** No. 2 Can **27c**

Kimbell's

**FROZEN FOODS**

**ORANGE JUICE** 2 For **35c**

Minute Maid 6 oz. Can

**MARGARINE** Lb **23c**

Longhorn

**COKES** Ctn. **25c**

Plus Deposit

**CATFISH** Lb. **39c**

Boneless

**GREEN BEANS** No. 303 Can 2 for **27c**

Cut, Campfire



**POTATOES** 25 Lbs. **69c**

Red McClures

**FRANKS** Lb. **39c**

Cello - E & R

**LETTUCE** 2 For **25c**

U. S. No. 1 Large Heads

**CHEESE** Lb. **49c**

Longhorn

**AVOCADOS** 2 For **29c**

Fancy

**CHUCK ROAST** Lb. **39c**

ARM ROAST

Lb. **43c**

**THOMAS FOOD STORE**

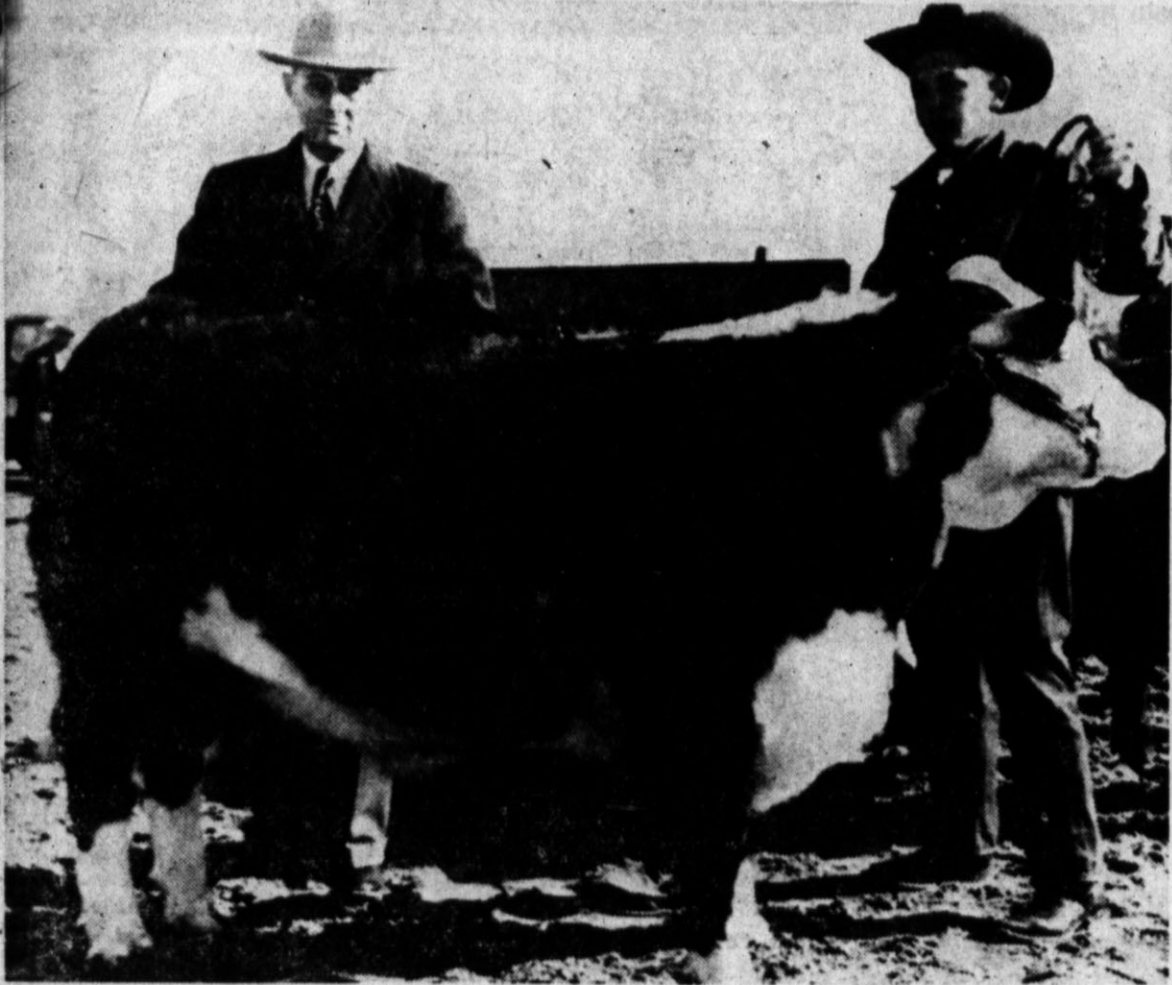
We Reserve Right To Limit Quantities - Double S & H

Green Stamps On Wednesday

We Give S & H Green Stamps 519 Park Ave. Phone 15

WE GIVE S & H GREEN STAMPS

SAVINGS GALORE AT THOMAS FOOD STORE - WE GIVE S & H GREEN STAMPS



BOB ANTHONY, Dimmitt High School student, took first place in the heavy calves division at the Junior Livestock Show with this 980-pound Hereford. Ray C. Mowery, left from the Agriculture Department at Texas

Technological College, Lubbock, was judge in the livestock show. At the auction Saturday afternoon, this steer sold for \$485.01, at 51 cents a pound. (Staff Photo)

# Phone Co-Op Schedules First Annual Meeting

First annual meeting of the West Texas Rural Telephone Co-operative will be held the afternoon of April 3 at 1:30 o'clock in the District Courtroom.

The Board of Directors appointed the following Nominating committee to select a slate of nominees for election as directors: Walter Galley, Pete L. Carmichael, Howard Ellison, John Benger, John Kalka, Posey Cunningham and F. E. Kepley. The committee met February 16 and nominated the following:

Dawn—C. L. McBroom and E. L. McGee; Westway—J. C. Morrison and Maurice Tannahill; Hub—Claud Miller and E. L. Fairchild; Frio—W. A. Springer and W. P. Axe; Farmer—Floyd Schlenker and Nelson Welch; Tharp—Vernon Estes and Robert E. Wilson; Oklahoma Lane—Harold Carpenter and Charles A. Felts.

Seven Directors  
Seven directors, one for each exchange, are to be elected. In addition to the above nominees, any fifteen or more members acting together may make other nominations by petition not less than 20 days prior to the meeting date. These petitions must be posted with the Secretary of the Board at the office of the Cooperative in Hereford. The Secretary of the Board will mail a meeting notice

together with a list of nominees to all members of the Cooperative at least 10 days before the meeting date. Additional nominations may be made from the floor of the meeting, however no one member may nominate more than one candidate.

For voting purposes, a member is defined in the by-laws as a person holding a \$50 membership. A joint membership may be held by husband and wife. In this case only one vote may be cast by the holders of the joint membership.

Order Of Business  
The order of business for the first annual meeting of the Co-operative is as follows:

Report on the number of members present in person in order to determine the existence of a quorum. Reading of the notice of the meeting and proof of the due publication of mailing thereof, or the waiver of waivers of notice of the meeting, as the case may be. Presentation and consideration of reports of officers, trustee and committees. Election of trustees. New business. Adjournment.

Sounds so high pitched that the human ear is unable to hear them can sterilize food, mix paints, kill germs, homogenize milk, clear away fog and smoke and wash clothes, says the American Hearing Aid Association.

## Showing Of Special Film Being Planned

"God Is My Landlord," a film about Perry Hayden, the Quaker miller of Tecumseh, Mich., who planted a cubic inch of wheat in 1940 that grew in six years to cover 2,666 acres of land, producing a harvest of 72,150 bushels of wheat worth \$150,000 will be shown in several Hereford churches during the coming week.

The film, taken over a six year period, is packed with human interest and graphically depicts what has been called the "greatest titling demonstration in all history." There is no admission charge and the public is cordially invited.

It is to be shown at the First Methodist Church Sunday at 5 o'clock; First Christian Church, March 4 at 7 o'clock; Avenue Baptist Church, March 5 at 7 o'clock and Wesley Methodist Church on March 7 at 7 o'clock.

## Former Hereford Boy Training At Lackland

Raymond H. Webb, son of Mrs. M. C. Causey, 424 West First, is completing his Air Force basic military training course at Lackland Air Force Base, the "Gateway to the Air Force."

Webb, a graduate of Hereford High School in 1952, entered the service in January of this year. Before enlisting, he was employed at the First National Bank in Dallas.

The island of Java has a population of 53 million in an area about the size of Alabama, much of which is mountainous with peaks rising to about 13,000 feet.

ZESTO ZESTO ZESTO ZESTO ZESTO ZESTO ZESTO



### ZESTO SEASON OPENING

The Zesto store again opens for the season on Friday Feb. 26th serving those DELICIOUS Cones, Sundae's, Malts & Shakes. For a quick snack those appetizing CONEY ISLANDS as only the folks at Zesto can make them. And for your favorite drink that extra good ROCHESTER root beer, Coke, or Dr. Pepper.

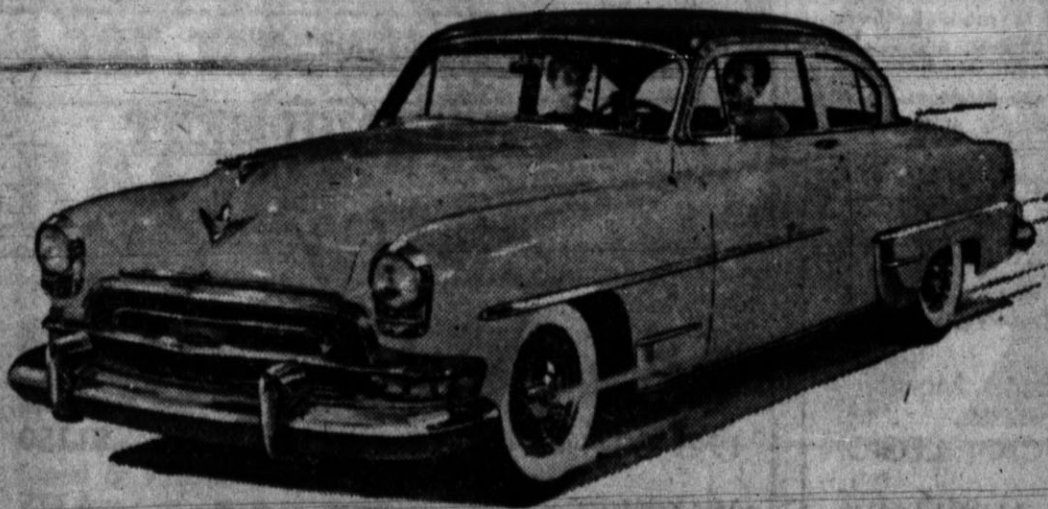
For those desiring the mellorine we will have it available at all times at this special price in addition to our delicious ZESTO at 1/2 Gal for \$1.00. We want our customers to know in spite of various opinions that ZESTO definitely is made of the very finest ingredients consisting of pure fresh BUTTERFAT dairy products.

### Everyday Special

1/2 Gal MELLORINE **79¢**

FREE CONES TO THE KIDDIES  
4 P.M. to 7 P.M. Friday, Feb. 26th

## Biggest DRIVING THRILL In town...



## New '54 CHRYSLER

with 235 h.p. and PowerFlite  
...come try it!

Drive it today! You'll know in a minute you're driving the leader! Its sensational 235 HP V-8 engine... with fully-automatic PowerFlite transmission... is the same "power team" that set the all-time endurance record at Indianapolis. 2157 miles in 24 hours, to win the Stevens Challenge Trophy in the world's toughest stock-car test! Now discover that for you, too, the power of leadership is yours in a beautiful Chrysler!

McCullough Motor Co.  
W. Highway 60 Phone 17

## Two Collisions Involve Five Automobiles

A total of about \$195 damage has been done to cars in collisions in Hereford so far this week. This was the total damage done to five cars, according to the Hereford Police Department.

Approximately \$100 damage was done to a 1951 Oldsmobile and no damage to a 1949 Buick in a backing collision in the 400 block on Main about 5 o'clock Sunday afternoon.

Joe Weldon Roberson, driving the Oldsmobile, was going south on Main when Mrs. G. H. Logan, 307 Star Street, driving the Buick, backed out from the curb. The back end of the Buick struck the right rear fender of the Oldsmobile.

Mrs. G. H. Logan was charged with driving without an operator's license and failure to grant the right-of-way.

Three Car Collision  
A three car collision occurred at the intersection of Main and Highway 60 Tuesday afternoon about 2:30 o'clock with an estimated damage of \$95 done to the cars, investigating officers said.

Homer Kelly of Texico, driving a 1945 Studebaker truck, was going east on Highway 60. Otis M. Dickey, 611 Miles Avenue, driving a 1950 Chevrolet pickup, was going south on Main Street and Gene Colbert Green, 219 Avenue I, driving a 1950 Studebaker Sedan, was going north on Main.

Dickey and Green had stopped for a red light at the intersection. When the light turned green, Kelly apparently did not notice that the signal light in his direction had turned red. Kelly ran through the light and the Studebaker truck collided with the rear fender of the Chevrolet pickup, knocking it into the Studebaker driven by Green.

About \$20 damage was done to the Studebaker truck and \$75 damage done to the Chevrolet pickup, police said. No damage was done to the Studebaker Sedan.

Kelly was charged with running through a red light and driving with improper license.

## Political Announcements

- For State Representative, 96th Legislative District: Jesse M. Osborn
- For District Clerk: Lucille Posey
- For County Judge: Horace L. Schloss
- For County Judge: Homer E. Henalee
- For Sheriff, Tax Assessor-Collector: Lowell Sharp
- For County Clerk: Ralph Smith
- For County Treasurer: Velma Hodges
- For County Attorney: J. Edward Line
- For County Commissioner, Precinct 1: M. T. (Marion) Rutter
- For County Commissioner, Precinct 2: Otto Masie
- For County Commissioner, Precinct 3: S. O. Wilson
- For County Commissioner, Precinct 4: Commissioner Precinct 3 J. T. Guhn
- For County Commissioner, Precinct 5: Bernie Northcutt
- For County Commissioner, Precinct 6: W. F. Poley

CUT YOUR SEWING COST WITH THESE GRAND FABRIC VALUES

# SEW SAVE EVENT

<p>Values to 1.29 yd. "Famous Name"</p> <h2>COTTONS</h2> <p>JUST UNPACKED a gorgeous new spring collection of famous (we can't mention the names) wrinkle-shed cottons in an outstanding array of the newest and smartest colors, patterns and combinations. All first quality. Featuring the new elastic prints.</p> <ul style="list-style-type: none"> <li>Printed Chambrays</li> <li>Flannel Chambrays</li> <li>Woven Sheers</li> <li>Woven Ginghams</li> <li>Colorful Plaids</li> <li>Plastic Prints</li> <li>Clip Figures</li> <li>Dobby Weaves</li> </ul> <p><b>57¢ Yd.</b></p>	<p>1.98 Value - Permanent Finish Embroidered</p> <h2>ORGANDY</h2> <p>Truly an outstanding value too good to miss. Extra high quality, 39 inch permanent finish organdy with delicate embroidery patterns that you only find in much higher priced ranges. You will adore the beautiful colors.</p> <p>DELICATE FLOWER AND ALL OVER PATTERNS</p> <ul style="list-style-type: none"> <li>White</li> <li>Pink</li> <li>Blue</li> <li>Mauve</li> <li>Aqua</li> <li>Orchid</li> </ul> <p>SENSATIONAL LOW PRICE</p> <p><b>\$1 Yd.</b></p>
<p>"Fruit of the Loom" FASHION PRINTS</p> <p>Nationally known famous "FRUIT OF THE LOOM" quality. The best 90 square fabric buy for your money anywhere. An unusual assortment of the newest prints or solid colors you'll find. Plan your sewing needs now - buy while stocks are complete. Washable. Fast color.</p> <ul style="list-style-type: none"> <li>Lovely Fashion Prints</li> <li>36" Wide All First Quality</li> <li>Famous for Its Heavy Uses</li> </ul> <p><b>44¢ Yd.</b></p>	<p>42 Inch . . . Famous "CHILEN"</p> <h2>BUTCHER WEAVE RAYONS</h2> <p>Hand Washable</p> <p>You'll use it for dresses for skirts, blouses, extra fine quality Butcher Weave. Crease resistant rayons in a glorious group of new spring shades in solids only. Wide width, easy to work with. Makes up beautifully.</p> <p><b>79¢ Yd.</b></p>
<p>DAN COTTONS</p> <p>RIVER New Spring colors and Patterns</p> <p><b>2 Yds \$1 for</b></p> <p>PATTERNS AS ILLUSTRATED SKETCHED FROM STOCK</p>	<p>UNBELIEVABLE SAVINGS IN THIS GRAND GROUP OF BETTER COTTONS. Choose from Printed Twilates, Sanitized Printed Broadcloths, Everglazed Taffetaized Prints, 36" Plain and Printed Seersuckers and First Quality 80 Square Percales and of less than 1¢ an inch. Complete quality compare savings. Fill your sewing needs now and be proud of them for months to come.</p> <p>36 Inch . . . "HUSA-HUSA" Tweed</p> <h2>SUITINGS</h2> <p>A new exciting Rayon and Acetate crease resistant fabric in many beautiful tweed effect colors 38 inches wide Shrink controlled Hand washable. You'll use it for skirts, dresses, jackets, etc. See this popular spring fabric at Anthony's now</p> <p><b>59¢ Yd.</b></p>
<p>38 Inch . . . "HUSA-HUSA" Tweed</p> <h2>SUITINGS</h2> <p>A new exciting Rayon and Acetate crease resistant fabric in many beautiful tweed effect colors 38 inches wide Shrink controlled Hand washable. You'll use it for skirts, dresses, jackets, etc. See this popular spring fabric at Anthony's now</p> <p><b>59¢ Yd.</b></p>	<p>Seething New Solid Color</p> <h2>PERMA-WAVE COTTONS</h2> <p>Ideal for Square Skirts and Dresses. Lovely selection of the most popular solid colors. Fast color. Washable. REQUIRES NO IRONING. 36 inches wide. Easy to work with. makes up beautifully. See these now</p> <p><b>59¢ Yd.</b></p>

SIMPLICITY PATTERNS

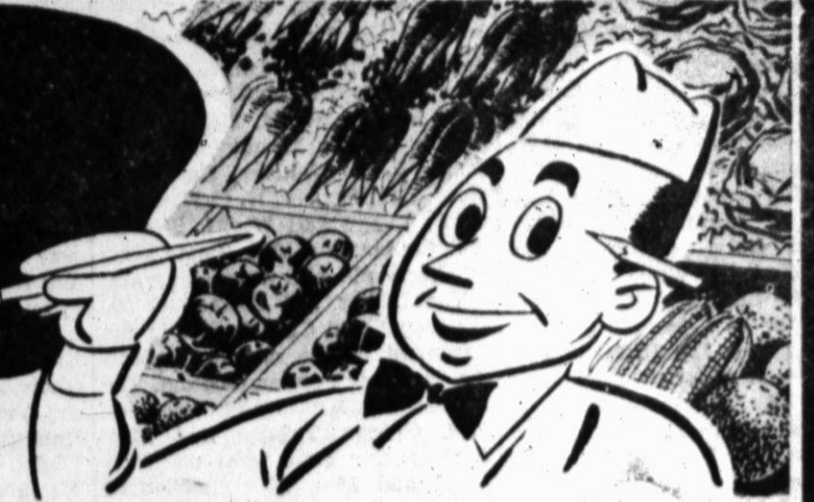


SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

# ALL THE FOLKS AT PIGGLY WIGGLY

## SAY . . .

# Thanks



"Thanks" from all the folks at Piggly Wiggly for the wonderful turn-out during our Big Anniversary Sale. We had a swell time and we're sure you did too. And just to show our appreciation we have arranged this giant Special-Spree for this week-end. Come on in. . . YOUR Favorite Brands may be on special.

**Dedicated To  
Piggly Wiggly Store**

Visit Piggly Wiggly Store  
Folks say it is the best.

You can see so many bargains  
You just have to stop and rest.

Most folks trade there,  
I'm sure you are on the square.

You always treat them right  
No difference who you are.

Their groceries are the freshest,  
They are the best in town.

They are the one big store,  
That helps to make the world go around.

Gaylord Newell is the manager,  
He wants to be your friend.

Once you trade at Piggly Wiggly,  
You sure trade there again.

This poem was composed by Mrs. John  
Higgins, a blind lady of Hereford, Texas,  
109 Kibby Street.

**VELVEETA** Kraft's Cheese food 2 lb. box **79<sup>c</sup>**

**CIGARETTES** All Popular Brands CTN. King Size Ctn. 2.09 **\$1<sup>99</sup>**

**COFFEE** Maryland Club lb. can **\$1<sup>01</sup>** **POP CORN** Georgeie - Porgie, Guaranteed to Pop Can **10<sup>c</sup>**

**FLOUR** Pillsbury's Best 10 lb. bag **89<sup>c</sup>**

**EGGS**  
FRESH COUNTRY LARGE SIZE GUARANTEED DOZ. **39<sup>c</sup>**

**BAKE - RITE**  
You Can't Bake Wrong With Bake-Rite  
3 Lb. Can **75<sup>c</sup>**

**GRAPE JUICE** Tea Garden Pure Concord 46 oz. can **49<sup>c</sup>**

**INSTANT ROYAL PUDDING** 2 Boxes for **17<sup>c</sup>**  
Coconut Cream, Butterscotch, Chocolate & Vanilla

**TAMALES** Derby, Large Jars 2 for **45<sup>c</sup>**  
Heat 'Em and Eat 'Em

**Chili & Spaghetti** Libby's lb. can **25<sup>c</sup>**  
With Meat, Beans & Sauce

**BLEACH** Hilex qt. **15<sup>c</sup>**

**STA - WAX** Furniture Polish \$1.00 Size **79<sup>c</sup>**

**Floor Cleaner** Bruce qt. **69<sup>c</sup>**

**Cleaning Wax** Bruce, Cleans as it Waxes qt. **79<sup>c</sup>**

**DIAMOND BRAND TURNIP & MUSTARD GREENS**  
No. 1 Cans  
**4 for 25<sup>c</sup>**  
No. 2 Cans  
**3 for 25<sup>c</sup>**

**SPAGHETTI & MEAT BALLS** Walker's Ausiox With Tomato Sauce No. 300 Can **2 for 49<sup>c</sup>**

**BACON** Swift's Oriole Sliced lb. **69<sup>c</sup>**  
**SAUSAGE** Swift's Brookfield Links lb.

**GROUND BEEF** Lean & Fresh 3 lb. **\$1<sup>00</sup>**

**HAMS** Center Slices or Chunk lb. **97<sup>c</sup>**

**HAMS** Butt End Armour Star lb. **65<sup>c</sup>**

**HAMS** Shank End Armour's Star lb. **59<sup>c</sup>**

**LIMA BEANS** CAMPFIRE No. 300 can **10<sup>c</sup>**

**APPLES** Delicious, Extra Fancy Red lb. **19<sup>c</sup>**

**ORANGES** Florida Sweet Juicy 2 lb. **19<sup>c</sup>**

**LETTUCE** Calif., Large Green Heads ea. **19<sup>c</sup>**

**SQUASH** Florida, St. Neck Yellow lb. **19<sup>c</sup>**

**GREEN ONIONS** South Texas, Garden Fresh 3 Bunches **19<sup>c</sup>**



SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

SAVE WHILE YOU SPEND WITH S&H GREEN STAMPS

4 - H Club Beef Will Be Cut and on Sale At Our Meat Counter Saturday Morning at Regular Every Day Prices

# Friona News

**By Mrs. E. R. Day**

Mrs. Muri Shirley of Friona has gone to San Jose, Calif., to visit her son, Carl Shirley, and family. Cass Perkins and C. E. Guinn, who are employed at the John Deer Implement Company, were in Amarillo last week where they attended a mechanics' school.

Dr. and Mrs. Thomas Smith and family spent the weekend in Paducah. The Smiths lived there before coming to Friona.

Mr. and Mrs. Bill Pruitt of Friona received a letter from their son, S-N W. L. Pruitt, stating he was leaving Pearl Harbor February 2 for the Far East. He is serving on a Navy destroyer.

Mr. and Mrs. Jim Brown and family of Corona, N. M., arrived in Friona Sunday to visit with her sister and family, Mr. and Mrs. Bill Pruitt.

Mr. and Mrs. Herbert Day and daughters visited with his mother, Mrs. Lucille Day, in Amarillo Sunday.

Mr. and Mrs. Scott Day of Clovis, N. M., were visitors in Friona Sunday.

Mr. and Mrs. Hayden Caison and son were visitors in Del Rio, N. M., over the weekend.

Mr. and Mrs. Jimmy Black and daughter of Houston were here last week to attend the funeral of her father, Toby Elmore. Mrs. Black will be remembered by her many friends as Camille Elmore.

**Dogs Being Vaccinated**

Stray dogs in Friona are very few now since the rabies scare in other towns. As far as it is known there has been no case in Friona. All the pets are being vaccinated at the hospital.

Mr. and Mrs. Glenn Sparkman and children returned Saturday from Lawton, Okla., where they went last Tuesday to visit with her parents. They started home Friday but got caught in the dust storm and had to return to Lawton and stay until Saturday.

Mrs. Mickey, mother of Mrs. Pearl McLean, has been ill for the past week.

Mr. and Mrs. Win Holcomb, Mr. and Mrs. Truitt Johnson, and Mr. and Mrs. Cotton Houser returned last week from a fishing trip to New Orleans. They reported a good catch.

Mrs. Nona Welch received word that her son, Louie Welch, had been in Abilene attending the annual lectureship of the Abilene Christian College. He was elected to the board for another year.

M. B. McKinney, pastor of the Sixth Street Church of Christ, is attending the annual lectureship of the Abilene Christian College.

Mrs. Lucy Welch, who has been in the hospital in Hereford for the past 10 days, returned home Tuesday.

Mr. and Mrs. Burtram Jack are the parents of a son born in the Parmer County Hospital February 17. He has been named Kent. The young man weighed 7 pounds, 3 ounces. The Jacks have three other children—two daughters and one son.

Mr. and Mrs. Clarence Martin and children left Monday for Lamar, Colo., to attend to business and visit his brother, Junior Martin, and the Bill Baxters.

**Visitors From Oklahoma**

Mrs. John Lynn and son of Sulphur, Okla., is here visiting her parents, Mr. and Mrs. O. F. Lange.

Mr. and Mrs. Charles Edwards and children of Happy visited with Mr. and Mrs. Lloyd Rector and sons Sunday.

Mr. and Mrs. Charlie Baxter and sons of Clovis, N. M., visited Monday in Friona with their parents, Mr. and Mrs. J. W. Baxter and F. S. Truitt.

Mr. and Mrs. Arlin Dilger and children of Vega, visited his parents, Mr. and Mrs. L. R. Dilger.

Mr. and Mrs. E. B. Brannon visited Monday with their daughter and family, Mr. and Mrs. Johnny-Hands.

Mrs. Clarence Martin and children visited Sunday with her mother, Mrs. C. D. Carter.

Mr. and Mrs. Ray Hurst and family of Midland spent the weekend with her parents, Mr. and Mrs.

**TROOP 5**

Girl Scout Troop 5 met Monday afternoon at the Friona Club. They worked sewing their badges on their badge sashes. The hostess, Faye Scales, served candy. There were 10 present and two leaders, Mrs. Kenneth O'Brian and Mrs. Ralph Wilson.

**Hurt In Accident**

Dr. Rex Johnson, while on his way to Friona to get his wife, and small son Mark, was involved in an accident at the edge of Lubbock. Dr. Johnston was taken to the Lubbock Memorial Hospital where it was found he was suffering from a mild concussion and a fractured left knee.

Mrs. Johnson and Mrs. Nelson Welch went to Lubbock Monday and brought Dr. Johnson to Friona to the home of Mrs. Johnson's mother, Mrs. R. N. Welch.

Mrs. Johnson has been here for the past two weeks. They will remain in Friona this week.

Most people respond quicker to sounds than sights, averaging 51 hundredths of a second to respond to sound and 20 hundredths of a second to respond to lights, experiments indicate.

In 16th Century Germany, the length of the rod was established by combining the lengths of the left feet of 16 men picked at random as they left church on Sunday morning.

Cancer causes about 224,000 deaths a year in the United States.

Skating has been a means of travel in Norway for centuries, but developed into a sport in the 19th Century.

**Hospital Notes**

**Patients in the Hospital**

Harry Dinges, E. F. Byrd, George Mosely, Mrs. George Woods, Delia C. Alcala, Mrs. Mark Matthews, Mrs. J. W. Mond, Mrs. Nolan Grady, Mrs. G. A. F. Parker, Nellie Jones, Johnnie Wear, Mrs. Viola Drake, Mrs. Lola Blankenship, L. H. Casey, Floyd Walton, Mrs. H. W. Baize, Mrs. Venita Wear, Louis Gunn, Mrs. Virgil Ritchie Jr., Nicholas Solozar Jr., Betty Sue Roberts, Mrs. H. F. Hume, Mrs. I. H. Willoughby.

**Patients Dismissed**

Mrs. Mary Albracht, 2-23; Mrs. R. L. Miller, 2-23; R. E. Battles, 2-23; Mrs. F. M. Welch, 2-23; Mrs. John McCutchen, 2-22; Mrs. Bisen-

eta Galan, 2-22; Archie Scott, 2-23; Mrs. H. L. Shields, 2-23; Elmor Rhody, 2-21; Mrs. Gladys Carroll, 2-22; Radney McAnally, 2-20; Adolina Davila, 2-20; Lila Hernandez, 2-20; Mrs. L. E. Hubbard, 2-20; Mrs. Oleta Molloy, 2-21; R. T. Bingham, 2-22; Mrs. J. R. Daniels, 2-20; Mrs. Jim Monroe, 2-20; Mrs. Reedie Moore, 2-21; Mrs. Joe Landers, 2-22.

**Births**

Sons to Mr. and Mrs. H. L. Shields, 2-20; Mr. and Mrs. Julio Galan, 2-21. Daughters to Mr. and Mrs. H. W. Baize, 2-20; Mr. and Mrs. Nolan Grady, 2-23; Mr. and Mrs. Mark Matthews, 2-23.

Process cheese has the advantage of melting without becoming stringy. It will give a smooth texture when used in casserole dishes and sauces.

**Profit From The Brand Classified Columns**

**Let's Go To The Movies**

**TOWER DRIVE-IN**

SUNDAY MONDAY

**BONZO goes to College**

NEW Hilarious Monkeyshines!

Maureen O'SULLIVAN • Edmund GWEENE • Charles DRAKE • BONZO

Your Magic Carpet of Relaxation

**HIGHEST QUALITY LOWER PRICES**

**HUNTER'S FOOD STORE**

219 Sampson St. Phone 143

Free Delivery We Reserve Right to Limit Quantities

White Swan - Black PEPPER 1 1/2 oz. 22c	200 Sheet KLEENEX Pkg. 13c	White Swan POP CORN 10 oz. 17c
<b>Honey Boy SALMON 35c</b> Tall 16 oz Can		
Ideal DOG FOOD 14c	Libbys CATSUP 14 oz 17c	Reynolds-Foil - 25 ft. Roll Aluminum 27c
White Swan - Fancy PEAS Luncheon No. 303 Can 21c	Wapco - Whole - Small BEETS No. 303 Can 13c	Wapco - No. 303 Can Beans & Potatoes 17c
White Swan - No. 303 Can Turnip Greens 11c	<b>Biscuits 3 for 29c</b>	
<b>ORANGE JUICE 29c</b> 46 oz Can		
White-Swan - Instant COFFEE 2 oz 55c	Armours-No Beans CHILI 16 oz Can 33c	Kimbells-Salad OLIVES 10 oz Jar 39c
ARMOUR'S SHORTENING <b>Vegetole 69c</b> 3 LB. CARTON		
TIDE Giant Size 67c	Concho-Dill PICKLES Qt. 28c	Gold Coast - Spiced PEACHES 2 1/2 Can 29c
<b>CORN 25c</b> 2 No. 303 Cans		
<b>Bacon 67c</b> Sliced Tray Pak lb.		
<b>Beef Roast 43c</b> lb. Choice Grade - Best Cuts Shoulder		
<b>BEEF 33c</b> lb. Choice Grade - Short - Ribs - of		
<b>STEAK 49c</b> lb. Choice Grade -		

**The Hereford Brand**

Published Every Thursday at 336 Main St. Hereford, Deaf Smith County, Texas — Phone 30

Our Slogan: "More People—More Farms"



**JAMES M. GILLENTINE** Publisher

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Any erroneous reflection upon the character, standing or reputation of any person, firm or corporation, which may appear in the columns of this paper, will be gladly corrected upon due notice of same being given to the editor personally at the office.

# New Baptist Church Formed From Chapel

Sunday afternoon the East Side Baptist Chapel, a mission from the First Baptist Church, cut loose from the parent organization and launched itself as the Temple Baptist Church.

Started as a mission on March 23, 1953, the chapel was slightly less than 11 months old when decision was made to become a self-supporting church. At the ceremonies Sunday afternoon there were 79 charter members on the rolls, and three other persons joined the new church before the day was over.

Rev. Russell Fogue, who has been acting as pastor for the chap-

el, was called as pastor by the new congregation.

Rev. Howard Scott was moderator for the meeting.

### On Program

Among those who took part on the program were Rev. Franklin Swanner, District 9 missionary; Jack Kirksey, chairman of the mission committee; R. A. Daniel Jr., chairman of the nominating committee; Rev. Bob Harris, pastor of the Avenue Baptist Church; Rev. George Ray, pastor of the First Baptist Church at Dimmitt; and Rev. D. W. Ward, pastor of the Frio Baptist Church.

Officers for the Temple Baptist Church include Mrs. Sam Long, pianist, and Jean Glass, assistant pianist; Brice Glass, chorister, and Karl Hutcherson, assistant chorister; Leo Box, treasurer; and Mrs. Fred Wolfington, clerk.

Sunday School officers are: M. R. Latham, superintendent; R. A. Daniel, secretary; Mrs. Jim Combs, nursery I; Mrs. J. F. Martin, nursery II; Mrs. Bill Yarbro and Mrs. H. L. Meacham, primary; Fred Wolfington, junior boys; Mrs. Brice Glass, junior girls; Fred Wolfington, intermediate boys; Mrs. Leo Box, intermediate girls; C. E. Sparks, adult men; Mrs. Russell Fogue, adult women.

Training Union officers are: C. E. Sparks, director; Charlie Callaway, secretary; Mrs. Charlie Callaway, nursery; Mrs. M. A. Bettis, beginners; Mr. and Mrs. H. L.

Meacham and Donna Caylor, primary; Mrs. Brice Glass, junior; and Mrs. Fred Wolfington, intermediate.

M. R. Latham was elected Brotherhood president.

Copper often is found in nature in a pure state, having all the characteristics of the smelted metal.

Nearly 30 million Americans have migraine headaches. An attack can last for less than an hour to days or even weeks. The illness can occur two or three times a week — or only once in a lifetime.

### Mrs. Dee Lowry Leads Wesleyan Guild Program

"Who Are The Guilty?" was presented by Mrs. Dee Lowry, program chairman, assisted by Mrs. A. W. Goforth and Mrs. Birdene Huff, at the Wesleyan Service Guild meeting Monday afternoon in the home of Mrs. Byron Durham.

The program was to set forth the opportunity for Christians both as individuals and as groups to help prison inmates to be able upon release from prison to lead useful lives and to be accepted members of society.

The devotional was given by Mrs. Byron Durham to the following guests and members: Mesdames M. E. Risk, S. M. Dunham, E. E. Doak, Dyalithia Bradley, A. W. Goforth, Birdene Huff, J. J. Durham, Dee Lowry, Byron Durham, Caudia Ola Brown and Misses Mattie Mae Swisher, Erma Walker, Mona McMaster and Velma Cook.

Of the over 700 newspapers in Texas, 122 publish under the name of The News. Next in popularity is the name, The Herald, of which there are 45. There are 30 Times and 23 Enterprises.

Austin's newspaper, The American-Statesman, is believed to be the second oldest daily in Texas.

In 1860 a German named Voelter perfected a system whereby wood pulp was substituted for rags, and the problem of cheaper and more newsprint was solved.

Juan S. Hart, publisher of The El Paso Times, was elected president of the Texas Press Association at a convention in Houston. After the meeting, the members toured Galveston and went on special train to visit Fort Worth.

Paper cutters were unknown in the early days of Texas newspapering. Editors placed the pages

along a straight edge somewhere and cut the paper with a pocket knife or a half moon knife such as saddlers used.

R. M. Johnston, of The Houston Post, was elected president of the Texas Press Association in 1889 at a convention in El Paso. After went on an excursion to Mexico City.

J. P. Bridges, founder of The Luling Signal and father of the present publisher, Hal Bridges, was elected Texas Press Association president in 1888 at a convention held in Dallas. The Signal was established in 1878.

One of the first addresses made

before a Texas Press Association convention was in advocacy of better educational facilities for the state. It was delivered by Tr. J. Girardeau of The Houston Post sometime in the early 1880's.

Frank Selye, basketball star at Furman University, is president of his senior class.

**Ellie's** A super supper treat!  
**CORN BEEF HASH**

**Financial Industrial Fund, Inc.**  
Announces  
**73rd Consecutive Quarterly Dividend**  
A quarterly dividend of 3 cents per share from net investment income will be paid on March 15, 1954, to Financial Industrial Fund Shareholders of record February 26, 1954.  
Harold A. Close  
District Manager  
Box 552  
Hereford, Texas

**Everybody loves Good Food--** Particularly when you can get it for Less!

**FOOD CLUB FLOUR** 2 Lb. Sack 19c, 25 Lb. Sack \$1.65

**FURR'S LOW-LOW PRICES on NATIONALLY advertised CANNED FOODS TENDER MEATS... FRESHER FRUITS and VEGETABLES LIGHT HARDWARE and SUNDRIES IS THE TALK OF**

Valuable **CAN & C THRIFT STAMPS** WITH 10¢ PURCHASE OR OVER

Popular Brand Cigarettes Reg Size Ctn. \$1.99

**Armour's Star Sugar Cured Tenderized HAMS**

Shank Half lb. 49¢  
Butt Half lb. 55¢

U. S. Good Mature Beef **Steak** lb. 45¢

Wilson's Corn King Sliced **Bacon** lb. 59¢

Imperial Pure Cane **Sugar** 10 Lb. Bag 95¢

Food Club **MILK** 3 Tall Cans 37¢

**Maryland Club**

COFFEE ALL GRINDS \$1.01 LB.

Direct From Tyler, Texas The Rose Garden of the World

**ROSE BUSHES** 65c each or 3 for \$1.89, 6 for 3.69

Washington State Winesap **APPLES** LB. 10¢

Calif. Fresh Pascal Celery **HEARTS** PKG. 19¢

Spanish Sweet Yellow **ONIONS** 3 LBS. 10¢

Fresh Crisp Calif. **CARROTS** 2 Bunches 15¢

U. S. No. 1 Colorado Red **Potatoes** 10 LB. BAG 35¢

Mayfield Cream Style **CORN** No. 303 Can 10¢

Bee Brand - Early June **Peas** 3 No. 303 Cans 25¢

Kraft Cheese-Food **VELVEETA** 2 Lb. Loaf 78¢

Shortening **SPRY** 3 Lb. Can 85¢

Soap - 2 Reg. Bars **CAMAY** 15¢  
Soap - 3 Bath Bars **CAMAY** 27¢  
Soap **LAVA** 2-Reg. Bars 23¢  
Soap **LAVA** 2-Lge. Bars 31¢  
Soap **DUZ** Lge. Box 29¢  
Soap **DUZ** Giant Box 69¢  
Cleaner **Spic & Span** Pkg. 25¢  
Laundry Soap **P & G** 6 Giant Bars 49¢

Soap **TIDE** Giant Box 69¢  
Soap **IVORY** 3 Med. Bars 25¢  
Soap **IVORY** 2 large bars 25¢  
Personal **IVORY** 4 Reg. Bars 27¢  
Soap - Lge. Box **IVORY SNOW** 29¢  
Soap - Lge. Box **IVORY FLAKES** 29¢  
Kirk's Hardwater **CASTILE** 3 Bars 27¢

**FOOD CLUB FROZEN FOODS**

Food Club **CUT GREEN BEANS** 10-oz. Pkg. 24¢  
Hamshire **BROCCOLI SPEARS** 10-oz. Pkg. 17¢

Food Club **BABY LIMA BEANS** 10-oz. Pkg. 23¢  
Stillwell's **STRAWBERRIES** 2 10-oz. Pkgs. 49¢

Food Club **ORANGE JUICE** 2 6-oz. Cans 29¢

**FURR'S HOURS FRESHER PASTRIES**  
Made from a whole egg batter filled with sliced apples  
Apple Slice  
**CAKE LAYERS** 2 7-in. Layers 53¢  
Filled with Brown Sugar and Pecan Paste  
**Bee Hive Coffee Cake** Each 39¢  
Filled with Pure Apricot Preserves  
**APRICOT DANISH ROLLS** Pkg. 27¢  
Filled with Dates and Pecans. The Cookie that made your T.V. Show complete  
**DATE COOKIE BARS** 2 Doz. Pkg. 43¢

Maxwell House - Instant **Coffee** 6 oz. Can \$1.59

**FURR FOOD STORES, Inc.**

Cinch-White-Gold-Spice <b>CAKE MIXES</b> 17 oz. Pkg. 39¢	Cereal - Oatmeal - Barley Rice <b>Gerber's Baby Food</b> 2 8-oz. Boxes 29¢	Real Gold <b>LEMON JUICE</b> 4 oz. Can 11¢	Sunshine Crackers <b>CHEEZ-IT</b> Small Box 10¢	Sunshine Crackers <b>HI-HO</b> 1 Lb. Box 35¢	Dog Food - Archer's <b>99 Horsemeal</b> Tall Can 17¢
American Beauty <b>MACARONI</b> 1 Lb. Pk. 23¢	American Beauty <b>SPAGHETTI</b> 1 Lb. Pk. 23¢	Niblet Brand - Whole Grain <b>GOLDEN CORN</b> 2 12-oz. Cans 35¢	Niblet Brand <b>MEXICORN</b> 2 12-oz. Cans 39¢	Green Giant <b>PEAS</b> No. 303 Can 22¢	Soap <b>TIDE</b> Lge. Box 29¢
Chicken of the Sea - Light Meat Chunk Style <b>TUNA</b> Can 33¢	Chicken of the Sea - White Meat Chunk Style <b>TUNA</b> Can 37¢	Reynolds Wrap - Heavy Duty <b>ALUMINUM FOIL</b> 12 x 25 25¢ Reynolds Wrap - Heavy Duty <b>ALUMINUM FOIL</b> 18 x 25 49¢	Soap <b>CHEER</b> Lge. Box 29¢ Soap <b>CHEER</b> Giant Box 69¢	Liquid Suds <b>JOY</b> Reg. Bot. 31¢ Liquid Suds <b>JOY</b> Giant Bot. 74¢	Soap <b>OXYDOL</b> Lge. Box 29¢ Soap <b>OXYDOL</b> Giant Box 69¢

You'll Sing When You See this SEERSUCKER GINGHAM that needs NO Ironing!

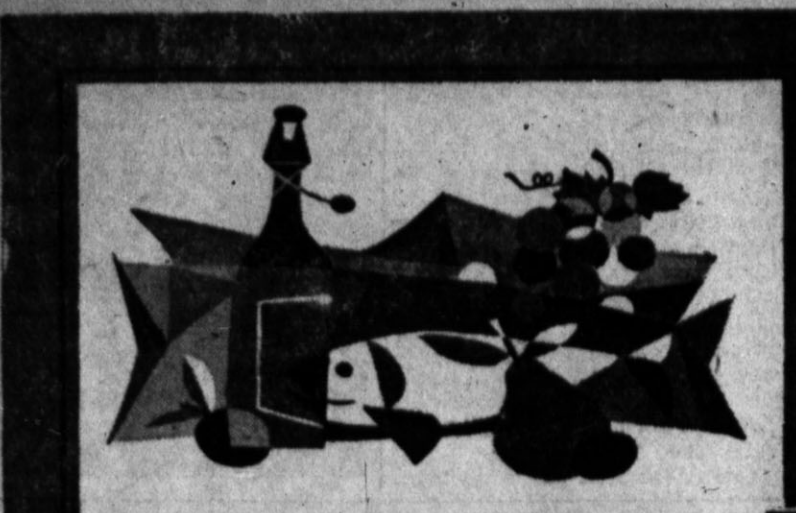
**\$5.90**

By **Kay Whitney** OF HUNTINGTON

It needs NO Ironing... this woven seersucker gingham with its original diagonal plaid pattern design... it has a three-quarter button panelled front with tailored collar... slash pocket... set-in sleeve... flange shoulder... small, slimming, self-belt at waist... You'll love these features in this popular dress...

Colors: Red, Gold and Blue.  
Sizex 12 to 20, 14½ to 24½  
See Our Wonderful Selection of New Kay Whitney, Reg. or Half Sizes

**HARMAN'S**  
We Give S & H Green Stamps



Stillwell Frozen  
**Strawberries**  
 5 10 oz. pkg. \$1

Kraft's  
**Miracle WHIP** Pint Jar **29<sup>c</sup>**

Shurfine - Red  
**MARASCHINO CHERRIES**  
 8 oz Jar **29<sup>c</sup>**



# Gallery of Spring Food Values

THE ART OF FINE COOKING begins with quality foods and convenient variety... Just what you'll find in our exhibit of tempting Spring Foods, now at in-season low prices... Picture, too, savings in shopping time with our easy food arrangements and extra-fast check-out service.



TRY THIS  
**Tuna Cheese Loaf**  
 (Makes 6 servings)  
 BY *Mary Blake*

Home Service Director, Carnation Company

1 package (3 oz.) lemon-flavored gelatin dessert	2 cups cottage cheese
1/2 cup boiling water	1 teaspoon salt
1/4 cup lemon juice	1 teaspoon prepared mustard
1 cup undiluted Carnation Evaporated Milk	1 cup (7 oz. can) tuna
1 cup water	1/2 cup chopped celery
	1/4 cup chopped pimiento

Dissolve gelatin in boiling water. Chill until thickened (about 20 minutes). Add remaining ingredients. Spoon into quart mold. Chill until firm (about 2 hours). Unmold by dipping in hot water for a few seconds, and serve on platter lined with salad greens. Garnish with ripe and green olives, radish roses, and carrot curls.

**Free!** MY LATEST RECIPE BOOKLET. Send for your free copy to Mary Blake, Dept. GS-153, Carnation Company, Los Angeles 36.

Central American - Golden Ripe Fruit  
**BANANAS** 2 lb. **25<sup>c</sup>**

Washington State - Red - Crisp - Fancy  
**Delicious Apples** lb. **17<sup>c</sup>**

California Cello Package  
**Celery Hearts** pkg. **21<sup>c</sup>**

Florida Straight Neck Yellow  
**SQUASH** lb. **17<sup>c</sup>**

Fresh Sliced All Meat  
**BOLOGNA** Cello Wrapped Packages lb. **29<sup>c</sup>**

Tasty - Full Of Flavor - Delicious With Sauerkraut  
**Frankfurters** lb. **29<sup>c</sup>**

Swift's Premium  
**HAM SALE** Famous Swift Premium Quality Hams

Whole Hams	Butt Half lb.	Half Hams	Shank Half lb.
lb. <b>59<sup>c</sup></b>	<b>69<sup>c</sup></b>	<b>55<sup>c</sup></b>	<b>55<sup>c</sup></b>

Weaver 25 Ft. Rolls  
**ALUMINUM FOIL** 4 Rolls **\$1**

Maryland Club  
**COFFEE** lb. Can **\$1.01**

**IDEAL DOG FOOD** 3 Cans **39<sup>c</sup>**

**SAVE 35<sup>c</sup>**  
 \$1.14 Value

**Prell** SPECIAL PRICE  
 2 for 79<sup>c</sup>

**SPRING CLEANING**

<b>OXYDOL</b>	Large Box	<b>29<sup>c</sup></b>
<b>CHEER</b>	Giant Box	<b>69<sup>c</sup></b>
<b>JOY</b>	Giant Bottle	<b>69<sup>c</sup></b>
	Large Bottle	<b>29<sup>c</sup></b>

Your Favorite Tuna!  
 Starkist Green Label  
**Tuna** **33<sup>c</sup>**

Shurfine Evaporated  
 Canned 3 Tall Cans  
**Milk** **37<sup>c</sup>**

**IVORY FLAKES** Large Box **29**

**IVORY SOAP** Med. Bars 2 for **15<sup>c</sup>**

**CAMAY SOAP** 2 Bath Size **23<sup>c</sup>**

**CAMAY SOAP** 3 Com. Size **23<sup>c</sup>**

Borden's  
**STARLAC**  
 3 Qt. Size Package **29<sup>c</sup>**

New Crop Fresh Shelled  
**PECANS**  
 Pound Cello Package **79<sup>c</sup>**

Gallery of Spring Food Values  
**KLEENEX**  
 2 200 Tissue Packages **25<sup>c</sup>**

Powdered or Brown  
**SUGAR**  
 3 Pound Packages **29<sup>c</sup>**  
 Limit 3 Packages

**COOPER'S** FINE FOODS  
 FOURTH AND MILES



# Salad To Tickle Palate Made With Bottled Coke

February 22 is past but Mrs. Harold Pettijohn's recipe for Coca Cola Salad will be as much of a palate tickler in May or December as it would have been on Washington's Birthday—cherries or not as you choose.

Since Mrs. Pettijohn first made the salad for a club luncheon she has had repeated requests for the recipe, which makes enough to serve a number of people or more than one meal for the average family as it keeps well in the refrigerator.

### Coca Cola Salad

- 2 packages cherry flavored gelatin
  - 1 can crushed pineapple
  - 2 bottles Coke
  - 1 cup pecans
  - 1 can Bing cherries—dark sweet cherries may be substituted or the salad made without cherries.
- Drain pineapple and cherries and dissolve gelatin in the heated juice stirring until it is completely dissolved. Set in refrigerator to cool. Beat in the two bottles of Coke and add rest of ingredients and chill.

## H. D. Chatter

### Arden Draper

The sixth annual Poultry Division of the Junior Livestock and Poultry Show is complete. This has been one of the most satisfactory and most successful Poultry Shows that we have ever had. Where has the time gone since 1949 when we had the first Poultry Show over in the west side of the Bull Barn? It looked like history was repeating itself at the poultry judging Friday. Ronald Kershen.

(Continued on Page 2)



MRS. HAROLD PETTIJOHN

## 4-H Girls Are Learning Many Master Mix Uses

Those who think the biscuit cutter and the bread board have been abandoned will be surprised to know that 4-H girls are being taught the convenience and versatility of a master mix which makes it possible to have hot biscuits on short notice.

This mix can also be used as a basis for cobbler crust, dumplings, and muffins. With the addition of

a little more fat and sugar and some eggs the flour mix can serve a hurry-up purpose for hot cakes or waffles.

Clubs meeting for the new program are:

### Walcott

Walcott 4-H Club held its regular meeting February 19. Donna Sue Guseman, president

(Continued on Page 2)

Meet Your

# Neighbors

Visiting With ROBERTA CAMPBELL

Phone 1084-W-1

The Hereford Brand

Hereford, Texas, Thursday, February 25, 1954

SECTION TWO

## Studies Of Mental Illness Completed

Several of the Home Demonstration Clubs held their final meeting for February last week.

Some of the clubs were bringing their program up to date on landscaping and others were completing the study of the various phases of mental illness as outlined in the yearbooks.

Reporting recent club meetings are:

### Progressive

"America's number one health problem and the disease that strikes one out of every 20 persons in the United States is mental illness," said Mrs. Lester English when she spoke to members of Progressive H-D Club.

Mrs. D. Y. Edwards, who was hostess, also introduced Mrs. Dee Buttrell, who discussed "Building Mental Health," stressing mental health of children. Mrs. Leon Coffin gave "First Aid Rules for Mental Health," and outlined rules for prevention and care after treatment.

Mrs. English had charge of recreation.

During the business meeting, Miss Augustine Gregory read the minutes of the last meeting and gave a financial report.

Mrs. Edwards served refreshments to: Mesdames P. L. Carmichael, T. J. Parsons, Bert Coffin, H. R. Hershey, Ira Ricketts, Leon Coffin, Dennis Lomas, C. V. Burgess, Fred Saltzman, Lewis West, Robert Lloyd, Lester English, Forrest Ricketts, Calvin Edwards, V.

E. Dodson, Dee Buttrell, C. C. Billingslea, Sam Lesly, and Miss Augustine Gregory. Mrs. Melugin, a new member, and Mrs. H. L. Drake, a guest.

### Wyche

Correct tree-planting methods were demonstrated by Mrs. Wayne Newsom for the Wyche H. D. Club when members met with Mrs. H. L. Ward February 18.

Mrs. W. R. Scarth, president, conducted the business meeting and plans were discussed for a fund-raising game night.

Those present were: Mrs. Bob Baird, Mrs. N. L. Dewett, Mrs. C. C. Ellis, Mrs. Edwin Flood, Mrs. E. C. Hewitt, Mrs. Wayne Newsom, Mrs. J. V. Pickens, Mrs. Ira Ott, Mrs. W. R. Scarth and the hostess.

### Ford

Ford H. D. Club held its regular meeting on February 17 at the home of Mrs. Hardy Benson. Mrs. Earl Deyer, president, spoke on the subject of shrubs.

Proposed constitution and by-laws for the Ford community residents who are interested in the use of the Ford School were discussed.

Refreshments of soft drinks and chocolate cake were served to: Mesdames H. M. Harrison, J. Fite, Dwaine Walker, Leroy Williamson, Elmer Ayres, Henry Browning, and a guest, Mrs. Henry Kinsey.

(Continued on Page 2)

# Amaryllis Secret Is In Rest Period



THE AMARYLLIS is only a year old but is sporting three blossoms that measure six and more inches across. The plant was grown by Mrs. A. R. Hughes, who lives southeast of Hereford. Blossoms are deep red in color instead of the more common light shade.

An eight-inch Amaryllis bloom photographed in Amarillo last week is not to be ignored of course, but Deaf Smith County can produce some fine flowers too—three of them in fact, each six or more inches across, on an Amaryllis grown by Mrs. A. R. Hughes who lives southeast of Hereford.

This is the second of three year-old hybrid bulbs Mrs. Hughes has had to bloom this season. The first was a pink and cream and this is a deep red.

Mrs. Hughes enjoys working with all kinds of flowers and shrubs but she delights in the plants that need a little coaxing, as does the Amaryllis.

For those who are not familiar with the culture of the Amaryllis, the secret of getting blossoms each year is to give the plant a rest period.

### Should Be Trimmed

As each flower begins to wilt it should be trimmed smoothly from the stalk with a razor blade, and the stalk cut after it begins to turn yellowish to prevent bleeding, which will weaken the bulb.

The plant is then encouraged to make a good top growth. When danger of frost is past it should be set outside in the pot for the summer. A hole should be dug where it will get good light deep enough to leave the rim of the pot level with the soil. Gravel should be put in underneath to keep the roots in the pot.

In the fall the plant should be stored dry in a cellar for a few weeks. As soon as a new growth starts the Amaryllis should be brought back to the light and watered to keep it growing until it blooms again.

Mrs. Hughes' suggestion is that if you have a plant that grows

(Continued on Page 2)

## Council Schedules Election

All Home Demonstration Club presidents and regular Council delegates are urged to attend Council on March 1 as an election has been called after the meeting to choose delegates and alternates to the district meeting in Panhandle April 22.

A THDA chairman will also be elected and all candidates in both elections must have been nominated by their club and must be presented to the election judges here to me—than other—,h by some one other than themselves.

(Continued on Page 2)



# GRAND OPENING



## KIRKSEY "66" SERVICE

Intersection Harrison Highway & Highway 51  
(Jack Kirksey)  
A SERVICE YOU CAN DEPEND ON

### SATURDAY

## February 27, 1954

OPEN 7 A. M. to 9 P. M.

## FREE - 5 gal. of GAS

With every 5 Gallons or more of gasoline purchased on our Grand Opening date we will give absolutely free, one coupon good for 5 Gallons of Gasoline. These coupons must be redeemed by Saturday, March 27th.






**Let's Get Acquainted**

YES, we'd like to know you better. And we also want to acquaint you with our fine Phillips 66 Products and Services. Attend our grand opening . . . and drive in anytime. The welcome mat is always out.

**AND BRING THE KIDDIES FOR.. LOLLIPOPS and TOY BALLOONS**

Help Us Celebrate Our Grand Opening All Day Saturday

# Amaryllis . . .

(Continued from Page 1)  
 plenty of leaves but refuses to bloom you should continue to take care of it through the spring and summer as above and next fall give it a chance to take a long nap.

**MILK BILL TOO HIGH?**  
 Why Not try Cream-O-Plains. Only 80c for a Gallon Jug

**OH, THAT'S WONDERFUL**  
 I'm Going to Call 680 Right Now and have delivery started from

**HEREFORD CREAMERY CO.**



MR. AND MRS. JACK FORTENBERRY, who celebrated their 42nd wedding anniversary recently at a dinner given in the home of their daughter and son-in-law, Mr. and Mrs. Charles Higgins, are shown with their children and grandchildren gathered for the occasion. They are, from left: back row, Mrs. Jackie Ray Dowd, Mrs. Fred Higgins, Jay Fortenberry, Christine Fortenberry, Mrs. Jay Fortenberry, Mrs. Charles Higgins, Charles Higgins, John Higgins, Mrs. Richard Evans, Mrs. Clinton Homfeld, Richard Evans, Clinton Homfeld. Front

row, from left; Fred Higgins, Jerry Homfeld, Jack Fortenberry, Clifford Higgins, Mrs. Jack Fortenberry, Mrs. Jim Bradley and daughter Beverley. Two daughters, Mrs. Stella Sevier of El Paso and Mrs. Emmett Dorris of Wagon Mound, N. M., were unable to attend. The couple were married in Floydada in 1912 and farmed in Floyd County until 1927 when they moved to a farm 50 miles northwest of Hereford. They still make their home there and both take part in community activities and interests.

## Studies . . .

(Continued from Page 1)  
**Bippus Club**  
 Mrs. Elmo Hall president, presided at the Bippus Home Demonstration Club when it met with Miss Christine Fortenberry February 10.  
 The subject for the program was "Mental Health." Mrs. Hall discussed, "Don't Let Mental Health Scare You." Good points were also brought out by Christine and Mrs. Fortenberry on "Building Mental Health" and "First Aid Rules for Mental Health."

Members answered roll call from the subject chosen out of the year-book.  
 Those present were: Mrs. Elmo Hall, Mrs. Roy Neaves, Mrs. G. V. Hall, Mrs. C. F. Rickels, Mrs. Mona Hall, Mrs. J. G. Fortenberry and the hostess, Christine Fortenberry.  
**North Hereford**  
 "There is a very fine line between vandalism and delinquency," Mrs. Paul Hoff warned members of North Hereford H. D. Club when they met with Mrs. George Paetzold on February 18. Mrs. Hoff gave other points brought out in the speech G. E. Mullins made

to the Federated Club Women at the luncheon on Monday in making the report to her club.  
 A tree planting demonstration was given by Roberta Campbell, landscape demonstrator, and a round table discussion followed on "Keeping the Sick Child Happy," a program which had been postponed. Pat Linden, who is a nurse, pointed out the advantage of making the child's tray attractive to encourage a lagging appetite.  
 Other guests beside Miss Linden were Mrs. C. L. Conklin and Mrs. John Paetzold.  
 Members attending were Mesdames W. H. Russell, Fred Bar-

rett, A. E. Hodges, Don Houle, Ludwig Kovacs, Wesley Brown, O. L. Williams, O. C. Williams, Otto Olson, Mary Bodkin, Harold Pettijohn, Paul Hoff, Roberta Campbell and George Paetzold.

## 4-H . . .

(Continued from Page 1)  
 appointed the following committees: Recreation - Carol McClure, Royce Lee Pruitt, Barbara Neinst; Program - Patricia Grider, Cecelia Burrus, Margo Roubison; Finance - Merry Kay Pruitt, Pauline Cole, Darlene Frost; Refreshment - Margaret Burrus, Sharon Alexander, Hazel Lewis.  
 At the business meeting the motion was made that the 4-H Club Prayer be said at each meeting. Motion carried.  
 New leaders for 1954 are Mrs. Hershel Burrus and Mrs. Wallace Lumpkin.  
 Members present were: Donna Sue Guseman, Patricia Grider, Margaret Burrus, Carol McClure, Royce Lee Pruitt, Sharon Alexander, Janell Weaver, Merry Kay Pruitt, Cecelia Burrus, Darlene Frost, Barbara Neinst, Hazel Lewis, and Pauline Cole.  
**Sadie Lee Oliver 4-H**  
 The Sadie Lee Oliver 4-H Club met in the home of Mary Lynn Morrison February 17, for its regular meeting.  
 Ann Waggoner, president, presided over the business meeting. Miss Loyce Avant, assistant home demonstration agent, gave the demonstration on biscuits made from master mix.  
 Refreshments were served to Gayle and Ann Waggoner, Oma Lee Ranspot, Mary Dufur, San Townsend, Nancy Green, Pat Townsend, Mrs. Elvin Wilson and Miss Loyce Avant.  
**Caprock 4-H News**  
 The Caprock 4-H Club met in Regina Edwards' home February 8. Rebha Pinnell, president, presided over the business session of the program. New officers were elected.  
 Those elected were: Cynthia Kromer, president; Regina Edwards, vice president; Etta Ray Blalock, secretary-treasurer; Glenda Homfeld, reporter; Kathleen Kromer, song leader; Wanda Pinnell, drill leader; Rebha Pinnell, clothing demonstrator; Janie Taylor, foods demonstrator; Phyllis Peters, poultry demonstrator; and Cynthia Kromer, council delegate.  
 Miss Loyce Avant talked on "Qualities of a Good Officer." She

also showed a film on Record Books.  
 Others present were their leader, Mrs. C. F. Homfeld, Mrs. F. A. Kromer and Mrs. R. W. Edwards.  
**Happy Home 4-H**  
 Happy Homes 4-H Club met in the home of Martha Heard on February 11. The business meeting was presided over by Martha Heard, president. Mrs. Ira Ott gave a demonstration on making master mix.  
 The next meeting will be with Kay and June Owens. The demonstration will be on making biscuit using master mix.  
 Martha showed the group the awards she had won in her five years of club work and told how she had won them.  
 Refreshments of milk and heart shaped cookies carrying out the Valentine theme were served to nine members, their leader, Mrs. Ott, and one guest, Mrs. Dzuk.  
**Daniel 4-H**  
 A demonstration on baking biscuits using home-made master mix was given by Miss Avant at the Daniel 4-H Club meeting February 13 in the home of Marita Gill.  
 Members attending were: Janet Higgins, Virginia Higgins, Suzann Higgins, Marita Gill, Polly Cornett, Pat Belle and the leader, Mrs. Jack Higgins.  
 Guests attending were Mrs. Joe Gill and Mrs. Belle.  
**Goats Hamper Forests**  
**DEIRUT** - Goat control is the name of a new bill being drawn up by Lebanon's Ministry of Agriculture.  
 To promote a forestation program on the nearly-bare Lebanon Mountains, Minister of Agriculture Kazem El Khalil has proposed a law curtailing the goats. He calls them the greatest enemies of its forests.  
 Proposed is a slow transfer from sheep, and finally from sheep to cattle.

## H.D. . . .

(Continued from Page 1)  
 son of Mr. and Mrs. Andrew Ker-shen, exhibited the prize-winning bird of the show. Ronald exhibited the bird of the show in 1949. This was a White Jersey Bird. I had been thinking that our first show was in 1948 and gave the paper that information.  
 The quality of the birds was the best that had ever been exhibited here. Jack Wright and Harold Easley are always on hand to help the committee in any way possible with our project.  
 We want to say thanks to the many people who have co-operated in making this Poultry Division such a success.  
 Ray Robinson retired as undefeated world middleweight champion Dec. 18, 1952.

## RUN DOWN... DOG TIRED?

\*These symptoms if due to a vitamin deficiency occur only when daily intake of vitamins B<sub>1</sub>, B<sub>2</sub>, and niacin is less than minimum daily requirements over a prolonged period. In themselves, they do not prove a dietary deficiency as they may have other causes of the due to functional conditions.  
**Special Formula supplies iron you may need for Rich Red Blood**  
 Do you feel run down, nervous or depressed? Lost your appetite—constipated—bothered by digestive upset? You may be suffering from iron-and-vitamin starvation over a prolonged period. **BEXEL**, the Special high-potency Formula supplies supplementary quantities of iron for rich red blood and quick vitalizing energy. Each **BEXEL** capsule gives you 5 times the daily minimum requirements of blood-building iron; more than the daily minimum of all essential B-vitamins; plus Vitamin B<sub>12</sub> and trace minerals. Get wonderful new pep and energy with **BEXEL**—now available at all drug stores.  
 LESS THAN 6¢ A DAY!  
**HIGH POTENCY BEXEL**  
 SPECIAL FORMULA CAPSULES  
 MADE AND GUARANTEED BY  
 Mellin & Robinson, Bridgeport, Conn.  
**CITY DRUG STORE**  
 Phone 100

**Head The Classifieds**  
  
**Ellis BEEF STEW**

# Farm Bureau Public Auction Sale

## Community Public Auction

Saturday, Feb. 27th Hereford, Texas

Location: On Gifford-Hill Western lot (Hwy. 60 E.)  
 Terms: Cash-unless arrangements made  
 Time: Sale starts 11:00 A. M.  
 FREE COFFEE Lunch will be served by Farm Bureau Ladies

- 2 gas cook stoves,
- 1 - 4 burner cook stove.
- 1 - Dearborn heater 45000 BTU
- 2 - 80 gal. pressure water tanks
- 36 - 2" Aluminum irrigation tubes 48" long
- 15 bales good alfalfa hay
- 100 lbs. Cert. alfalfa seed
- 2000 Lbs. Hubam Clover Seed
- 1 - 8' corrugated stock tank
- 1 - 10" Int. Hammer-mill
- 1 - Ferguson 2-row planter
- 1 - Shaffer 1-way plow for (Ford or Ferguson)
- 1 - John Deere off-set disk plow 7 1/2 ft.
- 1 - 1951 Ferguson 4-row knife sled
- 1 - 1950 Ford 4-row knife sled
- 1 - Evans reversible 2-disk plow -3point hitch
- 1 - MM 1949 Baleomatic wire hay-baler
- 1 - 1948 Int. H Tractor
- 1 - 1950 Aiffs Chalmers WD Tractor with 4-row cultivator & lister
- 1 - John Deere D 1949 Tractor
- 1 - 1953 DC Case Tractor with 4-row tool bar lister, Planter New Tractor Guarantee.
- 1 - 1948 Ford Tractor
- 1 - Reversible 3 disk plow 3-point hitch
- 1 - I.H.C. Manure Spreader
- 1 - F-30 Tractor and 4-row lister and planter
- 1 - 2 Wheel Stock Trailer
- 1 - Minneapolis-Moline Sub Soiler
- Several Sweeps and belt pulleys for tractors
- 1 - 10 ft. MM Plow
- 1 - 4 burner cook stove
- 1 - Detroit Jewell 4 burner cook stove. Butane or nat. gas
- 1 - Hand Made Quilt
- 1 1/2 rolls 5 ft. new chicken wire
- Cedar Posts and wires
- 150 - 2" New plastic irrigation tubes 60" long
- 1 - spring tooth section harrow with hitch
- 1 - 16" 2-way moldboard plow for Ford, or Ferguson
- 1 - 4-row crust buster complete
- 1 - Int. 200 Pound manure spreader
- 1 - What-Moore Feed-grinder
- 1 - U. S. 30 H.P. Electric Motor, hollow shaft with switch boxes
- 1 - 1951 Ferguson Ditcher
- 1 - 1950 Ford Ditcher
- 1 - MM Hammer Mill - 14"
- 1 - Krause 15' 1-way plow
- 1 - 1951 Massey Harris No. 44 Tractor with 4-row Cultivator, Planter Lister, Marker, Heat Houser excellent condition.
- 1 - 1942 Minneapolis R Tractor with 2-way plow
- 1 - 1946 Ford Tractor
- 1 - 1942 Mineapolis Z Tractor with 4-row equipment
- 1 - 1947 Int. H Tractor with 3-row middle-buster & 2-row planter
- 24 - White Leghorn Hens
- 3 - Holstein heifers
- 10 - Weaning Pigs
- 1 - Registered Aberdeen Angus Bull 3 years old - papers

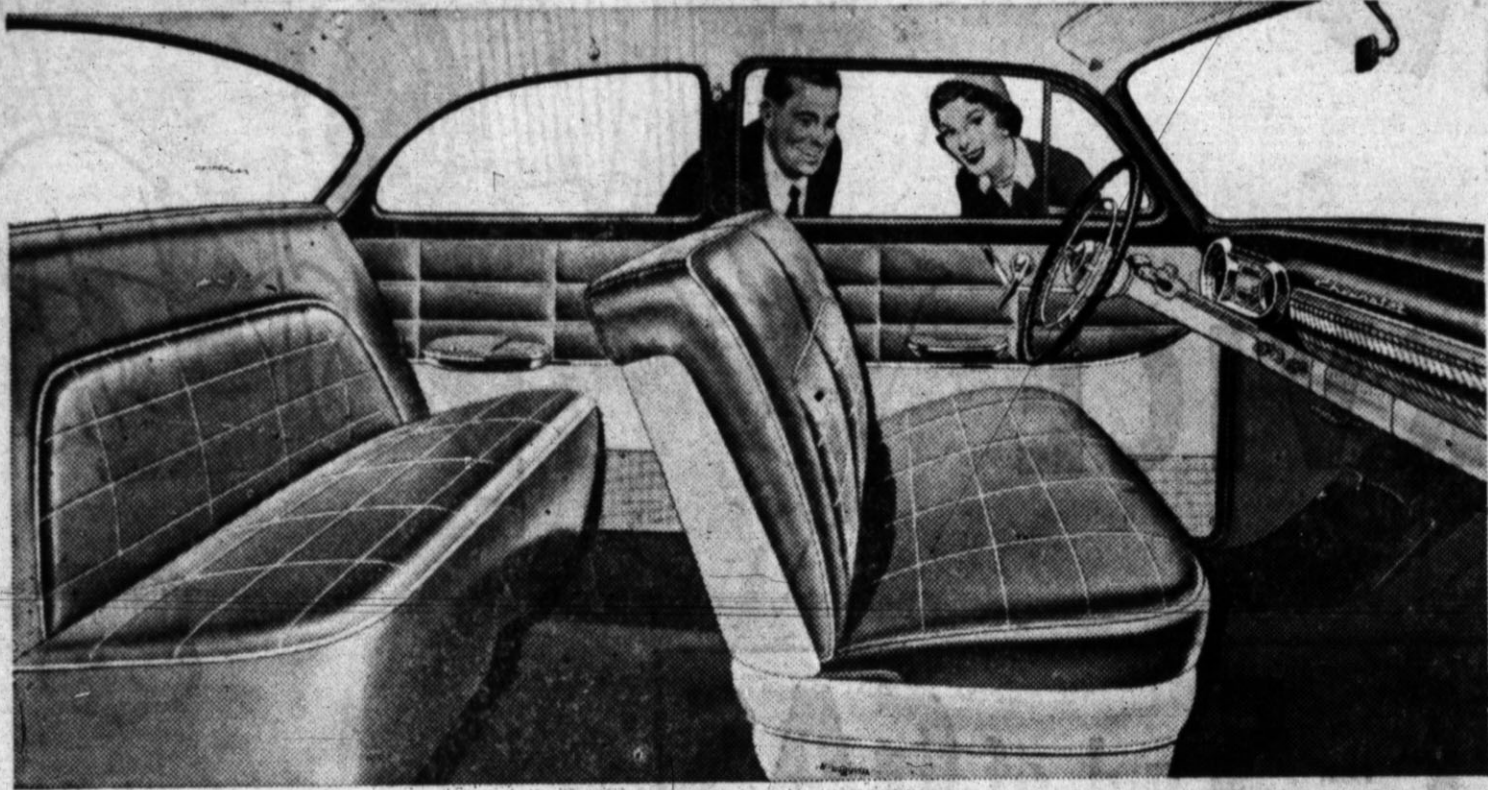
Many Other Items Too Numerous To Mention

In case of bad weather, sale will be held March 6th. This Sale is sponsored by Deaf Smith County Farm Bureau. Phone Farm Bureau office - 626 - for listings.

If this sale is successful, we will continue a sale each month. Items will be accepted at sale location Friday & until noon Saturday.

Auctioneer - Lloyd Otten

Clerk - Clinton Jackson



It's beautiful! It's practical! It's all vinyl!  
 It's Chevrolet's  
**DELRAY CLUB COUPE**  
 with the year's brightest new idea in interiors!

This Delray Club Coupe combines all the colorful smartness of a sport model with an interior that's designed for everyday family use. Seats, sidewalls, even the headlining, are all of soft, lustrous vinyl in color treatments that harmonize with the exterior color of your choice.  
 And this new interior is just as durable and practical as it is beautiful. The vinyl is easily washable and amazingly resistant to scuffing and wear. You don't have to worry about little feet on the seats or the things that little hands might spill. And for grown-ups, here at last is a coupe that provides all the between-seat knee-room of a 2-door sedan!  
 The Delray Club Coupe is only one of the wonderful new Chevrolet models that make up the lowest-priced line in the low-price field. Come in and look them over.



MORE PEOPLE BUY CHEVROLETS THAN ANY OTHER CAR!

# KINSEY MOTOR CO.

2nd at Schley 12 Years Your Chevrolet-Oldsmobile Dealer Phone 740

# Friona News

By Mrs. E. R. Day

Mr. and Mrs. Jack Anderson returned Friday from Mullin where they were called the first of last week to attend the funeral of Mr. Anderson's sister, Mrs. John Guthery, 72.

Mr. and Mrs. J. M. Alexander of Seligman, Mo., formerly of Friona, have been visiting with friends in Friona. Thursday they visited with Mr. and Mrs. L. F. Lillard.

Mrs. Haywood Vaughn of San Angelo arrived in Friona Saturday to visit with her husband's parents, Mr. and Mrs. Elwood Vaughn and Dorothy.

Mrs. Minnie Hall recently returned to her home in Friona from California, where she visited with her sister, Mrs. Baker, who is ill. Mrs. Baker and her family formerly lived in Friona.

**Return From South Dakota**  
Mr. and Mrs. Shirley Cook have

returned to Friona to make their home. The Cooks have been living in South Dakota. They are now living in the Wilson Apartments.

Mr. and Mrs. Walter Jasper of Amarillo visited Sunday with his mother, Mrs. T. N. Jasper.

Dinner guests in the home of Mr. and Mrs. Elwood Vaughn Sunday were Mr. and Mrs. Carroll Day and Jerry.

Mr. and Mrs. Carroll Day were in Amarillo Monday on business.

Students home from college for the weekend were: J. Von Fulks and Harold Joe Wells of Texas Tech and D. O. Robason and Dub Cleveland of West Texas State College.

Mr. and Mrs. O. L. Kiel of Nogata are visiting with her parents, Mr. and Mrs. Irvin Johnson.

Mrs. Oscar Baxter and J. L. were in Hereford Wednesday on business.

Mr. and Mrs. Clarence Baxter and daughters Mary and Helen, of Memphis, visited with their parents, Mr. and Mrs. L. R. Dilger and Mr. and Mrs. J. W. Baxter, last week.

**Attend Funeral**  
Mrs. Howard Mayfield, Mrs.

Keith Blackburn and Jill of Friona and Mrs. S. E. Welder of Albuquerque, N. M., returned Monday from Anadarko, Okla., where they went to attend the funeral of an aunt of Mrs. Mayfield's and Mrs. Welder.

Mrs. Duane Wyly was a guest in the home of Mrs. Oscar Baxter and J. L. on Wednesday.

Mr. and Mrs. O. C. Rhodes, who have been living on a farm east of Friona, moved to town last week.

Mr. and Mrs. L. A. Baxter of Quanah announce the arrival of a son born February 21. The grandparents are Mr. and Mrs. J. W. Baxter and Mrs. Mae Short of Friona. Mrs. Baxter will be remembered as Miss Imogene Short.

Mrs. Weldon Dickson and Mrs. Bertie Stowers of Friona have been in the Parmer County Hospital receiving treatment.

Mrs. Rex Johnson of Denton has been here with her mother, Mrs. F. N. Welch, who underwent surgery at the hospital in Hereford.

Mrs. O. Hinds of the Black Community visited Wednesday with Mrs. J. W. Baxter and Mrs. Calvin Martin.

There will be a "Benefit" Tea and program at the Friona club house Saturday afternoon from 2 o'clock until 5 o'clock. Everyone is invited to come and enjoy the program consisting of tap and ballet dancing numbers, solos and music. Refreshments will be served. Any donations for the benefit of the new Parmer County Community Hospital will be appreciated. The benefit is sponsored by the Friona Women's Club.

## Courthouse Records

Deeds of Trust

Charles E. Huston, et ux, to the Bank of America, all of Section or Survey 176 in Block M-7.

J. D. Pouch, et ux, to J. R. Thomas, the N 48 feet of Lot 10 and the S 20 feet of Lot 9 in the France Subdivision of the E 1/2 of Block 23 of Evans Addition.

Chris Jacobsen to Charles So-well, the N 196.9 acres out of the E 408.8 acres of Section 72, Block K-3.

C. R. Walser, et ux, to the First Federal Savings and Loan Association of Clovis, being a part of Section 111, Block M-7.

**Warranty Deeds**  
Parker Bros. Planning Mill Inc., to C. W. Parker, all of Lot 33 and the S 1/2 of Lot 34, Parker Subdivision of the W 1/2 of Block 23, Evans



MOZELLE TELCHIK was named as the Hereford High School Band's sweetheart choice at the recent concert band program. She was escorted by Robert Davis, who was seated with her. Other candidates for the honor, who acted as the sweetheart's court, included, from left, Carolyn Shirley, Gail

Biggers, Gwen Wright and Claudia Green. Their escorts were, from left: Robert Miller, Pat Newell, Pickens Moore and Houston Boyd. The concert band, under the direction of Bill Miller, played two numbers for the sweetheart after she was named and had ascended her throne. (Staff Photo)

Addition

J. D. Kelly, et ux, to Chris M. Jacobsen, the N 196.9 acres out of the E 408.8 acres of Section 72, Block K-3.

Ernest M. Rice, et ux, to Guy Williamson, et ux, a part of Lots 7, 8, 9, and 10 in Block 2 of Bockstohler Koetzel and Kokomo's Subdivision of a part of Block 25 of Evans Addition.

Edwin R. Skypala, et ux, to J. D. Pouch, all of Lot 59 of Barber Subdivision of Block 22, Evans Addition.

**Goat Gets Lady Marine**  
CHERRY POINT, N.C. (AP)—Warrant Officer L.W. Reed wasn't sure he heard correctly. "Would you repeat that?" he asked. "I said, there's a goat in our barracks and could you please do something about it?" Reed feared a practical joke. But he dispatched MP's. They arrived in time to rescue a Woman Marine from atop lockers in her barracks. They were too late to prevent damage to her blue jeans. And they removed the goat.

**Desk Carvers Disappear**

OMAHA 68 — The desk carver has just about disappeared from Omaha grade schools.

School officials say defacement of school property no longer is acceptable in the eyes of today's pupils. Grade school principals observed that youngsters no longer consider it a mark of achievement to leave their mark on school property. They are proud of the new equipment provided in recent years in Omaha public schools and respect it.

When Doug Bentley joined his brother Max on the New York Rangers against Boston on Jan. 20, it marked the first time they had played on the same National Hockey League team since Nov. 20, 1947.

**NEW-DELICIOUS Ellis' NOODLES N' BEEF**

**Chief Is Experienced.**  
EDENTON, N. C. — Capt. Dick Hall, 88, is believed to be the oldest active fire chief in America. He remembers when you had to pay to belong to the volunteer fire department, and when manpower supplanted the horsepower in pulling the fire cart.

In 1933 the Washington Senators hit more home runs in two road parks, Detroit and Philadelphia, than they did in their home field, Griffith Stadium.

## ALL YOU NEED for Your COUGH

When colds, measles or flu leave you with a cough get Creomulsion quick because it soothes raw throat and chest membranes, loosens and helps expel gummy phlegm, mildly relaxes systemic tension and aids nature fight the cause of irritation. You'll like its results better than other medicine or druggist refunds your money. No narcotics. Pleasant to take.

## CREOMULSION

relieves Coughs, Chest Colds, Acute Bronchitis

The Real McCoy's  
By Inna and George



MECOY PROPPITY KEEP OUT

EFFER ME'S GANNA FIGHT TH' RAILROAD HE SHOULD GIT INSURED WITH

**JOHN McLEAN Insurance Agency**  
23 Years of Insurance  
Know How!  
127 West 3rd Phone 273

## ELASTIC STOCKINGS

Firm, comfortable support for

VARIKOSE VEINS, THROBBING, ACHING, SWOLLEN, Tired Legs

**TWO-WAY STRETCH.**  
Over-knee length. Made of fine latex, porous-knitted for neat, trim appearance. Soft, smooth, light weight.

**ONE-WAY STRETCH.**  
Under-knee length. No garters needed. Give strong support. Preferred by men — women like them, too.

**\$3.75 EACH**

**FUTURO Elastic STOCKINGS**

**ROGERS DRUG STORE**  
Phone 99

## Chowline CHATTER!



WE DON'T SERVE HOTCAKES, BUT WE DO SERVE THE BIGGEST BURGERS IN TOWN. Drive out today!

**BIG BURGER**  
Sandwiches-Soft Drinks  
Intersection Hwy  
60 & 51

## NEW "SLANT" on Windshield Design!

and a  
**NEW SWEEP**  
in Styling!



Super "88" Holiday Coupé. White sidewall tires optional at extra cost.

Designed with a new vision! Styled with a new flair! Powered with a new "Rocket"! Oldsmobile's Super "88" for 1954 is new—ultra-new—all over! There's a new lively look to its jaunty, wide-angle panoramic windshield—and new safety, too! Its new long, low-level silhouette sets a brilliant new high in fashion—a thrilling new pattern for the future! Sweep-out doors and fenders give a new, dashing "sports car" flair to this spirited style star! That new high-level, full-width cowl ventilator means fresher, clearer air! And underneath that long and lovely hood, there's World's Record power—a flashing new 185-horsepower "Rocket" Engine with an 8.25 to 1 compression ratio! For a completely new view on modern motoring, see the completely new Super "88" for 1954—on gals display at your Oldsmobile dealer's now!

plus a new, bigger, more powerful  
**WORLD'S RECORD "ROCKET" ENGINE!**

**1954 OLDSMOBILE**  
SEE YOUR NEAREST OLDSMOBILE DEALER  
**KINSEY MOTOR COMPANY**

2nd & Schley 12 Years Your Chevrolet-Oldsmobile Dealer Phone 740



# WHEELER SERVICE

Texaco Dealer

Firestone Tires

VETERAN Vs. YOUNGSTER

**Al Getz, Dory Funk Head Card Saturday Night At Bull Barn**

A veteran wrestler from Pittsburgh, Pa., might give a comparative youngster from the Panhandle a wrestling lesson when they meet in the top part of a double main event at Hereford's Bull Barn Saturday night.

The veteran is Al Getz, first wrestler ever to hold the Southwest States junior heavyweight championship now held by Dory Funk of Flying Mare Ranch.

Funk and Getz are matched in the Hereford Lions Club extravaganza here Saturday night, and it's anybody's guess who can out-smart the other.

Funk is a favorite, although not especially with the fans, because of his youth and his spinning toe-hold and possibly for other reasons.

**Getz Old Hand**

But Getz is an old hand at the game. He has made a study of the "new wrinkles," and he believes he has a stop-light for Funk's spinning toe-hold. Getz has invented a few new holds on his

own hook, and Funk knows a little about them.

Getz, for instance, can be taking it like a martyr, then suddenly switch on a hold, like a reverse jackknife or something, that fools everybody but Getz and generally wins a fall.

It's due to be an interesting contest, with Getz backing away from the Funk favorite but always alert enough to apply his own killer.

First part of the double main brings in Riki Starr, a handsome youth from St. Louis who appears destined to wear a lot of wrestling crowns. One has to see the black-haired, blue-eyed Irishman to appreciate him. He's quick like a cat after a sparrow, and he's got a lot of know-how in his 138-pound frame.

He doesn't look that heavy, because he's in the best of physical trim. Fans will get an eye-full when he wrestles Ace Freeman, veteran New York star, in the first part of the twin feature. Freeman is big shakes as a wrestler himself. It'll probably be clean for some time, until one or the other excites a maddening influence.



A STEAK DINNER was served by members of Boy Scout troop 52 to members of the Stanford Bible Class of the First Methodist Church February 14 in Veterans Park. The Bible class

sponsors the unit, which had camped Saturday night in the park. The steak was wrapped in aluminum foil and cooked in the coals. (Staff Photo)

To Relieve Misery of

# COLDS

take 666

LIQUID OR TABLETS—SAME FAST RELIEF

**Stop Taking Harsh Drugs for Constipation**

Avoid Intestinal Upset! Get Relief This Gentle Vegetable Laxative Way!

For constipation, never take harsh drugs. They cause brutal cramps and griping, disrupt normal bowel action, make repeated doses seem needed.

When you are temporarily constipated, get relief but *not* relief—without salts, without harsh drugs. Take Dr. Caldwell's Senna Laxative contained in Syrup Pepsin. The extract of Senna in Dr. Caldwell's is one of the finest natural laxatives known to medicine.

Dr. Caldwell's Senna Laxative tastes good, gives gentle, comfortable, satisfying relief of temporary constipation for every member of the family. Helps you get "on schedule" without repeated doses. Even relieves stomach sourness that constipation often brings.

Buy Dr. Caldwell's Money back if not satisfied. Mail bottle to Box 280, New York 18, N. Y.

**Ground Cover Plants Suggested At Garden Club**

Members of the Garden Beautiful Club viewed a film on lawns and grasses at the meeting held Friday afternoon in the home of Mrs. D. C. Kinsey. Mrs. Robert Veigel gave a descriptive talk entitled "Your Lawn. The Most Beautiful in Town," before the film was shown. She introduced Pat Sullivan who showed the film.

Miss Frances Turrentine spoke on "Ground Covers — Make Bare Spots into Beauty Spots," telling briefly how to prepare the soil and suggesting the use of phlox, hen and chickens, junipers, euonymus, asters, pyracantha and low bush blueberry, for ordinary bare spots in flower beds.

**For Quick Growth**

For fast growing she suggested honeysuckle, glenoma, phalaris, forsythia and the thymes, and for rugged spots and rock gardens she named candytuft, bluebells, columbines, asters, tulips, crocuses and forget-me-nots. In conclusion she gave hints on what to do with the problem spots where nothing will

grow because of tree roots and other hindrances, and suggested covering with gravel or concrete.

Those attending the meeting were Mesdames Howard Armstrong, Ray Cowser, George Graham, J. B. Harlin, E. W. Harrison, Charles Hood, Frances Houston, Dick Miller, Helen Pipkin, B. E. Roberson, Mary Seigler, Lowell Sharp, J. M. Thomson, Robert Veigel, J. L. Woodford, Miss Frances Turrentine and the hostess.

If you are planning to refinish an antique chair, chest or table, do all the necessary repairing before cleaning and scraping. If paint remover is used after your repair work is done, a certain amount of the old color will enter the new patches and help them match the original wood.

When you buy fish filets or steaks, remember to allow about one-third pound for each person you are planning to serve.

**Book Is Reviewed At Mary Elizabeth Class Meeting Friday**

Mary Elizabeth Class of the First Baptist Church met Friday afternoon with Mrs. Ralph McCullough. Mrs. Marlin Gilliland, president, presided. Mrs. Willard gave the opening prayer.

Mrs. Ray Downey was guest speaker, presenting a review of the book "A Man Called Peter."

During the social hour, Mrs. O. G. Hill Sr., was honored with a birthday handkerchief shower. The tea table was laid with a pink linen cloth and centered with a large white heart surrounded with pink and white sweet peas. A candle-topped birthday cake was featured.

Attending were Mesdames O. G. Hill Sr., H. E. Miller, R. B. Hudson, Marlin Gilliland, Grady Parsons, Abe Martin, J. R. Kendall,

W. R. Scarth, F. A. Tucker, Ray Downey, and the hostess.

Dried fruit grades are based on the size of the fruit. The largest sizes cost most per pound.

A package of frozen fruits or vegetables that weighs about 12 ounces will make three to four servings.

Be thrifty! Use the leftover syrup from canned fruits in gelatin salads, on cereal, in a dessert sauce or for basting ham.

**Anyway, He Walked**

PORTLAND, Ore. (AP)—The jaywalking pedestrian had to produce identification to keep out of the clink when he gave the traffic cop his name.

"Jaywalk" was what it sounded like, but "J. Walk" was what he said.

So John Roosevelt Walk, head of a food products firm here, went to traffic school where his name convulsed the assembled jaywalkers.

**Beauty At Home**

By Lynn Carter

Q. What is the best way to alter the shape of the mouth with the lipstick?

A. With a lipstick brush. This takes a little practice and a steady hand, but the results are worth it. Apply the brush to the lipstick to pick up the color, then use this finely pointed tip to define the mouth outline as you want it. Then fill inside this outline.

Q. How can I exercise for a slimmer waistline?

A. Sit on floor with back against a wall, legs spread out as far apart as possible. Raise arms above head, palms of hands together, and bring them down in that position without bending elbows, touching first one foot, then the other.

Q. How can I mix a good, cleansing facial mask?

A. Mix a paste of raw oatmeal and milk.

Q. What steps can I take to avoid my gray hair's taking on a yellowish tinge when shampooing it?

**Ellis** Real "Home Cooking" Flavor  
**LIMA BEANS 'N HAM**

**CH** cane sugar  
PURE CANE SUGAR AT ITS BEST!

**DR. MILTON C. ADAMS**

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140 West Third

Hereford, Texas

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**TOWER DRIVE-IN**

SUNDAY

MONDAY

NEW Hilarious Monkeyshines!

# BONZO goes to College

Maurice O'SULLIVAN • Edward GWEHN • Charles DRANE • BONZO

Your Magic Carpet of Relaxation

**Hurry! Hurry! Hurry!**

A Grand Prize A Day Is Being Given Away! Head For Your Dodge Dealer Right Now!

# 2 Weeks Away with Double Pay!

and the use of an **Elegant New '54 Dodge!**



**40 Grand Prizes**  
TO CELEBRATE 40 GREAT YEARS OF DODGE DEPENDABILITY!  
(A GRAND PRIZE A DAY FOR 40 DAYS)

- ★ 2 weeks' vacation for two anywhere in the U.S.A.
- ★ All expenses paid—meals, hotels, resorts, air or train transportation!
- ★ New '54 Dodge at your disposal the whole time!
- ★ Dodge doubles your pay for the two weeks! (At least \$300.00)
- ★ An additional \$500 "fun money" to spend or save as you please!

PLUS . . .  
**1000 cash prizes — 25 a day!**

It's Fun! It's Easy to Enter! Take your "Vacation Preview Drive" in the greatest Dodge car in 40 great Dodge years

No time to waste! Yesterday's contest is over, today's is going on, tomorrow's is coming soon. Win a grand prize vacation for two by discovering the wonderful things about the new '54 Dodge:

**AAA PROVED ECONOMY WINNER**—Dodge topped all 8's in the famous Mobilgas Economy Run.

**AAA PROVED PERFORMANCE WINNER**—Dodge set more records for acceleration than any other American car in history.

**AAA PROVED ENDURANCE WINNER**—Dodge set more marks for endurance and stamina than any American car in history.

**Look at these "Vacation Features"**  
NEW! Dodge PowerFlite fully-automatic transmission.  
NEW! Stepped-up 150 h.p. Red Ram V-8 Engine  
NEW! Dodge full-time Power Steering  
NEW! Dodge Jacquard upholstery fabrics

The roomiest, readiest, most reliable car near the price. "See America First" in the finest Dodge ever built.

**DODGE V-8 OFFICIAL PACE CAR!**

New honors came to Dodge for its record-breaking performance in official AAA runs. The Dodge V-8 has been selected as Official Pace Car for the 1954 Indianapolis 500-Mile Race.

Your Friendly Dodge Dealer Can Help You Win! See Him Today!

See Your Dependable

# DODGE - PLYMOUTH DEALER

**YOU'LL ENJOY A HOME OF YOUR OWN AS LONG AS YOU LIVE!**



Does Your Roof Need Repairing?

Always Use

**JOHNS MANSVILLE**

# ASBESTOS ROOFING AND SIDING!

Wise homebuilders will take advantage of Higher Protection and lower insurance rates, with Johns-Mansville Asbestos Roofing and Siding on their homes!

The next time your roof needs replacing, or if you're building a new home, we suggest that you check with the friendly folks at Carl McCaslin Lumber Co. regarding the use of Johns-Mansville Roofing!

YOU'LL SAVE!

Use Our

# BUDGET PAY PLAN

**CARL McCASLIN LUMBER CO.**

A Complete Building Service

1 Block East of the Courthouse

Phone the Lumber No. 7

**MILK BILL TOO HIGH?**

We Buy Ours By the Gallon delivered to the door for only 80c

YES! We're starting too next week.

We called **HEREFORD CREAMERY CO.**

and told them to start delivering Monday!



TOM THUMB RIDERS, as the LaPlata Club float in the Junior Livestock Show parade Saturday was labeled, undoubtedly attracted as much interest as anything in the entire procession. From the looks on the young rider's faces, they were enjoying the parade at least as much as the Hereford Riders Club members who were on real horses. (Staff Photo)

## Dianne Robinson Honored With Ninth Birthday Party

By Mrs. R. C. Childers  
Dianne Robinson was honored with a birthday party in the home of her parents, Mr. and Mrs. Pat Robinson, on February 7. She is nine years old.

The cake delighted not only the honoree but every girl present. It was decorated to represent a dancing doll. A doll was placed on top of a tiered cake and the cake decorations represented the skirt.

Jan Scott, daughter of Mr. and Mrs. Ira Scott, was in charge of the games.

### Another Cake

Another cake was presented to the honoree. It was a huge Valentine cake, given to her by her grandmother, Mrs. J. V. Robinson, of Panhandle. The decorations surrounded the Valentine theme.

Jan Scott presided at the punch bowl and refreshments were served to the following girls: Jan Story, Jerry Bee Noland, Sherry Baker, Carolyn Brunley, Pattie Skypala, Sallye Whiteside, Martha Sue Wilshire, Kattie Clay Rutter, Jeanne Howell, Glenda and Janice Smith of Panhandle, Sherrie Hodges, Mrs. J. V. Robinson and Mrs. O. D. Smith of Panhandle.

Wednesday following the birthday party, Dianne was chosen "Birthday Buddie" on KGNC-TV when her name was drawn on the "For Kids Only" show. She was presented with 10 books of stamps to spend for anything she wanted.

## Antonian Circle Entertained With Valentine Party

The Antonian Circle sponsored a Valentine party for their families and guests on February 14, in St. Anthony's School Hall. Hostesses included Mrs. Bill Stengel, Mrs. Jim Clements, Mrs. Sylvester Loerwald, Mrs. Henry Vicari and Mrs. Ted Higgins.

After a buffet supper, games of "Coffeepot," "The Hunter," "The Rabbit and the Gun," "Spin the Bottle," and "Society Craps," were played by the adults. Misses Dolores and Susie Loerwald entertained the children with stories and games.

### Guests

Guests were: Mr. and Mrs. Leo Hoffman, Mr. and Mrs. Johnny Jesko, Mr. and Mrs. A. H. Reinart, Mr. and Mrs. Ed Paetzold and Mr. and Mrs. Mike Konesky.

Members and families present were those of Messrs. and Mesdames: Harold Banks, Clarence Betzen, Mike Betzen, Jim Clements, Edward Dzuik Jr., Ted Higgins, Tony Hoffman, Jimmy Jesko, Vern Koelzer, Mark Koenig, Sylvester Loerwald, Gerald McCaskill, Jim Nurn, Leo Ohlig, Walter Paetzold, Herman Paetzold, Elmer Reinart, Charles Schlabs, Bill Stengel, Bud Stengel, Henry Vicari and Lester Wagner.

Approximately 40 children were present.

Keep some cans of small sardines on your kitchen shelves; you'll find them handy for evening snacks. Spread slices of toast with mayonnaise and sprinkle with grated cheddar cheese; arrange some sardines on each slice; put these sardine snacks in a very hot oven for about five minutes. Serve at once.

Heat canned hominy in the top of a double boiler with salt, pepper, butter or margarine and a little cream. Serve with baked ham.



BARBARA WINGET, 18, Hereford High School senior, was presented as DeMolay sweetheart at the DeMolay dance held February 13 in Hotel Jim Hill. Jimmy Lady, Master Counsellor, made the presentation. Miss Winget is the daughter of Mrs. W. L. Winget, South Main St. (Staff Photo).

**Ellie's TAMALES**  
GOOD! BETTER! BEST!

Family Garage  
OAKLAND, Calif. — A familiar motif has been carried out on the double garage of a home in the Lake Temescal area. One sign reads "His," the other "Hers."

## Long Time Ago

### 45 Years Ago

Though a very light vote was cast and little interest was taken in the election for additional waterworks bonds last Saturday, the result of the day gave evidence of the crystallized public mind on the question. This issue of \$20,000 in bonds of the city was made necessary because it was found that \$20,000 for sewer and water was insufficient. There had been no campaign made in favor or against the measure as it was a foregone conclusion that the city must have water for fire protection. The vote one hundred to eight tells the story.

There will be little trouble in placing this amount of bonds and work will begin at once in laying plans for the early establishment of the plant.

Thus Hereford adds another metropolitan ruffe to her skirts.

The handsome new depot at the

foot of Sampson Street for the Santa Fe is nearing completion. When finished it will be the most convenient ad best station house on the Pecos Line. The terra cotta roofing has been put on and the wide awing put in position. The walls have been finished some days and the plasterers are now finishing in the main rooms. The plumbing for the toilet rooms is also in position. A force of men are laying the last brick on the sidewalks and approaches.

### 25 Years Ago

Texas has been threatened with eggs-by-the-pound price for a long time, but it remains for Messrs. Swaggerity and Shaw, mule buyers of Hereford, to inaugurate the idea of buying mules by the pound.


Last week these gentlemen actually bought 25 head of mules at six cents per pound and shipped them to Fort Worth market. The mules averaged about \$50 each.

**INSURE IN SURE INSURANCE**  
**PLAINS INSURANCE AGENCY**  
John H. Patton Wm. H. Patton  
All Forms of Insurance  
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**P. A. WINGET or G. T. REED**  
For  
Deep-Test Holes up to 1000 Feet  
Windmill Holes — Pressure Pumps  
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**TOWER DRIVE-IN**  
SUNDAY MONDAY  
NEW Hilarious Monkeyshines!  
**BONZO goes to College**  
Maureen O'SULLIVAN • Edmund GWENN • Charles DRAKE • BONZO  
Your Magic Carpet of Relaxation

*Announcing*  
**THE SALE OF WALLACE BUICK**  
TO  
**J. M. THOMSON**  
OF HEREFORD



We have recently sold our business, (Wallace Buick Co.) to Mr. J. M. Thomson of Hereford, who has taken over the management.


We wish to take this opportunity to express our appreciation for the patronage we have received, and for the friendship and considerations shown us since we first purchased the business last year. It has been a pleasure to work for you and with you. We feel that Mr. Thomson will continue to give you the same courteous service that you have been accustomed to in the past, and we invite you to drop by and get acquainted soon. We know you'll like his way of doing business.

Mr. Thomson will change the name of the business to THOMSON BUICK CO. He will still have the dealership for BUICK and GENERAL MOTORS TRUCKS AND PICKUPS, and we're sure it won't be long before you come by for a visit... or just to peak at one of the beautiful new 1954 Buicks that are now on display in his showroom.

Again, may we say "THANKS FOLKS"—it has indeed been a pleasure.  
—Wayne Wallace

**WALLACE BUICK CO.**

*Announcing*  
**THE PURCHASE OF**  
**WALLACE BUICK**  
BY  
**J. M. THOMSON**



I have recently purchased the Wallace Buick Company and have started operations under the name of THOMSON BUICK CO.

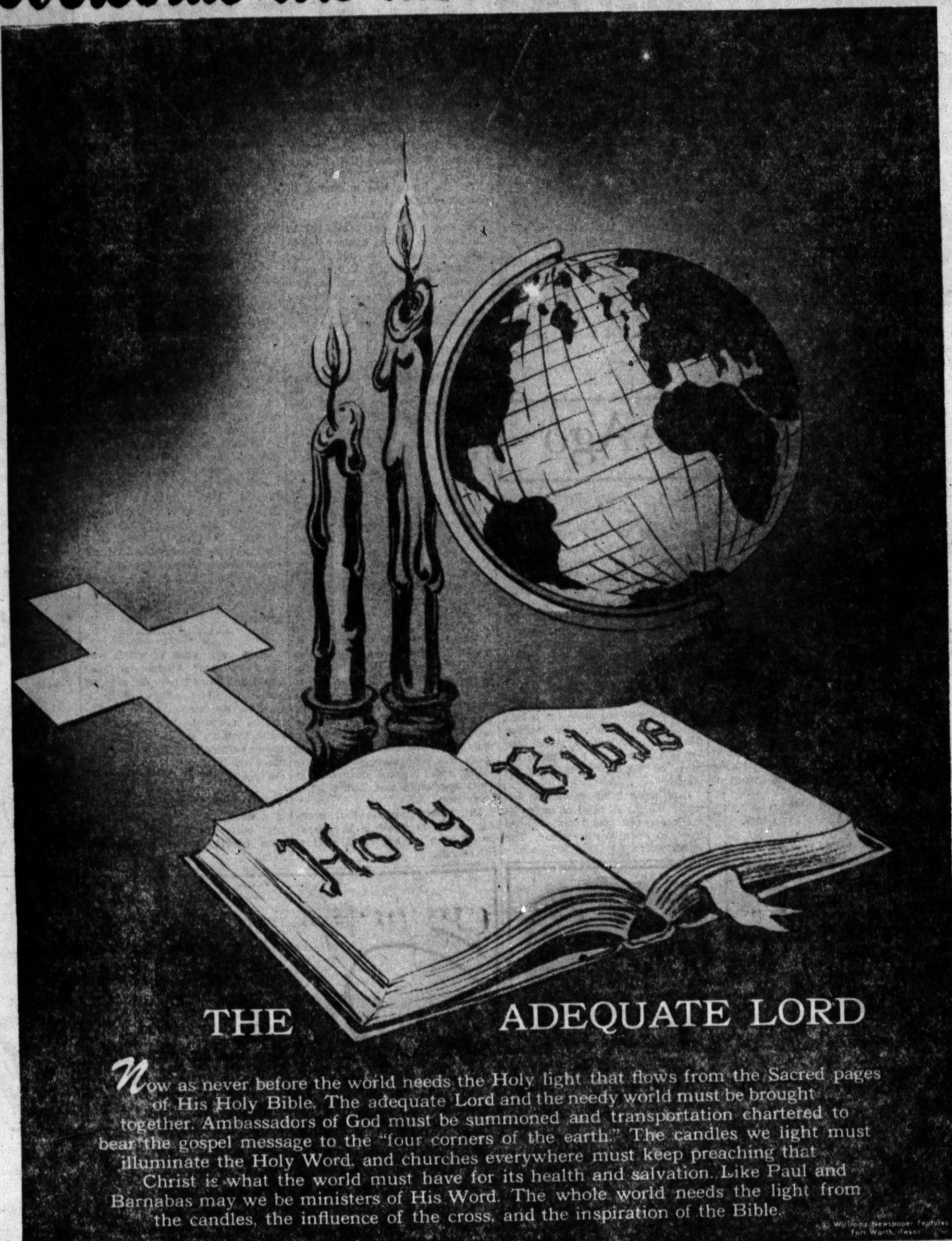
The Buick Company will still be located in the same building at 142 N. Miles Avenue and the personnel will remain the same. We hope to be able to give you the same fast, courteous service in our Mechanical Department that you have received under the ownership of Mr. Wayne Wallace. Of course we will have BUICK AUTOMOBILES and GMC Trucks and Pickups as always. We feel that these are two of the best Automotive and Truck lines on the market, and invite you to drop by and look them over. You're always Welcome here.  
—Remember—

SAME LOCATION SAME PERSONNEL SAME PHONE NUMBER  
G.M.C. Irrigation Motors - Buick Industrial Engines

**THOMSON BUICK CO.**  
142 N. Miles St. Phone 11

# Faith will overcome the most miserable circumstances

- HEREFORD IMPLEMENT CO.**  
\* International Harvester Farm Eqpt.
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\* Furniture
- BLANTON BUTANE, INC.**  
\* Shamrock Butane and Propane
- Hereford Laundry & Dry Cleaners**  
\* Family Finish Laundry Our Specialty
- Parker Bros. Builders Supplies**  
\* Everything For The Modern Home
- HEREFORD STATE BANK**  
\* The Bank Of Friendly Service
- Associated Growers of Hereford**  
\* Seed Potatoes & Potatoes
- KINSEY MOTOR CO.**  
\* Chevrolet - Oldsmobile
- HEREFORD CREAMERY**  
\* Cream O'Plains - Ice Cream
- BIG T PUMP CO.**  
\* Complete Pump Service & Repair
- HEREFORD HARDWARE**  
\* Your Friendly Hardware Store
- Southwestern Public Service Co.**  
\* 28 Years of Good Citizenship & Public Service
- CONSUMERS FUEL ASS'N**  
\* Petroleum Products-Farm Supplies
- VAUGHT LAUNDRY**  
\* Service Plus Courtesy
- HEREFORD GRAIN CORP.**  
\* Formerly Bradley Grain Co.
- H & W IMPLEMENT CO.**  
\* John Deere Implement-Krause Plows
- PITMAN SERVICE STATION**  
\* Conoco Products - "We Never Close"



**THE ADEQUATE LORD**

Now as never before the world needs the Holy light that flows from the Sacred pages of His Holy Bible. The adequate Lord and the needy world must be brought together. Ambassadors of God must be summoned and transportation chartered to bear the gospel message to the "four corners of the earth." The candles we light must illuminate the Holy Word, and churches everywhere must keep preaching that Christ is what the world must have for its health and salvation. Like Paul and Barnabas may we be ministers of His Word. The whole world needs the light from the candles, the influence of the cross, and the inspiration of the Bible.

- DAVIS & McCracken**  
\* Minneapolis Moline - Dempster Drills
- PIGGLY-WIGGLY**  
\* Home Of S & H Green Stamps
- SHELTON TIRE EXCHANGE**  
\* Serving You With The Best Goodyear
- Walker Refrigeration Service**  
\* Complete Refrigeration Repair
- PITMAN GRAIN CO.**  
\* Grain Buyers
- PALO DURO CONOCO SERVICE**  
\* Friendly & Courteous Service
- JACOBSEN BROTHERS, INC.**  
\* Welding & Machine Shop Work
- HUNTER'S FOOD MARKET**  
\* Highest Quality-Lowest Prices
- ACME CLEANERS**  
\* We Please Particular People
- ROGERS DRUG**  
\* Walgreen Agency
- FIRST NATIONAL BANK**  
\* Member FDIC - FRB
- SEARS GRAIN CO.**  
\* Hereford - Dimmitt - Black
- GILLILLAND FUNERAL HOME**  
\* A Dignified, Sympathetic Service
- FURR FOOD STORES**  
\* Famous Brand - Lower Prices
- HEREFORD MOTOR CO.**  
\* Your Friendly Ford Dealer
- ELIZABETH WOMBLE**  
\* Loans-Insurance-Abstracts
- STAPP CHIROPRACTIC CLINIC**  
\* The Way To Health
- WALLACE BUICK CO.**  
\* Wayne Wallace
- J. C. RICKETTS, REALTOR**  
\* "List Your Wants With Us"

**This Series of Church Ads is being Published Through the Cooperation of the Local Ministerial Alliance and Is Paid for by the Undersigned Individuals and Business Institutions**

**At The Churches**

**At The Churches**

<p><b>First Methodist</b> Fifth and Main Church services are at 10:55 o'clock Sunday morning and vesper services at 5 o'clock in the afternoon, with Sunday School at 9:45 o'clock in the morning. Methodist Youth Fellowship meetings are held at 6:15 o'clock. February 28 through March 7 is Week of Dedication. Wednesday, March 3, Women's Society of Christian Service will have its monthly luncheon at 12:30 o'clock in the basement of the church. Wednesday night prayer service will be held at 7 o'clock in Ward Hall. Each Friday at 4:15 o'clock the Junior choir meets in the Sanctuary for practice.</p> <p><b>Seventh Day Adventist</b> Third and Lawton Elder C. C. Balsler, pastor Sabbath School is at 9:45 o'clock. Worship services are at 11 o'clock.</p> <p><b>Wesley Methodist</b> Rev. E. L. Naugle, pastor Preaching services are at 11 o'clock and 7:15 o'clock with Sunday School at 9:45 o'clock. Methodist Youth Fellowship group meets at 6:30 o'clock. Prayer meeting will be at 7:15 o'clock Thursday evening followed by choir practice at 7:45 o'clock.</p>	<p><b>Assembly of God</b> Union and Ave. G. Rev. Walter E. Lane, pastor Each Sunday morning Sunday school is held at 9:45 and the morning service is at 11 o'clock. Prayer meeting and Bible Study will be held each Wednesday evening at 7:30 o'clock. Young people meet on Sunday night at 6:30 o'clock, with the evening worship services at 7:30 o'clock. Teacher's training courses will be held each night, having started Monday and will run through Friday night. Courses begin at 9:30 o'clock and close about 9:30 o'clock. Study will be from "Bible Doctrines" by P. C. Nelson.</p> <p><b>Church of Nazarene</b> Fourth and Jackson Rev. Levi Lunderback, pastor Sunday School is held at 10 o'clock, worship services at 11 o'clock. Evening worship services are at 7:30 o'clock. Prayer meeting is held each Wednesday night at 7:30 o'clock.</p> <p><b>Immanuel Lutheran</b> Park Avenue at B Street Rev. Harold Kaestner, pastor Sunday School is at 10 o'clock and Morning Worship at 11 o'clock. Sunday morning radio program over KPAN at 9:30, "Call To Worship."</p>	<p><b>CHRISTIANITY IS THE ROAD to the solution of the perplexing problems of the hour.</b> <b>THE CHURCHES and their messages are the guide posts on this road.</b> <b>THE PUBLIC SPIRITED FIRMS listed on this page urge church support and attendance—thus working toward a greater and more spiritual community in which to live and rear our families.</b></p> <p><b>Church of Christ</b> 205 E. 6th Street Bob Wear, minister Bible school is held each Sunday morning at 10 o'clock, with morning worship at 11 o'clock. The Young People meet Sunday evening at 8:45 with evening worship at 7:30 o'clock. Wednesday evening prayer services are held at 7:30 o'clock. The Hereford Church of Christ radio broadcast is heard daily at 9:30 over KPAN. The nationwide broadcast by the Church of Christ is each Sunday afternoon at 1 o'clock.</p> <p><b>Church of Jesus Christ of Latter Day Saints (Mormon)</b> Kendon O. Anderson, superintendent. The Mormon church, which meets in the American Legion Hall, will have Sunday school services at 10 o'clock.</p>	<p><b>Avenue Baptist</b> 128 N. 25 Mile Avenue Rev. Bob Harris, pastor Sunday school is held at 9:45 and the morning worship services are held at 11 o'clock. Training Union is held each Sunday evening at 6:30 o'clock. Evening worship services are held on Sunday evening at 7:30 o'clock. Mid-week prayer services are Wednesday night at 8 o'clock. At 8:45 o'clock there will be choir practice. Sunbeams will meet at 3 o'clock Friday afternoon. The Young people will meet Saturday night at 7:30 o'clock at the church.</p> <p><b>First Presbyterian</b> 610 Lee Street Rev. Russell Wingert, pastor Sunday school is held each Sunday morning at 9:45 o'clock, followed by morning worship at 11 o'clock.</p>	<p><b>First Christian</b> Sixth and Main Rev. Don Root, pastor Sunday School is held each Sunday morning at 9:45 o'clock and morning worship at 10:45 o'clock. Wednesday evening choir rehearsal will be held at 7:30 o'clock. At 6:45 o'clock each Sunday evening age level studies are held. The message Sunday morning will be "The Uplifted Christ Lifts Men." The Young Matrons Group will sponsor a bake sale Saturday at Cooper's Market to raise funds to re-pot the plants for the Church Chancel. Others are invited to assist by contributing baked goods. Monthly Family Nite will be in the form of a Brotherhood Dinner Thursday night. There will be four "two-minute" messages and a brief documentary film, "Home Is Nowhere."</p> <p><b>Grace Gospel Church</b> Thirteenth and Avenue K Rev. H. V. Fields, pastor Sunday School is at 9:45 o'clock and morning preaching service at 11 o'clock. Bible study is held each Sunday evening at 7 o'clock and evening preaching service at 8 o'clock. Wednesday night prayer meeting is at 7:30 o'clock. Friday night prayer service is at 7:30 o'clock.</p>	<p><b>First Baptist</b> Fifth and Main Rev. Don Root, pastor Sunday school at the First Baptist church is held at 9:45 and the morning worship services are held at 10:50 o'clock. Sunday evening the training union will be held at 6:15 with the evening worship at 7:30 o'clock. Superintendents meeting will be held each Wednesday evening at 6:30 o'clock with teachers and officers at 6:45. Prayer meeting is held at 7:30 o'clock. Bob Lawrence is the educational director and Shirley Sharp is secretary.</p> <p><b>St. Anthony's Catholic</b> Harrison Highway at 25 Mile Ave. Father Bartholomew Paytas, pastor Sunday morning Masses are at 6:30, 8, and 10 o'clock. Daily morning Mass is at 7 o'clock at the new church and 8:15 o'clock at the old church. Holy Hour is each Thursday night from 8:30 to 9:30 o'clock. Confessions: Each Thursday night from 8:30 to 9:30 o'clock. Saturday afternoon from 5 to 6 o'clock and 8 to 9 o'clock in the evening.</p>
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(Continued on Page 7)



BECKY OWEN, right daughter of Mr. and Mrs. Bobby Owen, celebrated her third birthday party Friday. Guests at the party included, from left, E'Dana Hopson, John Stagner and Donald James Hopson. "Cherry trees" made of gum drops were used as plate decorations. Birthday cake and ice cream were served to the guests. (Staff Photo),

### Congressman Walter Rogers Says Income Tax Exemption Fight Expected On Floor Of House

The tax-writing Ways and Means Committee of Congress is moving along on the rewriting of the tax laws. Many changes are being made. Some of these will result in tax relief for particular groups. So far, there has been no across-the-board relief indicated for the lower income brackets. An effort was made to increase the individual exemptions from \$600.00 to \$700.00, but this was defeated by a close margin. It will be brought up again on the House Floor, so watch for a fight.

The tax bill can not be amended on the House Floor, but it can be sent back to the committee with instructions to increase the individual exemptions. If the motion to do this prevails, it will mean tax relief for the lower income brackets. The tax law includes practically all of the tax program of the United States government, and the Ways and Means Committee would not hold the bill in committee, as such action could cause much damage to the credit of this country.

**THE MONEY BILLS**  
The House has passed the first of the appropriations bills. This was the appropriations for the Treasury Department and the Post Office Department for the fiscal

year 1955, which begins on July 1, 1954. The Appropriations Subcommittee worked long and hard on this bill, but were unable to come up with any measurable cuts. The over-all appropriation recommended in the bill for both the Treasury Department and the Post Office Department was \$3,333,241,600. The amount asked by the Administration was \$3,338,783,000. This simply means that only \$5,511,400 was cut off of a bill in excess of three billion dollars.

This sum did not include the fixed charges of interest on the public debt. In 1954 the interest on the public debt was \$6,525,000,000.00. Due to increases in the interest rate, as well as the issuance of some additional securities, the Treasurer estimates that the cost of interest for the coming fiscal year will be \$6,800,000,000.00. This simply means that the American taxpayer will have to pay an additional \$275,000,000.00 in interest during the 1955 fiscal year.

This is approximately three quarters of a million dollars a day. This is, of course, in addition to the approximately \$175,000,000.00 each day that is being paid by the American taxpayer to finance the public debt in interest charges alone.

**A Visit With Mrs. Eisenhower**  
My letter last week, I think, that Mrs. Eisenhower is tops. She was with me at a luncheon recently and came home singing her praises. She was very friendly and the conversation was very pleasant. I tried to find out what was talked about, but, as usual, was unsuccessful.

I have often wondered what the conversation consisted of at these all-female luncheons, but have never been able to find out from the little lady. She doesn't talk in her sleep so I am completely lost, unless an outsider will help me out.

**VISITORS**  
Visitors in the office this week included George Boyd and son, Chief, from Borger, Commander Alfred I. Boyd, Jr., of Bethesda, Md., Don M. Conley of Pampa, George S. Gandy, of Wheeler, M. H. W., Ritchie, President of the JA Ranch, Paloduro, and Oliver D. Hailey, Jr., of Borger.

### How Can I?

By Anne Ashley

**Q. How can I clean pewter?**  
A. Pewter may be cleaned by using any fine abrasive such as the cleaning powder and soaps which are advertised as non-scratchers, or whiting and any fine steel wool and oil. Wash carefully in clean, hot soap suds afterward-rinse and dry.

**Q. What can I use as a substitute when wax is not available for a floor that is to be used for dancing?**

A. Powdered borax may be used and will prove a good substitute.

**Q. How can I remove a grease spot from wallpaper?**

A. This can often be removed by dipping a flannel rag into alcohol and rubbing gently, or by applying flour and allowing to remain until it absorbs the grease.

**Q. How can I remove chocolate stains from fabrics?**

A. Soak the material in cold strong borax water for half an hour. Pour boiling water through and wash in the usual manner. For stains on silks, or other non-washable fabrics, sponge with chloroform. (CAUTION: chloroform is an anesthetic).

**Q. How can I clean steel which has become very rusty?**

A. First rub with a cut onion and leave for a day. Then polish it with paraffin, or turpentine and brickdust, whichever you happen to have on hand.

**Q. What is a good tonic for the liver?**

A. Drink the juice of one-half a lemon in a cup of hot water the first thing in the morning.

**Q. How can I remove a heat stain from a highly-polished article of furniture?**

A. Apply the following in order, using a separate cloth for each: Kerosene, alcohol, and sweet or linseed oil. Rub the last in well until the spot is no longer visible.

**Q. How can I prevent the drying out of children's rubber shoes?**

A. A little glycerin rubbed over the rubbers before putting them away will keep the rubber from drying out, and they will also wear much longer.

**Q. How can I make a fine-grained sour milk cake?**

A. When making a sour milk cake, dissolve the soda in the milk and whip with an egg beater. This will assure a fine-grained cake.

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### A Salute to Hereford's Churches



#### CHURCH OF CHRIST

The first meeting house of the Church of Christ was erected in Hereford in 1907. The present building has been enlarged two times, in 1948 and 1950, and the auditorium now has a seating capacity of 506.

Bible enrollment at the Hereford Church is 486, and the membership consists of a few over 200 families.

The present Minister, Bob Wear, has been with the Church eight years.

The FIRST NATIONAL BANK is proud of its part in assisting in the development of the fine Churches of Hereford.

## THE FIRST NATIONAL BANK Of Hereford

Member: Federal Deposit Insurance Corporation, FRS

The cubit measurement used in the construction of the pyramids of ancient Sumeria and Egypt was the length of a man's arm from elbow to the end of the middle finger—about 20 inches in most jurisdictions.

for the **51<sup>st</sup>** time

## Southwestern Life

reports to its neighbors

### STATEMENT OF CONDITION December 31, 1953

ASSETS	
United States Government Bonds	\$ 42,742,055.61
Texas County and Municipal Bonds	19,122,153.77
Public Utility and Corporation Bonds	26,613,533.14
First Mortgage Loans on Real Estate	142,195,587.03
Collateral Loans	3,284,910.57
Home Office Building	1,800,000.00
Preferred Stocks	10,154,347.43
Bank Stocks	3,400,268.81
Other Common Stocks	6,884,742.10
Cash	5,618,403.85
Loans Against Cash Value of Policies	22,686,137.45
Accrued Interest and Miscellaneous Assets	1,455,321.02
Net Premiums to Complete Policy Years	9,840,868.36
<b>TOTAL ASSETS</b>	<b>\$296,192,307.23</b>
LIABILITIES	
Policy Reserves	\$259,253,388.60
Premiums and Interest Paid in Advance	4,424,000.20
Reserve for Taxes and Other Liabilities	3,681,428.29
Commissioner's Mandatory Valuation Reserve	654,096.00
<b>TOTAL LIABILITIES</b>	<b>\$268,083,923.59</b>
Surplus Funds for Protection of Policyowners Reserved for Contingencies:	
For Investment Valuation	4,794,136.00
For Interest and Mortality Fluctuations	4,061,247.64
Capital Stock	5,000,000.00
Surplus	14,250,000.00
<b>TOTAL SURPLUS</b>	<b>\$296,192,307.23</b>

#### Highlights in 1953

New Paid-For Business	\$153,680,329	Loans made to Texas Real Estate Owners since Company was organized	\$281,896,977
Insurance in Force December 31, 1953	\$1,065,059,933	On December 31, 1953, market value of Stocks and Bonds exceeded Balance Sheet value by	\$6,284,495
Payments made to Policyowners and Beneficiaries since organization	\$180,868,446		

Hereford Representative  
O. P. COWART

## Southwestern Life Insurance Company

JAMES RALPH WOOD, PRESIDENT HOME OFFICE: DALLAS

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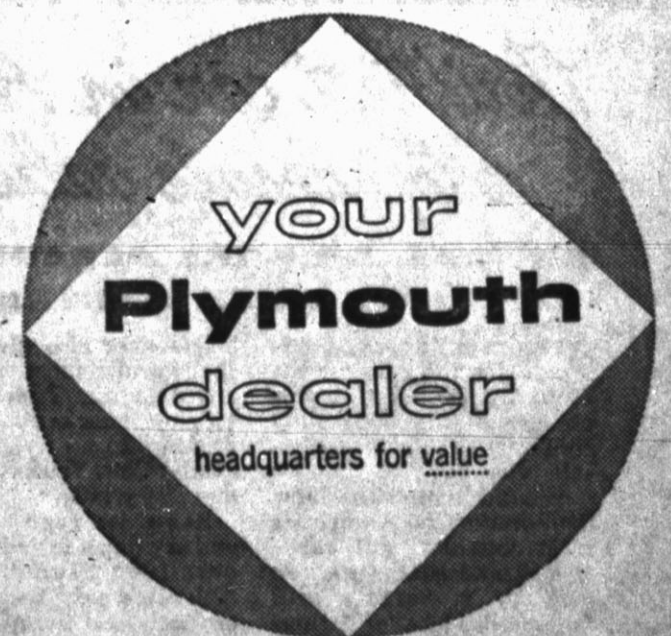


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